One in four in the South-West saving nothing each month - The Exeter

- South-West adults save an average of £260 per month, below the UK average of £328
- 43% feel less financially secure than six months ago, compared to 37% nationally

XX July 2026 - UK health and life insurer, The Exeter, has released new data from its Consumer Health and Finance Tracker, showing that nearly a quarter (23%) of adults in the South-West are saving nothing each month - above the UK average of 21%. The findings highlight the financial pressures many households are facing, as well as the importance of building financial resilience over time.

South-West households under pressure

The amounts being set aside are modest, with South-West adults saving an average of £260 per month – below the UK average of £328. More than four in ten (43%) say they feel less financially secure than six months ago, compared to 37% of UK households, suggesting that many are continuing to feel the impact of rising living costs.

The data also reveals the scale of this pressure. Nearly a fifth (18%) of adults in the South-West have taken extended leave from work, and almost a quarter (23%) have had to use their savings as their primary source of income during this time.

Protection gap a growing concern

One in five (20%) adults in the South-West have no insurance products in place. This underlines the opportunity for more people to consider how they might support their income if they were unable to work. For the nearly quarter of adults in the region not currently saving each month, even small steps, such as setting aside manageable amounts or seeking financial advice can help build a financial safety net over time.

Jamie Page, Head of Protection Distribution at The Exeter, said:

"Many people are balancing competing financial demands at the moment, which can make saving feel difficult. That's why having a plan in place can be invaluable, it gives people clarity and confidence about how they could manage if their income were interrupted.

Speaking to a financial adviser can be a great first step to building financial resilience, including how an income protection policy can provide support if people are unable to work due to illness or injury."

-ENDS-

Methodology:

The Exeter's Consumer Health and Finance Tracker is based on proprietary research of 2,000 nationally representative UK consumers. The research was conducted on behalf of The Exeter by Censuswide in March 2026.

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About The Exeter

The Exeter is a multi-award-winning UK health and life insurer supporting UK families in the event of ill health or injury. Specialising in health insurance, income protection, and life insurance, The Exeter is a mutual friendly society, owned by its members and run for their benefit.

The Exeter is a trading name of Exeter Friendly Society Limited, which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority (Register number 205309) and is incorporated under the Friendly Societies Act 1992 Register No. 91F with its registered office at Lakeside House, Emperor Way, Exeter, England EX1 3FD.

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