

Nearly a Third of Brits Worried About Affording Christmas

Despite the unseasonably good weather, new research from VoucherCodes.co.uk reveals the countdown to Christmas has officially begun for a third of Brits (33 per cent) who've already started their holiday shopping in a bid to avoid festive financial stress.

- A third of Brits have already started their Christmas shopping
- 30 per cent dub Christmas a 'financial concern'
- 19 per cent see Christmas as their biggest debt for 2015
- 1 in 4 choose to put money aside all year for Christmas

Despite the unseasonably good weather, new research from VoucherCodes.co.uk reveals the countdown to Christmas has officially begun for a third of Brits (33 per cent) who've already started their holiday shopping in a bid to avoid festive financial stress.

The survey of 2,000 Brits showed thirty per cent of people have been worrying about affording the festive season since August, with 19 per cent predicting that Christmas debt will be their main cause for financial concern in 2015. In fact, one in five Brits (21 per cent) will rely on credit to cover the cost of gifts, presents, trips out to see friends and more.

With this in mind, one in six Brits (17 per cent) started their Christmas shopping before the end of September, with a further one in eight (13 per cent) due to start this month. An impressive one in six (16 per cent) have been buying gifts all year round to spread the cost.

A quarter of financially-minded people invest into Christmas savings schemes to help spread the cost of Christmas while 25 per cent have been stocking up on decorations, presents and even food over the past few months. A cheeky one in ten confess giving loved ones gifts bought in last year's sales.

The UK's top methods to foot the festive bill are the following:

- Spreading the cost: 50% put money aside or buy items throughout the year to spread the cost
- Savvy shopping: a quarter (25 per cent) use vouchers/points to cut the cost of Christmas essentials
- In the red: a quarter of Brits confess to getting in debt to cover Christmas costs (17 per cent rack up credit card debt and 8 per cent use a loan or overdraft)
- Santa sales: one in ten Brits admit to buying gifts in last year's Christmas sales

Women are proven to be the savvier sex when it comes to Christmas shopping, with 31 per cent buying gifts throughout the year as opposed to just 19 per cent of men who plan ahead. In addition, 29 per cent of women use vouchers to cut costs, as opposed to 21 per cent of men. Meanwhile, it's the North East who are the savviest Christmas shoppers, followed by the East Midlands and Scotland.

"While the recession may be easing, it's clear Britons' mind sets have shifted with many planning ahead to ensure they have the Christmas they want without the monster financial hangover traditionally associated with January," comments **Claire Davenport, Managing Director, VoucherCodes.co.uk**. "With less than 85 days to go until Christmas it's encouraging to see so many Brits getting organised. Now's the time to start making lists of everything you'll need, from decorations to dinner so you can stock up as deals and offers go live. To make the most of the money saving opportunities out there sign up to receive newsletters from retailers and offer sites so you can grab Christmas bits and pieces as you go."

Notes to editors:

* Research conducted by One Poll on 2,000 adults between 21st and 26th August 2014

About VoucherCodes.co.uk

VoucherCodes.co.uk is the UK's largest voucher website, helping millions of consumers shop with the brands they love, for less. Every Tuesday our members receive our weekly newsletter, packed with the very best offers and deals from the UK's favourite retailers, restaurants and attractions.

VoucherCodes.co.uk works with over 3,000 of the UK's biggest retailers and restaurants covering every imaginable product and service, so no matter what our customers are looking for we're sure to have a great deal to help save them money.

Our website, email newsletter and mobile shopping app make it safe and simple for our 7 million registered members to save money, whether they're shopping online, in-store or through their mobiles.

VoucherCodes.co.uk is operated by RetailMeNot, Inc. the world's largest digital coupon marketplace. RetailMeNot, Inc.'s websites enable consumers across the globe seeking to save money to find hundreds of thousands of digital coupons and offers from retailers and brands.

https://retailmenot.mediaroom.com/2014-10-10-A-Third-of-Brits-Worried-About_Affording-Christmas