Shepherds Friendly

Closing the understanding gap:

Opportunities for advisers

We're pleased to launch our new research report, **Reaching the unprotected 2026: Understanding the barriers to Income Protection.**

The findings from our report suggest that low Income Protection take-up is not primarily driven by a lack of awareness. Instead, misconceptions about what the product does, concerns about eligibility and uncertainty about its value appear to be preventing many consumers from engaging with protection conversations.

For advisers, these findings reveal a significant opportunity.

The report identifies 6 key areas where advisers can help improve client understanding through clearer communication, education, and reassurance. Read our report to find out how you can capitalise on these opportunities and sell more income protection.

Download our report today