

YouGov Survey Results

Sample Size: 2047

Fieldwork: 10th - 13th June 2011

Total	Gender		Age					Social Grade		Region						
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland

A smartphone is a mobile phone offering advanced features similar to a computer. Often an operating system is in use (such as iOS, Android or Symbian S60). Features of a smartphone may include email, internet, ability to read different files (e.g. Word, PowerPoint, Adobe documents) the ability to download applications, a full QWERTY keyboard (computer keyboard) etc. Smartphones are often considered to be BlackBerrys, Apple iPhones, Nokia N and E series, HTC etc. Thinking about your MAIN phone, which of the following do you have? (If you have more than one mobile please think about the one you use MOST OFTEN)

	Unweighted Base	2047	919	1128	180	304	311	365	887	1172	875	482	326	211	229	506	90	203
All GB Adults		2047	983	1064	246	358	355	372	716	1126	921	504	336	197	262	469	102	178
Standard mobile phone		57%	52%	61%	36%	36%	52%	56%	77%	57%	57%	57%	58%	59%	45%	59%	63%	61%
Smartphone (e.g Blackberry, iPhone, Google Android, HTC, Samsung Galaxy, etc.)		38%	42%	34%	60%	58%	44%	39%	16%	37%	38%	40%	37%	37%	46%	35%	34%	33%
Other		1%	2%	1%	-	2%	1%	1%	2%	2%	1%	1%	2%	1%	1%	1%	1%	3%
Don't know		1%	2%	1%	1%	3%	1%	1%	1%	1%	1%	0%	1%	0%	5%	2%	-	-
Not applicable - I don't have a mobile phone		3%	3%	2%	3%	1%	2%	3%	4%	3%	3%	2%	3%	2%	3%	4%	2%	3%

Which ONE, if any, of the following functions do you value MOST on your smartphone?

	Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone		775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Making and receiving calls		27%	28%	26%	12%	20%	25%	42%	44%	27%	27%	29%	27%	27%	29%	24%	22%	30%
Social media (e.g. Facebook, Twitter, etc.)		9%	9%	8%	12%	12%	10%	6%	1%	10%	8%	11%	3%	15%	9%	8%	6%	8%
Emailing		12%	15%	9%	6%	13%	15%	16%	11%	16%	8%	8%	13%	14%	15%	14%	8%	16%
Texting (i.e. SMS, MMS)		26%	20%	32%	40%	22%	28%	15%	23%	24%	28%	27%	31%	15%	16%	33%	24%	24%
Maps		2%	1%	3%	3%	3%	1%	1%	2%	1%	4%	3%	3%	1%	0%	1%	6%	4%
The camera		3%	2%	3%	3%	2%	2%	2%	4%	3%	3%	2%	5%	5%	1%	2%	7%	-
The games		1%	2%	1%	1%	3%	0%	1%	-	0%	2%	2%	1%	1%	-	2%	-	-
The apps		14%	18%	10%	17%	18%	12%	11%	11%	13%	16%	15%	12%	16%	24%	8%	12%	14%
Other		3%	2%	3%	4%	4%	3%	-	1%	2%	3%	1%	1%	2%	3%	4%	6%	5%
Don't know		3%	2%	5%	2%	2%	4%	5%	3%	4%	3%	2%	4%	3%	4%	5%	8%	-

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	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

On average how many times a day, if at all, do you look at Facebook on your smartphone?

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Never	22%	22%	22%	13%	12%	24%	29%	37%	23%	20%	23%	18%	21%	16%	20%	35%	30%
Less often than once a day	22%	23%	20%	18%	24%	17%	26%	22%	21%	22%	25%	26%	14%	24%	18%	14%	20%
1 to 5 times a day	33%	31%	35%	44%	39%	37%	21%	15%	33%	33%	23%	37%	36%	42%	37%	26%	26%
6 to 10 times a day	7%	7%	7%	12%	8%	10%	3%	1%	6%	9%	8%	6%	9%	4%	10%	3%	7%
11 to 20 times a day	4%	4%	4%	7%	6%	2%	2%	1%	3%	4%	7%	1%	7%	-	4%	5%	4%
21 times or more a day	1%	1%	2%	2%	3%	-	1%	1%	1%	2%	1%	2%	1%	-	3%	4%	-
Don't know	0%	0%	1%	-	1%	-	1%	1%	0%	1%	-	-	-	1%	1%	-	1%
Not applicable - I don't use Facebook	11%	12%	10%	4%	7%	10%	16%	23%	13%	9%	14%	10%	12%	11%	7%	14%	12%

On average how many times a day, if at all, do you "Tweet" on your smartphone? (Please only think about when you personally "Tweet" a message)

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Never	46%	44%	49%	42%	41%	51%	48%	53%	49%	44%	48%	44%	36%	42%	52%	46%	55%
Less often than once a day	13%	13%	13%	18%	11%	17%	10%	6%	14%	12%	10%	9%	20%	17%	12%	20%	11%
1 to 5 times a day	9%	12%	5%	7%	14%	9%	7%	4%	10%	8%	5%	12%	11%	15%	9%	2%	5%
6 to 10 times a day	2%	2%	1%	4%	1%	1%	2%	-	1%	2%	3%	1%	3%	2%	0%	-	-
11 to 20 times a day	1%	0%	1%	1%	2%	0%	1%	-	1%	1%	1%	1%	2%	1%	-	4%	-
21 times or more a day	0%	-	1%	-	1%	-	-	1%	0%	0%	0%	1%	-	-	-	-	-
Don't know	0%	-	0%	-	-	-	1%	-	-	0%	-	1%	-	-	-	-	-
Not applicable - I don't "Tweet" on Twitter	29%	28%	30%	27%	30%	22%	31%	36%	26%	33%	32%	31%	29%	25%	27%	29%	29%

Which ONE, if any, of the following ways are you MOST likely to send a message to a friend/ relative on your smartphone?

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
By text (i.e. SMS/ MMS)	81%	79%	82%	85%	73%	86%	78%	85%	83%	78%	81%	83%	67%	73%	89%	83%	82%
By email	7%	10%	4%	4%	9%	5%	10%	6%	7%	7%	6%	5%	14%	8%	5%	6%	11%
Through Instant Messenger (e.g. Blackberry messenger, Yahoo messenger, MSN, Live Messenger, etc.)	6%	4%	7%	5%	8%	4%	6%	4%	4%	7%	5%	4%	12%	10%	4%	-	2%
Through Facebook	6%	5%	6%	6%	9%	5%	5%	2%	5%	7%	7%	7%	6%	8%	2%	6%	4%
Other	0%	0%	0%	-	-	0%	1%	1%	0%	0%	1%	1%	-	-	-	-	-
Not applicable - I don't send messages to my friends/ relatives on my smartphone	1%	1%	1%	-	1%	-	1%	3%	1%	1%	1%	1%	1%	1%	-	5%	1%

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When, if at all, do you ever use your smartphone to check work emails out of office hours? (Please tick all that apply. If you do not work, please tick the correct "Not applicable" option)

	Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone		775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
On holiday		10%	12%	8%	6%	10%	14%	12%	8%	13%	6%	7%	6%	12%	12%	13%	9%	15%
On weekends		16%	19%	13%	12%	21%	22%	15%	7%	20%	12%	14%	9%	18%	23%	21%	13%	14%
After office hours on a work day		18%	21%	14%	10%	25%	26%	14%	8%	23%	11%	18%	13%	16%	23%	19%	16%	19%
Before office hours on a work day		13%	15%	11%	10%	16%	19%	11%	8%	17%	8%	12%	8%	16%	18%	14%	9%	13%
On days off		16%	19%	13%	11%	21%	19%	16%	11%	20%	11%	11%	13%	18%	18%	23%	9%	18%
Other		3%	3%	2%	2%	2%	2%	4%	2%	3%	2%	2%	1%	6%	2%	3%	5%	2%
Not applicable - I don't work office hours		18%	15%	22%	27%	12%	10%	19%	30%	15%	23%	22%	16%	15%	20%	19%	16%	11%
Not applicable – I don't receive work emails on my smartphone		49%	46%	52%	46%	48%	49%	54%	47%	48%	49%	43%	57%	51%	42%	48%	60%	58%
Not applicable – I do receive work emails on my smartphone but I don't ever check them out of office hours		6%	7%	4%	8%	6%	5%	4%	6%	6%	6%	9%	6%	5%	7%	3%	3%	2%

Thinking about when you are spending time with your partner... How often, if at all, do they get irritated with you checking your work emails on your smartphone out of office hours? (If you do not have a partner please tick the relevant not applicable option)

	Unweighted Base	209	122	87	25	64	53	35	32	132	77	53	32	20	35	49	5	15
All GB Adults who's main phone is a smartphone which they receive work emails on		236	149	87	36	79	62	34	24	143	93	68	33	21	43	49	7	17
Every time		3%	2%	4%	2%	1%	4%	6%	5%	3%	4%	1%	3%	3%	2%	9%	-	-
Most times		16%	17%	12%	15%	14%	22%	13%	8%	16%	15%	27%	11%	9%	20%	7%	-	8%
Sometimes		16%	18%	12%	8%	19%	9%	27%	19%	19%	11%	6%	7%	39%	20%	21%	-	25%
Rarely		18%	17%	18%	11%	24%	17%	17%	10%	16%	20%	16%	22%	21%	17%	18%	30%	5%
Never		16%	16%	17%	3%	13%	31%	12%	16%	19%	12%	20%	20%	17%	10%	6%	36%	26%
Don't know		1%	-	3%	-	1%	3%	-	-	-	2%	2%	2%	-	-	-	-	-
Not applicable – I don't have a partner		17%	19%	14%	41%	16%	11%	10%	11%	16%	18%	10%	26%	5%	19%	21%	21%	25%
Not applicable - I never check my work emails on my smartphone when with my partner		14%	11%	19%	19%	13%	4%	15%	31%	11%	18%	17%	9%	6%	13%	19%	14%	11%

Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Which ONE, if either, of the following do you think would be worse?

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Losing my wallet	64%	63%	66%	54%	57%	57%	77%	85%	64%	65%	66%	70%	63%	54%	60%	87%	69%
Losing my smartphone	30%	32%	28%	42%	34%	36%	19%	14%	31%	30%	26%	26%	36%	40%	36%	13%	25%
Neither of these	2%	2%	2%	3%	4%	1%	1%	-	1%	3%	4%	1%	-	1%	1%	-	3%
Don't know	3%	3%	3%	2%	5%	5%	3%	1%	5%	2%	4%	3%	1%	5%	3%	-	2%

Technical support is a service providing assistance with technology products. In general, technical support services attempt to help the user solve specific problems with their product... In which, if any, of the following ways have you ever got technical support for your smartphone? (Please tick all that apply)

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Call your mobile network provider (e.g. Orange, O2, etc.)	19%	19%	19%	16%	19%	20%	19%	23%	18%	21%	13%	14%	28%	21%	23%	14%	27%
Look up/ in the instruction manual	23%	22%	24%	15%	21%	21%	30%	30%	23%	22%	21%	23%	15%	25%	26%	26%	26%
Go on the smartphone manufacturer's website	20%	23%	17%	26%	16%	21%	19%	20%	22%	18%	21%	21%	17%	22%	17%	10%	25%
Go to the mobile network provider's (e.g. Orange, O2, etc.) website	15%	14%	16%	16%	15%	13%	14%	18%	15%	15%	17%	14%	15%	11%	15%	7%	28%
Call the smartphone manufacturer	3%	4%	3%	4%	2%	5%	3%	3%	3%	4%	4%	3%	2%	6%	2%	-	4%
Visit the store the you purchased your phone from	13%	12%	15%	14%	13%	10%	10%	21%	12%	15%	14%	10%	13%	11%	17%	8%	14%
Visit a forum/ message board online	22%	27%	16%	33%	18%	24%	18%	16%	24%	19%	20%	9%	16%	29%	27%	22%	30%
View the manual on my smartphone	17%	16%	19%	12%	18%	18%	17%	21%	19%	15%	14%	11%	14%	25%	17%	19%	28%
Use a search engine (e.g. google) to look up the problem	33%	37%	30%	48%	36%	35%	22%	22%	37%	29%	30%	27%	35%	37%	41%	24%	34%
Other	7%	7%	7%	4%	7%	4%	12%	7%	8%	5%	5%	8%	12%	6%	9%	4%	2%
Don't know	14%	11%	17%	15%	12%	15%	19%	6%	11%	17%	16%	20%	11%	8%	10%	24%	14%

How likely or unlikely would you be to pay a fee for a high quality technical support service, either online or over the phone, that gave you advice about your smartphone problems when they occur?

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
Very likely	0%	0%	1%	-	0%	0%	-	2%	0%	1%	0%	1%	-	1%	-	-	1%
Fairly likely	5%	5%	4%	8%	4%	3%	4%	3%	3%	6%	3%	2%	4%	4%	9%	-	6%
Fairly unlikely	16%	15%	18%	15%	20%	17%	10%	18%	18%	14%	18%	7%	14%	30%	11%	14%	22%
Very unlikely	74%	76%	72%	70%	69%	78%	79%	77%	77%	71%	73%	84%	73%	63%	79%	79%	67%
Don't know	5%	4%	6%	6%	6%	1%	7%	1%	1%	9%	5%	6%	9%	3%	1%	7%	5%

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And would this service be more or less attractive to you if it also solved technical issues related to all your gadgets (e.g. iPad, iPod, laptop, TV, etc.) and not just your smartphone, or would it make no difference?

Unweighted Base	702	339	363	106	173	135	136	152	394	308	169	107	73	100	162	31	60
All GB Adults who's main phone is a smartphone	775	409	366	147	208	158	144	117	420	354	201	124	73	120	162	35	59
More attractive	13%	11%	15%	24%	10%	11%	6%	16%	12%	14%	11%	10%	14%	16%	16%	7%	15%
It would make no difference	74%	74%	74%	65%	79%	72%	76%	76%	77%	71%	77%	71%	72%	71%	76%	81%	72%
Less attractive	5%	8%	3%	4%	5%	8%	5%	4%	6%	4%	5%	7%	8%	7%	3%	3%	3%
Don't know	8%	7%	9%	6%	6%	9%	13%	5%	5%	10%	6%	12%	6%	7%	6%	9%	10%

Have you ever switched your current account to another bank? (Please tick the option that BEST applies)

Unweighted Base	2047	919	1128	180	304	311	365	887	1172	875	482	326	211	229	506	90	203
All GB Adults	2047	983	1064	246	358	355	372	716	1126	921	504	336	197	262	469	102	178
Yes, I have in the last 5 years	14%	14%	15%	16%	23%	11%	15%	10%	15%	14%	14%	15%	14%	13%	16%	8%	14%
Yes, I have in the last 10 years	9%	9%	9%	8%	9%	14%	9%	8%	10%	8%	11%	10%	9%	9%	9%	6%	7%
Yes, I have but more than 10 years ago	18%	19%	17%	0%	7%	16%	23%	28%	23%	12%	17%	18%	19%	18%	18%	17%	22%
No, I haven't	56%	56%	56%	68%	56%	59%	51%	53%	51%	62%	56%	54%	56%	56%	54%	67%	56%
Can't recall	1%	1%	2%	2%	4%	-	1%	1%	1%	2%	1%	1%	1%	1%	3%	2%	1%
Not applicable – I don't have a current account	1%	1%	1%	5%	1%	1%	1%	1%	1%	2%	2%	1%	1%	3%	1%	-	1%

Which, if any, of the following would encourage you to change your current account? (Please tick all that apply)

Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account	2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176
More favourable lending policies	11%	12%	10%	14%	14%	13%	14%	5%	10%	12%	10%	12%	13%	9%	9%	13%	13%
Better interest rate on the current account	42%	42%	41%	52%	39%	32%	41%	44%	44%	39%	39%	40%	44%	45%	40%	43%	47%
Better customer services	26%	28%	25%	27%	35%	24%	26%	23%	28%	24%	28%	25%	26%	28%	27%	18%	23%
Better online/ mobile banking services	15%	17%	13%	24%	23%	16%	14%	8%	15%	16%	17%	15%	21%	12%	14%	11%	13%
Incentives to sign up (e.g. free gifts, etc.)	25%	26%	24%	41%	37%	27%	26%	12%	24%	27%	27%	25%	30%	23%	23%	27%	20%
Better benefits (e.g. home insurance, travel insurance, etc.)	22%	23%	20%	29%	24%	24%	17%	18%	21%	22%	24%	19%	25%	21%	21%	20%	16%
Other	7%	8%	7%	5%	9%	8%	8%	7%	9%	5%	7%	6%	3%	7%	9%	8%	8%
Not applicable – nothing would encourage me to change my current account	28%	25%	30%	23%	19%	26%	28%	34%	24%	32%	28%	30%	29%	26%	26%	26%	29%

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To what extent would you agree or disagree with each the following statements?

I would consider switching my current account to another bank if I could keep the same account number

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account		2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176
Strongly agree	11%	12%	11%	13%	14%	11%	13%	9%	12%	10%	13%	13%	10%	14%	10%	7%	9%	
Agree	18%	18%	18%	24%	23%	17%	18%	15%	18%	19%	19%	20%	19%	18%	16%	15%	19%	
Neither agree nor disagree	44%	44%	43%	42%	39%	49%	46%	42%	43%	44%	45%	40%	49%	41%	46%	42%	43%	
Disagree	17%	16%	18%	14%	17%	15%	13%	22%	18%	16%	15%	19%	14%	19%	18%	20%	16%	
Strongly disagree	9%	9%	9%	7%	7%	8%	10%	11%	9%	10%	8%	8%	8%	9%	11%	15%	13%	

I would consider changing my bank account if there was a time limit on the banks of seven working days to complete the process (i.e. move all details, standing orders and direct debits)

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account		2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176
Strongly agree	18%	18%	18%	15%	19%	20%	20%	16%	19%	16%	21%	16%	16%	17%	18%	15%	17%	
Agree	29%	30%	28%	30%	33%	25%	32%	27%	31%	27%	30%	28%	36%	24%	29%	22%	30%	
Neither agree nor disagree	35%	35%	36%	37%	34%	42%	32%	34%	34%	37%	34%	35%	35%	41%	35%	36%	33%	
Disagree	11%	10%	11%	12%	9%	9%	8%	13%	10%	12%	9%	14%	7%	11%	11%	17%	11%	
Strongly disagree	7%	7%	7%	6%	4%	4%	7%	10%	6%	8%	5%	6%	6%	6%	8%	10%	8%	

I would consider switching my current account to another bank if it was easy to move all the standing orders and direct debits from the closed account to the new one

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account		2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176
Strongly agree	25%	27%	24%	25%	28%	26%	30%	22%	28%	23%	31%	25%	23%	21%	24%	17%	26%	
Agree	35%	35%	36%	37%	41%	35%	34%	32%	37%	33%	33%	34%	45%	34%	34%	35%	38%	
Neither agree nor disagree	25%	25%	25%	24%	23%	30%	22%	25%	24%	27%	24%	24%	21%	31%	26%	30%	20%	
Disagree	8%	7%	9%	9%	5%	6%	7%	11%	6%	10%	7%	10%	6%	8%	9%	11%	7%	
Strongly disagree	6%	6%	6%	5%	4%	3%	6%	9%	5%	7%	5%	6%	5%	6%	7%	7%	8%	

Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales

Which ONE, if any of the following BEST describes how you chose the MAIN current account you presently use?

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account	2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176	
My parent(s) introduced me to the bank	21%	20%	22%	44%	30%	22%	14%	12%	19%	23%	21%	20%	22%	21%	20%	24%	24%	
I joined with a university/ graduate account	8%	9%	8%	18%	15%	12%	3%	2%	9%	7%	6%	8%	7%	11%	9%	14%	8%	
A friend recommended it	8%	7%	8%	6%	7%	8%	10%	8%	7%	9%	8%	5%	6%	9%	10%	6%	5%	
I used a comparison website	3%	3%	2%	3%	4%	2%	3%	2%	3%	3%	2%	2%	3%	5%	4%	-	2%	
They had the best services	16%	17%	14%	5%	15%	17%	15%	19%	17%	14%	15%	20%	16%	18%	13%	6%	16%	
They had the best interest rates	6%	6%	6%	5%	6%	3%	7%	7%	6%	6%	4%	6%	8%	4%	7%	3%	9%	
Other	29%	27%	30%	12%	16%	27%	33%	39%	31%	26%	30%	28%	30%	26%	29%	29%	30%	
Don't know	10%	10%	10%	6%	7%	9%	16%	11%	7%	13%	13%	10%	9%	7%	9%	17%	7%	

How likely or unlikely are you to check price comparison websites when choosing banking products (e.g. current accounts, ISAs, mortgage deals, insurance, etc.)?

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account	2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176	
Very likely	21%	20%	22%	16%	23%	21%	21%	22%	25%	16%	20%	18%	22%	25%	21%	22%	22%	
Fairly likely	30%	30%	31%	29%	33%	32%	35%	26%	32%	28%	31%	33%	33%	26%	30%	26%	30%	
Fairly unlikely	19%	20%	18%	23%	17%	21%	13%	20%	18%	20%	19%	20%	17%	19%	20%	22%	14%	
Very unlikely	24%	24%	24%	24%	18%	21%	24%	29%	20%	29%	24%	25%	21%	23%	26%	22%	26%	
Don't know	6%	6%	5%	9%	8%	4%	6%	4%	4%	8%	7%	4%	7%	6%	4%	8%	8%	

Which, if any, of the following additional products, other than your current account, do you have with your MAIN bank?

	Unweighted Base	2028	912	1116	173	301	309	362	883	1166	862	476	323	209	225	503	90	202
All GB Adults who have a current account	2020	969	1051	233	354	353	368	712	1116	904	496	331	194	254	466	102	176	
Mortgage	10%	12%	9%	3%	11%	17%	17%	6%	13%	8%	11%	10%	13%	12%	8%	14%	9%	
Insurance	11%	13%	10%	6%	13%	11%	12%	11%	13%	9%	13%	11%	14%	10%	10%	11%	7%	
Pension	3%	3%	3%	1%	5%	2%	5%	3%	4%	2%	5%	2%	4%	1%	3%	5%	1%	
Savings account	50%	49%	51%	42%	50%	51%	49%	53%	54%	45%	51%	45%	56%	54%	48%	41%	54%	
ISA	29%	27%	30%	28%	28%	23%	26%	34%	31%	26%	29%	27%	31%	32%	26%	34%	32%	
Other	4%	4%	4%	2%	4%	6%	3%	5%	5%	3%	6%	3%	4%	4%	3%	5%	4%	
Not applicable – I don't have any additional products with my main bank account	32%	31%	33%	43%	31%	29%	33%	30%	28%	37%	30%	36%	27%	26%	38%	32%	28%	