

Questionnaire Draft

My name is **XXXX XXXXX**, currently conducting a research for my degree in **DOMAIN NAME**. I will be happy to have you spare some minutes to respond to the survey as it will enable me complete my dissertation. Please be assured that all responses will be treated with utmost confidentiality and only used for the purpose of the study. Thank you

Q1. Gender

- Male
- Female

Q2. Age range

- 18 – 24yrs
- 25 – 36yrs
- 37 – 45yrs
- 46 – 55yrs
- Above 55yrs

Q3. Race:

- Asian
- American
- European
- Nigerian
- Rest of Africa
- Others, please specify \_\_\_\_\_

Q4. Residence

- Please specify \_\_\_\_\_

Q5. Within the wheat-based flour milling sector, any of these three can best describe me. Please select at least one

- Baker
- Finished Goods Consumer
- Manufacturing and Operations
- Quality Specialist
- Sales and Marketing
- Wheat Buyer, Planner and Decision-maker

Q6. In order of buying preference, 1 being the most preferred, what products appeal to you the most?

	1	2	3	4	5	6	7
<input type="radio"/> Bran flakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Bread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Cakes, snacks and pastries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Noodles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Pasta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Semolina	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Whole Wheat Meal	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Others; please specify _____							

Q7. When buying your preferred products, how are these factors important to you? 1 being the most important factor.

	1	2	3	4	5	6	7
<input type="radio"/> Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Product quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Packaging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Household preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Product brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Ease of replenishment/availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Brand consistence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/> Others, please specify _____							

Q8. Frequency of home-baking

- Never
- Occasionally
- Sometimes
- Often
- Always

Q9. As a consumer, do you understand differences in flour brands and buy based on your specific needs?

- Never had to buy any flour brand
- Occasionally buy flour but don't pay attention to brands
- Always thought all wheat-based flour are the same
- I always choose flour brands I am used to
- Yes, I choose flour brands that meets my specific needs

