



RESEARCH

in association with

Association of



Mortgage Intermediaries

AMI Questions

**Wave 22 –
February 2007**

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The logo for the Mortgage Intermediary Census, featuring the words "mortgage intermediary" in a smaller font above the word "census" in a larger, bold font, all contained within a dark brown circle.

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Association of Mortgage Intermediaries

- The AMI questions this month focused on the Association of Mortgage Intermediaries.
- Questions were placed on February's Mortgage Intermediary Census and fieldwork was conducted during 16th to the 28th February.
- **209** Mortgage Intermediaries responded to the survey.

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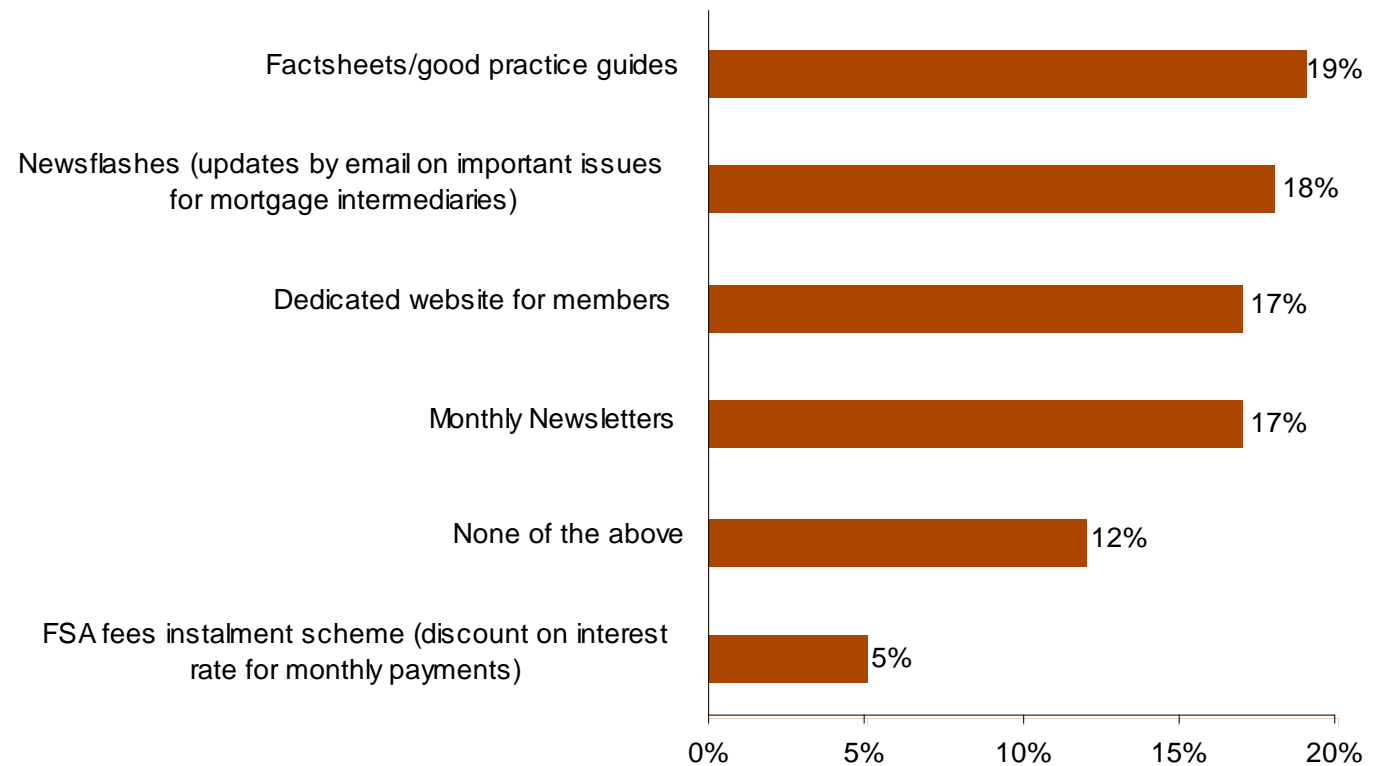


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AMI Services Awareness

The service that AMI provides which respondents are most aware of are Factsheets / good practice guides, followed by newsflashes sent out by email about important issues for mortgage intermediaries



Base – February 2007 – All Respondents, 209

Q2. Which of the following services are you aware that AMI provides to its members?

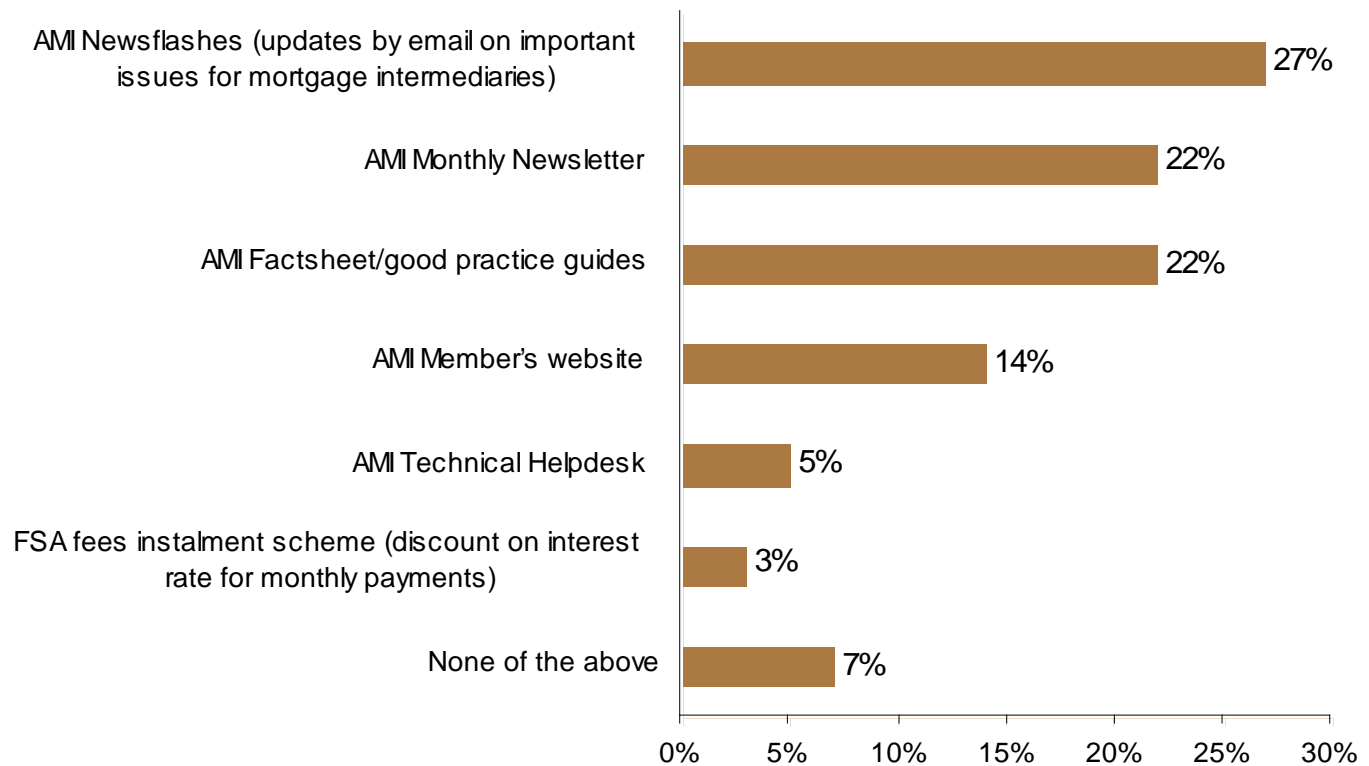
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AMI Services Usage

Of the respondents who were aware of these services, the Newsflashes receive the most use, followed by the monthly newsletter that is sent out and the Factsheets/practical guides



Base – February 2007 – Respondents who are aware of [services], 94
Q3. Which of AMI's services have you used/read in the last 6 months?

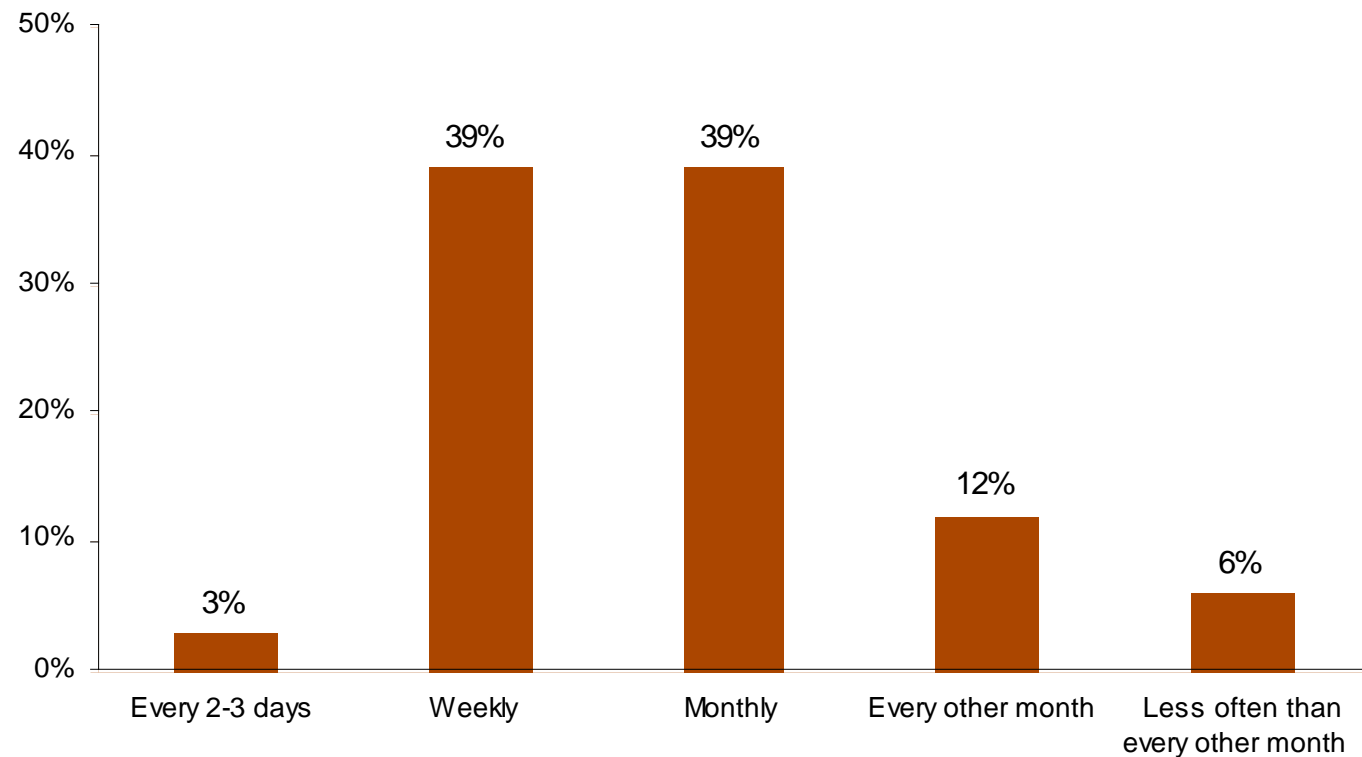
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AMI Website Visits

Respondents who have used the AMI website in the last 6 months on average visit the site either monthly or weekly. Very few respondents will visit the website daily



Base – February 2007 – Respondents who have used the AMI website in the last 6 months, 33
Q4. How often, on average, do you visit the AMI website?

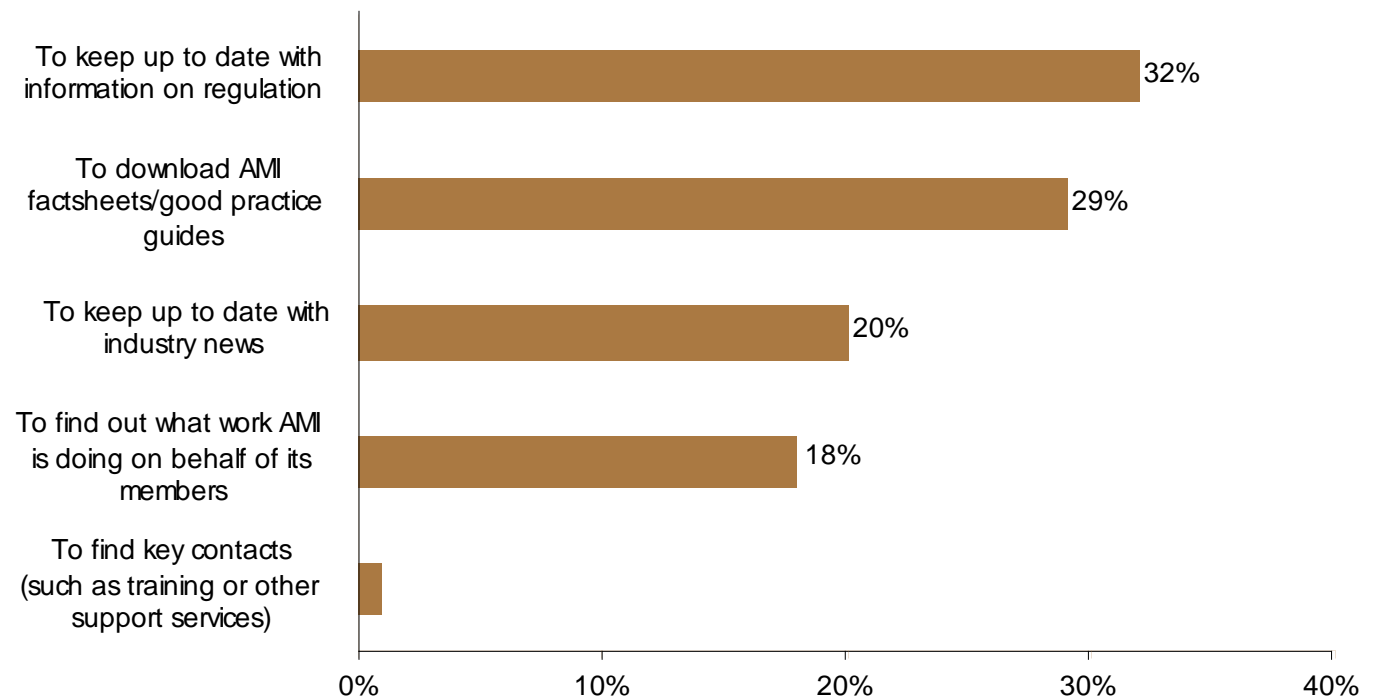
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AMI Website Usage

The website is used mostly for respondents to keep up to date with information on regulation and to download the previously mentioned Factsheets and 'good practice' guides



Base – February 2007 – Respondents who have used the AMI website in the last 6 months, 33
Q5. Which of the following do you find the AMI site useful for?

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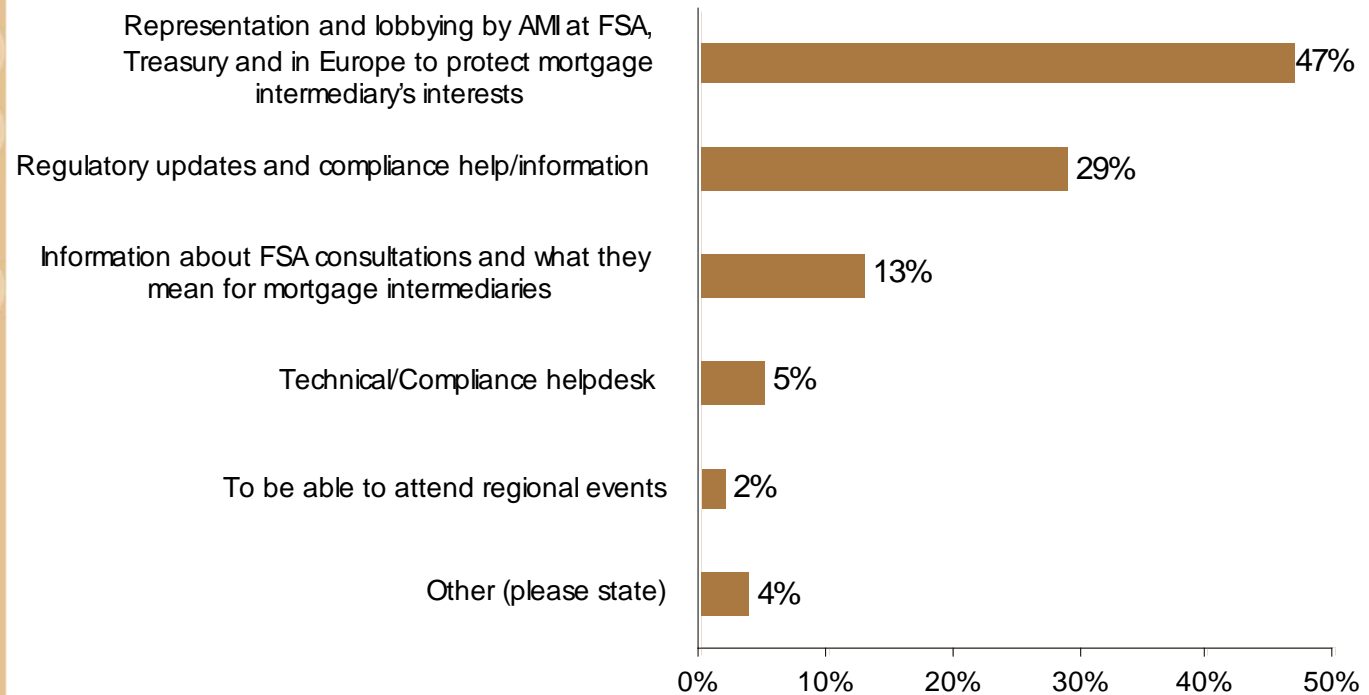


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AMI Membership – Most Valuable

Of the respondents almost half feel that they gain most value from their AMI membership through AMI's representation and lobbying the FSA, Treasury and in Europe, followed by updates in regulation and compliance help



Base – February 2007 – Respondents who have not read/seen any AMI publications, 94
Q7. What do you see as the most valuable part of your AMI membership?

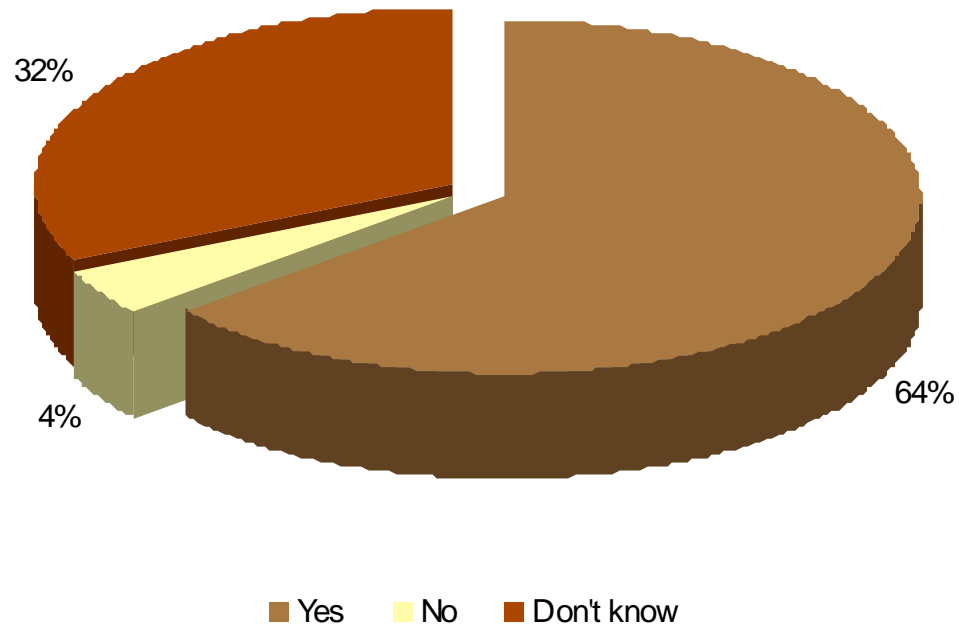
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Value For Money

Despite having not read or seen any AMI publication, 64% still believe that AMI provides good value for money



Base – February 2007 – Respondents who have not read/seen any AMI publications, 94
Q8. Do you think that AMI provides good value for money?