Families turn to voucher codes to cope with their post-Christmas cash concerns

New data from VoucherCodes.co.uk reveals an increase of 35% in visitors to their site this year, compared to last, as Brits struggle to cope with their festive financial hangover.

- **VoucherCodes.co.uk sees a 35% uplift in the post-Christmas fortnight compared to last year**
- **Compared to 2010, visitors to the site during the festive aftermath has almost doubled**
- **Over half of UK adults (54 per cent) say they will struggle financially in January**

New data from VoucherCodes.co.uk* reveals an increase of 35% in visitors to their site this year, compared to last, as Brits struggle to cope with their festive financial hangover.

VoucherCodes.co.uk discovered that during the fortnight following Boxing Day, the site received 3.1 million visitors – an increase of 35% compared to the prior year's 2.3 million visitors over the same period. Furthermore, the figure has almost doubled when compared to the 1.6 million visitors from Boxing Day 2010, indicating that consumers looking to cut costs are turning to discount sites as the first port of call increasingly over the years.

Research carried out by VoucherCodes.co.uk** reveals that UK adults say they overspent during the festive period by an average of £125, leading to over half of UK adults (54 per cent) complaining that January will be a tough month financially. It also discovered that 57 per cent of Brits blame overspending on Christmas shopping while 30 per cent admit they spent too much money socialising over the festive period.

Despite consumers planning to cut back on food shopping (46 per cent) and nights out (59 per cent) in January to save money, as demonstrated by the uplift in traffic, the growing popularity of voucher codes means adults will now rely on them this January to help save money until the next pay day.

The leading shopping website can also reveal the top five sectors that voucher vultures search for after Christmas:

1. Restaurants
2. Department stores
3. Electronics
4. Groceries
5. Women's fashion

Duncan Jennings, co-founder of VoucherCodes.co.uk comments: "January has always been a tough month for adults financially as they remedy any splurges from Christmas by cutting costs at the beginning of the New Year. Our data just goes to show that consumers have become savvier over the years and wised up to visiting voucher websites to slash their outgoings.

"By checking for online discounts and deals, you can make your money go further without compromising on quality and without effort. Those who don't check voucher sites are spending more than they need to and should wake up to the online voucher revolution now - especially at this time of year when purse strings are typically tightened."

Notes to editors:
* Site data from VoucherCodes.co.uk found that:
- 3.1 million visits over 26/12/12 – 08/01/13
- 2.3 million visits over 26/12/11 – 08/01/12
- 1.6 million visits over 26/12/10 – 26/12/11
** Research of 2,000 Britons aged over 18yrs was carried out by One Poll between 1st to 2nd October

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