

MEDIA RELEASE – 10th February 2010

EasyInsites uncover what mums hope to receive for Valentine's Day Partners might be surprised by what we found

Guildford, 10th February 2010: EasyInsites, a full service online research agency specialising in custom panels, today announce the results of a Valentine's Day themed survey just completed using the Bounty Word of Mum™ panel. This survey was fielded from February 4th through 8th and contains over 2,700 completed interviews with expectant and new mums across the UK.

Key findings include:

- Although flowers were the top choice, only 23% indicated this as one of the items they hope to receive this year.
- 11% indicated they expect to receive only a card, and 7% expect to receive nothing.
- A home cooked romantic meal with 15.5% beat out both chocolates at 12.5% and a dinner out at a nice restaurant at 9%.
- Over half expect their partner to spend no more than £10 with over 80% expecting their partner to spend no more than £30. Only 3% expect their partner to spend over £75.
- 61% indicated they expect the amount to be about the same as last year, while over 22% expect the amount to be *less* than last year vs. only 7% expect it to be *more* than last year. This result was very similar for what mums expect to spend on their partner.
- Although just 10% of mums expect to receive only a card from their partner, 19% plan to purchase only a card for their partner. Home cooked romantic meal (16%) followed by chocolate (12%) also ranked next highest as items that mums expected to give to their partner, with after shave/cologne and clothes following next at 7% and 6%.
- When asked what would be their ideal way to spend Valentine's Day, "A day just for me and my partner, *without* the children" (47%) was chosen only slightly more often than "A day for us to spend together as a family" (45%).
- The attitude toward Valentine's Day still includes agreement with statements such as "I love getting Valentine's Day gifts" and "Valentine's Day is a great time to make your other half feel special"; however, there is definitely a more modest approach to what is being spent as reflected in agreement with statements such as "We've cut back on what we do now that we have kids, but we still try to mark the day somehow" and "We've got better things to spend our money on".

If interested in further details regarding this particular survey or how to purchase access to the Bounty Word of Mum™ panel, please contact info@easyinsites.com.

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About EasyInsites

EasyInsites is a full service online research agency focused on offering clients a range of innovative research tools to meet their research needs and to allow them to conduct more research at a lower cost. Our key product is EasyPanel, our custom panel product with which clients can easily conduct research on their consumers, customers, employees and markets. Our EasyExchange platform is at the heart of our EasyPanel product offering with its main feature the opportunity for clients to monetise their panelists by making their panel “open” to other researchers, with all appropriate restrictions and limitations set by our client as the panel owner. In addition, EasyInsites offers a full range of innovative online research products to ensure our clients derive maximum value and insight from their custom panel. Even without a custom panel, clients can turn to EasyInsites for their online research needs, since we offer a full range of easier, more automated and cost efficient yet innovative research tools including EasyVideo – a webcam based interviewing platform; EasyQual – for online bulletin boards and focus groups; and EasyMobile – the fastest and most convenient method for collecting brief polls. For more information, visit us at www.EasyInsites.com

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