Wealth and Wellbeing Research Programme

Edition 13

Introduction

Wealth and Wellbeing Research Programme

Welcome to the third anniversary edition of the LV= Wealth and Wellbeing Report – providing a unique overview of the nation's financial resilience through the pandemic and cost of living crisis to the present day.

For this anniversary edition, we have combed through three years of data to pick out the most important trends from pandemic to present, revealing some unique insights. Building on this, we are also now launching the LV= Wellness Tracker (p4) – providing a single consolidated measure of how we are coping financially as a nation.

For Edition 13, we asked our respondents to identify what challenges they have faced and how their priorities have changed. We look at our respondents' relationship with financial advice, explore how people are coping with the cost of living crisis and see how we are helping each other financially.

Many financial institutions conduct research. As a mutual, we believe our responsibility to our members, financial advisers and customers requires us to go further.

Our goal is to take the time and invest the resources to really understand the hopes and concerns of the nation. We gain a deep understanding of how we are coping financially as individuals and families to better serve our members and communities.

We want to make sure that these insights are publicly available, so that we are collectively equipped with the knowledge needed to drive positive change. That is why we took the decision three years ago to openly share our data through this report.

Our research makes clear that growing numbers are facing a choice between paying their bills, putting food on the table or saving for their future. This sets the stage for a looming personal finance crisis unless something changes.

Leaders across society - political, civil, business - need to work together to address this.

LV= will continue to offer support to our members and communities as we face these challenging times. That is what it means to be a mutual.

David Hynam
Chief Executive, LV=

3 years
since we began our Wealth and Wellbeing Research Programme

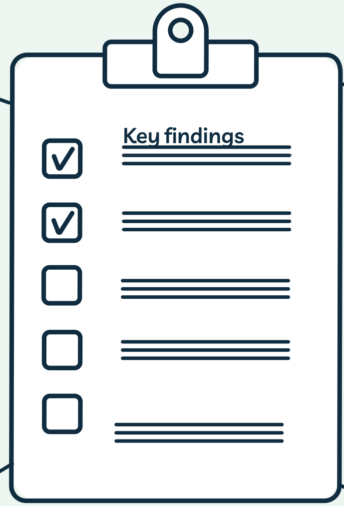
Contents

Key findings

Wealth and Wellbeing Research

22 million
UK adults are financially struggling, 6 million more than during the pandemic

Outgoings remain high, but consumer outlook continues to improve



Half of adults aged **35-54** describe their financial situation as "struggling"

11%
of workers see their home as a potential source of income in the future

8%
of 18-34 year old workers have opted out of their employer's pension scheme because they feel they can't afford it at the moment

86%
of advised consumers saw benefits to the advice they'd received

29%
of retirees helped friends or relatives financially despite many being on a pension income

48%
of UK adults are putting more focus on their physical health now than in 2020

The LV= Wellness Tracker

Introducing the LV= Wellness Tracker

On our third anniversary, we're launching the new LV= Wellness Tracker to give our members, advisers, and customers an insight into how their communities are doing. Our mission is to help people live financially confident lives and that mission is more important now than at any time in recent memory. We are confident that the Tracker delivers valuable insights as analysis shows the LV= Wellness Tracker correlates closely to the Consumer Price Index including Housing (CPIH). What we found paints a stark picture of decline in personal financial wellbeing since the end of the pandemic.

How would you describe your current financial situation?

	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Comfortable	69%	68%	69%	72%	72%	71%	65%	64%	62%	58%	57%	58%
Struggling	31%	32%	31%	28%	28%	29%	35%	36%	38%	42%	43%	42%
LV= Wellness Tracker*	**37**	**36**	**38**	**45**	**45**	**42**	**30**	**29**	**24**	**15**	**15**	**17**

*Comfortable% – Struggling% = LV= Wellness Tracker

Latest LV= Wellness Tracker

Better off in the pandemic

Our latest LV= Wellness Tracker figure (+17) remains less than half that of any figure in the pandemic. While a positive figure does mean that more people are comfortable than struggling overall, it is a concern that over 40% of respondents have been finding it hard to get by since December last year.

Is there a glimmer of hope?

We saw a marked Wellness decline as we entered 2022. The Tracker dropped by 12 points by March 2022 and three quarters later dropped again to hit our all-time low of 15 in December 2022, where we stayed for two consecutive quarters. There is a glimmer of hope as the latest figure increased by +2 indicating that UK consumer finances improved slightly in the run up to summer 2023. However, the most recent result (17) is much lower than this time last year (29) or this time two years ago (45). This reflects that many people are struggling and they've been under strain for a significant period.

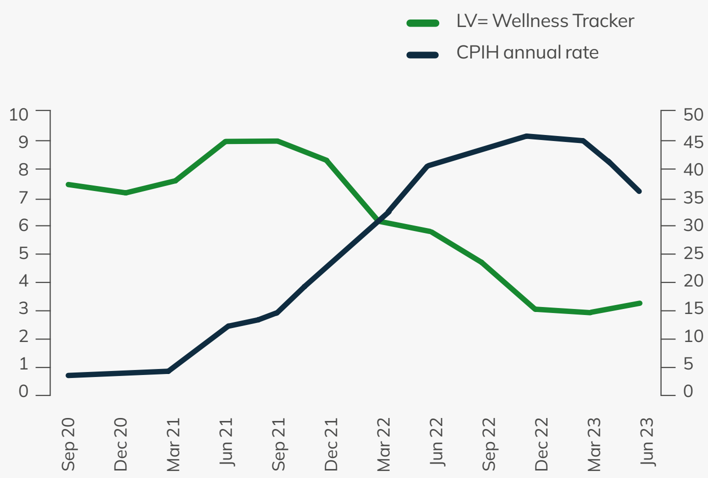
CPIH correlation

Our quarterly temperature check of consumer financial sentiment has a close inverse correlation with the UK Consumer Price Index including Housing (CPIH).

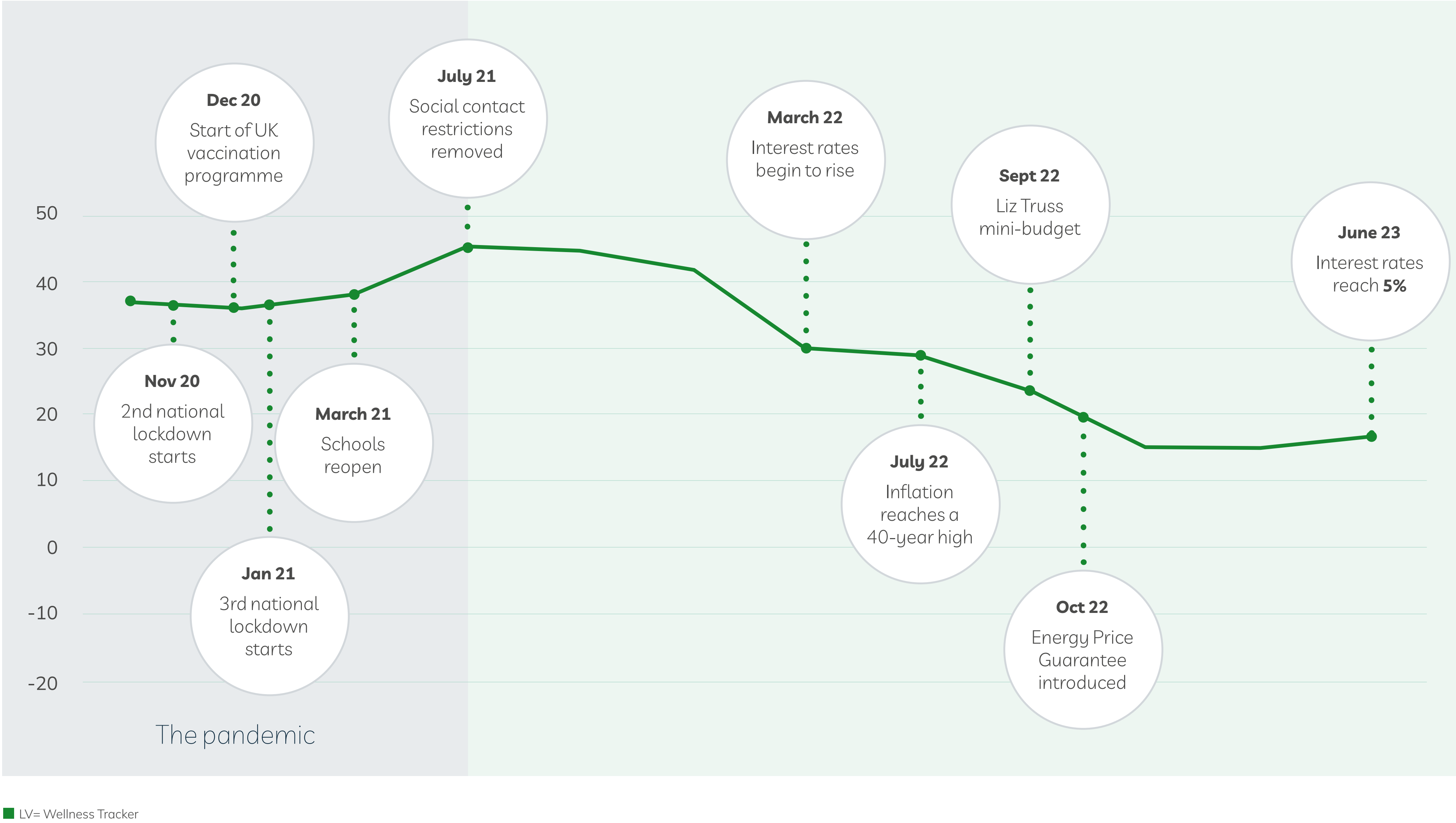
The increase in CPIH inflation from mid-2021 and throughout 2022 inversely correlates with a decrease in our LV= Wellness Tracker. Then in June 2023 we see a small fall in CPIH levels and a small increase in our Tracker.

The LV= Wellness Tracker clearly demonstrates the effect of UK economic events on ordinary people. We see a slight dip in the figure during the Covid-19 pandemic of 2020 then an increase as things got back to normal. Throughout 2022, we witnessed soaring energy prices, food prices and inflation, which drove a dramatic decline in consumers' financial wellbeing reflected by large declines in the LV= Wellness Tracker.

LV= Wellness Tracker vs CPIH correlation



LV= Wellness Tracker over time



Pandemic to present - wealth

How is the cost of living crisis affecting people's pockets compared to the pandemic?

22 million UK adults are financially struggling, 6 million more than during the pandemic

Women continue to find their finances more strained than men

Workers finding it harder to juggle finances than those aged 65+

50% decrease in those buying new protection cover

60% drop in those considering early retirement

1 in 4 adults are putting less focus on their careers than 3 years ago

Key finding

Edition 13 research highlighted:

Half of adults aged

35-54

describe their financial situation as "struggling"

"Stretched middle"

most likely to be struggling financially

Today, more people aged 35-54 (51%) would describe their financial situation as "struggling" than other age groups with those over 65 least likely to report that things are tough financially (27%).

People aged 35-54 are often referred to as the "stretched middle" as they typically have more financial responsibilities, such as children, mortgage, pension contributions, elderly parents, and they're not yet at the peak of their careers. So, it is no surprise that the cost of living crisis is hitting them particularly hard.

Pandemic to present - wealth continued

More people are struggling with money

Back in September 2020, a third of UK adults (31% or 17m) said they were financially struggling. This rose to two in five (42% or 22m) in June 2023. This means 6m more UK adults are financially struggling now than in the global pandemic.

The growing gender finance gap

The proportion of women describing their financial situation as "struggling" has remained higher than men across the past three years. The gap between men and women has also widened (from a 5% difference to 11%) suggesting that the cost-of-living crisis is hitting women disproportionately hard.

The struggling workers

There is a noticeable gap between the finances of working age people and the post-65's. Between 30 and 40 per cent of working age adults struggled financially during the pandemic. Things have got worse as the cost of living crisis hit with over 40% of adults aged 35 to 64 facing serious money worries since June 2023.

In contrast, 31% is the highest proportion of struggling retirees at any point. This may be because the majority of people aged 65+ have fewer financial responsibilities as dependants have grown up and moved out and they've paid off mortgages.

Less people taking out protection cover

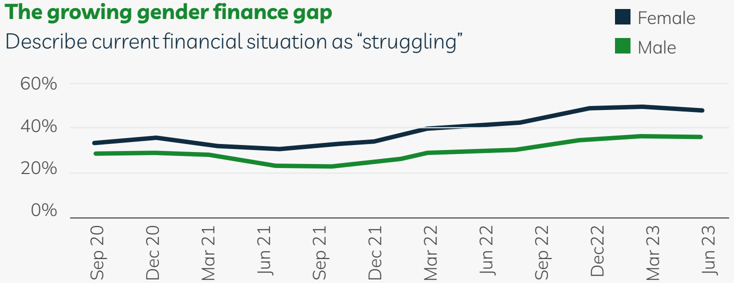
Our data shows a decrease in the amount of people who have recently acquired protection cover (life insurance, income protection, critical illness) meaning less people and their families are protected from the financial impact of being unable to work due to illness or injury, a serious illness diagnosis or death. The percentage halved from 4% to 2% in the past three years. It's understandable that consumers are cutting costs where they can, but it's concerning that this could be leaving consumers and their families financially vulnerable.

Fewer people planning early retirement

There has also been a decrease in those considering/ taking early retirement in the last three months (from an average of 5% during 2021 to 2% in 2023). This may be because some don't feel they can afford to retire early, due to increased living costs.

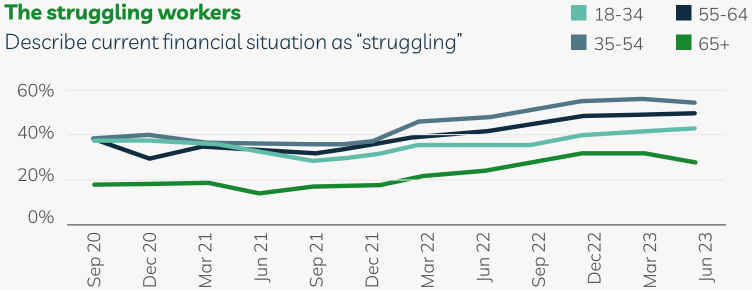
The growing gender finance gap

Describe current financial situation as "struggling"



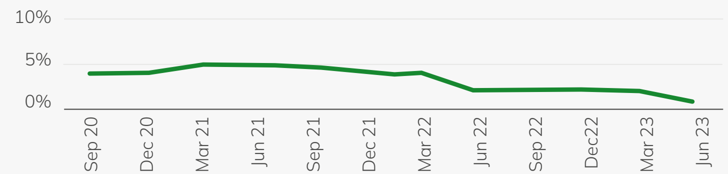
The struggling workers

Describe current financial situation as "struggling"



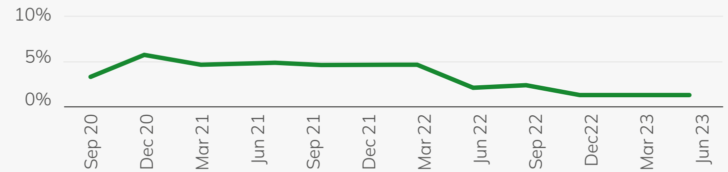
Less people taking out protection cover

Acquired protection cover



Fewer people planning early retirement

Considered/ took early retirement



Pandemic to present - wellbeing

How is the cost of living crisis affecting people's wellbeing compared to the pandemic?

More adults are exhausted and women are particularly hard hit

Post-pandemic NHS waiting times remain high

Fewer people are lonely and isolated

We're no longer worried about catching COVID-19

British people are worn out

UK adults are feeling more exhausted than they were in the pandemic. Levels of exhaustion have increased over the last three years for all age groups and genders. This may be linked to the mental toll of increasing money worries. In June 2023, 20m (37%) said that they had felt exhausted in the last three months. This is an increase of 6m from 14m (26%) in September 2020.

More women are exhausted than men

If you're a woman in the 35-54 stretched middle, there's a good chance you're worn out. The proportion of women saying that they felt exhausted in the last three months has remained higher than men across the whole period with a peak last Christmas. As of June 2023, 44% of women felt exhausted compared to 30% of men with both sexes appearing to continue trending upwards.

Even so, for men life is more tiring now. June's exhaustion figure is fifty per cent higher than they reported early in the pandemic.

The stretched middle are shattered

In the pandemic, the age group with highest levels of exhaustion was the 18-34 year olds. However, for the past four quarters the "stretched middle" (those aged 35-54) were most likely of all age groups to feel exhausted, potentially linked to their busy lives and money worries. In contrast, those aged 65+ were the group least likely to be feeling exhausted.

We're reporting more NHS delays

Our respondents reported that delays to NHS diagnosis and treatment jumped across 2022 peaking at 12% in the autumn. In 2023, waits to be seen and treated have dropped to sit around 2% higher than during the pandemic.

Fewer people are concerned about Covid-19

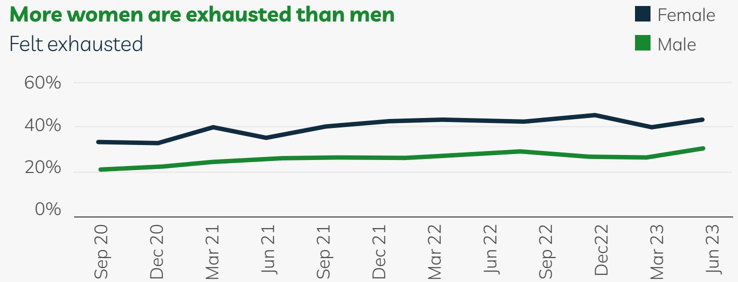
At the start of the pandemic, one in three people (32%) were worried they might get Covid-19, but this has been in continual decline since around Christmas 2021, when a quarter of us were worried, to less than 10% today.

Almost one quarter of British adults are lonely

Loneliness spiked during the Covid-19 lockdown with one third of us feeling affected in March 2021. Since then, self-reported figures have dropped to a steady 23%, suggesting that the United Kingdom has an ongoing issue with social isolation.

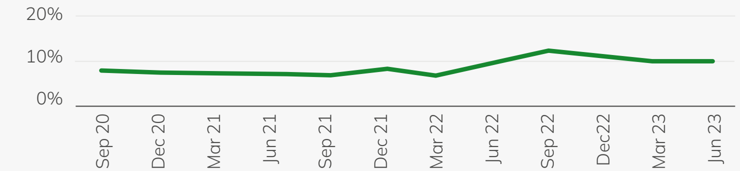
More women are exhausted than men

Felt exhausted



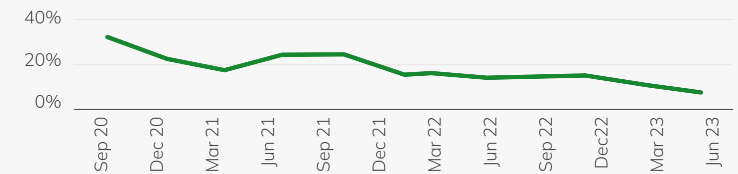
We're reporting more NHS delays

You or a family member had a medical diagnosis/ treatment delayed



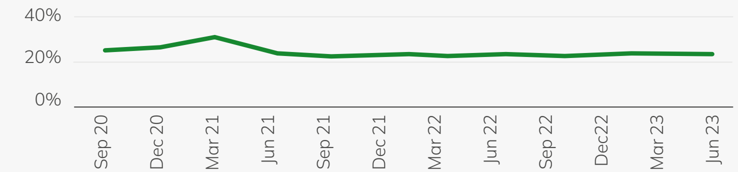
Fewer people are concerned about Covid-19

Worried I might get COVID-19



Almost one quarter of British adults are lonely

Feeling lonely/isolated



Pandemic to present - changing focus

14m UK adults found paying the bills a challenge over the past three years

Since the pandemic, British society has become more interested in its health and wellbeing

Almost half of adults surveyed are putting more focus on their physical health

Four in ten are thinking about what they eat

A third more people would rather live in the moment than save for their future

Two in every five British adults said they haven't faced any of the challenges we listed

Key finding

Edition 13 research highlighted:

48%

of UK adults are putting more focus on their physical health now than in 2020

UK adults

putting more focus on their health and less on their careers

Since 2020, we found that nearly half of UK adults are putting more focus on their physical health. Many of us, especially parents of young children, are also prioritising family time.

It is interesting that a similar proportion of the stretched middle are choosing not to focus on work at a time when more of them are facing financial difficulties. Only 18% are more focused on getting ahead at work while 20% say they are less focused on their careers. This may be a natural consequence of their stage in life or it could indicate a shift in priorities for this age group after the pandemic.

Pandemic to present - changing focus continued

14m UK adults found paying the bills a challenge over the past three years

What are the impacts of the pandemic and cost of living crisis?

We asked consumers to share how their lives have been harder since early 2020. Two in every five British adults said they haven't faced any of the challenges we listed, but for the remaining 60% there have been some significant hurdles to wellbeing.

Over a quarter of British adults struggle to pay the bills

14m (27%) UK adults stated that just paying the bills has been a challenge over the past three years. Making ends meet has been a particular struggle for over a third of those aged 35-54 (the "stretched middle") likely due to the rise in energy bills last winter.

Older and younger people affected differently

The obstacles differ by age groups. Those aged 18 to 34 years old are the most likely to find it hard to keep a job or regular income. They also struggle to access mental health support, while 15% of 55-64 year olds don't think they can afford to retire. The biggest challenge for retirees has been physical rather than financial with 28% struggling with health problems. 18% of this group have also struggled to access the medical treatment they need, likely due to NHS delays.

UK adults are now putting more focus on their health and wellbeing than three years ago

Since the pandemic, British society has become more interested in its health and wellbeing. We are living for the moment and taking time for our families and our mental and physical health rather than thinking about our jobs and futures.

Life is not about the 9 to 5

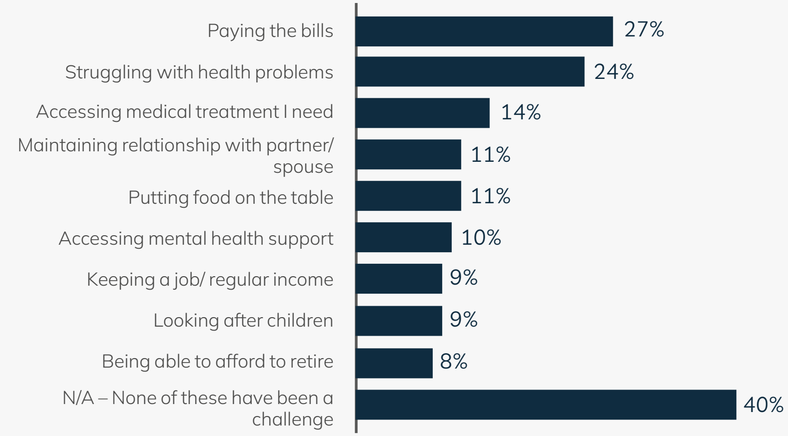
Around a third more people would rather live in the moment (42%) than save for their futures (33%) or retirement (25%). Additionally, a quarter of us are less focused on climbing the career ladder and more interested in having a job that's satisfying. A large proportion (45%) are prioritising time with loved ones, especially parents of young children.

Health-conscious nation

After three years of living through the trials and tribulations of the pandemic and the cost of living crisis, it is clear that people want to take care of themselves. Almost half of adults surveyed are putting more focus on their physical health, in particular the mass affluent (those with assets of between £100,000 and £500,000 excluding property). On top of that, around four in ten are thinking about what they eat (40%) and forty-four per cent are thinking more about their mental health.

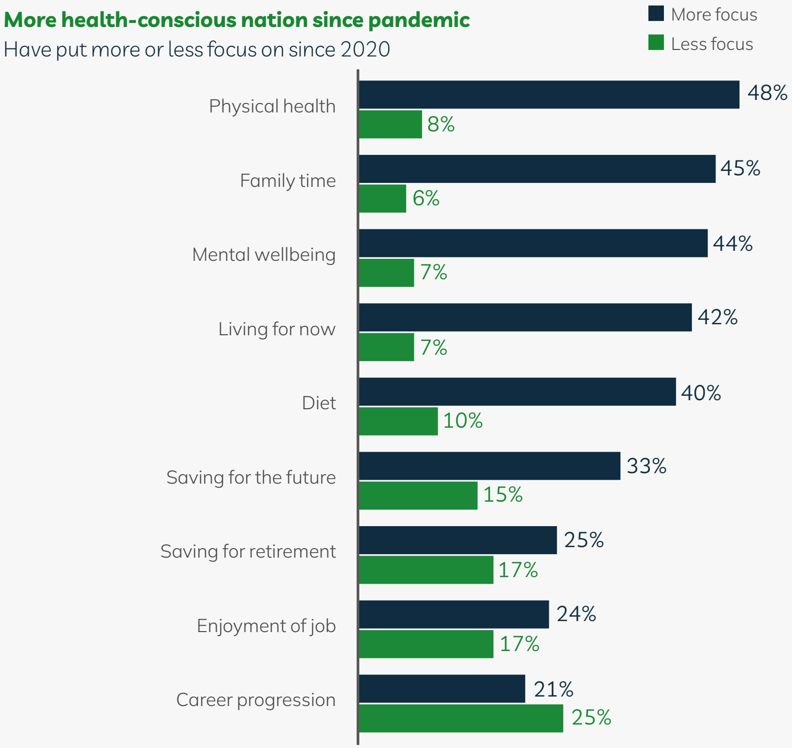
14m UK adults found paying the bills a challenge

Has been a challenge over the past 3 years



More health-conscious nation since pandemic

Have put more or less focus on since 2020



Wealth and Wellbeing indices

It's been three years since we began our Wealth and Wellbeing Research Programme

Since we launched the LV= Wealth and Wellbeing Research Programme in June 2020, we have asked several consumer finance questions to track changes in consumer spending, saving and financial outlook.

We create our indices by taking the percentage who stated a positive change over the past three months (e.g. increase/better) and subtracting the percentage who stated a negative change over the past three months (e.g. decrease/worse) to work out the overall impact. The data behind the indices can be found in the appendix.

Key finding

Edition 13 research highlighted:

Outgoings remain high, but consumer outlook continues to improve

Outgoings remain high

The Wealth and Wellbeing outgoings index remains high as supermarket spend continues to climb, but it is slightly lower than six months ago as certain household costs (such as energy bills) have seen some reduction.

Our data shows that the majority of British people have a negative view of their current finances and outlook, though the small improvements to consumer finances are likely contributing to the improvement seen in these indices since December.

Outgoings remain high, but consumer outlook continues to improve

The prohibitive cost of living that many UK adults are experiencing remains very visible in the Wealth and Wellbeing indices. The supermarket spend index continues the climb it started almost three years ago (Dec 2020) and the outgoings index also remains high.

Outgoings are slightly lower than six months ago possibly due to recent reductions in energy bills. Additionally, the savings index shows a small uptick on last quarter, possibly due to increasing interest rates.

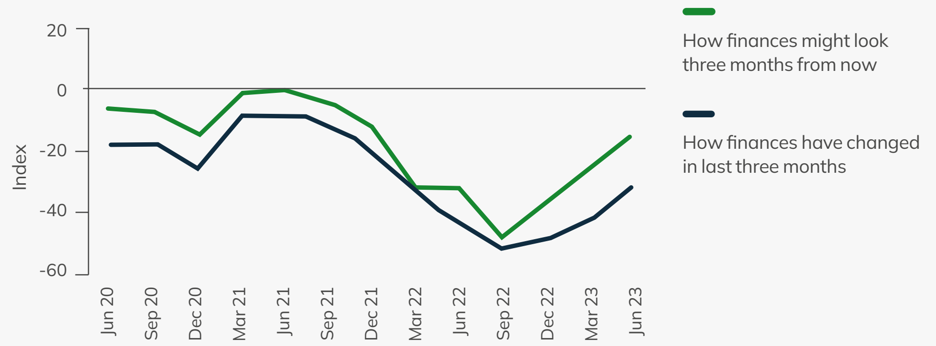
A more positive outlook

The small improvements to consumer finances are probably contributing to the improvements in our current finances and future outlook indices. These two indices are still negative (due to the high cost of living) but have been improving since the low of September 2022.

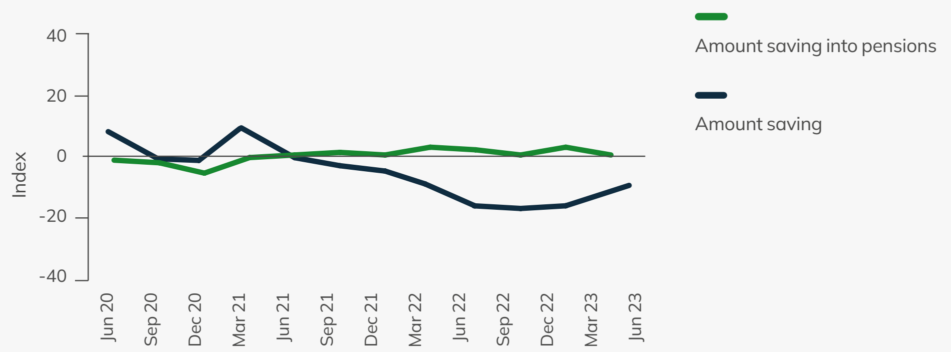
The struggle continues

Overall, the Wealth and Wellbeing indices tell a similar story to last quarter: many consumers are still struggling, but we are also seeing some small improvements to consumer finances.

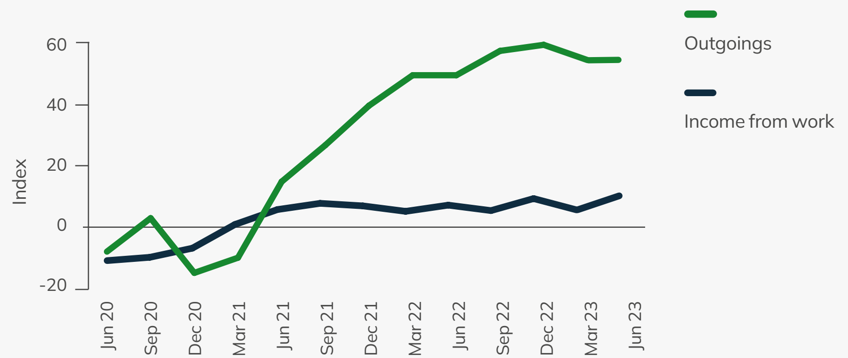
Current finances index and future outlook index



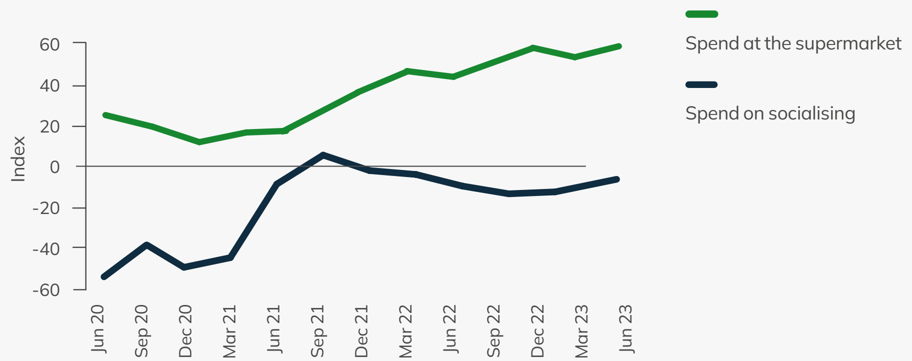
Savings index and pension savings index



Income index and outgoings index



Supermarket spend index and socialising index



Coping with the cost of living

Key finding

Edition 13 research highlighted:

8% of 18-34 year old workers have opted out of their employer's pension scheme because they say they can't afford it.

This is a risk to young people's future retirement, since not starting pension savings in your twenties means you will need to make much higher pension contributions in future to make up the difference.

Increasing numbers of consumers are having to use savings to cover the higher cost of living

More frugal spending habits

We found that more UK adults are making tough lifestyle changes to try to offset the increased cost of living. Around four million more people are choosing cheaper brands (38%/20m now compared to 31%/16m 12 months ago) while many have also cut their discretionary spending. Three in ten British adults have cut back on treats like days out, meals out and holidays while 20% are cancelling subscriptions.

Who is cutting back the most?

Some demographic groups have made multiple changes to their lifestyle due to higher living costs. These include parents, women and those on a lower income. The "stretched middle" (aged 35 to 54) are more likely than other ages to be facing financial challenges such as struggling to pay for heating and taking on debt. In comparison, those aged 65+ were least likely to have made any life changes due to increasing living costs.

Young adults are asking for help

Around 10% of British adults are struggling to pay for food and heating. So, it's not surprising that more than one in 10 of those aged 18 to 34 have had to ask friends and family for financial support. (Find out who's helping in the next section.)

Reduced safety nets

More people are having to dip into their savings (24%/13m vs 20%/11m 12 months ago). Additionally, 32% of consumers say they are saving less. Depleted savings could take years to replenish in this financial climate, potentially leaving consumers financially vulnerable for a long time to come.

More than one in 10 employees have opted out of their work pension scheme

Who is risking their future security?

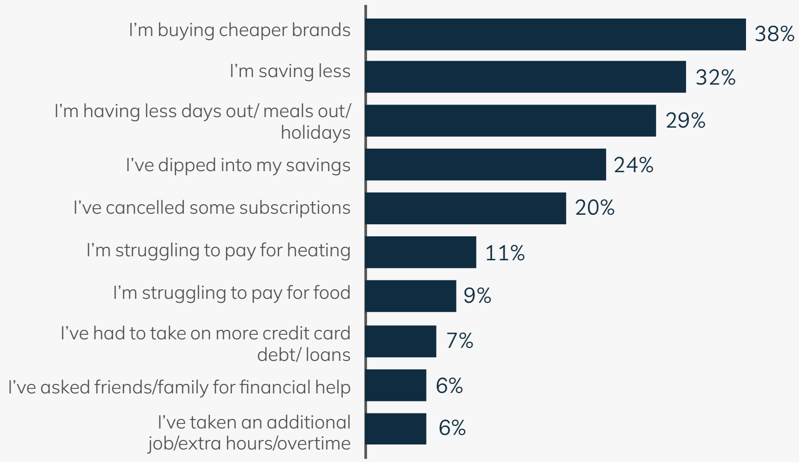
Workers are currently trying to save money wherever they can. Some workers have even chosen not to pay into their workplace pension. More than one in ten employees have opted out of their employer's pension scheme, either because they either don't want to pay into a pension (6%) or feel they can't afford to (7%).

Our data shows that 8% of workers aged 18 to 34 have opted out of their employer's pension scheme because they don't want to pay into a pension, and another 8% feel they can't afford it at the moment. This is a serious risk to their future retirement. If we don't start pension savings in our twenties, then we'll need to make much higher contributions later down the line to make up the difference or face problems in retirement.

LV= figures show that saving £200 a month into a pension from age 25 could result in a pension pot of £174,000 at retirement. Whereas saving £200 a month into a pension from age 35 could result in a pension pot of only £116,000.*

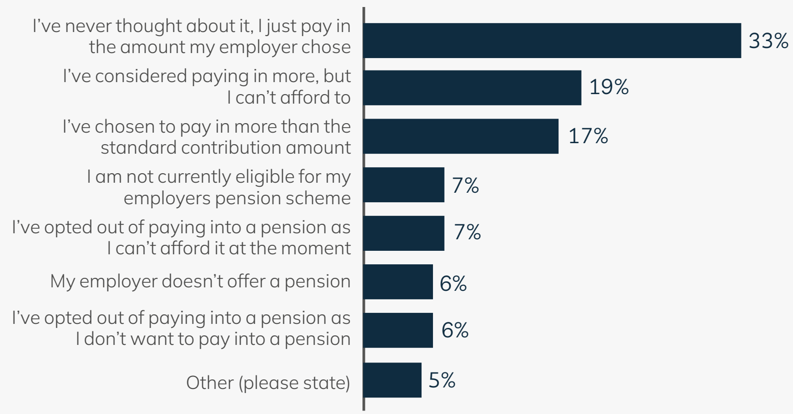
Increasing numbers of consumers are having to use savings to cover the higher cost of living

How, if at all, has the increase in living costs impacted you personally?



More than one in 10 employees have opted out of their work pension scheme

How do you feel about the amount you are paying into your workplace pension?



*example excludes any employer contributions and assumes retirement at age 65, with the amount saved increasing with inflation of 2% per year.

Helping others financially

Many people need help with the cost of living in 2023

We are giving less to help others than in 2022

29% of parents with a child over 18 helped them financially

A third (32%) of UK adults said they gave money to friends or relatives in the last six months

Over one in 10 retirees who helped someone financially did so with money from their pension

Many young adults and parents with young children are helping others financially

Key finding

Edition 13 research highlighted:

29%

of retirees helped friends or relatives financially despite many being on a pension income

Almost a third of retirees helped

friends and family financially and over one in ten of them dipped into their pension to do so.

Many retirees are keen to help their children and grandchildren, but it is important that they don't use too much of their retirement savings as these need to last their whole retirement.

14m UK adults found paying the bills a challenge over the past three years

Who is helping?

Edition 13 data shows many UK adults have resorted to asking friends or family for financial support due to the increased cost of living. But where has this financial help come from?

Friends and family

A third (32%) of UK adults said they gave money to friends or relatives in the last six months. There's a slight drop from 12 months ago (39%), potentially because some people may now be unable to afford to help others due to the continued high cost of living.

The wealthy and the peers

Those with a higher household income were the group most likely to have given friends or relatives financial help. Interestingly, 18 to 34 year olds and parents with young children (aged 10 or younger) were also particularly likely to help others, perhaps they are more willing to support their peers as they understand the struggles they face.

The retired

Nearly three in ten (29%) retirees helped despite many being on a pension income. This correlates with our data showing far fewer retirees are struggling than other age groups. Many retirees are keen to help their children and grandchildren, but it is important that they don't use too much of their retirement savings as these need to last their whole retirement.

Parents

Parents are keen to continue supporting their children throughout adulthood as 28% of parents with a child over 18 helped them financially.

Why are we helping?

Unsurprisingly for many, we're helping each other with the cost of living. A third (33%/5m) of those who helped someone financially did so to help pay their bills and 40%/7m did so to help with other day-to-day costs.

Over one in 10 retirees who helped someone financially did so with money from their pension

We're using savings and pensions to help

Over one in 10 (13%) retirees who helped someone financially did so with money from their pension, and 59% used other savings. It is important to carefully consider how much you can afford to give away before making this kind of decision. Giving too much can decrease your financial stability, especially in retirement when you do not have earnings to replace depleted savings. A financial adviser can help you evaluate how much of your retirement funds you could consider giving away without impacting the comfort of your retirement.

We are giving less to help others than in 2022

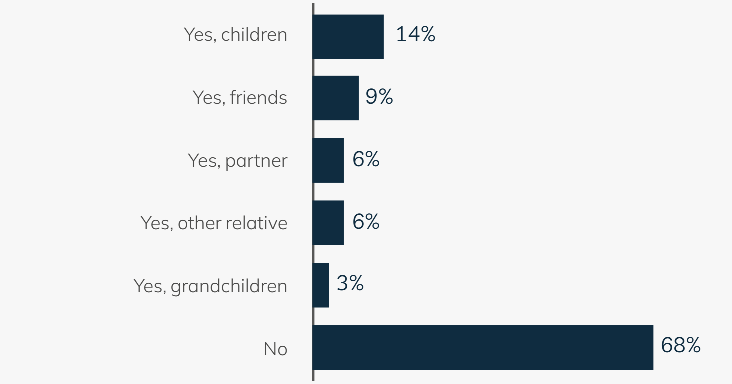
Those who helped someone financially gave an average of £7,600. This is a slight decline compared to an average of £8,400 12 months ago, potentially as some people may not be able to afford to give as large an amount as they had previously.

Those helping children gave on average £9,000 and those helping grandchildren gave £10,300 on average.

We asked those who helped someone financially where the money came from. 48% came from savings and 37% came from their current account.

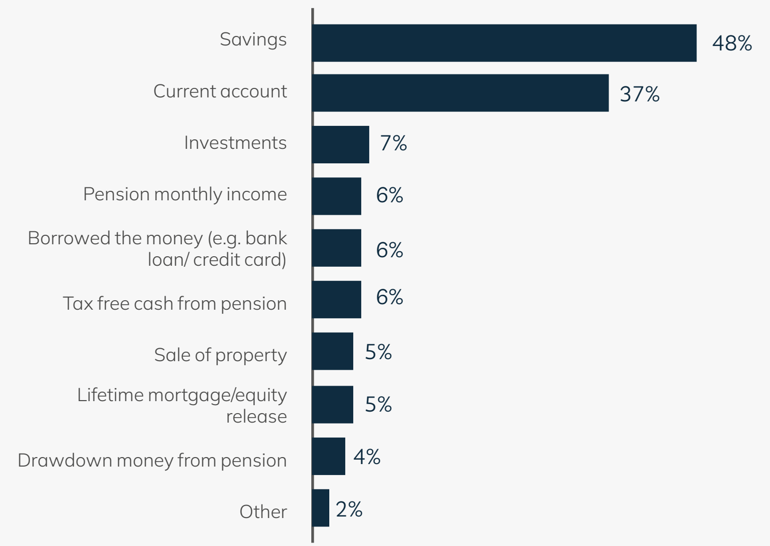
A third of UK adults gave money to friends or relatives in the last six months

Have you helped any friends or relatives financially in the last 6 months?



Savings are being depleted to help out others

Where did the money come from that you used to help your friends/family?



Attitudes to financial advice

Key finding

Edition 13 research highlighted:

86% of advised consumers saw benefits to the advice they'd received

We asked people who had previously used an adviser about the benefits of the financial advice they received.

Over half said financial advice had helped them decide the best course of action and 43% said their financial adviser had helped them understand the decision they were making.

51% said financial advice had helped decide the best course of action

43% said financial advice had helped them understand the decision they were making

32% said financial advice reassured them they were doing the right thing

31% said financial advice gave them peace of mind

One in five 18-34 year olds would use YouTube for financial advice

Who do we trust for financial advice?

In this quarter's survey, we explored where consumers would get advice on their finances. We found that 43% of UK adults said they would look to consumer finance websites like MoneySavingExpert. 38% of UK adults would look to a financial adviser for advice on their finances and 29% would look to family and friends.

Who's looking for financial advice online?

Younger adults (18 to 34 year olds) and parents with young children were more likely than other groups to be open to using websites like YouTube and social media for advice on their finances. Those with a high household income were also likely to use online sources and social media.

It is good to see people engaging with their finances via different channels. However, advice via social channels is unregulated so any advice given could be incorrect or simply not the right course of action for that individual. Advice via a financial adviser always considers people's personal circumstances to ensure all advice given is right for their situation.

Why don't some people want to talk to a regulated financial adviser?

20% of people who wouldn't use a financial adviser said they wanted it free and online.
This highlights that many consumers may not understand the risks of getting unregulated financial advice. Without the security of a regulated service, they could make poor financial decisions without recourse if things don't go to plan. The FCA and ASA have recently been engaging with social media influencers to help educate them about the risks involved in promoting financial products.

Are people satisfied with their financial adviser?

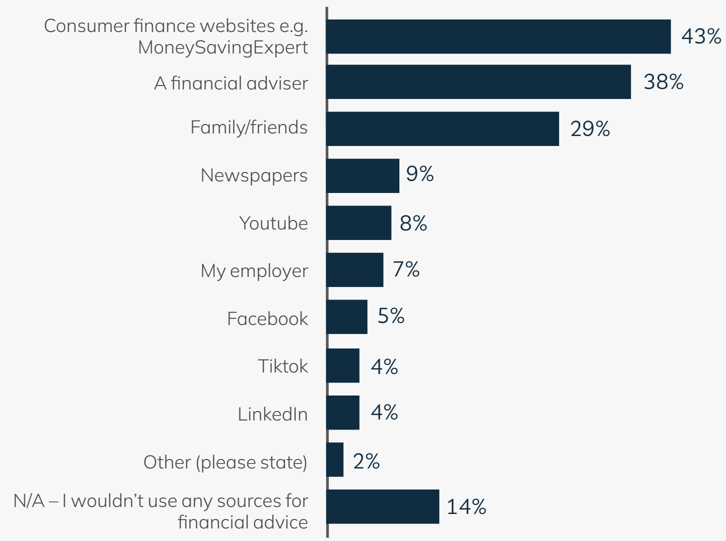
We asked those that had previously used an adviser what they felt were the benefits of the financial advice they received. We found that over half said their financial advice had helped decide the best course of action and 43% said their financial advice had helped them understand the decision they were making. Overall, 86% saw at least one benefit of the advice they'd received.

When should people talk to an independent financial adviser?

Getting the right advice can be even more crucial during challenging financial times like the cost of living crisis. Good advice can help ensure families maintain their financial resilience despite increasing financial pressures. Regulated advice that considers your best interests can also help people reaching retirement make the most of their retirement savings, especially as living costs increase.

Consumers are looking for financial advice in a wide variety of places

If you were looking for advice on your finances, which sources would you use?



*example excludes any employer contributions and assumes retirement at age 65, with the amount saved increasing with inflation of 2% per year.

Retirement planning

Key finding

Edition 13 research highlighted:

11% of workers see their home as a potential source of income in the future.

More than one in ten workers is considering unlocking money tied up in their homes through a lifetime mortgage or downsizing when they retire. This is possibly related to the low numbers of workers counting on savings to supplement their pensions.

We asked people about their plans for retirement and their views on lifetime mortgages. A lifetime mortgage (sometimes called equity release) is when a homeowner chooses to unlock some of the capital tied up in their property without having to sell it.

1 in 4 UK adults would consider a lifetime mortgage

Over a quarter (26%) of UK adults would consider getting a lifetime mortgage with almost 60% of households on £100k+ open to the idea. In general, over a third of workers (35%) are interested in unlocking capital tied up in their homes at some point in the future compared to 7% of people over 65.

How well do people understand the benefits of lifetime mortgages?

44% of consumers agree that lifetime mortgages can make retirement more comfortable and 41% agree that releasing some equity through a lifetime mortgage can help people stay in their own homes longer when there are mobility or medical needs.

Wealthy keen to help their children

Those with a high household income are most interested in giving some of their property value away during their lifetime. With many younger workers less able to save, their parents may see the chance to unlock some of the capital in their home as a means of helping the next generation get a foot on the ladder.

Workers not counting on savings in retirement

A third of retirees are currently using savings to supplement their income. But only 14% of workers see savings as a key part of their retirement plans. This may be due to the current cost of living crisis. Many working-aged people are struggling to pay bills each month, so they may feel unable to put money away for their futures.

1 in 4

UK adults would consider a lifetime mortgage

44% agree with the following statement

Lifetime mortgages can help retirees who are struggling financially to have a more comfortable retirement

and

41% agree with the following statement

Lifetime mortgages can help retirees with mobility or medical needs to pay for help in their home (e.g. a carer to visit / adapting their home, etc.)

Appendix

Wealth and Wellbeing indices data

How finances might look three months from now

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Improve	17%	14%	12%	18%	17%	15%	14%	10%	11%	8%	10%	12%	**14%**
Worsen	23%	22%	26%	20%	18%	20%	25%	42%	43%	57%	46%	40%	**31%**
Index*	**-6**	**-8**	**-14**	**-2**	**-1**	**-5**	**-12**	**-31**	**-32**	**-49**	**-36**	**-28**	**-16**

Amount saving into pensions

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	8%	8%	9%	10%	10%	10%	11%	13%	14%	13%	14%	11%	**13%**
Decrease	7%	8%	13%	8%	7%	6%	7%	6%	8%	10%	8%	8%	**7%**
Index*	**1**	**0**	**-4**	**2**	**3**	**4**	**3**	**6**	**5**	**3**	**6**	**3**	**6**

How finances have changed in last 3 months

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Better	17%	14%	11%	18%	16%	15%	13%	10%	9%	7%	9%	9%	**12%**
Worse	35%	32%	36%	27%	25%	26%	33%	44%	53%	59%	58%	51%	**46%**
Index*	**-18**	**-18**	**-25**	**-9**	**-8**	**-11**	**-20**	**-34**	**-44**	**-52**	**-49**	**-42**	**-33**

Amount saving

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	23%	19%	23%	27%	21%	18%	16%	18%	17%	16%	17%	15%	**16%**
Decrease	14%	18%	24%	17%	19%	19%	20%	23%	30%	33%	33%	28%	**25%**
Index*	**8**	**1**	**-1**	**10**	**2**	**-1**	**-3**	**-6**	**-13**	**-17**	**-16**	**-13**	**-9**

Total monthly outgoings

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	23%	25%	19%	22%	31%	38%	48%	58%	61%	67%	69%	63%	**62%**
Decrease	32%	23%	35%	33%	18%	12%	9%	9%	12%	10%	10%	8%	**8%**
Index*	**-9**	**2**	**-16**	**-11**	**14**	**26**	**39**	**49**	**49**	**57**	**59**	**54**	**54**

Spend at the supermarket

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	42%	35%	30%	33%	29%	36%	46%	56%	58%	63%	68%	63%	**66%**
Decrease	15%	14%	18%	15%	13%	10%	10%	10%	15%	14%	12%	10%	**8%**
Index*	**27**	**21**	**13**	**18**	**16**	**26**	**36**	**46**	**43**	**48**	**57**	**53**	**58**

Income from work

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	10%	10%	13%	16%	18%	17%	17%	16%	17%	17%	19%	15%	**20%**
Decrease	21%	20%	20%	15%	12%	9%	10%	11%	10%	12%	10%	10%	**9%**
Index*	**-11**	**-10**	**-7**	**1**	**6**	**8**	**7**	**5**	**7**	**5**	**9**	**5**	**10**

Spend on socialising

	Jun-20	Sep-20	Dec-20	Mar-21	Jun-21	Sep-21	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22	Mar-23	Jun-23
Increase	7%	11%	8%	7%	22%	28%	21%	20%	21%	19%	19%	17%	**19%**
Decrease	60%	48%	61%	54%	31%	22%	23%	24%	31%	33%	32%	28%	**26%**
Index*	**-53**	**-37**	**-52**	**-47**	**-9**	**6**	**-2**	**-4**	**-10**	**-14**	**-13**	**-12**	**-7**

About this report

This report was developed by LV=. Each quarter, it draws on public data (where indicated) and independent research conducted by Opinium Research among 4,000 UK adults.

All figures quoted are for June 2023 unless otherwise stated. Population estimates based on UK adult population of 53.2m.

While care is taken in the compilation of the report, no representation or assurances are made as to its accuracy or completeness.

About LV=

LV= is one of the leading life and pensions mutual insurers, serving over 1 million members and customers across the UK. As a protection, investment and retirement specialist, LV= offers a range of products, services and advice to help members and customers protect their income while they're working and maximise it when they stop.

You can get this and other documents from us in Braille or large print by contacting us.

Liverpool Victoria Financial Services Limited: County Gates, Bournemouth BH1 2NF.

41290-2023 09/23