talkerresearch.com

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: GEN Z'S THIRD SPACES

Sample: 1,000 Gen Z respondents who are active (those who engage in at least 30 mins of physical activity 3-7 days a week)

Splits: Age, gender and region

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

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?

[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 1926]

[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 [TERMINATE]

IF D2a=1965-1980, QAGE=Generation X [TERMINATE]

IF D2a=1946-1964, QAGE=Baby Boomers [TERMINATE]

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

- Northeast
- Southeast
- Southwest
- Midwest
- West

Screener Questions:

SQ1. How many days of the week are you active? [select one]

0

1

2

3 [CONTINUE]

4 [CONTINUE]

5 [CONTINUE]

6 [CONTINUE]

7 [CONTINUE]

SQ2. How many minutes per day do you engage in physical exercise? [select one]

Less than 30 minutes [TERMINATE]

30 – 60 minutes (1 hour)

More than 1 hour

Survey Questions:

1. **How long have you been active consistently? [Select one]**
    a. Within the past month
    b. Within the past three months
    c. Within the past six months
    d. Within the past year
    e. Within the past three years
    f. Within the past five years
    g. More than five years ago

2. **What best describes the setting in which you exercise? [Select one]**
    a. Entirely outdoors
    b. Mostly outdoors, sometimes indoors
    c. Equally outdoors and indoors
    d. Mostly indoors, sometimes outdoors

e. Entirely indoors

3. What fitness activities have you engaged in within the past year? [Select all that apply]
RANDOMIZE, ANCHOR LAST 1

a. HIIT
b. Yoga
c. Weight training
d. Team sports
e. Pilates
f. Running/jogging
g. Cycling
h. Swimming
i. Walking/hiking
j. Dance/dance fitness (e.g., Zumba)
k. Barre
l. Martial arts/boxing
m. Climbing
n. Pickleball/racquet sports
o. Hybrid fitness (e.g.,Hyrox, LT Games, CrossFit)
p. Stretching/mobility work
q. Other (please specify)

4. What fitness activities do you currently engage in? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

a. [SHOW OPTIONS SELECTED IN PREVIOUS QUESTION]
b. Other (please specify)

5. Generally, when do you prefer to be active? [Select one]

a. Morning
b. Afternoon
c. Evening
d. Late night
e. No preference

6. What aspects, if any, help you stay consistent with your health goals? [Select all that apply]

RANDOMIZE, ANCHOR LAST 2

a. Tracking progress (e.g., apps, journals, wearables)
b. A workout or accountability buddy
c. A trainer or coach
d. Following a set schedule or routine
e. Seeing visible results/progress
f. Setting small, achievable goals
g. Joining a class or group with a set schedule
h. Financial commitment (e.g., paid membership, class packages)

i. Social media (posting progress, following others for motivation)
j. A community or group chat centered around health goals
k. Rewarding myself for hitting milestones
l. Meal prepping/planning ahead
m. Support from friends or family
n. Other (please specify)
o. Nothing in particular [Exclusive]

7. Do you tend to participate in fitness activities alone or with others? [Select one]

a. Alone
b. With others
c. Both equally

8. To what extent do you agree or disagree with the following statement? "I would participate in fitness activities with others more often if there were more opportunities to." [Select one]

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

9. Thinking about your weekly routine, how would you describe the balance between time spent on obligations (work, school, errands, etc.) versus time spent socializing? [Select one]

a. Almost entirely obligations, very little socializing
b. Mostly obligations, a little socializing
c. Roughly balanced
d. Mostly socializing, a little on obligations
e. Almost entirely socializing

10. When it comes to being active, how inspired are you by… [Select one]

[GRID]

a. Fitness influencers/figures online?

b. People you know in real life (e.g., other gym-goers)?

[GRID BY]

i. Very inspired
ii. Somewhat inspired
iii. A little inspired
iv. Not at all inspired

11. Generally, how many close friends do you have? [Select one]

a. 0
b. 1
c. 2
d. 3
e. 4
f. 5
g. 6
h. 7
i. 8
j. 9
k. 10+

12. On average, how many times a year do you see your friends? [Select one]

a. Less often than once a year
b. 1-2 times
c. 3-4 times
d. 5-6 times
e. 7-8 times
f. 9-10 times
g. 11-12 times
h. 13+ times

13. In your experience, how easy or hard is it to… [Select one]

[GRID]

a. Find people to socialize with?

b. Find spaces that you feel comfortable socializing in?

[GRID BY]

i. Very hard
ii. Somewhat hard
iii. Neither easy nor hard
iv. Somewhat easy
v. Very easy

14. Generally, how many times a month do you engage in a social activity (e.g., attending a party, going out with friends, etc.)? [Select one]

a. Less often than once a month
b. 1-2
c. 3-4
d. 5-6
e. 7-9
f. 10+

15. How many times during an average week are you social with others in the following spaces? [Select one]

[GRID] RANDOMIZE

a. The space I exercise in

b. Restaurants

c. Coffee shops

d. Bars

e. Parks/outdoor public spaces

f. Hobby or interest-based clubs (e.g., book clubs, gaming groups)

g. Co-working spaces

h. Friends' or others' homes

[GRID BY]

i. Less often than once a week

ii. 1-2

iii. 3-4

iv. 5+

16. Which of the following, if any, currently help you stay consistent about being social? [Select all that apply] RANDOMIZE. ANCHOR LAST 2

a. A recurring group or club I'm part of

b. A standing plan with a specific friend (e.g., weekly dinner)

c. A community or interest-based space I regularly visit (e.g., book club)
d. Social media reminders/events
e. A workout class or run club
f. A partner or roommate who encourages it
g. Other (please specify)
h. Nothing in particular [Exclusive]

17. Which of the following, if any, are you actively unhappy with? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

a. The amount of in-person social interaction in my life
b. The amount of friends I have
c. The places available to me for socializing
d. The quality/depth of my friendships
e. How often I get to see the friends I already have
f. My ability to make new friends
g. How much free time I have for a social life
h. The cost of socializing (going out, activities, etc.)
i. My confidence in social settings
j. The distance between me and the people I'd like to see

k. My work/school schedule's impact on my social life

l. None of the above [Exclusive]

18. What, if anything, gets in the way of you spending more time in social spaces? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

a. Not enough time

b. Cost/affordability

c. Not knowing where to go

d. Not having anyone to go with

e. Feeling anxious or uncomfortable in unfamiliar social settings

f. Being too tired after work/school

g. Prioritizing responsibilities (family, chores, errands)

h. Lack of spaces like this near me

i. Other (please specify)

j. Nothing gets in the way [Exclusive]

19. Which of the following, if any, have you experienced through participating in fitness activities, recreational sports or spending time in the place where you exercise? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

a. Made a new friend

b. Deepened an existing friendship
c. Expanded my social circle
d. Found a regular workout partner
e. Joined a recurring group or community
f. Spent more time socializing in person
g. Felt a stronger sense of belonging
h. None of the above [Exclusive]

20. To what extent do you agree or disagree with the following statements? [Select one]

[GRID]

a. "Even when I want to be social, I don't feel like I have the bandwidth for it."

b. "Adulthood is more lonely/isolating than I thought it would be."

[GRID BY]

i. Strongly agree
ii. Somewhat agree
iii. Neither agree nor disagree
iv. Somewhat disagree
v. Strongly disagree

21. Do you have a frequently visited space in mind that you can visit when you want to see familiar faces? [Select one]

a. Yes
b. No
c. Not sure

22. How many times in an average week do you tend to feel lonely, even when you're surrounded by other people? [Select one]

a. Less often than once a week
b. 1-2
c. 3-5
d. 6-7
e. 8-9
f. 10+

23. Does being social have a positive impact on... [Select one]

[GRID] RANDOMIZE

a. Your stress levels?
b. Your mood/emotional state?
c. Your overall life satisfaction?
d. Your overall motivation?

[GRID BY]

i. Yes

ii. No
iii. Not sure

24. How interested or uninterested are you in… [Select one]

[GRID] RANDOMIZE

a. Being social more often?

b. Finding new people to be social with?

c. Having more opportunities to be social in person?

[GRID BY]

i. Very interested
ii. Somewhat interested
iii. Neither interested nor uninterested
iv. Somewhat uninterested
v. Very uninterested

INFO: For the purposes of this survey, a "third space" is a social environment separate from your home (the first space) and your workplace or school (the second space).

25. To what extent do you agree or disagree with the following statements? [Select one]

[GRID]

a. "It feels like I hardly have enough time for my social life."

b. "I am in need of a 'third space.'"

[GRID BY]

i. Strongly agree

ii. Somewhat agree

iii. Neither agree nor disagree

iv. Somewhat disagree

v. Strongly disagree

26. Would you consider the space you exercise to be a "third space" for you? [Select one]

a. Yes

b. No

c. Not sure

27. Would having a recurring place or group to show up... [Select one]

[GRID]

a. **Help you stay social?**
b. **Improve your mental wellbeing?**
[GRID BY]

i. Yes
ii. No
iii. Not sure

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 people about socializing. 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: