

Aviva protection boss says IFAs are vital

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Intermediaries play a vital role in communicating the benefits of protection products to UK families, according to Louise Colley, head of protection for Aviva.

Ms Colley said UK families were still significantly under-protected with 60 per cent having no life insurance, 85 per cent having no critical illness cover and 90 per cent without income protection.

She said advisers were vital to plugging the nation's protection gap.

Ms Colley said: "Our latest report shows that more consumers are becoming aware of the need to protect their families and we hope that some will take proactive steps to take out these products as part of their financial planning.

"However, unfortunately too many are still putting it off and it may well take a discussion with a financial adviser to drive home just how important this decision is.

"While it is never easy to discuss 'what if' scenarios, it is something that needs to be done.

"We hope that the recent interest in our advertising and marketing campaign has made it easier to broach the subject and by working together we can ensure that UK families are better protected."