

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

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
	1754	280	267	256	385	313	253	336	532	886
Weighted	1754	232	179	114	672	428	130	348	514	892
Very important	1584 90%	207 89%	167 93%	104 91%	615 91%	373 87%	118 91%	310 89%	464 90%	810 91%
Somewhat important	155 9%	23 10%	12 7%	9 8%	55 8%	47 11%	9 7%	35 10%	47 9%	73 8%
Not very important	10 1%	1 0	0 0	1 1%	1 0	4 1%	2 1%	2 0	3 1%	5 1%
Not at all important	5 0	0 -	0 -	0 -	1 0	4 1%	1 1%	2 0	0 -	4 0
Summary										
Top2Box (Important)	1739 99%	231 100%	178 100%	113 99%	669 100%	420 98%	127 98%	345 99%	511 99%	883 99%
Low2Box (Not important)	15 1%	1 0	0 0	1 1%	2 0	8 2%	2 2%	3 1%	3 1%	9 1%

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

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

		REGION						HOUSEHOLD INCOME		
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents										
	1754	280	267	256	385	313	253	336	532	886
Weighted	1754	232	179	114	672	428	130	348	514	892
Yes, there is usually no problem getting them to eat breakfast.	1200	168	116	82	411	340	82	216	348	636
	68%	73% DF	65%	72% D	61%	79% BCDF	63%	62%	68%	71% G
No, it is often a struggle to get them to eat breakfast.	155	17	15	7	70	34	11	39	46	69
	9%	7%	9%	7%	10%	8%	9%	11%	9%	8%
Depends on the day. Sometimes yes, sometimes no.	363	42	43	23	175	47	33	86	112	165
	21%	18% E	24% E	20% E	26% AE	11%	26% AE	25% I	22%	19%
Not applicable. My child doesn't eat breakfast every day.	35	4	4	2	16	7	3	6	8	21
	2%	2%	2%	2%	2%	2%	2%	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/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1754	280	267	256	385	313	253	336	532	886
Weighted	1754	232	179	114	672	428	130	348	514	892
My child does eat breakfast every morning.	1150 66%	162 70%	124 69%	78 69%	379 56%	319 75%	87 67%	204 59%	329 64%	616 69%
Too rushed in the morning.	326 19%	40 17%	23 13%	18 16%	162 24%	65 15%	18 14%	66 19%	106 21%	154 17%
They don't like eating breakfast.	257 15%	26 11%	30 17%	17 15%	122 18%	41 9%	22 17%	67 19%	76 15%	114 13%
Cost of food.	11 1%	2 1%	1 1%	0 -	5 1%	2 0	1 1%	9 3%	0 -	2 0
I don't know what to feed them.	5 0	1 0	0 0	1 1%	2 0	1 0	1 0	0 -	2 0	3 0
I don't think breakfast is important for my child/children.	5 0	1 1%	0 -	0 -	1 0	1 0	1 1%	2 0	0 -	3 0

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/H/I
Overlap formulae used.

	Total	REGION						HOUSEHOLD INCOME		
		BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+
		A	B	C	D	E	F	G	H	I
Base: All respondents	1754	280	267	256	385	313	253	336	532	886
Weighted	1754	232	179	114	672	428	130	348	514	892
To have the energy to think and do for the day.	619	74	56	34	223	185	47	124	185	310
	35%	32%	31%	30%	33%	43% ABCD	36%	36%	36%	35%
To kick start their metabolism in the morning.	91	8	7	5	35	32	3	24	29	39
	5%	4%	4%	4%	5%	8% F	3%	7%	6%	4%
To boost their immune system.	13	2	0	1	0	10	1	6	4	4
	1%	1% D	-	1% D	-	2% BD	0 D	2%	1%	0
To wake them up.	9	1	0	0	4	3	0	3	5	1
	1%	0	-	-	1%	1%	-	1%	1%	0
To prevent weight gain.	1	0	0	0	0	1	0	0	0	1
	0	-	-	0	-	0	-	-	-	0
All of the above.	1020	147	116	74	409	196	79	192	292	536
	58%	63% E	65% E	65% E	61% E	46%	61% E	55%	57%	60%
I don't think it's important for children to consume breakfast everyday.	0	0	0	0	0	0	0	0	0	0
	0	-	-	-	-	-	0	-	-	0