



Managing Household Income: Inc Impact of COVID-19 - UK - April 2020

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This report looks at the following areas:

Priorities include developing healthy savings habits and making it easier to separate money for bills and everyday life. The economic disruption caused by COVID-19 will provide a stark wake-up call to the need to keep household finances in healthy shape, and this will lead some consumers to change their approach to managing household income long after the outbreak is over.

- The impact of COVID-19 on consumer behaviour related to managing household income.
- How consumers receive their main and additional incomes, and responsibility for household bills.
- How consumers manage household budgets and awareness of household spending needs.
- Consumer behaviours after payday.
- How consumers feel about managing household income.

COVID-19 has made managing household income an even more difficult, task for British consumers. For some, the enforced reduction in socialising and travel will mean a drop in expenditure, but job losses and temporary wage cuts will inevitably start to put strain on household budgets, and consumers will have to work harder to make their money last from payday to payday.

Prior to COVID-19, managing household income was already becoming an increasingly involved task for British consumers, as both the types of household that people live in and the ways in which people work have become more diverse. Today's consumers also have a wider range of options for managing their money than ever before, with smart digital solutions offered by innovative FinTechs and high-street banks alike.



“COVID-19 has brought issues of household income and financial resilience to the fore. Looking ahead there will be significant opportunities for brands, both new and established, to help consumers better manage their incomes and get their finances back on track.”
– Rich Shepherd, Associate Director – Financial Services
– 6th April 2020

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- **Vast majority know their expenses but many struggle to make ends meet**
- **Saving is the priority, but a fifth still find the money for a payday treat**

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