

## 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:

1. How often do you eat breakfast?

☐ Every morning      ☐ Often      ☐ Seldom

2. What kind of breakfast do you normally eat?

☐ Cereals      ☐ Bacon and eggs      ☐ Rusks or toast      ☐ Other

3. What brand of cereal do you prefer? (please choose one)

☐ Kellog's cornflakes      ☐ Wit-bix      ☐ Muesli      ☐ Other

4. What influences the choice you make when buying your breakfast cereal?

☐ Health      ☐ Affordability      ☐ Popularity      ☐ Other

5. Do you read the nutritional information printed on the cereal box before purchasing the cereal?

☐ Yes      ☐ No

6. If you answered yes to the previous question, do you understand what is written on the packaging?

☐ Always      ☐ Mostly      ☐ Rarely      ☐ Never

7. Do you ever just enjoy snacking on your breakfast cereal or the available breakfast cereal bars?

☐ Yes      ☐ No

8. Do you prefer your cereal with warm or cold milk?

☐ Warm      ☐ Cold

9. Do you add sweetener or sugar to your cereal?

☐ Sweetener      ☐ Sugar      ☐ Nothing

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

☐ Yes      ☐ No      ☐ Maybe

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