

# **One in Three (32%) Parents Says Their Child Doesn't Always Eat Breakfast Without a Struggle**

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Important' For their Child's Daily Health, Mental Performance  
and Emotional State*

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**Ipsos Reid**

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# **One in Three (32%) Parents Says Their Child Doesn't Always Eat Breakfast Without a Struggle**

## ***But Nine in Ten (90%) Say That Eating Breakfast is 'Very Important' For their Child's Daily Health, Mental Performance and Emotional State***

**Toronto, ON** – Getting their children to start off the day on the right foot is a struggle for many parents, with a new Ipsos Reid poll conducted on behalf of Nutella revealing that 9% say 'it's a struggle to get their child to eat breakfast', 21% saying that 'sometimes they eat breakfast and sometime they don't', and a further 2% indicating that their child simply 'doesn't eat breakfast'.

While getting their children to eat breakfast isn't a walk in the park for one in three (32%) Canadians, fully nine in ten (90%) indicate that breakfast is 'very important' to their child's daily health, including their physical and mental performance and emotion state'. Moreover, 9% 'somewhat agree' that this is the case, while just 1% says it's 'not very important'.

While 66% of parents say their child does eat breakfast every morning, 34% say their child doesn't always do so. Reasons for not doing so include being too rushed in the morning (19%), not liking to eat breakfast (15%) or even the cost of food (1%).

Parents see a wide-range of benefits that are derived from eating a healthy breakfast in the morning. One in three (35%) says the most important reason for their child to consume breakfast includes giving them the required energy to think and do for the day, while others

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say the primary benefit is kick-starting metabolism (5%), to boost the immune system (1%), or simply to help them wake up (1%). Six in ten (58%) believe that all of these benefits are equally important.

*These are the findings of a poll conducted on behalf of Nutella from March 31 – April 3, 2009. This online survey of 1754 Canadian parents with children still in the household was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results of this poll are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. Statistical margins of error are not applicable to online polls, however, an unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 2.5 percentage points, 19 times out of 20, had the entire adult population of Canadian parents been polled.*

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