

FOR IMMEDIATE RELEASE



Women Want Shoes for the Holidays

October 18, 2010 --- Survey shows women happy to get shoes this holiday season.

Over 75% of women surveyed would be pleased to receive shoes and boots as a gift this holiday season, according to [If The Shoe Doesn't Fit's](#) 2010 "Shoes and the Holiday Season" survey, conducted by AskYourTargetMarket.com. This survey of 450 online, female consumers, ages 18-54 was conducted on October 7th and 8th.

When asked to select the type of shoe they would want to be given, 55% of the women chose boots, 17% sandals, and 11% pumps. Somewhat surprising was that despite all the press and buzz surrounding designer high heels, only 8% of women selected them as they type of shoe they'd most like to receive.

While the survey did not ask the reason for the their selections, Ellen Simes of [If The Shoe Doesn't Fit](#) commented "I'd say that although women love designer shoes, the economy and the retail price points of them were probably a factor in their selection. This is exactly the niche our auction site fills; we have sellers offering designer shoes at affordable prices."

The survey also revealed that 45% of women would shop for shoes for themselves during this holiday season. Given the opportunity to select all the shopping locales they would use, the most popular was a local outlet of a chain store (67%) followed by an independent retail shoe store (60%).

This year smart shoppers will be wrapping up affordable footwear and giving it as a holiday gift. It's bound to please!

Survey data can be downloaded at: <http://www.iftheshoesdoesntfit.com/media.asp>

About [If The Shoe Doesn't Fit](#): Based in Springfield, Massachusetts, If The Shoe Doesn't Fit connects online shoe sellers and shoppers through an auction site that helps sellers maximize their profits and shoppers find footwear easily and quickly.

For more information contact:

If The Shoe Doesn't Fit

Tel: 413-505-9357

Fax: 413-734-8887

Info@iftheshoesdoesntfit.com

<http://www.iftheshoesdoesntfit.com>

###