

Memo

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:

Katie Nichols: Katie.m.nichols-1@ou.edu, Will Polk: Wpolk14@gmail.com, Angela Orsini: angelaorsini14@ou.edu

Memo

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 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
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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.

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Memo

To: Jim Avery
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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.

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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.

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Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|---|
| ☒ a. Kraft | ☐ e. Velveeta | ☐ i. Philadelphia |
| ☒ b. Sargento | ☐ f. Babybel | ☐ j. Other, define <u>specialty cheese</u> |
| ☐ 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?

- | #3 | #4 | #5 |
|---|--------------------------|--------------------------|
| ☐ a. Have bought before | ☐ | ☐ |
| ☒ b. texture | ☐ | ☐ |
| ☒ c. Taste | ☐ | ☐ |
| ☐ d. Quality (clarify) | ☐ | ☐ |
| ☒ e. Price | ☐ | ☐ |
| ☒ f. color | ☐ | ☐ |
| ☐ g. Other, define _____ | ☐ | ☐ |

fat content
- sugars } nutrition facts

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)?

taste good & healthy product / nutrition benefit

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	<u>4</u>	5
<u>1</u>	2	3	4	5
1	2	<u>3</u>	4	5

11. What is the occasion when you most often want cheese?

Snack

12. What do you like best about Swan Dairy Cheese?

taste, creamy

13. What do you dislike about Swan Dairy Cheese?

aftertaste, tasted like a preserved cheese

[be sure to visually get demos]

Jim Avery
July 2, 2017

heard of it before

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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?

- | | | |
|---|--|---|
| ☒ 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?

- | | #4 | #5 |
|---|-------|-------|
| ☒ a. Have bought before | _____ | _____ |
| ☒ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| ☒ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| ☐ f. color | _____ | _____ |
| ☐ g. Other, define _____ | _____ | _____ |

nutrition

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)? _____

quality → nutritional benefit

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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? _____

Snack

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

Jim Avery
July 2, 2017

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→ [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?

- | | | |
|---|---|------------------|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| ☒ b. Sargento | ☒ f. Babybel | j. Other, define |
| ___ c. Borden | ___ g. Daily Chef | k. _____ |
| ___ d. Tillamook | ___ h. Daisy | l. _____ |

Specialty cheeses

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. Taste | ___ | ___ |
| ☒ d. Quality (clarify) | ___ | ___ |
| ☒ e. Price | ___ | ___ |
| ___ f. color | ___ | ___ |
| ___ g. Other, define _____ | ___ | ___ |

- well known brands

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)?

Happiness - makes everything taste better

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? _____

lunch

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

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☒ a. Kraft

☒ b. Sargento

☐ c. Borden

☐ d. Tillamook

☒ e. Velveeta

☐ f. Babybel

☐ g. Daily Chef

☐ h. Daisy

i. Philadelphia

j. Other, define

k.

l.

Specialty → *Seta*
Great value → *mozzarella*
Types

3. What criteria do you use to make a decision which brand of cheese to buy?

#3

☒ a. Have bought before

☒ b. texture

☒ c. Taste

☐ d. Quality (clarify)

☒ e. Price

☐ f. color

☐ g. Other, define

#4

☐

☐

☐

☐

☐

☐

☐

#5

☐

☐

☐

☐

☐

☐

☐

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)?

enjoyment → *put on almost anything*

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1 2 3 4 5

1 2 3 4 5

1 2 3 4 5

11. What is the occasion when you most often want cheese?

on turkey burger

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

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July 2, 2017

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- | | | |
|---|--|--|
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| ☒ b. Sargento | ☐ f. Babybel | ☐ j. Other, define <u>Specialty</u> |
| ☐ 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?

- | #3 | #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)? _____

enjoyment

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 2 3 4 5

9. Cheese is too expensive for me

1 2 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?

happy hour / w/ friends & family

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

Jim Avery
July 2, 2017

dragon cheese → mainland

Idol France

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- | | | |
|---|--|---|
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| ☒ 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?

- | #3 | #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)?

energy, comfort, fondue, social, protein

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese?

breakfast, lunch, snacks, everything

12. What do you like best about Swan Dairy Cheese?

yes, buy by the cheese you like by

13. What do you dislike about Swan Dairy Cheese?

taste

[be sure to visually get demos]

Jim Avery
July 2, 2017

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→ [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?

- | | | |
|---|---|---|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| ☒ b. Sargento | ☐ f. Babybel | j. Other, define <u>Specialty cheeses</u> |
| ☐ 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?

- | #3 | #4 | #5 |
|--|-------|-------|
| ☒ a. Have bought before | _____ | _____ |
| ☒ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| ☐ d. Quality (clarify) | _____ | _____ |
| ☐ e. Price | _____ | _____ |
| ☒ f. color | _____ | _____ |
| ☒ g. Other, define <u>origin</u> | _____ | _____ |

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)? _____

pleasure

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
<u>1</u>	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese?

happy hour / w/ glass of wine

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

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July 2, 2017

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→ [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?
- | | | |
|---|--|--|
| ☒ a. Kraft | ☐ e. Velveeta | ☐ i. Philadelphia |
| ☒ b. Sargento | ☐ f. Babybel | ☐ j. Other, define <i>Specialty cheeses</i> |
| ☐ 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?
- | #3 | #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)?
- pleasure, cooking, better finished product*
- On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:
- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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?
- Happy hour + wine*
12. What do you like best about Swan Dairy Cheese?
- N/A*
13. What do you dislike about Swan Dairy Cheese?
- N/A*

[be sure to visually get demos]

Jim Avery
July 2, 2017

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→ [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?

- | | | |
|--|---|------------------------------------|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| _____ b. Sargento | ☒ f. Babybel | j. Other, define <u>apple tree</u> |
| _____ 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?

- | #3 | #4 | #5 |
|---|-------|-------|
| ☒ a. Have bought before | _____ | _____ |
| ☒ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| _____ d. Quality (clarify) | _____ | _____ |
| _____ e. Price | _____ | _____ |
| _____ f. color | _____ | _____ |
| _____ g. Other, define _____ | _____ | _____ |

- 4 ☒ Is there another reason? (probe, record above) ive heard it's good from a friend
- 5 ☒ [continue to probe] Can you think of anything else? (record above) Pairs w/ wine
- 6 ☒ 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)? _____

I enjoy it!

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | ⑤ |
| 9. Cheese is too expensive for me | ① | 2 | 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? Nights at home

12. What do you like best about Swan Dairy Cheese?

ive never had it!

13. What do you dislike about Swan Dairy Cheese?

Never had it!

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____, I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|---|
| ☒ 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?

- | #3 | #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 a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? Parties, entertaining

12. What do you like best about Swan Dairy Cheese?

Not as familiar w/ the brand

13. What do you dislike about Swan Dairy Cheese?

N/A

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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 ☐ 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?

- | #3 | #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)? Knowing that I

like it & it will 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 would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? For a mid-day

Snack

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|-------------------------------------|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| ☒ b. Sargento | ___ f. Babybel | j. Other, define <u>Best choice</u> |
| ___ 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) | ___ | ___ |
| ___ 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 would you evaluate these statements:

- | | 1 | 2 | 3 | 4 | 5 |
|---|----------------------------------|-----------------------|-----------------------|----------------------------------|-----------------------|
| 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? on my fries

12. What do you like best about Swan Dairy Cheese? N/A

13. What do you dislike about Swan Dairy Cheese? N/A

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|---|
| ☒ a. Kraft | ☒ e. Velveeta | ☒ i. Philadelphia |
| ☒ b. Sargento | ☒ f. Babybel | j. Other, define <u>cheese w/az</u> |
| ☒ 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?

- | #3 | #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)? I know I

want that cheese in my mouth.

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? with everything

I eat it possible

12. What do you like best about Swan Dairy Cheese?

It's specialty and fancy

13. What do you dislike about Swan Dairy Cheese?

nothing it's perfect

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is ~~Kathryn~~ I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ 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?

- | #3 | #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)? tastes good

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? all the time

12. What do you like best about Swan Dairy Cheese?

13. What do you dislike about Swan Dairy Cheese?

tastes good
nothing.

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

☒ a. Kraft	☒ e. Velveeta	☒ i. Philadelphia
☒ b. Sargento	☒ f. Babybel	j. Other, define <u>specialty cheese</u>
☐ c. Borden	☐ g. Daily Chef	k. _____
☐ d. Tillamook	☐ h. Daisy	l. <u>Whole Foods cheese</u>

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. 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)?

I love cheese, I put it on everything

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 2 3 4 5

9. Cheese is too expensive for me

1 2 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? Daily, with

literally everything

12. What do you like best about Swan Dairy Cheese? Don't know, but I'd eat it.

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?
 - ☒ a. Kraft ☐ e. Velveeta ☐ i. Philadelphia
 - ☐ b. Sargento ☐ f. Babybel ☐ j. Other, define Yakubors
 - ☐ c. Borden ☐ g. Daily Chef ☐ k. Targot Market place
 - ☐ d. Tillamook ☐ h. Daisy ☐ l. Il de France
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. Taste	_____	_____
☒	d. Quality (clarify)	_____	_____
☒	e. Price	_____	_____
☐	f. color	_____	_____
☐	g. Other, define <u>light melt</u>	☒	_____
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)? Nutrition (protein), calorie
low fat aspect

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|------------------------------------|---|------------------------------------|---|------------------------------------|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | ☒ 5 |
| 9. Cheese is too expensive for me | ☒ 1 | 2 | 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? Quick snack, breakfast

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?
- | | | |
|---|---------------------|------------------------------|
| ☒ 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?
- | #3 | #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)? Making you feel like
you feel satisfied

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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? Afternoon

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---|---|
| ☒ 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?

- | | #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)? Nothing because I know

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | 1 | 2 | 3 | 4 | 5 |
|---|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 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? After a day at work

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

☒ 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?

#3	#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)? Better cheese price better

with wine

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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? "Eating with wine"

12. What do you like best about Swan Dairy Cheese? MA

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|--|---|
| ☒ 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?

- | #3 | #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)? A "good feeling" from

having good food

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? "Goes with just about any meal"

12. What do you like best about Swan Dairy Cheese? N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ 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?

- | #3 | #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)? "having more is okay"

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 2 3 4 5

9. Cheese is too expensive for me

1 2 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?

"Stress - Snacking"

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?
 - ☒ 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?

#3	#4	#5
☐ a. Have bought before	_____	_____
☐ b. texture	_____	_____
☒ c. Taste	_____	_____
☐ d. Quality (clarify)	_____	_____
☐ e. Price	☒	_____
☐ f. color	_____	_____
☐ g. Other, define <u>smell</u>	_____	☒
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)? "Flavors are different"

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family 1 2 3 4 5 ☒
9. Cheese is too expensive for me 1 2 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? "After a busy day"
12. What do you like best about Swan Dairy Cheese? "That it's local"
13. What do you dislike about Swan Dairy Cheese? "Hard to find"

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

☒ 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?

#3	#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)? "Almost is 2nd best food"

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
5	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? Snack / lunch

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---------------------|------------------------------|
| ☒ 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?

- | #3 | #4 | #5 |
|--|-------------------------------------|--|
| _____ a. Have bought before | _____ | _____ |
| _____ b. texture | _____ | _____ |
| _____ c. Taste | ☒ | _____ |
| _____ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| _____ f. color | _____ | ☒ ("tint like using regular cheese") |
| _____ 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)? Saving Money

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|--------------------------------|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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? | <u>Evening snack to unwind</u> | | | | |

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|---|
| ☒ 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?

- | #3 | #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)? if the cheese is better

or better-tasting food

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 2 3 4 5

9. Cheese is too expensive for me

1 2 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? In between meals

12. What do you like best about Swan Dairy Cheese?

Does not know

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ 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?

- | #3 | #4 | #5 |
|--|-------------------------------------|-------------------------------------|
| ☐ a. Have bought before | _____ | _____ |
| ☐ b. texture | ☒ | _____ |
| ☐ c. Taste | _____ | _____ |
| ☐ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| ☐ f. color | _____ | ☒ |
| ☐ g. Other, define <u>Price</u> | _____ | ☒ |

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)? Saving money for school

79 About 1/2 of 1/2 of 1/2

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 2 3 4 5

9. Cheese is too expensive for me

1 2 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? Snack

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

☒ 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?

#3	#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)? "The closer the better"

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|----------------------|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 3 | 4 | 5 (depends on brand) |
| 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? Post class snack
"when I'm feeling a bit hangry"
12. What do you like best about Swan Dairy Cheese? N/A
13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---|------------------------|
| ☒ 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?

- | #3 | #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)? having more

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | 1 | 2 | 3 | 4 | 5 |
|---|-------------------------------------|---|---|-------------------------------------|-------------------------------------|
| 8. Cheese is a great snack for me and my family | | | | | ☒ |
| 9. Cheese is too expensive for me | ☒ | 2 | 3 | 4 | 5 |
| 10. Cheese is best with some kind of fruit | 1 | 2 | 3 | ☒ | 5 |
11. What is the occasion when you most often want cheese? with most meals

12. What do you like best about Swan Dairy Cheese? Don't know

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|---|
| ☒ 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?

- | #3 | #4 | #5 |
|--|-------------------------------------|-------------------------------------|
| ☐ a. Have bought before | _____ | _____ |
| ☐ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| ☐ d. Quality (clarify) | _____ | _____ |
| ☐ e. Price | ☒ | _____ |
| ☐ f. color | _____ | _____ |
| ☐ g. Other, define <u>smell</u> | _____ | ☒ |

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)? Better taste = happier

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|---|---|---|---|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | 5 |
| 9. Cheese is too expensive for me | 1 | 2 | 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? Snack

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ 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?

- | #3 | #4 | #5 |
|--|-------------------------------------|-------------------------------------|
| ☐ a. Have bought before | ☒ | _____ |
| ☐ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| ☐ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| ☐ f. color | _____ | _____ |
| ☐ g. Other, define <u>smell</u> | _____ | ☒ |

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)? Smelling nice, as (cheese)

Cheese

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

- | | | | | | |
|---|---|----------|---|----------|----------|
| 8. Cheese is a great snack for me and my family | 1 | 2 | 3 | 4 | <u>5</u> |
| 9. Cheese is too expensive for me | 1 | <u>2</u> | 3 | 4 | 5 |
| 10. Cheese is best with some kind of fruit | 1 | 2 | 3 | <u>4</u> | 5 |
11. What is the occasion when you most often want cheese? Afternoon snack

12. What do you like best about Swan Dairy Cheese?

N/A

13. What do you dislike about Swan Dairy Cheese?

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ a. Kraft | ☒ c. Velveeta | i. Philadelphia |
| ☒ b. Sargento | ☒ f. Babybel | j. Other, define _____ |
| ☐ c. Borden | ☐ g. Daily Chef | k. <u>longhorn</u> |
| ☐ d. Tillamook | ☐ h. Daisy | l. _____ |

3. What criteria do you use to make a decision which brand of cheese to buy?

- | | #4 | #5 |
|---|-------------------------------------|-------|
| ☐ #3 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)? cheaper because

she can buy more

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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?

game watch party

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

burger middle day

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---|-------------------------------------|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| ☐ b. Sargento | ☐ f. Babybel | j. Other, define <u>greek style</u> |
| ☐ 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 |
|---|-------------------------------------|--------------------------|
| ☐ #3 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)? _____

cheaper because it tastes the same

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? pizza, lunch

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---|------------------------|
| ☒ a. Kraft | ☒ c. 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?

- | | #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)? adds buys the brands

that ^{3rd} has tried before - verified

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? BBQ, cookout

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|--|---|
| ☒ 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?

- | | #4 | #5 |
|--|-------------------------------------|-------------------------------------|
| #3 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)? it doesn't like

if the cheese sticks to package

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? dinner / snack

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|------------------------|
| ☒ 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?

- | | #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)? buys the

brand their parents bought

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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?

wine night with friends

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|---|
| ☒ 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?

- | | #4 | #5 |
|---|-------------------------------------|--------------------------|
| ☐ a. Have bought before | ☐ | ☐ |
| ☐ b. texture | ☐ | ☐ |
| ☐ c. Taste | ☒ | ☐ |
| ☐ d. Quality (clarify) | ☒ | ☐ |
| ☐ e. Price | ☐ | ☐ |
| ☐ f. color | ☐ | ☐ |
| ☒ g. Other, define <u>did not</u> | ☐ | ☐ |

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)? health &

weight loss benefit

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? snack

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017

50-60

male

white

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 input.]

1. Do you eat cheese at least once a month? Yes K No ____ Terminate if no.

2. 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?

- | #3 | #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)? _____

higher quality

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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?

snacks (nachos), grilled cheese,
(breakfast) eggs

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|--|--|
| ☒ a. Kraft | ☐ e. Velveeta | ☐ i. Philadelphia |
| ☐ b. Sargento | ☐ f. Babybel | ☐ j. Other, define _____ |
| ☐ c. Borden | ☐ g. Daily Chef | ☐ k. <u>Kristal forms</u> |
| ☐ d. Tillamook | ☐ h. Daisy | ☐ l. _____ |

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. Taste | ☐ | ☐ |
| ☐ d. Quality (clarify) | ☐ | ☐ |
| ☒ e. Price | ☐ | ☐ |
| ☐ f. color | ☐ | ☐ |
| ☐ g. Other, define <u>fresh</u> | ☒ | ☐ |

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)? _____

will not get low fat, health benefit

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? dinner time, wine

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|---|
| ☒ 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?

- | | | | |
|---|-------------------------------------|-----------|--------------|
| #3 | | <u>45</u> | <u>45 46</u> |
| ☒ a. Have bought before | _____ | _____ | |
| ☐ b. texture | _____ | _____ | |
| ☐ c. Taste | _____ | _____ | |
| ☒ d. Quality (clarify) | _____ | _____ | |
| ☒ e. Price | _____ | _____ | |
| ☐ f. color | _____ | _____ | |
| ☒ g. Other, define <u>price</u> | ☒ | _____ | |

When people say they buy one b/c of the quality ask what they mean

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)? better quality = better

taste

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	<u>5</u>
<u>1</u>	2	3	4	5
1	<u>2</u>	3	4	5

11. What is the occasion when you most often want cheese? any day that ends in

91

12. What do you like best about Swan Dairy Cheese?

never heard of

13. What do you dislike about Swan Dairy Cheese?

never heard of

[be sure to visually get demos]

Jim Avery
July 2, 2017

- woman

- 45-55

- white

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|--|--|
| ☒ a. Kraft | ☐ e. Velveeta | ☐ i. Philadelphia |
| ☒ b. Sargento | ☐ f. Babybel | ☐ j. Other, define <u>great value</u> |
| ☐ c. Borden | ☐ g. Daily Chef | ☐ k. <u>various others</u> |
| ☐ d. Tillamook | ☐ h. Daisy | ☐ l. |

3. What criteria do you use to make a decision which brand of cheese to buy?

- | | | | |
|--|--|-------------------------------------|-------------------------------------|
| #3 | | ☒ | ☒ |
| ☐ 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)? more money

to spend elsewhere

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

11. What is the occasion when you most often want cheese? all the time, card!

game night

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---------------------|------------------------|
| ☒ a. Kraft | _____ e. Velveeta | i. Philadelphia |
| _____ b. Sargento | _____ f. Babybel | j. Other, define _____ |
| _____ c. Borden | _____ g. Daily Chef | k. <u>marion</u> |
| _____ d. Tillamook | _____ h. Daisy | l. _____ |

3. What criteria do you use to make a decision which brand of cheese to buy?

- | | #4 | #5 |
|--|-------|-------|
| ☒ #3 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)? verified product

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? snack before lunch

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|---|---|-------------------------------------|
| ☒ a. Kraft | ☒ e. Velveeta | i. Philadelphia |
| ☒ b. Sargento | ___ f. Babybel | j. Other, define <u>great value</u> |
| ___ 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?

- | | #3 | #4 | #5 |
|---|-----|-----|-----|
| ___ a. Have bought before | ___ | ___ | ___ |
| ___ b. texture | ___ | ___ | ___ |
| ☒ c. Taste | ___ | ___ | ___ |
| ☒ d. Quality (clarify) <u>price = quality</u> | ___ | ___ | ___ |
| ☒ 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)? taste is always better

with a higher quality / price cheese

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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? when she eats popcorn

appetizers

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
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---------------------|-------------------------------------|
| ☒ a. Kraft | _____ e. Velveeta | i. Philadelphia |
| _____ b. Sargento | _____ f. Babybel | j. Other, define <u>great value</u> |
| _____ c. Borden | _____ g. Daily Chef | k. <u>Wagner's</u> <u>can</u> |
| _____ d. Tillamook | _____ h. Daisy | l. _____ |

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. Taste | _____ | _____ |
| ☒ | d. Quality (clarify) <u>additives in the cheese / personal preference</u> | _____ | _____ |
| _____ | e. Price | _____ | _____ |
| _____ | f. color | _____ | _____ |
| _____ | g. Other, define _____ | _____ | _____ |

* likes garnish
on it

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)? _____

taste benefit

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would you evaluate these statements:

8. Cheese is a great snack for me and my family

1 (2) 3 4 5

9. Cheese is too expensive for me

1 (2) 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? party - gathering of

friends

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|--|--|
| ☒ a. Kraft | ☐ e. Velveeta | ☐ i. Philadelphia |
| ☐ b. Sargento | ☐ f. Babybel | ☐ j. Other, define <u>great value</u> |
| ☐ c. Borden | ☐ g. Daily Chef | ☐ k. <u>crest brand</u> |
| ☐ d. Tillamook | ☐ h. Daisy | ☐ l. |

3. What criteria do you use to make a decision which brand of cheese to buy?

- | | #4 | #5 |
|--|-------|-------|
| ☐ #3 a. Have bought before | _____ | _____ |
| ☐ b. texture | _____ | _____ |
| ☒ c. Taste | _____ | _____ |
| ☒ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| ☐ f. color | _____ | _____ |
| ☐ g. Other, define <u>type</u> | _____ | _____ |

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)? more value, more

product for your "buck"

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	<u>4</u>	5
1	<u>2</u>	3	4	5
<u>1</u>	2	3	4	5

11. What is the occasion when you most often want cheese? snack time

tailgating

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017

Class survey:

Hello, my name is _____. I am a student at the University of Oklahoma and we are conducting some 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 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?

- | | | |
|--|---|---|
| ☒ a. Kraft | ☒ e. Velveeta | ☒ i. Philadelphia |
| _____ b. Sargento | _____ f. Babybel | _____ j. Other, define _____ |
| _____ c. Borden | _____ g. Daily Chef | _____ k. <u>vanilla</u> <u>cow</u> |
| _____ d. Tillamook | _____ h. Daisy | _____ l. _____ |

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. Taste | _____ | _____ |
| _____ d. Quality (clarify) | _____ | _____ |
| ☒ e. Price | _____ | _____ |
| _____ f. color | _____ | _____ |
| _____ g. Other, define <u>reputation</u> | _____ | _____ |

5. Is there another reason? (probe, record above)
(what you've heard from others)
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)? low price = save money

higher price = more impressive for guests

On a one to five scale, with five meaning you totally agree and one meaning you don't agree at all, how would 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

1	2	3	4	5
(1)	2	3	4	5
1	2	3	(4)	5

11. What is the occasion when you most often want cheese? in addition to something

on something

12. What do you like best about Swan Dairy Cheese?

n/a

13. What do you dislike about Swan Dairy Cheese?

n/a

[be sure to visually get demos]

Jim Avery
July 2, 2017