

FEMALE BARGAIN HUNTERS OUTSHOP MEN ONLINE FOR FIRST TIME

Submitted by: 10 Yetis PR and Marketing

Wednesday, 7 May 2008

Sales statistics from a Shoppers' Revenge website has revealed that female bargain hunters are dominating online shopping beating men on both the average amount spent and the number of items purchased in the first quarter of 2008.

In a further blow to High Street stores a leading UK shoppers' revenge website can today reveal that female shoppers are not only increasingly turning to online stores for the biggest bargains, but are now also dominating the online shopping arena, beating men's average online spend and number of items purchased.

MyVoucherCodes sales statistics have revealed that in the first quarter of 2008, 28% of female online shoppers had spent over £1000.00 compared to only 16% men who had spent the same amount.

When asked to identify the most expensive purchase they had bought in the first quarter of 2008, 28% of females said that it was holidays, 19% said home furnishings, 11% said groceries, 9% said gadgets and 7% said television or audio equipment.

When males were asked the same question, 18% said the most expensive item they had bought was IT related, 16% said a holiday, 15% said television or audio equipment, 11% said IT equipment and 9% said a car.

Demonstrating that the High Street down-turn was not being mirrored in online sales, 71% of females said that they had spent more via the internet in the first quarter of 2008 than they had in the same period last year compared to only 52% of males who said the same.

Speaking about the statistics the Managing Director of www.MyVoucherCodes.co.uk, Mark Pearson said,

"In the first quarter of 2008, sales show that female shoppers especially are becoming even savvier when it comes to finding the best bargains. Although it is well known that High Street sales are dropping, there is no such slowdown in online sales. People still want to buy items such as electrical products and new clothes as they always have, but there is a greater realisation now that there are much better deals on the web."

He continued, "So far in 2008, January was our usual slow month but in February and March we saw 8% month on month sales growth and this proves that consumers are still willing and able to spend their hard earned cash. They are just becoming choosier about where they shop".

MyVoucherCodes launched 16 months ago and in that time has become the leading free voucher and discount code Website in the UK. The site has now had 30*m unique visitors and over 175,000 people have now signed up to the weekly newsletter that delivers the latest bargains and discounts into their inbox.

The site monitors and updates the new vouchers and discount codes every day thanks to a combination of people sending them in to help other consumers and the site owner using technology to keep a watchful eye on the market place.

For more information visit www.myvouchercode.co.uk

ENDS

EDITORS NOTES:

For more information or to set up interviews with Mark Pearson please call Andy, 10 Yetis Public Relation Agency (<http://www.10yetis.co.uk>), on 01452 527898 or email andy@10yetis.co.uk

My Voucher Codes has been featured in the likes of The Times, The Independent, The Sun, Metro and on the BBC

*This is unique visitors and not repeat browsers

QUIZ QUESTION:

The first journalist to come back to us with the correct answer for the following question wins an unbranded gift (so you can pass it on if you don't want it – the last one we gave away was a Jelly Belly Machine!). Send your answer to rich@10yetis.co.uk

Q: What colour is a Giraffes tongue?

Give it your best shot!