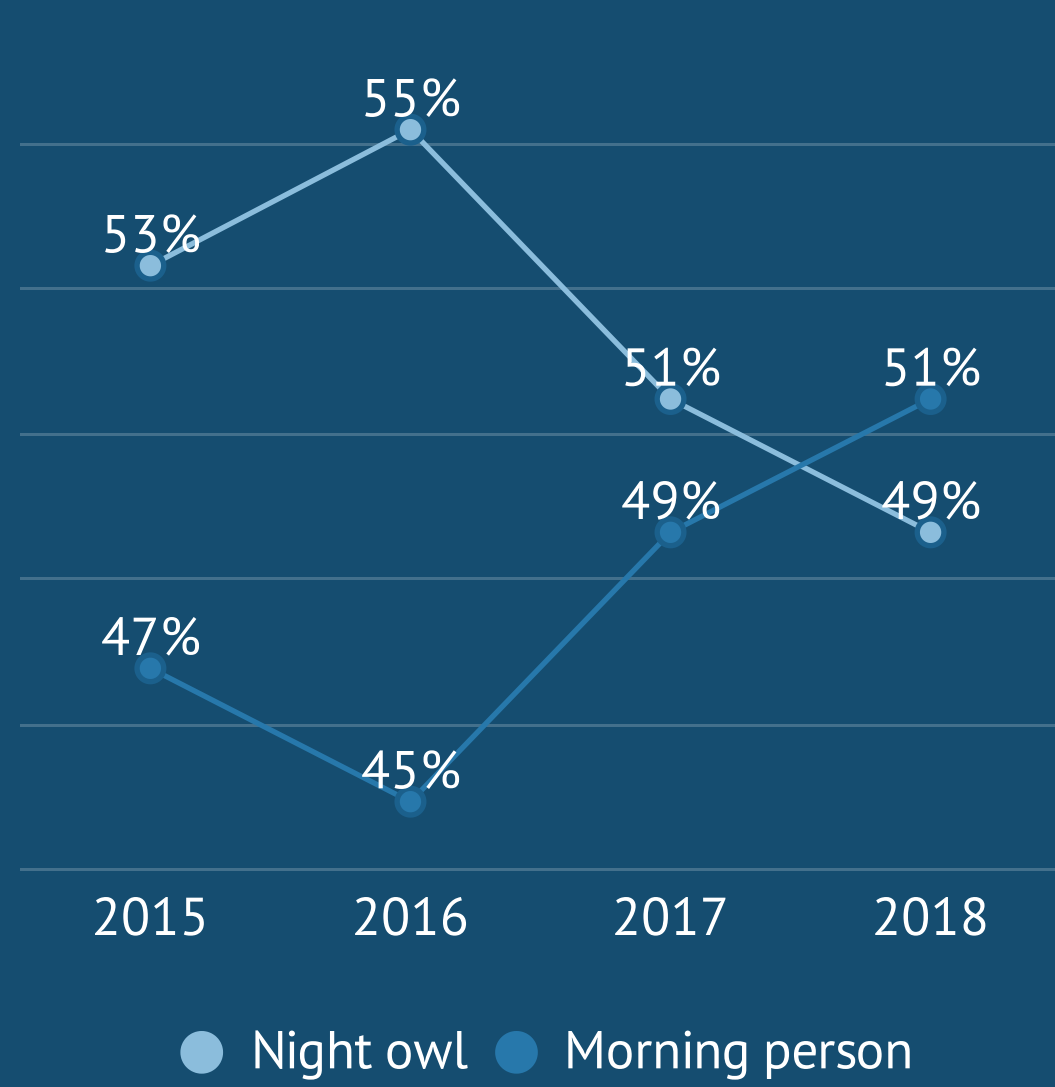


The Rise of Early Risers

The early bird might get the worm, but the night owl has reigned as the chosen descriptor for U.S. adults. That is, until this year.

Those who identify as a night owl have been on a downward trajectory since 2016. This year, CivicScience witnessed morning people surpass night owls for the first time.

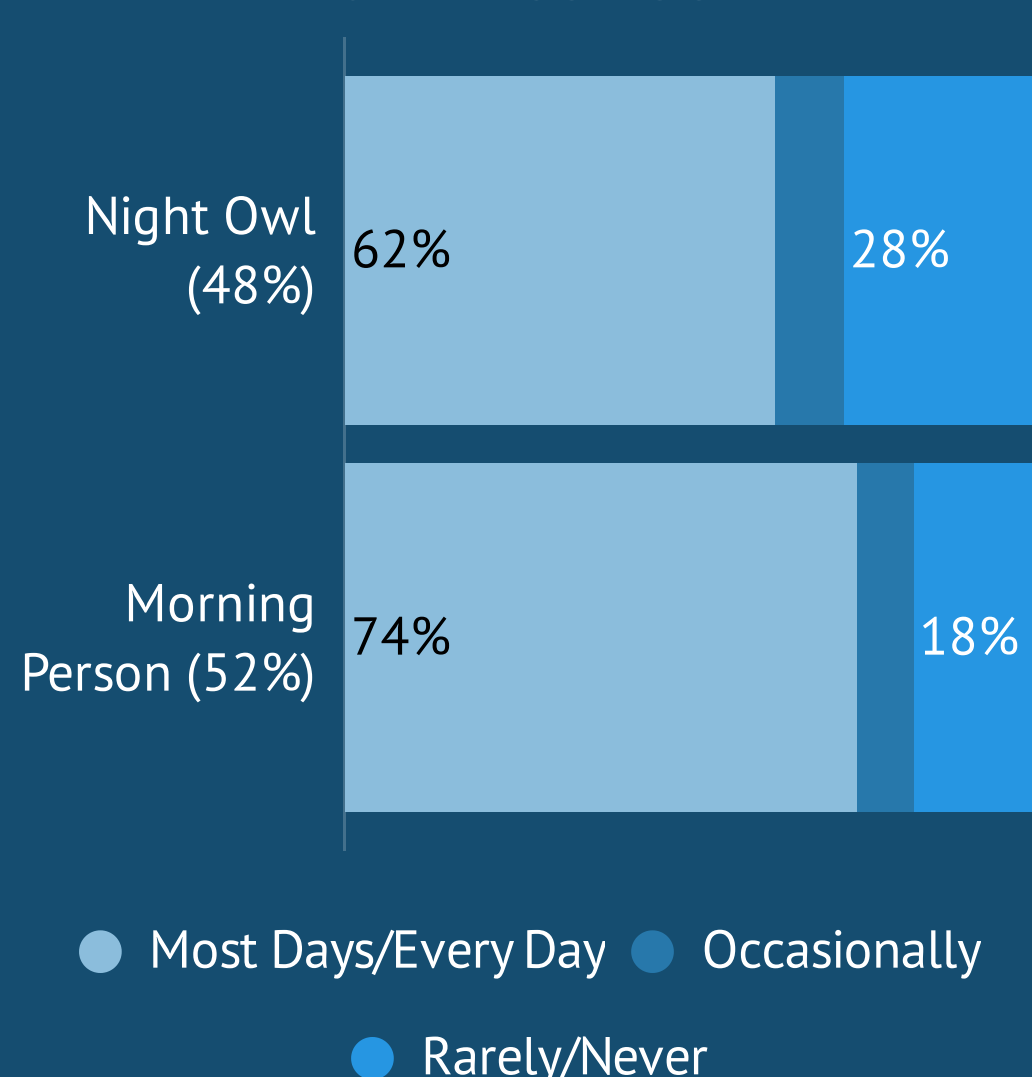
People across all age groups and gender are waking up earlier. What, if anything, could this mean for culture, commerce, and quality of life? CivicScience outlines 5 possible shifts below.



Coffee

Morning people might be up bright and early but they're still dependent on a cup of coffee to get them through the day. The morning person is 16% more likely than the night owl to indulge in coffee on a daily basis.

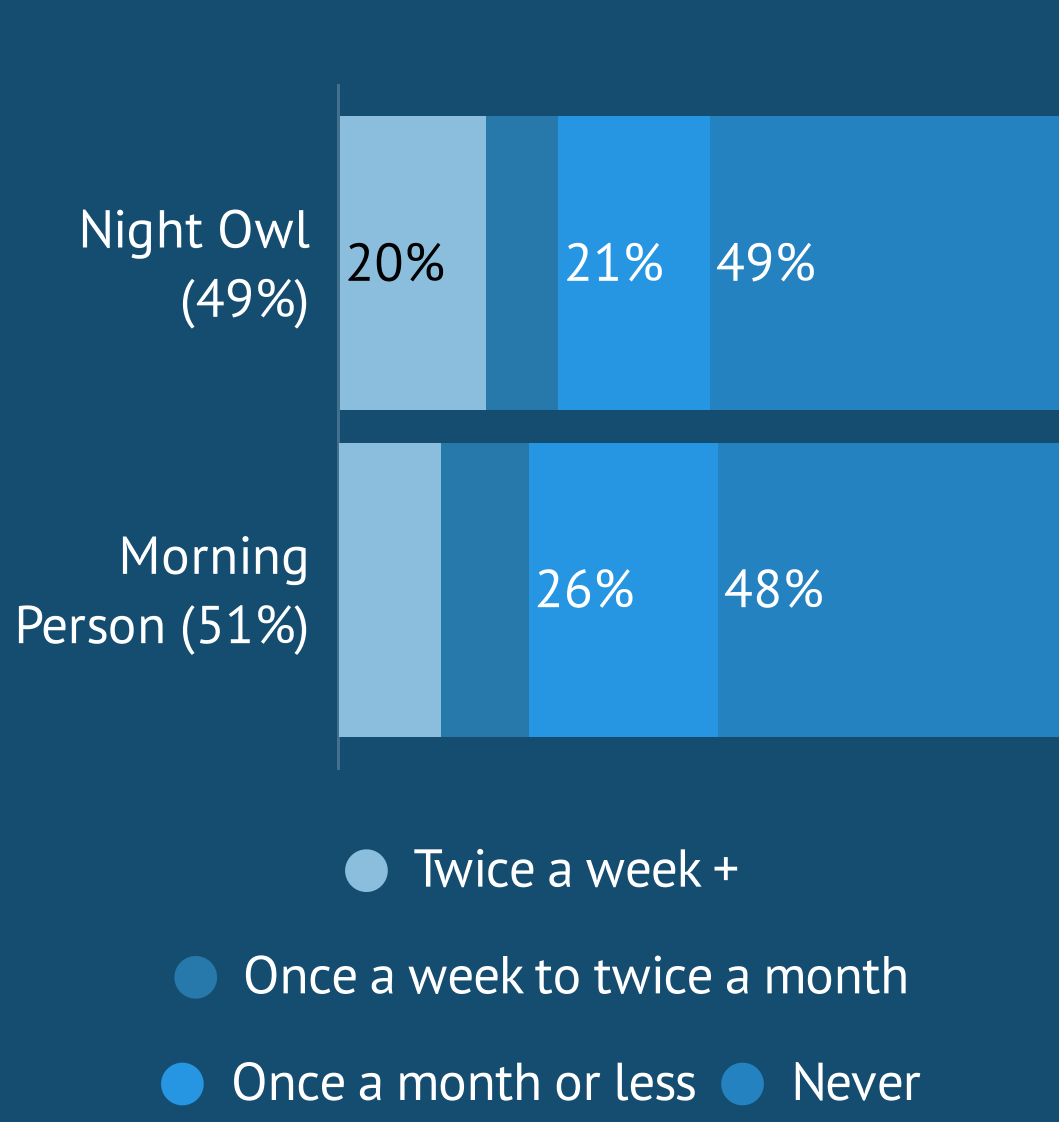
How often do you drink coffee?



Beer

With the rise of the morning person, we might start to see a decline in beer consumption. Night owls are 30% more likely to drink beer twice a week or more. Morning people are more likely to be casual beer drinkers, still imbibing, just not at the rate of night owls.

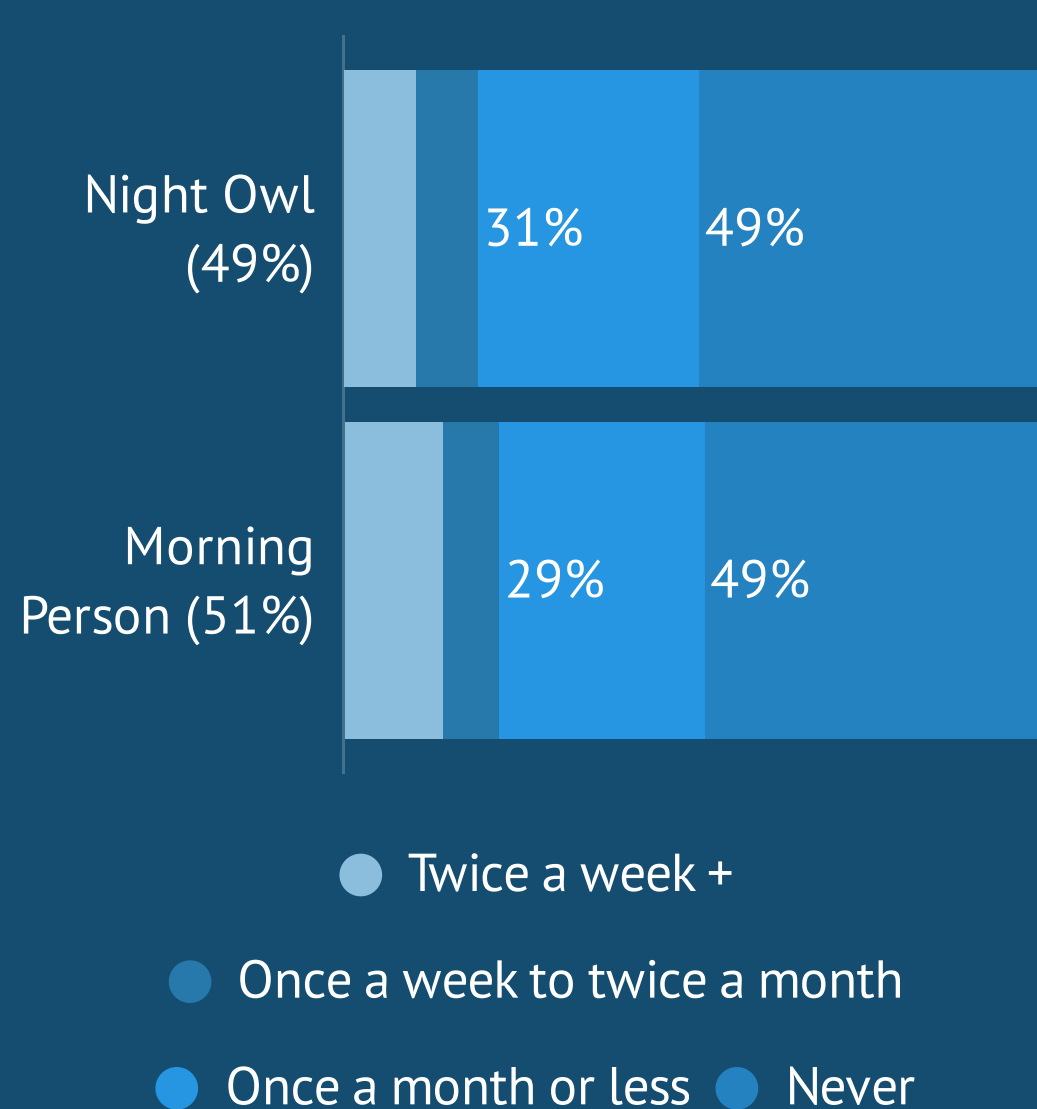
How often do you drink beer?



Wine

When it comes to wine drinking, it's nearly the reverse. Morning people are 28% more likely than night owls to have a glass of wine twice a week or more. Similarly, night owls are more casual wine drinkers than their counterparts. With the rise in early risers, it's likely we'll see an increase in wine consumption.

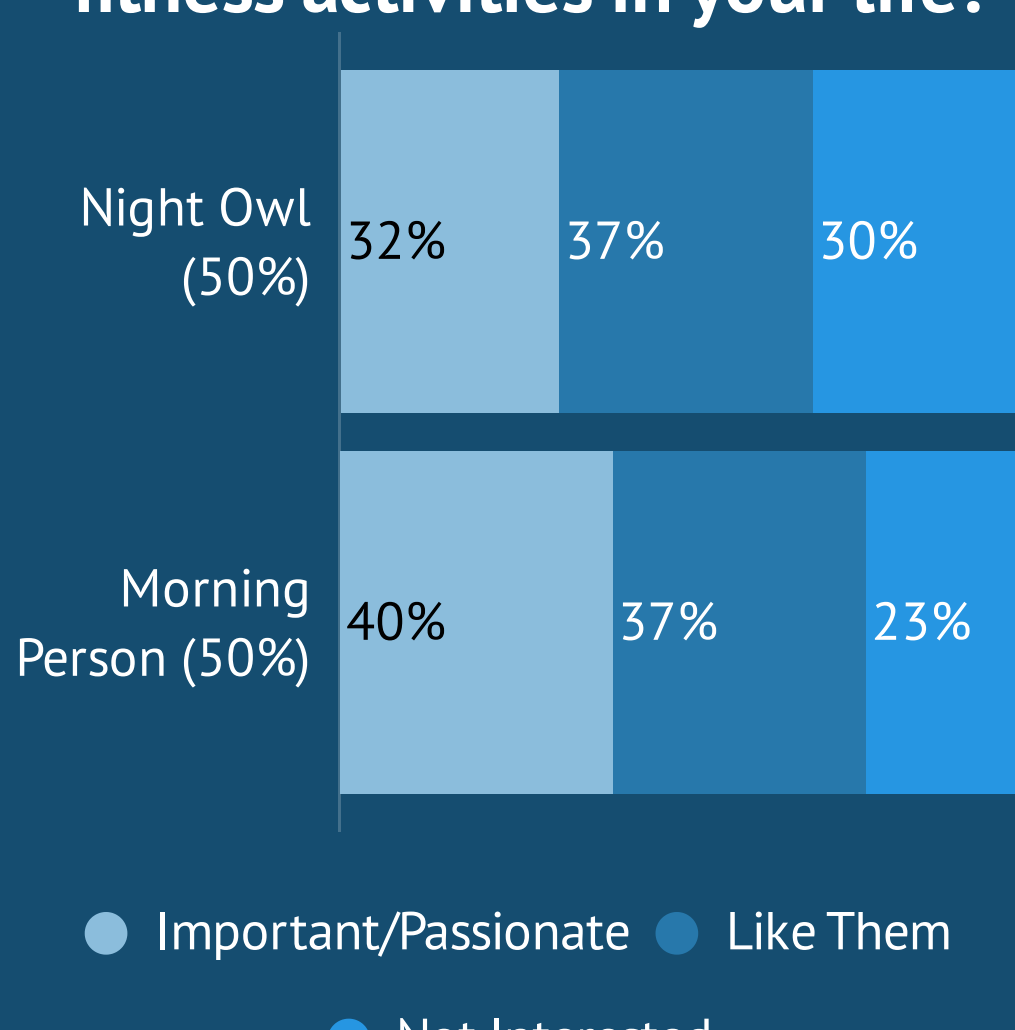
How often do you drink wine?



Health & Fitness

Early risers prioritize health and fitness at a higher rate than night owls. Morning people are 20% more likely to consider health and fitness to be important or a passion of theirs. More people are getting up early, and prioritizing health and fitness. This trend might lead to a rise in early morning classes, as well as more health-minded activities. If morning people are making these behaviors a priority, we could see a shift in day to day living with a mind for health activities.

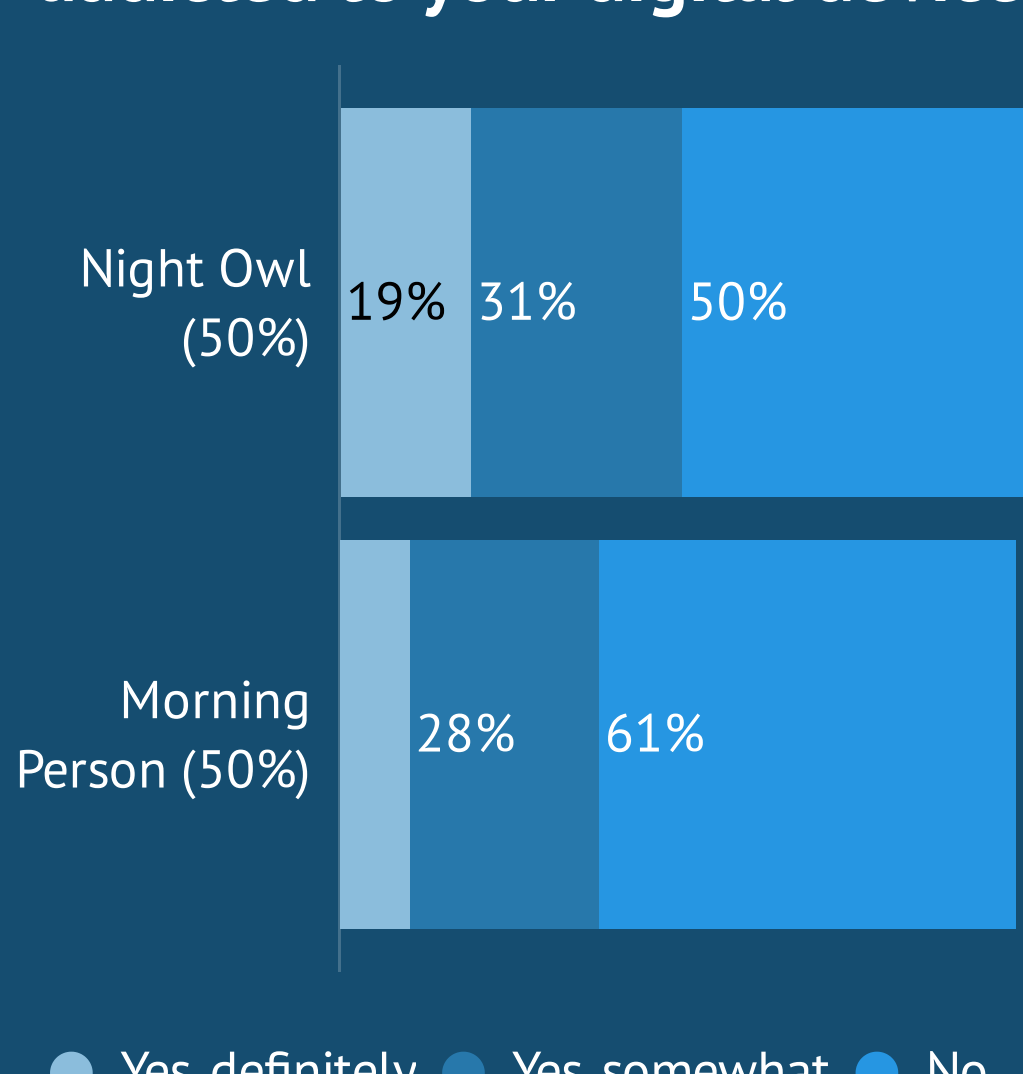
How important are health and fitness activities in your life?



Device Addiction

Night owls are nearly twice as likely as morning people to consider themselves addicted to their digital devices. Morning people are 22% more likely to say they're not at all addicted to their digital devices.

Would you call yourself addicted to your digital device?



The early riser only helps to solidify the cultural narrative of "wellness" in 2018. With the rise of the early riser, we're seeing an increase in health-minded behaviors. Whether aspiration or actual, the increase in early riser responses show a population striving for better physical and mental health, with more exercise and less inclination to digital device addiction.

From making health and fitness a priority to opting for wine more frequently than beer, the move from night owls to early risers is a cultural shift.

