

The Next Chapter

Protecting tomorrow, today

November 2025

In association with



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Foreword



Andrew Montlake
Chair, Association of Mortgage Intermediaries

“

I hope you enjoy reading this year's Protection Viewpoint as much as we enjoyed developing it. Join the conversation on LinkedIn using **#AMIViewpoint**

I'm delighted to welcome you to the sixth consecutive edition of the Association of Mortgage Intermediaries Protection Viewpoint report. It brings together key insights from our research, capturing what consumers and advisers truly think and feel about the protection market.

This work wouldn't be possible without the passion and commitment of everyone involved. A special thank you to L&G, Royal London, and The Exeter for their continued support, and to all the advisers who generously took the time to complete our survey.

The report is structured around three key themes - past, present, and future:

Past

Understanding the progress achieved to date, we identify areas for further improvement. We revisit questions from the early years of the Protection Viewpoint study to assess whether consumers' recall of protection

conversations linked to their mortgage has changed, how often advisers are revisiting those discussions and whether consumer understanding of protection products has improved.

Present

Exploring the factors shaping the market today, we examine critical aspects of the consumer protection journey. We assess how the economic climate is influencing emotions and decision-making; highlight the scale of consumers dropping out of the protection buying process; review perceptions around adviser referrals; and analyse how advisers are using social media.

Future

We spotlight the opportunities and challenges on the horizon, identifying the conversations our sector needs to have now to shape what comes next. We explore shifting demographics; the balance between technology, AI and

human connection; opportunities within the rental market; how consumers feel about sharing health data and the evolving role of BDMs.

While it's encouraging to see some progress, there's still more work to be done.

To build on our research, we held a community group session with 18 consumers to explore key themes in more depth. They shared views on why they don't currently have protection, what led them to drop out of the buying process, whether they might consider protection in the future and the advice they would give their younger selves. You'll find links to the videos throughout this report.

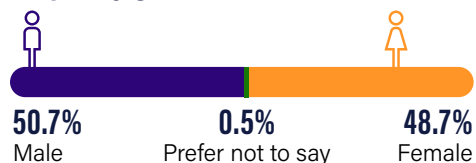
I hope you enjoy reading this year's Protection Viewpoint as much as we enjoyed developing it. Join the conversation on LinkedIn using **#AMIViewpoint**

1. The numbers

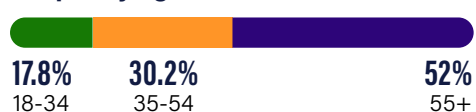
Consumer insights

 **3,000** UK adults

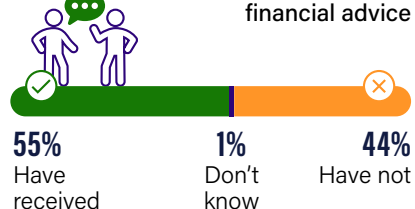
1. Split by gender



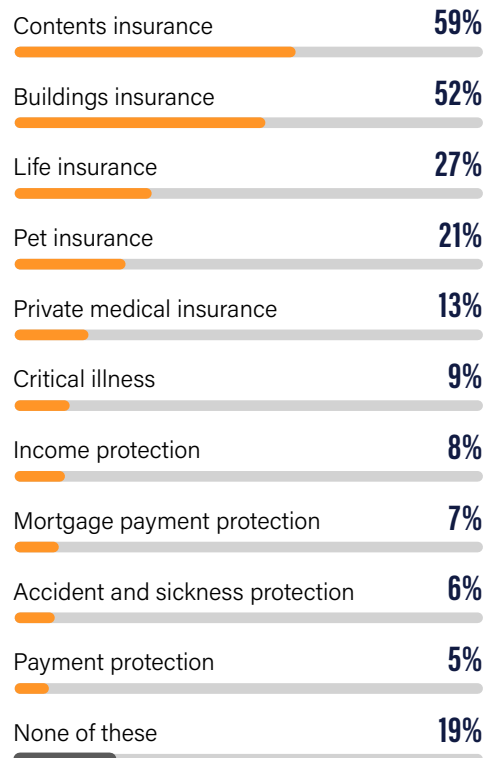
2. Split by age



UK adult split based on who have / have not received financial advice

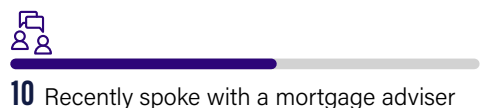
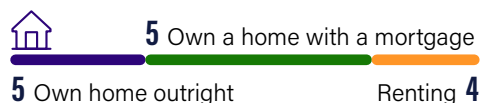
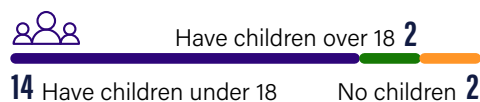
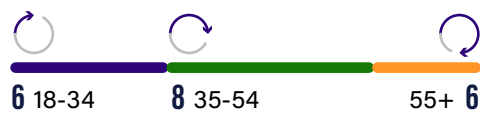


Most common financial products held by UK adults



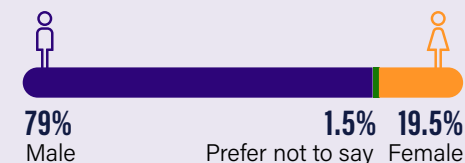
Community group insights

 **18** UK adults



ADVISER INSIGHTS

269 Independent financial / mortgage advisers 



2. Split by adviser type



2. Split by employment type



The research was conducted by Opinium with 3,000 UK adults, 269 advisers and 18 UK adults ('Community group') during September 2025

2. The past

Five years after launching Protection Viewpoint, we set out to examine how consumer views have evolved over time. We revisited several key findings from 2020, including consumer understanding, recall, and adviser-led engagement. This year's results aim to guide the industry in identifying the next steps to address these key areas.

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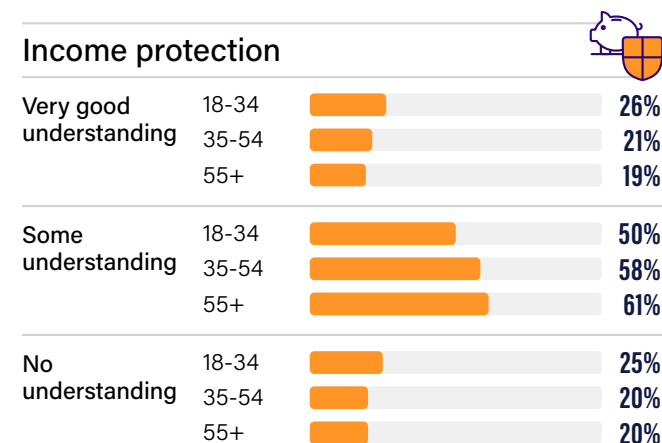
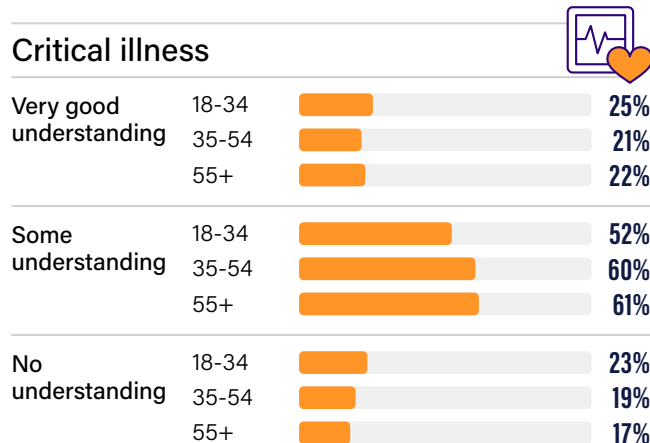
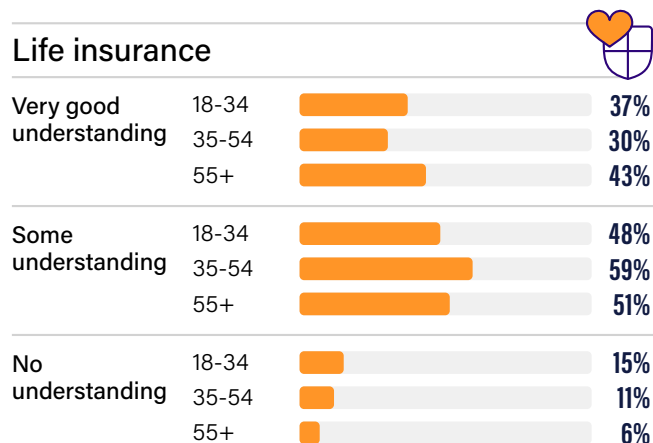
Since the beginning, Protection Viewpoint has encouraged reflection and progress. This year, I'm excited to revisit early themes and explore what's changed. In its sixth year, the report continues to evolve, offering insights through a past, present, and future lens to help guide the industry forward.

Stacy Penn,
Head of Policy, AMI



2.1. The knowledge gap

Consumer understanding of the following products

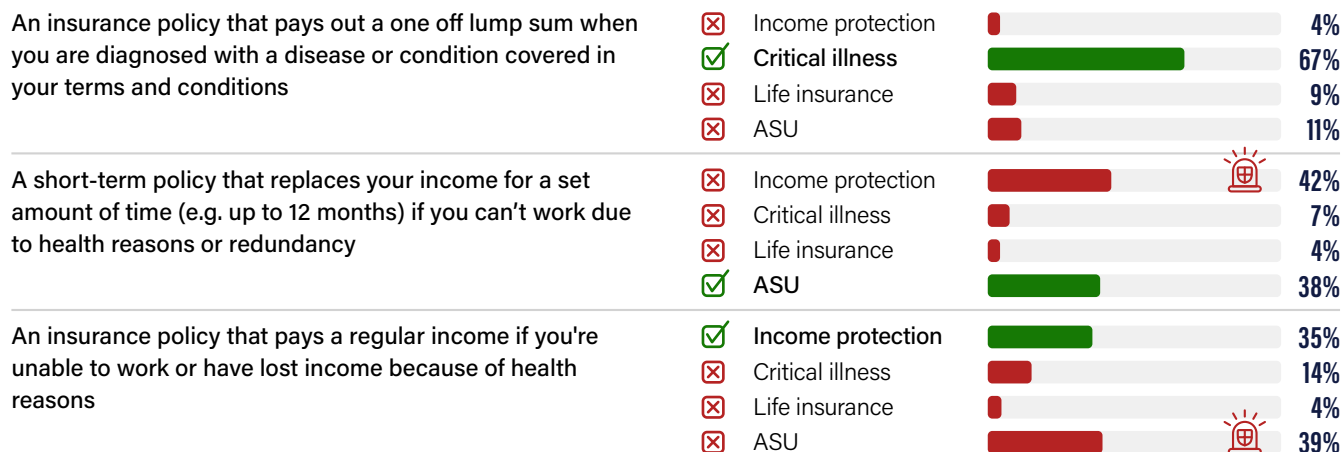


Only 35% of customers ...



... could identify 'income protection' correctly - a slight increase from 31% in 2020. Confusion between 'income protection' and 'ASU' (Accident, sickness and unemployment protection) policies demonstrates the need to focus on purpose, not product names, when discussing protection with consumers. It also underscores the need to use language that connects with consumers and aids understanding on the role of different protection products.

Which one of the following products do you think is being described here?



2.2. The recall gap

Most advisers report they discuss protection insurance with their customers in connection with a mortgage. However, these conversations are not always resonating. The first year of the Viewpoint study (2020) set the benchmark. Whilst we have moved the dial slightly, there remains a significant gap between the number of advisers that initiate protection conversation and those consumers that remember it.

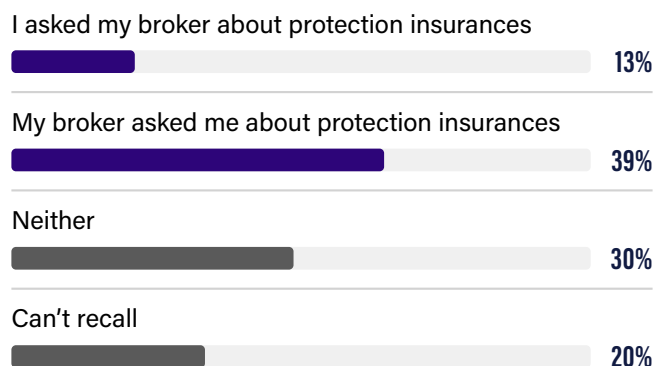
There's an opportunity to move the dial further. Positively, the proportion of advisers who say they advise on protection directly with their customers has increased substantially – 82% in 2025 versus 66% in 2023. Since protection conversations aren't resonating as strongly as we'd like, it's clear we need to go further. Driving protection conversations around customer needs - not product – is essential. And we shouldn't lose sight of the importance of emotive human-to-human connection as part of protection conversations.

39% of mortgage holders ...

... recall protection being mentioned by their mortgage adviser. This represents only a small increase over five years, up from 36% in 2020.



Thinking back to when you were getting your mortgage, which one if either of the following happened?



“

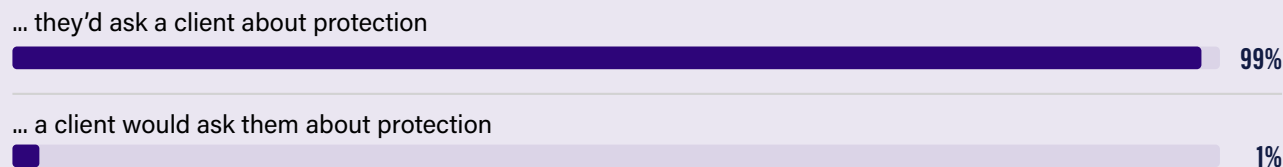
We find the more successful firms start the protection conversation as an integral part of the mortgage discussion, which not only helps to understand budgeting for it, but serves to get the client engagement and the "buy in" of the need early in the process. Advisers who tend to stay away from jargon such as "Term" and "Income Protection" but use phrases such as "paying your mortgage lender if you are sick" also help clients to engage better.



Mike Allison,
Director of Protection, Paradigm

ADVISERS RECALL

that during mortgage advice...



2.2. The recall gap

82% of advisers ...

... say they advise on protection directly.

This has increased substantially from **66% in 2023**.

Since protection conversations aren't resonating as strongly as we'd like, it's clear we need to go further.



Call to action

Industry (led by AMI):

create a cross-industry initiative to raise consumer awareness on protection.



Advice firms/advisers: strengthen how protection conversations are anchored around key life events, building a clearer link in consumers' minds around the purpose and role of protection.

“

Advisers are clearly having these conversations yet something isn't quite resonating with customers. It's a reminder that we need to keep the customer at the heart of every conversation and continue helping them truly understand what not being protected could mean for their future.

Stephanie Charman,
Chief Executive, AMI

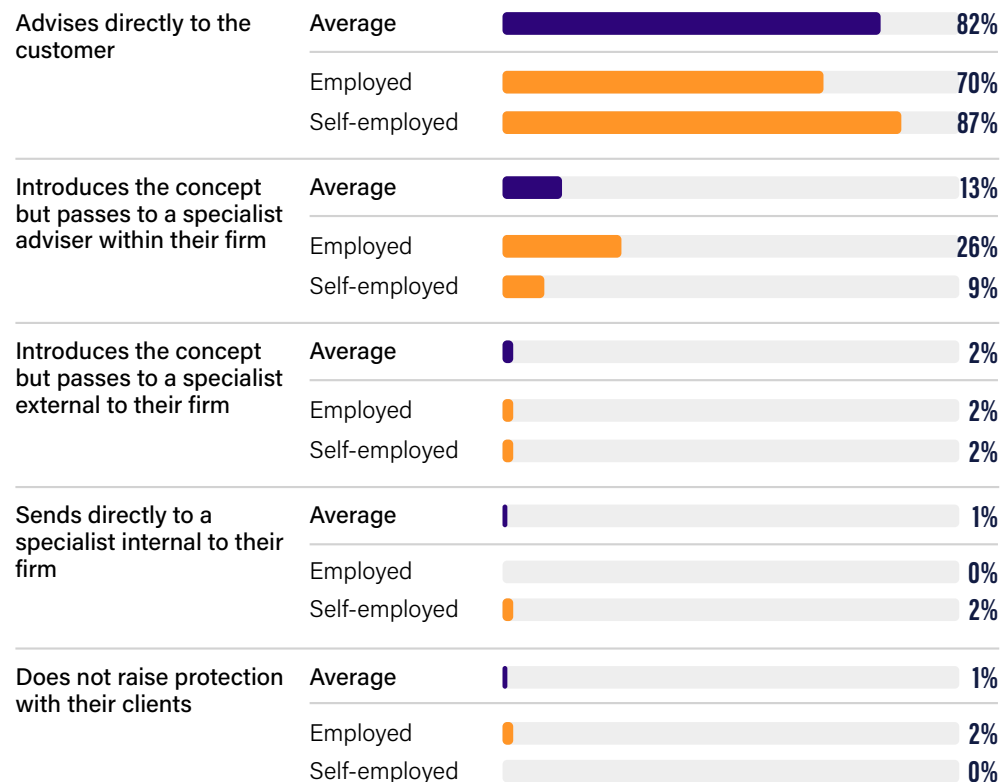
Explore provider resources designed to help address the findings from the Viewpoint research.



Click here to access

ADVISER INSIGHTS

How do advisers raise protection with their mortgage clients?



2.3. Building relationships

The number of advisers discussing protection at the re-mortgage stage has declined from 92% in 2021 to 85% in 2025. This trend likely reflects a challenging period marked by fluctuating mortgage rates, a move from re-mortgages to product transfers and the financial shock for consumers exiting ultra-low fixed rates. Most advisers recognise the importance of ongoing protection reviews, however the timing and structure of these reviews vary considerably across the market.

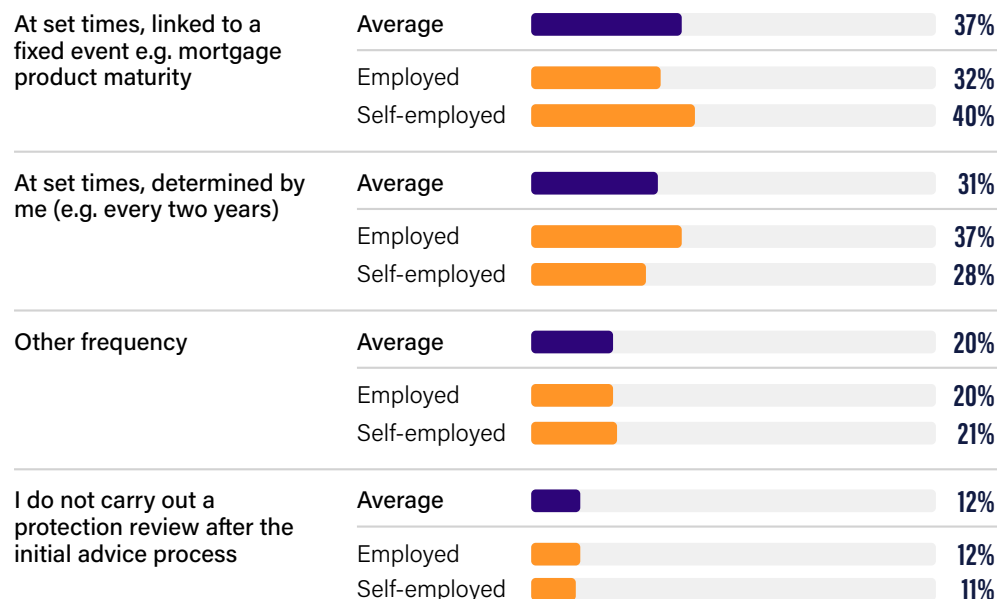
It's important to strengthen protection conversations around key life events and maintain consistent ongoing dialogue. Staying front of mind with customers is crucial – if you aren't engaging, someone else will be.

Explore provider resources designed to help address the findings from the Viewpoint research.

[Click here to access](#)



How frequently do you carry out a protection review with a customer after the initial advice process?



“

Given previous Viewpoint findings where fewer advisers reported undertaking reviews with clients, it's encouraging to only see 12% of advisers state they still don't. Messages are clearly getting through about the importance of reviewing cover to ensure it remains suitable for clients.

Emma Thomson,
Vice Chair, Protection Distributors Group

37% of advisers



Carry out protection reviews at set times linked to a fixed event (i.e. a mortgage product maturity).

31% of advisers



Review protection needs at regular intervals determined by themselves (i.e. every two years).

20% of respondents



(51 advisers) adopt a less structured approach, carrying out reviews at other frequencies, depending on circumstances.

Meanwhile,

12% of advisers



Indicate that they do not carry out a protection review at all after the initial advice process.

2.3. Building relationships

85% advisers



Would revisit protection with their customers at re-mortgage stage. This is a 7% reduction compared to 2021 (92%).

Only 49% of mortgage advisers



Revisit protection when a customer is expecting a child, even though relevant products (e.g. critical illness cover for pregnancy and children) could address emerging needs.

“

I feel that the ideal approach is the proactive scheduled contact model which ensures the client's financial safety net is checked. I would also let the client know I will be contacting them and when, this periodic contact reinforces my long-term value and relationship.

Rochelle Johnson,
Protection Adviser, Tudor Mortgages

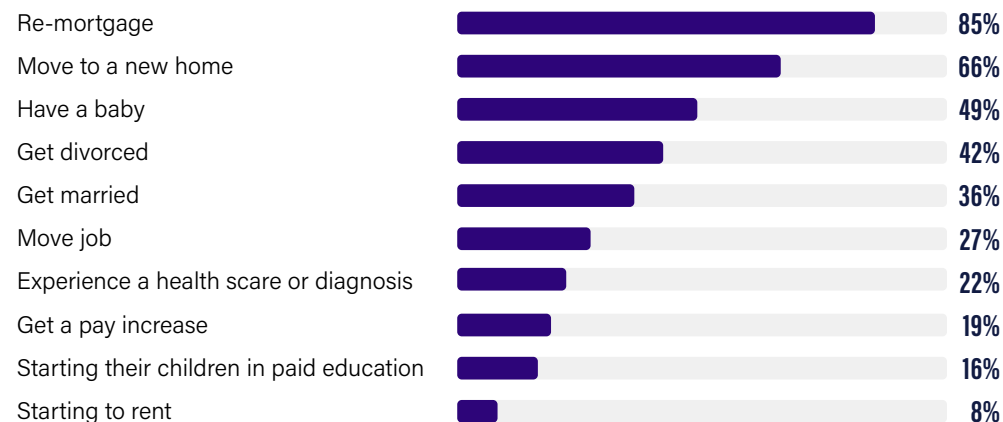
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It's all about building relationships rather than transactions.

Advisers should create touchpoints throughout the year, not just when a mortgage deal is due for renewal. A simple check-in call, a personalised email, or sharing relevant updates on the market makes a huge difference.

Michelle Niziol,
CEO, IMS Independent Mortgage Solutions

After completing a mortgage, when are you likely to revisit protection with your customers? When they ...



Call to action

Providers and advice firms: Take action to raise awareness of Guaranteed Insurability Options (GIOs) and any existing flexible features - both among consumers and advisers.

Providers, advice firms and tech providers: Review how Guaranteed Insurability Options (GIOs) and flexible features are working in practice and identify opportunities to improve them.

Insurers, reinsurers and tech providers: explore developing protection 'product transfer' equivalents that provide greater flexibility during key life events/milestones.



2.4. Viewpoint: L&G



Vikki Jefferies
Market Development Director,
Retail Distribution, L&G

“

This isn't just about improving recall. It's about reshaping the conversation. Advisers have the tools, the experience, and the stories. What's needed now is intention.

Most customers begin their journey with one goal in mind: securing their dream home. It's exciting, emotional, and often the biggest financial commitment they'll ever make. So, when an adviser introduces protection—life cover, income protection, critical illness—it can feel like a curveball. A moment of “upselling” in an otherwise hopeful conversation.

And yet, advisers know the truth: protection isn't an add-on. It's the safety net that keeps that dream alive when life throws the unexpected.

This is the tension at the heart of the protection gap. Customers are focused on getting in the door. Advisers are thinking about what happens if life changes after they do. The challenge is real. But so is the opportunity.

Making Protection Part of the Journey

Many advisers have found their own way to bridge this gap. Some weave protection into the mortgage conversation naturally, making it feel like part of the

process rather than a separate pitch. Others use storytelling, empathy, or simple language that resonates. There's no single formula. But there is a shared mindset: protection is about people, not products.

Life doesn't follow a straight line. Customers change jobs. They start families. They face health challenges. These moments don't always come with warning signs—but they do come with consequences. Advisers who understand this don't just sell policies. They build relationships. They revisit conversations. They help clients see protection not as a cost, but as a safeguard.

Many seasoned advisers built their skills with colleagues working face-to-face, day after day. But with a decrease in face-to-face advice and new routes into the profession, the next generation faces a different landscape. So how do we help them learn the art of connection? How do we pass on the craft of making protection feel personal, relevant, and essential?

39%
of mortgage holders ...



... recall a protection conversation with their mortgage adviser

This isn't just about improving recall. It's about reshaping the conversation. Advisers have the tools, the experience, and the stories. What's needed now is intention.

So here are a few thoughts to take away:

- Reframe protection: It's not an add-on—it's the foundation that keeps the dream alive.
- Use natural language: Make protection part of the journey, not a detour.
- Support new advisers: Help them build relationship skills in a world that's less face-to-face.

Because when protection resonates, it sticks. And when it sticks, it protects.

3. The present

The past five years have shaped both the market and today's consumer attitudes. By exploring perspectives on the economic climate and the current protection buying journey, we gain deeper insight into the factors driving consumer decisions. Insight into today's market and consumer mindset can inform solutions to past challenges and guide future decisions.

“

While the protection industry has strived to make a difference in the mortgage sector for decades with varying degrees of success, AMI's work to understand the challenges – from both consumers as well as advisers – and bridge the gaps has been excellent. The AMI Protection Viewpoint report is an essential read for anyone working in the UK protection market today.

Kevin Carr,
Director, Protection Review



3.1. The economic climate

Age and life stage strongly influence how people navigate economic uncertainty. Younger individuals, mortgage holders, and parents experience the greatest strain and geographically, the impact is felt more acutely in Greater London and Northern Ireland.

These groups are likely juggling higher expenses, debt and responsibilities or feeling pressures relating to cost of living and housing. This reinforces the critical importance of the role of protection, helping consumers feel more confident about the future.

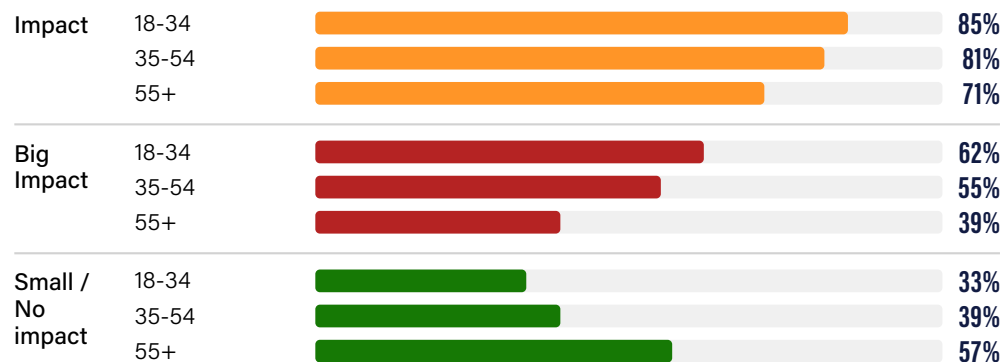
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The current economic climate has made people more cautious. However, once they understand the protection value, they're often willing to invest in a product that meets their needs. It's clear that meaningful conversations are more important than ever.

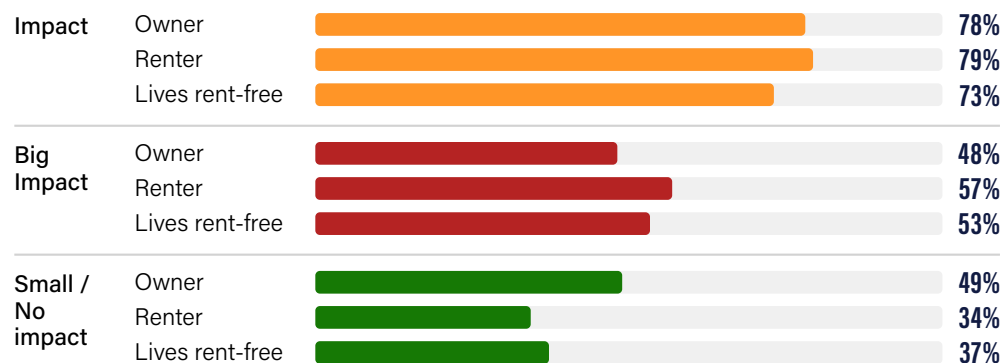
Emma Vaughan, Managing Director, Omni Protect

The emotional impact that the current economic environment has had on consumers while making financial decisions

Comparison by age



Comparison by housing status



Emotional impact and the current economic climate



Mortgage holders



Parents with dependent children



Renters



3.1. The economic climate

Views from our community group show that whilst some consumers can make financial savings, others feel they are only just getting by. Stability comes from meeting large expenses, managing daily costs, and maintaining control over finances. Rising living costs, inflation, and stagnant wages leave many feeling uneasy.

Concerns about job security and loss of income are key stressors. People fear dipping into savings too often, living hand to mouth, or not knowing how the next 12 months will look.

This underlines how protection insurance isn't just a nice-to-have; for those juggling high expenses and uncertainty, it's a tool to maintain stability and financial control. This is language advisers may wish to weave into protection conversations.

Feelings associated with the current economic environment *



“



Comfortable and this feeling is because I have covered most angles of my expenditure. I endeavored to build some savings as a safety net along with an expenditure review until my wife could return to work in her own time.

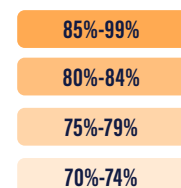
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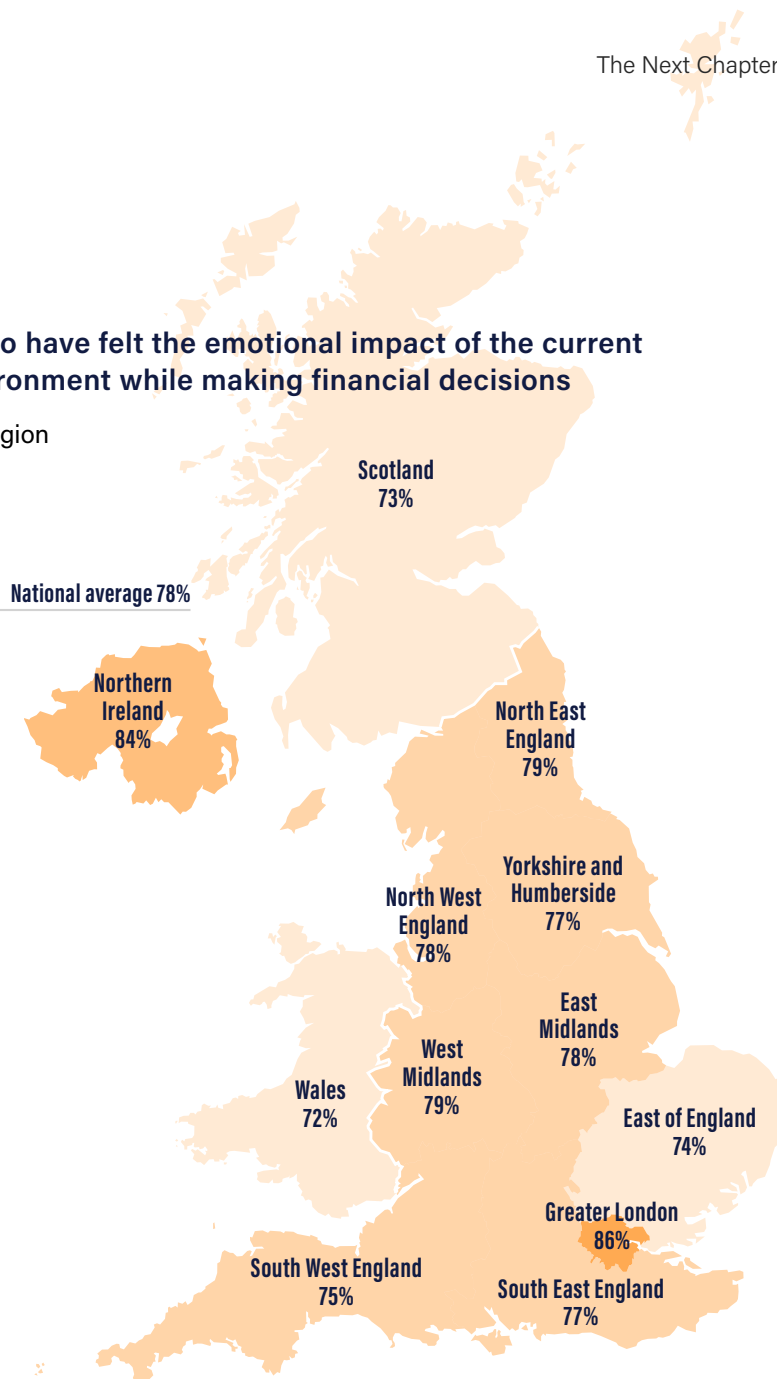
Anxious because I don't know how things will be in say 12 months time. I am part time after having children and my partner is full time. Bills are going up but our wages are not going up in line with these extra expenses as well as having the cost of two children now.

Consumers who have felt the emotional impact of the current economic environment while making financial decisions

Comparison by Region



National average 78%



* Views from our community group

3.2. The consumer journey

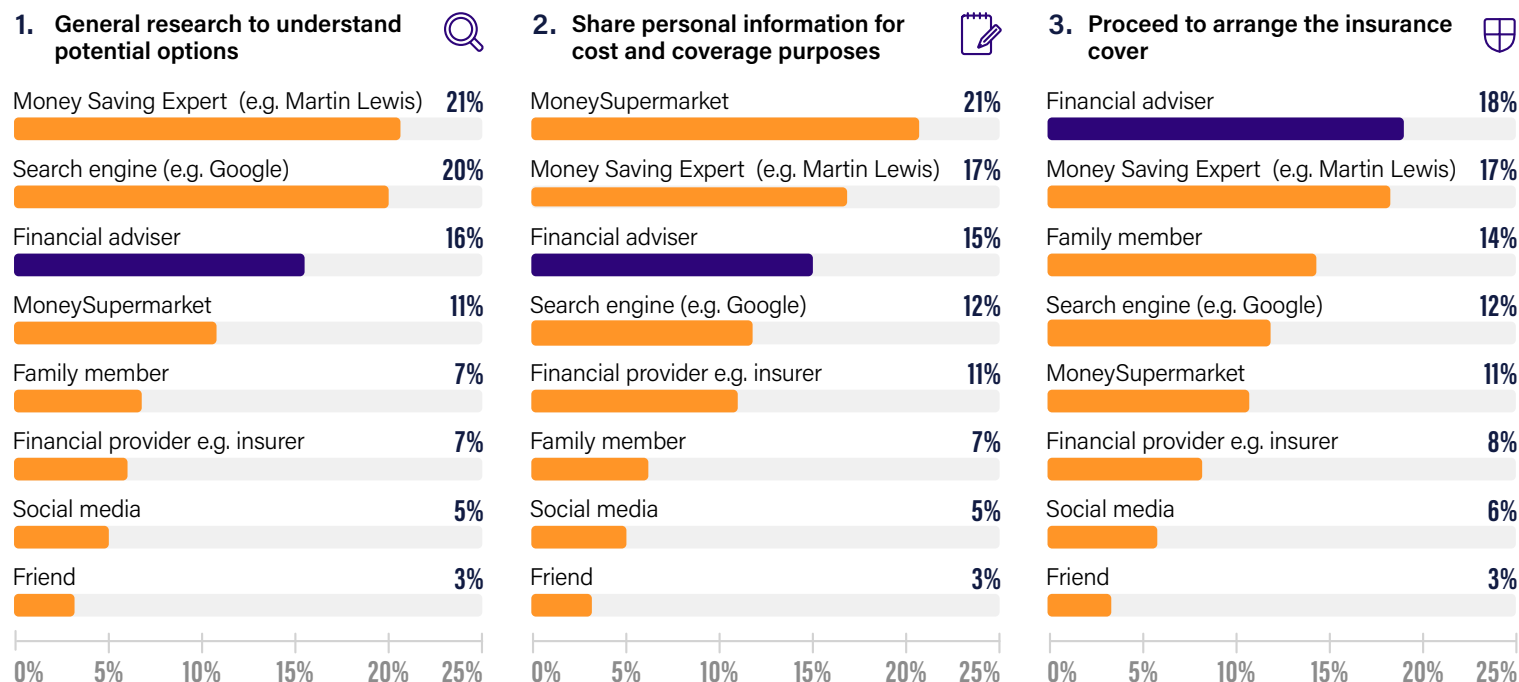
Too many consumers are dropping out of the protection buying process - nearly one in five, rising to one in four under-35s.

Our research looks at drop off rates at three key parts of the customer journey: research, application and quote.

These consumers are engaged yet once they exit the process, they may never return. Their experiences can also influence broader perceptions of protection, shaping not only their own views but those of family, friends, and colleagues.

As an industry, we must take the time to review the customer journey, identifying where pinch points occur. Financial advisers consistently rank among consumers' top three information sources, highlighting the importance of introducing advice earlier in the journey to keep consumers informed and connected.

Top-3 information sources for customers when considering to buy protection insurance at these stages:



Call to action

All firms: undertake a full review of customer journeys to understand areas of friction, particularly at pinch points where consumers are more likely to drop out of the journey (i.e. after reviewing an initial quote).

Insurers: if not already supporting, sign up to the Access to Insurance Agreement.

AMI: continue to promote the ethos and approach of the Access to Insurance Agreement.



3.2. The consumer journey

One in three that drop out begin their journey online. In online direct and price aggregator journeys, highlighting to consumers that alternative options may exist – for example through a standardised industry wording used to explain that a decline or a high premium isn't potentially the only solution - and signposting them to advice, where appropriate, could help improve dropout rates.

Consumers may disengage for a variety of reasons: they have uncertainty about options, price or the cover; they struggle to see the necessity and benefits; they are overwhelmed by the amount of information available; they are unsure what to do next. Or some may be doing research to come back and re-visit in the future. What is clear is that advice can play a central role in helping to overcome some of these barriers and ensure consumers get the protection they want and need.

Consumer protection buying journey



Started the process and bought it



Never started the process

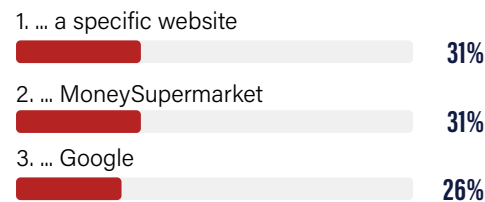


Started, but did not complete it



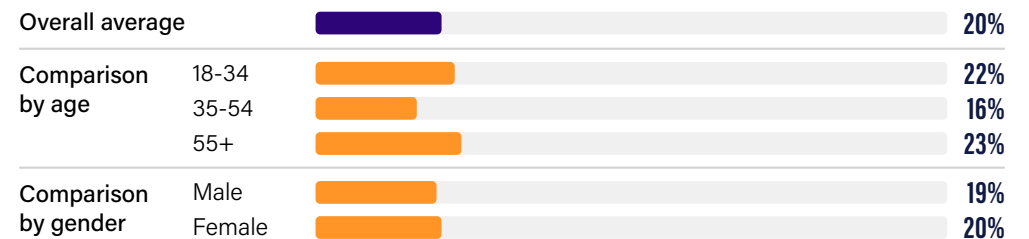
... where:

Those that dropped out started the process online via ...

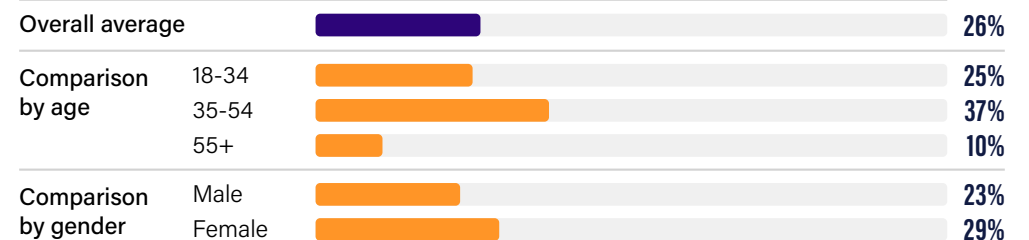


Protection insurance and most common consumer dropout points during the purchase process

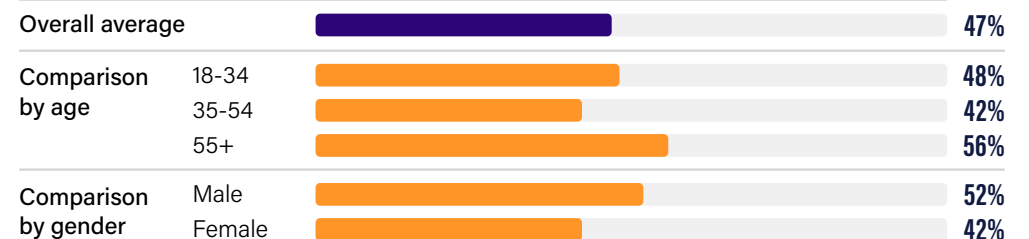
1. At research phase (e.g. while understanding options, finding out more information)



2. At application stage (e.g. while submitting personal information)



3. After receiving a quote (e.g. price, details of cover)



3.3. Why consumers drop out

Main reasons why consumers * did not complete the purchase journey

Cost and inability to see the necessity and benefits of the product

“

The premiums seem too excessive and given I already have life insurance the added protection insurance did not strike me as a necessity.

“

The cost of the protection insurance was higher than I expected though the plans were very appealing and unique. I think I would purchase this type of protection insurance within two - three years.

“

In my experience, the reason clients do not take up insurance after starting the process, is usually down to the time it has taken to underwrite the policy and/or the outcome. If the decision was made sooner, when the client has first bought into the need for the policy, I believe this would eliminate the lack of interest further down the line.

Siobhan Brookes, Co-founder, Folan Brookes Financial Consultants Ltd

Research process overwhelming by the amount of information available

“

It wasn't easy gathering information because insurance companies had different policies "none had it all". Till now I'm still in a dilemma of which one to choose.

“

The whole process was overwhelming because it has a lot of information and understanding each policy. Because I made my research online I did not speak to financial advisor.



Find out more

Participants in our community group study open up about why they dropped out of the protection buying process.

Scan QR code or learn more here.

Lack of consistency and range of different options available to them left some feeling distrustful

“

I wasn't fully convinced I needed the level of cover offered. The terms and exclusions also seemed unclear, which made me hesitant.

“

We thought there were too many caveats and text written in small print.

“

A lot of clients drop out of the protection journey because they can feel overwhelmed by how complex the products seem, worry about the cost, or aren't quite sure what value it brings to them. Advisers can really help by keeping the conversation simple, showing how the cover fits into a client's real-life needs, and being upfront about affordability. If clients feel supported and understood throughout the process, they're much more likely to see it through.

Hayley O'Reilly, Sales Operation Manager, Coreco

3.4. The power of referrals

The reliance on existing customers for lead generation underlines the value of maintaining consistent engagement at key customer touchpoints. Most consumers prefer referrals to happen either during the mortgage process (30%) or right at the start (28%) underscoring the importance of timing and positioning. Introducing protection early - whether directly or via referral - is critical. Consumers are mostly happy to be referred, which could help advisers overcome any hesitations they may have. When referring, it's important to coordinate closely with others to ensure a smooth, effective process.

Would customers be comfortable being referred to another business / adviser who could offer protection insurance to them?

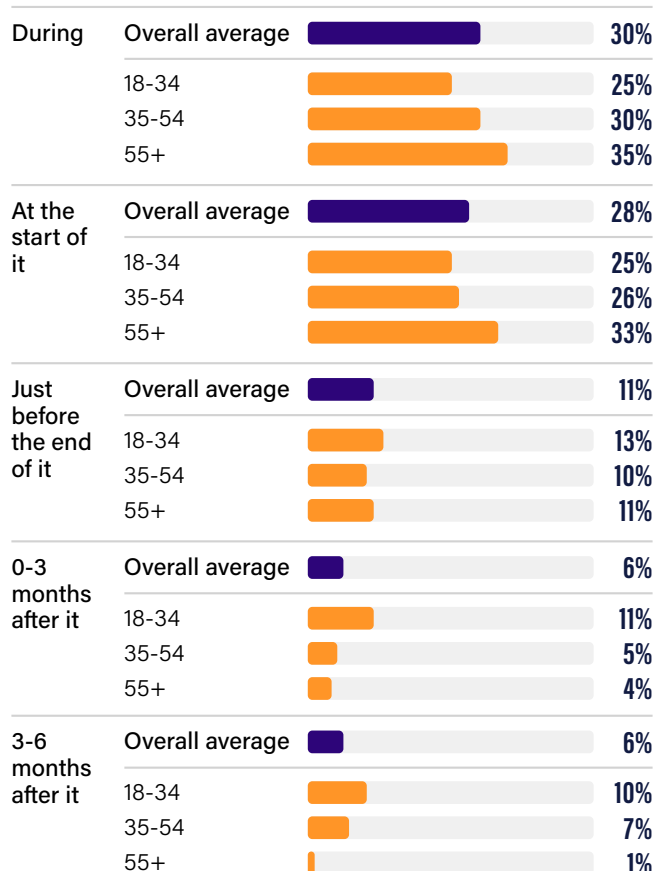


55% of consumers ...

... feel confident being referred to another adviser if their current one doesn't offer protection insurance.



At which point in the mortgage process would customers prefer to be referred for protection insurances?



ADVISERS

How they obtain protection leads



“

This makes having an online profile essential. It's where people will make a large part of their decision, even those referred to you from friends / family are going to Google you. And they will decide if they think you have the knowledge to do the job that they want.

Scott Taylor-Barr, Principal Adviser, Barnsdale Financial Management

3.5. Viewpoint: Royal London



Jon Fuller
Head of Specialist Protection
Distribution, Royal London

“

Understanding and leveraging the power of referrals can unlock new avenues for growth and customer engagement.

As the UK rental market grows, driven by economic factors and changing consumer preferences, protection providers have a significant opportunity to tap into this segment. Renters may not have a large mortgage lump sum to protect, but they have monthly commitments such as rent, utility bills, and perhaps car finance. A protection portfolio offering monthly income on premature death or critical illness, combined with income protection, can provide peace of mind.

The average age of first-time buyers is now 34, meaning many young adults spend a significant portion of their lives in the private rental sector. The number of households in the sector rose by 52% between 2008-09 and 2023-24, from 3.1 million to 4.7 million households. The private rented sector is now the second largest tenure in England, home to 19% of all households. *

The private rented sector serves different types of households across all incomes, including an increasing number of families. In 2023-24, 34% of households in the private rented sector included dependent children (1.6 million households), showing that the rental sector is no longer just aimed at youngsters. **

Many renters aspire to buy their own home and struggle to save for a deposit. A robust protection plan can protect their lifestyle, allowing them to stay in their rented home and safeguard their hard-earned deposit. Understanding and leveraging the power of referrals can unlock new avenues for growth and customer engagement. Building strong relationships with letting agents, estate agents, and lawyers active in this market can be beneficial for gaining both renters and landlords as new clients.

26% of consumers ...

... say they see a future need for policies that cover mortgage or rent payments in the event of lost income, this rises sharply to 50% of 18-34 year olds

55% of consumers ...

... are happy to be referred to another adviser if their current one doesn't offer protection

Including content about the protection needs of renters on adviser websites and social media campaigns can also prove beneficial.

Referrals have always been a cornerstone of successful business strategies, and the protection market for renters is no exception.

* English Private Landlord Survey 2024: main report - GOV.UK

** English Housing Survey 2022 to 2023: rented sectors - GOV.UK

3.6. Social media

It's evident that social media remains underutilised by advisers. While it can feel daunting, the best approach is to start small, be authentic, and stay consistent.

Developing a social media plan is essential, as different platforms serve different goals—some generate leads, while others build consumer awareness. It's also important to dispel myths: you don't need to perform a TikTok dance to achieve success!

Call to action

Advice firms/advisers: develop a tailored social media plan, recognising which platforms drive engagement, which build awareness, and which generate leads.

AMI: Identify which elements of influencers' style appeal to consumers – and which parts could be adopted - while ensuring advisers' expertise remains at the forefront of online content.



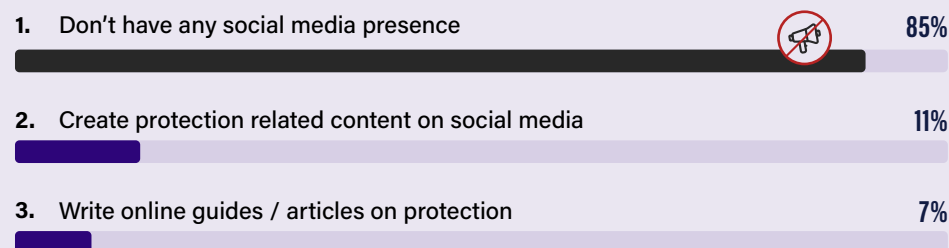
Top ways advice firms utilise social media



People want to see the person behind the business, so don't just post about products and rates. Share your knowledge, yes, but also your personality, values, and stories. Clients connect with people they trust, and social media lets you build that trust at scale. Be consistent, add value, and show up authentically.

Michelle Niziol,
CEO, IMS Independent Mortgage Solutions

Advisers with personal presence on social media



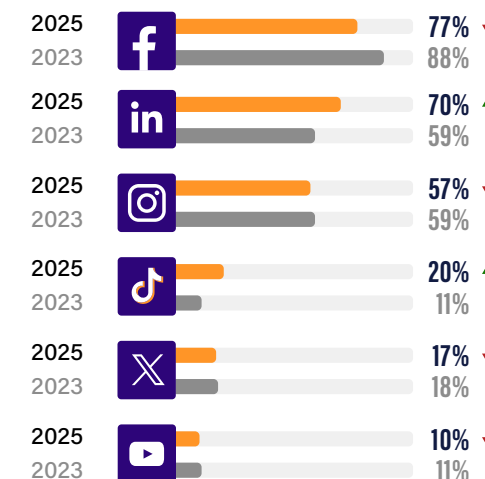
Over 1/2 of advisers ...

... do not use social media when it comes to protection



Protection content - social media platform use comparison

2023 v. 2025*



Explore provider resources designed to help address the findings from the Viewpoint research. Click here to access.



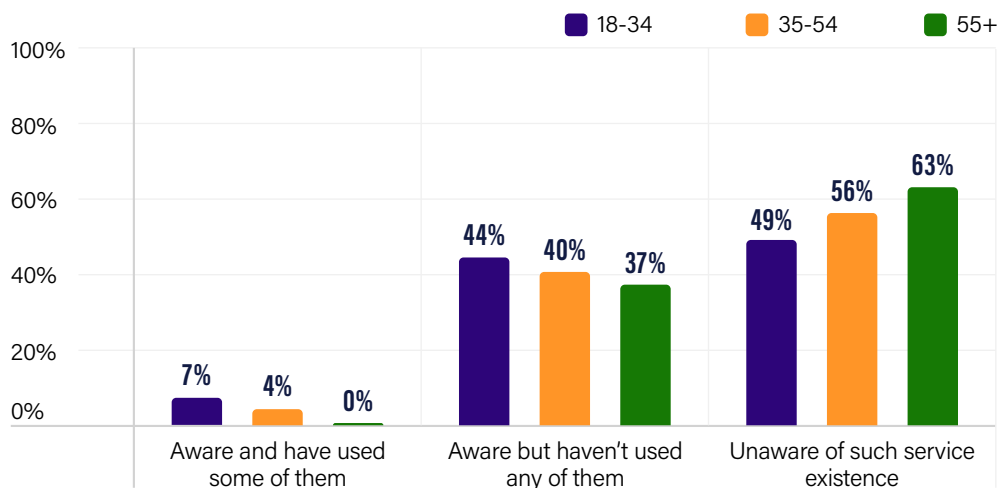
* The adviser sample size for this question in 2025 was 30; therefore, the findings should be considered indicative only.

3.7. Value added benefits

Most consumers don't realise that protection products can come with added value benefits. Among younger consumers (18–34), nearly a third (29%) say these benefits make them more likely to purchase protection.

Value added benefits are key to encouraging consumers to engage with protection products today, not just in the future. They help make the concept of protection more tangible and relatable.

Customer awareness and access to additional health and wellbeing services as part of a protection product / policy



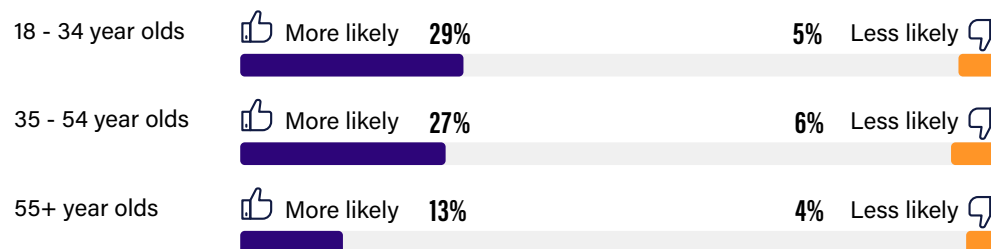
“

Making these [added value] benefits easier to access and bringing them to life by showing how they add value can help advisers strengthen customer understanding, engagement, and overall perception of protection products.

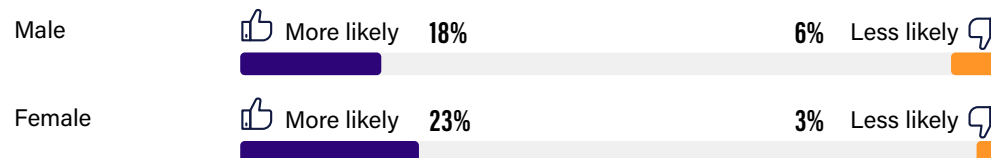
Tobias Corden,
Protection Co-ordinator, L&C

Customers who would be more / less likely to buy protection on the basis they can include additional health and wellbeing benefits:

Comparison by age



Comparison by gender



4. The future

The mortgage and protection sectors play a key role in helping consumers achieve their goals and maintain financial resilience. It's important as an industry we reflect on our future plans and approach. Understanding current consumer and adviser perspectives on emerging areas such as technology and AI and recognising the role human connection plays as part of the protection buying and advice process is crucial.

“

If we continue to keep the customer at the heart of what we do, strike the right balance between technology and human connection, and hold ourselves accountable for acting on these insights, we can make a real and lasting difference.

Stephanie Charman,
Chief Executive, AMI



4.1. Changing demographics

Between one-fifth and one-third of consumers recognise a potential future need for protection, with younger adults (under 35) consistently more likely to see this need across all types of cover. Compared to previous generations, health and illness are more openly discussed – high-profile influencers like Bowel Babe highlight this shift. This underscores the importance of advisers using social media and including protection in customer conversations as their needs evolve. The industry needs to ensure consumers understand the relevance of protection beyond mortgages or children.

Call to action

AMI: create a cross sector working party to identify the issues and opportunities in the rental market space.



Find out more

Participants in our community group study open up about whether they'd consider protection in the future and their advice to younger people.

Scan QR code or learn more here.

Do customers see the need for the following financial products in the future?

Yes No

An insurance policy that pays out a lump sum when you are diagnosed with a disease or condition	18-34	47%		29%
	35-54	37%		39%
	55+	13%		69%
An insurance policy that pays out a lump sum when your child is diagnosed with a disease or condition	18-34	24%		61%
	35-54	19%		61%
	55+	19%		65%
A short-term policy that replaces your income for a set amount of time if you can't work due to health reasons or redundancy	18-34	28%		57%
	35-54	24%		55%
	55+	28%		56%
An insurance policy that pays a regular income if you're unable to work or have lost income because of health reasons	18-34	31%		55%
	35-54	26%		54%
	55+	34%		56%
An insurance policy that pays out a sum of money to your family/ beneficiaries should you pass away within the term of the policy	18-34	38%		46%
	35-54	33%		45%
	55+	34%		33%
An insurance policy that pays a lump sum to your family if you pass away	18-34	39%		46%
	35-54	35%		45%
	55+	34%		40%
A policy that helps cover the cost of care if you become unable to live independently	18-34	39%		43%
	35-54	37%		37%
	55+	43%		24%
A policy that helps cover mortgage or rent payments if you lose your income	18-34	28%		59%
	35-54	24%		57%
	55+	24%		61%

4.2. Viewpoint: The Exeter



Jamie Page
Head of Protection
Distribution, The Exeter

“

Consumers still value human connection. And advisers bring something technology can't: the ability to listen, to guide, and to build trust.

As technology continues to reshape how consumers engage with financial services, this research reinforces a powerful truth. When it comes to protection, human connection still matters.

We're seeing a new generation of consumers who are digitally fluent, emotionally affected by the economic climate, and increasingly aware of their financial vulnerabilities. Many are thinking ahead and recognising the importance of protection, particularly when it comes to income and housing. But despite this awareness, too many are starting the journey and not finishing it - often dropping out after getting a quote online, without ever speaking to an adviser.

This is where advice makes the difference.

Technology, including AI, has a vital role to play. It can streamline admin, improve access to information, and reduce friction. But it can't replace empathy, context, or the reassurance that comes from speaking to someone who understands your situation.

Consumers still value human connection. Especially when it comes to making decisions about their health, their families, and their future. And advisers bring something technology can't: the ability to listen, to guide, and to build trust.

As a sector, we need to embrace technology but not at the expense of advice. We need to support advisers to show up where consumers are looking, whether that's online, on social media, or through AI-assisted tools. And we need to keep championing the human advantage in a digital world.

71% of consumers ...



... say human connection is important when deciding to buy protection insurance

27% of consumers ...



... trust AI to help them make final decisions

4.3. The role of tech and human connection

In today's digital age, technology – including Artificial Intelligence (AI) – is transforming how consumers access information and interact with services. AI is the next evolution of how consumers conduct their research online, yet it is clear human connection remains central to their experience.

These findings highlight a crucial balance: while AI and technology can streamline processes and provide rapid access to information, they cannot fully replace the trust, reassurance and nuanced guidance and advice that human advisers provide.

Call to action

AMI: create a value of advice toolkit for firms to use to help raise consumer awareness about the role and value of advice when it comes to protection.

All firms: ensure tech adoption adds value. Technology should enhance the advice journey, not replace it. It should create efficiencies, not replace human connection.



Human connection - how important it is to customers when they're looking to buy protection at the following stages:



General research to understand potential options



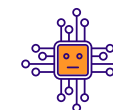
Share personal information for cost and coverage purposes



Proceed to arrange the insurance cover



To what extent would consumers trust the use of AI in the following scenarios:



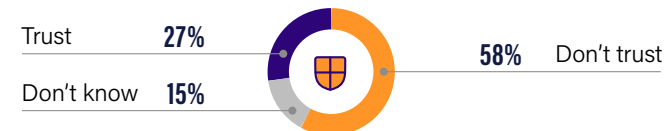
Answering your questions/queries



Providing advice on which option is the most suitable



Making your decisions



While 35% of all consumers trust AI to answer protection questions and 35% to provide suitable recommendations, trust jumps dramatically among under-35s – with 54% and 57% respectively showing confidence in using AI as part of the protection buying process. However ...



... only 27% of consumers ...



... trust AI to help them make final decisions, suggesting there are limits to algorithmic influence.

4.4. Technology: the adviser view

The future of the sector depends on a hybrid approach, combining technology with meaningful human interaction. Technology should be leveraged to boost efficiency, while preserving the personal connections and touchpoints that drive consumer confidence and informed decision-making.

“

I am not concerned by AI, it is a great tool to speed up mundane admin tasks, but it doesn't replace human connection, and when we are talking, life, death, sickness, clients want to speak to someone who really understands this and can emphasise with them on a deeper level than AI will ever be able to do.

Kate Fuller,
Business Principal, Mortgage Advice Bureau Crawley

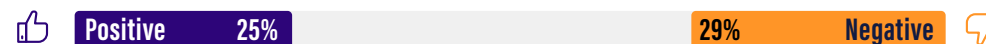
“

Protection is not an impulse purchase which is why the human connection is so important in the protection journey. Having an adviser carefully advise and plan with clients is a key factor to get a great outcome and even sharing positive stories on how protection has helped others is a great way to make it real. However, I do think technology has a place as the industry will be left behind without it, but we need a human expert to oversee and guide throughout the process and all-important application.”

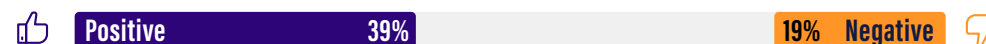
Dale North,
Chief Executive, Pure Protect

How advisers feel about the use of AI within various stages of the advice process

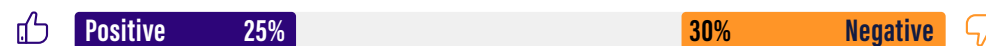
Initial customer engagement



Research



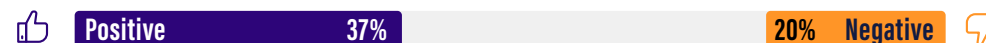
Product recommendation



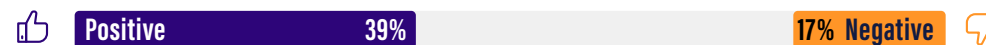
Producing client documentation e.g. suitability reports



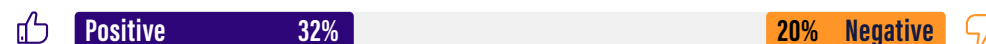
Application submission



Management of application to completion pipeline



Ongoing client management and engagement



4.5. Technology and human interaction



Preferred application: AI and technology

AI is very useful as an information gathering exercise, and participants use it to save them time

1. Researching products



- Human interaction is not desired at early research stages.
- This is primarily because of convenience, as there is no scarcity of information available online.



I think some things need to be done in person to get an informed advice. But initial research can easily be done via the internet and using AI etc.

2. Researching providers



- Convenience is a key reason why tech is preferred here as well.
- However, there is also a sense that personal interactions may lean towards a sales pitch, whereas tech is seen as more unbiased.



I do not want to be 'swayed' by sales pitches at this stage.

3. Gathering quotes



- The quote process is often time consuming, so tech is seen as a way of potentially helping with this.
- One caveat here is that some respondents would rather give personal information, such as health conditions, to a person rather than technology.

4. Managing a policy

- Much of managing a policy is admin tasks, such as changing an address.
- As these are less important parts of the process, tech can help with making this more convenient.



I think maybe when changes are being made it would be easy to use AI but when someone has queries it would be better to have a human.



Preferred application: human interaction

Human interactions provide empathy when making a claim and reassurance when at the critical decision-making moments

1. Purchasing the product

- This process requires accuracy and involves acting on existing information.
- A human touch is useful here as confirmation that they are understanding what they are considering purchasing correctly.



Anytime any importance or accuracy is required along with a back up opinion...go human.



I would prefer human interaction if I needed to find out clarity around terms and conditions. Just to ensure I will have a valid claim etc.

2. Managing a policy

- Especially if it may have an impact on the policy itself, such as a change in employment, participants often desire reassurance from a human that their policy is still accurate and valid.



When changes are being made it would be easy to use AI but when someone has queries it would be better to have a human.

3. Making a claim

- This is a complex and unique part of the protection process.
- With it also being a stressful experience, a human touch will help make the process more personal.



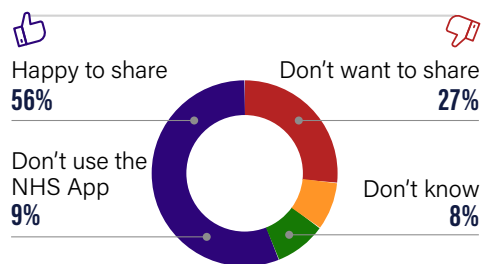
Yes, I prefer human interaction when making a claim and purchasing a product. At times claiming process could be complex and lengthy. So human interaction is important.

4.6. Sharing data

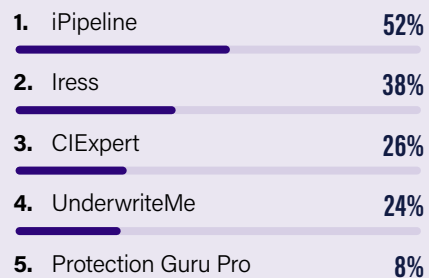
Across all three health contexts there is a clear preference among consumers for digital or online information sharing routes, followed by medical professionals (nurses) and then financial advisers. The 'Don't know' responses are highest for mental health, suggesting consumers feel less confident about the best method to share sensitive mental health information. Financial advisers play an important role in providing reassurance and support, for example when consumers have questions about the information they're being asked to provide.

These findings highlight the value of a hybrid approach that combines digital tools, such as online fact-finds, with human interaction to support consumers during the protection application process.

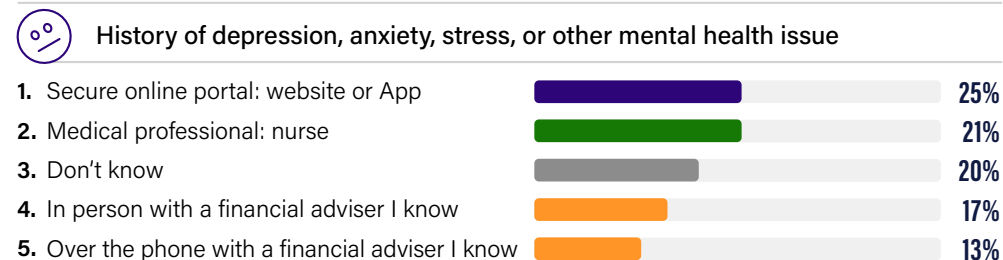
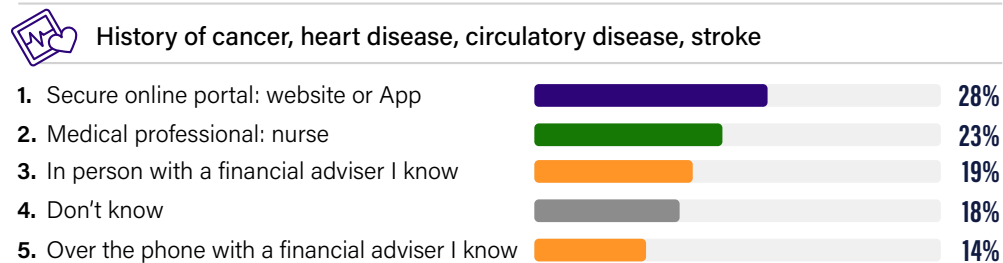
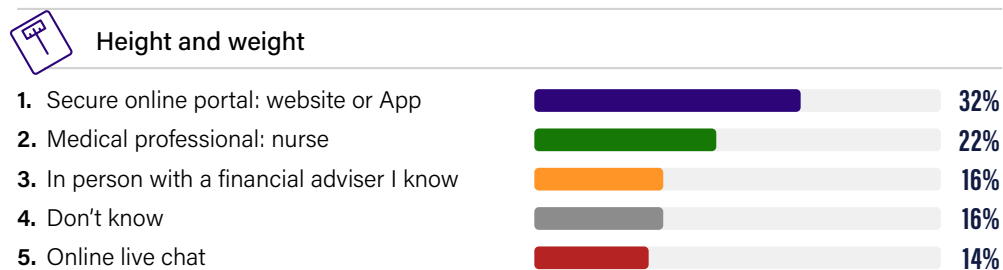
How happy would consumers be if their medical history was shared with an insurer via the NHS app (excludes Scotland)?



ADVISER TOP-5 Portals used during the advice process



Top-5 responses when asked preferred routes to share information about customer health



4.7. The role of BDMs

As technology continues to evolve and take on more of the heavy lifting, it's vital to consider how the role of a BDM should adapt to meet the changing needs of businesses and their advisers. The role is now more critical than ever — a BDM should act as a strategic partner, driving diversification and growth and supporting business quality while offering insights that go beyond product knowledge, much of which technology will increasingly handle.

There remains a strong need for human connection. BDMs can bring their impact to life through real-world case studies that showcase the support they've provided. A successful BDM-adviser relationship should be genuinely two-way, fostering a culture of mutual learning and shared expertise.

Call to action

Providers and advice firms: explore how we can build a reciprocal knowledge - sharing environment between providers and BDMs and advice firms and advisers.



“

Having been both an adviser and a BDM, I know first-hand how powerful that partnership can be. A great BDM isn't just a product expert; they're a strategic ally.

Advisers can get more from the relationship by inviting their BDMs to share insights from high-performing firms, and setting clear, honest expectations on SLAs, timelines and evidence requirements. That transparency helps avoid friction, strengthens working relationships, and ultimately means more clients get the advice and protection they need - without delay."

Carly Gibb,
DA Lead for Protection, PMS

TOP-10 QUALITIES

Of protection Business Development Managers (BDMs)

1. Product and policy knowledge	55%
2. Support on cases pre-underwriting/submission	53%
3. Help with complex or non-standard cases	52%
4. Support on cases post-submission	39%
5. Updates on product or process changes including enhancements	36%
6. Responsiveness and speed of communication	35%
7. Application support	31%
8. Ease of accessibility	29%
9. Training on proposition	25%
10. Regulatory knowledge	19%

4.8. The challenges and opportunities

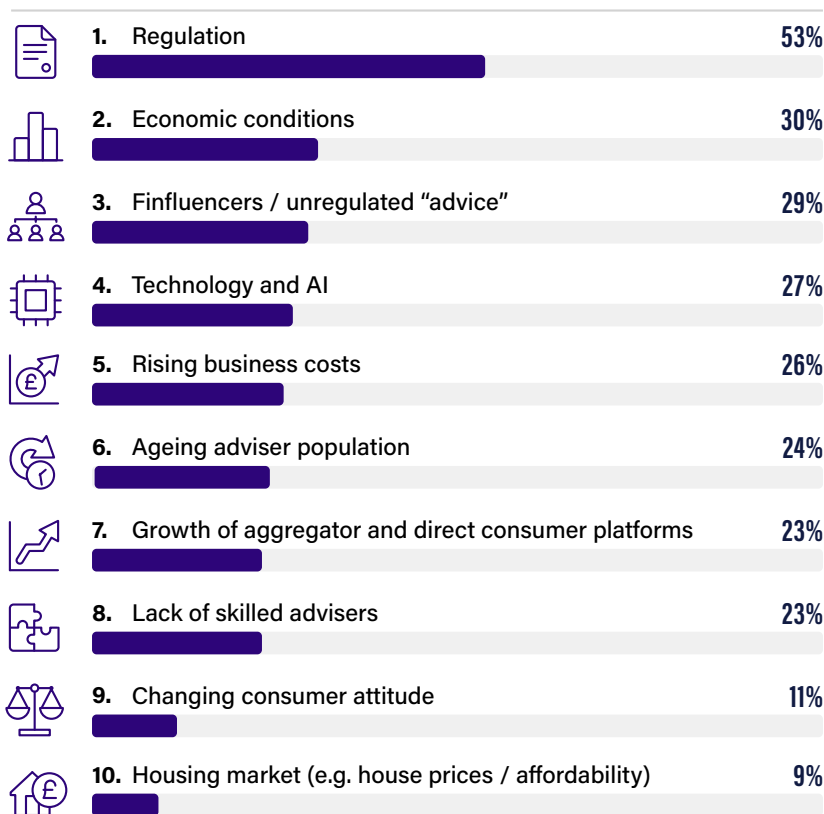
It's no surprise given the FCA's Pure Protection Market Study and Discussion Paper on the Future of the Mortgage Market that regulation ranks as a top concern for advisers.

The government's push to cut red tape for businesses is reaching firms through the FCA's data decommissioning efforts. Whilst welcomed, for firms this involves identifying where system and process changes are required which may be adding to adviser concerns.

Finfluencers and unregulated "advice" ranks top three among advisers' fears, making it crucial for advisers to maintain a strong social media presence to ensure consumers hear key messages from qualified professionals.

Ageing adviser population is a problem and initiatives like Working in Mortgages is exploring ways to attract diverse talent and grow skills and knowledge within the sector. Clear succession planning is important and firms should consider the wealth of resources available from the likes of mortgage clubs and compliance service providers.

Top-10 biggest adviser fears about the advice sector in the future



“

Finfluencers are becoming a bigger risk as time goes on. I've heard examples from brokers of clients arriving at meetings with so called "advice" they have seen on TikTok or Instagram and this takes time to unpick. Influencers are not regulated and they are giving opinion usually rather than advice, however the younger generation sometimes trust these individuals. Flipping this around though – more people talking about financial advice and money topics can help the adviser stand out for giving the right advice and using platforms to educate clients themselves with their own social media presence to help build trust and visibility.

Matt Brown,
Proposition Director, HLP

Explore provider resources designed to help address the findings from the Viewpoint research. [Click here to access.](#)



4.9. Viewpoint: AMI



Stephanie Charman
Chief Executive, The
Association of Mortgage
Intermediaries

“

Reflect on what you can commit to, share it within your business, use the insight with your client's and let's build on this momentum together.

I hope you've enjoyed reading this year's Viewpoint report as much as we've enjoyed bringing it to life.

What really stands out to me this year is the sense that our sector has both the insight and the opportunity to make meaningful, lasting change but only if we come together to act on it. This report isn't a "one and done" moment. It's the start of something bigger, an ongoing collaboration across our industry to make protection conversations resonate more deeply with customers and, help more consumers get the cover they need.

One statistic that really stood out for me from this year's research is that 39% of mortgage holders recall having a protection conversation with their adviser. That's up slightly from 36% in 2020, but it still shows there's work to do. Advisers are clearly having these conversations. 82% tell us they advise directly on

protection, and another 13% refer clients to a specialist, yet something isn't quite resonating with customers. It's a reminder that we need to keep the customer at the heart of every conversation and continue helping them truly understand what not being protected could mean for their future.

We've worked closely with our sponsors to turn this year's insights into clear call-to-action points. And here's the exciting part, there's something in this for everyone. Whether you're a firm owner, adviser, network, insurer, reinsurer or tech provider, there are steps we can all take to make progress.

So I'd encourage you to take some time with the report. Reflect on what you can commit to, share it within your business, use the insight with your client's and let's build on this momentum together. AMI will be driving forward its own set of

actions throughout 2026 and we look forward to working with the whole sector to turn these ideas into real outcomes.

A huge thank you to our sponsors for their continued support, and to everyone across the industry, whether you've been part of the journey so far or are just joining us now, for grasping this opportunity to collaborate and make change happen.

If we continue to keep the customer at the heart of what we do, strike the right balance between technology and human connection, and hold ourselves accountable for acting on these insights, we can make a real and lasting difference.



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In association with



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info@a-m-i.org.uk



www.linkedin.com/company/association-of-mortgage-intermediaries