

# SO EGG-STRA!

PEELING BACK AMERICA'S LOVE AFFAIR WITH **THE INVALUABLE EGG**

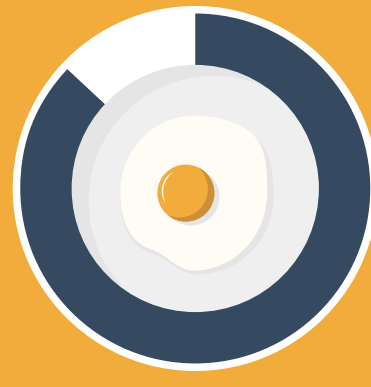


## The American Egg Board

recently surveyed U.S. adults to better understand how eggs fit into their lives. Beyond being a nutrient powerhouse and their infinite culinary possibilities, our survey revealed eggs deliver benefits far outside the obvious.

**Read on for the results** and explore the countless ways eggs enhance people's lives by helping build healthier bodies, free up time for families and support the occasions when memories are made.

FOR EVERYDAY MEALS **-BREAKFAST, LUNCH AND DINNER-** EGGS ARE AN INVALUABLE PART OF OUR DAILY LIVES.



**87%**

of Americans say they consume at least **one egg per week.**



**84%**

of Americans agree that **eggs are a kitchen staple.**

## FROM BIRTHDAY CAKES TO HOLIDAY TRADITIONS,

**EGGS ARE THE FOUNDATION** OF OUR SPECIAL CELEBRATIONS.

**71%**

Nearly three quarters of Americans say eggs are **essential to making their favorite recipes.**

**66%**

of parents with children under 18 agree that eggs are **essential for creating memorable celebrations.**



AMERICANS LOOK FORWARD TO MAKING AND EATING HOLIDAY TREATS BUT MAY NOT REALIZE EGGS ARE A

## KEY INGREDIENT

IN MOST HOLIDAY FAVORITES.

✓ **TOP HOLIDAY TREATS** THAT AMERICANS THINK DO NOT INCLUDE EGGS (BUT ACTUALLY DO):

**56%**



of Americans don't think pumpkin pie contains eggs.

**48%**



of Americans don't think cheesecake contains eggs.

**41%**



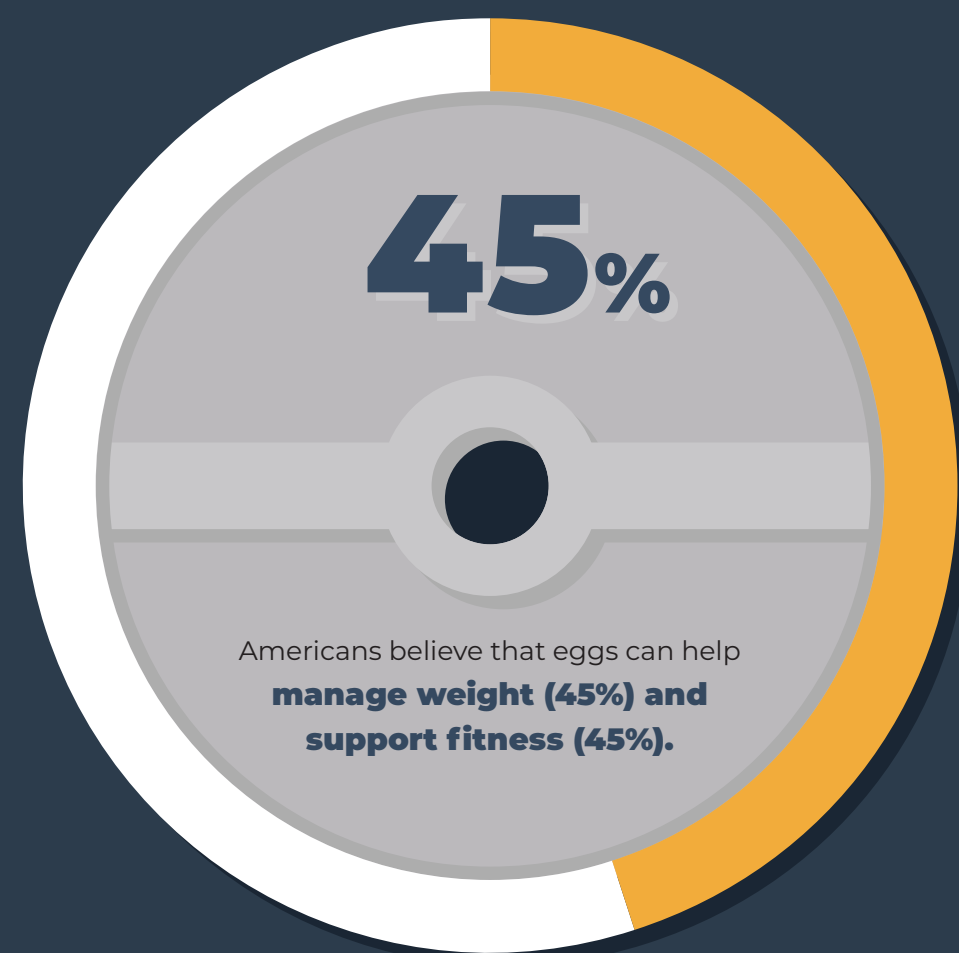
of Americans don't think brownies contain eggs.

**40%**



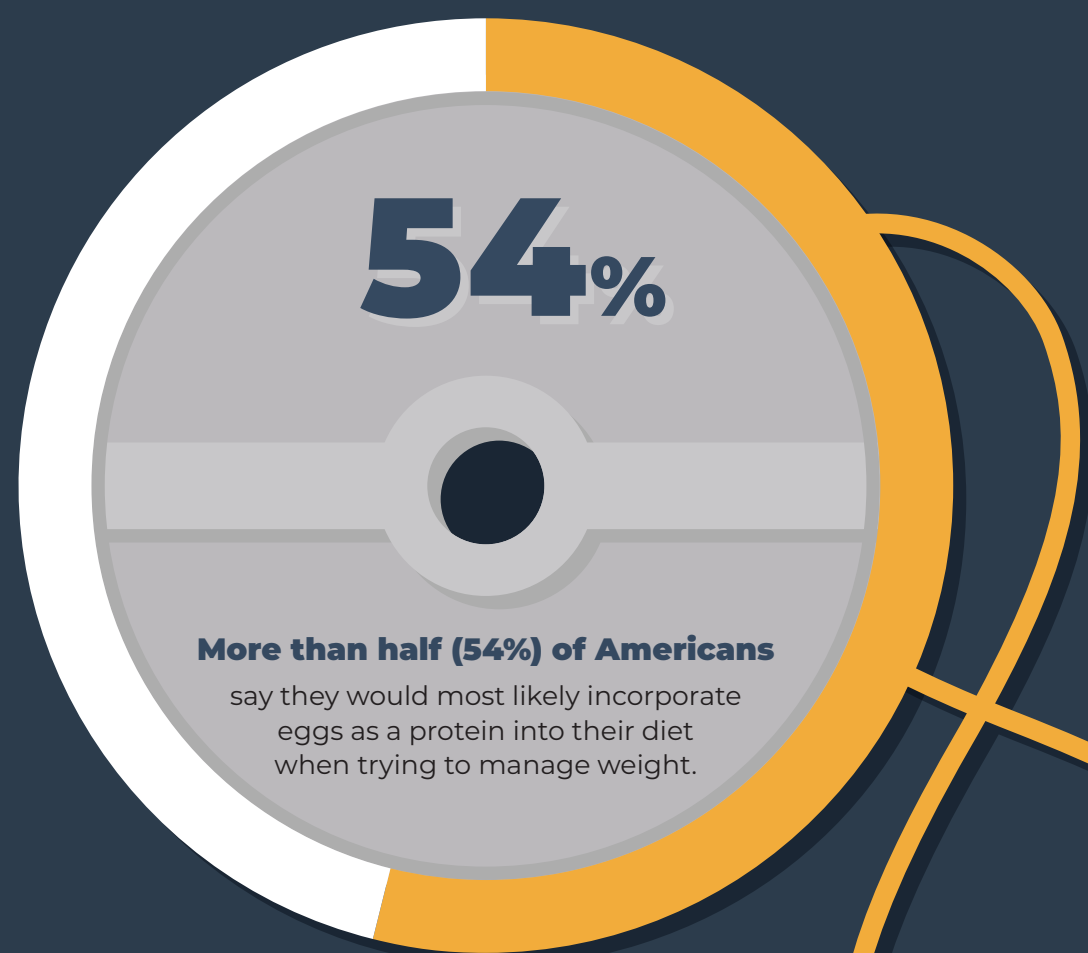
of Americans don't think pancakes or French toast contain eggs.

## EGGS ARE YOUR PROTEIN SOLUTION



**45%**

Americans believe that eggs can help **manage weight (45%) and support fitness (45%).**



**54%**

**More than half (54%) of Americans** say they would most likely incorporate eggs as a protein into their diet when trying to manage weight.



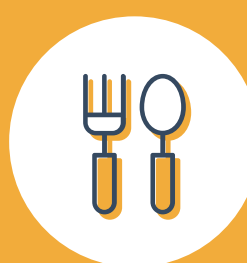
**THOSE AGED 18-34 AND 55+ EQUALLY AGREE** THAT "FITNESS SUPPORT" (E.G., MUSCLE DEVELOPMENT, MAINTAINING MUSCLES, ETC.) IS A NUTRITIONAL BENEFIT OF EATING EGGS.



## IT'S NOT JUST ME!

NEARLY HALF (47%) OF AMERICANS AGREE: **THEY ARE IN A COOKING RUT.**

EGGS OFFER A QUICK, NUTRITIOUS AND EASY WAY TO BREAK OUT OF THE ORDINARY.



In particular, those aged 18-34 agree they would like to **make faster (79%), more nutritious (81%), and easier (74%) meals.**



**And 57% of parents (versus 39% for non-parents)** say they find it difficult to make meals that please the whole family/household or are more nutritious (78% v. 68% for non-parents).



Many parents with children under 18 wish they could **spend less time cooking and more time with family (66%).**



**Two-thirds (66%) of Americans** agree they need more recipes that use on-hand kitchen staples.

### ABOUT THE STUDY

Ketchum Analytics partnered with survey vendor, YouGov, to survey 1,136 nationally representative U.S. adults ages 18+ through YouGov's omnibus. The survey was fielded between September 27 and September 28, 2023, at the 95% confidence level and with a margin of error of  $\pm 3\%$ .