



The Sudden Crisis

Driven by a significant life event with a major impact on their finances

KIERA, LONDON*



Living life as normal, quite comfortably

'The event' – made redundant

"I was made redundant and didn't find a job until a year later."

Uses savings and credit cards to get by

Withdraws from social life because she can't afford it

Starts cutting down and prioritising bills

AT RISK

Savings buffer runs out

Insomnia and tiredness

"The stress of losing my job was horrible. Things got out of hand very quickly. No income, no decent life."

Starts having to juggle credit cards and live in overdraft

Stress and anxiety

Household bills become hard to pay so she prioritises food and rent over utilities

Prolonged period of worry

Borrows money from parents and exhausts this quickly

Gains weight from bad diet

Looks run down

Runs out of additional borrowing options; cannot find money to pay bills

PROBLEM DEBT

"I couldn't afford to eat the healthy food, so was eating cheap rubbish that made my skin flare up and I definitely piled on the pounds."

Hits rock bottom – emotionally and financially

Feels frustrated

Irritable with partner

Works out a plan – talks to StepChange who contact her creditors and arrange a manageable payment plan and JSA

Gets a part-time job with the hope of turning into full-time permanent

RECOVERY

She works her way back, hopefully to something approaching 'normal', or the 'new normal'

Based on a real debt journey. Name and photo have been changed. Quotes taken from face to face discussions



Financial behaviours

Physical symptoms

Emotional symptoms

Behavioural symptoms



the Money Advice Service