

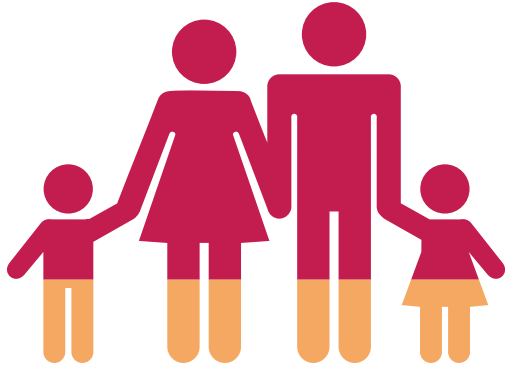
School Breakfast Clubs

a lifeline for
working parents



Kellogg's

Key Findings



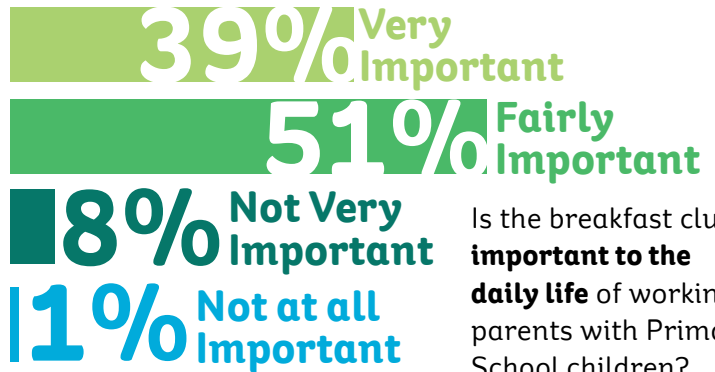
Number of working parents with primary school children who attend a school breakfast club:

- **NO: 77%**
- **YES: 23%**



Breakfast Clubs save parents **£35.20** per week in childcare costs.

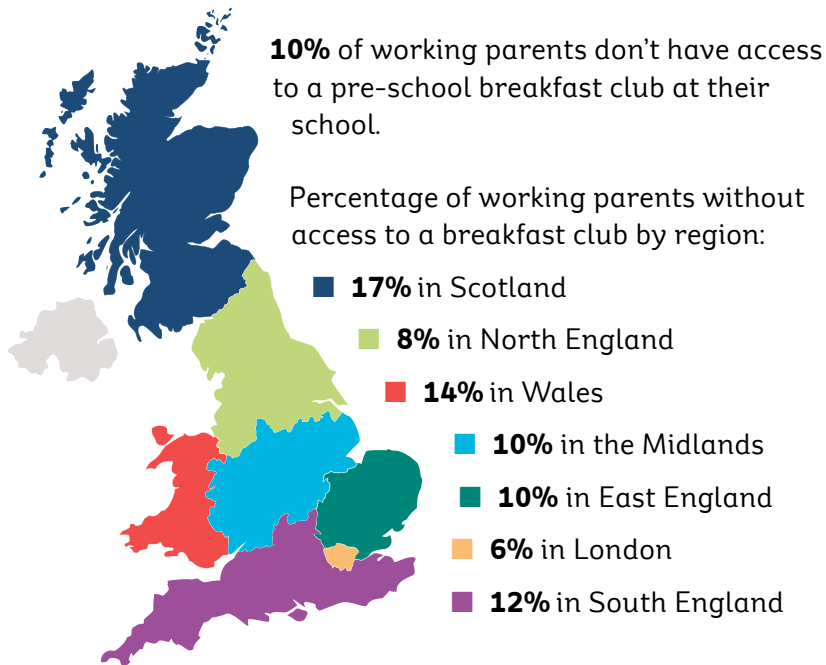
That's a total saving of **£26.4 million** to working parents across the UK each week.



How do pre-school clubs help working parents?

- **29%** of working parents would have to give up their job with access to a breakfast club
- **12%** of parents are able to study at university or college
- **15%** wouldn't be able to afford alternative childcare
- **17%** of children would be left unsupervised in the morning
- **9%** of children would be less likely to get breakfast

Without breakfast clubs **25%** of parents on lower incomes would have to leave their children unsupervised for some part of the morning.



How have working parents who don't have access to a breakfast club been affected?



11% had to arrange flexible hours with work, **6%** took a pay cut and **5%** changed or put their career on hold.