

GfK. Growth from Knowledge



## **PPI Search Behaviour**

**A research report for:**

**The Competition Commission**

**Final Report**

**J437386**

**Provided by:** GfK NOP Consumer Services

**Date:** April 2008

**Your contact:** David Rodgers

Managing Director, GfK NOP Consumer Services

Phone: +44 (0)20 7890 9779, Fax: +44 (0)20 7890 9744

e-Mail: david.rodgers@gfk.com

## **Table of Contents**

<b>Executive Summary</b> .....	<b>1</b>
<b>Terminology Used</b> .....	<b>3</b>
<b>Background and Research Objectives</b> .....	<b>4</b>
<b>Research Design and Sample Structure</b> .....	<b>5</b>
<b>Customer Profile</b> .....	<b>7</b>
<b>Searching Behaviour – Telephone Respondents</b> .....	<b>9</b>
<b>Searching Behaviour - In-home Comparers</b> .....	<b>12</b>
<b>PPI Policies Compared and Information Sources Used</b> .....	<b>16</b>
<b>Product Comparisons</b> .....	<b>20</b>
<b>Attitudes to Shopping Around – Telephone Non-Comparers</b> .....	<b>22</b>
<b>Attitudes to Shopping Around – In-home Comparers and Telephone Non-Comparers</b> .....	<b>23</b>

## **APPENDICES - Questionnaires**



## **Executive Summary**

1. The CC asked GfK NOP to conduct research to understand the extent to which PPI customers search for insurance products for loans and mortgages. A two-stage research programme was undertaken to meet the research objectives. First, telephone interviews were conducted among customers who had purchased PPI since January 2007 to establish the extent of searching for stand-alone PPI policies or protected loans before a loan application is made. Three types of PPI customer were covered in this research: MPPI, SMPPI and PLPPI customers. A sample of those who stated that they had compared products were then invited to a second stage follow-up interview, conducted face-to-face in the respondent's home, to investigate in detail their attitudes and behaviours. Fieldwork was undertaken in February/March 2008.
2. 21% of MPPI customers, who had not bought their PPI through a broker or IFA, compared either protected loans or stand-alone PPI policies, as did 11% of SMPPI and 12% of PLPPI customers. MPPI customers were more likely to compare both protected loans and stand-alone PPI policies, whereas SMPPI and PLPPI customers were more likely to compare protected loans only.
3. Those who had not compared either protected loans or stand-alone PPI policies from another company were asked whether they were aware at the time they applied for the credit that they could buy from another provider. 42% of MPPI Non-Comparers believed they could only buy from their credit provider, as did 72% of SMPPI and 73% of PLPPI Non-Comparers. Among those aware they could buy from another provider, the main barriers to shopping around were lack of time, a preference among Non-Comparers for dealing with a company that they already know, and the convenience of buying credit and PPI at the same time from the same provider. This was evident for each type of PPI product.
4. We asked Comparers how many company policies they compared when searching for protected loans, and when searching for stand-alone insurance policies. The median Comparer compared policies from three companies.



5. There was a considerable variation in the time spent searching for policies between respondents. For example, 18% of MPPI customers who searched for protected loans spent less than two hours, but 36% spent more than six hours, and the median length of time spent looking for protected loans was three hours (equivalent to an hour per company searched when considered against the number of policies compared). The pattern was similar for other types of product searches.
  
6. The type of information most often searched for was the monthly cost (the combined credit and PPI cost, or the monthly cost of the PPI) and the extent of the cover (whether it covered accident, sickness, unemployment or death). MPPI Comparers were also likely to search for information about the amount that would be paid out and the waiting period before payments start. On the other hand, these two aspects were less important to SMPPI and PLPPI Comparers who were more often interested in the overall cost over the lifetime of the loan.



## **Terminology Used**

7. The following abbreviations and terms are used in this paper with specific meanings:

- CC – Competition Commission
- CI – Critical Illness
- Comparers – customers interviewed by telephone who said they compared their PPI against either a protected loan or a stand-alone PPI policy from another provider
- IFA – Independent Financial Advisor
- IP – Income Protection
- MPPI – Mortgage PPI, assigned to first-charge mortgages
- Non-Comparers – customers interviewed by telephone who said they did not compare their PPI against either a protected loan or a stand-alone PPI policy from another provider, and stated they did not shop around for a PPI policy, and did not compare their PPI against CI or IP policies
- PLPPI – Personal Loan PPI, loans for retail purchases
- Protected Loan – a loan with repayment insurance
- SMPPI – Secured Loan PPI, assigned to second-charge mortgages
- Stand-alone policies – insurance policies bought from a company other than the credit provider



**GfK NOP**

## **Background and Research Objectives**

8. The CC is conducting an investigation into the PPI market, and commissioned this research to understand the extent to which PPI customers searched for insurance products for their loan. The research was undertaken among MPPI, SMPPI, and PLPPI customers, with the following objectives:

- Establish the extent of searching for PPI products or protected loans before a loan application is made
- Investigate in detail the attitudes and behaviours of those PPI customers who did search for alternative PPI products or protected loans



## **Research Design and Sample Structure**

9. Telephone interviews were conducted among customers who had purchased PPI since January 2007 to establish the extent of searching for stand-alone PPI policies or protected loans before a loan application is made. Those who stated that they had compared products were then invited for a follow-up interview, conducted face-to-face in the respondent's home, to investigate in detail their attitudes and behaviours. Those who stated that they had not compared products were asked, in the telephone interview, whether they were aware at the time they applied for the credit that they could buy stand-alone PPI from another provider, and if so why they had not shopped around.
  
10. The sample for the telephone fieldwork was provided by credit providers, at the request of the CC. The sample was broadly representative by sales of PPI for each PPI product. Particular care was taken to ensure that representative samples of stand-alone PPI provider customers and "sub-prime" lender PPI customers were included.
  
11. We sent a survey notification letter to all sample contacts prior to interviewing, which informed them of the survey purpose and requested their help with the survey. We then screened the sample to verify that the respondent had bought a PPI policy since January 2007, and to ensure that those working in the Financial Services sector and in Journalism were not invited to take part. We also screened out those MPPI customers who had bought their PPI through a broker or an IFA.

12. The breakdown of sample used, and interviews completed, is shown in Table 1 below, and the fieldwork was undertaken in February/March 2008.

**Table 1: Sample Breakdown**

	<b>MPPI</b>	<b>SMPPi</b>	<b>PLPPI</b>
<b>Sample provided</b>	13,551	48,682	16,599
<b>Sample contacted</b>	4,876	7,182	7,249
<b>Refused interview</b>	2,671	4,350	3,719
<b>No. of contacts screened by telephone</b>	2,205	2,832	3,530
<b>No. of telephone interviews completed</b>	1,257	2,387	3,156
<b>No. eligible for in-home follow-up</b>	292	368	502
<b>No. of in-home interviews completed</b>	85	92	81

13. We undertook a cognitive pilot of each of the survey instruments to ensure that they were fit for purpose before undertaking fieldwork. This involved screening PPI customers by telephone and carrying out 13 follow-up face-to-face interviews in-home among Comparers. Some revisions to the questionnaires were made following this pilot before the main fieldwork phase. No pilot interviews have been included in the analysis presented in this report.

14. The questionnaires for the three surveys are appended:

1. Telephone survey of search behaviours
2. Additional telephone questions asked of a sample of Non-Comparers
3. In-home face-to-face survey asked of a sample of Comparers



## Customer Profile

15. Table 2 below shows the demographic profile of PPI customers, taken from the BMRB customer survey undertaken on behalf of the CC in October/November 2007. This survey revealed some differences in the demographic profile of those PPI customers likely to respond to a telephone survey. PLPPI customers were less likely to fall within the 35 – 54 year old age bracket, with more aged either under 35 or over 55 years. PLPPI customers also tended to be in the lower income bracket. These demographic differences should be borne in mind when looking at variations in results by PPI product. (The GfK NOP survey did not collect income details so we have used the BMRB survey to illustrate this finding).

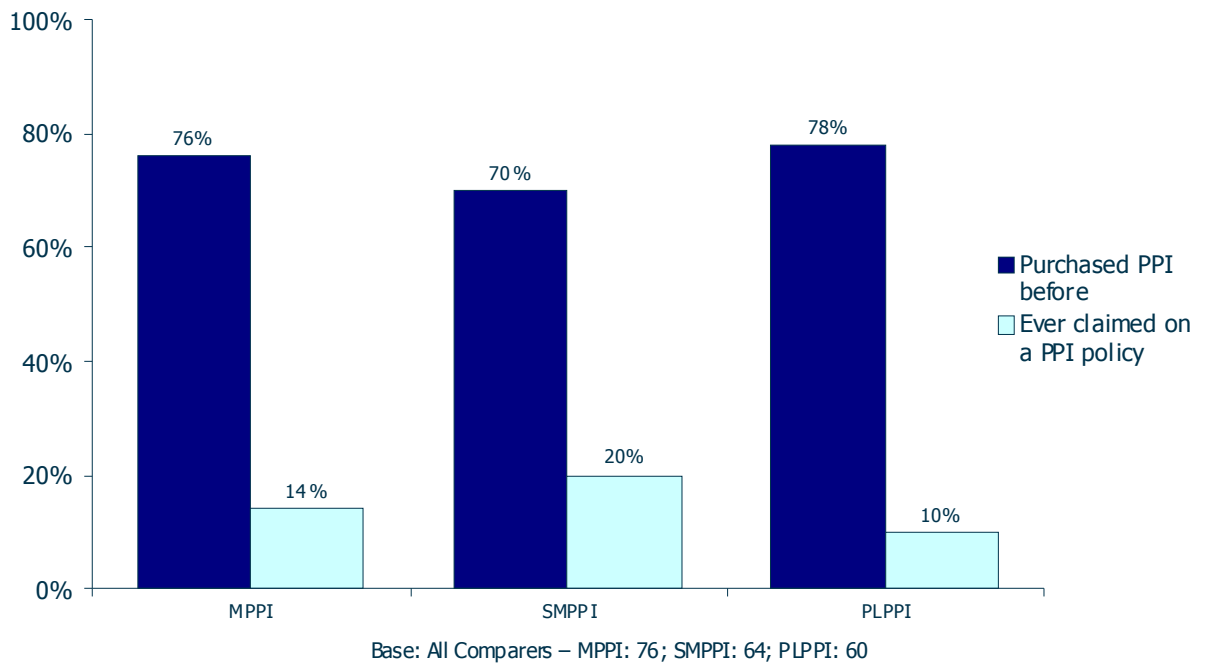
**Table 2: Demographic profile of PPI customers**

Demographics	MPPI	SMPPI	PLPPI
<i>Base:</i>	477	617	588
<i>Age</i>	%	%	%
<b>18-34</b>	22	22	31
<b>35-54</b>	65	69	50
<b>55+</b>	12	9	19
<i>Income</i>	%	%	%
<b>Up to £25,000</b>	57	50	71
<b>+£25,000 -£50,000</b>	34	43	23
<b>+£50,000-£75,000</b>	4	4	2
<b>+£75,000</b>	1	1	*
<b>Refused</b>	4	2	4

Source: BMRB customer survey on behalf of CC, Oct-Nov 2007

16. Results from the in-home survey of Comparers indicated that the majority had bought a PPI policy before, although only a minority had ever claimed on a PPI policy.

**FIGURE 1: Q25/Q26 - Previous PPI purchase/Whether ever claimed on PPI**

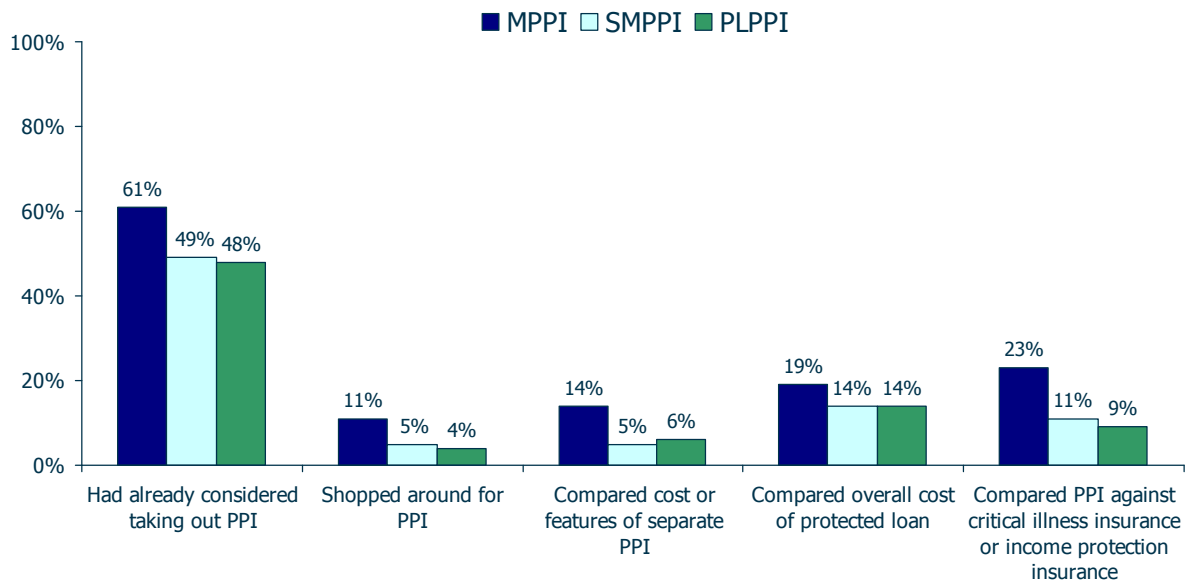




## **Searching Behaviour – Telephone Respondents**

17. As shown in Figure 2 below, about two in three of those MPPI customers interviewed by telephone had already considered taking out insurance to protect their repayments before they approached the lender to apply for the credit, and about one in two SMPPI and PLPPI customers had done so.
18. When asked whether they had shopped around for the PPI, 11% of MPPI customers indicated they had, somewhat higher than among SMPPI and PLPPI customers (5% and 4% respectively). We then asked all respondents, regardless of whether they claimed to have shopped around or not, to say whether they had:
- compared the cost or features of their PPI against the cost or features of PPI from another provider; and/or
  - compared the overall cost or features of their protected loan against the cost or features of a similar package from another provider
19. The incidence of those respondents making these types of comparisons was notably *higher* than of those claiming to have shopped around for their PPI, particularly the incidence of those comparing the overall cost of the protected loan against other providers (19% of MPPI customers made this comparison and 14% of SMPPI and PLPPI customers).
20. Finally, respondents were asked whether they compared the cost or features of their PPI against the cost or features of either Critical Illness (CI) or Income Protection (IP) insurance. Nearly one in four MPPI customers stated that they had made such a comparison, a higher proportion than among SMPPI or PLPPI customers.

**FIGURE 2: Q2 – Q6 - Shopping behaviour**

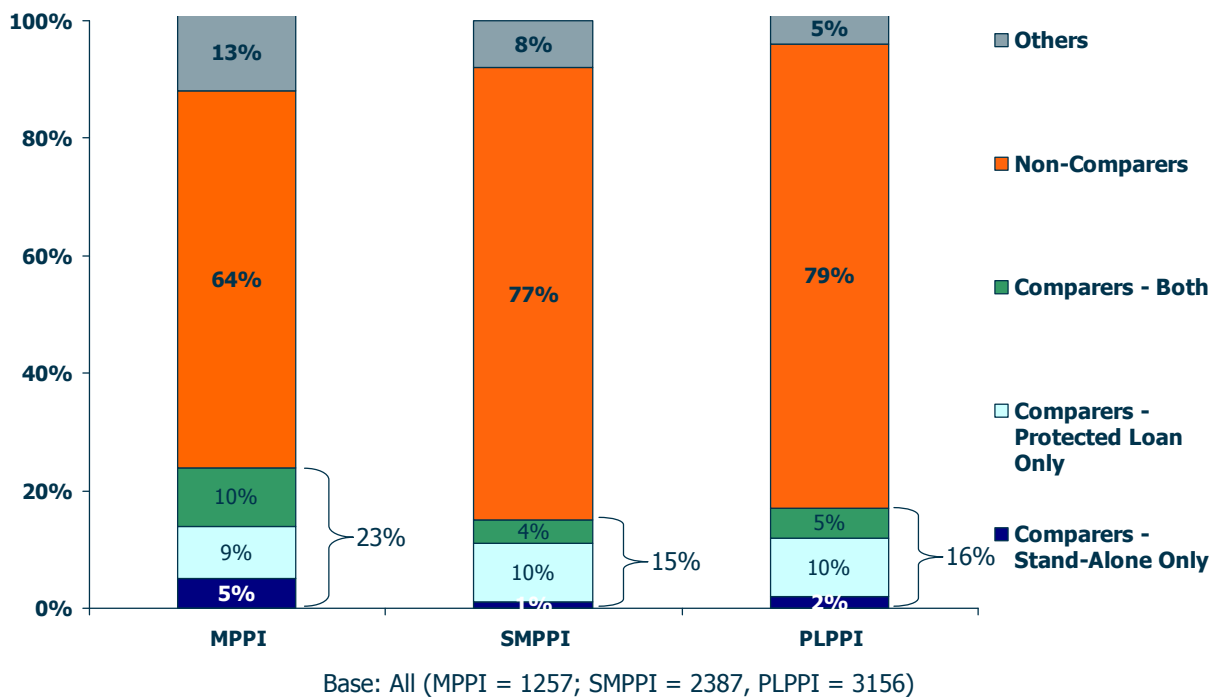


Base: All (MPPI = 1257; SMPPI = 2387, PLPPI = 3156)

21. Figure 3 below shows the incidence of three groups: Comparers, Non-Comparers and Others. The latter is the group of customers who were not Comparers but stated that they shopped around for a PPI policy and/or compared their PPI against CI or IP policies. 23% of those MPPI customers interviewed by telephone were Comparers, as were 15% of SMPPI and 16% of PLPPI customers.

22. MPPI customers were more likely to compare both protected loans and stand-alone PPI policies, whereas SMPPI customers and PLPPI customers were more likely to compare protected loans only.

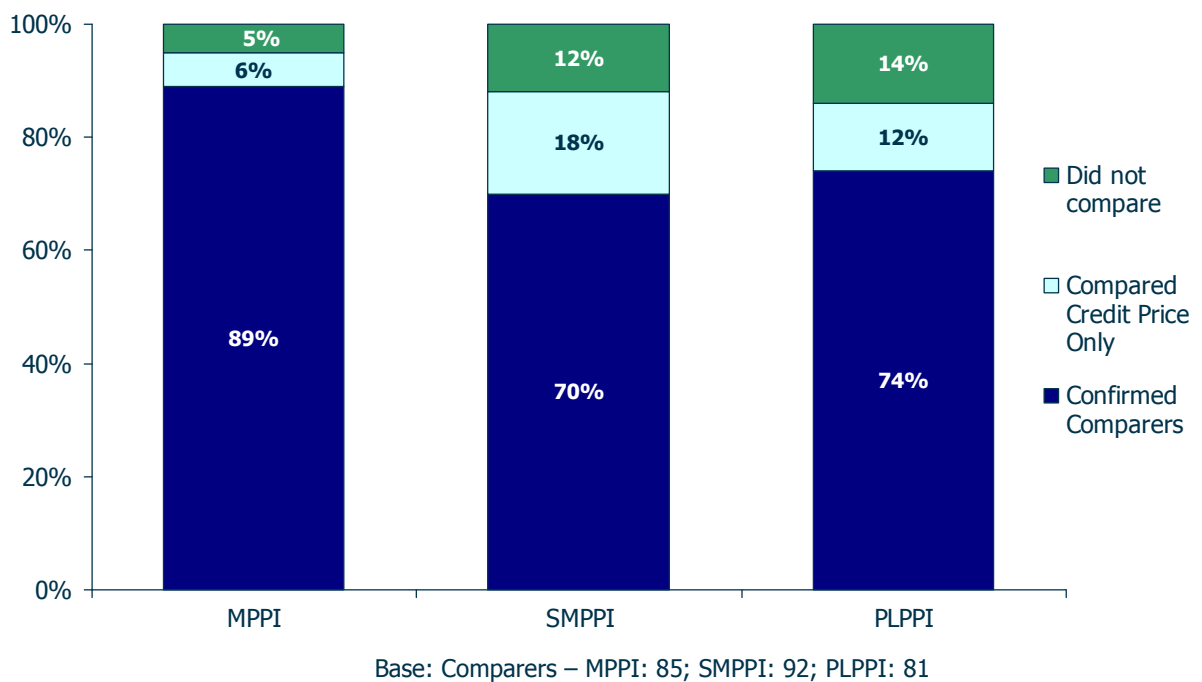
**FIGURE 3: Q3-Q6 - Incidence of comparing behaviour**



### Searching Behaviour - In-home Comparers

23. Those Comparers who took part in the follow-up in-home interview were asked about their searching behaviour at the start of the in-home interview to verify that they had indeed compared alternative products. Most MPPI Comparers (89%) confirmed they had compared the repayment protection or the combination of the credit and repayment protection against products from other providers, but a few indicated that they had compared products on the credit price only, and a few others that they had actually made no product comparisons at all. Lower proportions of SMPPI and PLPPI Comparers confirmed that they had compared products on the basis of the repayment protection or the combination of credit and repayment protection (70% and 74% respectively).

**FIGURE 4: Q4b/c - PPI comparing behaviour**





24. It became apparent, therefore, that the incidence of comparing behaviour reported in the telephone survey required correction. Table 3 below shows the corrected incidence figures, using the proportion of Confirmed Comparers shown in Figure 4 above. GfK NOP believes these corrected figures reflect more accurately the proportion of PPI customers who compared their PPI against either a protected loan or a stand-alone policy from another provider, as the figures report the incidence of customers who stated that they made such comparisons in the telephone interview and confirmed this behaviour when questioned in detail during the in-home interview. The corrected figures show that 21% of MPPI customers, who had not bought their PPI through a broker or IFA, compared either protected loans or PPI stand-alone policies, and 11% of SMPPI and 12% of PLPPI did the same.

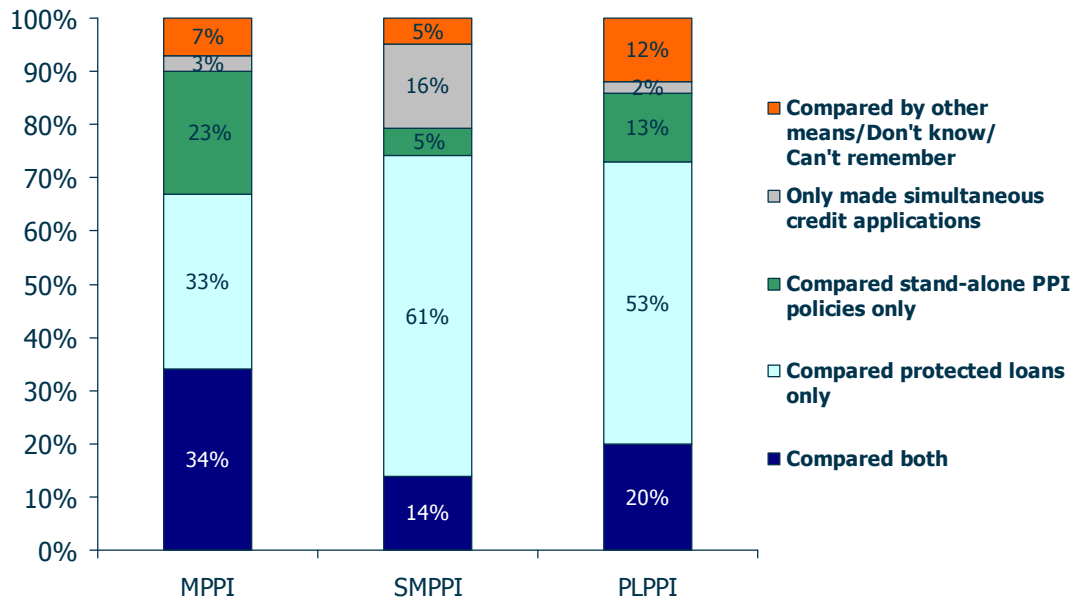
**TABLE 3: PPI comparing behaviour - corrected**

	<b>Telephone survey incidence</b>	<b>Proportion of Confirmed Comparers</b>	<b>Final corrected incidence</b>
<b>MPPI</b>	23%	0.89	21%
<b>SMPPI</b>	15%	0.70	11%
<b>PLPPI</b>	16%	0.74	12%

Note: Telephone incidence based on All telephone interviews (MPPI = 1,257; SMPPI = 2,387; PLPPI = 3,156), and the corrected incidence based on All in-home interviews (MPPI = 85; SMPPI = 92; PLPPI = 81)

25. Further detailed enquiry was made of respondents during the in-home interview about the types of product comparisons they had made, in particular whether they had made comparisons against other protected loans, against stand-alone PPI policies, and whether they had made more than one credit application at about the same time in order to get multiple quotes. Over half (55%) of SMPPI Comparers made simultaneous credit applications, but this proportion was much lower among PLPPI (25%) and MPPI Comparers (21%). A few Comparers made simultaneous credit applications only (i.e. they did not make any other comparison), this being most common among SMPPI Comparers (16%). One in three MPPI Comparers made comparisons of both protected loans and stand-alone PPI policies, a further one in three compared protected loans only, whilst just less than one in four compared stand-alone PPI policies only. SMPPI and PLPPI Comparers were much more likely to compare protected loans only.

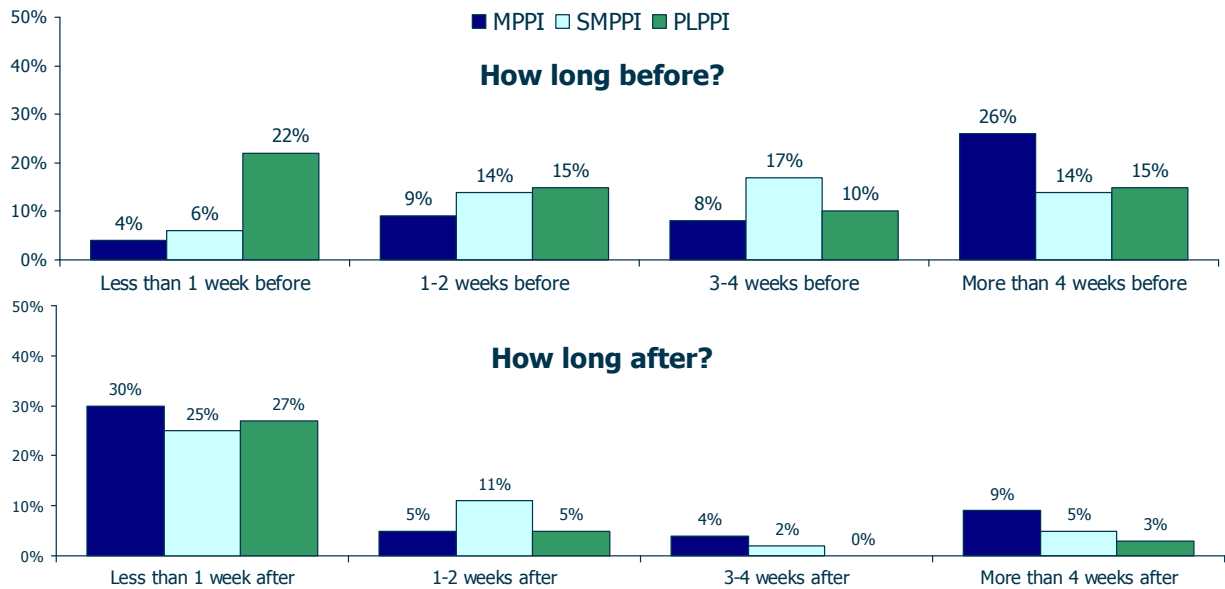
**FIGURE 5: Q7a/b/c - Summary of product comparisons made**



Base: Comparers – MPPI: 76; SMPPI: 64; PLPPI: 60

26. About one in two MPPI (47%) and SMPPI (52%) Comparers started comparing insurance products before they applied for their loan, as did nearly two in three PLPPI customers (62%). Those who started comparing after the application did so very soon afterwards, typically within one week, whereas those who started comparing before the credit application tended to do so some time before.

**FIGURE 6: Q8a/b/c – Whether started comparing insurance products before or after loan application**



**N.B. 2% said Don't Know to 'How long after?' for SMPPI and PLPPI**

Base: Comparers – MPPI: 76; SMPPI: 64; PLPPI: 60

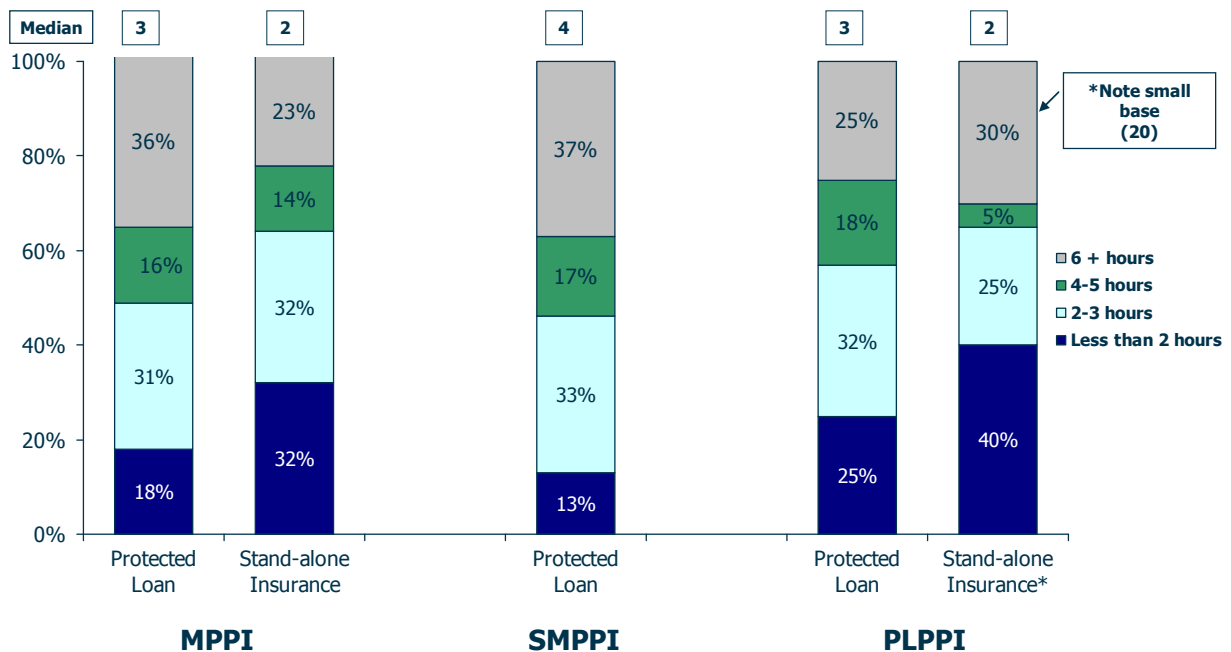


## **PPI Policies Compared and Information Sources Used**

27. We asked Comparers how many company policies they compared when searching for protected loans, and when searching for stand-alone insurance policies. The median Comparer compared policies from three companies. Most customers who searched for stand-alone insurance policies said they compared against other PPI policies (85% of MPPI, 83% of SMPPI and 50% of PLPPI Comparers). However, some MPPI customers who searched for stand-alone policies compared against CI (25%) or IP policies (30%), and some PLPPI customers against Life policies (30%).

28. There was a considerable variation in the amount of time spent searching for policies between respondents. For example, 18% of MPPI customers who searched for protected loans spent less than two hours, but 36% spent more than six hours, and the median length of time spent looking for protected loans was three hours (equivalent to an hour per company searched when considered against the number of policies compared). The pattern was similar for other types of product searches as shown in Figure 7 below.

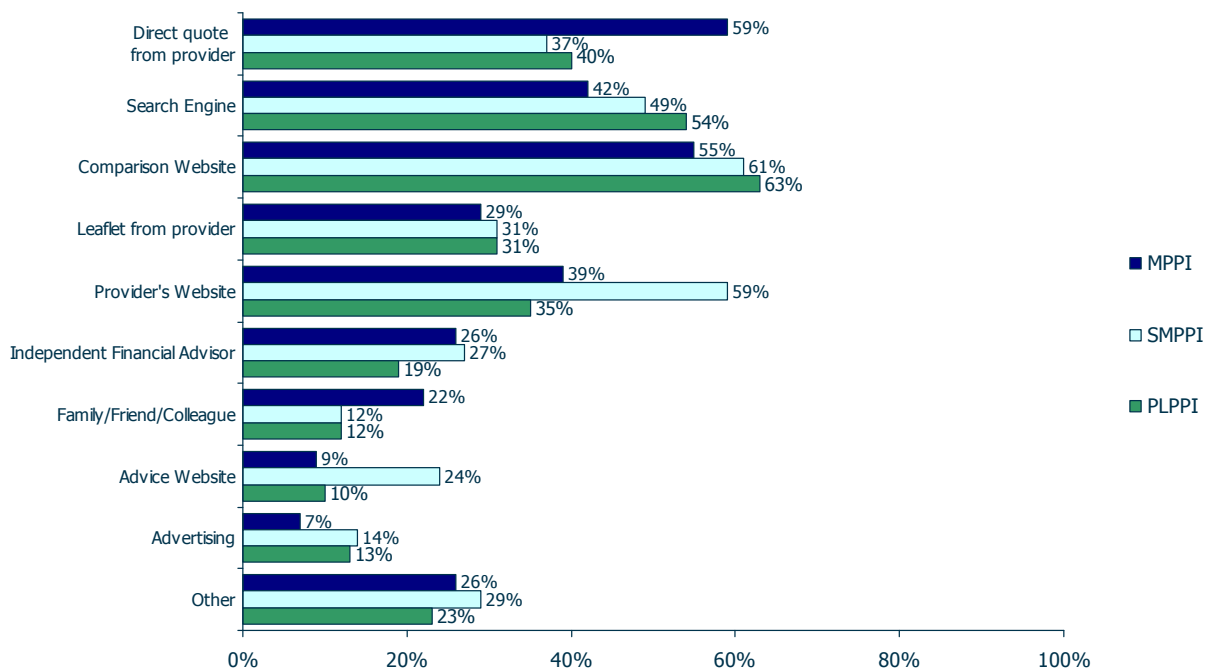
**FIGURE 7: Q9g/10g - Number of hours spent looking for information**



Base: All those who compared protected loans/stand-alone PPI – MPPI: 51/44; SMPPI: 48; PLPPI: 44/20

29. The internet and direct quotes from the provider were the main information sources used to compare alternative products. Comparison websites were frequently mentioned in this context, even more so than general search engines such as Google, Yahoo and MSN. MPPI Comparers were significantly more likely to cite a direct quote from the provider as an information source. One in three MPPI Comparers searching for protected loans used IFAs to find out information (although they did not use them to buy their mortgage).

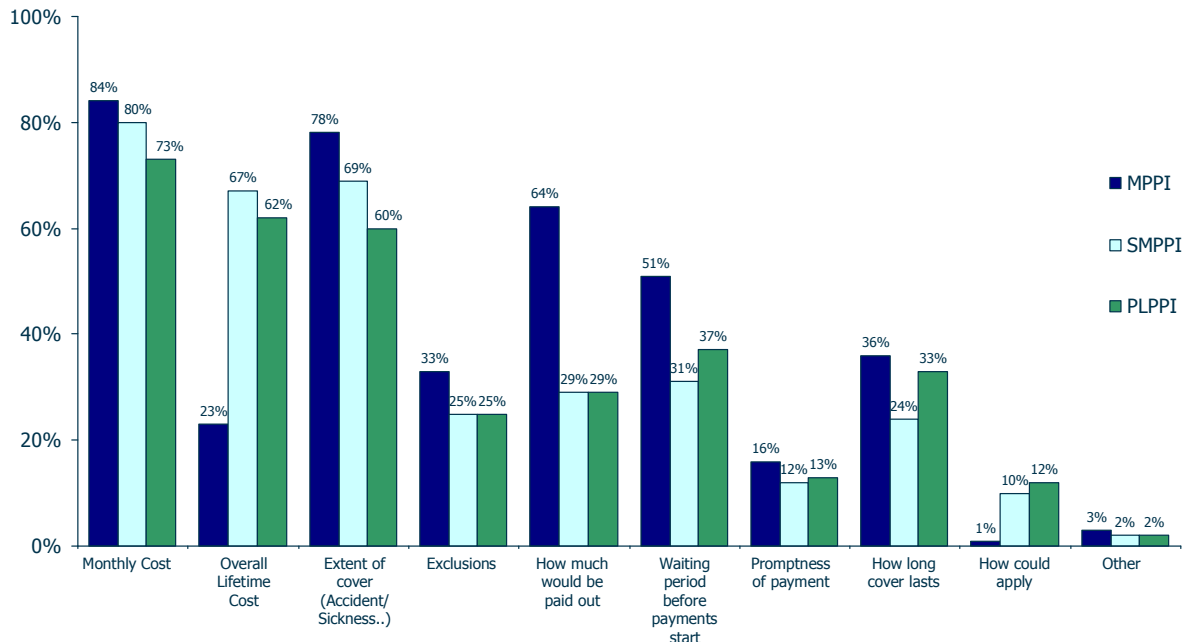
**FIGURE 8: Q9c/d, Q10c/d - Information sources used (prompted)**



Base: All those who compared protected loans/stand-alone PPI – MPPI: 69, SMPPI: 51, PLPPI: 52

30. The type of information most often searched for was the monthly cost (the combined credit and PPI cost, or the monthly cost of the PPI) and the extent of the cover (whether it covered accident, sickness, unemployment or death). MPPI Comparers were also likely to search for information about the amount that would be paid out and the waiting period before payments start. On the other hand, these two aspects were less important to SMPPI and PLPPI Comparers who were more often interested in the overall cost over the lifetime of the loan.

**FIGURE 9: Q9f/10f - Information considered before purchase**



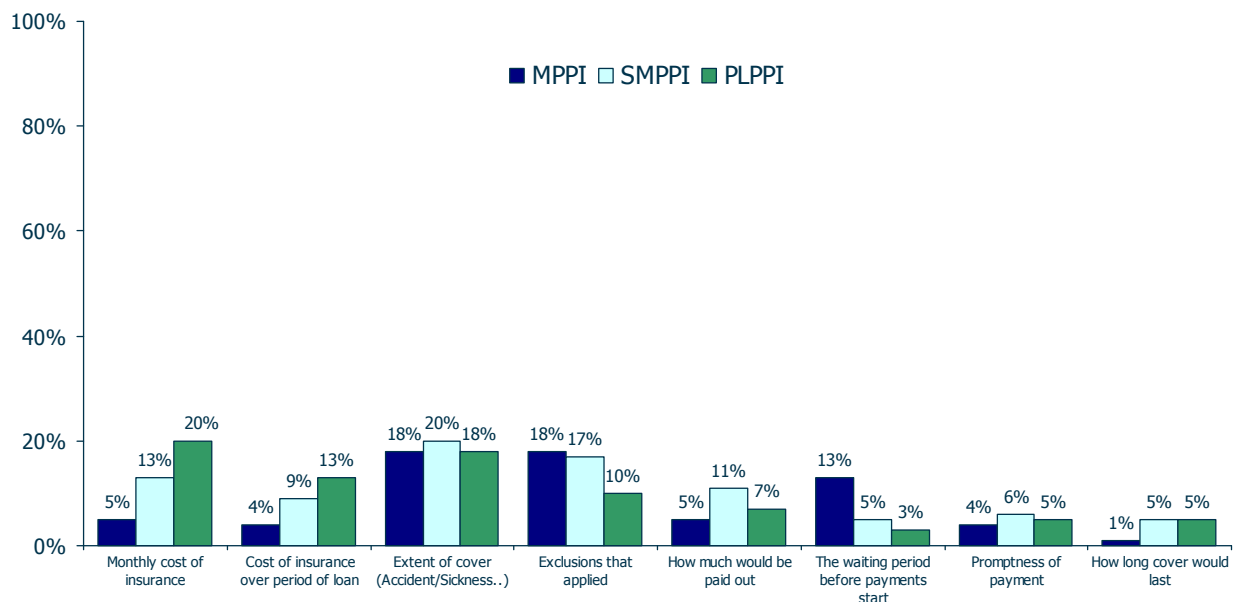
Base: All those who compared protected loans/stand-alone PPI – MPPI: 69, SMPPI: 51, PLPPI: 52

## Product Comparisons

31. Respondents were asked on which aspects, if any, it was difficult to compare protected loans and/or stand-alone insurance policies as appropriate. Answers were captured spontaneously. There were a broad range of responses elicited, the most common being the extent of the cover (whether it covered accident, sickness, unemployment or death) and the exclusions. PLPPI Comparers tended to mention the monthly cost and the lifetime cost as aspects that were difficult to compare, more so than SMPPI and PLPPI Comparers.

32. A few Comparers also spontaneously mentioned that it was “difficult to understand the small print”. (This is not shown in the Figure 10 below, because it is not comparable with prompted responses shown in Figure 11, but was mentioned by 5-9% of Comparers depending on product type).

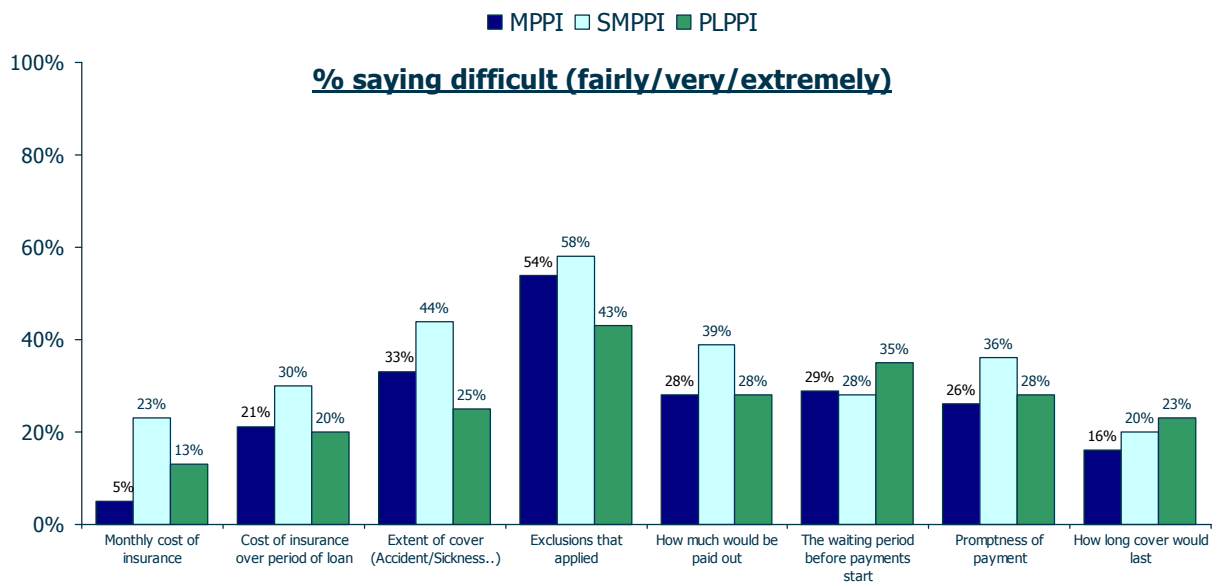
**FIGURE 10: Q11 - Which aspects were difficult to compare?**



Base: Comparers – MPPI: 76; SMPPI: 64; PLPPI: 60

33. Respondents were then prompted with a number of different features and asked how easy or difficult it was to compare different policies on these aspects, using a six-point “extremely easy” to “extremely difficult” scale. Respondents most often indicated exclusions as an aspect that was difficult to compare. However, there were a number of other aspects that some respondents found it difficult to compare policies on, as shown in Figure 11 below.

**FIGURE 11: Q12 - How easy or difficult was it to compare different insurance policies?**



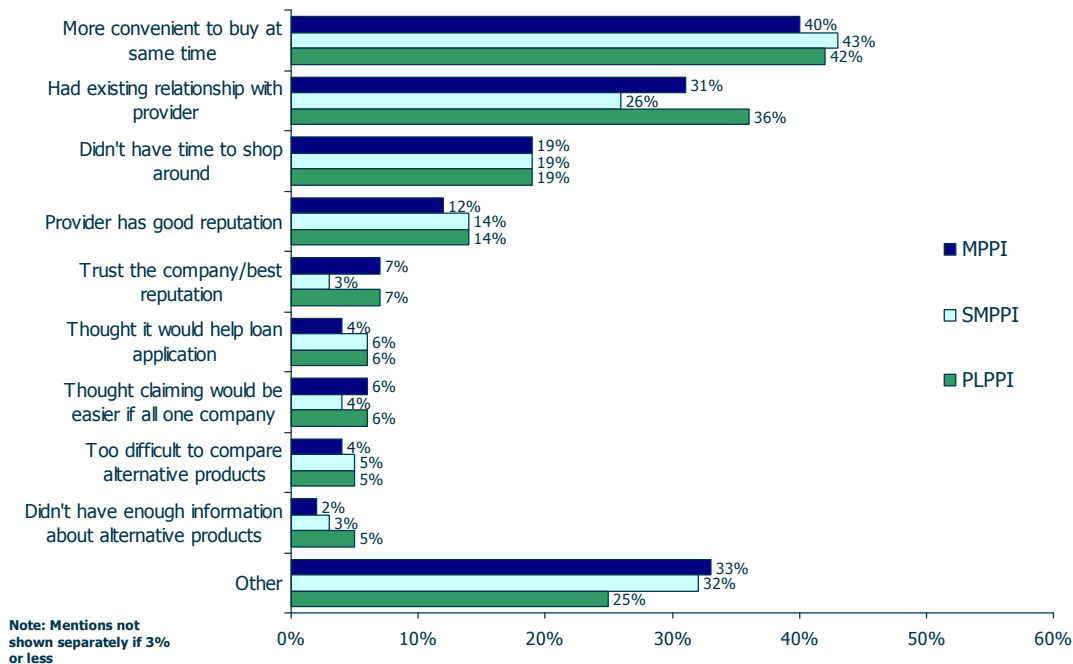
Base: Comparers – MPPI: 76; SMPPI: 64; PLPPI: 60

## Attitudes to Shopping Around – Telephone Non-Comparers

34. All of those interviewed by telephone who had not compared either protected loans or PPI stand-alone policies from another company were asked whether they were aware at the time they applied for the credit that they could buy from another provider. 42% of MPPI Non-Comparers believed they could only buy from their credit provider, as did 72% of SMPPI and 73% of PLPPI Non-Comparers.

35. A sample of those who were aware that they could buy from another provider was asked why they had not shopped around for their PPI, with answers being captured spontaneously. The main barriers to shopping were the convenience of buying credit and PPI at the same time from the same provider, the preference of Non-Comparers for dealing with a company that they already know, and the lack of time. This was evident for each type of PPI customer.

**FIGURE 12: Q9 - Reasons for not comparing different providers**



Base: (Non-Comparers aware could buy from another provider (MPPI = 411, SMPPI = 428, PLPPI = 509)

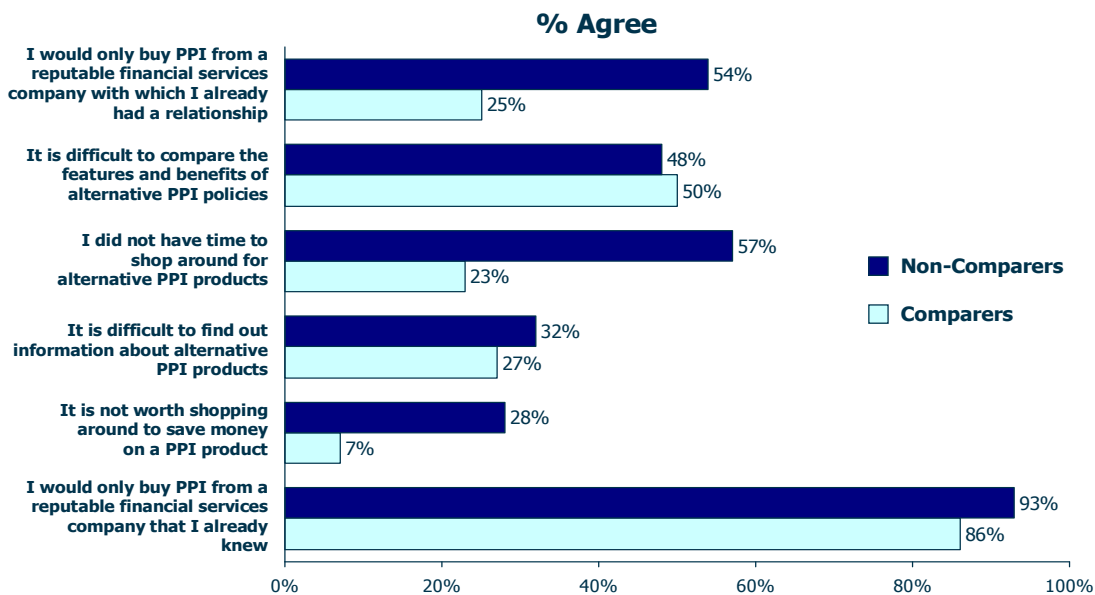


## **Attitudes to Shopping Around – In-home Comparers and Telephone Non-Comparers**

36. Both Comparers in-home and Non-Comparers by telephone were prompted with a series of statements describing attitudes towards shopping around for PPI and asked how much they agreed with each statement, using a 5-point “agree a lot” to “disagree a lot” scale. This question was asked (in the telephone survey) of those aware they could buy from another provider but who did not compare alternative products and also (in the in-home face-to-face survey) of those who did compare alternative products.

37. Half the sample was presented with statements that described barriers to shopping around, and Figure 13 below shows the proportion of MPPI customers that agreed with these statements. The main barriers for Non-Comparers were that they would only buy from a reputable company that they already knew, and in some cases with which they already had a relationship, the amount of time available to shop around, and the perceived difficulty of comparing the features and benefits of alternative PPI policies. Interestingly, only a minority thought it not worth shopping around to save money on a PPI product. Those who did compare products from different providers were much less likely than Non-Comparers to be concerned about having the time to do so, and were less inclined to think they would only buy from a company with whom they already had a relationship. However, even Comparers would only buy from a reputable financial services company that they already knew, and they often acknowledged the difficulty of comparing the features and benefits of alternative PPI policies.

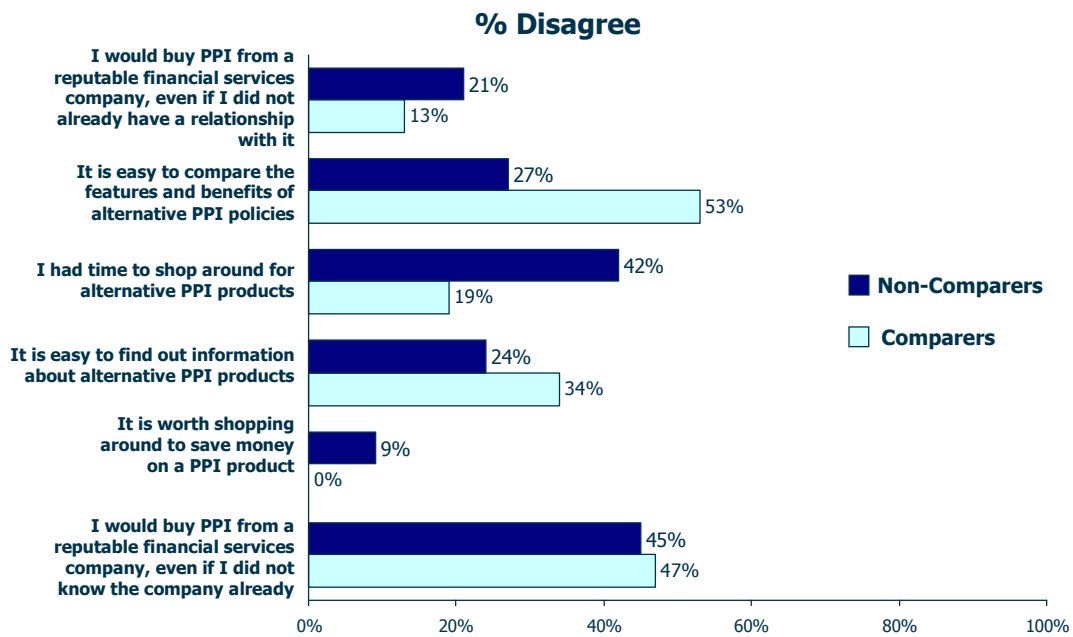
**FIGURE 13: Q10/Q13 - Attitudes to shopping around for PPI - MPPI customers**



Base: (Comparers/Non-Comparers aware could buy from another provider, MPPI = 76/411)

38. The other half of the sample was presented with statements that described positive reasons for shopping around, and Figure 14 below shows the proportion of MPPI customers who *disagreed* with each statement (i.e. they disagreed with it as a reason for shopping around). When analysed against responses in Figure 13, it is clear that a higher proportion of respondents agreed with statements describing barriers to shopping around, than disagreed with statements describing positive reasons for shopping around. We speculate the reason for this may be that some respondents do not feel comfortable expressing disagreement with statements provided by an interviewer, and it was easier therefore for respondents to agree with reasons for not shopping around than it was to disagree with positive reasons for shopping around.

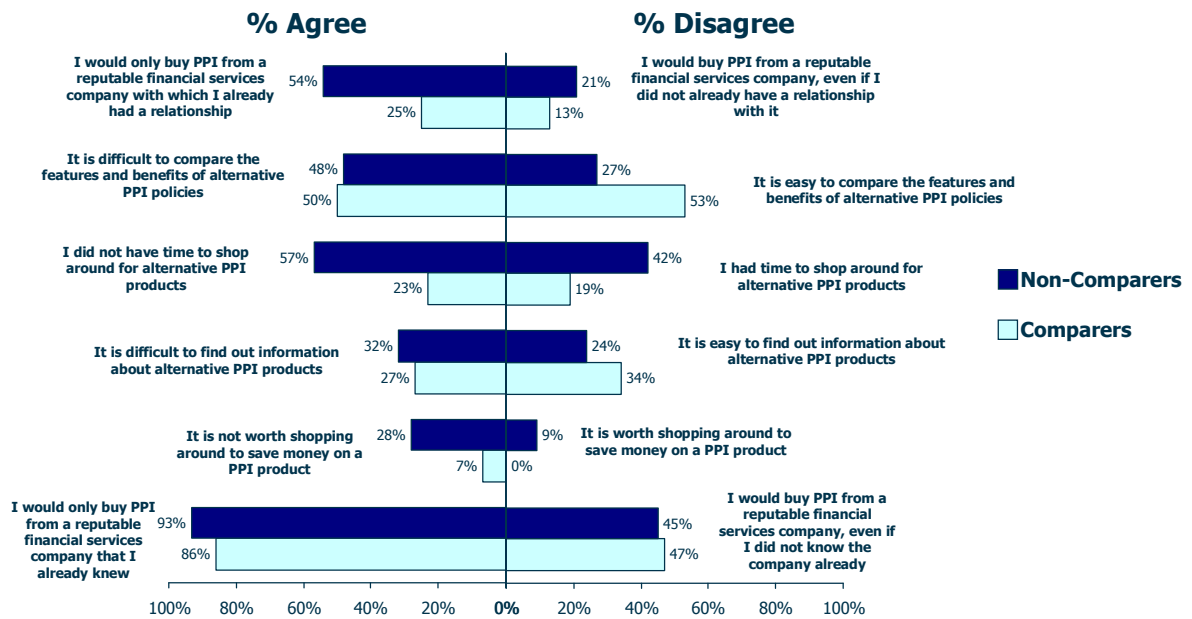
**FIGURE 14: Q10/Q13 - Attitudes to shopping around for PPI - MPPI customers**



Base: (Comparers/Non-Comparers aware could buy from another provider, MPPI = 76/411)

39. However, when we put Figure 13 and Figure 14 responses together on one chart (Figure 15), it becomes clear that the key barriers to shopping around were the same, regardless of how the question was asked.

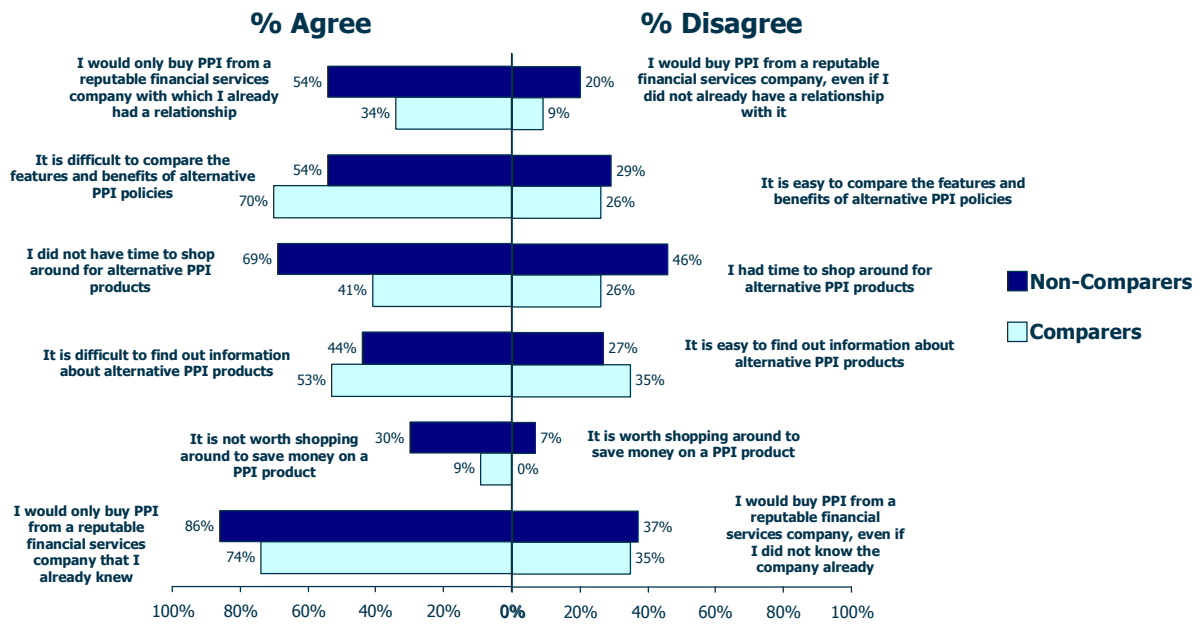
**FIGURE 15: Q10/Q13 - Attitudes to shopping around for PPI - MPPI customers**



Base: (Comparers/Non-comparers aware could buy from another provider, MPPI = 76/411)

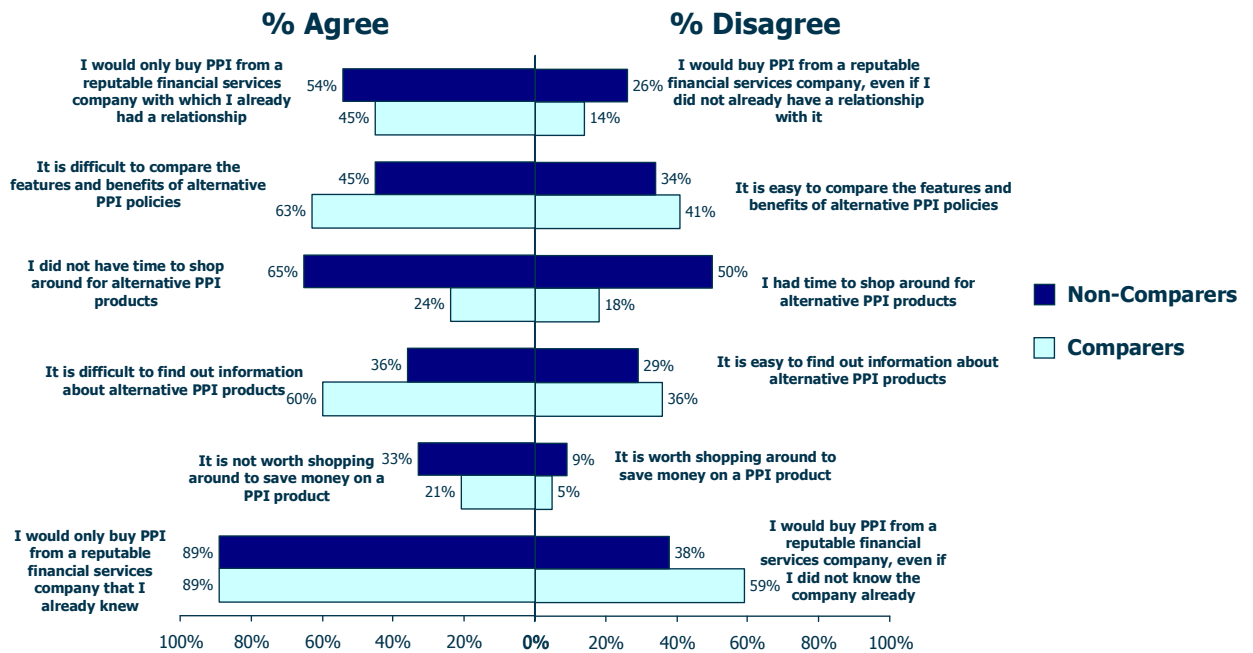
40. Figures 16 and 17 below show the same summary analysis for SMPPI and PLPPI customers. The pattern of responses is very similar to that found for MPPI customers.

**FIGURE 16: Q10/Q13 - Attitudes to shopping around for PPI - SMPPI customers**



Base: (Comparers/Non-comparers aware could buy from another provider, SMPPI = 64/428)

**FIGURE 17: Q10/Q13 - Attitudes to shopping around for PPI - PLPPI customers**



Base: (Comparers/Non-Comparers aware could buy from another provider, PLPPI = 60/509)

41. In summary, across all the PPI products, respondents indicated that they will tend to buy only from a reputable company that they already know, that there are time pressures (expressed particularly by Non-Comparers), and that it can be difficult to compare the features and benefits of alternative PPI policies. It is noteworthy that Comparers were as likely as Non-Comparers, if not more so, to say that it is difficult to compare alternative products.



**GfK NOP**

**APPENDICES - QUESTIONNAIRES**

Telephone survey of search behaviours

Additional telephone questions asked of a sample of Non-Comparers

In-home face-to-face survey asked of a sample of Comparers

## **PPI Shopping Behaviour – Telephone Recruitment Questionnaire**

Version: Final version  
Date: 6 February 2008  
J437386

### **INTRODUCTION**

Good morning/afternoon/evening. Please could I speak to ..... (Name on sample)

**INTERVIEWER: DO NOT DISCUSS PURPOSE OF CALL WITH ANYONE EXCEPT NAMED SAMPLE CONTACT**

I am calling from GfK NOP the market research company. We are conducting a survey on behalf of the Competition Commission about Payment Protection Insurance, often referred to as "PPI". You should have received a letter recently from the Competition Commission about this survey. Could you spare just five minutes to help?

**INTERVIEWER: ADD REASSURANCES AS NECESSARY**

- The interview will take no longer than 5 minutes
- Everything you say is confidential and your PPI provider will not know what you personally have said
- I will not ask you to reveal any details of your credit arrangements
- There will be no attempt to sell you anything, either during or as a result of this survey
- This research is being used as part of a Government Inquiry, and your views are important to help with this Inquiry
- This is a genuine market research survey being conducted on behalf of the Competition Commission. If you need any specific information about this survey, please call Bethany Shinkins who is the Executive from GfK NOP in charge of the survey. Bethany's telephone number is 020 7890 9035

OK to continue	-	Q1a
Arrange call back	-	Take appointment details
Refused	-	Close

Q1a Do you work in any of these industries?

READ OUT

Advertising – Q1b

Financial Services – THANK AND CLOSE

Journalism – THANK AND CLOSE

Marketing or Market Research – Q1b

None of these – Q1b

Refused – THANK AND CLOSE

Q1b Payment Protection Insurance, also known as PPI, may cover payments on your (credit product from sample) in case you have an accident, become sick, become unemployed or die. From records provided to us by the Competition Commission, we understand that you took out PPI for a (credit product from sample) from (distributor from sample), on or around (date from sample). Can I just check that you did in fact take out this insurance?

Yes

No, didn't take out insurance – THANK AND CLOSE

Don't know/Can't remember – THANK AND CLOSE

Refused – THANK AND CLOSE

ASK OF MORTGAGE PPI ONLY

Q1c Did you purchase your Mortgage PPI through a broker or an independent financial advisor (IFA)?

Yes, through a broker – CLOSE

Yes, through an IFA - CLOSE

No – Q2

Don't know/can't remember - CLOSE

Refused – CLOSE

ASK ALL

Q2 I'd like you to think about when you first considered PPI for your (credit product from sample). BEFORE you approached the lender to apply for the (credit product from sample), had you already considered taking out insurance to protect your repayments, or not?

Yes, had considered it

No, had not considered it

Don't know/can't remember

Refused

Q3 You say you took out Payment Protection Insurance. Did you shop around for the PPI?

Yes

No

Don't know/can't remember

Refused

IF SHOPPED AROUND FOR PPI (YES AT Q3) SAY I'd like you to think now about HOW you shopped around: .

IF DID NOT SHOP AROUND FOR PPI (NO / DK / REF AT Q3) SAY May I just check: .

Q4 Did you compare the cost or features of your PPI for your (credit product from sample) from (distributor from sample) against the cost or features of PPI from another provider, or did you not do so?

Yes – compared costs or features

No

Don't know/Can't remember

Refused

Q5 Did you compare the OVERALL cost or features of your protected loan (that is, the (credit product from sample) and repayment insurance together) against the cost or features of a similar package from another provider, or did you not do so?

Yes – compared costs or features

No

Don't know/Can't remember

Refused

Q6 Did you compare the cost or features of your PPI against the cost or features of either Critical Illness Insurance or Income Protection Insurance?

Yes – compared costs or features

No

Don't know/can't remember

Refused

Q7 Could you please tell me how you took out your PPI policy?

READ OUT

In a bank or building society branch

By telephone

On the internet

Other

Don't know/can't remember

Refused

IF COMPARED COSTS OR FEATURES OF PPI (YES AT Q4) OR COMPARED COSTS OF PACKAGES (YES AT Q5), CONTINUE

IF NOT ELIGIBLE AS PER ABOVE, AND DID NOT SHOP AROUND (NO AT Q3), AND DID NOT COMPARE AGAINST CRITICAL ILLNESS OR INCOME PROTECTION (NO AT Q6), AND NOT STAND-ALONE PPI CUSTOMER FROM SAMPLE, GO TO NON-SHOPPER INTERVIEW (100 INTERVIEWS PER CREDIT PRODUCT)

The Competition Commission is interested to find out your views in more detail about the experience of shopping around for PPI.

Would you be willing to participate in a follow-up interview that will involve an interviewer from GfK NOP coming to your home to conduct the survey? This interview will take about half an hour to complete, and can be arranged at a time that is most convenient for you.

The interview may be observed by an Executive from GfK NOP or someone from the Competition Commission.

ADD IF NECESSARY:

The outcome of the Competition Commission Inquiry is likely to be very important to people who buy this type of product in the future, and therefore we would be very grateful if you would help us with your views.

OK for follow-up interview, with observation from GfK NOP only – RECRUIT

OK for follow-up interview, with observation from GfK NOP or the CC – RECRUIT

OK for follow-up interview, but not observed – RECRUIT

Not OK for follow-up interview– THANK AND CLOSE

## **PPI Shopping Behaviour – Non-Shopper Interviews**

Version: Final version  
Date: 6 February 2008  
J437386

Q1 - 7 See Telephone Recruitment Questionnaire Script

Q8 You mentioned that you did not compare the costs of different insurance products or different combinations of credit and insurance when you took out PPI for your (credit product from sample). Were you aware at the time that it was possible to buy stand-alone Payment Protection Insurance from a different provider, or did you believe that you could get PPI only from (credit provider from sample)?

Aware that it was possible to buy from a different provider  
Believed could buy only from credit provider - THANK AND CLOSE  
Don't know

Q9 Why did you decide not to compare different providers?  
DO NOT READ OUT. PROMPT: Why else?  
RECORD FIRST AND OTHER MENTIONS

Already had existing relationship with that provider  
Provider has reputation for quality and reasonable prices  
Easier/more convenient to buy credit and insurance at same time  
Thought it would help my loan application if I took out PPI with the same company  
Thought the claims process might be easier if managed by one company  
Trust the company/best reputation  
Provider recommended by friend/family/colleague  
Provider recommended in article, on television programme or on web-site  
Saw credit provider advertising  
Didn't have enough information about alternative products  
Too difficult to compare alternative products  
Didn't have the time to shop around  
It was just a small cost as a proportion of the total credit cost  
Not worth the effort for the potential saving  
Salesperson explained the benefits of the product to me  
Worried that products from different providers might not cover me fully  
All products/providers are basically the same  
I did not know in advance that I wanted the product  
Other (write in)  
Don't know/can't remember

ASK ALL

Q10 I am going to read out a number of statements and I would like you to tell me how much you agree with each using the following scale:

READ OUT SCALE

SCALE

Agree a lot

Agree a little

Neither agree nor disagree

Disagree a little

Disagree a lot

Don't know – DO NOT READ OUT

USE LIST A FOR HALF THE INTERVIEWS (BY PRODUCT TYPE) AND LIST B FOR THE OTHER HALF

READ OUT EACH STATEMENT IN TURN. STATEMENTS 2-5 ORDER TO BE RANDOMIZED

LIST A

- I would only buy PPI from a reputable financial services company that I already knew
- It is not worth shopping around to save money on a PPI product
- It is difficult to find out information about alternative PPI products
- I did not have time to shop around for alternative PPI products
- It is difficult to compare the features and benefits of alternative PPI policies
- I would only buy PPI from a financial services company with which I already had a relationship

LIST B

- I would buy PPI from a reputable financial services company, even if I did not know the company already
- It is worth shopping around to save money on a PPI product
- It is easy to find out information about alternative PPI products
- I had time to shop around for alternative PPI products
- It is easy to compare the features and benefits of alternative PPI policies
- I would buy PPI from a reputable financial services company, even if I did not already have a relationship with it

Q11 Overall, how satisfied are you with the Payment Protection Insurance that you took out for your ... (credit product from sample)? Would you say you are ....

READ OUT

Extremely satisfied

Very satisfied

Fairly satisfied

Fairly dissatisfied

Very dissatisfied

Extremely dissatisfied

Don't know

Thank you very much for your time, that is the end of the survey.

THANK AND CLOSE

**PROJECT:** PPI SHOPPING BEHAVIOUR

**Issue Control:** FINAL VERSION 18/02/08  
**NAME:** (BLOCK CAPITALS)

**ADDRESS:** \_\_\_\_\_

**TELEPHONE NUMBER:** \_\_\_\_\_

**POST CODE:**

**Time Started:**   :   **Time Finished:**   :

**Date of interview:**

(1) (2) (3) (4) (5) (6)  
**Job Number:**

**Serial No.:**  (7-10)

**Card No.:** **01** (11/12)

**Interviewer Area Code:**  (13)

**Interviewer No.:** (14) (15) (16) (17) (18)

(19) (20) (21)  
**(Office Use Only):**

(29) (30) (31) (32)  
**Sample Point:**

**Accompanied:**  **1** (41)

**CLASSIFICATION DETAILS**

**SEX:** Male-----1 (46)  
 Female-----2

**AGE:** Write in exact age:  
  (47-48)

18 - 24-----1 (49)  
 25 - 34-----2  
 35 - 44-----3  
 45 - 54-----4  
 55 - 64-----5  
 65+-----6

**MARITAL STATUS:** (50)  
 Single----- 1  
 Married/Civil Partnership ----- 2  
 Living with partner----- 3  
 Separated ----- 4  
 Divorced ----- 5  
 Widowed----- 6  
 Other (write in & ring)  
 ----- 7  
 Refused----- 8

**CHILDREN UNDER 16 IN H/HOLD**  
 Yes----- 1 (51)  
 No----- 2

*I declare that I have carried out this interview with the above named person in full, face-to-face in accordance with the job instructions, interviewers' manual, my training and The Market Research Society Code of Conduct.*

**INTERVIEWER NAME: (PRINT BELOW) SIGN BELOW: DATE:**

Q.No.		Code	Route
SC1	<p><b>INTRODUCTION:</b> Good morning/afternoon/evening. Please could I speak to ..... <b>(NAME ON SAMPLE)</b></p> <p><b>INTERVIEWER: DO NOT DISCUSS PURPOSE OF CALL WITH ANYONE EXCEPT NAMED CONTACT.</b></p> <p>My name is ..... from GfK NOP the market research company. We telephoned you recently about a survey we are conducting on behalf of the Competition Commission and you kindly agreed to take part in this follow-up survey.</p> <p>The Competition Commission is conducting an inquiry into the provision of Payment Protection Insurance (PPI) in the UK. PPI protects the ability of a borrower to maintain credit repayments when faced with a reduction or loss of income. The Competition Commission's role is to find out if competition is working properly in the market - it is not investigating any individual provider of PPI or the particular product that you have purchased.</p> <p><b>ADD IF NECESSARY:</b> The interview will last about 30 minutes and we would be grateful for your help. Please be assured that your answers will remain confidential and you will not be approached by anyone trying to sell you anything as a result of this survey.</p> <p>You confirmed in the telephone interview that you took out PPI for a ... <b>(credit product)</b> from ... <b>(distributor brand)</b> in ... <b>(date from sample)</b>. Can I check that this is correct?</p>		
SC2	<p><b>IF YES:</b> Do you have the documentation to hand for this PPI?</p>	<p>Yes 1</p> <p>-----</p> <p>No 2</p> <p>-----</p> <p>Not sure 3</p>	<p><b>SC2</b></p> <p>-----</p> <p><b>SC4</b></p>
SC3	<p><b>IF NO:</b> Would you be able to find this documentation before we start the interview?</p>	<p>Yes 1</p> <p>-----</p> <p>No 2</p>	<p><b>Ask respondent to find and go to Q1</b></p> <p>-----</p> <p><b>Q1</b></p>
SC4	<p><b>ASK SC4 IF PPI INFORMATION IS INCORRECT (NO/NOT SURE AT SC1):</b></p> <p>Payment Protection Insurance, also known as PPI, may cover repayments on your loan in case you have an accident, become sick, unemployed, or die. From the records provided to us we have been informed that you took out PPI for a ... <b>(credit product)</b> from ... <b>(distributor brand)</b> in ... <b>(date from sample)</b>. Can I check what aspect of this is incorrect?</p> <p><b>PROMPT IF NECESSARY:</b> Do you have the documentation now before we start the interview, so we can check the details.</p> <p><b>IF PPI NOT TAKEN OUT, THANK AND CLOSE.</b></p> <p><b>IF PPI TAKEN OUT BUT FOR DIFFERENT CREDIT PRODUCT/FROM DIFFERENT DISTRIBUTOR/DIFFERENT DATE, WRITE IN CORRECT DETAILS BELOW:</b></p> <p><b>Credit product:</b> -----</p> <p><b>Distributor:</b> -----</p> <p><b>Date:</b> -----</p> <p><b>INTERVIEWER: IF AMENDED DATE IS BEFORE JANUARY 2007, THANK AND CLOSE.</b></p>		<p><b>GO BACK TO SC2</b></p>



Q.No.		Code	Route
Q.3.	<p><b>For MORTGAGE holders:</b></p> <p>Did you take out a mortgage to buy a new house, or did you re-mortgage your existing house?</p> <p style="text-align: right;">Buy a new house</p> <p style="text-align: right;">Re-mortgage existing house</p> <p style="text-align: right;">Other (write in &amp; ring)</p> <hr/> <p style="text-align: right;">Don't know /can't remember</p> <p><b>For UNSECURED and SECURED loan holders:</b></p> <p>And for what purpose did you take out a ... <b>(credit product)</b>?</p> <p style="text-align: right;">Go on holiday</p> <p style="text-align: right;">Car purchase</p> <p style="text-align: right;">Make another purchase</p> <p style="text-align: right;">Couldn't get money from elsewhere/only way of getting more cash</p> <p style="text-align: right;">Home Improvements</p> <p style="text-align: right;">Debt Consolidation</p> <p style="text-align: right;">Other (write in &amp; ring)</p> <hr/> <p style="text-align: right;">Don't know/can't remember</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p>	<p></p> <p></p> <p></p> <p></p> <p><b>SEE BELOW</b></p>
Q.4a	<p><b>ASK Q.4 IF UNSECURED OR SECURED LOAN HOLDER. REST GO TO INSTR BEFORE Q.4b</b></p> <p>What made you think about getting a ... <b>(credit product)</b> rather than another form of credit?</p> <p style="text-align: right;">Only way of borrowing that amount of money</p> <p style="text-align: right;">Cheapest way of borrowing money</p> <p style="text-align: right;">Easiest or most convenient way of getting credit</p> <p style="text-align: right;">Only way of getting credit</p> <p style="text-align: right;">Didn't want to secure loan against my property (unsecured loan holders only)</p> <p style="text-align: right;">Structured my repayments</p> <p style="text-align: right;">Other (write in &amp; ring)</p> <hr/> <p style="text-align: right;">Don't know/Can't remember</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p>	<p></p> <p></p> <p></p> <p></p> <p></p> <p></p> <p><b>SEE BELOW</b></p>

Q.No.		Code	Route	
<b>PPI SHOPPING CHECK</b>				
Q.4b	<p><b>ASK Q.4b IF BOUGHT PPI FROM SAME COMPANY AS CREDIT PROVIDER (FROM SAMPLE). REST GO TO Q.5a</b></p> <p>I'd now like to ask you a few questions about how you compared the cost and features of alternative products.</p> <p>When you were deciding which company to buy your ... <b>(credit product)</b> from, did you compare products on the credit only, <u>or</u> the repayment protection only, <u>or</u> the combination of credit and repayment protection?</p>			
		Compared credit only	1	<b>Q.4c</b>
		Compared repayment protection only	2	<b>Q.5a</b>
		Combination of credit and repayment protection	3	<b>Q.5a</b>
		Did not make any comparisons	4	<b>THANK &amp; CLOSE.</b>
Don't know/can't remember	5	<b>THANK &amp; CLOSE.</b>		
Q.4c	<p>You decided to take your loan from ... <b>(distributor brand)</b> having compared the costs and terms of the credit.</p> <p>Did you <u>also</u> compare the costs or features of your PPI from ... <b>(distributor brand)</b> against the cost or features of PPI from another provider, or did you not do so?</p>			
		Also compared costs or features of PPI	1	<b>Q.5a</b>
		Did not do so	2	<b>THANK &amp; CLOSE.</b>
Don't know/can't remember	3	<b>THANK &amp; CLOSE.</b>		

Q.No.		Code	Route																																							
<b>PPI CHOICE BACKGROUND</b>																																										
Q.5a	I am now going to ask you some questions about the PPI that you bought for your <b>(credit product)</b> .																																									
	<b>SHOW CARD A</b> (RANDOMISE ORDER ON SHOWCARD) What was the most important reason for taking out PPI for your <b>(credit product)</b> ? <b>CODE MOST IMPORTANT</b>																																									
Q.5b	<b>SHOW CARD A</b> Why else did you take out PPI? <b>PROMPT:</b> Why else? <b>CODE ALL OTHER MENTIONS</b>																																									
	<table border="1" data-bbox="197 443 1251 1115"> <thead> <tr> <th data-bbox="197 443 938 510"></th> <th data-bbox="938 443 1106 510">Most Important</th> <th data-bbox="1106 443 1251 510">Other Mentions</th> </tr> </thead> <tbody> <tr> <td data-bbox="197 510 938 577">Family or friend recommended</td> <td data-bbox="938 510 1106 577">1</td> <td data-bbox="1106 510 1251 577">1</td> </tr> <tr> <td data-bbox="197 577 938 622">Larger sum than I normally borrow</td> <td data-bbox="938 577 1106 622">2</td> <td data-bbox="1106 577 1251 622">2</td> </tr> <tr> <td data-bbox="197 622 938 667">My job isn't as secure as it used to be</td> <td data-bbox="938 622 1106 667">3</td> <td data-bbox="1106 622 1251 667">3</td> </tr> <tr> <td data-bbox="197 667 938 712">Now have a partner/child/dependents</td> <td data-bbox="938 667 1106 712">4</td> <td data-bbox="1106 667 1251 712">4</td> </tr> <tr> <td data-bbox="197 712 938 779">Knowing that repayments will be met in case of illness/death/ unemployment</td> <td data-bbox="938 712 1106 779">5</td> <td data-bbox="1106 712 1251 779">5</td> </tr> <tr> <td data-bbox="197 779 938 846">Worried that if my circumstances changed I would not be able to make commitments</td> <td data-bbox="938 779 1106 846">6</td> <td data-bbox="1106 779 1251 846">6</td> </tr> <tr> <td data-bbox="197 846 938 913">Worried that I might be involved in an accident and unable to work</td> <td data-bbox="938 846 1106 913">7</td> <td data-bbox="1106 846 1251 913">7</td> </tr> <tr> <td data-bbox="197 913 938 958">I have previously made a successful claim on PPI</td> <td data-bbox="938 913 1106 958">8</td> <td data-bbox="1106 913 1251 958">8</td> </tr> <tr> <td data-bbox="197 958 938 1003">Salesperson explained the benefits of the product to me</td> <td data-bbox="938 958 1106 1003">9</td> <td data-bbox="1106 958 1251 1003">9</td> </tr> <tr> <td data-bbox="197 1003 938 1048">I assumed I had a better chance of getting the loan</td> <td data-bbox="938 1003 1106 1048">0</td> <td data-bbox="1106 1003 1251 1048">0</td> </tr> <tr> <td data-bbox="197 1048 938 1093">Other (write in &amp; ring)</td> <td data-bbox="938 1048 1106 1093">X</td> <td data-bbox="1106 1048 1251 1093">X</td> </tr> <tr> <td data-bbox="197 1093 938 1115">Don't know/Can't remember</td> <td data-bbox="938 1093 1106 1115">V</td> <td data-bbox="1106 1093 1251 1115">V</td> </tr> </tbody> </table>		Most Important	Other Mentions	Family or friend recommended	1	1	Larger sum than I normally borrow	2	2	My job isn't as secure as it used to be	3	3	Now have a partner/child/dependents	4	4	Knowing that repayments will be met in case of illness/death/ unemployment	5	5	Worried that if my circumstances changed I would not be able to make commitments	6	6	Worried that I might be involved in an accident and unable to work	7	7	I have previously made a successful claim on PPI	8	8	Salesperson explained the benefits of the product to me	9	9	I assumed I had a better chance of getting the loan	0	0	Other (write in & ring)	X	X	Don't know/Can't remember	V	V		<b>Q.6.</b>
	Most Important	Other Mentions																																								
Family or friend recommended	1	1																																								
Larger sum than I normally borrow	2	2																																								
My job isn't as secure as it used to be	3	3																																								
Now have a partner/child/dependents	4	4																																								
Knowing that repayments will be met in case of illness/death/ unemployment	5	5																																								
Worried that if my circumstances changed I would not be able to make commitments	6	6																																								
Worried that I might be involved in an accident and unable to work	7	7																																								
I have previously made a successful claim on PPI	8	8																																								
Salesperson explained the benefits of the product to me	9	9																																								
I assumed I had a better chance of getting the loan	0	0																																								
Other (write in & ring)	X	X																																								
Don't know/Can't remember	V	V																																								
Q.6.	Do you still have this PPI policy in place, or not?	Still in place 1 Not 2 Don't know/not sure 3	<b>Q.7a</b>																																							
Q.7a	When deciding which company or companies to buy your credit and insurance from, what types of product did you compare?  Please tell me which, if any, of the phrases on this card describes how you compared products.  <b>SHOW CARD B ALLOW RESPONDENT TIME TO READ CARD FULLY BEFORE ASKING QUESTIONS 7a/b/c.</b>  IF BUNDLED PRODUCT HELD (FROM SAMPLE) : I compared the cost and/or features of my "protected loan", that is a loan with repayment insurance, with those of protected loans from other providers.  IF STAND-ALONE PRODUCT HELD (FROM SAMPLE): I compared the cost and/or features of "protected loans", that is loans with repayment insurance, with those of other protected loans.  Does this describe you or not?	Yes 1 No 2 Don't know/can't remember 3	<b>SEE BELOW</b>																																							

Q.7b	<p><b>ASK Q.7b IF HOLD BUNDLED PRODUCT (FROM SAMPLE). STAND-ALONE PRODUCT HOLDERS GO TO Q.7c</b></p> <p><b>SHOW CARD B</b> I compared the cost and/or features of my “protected loan”, that is a loan with repayment insurance, with combinations of loans and PPI policies that I could buy separately i.e. credit from one company and insurance from another company. Does this describe you or not? <b>SCRIPT NOTE: IF STAND-ALONE POLICY HELD, FORCE TO YES CODE.</b></p> <p style="text-align: right;">Yes 1 No 2 Don't know/can't remember 3</p>		<b>Q.7c</b>
Q.7c	<p><b>SHOW CARD B</b> I made more than one credit application for the same loan at about the same time, in order to get several quotes. Does this describe you or not?</p> <p style="text-align: right;">Yes 1 No 2 Don't know/can't remember 3</p>		<b>SEE INSTR. BELOW</b>
Q.7d	<p><b>IF DID NOT MAKE ANY OF THE COMPARISONS AT Q.7 - NO AT Q.7a, AND NO AT Q.7b, AND NO AT Q.7c - ASK Q.7d. REST GO TO Q.8a.</b></p> <p>What types of credit and/or insurance product did you compare with your protected loan?</p> <p>----- ----- ----- -----</p>		<b>Q.8a</b>
Q.8a	<p>You mentioned you took out the ... <b>(credit product)</b> in ... <b>(date as Q.1)</b>. Now, did you start comparing insurance products to protect your credit repayments <u>before</u> you applied for the ... <b>(credit product)</b> from ... <b>(distributor brand)</b>, or did you only start comparing insurance products <u>after</u> you had applied for the ... <b>(credit product)</b> from ... <b>(distributor brand)</b>?</p> <p><b>INTERVIEWER: MAKE SURE RESPONDENT IS ABSOLUTELY CLEAR ABOUT THIS QUESTION BEFORE TAKING THE RESPONSE</b></p> <p><b>“APPLIED MEANS THE POINT AT WHICH THE CUSTOMER CLICKED/TICKED/SAID “YES” TO SUBMIT THE LAST APPLICATION - IF YES AT Q.7c)/ APPLICATION TO ... (DISTRIBUTOR BRAND) – IF NO/DK AT Q7c</b></p> <p style="text-align: right;">Before applied for credit product 1 ----- After applied for credit product 3 ----- Don't know/Can't remember 4</p>		<b>Q.8b</b> <b>Q.8c</b> <b>Q.8d</b>
Q.8b	<p><b>ASK Q.8b IF STARTED COMPARING INSURANCE PRODUCTS BEFORE.</b></p> <p>You say you started comparing insurance products <u>before</u> you applied for ... <b>(credit product)</b> from ... <b>(distributor brand)</b>. How long before? <b>PROBE TO PRECODES</b></p> <p style="text-align: right;">Less than 1 week before 1 1-2 weeks before 2 3-4 weeks before 3 More than 4 weeks before 4 Don't know/can't remember 5</p>		<b>Q.9a</b>
Q.8c	<p><b>ASK Q.8c IF STARTED COMPARING INSURANCE PRODUCTS AFTER.</b></p> <p>You say you started comparing insurance products <u>after</u> you applied for the ... <b>(credit product)</b> from ... <b>(distributor brand)</b>. How long after? <b>PROBE TO PRECODES.</b></p> <p style="text-align: right;">Less than 1 week after 1 1-2 weeks after 2 3-4 weeks after 3 More than 4 weeks after 4</p>		

		Don't know/can't remember	5	<b>Q.9a</b>
Q.8d	<b>ASK Q.8d IF NOT SURE WHEN STARTED COMPARING INSURANCE PRODUCTS</b> Would you say you searched for the best value insurance product before or after your credit was arranged? <b>INTERVIEWER: GIVE RESPONDENT TIME TO THINK ABOUT THIS QUESTION BUT ACCEPT DON'T KNOW RESPONSE IF UNCERTAIN</b>			
		Before	1	<b>Q.8b</b>
		After	2	<b>Q.8c</b>
		Don't know/can't remember	3	<b>Q.9a</b>

Q.No.		Code	Route																																																						
	<p><b>WHICH PPI POLICIES WERE COMPARED &amp; INFORMATION SOURCES</b></p> <p><b>ASK Q.9 IF COMPARED PROTECTED LOANS (CODE 1 AT Q.7a). REST GO TO Q10</b></p>																																																								
Q.9a	<p>I'd now like to ask you about "protected loans", that is loans with repayment insurance. From how many companies did you compare combined credit and insurance policies with your ... <b>(credit product) PPI?</b></p> <p><b>PROMPT IF NECESSARY:</b> Roughly how many?</p> <p><b>INTERVIEWER: WRITE IN NUMBER OR "DON'T KNOW/CAN'T REMEMBER"</b></p>		Q.9b																																																						
Q.9b	<p>Which companies combined credit and insurance policies did you compare with your ... <b>(credit product) PPI? WRITE IN NAME(S) OF COMPANIES BELOW.</b></p> <p><b>PROMPT:</b> Which others?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>		Q.9c																																																						
Q.9c	<p>Where did you go for information to compare the best value protected loans? <b>DO NOT READ OUT. PROMPT:</b> Where else? <b>RECORD BELOW</b></p>																																																								
Q.9d	<p><b>SHOW CARD D</b> Just to check, which of the information sources on this card did you use? <b>PROMPT:</b> Which others? <b>RECORD BELOW</b></p> <table border="1" data-bbox="962 1032 1252 1975"> <thead> <tr> <th data-bbox="962 1032 1107 1070"></th> <th data-bbox="962 1070 1107 1108">Q.9c</th> <th data-bbox="962 1108 1107 1146">Q.9d</th> </tr> </thead> <tbody> <tr> <td data-bbox="1107 1032 1252 1146">General internet search engine e.g. Google, Yahoo, MSN</td> <td data-bbox="1107 1108 1252 1146">1</td> <td data-bbox="1107 1146 1252 1229">1</td> </tr> <tr> <td data-bbox="1107 1146 1252 1229">Price comparison web-site e.g. MoneyFacts, moneysupermarket, uswitch</td> <td data-bbox="1107 1229 1252 1267">2</td> <td data-bbox="1107 1267 1252 1339">2</td> </tr> <tr> <td data-bbox="1107 1229 1252 1267">Advice web-site e.g. Which.co.uk</td> <td data-bbox="1107 1267 1252 1339">3</td> <td data-bbox="1107 1339 1252 1408">3</td> </tr> <tr> <td data-bbox="1107 1267 1252 1339">Web-site of a bank/building society/financial services company</td> <td data-bbox="1107 1339 1252 1408">4</td> <td data-bbox="1107 1408 1252 1480">4</td> </tr> <tr> <td data-bbox="1107 1339 1252 1408">Leaflet from a bank/building society/financial services company</td> <td data-bbox="1107 1408 1252 1480">5</td> <td data-bbox="1107 1480 1252 1550">5</td> </tr> <tr> <td data-bbox="1107 1408 1252 1480">Direct quote (not via internet) from a bank/building society/financial services company</td> <td data-bbox="1107 1480 1252 1550">6</td> <td data-bbox="1107 1550 1252 1621">6</td> </tr> <tr> <td data-bbox="1107 1480 1252 1550">Information from a retailer/garage</td> <td data-bbox="1107 1550 1252 1621">7</td> <td data-bbox="1107 1621 1252 1691">7</td> </tr> <tr> <td data-bbox="1107 1550 1252 1621">Information from a Catalogue/Mail order company</td> <td data-bbox="1107 1621 1252 1691">8</td> <td data-bbox="1107 1691 1252 1762">8</td> </tr> <tr> <td data-bbox="1107 1621 1252 1691">Financial magazine</td> <td data-bbox="1107 1691 1252 1762">9</td> <td data-bbox="1107 1762 1252 1832">9</td> </tr> <tr> <td data-bbox="1107 1691 1252 1762">Newspaper comparison table</td> <td data-bbox="1107 1762 1252 1832">0</td> <td data-bbox="1107 1832 1252 1904">0</td> </tr> <tr> <td data-bbox="1107 1762 1252 1832">Newspaper article</td> <td data-bbox="1107 1832 1252 1904">X</td> <td data-bbox="1107 1904 1252 1975">X</td> </tr> <tr> <td data-bbox="1107 1832 1252 1904">News programme (TV/radio)</td> <td data-bbox="1107 1904 1252 1975">V</td> <td data-bbox="1107 1975 1252 2047">V</td> </tr> <tr> <td data-bbox="1107 1904 1252 1975">Advertising</td> <td data-bbox="1107 1975 1252 2047">1</td> <td data-bbox="1107 2047 1252 2119">1</td> </tr> <tr> <td data-bbox="1107 1975 1252 2047">Family/friend/colleague</td> <td data-bbox="1107 2047 1252 2119">2</td> <td data-bbox="1107 2119 1252 2190">2</td> </tr> <tr> <td data-bbox="1107 2047 1252 2119">Other (write in &amp; ring)</td> <td data-bbox="1107 2119 1252 2190">3</td> <td data-bbox="1107 2190 1252 2240">3</td> </tr> <tr> <td data-bbox="1107 2119 1252 2190">-----</td> <td data-bbox="1107 2190 1252 2240">4</td> <td data-bbox="1107 2240 1252 2240">4</td> </tr> <tr> <td data-bbox="1107 2190 1252 2240">Don't know/can't remember</td> <td data-bbox="1107 2240 1252 2240">4</td> <td data-bbox="1107 2311 1252 2240">4</td> </tr> </tbody> </table>		Q.9c	Q.9d	General internet search engine e.g. Google, Yahoo, MSN	1	1	Price comparison web-site e.g. MoneyFacts, moneysupermarket, uswitch	2	2	Advice web-site e.g. Which.co.uk	3	3	Web-site of a bank/building society/financial services company	4	4	Leaflet from a bank/building society/financial services company	5	5	Direct quote (not via internet) from a bank/building society/financial services company	6	6	Information from a retailer/garage	7	7	Information from a Catalogue/Mail order company	8	8	Financial magazine	9	9	Newspaper comparison table	0	0	Newspaper article	X	X	News programme (TV/radio)	V	V	Advertising	1	1	Family/friend/colleague	2	2	Other (write in & ring)	3	3	-----	4	4	Don't know/can't remember	4	4		Q.9e
	Q.9c	Q.9d																																																							
General internet search engine e.g. Google, Yahoo, MSN	1	1																																																							
Price comparison web-site e.g. MoneyFacts, moneysupermarket, uswitch	2	2																																																							
Advice web-site e.g. Which.co.uk	3	3																																																							
Web-site of a bank/building society/financial services company	4	4																																																							
Leaflet from a bank/building society/financial services company	5	5																																																							
Direct quote (not via internet) from a bank/building society/financial services company	6	6																																																							
Information from a retailer/garage	7	7																																																							
Information from a Catalogue/Mail order company	8	8																																																							
Financial magazine	9	9																																																							
Newspaper comparison table	0	0																																																							
Newspaper article	X	X																																																							
News programme (TV/radio)	V	V																																																							
Advertising	1	1																																																							
Family/friend/colleague	2	2																																																							
Other (write in & ring)	3	3																																																							
-----	4	4																																																							
Don't know/can't remember	4	4																																																							

Q.No.		Code	Route																							
Q.9e	<p>What information were you looking for when considering which protected loan to buy?  <b>WRITE IN. PROMPT:</b> What else?</p> <p><b>INTERVIEWER: IF "COST" OR "PRICE" MENTIONED, PROMPT:</b> What cost/price information were you looking for specifically?</p> <p><b>IF "ASPECTS/FEATURES" MENTIONED, PROMPT:</b> What aspects or features were you looking for specifically?</p> <p>-----                      -----                      -----                      -----                      -----</p>		Q.9f																							
Q.9f	<p><b>SHOW CARD E</b> (RANDOMISE ORDER ON SHOWCARD) Just to check, which, if any, of these types of information were you looking for when considering which protected loan to buy? <b>PROMPT:</b> Which others?</p> <p style="padding-left: 40px;">The amount I would pay each month for the credit and PPI combined</p> <p style="padding-left: 80px;">The overall cost of the credit and PPI over the lifetime of the loan</p> <p style="padding-left: 40px;">The extent of the cover - whether it covered accident/sickness/unemployment/death</p> <p style="padding-left: 80px;">Exclusions on claiming</p> <p style="padding-left: 40px;">The amount it would pay out if I had to claim</p> <p style="padding-left: 40px;">The waiting period i.e. the time after the accident/sickness/unemployment before payments start</p> <p style="padding-left: 80px;">Promptness of payment when due</p> <p style="padding-left: 80px;">How long the PPI cover would last</p> <p style="padding-left: 80px;">How I could apply</p> <p style="padding-left: 80px;">Other (please specify)</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>5</p> <p>6</p> <p>7</p> <p>8</p> <p>9</p> <p>0</p>	Q.9g																							
Q.9g	<p>Roughly how many hours did you spend in total looking for information about protected loans?</p> <p><b>IF UNSURE PROMPT:</b> Please give your best estimate.</p> <p><b>WRITE IN NUMBER OF HOURS</b></p> <p style="text-align: right;"><input type="text"/><input type="text"/></p>		SEE INSTR. BELOW																							
Q.10a	<p><b>ASK Q.10 IF COMPARED SEPARATE INSURANCE POLICIES (CODE 1 AT Q.7b) OR BOUGHT PPI FROM SEPARATE PROVIDER (FROM SAMPLE). REST GO TO Q11</b></p> <p>I'd now like to ask you about stand-alone insurance policies, that is policies bought separately from a credit product.</p> <p>From how many companies did you compare stand-alone insurance policies - that is PPI, income protection or critical illness policies - with your ... <b>(credit product) PPI?</b>  <b>PROMPT IF NECESSARY:</b> Roughly how many?  <b>INTERVIEWER: WRITE IN NUMBER OR "DON'T KNOW/CAN'T REMEMBER"</b></p>		Q.10b																							
Q.10b	<p>Which companies stand-alone insurance policies to protect your repayments did you compare with your ... <b>(credit product) PPI? WRITE IN NAMES OF COMPANIES BELOW</b></p> <p><b>PROMPT:</b> Which others?</p> <p><b>FOR ALL COMPANIES MENTIONED, ASK:</b> Was this a PPI policy, a Critical Illness policy, an Income Protection (IP) policy, a Life policy, or some other type of policy?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2" style="text-align: left; vertical-align: bottom;"><u>NAME OF COMPANY</u></th> <th colspan="5" style="text-align: center;">TICK APPROPRIATE TYPE</th> </tr> <tr> <th style="text-align: center;">PPI</th> <th style="text-align: center;">CI</th> <th style="text-align: center;">IP</th> <th style="text-align: center;">Life</th> <th style="text-align: center;">Other</th> </tr> </thead> <tbody> <tr> <td style="border-top: 1px dashed black;"> </td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td style="border-top: 1px dashed black;"> </td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>	<u>NAME OF COMPANY</u>	TICK APPROPRIATE TYPE					PPI	CI	IP	Life	Other		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		Q.10C
<u>NAME OF COMPANY</u>	TICK APPROPRIATE TYPE																									
	PPI	CI	IP	Life	Other																					
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					

Q.No.		Code	Route
Q.10c	Where did you go for information to compare the best value stand-alone insurance policies? <b>DO NOT READ OUT. PROMPT:</b> Where else? <b>RECORD BELOW</b>		Q.10d
Q.10d	<b>SHOW CARD F</b> Just to check, which of the information sources on this card did you use? <b>PROMPT:</b> Which others? <b>RECORD BELOW</b>		

<b>Q.No.</b>		<b>Code</b>	<b>Route</b>
Q.10g	Roughly how many hours did you spend in total looking for information about stand-alone insurance policies?  <b>IF UNSURE PROMPT:</b> Please give your best estimate.  <b>WRITE IN NUMBER OF HOURS</b>  <input type="text"/> <input type="text"/>		<b>Q.11</b>

Q.No.		Code	Route																																																																																	
<b>PRODUCT COMPARISONS</b>																																																																																				
Q.11.	<p>On which aspects, if any, was it difficult to compare different protected loans/stand-alone insurance policies <b>(text as answer to Q.7a/Q.7b)? PROBE FULLY. DO NOT READ OUT. PROMPT:</b> Which others?</p> <p style="text-align: right;">The monthly cost of the insurance 1</p> <p style="text-align: right;">The overall cost of the insurance over the period of the loan 2</p> <p style="text-align: right;">The extent of the cover - whether it covered accident/sickness/unemployment/death 3</p> <p style="text-align: right;">Exclusions that applied 4</p> <p style="text-align: right;">How much would be paid out 5</p> <p style="text-align: right;">The waiting period i.e. time after accident/sickness/unemployment before payments start 6</p> <p style="text-align: right;">Promptness of payment when due 7</p> <p style="text-align: right;">How long the PPI cover would last 8</p> <p style="text-align: right;">Other (please specify) 9</p> <hr style="width: 20%; margin-left: auto; margin-right: 0;"/> <p style="text-align: right;">Nothing – no difficulties encountered in comparing products 0</p> <p style="text-align: right;">Don't know/can't remember X</p>		<b>Q.12.</b>																																																																																	
Q.12.	<p><b>SHOW CARD H</b> How easy or difficult was it to compare different protected loans/stand alone insurance policies <b>(text as answer to Q.7a/Q.7b)</b> in terms of .....  <b>READ OUT EACH STATEMENT IN TURN. ROTATE ORDER OF READING OUT.</b></p> <table border="1" data-bbox="193 1010 1254 2022"> <thead> <tr> <th data-bbox="193 1010 528 1279"></th> <th data-bbox="528 1010 603 1279">Extremely easy</th> <th data-bbox="603 1010 678 1279">Very easy</th> <th data-bbox="678 1010 753 1279">Fairly easy</th> <th data-bbox="753 1010 828 1279">Fairly difficult</th> <th data-bbox="828 1010 903 1279">Very difficult</th> <th data-bbox="903 1010 978 1279">Extremely difficult</th> <th data-bbox="978 1010 1053 1279">Don't know/ Can't remember</th> <th data-bbox="1053 1010 1128 1279">Didn't Compare</th> </tr> </thead> <tbody> <tr> <td data-bbox="193 1279 528 1352">The monthly cost of the insurance</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1352 528 1458">The overall cost of the insurance over the period of the loan</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1458 528 1599">The extent of the cover - whether it covered accident/sickness/unemployment/death</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1599 528 1644">Exclusions that applied</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1644 528 1718">How much would be paid out</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1718 528 1883">The waiting period, that is the time after the accident/sickness/unemployment before payments start</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1883 528 1957">Promptness of payment when due</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> <tr> <td data-bbox="193 1957 528 2022">How long the PPI cover would last</td> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td> </tr> </tbody> </table>		Extremely easy	Very easy	Fairly easy	Fairly difficult	Very difficult	Extremely difficult	Don't know/ Can't remember	Didn't Compare	The monthly cost of the insurance	1	2	3	4	5	6	7	8	The overall cost of the insurance over the period of the loan	1	2	3	4	5	6	7	8	The extent of the cover - whether it covered accident/sickness/unemployment/death	1	2	3	4	5	6	7	8	Exclusions that applied	1	2	3	4	5	6	7	8	How much would be paid out	1	2	3	4	5	6	7	8	The waiting period, that is the time after the accident/sickness/unemployment before payments start	1	2	3	4	5	6	7	8	Promptness of payment when due	1	2	3	4	5	6	7	8	How long the PPI cover would last	1	2	3	4	5	6	7	8		<b>Q.13.</b>
	Extremely easy	Very easy	Fairly easy	Fairly difficult	Very difficult	Extremely difficult	Don't know/ Can't remember	Didn't Compare																																																																												
The monthly cost of the insurance	1	2	3	4	5	6	7	8																																																																												
The overall cost of the insurance over the period of the loan	1	2	3	4	5	6	7	8																																																																												
The extent of the cover - whether it covered accident/sickness/unemployment/death	1	2	3	4	5	6	7	8																																																																												
Exclusions that applied	1	2	3	4	5	6	7	8																																																																												
How much would be paid out	1	2	3	4	5	6	7	8																																																																												
The waiting period, that is the time after the accident/sickness/unemployment before payments start	1	2	3	4	5	6	7	8																																																																												
Promptness of payment when due	1	2	3	4	5	6	7	8																																																																												
How long the PPI cover would last	1	2	3	4	5	6	7	8																																																																												

Q.No.							Code	Route	
Q.13.	<p><b>SHOW CARD I</b> I am going to read out a number of statements and I would like you to tell me, using one of the phrases on this card, how much you agree or disagree with each statement.</p> <p><b>USE LIST A FOR HALF THE INTERVIEWS (BY PRODUCT TYPE) AND LIST B FOR THE OTHER HALF.</b></p> <p><b>READ OUT EACH STATEMENT IN TURN. ROTATE ORDER OF READING OUT STATEMENTS 2-5.</b></p>								
	<p><b>LIST A</b></p>	<p><b>Agree a lot</b></p>	<p><b>Agree a little</b></p>	<p><b>Neither agree nor disagree</b></p>	<p><b>Disagree a little</b></p>	<p><b>Disagree a lot</b></p>	<p><b>Don't know</b></p>		
<input type="checkbox"/>	<p>I would only buy PPI from a reputable financial services company that I already knew</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is <b>not</b> worth shopping around to save money on a PPI product</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is difficult to find out information about alternative PPI products</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>I didn't have time to shop around for alternative PPI products</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is difficult to compare the features and benefits of alternative PPI policies</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>I would only buy PPI from a financial services company with which I had a relationship</p>	1	2	3	4	5	6		Q.14
	<p><b>LIST B</b></p>	<p><b>Agree a lot</b></p>	<p><b>Agree a little</b></p>	<p><b>Neither agree nor disagree</b></p>	<p><b>Disagree a little</b></p>	<p><b>Disagree a lot</b></p>	<p><b>Don't know</b></p>		
<input type="checkbox"/>	<p>I would buy PPI from a reputable financial services company, even if I did not know about the company already</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is worth shopping around to save money on a PPI product</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is easy to find out information about alternative PPI products</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>I had time to shop around for alternative PPI products</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>It is easy to compare the features and benefits of alternative PPI policies</p>	1	2	3	4	5	6		
<input type="checkbox"/>	<p>I would buy PPI from a reputable financial services company, even if I did not already have a relationship with it</p>	1	2	3	4	5	6		Q.14

Q.No.		Code	Route																																	
<b>REASONS FOR TAKING OUT PPI</b>																																				
Q.14	<p>Why did you decide to take out your protected loan/PPI (text from sample) from ..... <b>(PPI provider)</b> rather than from another provider of PPI? <b>WRITE IN</b></p> <p><b>INTERVIEWER: IF "COST" OR "PRICE" MENTIONED, PROMPT:</b> What aspect of the cost/price specifically? <b>PROMPT:</b> Why else? <b>IF "ASPECTS/FEATURES" MENTIONED, PROMPT:</b> What aspects or features specifically?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>		<b>Q.15a</b>																																	
Q.15a	<p><b>SHOW CARD J</b> (RANDOMISE ORDER ON SHOWCARD) Just to confirm, which of these was the <u>most important</u> reason for deciding to take out your protected loan/PPI (text from sample) from ..... <b>(PPI provider)</b> rather than from another provider of PPI? <b>SINGLE CODE ONLY IN FIRST COLUMN BELOW</b></p>																																			
Q.15b	<p><b>SHOW CARD J</b> And which other reasons were important to you? <b>PROMPT:</b> Which others? <b>CODE ALL THAT APPLY IN SECOND COLUMN BELOW</b></p> <table border="1" data-bbox="197 860 1251 1525"> <thead> <tr> <th data-bbox="197 860 855 987"></th> <th data-bbox="855 860 1046 987">Q.15a Most important reason</th> <th data-bbox="1046 860 1251 987">Q.15b Other reasons</th> </tr> </thead> <tbody> <tr> <td data-bbox="197 987 855 1032" style="text-align: center;">The amount I would pay each month</td> <td data-bbox="855 987 1046 1032" style="text-align: center;">1</td> <td data-bbox="1046 987 1251 1032" style="text-align: center;">1</td> </tr> <tr> <td data-bbox="197 1032 855 1077" style="text-align: center;">The overall cost over the lifetime of the loan</td> <td data-bbox="855 1032 1046 1077" style="text-align: center;">2</td> <td data-bbox="1046 1032 1251 1077" style="text-align: center;">2</td> </tr> <tr> <td data-bbox="197 1077 855 1122" style="text-align: center;">The amount it would pay out if I had to claim</td> <td data-bbox="855 1077 1046 1122" style="text-align: center;">3</td> <td data-bbox="1046 1077 1251 1122" style="text-align: center;">3</td> </tr> <tr> <td data-bbox="197 1122 855 1200" style="text-align: center;">The waiting time i.e. time after accident/sickness/unemployment before payment starts</td> <td data-bbox="855 1122 1046 1200" style="text-align: center;">4</td> <td data-bbox="1046 1122 1251 1200" style="text-align: center;">4</td> </tr> <tr> <td data-bbox="197 1200 855 1245" style="text-align: center;">Promptness of payment when due</td> <td data-bbox="855 1200 1046 1245" style="text-align: center;">5</td> <td data-bbox="1046 1200 1251 1245" style="text-align: center;">5</td> </tr> <tr> <td data-bbox="197 1245 855 1323" style="text-align: center;">The extent of the cover - it covered accident/sickness/unemployment/death</td> <td data-bbox="855 1245 1046 1323" style="text-align: center;">6</td> <td data-bbox="1046 1245 1251 1323" style="text-align: center;">6</td> </tr> <tr> <td data-bbox="197 1323 855 1368" style="text-align: center;">Fewest exclusions on claiming</td> <td data-bbox="855 1323 1046 1368" style="text-align: center;">7</td> <td data-bbox="1046 1323 1251 1368" style="text-align: center;">7</td> </tr> <tr> <td data-bbox="197 1368 855 1413" style="text-align: center;">How long the PPI cover would last</td> <td data-bbox="855 1368 1046 1413" style="text-align: center;">8</td> <td data-bbox="1046 1368 1251 1413" style="text-align: center;">8</td> </tr> <tr> <td data-bbox="197 1413 855 1458" style="text-align: center;">Already had an existing relationship with provider</td> <td data-bbox="855 1413 1046 1458" style="text-align: center;">9</td> <td data-bbox="1046 1413 1251 1458" style="text-align: center;">9</td> </tr> <tr> <td data-bbox="197 1458 855 1525" style="text-align: center;">Easier/more convenient to get combined credit and PPI from same provider</td> <td data-bbox="855 1458 1046 1525" style="text-align: center;">0</td> <td data-bbox="1046 1458 1251 1525" style="text-align: center;">0</td> </tr> </tbody> </table>		Q.15a Most important reason	Q.15b Other reasons	The amount I would pay each month	1	1	The overall cost over the lifetime of the loan	2	2	The amount it would pay out if I had to claim	3	3	The waiting time i.e. time after accident/sickness/unemployment before payment starts	4	4	Promptness of payment when due	5	5	The extent of the cover - it covered accident/sickness/unemployment/death	6	6	Fewest exclusions on claiming	7	7	How long the PPI cover would last	8	8	Already had an existing relationship with provider	9	9	Easier/more convenient to get combined credit and PPI from same provider	0	0		
	Q.15a Most important reason	Q.15b Other reasons																																		
The amount I would pay each month	1	1																																		
The overall cost over the lifetime of the loan	2	2																																		
The amount it would pay out if I had to claim	3	3																																		
The waiting time i.e. time after accident/sickness/unemployment before payment starts	4	4																																		
Promptness of payment when due	5	5																																		
The extent of the cover - it covered accident/sickness/unemployment/death	6	6																																		
Fewest exclusions on claiming	7	7																																		
How long the PPI cover would last	8	8																																		
Already had an existing relationship with provider	9	9																																		
Easier/more convenient to get combined credit and PPI from same provider	0	0																																		
	<table border="1" data-bbox="197 1525 1251 1805"> <tbody> <tr> <td data-bbox="197 1525 855 1570" style="text-align: center;">Reputation of the provider/best service</td> <td data-bbox="855 1525 1046 1570" style="text-align: center;">X</td> <td data-bbox="1046 1525 1251 1570" style="text-align: center;">X</td> </tr> <tr> <td data-bbox="197 1570 855 1615" style="text-align: center;">Recommended by friend/family/colleague</td> <td data-bbox="855 1570 1046 1615" style="text-align: center;">V</td> <td data-bbox="1046 1570 1251 1615" style="text-align: center;">V</td> </tr> <tr> <td data-bbox="197 1615 855 1693" style="text-align: center;">Other (write in &amp; ring)</td> <td data-bbox="855 1615 1046 1693"></td> <td data-bbox="1046 1615 1251 1693"></td> </tr> <tr> <td data-bbox="197 1693 855 1738" style="text-align: center;">-----</td> <td data-bbox="855 1693 1046 1738" style="text-align: center;">1</td> <td data-bbox="1046 1693 1251 1738" style="text-align: center;">1</td> </tr> <tr> <td data-bbox="197 1738 855 1805" style="text-align: center;">Don't know/can't remember</td> <td data-bbox="855 1738 1046 1805" style="text-align: center;">2</td> <td data-bbox="1046 1738 1251 1805" style="text-align: center;">2</td> </tr> </tbody> </table>	Reputation of the provider/best service	X	X	Recommended by friend/family/colleague	V	V	Other (write in & ring)			-----	1	1	Don't know/can't remember	2	2		<b>SEE INSTR BELOW</b>																		
Reputation of the provider/best service	X	X																																		
Recommended by friend/family/colleague	V	V																																		
Other (write in & ring)																																				
-----	1	1																																		
Don't know/can't remember	2	2																																		
Q.15c	<p><b>INTERVIEWER: IF STAND-ALONE POLICY HELD (FROM SAMPLE) AND CODE 0 MENTIONED AT Q.15a OR Q.15b, ASK Q.15c. REST GO TO Q.16.</b></p> <p>Can I just check, you mentioned that it was easier to get combined credit and PPI from the same provider, but you bought a stand-alone insurance policy. Why did you buy a stand-alone insurance policy? <b>PROBE FULLY</b></p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>		<b>Q.16.</b>																																	

Q.No.		Code	Route
<b>SALES AND REVIEW PROCESS</b>			
Q.16.	<p>After you bought your PPI, do you recall receiving any policy documentation about the PPI from ... <b>(PPI provider)</b>?</p> <p><b>INTERVIEWER: POLICY DOCUMENTATION MEANS A KEY FACTS DOCUMENT, A POLICY DOCUMENT, OR A NEEDS STATEMENT</b></p> <p style="text-align: right;">Yes 1 No 2 Don't know/can't remember 3</p>		<b>Q.17.</b>
Q.17.	<p><b>SHOW CARD K</b> How much of the policy documentation do you recall reading?</p> <p style="text-align: right;">I read through all/nearly all of it in detail 1 I read through most of it in detail 2 I skimmed through it and read the main points 3 I just flicked through without giving it much attention 4 I did not read it at all 5 Don't know/can't remember 6</p>		<b>Q.18.</b>
Q.18.	<p>Did you know that you could cancel your PPI policy at no charge in the first 14-30 days after you bought it, known as the "cooling-off" period?</p> <p style="text-align: right;">Yes 1 No 2 Don't know 3</p>		<b>SEE INSTR. BELOW</b>
<b>IF AWARE OF COOLING-OFF PERIOD (CODE 1 AT Q.18), ASK Q.19a. REST GO TO INSTRUCTION BEFORE Q.21A</b>			
Q.19a	<p>Did you review whether your PPI policy offered you value for money or not during this cooling-off period when you had the right to cancel at no cost?</p> <p style="text-align: right;">Yes 1 No 2 Don't know/can't remember 3</p>		<p><b>See instr before Q.20.</b></p> <hr style="border-top: 1px dashed black;"/> <p><b>Q.19b</b></p> <hr style="border-top: 1px dashed black;"/> <p><b>See instr before Q.20.</b></p>
Q.19b	<p>Why did you not review the policy during the cooling-off period? <b>PROMPT:</b> Why else?</p> <p>-----</p> <p>-----</p> <p>-----</p> <p>-----</p>		<b>See instr before Q.20.</b>
<b>IF CANCELLED PPI AND AWARE OF COOLING-OFF PERIOD (CODE 1 AT Q.6 AND CODE 1 AT Q.18) ASK Q.20. REST GO TO INSTR. BEFORE Q.21A.</b>			
Q.20.	<p>Did you cancel your PPI policy during this initial cooling-off period or at a later date?</p> <p style="text-align: right;">During cooling-off period 1 Later date 2 Don't know/can't remember 3</p>		<b>Q.22a</b>

Q.No.		Code	Route
Q.21a	<b>ASK Q.21 IF NOT CANCELLED THE POLICY (CODE 2 AT Q.6). REST GO TO Q.22A.</b>		
	<p><b>IF AWARE OF COOLING-OFF PERIOD:</b>            Since this "cooling-off" period, have you reviewed whether the PPI for your ... <b>(credit product)</b> continues to offer you value for money or not?</p> <p><b>IF NOT AWARE OF COOLING-OFF PERIOD:</b> Since taking out the PPI have you reviewed, at any time, whether the PPI for your ..... <b>(credit product)</b> continues to offer you value for money or not?</p> <p style="text-align: right;">Yes 1            -----            No 2</p>	1 ----- 2	Q.21b ----- Q.22a
Q.21b	How many times have you reviewed your PPI product? <b>PROBE TO PRECODES</b>  <p style="text-align: right;">Just the once 1            A few times 2            Several times 3            Don't know/can't remember 4</p>	1 2 3 4	Q.22a
Q.22a	<p><b>ASK ALL SHOW CARD L</b> Overall, how satisfied are you with the PPI that you took out for your ... <b>(credit product)</b>?</p> <p style="text-align: right;">Extremely satisfied 1            Very satisfied 2            Fairly satisfied 3            -----            Fairly dissatisfied 4            Very dissatisfied 5            Extremely dissatisfied 6            -----            Don't know 7</p>	1 2 3 ----- 4 5 6 ----- 7	Q.24a ----- Q.23a ----- Q.24a
		Q.23a	<p><b>IF FAIRLY/VERY OR EXTREMELY DISSATISFIED AT Q.22a:</b>            Why are you dissatisfied with the insurance? <b>PROBE FULLY. PROMPT:</b> Why else?  <b>WRITE IN</b>            -----            -----            -----            -----            -----</p>
Q.23b	<p><b>IF FAIRLY/VERY OR EXTREMELY DISSATISFIED AT Q.22a AND NOT CANCELLED THE POLICY (CODE 2 AT Q.6) ASK Q.23b. REST GO TO Q24a.</b></p>		
	You say you are dissatisfied with the PPI but you have not cancelled the policy. Why have you decided not to cancel it? <b>PROBE FULLY:</b> Why else? <b>WRITE IN</b> ----- ----- ----- ----- -----		Q.24a
Q.24a	<p><b>ASK ALL</b></p> <p>Have you made a claim on this PPI policy from ... <b>(PPI provider)</b>?</p> <p style="text-align: right;">Yes 1            -----            No 2            Don't know/can't remember 3</p>	() ----- 1 2 3	Q.24b ----- Q.25.

Q.No.		Code	Route
Q.24b	Was the claim successful or not?  Yes - successful No Don't know/can't remember	1 2 3	<b>Q.25.</b>
Q.25.	Have you ever bought a PPI policy before this one from ... <b>(DISTRIBUTOR BRAND)</b> ? <b>IF YES:</b> Was this from ... <b>(DISTRIBUTOR BRAND)</b> or from another provider of PPI? <b>INTERVIEWER: MULTICODE 'YES' RESPONSE ALLOWED.</b> Yes - from (PPI provider) Yes - from another provider ----- No Don't Know/can't remember	1 2 3 4	<b>Q.26.</b>          <b>Q.27.</b>
Q.26.	<b>IF HAVE BOUGHT PREVIOUS PPI POLICY (CODE 1 or 2 AT Q.25)</b> Have you ever claimed on a previous PPI policy?  Yes No Don't Know/can't remember	1 2 3	<b>Q.27.</b>

Q.No.		Code	Route
	<b>DEMOGRAPHICS</b>		
	We are almost at the end of the survey. I just have a few final questions which will be used for analysis purposes only. I'd just like to reassure you again that your answers will remain confidential.		
Q.27.	<p>How much have you borrowed on your ... <b>(credit product)?</b></p> <p><b>INTERVIEWER: CODE TO HIGHER AMOUNT IF BETWEEN RANGES (E.G. £25,500 = £26,000)</b></p> <p style="text-align: right;"><u>Ranges for mortgages:</u></p> <p style="text-align: right;">£0 - £25,000 2</p> <p style="text-align: right;">£26,000 - £50,000 3</p> <p style="text-align: right;">£51,000 - £75,000 4</p> <p style="text-align: right;">£76,000 - £100,000 5</p> <p style="text-align: right;">£101,000+ 6</p> <p style="text-align: right;">Don't know/can't remember 7</p> <p style="text-align: right;">Refused 8</p> <p style="text-align: right;"><u>Ranges for secured loans:</u></p> <p style="text-align: right;">£0 - £10,000 1</p> <p style="text-align: right;">£11,000 - £20,000 2</p> <p style="text-align: right;">£21,000 - £30,000 3</p> <p style="text-align: right;">£31,000+ 4</p> <p style="text-align: right;">Don't know/can't remember 5</p> <p style="text-align: right;">Refused 6</p> <p style="text-align: right;"><u>Ranges for unsecured loans:</u></p> <p style="text-align: right;">£0 - £2,000 1</p> <p style="text-align: right;">£2,100 - £4,500 2</p> <p style="text-align: right;">£4,600 - £7,000 3</p> <p style="text-align: right;">£7,100 - £10,000 4</p> <p style="text-align: right;">£10,100+ 5</p> <p style="text-align: right;">Don't know/can't remember 6</p> <p style="text-align: right;">Refused 7</p>		<b>Q.28.</b>
Q.28.	<p>And over what period are you borrowing the money?</p> <p><b>INTERVIEWER: ROUND TO <u>NEAREST</u> NUMBER OF YEARS (IF ½ YEAR ROUND UPWARDS).</b></p> <p style="text-align: right;"><b>WRITE IN NUMBER OR YEARS:</b> <input type="text"/> <input type="text"/></p>		<b>Q.29.</b>
Q.29.	<p>If we conduct further research on this subject, would you be willing to take part?</p> <p style="text-align: right;">Yes 1</p> <p style="text-align: right;">No 2</p>		<b>SEE BELOW</b>

**GO TO CLASSIFICATION ON FRONT PAGE -  
THANK RESPONDENT AND CLOSE.**