Northern Division Q25. Do you prefer this package least? What aspects are unappealing to you	ou pers	sonally	?													
3 · · · · · · · · · · · · · · · · · · ·			ood Fo	od			В	rantas	tic		Yummy!					
	Total	1	2	3	4	Total	1	2	3	4	Total	1	2	3	4	
n=	51	6	25	5	15	51	9	0	25	17	50	8	25	12	5	
DESIGN	76%	83%	88%	60%	60%	49%	67%	0%	64%	18%	72%	50%	80%	67%	80%	
CLUTTERED	22%	33%	4%	40%	40%	22%	33%	0%	28%	6%	30%	13%	28%	33%	60%	
Layout is too cluttered	10%	17%	0%	20%	20%	6%	0%	0%	12%	0%	14%	13%	12%	8%	40%	
Confusing packaging/too much text/unclear	8%	17%	4%	0%	13%	12%	22%	0%	12%	6%	14%	0%	16%	17%	20%	
Dislike the divided lines/dislike the lines used on the packaging	2%	0%	0%	20%	0%	2%	0%	0%	4%	0%	4%	0%	4%	8%	0%	
Too many pictures on the packaging/don't know what flavor you're getting	2%	0%	0%	0%	7%	2%	11%	0%	0%	0%	2%	0%	0%	0%	20%	
COLOR	41%	50%	52%	0%	33%	12%	22%	0%	16%	0%	26%	0%	48%	8%	0%	
Colors are too pale/not enough color	31%	50%	44%	0%	13%	8%	0%	0%	16%	0%	24%	0%	48%	0%	0%	
Unappealing colors/dislike the colors used (GENERAL)	10%	0%	8%	0%	20%	2%	11%	0%	0%	0%	4%	0%	4%	8%	0%	
Unappealing brown color	0%	0%	0%	0%	0%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%	
FONT	0%	0%	0%	0%	0%	12%	22%	0%	16%	0%	4%	0%	4%	0%	20%	
Font is too small/may miss important information	0%	0%	0%	0%	0%	12%	22%	0%	16%	0%	4%	0%	4%	0%	20%	
UNIQUENESS	29%	33%	44%	20%	7%	14%	0%	0%	20%	12%	22%	38%	16%	33%	0%	
Boring/dull/too simple	20%	17%	32%	0%	7%	6%	0%	0%	8%	6%	12%	25%	8%	17%	0%	
Old fashioned looking/not a modern design	0%	0%	0%	0%	0%	6%	0%	0%	8%	6%	2%	0%	4%	0%	0%	
Artificial looking/packaging looks fake	6%	17%	4%	20%	0%	2%	0%	0%	4%	0%	8%	13%	0%	25%	0%	
Not eye catching/doesn't stand out	6%	0%	12%	0%	0%	2%	0%	0%	4%	0%	2%	0%	4%	0%	0%	
UNINFORMATIVE	10%	0%	16%	20%	0%	10%	11%	0%	12%	6%	18%	38%	12%	8%	40%	
Vague/not descriptive enough/need more information	6%	0%	12%	0%	0%	6%	11%	0%	8%	0%	4%	13%	4%	0%	0%	
Doesn't list information up front/doesn't tell you anything important	4%	0%	4%	20%	0%	4%	0%	0%	4%	6%	16%	38%	8%	8%	40%	
UNAPPETIZING	12%	17%	4%	20%	20%	18%	22%	0%	12%	24%	0%	0%	0%	0%	0%	
Unappealing meat picture/makes the meat look unappealing	0%	0%	0%	0%	0%	16%	11%	0%	12%	24%	0%	0%	0%	0%	0%	
Unappealing spinach and oat picture	12%	17%	4%	20%	20%	2%	0%	0%	4%	0%	0%	0%	0%	0%	0%	
Unappealing fruit pictures/fruit looks mushy	0%	0%	0%	0%	0%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%	
KID APPEAL	2%	17%	0%	0%	0%	4%	0%	0%	0%	12%	4%	25%	0%	0%	0%	
Unappealing baby picture/dislike the picture of the baby	2%	17%	0%	0%	0%	0%	0%	0%	0%	0%	4%	25%	0%	0%	0%	
Doesn't seem childlike/doesn't feel suitable for children	0%	0%	0%	0%	0%	4%	0%	0%	0%	12%	0%	0%	0%	0%	0%	
OTHER	18%	17%	16%	20%	20%	27%	33%	0%	16%	41%	14%	0%	20%	17%	0%	
Unappealing pictures/dislike the pictures used (GENERAL)	10%	17%	8%	0%	13%	6%	0%	0%	4%	12%	6%	0%	8%	8%	0%	
Dislike it/doesn't look good/unappealing packaging (GENERAL)	8%	0%	8%	20%	7%	22%	33%	0%	12%	29%	8%	0%	12%	8%	0%	
Other	2%	0%	4%	0%	0%	4%	0%	0%	4%	6%	0%	0%	0%	0%	0%	
None/nothing	2%	0%	0%	0%	7%	0%	0%	0%	0%	0%	4%	0%	4%	8%	0%	
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%	

Central Division Q25. Do you prefer this package least? What aspects are unappealing to	vou pers	sonally	?													
3.1.			ood Fo	od			В	rantas	tic		Yummy!					
	Total	1	2	3	4	Total	1	2	3	4	Total	1	2	3	4	
n=	49	11	20	6	12	50	12	11	19	8	50	6	32	7	5	
DESIGN	63%	55%	75%	67%	50%	62%	42%	73%	68%	63%	66%	33%	78%	43%	60%	
CLUTTERED	16%	9%	10%	50%	17%	18%	17%	18%	11%	38%	18%	33%	13%	14%	40%	
Layout is too cluttered	8%	0%	5%	17%	17%	6%	17%	9%	0%	0%	10%	17%	9%	0%	20%	
Confusing packaging/too much text/unclear	2%	9%	0%	0%	0%	12%	0%	9%	11%	38%	6%	33%	0%	14%	0%	
Dislike the divided lines/dislike the lines used on the packaging	4%	0%	5%	17%	0%	0%	0%	0%	0%	0%	2%	0%	3%	0%	0%	
Too many pictures on the packaging/don't know what flavor you're getting	2%	0%	0%	17%	0%	2%	8%	0%	0%	0%	2%	0%	0%	0%	20%	
COLOR	45%	45%	55%	33%	33%	28%	17%	36%	42%	0%	38%	0%	53%	14%	20%	
Colors are too pale/not enough color	31%	27%	40%	33%	17%	18%	8%	9%	37%	0%	28%	0%	44%	0%	0%	
Unappealing colors/dislike the colors used (GENERAL)	12%	18%	10%	0%	17%	10%	8%	27%	5%	0%	10%	0%	9%	14%	20%	
Unappealing brown color	2%	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
FONT	2%	9%	0%	0%	0%	4%	8%	0%	5%	0%	0%	0%	0%	0%	0%	
Font is too small/may miss important information	2%	9%	0%	0%	0%	4%	8%	0%	5%	0%	0%	0%	0%	0%	0%	
UNIQUENESS	16%	9%	25%	17%	8%	20%	8%	27%	21%	25%	18%	0%	25%	14%	0%	
Boring/dull/too simple	10%	0%	15%	17%	8%	12%	0%	27%	5%	25%	14%	0%	19%	14%	0%	
Old fashioned looking/not a modern design	2%	9%	0%	0%	0%	2%	0%	0%	5%	0%	2%	0%	3%	0%	0%	
Artificial looking/packaging looks fake	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Not eye catching/doesn't stand out	6%	0%	15%	0%	0%	6%	8%	0%	11%	0%	8%	0%	13%	0%	0%	
UNINFORMATIVE	6%	18%	0%	0%	8%	14%	25%	18%	11%	0%	10%	0%	13%	14%	0%	
Vague/not descriptive enough/need more information	0%	0%	0%	0%	0%	10%	17%	9%	11%	0%	4%	0%	6%	0%	0%	
Doesn't list information up front/doesn't tell you anything important	6%	18%	0%	0%	8%	4%	8%	9%	0%	0%	6%	0%	6%	14%	0%	
UNAPPETIZING	4%	0%	0%	0%	17%	8%	0%	18%	11%	0%	2%	0%	0%	14%	0%	
Unappealing meat picture/makes the meat look unappealing	0%	0%	0%	0%	0%	8%	0%	18%	11%	0%	0%	0%	0%	0%	0%	
Unappealing spinach and oat picture	4%	0%	0%	0%	17%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
Unappealing fruit pictures/fruit looks mushy	0%	0%	0%	0%	0%	2%	0%	9%	0%	0%	2%	0%	0%	14%	0%	
KID APPEAL	4%	18%	0%	0%	0%	4%	17%	0%	0%	0%	2%	17%	0%	0%	0%	
Unappealing baby picture/dislike the picture of the baby	4%	18%	0%	0%	0%	4%	17%	0%	0%	0%	2%	17%	0%	0%	0%	
OTHER	14%	9%	15%	17%	17%	28%	17%	9%	42%	38%	18%	50%	16%	14%	0%	
Unappealing pictures/dislike the pictures used (GENERAL)	2%	0%	0%	17%	0%	16%	17%	9%	16%	25%	6%	33%	3%	0%	0%	
Dislike it/doesn't look good/unappealing packaging (GENERAL)	12%	9%	15%	0%	17%	12%	0%	0%	26%	13%	12%	17%	13%	14%	0%	
Other	8%	0%	5%	17%	17%	2%	0%	0%	0%	13%	8%	0%	0%	29%	40%	
None/nothing	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	3%	0%	0%	
Don't know	2%	0%	5%	0%	0%	2%	8%	0%	0%	0%	2%	0%	3%	0%	0%	
Refused	2%	9%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	

Southern Division			_														
Q25. Do you prefer this package least? What aspects are unappealing to	you pers		? ood Fo	od			D.	rontoel	io		Vorment						
	Total	1	2	oa 3	4	Brantastic 4 Total 1 2 3				4	Yummy Total 1 2			/! 3	4		
	10tai 51	11	24	6	10	50	7	23	14	6	50	7	26	9	8		
n= DESIGN	61%	36%	79%	67%	40%	48%	14%	48%	50%	83%	50%	14%	69%	44%	25%		
CLUTTERED		0%	17%	17%	0%	22%	14%	22%	29%			14%		22%	25% 25%		
Layout is too cluttered	10% 2%	0%	4%	0%	0%	4%	14%	0%	7%	17% 0%	20% 8%	14%	19% 4%	0%	25%		
Confusing packaging/too much text/unclear	4%	0%	4%	17%	0%	12%	0%	17%	14%	0%	10%	0%	12%	22%	0%		
	2%	0%	4% 4%		0%			4%	0%	0%							
Dislike the divided lines/dislike the lines used on the packaging	_,-		4% 4%	0%	- , -	2%	0%		0% 7%	- , -	4%	0%	4%	11%	0%		
Too many pictures on the packaging/don't know what flavor you're getting	2%	0% 9%		0%	0%	4%	0%	0% 4%		17%	0%	0%	0%	0%	0%		
COLOR	27%		33%	33%	30%	8%	0%		0%	50%	18%	0%	31%	0%	13%		
Colors are too pale/not enough color	10%	0%	17%	17%	0%	2%	0%	4%	0%	0%	14%	0%	27%	0%	0%		
Unappealing colors/dislike the colors used (GENERAL)	18%	9%	17%	17%	30%	6%	0%	0%	0%	50%	4%	0%	4%	0%	13%		
FONT	6%	9%	8%	0%	0%	6%	0%	9%	0%	17%	4%	0%	8%	0%	0%		
Font is too small/may miss important information	6%	9%	8%	0%	0%	6%	0%	9%	0%	17%	4%	0%	8%	0%	0%		
UNIQUENESS	25%	36%	29%	17%	10%	16%	0%	17%	29%	0%	24%	0%	38%	22%	0%		
Boring/dull/too simple	10%	9%	17%	0%	0%	4%	0%	9%	0%	0%	10%	0%	15%	11%	0%		
Old fashioned looking/not a modern design	2%	9%	0%	0%	0%	2%	0%	0%	7%	0%	2%	0%	0%	11%	0%		
Artificial looking/packaging looks fake	0%	0%	0%	0%	0%	4%	0%	0%	14%	0%	0%	0%	0%	0%	0%		
Not eye catching/doesn't stand out	14%	18%	13%	17%	10%	8%	0%	9%	14%	0%	18%	0%	31%	11%	0%		
UNINFORMATIVE	6%	9%	8%	0%	0%	12%	0%	26%	0%	0%	14%	29%	12%	0%	25%		
Vague/not descriptive enough/need more information	2%	0%	4%	0%	0%	6%	0%	13%	0%	0%	8%	14%	4%	0%	25%		
Doesn't list information up front/doesn't tell you anything important	4%	9%	4%	0%	0%	6%	0%	13%	0%	0%	6%	14%	8%	0%	0%		
UNAPPETIZING	6%	9%	0%	17%	10%	10%	14%	4%	21%	0%	2%	0%	0%	11%	0%		
Unappealing meat picture/makes the meat look unappealing	0%	0%	0%	0%	0%	10%	14%	4%	21%	0%	0%	0%	0%	0%	0%		
Unappealing spinach and oat picture	6%	9%	0%	17%	10%	0%	0%	0%	0%	0%	2%	0%	0%	11%	0%		
KID APPEAL	12%	36%	8%	0%	0%	10%	71%	0%	0%	0%	16%	86%	8%	0%	0%		
Unappealing baby picture/dislike the picture of the baby	8%	36%	0%	0%	0%	10%	71%	0%	0%	0%	14%	86%	4%	0%	0%		
Doesn't seem childlike/doesn't feel suitable for children	4%	0%	8%	0%	0%	0%	0%	0%	0%	0%	2%	0%	4%	0%	0%		
OTHER	20%	9%	13%	33%	40%	26%	0%	30%	29%	33%	20%	0%	12%	56%	25%		
Unappealing pictures/dislike the pictures used (GENERAL)	4%	0%	4%	0%	10%	18%	0%	17%	29%	17%	10%	0%	8%	33%	0%		
Dislike it/doesn't look good/unappealing packaging (GENERAL)	16%	9%	8%	33%	30%	8%	0%	13%	0%	17%	10%	0%	4%	22%	25%		
Other	0%	0%	0%	0%	0%	6%	14%	4%	7%	0%	4%	0%	4%	0%	13%		
None/nothing					- , -												
	4%	0%	0%	17%	10%	0%	0%	0%	0%	0%	4%	0%	4%	0%	13%		