Why money concerns top UK adults' list of worries

New insight from VoucherCodes.co.uk has indicated that worrying about money tops the list of things keeping UK adults awake at night – more than the thought of getting divorced or being betrayed by a loved one.

- Over half (54 per cent) of UK adults are worried about money
- Salaries need to catch up - The UK's biggest financial concerns are the rising cost of utility bills (60 per cent) and the rising cost of food (43 per cent) as increase in salaries lag behind

New insight from VoucherCodes.co.uk* has indicated that worrying about money tops the list of things keeping UK adults awake at night – more than the thought of getting divorced or being betrayed by a loved one. The findings indicate that even though the UK economy is improving, three months into 2014 money worries are still having a huge impact on the nation's psyche.

The findings come as separate research highlights that UK families will have to wait until 2015 to see an increase in their disposable income levels, indicating 2014 will still be a tougher year financially than perhaps many people have anticipated.

The research from VoucherCodes.co.uk also revealed that the rising cost of utility bills (60 per cent) and food (43 per cent) are the UK's biggest financial concerns as the cost of essential living has gone up but salaries have yet to follow.

Top UK consumer worries:

1. Money concerns
2. Getting divorced / separated
3. Betrayed by a loved one
4. Not being able to provide adequately for children / family
5. Being fired

Women worry

Women worry the most when it comes to financial concerns. More than half (58 per cent) of females worry about money problems, whilst only 50 per cent of males worry about severe money troubles.

The older generations are concerned the most, with 74 per cent of over 55's worrying about the rising cost of utility bills compared with only 44 per cent of 25-34 year olds and 39 per cent of 18-24 years olds.

Anita Naik, lifestyle editor of VoucherCodes.co.uk comments: "A few months into the year and it's clear that despite the economic climate looking stronger, the day to day financial concerns remain an issue for a huge number of UK adults. With disposable income not predicted to rise until 2015 it looks like this year will still be a tight one financially for many.

"We know from what our own customers are doing that consumers are still trying to cut costs wherever they can, but without compromising on quality. There are plenty of options available to consumers to reduce basic outgoings such as groceries and make their money go further, rather than having to compromise on the standards they expect. VoucherCodes.co.uk offers shoppers the best deals on the brands they love that will help them make their money go further."

Notes to editors:

* Research conducted amongst 2,000 adults by One Poll

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https://retailmenot.mediaroom.com/2014-03-10-Why-money-concerns-are-UK-adults-top-worry