

Consumer Vulnerability 2018

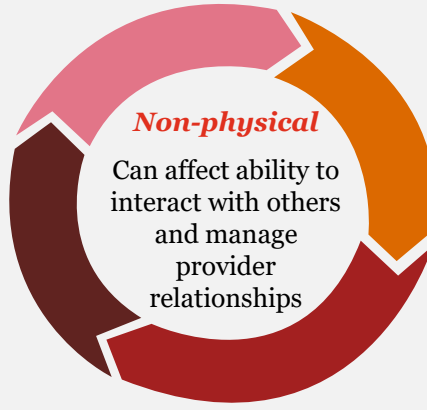
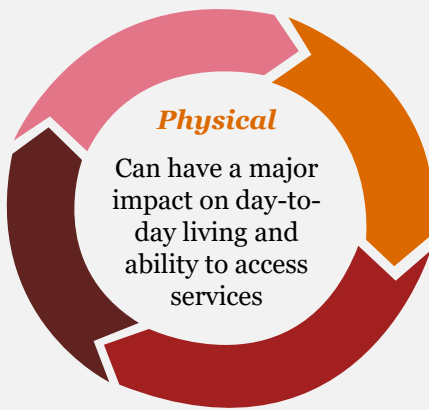
An exploration of consumer vulnerability in the UK and what it means for service providers.

13.9 million have a limiting long-term illness, impairment or disability
(Office for National Statistics)

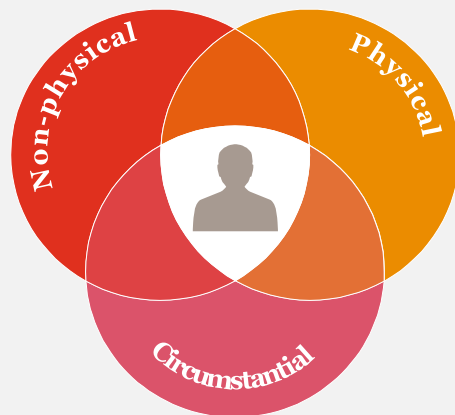
1 in 4 experience a mental health problem each year
(NHS)

1 in 6 adults are living with problem debt
(Money Advice Service)

Three broad categories with some commonality in impact and needs



Vulnerabilities are complex - they may be overlapping, transient, progressive or fluctuate



A range of factors influence coping mechanisms so circumstances or conditions are not a proxy for a specific set of needs

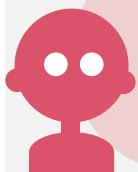
Ability and confidence

Severity of condition

Support networks available

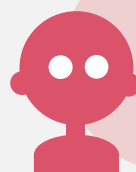
Contingencies in place

Experience and outlook



I suffer with a condition called Hidradenitis Suppurativa which has had a load of knock on effects such as depression and anxiety. I don't work, I haven't for a long time, about 4 -5 years.

Male, 45 - 54, physical & mental health conditions



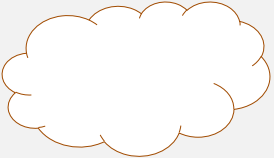
All my life has been turned on it's head with Muscular Dystrophy... coming to terms with getting steadily worse

Male, 60+, Muscular Dystrophy

Attitudes towards disclosure



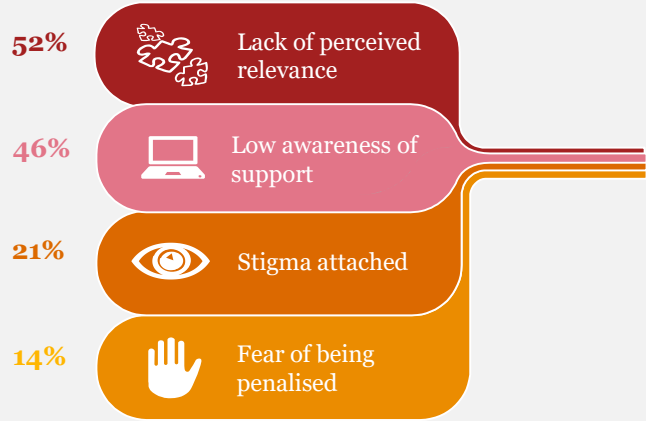
haven't informed providers about their condition or circumstances



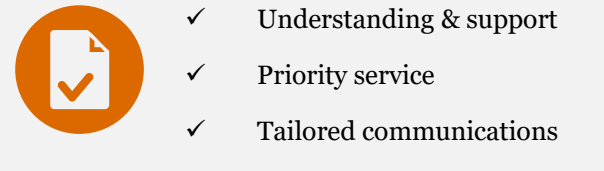
46%

wouldn't feel comfortable discussing their situation with household or financial providers

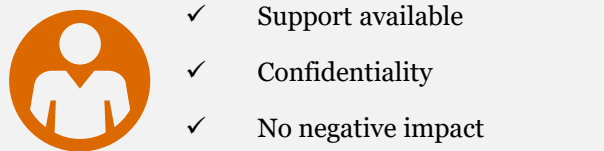
A range of reasons identified for not informing suppliers...



To encourage disclosure there is a need to promote the **benefits** available

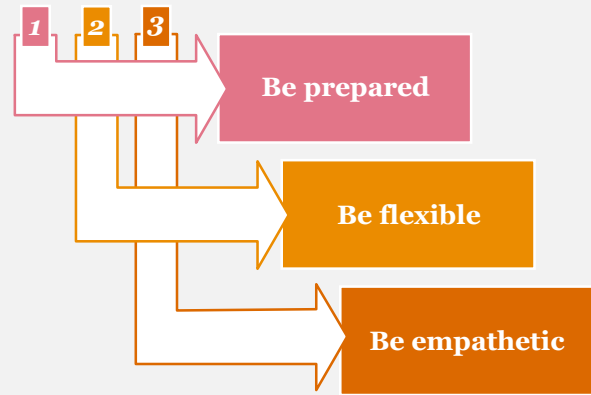


While also recognising that **reassurance** is required



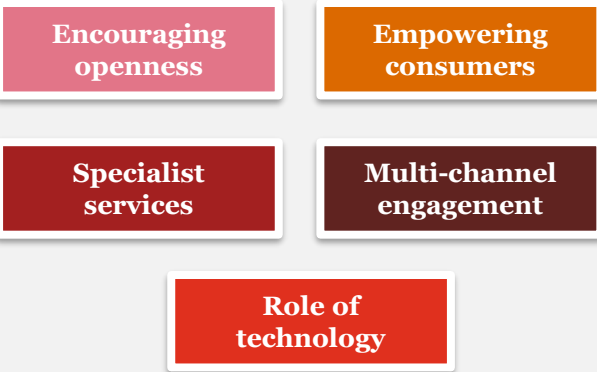
Customer service

Three key strategies for frontline staff



Vulnerability Strategy

Considerations for supporting vulnerable consumers



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