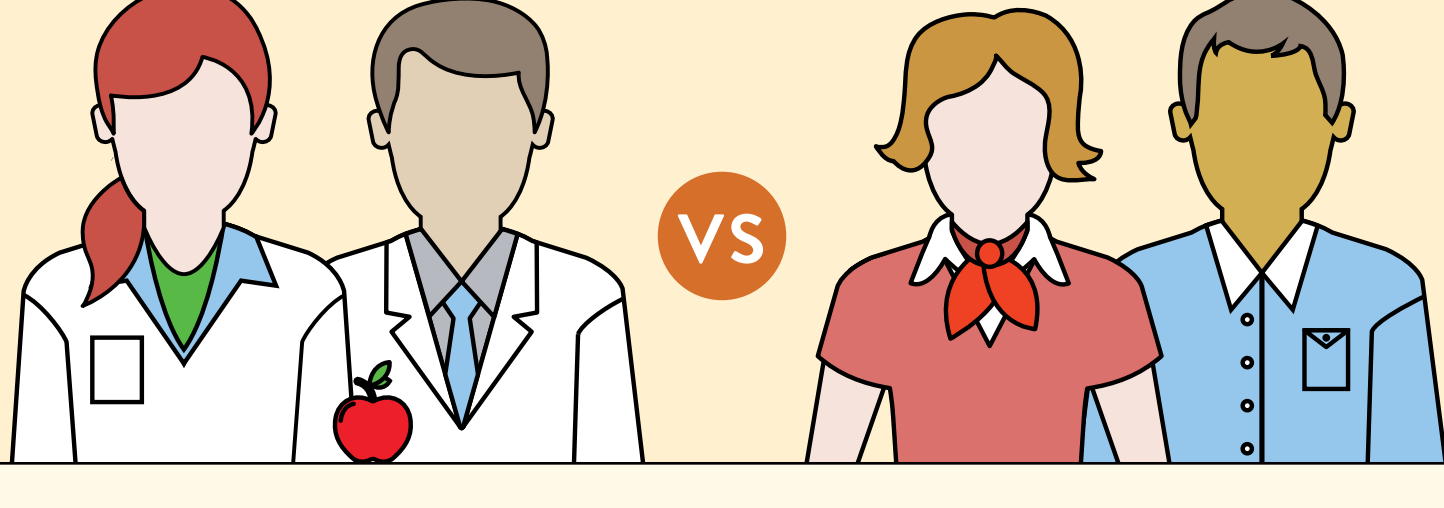


Putting the good back into mornings

HOW DO DIETITIANS COMPARE

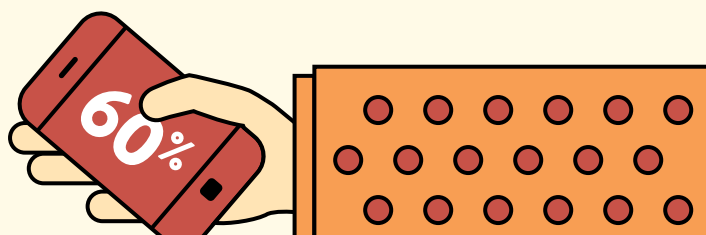
TO THE AVERAGE AUSSIE?



IS TECHNOLOGY *'Stealing'* OUR GOOD MORNINGS?

Almost 7 out of 10

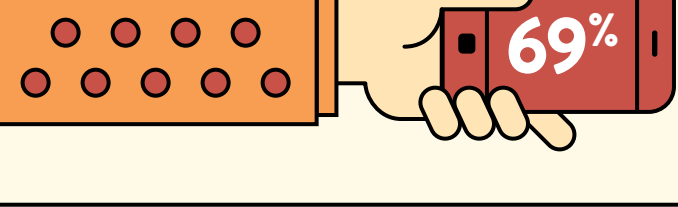
(69%) OF DIETITIANS CHECK THEIR PHONES FIRST THING WHEN THEY WAKE UP



VS

6 out of 10

OF THE GENERAL POPULATION



Almost 1/3

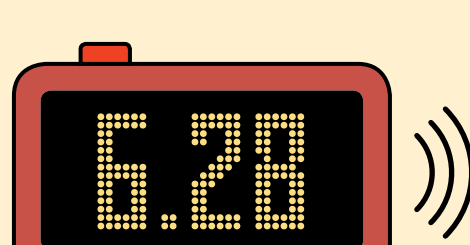
of dietitians

(29%) HIT THE SNOOZE BUTTON BEFORE RISING

COMPARED TO

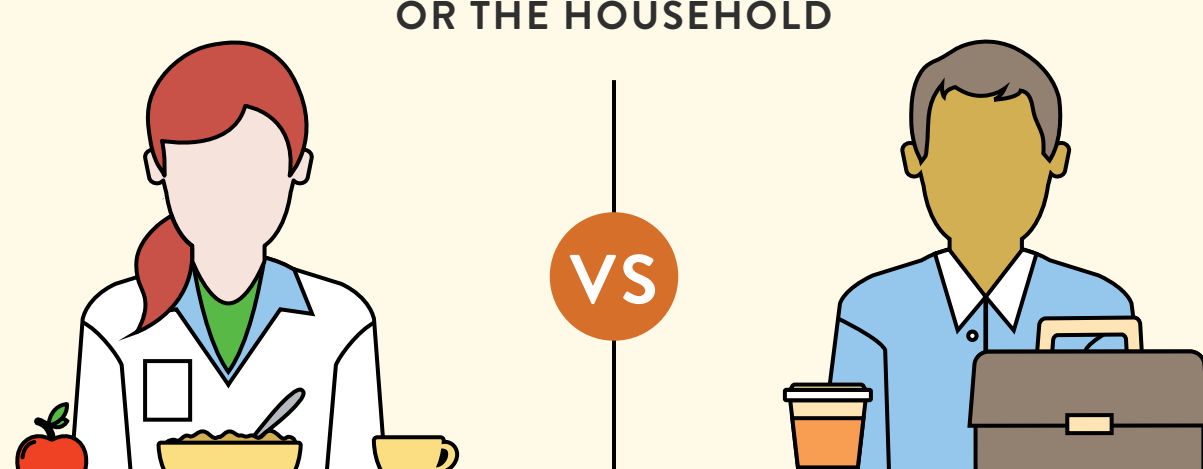
Almost 1/4

(24%) OF THE GENERAL POPULATION



We love eating breakfast,

BUT OFTEN DON'T HAVE TIME TO EAT WITH FAMILY OR THE HOUSEHOLD



98% OF DIETITIANS ATE BREAKFAST

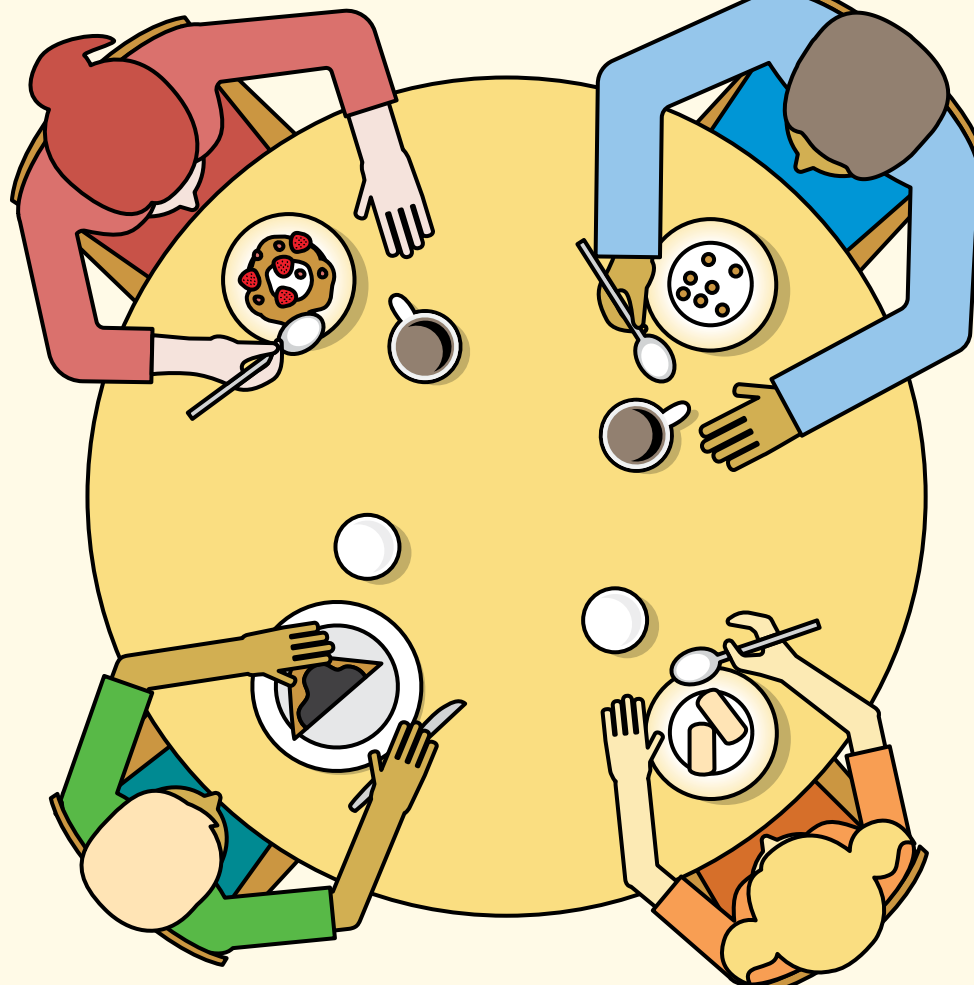
84% OF THE GENERAL POPULATION

ON THE DAY OF THE SURVEY

HOWEVER, **only 4 out of 10**

(42%) OF DIETITIANS ATE BREAKFAST WITH THEIR FAMILY OR HOUSEHOLD

SIMILAR TO THE GENERAL POPULATION



Where are we eating breakfast?

BREAKFAST AT HOME IS STILL THE CLEAR WINNER

79%

OF DIETITIANS EAT AT HOME

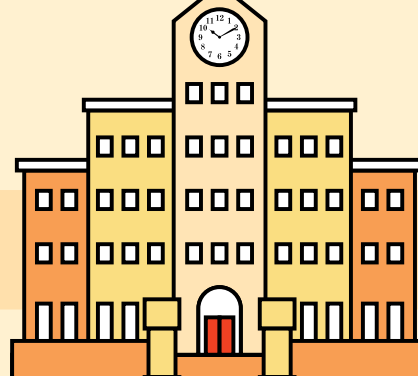


72%

OF THE GENERAL POPULATION EAT AT HOME

21%

EAT BREAKFAST AT WORK OR UNIVERSITY



17%

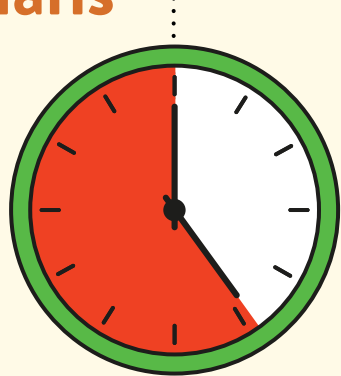
EAT AT WORK OR UNIVERSITY

How do we feel about breakfast?

6 out of 10 dietitians

PUT THE 'TIME' BACK INTO BREAKFAST

It's a priority in their day



HOWEVER, IT IS A

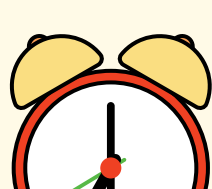
much bigger challenge

FOR THEIR CLIENTS



More than 1/2 of dietitians

SAY BREAKFAST IS ONE OF THE MAIN CHALLENGES THEIR CLIENTS FACE EATING A HEALTHY DIET



1/2 of dietitians

SAY THE BIGGEST CHALLENGE THEIR CLIENTS REPORT IS HAVING TIME TO PREPARE AND EAT IT



Almost 2/3 of dietitians

SAY THEIR CLIENTS ARE CONFUSED ABOUT WHAT TO EAT BECAUSE OF MIXED MESSAGES IN THE MEDIA

Dietitians face the same challenges as everyone else at breakfast time, but they are clearly leading the charge.

It takes no more time to eat a healthy breakfast with cereal than to send an email or check Facebook – take up the challenge to put the good back into your morning!

REFERENCES

* Dietitians statistics: CPW funded-survey of 203 Accredited Practising Dietitians via the Dietitian Connection e-newsletters in December 2015.

** General Australian population statistics: 1. Ongoing consumer research via UNCLE TOBY'S Good-O-Meter at www.uncletobys.com.au/good-o-meter on May 2015 (sample size = 413); 2. 'Brand Health Tracking' 2015 research, undertaken by IPSOS Research, October 2015 (sample size = 900 adults, 25-64 years old, living in Sydney, Melbourne or Brisbane).

Learn more at www.uncletobys.com.au/health-nutrition/breakfast/breakfast-habits