

Redefining Breakfast

A Generational Analysis of Breakfast Habits and QSR Purchase Intentions

Ceara Metayer



Table of Contents

03	Executive Summary
04	Breakfast Background
10	The Evolution of Breakfast
12	Method
16	Findings
21	Implications
23	Recommendations
26	Conclusions
27	References

Breakfast industry sales have been steadily declining and a group that has surprisingly struggled in this sector is quick service restaurants (QSRs).

Marketers were the ones who decided when and what should be consumed in the morning under the guise that it was the most appropriate way to carry out one's life. This has created the opportunity for QSRs to lead the way in pivoting the societal understanding of the morning meal. Some of the main problems that the breakfast industry faces are the vague and broad definition of breakfast, an imbalanced focus of research on Millennials and Gen Z, and unreliable information related to breakfast purchase intentions. Consequently, analysis of primary and secondary data will provide a holistic perspective of the industry while identifying influential moments in history that have led to the present day interpretation of the morning meal. A comprehensive analysis of primary data will address three research questions and one hypothesis that were formulated to better understand the consumers of the breakfast market.

The following recommendations are provided in this white paper:

- QSRs should offer an all-day breakfast menu to remove the idea that there is a set time to consume certain foods
- Entering the grocery store segment with branded QSR frozen breakfast items could increase convenience and brand awareness
- Move away from most important meal of the day messaging and instead focus on ads that mention how breakfast is different every day because everyone's schedule changes frequently



**Respondents
were 5% less
likely to consider
breakfast more
important than
lunch or dinner.¹**

Breakfast is a meal that used to be considered paramount for a productive and successful lifestyle and, now, less and less people are identifying with the notion that it is the king of meal types.

Since 21st century Americans will no longer acknowledge breakfast as the most important meal of the day, the repetitive execution of this message has weakened the ROI of the daypart segment. The current leaders of this industry are grocery stores, such as Walmart and Kroger, that offer frozen breakfast foods.¹

At first glance, it appears as though the explanation for grocery retailers dominating the market is attributed to convenience, however, this cannot be the sole explanation for this outcome.

1. Simmons National
Consumer Survey



Every store type peddles breakfast as a meal that is travel-friendly and, theoretically, this angle would put grocery stores, convenience stores, and quick service restaurants (QSRs) closely together in sales, but this is not the case.



The morning meal industry is the only growth market in the QSR sector² and it remains an area of contention for many fast food restaurants.

An issue that has steadily plagued the industry is the vague and broad definition of breakfast.

2. CNN Business

Anyone could reasonably have a burger and fries for either lunch or dinner and herein lies a disconnect in the congruence of customary beliefs. Breakfast foods are not esteemed as meals suitable for times outside of morning, of course there are instances where consumers will have breakfast for dinner, but this concept is considered novelty and not appropriate for consistent practice.





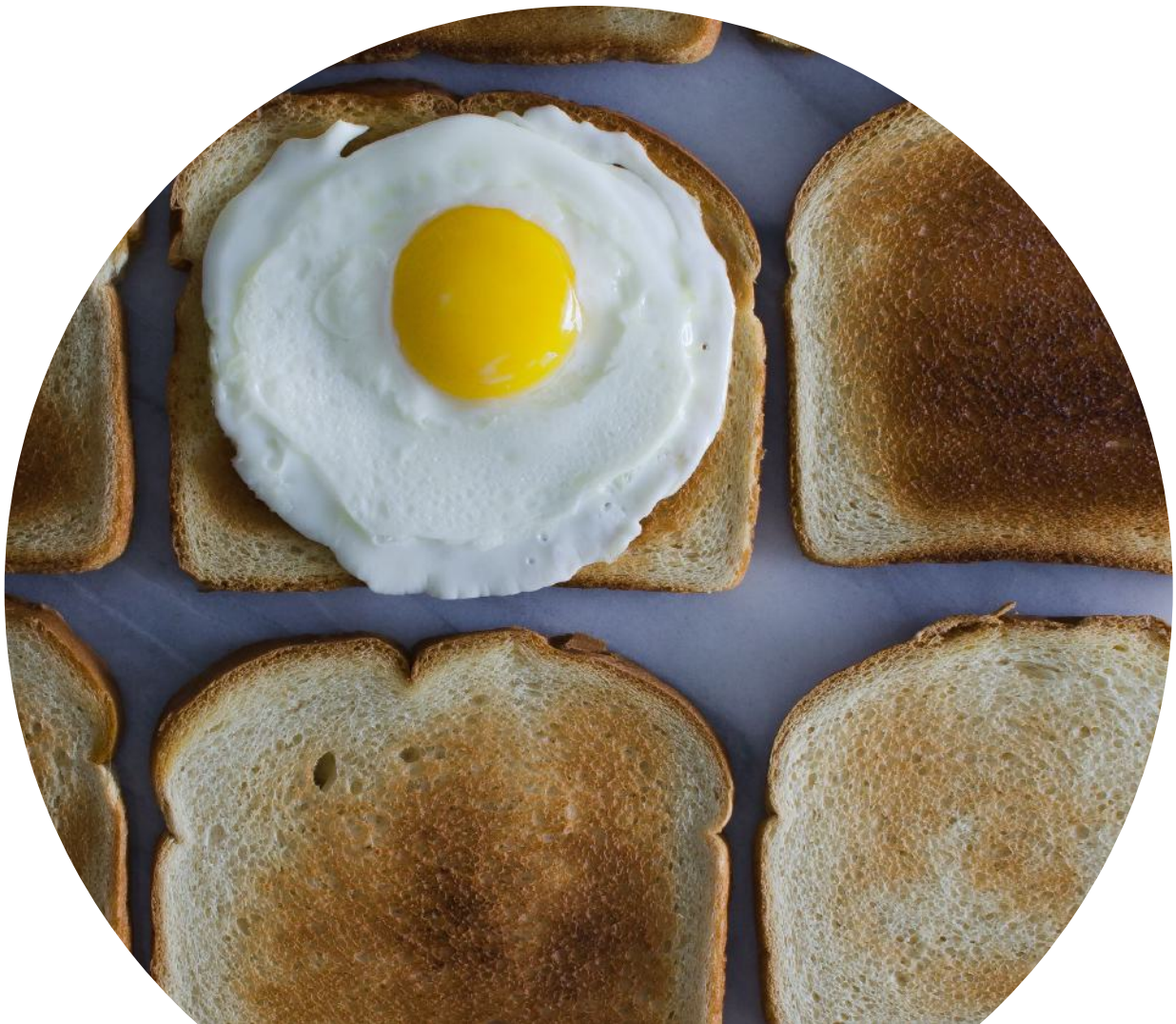
WHAT IS BREAKFAST?

The rigid specifications of what foods can be eaten for breakfast decreases the range in meal variety for consumers. Additionally, the acceptable time for breakfast to be consumed is arbitrarily confined to the hours before noon. Any time after that is considered either lunch or dinner time and, essentially, the temporal limits of these meal types are somewhat blurred. So, all things considered, it is uncertain whether breakfast is a genre of food or a specific time.

There are so many questions that need to be answered in order to propose a strategic plan for success in the breakfast industry. Another point of interest to recognize is that much of the currently available research gives heavy prevalence to the Millennial and Gen Z audiences. While these targets are important to acknowledge, it is undeniably foolish to discredit the value and contribution of the Baby Boomer and Gen X audiences to the morning meal segment. Each generation has been exposed to slightly different breakfast ad messages and this is just one reason why the primary research of this paper will individually address these consumers.



Through the findings of this primary data, advertisers will be able to pinpoint what tactics should be carried out in order to depict an accurate portrayal of daypart consumption and preferences. Brands that are part of the morning meal segment cannot continue utilizing procedures that have only resulted in loss because there is ample opportunity to mold an updated understanding of breakfast and breakfast foods. This information will present meal complexity, item variety and convenience as important factors that affect consumer breakfast purchasing behaviors and serve as an exploratory approach to investigating these variables while providing recommendations to help QSRs navigate the breakfast industry.



In the most recent years, the traditional morning plate has morphed and is presently advertised to the everyday consumer as portable breakfast foods like sandwiches, wraps, and small pastries. It seems as though this whittled down version of breakfast has its appeal, but what happened to the advertisement of the classic mountain of meats and piles of pastries that were once so prevalent in campaign messages? There have been many iterations of breakfast as a meal and its conception was spearheaded by Dr. John Harvey Kellogg and his brother Will Kellogg who, “saw the opportunity to market [corn] flakes to ordinary people looking for a light, healthy breakfast.”³

Around 1877, Dr. Kellogg’s original direction for Corn Flakes derived from his research with gorilla digestive health which demonstrated that these primates had several bowel movements a day and led him to believe humans should as well. It was during this time that most of the population agreed that wellness was of the utmost importance and meals should not consist of complex foods. In 1928, Edward Bernays, the father of public relations, combated this inclination to light eating by confirming that most physicians believed that, when given the choice, people should eat a hearty breakfast.⁴ This sparked the popularity of bacon and eggs as a staple in the American diet and redirected the population’s preference toward lavish feasts early in the day.



Dr. John Harvey Kellogg



Will Kellogg



Edward Bernays

Today, these two differing consumption habits of breakfast appear in advertising with the ideal meal depicted as both a large spread of foods and a simple refreshment.⁵

QSRs have revolutionized the amount of variety that consumers have grown to expect from restaurants offering morning meal products. Global chains like McDonald's, Taco Bell, Burger King and Wendy's are very noteworthy in the overall development of the modern day breakfast. For instance, consumers have evolved to snack more throughout the day and Mintel reports that 95% of US adults snack daily, and 70% do so two or more times per day.¹

McDonald's and Burger King are just two examples of QSRs that have acknowledged this data by offering snack-sized options to allow consumers to optimize their preferences and maximize their schedules. Handheld breakfast sandwiches, such as the McGriddle and the Croissan'wich, have become popular because they are small in volume to appeal to the light meal ad message, but contain the same intricate components found in a hearty breakfast.

These contemporary interpretations of consumer breakfast demands are momentous developments that demonstrate how QSRs have reinvented traditional morning foods. However, the prowess of the fast food industry is not reflected in breakfast sales as retail stores continue to outperform every store type in the breakfast category.



To measure the consumer's perception of breakfast, the following **research questions** and **hypothesis** were analyzed:



RQ1 - What are the general breakfast consumption habits of the four generations?



RQ2 - What are the main factors that influence the consumption of QSR breakfast?



RQ3 - What are the QSR breakfast purchase intentions of each of the four generations?



H1 - There will be significant generational differences in QSR breakfast attitude and purchase intention.

Study Design

The primary data consisted of a 47-question survey that was designed using open-ended questions, the Food Choice Questionnaire and the Theory of Planned Behavior model. A sample size of 604 respondents were surveyed utilizing Qualtrics to host the questionnaire and recruit survey participants. The data from this self-report study was analyzed using SPSS software to conduct an analysis of variance (ANOVA) statistical test.

Qualitative Questions

The inclusion of open-ended items was intended to conclude how consumers individually define the word breakfast and note other associations they have attached to the word. Respondents were prompted to type in answers to the following questions:

1. What does the word "breakfast" mean to you? Why?
2. What do you typically eat for breakfast? Why?
3. What brands do you associate with the word "breakfast"? Why?

Food Choice Questionnaire (FCQ)

The FCQ is composed of nine factors that are intended to help researchers identify both health and non-health related food choices of consumers.⁷ The nine factors are health, mood, convenience, sensory appeal, natural content, price, weight control, familiarity, and ethical concern.¹⁰ To avoid fabricated answers in an effort to appear health-conscious, only the following factors were included in the study: mood, convenience, sensory appeal, price, and familiarity. It is also important to mention that the FCQ portion of the survey only questioned participants about general breakfast habits and did not address any QSR breakfast opinions. The Chronbach's alpha of the 5-point FCQ Likert scale was .877.

Breaking Down the Variables

- Mood uses six items to measure how important it is to respondents for food choices to influence stressors, affect relaxation, and alter respondents' state of being
- Convenience uses five items to measure how important it is to respondents for food choices to be simple in preparation and acquisition
- Sensory Appeal uses four items to measure how important it is to respondents for food choices to have a positive smell, visual appeal, physical makeup and taste
- Price uses three items to measure how important it is to respondents for food choices to have a perceivably fair monetary value
- Familiarity uses three items to measure how important it is to respondents for food choices to have be similar to foods they tend to enjoy

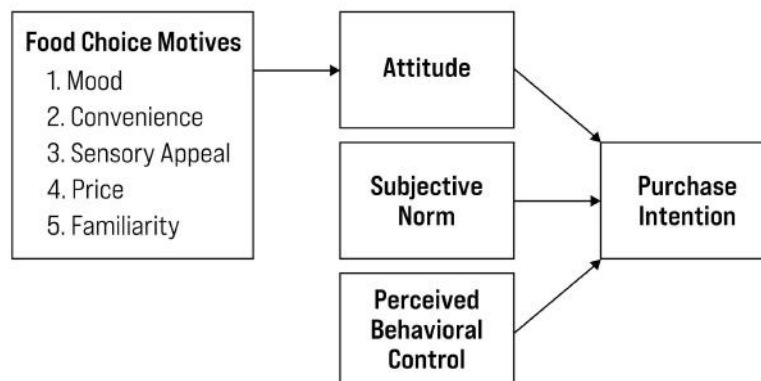
The Theory of Planned Behavior (TPB) Model

A modified version of the TPB model was used to identify the following four variables: attitude, subjective norm, perceived behavioral control, and purchase intention.⁸ The focus of this portion of the survey was solely based on consumer opinions of QSR breakfast as a whole. The Chronbach's alpha for the scale used for attitude was .827 and was .777 for the remaining variables.

Breaking Down the Variables⁹

- Attitude refers to the favorable or unfavorable temperament toward a purchase
- Subjective norm refers to the perceived social pressure to perform or not to perform a purchase
- Perceived behavioral control refers to how difficult a purchase is perceived to be
- Purchase intention refers to the likelihood that a person will choose to finalize a transaction

FCQ and TPB Model



Demographic Information

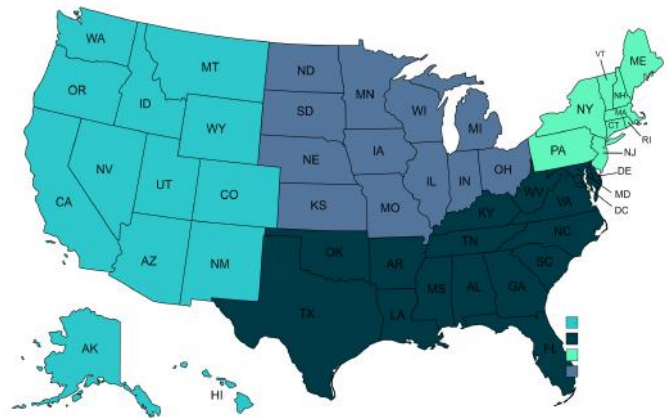
The demographic makeup of the sample was 152 older Gen Z respondents born between 1995-2003, 146 Millennial respondents born 1977-1994, 152 Gen X respondents born 1965-1976, and 154 Baby Boomer respondents born 1946-1964. The majority of the sample completed high school, were married or with a domestic partner, and had no children. Around 73% of the respondents were ethnically Caucasian and about 26% of respondents were Asian/Pacific Islander, Black/African American, Hispanic/Latino, and Native American/American Indian. 1% of the sample noted that they preferred not to identify their ethnicity. Additionally, most of the respondents were employed full time and making between \$25,000-\$49,999 a year.



Male: 240 Respondents

Female: 354 Respondents

(Undisclosed Gender: 10)



West: 18.9%

Midwest: 22.2%

Northeast: 15.1%

South: 43.9%

Qualitative Findings

- Q1: What does the word "breakfast" mean to you? Why?

Breakfast was described as either a time, a food, a time and food, or a healthy decision. 63% of respondents stated that breakfast was a time and a food. More specifically, the language used most frequently was either “the most important meal of the day” or “the first meal of the day.”

- Q2: What do you typically eat for breakfast? Why?

45% of the sample reported that their typical breakfast consists of a combination of typical breakfast foods such as eggs and bacon or a juice and cereal. The second and third most reported typical breakfasts were cereal in cold, hot, and bar form at 18% and breads and pastries at 10%. An interesting find was that approximately 6% of the sample said they do not eat anything for breakfast and suggested they either skip the meal, didn't like typical breakfast foods, or weren't hungry in the morning. Overall, 87% of total respondents reported eating typical breakfast foods compared to the 2% of atypical breakfast enjoyers.

- Q3: What brands do you associate with the word "breakfast"? Why?

Definitions

- QSR - quick service restaurant; restaurants with a drive-thru window
- FSR - full service restaurants; restaurants where a server takes food orders and food is brought to the table
- CPG - consumer packaged good; contained items that are shelved for sale at a store

Overwhelmingly, CPGs were the most recalled brands with 69% of respondents identifying brands and products that they associated with the word breakfast. Some of the most mentioned brands were Kellogg's, Jimmy Dean, Quaker, and General Mills. The second and third most recalled brands were QSRs at 4% and FSRs at 3%. Millennials and Gen Z were the groups most likely to associate a QSR with the word breakfast. The two most mentioned FSR brands were Bob Evans and IHOP. Also, McDonald's was the most frequently recalled QSR with 4% of the sample naming the fast food chain.



FCQ Findings

Of the five variables, only mood and convenience had significant differences between each generation. Each generation somewhat agreed that sensory appeal, price and familiarity were important factors in their decision to eat breakfast. The differences in regard to mood as a factor highlighted that Boomers were the least likely group to believe that breakfast should affect and improve their overall demeanor, and in contrast, Gen Z was the most likely to find this important. Boomers were also the least likely to expect breakfast to be convenient, while Gen X and Millennials were the most likely of the four generations to prioritize convenience.

TPB Findings

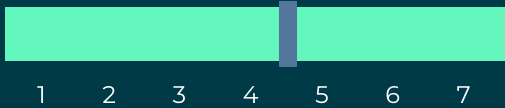
The only variable that did not have any statistically significant differences between each generation was perceived behavioral control. Overall, most respondents felt that their decision to consume or not consume QSR breakfast was within their control. The three variables that had significant differences were attitude, subjective norm and purchase intention.

Attitude Scale

(Answers based on average responses)

To me, eating breakfast from a fast food restaurant is...

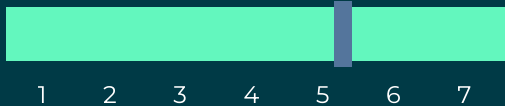
Unpleasant Pleasant



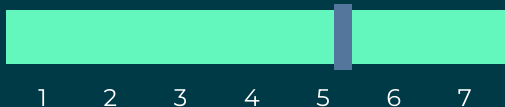
Harmful Beneficial



Inconvenient Convenient



Time-consuming Quick



Expensive Cheap



Attitude

This survey included five items for consumers to rate their attitude towards QSR breakfast using the following semantic phrases: unpleasant or pleasant, harmful or beneficial, inconvenient or convenient, time consuming or quick, and expensive or cheap. Boomers were the most likely to rate QSR breakfast as unpleasant and harmful, while Gen Z was most likely to rate it as pleasant and beneficial. Boomers were the most likely to find QSR breakfast to be inconvenient and Millennials were most likely to find it convenient. Boomers were least likely to describe QSR breakfast as a quick experience while Gen X, Millennials and Gen Z all rated it as a quick experience. Finally, Boomers and Gen X rated QSR breakfast as expensive while Millennials and Gen Z rated it a cheap restaurant type. Conclusively, Boomers tended to have an overall negative attitude toward QSR breakfast while the younger generations had generally positive attitudes.

Subjective Norm

Boomers were the only group to strongly disagree that the people in their circle consumed and approved of the consumption of QSR breakfast. On the other hand, Gen X, Millennials, and Gen Z were more likely to neither disagree nor agree that their friends and family consumed QSR breakfast.

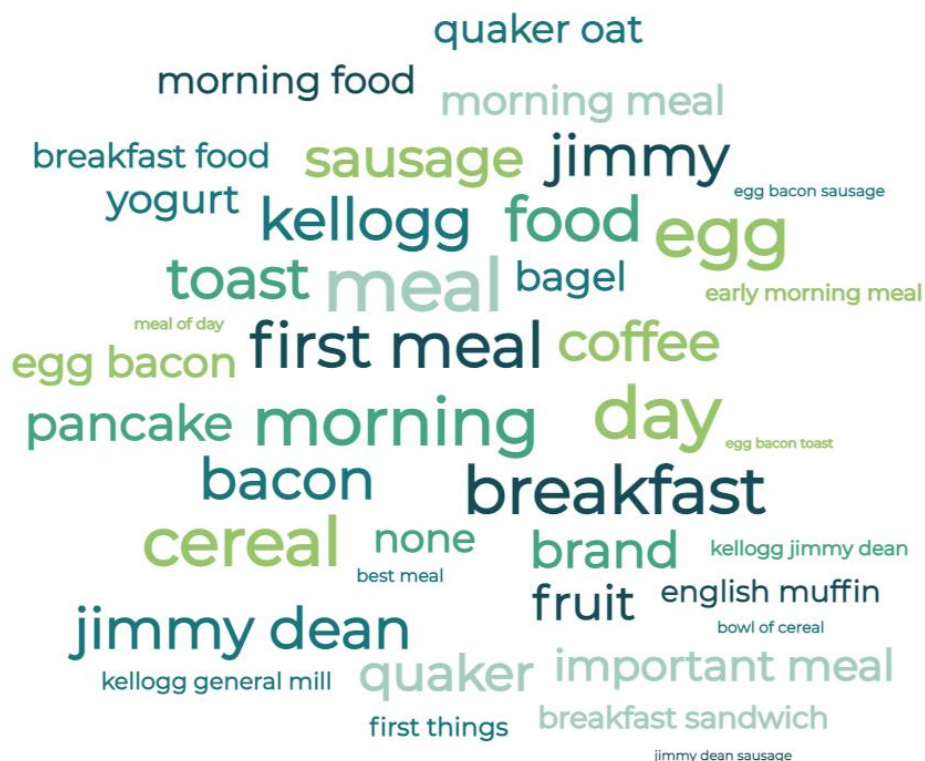
Purchase Intention

The findings for purchase intention are the most important for QSRs and the data revealed that even if QSRs had better options of meal complexity, item variety and convenience, Boomers were least likely to purchase QSR breakfast items and Gen X, Millennials, and Gen Z were more likely to confirm intentions purchase QSR breakfast items.



Firstly, the verdict on the definition of breakfast is that the word represents the duality of both a time and meal. Additionally, the word cloud below demonstrates the most frequently mentioned breakfast words pulled from the primary data. As hypothesized, each generation had slightly different attitudes towards QSR breakfast and this survey identified typical breakfast foods as the most commonly eaten in the morning. The main factors that influence the consumption of QSR breakfast are sensory appeal, convenience, and price. Boomers are not a viable target market for QSR breakfast due to a negative attitude towards this restaurant type. Ultimately, Gen X, Millennials, Gen Z tended to have similar opinions that regarded QSR breakfast as a generally desirable and convenient way to consume breakfast. When it comes to QSR breakfast purchase intentions of each of the four generations, Boomers have low purchase intentions, Gen X has moderate intentions and both Millennials and Gen Z have moderately high intentions.

Breakfast Word Cloud



Based on the analysis of the secondary and primary data, the following recommendations are intended to provide a strategic starting point for QSRs and advertisers to consider in the betterment of the breakfast industry:

Bracket-less Breakfast

Removing the time brackets and offering all day breakfast is a reasonable way to blur the lines between each meal time and give the choice back to consumers. Even though McDonald's is the originator of the fast food version of the all-day breakfast menu, there is no reason why other QSRs can't capitalize on this concept. Furthermore, since the data suggests that Millennials and Gen Z are the best target for QSR breakfast, it is worth noting that these generations are the largest consumers of all-day breakfast items at fast food restaurants.¹ The only caveat is that the costs are high for this option because there needs to be appropriate budgeting for breakfast materials along with staffing and training costs that should be considered. Brands that pursue the bracket-less route should do so only with full comprehension of the monetary commitment and a contingency plan for all possible outcomes of this strategy.



If You Can't Beat 'Em

A very plausible and fiscally efficient way for QSRs to take back the morning meal market is by entering grocery stores with a CPG product line. This strategy gives consumers the option to spend their dollars on a familiar brand in a place they least expect it and increases the association of QSRs with convenience in addition to the traditional drive-thru approach. In opposition to the first recommendation, putting QSR brands on the shelves could be a separate investment that doesn't require any changes to the current function of a restaurant. Frozen morning meal options would keep fast food chains top-of-mind, expand and increase brand exposure, and create a new way for QSRs to reap breakfast benefits.



In the Routine of the Beholder

This suggestion expands on the traditional concept of breakfast and requires leaning into ad messages that highlights how breakfast changes day to day. Sure, it shouldn't be marketed as a sound idea to skip breakfast, but QSRs need to demonstrate an understanding of consumer habits and speak their language. Advertising breakfast for every type of morning such as busy, running late, slow-paced, energy-focused, or family time is a modern and distinct direction that would resonate with the audience. Breakfast is individualistic and the broader picture is that QSRs need to make an effort to fit into a person's schedule. Fast food restaurants will have the opportunity to say goodbye to the most important meal of the day ads and hello to ever-changing meal of the day messaging.



Objectively, the breakfast segment has not received the same attention or investigation as lunch and dinner. The purpose of this study is to provide information that highlights the current shortcomings of the morning meal sector and give insight into how QSRs can spearhead the improvement of this market. From innovation in meal accessibility to variety, the fast food industry has triumphed against every societal change and adapted to even the most unprecedented of times. All things considered, the ascent of QSRs must be rooted in constant analysis of consumer breakfast habits and anticipatory tactics to influence purchase intentions.

1. Spencer, H. (2019). *Restaurant Breakfast and Brunch Trends - US - September 2019* (Rep.). Mintel.
2. Valinsky, J. (2020a). Wendy's is eating McDonald's breakfast.
<https://www.cnn.com/2020/08/08/business/wendys-breakfast-sales/index.html>
3. Pruitt, S. (2019, August 02). How an accidental invention changed what americans eat for breakfast. Retrieved from <https://www.history.com/news/cereal-breakfast-origins-kellogg>
4. Held, L. (2009, December). *Psychoanalysis shapes consumer culture*. Monitor on Psychology. <https://www.apa.org/monitor/2009/12/consumer>
5. Bian, L., & Markman, E. M. (2020). Why do we eat cereal but not lamb chops at breakfast? Investigating Americans' beliefs about breakfast foods. *Appetite*, 144. <https://doi-org.ezproxy.lib.usf.edu/10.1016/j.appet.2019.104458>
6. Arnould, E. J., & Thompson, C. J. (2005). Consumer Culture Theory (CCT): Twenty Years of Research. *Journal of Consumer Research*, 31(4), 868–882. <https://doi-org.ezproxy.lib.usf.edu/10.1086/426626>
7. Steptoe, A., Pollard, T. M., & Wardle, J. (1995). Development of a measure of the motives underlying the selection of food: the Food Choice Questionnaire. *Appetite*, 25, 267–284.
8. Ahmad, M. S., Jamil, A., Latif, K. F., Ramayah, T., Ai Leen, J. Y., Memon, M., & Ullah, R. (2019). Using food choice motives to model Pakistani ethnic food purchase intention among tourists. *British Food Journal*, 122(6), 1731–1753. <https://doi.org/10.1108/bfj-01-2019-0024>
9. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
10. Prescott, J., Young, O., O'Neill, L., Yau, N. J. N., & Stevens, R. (2002). Motives for food choice: A comparison of consumers from Japan, Taiwan, Malaysia and New Zealand. *Food Quality and Preference*, 13(7-8), 489–495. [https://doi.org/10.1016/s0950-3293\(02\)00010-1](https://doi.org/10.1016/s0950-3293(02)00010-1)

Open-ended Questions Tables

		Age			
		Boom 1946-1964	Gen X 1965-1976	Millen 1977-1994	Gen Z 1995-2003
		Count	Count	Count	Count
Open1Coded	Time	15	16	11	7
	Food	32	30	38	30
	Time and Food	95	94	87	106
	Health	10	11	7	7
	Inconclusive	2	1	3	2

		Age			
		Boom 1946-1964	Gen X 1965-1976	Millen 1977-1994	Gen Z 1995-2003
		Count	Count	Count	Count
Open2Type	Typical	140	136	121	130
	Atypical	1	3	4	5
	Nothing	6	9	10	9
	Inconclusive	7	4	11	8

		Age			
		Boom 1946-1964	Gen X 1965-1976	Millen 1977-1994	Gen Z 1995-2003
		Count	Count	Count	Count
Open2Foods	Eggs	8	12	13	5
	Breads and pastries	15	15	15	15
	Cereal - hot/cold/bar	25	24	28	33
	Fruits	3	3	2	1
	Bfast beverage	14	9	8	2
	Dairy Product	2	0	2	2
	Vegan/Vegetarian	0	0	0	1
	Typical combo	74	72	55	71
	Atypical combo	0	2	2	4
	Atypical bfast beverage	0	1	1	0
	Inconclusive	7	5	9	7
	Nothing	6	9	11	11

		Age			
		Boom 1946-1964	Gen X 1965-1976	Millen 1977-1994	Gen Z 1995-2003
		Count	Count	Count	Count
Open3Type	QSR	7	2	8	8
	FSR	3	7	0	9
	CPG	109	109	102	98
	Grocer	8	4	3	4
	None	20	23	32	27
	QSR and FSR	0	1	1	2
	FSR and CPG	2	2	0	1
	QSR and CPG	5	3	0	3
	CPG and Grocer	0	1	0	0

		Age			
		Boom 1946-1964	Gen X 1965-1976	Millen 1977-1994	Gen Z 1995-2003
		Count	Count	Count	Count
McDonalds	Yes	3	4	5	9
	No	151	148	141	143
Kellogg	Yes	56	49	43	49
	No	98	103	103	103
JimmyDean	Yes	20	32	31	25
	No	134	120	115	127
Quaker	Yes	24	24	18	10
	No	130	128	128	142
GeneralMills	Yes	24	15	11	17
	No	130	136	135	135
	12.00	0	1	0	0

Descriptive Statistics Tables

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Boom 1946-1964	154	25.5	25.5	25.5
	Gen X 1965-1976	152	25.2	25.2	50.7
	Millen 1977-1994	146	24.2	24.2	74.8
	Gen Z 1995-2003	152	25.2	25.2	100.0
	Total	604	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	240	39.7	39.7	39.7
	Female	354	58.6	58.6	98.3
	Nonbinary/Third Gender	8	1.3	1.3	99.7
	Prefer not to say	2	.3	.3	100.0
	Total	604	100.0	100.0	

Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asian/Pacific Islander	26	4.3	4.3	4.3
	Black/African American	78	12.9	12.9	17.2
	Hispanic/Latino	49	8.1	8.1	25.3
	Native American/American Indian	2	.3	.3	25.7
	White/Caucasian	440	72.8	72.8	98.5
	Prefer not to say	9	1.5	1.5	100.0
	Total	604	100.0	100.0	

US_Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	West	114	18.9	18.9	18.9
	Midwest	134	22.2	22.2	41.1
	Northeast	91	15.1	15.1	56.1
	South	265	43.9	43.9	100.0
	Total	604	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Some High School	23	3.8	3.8	3.8
	High School	291	48.2	48.2	52.0
	Bachelor's Degree	155	25.7	25.7	77.6
	Master's Degree	54	8.9	8.9	86.6
	Ph.D. or higher	14	2.3	2.3	88.9
	Trade School	49	8.1	8.1	97.0
	Prefer not to say	18	3.0	3.0	100.0
	Total	604	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	154	25.5	25.5	25.5
	\$25,000 - \$49,999	191	31.6	31.6	57.1
	\$50,000 - \$99,999	152	25.2	25.2	82.3
	\$100,000 - \$200,000	64	10.6	10.6	92.9
	More than \$200,000	17	2.8	2.8	95.7
	Prefer not to say	26	4.3	4.3	100.0
	Total	604	100.0	100.0	

Employment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed Full-time	247	40.9	40.9	40.9
	Employed Part-time	78	12.9	12.9	53.8
	Seeking opportunities	84	13.9	13.9	67.7
	Retired	147	24.3	24.3	92.1
	Prefer not to say	48	7.9	7.9	100.0
	Total	604	100.0	100.0	

Marital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	215	35.6	35.6	35.6
	Married or domestic partner	269	44.5	44.5	80.1
	Widowed	24	4.0	4.0	84.1
	Divorced	77	12.7	12.7	96.9
	Separated	16	2.6	2.6	99.5
	Prefer not to say	3	.5	.5	100.0
	Total	604	100.0	100.0	

Children

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	281	46.5	46.5	46.5
	1	110	18.2	18.2	64.7
	2-4	193	32.0	32.0	96.7
	More than 4	13	2.2	2.2	98.8
	Prefer not to say	7	1.2	1.2	100.0
	Total	604	100.0	100.0	

ANOVA Test

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
AVGMood	Between Groups	6.998	3	2.333	2.991	.030
	Within Groups	467.970	600	.780		
	Total	474.968	603			
AVGCon	Between Groups	6.949	3	2.316	3.750	.011
	Within Groups	370.641	600	.618		
	Total	377.590	603			
AVGSA	Between Groups	2.733	3	.911	1.912	.126
	Within Groups	285.890	600	.476		
	Total	288.623	603			
AVGP	Between Groups	1.939	3	.646	1.033	.377
	Within Groups	375.388	600	.626		
	Total	377.327	603			
AVGF	Between Groups	2.340	3	.780	1.059	.366
	Within Groups	442.011	600	.737		
	Total	444.350	603			
AVGATT	Between Groups	21.421	3	7.140	4.098	.007
	Within Groups	1045.450	600	1.742		
	Total	1066.871	603			
AVGSN	Between Groups	53.037	3	17.679	14.605	<.001
	Within Groups	726.258	600	1.210		
	Total	779.295	603			
AVGPBC	Between Groups	.483	3	.161	.361	.781
	Within Groups	267.922	600	.447		
	Total	268.405	603			
AVGPI	Between Groups	24.249	3	8.083	7.248	<.001
	Within Groups	669.109	600	1.115		
	Total	693.358	603			

ANOVA Descriptive Statistics

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
AVGMood	Boom 1946-1964	154	3.4459	.86548	.06974	3.3081	3.5837	1.00	5.00
	Gen X 1965-1976	152	3.5515	.89542	.07263	3.4080	3.6950	1.00	5.00
	Millen 1977-1994	146	3.6804	.88787	.07348	3.5351	3.8256	1.00	5.00
	Gen Z 1995-2003	152	3.7160	.88397	.07170	3.5743	3.8577	1.00	5.00
	Total	604	3.5971	.88751	.03611	3.5262	3.6681	1.00	5.00
AVGCon	Boom 1946-1964	154	3.8714	.87423	.07045	3.7323	4.0106	1.00	5.00
	Gen X 1965-1976	152	4.1171	.74990	.06083	3.9969	4.2373	1.60	5.00
	Millen 1977-1994	146	4.1425	.72090	.05966	4.0245	4.2604	1.00	5.00
	Gen Z 1995-2003	152	4.0763	.78662	.06380	3.9503	4.2024	1.00	5.00
	Total	604	4.0503	.79132	.03220	3.9871	4.1136	1.00	5.00
AVGSA	Boom 1946-1964	154	4.1266	.65756	.05299	4.0219	4.2313	1.00	5.00
	Gen X 1965-1976	152	4.2911	.61335	.04975	4.1928	4.3894	1.25	5.00
	Millen 1977-1994	146	4.2483	.70619	.05844	4.1328	4.3638	2.50	5.00
	Gen Z 1995-2003	152	4.1546	.77467	.06283	4.0305	4.2788	1.00	5.00
	Total	604	4.2045	.69184	.02815	4.1492	4.2598	1.00	5.00
AVGP	Boom 1946-1964	154	3.9502	.76391	.06156	3.8286	4.0718	1.33	5.00
	Gen X 1965-1976	152	3.9956	.78992	.06407	3.8690	4.1222	1.67	5.00
	Millen 1977-1994	146	4.1005	.77546	.06418	3.9736	4.2273	1.00	5.00
	Gen Z 1995-2003	152	4.0526	.83265	.06754	3.9192	4.1861	1.00	5.00
	Total	604	4.0237	.79104	.03219	3.9605	4.0869	1.00	5.00
AVGF	Boom 1946-1964	154	3.6732	.76266	.06146	3.5517	3.7946	1.67	5.00
	Gen X 1965-1976	152	3.7039	.88695	.07194	3.5618	3.8461	1.00	5.00
	Millen 1977-1994	146	3.7443	.89103	.07374	3.5985	3.8900	1.33	5.00
	Gen Z 1995-2003	152	3.8377	.88814	.07204	3.6954	3.9801	1.33	5.00
	Total	604	3.7395	.85843	.03493	3.6709	3.8081	1.00	5.00
AVGATT	Boom 1946-1964	154	4.4169	1.46023	.11767	4.1844	4.6493	1.00	7.00
	Gen X 1965-1976	152	4.7961	1.32355	.10735	4.5839	5.0082	1.00	7.00
	Millen 1977-1994	146	4.8411	1.26577	.10476	4.6341	5.0481	1.00	7.00
	Gen Z 1995-2003	152	4.8895	1.21356	.09843	4.6950	5.0840	1.00	7.00
	Total	604	4.7338	1.33014	.05412	4.6275	4.8401	1.00	7.00
AVGSN	Boom 1946-1964	154	1.9578	1.04467	.08418	1.7915	2.1241	1.00	5.00
	Gen X 1965-1976	152	2.4145	1.05757	.08578	2.2450	2.5840	1.00	5.00
	Millen 1977-1994	146	2.6301	1.19201	.09865	2.4352	2.8251	1.00	5.00
	Gen Z 1995-2003	152	2.7204	1.10498	.08963	2.5433	2.8975	1.00	5.00
	Total	604	2.4272	1.13682	.04626	2.3363	2.5180	1.00	5.00
AVGPBC	Boom 1946-1964	154	3.4524	.62932	.05071	3.3522	3.5526	1.00	5.00
	Gen X 1965-1976	152	3.5088	.57152	.04636	3.4172	3.6004	1.67	5.00
	Millen 1977-1994	146	3.4977	.72318	.05985	3.3794	3.6160	1.00	5.00
	Gen Z 1995-2003	152	3.4430	.73769	.05983	3.3248	3.5612	1.00	5.00
	Total	604	3.4752	.66717	.02715	3.4219	3.5285	1.00	5.00
AVGPI	Boom 1946-1964	154	2.8961	1.15777	.09330	2.7118	3.0804	1.00	5.00
	Gen X 1965-1976	152	3.1365	1.03091	.08362	2.9713	3.3017	1.00	5.00
	Millen 1977-1994	146	3.3014	1.07596	.08905	3.1254	3.4774	1.00	5.00
	Gen Z 1995-2003	152	3.4293	.94791	.07689	3.2774	3.5812	1.00	5.00
	Total	604	3.1887	1.07231	.04363	3.1031	3.2744	1.00	5.00