

Mzanzi Cheese Survey

Tick the circle of most relevance to you

1. Do you eat cheese?

- ☐ Yes
- ☐ No
- ☐ Sometimes

2. If yes, how often do you eat cheese?

- ☐ More than once daily
- ☐ Once daily
- ☐ A few times a week
- ☐ A few times a month
- ☐ Seldomly

3. Do you buy cheese on a regular basis?

- ☐ Yes
- ☐ No
- ☐ Sometimes

4. If yes, how often do you buy cheese?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly

5. Which brand of cheese do you buy?

- ☐ Paramalat
- ☐ Lancewood
- ☐ Simonsberg
- ☐ Dairybelle
- ☐ Clover
- ☐ Pick'nPay
- ☐ Don't care
- ☐ Not sure

Age:

- ☐ Under 25
- ☐ Between 25-50
- ☐ Over 50

Gender

- ☐ Male
- ☐ Female

Are you dependent on someone else for your food?

- ☐ Yes
- ☐ No

6. What is your reason for preferring this brand?

- ☐ Its Price
- ☐ Its Taste
- ☐ The packaging
- ☐ Loyalty
- ☐ Ingredients
- ☐ Other

7. Are you aware of the ingredients in cheese?

- ☐ Yes
- ☐ No
- ☐ Sort of

8. Do you eat processed cheese?

- ☐ Yes
- ☐ No
- ☐ Sometimes

9. Do you consider yourself as a health conscience person?

- ☐ Yes
- ☐ No
- ☐ Sometimes

10. What type of cheese do you eat?

- ☐ Gouda
- ☐ Cheddar
- ☐ Mozzarella
- ☐ Brie
- ☐ Camembert
- ☐ Haloumi
- ☐ Blue cheese
- ☐ Feta cheese
- ☐ Other