



M MORE METRICS
MAKING DATA LOCAL

Vulnerable Households

Understanding Vulnerability

More Metrics vulnerability data has been created so that you can understand who is vulnerable and what they are vulnerable to.

Vulnerability can take a number of forms all of which can adverse your customers and your business.

More Metrics Vulnerability Data provides a range of measures which:

- Are mapped at postcode level
- Provide 100% coverage
- Are GDPR-compliant as derived from non-PII data.

The Vulnerability Scores and Deciles

These variables are provided as a vulnerability score (high = most vulnerable) and a decile band (1 = most vulnerable to = 10 least))

Household Income

Those households with low income are more vulnerable to economic factors such as inflation and also typically have lower job security. Can lead to higher lapse rates and customers struggling to pay regular bills.

Education

Our education score is based on the proportion of households with no or low levels of qualifications. Customers with low educational attainment need clear and concise communications to ensure that they fully understand the products they are buying any contractual arrangements they are entering. It is important to communicate with customers in ways that they understand without being either talked down to on one hand or baffled on the other.

Health

The More Metrics health score is a combination of self-reported morbidity and obesity. Poor health can lead to financial issues and the risk of social isolation and potentially increased living costs. This can all reduce disposable income and can impact on purchase behaviour and the ability to meet regular commitments.

Mortgage Risk

Mortgage risk compares mortgage amount and household income. Households with high mortgage risk can have their disposable income significantly impacted by changes in interest rates. An example might be a household coming to the end of fixed rate mortgage period and seeing a sudden increase in mortgage costs which impacts the household budget.

Rent Risk

Rent risk compares rent amounts and household incomes. Households with high rent risk can find their budgets stressed through market rate increases or increased mortgage costs being passed on.

Vulnerability

In addition to the single measures we have created vulnerability segments which pull together the key issues into a single descriptor for each postcode in the UK. These are built from the key vulnerability areas of: education, income, health and housing costs as well as other variables that support and enrich them.

V1.1 Severely vulnerable singles, 3.8%

V1.2 Severely vulnerable families, 3.8%

These two groups face multiple severe challenges, with lowest quintile scores for education, income and health. Found across the UK but with an over-representation in the midlands and north of England. Tend to have traditionalist or multi-cultural attitudes.

V2.1 Stretched singles, 8.3%

V2.2 Stretched families, 13.6%

V2.3 Stretched retired, 10.4%

These groups also face challenges – typically to the household budget. Educational attainment and health also tend to be low. Found across the UK but with a bias towards the midlands and north of England. They show a range of attitudes but tend towards traditionalist or multi-culturalism.

V3.1 Housing vulnerable pre-kids

A younger group where mortgage and rental costs are a significant element of the household budget. Well educated with good incomes they are typically found in London and other major cities. They have progressive attitudes.

V3.2 Mortgage vulnerable families, 15.6%

This group is well educated with higher status jobs and good incomes. They are found across Britain. They are typically families with children. Their vulnerability comes from the fact that their mortgage is a significant element of the household budget.

V4.1 Balanced elders, 17.9%

Typically older singles and couples with medium to higher incomes living in Southern England (except London) and Scotland. They are in good health and attitudinally tend to be in the Green and Nature Loving groups.

V4.2 Healthy wealthy and wise, 17.8%

Well educated older families and couples with high incomes and good health. They tend to live in southern England, many in detached houses in rural environments.

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