

PARENTS THINK IT'S IMPORTANT FOR KIDS TO START THE SCHOOL DAY WITH A BALANCED BREAKFAST...BUT LESS THAN HALF OF KIDS 6-12 YEARS ARE DOING SO

*Parents Speak Out On Challenges Of Getting Their Child To Eat
A Balanced Breakfast*



Ipsos Reid

Public Release Date: - October 24, 2005 – 7:00 a.m. (EDT)

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PARENTS THINK IT'S IMPORTANT FOR KIDS TO START THE SCHOOL DAY WITH A BALANCED BREAKFAST...BUT LESS THAN HALF OF KIDS 6-12 YEARS ARE DOING SO

Parents Speak Out On Challenges Of Getting Their Child To Eat A Balanced Breakfast

Toronto, ON – A new Ipsos Reid survey conducted on behalf of Kellogg Canada finds that while virtually all (99%) parents of children 6-12 years of age think it's important that their child eat a balanced breakfast on a typical school day morning, but less than half (42%) of kids actually eat one.

It comes as no surprise then, that 70% of parents find it challenging to get their kids to eat a balanced breakfast on a regular basis. When asked what is the biggest challenges they face in getting their child to eat a balanced breakfast every day of the school week, *all* parents have something to say. Responses include "my kids want to eat the same thing every day" (31%), "my kids are picky eaters" (25%), "we disagree over what I want them to eat, and what they want to eat"(23%), and "my kids take too much time to eat a balanced breakfast" (20%), and "it takes too much time to prepare a balanced breakfast" (15%). Other responses are outlined on the pages that follow.

These are the findings of an Ipsos Reid/Kellogg Canada poll conducted from September 6th to September 12th, 2005. For the survey, a sample of 1000 adult parents of children 6-12 years of age was interviewed online. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had this entire population been

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polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

Virtually all (99%) parents of children 6-12 years of age think it's important (30% "extremely important", 48% "very important", and 21% "somewhat important") that their child eat a balanced breakfast on a typical school day morning. In comparison, 1% says it's "not very important" and no parents say it's "not important at all."

- Regionally, 99% of residents of the West, Ontario, and Quebec think it's important and 97% of residents of Atlantic Canada think it's important that their child eat a balanced breakfast on a typical school day morning.

Survey respondents were asked which of a series of foods from the four food groups (grain products; vegetables and fruit; milk products; and meat and alternatives) their child eats most often for a single breakfast occasion and how much of each. Ipsos Reid then calculated that 42% of kids eat a "balanced breakfast." This is determined by those children who eat at least one serving of food from three or more food groups as defined in Canada's Food Guide to Healthy Eating. A majority of 58% of kids do not regularly eat a balanced breakfast.

- Quebec children 6-12 years of age (54%) are most likely to eat a balanced breakfast. This compares to 43% of children in Ontario and 34% in the West or Atlantic Canada.

Seven in ten (70%) parents say they find it challenging (11% "extremely challenging", 26% "very challenging", and 33% "somewhat challenging") to get their kids to eat a balanced

breakfast on a regular basis. Conversely, 30% do not find it challenging (21% “not very challenging” and 9% “not challenging at all”).

- Parents in Ontario (75%) and Atlantic Canada (75%) are most likely to find it challenging, followed by those in the West (69%), and those in Quebec (61%).

All parents say they face some challenges in getting their child to eat a balanced breakfast every day of the school week? “My kids want to eat the same thing every day” (31%), “My kids don’t like to eat first thing in the morning” (30%), “My kids are picky eaters” (25%), “We disagree over what I want them to eat, and what they want to eat” (23%), and “My kids take too much time to eat a balanced breakfast” (20%), “Eating three food groups is too much food for my kids” (19%), “I’m too busy getting everybody ready for the day” (15%), “It takes too much time to prepare a balanced breakfast” (15%), “My kids would rather sleep than have breakfast” (12%), and “My kids don’t have the patience to eat that much food” (12%). Another 14% mention some other challenge(s).

Some regional highlights are as follows:

- Time appears to be more of a concern for parents in the West: 25% of parents say “My kids take too much time to eat a balanced breakfast”, 22% say “I’m too busy getting everybody ready for the day”, and 20% say “It takes too much time to prepare a balanced breakfast”.
- Similar to the national findings, the top challenges for parents in Ontario are “My kids don’t like to eat first thing in the morning” (32%) and “My kids want to eat the same thing every day” (28%).



- Parents in Quebec are nominally *less* likely to say “I’m too busy getting everybody ready for the day” (8%) and “It takes too much time to prepare a balanced breakfast” (8%).
- Kids in Atlantic Canada may be more finicky than those in other regions: 39% in Atlantic Canada say “My kids want to eat the same thing every day” and 34% say “My kids are picky eaters”.

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For more information on this news release, please contact:

*Joseph R. Azaria
Vice President
Ipsos Reid Corp.
(416) 324-2900*

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