

SOUTH HOLLAND AND THE DEEPINGS MIDLANDS

As the UK's largest bank, with more than 26 million customers – including many of your constituents – our Group touches nearly every community and household in the UK. Our purpose is to help Britain prosper by developing financial solutions that help people, businesses and the transition to net zero.

To support your work we've pulled together some insight and data about our customers in your constituency.



Lloyds Banking Group has 41,787 personal banking customers in your constituency. Here's how their spending has changed in the 6 months from October 2021 to March 2022:

Mean total spending per person in March 2022 was

£1,923

(UK average: £2,059)

This ranks 445th out of all parliamentary constituencies, a 1.72% change compared to September 2021

Find out more information about how we're helping Britain prosper on our website www.lloydsbankinggroup.com

How spending habits in your constituency compare to other parliamentary constituencies:

75th

for spending on loans

371st

for spending on mortgages

425th

for spending on rent

384th

for spending on food and drink

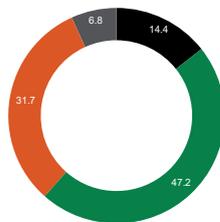
127th

for spending on fuel

611th

for spending on commuting

% age of our customers receiving Universal Credit:



- 16-25 years (14.4)
- 26-40 years (47.2)
- 41-60 years (31.7)
- 60+ years (6.8)

1,702

of our customers are receiving Universal Credit – an increase of 1.92% since September 2021. On average your constituents received a Universal Credit payment of £732

In March 2022, your constituents' average monthly earnings (calculated from payments made into their personal banking account) were:

£1,641

This was -1.9% less than in September 2021

On average, personal bank accounts in your constituency have a balance of **£4,564**, ranking 421st out of all constituencies

On average, savings accounts in your constituency have a balance of **£8,717**, ranking 387th out of all constituencies

On average, credit cards in your constituency have an outstanding balance of **-£1,025**, ranking 320th out of all constituencies

In March 2022, households in your constituency spent an average of **£257** a month on bills, ranking 291st out of all constituencies

Here's some information relating to housing in your constituency:

In April 2022, the average house price in your constituency was

£270,815

This was 6.03% higher than in April 2021

The average deposit paid was

£67,474

This was -14.24% lower than in April 2021

Since 2013 we've helped

468

households to move through the Help to Buy Equity Loan scheme, the Government-backed affordable home ownership initiative

Your constituency is in the

2nd

quartile for number of households in the Private Rental Sector: 26.55% of our customers are identified as renters, with 1.2% making a payment to a social housing provider

On average, Lloyds mortgages in your constituency have an outstanding balance of

£105,550

394th out of all constituencies

We've lent an average of

£156,478

to

211

first time buyers to secure their first home

Here's some information about digital capability in your constituency:

According to our Consumer Digital Index

58.0%

of your constituents in 2021 had high or very high levels of digital engagement. This is a 6.5 percentage point increase from 2020

How we've supported your constituents in South Holland and The Deepings:

We have

2,081

business customers in your constituency

We've helped

3,706

people access financial services by providing basic bank accounts

37

of your constituents are Lloyds Banking Group employees

The public affairs team at Lloyds Banking Group is here to:

- ▶ Keep you up to date about what we're doing to support your constituents and respond to their changing needs
- ▶ Support your parliamentary work by arranging for you to meet local businesses, and subject matter specialists from Lloyds Banking Group.
- ▶ Share our ideas on policy reform that will Help Britain Prosper

You can contact your local public affairs manager Geraldine Boylan at: Geraldine.Boylan@lloydsbanking.com