

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:

State of the Dinner Table

SAMPLE: 5,000 Americans evenly split by state

SPLITS: Age, gender, region and state

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. or Washington DC]

QRGN5: HIDDEN REGION RECODE

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

Survey Questions:

1. How many times a week do you cook the following meals/make them at home?

[Select one]

GRID:

- a. Breakfast**
- b. Lunch**
- c. Dinner**

GRID BY:

- i. 0 – None
- ii. 1
- iii. 2
- iv. 3
- v. 4
- vi. 5
- vii. 6
- viii. 7

2. In your opinion, are the following aspects of purchasing food outside worth the spend/what they cost? [Select one]

GRID:

a. Delivery fees

b. Time spent waiting

GRID BY:

i. Yes

ii. No

iii. Not sure

3. To the best of your knowledge, how much money do you spend on purchasing food/delivery in an average week? [Select one]

a. Less than \$10

b. \$10 - \$50

c. \$51 - \$100

d. \$101 - \$150

e. \$151 - \$200

f. More than \$200

g. Not sure/Prefer not to say

4. To the best of your knowledge, what percentage of the food that you cook at home ends up tasting better than the food you purchase outside? [slider scale]

Slider 0 – 100 [increments of 1] [Left label 0%: Right label 100%]

Not sure

5. In your opinion, what foods are not worth ordering because they can be made better at home? [Select all that apply] [RANDOMIZE](#), [ANCHOR LAST 2](#)

a. Pasta

b. Eggs

c. Nachos

d. Sandwiches

e. Smoothies

f. French fries

g. Salads

h. Steak

i. Soup

j. Pancakes

- k. Oatmeal
- l. Burgers
- m. Burritos
- n. Wraps
- o. Mashed potatoes
- p. Coffee
- q. Steamed/roasted vegetables
- r. Cookies
- s. Cereal
- t. Toast
- u. Macaroni and cheese
- v. Grilled chicken
- w. Tuna salad
- x. Chicken tenders
- y. Other (please specify)
- z. No foods in particular [Exclusive]

6. On average, how long do you spend cooking the following meals? [Select one]

GRID:

- a. Breakfast**
- b. Lunch**
- c. Dinner**

GRID BY:

- i. Less than 10 minutes
- ii. 10 – 20 minutes
- iii. 21 – 30 minutes
- iv. 31 – 40 minutes
- v. 41 – 50 minutes
- vi. 51 – 60 minutes
- vii. More than 60 minutes
- viii. I don't cook this meal

7. On average, how long do you spend eating the following meals? [Select one]

GRID:

- a. Breakfast**
- b. Lunch**
- c. Dinner**

GRID BY

- i. Less than 10 minutes
- ii. 10 – 15 minutes
- iii. 16 – 20 minutes
- iv. 21 – 25 minutes
- v. 26 – 30 minutes
- vi. More than 30 minutes
- vii. I don't eat this meal

8. Thinking about your experience and preference, do you feel better/more comfortable when you do the following at home or purchasing/eating outside? [Select one]

GRID:

a. Cooking a meal

b. Eating a meal

GRID BY:

- i. At home
- ii. Outside
- iii. No preference

9. Thinking about the meals cooked and eaten in your home on a weekly basis, how many are... [Select one]

GRID:

a. Cooked with others?

b. Eaten with others?

GRID BY:

- i. 0 – None
- ii. 1-3
- iii. 4-6
- iv. 7-10
- v. 11-15
- vi. 16-21

vii. N/A: I live alone [IF SELECTED ON ONE, MUST SELECT ON BOTH]

10. Thinking about your experience and preference, do you feel better doing the following alone or with someone else? [Select one]

GRID:

a. Cooking

b. Eating

GRID BY:

- i. Alone
- ii. With someone else
- iii. No preference

11. How much or little do you feel that cooking at home... [Select one]

GRID:

a. Helps strengthen your connection with others?

b. Helps you unwind/decompress after a long day?

GRID BY:

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

12. [HIDE IF Q9_2 = 0 OR N/A] Please describe a routine/tradition you have with your household when it comes to eating together at mealtime (e.g., having dinner together every night, meal prepping on Sundays, etc.).

- a. [Free text]
- b. N/A: We don't have a routine/tradition

13. How often do you have the following meals at a table/environment dedicated to undistracted eating? [Select one]

GRID:

a. Breakfast

b. Lunch

c. Dinner

GRID BY:

- i. Always
- ii. Often
- iii. Sometimes
- iv. Rarely
- v. Never

14. [HIDE IF Q13 = ALWAYS FOR ALL 3] Which of the following, if any, do you regularly do while eating? [Select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Scroll on my phone
- b. Watch TV
- c. Read
- d. Listen to music
- e. Work
- f. Housework/chores
- g. None of the above [EXCLUSIVE]

15. In your opinion, what states have the best cuisine? [Select up to five]

- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana

Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming
Not sure [EXCLUSIVE]

16. In your opinion, what dish/flavor/cuisine best represents your state?

- a. [Free text]
- b. Not sure/Nothing in particular

17. To what extent do you agree or disagree with the following statement? "For me, 2026 will be the 'year of the kitchen,' where I plan to cook at home more often than ever."

[Select one]

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

e. Strongly disagree

18. What percentage of your meals would you like to cook at home in 2026? [Select one]

- a. Less than 20%
- b. 21-30%
- c. 31-40%
- d. 41-50%
- e. 51-60%
- f. 61-70%
- g. 71-80%
- h. 81-90%
- i. 91-99%
- j. 100%

19. What resolutions do you have in terms of cooking in 2026? [Select all that apply]

RANDOMIZE, ANCHOR LAST 2

- a. Cooking at home more than buying prepared food
- b. Trying more adventurous flavors/foods from different cultures
- c. Learning new recipes
- d. Mastering recipes I already know
- e. Utilizing different utensils/appliances
- f. Learning new cooking techniques
- g. Cook without recipes
- h. Reduce food waste
- i. Understand how to use different flavors/ingredients
- j. Cook through a cookbook
- k. Taking a cooking class
- l. Try making more "difficult" dishes
- m. Cook healthier recipes
- n. Use up ingredients I already have
- o. Spend more undistracted time in the kitchen
- p. Make more foods from scratch
- q. Other (please specify)
- r. I don't have any cooking-related resolutions [Exclusive]

20. For what reasons, if any, would you be interested in cooking at home more often in 2026? [Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. To save money
- b. To eat healthier
- c. To stop the urge of buying food outside
- d. To broaden my palate
- e. To improve my skills
- f. To feel accomplished
- g. To control what's in my food
- h. As a creative outlet
- i. Stress relief
- j. Family/household bonding
- k. Convenience
- l. More variety
- m. To have better quality food
- n. Other (please specify)
- o. No reason in particular [Exclusive]

21. What concerns, if any, do you have around trying to cook at home more in 2026?

[Select all that apply] RANDOMIZE, ANCHOR LAST 2

- a. Not having the right skillset
- b. Defaulting to the same dishes
- c. Spending more time than I have in the kitchen
- d. Wasting food/ingredients that I don't use
- e. Not enjoying the food I make
- f. Getting bored of cooking
- g. Missing the flavors/foods I already enjoy
- h. Sacrificing flavor for "healthiness"
- i. Trouble finding fresh/affordable ingredients
- j. Difficulty adjusting/managing portions
- k. Losing motivation/consistency
- l. Falling back into convenience of ordering out
- m. Feeling overwhelmed by recipes/meal planning
- n. Not feeling inspired
- o. Feeling like a chore instead of enjoyable
- p. Keeping my family interested in the foods cooked
- q. Other (please specify)
- r. No concerns in particular [Exclusive]

22. Which of the following best describes your cooking persona? [Select one]

- a. Comfort Cook – focused on food that feels good
- b. Adventurous Eater – experiments, mixes flavors and rarely follow recipes
- c. Efficient Chef – just wants to get dinner on the table fast with quick, practical recipes
- d. Host with the Most – cooks to bring people together
- e. Wellness Warrior – focuses on healthy, nourishing meals
- f. Heritage Cook – cooks to preserve family recipes and cultural traditions/techniques
- g. None of the above

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

GRID: RANDOMIZE

- a. **“I make an effort to record or document traditional recipes.”**
- b. **“I worry that traditional cooking will disappear in the future.”**
- c. **“I feel a sense of pride when preparing traditional recipes.”**
 - i. [GRID BY]
 - ii. Strongly agree
 - iii. Somewhat agree
 - iv. Neither agree nor disagree
 - v. Somewhat disagree
 - vi. Strongly disagree

24. How high or low of a priority will it be for you to create/uphold traditions of the following in 2026? [Select one]

GRID:

- a. **Cooking with your loved ones**
- b. **Eating meals with your loved ones**

GRID BY:

- i. High priority
- ii. Moderate priority
- iii. Low priority
- iv. No priority

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 cooking habits. 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: