

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: Cheesin'

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

SPLITS: Age, gender, region and state

Survey Questions:

1. 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 2008 to 1927]

[**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

D3. Which state do you live in? (100 per state)

[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

1. **How much do you agree or disagree with the following statement? "I'm obsessed with cheese."**

[select one]

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

2. **How much do you agree or disagree with the following statement? “Cheese is basically a part of my identity.” [select one]**

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

3. **Which of the following nutrients or nutritional benefits, if any, are you surprised to learn that cheese contains? [select all that apply]**

RANDOMIZE. ANCHOR LAST 1

- a. High-quality protein
- b. Calcium and other minerals
- c. Vitamins
- d. Healthy fats
- e. Probiotics
- f. **None of the above [EXCLUSIVE]**

4. **Is cheese one of your favorite... [select one grid]**

GRID

- a. Foods in general
- b. Toppings or ingredients to add to a meal

c. Snacks

GRID BY

- i. Yes
- ii. No

5. **During a typical day, how often do you... [select one grid]**

GRID

- a. Think about cheese
- b. Crave cheese

GRID BY

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

6. **How much do you agree or disagree with the following statement? "To me, most foods just exist as something I can add cheese to." [select one]**

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

- d. Somewhat disagree
- e. Strongly disagree

7. **If you had to give up one of the following things forever, which would you choose? [select one]**

RANDOMIZE

- a. Cheese
- b. Vegetables
- c. Fruit
- d. Cookies
- e. Baked Goods / Desserts
- f. Chips / salty snacks
- g. Coffee

8. **If cheese disappeared/ceased to exist tomorrow, how would you feel, if you had to select one emotion as your predominant feeling? [select one]**

RANDOMIZE

- a. Happy
- b. Fine
- c. Indifferent
- d. Upset
- e. Devastated
- f. Not sure

9. **What are the attributes that come to mind when you think of cheese? [select all that apply]**

RANDOMIZE. ANCHOR LAST 1

- a. Indulgent
- b. Healthy
- c. Good source of high-quality protein
- d. Satisfying
- e. Delicious
- f. Calcium-source
- g. Culinary necessity
- h. None of the above [EXCLUSIVE]

10. How much do you agree or disagree with the following statement? "Cheese is an easy way for me to add protein to meals and snacks." [select one]

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

11. **How often is cheese part of your grocery / food shopping trip? [select one]**

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

12. **What's the strangest food/meal you've ever added cheese to?**

- a. Free text
- b. Nothing in particular/Prefer not to say

13. **Which of the following statements is most true about you? [select one]**

- a. I'm a cheese enthusiast — I'm constantly eating cheese
- b. I'm a cheese lover — I eat cheese often or sometimes
- c. I'm a cheese dabbler — I eat cheese occasionally or rarely
- d. N/A — I never eat cheese ever

14. **[SHOW IF Q13 = C OR D] Why do you limit or avoid cheese? [select all that apply] RANDOMIZE.
ANCHOR LAST 1**

- a. I don't like the taste or texture
- b. It upsets my digestion
- c. It's expensive
- d. I'm trying to reduce saturated fat
- e. I'm watching my calorie intake
- f. I'm lactose intolerant or allergic to dairy
- g. I'm vegan
- h. Environmental or animal welfare concerns
- i. None of the above [EXCLUSIVE]

15. **[HIDE IF Q13 = D] During a typical day, how many meals or snacks do you typically add cheese to?**

[select one]

- a. 0 - none
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5 or more

16. **[HIDE IF Q13 = D] What types of American-produced cheese do you enjoy eating?**

[select all that apply] RANDOMIZE

- a. Mozzarella
- b. Pepper jack

- c. American
- d. Cheddar
- e. Provolone
- f. Swiss
- g. Havarti
- h. Gouda
- i. Parmesan
- j. Monterey jack
- k. Colby
- l. Cream cheese
- m. Ricotta
- n. Mascarpone
- o. Cottage cheese
- p. Brie
- q. Camembert
- r. Blue cheese
- s. Gorgonzola
- t. Feta
- u. Halloumi
- v. Manchego

17. **[HIDE IF Q13 = D] On a typical day, which meals or snacks are you likely to include cheese? [select all that apply]**

- a. Breakfast

- b. Lunch
- c. Dinner
- d. Morning snack
- e. Afternoon snack
- f. Pre-workout snack
- g. Post-workout snack

18. **[HIDE IF Q13 = D] What forms of cheese do you enjoy eating? [select all that apply] RANDOMIZE**

- a. Blocks
- b. Slices
- c. Crumbles
- d. Shredded
- e. Spreadable (e.g. cream cheese-style)
- f. Cheese dips (e.g. queso; pimento)
- g. String cheese/cheese sticks

19. **[HIDE IF Q13 = D] Why do you eat / use cheese? [select all that apply] RANDOMIZE. ANCHOR LAST 1**

- a. I enjoy the taste
- b. It's a comfort food
- c. Eating cheese is part of self-care for me
- d. It provides a good source of high-quality protein after a workout
- e. It supplies calcium for strong bones

- f. It's nutrient-dense
- g. It ties meals together nicely
- h. It fuels me before a workout
- i. It's a convenient food
- j. It makes meals feel more satisfying or filling
- k. Prefer not to say [EXCLUSIVE]

20. **How aware or unaware are you of cheese being a good source of protein? [select one]**

- a. Very aware
- b. Somewhat aware
- c. Neither aware nor unaware
- d. Somewhat unaware
- e. Very unaware

21. **[HIDE IF Q13 = D] In general, do you seek out cheese as a source of protein? [select one]**

- a. Yes
- b. No

22. **[HIDE IF Q13 = D] Did you have an "aha moment" (e.g. a happy realization) in adulthood when you realized that, along with eating cheese for**

enjoyment/taste, it was also a good source of nutrition? [select one]

- a. Yes [free text box reading: "Please describe your 'aha moment'"]
- b. No
- c. I don't remember

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.

23. **We're looking to hear from everyday Americans. 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

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

Name:

Email: