



Survey questions



While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
 - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, [Talker Research](#), will review the survey
 - Their team members are members of the Market Research Society ([MRS](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)); they will ensure the questions are written in a way that is fair, unbiased and not leading
 - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents



The art of cozy

Sample: 2,000 general population Americans

Splits: Age, gender and region

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 2007 to 1926]

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

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2007, 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=1926-1945, QAGE=Silent Generation



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. **Have you ever heard of the term "hygge?" [select one]**
 - a. Yes
 - b. No
2. **Which of the following do you believe defines "hygge?" [select one]**
 - a. The practice of coziness and comfort
 - b. A European fashion trend
 - c. Gen Z/Gen Alpha text shorthand
 - d. None of the above
 - e. Unsure
3. **To what extent do you agree or disagree with the following statement? "I love the idea of getting as cozy as possible during the winter months." [select one]**
 - a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree
 - e. Strongly disagree
4. **Based on how it looks right now, how cozy would you rate your home? [select one]**
 - a. 1 — not cozy at all
 - b. 2
 - c. 3
 - d. 4
 - e. 5 – somewhat cozy



- f. 6
- g. 7
- h. 8
- i. 9
- j. 10 — extremely cozy

5. Do you think you could make your home feel cozier than it currently does? [select one]

- a. Yes
- b. No
- c. Unsure

6. [SHOW IF Q5 = YES] If you could change one thing about your home to make it feel cozier, what would it be?

- a. [Free response]
- b. Not sure/ prefer not to say

**7. When you think of getting cozy, what comes to mind? [select all that apply]
[RANDOMIZE, ANCHOR LAST 2]**

- a. Putting on thick socks
- b. Layers of blankets
- c. Lighting up the fireplace
- d. Turning on a virtual fireplace
- e. Putting on relaxing music
- f. Reading a book
- g. Scrolling social media
- h. Enjoying the quiet
- i. Lighting candles
- j. Making fresh tea/coffee/hot chocolate
- k. Getting caught up on TV shows or YouTube videos
- l. Playing video games
- m. Soft lighting
- n. Cold/rainy/snowy weather outside
- o. My pets sleeping next to me
- p. Changing into flannel PJs
- q. Changing into a thick robe
- r. Going to bed early
- s. Sleeping in
- t. Curling up on the couch
- u. Not leaving the home
- v. Spending time with family



- w. Other (please specify)
- x. Nothing in particular [[Exclusive](#)]

8. [SHOW IF Q7 = K] What's your go-to cozy TV show or YouTube channel?

- a. [Free response]
- b. Not sure/ prefer not to say

9. How likely or unlikely would you be to cancel social plans if you were feeling especially cozy and comfortable at home? [select one]

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely

10. [SHOW IF Q9 = LIKELY] How often would you willingly cancel plans to stay cozy at home? [select one]

- a. All the time
- b. Often
- c. Sometimes
- d. Rarely

11. Thinking ahead to this winter, how many days out of the season do you think you'll spend wanting to get cozy?

- a. {SLIDER; 0 to 90} [increments of 1] [left label 0 | right label 90]
- b. Unsure

For DP Use Only:

- 1. 10 or less
- 1. 11-20
- 1. 21-30
- 1. 31-40
- 1. 41-50
- 1. 51-60
- 1. 61-70
- 1. 71-80
- 1. 81 and more

12. What day of the week do you typically find the coziest? [select one]

- a. Monday
- b. Tuesday
- c. Wednesday



- d. Thursday
- e. Friday
- f. Saturday
- g. Sunday

13. What time of day do you think is the coziest?

- a. {SLIDER; 0000 to 2359} [increments of 1] [left label 12:00 AM | right label 11:59 PM]
- b. *Unsure*
- c.

DP Use Only:

0000–0359- Very late night
0400–0759- Early morning
0800–1159- Late morning
1200–1559- Early afternoon
1600–1959-Evening
2000–2359-Night

d.

14. How much time does it take for you to start feeling relaxed once you get cozy?

- a. {SLIDER; 0 to 120, increments in minutes} [left label 0 min | right label 120 min or more]
- b.

DP Use Only:

0 mins
1–15 mins
16–30 mins
31–45 mins
46–60 mins

More than 1 hour

15. To the best of your knowledge, how many hours of sleep do you get during a typical night?

- a. {SLIDER; 1 to 10} [increments of 1] [left label 1 hour or less | right label 10 or more hours]
- b. *Unsure/ I have no idea*

DP USE ONLY



1 or less

2-3

4-5

6-7

8-9

10 or more

16. To the best of your knowledge, what time do you typically go to bed during each season?

a. **[GRID]**

b. Spring

c. Summer

d. Autumn

e. Winter

i. **[GRID BY]**

ii.

iii. 7:00pm – 7:59pm

iv. 8:00pm – 8:59pm

v. 9:00pm – 9:59pm

vi. 10:00pm – 10:59pm

vii. 11:00pm – 11:59pm

viii. 12:00am – 12:59am

ix. 1:00am – 1:59am

x. 2:00am or later

xi. Unsure/ I have no idea

17. To what extent do you agree or disagree with the following statement? "I tend to get better quality sleep if I feel cozy beforehand." [select one]

a. Strongly agree

b. Somewhat agree

c. Neither agree nor disagree

d. Somewhat disagree

e. Strongly disagree

18. To what extent do you agree or disagree with the following statement? "I tend to stay asleep longer if I feel cozy beforehand." [select one]

a. Strongly agree

b. Somewhat agree

c. Neither agree nor disagree

d. Somewhat disagree



e. Strongly disagree

19. To what extent do you agree or disagree with the following statement? "I tend to wake up feeling more refreshed if I fell asleep feeling cozy beforehand." [select one]

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

20. Would you be more or less willing to brave cold winter days if you had a good night's sleep the night before? [select one]

- a. Much more willing
- b. Somewhat more willing
- c. Neither more nor less willing
- d. Somewhat less willing
- e. Much less willing

21. During which of the following seasons do you believe you sleep the most? [select one]

- a. Spring
- b. Summer
- c. Autumn
- d. Winter
- e. Unsure

22. To what extent do you agree or disagree with the following statement? "If it were physically possible for me, I'd hibernate the entire winter like a bear." [select one]

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

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.

- 23. [HIDE IF Q3 = DISAGREE] We're looking to hear from people who like getting cozy in the winter. 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

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

Name:

Email: