

HEALTH, WEALTH & HAPPINESS 2019



INTRODUCTION

Welcome to our 3rd annual Health, Wealth and Happiness report, produced and published in the aftermath of our company's 21st birthday. I guess this is what adulthood looks like.

In the last 18 months, part of LifeSearch growing up has meant developing our Board of Directors. For a few months it was a great source of pride for me that our Board – as well as our 500-strong company in general – had an equal gender balance. The business still does, and our two senior operational leaders are both women, but we've gone and done for the board's balance by appointing a male chair. Ah well, we were there for a moment and we rely on our many talented female leaders to restore the balance in years to come! I confess this failure in a tortured effort to link LifeSearch to one of the more positive trends plucked from this year's data: the rise of the female breadwinner.

The number of women who are their household's main earner has increased substantially on years past. In fact, the gap between men's and women's financial worth – including and excluding property – has narrowed remarkably this year. However, I have to temper the good with nuggets of not-so-good. Yes, more women are moving into the role of breadwinner, but this simply isn't reflected in how they protect themselves and their families against the financial effects of physical catastrophe.

Women are still much less likely to have financial safeguards around their income, lives, health, families and obligations. For example, women are 40% less likely to have an income protection policy than men. They are majorly exposed to the financial repercussions of catastrophe.

So as a company, we're heading into adulthood with much to do. But since I don't want to cloak this intro in doom and gloom, let's celebrate the positives: our work/life balance has improved, we're at the gym more, and we're spending much less on fuel as climate concerns reach fever pitch. We're also dropping £2.20 less per head per month on booze. There's much more besides, so I invite you to dive in and enjoy the positives and the challenges; a breakdown of who we are and what makes us tick in 2019.

Wishing you the very best in **Health, Wealth and Happiness**,

Tom Baigrie
LifeSearch CEO

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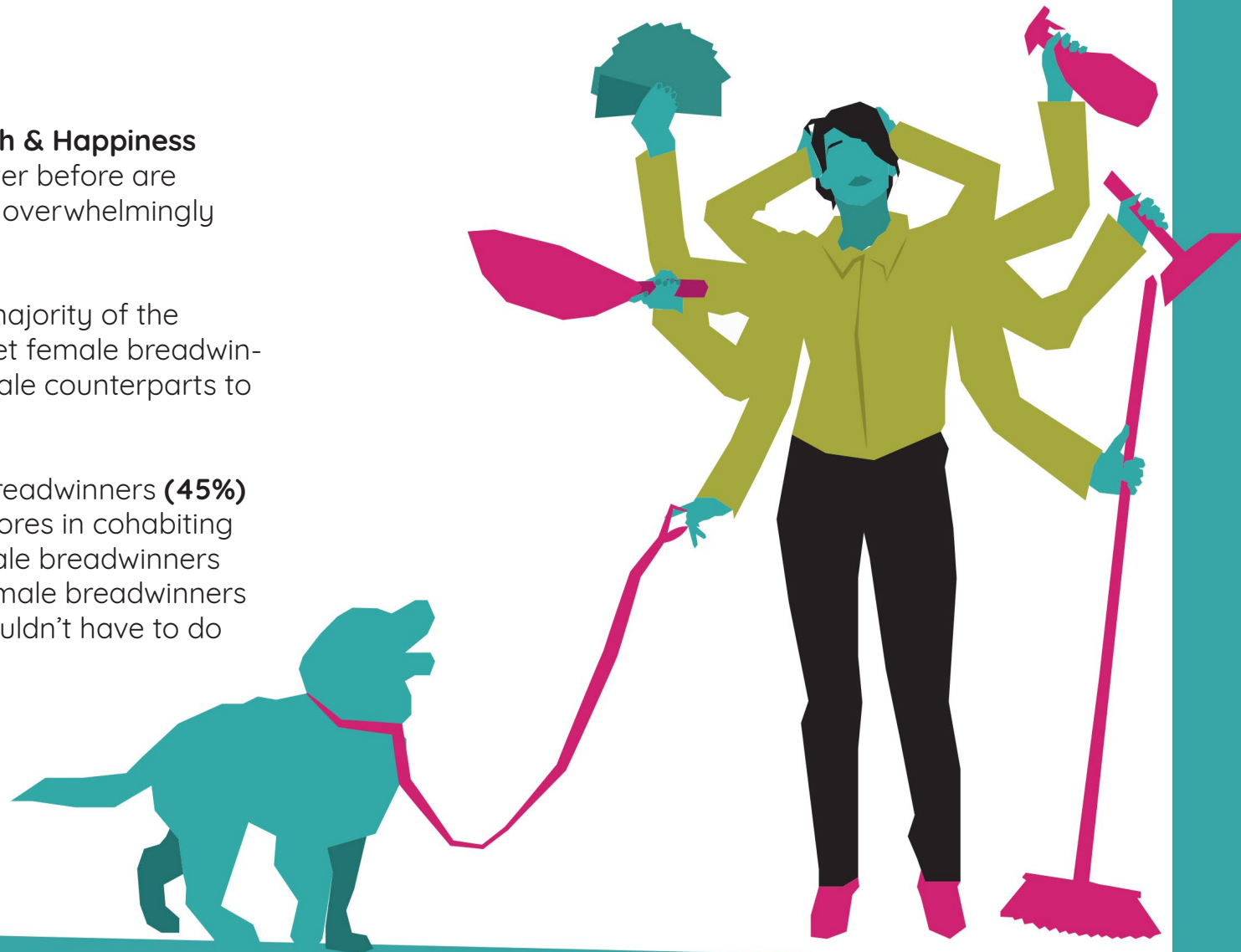
Female breadwinners on the rise

(but they're still expected to keep house)

Kicking things off in the **2019 Health, Wealth & Happiness report** is the fact that more women than ever before are **bringing home the bacon** ... yet they're still overwhelmingly responsible for the household chores.

Today, the number of women earning the majority of the household income has increased by **30%**, yet female breadwinners are four times more likely than their male counterparts to also do the majority of the housework.

Approaching half of the country's female breadwinners (**45%**) say that they also do the majority of the chores in cohabiting households, while just **one in eight (12%)** male breadwinners say the chores are on them. Indeed **13%** of male breadwinners state that if you earn more money, you shouldn't have to do as many household tasks.



Whose income is protected?



How many hours are hard-grafting female breadwinners sinking into household chores? **7.5 per week**, about a whole 'nother working day.

As we'll later read in this report, more female breadwinners means there has been a rebalancing of the UK's gender value and net worth scales. Women's average running value (a figure based on net worth but excluding property) is **£30,000** more than it was last year. Women's total value (net worth including property) has risen over **£60,000** in the same timeframe.

As more women take on the role of breadwinner, we might have hoped that there'd be a corresponding rise in females buying protection policies to insure against the worst happening. If the household is primarily dependent on one income, it's important to establish a financial safety net.

But unfortunately the female breadwinner is still, more often than not, an unprotected entity.

Women seemingly aren't recognising the value of their financial contribution, and are still much less likely than men to have protection products in place.

Around **one in 20 (6%)** women have income protection in place compared to **one in ten (10%)** men. And **one in ten (10%)** women have critical illness cover in place compared to over **one in eight (13%)** men.

In life insurance the scales are more equal - at present, **30%** of women have life insurance versus **31%** of men. But the amounts of money each gender is insured for differs considerably: **£124,166.50** for an average man, and **£107,296.60** for an average woman.

HEALTH



Work stress? **Nope!** Work/life balance? **Check!**

In **Health, Wealth and Happiness 2018**, over **two in five (44%)** of us said we work too much and crave more free time. That number was especially worrying as it represented a **10% spike on 2017**.

But we're happy to report that in 2019 things have calmed down - and remarkably so.

Now, not even **one third (31%)** of us say we're on the wrong side of our work/life balance, leaving **59%** to say we have the balance just right.

Notably, in 2019, **32% of 18-34** year olds complain they work too much. Although this figure's still higher than we'd like, it's a massive improvement on the **nearly half (46%) of 18-34 year olds** who said the same last year.



And here's a real shocker. You'd typically expect people's work/ life balance to be most out-of-kilter in and around the big industrial and commercial cities, but in fact the opposite's the case. The national average shows **31%** of us have a wonky work/ life balance, but London (**28%**), Manchester (**24%**) and Birmingham (**27%**) register some of the healthiest work/life balance rates in the UK. Stereotypes be damned.

Work/life balance

So where are people feeling most out of sync when it comes to their **work/life balance**? The **North East**, where **40%** say they're more work than life.

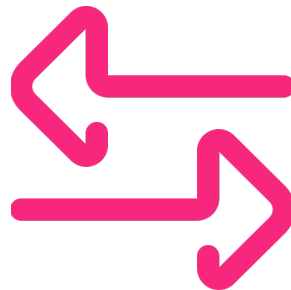
Predictably, breadwinners are more likely to say they're on the bad side of the work/life balance – male breadwinners more so than female breadwinners.

When we asked those on the wrong side how they might rectify their work/life balance, big numbers said they'd like to work from home (**39%**), change jobs (**36%**), or retire early (**25%**). Interestingly, almost one in four (**24%**) **18-34 year olds** are already eyeing up early retirement.

The UK has also done a bit of a 180 when it comes to work-related stress. In 2017, **one in nine (11%)** of us called out work-related stress as something that's likely to dent our happiness. In 2018, **one in seven (14%)** said the same – a significant year-on-year increase.



39%
Work from home



36%
Change jobs



25%
Early retirement

Follow that trajectory and we'd expect work-related stress to be an even more prominent issue in 2019, but in fact it's the opposite. This year just **one in ten of us (10%)** call out work-related stress as something that's likely to impact our happiness, a three year low.

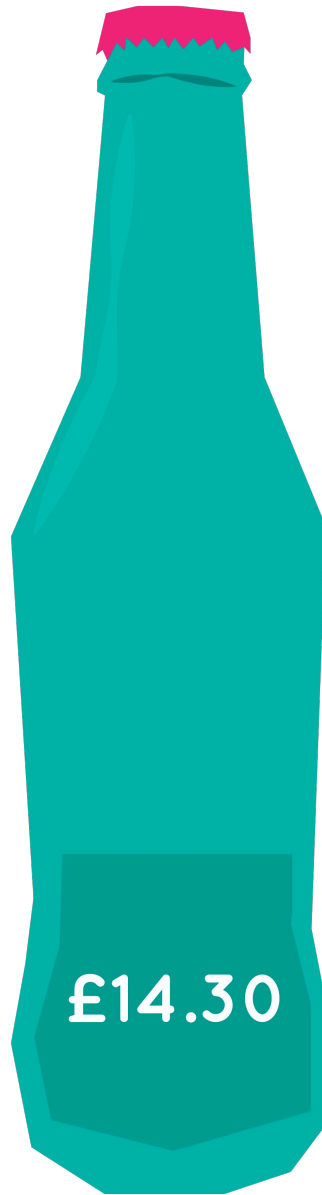
Comparing 2018 with 2019 data, work-related stress hasn't budget much for **35-54 year olds or 55 and overs**. But the change has been massive for **18-34 year olds**.

In 2018, **one in four (25%) 18-34 year olds** called out the problem of work-related stress. This year it's closer to **one in six (16%)**. Sure, it's still not ideal that **one in six 18-34 year olds** are suffering, but we can hope this is the start of a longer-lasting turnaround for the youngest portion of our workforce.

The geography of work-related stress is equally interesting. In several regions, work-related stress has eased significantly year-on-year. Special mentions go to the South West (**12% less stressed in 2019**), London (**8% less stressed in 2019**), and Scotland (**5% less stressed in 2019**).



MEN



WOMEN

Booze – 35-plusses spending less and less, year on year

What do 2019's alcohol spending habits tell us? First, at an average spend of **£19.30** we're spending **£2.20** per head per month less on booze than last year.

Second, men are still mightily outspending women on drink, but the gap has narrowed. Last year, the boys spent twice as much on booze than the girls (**£28.30 versus £14.90**) but this year the gap's about 60%: **£24.60 men versus £14.30** women in an average month.

And while recent news reports tell us that this generation's youngsters are less interested in boozing than their parents, the 18-34 contingent, in fact, continue to spend most on alcohol.

Interestingly, the 35-54 age group is continuing a downward trend of spending less and less on booze. In 2017, 35-54 year olds spent an average of **£23** per head per month on alcohol. In 2018 the figure dipped to **£22.30**, and this year it's further down to **£20.30**.

The trajectory is the same for the 55+ age group, from £19 per head in 2017 to **£18.60** in 2018, the 55-plusses are down to an average spend per head per month of **£16.60** in 2019.

The regions where booze spend is lowest are the South West (**£14**), Wales (**£14.90**) and the North East (**£15.40**). The highest booze spend is concentrated in and around one geographic area: London (**£25.60**), the East of England (**£24.30**) and the South East (**£20.90**).

Hey Muscles, looking good!

Looking to exactly who does (and who doesn't) have a gym membership in 2019 is a decent indicator (not a true measurement) of health and how much stock the nation has in regular exercise.

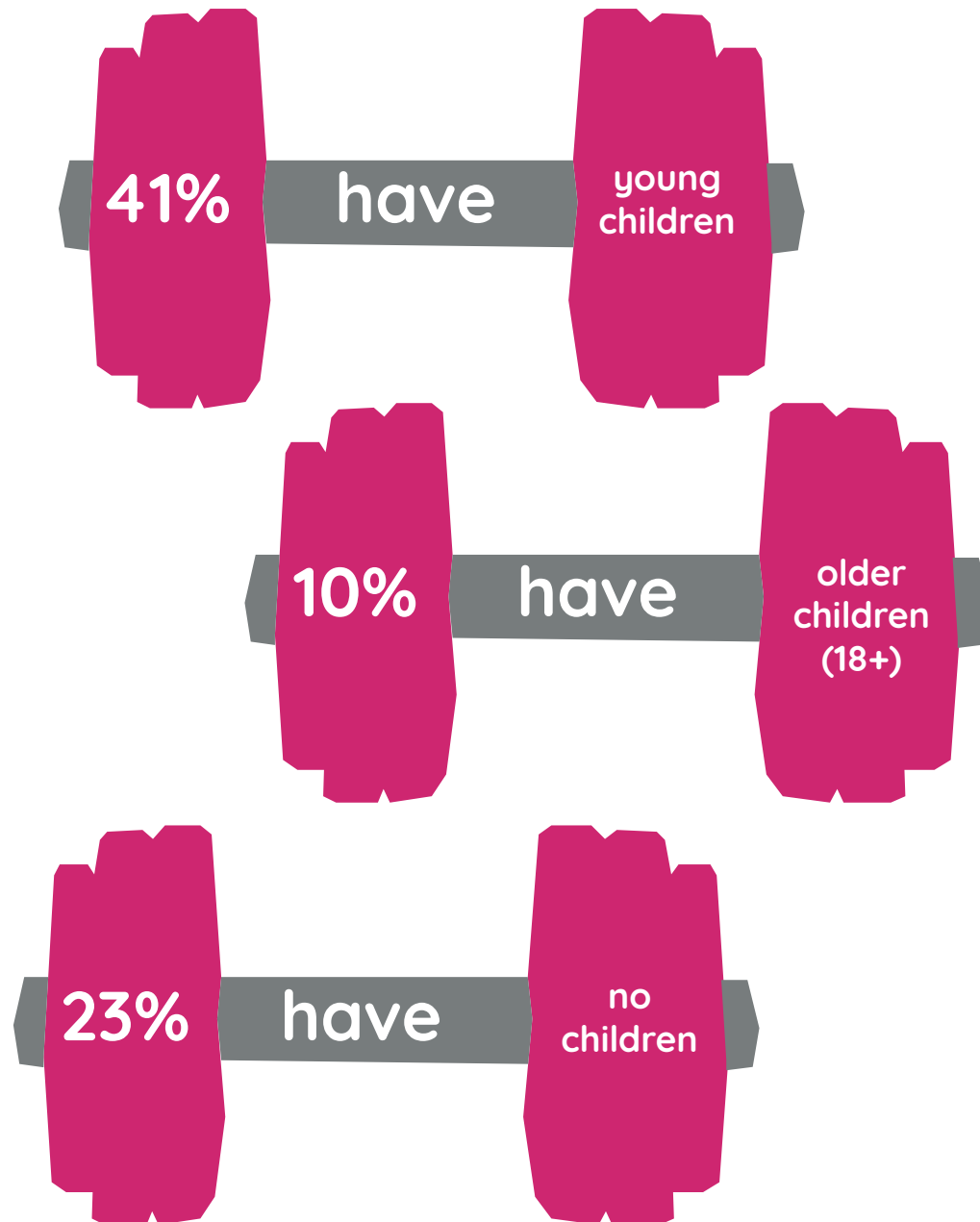
Here we assume that where someone spends £0 per month on a gym membership, they're less likely to be getting regular exercise. Of course this isn't foolproof - many of us run, walk, cycle and even swim in the great outdoors, which doesn't require membership or subscription. Similarly, just because a person spends money on a gym each month doesn't necessarily mean they use it.

Caveats aside, however, in 2019 fewer than one in four (24%) people have a gym membership. It does seem low, but this figure's actually an improvement on 2018's 22% ... which in turn was an improvement on just 21% in 2017. So on the surface, the nation's gym-trajectory looks good.

No surprises, 18-34 year olds are most likely to have a gym membership - 40% do and that's up from 38% last year.



Whose membership is it anyway?!



The biggest increase in gym membership is in 35-54 year olds. Last year one in five (20%) had one, this year it's more than one in four (26%). For the 55-plusses, this year's figure is one in ten (10%), much the same as 2018.

As in previous years, men are more likely than women to have a gym membership and London residents are more likely to have a gym membership than those in any other region.

An interesting nugget is that, statistically, parents of younger kids (under 18s) are more likely than any other segment to have a gym membership. More than two in five (41%) of those who have younger kids have a gym membership, compared to one in ten (10%) of those with older (18+) kids, and 23% of adults who don't have children.



Houseproud (and healthy?)

What's housework got to do with health? Well, there are many ways we humans burn calories: through exercise, through the thermic effect of food (how much energy it takes to break down what we eat), through our RMR (our resting metabolic rate - how much energy we burn as we regulate hormones and our body's natural balance), and through NEAT - non exercise activity thermogenesis.

NEAT is the energy we expend when walking, typing, standing, pacing, carrying mugs of tea and, crucially, doing housework. Housework is, in fact, one of the best ways to stealth-burn energy.

As we read in an earlier chapter, UK women (particularly female breadwinners) are doing more than their share of the housework. But let's look to the positives.

An 11-stone adult will torch an estimated 171 calories (five biscuits) in an hour of light cleaning. Hoovering burns even more. Sweeping for half an hour kills about 135 calories (a can of Coke). Reorganising furniture, gardening, painting a room - an hour of any of these and you'll sear between 300 and 400 calories, about the same as playing tennis for the same length of time.

Houseproud (and healthy?)

The average UK woman does 8.5 hours of chores per week versus the average man's 5.9 hours per week. Those aged 55-plus do 8 hours of chores per week versus 18-34 year olds' 6 hours per week. Parents (of kids of all ages) get 8.5 hours of chores in per week versus just 4.9 hours of chores for adults with no kids. The silver lining for those on house detail - it burns calories.

The UK's most houseproud cities? Plymouth, Liverpool and Cardiff - residents in each spend an average of 8 hours cleaning in a typical week.



WEALTH



What are we worth?

A recurring feature in our Health, Wealth & Happiness report, here we tote up how much UK residents value their lives. We do this in three ways:

- 1) Running value: savings, investments, collectibles and pensions minus unpaid debts (excluding mortgage debt and excluding property value)
- 2) Total value: savings, investments, collectibles and pensions minus unpaid debts (excluding mortgage debt but including property value)
- 3) Spiritual value: when we separate ourselves from paid work, childcare, voluntary work etc, what value do we place on our time?



Running value

Savings, investments, collectibles and pensions minus unpaid debts (excluding mortgage debt and excluding property value)

	TOTAL	MEN	WOMEN	18-34	35-54	55
2019	£153,275.00	£180,165.80	£127,109.60	£133,415.30	£165,143.70	£155,634.80
2018	£153,548.00	£207,927.00	£98,737.00	£177,148.00	£141,191.00	£146,433.00

As we can see, the total valuation has barely budged but men's running value has lowered significantly and women's has spiked. The rise in female breadwinners is starting to show on the national balance sheet. And although the two are still a significant distance apart, it's heartening to see the gender gap closing.

Total value

Savings, investments, collectibles and pensions minus unpaid debts (excluding mortgage debt but including property value)

	TOTAL	MEN	WOMEN	18-34	35-54	55
2019	£301,351.20	£336,335.50	£267,141.30	£176,617.40	£322,779.10	£361,883.00
2018	£278,259.00	£353,289.00	£204,603.00	£295,681.00	£211,671.00	£326,360.00

In total value, the average total has risen by some 8% to just over £300,000, but year-on-year it is men whose total value has dropped and women's spiked. There has also been a marked reduction in the total value of 18-34 year olds, which has been seemingly reallocated into the 35-54 bracket.

Spiritual value

When we separate ourselves from paid work, childcare, voluntary work etc, what value do we place on our time?

Perhaps a figure we're slightly more interested in is how much people value themselves just as themselves. Our spiritual value as it were. This is a self-defined monetary figure when we separate ourselves from paid work, childcare duties, voluntary work et al.

So on average, how much do we value ourselves - just us as us - in 2019? **£34,254.70**

	Total	Men	Women	18-34	35-54	55+
2019	£34,254.70	£41,737.60	£27,111.20	£42,478.80	£41,334.80	£22,081.50

In 2019, men value their time at **£41,737.60** to women's **£27,111.20**. It's about a third more.

18-34s value their time at **£42,478.80**, about the same valuation as **35-54s**. But over **55s** value their time at almost half of that: **£22,081.50**

Subdividing by employment status and the numbers slightly mess with our expectations. For example, at **£41,957** the unemployed value their time most of all. Next comes part time workers, who value their time at **£41,134.90**. For full time workers, it's **£37,868**. Roughly speaking, these three valuations are double that of retirees' **£20,683.90** valuation.

Looking at household set-up and the numbers get even wilder. For example, adults with young kids (under 18) value themselves more than any segment, at **£58,072.40**. That's double the **£26,400.20** valuation of adults who have older (**18+**) kids and nearly triple the **£19,911.20** valuation of adults with no kids.

By geography, the differences are just as stark. The UK regions where people most value their time/ lives are the **West Midlands (£47,081.20)**, the **East Midlands (£45,749.70)**, and **Yorkshire (£35,031.70)**.

Where do people put least value on their time/ lives: Wales (£13,691.70), the South East (£24,988.10) and, perhaps most interestingly of all, London (£24,168.80).

Traditional big ticket **spending** on the slide

As a nation, our biggest non-essential spending categories are eating out (not including takeaways), TV subscriptions, and fuel (although sure, some might contend that fuel is not a non-essential).

First eating out. In the UK, we spend an average of **£26.10** every month eating in restaurants. The spend is – compared to other products and services – quite evenly split by age and gender, but it's in location where we see big differences. For example, in top-placed London the average spend in restaurants (**£37.40**) is nearly double that of last-placed Wales (**£19.90**).

What's interesting is that the headline UK average spend of **£26.10** is sliding. It was bang on **£30** per head per month in 2017 and **£28.50** in 2018. We can see the trajectory.

The closures of a number of UK restaurant chains have dotted the news throughout 2019. Regardless of those chains' management and debt issues, our lessening spend is no doubt contributing to their woes.

Another easy culprit to explain restaurant problems in 2019 would be the amount we're spending on takeaways, given it has never been easier to order in. So is that playing a part?

Inconclusive. Because we're spending less on takeaways too. From an average takeaway spend per head per month of £18 in 2017, it slipped to **£16.20** in 2018, and wound up at **£15.80** in 2019.



TV subscriptions

The third biggest line-item in the UK's non-essential spending is TV subscription: **Sky** and **Virgin** packages as opposed to streaming services, such as **Netflix** (we'll touch on that in a minute).

TV subscription spending went from an average of **£26** per person per month in 2017 to **£25.40** in 2018 and is now at **£24.90** in 2019. So it's another slide.

The easiest place to look to understand where people are now getting their TV-fix is to streaming services, the likes of **Netflix**, **Amazon Prime**, **Hulu** et al.

Sure enough, streaming is an area of spending that's definitely on the rise. From just **£4** per head per month on average in 2017, we spent **£6.90** on TV streaming in 2018 and it's now at **£8.90** in 2019. Our average spend has doubled in less than three years.

With new players, including **Disney**, **HBO** and various others set to move into the streaming space – and headlines galore citing the death of scheduled/ linear television – streaming is heading uphill.



Fuel

In an era of climate concerns, and more of an onus on everyday people to make greener choices, it seems many of us are paying attention. As a nation, our average spend on petrol and diesel is steadily declining. From **£39** per head in 2017, it slipped to **£37.80** in 2018 and we're now at **£35.50** in 2019.

Of course major regional discrepancies are in play, given the differing reliefs and landscapes in the likes of Northern Ireland, Wales and the South West. In those three areas, spend is well above the national average.

In London, average fuel spend per head in 2017 was **£35**, it sank to **£30.20** in 2018 – where it has stayed in 2019. A combination of rental bikes, Uber, night tubes, and extended bus and rail routes in the capital – as well as longstanding congestion charges and perhaps the demonisation of vehicles in the city – are doubtless playing a part.



Who spends this much on hot beverages?

We like to look for extremes and outliers in our data, and sure enough when crunching the numbers on the UK's tea and coffee spend we found a belter.

It turns out that **1%** of the UK spends between **£75 and £100** on takeaway teas and coffees every month.



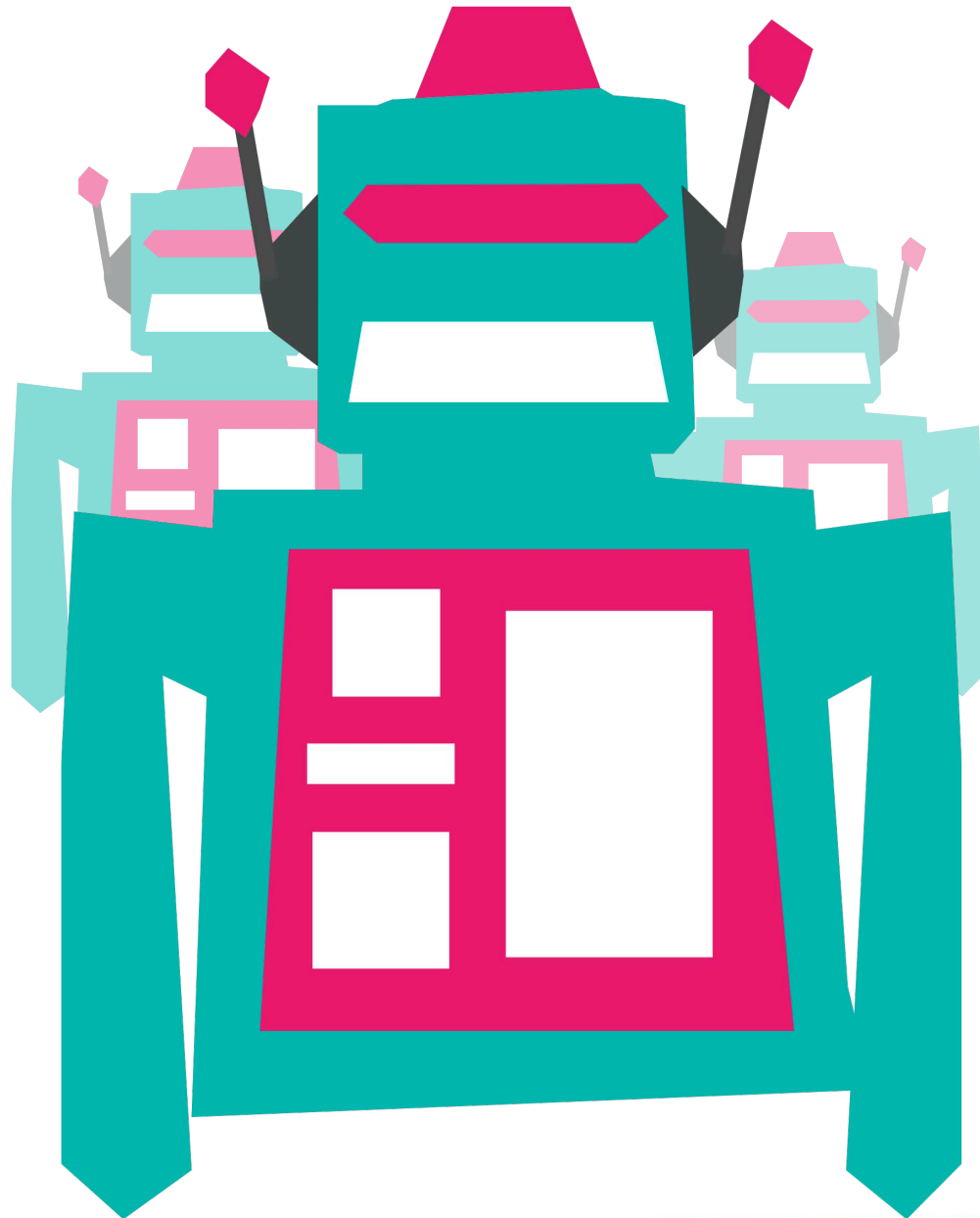
3% of parents with young children

3% of Cardiff residents

6% of Liverpool residents

It sounds mega, but here's some quick calculations: if one buys a single coffee (at circa **£2.40**) per day, every day (including weekends) you easily get to **£75** per month. Just think what we could accomplish in protection if we convinced Britain's most caffeinated to halve their coffee spend and put it towards their monthly premiums.

Am AI bovvered?

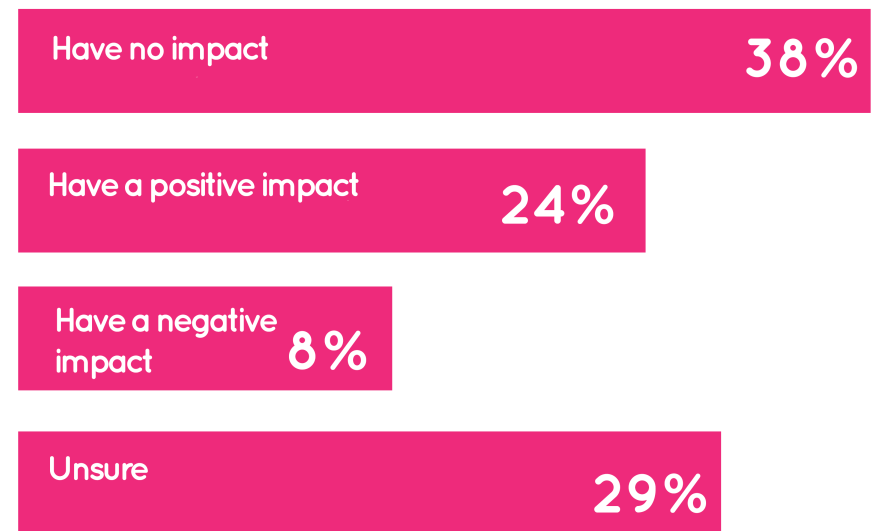


In mid 2019, the Office of National statistics said that AI and automation threatened 1.5m UK workers. Around the same time PwC went even further, stating that automation threatened up to 30% of the UK workforce within the next decade.

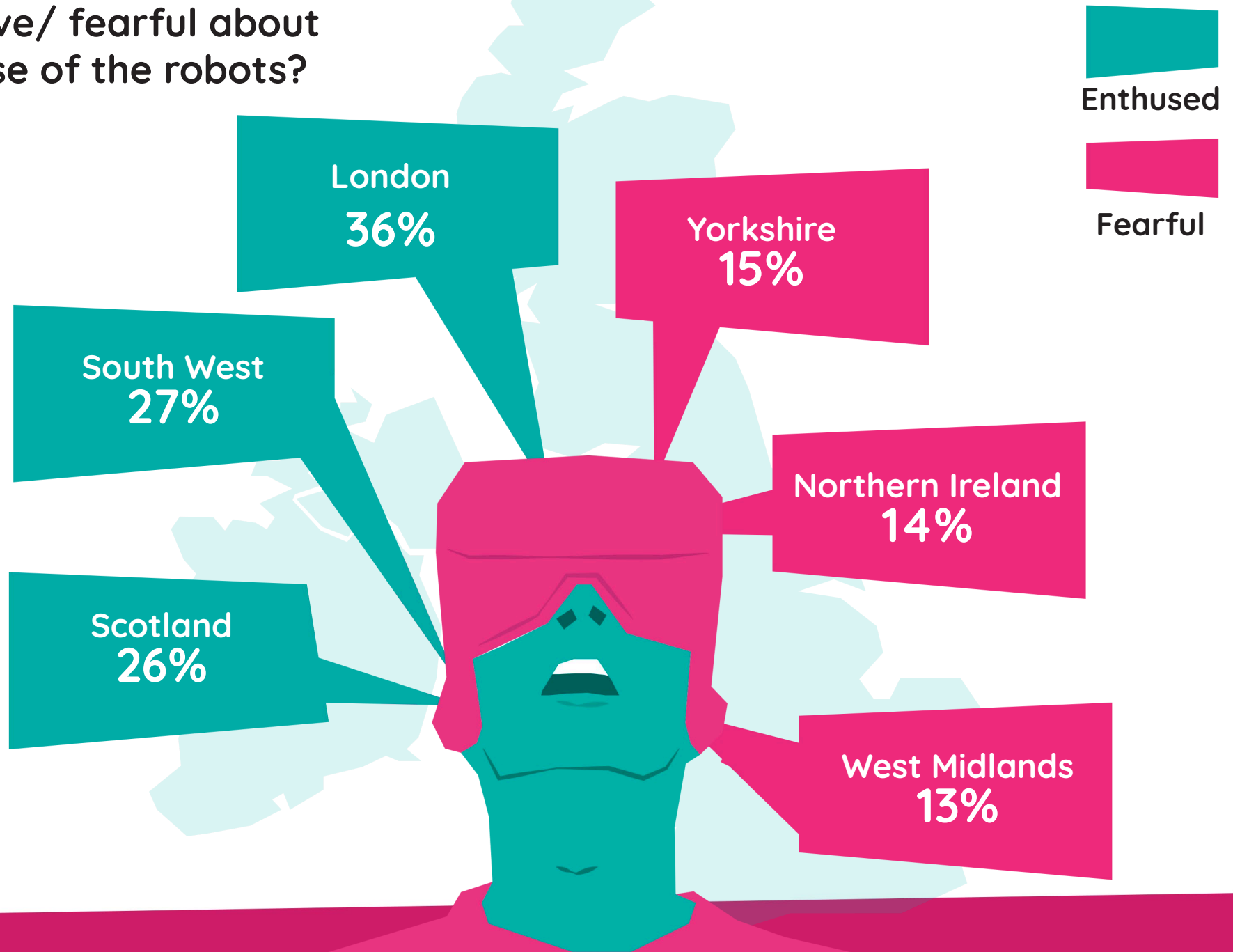
There are a lot of big headlines around the scary potential of robots and new-age technology, and what it'll mean for jobs in the days to come. But are Brits worries about AI in the next year?

Barely. Only 8% of us fear it'll have a negative impact.

On jobs, AI (inclusive of the Internet of things, Augmented Reality & Virtual Reality) will ...



Where are we most positive/ fearful about the rise of the robots?



HAPPINESS



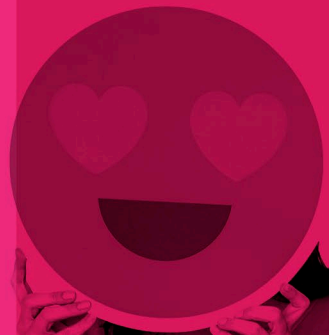
Protection products won't make us healthier... But they might make us feel happier

When it comes to health there's no guarantees. All we can do is eat well, exercise, try to make decent lifestyle decisions, and aim for a healthy work/life balance.

Although all of the above are easier said than done, we've read that Brits have taken a step in the right direction by improving our work/life balance from 2018's pretty ghastly stats, and also by stepping up more in the gym.

In 2019 just as 2018, we worry most about our health and happiness. First up, once again Brits see the most valuable part of life as looking after friends and family (**57%**). And while this sentiment gets sharper as we get older (for **18-34** it's **46%**, for **35-54** it's **58%** and for **55+** it's **64%**), it is always the majority answer, no matter a person's age, stage or family status.

WE ALL VALUE OUR HAPPINESSS BUT THE MAJORITY HAVEN'T PROTECTED OURS



**Life Insurance:
30% covered**



**Critical Illness:
11% covered**



**Income Protection:
8% covered**



What makes you most happy?

It's a similar story when we ask the question: What makes you most happy? Spending time with family and friends is by far and away the most popular answer, with **55%** of the vote. Again, this ranges from **46% in 18-34s**, to **55% in 35-54s**, to **62% in 55 and overs**, but it is always the majority response.

Asked about factors that are most likely to contribute to/dent happiness, the majority of us cite our health. In terms of our fears, we're significantly wary of not being able to save money (**12%**), not being able to pay bills (**11%**), and not being able to work due to ill health (**6%**).

Fuse these responses and it's not unreasonable to see protection products as a solution – a way to mitigate some of the fears we have around our health and happiness, at the very least to ensure faltering health doesn't have to break us financially.

Critical illness cover protects people who are suddenly struck down with a life-changing illness. This generally includes heart attacks, cancers and strokes, but some policies extend to **deafness, blindness and so on**.



So how many in the UK have purchased such a policy? **11%**. This total comprises **13% of 18-34 year olds**, but just a tiny **5% of 55 and overs**. This is eye-opening as it's **55-plusses** who most fear having poor health (**37%**). And with retirement ages rising, along with the statistical likelihood of getting sick as we get older, protection products are a logical solution being largely overlooked.

It doesn't get any better with income protection insurance – a policy which pays out monthly to replace a regular monthly wage when a person is unable to work. Just **8%** of the UK has such a policy in place, and while once again it'd make sense for 55-plusses to swarm on such a product, uptake for this age group sits at just 2%.

Only **15%** of full time workers have income protection in place, despite **16%** fearing ill health; another **12%** wary of not being able to save money; **16%** scared of not being able to pay the bills, and **7%** afraid of not being able to work due to ill health.

Just **14%** of parents with young (under 18) children have income protection in place, despite **15%** of them saying they fear ill health; another **14%** scared of not being able to save money, and **15%** wary of being unable to pay the bills.

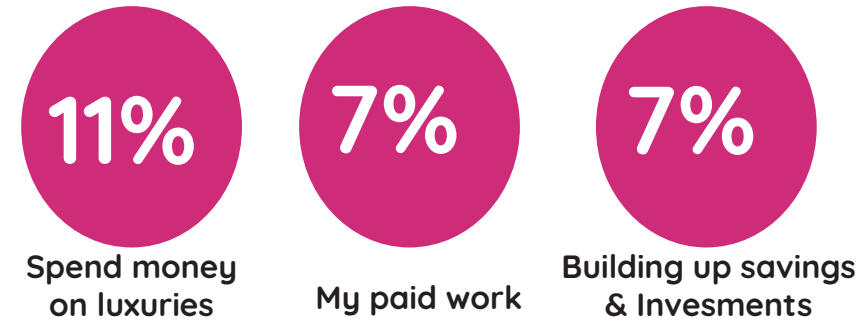
Protection products soften people's worst nightmares so, once again, the holes in UK coverage are both illogical - and deeply problematic.

Gen Z: more cash, less me-time

As you've read, **18-34 year olds** are most off-centre on the work/life balance sheet. But when we start looking for trends in what this age group prioritises, it starts to make some sense. When asked what the most valuable component of their life is, older demographics talk up friends and family and doing good deeds. **18-34 year olds** do to the same to an extent, but they also wrap a lot of their value up in the salary that I earn (**22% vs 7% for over 55s**), and the type of job that I do (**25% vs 6% for over 55s**).



when asked what makes them happy 18-34 year olds are most likely to say:



For many youngsters, it's all about the money. But there's much evidence pointing at the relationship between pursuing financial success and loneliness. In the last couple of years, major publications including VICE, the Guardian and the Washington Post have all reported on the scourge of loneliness in young people.

In 2019, the BBC asked if loneliness was the 'last taboo', and Forbes Magazine reported that 23% of UK millennials always or often feel lonely.

LifeSearch Health, Wealth & Happiness data concurs. While the older demographics have, from 2017 until now, reported consistently that they embrace me-time, the younger contingent (18-34) are much less enthused by that prospect.

Happiness is fluffiness

For over **one in six (17%)** of the UK, happiness is ... **spending time with pets**. After several **Health, Wealth & Happiness** reports, we're used to fluctuating metrics and changes in people's outlook based on economic, social and political factors.

But one trend that has remained absolutely consistent over **three years** is Brits' love for cosying up to their pets.



Say spending time with pets makes them happy

The most pet-daft UK cities are **Belfast (26%), Edinburgh (24%), Nottingham (23%), Plymouth (23%)** and **Newcastle (22%)**. And to rather name and shame cities where residents are least enthused about pets, we have **Glasgow (10%), Brighton (11%)** and **Manchester (14%)**.

Somewhat predictably, adults without children are more likely to find happiness spending time with pets (**20% vs 14%** of adults with young kids), and households where the main breadwinner is female are much more likely to embrace pets than households where the breadwinner is male.



Trump and Brexit

We're so, so sorry



Since 2017, we have included the impact of Brexit and the impact of Donald Trump as items on the longlist of threats to our happiness.

First Trump, and it's interesting that we haven't become any more or less wary over his years in office. Since 2017, we have retained a consistent 6% fear level around the potential impact of The Donald. Even with a new presidential race coming up - perhaps the end is in sight - more than one in 20 of us still sees Donald Trump as a factor likely to hurt our happiness in the next 12 months.

Onto Brexit and, perhaps for obvious reasons, our fears over Brexit have steadily risen.

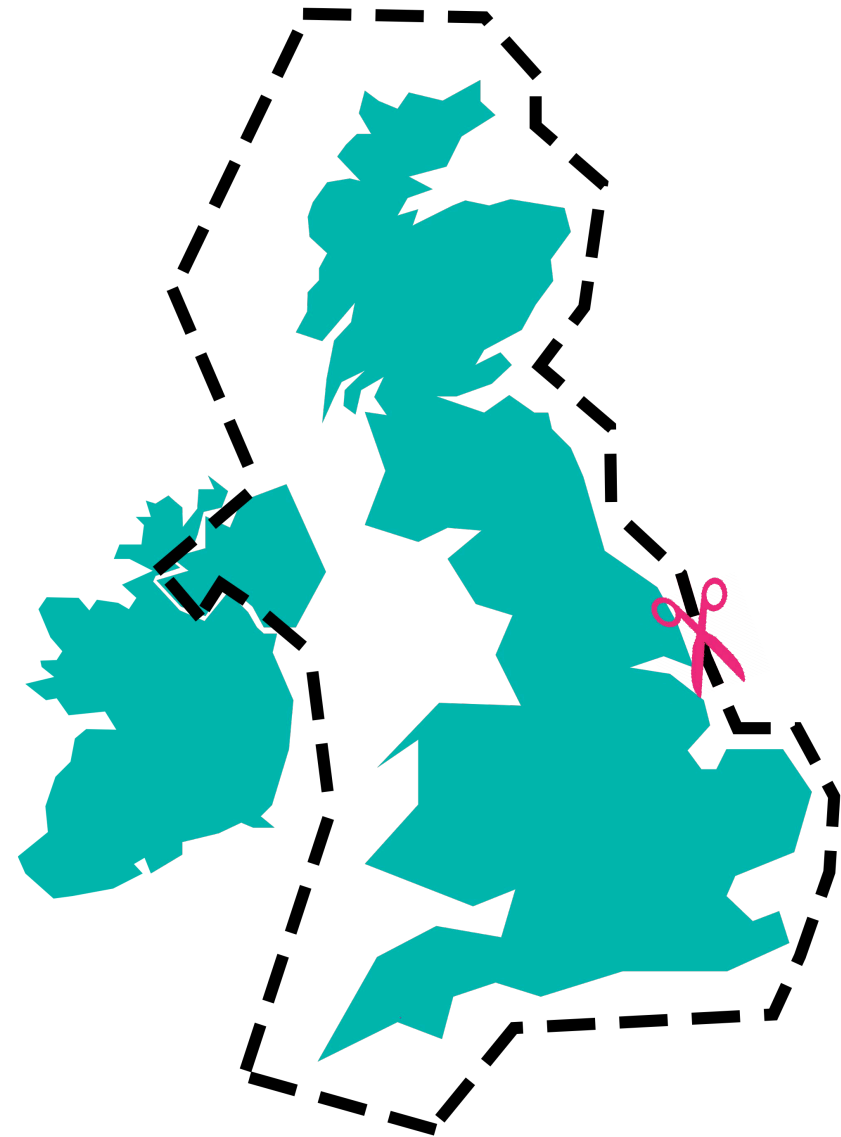
In 2017, 17% of us said Brexit's impact might hurt our happiness in the year ahead. In 2018, that figure rose to 19%. This year, 2019, over one in five of us (22%) put Brexit on our worry list.

All age groups have grown more wary of Brexit's impact as time has drawn on, as have most regions ... but with one notable exception.

Fears over Brexit have seriously escalated in Scotland (in 2017, 16% were Brexit-wary but this year it's 26%) and Northern Ireland (in 2017, 10% were Brexit-wary but this year it's 18%).

Fairly obviously, those two regions voted to Remain in the EU. But so did a third major region, London. How does the capital view Brexit now?

Fascinating. Londoners are much less wary of Brexit now than they were last year. In 2018, 30% of Londoners said Brexit might have a bearing on their happiness, this year it's down to 24%. Still high, but a significant climbdown.



Over 50s shades of away - Older folks blurring traditional travel patterns

One happiness-generating activity all age groups agree on is travelling. But despite youngsters' YOLO mentality, it's the older contingent who – for the third year running – are more travel- happy.

Nearly three in ten (28%) over 55s say travelling makes them happy, it is the third-place answer after Spending time with family/ friends (62%), and Having time to myself (32%) (in a tick three list).

On the surface, older folks' connection to travel isn't any kind of revelation: they're more likely to have the cash and the time – perhaps without the work constraints – to go out and see the world. Despite a few years of belt-tightening, political instability and even terror threats, The Office of National Statistics (ONS) reported that increasing numbers of older folks are channelling their disposable income into holidays.

As reported in The Financial Times, the number of Brits over-65 travelling overseas leapt by 13.7% from 2014 to 2016. And a separate survey from the Association of British Travel Agents suggests that over-65s are now more likely to take foreign holidays than any other age group.

The stereotype might hold that over 55s are all about the luxury cruises, the business class and the five-star pampering, but in 2019, charity Age UK told us it's not that cut-and-dry.

Research found that 35% of 55-64-year-olds, and 31% of over 65s, are embracing solo travel. Yes, this includes the traditional cruises and city breaks, but there has also been a surge in retirees opting for adventure holidays and even backpacking tips.



Travelling makes
me happy

Over 55's 28%

Same time next year?

As a marketer, I see the macro changes in our spending habits as hugely telling. The news that we're dropping even less cash in restaurants, on fuel and on traditional TV packages highlights a step change in some long-established, down-time spending patterns.

As a human, I meet the data about our better work/life balance - and diminishing work-related stress - with cautious optimism. I'd love to think that work stress has hit its peak and we're now on the downside, but my spidey sense is tingling. Combine an ambitious young workforce with technological evolution and a fluid economy and, for me, it reads like a perfect storm for big stress in future.

My one to watch from this year's report, however, is the rise of the female breadwinner. While it's deeply encouraging to see more women in this role, and the male/ female worth gap narrowing narrowing, the disparity in protection cover is stark. If the rise of the female breadwinner continues then, without a turnaround in protection, more families are exposed.

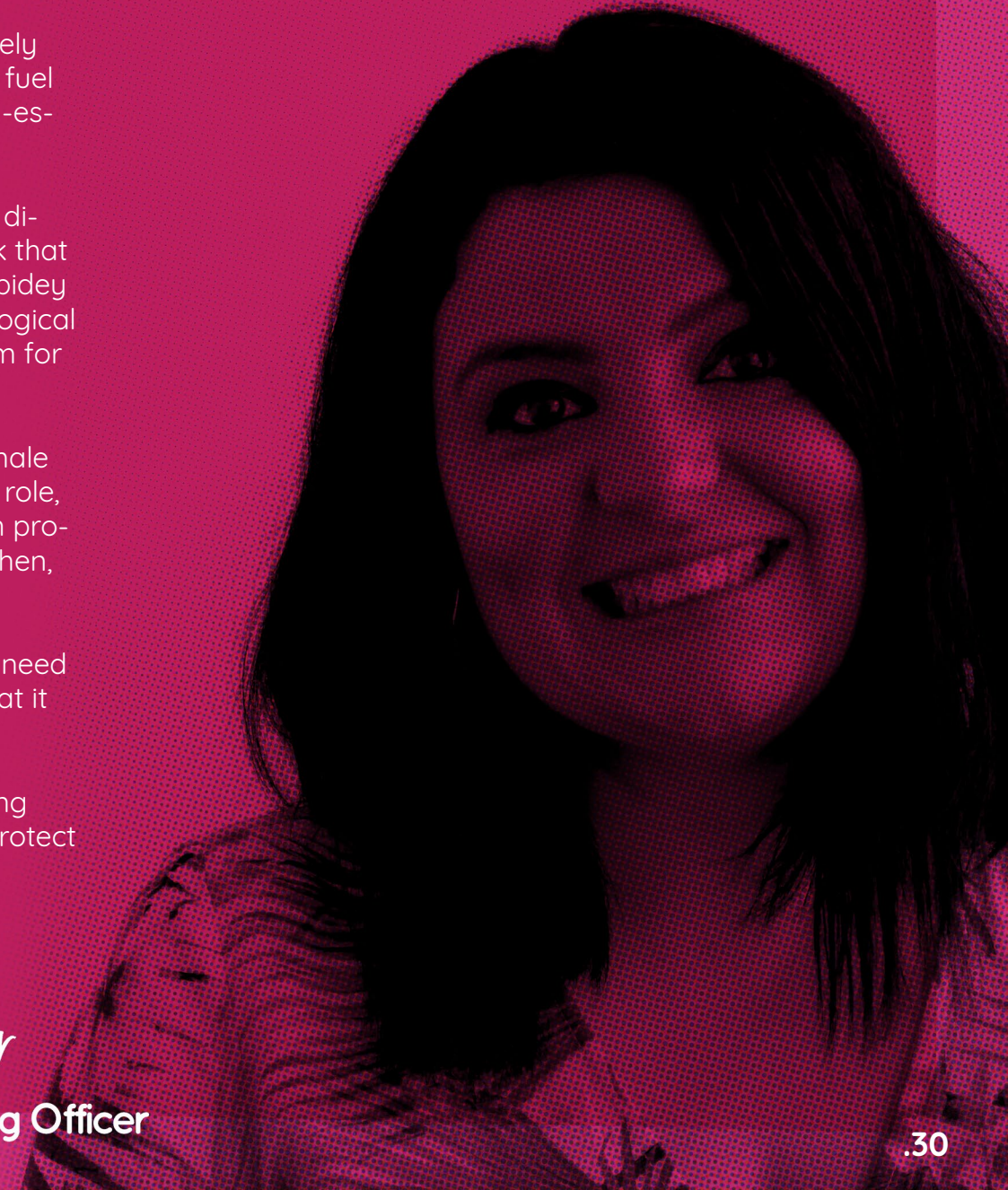
So the onus is on my marketing team and I to carry the message. We need to shake off any negative connotations and present protection for what it is: a vital safety net and a financial lifeline during life's dark moments.

The ink's barely dry on Health, Wealth & Happiness 2019, but I'm looking forward to 12 months of reaching families and helping individuals to protect the life they love.

Sleeves up, then. Same time next year?

Emma Walker

LifeSearch Chief Marketing Officer





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ABOUT OUR RESEARCH

This LifeSearch survey was carried out by Opinium through 20-23rd September, 2019, using a representative and weighted sample of 2004 UK adults.

ABOUT US

You know it as life insurance, we call it protecting families. And since 1998, LifeSearch have protected hundreds of thousands of UK families from the financial fallout of catastrophe, critical illness and death.

Over 21 years, LifeSearch has grown into the UK's biggest life insurance broker, offering expert, independent advice to customers around life insurance, critical illness cover, income protection, family income benefit, serious illness cover and business insurance.

In two decades, LifeSearch have picked up hundreds of awards for its culture, expertise and customer service. Boasting a TrustScore of 4.9/ 5 on TrustPilot on the strength of nearly 9,000 customer reviews. The company is ranked number #3 in the Sunday Times' 2019 list of Best Places to Work.

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