

## **Nation In Waiting As Brits Spend Half A Year Of Their Lives In Limbo**

*Supermarket queues and traffic jams are found to be the biggest time-wasters and 2 million people have waited in for a delivery in the past three months alone.*

**Oct. 10, 2007 - [PRLog](#)** -- Brits are rejecting the national stereotype of 'polite queuers' as the frustration of wasting 4,560 hours during the average lifetime\* waiting for an ever-increasing list of services sends them to distraction.

The new 'Waiting: Boring' Report from breakdown cover (<http://www.greenflag.com/>) specialist Green Flag reveals a third of people (34%) spend over an hour waiting around in a typical week, with supermarket and shop queues being one of the biggest thieves of precious hours and minutes. Most Brits (86%) say they have spent time queuing in supermarkets or shops in the past three months.

Waiting for deliveries is also a major cause of dead time; 50% of people spent time waiting around for a delivery to arrive. Millions will recognise the additional frustration caused by lengthy delays and inflexible delivery time slots of entire mornings or afternoons.

For a third of 'time-poor' people (31%), frustration levels explode as a result of being kept on hold on a call, the most annoying type of waiting. Queuing in traffic jams is the second most irritating waiting situation, with one in five people (19%) rating this as their biggest frustration.

Britain's top five most frustrating 'waiting: boring' situations are:

1. Being on hold on a phone call
2. Traffic jams
3. Queuing at supermarkets or shops
4. Waiting for a delivery to arrive
5. Waiting for service in a bar, restaurant or shop

The research shows that waiting is taking its toll on our nerves. Nearly one in five Brits (17%) are so near boiling point they just get angry when waiting rather than being able to pass the time calmly. Men are twice as likely to boil over when left to wait than women.

However, a third of people make the best of the situation and take the positive approach, using the time to their advantage by making mental 'to do' lists to plan their day. Nearly one in two people (46%) pass the time by catching up on the day's news by reading a paper or burying their head in a book to stave off the boredom.

Psychotherapist, Christine Webber commented: "Many of us nowadays lead exceptionally busy lives and there has to be a lot of planning in order to get through each day. So when things don't go entirely as we'd envisaged, we can quickly feel angry and frustrated.

Relaxed people will accept the wait fairly graciously but others will get angry and frustrated. This is all to do with not being able to control the situation.

Quite often we can use our waiting time in a positive way. Doing a Sudoku when your train is delayed is good for the brain and takes your mind off the wait. Or when you're waiting in for the groceries, you can play with your children, or wash the windows. Mostly, we don't have to waste time - with a bit of effort and thought we can make that spare time work for us."

The British public may still curse queue-jumpers, but overall they are less tolerant of waiting than they were five years ago. In fact, nearly two thirds (59%) are more frustrated by waiting for things today than they were then. The reasons for this include more hectic lifestyles (24%) and generally the view that they are kept waiting for longer amounts of time and for more things (35%).

However, it seems being kept waiting has become an accepted occurrence for today's generation. Two thirds of 18-24 year olds say they expected to be kept waiting for over half of the time they lost, compared with just one in two (49%) over 55s.

Abi Clark, spokesperson for Green Flag, said: "Being kept waiting can be boring and frustrating, especially when it eats up the valuable time in our busy lives. Too much of our precious time is being spent waiting in the course of everyday activities, such as queuing to buy a loaf of bread or waiting for service in a restaurant.

Unfortunately some waiting time is unavoidable, but we can take some steps to minimise the risk of being caught out. For example, one in ten people (10%) have spent time waiting for friends and family to help after their car has broken down, but having a breakdown cover (<http://www.greenflag.com/>) policy can help ensure a recovery vehicle arrives within forty minutes to ensure the wait is as short and painless as possible."

Notes to Editors:

- Images are available. Contact the press office.
- Green Flag Motoring Assistance provides breakdown insurance (<http://www.greenflag.com/>), roadside rescue and recovery 24 hours a day, 365 days a year.
- Green Flag's incident management centre in Leeds manages around 1m breakdown incidents each year.
- Green Flag has an average call out time of around 40-minutes based on research undertaken between February 06 and January 2007.
- More than 85% of Green Flag customers get assistance within the hour (Internal monitoring between March 2006 - February 2007).
- Customers have access to a national network of thousands of independent recovery agents in the UK and on mainland Europe.

Sources:

\*Research commissioned by YouGov for RBS Insurance amongst 2,242 respondents between 5th to 9th July 2007. The survey was carried out online and has been weighted to be representative of the GB population. Respondents were asked about the waiting they had experienced within the past three months. The average person spends 1.11 hours a week waiting. This is the equivalent of 189 days in an average expected lifetime (life expectancy for men in the United Kingdom is 76.6 and is 81.0 for women. The mean life expectancy for men and women is 78.8 years. Source: ONS, 2007)

\*\* There are 44.2 million adults in Great Britain (ONS, 2007) 50% of this is 22.1million

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For further information about our breakdown cover please visit Green Flag online.

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