Family finances report

An Aviva special report on family finances

Winter 2014

AVIVA

Contents

Introduction and overview

The UK population is now so diverse that there is no single definition of a traditional family. Instead there are many family types, who each experience the UK's economic situation in different ways.

The Aviva Family Finances Report looks at the contrasting fortunes of different family types, and has been examining data about their financial situations since 2011. This edition also looks at how families are coping with the high cost of childcare which is creating a generation of parents juggling their finances to be able to work – some of whom say they are working to break even.

The report considers family dynamics and the practicalities of looking after very small children. Is Mum still usually the homemaker, or is the stay-at-home dad creeping up behind? The study reveals that of those families with children aged 0-5 who don't use childcare, one in 10 have a male primary carer - suggesting that 'Daddy daycare' could become even more prevalent in the future.

This report's spotlight section also showcases the value of Britain's army of grandparents who are taking on increasing amounts of childcare so that their own children can afford to work. Alarm bells are already ringing about how the rising retirement age could affect this particular panacea for hard-pressed families.

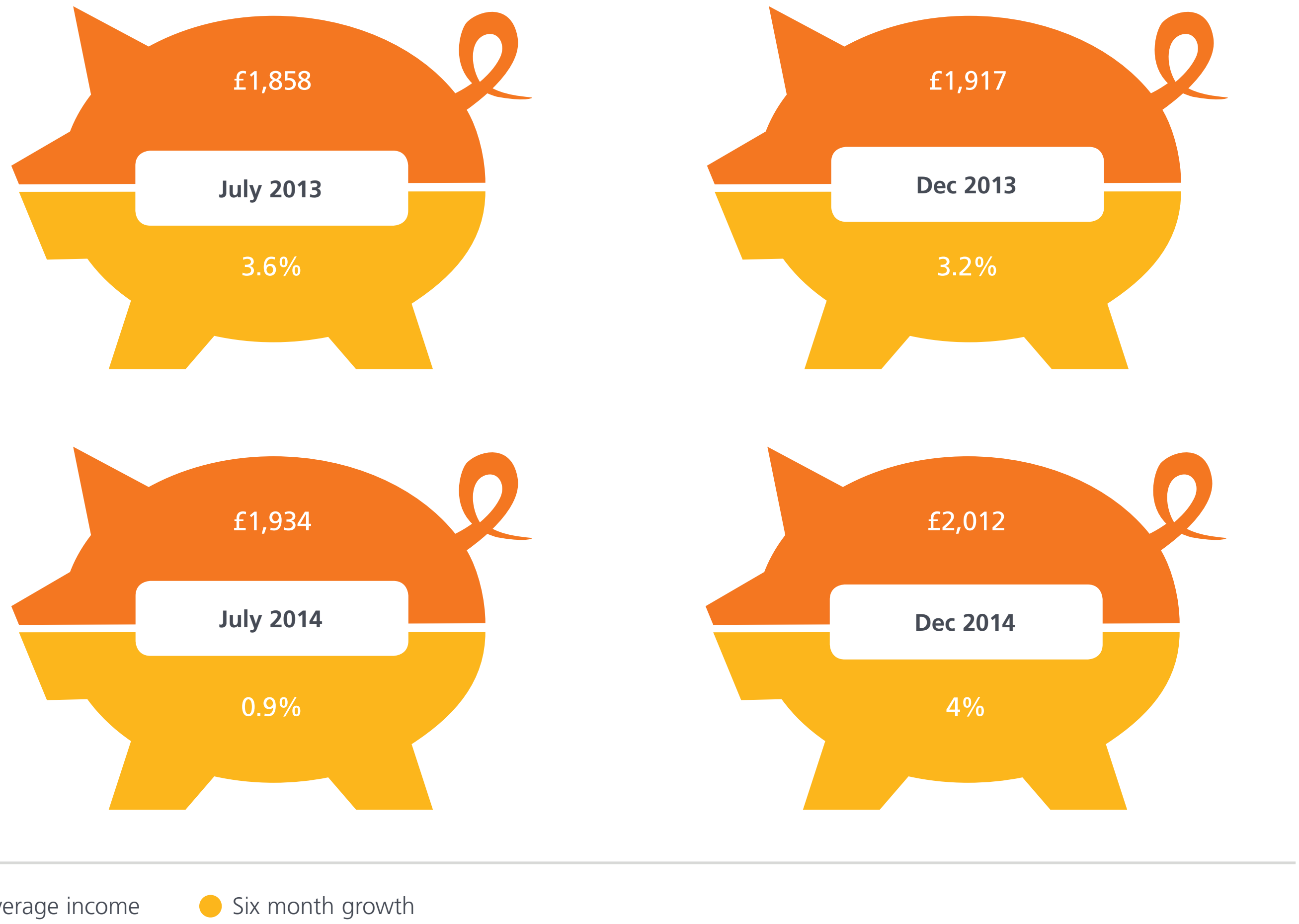
This edition of the report reveals a positive picture for most families. Family income continues to rise, and more families are finding the cash to treat themselves from time to time. However, family life is not without its financial concerns, with higher mortgage rates in particular creating worries, despite falling inflation. It's therefore good news that more families are protecting themselves against the unexpected by taking out protection insurance to gain that all-important peace of mind.

Income

Family income has continued to rise in the last six months, and the rate of increase has also picked up considerably from 0.9% to 4%, despite official figures from the International Labour Organisation showing stagnant or falling wage growth in real terms.

The typical family now takes home £2,012 a month - £95 a month more than the same time last year. With inflation increasing at 1.3 per cent, this suggests Britain's families are under less stress from rising costs than they have been for several years.

How average income has grown

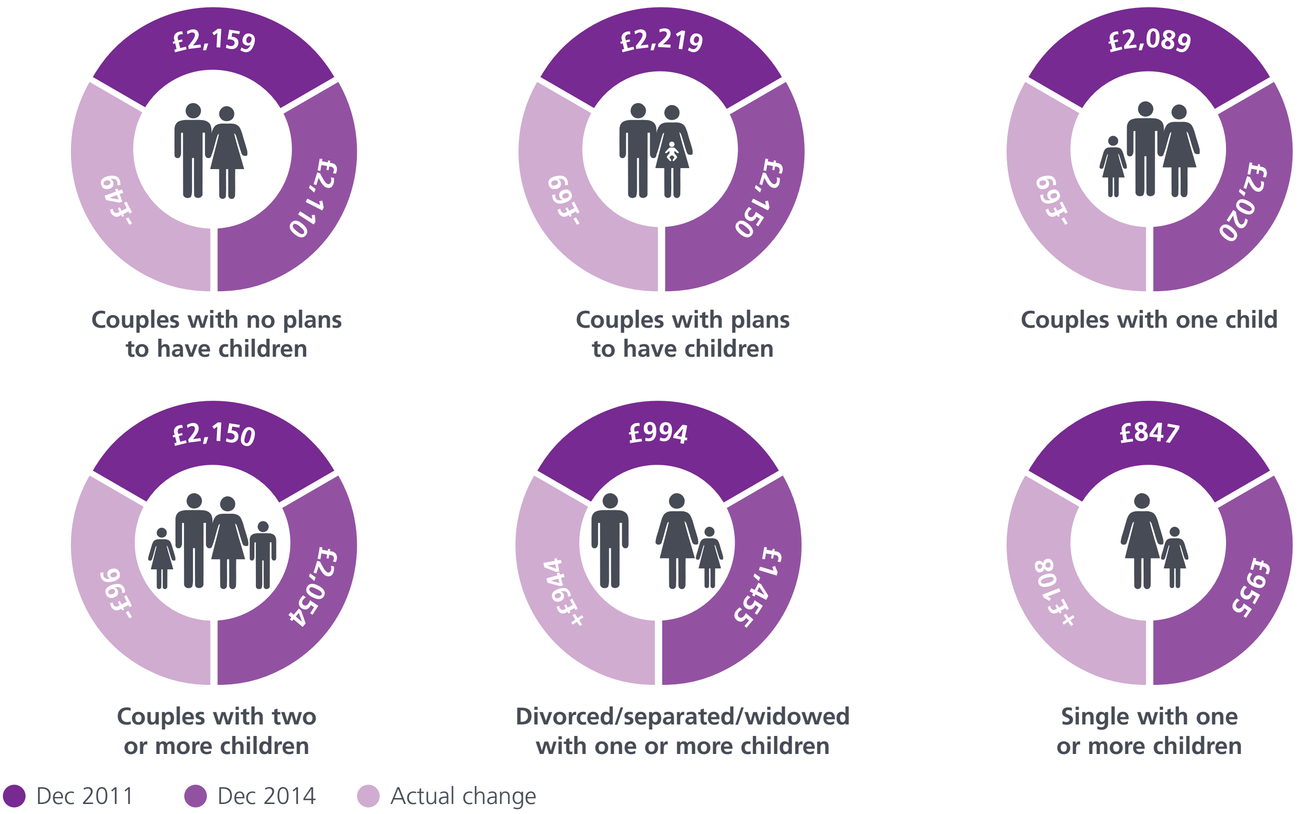


This is only the more recent outlook, however. A more detailed look at the figures shows that most families are still reeling from a sustained fall in income since 2011 that affects most family types.

The figures bear out research from the International Labour Organisation (ILO) showing that Britain suffered the biggest fall in wages in real terms of any of the G20 countries in the years between 2010 and 2013, with growth still slow.

There is good news, however, for the two family types with the lowest incomes – those who are divorced, separated or widowed and have children, and single-parent families who have seen both incomes rise in this period.

How monthly incomes have changed for different families in the last three years



Married or committed couples who plan to have children remain the biggest earners, perhaps reflecting the income drop that some families see when the children are born and parents change their working patterns. However, they have seen their incomes drop in the last four years, as have families who plan to have children, and those who already have two or more.

Families who are divorced, widowed or separated with children have seen a huge rise in income since December 2011. This family type makes up seven per cent of all UK families.

Income sources

Recent labour market statistics have shown a growth of employment rates among UK adults of working age, with Office for National Statistics data for July to December 2014 showing that there were 30.79 million people in employment, up by 112,000 on the quarter and 694,000 on the year.

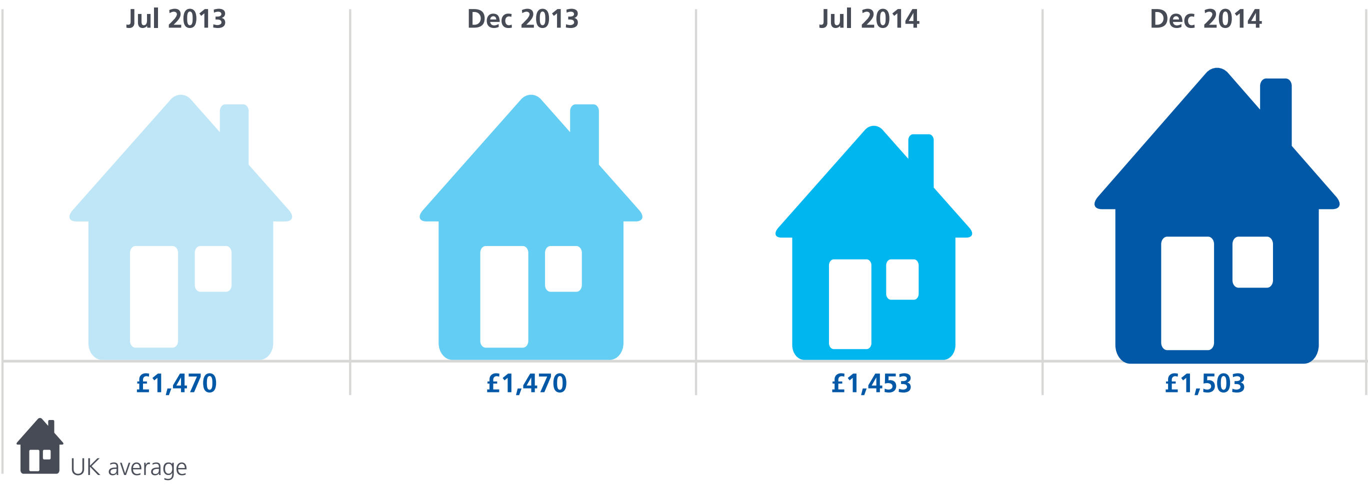
However, the Family Finances Report shows that the percentage of families receiving an income from a primary job has fallen back slightly, from 75 per cent to 72 per cent. This is being offset by a larger percentage of families receiving income from a spouse's job, at 43 per cent up from 37 per cent.

The percentage of families receiving income from benefits has fallen slightly, from 18 per cent to 16 per cent. This bears out official figures showing a 373,000 fall in benefit claimants year-on-year. The fall in benefit claimants has been sustained, perhaps reflecting government changes in this area. Eighteen per cent of families received this income six months ago, down from 19 per cent a year ago and 21 per cent six months before that.

Expenditure

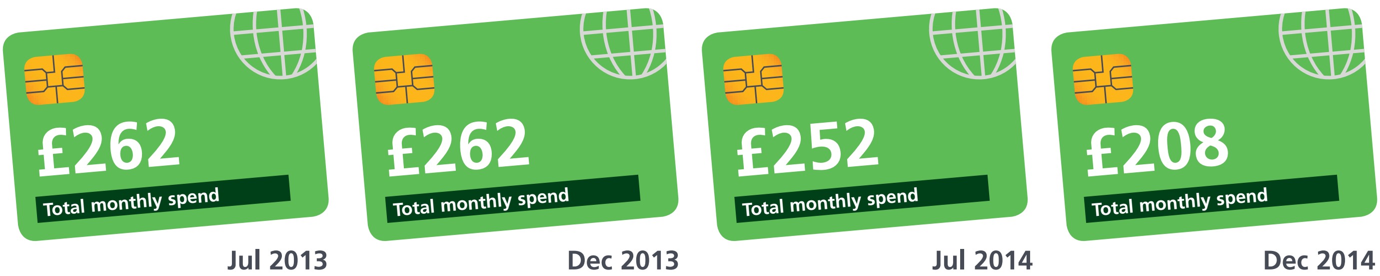
Typical UK family expenditure has fluctuated over the past eighteen months, although these variations have been relatively small, within £50. Families have seen an increase of three percent since the report was carried out in summer 2014 with expenditure rising from £1,454 to £1,503.

Typical monthly family expenditure rises



Couples are spending less money in certain areas, including on servicing their debts – leaving them more money to spend on other bills, which are rising in cost. The amount spent on servicing credit cards, loans and other debts excluding mortgages has fallen from £262 to £208 a month since July 2013.

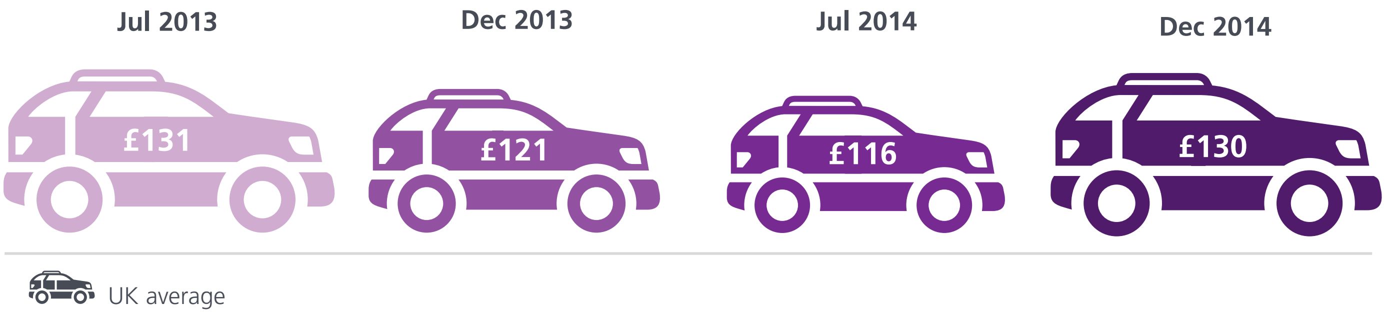
Spending on debt repayment falls



However, costs of essentials such as housing have risen. Families are now spending £571 a month paying for their mortgages / rent and council tax, compared with £514 six months ago, and £511 three years ago. The cost of travel by public transport has risen from £102 to £118 in the last six months.

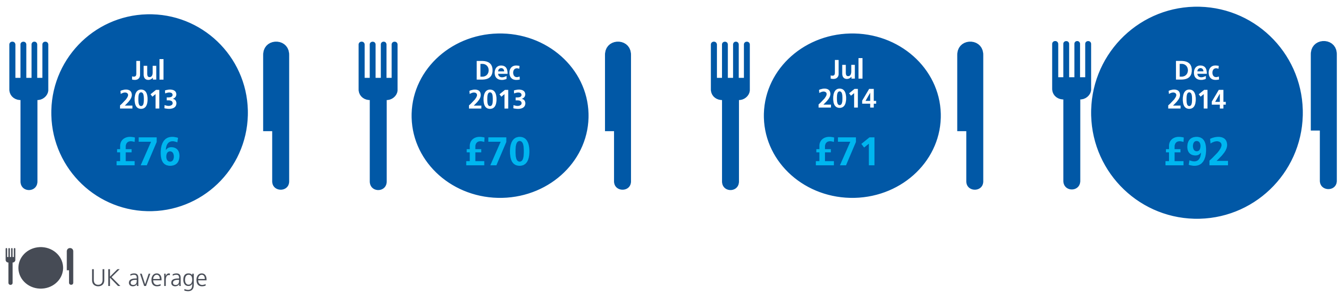
Families who have struggled with rising food prices are beginning to be helped out by lower inflation in this area, spending £268 a month on food against £277 six months ago.

Spending on motoring rises



After a fall in motoring costs six months ago, families are once again seeing the cost of owning and using a car rising.

Britain returns to eating out



After years of cutting back on eating out as the financial crisis bit, there is evidence that Britain's families are once again confident to order take-aways or eat at a restaurant.

"With incomes rising and inflation at lower rates, families are able to spend more of their money doing what they like to do. However, rising rents and house prices are continuing to push up the monthly cost of living for British families.

It's good to see families are able to treat themselves on occasion, using some of their income to eat out, indicating renewed confidence in their finances."

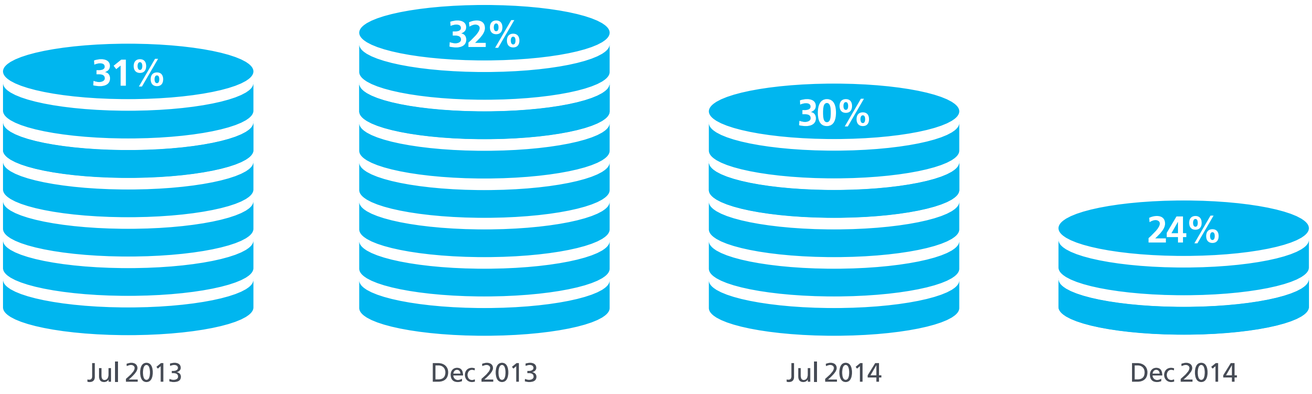
Louise Colley, protection director, Aviva

Family wealth

Despite stresses on family incomes, lower inflation and rising incomes mean that more families than ever are putting some money away for a rainy day. The percentage of families who are saving or investing nothing every month has fallen to a new low of 24 per cent – less than a quarter of those surveyed.

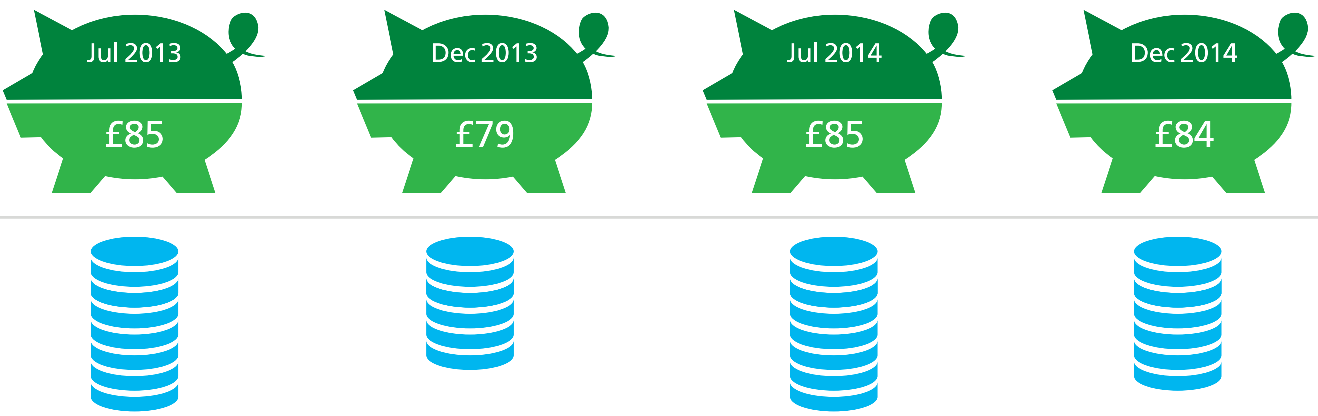
Back in October 2011, 39 per cent of families did not save or invest anything in an average month, so this represents great progress.

Fewer families put nothing away each month



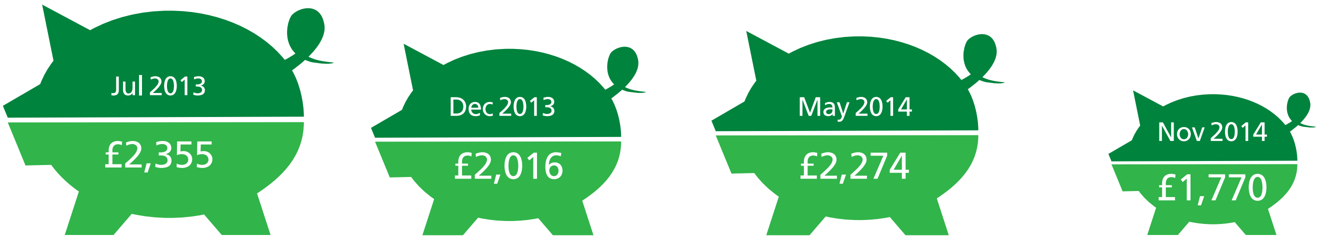
While more families are saving, the figures show that the amounts that they are putting away have fallen back slightly, away from the upward trajectory we've seen for the past two quarters.

Couples saving less per month



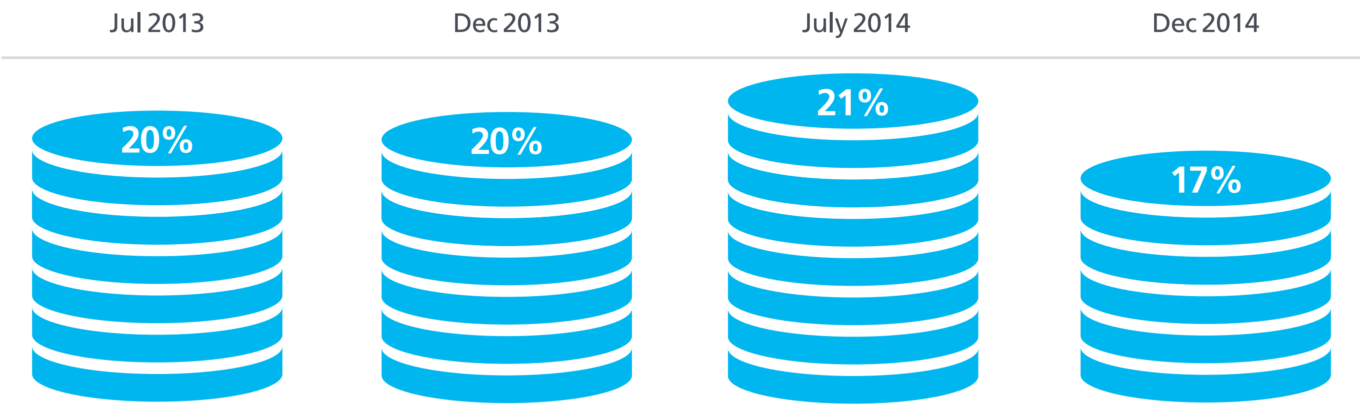
The average savings cushion has also declined, reversing a generally upward trend in recent years. At £1,770, the median savings pot is down below £2,000 again, against £2,274 six months ago. To put this into context, however, this is still a huge leap compared with the credit crunch years – in Dec 2010, the average savings pot was just £636.

Savings pots fall



However, the good news is that fewer families are without any form of savings cushion. In recent years as many as a quarter of respondents (in October 2011) had no savings cushion. This has fallen to just 17% of families.

Proportion of families with no savings cushion falls



It is worth noting, however, that many of Britain's families have relatively small savings cushions – meaning that they could struggle in the event of sudden shocks to the family finances, for example, through accident, serious illness or bereavement.

While more people are saving, the amount of money that they have as a buffer is still relatively small. Just under a third (30%) of all families have less than £500 in savings down from 31% six months ago. Over half of all families (53%) have less than £5,000 in savings.

Pension changes yet to bite

Despite George Osborne's wide-ranging changes to pension rules, which come in in April 2015, the Aviva research shows that many families are yet to take advantage of this, as well as the greater amount that can be put in tax-free ISA wrappers.

Thirty six per cent of families have an ISA, down from 40 per cent six months ago. This perhaps reflects wider figures showing the plummeting popularity of the cash ISA as rates remain low. Figures from the British Bankers' Association showed that in August 2014, total inflows into ISAs had reached £9.3 billion down from £11 billion over the same period last year, while typical ISA rates hit 15 year lows.

The percentage of people with their own private pension has also fallen with just 15 per cent now holding this product, down from 19 per cent a year ago and 18 per cent six months ago.

However, more people are protecting themselves for the future, taking out life insurance (42 per cent against 36 per cent), health insurance (15 per cent against 13 per cent), critical illness cover (16 per cent against 11 per cent) and income protection (10 per cent against seven per cent).

Financial products owned by UK families:

	Jul 2013	Dec 2013	Jul 2014	Dec 2014
Mortgage	44%	44%	45%	53%
Employer pension	36%	36%	38%	37%
Life insurance	36%	36%	36%	42%
ISA	41%	39%	40%	36%
Private pension	18%	19%	18%	15%
Health insurance	13%	13%	13%	15%
Critical illness cover	11%	12%	11%	16%
Income protection	8%	8%	7%	10%
Fixed-term savings bonds	6%	6%	5%	6%
Buy to let mortgage	3%	3%	4%	6%
Payday loan	3%	3%	3%	4%

Buy-to-let continues to form a popular part of the family portfolio. The percentage of people with a buy-to-let mortgage has doubled in a year, from three per cent to six per cent.

"Families are still struggling to save enough in their day-to-day lives, though it is encouraging to see so many trying to put something away. But with over half of families having a savings cushion of under £5,000, they should realise that sudden shocks could quickly eat away at their security.

The fact that savings pots have fallen back highlights the pressure that families are still under when it comes to balancing the books. However, it is encouraging to see more people taking protecting their families seriously, with more people taking out critical illness cover, health insurance and income protection."

Louise Colley, protection director, Aviva

Housing wealth

House price strength has remained a major theme throughout the last six months, although there has been evidence of some softening of the housing market in London and the South East.

It's too early to say what the government's changes to stamp duty, announced with immediate effect in the Autumn statement, will do to house prices - but some believe that they will accelerate price growth in some areas, since stamp duty now becomes cheaper for houses worth under £937,000.

However, in London, where many dwellings are sold above this level, it may decrease price rises at the top end.

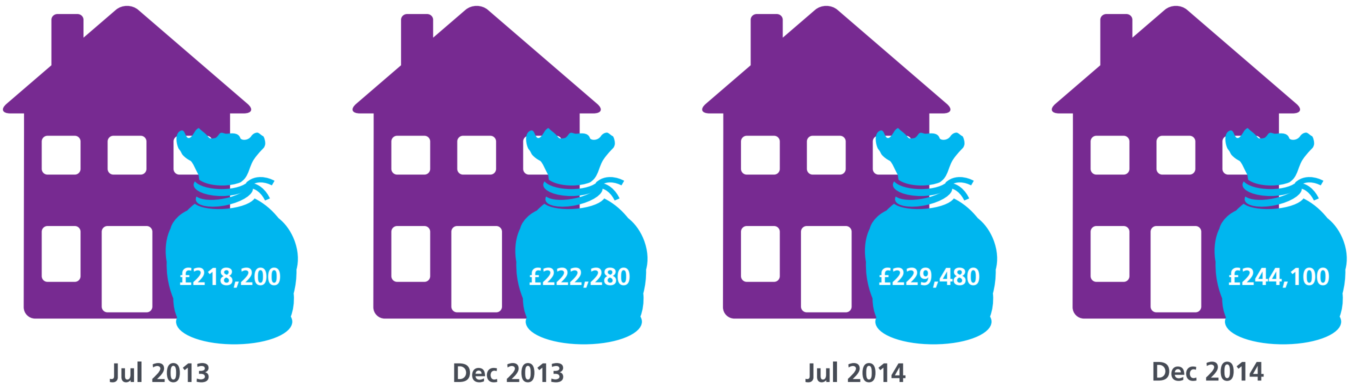
Official figures from the Office of National Statistics (ONS) show that house prices have risen recently across the country, even without the distorting effects of London and the South East.

Its most recent report in September 2014 showed that overall house prices were up 12.1 per cent annually across the UK. Even without London and the South East, prices were still up 9.1 per cent annually.

Both the Nationwide and Halifax House Price Indices have shown significant growth, although there is now evidence that this is slowing. The latest Nationwide index, showed that UK house prices rose by 0.3 per cent in November, slowing from 0.5 per cent in September. Annual house price growth slowed to 8.5 per cent.

Aviva's data shows that the average family home is worth £244,100 – the largest figure ever recorded by the Family Finances Report. In December 2013 the average home was worth £222,280 so that is an increase in wealth of £21,720 in a year, or nearly 10 per cent.

How housing wealth has increased



As house prices have risen, so have outstanding mortgages. The average owed on a mortgage is now £97,570, compared with £62,220 in July 2014.

Average mortgage size leaps

The increase in the average outstanding mortgage represents a second rise in mortgage debt for families. Aviva's December 2013 report showed that families with mortgages owed less than at any point since 2011, and were using their disposable income to maintain or increase mortgage repayments. This data suggests that rising house prices and continued squeezes on income are making it harder for families to pay down mortgage debt, while those who are buying new homes are needing to borrow more.

It is also possible that some families are remortgaging onto more favourable rates and taking the opportunity to release some equity in their homes at the same time.

While more people have taken on mortgages in the last six months, levels of homeownership have fallen back. Just over half – 53 per cent – of British families now own their home with a mortgage, while a further 10 per cent own their home outright. This compares with 50 per cent and 18 per cent respectively six months ago.

The number of families in privately-rented accommodation has leapt, from 16 per cent to 24 per cent, despite rising rents across the UK, while the percentage in social housing has fallen back from 15 per cent to 11 per cent.

Only one percent of Britain's families choose to live in a multi-generational set up, a percentage that has remained static for several years despite increasing financial pressure from housing costs..

Rising prices and low rates on cash deposits have made property an increasingly attractive investment in recent times. However, in the last six months, the value of Britons' second homes has fallen back, as has the mortgage debt on these properties.

Despite an increase in housing wealth on first homes, Aviva's figures show that second-home owners have suffered a fall in value on their portfolios, which now have an average value of £106,110, compared with £140,220 six months ago.

Value of second properties falls

However, the average mortgage on these properties has decreased too, from £102,270 to £92,810 suggesting that families are not necessarily in a more financially vulnerable position than they were six months ago, despite the falling value of their assets.

The fall in value of second homes helps to reverse a trend where second properties have outperformed primary residences in terms of value in recent years.

However, figures from the survey suggest that families are still keen on buying an investment property to prepare themselves for the future. Eight per cent of those surveyed said that they had done this, up from five per cent six months ago, a steadily rising trend.

"Families are taking on bigger mortgages to afford the homes they need or want, while there is evidence of a house price slowdown across the UK. The poor increases in value in second homes may be the precursor to similar slowdowns in the value of first properties.

Britain's families must ensure that they have appropriate contingency plans in place to pay down these mortgages if their circumstances change."

Louise Colley, protection director, Aviva.

Family borrowing

Despite rising incomes and low inflation, the Aviva report reveals that families are struggling with a new debt burden. Household debt was at £7,840 six months ago, and is now back at nearly £16,300.

How average household debt has leapt

Jul 2013	Dec 2013	Jul 2014	Dec 2014

The figures show a huge increase in average credit card debt, which has pushed up the figures. Six months ago the average credit card debt was £1,720, and it is now £2,940, Another increase has been in the size of personal loans, up from £1,210 to £2,090. Families owe more to pawnbrokers, and the amount owed to payday lenders has more than tripled from £350 to £1,290.

The average bank overdraft has also increased after a sharp decrease six months ago. Across all British families the average overdraft is now at £1,490, so the decrease in debt from £650 to £340 six months ago appears to be a blip.

Average overdraft leaps

Jul 2013	Dec 2013	May 2014	Nov 2014
£890	£650	£340	£1,490

A look to the future

The financial concerns for Britain's families are changing, in response to falling inflation and rising fears over interest rates.

The last six months shows a five percentage point decrease in families worried about the cost of living – a concern that was already receding sharply – 65 per cent were concerned about this issue a year ago.

However, many families are still in a financially precarious position – the number of families worried about unexpected expenses has risen by two percentage points to 58 per cent, suggesting that finances are very finely balanced for many people.

Most striking, however, are the increased worries about rising interest rates, perhaps reflecting both the increased mortgage debt shown in this report, and wider fears about rising bank rates. Seven per cent more families are concerned about this issue.

Other rising concerns include fear about low savings rates, with concerns up two percentage points.

How financial concerns have changed

	Families with this concern July 2014	Families with this concern December 2014	Change since July 2014
Significant increase in the price of the basic necessities for living (e.g. food or utilities)	60%	55%	-5%
Unexpected expenses (e.g. major repairs to home)	56%	58%	+2%
Serious illness (for me or my partner or children)	29%	27%	-2%
Loss /changes to current government benefits	22%	21%	-1%
Higher mortgage rates	19%	26%	+7%
Breakdown of relationship	13%	13%	-
Lower savings rates on savings	12%	14%	+2%
Inability to keep up with any debt repayments	21%	13%	-8%
Paying for significant expenses such as university	8%	9%	+1%
Loss of income from investments	8%	7%	-1%

Encouragingly, many people are taking steps to respond to these threats. The Aviva research shows that more people than ever are saving for a rainy day, 40% against 36% six months ago, part of a gradually rising trend.

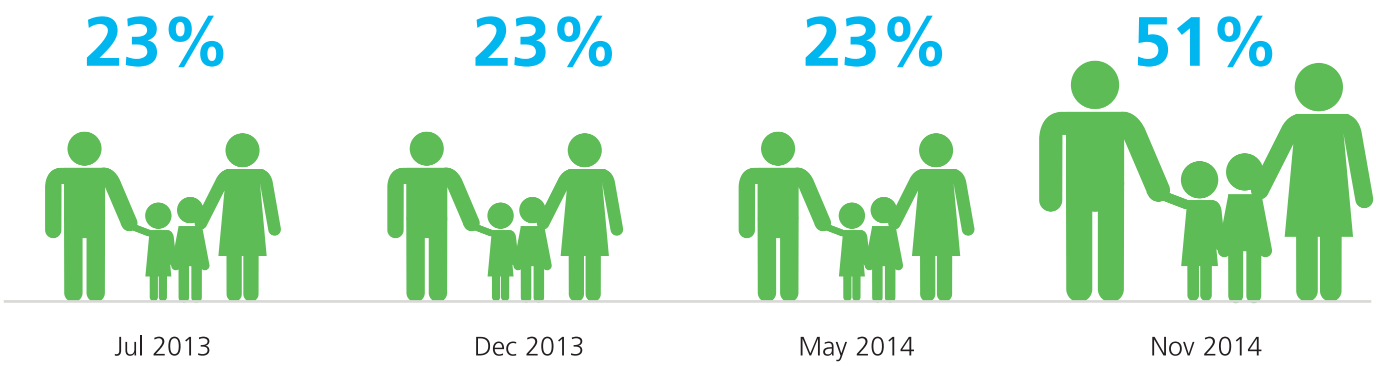
There has been a huge leap in saving for children, perhaps a continued response to rising university fees and fears about how the next generation will get on the property ladder. The proportion of people saving for their children has leapt from 23 per cent to 51 per cent.

The percentage of people who have not done anything to prepare for the future fell to 15 per cent from 24 per cent.

While families seem happier to save cash and to buy protection products to ensure that their families are provided for, the Aviva research shows that they are viewing investments with suspicion, perhaps the result of poor stock market performance in recent months.

Twelve per cent have invested in products such as bonds or shares, down from 14 per cent.

More people save for their children



Family Finances Winter 2014 - Spotlight Section

Britain's parents: Breaking even or at breaking point?

The cost of childcare is eating into family incomes, with thousands of British parents effectively working for nothing. For these parents, employment is a costly exercise that leaves them juggling family and childcare as well as the demands of a job.

For this edition of the Family Finance Report, Aviva interviewed more than 2,000 parents with children aged between 0 and 5 years about their views on work and childcare. One in ten of those paying for childcare said that one earner effectively brings in nothing after work and childcare costs are paid for, while four per cent of women in this position are actually paying to work, since childcare and commuting costs mean that they spend more than they bring in.

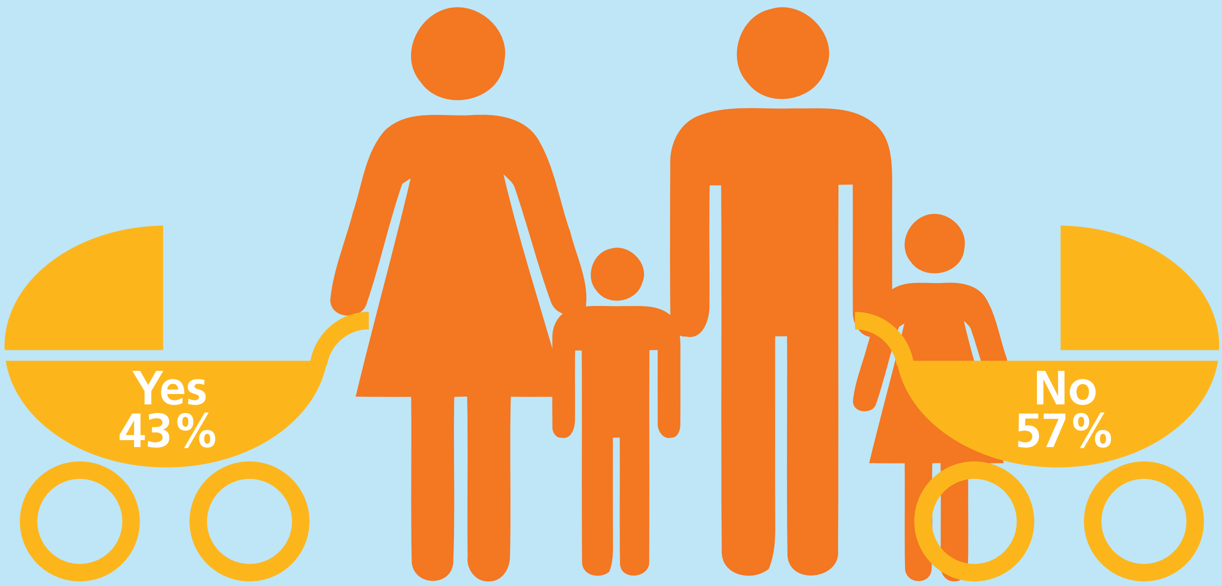
The findings echo warnings from charity Barnardo's, which revealed recently that many parents on minimum wage face paying more for childcare than they would receive in wages and benefits if they work, under the new Universal Credit, making it even harder for them to lift themselves out of poverty.

Daycare charity The Family & Childcare Trust has also warned about the effect of high childcare costs on family incomes, with chief executive Anand Shukla calling for a revised system that helps families to work and gives children a better start in life.

The charity's most recent figures showed that the average cost of childcare in the UK is £11,700 for a family with one child in fulltime nursery and one in an out of school club. That's 62 per cent higher than the average UK mortgage – making it the most concerning household bill for many families.

Aviva's findings echo those of the Organisation for Economic Research and Development (OECD), which found that parents in Britain pay out, on average, more than a quarter of their salary on childcare costs – more than most countries in Europe. The OECD says that this is a major constraint to economic growth in the UK, as well as to achieving pay parity between the genders. Nearly half – 43 per cent – of the families interviewed by Aviva with children 0-5 use paid childcare in order to go back to work.

Who uses childcare to go back to work



Balancing the books and juggling the babies

Aviva's findings show that these high costs leave parents with a difficult balancing act. When asked why parents go out to work, the most popular reason given was "because we need the money" and yet many are working but taking home little or no cash at the end of the month.

One in four families paying for childcare for children aged 0-5 said that one parent brings home less than £100 a month after childcare and work costs (including travel, workwear and equipment) are paid. One in ten families in this position has one earner who effectively brings home nothing after these costs are taken into account.

Four per cent of mums in this position say they are paying more to go to work than they bring in each month, while for all such families the median amount left over from the lower earner's salary is just £243 a month after childcare and work costs are deducted.

It's not only about the money

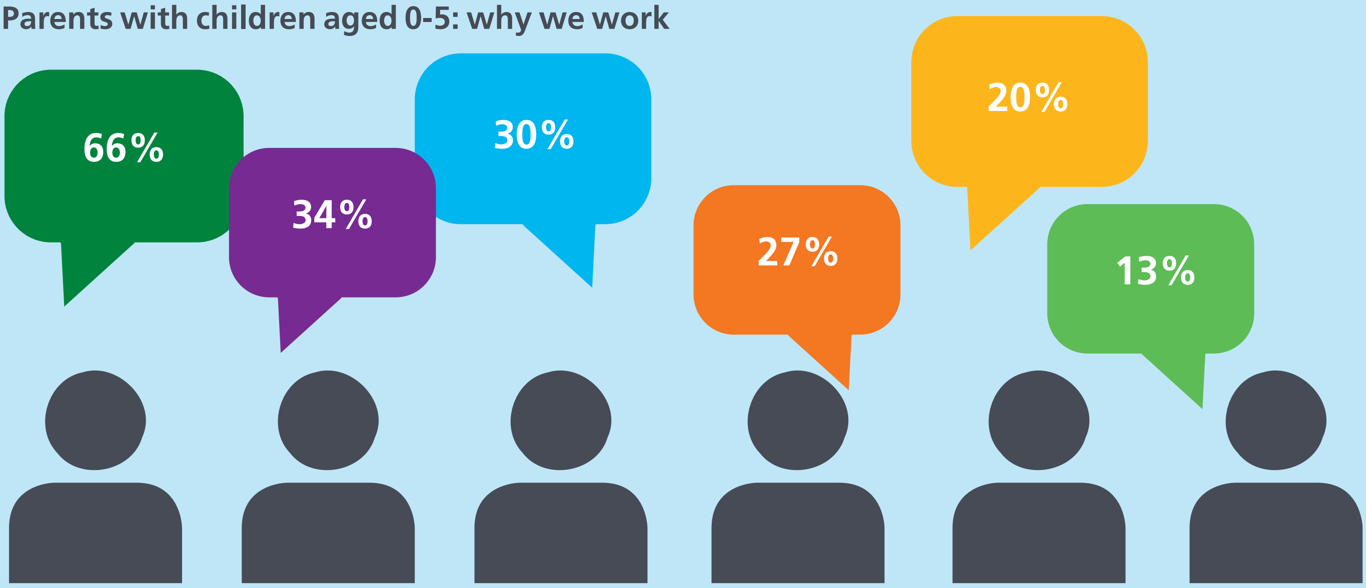
While the most important reason for going to work is to balance the budget – with 66 per cent of respondents citing this, Aviva's findings show that there are other reasons why parents choose to work outside the home.

Responses show that many parents with children below school age are working and putting their children into childcare for the children's own sake – 34 per cent said that they believed the children will develop quicker or learn more in a childcare setting.

Parents also work for their own wellbeing – 30 per cent said that they enjoy the mental stimulation and social interaction of work, while 27 per cent said that they feel that working outside the home makes them a better, more rounded parent.

Many working parents also have an eye on their long term career prospects when choosing whether to go back to work – 13 per cent say that they work in a competitive industry so don't want to take too much time off work

Parents with children aged 0-5: why we work



- Say they need the money
- Believe the children will develop quicker or learn more in a childcare setting
- Enjoy the mental stimulation and social interaction of work
- Believe that working makes them a more rounded parent
- Would be bored staying at home with the children all the time
- Work in a competitive industry and don't want to take time off work

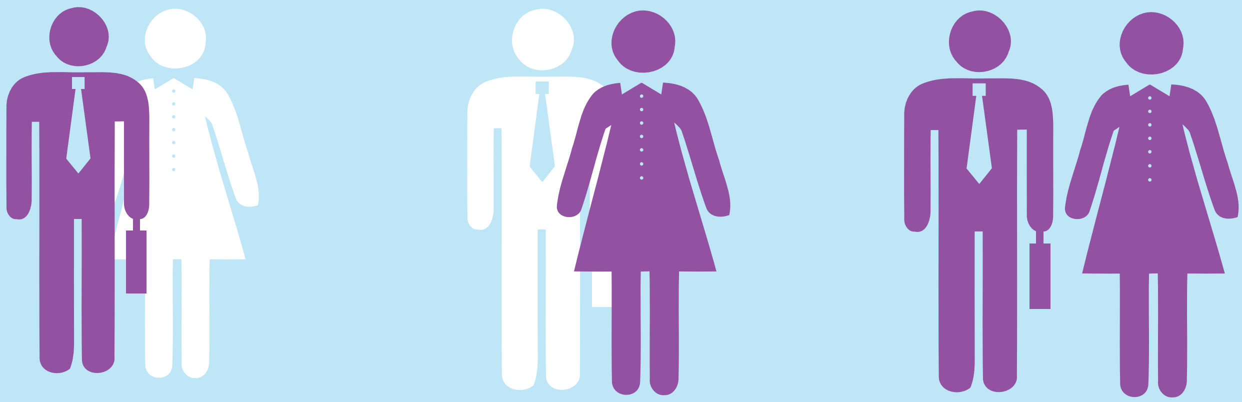
Full-time working mums on the rise

Aviva's findings show that while families with a female stay-at-home parent are still the most prevalent while the children are young, that percentage may well fall further in coming years.

Just over a third of families surveyed with children aged 0-5 had a father working and a mother at home. However, the figures show that there are now more families where both parents work full time than where mum has a part-time job. Twenty four per cent of families have two parents in full-time work, while 23 per cent have a full-time working dad and part-time working mum.

Only four per cent of families have a stay-at-home dad and a working mum. However, responses indicate that there is growing appetite for mums to want to go out to work, suggesting that the number of stay-at-home dads may rise in coming years.

Who is the main breadwinner?



70% Male is main breadwinner

23% Female is main breadwinner

7% They earn about the same

Grandparents take on the childcare burden

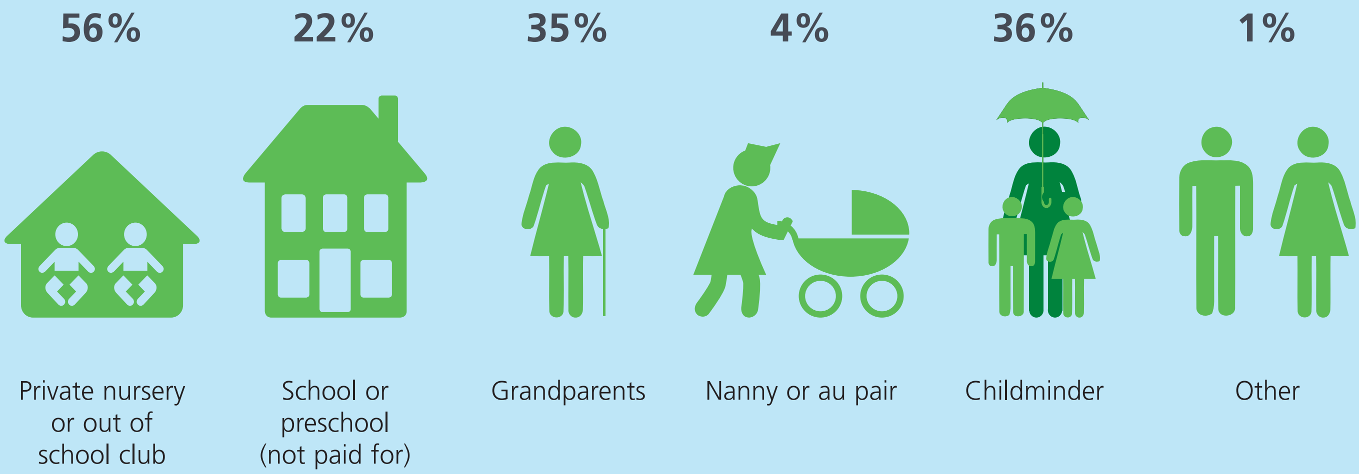
While a paid-for nursery or out-of-school club is still the most popular choice for working parents, with 56 per cent who pay for childcare using these options, an army of grandparents is underpinning Britain's working families.

The second most popular form of childcare for those surveyed was care provided by grandparents or another family member – with 35 per cent relying on this option.

A recent poll for charity GrandparentsPlus suggested that 14% of grandparents have cut their working hours, given up jobs or taken annual or sick leave to care for grandchildren at some point – and nearly a million said that they do so because parents cannot afford paid childcare.

A quarter of respondents said that they would not be able to work unless grandparents or other family members cared for the children.

What childcare do we use? *

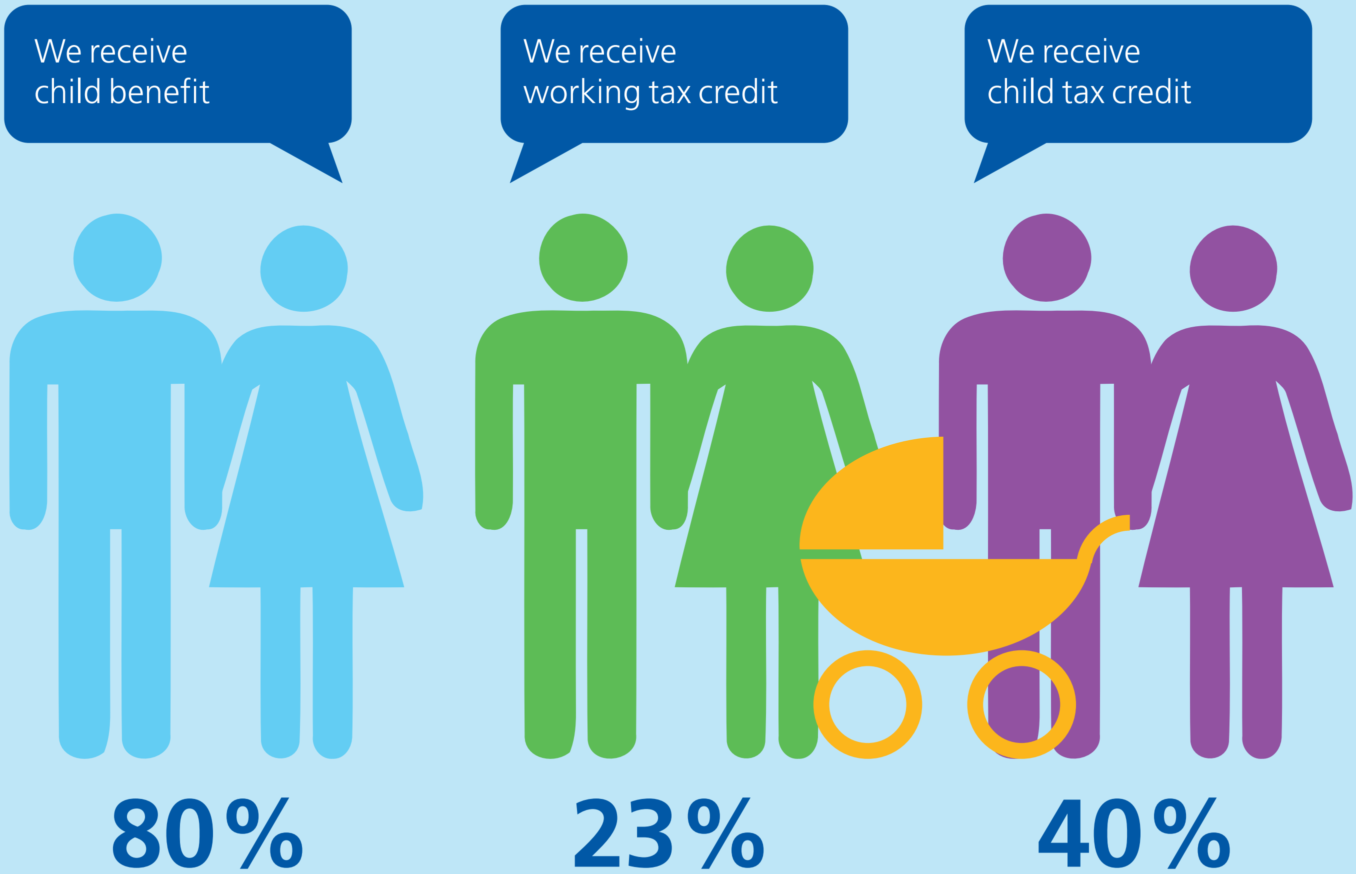


* some families use more than one form of childcare.

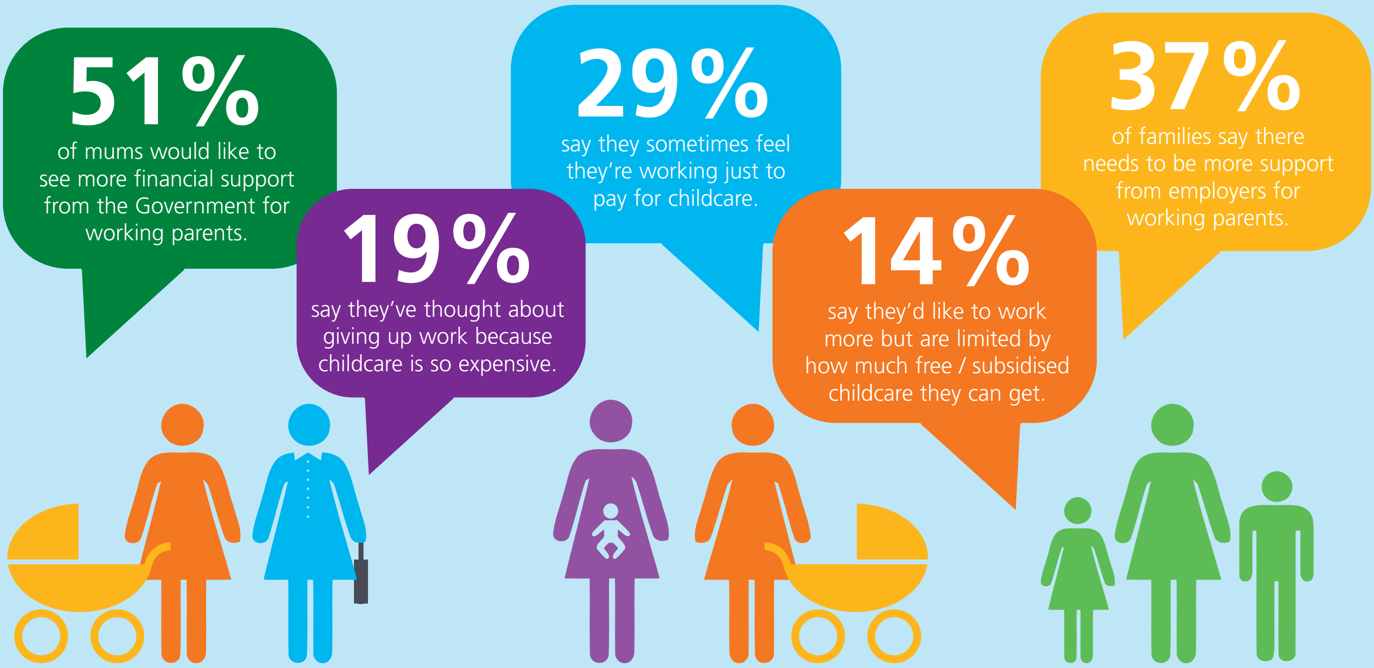
Many receive no government help

When asked about government benefits, 20 per cent of respondents said they no longer receive Child Benefit from the government. This benefit used to be universal but is now withdrawn totally from families where one earner takes home more than £60,000 a year, and partially withdrawn on a sliding scale from families where the top earner earns between £50,000 and £60,000.

Who benefits?



Mums' cries for help



"Aviva's findings paint a picture of a nation of parents trying to keep all their work and family plates spinning in the face of rising childcare costs. There are many benefits to going to work including, in some cases, better mental health for the parent and good developmental growth for children in good childcare settings.

Our respondents clearly value all of these benefits, and yet it is frustrating for them to feel that, in some cases they are working for nothing once high childcare costs are taken into account. Their message is clear – more financial support from the government and employers is needed if British families are not to be held back by childcare constraints."

Louise Colley, protection director, Aviva.

Regional variations

As might be expected, regional differences abound when it comes to savings, housing wealth and income. Londoners have the highest incomes, savings pots and most expensive homes. The lowest incomes in the UK can be found in the North East and Yorkshire, where average monthly incomes now stand at £1,827 and £1,884 respectively.

The average Londoner's income, at £2,428 a month, is 16 per cent higher than the average income in the North East.

Assets and savings

Families in the capital continue to have the largest savings pots (£9500), perhaps reflecting their higher incomes and the need to ensure that they could maintain it in a crisis. The smallest savings pots are in Wales at £1,230, which is 64 per cent below the average monthly income for the region. In contrast, Londoners have a rainy day fund equivalent to nearly four times the average income.

Londoners are also the mostly likely to have stocks and shares investments, with 21 per cent holding these products, compared with 16 per cent in the North East. The greatest proportion of buy-to-let landlords also live in London, with seven per cent of families having a buy-to-let mortgage against just two per cent in Wales and the South West.

Financial fears

High mortgage rates are a huge concern for some regions of the UK. Aviva's figures show that 29 per cent of those in Scotland are worried about this, and 30 per cent in Wales. Despite high house prices, only 23 per cent of those in London listed mortgage rates as a concern.

Fear about unexpected expenses is greatest in the South East, where 65 per cent list this as one of their top three concerns.

Housing

Unsurprisingly, the highest house prices are in London, where the average family house price is £335,000. That's two and a half times more than the average house price in Wales, which is £132,390.

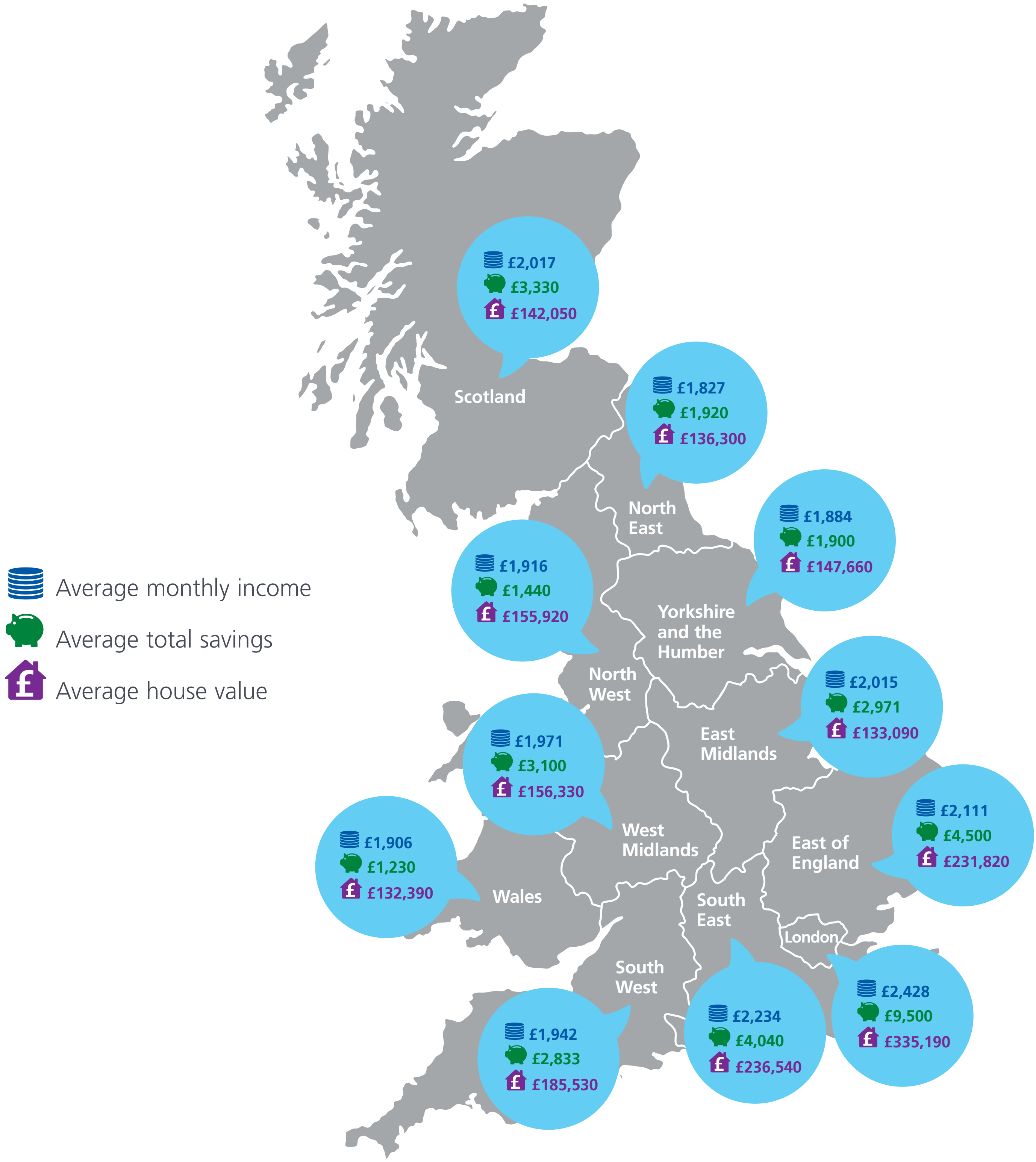
Scottish families are the most likely to have a mortgage – at 57 per cent, while 44 per cent of those in the South West have a mortgage.

Long-term financial security

Despite the high cost of living in London, those living in the capital are not always the most likely to have made provision for their loved ones in the event of a sudden change of circumstances. The Scottish are the most likely to hold critical illness cover, at 13 per cent, and the Welsh least likely at six per cent. Eleven per cent of Londoners, however, hold income protection – a similar proportion to those in Scotland.

Those in Scotland are the most likely to have life insurance – 48 per cent. Life insurance is also popular in the South East, where 41 per cent hold the product.

Regional differences



So what does this tell us?

"Our latest Aviva Family Finances Report reveals quite a mixed picture for UK families.

Families are still dipping into their savings pots in order to live – with the average savings cushion declining and the average overdraft leaping – although this may be in part due to the festive season and the increased spending it tends to bring along with the good cheer!

Despite moderating inflation, the high cost of housing is felt by many families, and concerns about rising mortgage rates are growing.

For Britain's families with young children, childcare costs are a particular issue. Our spotlight section shows that many are working simply to break even, because they have to pay for childcare out of their wages. An army of grandparents is helping to insulate some families from this cost, but as working longer becomes the norm, this is likely to decrease.

However, there is good news sitting alongside these concerns with Britain's families becoming more savvy about insulating their loved ones from financial threats.

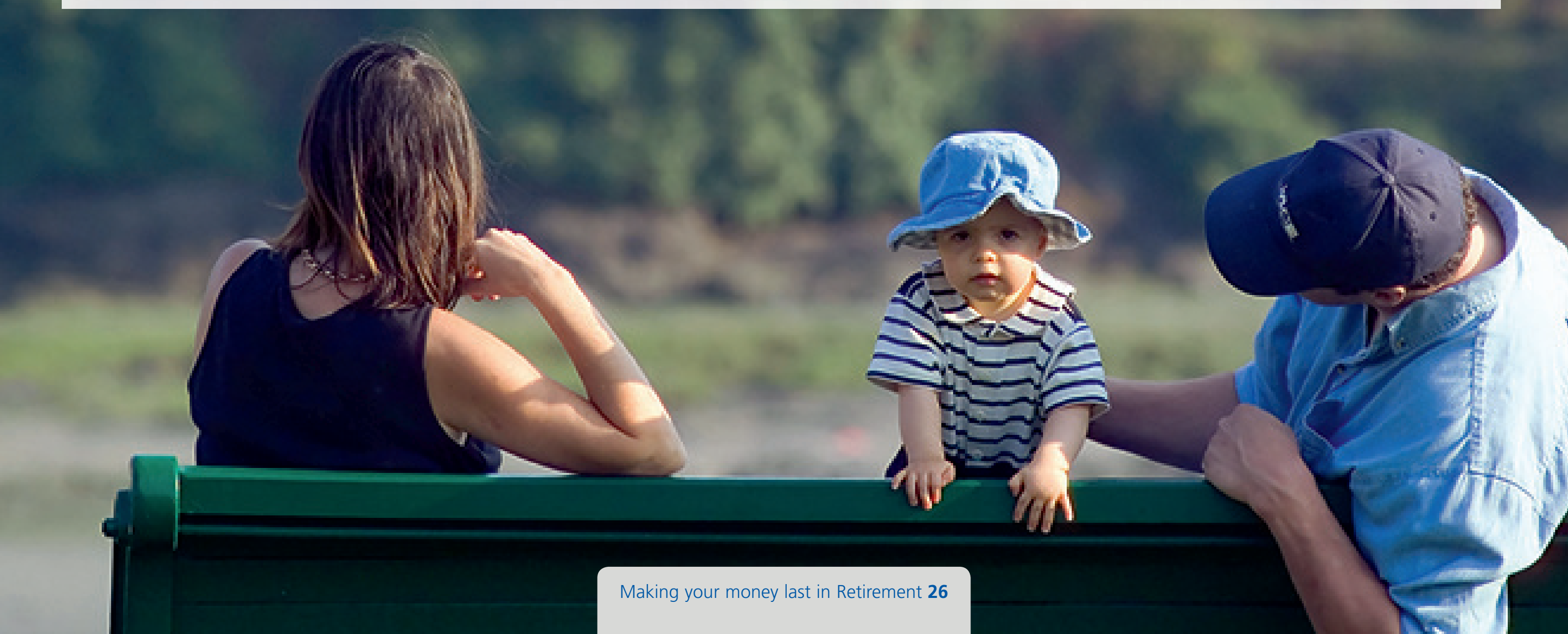
More people than ever are saving for a rainy day and there has been a huge leap in saving for children, perhaps a continued response to rising university fees and fears about how the next generation will get on the property ladder.

Most encouragingly, though, there are signs that traditional British inertia towards financial planning is receding. The percentage of people who have not done anything to prepare for the future has fallen significantly in the last six months. Where a quarter of the population fell into this category previously, that is now down to fifteen per cent.

More people are taking out life insurance, health and critical illness cover, all of which should help them to create a robust financial foundation for family life.

Whilst this winter's Family Finances Report represents a mixed picture, the bright spots outweigh the problems. With rising incomes has come more confidence about saving money and forward planning, and even spending on luxuries like eating out. By thinking about the future and taking steps to plan for the unexpected, Britain's families can feel more comfortable about their futures."

Louise Colley, protection director, Aviva



Methodology

Over 2,000 people aged 18-55 who live as part of one of six family groups were interviewed to produce the report's latest findings.

In total, 24,000 UK consumers have been interviewed between December 2010 and November 2014. This data was combined with additional information from the sources listed below and used to form the basis of the Aviva Family Finances Report. All statistics refer to figures released in December 2014 unless stated otherwise.

Additional data sources include:

- Office for National Statistics.
- Nationwide House Price Index
- Halifax House Price Index
- Family and Childcare Trust
- The International Labour Organisation
- The British Bankers' Association
- Barnardo's
- OECD
- Grandparents Plus

Technical notes

– A median is described as the numeric value separating the upper half of a sample, a population, or a probability distribution, from the lower half. Thus for this report, the median is the person who is the utter middle of a sample.

– An average or mean is a single value that is meant to typify a list of values. This is derived by adding all the values on a list together and then dividing by the number of items on said list. This can be skewed by particularly high or low values.

– Due to a change in research methodology, some median values from previous reports have been re-calibrated in this edition to allow direct comparisons with previous years.

For further information on the report or for a comment, please contact:

Sarah Poulter
Aviva Press Office
Aviva
01904 452828
sarah.poulter@aviva.co.uk