

Think about these statements, which formed part of a McDonalds breakfast advertisement:

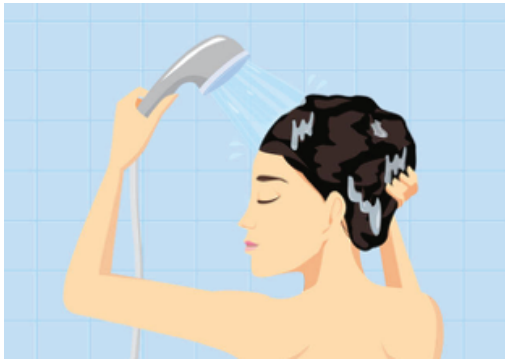
In an average lifetime, some people spend ...



Around five months snoozing.



Nine months in the toilet.



One year in the shower.



Two months seeing themselves in the mirror.



Two years choosing what to wear.



And one month staring aimlessly into the fridge looking for the perfect breakfast.