To: Jim Avery

From: Katie Nichols, Will Polk, Angela Orsini

Date: September 11, 2017 Subject: Swan Dairy Cover Page

This provides the overview of the store checks and surveys conducted for Swan Dairy.

### **Audience Overview**

The audience surveyed was located in Norman, Oklahoma at Target and surrounding Norman locations. The demographics of our audience were typically white, females between the ages of 20-24 and 50 and up. This demographic was characteristic of the audiences viewed at different local grocery stores during the surveying process and store checks at the mentioned times. Women were identified via MRI as the top purchasers of cheese, this is in-line with what was observed in the stores. Women in these age groups also responded positively to questions regarding cheese consumption and their need for a healthy cheese snack on-the-go and at events, primarily those containing alcohol.

#### Cheese Criteria Overview

Research that was conducted through interviews, surveys, and MRI data showed that most cheese consumers focused on taste, price and the purpose behind the cheese they were buying. Purpose meaning they focused on what occasion for which they needed cheese. Individuals also focused on the nutritional values they gained from cheese as well as the way each brand produced and packaged their cheese. Consumers interviewed liked to know where the cheese came from and what was put into their cheese. MRI data supported the findings from each interview and survey conducted.

### **Swan Dairy Overview**

Swan Dairy is and has been a proud Oklahoman brand since the founding of the company in 1923. The company stays true to its heritage by following some of the same practices that have been in place since the start, producing quality organic dairy products at an affordable price point. Swan Dairy details the processes behind the production of their products from cow to market, a company feature that is considered important by many consumers today, including the targeted markets; consumers now like to hear the story behind the brand.

### For further information or questions contact:

To: Jim Avery

From: Katie Nichols, Will Polk, Angela Orsini

Date: September 11, 2017

Subject: Swan Dairy Target Audience

This provides an assessment of various audiences and their cheese preferences. The audiences surveyed were located in Norman, Oklahoma at various establishments including Target.

### **Audience Age Range**

Forty-five people were surveyed for this assessment. The average audience age that was surveyed was 22 year-olds. Eighteen participants were between the ages of 20-24, ten were between the ages of 25-35, four were between the ages of 35-49 and thirteen were between the ages of 50 and up. The audiences were for this project were surveyed around 11:00 a.m. and 5:00 p.m. on Saturday and Sunday.

The demographics of our audience were typically white, females between the ages of 20-24 and 50 and up. This demographic was characteristic of the audiences viewed at different local grocery stores during the surveying process and store checks at the mentioned times. Women were identified via MRI as the top purchasers of cheese, this is in-line with what was observed in the stores. Unlike the MRI data which identified that women 65+ were the primary purchasers of cheese, the store-checks identified women 20-24 were the primary audience, this could be due to the location of The University of Oklahoma. Most of the respondents spent around 45-60 seconds in the cheese aisle at Target and didn't spend long making their purchasing decision.

### **Occasion for Cheese Consumption**

The audience on average identified lunch as the prime time for cheese cravings. The cheese was also seen as a key part of a late morning snack. The older audiences identified that they were more likely to want cheese at events like wine nights or game nights, whereas the younger audiences identified it more as an addition to a meal. People between the ages of 20-35, identified that they especially want cheese during peak event times during the year, like sports seasons. Events were also identified as a key time to want cheese, especially if alcohol was involved like a party or "wine night."

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To: Jim Avery

From: Katie Nichols, Will Polk, Angela Orsini

Date: September 11, 2017

Subject: Swan Dairy: Cheese Criteria

This provides an analysis of the criteria that was obtained through in person interviews and MRI data. Our audience interviewed was primarily located in Norman, OK ranging from the ages of 21 to 65 +. People between the ages of 20-24 on average answered that they viewed cheese as a great snack to enjoy individually or with friends and family. These people also identified price and taste as their purchasing decision making criteria.

### **Price of Cheese**

Those interviewed who were college students and young adults living on a budget focused on price as their main criteria. Store brands tend to have lower prices and those who were surveyed noted that. Older individuals said price was not their greatest factor. They focused more on the cheese and the quality of the product based on the brand. Quality meaning that they looked for signs of additives and ingredients that were unnatural, or if the cheese was sticking to the packaging.

### **Taste of Cheese**

Most everyone mentioned taste as their top or second criteria for purchasing cheese. Knowing that a certain brand is consistent with the taste of their cheese gave consumers comfort that they can re-buy that brand and always be satisfied. Taste also brought joy to each consumer which was a benefit that most were seeking when buying cheese.

### **Occasion of Consumption of Cheese**

Occasions for the consumption of cheese made a great affect when deciding which brand to purchase. Those who were wanting cheese as a casual snack or add on to a meal for themselves would lean towards buying a cheaper brand to get more bang for their buck. Individuals who purchased cheese for social purposes tend to splurge on which brand or type of cheese they bought to add to their social status. Bringing more expensive, specialty cheese to the happy hour looks better in their eyes instead of bringing store brand cheese in bulk.

### For further information or questions contact:

To: Jim Avery

From: Katie Nichols, Will Polk, Angela Orsini

Date: September 11, 2017

Subject: Swan Dairy: Unique Selling Point

This provides the product characteristic that serves to differentiate Swan Dairy products from other brands in the cheese market.

Swan Brothers Dairy has been producing handcrafted cheeses since 1923, starting with just one cow. The Claremore-based company prides itself on its local production of dairy products from their own herd, and has since the company's birth.

The local effect is what makes Swan Dairy stand out in the cheese market. Buying local and supporting local businesses has been a consumer trend for the past several years; positioning Swan Dairy as "the Oklahoman cheese brand" raises awareness and support for the brand amongst Oklahomans.

One survey subject expressed enthusiasm about finding Swan Dairy products in grocery stores such as Sprouts, known for carrying an array of organic and local brands and products. While most survey subjects were unaware of Swan Dairy, those that know of the brand spoke highly of the brand and its commitment to locally producing dairy products for the Oklahoma market.

Swan Dairy's branding is simple, yet effective. The majority of design on the packaging of their cheese is an image of the state of Oklahoma with a muted color background, emphasizing the brand's locality. The company proudly tells its story to consumers, a feature that has rapidly become very important in influencing today's purchasing behavior.

### For further information or questions contact:

# Creative Brief

**Target Audience:** Women between the ages of 20-35 who are employed or students at a university.

**Objective:** To establish Swan Dairy as a premier local cheese brand that is cost efficient for any occasion.

**Strategy:** To convince women ages 20-35 to choose Swan Dairy over competing low-priced brands like Kraft because Swan Dairy combines high quality and low price to meet the needs of any occasion or time of day.

**Insight:** Women want a snack that not only keeps up with their busy lifestyles, but that has the quality and story behind it to prove it was a choice well made.

**Support:** Swan Dairy fits into the consumers lives by serving a local, yet quality cheese at a price point that fits into this consumer group's average spending. According to the Wisconsin Cheese Industry Conference (WCIC) millennials are frequent snackers who lean toward organic products. Swan Dairy fits into this mindset by providing a local organic-based cheese with a backstory that will entice consumers. This fits into another insight from WCIC which stated that millennial consumers also want the story behind their foods, "including the care for the dairy cows that produced the milk and the sustainability." (2017)

**Considerations:** Price is a factor that should be considered added into the advertisement. Price is a main criteria within the purchasing behaviors of this audience it is also a distinguishing factor of Swan Dairy compared to other better-known brands like Kraft or Sargento.

**Tone:** The tone for this advertisement will be informative and story-like. Because millennial consumers seek the story behind their food, Swan Dairy should include clarity regarding their locally-sourced and created product. The tone should include a clear view of the path of cheese from cow to market.

#### For further information or questions contact:

Class survey:			
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Helle	ss survey:									
rich	o, my name is	. I am a student at	the Univer	sity of O	klahoma ar	nd we are	con	ducti	ng s	iome
resea	arch for a class. I pro	omise I do not want to se	ell you anyt	hing.						
>[	Do not read any an	swers below, let the resp	ondent giv	ve you a	n answer w	ithout yo	ur in	put.]		
1.	Do you eat cheese	at least once a month?	Yes <u>√</u> No		Terminate	if no.				
	When you think at	out cheese what brands	come to m	nind?						
V	/a. Kraft	e. Velveeta f. Babybel g. Daily Chef	i.	Philade	elphia	- CH	11	11		
V	b. Sargento	f. Babybel	j-	Other,	define 51	eya	11	y		
	c. Borden	g. Daily Chef h. Daisy	k.		,			4		
_	d. Tillamook		I.							
3.	What criteria do yo	ou use to make a decision	n which bra	and of ch	neese to bu	y?				
#3		#4	#5							
	a. Have bought b	pefore								
	b. texture									
V	c. Taste									
	d. Quality (clarify	)								
	e. Price									
_	f. color		10000000							
 5.		eason? (probe, record ab e] Can you think of anyth		record a	bove)					
5. 6.	g. Other, define Is there another re [continue to probe You said (taste/sul cheese. What kind	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing f of benefit do you get fr	ing else? (1 g you use to	o make i	up your min			decide	e yo	u want
5. 6.	Is there another re [continue to probe You said (taste/sul	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing f of benefit do you get fr	ing else? (1 g you use to	o make i	up your min			lecide	e yo	u want
5. 6. 7.	Is there another re [continue to probe You said (taste/sul cheese. What kind	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing f of benefit do you get fr	ing else? (i g you use to om (taste/s	o make i substitu	up your min te)?					
5- 6. 7-	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, w	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr whith five meaning you tot	ing else? (i g you use to om (taste/s	o make i substitu	up your min te)?					
5. 6. 7. On a	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing d of benefit do you get fr what with five meaning you tot ements:	ing else? (i g you use to om (taste/s ally agree a	o make i substitu	up your min te)?	u don't a	gree	at al	l, ho	ow would
5- 6. 7- On a you (	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state Cheese is a great state of the scale of t	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr with five meaning you tot ements: inack for me and my fam	ing else? (i g you use to om (taste/s ally agree a	o make i substitu	up your min te)?	u don't a	gree	at al	l, ho	ow would
5- 6. 7- On a you e 8. 9.	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state Cheese is a great scheese is too expense.	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr with five meaning you tot ements: mack for me and my fam ensive for me	ing else? (i g you use to om (taste/s ally agree a	o make i substitu	up your min te)?	u don't a	gree	at al	l, ho	ow would
5-6. 7. On a you (8. 9. 10.	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state Cheese is a great scheese is too expendence of the set o	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr with five meaning you tot ements: enack for me and my fam ensive for me th some kind of fruit	ing else? (i g you use to om (taste/s ally agree a	o make substitu	up your min te)?	u don't a	gree		l, ho	ow would
5-6. 7. On a you (8. 9. 10.	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state Cheese is a great scheese is too expendence of the set o	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr with five meaning you tot ements: enack for me and my fam ensive for me th some kind of fruit on when you most often	ing else? (i g you use to om (taste/s ally agree a	o make substitu	up your min te)?	u don't a	gree	at al	l, ho	ow would
5-6. 7. On a you (8. 9. 10. 11.	Is there another re [continue to probe You said (taste/sul cheese. What kind one to five scale, we evaluate these state Cheese is a great scheese is too expected to the scale of the scale	eason? (probe, record ab e] Can you think of anyth ostitute) is the main thing of benefit do you get fr with five meaning you tot ements: enack for me and my fam ensive for me th some kind of fruit on when you most often	ing else? (i g you use to om (taste): ally agree a illy want chee	o make substitu	up your min te)?	u don't a	gree	at al	l, ho	ow would

1 1/0 100 100 100 100 100 100 100 100 10		
Jaragon Muse - remerand		
Class surveys	,	
Class survey:  Hello, my name is I am a student at the University of Oklahoma and we are cor	ducting some	1
research for a class. I promise I do not want to sell you anything.		
-> [Do not read any answers below, let the respondent give you an answer without your in	nput.]	4
Do you eat cheese at least once a month? Yes No Terminate if no.		iku
2/ When you think about cheese what brands come to mind?	, , e	nea
// a. Kraft e. Velveeta i. Philadelphia	m	
b. Sargentof. Babybel j. Other, define	- 1	Much
c. Borden g. Daily Chef k.	1	~
d. Tillamook h. Daisy I. WINGV k	amel	ma
3. What criteria do you use to make a decision which brand of cheese to buy?	yens lows speciality	1/
#4 #5	, , ,	7
a, Have bought before	Specimuny	
b. texture		
c. Taste	MONA MAN	21
d. Quality (clarify)		20
e. Price		
g. Other, define		
5. Is there another reason? (probe, record above) (1904 Week)  6. [continue to probe] Can you think of anything else? (record above)	11.20 0 :	
6. [continue to probe] Can you think of anything else? (record above)	etall fru	+
6. [containe to probe] carryon dimikor arryoning cost. (receive soors)		
<ol><li>You said (taste/substitute) is the main thing you use to make up your mind when you</li></ol>	decide you want	
cheese. What kind of benefit do you get from (taste/substitute)?.		
	1 1 0	
evergy comfort, fondere, Source	m, protein	
On a one to five scale, with five meaning you totally agree and one meaning you don't agree	e at all, how would	
you evaluate these statements:	^	
그는 그리아 있다면 하는 것이 되었다면 하는데 하는데 되었다면 하는데	3 4 (5)	
g. Cheese is too expensive for me	3 4 5	
10. Cheese is best with some kind of fruit 1 2	(3) 4 5	
11. What is the occasion when you most often want cheese?		
greakfors, well, smull, even	ming	
12. What do you like best about Swan Dairy Cheese?		
yes, buy by the werese you	vire a	1
, , , , , , , , , , , , , , , , , , , ,	1	1
<ol> <li>What do you dislike about Swan Ďairy Cheese?</li> </ol>	100	

Iello, my name is	. 1 am a student at	the Universi	ity of O	klahoma	and we are c	ondu	ıctin	g so	me
esearch for a class. I pro	mise i do not want to s	en you arry c			without wou	rinn	et 1		
-> [Do not read any ans	wers below, let the res	pondent giv	e you at	n answei	Without you	n.ip			
1. Do you eat cheese	at least once a month?	Yes_No_		Termin	ate if no.				
When you think ab a. Kraft b. Sargento c. Borden d. Tillamook	out cheese what brande. Velveetaf. Babybelg. Daily Chefh. Daisy	i. j.	Philade Other,	elphia define 2	perin	4	go	N	reese
	ou use to make a decision	on which bra	nd of c	heese to	buy?				
3. What criteria do yo	#4	#5							
a. Have bought b									
/ b. texture		-							
C. Taste									
d. Quality (clarify	)	_							
e. Price									
	adden -								
g. Other, define	0/19/11								
<ol><li>[continue to prob</li></ol>	eason? (probe, record a e) Can you think of any	thing else? (			mind when y	ou d	ecide	e yo	u want
7. You said (taste/su cheese. What kin	e] Can you think of any bstitute) is the main th d of benefit do you get	thing else? ( ing you use t	to make	up your	mind when y	ou d	ecide	e yo	u want
7. You said (taste/su cheese. What kin	e] Can you think of any bstitute) is the main th d of benefit do you get	thing else? ( ing you use t from (taste)	to make /substit	up your ute)?					
7. You said (taste/su cheese. What kin On a one to five scale, v	e) Can you think of any bstitute) is the main th d of benefit do you get  US UM with five meaning you t	thing else? ( ing you use t from (taste)	to make /substit	up your ute)?					
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, vou evaluate these stat	e) Can you think of any bstitute) is the main th d of benefit do you get  WS UVV  with five meaning you tements:	thing else? ( ing you use t from (taste)  otally agree	to make /substit	up your ute)?					
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, v you evaluate these stat 8. Cheese is a great	e) Can you think of any bstitute) is the main th d of benefit do you get  W.S. U.W.  with five meaning you t tements: snack for me and my fa	thing else? ( ing you use t from (taste)  otally agree	to make /substit	up your ute)?		gree 2	at al	I, ho	
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, voice evaluate these states. Cheese is a greates. Cheese is too exp	bstitute) is the main the dof benefit do you get with five meaning you tements: snack for me and my facensive for me	thing else? ( ing you use t from (taste)  otally agree	to make /substit	up your ute)?		gree 2	at al	I, ho	
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, v you evaluate these stat 8. Cheese is a great	bstitute) is the main the dof benefit do you get with five meaning you tements: snack for me and my facensive for me	thing else? ( ing you use t from (taste)  otally agree	to make /substit	up your ute)?		gree 2		I, ho	
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, v you evaluate these stat 8. Cheese is a great 9. Cheese is too exp 10. Cheese is best wi	bstitute) is the main the dof benefit do you get with five meaning you tements: snack for me and my facensive for me	thing else? ( ing you use t from (taste)  otally agree amily	to make substitution and one	up your ute)? e meanir	ng you don't a	gree 2 2 2	at al	I, ho	
6. [continue to prob 7. You said (taste/su cheese. What kin On a one to five scale, vyou evaluate these stat 8. Cheese is a great 9. Cheese is too exp 10. Cheese is best wi 11. What is the occas	bstitute) is the main the d of benefit do you get with five meaning you terments: snack for me and my factors when you most often when you most often.	ing you use to from (taste) otally agree amily	to make substitution and one	up your ute)? e meanir		gree 2 2 2	at al	I, ho	
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Class survey:							
tello, my name is	I am a student a	t the Univer	sity of Oklahoma	and we are	condu	cting s	some
esearch for a class. I pr	romise I do not want to	sell you anyt	hing.				
-> [Do not read any ar	nswers below, let the res	sponden <b>y</b> gi	ve you an answe	r without yo	ur inpu	t.]	
1. Do you eat chees	e at least once a month?	Yes No	Termin	ate if no.			
2. When you think a	bout cheese what brand	is come to n	nind?				
a. Kraft	e. Velveeta	i.	Philadelphia /		1: .		-
b. Sargento	f. Babybel	j.	Other, define	Della	W	On	NISKA
c. Borden	g. Daily Chef	k.	,	7	., (		-0805
d. Tillamook	h. Daisy	L		-104	elig	10章	50
3. What criteria do y	e. Velveeta f. Babybel g. Daily Chef h. Daisy ou use to make a decision#4	on which bra	and of cheese to	buy? - 🗸	Tool	0101	1
3	#4	#5		y	your u	OW	wy
a. Have bought	before						U
b. texture							
c. Taste			DAIK	alm	4-		
d. Quality (clarif	y)		1000	agn	1		
e. Price							
f. color							
g. Other, define							
	bstitute) is the main thir d of benefit do you get f				ou dec	ide yo	u want
	me wo				ne	d	produ
	vith five meaning you to	11 .					
ou evaluate these stat		cany ogree e	and other meaning	you don't u	B u.	day in	Tr Trouid
	snack for me and my far	mily		1	, ,	. 4	(3)
<ol><li>Cheese is a great</li></ol>	· [1] [1] [1] [1] [1] [1] [1] [1] [1] [1]	may		a	2 3	4	Ų
o. Cheese is best wi				Ų	2 3 2 3	4	5
	ion when you most ofte	n want chee	se?				
Honory	how + MB	rl					
12. What do you like I	best about Swan Dairy C						
13. What do you dislil	ke about Swan Dairy Che	eese?					
	NA						
	2276533						
e sure to visually get	demos)					1000	

Hel	ass survey:					
	lo, my name is	I am a student at th	he University of O	dahoma and we	are conduction	ng some
rese	earch for a class. I pr	omise I do not want to sell	you anything.			
->	[Do not read any an	swers below, let the respo	ondent give you ar	answer without	t your input.)	
1	. Do you eat cheese	at least once a month? Ye	es No	Terminate if no.		
2.	. When you think at	out cheese what brands o	ome to mind?			
X	a. Kraft	∑ e. Velveeta	i. Philade	phia		
_	b. Sargento	√ f. Babybel	j. Other, o	lefine Appll	tree	
-	c. Borden	g. Daily Chef	k.	11		
	d. Tillamook	h. Daisy	I.			
	. What criteria do yo	ou use to make a decision v	which brand of ch	eese to buy?		
#3		#4	#5			
XXX	a. Have bought b	efore				
7	b. texture	***************************************				
X	c. Taste					
-	d. Quality (clarify	)				
_	e. Price					
	f. color					
_						
1 8.	g. Other, define _ Is there another re Continue to probe	ason? (probe, record abov	ve)   V & V \Q g else? (record ab	aud it's	good t	rom a
1 8. 5.	g. Other, define _ Is there another re [continue to probe PMYS W You said (taste/sub	ason? (probe, record above) Can you think of anything / WIMC stitute) is the main thing y	ou use to make u	your mind whe	good f	from a friend
1 8. 5.	g. Other, define _ Is there another re [continue to probe PWYS W You said (taste/sub cheese. What kind	ason? (probe, record above) Can you think of anything WINC stitute) is the main thing you get from	ou use to make u	your mind whe	good f	from a friend you want
1 St.	g. Other, define _ Is there another re [continue to probe PWYS W You said (taste/sub cheese. What kind	ason? (probe, record above) Can you think of anything / WIMC stitute) is the main thing y	ou use to make u	your mind whe	good f	from a friend you want
7.	g. Other, define _ Is there another re [continue to probe PMTS W You said (taste/sub cheese. What kind	ason? (probe, record above) Can you think of anything / WIMC stitute) is the main thing y of benefit do you get from	ou use to make u n (taste/substitute	your mind whe	n you decide	you want
On a	g. Other, define _ Is there another re [continue to probe PUTS W You said (taste/sub cheese. What kind	ason? (probe, record above) Can you think of anything / WINC stitute) is the main thing you for benefit do you get from	ou use to make u n (taste/substitute	your mind whe	n you decide	you want
On a	g. Other, define _ Is there another re [continue to probe POUTS W You said (taste/sub cheese. What kind one to five scale, wievaluate these states	ason? (probe, record above) Can you think of anything / WINC stitute) is the main thing y of benefit do you get from the five meaning you totally ments:	rou use to make up n (taste/substitute y agree and one m	your mind whe	n you decide t agree at all,	you want how would
On a your 8.	g. Other, define _  Is there another re  [continue to probe  PM (S W)  You said (taste/sub cheese. What kind    Lingstandstandstandstandstandstandstandstand	ason? (probe, record above) Can you think of anything of WINC stitute) is the main thing you feel from the stitute of benefit do you get from the stitute of benefit do you ge	rou use to make up n (taste/substitute y agree and one m	your mind whe	n you decide t agree at all,	you want how would
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On a you 6 8. 9. 10.	g. Other, define _ Is there another re [continue to probe PM S W You said (taste/sub cheese. What kind One to five scale, wi evaluate these state Cheese is a great sr Cheese is too exper Cheese is best with	ason? (probe, record above) Can you think of anything of WINC stitute) is the main thing you for benefit do you get from the five meaning you totally ments: nack for me and my family nsive for me	rou use to make up n (taste/substitute y agree and one m	your mind whe	t agree at all,	how would
On a you o 8. 9. 10. 11.	g. Other, define _  Is there another re [continue to probe PUTS W You said (taste/sub cheese. What kind  UTS one to five scale, wi evaluate these states Cheese is a great sr Cheese is too experiments	ason? (probe, record above) Can you think of anything of benefit do you get from the five meaning you totally ments: nack for me and my family nsive for me a some kind of fruit	rou use to make up n (taste/substitute y agree and one m ant cheese?	eaning you don't	t agree at all,	how would
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Clas	ss survey:							
Hello	, my name is	1 am a	student at t	he Universi	ty of Okla	homa and v	we are cond	ucting some
resea	arch for a class. I pro	mise I do no	t want to sel	I you anyth	ing.			
	Do not read any ans				you an a	nswer with	out your inp	out.]
1.	Do you eat cheese	at least once	a month? Y	es No_	_ Te	erminate if	no.	
2.	When you think ab	out cheese w	vhat brands	come to mi	nd?			
✓.	a. Kraft		elveeta	J.	Philadelpi	113		
/	b. Sargento		abybel		Other, de	nne		
	c. Borden		aily Chef	k.				
_	d. Tillamook	h. D	120	l.				
3.	What criteria do yo	u use to mal		which bran	nd of chee	se to buy?		
#3			#4	#5				
/	a. Have bought b	efore						
	b. texture							
/	c. Taste		-					
1	d. Quality (clarify	)						
/	e. Price							
	f. color							
	g. Other, define							
7.	You said (taste/sul cheese. What kind	d of benefit o	lo you get fr	om (taste/s	ubstitute	)?		
On a	a one to five scale, w	vith five mea	ning you tot	ally agree a	nd one m	eaning you	don't agree	at all, how would
you	evaluate these state	ements:					1 2	2 4(5)
	. Cheese is a great:			nly			000	3 4 5
9.	. Cheese is too exp	ensive for m	е				1 3	3 (4) 5
10.	. Cheese is best wit	th some kind	of fruit		. 0			300
							00010	and in other
11.	. What is the occasi	ion when you	ı most often	want chee	se: 10	( MES	, ente	maning
11.	. What is the occasi	ion when you	ı most often	want chee	se: 1º	(VACS	, ente	rtaining
	What is the occasi	best about S		neese?	se: 10	- lon		rtaining
12.	. What do you like i	best about S	wan Dairy ()	heese?	the			rtaining
12.	. What do you like i	best about S	wan Dairy ()	heese?	t-e			rtaining

Lam a student at the University of Oklahoma and we are conducting some is esearch for a class. I promise I do not want to sell you anything.    Do not read any answers below, let the respondent give you an answer without your input.]    Do you eat cheese at least once a month? Yes  No	class survey:					
search for a class. I promise I do not want to sell you anything.  > [Do not read any answers below, let the respondent give you an answer without your input.]  1. Do you eat cheese at least once a month? Yes ✓ No Terminate if no.  When you think about cheese what brands come to mind?  a. Kraft	tello, my name is	. I am a student at t	he University of	Oklahoma and	we are conducting sor	ne
1. Do you eat cheese at least once a month? Yes \( \) No \( \) Terminate if no.  When you think about cheese what brands come to mind?  a. Kraft \( \) e. Velveeta \( i. \) Philadelphia  b. Sargento \( f. \) Babybel \( j. \) Other, define  c. Borden \( g. \) Daily Chef \( k. \)  d. Tillamook \( h. \) Daisy \( l. \)  3. What criteria do you use to make a decision which brand of cheese to buy?  \$\frac{\pmathrm{\text{#}}{4}}{3} \]  a. Have bought before \( \) b. texture \( c. \) Taste \( d. \) Quality (clarify)  e. Price \( f. \) color \( g. \) Other, define \( g. \) Sit there another reason? (probe, record above)  6. [continue to probe] Can you think of anything else? (record above)  7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)? \( \)	esearch for a class. I pror	nise I do not want to se	ll you anything.			
1. Do you eat cheese at least once a month? Yes \( \) No \( \) Terminate if no.  When you think about cheese what brands come to mind?  a. Kraft \( \) e. Velveeta \( i. \) Philadelphia  b. Sargento \( f. \) Babybel \( j. \) Other, define  c. Borden \( g. \) Daily Chef \( k. \)  d. Tillamook \( h. \) Daisy \( l. \)  3. What criteria do you use to make a decision which brand of cheese to buy?  \$\frac{\pmathrm{\text{#}}{4}}{3} \]  a. Have bought before \( \) b. texture \( c. \) Taste \( d. \) Quality (clarify)  e. Price \( f. \) color \( g. \) Other, define \( g. \) Sit there another reason? (probe, record above)  6. [continue to probe] Can you think of anything else? (record above)  7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)? \( \)	> [Do not read any ans)	vers below, let the resp	ondent give you	an answer wit	hout your input.]	
When you think about cheese what brands come to mind?  a. Kraft  e. Velveeta b. Sargento f. Babybel j. Other, define c. Borden g. Daily Chef k. d. Tillamook h. Daisy l.  3. What criteria do you use to make a decision which brand of cheese to buy?  #4 #5  a. Have bought before b. texture c. Taste d. Quality (clarify) g. Price f. color g. Other, define  5. Is there another reason? (probe, record above) 6. [continue to probe] Can you think of anything else? (record above)  7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)?. Finding that I  INVE It 3 It wall be good quality  On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how wor you evaluate these statements: 8. Cheese is a great snack for me and my family g. Cheese is too expensive for me 1 0 3 4 5 10 Cheese is best with some kind of fruit 11. What is the occasion when you most often want cheese?  13. What do you dislike about Swan Dairy Cheese?    Jim Avery   Jim Ave	->[[0011001000001] 41151		1			
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b. Sargento		e. Velveeta	i. Phila			
c. Borden d. Tillamook h. Daisy l.  3. What criteria do you use to make a decision which brand of cheese to buy?  #4 #5  a. Have bought before b. texture c. Taste d. Quality (clarify) d. Price f. color g. Other, define  5. Is there another reason? (probe, record above) 6. [continue to probe] Can you think of anything else? (record above) 7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)? How mat I  Live it 3 it will be quad quality On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how wor you evaluate these statements: 8. Cheese is a great snack for me and my family g. Cheese is too expensive for me 10. Cheese is best with some kind of fruit 11. What is the occasion when you most often want cheese?  Shall  12. What do you like best about Swan Dairy Cheese?  13. What do you dislike about Swan Dairy Cheese?  14. Jim Avery		f. Babybel	j. Othe	r, define		
d. Tillamook h. Daisy l.  3. What criteria do you use to make a decision which brand of cheese to buy?  44			k.			
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12. What do you like best about Swan Dairy Cheese?  13. What do you dislike about Swan Dairy Cheese?  [be sure to visually get demos]  Jim Avery	Swark		and the service			-
What do you dislike about Swan Dairy Cheese?  [be sure to visually get demos]  Jim Avery	-DAMAC					
13. What do you dislike about Swan Dairy Cheese?  [be sure to visually get demos]  Jim Avery	12. What do you like b	est about Swan Dairy C	heese?			
[be sure to visually get demos] Jim Avery			ASSOCIATION NAMED IN			
[be sure to visually get demos] Jim Avery	13. What do you dislik	e about Swan Dairy Ch	eese?			
[be sure to visually get demos]  Jim Avery						
[be sure to visually get demos] Jim Avery						

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g. Daily Chef h. Daisy use to make a decision	k. 1.					
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ents: ack for me and my fam		ne meaning			-	
sive for me			8	2	3 4	5
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when you most ofter	want cheese?	01	ny tr	147_	- 5(2)	
st about Swan Dairy O	heese? N/A					
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Class survey:					
Hello, my name is	. I am a student at th	he University	y of Oklahom	a and we are o	onducting some
research for a class. I pro	omise I do not want to sell	you anythii	ıg-		
> [Do not read any an	swers below, let the respo	ondent give	you an answe	er without you	r input.]
Do you eat cheese	at least once a month? Y	es No_	Termin	nate if no.	
2. When you think at	oout cheese what brands	come to min	d?		
a. Kraft	1 - Malugata	V 1 1	niiadeibhia	1	10-7
b. Sargento	f. Babybel	j. (	ther, define	Cheere	100
C. Borden	g. Daily Chef				
d. Tillamook	h. Daisy	L.			
3. What criteria do y	ou use to make a decision	which bran	d of cheese t	o buy?	
#3 _	#4	#5			
a. Have bought	before	-			
b. texture					
c. Taste		-			
d. Quality (clarif	y)				
e. Price					
f. color					
g. Other, define		-			
7. You said (taste/st cheese. What kir	reason? (probe, record ab ne] Can you think of anyth ubstitute) is the main thing nd of benefit do you get fr	ing else? (re g you use to rom (taste/s	make up you ubstitute)?	T kno	you decide you want
want	that cheese	2h	my 1	nouth.	
On a one to five scale,	with five meaning you tot	tally agree a	nd one meani	ng you don't a	igree at all, now would
you evaluate these sta	tements:				2 3 4 (3)
8. Cheese is a great	t snack for me and my fan	nily		1	72 3 4 5
<ol><li>Cheese is too ex</li></ol>	pensive for me			- 1	3 4 5
	rith some kind of fruit			, '	.0,
11. What is the occa	sion when you most ofter	n want chee	se? Luit	h eur	mything
I east	- if possil	100			
12. What do you like	e best about Swan Dairy C	heese?	ancy		
13. What do you dis	slike about Swan Dairy Cho	eese?			
	J				

Hello,	s survey: my name ia Kai H	A student at th	e Univers	sity of	Oklahoma an	d we are co	nducting some
		se i do not want to sell					
>[D	o not read any answ	ers below, let the respo	ndent giv	e you	an answer wi	ithout your	input.]
1.	Do you eat cheese at	least once a month? Ye	s No	-	Terminate	if no.	
2. 1	When you think abou	t cheese what brands o	ome to m	ind?			
	a. Kraft	e. Velveeta f. Babybel	i.	Philad	ielphia		
衣	b. Sargento	f. Babybel	j.	Other	, define		_
-	c. Borden	g. Daily Chef	k.				
-9-	d. Tillamook	h. Daisy	1.				
3.	What criteria do you	use to make a decision	which bra	and of	cheese to bu	y?	
#3		#4	#5				
W	a. Have bought bef	ore					
1	b. texture						
4 4	c. Taste						
X	d. Quality (clarify)		-				
-	e. Price						
N	f. color						
-4-	g. Other, define		-				
7-	You said (taste/subst cheese. What kind o	itute) is the main thing f benefit do you get fro	you use tom (taste)	to mak /substi	e up your mir tute)?	nd when you ASHES	u decide you want 3000
On a	one to five scale, with	n five meaning you tota	illy agree	and or	ne meaning y	ou don't ag	ree at all, how would
you e	valuate these statem	ents:					
8.	Cheese is a great sn	ack for me and my fami	ly			1	2 3 4 6
9.	Cheese is too expen	sive for me				0	2 3 4 5 2 3 4 5 2 3 4 5
10.	Cheese is best with	some kind of fruit				11-	2 3 (4) 5
11.	What is the occasion	when you most often	want che	ese? _	au	tre.	time
12.	What do you like be	st about Swan Dairy Ch	eese?	ust	es qu	od	
13.	What do you dislike	about Swan Dairy Chee	ese? N	off	es go. Ung.		
[bes	sure to visually get de	emos]			U		Jim Avery July 2, 2017

Cla	ss survey:	
Hello	o, my name is I am a student at the University of Oklahoma and we are conducting some	
resea	arch for a class. I promise I do not want to sell you anything.	
->[	[Do not read any answers below, let the respondent give you an answer without your input.]	
1.	Do you eat cheese at least once a month? Yes No Terminate if no.	
2,	When you think about cheese what brands come to mind?	
130-23	Braft (e.) Yelveeta (i.) Philadelphia	n-
	Disargento (f. Babybel j. Other, define VIIII) TO UNIL	10,
	c. Bordeng. Daily Chef k.	
_	b. Sargento c. Borden d. Tillamook  C. Boally Chef L. Whole Foods Cheese	
3.	What criteria do you use to make a decision which brand of cheese to buy?	
#3	_ #4 #5	
	a. Have bought before	
_	b. texture	
	C-Vaste	
	d. Quality (clarify)	
_	e. Price	
	f. color	
	g. Other, define	
6.	Is there another reason? (probe, record above)  [continue to probe] Can you think of anything else? (record above)  You said (taste/substitute) is the main thing you use to make up your mind when you decide you war cheese. What kind of benefit do you get from (taste/substitute)?.	nt
	I love cheere, I put it on everythi	na
you 6 8. 9. 10.	one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how wo evaluate these statements:  Cheese is a great snack for me and my family  Cheese is too expensive for me  Cheese is best with some kind of fruit  What is the occasion when you most often want cheese?	ould —
	literally everything	
12.	What do you like best about Swan Dairy Cheese? Don't Know, but I'd	_lat it
13.	What do you dislike about Swan Dairy Cheese?	1)

Clas	ss survey:										
Hello	, my name is	. Lan	n a student at t	he Univers	ity of O	klahoma and	we are	conc	lucti	ing s	ome
resea	arch for a class. I pro	omise I do	not want to sel	I you anyth	ning.						
	Do not read any an				e you a	n answer with	nout you	ır inp	out.]		
1.	Do you eat cheese	e at least o	nce a month? Y	es V No_	_	Terminate if	no.				
2,	When you think al	bout chees	e what brands								
V	a. Kraft	e	. Velveeta	i.							
V	b. Sargento	f	. Babybel	j.	Other,	define					
	c. Borden	g	. Daily Chef	k.							
_	d. Tillamook	h	. Daisy	1.							
3.	What criteria do y	ou use to n	nake a decision	which bra	nd of cl	neese to buy?					
#3			#4	#5							
	a. Have bought l	before									
	b. texture										
<u>寸</u> 二	c. Taste										
	d. Quality (clarify	y)	~								
200	e. Price										
	f. color		200								
	g. Other, define										
	Is there another n										
7-	You said (taste/su cheese, What kin	bstitute) is d of benefi	the main thing	you use to	make substitu	up your mind te)?. Ma	when y	ou d	ecid F41	e yo	u want
	V04	*	Sampfuly			100%					
On a	one to five scale, v	with five me	eaning you tota	ally agree a	nd one	meaning you	don't a	gree	at a	ll, ho	w would
	evaluate these stat										
	Cheese is a great		ne and my fami	ly			1	2	3	A	5
	Cheese is too exp			200			0	2	3	4	5
-	Cheese is best wi					4.3	1	2	3	8	5
11.	What is the occas	ion when y	ou most often	want chee	se?	Afterno	99		-		
12.	What do you like	best about	Swan Dairy Ch	eese?							
13.	What do you disli	ke about S	wan Dairy Chee	ese?							
[be:	sure to visually get	demos]		900					lim /	Avery	

Class survey:		11.1lev. a4.0	Makama and	we are co	nduct	ing sor	ne
tello, my name is	. I am a student at th	ne University of C	жапонта апа	Wedieco		0	
esearch for a class. I pro	omise I do not want to sen	you arryuming.					
-> (Do not read any ans	swers below, let the respo	ndent give you	n answer with	nout your	input.	]	
1. Do you eat cheese	at least once a month? Ye	esV_No	Terminate it	f no.			
	e. Velveeta	ome to mind?	elphia				
a. Kraft	f. Babybel	i. Other	, define				
b. Sargento	g. Daily Chef						
c. Borden  d. Tillamook	h. Daisy	I.					
- Mont critoria do V	ou use to make a decision	which brand of	cheese to buy	?			
The state of the s	#4	#5					
i a. Have bought	before						
	-						
c. Taste							
c. Taste d. Quality (clarif e. Price f. color g. Other, define	y)						
e. Price							
f. color							
g. Other, define							
cheese. What kin	ubstitute) is the main thing and of benefit do you get fr	rom (taste/substi	tute)?	1009 1	L welled	J.	7.00
				u don't a	gree at	all, ho	w wou
On a one to five scale,	with five meaning you tot	tally agree and o	ne meaning ye	,a don co,	5,		
you evaluate these sta	itements:			1	2	3 4 3 4 3 4	5
<ol><li>Cheese is a grea</li></ol>	t snack for me and my fan	imy		0	2	3 4	5
9. Cheese is too ex	pensive for me			4	2	3 4	5
	vith some kind of fruit	n want cheese?	"After	ahay	4	Wot	k.
11. What is the occa	asion when you most ofter	ii wan anaaa					
12. What do you lik	e best about Swan Dairy C	Theese?			1 00		
13. What do you di	slike about Swan Dairy Ch	eese?					
							(126
[be sure to visually go	et demos]					im Aver uly 2, 20	

Clas	s survey:			
Hello,	my name is	. I am a student at the University of Oklahoma and we are conduc	ting so	ome
resea	rch for a class. I pro	omise I do not want to sell you anything.		
->[I	Do not read any an	swers below, let the respondent give you an answer without your input	-]	
1.	Do you eat cheese	at least once a month? Yes No Terminate if no.		
2.	When you think at	out cheese what brands come to mind?		
J,	a. Kraft	e. Velveeta i. Philadelphia		
7	b. Sargento	e. Velveeta i. Philadelphia j. Other, define		
V	c. Borden	g. Daily Chef k.		
V	d. Tillamook	h. Daisy L.		
3.	What criteria do yo	ou use to make a decision which brand of cheese to buy?		
#3		#4 #5		
	a. Have bought l	pefore		20
	b. texture	<u> </u>		
V	c. Taste			
9009 60	d. Quality (clarify	y)		
3.03	e. Price			
-	f. color			
045 550	g. Other, define			
7.	V	e] Can you think of anything else? (record above)  bstitute) is the main thing you use to make up your mind when you decided of benefit do you get from (taste/substitute)?.	ide yo	u want 대한
	WH			
			-11 6	td
On a	one to five scale, v	with five meaning you totally agree and one meaning you don't agree at	aii, no	ow would
you	evaluate these stat	ements:		
		snack for me and my family  ensive for me  (1) 2  th some kind of fruit  1 2	4	(2)
	Cheese is too exp	pensive for me	4	>
10.	Cheese is best wi			0
11.	What is the occas	ion when you most often want cheese?	+	
12.		best about Swan Dairy Cheese? MA		70
13.	What do you disli	ike about Swan Dairy Cheese?		
	W			

Class	survey:									ati'm		
Hello r	my name is	. I am a studen	t at the Uni	ivers	ity of Okl	ahoma a	and we a	re co	ndu	icting	g 501	ne
researc	ch for a class. I prom	ise I do not want t	to sell you a	inyth	ning.							
	o not read any answ	or balow lot the	responden	t giv	e vou an	answer	without	your	inpu	ıt.]		
-> [Do	o not read any answ	ers below, let the	responden.	. 0.	- ,							
1. [	Do you eat cheese at	t least once a mon	th? Yes V	No.		Termina	te if no.					
	When you think abou	ut cheese what bra	ands come	100 11	Dhiladah	nhia						
V 3	a. Kraft	e. Velveeta		1-	Other d	ofina						
t	b. Sargento	f. Babybel		1	Other, o	emie						
(	c. Borden	g. Daily Che	1	K.								
	d. Tillamook	h. Daisy		1.								
	What criteria do you	use to make a dec	ision which	h bra	and of che	eese to b	ouy?					
3. \	what criteria do you	#4	#	5								
#3	time bands bo	10.1										
_	a. Have bought be b. texture c. Taste d. Quality (clarify) e. Price f. color g. Other, define	TOTE -	_	_								
-	b. texture		_									
~	c. Taste	_										
	<ul> <li>d. Quality (clarify)</li> </ul>	J	_	_								
	e. Price											
	f. color	-	- I							20		
_	g. Other, define _			_								
7.	You said (taste/sub cheese. What kind	of benefit do you	get from (t	aste	/substitu	te)?/	A " 20d	Auto	9"	61	oM.	
		god for		_		_				-	1088	700 MA
003	one to five scale, wi	th five meaning yo	u totally a	gree	and one	meaning	g you do	n't ag	ree	at a	II, ho	w woul
vou e	valuate these state	ments:									151	0
you	Cheese is a great si	nack for me and m	y family					1	2	3	4	(5)
0.	Cheese is too expe	nsive for me						P	2	3	4 4	5
9.	Cheese is best with	some kind of frui	t					9	2	3	4	5
	What is the occasion			t che	ese?	11600	W:14	'n	1 -1	***	K/I	Mal"
					NA							
				-	14.1			100				
13.	What do you dislik	e about Swan Dair	ry Cheese?									
[bes	sure to visually get o	lemos]									Avery 2, 20	

lass survey:						
	. I am a student a			and we are con	iducting	some
search for a class. I pro	omise I do not want to	sell you anyt	hing.			
-> [Do not read any an:	swers below, let the re	spondent giv	e you an answer	without your in	nput.]	
1. Do you eat cheese	at least once a month	Yes No	Terminat	te if no.		
2. When you think at	out cheese what bran	ds come to m	ind?			
/ a. Kraft	e. Velveeta	i.	Philadelphia			
b. Sargento	f. Babybel	j.	Other, define		_	
c. Borden	g. Daily Chef	k.				
d. Tillamook	h. Daisy	I.				
a What criteria do w	ou use to make a decisi	on which bra	nd of cheese to b	uv?		
3. What chiceria do yo	#4	#5		.,.		
a. Have bought b	pefore	900000000				
b. texture c. Taste d. Quality (clarify e. Price f. color	_/_					
d. Quality (clarify	)					
e. Price		-				
f. color		1				
g. Other, define					-	
cheese. What kind	d of benefit do you get	from (taste):	substitute):	, , , , ,		11
	rith five meaning you to	otally agree a	nd one meaning y	ou don't agre	e at all, h	now wo
ou evaluate these state						
8. Cheese is a great s	snack for me and my fa	mily		1 2	3 4	(5)
9. Cheese is too exp	ensive for me			1 8	3 4 3 4 3 4	5
o. Cheese is best wit	h some kind of fruit			(1)2	3 4	5
11. What is the occasi	on when you most oft	en want chee	se? "Strek	s- Smithing"	-	
12. What do you like t	est about Swan Dairy	Cheese?	N/A			
13. What do you dislik	e about Swan Dairy Ch	neese?				
e sure to visually get o	iemos]				Jim Aver	
					July 2, 20	017

resea											
	, my name is	. I am a	student at t	the Univer	sity of	Oklahoma a	and we are	e con	duct	ing s	some
-> [i	rch for a class. I pror	nise I do not	want to se	ll you anyt	hing.						
	Do not read any ansv	wers below, I	let the resp	ondent gi	ve you	an answer	without yo	our in	put.	1	
1.	Do you eat cheese a	nt least once	a month? \	YesNo		Terminat	e if no.				
12.	When you think abo	ut cheese w	hat brands	come to n	nind?						
V,	a. Kraft	e. Vel	lveeta	i.	Philad	elphia					
V	b. Sargento	f. Ba	bybel	j.	Other	define					
	c. Borden		ily Chef								
	d. Tillamook	h. Da	isy	L.							
3-	What criteria do you	use to make	e a decision	which bra	and of o	heese to b	uy?				
F3			#4	#5							
27	<ul> <li>a. Have bought be</li> </ul>	fore									
<u> </u>	b. texture										
<u></u>	c. Taste										
123	d. Quality (clarify)		-								
	e. Price		V								
_	f. color	0550									
	g. Other, define	Mc.41		V					23		
6.	[continue to probe]	Can you thin	ik of anythi	ove) ing else? (	record	above)					
7-	You said (taste/subs	titute) is the	main thing	ing else? (	o make	up your mi	nd when	you d	ecido	e yo	u want
7-		titute) is the	main thing	ing else? (	o make	up your mi	nd when	you d	ecide	e yo	u want
7-	You said (taste/subs cheese. What kind o	titute) is the	main thing you get fro	ing else? ( ; you use t om (taste/	o make substitu	up your mi	Haveg	19"	1.1/4	u.g.	
7- On a (	You said (taste/subs cheese. What kind o	titute) is the of benefit do th five meaning	main thing you get fro	ing else? ( ; you use t om (taste/	o make substitu	up your mi	Haveg	19"	1.1/4	u.g.	
7- On a c	You said (taste/subs cheese. What kind o one to five scale, wit valuate these statem	titute) is the of benefit do th five meanin	main thing you get fro	you use tom (taste/	o make substitu	up your mi	ou don't a	△﴾^	at al	I, ho	ow wou
7- On a c rou e 8.	You said (taste/subs cheese. What kind o one to five scale, wit valuate these statem Cheese is a great sn	titute) is the of benefit do th five meaning nents: ack for me a	main thing you get fro	you use tom (taste/	o make substitu	up your mi	ou don't a	△﴾^	at al	I, ho	ow wou
7- On a c you e 8. 9-	You said (taste/subs cheese. What kind o one to five scale, wit valuate these statem	titute) is the of benefit do th five meaning nents: ack for me an	main thing you get fro ng you tota nd my fami	you use tom (taste/	o make substitu	up your mi	ou don't a	19"	at al 3	I, ho	w wou
7- On a c rou e 8. 9- 10.	You said (taste/subs cheese. What kind of one to five scale, with evaluate these statem Cheese is a great sno	titute) is the of benefit do th five meanin nents: ack for me an isive for me some kind of	main thing you get fro ng you tota nd my fami	ing else? ( gyou use tom (taste/ ally agree a	o make substitu and one	up your mi	ou don't a	△﴾^	at al 3	I, ho	w wou
7- On a c rou e 8. 9- 10.	You said (taste/subs cheese. What kind of one to five scale, with evaluate these statem Cheese is a great sna Cheese is too expen Cheese is best with:	titute) is the of benefit do th five meanin nents: ack for me an isive for me some kind of	main thing you get fro ng you tota nd my fami	ing else? ( gyou use tom (taste/ ally agree a	o make substitu and one	up your mite)?/	ou don't a	△﴾^	at al 3	I, ho	w wou
7- On a c vou e 8. 9- 10.	You said (taste/subs cheese. What kind of one to five scale, with evaluate these statem Cheese is a great sna Cheese is too expen Cheese is best with:	titute) is the of benefit do th five meanin nents: ack for me asive for me some kind of	main thing you get fro ng you tota nd my fami f fruit nost often	you use tom (taste/	o make substitu and one	up your mite)?/	ou don't a	△﴾^	at al 3	I, ho	w wou

	. I am a	student at the O	anythi	ing.	17.30.10.33						
earch for a class.	I promise I do not	Walle to sell you	carry and								
[Do not read any	y answers below,	let the responde	nt give	you ar	answe	rwithout	yours	nput	-1		
. Do you eat che	eese at least once	a month? Yes	_No_		Termin	ate if no.					
. When you thin	nk about cheese w	vhat brands com	e to mi	nd?	Inhin						
a. Kraft	V e. Ve	elveeta	I.	Philade	d-fine						
b. Sargento	f. Ba	abybel	1.	Other,	denne_			-			
c. Borden	g. D	aily Chef	k.								
d. Tillamook	h. D	aisy	1.			100000					
3. What criteria	do you use to mal	ke a decision whi	ich bra	nd of c	heese to	buy?					
		#4	#5								
	ight before		1								
, b. texture											
a. Have bou b. texture c. Taste d. Quality (c e. Price f. color g. Other, de											
d. Quality (	clarify)										
e. Price		<u> </u>									
f. color											
g. Other, de	efine										
- 8		d about									
5. Is there anot	ther reason? (prol	De, record above	Jens /	rarard	ahove)						
6 Icontinue to	probe] Can you to	hink of anyuning	cize. (	iecord	000/						
				to make	e tip vot	r mind w	hen yo	u de	cide	you	Want
7. You said (tas	ste/substitute) is t	the main thing yo	ou use t	to mak	e up you	ir mind w	hen yo	u de	cide	Pos	Want
<ol><li>You said (tas cheese. Wh</li></ol>	ste/substitute) is t at kind of benefit	the main thing yo do you get from	taste	to mak /substit	e up you tute)?. ့	r mind w	hen yo	u de	cide	Peo	Wallic
<ol><li>You said (tas cheese. Wh</li></ol>	ste/substitute) is t at kind of benefit	the main thing yo do you get from	taste)	to mak /substit	e up you tute)?. ့	ir mind w	hen yo	u de	cide	Peo	4
								-		_	
								-		_	
on a one to five s	scale, with five me	aning you totally	agree				on't aş	gree	at al	l, ho	w wot
on a one to five s	scale, with five me	aning you totally	agree				on't aş	gree	at al	l, ho	w wot
On a one to five so you evaluate thes 8. Cheese is a	scale, with five me se statements: great snack for m	aning you totally ne and my family	agree				on't ag	gree 2 2	at al	l, ho	w wot
On a one to five so you evaluate thes 8. Cheese is a	scale, with five me se statements: great snack for m	aning you totally ne and my family me	agree		ie mean	ing you d	on't ag	gree	at al	l, ho	w wot
on a one to five so ou evaluate thes 8. Cheese is a 9. Cheese is to	scale, with five me se statements: great snack for m oo expensive for r est with some kin	aning you totally ne and my family me nd of fruit	agree	and or	ie mean		on't ag	gree 2 2	at al	l, ho	w wot
on a one to five so ou evaluate thes 8. Cheese is a 9. Cheese is to	scale, with five me se statements: great snack for m oo expensive for r est with some kin	aning you totally ne and my family me nd of fruit	agree	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wot
on a one to five so ou evaluate thes 8. Cheese is a 9. Cheese is to	scale, with five me se statements: great snack for m	aning you totally ne and my family me nd of fruit	agree	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wot
On a one to five s you evaluate thes 8. Cheese is a 9. Cheese is to	scale, with five me se statements: great snack for m oo expensive for r est with some kin	aning you totally ne and my family me nd of fruit	agree	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wou
On a one to five so you evaluate thes 8. Cheese is a 9. Cheese is to 10. Cheese is b	scale, with five me se statements: great snack for m oo expensive for r est with some kin e occasion when y	aning you totally ne and my family me nd of fruit ou most often w	agree	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wou
On a one to five so you evaluate thes 8. Cheese is a 9. Cheese is to 10. Cheese is b	scale, with five me se statements: great snack for m oo expensive for r est with some kin	aning you totally ne and my family me nd of fruit ou most often w	agree	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wou
On a one to five so you evaluate thes  8. Cheese is a g. Cheese is to 10. Cheese is b  11. What is the	scale, with five me se statements: great snack for m oo expensive for r est with some kin e occasion when y	aning you totally ne and my family me nd of fruit ou most often w	agree vant che ese?	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wou
On a one to five so you evaluate thes  8. Cheese is a g. Cheese is to 10. Cheese is b  11. What is the	scale, with five me se statements: great snack for m oo expensive for r sest with some kin e occasion when y ou like best about	aning you totally ne and my family me nd of fruit ou most often w	agree vant che ese?	and or	ie mean	ing you d	on't ag	gree 2 2	at al	l, ho	w wou
On a one to five so you evaluate thes  8. Cheese is a g. Cheese is to 10. Cheese is b  11. What is the	scale, with five me se statements: great snack for m oo expensive for r sest with some kin e occasion when y ou like best about	aning you totally ne and my family me nd of fruit ou most often w	agree vant che ese?	and or	ie mean	ing you d	on't ag	gree 2 2	3 3 3 3	l, ho	g 5 5

Hello, my name is									
	. I am a student at	the Univers	sity of (	Oklahoma ar	nd we are	e cor	duc	ting	some
research for a class. I pr	omise I do not want to se	ell you anyt	hing.		10 110 011		iuuc	cing	Some
-> [Do not read any an	swers below, let the resp	pondent giv	e you a	n answer w	ithout yo	our ir	nput.	]	
1. Do you eat cheese	at least once a month?	Yes <u> V</u> No_		Terminate	if no.				
. When you think al	out cheese what brands	come to m	ind?						
a. Kraft	e. Velveeta	i.	Philad	elphia					
b. Sargento	f. Babybel	j.	Other,	define					
√ c. Borden	g. Daily Chef			71848 200 Table			•		
d. Tillamook	h. Daisy	1.							
3. What criteria do yo	ou use to make a decision	which bra	nd of c	heese to buy	y?				
ł3	#4	#5							
a. Have bought b	efore								
b. texture		-							200
c. Taste	. <u>V</u>	-							
d. Quality (clarify e. Price	)								
✓ e. Price		-	dis						
f. color	***************************************		Gui4	like vorg	Della- Ch	in)			
g. Other, define									
5. Is there another re	ason? (probe, record abo		ecord a	bove)					
<ol> <li>Is there another re</li> <li>[continue to probe</li> <li>You said (taste/sub</li> </ol>	ason? (probe, record abo Can you think of anything stitute) is the main thing	ng else? (re	make	up your mine	d when y	ou d	ecid	e yo	u wan
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind	ason? (probe, record about the probe as a son? (probe, record about the probe and the probe as a son a	you use to you use to om (taste/su	make ubstitu	up your mind te)? ふい	y Mos	717			
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind on a one to five scale, with the evaluate these state 8. Cheese is a great state.	ason? (probe, record about 1 Can you think of anything stitute) is the main thing of benefit do you get from the five meaning you total ments:	you use to you use to om (taste/su	make ubstitu	up your mind te)? ふい	r≱ M <sub>o</sub> ,	gree	at al	l, ho	w wor
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind on a one to five scale, with the evaluate these state 8. Cheese is a great state 9. Cheese is too expe	ason? (probe, record about the control of the contr	you use to you use to om (taste/su	make ubstitu	up your mind te)? ふい	r≱ M <sub>o</sub> ,	gree		l, ho	w wor
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind on a one to five scale, with the evaluate these state 8. Cheese is a great state 9. Cheese is too expe	ason? (probe, record about the control of the contr	you use to you use to om (taste/su	make ubstitu	up your mind te)? ふい	u don't ap	gree	at al	l, ho	w wo
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind on a one to five scale, with the cheese is a great state 9. Cheese is too expe 10. Cheese is best with	ason? (probe, record about the control of the contr	ing else? (re you use to om (taste/su illy agree an	make ubstitu	up your mind te)? ふい	u don't ap	gree	at al	l, ho	w wo
5. Is there another re 6. [continue to probe 7. You said (taste/sub cheese. What kind on a one to five scale, wi ou evaluate these state 8. Cheese is a great si 9. Cheese is too expe 10. Cheese is best with 11. What is the occasion	ason? (probe, record about 1 Can you think of anything stitute) is the main thing of benefit do you get from the five meaning you total ments:  nack for me and my family notice for me asome kind of fruit	ing else? (re you use to om (taste/su illy agree an ly	make ubstitu	up your mind te)? ふい	u don't ap	gree	at al	l, ho	w wo

ass survey:									223
no, my name is	. Lam a s	student at the U	niversity of C	klahoma ar	id we are	condu	cting	son	ne
	s. I promise I do not	want to sell you	anything.						
search for a clas-	s. I promise i de ma			o postular M	ithout vo	ır inpu	ıt.1		
> [Do not read a	any answers below,	let the responde	ent give you a	Terminate	if no	at maps	,		
	theese at least once			ierminace	211 110.				
2. When you th	nink about cheese w	hat brands com	e to mind?	-tt-to					
a. Kraft				elphia					
b. Sargento	f. Ba	abybel	j. Other	, define	-				
c. Borden	g. Da	aily Chef	k.						
d. Tillamook	h. D:	aisy	I.						
<ul> <li>What criteri</li> </ul>	ia do you use to mal	ce a decision wh	ich brand of	cheese to be	ıy?				
5. ************************************		#4	#5						
a. Have be	ought before								23
b. texture		<u> </u>							
C. Taste									
b. texture c. Taste d. Quality e. Price f. color g. Other,	(clarify)		-1-						
e. Price									
f. color									
g. Other,	define								
	other reason? (prob		200						
			else? (record		محطين الحيا	wou d	acide	voi	want
	aste/substitute) is the start of benefit of the start of benefit of the start of th				alnd when	you d	ecide لي	you well	want
7. You said (t cheese. W	aste/substitute) is the hat kind of benefit	he main thing yo do you get from	ou use to mak (taste/substi	te up your m tute)?					
7. You said (t cheese. W	aste/substitute) is the hat kind of benefit	he main thing yo do you get from	ou use to mak (taste/substi	te up your m tute)?					
7. You said (to cheese. W	aste/substitute) is the state of benefit of the state of	he main thing yo do you get from fg 2' aning you totally	ou use to mak (taste/substi	te up your m tute)?					
7. You said (to cheese. W	aste/substitute) is the state of benefit of the state of	he main thing yo do you get from fg 2' aning you totally	ou use to mak (taste/substi	te up your m tute)?	you don't	agree	at al	I, ho	w wo
7. You said (to cheese. When a one to five you evaluate the second control of the second	aste/substitute) is the state of benefit of the scale, with five means a great snack for means too expensive for means too expensive for means a great snack for means a great	he main thing yo do you get from for aning you totally e and my family ne	ou use to mak (taste/substi	te up your m tute)?	you don't	agree	at al	I, ho	w wo
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Class survey:							500.3		
Hello, my name is	. I am a student at the	Univer	ity of Okl	ahoma and w	e are o	ond	ucti	ng so	me
research for a class. I	promise I do not want to sell yo	ou anyt	hing.						
> [Do not road any	answers below, let the respond	lent giv	e you an	answer withou	ut you	rinp	ut.]		
<ol> <li>Do you eat chee</li> </ol>	ese at least once a month? Yes	V_No.		Terminate if n	0.				
ž. When you think	about cheese what brands cor	ne to n	ind?						
J a. Kraft	✓ e. Velveeta	i.	Philadelp	ohia					
b. Sargento	f. Babybel	j.	Other, de	efine		-			
√ c. Borden	g. Daily Chef	k.							
d. Tillamook	h. Daisy	I.							
What criteria do	you use to make a decision wh	hich bra	and of che	ese to buy?					
#3	#4	#5							
a. Have bough	nt before	1000							
b. texture c. Taste d. Quality (cla e. Price									
d. Quality (cla	rify)								
V e. Price									
f. color		-							
g. Other, defin	ne slect	V							
cheese, What I	substitute) is the main thing you kind of benefit do you get from	(taste	substitute	p your mind w e)?. <u>ジャック</u>	hen y	ou d	ecid	e you	want
	e, with five meaning you totally			neaning you d	on't a	gree	at a	II, ho	w would
you evaluate these s	tatements:	0		55.00					
	at snack for me and my family				1	2	3	4	5
g. Cheese is too					1	2	3	4	5
	with some kind of fruit				1	2	3	4	5
				Snach					
11. What is the oc	casion when you most often w	ant che	ese?	. 101				30	
12. What do you li	ke best about Swan Dairy Chee	se? N	/A						
13. What do you d	lislike about Swan Dairy Cheese	?							
[be sure to visually a	get demos]						Jim .	Avery	
1000							-	2, 201	

	my name is	. I am a s	tudent at the	University	of Oklaho	oma and w	ve are	con	duct	ing s	ome
	ch for a class. I pro									_	
->[D	o not read any ans	swers below, le	et the respon	dent give y	ou an ans	wer witho	out yo	ur in	put.		
1. [	Do you eat cheese	at least once a	month? Yes	V_No	Terr	minate if r	10.				
2. V	When you think ab	out cheese wh	at brands co	me to mino	1?						
	a. Kraft		/eeta								
	b. Sargento	f. Bab			her, defin						
-	c. Borden		y Chef						53		
_	d. Tillamook	h. Dais		I.							
3. V	What criteria do yo	u use to make	a decision wi	hich brand	of cheese	to buy?					
13			#4	#5							
	a. Have bought b	efore	2.50								
	b. texture			J							15
<u>-</u> ;	c. Taste		V								
	d. Quality (clarify	)									
V .	e. Price										
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	g. Other, define_										
	White States Control Control										
	s there another re										
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Class	survey:							tion o	
Hello, I	ny name is	I am a student at the	Univers	ity of C	)klahoma ai	nd we are c	onduc	tings	ome
researe	ch for a class. I pro	mise I do not want to sell y	ou anyti	ning.					
		wers below, let the respon			an answer w	vithout you	r input	.]	
->[D	o not read any ans	wers below, let the respon	. /	,,,,,,					
		at least once a month? Yes		_	Terminat	e if no.			
2. V	When you think ab	out cheese what brands co	me to m	ind?					
	a. Kraft	e. Velveeta	I.	Philad	lelphia				
	o. Sargento	f. Babybel	j.	Other	, define		100		
	. Borden	g. Daily Chef	k.						
	d. Tillamook	h. Daisy	1.						
		110 000000			heese to bu	?			
3. 1	What criteria do yo	ou use to make a decision w	vhich bra	ind of o	neese to be	uy:			
#3		#4	#5/						
	<ul> <li>a. Have bought t</li> </ul>	pefore							
-	b. texture								
V	c. Taste								
	d. Quality (clarify	)							
	e. Price	<u> </u>							
_	f. color								
_	g. Other, define								
		e] Can you think of anythin bstitute) is the main thing y d of benefit do you get from	vou use	to mak	e up your m	ind when y	ou dec	ide y	ou want
you e	valuate these stat	with five meaning you total ements:		and on	e meaning	you don't a	2	3 4	(3)
8.	Cheese is a great	snack for me and my family	7			10	2	3 4	5
9.	Cheese is too exp	ensive for me				1	2 2	3 6	5
10.	Cheese is best wi	th some kind of fruit			11/1	3		-	
11.	What is the occas	sion when you most often v	want che	ese? _	With	Masi	Meals	8	
12.	What do you like	best about Swan Dairy Che	eese? [	)oint	kan				
13.	What do you disl	ike about Swan Dairy Chee:	se?						
[bes	sure to visually get	: demos]						m Ave	

Clas	s survey:								
Hello,	my name is	I am a student at the L	Iniversity of	Oklahoma and w	re are c	ond	uctir	ng so	me
resea	rch for a class. I prom	ise I do not want to sell yo	u anything.						
		ers below, let the respond		an answer witho	ut you	r inp	ut.]		
1.	Do you eat cheese at	least once a month? Yes	_ No	Terminate if r	10.				
34	When you think abou	ut cheese what brands com	e to mind?	t-t-bt-					
V/	a. Kraft	e. Velveeta	i. Philac	ielphia					
V	b. Sargento	f. Babybel	j. Other	, define		-			
-	c. Borden	g. Daily Chef							
	d. Tillamook	h. Daisy	I.						
3-	What criteria do you	use to make a decision wh	ich brand of	cheese to buy?					
#3		#4	#5						
	a. Have bought bet	fore							
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V	c. Taste	-							
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6.	[continue to probe]	son? (probe, record above Can you think of anything o titute) is the main thing yo of benefit do you get from	else? (record u use to mak	e up your mind v	when yo	ou de	ecide	e you	u want
you	evaluate these staten	h five meaning you totally nents: ack for me and my family	agree and on	e meaning you					^
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	Cheese is best with				1	2	3	4	5
		n when you most often wa	nt cheese?	Snach		-			
11.	what is the occasion	1 When you most order wo							
12.	What do you like be	st about Swan Dairy Chees	e? N/A						
13.	What do you dislike	about Swan Dairy Cheese:							

Class	s survey:					
Hello,	my name is I am a student at the University of Oklahoma and	we are	cond	uctir	ng so	me
resear	rch for a class. I promise I do not want to sell you anything.					
	Do not read any answers below, let the respondent give you an answer with		ur inp	ut.]		
1.	Do you eat cheese at least once a month? Yes V No Terminate if	no.				
√ 	When you think about cheese what brands come to mind?  a. Kraft	i when	you d	ecid	e you	u want
	Cheese					30-EC7:00
	one to five scale, with five meaning you totally agree and one meaning you	don't a	eree	at a	II, ho	w would
On a	evaluate these statements:					
	Cheese is a great snack for me and my family	1	2	3	4	3
	Cheese is too expensive for me	1	0	3	4	5
10.	Cheese is best with some kind of fruit		2	3	4	5
	What is the occasion when you most often want cheese?	79 <sub>1</sub> 5	nect			-
12.	What do you like best about Swan Dairy Cheese?				111111111111111111111111111111111111111	
13.	What do you dislike about Swan Dairy Cheese?					
[be s	sure to visually get demos]			Jim /	Avery	,

lass survey:	Lam a student	at the Univers	ity of Oklahoma and w	ve are conducting some
ello, my name is	. I de not want t	o sell you anyth	hing.	
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-> [Do not read any on		No.	Terminate if r	no.
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	the state of the s	- de como a tra fil	ning:	
2. When you think al	e, Velveeta	i.	Philadelphia	
a. Kraft		j.	Other, define	-
b. Sargento	v Daily Chr	of K.	loughingcans	
c. Borden	g, Daily Cir.	l.	, ,	
d. Tillamook	h. Daisy		to bond	
un et eritoria do s	you use to make a de	cision which br	and of cheese to buy?	
	#4	#5		
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b. texture			3	
	1	/	-3	
c. Taste	(fu)			
d. Quality (clari	11)			
e. Price	-			
T. COIOI			_	
g. Other, defin	6	1000		
6. [continue to pro	reason? (probe, rec obe] Can you think of	anyumig o	·	d when you decide you want
6. [continue to pro	obe] Can you think of	anyumig o	·	d when you decide you want
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7. You said (taste) cheese. What is	substitute) is the mai	in thing you us get from (tast	e to make up your mine te/substitute)?CV\_	
7. You said (taste) cheese. What is  On a one to five scale	substitute) is the main of benefit do you	in thing you us get from (tast	e to make up your mine te/substitute)?CV\_	u don't agree at all, how woul
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cheese. What kind of benefit do you get not the same	ass surve	ey:	I am a sti	ident at th	e University	f Oklahor	na and we	are conducting	some
Do not read any answers below, let the respondent give you an answer without your injust.]	llo, my name	eless Loromis	e I do not w	ant to sell	you anything				
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2. When you think about cheese what brands come to mind?  a. Kraft	1. Do you e	eat cheese at le	east once a	month? Ye	esNo	iem	ninate if no.		
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b. Sargento c. Borden d. Tillamook h. Daisy l.  3. What criteria do you use to make a decision which brand of cheese to buy? 3. Have bought before b. texture c. Taste d. Quality (clarify) e. Price f. color g. Other, define  5. Is there another reason? (probe, record above) 6. [continue to probe] Can you think of anything else? (record above) 7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)?.  On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how wou evaluate these statements: 8. Cheese is a great snack for me and my family 9. Cheese is to expensive for me 10. Cheese is best with some kind of fruit 11. What is the occasion when you most often want cheese?  What do you like best about Swan Dairy Cheese?			e. Velv	eeta	i. Phi	ladelphia		rich to	
c. Borden g. Daily Chef			f. Bab	ybel	j. Ot	her, define	e great	OU OC	
d. Tillamookh. Daisyi.  3. What criteria do you use to make a decision which brand of cheese to buy?  3. A Have bought beforeb. texture			g. Dail	y Chef	k.				
3. What criteria do you use to make a decision which brand of cheese to buy?  3. Have bought before  4. #5  a. Have bought before  b. texture  c. Taste  d. Quality (clarify)  e. Price  f. color  g. Other, define  5. Is there another reason? (probe, record above)  6. [continue to probe] Can you think of anything else? (record above)  7. You said (taste/substitute) is the main thing you use to make up your mind when you decide you want cheese. What kind of benefit do you get from (taste/substitute)?.  ON PORC ORGUN 13 HONES TO SOME  On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how wou you evaluate these statements:  8. Cheese is a great snack for me and my family  9. Cheese is too expensive for me  10. Cheese is best with some kind of fruit  11. What is the occasion when you most often want cheese?  O)  What do you dislike best about Swan Dairy Cheese?  O)  What do you dislike about Swan Dairy Cheese?			h. Dai	SV.	1.				
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[be sure to visually get demos]  July 2, 2017	10. Chee	t do you like b	n when you	most ofte	Cheese?	e? - Q\_	220,	wncm	

ass survey:	Lam a Stud	dent at the Univ	versity of O	klahoma and w	e are condi	ucting som	e
llo, my name is search for a class. I p	in I do not wa	nt to sell you a	nything.				
search for a class. I p	romise i do noc wo			- witho	ut your inp	ut.1	
> [Do not read any a	nswers below, let	the respondent	t give you a	n answer witho	or your mp		
Do you eat chee	se at least once a n	nonth? Yes	No	Terminate if n	0.		
. When you think	about cheese what	brands come t	to mind?	. L. b.i.e			
a. Kraft	i /e. Velve	eta	the R. P. St. St. Comp. Com.	elpnia			
b. Sargento	f. Baby	bel	j. Other,	define	-		
c. Borden	g. Daily	Chef	k.				
d Tillamook	h. Daisy	1	1.				
What criteria do	vou use to make a	decision which	h brand of o	heese to buy?			
	100 000 000	#4 #	5				
a. Have bough	at before						
a. Have book	it Deloie						
b. texture		/	100				
c. Taste	-14.3						
d. Quality (cla	rity)						
d. Quality (cla			/				
1. 60101							
g. Other, defi	ne						
6. [continue to pr	er reason? (probe, robe] Can you thinl	cor anyuming co	isc. (1200)	wour mind	when you	decide you	want
7. You said (taste cheese, What	robe] Can you thin (substitute) is the kind of benefit do	main thing you you get from (t	use to mak taste/substi	tute)?. <u>(20018</u>	when you	decide you	want oron
7. You said (taste cheese. What  SYNO  10. To the cheese in the cheese	robe] Can you thini (/substitute) is the kind of benefit do	main thing you you get from (t	use to mak taste/substi	te up your mind tute)?. @0618	,		
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ass survey:	. I am a	student at the U	Jniversity of	Oklahoma and v	we are conduct	ing some
llo, my name is _	I promise I do no	t want to sell yo	u anything.			
search for a class.	1 promise r do no			an answer with	out your input	.]
> [Do not read an	y answers below,	, let the respond	lent give you	I dit diswer we.		
1. Do you eat ch	eese at least once	e a month? Yes	V No_	Terminate if	no.	
When you thi	nk about cheese v	what brands con	ne to mind?	A. L. L. L.		
a. Kraft	e V	elveeta		adelphia		
b. Sargento	✓ f. B	Babybel		er, define		
c. Borden	g. D	aily Chef	K.			
d. Tillamook	h. D	Daisy	I.			
	do you use to ma	ke a decision wi	hich brand o	f cheese to buy?		
	do you use to mo	#4	#5			
a Have ho	ught before		-			
b. texture						
		~	-			
d. Quality (	clarify)					
e. Price						
d. Quality ( e. Price f. color						
5. Is there and 6. [continue to	ther reason? (pro probe] Can you t	think of anyuning	g eise. (reco	ake up your min	d when you de	cide you want
5. Is there and 6. [continue to 7. You said (ta cheese. Wh	ther reason? (pro probe] Can you t ste/substitute) is nat kind of benefit	think of anything the main thing to	ou use to m (taste/sub	ake up your min stitute)?		cide you want
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1000 00 )	. I am a student at th	a Universi	ity of Ok	lahoma ar	nd we ar	e conduct	ting some
ello, my name is	. I am a student at th	you anyth	ning.				
	balance let the respo	ndent giv	e you an	answer w	vithout )	онг игрис	-)
-> [Do not read any ar	se at least once a month? Ye	/		Torminat	e if no.		
. De you gat chees	e at least once a month? Ye	No_Nes		Terriniae	- 11 110		
1. Do you eat circuit		nma to m	nind?				
2. When you think a	about cheese what brands o	Offic to in	Philade	lohia			
a. Kraft	V e. verveeta		Other,	define			
b. Sargento	f. Babybel						
c. Borden	g. Daily Chef	k.					
4 Tillamook	h. Daisy	1.					
0. 111011111	you use to make a decision	which br	and of ch	neese to b	uy?		
<ol> <li>What criteria do</li> </ol>	you use to make a decision	#5	21/20/20/20				
	, , , , , , , , , , , , , , , , , , ,						
₹3 a. Have bough	t before	-					
a decision	-7						
c. Taste			-				
c. Taste d. Quality (class e. Price f. color g. Other, defin	rify)	_					
✓ e. Price		-	-				
f. color		-	-				
g. Other, defin	ne	_	-				
	reason? (probe, record al	bove)					
5. Is there anothe	er reason? (probe, record at	oove) ning else?	(record	above)			
. F . House to or	whe I Can you think or any		(record	above)			-id- you want
6. [continue to pr	robe] Can you think of anyo	B	a to make	TUO YOUR	mind wl	nen you de	ecide you want
6. [continue to pr	robe] Can you think of anyo	B	a to make	TUO YOUR	mind wl	nen you de	ecide you want
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7. You said (taste cheese. What	/substitute) is the main thir kind of benefit do you get f	ng you use from (tast	e to make te/substit	e up your tute)?			
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7. You said (taste cheese. What	le, with five meaning you to statements: reat snack for me and my fare expensive for me at with some kind of fruit ccasion when you most often	ng you use from (tast かなlly agre mily	e to make te/substit Wayo ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5 3 4 5 3 4 5
7. You said (taste cheese. What	le, with five meaning you to statements: reat snack for me and my fare expensive for me at with some kind of fruit ccasion when you most often	ng you use from (tast かなlly agre mily	e to make te/substit Wayo ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5 3 4 5 3 4 5
On a one to five sca you evaluate these is a group. Cheese is too to. Cheese is best on the sca what is the o	Is ubstitute) is the main thir kind of benefit do you get for the with five meaning you to statements: reat snack for me and my far expensive for me at with some kind of fruit ccasion when you most oft	ng you use from (tast otally agre mily	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
On a one to five sca you evaluate these is a group. Cheese is too to. Cheese is best on the sca what is the o	Is ubstitute) is the main thir kind of benefit do you get for the with five meaning you to statements: reat snack for me and my far expensive for me at with some kind of fruit ccasion when you most oft	ng you use from (tast otally agre mily	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
7. You said (taste cheese. What	le, with five meaning you to statements: reat snack for me and my fare expensive for me at with some kind of fruit ccasion when you most often	ng you use from (tast otally agre mily	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
6. [continue to proceed of the cheese. What work of the sea what work of the sea you evaluate these so the cheese is a group. Cheese is too to. Cheese is the company of the cheese is the cheese i	le, with five meaning you to statements: reat snack for me and my fare with some kind of fruit ccasion when you most oft like best about Swan Dairy	ng you use from (tast tally agre mily en want c Cheese?	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
6. [continue to proceed of the cheese. What work of the sea of the	le, with five meaning you to statements: reat snack for me and my fare with some kind of fruit ccasion when you most oft like best about Swan Dairy	ng you use from (tast tally agre mily en want c Cheese?	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
6. [continue to proceed of the cheese. What work of the sea of the	If you trink or any or trink or trink or any or trink or tri	ng you use from (tast tally agre mily en want c Cheese?	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
6. [continue to proceed of the cheese. What work of the sea of the	le, with five meaning you to statements: reat snack for me and my fare with some kind of fruit ccasion when you most oft like best about Swan Dairy	ng you use from (tast tally agre mily en want c Cheese?	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5
6. [continue to proceed of the cheese. What work of the sea what work of the sea you evaluate these so the cheese is a group. Cheese is too to. Cheese is the continue of the sea what is the sea what is the sea what is the continue of the sea what is the	Is ubstitute) is the main thir kind of benefit do you get for the with five meaning you to statements: reat snack for me and my fare expensive for me and my fare with some kind of fruit ccasion when you most often the company of the best about Swan Dairy of the company of the	ng you use from (tast tally agre mily en want c Cheese?	e to make te/substitu WOUO ee and on theese?	e up your ute)? ute)? ne meanin	g you do	on't agree	at all, how woul  3 4 5  3 4 5  3 4 5

lass survey:	am a student at th	ne Univers	ity of Oklahoma and	we are co	ndu	Cfiuž	some
lass survey: ello, my name is I esearch for a class. I promise I c	io not want to sell	you anyth	ning.				
-> [Do not read any answers b	. Las sha racro	andant giv	e you an answer with	hout your	inpu	t.]	
1. Do you eat cheese at least	once a month? Y	es / No	Terminate i	no.			
2. When you think about che		come to m	ind?				
a. Kraft	e. Velveeta	le le	Filliadelpino				
b. Sargento _	f. Babybel	j-	Other, define		-		
c. Borden	g. Daily Chef	k.					
0	_h. Daisy	L					
<ol> <li>What criteria do you use t</li> </ol>	o make a decision	which bra	and of cheese to buy	?			
	#4	#5					
a. Have bought before	-	-					
b. texture	-/						
c. Taste		-					
d. Quality (clarify)	1						
a. Have bought before b. texture c. Taste d. Quality (clarify) e. Price f. color g. Other, define( cl/O (							
g. Other, define ( ) (	ounk						
weight loss	benefit_				_		
On a one to five scale, with five	e meaning you to	tally agree	and one meaning yo	ou don't a	gree	at a	II, how wou
On a one to five scale, with its you evaluate these statement	c integring log to	, ,					.0
8. Cheese is a great snack	for me and my fan	nily		0	2	3	4 (4)
<ol> <li>Cheese is too expensive</li> </ol>	for me			ربي			(4) 5
10. Cheese is best with son	ne kind of fruit				-	2	0
11. What is the occasion wi	nen you most ofte	n want ch	eese? SNACK	1	211	15	
					_		
12. What do you like best a	bout Swan Dairy (						
12. What do you like best a	Λ	Cheese?					
[/]	out Swan Dairy Ch	Cheese?					Avery 2, 2017
13. What do you dislike about the sure to visually get demo	out Swan Dairy Ch	Cheese?					
13. What do you dislike about the sure to visually get demo	out Swan Dairy Ch	Cheese?					
13. What do you dislike about the sure to visually get demo	out Swan Dairy Ch	Cheese?					

Class	s survey:						-tion come
Hello.	my name is	I am a student at t	he Univers	sity of Okl	ahoma and v	ve are condu	icung some
resear	rch for a class. I promi	se I do not want to se	I you anyti	ning.			
→[0	o not read any answ	ers below, let the resp	ondent giv	re you an :	answer with	out your inpu	ıt.]
1.	Do you eat cheese at	least once a month? \	res K No	_	Terminate if	no.	
,	When you think abou	t cheese what brands	come to m	nind?			
	a. Kraft	e. Velveeta	1.	Philadel			
	b. Sargento	f. Babybel	j.	Other, d	efine		
	c. Borden	g. Daily Chef	k.				
	d. Tillamook	h. Daisy	1.				
3.	What criteria do you	use to make a decision	which bra	and of che	ese to buy?		
#3	77100 611001111 01 7	#4	#5				
×	a. Have bought bef	ore					
^							
-	b. texture c. Taste d. Quality (clarify)						
~	d. Quality (clarify)	No. 0000	12000				
_	e. Price						
=	f. color	1.7					
-	g. Other, define		AS 1102				
		son? (probe, record al					
	You said (taste subs	Can you think of anyth titute) is the main thin of benefit do you get f	ng you use rom (taste	to make u (substitut	p your mind	when you d	ecide you want
	his	her quo	litu				
0	one to five scale wif	h five meaning you to	tally agree	and one r	meaning you	don't agree	at all, how would
One	evaluate these stater	nents:	12 St				_
you	Chapse is a great sn	ack for me and my far	nily			1 2	3 4 5
0.	. Cheese is too exper	sive for me				1 2	3 4 5
9.	. Cheese is best with	some kind of fruit				(1) 2	3 4 5
		n when you most ofte	n want che	eese?			
11.		A1	1	•	1-11	abore	0
	snack	s (nach	DS)	30	MED	also i	2000
12	. What do you like be	est about Swan Dairy (	heese?		CENC		
13	. What do you dislike	about Swan Dairy Ch	eese?				
[be	sure to visually get d	emos]					Jim Avery July 2, 2017

Class survey:								
Hello my name is	I am a student at th	ne Univers	sity of Ok	dahoma and v	ve are co	nducting	g sor	ne
research for a class. I pro	omise I do not want to sell	you anyth	hing.					
CJCGICITION O COLOR		a dont six	0.10011.30	answer with	out your i	nput.]		
—> [Do not read any an	swers below, let the respo	ndent giv	e you an			1		
	at least once a month? Y		_	Terminate if	no.			
2 When you think at	oout cheese what brands o	come to m	nind?	2007				
a. Kraft	e. Velveeta	1.	Philade	lphia				
b. Sargento	f. Babybel			define	_	-82		
c. Borden	g. Daily Chef	k.	Krista	1 forms				
d. Tillamook	h. Daisy	I.						
a. What critoria do y	ou use to make a decision	which bra	and of ch	eese to buy?				
	#4,	#5						
#3 a. Have bought	before	400000000000000000000000000000000000000						
b. texture		9.3						
c. Taste								
d. Quality (clarif		1000						
v e. Price								
f. color	1111							
g. Other, define	MISH WIN OWN							
s Is there another i	reason? (probe, record ab	ove)						
6. Continue to prob	be] Can you think of anyth	ing else?	(record a	bove)				
cheese. What kir	ubstitute) is the main thing and of benefit do you get fr	om (taste	/subsuitu	rte)?				
1000 D	1			meaning you	don't ag	ree at al	II. ho	w would
On a one to five scale,	with five meaning you tot	ally agree	and one	meaning you	2011.108			
you evaluate these sta	stements:				1 (	3) 3	4	5
<ol><li>Cheese is a grea</li></ol>	t snack for me and my fam	nily			(1)	2 3	4	5
9. Cheese is too ex	pensive for me				4	203	4	5
10. Cheese is best w	vith some kind of fruit					0		
11. What is the occa	sion when you most ofter	want che	eese?(	Juner t	1 Me	+ WI	- Ca	
tasting								
12. What do you like	e best about Swan Dairy C	heese?						
~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~ ~	0							
13. What do you dis	slike about Swan Dairy Che	ese?						
- 11								
	2010 12							
[be sure to visually ge	t demos]						Avery	
6.5						July	2,20	17

Class survey:			va ar sala tana tana a salah a salah	
Hello, my name is	I am a student at t	he University	of Oklahoma and we	are conducting some
research for a class. I pro	omise I do not want to sel	I you anything	;.	
-> [Do not read any an	swers below, let the respo	ondent give yo	ou an answer without	t your input.]
	at least once a month? Y	/	Terminate if no.	
2. When you think at	out cheese what brands	come to mind	?	
a. Kraft	e. Velveeta	i. Phi	iladelphia	
b. Sargento	f. Babybel	j. Otl	her, define	
c. Borden	g. Daily Chef	k.		
d. Tillamook	h. Daisy	l.		
3. What criteria do y	ou use to make a decision	which brand	of cheese to buy?	
13/	345	野女		people say
<ul> <li>a. Have bought l</li> </ul>	before			say
b. texture				DECOLO CIVELK
c. Taste		_		may but
d. Quality (clarify	y)			
e. Price		0.00		quality ask who
f. color	C. Procedures			quality and
g. Other, define	Society			my mean
s. Is there another r	eason? (probe, record ab	ove)		-
6. [continue to prob	e] Can you think of anyth	ing else? (reco	ord above)	
taste	d of benefit do you get fr		(7.00)	V >
	with five meaning you tot	ally agree and	one meaning you do	n't agree at all, how would
On a one to five scale,	with live meaning you too	any agree and	0,	_
you evaluate these stat	snack for me and my fam	ilv		1 2 3 4 (5)
Cheese is a great     Cheese is too exp		,		1) 2 3 4 5
10. Cheese is best wi	th some kind of fruit			1 (2) 3, 4 5
	sion when you most often	want cheese:	ony day	that ends in
(A)				
9.				
	best about Swan Dairy Cl	neese:		1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997
13. What do you disl	ike about Swan Dairy Che	ese?		
- OLAS	r ward of			
The guest to view the set	demos			20000000
[be sure to visually get	demosj			Jim Avery July 2, 2017
- won	nan			2007 24 22 17
- 45				
- whi	-			
- 001	-			

iass survey:	. I am a student at th	a University o	of Oklahoma and w	e are conducting some
ello, my name is	. I am a student at the	wou anything		
coasch for a class.	promise I do not want to see	,		
→ Fno not read any	answers below, let the respo	indent give yo	u an answer witho	out your input. J
, [00	· · · · · · · · · · · · · · · · · · ·	nes No	Terminate if r	10.
<ol> <li>Do you eat che</li> </ol>	ese at least once a month? Yo	-34	,	
When you think	cabout cheese what brands of	ome to mind		
a. Kraft	e. Velveeta	i. Ph	lladelphia her, define <u>ay eo</u> 1141 NYS	1 -101118 -
b. Sargento	f. Babybel	j. Ot	her, define of ev	V VINOO
c. Borden	g. Daily Chef	k. 160	9010100	
d. Tillamook	h. Daisy	1.		
d. Hilamook		. Atab brand	of cheese to buy?	
3. What criteria d	lo you use to make a decision	Which brand	Of Cheese to 197	
13	"X	美		
a. Have boug	ght before			
b. texture				
c. Taste				
d. Quality (cl	arify)	-		
a. Have boug b. texture c. Taste d. Quality (cl e. Price f. color g. Other, de				
f. color				
g. Other, de	fine	-		
- 6				
6. [continue to ]	ner reason? (probe, record at probe] Can you think of anyth	ing eise. (ice	ord above)	
6. [continue to p	ner reason? (probe, record at probe] Can you think of anyth	or you use to I	nake up your mind	when you decide you want
7. You said (tast cheese. What	ner reason? (probe, record at probe] Can you think of anyth te/substitute) is the main thin it kind of benefit do you get f	or you use to I	nake up your mind	when you decide you want
7. You said (task cheese. What	ner reason? (probe, record at probe] Can you think of anyth te/substitute) is the main thin t kind of benefit do you get f	g you use to r rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	
7. You said (task cheese. What	ner reason? (probe, record at probe] Can you think of anyth te/substitute) is the main thin t kind of benefit do you get f	g you use to r rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	
7. You said (tast cheese. Wha	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main thin t kind of benefit do you get for the country of the main thing with five meaning you to	g you use to r rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	
7. You said (tast cheese. Wha	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main thing thing the probability of the main thing the probability of the probabil	g you use to rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	don't agree at all, how woul
7. You said (tast cheese. What he so you evaluate these said (tast cheese is a g	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main think think of benefit do you get for the color of the color	g you use to rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	
7. You said (tast cheese. What heese. What heese what he so you evaluate these so cheese is as a cheese is to	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main think think of benefit do you get for ale, with five meaning you to a statements: The great snack for me and my far of expensive for me	g you use to rom (taste/su	make up your mind bstitute)?. <u>ΩΩ</u> 6.	don't agree at all, how would
6. [continue to ] 7. You said (tast cheese. What heese. What heese what heese was a second of the se	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main thin t kind of benefit do you get for ale, with five meaning you to a statements: great snack for me and my far o expensive for me	g you use to r rom (taste/su tally agree an	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese what he so you evaluate these so you evaluate these so the second	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main thin t kind of benefit do you get for ale, with five meaning you to a statements: great snack for me and my far o expensive for me	g you use to r rom (taste/su tally agree an	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese what he so you evaluate these so you evaluate these so the second	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main think think of benefit do you get for ale, with five meaning you to a statements: great snack for me and my far o expensive for me est with some kind of fruit occasion when you most often	g you use to r rom (taste/su tally agree an	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese what he so you evaluate these so you evaluate these so the second	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main thin t kind of benefit do you get for ale, with five meaning you to a statements: great snack for me and my far o expensive for me	g you use to r rom (taste/su tally agree an	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese what he so you evaluate these so heese is to to. Cheese is to to. Cheese is be to what is the so you have the se what is the so he what is the so you have the se what is what is the se what is the se what is what is the se what is the se w	ner reason? (probe, record at probe) Can you think of anyth te/substitute) is the main think think of benefit do you get for ale, with five meaning you to a statements: great snack for me and my far o expensive for me est with some kind of fruit occasion when you most often	g you use to r rom (taste/su tally agree an mily	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese what he so you evaluate these so heese is to to. Cheese is to to. Cheese is be to what is the so you have the se what is the so he what is the so you have the se what is what is the se what is the se what is what is the se what is the se w	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think think of benefit do you get for the company of the statements:  The company of the statements of the company of the compan	g you use to r rom (taste/su tally agree an mily	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What the see what	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think think of benefit do you get for the statements:  great snack for me and my far of expensive	g you use to rom (taste/su tally agree an mily en want chees	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What the see. What the see is a good cheese is a good cheese is better than the see is better the see is better than the see is better than the see is better than the see is better	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think think of benefit do you get for the statements:  great snack for me and my far of expensive	g you use to rom (taste/su tally agree an mily en want chees	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What heese. What heese. What he so you evaluate these so the cheese is as so the cheese is better to the cheese in the cheese is better to the cheese in t	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think think of benefit do you get for the company of the statements:  The company of the statements of the company of the compan	g you use to rom (taste/su tally agree an mily en want chees	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What the see what	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think thind of benefit do you get for ale, with five meaning you to extatements: great snack for me and my farm of expensive for me and my farm of expensive for me and my farm of the extension when you most often the extension when you most often the expensive for me and my farm of the expensive for my farm of the exp	g you use to rom (taste/su tally agree an mily en want chees	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5
7. You said (tast cheese. What the see. What the see is a good cheese is a good cheese is better than the see is better the see is better than the see is better than the see is better than the see is better	ner reason? (probe, record at probe) Can you think of anythe te/substitute) is the main think thind of benefit do you get for the late, with five meaning you to externents: great snack for me and my far to expensive for me est with some kind of fruit occasion when you most often the like best about Swan Dairy Charles and the late of the lat	g you use to rom (taste/su tally agree an mily en want chees	make up your mind ostitute)? 	1 2 3 4 5 1 2 3 4 5 1 2 3 4 5

	survey:	I am a s	tudent at th	ne Universi	ty of Ok	lahoma ar	nd we are co	nduct	ting	some
lo, my	y name is for a class. I prom	ise I do not	want to sell	I you anyth	ing.					
earcn	for a class. I prom	130 1 00	1000			answer W	ithout your	input	.1	
Do r	not read any answ	ers below, l	et the respo	ondent give	e you an	Terminate	ifno			
1. Do	you eat cheese at	t least once	a month? Y	es_V_No_	_	Terminace	en no.			
w w	hen you think abou	ut cheese w	hat brands	come to mi	ind?	table				
	Kraft	e. Ve	Iveeta		1 11111111111	Ipnia				
	Sargento	f. Ba	bybel	j.	Other,	denne		-		
	Borden	g. Da	ily Chef	k. 1	v C1 : 10	0.0				
d.	Tillamook	h. Da	aisy	1.						
3. W	hat criteria do you	use to mak	e a decision	which bra	nd of ch	neese to be	uy?			
,			#4	#5						
	a. Have bought be	fore								
	. texture									
- (	c. Taste									
- 6	d. Quality (clarify)									
7	e. Price									
V :	f. color									
- 2	g. Other, define _									
			100							
6. [	s there another re- continue to probe	] Can you th	nnk of anyu	ning eiser (	to make	up your n	nind when y	ou de	cide	you want
6. [	s there another re- continue to probe You said (taste/sub cheese. What kind	] Can you th	nnk of anyu	ning eiser (	to make	up your n	nind when y	ou de	duc	you want
6. [d	continue to probe You said (taste/sub cheese. What kind	ostitute) is the	ne main thir do you get f	ng you use t from (taste	to make /substit	up your nute)?. 1				
6. [d	rou said (taste/sub cheese. What kind	ostitute) is the state of benefit of benefit of the state	ne main thir do you get f	ng you use t from (taste	to make /substit	up your nute)?. 1				
6. [4	you said (taste/sub cheese. What kind	ostitute) is the state of benefit of benefit of benefit of the state o	ne main thir do you get f	ng you use trom (taste	to make /substit	up your nute)?. 1		agree :	at al	I, how wou
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eno, my name is	. I am a student at	the University of Oklahoma	and we are cor	nducting sor	me
esparch for a class, I pro	omise I do not want to s	ch you any come			
Scarcit ivi a sees y	balow lot the res	spondent give you an answe	r without your i	nput.]	
-> [Do not read any an	iswers below, let the res	/	ata if no		
	e at least once a month?		iate ii no.		
2. When you think al	bout cheese what brand	is come to mind?			
a, Kraft	e. Velveeta	j. Philadelphia j. Other, define k. vovg			
b. Sargento	f. Babybel	j. Other, define		-	
c. Borden	g. Daily Chef	K rondon)	0.00		
d. Tillamook	n. Daisy				
- What criteria do y	you use to make a decisi-	on which brand of cheese to	buy?		
	#4	#5			
a. Have bought b. texture c. Taste d. Quality (clari e. Price f. color g. Other, define 5. Is there another 6. Icontinue to pro	before				
b texture					
5. Tecta					
d Ouglity (clari	ify)				
d. Quanty (con.	-1)				
e. Price					
g. Other, define	a contation				
g. Other, denin	(what outleased here reason? (probe, record	(comes)			
s. Is there another	reason? (probe, record	above)			
6 Trantinue to pro	be Can you think of any	ything else? (record above)			
At Law.			· d. dan san san	docida vo	ii want
7. You said (taste/s	substitute) is the main th	ning you use to make up you t from (taste/substitute)?	trow OOU	s saul	MON
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