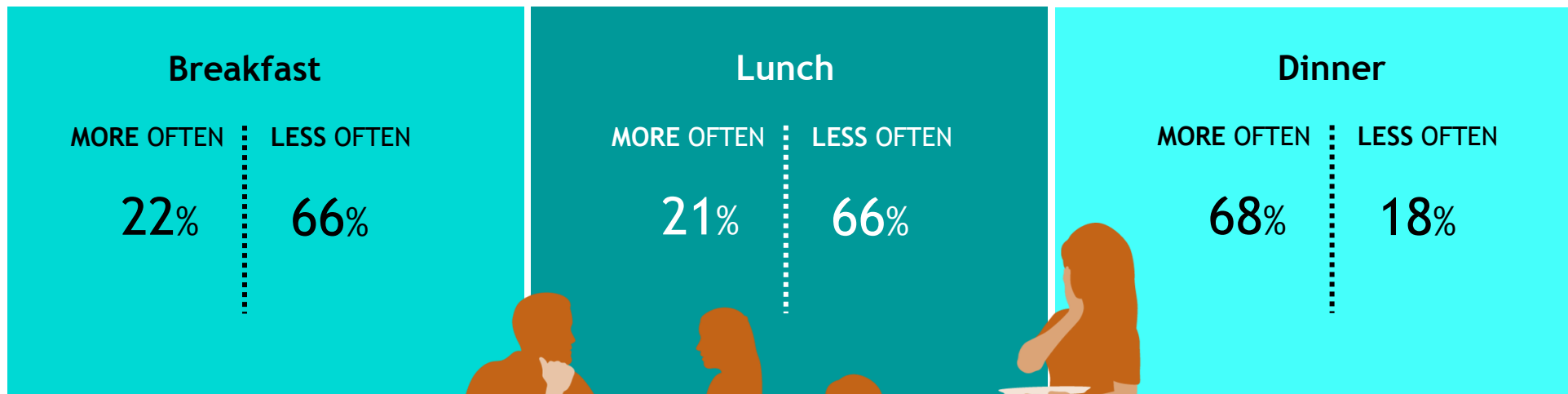


# HOW WE EAT | MEAL FRAGMENTATION IN HOUSEHOLDS



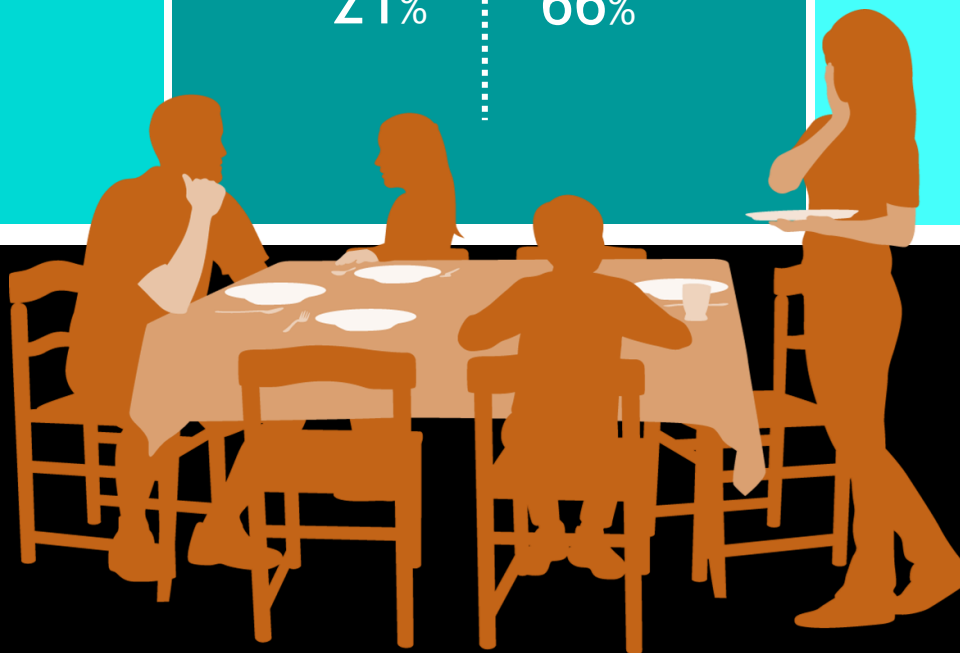
*Given the dynamic changes in American culture (in general) and our eating culture (specifically), the cultural stereotypes of breakfast, lunch and dinner have lost much of the relevance they once had.*

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



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