

# Bekanntheit und Kaufrelevanz ausgewählter Käsemarken

## Top 10 im Vergleich – Alle Regionen

	 (n=1.007)										
<b>Bekanntheit</b>	93%	93%	90%	86%	81%	78%	76%	76%	72%	98%	
<b>Kaufrelevanz</b>	67%	64%	61%	56%	49%	41%	45%	41%	40%	45%	
<b>Werbeerinnerung</b>	25%	23%	21%	13%	19%	5%	12%	5%	13%	8%	
<b>Regionen nach Bekanntheit</b>											
<b>Region Nord</b> (n=170)	94%	95%	93%	86%	83%	76%	75%	75%	72%	64%	
<b>Region Süd</b> (n=300)	92%	94%	90%	86%	80%	80%	79%	72%	69%	67%	
<b>Region Ost</b> (n=193)	92%	90%	89%	87%	83%	76%	75%	78%	70%	72%	
<b>Region West</b> (n=344)	93%	92%	88%	86%	81%	80%	75%	78%	74%	67%	