

A. Introduction

1. This report sets out the main findings of qualitative research conducted for the Competition Commission (CC) by Insight Research Group (Insight) to test consumer reactions to three iterations of a PPI quotation form and three iterations of an annual statement for PPI. A copy of each form tested is included in Appendix 1.
2. The overall aims of the qualitative research were:
 - a) To assess the degree to which consumers understand the information contained within the proposed personal quotation and annual statement forms.
 - b) To identify the most effective wording, layout and typographic presentation of each form to foster consumer understanding of issues such as:
 - price
 - that PPI is optional and available from other providers
 - other sources of information that could be consulted (e.g. the FSA moneymadeclear website)
 - cancellation rights
3. The quotation and annual statement forms were evaluated in the context of four different types of insurance product.
 - a) MPPI/SMPPI/PLPPI – covering repayments on first charge mortgages, second mortgages or personal loans;
 - b) Stand-alone PPI/IP – PPI or short term income protection from an organisation other than the credit provider;
 - c) CCPPI – covering payments on credit cards;
 - d) Retail credit PPI – covering repayments on retail credit agreements.



B. Method and Sample Structure

1. This qualitative research consisted of 16 mini-group discussions (four mini-groups with customers of each type of PPI product) undertaken between 2nd and 18th March 2009 in the locations indicated in Table 1.

Table 1
Research Locations/Number of Mini-groups per PPI Product

Location	Mortgage/ Personal loan	Stand alone	Credit card	Retail
Edgware	2		1	1
Sheffield	1	1	1	1
Bury	1	1	1	1
Sutton Coldfield		2	1	1

2. Each mini-group lasted 90 minutes, comprised an average of five respondents, all of whom were current PPI customers, who had purchased their PPI within the last 12 months.
3. Participants were screened to ensure that they matched the expected social grade, age and gender composition of the group.
4. The sample was structured to provide an equal split between:
 - a) Lower (C2D) and higher (BC1) socio-economic groups
 - b) Gender
 - c) Age (18-35/36-55 years old)
 - d) In addition, credit card customers were divided into:
 - transactors (those who usually pay off their total balance each month).
 - revolvers (those who usually make the minimum payment each month).



C. Recruitment process

1. Recruitment of participants was conducted according to Market Research Society rules, by IQCS (Interviewer Quality Control Scheme) trained recruiters.
2. Participants were approached by recruiters and selected based on their eligibility using a screening questionnaire (set out in Appendix 2).
3. Mortgage/loan and credit card customers were “free found” by recruiters.
4. Retail PPI customers were recruited using sample from two of the largest UK distributors.
5. Stand-alone PPI forms were tested with current MPPI or PLPPI customers.
6. Participants were given a cash incentive for taking part of between £35 and £45 (inclusive of travel expenses).
7. The mini-groups were conducted by experienced moderators (using the discussion guide contained in Appendix 3).
8. In summary, the coverage and structure of the mini-groups comprised:
 - a) Overall attitudes to PPI
 - b) Evaluation of PPI forms through:
 - individual tasks whereby respondents were given the opportunity to look at the forms and write individual comments and observations.
 - general discussion about each form with other participants.
 - c) During each mini-group respondents were shown both the PPI quotation and PPI annual statement form options.
 - to help Insight assess the impact of the quotation and statement forms as stand alone documents the order with which they were introduced was rotated between mini-groups.
 - within each mini-group three iterations of the quotation form and three iterations of the statement form were tested. The sequence of which iteration was shown first, second or third was rotated between mini-groups.
9. The stimulus material used during the mini-groups consisted of:
 - a) Different iterations of the PPI forms (contained in Appendix 1).
 - b) A warm up and cool down enabling technique.




D. Key Insights

In this section of the report, we summarise the key insights that came from the research. The detail on which these insights are based can be found further into the report.

1. The forms were felt to be a significant step forward and would encourage:
 - a) Better understanding of PPI and alternative forms of cover.
 - b) Sense of reassurance and the availability of a helping hand.
 - c) More confident decisions.
 - d) Shopping around (many commented that they would only realise the forms' true value when they come to compare quotations).
2. The main consumer benefit was thought to be standardisation. Many respondents felt that, over time, the layout and content of the forms would become more familiar and that their confidence in their own ability to understand the information and compare quotes would grow.
3. However, it is important to note that participants in the research were “the insured” – they have bought PPI a number of times and many have PPI on more than one form of credit product. Therefore deciding to buy PPI has become a decision they make with little thought; they seem to have got into the habit of taking PPI and many said they *“get it then forget it”*.
4. Virtually all respondents admitted that they do not read the information they receive from insurance companies in any great detail.
 - a) They are often overwhelmed by junk mail.
 - b) They are often suspicious of any paragraphs of text.
 - c) Their experience has often led them to expect to be “tricked” by jargon.
 - d) They feel they are simply not clever enough to understand the content of small print.
5. In response they first try and identify mail that is genuinely for them, then try and focus on the numbers shown on quotations.

Therefore, the design of standard PPI forms needs to address the following key points:

- a) That the form is clearly for the intended consumer and can easily be identified as genuine mail.
- b) The forms are engaging and provide information of relevance to PPI customers that will help to explain the real cost of PPI and the extent of cover they are buying.
- c) The forms balance the use of figures and explanatory text.

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6. Respondents felt that one design of PPI form for all credit products, rather than many different styles of form, would be helpful as this would help to build familiarity and therefore confidence in the information on the form and promote a willingness to shop around.
 7. Many respondents were unaware of the annual or total cost of their PPI. They had previously focused on the monthly cost and tried to make a mental calculation of the affordability of their PPI on that basis. However, this short term view could mean that they are unlikely to add up the cost of PPI over a period: therefore including annual cost can take some by surprise and make them think about the overall cost of PPI compared to the potential benefit. It is therefore important that the forms include the annual cost of PPI plus the total cost of PPI (when this is feasible and appropriate).
 8. Some detailed aspects of the PPI form caused much confused discussion (especially the figures for £cost/£benefit and the mention of an ongoing discussion about PPI with the provider). However, it is important to consider that the £cost/£benefit was shown as one figure on a quote rather than a series of comparisons between quotes from different providers that may have allowed respondents to better understand the value of the information. Respondents were easily confused by difficult specific details when looking at the forms and could be put off reading any further.
 9. The wording used in the quotes to describe the 24 hour period before the customer could purchase PPI and the 14 day quotation validity period caused some confusion with respondents. The quote needs a simple, plausible explanation of the reasons for these procedures.
 10. The statement form also caused confusion and it could benefit from a new name: it did not contain the kind of information normally associated with a statement (such as payment history). It was therefore unclear to many whether the form was a statement, quotation or annual review. Using the title “annual review” appears to provide the right context given what is on the form. Respondents would therefore expect the form to prompt them to:
 - a) Confirm whether the details on the form are correct.
 - b) Pay attention to the cost of PPI and seek alternatives that may be more appropriate or cheaper.
 - c) Consider the annual review as an opportunity to cancel.
 11. However, even the most effective quote and statement titles tested may still not convey the importance of the form. An extra line of text underneath the title setting out “why this form matters” would emphasise the importance of reading the form and provide a précis of the content.
 12. Whilst the information included in the box marked: “important information” was found to be useful (especially the comments about more appropriate or cheaper cover and the moneymadeclear website) many commented that it did not have the impact they would hope for: the title seemed serious and was thought to be a legal requirement. Therefore the box would have greater impact with a new name, such as “Things you should know about PPI”.
 13. Both support and information websites were appreciated, especially moneymadeclear as its name suggests friendly, easy to understand and unbiased advice.



14. The three iterations of each form tested were laid out in slightly different orders. Respondents commented that a logical order of the sections would help them quickly understand the information on the form.
- a) Emphasising the important information and full details of cover by placing them at the top of the form.
 - b) Followed by PPI cover included and the PPI quote.
 - c) Personal details should be kept to a minimum, but where date of birth, employment status or other material information is required to ensure eligibility for cover these details should be added to the details of PPI cover included section.
 - d) Information on the credit on which the cover is based should appear at the bottom of the form as a reminder to consumer of the associated credit product for the PPI cover.



E. Detailed Findings


Buying PPI

1. Behaviour and attitudes to PPI indicate that making a PPI purchase is hampered by a bundle of negative associations and expectations:
 - a) Some consumers panic buy – they feel they have to get their PPI cover sorted out quickly to make sure that they are covered against any eventuality.
 - b) An attitude of "any PPI is better than no PPI" creates a rather reckless approach to the purchase. Consumers often say they will accept the first offer of PPI and do not examine the quote, cover or exclusions and limitations in any detail.
 - c) PPI can also appear to be a deceptively simple financial product to buy – the relatively low cost per month and because PPI has often been bundled in with a credit product in the past has meant that a PPI purchase has not been given much thought.
 - d) Respondents said they found the numbers of the forms to be their main focus as they felt they could understand the figures more than the words, as they often found wording on similar forms to be laced with jargon and phrases that they found confusing. Therefore they placed greater trust in numbers and were often sceptical about the wording they associated with forms for products such as PPI.
 - e) There is an expectation that individual providers will set out their information and explanations differently, making comparison more difficult.
 - f) Habitual form reading was found to be very rare. The majority confess that they have felt overwhelmed by the information they have received in the past and have tended to make many of their decisions "on faith".
2. Buying PPI has, for the majority of respondents, become a habit, based either on an unwillingness to invest too much effort into the PPI purchase or on a faith in the brand providing the credit product – a product they approach with a "get it then forget it" mindset.

Respondents described the PPI selling process as one characterised by:

- a) A fear of feeling stupid and not being clever enough to understand the information they were given about PPI.
- b) Frustration at the process and the service they have received when taking out PPI and/or when making a claim.

*"It's a never ending cycle of nonsense paperwork. I didn't even know about PPI before I took out a loan and I don't think many people do...you just tick the box."
Credit card, older female*

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3. However, irrespective of the state of their financial affairs, respondents do feel they get peace of mind from their PPI purchase. Many felt that given the current economic climate it was better for them to be over-protected rather than under-protected.

To summarise, respondents fell in to one of three categories:

- a) The Led: (Approximately one-third of respondents). Felt they were led, pestered or obliged to take PPI as part of getting a credit product. They hardly ever read forms and had a rather childlike attitude to their finances – thinking very short term about what they will do with the credit. Some from this segment admitted to feeling little shame that they had “never read a PPI form before.”
- b) Knee Jerk: (Just under two-thirds of respondents). Habitually automatically take out PPI. Often likely to say, “I am an insurance kind of person” or “it’s just what I do (take out PPI).” However, (like “The Led”) they rarely look at the true cost of PPI and place a considerable amount of faith in the credit provider brand to offer them appropriate PPI cover as they can feel overwhelmed by detail.
- c) Savvy: (Very rare, they tend to be older (36-55 years old) and credit card transactors). Are more astute about PPI and the information contained on the forms. Unlike the other two categories they like detail and are prepared to look through what others consider to be small print.

Verbatim comments on PPI included the following:

“It’s my general feeling. I don’t enjoy it. It’s going to cost me something. Especially PPI, it’s an extra product.” Credit card, young male

“It’s frightening. I’m not confident and I don’t feel clever enough. It’s difficult to compare things, it’s long winded and complicated.” Mortgage/stand alone, older female

“Sales people can be pushy and treat you like you’ve got cotton wool in your between your ears.” Retail, older female

“They offer and offer you and offer you....and then you’re up to your limit and you can’t pay for it.” Loans/stand alone young female

“I did it online and they’ve got so many boxes they have already ticked for you that you have un-tick it if you don’t want it....they mix it up to confuse you.” Credit card, older female

“When I took out my catalogue over the phone they asked me if I wanted it (PPI) and I said yes. I panic! I always get things to cover my back.” Retail, older female



F. Reaction to the PPI forms

Initial reactions to the forms

1. Respondents like the idea of a standard set of forms that all providers would be obliged to use. Standardisation was quickly seen as a way to make comparison between different providers' quotes easier.
2. However, some were unclear how the process of shopping around would work as they had thought that having PPI was a condition of getting the credit product they wanted (especially mentioned by personal loan customers) and were therefore unsure how their lender would feel about PPI from a different provider.

Overall Reaction to the Quotation Form

3. Overall reaction to the quotation form was positive. Respondents were not aware of having seen a quotation form like this for their PPI and they found the content both in terms of numbers and explanations informative.
4. The form was found to be refreshing as it was thought to provide:
 - a) Information to help them look for other options, such as websites from the FSA.
 - b) Advice that PPI might not be the correct product for them and that alternative or more appropriate cover may be available.
 - c) New and interesting figures that would help them judge the cost of PPI or whether they were getting good value for money. For example, the annual cost of PPI and the combined APR.
 - d) A period of time to allow consumers to think about the cost of PPI and if they wanted to seek alternatives quotes (for example the 14 day period over which the quote was valid).
 - e) Relatively straightforward explanations of key figures on the form (such as combined APR) and using easy to understand language that was jargon free.
5. The quotation form also seemed to suggest that the way they would buy PPI in future would be different. Previously many had just ticked or unticked a box on a website or had been asked by a call centre whether they wanted the cover included. Respondents therefore felt that the forms could be the beginning of a change in procedure that would help prevent pressure from sales people that they had felt in the past, often wondering whether staff were on commission for selling in PPI with the credit agreement.



Overall Reaction to the Statement Form

1. Reaction to the annual statement form was mixed. Irrespective of whether it was shown after the quotation form or before, respondents in every session were unsure what the purpose of the annual statement form was. They often questioned whether it was a statement, because it did not seem to contain the kind of information they associate with a statement. For example, the form did not show payment history.
2. Instead, they see the statement form as an opportunity to re-assess their personal details and the PPI cover they need: so the form could have a greater impact and be more easily understood if it were renamed an "annual review" form.

The annual review form would then be used to:

- a) Read through the details on the form and to check their accuracy. Respondents would check their name and address, employment status, and if there had been any other material changes that could affect their eligibility for cover. If necessary respondents would then contact the provider.
- b) Consider, given the advice on the form, whether PPI was still the most appropriate cover for them and, if not, use the information on the form to exercise their right to cancel.
- c) However, if the statement form is to act as an annual review (given many consumers are used to automatic renewal notices for other forms of insurance that require no action), the form must stress the need to contact the provider if any details are incorrect, and that PPI cover may be at risk if consumers fail to do so.

Verbatim comments made about the statement form included:

"I'd read it to make sure that everything is still the same and still applicable. You'd just read it through and file it." Mortgage/stand alone older female

"It triggers you to get in touch with them if there's any changes." Mortgage/stand alone older female

"Like nothing anyone has ever done before, it's amazing, you can cancel it!" Loans, older female



G. Overall Layout of the Forms

1. The research tested three iterations of each of the forms (iterations F, G and H), which can be found within Appendix 1.
2. The following points summarise reaction to the layout and content of the forms and potential indications for the future development of the forms by the CC.
 - a) The information on the form needs to be well spaced, leaving as much white space on the page as possible. Respondents preferred the layout of iteration F, because it seems to be set out in a way that meant the information did not overwhelm the reader.
 - b) It is important to get a balance between the figures shown on the form and the explanations and other text. The figures were felt to convey information that the consumer could be certain about, whereas the writing often confused.

“The boxes (figures) draw you in more than the paragraphs of writing, because the writing gets a bit bewildering” Retail, older female

- c) Any wording on the form (titles, explanations etc) needs to be in simple (plain) English. Some phrases (e.g. “at least”, “could”, “may”) should be avoided as they suggest that the provider is being unclear or deliberately vague.
- d) Any wording that suggests that consumers may be involved in an ongoing discussion about PPI with a provider was rejected. Respondents stated they do not want to discuss PPI on an ongoing basis, preferring to make their purchase and only think about PPI again if they need to make a claim or review their policy.
- e) Wherever possible the form should be personalised to the individual receiving the form. Phrases such as “your PPI quotation” were preferred, as they signal that the form is for the target individual and is therefore less likely to be thought of as junk mail and discarded.
- f) However, personal details on the form should be kept to a minimum. Address details should be shown as they would in a letter (as on iteration H of the quotation). Other iterations of the form placed these details in the middle of the form taking up valuable space. It was accepted that specific details such as employment status and date of birth were necessary if they affected eligibility for PPI cover, but should be only be on the form if that was the case.



H. Optimal Ordering of Information on the Forms

1. In addition to layout, the order of the blocks of information on the form (if thought to be logical) was found to help identify the key pieces of information on the form and reduce the possibility that the amount of information would be overwhelming. The ordering of the information on the form in a logical flow will encourage consumers to read the form, reduce confusion and the chance of the form being discarded unread.
2. Respondents were asked for their preferred order. The majority felt the following order would be the most logical for them to follow (this order is the same as that shown on iteration H).
 - 1) Address (letter style shown in the top left of the form)
 - 2) Title of form
 - 3) Important information box
 - 4) A statement that full details of cover, exclusions and limitations are attached (outside the important information box)
 - 5) Details of the PPI cover included (e.g. life, accident, etc)
 - 6) PPI quote (annual and other expressions of the cost of PPI)
 - 7) The credit product on which the PPI is based (a mortgage or loan for example)



I. Detailed Feedback on Each Section of the Form

Personal Details

1. Both the quotation and statement forms contained personal information. In iterations F and G the personal details were placed in the centre of the form (as shown below), while on iteration H the amount of detail was reduced to name and address only and it was shown in the top left corner as it would in a letter.

Your Information	
Title	Mr
First Name	Robert
Surname	Smith
Date of birth	25 / 07 / 01960
Employment Status	Full time employed
Address	16 Apple Tree Crescent
Postcode	CT9 3DS

2. Virtually all respondents accepted that a PPI form would have to include some personal details, however there was a clear preference for these details to be kept to a minimum and for a 'letter style' address as in iteration H.
3. If placed centrally on the form (as in iterations F and G) the location and amount of space taken up with personal details draws the eye, becomes the focus of attention, rather than the "important information" or the details of the PPI cover and quote. Therefore unless the personal details are likely to affect PPI cover they could crowd out other information if placed as they were in iterations F and G.

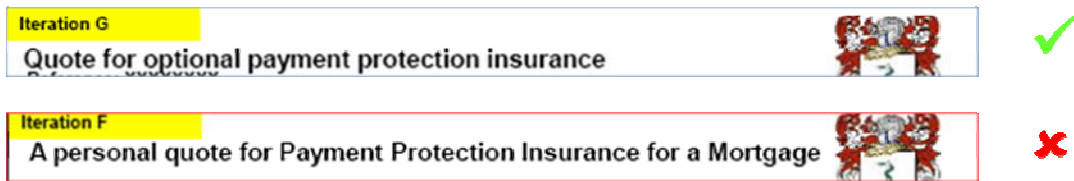
The key points on personal details were:

- ✓ A 'letter style' address positively benefits the layout of the form, which is less crowded.
 - ✓ Date of birth and employment status:
 - shows accuracy and demonstrates that the form is for the recipient.
 - is a negative (for a minority of respondents) who fear identity theft and distrust providers that seem to use their personal information on forms unnecessarily.
 - ✗ The forms were thought to fail to state the importance of the personal information to the PPI quote or statement shown, if it was hidden in the address.
 - there was some surprise amongst older females that marital status is not included, as they were concerned that their marital status may affect their PPI if it had been taken out on a mortgage product.
4. Where employment status and date of birth information were a required consideration for PPI cover it was felt that it would be more logical to include this information in the 'details of PPI cover' section. There would be a need, however, to emphasise on the statement form that changes to employment status should be communicated to the PPI provider.



Form Title

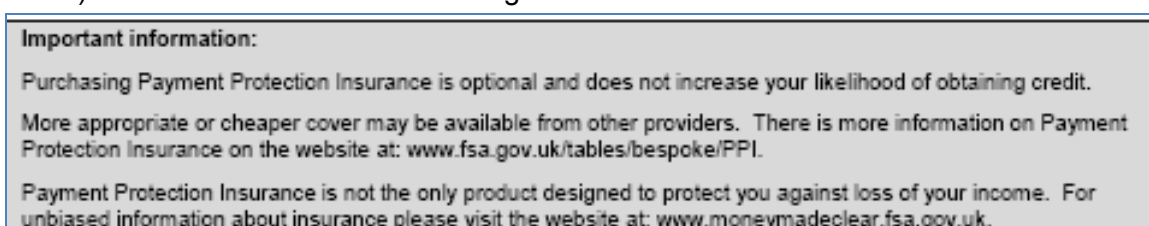
Two versions of form titles were tested in the research: a shorter version on iteration G and a full version on iterations F and H.




- The shorter of the two titles (iteration G) was preferred by the majority of respondents. It was considered important to include the word 'optional' in the title to reiterate the point made further down the form in the "important information" box.
- Key points on the form title were found to be:
 - ✓ The form title needs to be short and to the point.
 - ✓ There is a risk of forms being discarded as junk mail if:
 - the title is too wordy.
 - the title does not indicate that the form is not obviously for them – consumers would react positively to including the word "your" in the title or the phrase "you requested" at the end of the title.
 - the title is not descriptive of the content. Consumers would prefer a title such as annual review instead of annual statement.
- However, even the better title (Iteration G) did not fully convey the value of the form, so including a subtitle or précis using the phrase "Why this form matters" would increase the impact of the form.

The Important Information Box

- The three iterations of the forms tested included an "important information" box, placed near the top of the form on iterations F and H and at the bottom of the form on iteration G. The important information box on iteration G was also expanded to include a statement about full details of cover, exclusions and limitations.
- The key information this box sought to convey to respondents was that:
 - a) PPI is optional.
 - b) PPI cover does not increase the likelihood of gaining credit.
 - c) more appropriate or alternative PPI cover may be available (both phrases were tested).
 - d) that unbiased information and guidance is available on two FSA websites.



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3. Elements of the “important information” box were thought to be important, ‘newsworthy’ and ‘original’ by all respondents – especially the phrase ‘more appropriate or cheaper cover may be available from other providers’. Very few had considered taking PPI from a different provider before and some had thought that PPI was a prerequisite of gaining credit. Therefore they were engaged in the information contained in the box even though it meant for some that they would have “extra work” to do shopping around for PPI.

Key points on the important information box include:

- ✘ Respondents did not always see the contents of the box as **the** most ‘important information’ on the form; many have developed a habit of giving greater weight to figures on forms than words that can confuse and bewilder.
 - it was not always apparent if the information in the box is important for consumers to know or important for legislators such as the FSA to state. For some respondents the sense that the information was a legal requirement made it less important than if the information was thought to come from the credit provider.
 - ✓ The phrase ‘more appropriate or cheaper’ was thought to have much greater impact than the phrase ‘alternative cover’. ‘Alternative’ was thought to be the kind of disliked vague or “woolly” language used by financial institutions.
 - however, it was thought the preferred phrase could be improved if it said ‘cheaper or more appropriate’ rather than ‘more appropriate and cheaper.’
 - ✓ The websites shown in the important information box were thought to be to be important to the vast majority of consumers, especially the www.moneymadeclear..... as it was thought that the name suggested friendly advice that would be designed to be easy to understand and jargon free.
 - the websites could be made to stand out of the form if they were underlined or written in a blue colour to signify a web link.
4. While the information in the important information box was thought to be valuable, the term ‘important information’ could be improved: the research suggests that **‘things you should know about PPI’** would better engage consumers and make the information feel more relevant.



Full Details of Cover, Exclusions and Limitations

Each form included the following statement.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product with you including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

1. The statement was shown immediately under the important information box on iterations F and H. It was embedded into the important information box on iteration G.

Key points on this section of the form are:

- ✓ Respondents acknowledge that the extra detail mentioned in the statement is necessary and they would expect there to be one or two extra pages of “*small print*” attached to the PPI form. However, the majority said that they were unlikely to read these extra pages and very few said they would look through them in any great detail.
 - ✗ The acceptance that there will be extra pages of *small print* is tinged with some scepticism. However, the introduction of a standard set of PPI forms leads many to expect that a logical next step would be a standard set of exclusions and limitations that all providers would be obliged to use.
 - ✓ The ideal position for this section of information was thought to be under the important information as in iterations F and H.
 - the section can get lost if it is included in the important information box as in iteration G with many having to be prompted to notice the paragraph is on the form.
2. As previously stated, respondents expressed a preference for definite language and react strongly against terms that they consider to be vague. For example, the description in the statement of the 14 day period over which the quote remained valid provoked this reaction. Their negative reaction is often because of past feeling that providers were not being clear; or that they themselves may misunderstand the meaning of such phrases and/or frustration at the explanations received from providers.



3. The key points raised around the detail of this statement were:

- × The phrase 'at least 14 days' in relation to the period over which the quote remained valid was disliked. This was seen as an example of woolly language and provoked a cynical reaction.

"When would it start? They can say from whenever and that's how I've been caught out before. It sounds a bit blasé. It depends on the how reliable the post is!"

Mortgage/stand alone, older female

- × The reasons behind the 14 day period were not apparent. Customers recalled quotes for other services, such as utilities, which allowed consumers to consider a quote for a period of 28 days. A simple explanation, using definite language is needed (E.g. '*We are obliged to honour this quote for a 14 day quotation validity period to allow you to shop around*').
- × There was an intense dislike of the term 'discuss' in this statement, suggesting an ongoing and open-ended conversation about PPI. All but the most savvy want a simple transaction when buying PPI, rather than the beginning of a discussion about PPI or any other related financial product.

24 hour period before consumer can take out PPI from credit provider

To take out the Payment Protection insurance please ring xxx xxx xxx or visit www.companyname.com after 3pm on xx.xxx.2009

1. Iteration F indicated a need to contact the PPI provider “after 3pm” the following day to take out PPI cover. Neither this iteration nor iteration G, which specified a future date at which the consumer could contact the provider to take out PPI were self-explanatory. Both versions needed further explanation, following which there was a lot of confusion and negative comments.
2. As with the 14 day shopping around period, much of this comment was because of a change in procedure, compared with their previous experience of PPI, that respondents felt was not fully explained on the form and which they could not explain satisfactorily to themselves.
3. In the absence of such an explanation, the language used on the form about this point was considered coy and respondents found it very difficult to understand:
 - a) Why they were being asked to contact the provider rather than the provider contacting them?
 - b) Why there was a specific time mentioned when they should call back?
4. Any reference on the form to the 24 hour delay therefore needs to be re-worded to express the legal requirement for a gap between agreeing a credit product and taking out PPI.
 - for example an explanation could be worded as follows: *'we cannot sell you PPI at the same time as arranging credit. You can contact us after you have had 24 hours to think about whether our PPI is the right product for you'*
5. However, wording the 24 hour delay will be difficult to get right as consumers will be prone to jump to the conclusion that a request for them to contact the provider is a signal of poor customer service.



Details of PPI Cover Included

1. Details of the cover provided by the examples of PPI shown on the quotation and statement forms were presented in two ways: one explaining in words the cover included (shown on iteration F and H) and one with the included cover shown in summary using Y for yes and X for no (iteration G).

Payment protection Insurance quotation	Type of cover included
Life	Not included
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Other	Not included



Payment Protection Insurance quotation	Type of cover included
Life	X
Accident & Sickness	Y
Unemployment	Y
Other	X



2. The respondents generally knew little about the details of their PPI cover.
3. Whenever a point on the form raised an issue that our respondents knew little about it generated great interest.
4. Iterations F and H, (that contained more detail) were preferred, because they provide detail of what the PPI covers and how long the cover will last in the event of a claim, but some thought that the level of detail shown on iterations F and H could be on another page to give more space on the form. The limited information on iteration G was almost always rejected.
5. Other key points on PPI cover included are:
 - a) Consistent wording or numerical descriptions between forms for different cover and between credit products are important to help consumers become familiar with the information shown. For example, consistent use of fractions or percentages and naming of types of cover (e.g. one form included a category described as 'other').
 - b) If personal details such as date of birth, marital and employment status are required because they may affect PPI cover, they should be included on this part of part of the form under the heading 'the PPI cover included in this quote is based on ...'



The PPI quotation

1. The quotation and statement forms indicated the cost of PPI cover in following ways:
 - a) Monthly cost
 - b) Annual cost
 - c) Total of PPI (loan and mortgage PPI only)
 - d) Combined APR
 - e) Monthly cost of PPI for every £100 benefit

2. An example of a PPI quotation from the mortgage PPI form is shown below.

<u>Cost of Payment Protection Insurance cover</u>	
Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53
Combined APR* (credit and Payment Protection Insurance)	6.8%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**	£5

3. The position of the PPI cost information was also shown on different parts of the form on iterations F, G and H.

4. Respondent reaction and the level of debate around the cost of PPI indicated that this is possibly the most important part of the form. Respondents have got into the habit of assessing the affordability of PPI by focusing on the monthly cost. While understandable, the focus on monthly cost meant that PPI was often dismissed as a less important purchase because it was thought to be quite cheap. The inclusion of the annual cost of PPI often caused respondents to stop and think (for perhaps the first time), about how much their PPI was costing them. For those with multi PPI policies the annual cost figures on the forms were an even more important talking point evoking comments such as *"it makes you think, how much am I really paying for this."*

5. Where shown on loan and mortgage forms the total cost of PPI caused even more concern as the sums involved were large. Therefore, where it is possible to calculate a total cost of PPI it should be included on the form, as it will help provide a greater understanding of the cost of PPI.

6. Overall, these different ways of expressing the cost of PPI were considered newsworthy by respondents: and signal a level of engagement in the form that was very encouraging. It is likely that consumers would react positively to placing the annual (and where possible total cost) above the monthly cost on the form, because although consumers may generally think about their finances on a monthly basis, annual and total costs will help them:
 - a) Understand the true cost of PPI.
 - b) Compare PPI quotes in the future.

Monthly cost of PPI for every £100 of monthly PPI benefit

1. Each form included a figure that expressed the cost of the PPI purchased for every £100 of benefit a consumer would receive in the event of a claim. These “£cost/£benefit” figures for each credit product were:
 - a) Personal loans = £11.20/£100
 - b) Retail = £10/£100
 - c) Credit card = £7.90/£100
 - d) Stand alone = £5/£100
 - e) Mortgage = £5/£100
2. Respondents were only shown PPI forms for one credit product per mini-group. Therefore, their reaction to the £cost/£benefit figures were in the context of not being able to compare between different providers or between different PPI for different products. In this context, respondents often found the figures for £cost/£benefit confusing and of little value. Most of the confusion was due to inability to reconcile the figure for £cost/£benefit with the monthly cost of PPI. Few wanted to attempt the maths involved and those that did, did not take into account the length of cover provided by the PPI cover shown.
3. Respondents did recognise that the figures would be a useful way of comparing quotes from different providers, but also said that they would be more likely to compare other figures before using the £cost/£benefit.
4. The key points around £cost/£benefit are:

Positive

- ✓ Figures may help to indicate the relative cost of PPI from different providers and of different PPI products.
- ✓ The explanation was thought to be very good - simply worded and contained all the information a consumer would need.

Negative


Can cause confusion because:

- ✗ Few are willing to try and do the maths and those that do cannot work out the numbers.
- ✗ Some think the figures are indicating an additional cost that they would have to pay.
- ✗ The figures are not understood within the context of the forms even with the full explanation shown on any form.
- ✗ Respondents are not sure what the figures add to their understanding of PPI even when explained.

Verbatim comments included:

*“I’m not sure what difference it makes, what’s important is what you’re actually paying”
Credit card, older female*

“I was a bit confused by this monthly cost of cover for every £100.” Personal loan, male

- 
5. Overall, in the context of how the figures were used on the PPI forms tested the £cost/£benefit figures can overwhelm some and may not be yet be ready for this kind of explanation on the form. However, they may react differently if the figures were shown to be a valuable means of comparison when providers advertise, and may then become a useful currency for comparison.

Combined APR

1. All the forms showed both an APR for the credit product and a higher combined APR for both the credit and PPI together. In the case of retail and credit card PPI the uplift between the credit APR and combined APR was considerable. These examples are shown below:

Credit card APR = 15.5%, combined APR = 24.9%

Retail APR = 15.5%, combined APR = 37.9%

2. Each iteration presented combined APR in a slightly different way:
 - a) F, just showed the number.
 - b) G, showed the combined APR within a paragraph of text.
 - c) H, showed both the number for an APR and an explanation.
3. Respondents found the concept of combined APR confusing because few could understand why PPI was subject to an APR. But it was seen as very important information and, like annual cost of PPI, made them stop and think. Credit card & retail customers, in particular, were taken aback by the increase over the APR for the credit.
4. Therefore the key points on combined APR are:
 - ✓ The concept of combined APR was seen as useful, however not understood by all.
 - ✗ Two APR figures confuse some.
 - ✓ Once seen, respondents want the combined APR figure to be shown clearly and not just the explanation as on iteration G.
 - ✓ The presentation of combined APR on iteration H was preferred as respondents felt they benefitted from both the combined APR figure and the explanation given.

Verbatim comments on combined APR included:

"They're trying to say that it will cost you more to have PPI." Credit card, young male

"Conflicting information makes you think you are going to be stitched up." Credit card, young male

"The (combined) APR should be there because it allows you to compare." Mortgage, older female



Credit on which the PPI is based

1. A description of the credit product upon which each PPI quotation and statement was based was included on the form. Each iteration placed the type of information shown below (the example is from the mortgage form) on different parts of the form.

The credit on which this quote is based	
Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Annual Percentage Rate of Charge (APR)	6.3%
Instalments	£977.70 per month

2. Respondents accepted that the information was needed as a reminder and to check the validity of the quotation/ statement.
3. For mortgage PPI customers the information was greeted with stunned silence. While they are aware of how much their mortgage costs them each month, few wanted to know how much they were paying each year and none had considered the cost over the course of 25 years. One respondent commented:

“Makes me feel sick, but I need to know” older female

“The numbers are really scary” older male

4. The overall sentiment they felt when reviewing the information on each PPI form about their credit was that ‘there is information you want to read and then there is information that you need to read.’ Therefore, even though the figures are disliked the information is important and needed.
5. The majority felt that this information was best placed at the bottom of the form (as shown on iteration H).



Attitudes to PPI after reviewing the PPI forms

1. After all the PPI forms had been reviewed, respondents were asked to imagine that standardised forms for PPI had been introduced and to discuss how they would feel the next time they bought PPI.
2. Overall, all respondents said that they felt the introduction of the forms were a positive step that would help them feel more confident about PPI and the information shown on the forms.
3. There was a marked shift in attitude between the beginning of the qualitative sessions and the end. Initially cautious about PPI purchases, this changed to optimism and confidence.

Verbatim comments on the forms and their change in attitude to PPI included:

"Now I'm getting some help!" Retail, younger female

"Happy, smiling and more confident." Mortgage, older female

"It's safe to shop around." Credit cards, older female

"It makes life more simple." Personal loan, young female

"It makes more sense now, coming down to the ground ... down to Earth." Credit card, older male

*"If you had 10 quotes to compare, with these forms it would be easier."
Mortgage, older female*

4. Key points to support consumers in understanding PPI are:
 - a) Include new and engaging ways of expressing the cost of PPI such as annual, total cost and combined APR.
 - b) Include new and engaging expressions of things consumers should know about PPI.
 - c) Provide consumers with tools that will help them find simple, easy to understand advice from unbiased sources, that are framed in a friendly "consumer watchdog" manner.



Appendix 1
The PPI Forms

A personal quote for Payment Protection Insurance for a Mortgage



Reference: XXXXXXXX

Date provided : XXXXXXXX

A.N. Other Company

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Your Information

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Date of birth	<input type="text" value="DD / MM / YYYY"/>
Employment Status	<input type="text" value="Full time employed"/>
Address	<input type="text"/>
Postcode	<input type="text"/>

The credit on which this quote is based

Start Date	<input type="text" value="01 /01 /2009"/>
The duration of the credit agreement	<input type="text" value="25 years"/>
The total amount of credit	<input type="text" value="£150,000"/>
Total charge for credit	<input type="text" value="£143,310"/>
Total amount payable	<input type="text" value="£293,310"/>
Instalments	<input type="text" value="£977.70 per month"/>
Annual Percentage Rate of Charge (APR)	<input type="text" value="6.3%"/>

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation Type of cover included

Life	<input type="text" value="Not included"/>
Accident & Sickness	<input type="text" value="Up to 12 months of monthly instalments"/>
Unemployment	<input type="text" value="Up to 12 months of monthly instalments"/>
Other	<input type="text" value="Not included"/>

Cost of Payment Protection Insurance cover

Monthly cost of Payment protection Insurance	<input type="text" value="£48.89"/>
Annual cost of Payment Protection Insurance	<input type="text" value="£586.62"/>
Total cost of Payment Protection Insurance for the duration of the credit agreement	<input type="text" value="£14,665.53"/>
Combined APR* (credit and Payment Protection Insurance)	<input type="text" value="6.8%"/>
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	<input type="text" value="£5"/>

* The combined loan and Payment Protection Insurance APR is provided for illustrative purposes and does not alter that Payment Protection Insurance is optional and is not a condition of credit

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after 3pm on xx.xx.2009



Quote for optional payment protection insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Your Information

Title	
First Name	
Surname	
Employment Status	Full time employed
Address	
Postcode	

The credit on which this quote is based

Type of credit	Mortgage
Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Instalments	£977.70 per month
Annual Percentage Rate of Charge (APR)	6.3%

Payment Protection Insurance quotation

Type of cover included

Life	X
Accident & Sickness	Y
Unemployment	Y
Other	X

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53

Taking out the combination of credit and Payment Protection Insurance shown in this quote would cost you the same over a period as taking out a credit product with an APR of 6.8%.

The monthly cost of this product for every £100 of monthly benefit is £5. This means that for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Payment Protection Insurance is an optional product and does not affect your likelihood of obtaining credit.

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you PPI we will need to discuss the key features of the product with you including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after xx.xx.2009

Iteration H

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Postcode:



A.N Other Company

A personal quote for Payment Protection Insurance for a Mortgage

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit. More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI. Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product with you including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment protection Insurance quotation Type of cover included

Life	Not included
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Other	Not included

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53
Combined APR* (credit and Payment Protection Insurance)	6.8%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**	£5

*We have calculated a combined APR to illustrate the cost of taking the credit and Payment Protection Insurance together. Comparing this measure with the APR of the credit alone gives an indication of the additional cost of Payment Protection Insurance over a period.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

The credit on which this quote is based

Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Annual Percentage Rate of Charge (APR)	6.3%
Instalments	£977.70 per month



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual statement for Payment Protection Insurance for a Mortgage

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bspoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

The credit protected by this cover

Type of credit	Mortgage
Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Instalments	£977.70 per month

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Life	Not included
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Other	Not included

Type of cover included

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£5

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual statement for Payment Protection Insurance for a Mortgage

Reference: XXXXXXXX

Date provided : XXXXXXXX

The credit protected by this cover

Type of credit	Mortgage
Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Instalments	£978 per month

Payment Protection Insurance

Type of cover included

Life	x
Accident & Sickness	Y
Unemployment	Y
Other	x

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

The monthly cost of this product for every £100 of monthly benefit is £5. This means that for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Payment Protection Insurance is an optional product. If you cancel your Payment Protection Insurance policy it will not affect your ability to borrow from us.

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

For general enquiries please call: 0800 123 456



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual statement for Payment Protection Insurance for a Mortgage

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Not included
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Other	Not included

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£48.89
Annual cost of Payment Protection Insurance	£586.62
Total cost of Payment Protection Insurance for the duration of the credit agreement	£14,665.53
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit*	£5

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

*This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

The credit protected by this cover

Type of credit	Mortgage
Start Date	01 /01 /2009
The duration of the credit agreement	25 years
The total amount of credit	£150,000
Total charge for credit	£143,310
Total amount payable	£293,310
Instalments	£977.70 per month

A personal Payment Protection Insurance quote for a Personal Loan

Reference: XXXXXXXXX

Date provided : XXXXXXXXX



A.N Other Company

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Your Information

Title	
First Name	
Surname	
Date of Birth	DD/MM/YY
Employment Status	Full time employed
Address	
Postcode	

The credit on which this quote is based

Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month
Annual Percentage Rate of Charge (APR)	6.9%

Payment Protection Insurance quotation

Life	Repays outstanding balance on loan
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Critical illness	Repays outstanding balance on loan

Type of cover included

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960
Combined APR (credit and Payment Protection Insurance)	13%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£11.20

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you PPI we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after xx.xx.2009



Quote for optional payment protection insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Your Information

Title	
First Name	
Surname	
Employment Status	Full time employed
Address	
Postcode	

The credit on which this quote is based

Type of credit	Personal Loan
Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month
Annual Percentage Rate of Charge (APR)	6.9%

Payment Protection Insurance quotation

Type of cover included

Life	Y
Accident & Sickness	Y
Unemployment	Y
Critical illness	Y

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960

Taking out the combination of credit and Payment Protection Insurance shown in this quote would cost you the same over a period as taking out a credit product with an APR of 6.8%.

The monthly cost of this product for every £100 of monthly benefit is £11.20. This means that for every £11.20 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Payment Protection Insurance is an optional product and does not affect your likelihood of obtaining credit.

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after xx.xx.2009

Iteration H

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Postcode:



A personal Payment Protection Insurance quote for a Personal Loan

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life	Repays outstanding balance on loan
Accident & Sickness	Up to 12 months of monthly instalments
Unemployment	Up to 12 months of monthly instalments
Critical illness	Repays outstanding balance on loan

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960
Combined APR* (credit and Payment Protection Insurance)	13%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**	£11.20

* We have calculated a combined APR to illustrate the cost of taking the credit and Payment Protection Insurance together. Comparing this measure with the APR of the credit alone gives an indication of the additional cost of Payment Protection Insurance over a period.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

The credit on which this quote is based

Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month
Annual Percentage Rate of Charge (APR)	6.9%



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance for a Personal Loan

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

The credit protected by this cover

Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Repays outstanding balance on loan
Accident & Sickness	Up to 12 months of monthly installments
Unemployment	Up to 12 months of monthly installments
Critical illness	Repays outstanding balance on loan

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£11.20

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance for a Personal Loan

Reference: XXXXXXXX

Date provided : XXXXXXXX

The credit protected by this cover

Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month

Payment Protection Insurance

Type of cover included

Life	Y
Accident & Sickness	Y
Unemployment	Y
Critical illness	Y

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

The monthly cost of this product for every £100 of monthly benefit is £11.20. This means that for every £11.20 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Purchasing Payment Protection Insurance is an optional product. If you cancel your Payment Protection Insurance policy it will not affect your ability to borrow from us.

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk

Full details of this cover, including any exclusions and limitations as well as the policy summary are attached. For general enquiries please call: 0800 123 456

Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance for a Personal Loan

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Repays outstanding balance on loan
Accident & Sickness	Up to 12 months of monthly installments
Unemployment	Up to 12 months of monthly installments
Critical illness	Repays outstanding balance on loan

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	£20
Annual cost of Payment Protection Insurance	£240
Total cost of Payment Protection Insurance for the duration of the credit agreement	£960
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**	£11.20

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

The credit protected by this cover

Start Date	01 /01 /2009
The duration of the credit agreement	4 years
The total amount of credit	£7,500
Total charge for credit	£1,068
Total amount payable	£8,568
Instalments	£178.50 per month

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

For general enquiries please call: 0800 123 456

A personal Payment Protection Insurance quote for Credit Cards

Reference: XXXXXXXX

Date provided : XXXXXXXX



A.N. Other Company

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Your Information

Title	Mr
First Name	Robert
Surname	Smith
Date of birth	25/ 07 / 1960
Employment Status	Full time employed
Address	16 Apple Tree Crescent
Postcode	CT9 3DS

The credit on which this quote is based

Credit limit	£1,000
Annual Percentage Rate of Charge (APR)	15.5%

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim (given your personal circumstances).

Payment Protection Insurance quotation

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 10 percent of your outstanding balance for each month for up to 12 months
Unemployment	Repays 10 percent of your outstanding balance for each month for up to 12 months
Hospitalisation	Not covered

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£0.79
Illustrative monthly cost of Payment Protection Insurance*	£7.11
Illustrative annual cost of Payment Protection Insurance*	£85.32
Combined APR** (credit and Payment Protection Insurance)	24.9%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£7.90

* Based on a typical outstanding balance for credit cards of £900

** The combined credit and Payment Protection Insurance APR is provided for illustrative purposes and does not alter that Payment Protection Insurance is optional and is not a condition of credit

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after 3pm on xx.xx.2009



Quote for optional payment protection insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Your Information

Title	Mr
First Name	Robert
Surname	Smith
Employment Status	Full time employed
Address	16 Apple Tree Crescent
Postcode	CT9 3DS

The credit on which this quote is based

Type of credit	Credit Card
Credit limit	£1,000
Annual Percentage Rate of Charge (APR)	15.5%

Payment Protection Insurance quotation

Type of cover included

Life	Y
Accident & Sickness	Y
Unemployment	Y
Hospitalisation	N

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£0.79
Illustrative monthly cost of Payment Protection Insurance*	£7.11
* Based on a typical outstanding balance for credit cards of £900	
Illustrative annual cost of Payment Protection Insurance*	£85.32

Taking out the combination of credit and Payment Protection Insurance shown in this quote would cost you the same over a period as taking out a credit product with an APR of 24.9%.

The monthly cost of this product for every £100 of monthly benefit is £7.90. This means that for every £7.90 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the outstanding balance on your credit card when you make a claim and the proportion of your outstanding balance that is repaid.

Combined credit and Payment Protection Insurance APR is provided for illustrative purposes and does not alter that PPI is optional and is not a condition of credit

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after on xx.xx.2009

Important information:

Payment Protection Insurance is an optional product and does not affect your likelihood of obtaining credit.

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneydeclared.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim.

Mr Robert Smith
 16 Apple Tree Crescent
 Cliftonville
 Kent
 CT9 3DS



A.N Other Company

A personal Payment Protection Insurance quote for Credit Cards

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 10 percent of your outstanding balance for each month for up to 12 months
Unemployment	Repays 10 percent of your outstanding balance for each month for up to 12 months
Hospitalisation	Not covered

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance

£0.79

Illustrative monthly cost of Payment Protection Insurance*

£7.11

Illustrative annual cost of Payment Protection Insurance*

£85.32

Combined APR* (credit and Payment Protection Insurance)

24.9%

Monthly cost of Payment Protection Insurance for every £100 of monthly benefit***

£7.90

* Based on a typical outstanding balance for credit cards of £900

*We have calculated a combined APR to illustrate the cost of taking the credit and Payment Protection Insurance together. Comparing this measure with the APR of the credit alone gives an indication of the additional cost of Payment Protection Insurance over a period.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £7.90 per £100 of monthly benefit, this means that, for every £7.90 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the outstanding balance on your credit card when you make a claim and the proportion of your outstanding balance that is repaid.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after xx.xx.2009

The credit on which this quote is based

Credit limit

£1,000

Annual Percentage Rate of Charge (APR)

15.5%

Mr Robert Smith
 16 Apple Tree Crescent
 Cliftonville
 Kent
 CT9 3DS



A.N. Other Company

Annual Statement for Payment Protection Insurance for Credit Cards

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bspoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

The credit protected by this cover

Credit limit	£1,000
Average outstanding balance in past year	£850

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 10 percent of your outstanding balance for each month for up to 12 months
Unemployment	Repays 10 percent of your outstanding balance for each month for up to 12 months
Hospitalisation	Not covered

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£0.79
Monthly cost of Payment Protection Insurance in past year	£7.11
Annual cost of Payment Protection Insurance in past year	£85.32
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£7.90

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

For general enquires pleas call: 0800 123 456

Mr Robert Smith
 16 Apple Tree Crescent
 Cliftonville
 Kent
 CT9 3DS



A.N Other Company

Annual statement for personal PPI for Credit Card

Reference: XXXXXXXX

Quote for optional payment protection insurance

Date provided : XXXXXXXX

The credit protected by this cover

Credit limit

Average outstanding balance in past year

Payment Protection Insurance

Life

Accident & Sickness

Unemployment

Hospitalisation

Type of cover included

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance

Monthly cost of Payment Protection Insurance in past year

Annual cost of Payment Protection Insurance in past year

The monthly cost of this product for every £100 of monthly benefit is £7.90. This means that for every £7.90 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the outstanding balance on your credit card when you make a claim and the proportion of your outstanding balance that is repaid.

Important information:

Payment Protection Insurance is an optional product. If you cancel your Payment Protection Insurance policy it will not affect your ability to borrow from us.

Alternative cover may be available from other providers. Further information on Payment Protection Insurance can be found on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

For general enquiries please call: 0800 123 456

Mr Robert Smith
16 Apple Tree Crescent
Cliftonville
Kent
CT9 3DS



A.N. Other Company

Annual statement for Payment Protection Insurance for Credit Cards

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of this cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 10 percent of your outstanding balance for each month for up to 12 months
Unemployment	Repays 10 percent of your outstanding balance for each month for up to 12 months
Hospitalisation	Not covered

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£0.79
Monthly cost of Payment Protection Insurance in past year	£7.11
Annual cost of Payment Protection Insurance in past year	£85.32
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£7.90

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £7.90 per £100 of monthly benefit, this means that, for every £7.90 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the outstanding balance on your credit card when you make a claim and the proportion of your outstanding balance that is repaid.

The credit protected by this cover

Credit limit	£1,000
Average outstanding balance in past year	£850

For general enquiries please call: 0800 123 456

A personal quote for Optional Stand Alone Payment Protection Insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX



A.N Other Company

Important information:

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Your Information

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Date of birth	<input type="text" value="DD / MM / YYYY"/>
Employment Status	<input type="text" value="Full time employed"/>
Address	<input type="text"/>
Postcode	<input type="text"/>

Monthly income protected by this cover

Amount of monthly income protected	<input type="text" value="£950"/>
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Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life	<input type="text" value="£11,400"/>
Accident & Sickness	<input type="text" value="Up to 12 months of monthly income protected"/>
Unemployment	<input type="text" value="Up to 12 months of monthly income protected"/>

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection insurance	<input type="text" value="£47.50"/>
Annual cost of Payment Protection Insurance	<input type="text" value="£570.00"/>
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	<input type="text" value="£5.00"/>

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after 3pm on xx.xx.2009

Iteration G

Quote for optional payment protection insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX



A.N Other Company

Your Information

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Date of birth	<input type="text" value="DD / MM / YYYY"/>
Employment Status	<input type="text" value="Full time employed"/>
Address	<input type="text"/>
Postcode	<input type="text"/>

Monthly income protected by this cover

Type of credit	<input type="text" value="Stand-alone"/>
Amount of monthly income protected	<input type="text" value="£950"/>

Payment Protection Insurance quotation

Type of cover included

Life	<input type="text" value="£11,400"/>
Accident & Sickness	<input type="text" value="Up to 12 months of monthly income protected"/>
Unemployment	<input type="text" value="Up to 12 months of monthly income protected"/>

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance	<input type="text" value="£47.50"/>
Annual cost of Payment Protection Insurance	<input type="text" value="£570.00"/>

The monthly cost of this product for every £100 of monthly benefit is £5. This means that for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product with you including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com on xx.xx.2009

Iteration H



A.N Other Company

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Postcode:

A personal quote for Stand Alone Payment Protection Insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life

£11,400

Accident & Sickness

Up to 12 months of monthly income protected

Unemployment

Up to 12 months of monthly income protected

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance

£47.50

Annual cost of Payment Protection Insurance

£570.00

Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**

£5.00

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

Monthly income protected by this cover

Amount of monthly income protected

£950

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after on xx.xx.2009



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Stand Alone Payment Protection Insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Monthly income protected by this cover

Amount of monthly income protected

£950

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life

£11,400

Accident & Sickness

Up to 12 months of monthly income protected

Unemployment

Up to 12 months of monthly income protected

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance

£47.50

Annual cost of Payment Protection insurance

£570.00

Monthly cost of Payment Protection Insurance for every £100 of monthly benefit

£5.00

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

For general enquiries please call: 0800 123 456



Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Postcode:

Annual Statement for Stand Alone Payment Protection Insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

Monthly income protected by this cover

Amount of monthly income protected

£950

Payment Protection Insurance

Type of cover included

Life

£11,400

Accident & Sickness

Up to 12 months of monthly income protected

Unemployment

Up to 12 months of monthly income protected

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance

£47.50

Annual cost of Payment Protection Insurance

£570.00

The monthly cost of this product for every £100 of monthly benefit is £5. This means that for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Alternative cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

For general enquiries please call: 0800 123 456



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Stand Alone PPI

Statement reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life

£11,400

Accident & Sickness

Up to 12 months of monthly income protected

Unemployment

Up to 12 months of monthly income protected

Cost of Payment Protection Insurance cover

Monthly cost of Payment Protection Insurance

£47.50

Annual cost of Payment Protection Insurance

£570.00

Monthly cost of Payment Protection Insurance for every £100 of monthly benefit**

£5.00

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

Monthly income protected by this cover

Amount of monthly income protected

£950

A personal quote for Payment Protection Insurance on your home shopping account

Reference: XXXXXXXX

Date provided : XXXXXXXX



A.N. Other Company

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Your Information

Title	<input type="text"/>
First Name	<input type="text"/>
Surname	<input type="text"/>
Date of birth	<input type="text" value="DD / MM / YYYY"/>
Employment Status	<input type="text" value="Full time employed"/>
Address	<input type="text"/>
Postcode	<input type="text"/>

The credit on which this quote is based

Credit limit	<input type="text" value="£1,000"/>
Annual Percentage Rate of Charge (APR)	<input type="text" value="15.5%"/>

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life	<input type="text" value="Repays outstanding balance up to a maximum of £10,000"/>
Accident & Sickness	<input type="text" value="Repays 20 percent of your outstanding balance for each month for up to 6 months"/>
Unemployment	<input type="text" value="Repays 20 percent of your outstanding balance for each month for up to 6 months"/>
Hospitalisation	<input type="text" value="Repays 33% of your outstanding balance"/>

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	<input type="text" value="£2"/>
Illustrative monthly cost of Payment Protection Insurance*	<input type="text" value="£6"/>
Illustrative annual cost of Payment Protection Insurance*	<input type="text" value="£72"/>
Combined APR** (credit and Payment Protection Insurance)	<input type="text" value="37.9%"/>
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	<input type="text" value="£10"/>

* Based on a typical outstanding balance for Home Shopping Accounts of £300

** The combined credit and Payment Protection Insurance APR is provided for illustrative purposes and does not alter that Payment protection Insurance is optional and is not a condition of credit

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after 3pm on xx.xx.2009



Quote for optional payment protection insurance

Reference: XXXXXXXX

Date provided : XXXXXXXX

Your Information

Title	
First Name	
Surname	
Employment Status	Full time employed
Address	
Postcode	

The credit on which this quote is based

Type of credit	Home Shopping Account
Credit limit	£1,000
Annual Percentage Rate of Charge (APR)	15.5%

PPI quotation

Life	<input type="checkbox"/>
Accident & Sickness	<input type="checkbox"/>
Unemployment	<input type="checkbox"/>
Hospitalisation	<input type="checkbox"/>

Type of cover included

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£2
Illustrative monthly cost of Payment Protection Insurance*	£6
Illustrative annual cost of Payment Protection Insurance*	£72

* Based on a typical outstanding balance for Home Shopping Accounts of £300

Taking out the combination of credit and Payment Protection Insurance shown in this quote would cost you the same over a period as taking out a credit product with an APR of 37.9%.

The monthly cost of this product for every £100 of monthly benefit is £10. This means that for every £10 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim.

Combined loan and Payment Protection Insurance APR is provided for illustrative purposes and does not alter that Payment Protection Insurance is optional and is not a condition of credit

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after on xx.xx.2009

Important information:

Payment Protection Insurance is an optional product and does not affect your likelihood of obtaining credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Iteration H

Name:
Address Line 1:
Address Line 2:
Address Line 3:
Address Line 4:
Postcode:



A.N Other Company

A personal quote for Payment Protection Insurance on your home shopping account

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

Purchasing Payment Protection Insurance is optional and does not increase your likelihood of obtaining credit. More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary, are attached. This quote is valid for at least 14 days. Before we can sell you Payment Protection Insurance we will need to discuss the key features of the product including its significant benefits, exclusions and limitations and to inform you of any parts of the policy you may not be eligible to claim given your personal circumstances.

Payment Protection Insurance quotation

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 20 percent of your outstanding balance for each month for up to 6 months
Unemployment	Repays 20 percent of your outstanding balance for each month for up to 6 months
Hospitalisation	Repays 33% of your outstanding balance

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£2
Illustrative monthly cost of Payment Protection Insurance*	£6
Illustrative annual cost of Payment Protection Insurance*	£72
Combined APR* (credit and Payment Protection Insurance)	37.9%
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£10

*** Based on a typical outstanding balance for Home Shopping Accounts of £300**

*We have calculated a combined APR to illustrate the cost of taking the credit and Payment Protection Insurance together. Comparing this measure with the APR of the credit alone gives an indication of the additional cost of Payment Protection Insurance over a period.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

To take out this Payment Protection Insurance please ring xxx xxx xxx or visit www.companyname.com after xx.xx.2009

The credit on which this quote is based

Credit limit	£1,000
Annual Percentage Rate of Charge (APR)	15.5%



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance on your home shopping account

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

The credit protected by this cover

Credit limit

£1,000

Average outstanding balance in past year

£250

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life

Repays outstanding balance up to a maximum of £10,000

Accident & Sickness

Repays 20 percent of your outstanding balance for up to 6 months

Unemployment

Repays 20 percent of your outstanding balance for up to 6 months

Hospitalisation

Repays 1/3 (33%) of your outstanding balance

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance

£2

Monthly cost of Payment Protection Insurance in past year

£6

Annual cost of Payment Protection Insurance in past year

£72

Monthly cost of Payment Protection Insurance for every £100 of monthly benefit

£10

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

For general enquiries please call: 0800 123 456



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance on your home shopping account

Reference: XXXXXXXX

Date provided : XXXXXXXX

The credit protected by this cover

Credit limit	<input type="text" value="£1,000"/>
Average outstanding balance in past year	<input type="text" value="£250"/>

Payment Protection Insurance

Life
 Accident & Sickness
 Unemployment
 Hospitalisation

Type of cover included

<input type="text" value="Y"/>
<input type="text" value="Y"/>
<input type="text" value="Y"/>
<input type="text" value="Y"/>

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	<input type="text" value="£2"/>
Monthly cost of Payment Protection Insurance in past year	<input type="text" value="£6"/>
Annual cost of Payment Protection Insurance in past year	<input type="text" value="£72"/>

The monthly cost of this product for every £100 of monthly benefit is £10. This means that for every £10 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions).

Important information:

Payment Protection Insurance is an optional product. If you cancel your Payment Protection Insurance policy it will not affect your ability to borrow from us.

Alternative cover may be available from other providers. Further information on Payment Protection Insurance can be found on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

For general enquiries please call: 0800 123 456



Name:
 Address Line 1:
 Address Line 2:
 Address Line 3:
 Address Line 4:
 Postcode:

Annual Statement for Payment Protection Insurance on your home shopping account

Reference: XXXXXXXX

Date provided : XXXXXXXX

Important information:

You can cancel your policy and it will not affect your credit.

More appropriate or cheaper cover may be available from other providers. There is more information on Payment Protection Insurance on the website at: www.fsa.gov.uk/tables/bespoke/PPI.

Payment Protection Insurance is not the only product designed to protect you against loss of your income. For unbiased information about insurance please visit the website at: www.moneymadeclear.fsa.gov.uk.

Full details of cover, including any exclusions and limitations as well as the policy summary are attached.

Payment Protection Insurance

Type of cover included

Life	Repays outstanding balance up to a maximum of £10,000
Accident & Sickness	Repays 20 percent of your outstanding balance for each month for up to 6 months
Unemployment	Repays 20 percent of your outstanding balance for each month for up to 6 months
Hospitalisation	Repays 1/3 (33%) of your outstanding balance

Cost of Payment Protection Insurance cover

Cost for every £100 outstanding balance	£2
Monthly cost of Payment Protection insurance in past year	£6
Annual cost of Payment Protection Insurance in past year	£72
Monthly cost of Payment Protection Insurance for every £100 of monthly benefit	£10

Cancellation rights

You can terminate this policy at any time by providing x days notice. To terminate, call 0800 123 456 or write to Customer Services, PO Box 123 London WC1B 4AD. There is no charge for termination.

**This row tells you the monthly cost for every £100 of payment protection benefit. For example: if a provider is quoting a cost of £5 per £100 of monthly benefit, this means that, for every £5 you pay as a premium, you will get £100 paid out to you each month if you have to claim on the payment protection insurance (subject to certain exclusions, terms and conditions). The amount you actually receive when you make a claim will depend on the amount of your monthly repayments [or monthly income] protected.

The credit protected by this cover

Credit limit	£1,000
Average outstanding balance in past year	£250



Appendix 2
Recruitment Screener

PLEASE USE BLOCK CAPITALS TO RECORD THE FOLLOWING DEMOGRAPHICS

1 The occupation of the member of the household with the largest income (Chief Income Earner) - this might not be the respondent

Position

.....

Industry

.....

Skill/Qualification

.....

If Retired, Previous Occupation?

.....

If Self-Employed/Managerial, How many employees responsible for?

.....

If Civil Service/Armed Forces, What grade, what rank?

2 Social Class of Chief Income Earner

A	1	
B	2	Check
C1	3	
C2	4	Quotas
D	5	
E	6	

3 Age of respondent last birthday

Write in here:

18 – 24	1	
25 – 34	2	Check
35 – 44	3	
45 – 54	4	Quotas
55 or more	5	

ANY REFUSAL AT 1, 2 OR 3 CLOSE

4 Sex of respondent

- | | | |
|--------|---|--------|
| Male | 1 | Check |
| Female | 2 | Quotas |

5 Work status of respondent

- | | | |
|--|---|--|
| Work full time | 1 | |
| Work part time | 2 | |
| Student | 3 | Close if full time student (ie not working) |
| Not working nor seeking work (include retired) | 4 | Confirm respondent has taken out PPI in last year at Q2b |
| Unemployed | 5 | Confirm respondent has taken out PPI in last year at Q2b |

8 Occupation of respondent

.....
If clearly one of the jobs listed at X1 and X2, do not recruit.

9 Type / Method of Recruitment

- | | |
|-----------------------------|---|
| Street | 1 |
| In-home | 2 |
| At place of work | 3 |
| From list | 4 |
| Recruiter's contact / panel | 5 |
| Face to Face | 6 |
| Telephone | 7 |
| Other (specify) | 8 |

10 UK Residence

Respondent resident in the UK for longer than 12 months?

- | | | |
|-----|---|-------|
| Yes | 1 | |
| No | 2 | Close |

RECRUITMENT SCREENER

Good morning / afternoon / evening. I am from Insight Research Group, an independent market research organisation, and we are conducting some group discussions in this area about personal finance products.

Can I ask you a few questions? It will take approximately five minutes.

X1 We are looking for people who work in certain types of jobs. Do you currently or have you ever worked in any of the following?

SHOW CARD A

X2 Do any of your family or close relatives work in any of the following?

SHOW CARD A

	X1	X2
Advertising Agencies/Publicity/Creative and Design Agencies or Consultancies	1	1
Journalism (TV/Press/Radio), Media Independents/Publishing	2	2
Public Relations	3	3
Marketing/Sales Promotion/Outdoor specialists (ie poster advertising)	4	4
Market Research	5	5
Corporate identity companies/Branding or direct marketing consultancies	7	7
Finance (eg banking, insurance, financial advice, credit card companies)	8	8
Consumer protection organisations (eg Which?)	9	9
Regulatory bodies (eg Office of Fair Trading, Financial Services Authority)	10	10
None of these	11	11

CLOSE IF ANY CODE OTHER THAN "NONE OF THESE"

QA Have you ever attended a market research group discussion / depth interview before?

- | | | |
|-----|---|---------------------------------------|
| YES | 1 | GO TO QB |
| NO | 2 | GO TO Q2b
(min 2 per group) |

QB How many market research group discussions / depth interviews have you ever attended?

- | | | |
|-------------|---|--------------|
| ONE | 1 | |
| TWO | 2 | |
| MORE THAN 2 | 3 | Close |

QC When was the last time you attended a group discussion / depth interview?

- | | | |
|------------------------|---|--------------|
| LESS THAN 6 MONTHS AGO | 1 | Close |
| MORE THAN 6 MONTHS AGO | 2 | |

QD On what subjects was/were the group discussion(s) / depth interviews you attended?

..... _

DO NOT RECRUIT ANYONE WHO HAS BEEN INTERVIEWED ON THE SUBJECT OF INSURANCE (ANY TYPE)

IN A NUTSHELL: NB: If you have any queries at all, please call your Regional Manager

- At least one-third of each group must be **brand new** recruits.
- The remaining two-thirds can have attended up to a maximum of 2 groups/depths in the past.
- None to have attended any group/depths in last 6 months
- None **ever** to have attended a group/depths on the same subject matter (see QD)
- None to work in, or have close relatives who work in, any of the excluded occupations listed on Showcard A

FOR EACH CREDIT PRODUCT IN Q2b TAKEN OUT, ASK...

Q2b Do you have any insurance that means that, if you cannot keep up payments on your credit, you will receive some financial help that is designed specifically to cover the repayments?

IF YES ASK: Have you taken out this insurance in the last 12 months?

IF NECESSARY: This is known as Payment Protection Insurance or PPI, but some people call it repayment insurance. It is also known as Accident, Sickness and Unemployment Insurance.

For retail credit agreement or home shopping catalogue account sample only, if necessary:

This is known as short term income protection insurance.

	Taken out credit product in last 12 months	Taken out an associated PPI policy in last 12 months	
Credit card	0	0	
Mortgage	1	1	
Personal or unsecured loan	2	2	
Secured loan or second charge mortgage	3	3	
Retail credit agreement, or home shopping catalogue account	4	4	From client supplied sample only

IF HAVE TAKEN OUT MORTGAGE OR SECURED LOAN PPI ASK Q2C

Q2c. Did you take out the mortgage or secured loan Payment Protection Insurance via an Independent Financial Advisor (IFA)?

YES	1	Close
NO	2	

ASK ALL

Q2d. Were you solely responsible for the decision to take out PPI, or jointly responsible with your partner/spouse, or were you not involved?

Solely	1	
Jointly	2	
Not involved	3	Close

ASK ALL 'CREDIT CARD' RESPONDENTS

Q3 Thinking about the scheme that you are involved with which helps to cover the payments on your credit card if you are unable to keep up repayments, does this cover you for just one card, or all of your credit cards?

All cards	Close
Just one	
Don't know	Close

Q4 Thinking of the credit cards you hold, do you typical pay off the full balance each month when there is a balance to pay, or less than the full balance?

Full balance	Recruit as transactor
Less than the full balance	Recruit as revolver
It varies	Recruit as revolver

RECRUITER NOTE.

AT END OF RECRUITMENT QUESTIONNAIRE:-

The group discussion will take place on (date) at (time) and will take place at (venue)..... It will last hours and you will receive £... as a token of our appreciation of your time and help.

The group discussion will be (AS APPROPRIATE) audio-taped / video-taped / observed by someone with an interest in this research – for example from the organisation for whom it is being conducted / taking place in a viewing facility, where one or more people who have an interest in this research will be able to see you and hear what you say.

The answers you give will form part of a confidential market research study. They will be analysed along with those of other respondents and will never be linked back to you personally. The results will be used solely for the purposes of this Market Research Study.

Thank you very much for your help with this study. I will contact you a day or two before the group to confirm that you are still able to attend. You may also receive a phone call from our Quality Control department to check that the recruitment has been carried out correctly (hand respondent invitation). Your details will be held electronically for internal administration purposes.

Name

Address

.....

Telephone Number:

Name of Interviewer:

Date of Interview:

Length of Interview:

Time Started Interview:



Appendix 3
Discussion Guide

PPI Form Testing

K09014
24 April 2009

Insight Research Group
11-13 Charterhouse Buildings
London EC1M 7AP

t: +44 (0)20 7608 9300

f: +44 (0)20 7608 9301

e: insight@insightrg.com

www.insightrg.com

1 Background and Warm-up (15 minutes)

OBJECTIVES:

- To get everyone involved in the group and find out about their current attitudes towards financial products

MODERATOR: Introduction, explain recording, confidentiality and no wrong answers – explain who else is in the room, i.e. note taker & observer from the sponsor organisation (organisation can be revealed at the end of the discussion if asked).

MODERATOR SAY: Thank you for attending the group this evening, we're going to be discussing some financial products and evaluating some draft forms. Before we get into that though I'd like us to go around the room and introduce ourselves to each other.

- Please could you introduce yourself to the group

PROBE: family situation
current work situation
something we may not know about you

MODERATOR: Ask each respondent to introduce themselves.

MODERATOR: Tell the group something about yourself they may not guess.

- As I mentioned we're going to be talking about financial products in the group today, to begin with please could you tell me in general, what you think of financial products?

PROBE: associations
confidence / knowledge of services

EXERCISE: BLOB TREE (A SELECTION OF CHARACTERS DISPLAYING VARYING EMOTIONS)

MODERATOR SAY: I'd like to hand you one of these showcards, on this you will see many different characters which could represent a number of different emotions.

- Which of the characters best fits how you personally feel about financial products?

PROBE: could reflect confidence / lack of confidence
satisfaction with products

MODERATOR: If respondents are struggling then

- a) introduce an example of how one of the blobs could represent how you feel about your day
- b) focus respondents specifically on credit and insurance products

- Please tell me about the character you have chosen and how it reflects how you feel about financial products



PROBE to understand current associations of each group member

- And which character would you chose to represent how you would like to feel about financial products?
- More specifically, which financial products have you taken out?

PROBE: currently using / previous use
how / where purchased
perceptions of the product / service offered
perceived value for money of each

MODERATOR: Note any discussion / mention around PPI for further probing in next section.

2 Payment Protection Insurance PPI (10 minutes)

OBJECTIVES:

- To ascertain associations with PPI, when respondents have taken it out and their current perceptions of PPI

MODERATOR SAY: I'd now like to move on to look at one particular financial product in a bit more detail.

- What do you know about payment protection insurance (PPI)?

PROBE: what is it
what is it for

- What is your current understanding of how PPI works?

PROBE: how do you take it out
where / when do you take it out
who provides the service

- What have your experiences with PPI been to date?

PROBE: positive / negative / neutral
comparison to other financial products
reasons
have you ever made a claim on a PPI policy

- What, if anything do you know about the options available to you when taking out PPI?

PROBE: spontaneous
where to get information about PPI
where did your perceptions come from
is PPI optional or compulsory
have you ever compared PPI policies from different providers
- if yes, how easy was this

MODERATOR: ROTATE ORDER OF SECTIONS 3 (QUOTATIONS) AND 4 (STATEMENTS) BETWEEN GROUPS

3 Quotations (25 minutes)

OBJECTIVES:

- To evaluate the draft quotation form in terms of respondents overall reactions and any improvements they could suggest

MODERATOR: PUT RESPONDENTS INTO A REAL LIFE SETTING RELEVANT TO THE TYPE OF FORM THEY ARE RECEIVING

EXAMPLE – YOU HAVE TAKEN OUT A PERSONAL LOAN AND EXPRESSED AN INTEREST IN PURCHASING PPI, THE PROVIDER HAS SENT YOU THIS FORM IN THE POST

MODERATOR: Hand each respondent the 1st quotation

MODERATOR NOTE:

50% OF THE GROUPS WILL BE REVIEWING QUOTATIONS INDIVIDUALLY WITH RED AND GREEN PENS BEFORE DISCUSSING RESPONSES

MODERATOR SAY: I would like you to read through this quotation, as you do I would like you to individually underline anything that you feel is key information (information that is needed to understand the PPI product and decide whether to buy or renew it) with the green pen and anything that you don't understand or you don't feel is needed with the red pen. Please don't discuss anything for the moment, you will have an opportunity to discuss the form shortly.

50% OF THE GROUPS WILL BE REVIEWING QUOTATIONS TOGETHER AFTER READING USING THE A3 BOARDS

MODERATOR SAY: Please have a quick read through this quotation.

ALLOW TIME FOR THE RESPONDENTS TO READ THROUGH

SPONTANEOUS REACTIONS

- Why do you think 'the bank' has given you this form?
- What are your overall impressions of the quotation you have just read through?

MODERATOR: Briefly discuss any mention of cost (value for money) of the insurance – then park the discussion.

PROBE: general impressions – positive vs. negative
easy to understand vs. confusing

- Which, if any, parts of the quotation did you find particularly **easy to understand**?
- Which, if any, parts of the quotation do you feel are more **difficult to understand or confusing**?

PROBE: specific words / phrases
suggested improvements

- What are the **key areas** of the quotation for you?
- Which parts of the quotation do you feel are **less key** to you?



- What **improvements**, if any would you make to the form?

SPECIFIC REACTIONS – DISPLAY A3 QUOTATION

ONLY ASK IF NOT PREVIOUSLY COVERED

- How important is the statement that ‘PPI is optional’?

PROBE: how clear is this to you

- How important is it to state that ‘more appropriate or cheaper cover may be available from other providers’?

PROBE: how prominent is the information
- more / less emphasis needed
likelihood to shop around
clarity of where to go for alternative quotes

PROMPT: likelihood to follow on web links
how prominent are they

- What are your reactions to the personal information included?

PROBE: too much/ enough/ not enough detail

PROMPT: how much personal information is needed for the form to be specific to you

- What are your reactions to the way the ‘type of cover included’ is presented?
- What are your reactions to the different ways that the ‘cost of cover’ is presented to you?

PROBE: which are the most important to you
which would you use to compare with other quotes
clarity of wording
suggested improvements

PROMPT on understanding of each cost breakdown

- What are your reactions to the wording/ notes at the bottom of the page?

PROBE: clarity of wording
suggested improvements

- How important is it that the form is clearly branded from the PPI provider?

PROBE: is it necessary
Is it helpful

- IF NOT MENTIONED - How important is it that the quotation states that PPI is optional? Why?
- What, if anything is missing from the quotation that you would usually expect to see?

PROBE: how important to the quotation
information about the risks of not taking out PPI

- What, if anything is not needed in the quotation?



MODERATOR HAND OUT COLOURED STICKY DOTS TO EACH RESPONDENT AND SAY:

Please could you place your sticky dots on what you feel is the most important information contained in the form. You can place as many dots on one part of the form as you wish. For example if you believe one piece of information to be the most important, you could use all your dots here, or if you feel that the importance is more equal then you could spread your dots out.

- Thinking about the most important information within the quote to you, how if at all would you present the form differently?

PROBE: re-order information
More / less emphasis on certain aspects

- Did you receive this important information when you took out your PPI policy?

PROBE: if yes – how? verbally vs. in writing
is this information necessary to
- understand the PPI product
- decide whether or not to buy or renew PPI

MODERATOR: IF THE GROUP REVIEWED THE FORM INDIVIDUALLY, HAND OUT RED AND GREEN PENS AND ASK THEM TO ANNOTATE THEIR FORMS BASED ON THE DISCUSSION

MODERATOR: REPEAT SECTION WITH NEXT ITERATION

ONCE ALL ITERATIONS HAVE BEEN REVIEWED DISPLAY ALL QUOTATIONS TO THE GROUP

HAND OUT SELF COMPLETION SHEET 1 (VOTING SLIP TO RANK THE 3 VARIATIONS) TO EACH RESPONDENT AND ASK

- I would now like you to individually rank the quotations on their clarity to you?

PROBE: rationale

MODERATOR: Once respondents have ranked the concepts individually ask

- Thinking about the different ways we have presented this quotation to you today, which would be your preferred version?

PROBE: reasoning

- How, if at all would you improve your preferred quotation?

PROBE: consolidate improvements as a group

MODERATOR: IF QUOTATIONS HAVE BEEN COVERED FIRST THEN ALLOW A 5 MINUTE BREAK BEFORE COVERING THE STATEMENTS – ENERGIZER EXERCISE



4 Statements (25 minutes)

OBJECTIVES:

- To evaluate the draft statement form in terms of respondents overall reactions and any improvements they could suggest

MODERATOR SAY: I would now like to get your reactions to another form.

MODERATOR: Hand out individual statements in envelopes to respondents (ensure rotation of statements between interviews).

MODERATOR SAY: Please open your envelope and read through the form inside. As with the previous forms I would like you to individually underline anything that you feel is key information (information that is needed to understand the PPI product and decide whether to buy or renew it) with the green pen and anything that you don't understand or you don't feel is needed with the red pen. Please don't discuss anything for the moment, you will have an opportunity to discuss the form shortly.

SPONTANEOUS REACTIONS

- What are your reactions to what you have just read?

PROMPT: why have you been sent this form
have you seen something like this before
what information is it giving you

MODERATOR: IF NOT CLEAR TO RESPONDENTS EXPLAIN THAT THE FORM IS A PPI STATEMENT

- What are your overall impressions of the PPI statement you have just read through?

PROBE: general impressions – positive vs. negative
easy to understand vs. confusing

- Which, if any, parts of the statement did you find particularly **easy to understand**?
- Which, if any, parts of the statement do you feel are more **difficult to understand or confusing**?

PROBE: specific words / phrases
suggested improvements

- What are the **key areas** of the statement for you?
- Which parts of the statement do you feel are **less key** to you?
- What **improvements**, if any would you make to the form?

SPECIFIC REACTIONS – DISPLAY A3 STATEMENT



ONLY ASK IF NOT PREVIOUSLY COVERED

- How important is the statement that 'cancelling your PPI will not effect your credit'?

PROBE: how clear is this information

- How important is it to state that 'PPI is not the only product designed to protect against loss of income'?

PROBE: how prominent is the information
- more / less emphasis needed

- What are your reactions to the personal information included?

PROBE: what is needed / not needed

PROMPT: how much information is needed for the form to be personal

- What are your reactions to the way the 'credit protected by this cover' is presented to you?

PROBE: understanding / confusion

- What are your reactions to the different ways that the 'cost of cover' is presented to you?

PROBE: which is the most important to you
clarity of wording
suggested improvements

PROMPT: understanding of each cost breakdown

- What are your reactions to the wording / notes at the bottom of the page?

PROBE: clarity of wording
suggested improvements

- What, if anything is missing from the statement that you would of expected to see?

PROBE: how important to statement

MODERATOR HAND OUT COLOURED STICKY DOTS TO EACH RESPONDENT AND SAY:

Please could you place your sticky dots on what you feel is the most important information contained in the form. You can place as many dots on one part of the form as you wish. For example if you believe one piece of information to be the most important, you could use all your dots here, or if you feel that the importance is more equal then you could spread your dots out.

- Thinking about the most important information within the statement to you, how if at all would you present the form differently?

PROBE: re-order information
more / less emphasis on aspects

MODERATOR: REPEAT FOR ALTERNATIVE FORMS

ONCE ALL ITERATIONS HAVE BEEN REVIEWED DISPLAY ALL STATEMENTS TO THE GROUP

HAND OUT SELF COMPLETION SHEET 2 (VOTING SLIP TO RANK THE 3 VARIATIONS) TO EACH RESPONDENT AND ASK

- I would now like you to individually rank the statements on their clarity to you?

PROBE: rationale

MODERATOR: Once respondents have ranked the statements individually ask

- Thinking about the different ways we have presented this statement to you today, which would be your preferred version?

PROBE: reasoning

- How, if at all would you improve your preferred statement?

PROBE: consolidate improvements as a group

MODERATOR: IF STATEMENTS HAVE BEEN COVERED FIRST THEN ALLOW A 5 MINUTE BREAK BEFORE COVERING THE QUOTATIONS – ENERGIZER EXERCISE.

5 Wrap Up (15 minutes)

OBJECTIVES:

- To pull together respondents' overall reactions to the forms and what, if anything, they would do differently if these forms were available

MODERATOR SAY: For the final part of our discussion today, I would like you to imagine that these forms are the standard forms that you would receive with regard to PPI.

MODERATOR: DISPLAY PREFERRED FORMS (A3)

- What are your overall reactions to the information contained within your preferred forms?

PROBE: clarity
relevance

- What, if anything would you have done differently when taking out, or continuing with your PPI if these forms had been available?

PROBE: reasons

MODERATOR IF TIME ALLOWS SAY: I'd now like to re-introduce the 'blob diagram' that we looked at earlier on in the interview.

- If these forms were the standard forms that came with PPI, would you feel any differently about the product?

PROBE: reasons for change in perception – forms vs. group participation
what, if any gaps remain

MODERATOR SAY: Thank you for your participation today, that's the end of my questions – does anyone have anything they would like to add or anything they feel we have not covered today.

THANK AND CLOSE

CRIB SHEET



Element of PPI	Probe
Introducing the forms	<p>Set up the forms by explain the respondents have asked for a loan etc and been offered PPI <i>they</i> then receive the quote</p> <p>At some point in the next year they receive the statement</p>
PPI quotation	<p>Explain that after a telephone call or web visit they would receive quote by mail or on the website. Probe – do they get quotes for PPI now? How do they react to the idea of a PPI quote in addition to a quote for the credit/loan or mortgage?</p> <p>The format of the quotation will be the same from every provider. Is this a good idea? Why?</p>
PPI annual statement	<p>Will arrive by post and will show the key information about the credit and PPI and the cost of PPI. They may not receive a PPI statement at the moment, what do they think of it? Is it a good idea? What will they do with the statement? What might they think about when they receive it?</p>
Important information	<p>Do they read it? What are the key points raised in that box?</p> <ul style="list-style-type: none"> • PPI is optional – how do they respond • Alternative quotes may be cheaper – how do the respond? Will they mix and match to get a better deal? • PPI is not the only way to protect against loss of income – how do they respond? • Different websites for more information – how do they respond
Taking out PPI cover	<p>Providers will not be able to sell PPI at the same time as agreeing a loan and getting credit will not be dependent on taking out PPI. That mean you will not be able to take out PPI cover until 24 hours after agreeing credit - probe whether they feel this takes the pressure off them and whether they would still take out PPI.</p> <p>Iteration F states call back after 3pm – understanding</p>
The quote is valid for up to 14 days	<p>This means there is a window of 14 days when consumers will be able to shop around for other quotes – probe whether they really shop around now and whether they would in future</p>

Combined APR	If paying monthly for PPI there will charges for interest that combined with the APR for the loan or credit will raise the overall APR. Consumers may not have been aware of this – probe reaction, understanding and whether they want this information
Cost per £100 of benefit	Do consumers understand the concept of relating what they pay to what they will get in benefit? How do they react to having the information? Does the cost compared to benefit seem reasonable?
Type of cover included	Do they want the detail on F and H or the brevity of iteration G
Cost of cover	Do they understand the numbers? Are they surprised by some of the numbers? Do they realise that this is for one loan/credit card/mortgage so if they have 2 or 3 they will be paying 2 or 3 times more than this for all their PPI
Monthly v Annual cost of PPI	Do they want the annual cost? Why? Why not?
Trading off white space v detail and the need to read the form	Probe what they consider to be essential information – perhaps a top three points system