



## ***TOP-LINE DATA***

# **STATE OF THE AMERICAN FAMILY: MEALTIME A TOP PRIORITY**

**Study Shows Families Are Making Time to Eat Together At Home, Kitchen Table Serving as Hub of Home**

### **About the Survey:**

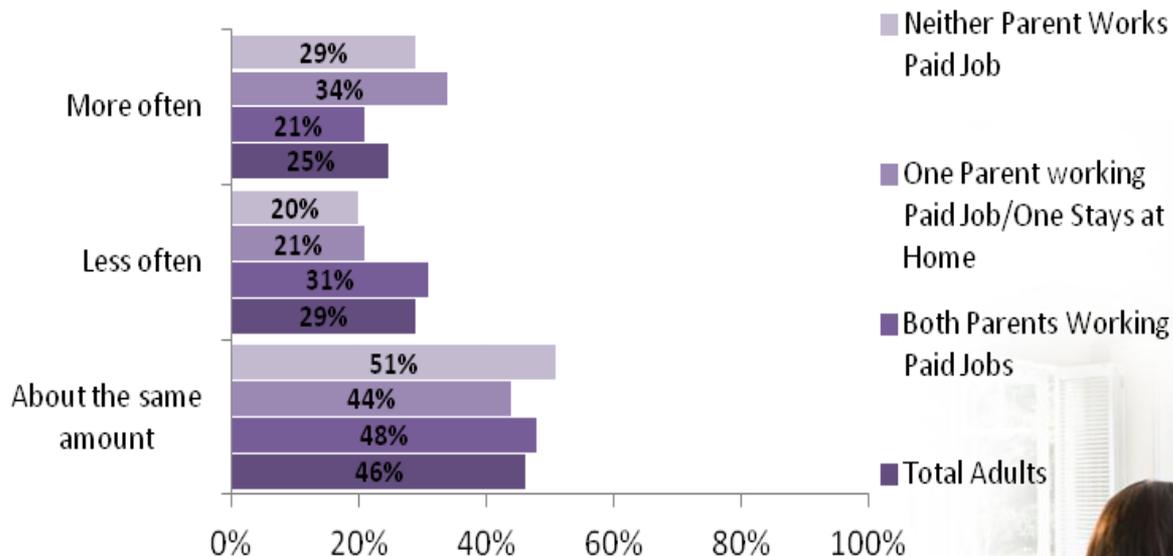
These results are based on 864 telephone interviews among parents or guardians of children under 18 who were identified from a national probability sample of 4,049 adults. Interviews were conducted over the period October 18 - November 13, 2012 utilizing both landline and cell telephones. Results among parents have an error margin of +/- 3%. Interviewing was conducted on behalf of Welch's® using ORC International's CARAVAN® survey.





# FAMILY MEALS ARE A TOP PRIORITY

- Nearly three-quarters of respondents – 71% – say they eat dinner as a family as often or more as their family did when they were a child.
- Families with one stay-at-home parent are more likely than families where both parents work to say they eat together more often than when they were a child (34% vs. 21%).



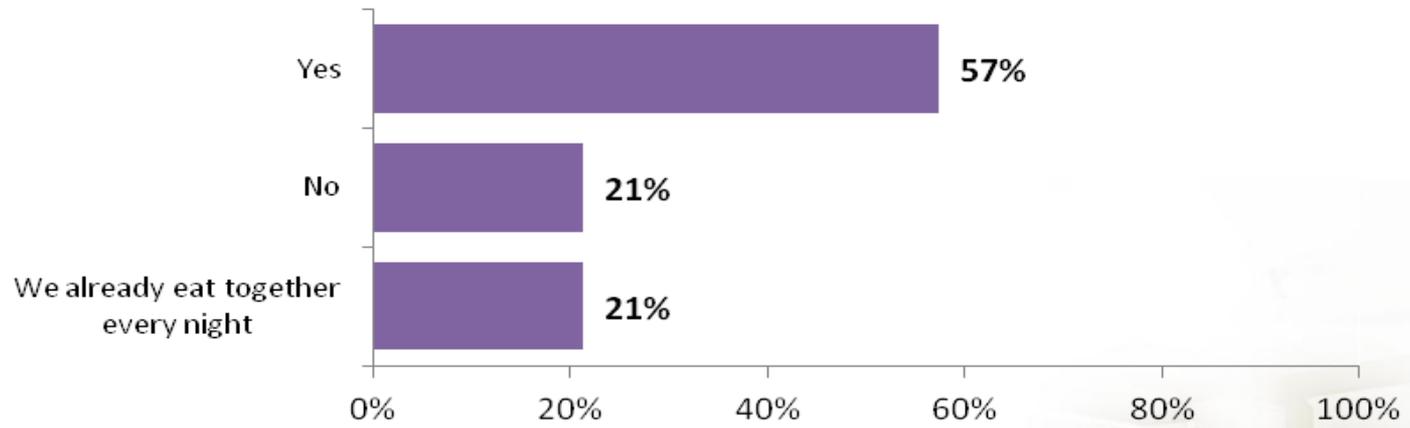
Q: Compared to when you were a child, in a typical week, does your family eat dinner more often, less often, or about the same.





# ENJOYING FAMILY MEALS

- While levels are already high, most people would like to have even more family meals – 57% say they wish their family ate dinner together more often, while an additional 21% say they already eat together every night.



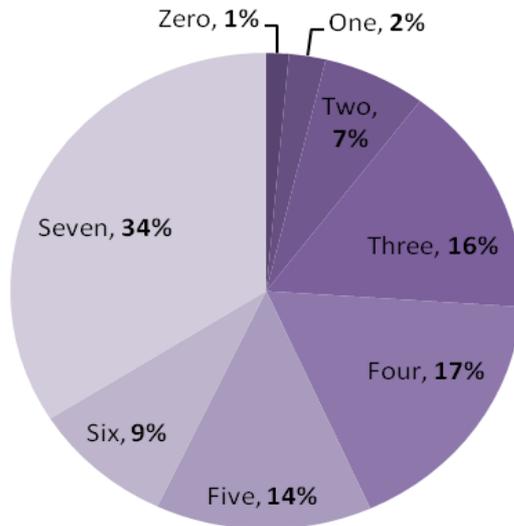
*Q: Do you wish your family would eat dinner together more often?*





## FAMILY DINNER IS ALIVE AND KICKING

- Contrary to conventional wisdom, most families eat dinner together most nights of the week – 75% say they eat together four or more nights, and 34% eat together every night.

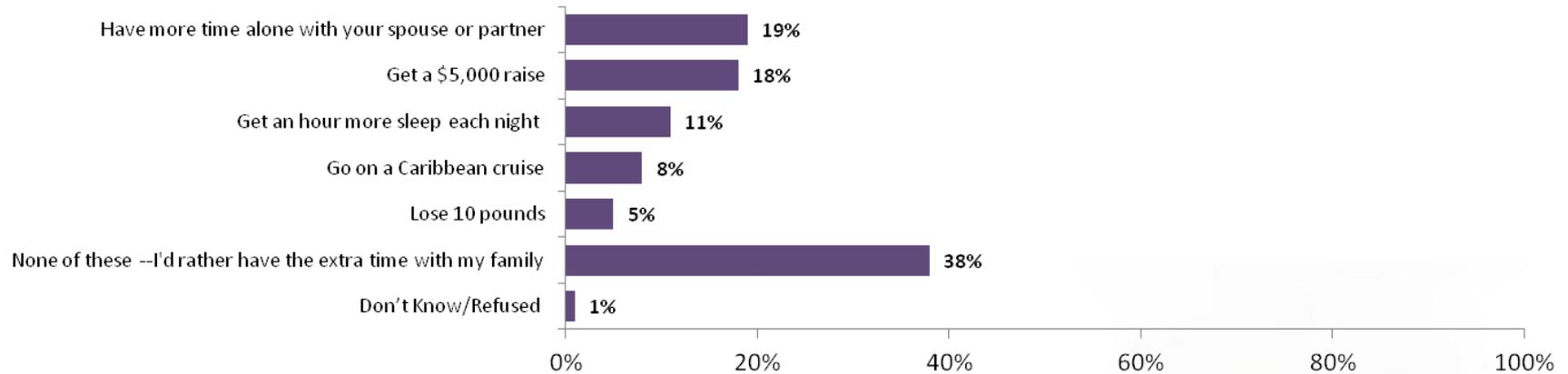


*Q: In a typical week, how many nights a week does your family eat together?*





# FAMILY TIME IS SECOND TO NONE



Q: *Would you rather have an hour more family time each day, or...?*

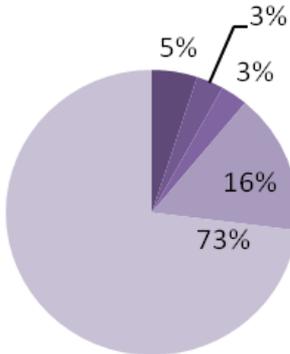
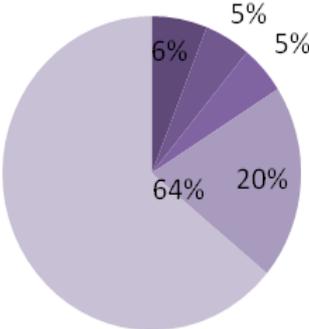
- Significantly more people would rather have more time with their family than get a \$5,000 raise, lose 10 pounds, go on a cruise, or get more sleep.
- If you include time alone with a spouse or partner, nearly 60% would rather spend time with family than anything else.





# QUALITY TIME WITH FAMILY

- Parents are very close to their children. Nearly 90% say that they talk to their children every day about what they think and how they feel.
- Family mealtimes are special occasions for most, with 84% of respondents agreeing that one of their favorite parts of the day is when their family eats meals or snacks together.



Q: Please indicate how much you agree or disagree with the following: One of my favorite parts of the day is when my family eats meals or snacks together.

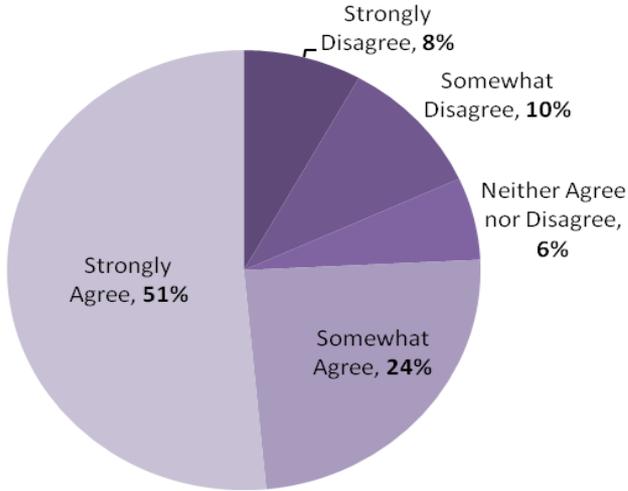
■ Strongly Disagree      ■ Somewhat Disagree      ■ Neither Agree nor Disagree  
■ Somewhat Agree      ■ Strongly Agree

Q: Please indicate how much you agree or disagree with the following: I talk to my children every day about what they think and how they feel.

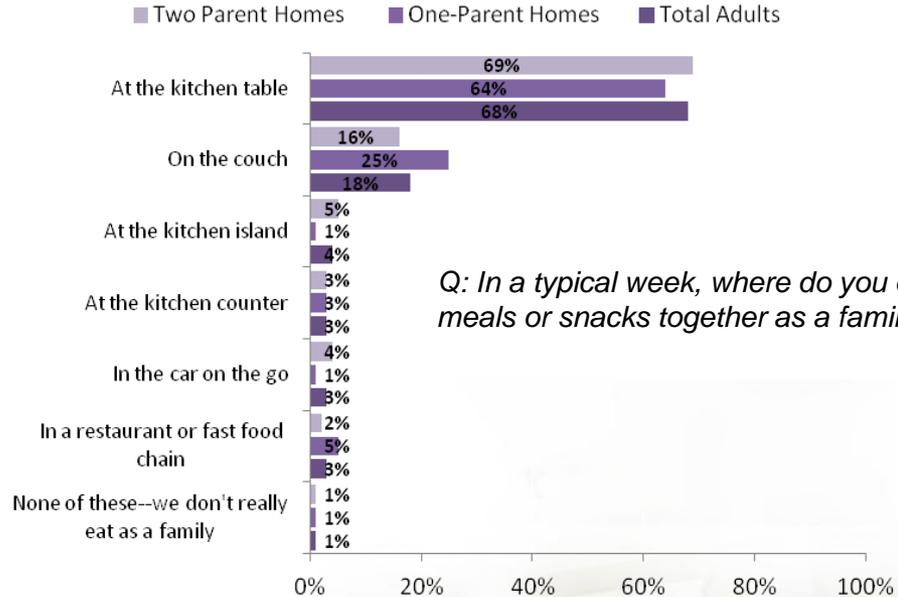




# KITCHEN TABLE IS THE HEART OF THE HOME



*Q: Please indicate how much you agree or disagree with the following: Many of my favorite family moments have taken place around the kitchen table*



*Q: In a typical week, where do you eat MOST meals or snacks together as a family?*

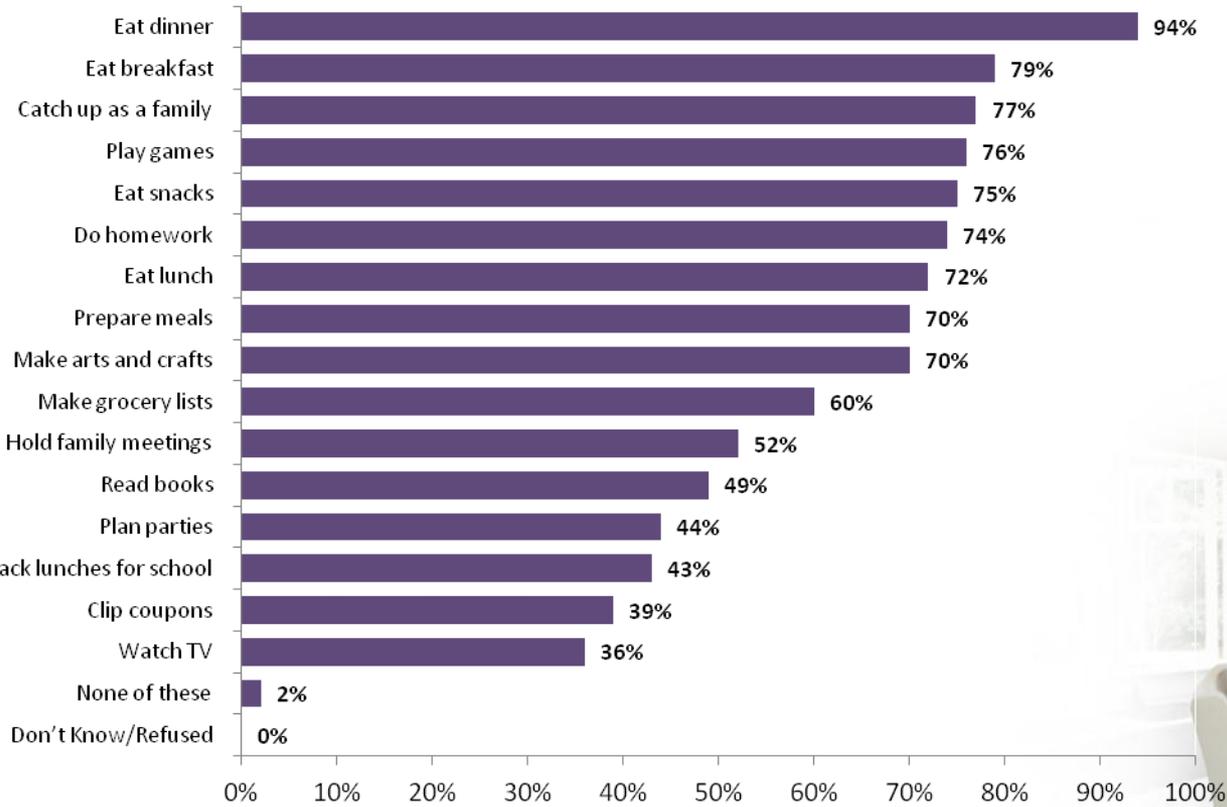
- More than two-thirds of respondents eat most meals or snacks together around the kitchen table. When the kitchen island and counter are included, this rises to 75% who eat together in the kitchen.
- This is significantly more than the next-most common location – the couch – where just 18% eat together most often.





# ROLE OF THE KITCHEN TABLE

- Mealtime is a top kitchen table activity for families, with 94% saying they eat dinner as a family at the table—79% eat breakfast there and 72% eat lunch.



Almost 80% of respondents do at least EIGHT of these activities at their kitchen tables.

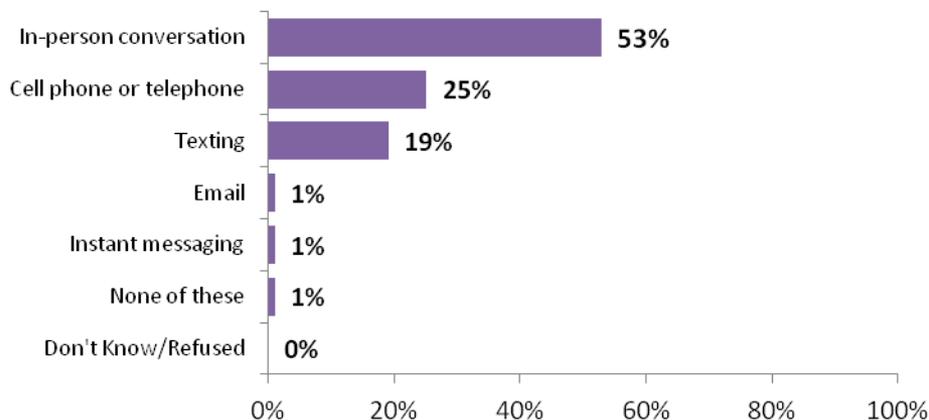


Q: Which of the following family activities do you do at your kitchen table?

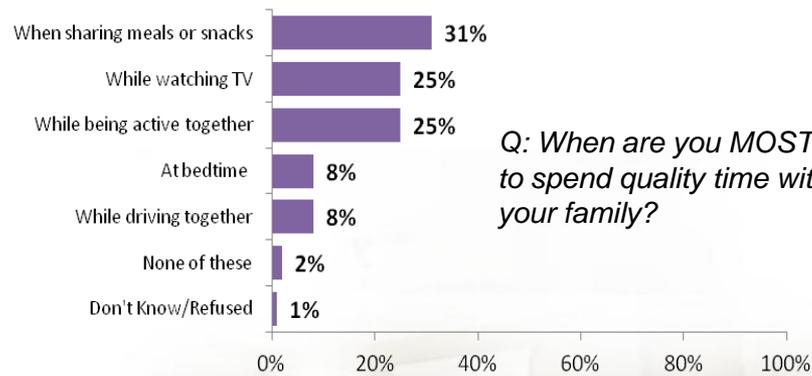


# HOW FAMILIES CONNECT TODAY

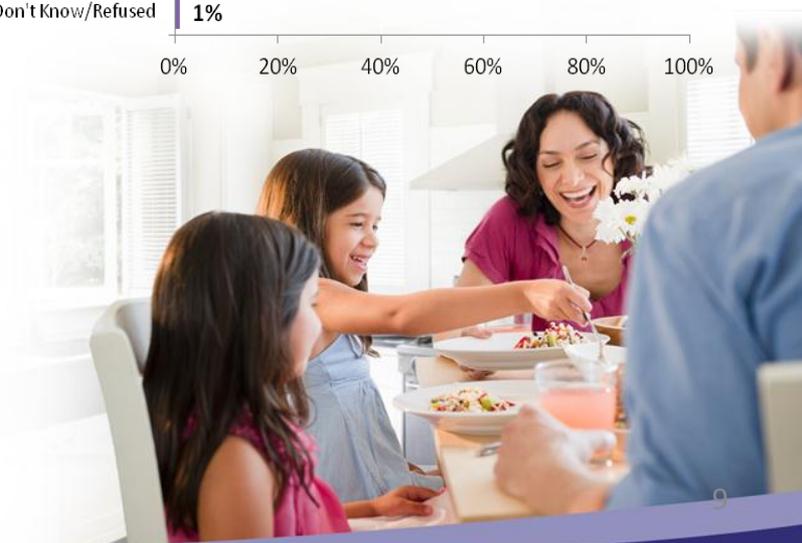
- Even in today's busy world, families still talk face-to-face about routine family issues. High-tech options like texting, e-mail and instant messaging are used most often by just 1-in-5 American families.
- About one-third of people say they are most likely to spend quality time together as a family when sharing meals and snacks, but nearly half say that everyday activities also are important moments.



*Q: Which method of communication do you use MOST often to check in with your family on things such as scheduling plans?*



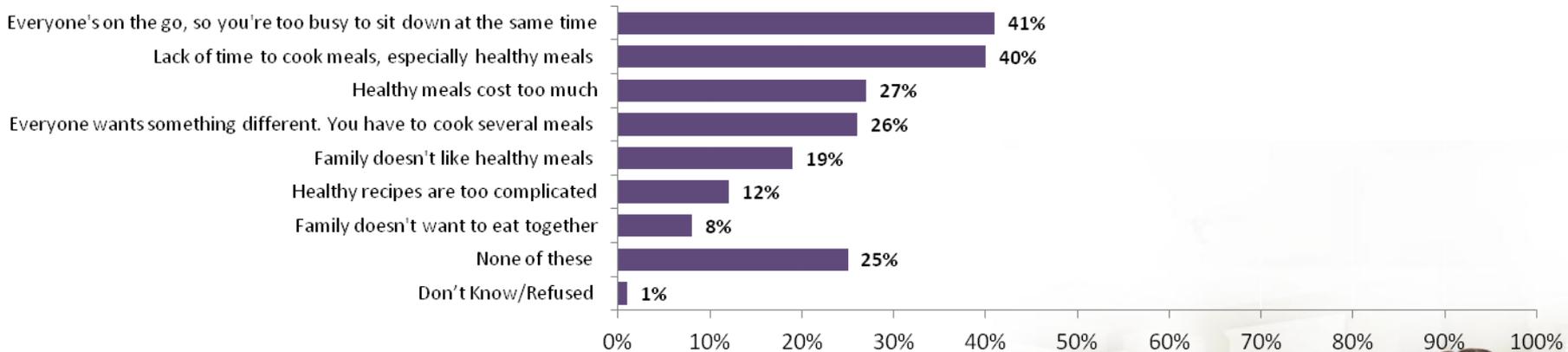
*Q: When are you MOST likely to spend quality time with your family?*





# WHAT MAKES FAMILY MEALTIMES DIFFICULT?

- Today's busy schedules definitely impact family mealtime, with four-in-ten citing busy schedules as a top reason it's difficult to eat meals together as a family.
- The same number cite lack of time to cook as another top barrier to family mealtime.



*Q: Which, if any, of the following make it difficult for you to eat meals, especially healthy meals, together as a family?*

