

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

How many banks/ building societies do you hold financial products (e.g. current account, savings account (including ISA), loan (including mortgage) with?

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
None - I don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%
One	30%	30%	31%	44%	31%	28%	25%	29%	25%	37%	32%	26%	34%	34%	29%	33%	26%
Two	33%	32%	34%	30%	37%	30%	34%	32%	32%	34%	33%	33%	31%	25%	36%	34%	35%
Three or four	28%	28%	27%	19%	25%	32%	31%	28%	33%	21%	26%	32%	26%	29%	27%	26%	26%
Five or more	6%	7%	5%	1%	4%	6%	8%	8%	8%	4%	5%	5%	7%	10%	5%	5%	5%

In the past year (i.e. since the beginning of October 2009), have you moved one or more of your banking relationships (e.g. moved an account/ loan to a different bank/ building society)?

Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Yes, I have	18%	20%	15%	13%	18%	18%	15%	20%	20%	15%	15%	19%	17%	20%	17%	23%	18%
No, I haven't	82%	80%	85%	87%	82%	82%	85%	80%	80%	85%	85%	81%	83%	80%	83%	77%	82%

REBASED TO ALL

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Yes, I have	17%	19%	15%	13%	18%	18%	15%	19%	19%	14%	15%	18%	17%	19%	16%	23%	17%
No, I haven't	80%	77%	82%	81%	79%	79%	83%	78%	79%	81%	82%	78%	81%	79%	81%	75%	76%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

You stated that you have moved one or more of your banking relationships in the past year.

Which of the following explain why this is? (Please tick all that apply)

Unweighted Base	374	195	179	25	54	54	55	186	233	141	82	65	28	59	79	24	37
All GB Adults who have moved one or more of their banking relationships in the past year	359	194	165	32	65	62	59	142	224	135	76	63	34	52	78	24	31
Because of poor levels of customer service	23%	25%	20%	23%	20%	34%	27%	17%	20%	27%	19%	20%	8%	28%	28%	42%	17%
Because of my bank's ethics	7%	9%	5%	11%	2%	12%	6%	6%	7%	7%	8%	4%	8%	6%	3%	25%	5%
Due to the introduction of fees/ charges on my account	16%	18%	14%	15%	29%	18%	17%	10%	15%	19%	16%	13%	12%	18%	14%	33%	21%
Due to unfavourable rates offered/ better rates offered elsewhere	63%	62%	65%	70%	57%	50%	60%	72%	64%	61%	58%	66%	72%	65%	64%	42%	71%
Due to lack of confidence in my bank/ building society	16%	20%	11%	15%	20%	16%	19%	12%	15%	17%	15%	15%	10%	21%	11%	31%	13%
Other	15%	12%	18%	18%	14%	20%	13%	13%	18%	10%	19%	11%	3%	20%	14%	12%	21%
Don't know	0%	-	1%	-	1%	-	-	0%	0%	1%	1%	-	-	-	1%	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

	Working Status								Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
How many banks/ building societies do you hold financial products (e.g. current account, savings account (including ISA), loan (including mortgage)) with?														
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
None - I don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-
One	30%	28%	32%	29%	32%	28%	48%	41%	24%	35%	42%	24%	35%	43%
Two	33%	35%	28%	33%	42%	31%	23%	29%	34%	31%	30%	43%	31%	22%
Three or four	28%	29%	31%	29%	20%	29%	13%	22%	31%	25%	21%	30%	25%	29%
Five or more	6%	6%	6%	6%	1%	9%	6%	1%	7%	6%	4%	3%	4%	6%

In the past year (i.e. since the beginning of October 2009), have you moved one or more of your banking relationships (e.g. moved an account/ loan to a different bank/ building society)?

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Yes, I have	18%	18%	15%	17%	17%	23%	8%	12%	18%	17%	16%	19%	19%	15%
No, I haven't	82%	82%	86%	83%	83%	77%	92%	88%	82%	83%	84%	81%	81%	86%

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Yes, I have	17%	18%	14%	17%	16%	22%	8%	11%	17%	16%	15%	19%	18%	15%
No, I haven't	80%	80%	83%	81%	79%	75%	83%	82%	80%	81%	82%	81%	76%	86%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

You stated that you have moved one or more of your banking relationships in the past year.

Which of the following explain why this is? (Please tick all that apply)

Unweighted Base	374	181	46	227	14	106	7	20	203	41	40	9	79	2
All GB Adults who have moved one or more of their banking relationships in the past year	359	196	39	236	19	81	5	19	180	45	33	8	91	2
Because of poor levels of customer service	23%	23%	26%	23%	24%	19%	13%	31%	22%	34%	20%	28%	20%	-
Because of my bank's ethics	7%	6%	5%	6%	9%	10%	-	3%	9%	1%	4%	-	7%	-
Due to the introduction of fees/ charges on my account	16%	20%	15%	19%	8%	9%	13%	21%	15%	16%	25%	-	18%	-
Due to unfavourable rates offered/ better rates offered elsewhere	63%	59%	61%	59%	75%	77%	75%	35%	65%	61%	52%	51%	67%	40%
Due to lack of confidence in my bank/ building society	16%	17%	12%	16%	13%	15%	24%	15%	17%	13%	15%	-	16%	-
Other	15%	15%	19%	16%	9%	8%	12%	38%	12%	13%	15%	21%	19%	60%
Don't know	0%	0%	-	0%	-	1%	-	-	-	-	2%	-	1%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

How many banks/ building societies do you hold financial products (e.g. current account, savings account (including ISA), loan (including mortgage)) with?

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
None - I don't have any financial products		3%	3%	4%	4%	4%	4%	-
One		30%	29%	28%	40%	42%	34%	28%
Two		33%	33%	39%	27%	20%	32%	36%
Three or four		28%	29%	26%	23%	26%	25%	29%
Five or more		6%	7%	3%	6%	7%	5%	6%

In the past year (i.e. since the beginning of October 2009), have you moved one or more of your banking relationships (e.g. moved an account/ loan to a different bank/ building society)?

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products		2037	1415	274	228	70	572	49
Yes, I have		18%	19%	16%	14%	9%	14%	13%
No, I haven't		82%	81%	84%	86%	91%	86%	87%

REBASED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Yes, I have		17%	19%	16%	13%	8%	14%	13%
No, I haven't		80%	78%	80%	83%	87%	82%	87%
N/A - don't have any financial products		3%	3%	4%	4%	4%	4%	-

You stated that you have moved one or more of your banking relationships in the past year.

Which of the following explain why this is? (Please tick all that apply)

	Unweighted Base	374	292	41	28	6	75	7
All GB Adults who have moved one or more of their banking relationships in the past year		359	271	45	31	6	82	6
Because of poor levels of customer service		23%	21%	19%	40%	36%	29%	12%
Because of my bank's ethics		7%	7%	6%	3%	10%	5%	12%
Due to the introduction of fees/ charges on my account		16%	16%	16%	24%	19%	19%	-
Due to unfavourable rates offered/ better rates offered elsewhere		63%	67%	50%	55%	44%	51%	67%
Due to lack of confidence in my bank/ building society		16%	15%	18%	17%	10%	17%	12%
Other		15%	14%	30%	3%	-	17%	21%
Don't know		0%	1%	-	-	-	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

How many banks/ building societies do you hold financial products (e.g. current account, savings account (including ISA), loan (including mortgage)) with?

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
None - I don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%
One	30%	30%	31%	34%	26%	27%	34%	34%	27%	32%	33%	26%
Two	33%	34%	36%	29%	34%	33%	31%	25%	34%	38%	34%	35%
Three or four	28%	25%	22%	32%	32%	31%	26%	29%	29%	25%	26%	26%
Five or more	6%	6%	6%	5%	3%	6%	7%	10%	6%	4%	5%	5%

In the past year (i.e. since the beginning of October 2009), have you moved one or more of your banking relationships (e.g. moved an account/ loan to a different bank/ building society)?

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Yes, I have	18%	14%	15%	16%	21%	17%	17%	20%	17%	15%	23%	18%
No, I haven't	82%	86%	85%	84%	79%	83%	83%	80%	83%	85%	77%	82%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Yes, I have	17%	13%	14%	16%	20%	17%	17%	19%	17%	15%	23%	17%
No, I haven't	80%	81%	81%	83%	75%	80%	81%	79%	80%	83%	75%	76%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

You stated that you have moved one or more of your banking relationships in the past year.

Which of the following explain why this is? (Please tick all that apply)

Unweighted Base	374	13	37	32	33	32	28	59	51	28	24	37
All GB Adults who have moved one or more of their banking relationships in the past year	359	13	32	31	34	29	34	52	50	29	24	31
Because of poor levels of customer service	23%	38%	13%	16%	19%	21%	8%	28%	30%	25%	42%	17%
Because of my bank's ethics	7%	-	13%	6%	2%	5%	8%	6%	4%	3%	25%	5%
Due to the introduction of fees/ charges on my account	16%	16%	15%	16%	16%	8%	12%	18%	14%	13%	33%	21%
Due to unfavourable rates offered/ better rates offered elsewhere	63%	57%	54%	63%	66%	66%	72%	65%	66%	61%	42%	71%
Due to lack of confidence in my bank/ building society	16%	12%	15%	17%	8%	23%	10%	21%	11%	11%	31%	13%
Other	15%	20%	23%	15%	14%	8%	3%	20%	15%	13%	12%	21%
Don't know	0%	-	2%	-	-	-	-	-	-	3%	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Comparing the current economic environment and your own finances with the same time 12 months ago (i.e. the beginning of October 2009)...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I have less cash to spend now

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	24%	23%	26%	16%	23%	30%	29%	23%	24%	25%	26%	24%	27%	25%	24%	30%	15%
Agree	45%	44%	47%	40%	43%	38%	48%	50%	44%	47%	45%	49%	47%	39%	44%	44%	52%
Disagree	24%	26%	22%	31%	25%	26%	19%	23%	25%	23%	24%	20%	23%	27%	20%	27%	
Strongly disagree	3%	4%	2%	4%	3%	4%	2%	2%	3%	2%	2%	2%	1%	5%	3%	1%	1%
Don't know	4%	4%	4%	8%	6%	2%	3%	2%	3%	4%	4%	6%	2%	3%	3%	4%	4%

I am now more careful with my spending and borrowing

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	24%	23%	25%	15%	23%	28%	27%	24%	22%	27%	23%	25%	25%	24%	25%	30%	18%
Agree	58%	57%	60%	56%	57%	55%	58%	62%	61%	56%	57%	60%	56%	57%	60%	57%	64%
Disagree	13%	14%	11%	17%	15%	13%	10%	11%	14%	11%	14%	9%	16%	16%	11%	10%	12%
Strongly disagree	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%
Don't know	4%	4%	4%	9%	5%	3%	3%	2%	3%	5%	4%	6%	2%	3%	3%	3%	5%

I am now less willing to lock away my savings for a long period of time

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	14%	15%	13%	12%	9%	15%	17%	16%	14%	15%	15%	12%	16%	14%	15%	16%	13%
Agree	45%	42%	47%	30%	39%	40%	45%	54%	47%	42%	47%	46%	40%	44%	42%	47%	49%
Disagree	26%	28%	24%	33%	31%	30%	23%	20%	25%	26%	22%	24%	32%	26%	28%	24%	26%
Strongly disagree	3%	4%	3%	6%	4%	4%	2%	2%	3%	4%	2%	2%	3%	4%	6%	1%	1%
Don't know	12%	11%	13%	18%	16%	11%	13%	8%	11%	13%	14%	15%	9%	13%	9%	12%	11%

I feel more in control of my finances now

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	6%	7%	5%	6%	6%	8%	5%	6%	5%	7%	5%	4%	9%	8%	7%	9%	2%
Agree	42%	42%	43%	45%	42%	38%	36%	47%	42%	43%	40%	45%	45%	38%	43%	37%	50%
Disagree	37%	37%	37%	34%	35%	40%	41%	35%	39%	35%	39%	36%	38%	39%	35%	36%	36%
Strongly disagree	8%	7%	8%	4%	8%	8%	12%	6%	7%	8%	9%	7%	4%	8%	9%	10%	5%
Don't know	7%	7%	7%	11%	10%	5%	6%	6%	6%	8%	7%	9%	4%	7%	7%	8%	7%

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Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Comparing the current economic environment and your own finances with the same time 12 months ago (i.e. the beginning of October 2009)...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I have less cash to spend now

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	24%	24%	23%	24%	24%	20%	39%	36%	22%	26%	34%	43%	22%	24%
Agree	45%	44%	46%	45%	40%	53%	46%	37%	48%	43%	45%	40%	41%	62%
Disagree	24%	26%	24%	25%	28%	23%	11%	19%	25%	24%	17%	12%	27%	14%
Strongly disagree	3%	3%	2%	3%	2%	2%	1%	1%	2%	3%	2%	2%	4%	-
Don't know	4%	3%	5%	3%	6%	2%	3%	8%	3%	4%	2%	3%	7%	-

I am now more careful with my spending and borrowing

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	24%	25%	24%	24%	21%	21%	22%	31%	23%	23%	36%	32%	21%	22%
Agree	58%	58%	60%	58%	58%	61%	65%	52%	61%	59%	51%	56%	56%	55%
Disagree	13%	14%	10%	13%	13%	14%	9%	7%	11%	13%	10%	9%	16%	19%
Strongly disagree	1%	1%	1%	1%	1%	1%	-	1%	1%	1%	1%	-	1%	-
Don't know	4%	3%	4%	3%	7%	3%	3%	10%	3%	4%	2%	3%	5%	4%

I am now less willing to lock away my savings for a long period of time

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	14%	14%	14%	14%	11%	17%	13%	16%	14%	10%	22%	17%	13%	22%
Agree	45%	43%	44%	43%	37%	55%	49%	41%	49%	44%	43%	52%	36%	48%
Disagree	26%	29%	25%	28%	29%	20%	22%	17%	24%	26%	20%	18%	31%	26%
Strongly disagree	3%	3%	3%	3%	8%	1%	3%	5%	2%	4%	4%	3%	4%	-
Don't know	12%	12%	14%	12%	16%	7%	13%	20%	10%	16%	11%	11%	16%	4%

I feel more in control of my finances now

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	6%	6%	3%	6%	7%	10%	6%	4%	6%	4%	9%	6%	7%	4%
Agree	42%	41%	43%	41%	47%	50%	24%	37%	44%	43%	36%	37%	41%	66%
Disagree	37%	39%	37%	39%	26%	33%	53%	35%	37%	38%	40%	39%	36%	20%
Strongly disagree	8%	8%	7%	8%	9%	4%	10%	13%	7%	9%	10%	8%	6%	10%
Don't know	7%	6%	10%	7%	12%	6%	3%	11%	6%	7%	5%	9%	9%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Comparing the current economic environment and your own finances with the same time 12 months ago (i.e. the beginning of October 2009)...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I have less cash to spend now

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	24%	23%	27%	24%	34%	26%	30%
Agree	45%	44%	46%	49%	44%	47%	56%
Disagree	24%	26%	22%	20%	17%	21%	13%
Strongly disagree	3%	3%	1%	3%	3%	2%	-
Don't know	4%	4%	4%	5%	3%	4%	1%

I am now more careful with my spending and borrowing

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	24%	23%	29%	23%	31%	27%	30%
Agree	58%	59%	57%	59%	59%	58%	56%
Disagree	13%	14%	8%	12%	3%	9%	9%
Strongly disagree	1%	1%	1%	1%	1%	1%	-
Don't know	4%	3%	6%	4%	6%	5%	5%

I am now less willing to lock away my savings for a long period of time

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	14%	14%	13%	15%	16%	14%	19%
Agree	45%	45%	43%	42%	46%	43%	46%
Disagree	26%	26%	24%	26%	25%	25%	22%
Strongly disagree	3%	3%	6%	5%	5%	5%	-
Don't know	12%	12%	15%	12%	9%	13%	13%

I feel more in control of my finances now

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	6%	6%	5%	5%	6%	5%	4%
Agree	42%	44%	40%	36%	35%	38%	40%
Disagree	37%	36%	38%	41%	41%	40%	41%
Strongly disagree	8%	7%	7%	10%	12%	9%	9%
Don't know	7%	6%	10%	7%	6%	8%	5%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Comparing the current economic environment and your own finances with the same time 12 months ago (i.e. the beginning of October 2009)...

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I have less cash to spend now

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	24%	27%	25%	26%	23%	24%	27%	25%	25%	22%	30%	15%
Agree	45%	49%	43%	46%	49%	48%	47%	39%	45%	41%	44%	52%
Disagree	24%	21%	26%	22%	21%	19%	23%	27%	23%	30%	20%	27%
Strongly disagree	3%	1%	1%	4%	2%	2%	1%	5%	3%	5%	1%	1%
Don't know	4%	2%	6%	2%	5%	7%	2%	3%	4%	2%	4%	4%

I am now more careful with my spending and borrowing

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	24%	31%	21%	23%	22%	27%	25%	24%	26%	24%	30%	18%
Agree	58%	58%	54%	59%	63%	57%	56%	57%	61%	58%	57%	64%
Disagree	13%	10%	16%	14%	10%	8%	16%	16%	8%	15%	10%	12%
Strongly disagree	1%	1%	1%	2%	-	0%	1%	1%	2%	1%	1%	0%
Don't know	4%	-	8%	3%	5%	8%	2%	3%	3%	2%	3%	5%

I am now less willing to lock away my savings for a long period of time

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	14%	14%	16%	15%	13%	12%	16%	14%	16%	13%	16%	13%
Agree	45%	56%	48%	42%	53%	38%	40%	44%	40%	45%	47%	49%
Disagree	26%	19%	19%	26%	18%	30%	32%	26%	26%	32%	24%	26%
Strongly disagree	3%	2%	2%	3%	3%	2%	3%	4%	6%	5%	1%	1%
Don't know	12%	8%	16%	14%	12%	19%	9%	13%	12%	5%	12%	11%

I feel more in control of my finances now

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	6%	5%	5%	6%	3%	4%	9%	8%	7%	6%	9%	2%
Agree	42%	46%	37%	40%	46%	43%	45%	38%	41%	46%	37%	50%
Disagree	37%	40%	39%	39%	35%	38%	38%	39%	34%	36%	36%	36%
Strongly disagree	8%	10%	8%	9%	8%	5%	4%	8%	9%	8%	10%	5%
Don't know	7%	-	11%	6%	7%	10%	4%	7%	9%	4%	8%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Borrowing money is much cheaper now

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	2%	3%	1%	5%	2%	3%	1%	2%	2%	3%	3%	2%	2%	2%	2%	2%	4%
Agree	15%	18%	13%	13%	15%	12%	15%	18%	17%	14%	15%	13%	12%	18%	15%	20%	19%
Disagree	37%	37%	38%	33%	41%	44%	41%	33%	38%	37%	39%	37%	42%	34%	36%	44%	34%
Strongly disagree	15%	17%	14%	10%	15%	20%	16%	14%	15%	15%	15%	16%	13%	18%	15%	12%	16%
Don't know	30%	25%	34%	39%	28%	22%	26%	33%	28%	31%	28%	33%	31%	29%	31%	22%	27%

I am now more likely to seek out good interest rates and move to a new bank/building society

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	14%	14%	15%	8%	12%	16%	14%	17%	15%	13%	13%	12%	17%	19%	14%	11%	13%
Agree	42%	42%	42%	42%	48%	37%	44%	41%	45%	39%	40%	46%	41%	36%	43%	44%	47%
Disagree	28%	30%	26%	31%	24%	33%	26%	28%	28%	28%	32%	24%	29%	28%	28%	22%	25%
Strongly disagree	3%	3%	3%	4%	2%	3%	4%	3%	2%	4%	3%	3%	1%	4%	3%	4%	4%
Don't know	13%	10%	15%	15%	14%	10%	13%	12%	10%	16%	12%	15%	11%	12%	11%	19%	11%

Comparing your financial situation now with this time 12 months ago...

Which, if any of the following statements apply to you? (Please tick all that apply)

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
I am now paying down a larger amount on my debts	14%	18%	11%	8%	19%	21%	13%	12%	17%	11%	12%	14%	14%	18%	15%	12%	17%
I am now using my debit card more frequently for payments rather than my credit card	29%	31%	27%	22%	23%	31%	33%	31%	30%	28%	27%	28%	31%	29%	29%	32%	31%
I use a prepaid card more frequently now rather than a debit or credit card to help me budget	2%	2%	2%	1%	2%	2%	4%	2%	2%	3%	2%	2%	1%	3%	2%	5%	1%
I now use cash rather than a debit or credit card to help me budget	18%	17%	18%	15%	16%	14%	20%	20%	15%	21%	19%	15%	16%	17%	18%	19%	23%
I will need to re-arrange my mortgage in the coming year	7%	8%	6%	2%	13%	12%	8%	2%	9%	5%	6%	8%	9%	5%	7%	10%	7%
I have left my main current account provider (or sought a cheaper account from them)	3%	4%	2%	6%	2%	5%	3%	2%	3%	3%	4%	4%	3%	4%	3%	4%	2%
I am still happy with my main current account provider	62%	60%	63%	54%	56%	62%	62%	67%	62%	61%	63%	60%	59%	57%	65%	62%	62%
I am rewarded more for my loyalty to my main current account provider	5%	6%	4%	5%	4%	5%	4%	5%	5%	4%	4%	5%	6%	4%	4%	2%	9%
None of these	15%	15%	16%	22%	18%	10%	13%	15%	15%	15%	13%	16%	19%	16%	14%	12%	17%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

	Total	Working Status							Marital Status						
		Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Borrowing money is much cheaper now															
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16	
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15	
Strongly agree	2%	2%	2%	2%	6%	2%	3%	3%	2%	2%	4%	4%	3%	-	
Agree	15%	17%	15%	17%	9%	17%	9%	8%	17%	14%	13%	22%	14%	22%	
Disagree	37%	41%	37%	40%	35%	32%	43%	28%	40%	39%	32%	34%	34%	24%	
Strongly disagree	15%	16%	16%	16%	11%	15%	15%	16%	14%	20%	20%	9%	13%	25%	
Don't know	30%	24%	30%	25%	38%	35%	29%	44%	27%	25%	31%	32%	35%	30%	

I am now more likely to seek out good interest rates and move to a new bank/building society

	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	14%	13%	13%	13%	16%	17%	15%	15%	15%	14%	16%	16%	12%	33%
Agree	42%	44%	42%	44%	48%	41%	43%	29%	43%	43%	38%	40%	42%	32%
Disagree	28%	29%	28%	29%	24%	28%	26%	24%	28%	27%	29%	26%	28%	31%
Strongly disagree	3%	3%	5%	3%	3%	3%	5%	2%	3%	3%	4%	-	4%	4%
Don't know	13%	11%	11%	11%	10%	11%	11%	29%	11%	13%	14%	17%	14%	-

Comparing your financial situation now with this time 12 months ago...

Which, if any of the following statements apply to you? (Please tick all that apply)

	Total	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
I am now paying down a larger amount on my debts	14%	18%	15%	18%	9%	9%	11%	7%	15%	15%	16%	9%	13%	-
I am now using my debit card more frequently for payments rather than my credit card	29%	30%	33%	31%	24%	29%	23%	17%	32%	23%	31%	38%	25%	24%
I use a prepaid card more frequently now rather than a debit or credit card to help me budget	2%	2%	3%	2%	-	1%	1%	5%	2%	2%	4%	-	3%	-
I now use cash rather than a debit or credit card to help me budget	18%	18%	18%	18%	15%	19%	17%	20%	18%	17%	22%	20%	17%	16%
I will need to re-arrange my mortgage in the coming year	7%	10%	7%	9%	4%	0%	5%	6%	8%	8%	5%	-	5%	-
I have left my main current account provider (or sought a cheaper account from them)	3%	4%	1%	4%	-	2%	6%	3%	2%	5%	0%	1%	5%	9%
I am still happy with my main current account provider	62%	60%	67%	62%	53%	70%	47%	53%	64%	59%	62%	64%	57%	71%
I am rewarded more for my loyalty to my main current account provider	5%	5%	3%	5%	3%	8%	3%	3%	6%	4%	2%	5%	5%	-
None of these	15%	13%	13%	13%	24%	15%	25%	23%	14%	14%	17%	16%	18%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)

Borrowing money is much cheaper now

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	2%	2%	3%	3%	2%	3%	2%
Agree	15%	16%	14%	12%	14%	13%	15%
Disagree	37%	35%	42%	45%	40%	43%	42%
Strongly disagree	15%	15%	16%	17%	23%	17%	16%
Don't know	30%	32%	25%	23%	22%	24%	25%

I am now more likely to seek out good interest rates and move to a new bank/building society

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	14%	15%	11%	12%	14%	12%	21%
Agree	42%	41%	49%	42%	38%	45%	39%
Disagree	28%	29%	22%	31%	30%	27%	20%
Strongly disagree	3%	3%	2%	4%	3%	3%	4%
Don't know	13%	12%	16%	11%	14%	14%	16%

Comparing your financial situation now with this time 12 months ago...

Which, if any of the following statements apply to you? (Please tick all that apply)

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
I am now paying down a larger amount on my debts	14%	14%	15%	14%	20%	15%	13%
I am now using my debit card more frequently for payments rather than my credit card	29%	29%	29%	28%	25%	28%	38%
I use a prepaid card more frequently now rather than a debit or credit card to help me budget	2%	2%	2%	2%	3%	2%	-
I now use cash rather than a debit or credit card to help me budget	18%	17%	18%	16%	29%	19%	23%
I will need to re-arrange my mortgage in the coming year	7%	6%	10%	9%	11%	10%	12%
I have left my main current account provider (or sought a cheaper account from them)	3%	3%	5%	2%	2%	3%	3%
I am still happy with my main current account provider	62%	62%	63%	62%	39%	60%	61%
I am rewarded more for my loyalty to my main current account provider	5%	5%	7%	1%	6%	5%	2%
None of these	15%	15%	14%	17%	19%	16%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

Borrowing money is much cheaper now

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	2%	2%	2%	4%	3%	1%	2%	2%	2%	2%	2%	4%
Agree	15%	17%	14%	14%	15%	12%	12%	18%	14%	17%	20%	19%
Disagree	37%	40%	38%	40%	34%	39%	42%	34%	39%	31%	44%	34%
Strongly disagree	15%	19%	16%	13%	12%	19%	13%	18%	15%	15%	12%	16%
Don't know	30%	22%	30%	29%	35%	30%	31%	29%	29%	34%	22%	27%

I am now more likely to seek out good interest rates and move to a new bank/building society

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	14%	9%	16%	12%	10%	13%	17%	19%	15%	14%	11%	13%
Agree	42%	52%	36%	38%	46%	46%	41%	36%	43%	44%	44%	47%
Disagree	28%	25%	29%	39%	26%	23%	29%	28%	28%	30%	22%	25%
Strongly disagree	3%	4%	4%	1%	3%	3%	1%	4%	4%	2%	4%	4%
Don't know	13%	10%	15%	11%	14%	15%	11%	12%	11%	11%	19%	11%

Comparing your financial situation now with this time 12 months ago...

Which, if any of the following statements apply to you? (Please tick all that apply)

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
I am now paying down a larger amount on my debts	14%	14%	11%	13%	15%	12%	14%	18%	17%	11%	12%	17%
I am now using my debit card more frequently for payments rather than my credit card	29%	39%	25%	24%	28%	27%	31%	29%	26%	33%	32%	31%
I use a prepaid card more frequently now rather than a debit or credit card to help me budget	2%	4%	1%	4%	2%	2%	1%	3%	2%	1%	5%	1%
I now use cash rather than a debit or credit card to help me budget	18%	23%	13%	23%	16%	15%	16%	17%	19%	16%	19%	23%
I will need to re-arrange my mortgage in the coming year	7%	3%	8%	4%	11%	5%	9%	5%	8%	4%	10%	7%
I have left my main current account provider (or sought a cheaper account from them)	3%	3%	5%	2%	5%	2%	3%	4%	2%	4%	4%	2%
I am still happy with my main current account provider	62%	60%	66%	61%	62%	58%	59%	57%	67%	62%	62%	62%
I am rewarded more for my loyalty to my main current account provider	5%	6%	3%	5%	5%	6%	6%	4%	4%	5%	2%	9%
None of these	15%	12%	13%	15%	13%	18%	19%	16%	11%	19%	12%	17%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Thinking about the MAIN bank/ building society you use...

Compared to this time last year, are you more or less concerned about how safe your bank/ building society is, or do you feel no different?

	Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products		2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Much more concerned now		7%	7%	6%	3%	5%	7%	11%	6%	6%	7%	9%	4%	6%	6%	7%	4%	6%
Slightly more concerned now		14%	11%	16%	10%	12%	11%	16%	16%	14%	13%	14%	18%	14%	10%	14%	9%	13%
No change		73%	74%	73%	76%	79%	75%	68%	72%	74%	72%	72%	72%	72%	79%	73%	81%	71%
Slightly less concerned now		5%	6%	3%	9%	2%	6%	3%	5%	4%	5%	4%	4%	6%	4%	6%	3%	7%
Much less concerned now		2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	3%	4%

REBASED TO ALL

	Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults		2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Much more concerned now		6%	6%	6%	3%	5%	7%	11%	5%	6%	7%	9%	4%	6%	6%	7%	4%	6%
Slightly more concerned now		13%	11%	15%	10%	11%	11%	15%	15%	14%	13%	13%	17%	14%	10%	14%	9%	12%
No change		71%	71%	71%	71%	77%	73%	67%	70%	73%	69%	70%	69%	71%	78%	71%	79%	66%
Slightly less concerned now		5%	6%	3%	8%	2%	6%	3%	5%	4%	5%	4%	4%	6%	4%	6%	3%	6%
Much less concerned now		2%	2%	1%	2%	1%	1%	2%	2%	1%	2%	1%	2%	2%	1%	1%	3%	3%
N/A - don't have any financial products		3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

And compared to this time last year, are you more or less concerned about the fees (e.g. overdraft fees, fees for current account etc.) charged to you by your bank/ building society, or do you feel no different?

	Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products		2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Much more concerned now		14%	15%	13%	11%	13%	14%	19%	13%	16%	12%	14%	11%	17%	12%	15%	16%	14%
Slightly more concerned now		23%	23%	23%	24%	23%	25%	23%	23%	23%	23%	24%	24%	21%	24%	23%	17%	26%
No change		60%	58%	62%	59%	62%	59%	57%	63%	60%	61%	59%	64%	58%	62%	60%	65%	57%
Slightly less concerned now		2%	3%	1%	5%	2%	3%	1%	2%	2%	3%	2%	1%	4%	2%	2%	2%	3%
Much less concerned now		0%	0%	0%	1%	0%	-	-	0%	0%	0%	0%	-	-	0%	0%	-	-

REBASED TO ALL

	Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults		2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Much more concerned now		14%	15%	12%	10%	12%	13%	19%	13%	15%	12%	14%	11%	17%	12%	15%	15%	13%
Slightly more concerned now		22%	22%	23%	22%	22%	24%	22%	22%	23%	22%	23%	23%	20%	23%	22%	17%	24%
No change		59%	56%	61%	55%	61%	57%	56%	61%	58%	59%	57%	61%	57%	61%	58%	64%	53%
Slightly less concerned now		2%	3%	1%	5%	2%	3%	1%	2%	2%	3%	2%	1%	4%	1%	2%	2%	3%
Much less concerned now		0%	0%	0%	1%	0%	-	-	0%	0%	0%	0%	-	-	0%	0%	-	-
N/A - don't have any financial products		3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

Thinking about the MAIN bank/ building society you use...

Compared to this time last year, are you more or less concerned about how safe your bank/ building society is, or do you feel no different?

	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Much more concerned now	7%	6%	5%	6%	7%	7%	12%	9%	8%	7%	6%	4%	4%	10%
Slightly more concerned now	14%	13%	14%	13%	7%	15%	18%	17%	14%	15%	15%	4%	12%	16%
No change	73%	74%	75%	74%	79%	71%	61%	71%	72%	74%	75%	85%	76%	70%
Slightly less concerned now	5%	5%	3%	5%	6%	4%	9%	3%	5%	3%	3%	3%	6%	4%
Much less concerned now	2%	2%	2%	2%	1%	2%	-	-	1%	1%	1%	4%	2%	-

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Much more concerned now	6%	6%	5%	6%	7%	7%	11%	8%	8%	7%	6%	4%	4%	10%
Slightly more concerned now	13%	13%	14%	13%	7%	15%	16%	15%	14%	14%	15%	4%	11%	16%
No change	71%	73%	73%	73%	75%	69%	56%	66%	70%	72%	73%	85%	71%	70%
Slightly less concerned now	5%	5%	3%	5%	5%	4%	8%	3%	5%	3%	3%	3%	6%	4%
Much less concerned now	2%	2%	2%	2%	1%	2%	-	-	1%	1%	1%	4%	2%	-
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

And compared to this time last year, are you more or less concerned about the fees (e.g. overdraft fees, fees for current account etc.) charged to you by your bank/ building society, or do you feel no different?

	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Much more concerned now	14%	14%	13%	14%	15%	12%	10%	18%	13%	19%	15%	11%	12%	18%
Slightly more concerned now	23%	25%	23%	24%	23%	21%	19%	18%	25%	22%	22%	12%	22%	8%
No change	60%	58%	62%	59%	59%	65%	66%	62%	60%	57%	60%	76%	62%	74%
Slightly less concerned now	2%	2%	2%	2%	3%	1%	5%	2%	2%	1%	2%	1%	4%	-
Much less concerned now	0%	0%	-	0%	-	0%	-	-	0%	1%	-	-	0%	-

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Much more concerned now	14%	14%	12%	14%	15%	12%	9%	17%	13%	19%	15%	11%	11%	18%
Slightly more concerned now	22%	24%	23%	24%	22%	21%	17%	17%	24%	21%	22%	12%	21%	8%
No change	59%	57%	60%	58%	56%	62%	60%	57%	59%	55%	58%	76%	58%	74%
Slightly less concerned now	2%	2%	2%	2%	2%	1%	5%	2%	2%	1%	2%	1%	3%	-
Much less concerned now	0%	0%	-	0%	-	0%	-	-	0%	1%	-	-	0%	-
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Thinking about the MAIN bank/ building society you use...

Compared to this time last year, are you more or less concerned about how safe your bank/ building society is, or do you feel no different?

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products		2037	1415	274	228	70	572	49
Much more concerned now	7%	6%	6%	6%	9%	14%	8%	-
Slightly more concerned now	14%	13%	16%	11%	20%	15%	15%	
No change	73%	74%	72%	75%	63%	72%	79%	
Slightly less concerned now	5%	5%	5%	4%	1%	4%	4%	-
Much less concerned now	2%	2%	1%	1%	2%	1%	6%	

REBASED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Much more concerned now	6%	6%	6%	9%	13%	8%	8%	-
Slightly more concerned now	13%	13%	16%	11%	19%	14%	15%	
No change	71%	72%	69%	72%	60%	69%	79%	
Slightly less concerned now	5%	5%	4%	4%	1%	4%	4%	-
Much less concerned now	2%	2%	1%	1%	2%	1%	6%	
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	4%	-

And compared to this time last year, are you more or less concerned about the fees (e.g. overdraft fees, fees for current account etc.) charged to you by your bank/ building society, or do you feel no different?

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products		2037	1415	274	228	70	572	49
Much more concerned now	14%	13%	15%	16%	18%	18%	16%	14%
Slightly more concerned now	23%	23%	26%	24%	18%	24%	21%	
No change	60%	62%	55%	58%	64%	57%	64%	
Slightly less concerned now	2%	2%	4%	2%	-	3%	2%	
Much less concerned now	0%	0%	-	-	-	-	-	

REBASED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Much more concerned now	14%	13%	14%	16%	18%	15%	14%	
Slightly more concerned now	22%	22%	25%	23%	17%	23%	21%	
No change	59%	60%	53%	55%	61%	55%	64%	
Slightly less concerned now	2%	2%	4%	2%	-	3%	2%	
Much less concerned now	0%	0%	-	-	-	-	-	
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	4%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Thinking about the MAIN bank/ building society you use...

Compared to this time last year, are you more or less concerned about how safe your bank/ building society is, or do you feel no different?

	Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products		2037	94	216	190	160	171	198	264	285	186	103	170
Much more concerned now	7%	8%	10%	9%	3%	6%	6%	6%	6%	7%	4%	6%	6%
Slightly more concerned now	14%	10%	15%	15%	19%	16%	14%	10%	13%	16%	9%	13%	13%
No change	73%	73%	70%	74%	68%	75%	72%	79%	74%	72%	81%	71%	71%
Slightly less concerned now	5%	6%	4%	3%	5%	2%	6%	4%	6%	5%	3%	7%	7%
Much less concerned now	2%	4%	0%	0%	4%	1%	2%	1%	1%	0%	3%	4%	4%

REBASED TO ALL

	Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults		2104	99	228	191	167	178	202	269	293	189	105	183
Much more concerned now	6%	7%	10%	9%	3%	6%	6%	6%	6%	7%	4%	6%	6%
Slightly more concerned now	13%	10%	14%	15%	19%	16%	14%	10%	12%	15%	9%	12%	12%
No change	71%	69%	67%	74%	65%	72%	71%	78%	71%	71%	79%	66%	66%
Slightly less concerned now	5%	5%	4%	2%	5%	2%	6%	4%	6%	5%	3%	6%	6%
Much less concerned now	2%	4%	0%	0%	4%	1%	2%	1%	1%	0%	3%	3%	3%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%	7%

And compared to this time last year, are you more or less concerned about the fees (e.g. overdraft fees, fees for current account etc.) charged to you by your bank/ building society, or do you feel no different?

	Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products		2037	94	216	190	160	171	198	264	285	186	103	170
Much more concerned now	14%	12%	13%	17%	8%	15%	17%	12%	14%	16%	16%	14%	14%
Slightly more concerned now	23%	27%	26%	21%	26%	21%	21%	24%	23%	23%	17%	26%	26%
No change	60%	55%	59%	61%	65%	62%	58%	62%	60%	59%	65%	57%	57%
Slightly less concerned now	2%	4%	2%	2%	1%	2%	4%	2%	2%	1%	2%	3%	3%
Much less concerned now	0%	2%	-	-	-	-	-	0%	1%	-	-	-	-

REBASED TO ALL

	Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults		2104	99	228	191	167	178	202	269	293	189	105	183
Much more concerned now	14%	12%	12%	17%	7%	14%	17%	12%	14%	16%	15%	13%	13%
Slightly more concerned now	22%	26%	24%	21%	25%	20%	20%	23%	22%	22%	17%	24%	24%
No change	59%	52%	56%	60%	63%	60%	57%	61%	58%	58%	64%	53%	53%
Slightly less concerned now	2%	3%	2%	2%	1%	1%	4%	1%	2%	1%	2%	3%	3%
Much less concerned now	0%	1%	-	-	-	-	-	0%	1%	-	-	-	-
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I am now more aware of my finances than I was a year ago

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	13%	13%	13%	14%	13%	17%	12%	11%	11%	16%	15%	11%	12%	11%	14%	14%	12%
Agree	49%	48%	51%	51%	47%	45%	47%	52%	46%	53%	49%	51%	48%	47%	47%	52%	52%
Disagree	29%	30%	29%	21%	30%	31%	33%	29%	34%	24%	30%	25%	32%	31%	31%	25%	29%
Strongly disagree	3%	3%	3%	2%	2%	4%	3%	4%	4%	2%	2%	5%	4%	5%	3%	2%	1%
Don't know	5%	6%	5%	12%	7%	3%	6%	3%	5%	6%	4%	8%	4%	5%	5%	7%	6%

The current debts of the UK Government are largely due to the bail out of banks and other financial services companies (e.g. Northern Rock)

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	29%	32%	27%	19%	21%	30%	34%	33%	29%	28%	28%	31%	32%	25%	26%	33%	35%
Agree	40%	39%	41%	36%	42%	40%	42%	38%	38%	41%	42%	35%	38%	36%	42%	44%	40%
Disagree	15%	16%	14%	19%	18%	15%	12%	13%	17%	13%	15%	14%	13%	20%	14%	13%	15%
Strongly disagree	4%	6%	2%	5%	3%	4%	3%	5%	5%	3%	3%	4%	5%	6%	5%	2%	4%
Don't know	12%	8%	16%	21%	15%	11%	9%	11%	11%	14%	12%	16%	13%	12%	12%	9%	8%

Banks should be stricter when lending to people who need mortgages

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	14%	14%	13%	16%	9%	13%	12%	16%	13%	14%	12%	13%	13%	15%	14%	10%	18%
Agree	48%	50%	47%	40%	42%	52%	51%	50%	51%	44%	46%	52%	48%	45%	49%	50%	48%
Disagree	22%	22%	23%	22%	26%	24%	21%	20%	22%	23%	25%	17%	22%	22%	23%	24%	22%
Strongly disagree	2%	2%	2%	3%	2%	2%	3%	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%
Don't know	14%	12%	16%	19%	21%	8%	13%	11%	12%	16%	14%	15%	14%	15%	13%	13%	10%

High street banks are now financially sound/ stable – the trouble they were in is now in the past

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	1%	2%	1%	5%	1%	1%	0%	1%	1%	2%	3%	0%	3%	1%	0%	2%	1%
Agree	18%	24%	13%	27%	19%	17%	15%	17%	19%	18%	18%	21%	21%	21%	17%	12%	15%
Disagree	46%	43%	48%	38%	46%	49%	44%	47%	47%	44%	47%	45%	41%	46%	45%	53%	44%
Strongly disagree	13%	15%	11%	9%	10%	13%	17%	14%	14%	12%	12%	12%	17%	10%	13%	12%	19%
Don't know	21%	16%	27%	21%	24%	19%	23%	21%	19%	24%	20%	21%	19%	22%	24%	21%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I am now more aware of my finances than I was a year ago

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	13%	14%	10%	13%	15%	10%	16%	16%	12%	15%	12%	16%	14%	23%
Agree	49%	49%	54%	50%	48%	50%	51%	41%	47%	49%	53%	50%	51%	43%
Disagree	29%	30%	28%	30%	25%	31%	25%	28%	33%	28%	28%	26%	23%	34%
Strongly disagree	3%	3%	2%	3%	3%	5%	2%	3%	3%	3%	6%	2%	3%	-
Don't know	5%	4%	5%	5%	9%	3%	7%	12%	5%	5%	2%	6%	8%	-

The current debts of the UK Government are largely due to the bail out of banks and other financial services companies (e.g. Northern Rock)

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	29%	29%	25%	28%	26%	31%	30%	30%	30%	33%	34%	33%	22%	26%
Agree	40%	41%	41%	41%	32%	39%	39%	38%	39%	41%	40%	47%	39%	40%
Disagree	15%	16%	15%	16%	20%	14%	10%	7%	16%	12%	9%	5%	19%	4%
Strongly disagree	4%	4%	4%	4%	5%	6%	3%	3%	4%	3%	6%	3%	4%	-
Don't know	12%	10%	15%	11%	16%	11%	19%	21%	11%	11%	11%	12%	16%	31%

Banks should be stricter when lending to people who need mortgages

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	14%	11%	12%	11%	15%	19%	21%	15%	14%	11%	14%	23%	13%	17%
Agree	48%	49%	47%	49%	41%	51%	48%	41%	50%	47%	49%	51%	46%	36%
Disagree	22%	24%	23%	24%	25%	16%	18%	20%	23%	27%	22%	12%	20%	17%
Strongly disagree	2%	3%	3%	3%	2%	2%	1%	1%	2%	2%	4%	-	2%	-
Don't know	14%	12%	16%	13%	17%	11%	11%	23%	11%	13%	12%	14%	19%	30%

High street banks are now financially sound/ stable – the trouble they were in is now in the past

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	1%	1%	2%	1%	3%	1%	5%	2%	1%	1%	2%	-	2%	-
Agree	18%	20%	12%	18%	32%	19%	12%	10%	17%	19%	12%	16%	24%	22%
Disagree	46%	47%	50%	48%	33%	44%	44%	42%	47%	51%	49%	30%	41%	52%
Strongly disagree	13%	13%	11%	13%	10%	13%	14%	17%	13%	13%	18%	18%	10%	15%
Don't know	21%	19%	24%	20%	23%	23%	25%	29%	22%	17%	19%	37%	23%	11%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I am now more aware of my finances than I was a year ago

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	13%	12%	15%	14%	12%	14%	25%
Agree	49%	50%	46%	46%	53%	47%	39%
Disagree	29%	29%	29%	32%	26%	30%	29%
Strongly disagree	3%	4%	2%	1%	2%	2%	2%
Don't know	5%	5%	8%	7%	8%	7%	5%

The current debts of the UK Government are largely due to the bail out of banks and other financial services companies (e.g. Northern Rock)

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	29%	29%	28%	27%	29%	28%	32%
Agree	40%	39%	43%	39%	36%	41%	34%
Disagree	15%	15%	16%	15%	14%	15%	11%
Strongly disagree	4%	5%	2%	3%	7%	3%	5%
Don't know	12%	12%	11%	16%	14%	14%	18%

Banks should be stricter when lending to people who need mortgages

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	14%	14%	11%	14%	8%	11%	18%
Agree	48%	49%	48%	49%	46%	48%	38%
Disagree	22%	21%	27%	19%	36%	25%	19%
Strongly disagree	2%	3%	2%	2%	1%	2%	-
Don't know	14%	13%	12%	17%	10%	14%	24%

High street banks are now financially sound/ stable – the trouble they were in is now in the past

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	1%	1%	1%	3%	-	2%	-
Agree	18%	18%	21%	17%	14%	19%	14%
Disagree	46%	46%	48%	41%	45%	45%	35%
Strongly disagree	13%	13%	10%	12%	24%	13%	21%
Don't know	21%	21%	19%	27%	17%	22%	31%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

I am now more aware of my finances than I was a year ago

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	13%	19%	14%	13%	11%	10%	12%	11%	12%	18%	14%	12%
Agree	49%	49%	48%	51%	52%	51%	48%	47%	47%	47%	52%	52%
Disagree	29%	29%	29%	31%	28%	22%	32%	31%	33%	27%	25%	29%
Strongly disagree	3%	2%	2%	1%	3%	8%	4%	5%	3%	4%	2%	1%
Don't know	5%	1%	7%	3%	6%	10%	4%	5%	5%	4%	7%	6%

The current debts of the UK Government are largely due to the bail out of banks and other financial services companies (e.g. Northern Rock)

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	29%	27%	29%	27%	29%	33%	32%	25%	25%	28%	33%	35%
Agree	40%	47%	42%	38%	36%	34%	38%	36%	42%	43%	44%	40%
Disagree	15%	13%	13%	20%	14%	14%	13%	20%	17%	10%	13%	15%
Strongly disagree	4%	2%	3%	2%	3%	5%	5%	6%	5%	6%	2%	4%
Don't know	12%	10%	13%	13%	18%	13%	13%	12%	12%	13%	9%	8%

Banks should be stricter when lending to people who need mortgages

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	14%	12%	12%	11%	15%	12%	13%	15%	13%	15%	10%	18%
Agree	48%	39%	53%	43%	47%	57%	48%	45%	49%	49%	50%	48%
Disagree	22%	32%	18%	30%	21%	14%	22%	22%	22%	23%	24%	22%
Strongly disagree	2%	4%	3%	1%	2%	3%	3%	3%	2%	2%	3%	2%
Don't know	14%	13%	14%	14%	15%	14%	14%	15%	14%	11%	13%	10%

High street banks are now financially sound/ stable – the trouble they were in is now in the past

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	1%	5%	1%	3%	1%	0%	3%	1%	1%	-	2%	1%
Agree	18%	24%	16%	18%	18%	24%	21%	21%	18%	14%	12%	15%
Disagree	46%	51%	48%	44%	44%	47%	41%	46%	48%	42%	53%	44%
Strongly disagree	13%	8%	13%	13%	14%	11%	17%	10%	10%	19%	12%	19%
Don't know	21%	13%	21%	23%	24%	18%	19%	22%	24%	26%	21%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

I wish there were more banks to choose from on the High Street

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	7%	9%	4%	5%	5%	8%	9%	6%	7%	7%	6%	4%	10%	8%	9%	7%	5%
Agree	25%	29%	21%	23%	30%	27%	21%	25%	25%	25%	26%	25%	24%	26%	22%	35%	25%
Disagree	47%	41%	52%	49%	44%	48%	49%	47%	49%	45%	49%	45%	50%	46%	47%	46%	47%
Strongly disagree	7%	6%	7%	11%	2%	4%	6%	8%	6%	7%	5%	9%	5%	7%	8%	4%	5%
Don't know	14%	14%	15%	12%	19%	12%	15%	14%	13%	16%	14%	18%	11%	13%	15%	10%	18%

I am frustrated by the lack of choice in where I can get a current account

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	6%	7%	5%	7%	7%	5%	9%	4%	6%	6%	7%	4%	8%	6%	6%	7%	5%
Agree	19%	21%	18%	19%	21%	22%	19%	18%	20%	19%	18%	22%	20%	16%	17%	21%	28%
Disagree	50%	49%	51%	50%	49%	51%	49%	50%	53%	46%	51%	52%	50%	50%	50%	48%	45%
Strongly disagree	6%	6%	6%	5%	5%	6%	8%	6%	6%	6%	7%	4%	5%	7%	6%	5%	7%
Don't know	19%	18%	20%	20%	19%	16%	16%	21%	15%	23%	17%	19%	18%	21%	21%	19%	16%

Banks and building societies have improved the level of service they offer since the financial crisis began

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	2%	3%	1%	4%	1%	4%	1%	1%	1%	2%	3%	0%	2%	2%	1%	-	2%
Agree	14%	13%	15%	27%	16%	16%	10%	11%	12%	17%	15%	15%	12%	14%	15%	11%	17%
Disagree	45%	45%	45%	32%	43%	43%	49%	50%	47%	43%	46%	47%	43%	41%	45%	47%	47%
Strongly disagree	18%	22%	14%	14%	12%	20%	22%	19%	20%	15%	17%	16%	23%	17%	19%	20%	16%
Don't know	21%	18%	24%	24%	28%	18%	18%	19%	20%	23%	20%	22%	19%	26%	20%	23%	19%

Banks and building societies have worked harder to keep my business since the financial crisis began

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	1%	2%	1%	5%	1%	3%	1%	0%	0%	3%	3%	0%	2%	0%	0%	-	2%
Agree	15%	14%	15%	21%	14%	15%	12%	14%	13%	16%	17%	15%	12%	12%	14%	15%	15%
Disagree	46%	46%	47%	35%	48%	46%	47%	50%	50%	42%	47%	49%	41%	49%	44%	50%	48%
Strongly disagree	19%	20%	19%	14%	15%	22%	24%	19%	21%	17%	16%	19%	27%	16%	22%	19%	16%
Don't know	18%	18%	18%	25%	23%	14%	16%	17%	15%	22%	16%	17%	18%	23%	20%	16%	19%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

	Total	Working Status							Marital Status					
		Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married
I wish there were more banks to choose from on the High Street														
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	7%	8%	4%	7%	4%	5%	12%	6%	7%	6%	6%	7%	7%	18%
Agree	25%	28%	18%	26%	29%	23%	26%	20%	25%	29%	27%	21%	24%	19%
Disagree	47%	46%	50%	47%	47%	48%	51%	45%	49%	45%	43%	46%	47%	32%
Strongly disagree	7%	5%	9%	6%	9%	9%	2%	7%	7%	4%	9%	8%	7%	5%
Don't know	14%	13%	18%	14%	12%	14%	10%	22%	12%	17%	16%	18%	16%	26%
I am frustrated by the lack of choice in where I can get a current account														
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	6%	7%	3%	6%	13%	3%	10%	7%	5%	9%	8%	-	6%	18%
Agree	19%	20%	21%	20%	23%	17%	17%	17%	19%	20%	20%	15%	20%	14%
Disagree	50%	50%	50%	50%	45%	52%	54%	44%	51%	49%	44%	52%	51%	56%
Strongly disagree	6%	6%	7%	6%	2%	7%	-	6%	6%	5%	10%	2%	5%	4%
Don't know	19%	17%	19%	17%	16%	21%	19%	28%	19%	16%	18%	31%	19%	6%
Banks and building societies have improved the level of service they offer since the financial crisis began														
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	2%	2%	1%	2%	3%	-	3%	3%	1%	3%	2%	2%	2%	-
Agree	14%	14%	15%	15%	22%	12%	16%	13%	13%	18%	11%	7%	17%	10%
Disagree	45%	47%	45%	46%	36%	50%	38%	36%	48%	43%	43%	44%	41%	48%
Strongly disagree	18%	19%	18%	19%	16%	16%	16%	17%	19%	18%	20%	18%	15%	16%
Don't know	21%	18%	20%	19%	24%	23%	26%	32%	19%	18%	24%	29%	25%	25%
Banks and building societies have worked harder to keep my business since the financial crisis began														
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	1%	1%	2%	1%	6%	-	3%	3%	0%	4%	1%	-	2%	-
Agree	15%	14%	15%	15%	18%	16%	5%	13%	14%	14%	12%	18%	16%	14%
Disagree	46%	47%	51%	48%	38%	47%	59%	36%	49%	47%	45%	34%	43%	47%
Strongly disagree	19%	21%	16%	20%	19%	17%	14%	19%	20%	19%	26%	18%	15%	-
Don't know	18%	17%	16%	17%	18%	20%	18%	28%	16%	16%	16%	30%	24%	40%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

I wish there were more banks to choose from on the High Street

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	7%	7%	5%	8%	8%	6%	8%
Agree	25%	25%	29%	21%	22%	25%	31%
Disagree	47%	46%	48%	52%	51%	50%	38%
Strongly disagree	7%	7%	5%	5%	6%	5%	3%
Don't know	14%	15%	13%	14%	13%	13%	20%

I am frustrated by the lack of choice in where I can get a current account

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	6%	6%	6%	7%	2%	6%	6%
Agree	19%	19%	20%	21%	29%	21%	19%
Disagree	50%	50%	48%	52%	43%	49%	53%
Strongly disagree	6%	6%	6%	3%	10%	5%	3%
Don't know	19%	19%	20%	17%	16%	19%	20%

Banks and building societies have improved the level of service they offer since the financial crisis began

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	2%	1%	2%	3%	4%	3%	-
Agree	14%	14%	19%	16%	12%	17%	7%
Disagree	45%	47%	42%	41%	40%	41%	38%
Strongly disagree	18%	17%	17%	17%	25%	18%	25%
Don't know	21%	21%	20%	23%	18%	21%	30%

Banks and building societies have worked harder to keep my business since the financial crisis began

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	1%	1%	1%	3%	3%	2%	-
Agree	15%	14%	17%	12%	17%	15%	15%
Disagree	46%	48%	44%	46%	39%	44%	42%
Strongly disagree	19%	19%	17%	17%	29%	19%	18%
Don't know	18%	17%	20%	22%	12%	20%	25%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

I wish there were more banks to choose from on the High Street

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	7%	7%	8%	3%	3%	4%	10%	8%	8%	10%	7%	5%
Agree	25%	23%	24%	29%	25%	25%	24%	26%	20%	26%	35%	25%
Disagree	47%	53%	47%	49%	45%	44%	50%	46%	48%	44%	46%	47%
Strongly disagree	7%	7%	5%	5%	10%	8%	5%	7%	8%	7%	4%	5%
Don't know	14%	9%	17%	13%	17%	18%	11%	13%	16%	13%	10%	18%

I am frustrated by the lack of choice in where I can get a current account

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	6%	7%	7%	6%	3%	4%	8%	6%	6%	7%	7%	5%
Agree	19%	21%	15%	20%	23%	20%	16%	19%	15%	21%	21%	28%
Disagree	50%	53%	50%	51%	49%	54%	50%	50%	48%	51%	48%	45%
Strongly disagree	6%	7%	5%	8%	5%	4%	5%	7%	7%	5%	5%	7%
Don't know	19%	12%	22%	14%	20%	18%	18%	21%	20%	22%	19%	16%

Banks and building societies have improved the level of service they offer since the financial crisis began

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	2%	5%	3%	3%	0%	-	2%	2%	1%	1%	-	2%
Agree	14%	15%	12%	17%	15%	14%	12%	14%	15%	15%	11%	17%
Disagree	45%	44%	45%	48%	47%	47%	43%	41%	44%	47%	47%	47%
Strongly disagree	18%	19%	18%	14%	15%	17%	23%	17%	18%	19%	20%	16%
Don't know	21%	17%	23%	18%	22%	22%	19%	26%	22%	18%	23%	19%

Banks and building societies have worked harder to keep my business since the financial crisis began

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	1%	5%	3%	2%	1%	-	2%	0%	0%	0%	-	2%
Agree	15%	19%	16%	18%	18%	12%	12%	12%	14%	14%	15%	15%
Disagree	46%	47%	47%	46%	44%	54%	41%	49%	42%	46%	50%	48%
Strongly disagree	19%	15%	17%	16%	20%	18%	27%	16%	23%	22%	19%	16%
Don't know	18%	14%	17%	17%	18%	16%	18%	23%	21%	18%	16%	19%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

My bank/ building society easily gives me the information I need to understand where all of my savings are

	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	7%	7%	7%	10%	6%	6%	7%	6%	6%	7%	7%	7%	7%	7%	6%	6%	5%
Agree	56%	54%	58%	53%	54%	59%	53%	59%	57%	56%	59%	54%	59%	50%	59%	46%	60%
Disagree	20%	21%	18%	20%	20%	19%	21%	18%	21%	18%	17%	20%	18%	22%	18%	27%	23%
Strongly disagree	5%	6%	3%	3%	4%	5%	6%	4%	5%	4%	3%	6%	5%	6%	5%	6%	3%
Don't know	13%	12%	14%	13%	15%	11%	13%	13%	11%	15%	14%	13%	11%	15%	12%	15%	10%

REBUSED TO ALL

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	6%	6%	7%	10%	6%	5%	7%	6%	6%	7%	7%	7%	7%	7%	6%	6%	4%
Agree	54%	52%	57%	49%	52%	57%	52%	57%	56%	53%	57%	52%	58%	49%	57%	45%	56%
Disagree	19%	20%	17%	19%	19%	19%	20%	18%	20%	17%	16%	19%	18%	22%	17%	26%	21%
Strongly disagree	5%	6%	3%	3%	4%	5%	6%	4%	5%	4%	3%	5%	4%	6%	5%	6%	3%
Don't know	13%	12%	13%	12%	15%	11%	13%	12%	11%	15%	14%	12%	11%	15%	12%	15%	9%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

I prefer to save with a building society or government-run financial product (e.g. National Savings & Investments, Post Office etc.)

	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	7%	8%	5%	6%	4%	6%	9%	7%	6%	7%	7%	6%	6%	7%	7%	6%	6%
Agree	30%	30%	29%	24%	26%	26%	31%	34%	30%	29%	29%	31%	28%	26%	32%	38%	28%
Disagree	38%	39%	37%	42%	43%	42%	31%	37%	40%	36%	40%	35%	38%	39%	38%	33%	39%
Strongly disagree	4%	4%	5%	4%	4%	6%	5%	4%	4%	5%	4%	5%	4%	5%	5%	2%	1%
Don't know	21%	19%	23%	24%	24%	20%	24%	19%	20%	24%	21%	23%	24%	23%	18%	21%	26%

REBUSED TO ALL

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	6%	7%	5%	6%	4%	6%	9%	7%	6%	6%	6%	6%	7%	7%	6%	6%	
Agree	29%	29%	28%	23%	25%	26%	31%	33%	30%	27%	28%	30%	28%	25%	31%	37%	
Disagree	37%	38%	36%	39%	41%	41%	31%	36%	39%	35%	39%	33%	38%	39%	37%	33%	
Strongly disagree	4%	4%	5%	4%	4%	5%	5%	3%	4%	4%	4%	5%	4%	5%	5%	2%	
Don't know	21%	19%	23%	22%	23%	19%	23%	19%	19%	23%	20%	22%	23%	22%	18%	20%	
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

My bank/ building society easily gives me the information I need to understand where all of my savings are

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	7%	6%	8%	7%	6%	6%	3%	9%	7%	4%	7%	5%	8%	4%
Agree	56%	56%	51%	55%	52%	63%	57%	52%	55%	59%	57%	72%	55%	75%
Disagree	20%	21%	19%	21%	21%	16%	27%	14%	21%	21%	16%	8%	18%	-
Strongly disagree	5%	5%	4%	5%	6%	4%	-	4%	5%	4%	5%	6%	5%	-
Don't know	13%	11%	17%	12%	15%	11%	12%	21%	13%	12%	15%	9%	13%	21%

REBATED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	6%	6%	8%	7%	5%	6%	3%	8%	6%	4%	7%	5%	8%	4%
Agree	54%	55%	50%	54%	50%	61%	52%	48%	54%	57%	56%	72%	52%	75%
Disagree	19%	20%	19%	20%	20%	15%	25%	13%	21%	20%	16%	8%	17%	-
Strongly disagree	5%	5%	4%	5%	5%	4%	-	4%	5%	4%	5%	6%	5%	-
Don't know	13%	11%	17%	12%	15%	11%	11%	20%	12%	12%	14%	9%	13%	21%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

I prefer to save with a building society or government-run financial product (e.g. National Savings & Investments, Post Office etc.)

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	7%	6%	5%	6%	6%	9%	8%	7%	7%	5%	7%	7%	7%	5%
Agree	30%	30%	31%	30%	31%	35%	17%	20%	33%	26%	29%	25%	25%	11%
Disagree	38%	40%	38%	39%	33%	35%	49%	34%	38%	40%	36%	32%	38%	45%
Strongly disagree	4%	4%	4%	4%	6%	5%	-	4%	4%	7%	3%	7%	3%	-
Don't know	21%	20%	22%	21%	25%	17%	27%	35%	18%	22%	26%	29%	26%	39%

REBATED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	6%	6%	5%	6%	6%	8%	7%	6%	7%	5%	6%	7%	7%	5%
Agree	29%	29%	30%	29%	29%	34%	15%	18%	33%	25%	28%	25%	24%	11%
Disagree	37%	39%	37%	39%	31%	34%	44%	32%	38%	39%	35%	32%	36%	45%
Strongly disagree	4%	4%	4%	4%	6%	4%	-	4%	4%	7%	3%	7%	3%	-
Don't know	21%	20%	21%	20%	24%	16%	24%	32%	17%	22%	25%	29%	25%	39%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

My bank/ building society easily gives me the information I need to understand where all of my savings are

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products		2037	1415	274	228	70	572	49
Strongly agree	7%	7%	6%	6%	4%	6%	1%	
Agree	56%	56%	52%	59%	58%	55%	57%	
Disagree	20%	19%	23%	17%	21%	20%	19%	
Strongly disagree	5%	5%	4%	4%	8%	4%	3%	
Don't know	13%	12%	16%	14%	9%	14%	20%	

REBATED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Strongly agree	6%	7%	5%	6%	3%	5%	1%	
Agree	54%	55%	49%	57%	56%	53%	57%	
Disagree	19%	19%	22%	17%	20%	20%	19%	
Strongly disagree	5%	5%	4%	4%	7%	4%	3%	
Don't know	13%	12%	15%	13%	9%	14%	20%	
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-	

I prefer to save with a building society or government-run financial product (e.g. National Savings & Investments, Post Office etc.)

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products		2037	1415	274	228	70	572	49
Strongly agree	7%	7%	5%	6%	11%	6%	6%	
Agree	30%	31%	31%	24%	25%	27%	21%	
Disagree	38%	38%	37%	42%	38%	39%	38%	
Strongly disagree	4%	4%	4%	6%	4%	5%	6%	
Don't know	21%	21%	23%	22%	21%	22%	29%	

REBATED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Strongly agree	6%	6%	5%	6%	11%	6%	6%	
Agree	29%	30%	30%	23%	24%	26%	21%	
Disagree	37%	37%	35%	40%	37%	38%	38%	
Strongly disagree	4%	4%	4%	6%	4%	5%	6%	
Don't know	21%	20%	22%	21%	20%	21%	29%	
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

To what extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

My bank/ building society easily gives me the information I need to understand where all of my savings are

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	7%	9%	5%	8%	8%	7%	7%	7%	7%	5%	6%	5%
Agree	56%	63%	58%	57%	57%	51%	59%	50%	60%	57%	46%	60%
Disagree	20%	12%	19%	17%	21%	20%	18%	22%	16%	21%	27%	23%
Strongly disagree	5%	1%	5%	2%	3%	8%	5%	6%	5%	6%	6%	3%
Don't know	13%	14%	13%	16%	11%	15%	11%	15%	13%	11%	15%	10%

REBATED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	6%	9%	5%	8%	8%	6%	7%	7%	7%	5%	6%	4%
Agree	54%	60%	55%	56%	54%	50%	58%	49%	58%	56%	45%	56%
Disagree	19%	11%	18%	17%	20%	19%	18%	22%	15%	21%	26%	21%
Strongly disagree	5%	1%	5%	2%	3%	7%	4%	6%	5%	6%	6%	3%
Don't know	13%	13%	12%	16%	10%	14%	11%	15%	13%	11%	15%	9%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

I prefer to save with a building society or government-run financial product (e.g. National Savings & Investments, Post Office etc.)

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	7%	6%	6%	7%	6%	6%	6%	7%	6%	8%	6%	6%
Agree	30%	19%	30%	31%	31%	31%	28%	26%	31%	32%	38%	28%
Disagree	38%	48%	39%	37%	37%	33%	38%	39%	37%	40%	33%	39%
Strongly disagree	4%	6%	5%	2%	6%	5%	4%	5%	5%	4%	2%	1%
Don't know	21%	22%	18%	23%	21%	25%	24%	23%	20%	15%	21%	26%

REBATED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	6%	5%	6%	7%	5%	6%	6%	7%	6%	8%	6%	6%
Agree	29%	18%	29%	31%	30%	30%	28%	25%	30%	32%	37%	26%
Disagree	37%	45%	37%	37%	35%	32%	38%	39%	36%	39%	33%	37%
Strongly disagree	4%	5%	5%	2%	6%	4%	4%	5%	5%	4%	2%	1%
Don't know	21%	21%	18%	23%	20%	24%	23%	22%	19%	15%	20%	24%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

I prefer to hold my current and saving accounts with a bank which has a good ethical reputation

Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	11%	12%	10%	13%	12%	9%	10%	11%	11%	12%	14%	8%	13%	12%	10%	11%	11%
Agree	55%	49%	61%	44%	48%	55%	55%	62%	56%	54%	55%	56%	51%	56%	57%	58%	50%
Disagree	16%	21%	11%	20%	17%	21%	13%	12%	16%	15%	15%	18%	11%	16%	15%	16%	21%
Strongly disagree	2%	3%	1%	3%	2%	2%	3%	1%	2%	2%	1%	2%	1%	2%	4%	-	2%
Don't know	16%	15%	17%	20%	20%	13%	17%	14%	15%	18%	15%	16%	24%	15%	15%	15%	15%

REBASED TO ALL

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	11%	11%	10%	12%	12%	9%	10%	11%	10%	11%	13%	7%	12%	12%	10%	11%	11%
Agree	53%	47%	59%	41%	47%	54%	54%	60%	55%	51%	53%	54%	50%	55%	55%	57%	47%
Disagree	15%	20%	11%	19%	17%	20%	13%	12%	16%	14%	14%	18%	11%	15%	15%	15%	19%
Strongly disagree	2%	3%	1%	3%	2%	2%	3%	1%	2%	2%	1%	1%	1%	2%	4%	-	2%
Don't know	16%	15%	16%	19%	20%	12%	17%	13%	14%	17%	14%	16%	24%	15%	15%	15%	14%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

I prefer to save with a large established high street bank

Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	10%	11%	9%	19%	10%	8%	8%	8%	9%	11%	12%	11%	9%	9%	9%	7%	7%
Agree	56%	53%	58%	54%	59%	58%	56%	54%	55%	57%	55%	59%	59%	51%	57%	51%	60%
Disagree	20%	22%	19%	11%	18%	21%	18%	26%	23%	17%	20%	18%	19%	20%	21%	30%	19%
Strongly disagree	2%	3%	1%	1%	1%	3%	3%	2%	3%	2%	2%	2%	0%	4%	3%	1%	1%
Don't know	12%	11%	12%	15%	12%	10%	15%	10%	11%	13%	11%	11%	13%	15%	10%	11%	13%

REBASED TO ALL

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	10%	10%	9%	18%	10%	8%	8%	8%	9%	11%	12%	10%	9%	9%	9%	7%	7%
Agree	54%	51%	57%	51%	57%	56%	54%	52%	54%	55%	53%	56%	57%	50%	55%	50%	55%
Disagree	20%	21%	18%	10%	17%	20%	18%	25%	22%	16%	19%	17%	18%	20%	21%	30%	17%
Strongly disagree	2%	3%	1%	1%	1%	3%	3%	2%	3%	1%	2%	2%	0%	4%	3%	1%	1%
Don't know	11%	11%	12%	14%	12%	9%	15%	10%	10%	12%	11%	10%	13%	15%	10%	10%	12%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

I prefer to hold my current and saving accounts with a bank which has a good ethical reputation

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	11%	10%	10%	10%	18%	14%	7%	12%	11%	10%	12%	15%	11%	14%
Agree	55%	54%	58%	55%	51%	60%	53%	53%	56%	56%	61%	62%	50%	44%
Disagree	16%	18%	14%	17%	15%	13%	12%	9%	16%	16%	13%	6%	18%	14%
Strongly disagree	2%	2%	1%	2%	1%	0%	6%	3%	1%	2%	3%	-	3%	-
Don't know	16%	16%	18%	16%	16%	13%	22%	23%	16%	16%	12%	17%	19%	28%

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	11%	10%	10%	10%	17%	13%	8%	11%	11%	10%	12%	15%	11%	14%
Agree	53%	53%	56%	53%	48%	58%	49%	49%	55%	54%	59%	62%	47%	44%
Disagree	15%	18%	13%	17%	14%	13%	11%	8%	15%	15%	12%	6%	17%	14%
Strongly disagree	2%	2%	1%	2%	1%	0%	5%	3%	1%	2%	3%	-	3%	-
Don't know	16%	15%	17%	16%	15%	12%	20%	22%	15%	16%	11%	17%	17%	28%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

I prefer to save with a large established high street bank

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	10%	10%	9%	10%	18%	8%	11%	11%	8%	9%	11%	16%	13%	14%
Agree	56%	57%	55%	57%	53%	56%	60%	47%	55%	56%	58%	52%	58%	47%
Disagree	20%	19%	21%	19%	16%	26%	15%	20%	24%	17%	20%	22%	15%	10%
Strongly disagree	2%	3%	2%	3%	1%	2%	1%	1%	2%	3%	3%	1%	1%	-
Don't know	12%	11%	13%	12%	12%	8%	12%	22%	11%	15%	8%	9%	13%	29%

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	10%	10%	8%	9%	17%	8%	10%	10%	8%	8%	11%	16%	12%	14%
Agree	54%	56%	54%	56%	51%	54%	55%	43%	54%	55%	56%	52%	54%	47%
Disagree	20%	19%	20%	19%	15%	25%	14%	18%	23%	16%	20%	22%	14%	10%
Strongly disagree	2%	3%	2%	2%	1%	2%	1%	1%	2%	3%	3%	1%	1%	-
Don't know	11%	11%	13%	11%	12%	7%	11%	20%	11%	15%	8%	9%	12%	29%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

I prefer to hold my current and saving accounts with a bank which has a good ethical reputation

	2048	1478	247	206	64	517	53
Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49
Strongly agree	11%	12%	9%	12%	6%	10%	14%
Agree	55%	57%	49%	54%	48%	51%	50%
Disagree	16%	14%	23%	16%	23%	20%	18%
Strongly disagree	2%	2%	2%	1%	5%	2%	-
Don't know	16%	16%	17%	17%	17%	17%	18%

REBASED TO ALL

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	11%	11%	9%	11%	6%	9%	14%
Agree	53%	55%	47%	52%	46%	49%	50%
Disagree	15%	13%	22%	15%	22%	20%	18%
Strongly disagree	2%	2%	2%	1%	5%	2%	-
Don't know	16%	15%	16%	17%	17%	16%	18%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

I prefer to save with a large established high street bank

	2048	1478	247	206	64	517	53
Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49
Strongly agree	10%	10%	10%	9%	5%	9%	5%
Agree	56%	55%	60%	58%	49%	58%	53%
Disagree	20%	21%	16%	18%	26%	18%	12%
Strongly disagree	2%	2%	0%	2%	6%	2%	5%
Don't know	12%	11%	13%	13%	13%	13%	24%

REBASED TO ALL

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	10%	10%	10%	9%	5%	9%	5%
Agree	54%	54%	58%	55%	47%	55%	53%
Disagree	20%	21%	16%	18%	25%	18%	12%
Strongly disagree	2%	2%	0%	2%	6%	2%	5%
Don't know	11%	10%	13%	13%	13%	13%	24%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

I prefer to hold my current and saving accounts with a bank which has a good ethical reputation

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	11%	15%	12%	14%	7%	8%	13%	12%	10%	10%	11%	11%
Agree	55%	58%	58%	51%	64%	49%	51%	56%	53%	61%	58%	50%
Disagree	16%	12%	15%	16%	13%	23%	11%	16%	16%	14%	16%	21%
Strongly disagree	2%	3%	1%	1%	-	3%	1%	2%	5%	3%	-	2%
Don't know	16%	12%	14%	17%	16%	16%	24%	15%	17%	12%	15%	15%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	11%	14%	12%	14%	7%	8%	12%	9%	12%	9%	10%	11%
Agree	53%	55%	55%	51%	61%	47%	50%	55%	52%	61%	57%	47%
Disagree	15%	11%	14%	16%	12%	22%	11%	15%	15%	13%	15%	19%
Strongly disagree	2%	3%	1%	1%	-	3%	1%	2%	4%	3%	-	2%
Don't know	16%	12%	13%	17%	16%	16%	24%	15%	16%	12%	15%	14%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

I prefer to save with a large established high street bank

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	10%	15%	15%	8%	10%	11%	9%	9%	9%	8%	7%	7%
Agree	56%	60%	53%	54%	61%	56%	59%	51%	55%	59%	51%	60%
Disagree	20%	18%	16%	24%	19%	17%	19%	20%	21%	22%	30%	19%
Strongly disagree	2%	1%	3%	2%	1%	3%	0%	4%	3%	2%	1%	1%
Don't know	12%	5%	13%	12%	9%	13%	13%	15%	11%	9%	11%	13%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	10%	14%	14%	8%	10%	11%	9%	9%	9%	8%	7%	7%
Agree	54%	57%	50%	54%	58%	54%	57%	50%	53%	58%	50%	55%
Disagree	20%	17%	15%	24%	18%	17%	18%	20%	21%	21%	30%	17%
Strongly disagree	2%	1%	3%	2%	1%	3%	0%	4%	3%	2%	1%	1%
Don't know	11%	5%	12%	11%	8%	12%	13%	15%	11%	9%	10%	12%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

I would pay fees for current and savings accounts if I received extra benefits (e.g. insurance or breakdown cover) or discounts and improved interest rates

Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	3%	3%	3%	6%	3%	2%	2%	2%	2%	3%	4%	2%	3%	2%	3%	2%	2%
Agree	19%	23%	16%	20%	22%	25%	15%	16%	21%	16%	21%	18%	19%	17%	17%	20%	25%
Disagree	40%	36%	43%	37%	36%	39%	38%	43%	39%	41%	40%	38%	37%	38%	40%	49%	38%
Strongly disagree	28%	30%	27%	19%	28%	27%	32%	30%	29%	28%	26%	27%	30%	33%	32%	18%	27%
Don't know	10%	9%	11%	18%	10%	6%	12%	8%	8%	12%	9%	15%	11%	10%	8%	12%	8%

REBASED TO ALL

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	3%	2%	3%	6%	3%	2%	2%	2%	2%	3%	3%	2%	3%	2%	3%	2%	2%
Agree	19%	22%	15%	19%	22%	24%	15%	16%	21%	15%	20%	17%	19%	17%	17%	20%	23%
Disagree	38%	34%	42%	34%	35%	38%	37%	42%	38%	39%	39%	37%	36%	37%	40%	48%	35%
Strongly disagree	28%	29%	26%	18%	27%	26%	32%	30%	28%	27%	25%	26%	29%	32%	31%	17%	25%
Don't know	10%	9%	11%	17%	10%	6%	12%	8%	8%	12%	9%	14%	11%	10%	8%	11%	7%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

I would leave my main current account provider if they increased or introduced a monthly fee charged on the account

Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	38%	40%	36%	37%	39%	37%	42%	35%	35%	41%	37%	39%	41%	42%	37%	30%	33%
Agree	41%	39%	42%	40%	42%	40%	37%	42%	42%	39%	40%	40%	42%	37%	42%	42%	44%
Disagree	11%	11%	10%	10%	9%	13%	9%	11%	12%	9%	11%	9%	8%	11%	11%	16%	11%
Strongly disagree	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	4%
Don't know	9%	8%	10%	12%	9%	7%	9%	9%	9%	10%	9%	10%	8%	9%	8%	10%	9%

REBASED TO ALL

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	37%	38%	35%	35%	38%	36%	41%	34%	35%	39%	36%	38%	40%	41%	36%	29%	30%
Agree	39%	38%	41%	37%	40%	39%	36%	41%	41%	38%	38%	41%	38%	41%	36%	41%	40%
Disagree	10%	11%	10%	9%	9%	13%	9%	11%	12%	8%	10%	9%	8%	10%	11%	15%	10%
Strongly disagree	2%	2%	2%	1%	1%	3%	2%	2%	2%	2%	3%	2%	1%	1%	2%	2%	3%
Don't know	9%	7%	10%	11%	9%	7%	9%	9%	8%	9%	9%	9%	8%	9%	8%	10%	9%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

I would pay fees for current and savings accounts if I received extra benefits (e.g. insurance or breakdown cover) or discounts and improved interest rates

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	3%	3%	4%	3%	2%	2%	1%	3%	3%	2%	1%	-	4%	-
Agree	19%	21%	15%	20%	24%	15%	20%	19%	18%	20%	19%	12%	21%	34%
Disagree	40%	39%	40%	39%	39%	44%	38%	32%	41%	36%	38%	51%	38%	49%
Strongly disagree	28%	28%	28%	28%	22%	32%	28%	27%	28%	34%	32%	29%	25%	9%
Don't know	10%	9%	13%	9%	13%	7%	13%	19%	10%	9%	9%	9%	12%	9%

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	3%	3%	4%	3%	2%	2%	1%	3%	3%	2%	1%	-	4%	-
Agree	19%	21%	15%	19%	22%	15%	18%	17%	18%	20%	19%	12%	20%	34%
Disagree	38%	39%	39%	39%	37%	42%	34%	30%	40%	35%	37%	51%	36%	49%
Strongly disagree	28%	28%	27%	28%	21%	31%	25%	25%	28%	33%	32%	29%	23%	9%
Don't know	10%	8%	12%	9%	13%	7%	12%	17%	10%	8%	9%	9%	12%	9%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

I would leave my main current account provider if they increased or introduced a monthly fee charged on the account

Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	38%	39%	32%	37%	52%	35%	30%	41%	37%	39%	36%	44%	39%	26%
Agree	41%	42%	42%	42%	30%	43%	40%	33%	41%	42%	40%	34%	39%	63%
Disagree	11%	10%	12%	11%	6%	11%	18%	8%	11%	8%	10%	6%	11%	6%
Strongly disagree	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	-	2%	4%
Don't know	9%	7%	12%	8%	10%	9%	9%	16%	8%	9%	11%	16%	9%	-

REBASED TO ALL

Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	37%	38%	31%	37%	49%	34%	27%	38%	36%	38%	35%	44%	37%	26%
Agree	39%	41%	41%	41%	29%	41%	36%	31%	40%	41%	39%	34%	36%	63%
Disagree	10%	10%	12%	11%	6%	11%	17%	7%	11%	8%	10%	6%	10%	6%
Strongly disagree	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	3%	-	2%	4%
Don't know	9%	7%	12%	8%	10%	9%	8%	15%	8%	8%	11%	16%	9%	-
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

I would pay fees for current and savings accounts if I received extra benefits (e.g. insurance or breakdown cover) or discounts and improved interest rates

Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49
Strongly agree	3%	3%	2%	4%	3%	3%	-
Agree	19%	19%	21%	19%	10%	19%	26%
Disagree	40%	40%	37%	38%	50%	39%	36%
Strongly disagree	28%	30%	25%	26%	26%	26%	28%
Don't know	10%	9%	14%	13%	10%	14%	10%

REBASED TO ALL

Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	3%	3%	2%	3%	3%	3%	-
Agree	19%	18%	21%	18%	10%	18%	26%
Disagree	38%	39%	35%	37%	48%	37%	36%
Strongly disagree	28%	29%	24%	25%	25%	25%	28%
Don't know	10%	9%	14%	13%	10%	13%	10%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

I would leave my main current account provider if they increased or introduced a monthly fee charged on the account

Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49
Strongly agree	38%	39%	33%	37%	36%	35%	34%
Agree	41%	40%	40%	47%	42%	43%	42%
Disagree	11%	11%	14%	8%	8%	11%	6%
Strongly disagree	2%	2%	2%	0%	7%	2%	1%
Don't know	9%	9%	11%	8%	7%	9%	16%

REBASED TO ALL

Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	37%	38%	32%	36%	35%	34%	34%
Agree	39%	38%	38%	45%	40%	41%	42%
Disagree	10%	10%	13%	8%	8%	10%	6%
Strongly disagree	2%	2%	2%	0%	7%	2%	1%
Don't know	9%	8%	11%	7%	7%	9%	16%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

I would pay fees for current and savings accounts if I received extra benefits (e.g. insurance or breakdown cover) or discounts and improved interest rates

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	3%	5%	3%	4%	3%	2%	3%	2%	3%	3%	2%	2%
Agree	19%	27%	20%	18%	17%	18%	19%	17%	15%	20%	20%	25%
Disagree	40%	38%	37%	45%	39%	37%	37%	38%	42%	39%	49%	38%
Strongly disagree	28%	20%	30%	25%	25%	29%	30%	33%	32%	31%	18%	27%
Don't know	10%	10%	10%	8%	16%	14%	11%	10%	8%	7%	12%	8%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	3%	5%	3%	4%	3%	2%	3%	2%	3%	3%	2%	2%
Agree	19%	26%	19%	18%	16%	18%	19%	17%	15%	19%	20%	23%
Disagree	38%	36%	35%	45%	38%	36%	36%	37%	40%	38%	48%	35%
Strongly disagree	28%	19%	29%	25%	24%	28%	29%	32%	31%	31%	17%	25%
Don't know	10%	10%	9%	8%	15%	13%	11%	10%	8%	7%	11%	7%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

I would leave my main current account provider if they increased or introduced a monthly fee charged on the account

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	38%	33%	39%	38%	42%	37%	41%	42%	39%	35%	30%	33%
Agree	41%	47%	36%	40%	37%	43%	42%	37%	39%	47%	42%	44%
Disagree	11%	12%	10%	11%	9%	9%	8%	11%	11%	12%	16%	11%
Strongly disagree	2%	3%	4%	2%	2%	1%	1%	1%	2%	1%	2%	4%
Don't know	9%	5%	11%	9%	10%	10%	8%	9%	9%	6%	10%	9%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	37%	31%	37%	38%	40%	36%	40%	41%	38%	34%	29%	30%
Agree	39%	44%	34%	40%	35%	42%	41%	36%	37%	46%	42%	40%
Disagree	10%	12%	10%	11%	9%	9%	8%	10%	10%	12%	15%	10%
Strongly disagree	2%	3%	4%	2%	2%	1%	1%	1%	2%	1%	2%	3%
Don't know	9%	5%	10%	9%	10%	9%	8%	9%	9%	6%	10%	9%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

It is easier if I can keep all my current accounts in one place (i.e. with the same bank/building society)

	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
Strongly agree	11%	11%	11%	17%	13%	8%	8%	11%	10%	13%	12%	9%	12%	13%	12%	10%	10%
Agree	53%	52%	54%	53%	62%	56%	51%	49%	53%	54%	53%	54%	58%	53%	50%	54%	57%
Disagree	25%	25%	24%	16%	16%	28%	27%	30%	28%	21%	26%	27%	19%	24%	26%	25%	24%
Strongly disagree	4%	5%	3%	3%	2%	4%	4%	6%	5%	4%	4%	4%	6%	5%	2%	4%	4%
Don't know	7%	6%	7%	11%	7%	5%	10%	4%	5%	8%	6%	7%	6%	7%	9%	5%	5%

REBASED TO ALL

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Strongly agree	11%	11%	11%	16%	12%	7%	8%	11%	10%	12%	11%	9%	11%	13%	12%	10%	9%
Agree	52%	50%	53%	49%	60%	54%	50%	48%	52%	52%	51%	51%	57%	52%	49%	53%	53%
Disagree	24%	24%	24%	15%	15%	27%	26%	29%	27%	20%	25%	26%	18%	23%	25%	24%	23%
Strongly disagree	4%	5%	3%	3%	2%	4%	4%	5%	4%	3%	3%	3%	6%	5%	4%	2%	4%
Don't know	6%	6%	7%	10%	7%	4%	9%	4%	5%	8%	6%	7%	6%	7%	9%	5%	5%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

You stated that you prefer to save with a large established high street bank.

Which of the following explain why this is? (Please tick all that apply)

	1324	562	762	131	197	204	240	552	727	597	331	218	107	170	307	63	128
Unweighted Base	1324	562	762	131	197	204	240	552	727	597	331	218	107	170	307	63	128
All GB Adults who prefer to save with a large established high street bank	1340	622	717	173	247	226	247	447	721	618	335	229	134	160	307	60	114
I think they are safer	53%	53%	52%	60%	50%	51%	54%	52%	52%	53%	54%	55%	56%	51%	51%	50%	52%
They tend to offer better rates	12%	11%	12%	23%	12%	9%	12%	8%	12%	11%	11%	8%	16%	12%	13%	18%	7%
I prefer face to face contact/ carry out transactions over the counter	35%	30%	40%	24%	25%	33%	33%	47%	33%	37%	36%	33%	31%	32%	37%	31%	43%
They have a wider branch network	43%	44%	42%	46%	43%	49%	41%	39%	45%	40%	43%	46%	37%	46%	40%	41%	43%
Special offers on signing up (railcard/ incentives)	5%	6%	5%	22%	4%	4%	2%	1%	3%	7%	7%	2%	7%	4%	6%	3%	3%
Staff better qualified/ more knowledgeable	14%	15%	13%	14%	9%	14%	14%	17%	13%	15%	14%	10%	18%	18%	13%	18%	11%
They provide a greater range of services	20%	19%	21%	22%	21%	21%	20%	18%	20%	20%	19%	18%	22%	25%	17%	27%	24%
My local branch is a large established high street bank	46%	42%	49%	39%	36%	45%	42%	57%	46%	46%	44%	44%	47%	44%	46%	55%	52%
I have always used them and see no reason to change	52%	52%	51%	52%	49%	46%	48%	58%	49%	55%	54%	49%	52%	48%	54%	49%	48%
They provide better additional services (e.g. online banking, telephone banking)	43%	43%	43%	45%	47%	41%	37%	45%	45%	41%	43%	42%	51%	41%	44%	46%	38%
Other	2%	2%	1%	-	3%	1%	1%	2%	2%	1%	1%	-	5%	2%	1%	1%	1%
Don't know	2%	2%	2%	1%	4%	2%	1%	1%	1%	2%	1%	1%	1%	1%	3%	-	5%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

It is easier if I can keep all my current accounts in one place (i.e. with the same bank/ building society)

	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
Strongly agree	11%	10%	13%	11%	17%	11%	14%	11%	9%	14%	14%	13%	13%	14%
Agree	53%	56%	50%	54%	57%	52%	53%	46%	52%	56%	52%	47%	55%	51%
Disagree	25%	25%	27%	25%	15%	28%	18%	25%	27%	21%	25%	35%	21%	16%
Strongly disagree	4%	4%	3%	4%	2%	6%	2%	4%	5%	3%	4%	-	3%	9%
Don't know	7%	5%	7%	6%	10%	4%	12%	14%	6%	7%	5%	4%	9%	11%

REBASED TO ALL

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Strongly agree	11%	10%	12%	10%	16%	11%	13%	10%	9%	13%	14%	13%	12%	14%
Agree	52%	55%	48%	53%	54%	50%	48%	43%	51%	55%	51%	47%	52%	51%
Disagree	24%	24%	26%	25%	14%	27%	17%	24%	27%	20%	24%	35%	19%	16%
Strongly disagree	4%	4%	3%	4%	2%	5%	2%	4%	5%	3%	4%	-	2%	9%
Don't know	6%	5%	7%	6%	9%	4%	11%	13%	6%	6%	4%	4%	8%	11%
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

You stated that you prefer to save with a large established high street bank.

Which of the following explain why this is? (Please tick all that apply)

	1324	661	183	844	63	284	39	94	682	151	159	34	288	10
Unweighted Base	1324	661	183	844	63	284	39	94	682	151	159	34	288	10
All GB Adults who prefer to save with a large established high street bank	1340	721	174	896	79	230	42	93	639	176	144	28	343	9
I think they are safer	53%	53%	49%	53%	67%	49%	51%	52%	50%	57%	52%	58%	55%	45%
They tend to offer better rates	12%	13%	10%	13%	18%	9%	9%	2%	10%	15%	10%	8%	14%	11%
I prefer face to face contact/ carry out transactions over the counter	35%	29%	44%	32%	27%	49%	21%	42%	41%	28%	36%	47%	27%	27%
They have a wider branch network	43%	44%	46%	44%	52%	39%	33%	34%	42%	39%	36%	44%	47%	55%
Special offers on signing up (raicard/ incentives)	5%	6%	5%	6%	18%	1%	-	2%	2%	6%	2%	3%	12%	-
Staff better qualified/ more knowledgeable	14%	12%	15%	13%	15%	18%	7%	17%	17%	11%	10%	27%	11%	16%
They provide a greater range of services	20%	21%	19%	21%	22%	23%	4%	8%	20%	26%	16%	20%	19%	43%
My local branch is a large established high street bank	46%	42%	53%	44%	32%	58%	38%	47%	49%	44%	49%	55%	39%	38%
I have always used them and see no reason to change	52%	49%	56%	50%	56%	60%	51%	39%	54%	50%	50%	50%	49%	60%
They provide better additional services (e.g. online banking, telephone banking)	43%	43%	46%	43%	45%	49%	33%	33%	44%	43%	41%	49%	42%	53%
Other	2%	2%	0%	2%	-	2%	-	-	2%	3%	1%	-	1%	-
Don't know	2%	2%	3%	2%	-	0%	-	5%	3%	3%	1%	-	1%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

It is easier if I can keep all my current accounts in one place (i.e. with the same bank/ building society)

Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49
Strongly agree	11%	12%	10%	8%	6%	9%	12%
Agree	53%	53%	56%	56%	56%	56%	48%
Disagree	25%	26%	23%	24%	25%	24%	16%
Strongly disagree	4%	4%	3%	2%	9%	4%	8%
Don't know	7%	6%	8%	9%	4%	8%	17%

REBASED TO ALL

Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Strongly agree	11%	12%	9%	8%	6%	8%	12%
Agree	52%	51%	54%	54%	53%	54%	48%
Disagree	24%	25%	22%	23%	24%	23%	16%
Strongly disagree	4%	4%	3%	2%	9%	4%	8%
Don't know	6%	5%	8%	9%	4%	8%	17%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

You stated that you prefer to save with a large established high street bank.

Which of the following explain why this is? (Please tick all that apply)

Unweighted Base	1324	952	172	133	37	342	30
All GB Adults who prefer to save with a large established high street bank	1340	929	192	152	38	381	29
I think they are safer	53%	53%	55%	50%	56%	53%	50%
They tend to offer better rates	12%	10%	18%	12%	10%	14%	24%
I prefer face to face contact/ carry out transactions over the counter	35%	37%	31%	26%	43%	30%	36%
They have a wider branch network	43%	43%	47%	39%	42%	43%	32%
Special offers on signing up (raicard/ incentives)	5%	4%	8%	5%	8%	7%	8%
Staff better qualified/ more knowledgeable	14%	15%	11%	13%	14%	12%	9%
They provide a greater range of services	20%	20%	23%	17%	15%	20%	24%
My local branch is a large established high street bank	46%	48%	43%	40%	49%	42%	39%
I have always used them and see no reason to change	52%	53%	47%	50%	42%	48%	45%
They provide better additional services (e.g. online banking, telephone banking)	43%	43%	50%	33%	31%	41%	58%
Other	2%	2%	2%	1%	-	1%	-
Don't know	2%	2%	-	7%	4%	3%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

It is easier if I can keep all my current accounts in one place (i.e. with the same bank/ building society)

Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170
Strongly agree	11%	7%	13%	13%	10%	8%	12%	13%	11%	13%	10%	10%
Agree	53%	59%	52%	51%	56%	51%	58%	53%	51%	49%	54%	57%
Disagree	25%	21%	26%	28%	29%	25%	19%	24%	23%	30%	25%	24%
Strongly disagree	4%	6%	4%	2%	2%	5%	6%	5%	6%	3%	2%	4%
Don't know	7%	6%	6%	6%	4%	11%	6%	6%	9%	4%	9%	5%

REBASED TO ALL

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Strongly agree	11%	7%	12%	13%	9%	8%	11%	13%	11%	13%	10%	9%
Agree	52%	55%	50%	51%	54%	49%	57%	52%	49%	49%	53%	53%
Disagree	24%	20%	24%	27%	27%	24%	18%	23%	22%	30%	24%	23%
Strongly disagree	4%	6%	4%	2%	2%	5%	6%	5%	5%	3%	2%	4%
Don't know	6%	6%	5%	6%	3%	10%	6%	6%	9%	4%	9%	5%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

You stated that you prefer to save with a large established high street bank.

Which of the following explain why this is? (Please tick all that apply)

Unweighted Base	1324	66	145	120	109	109	107	170	180	127	63	128
All GB Adults who prefer to save with a large established high street bank	1340	70	146	118	114	115	134	160	183	124	60	114
I think they are safer	53%	53%	49%	60%	56%	54%	56%	51%	54%	47%	50%	52%
They tend to offer better rates	12%	11%	7%	16%	9%	8%	16%	12%	14%	10%	18%	7%
I prefer face to face contact/ carry out transactions over the counter	35%	32%	38%	36%	35%	32%	31%	32%	37%	37%	31%	43%
They have a wider branch network	43%	39%	42%	47%	48%	44%	37%	46%	43%	36%	41%	43%
Special offers on signing up (raincard/ incentives)	5%	6%	5%	10%	3%	2%	7%	4%	8%	3%	3%	3%
Staff better qualified/ more knowledgeable	14%	16%	11%	17%	7%	13%	18%	18%	14%	13%	18%	11%
They provide a greater range of services	20%	18%	20%	19%	15%	21%	22%	25%	17%	16%	27%	24%
My local branch is a large established high street bank	46%	46%	43%	44%	40%	48%	47%	44%	47%	45%	55%	52%
I have always used them and see no reason to change	52%	57%	58%	48%	48%	50%	52%	48%	58%	48%	49%	48%
They provide better additional services (e.g. online banking, telephone banking)	43%	34%	41%	49%	45%	39%	51%	41%	43%	45%	46%	38%
Other	2%	-	2%	1%	-	-	5%	2%	1%	1%	1%	1%
Don't know	2%	2%	2%	-	1%	2%	1%	1%	4%	3%	-	5%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Please indicate the level of cash savings you **PERSONALLY** currently have (that are not tied up with retirement-based products)? (If you have a joint account, please divide the total amount of savings by the number of people who hold the account)

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
All GB Adults																	
£0	15%	14%	17%	16%	19%	20%	18%	10%	13%	19%	17%	13%	14%	16%	16%	22%	11%
Up to £2,000	20%	19%	20%	36%	24%	22%	19%	12%	19%	21%	21%	20%	21%	18%	19%	13%	25%
£2,001 to £5,000	11%	11%	11%	10%	18%	11%	8%	9%	11%	11%	11%	12%	13%	7%	10%	14%	11%
£5,001 to £10,000	9%	11%	7%	8%	10%	11%	10%	9%	9%	9%	10%	7%	12%	6%	10%	9%	9%
£10,001 to £20,000	8%	8%	8%	7%	10%	8%	7%	8%	9%	7%	7%	5%	9%	8%	10%	8%	7%
£20,001 to £30,000	4%	6%	3%	1%	3%	5%	4%	6%	5%	3%	5%	5%	5%	4%	5%	2%	3%
£30,001 to £40,000	3%	3%	2%	1%	2%	1%	2%	4%	3%	2%	2%	2%	0%	6%	2%	1%	5%
£40,001 to £50,000	2%	2%	1%	1%	1%	1%	2%	3%	2%	1%	2%	2%	0%	2%	1%	2%	2%
£50,001 to £100,000	3%	3%	2%	-	-	1%	4%	5%	4%	2%	2%	3%	4%	3%	2%	4%	3%
More than £100,000	2%	3%	2%	0%	1%	2%	3%	4%	3%	1%	2%	2%	2%	5%	2%	1%	1%
Don't know/ prefer not to say	23%	19%	26%	20%	13%	19%	24%	30%	22%	24%	20%	27%	20%	24%	22%	23%	24%

Are you currently saving more, less or about the same amount PER MONTH compared to this time last year (i.e. the beginning of October 2009)?

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
All GB Adults																	
Much more	3%	4%	3%	11%	6%	3%	1%	1%	3%	4%	1%	4%	5%	4%	4%	4%	4%
Slightly more	13%	13%	13%	18%	20%	14%	8%	9%	16%	10%	12%	13%	19%	11%	14%	11%	13%
No change	39%	40%	38%	30%	36%	38%	40%	44%	40%	38%	41%	36%	35%	42%	40%	41%	37%
Slightly less	16%	17%	15%	15%	15%	15%	17%	17%	15%	17%	19%	15%	13%	12%	16%	6%	23%
Much less	21%	20%	22%	14%	14%	23%	27%	22%	20%	22%	21%	21%	22%	22%	19%	33%	15%
Don't know/ prefer not to say	8%	7%	9%	13%	8%	7%	7%	8%	7%	10%	6%	12%	7%	10%	8%	5%	9%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Please indicate the level of cash savings you **PERSONALLY** currently have (that are not tied up with retirement-based products)? (If you have a joint account, please divide the total amount of savings by the number of people who hold the account)

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
£0	15%	15%	14%	15%	19%	9%	27%	30%	11%	23%	21%	15%	18%	28%
Up to £2,000	20%	22%	20%	22%	32%	9%	23%	17%	19%	20%	16%	15%	24%	16%
£2,001 to £5,000	11%	12%	11%	12%	16%	8%	11%	8%	11%	13%	12%	8%	11%	-
£5,001 to £10,000	9%	10%	8%	10%	10%	9%	11%	5%	8%	9%	10%	15%	11%	8%
£10,001 to £20,000	8%	8%	10%	9%	8%	8%	3%	3%	9%	6%	8%	2%	7%	13%
£20,001 to £30,000	4%	5%	2%	4%	-	7%	3%	3%	5%	3%	4%	4%	3%	-
£30,001 to £40,000	3%	2%	3%	3%	2%	4%	1%	2%	3%	2%	1%	2%	2%	4%
£40,001 to £50,000	2%	2%	1%	2%	-	2%	3%	1%	2%	1%	2%	5%	1%	-
£50,001 to £100,000	3%	2%	3%	2%	-	6%	-	0%	3%	3%	3%	10%	1%	6%
More than £100,000	2%	2%	2%	2%	-	6%	-	2%	3%	2%	1%	2%	1%	4%
Don't know/ prefer not to say	23%	19%	25%	21%	14%	31%	18%	29%	26%	18%	22%	22%	20%	20%

Are you currently saving more, less or about the same amount PER MONTH compared to this time last year (i.e. the beginning of October 2009)?

	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Much more	3%	4%	2%	4%	12%	1%	3%	1%	2%	4%	1%	-	6%	-
Slightly more	13%	17%	12%	16%	10%	7%	7%	3%	12%	15%	8%	11%	16%	-
No change	39%	37%	37%	37%	40%	46%	43%	39%	40%	35%	41%	28%	38%	44%
Slightly less	16%	16%	17%	16%	15%	17%	12%	12%	17%	16%	17%	24%	13%	19%
Much less	21%	19%	24%	20%	14%	21%	28%	26%	21%	22%	26%	30%	17%	16%
Don't know/ prefer not to say	8%	6%	7%	6%	10%	8%	9%	19%	7%	7%	7%	8%	10%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Please indicate the level of cash savings you **PERSONALLY** currently have (that are not tied up with retirement-based products)? (If you have a joint account, please divide the total amount of savings by the number of people who hold the account)

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
£0	15%	13%	21%	18%	30%	21%	10%
Up to £2,000	20%	18%	26%	25%	19%	25%	26%
£2,001 to £5,000	11%	11%	14%	11%	5%	12%	9%
£5,001 to £10,000	9%	10%	6%	12%	5%	8%	11%
£10,001 to £20,000	8%	8%	8%	6%	15%	8%	5%
£20,001 to £30,000	4%	5%	4%	2%	2%	3%	2%
£30,001 to £40,000	3%	3%	1%	1%	2%	1%	3%
£40,001 to £50,000	2%	2%	1%	1%	1%	1%	-
£50,001 to £100,000	3%	4%	1%	1%	1%	1%	2%
More than £100,000	2%	3%	2%	1%	3%	1%	4%
Don't know/ prefer not to say	23%	24%	16%	23%	18%	19%	29%

Are you currently saving more, less or about the same amount PER MONTH compared to this time last year (i.e. the beginning of October 2009)?

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
Much more	3%	4%	4%	3%	2%	3%	-
Slightly more	13%	14%	14%	8%	8%	11%	6%
No change	39%	40%	38%	40%	31%	38%	28%
Slightly less	16%	16%	16%	15%	19%	16%	22%
Much less	21%	20%	21%	21%	28%	22%	34%
Don't know/ prefer not to say	8%	7%	6%	14%	12%	10%	11%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Please indicate the level of cash savings you **PERSONALLY** currently have (that are not tied up with retirement-based products)? (If you have a joint account, please divide the total amount of savings by the number of people who hold the account)

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
£0	15%	17%	16%	19%	12%	15%	14%	16%	15%	16%	22%	11%
Up to £2,000	20%	24%	20%	19%	26%	15%	21%	18%	21%	17%	13%	25%
£2,001 to £5,000	11%	13%	13%	8%	14%	11%	13%	7%	9%	11%	14%	11%
£5,001 to £10,000	9%	7%	9%	13%	6%	9%	12%	6%	11%	9%	9%	9%
£10,001 to £20,000	8%	9%	7%	6%	5%	5%	9%	8%	11%	9%	8%	7%
£20,001 to £30,000	4%	6%	4%	4%	5%	5%	5%	4%	3%	7%	2%	3%
£30,001 to £40,000	3%	2%	2%	2%	3%	1%	0%	6%	1%	4%	1%	5%
£40,001 to £50,000	2%	1%	2%	2%	3%	1%	0%	2%	2%	1%	2%	2%
£50,001 to £100,000	3%	1%	1%	4%	2%	3%	4%	3%	2%	1%	4%	3%
More than £100,000	2%	2%	3%	2%	2%	3%	2%	5%	2%	1%	1%	1%
Don't know/ prefer not to say	23%	18%	22%	20%	24%	31%	20%	24%	21%	24%	23%	24%

Are you currently saving more, less or about the same amount PER MONTH compared to this time last year (i.e. the beginning of October 2009)?

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Much more	3%	-	2%	1%	4%	4%	5%	4%	4%	5%	4%	4%
Slightly more	13%	12%	10%	14%	9%	16%	19%	11%	14%	14%	11%	13%
No change	39%	46%	42%	37%	36%	36%	35%	42%	40%	40%	41%	37%
Slightly less	16%	15%	20%	20%	16%	15%	13%	12%	16%	14%	6%	23%
Much less	21%	19%	19%	25%	26%	16%	22%	22%	19%	19%	33%	15%
Don't know/ prefer not to say	8%	8%	7%	3%	10%	14%	7%	10%	8%	8%	5%	9%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Which, if any, of the following statements about your savings apply to you? (Please tick all that apply)

	1816	825	991	162	245	251	320	838	1046	770	439	287	148	248	419	89	186
All GB Adults with some form of savings	1779	871	908	213	299	280	324	663	1009	770	427	299	174	227	407	82	163
I have moved my current account to a safer bank in the last year	1%	2%	1%	2%	2%	-	2%	1%	1%	1%	1%	2%	-	1%	2%	3%	2%
I have moved some or all of my savings to a safer bank in the last year	3%	3%	3%	3%	2%	2%	3%	4%	3%	3%	4%	2%	3%	5%	3%	-	4%
I have moved some of my savings so I have no more than £50,000 at any one bank	6%	6%	6%	1%	2%	4%	8%	11%	8%	4%	6%	6%	8%	10%	6%	3%	6%
I have more savings than this time last year	21%	23%	19%	25%	27%	21%	19%	18%	22%	20%	17%	21%	25%	22%	24%	16%	22%
I am saving more in non cash products (such as bonds, equities) instead of cash compared to this time last year	4%	5%	4%	7%	2%	4%	4%	5%	4%	4%	3%	3%	4%	5%	6%	3%	6%
I am saving more than I was this time last year	15%	15%	15%	27%	22%	17%	9%	9%	15%	14%	11%	18%	21%	11%	16%	18%	11%
I don't save as much compared to this time last year, as interest rates offered are very low	22%	22%	23%	12%	12%	23%	29%	27%	22%	23%	25%	19%	20%	21%	22%	28%	24%
I am having to dip into my savings each month in order to make ends meet	22%	23%	21%	15%	23%	20%	23%	24%	21%	23%	21%	24%	25%	23%	20%	26%	19%
None of these	32%	30%	34%	35%	31%	36%	31%	29%	32%	32%	34%	35%	23%	31%	31%	29%	36%

When searching for a savings account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a savings account. (Please tick up to 3 options)

	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products	2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
It is with the same provider as my main current account	10%	10%	9%	10%	9%	7%	8%	12%	8%	12%	11%	8%	10%	7%	11%	14%	8%
Good interest rate offered on my savings	55%	55%	55%	52%	55%	59%	53%	56%	60%	50%	52%	56%	63%	58%	53%	51%	58%
Tax-free accounts (e.g. ISAs)	29%	28%	31%	32%	33%	21%	29%	31%	30%	28%	24%	34%	29%	31%	32%	28%	28%
Instant access (with no penalty) to my money	43%	41%	46%	35%	40%	44%	45%	47%	45%	42%	42%	47%	41%	42%	43%	48%	42%
Depositing with a well established bank/ building society	15%	14%	16%	8%	10%	15%	17%	19%	16%	14%	14%	18%	14%	15%	17%	15%	11%
It's a brand I am familiar with	13%	14%	11%	12%	14%	14%	12%	11%	12%	14%	12%	14%	11%	16%	12%	16%	8%
The perceived safety of my money (the bank/ building society won't go bust)	31%	28%	34%	25%	25%	29%	34%	35%	34%	28%	33%	32%	32%	31%	29%	30%	32%
Good service levels and convenience	19%	20%	18%	14%	18%	24%	19%	19%	22%	16%	19%	21%	16%	20%	18%	24%	17%
I already have a savings account or a mortgage with this bank/ building society	7%	7%	8%	7%	6%	8%	7%	8%	8%	7%	9%	6%	7%	8%	7%	4%	9%
The ability to keep all my accounts in one place	9%	8%	10%	11%	11%	7%	9%	9%	8%	12%	9%	9%	10%	6%	9%	16%	12%
The option to pay more to get a better/ preferential rate of interest	9%	10%	9%	10%	12%	9%	10%	8%	10%	9%	9%	8%	8%	11%	9%	12%	10%
None of these	5%	6%	4%	5%	5%	4%	5%	5%	4%	6%	6%	3%	5%	5%	4%	5%	4%
Don't know	8%	8%	8%	12%	9%	8%	7%	6%	6%	9%	8%	7%	10%	7%	9%	4%	9%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

Which, if any, of the following statements about your savings apply to you? (Please tick all that apply)

	Unweighted Base	1816	883	261	1144	78	424	46	124	1008	196	195	42	363	12
All GB Adults with some form of savings	1779	935	243	1178	95	338	48	121	923	214	170	35	426	11	
I have moved my current account to a safer bank in the last year	1%	1%	0%	1%	2%	2%	2%	2%	1%	2%	2%	-	2%	-	
I have moved some or all of my savings to a safer bank in the last year	3%	2%	3%	2%	5%	7%	1%	3%	3%	1%	4%	5%	3%	-	
I have moved some of my savings so I have no more than £50,000 at any one bank	6%	4%	7%	5%	1%	14%	2%	4%	8%	6%	6%	7%	4%	9%	
I have more savings than this time last year	21%	27%	18%	25%	19%	13%	10%	8%	19%	23%	17%	10%	25%	9%	
I am saving more in non cash products (such as bonds, equities) instead of cash compared to this time last year	4%	4%	3%	4%	7%	6%	7%	3%	5%	3%	3%	5%	5%	-	
I am saving more than I was this time last year	15%	18%	13%	17%	22%	8%	14%	2%	13%	19%	11%	2%	20%	-	
I don't save as much compared to this time last year, as interest rates offered are very low	22%	21%	24%	21%	16%	29%	20%	21%	25%	20%	25%	34%	16%	27%	
I am having to dip into my savings each month in order to make ends meet	22%	18%	25%	19%	20%	27%	35%	29%	20%	23%	27%	34%	23%	24%	
None of these	32%	31%	31%	31%	33%	29%	26%	47%	33%	30%	31%	29%	31%	41%	

When searching for a savings account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a savings account. (Please tick up to 3 options)

	Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products	2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15	
It is with the same provider as my main current account	10%	8%	9%	9%	11%	15%	10%	6%	9%	11%	10%	18%	8%	32%	
Good interest rate offered on my savings	55%	57%	55%	57%	57%	55%	40%	44%	56%	54%	49%	50%	57%	20%	
Tax-free accounts (e.g. ISAs)	29%	30%	32%	30%	27%	32%	29%	19%	29%	25%	28%	39%	32%	24%	
Instant access (with no penalty) to my money	43%	44%	42%	44%	43%	47%	34%	37%	45%	36%	50%	38%	42%	40%	
Depositing with a well established bank/ building society	15%	14%	17%	14%	9%	20%	8%	18%	17%	13%	15%	20%	12%	20%	
It's a brand I am familiar with	13%	13%	13%	13%	13%	13%	14%	8%	13%	12%	17%	5%	12%	12%	
The perceived safety of my money (the bank/ building society won't go bust)	31%	30%	34%	31%	29%	35%	24%	31%	33%	27%	33%	35%	30%	22%	
Good service levels and convenience	19%	20%	18%	19%	18%	20%	14%	17%	21%	19%	19%	17%	16%	19%	
I already have a savings account or a mortgage with this bank/ building society	7%	7%	8%	7%	9%	8%	6%	6%	8%	7%	7%	9%	5%	-	
The ability to keep all my accounts in one place	9%	10%	9%	10%	6%	8%	12%	8%	9%	8%	10%	8%	11%	-	
The option to pay more to get a better/ preferential rate of interest	9%	11%	10%	11%	7%	7%	12%	4%	9%	12%	7%	8%	11%	6%	
None of these	5%	4%	4%	4%	4%	6%	11%	7%	4%	7%	6%	10%	4%	10%	
Don't know	8%	7%	8%	7%	9%	4%	8%	19%	7%	9%	6%	4%	9%	25%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following statements about your savings apply to you? (Please tick all that apply)

	Unweighted Base	1816	1337	208	175	48	431	48
All GB Adults with some form of savings	1779	1264	225	194	51	470	45	
I have moved my current account to a safer bank in the last year	1%	2%	1%	1%	-	1%	2%	
I have moved some or all of my savings to a safer bank in the last year	3%	3%	1%	4%	5%	3%	2%	
I have moved some of my savings so I have no more than £50,000 at any one bank	6%	8%	4%	3%	1%	3%	8%	
I have more savings than this time last year	21%	23%	20%	15%	10%	17%	8%	
I am saving more in non cash products (such as bonds, equities) instead of cash compared to this time last year	4%	4%	4%	3%	6%	4%	4%	
I am saving more than I was this time last year	15%	15%	19%	9%	8%	14%	10%	
I don't save as much compared to this time last year, as interest rates offered are very low	22%	23%	24%	17%	24%	21%	29%	
I am having to dip into my savings each month in order to make ends meet	22%	22%	23%	16%	27%	21%	39%	
None of these	32%	30%	32%	46%	38%	38%	25%	

When searching for a savings account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a savings account. (Please tick up to 3 options)

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49	
It is with the same provider as my main current account	10%	9%	13%	10%	5%	10%	21%	
Good interest rate offered on my savings	55%	57%	54%	48%	54%	52%	37%	
Tax-free accounts (e.g. ISAs)	29%	31%	30%	23%	15%	25%	31%	
Instant access (with no penalty) to my money	43%	46%	36%	36%	44%	37%	50%	
Depositing with a well established bank/ building society	15%	16%	13%	10%	21%	13%	15%	
It's a brand I am familiar with	13%	12%	15%	13%	10%	13%	18%	
The perceived safety of my money (the bank/ building society won't go bust)	31%	32%	29%	30%	33%	30%	19%	
Good service levels and convenience	19%	18%	19%	22%	24%	21%	23%	
I already have a savings account or a mortgage with this bank/ building society	7%	7%	9%	6%	8%	8%	5%	
The ability to keep all my accounts in one place	9%	10%	8%	10%	9%	9%	6%	
The option to pay more to get a better/ preferential rate of interest	9%	10%	7%	10%	7%	8%	15%	
None of these	5%	4%	3%	9%	6%	6%	5%	
Don't know	8%	6%	12%	10%	9%	11%	14%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

Which, if any, of the following statements about your savings apply to you? (Please tick all that apply)

	Unweighted Base	1816	81	194	164	144	143	148	248	251	168	89	186
All GB Adults with some form of savings	1779	82	190	155	148	152	174	227	248	159	82	163	
I have moved my current account to a safer bank in the last year	1%	1%	1%	2%	1%	2%	-	1%	1%	2%	3%	2%	
I have moved some or all of my savings to a safer bank in the last year	3%	4%	5%	3%	1%	3%	3%	5%	2%	5%	-	4%	
I have moved some of my savings so I have no more than £50,000 at any one bank	6%	5%	6%	6%	6%	6%	8%	10%	6%	6%	3%	6%	
I have more savings than this time last year	21%	15%	16%	19%	20%	21%	25%	22%	22%	25%	16%	22%	
I am saving more in non cash products (such as bonds, equities) instead of cash compared to this time last year	4%	1%	3%	4%	2%	4%	4%	5%	8%	4%	3%	6%	
I am saving more than I was this time last year	15%	10%	11%	13%	14%	21%	21%	11%	17%	14%	18%	11%	
I don't save as much compared to this time last year, as interest rates offered are very low	22%	26%	22%	29%	19%	20%	20%	21%	22%	21%	28%	24%	
I am having to dip into my savings each month in order to make ends meet	22%	19%	24%	19%	26%	22%	25%	23%	21%	19%	26%	19%	
None of these	32%	35%	36%	30%	37%	33%	23%	31%	33%	28%	29%	36%	

When searching for a savings account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a savings account. (Please tick up to 3 options)

	Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170	
It is with the same provider as my main current account	10%	10%	13%	9%	7%	9%	10%	7%	11%	11%	14%	8%	
Good interest rate offered on my savings	55%	46%	53%	53%	57%	55%	63%	58%	52%	54%	51%	58%	
Tax-free accounts (e.g. ISAs)	29%	22%	22%	28%	32%	36%	29%	31%	31%	33%	28%	28%	
Instant access (with no penalty) to my money	43%	47%	41%	42%	52%	43%	41%	42%	43%	44%	48%	42%	
Depositing with a well established bank/ building society	15%	19%	14%	11%	19%	17%	14%	15%	18%	14%	15%	11%	
It's a brand I am familiar with	13%	16%	10%	12%	17%	11%	11%	16%	13%	12%	16%	8%	
The perceived safety of my money (the bank/ building society won't go bust)	31%	33%	31%	36%	32%	31%	32%	31%	28%	32%	30%	32%	
Good service levels and convenience	19%	19%	16%	23%	22%	19%	16%	20%	19%	18%	24%	17%	
I already have a savings account or a mortgage with this bank/ building society	7%	6%	11%	7%	6%	6%	7%	8%	7%	8%	4%	9%	
The ability to keep all my accounts in one place	9%	10%	10%	7%	8%	10%	10%	6%	9%	10%	16%	12%	
The option to pay more to get a better/ preferential rate of interest	9%	6%	9%	11%	10%	7%	8%	11%	9%	10%	12%	10%	
None of these	5%	7%	6%	7%	5%	2%	5%	5%	5%	3%	5%	4%	
Don't know	8%	9%	8%	6%	3%	10%	10%	7%	9%	9%	4%	9%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

REBASED TO ALL

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base																	
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
It is with the same provider as my main current account	9%	10%	9%	10%	9%	7%	8%	12%	8%	11%	11%	8%	9%	7%	11%	14%	8%
Good interest rate offered on my savings	53%	53%	53%	48%	53%	57%	52%	55%	58%	47%	50%	54%	62%	57%	52%	50%	54%
Tax-free accounts (e.g. ISAs)	28%	27%	30%	30%	32%	20%	28%	30%	29%	27%	23%	33%	28%	30%	31%	27%	26%
Instant access (with no penalty) to my money	42%	39%	45%	33%	39%	43%	44%	45%	44%	40%	41%	45%	41%	41%	42%	47%	39%
Depositing with a well established bank/ building society	15%	13%	16%	7%	10%	15%	17%	19%	16%	13%	13%	17%	14%	15%	16%	15%	10%
It's a brand I am familiar with	12%	14%	11%	11%	14%	14%	12%	11%	11%	13%	11%	13%	11%	15%	12%	16%	7%
The perceived safety of my money (the bank/ building society won't go bust)	30%	27%	33%	23%	25%	29%	34%	35%	33%	27%	32%	30%	31%	30%	29%	29%	30%
Good service levels and convenience	18%	19%	18%	14%	17%	23%	18%	18%	21%	15%	19%	20%	15%	19%	18%	24%	15%
I already have a savings account or a mortgage with this bank/ building society	7%	6%	8%	7%	6%	7%	7%	8%	7%	7%	8%	6%	7%	8%	7%	4%	8%
The ability to keep all my accounts in one place	9%	8%	10%	10%	11%	7%	9%	9%	7%	11%	8%	9%	10%	6%	9%	16%	12%
The option to pay more to get a better/ preferential rate of interest	9%	10%	8%	10%	11%	9%	9%	8%	10%	8%	9%	8%	8%	11%	9%	12%	9%
None of these	5%	6%	4%	5%	5%	4%	4%	5%	4%	5%	6%	3%	5%	5%	4%	5%	4%
Don't know	7%	8%	7%	12%	8%	8%	7%	6%	6%	9%	7%	6%	9%	6%	8%	4%	9%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

You stated that good service levels were one of your top three most important factors when searching for a savings account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	392	182	210	25	52	72	70	173	250	142	100	66	24	60	84	28	30
Unweighted Base																	
All GB Adults who think customer service is one of the top three most important factors when searching for a savings account	387	195	192	34	64	83	72	134	245	142	96	68	31	52	86	25	28
Online access to the account	64%	67%	61%	70%	64%	71%	54%	64%	65%	62%	60%	63%	66%	60%	68%	62%	77%
A local branch convenient for me to visit	52%	52%	53%	48%	59%	37%	56%	58%	49%	58%	60%	54%	57%	44%	49%	58%	41%
Branches with extended opening hours	20%	18%	23%	25%	25%	21%	19%	16%	20%	21%	20%	22%	19%	27%	14%	25%	19%
A large number of branches in many different locations	21%	21%	20%	45%	12%	30%	12%	18%	18%	25%	21%	19%	12%	18%	23%	26%	24%
Telephone access/ service for the account from a UK-based call centre	31%	31%	31%	21%	39%	32%	35%	27%	35%	25%	27%	30%	31%	41%	29%	27%	39%
Telephone access/ service for the account from a foreign-based call centre	2%	3%	1%	3%	3%	3%	2%	0%	1%	3%	3%	3%	-	4%	1%	-	-
Telephone access to someone in a branch	18%	17%	19%	15%	6%	14%	19%	27%	22%	12%	16%	21%	9%	20%	23%	17%	13%
Access to a cash machine network	39%	39%	40%	32%	37%	35%	53%	38%	39%	40%	45%	44%	34%	44%	34%	46%	16%
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	25%	22%	28%	25%	18%	19%	31%	29%	26%	24%	22%	13%	37%	29%	27%	25%	38%
Other	3%	4%	2%	-	2%	6%	-	3%	3%	2%	-	6%	-	2%	3%	2%	7%
Don't know	0%	1%	-	-	2%	-	-	-	1%	-	-	-	5%	-	-	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

REBASED TO ALL

	Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
	All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
It is with the same provider as my main current account		9%	8%	9%	8%	10%	15%	9%	6%	9%	11%	10%	18%	8%	32%
Good interest rate offered on my savings		53%	56%	54%	56%	55%	53%	37%	41%	55%	53%	48%	50%	54%	20%
Tax-free accounts (e.g. ISAs)		28%	29%	31%	29%	26%	31%	26%	18%	29%	25%	27%	39%	30%	24%
Instant access (with no penalty) to my money		42%	43%	40%	43%	41%	45%	31%	34%	44%	35%	48%	38%	40%	40%
Depositing with a well established bank/ building society		15%	14%	16%	14%	9%	20%	7%	17%	17%	13%	14%	20%	11%	20%
It's a brand I am familiar with		12%	12%	13%	13%	12%	13%	13%	8%	12%	11%	16%	5%	11%	12%
The perceived safety of my money (the bank/ building society won't go bust)		30%	30%	33%	30%	28%	33%	22%	29%	32%	26%	32%	35%	29%	22%
Good service levels and convenience		18%	19%	18%	19%	17%	19%	13%	15%	20%	18%	19%	17%	15%	19%
I already have a savings account or a mortgage with this bank/ building society		7%	7%	8%	7%	9%	8%	5%	5%	8%	7%	7%	9%	5%	-
The ability to keep all my accounts in one place		9%	10%	9%	10%	5%	8%	11%	8%	9%	7%	10%	8%	10%	-
The option to pay more to get a better/ preferential rate of interest		9%	11%	9%	10%	7%	7%	11%	4%	9%	11%	7%	8%	10%	6%
None of these		5%	4%	4%	4%	4%	6%	10%	6%	4%	7%	6%	10%	3%	10%
Don't know		7%	7%	8%	7%	8%	4%	7%	17%	7%	9%	6%	4%	8%	25%
N/A - don't have any financial products		3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

You stated that good service levels were one of your top three most important factors when searching for a savings account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	Unweighted Base	392	198	55	253	15	87	9	28	224	46	45	8	66	3
	All GB Adults who think customer service is one of the top three most important factors when searching for a savings account	387	213	50	263	20	70	8	27	209	51	41	7	76	3
Online access to the account		64%	64%	61%	64%	62%	64%	72%	64%	71%	53%	43%	70%	63%	59%
A local branch convenient for me to visit		52%	45%	66%	49%	73%	62%	42%	52%	55%	53%	66%	41%	40%	36%
Branches with extended opening hours		20%	26%	16%	24%	14%	11%	16%	11%	14%	37%	30%	30%	20%	-
A large number of branches in many different locations		21%	19%	28%	21%	23%	19%	23%	22%	17%	19%	14%	10%	35%	41%
Telephone access/ service for the account from a UK-based call centre		31%	37%	19%	34%	24%	19%	52%	35%	29%	36%	35%	23%	31%	41%
Telephone access/ service for the account from a foreign-based call centre		2%	2%	3%	2%	5%	1%	-	6%	2%	4%	3%	-	1%	-
Telephone access to someone in a branch		18%	15%	13%	15%	25%	28%	8%	21%	19%	18%	13%	40%	15%	76%
Access to a cash machine network		39%	40%	44%	40%	39%	39%	-	42%	42%	27%	40%	38%	39%	24%
Fewer errors (e.g. lost cheques, incorrect transfers etc.)		25%	26%	20%	25%	12%	31%	28%	17%	28%	16%	18%	31%	28%	24%
Other		3%	2%	6%	2%	-	4%	13%	-	3%	-	4%	-	3%	-
Don't know		0%	1%	-	1%	-	-	-	-	-	3%	-	-	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

REBASED TO ALL

	2104	1516	257	212	66	535	53
Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults	2104	1459	286	237	73	596	49
It is with the same provider as my main current account	9%	9%	12%	9%	4%	10%	21%
Good interest rate offered on my savings	53%	55%	52%	46%	52%	49%	37%
Tax-free accounts (e.g. ISAs)	28%	30%	29%	22%	14%	24%	31%
Instant access (with no penalty) to my money	42%	44%	34%	35%	42%	35%	50%
Depositing with a well established bank/ building society	15%	16%	13%	10%	20%	12%	15%
It's a brand I am familiar with	12%	12%	14%	12%	9%	13%	18%
The perceived safety of my money (the bank/ building society won't go bust)	30%	31%	28%	28%	32%	29%	19%
Good service levels and convenience	18%	18%	18%	21%	23%	20%	23%
I already have a savings account or a mortgage with this bank/ building society	7%	7%	9%	6%	8%	7%	5%
The ability to keep all my accounts in one place	9%	9%	8%	9%	8%	9%	6%
The option to pay more to get a better/ preferential rate of interest	9%	9%	7%	10%	7%	8%	15%
None of these	5%	4%	3%	9%	6%	6%	5%
Don't know	7%	6%	11%	9%	9%	10%	14%
N/A - don't have any financial products	3%	3%	4%	4%	4%	4%	-

You stated that good service levels were one of your top three most important factors when searching for a savings account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	392	276	45	45	15	105	11
Unweighted Base	392	276	45	45	15	105	11
All GB Adults who think customer service is one of the top three most important factors when searching for a savings account	387	258	51	50	16	118	11
Online access to the account	64%	65%	72%	66%	36%	64%	45%
A local branch convenient for me to visit	52%	54%	52%	50%	58%	52%	24%
Branches with extended opening hours	20%	19%	19%	15%	52%	22%	27%
A large number of branches in many different locations	21%	20%	23%	18%	36%	23%	10%
Telephone access/ service for the account from a UK-based call centre	31%	33%	23%	23%	39%	25%	44%
Telephone access/ service for the account from a foreign-based call centre	2%	0%	7%	5%	-	5%	11%
Telephone access to someone in a branch	18%	18%	23%	8%	20%	16%	43%
Access to a cash machine network	39%	39%	40%	46%	27%	41%	35%
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	25%	27%	24%	20%	4%	20%	41%
Other	3%	3%	-	3%	-	1%	10%
Don't know	0%	-	-	3%	-	1%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

REBASED TO ALL

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
It is with the same provider as my main current account	9%	10%	13%	9%	7%	8%	9%	7%	10%	11%	14%	8%
Good interest rate offered on my savings	53%	43%	51%	53%	54%	53%	62%	57%	51%	53%	50%	54%
Tax-free accounts (e.g. ISAs)	28%	21%	21%	27%	30%	35%	28%	30%	30%	33%	27%	26%
Instant access (with no penalty) to my money	42%	45%	39%	42%	49%	41%	41%	41%	41%	43%	47%	39%
Depositing with a well established bank/ building society	15%	18%	13%	11%	18%	17%	14%	15%	18%	14%	15%	10%
It's a brand I am familiar with	12%	15%	10%	12%	16%	10%	11%	15%	12%	12%	16%	7%
The perceived safety of my money (the bank/ building society won't go bust)	30%	31%	30%	36%	31%	30%	31%	30%	27%	31%	29%	30%
Good service levels and convenience	18%	18%	18%	23%	21%	19%	15%	19%	18%	18%	24%	15%
I already have a savings account or a mortgage with this bank/ building society	7%	6%	11%	7%	6%	5%	7%	8%	7%	7%	4%	8%
The ability to keep all my accounts in one place	9%	10%	9%	7%	8%	10%	10%	6%	8%	10%	16%	12%
The option to pay more to get a better/ preferential rate of interest	9%	6%	8%	11%	9%	7%	8%	11%	9%	10%	12%	9%
None of these	5%	7%	6%	7%	4%	2%	5%	5%	5%	2%	5%	4%
Don't know	7%	9%	8%	6%	3%	10%	9%	6%	8%	8%	4%	9%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

You stated that good service levels were one of your top three most important factors when searching for a savings account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	392	19	36	45	33	33	24	60	53	31	28	30
Unweighted Base	392	19	36	45	33	33	24	60	53	31	28	30
All GB Adults who think customer service is one of the top three most important factors when searching for a savings account	387	18	35	43	35	33	31	52	53	34	25	28
Online access to the account	64%	50%	60%	63%	65%	61%	66%	60%	68%	69%	62%	77%
A local branch convenient for me to visit	52%	60%	55%	63%	57%	51%	57%	44%	51%	45%	58%	41%
Branches with extended opening hours	20%	12%	25%	19%	22%	23%	19%	27%	11%	18%	25%	19%
A large number of branches in many different locations	21%	20%	19%	24%	21%	17%	12%	18%	28%	14%	26%	24%
Telephone access/ service for the account from a UK-based call centre	31%	16%	35%	25%	35%	26%	31%	41%	23%	40%	27%	39%
Telephone access/ service for the account from a foreign-based call centre	2%	-	8%	-	5%	-	4%	2%	-	-	-	-
Telephone access to someone in a branch	18%	26%	8%	17%	19%	24%	9%	20%	27%	16%	17%	13%
Access to a cash machine network	39%	39%	43%	50%	44%	44%	34%	44%	33%	35%	46%	16%
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	25%	32%	15%	22%	10%	17%	37%	29%	24%	33%	25%	38%
Other	3%	-	-	-	2%	10%	-	2%	5%	-	2%	7%
Don't know	0%	-	-	-	-	-	5%	-	-	-	-	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

When searching for a current account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a current account? (Please tick up to 3 options)

	Unweighted Base	2048	909	1139	179	289	303	375	902	1159	889	511	314	166	279	477	107	194
All GB Adults who have one or more financial products		2037	972	1064	236	358	340	385	717	1133	903	500	331	198	264	471	103	170
It is with the same provider as my main savings account	8%	9%	8%	9%	8%	6%	7%	9%	7%	10%	9%	5%	4%	8%	8%	13%	13%	
Good interest rate offered on my money	31%	31%	30%	33%	37%	30%	25%	29%	33%	28%	28%	34%	37%	30%	32%	23%	27%	
Tax-free accounts (e.g. ISAs)	10%	10%	11%	14%	11%	8%	10%	10%	8%	13%	9%	14%	11%	12%	9%	12%	8%	
Instant access (with no penalty) to my money	52%	50%	53%	45%	49%	49%	57%	54%	53%	50%	50%	56%	50%	54%	50%	48%	53%	
Depositing with a well established bank/ building society	21%	20%	22%	18%	20%	16%	20%	26%	21%	21%	20%	20%	23%	21%	23%	22%	19%	
It's a brand I am familiar with	20%	19%	20%	18%	22%	21%	21%	17%	18%	22%	21%	18%	16%	21%	19%	27%	18%	
The perceived safety of my money (the bank/ building society won't go bust)	34%	30%	37%	30%	25%	32%	36%	38%	36%	30%	34%	35%	36%	32%	32%	34%	32%	
Good service levels and convenience	41%	42%	41%	33%	40%	45%	43%	42%	46%	35%	39%	40%	39%	42%	45%	48%	36%	
I already have a savings account or a mortgage with this bank/ building society	8%	7%	9%	5%	9%	8%	8%	9%	8%	9%	8%	9%	7%	8%	9%	9%	8%	
The ability to keep all my current accounts in one place	13%	11%	15%	16%	12%	13%	10%	14%	13%	13%	15%	12%	14%	8%	13%	14%	14%	
The option to pay more to get preferential treatment in the bank/ building society	2%	3%	2%	4%	3%	3%	1%	2%	2%	2%	2%	3%	-	2%	2%	2%	4%	
None of these	4%	4%	3%	2%	5%	3%	4%	4%	4%	3%	5%	1%	7%	3%	3%	2%	4%	
Don't know	8%	9%	7%	14%	8%	9%	7%	6%	6%	10%	8%	8%	6%	10%	7%	5%	9%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

When searching for a current account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a current account? (Please tick up to 3 options)

	Unweighted Base	2048	1005	292	1297	89	447	57	158	1092	243	236	49	412	16
All GB Adults who have one or more financial products		2037	1076	272	1348	111	358	60	160	1013	272	211	41	485	15
It is with the same provider as my main savings account	8%	8%	4%	7%	7%	12%	5%	10%	8%	9%	9%	16%	7%	4%	
Good interest rate offered on my money	31%	34%	23%	32%	31%	29%	34%	23%	30%	33%	27%	22%	32%	31%	
Tax-free accounts (e.g. ISAs)	10%	10%	10%	10%	13%	12%	11%	11%	10%	10%	10%	19%	11%	-	
Instant access (with no penalty) to my money	52%	51%	56%	52%	49%	54%	46%	47%	54%	48%	55%	48%	49%	41%	
Depositing with a well established bank/ building society	21%	20%	23%	21%	17%	26%	17%	21%	23%	17%	20%	30%	20%	35%	
It's a brand I am familiar with	20%	20%	22%	20%	20%	20%	18%	15%	18%	24%	21%	14%	20%	22%	
The perceived safety of my money (the bank/ building society won't go bust)	34%	32%	35%	33%	32%	39%	26%	31%	34%	32%	35%	39%	32%	47%	
Good service levels and convenience	41%	43%	43%	43%	38%	40%	30%	36%	42%	41%	40%	39%	40%	35%	
I already have a savings account or a mortgage with this bank/ building society	8%	9%	9%	9%	7%	9%	12%	4%	10%	6%	8%	16%	5%	5%	
The ability to keep all my current accounts in one place	13%	12%	13%	13%	13%	14%	20%	11%	13%	12%	14%	16%	13%	17%	
The option to pay more to get preferential treatment in the bank/ building society	2%	2%	3%	3%	4%	1%	5%	1%	2%	2%	2%	-	3%	9%	
None of these	4%	4%	3%	4%	3%	3%	4%	6%	3%	4%	6%	4%	3%	12%	
Don't know	8%	7%	8%	7%	12%	5%	7%	15%	7%	7%	6%	5%	11%	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

When searching for a current account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the **THREE** most important factors to you when searching for a current account? (Please tick up to 3 options)

	Unweighted Base	2048	1478	247	206	64	517	53
All GB Adults who have one or more financial products	2037	1415	274	228	70	572	49	
It is with the same provider as my main savings account	8%	9%	7%	7%	8%	7%	7%	
Good interest rate offered on my money	31%	31%	32%	26%	22%	28%	36%	
Tax-free accounts (e.g. ISAs)	10%	10%	10%	15%	6%	12%	5%	
Instant access (with no penalty) to my money	52%	55%	47%	43%	49%	45%	42%	
Depositing with a well established bank/ building society	21%	23%	16%	20%	22%	18%	18%	
It's a brand I am familiar with	20%	18%	21%	25%	19%	22%	19%	
The perceived safety of my money (the bank/ building society won't go bust)	34%	34%	32%	30%	35%	32%	35%	
Good service levels and convenience	41%	42%	38%	36%	43%	38%	46%	
I already have a savings account or a mortgage with this bank/ building society	8%	9%	10%	6%	4%	8%	8%	
The ability to keep all my current accounts in one place	13%	13%	13%	10%	19%	13%	16%	
The option to pay more to get preferential treatment in the bank/ building society	2%	2%	3%	3%	2%	3%	4%	
None of these	4%	3%	3%	5%	7%	4%	5%	
Don't know	8%	7%	11%	9%	6%	10%	8%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

When searching for a current account, there are a large amount of factors to consider, many of which are listed below.

Please read through the following list and tick the THREE most important factors to you when searching for a current account? (Please tick up to 3 options)

	Unweighted Base	2048	93	220	198	154	160	166	279	286	191	107	194
All GB Adults who have one or more financial products	2037	94	216	190	160	171	198	264	285	186	103	170	
It is with the same provider as my main savings account	8%	6%	11%	8%	5%	6%	4%	8%	9%	7%	13%	13%	
Good interest rate offered on my money	31%	25%	25%	32%	37%	31%	37%	30%	33%	31%	23%	27%	
Tax-free accounts (e.g. ISAs)	10%	7%	9%	10%	14%	14%	11%	12%	8%	9%	12%	8%	
Instant access (with no penalty) to my money	52%	49%	46%	55%	58%	55%	50%	54%	48%	54%	48%	53%	
Depositing with a well established bank/ building society	21%	27%	20%	16%	20%	20%	23%	21%	22%	25%	22%	19%	
It's a brand I am familiar with	20%	20%	23%	19%	21%	15%	16%	21%	20%	18%	27%	18%	
The perceived safety of my money (the bank/ building society won't go bust)	34%	38%	35%	31%	35%	35%	36%	32%	31%	35%	34%	32%	
Good service levels and convenience	41%	45%	40%	36%	42%	38%	39%	42%	46%	42%	48%	36%	
I already have a savings account or a mortgage with this bank/ building society	8%	6%	9%	7%	9%	9%	7%	8%	9%	10%	9%	8%	
The ability to keep all my current accounts in one place	13%	14%	15%	16%	12%	13%	14%	8%	12%	14%	14%	14%	
The option to pay more to get preferential treatment in the bank/ building society	2%	7%	1%	1%	2%	4%	-	2%	2%	3%	2%	4%	
None of these	4%	4%	5%	5%	1%	2%	7%	3%	4%	3%	2%	4%	
Don't know	8%	5%	8%	10%	6%	10%	6%	10%	7%	5%	5%	9%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

REBASED TO ALL

	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
Unweighted Base	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
All GB Adults																	
It is with the same provider as my main savings account	8%	8%	7%	9%	8%	6%	7%	9%	7%	9%	9%	5%	4%	8%	8%	13%	12%
Good interest rate offered on my money	30%	30%	29%	31%	36%	29%	24%	29%	32%	27%	27%	33%	36%	29%	31%	22%	25%
Tax-free accounts (e.g. ISAs)	10%	10%	10%	13%	11%	8%	10%	10%	8%	13%	9%	13%	11%	11%	8%	11%	8%
Instant access (with no penalty) to my money	50%	48%	52%	42%	47%	47%	56%	52%	52%	48%	48%	54%	49%	53%	49%	47%	49%
Depositing with a well established bank/ building society	21%	19%	22%	17%	20%	16%	19%	26%	21%	20%	19%	19%	23%	21%	23%	22%	18%
It's a brand I am familiar with	19%	19%	19%	17%	22%	21%	21%	17%	17%	21%	20%	17%	16%	20%	19%	27%	17%
The perceived safety of my money (the bank/ building society won't go bust)	32%	29%	36%	28%	24%	31%	35%	37%	35%	29%	33%	34%	36%	31%	32%	34%	29%
Good service levels and convenience	40%	40%	40%	31%	39%	44%	42%	41%	45%	33%	38%	38%	39%	41%	44%	47%	33%
I already have a savings account or a mortgage with this bank/ building society	8%	7%	9%	5%	8%	8%	8%	9%	8%	8%	7%	9%	7%	8%	9%	9%	7%
The ability to keep all my current accounts in one place	13%	11%	14%	15%	12%	13%	10%	14%	12%	13%	15%	12%	14%	8%	12%	14%	13%
The option to pay more to get preferential treatment in the bank/ building society	2%	2%	2%	3%	3%	3%	1%	2%	2%	2%	2%	3%	-	2%	2%	2%	4%
None of these	3%	4%	3%	2%	4%	3%	4%	4%	4%	3%	5%	1%	7%	2%	3%	2%	4%
Don't know	7%	8%	7%	13%	7%	9%	7%	5%	6%	9%	8%	8%	6%	10%	6%	5%	9%
N/A - don't have any financial products	3%	4%	3%	7%	3%	3%	2%	3%	2%	5%	3%	4%	2%	2%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

REBASED TO ALL

	Working Status								Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults	2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
It is with the same provider as my main savings account	8%	8%	4%	7%	6%	12%	5%	9%	8%	9%	9%	16%	7%	4%
Good interest rate offered on my money	30%	33%	22%	31%	30%	28%	31%	21%	30%	32%	26%	22%	30%	31%
Tax-free accounts (e.g. ISAs)	10%	10%	9%	10%	12%	11%	10%	10%	10%	9%	10%	19%	11%	-
Instant access (with no penalty) to my money	50%	50%	54%	51%	46%	52%	42%	44%	52%	47%	54%	48%	46%	41%
Depositing with a well established bank/ building society	21%	20%	22%	20%	16%	25%	16%	19%	22%	16%	19%	30%	19%	35%
It's a brand I am familiar with	19%	19%	21%	20%	19%	19%	16%	14%	18%	23%	20%	14%	18%	22%
The perceived safety of my money (the bank/ building society won't go bust)	32%	32%	34%	32%	30%	37%	24%	29%	34%	31%	34%	39%	30%	47%
Good service levels and convenience	40%	42%	42%	42%	37%	38%	27%	33%	41%	40%	39%	39%	38%	35%
I already have a savings account or a mortgage with this bank/ building society	8%	8%	8%	8%	7%	8%	11%	4%	10%	6%	8%	16%	5%	5%
The ability to keep all my current accounts in one place	13%	12%	12%	12%	13%	14%	18%	11%	13%	12%	14%	16%	12%	17%
The option to pay more to get preferential treatment in the bank/ building society	2%	2%	3%	2%	4%	1%	5%	1%	2%	2%	2%	-	3%	9%
None of these	3%	4%	3%	4%	3%	3%	3%	5%	3%	4%	5%	4%	3%	12%
Don't know	7%	7%	8%	7%	11%	5%	7%	14%	7%	7%	6%	5%	10%	-
N/A - don't have any financial products	3%	2%	3%	2%	5%	4%	9%	7%	2%	3%	3%	-	6%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

REBASED TO ALL

	Unweighted Base	2104	1516	257	212	66	535	53
	All GB Adults	2104	1459	286	237	73	596	49
It is with the same provider as my main savings account	8%	8%	8%	6%	7%	8%	7%	7%
Good interest rate offered on my money	30%	30%	30%	30%	25%	21%	27%	36%
Tax-free accounts (e.g. ISAs)	10%	10%	10%	10%	14%	6%	11%	5%
Instant access (with no penalty) to my money	50%	53%	53%	45%	41%	47%	43%	42%
Depositing with a well established bank/ building society	21%	22%	22%	15%	19%	21%	17%	18%
It's a brand I am familiar with	19%	19%	18%	21%	24%	18%	22%	19%
The perceived safety of my money (the bank/ building society won't go bust)	32%	33%	33%	31%	29%	33%	31%	35%
Good service levels and convenience	40%	41%	41%	37%	35%	41%	36%	46%
I already have a savings account or a mortgage with this bank/ building society	8%	8%	8%	10%	6%	4%	7%	8%
The ability to keep all my current accounts in one place	13%	13%	13%	13%	9%	18%	12%	16%
The option to pay more to get preferential treatment in the bank/ building society	2%	2%	2%	3%	2%	2%	3%	4%
None of these	3%	3%	3%	3%	2%	5%	7%	4%
Don't know	7%	7%	7%	11%	9%	6%	9%	8%
N/A - don't have any financial products	3%	3%	3%	4%	4%	4%	4%	-

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

REBASED TO ALL

	2104	96	229	199	161	165	169	284	293	194	109	205
Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
It is with the same provider as my main savings account	8%	6%	11%	8%	5%	5%	4%	8%	9%	7%	13%	12%
Good interest rate offered on my money	30%	24%	24%	31%	36%	30%	36%	29%	32%	30%	22%	25%
Tax-free accounts (e.g. ISAs)	10%	7%	9%	10%	13%	14%	11%	11%	8%	9%	11%	8%
Instant access (with no penalty) to my money	50%	47%	44%	54%	55%	53%	49%	53%	46%	53%	47%	49%
Depositing with a well established bank/ building society	21%	26%	19%	16%	19%	19%	23%	21%	22%	25%	22%	18%
It's a brand I am familiar with	19%	19%	22%	19%	20%	14%	16%	20%	19%	17%	27%	17%
The perceived safety of my money (the bank/ building society won't go bust)	32%	36%	33%	31%	33%	34%	36%	31%	30%	34%	34%	29%
Good service levels and convenience	40%	43%	38%	36%	40%	37%	39%	41%	45%	41%	47%	33%
I already have a savings account or a mortgage with this bank/ building society	8%	5%	8%	7%	9%	8%	7%	8%	8%	10%	9%	7%
The ability to keep all my current accounts in one place	13%	13%	14%	16%	11%	12%	14%	8%	11%	14%	14%	13%
The option to pay more to get preferential treatment in the bank/ building society	2%	6%	1%	1%	2%	4%	-	2%	2%	3%	2%	4%
None of these	3%	4%	5%	5%	1%	2%	7%	2%	3%	3%	2%	4%
Don't know	7%	5%	7%	10%	5%	10%	6%	10%	7%	5%	5%	9%
N/A - don't have any financial products	3%	6%	5%	1%	5%	4%	2%	2%	3%	2%	2%	7%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

You stated that good service levels were one of your top three most important factors when searching for a current account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	Unweighted Base	868	390	478	58	115	141	169	385	544	324	208	126	69	122	217	52	74
All GB Adults who think customer service is one of the top three most important factors when searching for a current account		840	404	435	78	143	154	167	298	526	313	197	132	78	112	210	49	61
Online access to the account	72%	77%	67%	83%	76%	79%	68%	65%	73%	69%	66%	76%	78%	71%	71%	68%	77%	
A local branch convenient for me to visit	55%	51%	58%	47%	53%	42%	58%	62%	49%	65%	57%	60%	52%	48%	55%	56%	53%	
Branches with extended opening hours	17%	16%	17%	23%	19%	18%	15%	14%	16%	18%	20%	15%	10%	21%	17%	12%	15%	
A large number of branches in many different locations	18%	18%	18%	13%	28%	20%	16%	16%	18%	19%	15%	20%	24%	22%	19%	10%	17%	
Telephone access/ service for the account from a UK-based call centre	23%	23%	24%	11%	22%	30%	27%	21%	27%	16%	23%	18%	34%	26%	18%	39%	20%	
Telephone access/ service for the account from a foreign-based call centre	1%	2%	1%	1%	-	3%	2%	1%	2%	1%	1%	1%	2%	2%	1%	-	2%	
Telephone access to someone in a branch	16%	13%	19%	7%	9%	11%	16%	24%	17%	15%	15%	14%	15%	16%	17%	26%	14%	
Access to a cash machine network	53%	52%	54%	56%	46%	50%	59%	53%	54%	52%	57%	54%	45%	53%	51%	46%	61%	
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	30%	30%	31%	44%	25%	31%	25%	32%	30%	31%	27%	30%	32%	25%	35%	31%	33%	
Other	1%	1%	1%	-	1%	1%	1%	1%	0%	1%	1%	-	-	-	1%	1%	1%	
Don't know	0%	0%	-	-	1%	-	-	-	0%	-	1%	-	-	-	-	-	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused

You stated that good service levels were one of your top three most important factors when searching for a current account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	Unweighted Base	868	441	131	572	34	182	18	62	475	103	99	18	167	6
All GB Adults who think customer service is one of the top three most important factors when searching for a current account		840	463	117	580	43	142	18	57	428	110	84	16	196	5
Online access to the account	72%	75%	67%	74%	79%	62%	90%	64%	71%	66%	65%	58%	80%	41%	
A local branch convenient for me to visit	55%	48%	60%	51%	44%	68%	67%	68%	56%	52%	61%	83%	48%	35%	
Branches with extended opening hours	17%	22%	11%	20%	15%	7%	10%	11%	14%	20%	22%	20%	17%	59%	
A large number of branches in many different locations	18%	19%	18%	19%	15%	19%	4%	19%	17%	25%	19%	15%	18%	38%	
Telephone access/ service for the account from a UK-based call centre	23%	25%	20%	24%	16%	21%	22%	24%	25%	25%	20%	20%	20%	32%	
Telephone access/ service for the account from a foreign-based call centre	1%	2%	1%	2%	2%	1%	-	-	1%	2%	-	-	2%	-	
Telephone access to someone in a branch	16%	14%	15%	14%	9%	26%	17%	15%	19%	15%	19%	25%	9%	-	
Access to a cash machine network	53%	48%	60%	51%	70%	58%	27%	58%	53%	47%	50%	52%	57%	53%	
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	30%	31%	34%	31%	32%	26%	44%	26%	31%	31%	29%	19%	31%	43%	
Other	1%	0%	2%	1%	-	1%	-	-	1%	-	2%	-	0%	-	
Don't know	0%	-	1%	0%	-	-	-	-	-	-	2%	-	-	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

You stated that good service levels were one of your top three most important factors when searching for a current account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	Unweighted Base	868	634	101	83	28	212	22
All GB Adults who think customer service is one of the top three most important factors when searching for a current account		840	601	105	82	30	216	23
Online access to the account	72%	71%	75%	71%	75%	74%	64%	
A local branch convenient for me to visit	55%	56%	47%	55%	63%	52%	46%	
Branches with extended opening hours	17%	17%	12%	16%	16%	14%	28%	
A large number of branches in many different locations	18%	18%	23%	19%	22%	21%	15%	
Telephone access/ service for the account from a UK-based call centre	23%	22%	20%	28%	30%	24%	42%	
Telephone access/ service for the account from a foreign-based call centre	1%	1%	3%	2%	-	2%	6%	
Telephone access to someone in a branch	16%	18%	18%	8%	8%	13%	2%	
Access to a cash machine network	53%	53%	51%	51%	62%	53%	58%	
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	30%	31%	27%	36%	15%	29%	34%	
Other	1%	1%	1%	-	-	0%	-	
Don't know	0%	-	1%	-	-	1%	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

You stated that good service levels were one of your top three most important factors when searching for a current account...

Which THREE of the following features of service, in particular, are the MOST important to you? (Please tick up to 3 options)

	Unweighted Base	868	41	90	77	62	64	69	122	136	81	52	74
All GB Adults who think customer service is one of the top three most important factors when searching for a current account		840	42	86	69	67	65	78	112	132	78	49	61
Online access to the account	72%	53%	72%	67%	75%	77%	78%	71%	69%	74%	68%	77%	
A local branch convenient for me to visit	55%	70%	46%	61%	56%	64%	52%	48%	58%	50%	56%	53%	
Branches with extended opening hours	17%	18%	19%	23%	12%	18%	10%	21%	17%	16%	12%	15%	
A large number of branches in many different locations	18%	25%	9%	17%	21%	19%	24%	22%	20%	16%	10%	17%	
Telephone access/ service for the account from a UK-based call centre	23%	15%	28%	23%	22%	14%	34%	26%	16%	23%	39%	20%	
Telephone access/ service for the account from a foreign-based call centre	1%	-	3%	-	2%	-	2%	2%	1%	1%	-	2%	
Telephone access to someone in a branch	16%	16%	17%	11%	11%	17%	15%	16%	18%	17%	26%	14%	
Access to a cash machine network	53%	58%	55%	60%	49%	58%	45%	53%	53%	47%	46%	61%	
Fewer errors (e.g. lost cheques, incorrect transfers etc.)	30%	33%	25%	25%	37%	23%	32%	25%	34%	38%	31%	33%	
Other	1%	-	-	2%	-	-	-	-	2%	-	1%	1%	
Don't know	0%	-	2%	-	-	-	-	-	-	-	-	-	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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 non-traditional bank is a new provider of banking services and products. It may be an established brand offering financial products for the first time or an entirely new bank.

Which, if any, of the following non-traditional banking organisations would you consider taking bank products (e.g. savings and current accounts) from? (Please tick all that apply)

Unweighted Base	2104	938	1166	190	298	311	382	923	1182	922	524	326	169	284	487	109	205
All GB Adults	2104	1010	1094	252	369	352	394	736	1157	947	518	345	202	269	482	105	183
Supermarket	32%	35%	30%	26%	38%	41%	33%	28%	35%	30%	31%	31%	39%	34%	32%	33%	30%
Airline	2%	3%	2%	5%	4%	4%	0%	1%	2%	2%	1%	0%	0%	7%	2%	3%	2%
Utilities Company	4%	7%	2%	4%	7%	6%	3%	3%	4%	4%	4%	4%	3%	8%	3%	10%	3%
Well known chain of department stores	15%	16%	14%	17%	14%	17%	14%	13%	15%	13%	13%	12%	12%	20%	15%	17%	13%
Any large "household" brand	11%	14%	9%	12%	13%	17%	8%	9%	12%	11%	12%	10%	11%	13%	11%	8%	10%
Investment bank	9%	12%	6%	13%	10%	12%	6%	7%	10%	8%	7%	6%	10%	15%	9%	9%	8%
Any start-up bank, either in the UK or abroad	3%	6%	1%	5%	6%	3%	2%	2%	3%	3%	3%	2%	4%	5%	3%	6%	3%
Small UK-based "start-up" bank	7%	11%	5%	5%	13%	7%	5%	7%	8%	7%	7%	7%	8%	10%	8%	5%	6%
Small foreign start-up bank	1%	2%	0%	3%	2%	2%	1%	0%	1%	1%	1%	0%	1%	3%	1%	2%	0%
A foreign bank that is established but not well known in the UK	11%	13%	9%	14%	11%	15%	9%	8%	13%	9%	9%	6%	12%	20%	12%	12%	9%
Other	2%	3%	2%	3%	2%	3%	3%	1%	2%	2%	2%	2%	4%	2%	3%	-	2%
Not applicable – I would not consider buying a financial product from a non-traditional bank	52%	47%	58%	51%	44%	45%	53%	60%	50%	55%	55%	56%	43%	50%	53%	50%	52%

You stated you would consider taking a financial product from a non-traditional bank (i.e. supermarket, airline, utility company etc.)...

Which of the following products would you consider taking? (Please tick all that apply)

Unweighted Base	976	481	495	93	157	166	184	376	576	400	236	137	98	140	217	52	96
All GB Adults who would NOT consider buying a financial product from a non-traditional bank	1002	538	464	124	206	193	185	294	578	423	235	150	116	136	224	53	88
Mortgage	20%	26%	13%	18%	25%	33%	19%	9%	22%	17%	21%	22%	16%	22%	18%	24%	17%
Current account	45%	51%	39%	42%	44%	49%	49%	42%	45%	45%	46%	46%	47%	47%	46%	50%	34%
Credit card	56%	57%	56%	44%	54%	60%	63%	57%	60%	51%	60%	55%	49%	61%	54%	55%	58%
Savings account	61%	63%	59%	50%	55%	60%	63%	70%	63%	59%	61%	55%	67%	61%	66%	53%	57%
Other	4%	5%	3%	7%	4%	4%	4%	3%	5%	3%	2%	4%	9%	5%	5%	1%	1%
Don't know	7%	6%	9%	12%	9%	7%	6%	5%	6%	9%	7%	11%	8%	5%	7%	2%	10%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Working Status							Marital Status					
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married

A non-traditional bank is a new provider of banking services and products. It may be an established brand offering financial products for the first time or an entirely new bank.

Which, if any, of the following non-traditional banking organisations would you consider taking bank products (e.g. savings and current accounts) from? (Please tick all that apply)

	Unweighted Base	2104	1022	299	1321	93	461	61	168	1114	248	243	49	434	16
All GB Adults		2104	1097	281	1378	117	371	65	173	1036	279	217	41	517	15
Supermarket	32%	38%	34%	37%	28%	23%	22%	25%	33%	32%	30%	17%	34%	22%	
Airline	2%	3%	3%	3%	2%	-	9%	-	2%	2%	1%	-	5%	-	
Utilities Company	4%	6%	1%	5%	7%	2%	9%	2%	4%	5%	3%	-	6%	-	
Well known chain of department stores	15%	17%	14%	16%	14%	10%	13%	11%	14%	11%	10%	12%	19%	21%	
Any large "household" brand	11%	14%	9%	13%	10%	8%	8%	6%	10%	13%	12%	5%	12%	26%	
Investment bank	9%	10%	8%	9%	17%	6%	11%	3%	8%	8%	5%	5%	13%	6%	
Any start-up bank, either in the UK or abroad	3%	5%	1%	4%	2%	2%	6%	0%	2%	5%	1%	2%	6%	-	
Small UK-based "start-up" bank	7%	9%	7%	8%	6%	6%	9%	4%	7%	8%	6%	3%	8%	21%	
Small foreign start-up bank	1%	2%	1%	1%	1%	0%	5%	1%	0%	3%	2%	-	2%	-	
A foreign bank that is established but not well known in the UK	11%	13%	9%	12%	18%	7%	9%	4%	9%	10%	8%	7%	16%	11%	
Other	2%	3%	2%	2%	4%	1%	3%	1%	3%	3%	1%	2%	2%	-	
Not applicable – I would not consider buying a financial product from a non-traditional bank	52%	46%	56%	48%	43%	64%	59%	65%	55%	52%	56%	66%	45%	50%	

You stated you would consider taking a financial product from a non-traditional bank (i.e. supermarket, airline, utility company etc.)...

Which of the following products would you consider taking? (Please tick all that apply)

	Unweighted Base	976	533	133	666	50	172	27	61	497	114	107	16	234	8
All GB Adults who would NOT consider buying a financial product from a non-traditional bank		1002	594	123	717	66	132	27	60	467	133	95	14	286	8
Mortgage	20%	25%	10%	23%	16%	8%	18%	15%	21%	23%	16%	6%	19%	-	
Current account	45%	48%	41%	47%	50%	34%	53%	42%	44%	48%	44%	33%	46%	64%	
Credit card	56%	59%	64%	60%	43%	53%	35%	53%	60%	52%	55%	47%	53%	48%	
Savings account	61%	61%	60%	61%	45%	75%	53%	58%	64%	59%	63%	88%	56%	52%	
Other	4%	5%	3%	5%	4%	2%	3%	3%	3%	4%	5%	-	6%	12%	
Don't know	7%	6%	8%	7%	11%	6%	10%	12%	6%	8%	3%	-	11%	15%	

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
Base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

A non-traditional bank is a new provider of banking services and products. It may be an established brand offering financial products for the first time or an entirely new bank.

Which, if any, of the following non-traditional banking organisations would you consider taking bank products (e.g. savings and current accounts) from? (Please tick all that apply)

	Unweighted Base	2104	1516	257	212	66	535	53
All GB Adults		2104	1459	286	237	73	596	49
Supermarket	32%		32%	39%	32%	26%	35%	31%
Airline	2%		2%	2%	1%	4%	2%	4%
Utilities Company	4%		4%	4%	5%	5%	5%	3%
Well known chain of department stores	15%		14%	13%	15%	20%	15%	17%
Any large "household" brand	11%		11%	11%	12%	15%	12%	13%
Investment bank	9%		9%	10%	5%	7%	8%	7%
Any start-up bank, either in the UK or abroad	3%		3%	4%	4%	-	3%	2%
Small UK-based "start-up" bank	7%		8%	7%	7%	2%	6%	11%
Small foreign start-up bank	1%		1%	1%	0%	1%	1%	2%
A foreign bank that is established but not well known in the UK	11%		12%	11%	10%	1%	9%	7%
Other	2%		2%	2%	5%	4%	3%	2%
Not applicable – I would not consider buying a financial product from a non-traditional bank	52%		53%	48%	54%	53%	51%	54%

You stated you would consider taking a financial product from a non-traditional bank (i.e. supermarket, airline, utility company etc.)...

Which of the following products would you consider taking? (Please tick all that apply)

	Unweighted Base	976	693	132	98	28	258	25
All GB Adults who would NOT consider buying a financial product from a non-traditional bank		1002	687	149	109	34	292	23
Mortgage	20%		16%	30%	26%	25%	28%	25%
Current account	45%		44%	49%	48%	39%	47%	50%
Credit card	56%		57%	56%	50%	58%	54%	57%
Savings account	61%		65%	54%	53%	45%	53%	54%
Other	4%		4%	2%	5%	-	3%	9%
Don't know	7%		7%	7%	10%	5%	8%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

A non-traditional bank is a new provider of banking services and products. It may be an established brand offering financial products for the first time or an entirely new bank.

Which, if any, of the following non-traditional banking organisations would you consider taking bank products (e.g. savings and current accounts) from? (Please tick all that apply)

Unweighted Base	2104	96	229	199	161	165	169	284	293	194	109	205
All GB Adults	2104	99	228	191	167	178	202	269	293	189	105	183
Supermarket	32%	27%	33%	30%	29%	33%	39%	34%	33%	31%	33%	30%
Airline	2%	2%	2%	0%	-	0%	0%	7%	3%	1%	3%	2%
Utilities Company	4%	2%	5%	3%	4%	4%	3%	8%	3%	4%	10%	3%
Well known chain of department stores	15%	18%	12%	13%	14%	10%	12%	20%	17%	12%	17%	13%
Any large "household" brand	11%	19%	10%	11%	9%	11%	11%	13%	11%	11%	8%	10%
Investment bank	9%	4%	11%	4%	7%	4%	10%	15%	11%	6%	9%	8%
Any start-up bank, either in the UK or abroad	3%	2%	4%	2%	1%	3%	4%	5%	4%	1%	6%	3%
Small UK-based "start-up" bank	7%	6%	7%	6%	8%	6%	8%	10%	8%	7%	5%	6%
Small foreign start-up bank	1%	-	2%	1%	1%	-	1%	3%	2%	-	2%	0%
A foreign bank that is established but not well known in the UK	11%	8%	9%	9%	5%	7%	12%	20%	15%	7%	12%	9%
Other	2%	1%	3%	2%	1%	4%	4%	2%	2%	3%	-	2%
Not applicable - I would not consider buying a financial product from a non-traditional bank	52%	54%	49%	61%	59%	54%	43%	50%	54%	53%	50%	52%

You stated you would consider taking a financial product from a non-traditional bank (i.e. supermarket, airline, utility company etc.)...

Which of the following products would you consider taking? (Please tick all that apply)

Unweighted Base	976	44	116	76	64	73	98	140	133	84	52	96
All GB Adults who would NOT consider buying a financial product from a non-traditional bank	1002	45	116	74	69	81	116	136	136	88	53	88
Mortgage	20%	28%	20%	17%	19%	25%	16%	22%	19%	17%	24%	17%
Current account	45%	54%	50%	34%	48%	44%	47%	47%	48%	42%	50%	34%
Credit card	56%	56%	62%	58%	55%	56%	49%	61%	59%	48%	55%	58%
Savings account	61%	58%	61%	64%	52%	57%	67%	61%	68%	63%	53%	57%
Other	4%	-	4%	1%	7%	1%	9%	5%	6%	4%	1%	1%
Don't know	7%	10%	5%	8%	8%	13%	8%	5%	6%	8%	2%	10%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

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

Which, if any, of the following factors explain why you would not consider buying financial products from a non-traditional bank? (Please tick all that apply)

	Unweighted Base	1128	457	671	97	141	145	198	547	606	522	288	189	71	144	270	57	109
All GB Adults who would NOT consider buying a financial product from a non-traditional bank		1102	472	630	129	163	159	208	443	579	524	283	195	86	134	258	53	95
Service - I don't feel confident a non-traditional bank would offer me as good customer service		22%	24%	21%	13%	14%	14%	23%	30%	23%	22%	24%	21%	27%	19%	21%	32%	15%
Security - I would worry how safe my money would be at a non-traditional bank		57%	54%	59%	47%	47%	56%	57%	64%	60%	54%	55%	57%	60%	58%	56%	60%	57%
Expertise - I don't think a non-traditional bank would have enough expertise to service my needs		31%	32%	31%	25%	28%	28%	36%	33%	35%	27%	29%	32%	38%	31%	35%	24%	26%
Convenience - I don't think the access to services/ convenience I currently have could be matched by non-traditional banks		24%	27%	23%	24%	25%	17%	18%	30%	25%	24%	24%	26%	25%	26%	26%	24%	18%
Value - The interest rates and fees/charges might not be as competitive as traditional banks		12%	11%	13%	14%	10%	9%	14%	12%	10%	13%	12%	12%	18%	12%	8%	9%	14%
Ethics/ reputation - I would be concerned that a non-traditional bank would not be as ethical as my traditional financial services provider		17%	19%	16%	14%	8%	14%	20%	21%	19%	15%	15%	15%	23%	18%	18%	9%	22%
Reliability - I would be concerned a non-traditional bank might make more errors (e.g. lost cheques, incorrect transfers etc.) than my existing provider		35%	32%	38%	35%	31%	31%	30%	41%	37%	33%	31%	38%	45%	37%	36%	31%	31%
Other		2%	3%	2%	1%	2%	2%	2%	3%	3%	2%	3%	3%	-	3%	4%	-	1%
Don't know		22%	23%	21%	35%	27%	24%	22%	15%	17%	27%	24%	20%	22%	23%	18%	23%	28%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

	Total	Working Status						Marital Status						
	Base	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	Refused
Which, if any, of the following factors explain why you would not consider buying financial products from a non-traditional bank? (Please tick all that apply)														
Unweighted Base	1128	489	166	655	43	289	34	107	617	134	136	33	200	8
All GB Adults who would NOT consider buying a financial product from a non-traditional bank	1102	503	158	661	50	239	39	113	569	146	121	27	231	8
Service - I don't feel confident a non-traditional bank would offer me as good customer service	22%	19%	23%	20%	18%	30%	29%	18%	25%	17%	25%	20%	15%	54%
Security - I would worry how safe my money would be at a non-traditional bank	57%	55%	57%	55%	55%	65%	63%	45%	63%	53%	47%	65%	49%	46%
Expertise - I don't think a non-traditional bank would have enough expertise to service my needs	31%	31%	32%	31%	32%	34%	26%	26%	33%	32%	28%	31%	27%	67%
Convenience - I don't think the access to services/ convenience I currently have could be matched by non-traditional banks	24%	22%	22%	22%	41%	33%	23%	14%	27%	20%	18%	36%	23%	28%
Value - The interest rates and fees/charges might not be as competitive as traditional banks	12%	12%	13%	12%	20%	11%	13%	7%	12%	12%	13%	5%	12%	9%
Ethics/ reputation - I would be concerned that a non-traditional bank would not be as ethical as my traditional financial services provider	17%	17%	20%	18%	14%	20%	11%	9%	18%	18%	23%	29%	10%	31%
Reliability - I would be concerned a non-traditional bank might make more errors (e.g. lost cheques, incorrect transfers etc.) than my existing provider	35%	35%	37%	35%	25%	43%	34%	25%	38%	33%	32%	38%	33%	10%
Other	2%	2%	4%	3%	-	2%	2%	2%	2%	3%	5%	3%	1%	-
Don't know	22%	22%	21%	22%	25%	15%	20%	36%	18%	22%	24%	14%	30%	13%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

Total	Children in Household					
	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which, if any, of the following factors explain why you would not consider buying financial products from a non-traditional bank? (Please tick all that apply)

	Unweighted Base	1128	823	125	114	38	277	28
All GB Adults who would NOT consider buying a financial product from a non-traditional bank		1102	772	137	128	38	304	27
Service - I don't feel confident a non-traditional bank would offer me as good customer service	22%		24%	18%	16%	22%	18%	18%
Security - I would worry how safe my money would be at a non-traditional bank	57%		57%	56%	54%	65%	56%	53%
Expertise - I don't think a non-traditional bank would have enough expertise to service my needs	31%		32%	27%	33%	30%	30%	29%
Convenience - I don't think the access to services/ convenience I currently have could be matched by non-traditional banks	24%		26%	22%	16%	33%	21%	23%
Value - The interest rates and fees/charges might not be as competitive as traditional banks	12%		12%	9%	9%	17%	10%	21%
Ethics/ reputation - I would be concerned that a non-traditional bank would not be as ethical as my traditional financial services provider	17%		17%	14%	16%	27%	16%	24%
Reliability - I would be concerned a non-traditional bank might make more errors (e.g. lost cheques, incorrect transfers etc.) than my existing provider	35%		38%	29%	28%	42%	30%	29%
Other	2%		2%	3%	2%	-	2%	-
Don't know	22%		20%	26%	28%	22%	26%	20%

YouGov/ Deloitte Survey Results

Sample Size: 2104

Fieldwork: 8th - 11th October 2010

	Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
Which, if any, of the following factors explain why you would not consider buying financial products from a non-traditional bank? (Please tick all that apply)												
Unweighted Base	1128	52	113	123	97	92	71	144	160	110	57	109
All GB Adults who would NOT consider buying a financial product from a non-traditional bank	1102	54	112	117	98	96	86	134	157	101	53	95
Service - I don't feel confident a non-traditional bank would offer me as good customer service	22%	32%	22%	22%	25%	18%	27%	19%	21%	20%	32%	15%
Security - I would worry how safe my money would be at a non-traditional bank	57%	44%	60%	57%	60%	55%	60%	58%	50%	64%	60%	57%
Expertise - I don't think a non-traditional bank would have enough expertise to service my needs	31%	37%	31%	23%	29%	35%	38%	31%	34%	35%	24%	26%
Convenience - I don't think the access to services/ convenience I currently have could be matched by non-traditional banks	24%	23%	27%	20%	27%	25%	25%	26%	27%	24%	24%	18%
Value - The interest rates and fees/charges might not be as competitive as traditional banks	12%	17%	12%	9%	12%	13%	18%	12%	7%	10%	9%	14%
Ethics/ reputation - I would be concerned that a non-traditional bank would not be as ethical as my traditional financial services provider	17%	20%	14%	14%	11%	19%	23%	18%	17%	20%	9%	22%
Reliability - I would be concerned a non-traditional bank might make more errors (e.g. lost cheques, incorrect transfers etc.) than my existing provider	35%	29%	35%	29%	40%	35%	45%	37%	38%	35%	31%	31%
Other	2%	3%	2%	3%	3%	2%	-	3%	4%	3%	-	1%
Don't know	22%	28%	21%	24%	17%	22%	22%	23%	22%	12%	23%	28%