



1. What is your favorite cereal? _____
2. If cereal is present in your house, how often do you eat cereal per week?
 - a. 1-2 days
 - b. 3-4 days
 - c. 5+ days
3. Where do you normally notice cereal advertisements?
 - a. Television
 - b. Magazines
 - c. Nowhere
 - d. Other_____
4. If you do not eat cereal, why not?
 - a. Not enough time
 - b. Dislike all cereal
 - c. Other(If you picked other, please explain.) _____
5. What is it about your favorite cereal that makes it your favorite?

6. Do you add other elements into your cereal? (fruit, extra sugar, etc.)
 - a. Yes
 - b. No(If yes, please explain.) _____
7. What is your least favorite cereal? _____
Why? (Taste, texture, etc.) _____
8. What advertising techniques would persuade you to try a new cereal product?
 - a. A modern look
 - b. Catchy TV commercials
 - c. Magazines/Billboards/etc.
9. If you could create and develop your own cereal, what would it be like?
(Look, flavor, size, etc.) _____