

WINTER BLUES: HAVING REAL IMPACT IN AUSTRALIA

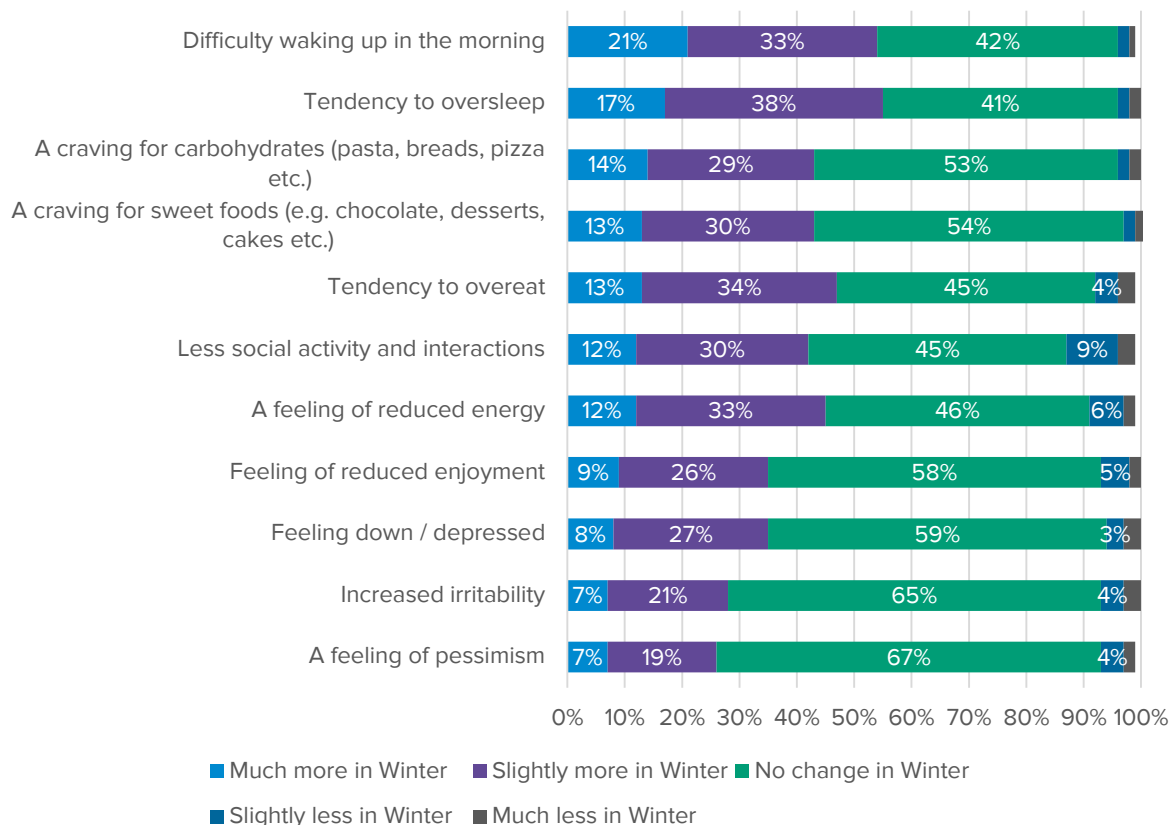
Embargoed until Monday 20th July 2015 – Winter blues, also called Seasonal Affective Disorder (SAD), winter depression or seasonal depression, is a condition in which people who have normal mental health throughout most of the year experience depressive symptoms in winter. (Wikipedia)



This July 2015 research took the symptoms and triggers of the winter blues and tested them among a sample of more than 1,000 Australians and found that indeed the impacts of winter are affecting Australians.

Winter makes us over-sleep, over-eat and become less social

To what extent have you experienced the following this winter, compared to the warmer months?



More than half (54%) of Australians say that they experience increased **difficulty waking up in the morning** in winter compared to the warmer months. Similarly, 55% also have more of a **tendency to oversleep** in winter.

47% of Australians suffer an increased **tendency to overeat in winter**, with more than 2 in 5 experiencing a craving for carbohydrates (43%) and sweet foods (43%) during the colder months of the year.

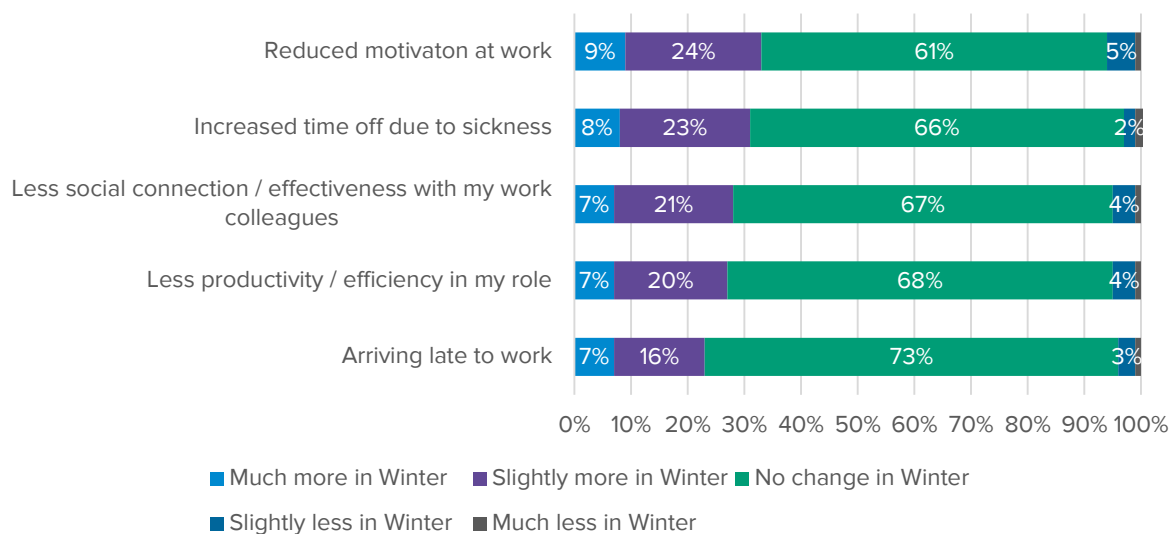
42% of us experience a **reduced social life** during winter and participate in less interactions, which may be linked to the **reduced energy** (45%) and **reduced enjoyment** (35%) that we feel during these colder months.

More than 1 in 3 (35%) say they feel more **down and depressed** in winter than in the warmer months, whereas only 6% experience less of a feeling of being down and depressed during winter.

More than 1 in 4 experience **increased irritability** (28%) and a **feeling of pessimism** (26%) during the winter months as well.

Winter impacts the workforce

Thinking about your employment, to what extent have you experienced the following this Winter, compared to the warmer months?



Winter has an impact on employee performance and the business bottom line with 1 in 3 (33%) Australian employees admitting to suffering **reduced motivation** at work during winter. Winter also affects employee productivity for 27% of Australians who are **less efficient in their role** during these colder months.

Sickness also impacts the workforce much more in winter, with around 1 in 3 (31%) Australian employees taking **increased time off** because of it, with 8% indicating this occurs much more during winter.

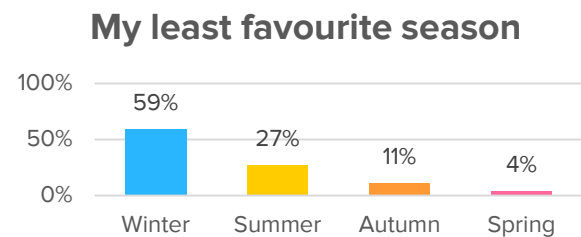
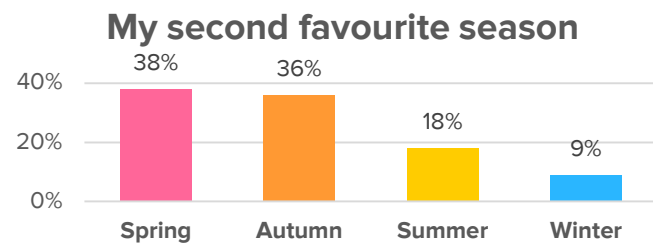
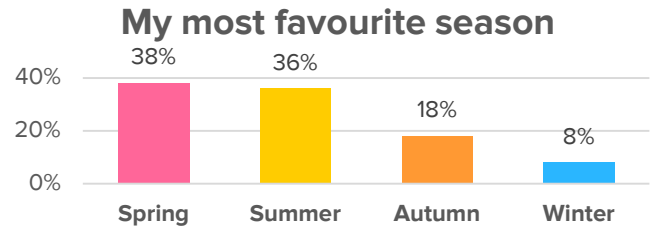
Winter affects 28% of Australian employees in the way of **less social connection** and effectiveness with their work colleagues, while 23% of are also much more **likely to arrive late** to work in winter than in the warmer months.

Spring Australia's favourite season

The results are in and the favourite season of Australians is spring with close to 2 in 5 (38%) saying it is their favourite.

Not only was spring the most favourite among Australians, it was also the second favourite beating out autumn.

Winter is the least favourite season for close to 3 in 5 (59%) Australians, making it the least loved season for Aussies.



Favourite season by the states

While spring is Australia's overall most favourite season, the states are an even split between spring and summer:

| | NSW | VIC | QLD | TAS | NT | SA | WA | ACT |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| Most favourite season | Spring | Summer | Spring | Summer | Summer | Spring | Summer | Spring |
| % | 39% | 37% | 39% | 55% | 50% | 41% | 42% | 62% |

RESPONDENT DEMOGRAPHICS

| | This survey # | This survey % | National % of population aged 18+ |
|---------------|---------------|---------------|-----------------------------------|
| GENDER | | | |
| <i>Male</i> | 499 | 50% | 50% |
| <i>Female</i> | 506 | 50% | 50% |
| <i>TOTAL</i> | 1,005 | 100% | 100% |
| AGE | | | |
| <i>18-20</i> | 48 | 5% | GEN Z 5% |
| <i>21-35</i> | 284 | 28% | GEN Y 28% |
| <i>36-50</i> | 267 | 27% | GEN X 26% |
| <i>51-69</i> | 285 | 28% | BOOMERS 28% |
| <i>70+</i> | 121 | 12% | BUILDERS 13% |
| <i>TOTAL</i> | 1,005 | 100% | 100% |
| STATE | | | |
| <i>NSW</i> | 325 | 32% | 32% |
| <i>VIC</i> | 255 | 25% | 25% |
| <i>QLD</i> | 202 | 20% | 20% |
| <i>TAS</i> | 20 | 2% | 2% |
| <i>NT</i> | 7 | 1% | 1% |
| <i>SA</i> | 70 | 7% | 7% |
| <i>WA</i> | 105 | 10% | 11% |
| <i>ACT</i> | 21 | 2% | 2% |
| <i>TOTAL</i> | 1,005 | 100% | 100% |