

## Breakfast cereals portion size - summary data

### Introduction

The data given below was collected as part of the 'Investigation of Consumer Understanding of Sugars Labelling on front of pack nutritional signposts, with specific reference to breakfast cereals', undertaken by *forum* on behalf of the Food Standards Agency. The full research report is published at:

[www.food.gov.uk/multimedia/pdfs/cerealsreport.pdf](http://www.food.gov.uk/multimedia/pdfs/cerealsreport.pdf)

We are publishing this information at the request of stakeholders. It should be noted, the findings are based on self completion data from a qualitative research project and the sample is not statistically representative of the UK population. In addition the number of records is small other than for 'flakes'.

### Method

Respondents were asked to keep a 'breakfast diary' for three days for their household. This was done by volume; respondents were given a plastic cup and asked to indicate in their diaries how many cups of cereal they / other members of their household had eaten on each occasion. The information was converted into grams by the researchers after the discussion group.

### Findings

The data indicates consumption patterns which are greater than the manufacturer's suggested serving size (MSS). Table 1 compares mean actual portion size to the MSS for different cereal types. Table 2 compares the % number of portions that were less than, the same as and more than the MSS.

**Table 1**

Cereal	No. of records	Mean actual portion size (g)	MSS (g)
Flakes	187	55	30
Muesli	30	125	50
Coco pops	34	70	30
Cheerios	24	50	30

**Table 2**

Cereal	No. of records	% under MSS	% the same as MSS	% more than MSS
Flakes	187	0	20	80
Muesli	30	10	0	90
Coco pops	34	5	10	85
Cheerios	24	20	5	75

All averages and percentages have been rounded to the nearest 5.