

Americans Say a Good Breakfast Is Worth Losing Sleep Over

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Panera Bread Survey Reveals Americans' Thoughts on the Day's Most Important Meal

Forks down, Americans say they will opt for a good, hot breakfast over 15 extra minutes of sleep and, when it comes to what to eat, consumers' taste buds don't cut corners. According to a new survey conducted by Braun Research for Panera Bread, three quarters of respondents will cut their shut-eye short for a good breakfast. An equal percentage of consumers say freshness and quality ingredients are essential components of a good morning meal.

The survey offers a peek into Americans' breakfast habits, opinions and preferences:

America is a country of early birds who rely on breakfast to start the day right

Nearly half of Americans classify themselves as "early birds" (46%) rather than night owls (24%). Over three-quarters of Americans are awake by 7AM. Over 80% of Americans are ready and out the door in an hour or less.

Fueling this "early bird" lifestyle, the majority (61%) of Americans eat breakfast everyday.

Paying attention to mom's claim that breakfast is the "most important meal of the day," Americans confirm that a good breakfast does tip the scales in the right direction, boosting energy (56%), mood (44%), and productivity (40%).

For a third of Americans starting with a good breakfast can even help curb snacking (36%) and makes them nicer to others: colleagues (29%) or a spouse/significant other (29%).

A good breakfast is worth losing sleep over and helps us face the day

Breakfast is an integral part of Americans' daily routine -- so much so that three-quarters of respondents say they would opt for a good breakfast over 15 minutes of extra sleep.

When Americans know their day will be tough, they look to a hot breakfast to help them face the morning -- omelets (25%), breakfast sandwiches (23%), and pancakes (23%) are their fuel of choice.

Americans also fess up that Mondays are when they crave a hot breakfast the most -- coming back from weekends requires a good morning meal to remedy the Monday blues.

Most would actually choose to have breakfast by themselves (37%) rather than with a local sports star (19%), a TV morning anchor (14%), or their mayor (6%).

Americans want fresh breakfast options with quality ingredients -- and most can tell the difference

Three quarters (75%) of Americans eat out or purchase breakfast on occasion, while a third (32%) does so at least once a week.

Nearly half (43%) of Americans say they aren't generally pleased with the taste and quality of available breakfast sandwiches.

When Americans eat out they do not want overly processed ingredients in their breakfast sandwiches (36%), and say they are turned off by breakfast sandwiches with eggs that are reminiscent of a sponge (36%) and bread that can be hard or stale (36%).

Most people prefer a fresh cooked egg in their breakfast sandwich (82%) and can tell if it's not (75%). Nearly everyone (90%) prefers that their breakfast sandwich be made fresh over frozen.

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