

14 August 2002

## **WOMEN PURSUE PLEASURE OVER THE PAIN OF RELATIONSHIPS**

***The successful “Woman of the Noughties” has never felt more able to fulfil her sexual, emotional and professional needs. And she doesn’t think she needs a man to make her life complete...***

A study among professional 18 to 35-year-old women has found that **Passion**, **Promotion** at work and **Pole-Dancing** are now their key ingredients for a happy life in the new millennium.

These Noughties women appear to want everything and more – always looking to add something extra special to make their lives complete.

Five hundred young, affluent women were quizzed about their attitudes to love, work, life...and sex:

**Passion:** Nearly a third of women (30%) questioned regularly read racy novels and watched blue movies. One-third said they were already members of the “Mile High Club” or were keen to join.

**Promotion:** In order to be a successful career woman 52% of women are willing to abandon their female attributes. 28% would abandon their femininity and sensuality and 24% would abandon their caring non-confrontational manner if it meant securing a promotion.

**Pole Dancing:** Almost half (45%) were relaxed about going to a lap-dancing club with a male friend.

**“Not” to tying the Knot:** Two thirds of women said that living with a man rather than marrying him was perfectly acceptable – much more so to them than their parents.

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**Fit for Food:** The findings demonstrated a healthier attitude to life in general. Two thirds of women said that being healthy was a priority. And sixty-two per cent said they would go for the healthy option on the menu – but it had to be tasty as well. Only one in five women are still ruled by their sweet tooth and would choose the sticky, fatty main course or dessert. One in four women said they drink between four and eight glasses of water per day.

**Deserving the Best:** Even in the dining room or the restaurant, the new-found steel of young British women is apparent. Eighty-five per cent of those questioned said they would insist on poorly-prepared food being replaced.

The findings come from Volvic Touch of Fruit, who commissioned research in an attempt to understand the outlook on life for British women of today.

David Graham, Marketing Director at Danone Waters UK, said: “This is a perfect example of why it is important for a brand to keep abreast of changing lifestyles and attitudes. If other companies don’t monitor lifestyle changes frequently they will fall behind in existing areas and will be unable to keep up with current consumer trends.

“As our research shows, taste and style is everything to the “Noughties Woman”. Volvic Touch of Fruit understands her needs – she wants something good but with a little extra added pleasure.”

Psychologist and author Dr David Lewis said the results bore out suggestions that women of today were drastically different in their outlook compared to previous generations. He said: “The Noughties have thrown up a fascinating new social phenomenon. Young women now are not afraid to adopt a lifestyle that best suits their personality and preferences, rather than be hidebound by social conventions.

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“The rise of the individual in society and their increasing financial independence have contributed to their sense of freedom. We’ve also seen the collapse of such influential sexual myths as the notion that sex was something that men enjoyed but women only tolerated”.

Dr Lewis concluded that the findings were proof positive of a significant shift in the balance between men and women. “The Noughties are the product of a financial, social and sexual revolution that has altered the relationship between men and women for ever. The battle of the sexes is over and the Noughties’ Women are savouring the fruits of victory”.

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