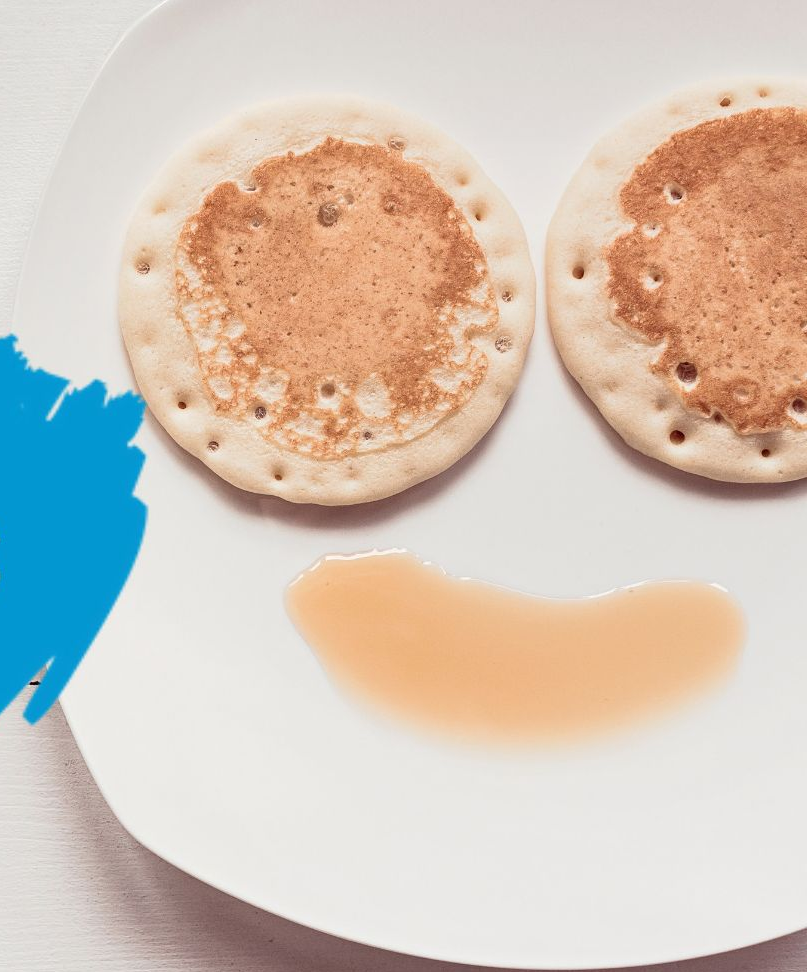


Breakfast Eating Habits



INTRO

It's hailed as the most important meal of the day, and with March 25th celebrating Waffle Day, we wanted to take a look at the U.S. **breakfast eating habits** of 16-72 year olds and how their preferences compare...

Study Design

N=1000

16-23 = 250

24-38 = 250

39-53 = 250

54-74 = 250

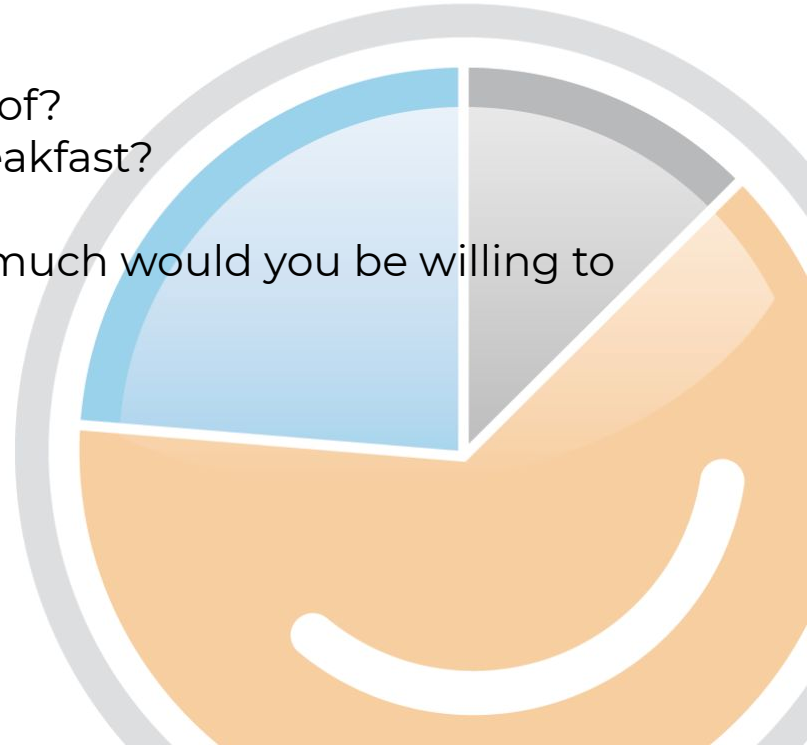
L= U.S.A.



QUESTIONS

To identify the breakfast eating habits of Americans, we asked the following four questions:

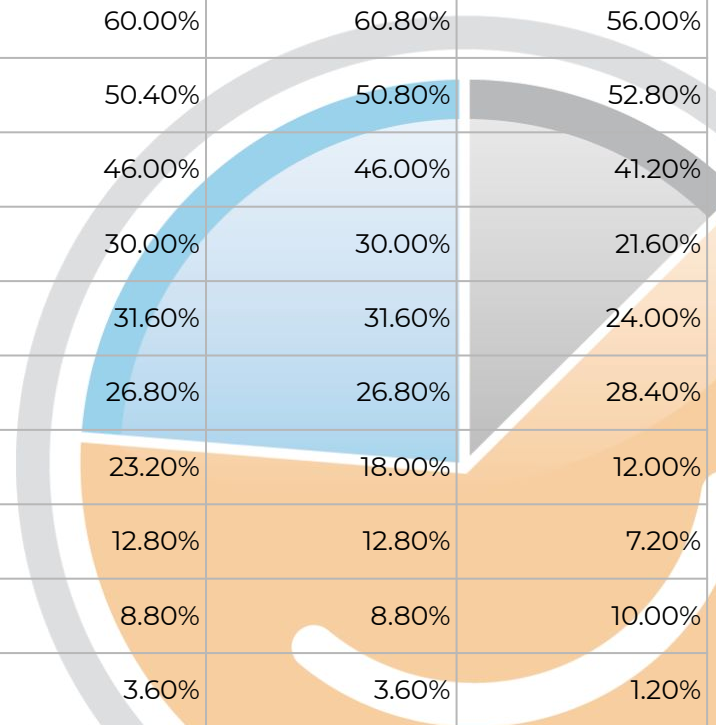
1. What does your average breakfast consist of?
2. What time of day do you typically have breakfast?
3. Where do you eat breakfast most often?
4. If you were to eat breakfast in a café, how much would you be willing to spend?



Q1. What does your average breakfast consist of? (Multi-select)

	Total
Eggs	61.40%
Cereal	60.20%
Bread (Bagel, Muffin)	51.50%
Fruit	49.50%
Waffles/Pancakes	33.30%
Yoghurt	30.80%
Meat	27.20%
Pastries (Croissant, Brioche)	18.90%
Vegetables	13.70%
Other	11.10%
Fish	4.30%

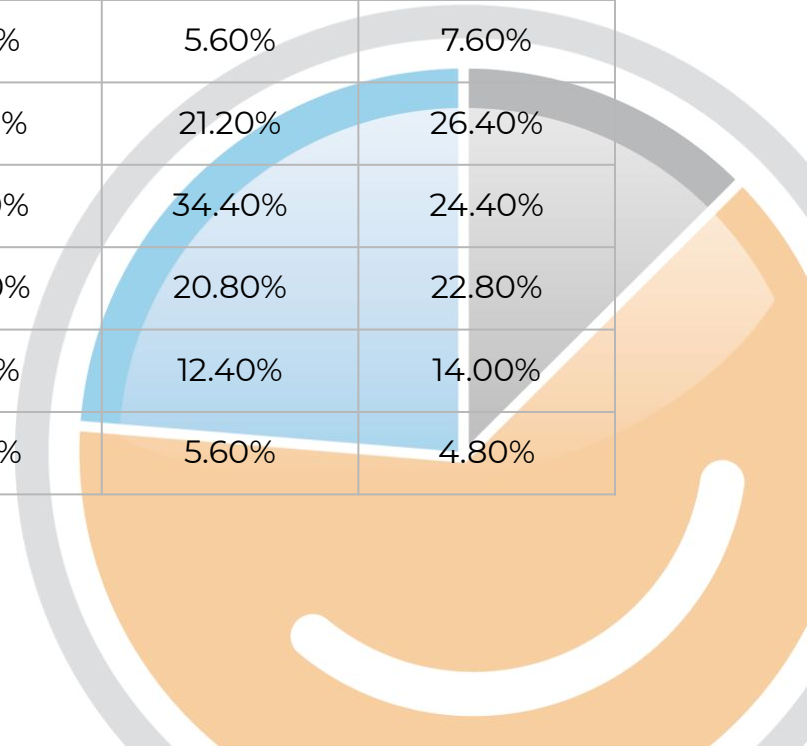
	16-23	24-38	39-53	54-74
Eggs	60.80%	62.00%	62.00%	58.40%
Cereal	64.00%	60.00%	60.80%	56.00%
Bread (Bagel, Muffin)	52.00%	50.40%	50.80%	52.80%
Fruit	52.00%	46.00%	46.00%	41.20%
Waffles/Pancakes	47.20%	30.00%	30.00%	21.60%
Yoghurt	32.00%	31.60%	31.60%	24.00%
Meat	25.60%	26.80%	26.80%	28.40%
Pastries (Croissant, Brioche)	22.40%	23.20%	18.00%	12.00%
Vegetables	12.40%	12.80%	12.80%	7.20%
Other	14.00%	8.80%	8.80%	10.00%
Fish	3.20%	3.60%	3.60%	1.20%



Q2. What time of day do you typically have breakfast?

	Total
Before 6am	5.60%
6am - 7am	25.00%
7am - 8am	30.50%
8am - 9am	21.30%
9am - 10am	12.40%
After 10am	5.20%

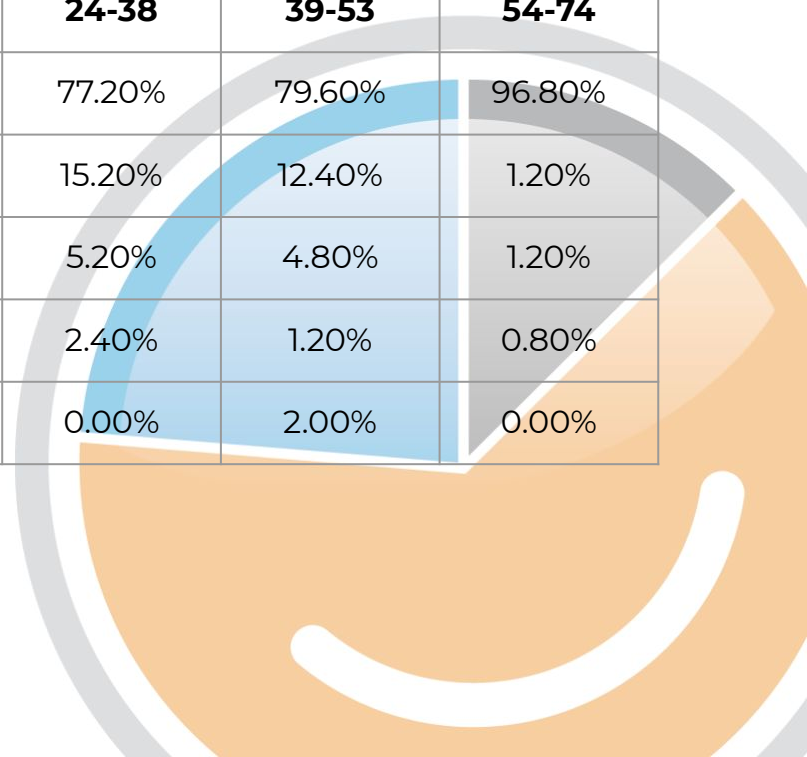
	16-23	24-38	39-53	54-74
Before 6am	6.40%	2.80%	5.60%	7.60%
6am - 7am	25.20%	27.20%	21.20%	26.40%
7am - 8am	30.80%	32.40%	34.40%	24.40%
8am - 9am	17.60%	24.00%	20.80%	22.80%
9am - 10am	13.60%	9.60%	12.40%	14.00%
After 10am	6.40%	4.00%	5.60%	4.80%



Q3. Where do you eat breakfast most often?

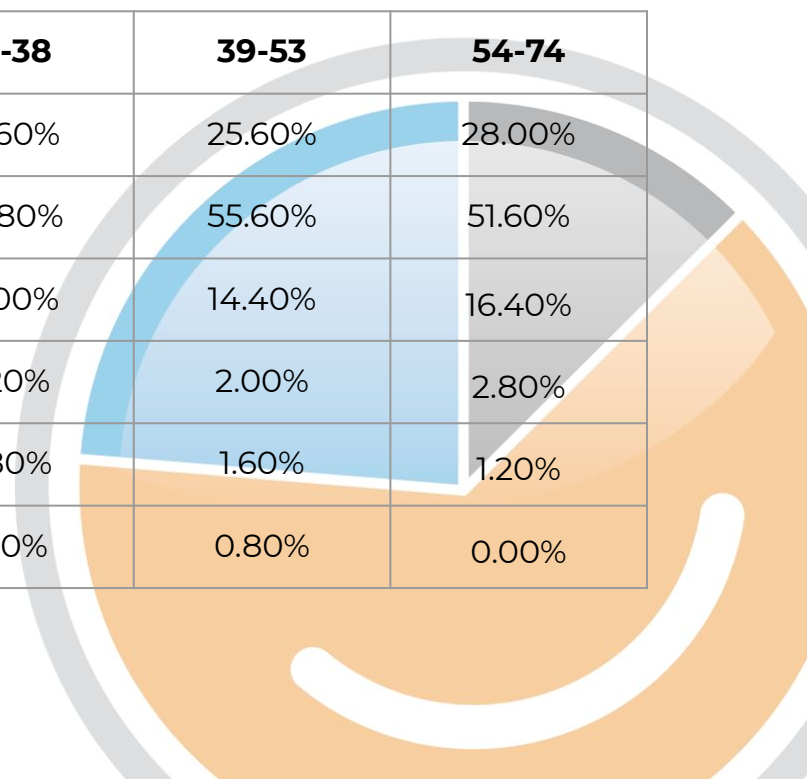
	Total
At home	82.00%
At work/school	11.60%
On the go	4.20%
At a café	1.70%
Other	0.50%

	16-23	24-38	39-53	54-74
	74.40%	77.20%	79.60%	96.80%
	17.60%	15.20%	12.40%	1.20%
	5.60%	5.20%	4.80%	1.20%
	2.40%	2.40%	1.20%	0.80%
	0.00%	0.00%	2.00%	0.00%



Q4. If you were to eat breakfast in café, how much would you be willing to spend? (Food, Drink etc)

	Total	16-23	24-38	39-53	54-74
Up to \$4.99	23.80%	18.00%	23.60%	25.60%	28.00%
\$5 to \$9.99	50.10%	46.40%	46.80%	55.60%	51.60%
\$10 to \$14.99	18.20%	24.00%	18.00%	14.40%	16.40%
\$15 to \$19.99	4.50%	6.00%	7.20%	2.00%	2.80%
\$20 to \$24.99	1.80%	1.60%	2.80%	1.60%	1.20%
\$25+	1.60%	4.00%	1.60%	0.80%	0.00%



KEY TAKEAWAYS

61%

of frequent breakfast eaters have eggs for breakfast, the highest food type amongst all age groups excluding 16-24 year olds, which seen cereal as the highest food type

61%

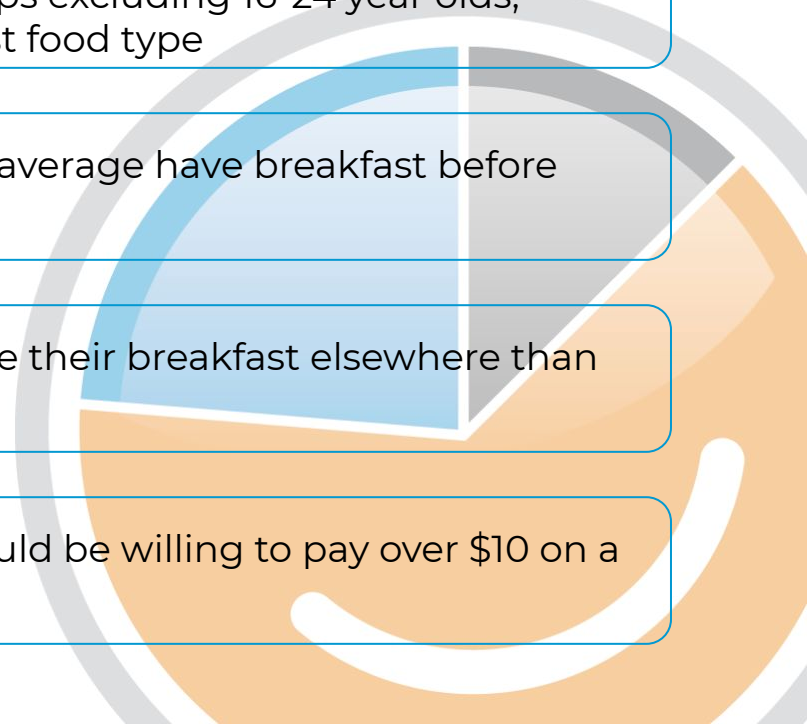
of frequent breakfast eaters on average have breakfast before 8am

18%

of frequent breakfast eaters take their breakfast elsewhere than at home

26%

of frequent breakfast eaters would be willing to pay over \$10 on a breakfast in a café





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(Or any audience - no matter how niche!)**



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