

Survey: What's Cooking?



Directions: Please mark your answer for each question. Answers will be reported as combined results and your identity will not be shared. There is no right or wrong answer. You may skip any questions you do not want to answer.

1 Before today, had you ever seen or heard the slogan “Food Hero”?

Yes No Not Sure

2 Write down the **first word or phrase** you think of when you see or hear the slogan “Food Hero.”

3 In the last year, about how many times have you seen or heard Food Hero ads or messages?

None Once 2–4 times 5–10 times More than 10 times

4 Have you ever used anything from Food Hero at home, such as **recipes, meal ideas** or **cooking tips**?

Yes No Not Sure

5 Who does most of the **cooking and food preparation** in your household?

Myself Someone else Shared equally

6 In the past week, how many days **did you cook dinner** for your household? Check one:

0 1 2 3 4 5 6 7

7 a. Write down the **meal** that your household prepares most often **for dinner**.

b. Over the past week, on **which days** did your household **eat this meal for dinner** (including as a leftover)? Check all that apply:

Sunday Monday Tuesday Wednesday Thursday Friday Saturday

c. Will you eat this meal **tonight**?

Yes No Not Sure

8 In the past week, how many times did your household prepare and cook **a brand new main dish for dinner** (a dish you tried for the first time)? Check one:

0 1 2 3 4 5 6 7

9 List the **three fruits** your family eats most often:

Continues →

Survey: What's Cooking, continued

10 In the past week, how many **days** did your family **eat vegetables** as part of their dinner?
Check one:

- 0 1 2 3
 4 5 6 7



11 Food Hero wants to add new healthy recipes from cultures all over the world. Write down any **recipes, ingredients, cultures, countries** or anything else you would want us to consider.

12 How many **adults** live in your household? (Please count yourself.) adults live in my household.

13 How many **children** under the age of 18 live in your household? children live in my household.

14 What is your race? Select all that apply:

- American Indian or Alaska Native Asian or Asian-American Black or African-American
 White or Caucasian Hawaiian Native or other Pacific Islander
 Other (please describe) Prefer not to answer

15 What is your ethnicity? Hispanic Non-Hispanic Prefer not to answer

16 What is your gender? Male Female Not listed Prefer not to answer

17 What is your age? Please select the age category that includes your current age.

- 15–19 years 20–29 years 30–39 years 40–49 years 50–59 years
 60–69 years 70–79 years 80+ years Prefer not to answer

18 **What makes it easier or harder for you to cook dinner at home? Please comment below:**