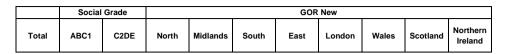


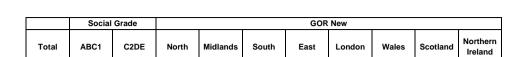
Fieldwork: 22 - 25 October 2010



Unweighted Base						
Base						
Better level of customer service	42%					
Better telephone banking system						
Better online banking system						
Lower bank charges	49%					
Better overdraft deals						
More trustworthy method of operation						
Longer or more convenient branch opening hours	29%					
More ethical operations						
Accounts with lots of extra feature and benefits						
Faster application process						
More convenient location of branches						
Less hard selling of other products if I have a current						
account						
Fairer treatment of their customers						
Better value for money	50%					
Well-known brand						
Other						
Don't know						
None of these						



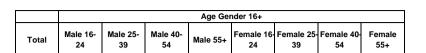
Fieldwork: 22 - 25 October 2010



Herrichted Base						
Unweighted Base						
Base						
Customer service	46%					
Telephone banking system						
Online banking system	60%					
Bank charges						
Overdraft deals						
Trustworthiness						
Branch opening hours						
Bank support of the local community						
In branch facilities						
Branch locations						
Ethical behaviours						
Tendency to try to sell me additional products						
Product feature and benefits						
Product application process						
Fair treatment of customers						
Value for money						
Return on my money						
Brand/name						
Other						
Don't know						
None of these						



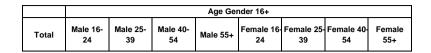
Fieldwork: 22 - 25 October 2010



Unweighted Base					
Base					
Better level of customer service	42%				
Better telephone banking system					
Better online banking system					
Lower bank charges	49%				
Better overdraft deals					
More trustworthy method of operation					
Longer or more convenient branch opening hours	29%				
More ethical operations					
Accounts with lots of extra feature and benefits					
Faster application process					
More convenient location of branches					
Less hard selling of other products if I have a current					
account					
Fairer treatment of their customers					
Better value for money	50%				
Well-known brand					
Other					
Don't know					
None of these					



Fieldwork: 22 - 25 October 2010



Unweighted Base					
Base					
Customer service	46%				
Telephone banking system					
Online banking system	60%				
Bank charges					
Overdraft deals					
Trustworthiness					
Branch opening hours					
Bank support of the local community					
In branch facilities					
Branch locations					
Ethical behaviours					
Tendency to try to sell me additional products					
Product feature and benefits					
Product application process					
Fair treatment of customers					
Value for money					
Return on my money					
Brand/name					
Other					
Don't know					
None of these					

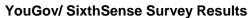


Fieldwork: 22 - 25 October 2010



		Ger	der				Education Age			
T	otal	Male	Female	15 or under	16	17-18	19	20+	Still at school/Full time	Can't remember
									student	

Unweighted Base						
Base						
Better level of customer service	42%					
Better telephone banking system						
Better online banking system						
Lower bank charges	49%					
Better overdraft deals						
More trustworthy method of operation						
Longer or more convenient branch opening hours	29%					
More ethical operations						
Accounts with lots of extra feature and benefits						
Faster application process						
More convenient location of branches						
Less hard selling of other products if I have a current						
account						
Fairer treatment of their customers						
Better value for money	50%					
Well-known brand						
Other						
Don't know						
None of these						



Fieldwork: 22 - 25 October 2010

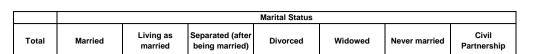


	Ger	der				Education Age			
Total	Male	Female	15 or under	16	17-18	19	20+	Still at school/Full time student	Can't remember

Unweighted Base						
Base						
Customer service	46%					
Telephone banking system						
Online banking system	60%					
Bank charges						
Overdraft deals						
Trustworthiness						
Branch opening hours						
Bank support of the local community						
In branch facilities						
Branch locations						
Ethical behaviours						
Tendency to try to sell me additional products						
Product feature and benefits						
Product application process						
Fair treatment of customers						
Value for money						
Return on my money						
Brand/name						
Other						
Don't know						
None of these						



Fieldwork: 22 - 25 October 2010



Unweighted Base					
Base					
Better level of customer service	42%				
Better telephone banking system					
Better online banking system					
Lower bank charges	49%				
Better overdraft deals					
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Longer or more convenient branch opening hours	29%				
More ethical operations					
Accounts with lots of extra feature and benefits					
Faster application process					
More convenient location of branches					
Less hard selling of other products if I have a current					
account					
Fairer treatment of their customers					
Better value for money	50%				
Well-known brand					
Other					
Don't know					
None of these					



Fieldwork: 22 - 25 October 2010

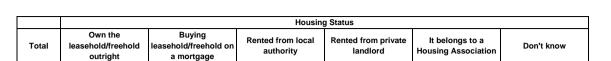


				Marital Status			
Total	Married	Living as married	Separated (after being married)	Divorced	Widowed	Never married	Civil Partnership

Unweighted Base					
Base					
Customer service	46%				
Telephone banking system					
Online banking system	60%				
Bank charges					
Overdraft deals					
Trustworthiness					
Branch opening hours					
Bank support of the local community					
In branch facilities					
Branch locations					
Ethical behaviours					
Tendency to try to sell me additional products					
Product feature and benefits					
Product application process					
Fair treatment of customers					
Value for money					
Return on my money					
Brand/name					
Other					
Don't know					
None of these					



Fieldwork: 22 - 25 October 2010



			l	
Unweighted Base				
Base				
Better level of customer service	42%			
Better telephone banking system				
Better online banking system				
Lower bank charges	49%			
Better overdraft deals				
More trustworthy method of operation				
Longer or more convenient branch opening hours	29%			
More ethical operations				
Accounts with lots of extra feature and benefits				
Faster application process				
More convenient location of branches				
Less hard selling of other products if I have a current				
account				
Fairer treatment of their customers				
Better value for money	50%			
Well-known brand				
Other				
Don't know				
None of these				



Fieldwork: 22 - 25 October 2010



			Housing	g Status		
Total	Own the leasehold/freehold outright	Buying leasehold/freehold on a mortgage	Rented from local authority	Rented from private landlord	It belongs to a Housing Association	Don't know

Unweighted Base				
Base				
Customer service	46%			
Telephone banking system				
Online banking system	60%			
Bank charges				
Overdraft deals				
Trustworthiness				
Branch opening hours				
Bank support of the local community				
In branch facilities				
Branch locations				
Ethical behaviours				
Tendency to try to sell me additional products				
Product feature and benefits				
Product application process				
Fair treatment of customers				
Value for money				
Return on my money				
Brand/name				
Other				
Don't know				
None of these				



Fieldwork: 22 - 25 October 2010



						Househ	old Size					
Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+

Unweighted Base							
Base							
Better level of customer service	42%						
Better telephone banking system							
Better online banking system							
Lower bank charges	49%						
Better overdraft deals							
More trustworthy method of operation							
Longer or more convenient branch opening hours	29%						
More ethical operations							
Accounts with lots of extra feature and benefits							
Faster application process							
More convenient location of branches							
Less hard selling of other products if I have a current							
account							
Fairer treatment of their customers							
Better value for money	50%						
Well-known brand							
Other							
Don't know							
None of these							



Fieldwork: 22 - 25 October 2010



						Househ	old Size					
Total	1	2	3	4	5	6	7	8 or more	Don't know	Refused	1-4	5+

•••							
Unweighted Base							
Base							
Customer service	46%						
Telephone banking system							
Online banking system	60%						
Bank charges							
Overdraft deals							
Trustworthiness							
Branch opening hours							
Bank support of the local community							
In branch facilities							
Branch locations							
Ethical behaviours							
Tendency to try to sell me additional products							
Product feature and benefits							
Product application process							
Fair treatment of customers							
Value for money							
Return on my money							
Brand/name							
Other							
Don't know							
None of these							

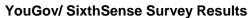


Fieldwork: 22 - 25 October 2010



					Gro	ss Household Inc	ome			
То	tal	under 5,000 per year	5,000 to 9,999 per year	10,000 to 14,999 per year	15,000 to 19,999 per year	20,000 to 24,999 per year	25,000 to 29,999 per year	30,000 to 34,999 per year	35,000 to 39,999 per year	40,000 to 44,999 per year

Unweighted Base						
Base						
Better level of customer service	42%					
Better telephone banking system						
Better online banking system						
Lower bank charges	49%					
Better overdraft deals						
More trustworthy method of operation						
Longer or more convenient branch opening hours	29%					
More ethical operations						
Accounts with lots of extra feature and benefits						
Faster application process						
More convenient location of branches						
Less hard selling of other products if I have a current						
account						
Fairer treatment of their customers						
Better value for money	50%					
Well-known brand						
Other						
Don't know						
None of these						



Fieldwork: 22 - 25 October 2010



				Gro	ss Household Inc	ome			
Total	under 5,000 per	5,000 to 9,999	10,000 to 14,999	15,000 to 19,999	20,000 to 24,999	25,000 to 29,999	30,000 to 34,999	35,000 to 39,999	40,000 to 44,999
	year	per year	per year	per year	per year	per year	per year	per year	per year

Unweighted Base						
Base						
Customer service	46%					
Telephone banking system						
Online banking system	60%					
Bank charges						
Overdraft deals						
Trustworthiness						
Branch opening hours						
Bank support of the local community						
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Ethical behaviours						
Tendency to try to sell me additional products						
Product feature and benefits						
Product application process						
Fair treatment of customers						
Value for money						
Return on my money						
Brand/name						
Other						
Don't know						
None of these						

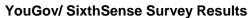


Fieldwork: 22 - 25 October 2010



				Gross House	hold Income			
Total	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	.,	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

Unweighted Base					
Base					
Better level of customer service	42%				
Better telephone banking system					
Better online banking system					
Lower bank charges	49%				
Better overdraft deals					
More trustworthy method of operation					
Longer or more convenient branch opening hours	29%				
More ethical operations					
Accounts with lots of extra feature and benefits					
Faster application process					
More convenient location of branches					
Less hard selling of other products if I have a current					
account					
Fairer treatment of their customers					
Better value for money	50%				
Well-known brand					
Other					
Don't know					
None of these					



Fieldwork: 22 - 25 October 2010



	Gross Household Income											
Total	45,000 to 49,999 per year	50,000 to 59,999 per year	60,000 to 69,999 per year	.,	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer				

Unweighted Base					
Base					
Customer service	46%				
Telephone banking system					
Online banking system	60%				
Bank charges					
Overdraft deals					
Trustworthiness					
Branch opening hours					
Bank support of the local community					
In branch facilities					
Branch locations					
Ethical behaviours					
Tendency to try to sell me additional products					
Product feature and benefits					
Product application process					
Fair treatment of customers					
Value for money					
Return on my money					
Brand/name					
Other					
Don't know					
None of these					