

**Project: Guy Friend**  
**Client: Bess' Love Life**  
**Segment: Single Men, 21-35**  
**Market: Global**  
**Compensation: Food, sex, great company**

Hi my name is \_\_\_\_\_ calling regarding an upcoming dating study. \_\_\_\_\_ referred us to you and thought you'd be a good fit. Do you have a few minutes to answer some questions to see if you're a good fit for the project?

(If yes) Great, let's start with...

(If no) Not a problem, thank you for your time.

1. Full Name

2. Age

3. Email

4. Phone

5a. Would you describe your current employment as:

- a. full-time
- b. part-time
- c. freelance
- d. student
- e. unemployed
- f. other \_\_\_\_\_

5b. What is your occupation?

6a. Thinking back on the past 10 years, how many short-term relationships have you been in? For this study we will consider short-term 6 months or less.

- a. None
- b. 0 - 2
- c. 3 - 5
- d. 6-9
- e. 10 or more

6b. In the past 10 years, many long-term relationships have you been in? For this study we will consider long-term one year or longer.

- a. None
- b. 0 - 2
- c. 3 - 5
- d. 6-9
- e. 10 or more

7a. Have you ever been married?

- a. Yes
- b. No

7b. If yes, how long were you married for?

7c. Why did you separate?

8a. Do you have any children?

a. Yes

b. No

8b. If yes, how many children and ages/genders?

9. I am going to read you a short list of activities, please tell me which of these, if any, you like to do on a regular basis.

- Go to clubs
- Work out
- Outdoor activities like hiking or camping
- Concerts
- Take photos (*If photos, what do you like to photograph?*)
- Surf
- Skate
- Snowboard
- Wakeboard
- Shop for clothes
- Play an instrument
- Build things
- Race cars
- Read the news
- Visit art galleries
- Take naps
- Cook
- Play video games
- Watch sports either on TV or in person
- Travel (*If travel, where do you go?*)
- Watch movies
- Go out to meals
- Have sex
- Thrift shop
- Drink alcohol
- Road trip
- Have friends over
- Blog (*If blogs, what is your site?*)
- Listen to music
- Dance
- Play with technology
- Spend time with family
- Hang out with my pets
- Shoot guns
- Volunteer
- I don't like to do anything.
- Other \_\_\_\_\_

10. Using a scale of 1 to 10 where “1” means “not important at all” and “10” is “very important” how would you rate the following in a relationship:

Trust	1	2	3	4	5	6	7	8	9	10
Honesty	1	2	3	4	5	6	7	8	9	10
Work Ethic	1	2	3	4	5	6	7	8	9	10
Looks	1	2	3	4	5	6	7	8	9	10
Cleanliness	1	2	3	4	5	6	7	8	9	10
Politics Views	1	2	3	4	5	6	7	8	9	10
Family Approval	1	2	3	4	5	6	7	8	9	10
Similar Interests	1	2	3	4	5	6	7	8	9	10
Intellect	1	2	3	4	5	6	7	8	9	10
Family Planning	1	2	3	4	5	6	7	8	9	10
Religion	1	2	3	4	5	6	7	8	9	10
Sex	1	2	3	4	5	6	7	8	9	10

11a. Have you ever used a dating site?

11b. If yes, what site? What were your results?

12a. Do you use drugs?

- a. Yes
- b. No

12b. If yes, what drugs do you use?

12c. How often do you use drugs?

- a. Daily
- b. 3-4 times a week
- c. 1-2 times a week
- d. every few weeks
- e. every month
- f. every few months
- g. special occasions
- h. I don't do drugs

13a. Do you drink alcohol?

- a. Yes
- b. No

13b. If yes, what is your drink of choice?

13c. How often do you drink alcohol?

- a. Daily
- b. 3-4 times a week
- c. 1-2 times a week
- d. every few weeks
- e. every month
- f. every few months
- g. special occasions
- h. I don't drink alcohol

14a. Do you use tobacco products?

- a. Yes
- b. No

14b. If yes, do you smoke cigarettes, chew tobacco or both?

14c. How often do you use tobacco?

- a. Daily
- b. 3-4 times a week
- c. 1-2 times a week
- d. every few weeks
- e. every month
- f. every few months
- g. special occasions
- h. I don't use tobacco

15a. Have you ever been convicted of a felony or misdemeanor crime?

- a. Yes
- b. No

15b. If yes, when?

15c. What was the crime?

15d. Have you completed the court ordered requirements?

16a. Have you ever tested positive for an STD?

- a. Yes
- b. No

16b. If yes, what and when?

16c. Has the disease cleared?

17a. Have you ever cheated on a girlfriend?

- a. Yes
- b. No

17b. If yes, why?

18a. Have you ever been cheated on?

- a. Yes
- b. No

18b. If yes, how did you react?

Thank you again for your time. We're almost finished, just a few more demographic questions left.

19. Do you mind telling me which of the following categories best represents your annual household income? (Do not include roommates or parents)

- a. \$30,000 or less

- b. \$30,000 to \$50,000
- c. \$50,000 to \$75,000
- d. \$75,000 to \$100,000
- e. \$100,000 to \$125,000
- f. \$125,000 or more

20. What is the highest level of education you've completed?

- a. Some high school
- b. High school graduate
- c. Some college
- d. 2-year college degree
- e. 4-year college degree
- f. Some graduate work
- g. Post graduate degree or higher

21. Because I'm looking to fairly represent all people, do you mind telling me how you characterize your ethnicity?

- a. White or caucasian
- b. Black or African American
- c. Latino/Hispanic
- d. Middle Eastern
- e. Asian or Asian American
- f. Native American
- g. Pacific Islander
- h. Other \_\_\_\_\_

22. Now I'm going to read you a series of statements. Please tell me which, if any, describes you. You can just say "agree" or "disagree." Let's start with...

- a. I work harder than the average American.
- b. I am impatient.
- c. Family and friends are important to me.
- d. I believe in a monogamous relationship.
- e. Confident women intimidate me.
- f. I get jealous easily.
- g. I like to go above and beyond for my partner.
- h. Commitment scares me.
- i. I like to set goals.
- j. I don't have my shit together.

23. Just a couple more short answer questions... If you are selected for a one-on-one date, where would you take me? What would we do?

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24. This last question is just for fun, there is no right or wrong answer. Please describe your ideal girlfriend. What traits do you look for? Why are these important?

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That wraps our questions. Thank you so much for your time and participation. Before participating in the focus group, the client would like a photo that describes you. It doesn't have to be a professional picture, a Twitter or iPhone photo work just fine.

(If qualifies) You seem like a good fit for our Project Guy Friend study. Would you be interested in attending a focus group regarding dating, sex and relationships in exchange for the opportunity to meet a really rad girl?

If participant agrees, confirm discussion date, time and location. Followup with a confirmation email, add respondent to working grid and update client grid.

(If doesn't qualify) Thank you so much for participating in our questionnaire. Unfortunately, based on your responses and the client's criteria, we cannot sign you up for this discussion. If you like we can keep your contact information and followup for future discussions in which you might be a better fit.

(For all) Thank you again for your time and consideration. We still have a few spots available. If you have family or friends who would be interested in our dating discussion, please feel free to pass along our contact information. Interested applicants can email me at [Bess@BessByers.com](mailto:Bess@BessByers.com) to get signed up!