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BRITS WASTE OVER £8 BILLION A YEAR BECAUSE THEY'RE TOO SHY TO HAGGLE

- **Over three-quarters of Brits (76%) are too shy, too posh or too afraid to haggle for a better price^[1]**
- **Shoppers who quibble over prices saved £220 last year on average just by haggling^[2]**
- **By not asking for price reductions shy Brits waste over £8 billion a year^[2]**
- **Men are twice as bullish as women when hunting for a bargain – 34% of men are prepared to haggle compared with 15% of women^[1]**
- **Shoppers in Northern Ireland come top of the haggling scale with almost a third (32%) prepared to quibble over price^[1].**

Over three-quarters of Brits (76%) are still too shy to haggle on the high street for a better price^[1], according to new research from [InvisibleHand](#), the free online shopping tool. Despite feeling the pinch, just a quarter of people (24%) are prepared to bargain for a better price when shopping. Instead, over two in ten (21%) admit to being too scared to try to strike a deal while three in ten (30%) are worried about how acceptable it would be to haggle in the shops they like. Incredibly almost a quarter (22%) don't think it's worth haggling over price^[1].

As a result 'shy' shoppers are missing a trick and missing the savings, potentially wasting over £8 billion a year^[2]. While they stump up the full asking price, shoppers who aren't afraid to quibble save £12 a time on average, just by asking. In total, those who are happy to haggle saved £220 on average last year^[2].

Men are twice as bullish as women when it comes to haggling with 34% of men prepared to ask for a reduction compared with just 15% of women^[1]. Haggling is also more likely to take place on high streets in Northern Ireland where almost a third (32%) of shoppers haggle over price. Shoppers in the North East and East Midlands are also regular hagglers at 31% and 30% respectively, whereas around one in five people in Yorkshire and the Humber region (21%) and Scotland (20%) will ask for a better price^[1].

Top haggle spots	% of shoppers who haggle
1. Northern Ireland	32%
2. North East	31%
3. West Midlands	30%
4. South East	28%
5. East Midlands	26%
6. South West	24%
7. Wales	24%
8. London	23%
9. North West	23%
10. Yorkshire and the Humber	21%
11. Scotland	20%

Haggling habits also differ between the ages – 36% of shoppers aged between 45 – 54 years old and 39% of those aged 55 or over are more than happy to strike a bargain at the shops, compared with a considerably lower 19% of 25-34 year olds^[1].

Robin Landy, founder of [InvisibleHand](#), says: “Despite the last few years of recession and uncertainty, Brits are still too shy, too posh or too afraid to haggle for a better price. As a result they are losing out and paying far more than they need to for the things they buy. But while most are too bashful to ask for a discount or reduction, shopping online can save shoppers’ blushes by making it easier to shop around for a better deal. If you’re too embarrassed to haggle then this is the next best way to ensure you are not paying over the odds.”

InvisibleHand does the hard work for you when shopping online, working behind the scenes to automatically flag up if a product is available for a lower price elsewhere, taking away the need to consciously shop around. The tool’s real-time pricing technology has identified almost £51 million in savings for UK online shoppers, and it is free to download in less than a minute via the website, www.getinvisiblehand.com.

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Note to editors:

1. InvisibleHand commissioned independent market research via OnePoll which surveyed 2,000 UK shoppers between 18th – 21st February 2011.
2. 76% of 48.315m adults in the UK are missing out on the average saving per year of £220 = 36.719m x £220 = totalling £8,078m.

About InvisibleHand

InvisibleHand is a free price-finder tool for online shoppers and travellers who want to be confident they have found the best price before clicking the 'buy' button. Instead of undertaking painstaking online research or relying on the out-of-date prices on shopping & flight comparison sites; consumers can download and install InvisibleHand on their computer for free. Once installed, the next time you go shopping InvisibleHand will work behind the scenes to automatically find the best price on products & flights, no matter where you're searching on the web.

InvisibleHand's price alerts appear in a temporary, drop-down bar when a better deal is found on over 60 million products and airfares. To-date, InvisibleHand has been downloaded by over 1.5 million people and has already found savvy online shoppers over £51 million worth of savings in the UK alone.

InvisibleHand is free and easy to download from www.getinvisiblehand.com.

InvisibleHand is part of the Forward Internet Group, a privately funded collection of internet-based businesses focused on consumer engagement and innovation.