

Breakfast in America, 2001-2002

... from *WHAT WE EAT IN AMERICA* – the dietary component of the National Health and Nutrition Examination Survey

View summary data tables at www.ars.usda.gov/ba/bhnrc/fsrg

Who Eats Breakfast?

Eighty percent of Americans eat breakfast on any given day. Those who skip breakfast are most likely to be:

- *Teens and Young Adults*
- *Black Americans*
- *Lower Family Income*

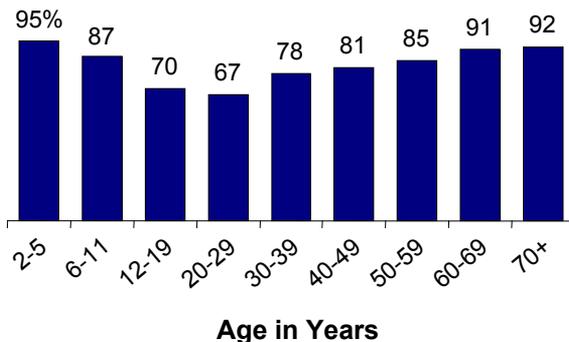


A Big Pay Off for the Calories

The following graph provides the percentage of calories and nutrients contributed by breakfast for individuals 2 years and older. Nutrients inadequate in diets for most gender/age groups include vitamins E, A, and C, and magnesium and for certain groups include phosphorus, vitamin B6, and zinc. Breakfasts are rich in these nutrients and others and are low in nutrients Americans need to limit including saturated fat and sodium.*

Percentage of Americans Eating Breakfast On Any Given Day

By Age



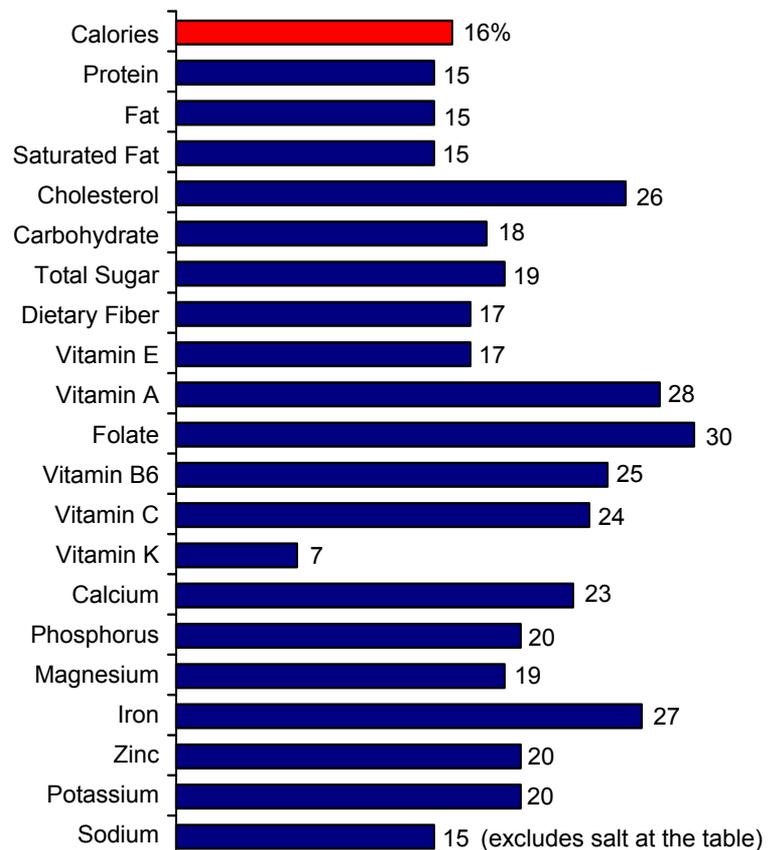
By Race and Ethnicity

Non-Hispanic White.....82%
 Non-Hispanic Black.....71%
 Mexican American.....82%

By Family Income

\$0-\$24,999.....74%
 \$25-\$74,999.....82%
 \$75,000+.....86%

Percentage of Calories and Nutrients from Breakfast



*Source: Moshfegh, A, Goldman, J, and Cleveland, L. 2005. *What We Eat in America*, NHANES 2001-02: Usual Nutrient Intakes from Food Compared to Dietary Reference Intakes. U.S. Department of Agriculture, Agricultural Research Service.



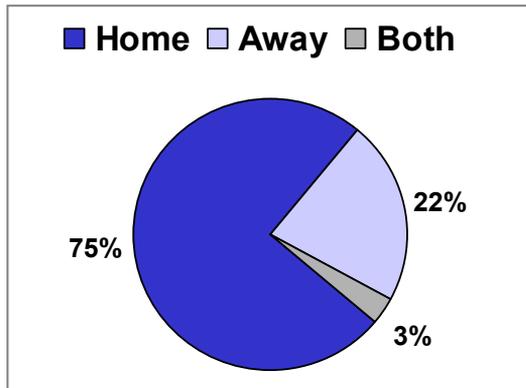
Beltsville Human Nutrition Research Center, Food Surveys Research Group, www.ars.usda.gov/ba/bhnrc/fsrg.

Source: *What We Eat in America*, NHANES, 2001-2002, 2 years and over (excluding breast-fed children).

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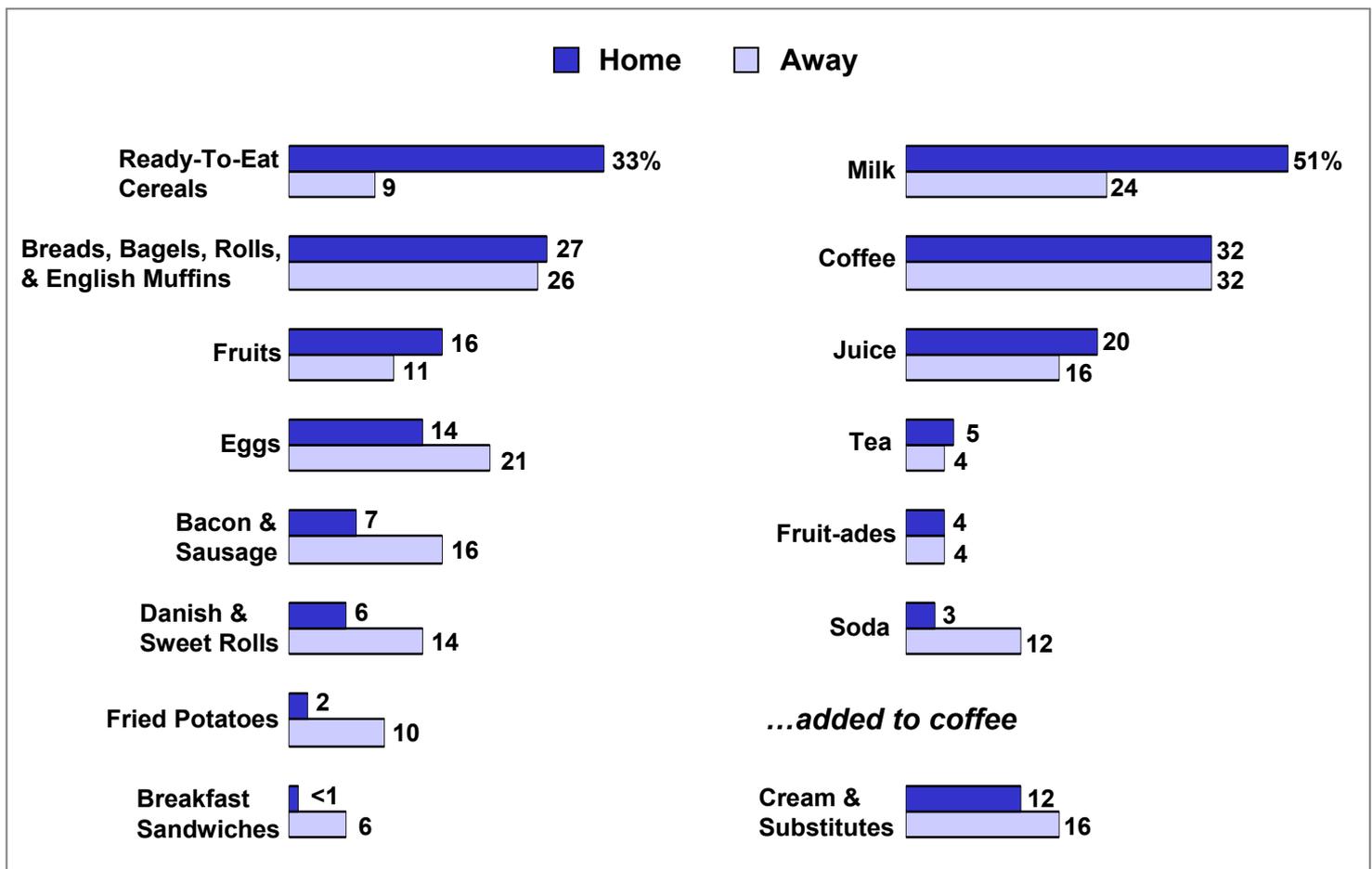
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Breakfast at Home and Away



About one-fourth of Americans eat breakfast away from home on any given day, and when they do, the types of foods they choose are different from those eaten at home. For example, 33% of individuals eating breakfast at home report eating ready-to-eat cereal compared to only 9% of individuals eating breakfast away from home.

Percentage of Individuals Choosing Food Item for Breakfast: Home versus Away From Home



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Most Frequently Reported Foods and Beverages at Breakfast

		Percentage of Breakfast Eaters Reporting			
		2+ yrs	2-11	12-19	20+
	Ready-to-Eat Cereals ▪ Average amount eaten: 2 ounces (2-11 years: ~½ ounce less; 12-19 years: ~⅓ ounce more)	28%	47	38	22
	Breads, Bagels, Rolls, & English Muffins ▪ Average amount eaten: 2 slices (2-11 years: ~½ slice less; 12-19 years: ~ ⅓ slice more) ▪ Of all breads consumed: 71% white, 27% multigrain, 2% rye	27	20	19	30
	Eggs ▪ Average amount eaten: 2 eggs (2-11 years: ~⅓ egg less; 12-19 years: ~½ egg more)	16	13	15	17
	Fruits (excludes juice) ▪ Average amount eaten: 1 medium banana, orange or apple, ¼ medium cantaloupe, or ¾ cup strawberries ▪ Of all fruit consumed: 41% bananas, 12% melons, 11% citrus, 10% apples, 6% berries, 20% other fruit	15	10	9	17
	Milk (as beverage and on cereal) ▪ Average amount eaten: 1 ⅓ cups as beverage, ¾ cup on cereal (2-11 years: ~1 cup as beverage, ¾ cup on cereal; 12-19 years: ~1 ½ cups as beverage, ~1 cup on cereal; 20 years and older: ~1 ½ cups as beverage, ¾ cup on cereal) ▪ Of all milk consumed: 51% on cereal, 40% as beverage, 9% in coffee	46	70	53	39
	Coffee ▪ Average amount eaten: 2 cups (2-11 years: ~½ cup; 12-19 years: ~1 cup; 20 years and older: 2 cups) ▪ Of all coffee consumed: 89% caffeinated, 11% decaffeinated	33	1	3	44
	100% Fruit Juice ▪ Average amount eaten: 1 cup (2-11 years: ~¾ cup; 12-19 years: ~1 ⅓ cups; 20 years and older: 1 cup) ▪ Of all fruit juice consumed: 82% citrus, 18% non-citrus	19	21	20	19
	Soda ▪ Average amount eaten: 1 ¾ cups (2-11 years: ~1 cup; 12-19 years: 1 ¾ cups; 20 years and older: ~2 cups) ▪ Of all soda consumed: 76% regular, 24% diet	5	3	5	6