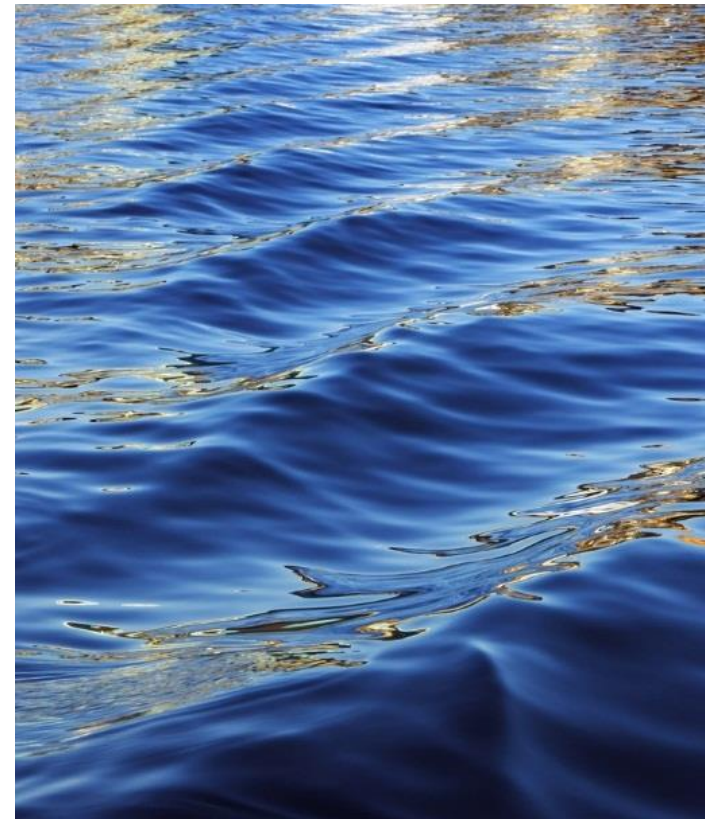




# Breakfast, Food and Health

Report Summary 13-01



UNIVERSITY  
OF MANITOBA

# Growing Forward 2



A federal-provincial-territorial initiative

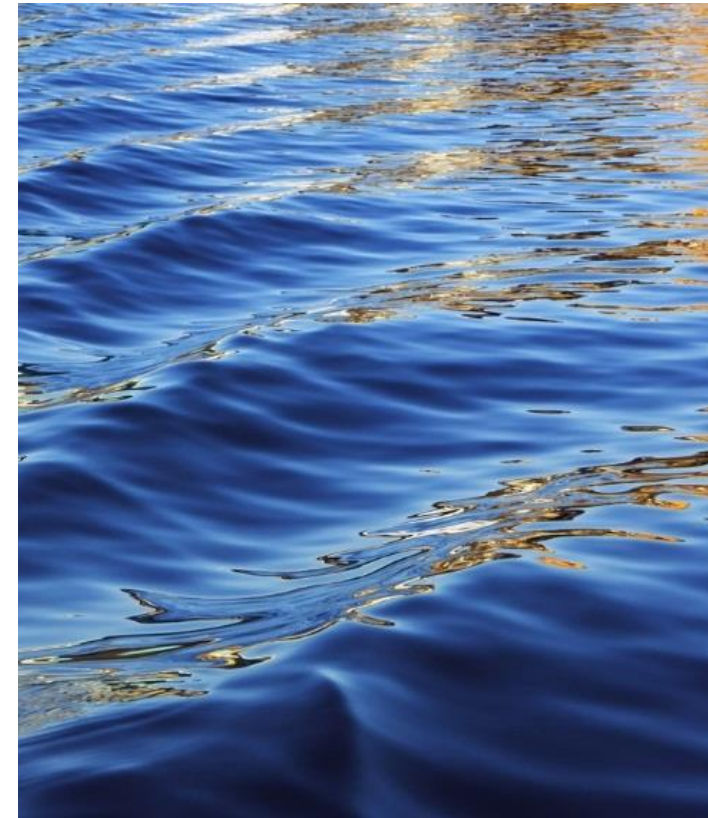
*Funding for this project is provided by the Canada and Manitoba governments through Growing Forward 2, a federal-provincial-territorial initiative.*

*For more information, please visit <http://www.manitoba.ca/agriculture/growing-forward-2/index.html>.*



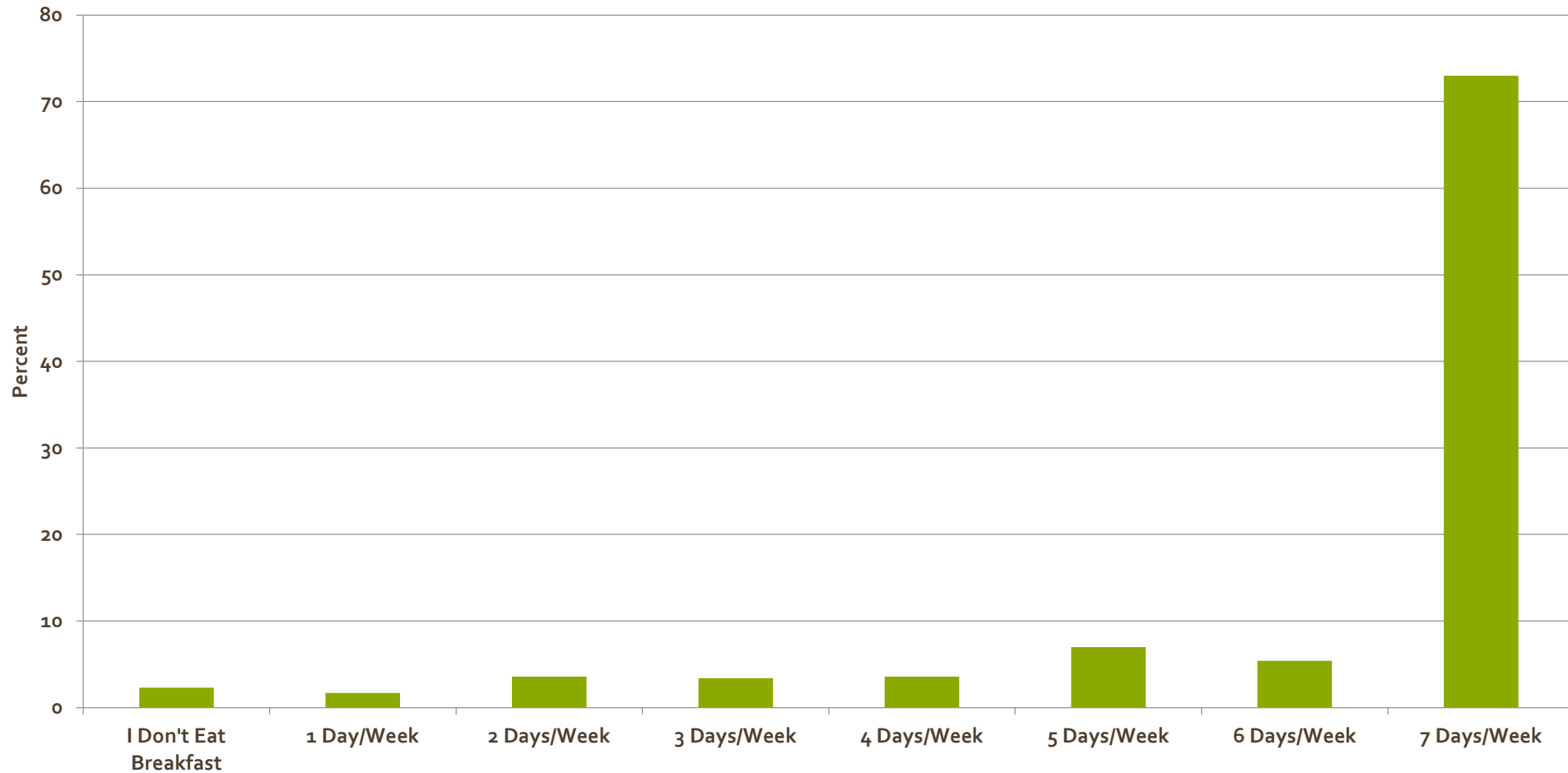
# Breakfast

Section 1.0



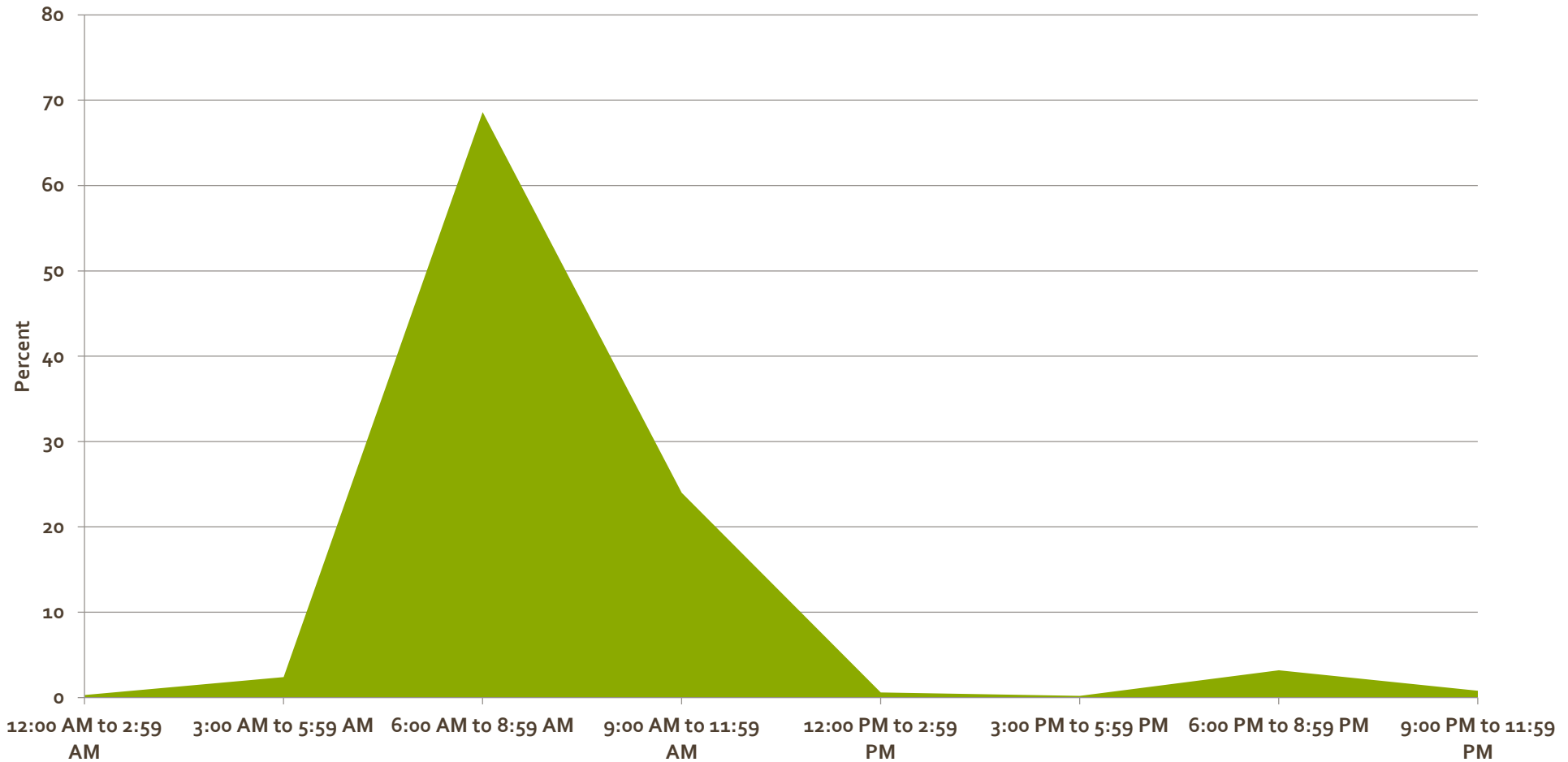


# Q1: Please indicate how many days you eat breakfast, in a typical week?



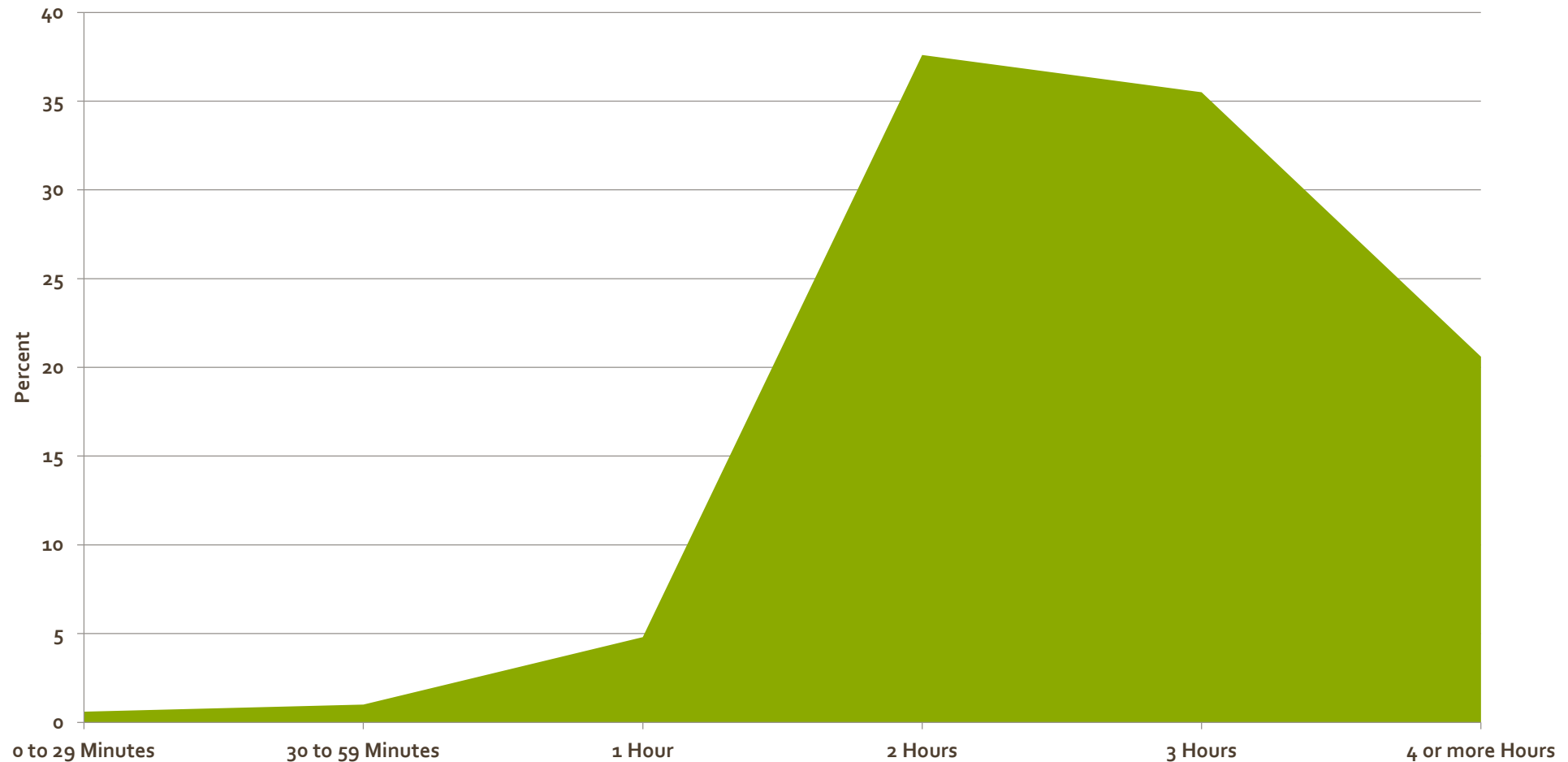


**Q2:** If Breakfast is the first meal that people normally eat during the day, what time of day do you most often eat breakfast? (*Select one answer*)



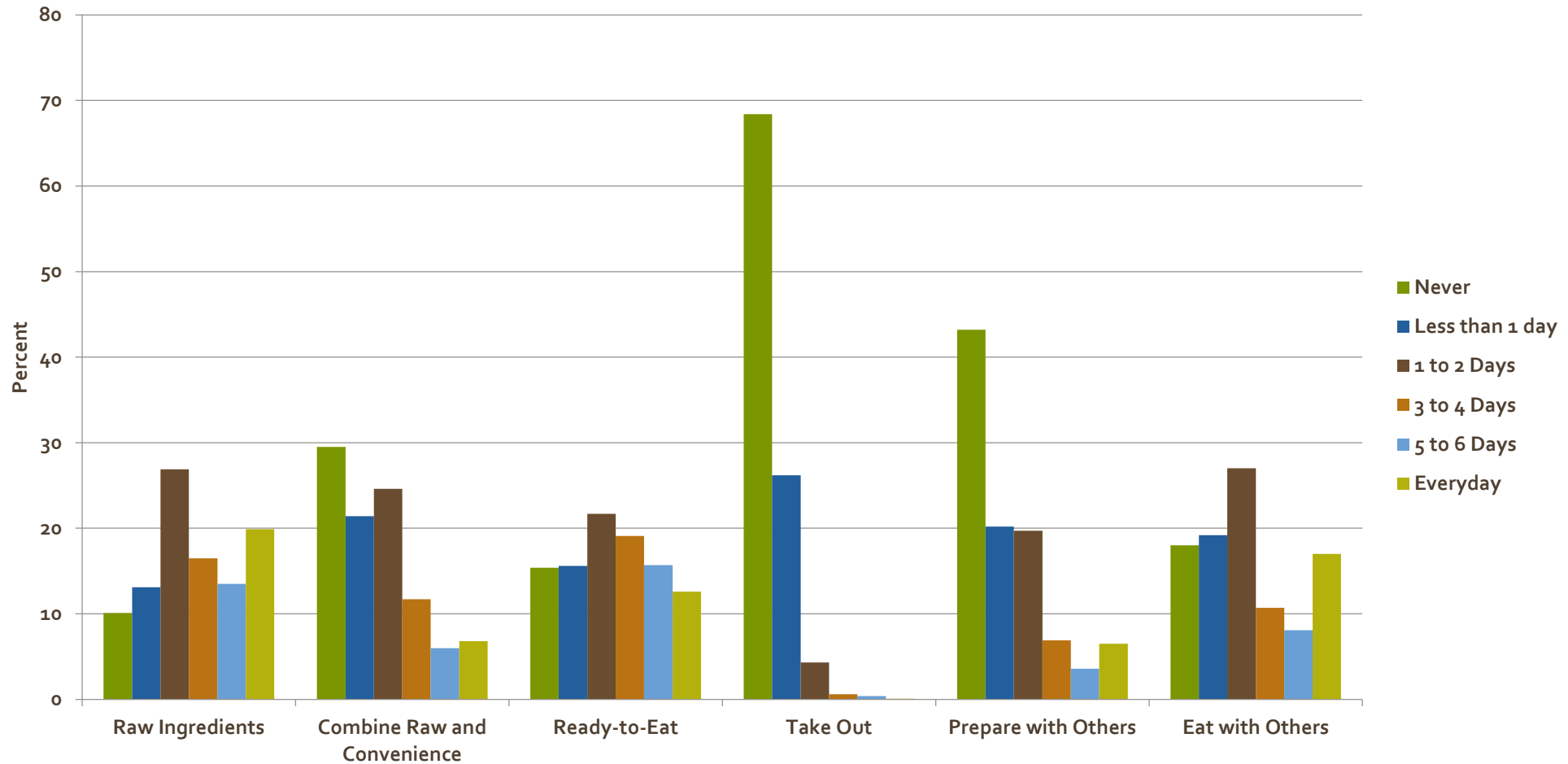


**Q3:** How long after breakfast do you eat a snack? A snack is food you eat that is not a meal. *(Select one answer)*



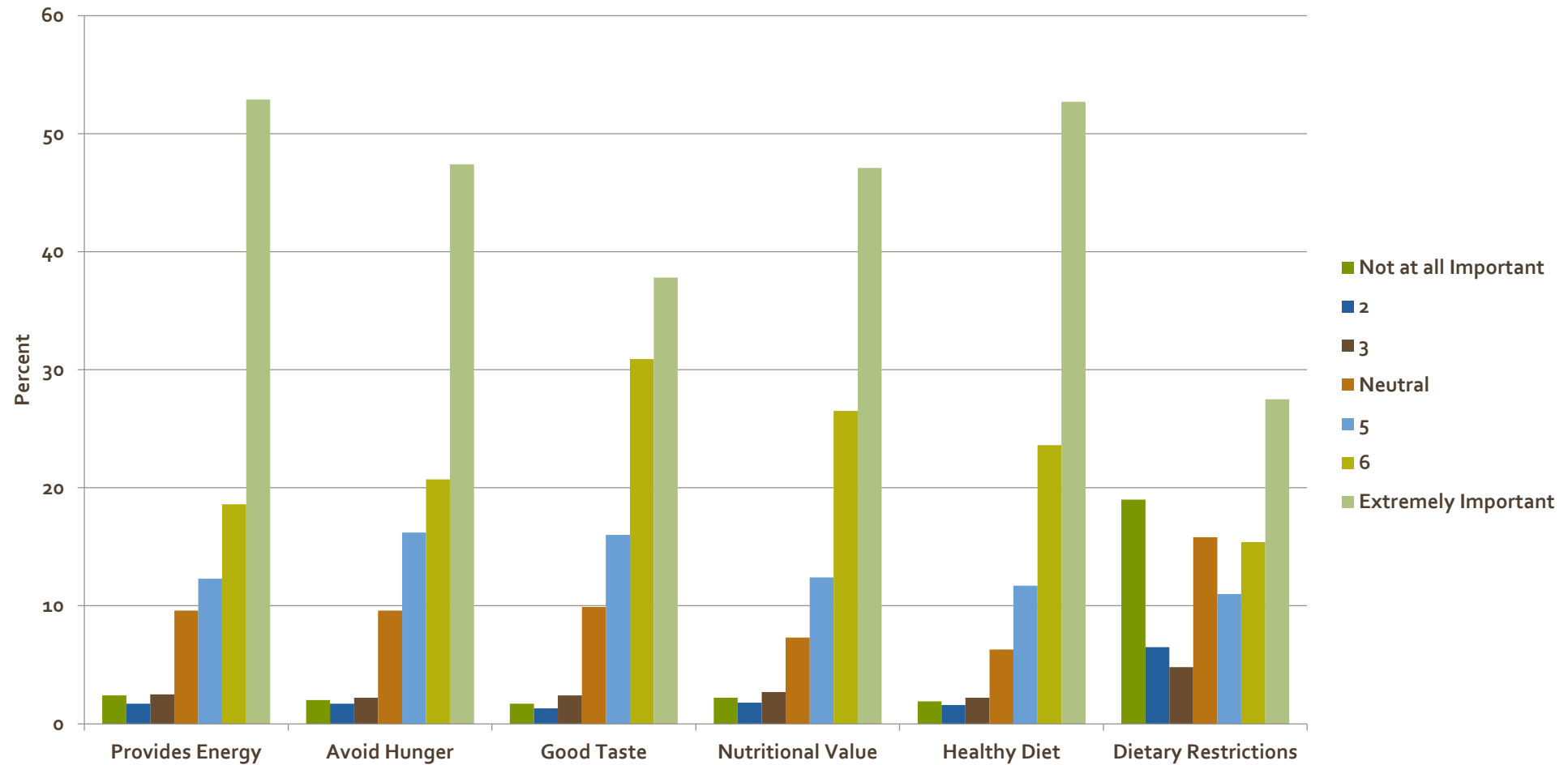


# Q4: In an average week, how often do you do the following for breakfast? *(Select 1 answer per line)*





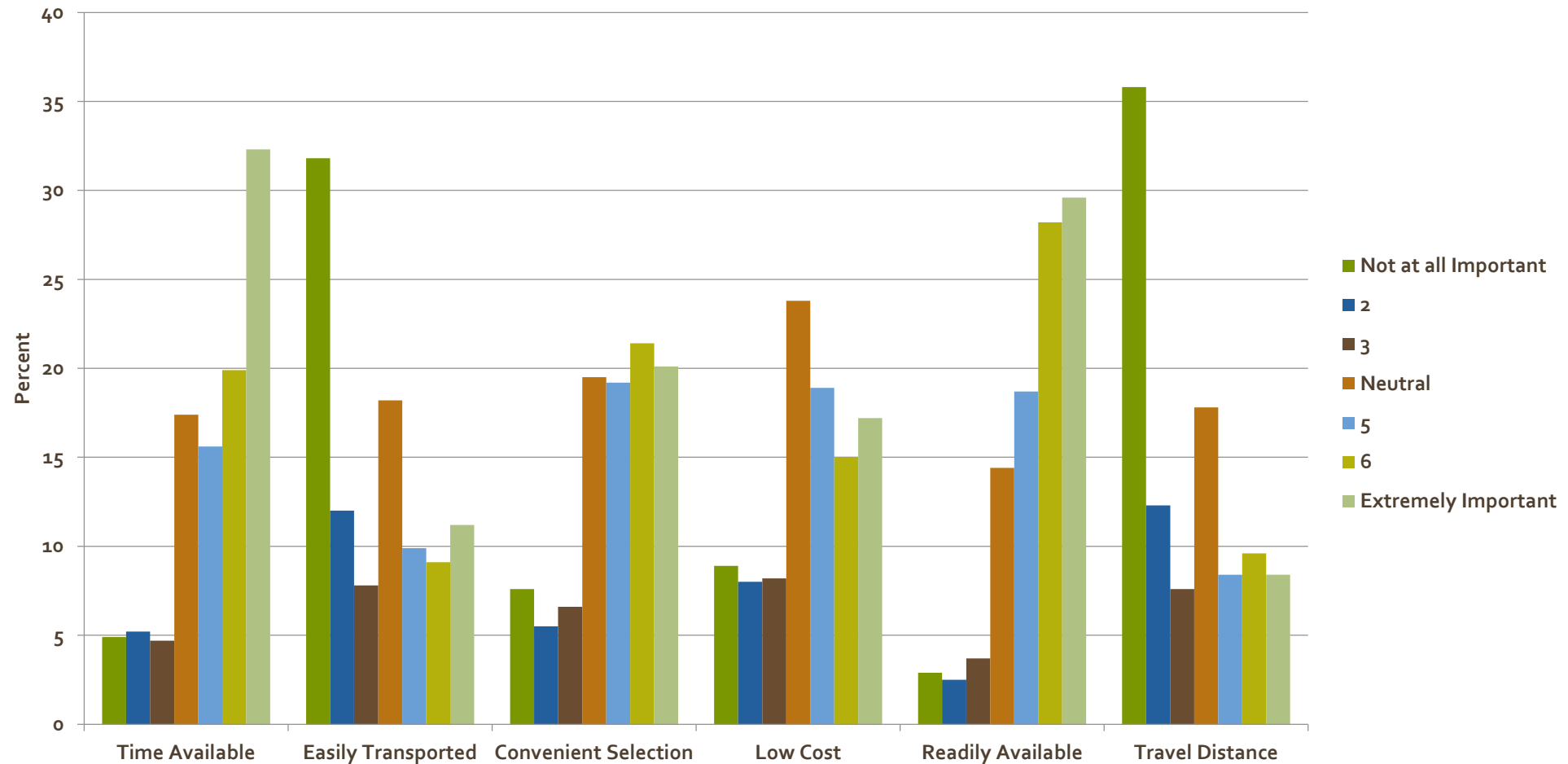
## Q5: How important are each of the following factors in choosing to eat breakfast? (Select one answer per line) - Health and Nutrition





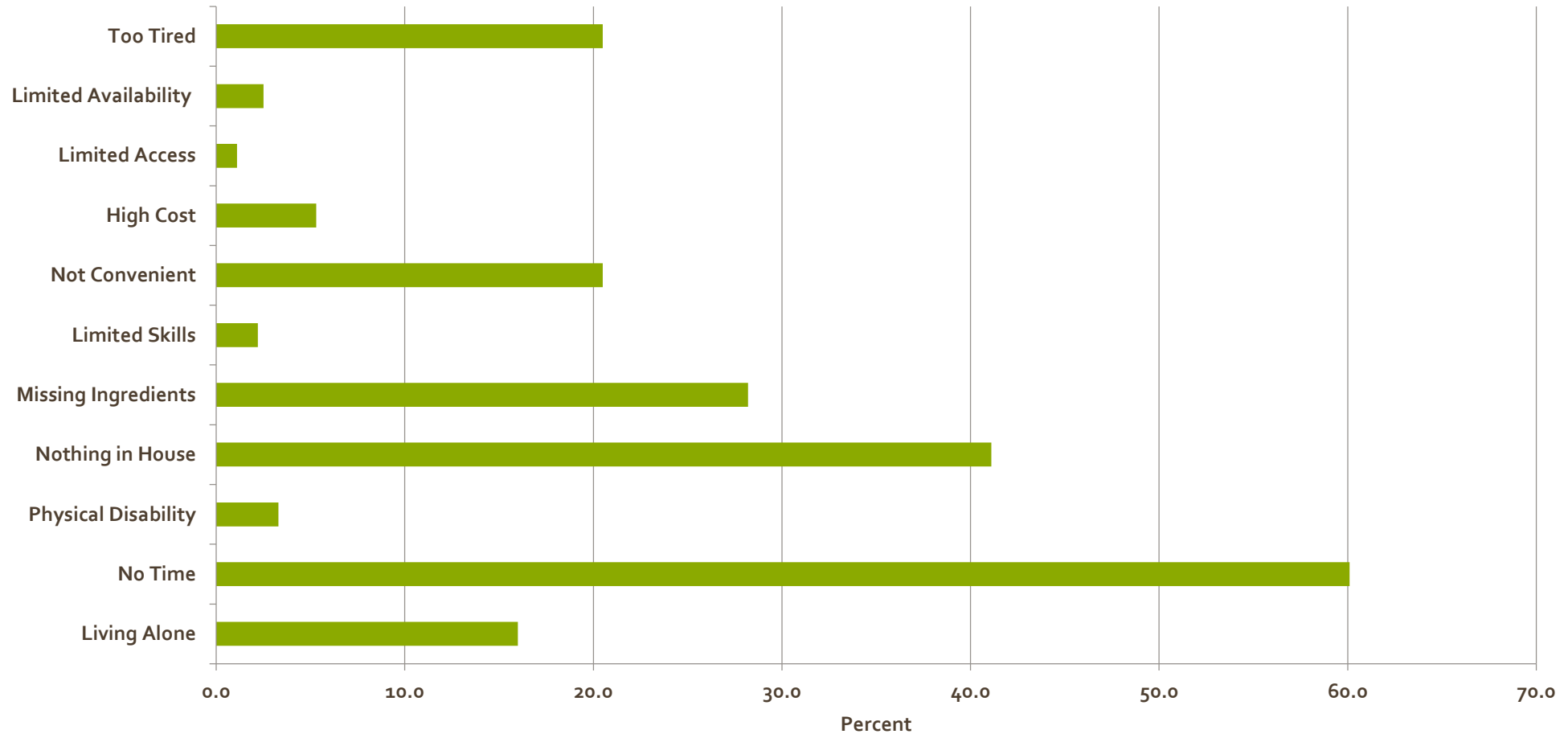


## Q5: How important are each of the following factors in choosing to eat breakfast? (Select one answer per line) - Access and Convenience



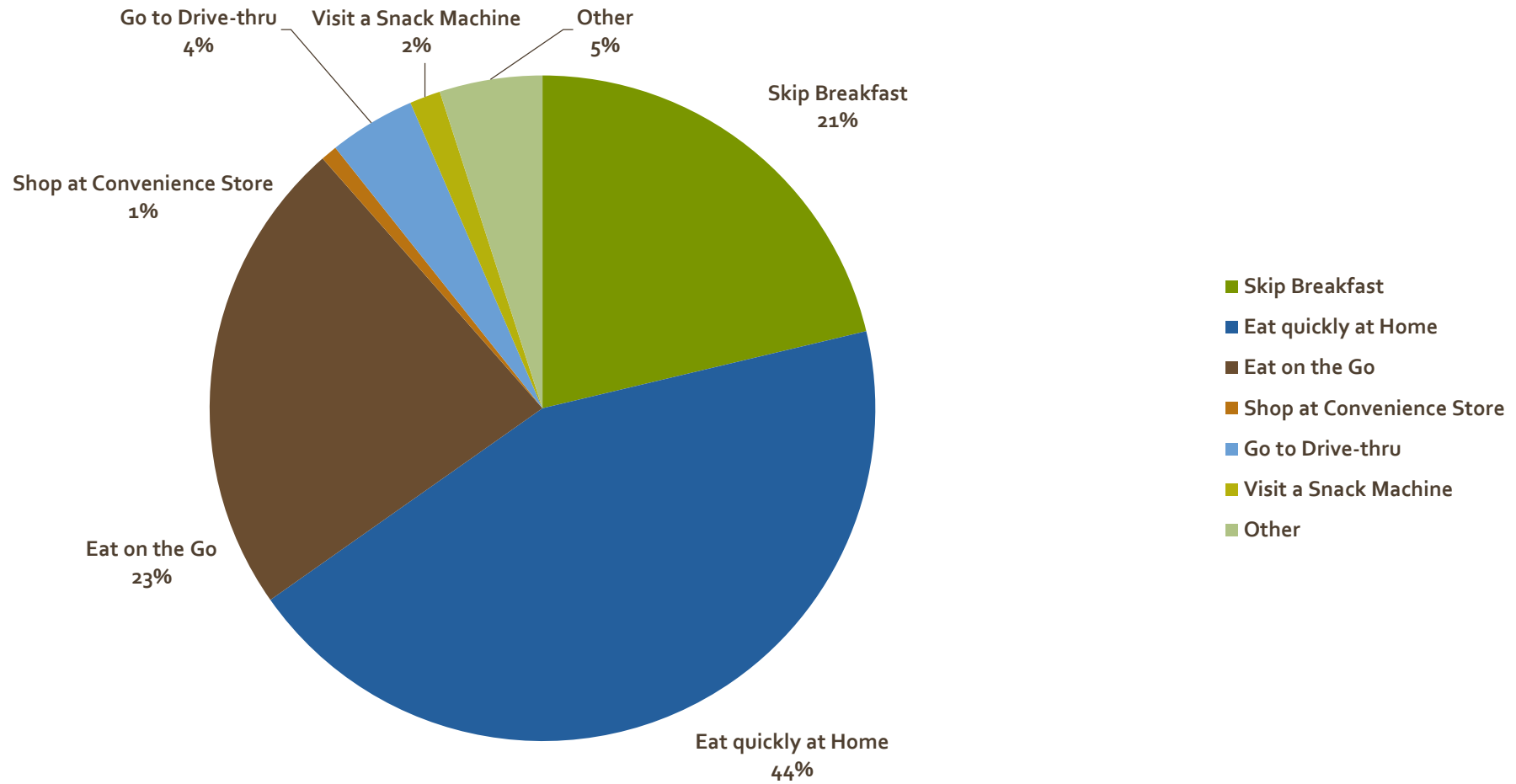


## Q6: What are the reasons that you may sometimes choose not to eat breakfast? *(Select up to 3 answers)*



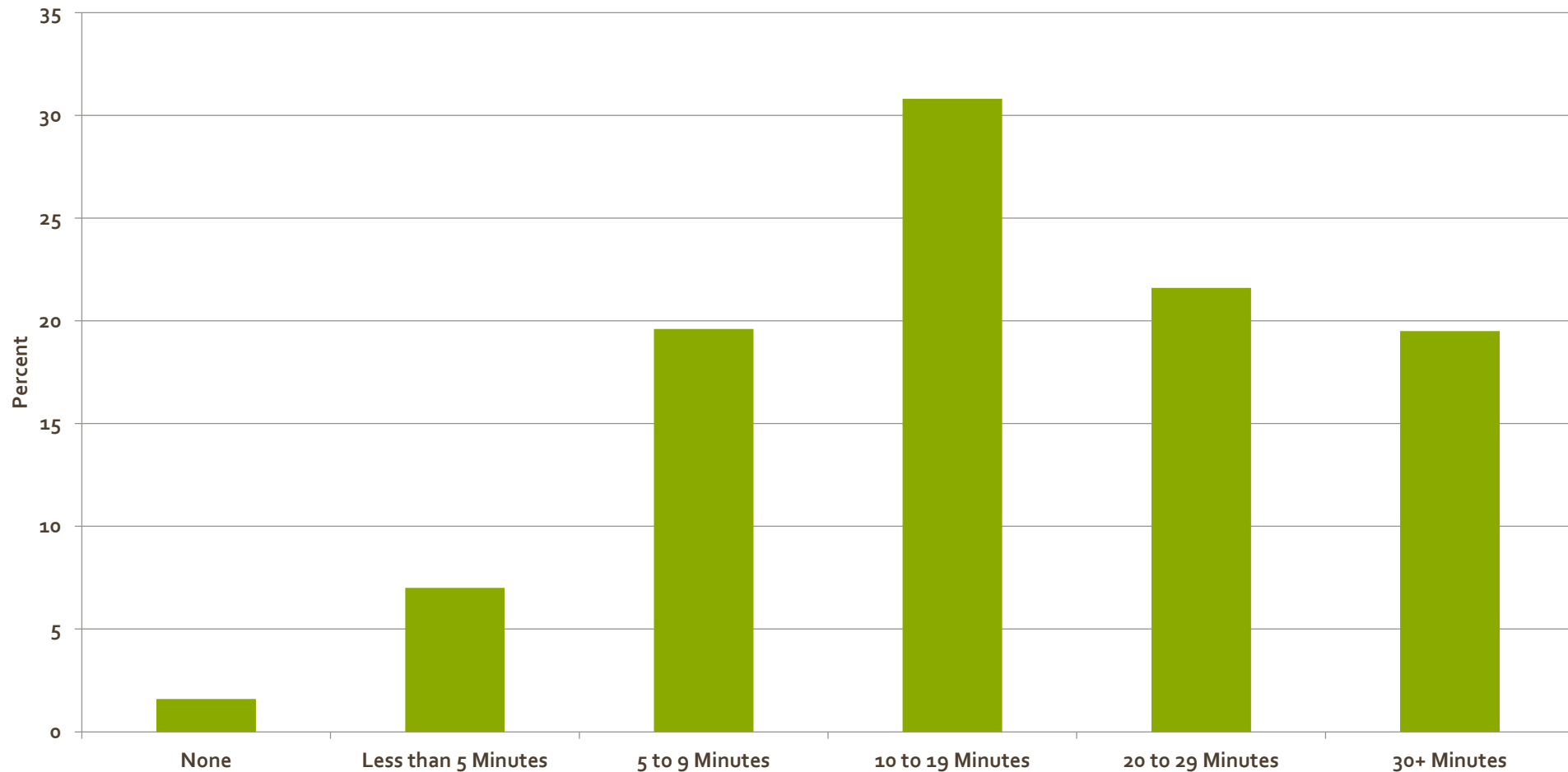


# Q7: When time is limited in the morning, what are you more likely to do?



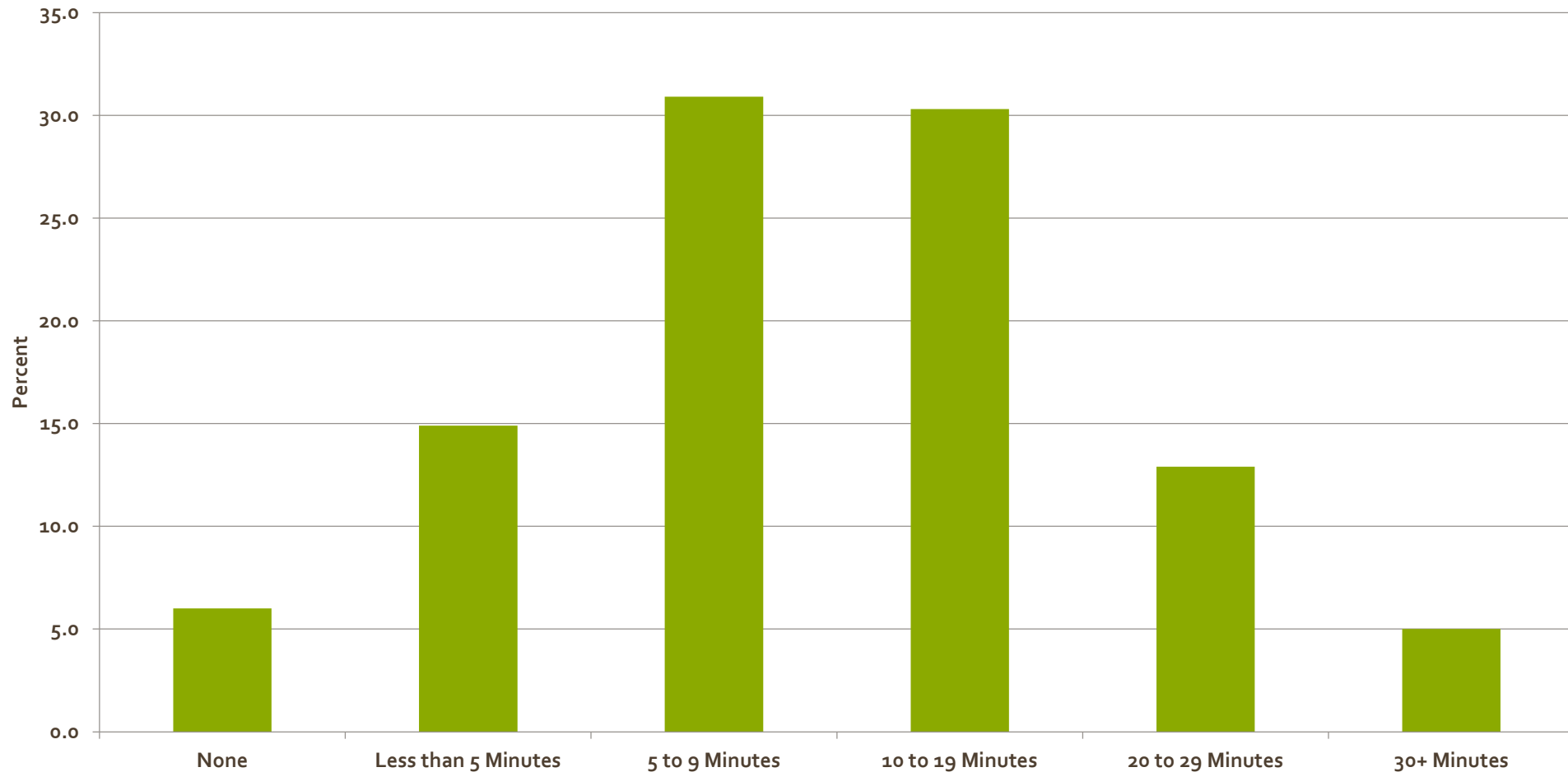


**Q8:** When staying home for the day, how much time do you normally allow to prepare and eat breakfast? *(Select one answer)*



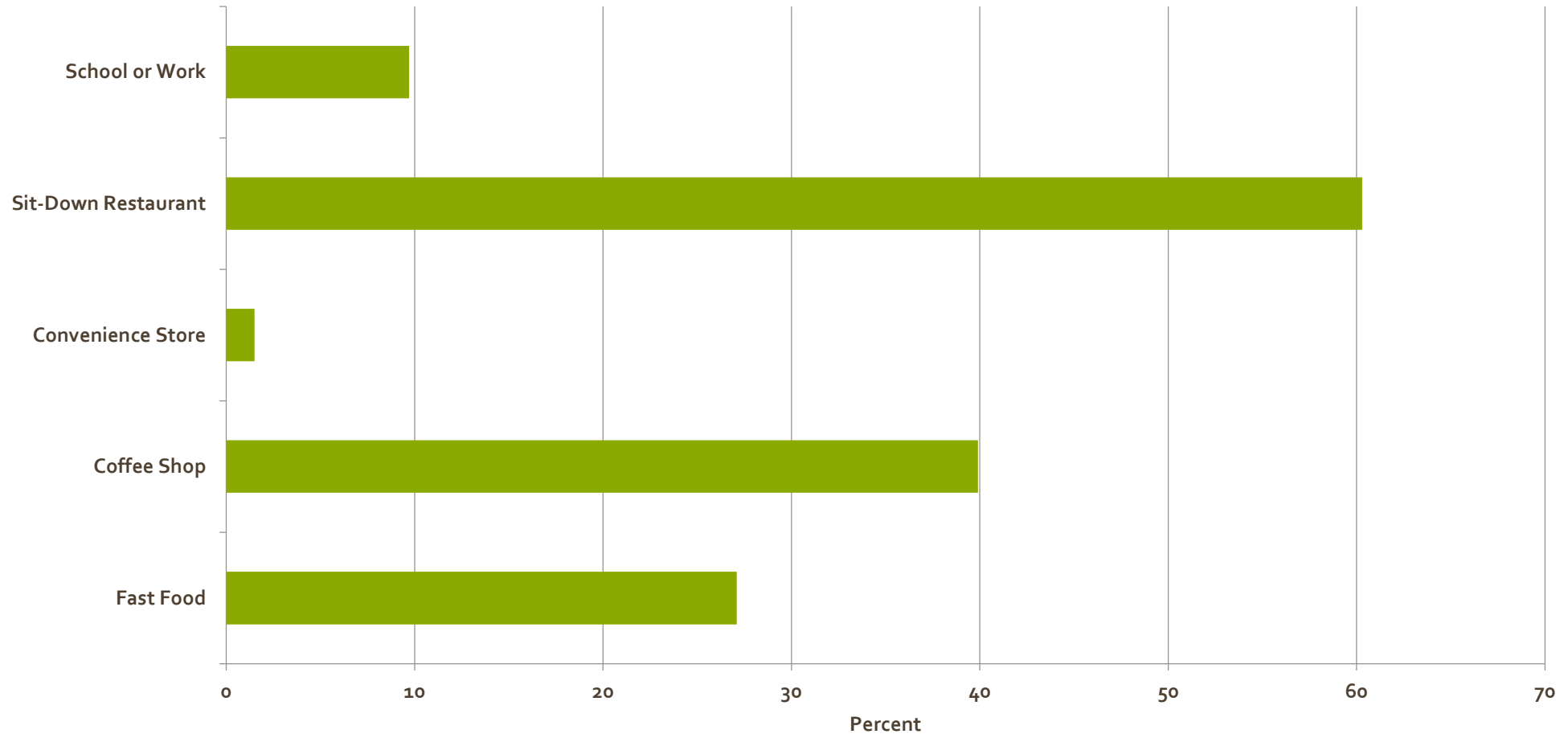


**Q9:** When going to work, school, or appointments, how much time do you normally allow to prepare and eat breakfast? (*Select one answer*)



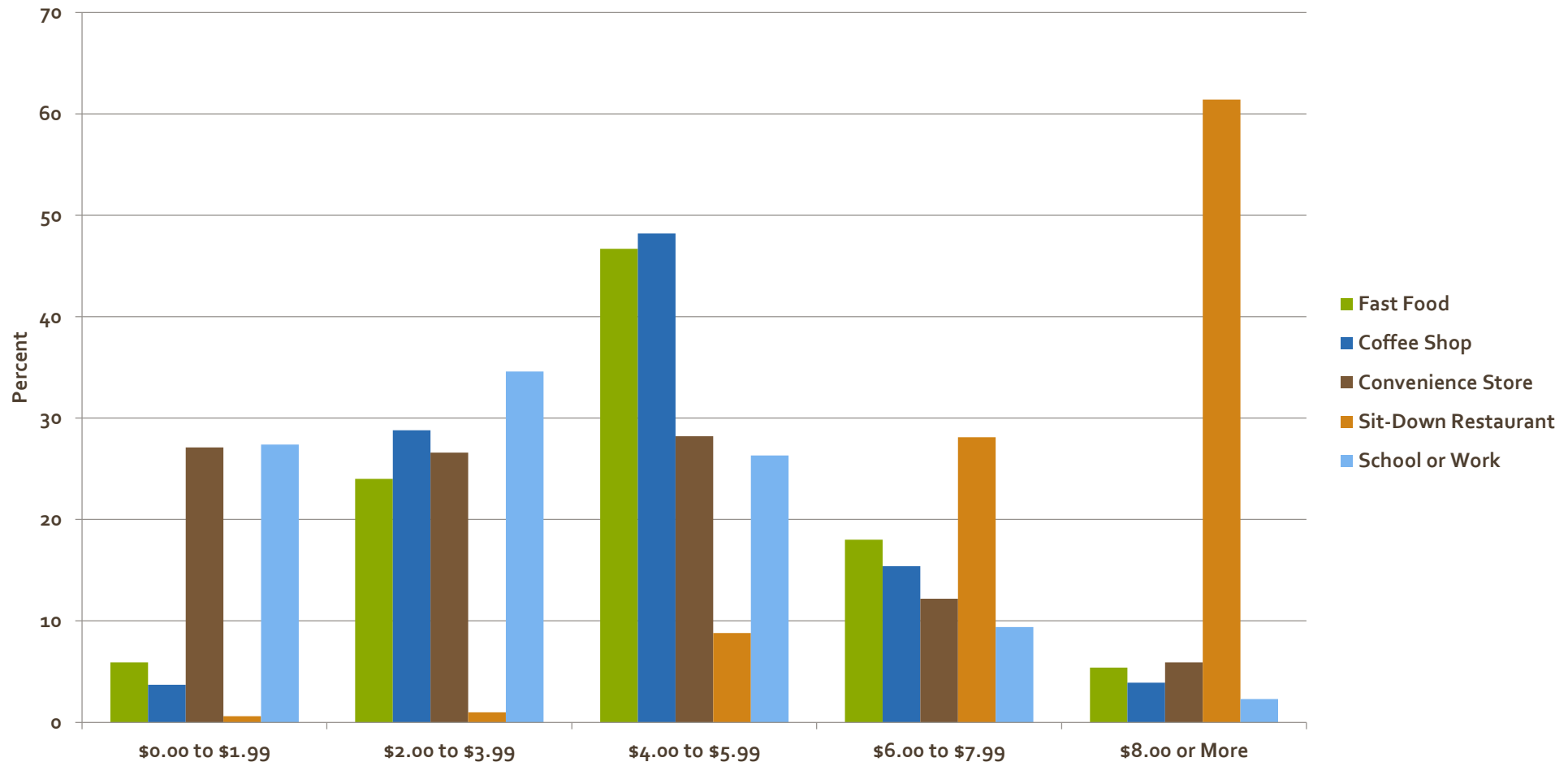


# Q10: Where are you most likely to go for breakfast, when you are away from home? *(Select all that apply)*



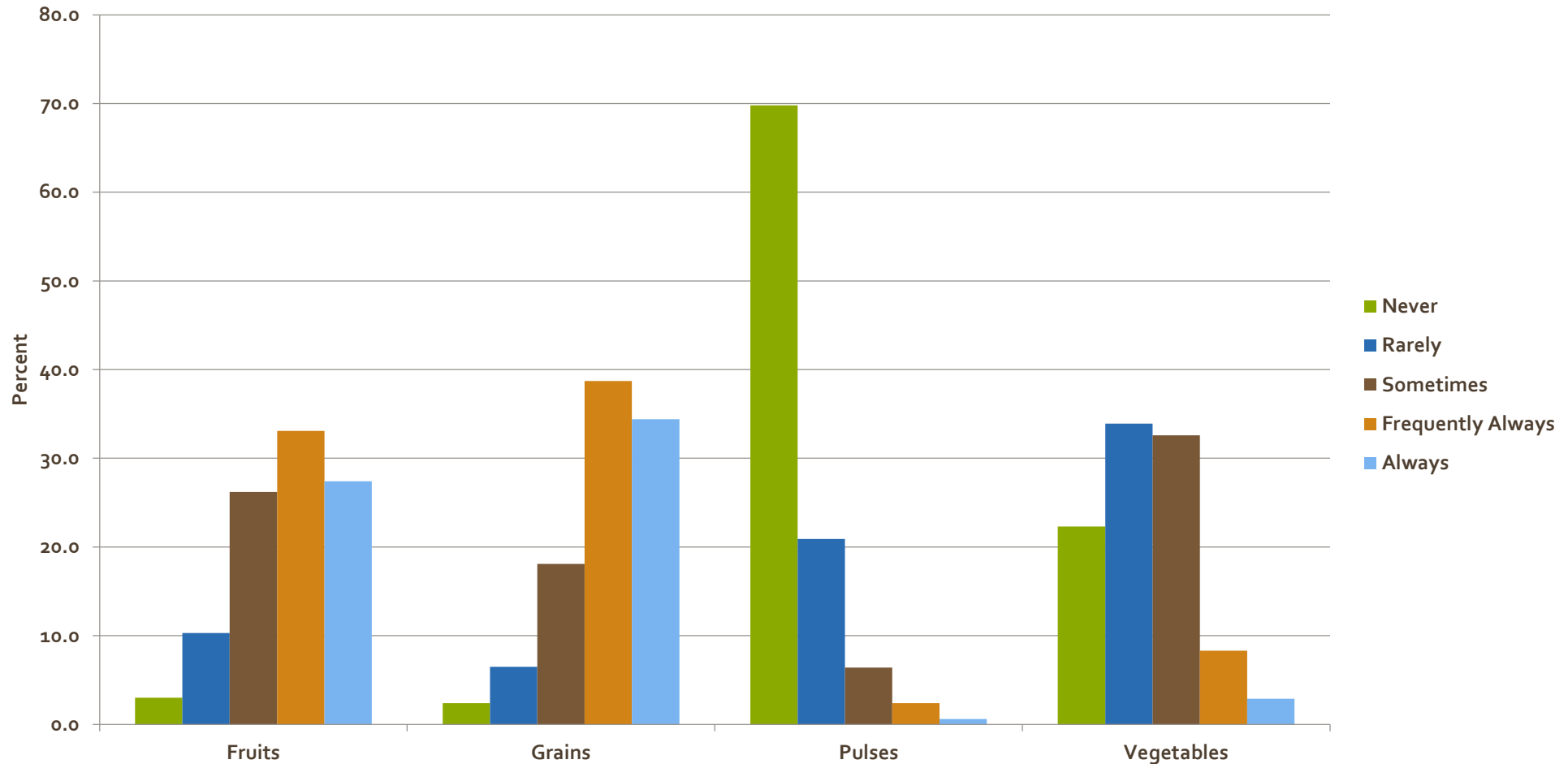


## Q11: When you eat breakfast outside of the home, how much do you typically spend per person on breakfast?





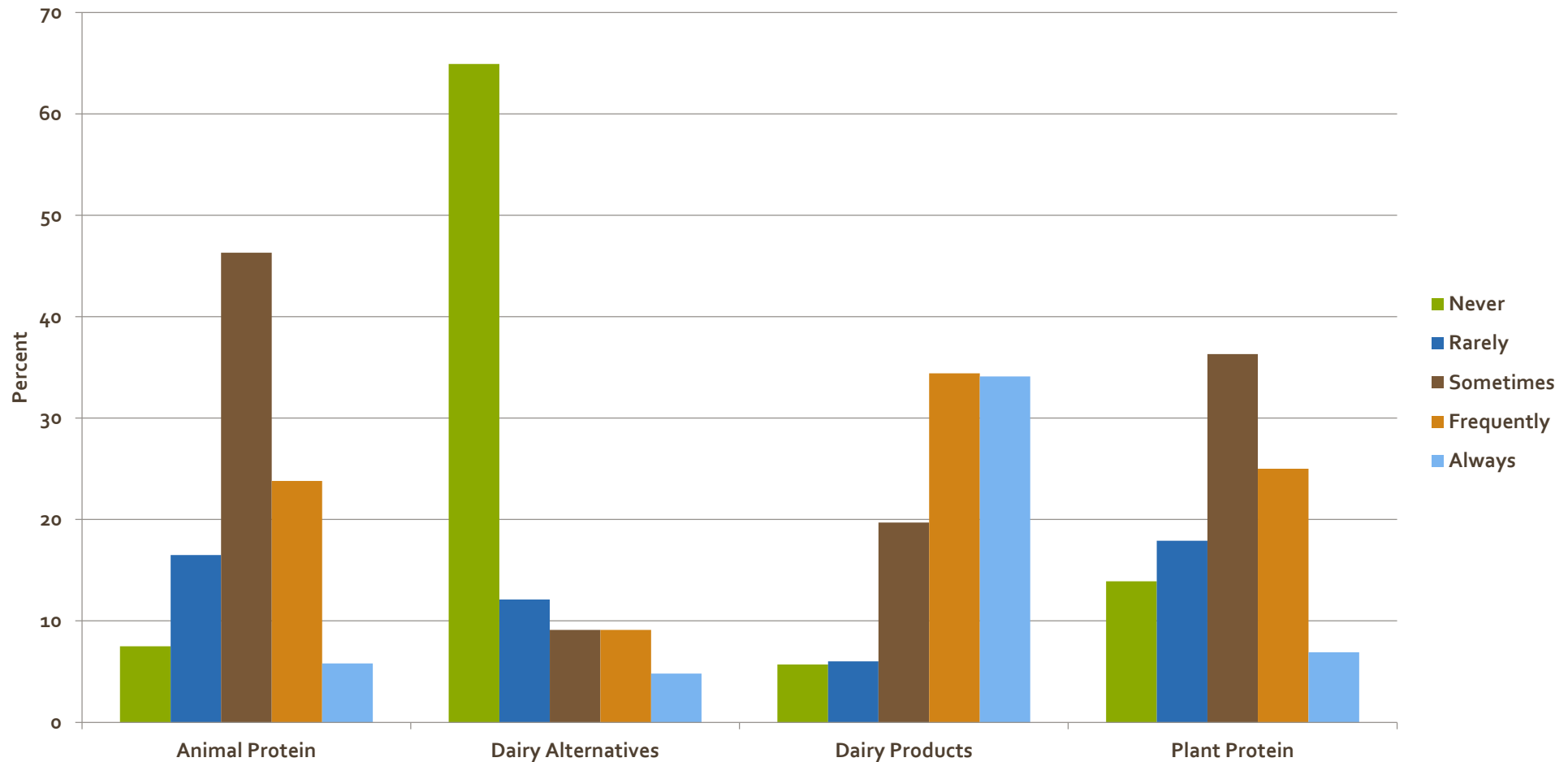
# Q12: How often do you typically eat the following for breakfast? (*Select one answer per line*) – Chart 1





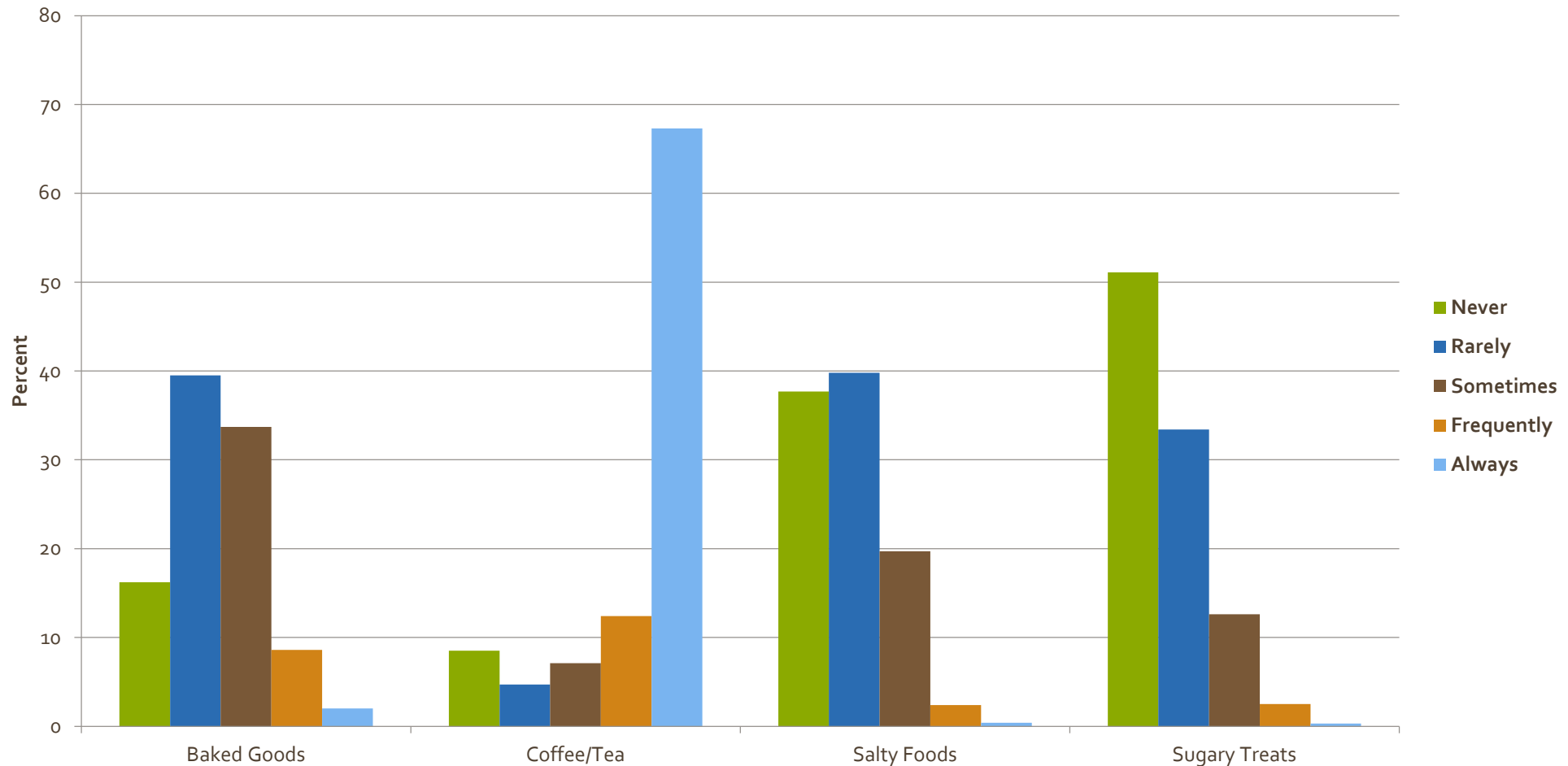


# Q12: How often do you typically eat the following for breakfast? (Select one answer per line) – Chart 2



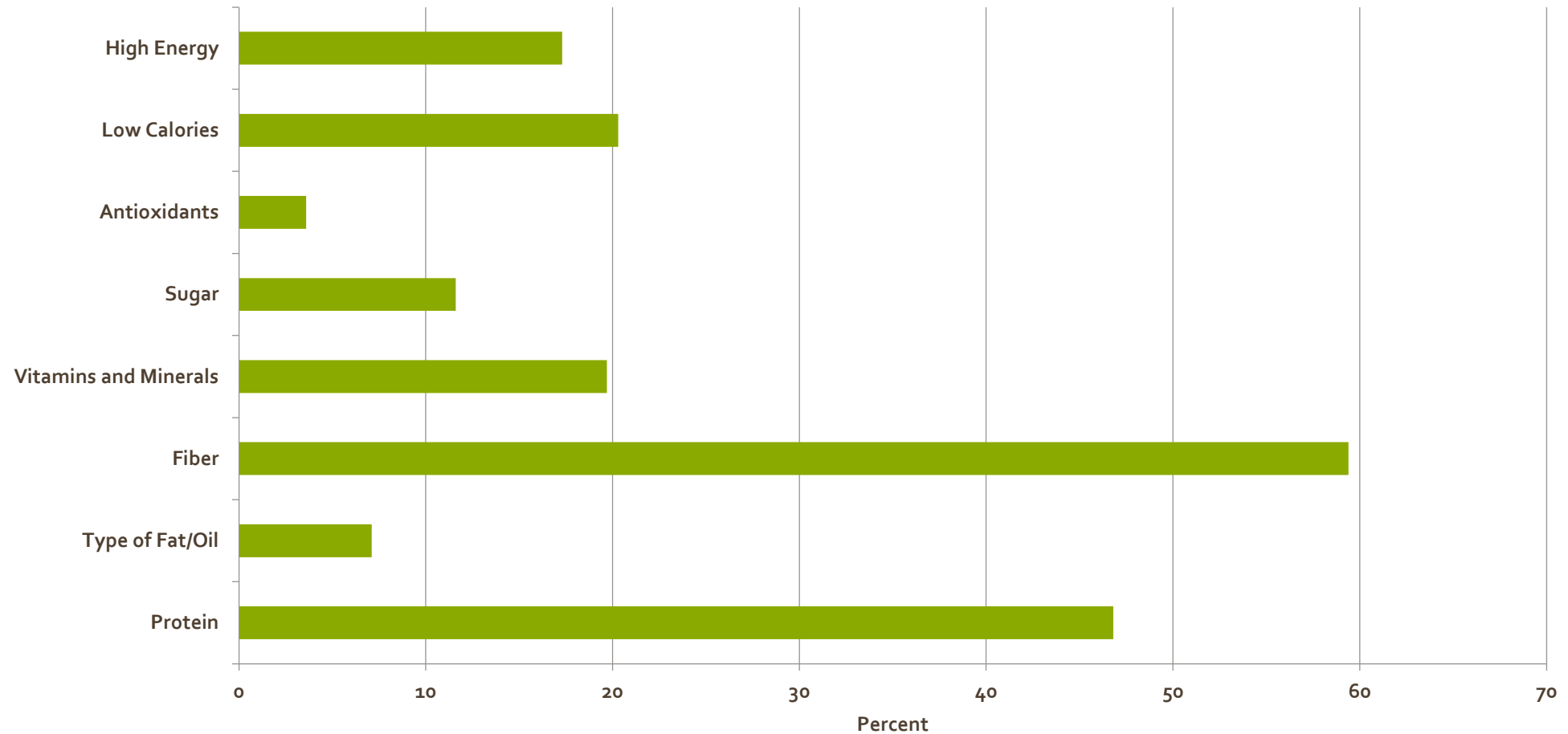


# Q12: How often do you typically eat the following for breakfast? (Select one answer per line) - Chart 3



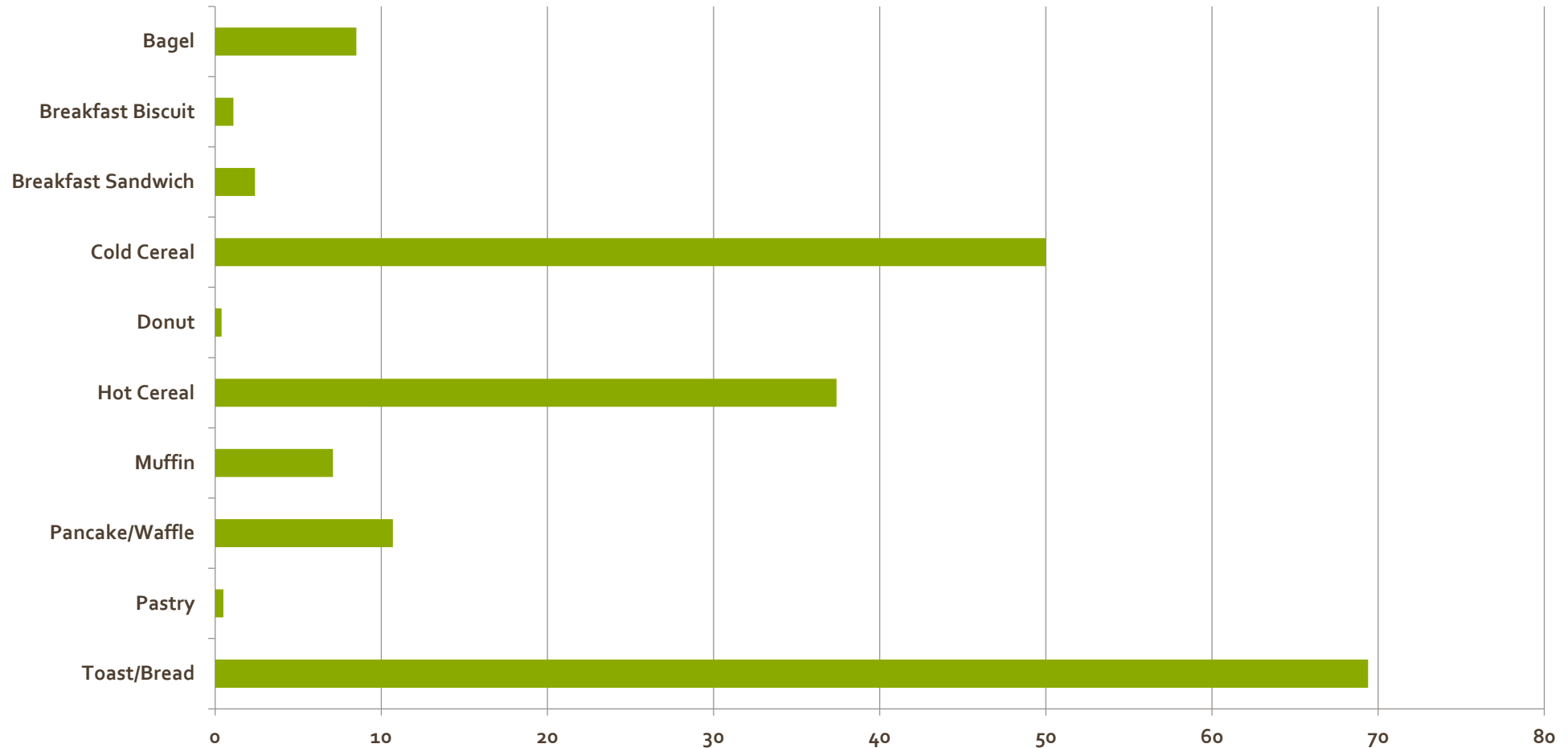


# Q13: Please indicate what you take into consideration the most when preparing or selecting your breakfast?



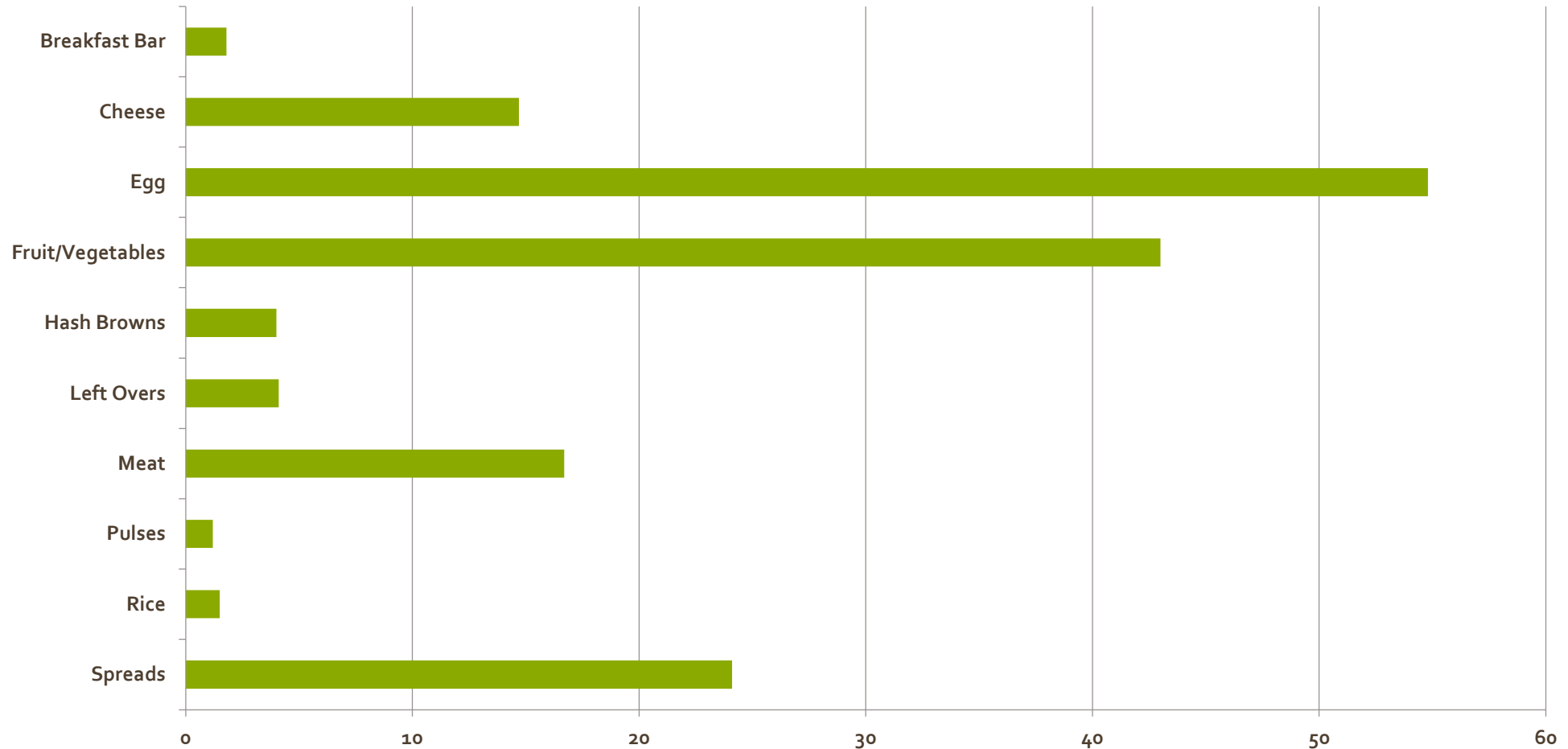


# Q14: Which foods do you consume most often for breakfast, at home? (Select up to 5 answers) - Chart 1



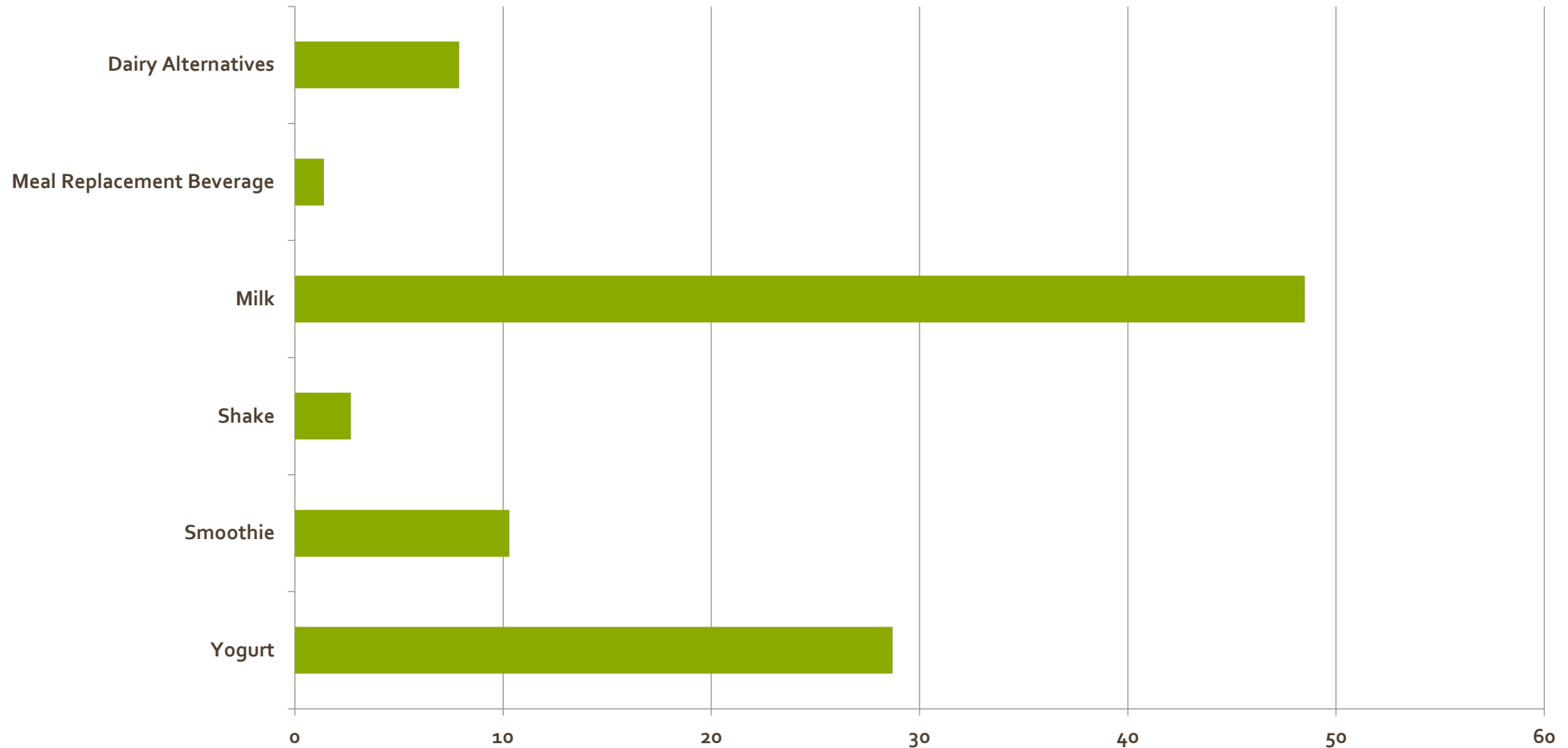


# Q14: Which foods do you consume most often for breakfast, at home? (Select up to 5 answers) - Chart 2



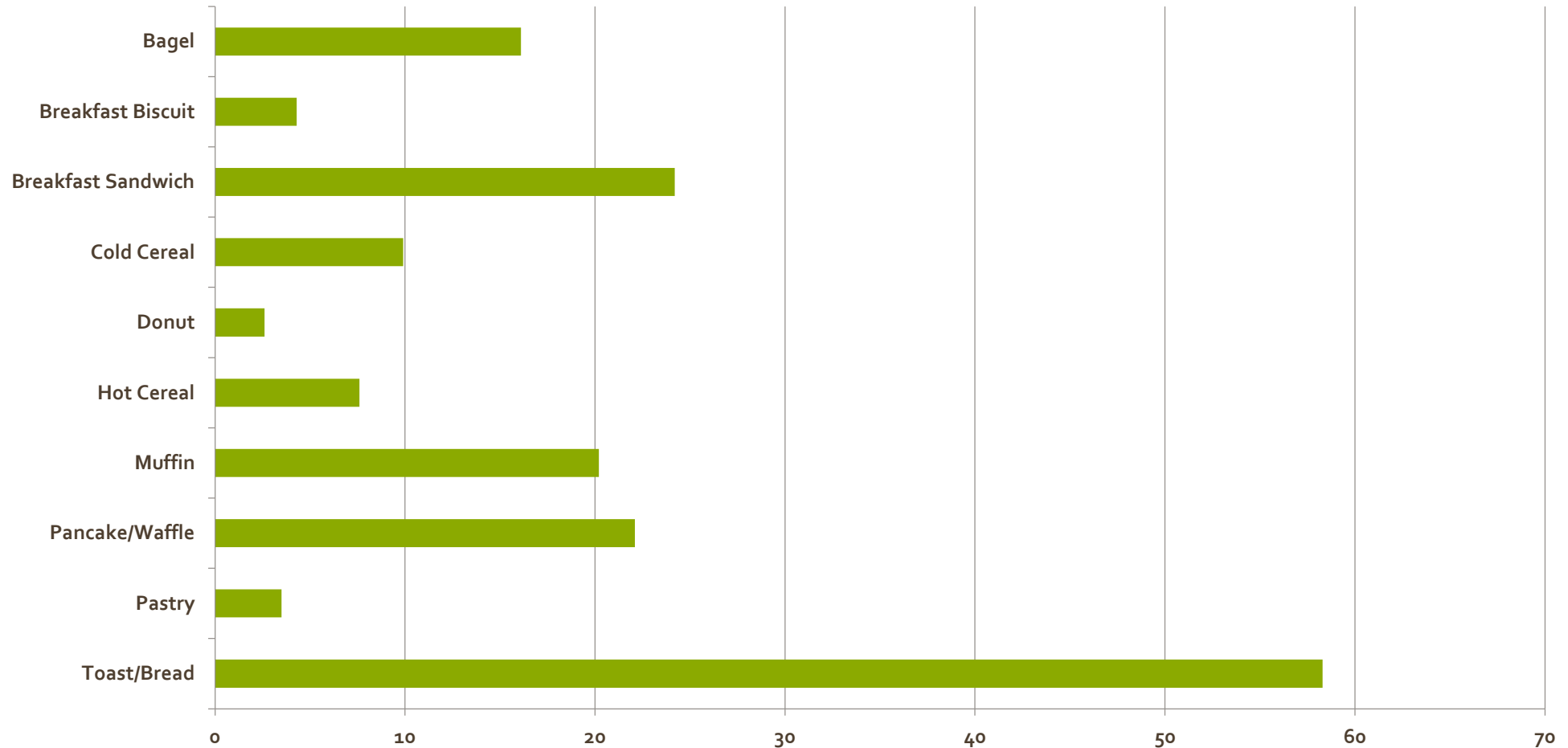


# Q14: Which foods do you consume most often for breakfast, at home? (Select up to 5 answers) - Chart 1



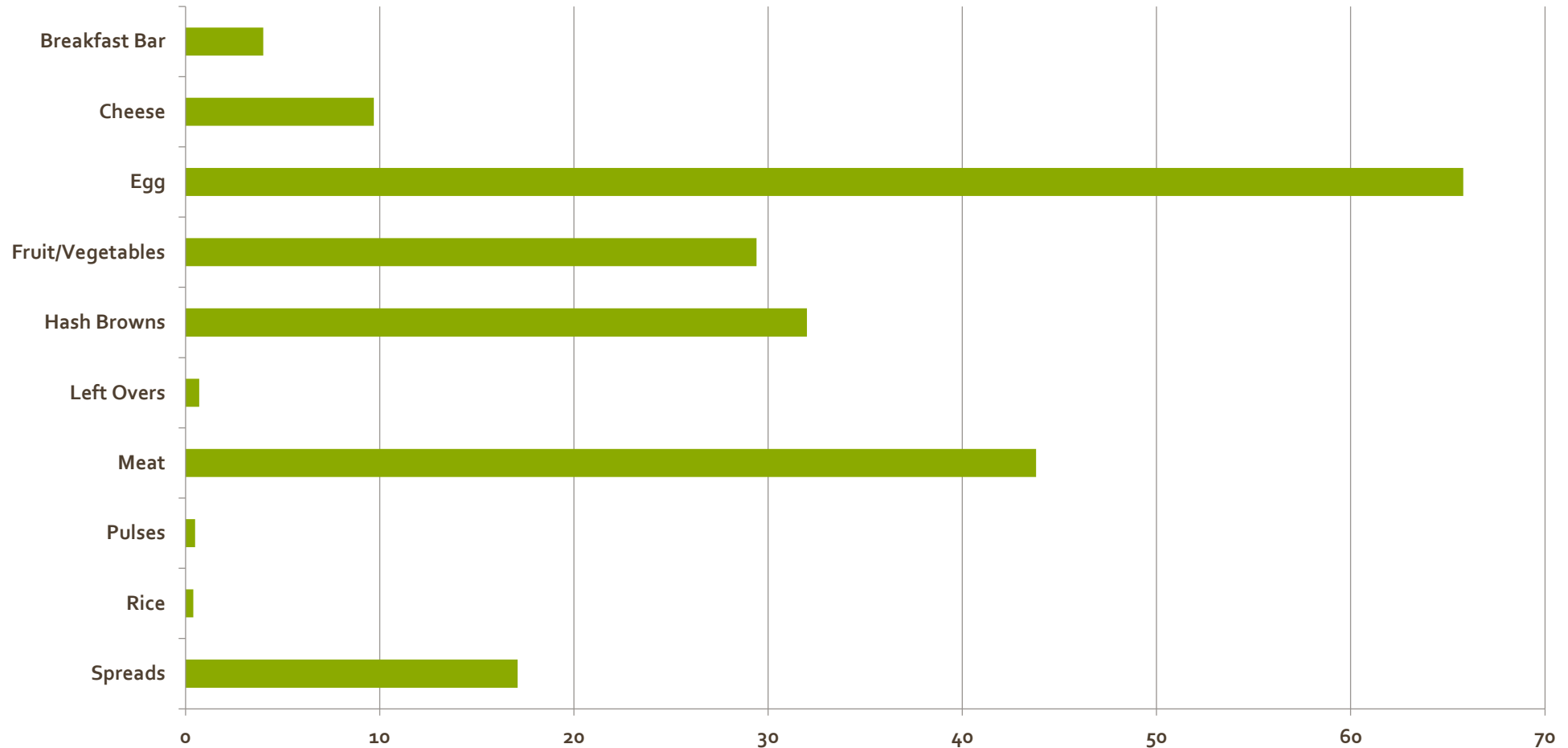


# Q15: Which foods do you consume most often for breakfast, away from home? (Select up to 5 answers) – Chart 1





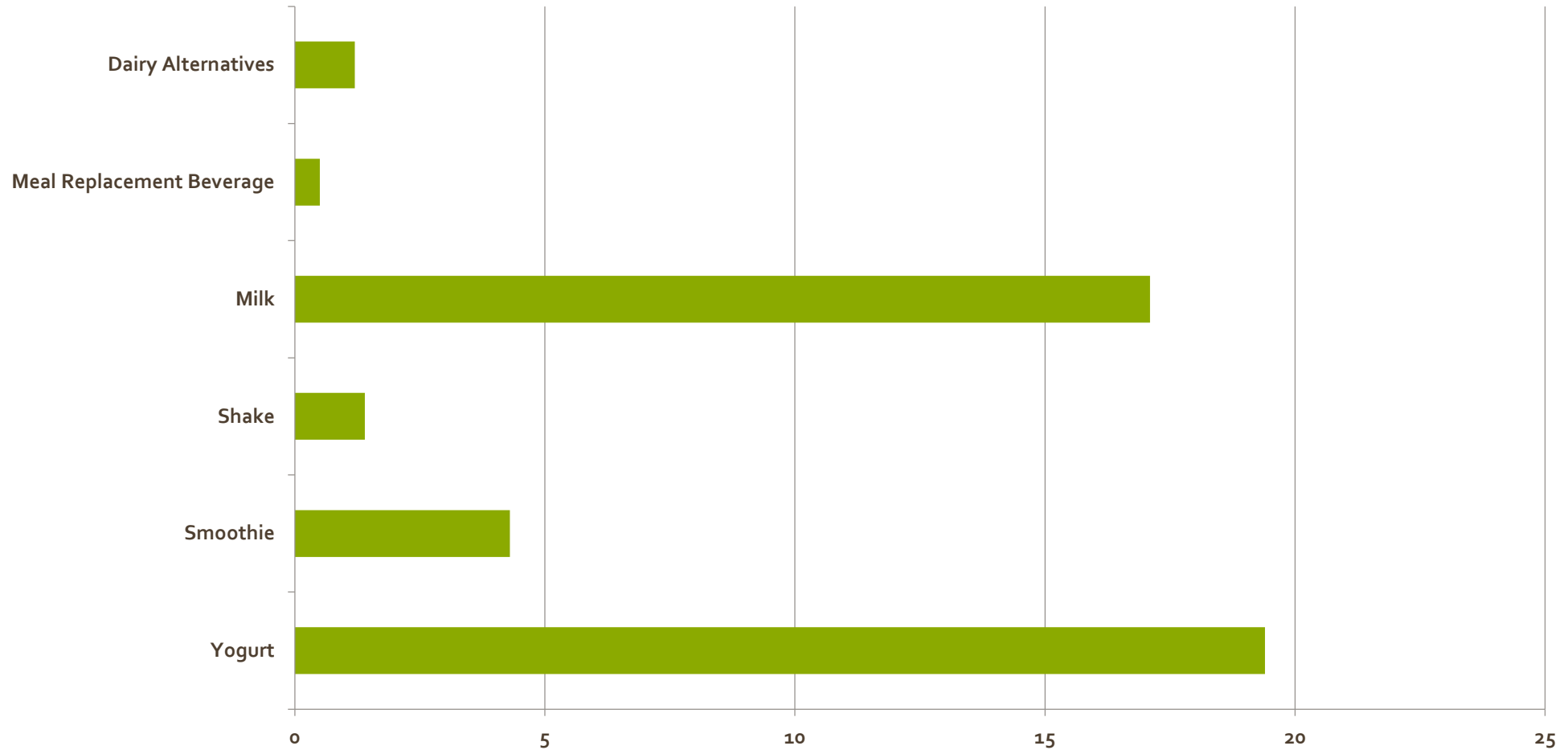
## Q15: Which foods do you consume most often for breakfast, away from home? (*Select up to 5 answers*) – Chart 2





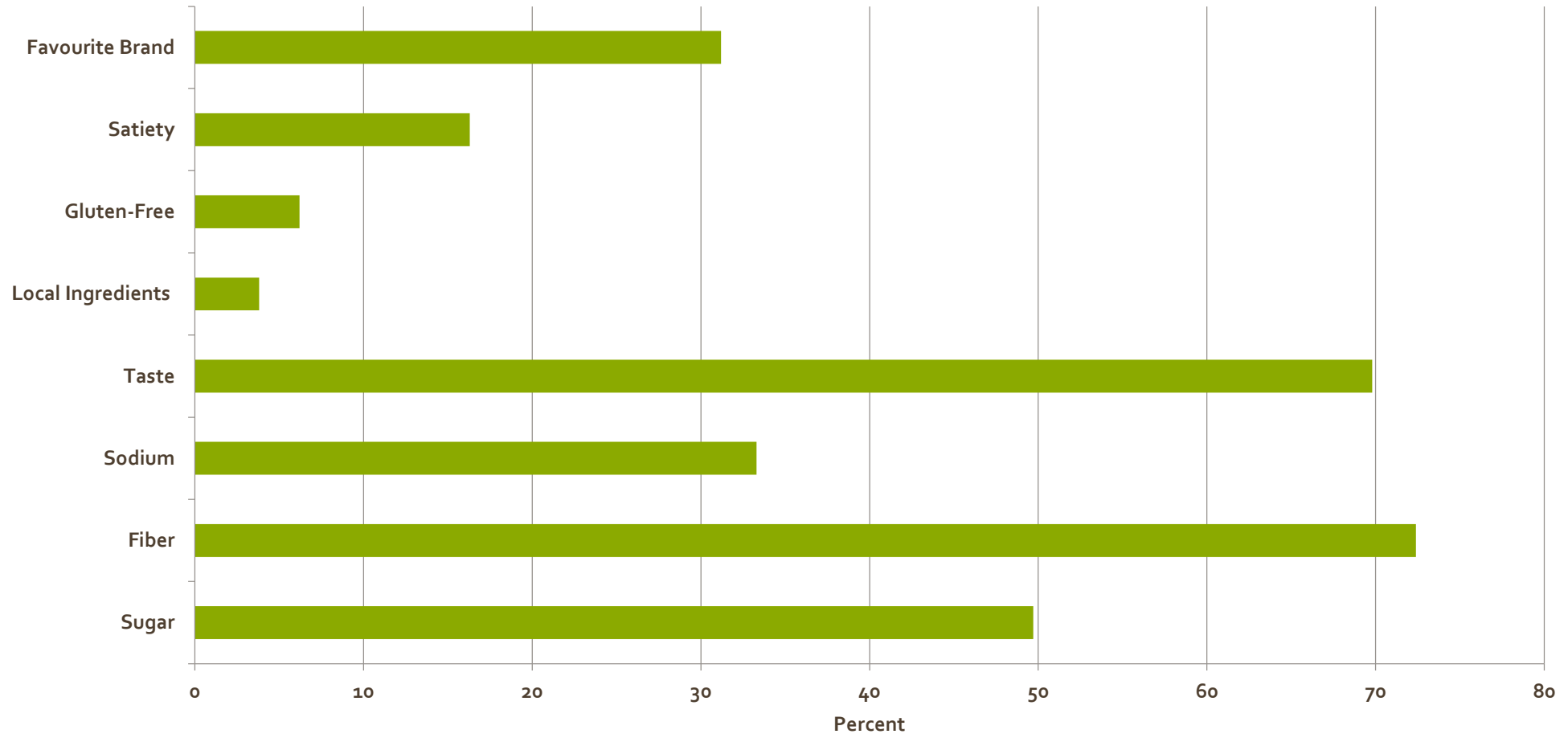


# Q15: Which foods do you consume most often for breakfast, away from home? (Select up to 5 answers) – Chart 3



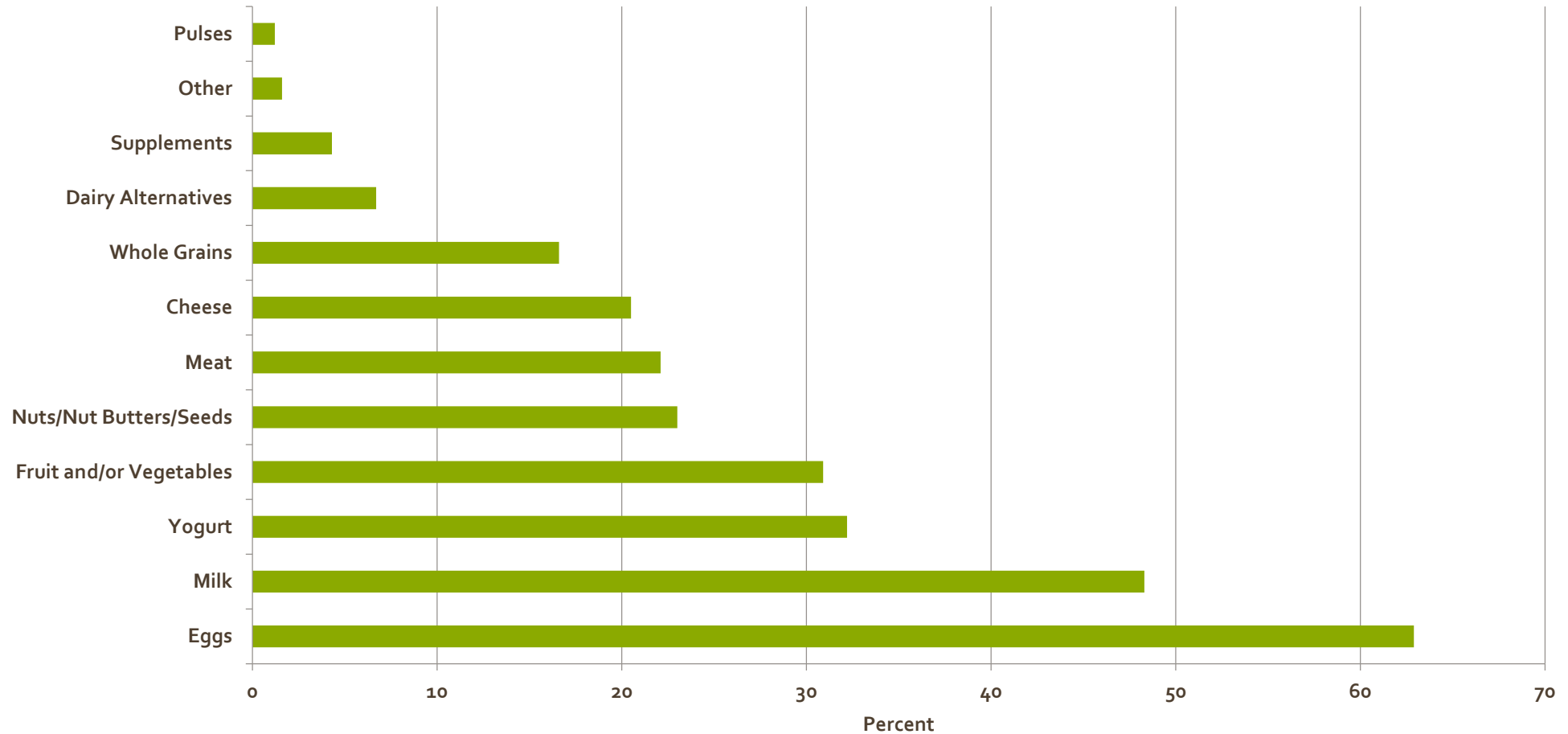


# Q16: When choosing a ready-to-eat boxed cereal, what do you care about? *(Select all that apply)*



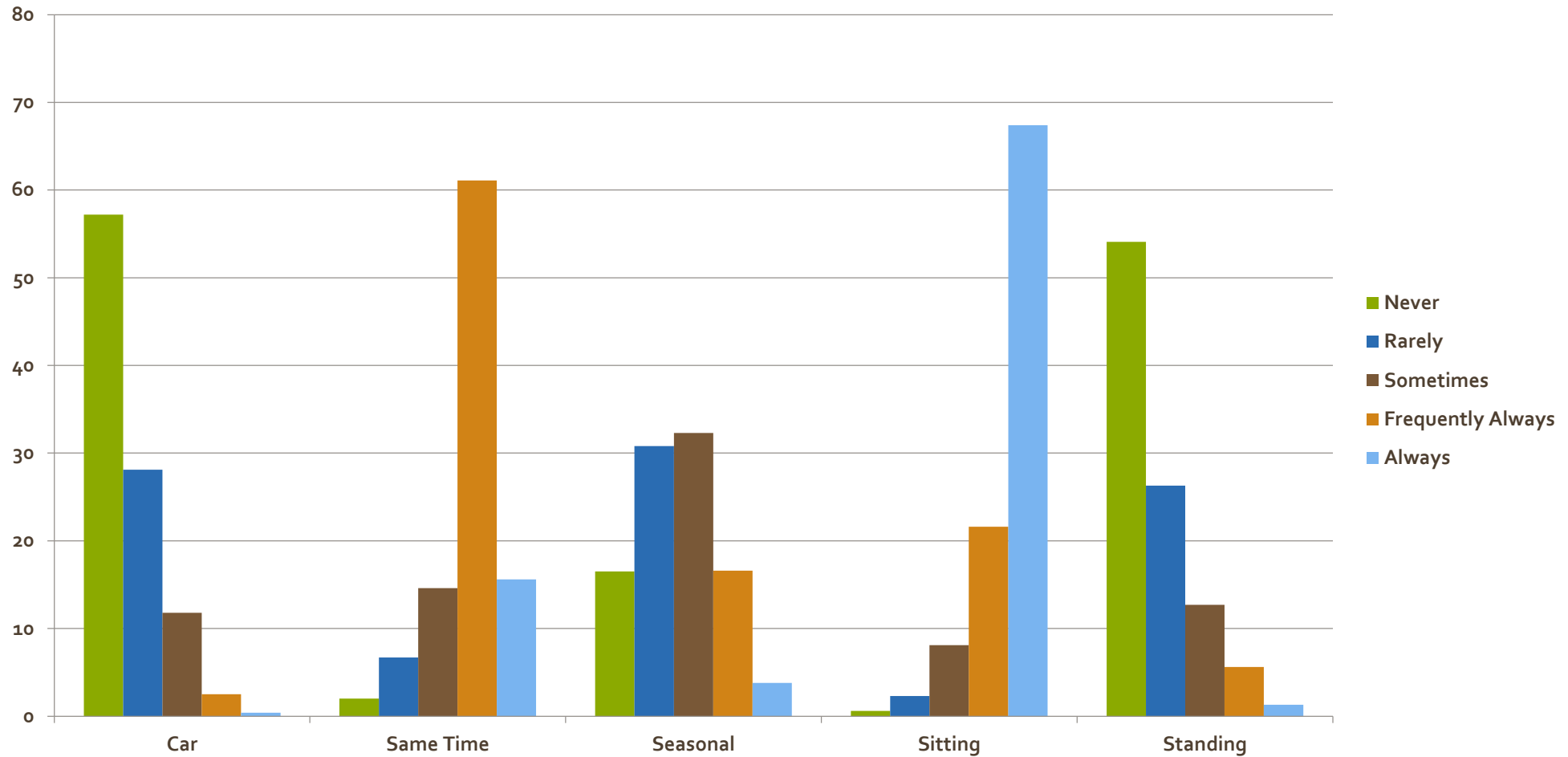


# Q17: Please choose the protein sources you consume most often for breakfast. *(Select up to 3 answers)*



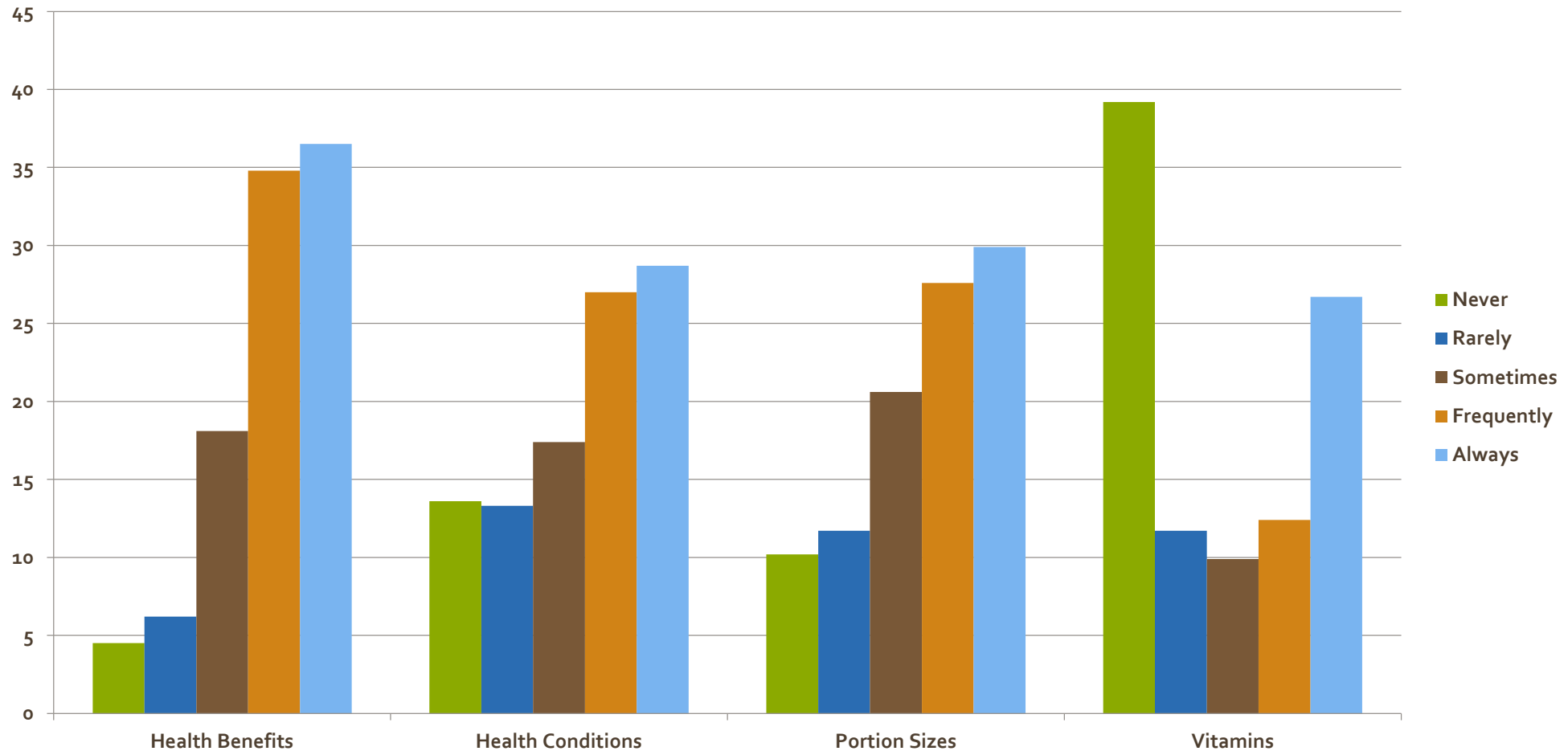


# Q18: Please answer the following questions. When eating breakfast, do you... *(Select one answer per line)* – Chart 1



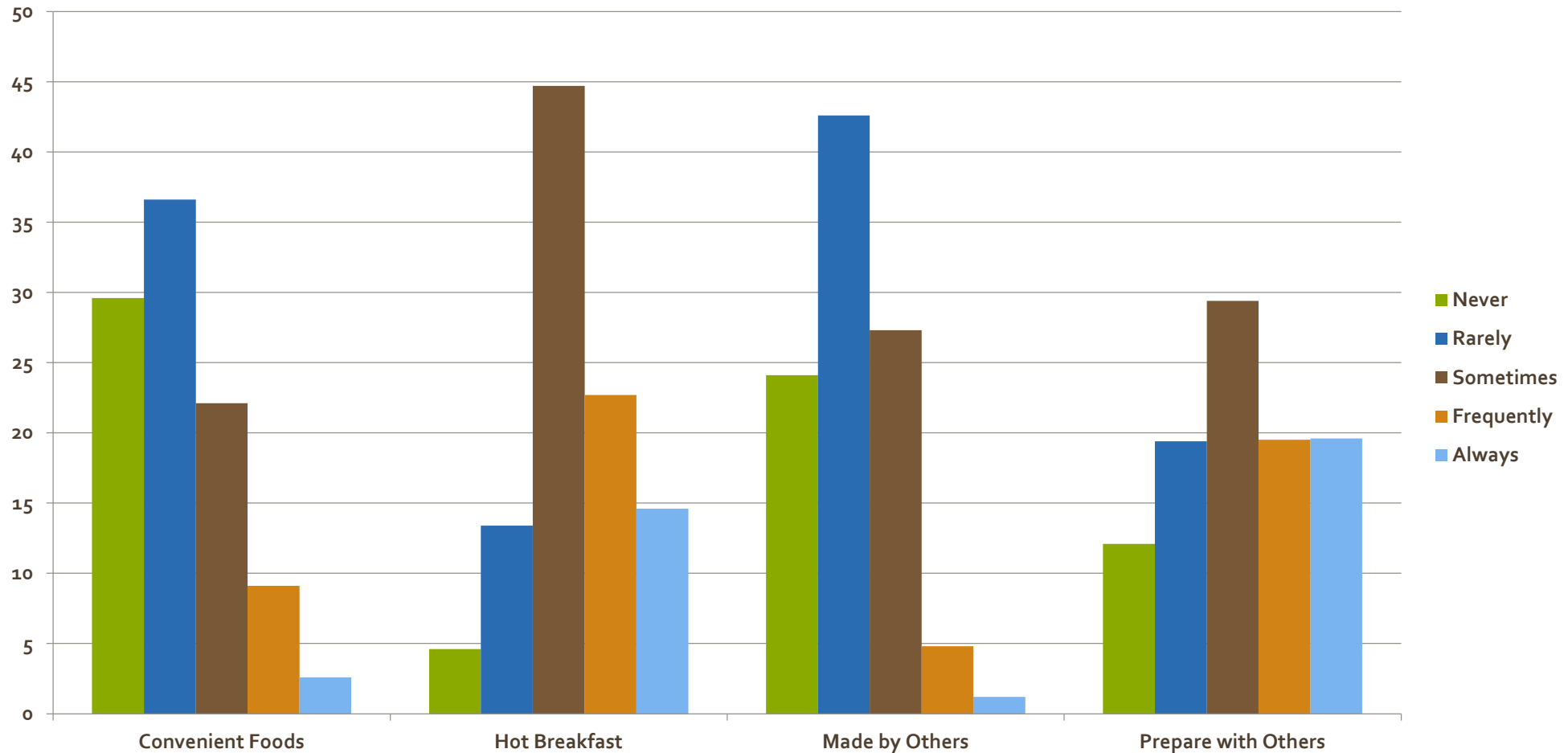


# Q18: Please answer the following questions. When eating breakfast, do you... (Select one answer per line) – Chart 2





# Q18: Please answer the following questions. When eating breakfast, do you... (Select one answer per line) – Chart 3





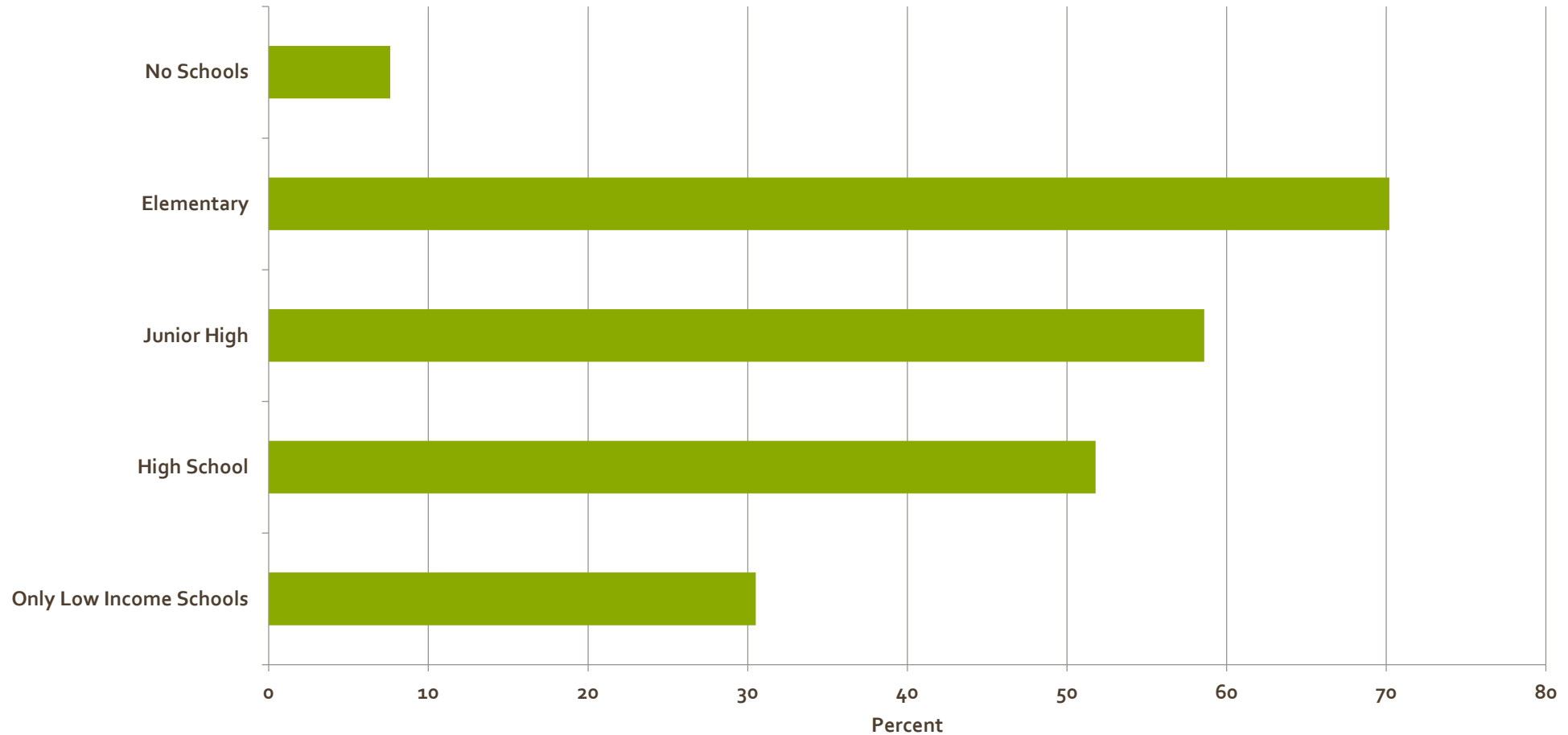
# School Breakfast Programs

Section 2.0





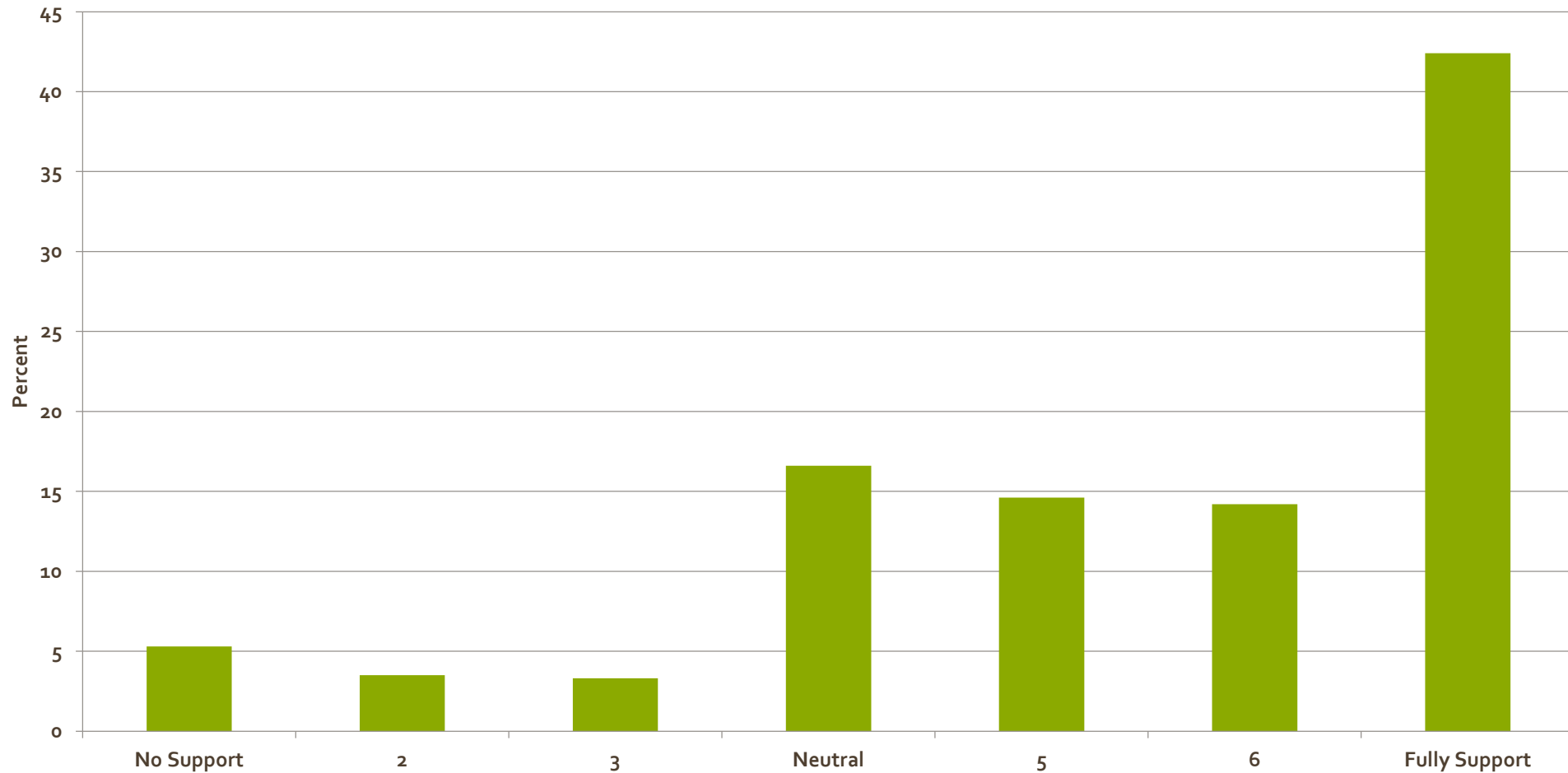
## Q20: Do you think students should be able to get breakfast at school? *(Select all that apply)*





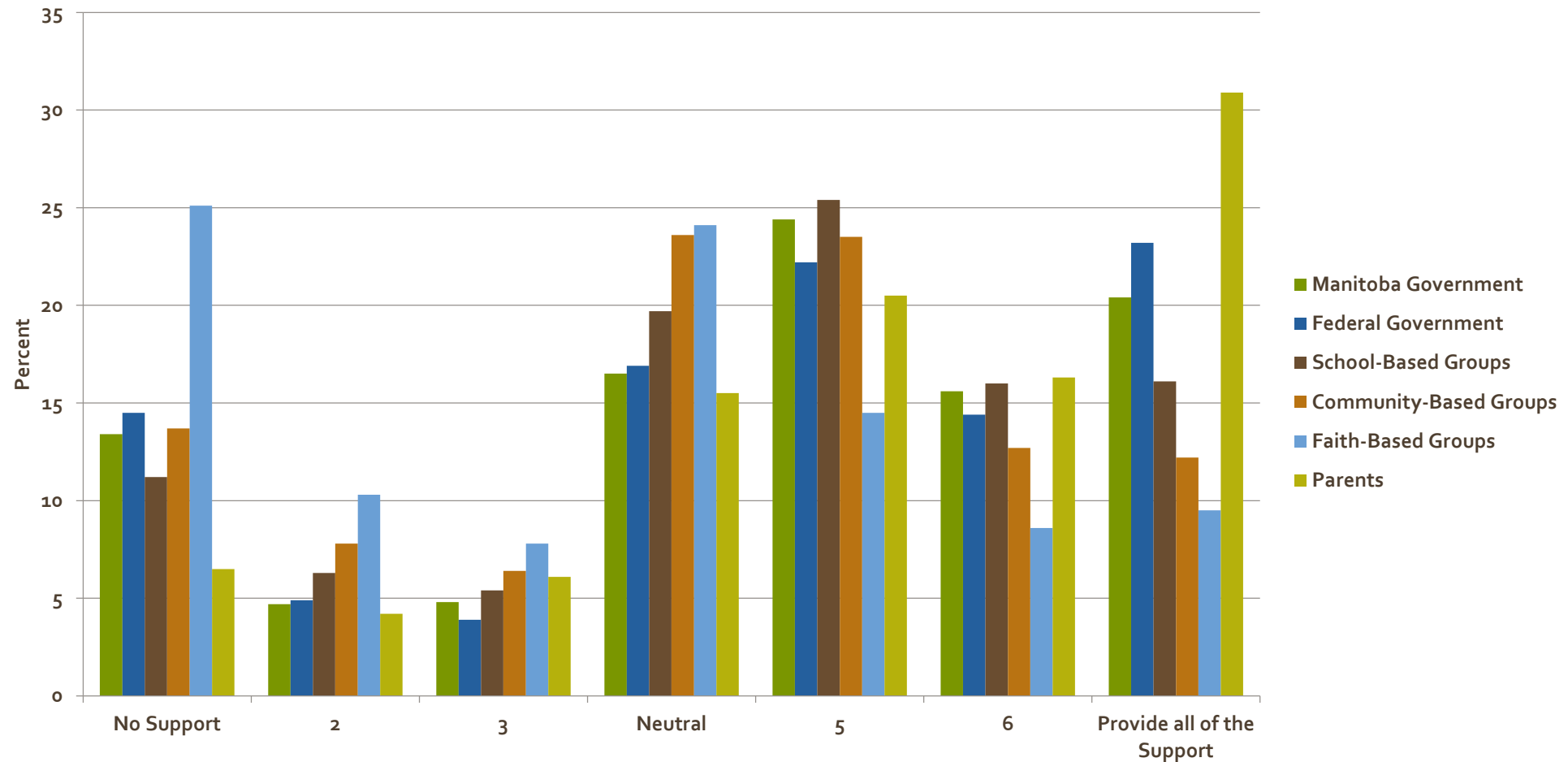


# Q21: Do you feel school breakfast programs should be supported in Canada? *(Select one answer per line)*





# Q22: Who should provide the support for school breakfast programs? *(Select one answer per line)*





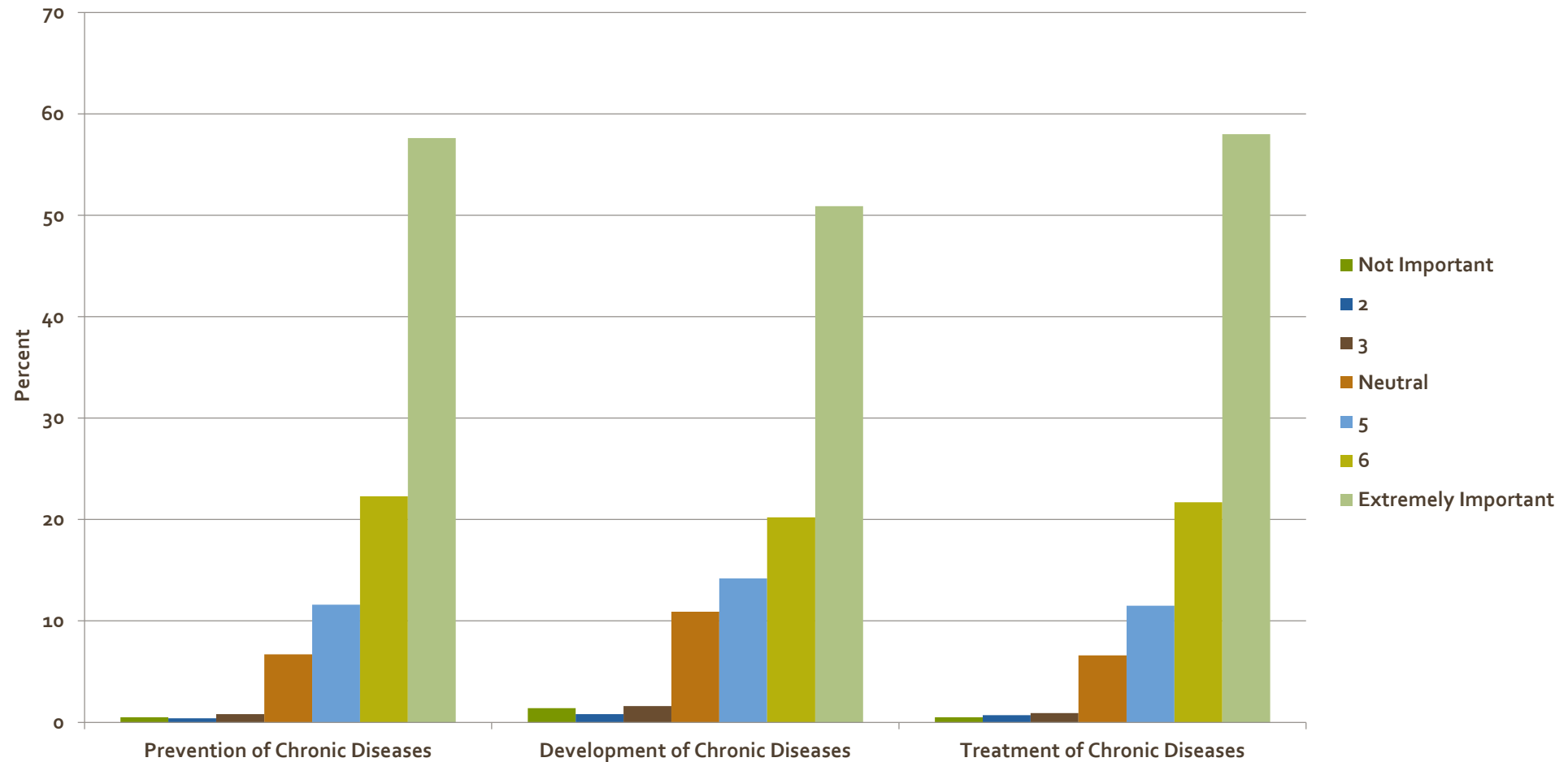
# Food and Health

Section 3.0



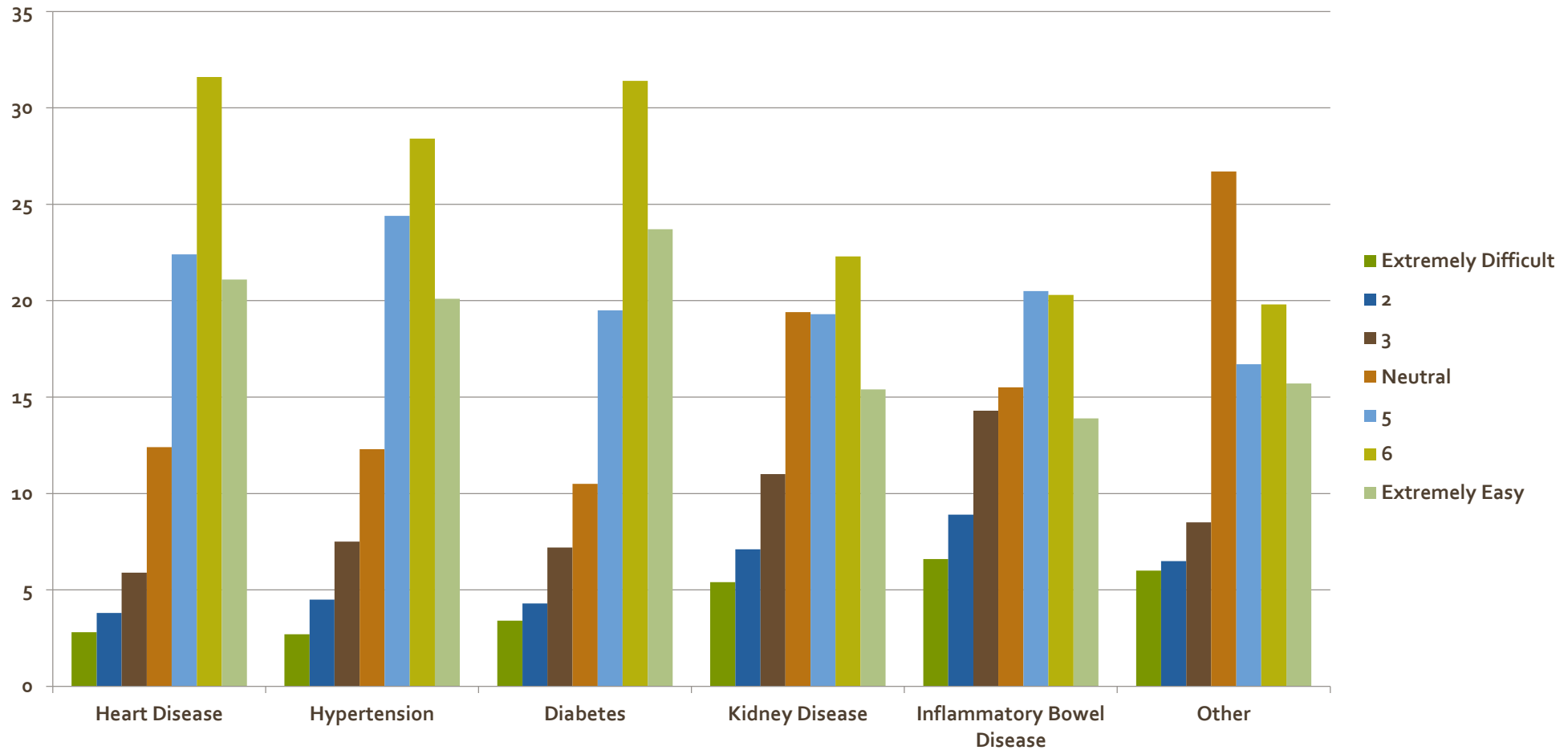


# Q23: What is your view on the importance of food regarding chronic diseases? *(Select one answer)*



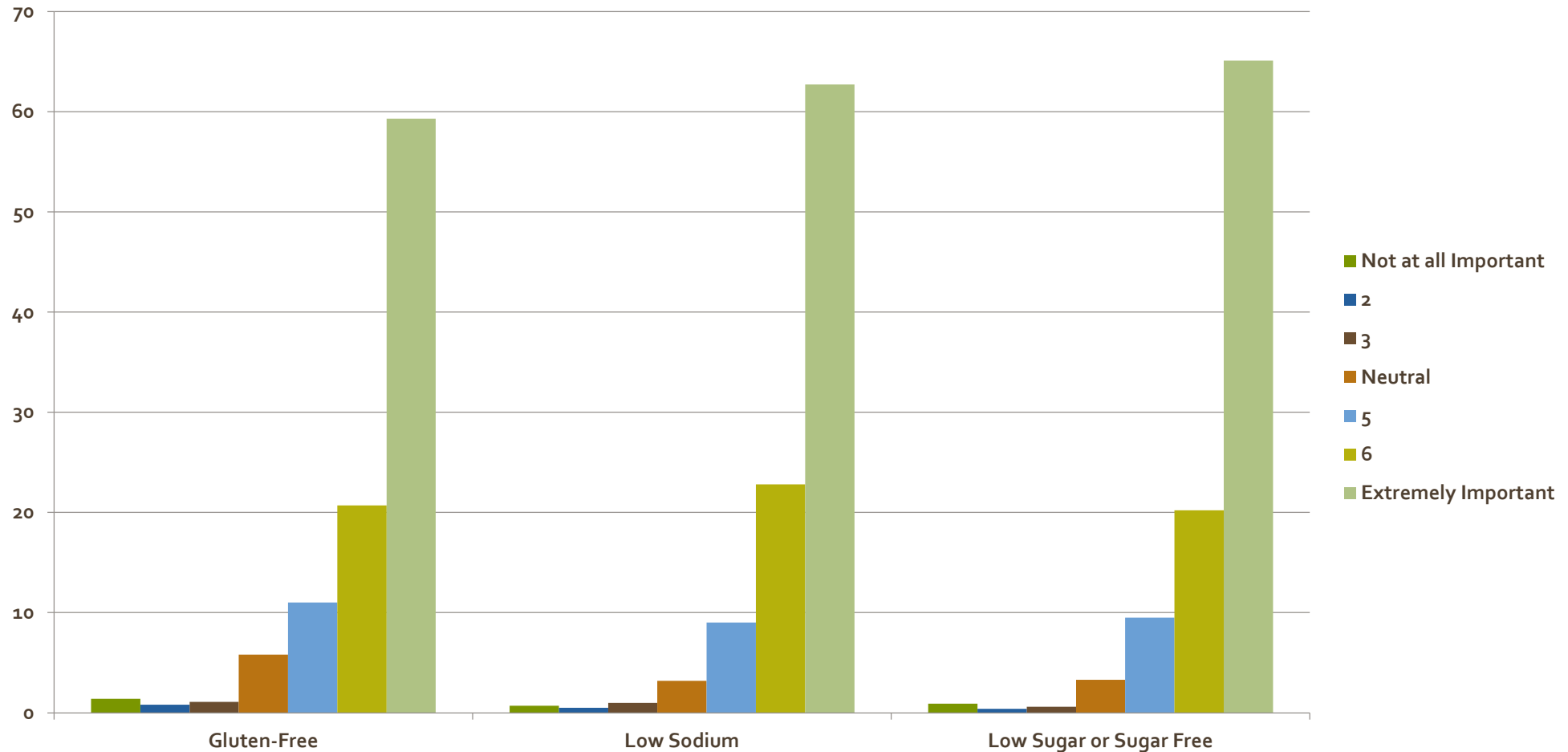


**Q24:** Once someone has one of the following chronic health conditions, how easy is it to find the best foods to fit with a plan of care for healing? *(Select one answer per line)*



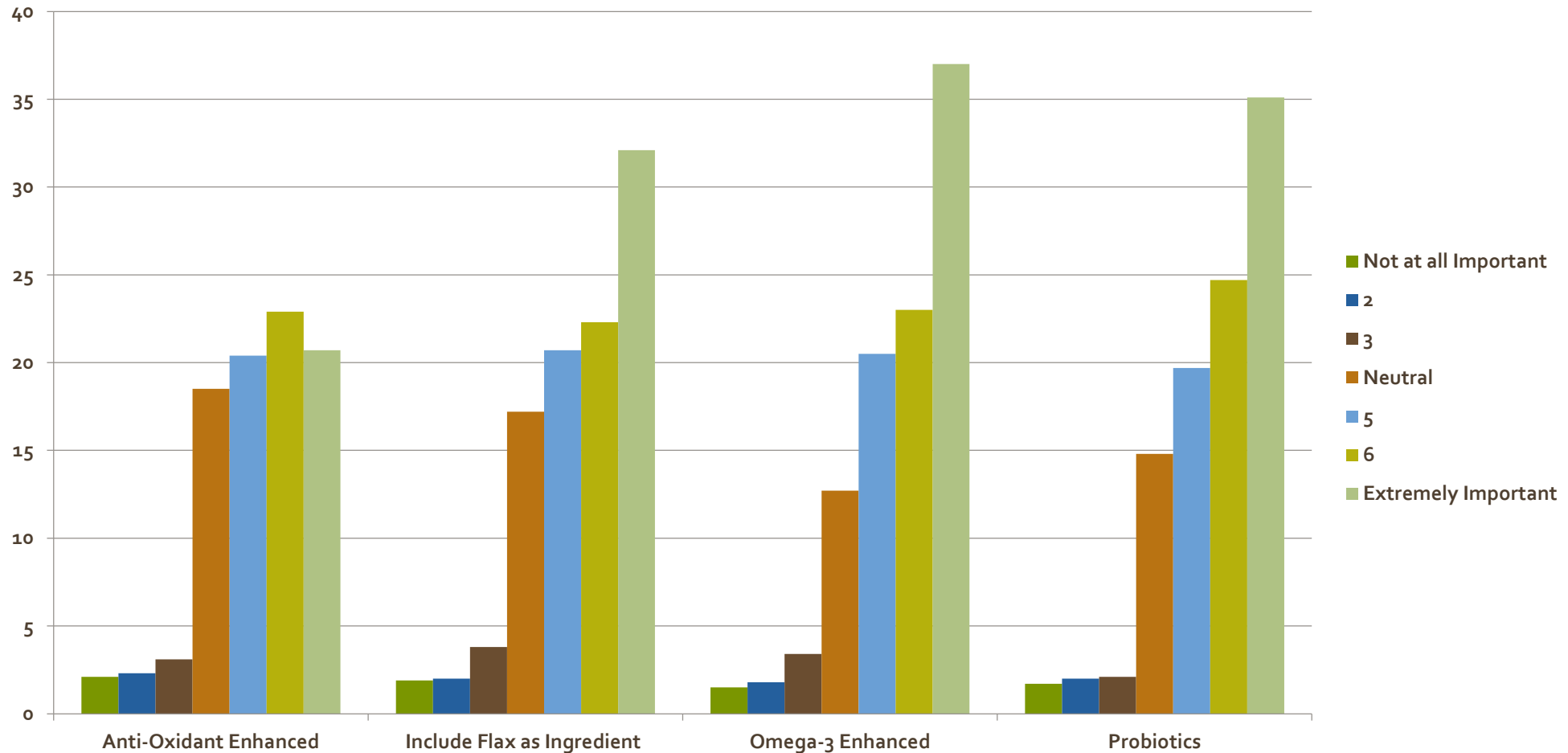


**Q25:** To make it easier for people with a chronic condition to find the best foods, how important is it to offer the following options or additions to food products? (*Select one answer per line*) – Chart 1



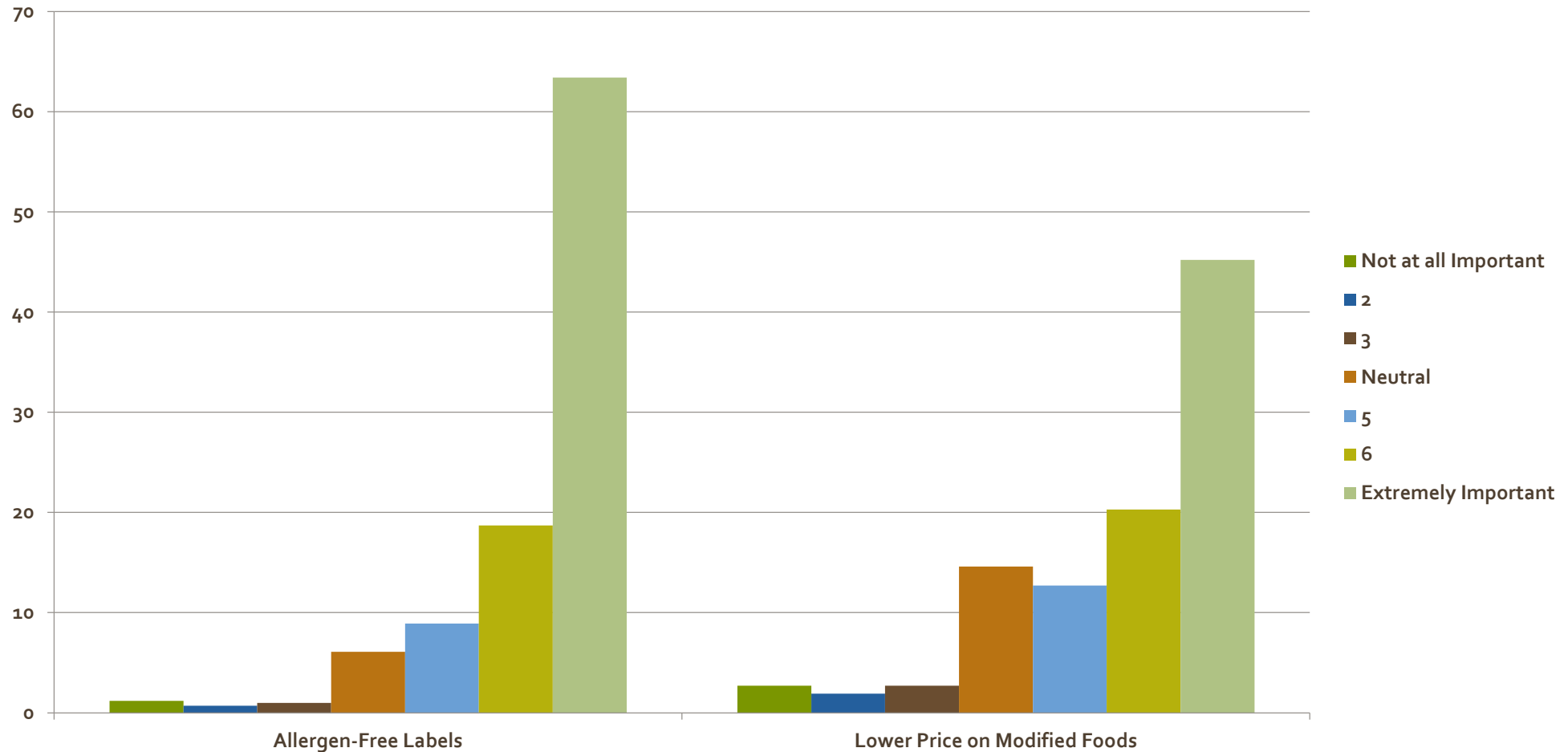


**Q25:** To make it easier for people with a chronic condition to find the best foods, how important is it to offer the following options or additions to food products? (*Select one answer per line*) – Chart 2





**Q25:** To make it easier for people with a chronic condition to find the best foods, how important is it to offer the following options or additions to food products? (*Select one answer per line*) – Chart 3





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When it comes to food & health... what's **your** opinion?

The *Manitoba Consumer Monitor Food Panel* is an online survey that asks questions about your opinions, preferences and experiences with food and health. The research findings will be shared with food growers, processors, developers, and governments. Each survey takes only 15 minutes to complete, and will guarantee a strong, healthier future for Manitobans.

This is a Faculty of Human Ecology, University of Manitoba project. Funding is provided by Growing Forward II, a federal-provincial-territorial initiative.

Results 2011

Results 2012

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Manitoba Consumer Monitor Food Panel (2013). *Breakfast, Food and Health*.

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# Breakfast, Food and Health

Report Summary 13-01



When it comes to food & health... what's *YOUR* opinion?