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The You Code

Judi James with James Moore

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They have spent years professionally analysing the habits and quirks of other people. Now they've written *The You Code* to help you decode both your own and other people's behaviour - and how to use that knowledge to influence your partner, friends, family and workmates.

THE YOU CODE

What your habits say about you

Judi James and James Moore

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‘Observe all men; thy self most.’
– *Benjamin Franklin*

‘... a strong “brand” is what makes the people you want
to influence choose you over someone else.’
– *branding consultant Louise Mowbray*

‘What do you wear on the running machine? I can’t
bear to wear flat shoes.’
– *Victoria Beckham*

INTRODUCTION

WHAT IS THE YOU CODE?

How long does it take for other people to sum you up? A minute? Ten seconds? Recent research shows that, incredibly, it takes just one tiny tenth of a second for someone to make huge judgements – right or wrong – about what we're like. And the clues they pick up mean they are making decisions about everything from attraction and status to employability, along with assessments of our entire personality and future behaviour.

Exactly how those assumptions are made is a complex process. But one thing is for certain: these first impressions will often result from the hundreds of seemingly superficial or subliminal choices that you yourself have made. And every day your brain is making thousands of them, from the pen you take to a meeting, to the ring tone you download to your phone, to the coffee you order from your friendly barista – even your decision to read this book. Each decision adds up to the overall image known as 'You'.

In this book you will discover that although these little choices, some made consciously, others subconsciously, may *seem* trivial they are never without meaning. Every decision sends out clear signals about your personality traits and makes a profound difference to how other people think about you.

The modern pace of life means we sum people up as swiftly as possible based on small amounts of evidence. And, as our attention spans get shorter and populations get

larger, we turn to processes like speed-dating to find partners, or websites like Facebook to find friends. How many people have you seen today already? If you live or work in a city you could have commuted with or walked past thousands of individuals and if you work in a large company you could have seen hundreds more. Like any other animal tuned into survival mode your brain will have assessed each one of these people, making decisions to ignore, be attracted to, be alert to, or even be frightened of, which can range from real fear in the case of the menacing-looking guy on the train and perceived fear when you find yourself alone in the lift with the chief executive.

Fortunately for you and your intellectual well-being you made most, if not all, of these judgements without thinking, or at least without conscious thought. Because let's face it: you'd have neither the time nor the energy to start picking over the bones of each and every transaction. You're probably too busy buying your sandwich for lunch and getting back to work on time to start analysing the other people in the check-out queue. And during that meeting in the afternoon or in that bar or club in the evening you probably got an impression of people around you through what you likely call your 'gut reaction'. You will have liked, disliked, trusted, distrusted, listened to or ignored those around you without once asking yourself why you felt the way you did. Because, in the process known by psychologists as cognitive algebra, our brains tend to cut straight to the solution without bothering to study the sums involved in getting to it.

But even in this era of spin, hype and performance where the phrase 'style over substance' is applied with boring regularity to everything from breakfast cereal to politicians, doesn't it make sense to delve deeper into why you present yourself the way you do to other people? It's time to make a few small incisions into your overall impact and peek

beneath the surface to discover exactly what it is you're happily telling other people about yourself and your psyche. Because even if you're a lifelong member of that cult called 'being myself' it can only add value to your personal stock to be aware that your messy desk or gnarled old ballpoint are telling your boss that you're unreliable, or that the mountain of cuddly toys on your bed led that new date to believe you're a bunny boiler.

And while we're tripping down the analytical route, how about trying a bit of psychological sat-nav when you're sussing out other people, checking their tattoos to discover what they reveal about them or looking in their bathroom cabinet for clues to their personality rather than just checking out their star sign? Or maybe even figuring out the best way to get a pay rise based on your boss's car colour, rather than his or her apparent mood when you walk into the office?

Still hoping that your own first impressions will dissolve like sugar in coffee once people get to know you for longer? That all their initial prejudices or unfair assumptions will vanish once they stick around long enough to discover the worth of the real you?

Well, the bad news is that they won't. Or at least it's very unlikely.

Psychologists who have studied the science of first impressions have discovered that our initial preconceptions are not easily changed. Though you might argue that they are based on visual stereotype and assumption, and attempt to make balanced and fair appraisals based on long-term knowledge and experience, you'll find evolution is standing in your way. As the human animal we're programmed to make snap decisions on other people as part of our survival programming. Your initial, instinctive assessments will be over fight or flight, safety or danger, but after that your brain will find itself bombarded with a

stream of complex information that is often based on the subtlest and subliminal non-verbal signals, so getting your own signals right first time will be vital. The good news is that once you know the rules you can use these telling signals to manage the impression you give other people by making subtle changes in your habits. This is the technique known as 'impression management' and it's our ability to tailor and flex our verbal and non-verbal messages that create success in the modern world. In this book you will get the tools to unlock the secret code of your everyday decisions, uncovering the precise kinds of messages you're sending out about yourself, often without realising it. It gets to the nub of how you really appear and may tell you more about yourself than you ever wanted to know, as well as providing an intriguing insight into the other people around you. But it will also enable you to use what we call The You Code – the secret language behind our choices and habits – to manipulate the message, presenting the best of yourself, without changing the core of who you are.

[Part One](#) of *The You Code* is the scary section, because you get to investigate all your inner thoughts and emotions via your foibles and everyday choices. Did you know that the coffee you order tells all about your sociability and attitude to life, while the way you eat your lunch reveals your sexual tastes, preferences and style? Can you bear to discover what your untidy desk really means about your thinking and working processes? Or exactly what your wardrobe behaviour or the mess beneath your bed means?

In [Part Two](#) you'll get help analysing others. And we'll include all the most important people in your life from your boss to prospective lovers. We'll show you what their personal choices and behaviours mean and even encourage you to have a cheeky pry into other people's bathroom cabinets in a bid to understand them better.

In [Part Three](#) you'll read all about impression management as we show you how to become strategic, making small but effective changes in your impact and image to ensure more success in your career or in the dating and mating game.

But let's start by studying the 'You' in The You Code ...

**PART ONE: WHAT YOUR
HABITS REVEAL
ABOUT YOU**

1

HOW CHOICE AND TASTE DEFINE YOU

Each of your daily choices has a raft of factors behind it. Some factors are conscious but many are subliminal, and all reveal things about your personality that even you aren't aware of. Take a simple choice that you make regularly, like your daily newspaper, for instance. Here's a list of the psychological factors that might be involved in that one choice, versus the reasons you would probably give for buying it:

You:

- 'I like it best'
- 'I buy it for its sports coverage'
- 'I agree with its politics'
- 'It's cheap'
- 'It's the one I always buy'

In reality:

- Historical: you will be affected by the choices made by your parents and the newspaper you saw when you were growing up.
- Muscle memory: you buy the same paper every day without making a decision. Habit helps you avoid the pressure and stress of multiple choice.

- Class and aspiration: your choice of tabloid or broadsheet will be partly, if not fully, based on where you position yourself in terms of class. By moving from tabloid to broadsheet you could be seeing yourself as upwardly mobile.
- Eye familiarity: your eye has been trained to accept information from this print style more readily than any other.
- Tactile familiarity: you find comfort in the way the paper feels and moves when you turn the pages.
- Trust: familiarity has created what is often a false sense of trust for the writers and the information they present.
- Empathy: either you agree with many of their views or you have been brainwashed into believing you do.
- Delegation: you allow the newspaper to make many of your key decisions for you.
- Social acceptance: you buy the paper that fits in with your pack to create a uniformity of thinking.
- Listing skills: your paper takes all your daily information and prioritises and organises it for you, like a PA.
- In-group approval: it helps you present views that will gain approval (if not agreement) of the group you inhabit.
- Mood: the paper you read affects your mood on a daily basis. Some are cheering, others sobering, some worrying, some actively stoke personal anxieties about things like health and safety. Choose your paper, choose your mood.

YOUR REGULAR CHOICES: NATURE OR NURTURE?

It's easy (and lazy) to assume your choices were something pre-determined in your genes; that the things you like and the things you don't are such an intrinsic part of your personality that you have no control over them; that, in other words, you have no choice about your choices! But all choice is variable and relatively open to change. The first step is looking at your current reality and deciding if it's presenting the 'You' that you want other people to see.

Habits can take roughly 12 to 20 days to knock into touch if you have the willpower and focus to change. Ever take sugar in your tea? When you try your first cup without sugar it will taste repulsive, even to the point of making you shudder and grimace, signals of disgust and rejection that animals normally reserve for poisonous substances. But persevere and that unsweetened tea will taste less repellent as the cups go down. After about 20 cups you'll have reached a stage of acceptance that means putting sugar back into your tea would now induce those symptoms of disgust.

Even strong likes and dislikes can be challenged relatively easily and by doing so you might find you release some extra facets of your personality. If someone else likes something there's almost no concrete reason why you shouldn't. The only contradictions to this rule would be instinctive dislikes based on the survival response, like a dislike of pain or loud noise. Nearly everything else is up for grabs if you can only bypass your belief systems.

So even though your choices and tastes can be hugely revealing in terms of your inner psyche, there's no reason why you can't change those habits to present yourself in a way that might make your life more successful.

LOGIC V EMOTION: I HATE SPIDERS

Do you feel that your decisions are simply logical choices, the result of your brain weighing up the possible alternatives, even when it comes to who to date or what clothes you wear?

Belief systems are all to do with links that you have stored in your subconscious, and which will often bypass logical thought. For instance if, as a small child, you watched your parent display acute fear when he or she saw a spider then it's likely your brain will have made an instant 'learned' link between a spider and fear. This memory and link will be stored for future reference so that every time you see a spider you remember to be scared, even though your conscious mind is aware that, in most cases, spiders are incapable of harming you. Your 'consciousness bypass' would mean your reaction of horror appears spontaneous and instinctive when all it's really down to is wonky programming.

Some people experience a lesser version when asked to eat a Brussels sprout or smell a certain perfume. But if you have the urge and desire to change you can just as easily employ positive bypassing. Foods like smelly cheeses, hot chillies, oysters and even beer have a high repulsion factor when you first taste them, but we often persist because we know other people enjoy them and that they are an acquired taste.

So likes and dislikes tend to be totally down to personal choices that can fluctuate. Clothing styles you found the height of taste and fashion a few years ago can look ridiculous and embarrassing once that fashion has changed. Favourite films or books can be puzzlingly disappointing when revisited later, and even a favourite perfume or aftershave can seem to stink once your tastes have moved on. The only sense that seems to be resilient to being 'fooled' is that of hearing, which of course relates to your appreciation of music. Songs and tunes that you loved years

ago often retain that appeal in the present day, even if trends have moved on. Why? Mainly because the set of rhythms and patterns of notes trigger pleasure in different parts of the brain and body, and because most music we have heard becomes stored away in individual memories that are amazingly enduring. Hearing one note or just the title of a song will mean we can access nearly all of it at will, playing it over in our head in a way that will give almost as much pleasure as the real thing.

Our emotions play a big part in our daily decisions too. When you make a choice that pleases you your brain gets programmed to make the same sort of decision next time, creating a habit.

So let's take a look at some of those little decisions. And where better to start than with modern society's most popular little daily pleasure: the working-day cup of coffee.

2

HIDDEN MESSAGES IN YOUR IMAGE

Prepare to step back and take a long hard look at YOU. Not the you that you see from the inside, but the external, projected you that is seen by and reacted to by others. This is the you that is the sum of many parts, and the you that is defined by all those everyday decisions. We're going to investigate some of your most telling traits, habits and choices, showing what they say about you and your psyche.

Think you know yourself inside out? Then you're in for a shock because you're about to meet many different facets of you that you probably never knew existed. We'll be showing you how your animal side can emerge when you make apparently simple lunchtime choices, how your handbag or man-bag sends signals about your self-esteem and how you allow your sexual side to hang out on display in simple things like the type of tie you wear or the height of your heels.

WHAT THE COFFEE YOU DRINK SAYS ABOUT YOU

As you walk off to work carrying that paper cup of over-priced take-away coffee clad in its own little brown cardboard jacket you're taking part in a reward ritual that is as much about self-esteem and social posturing as it is about energising yourself with a cuppa. The act of carrying

your coffee through the streets and into work is every bit as important as drinking it. It's effectively a luxury purchase, and therefore a mini-trophy that affirms your status and sense of achievement and success.

Anyone living or working in a town or city will be aware of the 'coffee revolution' that's occurred over recent years. Over 400 billion cups of the stuff are now consumed across the world every year, with 70 million drunk in the UK daily. In the middle of this decade there was a £50 million rise in coffee sales nationally in just three years. A three-year study by the University of Glasgow found that its effects are universal – all classes and age groups have taken up this new obsession with coffee. This has created a new kind of socialising, which means that coffee houses have taken a huge role in our daily 'hunt-kill' reward rituals; not only does a luxury coffee purchase symbolise a reward for a day spent hunting the 'kill' of work success, the coffee house itself can provide the venue for group get-togethers for planning, discussing and celebrating that 'kill'.

The staggering amount of coffee outlets will also make your coffee a signal of both individualism *and* pack conformity. You chose your outlet because it becomes your 'pack' – or the pack you would like to join, but then the opportunity to customise means you retain your feelings of individuality within that pack. We see newspaper shots of celebrities clutching their branded coffee and the gap between ourselves and an American superstar is somehow breached. The brand you choose is like a club you join.

But what about the type of coffee you order and consume? Coffee choices are based on more than mere taste. With their foam, cream and sprinkle-topped options these drinks have been created to appeal on a much deeper psychological level, relating to self-esteem, stress levels and search for the comforts of childhood. Could you expect a rampant, no-holds-barred sex life from a man who orders a

decaf soya latte? Could you envision sophisticated leadership from a woman sucking a caramel frappuccino, liberally festooned with sprinkles and marshmallows, through a jumbo-size straw?

The Espresso Drinker

The implied instant gratification 'hit' of this drink suggests lone consumption for a quasi-medicinal purpose (getting that caffeine burst asap!) rather than the altogether more tactile pleasures of the foam, cream and slow-sip of a cappuccino or latte. Espresso is the unfiltered cigarette of the coffee world and imply hard-living, night-time shenanigans followed by a rather louche attempt at daytime repair. This is the most grown-up of all the coffee options, suggesting a rather cynical view of the universe that borders on sarcasm or even aggression. Espresso drinkers tend to wince as they swallow, which suggests they have a 'no pain - no gain' attitude to most pleasures in life. Espresso Man/Woman has left childhood way behind and is now a devotee of all things cool.

If you're an espresso drinker, you laugh in the face of a healthy lifestyle while the caffeine highs and lows can mean you are moody and don't suffer fools gladly. In work you tend to set yourself high standards; sometimes so high that they're impossible for you to achieve. You're into leadership and fast goals; wafflers, time-wasters, small talk and office gossip can make you irritable. You tend to work long hours and expect others to do the same. When there's a task to be done you have strong focus and direction. You're also susceptible to stress and anxiety. When it comes to sex keep the 'instant hit' theme in mind. Espresso tends to be experienced, exciting and consummate lovers but you're not known for your reliability or unswerving loyalty.

The Black Coffee Drinker

Although similar in tone to espressos, plain old black coffee lacks the biting hit that makes the drinker wince. It is also devoid of any the trappings of self-comfort and flirtatiousness that frothy milk or cream adds, meaning that Black Coffee Drinker is no-frills, into minimalism and very adult 'cool', preferring to be direct when it comes to all person-to-person transactions, be it business, conversation or seduction.

You're a Black Coffee Drinker? Indulgence is not a word you'll tend to use and although you're not exactly pious you're closer to being driven and competitive than to pampering and prevarication. Quiet and moody but with brief bursts of extroversion (usually booze-fuelled), as a Black Coffee Drinker you make a difficult but potentially rewarding friend, colleague or partner.

The Latte Drinker

Cosy, reliable and thorough. This is an infantile drink for infantile people who like to pretend they're up there with the cool big kids but who will tend to roll over and display their sweeter side when placed under pressure. This drink is low on flavour but high on security blanket. By taking a dark and dangerous drink like coffee and turning it into a comforting, milky bedtime beverage Latte Drinkers want to come across as hot-shot contenders, but undermine this by baring their immature side at the same time. It's an attempt to turn danger into safety and is the preferred drink of 'pleasers', those who have an overwhelming compulsion to be liked. If your boss is a Latte Drinker, they will use a baby voice or act cute even when they're telling you off.

If you're a Latte Drinker you tend to avoid direct confrontation but that doesn't mean you won't get someone else to do the dirty for you. This is because your fluffy,

loveable front can easily hide a stubborn and determined business side that might find political or strategic behaviours useful. However being liked is a priority for you so why jeopardise popularity by fighting your battles yourself when there are henchmen you can delegate to? This 'milk-with-a-dash' preference shows you're not one for grasping life with both hands. Essentially loyal to your family or partner, Latte Drinker is no firework. You tend to like comfortable surroundings and long chats with people you trust. You fear that others find you boring and, to be blunt, sometimes they probably do. But deep down they know Latte Drinker is a good egg, and your sense of fun, often self-effacing, makes you a joy to be around.

If you're a Latte Woman you tend to be the type who has cuddly toys strewn on her bed; if you're a Latte Man you've embraced your metrosexuality with arms stretched wide. You're both likely to have a coyly passive attitude to sex, preferring to be seduced rather than do the seducing, and your ideal romantic evening will include snuggling on the sofa with your partner while you watch a good movie. Sex is probably about play-fighting, fun and pet names rather than anything more adult or extreme.

The Cappuccino Drinker

An extrovert with an optimistic outlook, the Cappuccino Drinker is all about style over substance and is just as happy giving a presentation in the boardroom as poring over *heat* or *Nuts* or drooling over the latest Gucci courier bag. The bulk of the cappuccino's appeal lies with the froth and Freud would have a field day here, with the milky spume remaining largely unconsumed, having little function apart from the tactile pleasures of licking, sucking and even wearing that milk moustache. Cappuccino froth gives the tongue the mother of all workouts and is all to do with the

physicality of the experience, rather than the basic consumption of beverage.

A cappuccino is your drink of choice? You like to be surrounded by nice material objects and nice people but you aren't obsessed with them. Touchy-feely toward friends and family you're someone who enjoys sex, but who needs a partner who is always going to be thinking of ways to make it that little bit more exciting. The chocolate and froth on this coffee is more important to you than what lies beneath, and this could very well be true of your lifestyle. You're a starter rather than a finisher and tend to get bored by research, logic and detail.

The Instant Coffee Drinker

A no-frills type who takes life on the chin. At least that's the way you want to be seen. Yes, you're a cheerful, seemingly straightforward type who likes a laugh, but you also have a tendency to procrastinate and some see you as downright shallow. You get a lift easily, but you get depressed and melancholy just as easily. You aren't that adventurous in your career and tend to spend a lot of time reflecting on making any changes or pursuing any new jobs.

To the opposite sex you can be an enigma and while you think you're loyal you need to try hard to show there's some depth to your personality. Your lack of conformity shows in the way you stick to your instant brew while the rest of the world embraces a Gaggia lifestyle and it might also pop up in your career and your sex life. 'If it ain't broke why fix it?' is your motto, and the Missionary position rules okay. You're probably allergic to any behaviour you see as pretentious and that includes leaving the seat down, scraping ground biscuits off the shag pile, or taking your socks or tights off before sex.

The Decaf Soya Milk Drinker

Forget the healthy living and recycling connotations, this coffee option smacks of eco-worrier rather than eco-warrior. If caffeine gives you palpitations and cow's milk brings you out in spots there's little hope for you in cockroach society that is city dwelling. This is a self-righteous option that implies you think you're just too precious for the real world. Allergy-envy is a condition that is on the increase but is your dairy dread and wheat intolerance actually just a ploy to get attention? By advertising your fragile side you're warning the world to back off, like a driver with a 'baby on board' sticker in the rear window but no sign of kiddie passengers. The very faux-ness of your selection (why drink coffee if you don't want caffeine and why pick milk if you're allergic to dairy?) implies you want what you shouldn't have and suggests that you're disguising your true personality: what you see might not be what you get with the Decaf Soya Drinker.

If you're Decaf Soya Man you're signalling that you're trouble from the word go. Picky, fussy and pernickety you're likely to be squeamish in the bedroom too, rushing off to shower as soon as the exchange of bodily fluids is over. If you're Decaf Soya Girl you're pretentious and high maintenance. You repeat the 'my body is a temple' mantra, and you're likely to be just as demanding in bed as you are in your lifestyle. And the Decaf Soya Drinker does have a tendency to be self-obsessed. If you're a Decaf Soya Drinker you're the sort of person who spends half an hour answering the question 'How are things' without ever realising that your colleague was only being polite.

The Frappucino Drinker

What the hell is frappucino? This slush-puppy for sophisticates is like the ultimate coffee poseur's joke, except

it only seems to be ordered by people with no sense of irony. In many ways it's part of a reassuring ritual for the average townie: in winter drink cappuccino, and in summer frappuccino. The only problem with the UK weather is it's easy to frap too early and get caught sucking slush in the middle of a June downpour!

As a Frappuccino Drinker you like to stay at the cutting edge, but the problem is that you don't know when to jump on a bandwagon or when to get off it. You might see yourself as a trendsetter but in fact you're sending out the message that you're someone who favours style over substance. Your relationships therefore often only last as long as your drink choice. You can appear flighty and very 'easy come, easy go' when it comes to friendships and relationships. You'll try anything once but especially if you've seen a celebrity do it first.

The No Coffee Drinker

Never has a phrase been so shocking, show-stopping and strangely alienating as 'I don't drink coffee'. Tell people that you don't do sex or drink booze or that you never watch TV or rarely wear knickers or wash your hair and you'll get empathy, sympathy or even respect. But no coffee? In animal terms this is like an ape that 'doesn't do grooming'. In body language terms you'll see people who don't even try to mask the fact that they think you're a freak. So what's your problem? If it's medical ('I find it repeats', 'it makes me hyper') then unless you are the wrong side of 90 years old you are a complete wuss. If you are frightened of coffee you are frightened of life, as Dr Johnson should have said. In the grand spectrum of available drug options, coffee has to tick all of the boxes: it's legal, of some medical benefit, and is only mildly addictive. If it's taste that puts you off then you really are a child. Coffee tastes *wonderful*. Get over it. Twenty-one days is all it will take to break your cycle of

disgust and then you'll be back in the real world with all the other grown-ups, rather than sipping herbal tea with all the wimps.

WHAT YOUR TEA SAYS ABOUT YOU

Tea is an interesting option, especially drunk outside the home. Whereas indoor coffee is always sadly inferior to the take-away variety (hence the knacker's yard of home cappuccino-makers on display at car boot sales), home-brewed tea is invariably better than take-away tea, meaning that whereas coffee drinkers are aspirational, motivated and ambitious, those who drink tea outside the home will settle for second rate. Tea drinkers only really shine when it's an option between canteen coffee and canteen tea because stewed tea is far less lethal than stewed coffee.

So what about the tea perfectionist? Someone who brings their own pot to work and goes through the rituals of warming and stirring? There's a whiff of the maiden aunt about this behaviour, suggesting a pedantic character who is very unlikely to be married. (Tea after a restaurant dinner for two will suggest that sex is unlikely to be on the menu.)

Earl Grey

... drinkers do have an air of superiority but they're also those who prefer their gratification delayed, rather than instant because the 'delicate' flavour of this tea can take several samplings before it can be enjoyed. Earl Grey without milk suggests that you are pretentious but with milk hints you're a snob without portfolio, someone trying to look posh but without really 'getting it'.

Builders' Tea

... is the drink *du jour* of everyone in the media. This option suggests you're jolly and creative and spontaneous but of course it's all a bit of a front. Your working-class credentials are blown out of the water by the fact that no builder ever called this 'builders' tea'.

Chai

... is the trendy tea option, having only appeared on coffee-bar menus in recent years. It singles you out as someone who likes to embrace change and try all things new, but not as heroically as you might hope, as this sweet, milky option is very akin to a sugary, caffeine-free latte, i.e. the drink of very small kiddies.

Lapsang Souchong

... how precious are you? How special? Not very is the likely answer but you clearly like to think so.

We've got you to a 'tea'

Drinking tea and coffee is such a ritualistic process that it even tastes better quaffed from your favourite cup according to psychologists at the University of Sheffield. Nearly two thirds of us own a favourite cup or mug.

While we're on the subject of liquids it's worth taking a look at your choice of water too.

WHAT YOUR WATER SAYS ABOUT YOU

Since the day eau de Perrier made its way to these shores and onto our dinner tables the stuff you drink and wash in has become an über-elitist liquid with water snobs cropping up everywhere. Want to show you have a palate that is refined beyond that of most mere mortals? Then claim you can do a blindfold taste test to recognise brand, region and vintage. Of course, this is never possible but hopefully no one you know has a life that is dreary and mind-numbingly dull enough to take you up on your challenge and if they do you can always claim it was the type of glass it was served in that polluted the taste.

Like any other of our modern-day, multiple-choice affectations then, the water you choose to quaff and the way you choose to quaff it will speak volumes, if not gallons ...

Tap Water

If you live in the city and drink water straight from the tap without running it for half an hour beforehand you're clearly the sort of person who adds a sugar cube to champagne ('To get rid of some of the bubbles and help it go down') or ketchup to a dish of curry; that is, you're someone with no sense of either taste or decorum or you have a depressive personality and a nice taste in chemical additives.

You're unpretentious, unaffected and a bit of a salt-of-the-earth type who drinks like kids do: because they're thirsty rather than to impress. This 'down the hatch' behaviour could also indicate that you're not the world's healthiest eater as basic thirst like yours tends to stem from consumption of copious amounts of salt.

If you order tap water in a restaurant you're either a very thrifty snob or something of a champagne socialist, that is someone who will pay £19 for a fishcake but who takes a stand akin to the people's popular front when it comes to

being charged for what God/nature supplied for free. And there's the added bonus of showing that uppity waiter you're nobody's fool at the same time. The louder you ask for tap water at a restaurant table the more stubborn, opinionated and sanctimonious you're likely to be. Yes, it's more environmentally friendly. But you probably drive a car. It proves, not so much that you're green, but that you're frankly a bit of a show off.

Carbonated Water

You're a bit of a kid at heart but not so much of a kid that you'll refer to a drink as 'fizzy', preferring instead euphemisms like 'carbonated' or even 'sparkling'. In fact, it's the fizz you like as it means that the non-existent olfactory experience of water is made up for by the tactile one, buzzing around in your mouth and throat and causing suppressed burps for the rest of the meal.

You're someone who likes to pretend their body is a temple but who falls from grace regularly because fun overrules denial every time in your book. You're sometimes silly, often fun or funny and borderline unreliable, although in a charming way. You like to take risks that are often uncalculated and struggle with planning, theorising and discussing. If you don't get on with the things in your life straight away your short attention span means you'll get bored and move on quickly.

Still Water

You're quietly elitist although with a complete horror of being seen as flashy. You like to do things the right way for the right reasons and if that means some form of denial or even suffering then so be it because you live by the mantra 'no pain, no gain'. This means you'll put up with things in your life that you dislike just to allow yourself to enjoy the