

A 500% rise over Christmas for SaucyAndSingle

Submitted by: SaucyAndSingle.co.uk

Thursday, 17 January 2013

SaucyAndSingle.co.uk has released staggering news of a 500% increase in memberships over the Christmas period, compared to the previous year. This follows other recent news from the team at the saucy adult dating (<http://www.saucyandsingle.co.uk>) network, stating they provide access to over 6 million UK members.

A representative for SaucyAndSingle, Michael, has also said that Christmas day and New Years Day alone represent 60% of the increase in traffic and membership at the web site. Michael explained: "although we are pleasantly surprised by the uplift ourselves, we stand by two schools of thought as to why 'Adult Dating' became so popular just at these moments. Firstly, we believe our web site provides quality by way of a very select niche of individuals, hence new people choosing to join us. Secondly, whilst society struggles economically, people look towards ways and means, such as we provide, to improve their own state of affairs'.

Regarding their overall growth and the state of the industry, Michael added: "The end of 2012 saw record breaking figures for our web site and as I understand it, for the industry as a whole also. I feel we owe much of our growth to the nature of our unobtrusive advertising. We continue to rely heavily on word of mouth and online networking rather than loud vulgar ad-campaigns. We feel our users don't support as it lifts the lid on their secret world somewhat. This is certainly where we excelled over Christmas this year."

Widespread and common knowledge in the UK depicts break-ups and affairs as being rife during the festive period and New Year. Whether it is financial strain or simply couples having more time together, thus opportunity to fall out, the annual trend and uptake at dating agencies is apparent. With new years resolutions, the need to move on to new partners and Valentines day just around the corner, 2013 looks set to see SaucyAndSingle continue to set unprecedented records.

For further information please email: media@saucyandsingle.co.uk