Abstract: This datafile contains nutritional information and grocery shelf location for 77 breakfast cereals. Current research states that adults should consume no more than 30% of their calories in the form of fat. They need about 50 grams (women) or 63 grams (men) of protein daily, and should provide for the remainder of their caloric intake with complex carbohydrates. One gram of fat contains 9 calories and carbohydrates and proteins contain 4 calories per gram. A "good" diet should also contain 20-35 grams of dietary fiber.

The data include cereal name, cereal manufacturer, type (hot or cold), number of calories per serving, grams of protein, grams of fat, milligrams of sodium, grams of fiber, grams of carbohydrates, grams of sugars, milligrams of potassium, typical percentage of the FDA’s RDA of vitamins, the weight of one serving, the number of cups in one serving, and the shelf location (1, 2 or 3 for bottom, middle or top).

Description: Data on several variable of different brands of cereal.
A value of -1 for nutrients indicates a missing observation.
Number of cases: 77
Variable Names:

(1) Name: Name of cereal
(2) mfr: Manufacturer of cereal where A = American Home Food Products; G = General Mills; K = Kelloggs; N = Nabisco; P = Post; Q = Quaker Oats; R = Ralston Purina
(3) type: cold or hot
(4) calories: calories per serving
(5) protein: grams of protein
(6) fat: grams of fat
(7) sodium: milligrams of sodium
(8) fiber: grams of dietary fiber
(9) carbo: grams of complex carbohydrates
(10) sugars: grams of sugars
(11) potass: milligrams of potassium
(12) vitamins: vitamins and minerals - 0, 25, or 100, indicating the typical percentage of FDA recommended
(13) shelf: display shelf (1, 2, or 3, counting from the floor)
(14) weight: weight in ounces of one serving
(15) cups: number of cups in one serving

(16) rating: a rating of the cereals