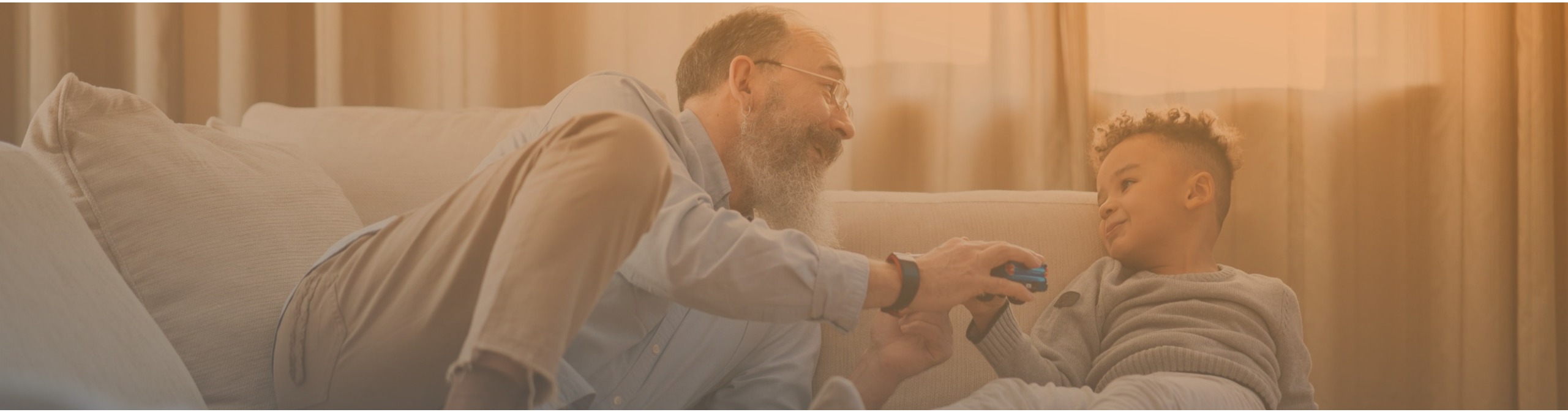


Pure Protection Market Study Consumer Research:
Summary of Quantitative Outputs

December 2025

MRS Awards 2025 Finalist Business Impact of the Year - UK

MRS Awards 2025 Finalist Activation of Insight

Awards 2020 Finalist Financial Services Research

AURAs 2020 Insight Impact Award FINALIST

MRS Evidence Matters MRS Awards 2014 Finalist Silver Medal

MRS Evidence Matters Annual Conference 2017 Winner Best Overall Contribution

the big window always building value

Report contents

01	**Objectives of the study & methodology, and exec summary**
02	**Product holdings & policy reviews**
03	**Knowledge & understanding of cover & key product features**
04	**Products purchased in the last 12 months:**
a)	Triggers/behaviour prior to purchase
b)	The sales process
c)	Choosing a policy & provider
d)	Reflecting on choices
05	**Spotlight on vulnerability**
06	**Appendix**

Background & methodology

To support its market study on the distribution of pure protection products to retail customers, the FCA required comprehensive research into consumers' behaviour and their view of outcomes

For each of the five products (Term Insurance, Whole of Life, Over 50s Insurance, Critical Illness, Income Protection), the research seeks to establish:

- Consumer understanding of pure protection products and the main policy features
- Consumers' levels of engagement during and after the sales process
- The extent to which consumers shop around for policies
- The factors that influence consumers' purchasing decisions
- What drives consumers to reassess their coverage, switch or lapse
- Customers' (or their families') experience and perceptions of the claims process

Nationally representative survey of **14,326** UK consumers conducted between September and October 2025

No Protection in place
n=8,222

Holders of Pure Protection products
n=6,104

Holders of Private Pure Protection products
n=4,876

Taken out a Pure Protection product in last 12 months
n=640

Data has been weighted to ensure a representative sample
The main survey sample includes a boost of 100x Over 50s Insurance (Guaranteed Acceptance) holders conducted in person

A note on product groupings & definitions

Product groupings

Throughout the report we refer to several different types of Pure Protection products*:

- Whole of Life (WoL)
- Term Life Insurance (Term)
- Over 50s Insurance (GOF)
- Income Protection (IP)
- Critical Illness Cover (CIC)

Private Pure Protection taken out in the last 12-months

Latter sections of the report focuses on those who have taken out a Pure Protection product privately in the **last 12-months** (also referred to as 'recent purchasers')**.**

This refers to those who arranged cover themselves, privately (either sole or joint policies, arranged either by the individual or via a professional adviser or broker).

Those arranged by an employer (i.e. an employee benefit) are excluded from this analysis.

Those with Unit Linked & With Profits Whole of Life policies are also excluded.

** NB. Respondents who reported holding Life Insurance but admitted to being unsure of the type have been excluded from these groupings (this group accounts for 1% of the total sample)*

When we refer to life insurance in the slide pack, it includes Term and Whole of Life but not Over 50s Guaranteed Acceptance Plans

See Glossary for further information

Key Take Outs: The Landscape

- 42% hold a Pure Protection policy. This includes those bought privately and those held as an employee benefit.
- Most Life products are privately held. CIC and IP are more evenly split.
- Holders of Pure Protection policies have higher claimed levels of financial knowledge and confidence than non-holders.

- These are important products - three-quarters of those with life policies and two-thirds of those with CIC and IP view their policy as essential.
- Those with pure protection policies are more likely to have considered their protection needs than those without - 47% of non-holders have never considered their protection needs compared with 15% of holders.
- The main reasons for not having cover are affordability, a lack of need and low knowledge and confidence in obtaining cover.

- Most holders feel their protection needs are met. Just 34% of non-holders feel their needs are met.
- 9% of all respondents have cancelled or reduced cover in the last 2-3 years due to their financial needs changing or finding a cheaper policy. Uncertainty about whether the policy was worth the cost and a lack of understanding of the benefits also played a part.

Key Take Outs: Triggers, Needs and Cover

- The triggers for buying pure protection cover are very similar for Term, WoL, CIC and IP - thinking about the future and their future responsibilities, buying a home or taking on a new mortgage and recommendation from a financial adviser.
- The reasons for purchasing a GOF policy tend to be slightly different and include reaching a milestone birthday and having experienced a bereavement.

- The needs are also similar across the different policy types with family and dependents' financial security top of mind for all Life and, for WoL and GOF, funeral expenses and end-of-life costs.
- Those buying CIC and IP are more specific in terms of their needs with the focus on income replacement, and with looking after family a strong supporting reason.

- Most policy holders believe they have a good understanding of their policy. In terms of what policy holders believed they were covered for versus their policy's actual coverage, for Life policy holders the main cover is death and for CIC and IP it is replacement income. Other cover features mentioned are not always consistent with policy type indicating a degree of confusion.

Key Take Outs: The Sales Process (last 12 months)

- Most of those buying policies in the last 12 months felt that they had a clear plan / idea of what they wanted. Those purchasing CIC were more likely to say that CIC was a policy they hadn't planned on getting but were recommended.

- Nine out of ten recent purchasers claimed to have shopped around and most found it easy.
- Barriers to shopping around were: all policies are the same, not knowing what they wanted or where to start and lack of time. The difficulties experienced when shopping around were comparing policies and prices.
- Most did not think they could have got their policy cheaper by shopping around more.

- Some (between 18% and 28% depending on the policy) had to compromise on their choice of policy due to affordability and health concerns. As a result, they have policies that don't exactly meet their needs in terms of benefits / payout, cover and policy features.

- Wide range of informal information sources used, many online. GOF purchasers had a different usage profile with less online usage.
- 77% used professional support. GOF much less likely to use professional support than other policy holders.

- The majority rated the support they received as "good" or better, but this varied by channel.

Key Take Outs: Maintaining Engagement

- Most are positive about the policy they have bought and think it represents value for money.

- Those who have reviewed their policy in the last 12 months are much more likely to say that they understand their policy than those who have never reviewed.

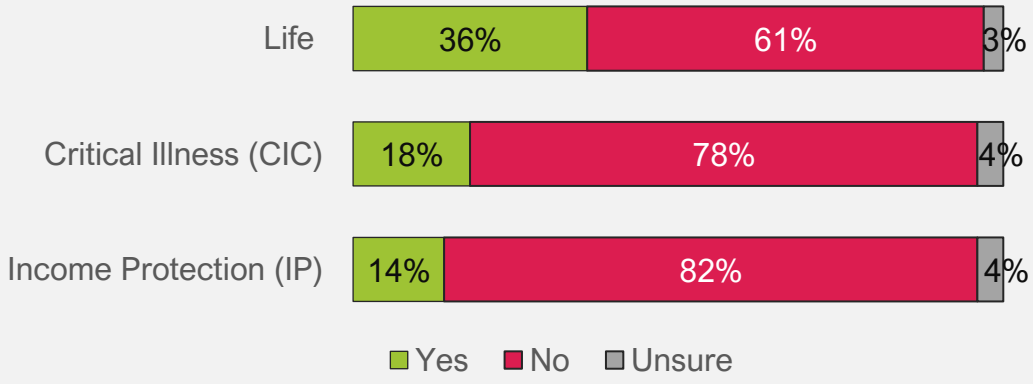
Product holdings & reviews

the big window

At an overall level, 42% hold one or more Protection Products, either bought privately or held via an employer - 58% hold no Protection products

Insurance products currently hold (all respondents):

S8. Which of these insurance policies do you currently hold in your own name or in joint names?

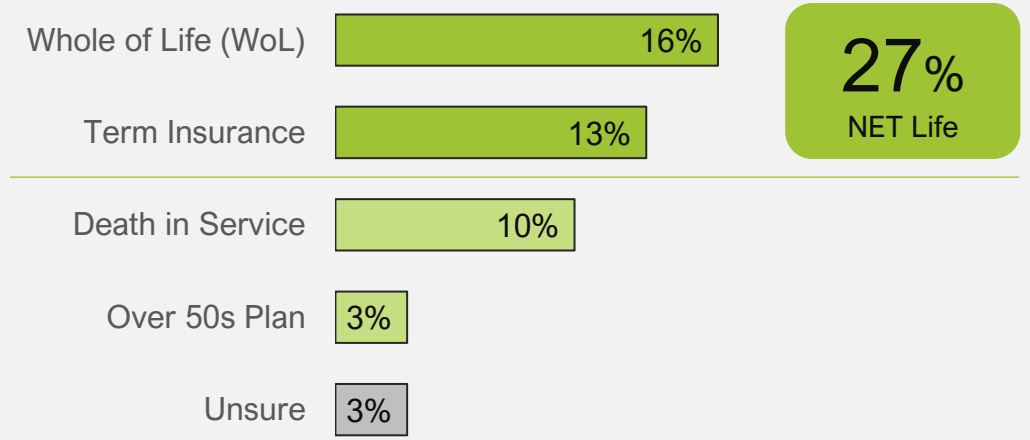


42% Hold a Pure Protection Product

58% Don't hold a Pure Protection Product

Types of Life Insurance currently hold (all respondents):

S9. Thinking about the life insurance you hold in your own name or in joint names, which of the following types of life insurance do you hold? Please select all that apply.



Whole of Life - type of policy (all respondents):

S13. Thinking about what the policy does, which if any of the following, best describes your situation?

Base: All respondents (14,326)

The incidence of accelerated CI (built into Term cover) is estimated to be around 1 in 3 new Term Insurance policies

Of those who bought a Term Insurance policy in the last 12 months:

36%
took out **Term Insurance** AND a **Critical Illness** policy[1]

86%
of this group believes this Term Insurance would pay out a lump sum if they became seriously ill[2]

Overall, this suggests

31%
of Term Insurance policies taken out in the last 12-months have an **Accelerated Critical Illness** component

However, there is another group who don't hold any Critical Illness cover but believe their Term Insurance would pay out a lump sum if they became seriously ill

As a proportion of Term policies bought in the last 12-months, this group accounts for:

16%

If this group is included, it puts the proportion of '**probable' Accelerated Critical Illness** holders at 47% of Term Insurance policies taken out in the last 12-months

1 S18. Thinking about the last policy you bought, when did you purchase the policy?
Q16. Did you buy all the policies below at the same time?

2 S12. Does this policy cover you if you were diagnosed with a serious illness like cancer or a stroke or heart attack etc? This would mean receiving a lump payment if something serious happened to your health.

Base: All who bought Term Insurance in the last 12-months (211)

Holders are more likely to be male, working, under 65 years and with dependent children. They also have higher levels of household income, savings and are more likely to hold a mortgage – non-holders are slightly more likely to report low financial capability, resilience, and poor health but no more likely to have experienced a negative life event in the last 12 months

		Pure Protection holders	No Pure Protection products
Gender	Male	53%	44%
	Female	47%	56%
Age	18-34	29%	25%
	35-49	30%	20%
	50-64	25%	25%
	65-74	9%	15%
	75+	6%	14%
Working Status	Employed / SE	76%	43%
	Retired	14%	29%
	Not working	10%	26%
Married / Living as Married	Yes	73%	51%
	No	27%	49%
Dependents (Under 18)	Yes	52%	23%
	No	48%	77%

		Pure Protection holders	No Pure Protection products
Personal Income	Under £20,000	20%	42%
	£20k to £39,999	33%	32%
	£40k to £59,999	17%	9%
	£60k or more	23%	5%
Savings	None	7%	14%
	£1 to £9,999	36%	36%
	£10,000 or more	46%	35%
Mortgage	Yes	36%	11%
	No	64%	89%
Non-Mortgage Debt	None	31%	49%
	£1 to £9,999	49%	39%
	£10,000 or more	13%	4%
Vulnerability	Low resilience	22%	26%
	Low capability	11%	18%
	Poor health	12%	16%
	Negative life event	29%	27%

Base: All Pure Protection Holders (6104), Non-Holders (8222): S2, S3/S4, S6, Q68/Q69, Q70, Q80/Q81/Q82, S7, Q6

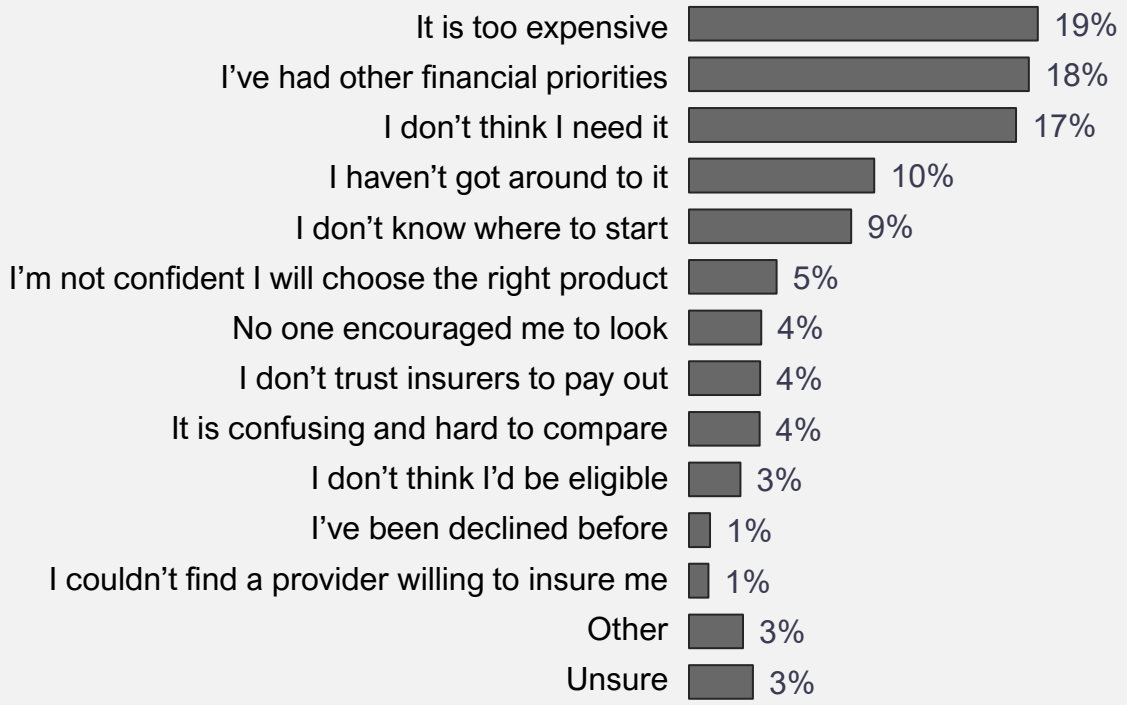
Affordability, perceived lack of need and lack of knowledge / confidence are the main reasons for not having Protection

58%
Have no Pure Protection in place

41%
of these have considered their needs (a lot / little)

Reason/s don't have Pure Protection cover (all who don't hold any pure protection but have thought about needs):

S23. Which of the following is the main reason that best explains why you don't have any cover?



Base: All respondents (14,326), All who don't hold any pure protection products (8,222), All who don't hold any pure protection products and have thought about protection a lot or a little (3,378)

Just over a quarter of those who bought a Pure Protection product in the last 12 months bought one or more other Pure Protection policy at the same time

Private pure protection products purchased in last 12 months:

61% Bought one policy at a time

39% Bought more than one policy within the same 3-month period*

69%

of those who bought more than one policy within the same 3-month time-period took out these policies at the **same time**

(27% of all those who bought a product in the last 12 months)

Most common product combinations (% of those who bought products at the same time in last 12 months – main groupings):

Term with CIC	Term with IP	CIC with IP	WoL with CIC	WoL with IP
8%	6%	7%	4%	3%

In total, of those who bought products in the last 12 months:

19% took out Critical Illness Cover alongside another policy

10% took out Term Insurance alongside another policy

16% took out Income Protection alongside another policy

5% took out Whole of Life alongside another policy

* Defined as having taken out in the same 3-month window, i.e. both products taken out in the last 3 months, more than 3 months but less than 6 months ago, and so on

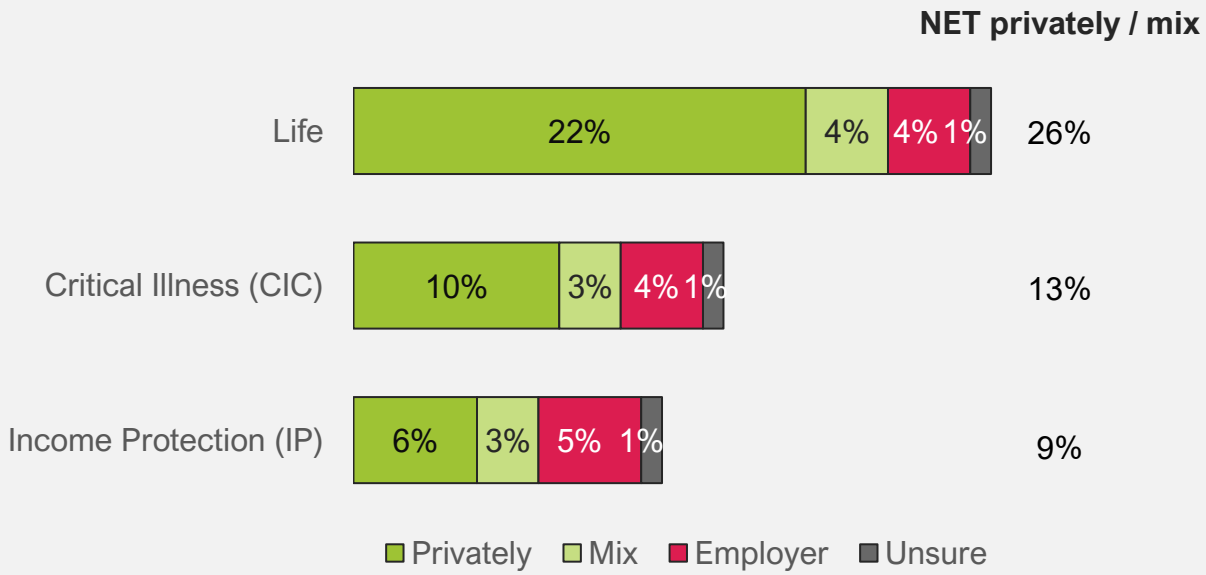
Base: All who bought private pure protection in last 12 months (640), all who bought more than one policy within the same period (242) Q16

The bulk of policies are arranged privately – IP sees a more even split

Single policies outweigh joint policies 2-1 across all types of cover

How cover was arranged (rebased on all respondents):

S15. Thinking about the [PRODUCT] you hold, whether held in your own name or jointly. Did you get this through your employment, or did you purchase the cover privately?.



Private policy ownership (rebased on all respondents):

S16. Thinking about the policy / policies you hold below, is it a single / individual policy or a joint policy you hold with someone else

% of privately owned policies	Total	Single Policy	Joint Policy
Term Insurance	11%	7%	4%
Whole of Life (WoL)	14%	10%	4%
Critical Illness (CIC)	13%	9%	4%
Income Protection (IP)	9%	6%	3%
Over 50s Plan (GOF)	6%	5%	1%

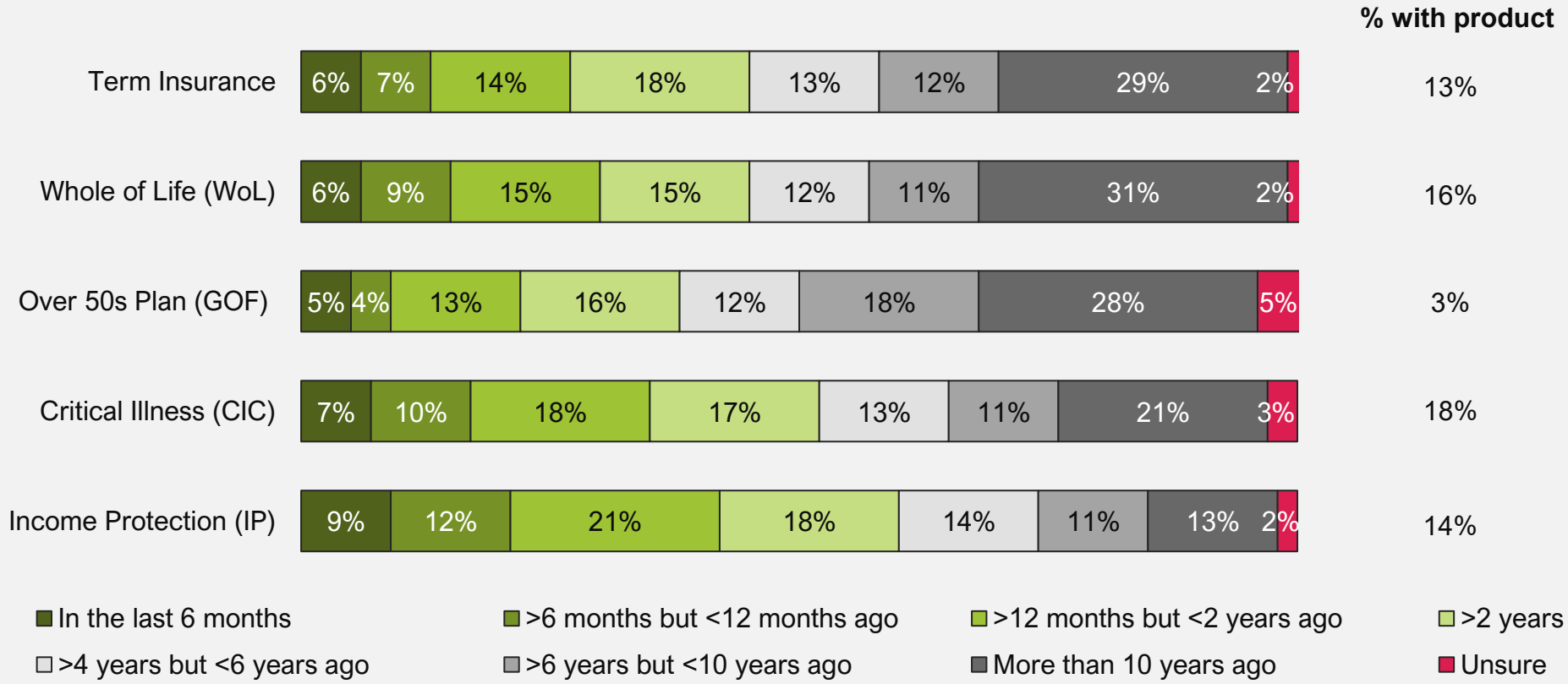
Base: All respondents (14,326)

Of those who bought their product privately, more than half of Life and GOF had held their policies for 4+ years

CIC & IP holders are more likely to have taken their policy out in recent years

When policy was purchased (all with private pure protection policies):

S18. Thinking about the last policy you bought, when did you purchase the policy?



At an **overall level**:

4%

bought a protection product in the last 12 months

Base: All private Pure Protection holders: Term (1,613), WoL (2,039), GOF (859), CIC (1,942), IP (1,351), All respondents (14,326)

I knew the renewal date; it came through and then I rang them up a few days later…

Basically, they said it had gone up which I think happens with most insurance.

And then I told them I wasn't happy about it.

I suppose my mindset was, "why have I got this?"

I thought I'm still a young person... I wish I'd never started the policy.

[Income Protection (IP), lapsed Direct buyer]

One in ten (9%) of all respondents has cancelled / reduced their product / cover in the last 2-3 years (some may have cancelled one policy and bought another)

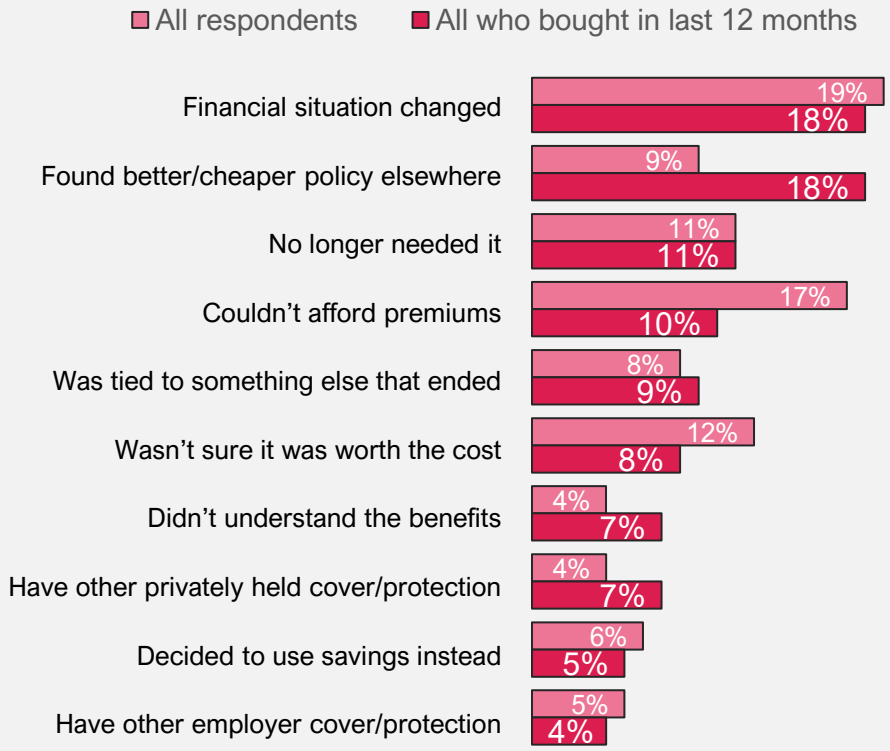
Reduced or cancelled policy in last 2-3 years:

S20. In the past 2 to 3 years, have you reduced or cancelled any insurance that would protect your income, your health, or your family if something happened to you?

	All respondents	All who bought in the last 12 months
Yes - Cancelled	3%	5%
Yes – Reduced level of cover	2%	8%
Yes – Both	3%	7%
NET: Yes	9%	20%
No – Not cancelled or reduced cover	56%	77%
I've never privately held any of these	30%	*%
Unsure	5%	3%

Reason for reducing or cancelling cover (all who cancelled or reduced cover):

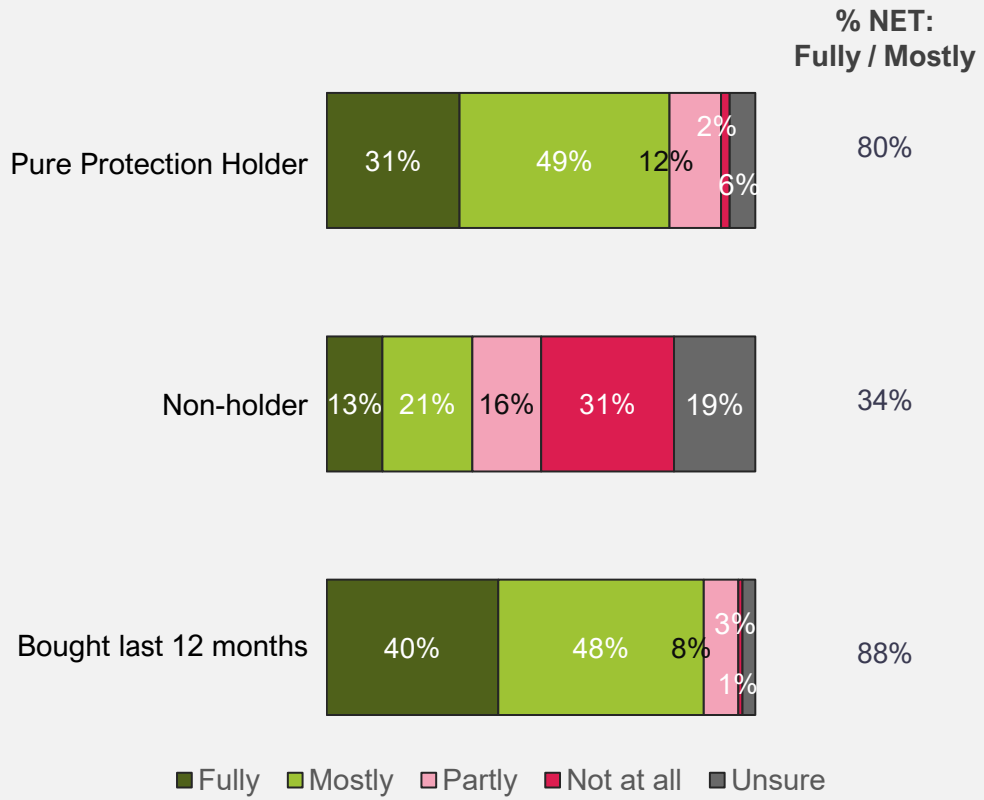
S21. What was your main reason for reducing or cancelling your cover?



Base: All respondents (14,326), All who bought in last 12-months (640), All who cancelled or reduced level of cover or benefit: All respondents (1234), All who bought in last 12-months and (128)

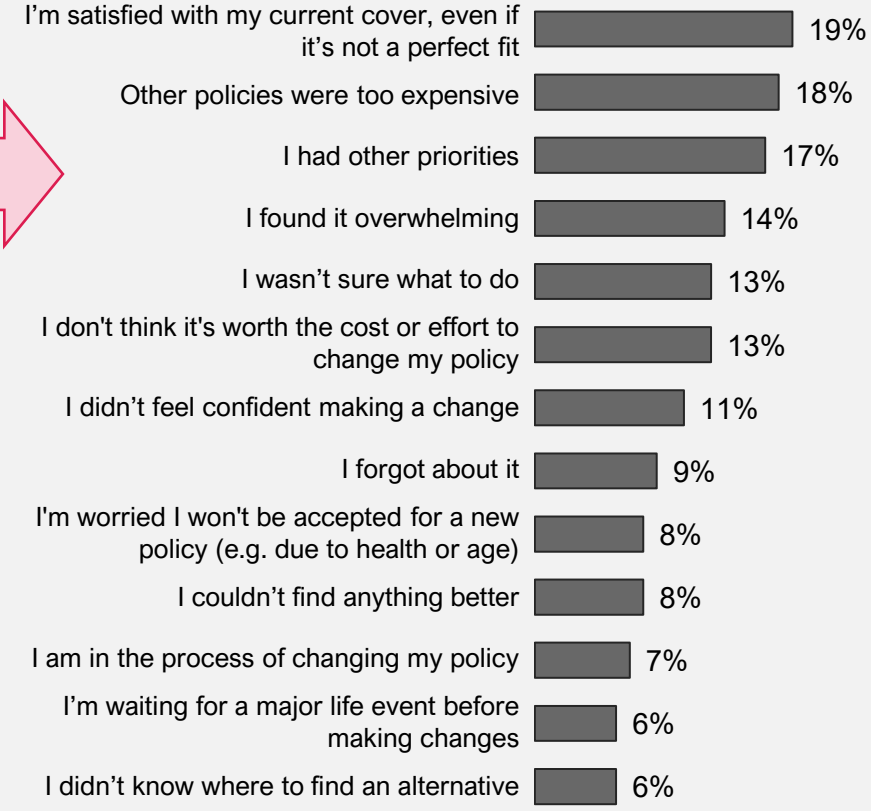
Overall, Protection holders feel their needs are largely being met
– while there is room for improvement, the contrast with non-holders is stark

How well protection needs are being met:
Q64. Overall, how well are all your current protection needs being met?



14%
of Pure Policy holders say needs are only partly met or not at all

Reason/s why those with unmet needs haven't made changes:
Q65. Why have you not made any changes to your policy? (Pure Policy Holders Only)



Base: All Pure Protection holders (6,104), Non-holders (8,222), Bought in last 12-months (640), All private Pure Protection Holders whose needs are partly or not at all met (832)

Once you've done it, it's there as a safety net.

You don't want to think about the reasons you might need it, only if the reasons for you activating them came up.

Why would I think about it again?

[Income Protection, switched policy via an intermediary]

It's a mixed picture in terms of how often respondents review their protection needs

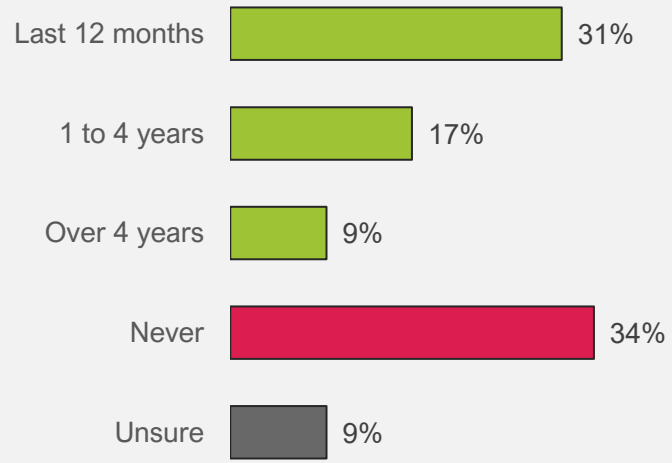
– while 1 in 3 have reviewed in the last year, a similar proportion have never thought about it

Half of non-holders have never reviewed their need

Last time reviewed protection needs (all respondents):

S19. When did you last review your overall protection needs?

For example, reviewing how you or your loved ones would manage financially if you became seriously ill, were unable to work, or passed away.



34% have never reviewed their protection needs

	% never
Pure Protection Holder	15%
Bought Last 12 Months	5%
Non-Pure Protection Holder	47%

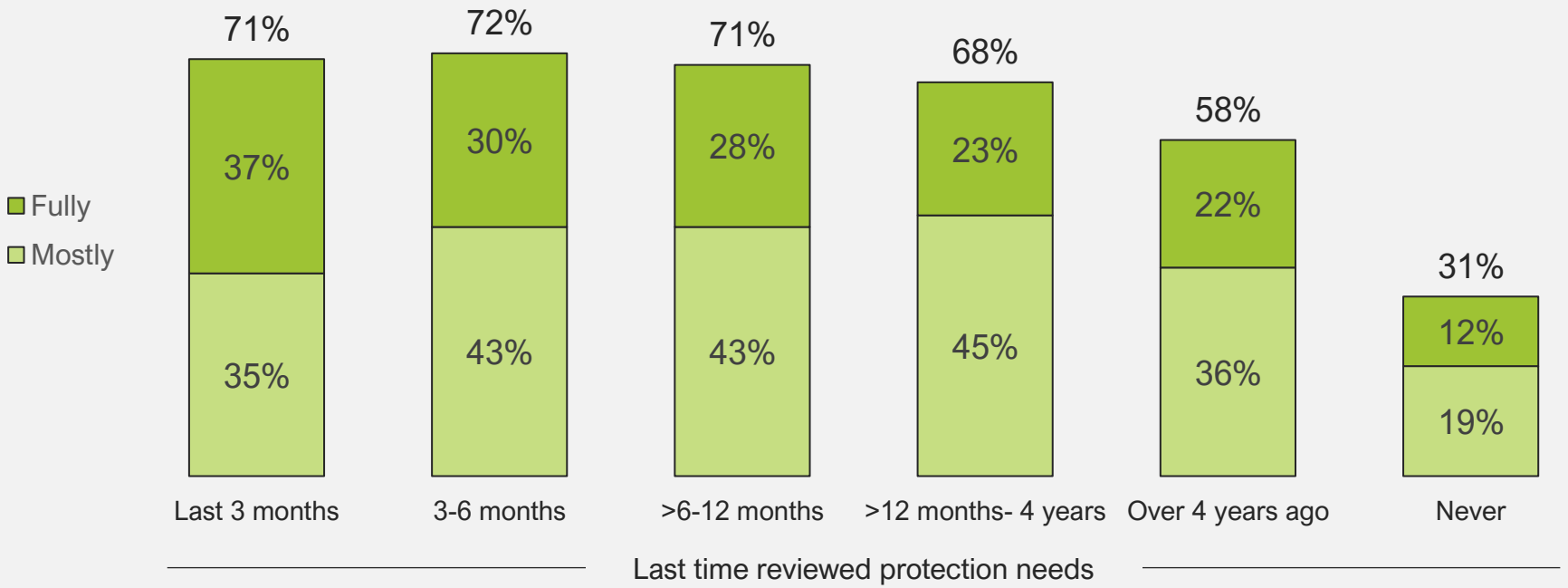
% Last review by privately held pure protection type	Within 12 months	1 to 4 Years	Over 4 years	Never	Unsure
Term Insurance	41%	28%	16%	11%	4%
Whole of Life (WoL)	44%	25%	12%	13%	6%
Over 50s Plan (GOF)	33%	24%	12%	23%	8%
Critical Illness (CIC)	44%	28%	13%	9%	5%
Income Protection (IP)	49%	27%	11%	7%	5%
Non-Pure Protection Holder	25%	11%	7%	47%	10%

Base: All respondents (14,326), All with each product: CIC (2651), Term Insurance (1881), WoL (2347), IP (2116), Over 50s (859), Any Life (4352), Non-Pure Protection Holder (8222)

The belief that protection needs are met diminishes over time post review – though 1 in 3 who reviewed in the last 3 months feel their needs are only ‘mostly’ being met

How well protection needs are being met by last time reviewed protection needs:

Q64. Overall, how well are all your current protection needs being met?



Base: All respondents: Reviewed in last 3 months (1,574), 3-6 months (1,247), >6-12 months (1,784), >12 months-4 years (2,414), Over 4 years ago (1,304), Never (4,748)

Those who have reviewed recently used a variety of formal & informal sources

Around half used professional support

Information sources used (not purchased in last 12 months but reviewed needs):

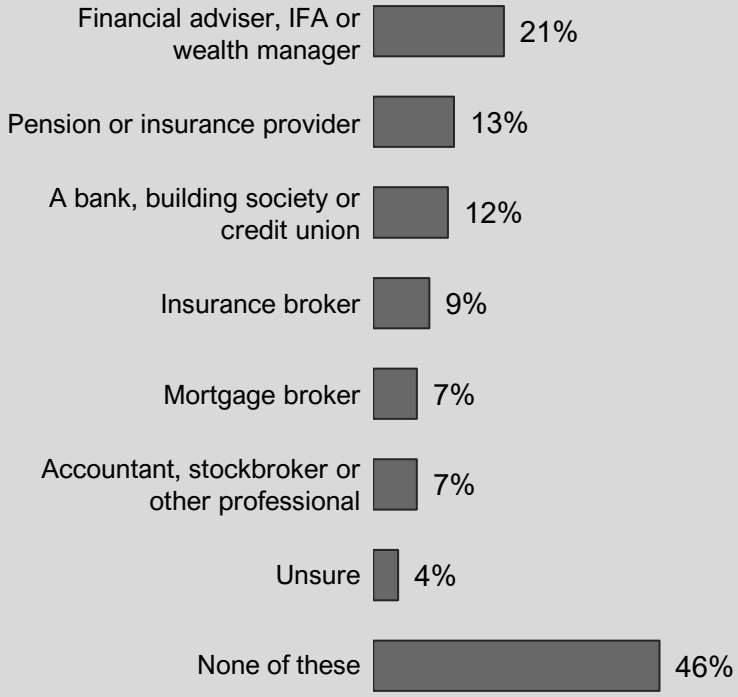
Q59. And which of the following sources, if any, helped you at the time of your last review?

		Product Holders					
%	Non-Protection Holder	Any Protection Holder	WoL	Term	GOF	IP	CIC
Online searches, Reviews or Social Media	19%	23%	24%	25%	12%	30%	28%
Price Comparison Websites	18%	21%	23%	22%	13%	24%	24%
Friends or family / Colleagues	23%	26%	27%	25%	21%	29%	28%
Pension or Insurance company website	10%	25%	27%	28%	19%	31%	29%
Money Saving Expert	28%	24%	25%	25%	24%	26%	26%
Government websites (MAPS etc.)	15%	16%	17%	16%	12%	21%	19%
TV, Radio or Money Podcasts	5%	8%	9%	11%	5%	12%	10%
None of the above	32%	23%	21%	23%	35%	14%	18%

NOTE: All Products were shown at the same time

Sources of professional support:

Q60. And which, if any, of the following sources of professional support helped you at the time of your last review?



Base: All who have not purchased in last 12 months but reviewed protection needs in last 4 years (6,267)

Among those who have reviewed recently, GOF holders are much less likely to have used professional support – CIC and IP holders are the most likely

Sources of professional support:

Q60. And which, if any, of the following sources of professional support helped you at the time of your last review?

		Term Insurance	Whole of Life	Over 50s Plan	Critical Illness	Income Protection
Financial adviser, IFA or wealth manager	21%	28%	31%	14%	31%	33%
Pension or insurance provider	13%	22%	25%	15%	25%	27%
A bank, building society or credit union	12%	15%	17%	7%	18%	22%
Insurance broker	9%	18%	18%	8%	20%	22%
Mortgage broker	7%	16%	11%	4%	16%	16%
Accountant, stockbroker or other professional	7%	10%	11%	5%	13%	15%
Unsure	4%	2%	2%	2%	3%	2%
None of these	46%	29%	28%	53%	22%	18%

NOTE: All Products were shown at the same time

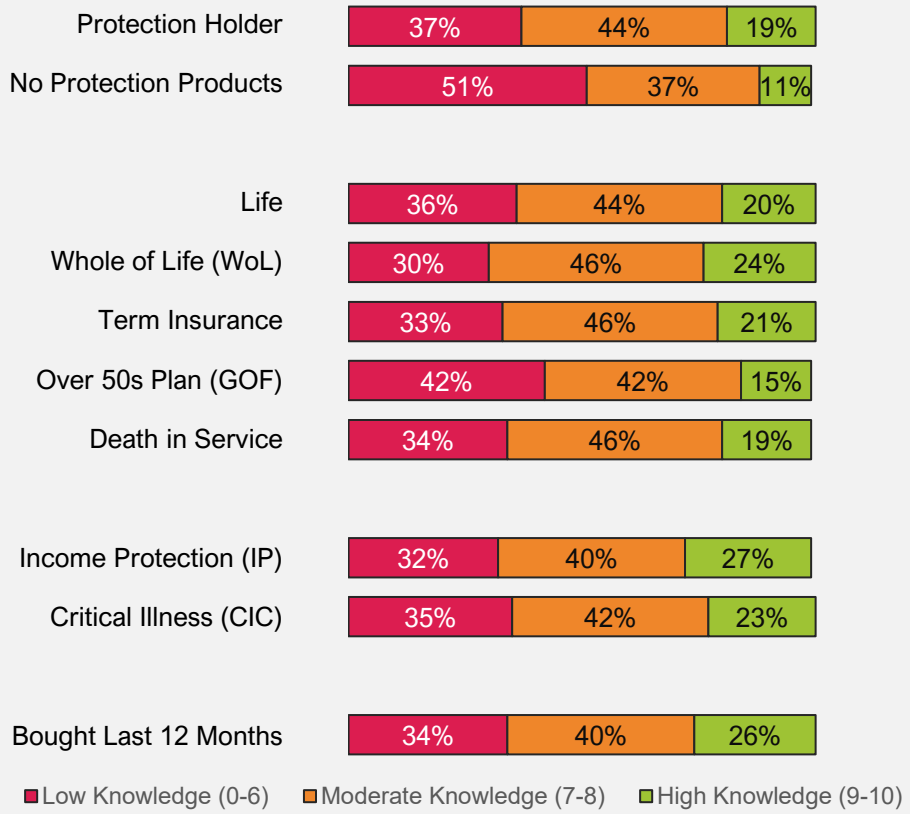
Base: All who have not purchased in last 12 months but reviewed protection needs in last 4 years (6,267), Term (1,044), WoL (1,295), GOF (407), CIC (1,488), IP (1,249)

Knowledge & understanding of cover & key product features

Non-holders self-report that they have lower knowledge of financial matters than holders

Financial knowledge:

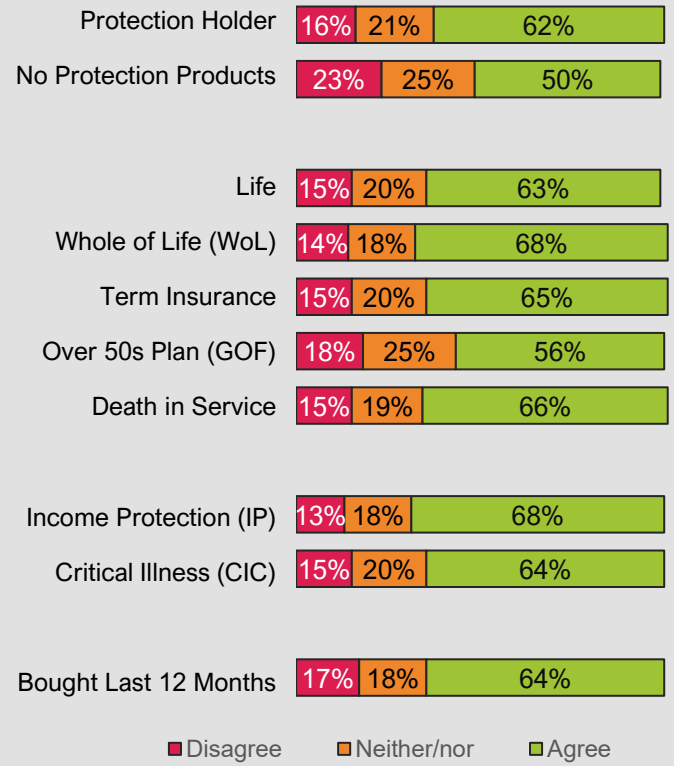
Q7. How knowledgeable would you say you are about financial matters?
(0-10 scale, 0 = not knowledgeable at all, 10 = very knowledgeable)



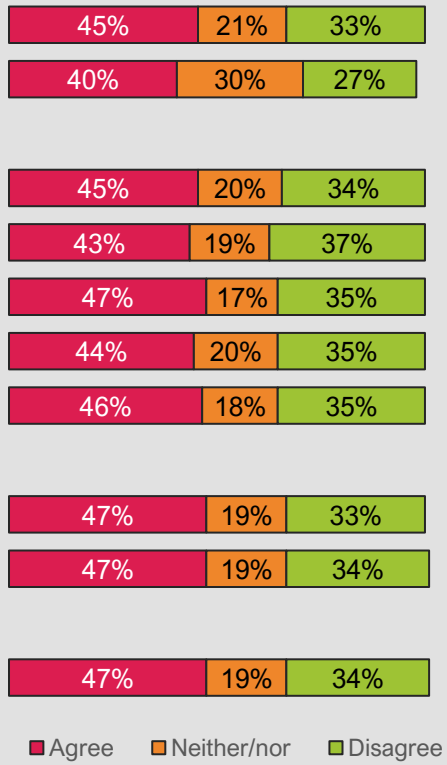
Financial savviness & understanding product information:

Q8. How much do you agree or disagree with the following statements?

When it comes to financial services and products, I would consider myself to be a confident and savvy consumer



I find the information literature around life and protection insurance difficult to understand



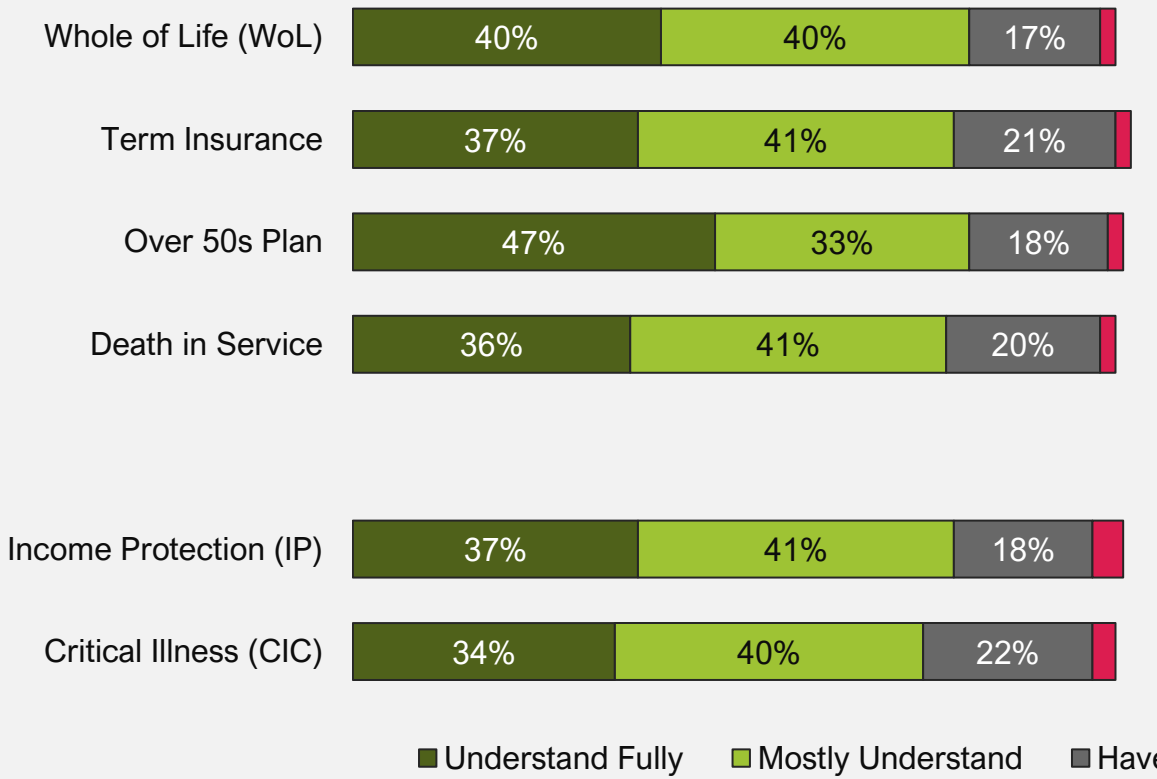
Base: All respondents (14,326), All with each product: Any Protection (6104), Non-Holders (8222), Any Life (4352), WoL (2347), Term (1881), Over 50s (859), Death in Service (1538), IP (2116), CIC (2651)

Most think they understand their product fully or mostly

GOF is the best understood and CIC the least well understood

Product understanding:

Q9. How well do you understand what your [PRODUCT] covers and when it would pay out?



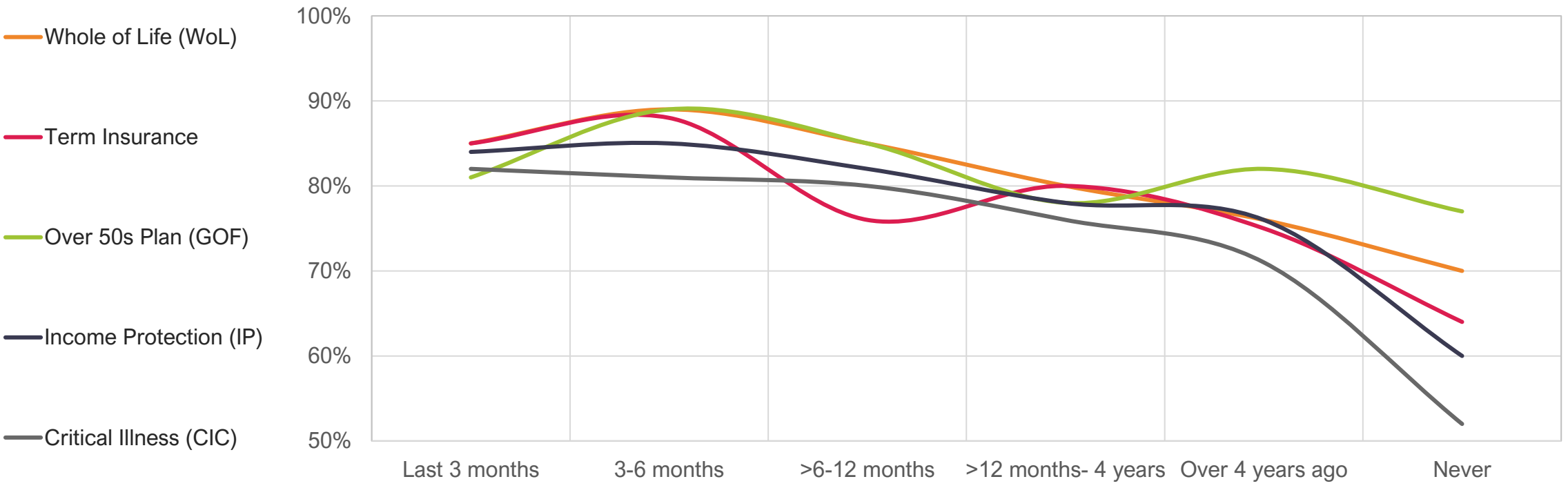
	% NET: Fully / Mostly	Reviewed Last 12 M	Never Reviewed
Whole of Life (WoL)	81%	86%	70%
Term Insurance	77%	82%	64%
Over 50s Plan	80%	85%	77%
Death in Service	78%	81%	65%
Income Protection (IP)	78%	83%	60%
Critical Illness (CIC)	74%	81%	52%

Base: All with each product: WoL (2347), Term (1881), Over 50s (859), Death in Service (1538), IP (2116), CIC (2651)

After 12 months, the proportions stating they understand their product decreases

Product understanding (% fully/mostly by time since last review):

Q9. How well do you understand what your [PRODUCT] covers and when it would pay out?



Base: All with each product: WoL (2347), Term (1881), Over 50s (859), Death in Service (1538), IP (2116), CIC (2651)

Knowledge & understanding of cover & key product features by product:

Term Insurance

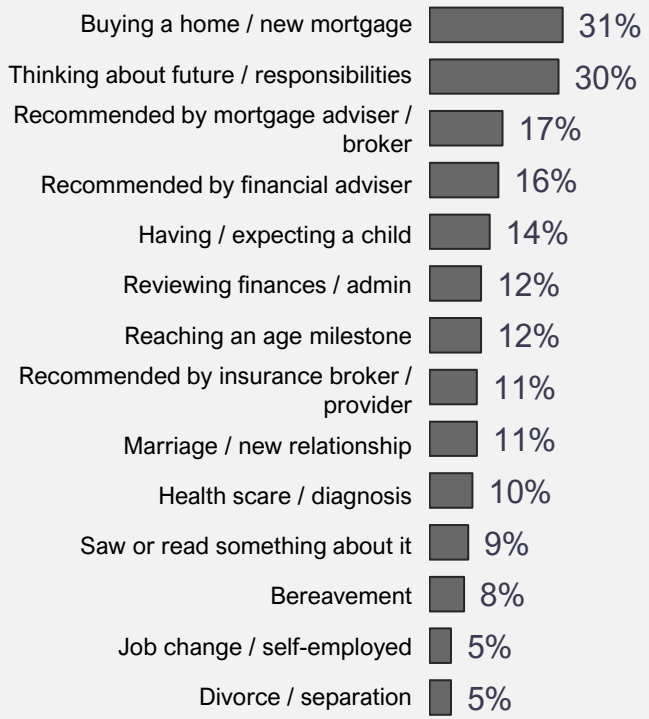
the big window

Triggers are home buying, future responsibilities, recommendation by a professional and the birth of a child.
Needs are securing their family / dependents' financial security and covering a mortgage or other loan
Covers are death and serious illness

Term Insurance

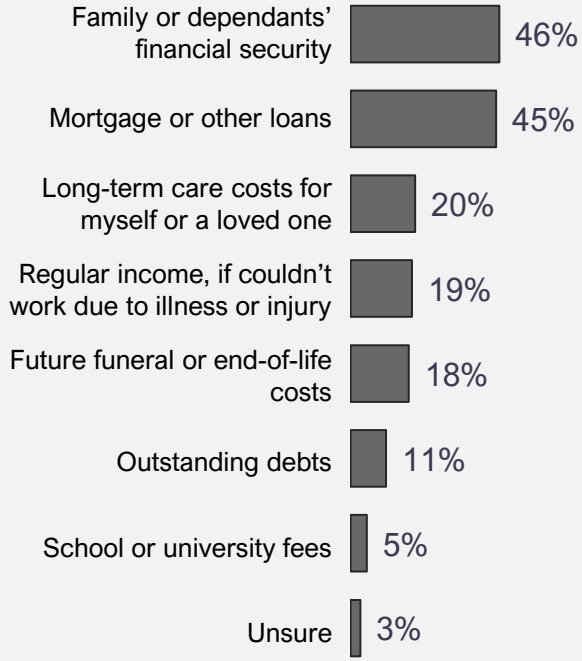
Triggers[1]:

Q13. Which of the following situations or life events played a role in your decision to take out [PRODUCT]?



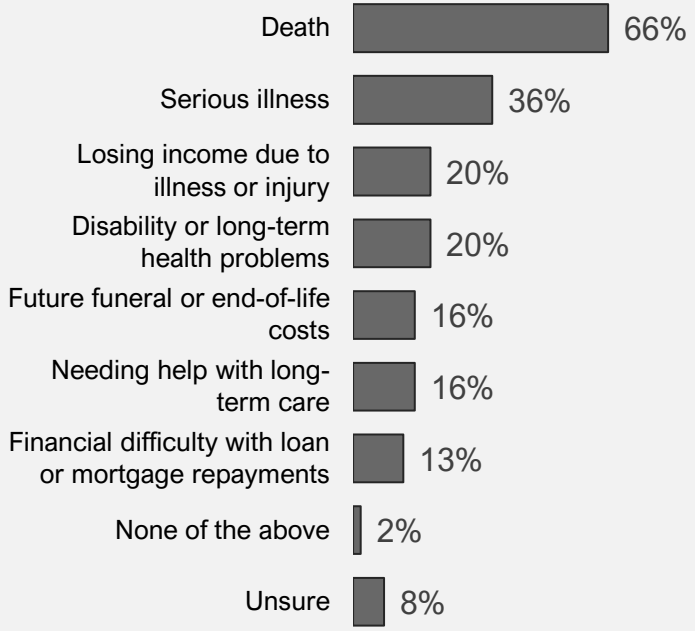
Protection needs[1]:

Q11. When you took out [PRODUCT], what were you mainly looking to protect or cover?



Policy coverage[2]:

Q10. You mentioned that you hold [PRODUCT], what events or situations does your insurance policy cover you for?



Base: [1] All who purchased each product: Term (1613), [2] All with each product: Term (1887)

Almost three-quarters of term assurance holders see their policy as a necessity

Just 5% believe they could have got their policy cheaper if they had shopped around

Term Insurance

Policy necessity:

Q15. If you had to make cuts to your spending, would you consider your [PRODUCT] cover to be…?

- **72%** See policy as a necessity
- **25%** Policy is nice to have
- **4%** Policy is non-essential

Cost vs. initial expectations:

Q20. How does the monthly premium you pay compare to what you expected it would be?

- **46%** Policy cost what they expected
- **29%** Cost more than expected
- **19%** Cost less than expected

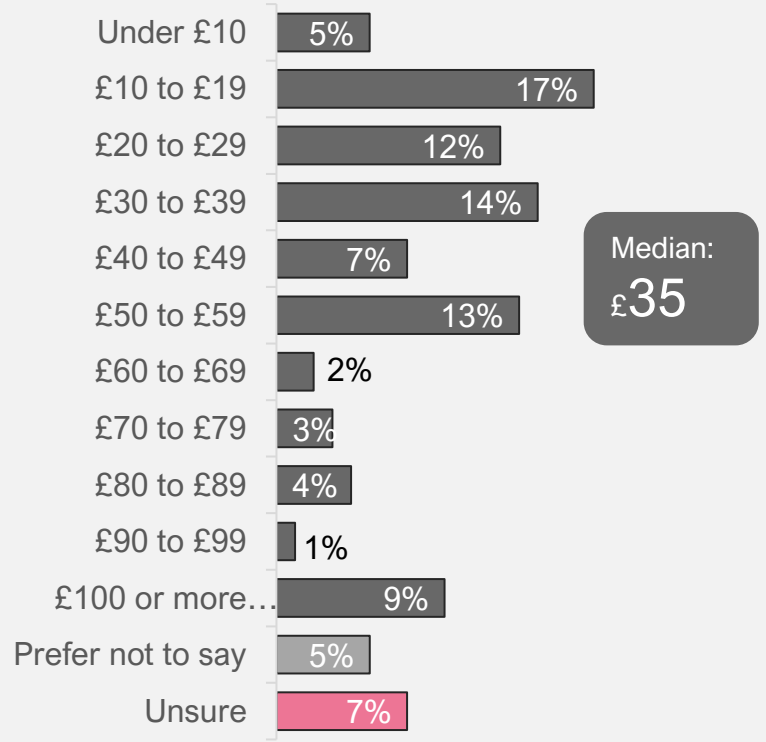
Cost is best price could've got:

Q21. Do you believe the price you pay each month for the policy / policies below is the best price you could get for the cover you needed?

- **49%** Believe got best price possible
- **42%** Possibly, not sure if could've got it cheaper elsewhere
- **5%** No, could've got cheaper if shopped around

Monthly premium:

Q18/Q19. Approximately, how much do you pay each month for the policy / policies below?



Base: All who purchased each product: Term (1613), All allocated to product deep-dive: Term (166)

Knowledge & understanding of cover & key product features by product:

Whole of Life (WoL)

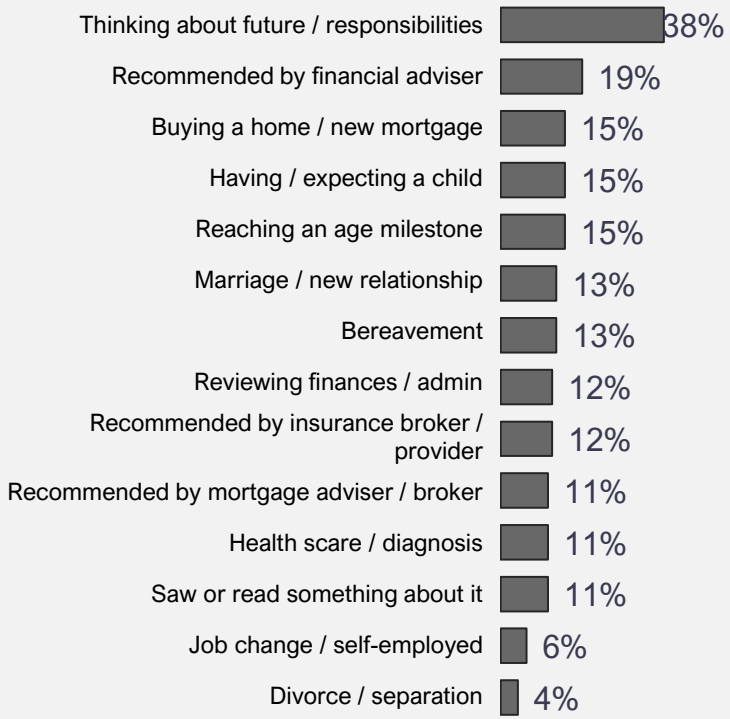
the big window

Triggers are future financial responsibilities and recommendation from financial adviser
Needs are family or dependents' financial security and funeral and end-of-life costs
Covers are death and serious illness

Whole of Life (WoL)

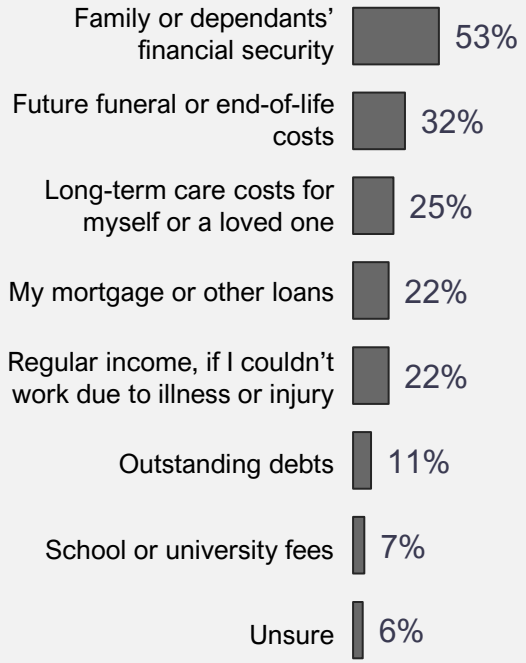
Triggers[1]:

Q13. Which of the following situations or life events played a role in your decision to take out [PRODUCT]?



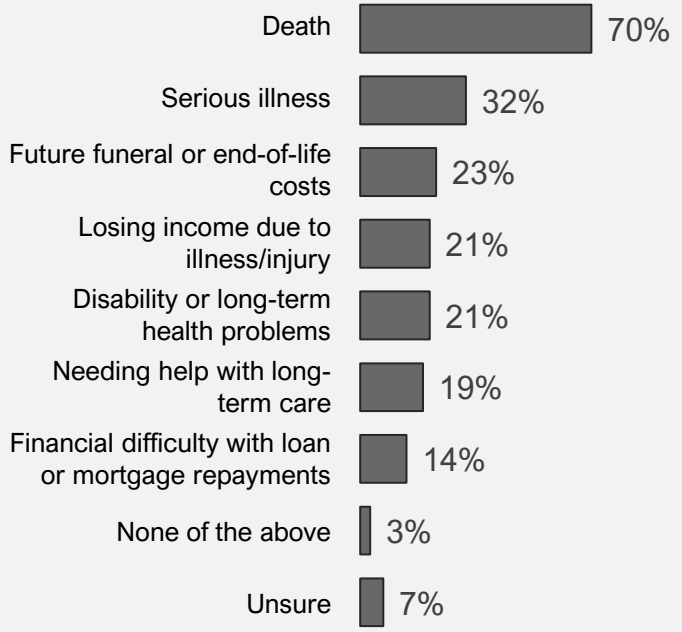
Protection needs[1]:

Q11. When you took out [PRODUCT], what were you mainly looking to protect or cover?



Policy coverage[2]:

Q10. You mentioned that you hold [PRODUCT], what events or situations does your insurance policy cover you for?



Base: [1] All who purchased each product: WoL (2039), [2] All with each product: WoL (2361)

Three-quarters of WoL holders see their policy as a necessity

8% believe they could have got their policy cheaper if they had shopped around

Whole of Life (WoL)

Policy necessity:

Q15. If you had to make cuts to your spending, would you consider your [PRODUCT] cover to be…?

- **75%** See policy as a necessity
- **23%** Policy is nice to have
- **3%** Policy is non-essential

Cost vs. initial expectations:

Q20. How does the monthly premium you pay compare to what you expected it would be?

- **49%** Policy cost what they expected
- **26%** Cost more than expected
- **20%** Cost less than expected

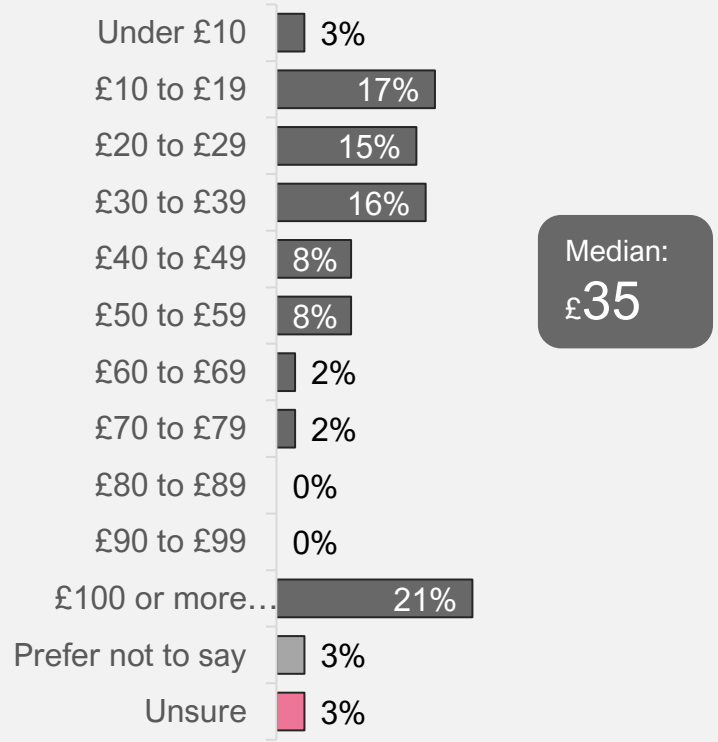
Cost is best price could've got:

Q21. Do you believe the price you pay each month for the policy / policies below is the best price you could get for the cover you needed?

- **47%** Believe got best price possible
- **38%** Possibly, not sure if could've got it cheaper elsewhere
- **8%** No, could've got cheaper if shopped around

Monthly premium:

Q18/Q19. Approximately, how much do you pay each month for the policy / policies below?



Base: All who purchased each product: WoL (2039), All allocated to product deep-dive: WoL (88)

Knowledge & understanding of cover & key product features by product:

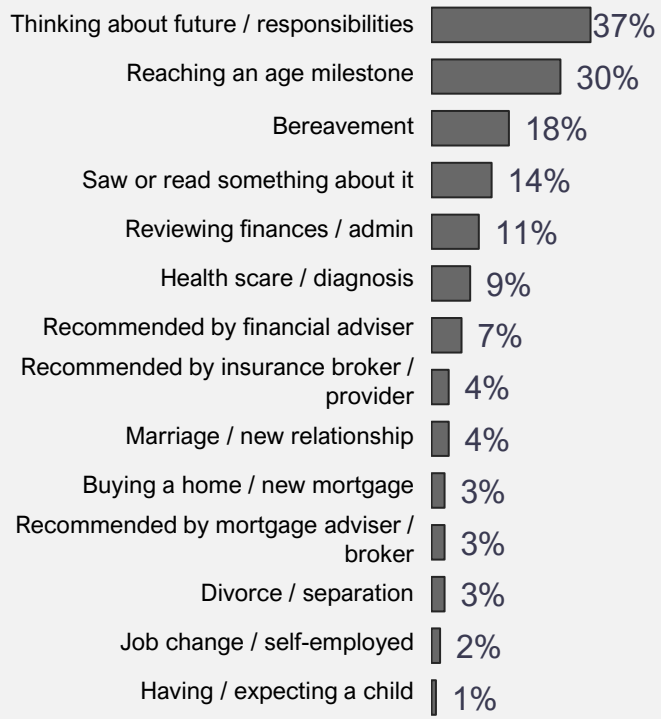
Over 50s Plan (GOF)

Triggers for purchasing a GOF are thinking about the future, reaching an age milestone and a bereavement
Needs are to cover funeral costs and to protect family or dependents' financial security
Covers are death and funeral/end-of-life costs

Over 50s Plan (GOF)

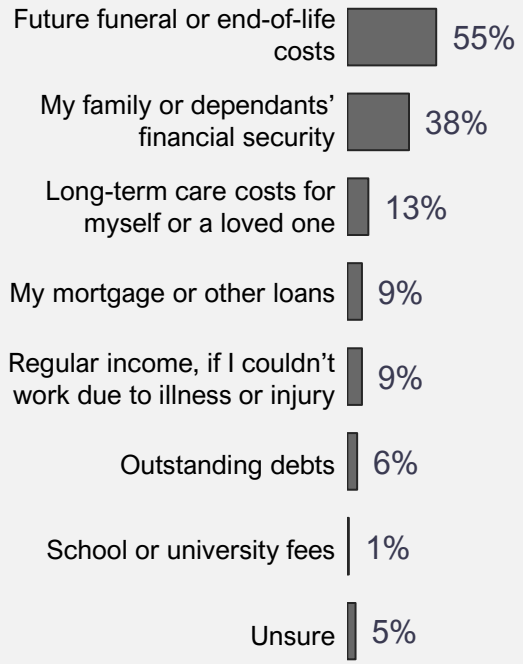
Triggers[1]:

Q13. Which of the following situations or life events played a role in your decision to take out [PRODUCT]?



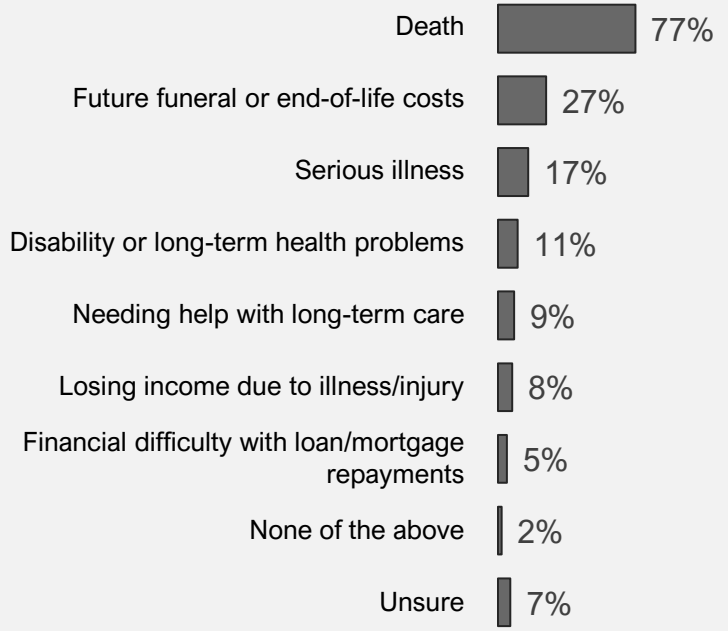
Protection needs[1]:

Q11. When you took out [PRODUCT], what were you mainly looking to protect or cover?



Policy coverage[2]:

Q10. You mentioned that you hold [PRODUCT], what events or situations does your insurance policy cover you for?



Base: [1] All who purchased each product: Over 50s (859), [2] All with each product: Over 50s (859)

Three-quarters of GOF holders see their policy as a necessity

7% believe they could have got their policy cheaper if they had shopped around

Over 50s Plan (GOF)

Policy necessity:

Q15. If you had to make cuts to your spending, would you consider your [PRODUCT] cover to be…?

- **75%** See policy as a necessity
- **21%** Policy is nice to have
- **4%** Policy is non-essential

Cost vs. initial expectations:

Q20. How does the monthly premium you pay compare to what you expected it would be?

- **66%** Policy cost what they expected
- **11%** Cost more than expected
- **11%** Cost less than expected

Cost is best price could've got:

Q21. Do you believe the price you pay each month for the policy / policies below is the best price you could get for the cover you needed?

- **48%** Believe got best price possible
- **40%** Possibly, not sure if could've got it cheaper elsewhere
- **7%** No, could've got cheaper if shopped around

Monthly premium:

Q18/Q19. Approximately, how much do you pay each month for the policy / policies below?

Median: £25

Base: All who purchased each product: Over 50s (859), All allocated to product deep-dive: Over 50s (83)

Knowledge & understanding of cover & key product features by product:

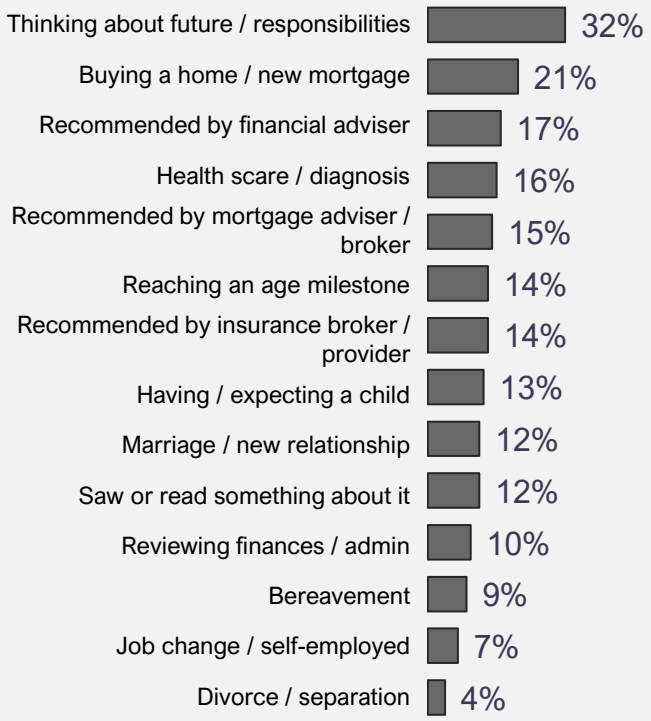
Critical Illness

Triggers are their future responsibilities
Needs are a regular income if unable to work and protect family / dependents' long-term security
Covers serious illness, disability / long-term health problems, illness / injury, death, and the costs of LTC

Critical Illness

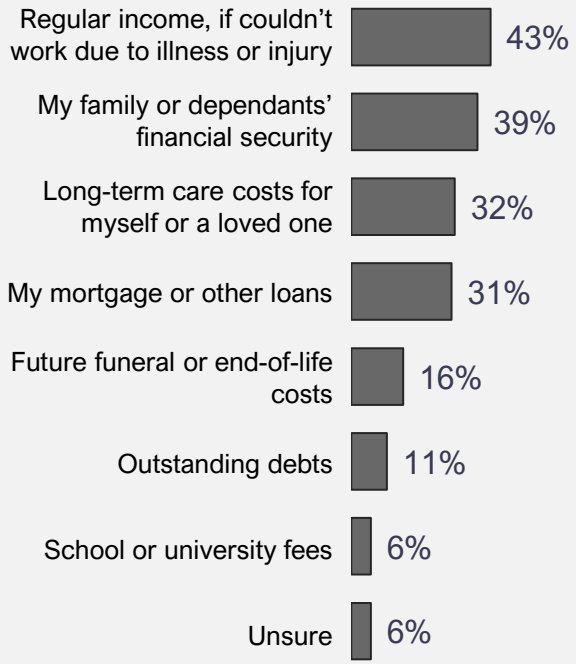
Triggers[1]:

Q13. Which of the following situations or life events played a role in your decision to take out [PRODUCT]?



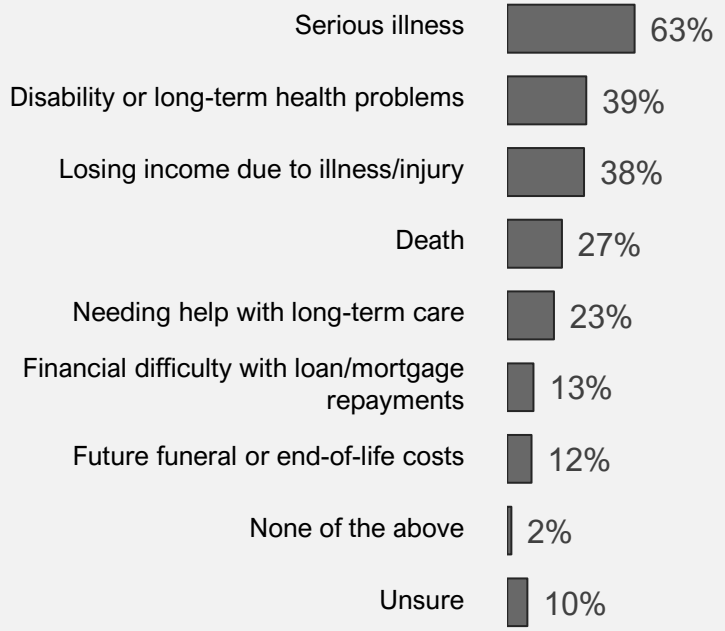
Protection needs[1]:

Q11. When you took out [PRODUCT], what were you mainly looking to protect or cover?



Policy coverage[2]:

Q10. You mentioned that you hold [PRODUCT], what events or situations does your insurance policy cover you for?



Base: [1] All who purchased each product: CIC (1942), [2] All with each product: CIC (2708)

Two-thirds of Critical Illness holders see their policy as a necessity

6% believe they could have got their policy cheaper if they had shopped around

Critical Illness

Policy necessity:

Q15. If you had to make cuts to your spending, would you consider your [PRODUCT] cover to be…?

- **66%** See policy as a necessity
- **30%** Policy is nice to have
- **4%** Policy is non-essential

Cost vs. initial expectations:

Q20. How does the monthly premium you pay compare to what you expected it would be?

- **38%** Policy cost what they expected
- **31%** Cost more than expected
- **21%** Cost less than expected

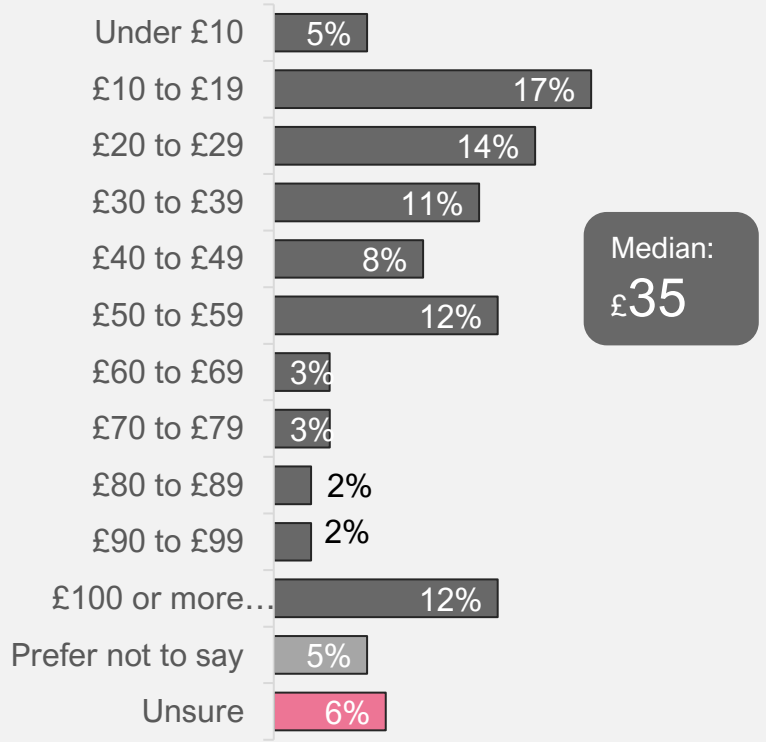
Cost is best price could've got:

Q21. Do you believe the price you pay each month for the policy / policies below is the best price you could get for the cover you needed?

- **47%** Believe got best price possible
- **42%** Possibly, not sure if could've got it cheaper elsewhere
- **6%** No, could've got cheaper if shopped around

Monthly premium:

Q18/Q19. Approximately, how much do you pay each month for the policy / policies below?



Base: All who purchased each product: CIC (1942), All allocated to product deep-dive: CIC (260)

Knowledge & understanding of cover & key product features by product:

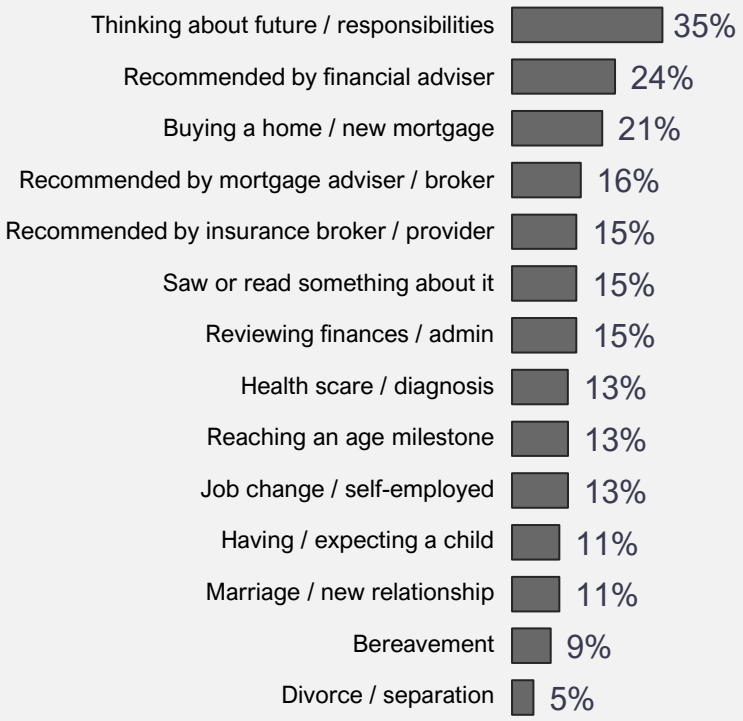
Income Protection

Triggers are their future responsibilities, professional recommendation and home purchase
Needs are a regular income and to secure family / dependents' financial security
Covers are an income in the event of illness or injury, serious illness and disability / long-term health problems

Income Protection (IP)

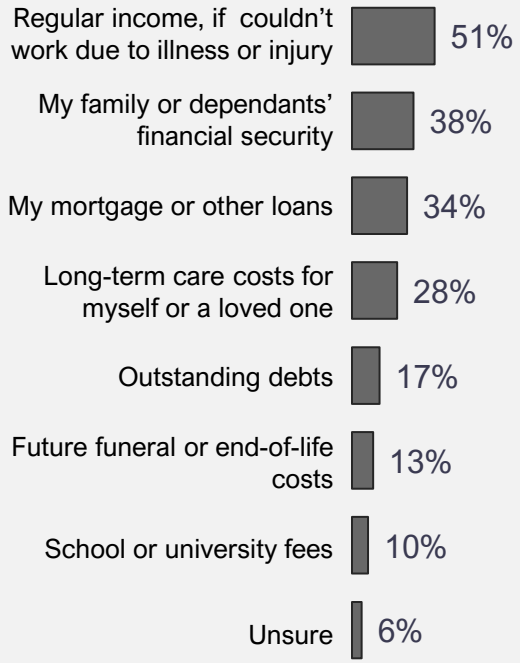
Triggers[1]:

Q13. Which of the following situations or life events played a role in your decision to take out [PRODUCT]?



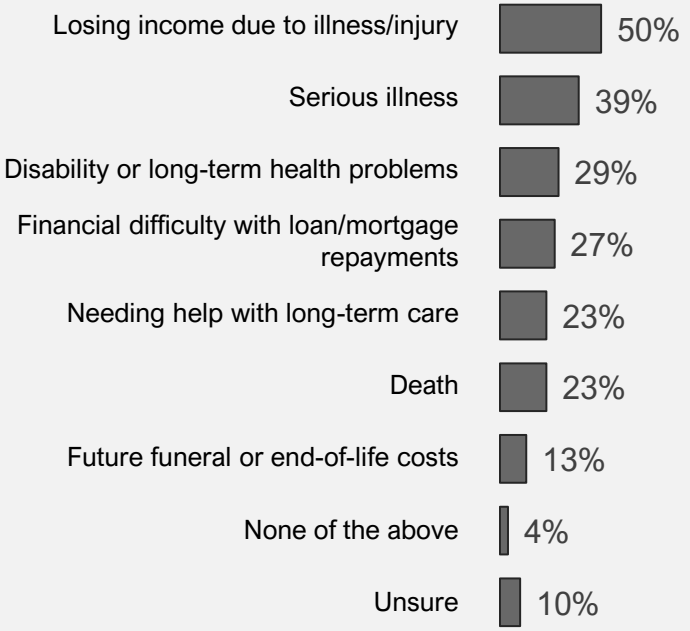
Protection needs[1]:

Q11. When you took out [PRODUCT], what were you mainly looking to protect or cover?



Policy coverage[2]:

Q10. You mentioned that you hold [PRODUCT], what events or situations does your insurance policy cover you for?



Base: [1] All who purchased each product: IP (1351), [2] All with each product: IP (2184)

Two-thirds of Income Protection holders see their policy as a necessity

11% believe they could have got their policy cheaper if they had shopped around

Income Protection (IP)

Policy necessity:

Q15. If you had to make cuts to your spending, would you consider your [PRODUCT] cover to be…?

- **66%** See policy as a necessity
- **31%** Policy is nice to have
- **4%** Policy is non-essential

Cost vs. initial expectations:

Q20. How does the monthly premium you pay compare to what you expected it would be?

- **44%** Policy cost what they expected
- **29%** Cost more than expected
- **19%** Cost less than expected

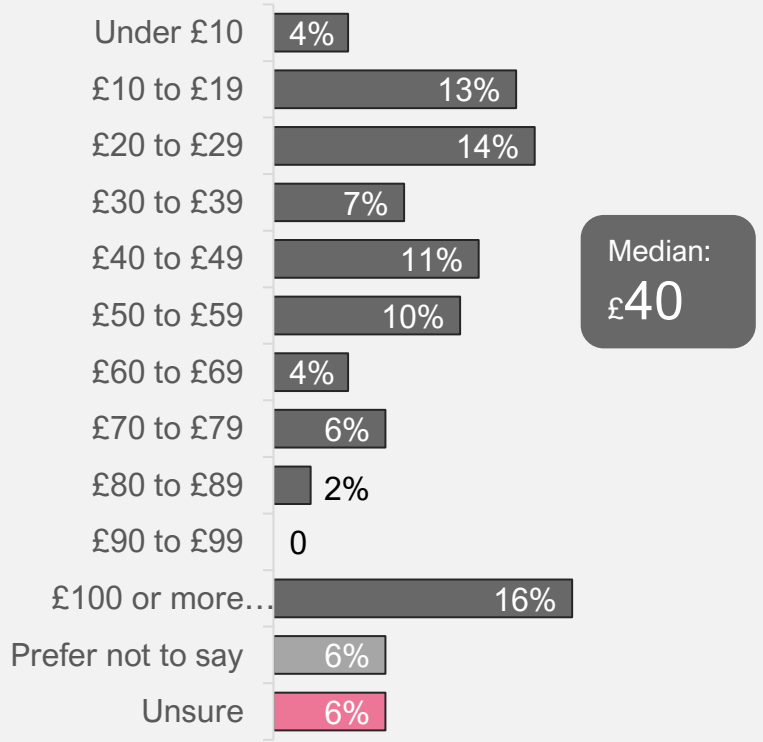
Cost is best price could've got:

Q21. Do you believe the price you pay each month for the policy / policies below is the best price you could get for the cover you needed?

- **50%** Believe got best price possible
- **33%** Possibly, not sure if could've got it cheaper elsewhere
- **11%** No, could've got cheaper if shopped around

Monthly premium:

Q18/Q19. Approximately, how much do you pay each month for the policy / policies below?



Median: £40

Base: All who purchased each product: IP (1351), All allocated to product deep-dive: IP (221)

Products purchased in the last 12-months:

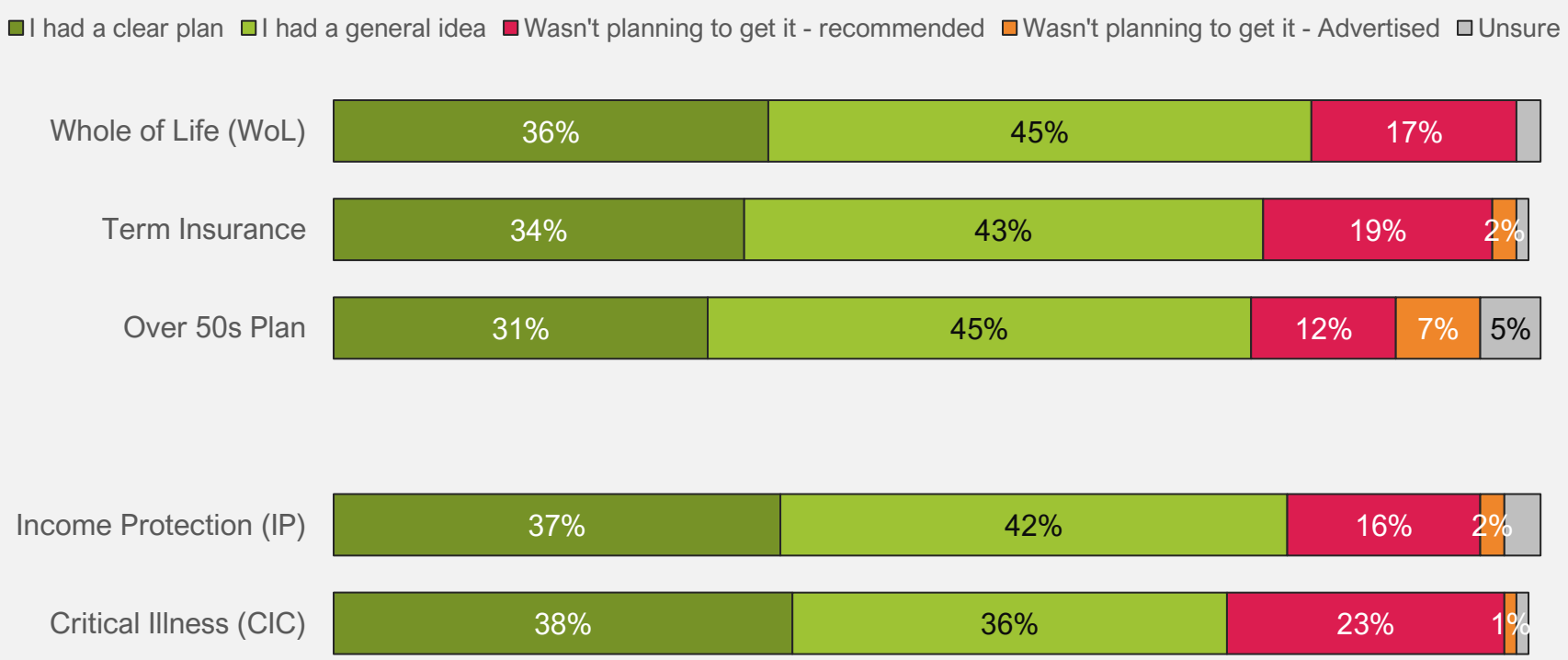
Triggers/behaviour prior to purchase

The majority of those who had purchased in the last 12 months had either a clear plan or a general idea of their needs

Though a significant minority hadn't intended to buy the policy and were influenced by recommendation

Intention to take out policy (all who bought in last 12 months %s):

Q22. Thinking back to when you took out the following insurance policy / policies, to what extent did you plan and consider the needs you had?



NOTE: All Products were shown at the same time

Base: All bought in last 12-months and allocated to product deep-dive: WoL (191), Term (193), Over 50s (89), IP (257), CIC (317)

If I wanted a really healthy insurance policy to cover me with loads of money, then I'd be paying an obscene premium.

I don't want that.

It is basic life coverage for someone of our age, that you don't have to go through 1,000,001 health checks for.

This is a nice, easy introduction into affordable coverage.

It might not cover absolutely every single, bell and whistle and everything else with add-ons. But it does what it says on the tin.

It's a good basic coverage for life insurance for someone 50+.

[Over 50s Plan (GOF), recent Direct buyer]

Almost three in ten had a medical condition at the time of purchase
A similar proportion for all policies, except GOF, had to compromise on cover
– affordability was an issue along with health and not being able to include all the options wanted

Pre-existing medical condition/s:

Q42. At the time of buying the policy / policies below, did you have any pre-existing medical conditions?

29%

Had medical condition at the time of taking out the policy

Had to compromise on level of cover:

Q43. When you took out the policy / policies below, did you feel you had to compromise on the type or level of cover at all?

% Yes - had to compromise	%
Term Insurance	28%
Whole of Life (WoL)	25%
Critical Illness (CIC)	25%
Income Protection (IP)	24%
Over 50s Plan (GOF)	18%

Why felt needed to compromise*:

Q44. When buying the policy / policies below, why do you feel you needed to compromise on the type or level of cover?

	All Policy Types (Stacked Data)	Term	IP	CIC
Couldn't afford the cover I ideally wanted	25%	29%	19%	23%
Health limited what I could get	27%	17%	33%	26%
Process felt confusing or overwhelming	26%	18%	38%	24%
Policy options didn't cover everything ideally wanted	30%	35%	27%	36%
Didn't fully understand the choices available	18%	23%	20%	17%
Was declined for some types of cover	19%	14%	19%	26%
Unsure	6%	7%	4%	4%

Ways needed to compromise*:

Q45. And how did you compromise when selecting the cover?

	All Policy Types (Stacked Data)	Term	IP	CIC
I chose a lower payout or benefit than I wanted	27%	37%	26%	28%
I chose a simpler or more basic type of cover	32%	31%	28%	33%
I went with the first option that was accepted	21%	18%	21%	22%
I removed some features I initially wanted	28%	25%	31%	32%
I accepted a policy I wasn't fully confident about	21%	18%	37%	12%
Unsure	5%	6%	2%	7%

* NB. Base sizes too small to show all who needed to compromise for WoL and GOF

Base: All bought in last 12-months and allocated to product deep-dive: WoL (90), Term (166), Over 50s (83), IP (221), CIC (260); All who needed to compromise: Term (49), IP (58), CIC (66)

Compared to the wider sample of Protection holders, those who bought a policy in the last 12 months are more likely to report characteristics of vulnerability

– these more recent buyers tend to be high-earning workers in younger age groups, with slightly higher levels of non-mortgage debt

		Pure Protection holders	Bought last 12 months
Gender	Male	53%	55%
	Female	47%	45%
Age	18-34	29%	48%
	35-49	30%	29%
	50-64	25%	17%
	65-74	9%	4%
	75+	6%	1%
Working Status	Employed / SE	76%	86%
	Retired	14%	5%
	Not working	10%	9%
Married / Living as Married	Yes	73%	74%
	No	27%	26%
Dependents (Under 18)	Yes	52%	59%
	No	48%	41%

		Pure Protection holders	Bought last 12 months
Personal Income	Under £20,000	20%	15%
	£20k to £39,999	33%	31%
	£40k to £59,999	17%	17%
	£60k or more	23%	31%
Savings	None	7%	7%
	£1 to £9,999	36%	40%
	£10,000 or more	46%	46%
Mortgage	Yes	36%	37%
	No	64%	63%
Non-Mortgage Debt	None	31%	23%
	£1 to £9,999	49%	54%
	£10,000 or more	13%	15%
Vulnerability	Low resilience	22%	29%
	Low capability	11%	12%
	Poor health	12%	17%
	Negative life event	29%	36%

While income tends to be higher among recent buyers, these are often “squeezed” incomes (with higher holding of credit products/borrowing) – and people don’t necessarily have reserves to fall back on.

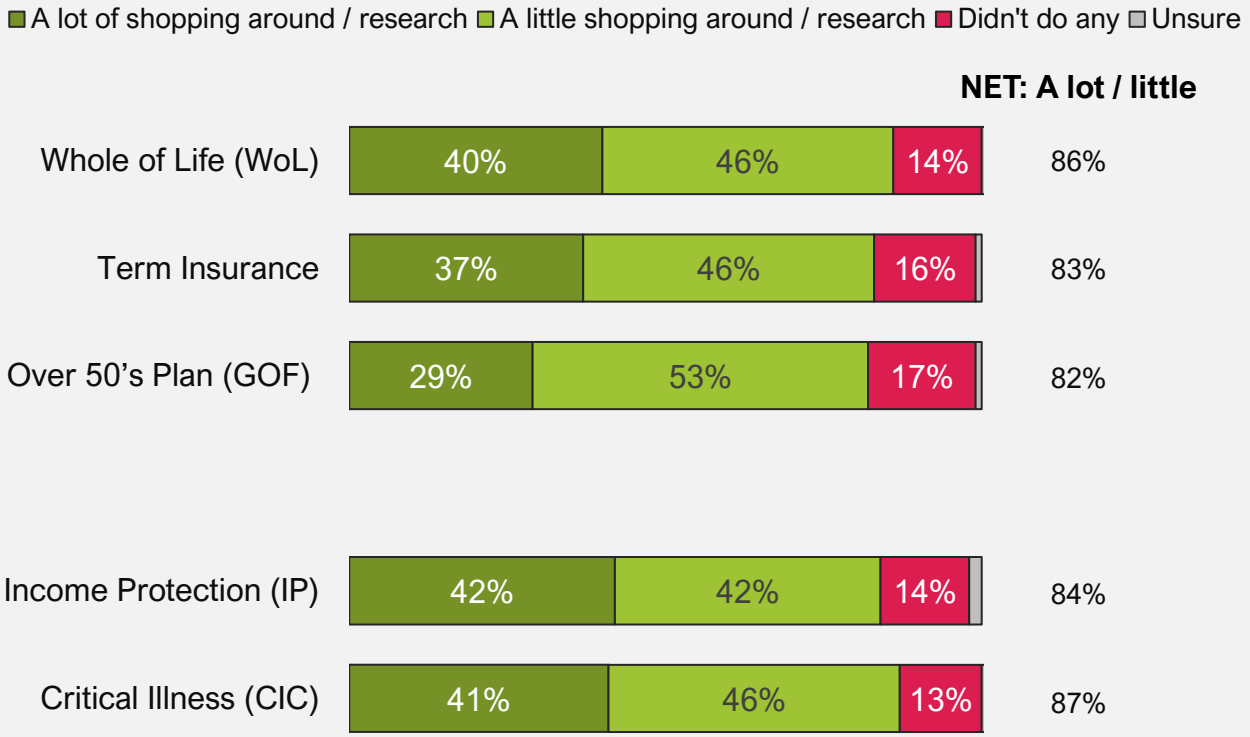
Recent purchasers also over-index on major life events which often serve as triggers.

Base: All Pure Protection Holders (6104), All who bought in last 12 months (640): S2, S3/S4, S6, Q68/Q69, Q70, Q80/Q81/Q82, S7, Q6

Most had shopped around to some extent and found this process easy

Shopping around for policies (all who bought in last 12 months %s):

Q23. When buying the policy / policies below, to what extent did you personally shop around and compare different policies / options?



NOTE: All Products were shown at the same time

Ease of comparing policies / options:

(those who shopped around)

Q24. How easy or difficult did you find it to compare the policies / options?

%	WoL	Term	GOF	IP	CIC
Very Easy	30%	17%	19%	27%	25%
Fairly Easy	41%	50%	51%	44%	44%
Neither / Nor	19%	17%	22%	19%	15%
Fairly Difficult	8%	14%	7%	10%	13%
Very Difficult	2%	1%	1%	1%	3%
NET: Easy	71%	67%	70%	70%	69%
NET: Difficult	10%	16%	8%	11%	16%

The main reasons cited for not shopping around or found it difficult:

- Thought all policies were the same (26%)
- Didn't know where to start (25%)
- Found it hard to compare policy features (25%)
- Unsure what they needed (21%)
- Found it hard to compare prices (17%)
- First policy I came across seemed good enough (16%)
- Didn't have time (17%)

Base: Those who didn't shop around or found it difficult (154)

Base: All bought in last 12-months and allocated to product deep-dive: WoL (191), Term (193), Over 50s (89), IP (257), CIC (317), Shopped around: WoL (161), Term (160), Over 50s (73), IP (214), CIC (269)

Products purchased in the last 12-months:

The sales process

Most of those who purchased policies in the last 12 months used information sources to help them to decide

Information sources used (bought in last 12 months):

Q26. Which if any, of the following information sources helped you to think about or decide on the policy / policies?

92% took information in

%	Bought Last 12M	WoL	Term	GOF	IP	CIC
Online searches, reviews, social media	35%	27%	30%	21%	37%	39%
Price Comparison Websites	35%	43%	39%	23%	39%	34%
Friends or family / colleagues	34%	36%	34%	16%	33%	37%
Pension or Insurance company website	30%	30%	31%	20%	29%	33%
Money Saving Expert	24%	34%	25%	20%	21%	26%
Government websites (MAPS etc.)	17%	8%	15%	14%	18%	22%
TV, Radio or Money Podcasts	11%	6%	12%	10%	11%	11%
None of the above	8%	7%	10%	20%	8%	7%

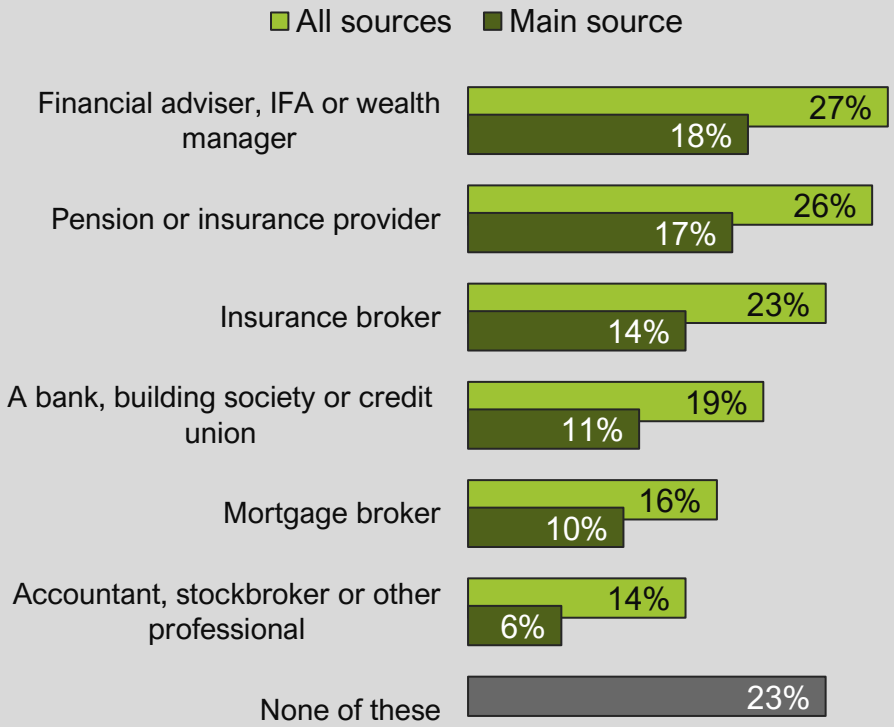
NOTE: All Products were shown at the same time

46% used just one type of adviser, of which:

- 56% spoke to just a single adviser
- 40% spoke to more than one adviser or firm

Sources of professional support (last 12 months):

Q27. And which, if any, of the following sources of professional support did you use to reach a decision?

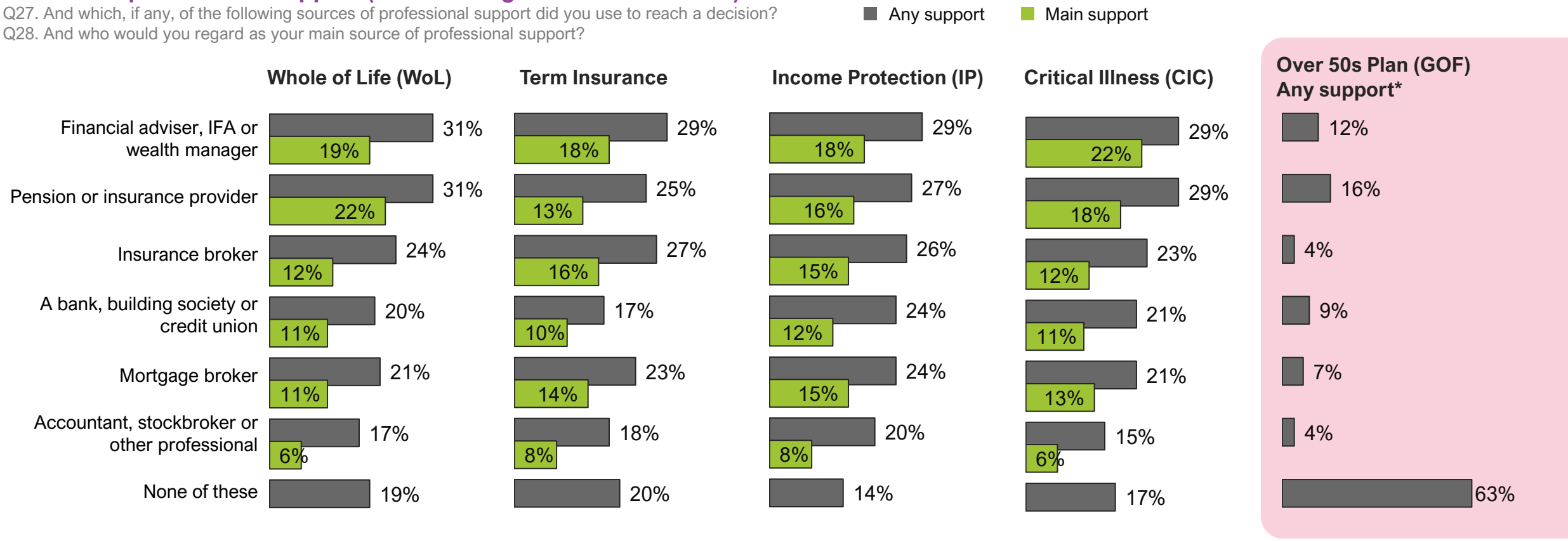


Base: All who purchased Pure Protection Products in the last 12-months, products selected for deep dive (643), WoL (90), Term (166), GOF (83), IP (219), CIC (260) Q33

Usage of professional support is high with the exception of GOF purchasers

Sources of professional support (all who bought in last 12 months):

Q27. And which, if any, of the following sources of professional support did you use to reach a decision?
Q28. And who would you regard as your main source of professional support?



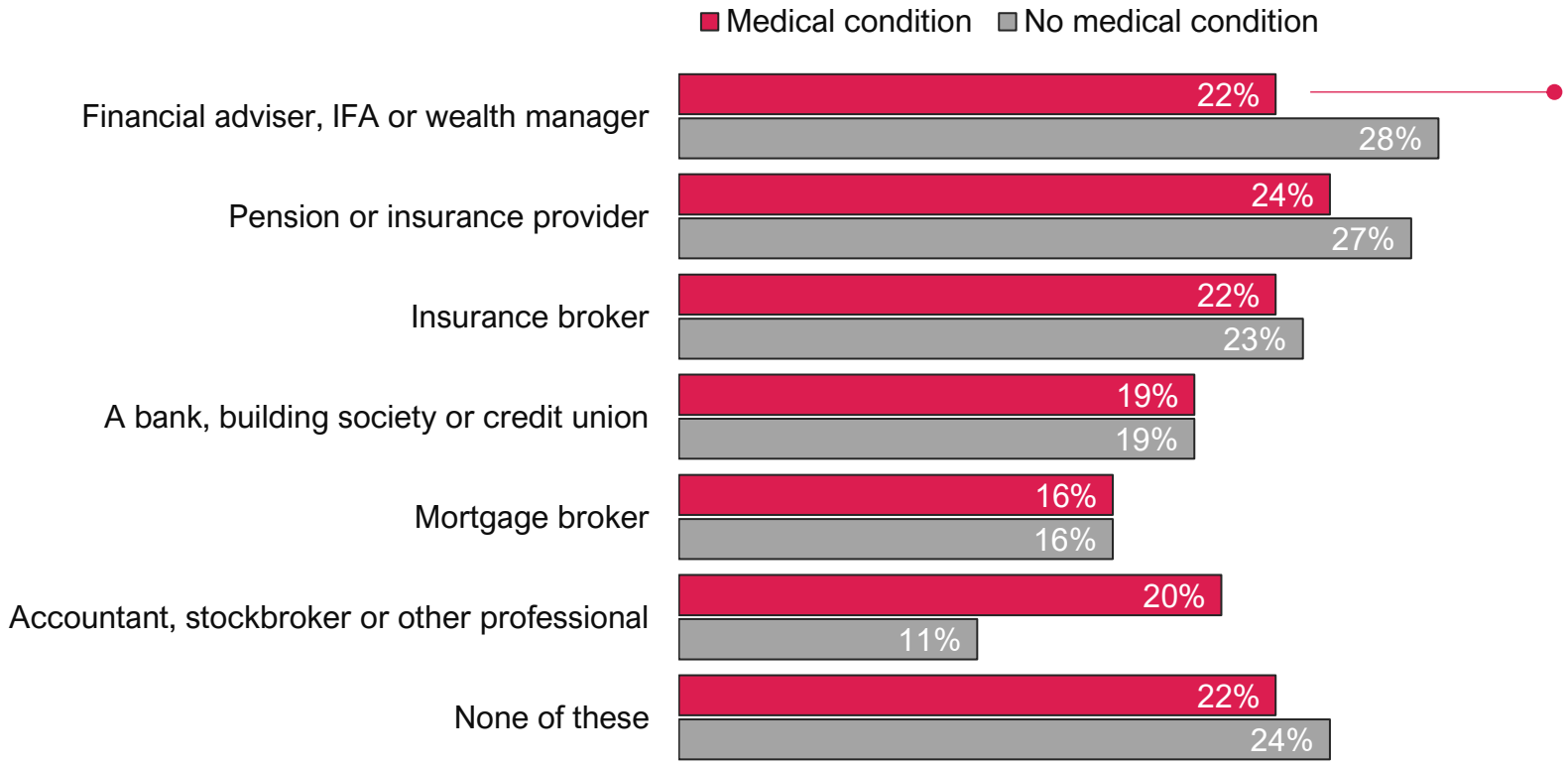
NOTE: All Products were shown at the same time * Base too small to report main source of professional support

Base: All bought in last 12-months and allocated to product deep-dive: WoL (191), Term (193), Over 50s (89), IP (257), CIC (317)

At an overall level (i.e. across all products), there are relatively few differences between those with a medical condition and those without (at the time of buying) when it comes to the sources of professional support used

Sources of professional support (all who bought in last 12 months):

Q27. And which, if any, of the following sources of professional support did you use to reach a decision?



While there is a suggestion those with a medical condition are less likely to use an IFA / FA, this is largely a feature of GOF:

- 40% of those buying Over 50s Plans had a medical condition (vs. 29% overall) – and GOF is typically bought direct

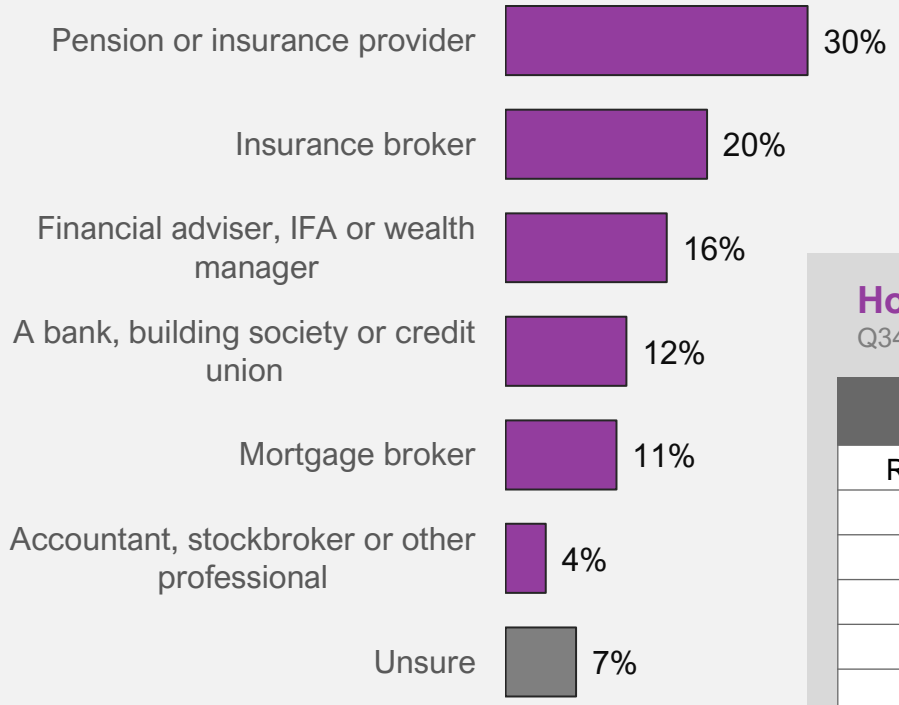
NOTE: All Products were shown at the same time

Base: All bought in last 12-months and allocated to product deep-dive: Medical condition (179), No medical condition (464)

The purchase channel used most overall was a pension or insurance provider, followed by insurance broker and IFA

Purchase channel (bought in last 12 months):

Q31. And how did you actually purchase the policy/policies below?



NOTE: All Products were shown at the same time

% by Product Bought	WoL	Term	GOF	IP	CIC
Pension or insurance provider	33%	25%	58%	20%	30%
Insurance broker	23%	21%	7%	21%	18%
Financial adviser, IFA or wealth manager	10%	16%	12%	16%	19%
Bank, Building Society or Credit Union	10%	11%	11%	14%	10%
Mortgage broker	14%	16%	1%	16%	14%
Accountant, stockbroker or other professional	6%	5%	0%	6%	3%
Unsure	5%	7%	10%	8%	6%

How sourced (purchase channel) (bought in last 12 months):

Q34. How did you find the [PURCHASE CHANNEL] who helped you make your decision on the policy / policies below?

	%	Differences by purchase channel
Recommended by a friend / family member	30%	*IFA / FA 42%, Accountant/Other 38%*
Searched online and contacted directly	27%	*Pension Provider 33%*
I'd used them before / well known brand	20%	*Bank / Building Society 29%*
Recommended by another professional	18%	*Accountant/Other 36%, IFA / FA 30%*
Saw or read something about them	18%	*Accountant/Other 25%*
Found through comparison site	16%	
Introduced by third party	14%	*Bank / Building Society 21%, IFA / FA 21%*

Base: All who purchased Pure Protection Products in the last 12-months, products selected for deep dive (643), WoL (90), Term (166), GOF (83), IP (219), CIC (260), all who used support to purchase (601)

It can be overwhelming.

There's so much information you're thinking “am I choosing the right company? Am I choosing the right cover?”

[Critical Illness Cover (CIC), recently bought via an intermediary]

It was my annual pension review.

The financial advisor there suggested that I talk to someone about critical illness and income protection.

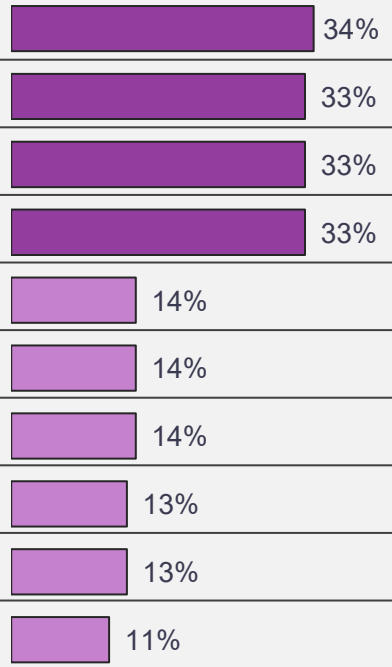
So, I was put in touch with another broker.

[Income Protection (IP), recently bought via an intermediary]

The main reasons for seeking professional support were expert help in decision making, help in understanding options clearly, help in finding the best price/deal, and reassurance

Reasons used professional support (bought in last 12 months):

Q32. Why did you use professional support?



		Bank / BS	IFA / FA	Insurance /Pension Provider	Mortgage Broker	Insurance Broker	Accountant / Other*
I wanted expert help to make the right decision	34%	29%	43%	30%	36%	35%	21%
I wanted someone to explain the options clearly	33%	23%	38%	32%	33%	35%	36%
To find the best price / deal	33%	28%	39%	35%	18%	36%	25%
I wanted reassurance that I was doing the right thing	33%	38%	41%	34%	17%	32%	24%
It was suggested to me by another professional	14%	20%	21%	10%	12%	7%	20%
I didn't know where to start on my own	14%	17%	14%	11%	9%	13%	22%
I didn't feel confident making the decision on my own	14%	15%	18%	9%	13%	14%	20%
I'd used one before and had a good experience	13%	23%	17%	9%	12%	12%	6%
I had a complex situation and needed tailored advice	13%	16%	20%	13%	9%	9%	11%
I didn't have time to research everything myself	11%	8%	11%	14%	13%	7%	7%

NOTE: All Products were shown at the same time

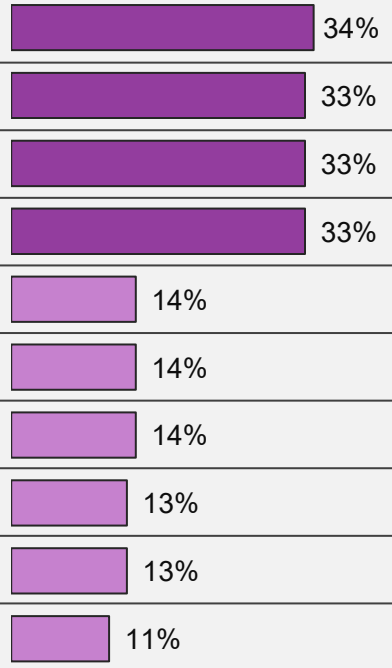
* Caution: Small base size

Base: All who purchased Pure Protection Products in the last 12-months (494): Pension/insurance provider (123), Insurance Broker (110), FA/IFA (101), Bank, BS (66), Mortgage Broker (62), Accountant,/other (26)

The main reasons for using professional support are consistent by product
– those taking out CIC & IP are more likely to mention expert help to make the right decision

Reasons used professional support (bought in last 12 months):

Q32. Why did you use professional support?



		Term Insurance	Whole of Life	Over 50s Plan*	Critical Illness	Income Protection
I wanted expert help to make the right decision	34%	28%	29%	32%	38%	38%
I wanted someone to explain the options clearly	33%	35%	35%	12%	34%	34%
To find the best price / deal	33%	32%	36%	20%	30%	37%
I wanted reassurance that I was doing the right thing	33%	27%	38%	28%	33%	36%
It was suggested to me by another professional	14%	15%	12%	8%	12%	14%
I didn't know where to start on my own	14%	14%	8%	23%	18%	17%
I didn't feel confident making the decision on my own	14%	16%	13%	7%	16%	16%
I'd used one before and had a good experience	13%	17%	8%	9%	12%	14%
I had a complex situation and needed tailored advice	13%	15%	8%	3%	15%	10%
I didn't have time to research everything myself	11%	10%	13%	0%	13%	12%

NOTE: All Products were shown at the same time

Base: All who purchased Pure Protection Products in the last 12-months (494): Term (134), WoL (64), GOF (28), CIC (221), IP (188) * Caution: Small base size

You know, he did put in a lot of time in, I suppose.

He obviously prepared reports for me.

There was a lot of documentation that was provided. There was a lot of discussion. There was a lot of reviewing of the details.

So, I did feel that the whole overall process was in my interest to find out what was the best thing for me.

[Income Protection (IP), recently bought via an intermediary]

He was great.

I'd give him a nine out of 10.

He was really diligent.

He bided his time, he was patient.

He took my personal needs into account.

Didn't try to push anything on to me.

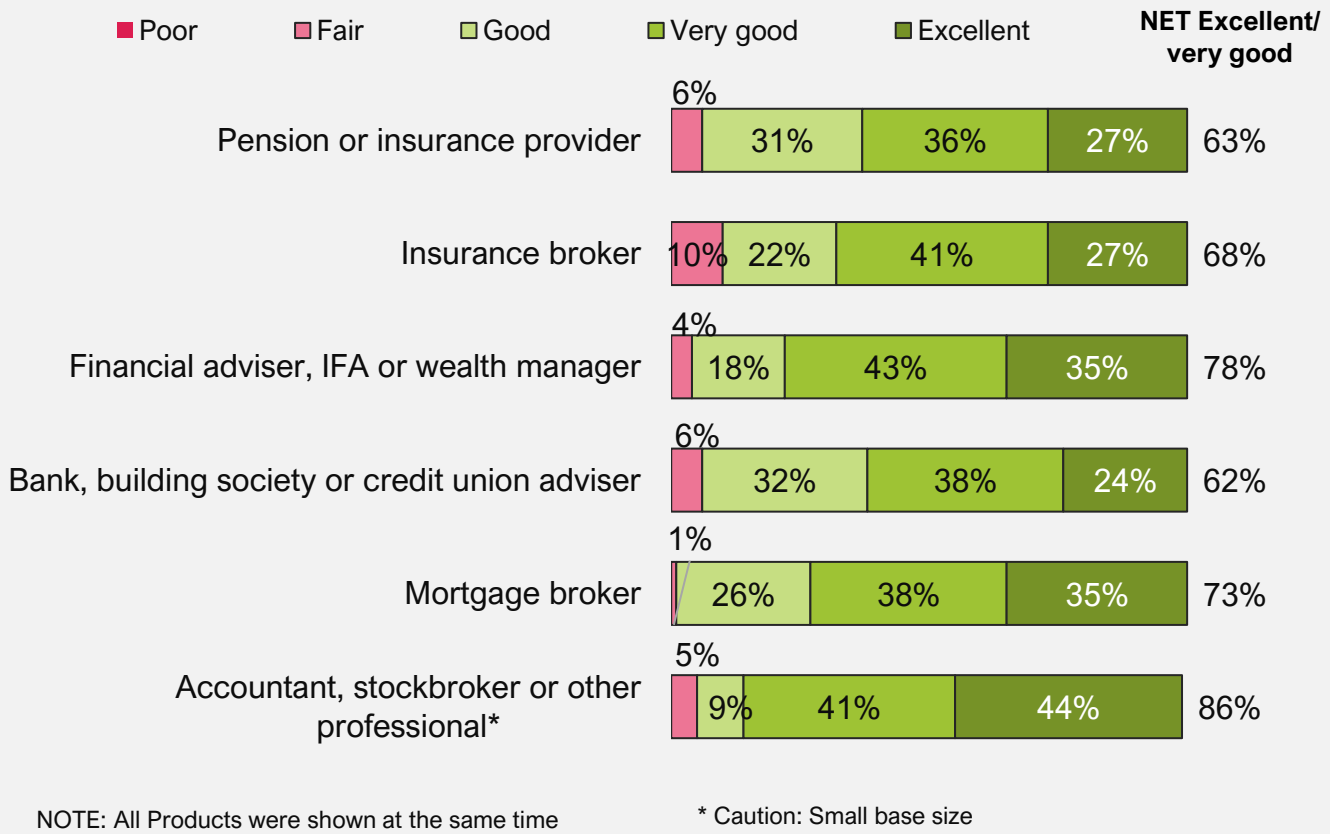
[Critical Illness Cover (CIC), recently bought via an intermediary]

The overwhelming majority rated the support that they received as good or better with 60% or more rating it very good / excellent

Professional advisers were most likely to be rated excellent or very good

Rating support received (bought in last 12 months):

Q35. Overall, how would you rate the support your received from the [PURCHASE CHANNEL]?



NOTE: All Products were shown at the same time

* Caution: Small base size

% NET Excellent/very good by Product Bought	
Term Insurance	67%
WoL	65%
GOF	58%
CIC	73%
IP	77%

Role [PURCHASE CHANNEL] played (last 12 months):

Q38. How would you describe the role your xxx played in helping you choose the policy / policies below?

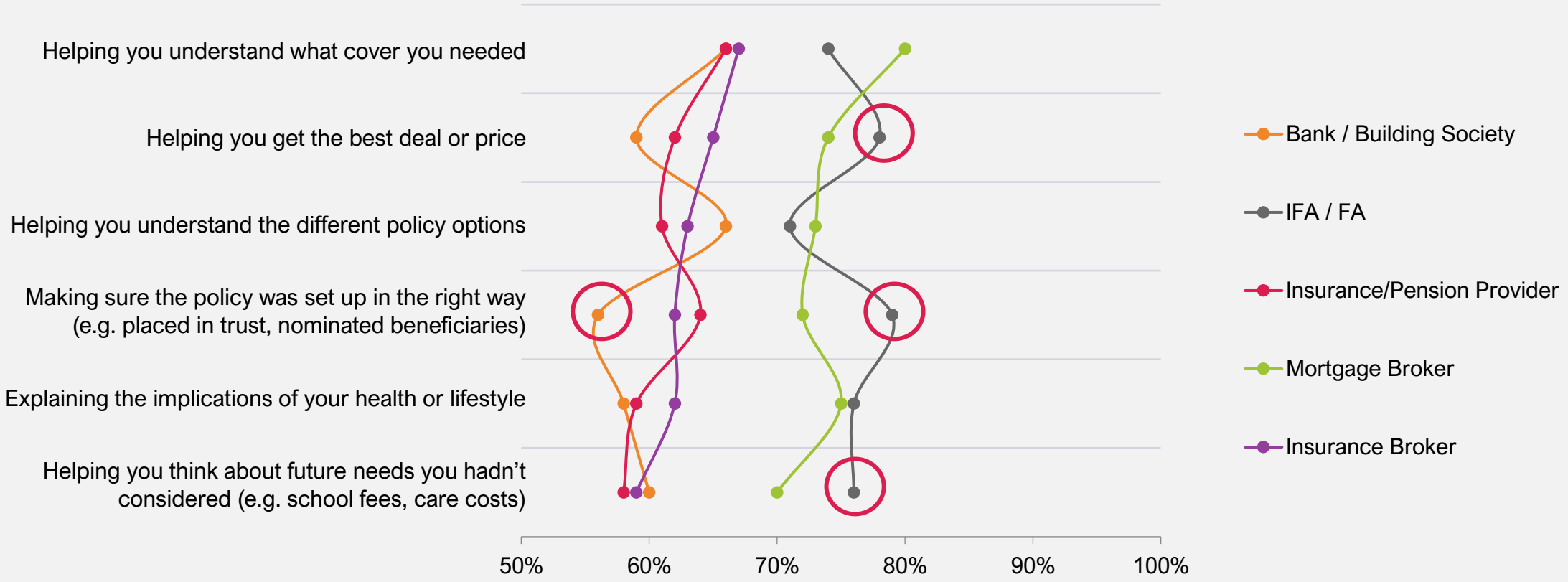
	%	Differences
Made a specific recommendation(s), based on your needs, on which policy / policies to take	37%	IFA / FA 41%, Insurance Broker 43%
Talked through a menu of policy options, but left it to you to decide which was best for you	31%	Mortgage Broker 44%
Gave general, useful information or guidance, but without a recommendation	21%	
Explained the policy/polices being offered, but they only offered a single choice	8%	

Base: All who purchased Pure Protection Products in the last 12-months: Pension/insurance provider (198), Insurance Broker (129), FA/IFA (107), Bank, BS (78), Mortgage Broker (63), Accountant, stockbroker/other (26)

Overall IFAs and mortgage brokers performed better in terms of the support provided than other purchase channels

Rating specific aspects of support received (bought in last 12 months) - % excellent/very good:

Q36. Thinking about the support or help you received from [PURCHASE CHANNEL], how would you rate that support in each of the following areas?

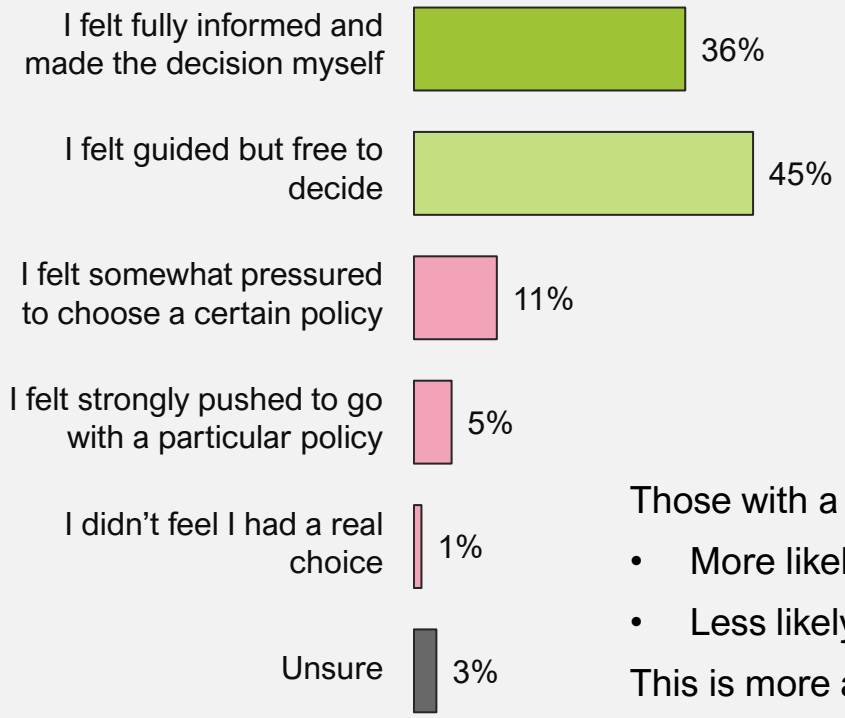


Base: All who purchased Pure Protection Products in the last 12-months: Pension/insurance provider (198), Insurance Broker (129), FA/IFA (107), Bank, BS (78), Mortgage Broker (63)

Discussions with the chosen purchase channel were viewed positively – only 17% felt pressure to buy

How felt discussing (bought in last 12 months):

Q41. When you discussed protection insurance with your [PURCHASE CHANNEL], which best describes how you felt?



Number of separate meetings/conversations (bought in last 12 months):

Q40. How many separate meetings or conversations did you have with your [PURCHASE CHANNEL], before buying the policy / policies below?

No of separate meetings	Mean	Median
Bank/ Building Society	2.5	2
IFA / FA	2.8	3
Pension / Insurance Provider	2.0	2
Mortgage Broker	2.5	2
Insurance Broker	2.4	2
Accountant / Other	2.2	2

No of separate meetings	Mean	Median
Whole of Life (WoL)	2.4	2
Term Insurance	2.4	2
Over 50s Plan (GOF)	1.7	1
Income Protection (IP)	2.4	2
Critical Illness (CIC)	2.5	2

Those with a medical condition at the time of purchase are:

- More likely to say they felt **somewhat pressured** (21% vs. 7% of those without a condition)
- Less likely to say they felt **fully informed** (28% vs. 39%)

This is more a feature of the product & purchase channel than having a medical condition per se

Base: All who purchased Pure Protection Products in the last 12-months (601): Pension/insurance provider (198), Insurance Broker (129), FA/IFA (107), Bank, BS (78), Mortgage Broker (63), Accountant/other (26)

Three-quarters felt that the support they received could have been improved – with feedback pointing to a broad range of areas rather than one standout issue

How support could've been improved (bought in last 12 months):

Q37. And thinking about the support you received from the [PURCHASE CHANNEL], how could it have been improved?

		Bank / BS	IFA / FA	Provider	Mortgage Broker	Insurance Broker	Accountant / Other*
Explained more about how the policy works	26%	30%	31%	21%	26%	26%	29%
Explained your options more clearly	24%	23%	27%	23%	23%	23%	16%
Helped you think more about things you hadn't considered	24%	25%	33%	20%	19%	21%	32%
Explained more about how they were paid	20%	17%	26%	16%	16%	24%	17%
Make the exclusions easier to understand	20%	20%	24%	21%	12%	15%	40%
Offered more product options or provider choices	20%	19%	27%	14%	17%	23%	24%
By providing an actual recommendation	20%	34%	25%	10%	16%	25%	20%
Taken more time to understand you	17%	25%	28%	9%	12%	15%	30%
No improvements needed	24%	15%	17%	30%	31%	23%	11%

NOTE: All Products were shown at the same time

* Caution: Small base size

Base: All who purchased Pure Protection Products in the last 12-months (601): Pension/insurance provider (198), Insurance Broker (129), FA/IFA (107), Bank, BS (78), Mortgage Broker (63), Accountant/other (26)

Reasons for how support could be improved vary slightly by product

– GOF buyers are less likely to cite individual factors while CIC & Term Insurance buyers are more likely to say their options could have been explained more clearly

How support could've been improved (bought in last 12 months):

Q37. And thinking about the support you received from the [PURCHASE CHANNEL], how could it have been improved?

		Term Insurance	Whole of Life	Over 50s Plan	Critical Illness	Income Protection
Explained more about how the policy works	26%	27%	20%	12%	27%	29%
Explained your options more clearly	24%	26%	16%	18%	26%	17%
Helped you think more about things you hadn't considered	24%	23%	20%	9%	27%	20%
Explained more about how they were paid	20%	20%	20%	8%	19%	25%
Make the exclusions easier to understand	20%	16%	23%	9%	22%	18%
Offered more product options or provider choices	20%	17%	14%	13%	21%	23%
By providing an actual recommendation	20%	23%	13%	7%	20%	21%
Taken more time to understand you	17%	20%	13%	8%	14%	19%
No improvements needed	24%	21%	36%	32%	25%	26%

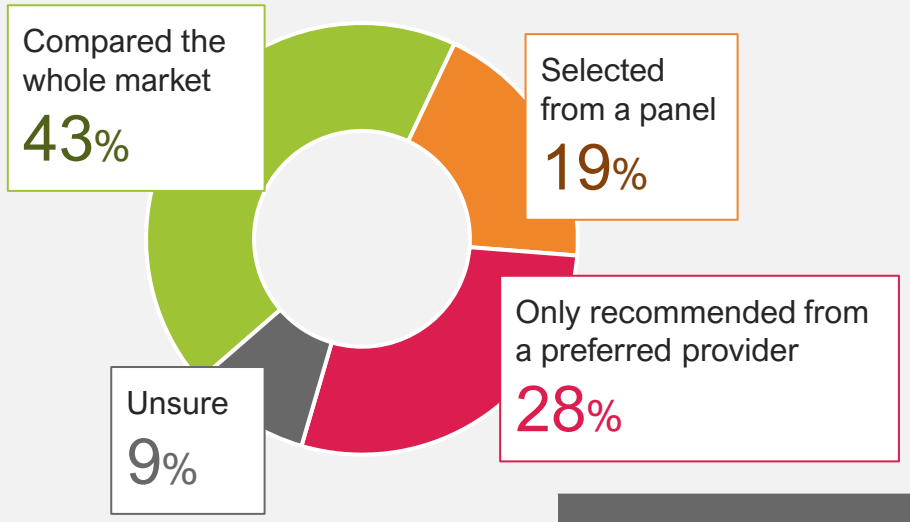
NOTE: All Products were shown at the same time

Base: All who purchased Pure Protection Products in the last 12-months (601): Term (157), WoL (85), GOF (74), CIC (245), IP (204)

IFAs, Insurance and Mortgage brokers were most likely to have given buyers the option of more than one provider (comparing the whole market or selecting from a panel of providers)

Scope of professional support searches:

Q39. When your [PURCHASE CHANNEL] described the range of insurers or policies they could offer you, which of the following best fits with their approach?



	Bank / BS	IFA / FA	Provider	Mortgage Broker	Insurance Broker	Account-ant / Other
Compared the whole market	42%	46%	39%	42%	49%	33%
They selected from a panel	12%	25%	18%	26%	18%	14%
Only recommended from preferred provider	39%	23%	27%	26%	27%	41%
Unsure	8%	6%	15%	6%	5%	11%
NET: Whole market / panel	54%	71%	57%	68%	67%	47%

Base: All who purchased Pure Protection Products in the last 12-months (601): Pension/insurance provider (198), Insurance Broker (129), FA/IFA (107), Bank, BS (78), Mortgage Broker (63), Accountant/other (26)

Products purchased in the last 12-months:

Choosing a policy & provider

the big window

All of a sudden it felt like Instagram, Facebook, and every other ad was being pushed, in the over fifties departments.

So that, I would say… more through repetition of advertising.

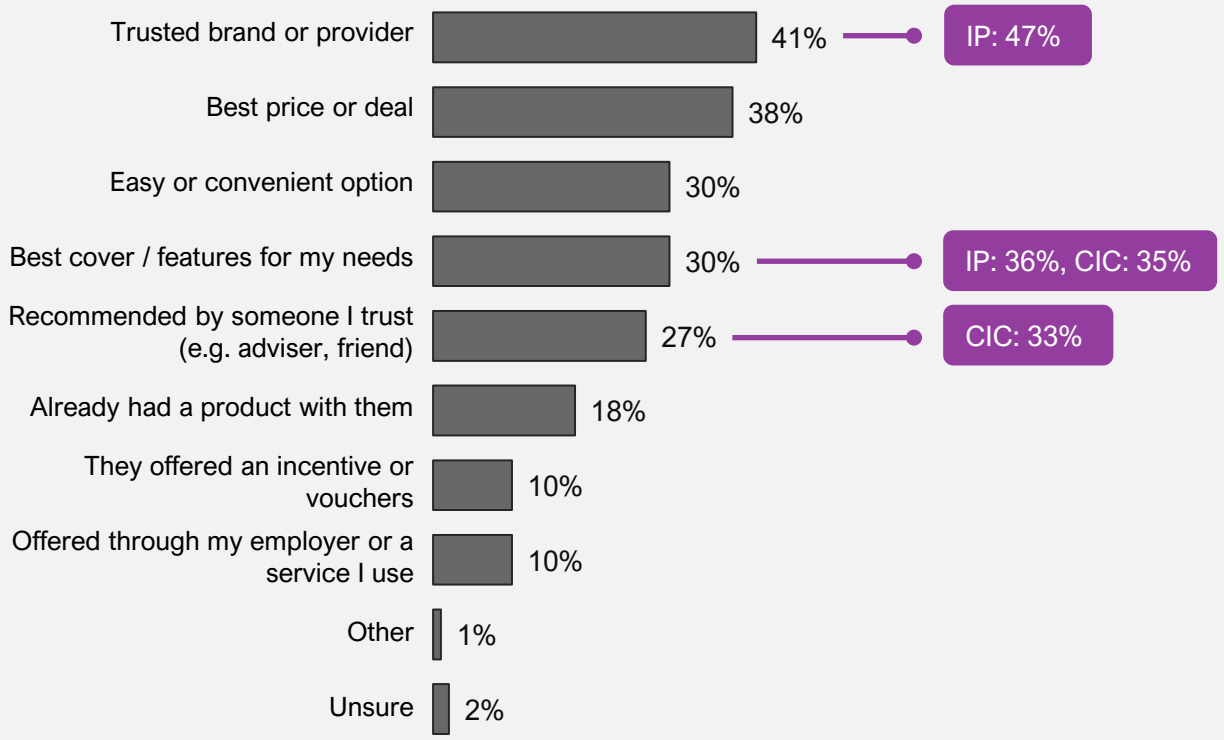
It did sow a bit of a seed and certainly made me think about it.

[Over 50s Plan (GOF), recent Direct buyer]

Policies and providers were selected for a variety of reasons including trust in brand / provider, best price or deal, convenience, cover / features and recommendation

Drivers of policy / provider choice (all who bought in last 12 months):

Q55. Why did you decide to buy the policy / policies from [PROVIDER]?

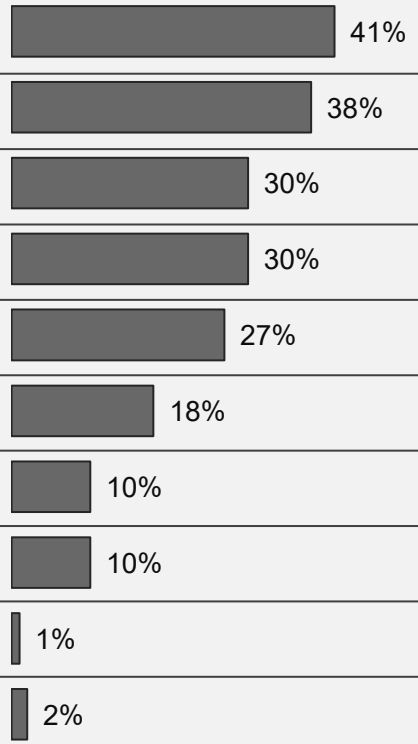


Base: All policies bought in last 12-months – stacked data (599), All bought in last 12-months and allocated to product deep-dive: WoL (83), Term (155), Over 50s (77), IP (204), CIC (248)

Drivers of policy/provider choice follow a similar hierarchy by product – those taking out IP are more likely to mention ‘trusted brand or provider’ while the ‘best cover for my needs’ and ‘recommended’ is much lower for GOF

Drivers of policy / provider choice (all who bought in last 12 months):

Q55. Why did you decide to buy the policy / policies from [PROVIDER]?



	Term Insurance	Whole of Life	Over 50s Plan	Critical Illness	Income Protection
Trusted brand or provider	40%	35%	37%	41%	47%
Best price or deal	40%	41%	21%	41%	41%
Easy or convenient option	30%	23%	26%	29%	30%
Best cover / features for my needs	24%	31%	14%	35%	36%
Recommended by someone I trust (e.g. adviser, friend)	25%	30%	16%	33%	27%
Already had a product with them	18%	17%	18%	18%	18%
They offered an incentive or vouchers	11%	4%	10%	13%	7%
Offered through my employer or a service I use	13%	8%	1%	11%	10%
Other	2%	1%	4%	1%	1%
Unsure	2%	1%	5%	2%	1%

Base: All policies bought in last 12-months – stacked data (599), All bought in last 12-months and allocated to product deep-dive: WoL (83), Term (155), Over 50s (77), IP (204), CIC (248)

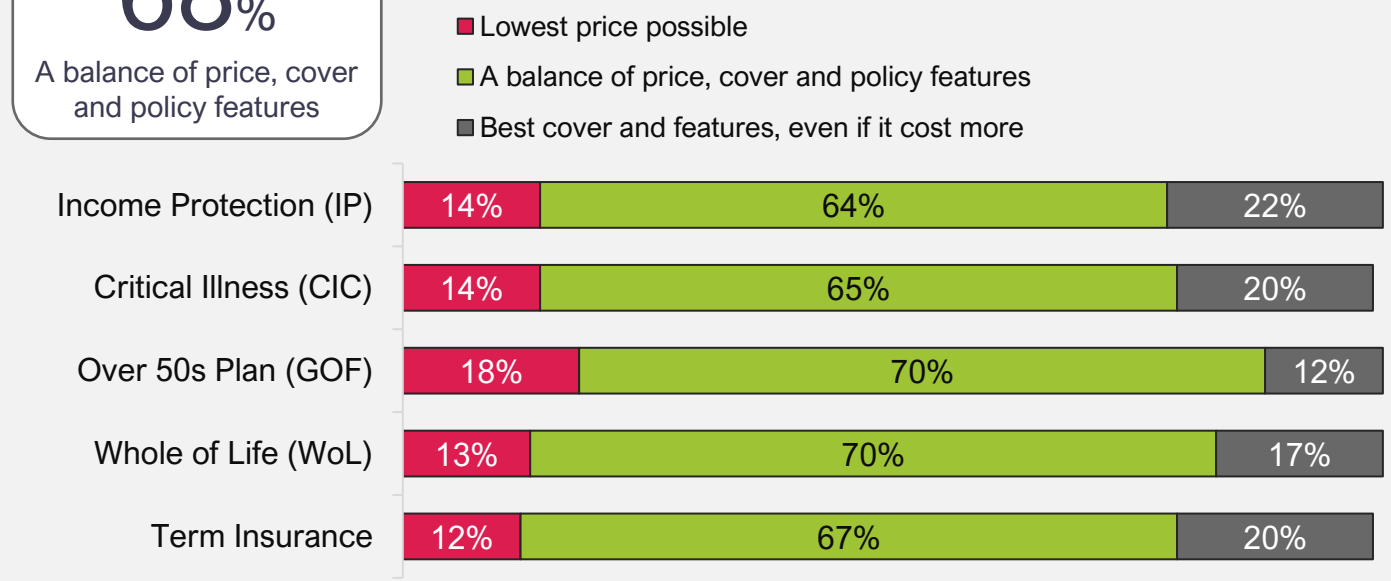
'A balance of price, cover and policy features', is more of a priority than 'best cover and features even if it costs more' and particularly 'lowest price possible'

Priorities when buying – price vs. cover (bought in last 12 months):

Q56. Thinking about the policy / policies below, what mattered more to you when choosing your policy, the lowest price possible or getting the best cover and features?

All Policies (Stacked Data)

68%
A balance of price, cover and policy features



At both an overall and individual product level, there's little to suggest those with a medical condition at the time of purchasing had different priorities to those without (70% and 67% respectively said "a balance of price, cover and policy features")

Base: All policies bought in last 12-months – stacked data (640), All bought in last 12-months and allocated to product deep-dive: WoL (90), Term (166), Over 50s (83), IP (221), CIC (260)

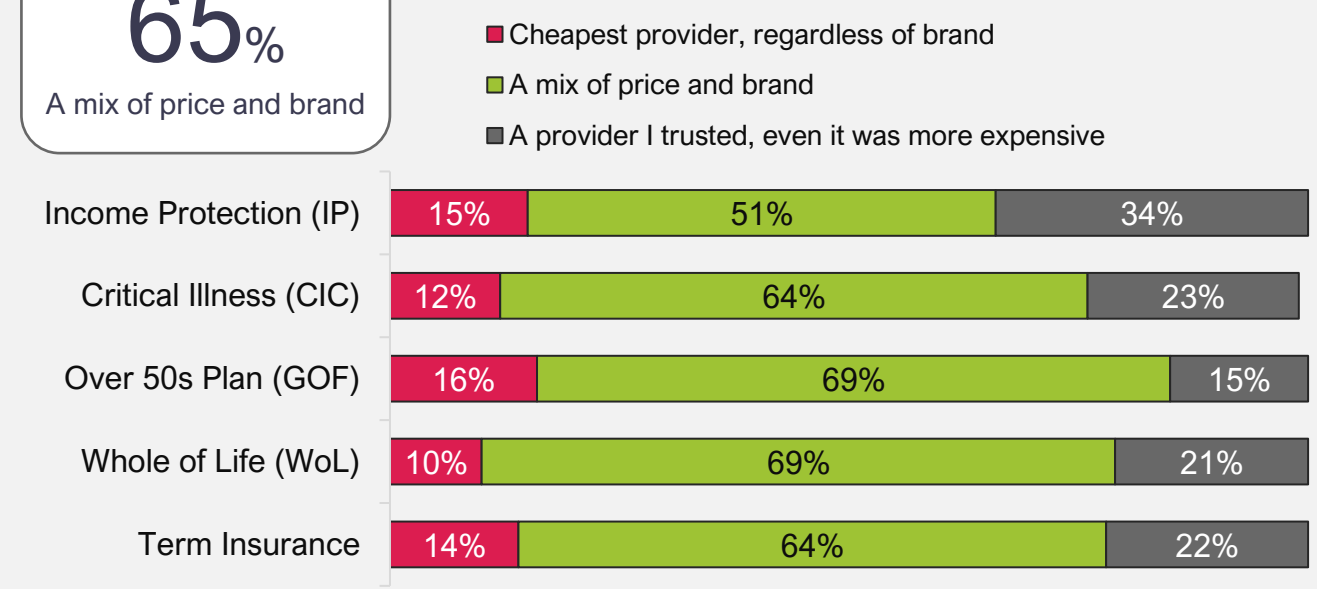
'A mix of price and brand' is more important than 'A provider brand I trusted, even if it was more expensive' and 'Cheapest provider, regardless of brand'

Priorities when buying – trusted brand vs. cost (bought in last 12 months):

Q57. Thinking about the policy / policies below, what mattered more to you when choosing your provider, getting the cheapest provider or a brand you trusted?

All Policies (Stacked Data)

65%
A mix of price and brand



Base: All policies bought in last 12-months – stacked data (640), All bought in last 12-months and allocated to product deep-dive: WoL (90), Term (166), Over 50s (83), IP (221), CIC (260)

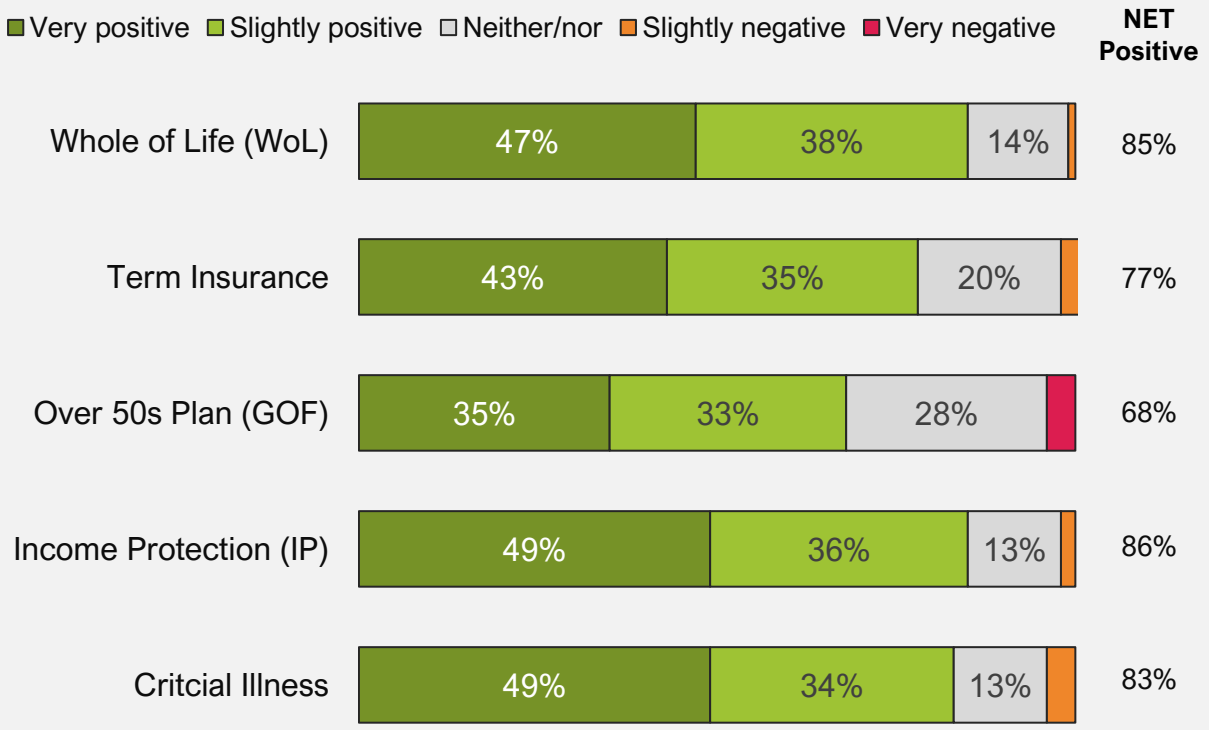
Products purchased in the last 12-months:

Reflecting on choices

Most feel positive about their policy

How now feel about the decision (all who bought in last 12 months):

Q46. Thinking about the policy / policies you recently purchased below, how do you now feel about the decision?



% Rating by intermediary	Bank / BS	IFA / FA	Pen / Ins Provider	Mortgage broker	Ins broker
Very positive	42%	54%	46%	33%	51%
Slightly positive	36%	30%	36%	52%	29%
Neither/nor	15%	15%	15%	13%	14%
Slightly negative	5%	1%	1%	2%	5%
Very negative	2%	0%	2%	0%	0%
NET: Positive	78%	84%	82%	85%	81%
NET: Negative	7%	1%	3%	2%	5%

Reasons feel negatively:

Q47. Why do you say that? (Those rating negatively) (low base)

In order of mentions:

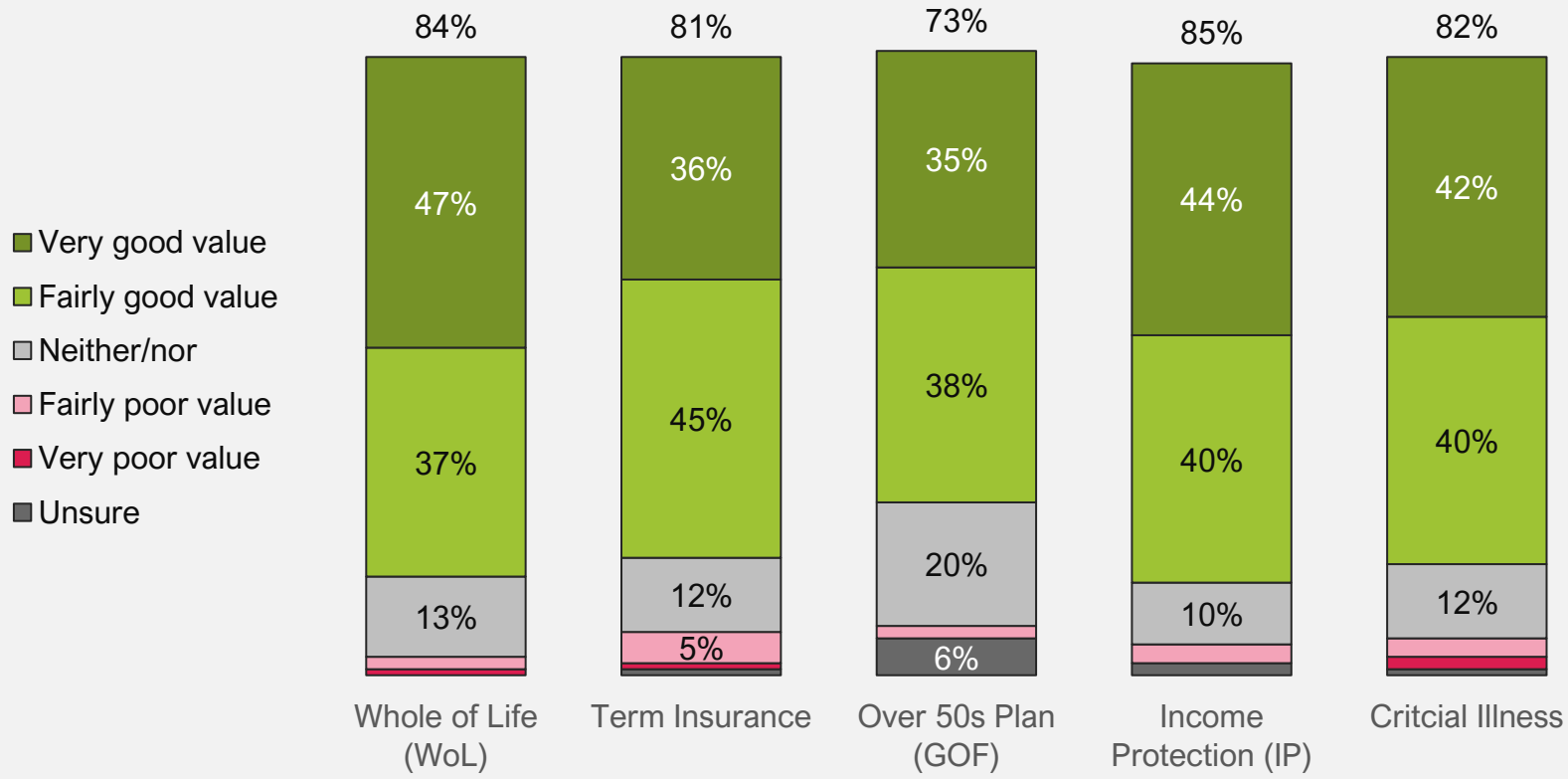
- I just picked something and hoped it was right
- I didn't fully understand what I was getting
- I felt rushed or pressured into the decision
- I didn't have time to look into it properly

Base: All bought in last 12-months and allocated to product deep-dive: WoL (191), Term (193), Over 50s (89), IP (257), CIC (317), Bank/BS (78), IFA/FA (107), Pen/Ins Provider (198), Mortgage broker (63), Ins broker (129)

Across all products, more than 7 in 10 perceive their policy as good value for money

Perceived value for money (all who bought in last 12 months):

Q66. And thinking about the protection policy / policies you purchased yourself below, how would you rate the value for money you receive?



I was confident the mortgage was covered…

I felt very grateful.

It was affordable.

I had peace of mind.

[Term Assurance, held for significant period]

Base: All bought in last 12-months: WoL (334), Term (207), Over 50s (96), IP (290), CIC (349)

Comparing it with what I have now I don't think [the old policy] was really good value…

But for £47, which is probably double or thereabouts, I get life insurance for a longer period – that's until I'm 85.

The critical illness is still £40,000, which I feel is fair enough.

It feels like a reasonable amount to pay for what I'm getting.

[Life & Critical Illness Cover, switched via broker]

Spotlight on vulnerability

the big window

Overall incidence among holders broadly reflects the sample overall

– but those who took out policies in the last 12 months over-index on financial resilience, poor health, and negative life events, reflecting their role as triggers

Overall prevalence & nature of vulnerability in the protection market:

				By private product holders:			
	Total	All private protection holders	All who bought in last 12 months	Term	WoL	GOF	CIC	IP
Low resilience	24%	22%	29%	22%	19%	22%	24%	22%
Low capability	15%	11%	12%	8%	9%	13%	12%	10%
Poor health	14%	12%	17%	10%	11%	19%	11%	11%
Negative life event	28%	29%	36%	30%	27%	26%	33%	31%
NET Any vulnerability	50%	49%	55%	47%	44%	51%	50%	48%

Base: All respondents (14,326), All private protection holders (6,104), all who bought in last 12 months (640), Term (1,609), WoL (2,035), GOF (859), CIC (1,936), IP (1,347)

Thank You

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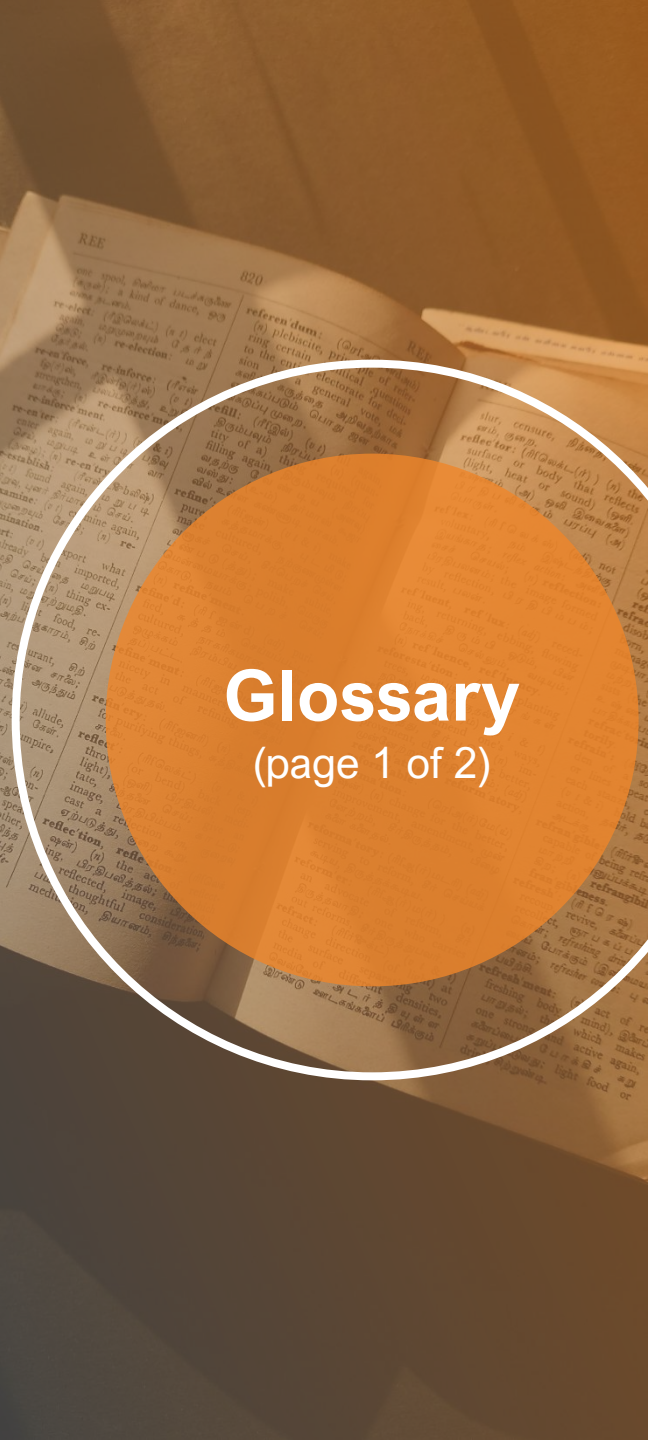


Glossary
(page 1 of 2)

Sample: aged 18 plus with online access

Pure Protection: Pure Protection products are designed to help an individual and / or their dependents with existing financial commitments or lifestyle adaptations if the policy holder dies or becomes incapacitated, injured of infirmed. They include term assurance, critical illness cover, income protection and whole of life insurance including guaranteed acceptance over 50s plans and death in service

Pure Protection Holder: hold any of above products either purchased individually or as part of an employee benefits package. Policies held as part of an employee benefit package include Death in Service which is only available as an employee benefit

Pure Protection Non-Holder: hold none of these products either privately or as part of an employee benefit package

Purchased in the last 12 months: privately purchased one or more of the following policies in the last 12 months - term insurance, whole of life, critical illness cover, income protection and guaranteed acceptance over 50s plans. It excludes any policy held as part of an employee benefit package and unit linked or with-profits whole of life policies. NB. This cohort is also referred to throughout the report as 'recent purchasers'

Purchased policies at the same time in the last 12 months: bought two or more policies at the same time not just within the same timeframe

Whole of Life Insurance: life insurance that is guaranteed to pay out whenever you die provided you keep paying the premiums

Term Assurance: term life insurance or term assurance is life insurance that provides cover at a fixed rate if death occurs within a specific period of time

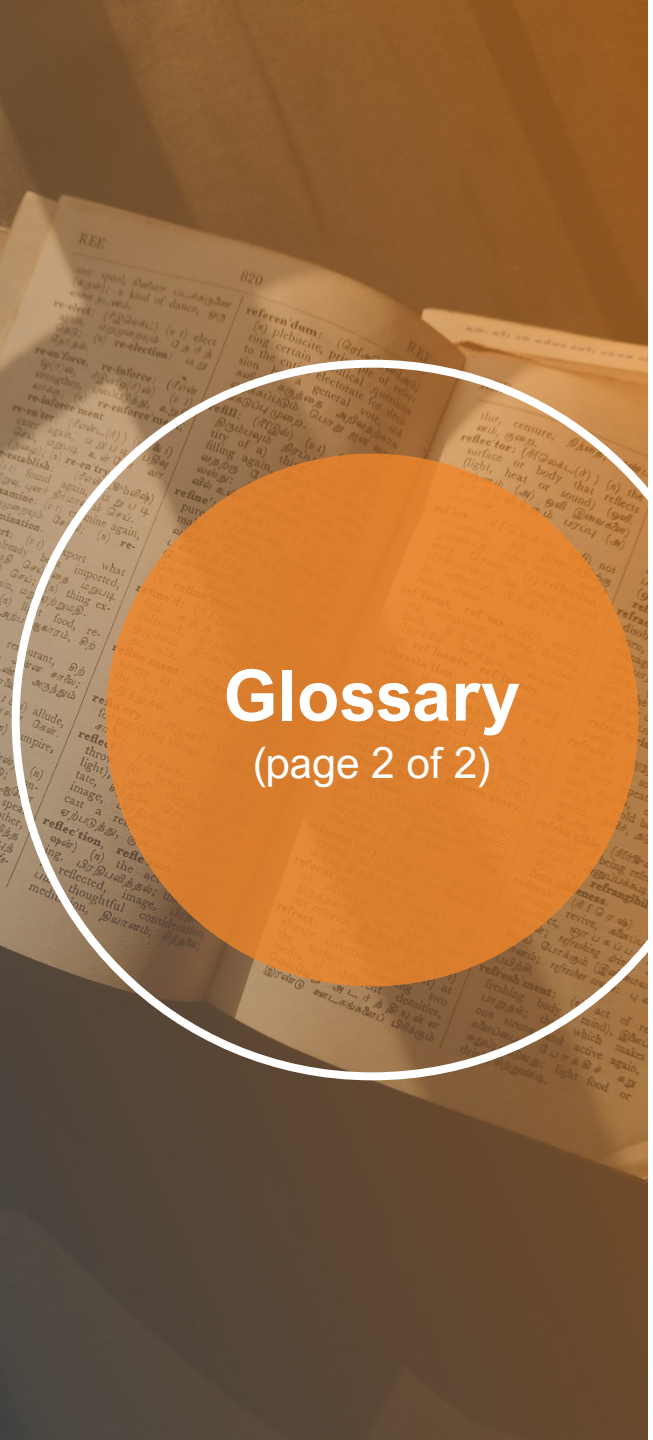
Critical Illness Cover: critical illness cover pays out a lump sum if you are diagnosed with a specified illness covered by the policy during the term of the policy

Income Protection: income protection pays you a regular income if you are unable to work because of sickness or disability

Over 50s Guaranteed Acceptance Cover: this is life cover for over 50s. It can be taken out without answering any medical questions and acceptance is guaranteed. The policy pays out a guaranteed lump sum on death, no matter how long you live

Death in service: death in service in an employee benefit. It pays a tax-free cash lump sum if the employee dies while on the company payroll

Life insurance: when we refer to life insurance in the slide pack it includes Term and Whole of Life but not Over 50s Guaranteed Acceptance Plans



Glossary
(page 2 of 2)

Cover purchased privately: policy set up by policy holder as opposed to a policy provided by an employer as an employee benefit

Cover arranged through employer: policy provided by employer part of an employee benefit package as opposed to being set up by the policy holder

Buy Direct: buy a policy directly from the insurance company

Professional support: assistance provided by firms to consumers, including advice

Intermediary: professional or firm who connects individuals and businesses with insurance providers to help them find and buy suitable policies

Insurance broker: an independent expert who works for the client to find suitable insurance policies from various insurance providers at the best price. This includes protection specialists

Mortgage broker: a professional who acts as an intermediary between a borrower and a mortgage lender to help secure a mortgage. In the context of pure protection, mortgage brokers also sell pure protection policies

Independent Financial Adviser (IFA): a professional who offer specialist advice on investments, pensions, insurance and other financial products to clients

Characteristic of Vulnerability: circumstances associated with four key drivers of vulnerability that may indicate a consumer is especially susceptible to harm, particularly when a firm is not acting with appropriate levels of care

Low financial capability: respondents who rate their knowledge of financial matter as low or strongly disagree that they are a confident or savvy consumer of financial services

Low resilience: adults who have low savings, are in financial difficulty or find that keeping up with domestic bills is a heavy burden

Negative life events: events that have occurred in the last 12 months and include bereavement, an income shock (e.g. losing their job or a reduction in their working hours that they did not want), a relationship breakdown, or becoming the main carer for a close family member. It also includes those who have experienced financial abuse by their partner or a family member in the previous five years

Poor health: respondents are considered to have poor health if they have a condition or illness expected to last 12 months or more and reduces their ability to carry out day-to-day activities ‘a lot’