

# Morning Mayhem

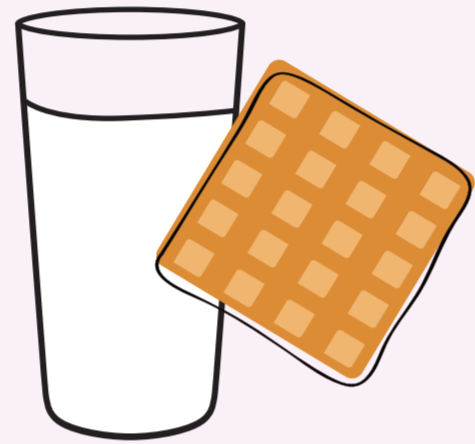
**8.7 HOURS**  
sleeping per day

**Americans Average** **2.5 HOURS**  
eating or drinking per day

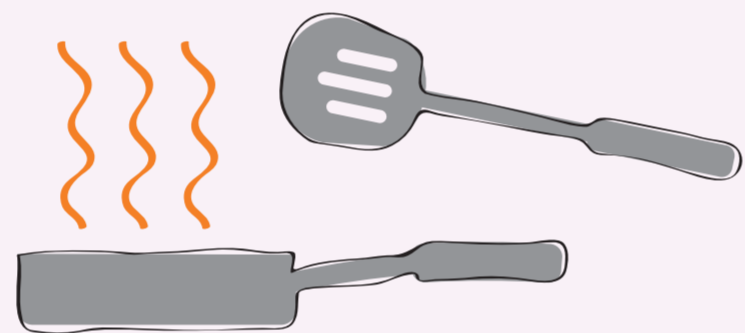
**17 TOTAL MINUTES**

at breakfast, includes:

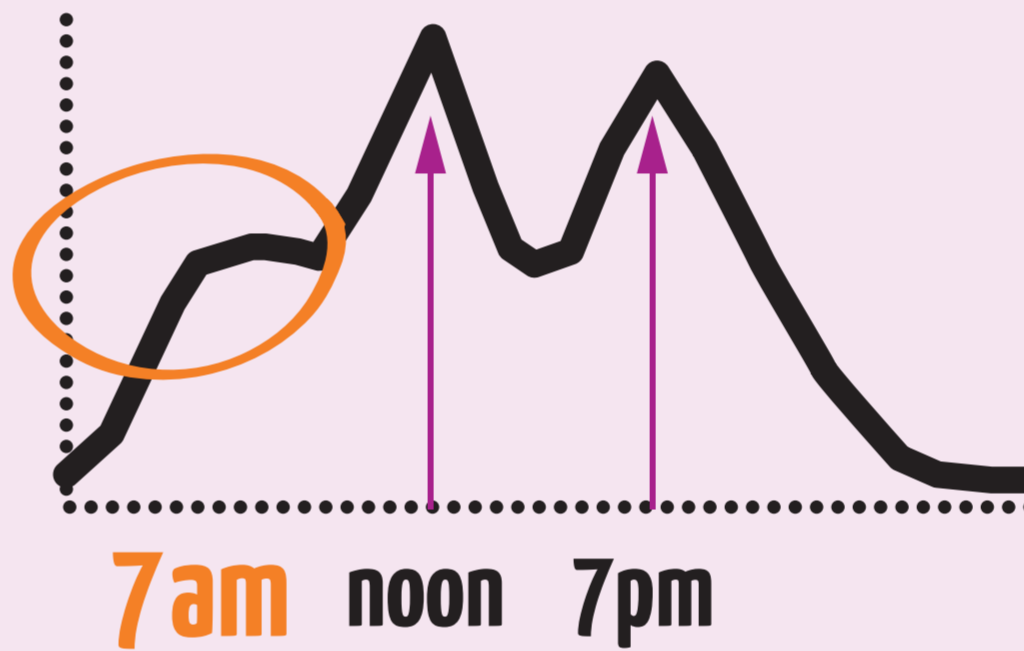
**12 MINUTES**  
eating or drinking



**5 MINUTES**  
prepping/cooking



# of people eating



**2**

**Peak Eating Times**

**Why don't we eat in the AM?**

**4** Top reasons we SKIP breakfast:  
SLEEPING NOT ENOUGH TIME!!  
NOT HUNGRY BUSY

**5** Most common activities **DURING** breakfast:



- using the computer
- watching TV
- talking with family
- just eating
- reading the newspaper



got milk?

Hamrick K, Andrews M, Guthrie J, Hopkins D, McClelland K. How Much Time Do Americans Spend on Food? EIB-86, USDA, Economic Research Service. November 2011.  
The NPD Group/Morning MealScape 2011; 2011 Breakfast Deep Dive. Conducted for the Milk Processor Education Program. September 2011.  
NPD Group. Breakfast in America Survey. Conducted for the Kellogg's Company. Sept 2011.

