

## Nutella Omnibus

## Detailed tables

### 1. How important do you feel breakfast is to your child's daily health, including their physical and mental performance and their emotional state?

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

	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	1754	651	1026	77	126	504	849	275
Weighted	1754	620	1046	88*	159	653	572	370
Very important	1584 90%	562 91%	935 89%	87 99% AB	140 88%	583 89%	517 90%	344 93%
Somewhat important	155 9%	55 9%	99 9%	1 1%	18 11%	63 10%	49 9%	25 7%
Not very important	10 1%	1 0	9 1%	0 -	1 0	5 1%	3 1%	1 0
Not at all important	5 0	2 0	4 0	0 -	0 -	2 0	3 1%	1 0
Summary								
Top2Box (Important)	1739 99%	617 100%	1034 99%	88 100%	158 100%	646 99%	566 99%	369 100%
Low2Box (Not important)	15 1%	3 0	12 1%	0 -	1 0	7 1%	6 1%	2 0

## 4. Does your child want to eat breakfast each day?

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

	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	1754	651	1026	77	126	504	849	275
Weighted	1754	620	1046	88*	159	653	572	370
Yes, there is usually no problem getting them to eat breakfast.	1200	464	680	55	103	422	400	275
	68%	75% BC	65%	63%	65%	65%	70%	74% E
No, it is often a struggle to get them to eat breakfast.	155	30	114	11	24	57	44	30
	9%	5%	11% A	13% A	15% F	9%	8%	8%
Depends on the day. Sometimes yes, sometimes no.	363	109	236	18	30	159	117	57
	21%	18%	23% A	20%	19%	24% G	20%	15%
Not applicable. My child doesn't eat breakfast every day.	35	16	15	4	1	15	11	8
	2%	3%	1%	4%	1%	2%	2%	2%

## 6. If your child doesn't consume breakfast on a daily basis, which of the following is closest to the reason why they do not?

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

	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	1754	651	1026	77	126	504	849	275
Weighted	1754	620	1046	88*	159	653	572	370
My child does eat breakfast every morning.	1150 66%	450 73% B	639 61% A	61 69% C	104 65% D	391 60% E	381 67% F	274 74% G
Too rushed in the morning.	326 19%	89 14% B	222 21% A	14 16% C	21 13% D	147 22% E	105 18% F	54 15% G
They don't like eating breakfast.	257 15%	70 11% A	174 17% A	12 14% C	31 20% D	106 16% E	80 14% F	40 11% G
Cost of food.	11 1%	7 1% A	5 0 A	0 - C	3 2% D	6 1% E	2 0 F	0 - G
I don't know what to feed them.	5 0	3 1% A	2 0 A	0 - C	0 - D	3 0 E	2 0 F	1 0 G
I don't think breakfast is important for my child/children.	5 0	1 0 A	3 0 A	1 1% C	0 - D	1 0 E	2 0 F	2 1% G

## 7. Which of the following do you believe is the most important reason for your child to consume a healthy breakfast?

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

	Total	AGE			EDUCATION			
		18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G
Base: All respondents	1754	651	1026	77	126	504	849	275
Weighted	1754	620	1046	88*	159	653	572	370
To have the energy to think and do for the day.	619	174	411	33	71	231	191	127
	35%	28%	39% A	38%	45% F	35%	33%	34%
To kick start their metabolism in the morning.	91	30	57	4	15	37	25	14
	5%	5%	5%	4%	10% FG	6%	4%	4%
To boost their immune system.	13	5	8	0	3	6	3	1
	1%	1%	1%	-	2%	1%	0	0
To wake them up.	9	5	2	2	2	4	2	0
	1%	1%	0	2% B	1%	1%	0	-
To prevent weight gain.	1	0	1	0	0	0	1	0
	0	-	0	-	-	-	0	-
All of the above.	1020	406	565	49	67	375	350	229
	58%	65% B	54%	56%	42%	57% D	61% D	62% D
I don't think it's important for children to consume breakfast everyday.	0	0	0	0	0	0	0	0
	0	-	0	-	-	-	0	-