

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:

The Healthy Habit & Smoothie Trend Report of 2026

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender, region and GLP-1 use

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

- a. Male
- b. Female
- c. Non-Binary
- d. Other
- e. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

Male

Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

2. D2. What is your age in years?

- a. [NUMERICAL OPEN-END; RANGE 0-99]
- b. [TERMINATE IF UNDER 18]

3. D2a. Please select the year in which you were born.

- a. [Dropdown list of years from 2007 to 1926]
- b. [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

4. D3. Which state do you live in?

- a. [DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".]
- b. [TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

Northeast

Southeast

Southwest

Midwest

West

5. [SPLIT] Do you currently use GLP-1 medications, or have you used GLP-1 medications in the past five years? [Select one]

- a. Yes
- b. No
- c. Prefer not to answer

6. Consider your New Year's resolutions from the past 10 years. How many of those years was "getting healthy" part of your resolution?

- a. {SLIDER; 0 – 10} [increments of 1] [left label 0 | right label 10]
- b. Unsure/can't recall

7. How easy or difficult is it for you to stick to a health goal once you've set it? [Select one]

- a. Very easy
- b. Somewhat easy
- c. Neither easy nor difficult
- d. Somewhat difficult
- e. Very difficult

8. [SHOW IF Q3 = C, D, E] How long, in weeks, do your healthy habits tend to last before you realize they start to decline? [Select one]

- a. {SLIDER; "Less than a week" – "52+"} [increments of 1] [left label 1 week or less | right label 52+ weeks]
- b. Unsure/can't recall

9. [SHOW IF Q3 = C, D, E] What do you believe contributes to your personal health habits declining? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Healthy foods are boring
- b. Cheat foods
- c. Getting sick
- d. Not getting enough sleep at night
- e. Not drinking enough water
- f. Lacking certain nutrients
- g. Having a busy work schedule
- h. Having a busy life schedule
- i. Healthy food aren't convenient
- j. Other (please specify)

10. How many times in the past three years have you started to set healthy habits but then quit?

- a. {SLIDER, 0 – 20+} [increments of 1] [left label 0 times | right label 20+ times]
- b. Unsure/can't recall

11. To what extent do you agree or disagree with the following statement? "I don't feel like I'm fully supported in reaching my health goals." [Select one]

- a. Strongly agree

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

12. Do you think you would be more or less successful in reaching your health goals if you had better support? [Select one]

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

13. What kind of support do you believe would help you reach your health goals? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Physical support
- b. Emotional support
- c. Professional guidance
- d. Progress tracking
- e. Financial support
- f. Accountability
- g. Motivational support
- h. Peer support
- i. Other (please specify)
- j. Unsure [EXCLUSIVE]

14. Do you believe you get an adequate or inadequate amount of each of the following types of nutrients in a typical day? [Select all that apply]

- a. **[GRID]**
- b. Protein
- c. Fiber
- d. Vitamin A
- e. Vitamin B-complex (B1, B2, B3, B5, B6, B12)
- f. Vitamin C
- g. Vitamin D
- h. Vitamin E
- i. Biotin
- j. Folate
- k. Iron

- l. Calcium
- m. Potassium
- n. Zinc
- o. Healthy fats
- p. Sugar
- q. Sodium
 - i. **[GRID BY]**
 - ii. Adequate
 - iii. Inadequate
 - iv. Unsure/ I don't know

15. Are you actively trying to consume 100g of protein per day? [Select one]

- a. Yes
- b. No
- c. Unsure/can't recall

16. How many grams of protein do you eat per day? [Select one]

- a. {SLIDER; 0g – 100+g} [increments of 1] [left label 0 grams | right label 100+ grams]
- b. Unsure/I don't track my protein consumption

17. What do you believe has been the hardest part of hitting your protein goals? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Not feeling hungry enough/reduced appetite
- b. Protein is expensive
- c. Don't know what to eat
- d. Takes too much planning
- e. Too time consuming
- f. Other (please specify)
- g. N/A: Nothing has been difficult about hitting my protein goals/I don't have protein goals [EXCLUSIVE]

18. Have you changed your diet to focus more on any of the following this year? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Protein
- b. Fiber
- c. Healthy fats
- d. None of the above

19. How likely or unlikely would you be to drink smoothies in order to help supplement nutrients you may be lacking? [Select one]

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

20. How often do you drink smoothies? [Select one]

- a. Daily
- b. Weekly
- c. A few times per month
- d. A few times per year
- e. Never
- f. Unsure/can't recall
- g. Only when I crave them

21. [HIDE IF Q16 = Never] Which of the following do you consider important when drinking a smoothie? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Protein
- b. Flavor
- c. Nutritional value
- d. Convenience
- e. Customization
- f. None of the above

22. [HIDE IF Q16 = Never] If you were to build your "perfect" smoothie, what would you put in it? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Kale
- b. Cow's milk
- c. Alternative milks (almond, oat, soy, etc.)
- d. Protein powder (animal derived)
- e. Protein powder (vegan)
- f. Citrus fruits (oranges, lemons, lime, etc.)
- g. Pineapple
- h. Berries (cherries, blueberries, strawberries, raspberries, etc.)
- i. Banana
- j. Mango
- k. Chia seeds

- l. Ginger
- m. Coconut
- n. Peanut butter
- o. Chocolate/cocoa powder
- p. Turmeric
- q. Spinach
- r. Yogurt
- s. Pickle
- t. Cottage Cheese
- u. Matcha
- v. Mushrooms
- w. Apple Cider Vinegar
- x. Other (please specify)

23. [HIDE IF Q16 = Never] What is the most surprising smoothie you've ever had, but loved? [Select one]

- a. [Free response]
- b. Prefer not to answer

24. How closely do you track health benchmarks, such as calories and nutritional values? [Select one]

- a. Very closely
- b. Fairly closely
- c. A little bit
- d. Not at all

25. [SHOW IF Q20 = A OR B] To what extent do you agree or disagree with the following statement? "Tracking my health benchmarks has made it easier for me to reach my health goals." [Select one]

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

26. If there was one nutrient you'd want to increase your consumption of, which of the following would it be? [Select one]

- a. Protein
- b. Fiber

- c. Vitamin A
- d. Vitamin B-complex (B1, B2, B3, B5, B6, B12)
- e. Vitamin C
- f. Vitamin D
- g. Vitamin E
- h. Biotin
- i. Folate
- j. Iron
- k. Calcium
- l. Potassium
- m. Zinc
- n. Healthy fats
- o. Sugar
- p. Sodium
- q. None of the above

27. Which of the following health-related trends do you think will define New Year's resolutions in 2026? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. GLP-1
- b. High-protein diets
- c. High-fiber diets
- d. Functional fitness
- e. Mental-health routines
- f. None of the above

28. To what extent do you agree or disagree with the following statement? "I believe GLP-1 medications are becoming the new 'Dry January' of wellness trends." [Select one]

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

29. [SHOW IF Q1 = A] What is one food you don't think you could ever give up while using GLP-1 medications?

- a. [Free response]
- b. Not sure/ Prefer not to answer

30. **[SHOW IF Q1 = A] Do you believe taking GLP-1 medications have increased or decreased how often you drink smoothies? [Select one]**
- a. Greatly increased
 - b. Somewhat increased
 - c. Neither increased nor decreased
 - d. Somewhat decreased
 - e. Greatly decreased
31. **[SHOW IF Q26 = A or B] How effective or ineffective do you believe smoothies have been in helping you feel nourished while taking GLP-1 medications? [Select one]**
- a. Very effective
 - b. Somewhat effective
 - c. Neither effective nor ineffective
 - d. Somewhat ineffective
 - e. Very ineffective
32. **[SHOW IF Q1 = B] Would you rather join a gym or start GLP-1 this January if both were free? [Select one]**
- a. Join a gym
 - b. Start GLP-1
 - c. Unsure
33. **[SHOW IF Q1 = A] Consider your GLP-1 medication use. Would you rather give up social media or your GLP-1 routine? [Select one]**
- a. Social media
 - b. My GLP-1 routine
 - c. Unsure
34. **[SHOW IF Q1 = A] To what extent do you agree or disagree with the following statement? "When on GLP-1 medications, smoothies help me get the nutrients I need in a way that is easy to consume." [Select one]**
- a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree

e. Strongly disagree

35. [SHOW IF Q1 = B] Have you considered taking up GLP-1 as part of your New Year's health goals? [Select one]

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