

THURSDAY 28TH JULY 2022

RISE AND SHINE

MATHS EXPERT REVEALS FORMULA FOR HOW TO 'WAKE UP ON THE RIGHT SIDE OF BED'

IMAGE PLACEHOLDER

- New scientific formula pinpoints the optimum factors that contribute to a positive start in the morning
- Study led by arithmetician Dr Anne-Marie Imafidon MBE
- A quarter of Brits (29%) say that they regularly 'wake up on the wrong side of bed' – and 39% of the nation don't know how to turn their day around if it starts badly
- Research commissioned by new Kellogg's Special K Crunchy Oat Granola, available in supermarkets now

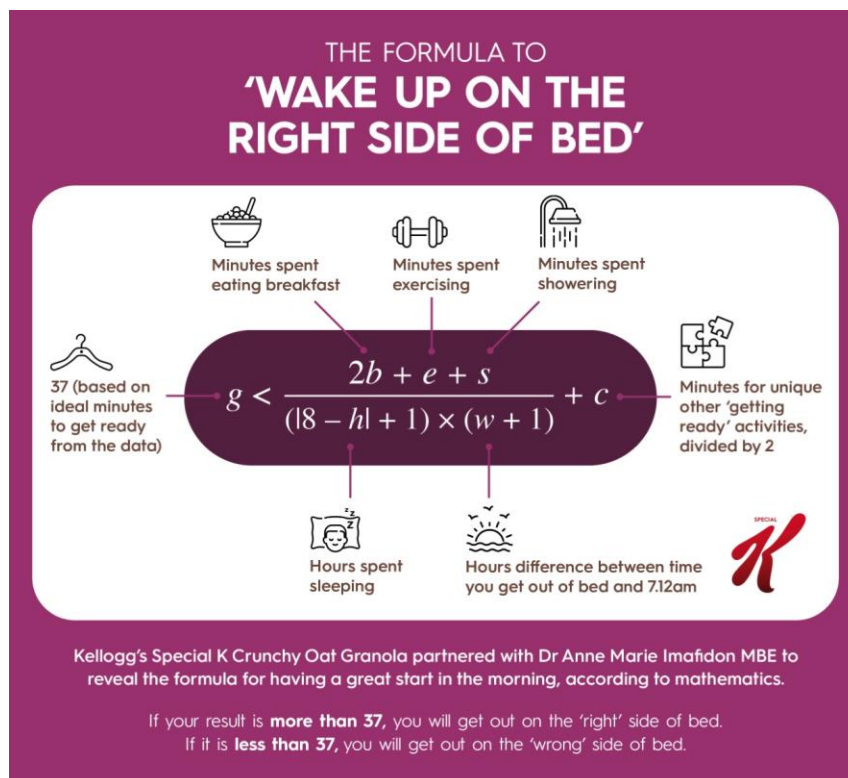


IMAGE DOWNLOAD LINK: [XXX](#)

A mathematical formula for how to 'wake up on the right side of the bed' has been revealed, in a new scientific study that pinpoints the optimum factors that contribute to a good start in the morning.

The study follows new research which found that the average UK adult admits to waking up in a bad mood twice a week, equal to a total of 8,881 moody mornings over a lifetime.

The research, commissioned to mark the launch of Special K Crunchy Oat Granola, reveals over a quarter of Brits (29%) regularly 'wake up on the wrong side of bed' and 39% don't know how to turn their day around if it starts badly. A further quarter (25%) of us also claim that it's not until at least 11am before the tired and grumpy feeling even starts to lift.

Half of the 2,000 British adults studied blamed broken sleep (49%) and not having a good enough breakfast (28%) as the main culprits for a bad start, whilst over a third said they are simply just stuck in a rut (36%) when it comes to their morning routine.

Arithmetician Dr Anne-Marie Imafidon MBE, who led the research team and has featured on TV show *Countdown*, studied the factors that affect how we wake up and start our mornings and used the results to develop a scientific formula for how to 'wake up on the right side of the bed' every day.

Dr Anne-Marie Imafidon's formula for 'waking up on the right side of the bed':

$$g < \frac{2b + e + s}{(|8 - h| + 1) \times (w + 1)} + c$$

Using the following variables:

- s is minutes spent showering
- e is minutes spent exercising
- b is minutes spent eating breakfast
- h is hours spent sleeping
- w is difference (in hours) between when you get out of bed and 7.12am
- c is minutes spent on any other unique 'getting ready' activities, divided by 2 (e.g. word puzzles, reading the news, meditating)
- g = 37 (based on the ideal number of minutes to get ready on average, identified by the study)

Dr Imafidon explains a combination of showering, exercising and having a good breakfast feature as the core elements for Brits to have a good start to the day.

Breakfast is doubled in the formula to give it more weighting, as this was voted as the top priority for Brits to get off to a good start in the morning (38%).

The study found that 6.44am is the optimum time to wake up time and 7.12am the time to get out of bed for Brits, followed by spending 10 minutes in the shower, 21 minutes exercising and 18 minutes eating breakfast.

The data shows sleep is also an important factor for having a good morning. The formula applies the theory that the less sleep you've had (using 8 hours as the ideal amount) and the further from 7.12am you get out of bed, the less effective any time spent showering, exercising or eating breakfast is on helping Brits start the day in a positive mood.

When it comes to other unique elements we individually add to our morning routines, the average adult likes to ideally stimulate their brain for an average of 18 minutes, for example by doing a word or number puzzle or reading the news, as well as meditating for 17 minutes, according to the research by OnePoll - plus a ban on digital devices until you have been awake for at least 21 minutes.

Dr Imafidon explains *"It's interesting to see how different factors in our morning routine can set us up for the rest of the day. Having this formula is a great tool to help start the day right. Not everyone has the same routine but a combination of the different elements should be key to 'getting out of bed on the right side' - especially after so many of us admit to regularly getting up in a bad mood!"*

One in three (33%) of the nation explain that they set aside plenty of time to enjoy their first meal to banish the morning blues and more than three in five (63%) rely on a good breakfast to really set them up for the day ahead.

The nation voted for 7.25am as the optimum time to eat breakfast – waiting 28 minutes after getting up to tuck in and feel good about it.

Over half of us (57%) admit to making bad food choices in the morning, with one in four (26%) saying this is due to being in a rush, while 35% blame it on not knowing enough about the nutritional value of certain foods.

Emily Dutton, Special K Senior Brand Manager added: *"We will all have a different routine in the morning to get off to a good start and it's so interesting to see Dr Imafidon apply this in the formula 'to wake up on the right side of the bed'. It's also great that so many Brits value a good breakfast and make time of this each day!"*

Available in supermarkets now, Special K Crunchy Oat Granola is high in oat grain fibre, contains 30% less sugar¹ and comes in two tempting flavours – fruity *Mixed Berries* and delicious *Dark Chocolate Curls*.

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-ENDS-

For further information on the Kellogg's Special K range visit www.kelloggs.co.uk

Notes to Editor

Study of 2,000 Brits commissioned by Kellogg's Special K Crunchy Oat Granola via OnePoll, July 2022 kellogg.co.uk/specialkgranola

² 30% less sugar on average than other granolas. IRI UK 2021. kellogg.co.uk/specialgranola

*How The Formula Works

The formula will reveal if your morning routine is optimised to get out on the 'right' side of bed if your result comes out as 'true', whereas if your result reads 'false', you'll be getting out on the 'wrong' side of bed.

You use 'g' = 37 to determine if your statement is true or false (which is based on the average number of minutes Brits would like to get ready in the morning - however the formula is not showing you how many minutes you need to get ready, but instead whether your routine will mean you get out on the right or wrong side of bed, according to whether it is true or false).

When you use the time you'd plan to spend on each of the variable activities (except g) in the morning, the sum on the right hand side will result in a number. If this number is *more than 37*, the statement is 'true' and you therefore will get out on the 'right side' of bed.

However, if the number is *less than 37*, your statement is 'false' and you will therefore get out on the 'wrong side' of bed.

Example 1:

You have 8 hours sleep and get out of bed at 7.12am. You shower for 10 minutes, exercise for 21 minutes and spend 18 minutes eating breakfast. You also meditate for 10 minutes (attributed to 'other unique activity', which is 'c' variable).

$$37 < \frac{2(18) + 21 + 10}{(|8 - 8| + 1) \times (0 + 1)} + 5$$

$$37 < \frac{36 + 21 + 10}{(1) \times (1)} + 5$$

$$\underline{37 < 72}$$

Therefore, as 72 is more than 37, the statement is true – so you would wake up on the 'right side' of bed.

Example 2:

You have 6 hours sleep and get out of bed at 6am. You shower for 8 minutes, exercise for 15 minutes and spend 25 minutes eating breakfast. You also read a book for 30 minutes (to be attributed as a 'unique other activity', in the 'c' variable).

$$37 < \frac{2(25) + 15 + 8}{(|8 - 6| + 1) \times (1.2 + 1)} + 15$$

$$37 < \frac{50 + 15 + 8}{(3) \times 2.2} + 15$$

$$\underline{37 < 26.06}$$

Therefore, as 26.06 is NOT more than 37 (it is less than), the statement is false – so you would wake up on the 'wrong side'.