

Survey for bread and crackers

Age: _____

Gender: _____

INSTRUCTIONS: Draw a cross through chosen option, you may choose more than 1 option. If you choose 'other' please supply a reason.

Questions related to different brands of bread and crackers.						
1. Which brand(s) do you prefer for your bread and/or your crackers?	Provita	Albany	Woolworths brand	Blue Ribbon	TUC	Other:
2. Why do you prefer this brand?	Cheapest	Healthiest	Most common	Most Recommended	Most delicious	Other:
3. Do you ever read the nutritional information on the product's packet?	Yes	No	Sometimes			
4. If answered "No" in question 3 why not?	Time consuming	Font is too small	Not interested	Other		
5. If answered "Yes" in question 3, why?	To know the contents	Health reasons ... e.g. allergies	For interest			
6. Would you promote the product?	Yes	No				
7. Which is more convenient for:	Bread		Crackers		Other	
A. Breakfast						
B. Lunch						
C. Snacks						

8. How often do you consume bread?	Everyday	A few times a week	Occasionally	Seldom or never
9. How often do you consume crackers?	Everyday	A few times a week	Occasionally	Seldom or never
10. If answered "everyday" in question 8 why?	I enjoy it	Health reasons	Convenient	Other:
11. If answered "everyday" in question 9 why?	I enjoy it	Health reasons	Convenient	Other:



Thank you for your participation in this survey.

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