

Brits spend 10 months of their lives moaning about the weather

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NATIONAL NEWS RELEASE

The average Brit spends 104 hours, almost five full days each year (that's 10 month of our lives) complaining about the weather, according to a new report.

Brits average 120 minutes every week complaining about the lack of sunshine. That's the equivalent of 4 days and seven hours every year, according to Tetley's State of the Summer Report, commissioned to launch its new Sunshine tea with Vitamin D, in collaboration with leading weather and psychological experts.

According to the figures, weather-preoccupied Brits check the forecast EIGHT times a week, discussing the outcome with partners and work colleagues at least FIVE times a week.

And it's not just feeding our conversation, as there has been a financial cost too: the research reveals that the poor summer weather has cost Brits an average of £149 each over the summer months, due to cancelled events, wasted food and clothes we never got to wear. On average, we have had to cancel FIVE planned summer activities, including THREE failed walks in the country, one abandoned BBQ and TWO postponed day trips.

The Tetley State of Summer report also confirms what many have suspected: the UK's summer has been a "wash out", with average rainfall and weather systems during this summer more typical of winter months, in the words of leading meteorologist, Prof. Liz Bentley.

It is no surprise then that 44 percent of Brits think this summer has been disappointing – with most us claiming to have been stuck inside for days over the summer months because of poor conditions.

In order to restore some summer feel good factor, Tetley has worked with psychologist, Honey Langcaster-James, to explore the impact a lack of sunshine has on the mood of the nation, and to find some suggestions for combatting our resulting frustration.

"A sunny day can boost the mood and lift the spirit. But after a summer deemed by 44% of Brits as a 'wash-out', it's more important than ever to find those little things that evoke that summertime feeling looking ahead. That's why going in to the Autumn we're calling on the nation to bring the sunshine itself.

"Getting regular exercise has been proven to help boost mood and reduce symptoms associated with depression, so it's more important than ever during the winter months to make time for exercise. On a smaller scale, little touches like using a bright light box, designed to mimic dawn with bright sunlight early in the morning to wake you up naturally, as well as summertime scented bath products and toiletries can help evoke that summer feeling.

"Maintain your Vitamin D levels by eating a diet rich with foods that contain Vitamin D, and from food

supplements or enhanced drinks like Tetley's new Sunshine Super Tea.

According to the poll, the rain makes 14 percent of us feel frustrated, while 10 percent of us feel lethargic when the heavens open.

However, even when the sun DOES make a rare appearance, 57 percent of us still find something to moan about – with almost half of the nation (49 percent) having complained about the weather being too humid, while 46 percent have moaned about it being too hot.

Almost four in ten (39 percent) have taken issue with it being too windy, while 34 percent say the sunshine makes them sweat too much.

61 percent insist that summers are not as good as when they were young, while a further 65 percent said Britain simply doesn't get enough sun.

69 percent of those polled said as a nation we would be happier if we enjoyed a Mediterranean climate like our friends in the south of France or on the Italian coast - however - in true British style a hopeful 56 percent said they are confident that next year will be the best summer ever.

Now, Master Tetley Tea Blender, Mark Donovan, has unveiled a new Sunshine tea to help the nation enjoy the benefits without the rays: "Super teas are the biggest innovation in tea since the tea bag. We know how important sunshine is for people's health and wellbeing. That's why we've unveiled the latest product in our Super Tea range; Tetley Sunshine Tea with Vitamin D to help maintain healthy bones and teeth."

Tetley also hit the streets to find out what other suggestions people had for bringing the sunshine back, where novel thoughts included indulging in some of your favourite foods, adding a splash of colour to your day through clothes and makeup, and even maintaining a positive attitude through happy music.

Video - <https://we.tl/HuO0cYIEzU>

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