

Press release

MEN HATE TO ASK FOR DEBT HELP

Men are more than a third less likely to ask for help with spiralling personal debts, a leading debt counselling charity has revealed.

In the weeks where debt advice organisations brace themselves to receive their highest volume of calls, Christians Against Poverty is highlighting that in the vast majority of cases it is the woman who takes the first step of fixing the problem.

Figures from the past year show that 63% of callers are women and among clients who were single, the ratio was even higher with almost double the number of women ringing CAP compared with men.

“When someone rings our freephone number, it is much more likely to be a woman than a man, even if we then hear their partner making helpful comments in the background,” said chief executive Matt Barlow.

“We don’t know whether women are more pragmatic, or that men have that determination to sort things out on their own. What is clear is that it is awful to live in debt, to be hounded by creditors and feel that life has spun out of control. I guarantee anyone in debt: ringing for help will be easier than what you’re coping with now and, by the way, we won’t judge you.”

Recent statistics show most people don’t worry about personal debt until it reaches around £16,000,* yet the reality of the post-Christmas credit card bill landing on the doorstep in the next fortnight will drive many to seek help.

Last year’s figures show that Monday was the most popular day to call for help throughout 2010. CAP’s busiest day was February 15, closely followed by the last two Mondays in January.

Christians Against Poverty (CAP) is a growing debt counselling charity with 150 church-based centres spread around the UK. After the first call, clients are visited in their own home, their creditors are contacted, a budget is set up and each household is supported until they are debt free and beyond. The service is uniquely in-depth, free of charge and available to everyone regardless of gender, age or beliefs.

- If you would like help to become debt free call 0800 328 0006 or find out more at www.capuk.org

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About Christians Against Poverty:

Christians Against Poverty is a home-grown debt counselling charity which is determined to reduce poverty in the UK caused by debt. It partners its financial expertise with the care of the local church to offer free debt help and a solution to people (regardless of gender, age or beliefs) through 150 church-based centres.

The service is free of charge, funded by individuals and churches across the UK who want to help vulnerable people.

The fast-growing charity, which this year celebrates its 15th anniversary, intends to have a debt-counselling CAP centre in 500 towns and cities across the UK by 2015. For more about CAP see www.capuk.org

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*Scottish Provident's Financial Safety Net report