

Press Release: Embargoed until TBD

Face-to-Face or Facebook?

Are the people in the UK really turning to their computers for friendship or do they still like a face-to-face with their mates...a survey by an Interactive Social Auctioning site MadBid.com finds out.

Are Northerners really friendlier or will the South bring some surprises?

Stereotypically it's thought that people down south are unfriendly but that's certainly not the case according to over 2,000 MadBidders.

Londoners really are much friendlier than they are given credit for. Want to meet up face-to-face with the friends you met online? Then best place to be is London & Greater London - they had the largest proportion of people that had met at least one online friend in person. (London 59.8% & Greater London 70.8%)

In Orpington, Kent they're super friendly too; they had the most online friends with 40% of them boasting more than 500.

However the lonely have no location boundaries; they have no friends online in Alloa, Scotland (25%), Blackpool (16.67%) and the county of Bedfordshire (12.5%) – compared to 3.36% average in the UK.

Feeling romantic? Go to Bolton where 60% met their current partner online. In the South head for Kingston upon Thames a hefty 42.9% met their current partner online and the county of Bedfordshire, 25% said they'd tried online dating and loved it, the highest in the UK.

Those in Clydebank prefer mainly Cyber-chums they have one of the highest number of people that prefer online friends compared to their real friends (33.3%) however 100% of them have met at least one online friend face-to-face.

The friendliest counties to be in England seem to be in the South West. Cornwall (72.7%) & Dorset (59.3%) had the highest percentage of people meeting at least one online friend in person and in Dorset 22.22% like to spend more time with online friends than real friends, which is much higher than the UK average.

In Dorset 25.9% met their current partner online (highest in UK) and another 14.81% have tried online dating and loved it. Cornwall lovers do well online; 18.18% met their current partner online and charmingly 21.05% of Devonshire folk believe that you can better understand a person by first talking to them online.

THE UK:

Northern Ireland is the friendliest part of the UK as it came top in most of the polls with 11.90% having over 500 friends online, 19.05% making more than 51 online friends in the last 12 months and 100% of them have, compared to England where only 7.26% made the same amount of friends.

Prefer going down the pub with your mates or going on a shopping spree with your girls? Then stay in Northern Ireland as they hang out with real life friends, only a tiny 2.38% preferred spending time with online friends as opposed to real life ones - compared to Wales where 12.05% preferred spending time with Online friends.

In Scotland you're most likely to prefer real friends to online friends: In Angus, Ayrshire, Clackmannanshire, Inverness-shire & Renfrewshire no one preferred online friendships. This is perhaps supported by the fact that in Ayrshire (71.43%) only made less than 30 friends online and Renfrewshire beat that with 75% - the fewest online friends in the UK. In Angus they made less than 10 online friends in the last 12 months each and Angus had the lowest in % the UK for meeting any of their online friends in real life (16.7%) – which is probably a good thing if none of them prefer their online friends!

Most of Scotland had a similar opinion except the those in Dumfries & Galloway where 14.3% preferred online friends –and while online they accumulate lots of friends too as they had the highest proportion of people with more than 500 online friends (28.6%) & the highest amount of people that had met most of their online friends in person (28.6%) – although maybe not all 500+ of them!

In Wales they like to keep their real friends to a select few with Cardiff, Monmouthshire and Swansea all saying that none of them had made over 50 friends in real life this year. But if it's an online buddy you want, the best county to find one in Wales is Monmouthshire where 15% of them preferred online friends – the highest in the UK.

For our MadBid.com customers the best place to live is in St Albans in the UK as 33.3% of people have met or plan to meet a fellow customer – which is not surprising as 66.7% of them found it easier to talk to people online than in person.

ENDS

Survey synopsis below

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ABOUT MADBID.COM

MadBid.com, the pay-to-bid auction website, is the leading Pan-European Interactive Social Auctioning platform that offers consumers an exciting bidding experience, where users can buy a range of desirable consumer goods by placing bids through their website.

Unsuccessful bidders can purchase some items using their placed bids as a discount.

Launched in 2008 UK based MadBid.com provides a high level of customer service and interaction as well as a wide product offering, resulting in nearly one and a half million registered customers and over 170 thousand auction items sold, with average savings of over 70% of the RRP – inclusive of the bids spent.

MadBid.com is also available in Germany, Italy, Spain and Ireland and launched in South America as a white label MrBidoo, a joint venture with MrBidoo International.

In The Guardians Tech Media Invest 2010, MadBid.com is one of the Top 30 IT companies in the UK

and number one in its e-commerce category.

Atomico Ventures, a leading technology investment group founded by Niklas Zennström a successful entrepreneur and co-founder of high profile technology companies such as Skype and Kazaa invested £4 million in MadBid.com in July 2010.

NB: All use of figures and survey results must include credit 'survey by MadBid.com'

Survey results:

2051 users surveyed

How many friends have you made in the last 12 months in real life?

0 – 10 (1317 / 64.21%)

11 - 30 (454 / 22.14%)

31 - 50 (152 / 7.41%)

51+ (128 / 6.24%)

How many virtual/online friends have you made in the last 12 months?

0 - 10 (1366 / 66.60%)

11 - 30 (345 / 16.82%)

31 - 50 (176 / 8.58%)

51+ (164 / 8.00%)

How many virtual/online friends do you have?

0 - 30 (997 / 48.61%)

31 - 50 (217 / 10.58%)

51 - 100 (223 / 10.87%)

101 - 250 (245 / 11.95%)

251 - 500 (227 / 11.07%)

500+ (142 / 6.92%)

Have you ever met any of your purely virtual/online friends face-to-face?

None (1016 / 49.54%)

1 or 2 (435 / 21.21%)

Several (356 / 17.36%)

Most of them (244 / 11.90%)

What is your opinion on online dating?

I met my current partner online (197 / 9.61%)

I've tried and loved it (129 / 6.29%)

I can better understand a person by first talking to them online (191 / 9.31%)

It's not the same as meeting someone in person (1182 / 57.63%)

It's for weirdoes (352 / 17.16%)

Do you spend more time with your online friends than your real friends?

More time with online friends (227 / 11.07%)

More time with real friends (1373 / 66.94%)

Same amount of time with both (269 / 13.12%)

More time with real friends (but only online) (182 / 8.87%)

Do you prefer your real world or online friendships?

Prefer real world friendships (1601 / 78.06%)

Prefer online friendships (87 / 4.24%)

About the same (294 / 14.33%)

I don't really have friends (69 / 3.36%)

Do you find it easier to talk to people online?

Yes (580 / 28.28%)

No (727 / 35.45%)

Sometimes (744 / 36.27%)

Have you ever met anyone face-to-face that you befriended on MadBid?

Yes (123 / 6.00%)

No (1832 / 89.32%)

Plan to (96 / 4.68%)