

## What breakfast clubs mean to you



## The great breakfast club survey

A huge thank you to everyone who took the time to get involved in our survey in May 2015. Your insights were invaluable and helped us shape a programme that is better than ever before.

Below are a few of our selected survey highlights and favourite insights:



### ♥ Members love their clubs

Half of breakfast club leaders say that between **three quarters and 100% of their members really 'love' their club** – something we at Kellogg's love to hear

### ⊕ The benefits clubs bring

The benefits brought by the clubs you run are huge! **41%** of you say it's had a **positive impact on academic performance** in your school, **56%** say it's **improved the physical well-being** of your members and **65%** say its **increased school attendance**

### 🎁 What you'd like more of

And you weren't afraid to tell us what you'd like to see more of! **92%** would **love cereal offers**, **69%** would **like food delivery offers**, over **80%** would **welcome more educational and games resources** and **two thirds** of you would **love more cool competitions**

"Fun mornings, full tummies, happy children!"

"A warm, safe, happy haven particularly for those children who don't always have this at home."



"A super nurturing start to the day for our pupils and a great way to promote a healthy start to all our families."

"It means the world to our children. They have a place where they belong and feel safe. Breakfast encourages them to shine!"

**We've listened. We're taking it all on board. And we hope you'll like the results!**