

HEALTH WEALTH & HAPPINESS

Report 2018





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INTRODUCTION.

The 2018 LifeSearch Health, Wealth & Happiness Report offers a unique window into our lives and loves, our fears and finances.

In a sea of standout trends, we found that the average value we place on our free time has increased versus 2017. But in the work zone, our collective stress levels have increased - and fairly dramatically so. Some 44% of us feel lopsided on the work/life balance sheet - a 10% spike on last year.

Interestingly, many of us are prepared to part with portions of our salary if it means clawing back some free time. But who and what percentage varies significantly.

Onto spending, our appetites for both eating out and ordering in have diminished and our alcohol spend is up by a nominal 50 pence per person per month. However, it's really just the men driving that trend.

In fact, 2018's data shows that the UK is a country where the boys outspend the girls in almost every area.

No surprises to learn that we're happiest when spending time with our loved ones, but what else makes us tick? The sexes and the cities disagree.

Similarly, our unhappiness is, just like last year, rooted in the prospect of poor personal health and the demise of our loved ones. But beyond the obvious, our fears and concerns present a patchwork of intrigue. Men to women, north to south, east to west, young to old - the results are fascinating.

At LifeSearch we're here to help you protect the life you love. So looking at trends in life insurance - protection as we call it - and we're glad to see an improving picture. Almost half of us in the UK are covered in some way. And that's up on last year.

Of course, we'd prefer numbers to be higher. For example, only half of the full time workforce, 40% of women, 16% of the unemployed and 15% of students are covered. There is work to do.

But as I don't want to end on a down note, allow me to call out a fascinating nugget from 2018: **men now spend about as much per month as women on cosmetics.**

So please let's look at the UK in 2018 through the lenses of health, wealth, happiness - and what we truly value.

Tom Baigrie,
Chief Executive, LifeSearch

Protection Summary

Before digging into the salient **Health, Wealth & Happiness** trends of 2018, a few words on protection coverage in the UK:
who, where, how much and how little.

When looking at those with some form of life cover, the men have much larger value policies than women: **£113,032** versus **£94,759**.
Indeed, **14%** of men have life insurance cover over £100,000 compared to just **7%** of women.

In England, there's a distinct north/ south divide when it comes to policy value, with an average of **£87,000** worth of cover in the north and an average of **£115,000** in the south (excluding London Region).

Across the UK's regions, the average value of life insurance cover swings wildly. Overall, our average life insurance policy value is **£105,303** but that includes Scotland at the lowest end (**£69,792**) and Northern Ireland at the highest (**£144,233**). In fact, Northern Ireland's average life insurance policy is **£15,000** higher than London Region's.

When divided by employment status, **54%** of the full time workforce have life insurance compared to **47%** of part time workers. Some **35%** of retired people, **15%** of students and **14%** of unemployed people.

The LifeSearch Health Wealth & Happiness Report polled 2,008 UK adults between the 25th and 28th September, 2018. Data is weighted to be nationally representative.

Welcome to
LifeSearch



Family Status

It's interesting to note that parents' uptake of life insurance cover far exceeds the childless, as you can see below.



Childless
26% have
life cover

Parents w/ kids
aged 0 to 3
58% have
life cover

Parents w/ kids
aged 4 to 6
72% have
life cover

Parents w/ kids
aged 7 to 10
70% have
life cover

Parents w/ kids
aged 11 to 13
63% have
life cover

Parents w/ kids
aged 14 to 15
57% have
life cover

Parents w/ kids
aged 16 to 17
55% have
life cover

Parents w/ kids
aged 18 & over
45% have
life cover

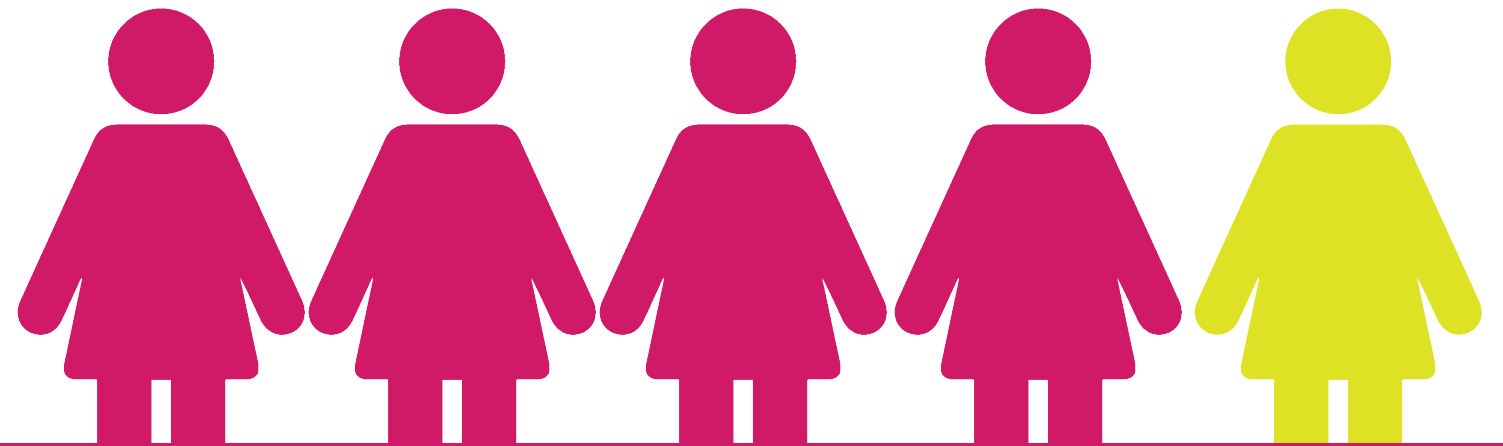
The Catastrophe Life Cover Gap

Correlating trends and insights from the 2018 survey, we have identified what we call the *Catastrophe Life Cover Gap* - people who are not covered but for whom protection products would be a logical purchase; given their situation and/or outlook.

For example, “Not being able to pay bills” was cited as a big concern

By Nearly
1 in 5

Women



and **6%** more women than men are concerned by the prospect of not saving enough money. More women than men cited concerns about the prospect of personal poor health (**33%** versus **29%**), and more women than men fear the sudden death of a close one (**31%** versus **20%**).

Yet, as it stands,

60%

of women
don't have life
insurance cover

44%

less than half of men have
life protection cover,
which would connect
them to critical illness
and/or income protection.

Regional gaps.



To call out some regional gaps, the lowest uptake of life insurance is in the West Midlands **(37% cover)**.

Second lowest is the South West **(38% cover)** and then it's the North West **(39% cover)**.

At the top, it's Londoners who are most likely to have life insurance **(58% cover)**, a long way in front of second place Wales **(48% cover)**, Northern Ireland and the North East **(46% cover each)** and Scotland **(45% cover)**.

It's fascinating (to us anyway) that **11%** of respondents didn't know if they have life insurance cover at all: **10%** of men and **13%** of women. And while the regional **"don't know"** figure is as low as **7%** in London, it's as high as **19%** in the North East.

HEALTH.



One eye-catching trend emerging from this year's data concerns the UK's work/ life balance, and the worrying fact that 10% more of us than last year feel we're on the wrong side of it.

"Work-related stress" is another standout and it's striking the youngsters. One in four 18-34 year olds called out work-related stress, compared to one in seven 35-54 year olds and less than one in twenty over 55s.

WORK LIFE *Imbalance*

To get people's assessment of how the work/ life balance fits for them, we asked those respondents who are in employment

one simple question...



"Which statement best describes your work/ life balance?"

I work too much and would like more free time.

I think my work / life balance is just right.

I don't work enough and have too much free time on my hands.

The result?

More than **2** in **5** **work too much and want more free time. (44%)**

Broken down by age, the trend is most prevalent for 18-34 year olds (46%) and 35-54 year olds (45%). For over 55s, working too much is a concern for 39%.

When asked what measures they might take to improve their work/ life balance, women's top answer was to change jobs **(45%)** followed by working from home **(39%)**. For men, the most popular remedy for overworking was given as **"Retiring early"**.



57% of Londoners said working from home.

According to our data, and no surprises here, the home of overworking is London.

In the capital there's a number of popular remedies to improve the work/life balance, such as changing jobs **(56%)**, working from home **(57%)** and moving closer to work **(52%)**.

Nearly half (49%) of Londoners also saw self-employment as a way to cure their ailing work/life balance.

In Yorkshire and Humberside, the East Midlands, the West Midlands, the South East, Scotland and Northern Ireland only between 8 and 14% of overworked people mentioned self-employment as a remedy.

A new salary sacrifice scheme?

Three in five

people in the UK said they'd be prepared to sacrifice some of their salary to achieve a better work/life balance.

Looking at how much (what percentage) of salary one might sacrifice in the pursuit of a better work/life balance, Scotland would be prepared to part with most (8.4% of salary), then Wales (8.2%), then the South West (7.5%), then the North East (7.6%).



Interestingly, more men **(62%)** than women **(57%)** are content with the theory of sacrificing pay, but women are prepared to part with more of it. In fact, one in twenty women said they'd be happy to sacrifice over **20%** of their salary to claw back some free time.

What would we want to do with our newfound free time? Women would mostly spend it with family **(39%)**, men want to relax **(37%)**, and 18-34 year olds want to pursue hobbies **(40%)**.

WEALTH.

What am I worth?

We asked our respondents to put an annual value on any time spent outside paid work. This means time spent caring for children and family or friends; charity/voluntary work and helping good causes...

This is what they said.



Women value their free time higher than men and, when we address the gender split in what makes us happiest, this makes sense. As we'll read, women most value spending time with friends and family, while more men correlate their value with working, earning and spending.


When self-worth is subdivided by age group, it's millennials (18-34) who value themselves most, at £83,701. Compare that to the £34,651 self-valuation of the 55-plusses.

What am I worth?

(By region)

Region to region, our self-diagnosed-self-value varies wildly. In fact, people in the East Midlands value their lives higher than any other UK region, at **£137,568**.

That's around six times more than the **£23,709** average valuation of people in the North West.



Interestingly, London cuts almost a median value at £70,338, which is surprising when set against the capital's, generally speaking, higher income/ higher spend way of life.

Region	Avg. self-worth
East Midlands	£137,568
East of England	£98,243
North East	£88,231
Wales	£86,320
West Midlands	£79,784
London	£70,388
Scotland	£59,109
Northern Ireland	£47,142
South West	£34,102
South East	£33,430
Yorkshire & Humberside	£28,492
North West	£23,709

What am I worth?

by Family Status

It seems that the younger our children are, the more we value ourselves. Parents and expectant parents value themselves much higher than those without kids, or for those whose kids have grown and flown the nest.



Expecting
£208,342

Parents w/ kids
aged 0 to 3
£104,022

Parents w/ kids
aged 4 to 6
£97,770

Parents w/ kids
aged 7 to 10
£131,453

Parents w/ kids
aged 11 to 13
£72,249

Parents w/ kids
aged 14 to 15
£72,058

Parents w/ kids
aged 16 to 17
£69,951

Parents w/ kids
aged 18 & over
£43,016

SPENDING TRENDS

Item	Monthly avg 2017	Monthly avg 2018
Take-away coffee	£6.00	£7.10
Take-out food (All meals)	£18.00	£16.20
Eating out	£30.00	£28.50
Clothes/Shoes	£24.00	£23.30
Alcohol	£21.00	£21.50
Days out/ Activities	£29.00	£27.30
Health & beauty	£11.00	£12.20
Petrol & Diesel	£39.00	£37.80

Item	Monthly avg 2017	Monthly avg 2018
Music/TV/Film/ Computer games	£4.00	£5.50
TV streaming	£4.00	£6.90
Music streaming	£3.00	£3.90
Gym memberships	£6.00	£6.40
Sky/Virgin/ Other TV services	£26.00	£25.40

In 2018, the UK's average alcohol spend has increased by £0.50 per person per month to £21.50. But that ranges from the West Midlands, where spend is lowest at £15.90 per head in an average month, to the North East, where spend is highest at £27.90 per head in an average month.

Staying with drinks, but the hotter caffeinated variety, we're spending £1.10 more on takeaway teas and coffees than last year putting average monthly spend up to £7.10 per person. Year-on-year, that's an 18.3% rise.

The most caffeinated city? London, where the average person spends £12.60 per month. In fact, 4% of Londoners said that they spend £75 to £100 on hot drinks every month.

For the UK as a whole, spending in restaurants and takeaways is down. Per person, we're spending £1.50 less dining out, and nearly £2 less per head on takeaways each month. Roll those averages out (per diner and over the course of a year) and it's no wonder restaurants and high street chains are starting to buckle.

It's also worth noting a gender divide when it comes to food and drink. In 2017 men's alcohol spend was £10 more per month than women's (£26 versus £16). In 2018, that gap has widened: women's booze spend is down by £1 and men's is up by over £2. That's £28.30 for men and £14.90 for women - a difference of £13.40 that means that the boys are all but doubling up.

Likewise, men's takeaway tea/ coffee spend is all but double that of women (£9.50 versus £4.80). In fact, based on takeaway food, beverages, alcohol and meals out, the nation's men are outspending women by a third.

Across all four categories, men average £88 per head per month, women £59.

GENDER

Coffee - £4.80

Takeaway food - £13.10

Eating out - £26.20

Booze - £14.90

TV subscriptions - £23.40

TV Streaming - £4.70

Music streaming - £2.10

Media Purchases - £2.70

Total - £91.90

Coffee - £9.50

Takeaway food - £19.30

Eating out - £30.90

Booze - £28.30

TV subscriptions - £27.60

TV Streaming - £9.20

Music streaming - £5.90

Media Purchases - £8.40

Total - £139.10

SPENDER

Women still outspend men when it comes to buying clothes and shoes: **£24.80** per month (women) versus **£21.70** per month (men). But in beauty and cosmetics, the gender spend in 2018 is basically neck-and-neck.

A slight drop in average beauty spend for women - **£13** in 2017 to **£12.30** in 2018 - has met a significant spike in men's cosmetic spending - **£9** in 2017 to **£12.10** in 2018.

It's interesting to note that the region where people spend the least on beauty products is, for the second year in a row, Scotland. North of the border, one in three people **don't spend a penny** on cosmetics.

One thing that hasn't changed much on last year is that nearly four in five (**78%**) of us spend nothing per month on a gym.

So what are we spending on? Music streaming (**Spotify, Apple Music, SoundCloud**), TV streaming (**Netflix, Amazon Prime Video, WWE Network etc**), media purchases (**digital and physical music, films and computer games**) and TV subscriptions (**Sky, Virgin, BT etc**).

Analysing all of the above, two things stuck out:

- 1) **Youngsters spend more (with the exception of TV subscriptions).**
- 2) **Once again, men seriously outspend women.**

And a quick word should go to the biggest monthly spend item in the survey:



As in 2017, Northern Ireland spends the most on petrol or diesel at over £50 per head in an average month. Scotland has managed to significantly cut its average monthly fuel bill from £40 last year to £34.50 this year. In Wales, fuel bills have shot up 20% - from £39 in 2017 to £47.50 in 2018.

In 2017, Londoners spent the least amount on fuel at an average of £35 per person per month. In 2018, that comparatively low spend decreased further to an average of £30.20 per month. God bless TfL.

WHAT MAKES US HAPPY?

#happiness

Now we've looked at health and wealth, what makes the UK happy (and unhappy) in 2018?

We asked people to name three things from a list of options and, across the board, the UK is happiest when

"spending time with friends and family".

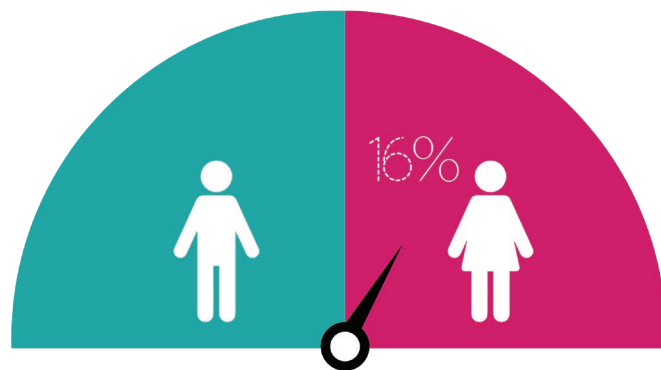
But the battle for second place showed varying results when subdivided by region, city, gender and age.



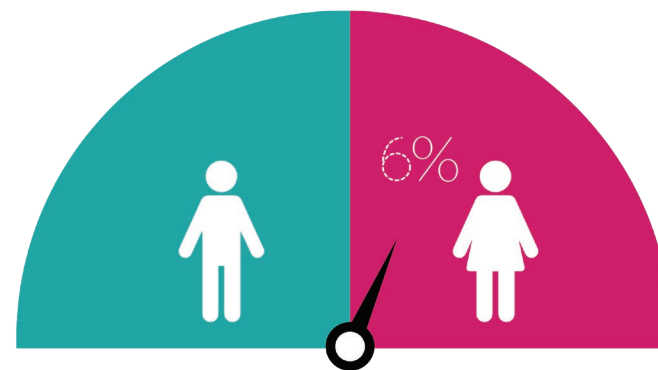
Makes me happiest

First gender, and the swing shows that women most value spending time with sentient beings: friends and family, themselves, and pets. Many more men than women draw their happiness via having, earning and spending money.

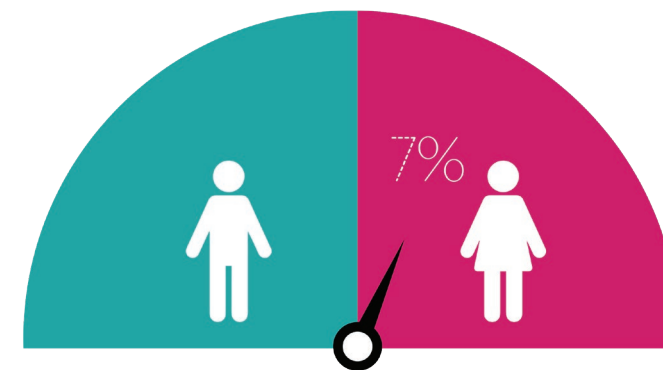
Spending time with family/friends.



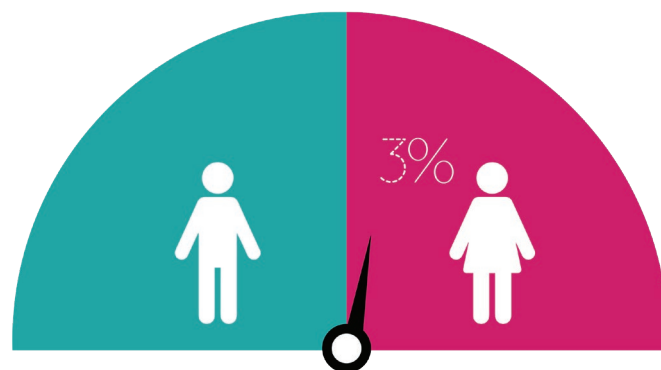
Having time to myself.



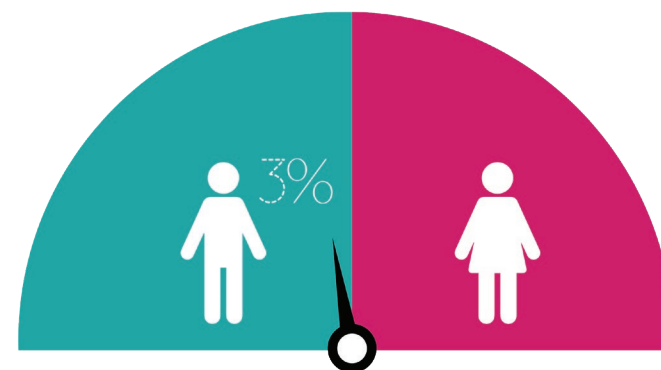
Spending time with pets.



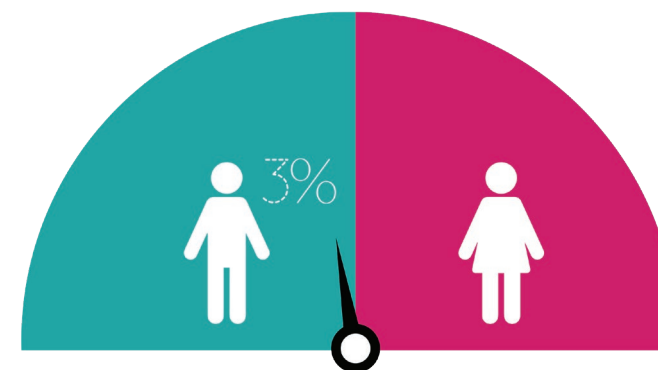
Caring or looking after others.



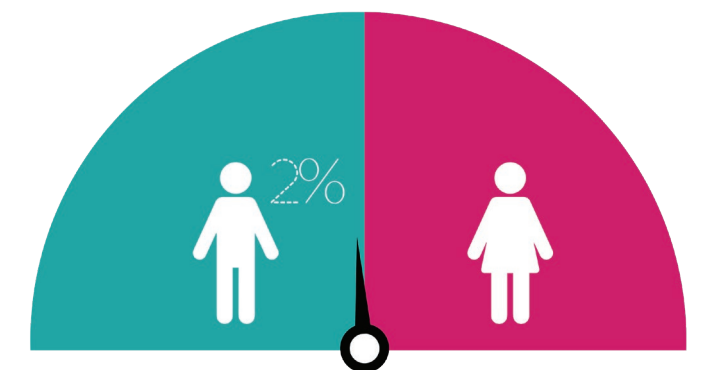
Building up savings/investments.



The paid work that I do.



Spending money on luxuries.



When subdivided by region, second place answer to the question what makes you happy was invariably *"Having time to myself"*.

Interestingly, that wasn't the case in London – the capital is happier when travelling.

To call out a couple of quirks,
the Scots glean *most happiness*
spending time with pets.



Residents of

In Sheffield

enjoy

"Spending money on luxuries"
more than in any other
city.



Unhappiness & FEARS

Just as the question “**What makes you most happy?**” had a clear cut answer, so did the question “**What is most likely to impact your happiness?**”

In the UK in 2018, “**Having poor health**” is the biggest source of potential unhappiness, followed by the prospect of loved ones’ poor health.

The majority of parents polled were actually more concerned by the potential of poor health in **loved ones**. The same goes for **Northern Ireland, Scotland** and the **North East** where respondents were more worried for others than themselves.

As ever, there are big gender differences to this question as **9%** more women than men stated they were concerned by the prospect of poor health in the family. **Eleven percent** more women than men said they feared the sudden death of a loved one.

Ultimate Worrier

Brexit was an interesting theme this year. With the exceptions of both Yorkshire & Humberside and Wales, concern about the UK's exit from the EU has either remained high, or grown since 2017's survey. Some **10%** more people in the East of England, and **8%** more in Northern Ireland, are having a more acute Brexistential crisis than they were last year.

It's noteworthy that people's fears around terrorism have diminished year-on-year, but our unease with the **Trump factor** is showing few signs of letting up. Despite having had another year to get used to The Donald, the UK is still, by and large, growing evermore **wary** of the US President.

When asked what is likely to have an impact on happiness over the next year, **10%** of people in Scotland (an **8%** year-on-year rise) cited the impact of Donald Trump. The Scots are more wary of Trump than any other part of the UK. In fact, the Scots are more wary of Trump than they are of a favourite **sports team** losing.



What now?



Our data highlights the nation's fluctuating spending habits and the fact that protection would be a logical purchase for many who don't currently have cover. Protection products provide an income if a person is unable to work, lessening the negative financial impact of a drastic change in circumstances.

Protection allows families to – as much as possible – maintain their lifestyle and routine in the face of unforeseen difficulties.

Many people don't connect with the logic of protection as it relates to their beliefs and lifestyle. A jaded view on insurance products – and the insurance industry as a whole – means many fail to see the benefits and the truth of protection products and services.

Our collective health, wealth and happiness suffers if we dismiss the need for cover, particularly when it can be arranged without hassle or expense – with the vast majority of policies paid out on time and in full.



LifeSEARCH

We're the UK's biggest and best life insurance broker, helping families since 1998.

LifeSearch was founded on a mission to do right by the customer.

And what do we do? You might know it as life insurance, critical illness cover, income protection and so on. We like to think of it as protection for life, for love and for families.

To-date we've protected over 436,000 families and counting.

Here to help you protect the life you love, LifeSearch offers expert, independent advice to consumers on life insurance, critical illness cover, income protection, family income benefit, serious illness cover and unemployment cover.

LifeSearch is an appointed representative of LifeSearch Partners Limited, who are authorised and regulated by the Financial Conduct Authority.

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