

Breakfast Habits: College Students

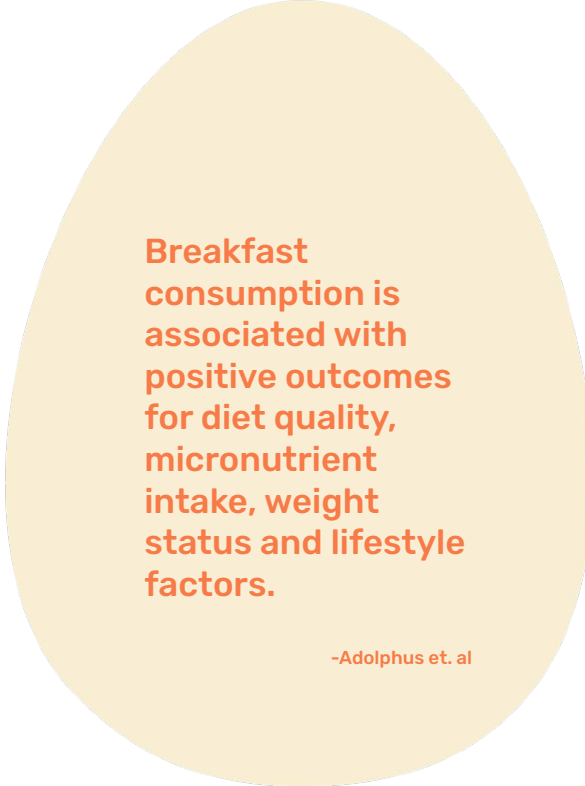
Samuel He, Eli Weinberg,
Alex Munoz, Michael Peters



To...

Explore the **routines, strategies, and trade-offs UIC students** make to ensure that they have **time** to **eat breakfast** in the morning.



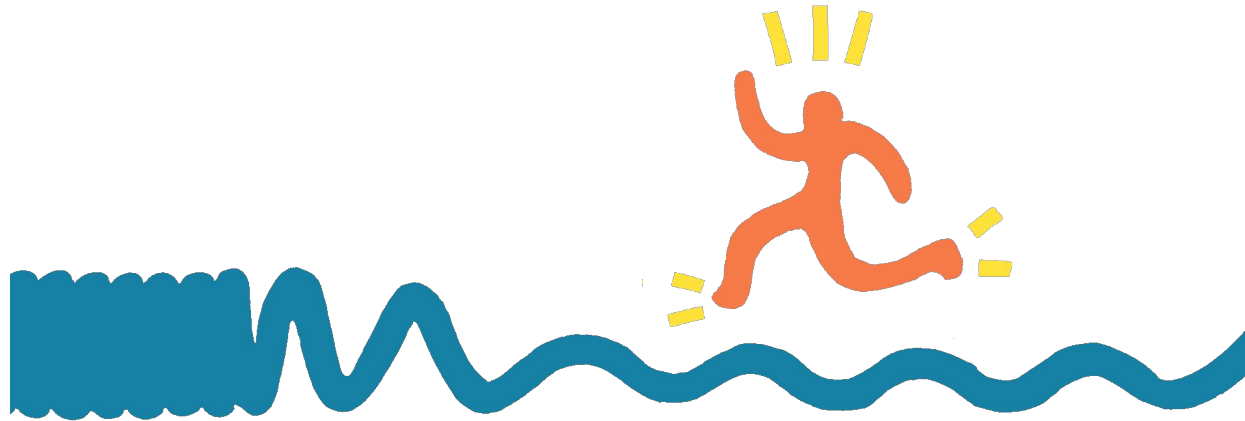


**Breakfast
consumption is
associated with
positive outcomes
for diet quality,
micronutrient
intake, weight
status and lifestyle
factors.**

-Adolphus et. al

The transition from a **life on the move...**

...to a **stationary lifestyle** has affected
breakfast habits.



Survey

132 participants

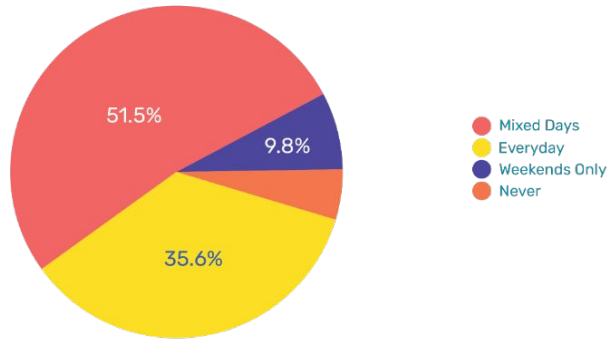
A **broad approach**
to understanding
routines, priorities,
and challenges, in
relation to how they
affect peoples'
mornings.

10 questions

Survey: Results

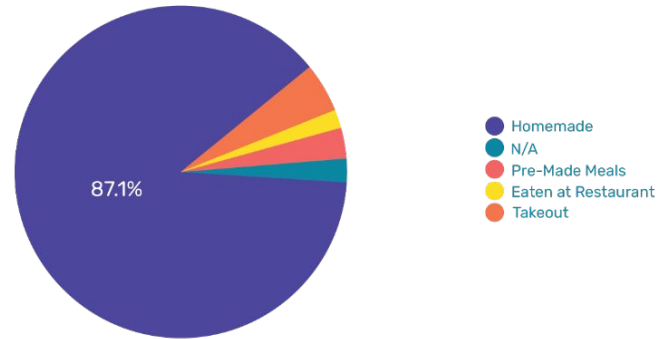
How often do you eat breakfast?

132 responses



Where does your breakfast come from?

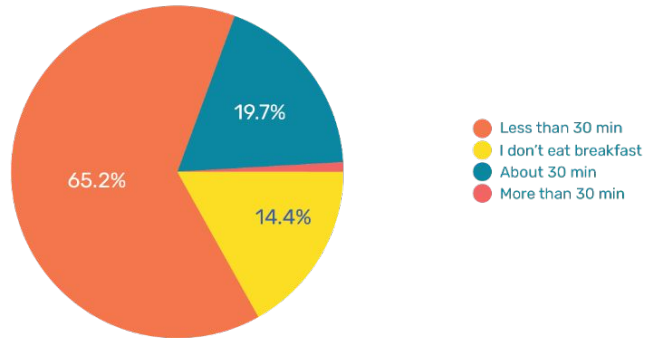
132 responses



Survey: Results

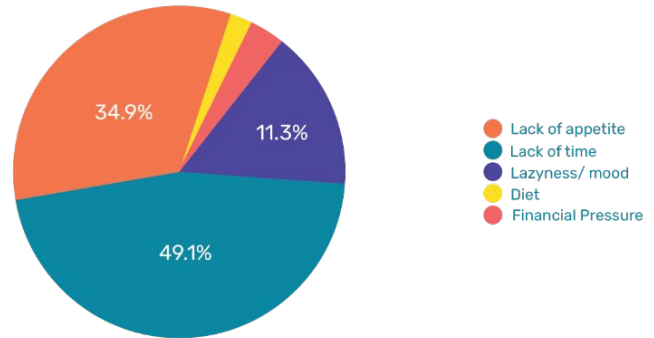
How much time do you spend making breakfast?

132 responses



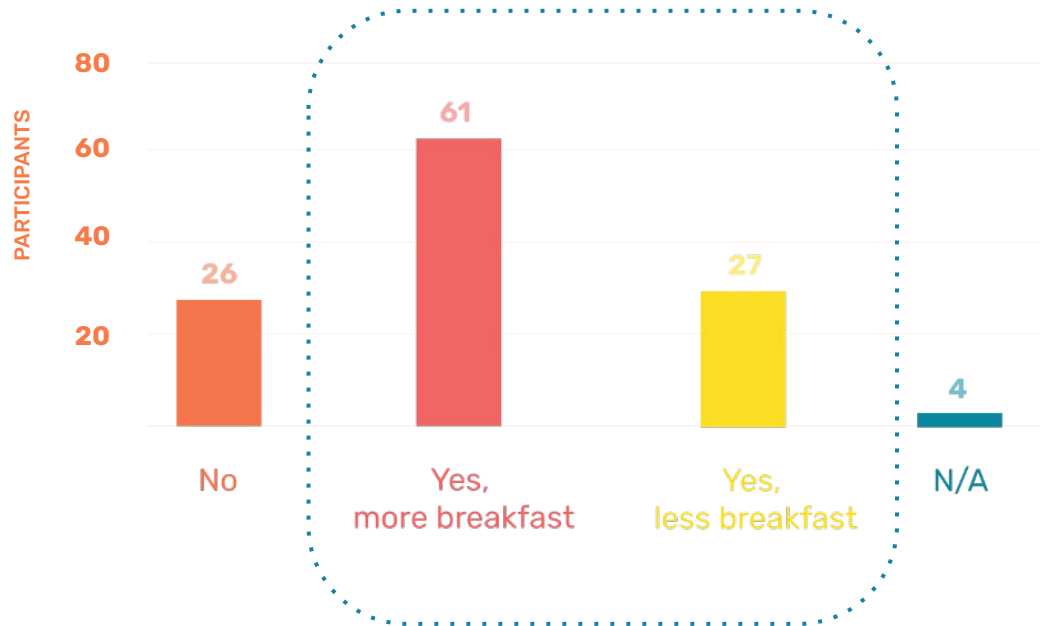
If you don't eat breakfast, why?

106 responses



Survey: Results

Has the Pandemic Affected Your Breakfast Habits?



**So how has the
pandemic affected
students' breakfast
routines?**

Many students
find it hard to
maintain a
healthy
breakfast
routine.

Many students
report having
breakfast more
regularly during
the pandemic.

Student Archetypes



The Opportunist:

- Sleeps in
- Leaves last minute
- Sees breakfast as ideal, but optional



The Optimist:

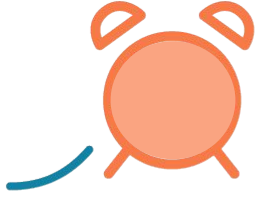
- Wakes up early
- The morning is a time to prepare oneself
- Breakfast is crucial



The All-Nighter:

- Stays up late
- Oddly awake in the morning, but crashes later midday
- Eats breakfast if time is available

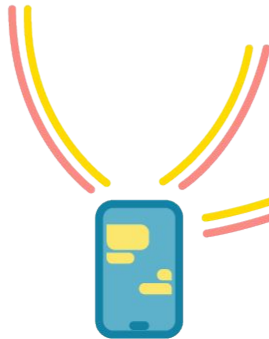
The
Opportunist



The
Optimist



The
All-Nighter



Student Archetypes



**The
Opportunist**



**The
Optimist**

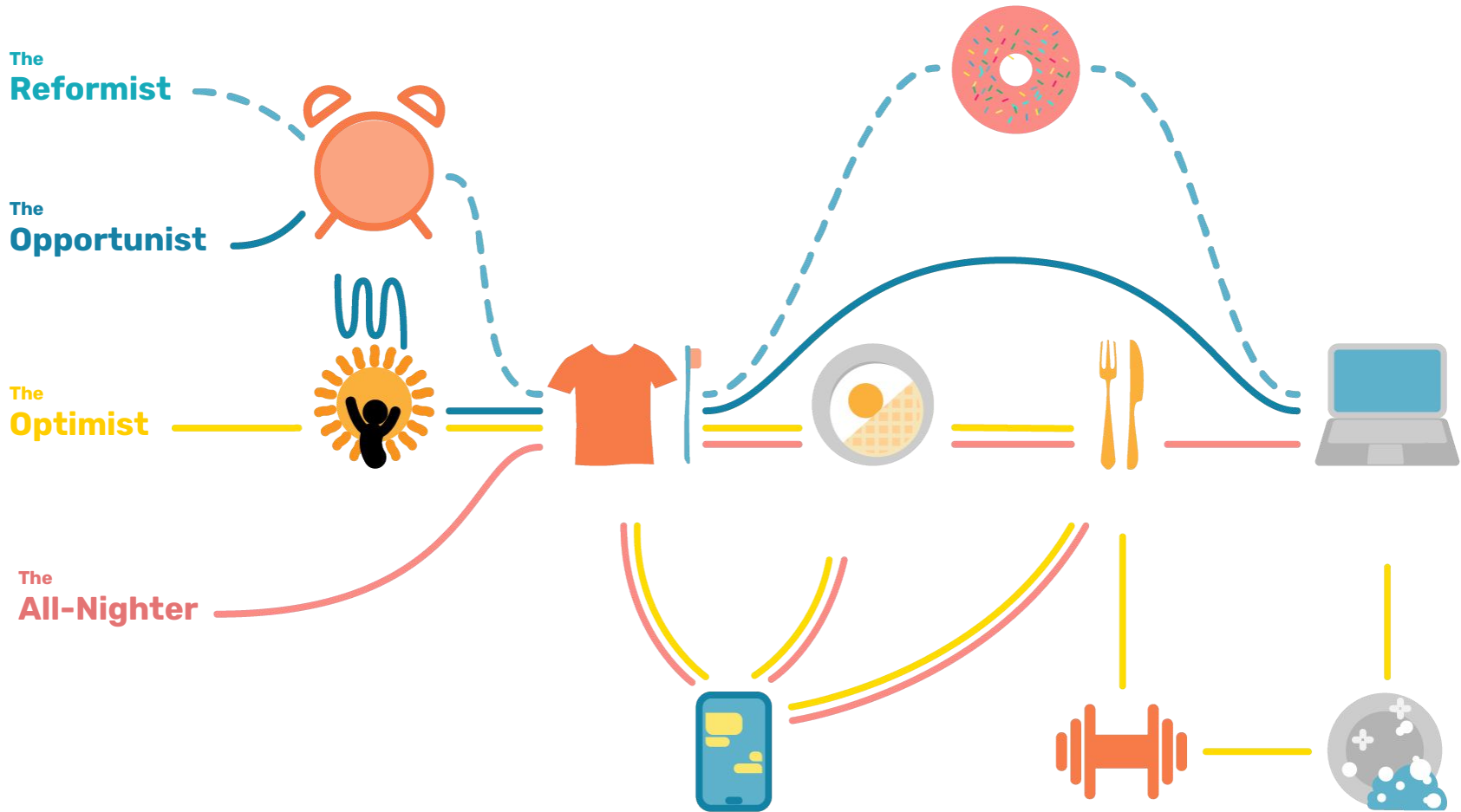


**The
All-Nighter**



The Reformist

- An opportunist aspiring to do better
- Tries to eat healthier
- Tries to schedule better
- Tries to wake up earlier



Interviewing

8 participants

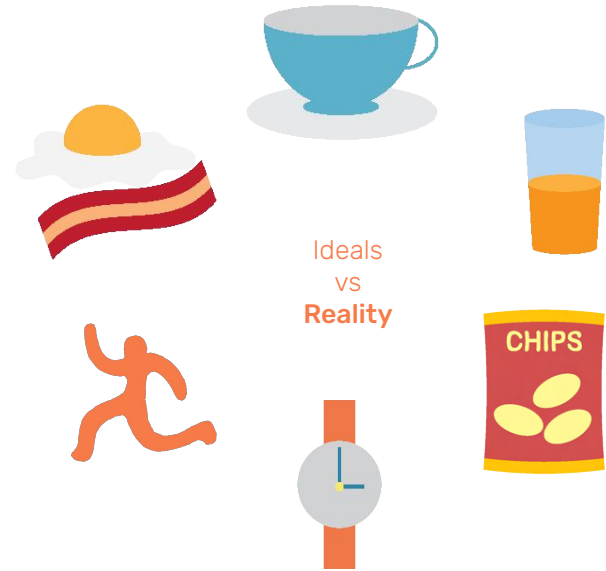
**In-depth
investigation on
routines, habits, and
the impact of the
pandemic**

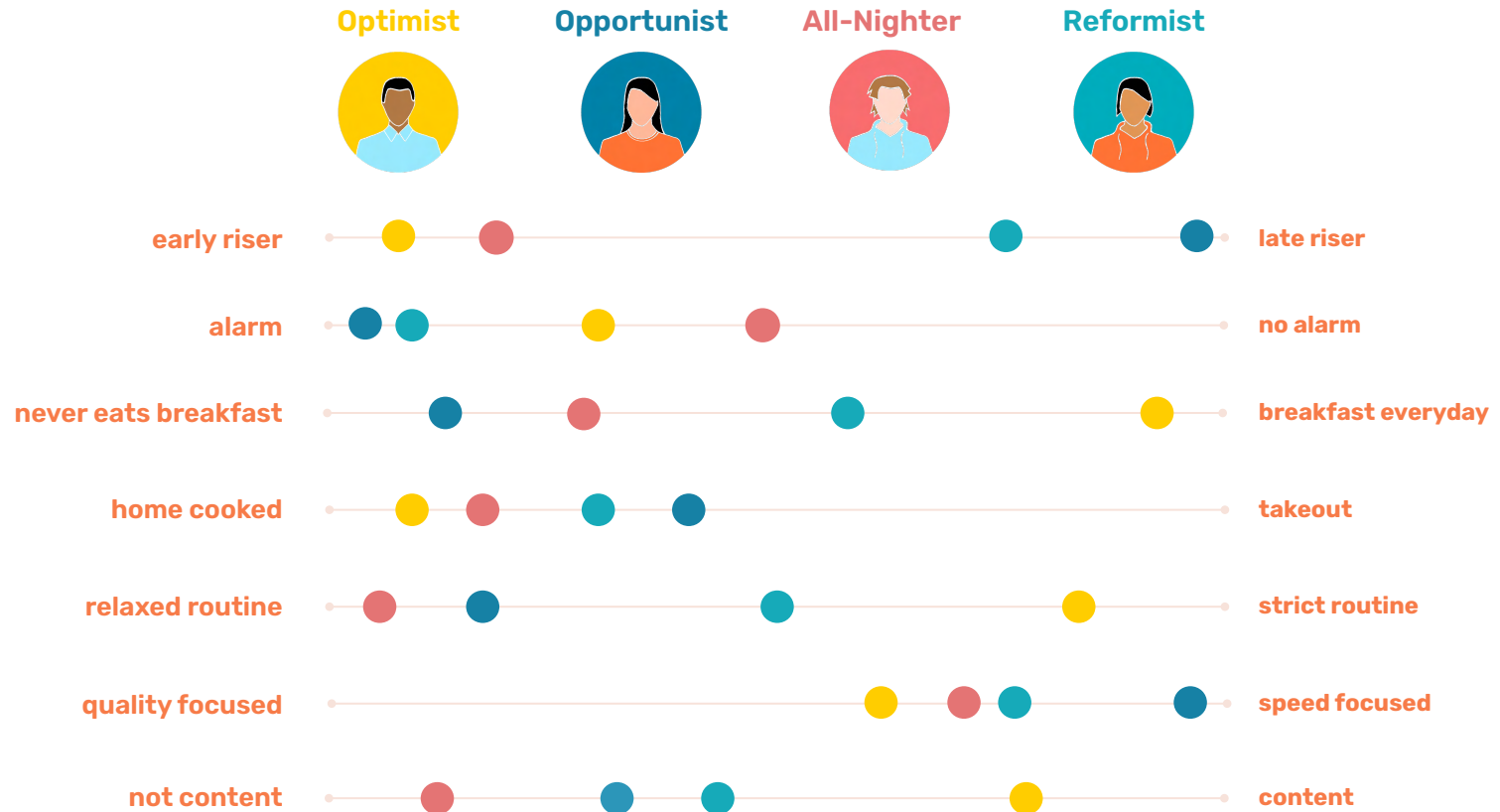
15-30 minutes

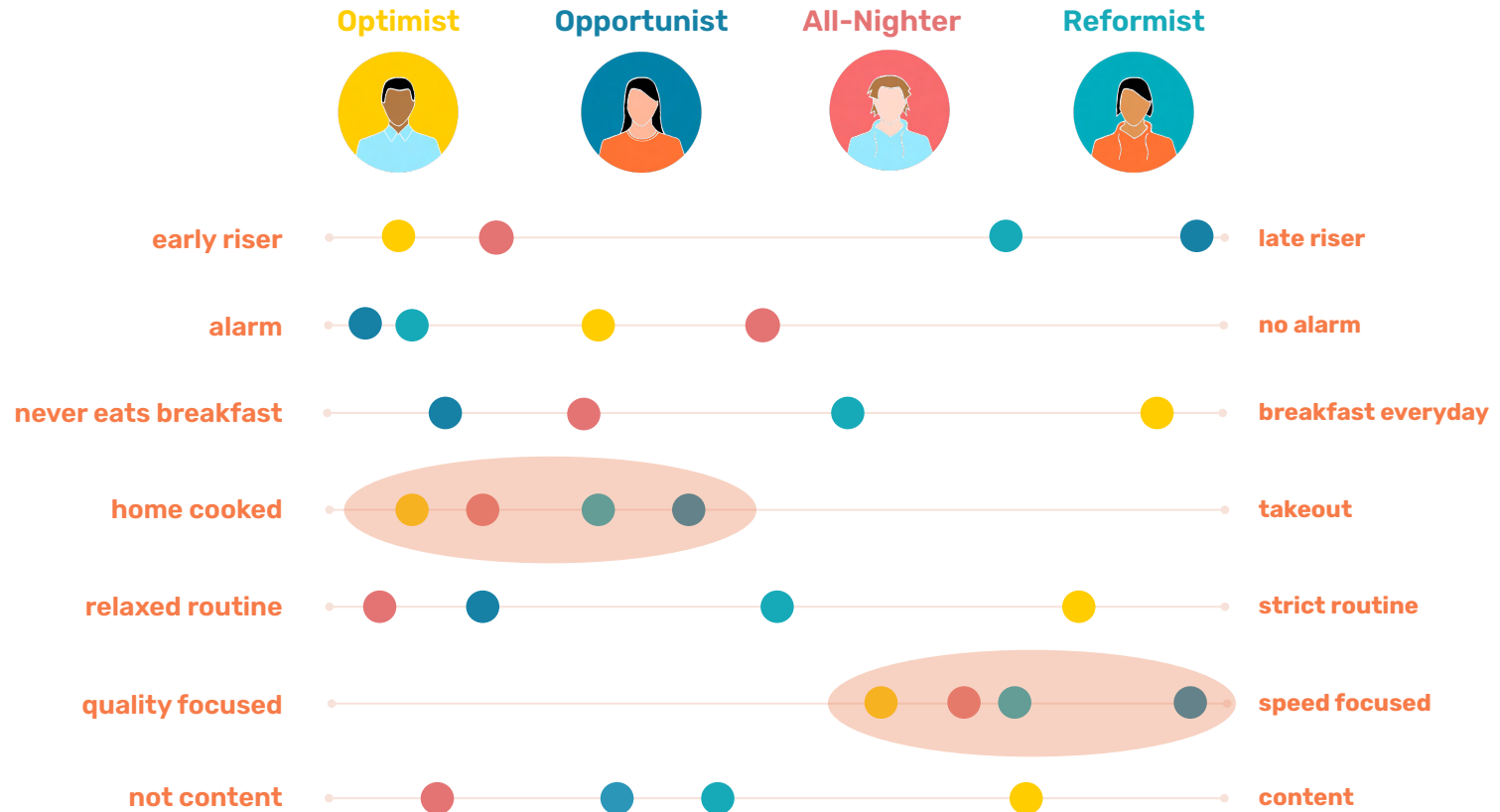
Interviewing: Insights

The Social Construct of Breakfast

Breakfast routines often portrayed in American popular culture are idealized images of our eating habits, yet few students manage to consistently achieve their preferred breakfast routines.







Interviewing: Insights

Shopping less
changes
breakfast
contents and
habits

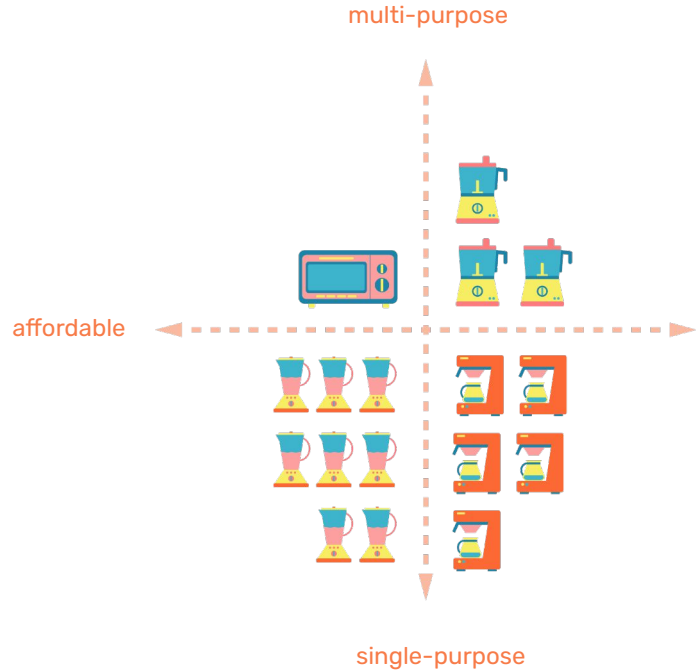
Excessive
freedom in
eating destroys
routines and
schedules

College
students
appreciate
having more
time, but need
help taking
advantage of it

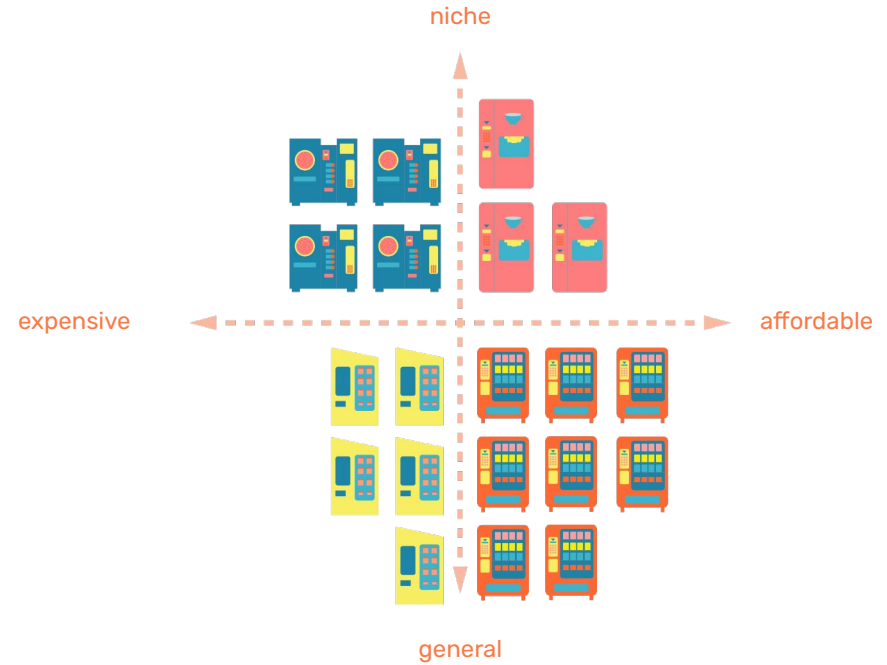
Breakfast
contents,
quantity, and
consistency is
closely tied with
mental health

Opportunity Areas:

Tools for Making

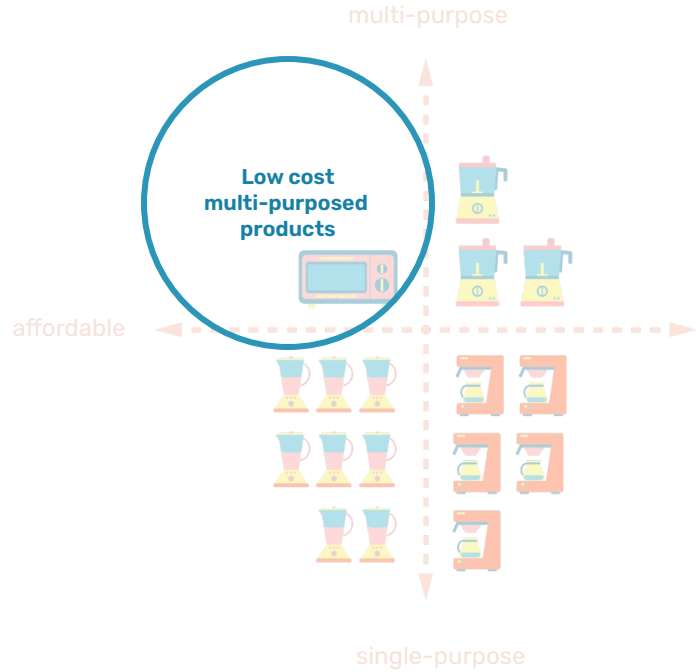


Spaces for Consumption

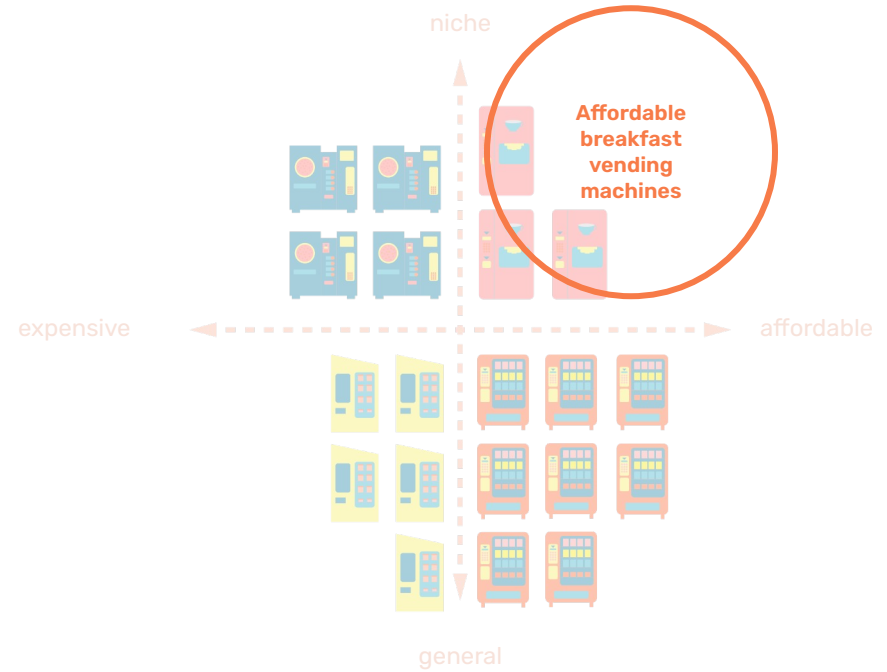


Opportunity Areas:

Tools for Making



Spaces for Consumption



Next Steps:

The need for food on the go that will encourage healthy eating.

The need for accessible and affordable breakfast vending, and eating spaces.

The need for snacking as a meal replacement.

Thank you!