

Two thirds of UK women want a handyman over a traditional gift this Valentine's Day

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With just under a week to go until Valentine's Day, research from leading bathroom specialist Heritage Bathrooms (<http://www.heritagebathrooms.com>), reveals that men should forget the chocolates and overpriced flowers, all women want is a home makeover.

Traditionally Valentine's Day brings with it love songs, champagne and the promise of a date to paint the town red, but this year we just want the paint. Just a third of UK women would actually be grateful for a traditional gift, as the majority would prefer the promise of a handyman, according to findings from Heritage Bathrooms (<http://www.heritagebathrooms.com>).

With costs for Valentine's Day including gifts, dining out and travel expected to reach just over £200, women across the UK are calling for the money to be diverted into getting their house up to scratch. With 43% of those questioned only expecting to spend £500 or less updating the décor in their homes across the entire year.

Quizzed on how they would utilise a handyman's time, 45% of people would stretch to a bigger £1,500 spend getting as many rooms in the home finished off or updated as possible, while 35% would use the same budget to focus on an entire revamp project such as updating an ageing bathroom.

Claire Jennings Marketing Manager for Heritage Bathrooms (<http://www.heritagebathrooms.com>) comments: "Our research suggests that, post-recession, people are looking to make lasting investments in their homes. At Heritage Bathrooms we're not surprised by the findings of our research and think that occasions like Valentine's Day are the perfect opportunity to request more practical gifts from our loved ones."

The research conducted by Heritage Bathrooms also found that 39% of women, when looking to move to a new property, would seek somewhere that needed redecorating in the living areas, but boasted designer statements elsewhere around the home. While 32% of men see newly painted walls and new carpets throughout as the deciding purchase point.

Claire Jennings continues:

"Generally our research found that men like to have the final say on a colour choice in the home, but when it comes to bigger projects like the bathroom or kitchen it's us women who lead the design choice."

Photography, product images or spokespersons quoted are available for interview. For further information please contact Katie Bregazzi or Emily Bell at spottydog communications on 01455 822712 (Katie@spottydogcommunications.com / Emily@spottydogcommunications.com)