



WHAT AMERICA (TW)EATS

Powered by the National
got milk?
Milk Mustache Campaign



Breakfast is the most important meal of the day. What America (Tw)eats looks at America's **BREAKFAST SOCIAL MEDIA HABITS** on Twitter, analyzing more than **20 MILLION BREAKFAST TWEETS** over a two-year period.



1.6 MILLION+
THE NUMBER OF TWEETS ABOUT
SKIPPING BREAKFAST
That's thousands every single day!

OUR MOST-TWEETED BREAKFAST FOODS ARE MISSING THE MARK



100,000+

TWEETS ABOUT HAVING CAKE OR CHOCOLATE FOR BREAKFAST



200,000+

THE NUMBER OF TWEETS ABOUT HAVING PIZZA FOR BREAKFAST



LEFTOVERS, FAST FOOD AND EVEN PIE ARE PART OF AMERICA'S BREAKFAST DISCUSSION

AMERICANS TALK ABOUT
MORNING PROTEIN

1.3 MILLION PROTEIN-PACKED TWEETS

THE ESTIMATED AMOUNT OF TOP-TWEETED PROTEIN FOODS INCLUDING MILK, EGGS, BACON AND CHEESE



MILK

MAKES THE
TOP TWEETED LIST

WITH
MORE THAN
100,000 TWEETS!

Experts recommend including 20-30 grams of protein at breakfast, but



THE AVERAGE ADULT BREAKFAST ONLY INCLUDES 10-12 GRAMS OF PROTEIN¹

AN EASY WAY TO GET PROTEIN IS TO ADD AN
8 oz. GLASS OF MILK



WITH
8g OF HIGH QUALITY PROTEIN



that's more than an egg!



BREAKFAST

is the time Americans are most likely to drink—and tweet about—milk

THE TOP THREE MILK-TWEETING STATES (MOST TWEETS PER CAPITA)



NEVADA & NEW YORK ARE ALSO MOST LIKELY TO RUN OUT OF MILK



crimson hexagon

The National got milk? Milk Mustache Campaign partnered with research experts, Crimson Hexagon, to analyze America's breakfast tweeting habits. Crimson Hexagon assessed data from December 2011 through November 2013, using their proprietary research algorithm. Crimson Hexagon's BrightView™ algorithm is based on a patented methodology originally developed at Harvard University's Institute for Quantitative Social Science.

¹ Layman DK. Dietary Guidelines should reflect new understandings about adult protein needs. *Nutr. & Metab.* 2009; 6:12.

#gotmilkgotprotein
gotmilkgotprotein.com