

Detailed Tables

Q3. Incidence of having at least one serving from each of the four food groups

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

* small base

	Total	Region			
		West	Ontario	Quebec	Atlantic
		A	B	C	D
Base: All respondents	1000	309	265	336	90
Weighted	1000	320	380	220	80*
Balanced/Unbalanced					
Balanced Breakfast (3+)	418 42%	108 34%	165 43% A	119 54% ABD	27 34%
Unbalanced Breakfast (2-)	582 58%	212 66% BC	215 57% C	101 46%	53 66% C
Nets					
Has food from all four food groups	149 15%	35 11%	54 14%	49 22% AB	11 13%
Has food from 3 groups	269 27%	72 23%	110 29%	70 32% AD	17 21%
Has food from 2 groups	391 39%	143 45% BC	135 36%	78 35%	35 43%
Has food from 1 group only	173 17%	60 19% C	75 20% C	22 10%	16 20% C
Has <1 serving from each group	18 2%	9 3% C	6 2%	1 1%	2 2%

Q6. Importance of eating a balanced breakfast for kids 6-12

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

* small base

	Total	Region			
		West	Ontario	Quebec	Atlantic
		A	B	C	D
Base: All respondents	1000	309	265	336	90
Weighted	1000	320	380	220	80*
(5) Extremely important	303 30%	95 30%	121 32%	64 29%	23 29%
(4) Very important	476 48%	135 42%	201 53% A	100 46%	41 51%
(3) Somewhat important	207 21%	85 27% B	56 15%	53 24% B	13 17%
(2) Not very important	10 1%	3 1%	1 0	3 1%	3 3% B
(1) Not important at all	3 0	2 1%	1 0	0 -	0 -
Summary					
Top 3 Box	987 99%	315 98%	377 99%	217 99%	77 97%
Top 2 Box	780 78%	230 72%	321 85% AC	164 75%	64 80%
Bottom 2 Box	13 1%	5 2%	3 1%	3 1%	3 3%
Mean	4.07	3.99	4.15 AC	4.03	4.06
Standard Deviation	0.76	0.81	0.70	0.76	0.77
Standard Error	0.02	0.05	0.04	0.04	0.08

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Q7. Challenge of getting kids 6-12 to eat a balanced breakfast

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

* small base

	Total	Region			
		West	Ontario	Quebec	Atlantic
		A	B	C	D
Base: All respondents	1000	309	265	336	90
Weighted	1000	320	380	220	80*
(5) Extremely challenging	114 11%	46 14%	36 9%	23 10%	10 12%
(4) Very challenging	263 26%	79 25%	106 28%	49 22%	29 37% AC
(3) Somewhat challenging	326 33%	95 30%	146 38% ACD	63 29%	21 26%
(2) Not very challenging	207 21%	67 21%	65 17%	60 27% B	15 19%
(1) Not challenging at all	89 9%	33 10%	27 7%	24 11%	4 6%
Summary					
Top 3 Box	704 70%	220 69%	288 76% C	136 62%	61 76% C
Top 2 Box	378 38%	124 39%	142 37%	72 33%	39 49% BC
Bottom 2 Box	296 30%	100 31%	92 24%	84 38% BD	19 24%
Mean	3.11	3.11	3.16 C	2.94	3.32 C
Standard Deviation	1.13	1.20	1.05	1.17	1.09
Standard Error	0.04	0.07	0.06	0.06	0.11

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Q8. Biggest challenges faced in getting kids 6-12 to eat a balanced breakfast

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

* small base

	Total	Region			
		West	Ontario	Quebec	Atlantic
		A	B	C	D
Base: All respondents	1000	309	265	336	90
Weighted	1000	320	380	220	80*
My kids want to eat the same thing every day	306 31%	92 29%	108 28%	76 34%	31 39%
My kids don't like to eat first thing in the morning	302 30%	87 27%	123 32%	60 27%	31 39% AC
My kids are picky eaters	252 25%	84 26%	92 24%	49 22%	28 34% C
We disagree over what I want them to eat, and what they want to eat	227 23%	68 21%	92 24%	43 19%	24 30% C
My kids take too much time to eat a balanced breakfast	198 20%	79 25% CD	76 20%	32 15%	11 13%
Eating 3 food groups is too much food for my kids	186 19%	63 20%	75 20%	33 15%	14 18%
I'm too busy getting everybody ready for the day	154 15%	71 22% BC	50 13% C	17 8%	16 20% C
It takes too much time to prepare a balanced breakfast	148 15%	65 20% BC	50 13% C	18 8%	14 18% C
My kids don't have the patience to eat that much food	123 12%	44 14% C	52 14% C	17 8%	11 13%
My kids would rather sleep than have breakfast	116 12%	45 14% C	49 13% C	16 7%	7 9%
Other challenge(s)	139 14%	45 14%	47 12%	37 17%	11 13%