



Panera Bread® Breakfast Survey: National Results

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

- The majority (46%) of Americans classify themselves as early birds while only 24% claim to be night owls.
- The majority of Americans (61%) eat breakfast daily.
- Americans say that a good breakfast has a positive effect on the outcome of their day, most significantly in boosting their energy (56%), putting them in a better mood (44%), and making them more productive at work (40%).

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

- Over three-quarters of Americans (73%) would choose eating a good breakfast over sleeping 15 extra minutes.
- When facing a tough day, Americans need a hot breakfast to hit the spot – especially breakfast sandwiches (23%), omelets (25%), and pancakes (23%).
- Americans also say they crave a hot breakfast on Mondays (25%) more than any other day of the week.
- Most Americans 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

- Americans admit there is room for improvement in their daily breakfast routines, and only 24% of Americans wouldn't change a thing about their current routine.
- Fifteen percent (15%) of Americans go as far as saying they are in dire need of a change to their breakfast routine.
- If the breakfast sandwich isn't fresh, Americans won't buy it – 92% of Americans rate freshness and quality ingredients as being important to their breakfast sandwich.
- Lack of fresh ingredients is the number one reason people won't buy a breakfast sandwich and instead make it themselves (66%).
- Almost all Americans (82%) look for fresh cooked eggs in their breakfast sandwiches and most (75%) can tell if the eggs are not fresh.
- Americans also say that when eating breakfast out, they do not want overly processed ingredients in their breakfast sandwiches (36%), and are turned away from breakfast sandwiches with eggs that are reminiscent of a sponge (36%) and bread that is hard or stale (36%).

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Americans are up and out in less than an hour

- Over three-quarters of America (78%) is awake by 7AM, waking up at 6:32 AM on average:

○ Philadelphia	6:17
○ D.C.	6:25
○ Tampa	6:30
○ Chicago	6:32
○ Pittsburgh	6:36
○ New York	6:41
○ St. Louis	6:49
○ Boston	7:00
○ Minneapolis	7:07
○ Detroit	7:11
○ Baltimore	7:28

- Nearly all (82%) of Americans are ready and out the door in under an hour, taking 47 minutes on average:

○ Chicago	50 minutes
○ Baltimore	50 minutes
○ Philadelphia	48 minutes
○ St. Louis	46 minutes
○ New York	45 minutes
○ Boston	45 minutes
○ Detroit	45 minutes
○ Minneapolis	45 minutes
○ D.C.	44 minutes
○ Pittsburgh	42 minutes
○ Tampa	42 minutes

About this survey

The data is based on a survey conducted on behalf of Panera Bread by Braun Research from February 19-27, 2008 by phone by sampling Americans who eat breakfast. The sample included 500 nationally representative Americans and over samples of 200 individuals living in 11 different specific market DMAs. The margin of error for the national audience is +/-4% and for the local markets is +/-7%.