

News release

26th November 2012

CLUELESS MEN

- Superdrug reveals 15 per cent of men buy their women the wrong fragrance -

British blokes are completely baffled about their partner's bra size, favourite perfume, date of birth and even eye colour, it was revealed yesterday 26th November 2012.

The findings emerged in a study of 1,000 men, and shows millions are clueless when it comes to knowing the finer details about their other half.

Researchers found that while 64 per cent of men claim to know their wife or girlfriend very well, a quarter have no idea what size dress she wears.

A further 20 per cent wouldn't know what size underwear to buy her, while a staggering 12 per cent can't even remember her date of birth.

As a consequence, four in 10 couples have ended up falling out because 'he' doesn't know 'she' well enough.

And while 15 per cent of men always buy their women the wrong fragrance, a further 12 per cent of women have returned a gift they didn't like because their partner clearly didn't pay any attention.

Gemma Mason, Marketing Manager for Superdrug, which conducted the study to launch its new gift guide said: "The results of this study are actually quite alarming as there are some basic details men really should know about their partner – in particular eye colour and natural hair colour.

"Fragrance is one of the most popular gifts for women in our stores and while we are delighted to help men identify a scent their partner will love, it's always good for our store colleagues to have a starting point.

"Men can be forgiven for not knowing their partner's mobile telephone number off by heart but it's not difficult to take a look on their dressing table to see which perfume they're currently using."

The survey shows one in 10 men don't know what their partner's proper job title is, while a third can't remember the name of the school she went to.

Dates cause major problems, as well as forgetting when she was born a further 35 per cent don't even remember the date they met.

A fifth of blokes can't even name their partner's best friend, while the same percentage has no idea if she suffers from any allergies.

Shoe size, favourite clothes shop, and even their other half's natural hair colour also leave men stumped.

Blokes are also clueless when it comes to remembering their partner's mobile phone number, their middle name or their favourite song or movie.

Researchers found that despite their obvious lack of knowledge for their wife or girlfriend, almost two thirds claim they know their partner 'very well'.

Another 32 per cent reckon they know them 'quite well'.

But 48 per cent admit they do need to make more effort to get to know the little details about their other half.

And more than three quarters say their wife or girlfriend would probably know all of the details about them if they were asked.

In general, 57 per cent of guys admit men are just useless when it comes to remember everyday details about their partner.

Gemma Mason of Superdrug continues: "Christmas shouldn't be fraught because a woman receives a gift that makes her feel she's a stranger to her partner.

"This year we've gone the extra mile to make it easy for men to find the perfect for their partner.

"The gift guide is available as a digital version for the first time so it's easy for men to have the guide with them as they scan their partner's dressing table and find a beauty set, fragrance or gift they'll love."

Top 20 things men have no idea about

	PER CENT OF MEN WHO DON'T KNOW
1. Bra size	39 per cent
2. Dress size	23 per cent
3. Favourite perfume	34 per cent
4. Underwear size	20 per cent
5. Date of birth	12 per cent
6. Natural hair colour	11 per cent
7. Job title	10 per cent
8. Shoe size	23 per cent
9. Mobile phone number	54 per cent
10. Favourite clothes shop	24 per cent
11. Favourite song	54 per cent
12. Favourite movie	47 per cent
13. Name of best friend	18 per cent
14. Date you got together	35 per cent
15. Eye colour	16 per cent
16. Preferred body lotion	53 per cent
17. Preferred shampoo	38 per cent
18. Middle name	14 per cent
19. Name of school	28 per cent
20. Allergies	20 per cent

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For further information please contact Katie Robotkin on 07944 69 39 41 or email katie@z-pr.com

Notes to editor:

- Customers can locate their closest participating store by calling customer services on 0845 671 0709
- Superdrug offers everyday accessible beauty on the UK high street with over 900 stores in the UK and Ireland
- For information on Superdrug's loyalty card, Beautycard, please visit www.superdrug.com/Beautycard

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Around the world, 25 million customers a week enjoy shopping at A.S. Watson Group's retail stores across its 33 markets. The Group has one of the world's largest portfolio of retail formats, retail brands and geographical presence. Proudly supported by a global family of 98,000 staff, the Group is also a member of the world renowned Hong Kong-based conglomerate Hutchison Whampoa Limited, which has major interests in ports and related services; property and hotels; retail; energy, infrastructure, investments and others; and telecommunications in 53 countries.

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- Europe's leading luxury perfumeries & cosmetics retailer, with over 1,600 stores in 16 markets among which 10 holding market leader position, under three retail chains, including Marionnaud; ICI Paris XL in the Benelux; and The Perfume Shop in the UK

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