

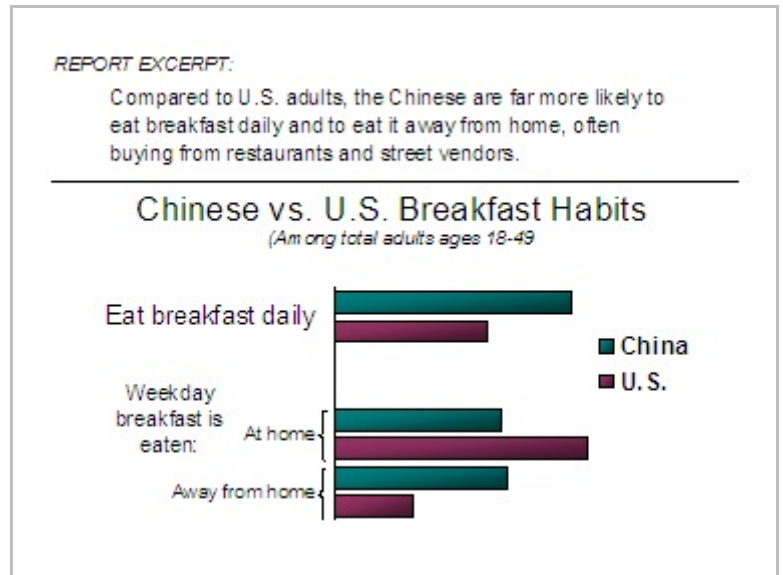
**MULTI-SPONSOR SURVEYS INTERNATIONAL**

2014 Study of

# Cereal Consumption *in China*

Chinese adults do a better job of making time for breakfast than U.S. adults, and unlike U.S. breakfast eaters, hot cereal currently predominates over cold cereal. Cold cereal use is currently most prevalent among affluent Chinese, but there is considerable interest in trying cold cereal among non-users. These and other findings are reported in the [2014 Study of Cereal Consumption in China](#) as described below . . .

- ▶ Breakfast habits
- ▶ Breakfast menu/cereal types consumed
- ▶ Cereal consumption by children
- ▶ Focus on Cold Cereals: *consumption patterns, products attributes, ingredients, brand ever tried and eat most often, satisfaction, reasons not to eat, likelihood of trying, etc.*
- ▶ Focus on Hot Cereals: *frequency of eating, expected change in use, brands ever tried/consume most often, satisfaction, etc.*
- ▶ Cereal ingredients, taste and health preferences
- ▶ Attitudes about breakfast
- ▶ Comparison of China vs. U.S. breakfast habits



**COST** \$ 15,900. *(subject to New Jersey or New York sales tax where applicable)*

**METHODOLOGY** Online interviews were conducted in China among a national sample of 866 adults ages 18-49 residing in Tier 1 and Tier 2 Chinese Metros. Interviewing was conducted from January 18 through February 24, 2014.

**ELECTRONIC DELIVERABLES** **Summary** *(narrative analysis of research data and implications)* and **Top-Line Tables** volumes detailing results in PowerPoint format  
**Detailed Tabular Analysis Volume** *(data tables cross-tabulated by key demographic, behavioral and attitudinal variables)* in PDF format  
Optional bound, hard-copy volumes are available for \$75 per Summary Volume or \$100 for each full set of report volumes *(Summary, Top-Line Tables, Tabular Analysis)*

For additional information, including full **TABLE OF CONTENTS**, please contact:

**KAREN BUNDY**, VP - Food, Beverage & Nutrition Marketing

[Karen.Bundy@multisponsor.com](mailto:Karen.Bundy@multisponsor.com)

MULTI SPONSOR  
**Surveys**  
INTERNATIONAL LLC

Report issued: March 2014  
MS13050 / PRO1654

136 WALL STREET  
PRINCETON, NJ 08540

[www.multisponsorinternational.com](http://www.multisponsorinternational.com)

609-924-7772  
FAX: 609-924-1119