

International Food Information Council Foundation

***MyPyramid* Breakfast and Health Communication Program: The Science of Breakfast and Consumer Insights Regarding the Morning Meal**

CPE QUIZ

1. Which of the following groups had the greatest breakfast consumption decline from 1965 to 1991?
 - a. Children 1 – 10 years of age
 - b. Adolescent girls 11 – 15 years of age
 - c. Adolescent boys 15 – 18 years of age
 - d. Adolescent girls 15 - 18 years of age
2. Men 20 - 29 years of age eat breakfast more often than women of the same age.
 - a. True
 - b. False
3. “Nutrients of concern”, those that are underconsumed by American adults, include calcium, potassium, fiber, magnesium and all of the following vitamins except:
 - a. Vitamin A
 - b. Vitamin C
 - c. Niacin
 - d. Vitamin E
4. Milk is included in almost half of breakfast meals, especially those consumed at home.
 - a. True
 - b. False
5. According to the 2005 Dietary Guidelines Advisory Committee, at least ____ ounces of whole grains per day may reduce risk of diabetes and coronary heart disease and aid in weight maintenance.
 - a. 3
 - b. 4
 - c. 5
 - d. 6
6. A recent comprehensive review reports that the preponderance of evidence supports the relationship between fruit juice intake and weight in children and adolescents.
 - a. True
 - b. False
7. Which of the following is true about individuals who consume an egg breakfast?

- a. They had greater feelings of satiety.
 - b. Energy intake remained lower for the entire day.
 - c. They consumed less energy, carbohydrate, protein, and fat for lunch.
 - d. All of the above.
8. Overall, research supports a positive link between eating breakfast and cognitive and academic performance.
- a. True
 - b. False
9. According to the 2009 *International Food Information Council (IFIC) Foundation Food & Health Survey*, what percentage of Americans report eating breakfast seven days per week?
- a. 23%
 - b. 28%
 - c. 44%
 - d. 56%
10. Consumers cite increased mental focus is their #1 motivator for eating breakfast, according to the 2009 *IFIC Foundation Food & Health Survey*.
- a. True
 - b. False
11. What is the number one reason cited by consumers in the 2009 *IFIC Foundation Food & Health Survey* as a barrier to not eating breakfast every day?
- a. It is not convenient.
 - b. I don't have enough time.
 - c. I'm not hungry right after I wake up.
 - d. I'm not sure what to eat.
12. According to the 2009 *IFIC Foundation Food & Health Survey*, when consumers say it's not convenient to eat breakfast, they mean they lack the time in the morning to do so.
- a. True
 - b. False
13. Which of the following breakfast messages was rated most popular by consumers in the 2008 *IFIC Foundation Food & Health Survey Breakfast and Health Consumer Message Testing Research*?
- a. Brown bagging breakfast: It's not just for lunch anymore.
 - b. Breakfast: Eat it for energy to conquer your everyday activities.
 - c. Break for breakfast: Take a few minutes to fuel up.
 - d. Breakfast builds better bodies.
14. When communicating for the purpose of breaking down barriers to breakfast, consumers prefer messages that include tips or or suggestions for making changes.

- a. True
- b. False

15. Consumers react favorably to a motivator message which is:

- a. concise.
- b. impactful.
- c. solution-oriented.
- d. all of the above.