Why the nation's self-employed don't find voucher codes taxing

New research from VoucherCodes.co.uk has revealed that it is the country's self-employed who are turning to voucher codes to save money more than ever.

- **Almost a quarter of self-employed workers download voucher codes several times a month to save money – 10 per cent more than employed workers**
- **Large increase in the UK's self-employed using voucher codes over the last two years**

With the self-assessment tax return deadline date of 31st January fast approaching, the country's self-employed are racing to complete their forms in time. However, new research from VoucherCodes.co.uk* has revealed that it is the country's self-employed who are turning to voucher codes to save money more than ever.

Nearly a quarter of self-reliant workers (23 per cent) say they now use voucher codes a few times a month to save money on purchases, compared to 15 per cent of employed workers. It's the basics that the country's self-employed are using the codes on, with nearly three quarters (73 per cent) using the discount codes to purchase groceries, compared to 63 per cent of employed workers. More than three in ten (31 per cent) employed workers are also using codes to save money on grooming and beauty products, more so than self-employed workers (22 per cent).

The trend amongst the nation's self-employed to use voucher codes has increased over recent years. The research report found that more than four in ten (43 per cent) say they use them significantly more now than they did two years ago, while this drops to 36 per cent for employed workers.

Duncan Jennings, co-founder of VoucherCodes.co.uk comments: "We have seen a rising trend over the last couple of years in self-employed people using the site to download vouchers to save money on basics such as groceries and clothes. People that own their own businesses and work for themselves can often be dealing with a fluxuating income and voucher codes offer an easy way of saving money when it's needed. With the number of self-employed workers in the UK rising by 10 per cent over the last four years** we expect this trend to continue increasing.

"With over 6 million visitors VoucherCodes.co.uk every month, it's clear shoppers are becoming savvier when it comes to how they spend their cash. Those who don't check voucher sites are spending more than they need to and should wake up to the online voucher revolution now."

Notes to editors:
* Research of 2,000 Britons aged over 18yrs was carried out by One Poll in October 2012
** ONS statistics, October 2012