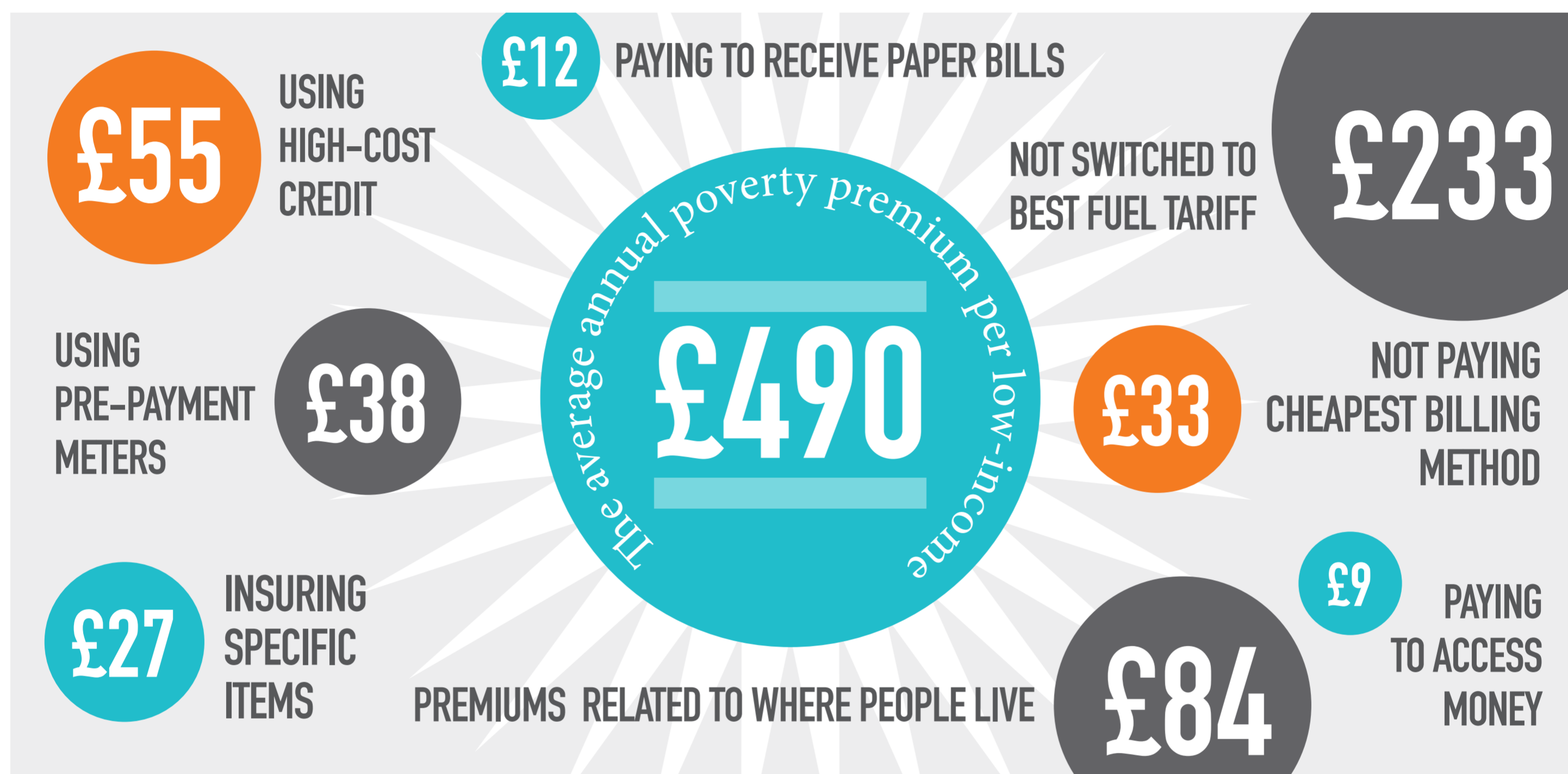


Poverty Premium

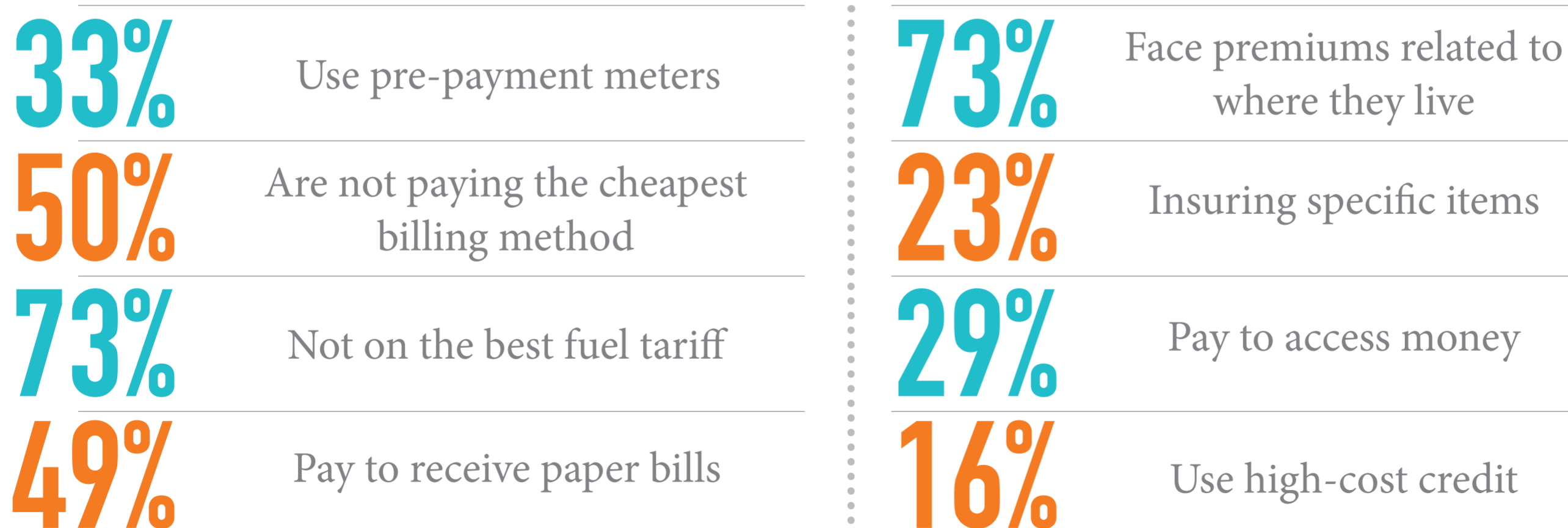


People on low incomes are often caught between high food prices in their local area and the high cost of transport to shops with better value + wider product range



While £490 is the average, some households are very highly exposed to the poverty premium. Some even pay more than 10% of their annual income on premiums

Of low-income households...



“A tendency to focus on incomes only has meant that we have previously failed to adequately consider the impact that a lack of financial resilience and high essential costs have on families’ lives”

Social Metrics Commission