



NOT FOR BROADCAST OR PUBLICATION BEFORE 00.01 HRS MONDAY 22ND OCTOBER 2007

Monday money management

New research released today by Halifax Unsecured Personal Loans shows that when it comes to getting a loan online, Monday afternoons are the most popular time to apply*.

The Halifax statistics shows that almost three times as many people apply for an unsecured personal loan on a Monday than either a Saturday or Sunday.

Weekdays prove far more popular than weekends for applications, with the number of applications per day gradually reducing through the week with Sunday proving the least popular day to apply.

More people apply online at lunchtimes and early afternoon...

The Halifax Unsecured Personal Loans' research also revealed that we are most likely to apply online between 1pm - 2pm.

Lunchtime onwards is our favored time to log-on, with the number of applications only beginning to fall significantly after 6pm.

The gender divide...

When it comes to getting a loan online, men are more likely to apply over the internet than women – with 13 % more men choosing this channel.

Banking online is becoming increasingly popular...

According to Mintel research** over a quarter of UK adults have at least one financial account registered or held online. This equates to approximately 14 million people. Around two thirds (65%) of these Internet users say they are more likely to compare prices online than they would otherwise do. Just over half (53%) of all Internet users say that the ability to access information 24/7 is a major benefit.

Net-ting yourself a good deal

Via www.halifax.co.uk/loans customers can get a typical APR of just 6.9%. Uniquely, Halifax unsecured personal loans also feature no repayments for the first three months.

Neil Chandler, Head of Halifax unsecured personal loans, comments:

"Our results show that although weekday afternoons are the time most of us look to apply, an increasing number of people choose to make use of our 24 hour online service – often sorting out their finances into the small hours of the morning."

"For many, this may be because of shift patterns or the availability of internet access. With an online application typically taking less than 10 minutes to complete, many customers prefer managing their finances online."

Editors' notes:

*Figures based on Halifax loan applications made in July 2007

** Taken from Mintel report - Internet Selling in Financial Services Feb 2006

Halifax unsecured personal loans feature:

- No repayments for the first three months of the loan
- Option to spread payments over one to seven years
- Fixed monthly payments, making budgeting easier
- A fixed rate that is tailored to your individual circumstances and needs
- Typical APR of 6.9% on loans over £7000.00 via <http://www.halifax.co.uk/loans/personalloans.shtml>

To apply for a Halifax unsecured personal loan you can:

- **Apply in branch** - We'll take your details and can usually give you an answer straight away
- **Call 08457 24 34 44** - Lines are open Monday - Friday 8am - 8pm, Saturday 8am - 6pm and Sunday 10am - 4pm
- **Visit our website at** www.halifax.co.uk/personalloans