

### Questionnaire: Breakfast Cereals

Age_____	Gender	M/F
1. Do you eat cereal for breakfast?		YES/NO
2. How often do you have cereal for breakfast?		
DAILY	2-4 times per WEEK	OCCASIONALLY
3. If so which cereal?(please provide brand and name)		
_____		
4. Do you look at the list of ingredients when you buy cereal?		YES/NO
5. Do you understand what all the ingredients listed are?		YES/NO
6. Does price influence your choice of cereal?		YES/NO
7. Do you look at the nutritional value when buying the cereal?		YES/NO
8. Do you look for allergens in the cereal?		YES/NO
9. Do you look for any diet specifications when buying cereal e.g. vegetarian		YES/NO
10. Which diet specifications do you look for? _____		
11. How often do you buy cereal?		
DAILY	WEEKLY	MONTHLY

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

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