

# ANNUAL EMPLOYEE SURVEY REPORT

SPRING/SUMMER



2023

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SPRING / SUMMER REPORT

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# 01

## Employee Survey Report 2023

# Highlighting the concerns, hopes and thoughts of UK workers who are battling to deal with the cost of living.

This detailed Lifetime report is the result of a bi-annual survey. We polled almost 7,000 UK workers (up from 3,000 in 2022) anonymously on their feelings and goals related to their finances. The report sums up the findings and once again highlights the importance of financial wellbeing, particularly in the workplace.

Lifetime's Employee Surveys are a tool that is used to 'take the temperature' of a workforce - and discover what is on their minds when it comes to money matters. It gives staff the welcome opportunity to raise the questions, hopes, fears and concerns that they have over their personal finances.

Having worked and lived through the damaging effects of the Covid-19 pandemic, many people would have been forgiven for hoping that the next few years would bring a sense of peace and prosperity.

Those hopes have been dashed by Russia's invasion of Ukraine and the subsequent economic upheaval, the rise in energy costs, the sudden spike in inflation and the noticeable increase in cost of both food and fuel.



The cost-of-living crisis has hit UK households hard. And it is a battle that is still being fought as we head further into 2023.

Worried workers are looking increasingly to their employer for help, guidance and support.

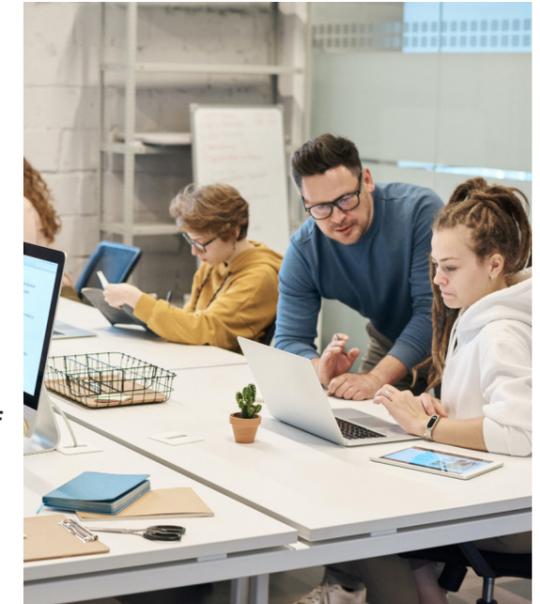
That means that every employer needs to prioritise how they are going to support their people in the months and years ahead.

In the midst of the cost-of-living crisis and highest inflation rates in many years, employees are in need of more financial wellbeing support from their workplace than ever.

Yet far fewer employers have a *mature financial wellbeing strategy* in place compared to a *mature mental wellbeing strategy*.

For many of us, financial worries directly impact our daily life - and our mental health. People fret about debt, saving for a new home, the cost of raising a family, preparing for retirement, funding relatives in care, losing their job....the list goes on.

Most people's financial aspirations centre on having enough money 'to be okay', and to ensure that bills are paid, and on time. This, for many, can make other milestones in life seemingly more difficult to achieve, like buying a home, big holidays, and a contented life after work.



02

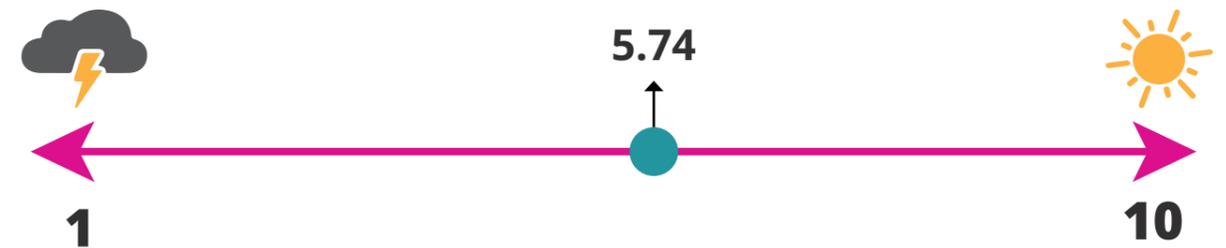
## Financial wellbeing is now the No.1 workplace benefit



Financial wellbeing is now recognised as the number one workplace benefit. That's a massive sea change from the days when decent discount at the local gym, savings and shopping, or a cycle-to-work scheme, were seen as the best and in some cases only benefits for staff to enjoy.

Financial health and education, leading to an increasing sense of security, has never been more important.

Yet 13.18% of employees in our 2023 Spring/Summer Survey admitted to needing to get their finances in order but didn't know where to start.



Workers were also asked 'how would you rank your financial wellbeing?' They were given a sliding scale of zero (feeling absolutely awful) to 10 (feeling great) and the overall ranking was only just above halfway, at 5.74.

03

# Grappling with the cost of living

Two of the key takeaways from Lifetime's latest survey...

a whopping  
**93.68%**

of employees feel that the current cost of living has made them think about their finances much more.



Do you have a plan for the next 12 months to help you navigate the cost of living crisis?

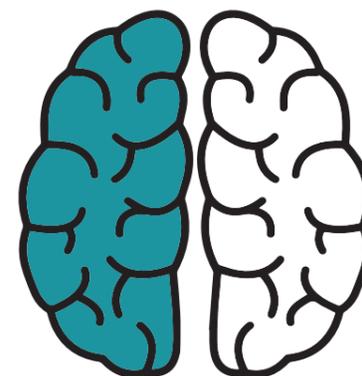
Over half  
**66.44%**



How do you think the cost of living crisis has affected your finances?

**54.49%**

of those employees surveyed admitted that it has made them worry about their finances more.



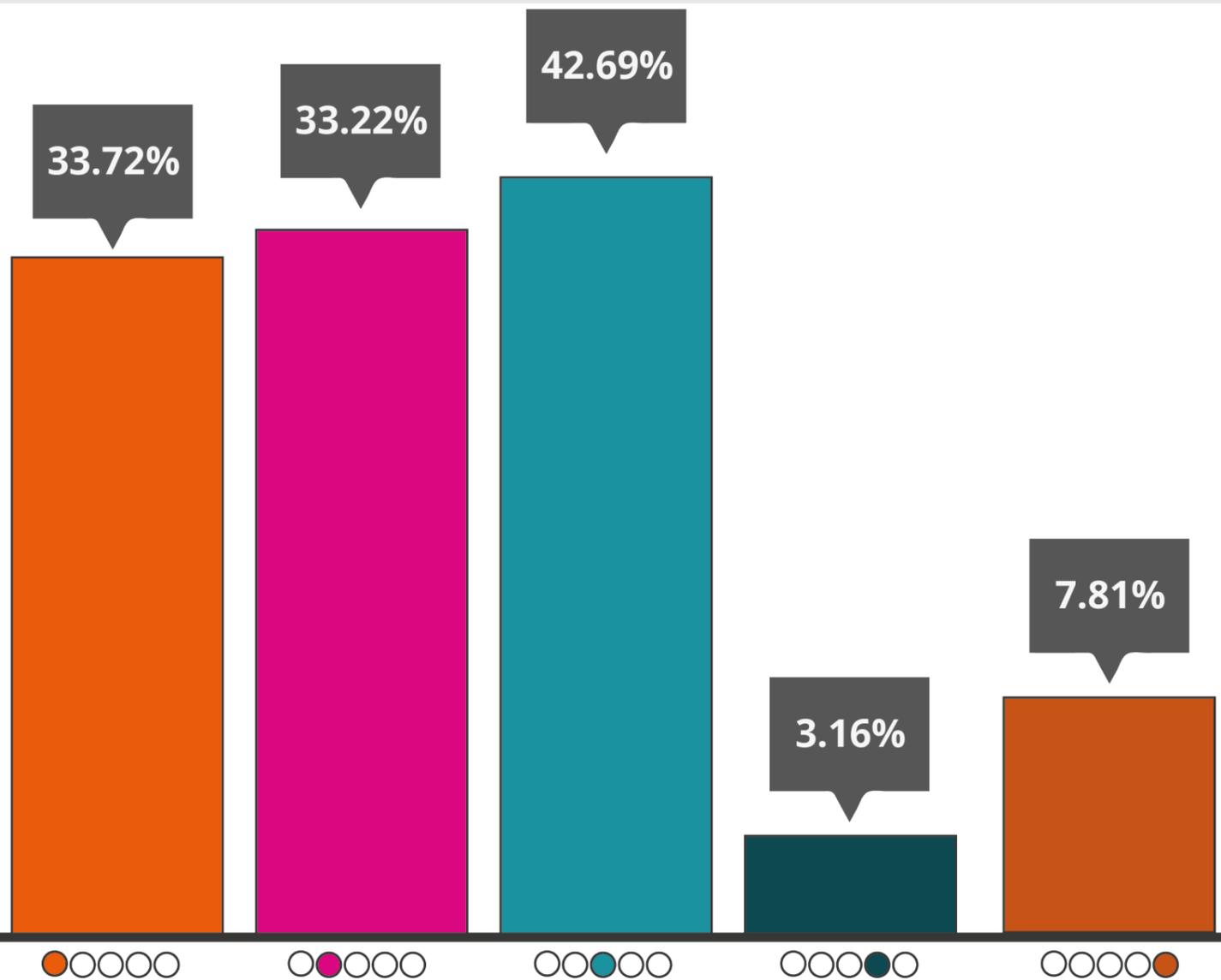
while just over half  
**(51.66%)**

said that the cost of living had forced them into making much 'smarter decisions' with their finances.

That pertinent question, 'How do you think the cost of living crisis has affected your finances?', led to further interesting feedback from workers.

KEY

- It has restricted them from doing what they want.
- It has had a 'significant impact' on their finances.
- Admitted to having to make a few cutbacks but were 'okay'.
- Admitted to struggling financially and not knowing where to turn.
- Said that the cost of living crisis hadn't affected them.



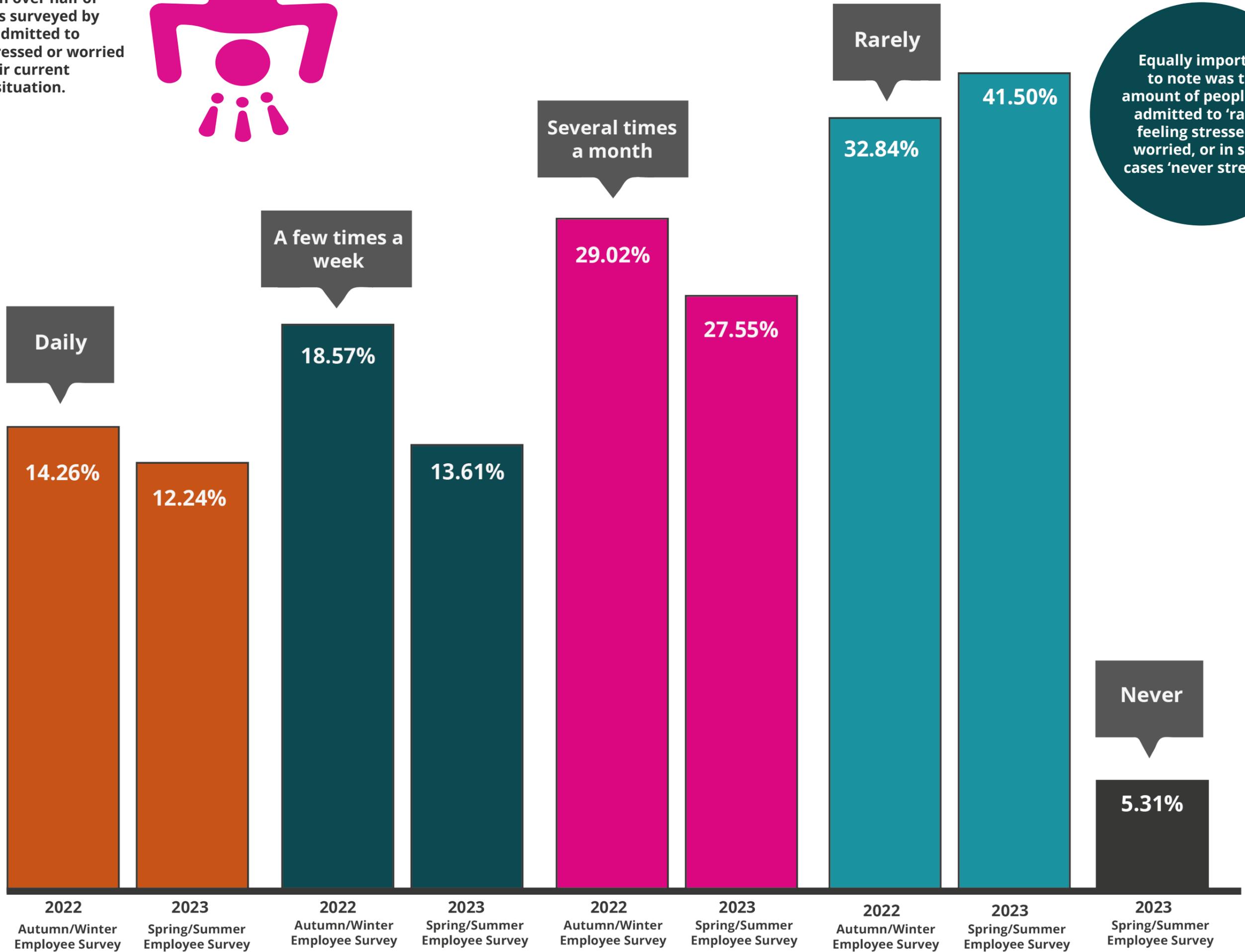
It is interesting to note, however, that some employees felt the current cost of living had not really impacted on their work. On a sliding scale of zero (not impacted at all) up to 10 (severely impacted upon my work) the overall figure reported was 3.1.

04

Worrying about money right now – and an unsure financial future



Once again over half of employees surveyed by Lifetime admitted to feeling stressed or worried about their current financial situation.



Equally important to note was the amount of people who admitted to 'rarely' feeling stressed or worried, or in some cases 'never stressed'.

Do you worry about your financial future?



**12.52%**  
NOT ABLE TO MANAGE OR  
OVERCOME DEBT

**9.63%**  
SAID NO

**61.79%**  
SAID  
SOMETIMES

**28.57%**  
SAID YES

**14.02%**  
NOT ABLE TO MEET  
MONTHLY EXPENSES

**05**

**Listen  
to your  
people**





An employer cannot truly support their employees if they don't know what help they really need.

It is so important to listen to your employees. You listen to understand.

In order to fully plan ahead, and have a programme in place that puts employees' wellbeing at the heart of company policy, an employer needs to know:

- What employees are feeling
- What are the blocks, if any, to productivity, motivation and satisfaction at work
- What support would make the biggest difference to staff
- What expectations, concerns, fears and hopes do your employees have about the months and years ahead

Lifetime partner with employers to deliver an innovative financial wellbeing package for their staff.

We have spent years answering the most important questions that employees have. We work closely with employers to deliver digital-first, tailored end-to-end solutions that meet the needs of every employee to improve their financial wellbeing.

That sort of interaction includes an educational hub of videos and written content and tips, various webinars and Q&A sessions, and the key support and guidance offered by a Lifetime coach. Financial education and planning are at the heart of Lifetime's wellbeing service.

And that clearly is key to the needs and wants of employees.

**Bespoke videos**

**Newsletters**

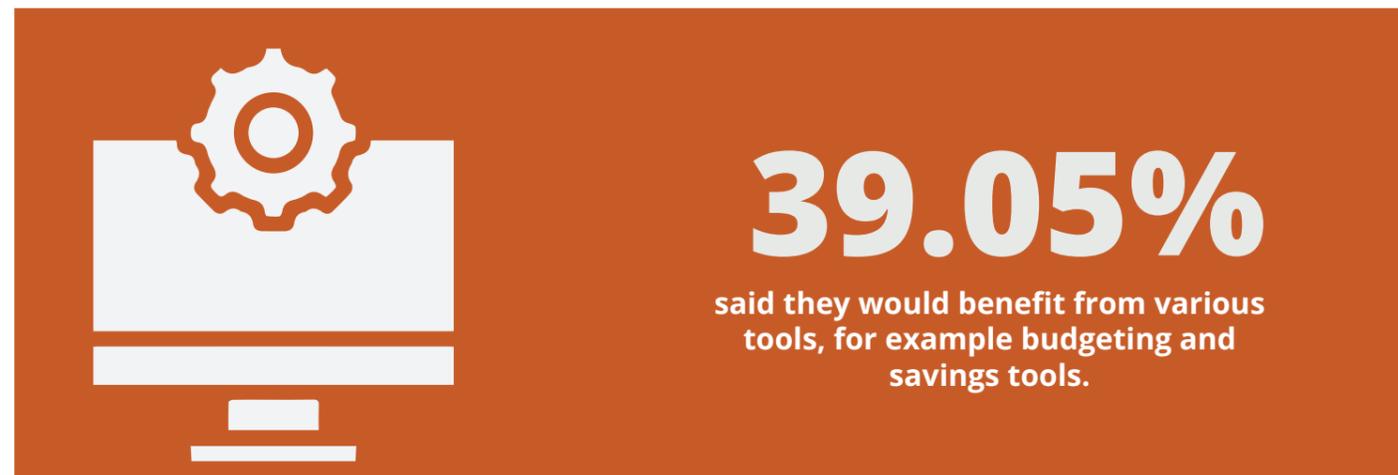
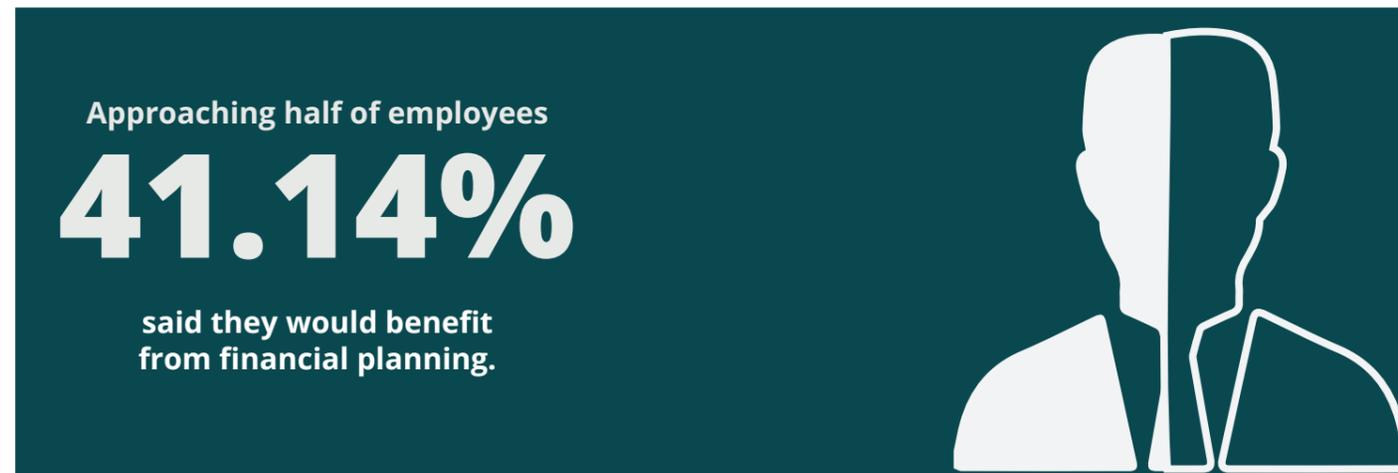
**Webinars & Q&A's**

**1 2 1 with coaches**

**Free financial plan**

**Access to the learning hub**

Based on how you feel right now, which of the following would you benefit from?



Other benefits employees are looking for include:

- Financial guidance (asked for by **33.71%**)
- Blogs/Articles, e.g. important information and insights from the finance industry (**27.43%**)
- Financial education (**20.95%**)
- 1:1 support (**17.14%**)
- Wellbeing sessions (**15.24%**)

Lifetime's financial wellbeing service is committed to delivering all the above.

Financial concerns can arise at any time and so the capacity to address them should be available on-demand and round the clock.

29.35% admitted that they were working 'pay cheque to pay cheque', an increase on Lifetime's Autumn/Winter Survey figure of 26.09%.

Another interesting question posed in this latest survey was...

'Do you feel limited in your career prospects?' **25.21%** of employees responded **yes**, up from 21.69%.

06

# Not enough savings is causing consternation



One topic that remains firmly in the minds of employees, and is causing consternation for many, is 'savings'.

People often find it difficult to know where to start saving, how much you need to put away, and what that money will amount to in the future. And that all comes after discovering whether you can actually save in the first place!

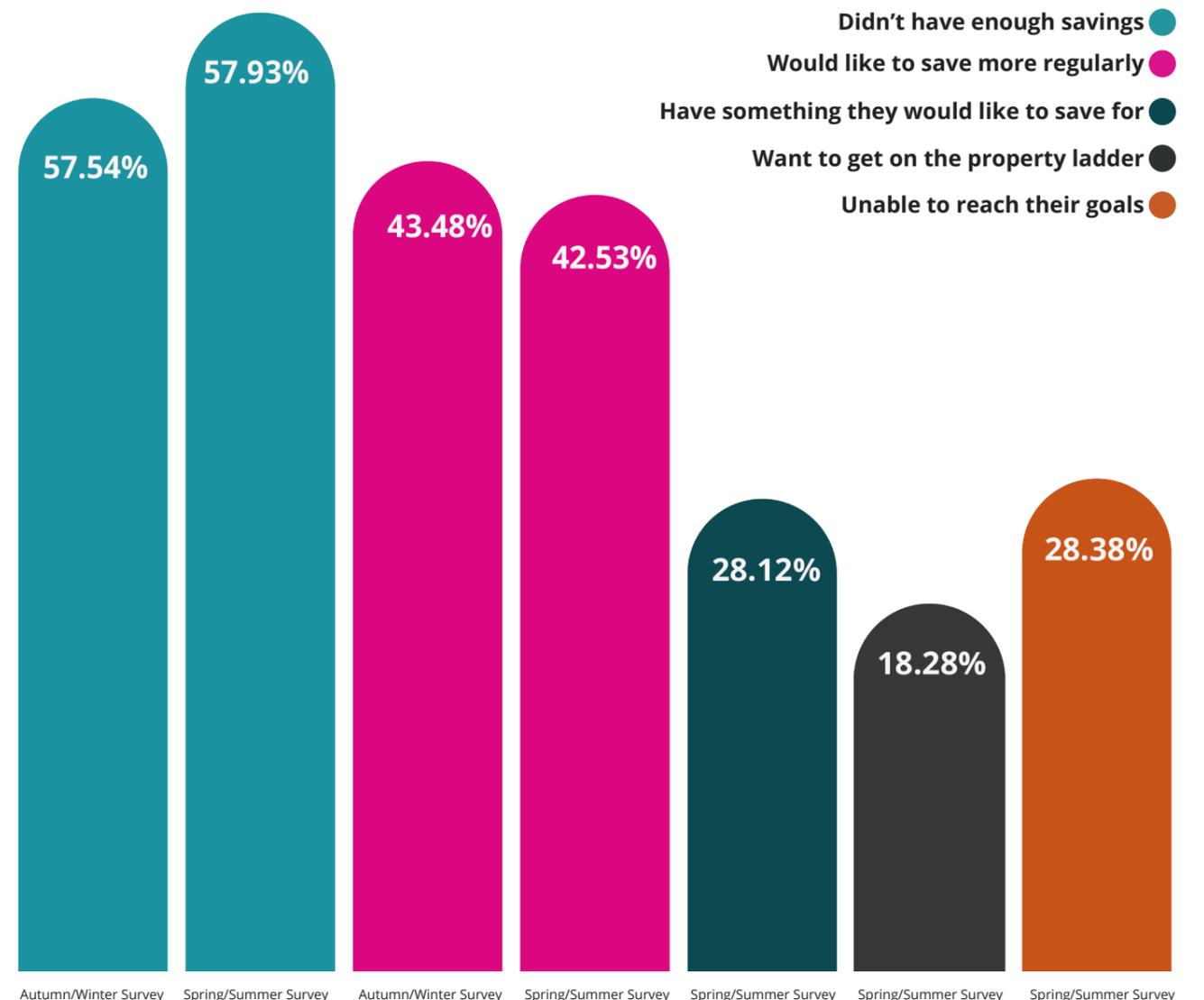
In Lifetime's Autumn/Winter Survey, 57.54% of employees admitted to feeling that they didn't have enough savings. In this latest report that figure has gone up slightly to 57.93%.

However, an integral part of Lifetime's work with employers and their staff centres around educational videos and content and the opportunity to have a financial plan, that can help show employees which areas they could perhaps save money in order to benefit them elsewhere.

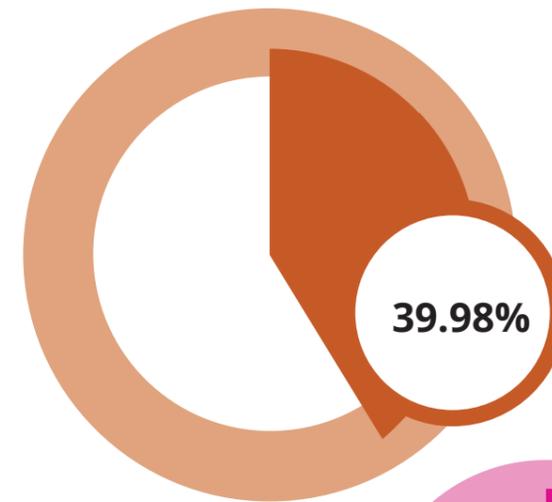
So it is perhaps encouraging that in our latest survey, 42.53% said they would like to be able to save more regularly, a drop from 43.48% last year.

28.12% said that there was something they needed to save for.

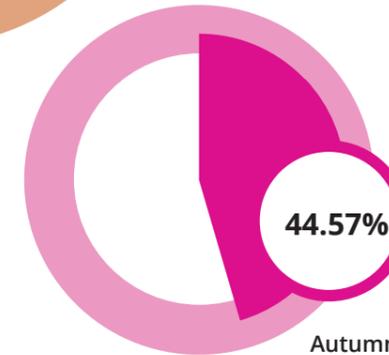
18.28% of employees said they wanted to get on the property ladder, yet 28.38% admitted to feeling that they were unable to reach their goals, which included buying a house.



# Worries over when and how to retire



Spring/Summer Survey



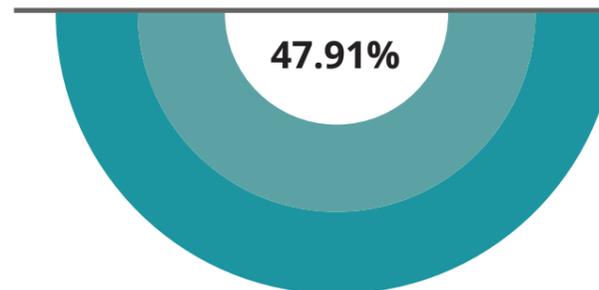
Autumn/Winter Survey

39.89% of employees who responded to the survey (ages ranging from under 25s all the way through to over 55s) said they needed to start planning for retirement.

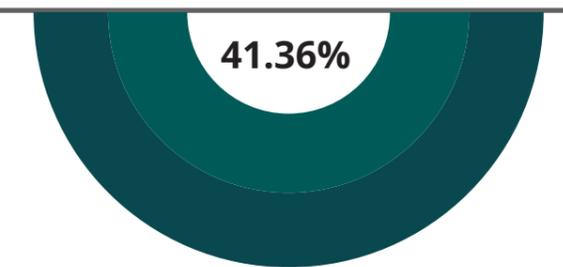
That is a drop from the figure of 44.57% from our Autumn/Winter Survey (Lifetime provide support, guidance, tools and expert advice for retirement planning within our financial wellbeing package).

However, 47.91% felt that they wouldn't be able to retire when they wanted to, a rise from 41.36% in Autumn/Winter 2022.

That is perhaps a clear indication that the cost-of-living crisis is making a large number of people feel they have to keep working and not retire when they had originally planned.



Spring/Summer Survey



Autumn/Winter Survey

## Key Takeaways



All this important data is something employers need to take notice of, and take into consideration, as it plays into productivity, employee happiness, succession planning etc. If an employee is looking to 'slow down at work' then what does that mean? Do they want to cut their hours? Can they afford to go part-time? And how does all that play out in the overall structure of the company?

If more mature staff have a clearer understanding about when they can retire and have been assisted in planning accordingly, this can mitigate issues around demotivated staff 'hanging on' for retirement.

Lifetime's financial wellbeing package looks at all aspects of an employee's financial circumstances, and the personal financial plan incorporates any retirement proposals.

Understanding what retirement might look like helps to identify if an employee can retire earlier or if they could be doing more with their money now in order to benefit later.

Lifetime's detailed research and advice can help employees plan for the future with confidence by making informed decisions. We can look at the impact of retiring at different ages and how this would look for an individual.

# 08

## What have employees experienced in the last 12 months?



Other notable points that employees responded to came in conjunction with the question...

*'Which of the following have you experienced in the last 12 months?'*

**1.** Feeling behind financially in comparison to those around you (41.74%, up from 38.64% in 2022)

Feeling that you will be unable to reach your goals, e.g. buying a house (28.38%, down from 30.85%) **2.**

**3.** Struggling to afford certain things, e.g. holidays, birthdays, Christmas (36.39%, up from 30.85%)

Having to miss out on social events due to money (24.87%, a notable increase from the Autumn/Winter 2022 figure of 18.64%) **4.**

Only 13.36% of those surveyed said they had experienced none of the above, a drop from the 2022 figure of 17.97%

09

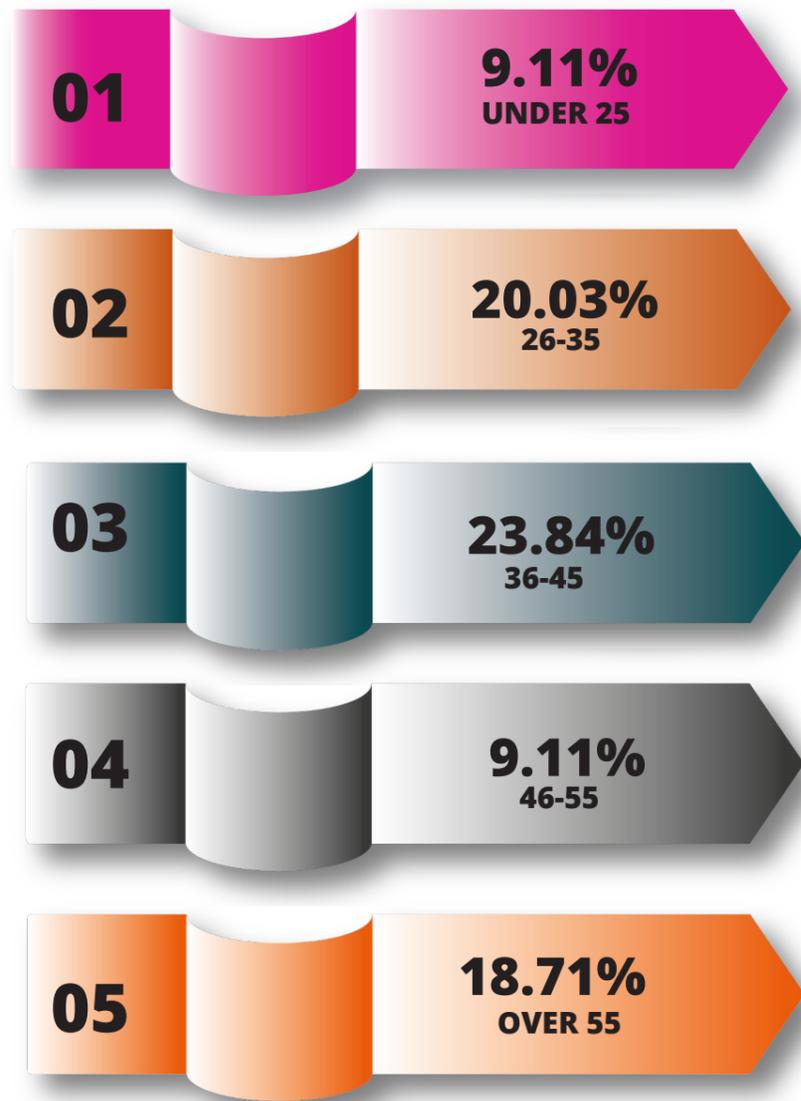
**Demand for financial wellbeing is there, eager to be heard**



Clearly the interest and demand for financial wellbeing in the workplace are there. Employees are seeking help.

They are looking for ways to live in the here and now, and to protect their financial future.

Of those who kindly took part in the Lifetime Employee Survey 2022, 9.11% were under the age of 25; 20.03% were aged between 26 and 35; 23.84% were 36-45; 28.31% were in the 46-55 age bracket; and 18.71% were over 55.



**Remember, financial wellbeing in the workplace can help with staff retention, acquisition and succession planning.**

Helping employees with financial management can ease the burden on HR professionals.

Using a financial wellbeing specialist delivers value for the employee and in turn helps free up HR resources. Recruitment is expensive, especially in the current climate of a talent drought affecting many sectors. Financial wellbeing can help with staff acquisition, retention and succession planning.

Employers want staff who are fully committed and passionately involved in their work (certainly during their working hours). But that equilibrium can be destabilised if employees have financial worries and concerns that affect their mindset and wellbeing. Research shows that a supportive service that gives staff insight, guidance and education on their financial situation, results in a more engaged, happier, and productive workforce.

That in turn brings big benefits for the employer, helping organisations perform better and be more creative, while reducing staff turnover, sickness and absences.

By showing employees how such a service can help them gain full control over their finances, while simplifying issues such as wills, pensions, savings, investments and mortgages, an employer will build trust.

10

**Inaction is not an option**

**YES**

**NO**



# [ INACTION ]

It is estimated that companies are losing 9-13% of what is spent on payroll through poor productivity and absenteeism.

So, for example, if a business employed 100 people at £20,000pa, the overall payroll would be £2m. A potential loss of 13% equates to £260,000. If a staff benefit cost of £24 per employee pa (£2,400 for 100 people pa) could reduce that loss by as little as 1%, the overall saving to the business would be £17,600. And many firms have found that the savings are significantly more than 1%.

EG. 1



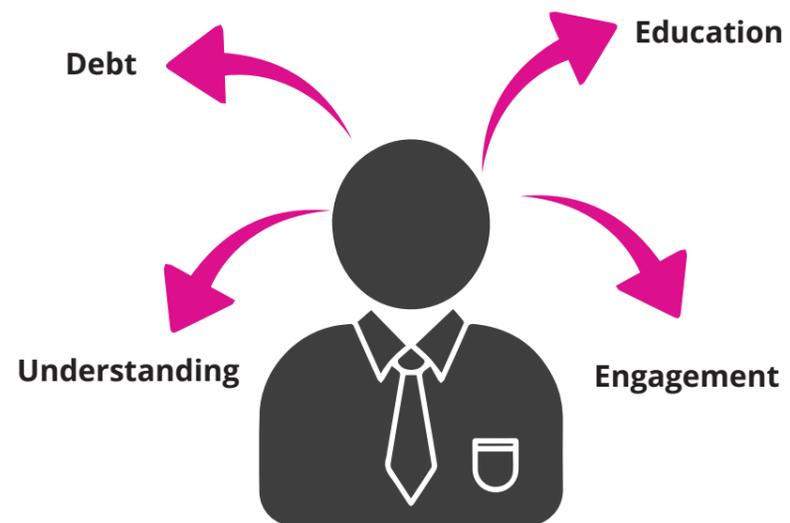
EG. 2



## Engagement, education and empowerment



Enjoying good financial wellbeing isn't just about debt or about being hard up, it's about engagement with all aspects of your personal finances and how that links to your professional life too. It is about education – understanding and demystifying personal finance, starting with the basics like how to read a pension statement.



## EMPOWERMENT

It is also about empowerment. Employers who offer financial education and guidance, through online Q&A's, workshops or webinars can start to empower their people, helping them not only avoid financial shocks but also giving them the ability to plan confidently for a bright financial future.



In order for people to enjoy full financial happiness, a negative money mindset needs to be broken, through financial skills and knowledge.

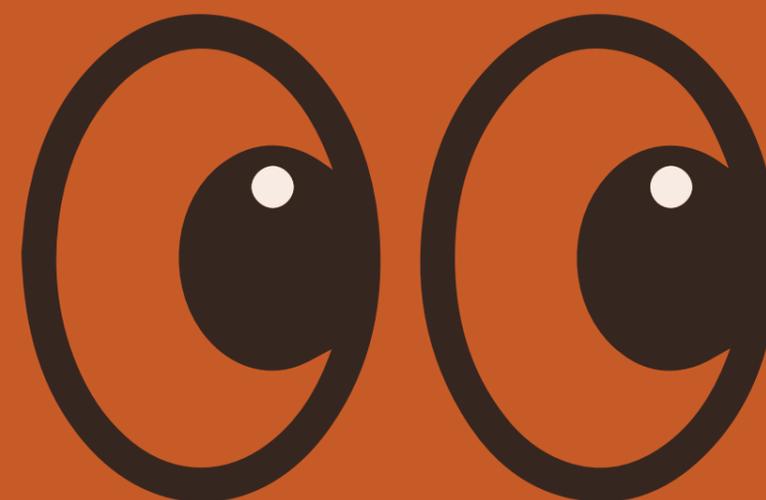
Lifetime believe that a workplace benefit that includes financial insight, guidance and education can truly improve the lives of employees, and steer them through any troubling times they might have when it comes to money.

Education. Guidance. Help. Support. Advice. The right financial wellbeing service is about all of these things.

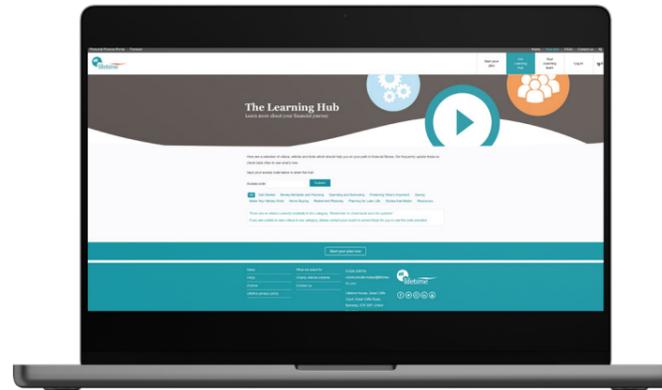


Take a look at

# Our Financial Wellbeing package



- Personal financial plans for all your employees
- Your own bespoke learning hub, with your branding and tailored content
- Webinars throughout the year
- One-on-one support for employees through their personal coach
- A dedicated engagement manager to support you and your team
- Access to a financial planner who can implement any recommendations and deliver potentially life-changing advice
- Monthly educational content for employees
- Downloadable tools and resources
- A monthly jargon-free article on news and current events
- Regular engagement reviews
- Annual surveys
- Bespoke marketing materials



Creating a bespoke financial plan, depending on an employee's age, needs, life stage and the sector they work in, helps staff fully understand their future wealth, take control of their lives in the present, and make good financial decisions for the future.

It will provide clarity and enable employees to make informed choices.

Financial health is important. To you. To us.

Lifetime has been named a Workplace Financial Wellbeing Champion – and is an award winner when it comes to customer service. Our tailored support will address any pressing financial questions employees might have, and help them acquire the necessary skills and knowledge to manage their money, so that they and their loved ones can enjoy the benefit. Employers can book a free demo to see how we can help their people deal with financial uncertainty: <https://www.lifetime-fm.com/book-a-demo/>

# MEET SARAH

**Sarah Kewley, Head of Business Development**

As the key contact for Lifetime's employer partners, Sarah is in regular touch with you as we deliver financial guidance and support to as many employees as possible.

She admits to being 'really passionate' about her role and is always looking at ways of helping people on their financial journey.

Sarah loves being with family and friends and her world revolves around her husband and her amazing little girl.

Want to get in touch with Sarah? Send her an email on: [s.kewley@lifetime-fm.com](mailto:s.kewley@lifetime-fm.com) or book a demo: <https://www.lifetime-fm.com/book-a-demo-alt/>



## TOP TIPS FOR ENGAGEMENT

1. Watch Lifetime's launch video
2. Webinars are a great place to learn something new and informative, so encourage as many to join as possible
3. Have a 15-minute chat with our coaches

## PACKAGE REMINDER

1. 4 Webinars a year
2. Access to an online educational hub
3. Free financial plan
4. Chats with our Lifetime coaches

SCAN HERE FOR THE HUB





## YOU ASKED WE DELIVERED

Many of you have posed some important questions, so we have put together a list of FAQ's.

### Question 1: Do you have any tips for saving money?

**Answer:** Create a Budget. Start by tracking your income and expenses. Categorize your expenses and set a limit for each category. Stick to your budget as closely as possible.

### Question 2: What is the best way to understand my finances?

**Answer:** We may be biased, but a financial plan is simply a tool that helps you to understand all aspects of your finances, both now and how they will be in the future. Also, our sophisticated software lets you build in various scenarios, so if you want to know how a certain life change or goal will affect your financial life in the future, then we can show you!

### Question 3: Is this process confidential?

**Answer:** Of course! Any information that you share with us will be kept between you and your Coach and stored on our internal systems which have bank level security. We also do not share any personal information with your employer.

### Question 4: Why is this free?

**Answer:** Because your employer is providing this for you as a financial wellbeing benefit. Your employer pays us so that you can have access to Lifetime's services free of charge so you can take full advantage of what we have to offer.

### Question 5: Can you help if I have debt?

**Answer:** We hope so! One popular misconception is that financial planning is only applicable to people with a lot of money. But that's not true! A financial plan, regardless of how much money you have, is simply a way of 'planning' your financial goals and ambitions. By diving deep into your finances, you might be able to find better ways to save, free up some money and build a path to get out of debt. For anyone who needs more specialised help from a debt adviser, we have signposted some reputable organisations in our resources section to contact for further help.

### Question 6: Would this benefit be for the whole household?

**Answer:** Yes! If you want someone else in your household to be included in your plan, then we are more than happy to do so...it is actually recommended if you share any living costs.

### Question 7: Can I get help writing a Will?

**Answer:** Yes! We have partnered with Beneficial Family Wills who give you the opportunity to obtain a free report that shows you what steps you need to take to ensure you are protected should something happen to you, and this includes Wills and other estate planning aspects.

### Question 8: How do I know what is the right protection for me?

**Answer:** When building your financial plan, we can integrate scenarios that could be something such as 'what would happen if something bad happened to me'. By using any existing policy details and incorporating it with the rest of your financial plan, it can demonstrate whether you are covered properly, or highlight what you need to resolve the issue. Start your plan with a Coach if this would be of help to you!

**Question 9: Can you help with a mortgage?**

**Answer:** Of course. Our mortgage team are on hand to help you with all of your mortgage queries. So whether you are a first-time buyer or are simply wanting to look for a better deal, contact our advisers on (page link to Scott book a chat).

**Question 10: Do you have advice for first time buyers?**

**Answer:** Advice is best given based on your own personal circumstances because that's what we specialise in. However, if you want some tips check out our 'Tips for First-time buyers' video on the Learning Hub.

**Question 11: How do I improve my credit score?**

**Answer:** There are various ways you can do this so head over to the 'Home Buying' section of the Learning Hub where you can watch 'Tips to Improve your Credit Score'.

**Question 12: Can I access a pension calculator?**

**Answer:** With the help of MoneyHelper we have integrated their pension calculator onto our Hub for you to use, but stay tuned because we are in the process of building our own!

**Question 13: Can you support with managing finances?**

**Answer:** Yes, planning is a great tool to help you with this. Head to the hub and click to start your financial plan.

**Question 14: Are there any ways I can reduce my energy costs?**

**Answer:** Head over to the Learning Hub and watch our 'Seven Ways to Reduce Energy Costs' as this might be able to give you some tips.

**Question 15: Do you have 1-1 support?**

**Answer:** Once you begin your fact find, you are assigned a Lifetime Coach who you will work with exclusively throughout your time with us. They get to know you along with your concerns and plans for the future and are there to answer all of your queries to help you to get on track to living the life you want to live.

**Question 16: Can someone help me in more detail with my pension such as lost pensions, when I can retire?**

**Answer:** Our pensions team are experts at not only finding your previous pensions, but also analysing them and helping you to understand your options and the technical aspects of your policy.

**Question 17: Do you have any information to support through the cost of living?**

**Answer:** We made a cost-of-living video series where we have covered different aspects, such as cutting energy costs and checking your eligibility for government support, which can be found under the 'Money Mindsets and Planning' section of the Learning Hub.

**Question 18: Can I get access to a budgeting calculator?**

**Answer:** Yes! You can locate a budget calculator on The Learning Hub via the resources page.

**Question 19: Ideas on how to start investing**

**Answer:** Investing is intriguing to a lot of people because of the potential to grow your money faster. But it can also be a minefield, especially if you're new to the world of investing. We'd suggest you head over to our 'Saving and Investing' section of the Learning Hub where we have made a few videos aimed at beginners and those who don't have a lot of money to invest so you can understand the pros and cons of investing, as well as the things to be aware of before you start.

**Question 20: Can I get access to a savings calculator?**

**Answer:** Yes! You can locate the savings calculator on The Learning Hub via the resources page.

