

# **Dads want less for Father's Day the more kids they have – mums want considerably more – just don't buy her flowers**

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Dads want a little less for Father's Day the more kids they have – yet mums want considerably more.

A survey of UK consumers, carried out by the leading Gamified eCommerce site, MadBid.com, shows that 31% of men with one child would be happy with just a card or nothing at all, rising to 36% when they have three kids or more.

For mums, though, the opposite is true. 31% of mums with one child would be content with only a card or nothing at all for Mother's Day – but this plummets to just 21% when they have three kids or more. They'd far prefer be pampered with a day off (14%, rising from 5% for mums with one child), given some cash to buy clothes (14%, rising from 5% for mums with one child), or be bought something special to wear (9%, rising from 3% for mums with one child).

And while tech is the gift dads most desire (37% overall), the more children women have the less they want it (just 7% of mums with three or more children, falling from 28% for mums with one child).

MadBid.com's managing director Juha Koski, 40, and father of two, comments: 'Mums may well view tech as something that's shared throughout the family, and the more children they have, the more they want something that's just for them. Luckily for us, though, a lot of mums and dads really want tech as a special thank you for their hard work throughout the year - and we think they should definitely get it!'

Yet only 15% of dads were given tech last year (with 37% wanting it overall).

And despite the fact that just 12% of mums wanted flowers, 31% were given them for Mother's Day last year.

The survey, by the leading Gamified eCommerce site, MadBid.com, was carried out with 961 of its UK customers in June 2016.

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Notes To Editors

Founded in the UK in 2008, MadBid.com is a leading Gamified eCommerce site, operating in 10 European countries including Italy, Germany, Spain, Poland, the Netherlands, France, Austria, Ireland, Portugal,

and UK, as well as Mexico, Turkey, India, Japan, Canada and Australia. It has over 6 million registered users globally, over 1.6 million unique visitors per month.

MadBid.com is in the UK's 'The Guardian' Tech Media Invest 2010 as one of the Top 100 IT companies in the UK, and was listed in The Sunday Times' Tech Track 100 as one of Britain's fastest-growing companies in 2012.

This exclusive and innovative platform has sold more than 3800 unique premium products to their users such as premium laptops, mobile phones, TVs, cameras, beauty products, housewares, cars and more. MadBid offers customers an exciting shopping experience with a No-Lose Guarantee, where users can buy a range of desirable consumer goods by placing bids through the site and save up to 89% on RRP, as confirmed by BDO.

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