

General Insurance review



Omnibus research
Final
January 2007



Background

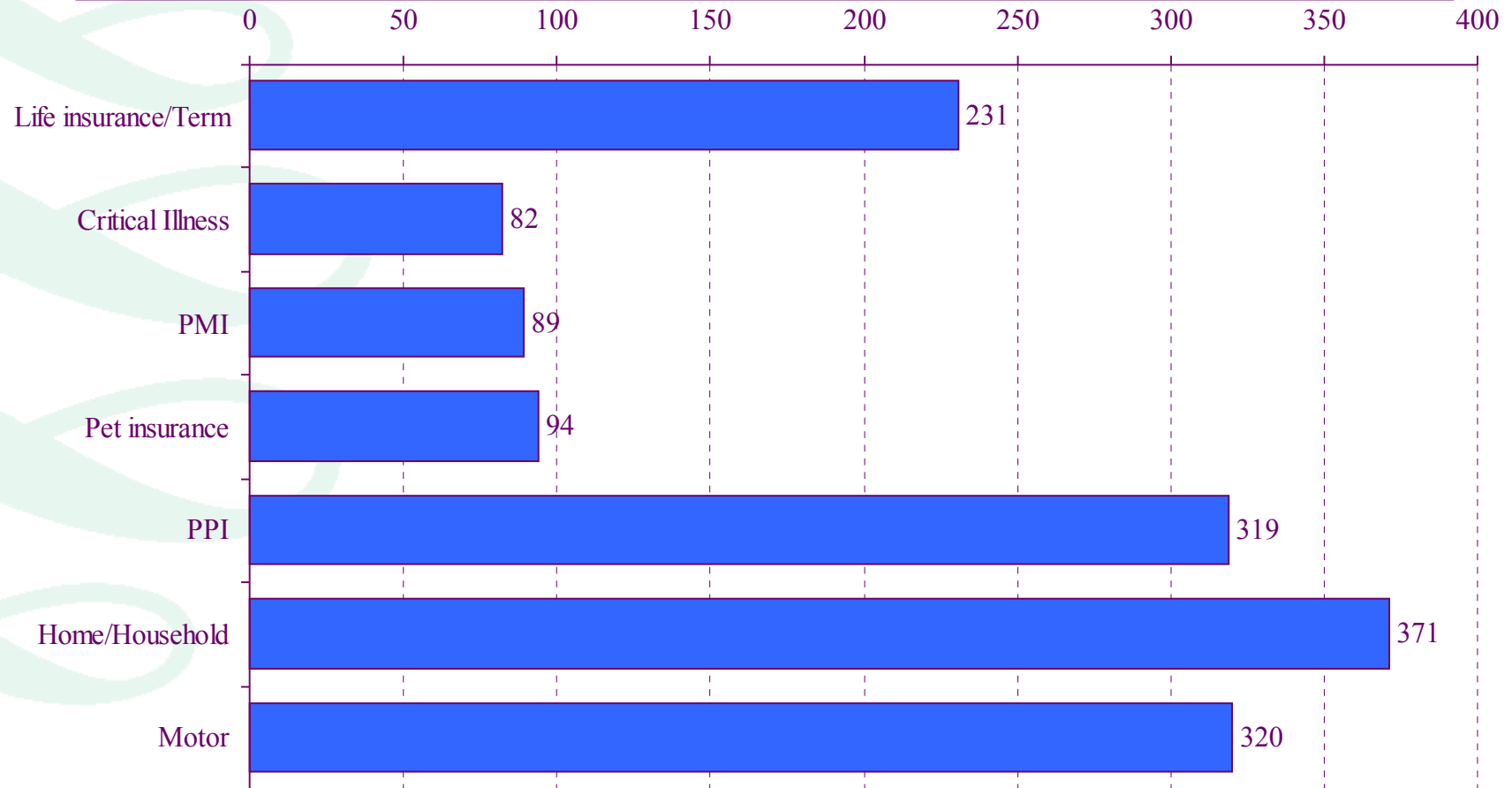


- **BMRB were commissioned to conduct research to support the GI review using their weekly face-to-face omnibus survey**
- **Five waves of research amongst adults aged 18+ living in Great Britain were conducted between 13th July – 4th September 2006.**
- **Three additional waves of research were conducted in October 2006 to boost the number of PPI purchasers in our sample.**
- **If you have any queries or wish any further analysis to be conducted please contact: Rob Warren, Finance Strategy & Risk Division, on 60842**

Eligible* sample by product

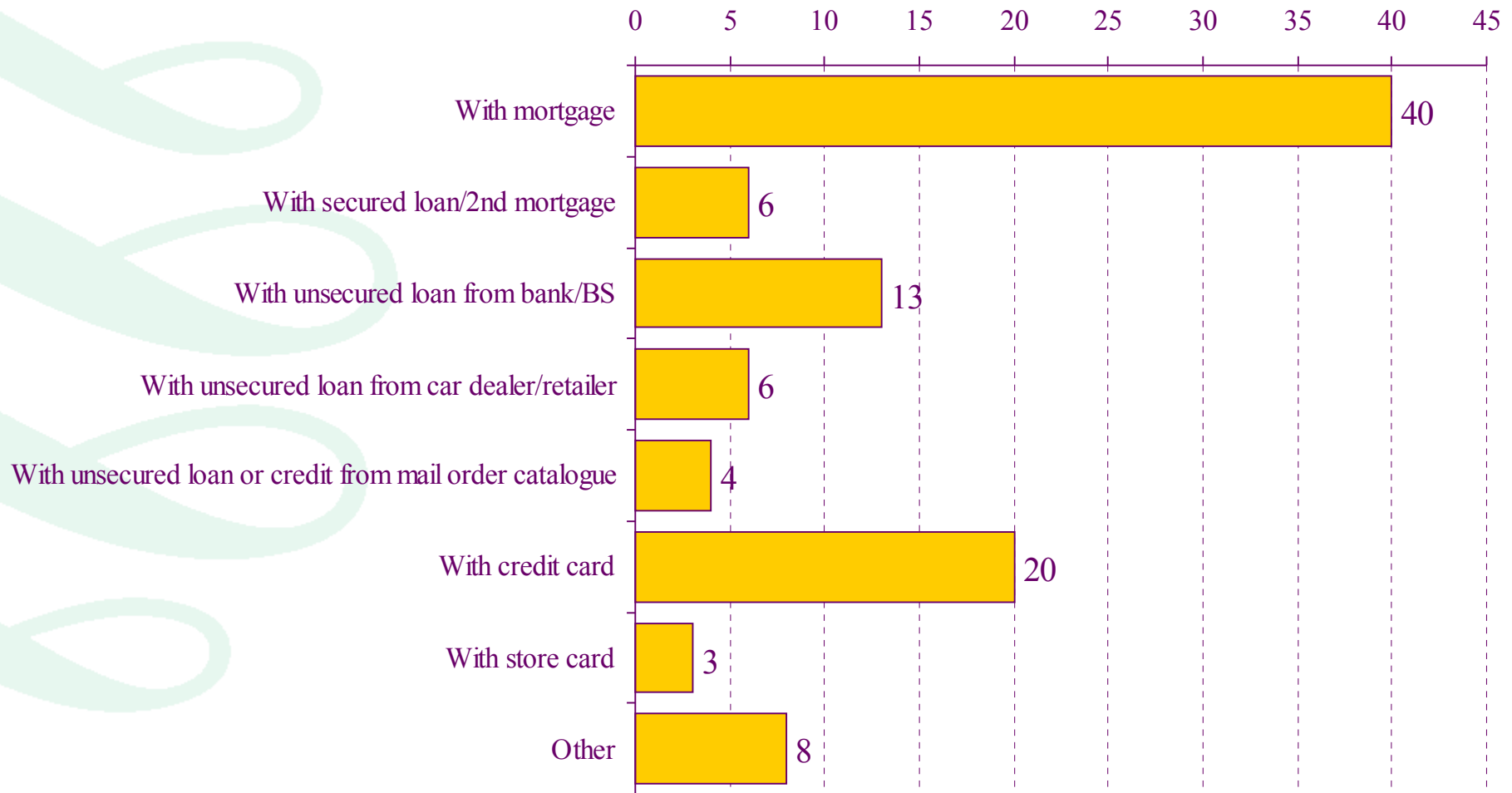


* To be eligible Motor & HH had to be purchased in the last 3 months, Pet in the last 6 months, and PPI, Life, CI, PMI in the last 12 months.



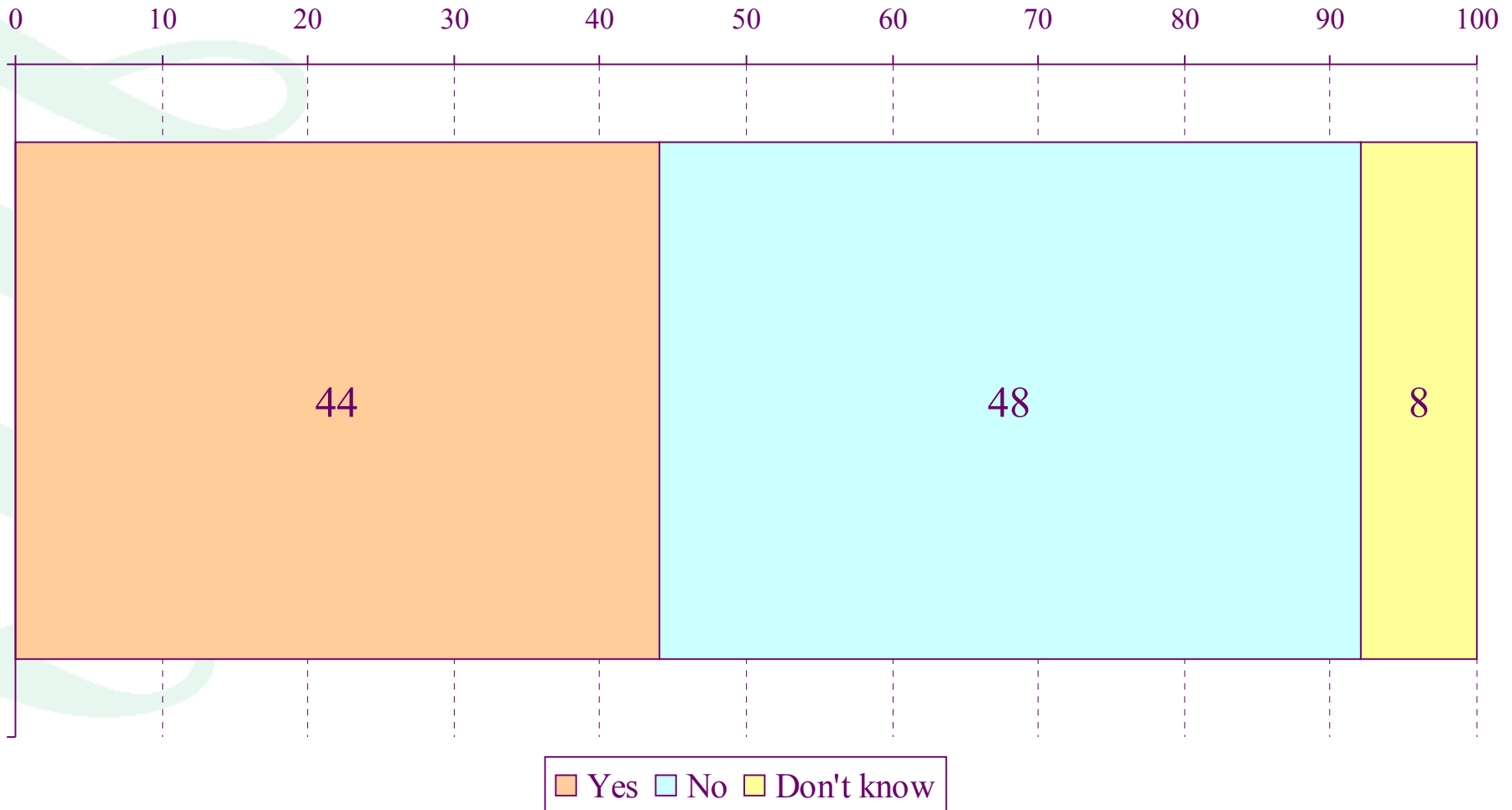
Base: All respondents (Note: no products were covered in every wave)

How purchased PPI



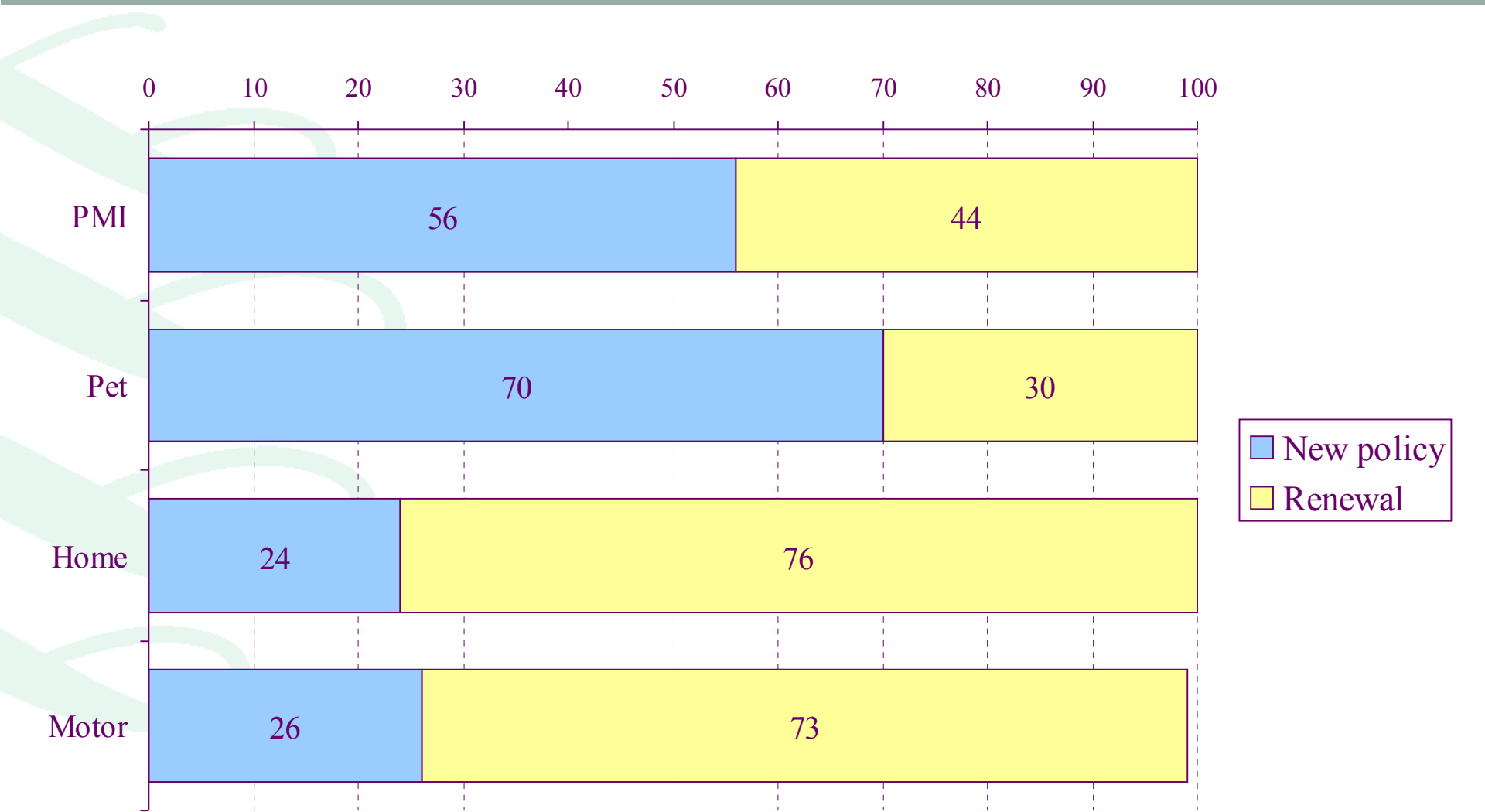
Base: All eligible PPI (319)

Did you feel that taking out the PPI would help with application for primary product?



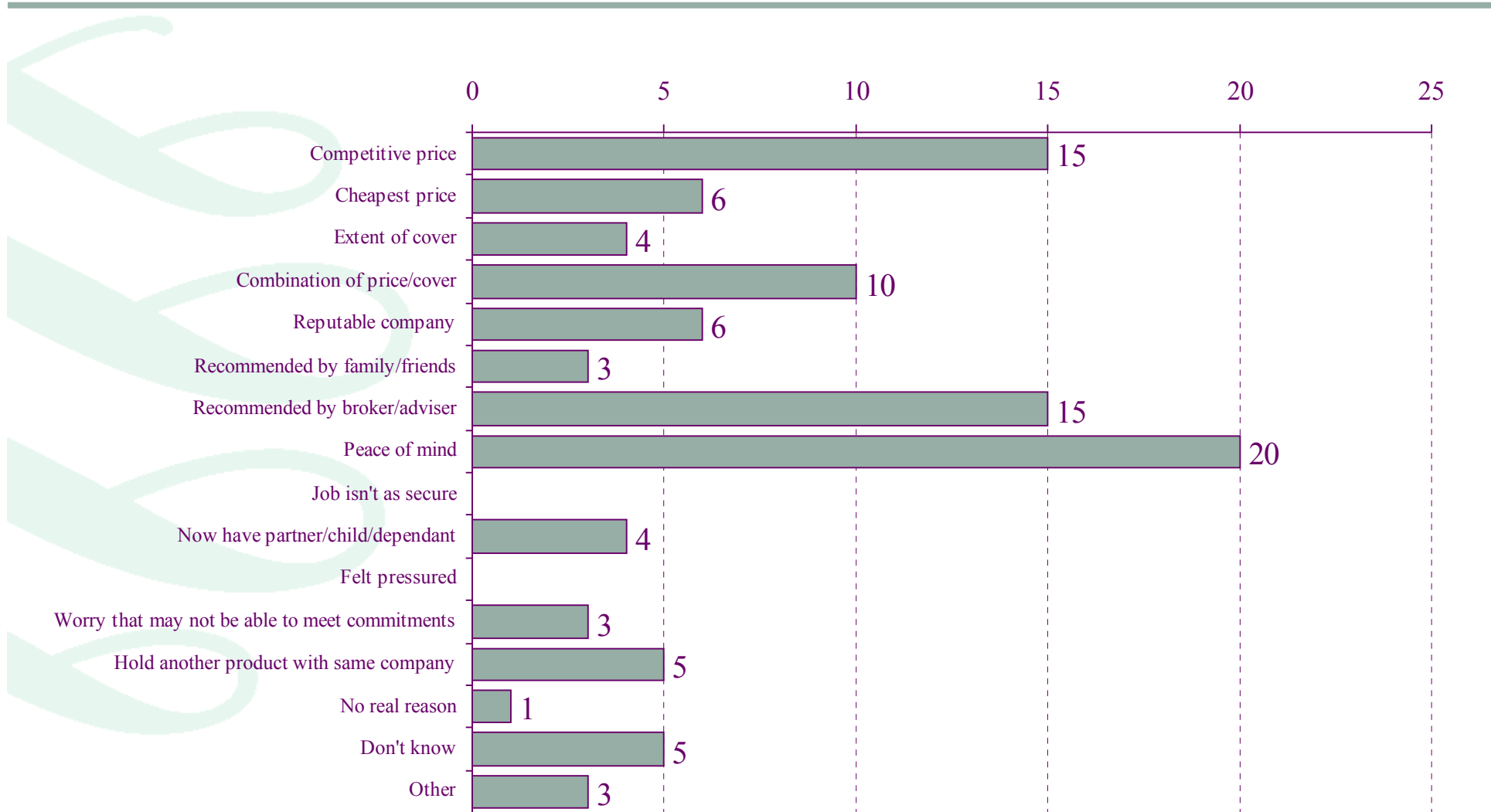
Base: All eligible PPI from the three boost waves (293)

New policy or renewal?



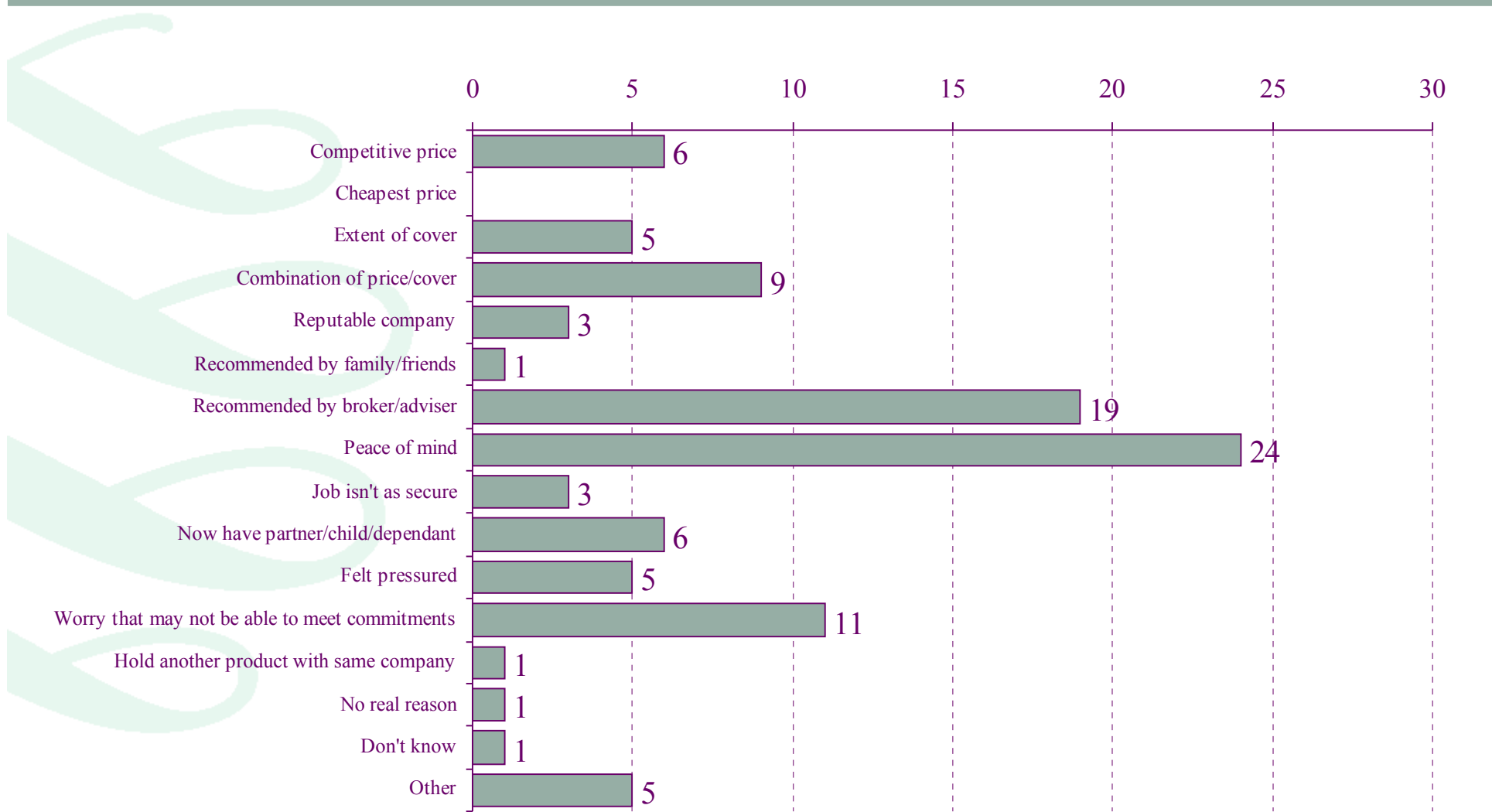
Base: All eligible PMI (89), Pet (94), Home (371), Motor (320)

Main reason for purchase – Life/Term



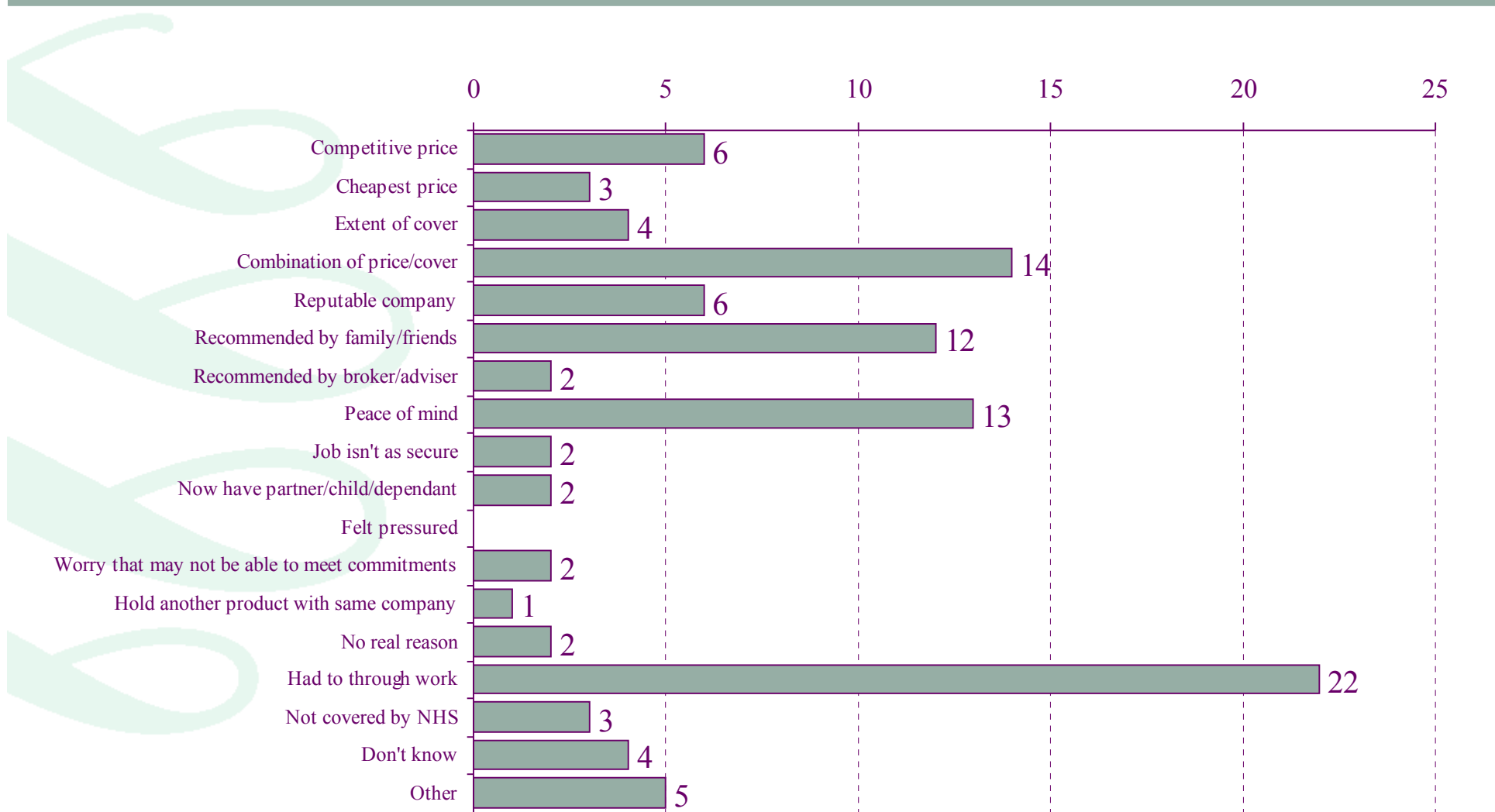
Base: All eligible Life/Term (231)

Main reason for purchase – CI



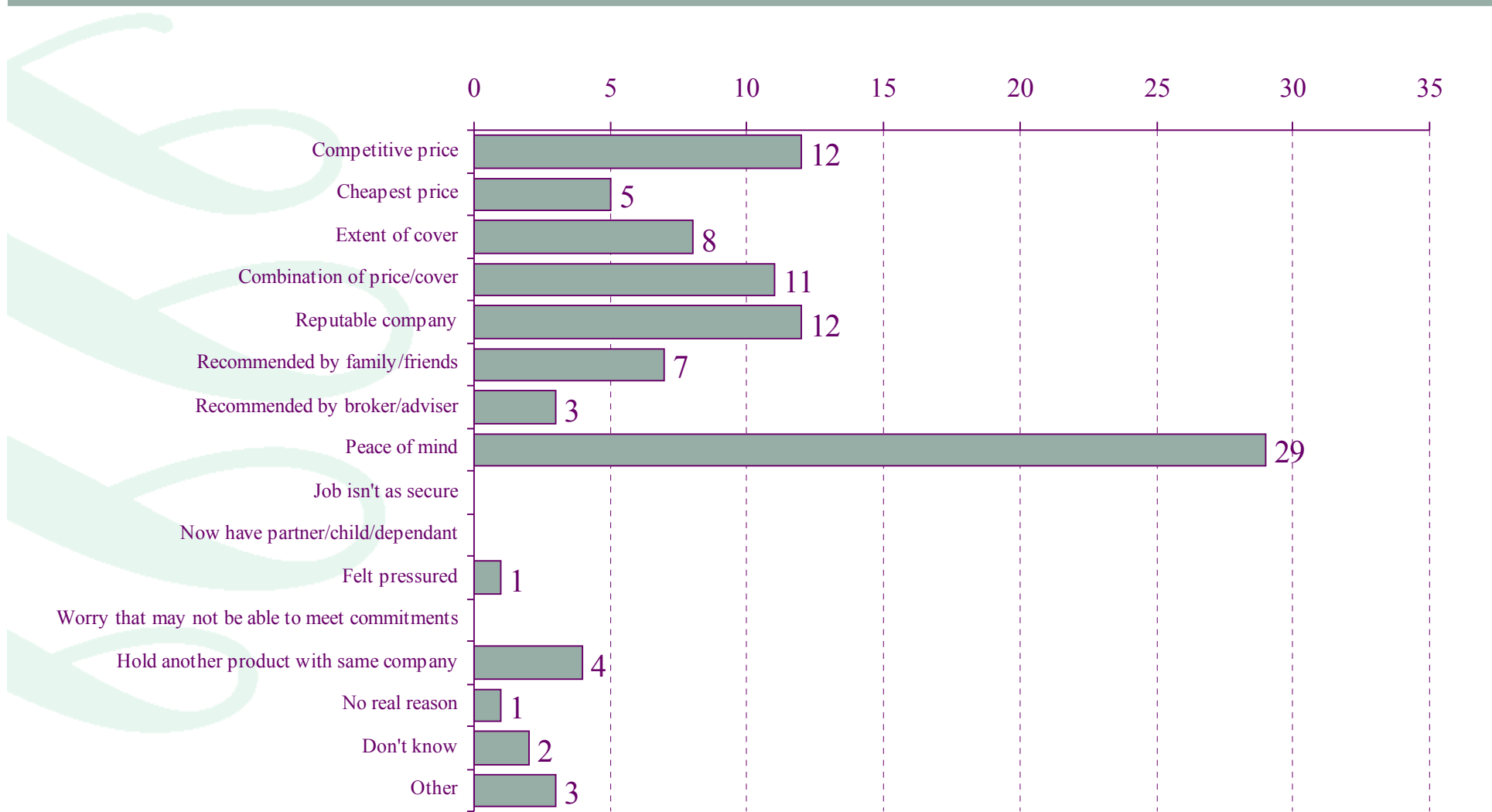
Base: All eligible CI (82)

Main reason for purchase – PMI



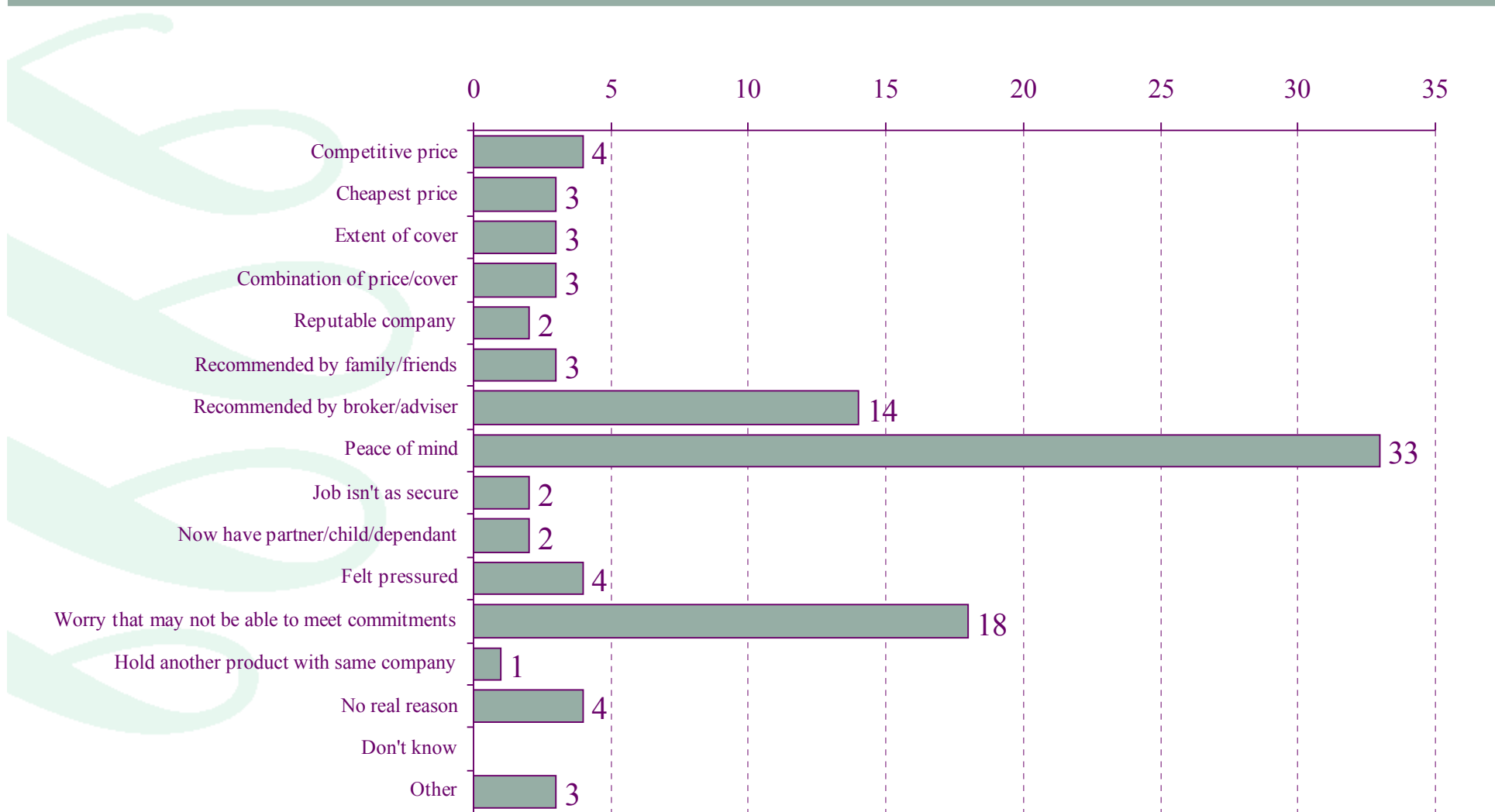
Base: All eligible PMI (89)

Main reason for purchase – Pet



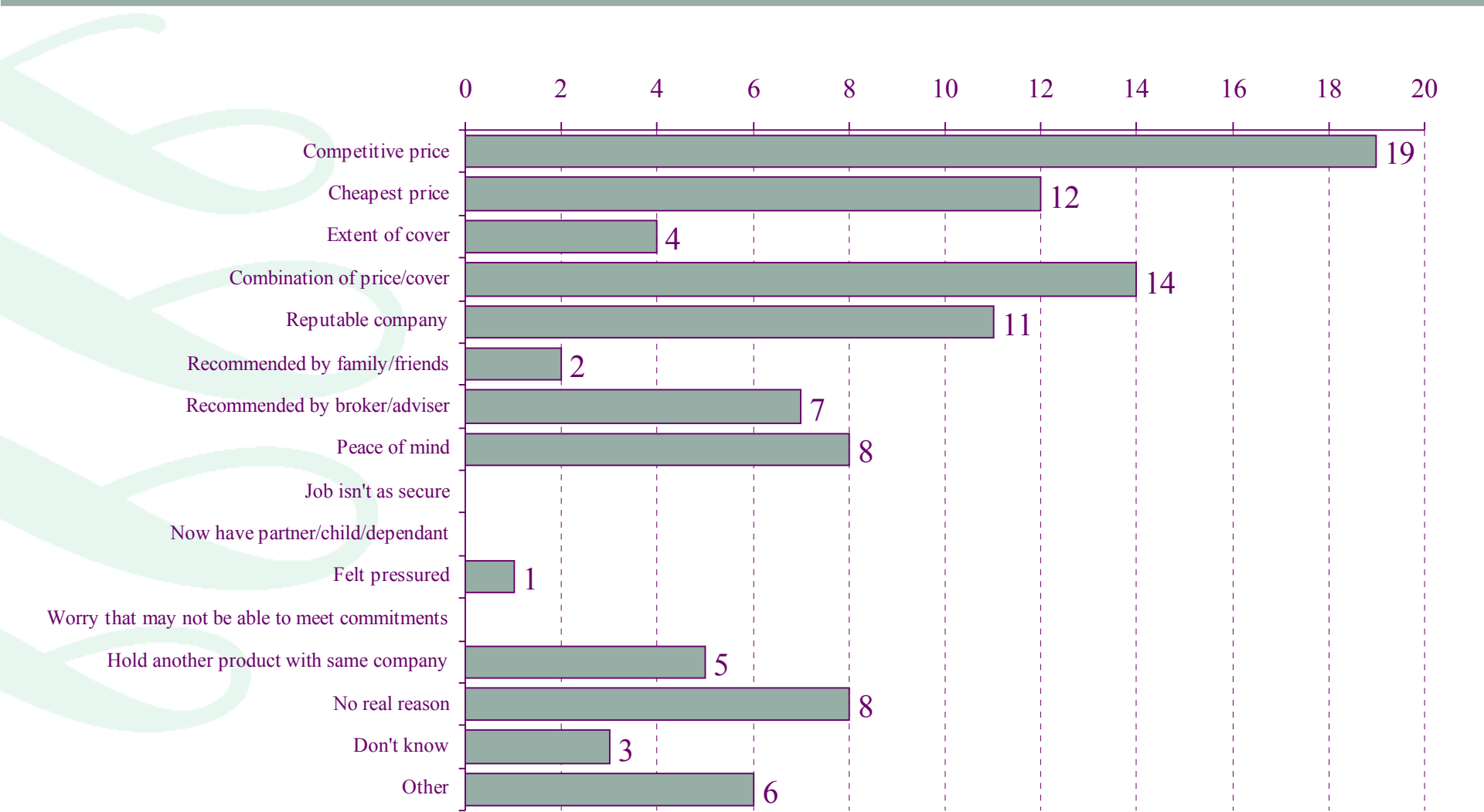
Base: All eligible Pet (94)

Main reason for purchase – PPI



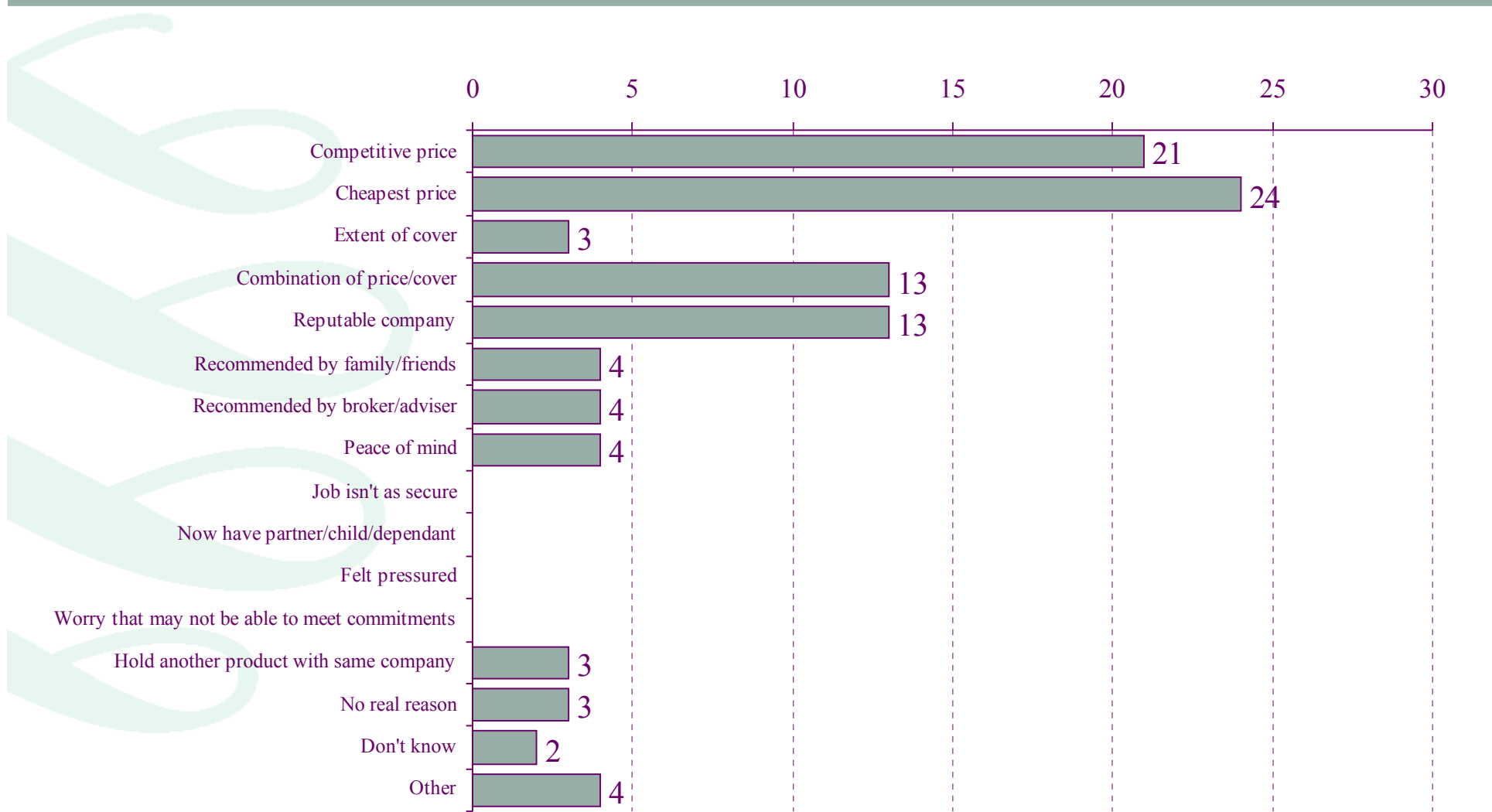
Base: All eligible PPI (319)

Main reason for purchase – Home



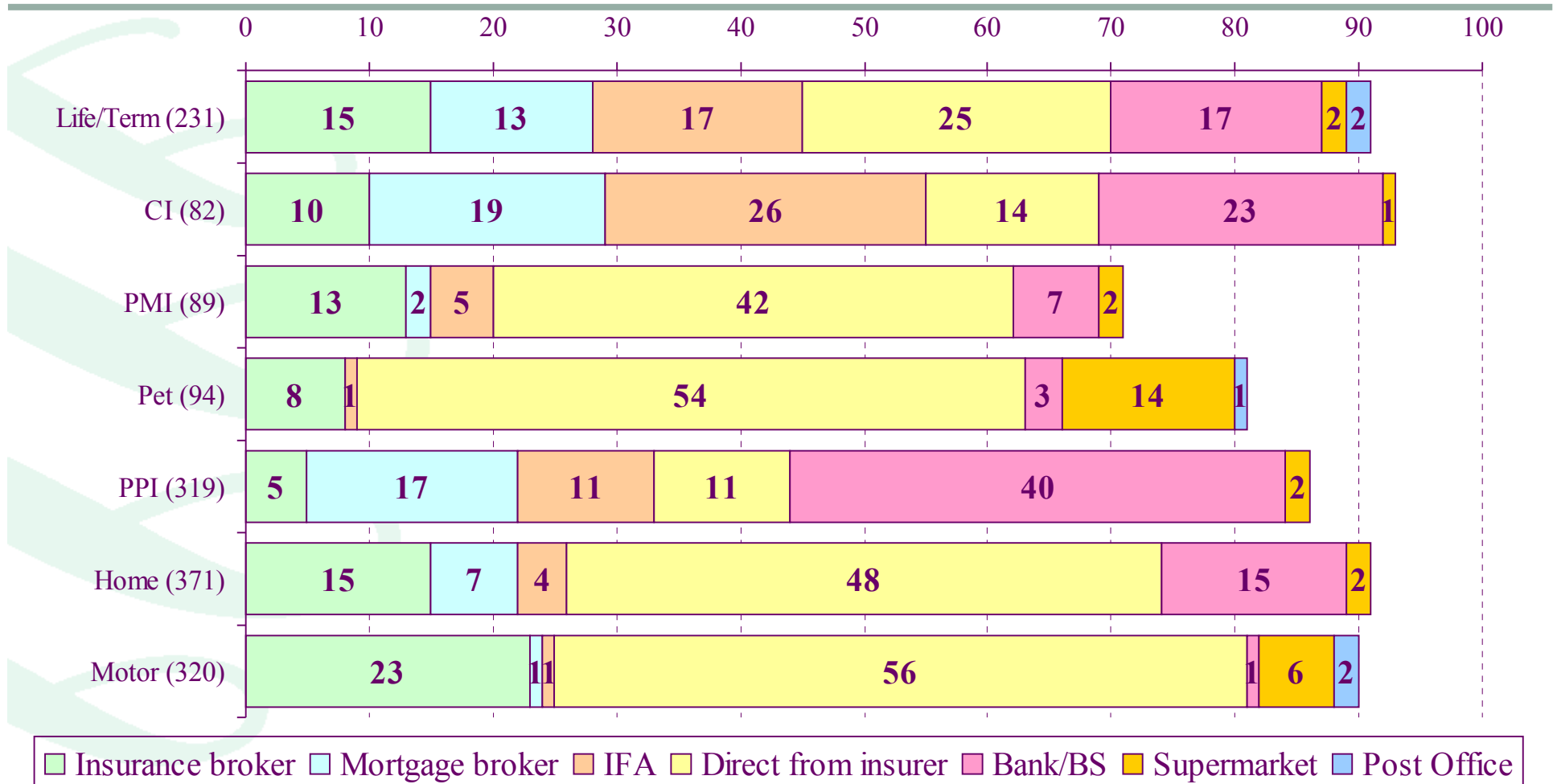
Base: All eligible Home (371)

Main reason for purchase – Motor



Base: All eligible Motor (320)

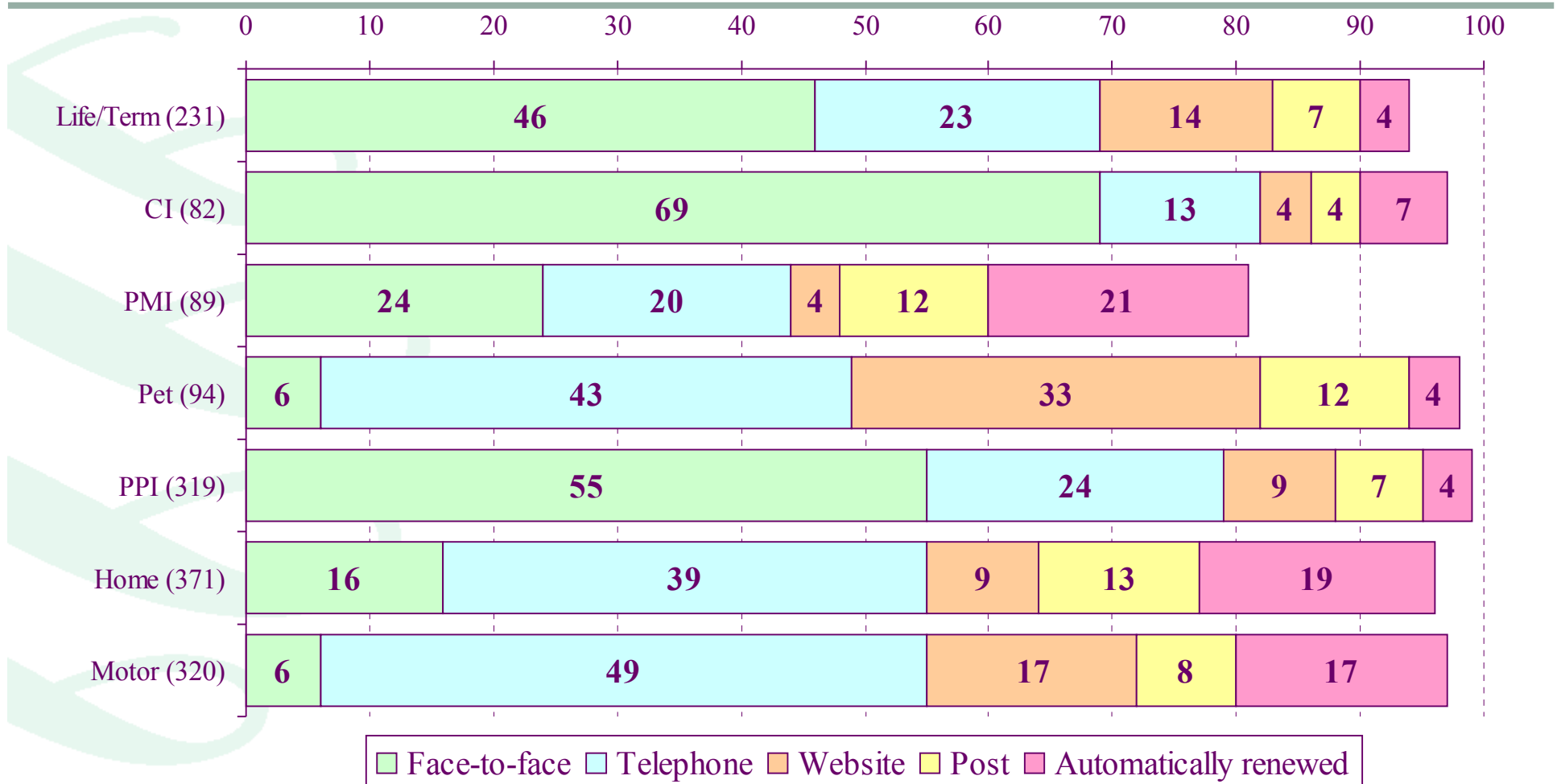
Who bought from



3% of CI and 18% of PMI from employer
 7% of Pet from Vet
 3% of Motor from AA/RAC

Base: All eligible

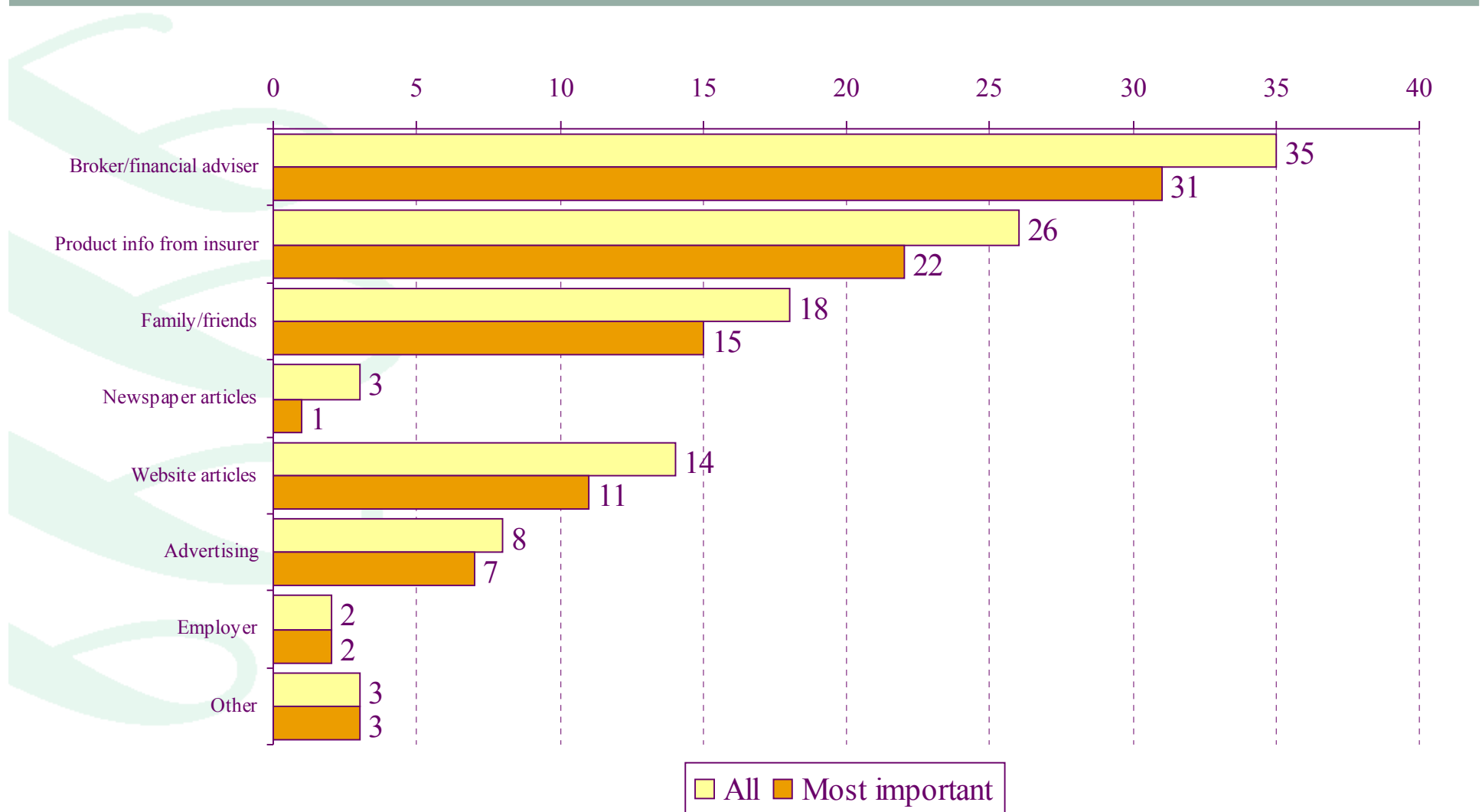
How bought



*14% of PMI from employer

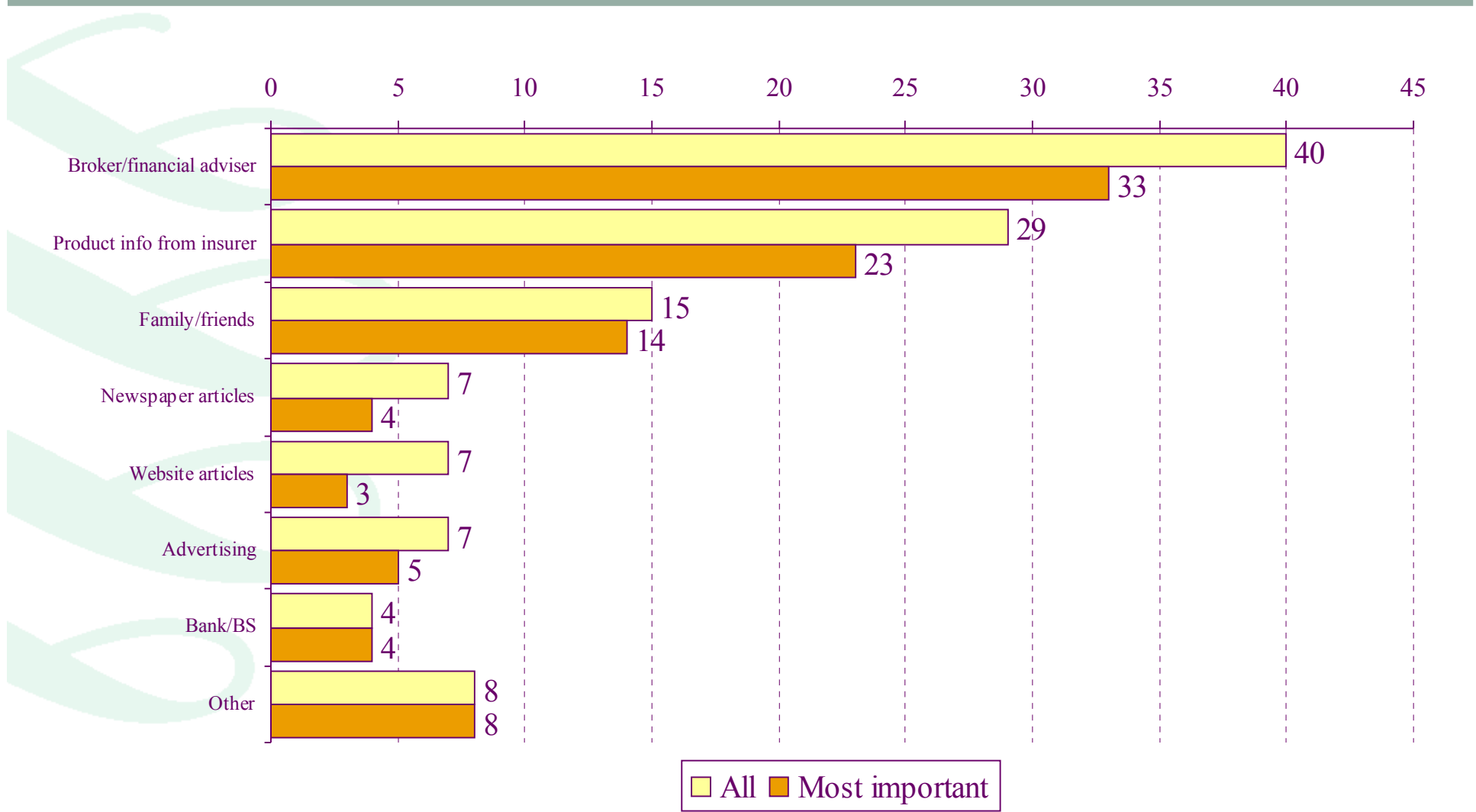
Base: All eligible

Information sources used/most important information source – Life/Term



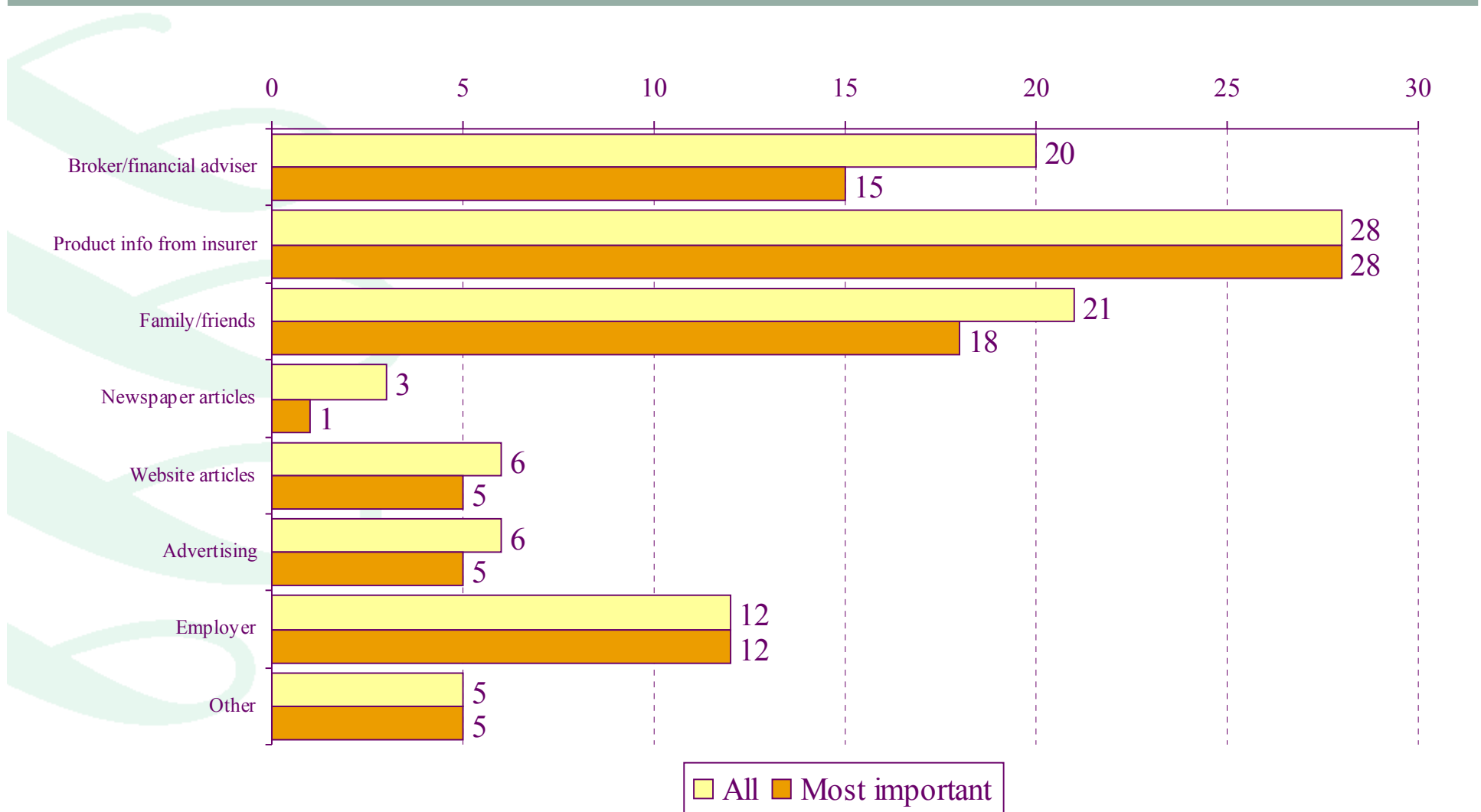
Base: All eligible Life/term (231)

Information sources used/most important information source – CI



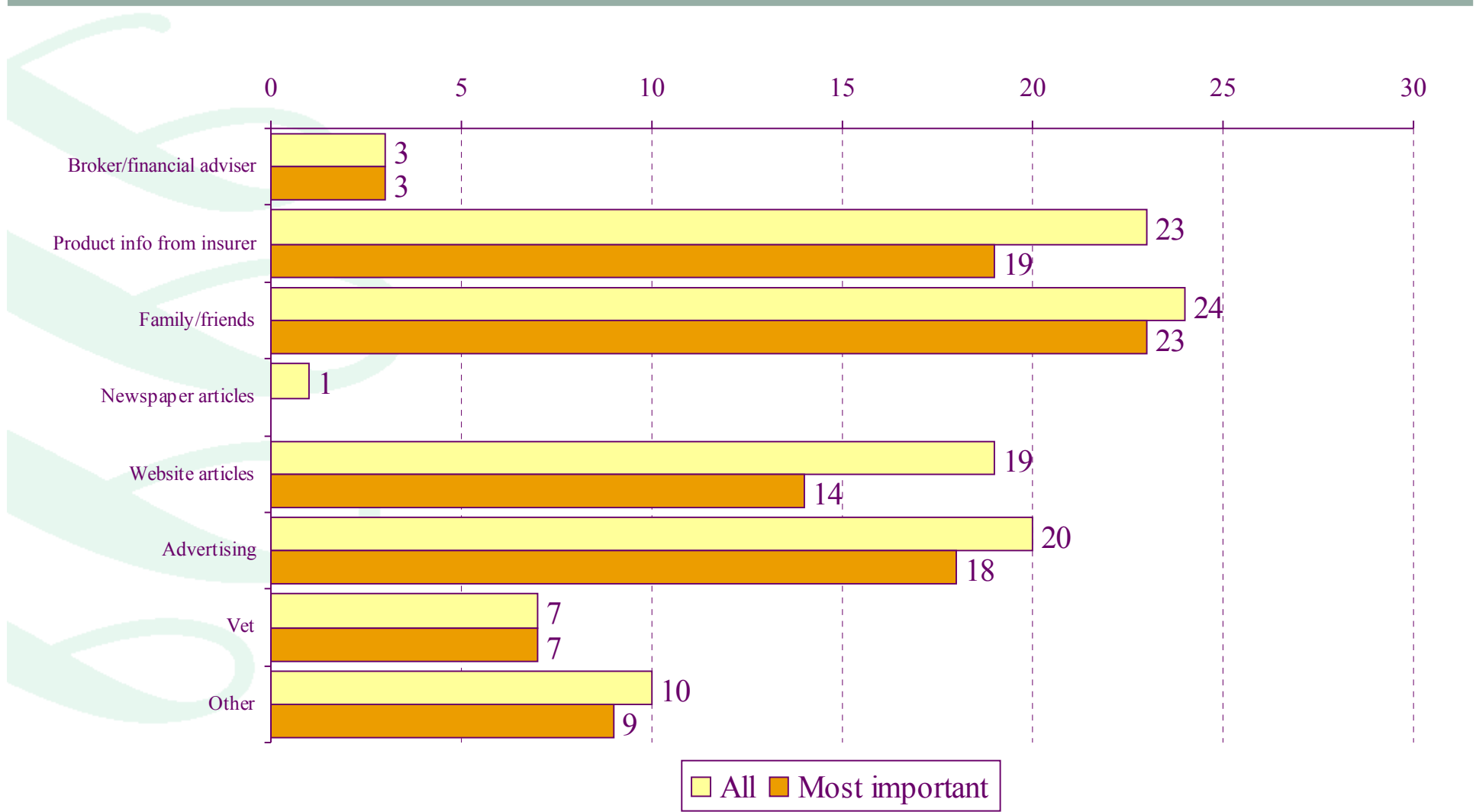
Base: All eligible CI (82)

Information sources used/most important information source – PMI



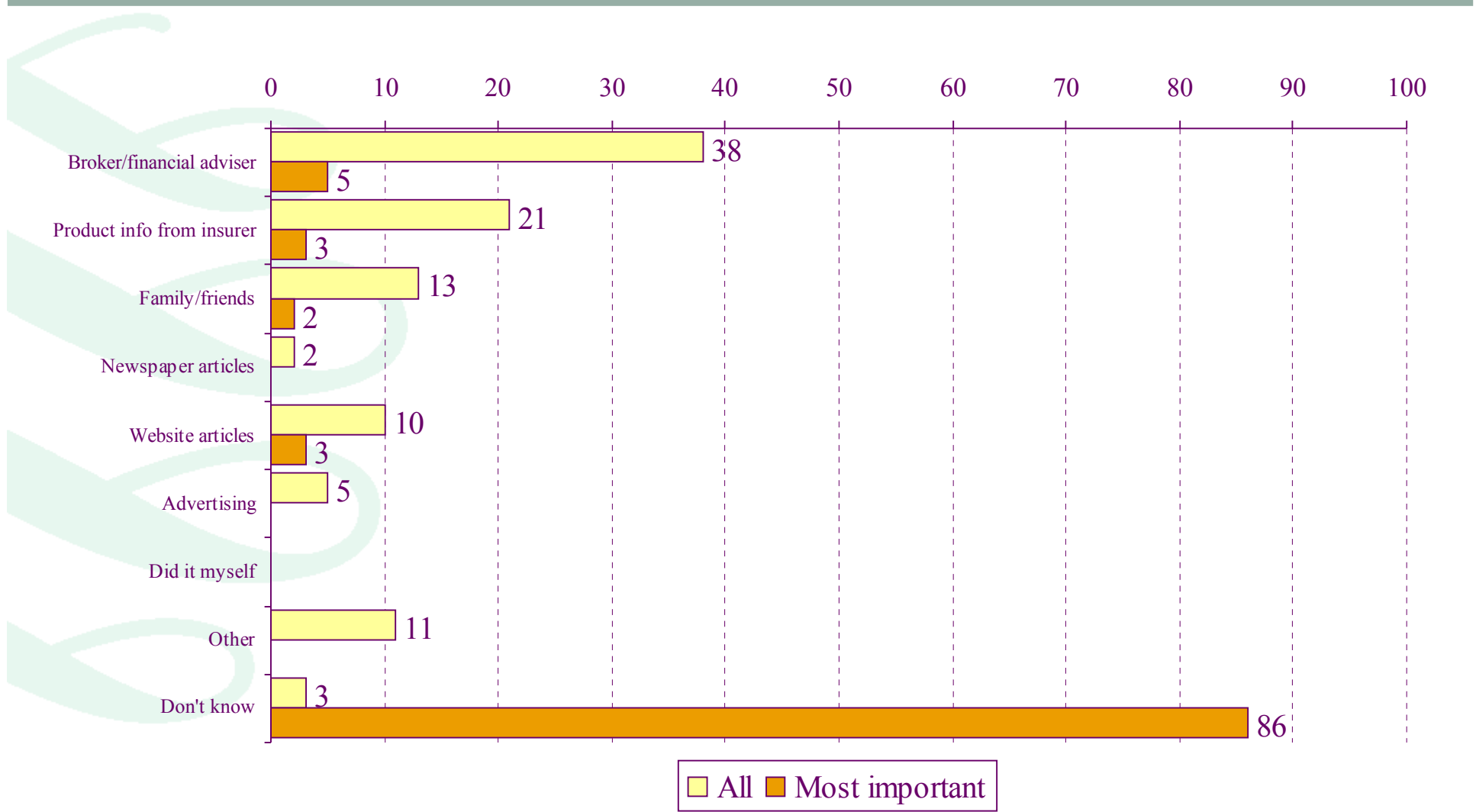
Base: All eligible PMI (89)

Information sources used/most important information source – Pet



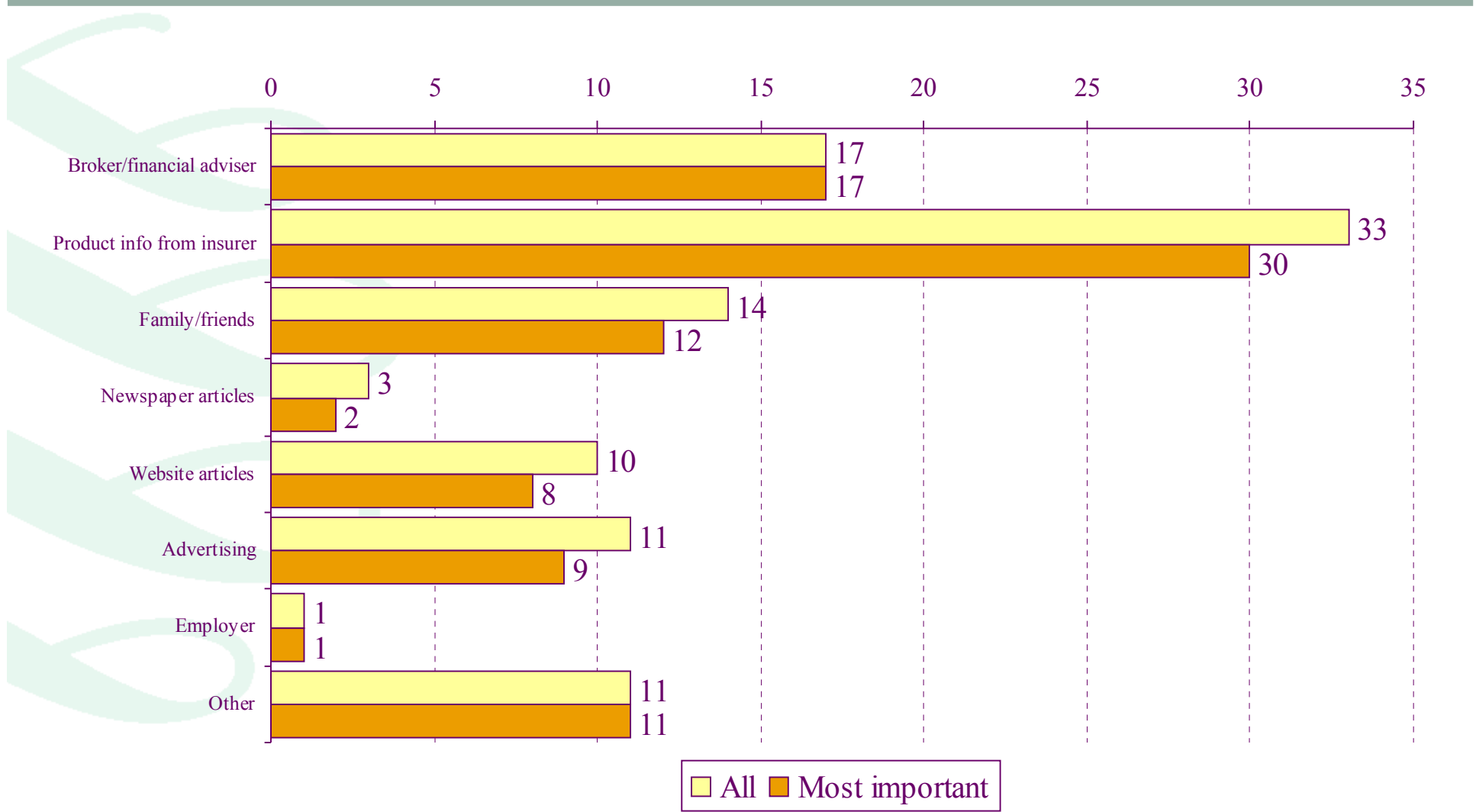
Base: All eligible Pet (94)

Information sources used/most important information source – PPI



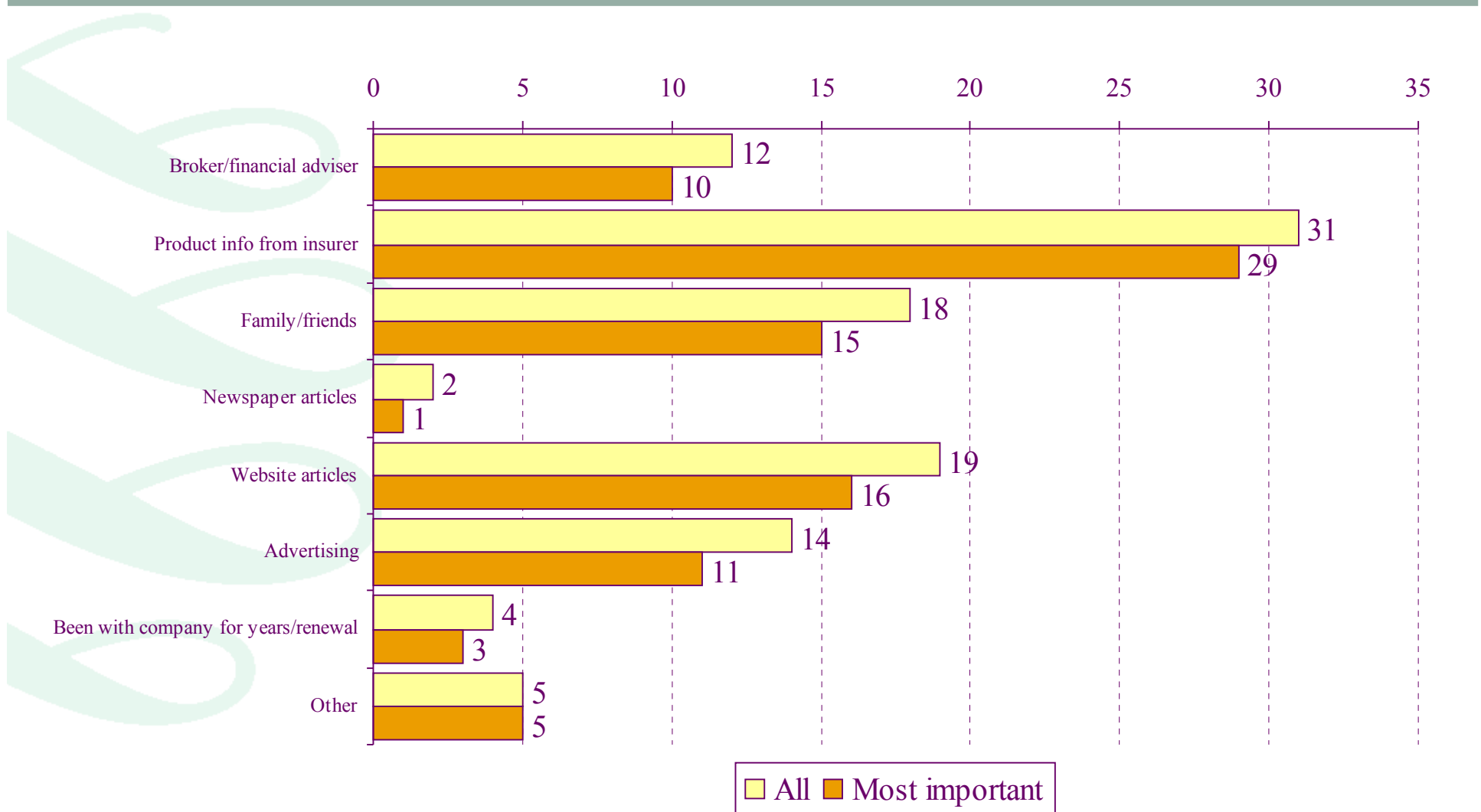
Base: All eligible PPI (319)

Information sources used/most important information source – Home



Base: All eligible Home (371)

Information sources used/most important information source – Motor



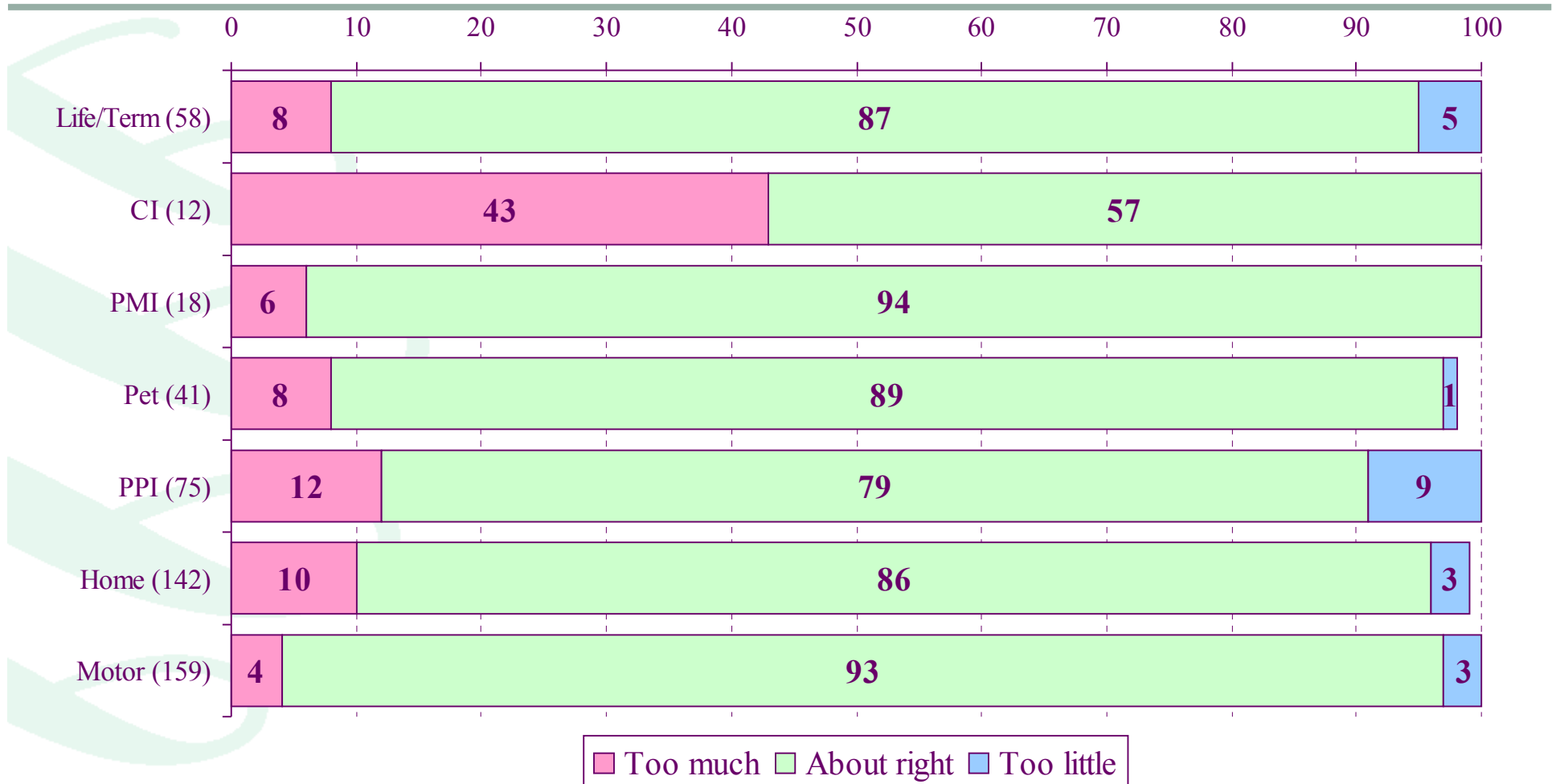
Base: All eligible Motor (320)

Reliance on written/oral information



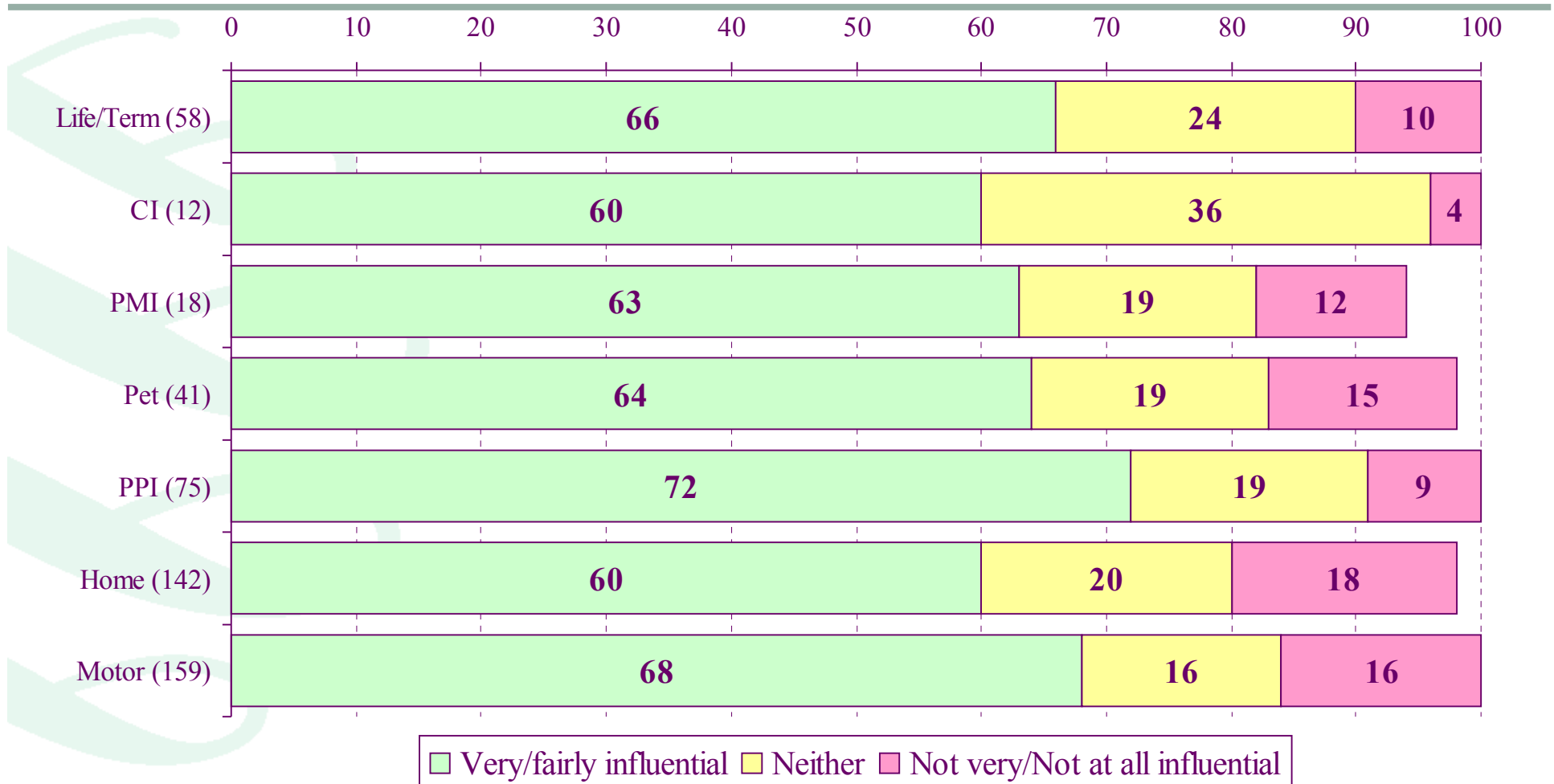
Base: All eligible who purchased face-to-face or over the telephone

Amount of information given over the telephone



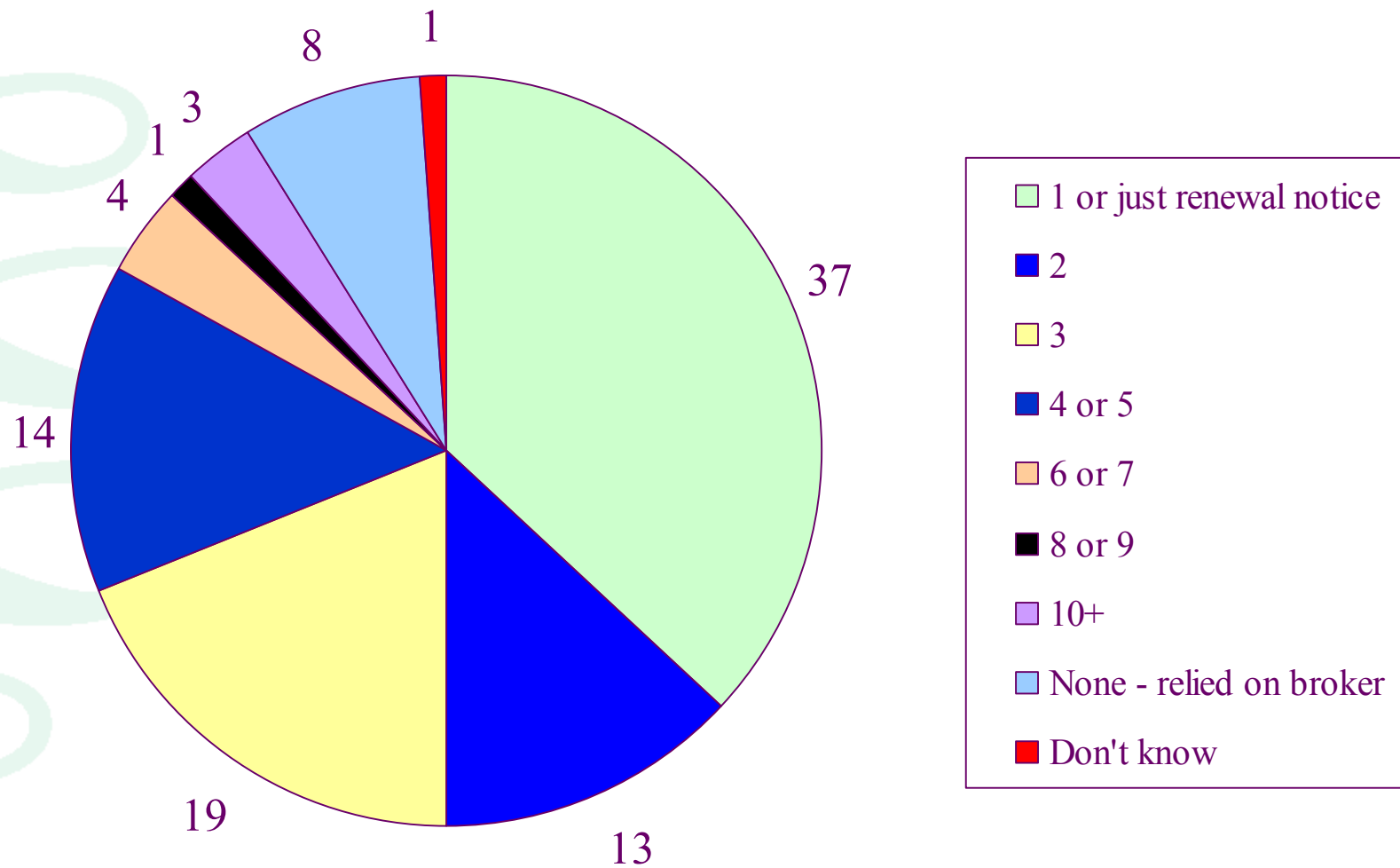
Base: All eligible who purchased over the telephone

How influential was information given over the telephone?



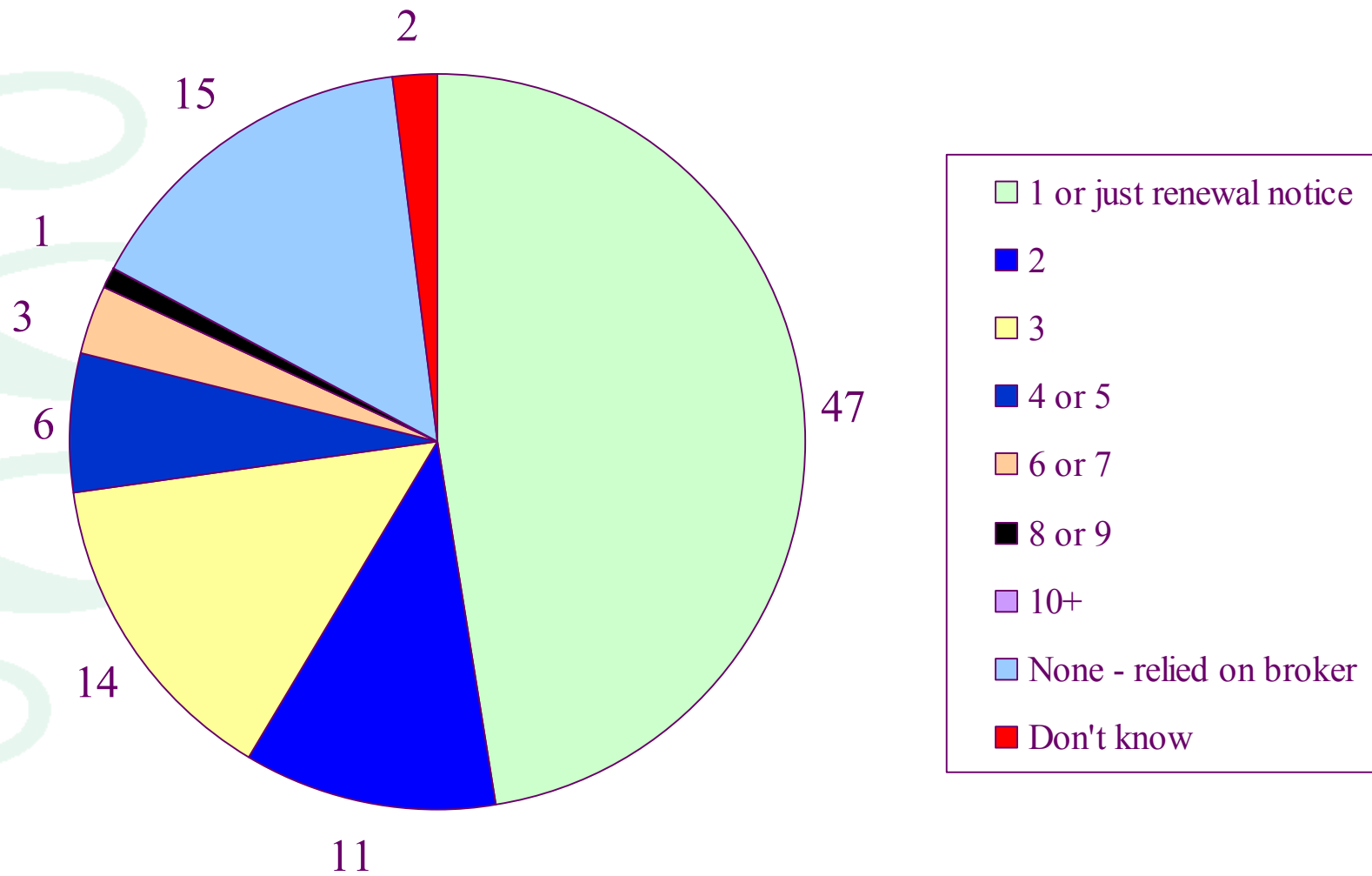
Base: All eligible who purchased over the telephone

Number of quotes – Life/Term



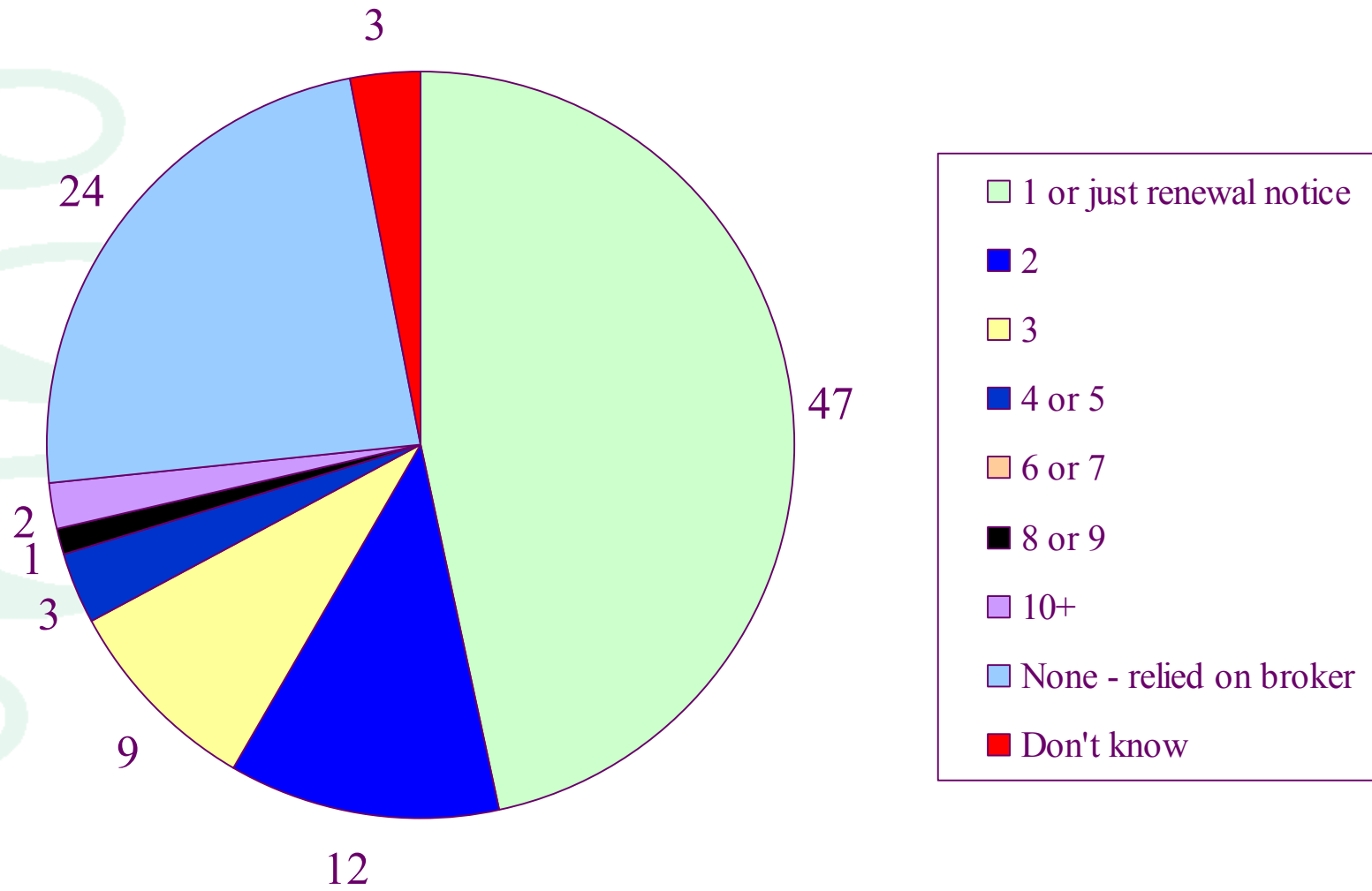
Base: All eligible Life/Term (231)

Number of quotes – CI



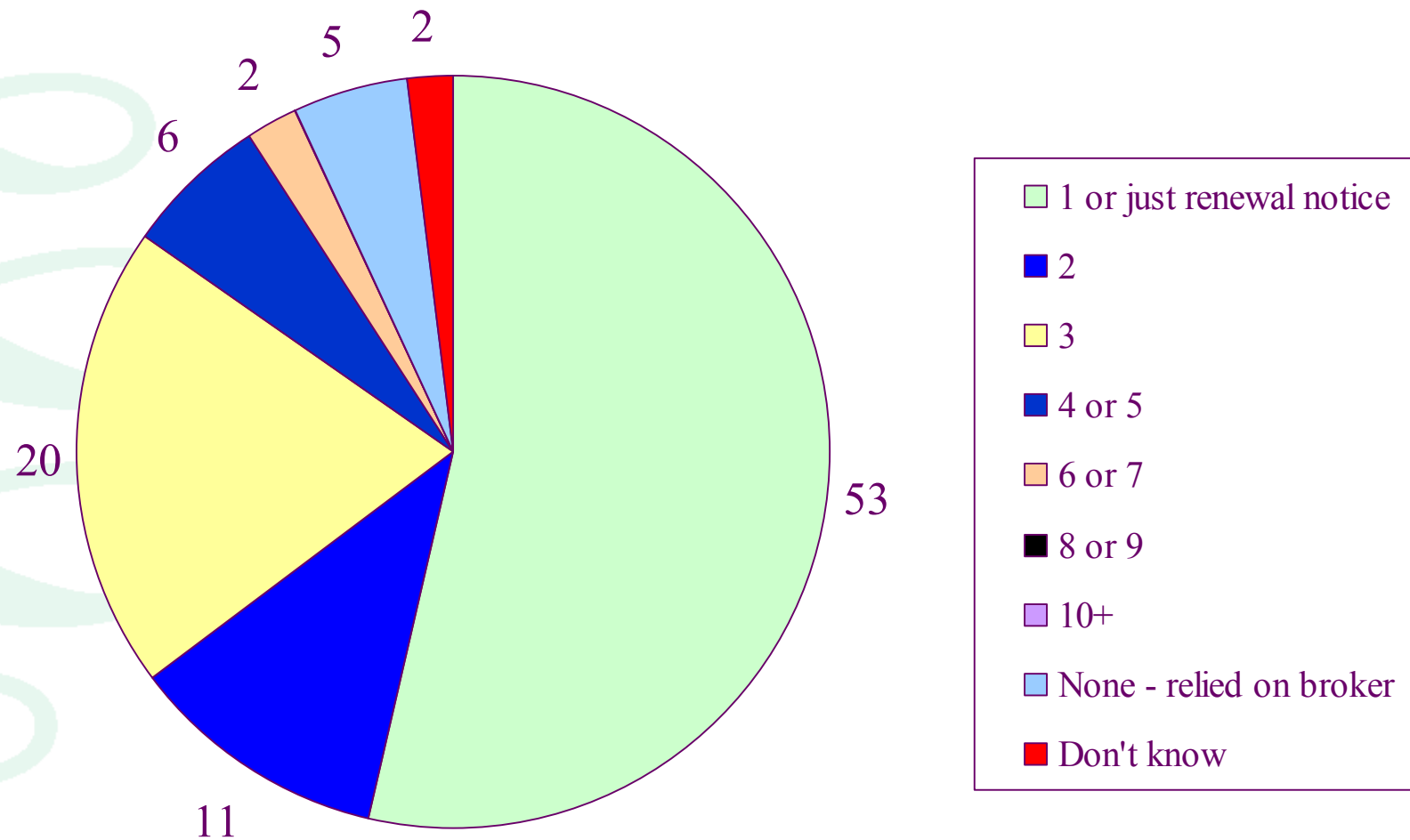
Base: All eligible CI (82)

Number of quotes – PMI



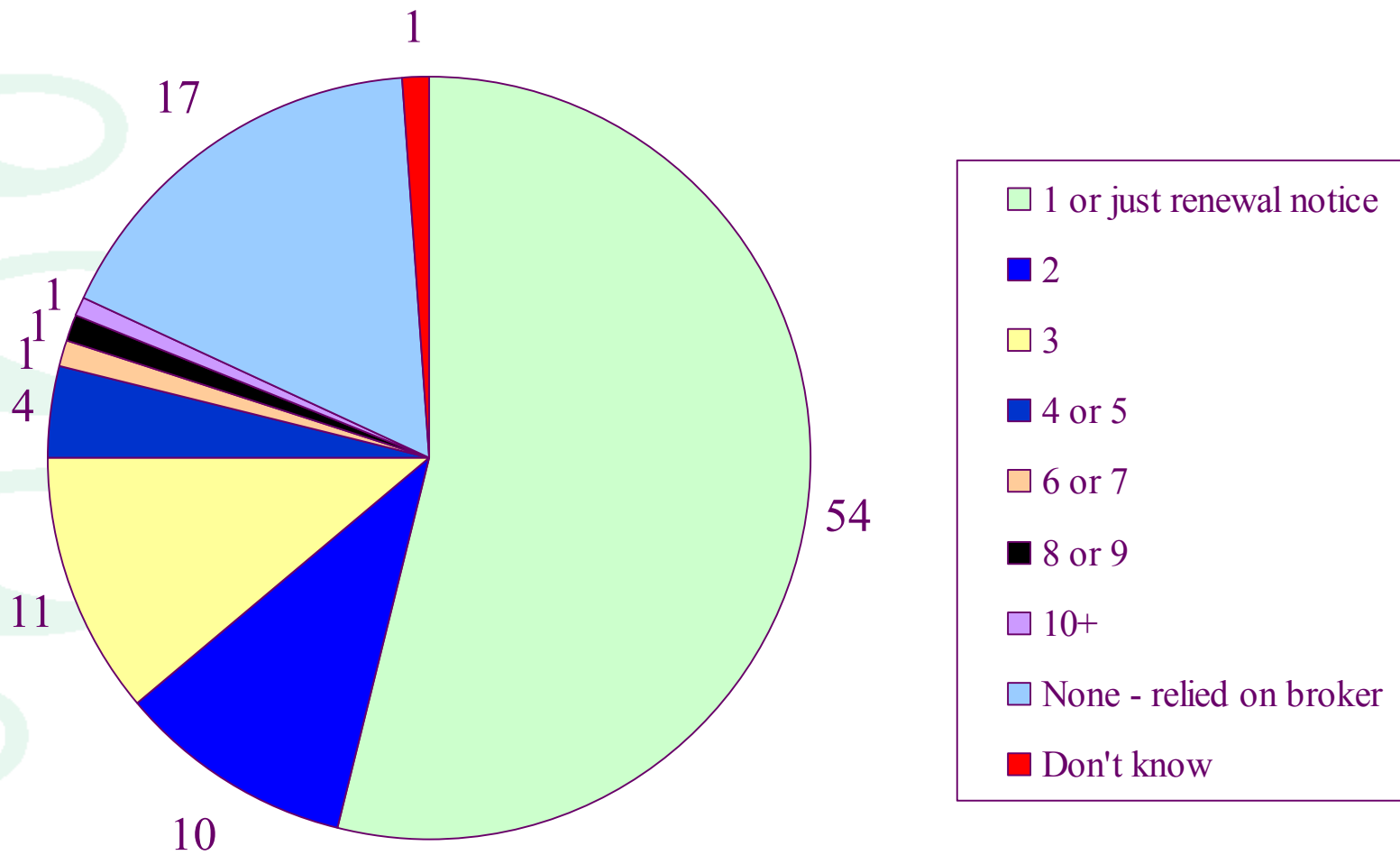
Base: All eligible PMI (89)

Number of quotes – Pet



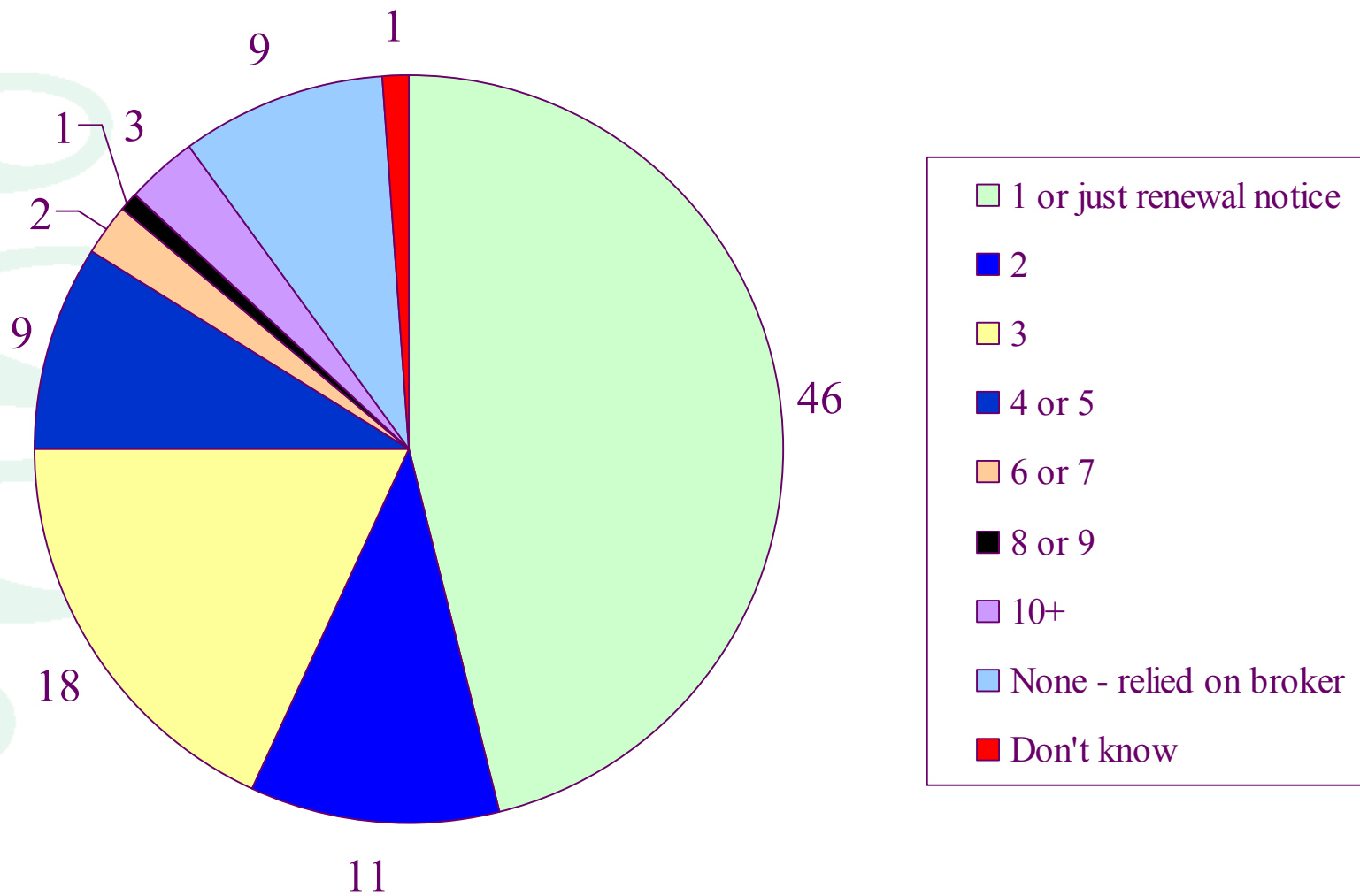
Base: All eligible Pet (94)

Number of quotes – PPI



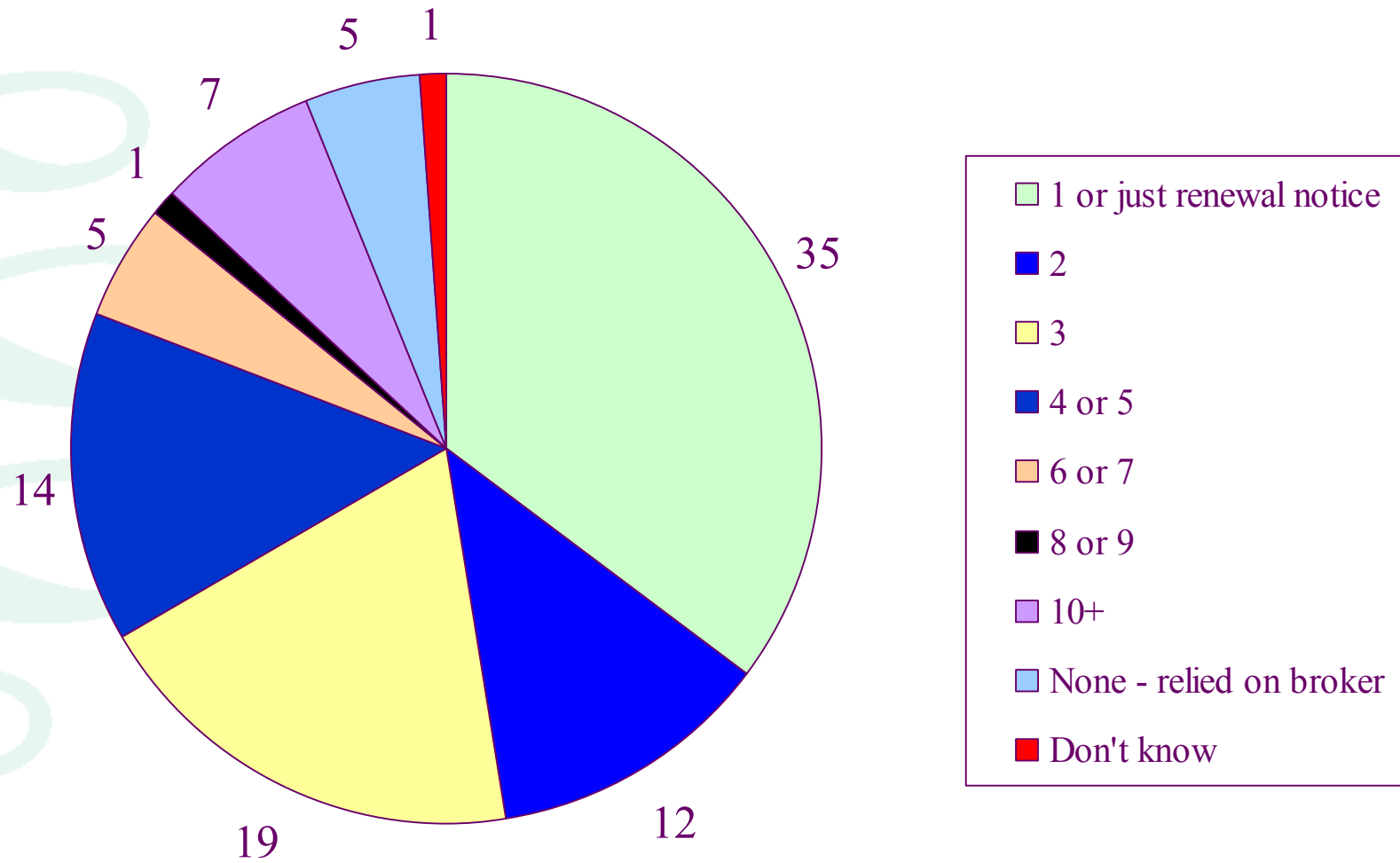
Base: All eligible PPI (319)

Number of quotes – Home



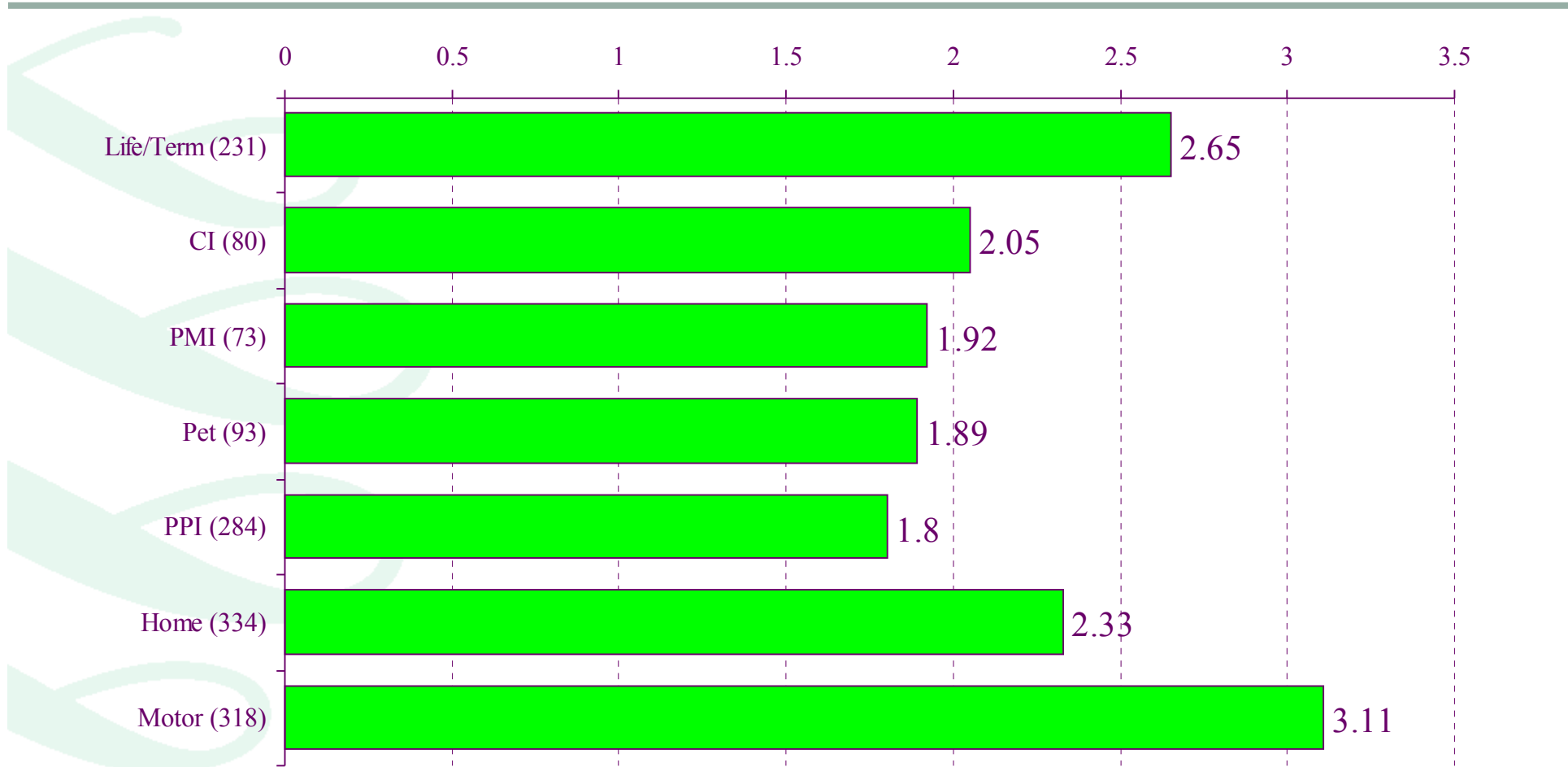
Base: All eligible Home (371)

Number of quotes – Motor



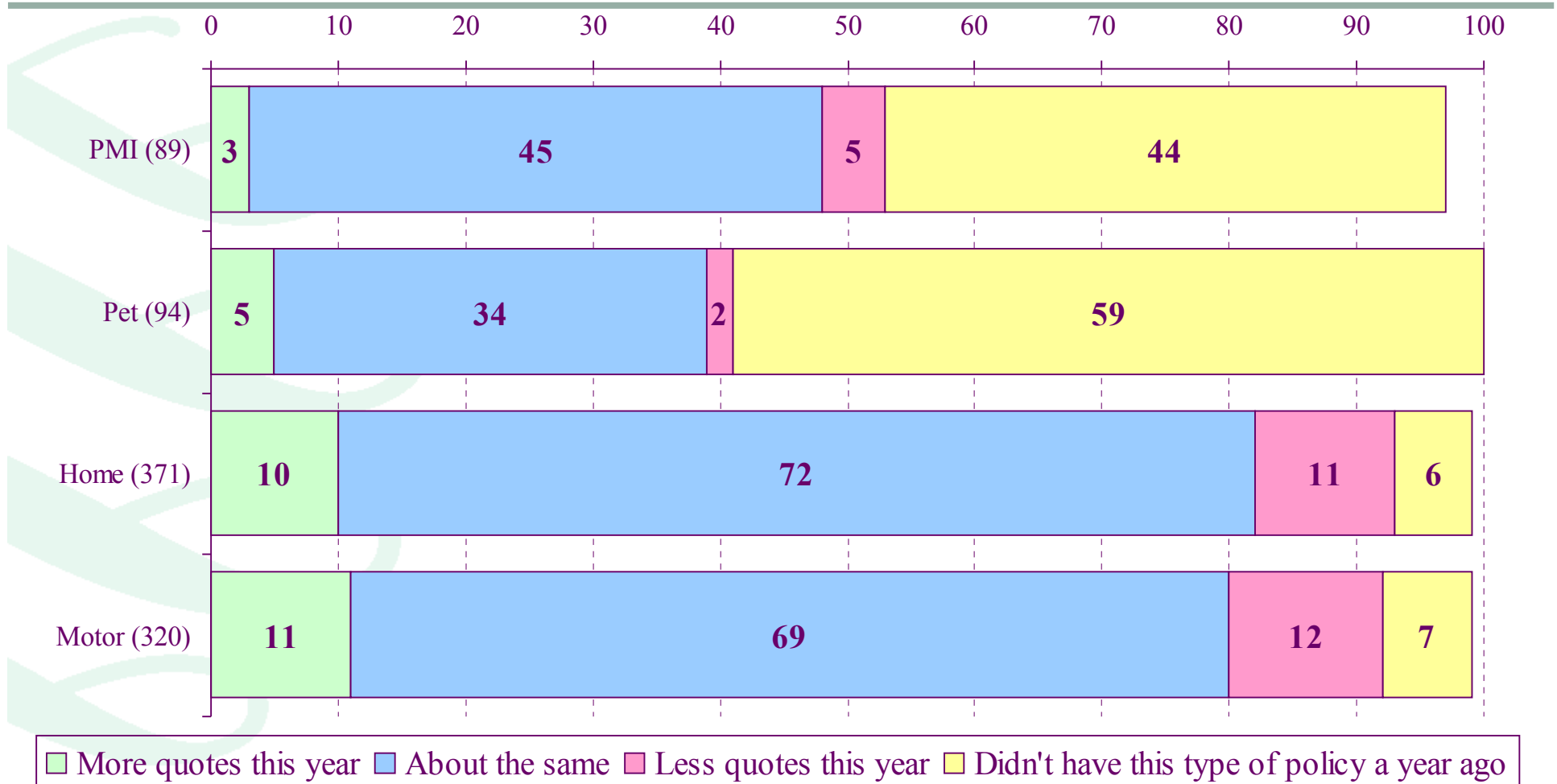
Base: All eligible Motor (320)

Average number of quotes



Base: All eligible who didn't rely on broker to get best quote (weighted bases)

Number of quotes compared to last year



Base: All eligible PMI, Pet, Home, Motor

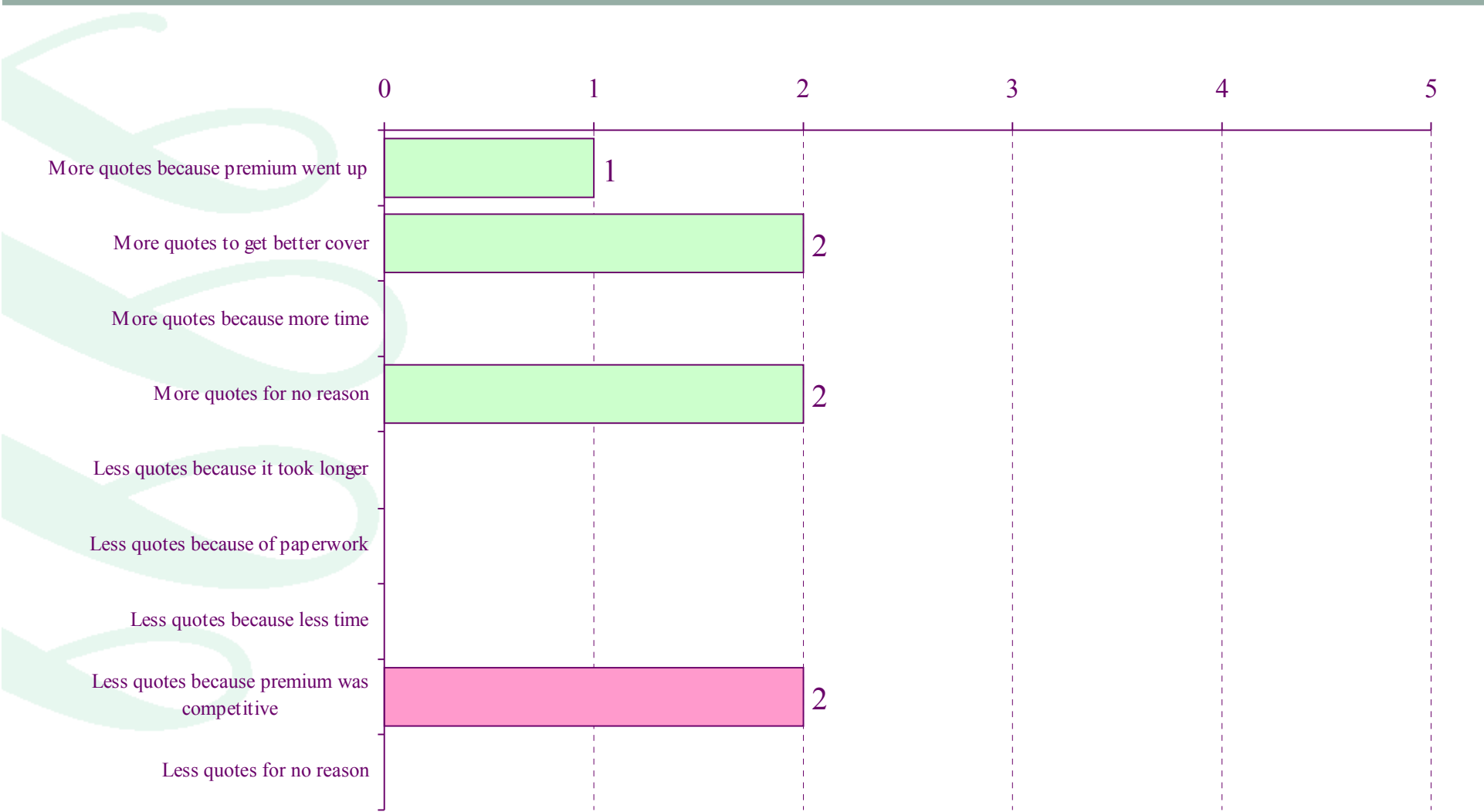
Reasons for more/less quotes – PMI

Note: absolute numbers not %s



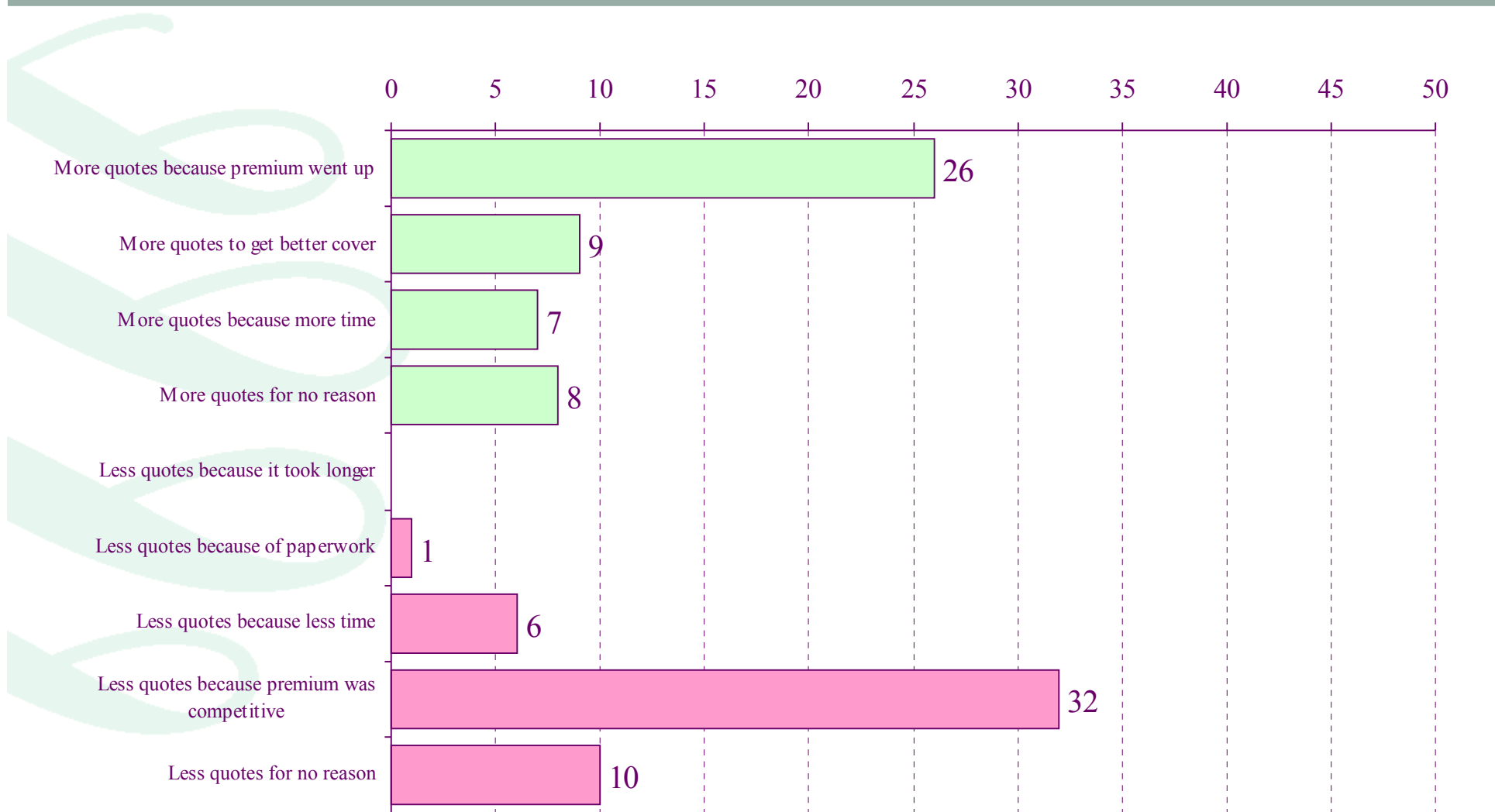
Base: All eligible PMI that got more or less quotes this year (8) (weighted base)

Reasons for more/less quotes – Pet Note: absolute numbers not %s



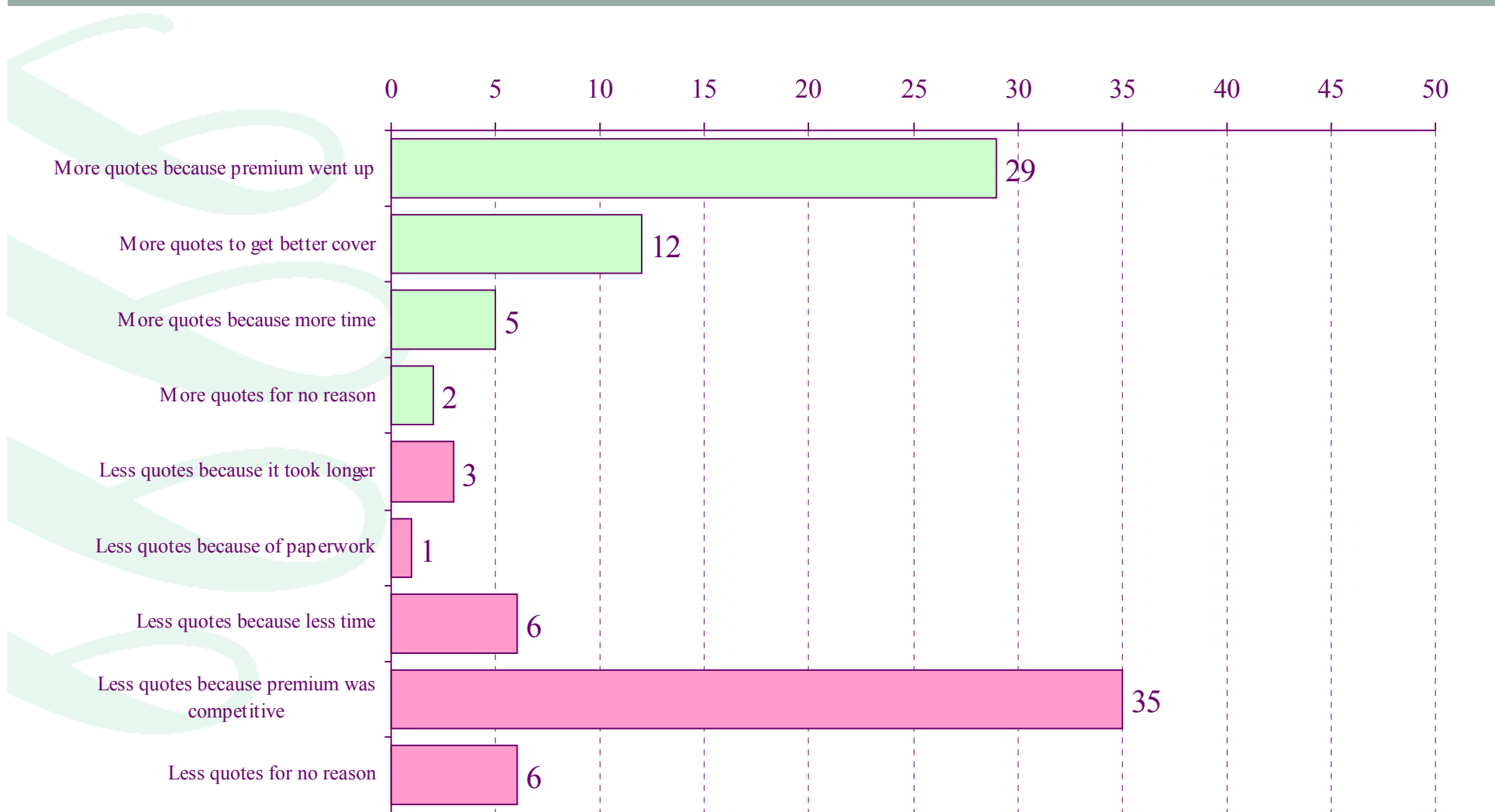
Base: All eligible Pet that got more or less quotes this year (7) (weighted base)

Reasons for more/less quotes – Home



Base: All eligible Home that got more or less quotes this year (73)

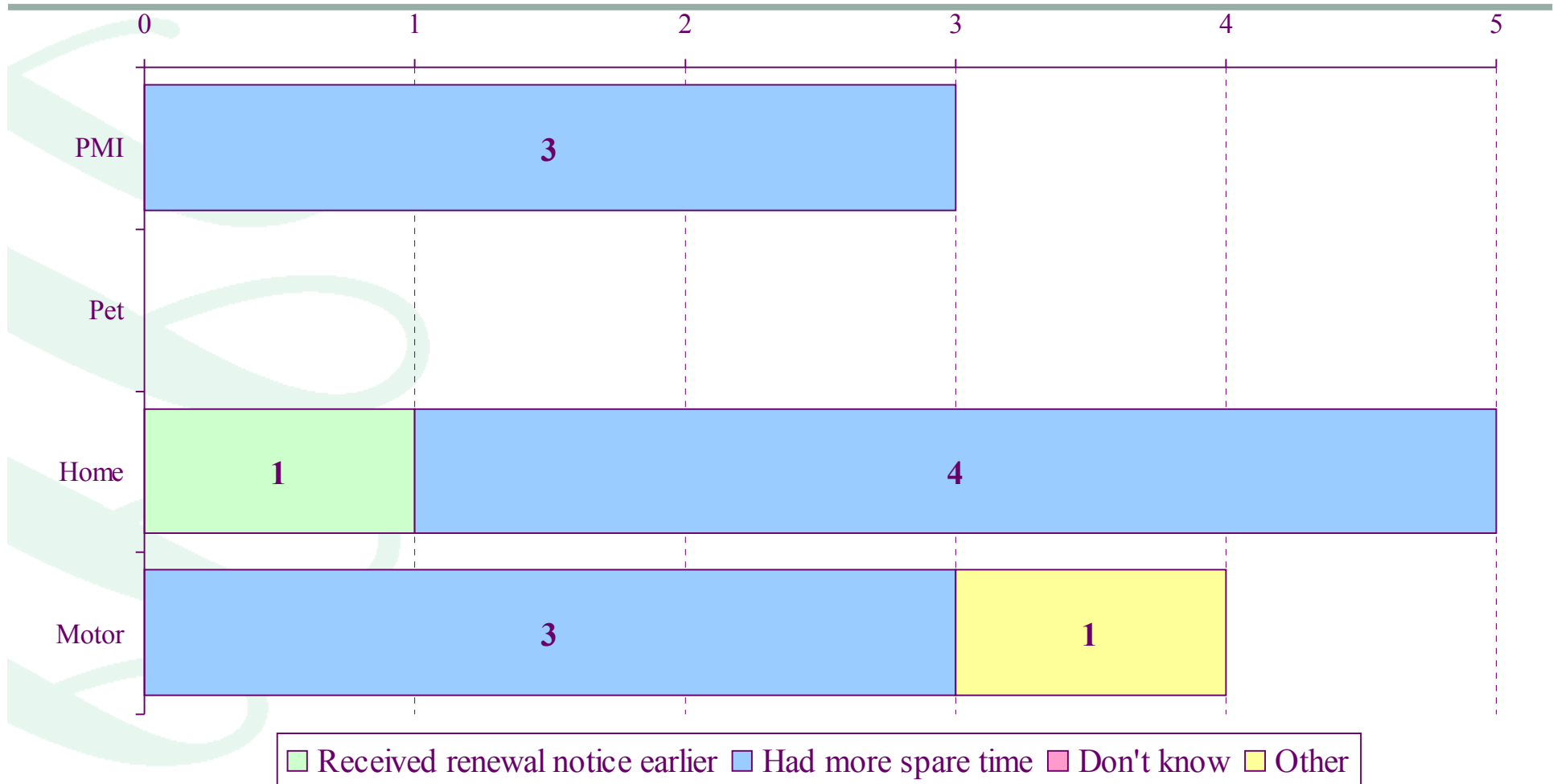
Reasons for more/less quotes – Motor



Base: All eligible Motor that got more or less quotes this year (71)

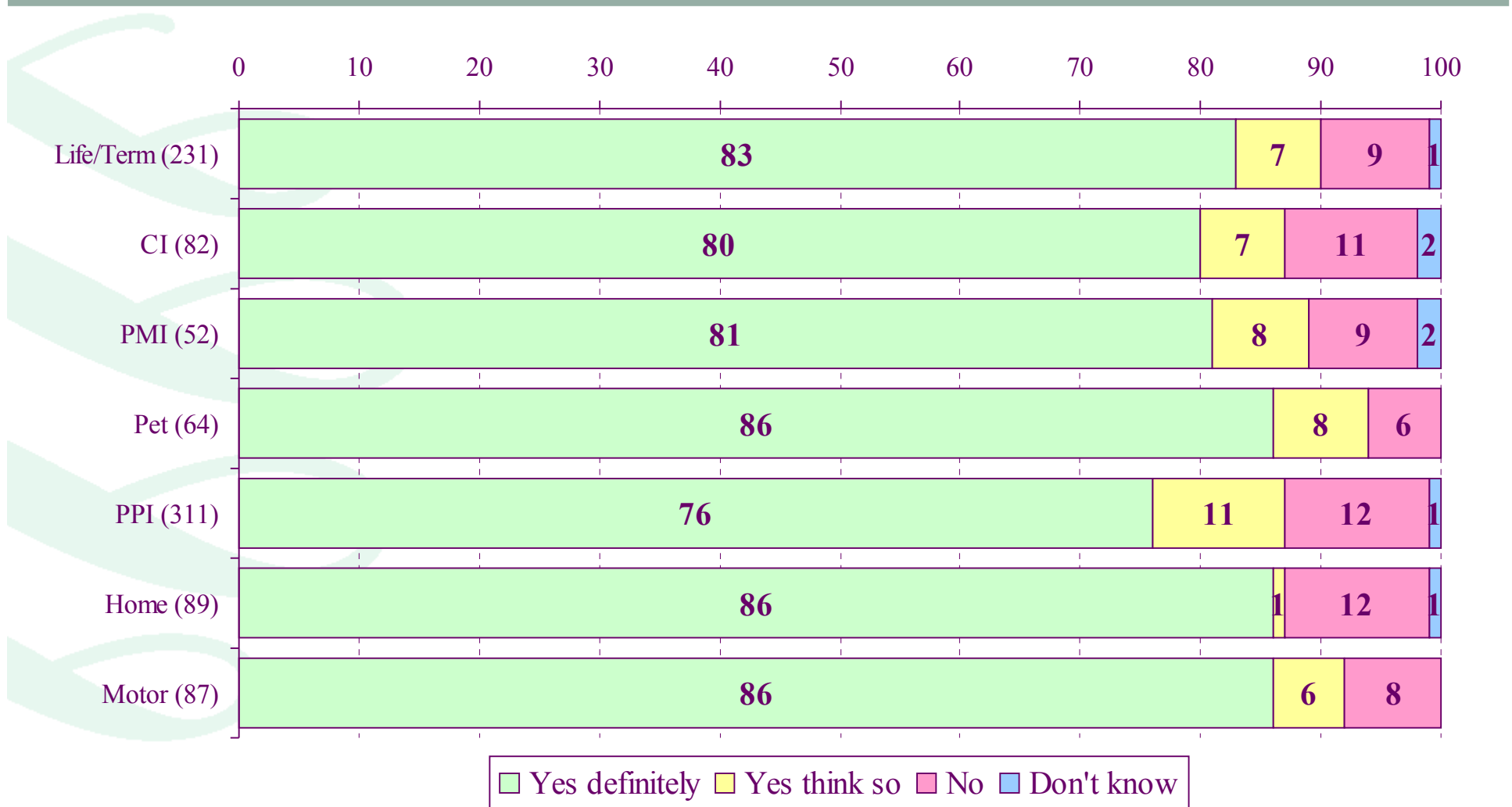
Why more time compared to last year

Note: absolute numbers not %s



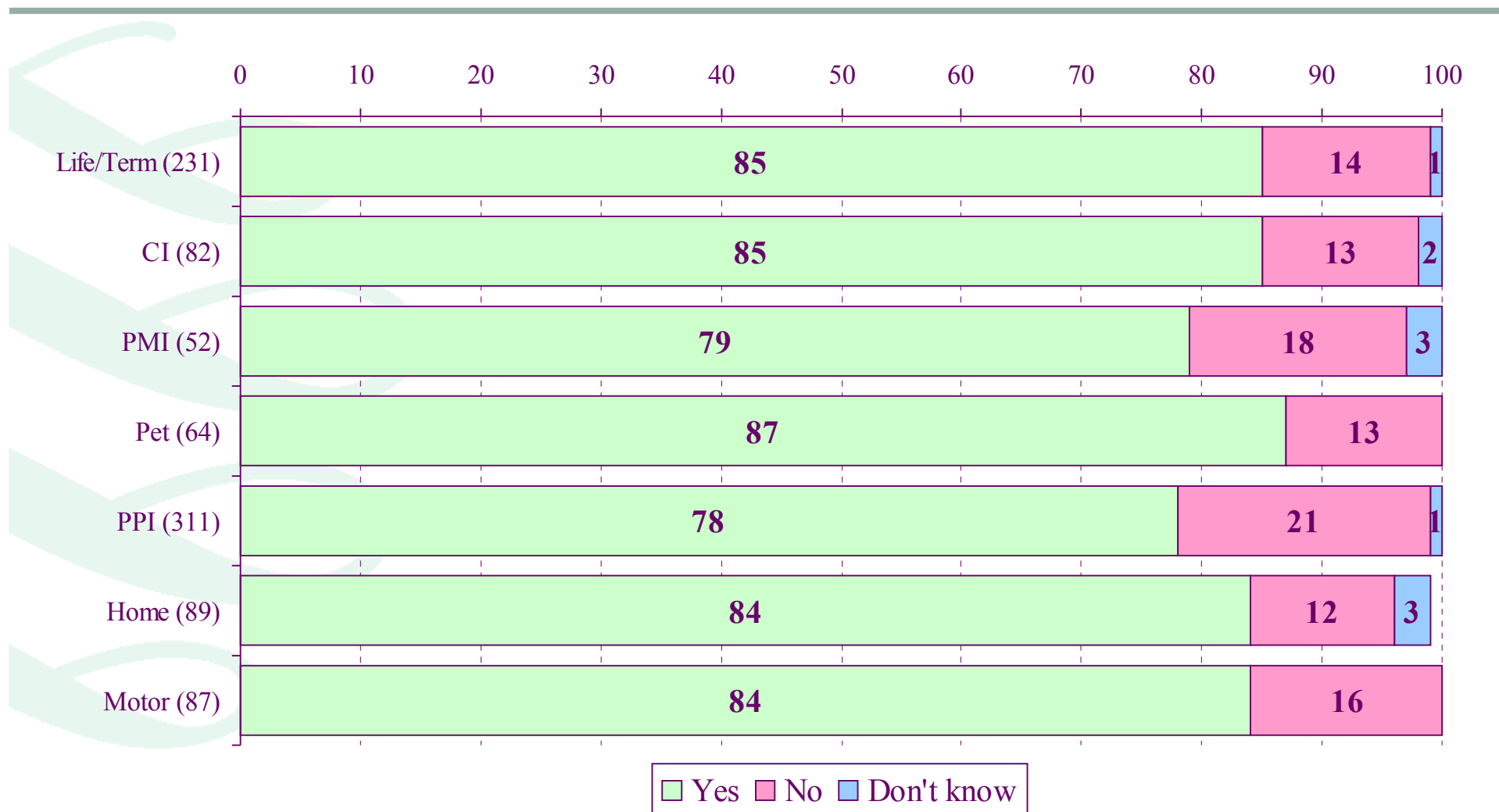
Base: All eligible PMI (3), Pet (0), Home (5), Motor (4) who got more quotes because they had more time (weighted bases)

Read information - type of cover



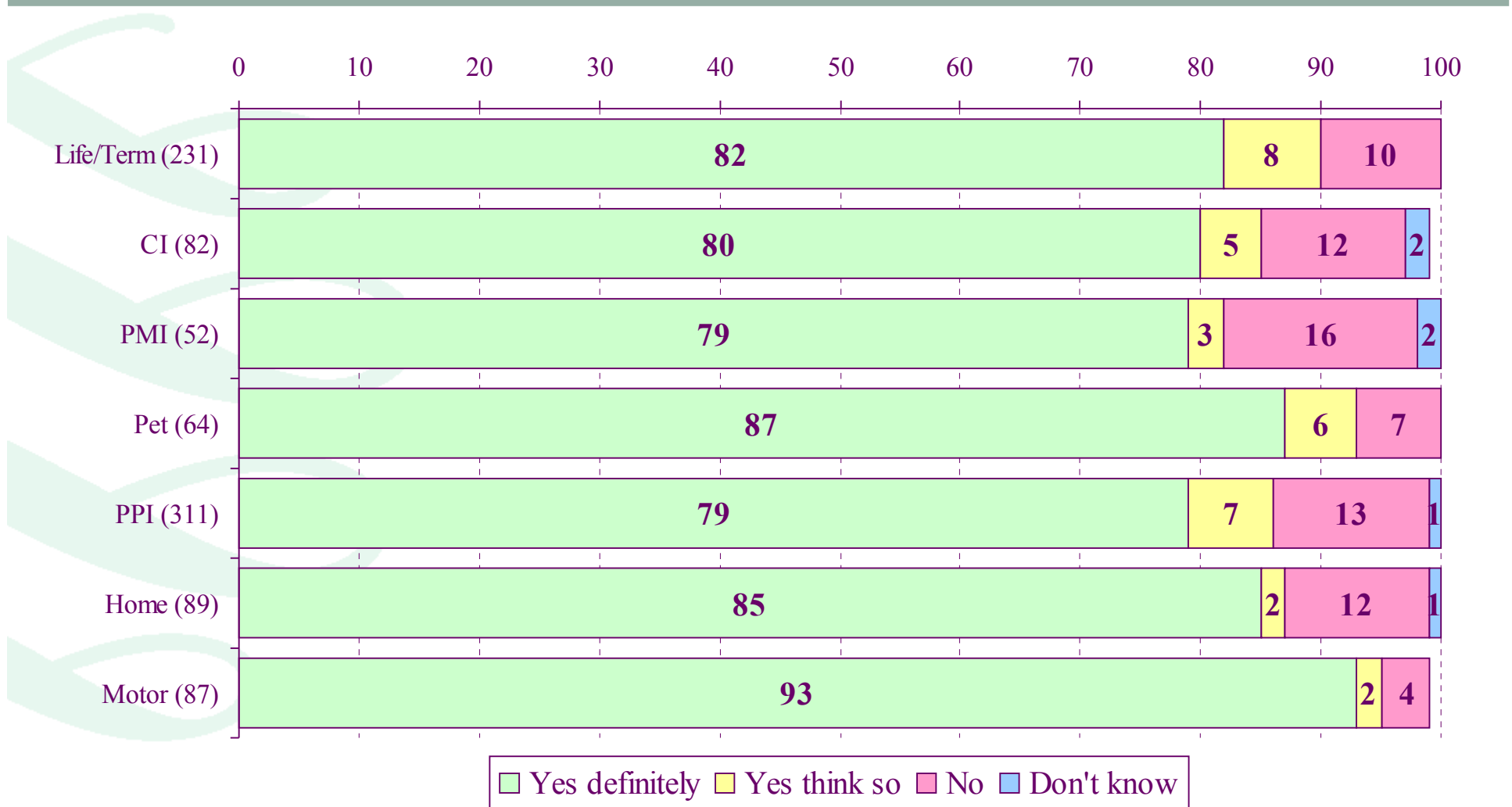
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy - type of cover



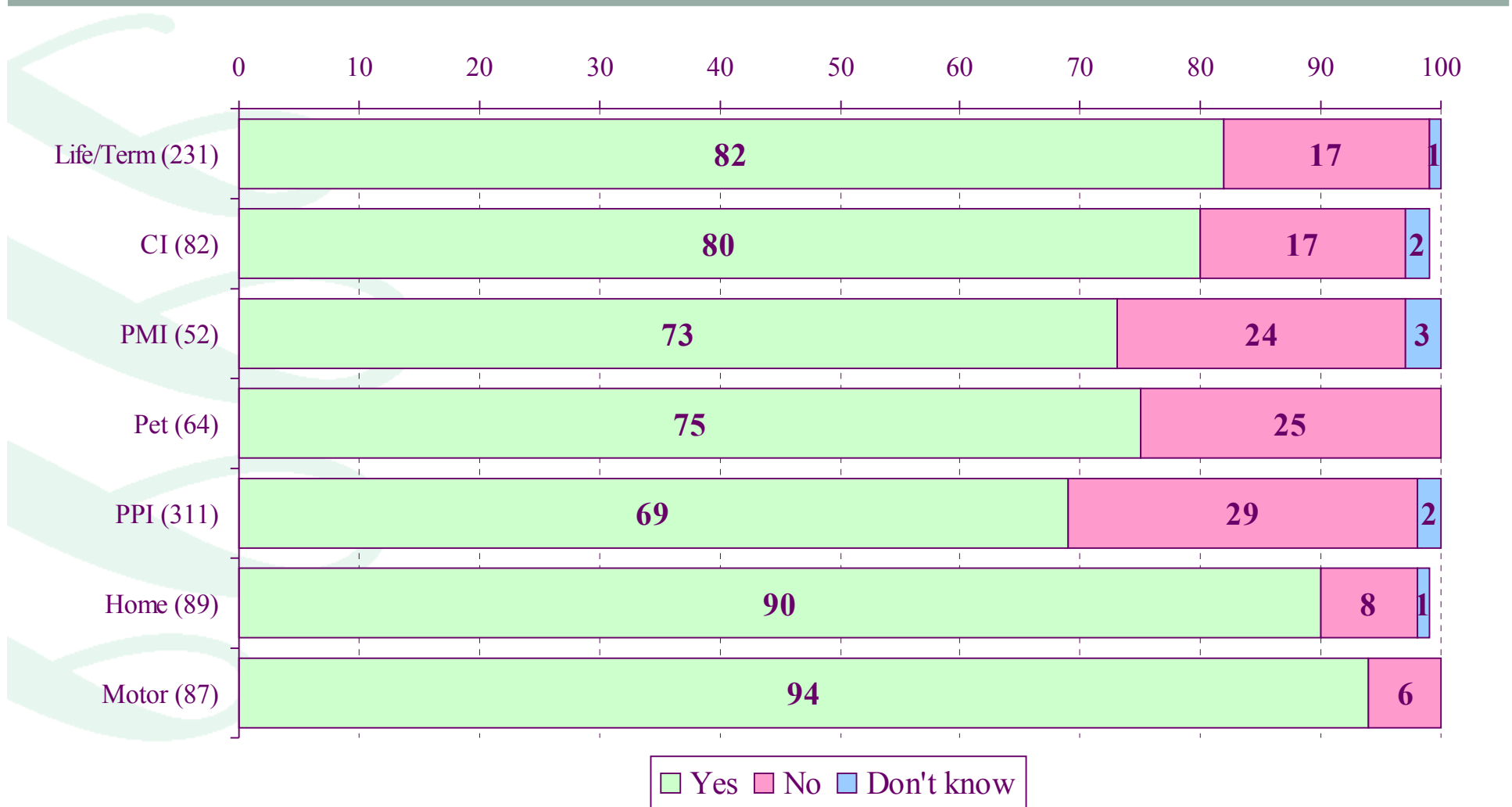
Base: All eligible Life/Term, CI, PPI or new policies

Read information – price/premiums



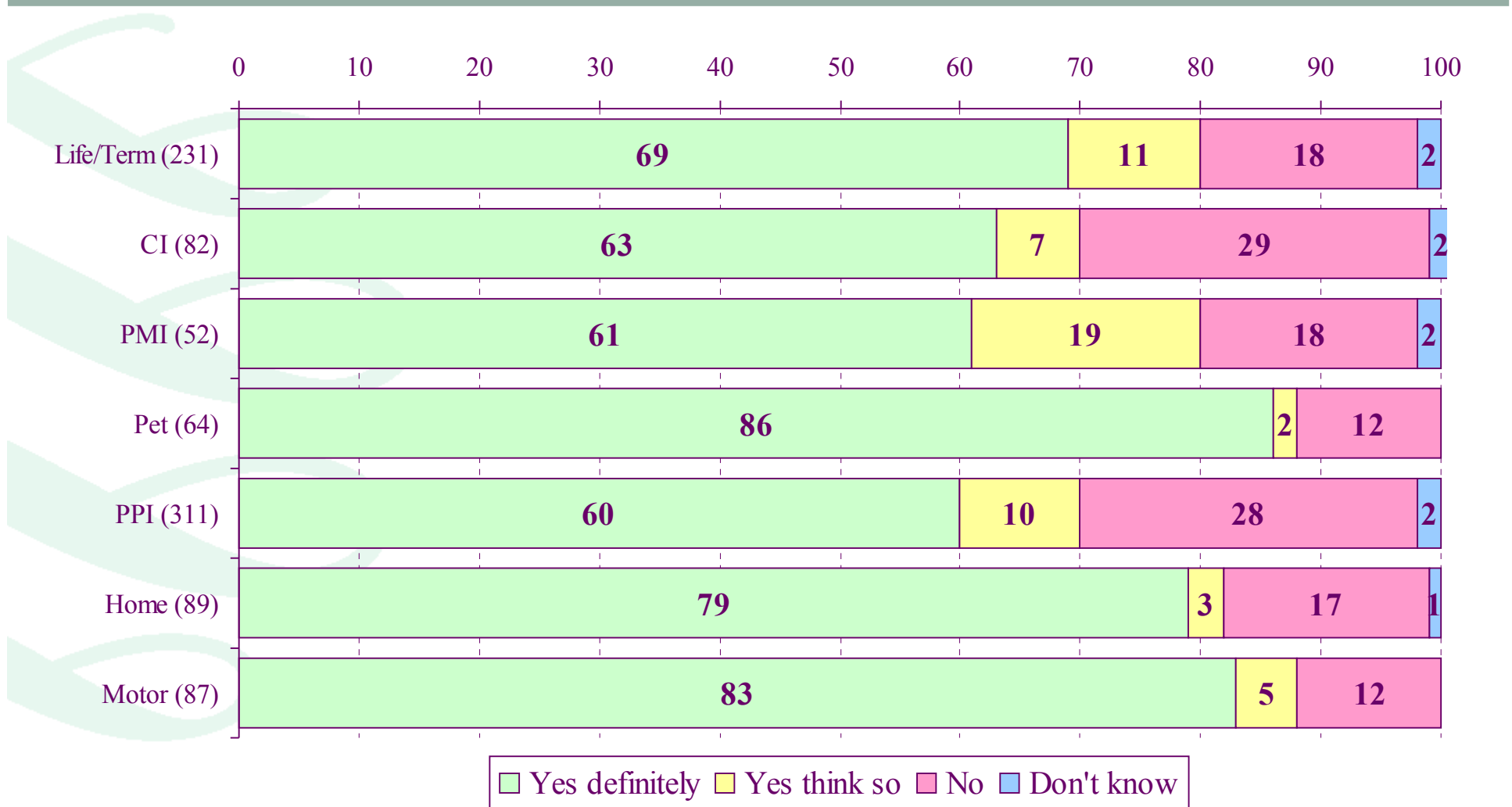
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – price/premiums



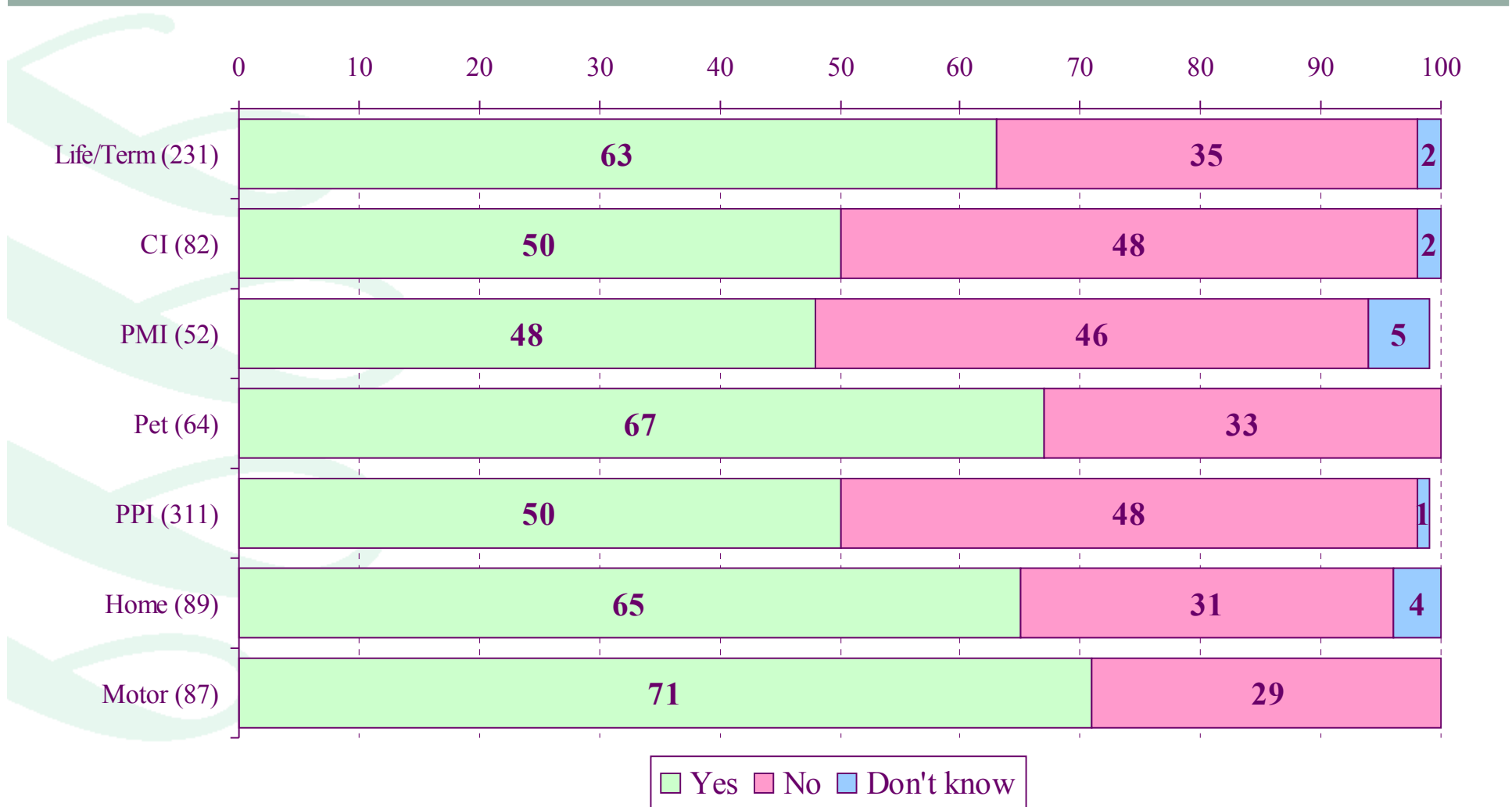
Base: All eligible Life/Term, CI, PPI or new policies

Read information – details of any excess



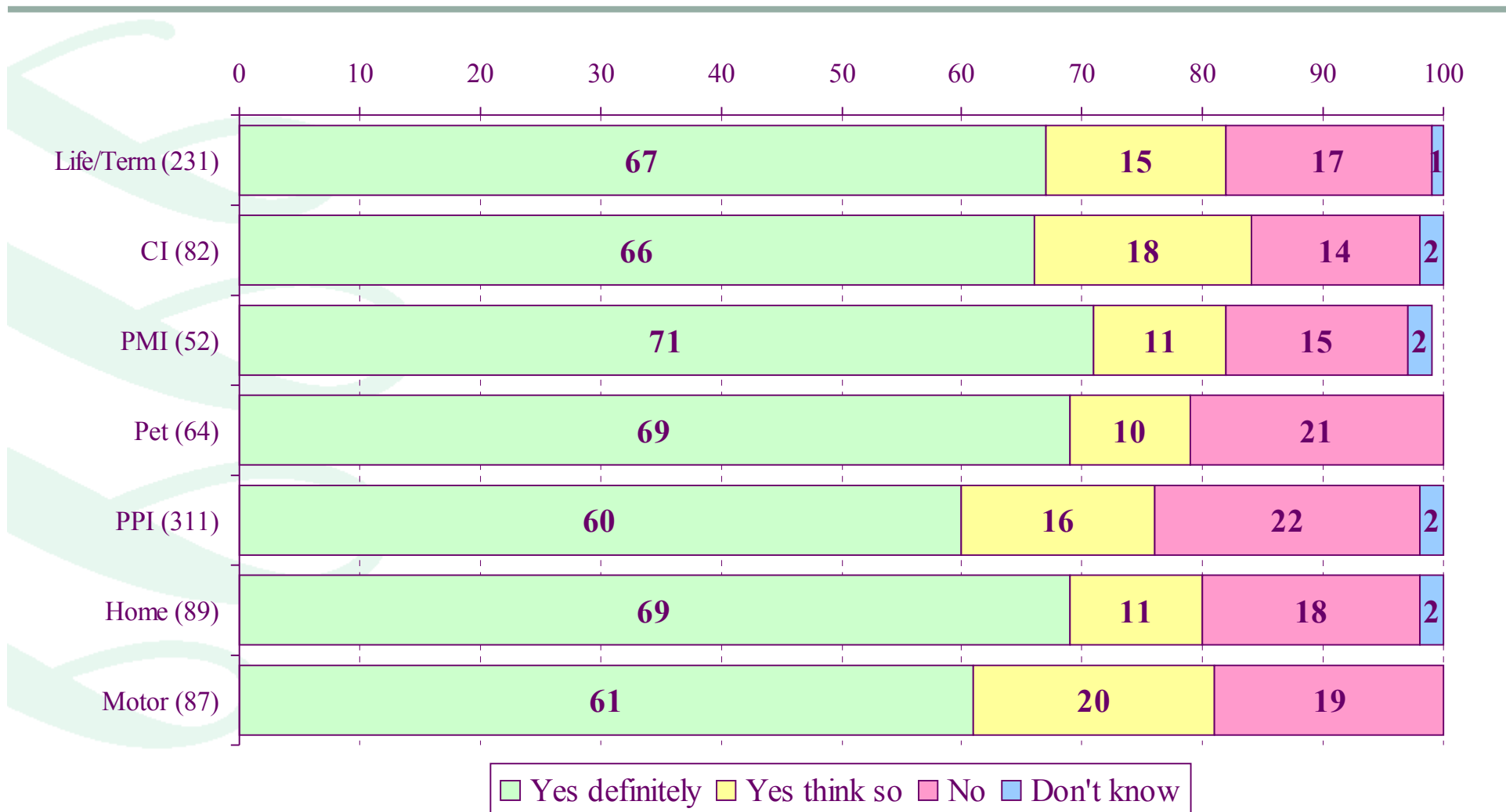
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – details of any excess



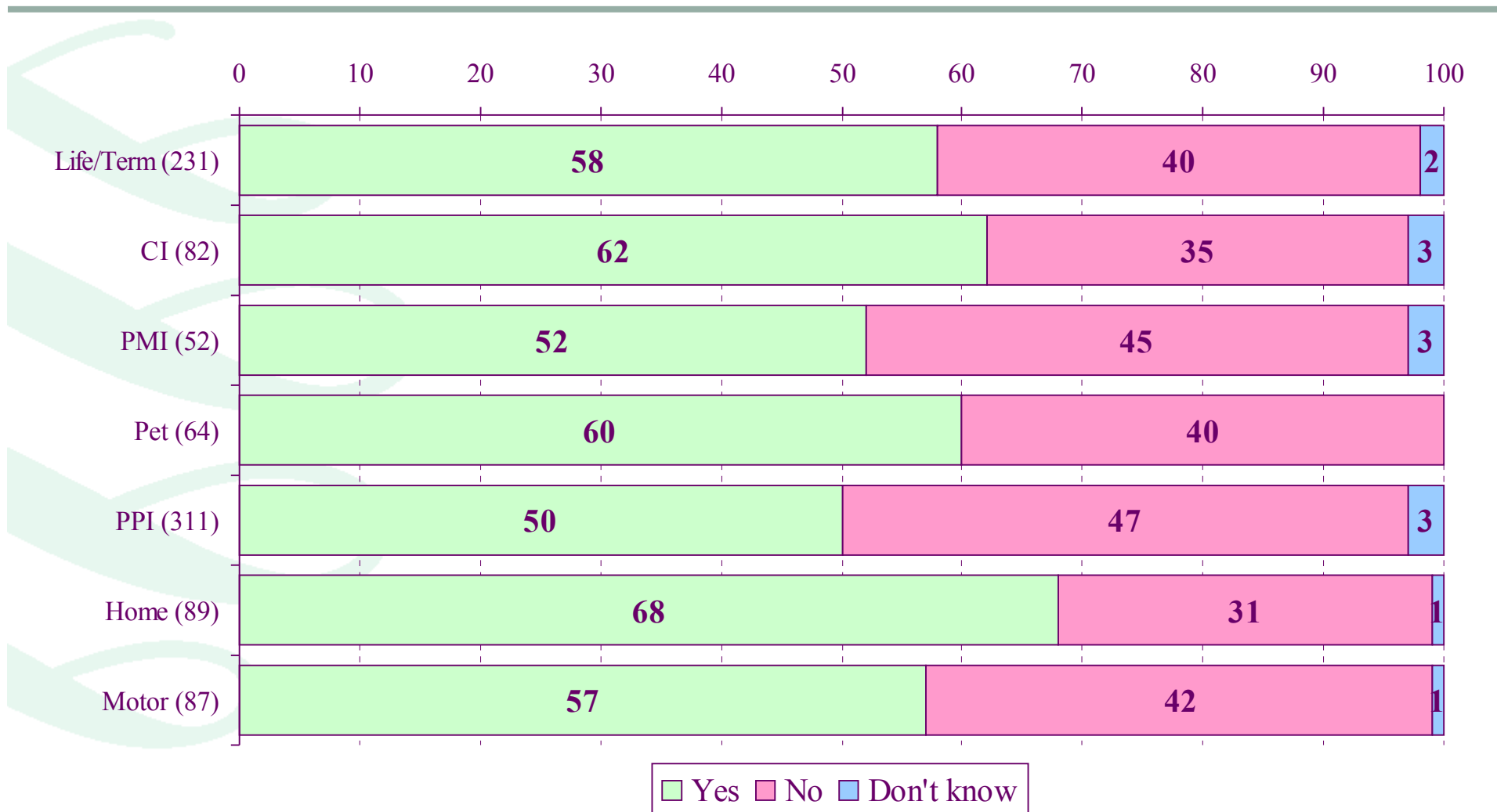
Base: All eligible Life/Term, CI, PPI or new policies

Read information – policy exclusions or limitations



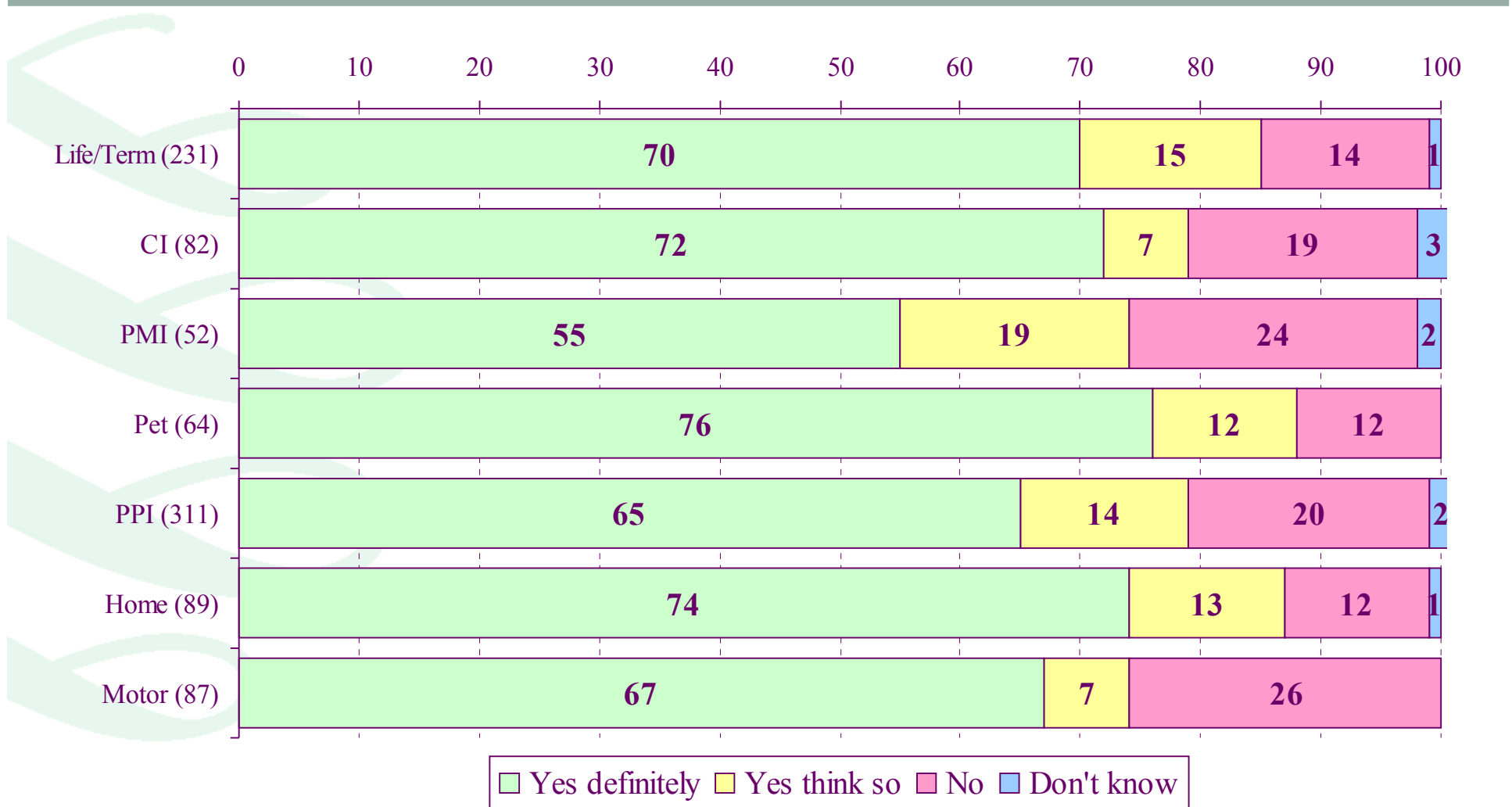
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – policy exclusions or limitations



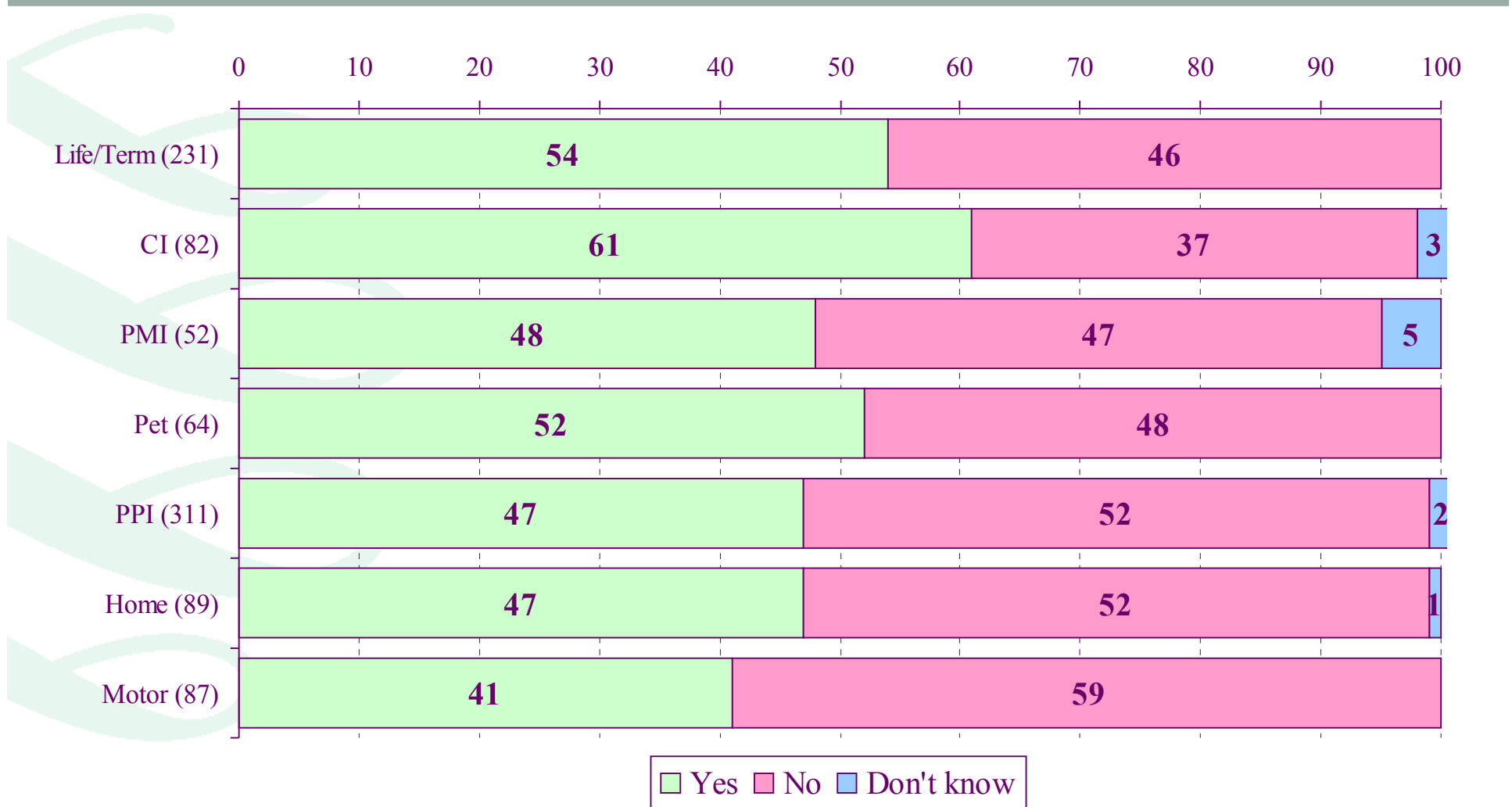
Base: All eligible Life/Term, CI, PPI or new policies

Read information – name & address of provider



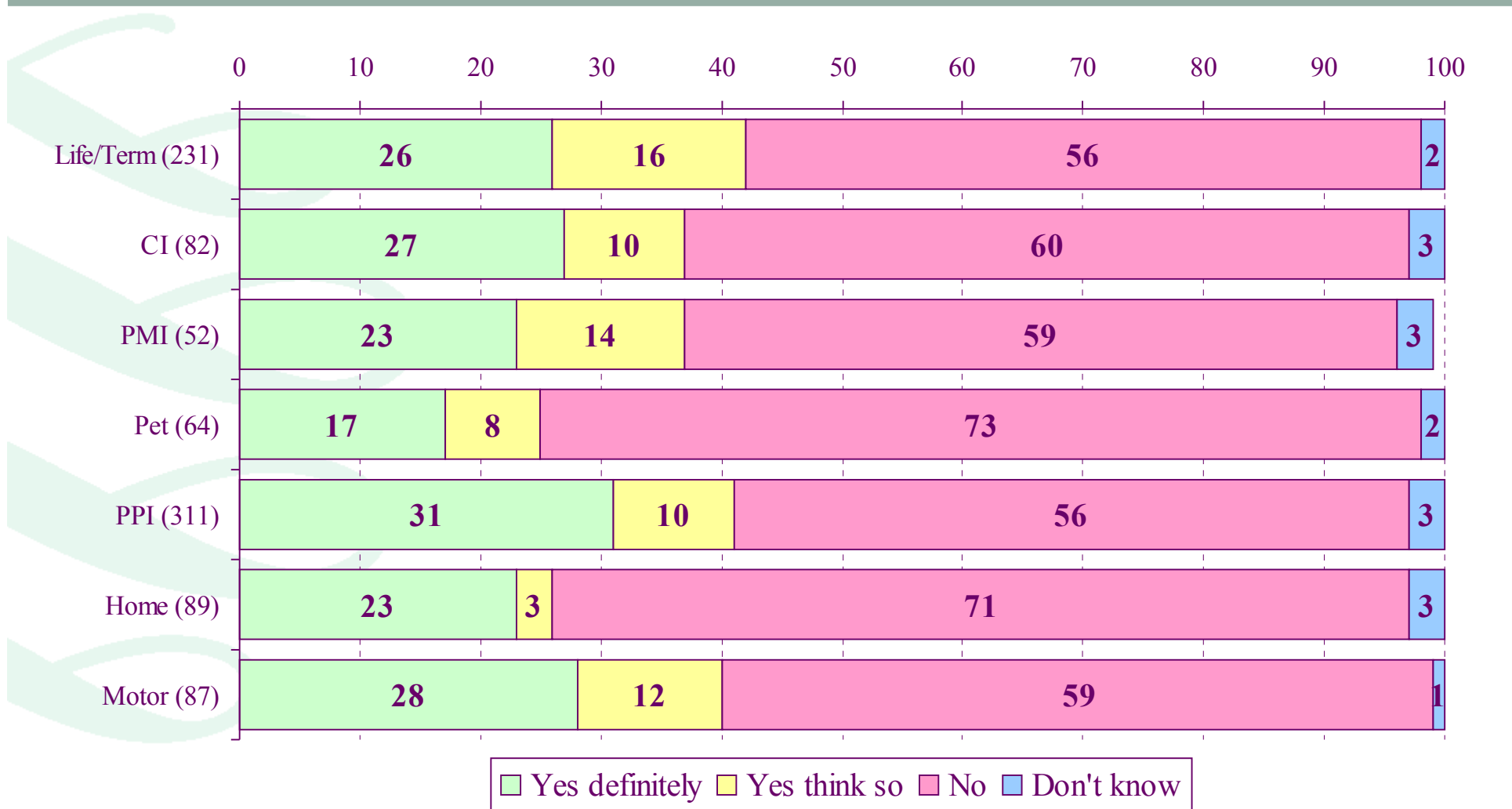
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – name & address of provider



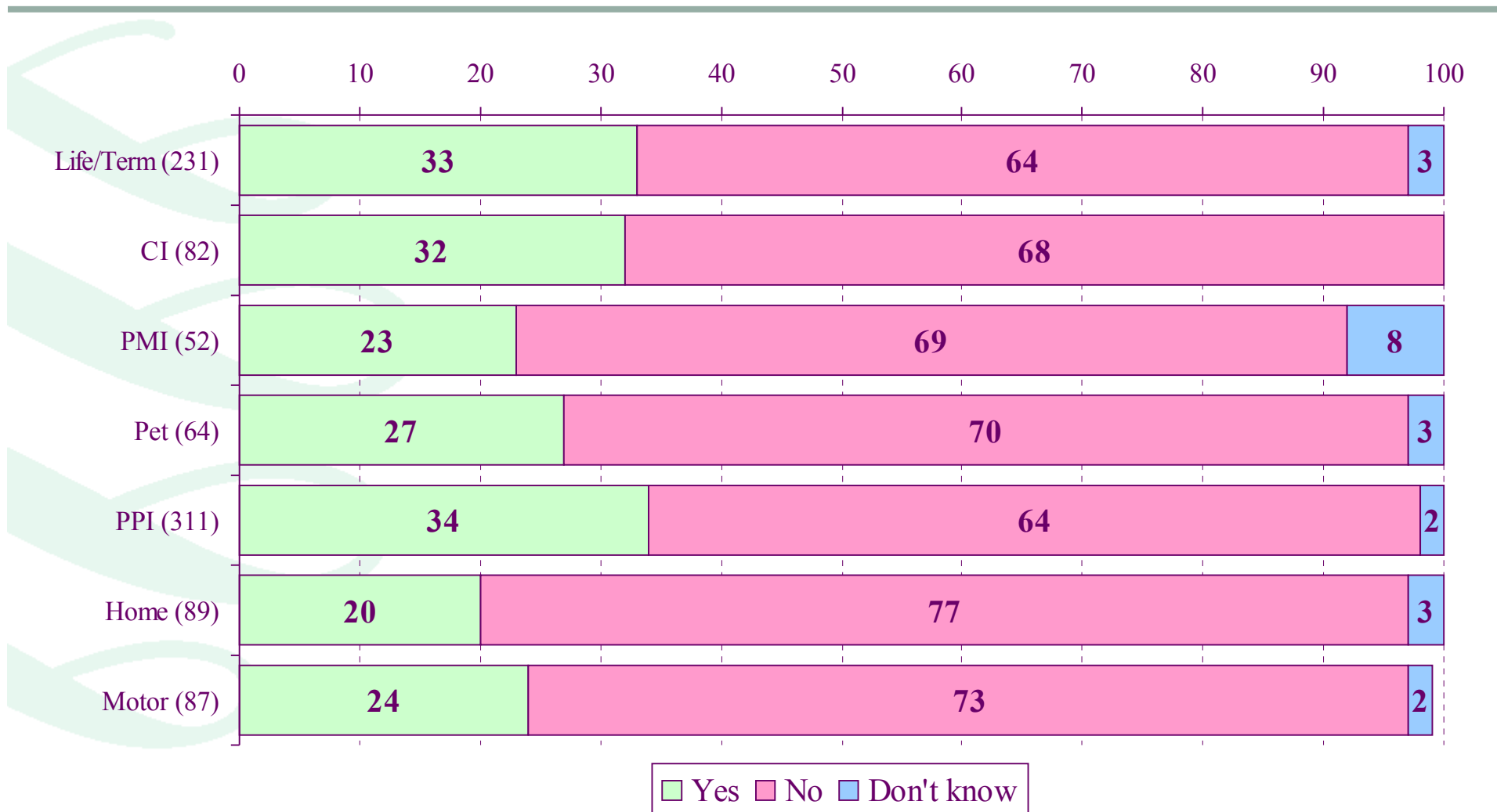
Base: All eligible Life/Term, CI, PPI or new policies

Read information – compensation scheme arrangements



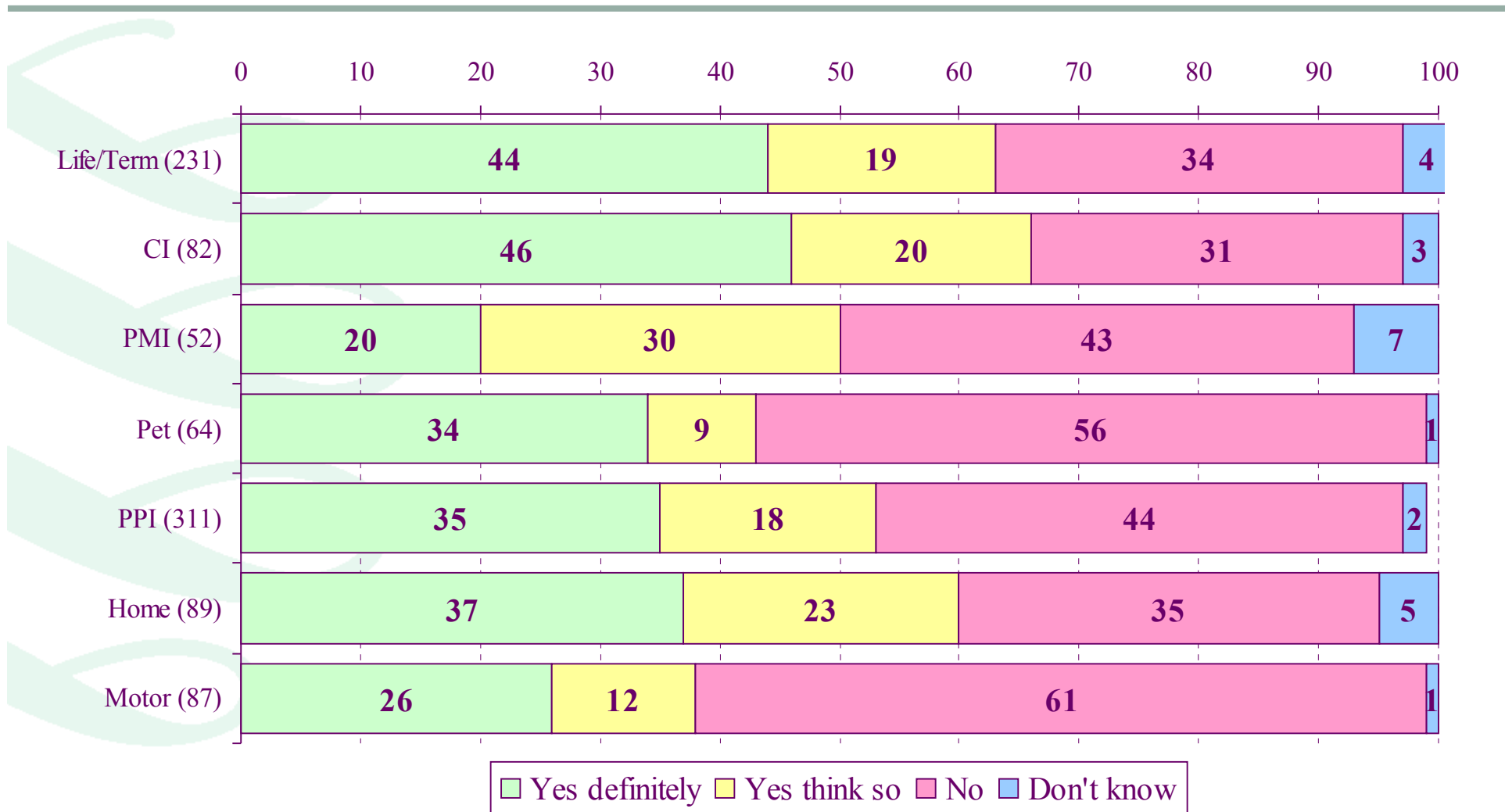
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – compensation scheme arrangements



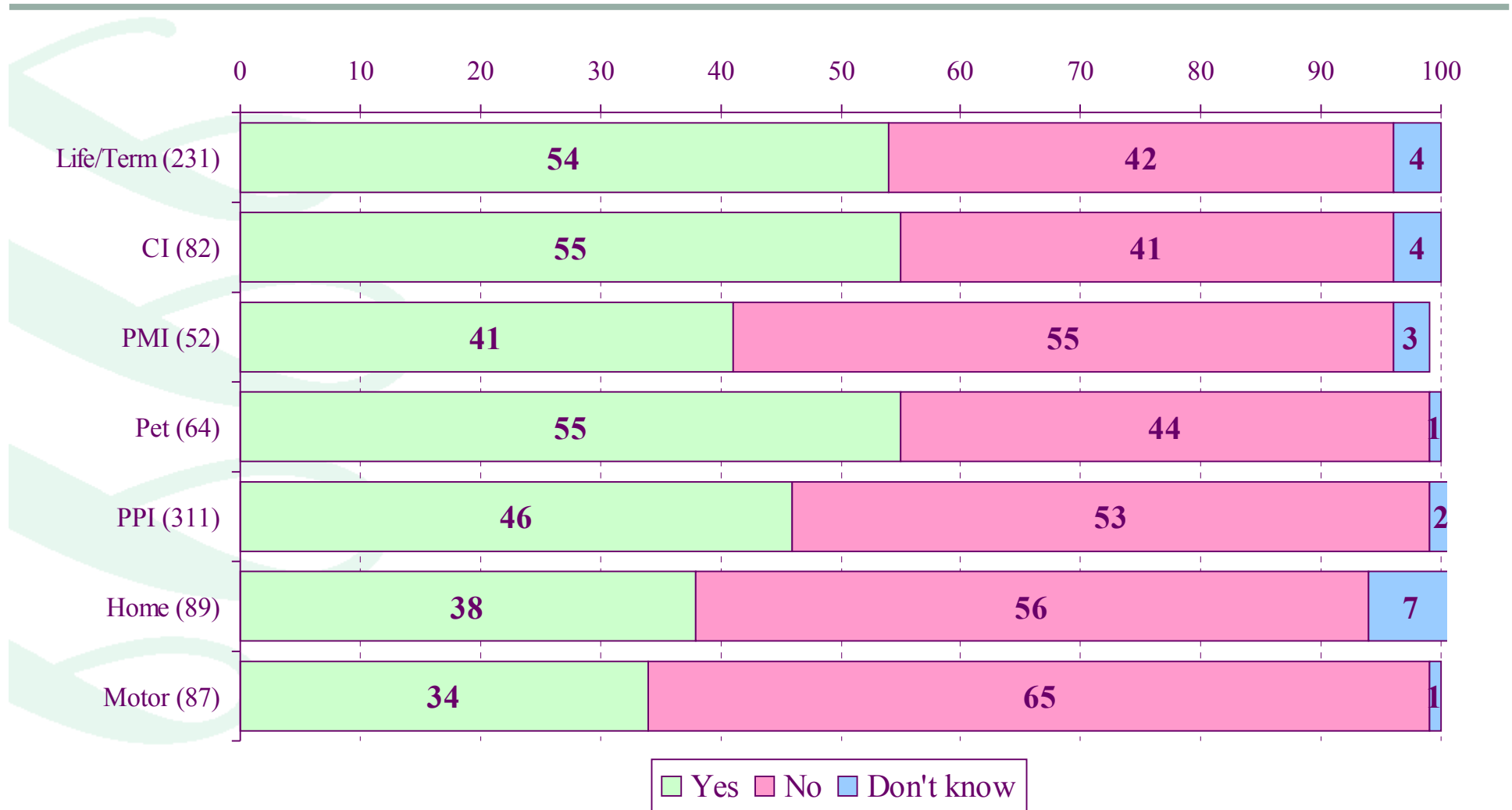
Base: All eligible Life/Term, CI, PPI or new policies

Read information – reasons for any recommendation to purchase



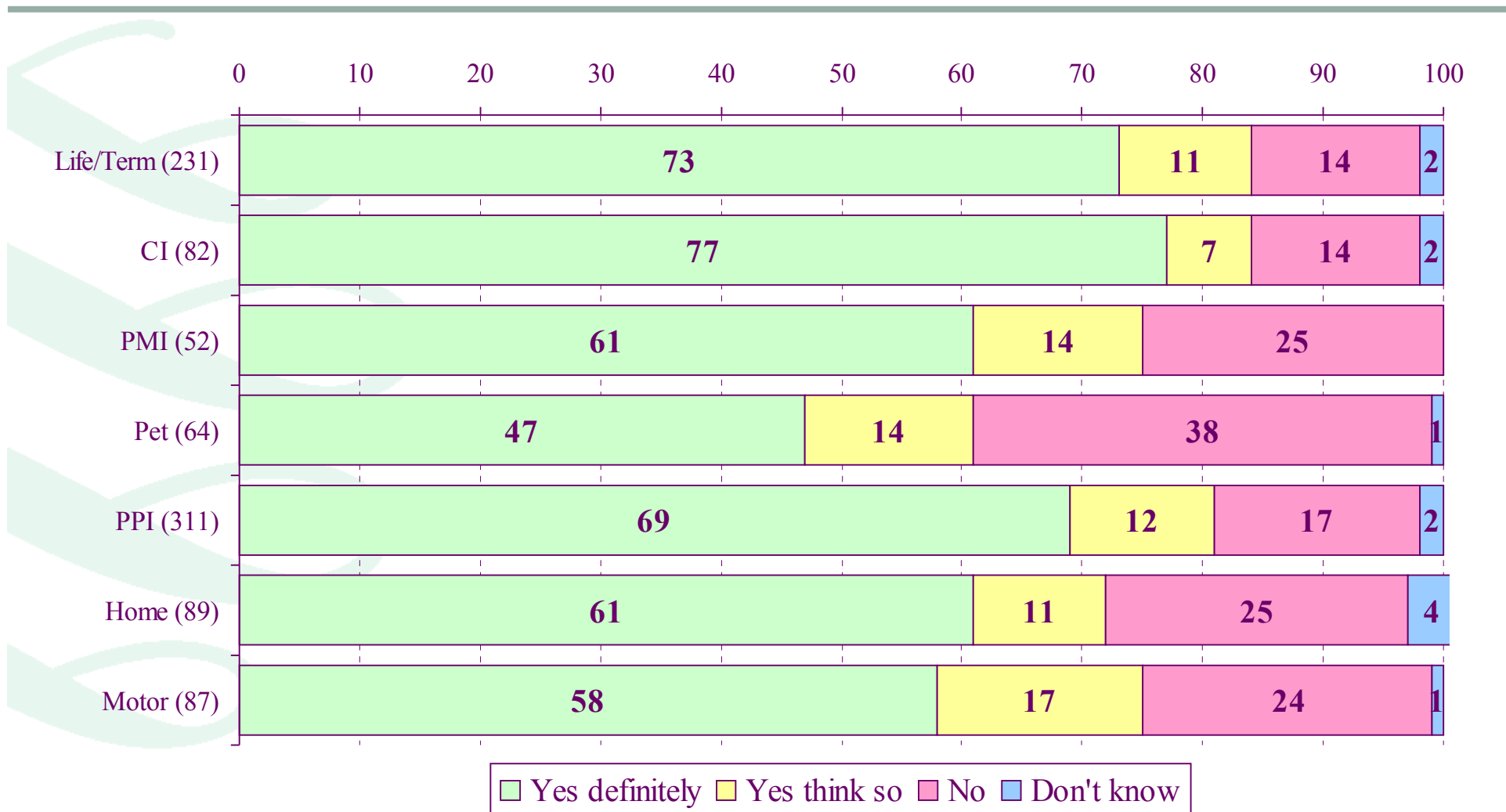
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – reasons for any recommendation to purchase



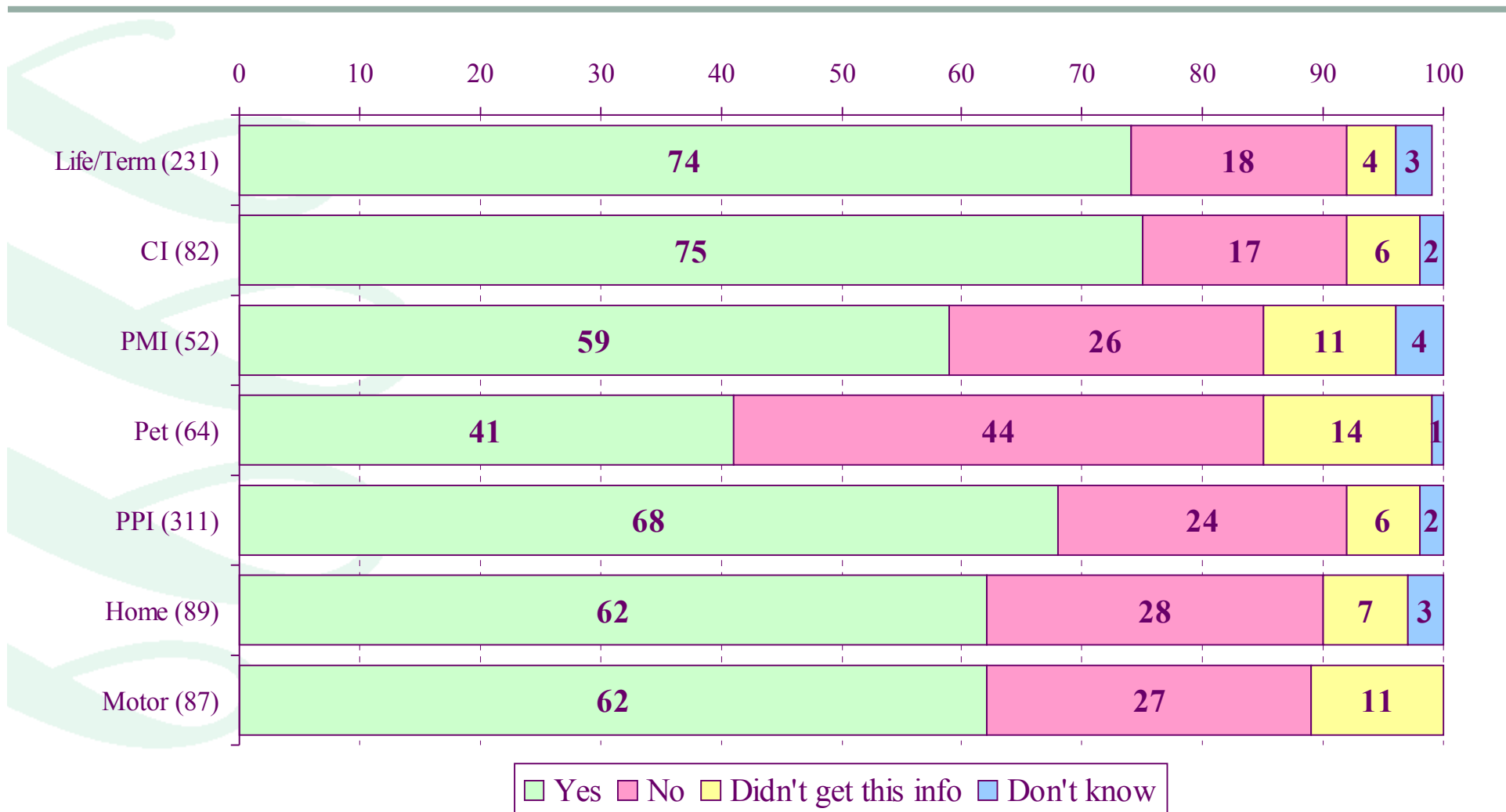
Base: All eligible Life/Term, CI, PPI or new policies

Read information – firm regulated by FSA



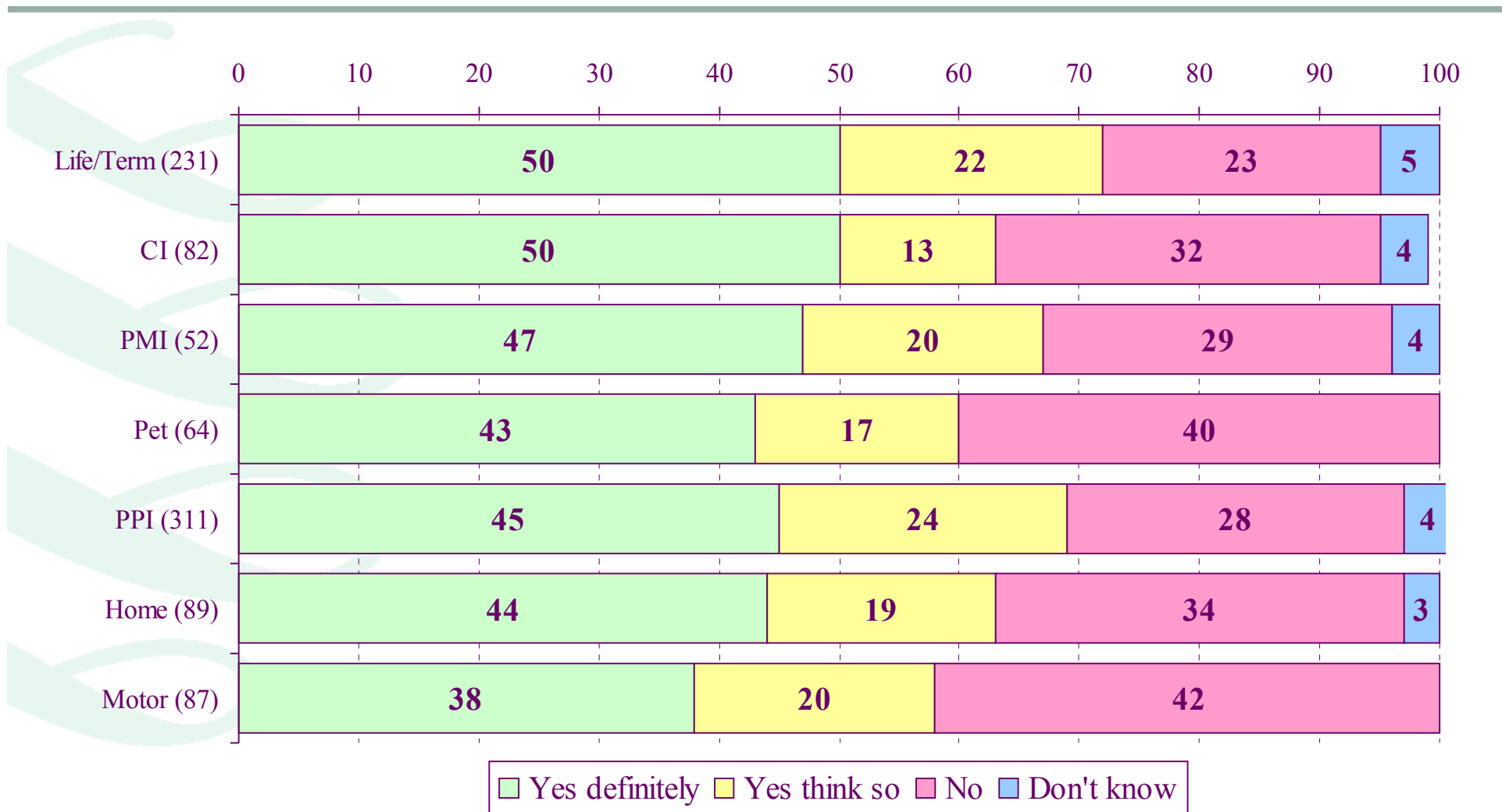
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – firm regulated by FSA



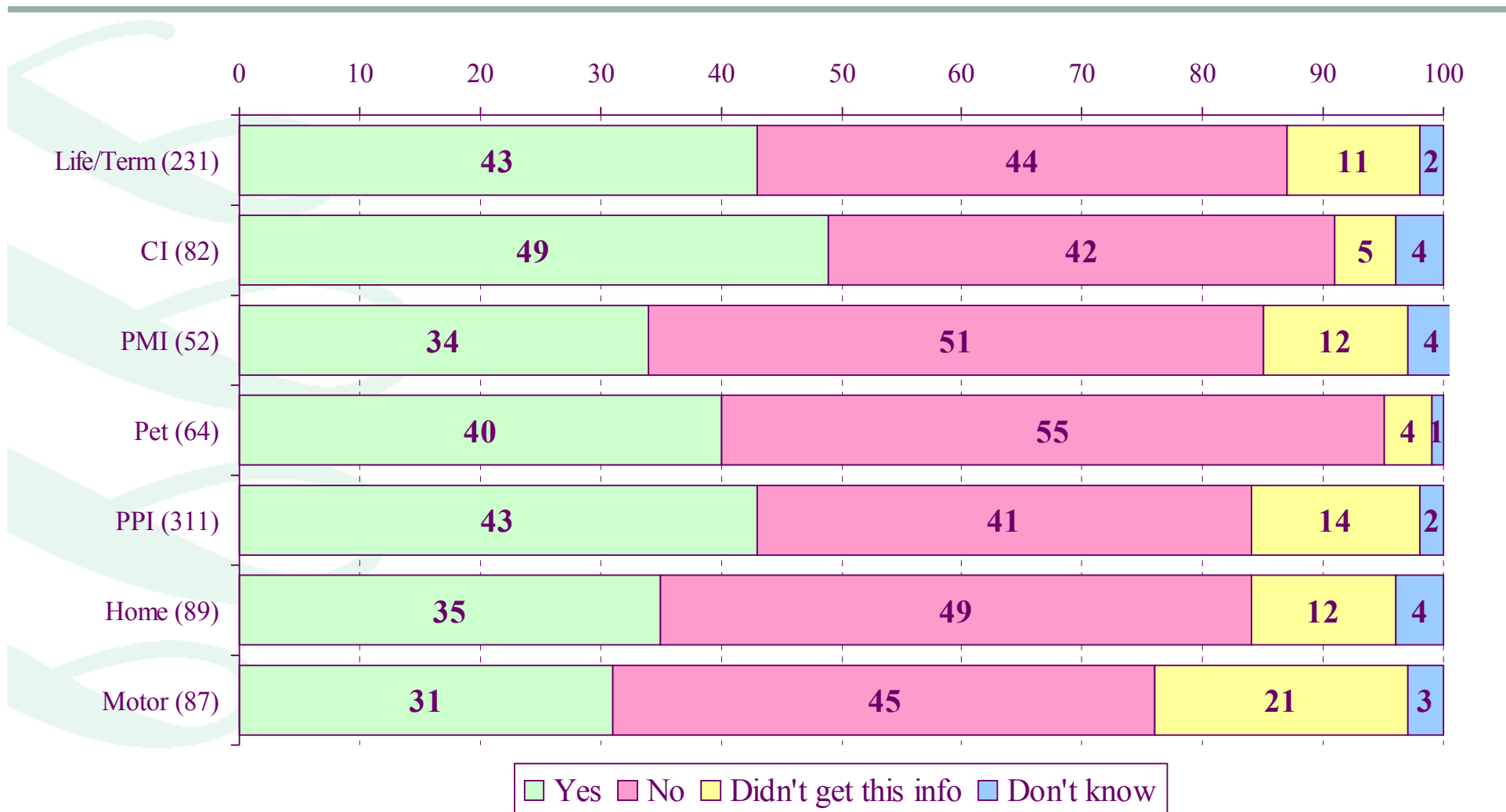
Base: All eligible Life/Term, CI, PPI or new policies

Read information – firm giving advice or information



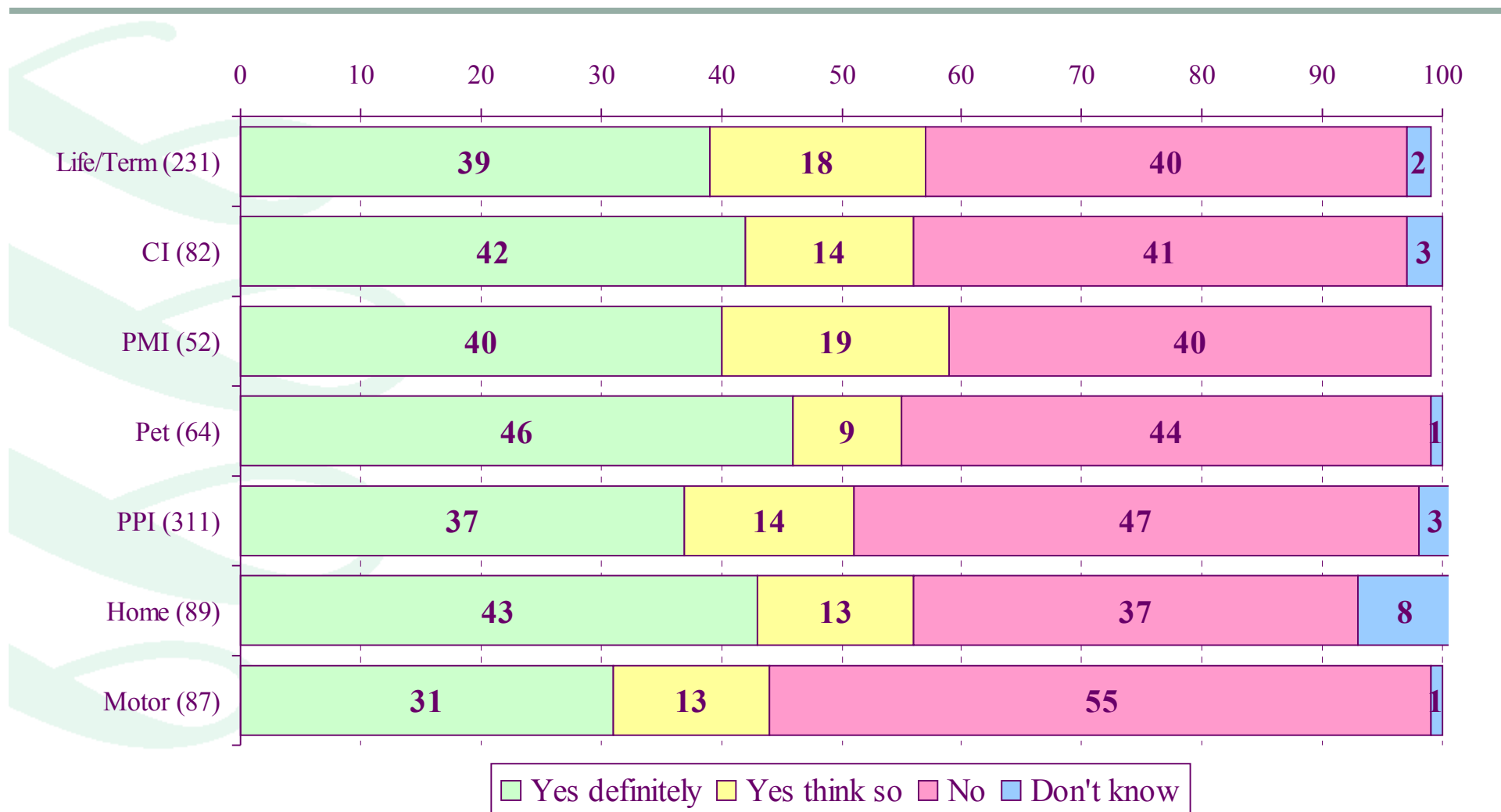
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – firm giving advice or information



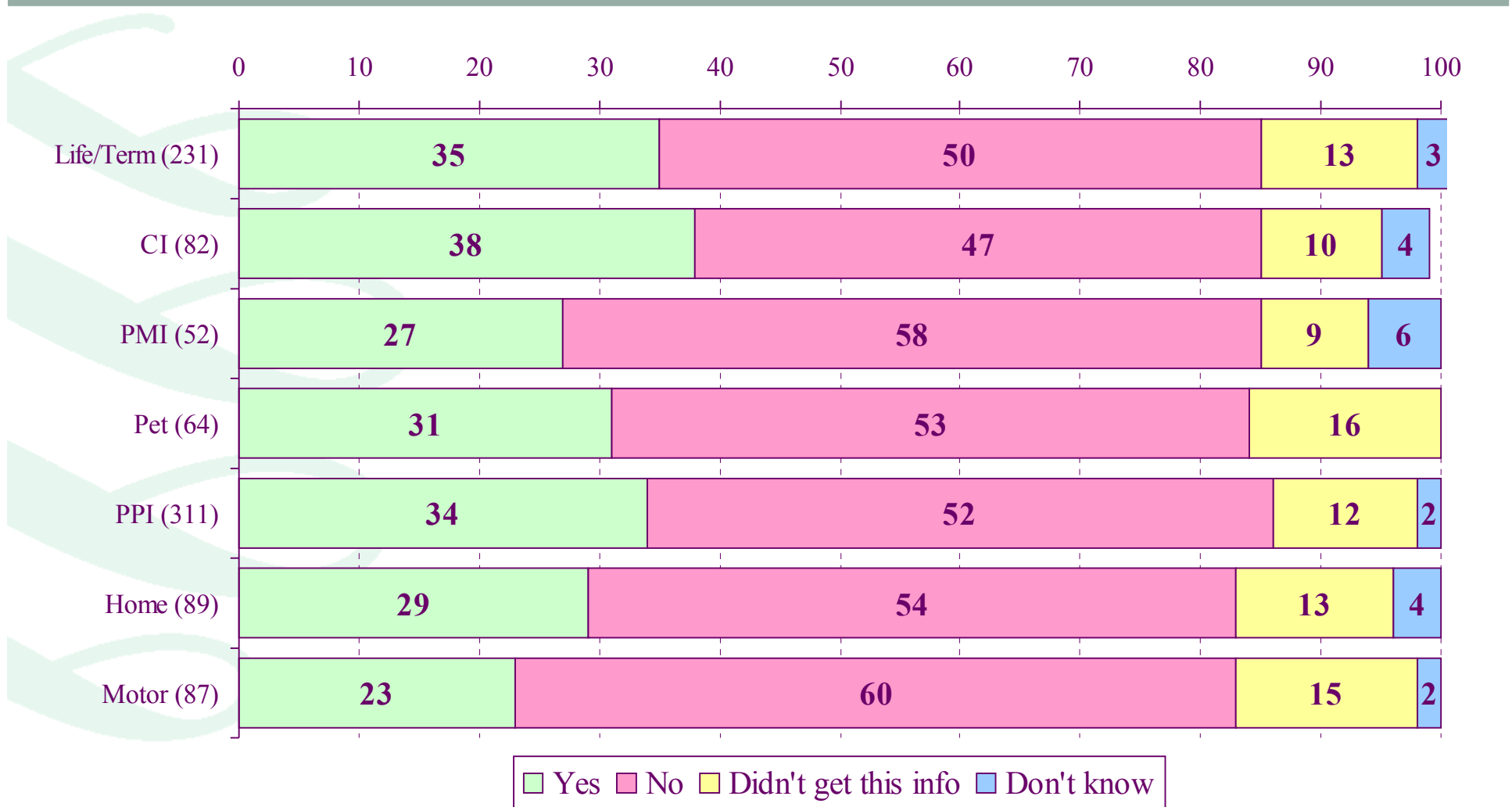
Base: All eligible Life/Term, CI, PPI or new policies

Read information – details of firm ownership



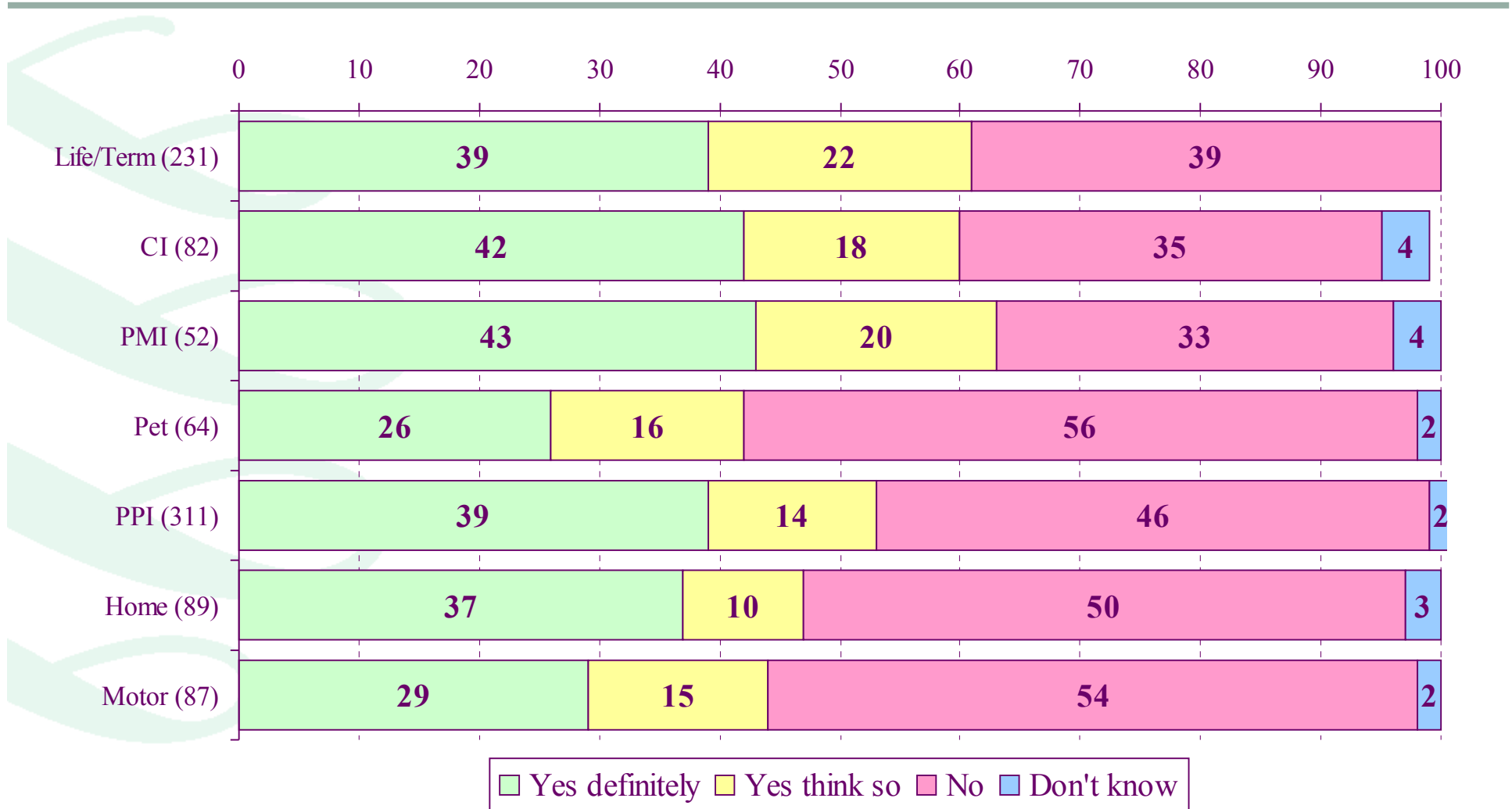
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – details of firm ownership



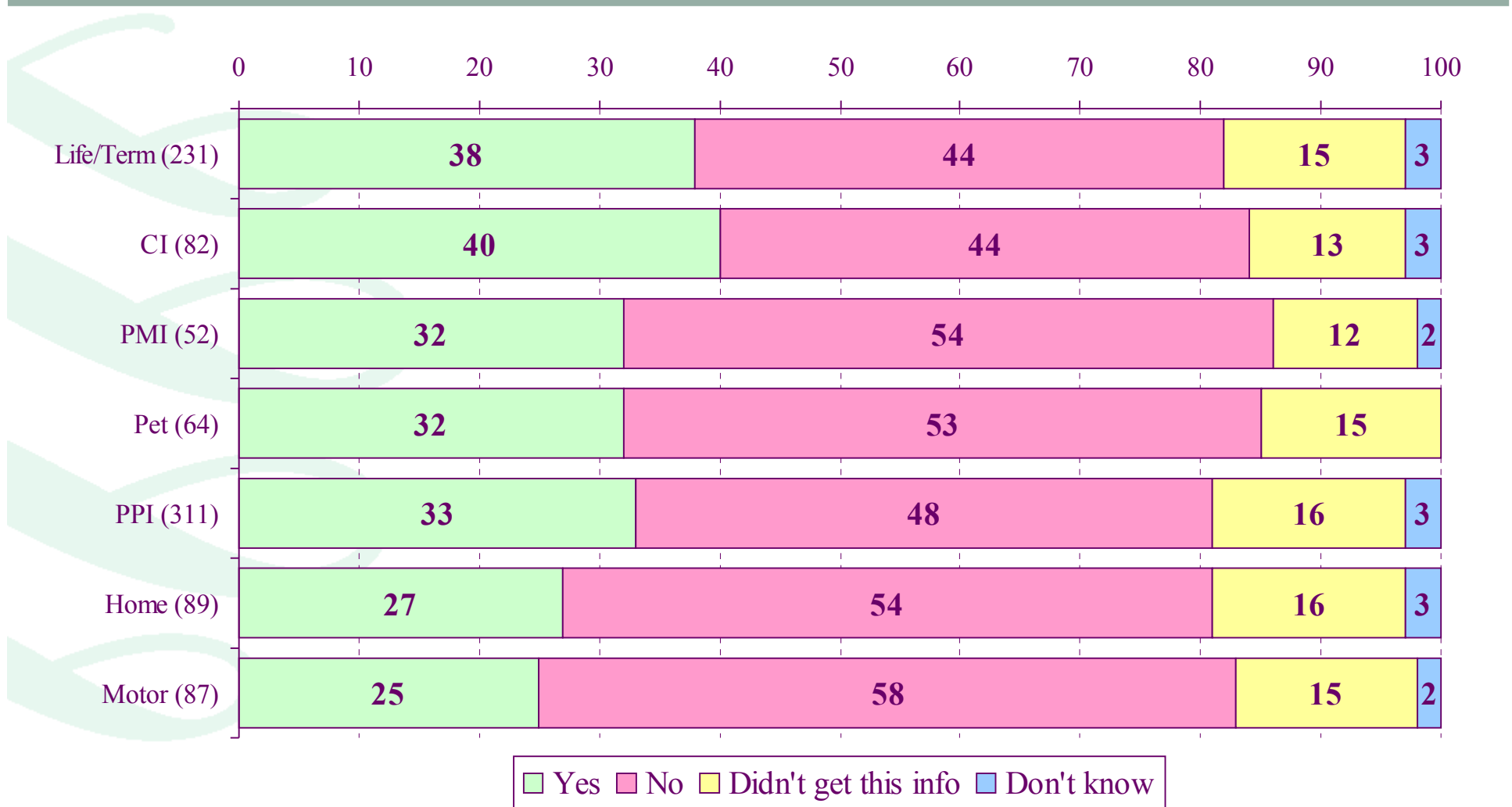
Base: All eligible Life/Term, CI, PPI or new policies

Read information – whose products/how many insurers products they offer



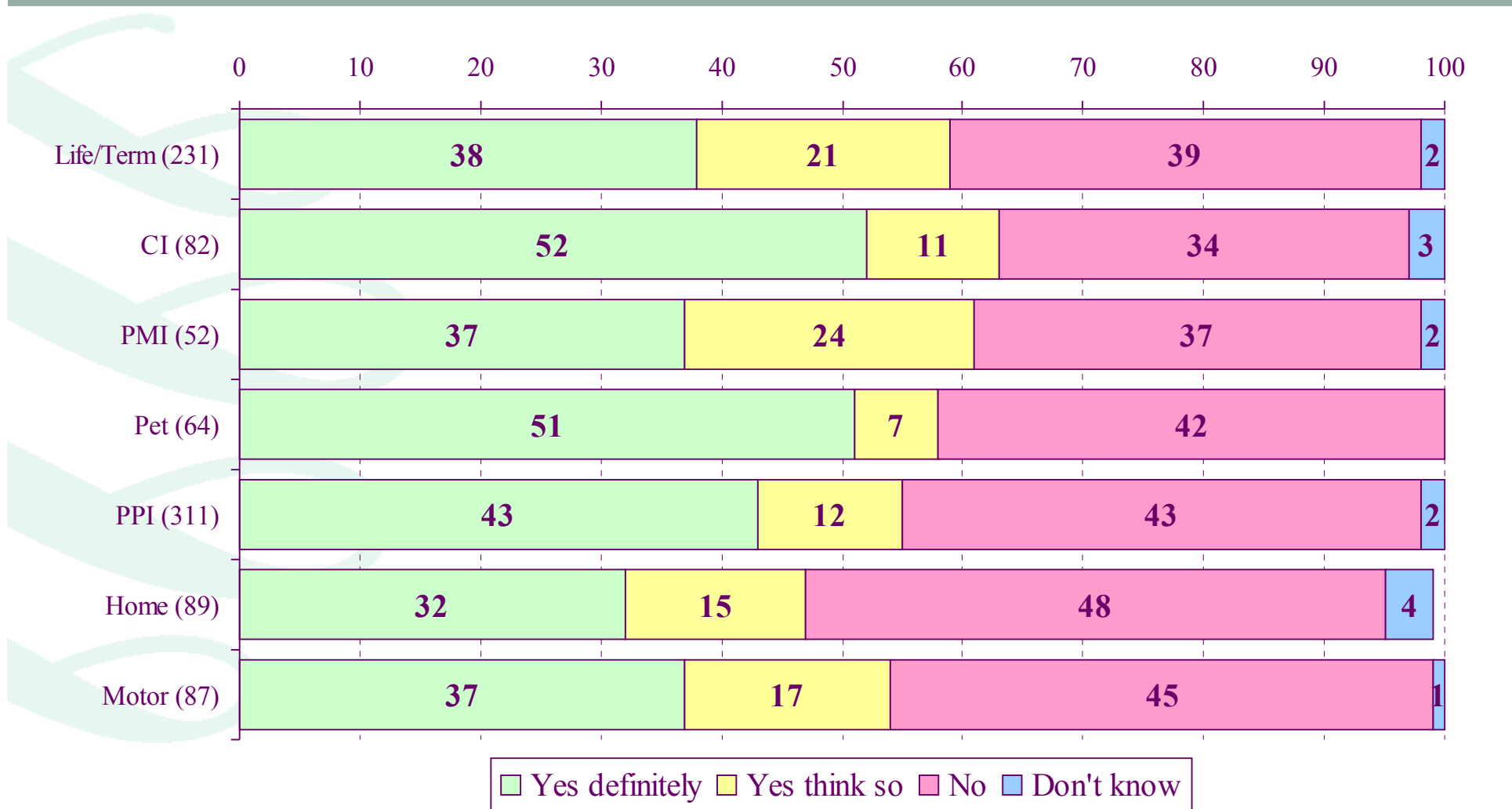
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – whose products/how many insurers products they offer



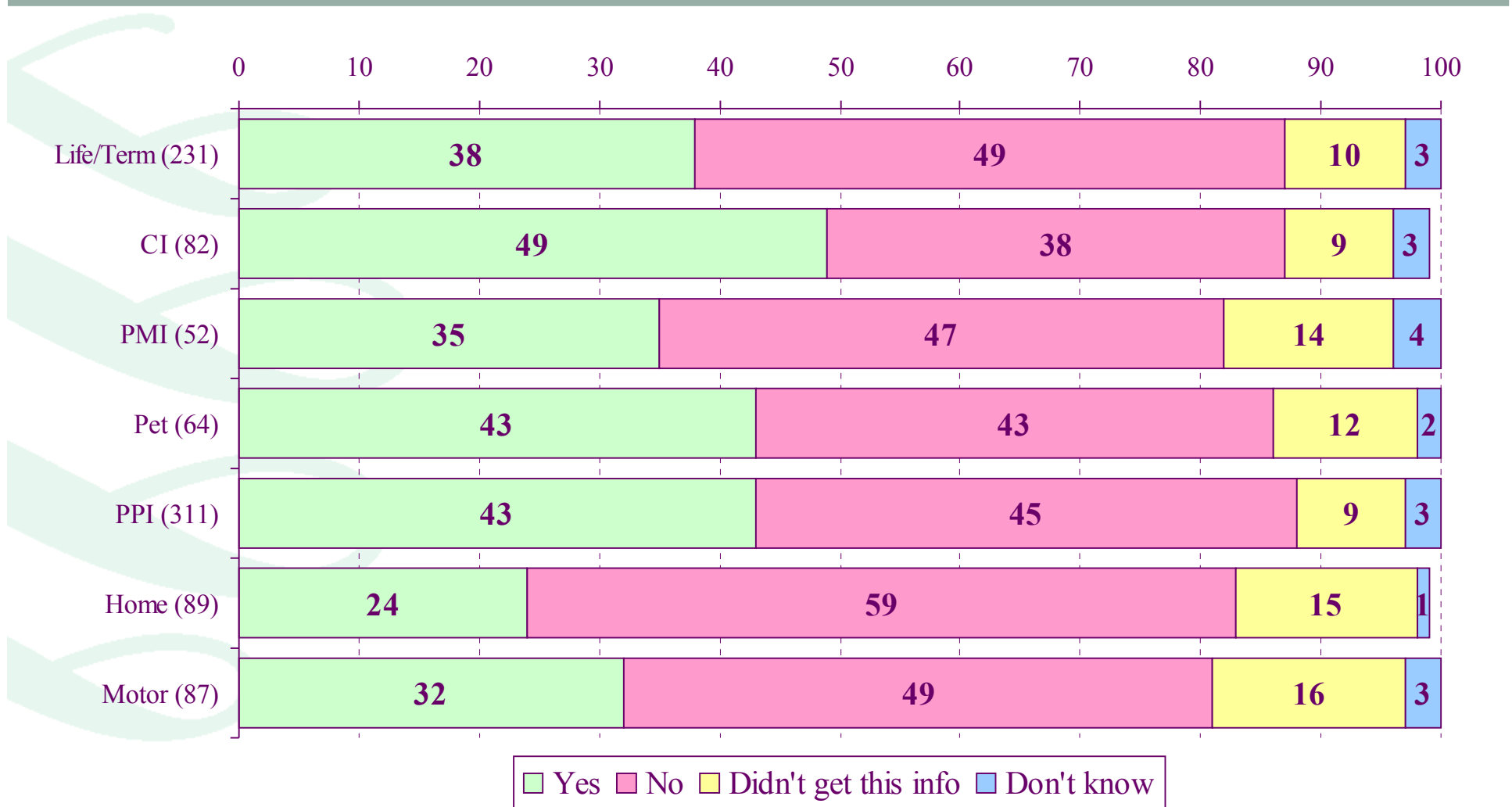
Base: All eligible Life/Term, CI, PPI or new policies

Read information – compensation arrangements



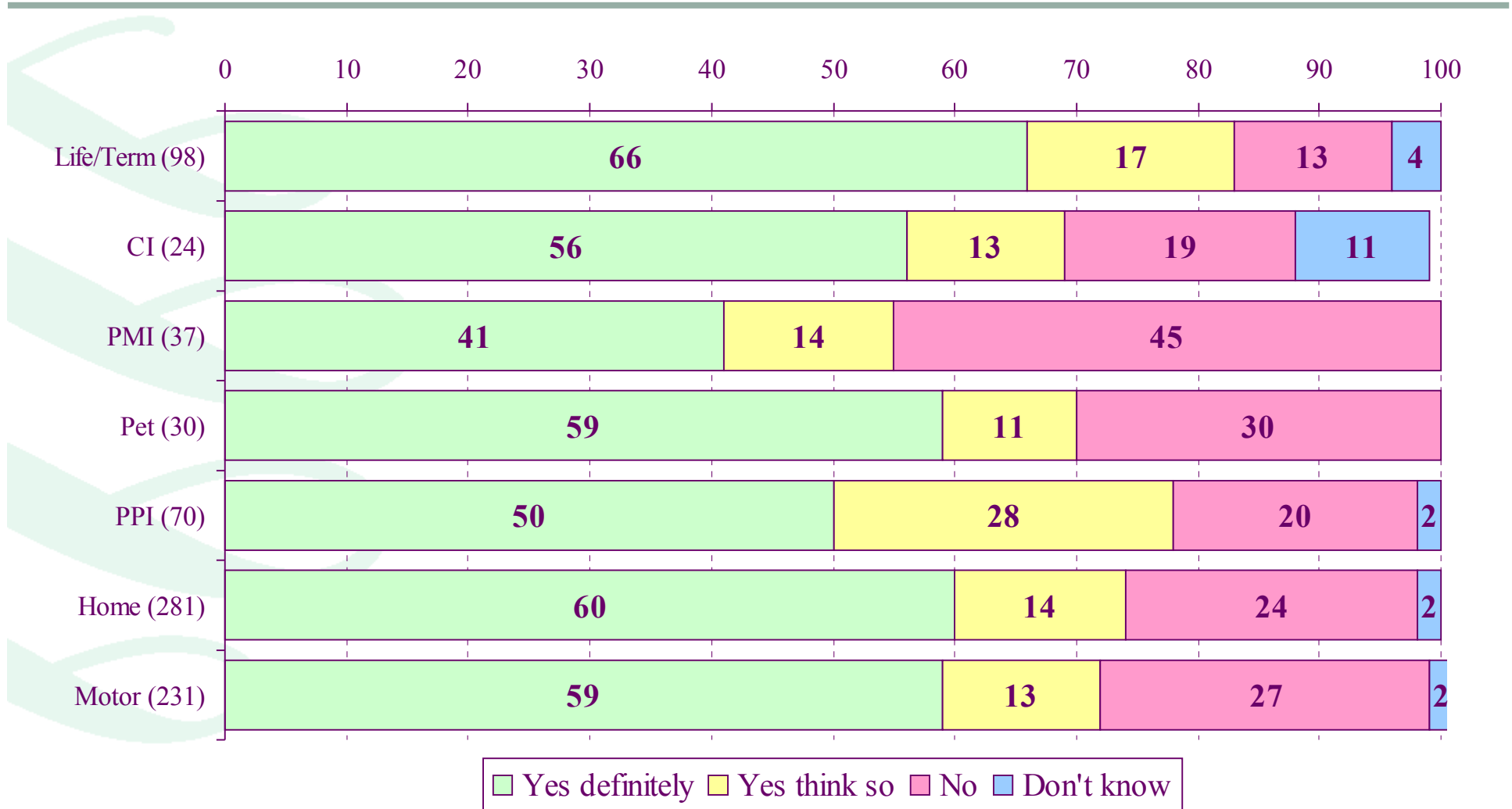
Base: All eligible Life/Term, CI, PPI or new policies

Influenced decision to buy – compensation arrangements



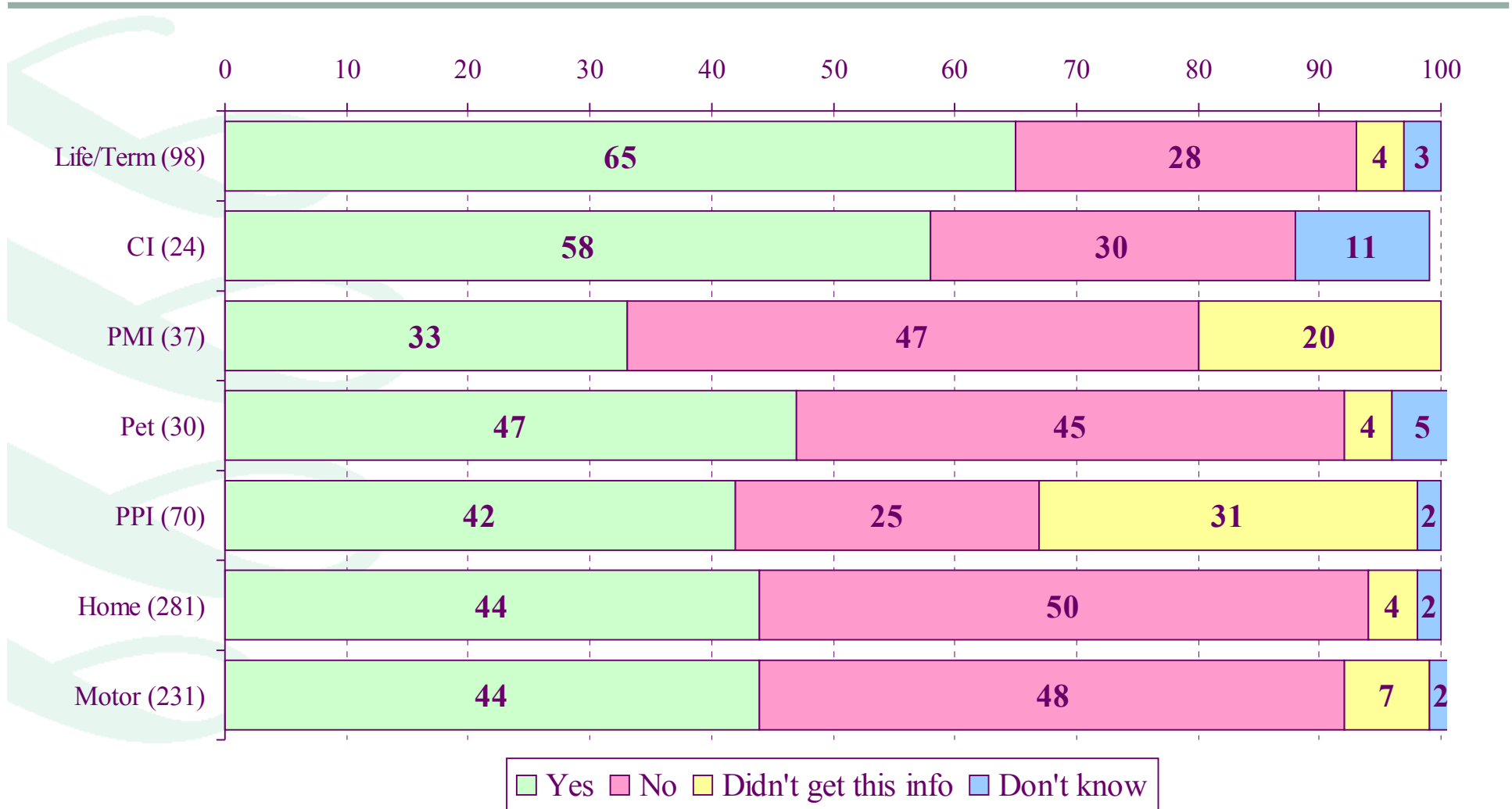
Base: All eligible Life/Term, CI, PPI or new policies

Read renewal information – changes to policy



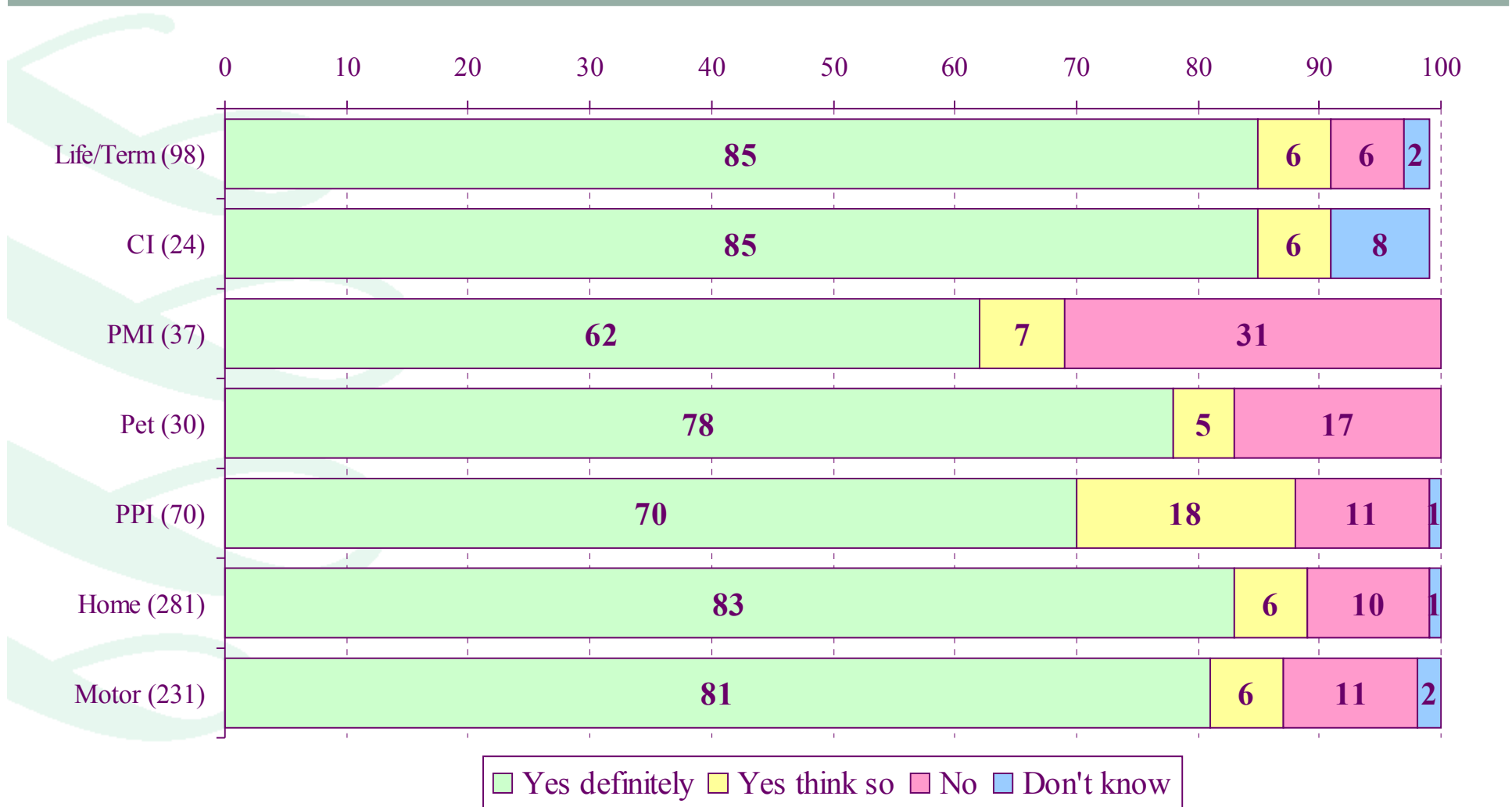
Base: All eligible who renewed their policy

Influenced decision to renew – changes to policy



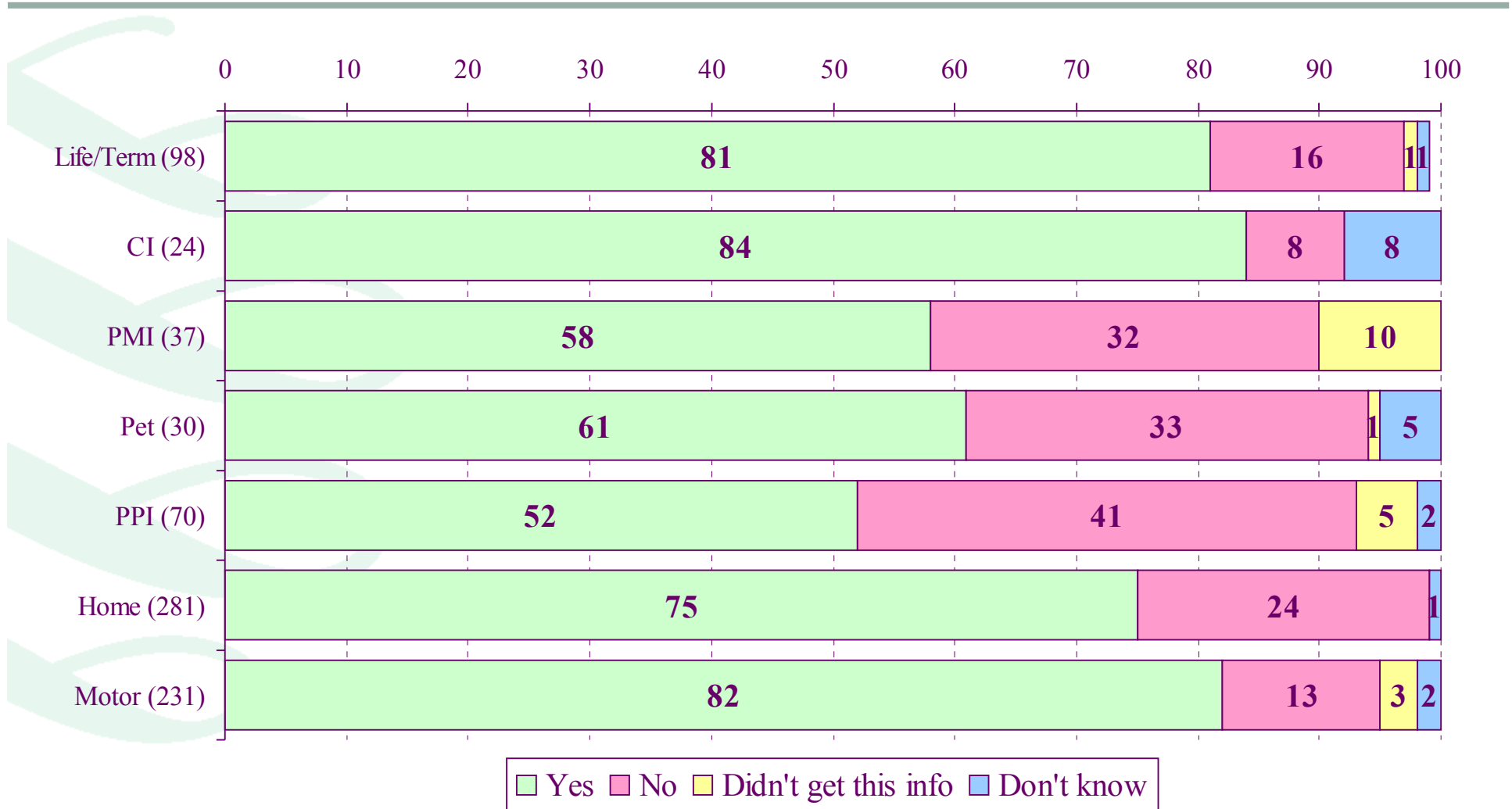
Base: All eligible who renewed their policy

Read renewal information – price information



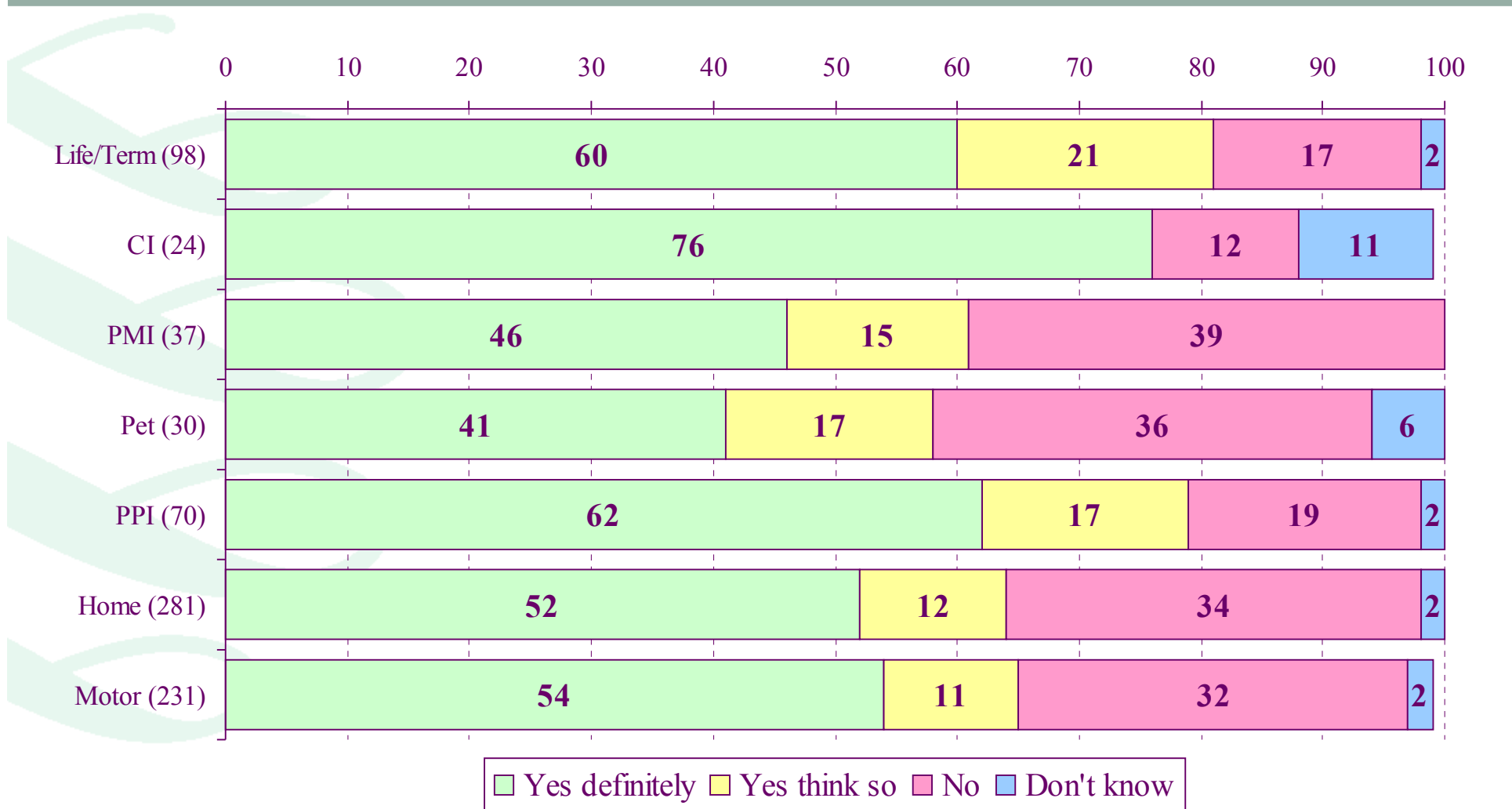
Base: All eligible who renewed their policy

Influenced decision to renew – price information



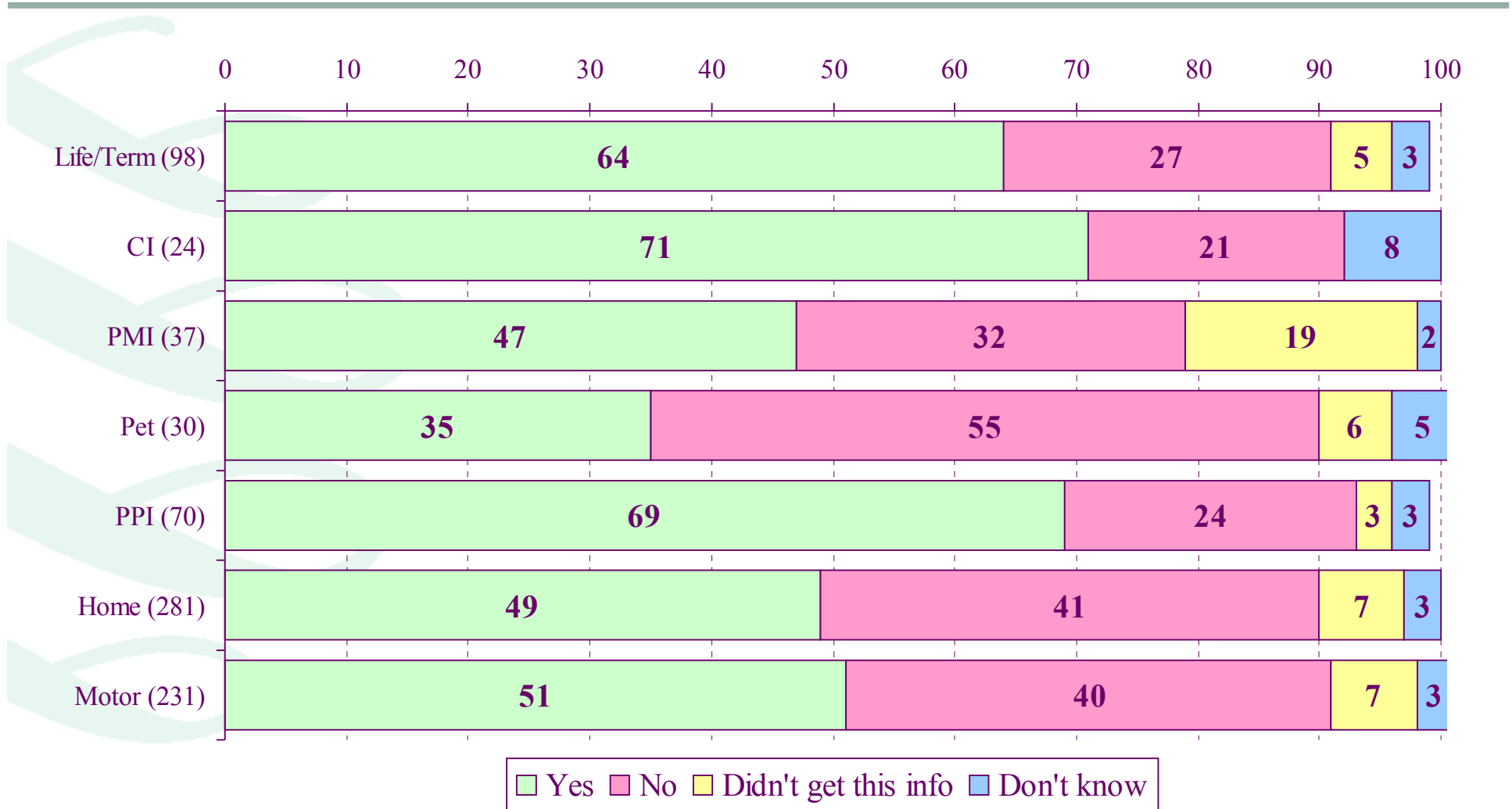
Base: All eligible who renewed their policy

Read renewal information – details of firm



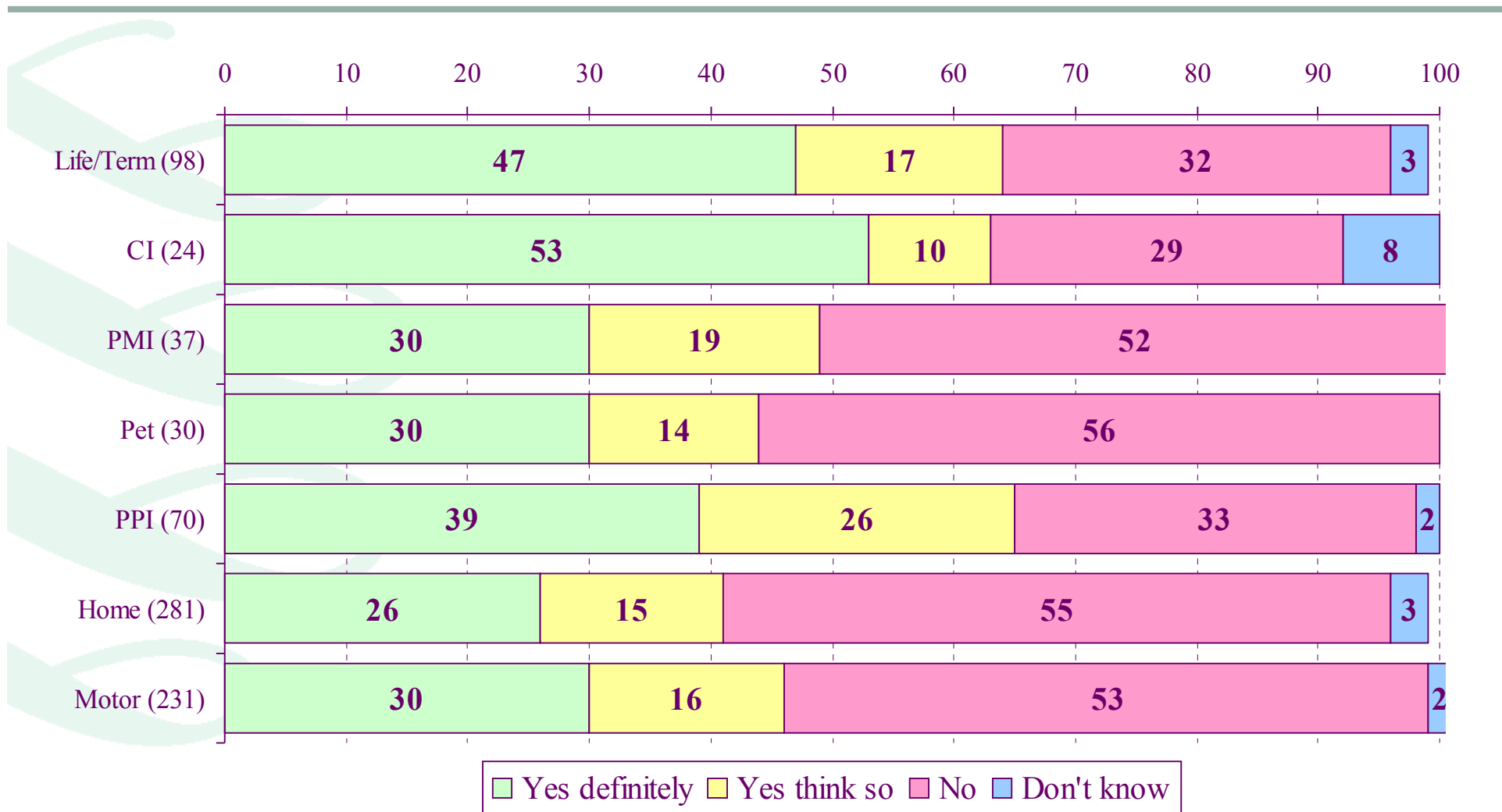
Base: All eligible who renewed their policy

Influenced decision to renew – details of firm



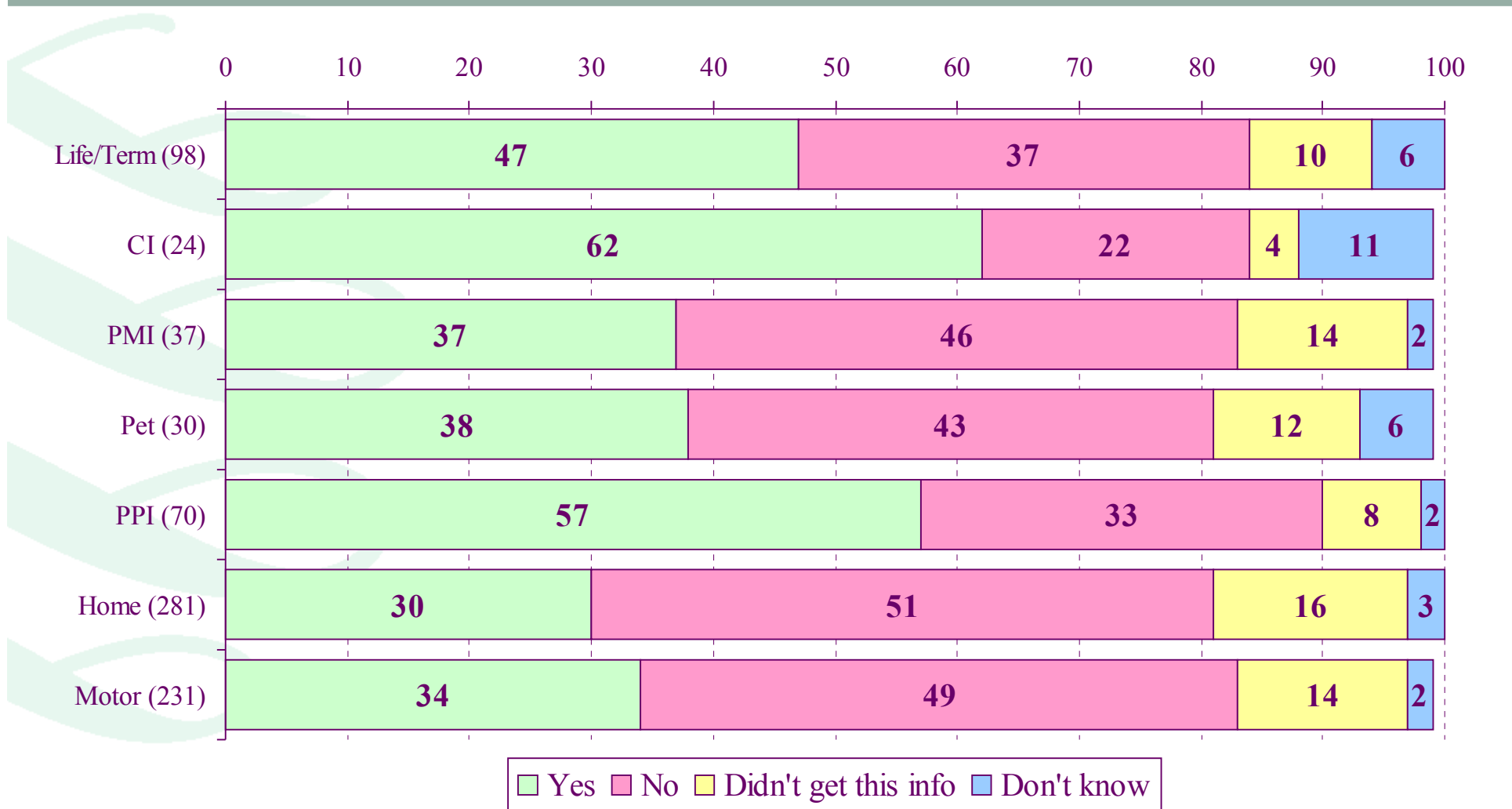
Base: All eligible who renewed their policy

Read renewal information – demands & needs statement



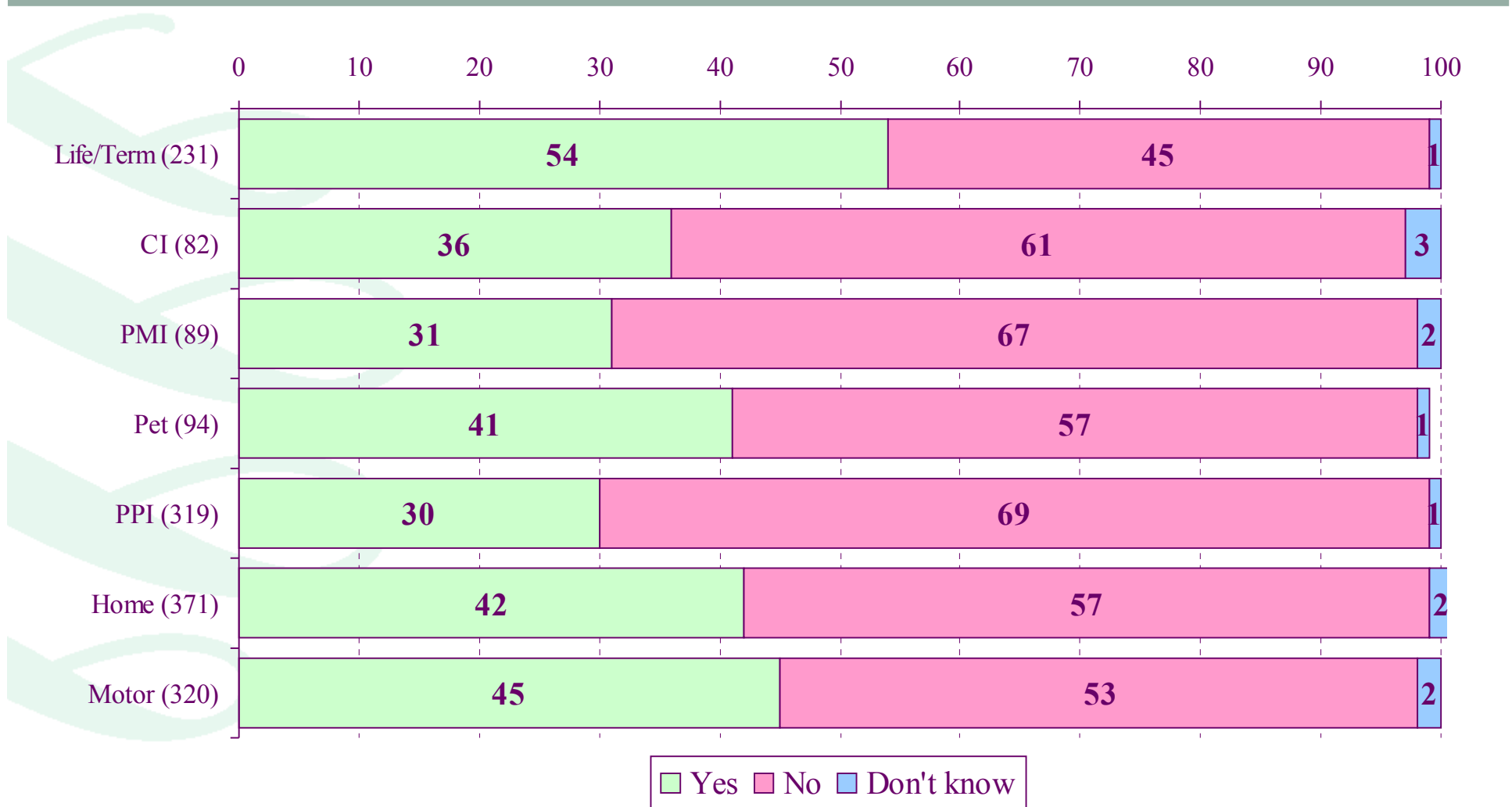
Base: All eligible who renewed their policy

Influenced decision to renew – demands & needs statement



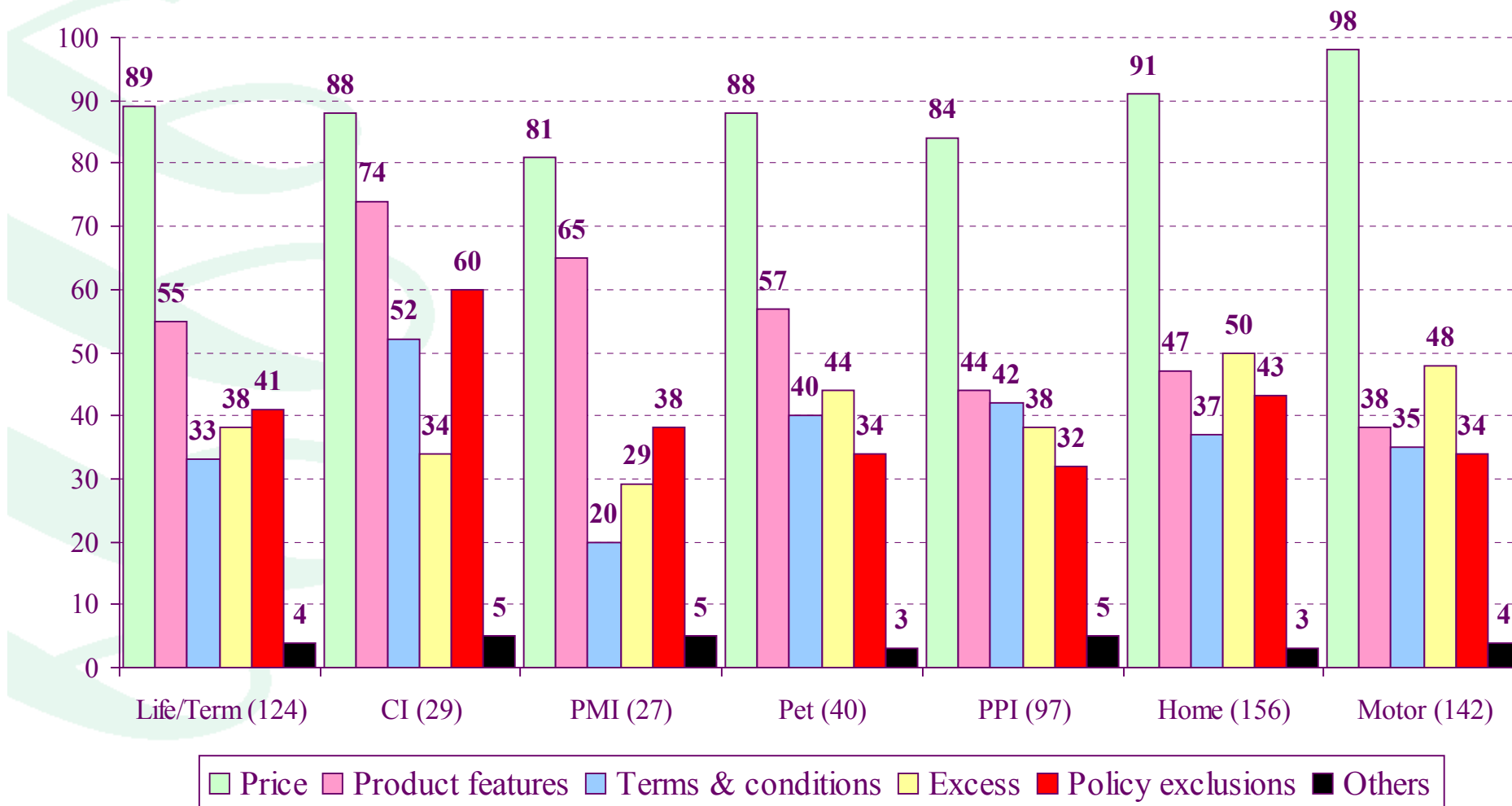
Base: All eligible who renewed their policy

Used documentation/info to compare different providers



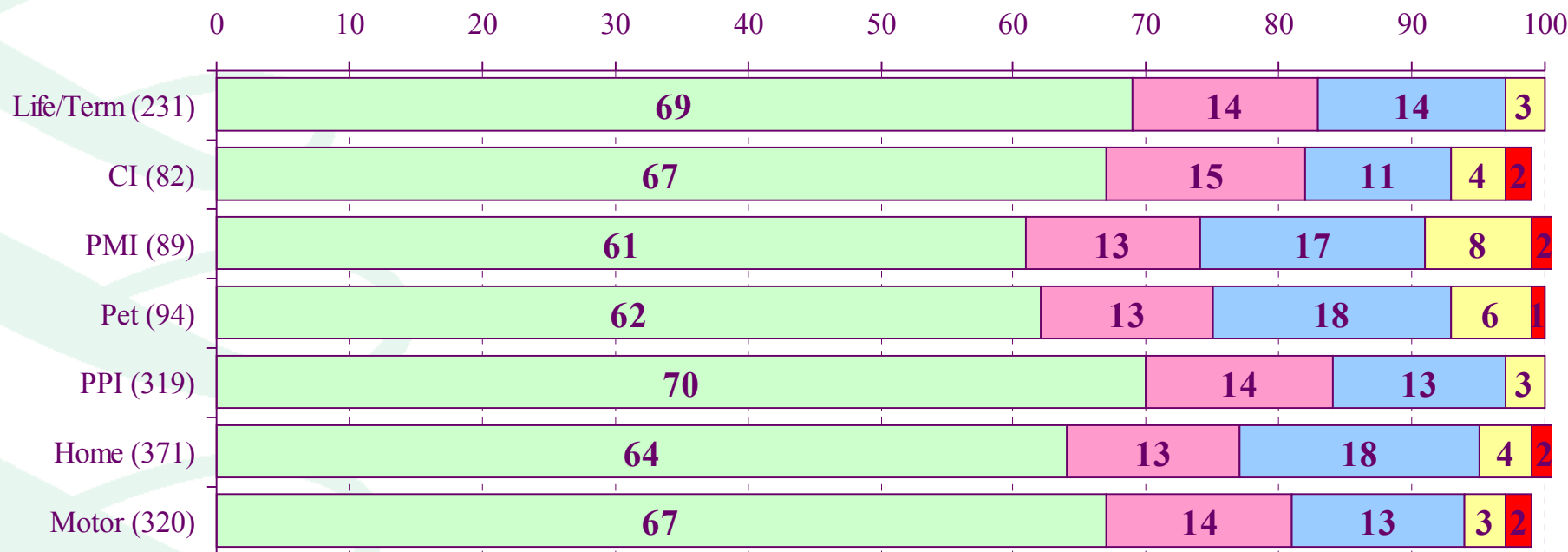
Base: All eligible

Which documentation/info used to compare different providers



Base: All eligible who used information to compare between providers

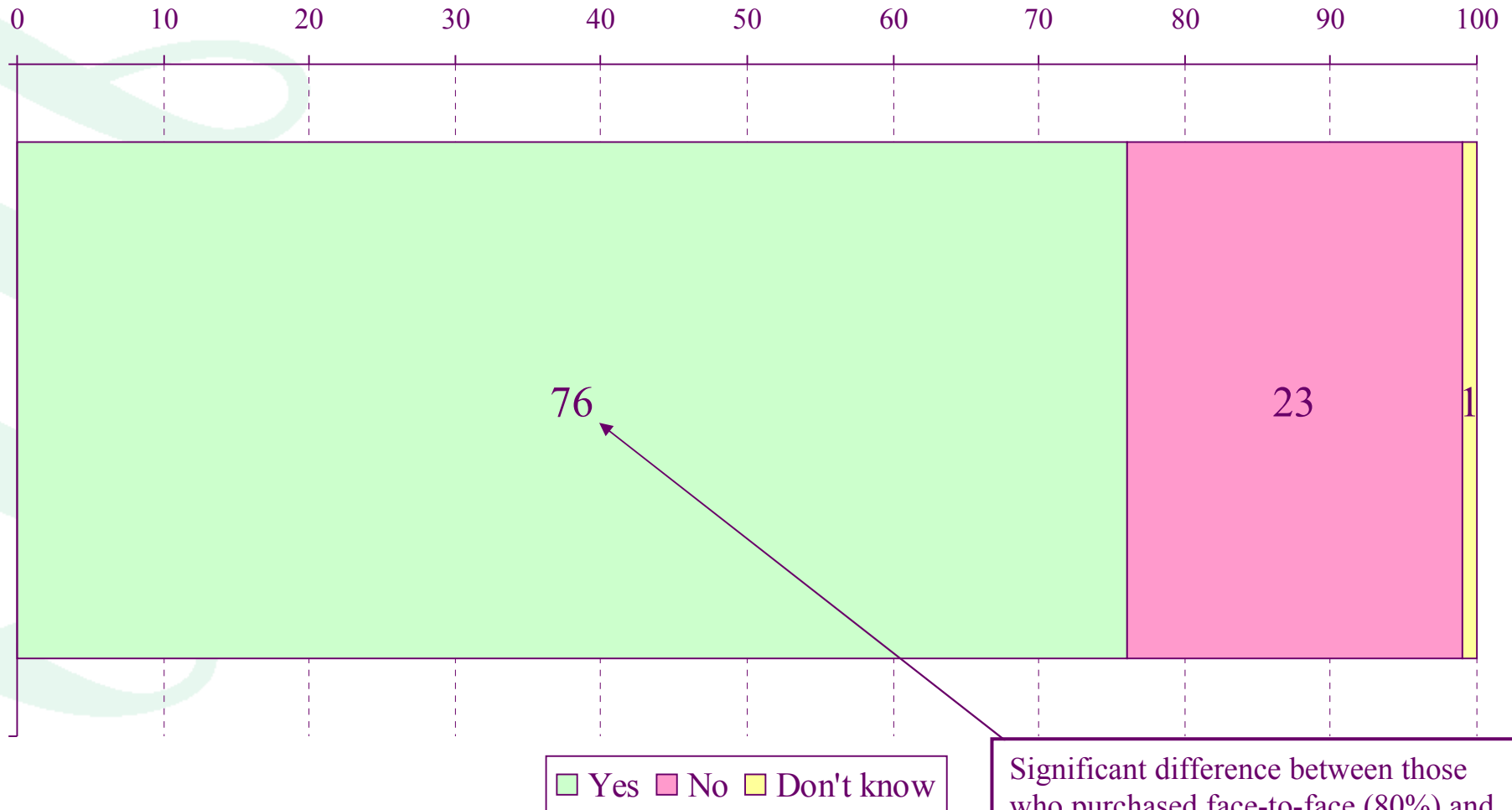
Attitude to cancellation rights



- Know my rights & would definitely cancel if required
- Know my rights but probably wouldn't cancel
- Not sure of my rights but would find out if a problem
- Not sure of my rights and probably wouldn't bother to find out
- Don't know

Base: All eligible

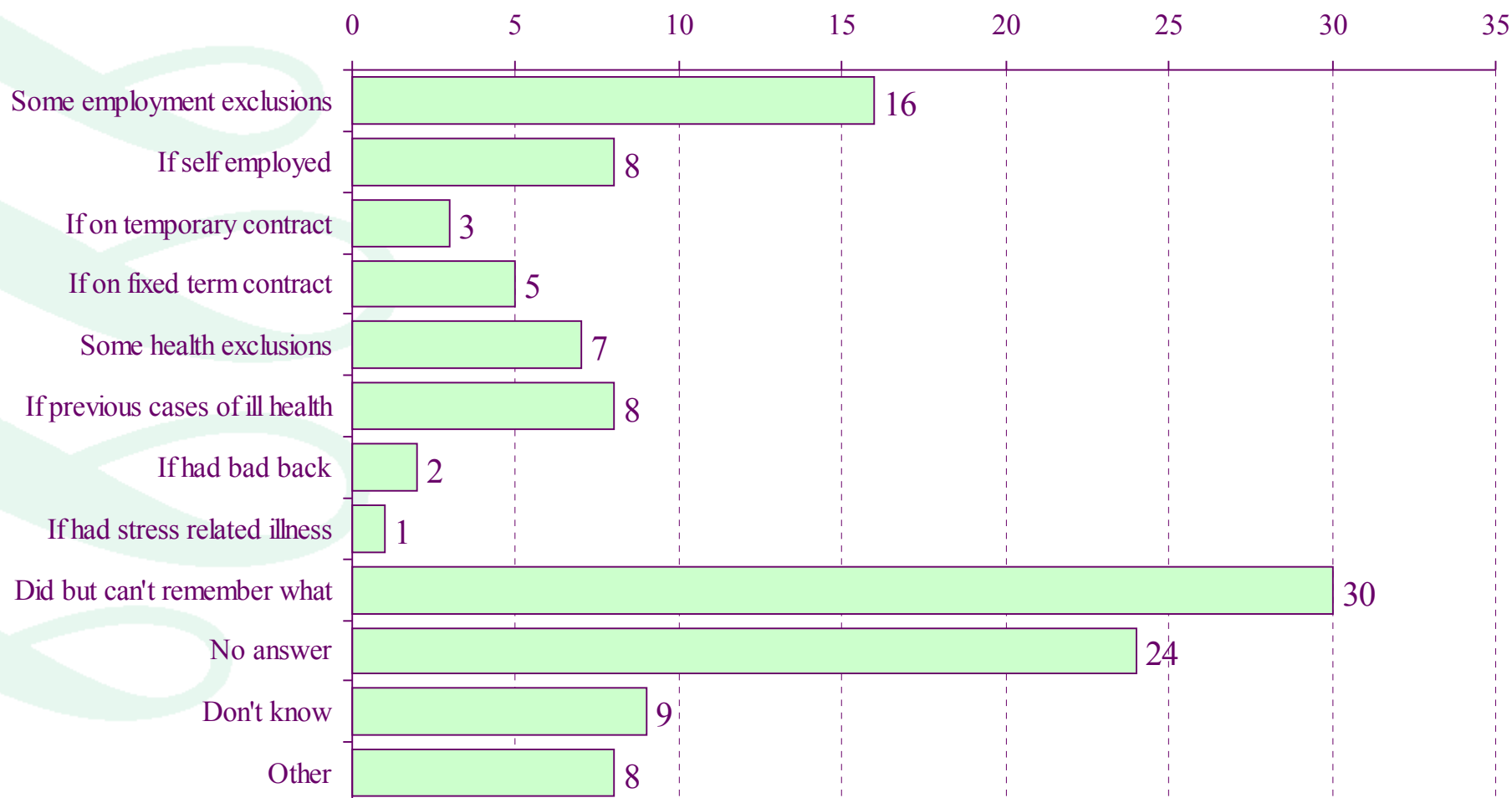
Were you told what the PPI did and did not cover?



Base: All eligible PPI from the three boost waves (294)

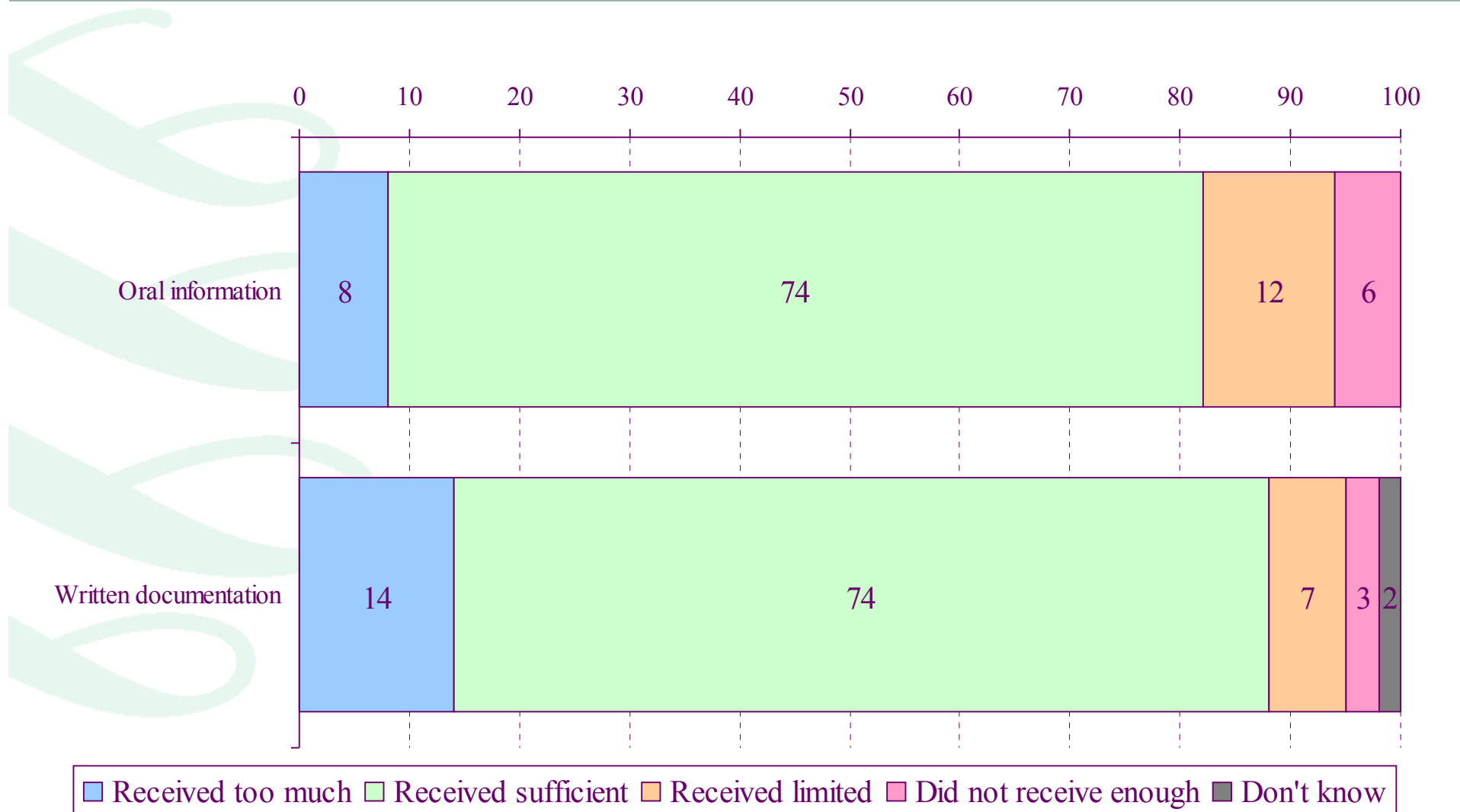
Significant difference between those who purchased face-to-face (80%) and those who purchased by telephone (67%)

Did the person selling you PPI draw your attention to any exclusions/limitations – if so what were they?



Base: All eligible PPI from the three boost waves (294)

Which of the following best describes the amount of oral information/written documentation you received on PPI?



Base: All eligible PPI from the three boost waves (294)