

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: Comfort is critical

SAMPLE: 2,000 Americans evenly split by generation (500 from each)

SPLITS: Age, gender and region

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[**TERMINATE IF UNDER 18**]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[**TERMINATE if age and birth year do not align +/- 1 year**]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation **TERMINATE**

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions:

1. **During a typical day, how many hours do you spend on your feet? [select one]**
 - a. 0 - none
 - b. 1
 - c. 2
 - d. 3
 - e. 4
 - f. 5
 - g. 6
 - h. 7
 - i. 8
 - j. 9
 - k. 10 or more

2. **During a typical day, how many steps do you usually take? If you're not sure, please select "not sure." [select one]**

- a. Sliding scale from 100 – 15,000 [increments of 100] [left label: 100 steps or less; right label: 15,000 steps or more]
- b. Not sure

3. **How many pairs of shoes do you own that you rarely wear, due to how uncomfortable / unsupportive they are? [select one]**

- a. 0 – none
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5
- g. 6
- h. 7
- i. 8
- j. 9
- k. 10 or more

4. **At what age did you begin to prioritize buying and wearing shoes that are comfortable and supportive, in order to avoid pain, and to support**

your body as you age? [select one] [only show ages that are equal to or less than respondents age]

d. 18 - 24

b. 25 - 30

c. 31 - 35

d. 36 - 40

e. 41 - 45

f. 46 - 50

g. 51 - 55

h. 56 - 60

i. 61 - 65

j. 66 - 70

k. 71 - 75

l. 76 - 80

m. N/A: I have not begun prioritizing this yet

5. Looking back, do you wish you had started to prioritize wearing more supportive / comfortable shoes earlier in life? [select one]

a. Yes

b. No

6. When you wear shoes that are not properly supportive, where do you experience pain as a

**result? [select all that apply] RANDOMIZE, ANCHOR
LAST 2**

- a. My back
- b. My feet
- c. My hips
- d. My knees
- e. My ankles
- f. My shins
- g. Other (please specify)
- h. No place in particular EXCLUSIVE

7. When you are buying shoes, what factors / things impact your buying decision? [select all that apply] RANDOMIZE, ANCHOR LAST 1

- a. Price
- b. Versatility
- c. Supportiveness / comfort
- d. Style
- e. Brand reputation
- f. Durability / quality
- g. Recommendations and reviews
- h. The shoe can be easily slipped on or off
- i. None of the above EXCLUSIVE

8. [HIDE IF Q7 = None of the above] When you are buying shoes, what factor / thing is the most

important consideration that impacts your buying decision? [select one]

a. [Show answers selected in previous question]

9. **How much do you agree or disagree with the following statement? “When I’m buying shoes, I look for shoes that are both supportive / comfortable and stylish.” [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

10. **How much do you agree or disagree with the following statement? “I consider myself to be a very practical person.” [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

11. **Which of the following occasions / events, if any, have been completely ruined for you, because you wore shoes that were uncomfortable / not**

supportive, and the foot pain you experienced as a result ruined your enjoyment of the occasion / event? [select all that apply] RANDOMIZE, ANCHOR LAST 1

- a. Someone else's wedding
- b. My wedding
- c. A vacation
- d. A business trip
- e. A concert or music festival
- f. A date
- g. A night out (e.g., bar, club)
- h. An important run, race or workout
- i. None of the above EXCLUSIVE

12. When you spend all day walking in uncomfortable / unsupportive shoes, how long does the resulting foot pain typically last? [select one]

- a. Less than 1 day
- b. About 1 day
- c. About 2 days
- d. About 3 days
- e. About 4 days
- f. About 5 days or more

13. **How much do you agree or disagree with the following statement? “Wearing an uncomfortable pair of shoes ruins my day.” [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

14. **In your opinion, which of the following is the worst type of pain to experience? [select one]**

RANDOMIZE

- a. Foot pain
- b. A headache
- c. A backache
- d. A stomach ache
- e. A toothache

15. **Which of the following things would you rather experience, rather than having to walk for an entire day in uncomfortable shoes? [select all that apply]**

RANDOMIZE, ANCHOR LAST 1

- a. Bad sex
- b. Attending a day-long boring work conference
- c. A sleepless night
- d. Sitting in the middle seat on a flight

- e. A day without coffee or caffeine
- f. A day without your phone
- g. None of the above **EXCLUSIVE**

16. **How often do you buy shoes that you later regret due to them being uncomfortable / unsupportive?**
[select one]

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

17. **Which of the following things indicate to you that the shoes you are wearing are not supportive enough? [select all that apply] **RANDOMIZE, ANCHOR LAST 1****

- a. My shoes feel too flat or lack cushioning
- b. My feet feel overly compressed or cramped
- c. I feel less balanced when walking or standing
- d. My posture feels off or less stable
- e. My ankles feel unstable or wobbly
- f. I notice knee pain
- g. I notice hip pain
- h. I notice lower back pain
- i. My feet ache all over

- j. My arches hurt
- k. My heels hurt
- l. My toes hurt
- m. None of the above **EXCLUSIVE**

18. **In the last five years, how much money do you estimate you've spent on shoes that you don't wear because they're uncomfortable?**

- a. Sliding scale from 0 – 1,000 [increments of 1] [left label: \$0; right label: \$1,000 or more]

19. **Do you run or jog for exercise? [select one]**

- a. Yes
- b. No

20. **[SHOW IF Q19 = A] What things do you look for in a good running shoe? [select all that apply]**

RANDOMIZE, ANCHOR LAST 2

- a. Good ankle support
- b. Cushioning / shock absorption
- c. Arch support
- d. Overall comfort
- e. Lightweight feel
- f. Breathability
- g. Durability
- h. Traction / grip

- i. Toe box room (e.g. space for toes)
- j. Other (please specify)
- k. Nothing in particular **EXCLUSIVE**

21. **[SHOW IF Q19 = A] How much do you agree or disagree with the following statement? "Having the right running shoe is the difference between an amazing run and a horrible run." [select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

22. **[SHOW IF Q19 = A] Why do you run or jog? [select all that apply] **RANDOMIZE, ANCHOR LAST 2****

- a. To improve my mental health
- b. To reduce stress or anxiety
- c. For longevity / anti-aging
- d. To clear my mind
- e. To hit personal performance goals (e.g. distance, pace)
- f. For socialization with other runners
- g. To improve cardiovascular health
- h. To build endurance / stamina
- i. To lose or manage weight

- j. To strengthen muscles and joints
- k. To improve mobility
- l. To spend time outdoors
- m. To take a break from screens
- n. It's convenient / low-cost exercise
- o. To have "me time"
- p. Other (please specify)
- q. No reason in particular **EXCLUSIVE**

23. **At any point in your life, have you ever... [select all that apply]**

- a. Taken a break from exercise in general due to pain
- b. Completely stopped exercising in general due to pain
- c. Taken a break from running / jogging due to pain [**SHOW IF Q19 = A**]
- d. Completely stopped running / jogging due to pain [**SHOW IF Q19 = A**]
- e. None of the above **EXCLUSIVE**

24. [**SHOW IF Q19 = A**] **Have you ever bought running shoes based on how they look, rather than how they feel / support your feet, only to regret it later because they were uncomfortable / unsupportive? [select one]**

- a. Yes
- b. No
- c. I don't remember

25. **[SHOW IF Q19 = A] Thinking about running specifically, which of the following things would you rather experience, rather than having to go on a run in uncomfortable running shoes? [select all that apply] RANDOMIZE, ANCHOR LAST 1**

- a. Bad sex
- b. Attending a day-long boring work conference
- c. A sleepless night
- d. Sitting in the middle seat on a flight
- e. A day without coffee or caffeine
- f. A day without your phone
- g. None of the above EXCLUSIVE

26. **How many times, if any, have you skipped a workout in the last month because of foot pain? [select one]**

- a. 0 times
- b. 1 - 2
- c. 3 - 4
- d. 5 - 6
- e. 7 - 8
- f. 9 - 10

g. 11 or more times

27. **[SHOW IF Q19 = A] Which of the following statements is most true about you? [select one]**
- a. I don't have a running shoes brand that I'm loyal to, or always buy
 - b. I'm happy with the brand of running shoes I currently buy, and I'm not interested in buying a different brand in the future
 - c. I'm happy with the brand of running shoes I currently buy, but I'm still interested in buying a different brand in the future
 - d. I'm not happy with the brand of running shoes I currently buy, and I'm interested in buying a different brand in the future
 - e. I'm not happy with the brand of running shoes I currently buy, but I'll most likely still keep buying them in the future

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something

unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

28. **We're looking to hear from everyday Americans. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I'm interested in participating

I'm not interested in participating

29. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email:

