

## IT'S OFFICIAL US BRITS LOVE A BASH

### *-New Research Reveals Brits Really Are the Best Merrymakers-*

It's no secret that us Brits love any excuse for a right royal knees up – from celebrating life's everyday moments to marking the big occasions. New research from [Moonpig.com](https://www.moonpig.com) reveals that over 85% of Brits love nothing more than a lively gathering of friends, family and sometimes even complete strangers with whom to celebrate all of life's special events and everyday moments. And with life expectancy on the increase, more and more of the UK are living to celebrate landmark occasions like 90<sup>th</sup> and 100<sup>th</sup> birthdays!

More than ever we are looking for reasons to throw a bash, create a celebration and enjoy a social experience. The research revealed that over half of patriotic Brits (58%) revealed they are planning on attending a party to celebrate a national event this year including one in ten who are planning on a right royal knees up during the Queen's 90<sup>th</sup> celebrations in June.

Seven in ten (70%) amongst us attend a social gathering every month with a whopping 47% of those surveyed admitting they look for any excuse to throw an impromptu gathering, with reasons such as sunny days and pet's birthdays cited as the cause of celebration!

25-34 year olds are the official party animals, proving the age group that seek any excuse to socialise regardless of landmark occasions (59%). Almost two in five in this age group state that they attend at least three social gatherings a month, with 18-24 year olds coming in at a close second (46%).

The survey goes on to reveal that men are topping the party polls with 40% admitting they are more likely to organise their own party or celebration in aid of a national event compared to 32% of women, with twice as many men having either attended or hosted a Eurovision party.

Despite 85% of the nation citing friends and family as their favourite party people, when it came to revealing what their celebratory essentials were, food topped the party list over friends (69%) followed closely by friends & family (67%) and alcohol (58%). The gourmet go-getting doesn't stop there, with food & drink being cited as the most popular focus for almost a third (30%) of parties organised by us Brits, followed closely by people focused (16%) and thrifty budgeting (12%). For

those in the North West, however, booze was cited as the biggest essential to any social gathering (71%) and it appears us Brits are well versed in celebratory traditions with almost a third (30%) citing a card and balloons as the number one party essentials.

The top three occasions marked with a formal celebration are birthdays (77%), weddings (57%) and christenings/baby naming ceremonies (33%) and for those Brits set to celebrate an impending landmark Birthday it appears there are no rules for seeing in the celebrations with tattoos, extreme sports, cruises and marathons just some of the ways us Brits will be seeing in their birthday bash.

James Graham, Head of Gifts at Moonpig comments:

*' We know Brits love to celebrate in style when it comes to birthdays and the rest. Demand for alcohol has increased by 38% over the past month and we see spikes throughout the summer thanks to the abundance of weddings and anniversaries. All in all it's great to know that we're delivering that precious gift along with a personalised card to people who cherish those celebratory moments!'*

In true British form, Moonpig decided that the Queen turning the big 90 was the perfect excuse to pull out the party poppers and fill up on fizz. After hosting events at Bluewater & The Oracle shopping centres, shoppers were given the chance to get involved in celebrating by leaving their messages for Lizzie's big birthday! Moonpig then hand delivered a very special 90<sup>th</sup> birthday card to The Queen at Buckingham Palace to honour the nation's love of marking all of life's meaningful moments – from the everyday to the big occasions.

*For gifting ideas for every occasion check out [Moonpig.com](http://Moonpig.com)*

\*Research conducted by Atomik in May 2016 polling 2,000 UK respondents

**-ENDS-**

For further information, please contact Truley O'Sullivan or Katherine Chambers at Popcorn

PR

[Moonpig@popcornpr.co.uk](mailto:moonpig@popcornpr.co.uk) /01494 413170

*Check out the [Moonpig.com](http://Moonpig.com) website to see our full range.*

*Moonpig offers a range of postage options depending on the product, with everything available via next day delivery. Cards can be sent up until 7pm to catch the day's post and flowers are available on free next day delivery. So no need to panic if you've left gran's birthday a bit last minute, we're here to help! Phew.*

*For the tech savvy folks, the Moonpig App on iPhone and Android, offers easy use on-the-go so that cards and gifts are just a tap away.*



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## NOTES TO EDITOR

### ***About Moonpig***

Moonpig was founded in 2000, we celebrated our 15<sup>th</sup> Birthday in 2015... that's about 48 in pig years! Did you know, that as well as being market leader in the personalised card category, with over 10,000 designs, Moonpig are also experts in flowers and gifts with the Moonpig.com product range expanding weekly. Nope? Well you do now.

Moonpig offers anyone the chance to get their creative juices flowing with the simplest of card personalisation. For those looking for something more traditional, we have an ever-growing range of cards with exclusive designs from Disney, to Carte Blanche through to small independent designers making beautiful designs for us. Our talented team of in-house designers means we're never short of new ideas and striking designs.