

RISE IN RICH RESORTING TO VOUCHER CODES TO SAVE MONEY ONLINE THIS CHRISTMAS BUT NOT IN PUBLIC!

Submitted by: VoucherCodesPro

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A UK money saving website (<http://www.VoucherCodesPro.co.uk>) has discovered that there has been a rise in the wealthy using voucher codes this Christmas, as every level of society tries to save money.

VoucherCodesPro.co.uk conducted research into its own user base and found that there has been an increase in users with a salary of £60K+ using its site during the Christmas surge in traffic, compared to the same period 12 months ago.

The site's marketing team saw an increase in people searching for luxury and premium brands, many of which did not actually feature on the site, such as Louis Vuitton, Marc Jacobs and Hackett and decided to conduct research into why this was happening.

The company surveyed its registered users to ask them to anonymously reveal what salary bracket they fell under and if they had used a voucher site to make savings for Christmas 2012 and previous years.

The most popular salary bracket of VoucherCodesPro.co.uk users was £18-25K (41%) but the £60k+ salary bracket accounted for 22% of users.

Of the £60k+ category, 76% said that they had not used a voucher code site to make savings in prior to this year's Christmas shopping season.

91% of the £10-£17.9k salary bracket said that they had used voucher codes every year during the festive period.

When asked which categories of vouchers they used at Christmas (such as laptops, holidays, restaurant etc), only 6% of the £60k+ earners admitted that they had used a restaurant voucher, compared to 82% of the £18-£25k earning group. Less than 3% of those earning £60k+ had used a printable voucher to use in store.

Speaking about the rise in the rich using voucher codes, George Charles, Marketing Director of VoucherCodesPro.co.uk said,

"How the mighty have fallen; the rich are having to resort to voucher codes like the rest of us."

He continued, "The results made everyone in our office laugh, especially the fact that the rich will use vouchers online but not in front of the friends and family in restaurants and shops. It just goes to show though that everyone now uses vouchers and they are still growing in popularity."

"The rich may be pleased to know that VoucherCodesPro.co.uk features luxury retailers such as John Lewis, Marks and Spencer ([http://www.vouchercodespro.co.uk/discounts/marks-and-spencer-\(M-and-S\)-voucher-codes](http://www.vouchercodespro.co.uk/discounts/marks-and-spencer-(M-and-S)-voucher-codes)) and Waitrose, as well as more down to earth brands such as Argos and Currys.

END

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VoucherCodesPro.co.uk works with a number of leading online brands such as Argos (<http://www.vouchercodespro.co.uk/discounts/argos>), Dell (<http://www.vouchercodespro.co.uk/discounts/dell>) and Thomson (<http://www.vouchercodespro.co.uk/discounts/thomson>)