

Citrus Study

Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: 'I eat a balanced and nutritious breakfast on a regular basis during the workweek from Monday to Friday.'?

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						AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	286	415	288	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	404	294	483	517
Strongly Agree	468 47%	56 42%	39 40%	31 46%	159 42%	150 61%	32 42%	110 37%	180 45%	173 59%	211 44%	257 50%
Somewhat Agree	249 25%	34 26%	26 27%	20 30%	91 24%	51 21%	26 33%	85 29%	94 23%	67 23%	120 25%	128 25%
Somewhat Disagree	115 12%	21 16%	11 11%	6 9%	47 12%	23 9%	7 9%	49 17%	48 12%	19 6%	72 15%	44 8%
Strongly Disagree	166 17%	21 16%	20 21%	10 15%	80 21%	22 9%	12 16%	50 17%	81 20%	34 12%	81 17%	86 17%
(DK/NS)	2 0	0 -	1 1%	0 -	1 0	0 -	0 -	0 -	1 0	1 0	0 -	2 0
Summary												
Top2box (Agree)	716 72%	90 68%	65 67%	52 76%	250 66%	201 82%	58 75%	195 66%	273 68%	240 82%	331 68%	385 75%
Low2box (Disagree)	282 28%	42 32%	31 32%	16 24%	128 34%	45 18%	19 25%	99 34%	129 32%	53 18%	152 32%	129 25%

Citrus Study

Would you say that you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the following statement: 'I eat a balanced and nutritious breakfast on a regular basis during the workweek from Monday to Friday.'?

Proportions/Mean: Columns Tested
(5% risk level) - A/B/C/D - E/F/G

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								
Unweighted Base	1000	108	208	373	309	235	325	349
Weighted Base	1000	109	210	370	310	236	324	352
Strongly Agree	468 47%	56 52%	103 49%	152 41%	154 50%	112 47%	145 45%	160 45%
Somewhat Agree	249 25%	22 20%	40 19%	109 30%	77 25%	54 23%	84 26%	94 27%
Somewhat Disagree	115 12%	12 11%	30 14%	37 10%	36 11%	29 12%	36 11%	37 10%
Strongly Disagree	166 17%	18 16%	35 17%	70 19%	44 14%	41 17%	58 18%	61 17%
(DK/NS)	2 0	0 -	1 1%	1 0	0 -	0 -	1 0	1 0
Summary								
Top2box (Agree)	716 72%	78 72%	144 69%	261 71%	231 74%	166 70%	229 71%	254 72%
Low2box (Disagree)	282 28%	30 28%	65 31%	108 29%	79 26%	70 30%	94 29%	98 28%

Citrus Study

How many days, on average, during the five-day workweek from Monday to Friday would you say that 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						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	286	415	288	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	404	294	483	517
1 day	29 3%	2 2%	7 7%	0 -	13 3%	6 2%	2 3%	11 4%	14 3%	5 2%	12 2%	18 3%
2 days	44 4%	6 5%	2 2%	5 7%	23 6%	7 3%	1 2%	21 7%	19 5%	4 1%	25 5%	20 4%
3 days	87 9%	11 8%	9 10%	12 17%	35 9%	13 5%	6 8%	39 13%	31 8%	16 5%	50 10%	37 7%
4 days	70 7%	15 12%	6 6%	1 2%	24 6%	17 7%	7 8%	36 12%	22 5%	12 4%	41 9%	28 5%
5 days (Everyday)	661 66%	82 62%	57 59%	43 64%	234 62%	191 77%	54 70%	162 55%	260 64%	232 79%	296 61%	366 71%
0 days (None of the days)	107 11%	15 11%	17 17%	7 10%	50 13%	12 5%	7 9%	24 8%	57 14%	25 9%	60 12%	47 9%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
Mean	4.0	3.9	3.6	3.9	3.8	4.4 ABCD	4.1 B	3.8	3.8	4.3 GH	3.8	4.1 J

Citrus Study

How many days, on average, during the five-day workweek from Monday to Friday would you say that you eat breakfast?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D - E/F/G

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								
Unweighted Base	1000	108	208	373	309	235	325	349
Weighted Base	1000	109	210	370	310	236	324	352
1 day	29 3%	4 3%	6 3%	13 3%	7 2%	9 4%	10 3%	8 2%
2 days	44 4%	6 5%	14 7%	14 4%	11 3%	12 5%	12 4%	18 5%
3 days	87 9%	7 7%	23 11%	38 10%	19 6%	23 10%	34 10%	22 6%
4 days	70 7%	9 8%	13 6%	31 8%	16 5%	20 8%	26 8%	21 6%
5 days (Everyday)	661 66%	71 66%	136 65%	230 62%	223 72%	150 64%	211 65%	239 68%
0 days (None of the days)	107 11%	12 11%	18 9%	43 12%	34 11%	21 9%	31 9%	44 12%
(DK/NS)	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -
Mean	4.0	3.9	4.0	3.9	4.1	4.0	4.0	3.9

Citrus Study

From the following list of reasons, which one would you say is the most common reason why you skip breakfast? Would you say...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 Overlap formulae used. * small base; ** very small base (under 30) ineligible for sig testing

	REGION							AGE			GENDER	
	Total	BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Don't eat breakfast every day												
Unweighted Base	334	46	40	23	145	58	22	128	145	59	177	157
Weighted Base	339	50*	40*	24**	145	56*	23**	131	144	61*	188	151
You aren't hungry	174 51%	27 54%	18 46%	11 47%	70 48%	36 65%	10 44%	58 44%	78 54%	37 60%	92 49%	82 54%
You don't have time	131 39%	15 30%	20 51%	10 43%	60 41%	16 28%	10 42%	58 44%	55 38%	18 29%	74 39%	58 38%
You don't think breakfast is important	8 2%	2 4%	0 -	1 5%	4 3%	0 -	1 5%	3 2%	5 3%	1 2%	6 3%	2 1%
You don't have food in the house	6 2%	1 2%	1 3%	0 -	4 3%	0 -	0 -	4 3%	1 1%	1 2%	5 3%	1 1%
You're dieting or you're watching what you eat	3 1%	2 5%	0 -	0 -	1 1%	0 -	0 -	2 2%	0 -	1 2%	1 0	2 2%
Some other reason	15 4%	2 4%	0 -	1 6%	5 3%	4 7%	2 9%	6 4%	6 4%	3 5%	10 5%	5 4%
(DK/NS)	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 1%	0 -	1 1%

Citrus Study

From the following list of reasons, which one would you say is the most common reason why you skip breakfast? Would you say...?

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Don't eat breakfast every day								
Unweighted Base	334	38	72	139	84	85	111	110
Weighted Base	339	37*	74*	140	87*	86*	113	113
You aren't hungry	174 51%	21 57%	37 50%	76 54%	39 45%	48 56%	55 49%	54 48%
You don't have time	131 39%	12 31%	29 40%	50 36%	41 47%	30 35%	50 44%	45 40%
You don't think breakfast is important	8 2%	1 3%	2 3%	3 2%	2 2%	1 1%	2 2%	5 5%
You don't have food in the house	6 2%	0 -	3 4%	2 1%	1 1%	4 5% G	1 1%	0 -
You're dieting or you're watching what you eat	3 1%	1 2%	1 2%	1 1%	0 -	0 -	1 1%	2 2%
Some other reason	15 4%	2 5%	1 1%	8 6%	4 5%	2 2%	4 4%	6 5%
(DK/NS)	1 0	1 2%	0 -	0 -	0 -	1 1%	0 -	0 -

Citrus Study

Think about the typical breakfast that you have during the workweek. On average, how many minutes do you think you spend having your 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						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Have breakfast at least once												
Unweighted Base	892	118	80	61	329	234	70	262	356	264	401	491
Weighted Base	892	117	80*	61*	328	234	70*	270	346	268	423	468
1 to 5	126 14%	24 20%	17 22%	7 11%	53 16%	19 8%	6 8%	59 22%	52 15%	14 5%	57 13%	69 15%
6 to 10	243 27%	32 27%	19 24%	21 35%	94 29%	55 23%	23 33%	79 29%	103 30%	61 23%	102 24%	142 30%
11 to 15	237 27%	25 21%	19 24%	17 27%	81 25%	73 31%	22 31%	75 28%	84 24%	75 28%	112 26%	125 27%
16 to 20	142 16%	14 12%	12 15%	9 15%	53 16%	45 19%	9 12%	30 11%	55 16%	55 20%	71 17%	71 15%
21 to 30	113 13%	19 16%	9 11%	6 10%	37 11%	33 14%	10 14%	20 8%	39 11%	53 20%	62 15%	51 11%
31 to 45	18 2%	3 2%	2 2%	0 -	7 2%	5 2%	1 2%	3 1%	10 3%	5 2%	12 3%	7 1%
46 to 60	10 1%	1 1%	2 2%	1 2%	2 1%	4 2%	0 -	3 1%	1 0%	6 2%	7 2%	3 1%
61+	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0
(DK/NS)	2 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	1 0	1 0
Summary												
Mean	16.1	15.3	15.4	15.1	15.9	17.3	15.3	13.5	16.0	18.6	16.8	15.4
Standard Deviation	13.7	10.1	11.0	9.2	18.6	9.9	8.3	9.1	18.1	10.3	10.4	16.1
Standard Error	0.5	0.9	1.2	1.2	1.0	0.7	1.0	0.6	1.0	0.6	0.5	0.7
Median	14.3	10.6	11.0	10.8	14.2	13.7	11.4	9.9	12.6	14.8	13.4	14.2

Citrus Study

Think about the typical breakfast that you have during the workweek. On average, how many minutes do you think you spend having your breakfast?

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Have breakfast at least once								
Unweighted Base	892	96	190	329	275	214	294	306
Weighted Base	892	97*	191	326	275	215	293	308
1 to 5	126 14%	8 8%	22 12%	57 18% A	38 14%	23 11%	41 14%	55 18% E
6 to 10	243 27%	23 23%	51 26%	82 25%	88 32%	55 26%	80 27%	92 30%
11 to 15	237 27%	19 20%	58 30%	87 27%	71 26%	54 25%	88 30%	76 25%
16 to 20	142 16%	26 27% BCD	29 15%	41 13%	45 17%	43 20%	41 14%	42 14%
21 to 30	113 13%	15 16%	24 12%	46 14%	28 10%	33 15%	33 11%	34 11%
31 to 45	18 2%	2 2%	2 1%	10 3%	4 1%	5 2%	5 2%	6 2%
46 to 60	10 1%	0 -	6 3% D	3 1%	1 0	2 1%	2 1%	3 1%
61+	1 0	1 1%	0 -	0 -	0 -	0 -	1 0	0 -
(DK/NS)	2 0	2 2% CD	0 -	0 -	0 -	0 -	1 0	1 0
Summary								
Mean	16.1	20.4 CD	16.6 D	15.7	14.6	17.0 G	16.0	14.8
Standard Deviation	13.7	31.0	10.8	10.2	8.2	9.7	19.2	9.6
Standard Error	0.5	3.2	0.8	0.6	0.5	0.7	1.1	0.6
Median	14.3	14.3	14.4	12.8	12.4	12.7	14.3	12.2

Citrus Study

Thinking about your own breakfast habits during the workweek, would you say that you usually...

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						AGE			GENDER	
		BC A	AB B	SK/MN C	ON D	QC E	ATL F	18-34 G	35-54 H	55+ I	Male J	Female K
Base: Have breakfast at least once												
Unweighted Base	892	118	80	61	329	234	70	262	356	264	401	491
Weighted Base	892	117	80*	61*	328	234	70*	270	346	268	423	468
Sit down and have breakfast at home	719 81%	98 84%	60 75%	51 83%	249 76%	196 84%	64 90%	202 75%	267 77%	243 91%	342 81%	376 80%
Have breakfast at work	77 9%	8 7%	9 11%	7 12%	33 10%	18 8%	2 3%	35 13%	33 9%	8 3%	28 7%	49 10%
Have breakfast on the go - in the car, on the bus, walking to work, etc.	55 6%	8 7%	7 8%	2 4%	29 9%	7 3%	3 4%	24 9%	25 7%	6 2%	24 6%	31 7%
Have breakfast at a restaurant, coffee shop or cafeteria	34 4%	3 2%	4 4%	0 -	15 4%	11 5%	2 3%	8 3%	14 4%	11 4%	24 6%	9 2%
None of the above	7 1%	1 1%	1 1%	0 -	3 1%	2 1%	0 -	1 0	6 2%	0 -	4 1%	2 1%
(DK/NS)	1 0	0 -	0 -	1 1%	0 -	0 -	0 -	0 -	1 0	0 -	0 -	1 0

Citrus Study

Thinking about your own breakfast habits during the workweek, would you say that you usually...

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Have breakfast at least once								
Unweighted Base	892	96	190	329	275	214	294	306
Weighted Base	892	97*	191	326	275	215	293	308
Sit down and have breakfast at home	719 81%	80 83%	156 82%	251 77%	230 83%	189 88%	232 79%	235 76%
Have breakfast at work	77 9%	6 6%	13 7%	34 10%	25 9%	7 3%	34 12%	32 10%
Have breakfast on the go - in the car, on the bus, walking to work, etc.	55 6%	4 4%	15 8%	23 7%	13 5%	11 5%	17 6%	24 8%
Have breakfast at a restaurant, coffee shop or cafeteria	34 4%	7 7%	6 3%	16 5%	5 2%	7 3%	9 3%	14 5%
None of the above	7 1%	0 -	1 1%	3 1%	3 1%	1 0	2 1%	4 1%
(DK/NS)	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -

Citrus Study

Of those days that you do have breakfast, how many of these breakfasts would you say typically include having a glass of orange juice?

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						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: Have breakfast at least once												
Unweighted Base	892	118	80	61	329	234	70	262	356	264	401	491
Weighted Base	892	117	80*	61*	328	234	70*	270	346	268	423	468
1 day	104 12%	17 15%	6 8%	6 10%	45 14%	25 11%	5 6%	38 14%	37 11%	30 11%	54 13%	50 11%
2 days	93 10%	2 2%	12 16%	5 8%	36 11%	31 13%	7 10%	30 11%	40 12%	23 8%	52 12%	42 9%
3 days	120 13%	18 15%	9 11%	11 17%	39 12%	31 13%	13 19%	41 15%	49 14%	28 10%	54 13%	66 14%
4 days	44 5%	4 3%	5 6%	2 3%	11 3%	17 7%	6 9%	21 8%	11 3%	12 5%	28 7%	16 3%
5 days (Everyday)	175 20%	10 8%	11 13%	10 17%	55 17%	73 31%	17 24%	33 12%	63 18%	76 28%	70 17%	104 22%
0 days (None of the days)	353 40%	66 57%	37 46%	27 44%	143 44%	57 24%	23 32%	107 40%	144 42%	99 37%	164 39%	189 40%
(DK/NS)	2 0	0 -	0 -	1 1%	0 -	1 0	0 -	0 -	1 0	1 0	1 0	1 0
Mean	1.9	1.2	1.6	1.7	1.7 A	2.6 ABCD	2.4 ABD	1.7	1.8	2.2 GH	1.9	2.0

Citrus Study

. Of those days that you do have breakfast, how many of these breakfasts would you say typically include having a glass of orange juice?

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

	Total	EDUCATION				INCOME		
		<HS A	HS B	Post Sec C	Univ Grad D	<\$30K E	\$30K-\$59K F	\$60K+ G
Base: Have breakfast at least once								
Unweighted Base	892	96	190	329	275	214	294	306
Weighted Base	892	97*	191	326	275	215	293	308
1 day	104 12%	15 15% B	14 7%	44 13% B	31 11%	26 12%	39 13%	31 10%
2 days	93 10%	8 8%	27 14%	36 11%	23 8%	20 9%	34 11%	35 11%
3 days	120 13%	16 17%	22 12%	43 13%	39 14%	22 10%	37 13%	48 16%
4 days	44 5%	3 4%	7 4%	18 5%	16 6%	10 5%	16 5%	17 5%
5 days (Everyday)	175 20%	24 25%	45 24% C	53 16%	51 18%	49 23%	53 18%	53 17%
0 days (None of the days)	353 40%	31 32%	75 39%	132 40%	116 42%	88 41%	115 39%	124 40%
(DK/NS)	2 0	0 -	1 1%	1 0	0 -	0 -	0 -	1 0
Mean	1.9	2.2	2.0	1.8	1.9	1.9	1.9	1.9

Citrus Study

Please tell me what types of foods or beverages you have as part of your typical breakfast during the workweek from Monday to Friday.

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						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1000	132	97	68	379	247	77	286	415	288	457	543
Weighted Base	1000	132	97*	68*	379	247	77*	293	404	294	483	517
Cereal	432 43%	65 49%	38 39%	31 46%	158 42%	97 39%	44 57%	132 45%	156 39%	141 48%	198 41%	233 45%
Coffee	389 39%	48 36%	31 33%	34 50%	146 38%	106 43%	25 32%	71 24%	176 43%	140 48%	191 39%	199 38%
Toast or Bagel	367 37%	42 31%	30 31%	25 37%	121 32%	108 44%	41 53%	115 39%	137 34%	112 38%	169 35%	198 38%
Orange juice	301 30%	29 22%	26 26%	23 34%	101 27%	90 37%	32 41%	90 31%	114 28%	96 33%	148 31%	153 30%
Milk	287 29%	43 32%	27 28%	22 32%	105 28%	71 29%	19 25%	104 35%	116 29%	66 23%	134 28%	153 30%
Fruit	242 24%	38 29%	21 22%	13 20%	81 21%	69 28%	18 24%	69 24%	100 25%	71 24%	100 21%	141 27%
Eggs	206 21%	38 29%	27 28%	14 21%	65 17%	46 19%	16 21%	60 20%	85 21%	60 21%	121 25%	85 16%
Other fruit juice	173 17%	24 18%	16 16%	13 20%	52 14%	50 20%	18 24%	58 20%	65 16%	49 17%	78 16%	96 19%
Tea	105 10%	14 10%	8 8%	6 8%	51 13%	13 5%	14 18%	21 7%	46 12%	36 12%	33 7%	71 14%
Yogurt	74 7%	10 8%	10 10%	3 5%	25 6%	19 8%	7 9%	32 11%	29 7%	13 4%	20 4%	55 11%
Bacon or Sausage	70 7%	11 8%	10 11%	5 8%	23 6%	11 5%	8 11%	17 6%	29 7%	24 8%	48 10%	22 4%
Water	49 5%	7 5%	11 12%	3 5%	20 5%	5 2%	3 4%	22 7%	19 5%	8 3%	21 4%	28 5%
Oatmeal/ porridge	47 5%	5 4%	8 8%	8 12%	16 4%	6 2%	5 6%	12 4%	15 4%	20 7%	27 6%	20 4%

Citrus Study

Please tell me what types of foods or beverages you have as part of your typical breakfast during the workweek from Monday to Friday.

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						AGE			GENDER	
		BC	AB	SK/MN	ON	QC	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Muffin	44 4%	4 3%	4 4%	2 4%	15 4%	11 4%	8 10% AD	12 4%	18 4%	14 5%	15 3%	29 6%
Cheese	41 4%	0 -	2 2%	0 -	8 2%	30 12% ABCDF	1 1%	11 4%	15 4%	14 5%	14 3%	27 5%
Pancakes	22 2%	8 6% DE	2 2%	1 1%	5 1%	2 1%	5 6% DE	12 4% I	9 2%	2 1%	9 2%	14 3%
Breakfast Bar	13 1%	3 3%	2 2%	0 -	5 1%	2 1%	0 -	6 2%	6 1%	1 0	8 2%	4 1%
Donut or Pastry	11 1%	1 1%	2 2%	0 -	6 2%	2 1%	0 -	5 2%	3 1%	4 1%	7 1%	4 1%
Soft Drink	10 1%	3 3% E	0 -	0 -	4 1%	0 -	3 4% BDE	7 2% H	1 0	3 1%	4 1%	6 1%
Other	92 9%	14 11%	7 7%	6 9%	34 9%	25 10%	5 7%	31 10%	38 9%	23 8%	57 12% K	35 7%
Nothing/ don't eat breakfast	20 2%	3 3%	3 3%	1 1%	9 2%	2 1%	2 2%	4 1%	12 3%	3 1%	10 2%	10 2%
(DK/NS)	13 1%	3 2%	3 4% E	1 1%	5 1%	1 0	0 -	4 1%	3 1%	5 2%	7 1%	6 1%

Citrus Study

Please tell me what types of foods or beverages you have as part of your typical breakfast during the workweek from Monday to Friday.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Base: All respondents								
Unweighted Base	1000	108	208	373	309	235	325	349
Weighted Base	1000	109	210	370	310	236	324	352
Cereal	432 43%	47 43%	84 40%	149 40%	150 48% C	95 40%	136 42%	162 46%
Coffee	389 39%	60 55% BCD	72 34%	149 40%	109 35%	93 39%	128 39%	138 39%
Toast or Bagel	367 37%	37 34%	88 42% D	142 38%	99 32%	85 36%	137 42% G	114 32%
Orange juice	301 30%	41 38% C	72 34% C	93 25%	93 30%	67 28%	108 33%	100 28%
Milk	287 29%	25 23%	50 24%	101 27%	110 35% ABC	69 29%	88 27%	102 29%
Fruit	242 24%	19 18%	42 20%	91 25%	90 29% AB	49 21%	76 24%	95 27%
Eggs	206 21%	28 26% D	50 24% D	75 20%	52 17%	51 22%	68 21%	73 21%
Other fruit juice	173 17%	15 14%	30 14%	72 19%	56 18%	32 14%	62 19%	61 17%
Tea	105 10%	13 12%	28 13%	35 9%	28 9%	21 9%	44 13% G	28 8%
Yogurt	74 7%	3 3%	11 5%	22 6%	38 12% ABC	12 5%	24 7%	35 10% E
Bacon or Sausage	70 7%	14 13% D	19 9% D	29 8% D	6 2%	21 9%	16 5%	26 7%
Water	49 5%	7 6%	15 7% D	17 5%	10 3%	17 7%	14 4%	14 4%
Oatmeal/ porridge	47 5%	5 4%	8 4%	9 3%	24 8% C	9 4%	22 7%	12 3%

Citrus Study

Please tell me what types of foods or beverages you have as part of your typical breakfast during the workweek from Monday to Friday.

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D - E/F/G
Overlap formulae used.

	Total	EDUCATION				INCOME		
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+
		A	B	C	D	E	F	G
Muffin	44 4%	6 6%	10 5%	16 4%	13 4%	14 6%	13 4%	17 5%
Cheese	41 4%	2 2%	6 3%	17 5%	15 5%	10 4%	12 4%	14 4%
Pancakes	22 2%	3 3%	3 1%	8 2%	9 3%	8 3%	8 2%	6 2%
Breakfast Bar	13 1%	1 1%	3 1%	4 1%	5 2%	2 1%	4 1%	7 2%
Donut or Pastry	11 1%	4 3%	3 1%	3 1%	2 1%	4 2%	3 1%	3 1%
Soft Drink	10 1%	2 2%	5 2%	2 1%	2 1%	4 2%	1 0	4 1%
Other	92 9%	7 6%	9 4%	40 11%	34 11%	22 9%	30 9%	32 9%
Nothing/ don't eat breakfast	20 2%	3 3%	4 2%	9 2%	4 1%	5 2%	3 1%	10 3%
(DK/NS)	13 1%	0 -	3 1%	3 1%	7 2%	2 1%	3 1%	6 2%