

American Breakfast Survey Report

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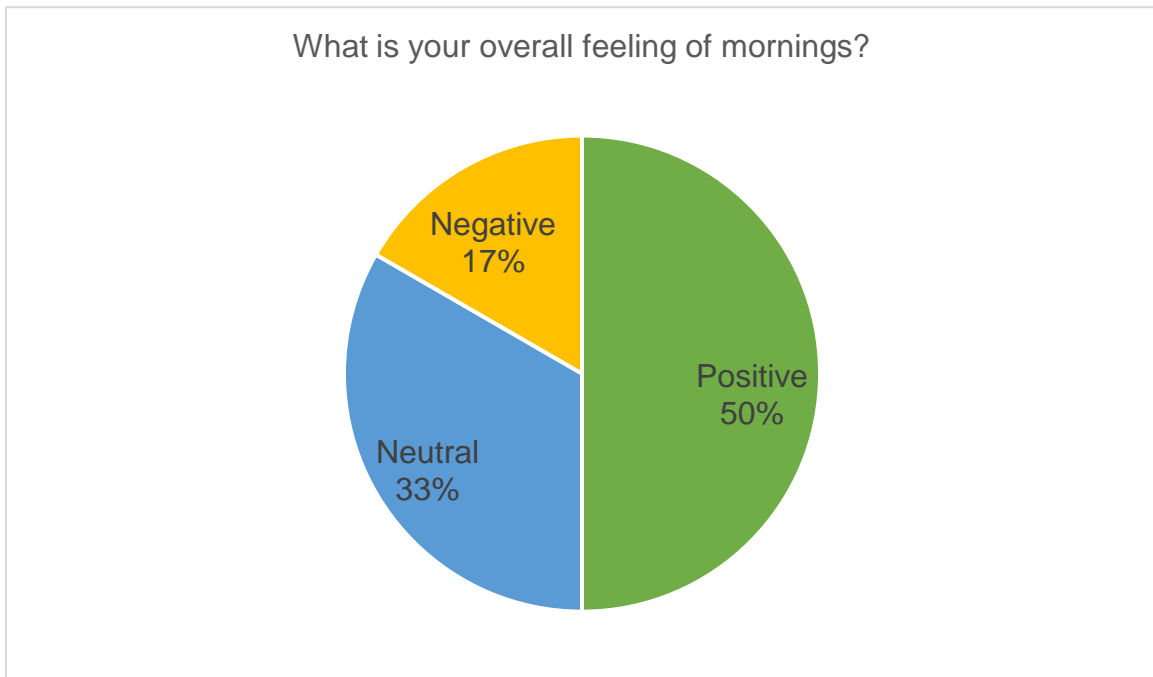
Introduction

When trying to figure out the thoughts and habits on Americans when it comes to breakfast, it can be a complicated topic. Everyone has their own views on this topic and not everyone has the same morning. The question that we are trying to answer is “What is the American breakfast experience like?” The method that was used to collect this information was through a questionnaire. What this method entails is sending a link to participants and for them to answer our questions regarding breakfast. This led to getting responses to the questions and a better perspective on breakfast.

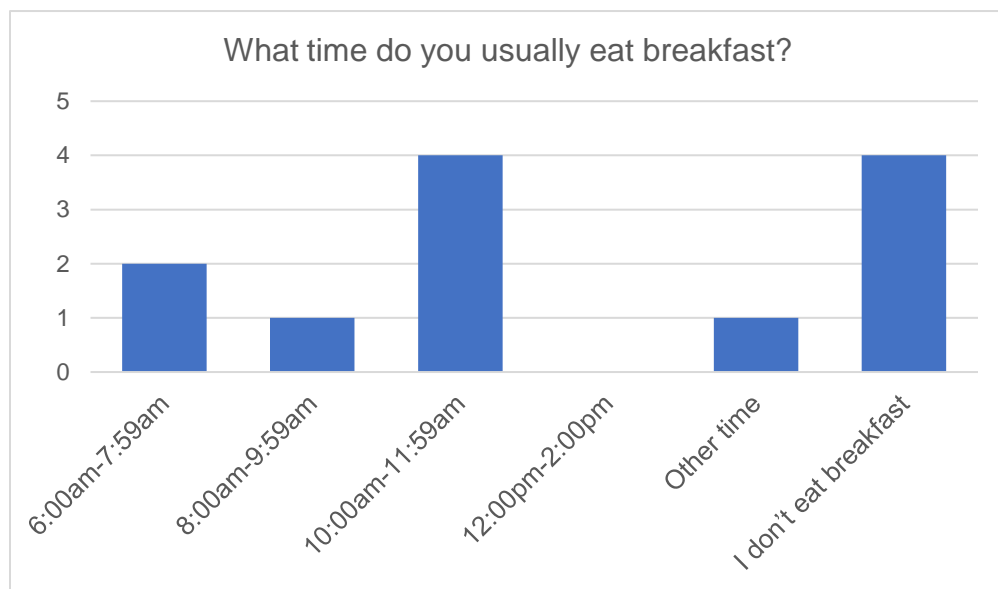
Methods

The way the questionnaire was created was through a website called Qualtrics. The website, Qualtrics, is a tool that can be used to create surveys, send them out and analyze the data of the participants. The questions from the questionnaire ranged from multiple choice, text entry and rank choice. Most of the questions were about breakfast and a few were about demographics. The survey was launched was on November 19th, 2022 and was closed on November 24th, 2022. The survey was sent through text messages from Facebook messenger and phone text message. The number of people that this questionnaire was sent to was thirty-two people and out of the thirty-two people, twelve responded. The response rate of this survey was 37.5%.

Results

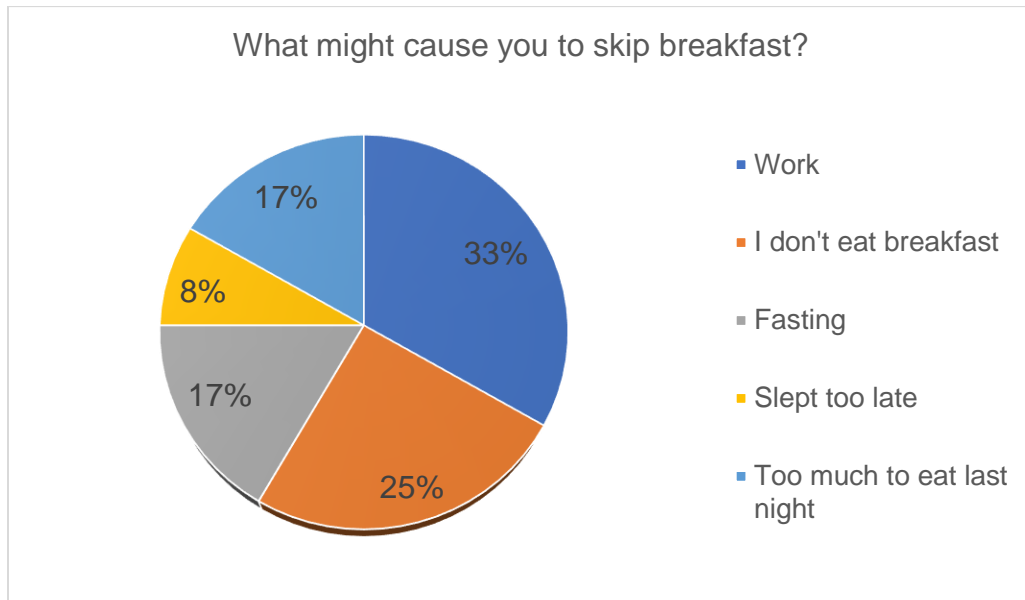


The data shows that around half of the participants have an overall positive feeling of mornings and only one fourth had a negative feeling about mornings. What this shows is that Americans are usually in a good mood to start the morning and have positive feelings associated with it.

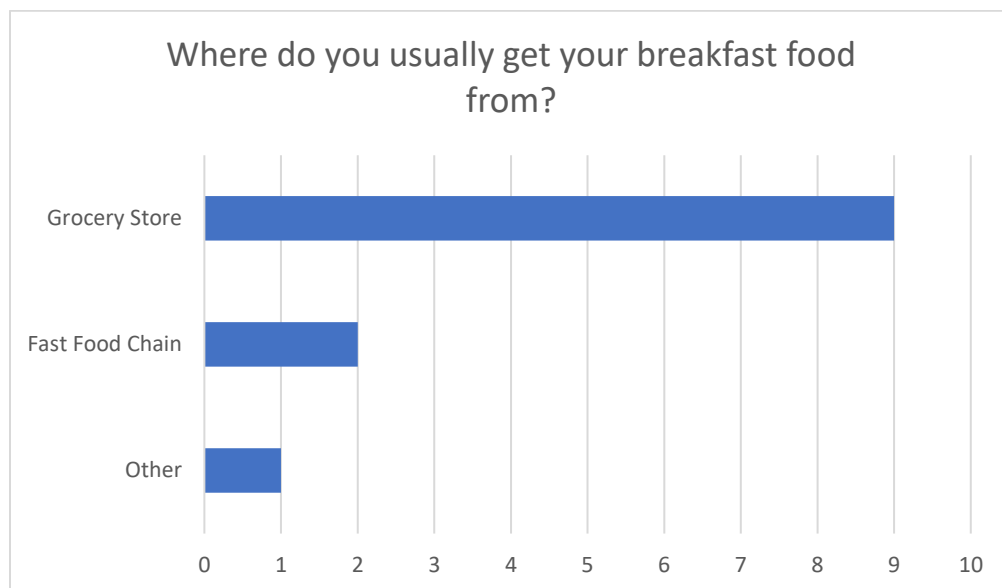


What the data shows in this chart is that participants like to eat breakfast around 10:00am-11:59am. This could be due to work and not having time in the morning for

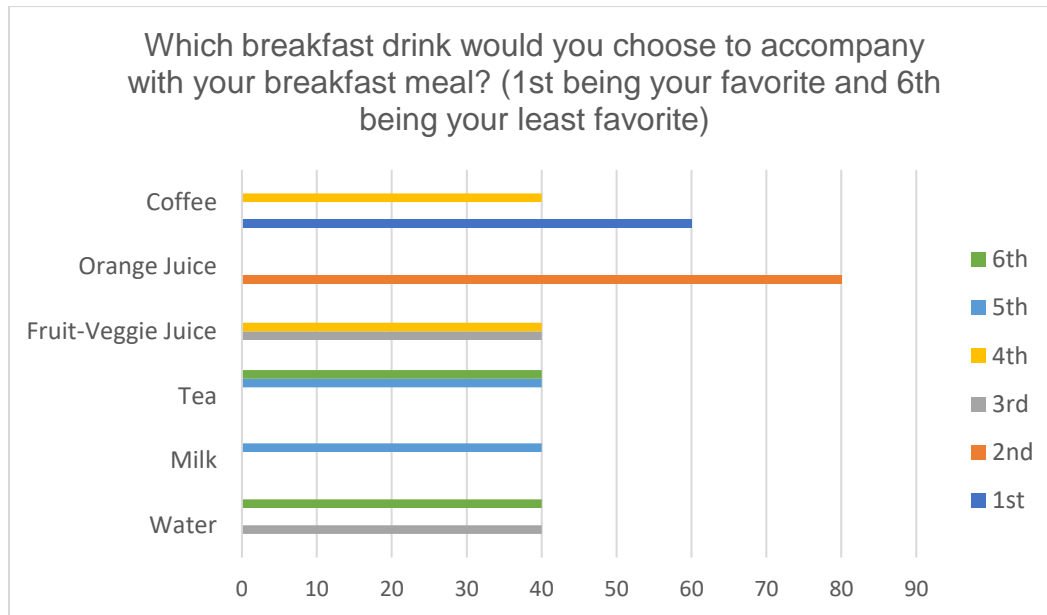
breakfast, so they prefer to have it later in the day. It also shows in the chart that a good percentage of participants that do not eat breakfast in the morning. This could stem from Americans not having enough time to make or get breakfast, busy work schedule or personal choice.



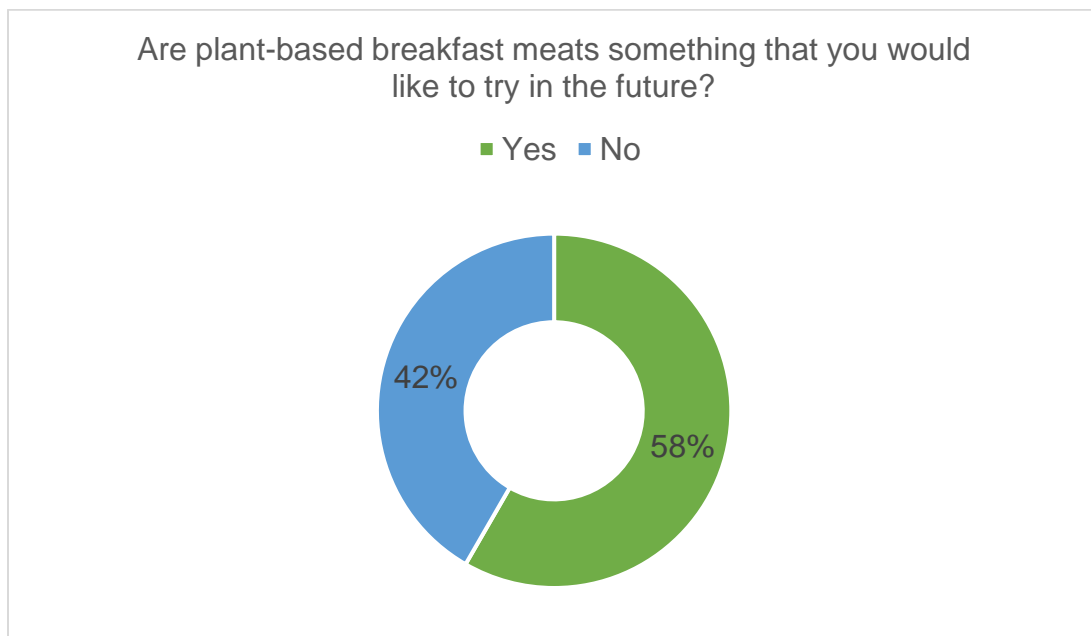
What the data shows in this pie chart is that most respondents stated that their main reason for skipping breakfast is either because of work or personal choice of not eating breakfast.



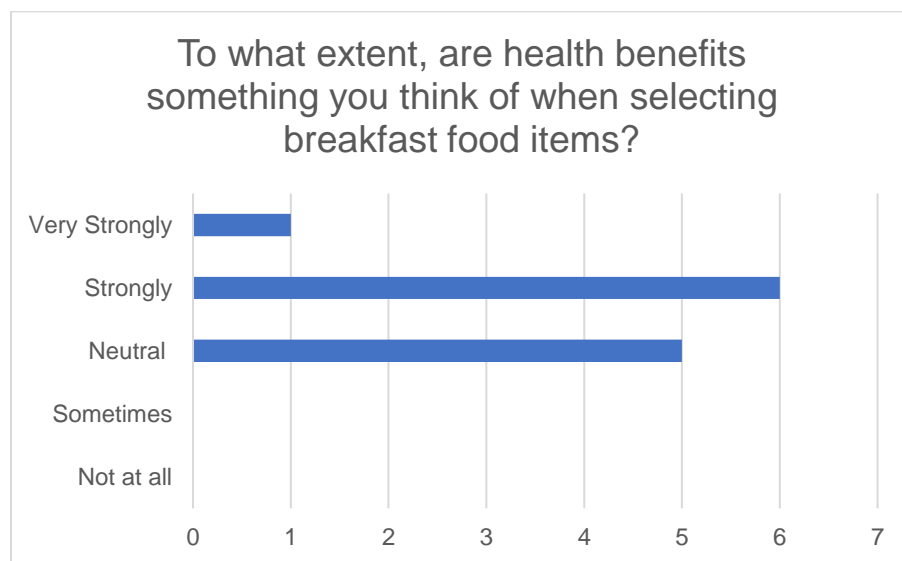
From this chart, it shows that most participants get their breakfast food items from the grocery store while a small percentage gets their breakfast food from fast food restaurants. The reason for this is due to fast food chains investing heavily into breakfast items in the morning hours of their restaurants.



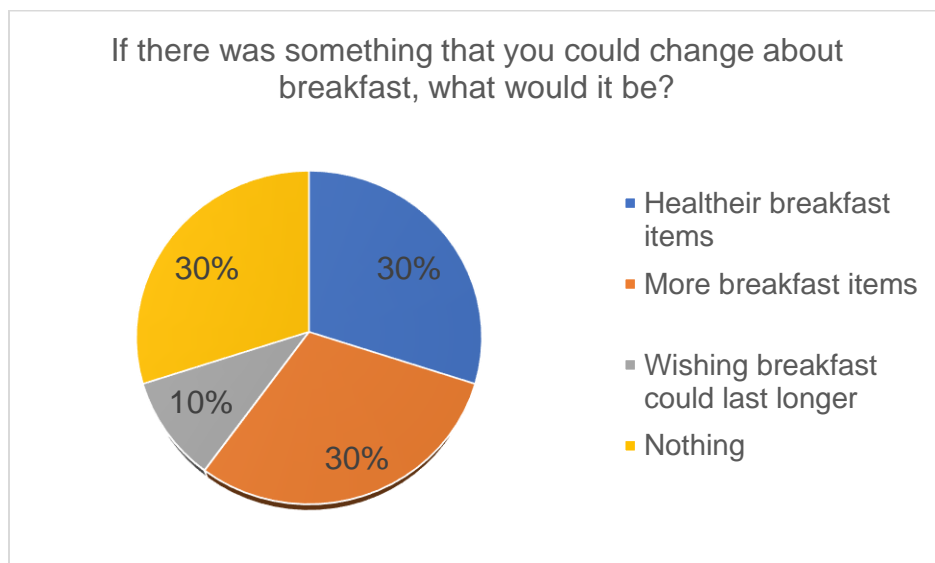
The participants had to rank drink choices of which they would like to have with a breakfast meal. The most popular drink for breakfast was coffee followed by orange juice and at the last place was water and tea.



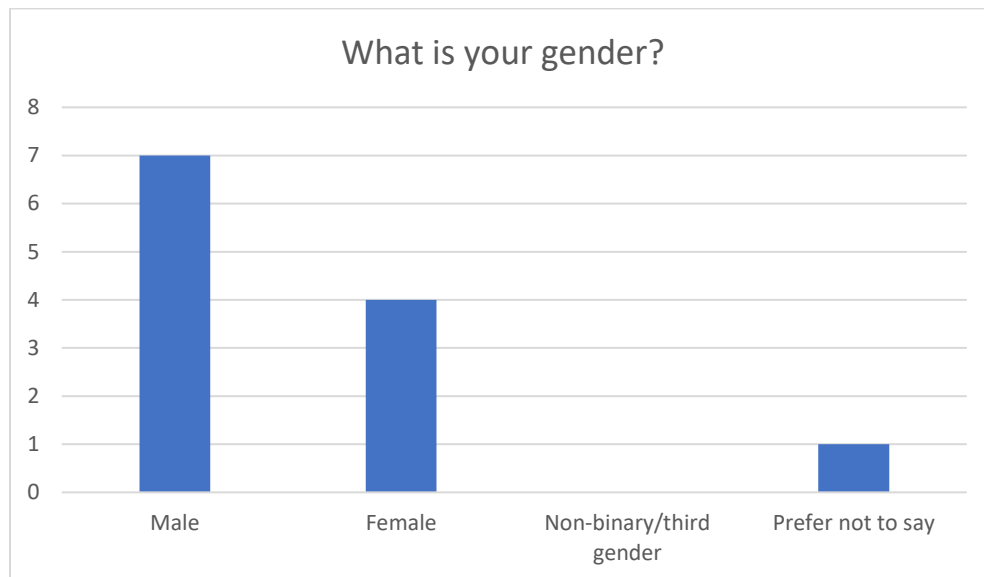
What this chart shows is that there is openness for Americans to try plant- based breakfast meats. The reason this question was asked was due to Americans becoming interested in their own health and what their food is made from, if they know there is alternative to traditional breakfast meats, this could give an idea for Americans wanting to try this new food item.



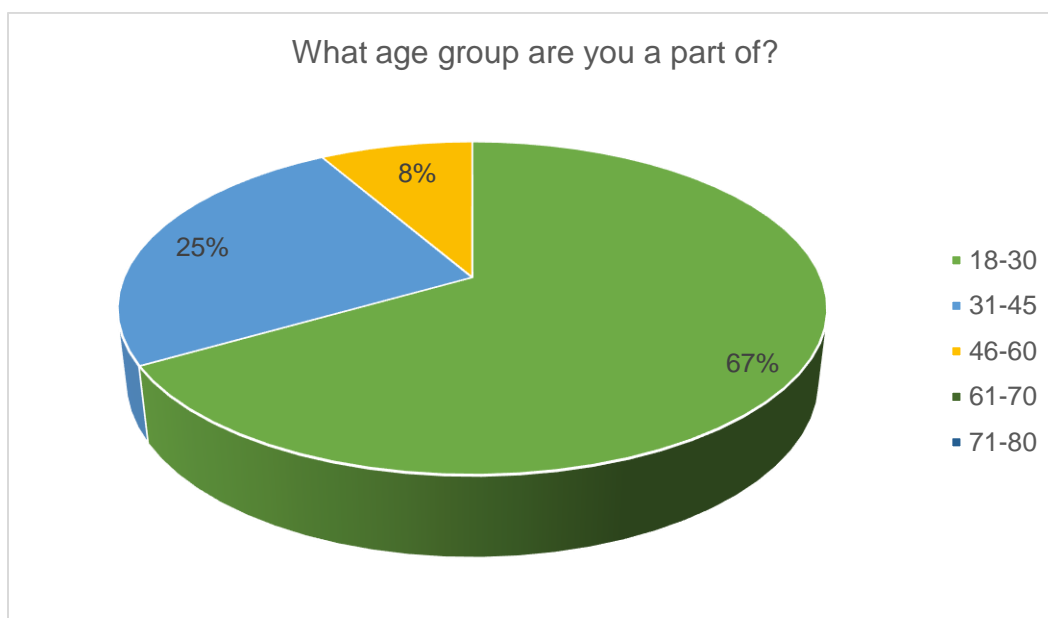
Here, the chart shows that participants do strongly think of the health benefits when it comes to their breakfast items, but not as very strongly. There is also a good majority of people who are neutral to whether breakfast food items are healthy or not.



In this pie chart, the participants stated that if they could change something about breakfast, the two main reasons are healthier breakfast items and more breakfast items. Other participants stated they would not change anything about breakfast.



Most of the participants in this survey were male, around 2/3rds and the rest were female.



Most of the participants from this survey were around the ages of 18-30, with 67% in that age range, 25% were around the age range of 31-45 and 8% were the age range of 45-60.

Key Insights

- **Americans like to eat breakfast later in the day, around 10:00am-11:59am.**

While the data showed that around half of the participants either ate breakfast earlier in the day or did not eat breakfast at all, it was interesting to see that around 1/3rd ate around the times of 10:00am-11:59am. This could be due to not having enough time to prepare or get a breakfast meal before work and since that is the time when people go to get lunch, they could be craving breakfast food instead of lunch food. Finally, most of the participants that stated this time of when they eat breakfast, were around the ages of 18-30.

- **Plant-based breakfast meats are an item that Americans would like to try**

Around 58% percent of participants indicated that they would be interested in trying out plant-based breakfast meats in the future. While there was around 42% of participants that stated they would not be interested trying out plant-based breakfast meats in the future, this could be due to either already trying the plant-based meat, not interested at all or do not know much information about this modern style of food. This information could be used to know if plant-based breakfast meats are an option that companies could take to produce this modern style of food.

- **Healthier breakfast items and more breakfast items are something that Americans wish could change about breakfast**

This was a part of the survey that was most surprising. While only 30% of participants stated they would not change anything about breakfast, the 70% of participants had something to say about what they would like to change in breakfast. When it comes to healthier breakfast items, it was either not having as many bread items as breakfast, having less grease and sugar on breakfast and to stop marketing unhealthy cereal as good breakfast food. For more breakfast

items it was about having more French toast, more savory food options and having a full menu in the morning at restaurants.