

# This Valentine's Day Chocolates just won't make the grade

Submitted by: Aqua PR

Monday, 26 January 2009

---

Over one third of mothers surveyed want a weekend away from their children.

In a survey undertaken by leading kids shopping and savings portal [www.KidStart.co.uk](http://www.KidStart.co.uk) 450 mothers were asked what their ideal gift would be this Valentine's Day. Presented with seven options ranging from a simple card to jewellery over one third of the participants opted for a romantic weekend away.

Surprisingly, the three options that received the most requests all involved time away from the children. Following hot in the heels of a weekend away was a quiet dinner a deux and in third place was a day at a health and beauty spa.

Maybe they are still counting the Christmas calories but chocolates came in last place – receiving only 2% of the votes and jewellery received only 7%; flowers and a card came in almost equal with 11% and 12% respectively.

With today's hectic lifestyle, working, doing the school run, kids clubs and the shopping women some time out so this Valentine's Day a little quiet time with your partner will earn you major brownie points.

## Results of the Poll

First Place Weekend Away

Second Dinner Out

Third Spa Day

Fourth Card

Fifth Flowers

Sixth Jewellery

Last Chocolates

[www.KidStart.co.uk](http://www.KidStart.co.uk) a unique shopping portal, with over 300 on line retailers that gives the shopper up to 20% back on purchases. This money is automatically transferred to a Child's Trust Fund or other bank or building society savings account.

FSA regulated, no joining fee, no membership cards, no catches, no hidden charges just FREE cash for kids.

For more information go to [www.kidstart.co.uk](http://www.kidstart.co.uk) or call Aqua PR on 0207 736 8866 or KidStart on 0207 731 0700