

# Populus – PFCA PPI deadline survey, April 2018

24 April 2018

## Methodology

Populus interviewed 2,018 adults (18+) in Great Britain online between 20 and 22 April 2018. Data have been weighted to be representative of all adults. Populus is a member of the British Polling Council and abides by its rules. For more information, see [www.populus.co.uk](http://www.populus.co.uk).

Comparisons, where made, are with similar research conducted in March 2016, in October 2017, and in January 2018.

## Research summary

**Q.1 To the best of your knowledge, what is the deadline set by the FCA (Financial Conduct Authority) by which consumers must complain about the sale of PPI (Payment Protection Insurance) for their complaint to be considered? If you don't know, please say so.**

Less than a third of GB adults (28%) are able to correctly identify the deadline set (29 August 2019) by the FCA for complaining about the sale of Payment Protection Insurance.

Nearly half (45%) of GB adults say they don't know when the deadline is or that they did not realise there was a deadline, and another quarter (27%) think the deadline is one of the other dates.

Awareness of the 29 August 2019 deadline is higher among older people than among young people. Just 13% of 18-24 year olds and 18% of 25-34s are aware of the deadline, compared with 40% of 55-64s and 34% of those aged 65 and over.

<i>[All respondents]</i>	January 2018	April 2018
I don't know / I did not know there was a deadline	50%	45%
3rd May 2018	7%	6%
31st December 2018	6%	4%
29th March 2019	9%	10%
29th August 2019	21%	28%
31st December 2019	4%	5%
24th July 2020	1%	1%
31st December 2020	1%	1%

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**Q.2 The FCA, the Financial Conduct Authority, have set a deadline of the 29th August 2019 for complaints about PPI. Do you agree or disagree that the PPI deadline should be extended until the banks have repaid consumers an agreed total amount? If you don't know, please say.**

More than two-fifths (43%) of GB adults agree that the PPI deadline should be extended until the banks have repaid consumers an agreed total amount, and a fifth (19%) disagree. Two-fifths (39%), however, say they don't know or are not sure either way.

<i>[All respondents]</i>	January 2018	April 2018
<b>TOTAL Agree</b>	<b>47%</b>	<b>43%</b>
Strongly agree	22%	20%
Somewhat agree	25%	22%
Neither agree nor disagree	19%	19%
Somewhat disagree	10%	10%
Strongly disagree	8%	9%
<b>TOTAL Disagree</b>	<b>18%</b>	<b>19%</b>
Don't know	16%	20%

**Q.3 To what extent, if at all, do you agree or disagree that consumers should have the option of professional help to claim money back from banks that mis-sold them payment protection insurance (PPI)?**

Two-thirds (66%) of GB adults agree that consumers should have the option of professional help to claim money back from banks that mis-sold them payment protection insurance and just 6% disagree.

<i>[All respondents]</i>	March 2016	October 2017	January 2018	April 2018
<b>TOTAL Agree</b>	<b>67%</b>	<b>65%</b>	<b>74%</b>	<b>66%</b>
Strongly agree	30%	29%	32%	30%
Somewhat agree	37%	36%	42%	36%
Neither agree nor disagree	20%	20%	16%	19%
Somewhat disagree	5%	3%	3%	3%
Strongly disagree	3%	2%	2%	2%
<b>TOTAL Disagree</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>6%</b>
Don't know	5%	10%	5%	9%

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### Q.4 Payment protection insurance (PPI) awareness campaigns ask if consumers know if they have had PPI added to their account without knowing or understanding why (mis-sold). Which of the following statements best describes your experience with PPI?

A third (35%) of GB adults say they know for certain they have not been mis-sold payment protection insurance and 19% claim they know for certain they have been mis-sold PPI, but that leaves a large proportion of GB adults (46%) who do not know for sure.

One-in-ten (10%) say they think they have been mis-sold PPI but are not sure, 22% say they don't know whether or not they have been mis-sold PPI, and 14% say they think they have not been mis-sold PPI but are not sure.

The proportion saying they know for certain whether they have or have not been mis-sold PPI (54% across the population as a whole) increases with age. 63% of those aged 65 and over say they know for certain, compared with 49% of 18-24s and 51% of 25-34s.

<i>[All respondents, broken by age group]</i>	April 2018						
	Total	18-24	25-34	35-44	45-54	55-64	65+
I know for certain I <u>have not</u> been mis-sold payment protection insurance (PPI)	35%	49%	40%	26%	25%	32%	40%
I think I <u>have not</u> been mis-sold payment protection insurance (PPI) but am not sure	14%	11%	16%	14%	16%	16%	14%
I don't know whether or not I have been mis-sold payment protection insurance (PPI)	22%	36%	26%	24%	22%	15%	16%
I think I <u>have</u> been mis-sold payment protection insurance (PPI) but am not sure	10%	3%	7%	13%	14%	12%	8%
I know for certain I <u>have</u> been mis-sold payment protection insurance (PPI)	19%	<1%	11%	24%	23%	25%	23%