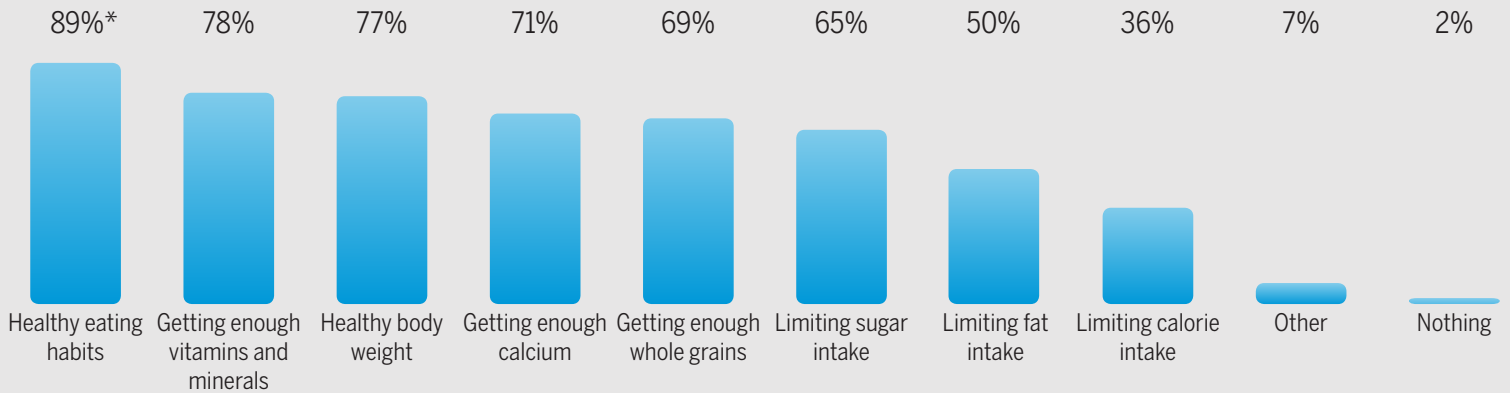


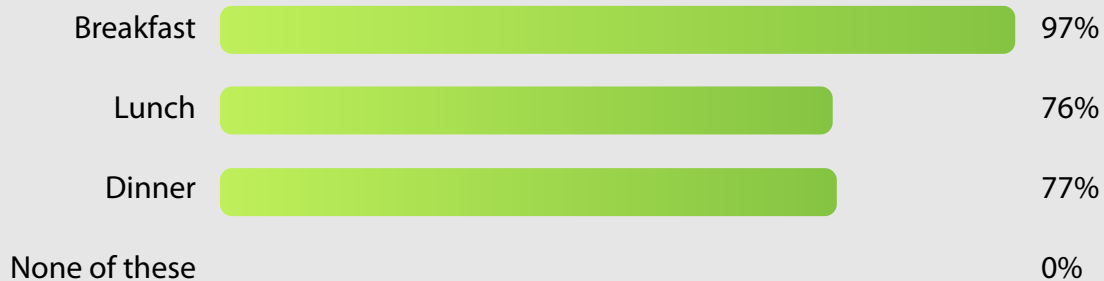
D.C. Breakfast Survey

General Mills commissioned a survey of 201 D.C. parents to uncover their children's eating habits, as well as what they deem important to help ensure their children grow up healthy. The study found D.C. parents are concerned about childhood obesity and identified instilling healthy eating habits as a top priority to help ensure their children's nutrition.

Which of the following do you believe are important to ensure your children's health (choose all that apply)?



Which of the following meals, if any, do you believe are important for your children to eat?

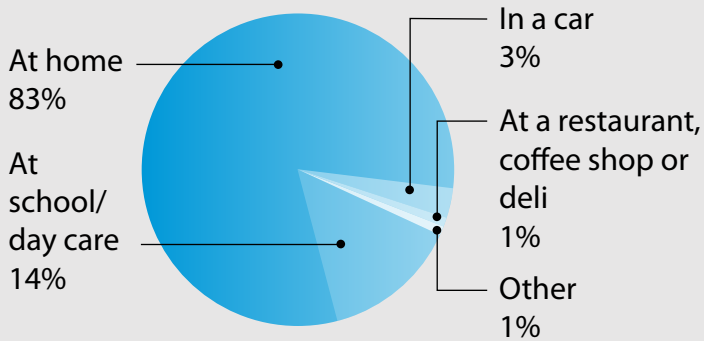


About how many times in an average week do your children eat breakfast?

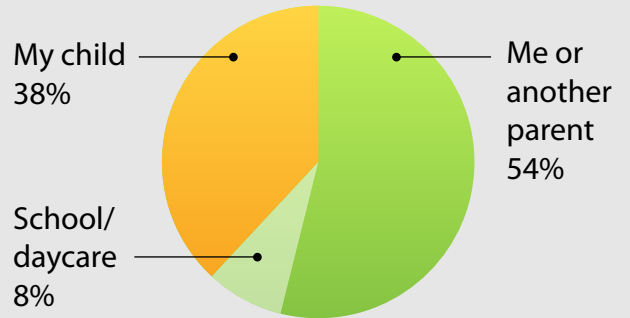


* All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%

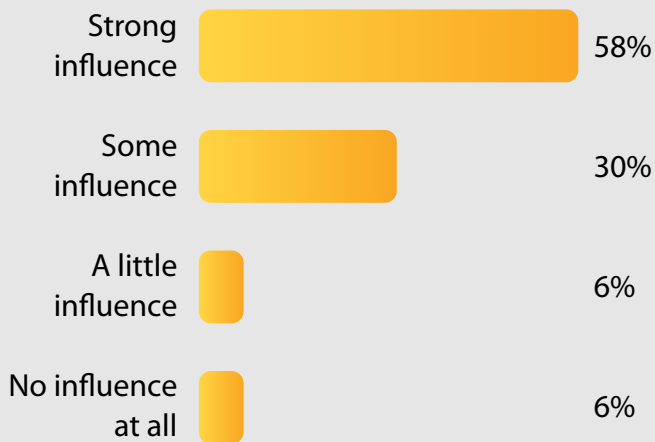
Most of the time, does your child eat breakfast...?



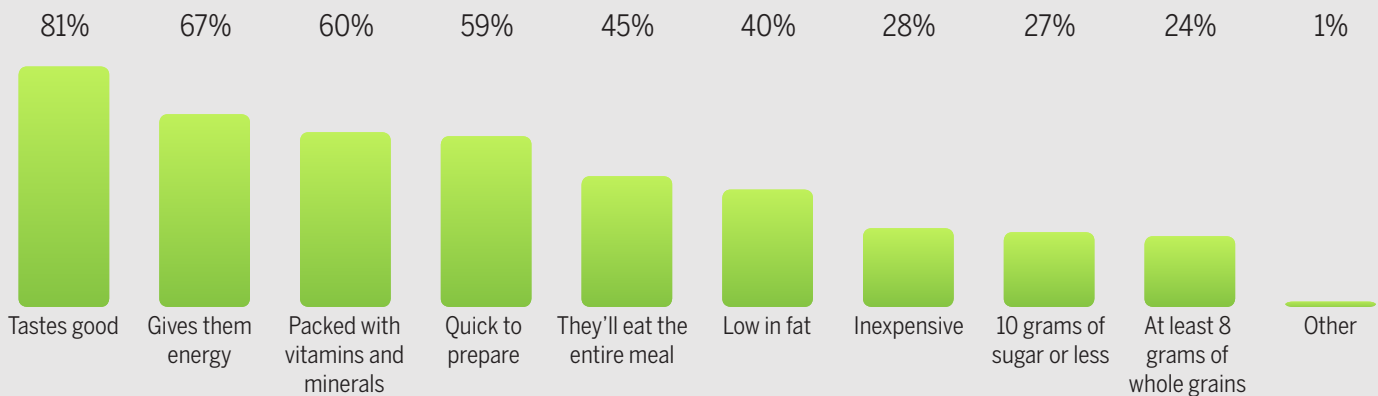
Who would be most likely to decide what your child eats for breakfast?



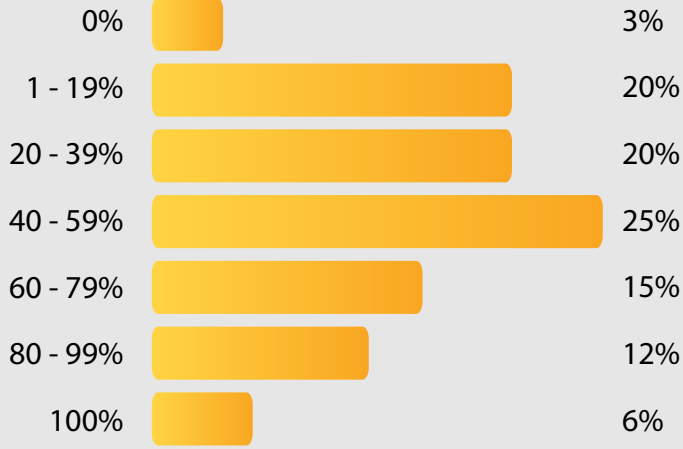
How much of an influence does the taste of the meal typically play in your children's willingness to eat breakfast?



Which of the following would be important for you to ensure about your child's breakfast?



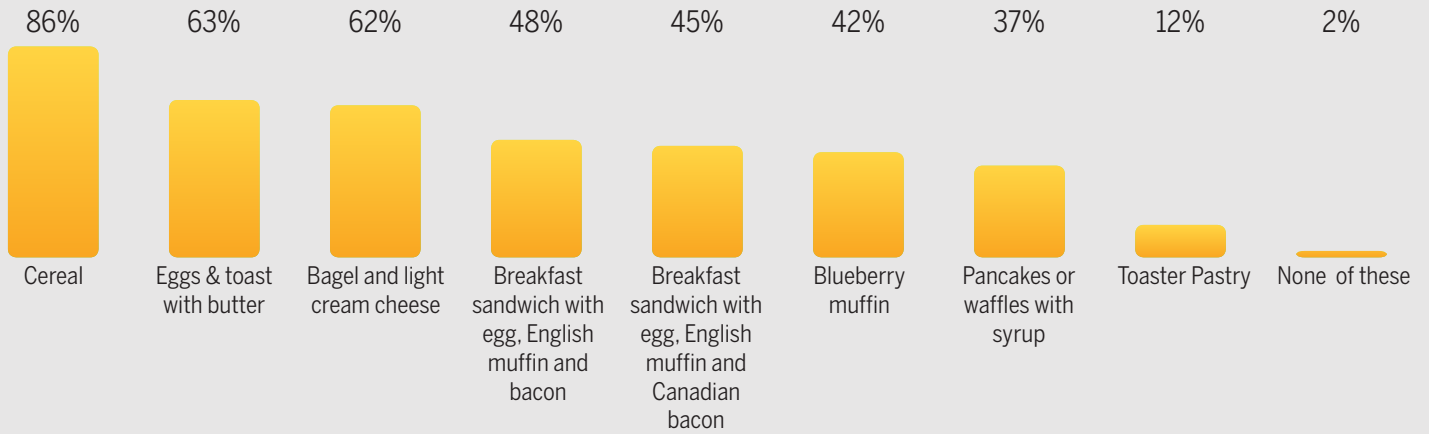
About what percentage of the time do your children typically eat cereal for breakfast?



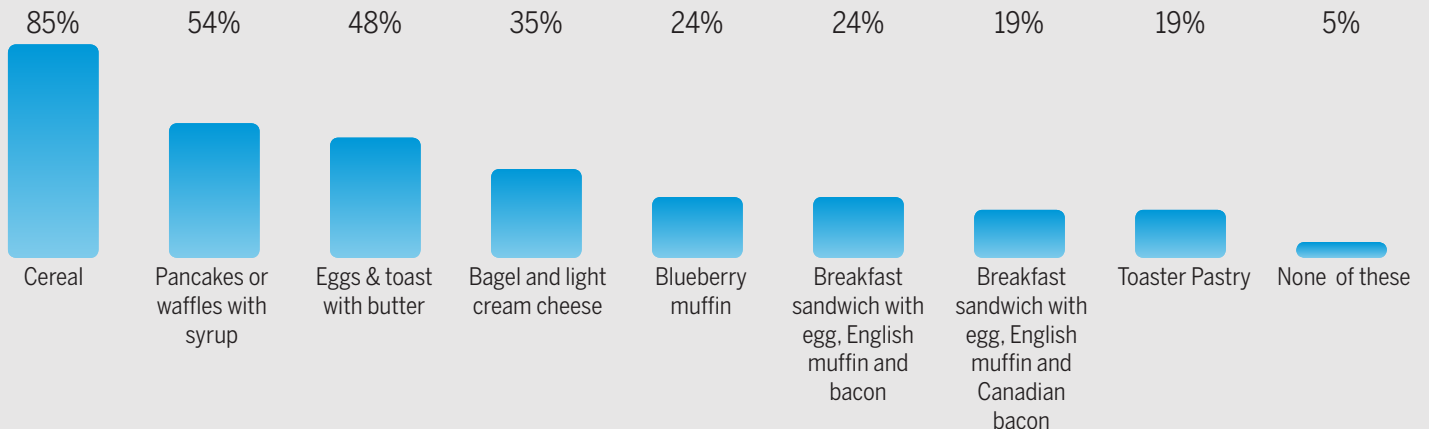
Do you think childhood obesity is a problem in the United States?



Which of the following do you think are healthy breakfast options?



Which of the following do you commonly serve your kids for breakfast?



The General Mills Breakfast Survey was conducted by Kelton Research between April 19th and April 26th, 2011, using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 6.9 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.