

## Breakfast Cereals Questionnaire

### Age

- a. 16 – 20      b. 20 – 30      c. 30 – 40      d. 40 – 60      e. 60+

### Gender

- a. Female      b. Male

#### 1. Allergens

- a. None      d. Gluten  
b. Lactose      e. Other (please specify)  
c. Nuts

#### 2. What brand of cereal do you prefer?

- a. Bokomo      d. House brands  
b. Kellogs      e. Other (please specify)  
c. Jungle brands

#### 3. Why do you prefer that brand?

- a. Costs      d. Nutritional value  
b. Quality      e. Other (please specify)  
c. Ingredients

#### 4. Do you examine the packaging of the products?

- a. Yes      b. No      c. Sometimes

#### 5. Do you read the nutritional value?

- a. Yes      b. No      c. Sometimes

#### 6. If not, why?

- a. Don't care  
b. Don't understand it  
c. Other (please specify) \_\_\_\_\_

#### 7. Do you buy your products according to their nutritional value or RDA?

- a. Yes      b. No      c. Sometimes

#### 8. Do you read the ingredients of the products you buy?

- a. Yes      b. No      c. Sometimes

#### 9. If not, why?

- a. Don't care  
b. Don't understand it  
c. Other (please specify) \_\_\_\_\_

#### 10. Do you buy your products according to their ingredients?

- a. Yes      b. No      c. Sometimes

#### 11. Do you know what all the ingredients are in your products?

- a. Yes      b. No

#### 12. How often do you eat breakfast cereals?

- a. Workdays      b. Daily      c. Weekly      d. Rarely      e. Never

Thank you for your participation in this survey.

## Breakfast Cereals Questionnaire

### Age

- a. 16 – 20      b. 20 – 30      c. 30 – 40      d. 40 – 60      e. 60+

### Gender

- a. Female      b. Male

#### 1. Allergens

- a. None      d. Gluten  
b. Lactose      e. Other (please specify)  
c. Nuts

#### 2. What brand of cereal do you prefer?

- a. Bokomo      d. House brands  
b. Kellogs      e. Other (please specify)  
c. Jungle brands

#### 3. Why do you prefer that brand?

- a. Costs      d. Nutritional value  
b. Quality      e. Other (please specify)  
c. Ingredients

#### 4. Do you examine the packaging of the products?

- a. Yes      b. No      c. Sometimes

#### 5. Do you read the nutritional value?

- a. Yes      b. No      c. Sometimes

#### 6. If not, why?

- a. Don't care  
b. Don't understand it  
c. Other (please specify) \_\_\_\_\_

#### 7. Do you buy your products according to their nutritional value or RDA?

- a. Yes      b. No      c. Sometimes

#### 8. Do you read the ingredients of the products you buy?

- a. Yes      b. No      c. Sometimes

#### 9. If not, why?

- a. Don't care  
b. Don't understand it  
c. Other (please specify) \_\_\_\_\_

#### 10. Do you buy your products according to their ingredients?

- a. Yes      b. No      c. Sometimes

#### 11. Do you know what all the ingredients are in your products?

- a. Yes      b. No

#### 12. How often do you eat breakfast cereals?

- a. Workdays      b. Daily      c. Weekly      d. Rarely      e. Never

Thank you for your participation in this survey.