BREAKFAST CEREAL QUESTIONNAIRE

AIM: TO FIND OUT HOW MANY PEOPLE EAT CEREALS FOR BREAKFAST, WHICH CEREALS ARE MOST PREFERRED AND ARE PEOPLE AWARE OF THE NUTRITIONAL VALUE IN CEREALS.

	Questions:	<u>.</u>									
	1. How often do you eat breakfast?										
	2 Every mo	orning	2 Often	2 Seldo	om						
2. What kind of breakfast do you normally eat?											
	2 Cereals		Bacon and eg	gs		2 Other					
	3.	What bran	d of cereal do yo	u prefe	r? (please choose one	e)					
		cornflakes	2 Wit-bix		2 Muesli	2 Other					
4. What influences the choice you make when buying your breakfast cereal?											
	2 Health		2Affordability			<pre>②Other</pre>					
	5.	Do you rea	d the nutritiona	l inform	ation printed on t	the cereal box be	efore purchasing the				
			 PNo								
6. If you answered yes to the previous question, do you understand what is wripackaging?											
	 ■Always		②Mostly			®Never					
7. Do you ever just enjoy snacking on your breakfast cereal or the available breakfast cereal bars?											
	2 Yes		⊡No								
	8.	Do you pre	fer your cereal v	vith war	m or cold milk?						
	⊡Warm	⊡Cold									
	9.	Do you add	d sweetener or s	ugar to	your cereal?						
	<pre>Sweetene</pre>	er	 Sugar	⊡Nothi	ng						
	10.	. <u>Do you fe</u> market?	el that there is	a need	or space for m	ore breakfast ce	ereal options in the				
			⊡No		^② Maybe						

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AIM: TO FIND OUT HOW MANY PEOPLE EAT CEREALS FOR BREAKFAST, WHICH CEREALS

ARE MOS	-	RED AND AR	E PEO	PLE AWARE	OF THE	E NUTRITIONAL	VALUE I					
Questions:												
1.	How often	do you eat brea	ıkfast?									
2 Every mo	rning	2 Often	2 Seldo	om								
2.	What kind	of breakfast do	you norr	mally eat?								
2 Cereals		Bacon and eg	ggs		st 🛭 Othe	er						
3.												
☑ Kellog's c	ornflakes	☑ Wit-bix		2 Muesli		2 Other						
4.	What influe	ences the choice	e you ma	ıke when buyin	g your br	reakfast cereal?						
2 Health		2Affordability		Popularity		Other						
5.	Do you rea cereal?	d the nutritiona	al inform	ation printed o	n the cer	real box before pu	rchasing th					
⊉Yes		 INo										
6.	If you answ packaging?		previou	ıs question, do	you und	erstand what is w	<u>ritten on th</u>					
②Always		☑Mostly		॒Rarely								
7.	Do you ev		nacking	on your break	fast cere	eal or the availab	ole breakfas					
2 Yes		 no										
8.	Do you pre	fer your cereal	with war	m or cold milk?	?							
②Warm	2Cold											

9. <u>Do you add sweetener or sugar to your cereal?</u>

Nothing

10. Do you feel that there is a need or space for more breakfast cereal options in the

2 Maybe

Sugar

2No

?Yes

market?