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### **“SEX PLEASE, WE’RE BRITISH”**

- One in ten singles log on for casual sex this Valentine’s Day -

The age of romance is officially dead, as one in ten singles will go online specifically for casual sex this Valentine’s Day, according to new research out today.

Gone are the days of traditional wining and dining dates, singles now hold no shame in setting their own sex-agenda, especially in the face of smug couples on the most romantic day of the year.

Gumtree has seen postings for casual sex partners shoot up by 17% in the week leading up to Valentine’s Day. There are over 1,000 posts each day in London alone by people looking for one night of no-strings-attached fun.

One such Gumtree poster wrote: “If you would like to have some great fun for Valentine’s Day read on. This is what I have in mind: A nice dinner at a restaurant, a few drinks and an exciting night at a hotel. Of course if you have any other ideas or you would like to add to this why not....”

And it’s not just lustful Londoners going online for no-strings-attached fun, Bristol and Birmingham are hives of sexual activity too:

- London – 17% rise
- Bristol – 65%
- Birmingham – 6% rise

The research, carried out by Gumtree.com, reveals online community sites are the most popular with 35-45 year old singles (14%) searching for casual sex partners. Younger Lothario 18-25 year olds (11%), however, are still keen to get out and about 'on the pull' this Valentine's Day because there may be other lustful singles out there too.

Sadly though it's not all fun and frolics for singles this year. The thought of witnessing smug couples in blissful happiness on Valentine's Day is too much for over half (55%) of singletons who plan to stay at home this year.

Or perhaps they're too shy and retiring to approach that special someone who's caught their eye. Gumtree has hundreds of people posting Missed Connections on the site every day, in the hopes that a connection can be made with less embarrassment than a face-to-face encounter.

In London the top ten places people have a Missed Connection are:

1. Ealing
2. Croydon
3. Victoria
4. Putney
5. Clapham
6. The Jubilee line
7. Wimbledon
8. Kingston
9. Richmond
10. London Bridge

So this Valentine's Day if you aren't feeling plucky or you think

someone was trying to catch your eye, head to Gumtree.com to see if Cupid's arrow can have another chance.

Sophy Silver of Gumtree.com comments on the research findings and rise in casual sex postings: "We think its great that singles aren't sitting at home miserable on their own if they don't want to. And particularly on Valentine's Day when, if you're single, it seems everyone else is in blissful happiness."

"Even if you're just looking for a date, going online to meet someone can be a lot easier than trying to meet someone when you're out and about. Just make sure whatever you're looking for, be it a casual encounter or long-term romance, you go into it with your eyes open and with common sense.

"At Gumtree we take the safety of our users seriously so we recommend that when surfing for casual sex or a date people use common sense and necessary caution to stay safe. Don't divulge personal information, and always tell a friend when you're meeting a fellow surfer. End a meeting if you feel uncomfortable."

**- Ends -**

For more information please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email [gumtree@lexispr.com](mailto:gumtree@lexispr.com)

**Notes to editor:**

- The survey is based on 1,000 interviews with unattached people aged between 18 and 45. Respondents were interviewed using the Ciao online panel between 7<sup>th</sup> and 8<sup>th</sup> February 2008. The final sample was composed of 48% male and 52% female respondents
- All other figures from Gumtree.com

## **About Gumtree.com**

- Gumtree.com was created in London in March 2000 and now covers 73 cities across 9 countries - the UK, Ireland, Poland, Australia, New Zealand and South Africa, Hong Kong, Singapore and US.
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs

## **Some Fast Facts**

- 20,000 new ads in a day
- 100,000 new ads in a week
- Half a million new ads in a month
- One million ads live on the site at any one time
- 150 million page impressions every month
- Around 6 million visitors a month
- Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms, flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends