



PRESS RELEASE

<<<General, personal finance>>>

One in five UK women have lied to their partners about debt

One in five UK women aged between 22 and 30 have lied to a partner about how much money they owe.

And 64 per cent have worried at some point that they will struggle with debt, according to a new survey.

Female forums and fashion game [Miss Bimbo](#) polled several hundred of its 922,000 members to find their attitudes towards money and credit.

Excluding a mortgage, a third of those questioned had no debt at all.

17 per cent owed £10,001 to £20,000, and eight per cent owed more than £50,000.

19 per cent of those asked didn't believe their debt was manageable.

And in a sign of the problems facing first time property buyers at the moment, only 22 per cent have a mortgage.

Chris Evans runs Miss Bimbo. He said: "There are some scary statistics in this survey. For one women in five to believe they may have problems repaying their debts is terrifying, especially with the threat of real economic problems which can ultimately lead to job losses.

"Many of our members turn to other members for help on the forums of Miss Bimbo. That's an easy way for many people to get help. But of course we advise anyone who thinks they have money problems to seek professional help from Citizen's Advice before they get into trouble."

Other statistics revealed by the survey include:

- 22% have borrowed money to buy clothes
- 42% have debt on credit cards
- 30% have a personal loan
- 7% have lied to a lender to get credit
- And despite their answers to previous questions, 73% consider themselves to be good with money

Miss Bimbo launched in the UK in August 2007 as a virtual fashion game, and has since grown into a social networking phenomenon.

In the game players must create a female character known as a Bimbo and help her thrive in a virtual world. They do this by feeding her, buying her clothes and living out her life online.

Miss Bimbo has one of the most active female forums in the UK, and is growing by an average of 4,000 new members a day.

ENDS

NOTES TO EDITORS

- For any further information or interviews please contact Paul Green on 08452 303049, or email press@publicityheaven.com