YouGov

February 25 - 26, 2014

YouGov

1. Favorite meal of the day
What is your favorite meal of the day?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Breakfast	16%	14%	17%	10%	13%	19%	16%	13%	16%	18%
Lunch	14%	13%	15%	21%	16%	11%	10%	17%	13%	12%
Dinner	46%	47%	46%	48%	47%	44%	44%	48%	39%	57%
I don't have a favorite meal.	24%	25%	23%	20%	24%	25%	30%	22%	31%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(445)	(555)	(134)	(241)	(419)	(194)	(356)	(397)	(247)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Breakfast	16%	14%	18%	21%	14%	16%	13%	23%	17%	12%	18%	14%
Lunch	14%	12%	21%	19%	18%	14%	12%	7%	12%	13%	15%	16%
Dinner	46%	49%	32%	41%	40%	52%	63%	49%	48%	48%	47%	42%
I don't have a favorite meal.	24%	24%	28%	20%	28%	18%	13%	21%	24%	27%	20%	28%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(1,000)	(825)	(94)	(81)	(322)	(306)	(74)	(133)	(171)	(187)	(327)	(315)

2. Frequency of eating breakfast
How often do you usually eat breakfast?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Every day	38%	38%	39%	37%	33%	34%	55%	42%	37%	37%
Most days of the week	23%	22%	24%	25%	21%	23%	20%	22%	23%	24%
A few times a week	20%	20%	20%	17%	25%	21%	11%	17%	21%	22%
Once a week or less	15%	17%	12%	14%	18%	16%	11%	14%	16%	13%
Never	5%	4%	5%	7%	2%	6%	3%	5%	4%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(445)	(554)	(133)	(241)	(419)	(194)	(355)	(397)	(247)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Every day	38%	40%	28%	37%	32%	37%	40%	45%	39%	39%	37%	38%
Most days of the week	23%	23%	28%	20%	26%	24%	18%	21%	15%	24%	24%	25%
A few times a week	20%	18%	20%	27%	21%	20%	18%	20%	28%	17%	18%	20%
Once a week or less	15%	15%	17%	10%	17%	15%	18%	13%	15%	16%	15%	12%
Never	5%	4%	8%	6%	5%	4%	5%	1%	2%	4%	5%	5%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(824)	(94)	(81)	(322)	(306)	(74)	(133)	(171)	(186)	(327)	(315)

3. Usually eat for breakfast
What do you usually eat for breakfast?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
Hot cereal	21%	16%	25%	20%	21%	24%	18%	24%	18%	21%
Cold cereal	37%	33%	41%	44%	37%	34%	37%	38%	34%	42%
Danish / pastry / muffins	11%	11%	11%	18%	10%	9%	8%	11%	12%	8%
A piece of fruit	21%	18%	24%	23%	25%	17%	23%	24%	18%	23%
Pancakes / waffles / French toast	19%	18%	20%	25%	23%	15%	15%	19%	19%	18%
Boiled eggs	8%	7%	8%	10%	10%	8%	2%	9%	7%	8%
Cooked eggs	37%	39%	36%	32%	40%	42%	32%	37%	38%	38%
Toast / bagel / bread	33%	28%	37%	31%	33%	32%	37%	35%	30%	35%
Bacon / sausage / ham	26%	28%	24%	23%	30%	25%	28%	27%	26%	24%
Yogurt	20%	16%	24%	21%	29%	18%	8%	23%	20%	17%
Something else	14%	14%	15%	17%	15%	13%	11%	16%	17%	8%
I don't eat breakfast.	5%	4%	5%	7%	2%	6%	3%	5%	4%	5%
Not sure	2%	3%	0%	2%	2%	1%	1%	2%	2%	1%
Totals	(1,000)	(445)	(555)	(134)	(241)	(419)	(194)	(356)	(397)	(247)

		Race			Family Income				Region			
	Total	White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
Hot cereal	21%	19%	30%	23%	23%	23%	21%	16%	22%	20%	22%	20%
Cold cereal	37%	38%	39%	35%	39%	37%	33%	32%	44%	42%	32%	37%
Danish / pastry / muffins	11%	11%	11%	11%	14%	9%	5%	9%	16%	7%	10%	11%
A piece of fruit	21%	21%	20%	24%	18%	24%	18%	21%	22%	25%	18%	22%
Pancakes / waffles / French toast	19%	16%	33%	25%	25%	21%	10%	9%	21%	14%	22%	18%
Boiled eggs	8%	7%	7%	11%	8%	10%	3%	4%	8%	9%	7%	7%
Cooked eggs	37%	36%	49%	33%	39%	39%	37%	29%	35%	33%	41%	38%
Toast / bagel / bread	33%	34%	37%	25%	34%	35%	30%	28%	38%	27%	32%	36%
Bacon / sausage / ham	26%	23%	52%	19%	30%	31%	24%	13%	26%	28%	26%	25%
Yogurt	20%	18%	23%	27%	18%	24%	17%	20%	14%	18%	22%	23%
Something else	14%	14%	14%	17%	14%	13%	17%	16%	15%	11%	15%	17%
I don't eat breakfast.	5%	4%	8%	6%	5%	4%	5%	1%	2%	4%	5%	5%
Not sure	2%	1%	1%	4%	3%	0%	—	3%	2%	2%	2%	1%
Totals	(1,000)	(825)	(94)	(81)	(322)	(306)	(74)	(133)	(171)	(187)	(327)	(315)

4. Breakfast hours at restaurants
How long should restaurants serve breakfast?

	Total	Gender		Age				Party ID		
		Male	Female	18-29	30-44	45-64	65+	Democrat	Independent	Republican
All day	42%	42%	43%	38%	37%	49%	44%	40%	45%	40%
Until noon	29%	26%	31%	29%	27%	28%	31%	35%	23%	32%
Until 10:30 am	20%	19%	20%	22%	23%	17%	19%	19%	18%	24%
Until 9 am	1%	2%	1%	1%	2%	0%	1%	2%	1%	0%
Not sure	8%	11%	5%	10%	11%	6%	6%	5%	12%	4%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(444)	(555)	(134)	(241)	(418)	(194)	(356)	(397)	(246)

	Total	Race			Family Income				Region			
		White	Black	Hispanic	Under 40	40-80	80-100	100+	Northeast	Midwest	South	West
All day	42%	46%	27%	34%	40%	43%	44%	47%	45%	42%	40%	45%
Until noon	29%	28%	33%	32%	30%	29%	23%	29%	32%	31%	25%	31%
Until 10:30 am	20%	18%	26%	24%	19%	23%	27%	17%	15%	18%	26%	15%
Until 9 am	1%	1%	—	4%	2%	1%	—	1%	0%	0%	1%	2%
Not sure	8%	7%	14%	6%	8%	4%	5%	6%	7%	8%	8%	8%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
(Unweighted N)	(999)	(824)	(94)	(81)	(322)	(306)	(74)	(132)	(171)	(187)	(327)	(314)