

# Greek Yogurt survey

1. Which of the following yogurt brands have you heard of before today?

Listed in alphabetical order: \*

	Chobani	Fage	Greek Gods	Oikos	Stonyfield	Tillamook	Voskos	Yoplait
Please select all that you have heard of at least by name	<input type="checkbox"/>							

2. Have you eaten any of the following yogurt in the last 60 days?

- Chobani
- Fage
- Greek Gods
- Oikos
- Stonyfield
- Tillamook
- Voskos
- Yoplait
- I have in the past, but not in the last 60 days
- Another brand not listed

3. Thinking of your favorite brands, please rank your favorite as 1, your second favorite as 2, continuing for your favorites.

	1	2	3	4	5	6	7	8	9
Chobani	<input type="radio"/>								
Fage	<input type="radio"/>								
Greek Gods	<input type="radio"/>								
Oikos	<input type="radio"/>								
Stonyfield	<input type="radio"/>								
Tillamook	<input type="radio"/>								
Voskos	<input type="radio"/>								
Yoplait	<input type="radio"/>								
Another brand not listed	<input type="radio"/>								

4. What do you like best about your favorite yogurt? Be sure to list the brand and any favorite flavors. For example: Fage Total 2% with Blueberry or Greek Gods Honey. Think about the attributes you like, for example: 1) thick or creamy, 2) acidic or neutral, 3) blended fruit / flavor or separate fruit on the bottom or separated. Feel free to describe more.

5. How important is it that the yogurt is made by a Greek owned company?

- Extremely important - I won't buy unless there is a Greek brand
- Very important - I will choose the Greek brand even if it's more expensive
- Somewhat important - if I like two yogurts equally priced, I will definitely choose the Greek brand

- Slightly important - I am aware of the Greek brands and sometimes that is what I buy
  - Not important at all - I just want my favorite yogurt
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6. Is regular non-Greek yogurt a good substitute for Greek yogurt?

- Yes, all yogurt is pretty much the same
  - Regular yogurt is not as good as Greek yogurt, but if it's on sale then that's what I buy
  - I'd rather not buy yogurt if it's not Greek yogurt
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7. Have you ever attended a Greek festival?

Please see [www.hellenicfestival.org](http://www.hellenicfestival.org) for Greek festivals in North America.

- Yes, I regularly go to at least one Greek festival every year.
  - Sometimes, if my friends are going.
  - I went once or twice in the past.
  - No, I didn't know there were Greek festivals in North America.
  - No, I am not really interested in Greek festivals.
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8. What is your zip code? - Helps determine availability of Greek yogurt in your area.

9. What is your gender?

- Male
  - Female
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10. What is your age?

- 18 - 24 years
- 25 - 34 years
- 35 - 44 years

- 45 - 54 years
  - 55 - 64 years
  - Age 65 or older
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11. What is the highest degree or level of education you have completed?

- Less than high school
  - High school graduate (includes equivalency)
  - Some college, no degree
  - Associate's degree
  - Bachelor's degree
  - Graduate or professional degree
  - Ph.D.
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12. What is your profession?

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Submit

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