

Supplementary Material

Table S1. Contribution (%) of food groups to intakes of key nutrients at breakfast in children and adolescents aged 5-17 years.

	% of consumers	Energy	NMES	AOAC fibre	Saturated fat	Sodium	Vitamin B12	Vitamin D	Folate	Calcium	Iron	Potassium	Magnesium
Tea, coffee and water	62	0.1	0.0	0.0	0.1	0.1	0.1	0.0	0.9	0.1	0.1	1.8	1.2
Semi skimmed milk	61	9.6	0.0	0.0	22.0	10.8	40.0	0.1	8.3	31.0	0.0	22.2	15.1
Other breakfast cereals	48	11.6	17.3	12.9	2.9	12.2	8.0	19.5	21.7	5.7	26.3	4.1	8.2
White bread	47	9.8	0.4	15.8	1.9	15.1	0.0	0.1	8.1	12.0	11.4	5.6	8.7
Sugar preserves and sweet spreads	45	3.8	17.7	0.6	1.4	0.3	0.2	0.0	0.2	0.5	1.3	0.8	1.0
High fibre breakfast cereals	45	11.1	11.1	24.1	3.6	9.4	5.0	7.5	19.2	5.8	26.3	7.6	14.1
Fruit	39	4.0	0.9	11.5	0.6	0.5	0.0	0.0	3.9	1.4	2.6	8.5	6.3
Reduced fat spread	32	3.1	0.0	0.0	8.6	2.9	2.1	21.3	2.3	0.2	0.1	0.3	0.1
Fruit juice	32	4.0	15.7	1.8	0.4	1.0	0.0	0.0	7.2	2.0	2.6	8.8	5.5
Biscuits	25	4.5	6.2	4.3	6.3	3.5	1.1	1.1	2.2	2.5	4.4	2.4	3.4
Whole milk	25	5.5	0.0	0.0	12.9	4.6	15.8	0.0	3.7	12.9	0.0	9.5	6.6
Soft drinks low calorie	23	0.3	1.4	0.0	0.0	1.2	0.3	0.1	0.5	0.5	0.1	0.9	0.6
Soft drinks not low calorie	22	2.8	10.2	0.1	0.0	1.0	0.9	0.0	0.6	1.0	0.3	1.3	1.5
Buns, cakes, pastries & fruit pies	18	3.9	3.7	3.9	4.8	4.5	1.2	5.5	2.3	2.3	3.1	2.0	2.4
Miscellaneous	18	0.9	2.7	0.6	0.7	1.9	1.0	0.9	1.9	0.5	1.3	1.4	1.6
Butter	15	1.9	0.0	0.0	6.7	1.2	0.9	4.9	0.0	0.1	0.0	0.1	0.1
Eggs and egg dishes	15	1.7	0.0	0.0	2.7	1.6	5.5	11.1	2.3	1.2	2.7	1.2	1.1
Bacon and ham	14	1.4	0.2	0.0	2.7	4.4	2.4	4.6	0.1	0.1	0.8	1.8	1.2
Brown granary and wheatgerm bread	14	2.5	0.0	5.5	0.5	3.8	0.0	0.0	2.6	3.7	3.8	2.0	3.7
Wholemeal bread	10	1.7	0.0	3.9	0.4	2.8	0.0	0.0	1.7	1.6	2.4	1.5	2.8
Total		84.1	87.7	85.0	79.3	82.7	84.4	76.6	88.8	84.9	89.7	82.1	84.1

Miscellaneous food group includes: Savory sauces, pickles, gravies & condiments; beverages dry weight; Nutrition powders & drinks; Soup manufactured/retail; Soup homemade. Abbreviations: NMES non-milk extrinsic sugars; AOAC American Association of Analytical Chemists.

Table S2. Contribution (%) of food groups to intakes of key nutrients at breakfast in adults and older adults aged 18 years +.

	% of consumers	Energy	NMES	AOAC fibre	Saturated fat	Sodium	Vitamin B12	Vitamin D	Folate	Calcium	Iron	Potassium	Magnesium
Tea coffee and water	96	1.0	0.6	0.0	1.0	1.2	1.3	0.1	6.1	2.2	4.3	15.3	11.2
Semi skimmed milk	67	9.7	0.0	0.0	21.9	12.4	41.9	0.6	9.6	32.1	0.1	18.5	12.5
Sugar preserves and sweet spreads	57	7.5	36.6	0.5	0.2	0.5	0.0	0.1	0.5	1.9	0.5	0.5	0.5
High fibre breakfast cereals	42	12.1	11.3	24.1	5.6	9.5	4.4	8.1	16.3	5.9	23.6	8.2	14.9
Fruit	42	5.8	2.3	12.1	1.1	0.8	0.1	0.0	5.7	2.0	4.5	10.7	8.0
White bread	39	9.1	0.3	16.0	1.7	13.5	0.1	0.3	8.1	11.1	11.9	4.9	7.6
Reduced fat spread	31	3.5	0.0	0.0	9.7	3.2	1.9	21.3	2.4	0.2	0.1	0.3	0.1
Other breakfast cereals	28	6.6	9.3	7.8	1.6	7.3	4.8	12.3	12.8	1.4	15.0	1.9	3.7
Biscuits	23	3.9	6.3	4.5	5.4	3.5	0.4	1.3	1.3	1.7	3.7	1.6	2.5
Eggs and egg dishes	20	2.7	0.0	0.0	4.2	2.2	8.2	15.7	3.9	1.8	4.7	1.7	1.7
Fruit juice	20	2.4	10.3	1.2	0.2	0.9	0.0	0.0	4.9	1.3	2.1	4.7	3.0
Butter	20	2.9	0.0	0.0	9.7	1.8	0.9	7.3	0.0	0.1	0.0	0.1	0.1
Miscellaneous	18	1.1	2.4	0.9	1.1	2.8	1.4	1.1	2.3	0.9	1.5	1.5	1.5
Wholemeal bread	18	3.6	0.1	8.1	1.0	5.9	0.0	0.0	3.7	3.2	5.5	2.9	5.4
Whole milk	18	3.1	0.0	0.0	7.4	3.1	10.6	0.1	2.9	8.3	0.0	5.3	3.7
Bacon and ham	17	1.9	0.2	0.0	3.3	5.7	2.3	4.7	0.1	0.1	1.0	2.1	1.4
Brown granary and wheatgerm bread	16	3.4	0.1	6.9	0.8	5.0	0.0	0.0	3.9	4.7	5.1	2.3	4.3
Buns, cakes, pastries & fruit pies	13	3.0	3.6	3.0	3.6	3.3	0.8	3.4	1.7	1.7	2.7	1.4	1.6
Soft drinks not low calorie	10	1.5	5.5	0.0	0.0	0.5	0.5	0.0	0.3	0.5	0.2	0.5	0.7
Soft drinks low calorie	8	0.1	0.7	0.0	0.0	0.4	0.1	0.0	0.1	0.4	0.0	0.3	0.3
Total		83.7	89.1	85.3	78.6	82.3	78.4	76.3	80.3	78.2	83.7	69.2	73.4

Miscellaneous food group includes: Savory sauces, pickles, gravies & condiments; beverages dry weight; Nutrition powders & drinks; Soup manufactured/retail; Soup homemade. Abbreviations: NMES non-milk extrinsic sugars; AOAC American Association of Analytical Chemists.