## HOW WE EAT | MEAL FRAGMENTATION IN HOUSEHOLDS



Given the dynamic changes in American culture (in general) and our eating culture (specifically), the cultural stereotypes of breakfast, lunch and dinner have lost much of the relevance they once had.

"During the following mealtimes, most of the people in my household eat together..."

Breakfast

MORE OFTEN LESS OFTEN

22% 66%

Lunch

MORE OFTEN LESS OFTEN

21% 66%

Dinner

MORE OFTEN LESS OFTEN

68% 18%

70%

Households that usually or always **eat the same things** when they eat together

17%

Households that usually don't eat the same things when they eat together

Source: "Modern Eating: Cultural Roots, Daily Behaviors 2013" report, The Hartman Group © 2014 The Hartman Group, Inc. All rights reserved.

