

ON THE BRINK.

FOCUS ON SOUTHERN ENGLAND

Our Deadline to the Breadline infographic highlights how long people in Southern England, 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 SOUTHERN ENGLAND

The South of England has recovered relatively more quickly than the rest of the UK following the aftermath of the financial crisis. Economic output is expected to have regained the ground lost since the financial crisis in all Southern regions by the end of 2014.

London is faring better than other two regions, with economic growth expected to reach **4.2%** in **2014**. Following closely behind is the South East, forecasted to see economic growth of **3.6%**, while growth of **2.8%** is forecast in the South West.

The unemployment rate in London fell to **7.2%** in June **2014**. The South East and South West together saw **192,000** more people in employment, over the same period. The South East has the lowest unemployment rate of any region of the UK, at **4.4%**, recorded in June **2014**.

£443 Average WEEKLY household expenditure.



35% of households in the South West, **29%** in the South East and **41%** in London have no financial back up plans in place to deal with an unforeseen shock to their income.



£1,547 the average (median) level of savings and investments held by households.

SACRIFICES SHOULD THE WORST HAPPEN.

43.7% holidays
20.2% downsizing
17.5% cut back on food
12.8% reduce heating or lighting
25.5% didn't know what could be cut back!

72% of households in Southern England are worried about the rising cost of living.

HOUSEHOLD TYPE.



Owned outright



Owned with mortgage or loan



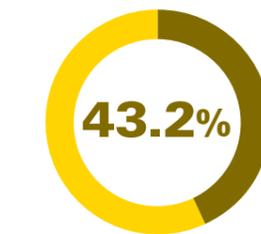
Private rented



Rented accommodation (Local Authority / Housing Association)

Over half (51%) of all households in London live in rented property, either through local authorities, housing associations or privately. However, London does not follow the national pattern of those households living in rented property having the lower regional deadlines. The South East has the largest proportion of households owned with a mortgage or loan in the UK, making more individuals prone to mortgage interest rate variations.

Households in Southern England report that the amount they are able to save each month fell to **£248**.



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

ATTITUDES TOWARDS SAVINGS AND INSURANCE

Household's in Southern England would **prefer to save up** for an unforeseen event **rather than take out insurance**.



On average (mean) households in Southern England, reported that their monthly discretionary income left over after taxes and essential spending was **▶ £749**



8 YEARS 9 MONTHS.

It would take the typical household in Southern England 8 years 9 months to save up enough money to cover one year's average (mean) after tax earnings of £25,990¹.

DEADLINE TO THE BREADLINE – REALITY VERSUS PERCEPTION.

South West

REALITY: 26 DAYS

PERCEPTION: 73 DAYS

South East

REALITY: 40 DAYS

PERCEPTION: 97 DAYS

London

REALITY: 83 DAYS

PERCEPTION: 125 DAYS

Almost **1/3** of households, **29%** in the South West, **28%** in the South East and **31%** in London have no savings so could potentially be on the breadline tomorrow.



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¹Legal & 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.®

