

YouGov/ SixthSense Survey Results

Sample Size: 2255

Fieldwork: 22 - 25 October 2010

Total	Social Grade		GOR New							
	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q17. Compared with the bank/building society you currently mainly use, what would these new banks have to offer before you would consider using them?
Please choose all that apply.

	Unweighted 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										

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	Social Grade		GOR New							
Total	ABC1	C2DE	North	Midlands	South	East	London	Wales	Scotland	Northern Ireland

q23. Which, if any, of these factors have become more important for you over the past two years?
Please choose all that apply.

	Unweighted 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										

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Age Gender 16+								
Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+

q17. Compared with the bank/building society you currently mainly use, what would these new banks have to offer before you would consider using them?
Please choose all that apply.

	Unweighted Base							
Better level of customer service	42%							
Better telephone banking system								
Better online banking system								
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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								

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Age Gender 16+								
Total	Male 16-24	Male 25-39	Male 40-54	Male 55+	Female 16-24	Female 25-39	Female 40-54	Female 55+

q23. Which, if any, of these factors have become more important for you over the past two years?
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Branch locations								
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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								

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

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Well-known brand									
Other									
Don't know									
None of these									

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Fair treatment of customers									
Value for money									
Return on my money									
Brand/name									
Other									
Don't know									
None of these									

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Fieldwork: 22 - 25 October 2010

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

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Better level of customer service	42%						
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Value for money							
Return on my money							
Brand/name							
Other							
Don't know							
None of these							

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Fieldwork: 22 - 25 October 2010

	Housing 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

q17. Compared with the bank/building society you currently mainly use, what would these new banks have to offer before you would consider using them?
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Product application process						
Fair treatment of customers						
Value for money						
Return on my money						
Brand/name						
Other						
Don't know						
None of these						

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Fieldwork: 22 - 25 October 2010

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

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Brand/name												
Other												
Don't know												
None of these												

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Fieldwork: 22 - 25 October 2010

	Gross Household Income								
Total	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

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Base									
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Don't know									
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Total	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

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Brand/name									
Other									
Don't know									
None of these									

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	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	70,000 to 99,999 per year	100,000 to 149,999 per year	150,000 and over	Don't know	Prefer not to answer

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Other								
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Value for money								
Return on my money								
Brand/name								
Other								
Don't know								
None of these								