

BUSY MILLENNIALS TIME-HACKING THEIR MORNINGS

TIME-PUSHED MILLENNIALS SAVING 10 MINUTES A DAY OR 52 MINUTES PER WEEK BY 'FUSING' THEIR MORNINGS

- New research reveals that new 'task-fusing' trend - fusing two seemingly unrelated tasks into one - is saving millennials up to **52 minutes** per week
- **Two thirds** (58%) brush their teeth in the shower and **a quarter** (23%) admit to having their morning tea or coffee in the shower to save time
- **One third** (32%) sleep in their hairstyle or make up ready for the next day while **23%** regularly sleep in gym gear before a morning workout
- 'Deskfasts' are on the rise with **60%** having breakfast at their desk to combine with meetings, conference calls or emails
- New research from Kellogg's alongside the launch of brand new Granola Fusions – a delicious 'just add water' busy-person's breakfast that's perfect for the office

MONDAY 9th MARCH - New research reveals UK millennials are 'task fusing' to make the most of their time in the mornings – saving an estimated **52 minutes** per week doing so.

The term task-fusing is defined as fusing two seamlessly unrelated tasks together in order to save time.

Incorporating wider tasks into the morning shower is a clear favourite with **58%** brushing their teeth whilst showering and almost **a quarter** (23%) using the time to sip on their morning tea or coffee.

Beauty sleep takes on a different meaning as **one third** (32%) admit to sleeping in the next day's make up or hair style to shave off valuable seconds in the morning – and many (23%) are taking morning workout motivation to a whole new level by actually sleeping in their gym gear, so they're ready for AM action.

Perhaps contrary to popular opinion men are actually the more prolific multi-taskers (**61% compared with 54% of women**) – saving more time on average per day, 7 minutes 33 seconds compared to an average for women of 7 minutes 5 seconds.

The daily commute provides a wealth of opportunities for beauty routine 'task fusing' – with almost **half** (42%) of women doing their make-up when they're on the move and 36% of men using that time to get their hair looking just right.

Task fusion doesn't stop when at the office - **1 in 10** arrange 'walking meetings' to tick off work and exercise in one go. There has also been a rise in the '*deskfast*' – **60% eat breakfast at their desk** combining the first meal of the day with meetings, conference calls and emails.

TOP 10 'TASK FUSIONS'

1. Checking emails while eating 'deskfast' (70%) – 10 minutes saved
2. Brushing your teeth in the shower (58%) – 2 minutes saved
3. Prepping for work/planning your day in the shower (57%) – 15 minutes saved
4. Catching up on news while commuting (47%) – 5 minutes saved
5. Completing 'life admin' on your lunchbreak (37%) – 20 minutes saved
6. Applying perfume, aftershave or deodorant on the commute (37%) – 2 minutes saved
7. Catching up on TV whilst commuting (36%) – 30 mins saved
8. Styling hair on the commute (34%) – 10 minutes saved
9. Applying make-up on the commute (26%) – 10 minutes saved
10. Sleeping in gym gear ahead of morning workout (23%) – 5 minutes saved

A Kellogg's spokesperson said: *"We know millennials are busier than ever and looking at ways to 'time-hack' or 'task-fuse' – basically get more done! With 60% of millennials now regularly having 'deskfast', we wanted to offer them something that's quick and ideal for eating at work. Granola Fusions couldn't be simpler – just add water and enjoy."*

Kellogg's has commissioned this new research to celebrate the launch of new Granola Fusions, a single serve crunchy smoothie bowl that's ready in seconds – just add water to create a delicious 'deskfast'.

This brand-new release is the first of its kind for Kellogg's. Each pot has all you need to mix up a delicious 'deskfast', including Special K Red Berries or Crunchy Nut Chocolate & Hazelnut– all you need to do is add water.

- ENDS -

Notes to editors:

For more information please contact Lucy Turner on LT@taylorherring.com