

Bread Needs Survey

Bread Needs Survey Questions - Draft 12/14

Name, email, phone, city

How much bread do you usually eat each week? (single)

- Less than 1 loaf
- 2 loaves
- 3 loaves
- 4 loaves
- More than 4 loaves

Please select which of the following types of bread you typically eat in a week: (matrix: White, Wheat, Multigrain, Any)

- Sliced sandwich bread
- Dinner rolls
- Hamburger/hotdog buns
- French-style Baguettes
- Artisan loaf bread
- Pizza crust
- Muffins
- Dark rye bread
- Other

Where do you currently get your bread? (multiple)

- Food Lion/Kroger/Costco
- Whole Foods/Weaver St.
- Local Bakery/Farmers Market
- Bake it myself
- Other

Are you looking for any of the following when you currently choose what kind of bread to eat: (multiple)

- 100% whole-wheat
- Sourdough
- Complete protein
- No added sugar
- Gluten-free
- High-fiber
- Other

How much do you usually spend on a loaf of bread? (multiple)

- \$0
- \$1.50
- \$2.50
- \$3.50
- \$4.50

How much would you ideally want to spend on a loaf of bread if we baked it for you ()? (multiple)

\$0

\$1.50

\$2.50

\$3.50

\$4.50

Are there specific types of bread you eat semi-frequently (once a month) or at certain times of year?

What kinds of bread excite you?

Know anyone else we should send this to?