

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:

SWEET TREAT GAUGE

SAMPLE: 2,000 general population Americans split evenly by generation (500 Gen Z, 500 millennials, 500 Gen X and 500 baby boomers)

SPLITS: Age, gender, region, Q1 and Q2

Survey Questions:

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

1. Male
2. Female
3. Non-Binary
4. Other
5. 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 in years?

[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=1997-2008, 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=1927-1945, QAGE=Silent Generation [TERMINATE]

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.]

QRGN5: HIDDEN REGION RECODE

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

SQ1. Which of the following best describes your current relationship status? [select one]

- a. Single
- b. Dating / In a casual relationship
- c. In a serious relationship
- d. Engaged
- e. Married
- f. Divorced / Separated / Widowed
- g. None of the above

SQ2. Which of the following best describes your current employment status? [select one]

- a. Employed full-time
- b. Employed part-time

- c. Self employed
- d. Active Military
- e. Retired
- f. Homemaker
- g. Student
- h. Other

Survey Questions:

1. **[SPLIT] Do you consider yourself more of an introvert or extrovert? [Select one]**
 - a. Introvert
 - b. Extrovert

2. **[SPLIT] Do you consider yourself a “sweet treat” person (someone who really enjoys sweets, dessert, candy, etc.)? [Select one]**
 - a. Yes
 - b. No

3. **[SHOW IF Q2 = YES] Do you think you could date/marry someone who isn’t a “sweet treat” person? [Select one]**
 - a. Yes
 - b. Maybe
 - c. No

4. **Compared to the other people in your life (friends, family, partner, etc.), how much more or less of a sweet tooth do you have? [Select one]**
 - a. Much more
 - b. Somewhat more
 - c. Neither more nor less
 - d. Somewhat less
 - e. Much less

5. **Who do you most like to enjoy sweet treats with? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**
 - a. With my parent(s)
 - b. With my friend(s)

- c. With my coworker(s)
- d. With my extended family
- e. With my sibling(s)
- f. With my partner [HIDE IF SQ1 = A or F or G]
- g. With my child(ren)
- h. Other (please specify)
- i. Alone/ No one in particular [EXCLUSIVE]

6. [SPLIT] How many pieces or servings of sweet treats (candy, chocolate, cake, etc.) do you eat during a typical day? [Select one]

- a. Less than one a day
- b. 1 to 2
- c. 3 to 4
- d. 5 to 6
- e. 7 to 8
- f. 9 to 10
- g. More than 10
- h. Not sure

7. How important is it to you that you're able to have sweet treats when desired during an average day? [Select one]

- a. Very important
- b. Somewhat important
- c. Not very important
- d. Not important at all

8. At what time does your first sweet treat craving typically occur? [Select one]

- a. Before 6 a.m.
- b. 6 a.m. to 6:59 a.m.
- c. 7 a.m. to 7:59 a.m.
- d. 8 a.m. to 8:59 a.m.
- e. 9 a.m. to 9:59 a.m.
- f. 10 a.m. to 10:59 a.m.
- g. 11 a.m. to 11:59 a.m.
- h. 12 p.m. to 12:59 p.m.
- i. 1 p.m. to 1:59 p.m.
- j. 2 p.m. to 2:59 p.m.

- k. 3 p.m. to 3:59 p.m.
- l. 4 p.m. to 4:59 p.m.
- m. 5 p.m. to 5:59 p.m.
- n. 6 p.m. to 6:59 p.m.
- o. 7 p.m. to 7:59 p.m.
- p. 8 p.m. to 8:59 p.m.
- q. 9 p.m. to 9:59 p.m.
- r. 10 p.m. to 10:59 p.m.
- s. 11 p.m. to 11:59 p.m.
- t. After 12 a.m.
- u. Not sure

9. In what scenarios do you typically indulge in a sweet treat? [Select all that apply]

[RANDOMIZE E – G]

- a. After breakfast
- b. After lunch
- c. After dinner
- d. Before bed
- e. Before an important meeting/call
- f. When I'm having a bad day
- g. When I checked something off my to-do list (appointments, errands, etc.)
- h. Other (please specify)
- i. Not sure [EXCLUSIVE]

10. What are your favorite types of sweet treats? [Select all that apply] [RANDOMIZE,

ANCHOR LAST 2]

- a. Candy
- b. Chocolate bar or treat
- c. Cake
- d. Pie
- e. Ice cream
- f. Milkshake
- g. Cookies
- h. Granola/snack bar
- i. Ice cream
- j. Taffy
- k. Other (please specify)

i. Not sure [EXCLUSIVE]

11. [SHOW IF Q10 = A, CANDY] What types of candy do you like the most? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Chewy
- b. Sour
- c. Fruity
- d. Hard
- e. Chocolate
- f. Caramel
- g. Minty
- h. Other (please specify)
- i. Not sure [EXCLUSIVE]

12. [SHOW IF Q10 = A, CANDY] How many pieces of candy do you eat during an average week? [Select one]

- a. Less than one a week
- b. 1 to 2
- c. 3 to 4
- d. 5 to 6
- e. 7 to 8
- f. 9 to 10
- g. 11 to 12
- h. 13 to 14
- i. 15 to 16
- j. 17 to 18
- k. 19 to 20
- l. More than 20
- m. Not sure

SHOW TO ALL

13. What are your favorite sweet flavors? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Cotton candy
- b. Caramel
- c. Chocolate

- d. Vanilla
- e. Orange creamsicle
- f. Strawberry
- g. Raspberry
- h. Blueberry
- i. Citrus
- j. Sherbet
- k. Cinnamon
- l. Peanut butter
- m. Key Lime Pie
- n. Mango
- o. Passion Fruit
- p. Pineapple
- q. Cake batter
- r. Other (please specify)
- s. Not sure [EXCLUSIVE]

14. Fill in the blank with all that are true for you: “Having a sweet treat makes me feel ___” [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. More prepared to tackle challenges
- b. Less stressed/anxious
- c. Happier overall
- d. Rejuvenated
- e. Like I’m mentally resetting myself
- f. Comfort and nostalgia
- g. Indulgence or reward
- h. Other (please specify)
- i. Not sure [EXCLUSIVE]

15. How likely or unlikely are you to pick up a small sweet treat when you're at the store for something else (picking it up in the checkout line, catching your eye as you browse, remembering that the store has good snacks, etc.)? [Select one]

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

16. In your opinion, what holiday has the best candy? [Select up to 2] [RANDOMIZE, ANCHOR LAST 2]

- a. Easter
- b. Halloween
- c. Christmas/winter holidays
- d. Valentine's Day
- e. St. Patrick's Day
- f. Fourth of July
- g. Other (please specify)
- h. Not sure [EXCLUSIVE]

17. In your opinion, which season has the best candy? [Select up to 2]

- a. Spring
- b. Summer
- c. Fall
- d. Winter
- e. Not sure [EXCLUSIVE]

18. To what extent do you agree or disagree with the following statement? "I am happiest when stores are fully stocked with my favorite seasonal candy."

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

19. Which of the following scenarios brings you the most joy? [Select up to 3] [RANDOMIZE, ANCHOR LAST 1]

- a. Spending time with loved ones
- b. Traveling
- c. Going to work [SHOW IF SQ2 = A-C]
- d. Cooking
- e. Eating sweet treats
- f. Being creative (drawing, painting, writing, etc.)
- g. Relaxing
- h. None of the above [EXCLUSIVE]

20. On an average day, how would you grade your mental health? [Select one]

- a. A+
- b. A
- c. A-
- d. B+
- e. B
- f. B-
- g. C+
- h. C
- i. C-
- j. D+
- k. D
- l. D-
- m. F
- n. Not sure

21. [SHOW IF SQ2 = A – D] How satisfied are you with your career? [Select one]

- a. Very satisfied
- b. Somewhat satisfied
- c. Not very satisfied
- d. Not satisfied at all

22. [SHOW IF SQ1 = B – E] How satisfied are you with your current relationship? [Select one]

- a. Very satisfied
- b. Somewhat satisfied
- c. Not very satisfied
- d. Not satisfied at all

23. How frequently do you feel burned out? [Select one]

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

24. Overall, how happy are you with your life? [Select one]

- a. Very happy
- b. Somewhat happy
- c. Not very happy
- d. Not happy at all