

WHERE DO OUR MINUTES GO?

DAIRYGOLD

has been spreading its deliciously creamy taste straight from the fridge for over 30 years, making you an extra minute for something that matters to you. So we commissioned a national survey to see how people use those minutes and what the Good Stuff is for them.

1440

These dots represent the 1440 minutes that make up a full day. Once your day begins, they're quickly consumed by routine and habit. Here's how Ireland as a whole divides those minutes:

SLEEPING



390 minutes (6.5 hours) of our day is spent getting our beauty sleep. Add to that the 38 minutes we spend hitting snooze on our alarms, and you've got one good looking country.

BREAKFAST



It's supposedly the most important meal of the day, but we only give it 19 minutes. Here's a solution, maybe just hit that snooze button once. Okay twice, but that's it.

OUR APPEARANCE



While we spend 32 minutes on our appearance each day,

we spend 40 minutes complimenting others, which is nice, just like your new haircut.

COMMUTING

Dubliners spend 58 minutes getting to and from work - 10 more minutes than the rest of the country, who probably use those extra minutes for more snoozing.

873 MINUTES REMAINING



WORKING

Less than 5 hours of our day is spent working, which seems low until you consider that this doesn't include the time we spend chatting to colleagues, taking breaks and on social media composing new hashtags.

EXERCISE



Whether we're running, lifting or yoga-ing, we're doing it for 40 minutes a day. That is until we get older, when we're less likely to enjoy exercising and more likely to tell it to get off our lawn.

COOKING & EATING



Women spend 58 minutes of their day cooking, while men spend 36 minutes on it.

Make of that what you will. One thing is for sure, at 37 minutes, we both love eating.

LOVED ONES

Our loved ones take up 286 minutes of our day. So if you have 286 loved ones, that's one minute each. Get lovin'



RELAXATION

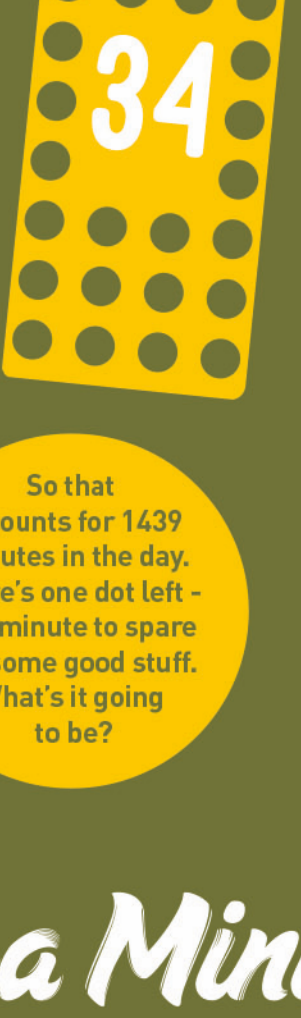


120 of our waning minutes are spend in front of the TV.

That's two episodes of excruciating torture scenes if you're watching Game of Thrones or Keeping Up With The Kardashians.

AFFECTION

A very hands-on 34 minutes of our day is spent being affectionate. From an awkward hug all the way to the thing that's awkward to talk about in an infographic.



So that accounts for 1439 minutes in the day. There's one dot left - one minute to spare for some good stuff. What's it going to be?

Make a Minute FOR THE GOOD STUFF

DAIRYGOLD

#MAKEAMINUTE