

MONEYSUPERMARKET

Household Money Index

Quarterly Update June 2024

FOREWORD

Welcome to the summer edition of MoneySuperMarket’s Household Money Index, our quarterly barometer of the nation’s finances.

We’ve seen a 9.6% jump in what people report spending on their bills and outgoings, the biggest climb since we started the HMI in September 2023.

Spending on non-essentials like streaming services and gaming – as well as a range of insurance products – has risen as providers have increased prices across the board. In response, Brits aren’t necessarily cutting these services, but appear instead to be absorbing their rising prices into their budgets.

After one of the wettest winters on record, many of us are looking forward to making the most of summer. So we’ve deep-dived into the cost of the season: how much does it cost to make the most of holidays, wedding season, days out and socialising with friends?

Read on as we investigate how many events the average Brit is invited to, how many they actually attend, and how much all this summer fun will cost.

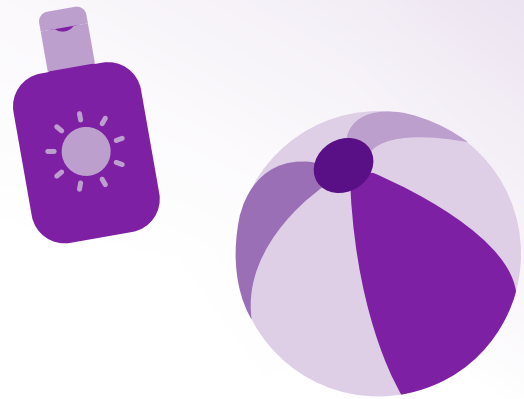


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INTRODUCING THE SUMMER HOUSEHOLD MONEY INDEX



The amount people report spending on their household bills and outgoings is up 9.6% – £133.30 a month – representing the biggest jump we have seen since starting the HMI in September 2023. The 31 outgoings that MoneySuperMarket measures now cost Brits an average of £50.84 every single day.

BALANCING ACT

Gross income is up 3.2% to £31,642.30, which is in line with our expectations of the UK’s widely-reported wage inflation.

Monthly income after tax and National Insurance is up 5.5% – from £2,078.00 to £2,191.83. This again is in line with our expectations following a reduction in the main rate of National Insurance contributions paid by workers from 10% to 8%.

So the 9.6% increase in reported spending on household bills and outgoings have been somewhat offset by a decrease in tax and National Insurance.

On average, people have £20 less disposable income per month than they did three months ago.

NON-ESSENTIALS

People report spending an average of 32% more on ‘non-essential’ household services, things like gym memberships, news subscriptions, gaming, and streaming. Spotify, Now TV, and Disney + have all increased their prices since we measured in February, while a rise for Xbox Game Pass is on the cards.

INSURANCE

Insurance is another area where the index has measured an uptick in spend over the last few months.

Phone, life, health and pet insurance have all seen significant increases averaging 35% compared to reported spending at the start of the year.

This is reflected in the rising cost of premiums we have witnessed across the board this year.

For example, MoneySuperMarket’s data shows that premiums for dogs have increased by 15.6% since October 2023, while the average annual home insurance policy has risen 14.8% over the same period.

These two trends reflect the fact that prices are still rising, albeit at a slower rate now that inflation is slowing down. Rises in wages could be helping people to absorb the costs, or perhaps people haven’t yet noticed the small incremental increases across a number of services.

Keeping an eye on this passive spending and cancelling services you rarely use could be an easy way to rebalance your budget. For instance, after paying for a TV licence, having every major streaming subscription soon adds up to nearly £1,000 per year.

A third (33%) of people we asked said they are paying closer attention to their finances than ever before specifically so they can get out and about with their friends. And with the summer social calendar opening up, that extra disposable income will need to go a long way.

TOTAL MONTHLY HMI	£1,525.30	↑	9.58%	SINCE FEBRUARY
DAILY COST	£50.84	↑	£4.44	
DISPOSABLE INCOME (PER YEAR)	£666.53	↓	2.84%	PER MONTH



Phone, life, health and pet insurance have all seen significant increases averaging 35% compared to reported spending at the start of the year

THE HMI SUMMERTIME DUES

Summer is the season for weddings, parties, festivals, sporting events and holidays. But the costs can be enough to bring you out in a heat rash.

In this summer edition of the HMI, we explore how much Brits spend on a summer of activities, how many invites people typically receive and where around the UK is the most sociable in summer.



For our research we identified a list of common summer activities people are invited to, from weddings and festivals to family days out, and calculated how much the average person in the UK spends on each summer occasion.

The average person is invited to 29 events from the start of May to the end of September. On average they attend 26.

If people said yes to every invite, they would spend £4,902 – around £980 a month. That's £314 more than the average UK monthly disposable income of £666.

Measuring just the events Brits actually attend, we spend £4,485 over the summer months, saving £417 by saying no from time-to-time.

14%

OF BRITS FIND IT HARD TO SAY NO TO SUMMER INVITATIONS BECAUSE THEY DON'T WANT TO MISS OUT

18%

OF BRITS HAVE MADE UP AN EXCUSE TO GET OUT OF GOING TO A SOCIAL OCCASION BECAUSE THEY DON'T WANT TO ADMIT THEY CAN'T AFFORD IT

33%

SAY THE MONEY THEY SAVE BY CAREFULLY MANAGING HOUSEHOLD FINANCES MEANS THEY CAN ACCEPT MORE INVITES IN THE SUMMER



SUMMERTIME COSTS

Since the HMI began, Brits have consistently reported having around 70% of their income committed to bills and outgoings. That leaves around 30% as disposable income. We wanted to know how much of that 30% people have ‘committed’ to attend events they’re invited to by friends and family.

Alongside pomp and pageantry, ceremony is high on the list of things we do well in the UK. The average cost for being a guest at a UK wedding is £396.96 with the average person reporting that they have been invited to 3.1 weddings in the summer of 2024.

PER PERSON	UK	ABROAD	DIFFERENCE
STAG/HEN PARTY	£446.40	£566.06	£119.66
WEDDING	£396.96	£766.20	£369.24
HOLIDAY	£599.42	£815.00	£215.58
AVERAGE			£234.83

But even in summer, UK weather is unpredictable, so happy couples who want guaranteed sun often opt to head abroad for their big day.

The cost of these jaunts can soon add up for guests with the average cost of attending a wedding abroad coming in at £766.20.



£766.20

Average cost of attending a wedding abroad

It’s not just the wedding that can require a passport. Our survey reveals that people are increasingly being invited to stag or hen dos abroad too.


If the wedding and stag or hen is also abroad, you’re in line to say ‘I do’ to spending £1,332 this summer.

Celebrating the arrival of a newborn is a special time for any family and group of friends. It can also be a costly day for guests though, with people spending an average of £128 per person for each naming ceremony they attend.

Festivals have become increasingly popular in the last decade or so. As well as the headliners like Glastonbury and Reading, today there are festivals for every niche interest and locality, from family friendly weekends to artisan cheese and literature, and local festivals in towns and cities across the UK.

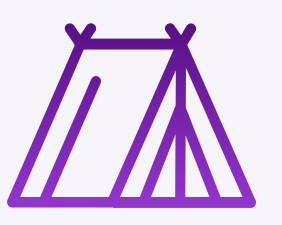
While under-25s spend an average of £566 on their summer of festivals, it is the millennial parents aged between 26-39 who spend by far the most, averaging £923 attending 3.8 festivals.

Average spend on festivals by age



£566

under-25s



£923

26-39

If festivals aren’t your thing, the upcoming summer of sport might be. Brits plan to attend an average of 3.4 sporting events this summer, spending £133 each time.



£133

Average cost of attending a sporting event

EVENT	PER DAY/EVENT
NAMING CEREMONY	£128.40
SPORTING EVENT	£133.10
GIG	£145.10
FESTIVAL	£161.90
BBQ	£119.30
CELEBRATION	£142.30

MAP OF SUMMER SPENDING

GLASGOW – NAE BOTHER

People in Glasgow say ‘no’ to more invitations than anywhere else in the UK. Glaswegians have been invited to an average of 27 events but have only said yes to 19 – seven fewer than the UK average of 26.

This rejection will save the average person in the Scottish city £859 this summer. Clydesiders will spend £2,359 on events this year, an average of £472, well within the area’s average monthly disposable income of £684.73.

LONDON – JUST SAY YES

Londoners are attending more events than anywhere else in the country this summer, and spending more when they do.

The average Londoner has been invited to 31 events this summer and will attend 30, spending £7,064 along the way. People in the capital will spend four and a half times as much as those in lowest-spending Plymouth (£1,579).

The data appears to show people in the city tend to go over their monthly budget more than elsewhere in the UK. Londoners expect to spend £1,413 each month on the events they have been invited to – but also report only having £590 a month of disposable income.

The FOMO runs strong through the streets of London. More than anywhere else in the UK people report finding it hard to say no to invites to summer parties/ festivities because ‘they don’t want to miss out’.

MANCHESTER – CASHIENDA

While London may have taken the top spot, Manchester isn’t far behind when it comes to summer socialising. Mancunians have been invited

to 33 events but will actually attend 29. Where the self-proclaimed northern capital differs massively, however, is how much people will spend to have a good time.

Mancunians plan to spend £3,846 on summer activities – £132 per event – nearly half the amount that Londoners will spend on a similar summer schedule. At £769 a month, spending in Manchester is far closer to the area’s average disposable income of £715.

BRISTOL – PARTY-CRASHERS

Bristol is the only place in the country where people report they will go to more events than they have been invited to. People there have been invited to 27 events... but say they will attend 28.

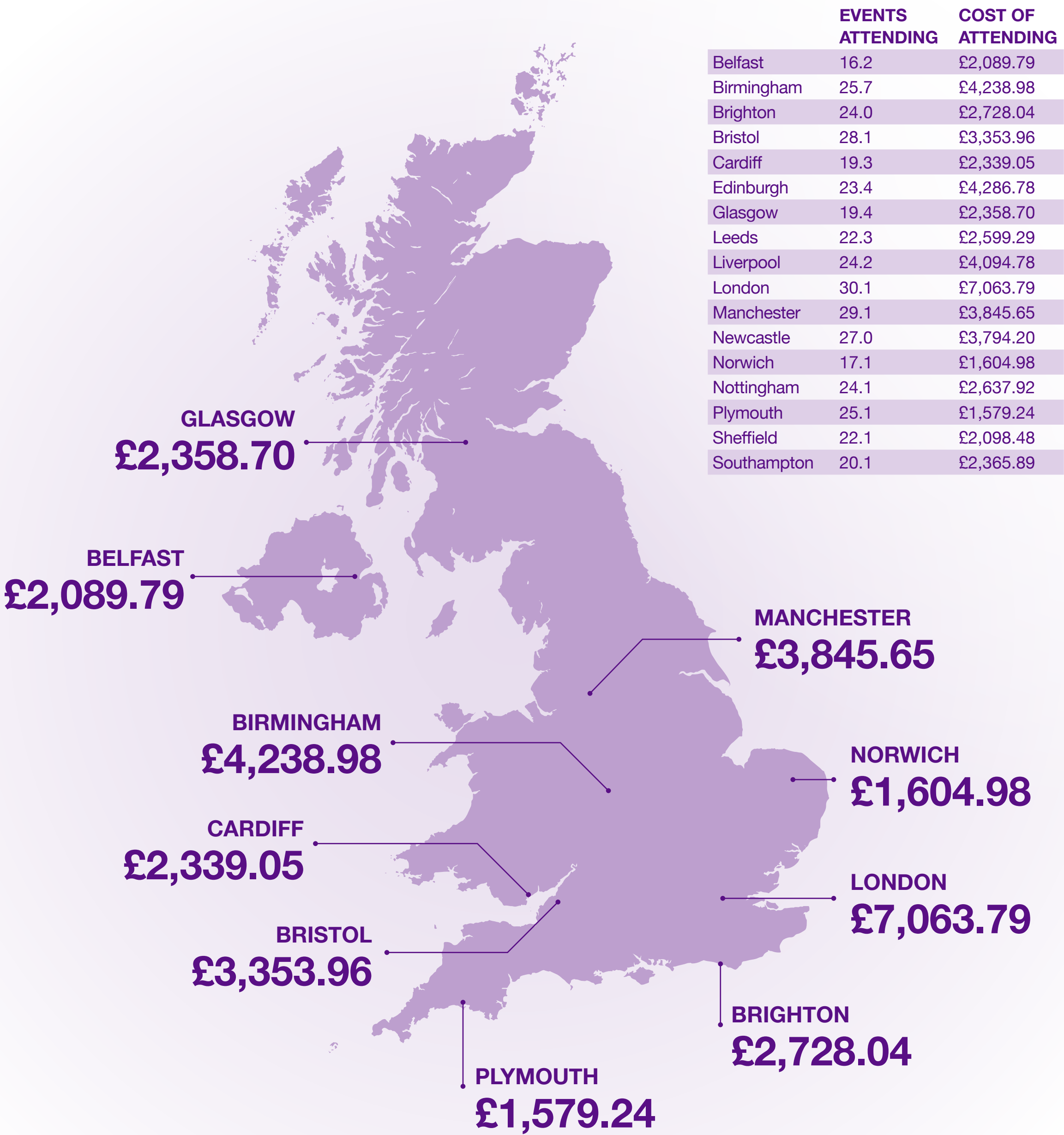
People in the student city have been invited to more gigs than anywhere else in the UK and plan to spend £643 over the summer – whether they are invited or not!

BELFAST – IRISH EXIT

People in the Northern Irish capital will attend the fewest events overall this summer – just 16, following 21 invites. Their non-attendance at these five events will save the average person in NI £580 over the summer period.

Belfasters expect to spend £2,089.79 on events this summer, which at £418 a month is well within the £727 of disposable income the average person reports having.

More people in NI (29%) admitted to making up an excuse to get out of going to a social occasion than anywhere else in the UK.



FAMILY DAYS OUT

Families across the UK will embark on thousands of days out to keep their kids entertained during school summer holidays.

It's peak time for trips to zoos, theme parks and adventure playgrounds.

Families will enjoy an average of 4.3 days out during the summer, at an average total cost of £235.58 per trip.

The costs of these days out can rack up. After you've paid for entry, travel and food, very often you can get caught out by extras like fast track tickets, locker rental, and souvenirs from the gift shop.

For an 'average' family of two adults and two children, a simple day out at the zoo will cost nearly £200, while a theme park is closer to £400.

AVERAGE ZOO	£199.80
AVERAGE ADVENTURE PARK	£142.02
AVERAGE THEME PARK	£364.94
AVERAGE	£235.58

MONEY SAVING TIPS FOR DAYS OUT



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Personal Finance Expert,
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GET FREE DAYS OUT

By joining MoneySuperMarket's SuperSaveClub families not only get the best deals on home and car insurance and a whole range of household bills. All our members instantly get a Free Days Out Annual Pass worth £180, granting you unlimited access to thousands of fun activities across the UK including zoos, Go Ape and Gravity Trampolining.



SIT IN FIRST CLASS FOR FREE

If you're taking a train for a day out with the family this summer, check if the rear first class carriage is declassified. If it is, you and your family can sit there even if you have a standard ticket and it won't cost you a penny extra.

Check with your train provider for details.



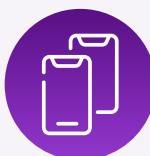
TRY A DIGITAL TREASURE HUNT

Geocaching is a free outdoor activity that's fun for both the kids and the parents.

Essentially a treasure hunt for the digital generation, Geocaching uses GPS technology on smartphones instead of a traditional map. The treasure (think small toys or trinkets) is usually hidden in a beautiful or interesting spot and includes a logbook where you can add your name.

Many of the locations also have an exchange system in place: if you take something from the cache, you leave something of greater or equal value for the next treasure hunter.

To take part, simply register with a geocaching community (such as geocaching.com or opencache.uk) and download their app.



A RESEALABLE BAG CAN SAVE YOUR GADGETS

Whether you're painting or hitting the beach, keep your phone clean and dry by sealing it inside a zip-top plastic bag.

You can still work the buttons through the bag and your handset will be safe and sound.



SOURCES & METHODOLOGY

POLLING

All consumer polling figures unless otherwise stated are from a poll of 2,000 adults carried out on behalf of MoneySuperMarket by Opinium between 17 May 2024 - 21 May 2024. Opinium are company partners of the MRS and abide by its code of conduct and guidelines for best practice when carrying out research for clients, ensuring results are accurate, impartial and fair to both clients and participants.

The core Household Money Index (“HMI”) was calculated from the replies of 2,000 adults self-reporting how much they spend per average month on 31 different categories. The categories were determined by MoneySuperMarket’s experts to represent a ‘basket’ of common household bills and expenditures. Results have been weighted to be nationally representative.

Polling data was subjected to statistical analysis, including cross-tabulations and sentiment analysis. These analyses allowed for the identification of significant trends, preferences, and consumer sentiments pertaining to the HMI.

PROPRIETARY DATA

MoneySuperMarket.com is a price comparison site processing millions of quotes per month on over 40 financial products and services. These millions of quotes provide a rich source of data from which MoneySuperMarket has determined historic policy prices for the insights throughout this document.

All of the data pertaining to average insurance and car prices, as well as the quoted mileage used to calculate fuel costs, are proprietary to MoneySuperMarket and correct as of 5 June 2024.

SuperSaveClub £180 reward offering is based on 1 visit per month with average ticket value £15.07 (March 2024).

EXTERNAL SOURCES

The document uses a number of external sources to calculate and compare its findings and to provide context where necessary.

- The prices of ‘family days out’ were calculated based on the average cost of a day out for a family of two parents and two children, including travel, food, entry, treats, parking, souvenirs, locker rentals, fast passes, using publicly available information on the websites of a range of zoos, adventure parks and theme parks across the UK.
- The cost of 30 miles of travel was calculated using an average cost of 30 miles of travel in a petrol car, electric vehicle and trains, using publicly available information.

EXPERTISE INTEGRATION

MoneySuperMarket’s three decades of experience and expertise in the finance sector played a pivotal role in the analysis process. Subject matter experts with a deep understanding of financial services were actively involved in interpreting the data, providing insights, and contextualising findings.

SYNTHESIS OF FINDINGS

The insights derived from website data analysis, consumer polling, and the invaluable input of MoneySuperMarket’s seasoned experts were meticulously synthesised. This synthesis encompassed identifying key trends, challenges, opportunities, and actionable recommendations to produce the results throughout the Index and accompanying report.

FACT CHECKING

All information in the index and accompanying report has been professionally fact-checked and is correct to the best of MoneySuperMarket’s knowledge at the time of publication 11 June 2024.



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