

Press Release: For Immediate Release

Where's the best Valentine in the UK? Romance and Valentines Day habits thrive in the UK – well not in all cities...finds MadBid.com survey

There is often talk about the North/South divide, but as [MadBid.com –the interactive social auctioning website](#) - recent survey found Northerners and Southerners aren't too dissimilar when it comes to romance or Valentines Day habits, Scotland came out as rather stereotypical in spending as did Wales in pessimism but when you drill down to the cities that's where it really starts getting Romantic...or not in Plymouth's case.

CITIES

In the South you want a city of romance it appears Salisbury is the place to be as no one there thinks romance is dead. 64% are extremely romantic, those that are romantic are most generous 36% say money is no object in spending on a loved one – although who are the people of Salisbury being romantic with? 64% of them want to wake up with celebrities rather than their partners. In Bath you're more likely to be wooed by spending a night in with a DVD and a bottle of wine 50%.

In the South East Restaurateurs and romantics should hangout in Chelmsford Essex, they have the most romantic partners 52% in the UK and 20% show their love by spending more than a £100, possibly as their idea of a perfect way to celebrate is taking out their Valentine for a lavish meal 40%. Although Colchester will be empty as 63% will be spending a quiet romantic weekend away.

There are a lot of romantic people in London too; 40% consider themselves extremely romantic and 17% say that money is no object when it comes to buying gifts however it seems for all the thoughts of love in reality it's a lonely place to be as in reality 29% (the most) don't receive a Valentine's day card at all.

Despite the South West of England having the most romantic partners 38% and 54% wanting to share Valentine's day morning with their partners there is one city, nationwide you really need to avoid if looking for love, Plymouth; they have the least romantic partners 33%, more people in Plymouth think romance is dead 17%, 50% don't receive a Valentine's Day card not surprising really as 50% spend nothing on their partners.

In the North romantics would do well in Halifax as generously 20% will be spending more than £100 on their beloved and you'd have a steamy Valentines Night as 40% would prefer to celebrate on a raunchy night in a hotel with a pair of furry handcuffs, edible underwear and lots of dressing up! Avoid Blackburn as nearly half the people there don't 'do' Valentines Day – 46% of them!

In the Midlands those in Birmingham, reassuringly, no one thought romance is dead and in Coventry couples are tops with 81% receiving a card from their partner - a UK record.

In Scotland if you can find anyone to spend anything on Valentine's night you'll be at home in Edinburgh - with a bottle of wine and a DVD 26% but you're more likely to get a card 78% –

but in Glasgow if you can find anyone to have a date with, 26% don't do Valentines day, then you're more likely to be in a hotel – being quiet or raunchy!

Over a third of people, in both the North and South of England described themselves as 'extremely romantic' and only 6% thought romance isn't dead – but in Wales they're more pessimistic over 11% thought that romance was over although perhaps not surprisingly as 20% have the least romantic partners.

Although Northern Ireland have the least romantic people, 21.88% said they were extremely romantic, so if you are loved there they know how to charm and are generous; a whopping 71.88% receive a card from their partner, 25% spend £50-£100 on gifts and 71.88% considered a 'lavish meal' as an ideal date – although it might not be with their partner as only 40.63% would like to wake up with their partner rather than a celebrity on February 14th.

However Scotland seems to be rather stereotypical in spending the least; 19.3% spend nothing on their partners and don't expect a lavish meal either but are redeemed by their faithfulness is being the highest group, 52.63%, in wanting to wake up with their partner on Valentine's day.

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Survey synopsis below

For further press information on MadBid.com or this survey please contact: press@madbid.com

Editors Notes:

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:

Salsbury 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 i 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 hand-cuffs, 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 weekend away with someone from Colchester

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

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

ABOUT MADBID.COM

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 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