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Affordability and Availability of Flood Insurance

Final report FD2688

July 2015



Llywodraeth Cymru
Welsh Government



Joint Flood and Coastal Erosion Risk Management Research and Development Programme

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Funded by the joint Flood and Coastal Erosion Risk Management Research and Development Programme (FCERM R&D). The joint FCERM R&D programme comprises Defra, Environment Agency, Natural Resources Wales and Welsh Government. The programme conducts, manages and promotes flood and coastal erosion risk management research and development.

This is a report of research carried out by Ipsos MORI, on behalf of the Department for Environment, Food and Rural Affairs

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1 Summary

1.1 Introduction

Ongoing monitoring of the insurance market is helpful to measure the extent to which Defra's policy aim of flood insurance being available and affordable for high risk households and businesses over a transitional period of 25 years is being achieved through Flood Re. Flood Re is a reinsurance vehicle which pools the highest risk household insurance policies and effectively limits the flood risk part of the insurance premium and excess.

To provide a more detailed understanding of the flood insurance market Defra commissioned this survey of the availability and affordability of flood insurance for households, including a comparison between those at risk of flooding and those not at risk. Defra commissioned a baseline survey carried out by JBA consulting in 2013-14 to provide initial data on household insurance and flood risk and experience.

Ipsos MORI were commissioned to carry out follow up research in 2014-15. The primary aim of this research was to monitor and assess the availability and affordability of insurance for households¹ and small businesses in England, building on the baseline survey. The research with businesses is covered in a separate report, produced alongside this document.

There were two strands of the research with households:

1 An online quantitative survey.

- Two samples were selected, one where addresses had a medium or high risk of flooding ('at risk' defined as 'at risk' throughout the report) and another where they did not ("control" areas).
- A random probability sample of households were invited to complete an online survey through a postal mail out to selected addresses.
- 1,083 householders with sole or joint responsibility for making decisions about home insurance in their household participated in the online survey.

2 Qualitative telephone interviews.

- Participants in the online survey were asked at the end of the survey if they would like to participate in any further research on the topic of home insurance. This was to explore their experiences in more detail.

¹ Note that for this report 'households' includes owner occupiers (freeholders and leaseholders) social housing and privately rented tenants

- 25 in-depth interviews were subsequently completed by telephone, with quotas set to ensure that the interviews covered a broad range of participants.

1.2 Key Findings

1.2.1 Uptake of home insurance

The majority (85%) of householders had taken out home insurance, with no differences observed between the 'at risk' and control areas. This is higher than ABI data from 2012², which showed 76% of households had insurance. However it should be noted that as the invitation to take part in the survey mentioned insurance the uninsured might have been less interested in taking part. Owner occupiers were much more likely to have insurance than renters, whereas the young, those on lower incomes and those in lower council tax bands were less likely to have insurance.

Participants most commonly chose an insurance provider using an online comparison site (36%) while the same proportion said they had used the company before (36%). Those in at risk areas were more likely to use a comparison site (40%) whereas those in control areas were more likely to have used the company before (41%). While the qualitative interviews suggested householders were becoming more likely to use comparison sites, this did not necessarily mean greater levels of switching, with some participants reporting they stayed with their existing provider through a sense of brand loyalty.

The qualitative interviews revealed mixed perceptions of the home insurance industry. Positive perceptions focused on the personalisation of service and competitiveness, while those with more negative views discussed their difficulties accessing affordable insurance or the availability of insurance at all, difficulties making a claim, price increases and a perceived lack of recognition of customer loyalty. There were no differences in this regard between at risk and control participants.

Among participants who did not have insurance coverage, the affordability of policies was more of an issue than availability. However, availability of insurance was more likely to be reported as an issue among participants living in at risk areas. For example, 9% of 'at risk' participants said they could not get any insurance but none of the control group reported this.

During the qualitative interviews, participants without insurance said this resulted in anxiety about the financial implications of not having cover for their property and/or possessions. Some living in at risk areas felt "trapped" by their lack of insurance – as they could not afford to either repair their home if a flood were to occur, prepare in advance to minimize the impact of a potential flood or be in a position to sell their home if they wanted. This said, there was a smaller number of participants without insurance who were not concerned about their insurance status.

² https://www.abi.org.uk/~/_media/Files/Documents/Publications/Public/2014/Key%20Facts/ABI%20Key%20Facts%202014.pdf

1.2.2 Current cost of home insurance

The median price for contents-only insurance was £124 (with similar prices in at risk (£120) and control (£128) areas), whereas for those with buildings insurance (either alone, combined with contents or on a separate policy) the median was £257 (£262 at risk, £250 control). Younger people and those who had switched insurance provider paid less on average for buildings insurance. Those in higher council tax bands, as well as those who had recently been flooded, paid more on average for buildings insurance.

The median cost of the excess for those with contents-only insurance was £62. There was no significant difference between at risk (£63) and control (£61). For those with combined building and contents insurance policies, the median excess was £153 - £164 in at risk areas and £143 in control. Those who had previously been flooded paid £220 excess, and those in council tax bands ABCD (£258 mean) paid less than those in bands EFGH (£345 mean) but there was little difference in the medians (£149 compared with £167) for combined policies.

1.2.3 How is the cost of home insurance changing?

The survey found no clear pattern in how the cost of home insurance is changing, with similar proportions of participants considering the cost to have increased (33%) or decreased (30%). There was no significant difference between those in at risk and control areas, although those who had previously been flooded were more likely to believe their premium had increased (56%). The qualitative interviews also highlighted the difficulty participants had in considering whether there had been cost changes in insurance.

Those who felt they had observed price increases attributed this to a range of issues, such as inflationary increases; flooding in local or national areas; increasing levels of false claims; insurers profiteering; the growing value of household goods (particularly gadgets); and the increasing value of properties. Those who felt prices had declined or remained static attributed this more to personal changes in circumstance such as changes to the policy taken or moving home, as well as the increased ease of finding and comparing quotes. Only a small proportion (4%) felt that flooding had resulted in an increase in premium costs; though many in 'at risk' areas were unaware of their risk status. Excess costs were also considered relatively stable (68% of participants who knew the value of their excess said it had remained about the same). As with premiums, there was no significant difference between at risk and control participants, but those who had previously been flooded were more likely to say their excess had increased (23%, compared with 11% of those never flooded).

1.2.4 Affordability of home insurance

The survey collected two self-reported measures on the affordability of insurance: survey participants were informed of the average value of the damage caused by a flood (either to a home or its contents only depending on their insurance type) and asked for the

maximum a) premium and b) excess they could afford to pay to cover their home (contents) against such damage. Participants were also asked to what extent they agree that their current premiums and excesses are affordable.

The majority of participants who knew the amount they were paying for their home insurance agreed that their premiums were affordable (73%) and reasonable (61%). Views were more mixed, however, on whether these premiums represented good value for money (47%). In general, those with contents-only insurance felt insurance was more affordable. The majority of respondents also believed their excesses were affordable and reasonable, but again fewer felt it represented good value for money.

The median maximum premium that those with buildings insurance³ said they could afford to pay was £199. Those in at risk areas (£225) said they could afford to pay more than those in control areas (£175), and those previously flooded also said they could afford more (£286) as did those aware of their flood risk (£273) and those in council tax bands EFG (£308). Just 2% of owner occupiers said they could not currently afford home insurance.

Renters or owner occupiers with contents-only insurance said the maximum they could afford to pay was £42 per annum and 20% said they could not currently afford to pay for home insurance. Again those in at risk areas felt they could afford more (£67) than those in control areas (£25).

It is important to note, however, that the average maximum amount respondents stated they could afford to pay was below the average value of the actual premiums respondents reported themselves to currently be paying. This suggests the affordable limit stated by householders cannot be used as an accurate measure of what they can actually afford to pay. Rather, the responses given provide information on stated willingness to pay. Full data on actual affordability (for example, defined in terms of income) is beyond the scope of this research: it would require detailed knowledge of each participant's wider financial context, as two households with the same income and same insurance cost could have very different non-insurance expenditure.

Owner occupiers with buildings insurance said the maximum excess that they could afford to pay was £236. There was no significant difference between at risk and control areas, although those who were aware of their flood risk would be willing to pay more (£319) as would those in council tax bands EFG (£447). Very few said they could not currently afford to pay the excess for a home insurance claim. The maximum excess that renters or owner occupiers with contents-only insurance said they could afford to pay was £36 median, while 23% of this group said they could not currently afford to pay any excess for a claim of £5,000. Again, the average maximum excess that was reported to be affordable was below the average value currently paid by renters (£163).

³ This includes those without contents insurance or separate contents insurance as well as combined buildings and contents policies.

Participants were asked what strategies they would employ if there was to be a price rise in their insurance cost. The most popular option to cope against rising insurance premiums was to find a way to pay the premium by cutting back on non-insurance related expenses. The next most popular options were to increase the level of excess or taking a risk by accepting exclusions in the level of their cover. Those in at risk areas would be more likely to reduce the maximum value of their cover or go without contents insurance than those in control areas. The qualitative interviews also revealed most would negotiate with their current provider or shop around in the first instance. Very few said they would stop taking out insurance in response to price rises.

1.2.5 Experience of households who have been flooded and home insurance

7% of survey participants lived in properties that had previously been flooded. The qualitative research revealed that those who had claimed for flooding had positive experiences with their insurance companies though this was not the case for all participants. Qualitative participants who had made a claim experienced an increase in their insurance, however the survey did not ask about this specifically. The survey also found that claims might not be made if the householder felt the flood did not damage their property to a sufficient extent, or if the extent of the damage was not felt to outweigh the perceived hassle of making a claim, although just 8 participants answered this question.

The vast majority of survey participants at risk of flooding were unaware of property level protection schemes, with a maximum of 9% aware of any particular named scheme. Among those who were aware of the schemes but had not taken them up, the main reasons were that they did not think they would help or that they would be eligible. Very few had taken up the measures, and the majority did not believe these measures were necessary to install.

1.3 Summary, and breakdown, of key statistics from this research

<u>Key statistic</u>	Overall	At risk	Control	Flooded property*	Not flooded
<u>Uptake of home insurance</u>					
% owner occupiers with any insurance policy	98%	98%	98%	92%	98%
% owner occupiers with content-only policy	5%	6%	5%	4%	5%
% owner occupiers with building-only insurance	5%	4%	5%	0%	5%
% owner occupiers with content & building insurance	88%	89%	87%	88%	89%
% renters with contents insurance	50%	55%	46%	56%	52%
% renters with no insurance policy	46%	41%	50%	44%	44%
% switched supplier when taking out current policy	35%	36%	33%	36%	35%
<u>Current cost of home insurance – cost of premiums</u>					
Amount paid for building & content insurance premium – mean	374	388	360	506	366
Amount paid for building & content insurance premium – median	257	262	250	347	252
Amount paid for content only insurance premium – mean	183	165	203	154	186
Amount paid for content only insurance premium – median	124	120	128	108	127
<u>Current cost of home insurance – cost of excess</u>					
Amount paid for building & content insurance excess – mean	£283	£321	£245	£453	£273
Amount paid for building & content insurance excess – median	£153	£164	£143	£220	£151

Amount paid for content only insurance excess – mean	£163	£172	£153	-**	-
Amount paid for content only insurance excess – median	£62	£63	£61	-	-
Affordability of home insurance					
% agree insurance premiums are affordable	73%	72%	75%	69%	74%
% agree insurance premiums represent value for money	47%	47%	48%	48%	47%
% who would find a way to pay insurance premium if it rose above an affordable level (& other lower premiums were not available)	55%	55%	55%	45%	53%
% agreeing the excess is affordable	65%	65%	65%	58%	66%
% agreeing the excess represents value for money	42%	44%	39%	52%	41%

*Please note, small sample size for those living in a flooded property so these results are indicative only (applies to 80 properties in the sample overall, but fewer at filtered questions e.g. those with contents-insurance only)

**Please note that due to the very small sample size of not flooded properties with contents only insurance (14 properties) data for this sub-group is not presented

2 Introduction

2.1 Project background

Defra together with the insurance industry is working towards ensuring that flood insurance is available and affordable for high risk households, over a transitional period of 25 years. JBA Consulting was commissioned in summer 2013 to support understanding of the current market situation at that time in relation to the availability and affordability of insurance for households in England.⁴ Following this baseline survey, Ipsos MORI were commissioned to provide further evidence about affordability and availability of flood insurance. Ongoing monitoring is necessary to ensure that Defra's flood insurance policy aims are being achieved through the Government's preferred option of Flood Re. Flood Re is a reinsurer which pools the highest risk policies and effectively limits the flood risk part of the insurance premium and excess.

An additional aim of the research carried out by Ipsos MORI was to assess the availability of insurance for small businesses. During the passage of the Water Act 2014 (which establishes the legal framework for Flood Re), concern was raised about the impact on the market for commercial sector policies, as they will not be eligible for Flood Re. As such, in addition to the research with households⁵ reported here it was considered important to understand insurance for small and medium sized businesses. The results of the research with businesses are reported separately.

2.2 Project objectives

The primary aim of this research was to **monitor and assess the availability and affordability of insurance for households and small businesses in England.**

The specific objectives of the research were to:

- 1 Provide an update to the baseline study of the cost and availability of insurance premiums for households.
- 2 Gather data about the availability of insurance for small businesses.
- 3 Test a methodology which will be able to capture insurer and householder behaviour change over time.

⁴ [Insert link to JBA report](#)

⁵ Note that for this report 'households' includes owner occupiers (freeholders and leaseholders), social tenants and private tenants

2.3 Research approach - Summary

To achieve the research's aims and objectives, four strands of data collection were devised:

- 1 **Household survey:** an online survey of households in flood-risk areas and non-risk areas. Participants were invited to participate in the survey through a postal mail out.
- 2 **Household qualitative research:** qualitative telephone interviews with a number of the household survey participants.

The methodology for the research with businesses is published separately with findings from this strand. The research with householders is covered below in greater detail.

2.4 Household survey

An overview of the methodology is as follows:

- Selected addresses were sent a letter inviting the person in the household responsible for insurance in the household to complete an online survey.
- Respondents were given a link to the online survey, which they then completed (survey questionnaire provided in Appendix 8.1).
- Respondents were offered either a £5 or £10 high street voucher as an incentive for completing the survey.

2.4.1 Sampling

The overall purpose of the sampling approach was to provide a nationally representative sample of England produced through a random probability approach.

Two samples were selected: a sample of addresses in areas at risk of flooding and a control sample of addresses in other areas. This was to investigate any possible differences in availability and affordability of home insurance between those at risk of flooding and those not at risk.

For the 'at risk' sample we selected properties which were either at high or medium risk from an amalgamation of two databases from the Environment Agency⁶.

The databases provide the full postcode and flood risk level (high, medium, low, or very low) for all addresses at risk of flooding in England. If a property was at high risk of fluvial flooding but medium risk of surface water it was assigned the higher risk level as this

⁶ The National Flood Risk Assessment Postcode Flood Likelihood Category Database (NaFRA Postcode FLC Database) which assesses risk from tidal and fluvial flooding, and the Updated Flood Map for Surface Water (uFMfSW) which assesses risk of surface water flooding.

reflects its true risk.⁷ The 'at risk' addresses were sampled proportionately by risk level within region. The sampling process also sought to balance the profile of the addresses selected by ACORN⁸ category within region.

To generate the control sample, the medium / high 'at risk' properties were excluded from the Postcode Address File (PAF) which contains all addresses in the country. This means the control sample was populated with properties whose risk is low, very low or none (i.e. not in the amalgamated database.) These addresses which were assigned to the control sample were stratified by ACORN category within region.

The table below shows the profile of the overall sample and how this is split between the at risk and control samples.

⁷ If as in the example given a property is at high risk of fluvial flooding then by definition its risk level is high. The medium risk of surface water flooding does not affect this.

⁸ Acorn is a geodemographic classification system that segments UK postcodes and neighbourhoods into 6 Categories. (http://www.esds.ac.uk/doc/6069/mrdoc/pdf/6069_acorn_userguide.pdf)

2.4.2 Table 2.1 – Sample profile

		Overall	At risk	Control	England Average
	TOTAL	1083	531	552	
Tenure	Owner occupier (all)	77%	78%	77%	65% ⁹
	<i>Freehold</i>	67%	66%	68%	
	<i>Leasehold</i>	6%	6%	6%	
	<i>Don't know</i>	4%	5%	4%	
	Social housing	10%	9%	11%	18%
	Private rented	13%	14%	13%	17%
Age	18-34	16%	15%	17%	29% ¹⁰
	35-54	38%	38%	39%	35%
	55-64	22%	21%	22%	14%
	65+	24%	26%	22%	22%
Insurance type	Combined buildings and contents	64%	66%	61%	76% ¹¹
	Buildings only or separate buildings and contents	9%	8%	10%	
	Contents only	14%	15%	14%	12%
	None	11%	10%	13%	24%
Awareness of risk level	Aware of risk	N/A	35%	N/A	N/A
	Unaware of risk	N/A	65%	N/A	N/A

⁹ Source: UK Census 2011, accessed online at <http://www.nomisweb.co.uk/census/2011/ks402ew>

¹⁰ Source: UK Census 2011, accessed online at <http://www.nomisweb.co.uk/census/2011/ks102ew>

¹¹ Source: ABI UK Insurance Key Facts 2014, accessed online at

https://www.abi.org.uk/~/_media/Files/Documents/Publications/Public/2014/Key%20Facts/ABI%20Key%20Facts%202014.pdf.

Please note that from this source it is not possible to disentangle those with combined buildings and contents and buildings only. It states "Of the 26.4 million households in the UK in 2012, 20.1 million had contents insurance [and] 17 million had buildings insurance." For the purposes of this table we have assumed that the difference between the total number of households and those with contents insurance is the number of uninsured households, and the number of households with contents insurance less the number with buildings is the number with contents only. Implicit in both of these assumptions is that no household has buildings only insurance.

Flooding history	Flooded	7%	11%	4%	N/A
	Never flooded	87%	82%	92%	N/A
Income ¹²	Up to £15,599	22%	23%	21%	22% ¹³
	£15,600 to £31,199	29%	30%	28%	32%
	£31,200 to £51,999	27%	25%	28%	25%
	£52,000+	22%	22%	23%	22%
Council tax band	AB	27%	29%	26%	44% ¹⁴
	CD	42%	43%	41%	37%
	EFG	23%	21%	25%	18%
	H	1%	1%	1%	1%

2.4.3 Data collection

A random probability sample can only be generated from postal addresses as this is a comprehensive sample source. It was originally planned to carry out the survey by telephone whereby postal addresses would be randomly drawn for the sample, and these then matched to telephone numbers using publicly available data. However, as the match rate of telephone numbers to addresses is approximately 25% this approach would mean the majority of the population would be excluded. Random Digit Dialling was also considered, however this is associated with low response rates and excludes mobile only households who are disproportionately young and from lower socio-economic groups. This is also very expensive and so would incur disproportionately high costs

Telephone methods could therefore not provide the truly random desired approach to sampling.

A postal only methodology was not thought to be optimal for this study either given the large amount of routing in the questionnaire which would make self-completion difficult. The addresses were therefore used to generate a sample to which letters were sent, inviting people to complete the survey online.

¹² The sample profile for these questions has been rebased to exclude those who said "Don't know" or "Prefer not to say" to make the data comparable to the national average

¹³ Source: DWP Family Resources Survey 2013 accessed online at <https://www.gov.uk/government/statistics/family-resources-survey-2012-to-2013>

¹⁴ Source: UK Valuation Office Agency, 2014

A pilot was conducted prior to the main stage of fieldwork to test the new method that this survey used. 200 addresses were selected from the control population and 200 from the 'at risk' population. The 400 pilot letters included the survey link and a unique login code for each address. This meant that by seeing the login code of those who had completed the survey it was possible to match this to the sample and know the respondents' flood risk status, region and ACORN value. The letters made it clear respondents needed to be aged 18+ and the sole or joint decision-maker on insurance. The online questionnaire also screened for these variables to ensure the correct people were completing the survey.

Respondents received a voucher incentive for completing the survey: it was predicted that the motivation to complete a survey on insurance was likely to be lower among those living in control areas compared to those living in 'at risk' areas, therefore a higher value incentive was offered to the control sample (£10) than the 'at risk' sample (£5).

One week after the invitation letters had been sent, those who had not yet completed the survey were sent a reminder letter, with a second reminder following a week later. These reminder letters used different combinations of icons, messaging and envelopes to the invitation letters. A week later a second reminder letter was sent to those who had not yet responded. For the second reminder names were matched to addresses where possible using publicly available information from the electoral roll. 55% of letters were thus addressed to a named recipient, whilst the remaining 45% were addressed to 'The Householder.' This doubled the response rate from 6% after one reminder to 12% after two reminders.

A second pilot was carried out similarly using 200 addresses from each population. For the second pilot matched names were used where possible from the invitation letter stage to give a more accurate estimate of what the main stage response rate would be if names were used from the outset. This mailing gave a response rate of 7% compared to 2.3% in the first pilot after the invitation letter. No further mailings were sent.

For the main stage fieldwork, the target number of completed surveys was 1000: 500 from the control sample and 500 from the 'at risk' sample. After the pilot, uncertainty remained over the response rate. 2,500 records were initially drawn for the first batch, such that each sample which would require a 20% response rate to meet the target. Reminders were sent after one and two weeks as with the pilots, after which additional responses were required therefore a second batch of 1,547 'at risk' addresses and 900 control addresses was drawn and additional letters and subsequent reminders were sent. The final response rate was 14% overall, 13% for the at risk sample and 16% for the control sample.

The topline survey results are provided in Appendix 8.2.

2.4.4 Analysis and interpretation

2.4.3.1 Weighting

All the results detailed in this report have been weighted by ACORN category within region. ACORN is a household level geo-demographic classification system which incorporates a variety of measures which are linked with factors that could contribute to household insurance costs such as the price paid for housing, the type of house, tenure, age of respondents, number of benefits claimants and population density. Weighting by ACORN enabled these factors to be captured without the need to add additional questions or match sample postcodes to a large number of datasets.

Those in the 'at risk' sample were also weighted by their flood risk level. The data were weighted because whilst the samples were drawn to be nationally representative response rates may differ across ACORN categories, regions or flood risk level. The weighting therefore ensures that the achieved samples match the 'at risk' and control populations in terms of ACORN and geographical spread. This weighting helps to reduce bias that could be introduced by different groups responding to the survey at different rates.

2.4.3.2 Sampling tolerances

Because a sample rather than the entire population of England was interviewed, the percentage results are subject to sampling tolerances. This means that we cannot be certain that the figures obtained are exactly those we would have if everybody had been interviewed (the 'true' values).

We can, however, predict the variation between the sample results and the 'true' values from knowledge of the size of the samples on which the results are based and the number of times that a particular answer is given. The table below illustrates the predicted range for different sample sizes and percentage results at the '95% confidence level'. This means the chances are 95 in 100 that the 'true' value will fall within a specified range, which is the 95% confidence interval.

The tolerances that may apply in this report are given in the table below. For example, with a sample of 1,083 as achieved in this project, where 30% give a particular answer, the chances are 95% that the 'true' value (which would have been obtained if the whole population had been interviewed) will fall within the range of plus or minus 3 percentage points from the sample result.

Size of sample on which survey result is based	Approximate sampling tolerances applicable to percentages at or near these levels		
	10% or 90%	30% or 70%	50%
1,083 (All)	±2%	±3%	±3%
531 (At risk)	±3%	±4%	±4%
553 (Control)	±3%	±4%	±4%
129 (Those without home insurance)	±5%	±8%	±9%

Similar tolerances also apply when comparing one group of customers to another or between different waves. Throughout the report, only differences in subgroups that are statistically significant are referred to. The table below illustrates the differences in results that must be seen, when comparing different sub-groups, to be considered a real difference in the results between certain groups of respondents rather than a difference that has occurred by chance.

Size of sample on which survey result is based	Approximate percentage point difference needed in survey results for the difference between subgroup results to be considered significant (at or near these levels)		
	10% or 90%	30% or 70%	50%
At risk areas (531) vs. Control areas (552)	±4%	±6%	±6%
With home insurance (931) vs. without home insurance (129)	±6%	±9%	±9%

The approach to sampling and data collection differed to the baseline survey conducted by JBA Consulting.¹⁵ This comprised a small number of baseline questions carried out via a nationally representative face-to-face Omnibus survey of 1,735 adults aged 15+ in England. This established a baseline for a subsequent wave of interviews which were carried out by telephone in ten areas nationwide therefore it was not representative. Control interviews were only carried out in two of the ten areas, meaning the sample predominantly consisted of 'at risk' interviews (468, with 117 control interviews). In

¹⁵ For further information on the 2013 survey please see...

addition, these telephone interviews mentioned the topic of the survey as flood insurance, rather than insurance more broadly in the case of Ipsos MORI's 2014-15 research. This could have prompted respondents to think about flooding from the outset which may have affected responses. In addition this survey did not specify that the views of those without insurance were sought, which would make it less likely such people would take part. This could mean that the percentage of uptake of insurance could be overestimated. These differences mean that comparisons between this and the baseline survey should be treated with caution.

2.4.3.3 Analysis and interpretation of findings around the affordability of insurance

The provision of information about affordability of flood insurance is key to this report. Quantitative data for this is primarily based on two self-reported measures: survey participants were informed of the average value of the damage caused by a flood (either to a home or its contents only depending on their insurance type) and asked for the maximum, a) premium and, b) excess they could afford to pay to cover their home (contents) against such damage. Participants were also asked to what extent they agree that their current premiums and excesses are affordable.

These questions were designed such that the maximum affordable limits stated by householders could be compared to actual premiums and excesses to provide a measure of affordability, e.g. if actual insurance costs were significantly exceeded by maximum affordable costs that would suggest insurance is affordable, whereas if participants report paying close to or above the most they can afford that would suggest insurance is not affordable.

However, the survey results suggest that on average the affordable limit stated by householders is less than the average cost of current insurance policies, yet most agree their insurance is affordable. This suggests the affordable limit stated by householders cannot be used as an accurate measure of what they can actually afford to pay. Rather, the responses given provide information on stated willingness to pay. Full data on actual affordability (for example, defined in terms of income) is beyond the scope of this research: it would require detailed knowledge of each participant's wider financial context, as two households with the same income and same insurance cost could have very different non-insurance expenditure. In the absence of this, it is still highly valuable to explore perceived affordability which provides an insight into attitudes to risk, the value of insurance and perceptions of insurance companies.

2.5 Household qualitative research

The qualitative research aimed to explore in greater depth than the survey, householders' experiences of the affordability and availability of insurance. It covered aspects such as pricing, barriers to access, motivations for taking out insurance and any concerns around changing costs. In-depth interviews were chosen as it would enable reasons behind participants' responses and their decision-making to be explored, as well as shedding light on the way in which a range of factors and concerns – both emotional and practical – interact to shape their behaviour.

25 telephone interviews were conducted in total. Telephone interviews were conducted as this was the most pragmatic approach given available budget. In this case, it was also felt that face-to-face interviews were not necessary as the subject matter did not require any stimulus materials to be shown and discussed.

2.5.1 Sampling and recruitment

Participants in the online survey were asked at the end of the survey if they would like to participate in any further research on the topic of home insurance.

Using this list of participants and their responses to the survey, suitable participants were contacted by one of Ipsos MORI's in-house telephone recruiters. A screener questionnaire was devised to ensure suitable participants were recruited (See Appendix 8.4) and quota targets set (see Appendix 8.5) to ensure a mix of opinions and experiences. All participants were given a financial incentive of £30 as a thank-you for their time.

The quota targets were met, with quotas set by: whether the participant had home insurance or not; when they last renewed or changed their insurance; the flood risk of their property; household income; age; whether their current property had previously been flooded; whether they had installed property level protection (PLP) measures; property tenure; and their working status.

Table 2.2 – Quota targets for household qualitative research		Quota Target	Achieved Interviews
Insurance status	Insured	20	19
	Uninsured	5	6
Date of insurance	Within past 6 months	4	4
	Within past 2 years	8	8
	2 years ago or more	8	7
Flood risk	High	10	8
	Medium	10	10
	Low	5	7
Household income	< £15,599	8	8
	£15, 600- £31,199	8	7
	£31,200+	7	10
Age	18-34	3	2
	35-44	5	3
	45-54	5	9
	55-64	5	4
	65+	7	7
Current property previously flooded?	Has at some point	7	7
	Never/Don't know	18	18
Installed property level protection (PLP) measures	Yes	3-5	3
Type of tenure	Owner occupier	18	20
	Renter	7	5
Working status	Working full or part time	10	10
	Not working full or part time	15	15

2.5.2 Interview guide

The guide (Appendix 8.3) explored topics in the household survey in further detail, but also covered topics that would have been difficult to explore within the household survey. As such, it was developed from an initial examination of the interim findings from the household survey, but also from the research objectives that had not yet been met through the household survey. The aim was to enhance the quantitative household findings with richer material generated through these qualitative interviews, to establish a rounded picture of insurance issues. The interviewer guide consisted of three main parts:

- 1 **Getting insurance:** Explore reasons for not having insurance. Examine how people go about finding home insurance. Look at practical and emotional aspects of having/not having home insurance.
- 2 **Changes in insurance:** Explore changes to affordability and availability of insurance, approaches to getting insurance, and how these might have changed in response.
- 3 **Affordability of insurance:** Explores affordability and availability of home insurance, for those at high risk and those not at risk of flooding. Explores potential responses to rising insurance prices.

2.5.3 Data collection

The 25 interviews were conducted by the Ipsos MORI research team via telephone. Fieldwork was conducted between Monday 1st December and Friday 19th December.

2.5.4 Analysis and interpretation

All interviews were recorded (with the participants permission), with notes written up by the interviewer. The research team met to discuss the interim findings and the final results.

Qualitative research, whilst not intended to be statistically robust or representative, allows for an open-ended discussion. The findings should be interpreted in this light. We must also highlight that the participants were recruited from the online survey. As such, the findings must be interpreted in light that internet users may have a slightly different experience than the English population as a whole. For instance, the results highlight that those interviewed find it easy to find information about insurers, as most used the internet to compare prices or investigate insurance providers. As such, though this painted a positive picture of the ease of access for interviewees, this may not be the case for those without internet access.

2.6 Report conventions

There are a number of key conventions worth emphasising:

- 1 Figures presented in tables and charts may not always add to 100%, either because of multiple answers being allowed, or because of rounding.
- 2 Only statistically significant differences in results are shown, unless otherwise stated (See Section 2.4.3.2 for further details).
- 3 As the table below shows council tax band is strongly correlated with household income. Differences by income level are therefore only discussed where there are no corresponding differences by council tax band.

	Income	Up to £15,599	£15,600 to £31,199	£31,200 to £51,999	£52,000+
Council tax band	AB	50%	30%	21%	10%
	CD	37%	48%	49%	31%
	EFGH	5%	18%	28%	54%

- 4 This report refers to different types of home insurance cover that householders may have taken out. References to “buildings insurance” means cover that insures the bricks and mortar of a property for events like fire and weather damage. References to “contents insurance” means cover that protects belongings against problems like theft, damage and loss. Householders may have taken out only one of these types of insurance, may have taken out a combined policy covering both buildings and contents insurance from the same provider, or taken out two separate policies to cover their buildings and contents through two separate providers. A profile of how type of home insurance maps onto tenure is shown below.

	Income	Owner occupiers (837)	Renters (246)
Insurance	Buildings and contents insurance	88%	0%
	<i>Combined buildings and contents insurance</i>	80%	0%
	<i>Separate buildings and contents insurance</i>	8%	0%
	Buildings insurance only	5%	0%
	Contents-only insurance	5%	50%
	No insurance	2%	46% ¹⁶

2.7 Research Questions

The research questions for the household element of the research were as follows:

- 1 How much does insurance cost for households in areas of high flood risk, compared to other households
- 2 Have there been changes in the cost and/or availability of household insurance between baseline and the current study?
- 3 Has the aggregate cost of household insurance increased disproportionately (as defined above)?
- 4 Have the proportions of those taking out household insurance changed over time?
- 5 Are there are discernible patterns or trends in the availability or not of household insurance?
- 6 Have flooded households been informed about resilient repair options, and to what extent have they taken these up?
- 7 What are the factors that influence decision-making about insurance for households?

¹⁶ This data does not add to 100% due to "Don't know" and "Refused" responses.

2.8 Glossary

Home insurance – either contents and/or buildings insurance

Flood risk area – classified as either at a Medium or High level of risk of flooding.

Property Level Protection Measures (PLP Measures) – Resistance measures such as barriers, non-return vales and airbrick covers which can be fitted to properties to prevent flood water getting inside.

3 Uptake of home insurance

Key findings: Uptake of home insurance

The majority (85%) of householders had taken out home insurance, with no differences observed between the 'at risk' and control areas. Owner occupiers were much more likely to have insurance than renters, whereas the young, those on lower incomes and those in lower council tax bands were less likely to have insurance.

Participants in at risk areas were more likely to say they most commonly chose an insurance provider using a comparison site (40%) whereas those in control areas were more likely to have used the company before (41%). The qualitative interviews revealed mixed perceptions of the home insurance industry. Positive perceptions focused on the personalisation of service and competitiveness, while those with more negative views discussed their difficulties accessing affordable insurance or the availability of insurance at all, difficulties making a claim, price increases and a perceived lack of recognition of customer loyalty.

Availability of insurance was more likely to be reported as an issue among participants living in at risk areas. For example, 9% of 'at risk' participants who did not have insurance coverage said they could not get any insurance but none of the control group reported this. 'At risk' participants were also more likely to say it was too much hassle to get insurance (19%) compared to 5% in the control group. While uninsured 'at risk' and control group participants were just as likely as each other to report the price of the premiums being too high (42% at risk, and 40% control), those in at risk areas was more likely to be deterred by excesses being too high (15% compared to 1% of control group participants).

During the qualitative interviews, participants without insurance said this resulted in anxiety about the financial implications of not having cover. Some living in "at risk" areas felt "trapped" by their lack of insurance –as they could not afford to either repair their home if a flood were to occur, prepare in advance to minimize the impact of a potential flood or be in a position to sell their home if they wanted. This said, there were some participants without insurance who were not concerned about their insurance status.

3.1 Perceptions of home insurance industry

Perceptions of the home insurance industry were mixed. They also illustrated that personal experience of insurers, rather than wider knowledge of insurers through other means, was more important in informing perceptions. This section is based on the household qualitative research only, whilst the remainder of the report is based on both quantitative and qualitative research.

Positive perceptions focused predominately on participants having favourable personal experiences in either setting about getting insurance, or in making a claim. Perceptions were also discussed in relevance to other household expenditures (such broadband, energy suppliers etc.):

- **Personalisation of service.** Many participants felt insurance providers were fairly flexible in their approach and that they were able to get an insurance policy that worked best for them by talking through their details with insurers over the phone, or in some cases, via online.
- **Competitiveness.** Some participants felt the range of home insurance providers competing with one another meant they could find a deal that suited them best. Many also felt it was possible to negotiate on price, and would discuss deals with providers over the phone, using previous quotes or comparison site information as a means to barter.

They're very good – generally compared to [other household service / insurance providers]. Easier to talk to, easier to get hold off - you're not stuck in a queue for 20 minutes, there's someone on the other end of the line.

At risk area, with home insurance (188).

Among those with more **negative perceptions** of insurance providers, these tended to focus on either poor personal experience or a wider sense of distrust in such industries. Some issues directly related to difficulties in getting insurance due to flood risk or previous incidences of flooding – these are covered in greater detail in Chapter 7. The main issues driving negative perceptions were:

- **Difficulties getting an affordable insurance quote, or not being able to get one at all.** Participants referred to unaffordable premiums barring them from taking out insurance, or having to take excesses which were often meaningless as they could neither afford it or they felt it would be above the cost of meeting the claim.
- **Difficulties in being able to make a claim.** These related to issues in either getting suitable evidence together to make a claim or being able to get in contact with insurers. In addition there were a few participants who described difficulties in ensuring their insurance covered the loss or damage to the level they were expecting.
- **Price increases.** Some participants felt insurers were “greedy” or were “hiking up” prices. However, many of these participants felt these price rises were often out of insurers’ control, such as due to inflation and increasing false claims. In these incidences, participants felt insurers were acting as they would expect of a business.
- **Lack of recognition of customer loyalty.** Related to price increases, a few participants felt that insurance providers did not take into account the length of time they had been a customer of their insurer and that this loyalty was not reflected in their renewed premium cost or in the event of making a claim. A few participants

reported using comparison sites to find out what would be offered by their insurer to a new customer and using this to negotiate a better deal as a returning customer seeking a renewal quote.

I had to have this work done out of my own pocket. I was absolutely livid. I'd been paying the insurance premium since 1981 and I just couldn't get money out of them...I think house insurance is a total racket.

At risk area, with home insurance (609).

A few participants were **neutral about their insurance provider** and the industry and this was mainly because they felt they had little contact with them to inform an opinion. This lack of contact was drawn out in a number of the interviews, regardless of whether the participant's opinion was positive or negative. Participants felt compared to other household service providers (such as water, energy and/or broadband) that they had little contact with their insurance provider throughout the year (whether via letters, bills or telephone calls) and generally, only did so when they came to renew or change their plan. Though most were ambivalent about what this meant, a few felt that this meant they felt comparatively less 'hassled' by home insurers.

Quite positive, haven't had a claim with them so can't really say any more; feel they would be fair if we did. I've had very little contact with them in general - just checked a couple of points with them on the phone when we first took out the insurance with them.

Control area, with home insurance (394).

3.2 Uptake of homes insurance

Almost nine in ten participants (85%) reported having home insurance (either buildings, contents or both) (see Fig 3.1). There was no significant difference between those at risk of flooding and those in the control areas. This is slightly higher than reported in the baseline survey (78%), however comparisons should be treated with caution due to the different data collection approach.¹⁷ The baseline also included a telephone survey, predominantly in at risk areas, which found 96% had insurance. Again, these comparisons should be treated with caution due to the approach and design of the questionnaire.¹⁸ It is also higher than ABI data from 2012¹⁹, which showed 76% of households had insurance. However it should be noted that as the invitation to take part in the survey mentioned insurance the uninsured might have been less interested in taking part.

3.2.1 Figure 3.1 – Uptake of home insurance²⁰

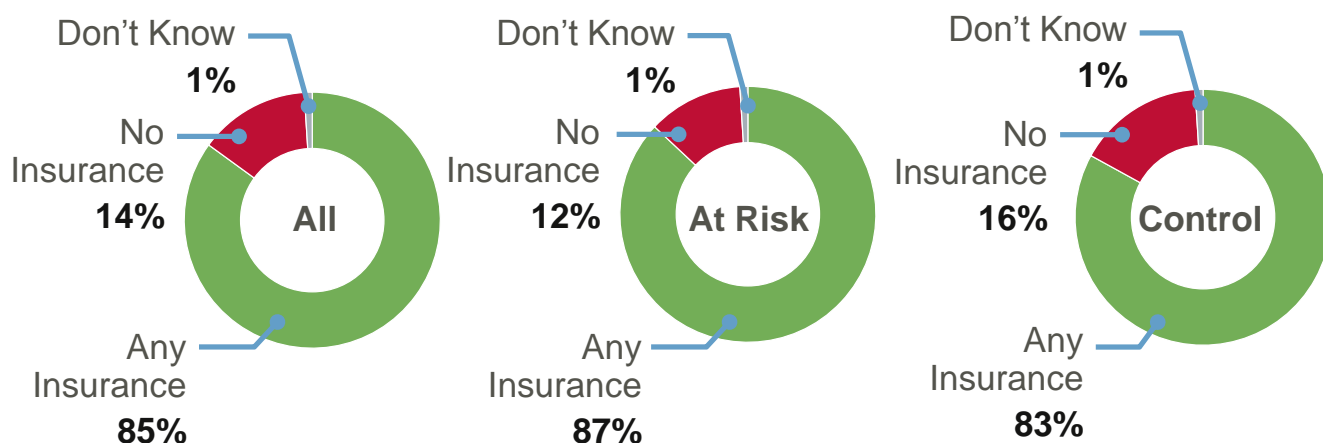
¹⁷ The nationally representative baseline survey was carried out face-to-face whilst this year's research was carried out online.

¹⁸ This previous targeted survey was carried out by telephone whilst this year's research was carried out online. In addition although this year's letter mentioned insurance it made it clear that the views of those without insurance were still sought. This was not the case last year therefore the uninsured may not have thought the survey was relevant.

¹⁹ https://www.abi.org.uk/~/_media/Files/Documents/Publications/Public/2014/Key%20Facts/ABI%20Key%20Facts%202014.pdf

²⁰ Fig 3.1 shows all participants who have insurance. The first question applied to all owner-occupiers and the second to renters- the wording is different because renters would not need to have their home insured, only the contents. The third

Which of the following best describes how your home and its contents are insured?
 Which of the following best describes how the contents of your home are insured?
 You said you have a mortgage but don't have building insurance. Is that right?



Base: All (1,083), At Risk (531), Control (552).

Insurance cover varies greatly by tenure. Renters were far less likely to report having home insurance of any type (50%) than owner occupiers (98%). The proportion taking out insurance was consistent between those in private rented accommodation (53%) and social housing (48%).

While many owner occupiers are required to have buildings insurance as a provision of their mortgage, the majority had taken out both buildings and contents insurance (91%), while 5% had taken out 'buildings only' and a further 3% had taken out 'contents only' policies. This breakdown was consistent between 'at risk' and control areas.

The difference in the level of take-up of home insurance is more pronounced by tenure than other sub-groups. For example younger people aged 18-34 (67%), and Council Tax bands AB (74%), were less likely to report having home insurance than overall (85%). Tenure is likely to be correlated with these sub-groups and possibly explains the differences observed.

3.3 Recent experiences of renewing home insurance

question was a check for those who said their home is being bought on a mortgage but that they don't have buildings insurance, as this is a legal requirement for mortgage holders therefore the additional question allows participants to correct themselves if they initially said they don't have buildings insurance.

In general survey participants reported using comparison sites and previous experience in helping them to choose an insurance provider (see Fig 3.2). One-third referred to comparison sites (36%) and one-third had used the company previously (36%). It should be noted that the survey was conducted online and so the proportion who mentioned comparison sites might be higher than if the survey had been conducted offline.

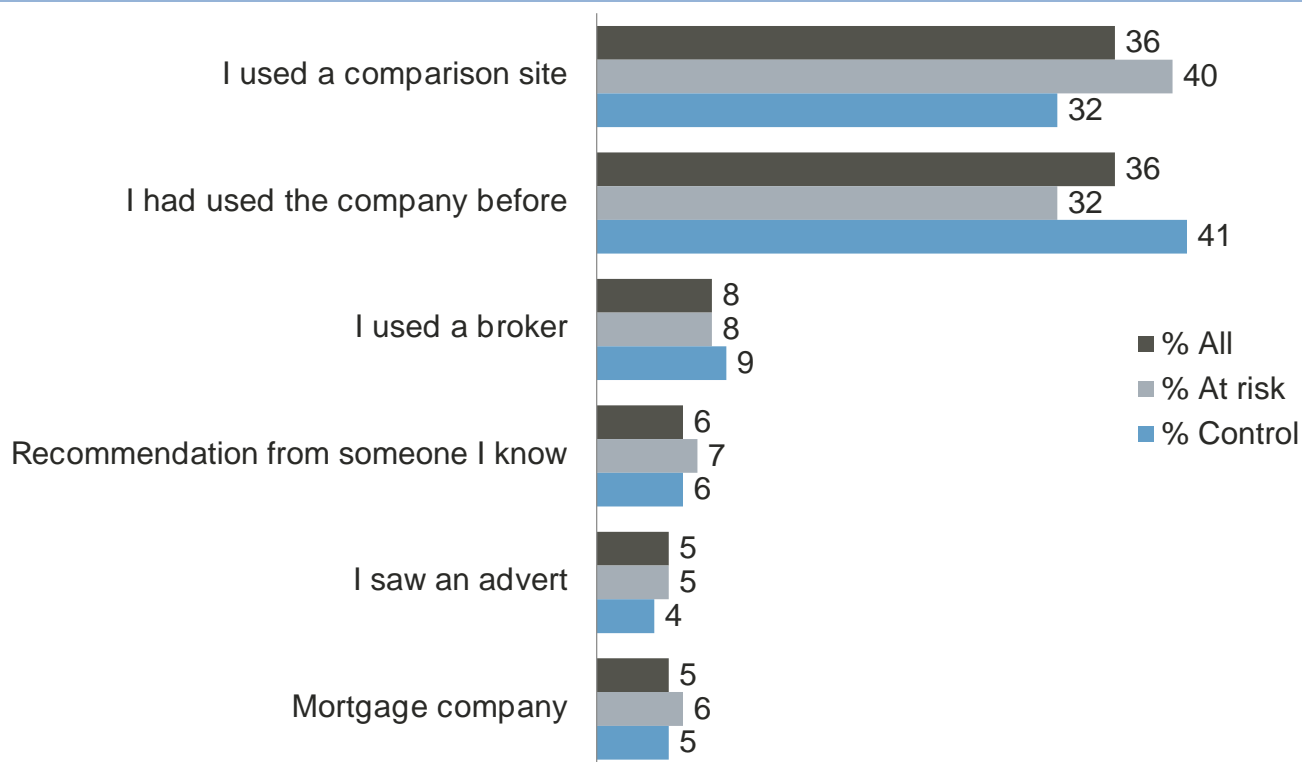
Other approaches for choosing an insurance provider included insurance brokers (8%); personal recommendations (6%); mortgage companies (5%) and advertising (5%).

The pattern of responses was similar by the 'at risk' and control audiences, although those 'at risk' were more likely to have used comparison sites (40% vs. 32%).

People in council tax bands EFG (44%) were more likely than overall (36%) to have used the same insurance company previously, whereas those in bands AB (29%) were less likely. This could reflect another finding that those in bands AB were more likely to have taken out insurance for the first time (17%, compared with 1% of those in bands EFG) and thus were not in a position to have used the company before.

3.3.1 Figure 3.2 – How householders chose their home insurer

Thinking about when you most recently changed / renewed / took out home insurance, how did you choose which company to insure with? (Responses selected by 5% or more)



Base: All with home insurance: All (931), At Risk (463), Control (468).

In the follow-up in-depth interviews, some participants reported a change in how they chose a provider in recent years. In previous years they may have had to call insurers individually for quotes, but several said that now they prefer to use comparison sites. Comparison sites were seen as advantageous for several reasons. Firstly, participants said comparison sites enable them to instantly see prices from all companies who are willing to offer a quote, which saves a great deal of time and effort. Comparison sites therefore mean householders can see a broader range of quotes than in the past.

It's not just that it's easier, it's that there's more choice - when my mum was paying insurance, it was someone from the Pru who came round to your door once a week - you perhaps had a choice of one other insurance company, and you had to go with one or other of those.

Control area, with insurance (394)

Comparison sites were also viewed as facilitating easy switching between providers. A common view was that providers offer better deals to new customers than existing ones. Some participants therefore said that since insurance providers are not loyal to their customers, they see no reason to be loyal to their provider and comparison sites mean they can quickly see who is offering the best deal, and if necessary they will change provider each time they renew.

However other participants said that whilst they use comparison sites in order to get alternative quotes more easily they do not necessarily change provider more often. For example, one participant said they were loyal to their provider due to the way in which previous claims had been handled.

It is important to remember that all the in-depth interview participants were recruited from the online survey and therefore had internet access. This might suggest they are more likely to using comparison sites than the population at large.

I've used comparison sites before, but typing in the details over and over again is very annoying and then there's all the follow emails they send too. So I just used the internet to find the contact details of companies. I much prefer speaking to a human, so I use the internet to get contact details, rather than as a way of contacting companies.

At risk area, with insurance (196)

However, despite the prevalence of comparison sites some people continue to contact providers by phone rather than online.

There were mixed views about the ease of renewing insurance premiums compared with other household services, such as utility providers. Several participants said that the process was similar as for other services where they had also used comparison sites to help them identify the best deal.

The process [of comparison] is the same for insurance and other household services. I hate doing it, it takes time, you have to tell them about every time you've ever claimed, and my memory's pretty rubbish. It's great that there are these search engines to help you.

At risk area, with insurance (636)

For example, one participant said they found renewing home insurance more laborious than other services because as well as using comparison sites to see what was available she had to follow up with a phone call as some would not provide quotes due to flood risk. Since other services could be renewed entirely online she therefore felt these were easier to manage. Other participants had struggled to get insurance due to experience of flooding or flood risk. They did not explicitly state this made home insurance more of a chore than other services, but their struggles suggest that for such households it may be the case.

Other participants said they found the process of renewing home insurance easier than other services. For example, they directly contrasted their experiences of insurance providers with utility companies, who they had found harder to deal with, including negotiation on price and comparing like with like.

Price and customer service were the key drivers identified by survey participants for renewing their insurance with their existing provider (see Fig 3.3). Over half (56%) felt the price they were offered was competitive, while half (50%) felt they were happy with the service provided.

3% overall said they were unable to get an alternative quotation. This could reflect that the insurance industry was voluntarily abiding by the terms of the Statement of Principles²¹ at the time of the fieldwork. Under these principles, insurers commit to renewing insurance of existing customers as long as certain conditions are met.

Despite the qualitative research suggesting that comparison sites were making the process of getting quotes relatively easier and quicker than in the past, the survey found that the time and effort required to collect quotes does appear to encourage some householders to stay with their existing provider. One in five (18%) survey participants said they had renewed with their existing insurance provider because they felt it was too much hassle to change.

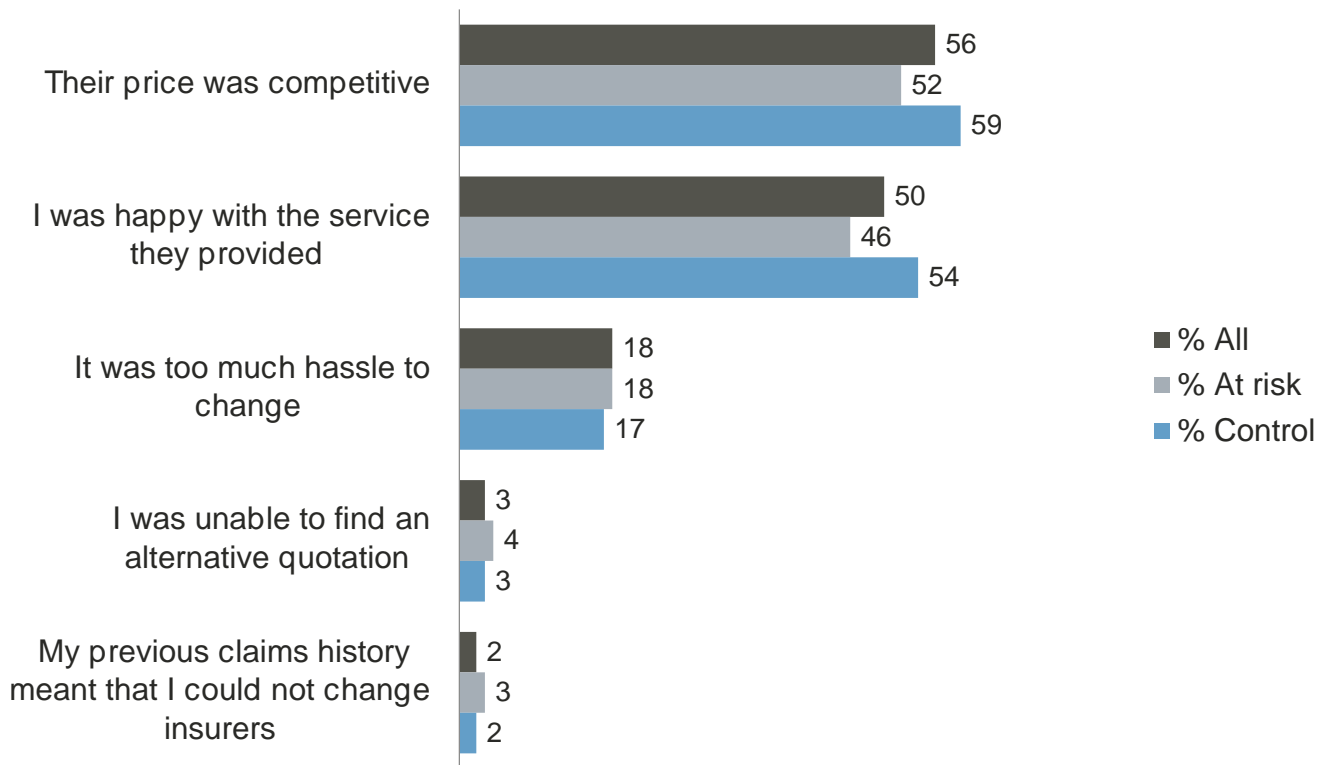
These factors were consistent between the 'at risk' and control samples. Survey participants in council tax bands AB were less likely to be happy with the service their insurance company provided (40%) than overall (50%).

²¹

<https://www.abi.org.uk/~media/Files/Documents/Publications/Public/Migrated/Flooding/Statement%20of%20principles%20England.pdf>

3.3.2 Figure 3.3 – Reasons why householders stayed with existing provider (multiple answers possible)

Which, if any of the following, were reasons why you renewed your policy with your existing provider? (Responses selected by 2% or more)



Base: All who renewed their policy: All (540), At Risk (265), Control (275).

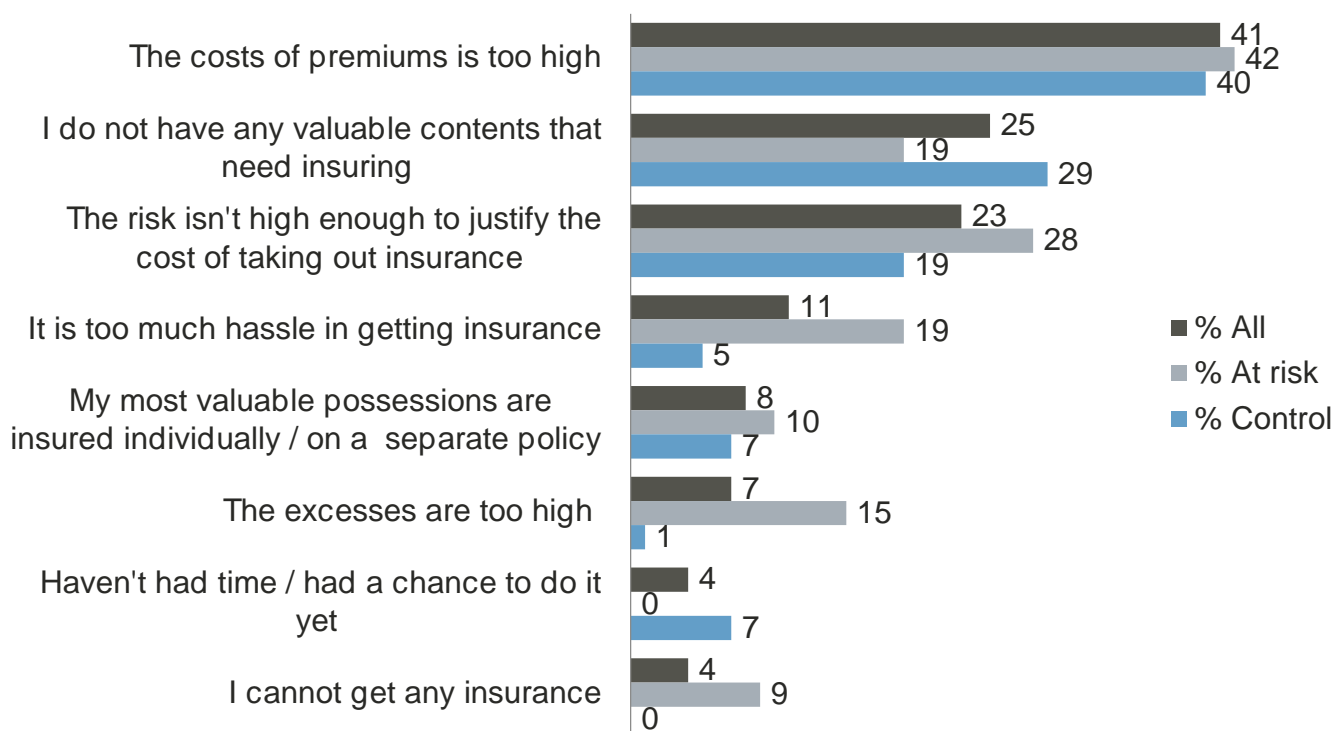
3.4 Barriers to taking out home insurance

For those survey participants without insurance the key barrier was affordability with 57% selecting one of the reasons related to affordability (see Fig 3.4). Most commonly participants felt that premiums were too high (41%), while 23% felt the risk was not high enough to justify the cost of taking out insurance; 7% felt the excesses were too high.

Beyond affordability, some participants felt they did not have contents that were worth insuring (25%), while a further 11% referenced the hassle of taking out insurance. Availability is a minor barrier to taking out insurance, with 4% of all survey participants referencing this.

3.4.1 Figure 3.4 – Barriers to taking out home insurance

For which if any of the following reasons do you not have (buildings) insurance? (Responses selected by 4% or more)



Base: All without home insurance: All (129), At Risk (55), Control (74).

There are some clear differences in the barriers between 'at risk' participants and those living in the control areas, which seem to relate more to availability than affordability. The proportion who said it was too much hassle to get insurance was 19% for the 'at risk' group compared to 5% for control, while 9% of the 'at risk' audience said they could not get any insurance compared to nil for the control. However, the proportion who reported that the price of the premiums was too high was consistent between the two audiences (42% at risk, and 40% control). This suggests that those in 'at risk' areas may find it harder to get insurance, i.e. availability could be more of a barrier for them than the population as a whole. That said the 'at risk' audience was more likely to be deterred by excesses being too high than the control (15% compared to 1%).

In terms of other sub-group differences, younger people (aged 18-34) are more likely than overall to say they do not have home insurance because they have separate policies for their most valuable possessions (18% vs. 8%). There were no significant differences in barriers by council tax band.

The findings from the in-depth interviews supported these findings, with many participants who did not have insurance saying this was because they could not afford it. One such participant lived in a high flood risk area and reported being quoted premiums of £200 a month with a £10,000 excess which they deemed unaffordable, and that many other providers would not offer a quote at all. This suggests that while availability can form part

of the problem for those in high risk areas it may be that it is possible to find a provider offering insurance but at relatively high cost.

In some cases, participants who said they could not afford insurance lived in areas of lower risk with lower premiums and excesses but were on low incomes, and felt they needed the money for other things. For example, one participant said that “food and bills have to take priority.”

Sixteen percent of survey participants who did not have home insurance (and who were asked the question²²) had previously had home insurance in the last three years.

Survey participants who had previously been insured but no longer took out an insurance policy were asked to give their reasons for this. Each participant could give as many reasons as they felt were relevant to explain their change in insurance status. Of the 11 participants who answered the question, five said one of the reasons was because the cost of living or household bills had increased, four said that among their reasons was the fact they had moved to a different area, and three mentioned needing the money for other things.

Of those who were without insurance and had been insured in the past, there were a variety of reasons reported. These included: stopping because they could no longer afford it due to financial difficulties and a change in household circumstances where a participant had separated from her partner who had previously paid for the insurance. This supports the survey results that financial reasons can be a key cause of householders stopping their insurance. For one participant affordability was the reason they had never had insurance, suggesting that for some on low incomes insurance has always had to be de-prioritised compared to other things, and that this was irrespective in any change in the affordability of insurance.

In other cases, qualitative participants believed that either a flooding event at their property or a general status of flood risk in their area had led to insurance companies either refusing to offer a quote or only doing so at a level that was not affordable. Such participants thus directly linked previous flood experience or flood risk status to their inability to get a quote.

I tried Barclays but as soon as they hear I live on a flood plain, 'No we can't do that'. As soon as you say flood plain they just drop you.

At risk area, no insurance (643) *Impact of not having home insurance*

The impact of having no insurance (neither buildings nor contents) was explored through the household qualitative research.

²² Due to an error in the survey script, this question was only asked to a sample of those who should have been (53 as opposed to 129). The error affected renters and subsequently the proportion who claimed they previously had home insurance was inflated in the survey. The error was spotted and corrected midway through the fieldwork period.

The two most common impacts were highly interrelated –anxiety and financial impacts. Some participants referred to their worry about the “unknown” about not having the capacity to respond to future issues, but also about the specific worry about not being able to claim for future financial losses. In addition, some participants said they felt “trapped” by the lack of insurance due to the flood risk of their household. These participants reported that they could not afford to repair their home again if it was flooded, could not afford to prepare their home in such a way that would minimize the impact and therefore felt they would not be in a position to sell their home.

I feel very insecure not having the insurance.

Control area, no insurance (585)

This situation makes me feel completely exposed.

At risk area, no insurance (569)

However, not all participants without insurance were as concerned. For example one uninsured participant said that they were worried initially but had been without insurance for four years so it has become “a way of life.” This suggests that in some cases the feeling of insecurity at being uninsured may diminish over time as people get used to it and have not needed to claim.

For those participants who stopped having home insurance due to financial reasons, they recognised that doing so did improve their own personal financial situation. However, in a small number of cases, participants felt that they still lived “day-to-day” or “hand-to-mouth”, meaning that despite not having insurance they still faced financial difficulties.

4 Current cost of home insurance

Key findings: Current costs of home insurance

The median price for contents-only insurance was £124, and the mean was £183, whereas for those with buildings insurance (either alone, combined with contents or on a separate policy) the median was £257 and the mean £374. Younger people and those who had switched insurance provider paid less on average for buildings insurance. Those in higher council tax bands, as well as those who had recently been flooded, paid more on average for buildings insurance.

The median cost of the excess for those with contents insurance only was £62 and the mean was £163. There was no significant difference between at risk (£63 median/ £172 mean) and control (£61 median/ £153 mean). For those with combined building and contents insurance policies, the median/ mean was £153/ £283 - £164/ £321 in at risk areas and £143/ £245 in control. Those who had previously been flooded paid £220/ £453, and those in council tax bands ABCD (£258 mean) paid less than those in bands EFGH (£345 mean) but there was little difference in the medians (£149 compared with £167) for combined policies.

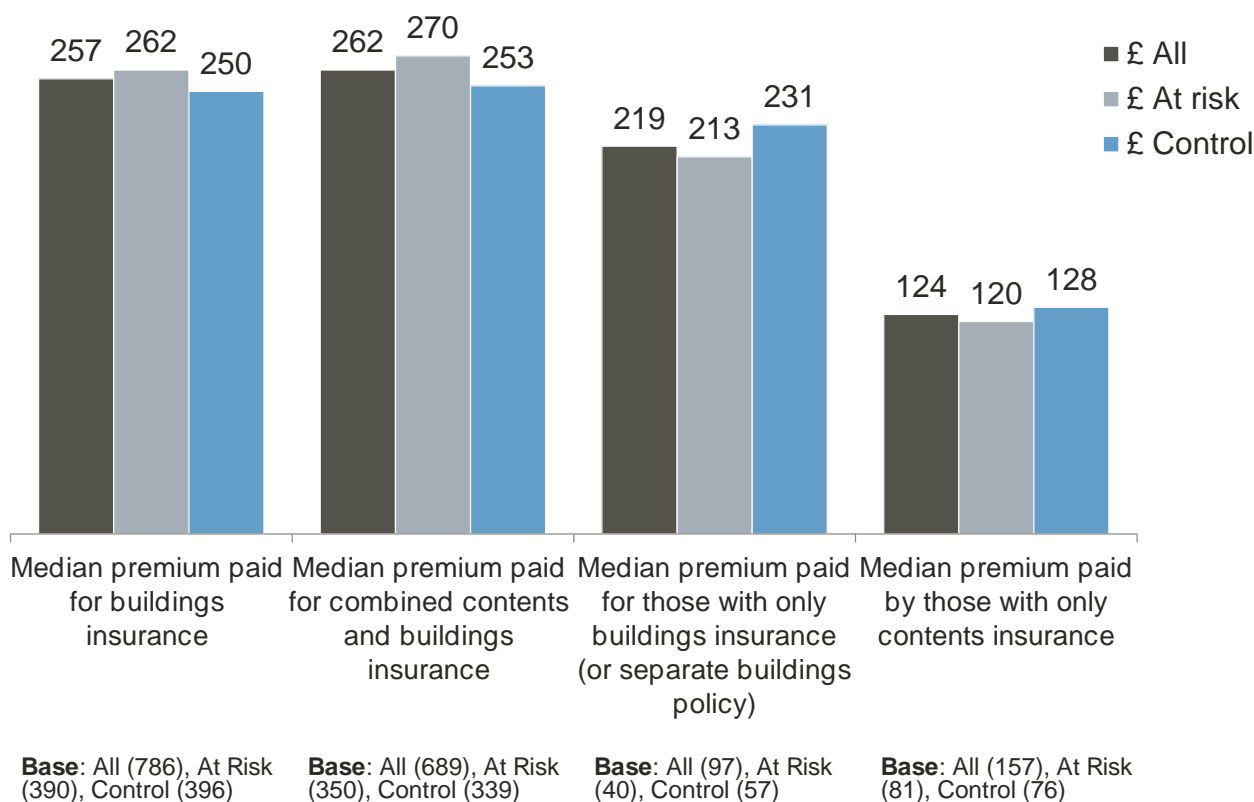
4.1 Cost of premiums

The median price for contents-only insurance was £124. For those with buildings insurance (either alone, combined with contents or on a separate policy) it was £257. There are some differences between the average price paid by 'at risk' and control participants for different types of insurance, but none of these are statistically significant (see Fig 4.1).

The average price paid for combined buildings and contents insurance policies is lower than that recorded in the research conducted by JBA Consulting in 2013. It found that the average price paid for combined policies was £440 in the 'at risk' areas compared to £309 for the control locations. This compares with the figures of £396 (median £270) and £363 (median £253) respectively for this research. Taken at face value, this would suggest that the average price of home insurance has fallen in at risk areas and increased overall. However, these comparisons need to be treated with a great deal of caution due to the differences in the sampling approach (see section 2).

4.1.1 Figure 4.1 – Average cost of premiums

Which of these bands best describes how much you are currently paying for your home insurance?



What participants reported paying for their insurance varies by sub-group. In order to control for the fact that certain sub-groups are more likely to have contents-only insurance (which costs less) the sub-group comparison has been conducted on those with combined home and contents insurance policies only. This analysis found that:

- Younger people paid less for their home insurance than overall (£229 compared to £262). This might have reflected the value of their home and contents.
- Those who had switched insurance provider paid less for their home insurance than overall (£229 compared to £262), and lower than those who had renewed their policy with their existing provider (£293). This suggests that householders who engage with the market are likely to find a better price. It also is supported by evidence from the qualitative research that insurance companies do not reward customer loyalty, and sometimes make large price increases without any explanation.
- Those whose home falls into council tax bands E to G (£358) paid more for their home insurance (on average) compared to overall (£262).
- Those who had been flooded in their current home (£339) paid more for their home insurance (on average) compared to overall (£262). This suggests that past

experience of flooding impacts on premiums. This was explored further through the qualitative research (please see chapter 7).

4.2 Cost of excess

One in ten participants with home insurance (9%) stated they had a separate excess for flood damage, and this was similar between the 'at risk' (11%) and control (8%) participants.

The median cost of the excess for those with contents-only insurance was £62. There was no significant difference between at risk (£63) and control (£61). Among those with combined building and contents insurance policies, the median was £153 - £164 in at risk areas and £143 in control (see Fig 4.2). However, among this group there was a significant difference between the average excess paid by those with a separate excess for flood damage (£306) and those without a separate excess for flood damage (£136).

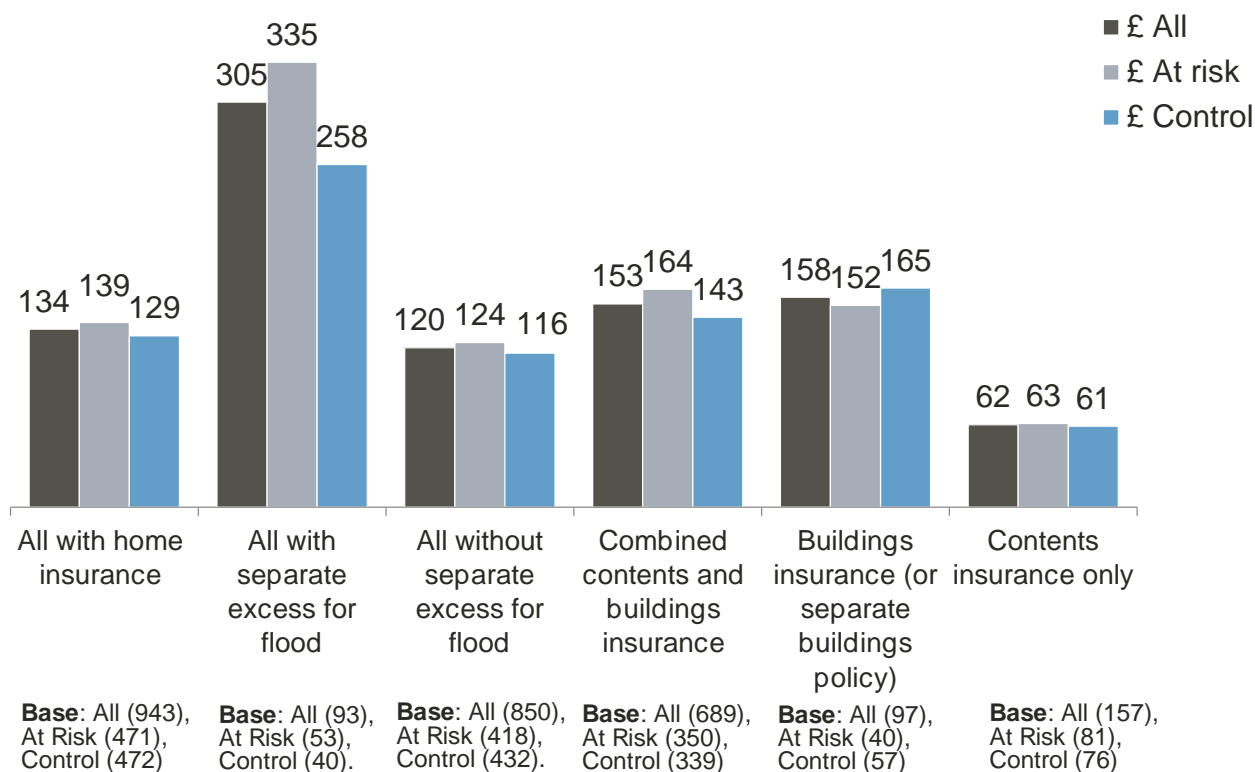
The survey shows that participants in 'at risk' areas with a separate excess for flood damage faced higher costs to those in control areas with a separate excess²³. However this finding should be treated with caution due to the relatively low base size (93) for those with a separate excess for flood damage. For example, 18% of 'at risk' participants with a separate excess for flood damage reported it was over £1000 compared to 8% of those in control areas (see Fig 4.3).

For those with combined buildings and contents policies without a separate excess the distribution of costs was similar between 'at risk' and control participants. This is reflected in the average cost which was £230 for at risk participants and £221 for control ones.

²³ This finding should be treated with caution due to the relatively low base size for those with a separate excess for flood damage.

4.2.1 Figure 4.2 – Average cost of the excess on home insurance policies

Which of these bands best describes how much your excess is?



There are some differences between the average cost of the excess on home insurance between ‘at risk’ and control participants, but none of these are statistically significant (see Fig 4.2). These findings are based on all those who provided an estimate of the cost of their excess, irrespective of whether or not they had a separate excess for flood damage.

The 2013 JBA Consulting report refers to a large range of excess figures from £25 to £10,000 but it does not provide an average figure or a distribution breakdown.

The cost of home insurance excess varies by sub-group. In order to control for the fact that certain sub-groups are more likely to have contents-only insurance (which typically has a lower excess) the sub-group comparison has been conducted on those with combined home and contents insurance policies only. This analysis found that the following groups had a higher overall excess (on average) than overall (£153):

- Those who had been flooded in their current home (£220 median/ £453 mean).
- Those in council tax bands ABCD had a mean excess of £258 compared with £345 for EFGH but there was little difference in the medians (£149 compared with £167.)
- In addition those who had been in their home less than 3 years had a mean significantly above the average (£467), however the median was not significantly different (£157)

5 How is the cost of home insurance changing?

Key findings: How is the cost of home insurance changing?

The survey found no clear pattern in how the cost of home insurance is changing, with similar proportions of participants considering the cost to have increased (33%) or decreased (30%). The cost seemed to have changed relatively little, with the average change reported as a decrease of £7 per annum. There was no significant difference between those in at risk and control areas, although those who had previously been flooded were more likely to believe their premium had increased (56%).

Those who felt they had observed price increases attributed this to a range of issues, such as inflationary increases; flooding in local or national areas; increasing levels of false claims; insurers profiteering; the growing value of household goods (particularly gadgets); and the increasing value of properties. Those who felt prices had declined or remained static attributed this more to personal changes in circumstance such as changes to the policy taken or moving home, as well as the increased ease of finding and comparing quotes.

Only a small proportion (4%) felt that flooding had resulted in an increase in premium costs. Among those who felt their premiums had increased, those in 'at risk' areas were more likely to say it was due to flooding in their home or area than those in the control areas (7% compared to 1%).

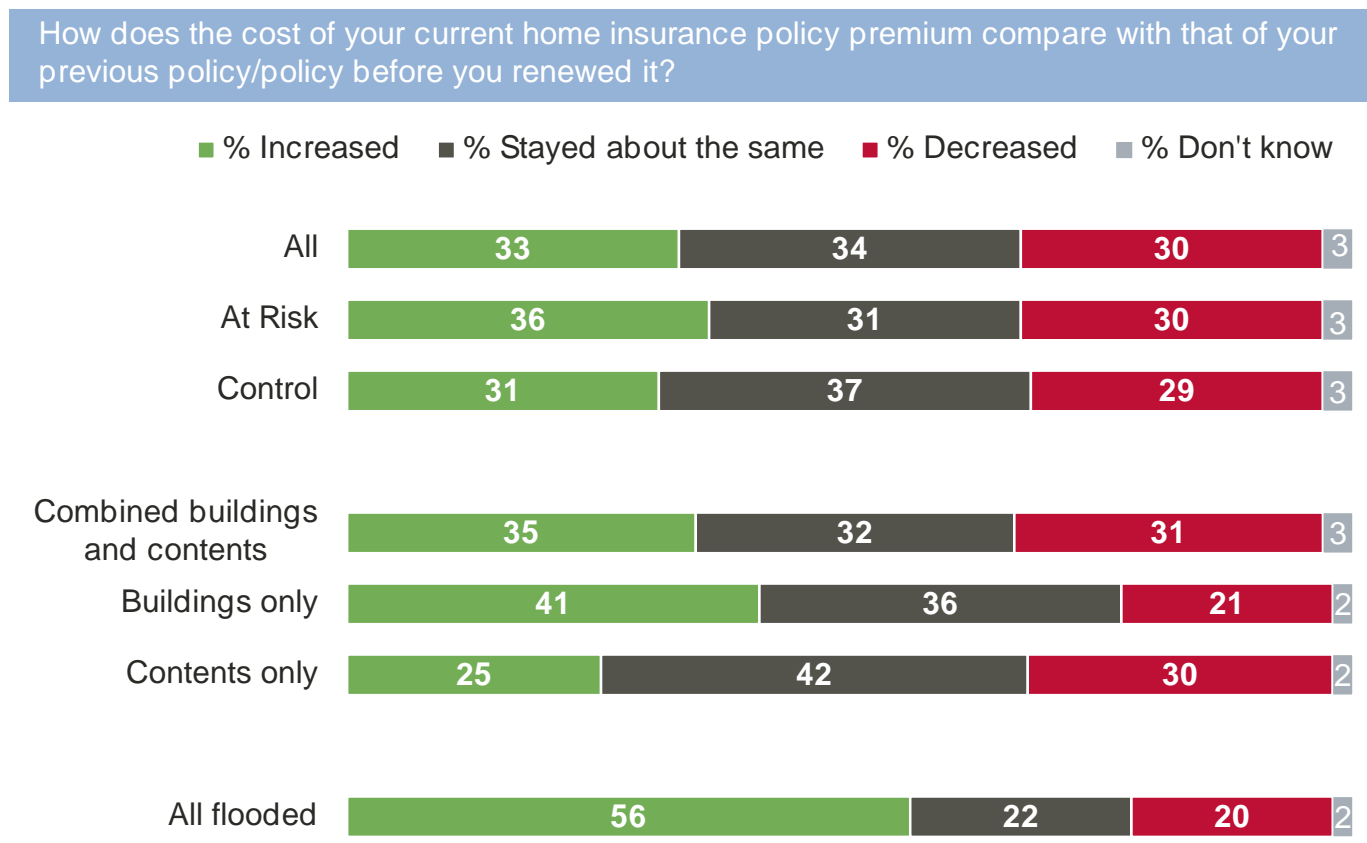
Excess costs were also considered relatively stable (68% of participants who knew the value of their excess said it had remained about the same). As with premiums, there was no significant difference between at risk and control participants, but those who had previously been flooded were more likely to say their excess had increased (23%, compared with 11% of those never flooded).

5.1 Cost of premiums

There is no clear pattern in terms of how the cost of home insurance is changing over time. One in three survey participants – who were able to estimate their premiums and had a previous insurance policy – said the cost had increased (33%) while a further third said it had decreased (30%), and the remaining third felt it had stayed the same (34%) (see Fig 3.9).

Thirty six percent of 'at risk' participants felt the cost of their home insurance had increased compared to 31% of control participants, but this difference was not statistically significant.

5.1.1 Figure 4.3 – Perceptions of how the cost of home insurance is changing



Base: All who are able to estimate the cost of their premiums and have had a previous insurance policy: All (858), At Risk (430), Control (428), Combined (656), Buildings only (78), Contents only (124), All flooded (57).

That said some sub-groups were more likely than overall (33%) to have experienced an overall increase. These included:

- Those who had been flooded (56%).
- Those who had renewed their insurance policy (44%) as opposed to those who had switched it (17%). This supports participant perceptions that the market does not reward customer loyalty and households need to shop around if they are to get the best deal. Some households who renewed may have been influenced to stay with their existing insurer due to the Statement of Principles being adhered to by the industry.
- Those who live in properties in council tax bands E to G (40%).

The qualitative research highlighted that, in general, participants struggle to think about how insurance prices may have changed over time, particularly given it is not necessarily something they think about unprompted and is not a regular expenditure. That said, some

participants did comment on changes in premiums in recent years based on their renewal experiences.

Among those who felt they had observed price increases these were felt to be explained by: inflationary increases; flooding in local or national areas; increasing levels of false claims; insurers profiteering; the growing value of household goods (particularly gadgets); and the increasing value of properties.

It's gone up for because of flooding, mine will always be expensive. I'm paying £495 when others in Sheffield will pay about £250 for a similar house that's not been flooded.

Control area, with insurance (617)

It's increased for me but only in the last 2 years. It went up £20 in the year after the flood then the following year it went up £60 -£70, but the year after that there was a big jump, it doubled. I think that's because of widespread UK flooding.

At risk area, with insurance (320)

Among those who felt prices had declined or remained static the main reasons were reported to be related to more personal changes in circumstance such as changes to the policy taken or moving home, as well as the increased ease of finding and comparing quotes.

On average survey participants reported that the cost of insurance was relatively stable, if not falling marginally. This price stability appears to be due to competition for those willing to switch provider. The average change in the costs of premiums for those survey participants who had insurance previously was a decrease of £7 per annum. The decrease was £2 for 'at risk' participants and £12 for control participants; this difference was not statistically significant.

No. I've not noticed much of a difference in what we're paying in 15 years [since living in current property]. The premium goes up, but what we pay is a reasonable price for the cover that we get - it is value for money. The increase is in line with other cost increases.

At risk area, with insurance (188)

The sub-group analysis (which once again has been conducted on those with combined policies to enable more meaningful comparison) highlights the importance of engaging with the marketplace on cost. Those who had renewed their home insurance with their existing provider saw an average increase in costs of £51, whereas those who had switched saw an average decrease in their premiums of £83 per annum.

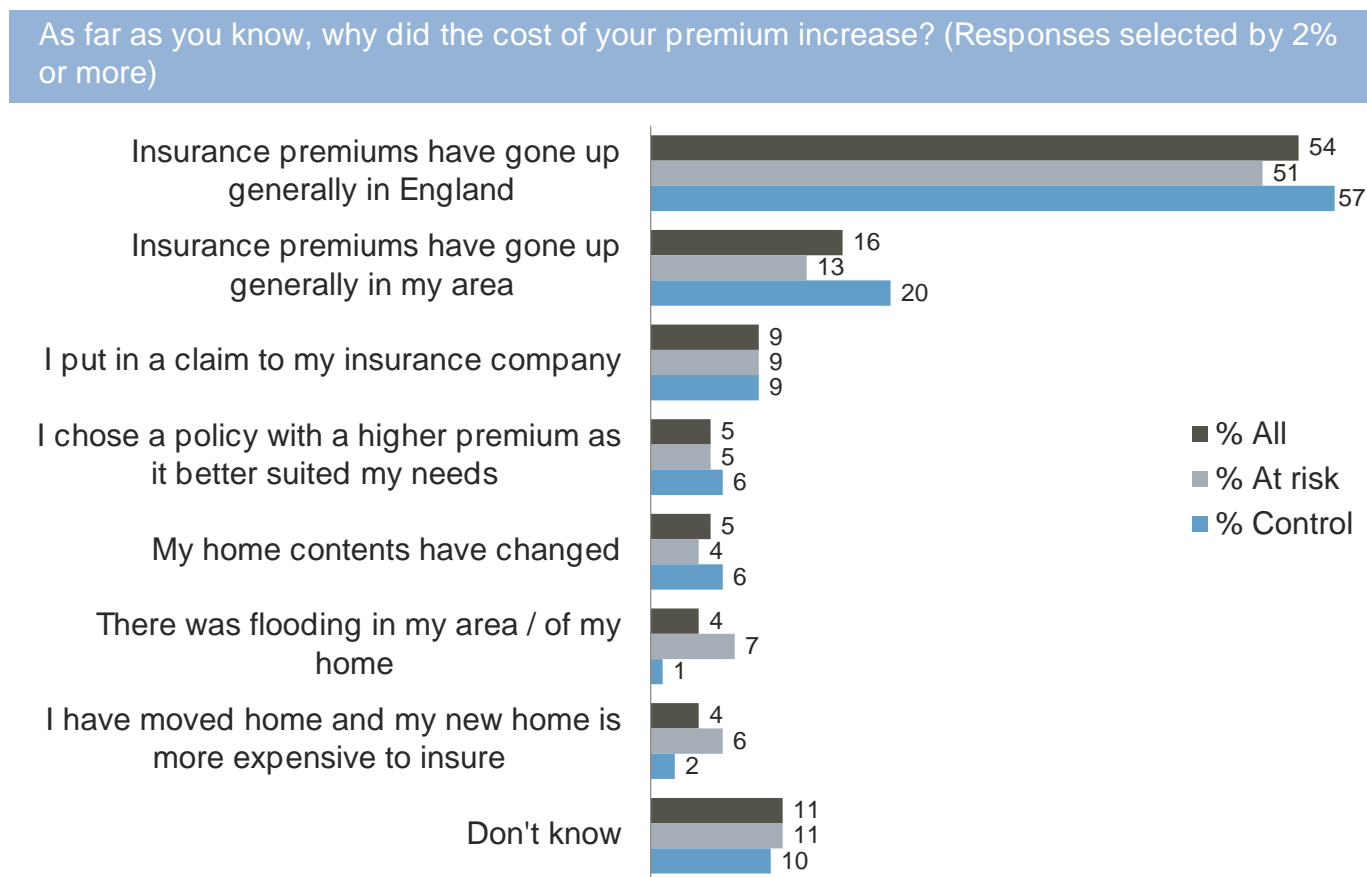
5.2 Drivers for increased premium costs

Only a small proportion of survey participants felt that flooding had resulted in an increase in premium costs. That said more than half of those in 'at risk' areas (56%) were unaware of their risk status.

Over half of all survey participants who felt their home insurance premiums had increased attributed this to a general increase in the cost of insurance in England (see Fig 3.10).

Those in 'at risk' areas were more likely to say it was due to flooding in their home or area than those in the control areas (7% compared to 1%).

5.2.1 Figure 4.4 – Drivers for increased premium costs



Base: All whose premiums have increased: All (291), At Risk (160), Control (131).

Nine per cent stated that the increase in premiums was due to a claim they had put in including those who said the claim was due to a flood. These numbers are too small to be broken down further.

However only one third (33%) of those in 'at risk' areas were aware they were in a flood risk area. This might mean that costs are increasing due to flood risk without participants realising. That said, the proportion who felt costs were increasing was relatively consistent between 'at risk' and control.

The qualitative interviews similarly found that some who live in at risk areas were not aware of this. These participants had not experienced flood risk arising as an issue when trying to get home insurance. However, some who were aware of the flood risk status of their area (for instance, due to their neighbours being flooded) also reported that it had not had an impact on their insurance. For example, one participant said their premium was the same as their previous address which was not in a flood risk area. A small number of participants said they were asked by the insurance provider whether their property had been flooded, and since this was not the case they believed their insurance was

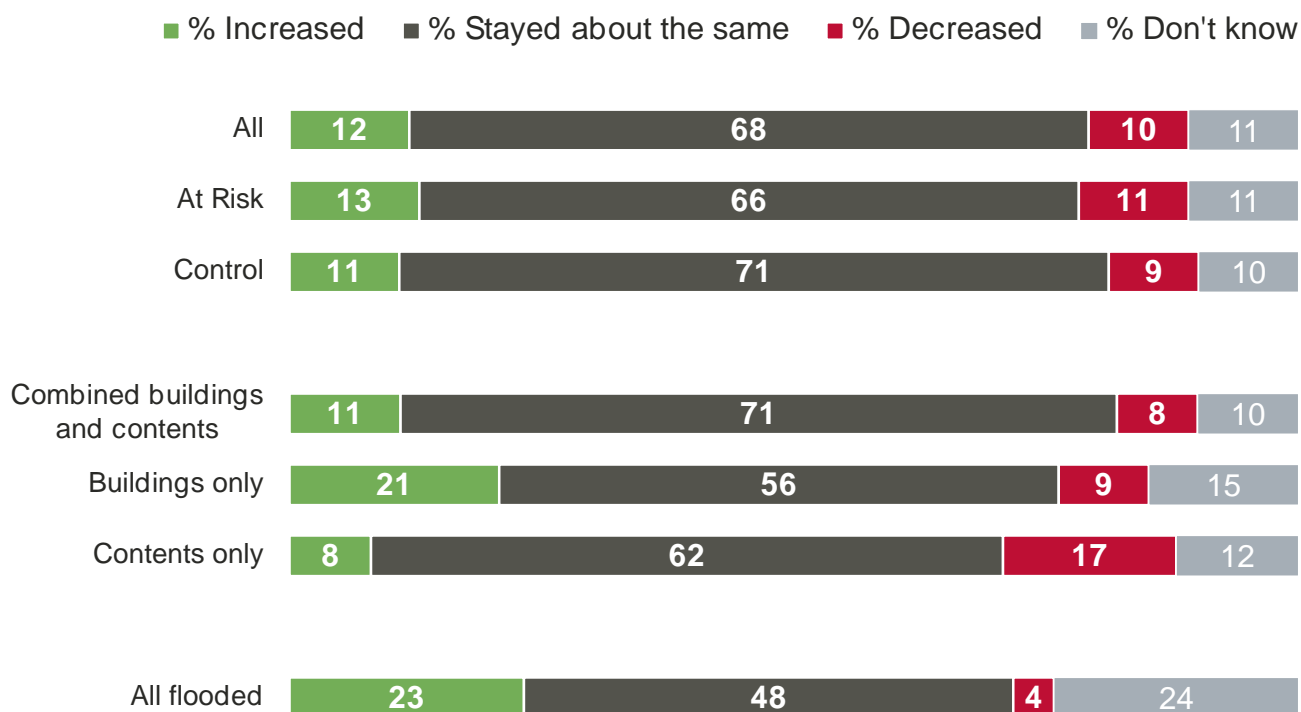
unaffected. As described in chapter 7, direct experience of flooding appears to impact on costs more than flood risk.

5.3 Cost of excess

The cost of the excess is perceived as being stable by the majority of participants (see Fig 3.11). Of those participants who knew the value of their excess and had a previous insurance policy, 68% said it had remained about the same. The proportion who said their excess had increased (11%) was similar to those who said it had decreased (8%).

5.3.1 Figure 4.5 – Perceptions of how the cost of excess for home insurance is changing

How does the cost of your current home insurance excess compared with that of your previous policy / that of your policy before you renewed it?



Base: All who know how much their excess is, and who have had a previous insurance policy: All (814), At Risk (412), Control (402), Combined (627), Buildings only (70), Contents only (117), All flooded (53).

The findings were relatively consistent between 'at risk' and control areas. There were some groups who were more likely to report their excess has increased, which included:

- Those with buildings only insurance were more likely to have reported an increase in their excess (21%).
- Those whose homes had flooded were also more likely to have reported an increase in their excess (23%).
- In addition, those in council tax bands AB were more likely to report a decrease (14%) than overall (10%).

In line with these perceptions the average shift in the cost of excess reported by participants was an increase of £13. This was consistent between 'at risk' (£7) and control (£18) participants.

6 Affordability of home insurance

Key findings: Affordability of home insurance

The majority of participants who knew the amount they were paying for their home insurance agreed that their premiums were affordable (73%) and reasonable (61%). Views were more mixed, however, on whether these premiums represented good value for money (47%). In general, those with contents-only insurance felt insurance was more affordable. The majority of respondents also believed their excesses were affordable and reasonable, but again fewer felt it represented good value for money.

The median maximum premium that those with buildings insurance¹ said they could afford to pay was £199 (mean £313). Those in at risk areas (median £225/ mean £341) said they could afford to pay more than those in control areas (£175/ £286), and those previously flooded also said they could afford more (£286/ £453) as did those aware of their flood risk (£273/ £407) and those in council tax bands EFG (£308/ £463). Just 2% of owner occupiers said they could not currently afford home insurance.

Renters or owner occupiers with contents-only insurance said the maximum they could afford to pay was £42 (median/ £126 mean) per annum and 20% said they could not currently afford to pay for home insurance. Again those in at risk areas felt they could afford more (£67/ £153) than those in control areas (£25/ £100). It is important to note, however, that the average maximum amount respondents stated they could afford to pay was below the average value of the actual premiums respondents reported themselves to currently be paying.

Owner occupiers with buildings insurance said the maximum excess that they could afford to pay was £236 (median, mean £599). There was no significant difference between at risk and control areas, although those who were aware of their flood risk would be willing to pay more (£319/ £788) as would those in council tax bands EFG (£447/ £971). Very few said they could not currently afford to pay the excess for a home insurance claim. The maximum excess that renters or owner occupiers with contents insurance only said they could afford to pay was £36 median (mean £158), while 23% of this group said they could not currently afford to pay any excess for a claim of £5,000. Again, the average maximum excess that was reported to be affordable was below the average value currently paid by renters (£163).

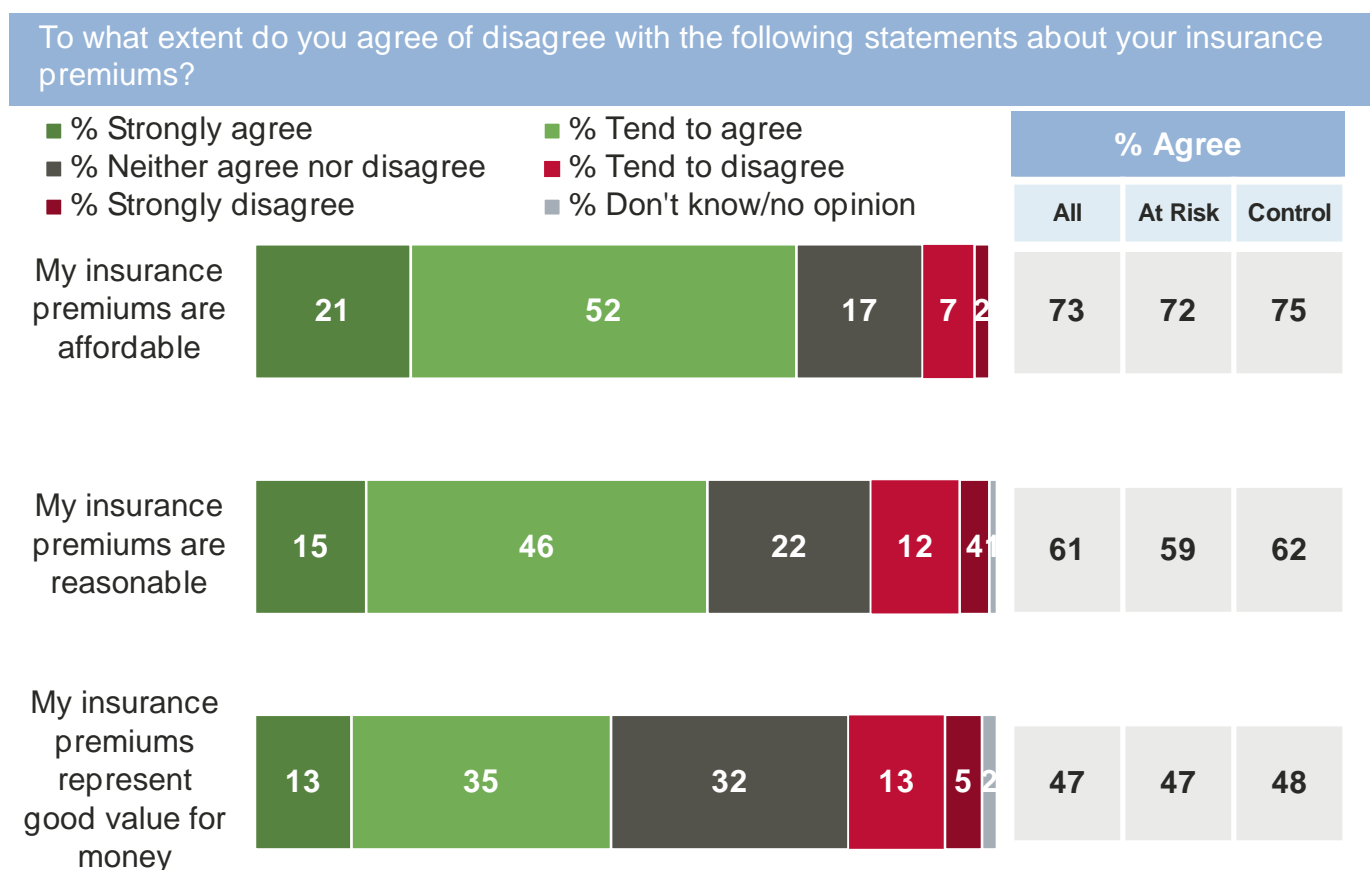
Participants were asked what strategies they would employ if there was to be a price rise in their insurance cost. The most popular option to cope against rising insurance premiums was to find a way to pay the premium by cutting back on non-insurance related expenses. Those in at risk areas would be more likely to reduce the maximum value of their cover or go without contents insurance than those in control areas. Very few said they would stop taking out insurance in response to price rises.

6.1 Perceptions of affordability of premiums

The majority of survey participants who knew what they were paying for their home insurance felt their premiums were affordable and reasonable (see Fig 3.12). 73% agreed their premiums were affordable and 61% that they were reasonable, while 9% and 16% disagreed respectively. There were more mixed views on whether the insurance premiums represented good value for money (47% agreed; 19% disagreed).

Perceptions around the affordability of premiums were consistent between those in 'at risk' and control areas. This reflects the consistency in the average costs paid at the overall level between 'at risk' and control areas.

6.1.1 Figure 6.1 – Perceptions of affordability of premiums



Base: All who know how much they are currently paying for their home insurance: All (935), At Risk (469), Control (466).

There are some differences in terms of perceptions of affordability by type of insurance. Those with contents insurance were more likely to feel their premiums were affordable (81%) than overall (73%) and those with buildings only less so (63%). The perceptions of those with buildings only insurance might reflect their financial position, and / or their attitude to insurance and risk. For example, one participant in the qualitative research explained she had 'buildings only' insurance because she was seeking to "cut all

household costs to the bone". In addition she felt that insurance did not represent good value for money as she had previously had an unsuccessful claim for jewellery which had affected her perception of the industry.

Those in social housing (82%) and on lower incomes (72%) were more likely to have agreed their insurance premiums were reasonable than overall (61%), as were those in council tax bands CD. That said the main barrier for those who did not have insurance was affordability (see section 3.4).

Many in the qualitative research felt home insurance represented good value considering the value of the property and/or the contents it was covering and particularly due to the potential high impact of claims on buildings (e.g. for flooding, subsidence, high winds). Related to this, those with cars reflected on the differences between their car and home insurance. Though amounts varied, these participants felt home insurance offered more value for money as the value of their building and contents outweighed the value of their car. Many caveated that they were more likely to make a claim on their car insurance however, compared to home insurance.

I pay £150 for [home insurance], which I think is really reasonable considering the value of the property and contents.
At risk area, with insurance (207)

I pay only a little bit more for contents and buildings insurance on our home than I pay for my car insurance. But my car cost a lot less than my house. I've never had a claim on a car that's been very much, it would be nothing compared to what you would have on a house if you made a claim. If the house burned down, or an aeroplane fell on it, it would cost a lot more to put it right than it would a problem with the car.

At risk area, with insurance (663)

However, even amongst those who felt home insurance represented good value, some participants felt that home insurance (and insurance in general) was an unreasonable expense as you did not necessarily get to realise its value. For instance, one participant had paid for home insurance for over 20 years, but had never made a claim, and so did not know well the insurance process would work in practice or whether it would end up representing value for money. One participant had buildings only insurance as it was a criteria for taking a mortgage on the property and felt it was an unnecessary expenditure forced upon them.

Nobody likes paying out every year and not getting anything back for it, but you have to have it, it's just life.

At risk area, with insurance (636)

It's very affordable for us but it's expensive for how infrequently we claim so not great value for money. We need it though, we have to get it.

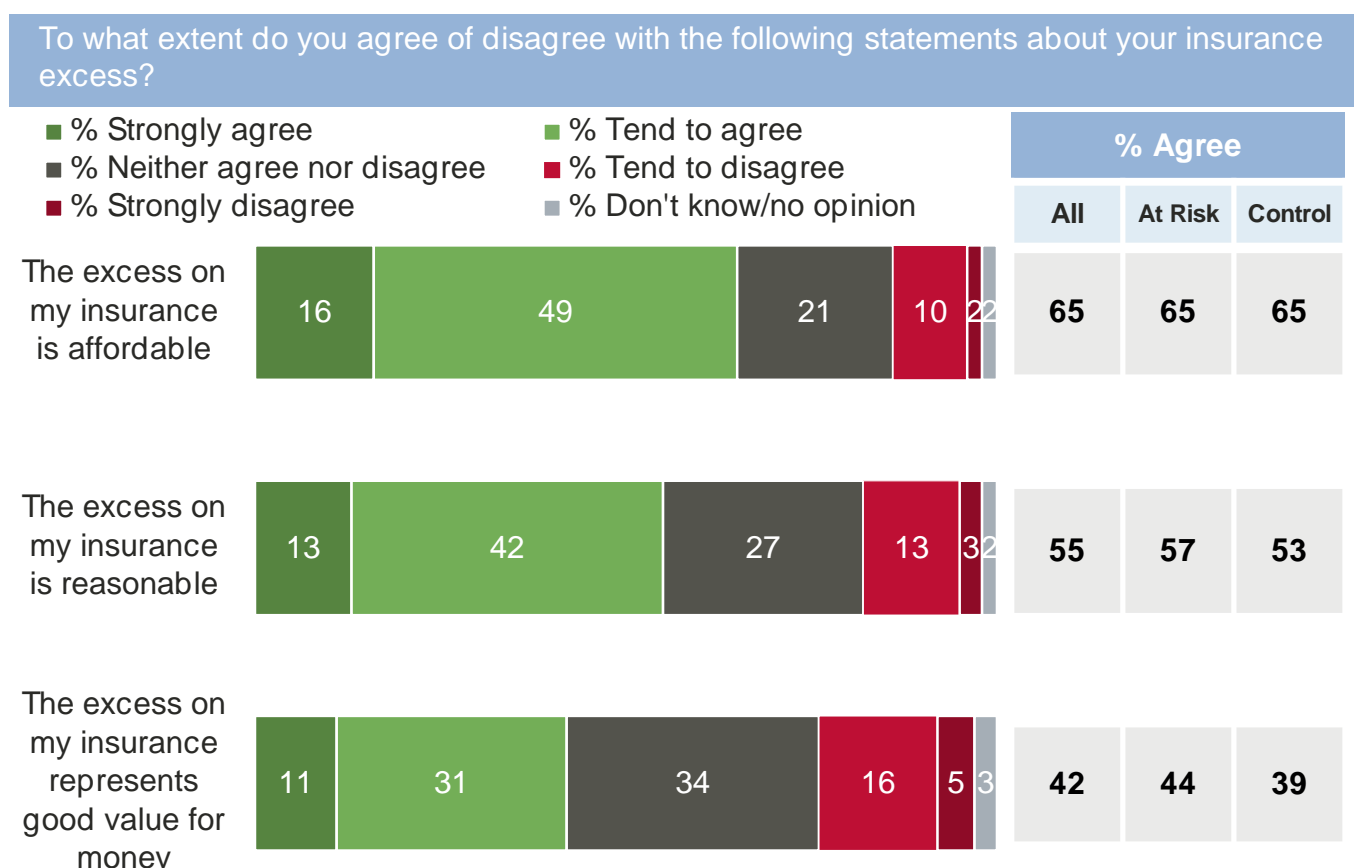
At risk area, with insurance (663)

6.2 Perceptions of affordability of excess

Participant perceptions of affordability of the excess amount were similar to that for premiums. The majority agreed they were affordable (65%) and reasonable (55%), while less than half (42%) felt their excess represented good value for money (see Fig 3.13).

Once again there were minimal differences between the 'at risk' and control areas.

6.2.1 Figure 6.2 – Perceptions of affordability of excess



Base: All who know how much their excess is: All (884), At Risk (448), Control (436).

Some demographic groups were more likely to have agreed that the excess was affordable, including:

- Those with combined building and contents insurance (68% compared to 65% overall). Once again those with building only insurance were less likely to have agreed that the excess was affordable (50% compared to 65% overall).
- Those aged 65+ (75%) were more likely to think their excess was affordable compared to overall (65%) and those aged 18-34 (57%).
- There were no significant differences by council tax band

6.3 Maximum level of home insurance premiums which would be affordable

Participants were asked to state the maximum premium they could currently afford to pay to protect their home against flood damage. To help contextualise responses, owner occupiers were told that the average cost of flood damage caused is £30,000, whereas renters were told the average cost of flood damage to contents is £5,000. The question was asked of both those with and without insurance. Owner occupiers who had contents-only insurance were presented with the £5,000 figure as opposed to £30,000 in order that the question was more relevant to their circumstances.

The median maximum premium that those with buildings insurance²⁴ said they could afford to pay was £199. Among these participants, those with buildings and contents insurance said it was £209 and those with a policy for buildings only said £159. This difference is not statistically significant however.

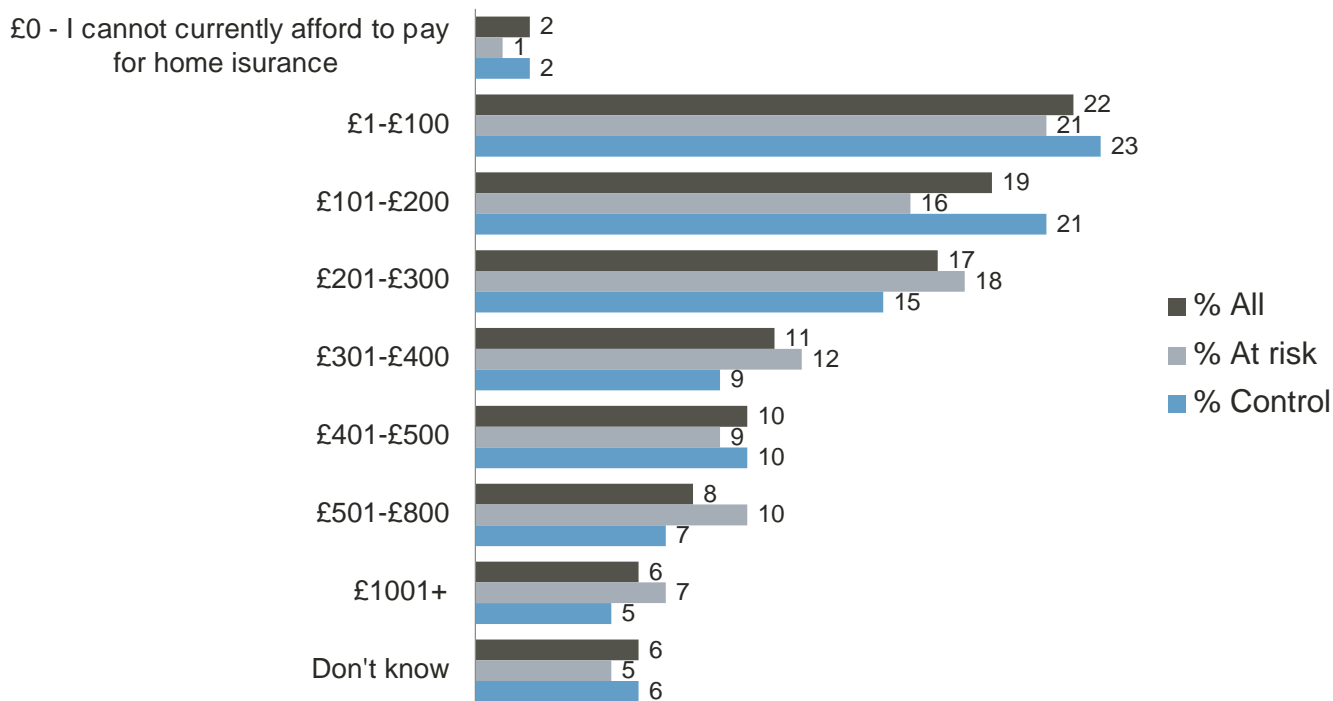
However, there was a significant difference between the median amount 'at risk' participants (£225) and control participants (£175) felt they could afford. In addition, those previously flooded also said they could afford more (£286) as did those aware of their flood risk (£273), whereas those at risk but not aware did not say they could afford more (£185). This suggests increased willingness to pay among the at risk group is driven by awareness of their flood risk and their flood history. Those in council tax bands EFG (£463) also said they could afford to pay more.

Very few of those with buildings insurance said they could not currently afford to pay for home insurance (2%) (see Fig 3.14). However, 22% said they could only afford between £1-100 and a further 19% between £101-200. Six percent could afford to pay in excess of £1000 per annum.

²⁴ This includes those without contents insurance or separate contents insurance as well as combined buildings and contents policies

6.3.1 Figure 6.3 – What owner occupiers could afford to pay for flood insurance

The average damage caused (to home) by a flood is £30,000. In order to cover your home against this type of damage as part of an insurance policy, what is the maximum premium you could currently afford to pay?



Base: All owner occupiers excluding those with contents only insurance: All (802), At Risk (396), Control (406).

For those in flood risk areas with buildings insurance, the average amount they could afford to pay for insurance (£225) was in fact lower than what they did in fact pay (£262). One interpretation of this could be that these households are paying all they can afford in their insurance premiums. However this contrasts somewhat with findings about how affordable or not contents insurance is (see Section 6.1). Another possible explanation could be that this reflects participant perception of the extent to which they feel at risk. Those who were aware of their flood risk status said they could afford to pay (on average) £12 less than the current cost of their premiums. In contrast those who were not aware of their flood risk status said they could afford to pay (on average) £48 less than the current cost of their premiums. The difference between these two averages is not statistically significant, but could reflect that those aware they are at risk recognise the need to pay more because of it.

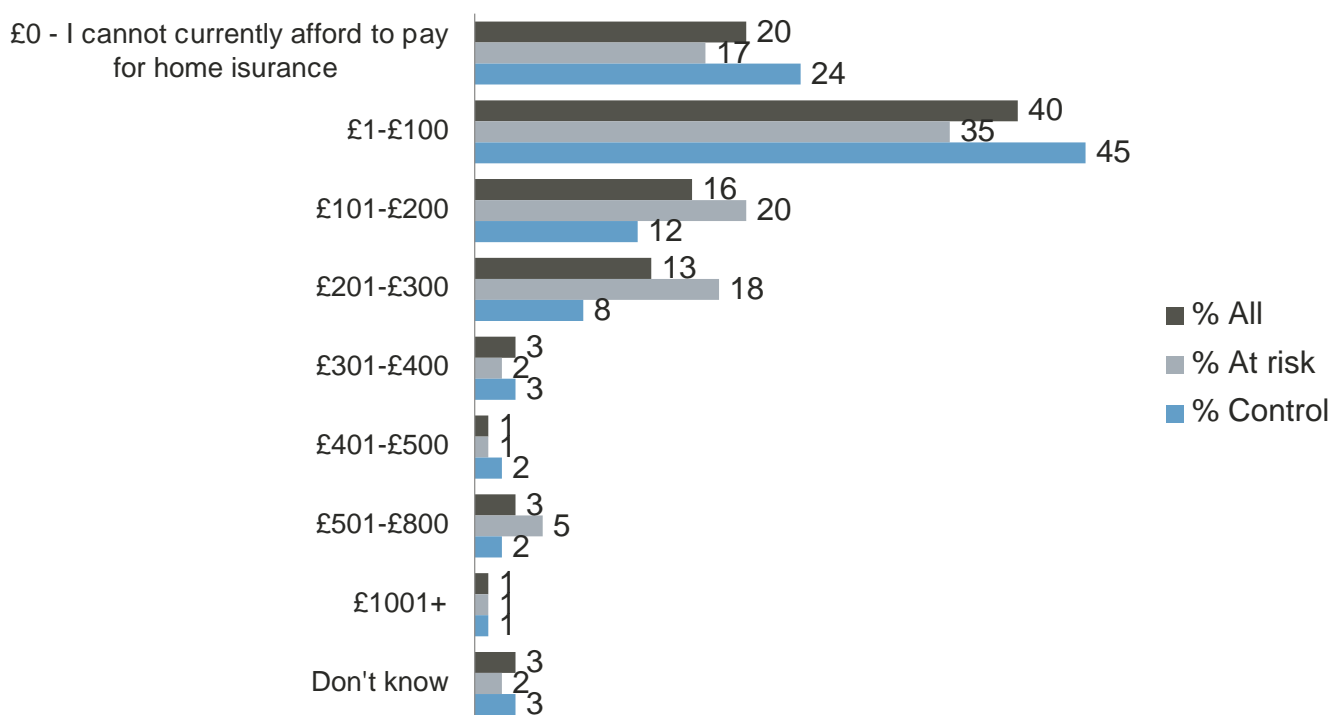
In addition, participants may only be thinking about what they would be willing to pay to solely insure themselves against flood damage, as opposed to both flood damage and other household risks.

On average, the maximum amount that renters or owner occupiers with contents-only insurance could afford to pay was £42 per annum. Again those in at risk areas felt they could afford more (£67) than those in control areas (£25).

In contrast to those with buildings insurance a higher proportion of renters or owner occupiers with contents insurance said they could not currently afford to pay for home insurance (20%) (see Fig 6.4). A further 40% could only afford to pay somewhere between £1 and £100. There was a small proportion (8%) who could afford to pay in excess of £300 per annum.

6.3.2 Figure 6.4 – What renters could afford to pay for flood insurance

The average damage caused to home contents by a flood is £5,000. In order to cover your home contents against this type of damage as part of an insurance policy, what is the maximum premium you could currently afford to pay?



Base: All renters, plus owner occupiers with contents only insurance: All (281), At Risk (135), Control (146).

For those in flood risk areas with contents insurance, the average amount they could afford to pay for insurance (£103) was lower with what they did in fact pay (£120). As with the findings for those with buildings insurance it is possible this reflects participants' own perception of their flood risk: those who were aware of their flood risk status said they could afford to pay (on average) £20 more than the current cost of their premiums. In contrast those who were not aware of their flood risk status said they could afford to pay (on average) £8 less than the current cost of their premiums. The difference between these two averages cannot be tested for statistical significance due to low base sizes.

Those in council tax bands AD said they could afford to pay £9 less on average than their current premiums, whereas those in bands EFG said they could afford £6 less, compared with £41 less overall. However the difference between these two averages similarly cannot be tested for statistical significance due to low base sizes.

6.4 Maximum level of excess which would be affordable

Participants were also asked about the maximum excess they could currently afford to pay if they were to make a claim of flood damage. In order that participants interpreted the question in a consistent fashion they were asked to consider a claim of either £30,000 (for owner occupiers) or £5,000 (for renters). The question was asked of both those with and without insurance. Owner occupiers who had contents-only insurance were asked about a claim of £5,000 claim as opposed to £30,000 in order that the question was more relevant to their circumstances.

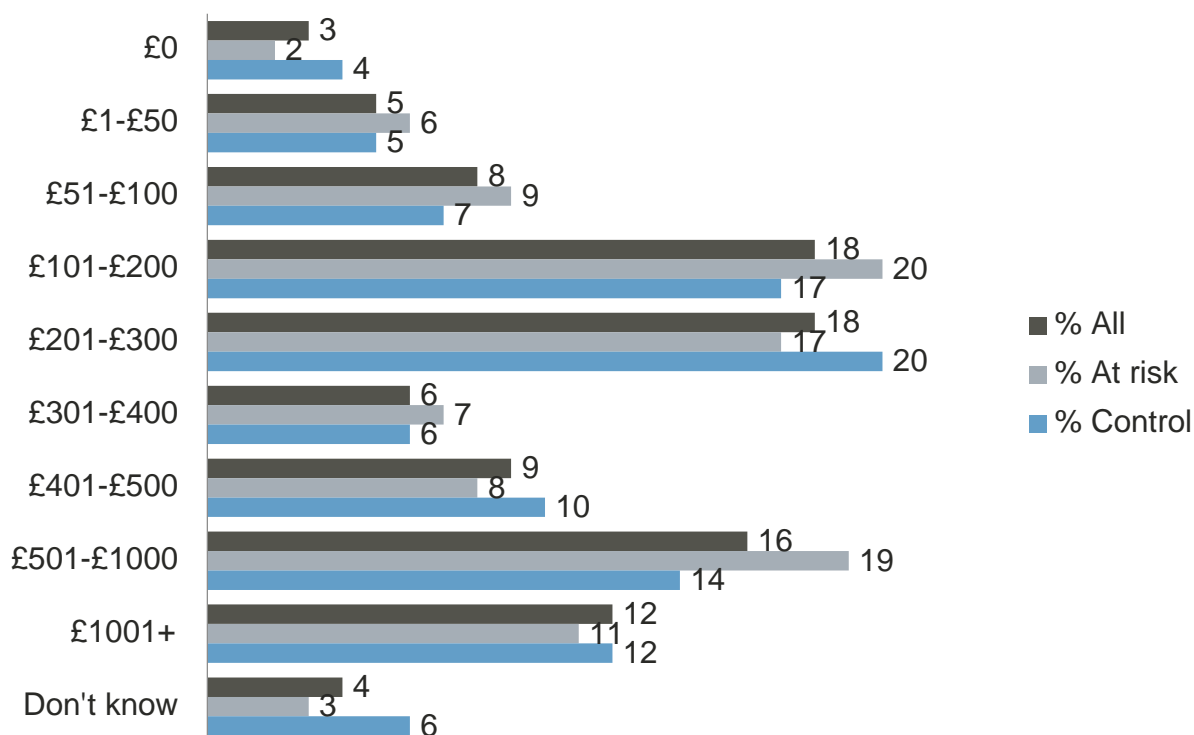
Owner occupiers with buildings insurance said the maximum median excess that they could afford to pay was £236.

While there was a significant difference in terms of what 'at risk' and control participants said they could afford to pay in premiums for home insurance, there was no difference between what they could afford to pay in excess (£237 and £235). One possible explanation is that participants are not thinking about their likelihood of being flooded at some point (as seems to be the case with premiums) but how much they could afford to pay for the damage of one flooding event.

Very few of those with buildings insurance said they could not currently afford to pay the excess for a home insurance claim (3%) (see Fig 3.16). However, 13% said they could only afford between £1-100 and a further 36% between £101-200. Twelve percent could afford to pay in excess of £1000.

6.4.1 Figure 6.5 – What owner occupiers could afford to pay in excess for flood damage

If you were faced with submitting a claim for flood damage to the value of £30,000, which of these bands best describes the maximum excess you could currently afford to pay?



Base: All owner occupiers excluding those with contents only insurance : All (802), At Risk (396), Control (406).

For those in ‘at risk’ areas with combined buildings and contents insurance, the average amount they could afford to pay in excess (£247) was higher than the current value of their excess (£164). The same was true of those in the control areas – the average amount they said they could afford to pay was £237 which was higher than their current excess (£143).

Those who were aware of their flood risk (£319) were willing to pay more than those who lived in flood risk areas but were not aware of this (£216). Those who had previously been flooded were not significantly more likely to be willing to pay more, although the base in the case was low (47.)

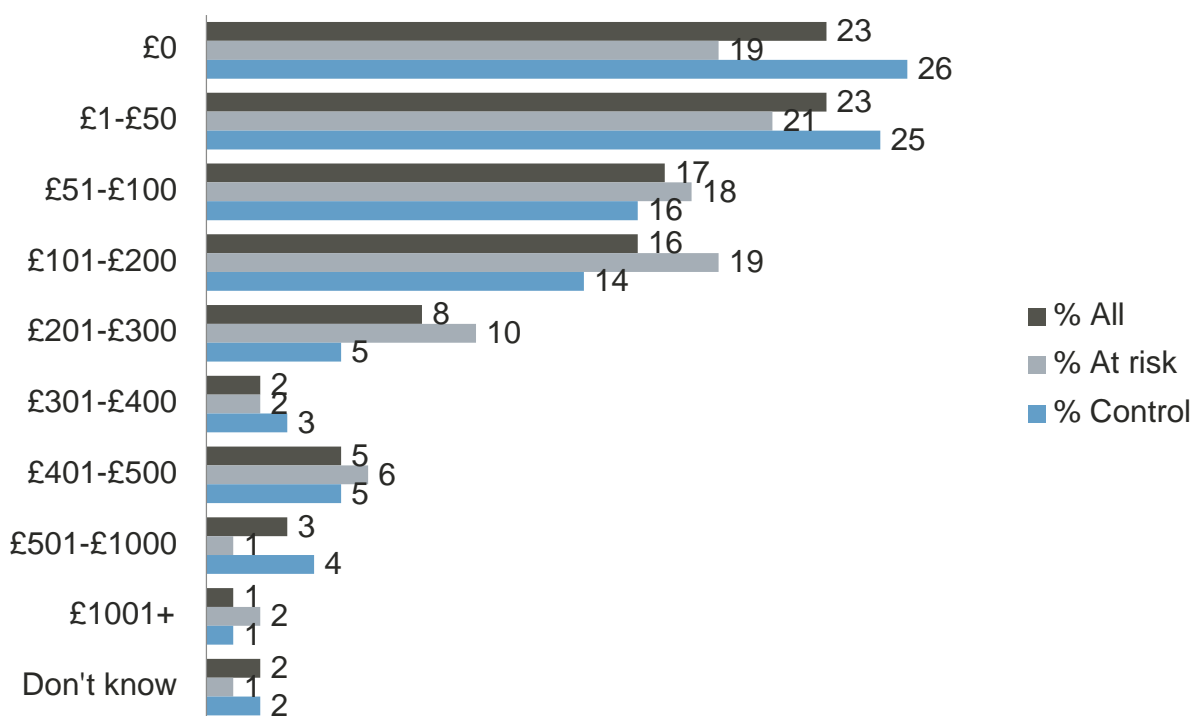
Among the participants it was those in council tax bands EFG that stated the highest value as the amount they felt they could afford to pay (£447) in excess. This meant they felt they could afford to pay £565 more on average than they currently do, much higher than the overall figure (£333).

On average, the maximum excess that renters or owner occupiers with contents-only insurance could afford to pay was £36. The value was £72 for those with contents insurance and £6 for those without. The value for those in ‘at risk’ areas was £52 and in control areas was £23.

In contrast to those with buildings insurance a higher proportion of renters or owner occupiers with contents insurance said they could not currently afford to pay any excess for a claim of £5,000 (23%) (see Fig 3.17). A further 40% could only afford to pay somewhere between £1 and £100. There was a small proportion (4%) who could afford pay an excess of more than £500.

6.4.2 Figure 6.6 – What renters could afford to pay in excess for flood damage

If you were faced with submitting a claim for flood damage to home **contents** to the value of £5,000, which of these bands best describes the maximum excess you could currently afford to pay?



Base: All renters, plus owner occupiers with contents only insurance : All (281), At Risk (135), Control (146).

For those in flood risk areas with contents insurance, the average amount they could afford to pay for insurance (£80) was fairly consistent with what they did in fact pay (£63). This potentially reflects the lower value of the claim (relative to a claim for building repairs of £30,000) and their income (renters were more likely to be on lower incomes than owner occupiers). Those in control areas said they could afford to pay £66, which is similarly consistent with what they actually pay (£61/ £153).

6.5 Coping strategies against potential cost increases

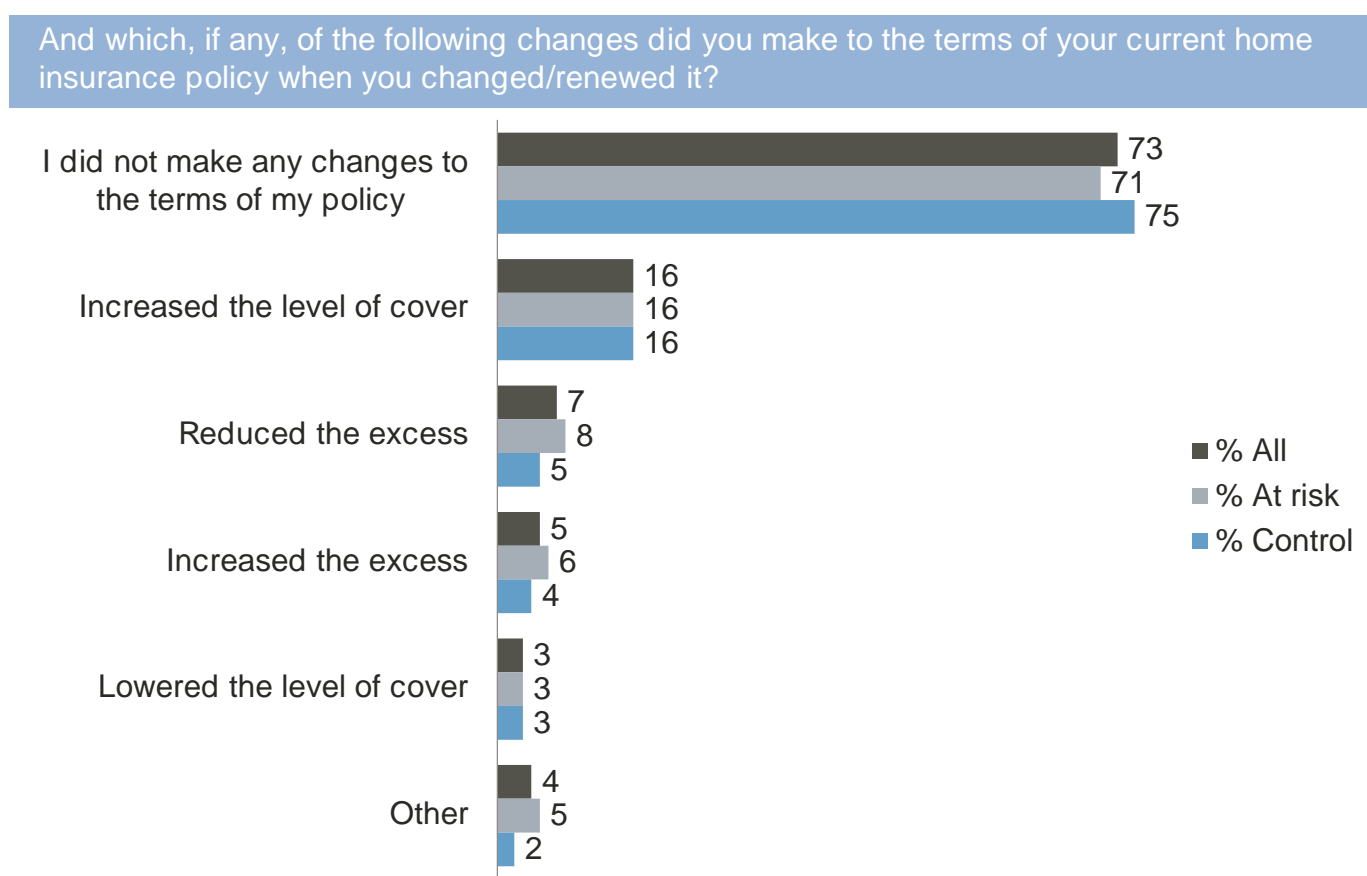
In order to determine how they might be coping with possible price increases survey participants were asked what, if any, changes they had made when they last changed or renewed their insurance (see Fig 3.18). Most (73%) had not made any changes to their policy. Almost as many increased what they paid in excess (5%) as reduced it (7%).

However participants were much more likely to have increased (16%) than reduced (3%) their level of cover. The findings were also consistent between ‘at risk’ and control areas.

Overall this suggests that the cost of home insurance prices is not currently at a level where it is restricting many households in taking out cover or forcing them to offset a potential increase in premiums by accepting a hefty increase in their excess.

That said the main barrier for those who did not have insurance was affordability (see section 3.4). In addition, those who disagreed that their home insurance was affordable were more likely to lower the level of cover (8%) than average (3%).

6.5.1 Figure 6.7 – Any changes made to home insurance policy at the previous point it was switched / renewed



Base: All who have switched or renewed home insurance: All (863), At Risk (431), Control (432).

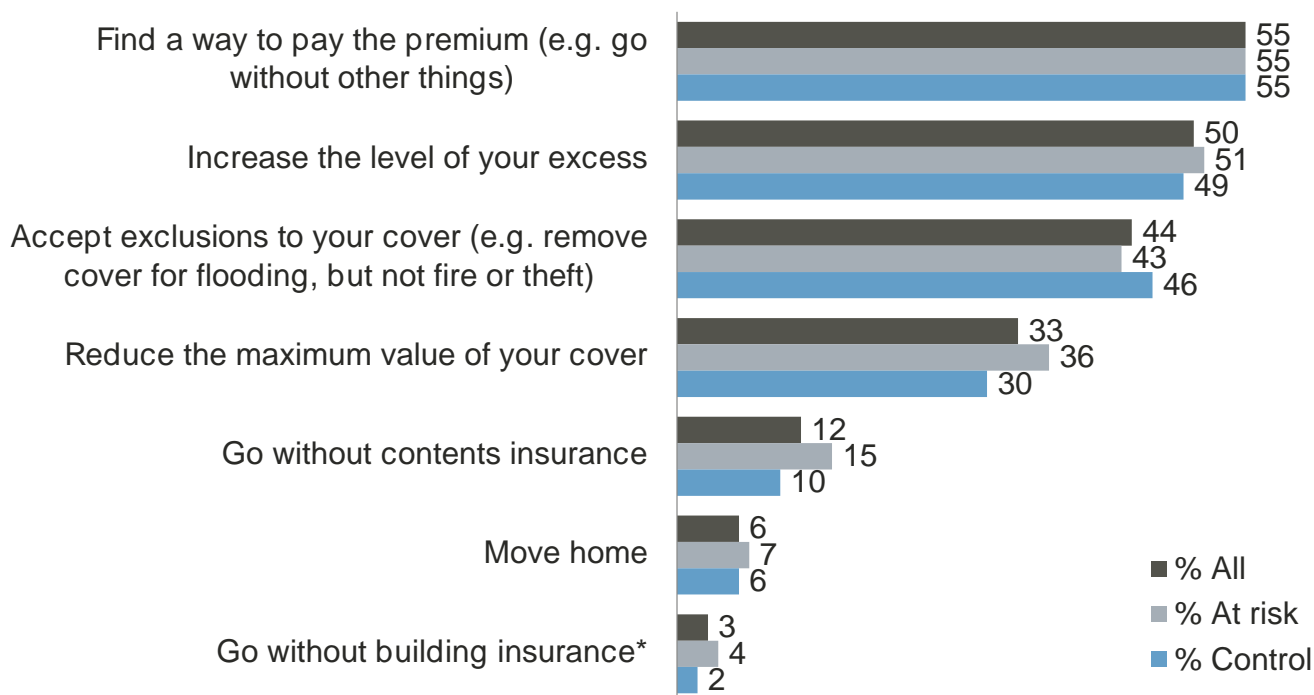
Participants favoured some coping strategies above others if the cost of their insurance premiums were to increase above the level they could afford (see Fig 3.19). The most popular option was to find a way to pay the premium by cutting back on other expenses (55%). This indicates the value that many participants in the qualitative research appeared to place on insurance referring to the peace of mind it delivered.

Half of all survey participants also said they would increase the level of their excess (50%) while just under half (44%) would take a risk by accepting exclusions in the level of their cover.

Potential take-up of the coping strategies was consistent across the 'at risk' and control areas.

6.5.2 Figure 6.8 – Take-up of different strategies in response to an unaffordable increase in insurance premiums

If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? (Chart shows the proportion who said they were 'Very / fairly likely' to do so)



Base: All with insurance, who gave a maximum affordable premium value: All (847), At Risk (446), Control (428).

* All who own their property outright: All (391), At Risk (215), Control (176)

There were relatively few sub-group differences in terms of take-up. Those who were more likely to take a risk by either accepting a reduction in the value of their cover or going without contents insurance altogether included:

- Private renters; 50% would accept a reduction in the value of their cover; 24% would go without contents insurance vs. 12% overall;
- Younger people aged 18-34; 45% and 21% respectively.

In contrast, those with a higher annual income of 52,000 plus, would be more likely to increase the level of their excess (65% compared to 50% overall) or find a way for paying it by rebalancing their budget (63% compared to 55% overall). They were also more like to say they would move home (10% compared to 6% overall); as were those who had been flooded (13%).

Generally take-up of the coping strategies was consistent across council tax bands, however survey participants in bands AB (11%) were more likely to have reduced their excess than overall (7%).

In the in-depth interviews, the most commonly referenced strategies aligned with the quantitative findings. Though it should be noted, as the question in the quantitative research did not offer it as an option, most participants initial reaction was to say they would negotiate with their current provider or shop around in the first instance.

To start we'd look and shop around for a better offer.
Control area, with insurance (297)

Most qualitative participants would attempt to cut back on other aspects of their spending, rather than go without insurance. This was heavily linked to the reasoning that insurance was essential for providing peace of mind. Similarly, many referenced increasing their levels of excess, though some were wary that raising excesses too much may defeat the point of insurance, as the amount of loss before they could make a claim would be more than the worth of the loss.

We would probably have to cut back somewhere else [if prices rose]. We're not going to scrimp on insurance, we want to know we're covered.
At risk area, with insurance (188)

Participants also referred to cutting back on particular aspects of their home insurance, such as high value items or accidental cover.

We'd have to look around and perhaps reduce some of the things we're now covered for, like accidental damage. It would be quite low down on the list of things to cut back on. I would cut back on other things first.
Control area, with insurance (394)

They tell you that you need flood insurance. Well, this house has never flooded. I know it can always happen one day but if it did, well then my son will have to help.
At risk area, with insurance (609)

Few participants would go without insurance though, also reflecting the quantitative research there was a preference for going without contents rather than building insurance. Participants reasoning for this was due to the higher value of potential losses. Moving home was seen as the most extreme measure by many participants, though some would be prepared to do it if necessary. However, some questioned whether someone would buy the house considering how expensive the insurance would have to be for this situation to exist.

I think we were naive when we bought this house - we were desperate because another house had fallen through. We wouldn't buy on a flood plain again... We would consider moving - we intend to do that eventually - we're going to move to higher ground!
At risk area, with insurance (609)

Some participants also referenced that those who were living in their household at the time would affect their decision making process. For example, one considered that if her

children had left home, she would consider no longer getting contents insurance. This was because she often had to claim for gadgets that her children had lost or broken, but this would not be a concern if she was not looking after their belongings.

7 Experience of those directly affected by flooding and home insurance

Key findings: Experience of those directly affected by flooding

7% of survey participants lived in properties that had previously been flooded. The qualitative research revealed that those who had claimed for flooding had positive experiences with their insurance company though this was not the case for all participants. Qualitative participants who had made a claim experienced an increase in their insurance, however the survey did not ask about this specifically. The survey also found that claims might not be made if the householder felt the flood did not damage their property to a sufficient extent, or if the extent of the damage was not felt to outweigh the perceived hassle of making a claim, although just 8 participants answered this question.

The vast majority of survey participants at risk of flooding were unaware of property level protection schemes, with a maximum of 9% aware of any particular named scheme. Among those who were aware of the schemes but had not taken them up, the main reasons were that they did not think they would help or that they would be eligible. Very few had taken up the measures, and the majority did not believe these measures were necessary to install.

7.1 Awareness and uptake of property level protection schemes

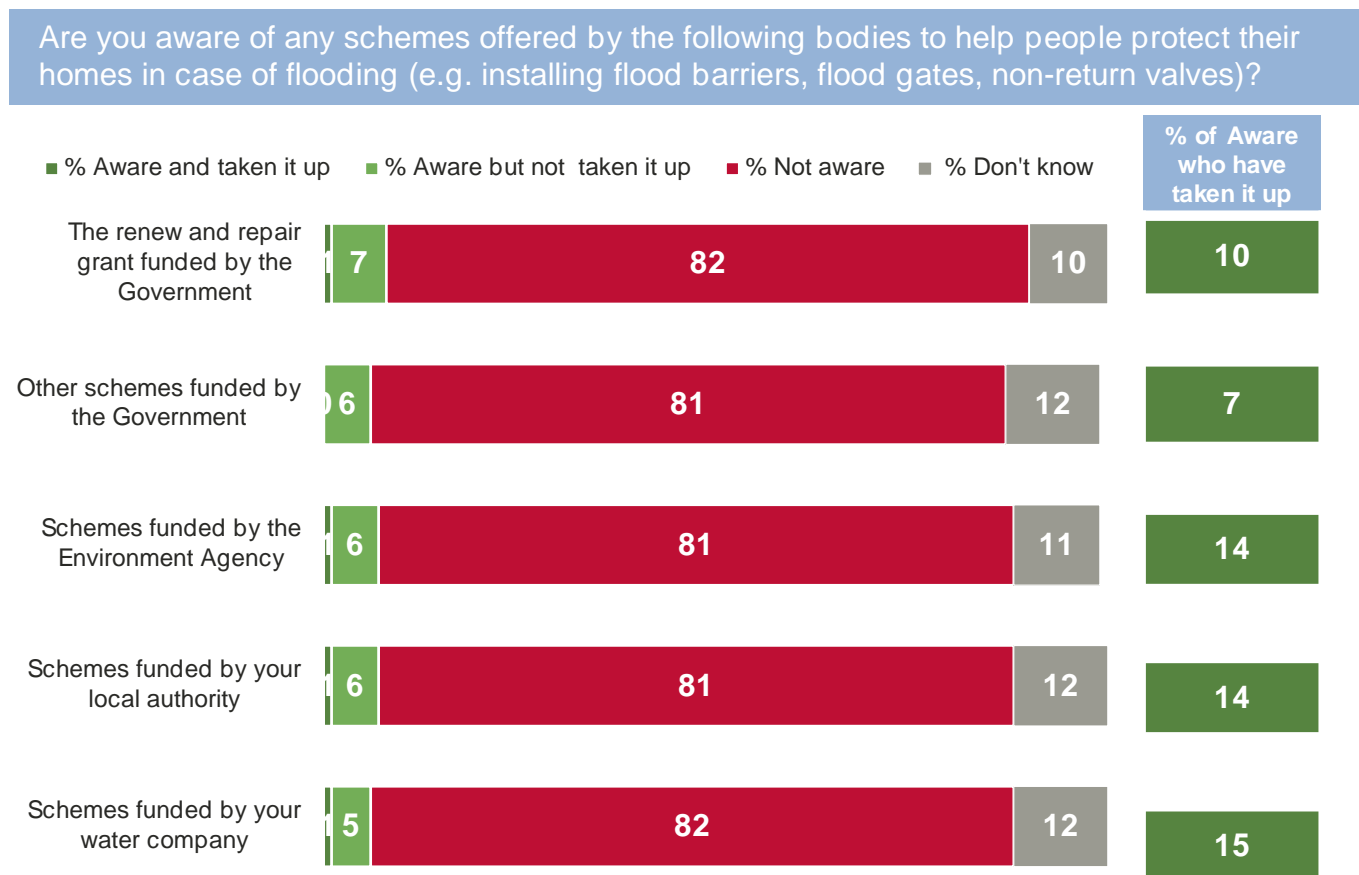
The majority of 'at risk' participants were unaware of the various schemes available to help households install property level protection (for example, flood barriers, flood gates and non-return valves) (see Fig 3.20). There is a clear opportunity to raise awareness of these schemes. The scheme with the highest level of awareness was the Government's Repair and Renew Grant scheme (8% of those at risk were aware). Awareness was 12% among those who had been flooded in their current home. This difference was not statistically significant.

Each of the schemes listed on the survey had been taken up by 1% of those households at risk. Take up amongst those who had experienced flooding was highest for the Government Repair and Renew Grant²⁵ (5%) and schemes funded by the water companies (5%).

²⁵ The Repair and Renew Grant is a one off scheme launched on 1 April 2014. The grant provides homes and businesses with up to £5,000 of grant funding to establish resilience and/ or resistance measures in their property to minimise the risk of

Among those aware of the various schemes, the take up was lowest for other schemes funded by the Government (7%) and highest for schemes funded by water companies (15%).

7.1.1 Figure 7.1 – Awareness and uptake of property level protection schemes



7.2 Barriers to uptake of property level protection schemes

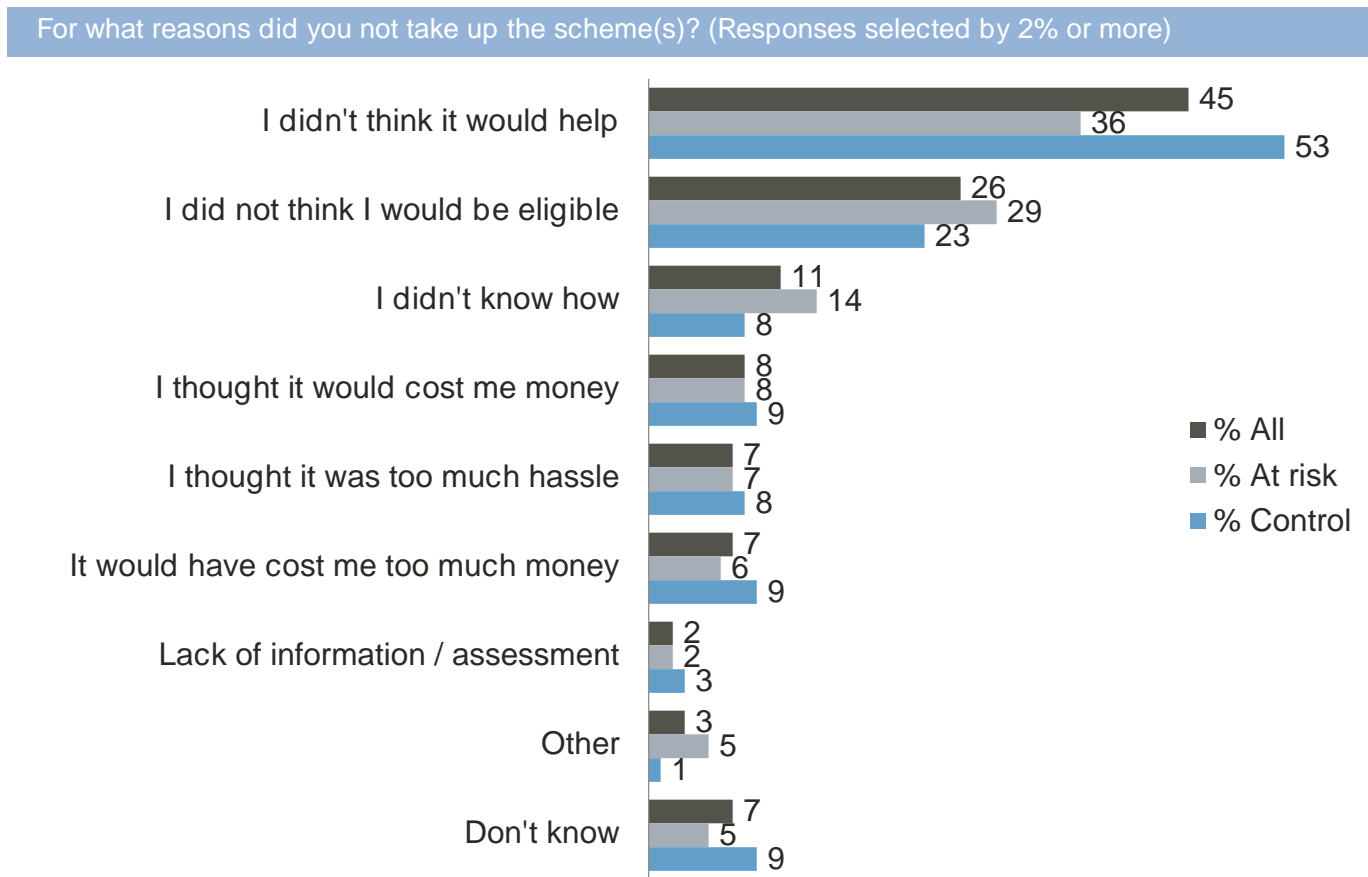
The main barrier for not taking out one or more of these schemes amongst those who were aware of them was that they did not think they would help (45%). This response was more likely to be mentioned by those in control areas (53%) as opposed to 'at risk' (36%). This suggests that some participants might have selected this response because they did not think property level protection was relevant to them.

Another key barrier was an assumption that they would not be eligible for the scheme (26%). This response was more likely to be selected by those living in properties in higher council tax bands (E to G) than overall (41% compared to (26%). However this figure should be treated with caution due to the low base size (33).

Cost was a more minor barrier with 13% of households selecting this response.

damage caused by future flooding. Eligibility was extended in November 2014 to include those affected by flooding in the summer of 2013 meaning the eligibility time scale is the full 2013/14 financial year (1 April 2013 – 31 March 2014).

7.2.1 Figure 7.2 – Barriers to taking out property level protection schemes



Base: All who were aware of at least one property level protection scheme but have not taken it up : All (126), At Risk (62), Control (64).

7.3 Level of flood experience

Across the entire survey sample 7% of participants had been flooded in their current homes: fewer of these had been flooded in the last three years (2%) than flooded more than three years ago (5%).

As would be expected the incidence of flooding was higher in the 'at risk' areas compared to the control areas, with 10% of participants having been flooded in their current homes compared to 4% in the control areas.

Those who had installed property level protection were much more likely to have been flooded than overall (45%). This does not suggest that property level protection is ineffective, rather it indicates that experience is important in driving action.

7.4 Insurance claims due to flooding

21 survey participants had been flooded in the last three years, and were insured at the time of the flood. Of these 12 participants made an insurance claim, eight did not and one participant did not know.

The qualitative sample included households that had been flooded to gather more detail about their experiences, and these interviews probed on the process of claiming for flood damage. These interviews revealed that those who had been flooded had successfully claimed were very complimentary about the process and assistance from the insurance company, although one did note that it took a while for them to get through on the phone.

The process went very well. They gave us carte blanche to get on with it and get cracking with the builder. They gave us money for alternative accommodation and paid for everything and still not asked for a receipt. They bent over backwards.

At risk area, with insurance (617)

They were smashing. They gave us a down payment of £1000 to buy things and took the excess out of that. They sent people to the house to assess, everything was logged and I got a cheque within a few days, no quibbles.

At risk area, with insurance (320)

However one participant said their insurance company had refused to pay out for flooding, and since then they have not been able to get insurance.

The main reason that eight of the survey participants whose property had been flooded did not make a claim was because the flood did not damage their property or lead to them losing any possessions (five people selected this). Other reasons were also selected, with two participants put off by the hassle of making a claim, two put off by the idea that it would affect the value of their property and two concerned about the impact it would have on their insurance excess.

Further insight into this was provided by one qualitative participant who said that whilst there was damage caused by the flood they did not believe it was worth claiming given the low value of the items damaged compared with the policy excess.

It was a DVD player and VHS recorder. There was no damage to the garage - and the value of the goods damaged meant it wasn't worth making a claim - I think the excess is £100.

At risk area, with insurance (188)

7.5 Impact of flood on home insurance policy

The household survey did not ask about the impact of flooding on home insurance policies, however this was covered by the qualitative interviews. One participant had been flooded twice. The first time this happened in 2007 they were unable to claim and reported that since then they had been unable to get insurance at all. This meant they were not covered when flooded a second time in 2012. Similarly another participant was uninsured at the time of the flood and so their insurance situation did not change.

Among those who were insured at the time of the flood, the impact varied depending on whether or not they made a claim. For example, one participant who said it was not worth claiming given the low value of the damaged goods did not report any impact on their insurance policy due to the flood, possibly as the insurance company would not necessarily have been aware the flood had occurred as they did not make a claim. By contrast, those who had claimed were impacted. For example one who said his provider put the excess on his policy up to £10,000 so he changed provider. The other stayed with the same provider but negotiated with them in order to remain insured. His premium did not rise much initially but did later on which he ascribed to flooding elsewhere.

I haggled. I increased the excess from £150 to £300 on other items and got rid of extra protections such as personal belongings outside of the house but there is no flooding exclusion. The premium rose a bit initially but then doubled 2 years later, I think because of widespread UK flooding. When I was flooded it was very local so the premium only went up £20.

At risk area, with insurance (320)

7.6 Property level protection

Those participants who were aware they lived in a flood risk area or had been flooded were asked if they had installed various property level protection measures. Take-up was relatively low, with each measure having been installed by between 1% and 3% of participants. However, participants were more likely to report that air bricks or vent covers had been installed before they moved into their home (8%).

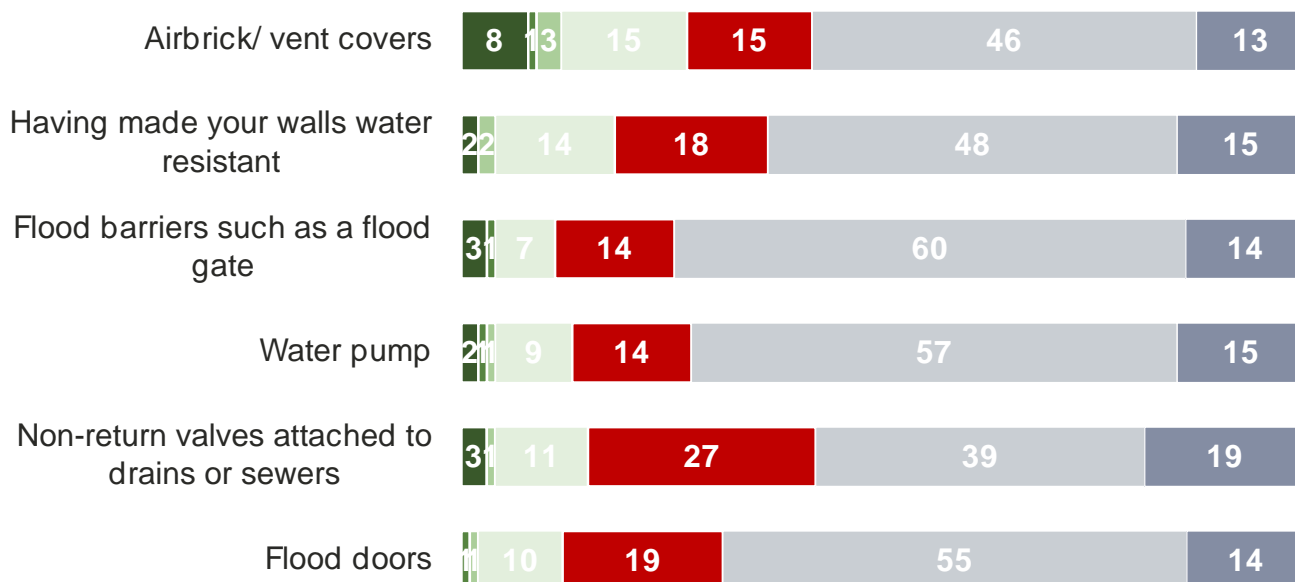
There were relatively small proportions of participants who were interested in installing each of the measures. This ranged from 7% for flood barriers or gates to 14% for water resistant walls or 15% for airbrick or vent covers.

The majority of participants did not feel these measures were necessary to install, between 39% and 60% depending on the measure. In addition, awareness of each of the measures also varied, with 14% not having heard of either a flood gate or a water pump, while 27% had not heard of non-return valves attached to drains or sewers.

7.6.1 Figure 7.3 – Uptake of property level protection measures

Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures?

- Measure in place when moved in
- Installed since flooding
- Not aware
- Don't know
- Installed prior to last flood
- Want to do
- Not necessary



Base: All living in a flood risk area, or who have been flooded (320).

Overall the survey findings indicate there is potential to further raise awareness of property level protection measures and facilitate householders in accessing schemes that would enable them to install these measures.

Participants who had been flooded in the last three years were asked if their insurance company had spoken to them about making changes to their home to help protect it from flood damage in future. Of the 14 survey participants who could recall any contact with their insurance company at the time of the flood, five reported that the insurance company spoke to them about this and nine said they did not.

In general there was no relationship between council tax band and views of property level protection measures. Those in bands EFG were more likely to say it is not necessary for them to install air brick or vent covers (58%, compared with 46% overall). However, the views of this group of participants in relation to other measures was consistent with the overall figure.

The qualitative interviews confirmed that installation of property level protection measures was limited and there did not appear to be awareness of schemes that enable installation of such measures. One participant decided against installing them because they felt the

risk of another flood was low, seeing what happened to them as a one off event of extremely heavy localised rainfall.

I did look at air brick covers but they cost £200 and looked at waterproof doors which cost £1500 so I decided against it. I didn't think the flood won't happen again as I'm not in flood risk area, it was just a one off. I've never seen rain like it, even in the tropics!

At risk area, with insurance (617)

This participant did look into local authority assistance but did not find them helpful.

I got in touch with the council about funding but they said they couldn't. I asked about sandbags for the driveway and they said "Good idea, buy some."

At risk area, with insurance (617)

The other participant did install air grate covers which stop water coming up through the floor. He spoke to others in the local area and understood that only those on benefits were eligible for assistance so he funded the measure himself.

The 26 survey participants who had installed property level protection measures were asked what if any impact it had on their insurance premiums. The majority (17 of the 26) did not feel it affected their premiums while three participants felt it had decreased them and six were unsure of the effect.

8 Appendices

8.1 Survey questionnaire

INTRODUCTION:

Welcome and thank you for taking the time to complete this questionnaire.

The information you provide will help the Government Department for Environment, Food and Rural Affairs to ensure that everyone has access to home insurance if they want or need it. All of your answers will be treated as strictly confidential in accordance with the principles of the Data Protection Act.

*The questionnaire should take less than 15 minutes to complete and you will be sent a **£5/£10 gift voucher** as a thank you.*

If you have any questions about the study, just click on the “help desk” link below to send us an email or phone us on 0808 141 3089 (free from a landline).

To be eligible for the survey you should be the person who makes, or would make, decisions about insurance in your household, and be over 18.

Screening Questions

ASK ALL

SA

S1 Do you make decisions with respect to home insurance in your household? If you don't have insurance, please think about who would make the decisions, if decisions needed to be made. Please select one that applies

1. Yes – I make/would make the decisions on my own
2. Yes – I make/would make the decisions along with someone else / others in the household
3. No – I don't have/wouldn't have any involvement in these decisions – THANK AND CLOSE

ASK ALL

SA

S2 Do you own or rent your property? Please select one that applies

1. Being bought on a mortgage
2. Owned outright by household
3. Part being bought on a mortgage and part rent (shared ownership)
4. Part owned outright and part rented
5. Rented from Local Authority
6. Rented from Housing Association/Trust
7. Rented from private landlord
8. Other – THANK AND CLOSE
9. Don't know – THANK AND CLOSE

ASK IF CODES 1 to 4 AT S2

SA

S2a. Is your ownership of this property leasehold or freehold? Please select one that applies

1. Small leasehold (3 properties or fewer in the building)
2. Large leasehold (4 properties or more in the building)
3. Freehold for the entire building
4. Share of freehold for the building
5. Don't know

ASK ALL

SA

S3 Which of the following age groups do you fall into? Please select one that applies

1. Under 18 – THANK AND CLOSE
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. 65-74
8. 75+
9. Refused – THANK AND CLOSE

ASK IF CODE 1 AT S0 AND CODES 1-4 AT S2

SA

Q1. Which of the following best describes how your home and its contents are insured? Please select one that applies

1. I have a policy which covers both building and contents insurance
2. I have a policy which covers building insurance only
3. I have a policy which covers contents insurance only
4. I have separate policies for contents and building insurance
5. I don't have any home insurance
6. Don't know

SHOW ALL WITH HOME INSURANCE (CODES 1-4 @ Q1)

This survey asks for details of your home insurance, if you have any.

We will not share any details you give us with insurance providers or any other third party, and you will not receive any sales calls or other attempts to sell to you as a result of taking part in this survey.

We are interested to know:

- **What kind of insurance you have, if any;**
- **How much your premium is (what you pay on a monthly or yearly basis for your insurance policy); and**
- **How much your excess is (if making a claim, the amount you would have to pay yourself before the insurance company would pay for the remainder of the claim).**

You may find it helpful to have your policy details to hand before you go on with the survey, but if you can't easily find them, this isn't a problem.

SCRIPTING: USE HOVER TEXT FOR FUTURE REFERENCES TO PREMIUM OR EXCESS

DISPLAY IF CODE 4 AT Q1

You said you have separate policies for contents and building insurance.

When answering the questions on the survey, please tell us about your building insurance policy, rather than your contents insurance policy.

ASK IF CODES 5-7 AT S2

SA

Q2. Which of the following best describes how the contents of your home are insured? Please select one that applies

1. I organise and pay for my own contents insurance
2. My contents insurance is included in my rent so my landlord organises it
3. I don't have contents insurance
4. Don't know

ASK IF CODE 3 OR 5 AT Q1 AND CODE 1 OR 3 AT S2

SA

Q3. You said you have a mortgage [IF CODE 1 or 2 AT S2a] [for a leasehold property] [IF CODES 3 OR 4 AT S2a] [for a freehold property], but don't have building insurance. Is that right? Please select one that applies

1. The freeholder for my property has building insurance for my property, so I do not need my own building insurance [DISPLAY ONLY IF CODE 1 or 2 AT S2a]
2. That is right, I have no building insurance
3. No – I do have building insurance [RETURN TO Q1 IF SELECTED]

ASK IF CODES 1-4 AT Q1, OR CODE 1 AT Q2

SA

Q4. When you took out your current home insurance policy, which of the following best describes what you did? Please select one that applies

1. I switched provider
2. I renewed with my existing provider
3. This was the first time I had taken out a home insurance policy
4. Don't know

ASK IF CODE 2 AT Q4

MA UNLESS CODE 6

RANDOMISE

Q5. Which, if any of the following, were reasons why you renewed your policy with your existing provider? Please select all that apply.

1. I was happy with the service they provided

2. Their price was competitive
3. It was too much hassle to change
4. I was unable to find an alternative quotation
5. My previous claims history meant that I could not change insurers
6. None of the above (ANCHOR AT BOTTOM, SA)
7. Other (ANCHOR AT BOTTOM)
8. Don't know (ANCHOR AT BOTTOM)

ASK IF CODE 5 AT Q1, CODE 3 AT Q2, OR CODE 2 AT Q3

MA UNLESS CODE 11

RANDOMISE

Q6. For which if any of the following reasons [IF CODE 5 AT Q1 OR CODE 3 AT Q2] [do you not have insurance] [IF CODE 2 AT Q3] [do you not have buildings insurance]? Please select all that apply.

1. I cannot get any insurance
2. It is not possible to find the right kind of insurance to meet my needs
3. I do not have any valuable contents that need insuring
4. The costs of premiums is too high
5. The excesses are too high (excess is the amount you would have to pay yourself before the insurance company would pay for the remainder of the claim)
6. I was refused insurance
7. It is too much hassle in getting insurance
8. The risk isn't high enough to justify the cost of taking out insurance
9. My most valuable possessions are insured individually / on a separate policy
10. Other (please specify) (ANCHOR AT BOTTOM)
11. None of the above (ANCHOR AT BOTTOM, SA)
12. Don't know (ANCHOR AT BOTTOM)

ASK IF CODE 5 AT Q1 OR CODE 2 AT Q3

SA

Q7. You say that you do not currently have [IF CODE 2 @ Q3] [buildings] insurance. Have you had [IF CODE 2 @ Q3] [buildings] [IF CODE 5 AT Q1] [home] insurance at any stage during the last three years? By home insurance we mean either contents or building insurance. Please select one that applies

1. Yes
2. No
3. Don't know

ASK IF CODES 1-4 AT Q1, OR CODE 1 AT Q2

MA UNLESS CODE 10

RANDOMISE

Q8. Thinking about when you [IF CODE 1 AT Q4] [most recently changed home insurer] [IF CODE 2 AT Q4] [most recently renewed your home insurance] [IF CODE 3 AT Q4] [first took out home insurance], how did you choose which company to insure with? Please select all that apply.

1. I used a comparison site
2. I used a broker
3. I saw an advert

4. I had used the company before [DO NOT DISPLAY IF CODE 3 AT Q4]
5. Recommendation from someone I know
6. Recommendation from a support organisation, for example the National Flood Forum
7. Mortgage company
8. I was not involved in the decision / my partner chose
9. Other (please specify) (ANCHOR AT BOTTOM)
10. None of the above (ANCHOR AT BOTTOM, SA)
11. Don't know (ANCHOR AT BOTTOM)

ASK IF CODE 1 OR 2 AT Q4

MA

Q9. And which, if any, of the following changes did you make to the terms of your current home insurance policy when you [IF CODE 1 AT Q4] [changed] [IF CODE 2 AT Q4] [renewed] it? Please select all that apply.

1. Increased the excess [DO NOT ALLOW IN COMBINATION WITH CODE 2]
2. Reduced the excess [DO NOT ALLOW IN COMBINATION WITH CODE 1]
3. Increased the level of cover [DO NOT ALLOW IN COMBINATION WITH CODE 4]
4. Lowered the level of cover [DO NOT ALLOW IN COMBINATION WITH CODE 3]
5. Other (please specify)
6. I did not make any changes to the terms of my policy

ASK IF CODE 1 AT Q7

MA, UP TO THREE RESPONSES, UNLESS CODE 9

RANDOMISE

Q10. Which if any of the following were important reasons why you stopped taking out insurance? Please select up to three that apply

1. The premium or cost of my insurance increased
2. The excess increased (excess is the amount you would have to pay yourself before the insurance company would pay for the remainder of the claim)
3. My household income decreased
4. I moved to a different area
5. I no longer felt it was necessary
6. I needed the money for other things
7. Change in household circumstances, for example, a new baby
8. The cost of living / my household bills have increased
9. None of the above (ANCHOR AT BOTTOM, SA)
10. Other (please specify) (ANCHOR AT BOTTOM)
11. Don't know (ANCHOR AT BOTTOM)

ASK IF CODES 1-4 AT Q1, OR CODE 1 AT Q2

SA

Q11. Which of these bands best describes how much you are currently paying for your home insurance? Please select from either the yearly drop down menu, to tell us your annual premium, or the monthly drop down menu, to tell us how much you pay each month.

If you would prefer to see monthly amounts please click [here](#).

DROP DOWN MENU WILL INCLUDE £50 INCREMENTS FROM £1-£50 UP TO £2,951-£3,000 AND More than £3000. ALLOW DK

PLEASE ADD HYPERLINK FOR THEM TO CLICK IF THEY PREFER MONTHLY INCREMENTS- THESE SHOULD BE IN £4.20 INCREMENTS IN A DROP DOWN AS FOR YEARLY AND INCLUDE 'More than 250'

ASK IF VALUE SELECTED AT Q11. EXCLUDE IF CODE 3 OR 4 AT Q4

SA

Q12. How does the cost of your current home insurance policy premium compare with [IF CODE 1 AT Q4] [that of your previous policy] [IF CODE 2 AT Q4] [that of your policy before you renewed it]? Please select one that applies

1. The cost of my home insurance policy has increased
2. The cost of my home insurance policy has decreased
3. The cost of my home insurance policy has stayed about the same
4. Don't know

ASK IF CODE 1 AT Q12

RANDOMISE

MA UNLESS CODE 10

Q13. You said the cost of your premium (what you pay on a monthly or yearly basis for your insurance policy) has increased. As far as you know, why did this happen? Please select all that apply.

1. I put in a claim to my insurance company
2. Insurance premiums have gone up generally in England
3. Insurance premiums have gone up generally in my area
4. I chose a policy with a higher premium as it better suited my needs
5. I have moved home and my new home is more expensive to insure
6. My home contents have changed
7. My household composition / circumstances have changed, for example, a new baby
8. There was flooding in my area / of my home
9. Other (please specify) ([ANCHOR AT BOTTOM](#))
10. None of the above ([ANCHOR AT BOTTOM](#), SA)
11. Don't know ([ANCHOR AT BOTTOM](#))

ASK IF CODE 1 AT Q13

MA

Q14. You said that you made a claim on your home insurance. What was this claim for? Please select all that apply.

1. Theft
2. Fire
3. Storm
4. Subsidence
5. Flooding
6. Aircraft
7. Explosion
8. Other
9. Don't know

ASK IF CODE 1 OR 2 AT Q12

SA

CODE NEGATIVE FOR DECREASE

Q15. You said the cost of your home insurance policy premium has [IF CODE 1 AT Q12] [increased] [IF CODE 2 AT Q12] [decreased] compared to your previous policy premium. Which of these bands best describes how much your premium has [IF CODE 1 AT Q12] [increased] [IF CODE 2 AT Q12] [decreased] by? Please try to give your best estimate, even if you are not entirely sure.

Please select from either the yearly drop down menu or the monthly drop down menu. Yearly is how much the premium has increased by over the year, and monthly is how much it has increased by each month.

If you would prefer to see monthly amounts please click [here](#).

DROP DOWN MENU WILL INCLUDE £25 INCREMENTS FROM £1-£25 UP TO £776-800 AND More than £800. ALLOW DK

MONTHLY INCREMENTS SHOULD BE £2.10 INCREMENTS IN A DROP DOWN AS FOR YEARLY INCLUDING 'More than £66.67'

ASK IF VALUE SELECTED AT Q11.

SA PER ROW

Q16. To what extent do you agree or disagree with the following statements? Please select one response for each row

DOWN SIDE OF GRID

1. My insurance premiums are affordable
2. My insurance premiums are reasonable
3. My insurance premiums represent good value for money

ACROSS TOP OF GRID

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

ASK IF CODES 1-4 AT Q1, OR CODE 1 AT Q2

SA

Q17. Do you have a separate excess amount for flood damage in your home insurance policy?

1. Yes
2. No
3. Don't know

ASK IF CODES 1-4 AT Q1, OR CODE 1 AT Q2

SA

Q18. Which of these bands best describes how much your excess [IF CODE 1@ Q17 would be in the case of flood damage] [IF CODES 2-3@ Q17 is]?

Please try to give your best estimate, even if you are not entirely sure.

[IF CODES 2-3@ Q17: If you are unsure of the excess amount for flood damage, please select the band for the excess you would pay for any claim on your policy.]

Please select a response from the drop down menu.

DROP DOWN MENU WILL INCLUDE £50 INCREMENTS FROM £1-£50 UP TO £2,951-£3,000, AND £100 INCREMENTS, BETWEEN £3,001-£3,100 UP TO £4,901-£5000, AND More than £5,000. ALLOW DK

ASK IF GIVE VALUE AT Q18. EXCLUDE IF CODE 3 OR 4 AT Q4

SA

Q19. How does the cost of your current home insurance excess compare with [IF CODE 1 AT Q4] [that of your previous policy] [IF CODE 2 AT Q4] [that of your policy before you renewed it]? Please select one that applies

1. The cost of my insurance excess has increased
2. The cost of my insurance excess has decreased
3. The cost of my insurance excess has stayed about the same
4. Don't know

ASK IF CODE 1 OR 2 AT Q19

SA

CODE NEGATIVE FOR DECREASE

Q20. You said your excess has [IF CODE 1 AT Q19] [increased] [IF CODE 2 AT Q19] [decreased]. Which of these bands best describes how much your excess has

[IF CODE 1 AT Q19] [increased] [IF CODE 2 AT Q19] [decreased] by compared to your previous policy excess? Please try to give your best estimate, even if you are not entirely sure.

Please select a response from the drop down menu.

DROP DOWN MENU WILL INCLUDE £50 INCREMENTS FROM £1-£50 UP TO £2,951-£3,000, AND More than £3000. ALLOW DK

ASK IF VALUE SELECTED AT Q18.

SA PER ROW

Q21. To what extent do you agree or disagree with the following statements? Please select one response for each row

DOWN SIDE OF GRID

1. The excess on my insurance is affordable
2. The excess on my insurance is reasonable
3. The excess on my insurance represents good value for money

ACROSS TOP OF GRID

1. Strongly agree
2. Tend to agree
3. Neither agree nor disagree
4. Tend to disagree
5. Strongly disagree
6. Don't know

ASK ALL

SA

Q22. The average damage caused [IF CODE 3 AT Q1 OR CODES 1-4 AT Q2] [to home contents] by a flood is [IF CODES 1-2 OR CODE 4-6 AT Q1] [£30,000] [CODE 3 AT Q1 OR CODES 1-4 AT Q2] [£5,000]. In order to cover your [IF CODE 1-2 OR 4 AT Q1] [home] [IF CODE 3 AT Q1 OR CODE 1 AT Q2] [contents] home against this type of damage as part of an insurance policy, what is the maximum premium you could currently afford to pay?

Please select from either the yearly drop down menu, to tell us the maximum you could afford to pay each year, or the monthly drop down menu, to tell us the maximum you could afford to pay each month.

AT START OF DROP DOWN MENU FOR YEARLY INCREMENTS HAVE £0 – I cannot currently afford to pay for home insurance. MENU WILL INCLUDE £50 INCREMENTS FROM £1-£50 UP TO £2951-£3,000 AND More than £3,000. ALLOW DK

DROP DOWN MENU FOR MONTHLY INCREMENTS WILL START WITH '£0 - I cannot currently afford to pay for home insurance.' NEXT CATEGORY SHOULD BE

£0.01 - £4.16, THEN £4.20 INCREMENTS IN A DROP DOWN AS FOR YEARLY, INCLUDING 'More than £250.'

ASK IF VALUE SELECTED AT Q22 AND (CODES 1-4 AT Q1 OR CODE 1 AT Q2)

RANDOMISE DOWN SIDE OF GRID

SA PER ROW

Q23. You said that the maximum premium you could afford to pay would be [INSERT VALUE SELECTED AT Q22] [IF YEARLY DROP DOWN MENU USED] [per year] [IF MONTHLY DROP DOWN MENU USED] [per month]. If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? Please select one response for each row

DOWN SIDE OF GRID

1. Reduce the maximum value of your cover
2. Accept exclusions to your cover (for example, remove cover for flooding, but remain covered for other perils such as fire or theft)
3. [ONLY SHOW IF CODES 2 OR 4 @ S2] Go without building insurance
4. Go without contents insurance
5. Increase the level of your excess
6. Move home
7. Find a way to pay the premium, (for example, go without other things)

ACROSS TOP OF GRID

1. Very likely
2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely
6. Don't know

ASK ALL

SA

Q24. You said that the maximum excess you could afford to pay would be [INSERT VALUE SELECTED AT Q24]. And if you were faced with submitting a claim for flood damage [IF CODE 3 AT Q1 OR CODES 1-4 AT Q2] [to home contents] to the value of [IF CODES 1-2 OR 4-6 AT Q1] [£30,000] [IF CODE 3 AT Q1 OR CODE 1 AT Q2] [£5,000], which of these bands best describes the maximum excess you could currently afford to pay? Please select one that applies

Please select a response from the drop down menu.

AT START OF YEARLY DROP DOWN MENU LIST £0 - I cannot currently afford to pay the excess for home insurance. DROP DOWN MENU WILL INCLUDE £50 INCREMENTS FROM £1-£50 UP TO £2,951-£3,000, AND £100 INCREMENTS,

BETWEEN £3,001-£3,100 UP TO £4,901-£5000, AND More than £5,000. ALLOW DK

ASK IF VALUE SELECTED AT Q24 AND (IF CODES 1-4 AT Q1 OR CODE 1 AT Q2)

RANDOMISE DOWN SIDE OF GRID

SA PER ROW

Q25. If your insurance policy stated that the excess for a claim of [IF CODES 1-2 OR 4 AT Q1] [£30,000] [IF CODE 3 AT Q1 OR CODE 1 AT Q2] [£5,000] was to rise above this level, how likely, if at all, would you be to do the following? Please assume that lower excesses would not be available with alternative insurers.

Please select one response for each row

DOWN SIDE OF GRID

1. Reduce the maximum value of your cover
2. Accept exclusions to your cover (for example, remove cover for flooding, but remain covered for other perils such as fire or theft)
3. [ONLY SHOW IF CODES 2 OR 4 @ S2] Go without buildings insurance
4. Go without contents insurance
5. Increase the level of premium
6. Move home

ACROSS TOP OF GRID

1. Very likely
2. Fairly likely
3. Neither likely nor unlikely
4. Fairly unlikely
5. Very unlikely
6. Don't know

ASK ALL

SA

Q26. As far as you are aware do you live in an area that is shown on the Environment Agency's Flood Maps as being at risk of flooding? Please select one that applies

1. Yes, I am certain I do
2. Yes, I think I do
3. No, I don't think I do
4. No, I am certain I don't
5. Don't know

ASK ALL

SA

Q27. As far as you know have any other properties in your area been affected by flooding in the last 3 years? By 'your area' we mean within half a mile of your home. Please select one that applies

1. Yes
2. No
3. Don't know

ASK ALL

SA

Q28. As far as you are aware has your current home been flooded in the last 3 years, that is, since September 2011? We are talking about flooding from rain, rivers or the sea, rather than from burst pipes. If you live in a flat it could include communal areas such as a hallway. Please select one that applies

1. Yes
2. No – never flooded
3. No – flooded more than three years ago
4. Don't know

ASK IF CODE 1 AT Q28

SA

Q29. When was the most recent time this happened? Please select one that applies

1. In the last 3 months
2. 3 months up to 6 months ago
3. 6 months up to 1 year ago
4. 1 year up to 2 years ago
5. 2 years up to 3 years ago
6. 3 years ago
7. More than 3 years ago
8. Don't know / can't remember

ASK IF CODE 1 AT Q28

SA

Q30. Did your insurance company at the time speak with you about making changes to your home to help protect it from flood damage in the future? Please select one that applies

1. Yes – they spoke to me about this
2. No – they did not speak to me about this
3. No – I had no contact with my insurance company
4. I was not insured at the time of the flood

I can't remember / don't know

ASK IF CODE 1 AT Q28 BUT EXCLUDE IF CODE 4 Q30

SA

Q31. Again thinking about the most recent time your home was flooded, did you make an insurance claim for flood damage losses? Please select one that applies

1. Yes, for both building and contents
2. Yes, for contents only
3. Yes, for buildings only
4. No
5. Don't know

ASK IF CODE 4 AT Q31

MA

RANDOMISE

Q32. You said you did not make a claim for flood damage losses. What were the reasons for this? Please select all that apply.

1. The flood didn't damage my property/ I didn't lose anything
2. My property is designed to withstand flooding
3. I had flood defences in place
4. The damage/ losses were below my excess
5. I was worried the claim would increase my premiums
6. I was worried the claim would increase my excess
7. I thought the claim would affect the value of my property/ make it harder to sell
8. Making a claim was too much hassle
9. I didn't know how to make a claim
10. I meant to but didn't get round to it
11. Other (please specify) [ANCHOR AT BOTTOM]
12. Don't know [ANCHOR AT BOTTOM]

ASK IF CODES 1 OR 2 AT Q26 OR CODE 1 AT Q27 OR CODES 1 OR 3 AT Q28

SA PER ROW

RANDOMISE

Q33. Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? Please select one response for each row

DOWN SIDE OF GRID

1. Flood barriers such as a flood gate
2. Flood doors
3. Having made your walls water resistant
4. Non-return valves attached to drains or sewers
5. Airbrick/ vent covers
6. Water pump

ACROSS TOP OF GRID

1. This measure was already in place in my home when I moved in
2. I had this installed before the last time I was flooded
3. I have installed this since the last time I was flooded
4. This is something I want to do
5. This is not really necessary for me to do
6. I am not aware of what this is
7. Don't know

ASK IF CODES 2-3 FOR ANY QUESTION AT Q33

SA

Q34. What impact, if any, do you think having the following installed in your home has had on your insurance premium?

[LIST MEASURE(S) CODED 2-3 AT Q33].

Please select one that applies

1. My premium has increased as a result of installing these measure(s)
2. My premium has decreased as a result of installing the measure(s)
3. I do not think installing these measures affected my premium
4. Don't know

ASK ALL

SA

Q35. Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? If you are aware of the scheme(s) please indicate if you have taken part or not. Please select one response in each row that applies

DOWN SIDE OF GRID

1. The renew and repair grant funded by the Government
2. Other schemes funded by the Government
3. Schemes funded by the Environment Agency
4. Schemes funded by your local authority
5. Schemes funded by your water company

ACROSS TOP OF GRID

1. Yes – I am aware of this, but I have not taken it up
2. Yes – I am aware of this, and have taken it up
3. No – I am not aware of this
4. Don't know

ASK IF CODE 1 TO ANY OPTION ACROSS TOP OF GRID AT Q35

MA

RANDOMISE

Q36. For what reasons did you not take up [IF CODE 1 SELECTED ONCE @ Q35: the scheme] [IF CODE 1 SELECTED MORE THAN ONCE @ Q35: these schemes]? Please select all that apply.

1. I didn't know how
2. I didn't think it would help
3. I thought it was too much hassle
4. I thought it would cost me money
5. It would have cost me too much money
6. I did not think I would be eligible
7. Other (please specify) [ANCHOR AT BOTTOM]
8. Don't know [ANCHOR AT BOTTOM]

ASK ALL

SA

Q37. How long have you lived in your current home? Please select one that applies

1. Less than 1 year
2. 1 year up to 2 years
3. 2 years up to 3 years
4. 3 years up to 4 years
5. 4 years up to 5 years
6. 5 years up to 10 years
7. 10 years up to 20 years
8. More than 20 years
9. Don't know

ASK ALL

SA

Q38. Is your property? Please select one that applies

1. Detached
2. Semi detached
3. Terraced (including end-terrace)
4. Flat, maisonette or apartment
5. Other
6. Don't know

ASK ALL

SA

Q39. Approximately when was your house built? Please select one that applies

1. Before 1900
2. 1900 - 1959
3. 1960 - 2008
4. Since 2009
5. Don't know

ASK ALL

SA

Q40. What is the Council Tax band for your property? All properties in England have a Council Tax band, band A applies to the least expensive and band H applies to the most expensive properties. Please select one that applies

If you do not know you council tax band you can find it [here](https://www.gov.uk/council-tax-bands).

HERE TO INCLUDE LINK TO <https://www.gov.uk/council-tax-bands>

1. A
2. B
3. C
4. D
5. E
6. F
7. G
8. H
9. Don't know

ASK ALL

SA

Q41. Which band does your total household income per year from all sources, before tax and other deductions, fall into? Please select one that applies

- | WEEKLY | MONTHLY | ANNUAL |
|-----------------------|---------------------|-----------------------|
| 1. Up to £49 | Up to £216 | Up to £2,599 |
| 2. £50 up to £99 | £217 up to £432 | £2,600 up to £5,199 |
| 3. £100 up to £199 | £433 up to £866 | £5,200 up to £10,399 |
| 4. £200 up to £299 | £867 up to £1,299 | £10,400 up to £15,599 |
| 5. £300 up to £399 | £1,300 up to £1,732 | £15,600 up to £20,799 |
| 6. £400 up to £499 | £1,733 up to £2,166 | £20,800 up to £25,999 |
| 7. £500 up to £599 | £2,167 up to £2,599 | £26,000 up to £31,199 |
| 8. £600 up to £699 | £2,600 up to £3,032 | £31,200 up to £36,399 |
| 9. £700 up to £799 | £3,033 up to £3,466 | £36,400 up to £41,599 |
| 10. £800 up to £899 | £3,467 up to £3,899 | £41,600 up to £46,799 |
| 11. £900 up to £999 | £3,900 up to £4,332 | £46,800 up to £51,999 |
| 12. £1000 or more | £4,333 or more | £52,000 or more |
| 13. Prefer not to say | | |
| 14. Don't know | | |

ASK ALL

SA

Q42. Are you a landlord? Please select one that applies

1. Yes – I am a landlord
2. No – I am not a landlord

ASK ALL

WRITE IN RESPONSE

Q43. If you would like to receive your high street shopping voucher, please can you provide the following details so we can send it to you in the post.

Your details will not be passed on to anyone who is not involved in this research.

1. I do not wish to receive the voucher [SA]
2. Full name: [WRITE IN]
3. Address: [WRITE IN]
4. Postcode: [WRITE IN]

ASK ALL

SA

Q44. Thank you for completing this survey.

Defra may want to carry out some follow-up research in the next 12 months. This would be likely to involve talking with someone on the telephone about similar subjects, at a time of your convenience.

Would you be happy to be contacted again for further research on this subject? Please select one that applies

1. Yes
2. No

ASK IF CODE 1 AT Q44

WRITE IN RESPONSE

Q45. Please could you supply the following details so that you can be contacted with respect to this research? Your details will not be passed on to anyone who is not involved in this research.

Telephone number:

Email address:

DISPLAY UNLESS CODE 1 AT Q43

END SCREEN

Your high street voucher will be delivered by post, and will be sent on 21st November. If you have not received your voucher by the 28th November then please contact us at insurancesurvey@ipsos.com or call 0808 141 3089.

8.2 Topline of Ipsos MORI quantitative survey data

			Sample		
			At risk	Control	
		Total			
		Base size:	1083	531	552
S.1	Do you make decisions with respect to home insurance in your household?				
	Yes - I make/would make the decisions on my own	57%	57%	58%	
	Yes - I make/would make the decisions along with someone else / others in the household	43%	43%	42%	
	No - I don't have/ wouldn't have any involvement in these decisions	-	-	-	
		Base size:	1083	531	552
S.2	Do you own or rent your property?				
	Being bought on a mortgage	36%	35%	38%	
	Owned outright by household	35%	37%	33%	
	Part being bought on a mortgage and part rent (shared ownership)	*	*	1%	
	Part owned outright and part rented	-	-	-	
	Rented from Local Authority	6%	4%	7%	
	Rented from Housing Association/Trust	8%	8%	8%	
	Rented from private landlord	14%	15%	14%	
	Other	-	-	-	
	Don't know	-	-	-	
	Owner occupier	72%	72%	71%	
	Shared ownership	*	*	1%	
	Social housing	14%	13%	15%	
	All owned	72%	72%	72%	
	All rented	28%	28%	28%	
		Base size:	837	413	424
S.2a	Is your ownership of this property leasehold or freehold?				
	Small leasehold (3 properties or fewer in the building)	4%	4%	3%	
	Large leasehold (4 properties or more in the building)	5%	4%	6%	
	Freehold for the entire building	81%	82%	80%	
	Share of freehold for the building	4%	4%	5%	
	Don't know	6%	6%	7%	
	Leasehold	9%	9%	9%	
	Freehold	85%	86%	84%	
		Base size:	1083	531	552
S.3	Which of the following age groups do you fall into?				
	Under 18	-	-	-	
	18-24	3%	3%	3%	
	25-34	14%	14%	15%	
	35-44	19%	20%	18%	
	45-54	20%	19%	22%	
	55-64	21%	20%	23%	
	65-74	17%	19%	15%	

	75+	5%	5%	5%
	Refused	-	-	-
	18-34	17%	17%	18%
	35-54	39%	39%	39%
	55-64	21%	20%	23%
	65+	22%	24%	20%
		Base size:	837	413
Q.1	Which of the following best describes how your home and its contents are insured?			
	I have a policy which covers both building and contents insurance	80%	83%	78%
	I have a policy which covers building insurance only	5%	4%	5%
	I have a policy which covers contents-only insurance	5%	6%	5%
	I have separate policies for contents and building insurance	8%	7%	9%
	I don't have any insurance	2%	1%	2%
	Don't know	*	-	*
	Buildings and contents	88%	89%	87%
		Base size:	246	118
Q.2	Which of the following best describes how the contents of your home are insured?			
	I organise and pay for my own contents insurance	47%	52%	43%
	My contents insurance is included in my rent so my landlord organises it	3%	3%	3%
	I don't have contents insurance	46%	41%	50%
	Don't know	4%	4%	4%
		Base size:	27	13
Q.3	You said you have a mortgage but don't have building insurance. Is that right?			
	The freeholder for my property has building insurance for my property, so I do not need my own building insurance	62%	60%	64%
	That is right, I have no building insurance	38%	40%	36%
	No - I do have building insurance	-	-	-
		Base size:	1083	531
Q1/2/3	Insurance cover – All			
	Buildings and contents insurance	65%	66%	64%
	Buildings only	3%	3%	4%
	Contents only	16%	18%	15%
	No insurance cover	14%	12%	16%
	Any insurance	85%	87%	83%
	Don't know	1%	1%	1%
		Base size:	943	471
Q.4	When you took out your current home insurance policy, which of the following best describes what you did?			
	I switched provider	35%	36%	33%
	I renewed with my existing provider	56%	53%	58%
	This was the first time I had taken out a home insurance policy	8%	8%	8%
	Don't know	2%	2%	1%
		Base size:	540	265
Q.5	Which, if any of the following, were reasons why you renewed your policy with your existing provider?			
	Their price was competitive	56%	52%	59%
	I was happy with the service they provided	50%	46%	54%
	It was too much hassle to change	18%	18%	17%

	I was unable to find an alternative quotation	3%	4%	3%
	My previous claims history meant that I could not change insurers	2%	3%	2%
	Recommended by broker	1%	*	2%
	Havent looked around for alternative / let it renew	1%	1%	-
	Controlled by lease / free holder	1%	*	1%
	Due to type of building / structural changes	1%	1%	*
	Other	1%	*	1%
	None of the above	*	*	*
	Don't know	-	-	-
	Not stated	*	*	-
	Base size:	129	55	74
Q.6	For which if any of the following reasons do you not have (buildings) insurance?			
	The costs of premiums is too high	41%	42%	40%
	I do not have any valuable contents that need insuring	25%	19%	29%
	The risk isn't high enough to justify the cost of taking out insurance	23%	28%	19%
	It is too much hassle in getting insurance	11%	19%	5%
	My most valuable possessions are insured individually / on a separate policy	8%	10%	7%
	The excesses are too high (excess is the amount you would have to pay yourself before the insurance company would pay for the remainder of the claim)	7%	15%	1%
	Haven't had time / had a chance to do it yet	4%	-	7%
	I cannot get any insurance	4%	9%	-
	Included in service charge	3%	3%	4%
	Do not own the property	3%	5%	2%
	Not required / for this property type	2%	4%	1%
	I was refused insurance	2%	4%	-
	It is not possible to find the right kind of insurance to meet my needs	1%	1%	1%
	Other	3%	1%	5%
	None of the above	1%	-	2%
	Don't know	3%	3%	4%
	Availability	5%	11%	1%
	Affordability	57%	59%	56%
	Base size:	129	55	74
Q.7	Have you had insurance at any stage during the last three years?			
	Yes	6%	7%	6%
	No	32%	35%	31%
	Don't know	*	-	1%
	Not stated	61%	59%	63%
	Base size:	931	463	468
Q.8	Thinking about when you most recently changed / renewed / took out home insurance, how did you choose which company to insure with?			
	I used a comparison site	36%	40%	32%
	I used a broker	8%	8%	9%
	I saw an advert	5%	5%	4%
	I had used the company before	36%	32%	41%
	Recommendation from someone I know	6%	7%	6%
	Recommendation from a support organisation, for example the National Flood Forum	1%	1%	1%
	Mortgage company	5%	6%	5%
	I was not involved in the decision / my partner chose	2%	2%	2%
	Couldn't obtain insurance from anyone else / no choice / needed specialist cover	1%	2%	-

	Discount / special rate offered	1%	1%	*
	Included in service charge / other fees	*	-	1%
	Obtained through / recommended by bank	1%	1%	2%
	Offered benefits / cashback / points	*	-	1%
	Researched on the internet (nsf not including comparison websites)	2%	1%	2%
	Received leaflet / information through post	1%	1%	*
	After receiving quotes from other companies	1%	*	1%
	Other recommendation	1%	*	1%
	Other	1%	1%	1%
	None of the above	2%	2%	2%
	Don't know	*	*	1%
	Not stated	*	1%	*
	Base size:	863	431	432
Q.9	And which, if any, of the following changes did you make to the terms of your current home insurance policy when you changed/renewed it?			
	Increased the excess	5%	6%	4%
	Reduced the excess	7%	8%	5%
	Increased the level of cover	16%	16%	16%
	Lowered the level of cover	3%	3%	3%
	Other	4%	5%	2%
	I did not make any changes to the terms of my policy	73%	71%	75%
	Base size:	11	6	5
Q.10	Which if any of the following were important reasons why you stopped taking out insurance?			
	I moved to a different area	48%	21%	71%
	The cost of living / my household bills have increased	34%	56%	15%
	I needed the money for other things	29%	11%	44%
	Change in household circumstances, for example, a new baby	23%	15%	30%
	My household income decreased	14%	15%	14%
	The premium or cost of my insurance increased	14%	14%	14%
	I no longer felt it was necessary	10%	23%	-
	The excess increased (excess is the amount you would have to pay yourself before the insurance company would pay for the remainder of the claim)	6%	14%	-
	Other	-	-	-
	None of the above	-	-	-
	Don't know	-	-	-
	Affordability of insurance	14%	14%	14%
	Change of financial circumstances	57%	56%	59%
	Other change of circumstances	65%	59%	71%
	Base size:	943	471	472
Q.11	Which of these bands best describes how much you are currently paying for your home insurance? - home insurance			
	Up to £100	8%	8%	8%
	£101-£200	27%	25%	28%
	£201-£300	27%	29%	25%
	£301-£400	15%	14%	15%
	£401-£500	9%	9%	8%
	£501-£800	9%	8%	10%
	£801+	6%	6%	5%
	Don't know	1%	1%	1%
	Mean	335	340	330
	St. Dev.	316	329	301
	Minimum	25	25	25

	Maximum	3100	3100	3100
	Base size:	157	81	76
Q.11	Which of these bands best describes how much you are currently paying for your home insurance? - home contents-only insurance			
	Up to £100	29%	29%	28%
	£101-£200	38%	36%	41%
	£201-£300	22%	28%	15%
	£301-£400	5%	3%	7%
	£401-£500	3%	4%	1%
	£501-£800	2%	-	3%
	£801+	1%	-	3%
	Don't know	1%	1%	1%
	Mean	183	165	203
	St. Dev.	145	95	185
	Minimum	25	25	25
	Maximum	1025	425	1025
	Base size:	786	390	396
Q.11	Which of these bands best describes how much you are currently paying for your home insurance? - home insurance (including building insurance)			
	Up to £100	3%	2%	3%
	£101-£200	24%	22%	25%
	£201-£300	28%	29%	27%
	£301-£400	17%	17%	17%
	£401-£500	10%	11%	10%
	£501-£800	11%	10%	11%
	£801+	7%	8%	5%
	Don't know	1%	*	1%
	Mean	374	388	360
	St. Dev.	335	354	316
	Minimum	25	25	25
	Maximum	3100	3100	3100
	Base size:	858	430	428
Q.12	How does the cost of your current home insurance policy premium compare with that of your previous policy/policy before you renewed it?			
	The cost of my home insurance policy has increased	33%	36%	31%
	The cost of my home insurance policy has decreased	30%	30%	29%
	The cost of my home insurance policy has stayed about the same	34%	31%	37%
	Don't know	3%	3%	3%
	Base size:	291	160	131
Q.13	As far as you know, why did the cost of your premium increase?			
	Insurance premiums have gone up generally in England	54%	51%	57%
	Insurance premiums have gone up generally in my area	16%	13%	20%
	I put in a claim to my insurance company	9%	9%	9%
	I chose a policy with a higher premium as it better suited my needs	5%	5%	6%
	My home contents have changed	5%	4%	6%
	There was flooding in my area / of my home	4%	7%	1%
	I have moved home and my new home is more expensive to insure	4%	6%	2%
	Index / inflation linked rise	1%	1%	1%
	My household composition / circumstances have changed, for example, a new baby	1%	1%	1%

	Increased brokerage fees / costs	1%	1%	-
	Other	4%	4%	5%
	None of the above	2%	1%	4%
	Don't know	11%	11%	10%
	Not stated	1%	1%	-
	General trend	63%	59%	68%
	Change of circumstances	9%	10%	7%
	Base size:	24	13	11
Q.14	You said that you made a claim on your home insurance. What was this claim for?			
	Flooding	20%	36%	-
	Theft	19%	21%	15%
	Subsidence	9%	10%	9%
	Fire	7%	7%	8%
	Storm	7%	-	14%
	Aircraft	-	-	-
	Explosion	-	-	-
	Other	39%	26%	54%
	Don't know	-	-	-
	Base size:	538	281	257
Q.15	You said the cost of your home insurance policy premium has increased/decreased compared to your previous policy premium. Which of these bands best describes how much your premium has increased/decreased by? - All			
	Decreased			
	-£1 to -£25	7%	8%	6%
	-£26 to -£50	12%	11%	12%
	-£51 to -£100	10%	10%	10%
	-£101 to -£200	10%	10%	9%
	-£201+	8%	6%	10%
	Increased			
	£1 to £25	15%	15%	14%
	£26 to £50	14%	15%	14%
	£51 to £100	11%	11%	11%
	£101 to £200	6%	7%	5%
	£201+	7%	7%	7%
	Don't know	*	-	1%
	Mean	-11	-3	-19
	St. Dev.	180	176	185
	Minimum	-850	-663	-850
	Maximum	850	850	763
	Base size:	69	38	31
Q.15	You said the cost of your home insurance policy premium has increased/decreased compared to your previous policy premium. Which of these bands best describes how much your premium has increased/decreased by? - home contents-only insurance			
	Decreased			
	-£1 to -£25	9%	9%	9%
	-£26 to -£50	22%	22%	22%
	-£51 to -£100	9%	9%	9%
	-£101 to -£200	9%	11%	6%
	-£201+	6%	3%	9%
	Increased			
	£1 to £25	20%	26%	13%

	£26 to £50	13%	13%	13%	
	£51 to £100	6%	4%	9%	
	£101 to £200	4%	4%	5%	
	£201+	2%	-	5%	
	Don't know	-	-	-	
	Mean	-21	-26	-15	
	St. Dev.	99	82	118	
	Minimum	-313	-313	-288	
	Maximum	263	138	263	
		Base size:	469	243	226
Q.15	You said the cost of your home insurance policy premium has increased/decreased compared to your previous policy premium. Which of these bands best describes how much your premium has increased/decreased by? - home insurance (including building insurance)				
	Decreased				
	-£1 to -£25	7%	8%	6%	
	-£26 to -£50	10%	9%	11%	
	-£51 to -£100	10%	10%	11%	
	-£101 to -£200	10%	10%	10%	
	-£201+	9%	7%	11%	
	Increased				
	£1 to £25	14%	13%	14%	
	£26 to £50	15%	15%	14%	
	£51 to £100	12%	12%	11%	
	£101 to £200	6%	7%	5%	
	£201+	8%	8%	7%	
	Don't know	*	-	1%	
	Mean	-9	1	-20	
	St. Dev.	191	188	194	
	Minimum	-850	-663	-850	
	Maximum	850	850	763	
		Base size:	935	469	466
Q.16	To what extent do you agree or disagree with the following statements about your insurance premiums? 1. My insurance premiums are affordable				
	Strongly agree	21%	21%	22%	
	Tend to agree	52%	51%	53%	
	Neither agree nor disagree	17%	17%	17%	
	Tend to disagree	7%	9%	6%	
	Strongly disagree	2%	2%	2%	
	Don't know	*	*	-	
	Agree	73%	72%	75%	
	Disagree	9%	11%	8%	
	Net agree	64%	61%	67%	
		Base size:	935	469	466
Q.16	To what extent do you agree or disagree with the following statements about your insurance premiums? 2. My insurance premiums are reasonable				
	Strongly agree	15%	14%	16%	
	Tend to agree	46%	45%	46%	
	Neither agree nor disagree	22%	20%	23%	
	Tend to disagree	12%	13%	11%	
	Strongly disagree	4%	6%	3%	
	Don't know	1%	1%	1%	

	Agree	61%	59%	62%
	Disagree	16%	19%	14%
	Net agree	44%	40%	48%
	Base size:	935	469	466
Q.16	To what extent do you agree or disagree with the following statements about your insurance premiums? 3. My insurance premiums represent good value for money			
	Strongly agree	13%	13%	13%
	Tend to agree	35%	34%	35%
	Neither agree nor disagree	32%	30%	33%
	Tend to disagree	13%	15%	12%
	Strongly disagree	5%	6%	5%
	Don't know	2%	2%	2%
	Agree	47%	47%	48%
	Disagree	19%	21%	16%
	Net agree	29%	26%	32%
	Base size:	943	471	472
Q.17	Do you have a separate excess amount for flood damage in your home insurance policy?			
	Yes	9%	11%	8%
	No	63%	62%	65%
	Don't know	27%	27%	27%
	Base size:	93	53	40
Q.18	Which of these bands best describes how much your excess is? - separate excess amount for flooding			
	£1-£50	3%	2%	4%
	£51-£100	5%	6%	2%
	£101-£200	9%	10%	9%
	£201-£300	22%	10%	38%
	£301-£400	21%	23%	18%
	£401-£500	8%	10%	6%
	£501-£1000	17%	19%	15%
	£1001+	13%	18%	8%
	Don't know	2%	3%	-
	Mean	694	850	494
	St. Dev.	1094	1278	771
	Minimum	25	25	25
	Maximum	5100	5100	5100
	Base size:	850	418	432
Q.18	Which of these bands best describes how much your excess is? - without a separate excess amount for flooding			
	£1-£50	12%	11%	12%
	£51-£100	23%	23%	23%
	£101-£200	25%	26%	25%
	£201-£300	19%	21%	17%
	£301-£400	4%	4%	4%
	£401-£500	4%	3%	5%
	£501-£1000	5%	6%	4%
	£1001+	1%	2%	1%
	Don't know	7%	5%	8%
	Mean	223	216	230
	St. Dev.	405	311	482
	Minimum	25	25	25

	Maximum	5100	5100	4950
	Base size:	814	412	402
Q.19	How does the cost of your current home insurance excess compared with that of your previous policy / that of your policy before you renewed it?			
	The cost of my insurance excess has increased	12%	13%	11%
	The cost of my insurance excess has decreased	10%	11%	9%
	The cost of my insurance excess has stayed about the same	68%	66%	71%
	Don't know	11%	11%	10%
	Base size:	163	87	76
Q.20	You said your excess has increased/decreased. Which of these bands best describes how much your excess has increased/decreased by compared to your previous policy excess?			
	Decreased			
	-£1 to -£50	17%	19%	14%
	-£51 to -£100	18%	16%	19%
	-£101 to -£200	7%	4%	10%
	-£201+	5%	6%	2%
	Increased			
	£1 to £50	18%	21%	14%
	£51 to £100	17%	18%	17%
	£101 to £200	11%	7%	15%
	£201+	9%	9%	9%
	Don't know	-	-	-
	Mean	53	28	83
	St. Dev.	382	353	416
	Minimum	1475	-1475	-275
	Maximum	3100	2975	3100
	Base size:	884	448	436
Q.21	To what extent do you agree or disagree with the following statements about your insurance excess? 1. The excess on my insurance is affordable			
	Strongly agree	16%	16%	16%
	Tend to agree	49%	50%	48%
	Neither agree nor disagree	21%	20%	23%
	Tend to disagree	10%	11%	9%
	Strongly disagree	2%	3%	1%
	Don't know	2%	1%	2%
	Agree	65%	65%	65%
	Disagree	12%	14%	10%
	Net agree	53%	51%	54%
	Base size:	884	448	436
Q.21	To what extent do you agree or disagree with the following statements about your insurance excess? 2. The excess on my insurance is reasonable			
	Strongly agree	13%	12%	13%
	Tend to agree	42%	45%	40%
	Neither agree nor disagree	27%	24%	29%
	Tend to disagree	13%	12%	13%
	Strongly disagree	3%	4%	2%
	Don't know	2%	2%	2%
	Agree	55%	57%	53%

	Disagree	16%	16%	15%
	Net agree	39%	41%	37%
	Base size:	884	448	436
Q.21	To what extent do you agree or disagree with the following statements about your insurance excess? 3. The excess on my insurance represents good value for money			
	Strongly agree	11%	11%	11%
	Tend to agree	31%	33%	29%
	Neither agree nor disagree	34%	34%	35%
	Tend to disagree	16%	14%	17%
	Strongly disagree	5%	6%	4%
	Don't know	3%	3%	4%
	Agree	42%	44%	39%
	Disagree	21%	20%	22%
	Net agree	21%	25%	18%
	Base size:	281	135	146
Q.22	The average damage caused to home contents by a flood is £5,000. In order to cover your home contents against this type of damage as part of an insurance policy, what is the maximum premium you could currently afford to pay? - home contents-only insurance			
	£0 - I cannot currently afford to pay for home insurance	20%	17%	24%
	£1-£100	40%	35%	45%
	£101-£200	16%	20%	12%
	£201-£300	13%	18%	8%
	£301-£400	3%	2%	3%
	£401-£500	1%	1%	2%
	£501-£800	3%	5%	2%
	£1001+	1%	1%	1%
	Don't know	3%	2%	3%
	Mean	159	185	132
	St. Dev.	250	311	157
	Minimum	25	25	25
	Maximum	3100	3100	975
	Base size:	802	396	406
Q.22	The average damage caused (to home) by a flood is £30,000. In order to cover your home against this type of damage as part of an insurance policy, what is the maximum premium you could currently afford to pay? - home insurance (including building insurance)			
	£0 - I cannot currently afford to pay for home insurance	2%	1%	2%
	£1-£100	22%	21%	23%
	£101-£200	19%	16%	21%
	£201-£300	17%	18%	15%
	£301-£400	11%	12%	9%
	£401-£500	10%	9%	10%
	£501-£800	8%	10%	7%
	£1001+	6%	7%	5%
	Don't know	6%	5%	6%
	Mean	319	344	293
	St. Dev.	367	402	327
	Minimum	25	25	25
	Maximum	3100	3100	3100
	Base size:	874	446	428

Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 1. Reduce the maximum value of your cover			
	Very likely	6%	8%	4%
	Fairly likely	27%	28%	26%
	Neither likely nor unlikely	22%	20%	23%
	Fairly unlikely	21%	20%	21%
	Very unlikely	22%	21%	23%
	Don't know	2%	2%	3%
	Likely	33%	36%	30%
	Unlikely	43%	42%	44%
	Net likely	-10%	-6%	-15%
	Base size:	874	446	428
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 2. Accept exclusions to your cover (for example, remove cover for flooding, but remain covered for other perils such as fire or theft)			
	Very likely	12%	12%	12%
	Fairly likely	32%	31%	33%
	Neither likely nor unlikely	17%	15%	18%
	Fairly unlikely	18%	18%	19%
	Very unlikely	18%	22%	15%
	Don't know	3%	3%	3%
	Likely	44%	43%	46%
	Unlikely	36%	39%	33%
	Net likely	8%	3%	12%
	Base size:	381	208	173
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 3. Go without building insurance			
	Very likely	2%	4%	1%
	Fairly likely	1%	1%	2%
	Neither likely nor unlikely	3%	1%	7%
	Fairly unlikely	15%	14%	17%
	Very unlikely	77%	80%	73%
	Don't know	2%	1%	2%
	Likely	3%	4%	2%
	Unlikely	92%	94%	89%
	Net likely	-88%	-89%	-87%
	Base size:	874	446	428
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 4. Go without contents insurance			
	Very likely	5%	6%	3%
	Fairly likely	8%	9%	7%
	Neither likely nor unlikely	7%	5%	10%
	Fairly unlikely	19%	18%	20%
	Very unlikely	59%	59%	59%
	Don't know	2%	3%	1%

	Likely	12%	15%	10%
	Unlikely	78%	77%	79%
	Net likely	-66%	-62%	-69%
	Base size:	874	446	428
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 5. Increase the level of your excess			
	Very likely	7%	7%	8%
	Fairly likely	42%	44%	41%
	Neither likely nor unlikely	19%	18%	21%
	Fairly unlikely	16%	18%	14%
	Very unlikely	12%	11%	13%
	Don't know	3%	3%	3%
	Likely	50%	51%	49%
	Unlikely	28%	29%	27%
	Net likely	22%	22%	22%
	Base size:	874	446	428
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 6. Move home			
	Very likely	2%	3%	2%
	Fairly likely	4%	4%	4%
	Neither likely nor unlikely	12%	12%	12%
	Fairly unlikely	16%	14%	18%
	Very unlikely	64%	65%	62%
	Don't know	3%	3%	3%
	Likely	6%	7%	6%
	Unlikely	79%	79%	80%
	Net likely	-73%	-72%	-74%
	Base size:	874	446	428
Q.23	If your premiums were to rise above the level you said would be affordable, and if lower premiums were not available from alternative insurers, how likely, if at all, would you be to do the following? 7. Find a way to pay the premium (for example, go without other things)			
	Very likely	13%	13%	14%
	Fairly likely	42%	42%	41%
	Neither likely nor unlikely	20%	20%	19%
	Fairly unlikely	13%	13%	13%
	Very unlikely	10%	9%	11%
	Don't know	2%	4%	1%
	Likely	55%	55%	55%
	Unlikely	23%	22%	24%
	Net likely	32%	33%	31%
	Base size:	281	135	146
Q.24	If you were faced with submitting a claim for flood damage to home contents to the value of £5,000, which of these bands best describes the maximum excess you could currently afford to pay? - home contents-only insurance			
	£0 I cannot currently afford to pay the excess for home insurance	23%	19%	26%
	£1-£50	23%	21%	25%

	£51-£100	17%	18%	16%	
	£101-£200	16%	19%	14%	
	£201-£300	8%	10%	5%	
	£301-£400	2%	2%	3%	
	£401-£500	5%	6%	5%	
	£501-£1000	3%	1%	4%	
	£1001+	1%	2%	1%	
	Don't know	2%	1%	2%	
	Mean	206	246	162	
	St. Dev.	469	620	201	
	Minimum	25	25	25	
	Maximum	5100	5100	1025	
		Base size:	802	396	406
Q.24	If you were faced with submitting a claim for flood damage to the value of £30,000, which of these bands best describes the maximum excess you could currently afford to pay? - home insurance (including building insurance)				
	£0 I cannot currently afford to pay the excess for home insurance	3%	2%	4%	
	£1-£50	5%	6%	5%	
	£51-£100	8%	9%	7%	
	£101-£200	18%	20%	17%	
	£201-£300	18%	17%	20%	
	£301-£400	6%	7%	6%	
	£401-£500	9%	8%	10%	
	£501-£1000	16%	19%	14%	
	£1001+	12%	11%	12%	
	Don't know	4%	3%	6%	
	Mean	619	614	623	
	St. Dev.	977	970	986	
	Minimum	25	25	25	
	Maximum	5100	5100	5100	
		Base size:	144	79	65
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 1. Reduce the maximum value of your cover				
	Very likely	5%	6%	3%	
	Fairly likely	35%	31%	40%	
	Neither likely nor unlikely	21%	22%	20%	
	Fairly unlikely	19%	20%	17%	
	Very unlikely	16%	17%	15%	
	Don't know	4%	4%	4%	
	Likely	40%	37%	44%	
	Unlikely	35%	37%	32%	
	Net likely	5%	*	12%	
		Base size:	144	79	65
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 2. Accept exclusions to your cover (for example, remove cover for flooding, but remain covered for other perils such as fire or theft)				
	Very likely	15%	15%	14%	
	Fairly likely	35%	34%	37%	
	Neither likely nor unlikely	20%	17%	25%	

	Fairly unlikely	11%	7%	15%	
	Very unlikely	14%	20%	7%	
	Don't know	5%	7%	2%	
	Likely	50%	49%	52%	
	Unlikely	25%	27%	22%	
	Net likely	25%	22%	30%	
		Base size:	14	8	6
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 3. Go without buildings insurance				
	Very likely	-	-	-	
	Fairly likely	-	-	-	
	Neither likely nor unlikely	20%	-	49%	
	Fairly unlikely	5%	-	12%	
	Very unlikely	68%	87%	39%	
	Don't know	8%	13%	-	
	Likely	-	-	-	
	Unlikely	72%	87%	51%	
	Net likely	-72%	-87%	-51%	
		Base size:	144	79	65
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 4. Go without contents insurance				
	Very likely	6%	7%	4%	
	Fairly likely	8%	7%	9%	
	Neither likely nor unlikely	17%	12%	23%	
	Fairly unlikely	16%	17%	15%	
	Very unlikely	48%	50%	45%	
	Don't know	5%	7%	2%	
	Likely	14%	14%	13%	
	Unlikely	64%	66%	61%	
	Net likely	-50%	-52%	-47%	
		Base size:	144	79	65
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 5. Increase the level of your excess				
	Very likely	4%	5%	3%	
	Fairly likely	28%	30%	26%	
	Neither likely nor unlikely	25%	20%	31%	
	Fairly unlikely	22%	22%	22%	
	Very unlikely	14%	15%	14%	
	Don't know	6%	8%	4%	
	Likely	32%	34%	29%	
	Unlikely	37%	37%	35%	
	Net likely	-4%	-3%	-6%	
		Base size:	144	79	65
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home contents-only insurance 6. Move home				
	Very likely	2%	3%	2%	

	Fairly likely	4%	3%	5%
	Neither likely nor unlikely	11%	10%	13%
	Fairly unlikely	18%	16%	21%
	Very unlikely	59%	63%	55%
	Don't know	5%	6%	4%
	Likely	6%	6%	6%
	Unlikely	77%	78%	76%
	Net likely	-71%	-72%	-70%
	Base size:	727	370	357
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 1. Reduce the maximum value of your cover			
	Very likely	4%	4%	4%
	Fairly likely	30%	32%	27%
	Neither likely nor unlikely	21%	19%	22%
	Fairly unlikely	20%	20%	20%
	Very unlikely	23%	23%	24%
	Don't know	3%	3%	3%
	Likely	33%	35%	31%
	Unlikely	43%	42%	44%
	Net likely	-10%	-7%	-12%
	Base size:	727	370	357
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 2. Accept exclusions to your cover (for example, remove cover for flooding, but remain covered for other perils such as fire or theft)			
	Very likely	10%	10%	10%
	Fairly likely	32%	29%	34%
	Neither likely nor unlikely	16%	15%	17%
	Fairly unlikely	17%	18%	17%
	Very unlikely	21%	25%	17%
	Don't know	3%	2%	5%
	Likely	42%	39%	44%
	Unlikely	39%	43%	34%
	Net likely	3%	-3%	10%
	Base size:	377	207	170
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 3. Go without buildings insurance			
	Very likely	*	1%	-
	Fairly likely	3%	2%	3%
	Neither likely nor unlikely	5%	3%	9%
	Fairly unlikely	13%	16%	10%
	Very unlikely	76%	77%	76%
	Don't know	3%	2%	3%
	Likely	3%	3%	3%
	Unlikely	89%	92%	86%
	Net likely	-86%	-89%	-82%

		Base size:	727	370	357
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 4. Go without contents insurance				
	Very likely		4%	5%	4%
	Fairly likely		7%	8%	6%
	Neither likely nor unlikely		7%	7%	7%
	Fairly unlikely		18%	18%	19%
	Very unlikely		61%	60%	62%
	Don't know		2%	2%	2%
	Likely		11%	13%	10%
	Unlikely		80%	78%	81%
	Net likely		-68%	-65%	-71%
		Base size:	727	370	357
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 5. Increase the level of your excess				
	Very likely		7%	8%	6%
	Fairly likely		37%	37%	38%
	Neither likely nor unlikely		22%	22%	22%
	Fairly unlikely		16%	15%	16%
	Very unlikely		13%	13%	13%
	Don't know		5%	5%	5%
	Likely		44%	45%	44%
	Unlikely		29%	28%	29%
	Net likely		15%	17%	14%
		Base size:	727	370	357
Q.25	If your insurance policy stated that the excess for a claim of £5,000 was to rise above this level, how likely, if at all, would you be to do the following? - home insurance (including building insurance) 6. Move home				
	Very likely		2%	2%	2%
	Fairly likely		4%	5%	3%
	Neither likely nor unlikely		11%	11%	11%
	Fairly unlikely		15%	15%	15%
	Very unlikely		63%	64%	63%
	Don't know		4%	3%	5%
	Likely		6%	7%	6%
	Unlikely		79%	79%	78%
	Net likely		-72%	-72%	-73%
		Base size:	1083	531	552
Q.26	As far as you are aware do you live in an area that is shown on the Environment Agency's Flood Maps as being at risk of flooding?				
	Yes		19%	33%	5%
	Yes, I am certain I do		9%	16%	1%
	Yes, I think I do		10%	17%	4%
	No		72%	56%	87%
	No, I don't think I do		37%	35%	38%
	No, I am certain I don't		35%	21%	49%
	Don't know		9%	11%	8%

		Base size:	1083	531	552
Q.27	As far as you know have any other properties in your area been affected by flooding in the last 3 years? By 'your area' we mean within half a mile of your home.				
	Yes		13%	17%	9%
	No		71%	68%	75%
	Don't know		16%	15%	17%
		Base size:	1083	531	552
Q.28	As far as you are aware has your current home been flooded in the last 3 years, that is, since September 2011? (flooding from rain, rivers or the sea).				
	Yes		2%	4%	1%
	No - never flooded		87%	83%	91%
	No - flooded more than three years ago		5%	6%	3%
	Don't know		6%	7%	5%
	Flooded		7%	10%	4%
		Base size:	28	24	4
Q.29	When was the most recent time this happened?				
	In the last 3 months		24%	18%	50%
	3 months up to 6 months ago		8%	10%	-
	6 months up to 1 year ago		35%	43%	-
	1 year up to 2 years ago		21%	20%	25%
	2 years up to 3 years ago		7%	8%	-
	3 years ago		-	-	-
	More than 3 years ago		5%	-	25%
	Don't know / can't remember		-	-	-
	In the last 3 years		95%	100%	75%
		Base size:	28	24	4
Q.30	Did your insurance company at the time speak with you about making changes to your home to help protect it from flood damage in the future?				
	Yes - they spoke to me about this		14%	18%	-
	No - they did not speak to me about this		26%	33%	-
	No - I had no contact with my insurance company		31%	20%	75%
	I was not insured at the time of the flood		26%	26%	25%
	Can't remember / Don't know		2%	3%	-
		Base size:	21	18	3
Q.31	Again thinking about the most recent time your home was flooded, did you make an insurance claim for flood damage losses?				
	Yes		46%	57%	-
	Yes, for both building and contents		31%	38%	-
	Yes, for contents only		12%	14%	-
	Yes, for buildings only		4%	4%	-
	No		49%	36%	100%
	Don't know		5%	7%	-
		Base size:	8	5	3
Q.32	You said you did not make a claim for flood damage losses. What were the reasons for this?				
	The flood didn't damage my property/ I didn't lose anything		60%	100%	-
	Making a claim was too much hassle		33%	31%	36%

	I thought the claim would affect the value of my property/ make it harder to sell	29%	24%	36%
	I was worried the claim would increase my excess	28%	24%	33%
	The damage/ losses were below my excess	19%	31%	-
	I was worried the claim would increase my premiums	15%	24%	-
	I had flood defences in place	-	-	-
	My property is designed to withstand flooding	-	-	-
	I didn't know how to make a claim	-	-	-
	I meant to but didn't get round to it	-	-	-
	Other	12%	-	31%
	Don't know	-	-	-
	No damage	60%	100%	-
	Concern about future affordability	28%	24%	33%
	Base size:	320	232	88
Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 1. Flood barriers such as a flood gate			
	This measure was already in place in my home when I moved in	3%	4%	1%
	I had this installed before the last time I was flooded	1%	1%	2%
	I have installed this since the last time I was flooded	*	1%	-
	This is something I want to do	7%	8%	6%
	This is not really necessary for me to do	60%	58%	67%
	I am not aware of what this is	14%	16%	7%
	Don't know	14%	12%	18%
	Installed by respondent	2%	2%	2%
	Base size:	320	232	88
Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 2. Flood doors			
	This measure was already in place in my home when I moved in	*	*	1%
	I had this installed before the last time I was flooded	1%	1%	2%
	I have installed this since the last time I was flooded	1%	1%	-
	This is something I want to do	10%	11%	8%
	This is not really necessary for me to do	55%	52%	60%
	I am not aware of what this is	19%	20%	15%
	Don't know	14%	14%	14%
	Installed by respondent	2%	3%	2%
	Base size:	320	232	88
Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 3. Having made your walls water resistant			
	This measure was already in place in my home when I moved in	2%	3%	1%
	I had this installed before the last time I was flooded	*	-	1%
	I have installed this since the last time I was flooded	2%	2%	2%
	This is something I want to do	14%	15%	13%
	This is not really necessary for me to do	48%	46%	52%
	I am not aware of what this is	18%	19%	15%
	Don't know	15%	15%	15%
	Installed by respondent	3%	2%	4%
	Base size:	320	232	88

Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 4. Non-return valves attached to drains or sewers			
	This measure was already in place in my home when I moved in	3%	3%	2%
	I had this installed before the last time I was flooded	*	-	2%
	I have installed this since the last time I was flooded	1%	1%	1%
	This is something I want to do	11%	12%	10%
	This is not really necessary for me to do	39%	35%	47%
	I am not aware of what this is	27%	30%	18%
	Don't know	19%	18%	21%
	Installed by respondent	1%	1%	2%
	Base size:	320	232	88
Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 5. Airbrick/ vent covers			
	This measure was already in place in my home when I moved in	8%	6%	11%
	I had this installed before the last time I was flooded	1%	1%	-
	I have installed this since the last time I was flooded	3%	3%	2%
	This is something I want to do	15%	16%	13%
	This is not really necessary for me to do	46%	44%	51%
	I am not aware of what this is	15%	18%	9%
	Don't know	13%	12%	15%
	Installed by respondent	3%	4%	2%
	Base size:	320	232	88
Q.33	Here are a number of things people could do to protect their home in case of flooding. Which, of the following best describes your view on each of these measures? 6. Water pump			
	This measure was already in place in my home when I moved in	2%	2%	1%
	I had this installed before the last time I was flooded	1%	2%	-
	I have installed this since the last time I was flooded	1%	1%	2%
	This is something I want to do	9%	10%	7%
	This is not really necessary for me to do	57%	55%	62%
	I am not aware of what this is	14%	16%	9%
	Don't know	15%	14%	19%
	Installed by respondent	3%	3%	2%
	Base size:	26	23	3
Q.34	What impact, if any, do you think having the following installed in your home has had on your insurance premium?			
	My premium has increased as a result of installing these measure(s)	-	-	-
	My premium has decreased as a result of installing the measure(s)	14%	4%	64%
	I do not think installing these measures affected my premium	63%	68%	36%
	Don't know	24%	28%	-
	Base size:	1083	531	552
Q.35	Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? 1. The renew and repair grant funded by the Government			
	Aware	8%	9%	7%
	Yes – I am aware of this, but I have not taken it up	7%	8%	7%
	Yes – I am aware of this, and have taken it up	1%	1%	*

	No – I am not aware of this	82%	82%	82%
	Don't know	10%	9%	12%
	Base size:	1083	531	552
Q.35	Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? 2. Other schemes funded by the Government			
	Aware	7%	6%	7%
	Yes – I am aware of this, but I have not taken it up	6%	6%	6%
	Yes – I am aware of this, and have taken it up	*	1%	*
	No – I am not aware of this	81%	83%	80%
	Don't know	12%	11%	13%
	Base size:	1083	531	552
Q.35	Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? 3. Schemes funded by the Environment Agency			
	Aware	7%	7%	7%
	Yes – I am aware of this, but I have not taken it up	6%	6%	7%
	Yes – I am aware of this, and have taken it up	1%	1%	1%
	No – I am not aware of this	81%	83%	80%
	Don't know	11%	10%	13%
	Base size:	1083	531	552
Q.35	Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? 4. Schemes funded by your local authority			
	Aware	7%	7%	6%
	Yes – I am aware of this, but I have not taken it up	6%	6%	5%
	Yes – I am aware of this, and have taken it up	1%	1%	*
	No – I am not aware of this	81%	83%	80%
	Don't know	12%	10%	15%
	Base size:	1083	531	552
Q.35	Are you aware of any schemes offered by the following bodies to help people protect their homes in case of flooding (for example, installing flood barriers, flood gates, non-return valves)? 5. Schemes funded by your water company			
	Aware	5%	5%	6%
	Yes – I am aware of this, but I have not taken it up	5%	4%	5%
	Yes – I am aware of this, and have taken it up	1%	1%	1%
	No – I am not aware of this	82%	84%	80%
	Don't know	12%	11%	14%
	Base size:	126	62	64
Q.36	For what reasons did you not take up the scheme(s)?			
	I didn't know how	11%	14%	8%
	I didn't think it would help	45%	36%	53%
	I thought it was too much hassle	7%	7%	8%
	I thought it would cost me money	8%	8%	9%
	It would have cost me too much money	7%	6%	9%

	I did not think I would be eligible	26%	29%	23%
	Lack of information / assessment	2%	2%	3%
	Other	3%	5%	1%
	Don't know	7%	5%	9%
	Not stated	3%	4%	1%
	Cost	13%	10%	15%
		Base size:	1083	531
Q.37	How long have you lived in your current home?			
	Less than 1 year	6%	6%	7%
	1 year up to 2 years	9%	9%	10%
	2 years up to 3 years	8%	9%	7%
	3 years up to 4 years	6%	6%	6%
	4 years up to 5 years	5%	6%	4%
	5 years up to 10 years	18%	20%	16%
	10 years up to 20 years	23%	22%	23%
	More than 20 years	25%	22%	27%
	Don't know	*	-	*
	Less than 3 years	24%	24%	24%
	3 years up to 5 years	11%	12%	10%
	5 years or more	65%	64%	66%
		Base size:	1083	531
Q.38	Property type			
	Detached	23%	23%	23%
	Semi detached	27%	28%	27%
	Terraced (including endterrace)	29%	29%	29%
	Flat, maisonette or apartment	19%	19%	19%
	Other	1%	1%	1%
	Don't know	*	-	*
		Base size:	1083	531
Q.39	Approximately when was your house built?			
	Before 1900	15%	18%	13%
	1900 - 1959	27%	25%	29%
	1960 - 2008	47%	47%	46%
	Since 2009	3%	2%	4%
	Don't know	8%	8%	8%
		Base size:	1083	531
Q.40	What is the Council Tax band for your property?			
	A	15%	17%	14%
	B	16%	17%	16%
	C	21%	21%	22%
	D	19%	21%	18%
	E	10%	10%	11%
	F	5%	4%	6%
	G	4%	4%	5%
	H	1%	1%	1%
	Don't know	7%	7%	7%
		Base size:	1083	531
Q.41	Which band does your total household income per year from all sources, before tax and other deductions, fall into?			
	Up to £2,599	2%	3%	2%
	£2,600 up to £5,199	2%	2%	2%
	£5,200 up to £10,399	7%	7%	7%

	£10,400 up to £15,599	8%	9%	7%
	£15,600 up to £20,799	7%	8%	7%
	£20,800 up to £25,999	8%	8%	8%
	£26,000 up to £31,199	7%	8%	6%
	£31,200 up to £36,399	5%	4%	6%
	£36,400 up to £41,599	7%	7%	7%
	£41,600 up to £46,799	4%	4%	5%
	£46,800 up to £51,999	4%	4%	3%
	£52,000 or more	16%	16%	16%
	Don't Know	5%	3%	6%
	Prefer not to say	18%	18%	18%
	Base size:	1083	531	552
Q.42	Are you a landlord?			
	Yes - I am a landlord	8%	6%	9%
	No - I am not a landlord	92%	94%	91%
	Base size:	1083	531	552
Q.43	Would you be happy to be contacted again for further research on this subject?			
	Yes	50%	51%	50%
	No	50%	49%	50%

8.3 Qualitative interview discussion guide

14-041478-01 Defra Flood Insurance Project

Household Qual Discussion Guide

Final – 01.12.2014

Interviewer to ensure before interview they know whether respondent is:

1. Currently insured or not
2. Type of insurance (contents, building, or both)
3. Flood risk area or non-flood risk area
4. Previously flooded
5. Installed PLP or not

Key:

CAPITALS = Interviewer instructions

Italics = Section Title

Bold = Key question

2 = Highlights relevant information from quant study to use as a prompt (see numbered information above)

Time	Questions	Objective
3 mins	Introduction	
	<p><u>1.1 Interviewer introduction</u></p> <p>MODERATOR INTRODUCES SELF, IPSOS MORI (INCLUDING ROLE – INDEPENDENT RESEARCH AGENCY).</p> <p>Thank you for agreeing to take part in this interview.</p> <p>As you may remember you recently took part in an online survey conducted by Ipsos MORI, on behalf of Defra.</p> <p>The aim of this further research is to ask you some further questions about home insurance, such as how you go about or not, getting insurance.</p> <p>The interview will last between 30 and 45 minutes and as a thank you for your time, we will be offering you a £30 thank you.</p> <p>Everything you say will be completely confidential, and it is important to stress there are no right or wrong answers in this</p>	To introduce discussion and warm-up participant

	<p>interview.</p> <p>I would also like to record this interview so that we can refer back to the recording to write our report later. The recording will not be shared and will be destroyed after we write our report. Is this OK with you?</p> <p>TURN ON DIGITAL RECORDER</p> <p><u>1.2 Participant introduction</u></p> <ul style="list-style-type: none"> • First name, brief description of household composition, length of time living in accommodation, tenancy. 	
10 – 25 mins	Getting insurance	
	<p><u>2.1 Introduction to section</u></p> <p>From the previous survey, I understand you currently [1 - have / do not have] home insurance. By home insurance, we mean either contents or building insurance, or both.</p> <p>IF CURRENTLY INSURED PLEASE SKIP TO SECTION 2.4</p> <p><u>2.2 Reasons for not currently having insurance</u></p> <p>Could you tell me why do you not currently have home insurance? PROBE:</p> <ul style="list-style-type: none"> • Necessity of insurance? • Availability <ul style="list-style-type: none"> ○ Hassle • Affordability <ul style="list-style-type: none"> ○ Change to cost of insurance ○ Changes to circumstances <p>Have you had home insurance before? PROBE:</p> <ul style="list-style-type: none"> • Was this for your current home or a different property? • When? What did this include? CONTENTS OR BUILDING INSURANCE? <p>IF TOOK OWN ACTION TO STOP INSURANCE: Why did you stop taking out insurance? PROBE:</p> <ul style="list-style-type: none"> • What changed? • Active decision or passive lapsing of policy? • Decision making involved? <p><u>2.3 Previous attempts to get insurance, wider awareness and concerns</u></p> <p>[IF HAVE HAD INSURANCE BEFORE] When was the last time you tried to get your home insured? How did this go? PROBE:</p> <ul style="list-style-type: none"> • What happened? <p>Do other people you know have home insurance? What about</p>	<p>Explore reasons for not having insurance. Examine how people go about finding home insurance. Look at practical and emotional aspects of having/not having home insurance.</p>

	<p>people in your local area? PROBE:</p> <ul style="list-style-type: none"> • Why / why not? <p>How do you feel about not having home insurance? [PROBE]</p> <ul style="list-style-type: none"> • Concerns? • Do you do anything differently because you don't have insurance? <p><u>2.4 Approach to getting insurance</u> From the previous survey, I understand you currently have [2 – building insurance / contents insurance / both building and contents insurance.] For the rest of the interview, I will be referring to this as home insurance.</p> <p>Can you talk me through the process last time you renewed or changed your insurance? PROBE:</p> <ul style="list-style-type: none"> • Searching around / making comparisons? • Coming to a decision <ul style="list-style-type: none"> ○ Affordability ○ Availability • How did you find this process? Easy / difficult? Time consuming? <p>How do you find getting home insurance generally? PROBE:</p> <ul style="list-style-type: none"> • How does this compare to other household services you receive? Such as, getting energy, water or broadband services, or car insurance? <p><u>2.5 Opinions on insurance providers</u> Generally, how do you feel about your insurance provider? PROBE:</p> <ul style="list-style-type: none"> • What contact have you had with them? • How would you rate them compared to other services for your household? Such as, gas or electricity suppliers, water and broadband providers? 	
10 mins	Changes to home insurance	
	<p><u>3.1 Changes to home insurance</u> Is the cost of home insurance changing? IF YES PROBE:</p> <ul style="list-style-type: none"> • Sudden change or gradual? • Would you say it has changed more or less than other 	Explore changes to affordability and availability of insurance, approaches to

	<p>services / what you might expect?</p> <ul style="list-style-type: none"> • Why do you think the cost of home insurance is changing? PROBE for evidence of change versus a more general sense that things are getting more expensive. • Could you say how much it has changed by? <p>Have you noticed any change in how easy or difficult it is to get insurance? PROBE:</p> <ul style="list-style-type: none"> • Sudden change or gradual? • Would you say this is more the case for insurance than for other services / what you might expect? • Why do you think it is getting easier or more difficult to get insurance? <p><u>3.2 Changes in approach to getting home insurance</u> Have you changed how you go about getting insurance over the years? PROBE:</p> <ul style="list-style-type: none"> • Sources of information about insurers? • Switching insurers more or less regularly? • Why has this changed? <p>IF GETTING MORE EXPENSIVE, AND NOT ALREADY COVERED: As your insurance is getting more expensive, has this had any impact in how you go about getting insurance? PROBE:</p> <ul style="list-style-type: none"> • Are you looking in different places for insurance? • Are you looking harder for better deals on your insurance? <p>Are you aware of others in your local area being affected by changes in home insurance?</p>	<p>getting insurance, and how these might have changed in response.</p>
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10 mins	Affordability of insurance	
	<u>4.1 Insurance context</u>	Explores affordability and availability of home insurance, for

	<p>Thinking about how much you currently spend on home insurance, how affordable is it for you at the moment? PROBE:</p> <ul style="list-style-type: none"> • How does it compare to other expenses such as car insurance or council tax? • Do you think the cost is reasonable? Why / why not? • Do you think it represents good value for money? Why / why not? <p><u>4.2 Affordability of flood insurance</u></p> <p>[3 – FLOOD RISK ONLY] According to our records, you live in an area that is at [high/medium] risk of flooding. Were you aware of this? PROBE:</p> <ul style="list-style-type: none"> • How much, if at all, do you think about your flood risk on a day-to-day basis? Why do you say that? • Is your house any different to those in the surrounding area, e.g. above the ground floor, on a hill? <p>Has flood risk arisen as an issue when you go about getting / or trying to get home insurance for your current home? PROBE:</p> <ul style="list-style-type: none"> • Is it something you think about when trying to get home insurance? • Availability – any difficulty finding a policy <ul style="list-style-type: none"> ○ Any issues with coverage / exclusions • Affordability – do you feel the cost is affected? If so, by how much? <ul style="list-style-type: none"> ○ Policy ○ Excess <p><u>4.3 Potential response to increasing insurance prices</u></p> <p>If your premiums or excess were to rise above what is affordable for you at the moment, how would you respond to this? Why / why not? PROBE:</p> <ul style="list-style-type: none"> • Changes to policies • Going without insurance • Moving home • Going without other things. 	<p>those at high risk and those not at risk of flooding. Explores potential responses to rising insurance prices.</p>
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10 mins	Affordability of flood insurance – if recently flooded	
	<p>[4 – ONLY IF HOME HAS BEEN PREVIOUSLY BEEN FLOODED]</p> <p>I understand from your responses to survey, your home has previously been flooded from rain, rivers or the sea, rather than from burst pipes. If it is OK, I would like to talk to you about this, as it will help Defra to better understand the experiences of those whose homes have flooded.</p> <p><u>4.1 Flooding context</u></p> <p>Could you tell me about the last time your home was flooded? PROBE:</p> <ul style="list-style-type: none"> • What was it caused by? • What damage was done? <p><u>4.2 Experience of claiming flood insurance</u></p> <p>Were you insured at the time?</p> <p>[IF YES] Did you claim on your insurance for the damage done? Why / why not? PROBE:</p> <ul style="list-style-type: none"> • How did the process for claiming insurance go? Easy / difficult / quick / time-consuming? • Any issues with paying the excess? • Any issues with the coverage/exclusions in the policy? <p><u>4.3. Changes to home or policy following flooding</u></p> <p>Have there been any changes to your insurance policy since the flood? What are those changes? PROBE:</p> <ul style="list-style-type: none"> • Cost of policy [How much] • Cost of excess [How much] • Coverage / exclusions 	<p>Explores experience of flooding, of claiming/attempting to claim for flood damage, and insurance impacts of these.</p>

	<p>[ALL FLOODED, BUT ESPECIALLY COVER IF 5 – PLP INSTALLED] Have you made any adaptations to your home since the flood? PROBE:</p> <ul style="list-style-type: none"> • If yes, what? • Why did / didn't you make changes? • Did you look into / use any funding to make these changes? If yes, what, and how did you find out about this? • Has making / not making changes had any impact on your insurance, as far as you are aware? Why do you say that? <p>Have there been any other recent changes in your area that have affected your risk of flooding? What have these been?</p>	
2 mins	Close	
	<ul style="list-style-type: none"> • That's the end of my questions. Thank you very much for your time. Is there anything else that you would like to add before we finish? <p><u>Incentive</u></p> <p>RECORD FULL ADDRESS AND CHECK WHO CHEQUE SHOULD BE MADE PAYABLE TO</p> <p>THANK YOU AND CLOSE</p>	

8.4 Qualitative interview screener

Hello, I am _____ calling from Ipsos MORI, the independent research agency. Could I speak to [NAMED PERSON]?

As you may remember you recently took part in an online survey conducted by Ipsos MORI, on behalf of Defra. You may remember the survey asked you about home insurance.

Q1. Do you recall recently completing this online survey?

Yes - CONTINUE

No – THANK YOU & CLOSE

In the online survey, you said you would be willing for Ipsos MORI to contact you about some follow-up research on a similar subject.

I am calling to see if you would be interested in participating in a telephone interview with one of my colleagues. The interview would last between 30 and 45 minutes and we will be offering you a £30 thank you for taking part.

As with the online survey, everything you would say would remain confidential. The interviewer may ask if it is OK for them to take an audio recording of the conversation, but this is only to help them in their note-making, and will not be passed on to anyone else.

Q2. Would you be interested in taking part?

Yes - CONTINUE

No – THANK YOU & CLOSE

Q3. Would you be available for completing a telephone interview at some point between Monday 1st December and Friday 12th December?

Yes - CONTINUE

No – THANK YOU & CLOSE

Thank you. I just need to ask you a couple of questions before we can arrange an appointment.

Q4. Could you please tell me which of the following best describes you:

- A. Currently in full or part time work (including self-employed)
- B. Full time student
- C. Unemployed and seeking work

- D. Retired
- E. Not in paid work for other reason
- F. Not in paid work because of long term illness or disability
- G. Self-employed (part time)

RECRUITER INSTRUCTION: ONLY CODE A COUNTS AS "IN WORK" QUOTA. B TO G FALL UNDER "NOT IN WORK" QUOTA.

Q5. Could you tell me the last time you changed, or renewed, your home insurance (either contents or buildings insurance)? If you have only recently got insurance for the first time, please tell us when this was.

- A. Within past 6 months
- B. Between 6 months and 2 years ago
- C. 2 years ago or more
- D. I don't have home insurance

RECRUITER INSTRUCTION: PLEASE RECORD – THIS IS A QUOTA TO MONITOR.

PLEASE ARRANGE APPOINTMENT.

8.5 Qualitative interview recruitment quotas

Proposal quotas (same at title in sample)		Proposed	Source	Quota Type
Insurance status	Insured	20	Sample	Key quota
	Uninsured*	5		
Date of insurance	Within past 6 months	4	From screener	Monitor
	Within past 2 years	8		
	2 years ago or more	8		
Flood risk	High	10	Sample	Key quota
	Medium	10		
	Low	5		
Household income	< £15,599	8	Sample	Key quota
	£15, 600- £31,199	8		
	£32,000+	7		
Age	18-34	3	Sample	Soft quota
	35-44	5		
	45-54	5		
	55-64	5		
	65+	7		
Flooded	Has at some point	7	Sample	Key quota
	Never/Don't know	20		

Installed PLP measures	Yes	3-5	Sample	Key quota
Type of tenure	Owner occupier	18	Sample	Soft quota
	Renter	7		
Working status	Working full or part time	10	Sample	Soft quota

N.B. Quotas are not interlocking.

*Note most of those without insurance are renting- just 8 owner occupiers are without. Please try to achieve one interview with an uninsured owner occupier.