

Booze, smut and satisfaction: what women want this Valentine's Day



Give as you Live®

Give as you Live research finds that liberated ladies are twice as likely as men to buy alcohol and adult toys

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Summary **Liberated British ladies are twice as likely as men to buy alcohol, adult toys and satisfying experiences* for their lover, with 66% of Valentine's Day buyers being women, according to new research from charitable shopping platform Give as you Live.**

Details Liberated British ladies are twice as likely as men to buy alcohol, adult toys and satisfying experiences* for their lover, with 66% of Valentine's Day buyers being women, according to new research from charitable shopping platform Give as you Live.

Last Valentine's Day, 66% of adult toys and 'experience' buyers were women, compared to just 33% men. And when it comes to the booze, a whopping 70% of the purchases were from women and just 30% men.

By contrast, genteel British gents are a massive six times as likely to buy flowers and three times as likely to buy jewellery for their beau. Of the flower-buyers last Valentine's Day, an overwhelming 9 in 10 (87%) were men, with just 1 in 10 (13%) women. Two thirds of those buying jewellery were men and just one third women.

These results come from a survey of over 2,000 people across the UK, who were asked about the way in which they shop for Valentine's Day. Give as you Live – who commissioned the survey – is a new way to help your favourite charity, just by shopping online. When consumers shop with Give as you Live, a percentage of what they spend goes to the charity of their choice, without them having to spend a penny more – as it's the retailer who makes the donation.

Whilst the chivalrous chaps seem happy to shower ladies with more typically romantic gifts like flowers and jewellery, girls just want to have fun – opting for "get involved" gifts like alcohol, adult toys and experiences.

Gendered gifts: who buys what?

Adult toys

- Men 33%
- Women 67%

Alcohol

- Men 30%
- Women 70%

Experiences

- Men 33%
- Women 67%

Flowers

- Men 87%

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- Women 13%

Jewellery

- Men 72%
- Women 28%

Chocolate

- Men 55%
- Women 45%

Polly Gowers OBE, CEO and Founder of Give as you Live, commented:

“British women clearly know what they want – and they’re not letting unimaginative boyfriends, partners and husbands get in the way! Boys, take note – flowers and chocolates are great, but on Valentine’s Day, women are looking for ‘shared experiences’.”

Breaking hearts, not the bank

While most Brits will be getting romantic on February 14th, for many lovers, the stars are not so much crossed as crushed. Almost a third (29.1%) of people who are in a relationship spend absolutely nothing on Valentine’s Day gifts, and another quarter (25%) spend £20 or less.

Even worse, almost half (45%) Brits buy their Valentine’s gifts either the day before, or on their way to see their partner, whilst over a third (36%) of shoppers will make their passionate purchase anywhere between a week to a few days before Valentine’s Day. In comparison, under one in five (17%) UK shoppers will buy their gifts anywhere between a week to a month in advance.

It’s not all bad though – seven in ten (71.9%) spoken-for Brits do bother to buy gifts for their Valentine.

Give as you Live has produced a number of Valentine’s Day gift guides, to help traditional chaps and liberated ladies buy the perfect gift for their other half. Buying any of these gifts through Give as you Live will raise money for the charity of your choice, at no extra cost to you.

Valentine’s Day gifts for him

Valentine’s Day Jewellery Guide

Valentine’s Day’s Out

Already, Give as you Live has raised over £4.2 million for UK charities. Every registered charity can benefit; and over 3,000 online retailers are already taking part (including online brands like Interflora and ASOS and retail giants like Ann Summers and John Lewis).

Relevant links

 [Valentine’s Day’s Out](#)

 [Valentine’s Day Jewellery Guide](#)

 [Valentine’s Day gifts for him](#)

Quotes

 *British women clearly know what they want – and they’re not letting unimaginative boyfriends, partners and husbands get in the way! Boys, take note – flowers and chocolates are great, but on Valentine’s Day, women are looking for ‘shared experiences’.*

— Polly Gowers

About Give as you Live

Working with all 220,000 UK-registered charities, Give as 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 £2billion every year for the UK's charities.

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