



The TISA & KPMG Savings Index

Database and Dashboard

November 2017



**The Index measures the
total savings of typical
British household**

The TISA & KPMG Savings Index

The Savings Index calculates the level of savings of a typical household in Great Britain. The Index is underpinned by a unique database that provides estimates of household savings held in the form of cash, shares and other financial assets, pensions, and, crucially, the property equity (house value net of mortgage borrowing)

Our analysis is based on the authoritative ONS Wealth and Assets Survey for 2012 14. The ONS figures have been brought up to present value using asset prices to update asset values and with ONS National Accounts data on savings flows. The result is a multi dimensional database that enables detailed analysis of savings by age and region, and, in due course, income and property ownership.

This analysis is not currently available from any other source. The movement in savings will be tracked over time and updated on a biannual basis in November and May every year.

The TISA & KPMG Savings Index informs the savings debate and addresses key questions relevant to consumers, providers, financial advisers and policy makers



1

How much do 'households like mine' have in savings?



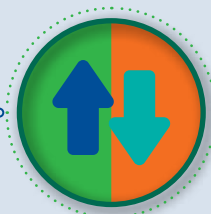
2

In what proportions do 'households like mine' allocate their savings between housing, pensions and other assets?



3

How do the level and mix of savings for 'households like mine' compare with my own? Have I saved as much as my peers?



4

How do the level and mix of savings of a typical household change by region, age group, and, over time, income and property ownership?



5

What impact do policy and reform changes, such as Auto Enrolment and Lifetime ISA (LISA), potentially have on savings levels and mix?

Illustration of the TISA & KPMG Savings Dashboard

Typical savings for a London household with highest earner aged 45 - 54 years: £260,643

How much do 'households like mine' save?

Typical savings for households in London with main earner aged 45-54 years

£260,643

Typical savings for all households in Great Britain

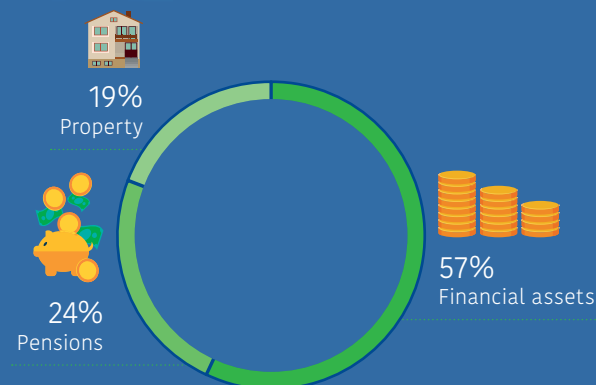
£233,104

Typical savings for households in Great Britain with main earner aged between 45-54 years

£310,717

Typical savings for households in London across all age groups

£258,985

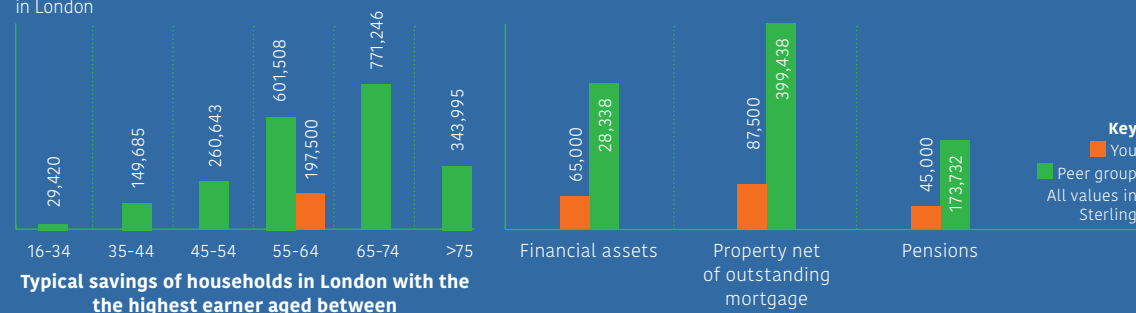


How do the savings of my household compare with the households of my peers?

54 year old living in London

The value of your household savings is lower compared to the typical savings of households of your peers in London

Your household has more savings in Financial Assets than in Pensions and Property, compared to households of your peers in London



How to access the Savings Index?

The headline figures from the Index will be publicly available, free of charge. More detailed information can be accessed from the underlying database by subscribing to our service. The subscription will allow you to access, search and interrogate the underlying database²

¹ Households savings includes savings of all members of the household

² Subject to KPMG's auditor independence checks

What are the benefits of being a licence holder?

As a licence holder, you are able to conduct customised searches and interrogate the information stored within the database through a user friendly dashboard, with search findings and index values presented in high impact and easy to understand visuals.

The Index's dashboard generates valuable insights with many applications



Customer engagement:

Breakdowns of typical household savings, as specified by you, allow comparison of

your individual customers with the national, regional and demographic averages. This comparison gives your customers a better understanding of how their saving profiles compare with their peers and their future trajectory.

³Research has confirmed that showing customers how much their peer group is saving can have positive effects on savings behaviour.



Marketing and customer base analysis:

The excel based database can be embedded in,

or linked to, any compatible in house technology which creates opportunities for you to apply the Savings Index segmentation to your own customer data and derive additional insights. This will enable you to identify customer segments with savings requirements that need addressing and include household specific savings information in customer communications or face to face engagement.



Compliance audit trail:

The regulators increasingly require product strategy and design decisions to be

backed up by customer research. The database can be used to support this evidence based approach, providing Compliance departments clear sight of the underlying data and statistics.



Business case support:

The database is based on comprehensive and robust data and underpinned by well

documented economic analysis and methodologies. The findings from the database therefore lend significant credibility to business cases and Board approvals, such as, for product development or sales campaigns targeting specific customer segments.

³Source: US research carried out in 2015 by Empower Retirement which administers plans covering 7.5 million employees and the Merrill Edge Spring 2015 report

The database licence

A licence will last for a period of three calendar years and will include the biannual updates in November and May. The cost will be dependent on the agreed fee in force at the time of purchase.

As a licence holder, you (and potentially your clients) will have unrestricted access to the database and the user friendly, front end search facility up until the licence expiry date.

The small print


As a licence holder you have unrestricted access to the database and can carry out unlimited searches. You can also share the database with your personal customers within a controlled and password protected environment such as a customer portal. Your customers can then match their personal savings against a benchmark, which is useful and compelling part of your online proposition, in line with the rationale behind the Pensions Dashboard. But be aware that you cannot provide this service to potential or corporate clients or any wider group. It is for your individual customers only.

Interested?

To find out more about The TISA & KPMG Savings Index, please contact

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CREATE. | CRT089951A | November 2017