

# 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](mailto:questions@talkerresearch.com)

## PROJECT NAME:

# Grocery Goals

**SAMPLE:** 5,000 Americans (100 from each state)

**SPLITS:** Age, gender and state

## Survey Questions:

- How often do you go grocery shopping? [select one]
  - Several times a week
  - Once a week
  - Once every 2 weeks
  - Once a month
  - Once every few months
  - N/A: I do not go grocery shopping
- [HIDE IF Q1 = F] How do you typically grocery shop? [select all that apply] [RANDOMIZE]
  - Shop in person
  - Shop online
  - Use a grocery store app
  - Have groceries delivered
  - Have groceries prepared for online pickup
- [HIDE IF Q1 = F] How much do you spend on groceries each month for your household? [select one]
  - Less than \$250
  - \$250–\$499
  - \$500–\$749
  - \$750 - \$999
  - \$1,000 - \$1,499
  - \$1,500 or more
  - Prefer not to answer
- [HIDE IF Q1 = F] Which of the following do you plan to prioritize when grocery shopping in the new year (2026)? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Whole foods (e.g. fresh fruits and vegetables, whole grains, yogurt, cheese)
- b. Minimally processed foods (e.g. pre-cut or cooked vegetables and proteins)
- c. Foods with minimal ingredients (e.g. packaged foods with a short ingredient list)
- d. Traditional food staples over “trendy” foods (e.g. foods/recipes that go viral on social media, fad foods)
- e. None of the above [EXCLUSIVE]

5. [HIDE IF Q1 = F] How important are the following factors when deciding what to buy at the grocery store? [RANDOMIZE GRID]

[GRID:]

- a. My budget
- b. What’s on sale
- c. Protein content
- d. Fiber content
- e. Vitamin and nutrient content
- f. Taste
- g. Foods that my family will eat
- h. Convenience
- i. Food versatility (e.g. the food can be used in many ways)

[GRID BY:]

- i. Very important
- ii. Somewhat important
- iii. Not very important
- iv. Not important at all

6. [HIDE IF Q1 = F] Which of the following foods do you always buy during a typical grocery shopping trip? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Fruits (e.g. Oranges, Grapes, Strawberries, Lemons)
- b. Vegetables (e.g. Tomatoes, Onions, Carrots, Broccoli, Bell Peppers, Avocados)
- c. Grains (e.g. Bread, Rice, Pasta)
- d. Dairy Foods (e.g. Cheese, Dairy/Cow’s Milk, Yogurt)
- e. Breakfast Items (e.g. Cereal, Oats, Oatmeal)
- f. Eggs
- g. Snacks (e.g. Chips, Crackers)
- h. Meat (e.g. Chicken, Beef, Pork, Turkey, Fish)
- i. Plant-Based Proteins (e.g. Tofu)
- j. Nuts and Seeds (e.g. Almonds, Walnuts)
- k. Caffeinated Beverages (e.g. Teas, Coffee)
- l. Protein Powders/Supplements
- m. None of the above [EXCLUSIVE]

7. What are your wellness goals, if any, heading into the new year (2026)? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Manage my weight
- b. Manage my chronic disease/illness
- c. Increase muscle strength

- d. Eat a more balanced diet
- e. Increase my protein intake
- f. Improve my gut health
- g. Improve my mental health
- h. Increase my energy levels
- i. Other (please specify)
- j. N/A: I don't have any wellness goals for the new year [EXCLUSIVE]

8. [SHOW IF Q7 = A - 1] What foods will you eat to help you achieve the below goals? [select all that apply grid]

GRID:

- a. [Show answers selected in previous question]  
[GRID BY: RANDOMIZE]
  - i. Dairy (e.g. Cheese, Dairy/Cow's Milk, Yogurt)
  - ii. Meat (e.g. Chicken, Beef, Pork, Turkey, Fish)
  - iii. Grains (e.g. Bread, Rice, Pasta)
  - iv. Fruits (e.g. Oranges, Grapes, Strawberries, Lemons)
  - v. Vegetables (e.g. Tomatoes, Onions, Carrots, Broccoli, Bell Peppers, Avocados)
  - vi. Oils and fats
  - vii. None of the above [Exclusive]

9. Which best describes your 2026 eating mindset? [select one] [RANDOMIZE, ANCHOR LAST 1]

- a. Back to basics: wholesome staples
- b. Trendy and experimental
- c. High-protein focused
- d. Plant-forward and light
- e. Convenience-first
- f. Fueling athletic performance
- g. Price conscious
- h. None of the above

10. [SHOW IF Q7 = A - 1] In the new year, are there any diets or eating patterns you plan to follow as part of your wellness goals? [SELECT UP TO THREE] [RANDOMIZE, ANCHOR LAST 1]

- a. Mediterranean Diet
- b. DASH (e.g. Dietary approaches to stop hypertension)
- c. MIND (e.g. Mediterranean-DASH intervention for neurodegenerative delay)
- d. Flexitarian Diet
- e. Low-Carb Diet
- f. Plant-Based
- g. Vegetarian
- h. Vegan
- i. Intermittent Fasting
- j. Keto
- k. High-Protein Eating Pattern
- l. None of the above [EXCLUSIVE]

11. In the new year, which nutrients are you prioritizing in your diet? [select all that apply]

[RANDOMIZE, ANCHOR LAST 1]

- a. Vitamin D
- b. Vitamin C
- c. Calcium
- d. Fiber
- e. Protein
- f. Healthy Fats
- g. Iron
- h. Antioxidants
- i. Probiotics
- j. Collagen
- k. None of the above [EXCLUSIVE]

12. [SHOW IF Q11 = E] Why is protein a top priority in your diet in 2026? [select all that apply]

[RANDOMIZE, ANCHOR LAST 1]

- a. Manage my weight
- b. Increase muscle strength
- c. Eat a more balanced diet
- d. For brain health
- e. Stay full longer
- f. Increase my energy levels
- g. Maintain bone health
- h. Improve immunity
- i. Manage my chronic disease/illness
- j. Other (please specify)

13. When thinking of your plate or bowl during a standard meal, how much of it is made up of protein? [select one]

- a. Less than 25%
- b. 25%
- c. 50%
- d. 75%
- e. 100%
- f. Not sure

14. How do you feel about your protein intake as you look toward 2026? [select one]

- a. I am happy with my current level of protein intake
- b. I want to eat more protein in 2026
- c. I don't plan to prioritize protein in 2026

15. Which of the following protein sources do you consider important in supporting your nutrition, and if you have a family, their nutrition and health? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Plant-based Protein Powder

- b. Animal or Whey Protein Powder
- c. Powders/Protein Supplements
- d. Beef
- e. Chicken
- f. Pork
- g. Turkey
- h. Fish
- i. Eggs
- j. Cheese (e.g. sliced, shredded, crumbles, blocks)
- k. Yogurt (including Greek yogurt, nonfat yogurt)
- l. Cottage cheese
- m. Dairy/Cow's Milk (including chocolate milk)
- n. Plant-based Milk
- o. Nuts
- p. Seeds
- q. Soy Products
- r. Legumes
- s. Other (please specify)
- t. None of the above [EXCLUSIVE]

16. In your opinion, what foods offer the best value for money when it comes to protein content?

[select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Plant-based Protein Powder
- b. Animal or Whey Protein Powder
- c. Powders/Protein Supplements
- d. Beef
- e. Chicken
- f. Pork
- g. Turkey
- h. Fish
- i. Eggs
- j. Cheese (e.g. sliced, shredded, crumbles, blocks)
- k. Yogurt (including Greek yogurt, nonfat yogurt)
- l. Cottage cheese
- m. Dairy/Cow's Milk (including chocolate milk)
- n. Plant-based Milk
- o. Nuts
- p. Seeds
- q. Soy Products
- r. Legumes
- s. Other (please specify)
- t. Nothing in particular [EXCLUSIVE]

17. When trying to add more protein to your meals, which foods are easiest for you to include regularly? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Plant-based Protein Powder

- b. Animal or Whey Protein Powder
- c. Powders / Protein Supplements
- d. Beef
- e. Chicken
- f. Pork
- g. Turkey
- h. Fish
- i. Eggs
- j. Cheese (e.g. sliced, shredded, crumbles, blocks)
- k. Yogurt (including Greek yogurt, nonfat yogurt)
- l. Cottage cheese
- m. Dairy/Cow's Milk (including chocolate milk)
- n. Plant-based Milk
- o. Nuts
- p. Seeds
- q. Soy Products
- r. Legumes
- s. Other (please specify)
- t. Nothing in particular [EXCLUSIVE]

18. Which dairy foods do you specifically buy when trying to consume more protein? [SELECT ALL THAT APPLY] [RANDOMIZE, ANCHOR LAST 1]

- a. Cottage cheese
- b. Cheese (e.g. sliced, shredded, crumbles, blocks)
- c. Kefir
- d. Dairy/Cow's Milk (including chocolate milk)
- e. Yogurt (including Greek yogurt, nonfat yogurt)
- f. Whey protein
- g. Ice Cream
- h. None of the above [EXCLUSIVE]

19. During a typical day, when do you try to consume the most protein? [select up to two]

- a. Breakfast
- b. Morning snack
- c. Lunch
- d. Afternoon snack
- e. Dinner
- f. Nighttime snack
- g. No time in particular [EXCLUSIVE]

20. On a day when you don't eat enough protein, which of the following, if any, do you experience? [select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Low mood
- b. Irritability
- c. Brain fog
- d. Poor concentration

- e. Poor information retention/recall
- f. Lack of energy
- g. Midday crash
- h. Poor work quality
- i. Other (please specify)
- j. None of the above [EXCLUSIVE]

21. In general, which of the following food groups are likely to make you feel full and satisfied after eating? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Dairy (e.g. Cheese, Dairy/Cow's Milk, Yogurt)
- b. Meat (e.g. Chicken, Beef, Pork, Turkey, Fish)
- c. Grains (e.g. Bread, Rice, Pasta)
- d. Fruits (e.g. Oranges, Grapes, Strawberries, Lemons)
- e. Vegetables (e.g. Tomatoes, Onions, Carrots, Broccoli, Bell Peppers, Avocados)
- f. Oils and fats
- g. Plant-based proteins (e.g. Tofu, Tempeh)
- h. None of the above [EXCLUSIVE]

22. Which dairy foods do you consume the most each week? [SELECT UP TO THREE] [RANDOMIZE, ANCHOR LAST 1]

- a. Cottage cheese
- b. Cheese (e.g. sliced, shredded, crumbles, blocks)
- c. Kefir
- d. Dairy/Cow's Milk (including chocolate milk)
- e. Yogurt (including Greek yogurt, nonfat yogurt)
- f. Whey protein
- g. Ice Cream
- h. None of the above [EXCLUSIVE]

23. Which of the following health benefits do you associate with dairy foods? [select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Muscle Strength
- b. Gut Health
- c. Energy
- d. Mental Well-being
- e. Immunity
- f. Weight Management
- g. Bone Health
- h. None of the above [EXCLUSIVE]

24. When buying dairy foods, what are the main reasons you choose them? [SELECT ALL THAT APPLY] [RANDOMIZE, ANCHOR LAST 2]

- a. Good source of protein
- b. Provides calcium and other nutrients
- c. Easy to digest/tolerate
- d. Feels wholesome or familiar

- e. Affordable
- f. Part of my routine (habit)
- g. Had regularly when growing up
- h. Easy to prepare or consume
- i. Taste I enjoy
- j. Other (please specify)
- k. None of the above [EXCLUSIVE]

25. For everyday meals and snacks, which types of cheese do you add for protein benefits?

[SELECT ALL THAT APPLY ] [RANDOMIZE, ANCHOR LAST 2]

- a. Cottage cheese
- b. Parmesan
- c. Feta
- d. Cheddar
- e. Mozzarella
- f. Romano
- g. Swiss
- h. Ricotta
- i. Gruyere
- j. Gouda
- k. Provolone
- l. Other (please specify)
- m. N/A: I don't eat cheese [EXCLUSIVE]

26. At what time of day are you most likely to consume dairy foods (such as cheese, cottage cheese, yogurt, dairy / cow's milk, whey protein)? [SELECT ONE]

- a. Morning (e.g. coffee, cereal, breakfast)
- b. Midday (e.g. lunch, snack)
- c. Evening (e.g. dinner, dessert)
- d. None of the above [EXCLUSIVE]

27. During a typical week, how often do you get at least three servings of dairy per day (such as yogurt, cheese, cottage cheese, dairy/cow's milk)? [SELECT ONE]

- a. Once a week
- b. Two to three times per week
- c. Four to five times per week
- d. Everyday
- e. Never