

Email: foi@fca.org.uk

19 November 2019

Our Ref: FOI6856

Freedom of Information: Right to know request

We refer to your request of 22 October 2019, under the Freedom of Information Act 2000 ("the Act"), for the following information:

"I would like to request the following information, how much did the FCA spend on its PPI campaign, alerting consumers to the deadline on August 29. So long as it does not cause this request to exceed the time limit, could you please break down spending by month?"

Your request has been considered, and the information can be found in the attached annex.

Please be aware the total figure shown in the table is not the total final spend on our PPI campaign, it is our spend to date. The PPI campaign is active, as we are still running our PPI helpline, pay-per-click search advertising and website. In March 2020, we will produce our final report, which will include a table outlining our final spend on the PPI campaign.

If you are unhappy with the decision made in relation to your request, you have the right to request an internal review. If you wish to exercise this right you should contact us within 40 working days of the date of this response.

If you are not content with the outcome of the internal review, you also have a right of appeal to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF. Telephone: 01625 545 700. Website: www.ico.org.uk

Annex

Schedule of monthly costs incurred on PPI across the campaign

Year	Month (£'000)												(£'000)
	April	May	June	July	August	September	October	November	December	January	February	March	Full Year Total
2015/16	-	-	-	-	-	-	-	-	-	249	49	215	512
2016/17	59	38	54	169	160	118	104	19	285	280	104	232	1,620
2017/18	1,022	1,318	590	783	1,566	4,613	2,413	1,202	84	386	22	1,312	15,310
2018/19	2,340	1,815	1,246	538	541	336	3,916	1,253	590	283	259	241	13,357
2019/20	311	816	3,115	2,387	3,403	1,235	-	-	-	-	-	-	11,267
												Total	42,066