

# Brits divided on gift spending this Valentine's Day

London (8th February 2016) – More than a quarter of Brits (28%) who are in a relationship will spend nothing on their other halves this Valentine's Day, according to new research by shopping website with a heart, Give as you Live.

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## SUMMARY

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**L**ondon (8<sup>th</sup> February 2016) – More than a quarter of Brits (28%) who are in a relationship will spend nothing on their other halves this Valentine's Day, according to new research by shopping website with a heart, [Give as you Live](#).

Of those who do plan to buy gifts, the average spend sits at £13.90, with only 6% prepared to spend more than £50 on loved ones.

## Average spend by region

London £20.95

Oxford £19.75

Glasgow £15.25

Sheffield £14.85

Edinburgh £14.60

Birmingham £14.30

Cardiff £13.55

Bradford £12.40

Liverpool £11.25

Manchester £11.00

Leeds £10.80

Norwich £10.55

York £9.95

Nottingham £9.60

Coventry £9.50

Southampton £8.25

Bristol £7.65

Belfast £6.90

Aberdeen £5.75

Among gift buyers, the big spenders are in London, with the average planned spend this year being £20.95, the highest in the country. Those spending the least are people in Aberdeen, with an average of £5.75 planned for Valentine's Day gifts.

There will be wilting roses in York, which was revealed to be the least romantic city, with 42% of people in relationships saying they had no plans to buy anything for their partners on Valentine's Day.

### **How Brits are celebrating Valentine's Day**

One in 10 (10%) 35 to 44-year-olds admitted they will try and find a new lover by spending Valentine's Day on a first date from a dating app, like Tinder. Meanwhile, young love isn't everything it seems, with 18 to 24-year-olds most likely to spend the day alone (23%).

The ladies are the least romantic this Valentine's Day with nearly a third (32%) of women in a relationship planning to shun gift buying this year, compared to 23% of men in relationships. Of those who do buy gifts, men spend an average of £16.75 while women spend just £10.80 on average.

Despite the low spending, almost half (49%) of Brits will spend Valentine's Day with a significant other. Cupid hasn't struck everyone though, as one in five say they're choosing to spend it alone (18%) and a further fifth say they don't celebrate Valentine's Day (19%).

Greg Hallett, Managing Director, Give as you Live commented, "It's a shame some people are choosing not to buy gifts for their loved ones this Valentine's Day, but for those who do – it's the thought that counts, regardless of the amount. For those wanting to put a little extra thought into their gifts this year, sites such as [giveasyoulive.com](http://giveasyoulive.com) allow shoppers to buy from over 4,000 retailers while also raising a free donation for the charity of their choice. It's a great way to share the love this Valentine's Day.

"The digital landscape gives so many opportunities to us all, whether it's online dating or giving to

good causes across the UK. Gifts bought through [giveasyoulive.com](http://giveasyoulive.com) will be an extra special gesture for charities close to shoppers' hearts this Valentine's Day."

These results come from a survey by [Give as you Live](#) of over 2,000 people across the UK, who were asked about their Valentine's Day plans.

To date, Give as you Live has helped to raise over £6 million for UK charities. Every registered UK charity can benefit, and more than 4,000 online retailers are taking part, including Tesco, John Lewis, Selfridges, [lastminute.com](http://lastminute.com), [ASOS.com](http://ASOS.com) and many more.

Need inspiration? For Valentine's Day gift ideas for women, please visit:

<https://www.giveasyoulive.com/gifts-for-her>, and for gift ideas for men, please visit:

<https://www.giveasyoulive.com/gifts-for-him>



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#### ABOUT GIVE AS YOU LIVE

[Visit Give as you Live](#) homepage

Working with all 220,000 UK-registered charities, Giveas you Live enables supporters to raise funds for any charity of their choice every time they shop online, without spending a penny more. Give as you Live can unlock the 'hidden millions' available to UK charities through their supporters' online shopping, seamlessly moving money from the corporate sector at no cost to the charity or general public. So far, Give as you Live has helped shoppers raise £3,878,449.90 for charities in the UK.

Participating charities can receive up to 90% revenue share and already more than 400 charities receiving over £25 per year per supporter, with almost half receiving over £50 per year per supporter, through Give as you Live. The donation shown on the Give as you Live website is always the value that the charity receives.

Give as you Live can be used with over 2,600 of the biggest online retailers, from supermarkets, to travel agents,

to dating sites. In addition to the likes of Expedia, John Lewis, iTunes, and lastminute.com, the most recent retailers to sign up include ASOS, Argos and EDF Energy, with the full list available [here](#). Taking levels of UK online shopping into account, Give as you Live has the potential to raise £2 billion every year for the UK's charities.

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Give as you Live newsroom