

Snowed-in Britons go online for fun; and the tools they need

Contributed by Felicity Davies
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Visits for sledges up 4,314%, and snow shovels up 1,442%

London – January 7th, 2010. Twenga, the most comprehensive shopping search engine, has seen a massive rise in snow-related traffic, with visits for sledges up a massive 4,314% in just one week. Twenga's research shows snowbound Britons also using the internet to find the tools to cope. Traffic for snow shovels has leapt 1,443% over the last seven days, and wood stoves are up 233%.

Percentage rise in visits

Sledges 4,314%

Snow shovels 1,442%

Wood stoves 233%

Visits 6 January 2010 compared to 30 December 2009.