



Under embargo until: Thursday 24th February, 2011

THE CLOCK STRIKES 4PM ... AND WORKERS HIT THE ONLINE SHOPS

Ahead of the TUC's Work Your Proper Hours Day on 25th February^[1], a new study by [InvisibleHand](#), the free online shopping tool, reveals that although Brits may be spending longer in the office, it doesn't necessarily mean that they are actually working.

The study reveals that **Thursday afternoon** is the peak-time for online shopping. In fact, online shopping surges by 83% at 4pm on Thursdays, reaching a peak at 4.52pm – 8 minutes before most people officially 'clock off'^[2].

Online shopping habits seem to have changed over the past six months too, with Brits now shopping later in the week. The same research conducted in August 2010 revealed 4pm on **Wednesdays** as the peak-time for shopping, suggesting that many employees were seeking retail therapy to help them cope with the rest of the working week^[3].

Robin Landy, founder of [InvisibleHand](#), says: "Whether this is about Brits choosing to shop during working hours or feeling forced to because of the hours they put in remains to be seen. But it's clear that work pressures are affecting the way we live our lives and the way we shop, leaving many with no other alternative than to carry out personal activities such as shopping online during working hours.

"No matter where you surf the net, getting value for money is key. Shoppers should ensure they are getting the best deal for their hard-earned cash and not forking out more than they need to, but this can be difficult for time-poor Brits. InvisibleHand is the solution to this; doing the hard work for you by automatically telling you where the best deals on shopping & flights can be found without you even having to leave the site you are on. Not only does this save you hours of online shopping time, but it also saves you money."

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Note to editors:

1. Trades Union Congress' *Work Your Proper Hours Day* – Friday 25th February 2011. Marks the day when the average person who does unpaid overtime finishes the unpaid days they do every year and starts earning for themselves.
2. InvisibleHand data based on UK Firefox, Chrome, Internet Explorer and Safari users between 1st January and 11 February 2011.
3. InvisibleHand data based on UK Firefox, Chrome, Internet Explorer and Safari users between 26th July and 1st August 2010.

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 £44 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.