# Debt Helpline Statistics January 2022



Debf-Advice Statistics



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### Message from the Chair



Welcome to Debt Advice Foundation's January 2022 helpline statistics update.

With the amount of personal borrowing approaching the record levels seen prior to the 2008 global economic recession, it's important that the debt advice sector does everything it can to prepare itself for the inevitable surge in demand for debt advice. One way we can do this is through research. Research not only helps the charity understand and adapt to the ever changing credit landscape and how service-users are impacted by those changes but it also shapes and informs Government and regulatory policy more broadly, both in the debt advice and related sectors.

Understanding how and why people call the charity's helpline, how they use the information they are given and how effective that information is, allows us to develop and improve our service for the benefit of future service-users.

The more research we have access to, the more likely we are to spot emerging trends that may, for example, influence the way borrowers use credit in the future and how we, both as a charity and as a sector more broadly, might react to those changes. That is why we have developed this monthly statistical resource.

Please feel free to get in touch if you have any questions or comments regarding the charity's statistical releases.

Dennis Benson OBE Chair



### About Debt Advice Foundation

Debt Advice Foundation is a registered national debt advice and education charity in England and Wales (no. 1148498).

At the heart of the charity's philosophy is the prevention and cure of unmanageable consumer debt.

Whilst our primary focus is on helping those that are in need of advice and support today, we strongly believe that improving financial literacy amongst the next generation of credit users is key to tackling increasing levels of unmanageable consumer debt in the UK.

The charity seeks to carry out these objectives through its free telephone debt counselling service, which helps over 10,000 people every year, and through DebtAware, the charity's award winning debt education programme for schoolchildren.

The charity holds the Advice Service Alliance's Advice Quality Standard (AQS) and is listed by Money and Pensions Service as an accredited, free provider of debt advice on its online debt advice locator page (the Money and Pensions Service is an independent service set up by government to help people manage their money).

The charity is a member of AdviceUK, the UK's largest support network for free, independent advice centres, as well as the National Homelessness Advice Service (NHAS) and all of the charity's advisers are members of the Institute of Money Advisers (IMA), a charitable body that aims to promote free money advice and develop professional standards.

The charity is also a registered supporter of the All-Party Parliamentary Group on Financial Education for Young People and the All-Party Parliamentary Group on Debt and Personal Finance.

Debt Advice Foundation is authorised and regulated by the Financial Conduct Authority (no. 692492).





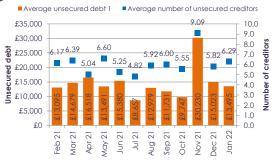
### 1. Overview

This section provides an overview of callers to the charity's helpline in January 2022. The dataset comprises completed advice cases only (this means cases where a full financial assessment has taken place and a debt solution has been recommended).

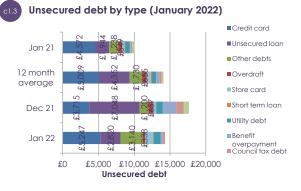
The charity's helpline advisers dealt with a total of £283,403 of unsecured debt in January 2022 at an average of  $\pounds$ 13,495 per case (full financial assessments).



#### Unsecured debt overview

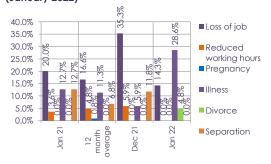


<sup>1</sup> Includes unsecured credit facilities such as credit cards, unsecured loans, short term (payday) loans, overdrafts, store cards and catalogue debts. Secured debts, such as mortgages, and priority arrears (for example rent and council tax debts) are not included.

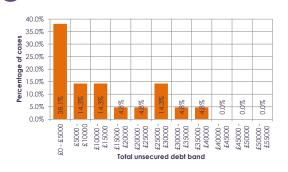




Specified cause of financial impairment (January 2022)

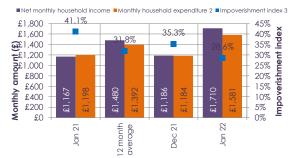


c1.2 Unsecured debt profile (January 2022)





#### Client financial profile (January 2022)

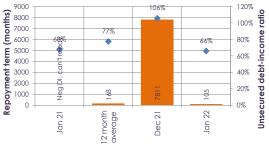


 $^2$  Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

<sup>3</sup> The percentage of cases that have a negative disposable income

#### Debt servicing (January 2022)





<sup>4</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

### 1. Overview continued

This section provides an overview of callers to the charity's helpline in January 2022. The dataset comprises completed advice cases only (this means cases where a full financial assessment has taken place and a debt solution has been recommended).

In January 2022, 19.0% of callers told us they'd previously sought help with their debts. 33.3% of callers were identified as having a vulnerability that made them susceptible to potential detriment.

Priorty debt arrears by type (January 2022)

Rent arrears

Utility arrears

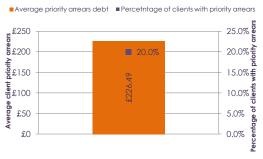
Secured debt arrears

Council Tax arrears

5.9%



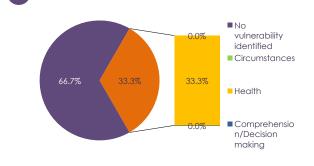
#### Priority debt arrears (January 2022)<sup>2</sup>



 $^2$  Insolvency cases (DROs, bankrutcies and IVAs) have been ommitted from the priority debt arrears calculation due to the variable nature of arrears processing in these solutions.

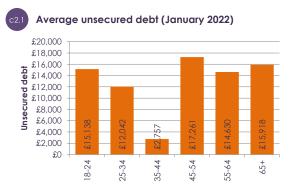


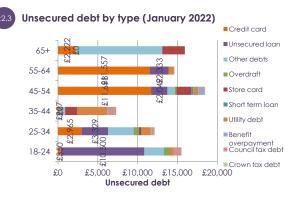
<sup>1</sup> Repeat advice is a measure of previous client engagment with an FCA authorised source, ranging from seeking advice through entering an agreement with a debt solution provider. Client vulnerability (January 2022)



### 2. Age group

January 2022, broken down by age group.





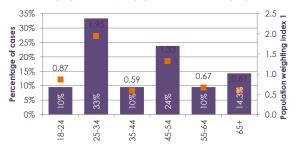


#### Specified cause of financial impairment

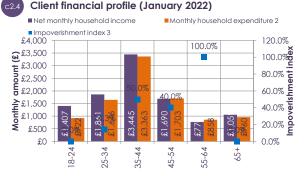




Case weighting (January 2022) Age group contact population weighting index 1



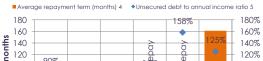
<sup>1</sup> The population weighting index is calculated by dividing the number of helpline contacts by the latest ONS population estimate for each age-group and comparing it to the UK average. This statistic provides a more useful relative measure of age-group helpline engagement by removing age-group population bias.



<sup>2</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

<sup>3</sup> The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure.

#### Debt servicing (January 2022)





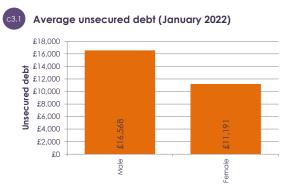
<sup>4</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

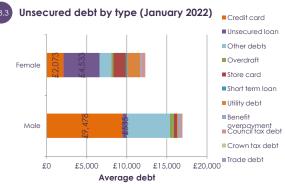
<sup>5</sup> Total amount of unsecured debt as a percentage of total annual net income

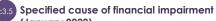
### 3. Gender

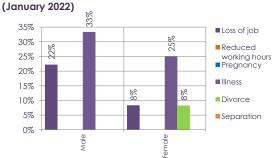
This section provides an overview of callers to the helpline in January 2022, broken down by gender.

Males had the highest average amount of debt in January 2022 (£16,568). The highest weighting of callers to the helpline in the period was females (57%).

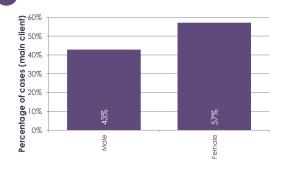








Case weighting (January 2022)



c3.4

#### Client financial profile (January 2022)

Net monthly household income
Monthly household expenditure 1
Impoverishment index 2
41.7%
45.0%
40.0%
51.750
- 40.0%
51.700

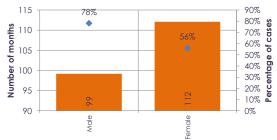


<sup>1</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

 $^2$  The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure.

#### Debt servicing (January 2022)

Average repayment term (months) 3 • Unsecured debt to annual income ratio 4



<sup>3</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

<sup>4</sup> Total amount of unsecured debt as a percentage of total annual net income.

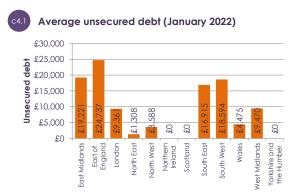
### Debt-Advice

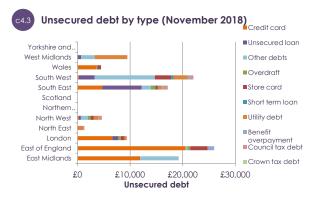
#### Debt Advice Foundation - Debt Helpline Statistics (January 2022)

### 4. Region

This section provides an overview of callers to the helpline in January 2022, broken down by region.

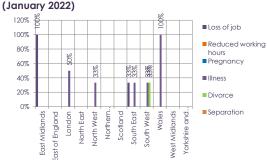
he region with the highest average unsecured debt in January 2022 was East of England (£24,737).The region with the highest helpline engagement was South West which was 70% more likely to call the helpline than the UK  $\gamma$ 







Specified cause of financial impairment



c4.2 Case weighting (January 2022)



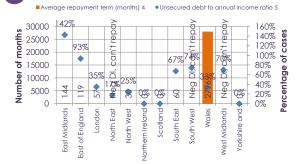


<sup>1</sup> The population weighting index is calculated by dividing the number of helpline contacts by the latest ONS population estimate for each region and comparing it to the UK average. This statistic provides a more useful relative measure of regional helpline engagement by removing regional population bias.



<sup>2</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

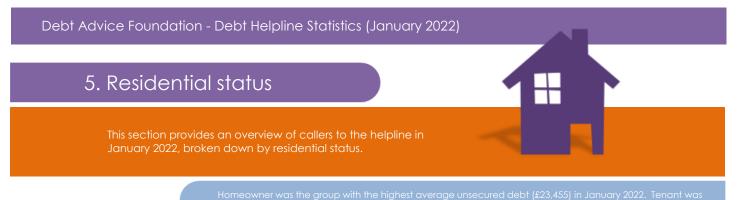
<sup>3</sup> The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure. **Debt servicing (January 2022)** 



<sup>4</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

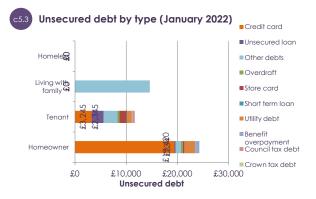
<sup>5</sup> Total amount of unsecured debt as a percentage of total annual net income.

### Debt-Advice



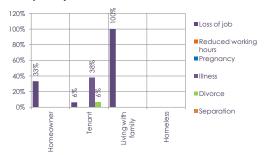
Average unsecured debt (January 2022) £25,000 £10,000 £10,000 £5,000 £0 Homeowner Tenant Living with Homeless family Case weighting (January 2022)



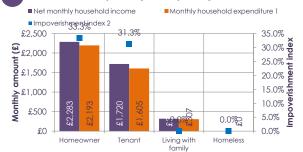




Specified cause of financial impairment (January 2022)



A Client financial profile (January 2022)



<sup>1</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

<sup>2</sup> The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure.

#### Debt servicing (January 2022)

Average repayment term (months) 3 • Unsecured debt to annual income ratio 4

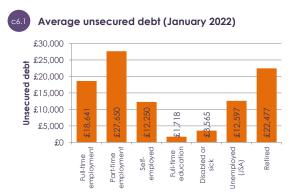


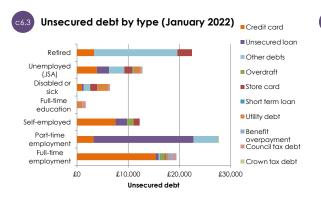
<sup>3</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

<sup>4</sup> Total amount of unsecured debt as a percentage of total annual net income.

### 6. Employment status

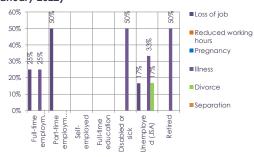
January 2022, broken down by employment status.



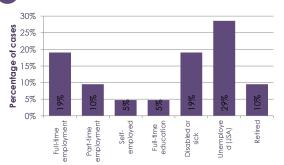




Specified cause of financial impairment (January 2022)



Case weighting (January 2022)

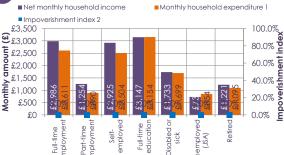




Client financial profile (January 2022)

Self-

F

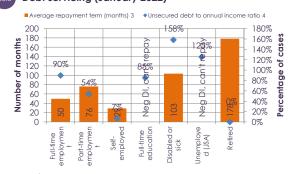


<sup>1</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

<sup>2</sup> The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure. Debt servicing (January 2022)

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<sup>3</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

<sup>4</sup> Total amount of unsecured debt as a percentage of total annual net income.

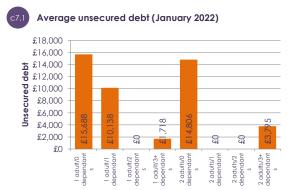
### Debt Advice

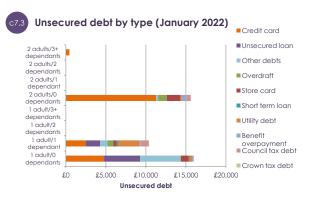
#### Debt Advice Foundation - Debt Helpline Statistics (January 2022)

### 7. Household demographics

This section provides an overview of callers to the helpline in January 2022, broken down by household demographics.

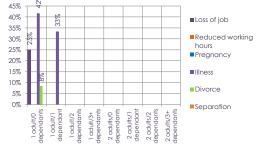
1 adult/0 dependants was the group with the highest average unsecured debt ( $\pounds$ 15,688) in January 2022. adult/0 dependants was the most likely group to call us for advice (57%).



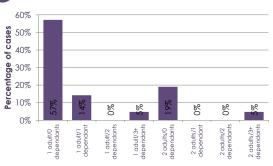












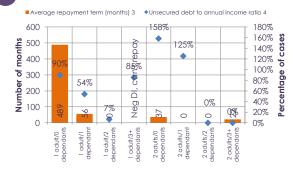
c7.4 Cli

#### Client financial profile (January 2022)

Net monthly household income Monthly household expenditure 1 Impoverishment index 2 £4,000 120.0% 00.0 120.0% 100.0% 80.0% 40.0% 20.0% 20.0% 0.0% £3,500 \$3,000 \$2,500 \$2,500 \$2,000 **b** ∞∠,000 **1**,500 £1,500 £500 33.3% <del>5</del> £2,038 47 0.05 0.05 0.05 £ £0 adult/0 adult/1 adult/2 adults/0 adults/1 adults/3-

<sup>1</sup> Monthly household expenditure does not include contractual unsecured debt repayments but does include priority arrears payments.

<sup>2</sup> The percentage of cases that have a negative disposable income and are unable to meet the existing essential household expenditure. **Debt servicing (January 2022)** 



<sup>3</sup> Average number of months to repay the total value of unsecured liabilities in full based on the available disposable income (after monthly essential household expenditure) assuming interest and charges are stopped.

<sup>4</sup> Total amount of unsecured debt as a percentage of total annual net income.

### Debt-Advice

#### Debt Advice Foundation - Debt Helpline Statistics (January 2022)

### 8. Helpline outcomes

recommendations made by the charity's advisers.



Case outcome analysis



<sup>2</sup> Cases that required a full financial assessment and managed solution intervention (see 8.2) <sup>3</sup> Cases that did not require a full financial assessment, for

example, a specific question relating to a point of law (see 8.3).

#### Non-financial assessment outcomes

Feb 21	20% 28% 🐰	%	7%	32%	
Mar 21	12%32% 6%	5	3%	36%	
Apr 21	10%8%4% 8	7	12%	29%	
May 21	13%5%% 6%		7%	36%	
Jun 21	14% 5% 4%	109	76	41%	
Jul 21	13% 7%6%	6%	8%	34%	
Aug 21	11%8%% 5%	11%		44%	
Sep 21	14%2%% 49	6 7%		47%	
Oct 21	16% 4%% 16	% 3	%	39%	
Nov 21	<u>    16%   <b>7%</b>5%   3</u>	% 5	%	41%	
Dec 21	8%4% 16%	7%	4%	38%	
Jan 22	19% 4% 15%	4%	5%	35%	
0	%	50%			10

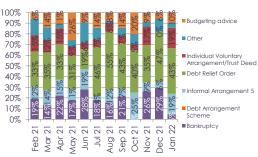
Advice take-up (January 2022)

100%

Benefits Council Tax Credit rating Current insolvency Disputed liability Housing assistance Legal ■Mortgage 100% Other

■ 3rd party call Bailiff assistance





<sup>4</sup> Advice recommendations made to the client following financial assessment and explanation of the available options (this may differ to the advice chosen by the client).

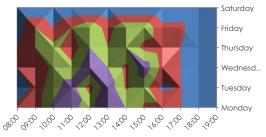
<sup>5</sup> Informal arrangements can be managed interventions with a fairshare provider or a self managed programme via Money Advice





#### Weekly call density map (January 2022) 7

■0.0%-1.0% ■1.0%-2.0% ■2.0%-3.0% ■3.0%-4.0%



<sup>7</sup> The density map charts when calls to the charity's helpline were received during the month. The more calls the charity received on a given weekday and hour during the month, the higher the corresponding density value.

Budgeting advice 90% 80% Other 24% 70% Individual Voluntary Arrangement/Trust Deed 60% Debt Relief Order 50% 43% 40% Informal Arrangement 62% 30% Debt Arrangement Scheme 20% 19% 10% ■Bankruptcy 0% Solution Solution chosen recommended

<sup>6</sup> Following a full financial assessment, each client is provided with a recommended course of action along with a comprehensive breakdown of each solution they legally have access to in order that they are able to make an informed choice.

### Appendix (data tables)

T1.1 - Unsecured debt overview	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22
Average unsecured debt	£13,095	£14,679	£16,518	£13,491	£15,380	£8,657	£12,979	£11,731	£9,747	£30,230	£15,023	£13,495
Average number of unsecured creditors	6.17	6.39	5.04	6.60	5.25	4.82	5.92	6.00	5.55	9.09	5.82	6.29

T1.2 - Unsecured debt profile	£0 - £5000	£5000 -	£10000 -	£15000 -	£20000 -	£25000 -	£30000 -	£35000 -	£40000 -	£45000 -	£50000 -
(January 2022)		£10000	£15000	£20000	£25000	£30000	£35000	£40000	£45000	£50000	£55000
Category weighting	38.1%	14.3%	14.3%	4.8%	4.8%	14.3%	4.8%	4.8%	0.0%	0.0%	0.0%

T1.3 - Unsecured debt by type (January 2022)*	Jan 21	12 month average	Dec 21	Jan 22
Credit card	£4,572	£5,009	£3,715	£5,247
Unsecured loan	£1,944	£4,352	£7,048	£2,820
Other debts	£1,238	£1,730	£1,200	£3,140
Overdraft	£549	£655	£657	£338
Store card	£325	£575	£450	£1,081
Short term Ioan	£93	£151	£0	£85
Utility debt	£679	£583	£918	£989
Benefit overpayment	£135	£432	£1,864	£199
Council tax debt	£140	£329	£1,029	£390
Crown tax debt	£383	£270	£765	£0
Trade debt	£O	£O	£0	£O

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

T1.4 - Client financial profile (January 2022)	Jan 21	12 month average	Dec 21	Jan 22
Net monthly household income	£1,167	£1,480	£1,186	£1,710
Monthly household expenditure	£1,198	£1,392	£1,184	£1,581
Impoverishment index	£O	£O	£O	£O
T1.5 - Specified cause of financial impairment (January 2022)	Jan 21	12 month average	Dec 21	Jan 22
Loss of job	20%	17%	35%	14%
Reduced working hours	4%	5%	6%	0%
Pregnancy	0%	1%	0%	0%
Illness	13%	11%	6%	29%
Divorce	0%	0%	0%	5%
Separation	13%	7%	12%	0%
Other	51%	60%	41%	52%
T1.6 - Debt servicing (January 2022)	Jan 21	12 month average	Dec 21	Jan 22
Average repayment term (months)	Neg DI, can't	168	7811	105
Unsecured debt to annual income ratio	68%	77%	106%	66%



### Appendix (data tables)

85.3%

8.8%

11.7 - Priority debt arrears (January 2022)²	Jan 22
Average priority arrears debt	£226
Percetntage of clients with priority arrears	20.0%
11.8 - Priorty debt arrears by type (January 2022)	Jan 22
Rent arrears	5.9%
Secured debt arrears	0.0%

Council Tax arrears

Utility arrears

T1.9 - Repeat advice (January 2022)	Jan 22
Clients that have previously received debt advice	19.0%
Clients that have not previously received debt advice	81.0%
T1.10 - Client vulnerability (January 2022)	Jan 22
No vulnerability identified	66.7%
Circumstances	0.0%
Health	33.3%
Comprehension/Decision making	0.0%



### Appendix (data tables)

T2.1 - Average unsecured debt (age group)	18-24	25-34	35-44	45-54	55-64	65+
Average unsecured debt (January 2022)	£15,138	£12,042	£2,757	£17,261	£14,630	£15,918
T2.2 - Case weighting (age group)	18-24	25-34	35-44	45-54	55-64	65+
Case weighting (January 2022)	9.5%	33.3%	9.5%	23.8%	9.5%	14.3%
Age group contact population weighting index	86.8%	195.0%	58.9%	133.1%	66.7%	60.5%
T2.3 - Average debt by type (age group)*	18-24	25-34	35-44	45-54	55-64	65+
Credit card	£350	£2,965	£227	£11,698	£11,557	£2,222
Unsecured loan	£10,500	£3,329	£0	£2,049	£2,333	£O
Other debts	£2,478	£3,206	£670	£919	£0	£10,872
Overdraft	£750	£643	£O	£220	£O	£O
Store card	£60	£278	£1,488	£1,830	£0	£2,840
Short term Ioan	£O	£65	£O	£265	£O	£O
Utility debt	£370	£1,151	£3,804	£627	£609	£O
Benefit overpayment	£0	£69	£O	£740	£0	£0
Council tax debt	£1,000	£433	£1,129	£129	£133	£O
Crown tax debt	£0	£0	£0	£0	£0	£0
Trade debt	£0	£0	£O	£0	£0	£O
**						

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

T2.4 - Client financial profile (age group)	18-24	25-34	35-44	45-54	55-64	65+
Net monthly household income	£1,407	£1,861	£3,445	£1,690	£770	£1,059
Monthly household expenditure	£922	£1,646	£3,363	£1,703	£858	£960
Impoverishment index	0.0%	14.3%	50.0%	40.0%	100.0%	0.0%
T2.5 - Cause of financial impairment (age group)	18-24	25-34	35-44	45-54	55-64	65+
Loss of job	0.0%	28.6%	0.0%	20.0%	0.0%	0.0%
Reduced working hours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pregnancy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Illness	0.0%	28.6%	0.0%	20.0%	50.0%	66.7%
Divorce	0.0%	0.0%	0.0%	20.0%	0.0%	0.0%
Separation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	100.0%	42.9%	100.0%	40.0%	50.0%	33.3%
T2.6 - Debt servicing (age group)	18-24	25-34	35-44	45-54	55-64	65+
Average repayment term (months)	31	56	34	Neg DI, can't	Neg DI, can't	161
Unsecured debt to annual income ratio	90%	54%	7%	85%	158%	125%

### Appendix (data tables)

T3.1 - Average unsecured debt (gender)	Male	Female
Average unsecured debt (January 2022)	£16,568	£11,191
T3.2 - Case weighting (gender)	Male	Female
Case weighting (January 2022)	42.9%	57.1%
T3.3 - Average debt by type (gender)*	Male	Female
Credit card	£9,478	£2,073
Unsecured loan	£535	£4,533
Other debts	£5,365	£1,472
Overdraft	£483	£229
Store card	£431	£1,569
Short term Ioan	£0	£148
Utility debt	£142	£1,624
Benefit overpayment	£278	£141
Council tax debt	£222	£517
Crown tax debt	£0	£0
Trade debt	£0	£0

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

T3.4 - Client financial profile (gender)	Male	Female
Net monthly household income	£1,766	£1,667
Monthly household expenditure	£1,599	£1,567
Impoverishment index	0.0%	14.3%

T3.5 - Cause of financial impairment (gender)	Male	Female
Loss of job	22.2%	8.3%
Reduced working hours	0.0%	0.0%
Pregnancy	0.0%	0.0%
Illness	33.3%	25.0%
Divorce	0.0%	8.3%
Separation	0.0%	0.0%
Other	44.4%	58.3%
T3.6 - Debt servicing (gender)	Male	Female

T3.6 - Debt servicing (gender)	Male	Female
Average repayment term (months)	99	112
Unsecured debt to annual income ratio	78%	56%

### Appendix (data tables)

T4.1 - Average unsecured debt (region)	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Average unsecured debt (January 2022)	£19,221	£24,737	£9,361	£1,308	£3,588	£0	£0	£16,915	£18,594	£4,475	£9,470	£O
T4.2 - Case weighting (region)	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Case weighting (January 2022)	9.5%	9.5%	19.0%	4.8%	14.3%	0.0%	0.0%	14.3%	14.3%	4.8%	4.8%	0.0%
Regional contact population weighting index	132.6%	102.0%	143.0%	118.1%	129.7%	0.0%	0.0%	104.0%	170.0%	100.0%	53.9%	0.0%
T4.3 - Average debt by type (region)*	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Credit card	£11,905	£20,559	£6,585	£O	£233	0£	£O	£4,667	£228	£3,530	£O	£O
Unsecured loan	£O	£O	£1,166	£O	£415	Û£	£0	£7,534	£3,000	£0	£701	£O
Other debts	£7,316	£290	£13	£O	£1,332	£0	£O	£1,749	£11,460	£0	£2,565	£O
Overdraft	£O	£550	£438	£O	£500	Û£	£0	£850	£O	£200	£O	£O
Store card	£O	£3,338	£700	£O	£633	£0	£O	£400	£3,129	£745	£O	£O
Short term Ioan	£O	£O	£0	£O	£O	Û£	£O	£152	£441	£0	£O	£O
Utility debt	£O	£O	£298	£1,043	£846	£0	£0	£619	£2,643	£0	£6,203	£O
Benefit overpayment	£O	£1,250	£0	£O	£O	£O	£0	£162	£400	£0	£O	£O
Council tax debt	£O	£0	£175	£265	£667	£0	£0	£1,011	£733	£0	£1	£O
Crown tax debt	£O	£O	£0	£O	£O	Û£	£O	£O	£0	£0	£O	£O
Trade debt	£O	£O	£0	£O	£0	£0	£0	£0	£O	£0	£0	£O

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilaities in different debt solutions.

T4.4 - Client financial profile (region)	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Net monthly household income	£1,125	£2,207	£2,236	£632	£1,215	£O	£O	£2,094	£2,083	£1,145	£1,125	£0
Monthly household expenditure	£991	£2,000	£2,071	£632	£1,096	£0	£O	£1,811	£2,175	£1,145	£1,278	£0
Impoverishment index	0.0%	14.3%	50.0%	40.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
T4.5 - Cause of financial impairment (region)	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Loss of job	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%	0.0%
Reduced working hours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pregnancy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Illness	0.0%	0.0%	50.0%	0.0%	33.3%	0.0%	0.0%	33.3%	33.3%	100.0%	0.0%	0.0%
Divorce	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	0.0%	0.0%	0.0%

Separation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	100.0%	50.0%	100.0%	66.7%	0.0%	0.0%	33.3%	33.3%	0.0%	100.0%	0.0%
T4.6 - Debt servicing (region)	East Midlands	East of England	London	North East	North West	Northern Ireland	Scotland	South East	South West	Wales	West Midlands	Yorkshire
Average repayment term (months)	144	119	57	Neg DI, can't	30	0	0	60	Neg DI, can't	27969	Neg DI, can't	0
Unsecured debt to annual income ratio	142%	93%	35%	17%	25%	0%	0%	67%	74%	33%	70%	0%

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### Appendix (data tables)

Homeowner		Living with	
Homeowner	Tenant	family	Homeless
£23,455	£10,807	£14,632	£O
Homeowner	Tenant	Living with family	Homeless
15.0%	80.0%	5.0%	0.0%
Homeowner	Tenant	Living with family	Homeless
£19,420	£3,245	£0	£O
£234	£2,345	£0	£O
£1,048	£2,729	£14,632	£O
£367	£375	£O	£O
£319	£1,359	£O	£O
£O	£111	£O	£O
£2,068	£910	£O	£O
£833	£105	£O	£O
£O	£512	£0	£O
£O	£0	£0	£O
£O	£0	£0	£O
	£23,455 Homeowner 15.0% E19,420 £234 £1,048 £367 £319 £0 £2,068 £833 £0 £0 £0	£23,455     £10,807       Homeowner     Tenant       15.0%     80.0%       Homeowner     Tenant       £19,420     £3,245       £19,420     £3,245       £10,807     £2,345       £1,048     £2,729       £367     £375       £319     £1,359       £0     £111       £2,068     £910       £833     £105       £0     £512       £0     £0	E23,455     £10,807     £14,632       Homeowner     Tenant     Living with family       15.0%     80.0%     5.0%       Homeowner     Tenant     Living with family       £19,420     £3,245     £0       £234     £2,345     £0       £1,048     £2,729     £14,632       £317     £375     £0       £319     £1,359     £0       £319     £1,359     £0       £319     £1,359     £0       £319     £1,359     £0       £0     £111     £0       £2,068     £910     £0       £833     £105     £0       £0     £512     £0

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

T5.4 - Client financial profile (housing status)	Homeowner	Tenant	Living with family	Homeless
Net monthly household income	£2,283	£1,720	£321	£O
Monthly household expenditure	£2,193	£1,605	£307	£O
Impoverishment index	0.0%	14.3%	50.0%	40.0%

T5.5 - Cause of financial impairment (housing status)	Homeowner	Tenant	Living with family	Homeless
Loss of job	33.3%	6.3%	100.0%	0.0%
Reduced working hours	0.0%	0.0%	0.0%	0.0%
Pregnancy	0.0%	0.0%	0.0%	0.0%
Illness	0.0%	37.5%	0.0%	0.0%
Divorce	0.0%	6.3%	0.0%	0.0%
Separation	0.0%	0.0%	0.0%	0.0%
Other	66.7%	50.0%	0.0%	0.0%

T5.6 - Debt servicing (housing status)	Homeowner	Tenant	Living with family	Homeless
Average repayment term (months)	260	94	1038	0
Unsecured debt to annual income ratio	90%	54%	7%	85%



### Appendix (data tables)

T6.1 - Average unsecured debt (employment status)	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Average unsecured debt (January 2022)	£18,641	£27,650	£12,250	£1,718	£3,565	£12,597
T6.2 - Case weighting (employment status)	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Case weighting (January 2022)	19.0%	9.5%	4.8%	4.8%	19.0%	28.6%
T6.3 - Average debt by type (employment status)*	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Credit card	£15,372	£3,250	£7,500	£O	£996	£3,890
Unsecured loan	£576	£19,500	£2,300	£O	£311	£2,394
Other debts	£206	£4,750	£0	£O	£1,220	£2,953
Overdraft	£963	£150	£1,250	£O	£50	£O
Store card	£239	£0	£1,200	£O	£1,375	£1,535
Short term Ioan	£114	£O	£0	£O	£O	£221
Utility debt	£464	£O	£0	£1,018	£2,097	£1,460
Benefit overpayment	£747	£O	£0	£O	£O	£200
Council tax debt	£758	£O	Û£	£700	£390	£151
Crown tax debt	£O	£O	Û£	£0	£O	£O
Trade debt	£0	£0	£0	£0	£0	£0

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

T6.4 - Client financial profile (employment status)	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Net monthly household income	£2,986	£1,254	£2,925	£3,147	£1,733	£733
Monthly household expenditure	£2,611	£890	£2,504	£3,154	£1,699	£854
Impoverishment index	0.0%	14.3%	50.0%	40.0%	100.0%	0.0%

T6.5 - Cause of financial impairment (employment	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Loss of job	25.0%	50.0%	0.0%	0.0%	0.0%	16.7%
Reduced working hours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pregnancy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Illness	25.0%	0.0%	0.0%	0.0%	50.0%	33.3%
Divorce	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%
Separation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	50.0%	50.0%	100.0%	100.0%	50.0%	33.3%

T6.6 - Debt servicing (employment status)	Full-time employment	Part-time employment	Self- employed	Full-time education	Disabled or sick	Unemployed (JSA)
Average repayment term (months)	50	76	29	Neg DI, can't	103	Neg DI, can't
Unsecured debt to annual income ratio	90%	54%	7%	85%	158%	125%



### Appendix (data tables)

<li>T7.1 - Average unsecured debt (household demographics)</li>	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Average unsecured debt (January 2022)	£15,688	£10,138	£O	£1,718	£14,806	£O	£0	£3,795
T7.2 - Case weighting (household demographics)	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Case weighting (January 2022)	57.1%	14.3%	0.0%	4.8%	19.0%	0.0%	0.0%	4.8%
T7.3 - Average debt by type (household demographics)*	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Credit card	£4,765	£2,500	£O	£O	£11,261	£O	£0	£455
Unsecured loan	£4,493	£1,768	£O	£O	£O	£O	£O	£O
Other debts	£5,064	£937	£O	£O	£259	£O	£O	£O
Overdraft	£42	£750	£O	£O	£1,088	£O	£0	£O
Store card	£978	£400	£0	£O	£1,699	£O	£O	£O
Short term loan	£110	£152	£0	£O	£0	£O	£O	£O
Utility debt	£363	£2,687	£0	£O	£185	£O	£O	£O
Benefit overpayment	£100	£162	£0	£O	£625	£O	£O	£O
Council tax debt	£76	£1,011	£O	£O	£500	£O	£0	£0
Crown tax debt	£O	£O	£O	£O	£0	£O	£O	£O
Trade debt	£O	£O	£O	£0	£O	£0	£0	£0

\* Some listed debts may not be included in the final unsecured totals dues to the laws governing treatment of certain liabilatities in different debt solutions.

17.4 - Client financial profile (household demographics)	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Net monthly household income	£1,061	£2,038	£O	£3,147	£2,542	£O	£0	£3,742
Monthly household expenditure	£1,029	£1,855	£O	£3,154	£2,141	£O	£O	£3,572
Impoverishment index	0.0%	14.3%	50.0%	40.0%	100.0%	0.0%	0.0%	0.0%
17.5 - Cause of financial impairment (household	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Loss of job	25.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Reduced working hours	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pregnancy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Illness	41.7%	33.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Divorce	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Separation	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	25.0%	66.7%	0.0%	100.0%	100.0%	0.0%	0.0%	100.0%
17.6 - Debt servicing (household demographics)	1 adult/0 dependants	1 adult/1 dependant	1 adult/2 dependants	1 adult/3+ dependants	2 adults/0 dependants	2 adults/1 dependant	2 adults/2 dependants	2 adults/3+ dependants
Average repayment term (months)	489	56	0	Neg DI, can't	37	0	0	22

7%

85%

158%

125%

0%

0%

90%

54%

Unsecured debt to annual

income ratio

### Appendix (data tables)

T8.1 -Case outcome analysis	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22
Financial assessment outcomes	18%	18%	16%	20%	18%	16%	21%	7%	14%	13%	15%	9%
Non-financial assessment outcomes	82%	82%	84%	80%	82%	84%	79%	93%	86%	87%	85%	91%
T8.2 -Financial assessment outcomes	Feb 21	Mar 21	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22
Bankruptcy	19%	14%	22%	17%	28%	18%	16%	21%	0%	26%	29%	5%
Debt Arrangement Scheme	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Informal Arrangement	12%	14%	15%	11%	19%	4%	12%	7%	25%	9%	6%	19%
Debt Relief Order	33%	35%	33%	31%	19%	46%	55%	43%	40%	35%	47%	43%
Individual Voluntary Arrangement/Trust Deed	15%	12%	15%	9%	6%	7%	8%	7%	5%	17%	0%	19%
Other	15%	12%	4%	6%	19%	11%	2%	7%	10%	4%	12%	5%
Budgeting advice	6%	14%	11%	26%	9%	14%	8%	14%	20%	9%	6%	10%
T8.3 -Non-financial assessment outcomes	Jan 22	Dec 21	Nov 21	Oct 21	Sep 21	Aug 21	Jul 21	Jun 21	May 21	Apr 21	Mar 21	Feb 21
3rd party call	19%	8%	16%	16%	14%	11%	13%	14%	13%	10%	12%	20%
Bailiff assistance	4%	4%	7%	4%	2%	8%	7%	5%	5%	8%	3%	2%
Benefits	15%	16%	5%	3%	7%	1%	6%	2%	1%	4%	2%	3%
Council Tax	2%	1%	1%	2%	2%	2%	6%	1%	1%	5%	3%	1%
Credit rating	3%	6%	4%	1%	5%	5%	7%	7%	8%	4%	9%	7%
Current insolvency case	4%	7%	3%	16%	4%	5%	6%	4%	6%	8%	6%	6%
Disputed liability	6%	10%	15%	8%	7%	11%	10%	11%	13%	12%	15%	14%
Housing assistance	3%	3%	1%	5%	3%	1%	1%	4%	6%	2%	3%	5%
Legal	5%	4%	5%	3%	7%	11%	8%	10%	9%	12%	8%	7%
Mortgage	1%	2%	1%	3%	1%	2%	1%	2%	3%	7%	3%	3%
Other	35%	38%	41%	39%	47%	44%	34%	41%	36%	29%	36%	32%

T8.5 -Advice take-up (January 2022)	Solution recommen	Solution chosen
Bankruptcy	5%	0%
Debt Arrangement Scheme	0%	0%
Informal Arrangement	19%	62%
Debt Relief Order	43%	24%
Individual Voluntary Arrangement/Trust Deed	19%	5%
Other	5%	0%
Budgeting advice	10%	10%



### Appendix (data tables)

T8.6 -Weekly call density map (January 2022)	Monday	Tuesday	Wednesda y	Thursday	Friday	Saturday
08:00	1.3%	0.0%	1.0%	1.0%	0.3%	0.0%
09:00	1.3%	1.3%	1.0%	2.0%	2.0%	0.0%
10:00	3.2%	2.7%	2.3%	2.3%	1.0%	0.0%
11:00	3.2%	3.5%	2.3%	1.3%	2.0%	0.0%
12:00	2.7%	1.6%	3.7%	3.0%	2.7%	0.0%
13:00	3.7%	3.7%	3.0%	2.0%	1.7%	0.0%
14:00	2.9%	1.9%	1.7%	3.0%	2.7%	0.0%
15:00	1.9%	2.4%	3.7%	1.7%	2.7%	0.0%
16:00	1.9%	0.8%	1.7%	1.3%	1.3%	0.0%
17:00	1.1%	1.1%	1.0%	1.0%	1.3%	0.0%
18:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
19:00	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

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If you are experiencing financial difficulties, please call the charity's helpline on 0800 043 40 50. The helpline is open Monday to Friday 8am to 8pm and Saturday 9am to 3pm.

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