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