

Young Brits won't be making much of Mother's Day

London (29 February 2016) – Young Brits aged 18 to 24-years-old won't be spoiling their mum this month, with half (49%) saying they aren't planning on buying any gifts this Mother's Day, according to new research by shopping website with a heart, Give as

29 FEBRUARY 2016

SUMMARY

Young Brits aged 18 to 24-years-old won't be spoiling their mum this month, with half (49%) saying they aren't planning on buying any gifts this Mother's Day, according to new research by shopping website with a heart, Give as you Live.

London (29 February 2016) – Young Brits aged 18 to 24-years-old won't be spoiling their mum this month, with half (49%) saying they aren't planning on buying any gifts this Mother's Day, according to new research by shopping website with a heart, [Give as you Live](#).

When asked about what they plan to spend on Mother's Day gifts this year, 43% of young Brits said they don't celebrate the day, and a further 27% simply said "nothing." Among those who will buy gifts, the average spend for spoiling mum will be just £6.30 – below the national average of £13.00.

Greg Hallett, Managing Director, Give as you Live commented, "We need to remind our young Brits that there are plenty of gifts out there that mums will appreciate for a reasonable cost. They don't have to break the bank to give something back."

Last-minute Mother's Day

Across the nation, more than a quarter (27%) will be leaving gift buying to the last minute. Almost a fifth (18%) say they will leave gift buying until a couple of days before, while a brave one in ten (9%) will be cutting it fine, purchasing gifts on the day or on their way to see their mother.

Average spend by region

London £18.60

Norwich £15.20

Glasgow £15.00

Oxford £14.70

Liverpool £13.00

Belfast £12.60

Birmingham £12.55

Sheffield £12.40

Edinburgh £12.40

Coventry £12.00

Cardiff £11.15

Leeds £9.90

Manchester £9.45

York £9.25

Nottingham £9.00

Bristol £8.40

Southampton £8.35

Bradford £7.20

Aberdeen £6.10

Londoners will spend the most on their mum, with the average this year at £18.60, the highest in the country. On the bottom end, almost half (44%) of those in Aberdeen say they won't be buying Mother's Day gifts, and among those who will be buying something, the average spend will sit at £6.10.

Greg Hallett, added, "With any gift, it's the thought that counts, and for those wanting to put a little extra thought into their gifts this year at no extra cost, sites such as giveasyoulive.com allow anyone to buy from over 4,000 retailers (including florists, chocolatiers and cosmetics) while also raising a free donation for the charity of their choice. Don't leave Mother's Day gift buying to the last minute; find something special online and donate to your mum's favourite charity – as a special touch."

These results come from a survey by [Give as you Live](https://giveasyoulive.com) of over 2,000 people across the UK, who were asked about their Mother's Day spending 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 House of Fraser, John Lewis, Selfridges, lastminute.com, Notonthehighstreet.com and many more.

For more information about Give as you Live, please visit: www.giveasyoulive.com

For Mother's Day gift ideas, please visit: <https://www.giveasyoulive.com/mothers-day>



SPOKESPEOPLE



Firefly Communications

everyclick@fireflycomms.com

+44 (0) 20 3170 8021

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.



Give as you Livenewsroom