

**Press release: For Immediate release**

## **Cheryl Cole on top and Russell Brand down with Nick Clegg!**

Who does the nation want to wake up with on Valentines Day? In a survey by [MadBid.com](http://MadBid.com), [the interactive social auctioning website](http://theinteractive-social-auctioning-website), might want to wake up to a loved one but that isn't necessarily their partner!

Cheryl Cole was by far the most popular at 16.02%, and Johnny Depp amongst the men but only 6.04% with X Factor's Matt Cardle trailing at 4.28%

Lucky that Prince William 3.90% is marrying Kate Middleton 4.09% too – could their marriage now take Prince William off the number one position of poster boy on certain young ladies walls?

It's hardly surprising that only 1% (or maybe it is) want to wake up with Nick Clegg on Valentine's Day but how does Russell Brand limping in at 1.05% along with Richard Hammond 1.71% feel about joining him on being so low down on the nations romantic notions?

Kelly Brook 6.18% beat Scarlett Johansson 2.85%, Keira Knightly 2.52% and Kim Kardashian is in only 1.52% of admirer's romantic thoughts.

Perhaps more worrying is that less than half of the UK (48.86%) wants to wake up with their partner - slightly more in the South West of England 54.5% and even less in Northern Ireland 39%. 43% of the men and only 30% of the women! Although Salisbury folk the highest rate of extremely romantic people (64%) but not about their partners as only 36% want to wake up them.

However romance and 'coupledom' is still blooming in Colchester, Essex where 75% would rather wake up with their partners and it's not likely to be in Colchester either as 62.5% of Colchester lovebirds think an ideal Valentine date is a quiet weekend away.

ENDS

For further press information on MadBid.com or this survey please contact: [press@madbid.com](mailto:press@madbid.com)

Editors Notes:

[MadBid.com](http://MadBid.com), the interactive Social Commerce website, is the leading Pan-European pay-to-bid auction platform that offers consumers an exciting bidding experience, where users can buy a range of desirable consumer goods by placing bids through their website.

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

## Survey results:

MadBid.com survey sample 2,041 MadBid users

### Question 1: How romantic are you?

#### Nationwide:

Extremely romantic – I can't wait to spoil my loved one (577 / 34.99%)

Fairly romantic – I'll do whatever I have to do for a quiet life (606 / 36.75%)

Not very romantic – It's all a bit commercialised so I try not to get sucked in (391 / 23.71%)

Romance is dead – I do NOT get involved no matter how much my partner complains (108 / 6.55%)

#### Regionally:

People in London have highest rate of extremely romantic people (40%)

People in Northern Ireland had the minimum rate of extremely romantic people (22%)

Highest percentage of people believing romance is dead is found in Wales (11%)

#### Cities:

Salisbury has the highest rate of extremely romantic people (64%)

Highest rate of people in Plymouth say Romance is Dead (17%)

### Question 2: How romantic is your current partner?

#### Nationwide:

Very romantic, my partner always makes me feel very special (515 / 31.23%)

Quite romantic but I would like to see it more often (626 / 37.96%)

Not very romantic – if they could get away with it I wouldn't even get a card (319 / 19.35%)

My partner wouldn't know romance if it slapped them in the face (207 / 12.55%)

#### Regionally:

Most romantic partners are found in South West England (38%)

Least romantic partners found in Wales (20.22%)

#### Cities:

The most romantic partners were found in Chelmsford (52%)

The least romantic Partners were found in Plymouth (33%) 'My partner wouldn't know romance if it slapped them in the face'

### Question 3: How many Valentine's cards/gifts are you expecting this year?

#### Nationwide:

None – nobody loves me (362 / 21.95%)

Just one from my other half (1059 / 64.22%)

Just one from my parents (72 / 4.37%)

More than one – what can I say? I'm popular! (176 / 10.67%)

#### Regionally:

72% of people in N Ireland say they get Valentine Card or gift from their partners

Highest proportion of people who not receive any card or gift reside in London (29%)

**Cities:**

The highest rate of the people to receive a Valentine card or gift from their partner is in Coventry (81%)

The highest rate of people who receive no cards resides in Plymouth (50%)

**Question 4: How much are you willing to spend on a Valentine's gift for your partner?****Nationwide:**

Nothing (278 / 16.86%)

Less than a fiver (110 / 6.67%)

More than a fiver but less than £20 (306 / 18.56%)

Between £20 and £50 (432 / 26.20%)

Between £50 and £100 (240 / 14.55%)

More than £100 (109 / 6.61%)

Money is no object for the one I love (213 / 12.92%)

**Regionally:**

In N Ireland highest rate of people spend on partner over 100 pounds (9%)

In North East England (21.68%) are spending nothing on their partner

**Cities:**

The highest rate (20%) of people spend their partners more than £100 in Chelmsford and Halifax

The highest rate of people who spend nothing on their partners were found in Plymouth (50%)

**Question 5: What's your ideal Valentine's Date?****Nationwide:**

A lavish meal (345 / 20.92%)

A quiet weekend away (584 / 35.42%)

A night in with a DVD and a bottle of wine (309 / 18.74%)

A raunchy night in a hotel with furry handcuffs, edible underwear and lots of dressing up. (208 / 12.61%)

I don't do Valentine's dates (300 / 18.19%)

**Regionally:**

You are more likely to spend a Valentine's Night having:

A lavish meal in Northern Ireland

A night in with a DVD and a bottle of wine in South West England 19.82%

A quiet weekend away with someone from South Central England (36.28%)

A raunchy night in a hotel with furry handcuffs, edible underwear and a lot of dressing up with someone from South East England (14.94%)

You're more likely not to get a Valentine date in London 25% don't do them

**Cities:**

You are more likely to spend a Valentine's Night having:

A lavish meal in Chelmsford 40%

A night in with a DVD and a bottle of wine in Bath 50%

A quiet weekend away with someone from Colchester 62.5%

A raunchy night in a hotel with furry handcuffs, edible underwear and a lot of dressing up with someone from Halifax 40%

You're more likely not to get a Valentine date in Blackburn, as 46.15% don't do them

#### ABOUT MADBID.COM

[MadBid.com](http://MadBid.com), the Interactive Social Commerce website, is the leading Pan-European pay-to-bid auction 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](http://MadBid.com) provides a high level of customer service and interaction as well as a wide product offering, resulting in over one million registered customers and nearly 150 thousand auction items sold, with average savings of over 80% of the RRP – inclusive the bids spent.

MadBid.com is also available in [Germany](#), [Italy](#), [Spain](#) and [Ireland](#).

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