

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:

Grain-Based Foods Make the Moment

SAMPLE: 2,000 general population Americans

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 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. and if Washington D.C.]

QRGN5: HIDDEN REGION RECODE

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

Survey Questions:

1. **To the best of your knowledge, how many main food groups are there? [Select one]**
 - a. 2
 - b. 4
 - c. 5
 - d. 6
 - e. 10

2. **To the best of your knowledge, which of the following nutrients/sources of nutrition provides carbohydrates? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**
 - a. Sugar
 - b. Protein
 - c. Grain-based foods
 - d. Fruit/vegetables

- e. Dairy
- f. Oils/fats
- g. Not sure [Exclusive]
- h. None of the above [Exclusive]

3. Generally, which of the food groups contains your favorite kinds of foods to eat?

[Select one] [RANDOMIZE, ANCHOR LAST 1]

- a. Protein
- b. Grain-based foods/carbohydrates
- c. Fruit
- d. Vegetables
- e. Dairy
- f. Not sure

4. Thinking about the meals you consume on a daily basis, what percentages of your average plate are made up of the following food groups? [SELECT PERCENTAGE FOR EACH, MUST ADD TO 100%]

[RANDOMIZE]

- a. Protein
- b. Grains/carbohydrates
- c. Fruit
- d. Vegetables
- e. Dairy

5. To what extent do you agree or disagree with the following statement? "I have no idea what a healthy plate should actually look like." [Select one]

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

6. To the best of your knowledge, how many calories should the average person consume in a day? [slider]

- a. [SLIDER SCALE 1000 - 4000] [increments of 100] [left label: 1,000 or less ; right label: 4,000 or more]

7. To the best of your knowledge, about how many ounces of the following should you have on a daily basis? [Select one]

[GRID]

a. Protein

b. Grains/carbohydrates

[GRID BY]

- i. 0-1 ounces
- ii. 2-3 ounces
- iii. 4-5 ounces
- iv. 6-7 ounces
- v. 8-9 ounces
- vi. 10-11 ounces
- vii. 12-13 ounces
- viii. 14-15 ounces
- ix. More than 15 ounces

8. To the best of your knowledge, about how many cups of the following should you have on a daily basis? [Select one]

[GRID]

a. Fruit

b. Vegetables

c. Dairy

[GRID BY]

- i. 0 cups
- ii. 1 cup
- iii. 2 cups
- iv. 3 cups
- v. 4 cups
- vi. 5+ cups

9. To the best of your knowledge, are the following nutrients/sources of nutrition necessary to consume on a daily basis? [Select one]

[GRID] RANDOMIZE

a. Sugar

b. Protein

c. Grain-based foods/carbohydrates

d. Fruit/vegetables

- e. **Dairy**
- f. **Oils/fats**

[GRID BY]

- i. Yes
- ii. No

10. To the best of your knowledge, how much or little do you understand about the ways that the following nutrients/sources of nutrition interact with your body? [Select one]

[GRID] **RANDOMIZE**

- a. **Sugar**
- b. **Protein**
- c. **Grain-based foods/carbohydrates**
- d. **Fruit/vegetables**
- e. **Dairy**
- f. **Oils/fats**

[GRID BY]

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

11. To the best of your knowledge, which of the following nutrients/sources of nutrition is most necessary for... [Select one]

[GRID] **RANDOMIZE**

- a. **Providing energy throughout the day?**
- b. **Building/repairing muscles?**
- c. **Providing a variety of vitamins?**
- d. **Providing fiber?**
- e. **Supporting brain function?**
- f. **Supporting hormones related to metabolism?**
- g. **Supplying key B vitamins?**
- h. **Providing quick hydration and electrolytes?**

[GRID BY]

- i. Sugar
- ii. Protein
- iii. Grain-based foods

- iv. Fruit/vegetables
- v. Dairy
- vi. Oils/fats

12. To the best of your knowledge, please answer whether the following statements are true or false. [Select one]

[GRID] RANDOMIZE

- a. **All processed foods are bad for you.**
- b. **It is not necessary to consume all foods of the food group on a daily basis.**
- c. **Carbohydrates are unhealthy.**
- d. **Fats are bad for you.**
- e. **Fortified and enriched grain-based foods are a good source of fiber.**
- f. **Fortified and enriched grain-based foods are a good source of iron.**
- g. **Fortified and enriched grain-based foods are a good source of B vitamins.**
- h. **The more protein you can consume, the better.**
- i. **Gluten is bad/should be avoided.**

[GRID BY]

- i. True
- ii. False

13. To the best of your knowledge, which of the following sources of nutrition should we not eat much of? [Select one]

- a. Fats
- b. Fruits and vegetables
- c. Cereals and bread
- d. Milk and dairy
- e. None of the above

14. Which of the following statements is true? [Select one]

- a. A balanced diet should not include anything sweet
- b. Pasta and vegetables are enough to provide a balanced diet
- c. A balanced diet must include carbohydrates, fats, proteins, minerals, vitamins, water and fiber
- d. A balanced diet should not include any fats
- e. Not sure

15. What does the body use carbohydrates for? [Select one]

- a. Carbohydrates enable the transport of essential nutrients around the body
- b. Carbohydrates improve digestion
- c. Carbohydrates are used by the body for growth
- d. Carbohydrates provide the body with a source of energy
- e. Not sure

16. Of the following foods that contain carbohydrates, which do you recall hearing about in the media or online in that context that you should not consume them because it is considered unhealthy? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Potatoes
- b. Grapes
- c. Kidney beans
- d. Bread
- e. Milk
- f. Dried Fruit
- g. Oats
- h. Cereal
- i. Honey
- j. Nuts
- k. Crackers
- l. Rice
- m. Pasta
- n. Bananas
- o. None of the above [Exclusive]

17. Thinking about the past 12 months, have you made changes to your diet in an effort to eat “healthier?” [Select one]

- a. Yes
- b. No
- c. Not sure

18. [SHOW IF Q17 = A] Which of the following changes have you made to your diet within the past 12 months? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Cutting down/out sugar
- b. Cutting down/out carbs
- c. Incorporating more whole foods

- d. Incorporating more greens
- e. Cutting down/out processed foods
- f. Reducing or eliminating red meat
- g. Cutting down on alcohol
- h. Reducing portion sizes
- i. Eating out less frequently
- j. Drinking more water
- k. Incorporating more fiber
- l. Taking daily vitamins or supplements
- m. Eating more fermented foods (e.g., yogurt, kimchi, etc.)
- n. Including more healthy fats (e.g., avocados, nuts, olive oil, etc.)
- o. Following a keto or low-carb diet
- p. Going gluten-free
- q. Following a dairy-free diet
- r. Avoiding ultra-processed snacks
- s. Reading food labels more carefully
- t. Increasing protein intake
- u. None of the above [\[Exclusive\]](#)

19. [SHOW IF Q17 = A] Which of the following best describes how you decided what changes needed to be made to your diet in an effort to eat "healthier?" [Select one]

- a. I got professional/factual advice about what changes needed to be made to my diet
- b. I made changes to my diet about what I thought needed to change
- c. Both

20. In the past year, how often have you seen, read or heard negative information or opinions about grain foods in the media or online? [Select one]

- a. Very often
- b. Somewhat often
- c. Occasionally
- d. Rarely
- e. Never

21. Which of the following foods, if any, would you consider to be in your list of favorite foods? [Select all that apply] [\[RANDOMIZE, ANCHOR LAST 1\]](#)

- a. Pancakes/waffles

- b. Tacos
- c. Pizza
- d. Pasta/spaghetti
- e. Wraps
- f. Cereal
- g. Sandwiches
- h. Bagels
- i. Muffins
- j. Gyros
- k. Burgers/chicken sandwiches
- l. Oatmeal
- m. Rice
- n. Quinoa
- o. Peanut butter and jelly sandwiches
- p. Bread
- q. None of the above [Exclusive]

22. Which of the following pizza toppings do you enjoy? [Select all that apply]

[RANDOMIZE, ANCHOR LAST 2]

- a. Pineapple
- b. Pepperoni
- c. Mushrooms
- d. Olives
- e. Onions
- f. Anchovies
- g. Chicken
- h. Sausage
- i. Peppers
- j. Jalapenos
- k. Bacon
- l. Spinach
- m. None of the above [Exclusive]
- n. N/A: I don't eat pizza [Exclusive]

23. Aside from condiments, which of the following toppings do you enjoy on a burger/sandwich? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Lettuce

- b. Tomato
- c. Onion
- d. Cheese
- e. Pickles
- f. Avocado
- g. Bacon
- h. Egg
- i. Mushrooms
- j. None of the above [Exclusive]
- k. N/A: I don't eat sandwiches [Exclusive]

24. Which of the following toppings do you enjoy on tacos? [Select all that apply]

[RANDOMIZE, ANCHOR LAST 2]

- a. Corn
- b. Cheese
- c. Tomato
- d. Lettuce
- e. Onions
- f. Beans
- g. Salsa
- h. Cilantro
- i. Cabbage
- j. Radishes
- k. Sour cream
- l. Jalapenos
- m. Fajita vegetables
- n. None of the above [Exclusive]
- o. N/A: I don't eat tacos [Exclusive]

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.

25. We're looking to hear from people about their consumption of grain-based foods. 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

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

Name:

Email: