

ON THE BRINK.

FOCUS ON THE EAST OF ENGLAND AND THE MIDLANDS

Our Deadline to the Breadline infographic highlights how long people in the East of England and the Midlands, could survive financially if all they had to rely on was their savings, friends or family, or minimal state benefits such as statutory sick pay.

ECONOMIC STATISTICS IN THE EAST OF ENGLAND AND THE MIDLANDS

The East of England and the Midlands has seen economic output gradually increase since the financial crisis and is expected to contribute **£301 billion** (2010 prices) to the UK economy in **2014**.

The region is expected to see **3.0%** Gross value added¹ growth in 2014, followed by the West Midlands with **2.8%** and the East Midlands with **2.6%**. Similarly to the rest of the UK, the East and the Midlands' economies are expected to see economic output ease back slightly from **2015** to **2018**.

Unemployment has fallen throughout the region, with East Midlands seeing its unemployment rate fall by **2.5%** in the year leading up to June 2014, to reach **5.6%**. The region has placed **207,000** more people into employment from June 2013 to June 2014, demonstrating positive improvement in the employment market.

£403 Average WEEKLY household expenditure.



38% of households in East of England, **34%** in the East Midlands and **41%** in the West Midlands have no financial back up plans in place to deal with an unforeseen shock to their income.



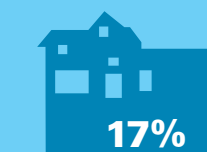
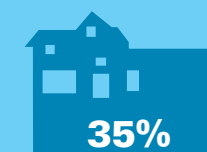
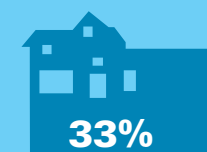
£686 the average (median) level of savings and investments held by households.

SACRIFICES SHOULD THE WORST HAPPEN.

43.1% holidays
16.9% downsizing
16.9% cut back on food
12.8% reduce heating or lighting
27.7% didn't know what could be cut back!

75% of households in the East of England and the Midlands are worried about the rising cost of living.

HOUSEHOLD TYPE.



35% of households are owned with a mortgage or loan making them vulnerable to mortgage interest rate rises. The West Midlands has the highest proportion of rented households, amounting to 31%. This implies that potentially 31% of households residing in this area of the region are on the verge of the breadline, as this group of people report to save the least and have the lowest deadlines nationally.

Households in the East of England and the Midlands report that the amount they are able to save each month is **£127**.

DEADLINE TO THE BREADLINE – REALITY VERSUS PERCEPTION.

East of England

REALITY: 33 DAYS

PERCEPTION: 72 DAYS

West Midlands

REALITY: 30 DAYS

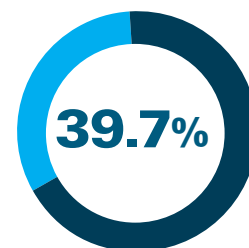
PERCEPTION: 71 DAYS

East Midlands

REALITY: 31 DAYS

PERCEPTION: 71 DAYS

1/3 of households, **37%** in the East of England, **36%** in the West Midlands and **33%** of the East Midlands have no savings so could potentially be on the breadline tomorrow.



of households expect to draw on their savings in times of financial hardship.

ATTITUDES TOWARDS SAVINGS AND INSURANCE

Household's in the East of England and the Midlands **prefer to save up** for an unforeseen event **rather than take out insurance**.

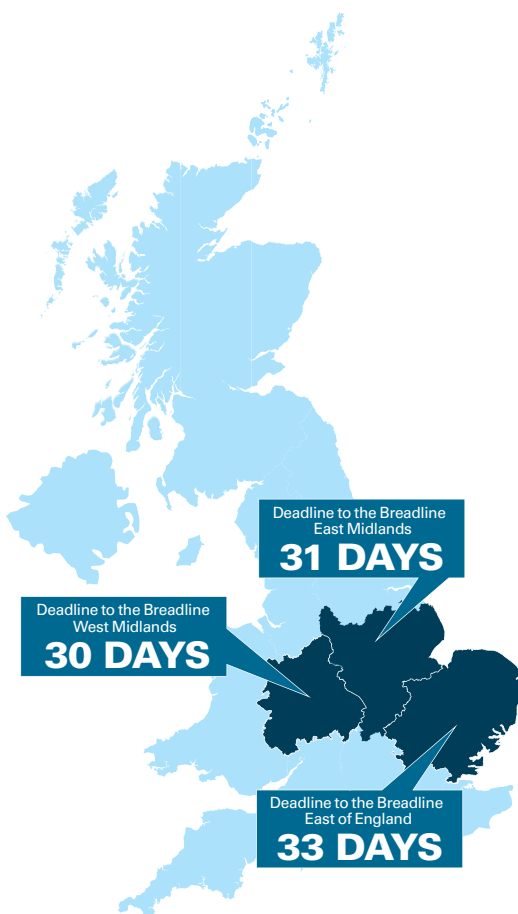


On average (mean) households in the East of England and the Midlands, reported that their monthly discretionary income left over after taxes and essential spending was **▶ £470**



14 YEARS 7 MONTHS.

It would take the typical household in East of England and the Midlands just over 14 years 7 months to save up enough money to cover one year's average (mean) after tax earnings of £22,490².



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¹Gross value added (GVA) is a measure of output similar to GDP, but which excludes taxes and subsidies on products. Since these taxes and subsidies are calculated at the UK level, GVA provides a measure of output for activity occurring at a lower level than the UK as a whole, such as regions and industries.

²Legal & General Deadline to the Breadline research via TNS Global.

Our research, which has been supported by analysis from the Centre for Economics and Business Research (Cebr), draws on a survey of 4,886 people weighted to represent the UK adult population in July 2014.

EVERY DAY MATTERS.®

