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One lump or two in builders' favourite brew

Oliver Moody

The chimpanzees still have it. Long after watching the last confused hominids trying to lump pianos down the stairs, builders have chosen PG Tips as their favourite tea.

It is possible to be even more precise: the tradesman on the Clapham Omnibus likes a bag of PG Tips with one or two sugars, according to a poll for RatedPeople.com, the recommendation website. More than three quarters of the tradesmen surveyed said that they had been welcomed by clients with a cup of tea, with 37 per cent opting for PG Tips, 33 per cent Tetley, and 23 per cent Yorkshire Tea.

The small victory comes months after Choppers, 42, the last of the tea-drinking chimps, checked into the primate equivalent of rehab to unlearn all the human habits she had picked up in advertising.

