

Consumer Purchasing Outcomes Survey – Pilot stage

General Insurance
September 2006

Background

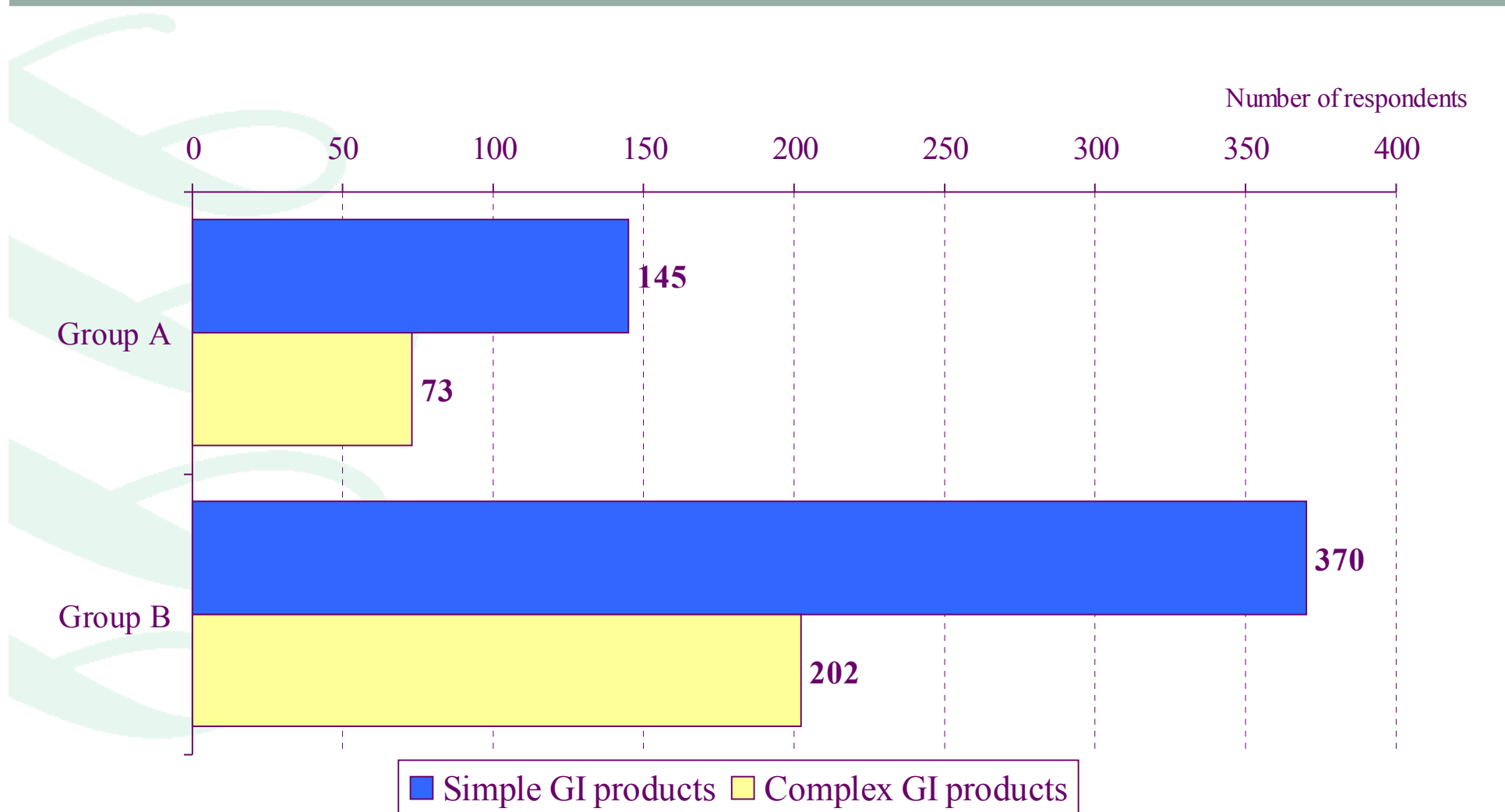


- **The Consumer Purchasing Outcomes Survey (CPOS) has been designed to deliver information to feed into the FSA's Strategic Performance Framework. In particular:**
 - Whether consumers receive and use clear, simple and relevant information from the industry and FSA
 - Whether consumers end up with financial products that are broadly suitable for them.
- **Throughout this analysis there is reference to Group A and Group B. The definitions of these groups are:**
 - **Group A**, those respondents who at the time of the survey were currently gathering information about a product purchase or in the process of deciding whether or not to proceed with a purchase.
 - **Group B**, those respondents who had purchased a relevant financial product within the last 12 months.
- **There is also a third target group – Group C – which comprises those who purchased a relevant product between a year and five years ago. However, this group is not covered in this analysis.**
- **The CPOS methodology consists of an initial interview with respondents, followed by a second interview around 6 weeks later to check whether the Group A's have purchased a product and if so to obtain details of their financial circumstances. Group B financial circumstances are also captured during the follow-up interview.**
- **This analysis contains extracts of the data from CPOS pilot initial interviews which were conducted during June/July.**



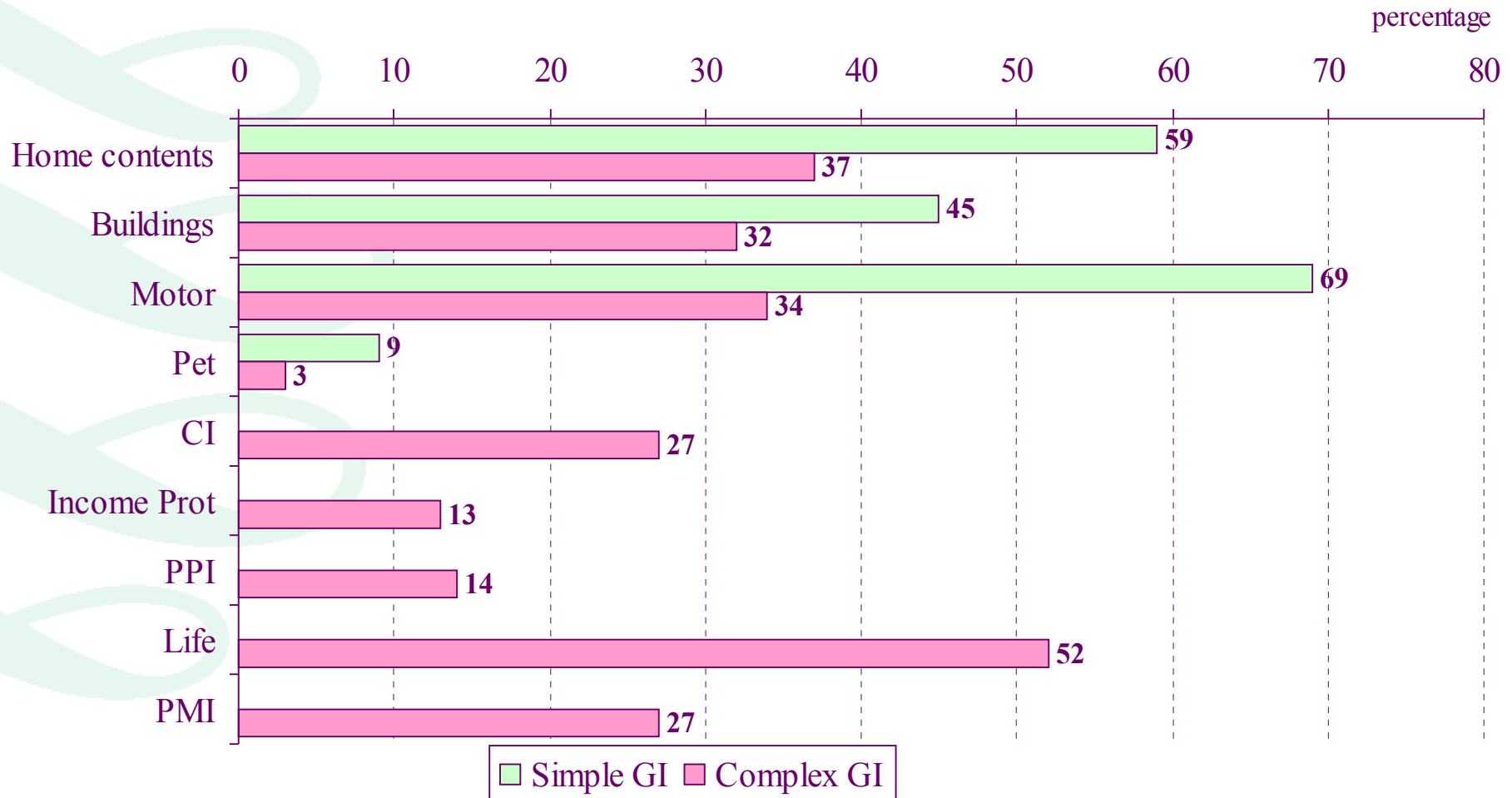
Sample size and type of GI product

Final sample sizes



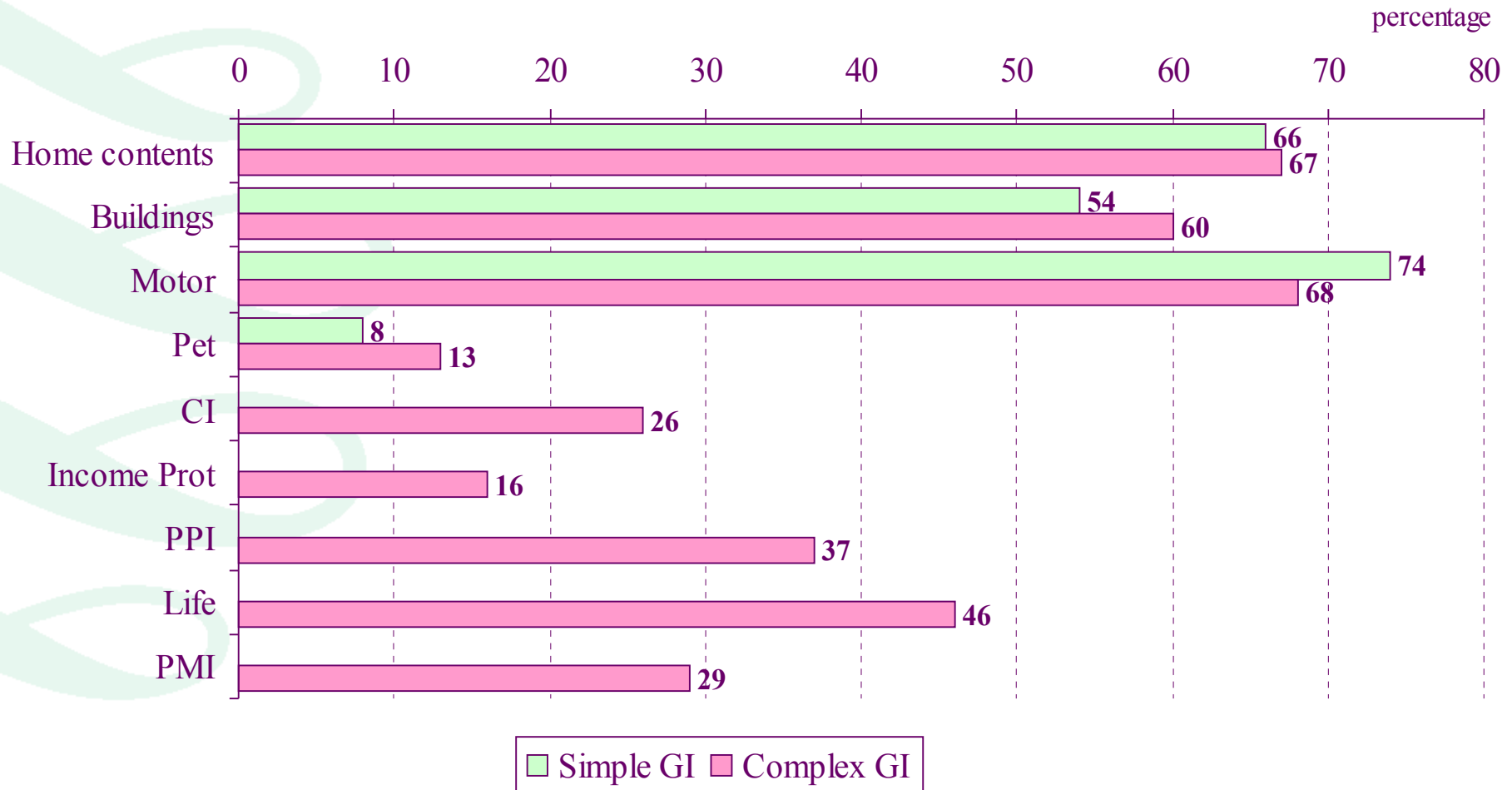
Base: All eligible

Group A – what product are you planning to take out in the next 6 months



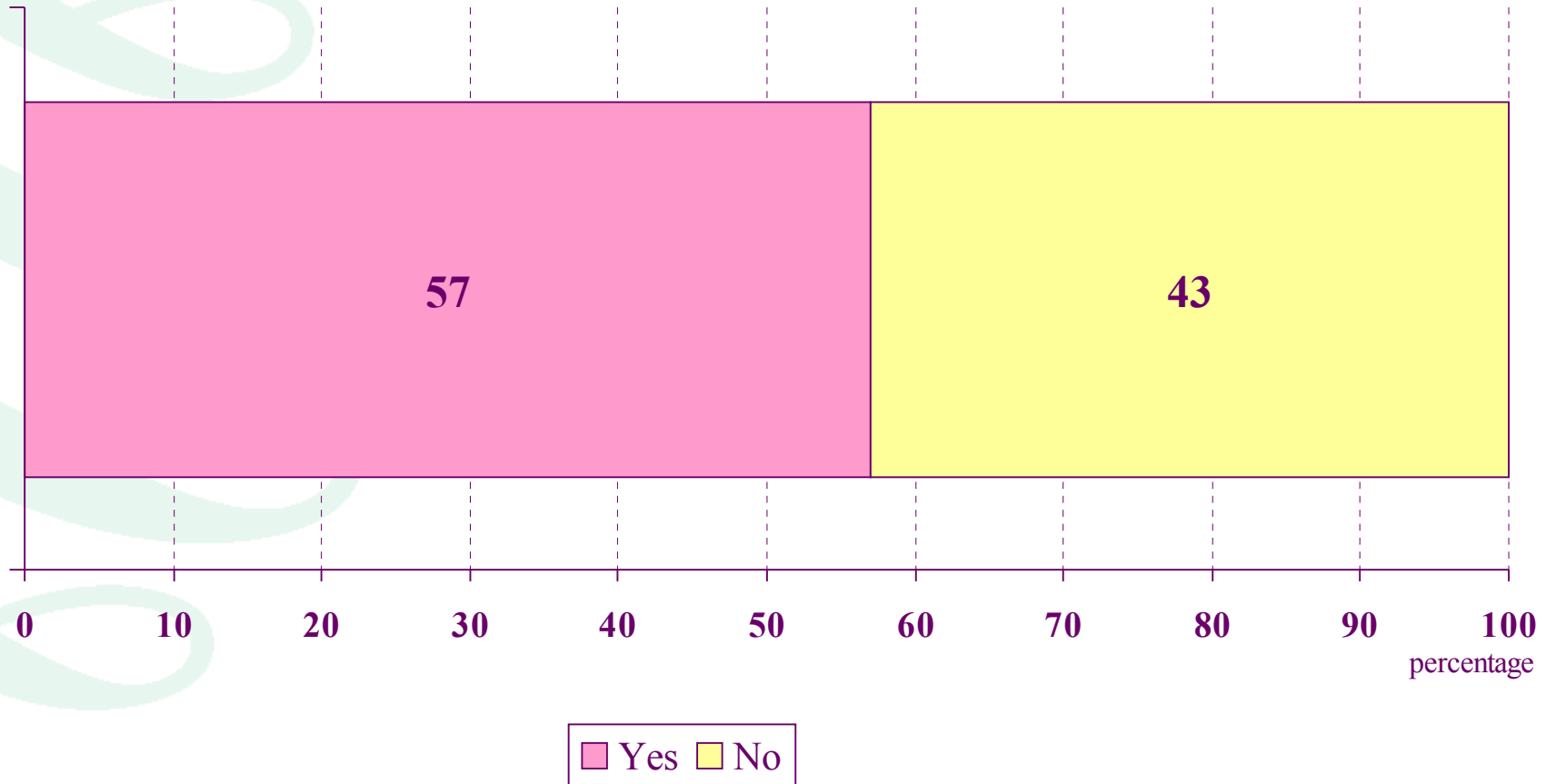
Base: All eligible – simple GI (145) complex GI (73)

Group B - what product did you take out in the last 12 months



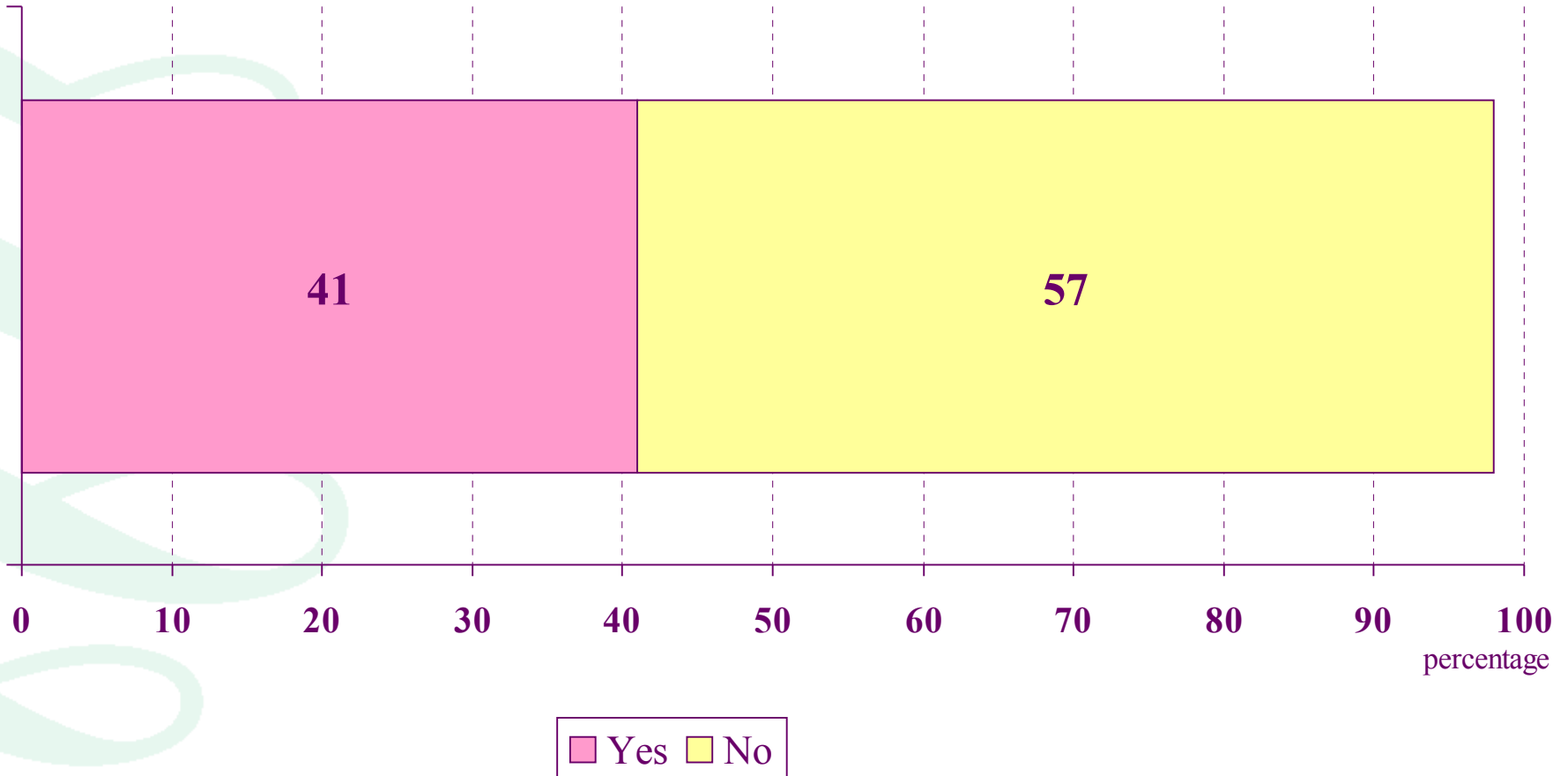
Base: All eligible – simple GI (370) complex GI (202)

Group A - whether CI, PPI or IP to be taken out as part of a mortgage *Small Base



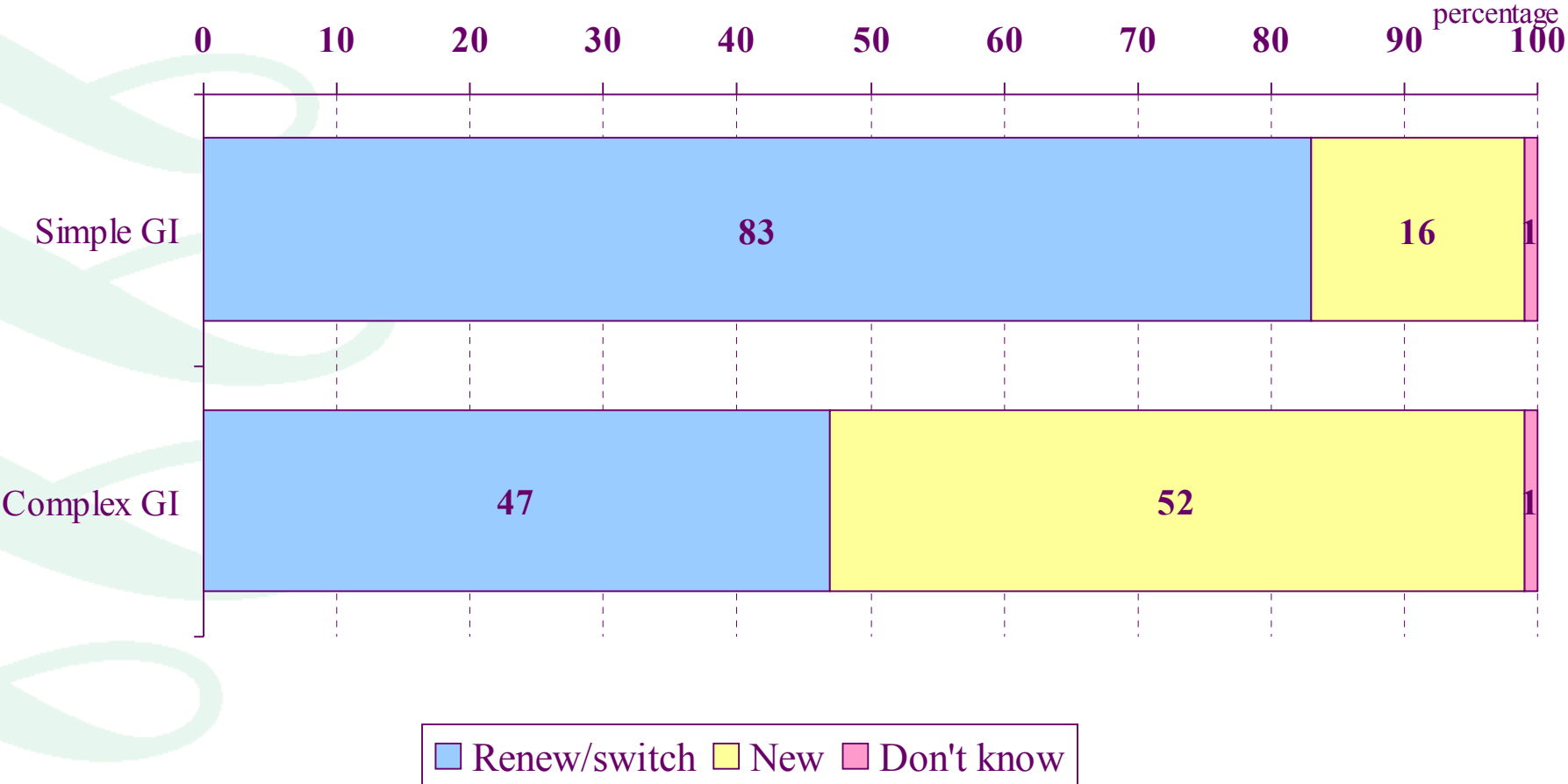
Base: All Group A planning to purchase CI, PPI or IP in next 6 months (25)*

Group B - whether CI, PPI or IP taken out as part of a mortgage



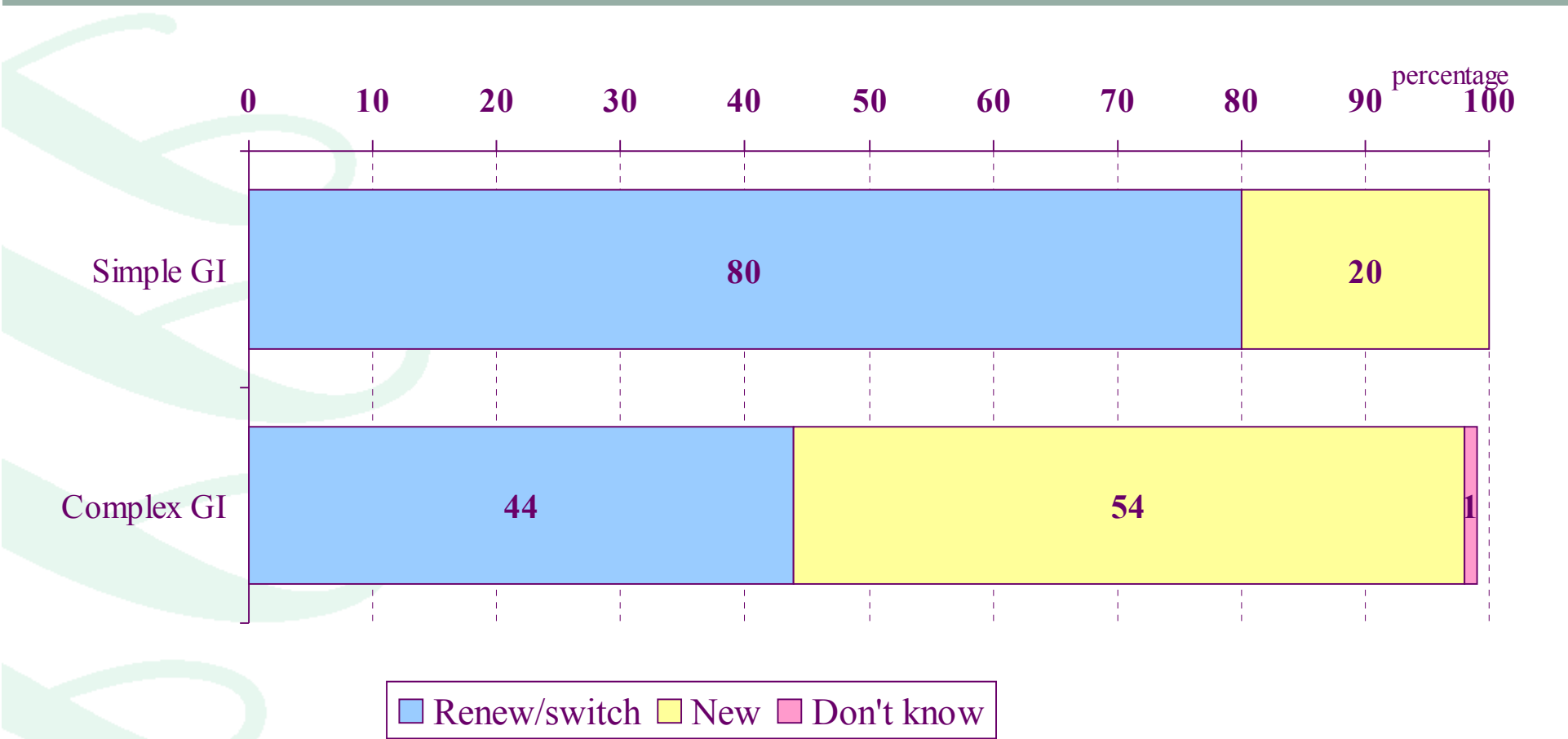
Base: All Group B who purchased CI, PPI or IP (113)

Group A - whether GI product will be new or a renewal/switch



Base: All eligible – simple GI (145) complex GI (73)

Group B - whether GI product was new or a renewal/switch

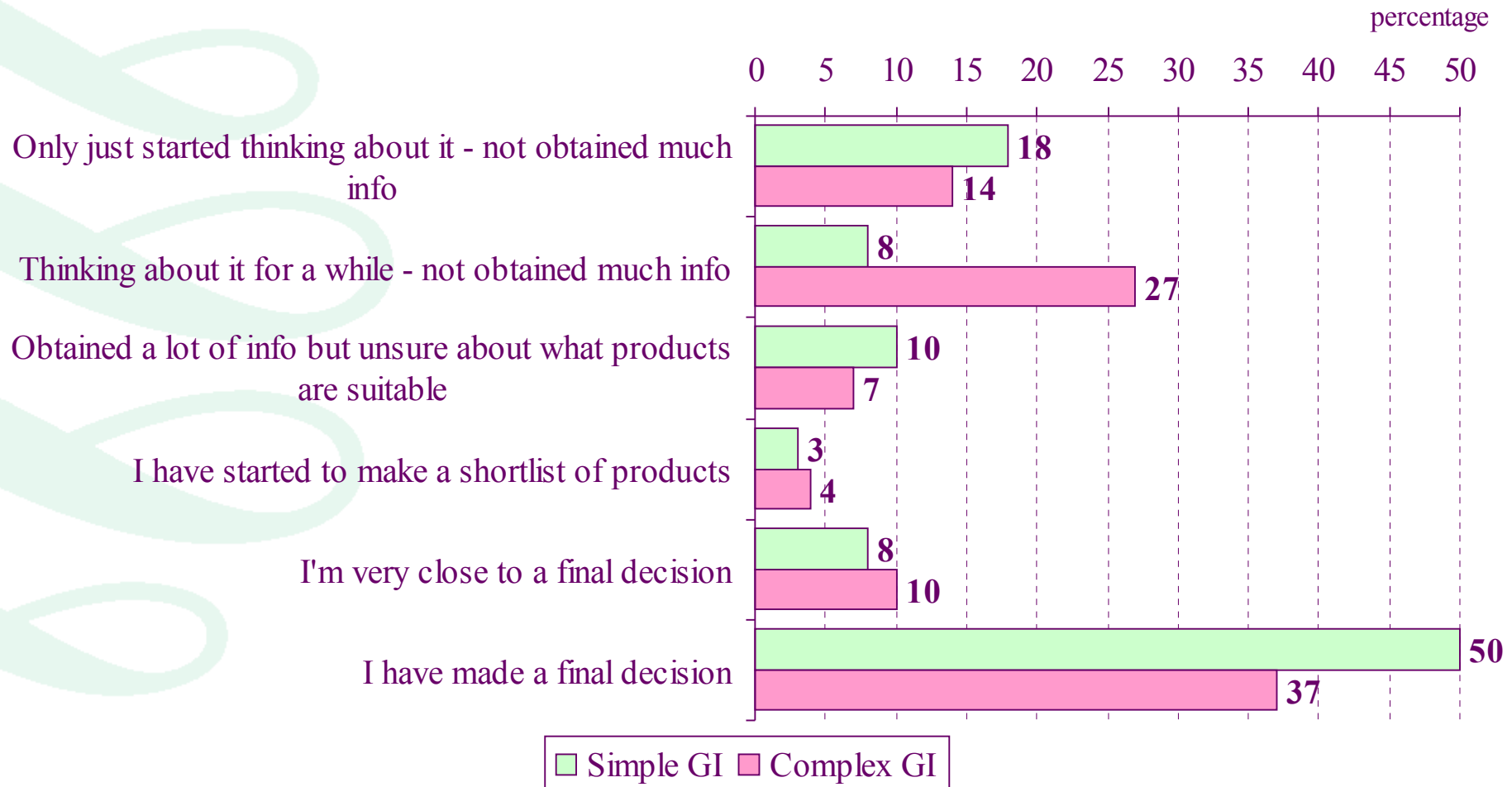


Base: All eligible – simple GI (370) complex GI (202)



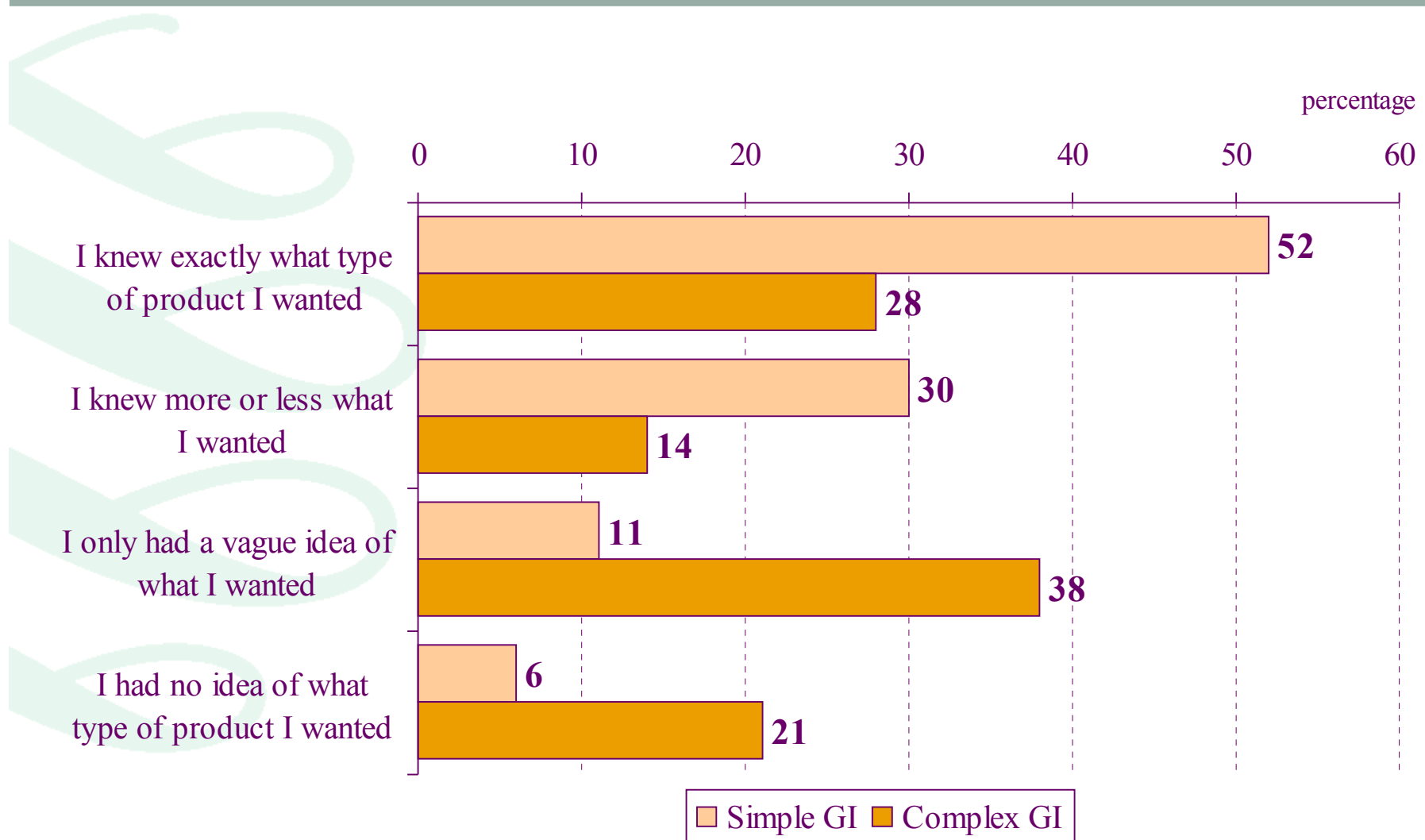
Information search

Group A – where they are in terms of final decision about the product



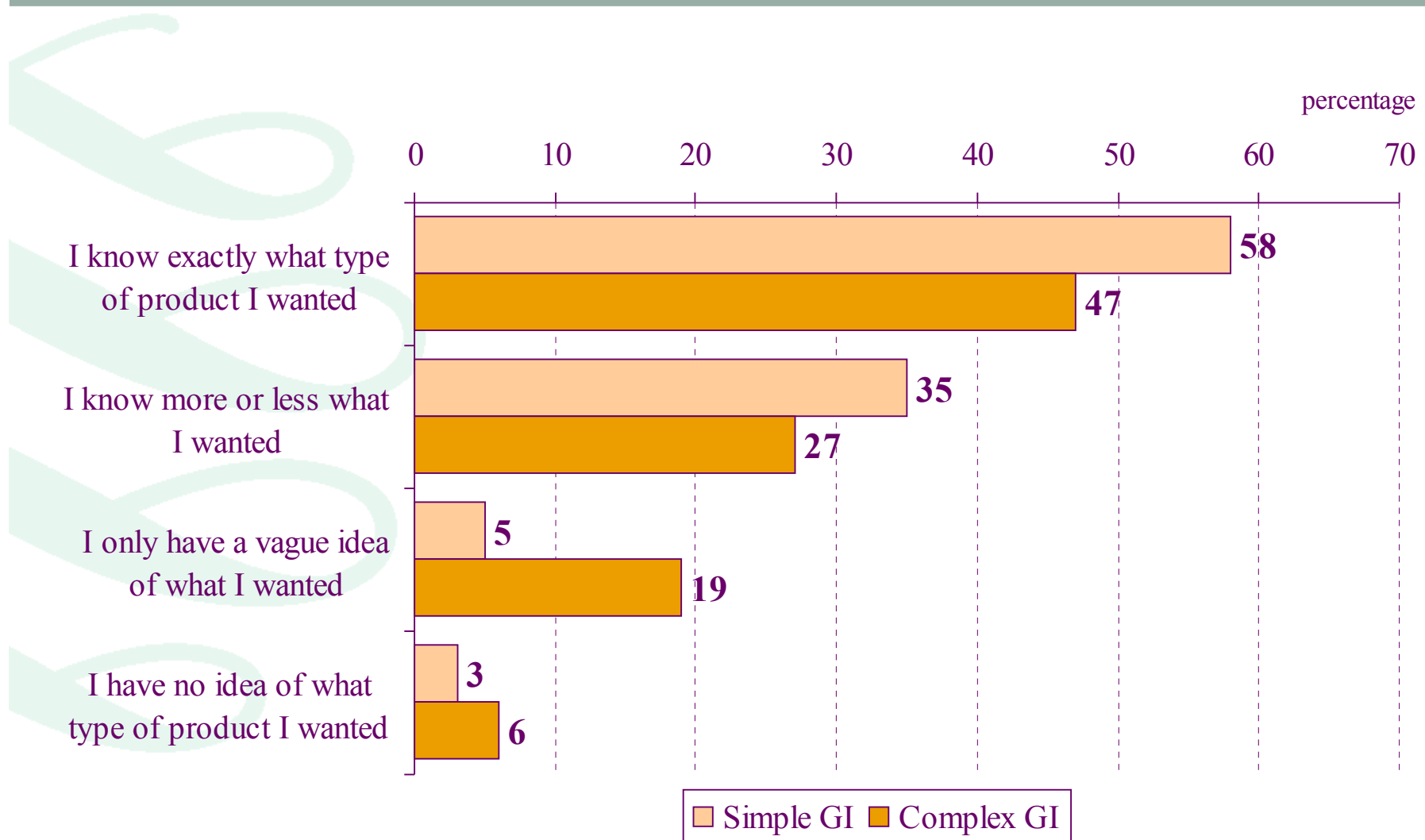
Base: All eligible – simple GI (145) complex GI (73)

Group A - situation before they started to look for information



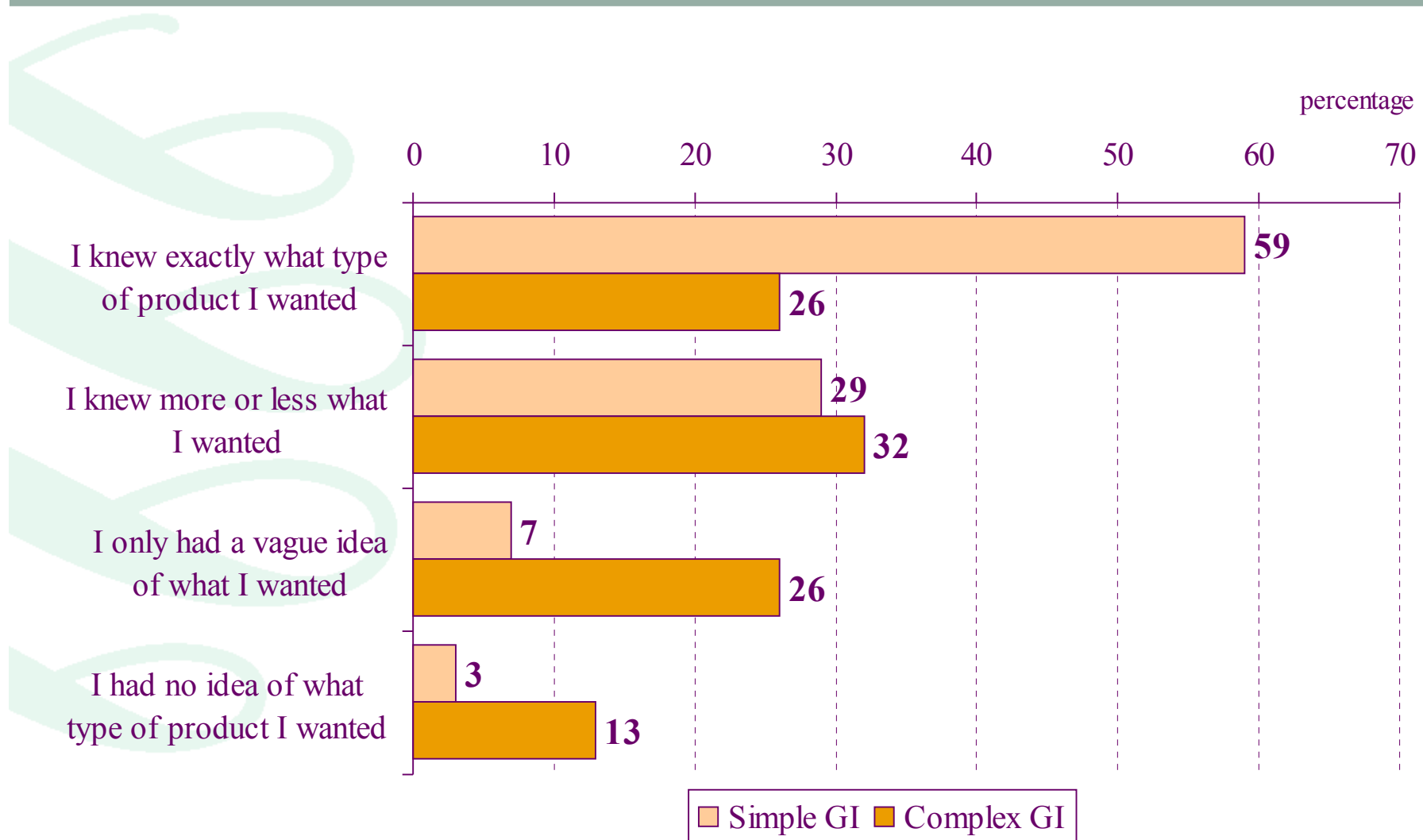
Base: All eligible – simple GI (145) complex GI (73)

Group A – and situation now



Base: All eligible – simple GI (145) complex GI (73)

Group B - situation at the time they started to look for information

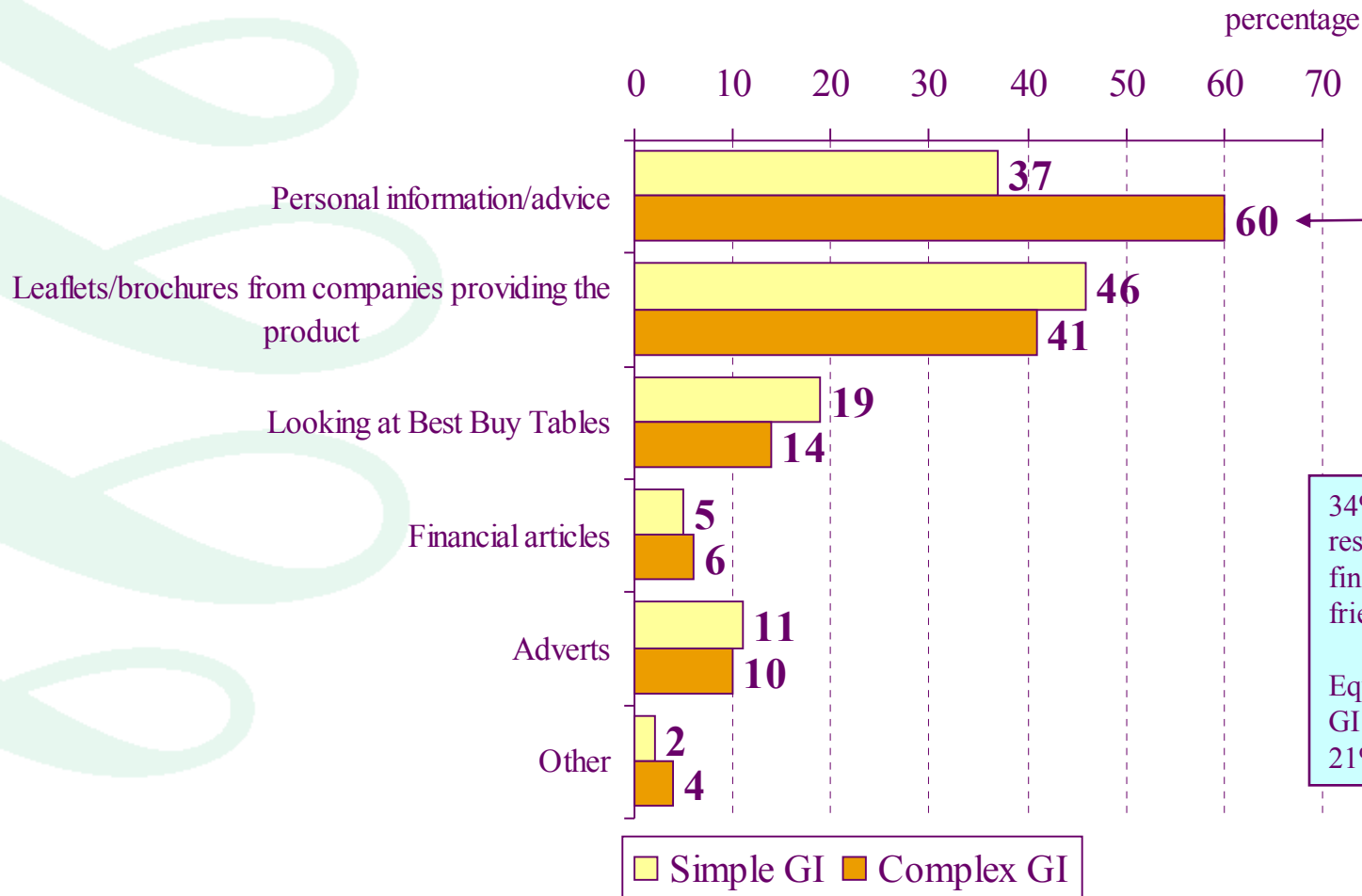


Base: All eligible – simple GI (370) complex GI (202)

Group A - type of information/advice obtained in connection with the product



Note: respondents could choose more than one category

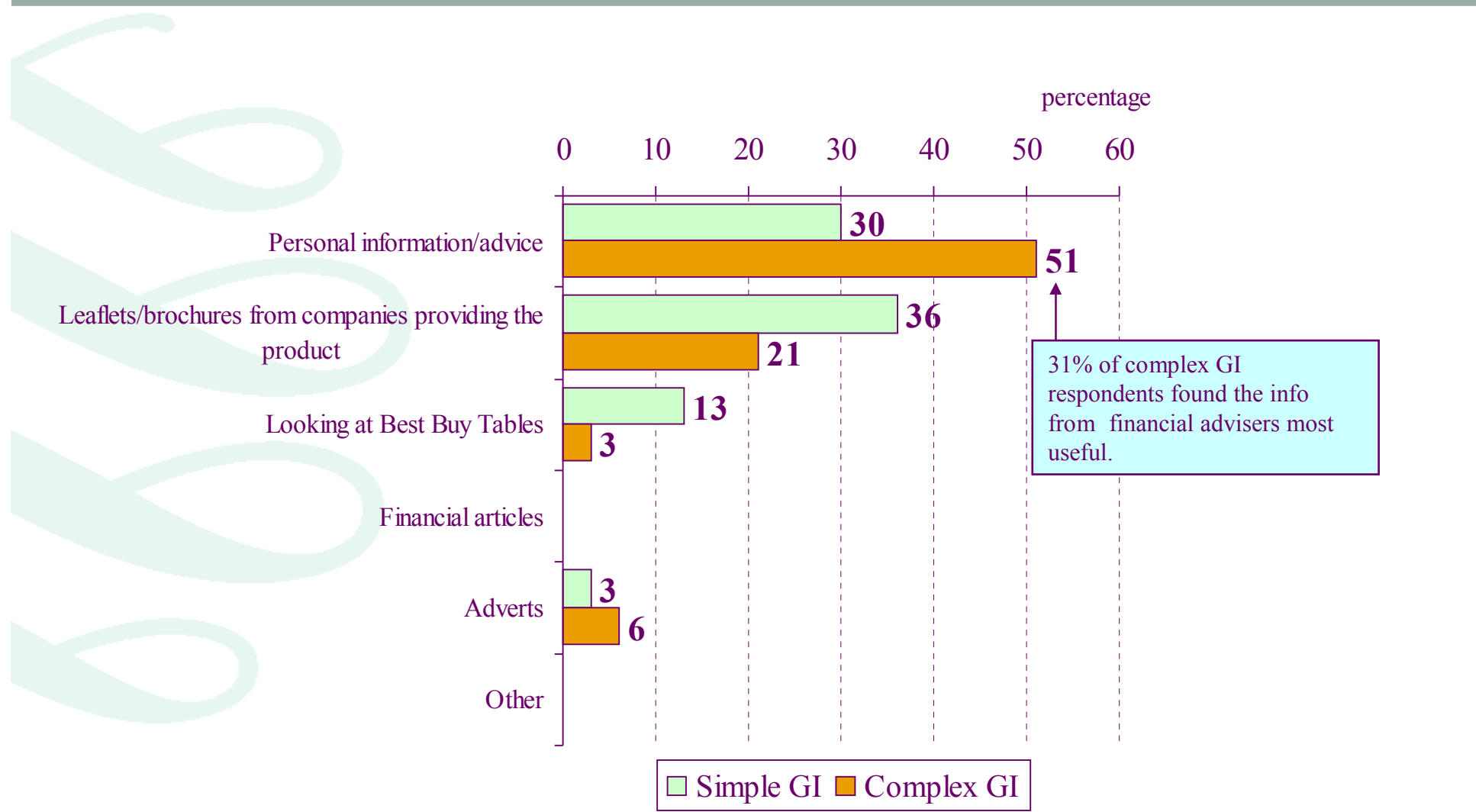


34% of complex GI respondents obtained info from financial advisers, 24% from friends/relatives.

Equivalent figures for simple GI respondents was 17% and 21%.

Base: All eligible – simple GI (145) complex GI (73)

Group A - source of information/advice found most useful



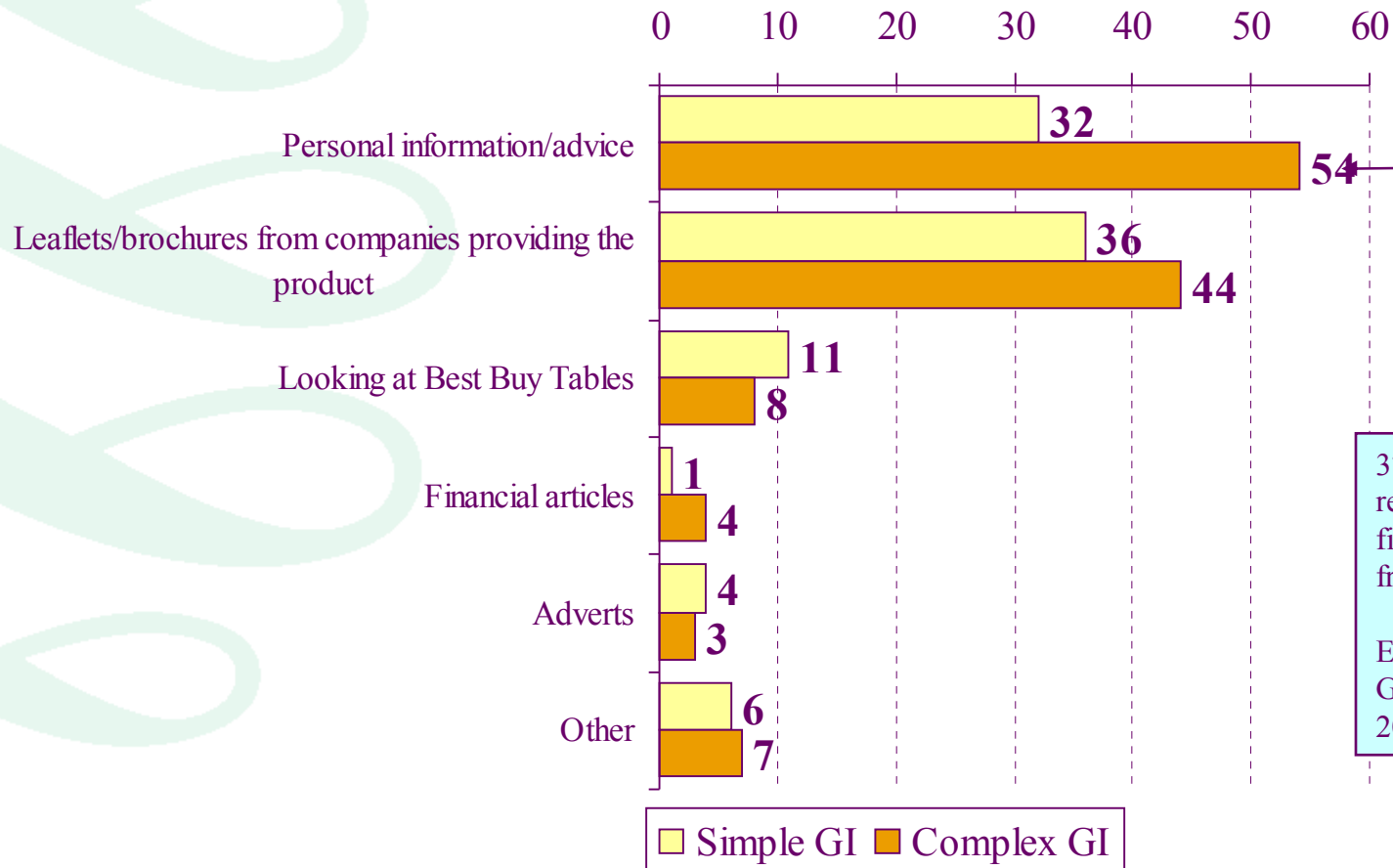
Base: All eligible – simple GI (145) complex GI (73)

Group B - type of information/advice obtained in connection with the product



Note: respondents could choose more than one category

percentage

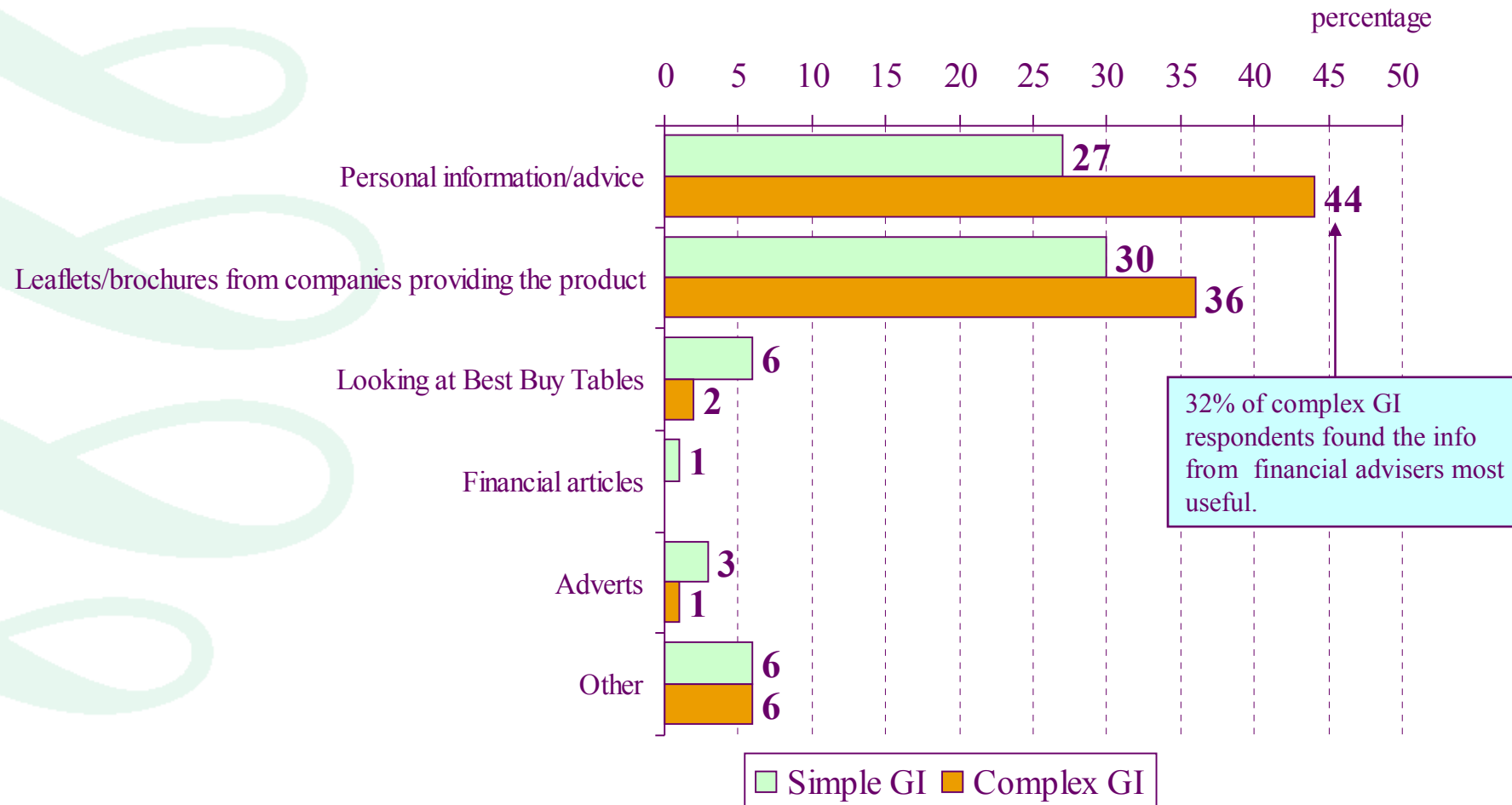


37% of complex GI respondents obtained info from financial advisers, 14% from friends/relatives.

Equivalent figures for simple GI respondents was 12% and 20%.

Base: All eligible – simple GI (370) complex GI (202)

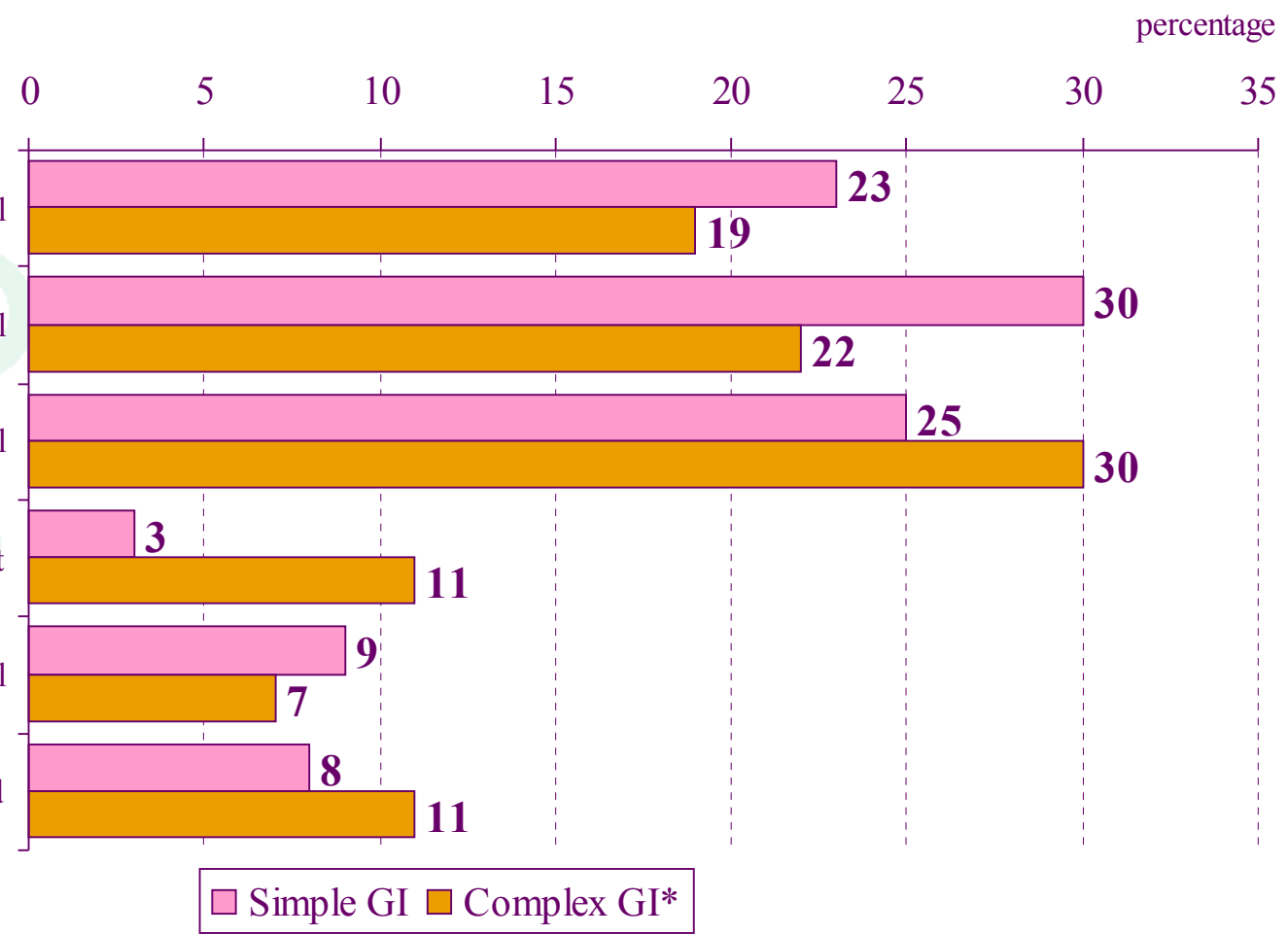
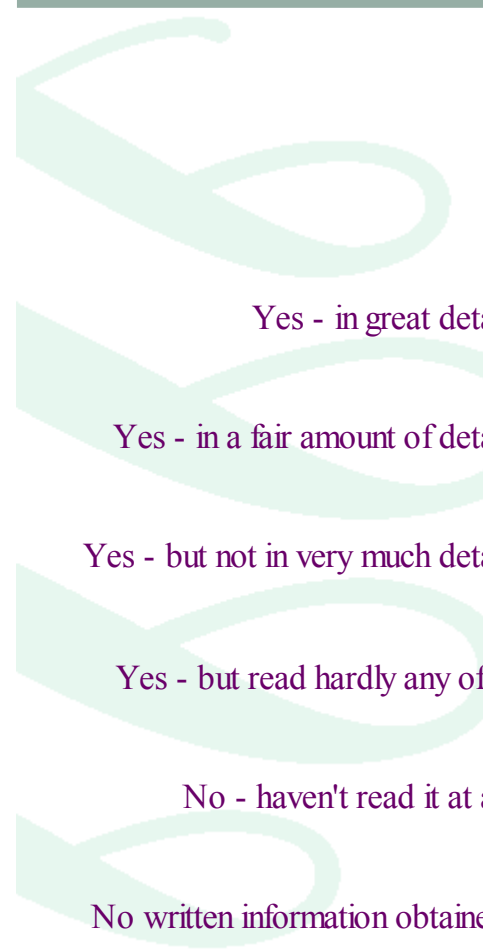
Group B - source of information/advice found most useful



Base: All eligible – simple GI (370) complex GI (202)



Group A - whether read any of the written information received

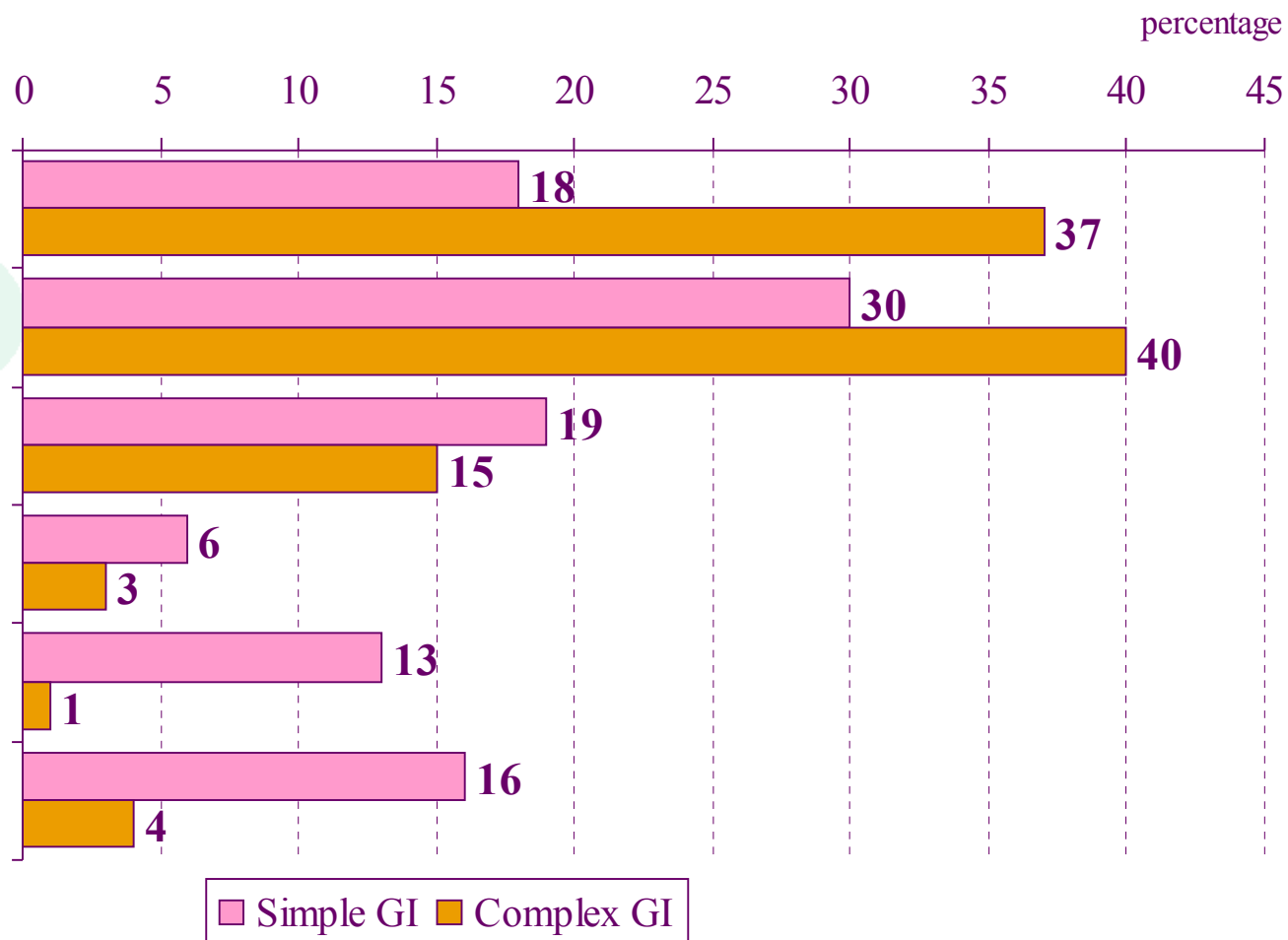
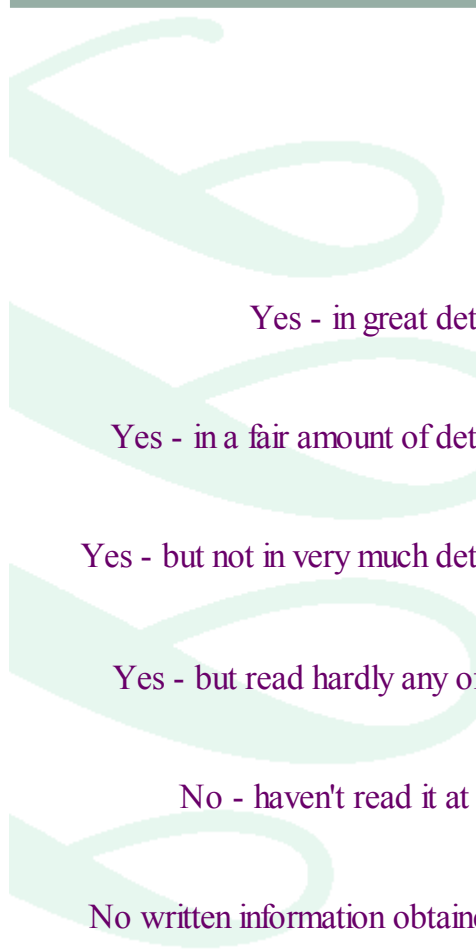


Base: All eligible who have used sources of written information – simple GI (79) complex GI (27)

* Small base



Group B - whether read any of the written information received

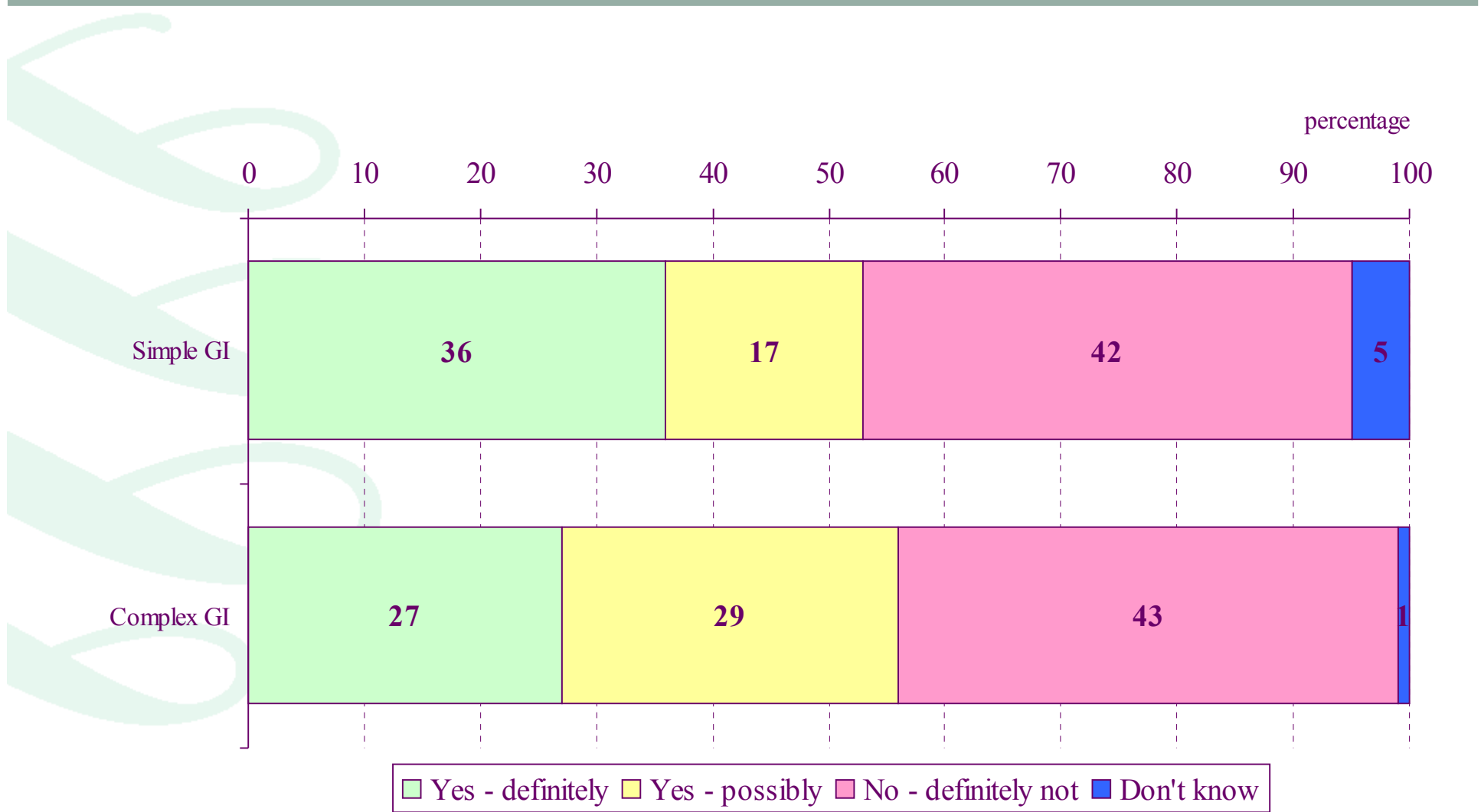


Base: All eligible who have used sources of written information – simple GI (192) complex GI (71)



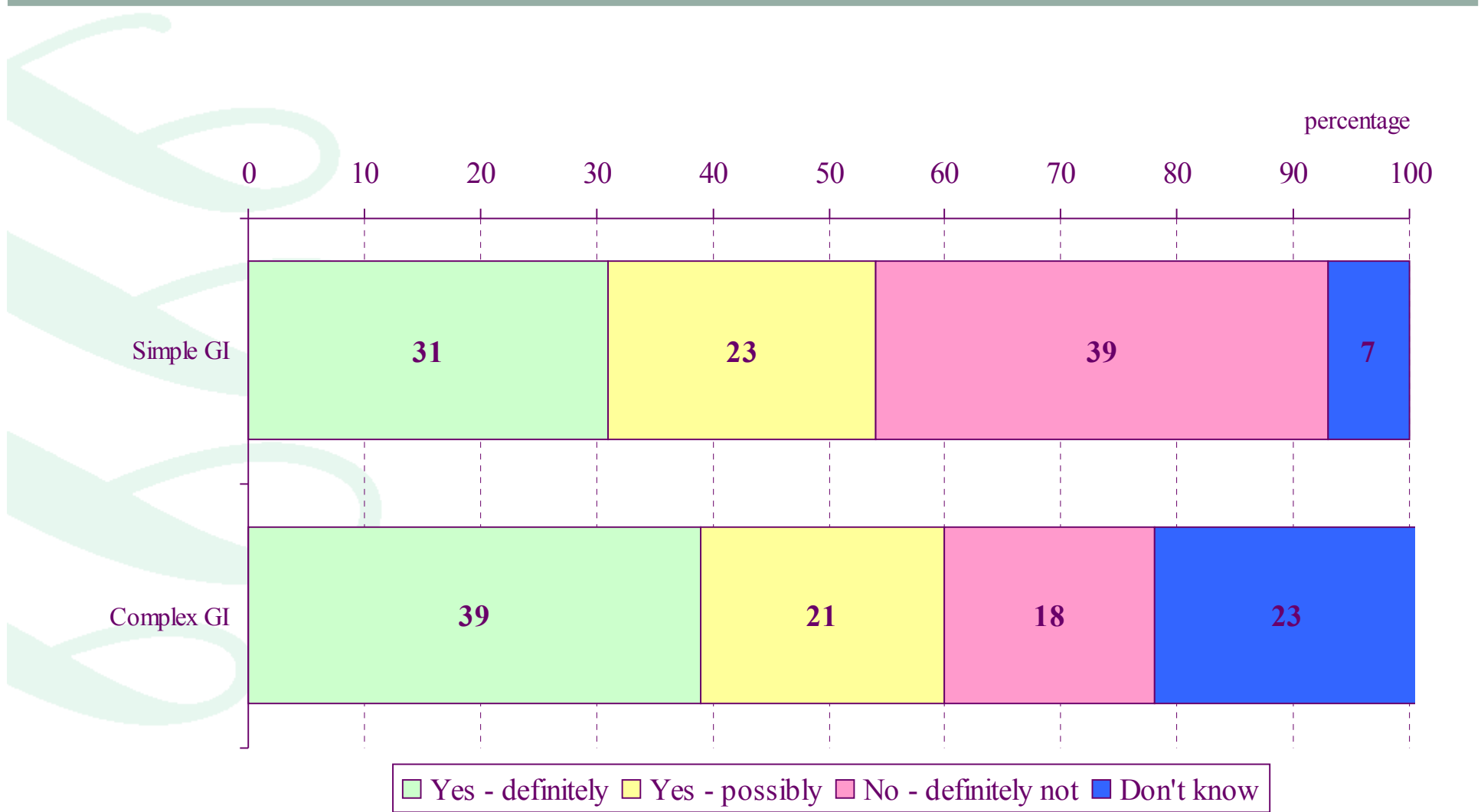
The Policy Summary document

Group A - whether received a Policy Summary



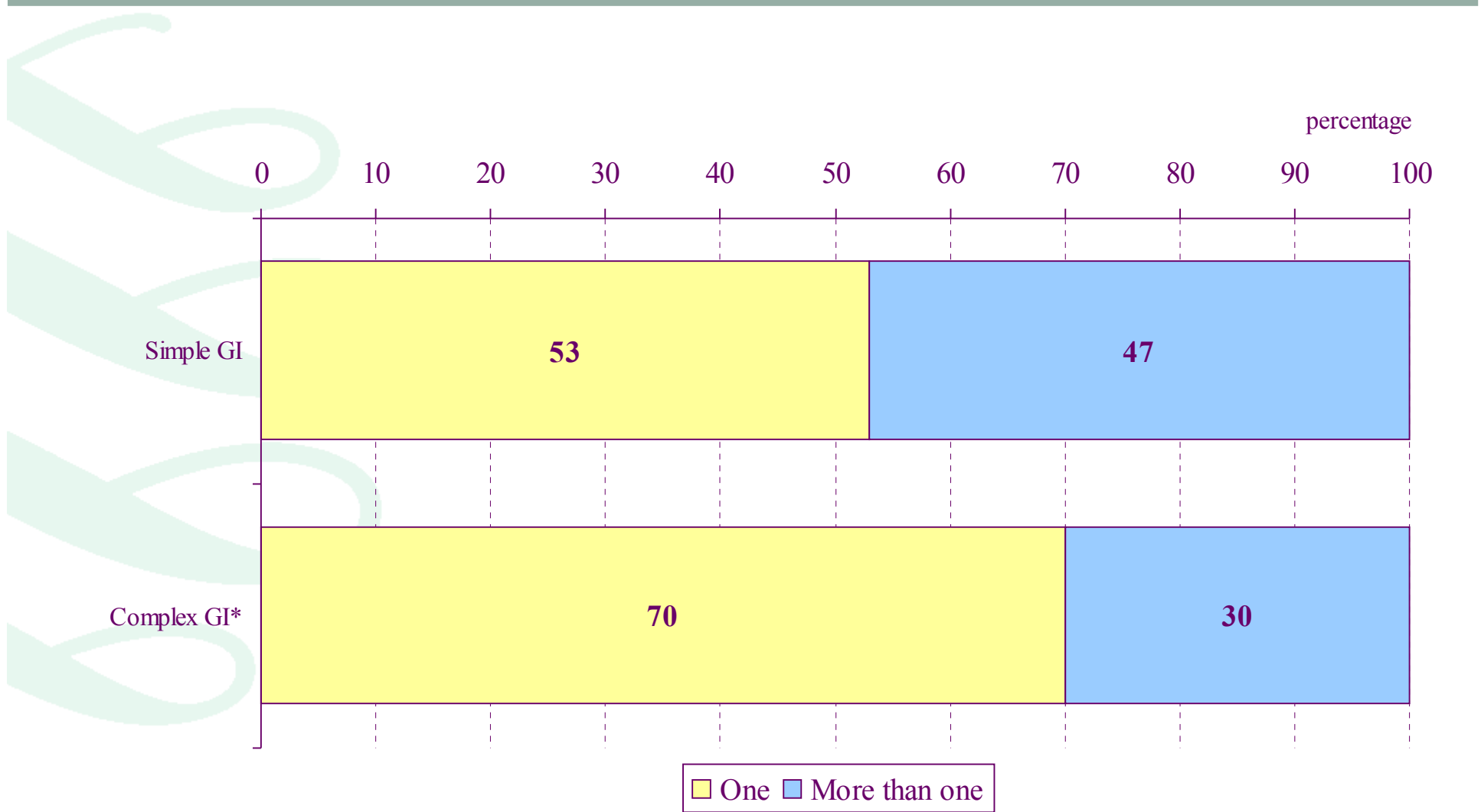
Base: All eligible – simple GI (145) complex GI (73)

Group B - whether received a Policy Summary



Base: All eligible – simple GI (370) complex GI (202)

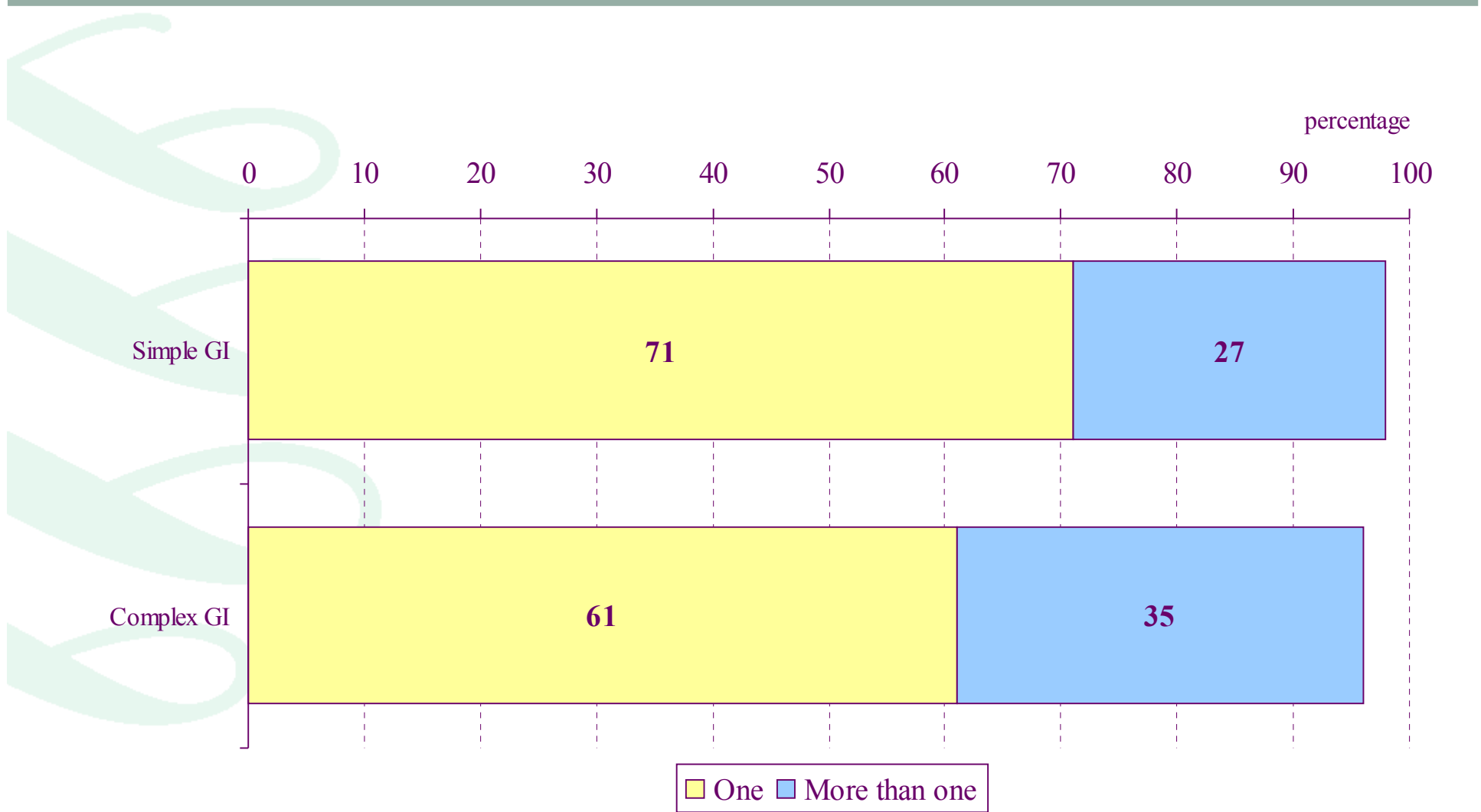
Group A - number of Policy Summary documents received



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

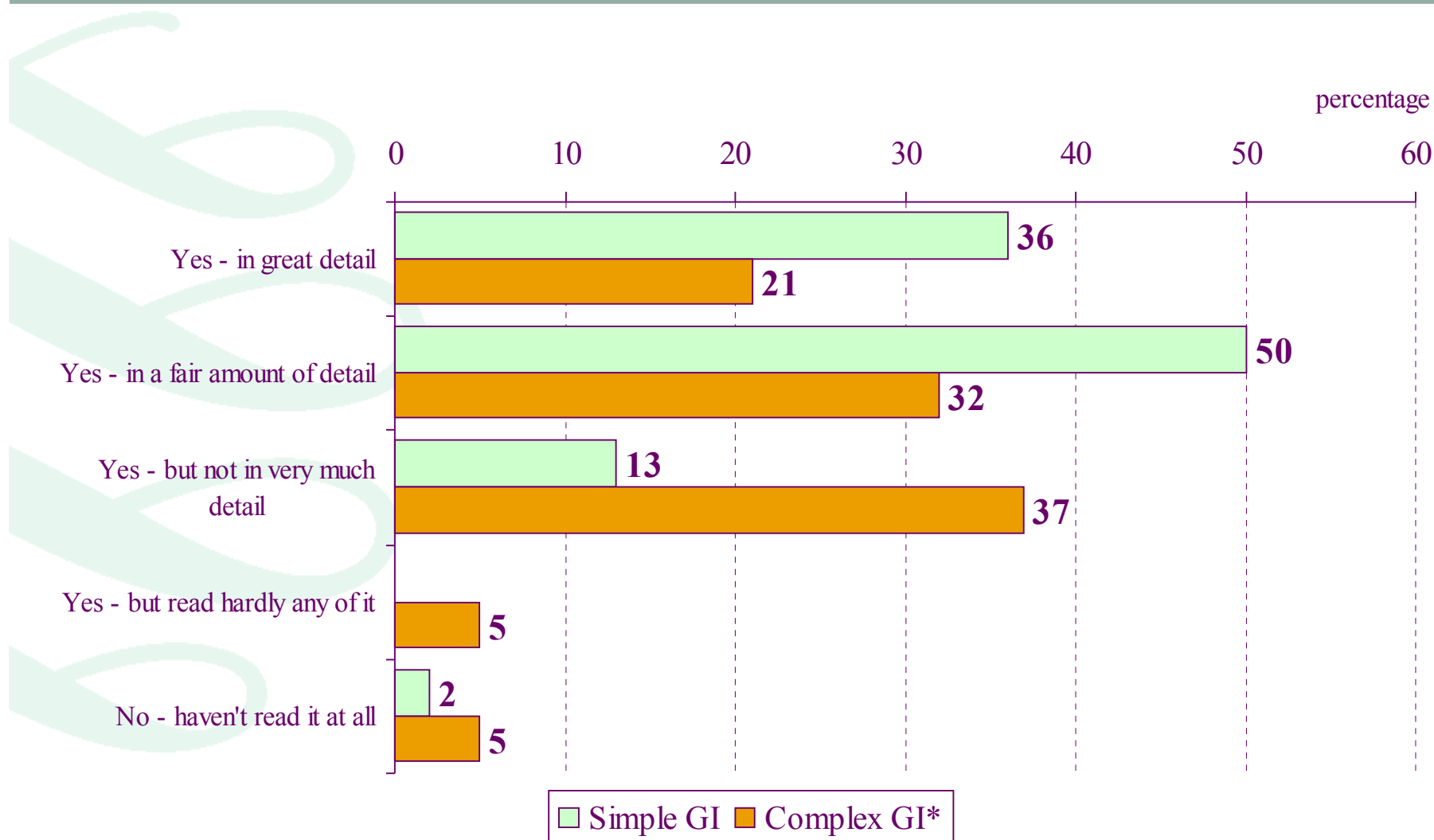
* Small base

Group B - number of Policy Summary documents received



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)

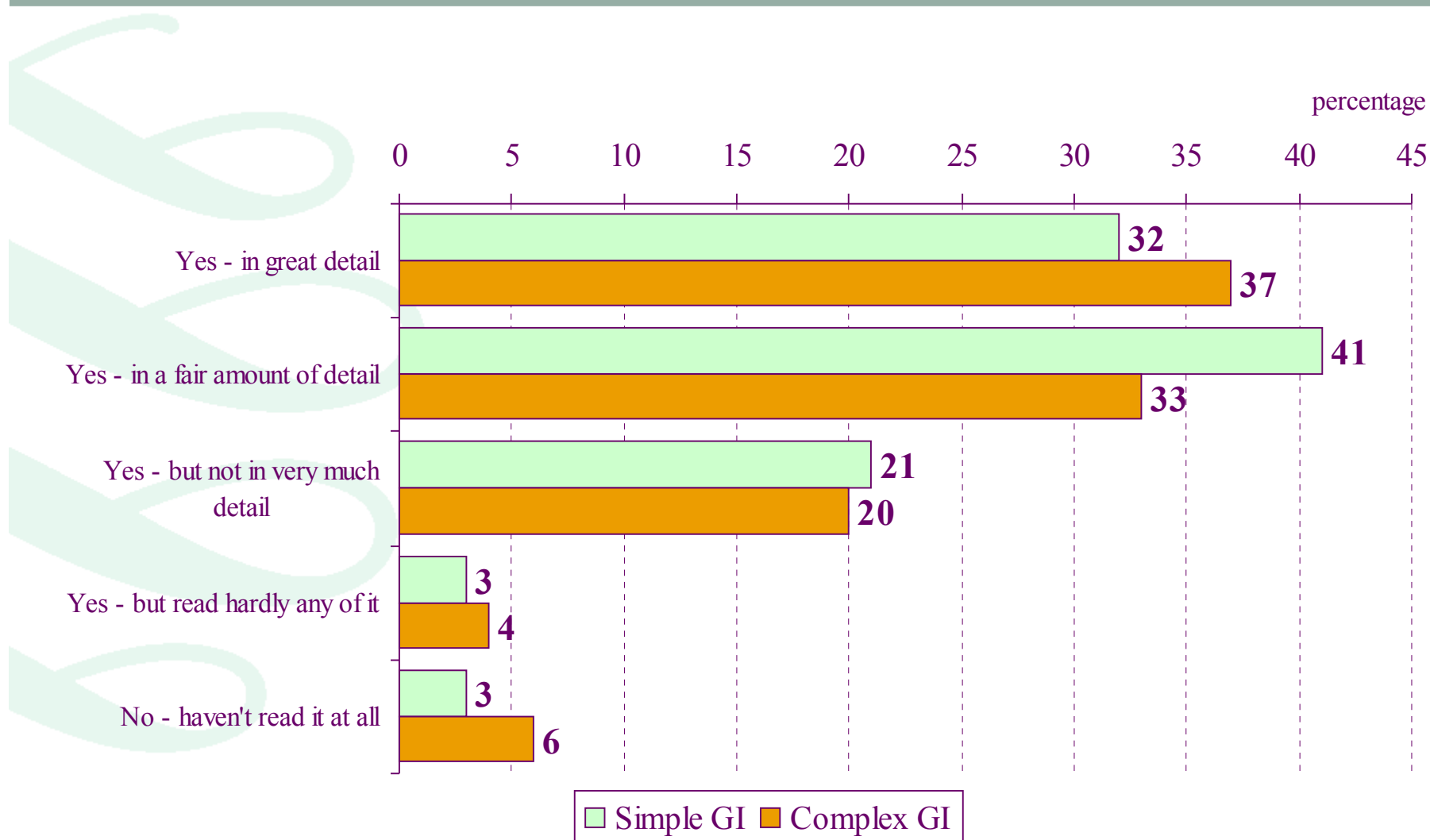
Group A - whether personally read the Policy Summary



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

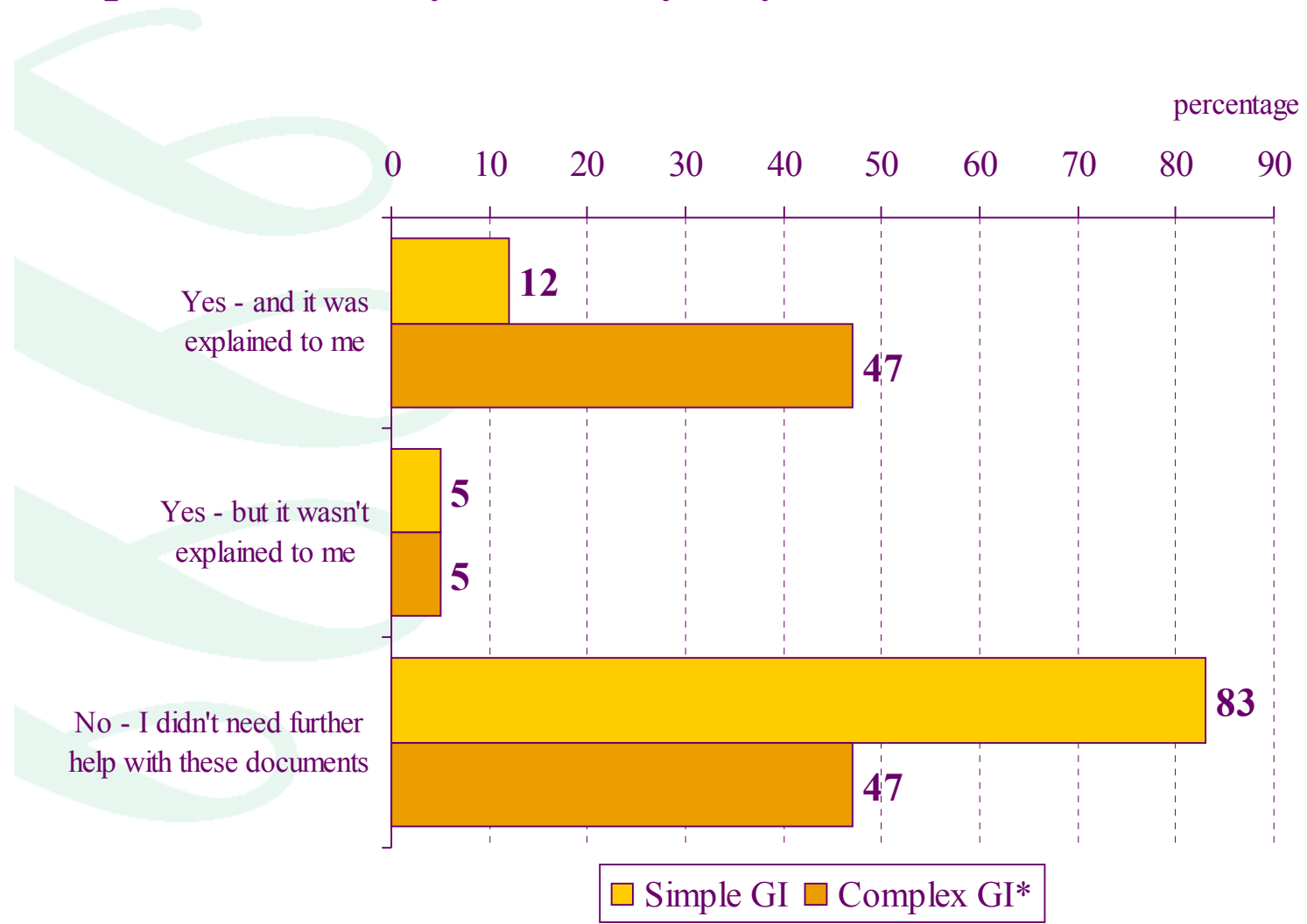
* Small base

Group B - whether personally read the Policy Summary



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)

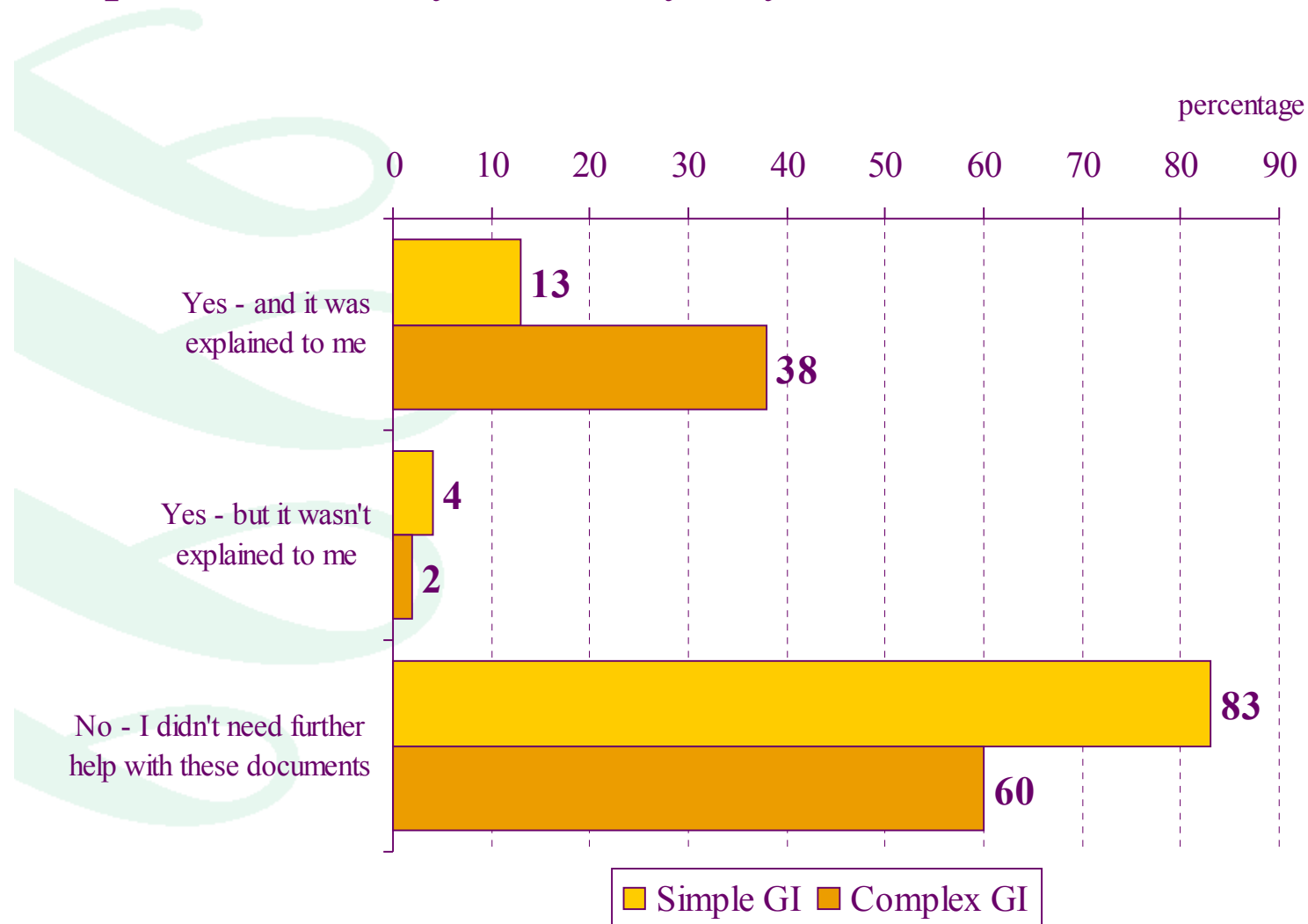
Group A - did you need/would you have liked someone to explain the Policy Summary to you



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

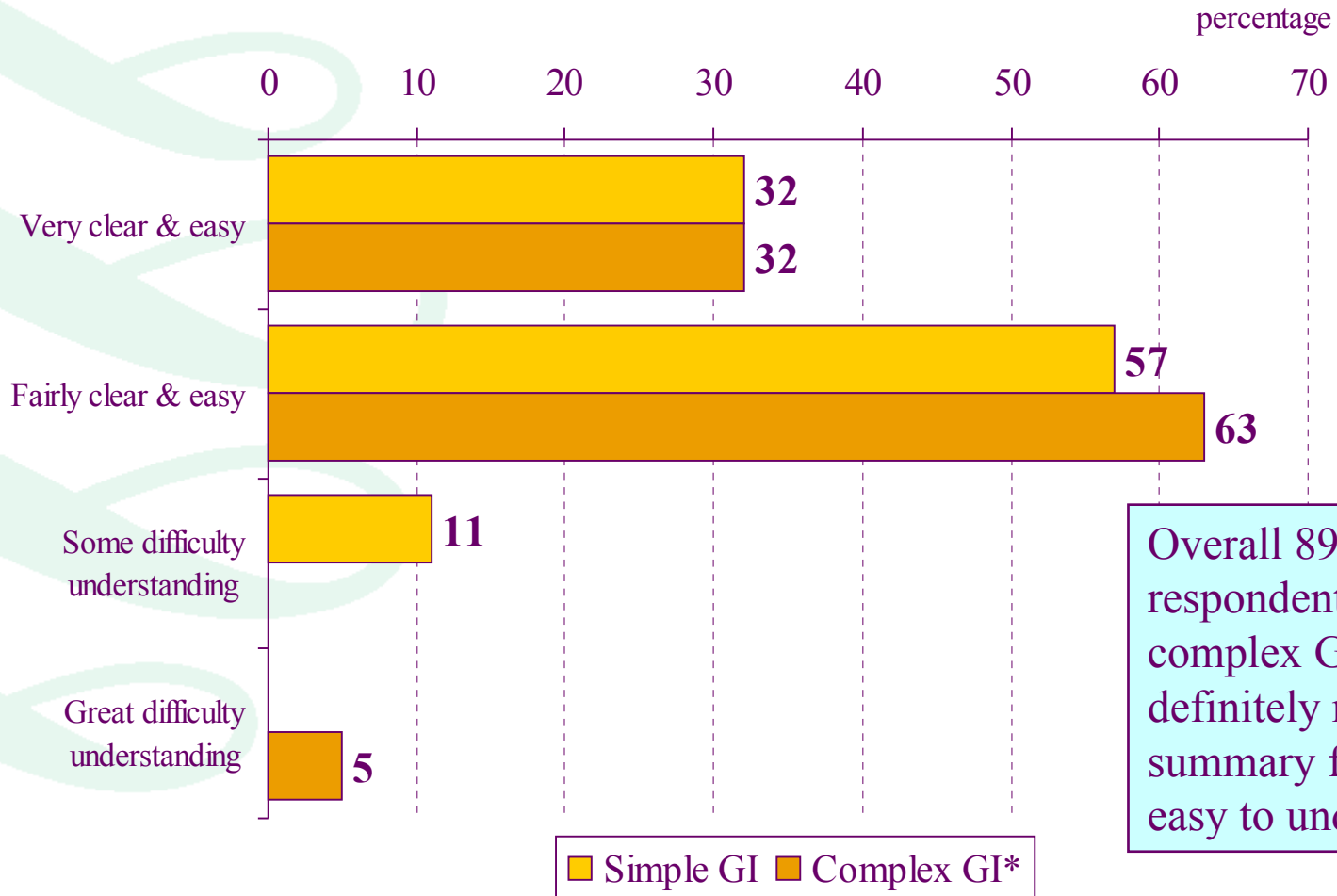
* Small base

Group B - did you need/would you have liked someone to explain the Policy Summary to you



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)

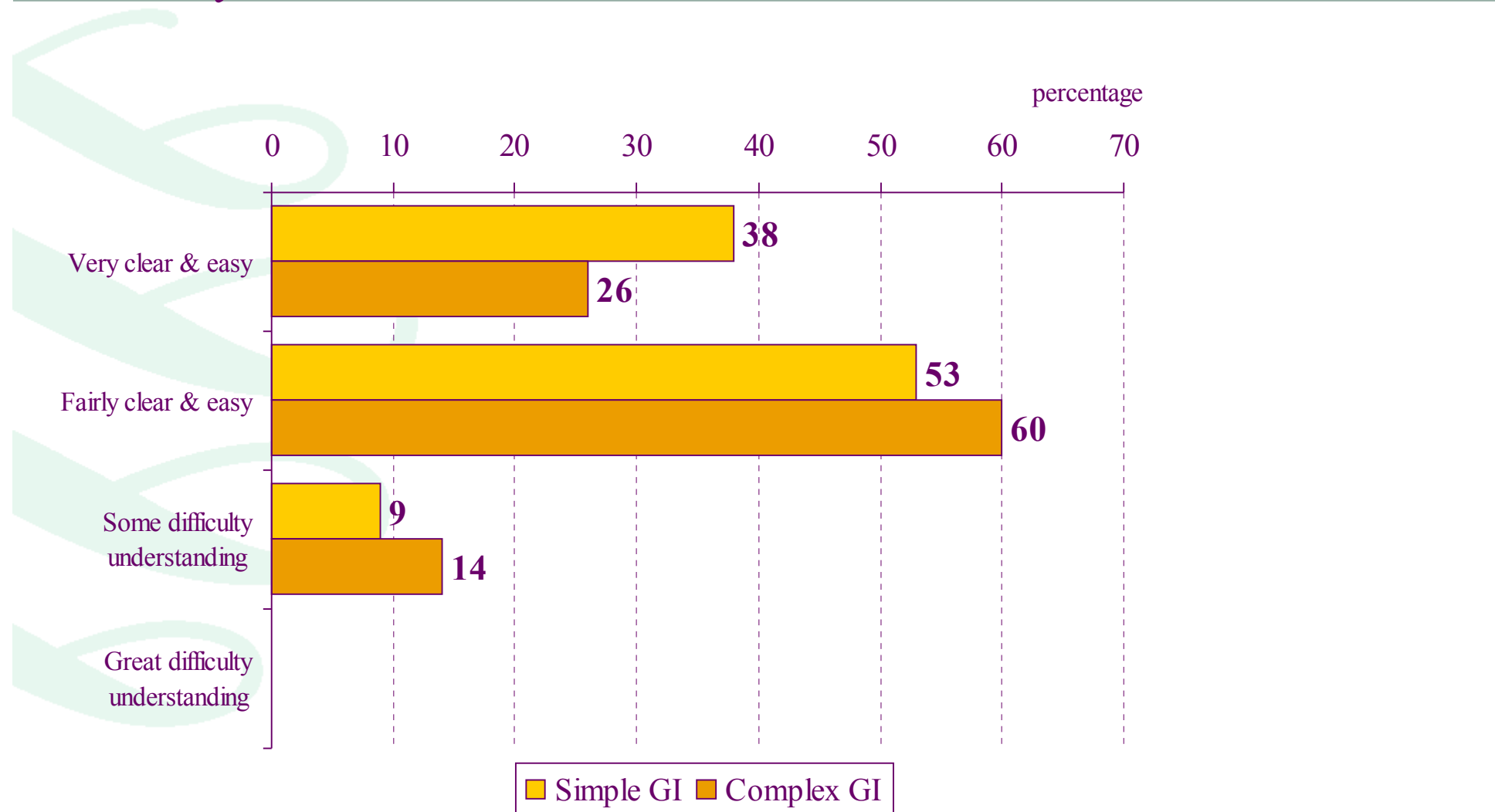
Group A - how clear and easy to understand was the Policy Summary



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

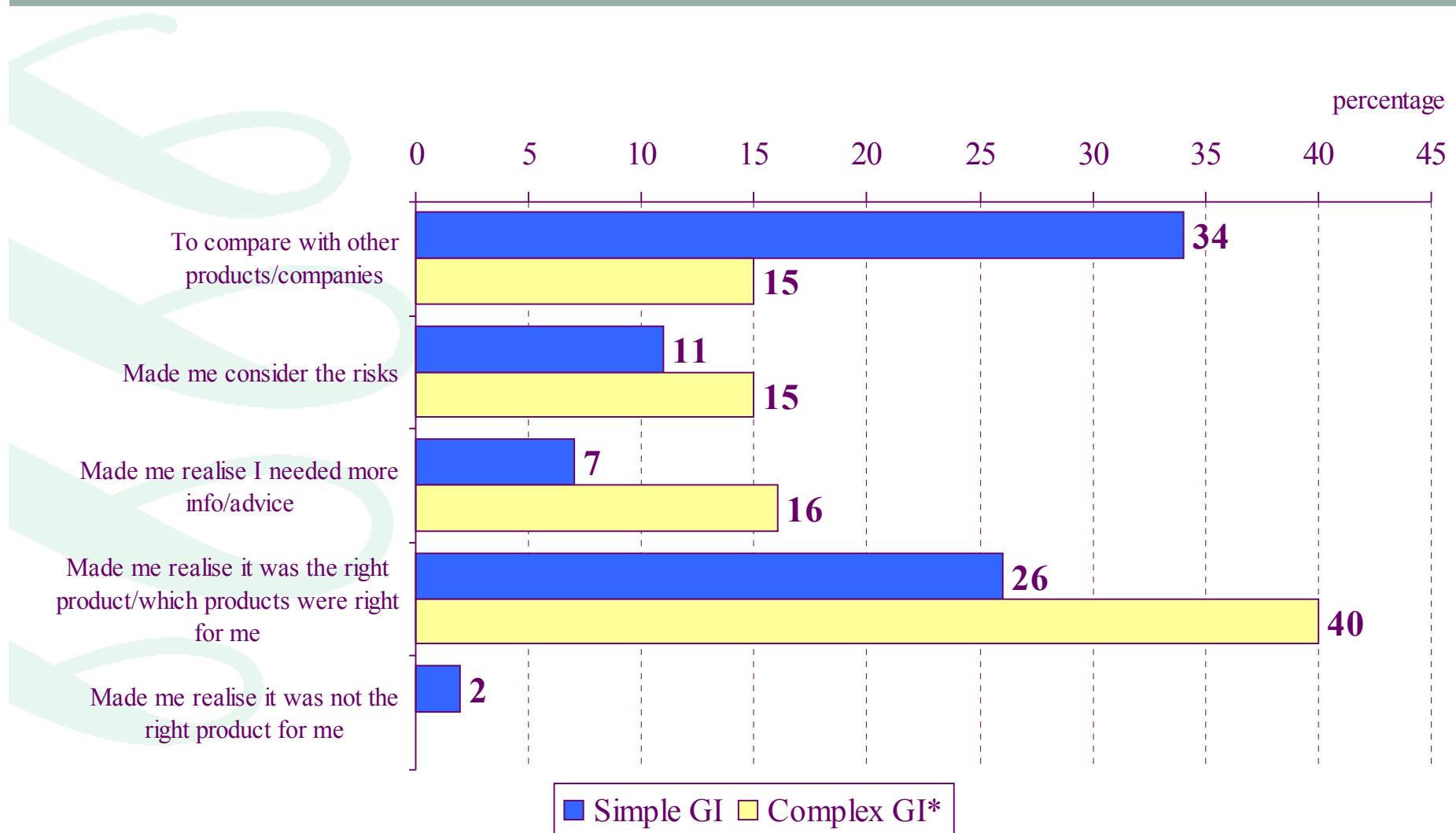
* Small base

Group B - how clear and easy to understand was the Policy Summary



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)

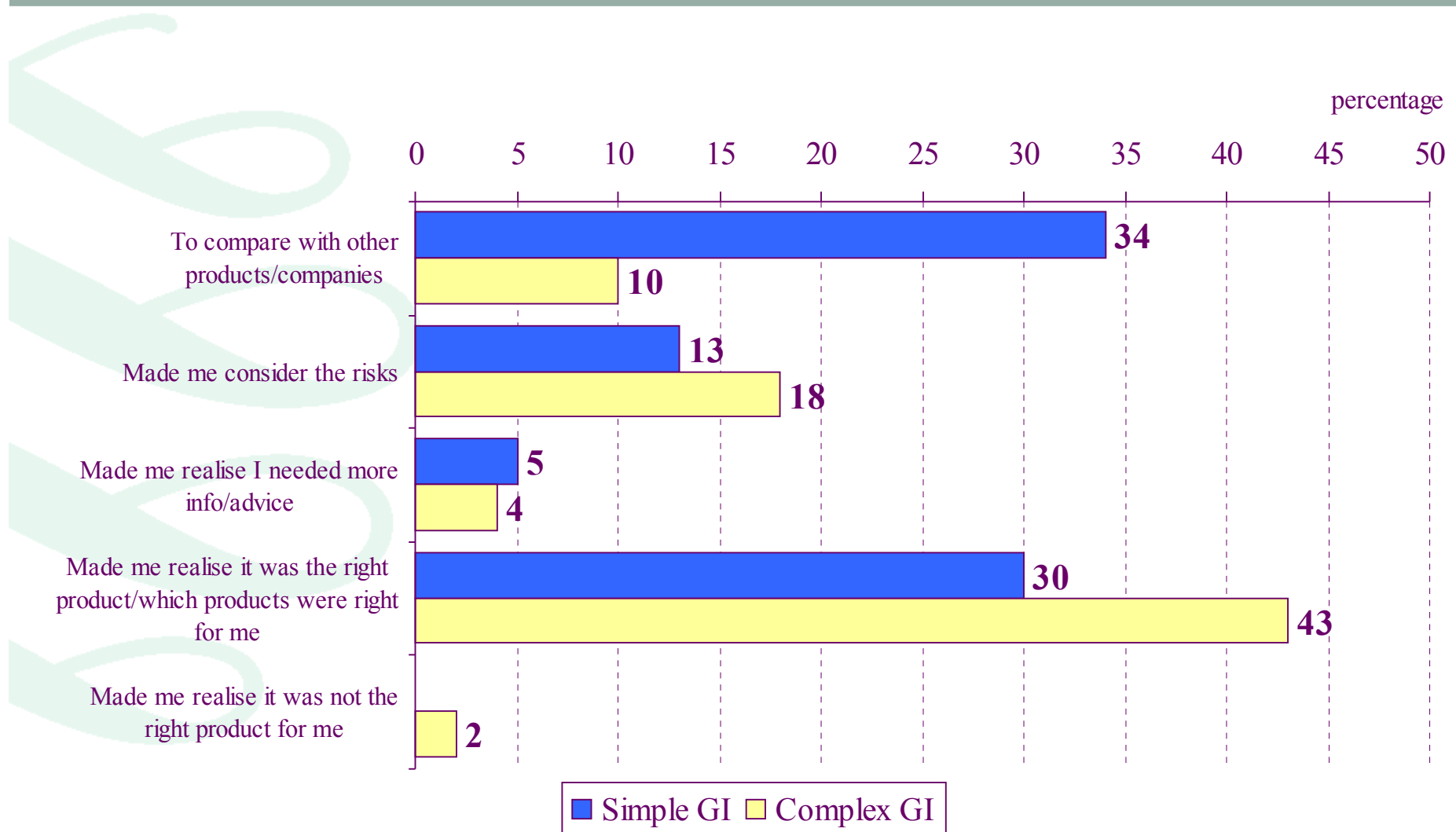
Group A - ways in which the Policy Summary has been used



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

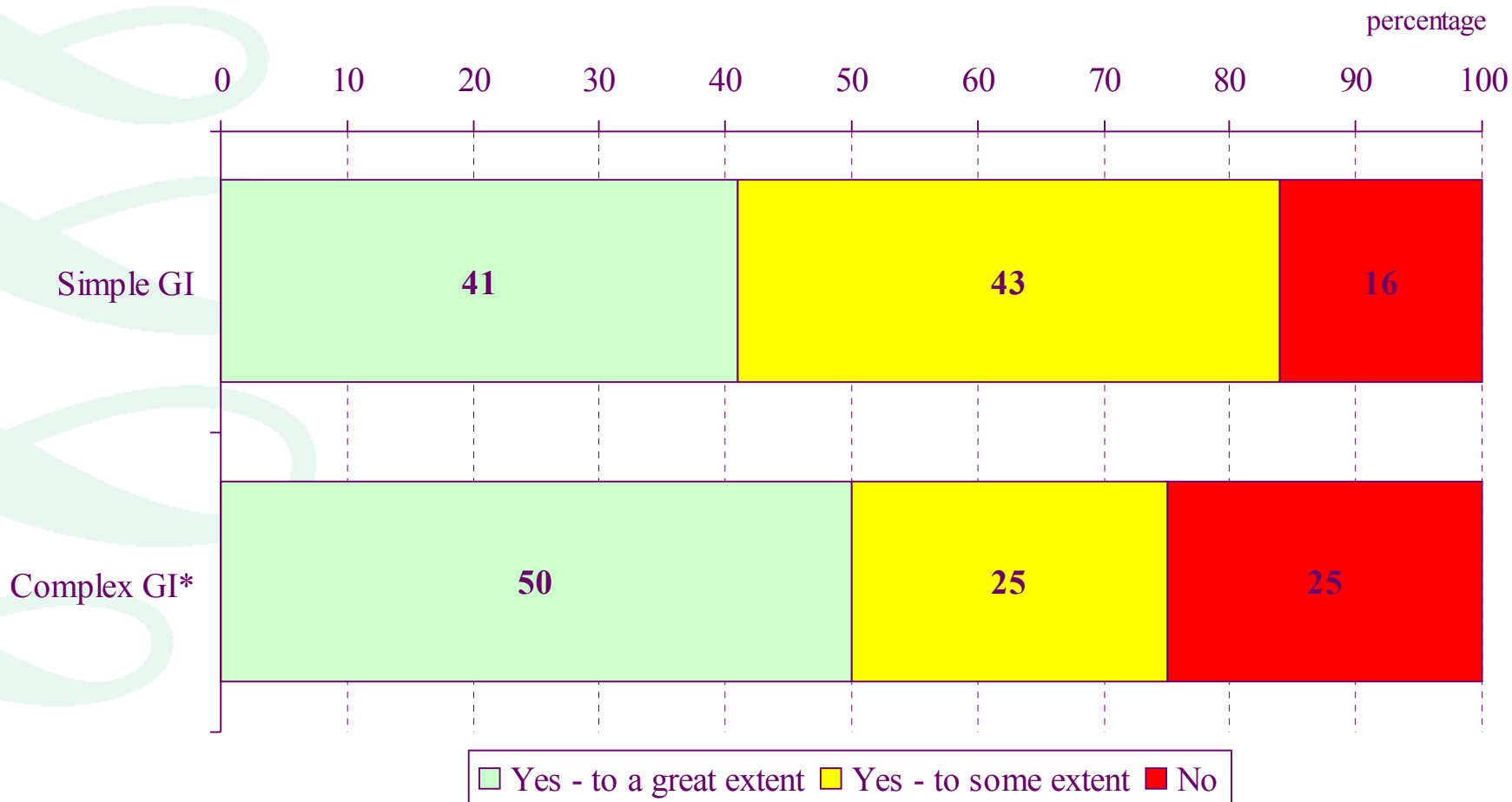
* Small base

Group B - ways in which the Policy Summary has been used



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)

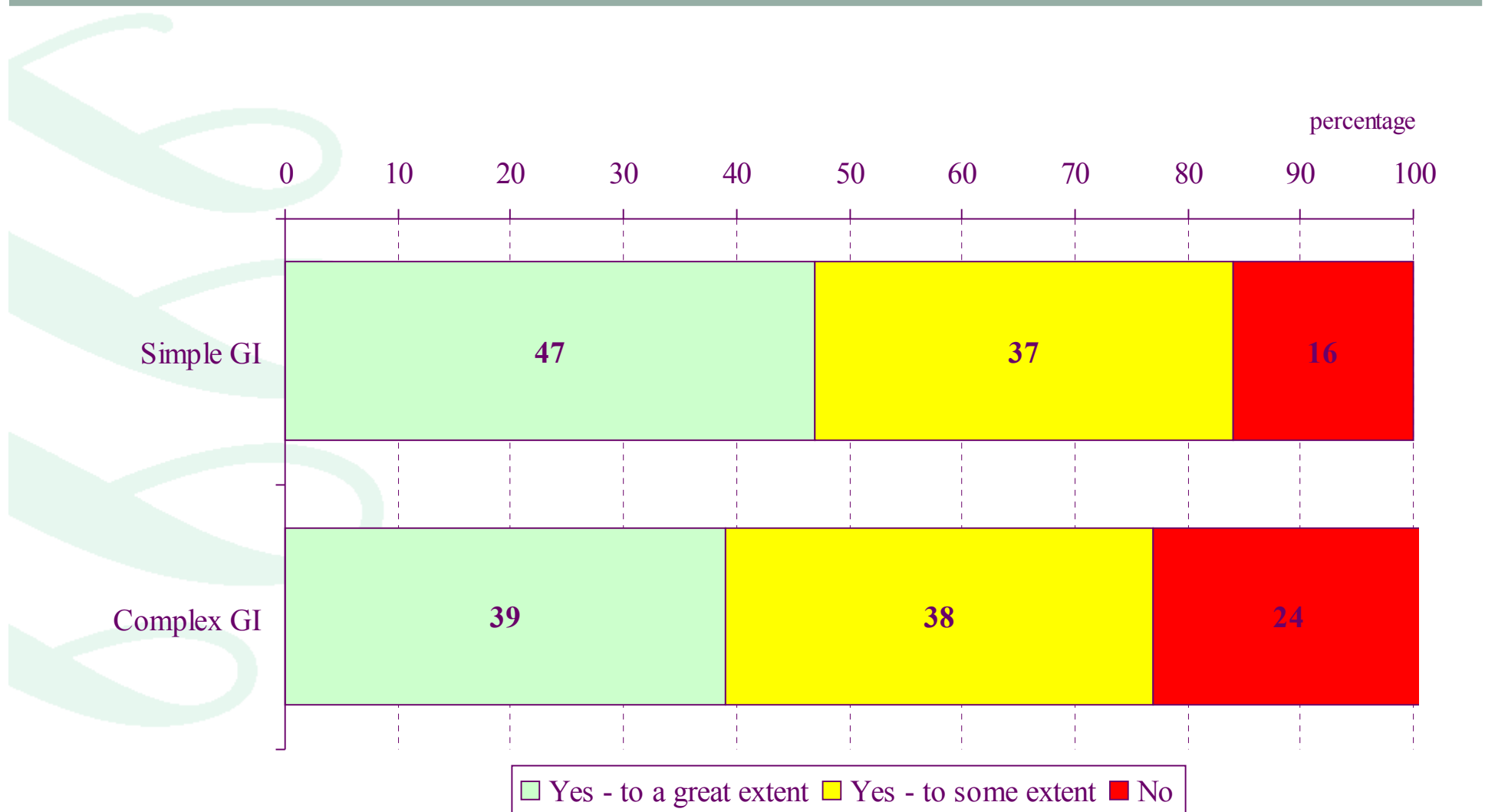
Group A - whether information in the Policy Summary has helped in the decision making



Base: All who have definitely received a Policy Summary document – simple GI (47) complex GI (17)

* Small base

Group B - whether information in the Policy Summary helped make a final decision



Base: All who definitely received a Policy Summary document – simple GI (109) complex GI (80)



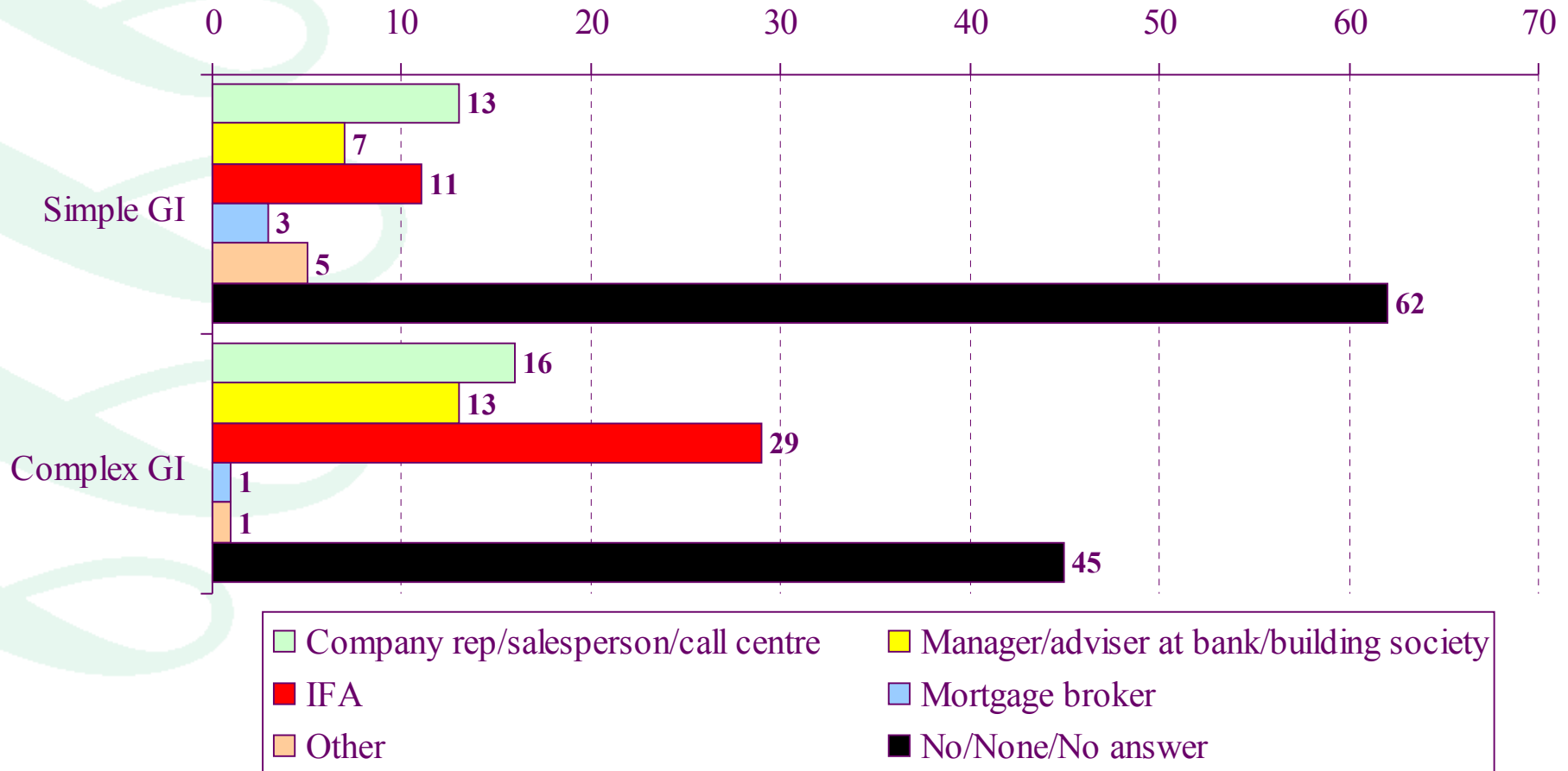
Use of financial advice

Group A - source of any financial advice about the planned product purchase



Note: respondents could choose more than one category

percentage



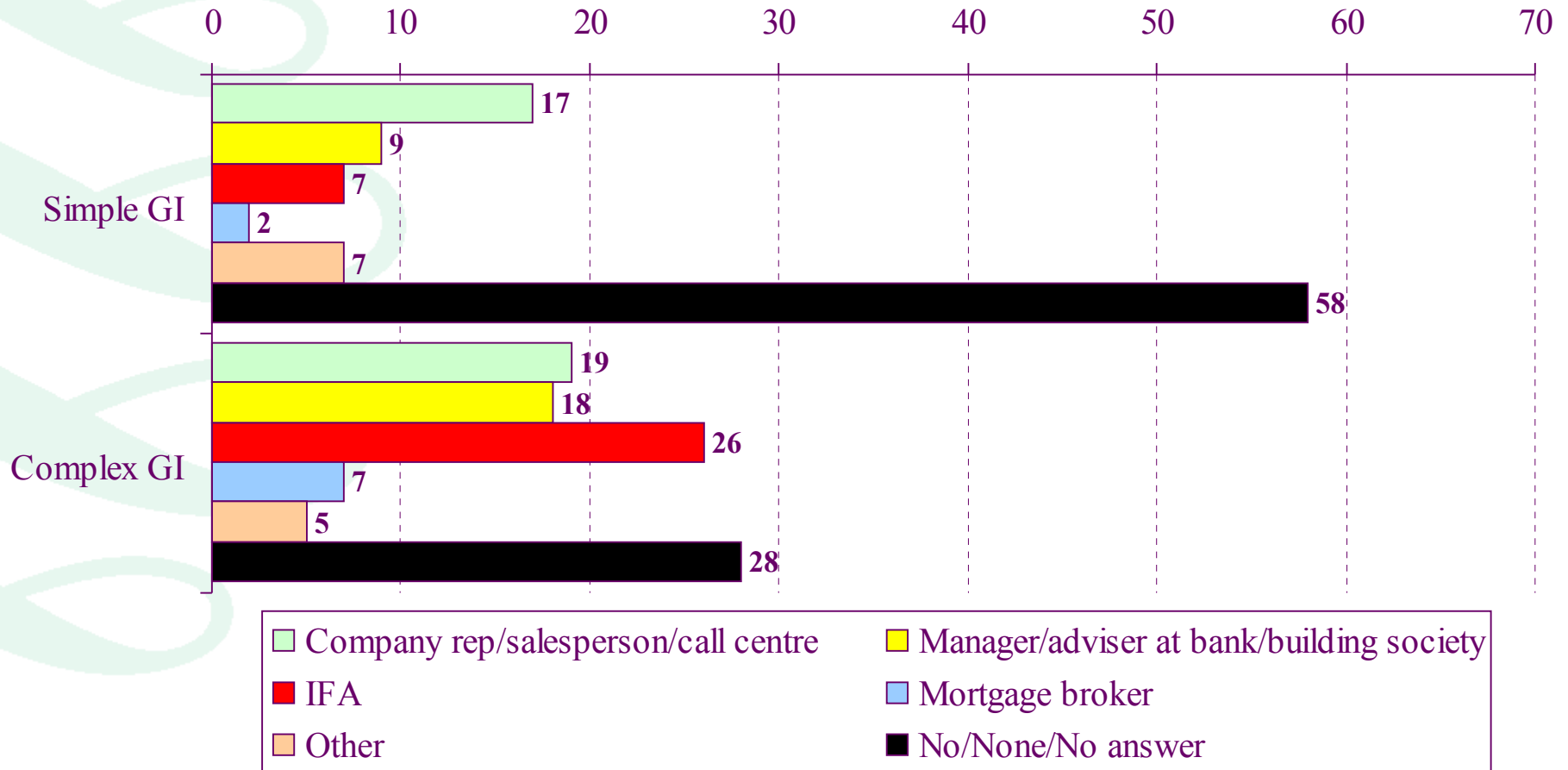
Base: All eligible – simple GI (145) complex GI (73)

Group B - source of any financial advice about the product purchase



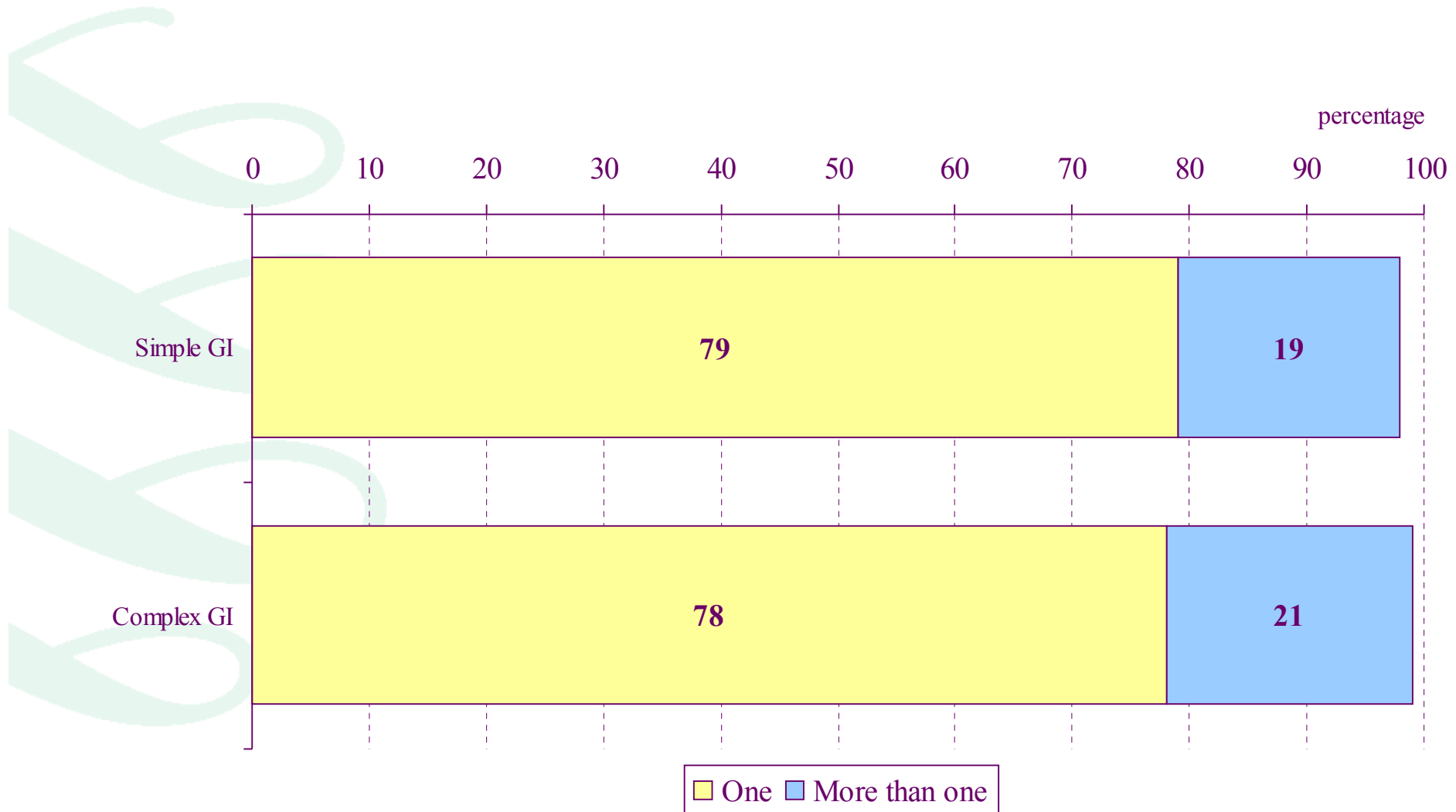
Note: respondents could choose more than one category

percentage



Base: All eligible – simple GI (370) complex GI (202)

Group B - how many advisers spoken to

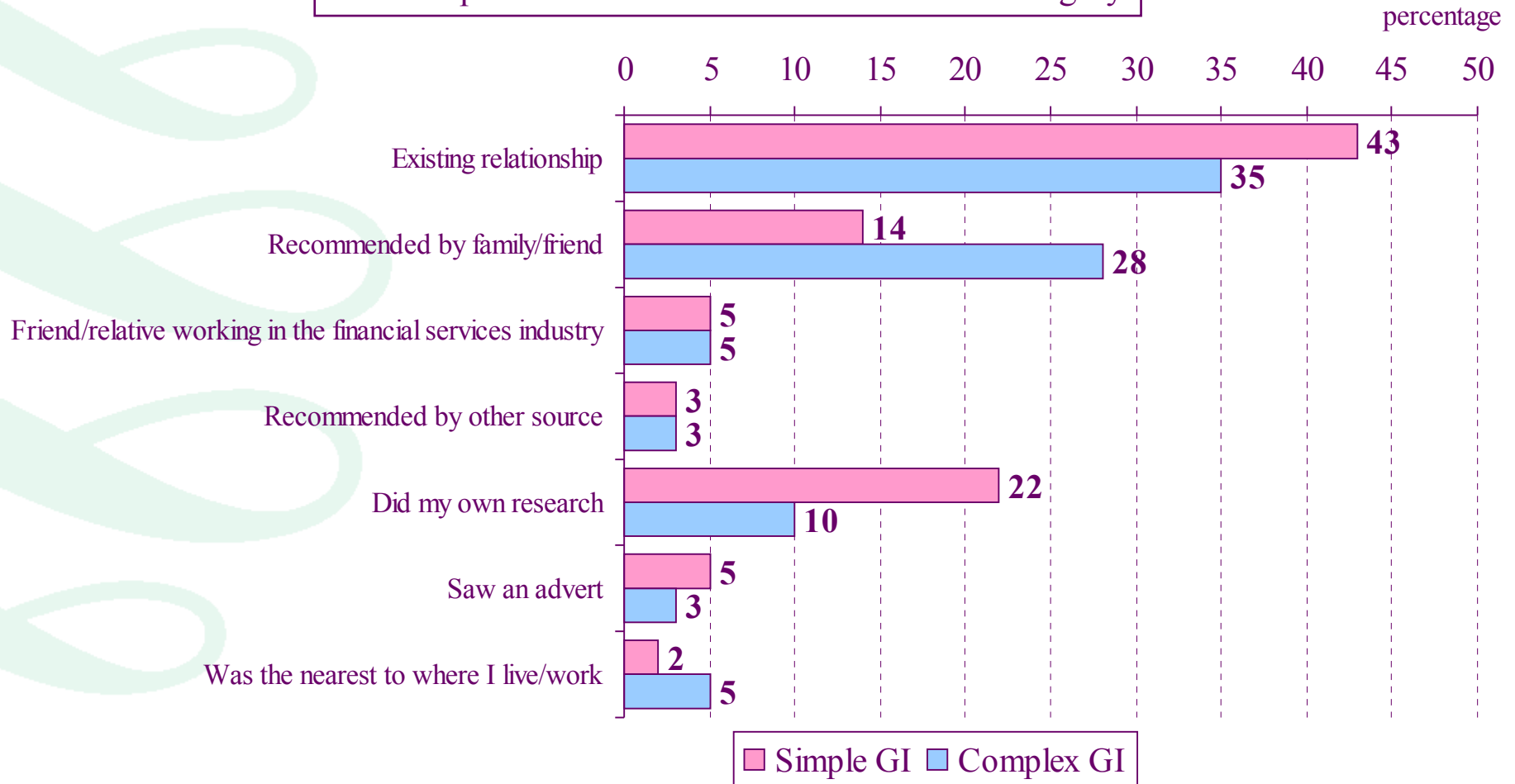


Base: All who sought advice – simple GI (179) complex GI (152)

Group A - how did you know about the adviser(s)



Note: respondents could choose more than one category

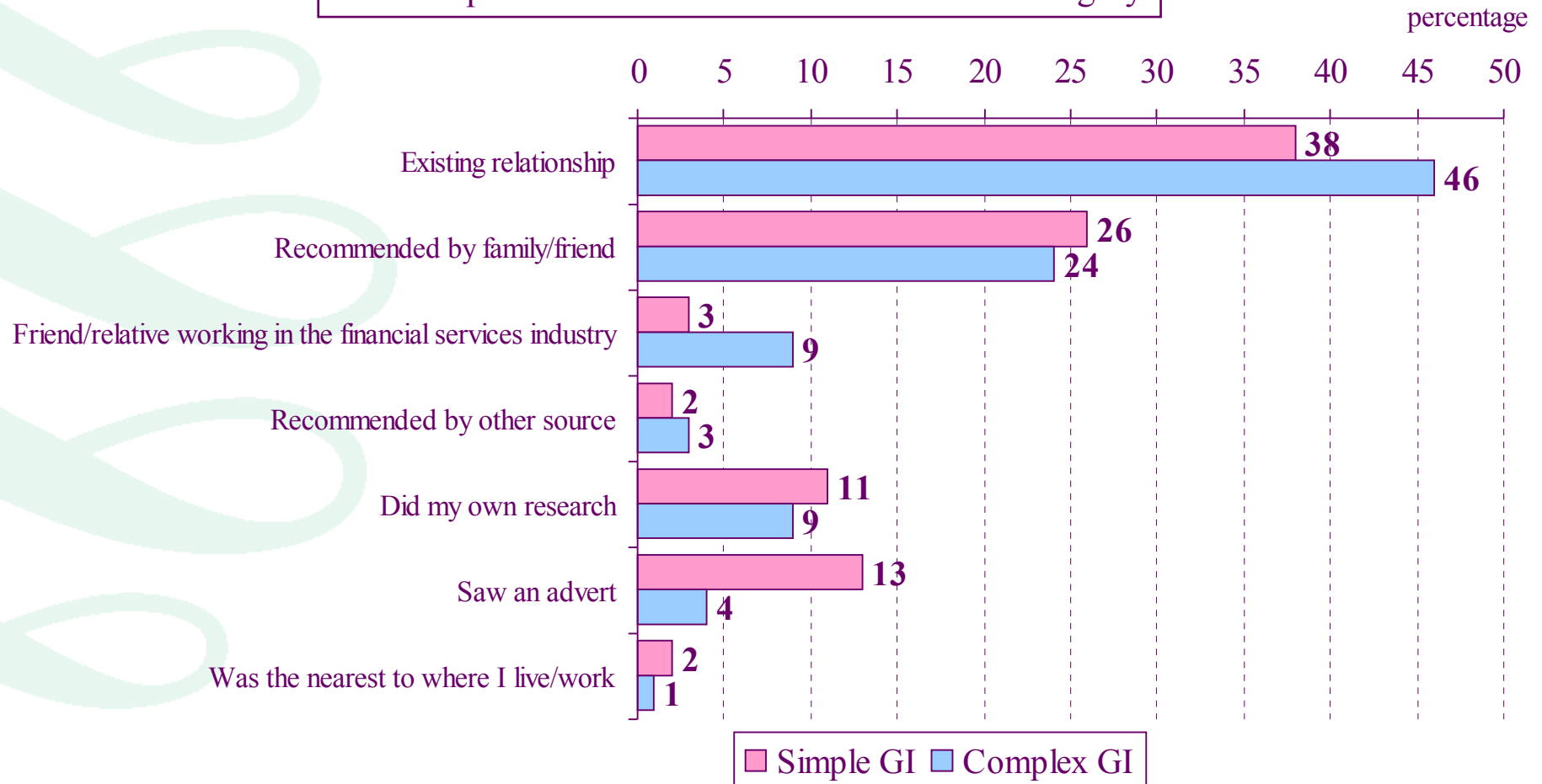


Base: All eligible who sought financial advice – simple GI (55) complex GI (40)

Group B - how did you know about the adviser(s)

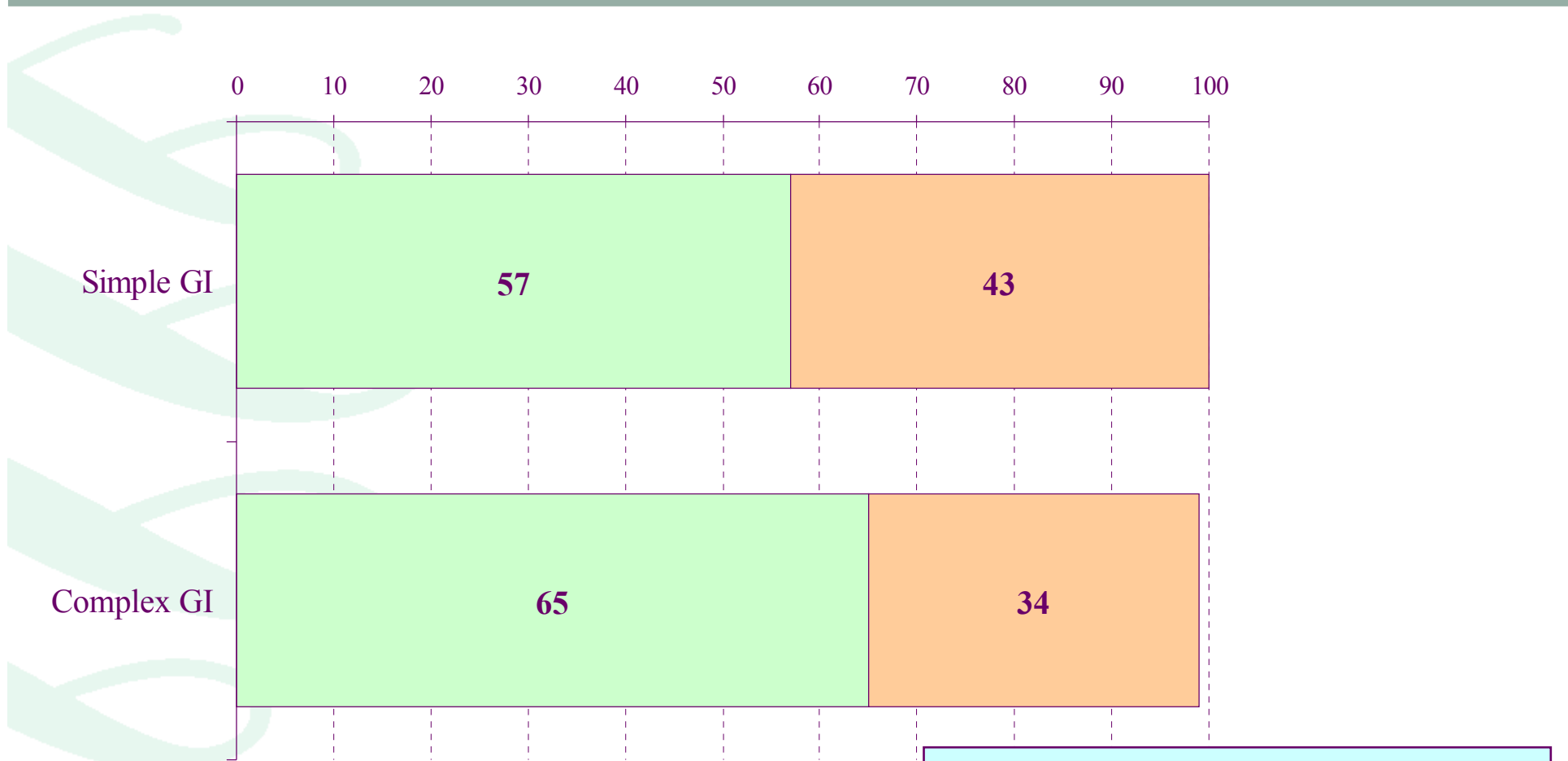


Note: respondents could choose more than one category



Base: All who sought advice – simple GI (179) complex GI (152)

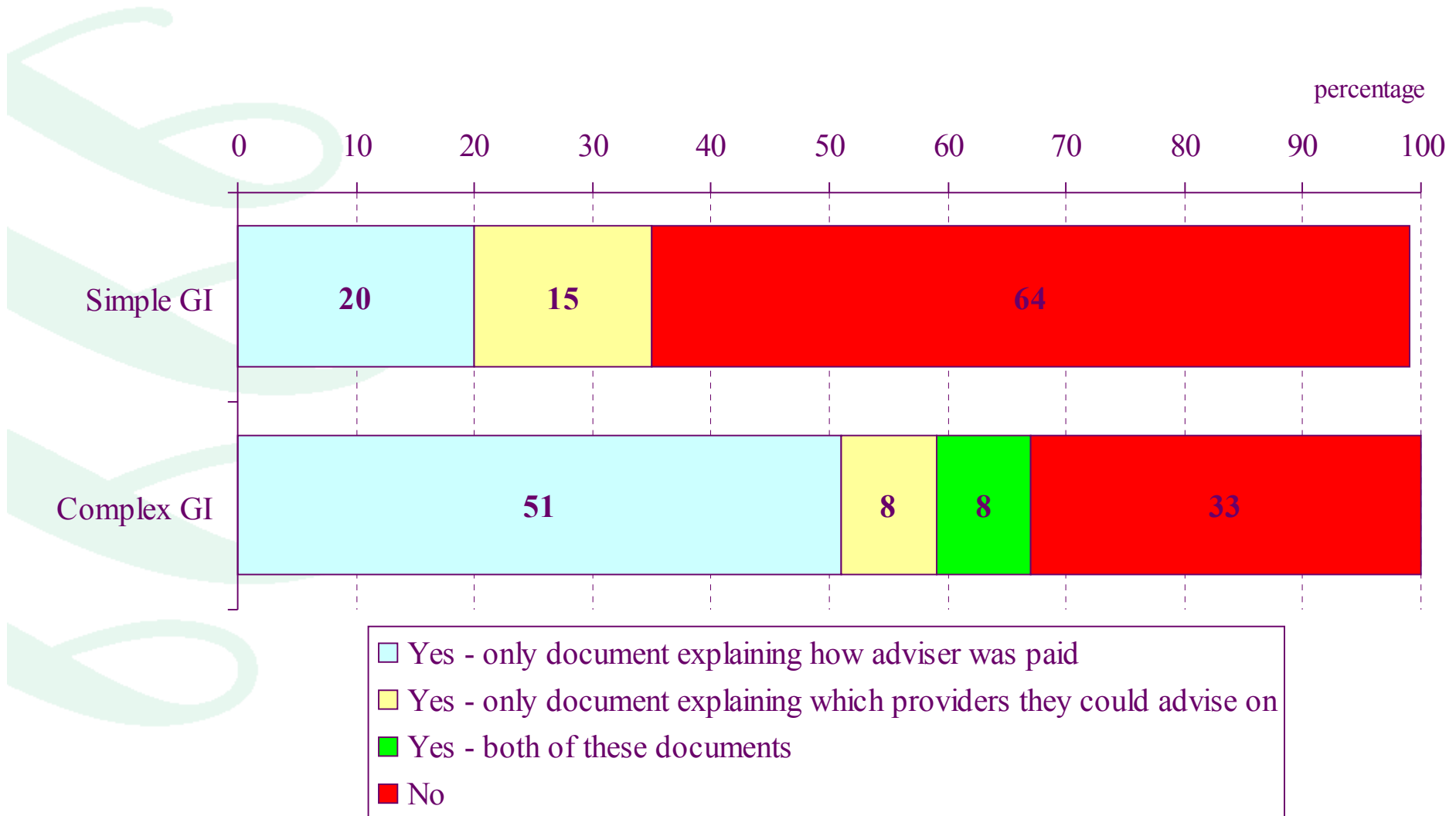
Group B - did any adviser(s) make a recommendation as to which product to take



Overall 94% of simple GI and 93% of complex GI who received a recommendation from an adviser followed it.

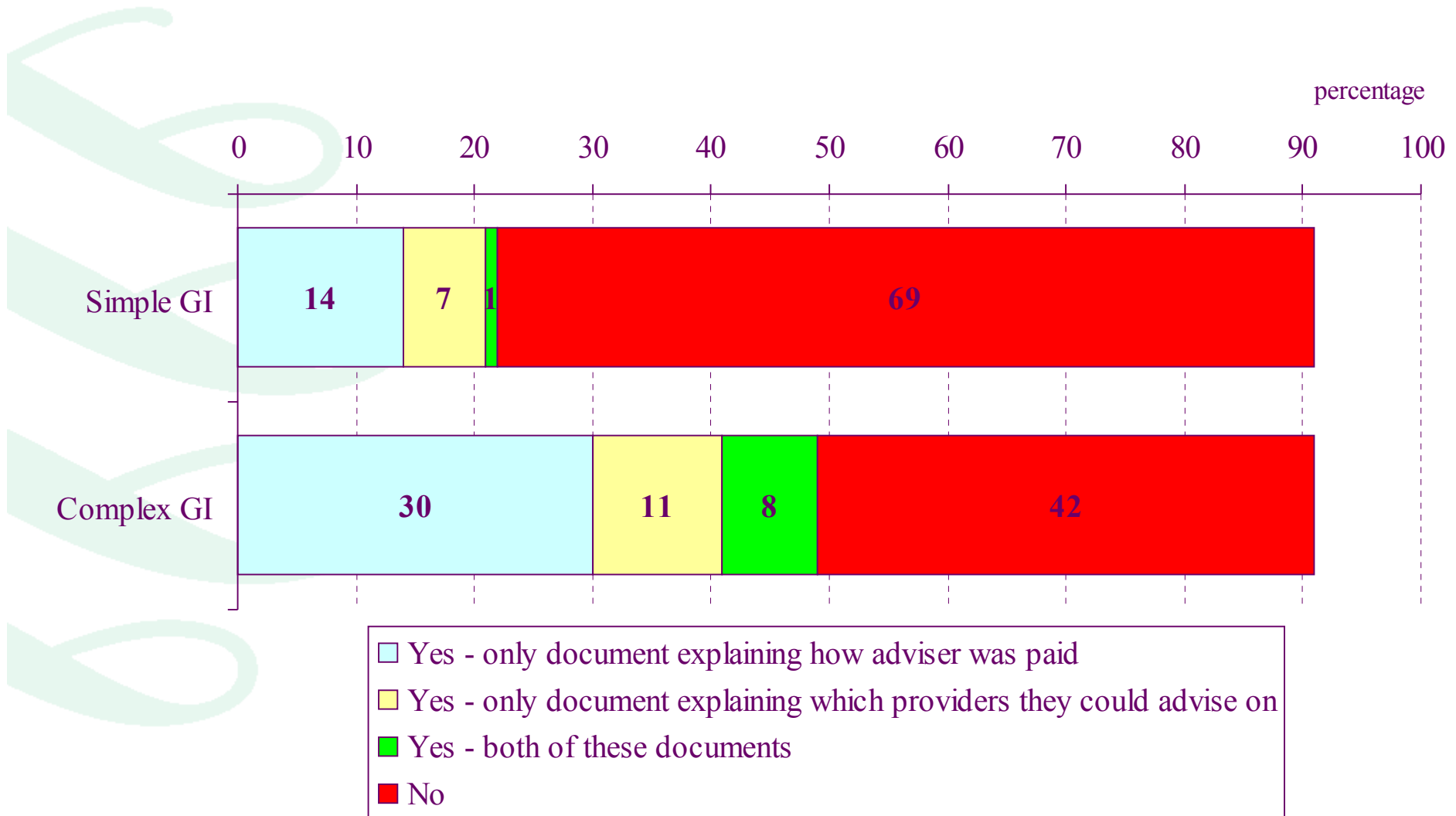
Base: All who sought advice – simple GI (179) complex GI (152)

Group A - did adviser provide any documents which explained how they were paid for their services or the number of providers they could give advice about



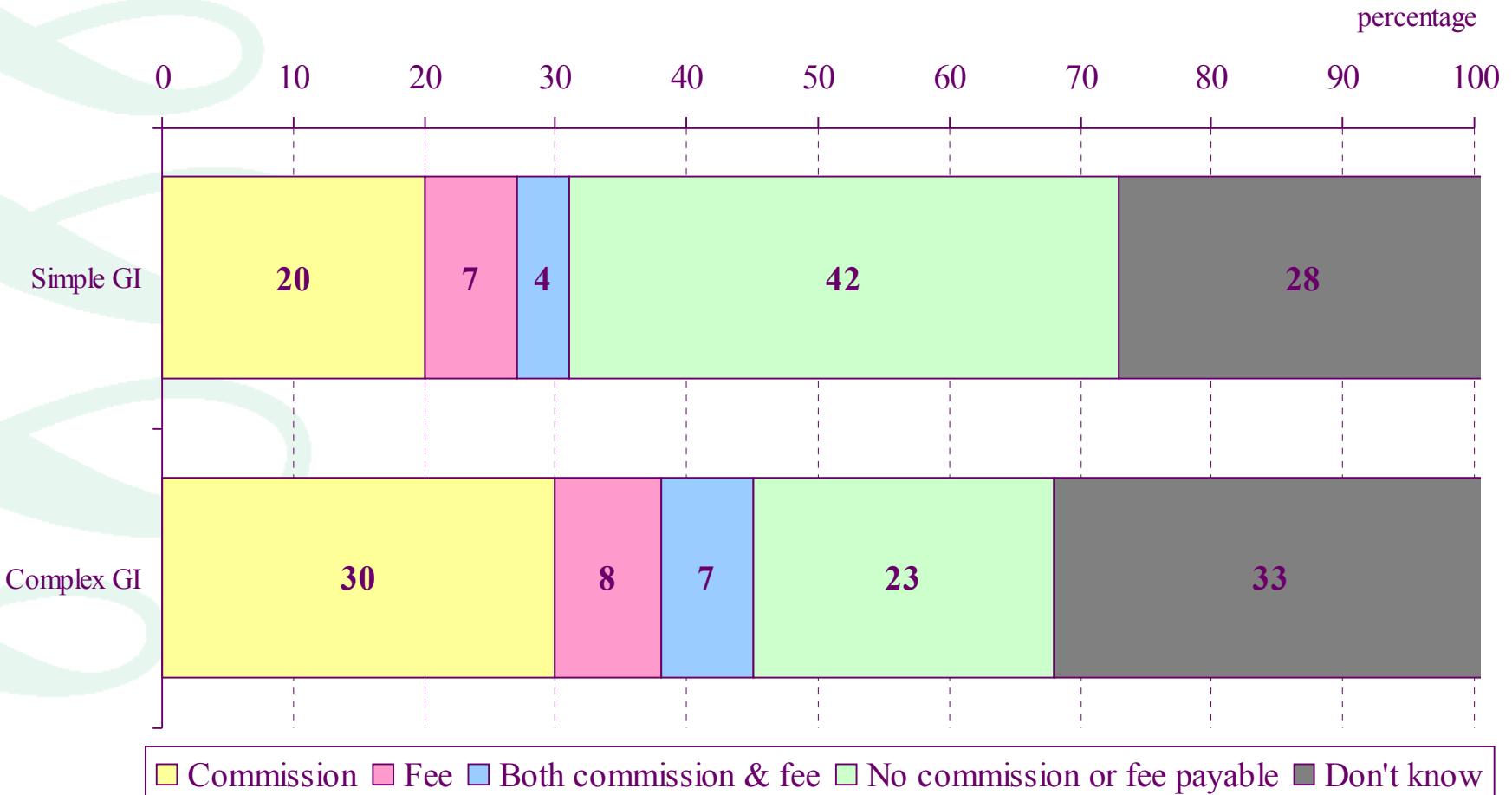
Base: All eligible who sought financial advice – simple GI (55) complex GI (40)

Group B - did adviser provide any documents which explained how they were paid for their services or the number of providers they could give advice about



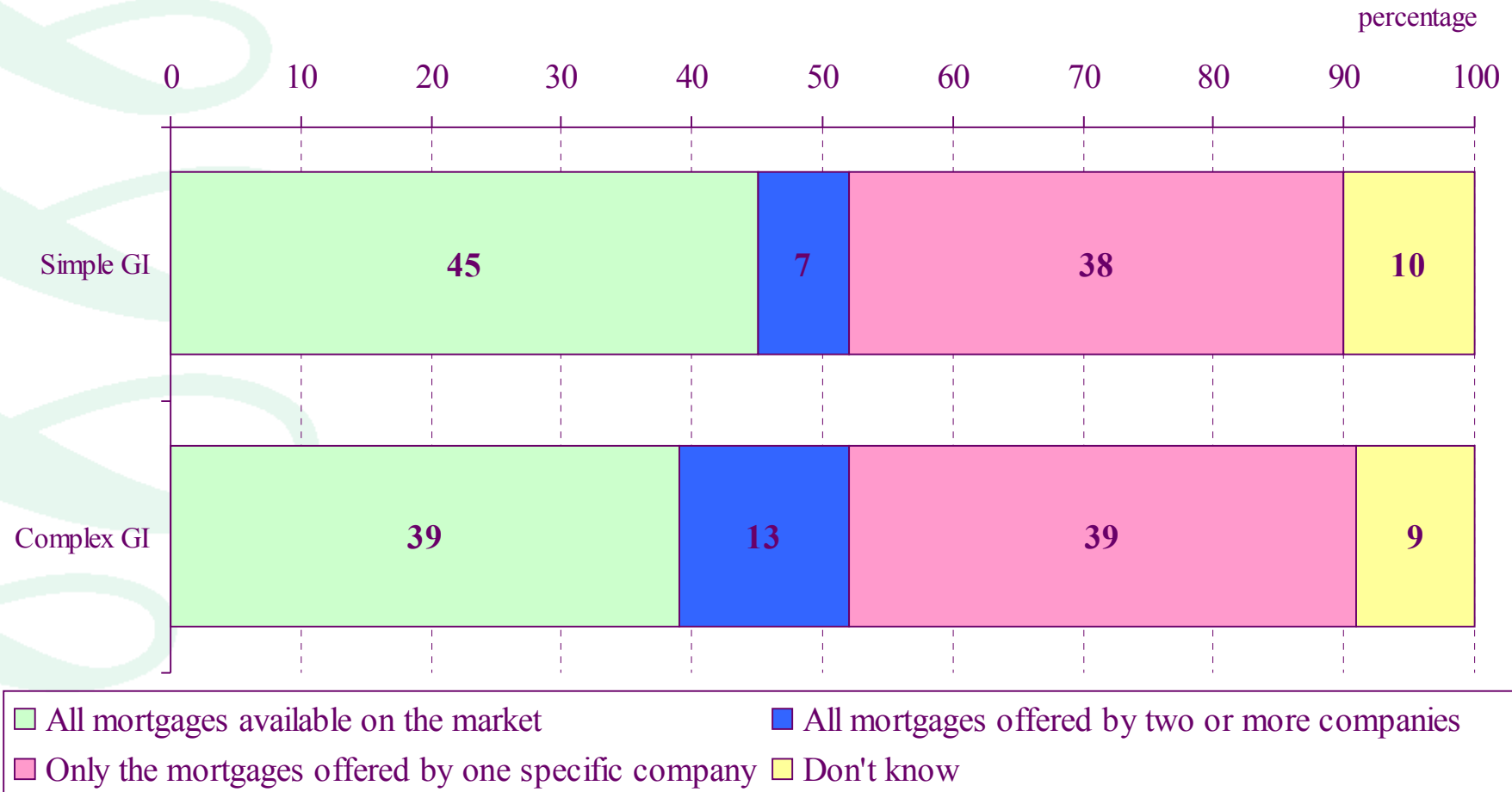
Base: All whose advisers made a recommendation – simple GI (102) complex GI (98)

Group B - how was the adviser paid for their services



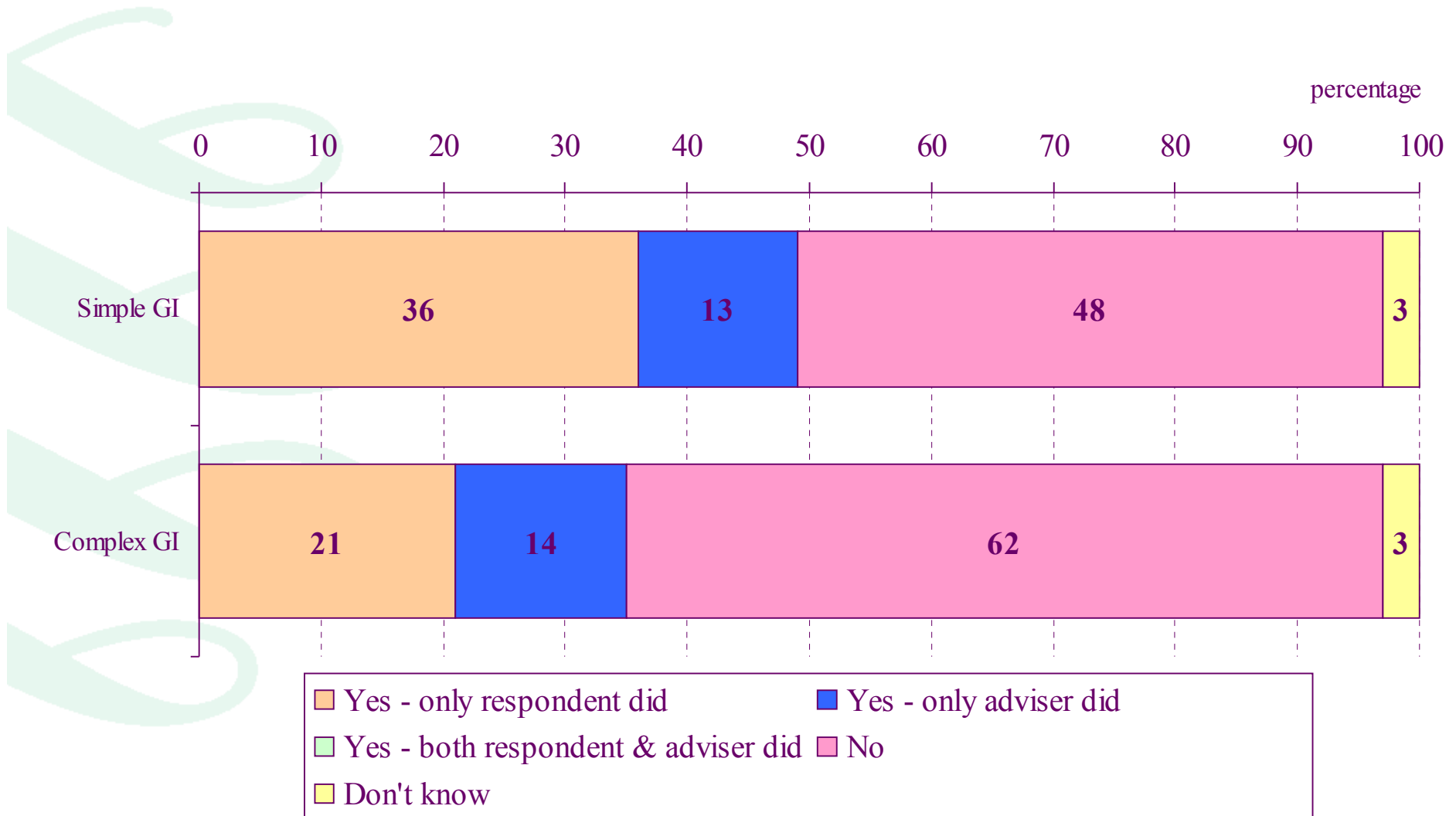
Base: All whose advisers made a recommendation – simple GI (102) complex GI (98)

Group B - range of providers the adviser was able to give you advice about



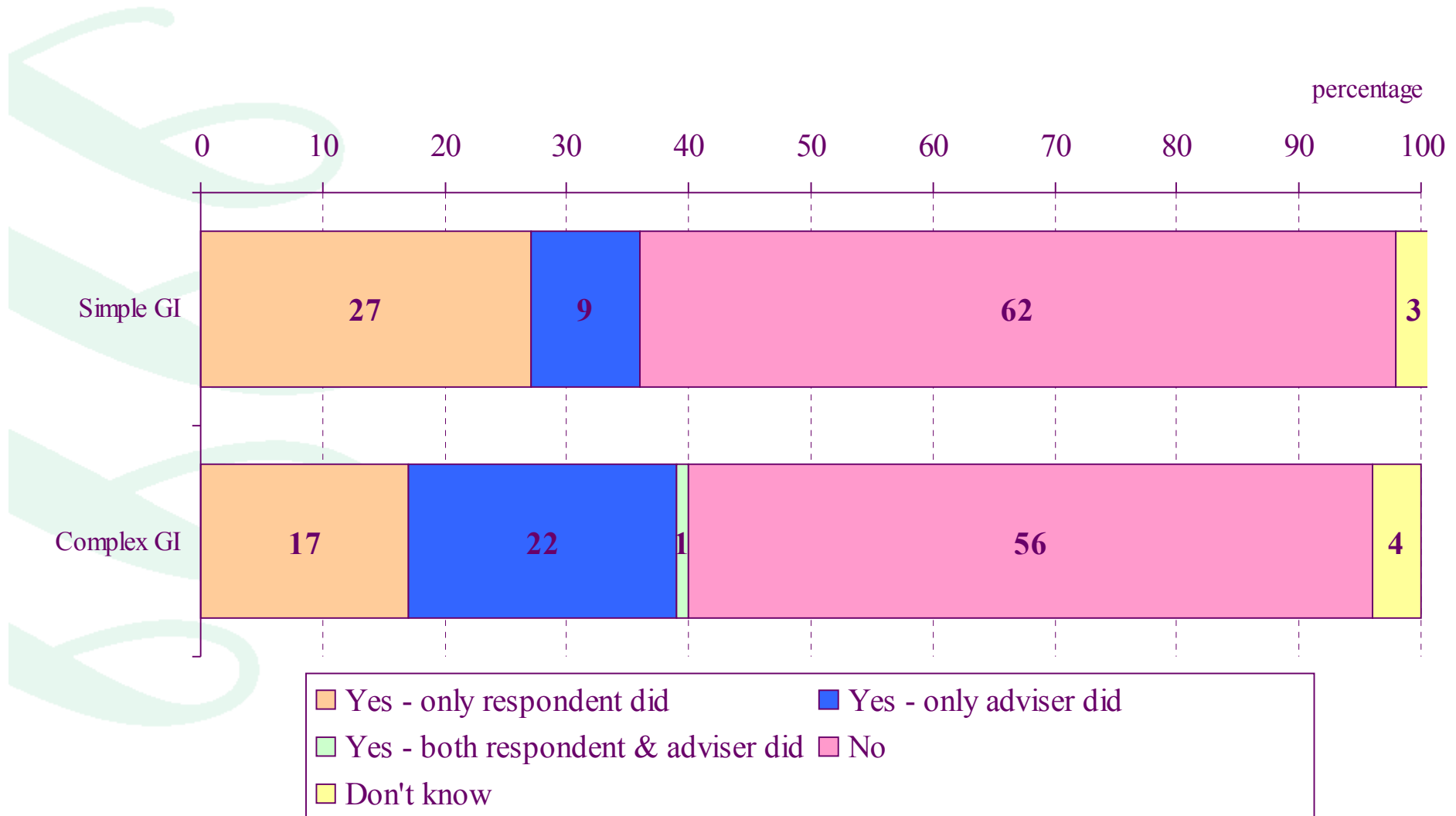
Base: All whose advisers made a recommendation – simple GI (102) complex GI (98)

Group A - whether respondent or adviser collected information from more than one company



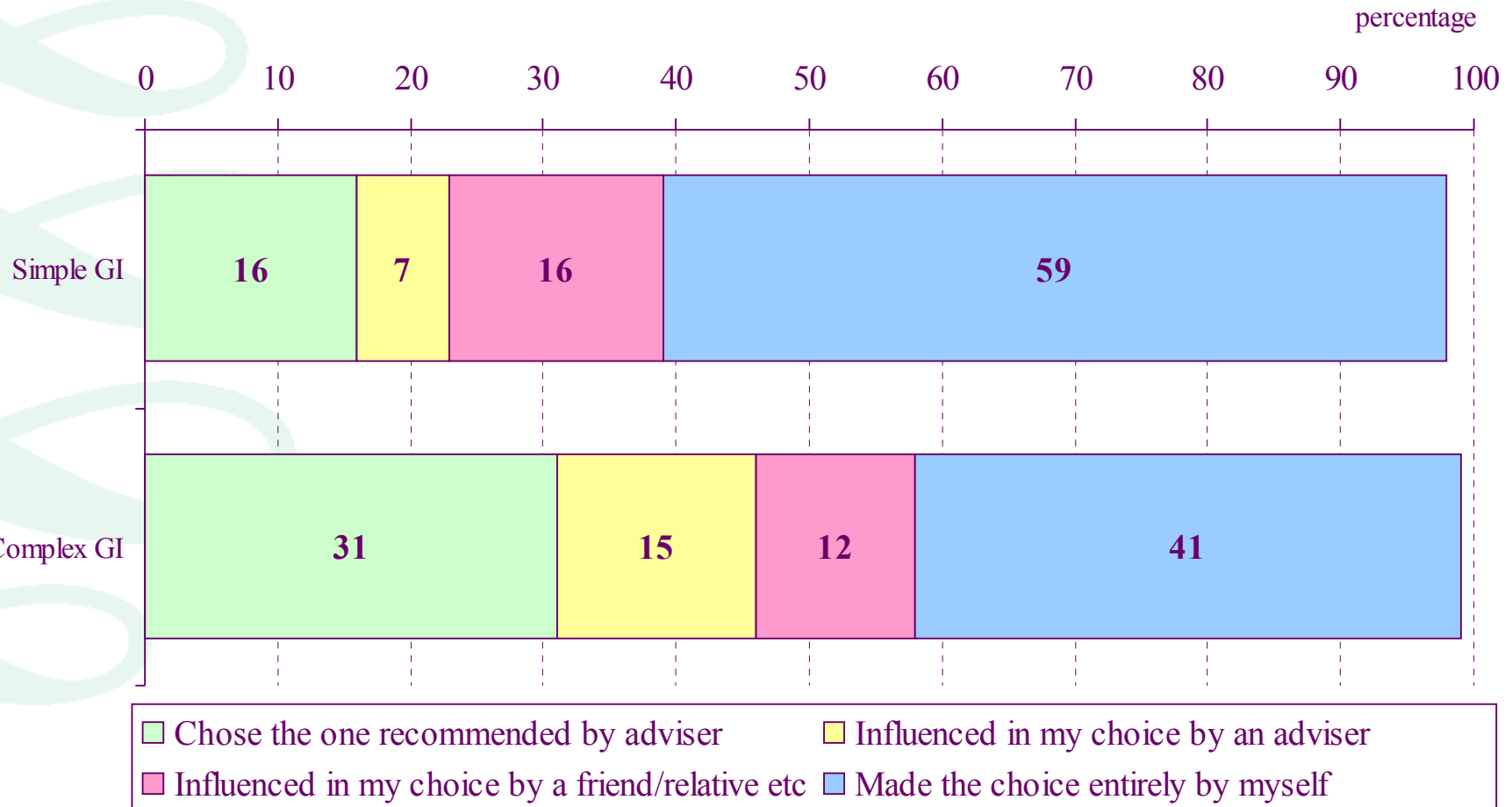
Base: All eligible – simple GI (145) complex GI (73)

Group B - whether respondent or adviser collected information from more than one company



Base: All eligible – simple GI (370) complex GI (202)

Group B - way chose which product to buy

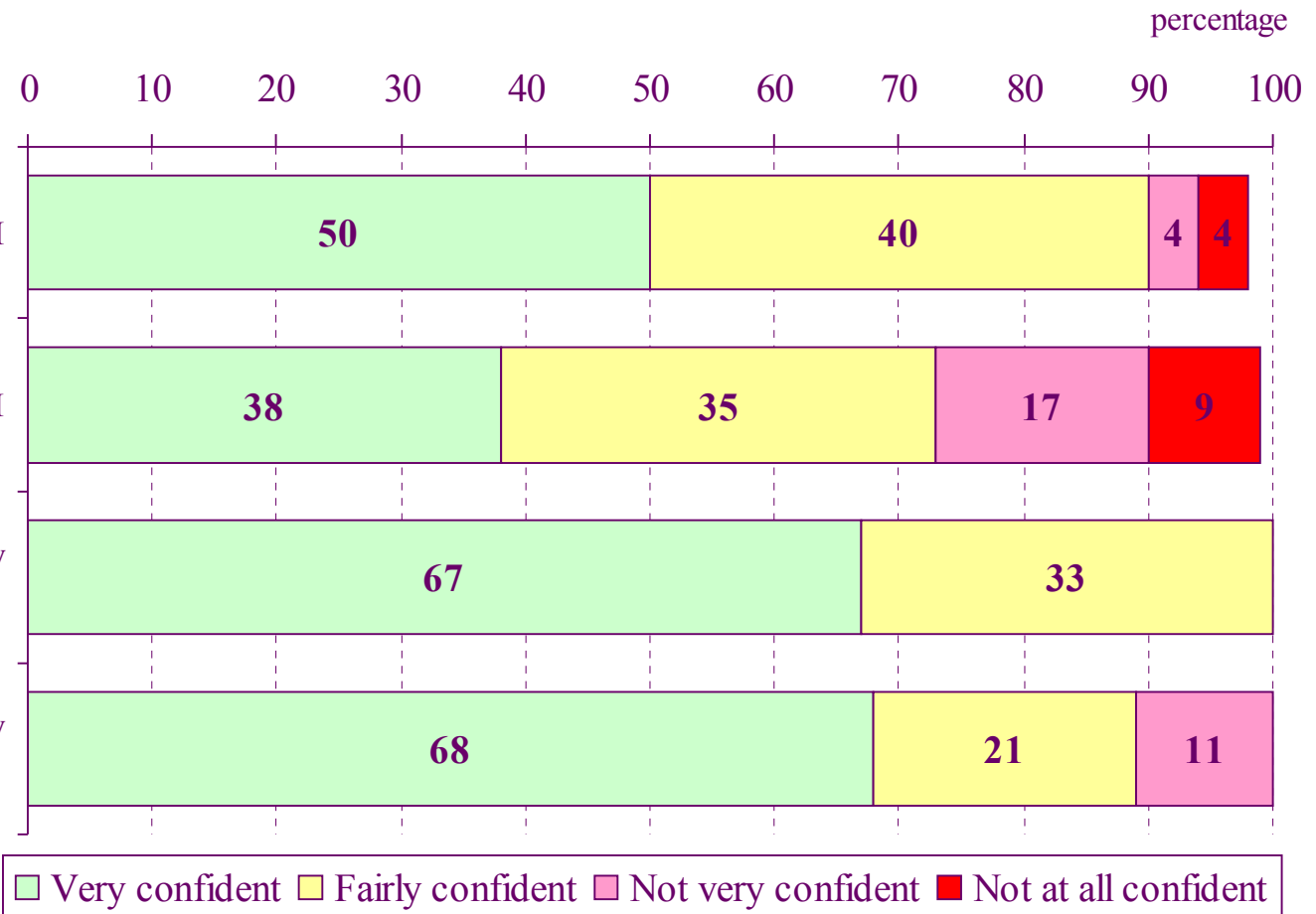


Base: All eligible – simple GI (370) complex GI (202)

Confidence in their product decision

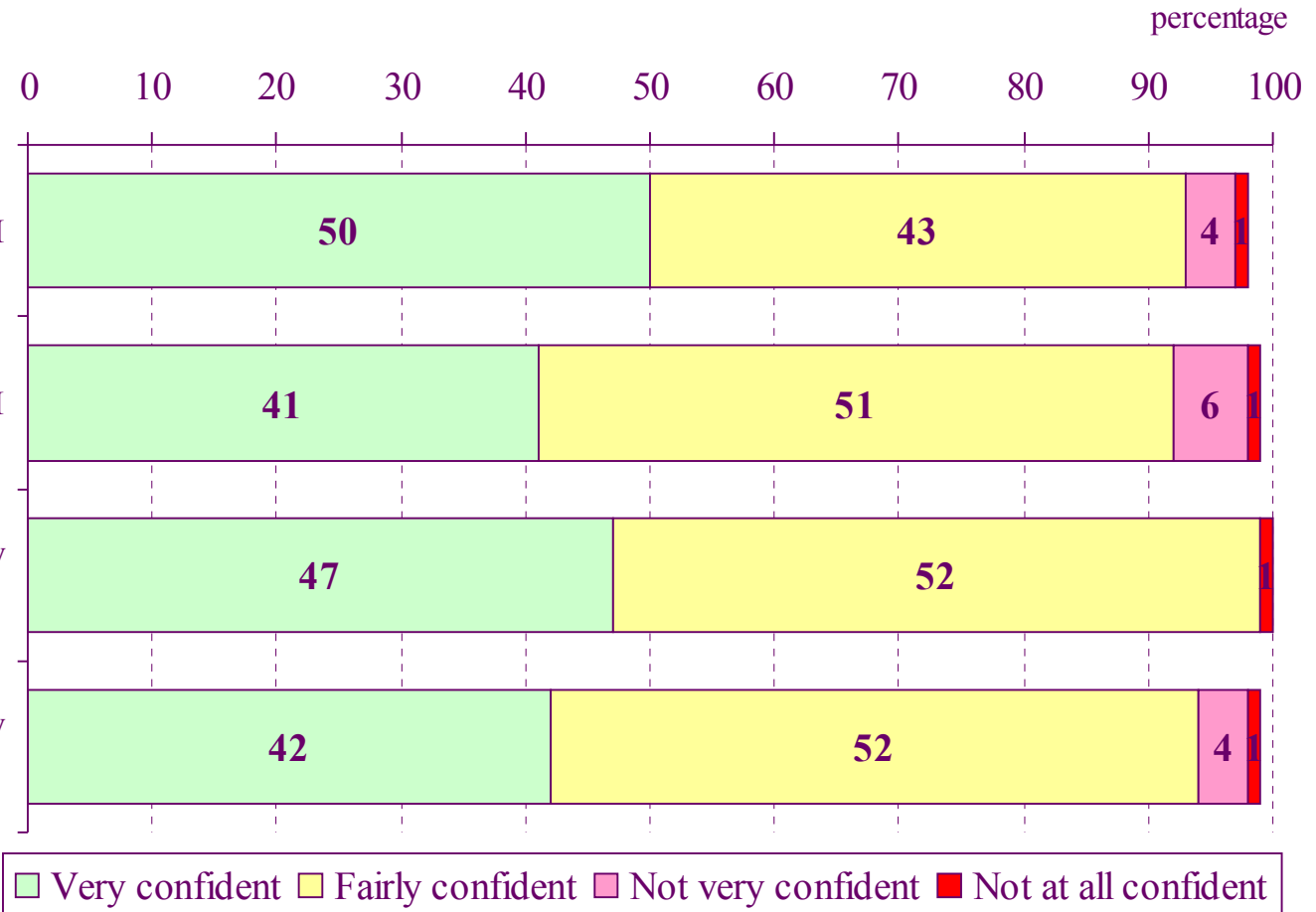


Group A - confidence they have all the information and advice they need



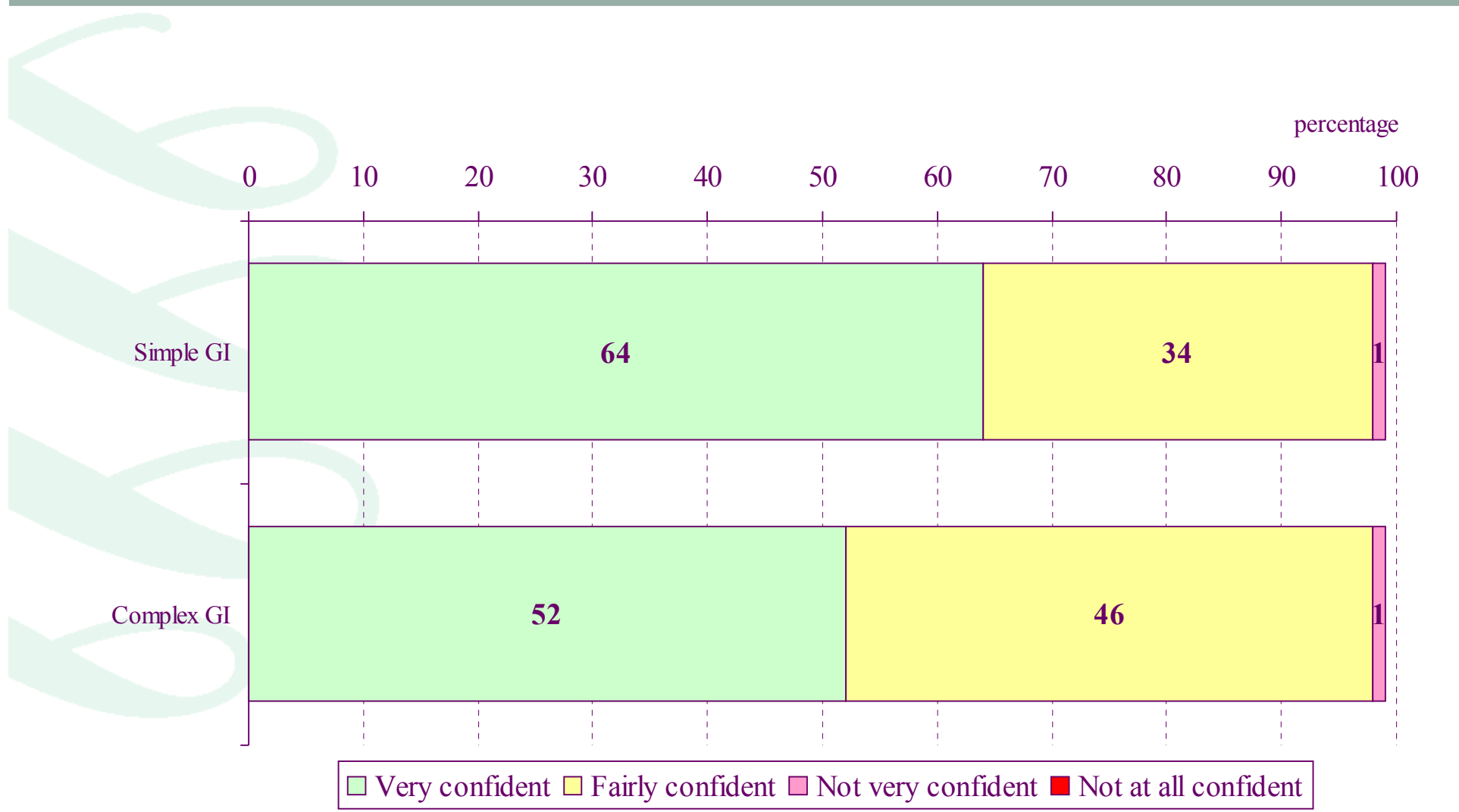
Base: All eligible – simple GI (145) complex GI (73)

Group B - confidence they had all the information and advice they needed



Base: All eligible – simple GI (370) complex GI (202)

Group B - confidence that the product purchased is suitable for their needs

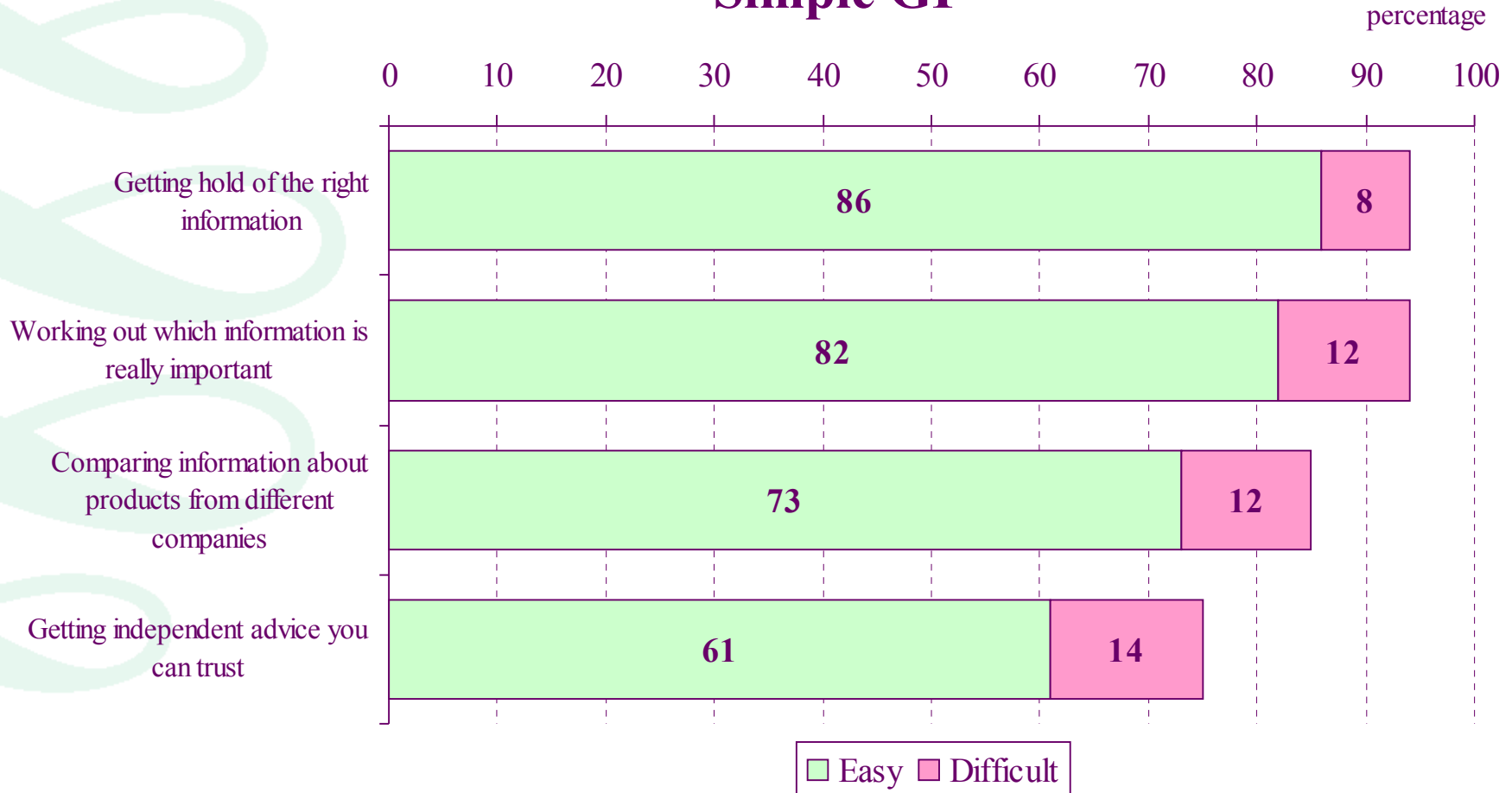


Base: All eligible – simple GI (370) complex GI (202)

Group A - how easy or difficult was it to...



Simple GI

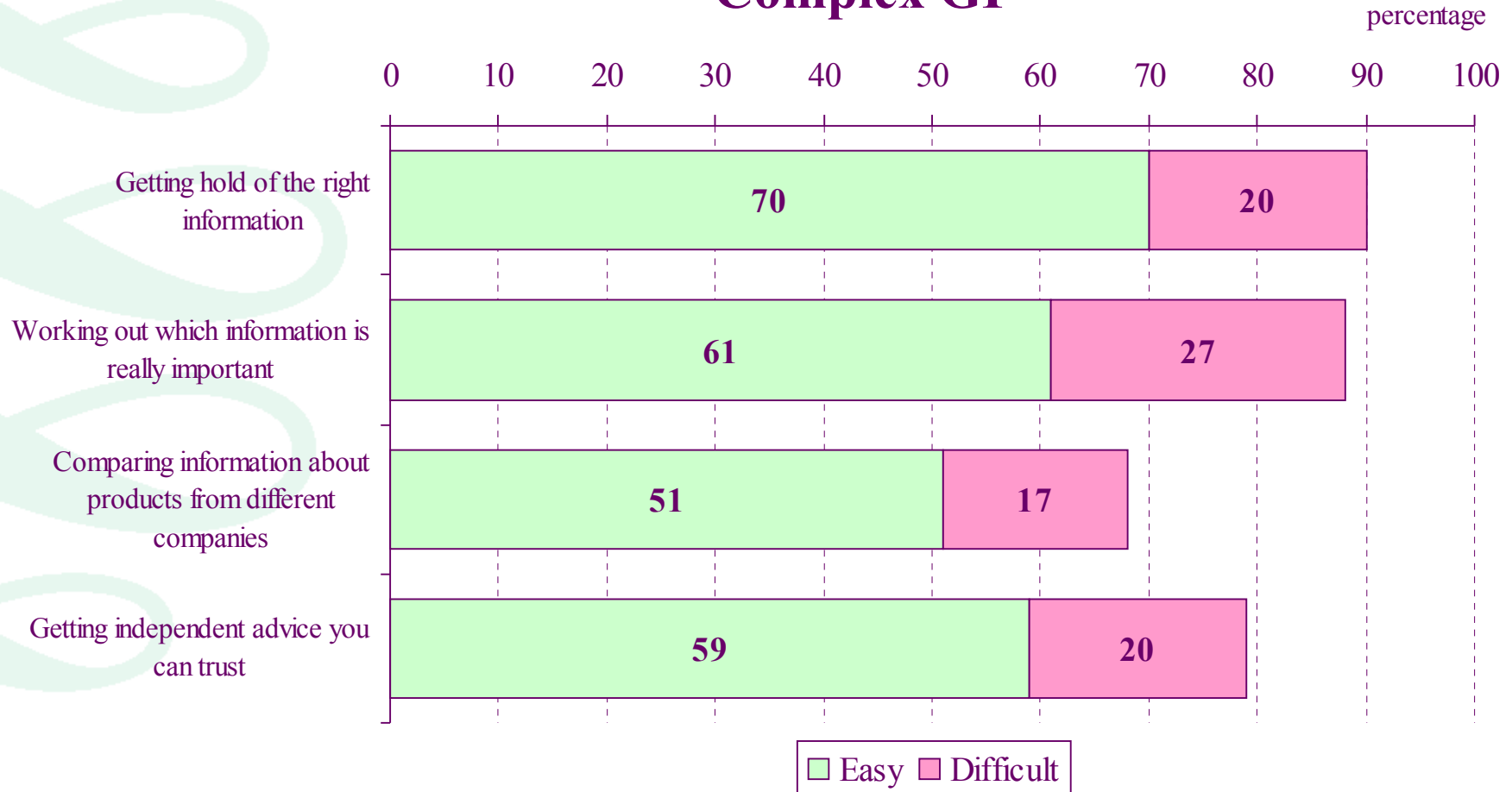


Base: All eligible simple GI (145)

Group A - how easy or difficult was it to...



Complex GI

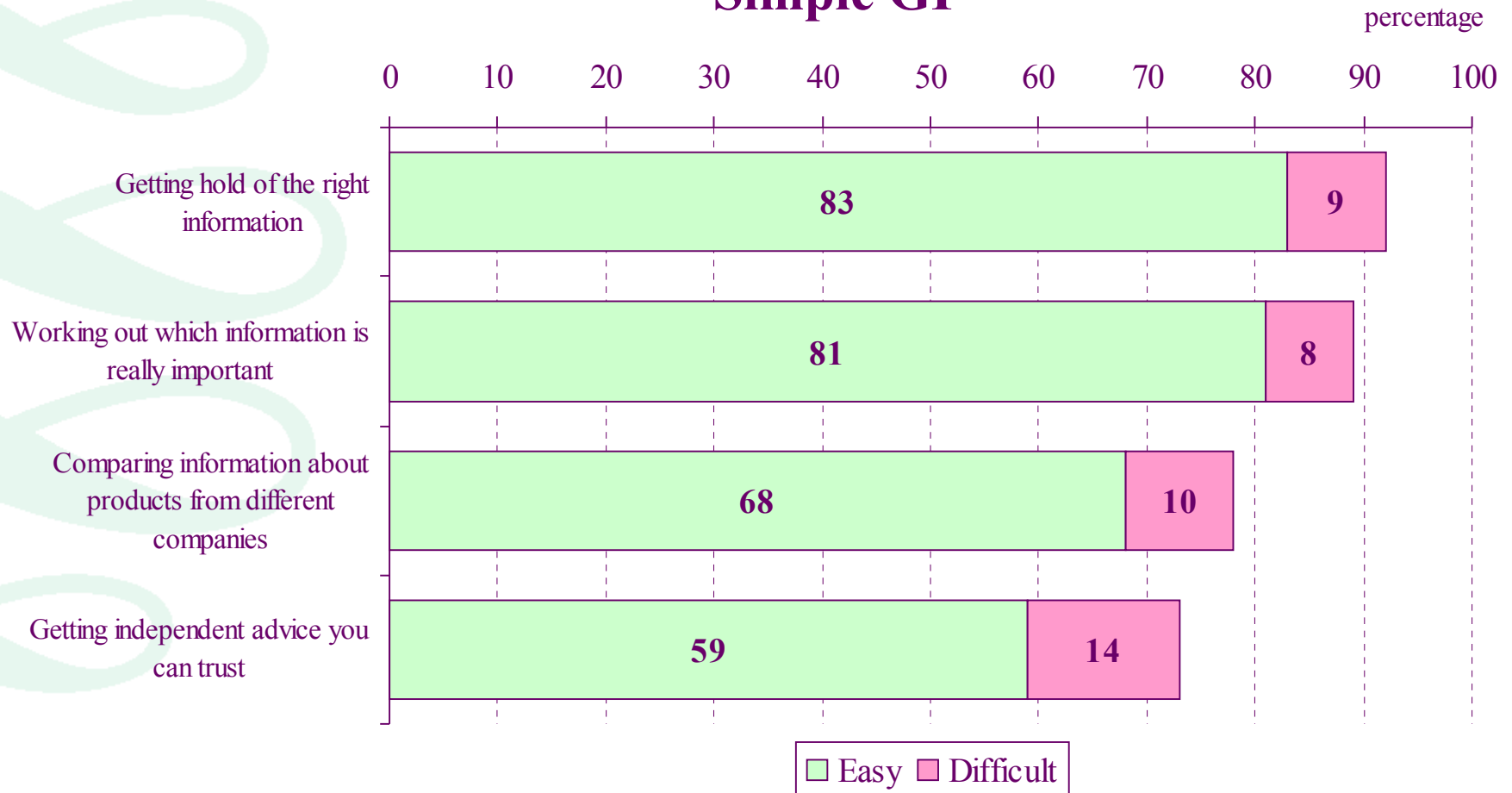


Base: All eligible complex GI (73)

Group B - how easy or difficult was it to...



Simple GI

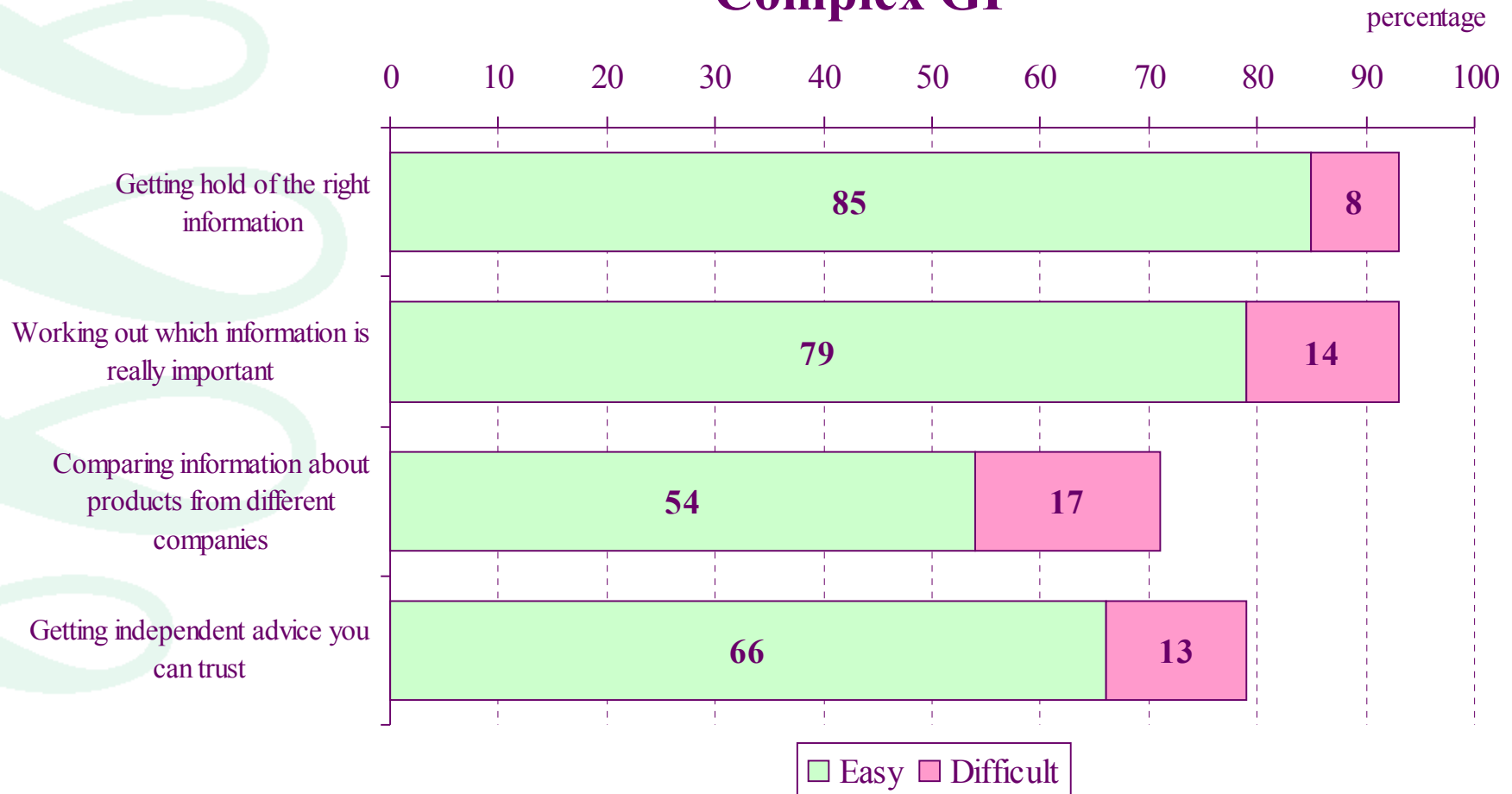


Base: All eligible – simple GI (370)

Group B - how easy or difficult was it to...



Complex GI

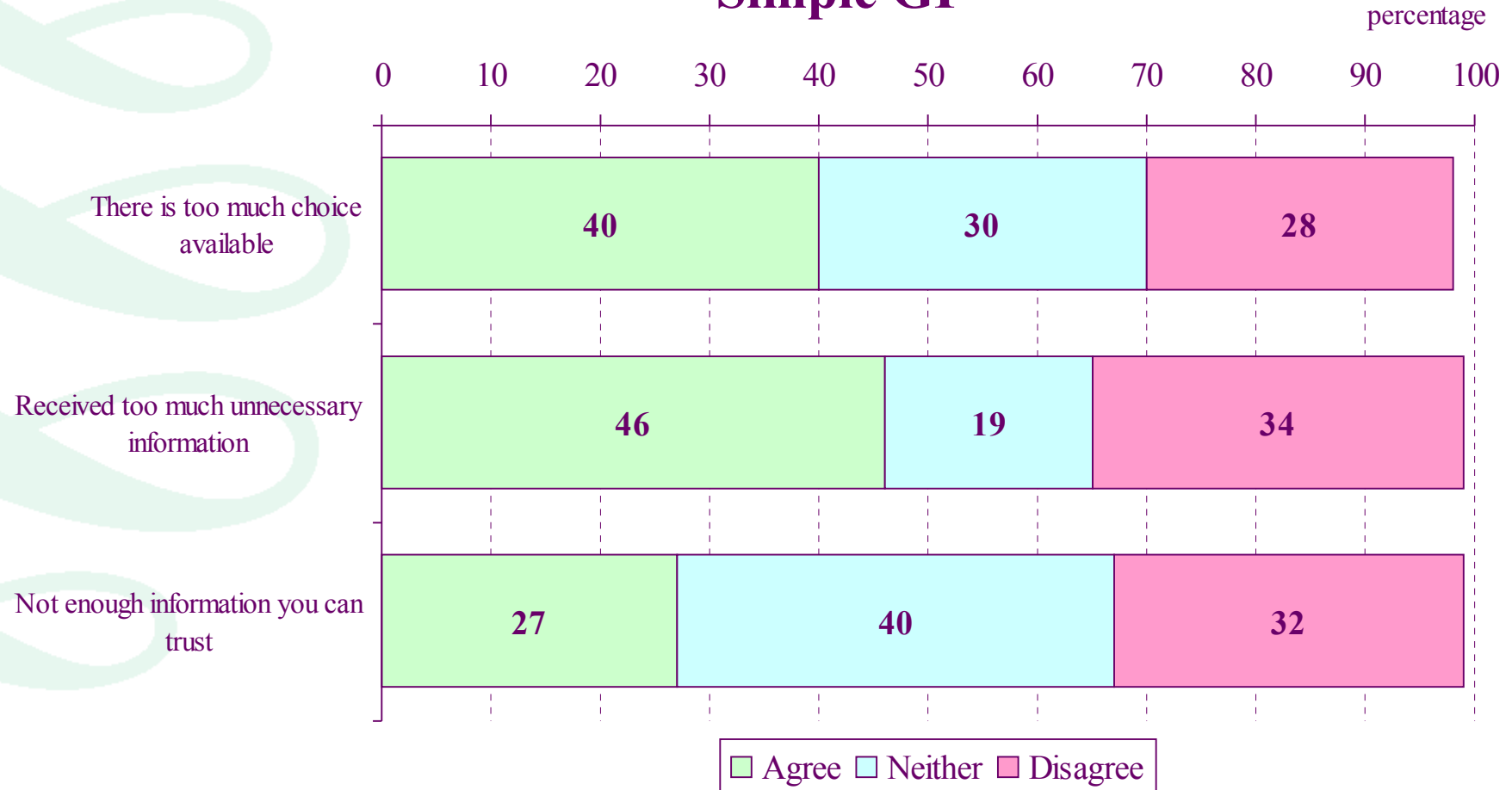


Base: All eligible – complex GI (202)

Group A - agree/disagree with...



Simple GI



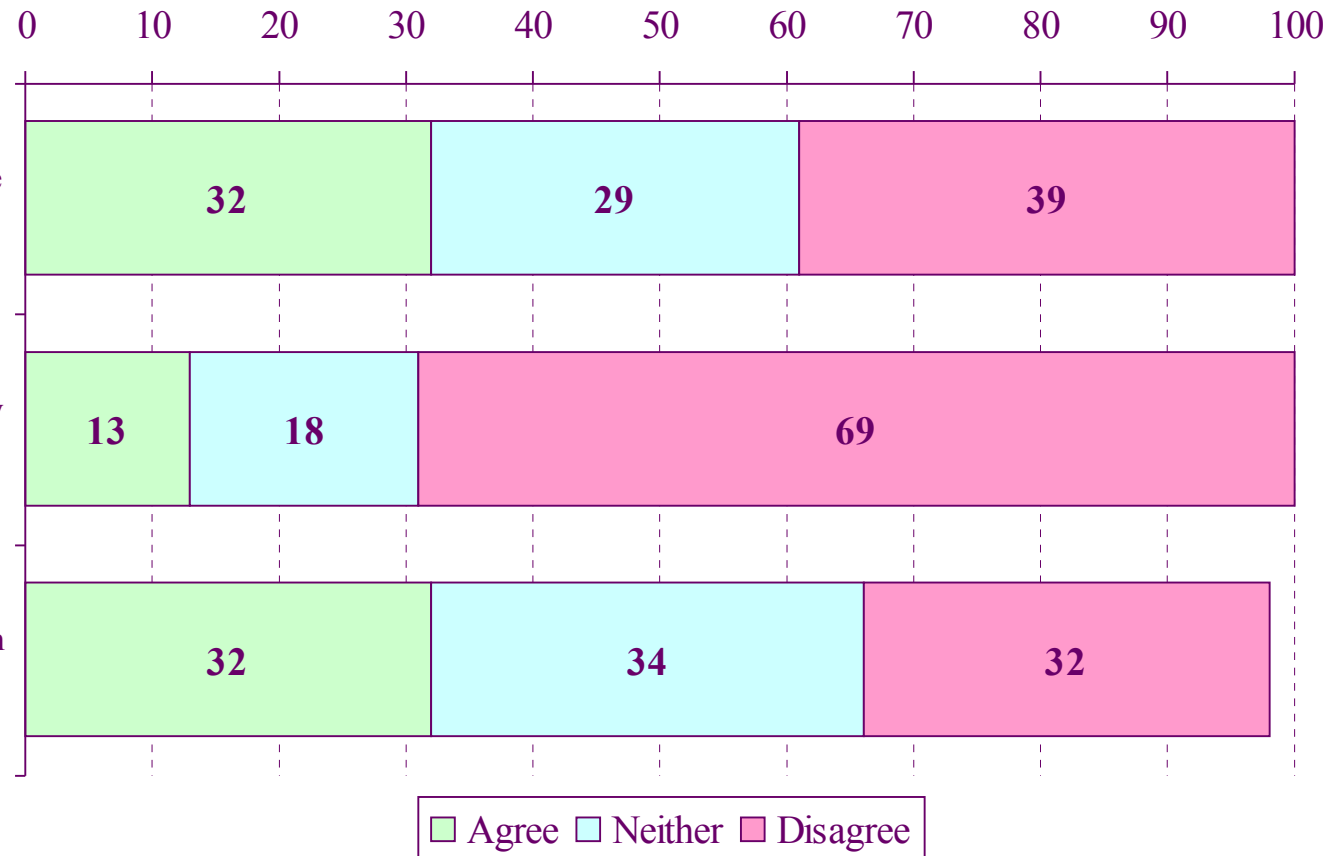
Base: All eligible simple GI (145)

Group A - agree/disagree with...



Complex GI

percentage



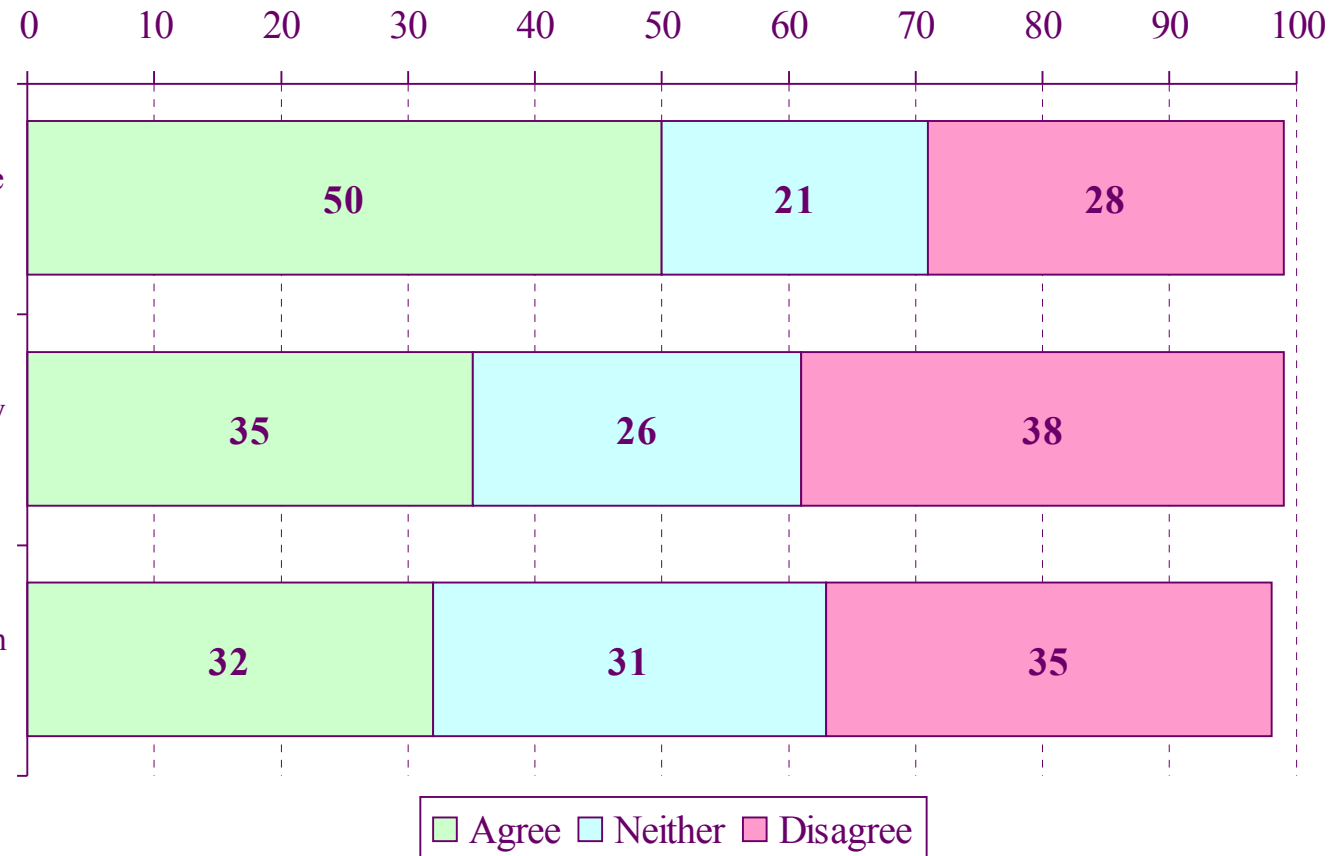
Base: All eligible complex GI (73)

Group B - agree/disagree with...



Simple GI

percentage



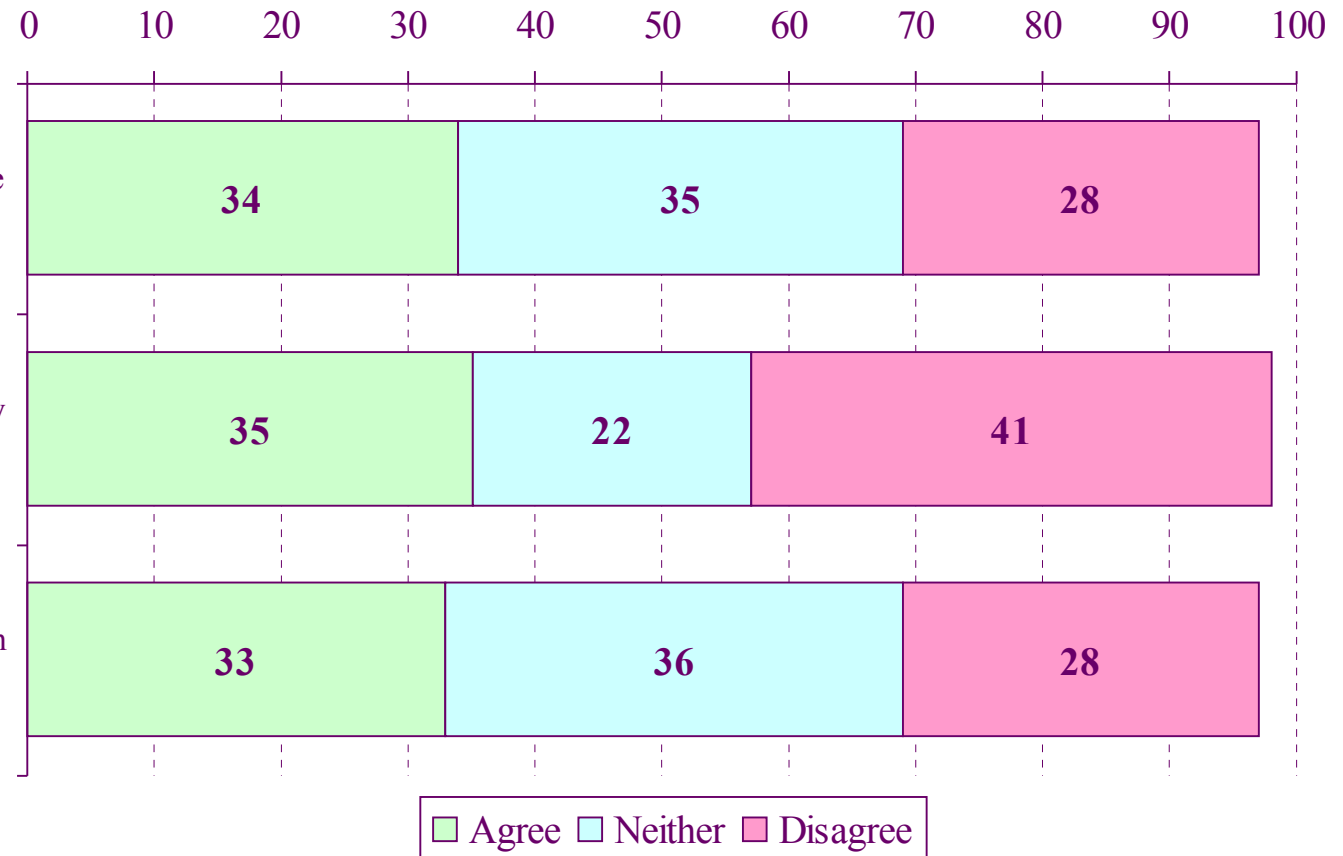
Base: All eligible – simple GI (370)

Group B - agree/disagree with...



Complex GI

percentage



Base: All eligible – complex GI (202)