Income Protection – The Opportunities are Endless!

**WHO IS BUYING IP?**
(FCA Financial Lives Survey 2020)

- 6% of the population have IP
- 2% of renters have IP
- 13% of mortgage holders have IP
- 5% of women have IP
- 7% of men have IP
- 9% of employed people have IP
- 9% of self-employed people have IP

**WHO HAS YET TO BUY IP?**
(FCA Financial Lives Survey 2020)

- 94% of the population don't have IP
- 87% of mortgage holders don't have income protection despite having taken on significant debt. (FCA)
- 19% of UK households are private renters: (MINTEL, FCA)
- 98% of all renters don't have Income protection.
- 98% of under 35 year olds are private renters.
- 46% of private renters would struggle financially within a month of an income shock (compared to 13% of all households)
- 91% of self-employed people don't have IP: that’s over 4 million people

Based on the size of the working population in Great Britain that’s over 30.6 million adults who could have cover, but don’t.

(FCA Financial Lives +ONS)

Your clients need you and they need IP, IP awareness week can help you find out more and equip you with the tools, information and inspiration to write IP business.