

IS FRIDAY 27 MAY THE BEST DAY OF THE YEAR FOR BRITS?

Submitted by: The Lexis Agency

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Could Britain be about to experience a baby boom, a spate of marriage proposals, promotions and pay-rises? There could be some happy consequences in store as new research suggests we'll hit this bank holiday weekend with an extra spring in our step given Friday 27 May looks set to be the most upbeat day of the year.

Feeling pretty chipper right now? You're not alone. Key findings from the survey of 2,000 adults by drinks brand Oasis indicate this Friday is British Peak Time' (BPT): May is the nation's favourite month of the year, bank holidays are the summertime events we most look forward to and, unsurprisingly, Friday is the day of the week we feel most optimistic.

27 May is the only Friday in May before a bank holiday, leading to predicted widespread positivity. It looks to have beaten off other contenders for 'top 24 hours' in the survey by Britain's favourite on-the-go juice drink. A fifth of adults (19%) say May is the month they feel most upbeat, closely followed by July (18%). Almost half (45%) report feeling particularly positive on Fridays, followed by 19% on Saturdays. Mondays are happier than expected, with 11% citing them as a good-mood day, leaving not-so-sunny Sundays languishing last at 4.5%. With 46% listing Bank Holidays as the summer event they get most excited about, it seems Britain will head into the long weekend feeling bright and breezy.

The current weather forecast* will be getting folks all fired up too, as lighting the BBQ when the temperature hits 18 degrees tops the list of things we secretly love about British summertime. With the mercury set to reach 20 degrees in most regions, it should be a sizzler!

The outlook is expected to be particularly hot for the older generation. While nearly half (48%) of adults say they love to wear less clothing in summer, 45-55 year olds are the most excited about the prospect of stripping back. 54% can't wait to peel off the layers compared to 4 out of 10 16-24 year olds.

All this is despite the fact that we expect bank holiday weekends to be a wash out weather-wise. Oasis' survey on things we love – and love to hate – about summer also reveals that two of the words we most associate with British summertime are 'rain' and 'wet' (42% combined). Yet 60% still cite summer as their favourite season, and 16% admit they actually love the unpredictable nature of British weather.

Oasis Senior Brand Manager, Zara Gugen, said: "We Brits always have a refreshing take on things and these findings show our renowned cynical side, and obsession with the weather, are alive and kicking. At Oasis we like to poke a bit of fun at modern day life and put an honest lens on the world around us. In this research into the best and worst of British summertime, the nation tells it like it is."

So why not use the window wisely – ask for a pay-rise, pop the question, bury bad news, or simply celebrate with a nice cool drink? ;-)

For more information, visit facebook.com/OasisDrinks or follow @Oasis_Drinks.

-ENDS-

*Temperatures will hit up to 20 degrees in the UK on Friday 27 May

A survey of 2,000 men and women across the UK, aged 16-55 in May 2016

For further information, imagery or enquiries, please email oasis@lexisagency.com or phone 0207 908 6439.

About Oasis

Oasis is the UK's number one on-the-go juice drink consumed with food (Kantar Worldpanel: 2015). The fruit flavoured, non-carbonated range is manufactured by Coca-Cola Enterprises in conjunction with The Coca-Cola Company in the UK. The range includes 7 ready-to-drink 'Oasis' products - 5 mid-calorie (Summer Fruits, Citrus Punch, Pineapple Rush, Mango Medley, Blackcurrant Apple) and two lights (Summer Fruits, Peach and Passion Fruit). In 2014, Oasis entered the on-the-go squash market with Oasis Mighty Drops – the super-concentrated drops are available in 3 flavours (Mixed Berry, Raspberry Lemonade, Mango Tropical). The brand's Refreshing Stuff campaign aims to offer a refreshingly honest take on the world.

About Coca-Cola Great Britain

Coca-Cola Great Britain is responsible for marketing 18 brands and over 82 products to consumers across Great Britain. Led by Coca-Cola, one of the world's most valuable and recognisable brands, our company portfolio includes Fanta, Sprite, Dr Pepper, Oasis, glaceau vitaminwater, glaceau smartwater, Schweppes, 5 Alive, Lilt, Kia Ora and Powerade. For more information about Coca Cola in Great Britain, please visit our website at www.coca-cola.co.uk.