Summer Is The Peak Season For Fear Of Missing Out As New Research Shows That 60% Of Brits Claim To Experience FOMO

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Forget hayfever and sunstroke, new research reveals six in ten Brits will spend the summer suffering from FOMO....Fear Of Missing Out!

It is the latest phenomenon to hit social media addicts who become stressed if they feel they are not involved in everything that is going on.

And the summer calendar of high profile sporting events, festivals and holidays is the worst time of year for FOMO, said the study by snack brand Ritz who conducted the survey for the launch of new Ritz Breaks. Whether in the park, at a festival or out with friends making the most of the warmer weather, these bite sized snacks will be at the ready when you are feeling peckish, meaning you don't have to miss a thing!

The survey found 60 per cent admit to such fears, mainly as a result of what they see others doing via social media sites like Facebook and Instagram. They see pictures of friends partying at Glastonbury or watching World Cup matches in the pub without them and feel excluded as a result.

Leading psychologist Donna Dawson explains why we suffer from FOMO: "Men and women are social animals that need acceptance and approval from their peer groups, and so "The Fear of Missing Out" (FOMO) affects us all to some degree. At the root of FOMO are two other fears or anxieties: anxiety about whether we are truly accepted and liked by our friends (measured by how many invitations we receive), and anxiety about not being sufficiently 'clued up' within our social group if we miss out on anything."

The survey of 2000 adults also found 46 per cent worry about summer events they are missing. Only nine per cent say they get the same feeling in the winter. But 60 per cent admit FOMO is a condition they sometimes suffer from.

Dawson adds. "We will feel FOMO more strongly in the summer because the good weather creates more opportunities to do things – which, in turn, makes it more difficult to decide what to do and what to miss. Too much choice can put FOMO into over-drive!"

Missing out on a holiday with friends affects 40 per cent, particularly as it gets nearer departure and their mates constantly discuss it. Social media posts of festivals or days on the beach upset more than four in ten (42 per cent). While trying and failing to keep up with the Joneses makes 14 per cent stress that they are not hosting enough BBQs.

And even if they do go on holiday, they still suffer from FOMO, it seems, as five per cent worry they will be abroad when those in Britain are basking in a heatwave. The survey also showed that FOMO makes 76 per cent feel they are more spontaneous in the summer, the survey reveals, going out more and socialising more.

Kate Wall, Ritz Senior Brand Manager, said: "Our survey has revealed that FOMO is heightened in the summer as the social scene is packed with fun and exciting things to do. That's why we've launched the Ritz Breaks #OutAndAbout campaign to celebrate people saying yes to summer invitations."

To find out more about the #GetOutandAbout campaign visit www.facebook.com/RitzUK or follow us on Twitter @RitzUK.

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Notes to Editors:

About Ritz Breaks

New Ritz Breaks are the latest addition to leading savoury biscuit brand, Ritz Crackers portfolio which consists of Ritz, Ritz Minis and new Ritz Breaks. Available in two delicious flavours Original and Rosemary & Olive Oil, each pack of Ritz Breaks contains six individually wrapped portions of five biscuits, making them a great snack to keep you going when you're out and about this summer. Ritz Breaks are available in all major supermarkets with an RRP of £1.89.

About Mondel?z International

Mondel?z International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2013 revenue of $35 billion. Creating delicious moments of joy in 165 countries, Mondel?z International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as Oreo, LU and Nabisco biscuits; Cadbury, Cadbury Dairy Milk and Milka chocolate; Trident gum; Jacobs coffee and Tang powdered beverages. Mondel?z International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com andwww.facebook.com/mondelezinternational .

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