

Half of Wii Owners Haven't Played for Six Months

Submitted by: 10 Yetis PR and Marketing

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New research from the UK's leading discount website has revealed that, despite its initial success, the majority of Wii owners haven't use their console in six months or more.

Whilst many would consider the Wii console as a huge gaming success, it would appear that they are not as popular as first thought. A new study, conducted by www.MyVoucherCodes.co.uk, has revealed that just under half, 48%, of Wii owners haven't used their console in six months or more.

1,672 people aged 18 and over were surveyed in the poll, as part of ongoing research into the attitudes of Britons towards the ever changing world of technology.

Respondents to the study were initially asked, "Do you own a Nintendo Wii console?" to which 64% answered "yes." These respondents were then asked to stipulate when the last time they used their Wii console was. Just under half, 48%, admitted that they hadn't used it in the last six months or more, whilst 23% said that they had used their console within the last month. Just 14% of respondents admitted to having used their Wii within the past week.

Those who hadn't used their Wii console within the last six months or more were further asked to explain why this was the case. The majority, 41%, explained that it was because they simply didn't have time, whilst just under a third, 29%, admitted that the "novelty of it had worn off." A further 22% admitted that they had purchased a new motion controlled console, such as the Kinect for xbox 360 or the PS3 move, which had replaced their Wii.

Of those who had used their Wii console within the past month, 39% admitted they used it only for the Wii Fit technology.

Mark Pearson, chairman of MyVoucherCodes.co.uk, commented on the findings:

"The Wii really was a novelty when it first came out, but following the release of new motion controlled gaming platforms it appears that people have lost enthusiasm for the console. Wii's are a great choice, particularly for families who want to keep all ages entertained; but, inevitably, new platforms start to take over, as motion-controlled technology develops and improves across the board."

He continued;

"It's quite surprising to see that over half of people who own a Wii haven't used it in the past six months or more; but realistically, it's simply another example of the latest technology starting to become outdated. Anyone looking for good deals or discounts on the latest technology can find some great ways to save money with MyVoucherCodes.co.uk. It's hard enough to keep up with emerging technologies, so every little saving on the latest consoles can help!"

ENDS

LINK: <http://www.MyVoucherCodes.co.uk>

For more information, contact Iona St Joseph of 10 Yetis PR Agency (<http://www.10yetis.co.uk>) on 01452 348211 or iona@10yetis.co.uk.

Editor's Notes

Mark Pearson, chairman of MyVoucherCodes is a regular media contributor regarding online shopping and the credit crunch. At 30, his personal worth is more than £60 million. Mark was previously a trainee chef working for Gordon Ramsay at Claridges, London.

Mark appeared as a 'Secret Millionaire' in the series on Channel 4, in which he donated £115,000 of his own money to worthy causes.

MyVoucherCodes has had sales exceeding £481m in the last year

Consumer savings on online shopping via MyVoucherCodes.co.uk up from £28m in 2008 to £52m in 2009.

MyVoucherCodes is the UK's most popular discount site.