

Detailed Tables

How many times in an average week do you eat breakfast?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	465	535	311	390	285
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	400	294
Never	75 7%	10 8%	4 4%	9 13% BE	30 8%	12 5%	9 12% BE	41 8%	34 7%	17 6%	37 9%	19 6%
AT LEAST ONCE A WEEK (NET)	924 92%	121 92%	93 96% CF	59 87%	349 92%	235 95% CF	68 88%	443 92%	482 93%	276 94%	362 91%	275 94%
- Once	49 5%	4 3%	4 4%	5 7%	22 6%	11 5%	4 5%	29 6%	20 4%	23 8% K	20 5% K	6 2%
- Twice	86 9%	10 7%	8 8%	5 8%	40 11%	15 6%	9 11%	41 9%	45 9%	37 13% K	43 11% K	5 2%
- Three times	51 5%	6 5%	8 9%	3 5%	18 5%	13 5%	3 3%	28 6%	23 4%	23 8% K	22 5% K	5 2%
- Four times	38 4%	10 8% DE	6 6% E	3 4%	12 3%	4 2%	3 3%	21 4%	17 3%	14 5%	16 4%	8 3%
- Five times	69 7%	10 7% E	11 11% E	6 9% E	32 8% E	6 2%	4 6%	30 6%	39 8%	34 12% JK	27 7% K	8 3%
- Six times	33 3%	4 3%	2 2%	2 3%	18 5% E	3 1%	4 5% E	19 4%	15 3%	11 4%	14 4%	7 2%
- Everyday	598 60%	77 58%	54 56%	35 52%	206 54%	183 74% ABCDF	42 55%	275 57%	323 63%	133 46%	221 55%	237 81%
(DK/NS)	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -
Summary												
Mean	5.3	5.3	5.3	4.8	5.1	5.8 CDF	4.9	5.1	5.4 G	4.8	5.0	6.1 IJ
Standard Deviation	2.5	2.4	2.2	2.7	2.5	2.3	2.7	2.5	2.4	2.5	2.6	2.0
Standard Error	0.1	0.2	0.2	0.3	0.1	0.1	0.3	0.1	0.1	0.1	0.1	0.1
Median	6.2	6.1	6.1	6.0	6.1	6.3	6.1	6.1	6.2	4.9	6.1	6.4

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Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: All respondents	1000	109	243	360	286	219	338	316
Weighted	1000	110	239	360	289	216	340	321
Never	75 7%	9 8%	25 11%	24 7%	15 5%	21 10%	21 6%	21 6%
AT LEAST ONCE A WEEK (NET)	924 92%	100 92%	213 89%	336 93%	274 95%	195 90%	319 94%	301 94%
- Once	49 5%	3 3%	17 7%	21 6%	7 3%	15 7%	16 5%	15 5%
- Twice	86 9%	12 11%	18 7%	33 9%	23 8%	16 7%	32 9%	36 11%
- Three times	51 5%	1 1%	17 7%	22 6%	11 4%	13 6%	18 5%	15 5%
- Four times	38 4%	3 3%	9 4%	18 5%	8 3%	6 3%	13 4%	14 4%
- Five times	69 7%	6 5%	16 7%	35 10%	11 4%	11 5%	18 5%	33 10%
- Six times	33 3%	0 -	2 1%	18 5%	13 5%	7 3%	10 3%	11 3%
- Everyday	598 60%	75 69%	134 56%	188 52%	199 69%	128 59%	211 62%	177 55%
(DK/NS)	1 0	0 -	1 0	0 -	0 -	0 -	0 -	0 -
Summary								
Mean	5.3	5.5	4.9	5.1	5.7	5.1	5.4	5.1
Standard Deviation	2.5	2.5	2.7	2.4	2.2	2.6	2.4	2.4
Standard Error	0.1	0.2	0.2	0.1	0.1	0.2	0.1	0.1
Median	6.2	6.3	6.1	6.0	6.3	6.2	6.2	6.1

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What is the most common reason why you do not eat breakfast everyday? Would you say it is...

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: Do not eat breakfast everyday	404	58	43	47	154	60	42	206	198	170	173	55
Weighted	402	55*	43*	32*	173	64*	35*	209	193	160	179	57*
That you are just not hungry	169 42%	24 43%	17 39%	11 34%	63 36%	41 64%	14 39%	86 41%	83 43%	57 36%	80 44%	29 52%
A lack of time	151 38%	16 28%	19 44%	12 37%	77 44%	17 26%	12 33%	76 36%	75 39%	76 48%	62 35%	13 22%
A lack of food in the house	9 2%	2 4%	0 -	0 1%	3 2%	2 3%	1 2%	6 3%	2 1%	3 2%	5 3%	0 -
Or some other reason	71 18%	13 24%	7 17%	9 28%	29 17%	4 6%	8 24%	40 19%	32 16%	24 15%	32 18%	14 24%
(DK/NS)	2 0	0 -	0 -	0 -	1 1%	0 -	1 2%	1 0	1 1%	0 -	1 0	1 2%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: Do not eat breakfast everyday	404	34	109	172	88	91	129	142
Weighted	402	34*	106	172	89*	88*	129	145
That you are just not hungry	169 42%	14 40%	45 43%	74 43%	36 40%	42 48%	44 35%	67 46%
A lack of time	151 38%	12 35%	43 40%	65 38%	32 36%	23 26%	58 45%	55 38%
A lack of food in the house	9 2%	0 -	2 1%	4 2%	2 2%	3 4%	3 2%	1 1%
Or some other reason	71 18%	9 25%	16 15%	28 16%	18 21%	20 23%	23 18%	21 14%
(DK/NS)	2 0	0 -	0 -	1 0	1 1%	0 -	0 -	1 1%

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4. Which of the following activities have you tried in order to save time in the morning?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K
 Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	465	535	311	390	285
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	400	294
ANY (NET)	656 66%	82 62%	62 64%	41 60%	270 71%	156 63%	46 59%	314 65%	343 66%	246 84%	296 74%	111 38%
- Skipping breakfast	263 26%	26 20%	27 28%	17 25%	133 35%	43 17%	17 22%	135 28%	128 25%	88 30%	131 33%	43 15%
- Eating breakfast on the go	214 21%	28 21%	22 22%	16 24%	80 21%	52 21%	17 21%	92 19%	121 23%	100 34%	85 21%	27 9%
- Skipping your morning shower	105 10%	20 15%	12 13%	7 11%	34 9%	22 9%	9 12%	49 10%	56 11%	39 13%	45 11%	21 7%
- Shaving or applying makeup in the car/subway on the way to work (gender basis according to respondent)	53 5%	7 5%	4 4%	2 3%	23 6%	14 6%	3 4%	20 4%	33 6%	14 5%	32 8%	7 2%
- Getting up earlier in the morning	39 4%	2 2%	4 4%	2 3%	10 3%	17 7%	4 6%	15 3%	23 4%	13 4%	17 4%	7 3%
- Sleeping in your clothes	8 1%	1 1%	2 2%	0 -	3 1%	0 -	1 2%	4 1%	3 1%	3 1%	2 1%	3 1%
- Getting clothes ready the night before	7 1%	1 1%	0 -	0 1%	1 0	3 1%	1 1%	2 0	5 1%	1 0	6 1%	0 -
- Other	54 5%	8 6%	5 5%	2 3%	15 4%	22 9%	2 2%	30 6%	24 5%	23 8%	20 5%	11 4%
Nothing	9 1%	1 1%	1 1%	1 1%	1 0	5 2%	0 -	6 1%	3 1%	3 1%	3 1%	3 1%
None of these	308 31%	44 33%	32 33%	24 35%	99 26%	81 33%	29 38%	151 31%	157 30%	41 14%	91 23%	171 58%
(DK/NS)	27 3%	6 5%	2 2%	3 4%	9 2%	4 2%	2 3%	12 3%	14 3%	4 1%	11 3%	9 3%

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Which of the following activities have you tried in order to save time in the morning?

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	Total	EDUCATION				INCOME		
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Base: All respondents	1000	109	243	360	286	219	338	316
Weighted	1000	110	239	360	289	216	340	321
ANY (NET)	656 66%	54 49%	153 64%	269 75%	179 62%	137 63%	225 66%	236 73%
- Skipping breakfast	263 26%	21 20%	70 29%	106 29%	66 23%	50 23%	91 27%	103 32%
- Eating breakfast on the go	214 21%	12 11%	48 20%	99 28%	53 19%	42 20%	75 22%	80 25%
- Skipping your morning shower	105 10%	12 11%	23 9%	41 11%	28 10%	27 12%	31 9%	33 10%
- Shaving or applying makeup in the car/subway on the way to work (gender basis according to respondent)	53 5%	1 1%	10 4%	18 5%	25 9%	8 4%	16 5%	22 7%
- Getting up earlier in the morning	39 4%	3 3%	5 2%	17 5%	13 5%	7 3%	14 4%	15 5%
- Sleeping in your clothes	8 1%	0 -	3 1%	5 1%	0 -	4 2%	2 0	1 0
- Getting clothes ready the night before	7 1%	1 1%	0 0	1 0	4 1%	2 1%	2 0	3 1%
- Other	54 5%	9 9%	8 4%	20 5%	15 5%	16 7%	18 5%	13 4%
Nothing	9 1%	0 -	4 2%	5 1%	0 -	2 1%	3 1%	2 1%
None of these	308 31%	53 48%	75 31%	77 21%	103 36%	70 32%	103 30%	79 25%
(DK/NS)	27 3%	3 2%	7 3%	9 2%	7 2%	7 3%	8 2%	4 1%

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Of the following how would you most prefer to start your day? Would it be...

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	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	135	100	100	335	230	100	465	535	311	390	285
Weighted	1000	132	97*	68*	379	247	77*	483	517	293	400	294
A complete hot breakfast	612 61%	78 59%	50 51%	36 54%	214 56%	195 79%	39 51%	262 54%	350 68%	177 60%	216 54%	213 72%
A passionate romantic encounter	345 35%	52 39%	42 43%	25 36%	144 38%	49 20%	34 44%	205 42%	140 27%	107 36%	172 43%	63 21%
(DK/NS)	43 4%	3 2%	5 5%	7 10%	21 6%	3 1%	4 5%	17 3%	27 5%	9 3%	13 3%	18 6%

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents	1000	109	243	360	286	219	338	316
Weighted	1000	110	239	360	289	216	340	321
A complete hot breakfast	612 61%	78 71%	147 61%	216 60%	169 58%	147 68%	214 63%	178 55%
A passionate romantic encounter	345 35%	26 24%	82 34%	130 36%	106 37%	63 29%	114 34%	136 42%
(DK/NS)	43 4%	6 5%	11 4%	13 4%	14 5%	7 3%	11 3%	8 2%