WHERE DO STUDENTS EAT BREAKFAST?*

- 43% at home
- 25% skip it
- 20% at school
- 6% on the way to school
- 6% bring from home

*% measured by days/week

ON AVERAGE, STUDENTS SAY THEY WOULD EAT BREAKFAST AT SCHOOL 22% MORE OFTEN IF THEIR FAVORITE FOODS WERE OFFERED

FAVORITE FOODS NOT OFFERED

1. Breakfast Meats
2. Waffles
3. Breakfast Sandwiches
4. French Toast / Pancakes
5. Bagels

NOT HUNGRY

1. 51% in the classroom
2. 46% from a grab-n-go cart
3. 18% in the cafeteria

NOT ENOUGH TIME TO EAT

1. 43% at home
2. 25% on the way to school
3. 6% bring from home
Students say they would eat lunch at school 4 out of 5 days a week if they were satisfied with the food.

**Where students eat**
- Buy school lunch: 2.7 days/week
- Pack lunch: 1.5 days/week
- Skip lunch: 0.5 days/week
- Outside of school: 0.2 days/week

**Top reasons students don’t purchase school lunch more often**
1. Food from home tastes better
2. Not hungry
3. Bring favorites from home
4. Menu choices are not appealing

**Food quality**
- Is #1 key driver and has the most impact on food purchase.

**Top service-style preferences**
- Separate food stations (food court style): 68%
- Grab-n-go options: 38%
- Made-to-order options: 34%

**New food options students are most likely to try**
- Italian: 58%
- Mexican: 57%
- Asian: 43%

**Health and wellness**
55% of students are interested in making healthy choices. Most important is availability of:
- Freshly prepared food
- Fresh fruits & vegetables
- Locally grown produce

Aramark uses critical insights to continually innovate in K12 food and nutrition programs. With over 125,000 middle and high school student responses, our Student ViewPOINT™ survey helps identify student dining needs, attitudes, and behaviors. These insights allow us to develop customized solutions that provide continuous improvement and impact the districts we serve.