

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: NO-FUSS SUMMERS

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender and region

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?

[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

Survey Questions:

1. **How often do you cook outdoors (grill, BBQ, etc.) in a month during the spring/summer? [Select one]**
 - a. 0 times
 - b. 1–2 times
 - c. 3–5 times
 - d. 6–10 times

- e. 11–15 times
- f. 16+ times

2. Do you own a grill? [Select one]

Yes

No

3. [SHOW IF Q2 = A] What fuel source does your grill use? [Select one]

Propane

Charcoal

Electric

Wood/Pellet

Other

4. [SHOW IF Q1 = B,C,D,E,F] When grilling or outdoor cooking, do you take the lead or does someone else? [Select one]

I take the lead (i.e., I'm the one at the grill)

Someone else takes the lead (e.g., my partner is the one at the grill)

I share / split the responsibilities with someone else

5. **What is your favorite food to grill? [Select one]**

Steak

Pork

Chicken

Seafood

Burgers

Hot dogs

Tofu

Plant-based protein (other than tofu)

Vegetables

Other

Nothing in particular [EXCLUSIVE]

6. **Have you ever skipped grilling or outdoor cooking because it felt like too much hassle or a mess? [Select one]**

Yes

No

7. **[SHOW IF Q6 = A] What makes grilling or outdoor cooking feel like a hassle? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

a. Cleaning the grill

b. Setting up equipment

- c. Managing temperature
- d. Not knowing when the food is done
- e. Smoke
- f. Mess
- g. Running out of fuel (propane, charcoal)
- h. Long cooking times
- i. Using complicated tools
- j. Weather conditions
- k. Safety concerns
- l. Not knowing how to use the grill properly
- m. Lack of compact / space-efficient equipment
- n. Other

8. **[SHOW IF Q1= B,C,D,E,F]** Which of the following “grilling fails” have you ever experienced? **[Select all that apply]** **[RANDOMIZE, ANCHOR LAST 2]**

- a. Burned the food on the grill
- b. Caught something on fire
- c. Ended up with charred outside and raw meat inside
- d. Had the food stick to the grill
- e. Ran out of propane halfway through cooking
- f. Melted a plastic utensil onto the grill
- g. Dried out the food by over-grilling

- h. Had food fall through the grill
- i. Knocked the grill over
- j. Other (please state)
- k. None of the above [EXCLUSIVE]

9. **[SHOW IF Q8 = A,B,C,D,E,F,G,H,I,J]** How many “grilling fails” do you typically have during spring and summer? [Select one]

1 – 2

3 – 5

6 – 10

11 – 15

16 – 19

More than 20

10. **Have any of the following ever derailed your plans? [Grid]**

An empty propane tank

Being out of charcoal

[GRID BY]

Yes

No

Not sure / can't remember

11. **Which outdoor cooking methods, if any, feel intimidating (difficult to use) to you? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

Smokers

Charcoal grills

Gas grills

Pellet grills

Open flame cooking

None of these feels intimidating [EXCLUSIVE]

12. **To what extent do you agree or disagree with the following statements? [GRID]**

1. **I want grilling to feel easier.**

2. **I want grilling to feel cleaner.**

[GRID BY]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

13. **To what extent do you agree or disagree with the following statement? "Outdoor cooking is part of my home's aesthetic."**

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

14. **To what extent do you agree or disagree with the following statements? [GRID]**
1. **There's a negative stereotype about women grilling.**
 2. **I believe men should take the lead with grilling.**

[GRID BY]
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

15. **Which of the following matters most to you when cooking at home? [Select up to three] [RANDOMIZE, ANCHOR LAST 1]**

Ease of use
Cleanliness
Minimal mess
Speed

Taste

Appearance/presentation

Aesthetic/design of tools

Flexibility

Energy efficiency

Social experience

None of the above [EXCLUSIVE]

16. **What would make cooking or hosting feel easier?**
[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

Faster cooking times

Less cleanup

Simpler equipment

More reliable tools

Less smoke/mess

More intuitive controls

Indoor/outdoor flexibility

Fewer steps

Better space setup

Not sure [EXCLUSIVE]

17. **To what extent do you agree or disagree with the following statement? "I'm embracing a simple and**

stress-free (i.e., “no-fuss”) summer this year.”
[Select one]

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

18. **Which of the following will be true for you this spring/summer? [Select all that apply]**
[RANDOMIZE, ANCHOR LAST 1]

I prefer low-effort meals over complex cooking

I’m hosting more casually than in the past

I avoid plans that feel like too much work

I want to spend more time at home

I’m prioritizing convenience over tradition

I’m trying to reduce daily stress

I’m saying no to things that feel overwhelming

I’m simplifying my routines

I’m focusing on quality time over presentation

None of the above [EXCLUSIVE]

19. **How would you describe your ideal spring/summer? [Select up to three] [RANDOMIZE, ANCHOR LAST 1]**

Relaxed and low-pressure
Social but easygoing
Busy and activity-filled
Structured and planned
Focused on entertaining
Focused on rest
Spending time outdoors as much as possible
Casual BBQs or pizza nights at home
Low-effort outdoor cooking with friends or family
Staying indoors and comfortable
None of the above [EXCLUSIVE]

20. **Which type of gathering(s) do you prefer? [Select up to three] [RANDOMIZE, ANCHOR LAST 1]**

Casual, low-effort hangouts
Planned dinners with some effort
Formal hosting with full prep
Ordering food and relaxing
Potluck-style gatherings
Outdoor cooking with friends
Small groups only
Large group gatherings
None in particular [EXCLUSIVE]

21. **To what extent do you agree or disagree with the following statement? “I often avoid hosting because it feels like too much work.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

22. **Which of the following do you consider hassles when cooking at home? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

Grocery shopping/planning

Managing multiple dishes at once

Using complicated equipment

Cooking for different dietary needs

Outdoor setup (grill, tools, etc.)

Uneven cooking results

Mess and cleanup

Weather concerns

Running out of supplies

Feeling pressure to satisfy all family members

The money I need to spend on food

None of the above [EXCLUSIVE]

23. **When hosting feels too complicated, what do you typically do instead? [Select up to three]**
[RANDOMIZE, ANCHOR LAST 2]

- a. Order takeout
- b. Go out to eat
- c. Cancel or postpone plans
- d. Make something very simple
- e. Ask others to bring food
- f. Turn it into snacks/apps instead of a meal
- g. Avoid hosting altogether
- h. Let someone else host
- i. Keep plans but simplify them
- j. Depends on the situation
- k. None of the above [EXCLUSIVE]
- l. N/A – I never host [EXCLUSIVE]

24. **[SHOW IF Q23 = A, B, C, D, E, F, G, H, I, J, K]** **How would you describe your hosting style today vs. a few years ago? [Select one]**

Much more casual

Slightly more casual

About the same

Slightly more elaborate

Much more elaborate

25. **To what extent do you agree or disagree with the following statement? “I’m intentionally choosing low-pressure ways to gather with loved ones this spring/summer.” [Select one]**

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

26. **Which best describes your approach to meals at home this year? [Select one] [RANDOMIZE, ANCHOR LAST 1]**

Actively choosing low-effort meals

Cooking more elaborate meals

Eating out more

Relying more on convenience foods

Cooking less overall

Meal prepping more

Letting others cook more often

None of the above [EXCLUSIVE]

27. **[SHOW IF Q23 = A, B,C,D,E,F,G,H,I,J,K]** How pressured or unpressured do you feel to make hosting feel “impressive”? [Select one]

Very pressured

Somewhat pressured

Neither pressured nor unpressured

Somewhat unpressured

Very unpressured

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.

28. **We're looking to hear from people about hosting and cooking over the spring/summer. 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

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

Name:

Email: