

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Thinking about banking... Do you currently have a current account with a bank or a building society?

Unweighted base	2337	1072	1265	305	340	318	441	933	1347	990
All GB Adults	2285	1097	1188	274	413	352	446	800	1257	1028
Yes, I do	96%	94%	97%	87%	94%	96%	98%	99%	98%	94%
No, I don't	4%	6%	3%	13%	6%	4%	2%	1%	2%	6%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

Unweighted base	2241	1017	1224	265	321	307	429	919	1323	918
All GB Adults online who hold a current account with a bank or building society	2191	1036	1155	238	389	339	436	789	1230	961
On the telephone	4%	4%	3%	1%	5%	2%	4%	4%	3%	4%
At a bank (i.e. face to face in branch)	25%	24%	25%	16%	11%	24%	27%	34%	22%	27%
At a bank (i.e. using machines)	2%	2%	3%	2%	2%	2%	1%	3%	2%	3%
Online via website	59%	59%	59%	58%	63%	61%	61%	56%	64%	53%
Online via mobile app	5%	5%	5%	10%	12%	5%	4%	1%	5%	6%
At an ATM	4%	5%	3%	8%	7%	5%	2%	2%	3%	5%
Other	0%	0%	0%	-	-	-	0%	0%	0%	0%
Don't know	1%	1%	2%	3%	1%	2%	1%	1%	1%	2%
Net: Bank (face to face and using machines)	27%	26%	28%	18%	13%	26%	28%	36%	24%	30%
Net: Online (website and mobile app)	64%	64%	64%	69%	75%	65%	65%	57%	69%	58%
Net: Other (inc bank i.e. using machines)	2%	2%	3%	2%	2%	2%	2%	3%	2%	3%

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

Total	Region						
	Base	North	Midlands	East	London	South	Wales

Thinking about banking... Do you currently have a current account with a bank or a building society?

	Unweighted base	2337	491	346	214	374	574	108	178
All GB Adults		2285	562	375	219	293	523	114	198
Yes, I do		96%	94%	97%	96%	96%	96%	98%	98%
No, I don't		4%	6%	3%	4%	4%	4%	2%	2%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

	Unweighted base	2241	468	334	205	359	551	105	172
All GB Adults online who hold a current account with a bank or building society		2191	527	365	211	279	503	112	193
On the telephone		4%	4%	6%	5%	2%	3%	-	2%
At a bank (i.e. face to face in branch)		25%	25%	21%	24%	25%	25%	24%	28%
At a bank (i.e. using machines)		2%	2%	1%	2%	4%	1%	5%	1%
Online via website		59%	58%	61%	57%	58%	62%	56%	56%
Online via mobile app		5%	4%	6%	5%	4%	5%	5%	9%
At an ATM		4%	5%	4%	4%	6%	1%	9%	2%
Other		0%	-	1%	-	0%	0%	-	-
Don't know		1%	2%	1%	2%	0%	1%	-	2%
Net: Bank (face to face and using machines)		27%	28%	23%	26%	29%	27%	29%	29%
Net: Online (website and mobile app)		64%	62%	67%	63%	62%	67%	61%	65%
Net: Other (inc bank i.e. using machines)		2%	2%	2%	2%	4%	2%	5%	1%

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

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

Thinking about banking... Do you currently have a current account with a bank or a building society?

Unweighted base	2337	1180	196	1376	141	591	75	154	1140	243	194	75	521
All GB Adults	2285	1220	190	1410	122	527	82	145	1093	229	163	67	524
Yes, I do	96%	96%	97%	97%	87%	99%	88%	89%	98%	99%	96%	98%	92%
No, I don't	4%	4%	3%	3%	13%	1%	12%	11%	2%	1%	4%	2%	8%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

Unweighted base	2241	1141	192	1333	121	584	67	136	1110	241	185	73	479
All GB Adults online who hold a current account with a bank or building society	2191	1176	185	1361	106	523	72	129	1068	228	156	66	484
On the telephone	4%	3%	2%	3%	3%	4%	17%	5%	4%	3%	3%	1%	4%
At a bank (i.e. face to face in branch)	25%	21%	23%	21%	16%	36%	27%	26%	28%	18%	28%	28%	18%
At a bank (i.e. using machines)	2%	2%	3%	2%	3%	2%	5%	1%	2%	3%	3%	4%	1%
Online via website	59%	61%	72%	63%	59%	54%	42%	52%	58%	67%	57%	64%	62%
Online via mobile app	5%	7%	0%	6%	14%	2%	-	7%	4%	7%	6%	-	7%
At an ATM	4%	5%	1%	4%	2%	1%	8%	6%	4%	1%	3%	3%	4%
Other	0%	0%	-	0%	-	0%	-	1%	0%	-	1%	1%	-
Don't know	1%	1%	-	1%	3%	1%	1%	1%	2%	0%	-	-	2%
Net: Bank (face to face and using machines)	27%	23%	25%	23%	19%	38%	32%	27%	29%	21%	31%	31%	19%
Net: Online (website and mobile app)	64%	68%	72%	69%	73%	56%	42%	59%	62%	74%	63%	64%	70%
Net: Other (inc bank i.e. using machines)	2%	2%	3%	2%	3%	2%	5%	2%	2%	3%	4%	4%	1%

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

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

Thinking about banking... Do you currently have a current account with a bank or a building society?

Unweighted base	2337	1733	261	199	59	519	85
All GB Adults	2285	1622	276	229	83	588	75
Yes, I do	96%	97%	97%	97%	87%	96%	75%
No, I don't	4%	3%	3%	3%	13%	4%	25%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

Unweighted base	2241	1686	250	192	51	493	62
All GB Adults online who hold a current account with a bank or building society	2191	1573	267	223	72	562	56
On the telephone	4%	3%	4%	4%	4%	4%	4%
At a bank (i.e. face to face in branch)	25%	26%	22%	14%	38%	21%	28%
At a bank (i.e. using machines)	2%	2%	4%	3%	2%	3%	8%
Online via website	59%	61%	56%	62%	32%	55%	50%
Online via mobile app	5%	4%	8%	11%	6%	9%	6%
At an ATM	4%	3%	5%	4%	18%	6%	-
Other	0%	0%	0%	0%	-	0%	-
Don't know	1%	1%	1%	2%	-	1%	4%
Net: Bank (face to face and using machines)	27%	27%	26%	17%	40%	24%	36%
Net: Online (website and mobile app)	64%	65%	64%	73%	38%	64%	56%
Net: Other (inc bank i.e. using machines)	2%	2%	4%	3%	2%	3%	8%

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

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

Thinking about banking... Do you currently have a current account with a bank or a building society?

Unweighted base	2337	82	234	175	159	187	214	374	385	189	108	178
All GB Adults	2285	96	261	206	161	214	219	293	359	164	114	198
Yes, I do	96%	90%	94%	95%	96%	98%	96%	96%	97%	95%	98%	98%
No, I don't	4%	10%	6%	5%	4%	2%	4%	4%	3%	5%	2%	2%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

Unweighted base	2241	77	225	166	152	182	205	359	370	181	105	172
All GB Adults online who hold a current account with a bank or building society	2191	86	246	195	155	210	211	279	348	155	112	193
On the telephone	4%	4%	2%	6%	2%	8%	5%	2%	3%	4%	-	2%
At a bank (i.e. face to face in branch)	25%	26%	24%	26%	22%	20%	24%	25%	26%	25%	24%	28%
At a bank (i.e. using machines)	2%	2%	3%	2%	2%	1%	2%	4%	2%	1%	5%	1%
Online via website	59%	58%	59%	56%	60%	62%	57%	58%	62%	61%	56%	56%
Online via mobile app	5%	6%	4%	4%	9%	3%	5%	4%	4%	8%	5%	9%
At an ATM	4%	4%	6%	2%	4%	4%	4%	6%	1%	1%	9%	2%
Other	0%	-	-	-	1%	0%	-	0%	0%	-	-	-
Don't know	1%	-	1%	3%	0%	2%	2%	0%	2%	0%	-	2%
Net: Bank (face to face and using machines)	27%	28%	27%	28%	24%	21%	26%	29%	27%	26%	29%	29%
Net: Online (website and mobile app)	64%	64%	63%	61%	70%	64%	63%	62%	66%	68%	61%	65%
Net: Other (inc bank i.e. using machines)	2%	2%	3%	2%	2%	1%	2%	4%	2%	1%	5%	1%

## YouGov / Ogilvy Survey Results

Sample Size: 2,337 GB Adults  
Fieldwork: 28th - 30th August 2013

Total	Social Media (monthly or more)				Thinking about banking... Do you currently have a current account with a bank or a building society?	
	Base	Facebook	LinkedIn	Google+	Twitter	Yes, I do

Thinking about banking... Do you currently have a current account with a bank or a building society?

Unweighted base	2337	1378	308	118	508	2241	96
All GB Adults	2285	1403	256	117	497	2191	94
Yes, I do	96%	96%	99%	96%	96%	100%	-
No, I don't	4%	4%	1%	4%	4%	-	100%

For the following questions please think about the bank or building society that you hold your MAIN current account with. If you have more than one current bank account, please think about the main current account you use most often... Via which ONE, if any, of the following ways would you MOST prefer to conduct your banking services (e.g. money transfer, setting standing orders, opening accounts etc.)?

Unweighted base	2241	1335	304	112	489	2241	-
All GB Adults online who hold a current account with a bank or building society	2191	1347	253	113	477	2191	-
On the telephone	4%	3%	5%	5%	4%	4%	-
At a bank (i.e. face to face in branch)	25%	21%	15%	28%	15%	25%	-
At a bank (i.e. using machines)	2%	2%	2%	9%	2%	2%	-
Online via website	59%	62%	66%	49%	65%	59%	-
Online via mobile app	5%	6%	8%	3%	7%	5%	-
At an ATM	4%	5%	2%	2%	5%	4%	-
Other	0%	0%	-	-	-	0%	-
Don't know	1%	1%	1%	4%	1%	1%	-
Net: Bank (face to face and using machines)	27%	23%	17%	37%	17%	27%	-
Net: Online (website and mobile app)	64%	68%	74%	52%	73%	64%	-
Net: Other (inc bank i.e. using machines)	2%	2%	2%	9%	2%	2%	-

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

How would you rate the service provided by your bank's or building society's call centre service? (If you have not used your provider's call centre service, please tick the 'Not applicable' option)

	Unweighted base	2241	1017	1224	265	321	307	429	919	1323	918
<b>All GB Adults who hold a current account with a bank or building society</b>		2191	1036	1155	238	389	339	436	789	1230	961
Very good	17%	16%	17%	17%	12%	18%	17%	19%	18%	16%	16%
Good	25%	27%	23%	29%	29%	25%	26%	20%	25%	24%	24%
Average	19%	21%	18%	18%	25%	22%	20%	15%	20%	18%	18%
Poor	4%	4%	3%	3%	4%	3%	4%	3%	4%	3%	3%
Very poor	1%	1%	2%	1%	1%	1%	3%	1%	1%	2%	2%
Don't know/ can't recall	5%	6%	5%	4%	7%	5%	5%	5%	5%	6%	6%
Not applicable - I have not used my bank/ building society's call centre services	29%	26%	32%	27%	22%	25%	25%	37%	27%	32%	32%

To what extent do you agree or disagree with the following statement? "I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

	Unweighted base	2241	1017	1224	265	321	307	429	919	1323	918
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1036	1155	238	389	339	436	789	1230	961
Strongly agree	20%	19%	20%	19%	22%	22%	17%	19%	20%	20%	20%
Tend to agree	48%	48%	48%	49%	48%	38%	51%	51%	49%	48%	48%
Neither agree nor disagree	18%	19%	17%	17%	12%	24%	21%	18%	18%	18%	18%
Tend to disagree	3%	4%	1%	1%	4%	3%	2%	3%	3%	2%	2%
Strongly disagree	1%	1%	0%	2%	0%	2%	0%	1%	1%	1%	1%
Don't know	11%	8%	13%	11%	14%	13%	9%	9%	11%	11%	11%

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

	Unweighted base	2241	1017	1224	265	321	307	429	919	1323	918
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1036	1155	238	389	339	436	789	1230	961
Very good	25%	22%	26%	22%	23%	24%	21%	28%	24%	26%	26%
Good	41%	43%	40%	51%	41%	35%	45%	39%	41%	42%	42%
Average	27%	26%	27%	19%	26%	31%	28%	26%	28%	25%	25%
Poor	3%	4%	3%	4%	3%	5%	2%	3%	4%	3%	3%
Very poor	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%
Don't know	3%	4%	3%	4%	6%	4%	2%	2%	2%	5%	5%

Total	Region						
	North	Midlands	East	London	South	Wales	Scotland
Base							

How would you rate the service provided by your bank's or building society's call centre service?  
(If you have not used your provider's call centre service, please tick the 'Not applicable' option)

	Unweighted base	2241	468	334	205	359	551	105	172
<b>All GB Adults who hold a current account with a bank or building society</b>		2191	527	365	211	279	503	112	193
Very good	17%	15%	17%	17%	18%	19%	11%	17%	
Good	25%	19%	27%	21%	27%	25%	25%	37%	
Average	19%	23%	18%	15%	20%	18%	29%	11%	
Poor	4%	3%	2%	3%	6%	5%	3%	1%	
Very poor	1%	2%	1%	1%	1%	1%	1%	4%	
Don't know/ can't recall	5%	7%	6%	8%	3%	3%	3%	7%	
Not applicable - I have not used my bank/ building society's call centre services	29%	31%	30%	35%	25%	29%	28%	24%	

To what extent do you agree or disagree with the following statement? "I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

	Unweighted base	2241	468	334	205	359	551	105	172
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	527	365	211	279	503	112	193
Strongly agree	20%	20%	23%	20%	15%	19%	18%	23%	
Tend to agree	48%	48%	45%	46%	41%	54%	56%	46%	
Neither agree nor disagree	18%	19%	19%	16%	24%	16%	13%	14%	
Tend to disagree	3%	2%	2%	3%	5%	2%	2%	3%	
Strongly disagree	1%	0%	0%	3%	0%	1%	-	2%	
Don't know	11%	10%	10%	13%	14%	9%	11%	13%	

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

	Unweighted base	2241	468	334	205	359	551	105	172
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	527	365	211	279	503	112	193
Very good	25%	23%	23%	25%	23%	25%	26%	29%	
Good	41%	41%	45%	37%	38%	42%	37%	44%	
Average	27%	27%	27%	25%	30%	26%	33%	17%	
Poor	3%	4%	2%	6%	4%	3%	2%	2%	
Very poor	1%	2%	0%	2%	0%	1%	-	2%	
Don't know	3%	3%	3%	5%	5%	2%	1%	6%	

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

How would you rate the service provided by your bank's or building society's call centre service? (If you have not used your provider's call centre service, please tick the 'Not applicable' option)

Unweighted base	2241	1141	192	1333	121	584	67	136	1110	241	185	73	479
All GB Adults who hold a current account with a bank or building society	2191	1176	185	1361	106	523	72	129	1068	228	156	66	484
Very good	17%	17%	12%	16%	17%	19%	8%	21%	17%	16%	16%	13%	17%
Good	25%	27%	26%	27%	21%	20%	36%	18%	24%	22%	27%	30%	24%
Average	19%	21%	20%	21%	21%	15%	19%	18%	17%	25%	19%	12%	18%
Poor	4%	4%	5%	4%	2%	3%	1%	2%	4%	2%	3%	1%	3%
Very poor	1%	1%	2%	1%	4%	2%	-	2%	1%	2%	1%	1%	3%
Don't know/ can't recall	5%	5%	6%	5%	7%	5%	8%	7%	5%	6%	4%	4%	6%
Not applicable - I have not used my bank/ building society's call centre services	29%	26%	28%	26%	29%	37%	27%	32%	31%	26%	30%	38%	28%

To what extent do you agree or disagree with the following statement? "I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

Unweighted base	2241	1141	192	1333	121	584	67	136	1110	241	185	73	479
All GB Adults online who hold a current account with a bank or building society	2191	1176	185	1361	106	523	72	129	1068	228	156	66	484
Strongly agree	20%	21%	14%	20%	20%	18%	9%	26%	20%	23%	15%	14%	17%
Tend to agree	48%	47%	56%	48%	45%	51%	56%	38%	50%	45%	46%	60%	48%
Neither agree nor disagree	18%	18%	19%	18%	20%	16%	8%	24%	18%	22%	23%	14%	16%
Tend to disagree	3%	3%	0%	2%	1%	4%	7%	2%	3%	1%	2%	2%	3%
Strongly disagree	1%	1%	-	1%	-	1%	-	-	1%	-	0%	1%	1%
Don't know	11%	10%	10%	10%	13%	9%	20%	10%	9%	9%	13%	9%	14%

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

Unweighted base	2241	1141	192	1333	121	584	67	136	1110	241	185	73	479
All GB Adults online who hold a current account with a bank or building society	2191	1176	185	1361	106	523	72	129	1068	228	156	66	484
Very good	25%	23%	20%	23%	20%	29%	15%	32%	25%	25%	29%	27%	20%
Good	41%	42%	45%	43%	48%	37%	44%	36%	40%	43%	35%	44%	43%
Average	27%	27%	28%	27%	19%	28%	25%	23%	27%	26%	29%	29%	25%
Poor	3%	4%	4%	4%	5%	2%	1%	4%	3%	1%	2%	-	5%
Very poor	1%	1%	1%	1%	0%	2%	1%	3%	1%	3%	2%	-	2%
Don't know	3%	3%	1%	3%	7%	2%	14%	1%	3%	3%	2%	-	6%

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

How would you rate the service provided by your bank's or building society's call centre service?  
(If you have not used your provider's call centre service, please tick the 'Not applicable' option)

	Unweighted base	2241	1686	250	192	51	493	62
<b>All GB Adults who hold a current account with a bank or building society</b>		2191	1573	267	223	72	562	56
Very good	17%	17%	21%	11%	16%	16%	20%	
Good	25%	23%	24%	32%	45%	30%	26%	
Average	19%	19%	19%	21%	22%	20%	19%	
Poor	4%	4%	3%	3%	2%	3%	1%	
Very poor	1%	2%	1%	0%	-	1%	2%	
Don't know/ can't recall	5%	5%	6%	7%	2%	6%	3%	
Not applicable - I have not used my bank/ building society's call centre services	29%	31%	26%	25%	13%	24%	29%	

To what extent do you agree or disagree with the following statement?  
"I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

	Unweighted base	2241	1686	250	192	51	493	62
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1573	267	223	72	562	56
Strongly agree	20%	19%	25%	18%	15%	21%	23%	
Tend to agree	48%	49%	48%	46%	57%	48%	28%	
Neither agree nor disagree	18%	18%	12%	22%	16%	17%	24%	
Tend to disagree	3%	3%	1%	2%	6%	2%	10%	
Strongly disagree	1%	1%	0%	2%	-	1%	-	
Don't know	11%	10%	14%	9%	7%	11%	16%	

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

	Unweighted base	2241	1686	250	192	51	493	62
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1573	267	223	72	562	56
Very good	25%	25%	25%	19%	18%	22%	27%	
Good	41%	41%	41%	40%	50%	42%	34%	
Average	27%	25%	27%	34%	28%	30%	29%	
Poor	3%	3%	3%	3%	1%	3%	2%	
Very poor	1%	1%	1%	0%	-	0%	-	
Don't know	3%	3%	4%	4%	1%	4%	7%	

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

How would you rate the service provided by your bank's or building society's call centre service? (If you have not used your provider's call centre service, please tick the 'Not applicable' option)

	Unweighted base	2241	77	225	166	152	182	205	359	370	181	105	172
<b>All GB Adults who hold a current account with a bank or building society</b>		2191	86	246	195	155	210	211	279	348	155	112	193
Very good	17%	20%	12%	12%	16%	23%	13%	17%	18%	19%	20%	11%	17%
Good	25%	12%	19%	19%	23%	29%	25%	21%	27%	28%	18%	25%	37%
Average	19%	26%	24%	24%	19%	14%	21%	15%	20%	18%	18%	29%	11%
Poor	4%	2%	5%	1%	2%	2%	2%	3%	6%	5%	5%	3%	1%
Very poor	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	0%	1%	4%
Don't know/ can't recall	5%	3%	7%	9%	5%	6%	8%	3%	4%	2%	3%	7%	
Not applicable - I have not used my bank/ building society's call centre services	29%	36%	29%	30%	26%	32%	35%	25%	26%	36%	28%	24%	

To what extent do you agree or disagree with the following statement? "I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

	Unweighted base	2241	77	225	166	152	182	205	359	370	181	105	172
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	86	246	195	155	210	211	279	348	155	112	193
Strongly agree	20%	32%	17%	17%	19%	31%	17%	20%	15%	20%	16%	18%	23%
Tend to agree	48%	47%	51%	46%	41%	48%	46%	41%	41%	51%	61%	56%	46%
Neither agree nor disagree	18%	21%	19%	19%	20%	19%	16%	16%	24%	17%	12%	13%	14%
Tend to disagree	3%	-	3%	3%	1%	2%	3%	5%	5%	2%	3%	2%	3%
Strongly disagree	1%	-	0%	0%	1%	-	3%	0%	0%	1%	1%	-	2%
Don't know	11%	1%	10%	13%	6%	14%	13%	14%	14%	9%	8%	11%	13%

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

	Unweighted base	2241	77	225	166	152	182	205	359	370	181	105	172
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	86	246	195	155	210	211	279	348	155	112	193
Very good	25%	28%	24%	21%	30%	17%	25%	23%	23%	26%	24%	26%	29%
Good	41%	40%	40%	43%	45%	46%	37%	38%	45%	45%	36%	37%	44%
Average	27%	25%	26%	30%	22%	31%	25%	30%	30%	22%	36%	33%	17%
Poor	3%	5%	6%	1%	1%	2%	6%	4%	4%	4%	0%	2%	2%
Very poor	1%	1%	3%	1%	1%	0%	2%	0%	0%	1%	2%	-	2%
Don't know	3%	1%	1%	6%	2%	4%	5%	5%	5%	2%	2%	1%	6%

Total	Social Media (monthly or more)				Thinking about banking... Do you currently have a current account with a bank or a building society?	
	Base	Facebook	LinkedIn	Google+	Twitter	Yes, I do

How would you rate the service provided by your bank's or building society's call centre service?  
(If you have not used your provider's call centre service, please tick the 'Not applicable' option)

	Unweighted base	2241	1335	304	112	489	2241	-
<b>All GB Adults who hold a current account with a bank or building society</b>		2191	1347	253	113	477	2191	-
Very good	17%	17%	19%	15%	17%	17%	17%	-
Good	25%	25%	30%	25%	26%	25%	25%	-
Average	19%	19%	20%	26%	20%	20%	19%	-
Poor	4%	4%	3%	4%	3%	3%	4%	-
Very poor	1%	1%	1%	1%	2%	1%	1%	-
Don't know/ can't recall	5%	5%	5%	6%	3%	5%	5%	-
Not applicable - I have not used my bank/ building society's call centre services	29%	29%	29%	14%	30%	29%	29%	-

To what extent do you agree or disagree with the following statement? "I think the bank/ building society I hold my main current account with has the right level of protection for my privacy"

	Unweighted base	2241	1335	304	112	489	2241	-
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1347	253	113	477	2191	-
Strongly agree	20%	20%	21%	20%	25%	21%	20%	-
Tend to agree	48%	48%	48%	48%	39%	49%	48%	-
Neither agree nor disagree	18%	18%	17%	16%	22%	16%	18%	-
Tend to disagree	3%	3%	2%	4%	-	2%	3%	-
Strongly disagree	1%	1%	1%	2%	4%	2%	1%	-
Don't know	11%	11%	10%	10%	12%	10%	11%	-

Overall, how would you rate how well the bank you hold your main current account is run (e.g. customer service, communication etc.)?

	Unweighted base	2241	1335	304	112	489	2241	-
<b>All GB Adults online who hold a current account with a bank or building society</b>		2191	1347	253	113	477	2191	-
Very good	25%	25%	25%	21%	26%	24%	25%	-
Good	41%	41%	42%	45%	31%	43%	41%	-
Average	27%	27%	26%	25%	35%	26%	27%	-
Poor	3%	3%	3%	5%	4%	4%	3%	-
Very poor	1%	1%	1%	1%	-	1%	1%	-
Don't know	3%	3%	3%	3%	4%	3%	3%	-

Total	Gender		Age					Social Grade	
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

	Unweighted base	2337	1072	1265	305	340	318	441	933	1347	990
<b>All GB Adults</b>	2285	1097	1188	274	413	352	446	800	800	1257	1028
Strongly agree	6%	5%	6%	6%	6%	4%	6%	6%	6%	5%	6%
Tend to agree	26%	26%	26%	20%	25%	26%	24%	30%	30%	28%	24%
Neither agree nor disagree	29%	29%	29%	26%	26%	29%	32%	29%	29%	28%	29%
Tend to disagree	9%	12%	7%	9%	10%	9%	9%	10%	9%	9%	10%
Strongly disagree	4%	6%	2%	4%	5%	5%	5%	3%	4%	4%	5%
Don't know	26%	22%	30%	37%	29%	28%	25%	22%	26%	26%	27%

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

	Unweighted base	2337	1072	1265	305	340	318	441	933	1347	990
<b>All GB Adults</b>	2285	1097	1188	274	413	352	446	800	800	1257	1028
Please see tab HOB_q7b for the open-ended answers	37%	43%	33%	29%	41%	30%	38%	42%	42%	44%	30%
Don't know	63%	57%	67%	71%	59%	70%	62%	58%	58%	56%	70%

HOB\_q7b\_Coded

	Unweighted base	2285	1046	1239	303	332	312	430	908	1318	967
<b>All GB Adults</b>	2285	1097	1188	274	413	352	446	800	800	1257	1028
Financial Services Authority (FSA)	22%	25%	20%	15%	25%	20%	22%	25%	25%	25%	20%
Financial Conduct Authority (FCA)	3%	4%	2%	3%	3%	3%	6%	1%	1%	5%	1%
Prudential Regulation Authority (PRA)	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	0%
Bank of England	3%	5%	2%	6%	4%	1%	3%	3%	3%	4%	3%
Financial/Banking Ombudsman	2%	2%	3%	1%	2%	2%	3%	3%	3%	3%	2%
Financial Services Association	0%	0%	0%	-	0%	-	0%	0%	0%	0%	0%
The Treasury	0%	0%	0%	0%	-	0%	0%	0%	0%	0%	0%
IFA	0%	0%	0%	-	0%	0%	0%	0%	0%	1%	-
Barclays	0%	0%	0%	0%	1%	-	0%	0%	0%	0%	0%
Financial Services Regulator	0%	0%	0%	-	0%	-	-	1%	1%	0%	0%
FSC/FSCS	0%	1%	0%	-	1%	0%	0%	0%	0%	1%	0%
Other	5%	6%	4%	5%	6%	3%	3%	6%	6%	5%	4%
Don't know	63%	57%	67%	71%	59%	70%	62%	58%	58%	56%	70%
Net: Prudential & FCA	4%	5%	3%	3%	4%	4%	6%	2%	2%	6%	1%

Total	Region						
	North	Midlands	East	London	South	Wales	Scotland
Base							

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

	Unweighted base	2337	491	346	214	374	574	108	178
<b>All GB Adults</b>	2285	562	375	219	293	523	114	198	
Strongly agree	6%	6%	7%	4%	5%	4%	10%	6%	
Tend to agree	26%	28%	24%	23%	23%	28%	23%	28%	
Neither agree nor disagree	29%	28%	30%	35%	27%	27%	25%	28%	
Tend to disagree	9%	13%	9%	4%	15%	6%	6%	8%	
Strongly disagree	4%	5%	3%	2%	4%	4%	6%	9%	
Don't know	26%	20%	26%	32%	25%	32%	30%	22%	

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

	Unweighted base	2337	491	346	214	374	574	108	178
<b>All GB Adults</b>	2285	562	375	219	293	523	114	198	
Please see tab HOB_q7b for the open-ended answers	37%	41%	34%	42%	38%	37%	28%	37%	
Don't know	63%	59%	66%	58%	62%	63%	72%	63%	

HOB\_q7b\_Coded

	Unweighted base	2285	491	346	214	374	574	108	178
<b>All GB Adults</b>	2285	562	375	219	293	523	114	198	
Financial Services Authority (FSA)	22%	27%	21%	26%	22%	19%	18%	21%	
Financial Conduct Authority (FCA)	3%	2%	3%	4%	6%	4%	1%	1%	
Prudential Regulation Authority (PRA)	1%	1%	-	2%	1%	1%	-	1%	
Bank of England	3%	4%	4%	3%	4%	4%	2%	3%	
Financial/Banking Ombudsman	2%	2%	1%	1%	2%	3%	4%	3%	
Financial Services Association	0%	0%	-	-	0%	0%	-	-	
The Treasury	0%	0%	0%	-	0%	0%	-	-	
IFA	0%	0%	0%	0%	-	1%	-	-	
Barclays	0%	-	1%	-	0%	0%	-	-	
Financial Services Regulator	0%	0%	0%	0%	-	0%	-	1%	
FSC/FSCS	0%	0%	0%	0%	-	1%	0%	0%	
Other	5%	4%	4%	6%	4%	5%	2%	6%	
Don't know	63%	59%	66%	58%	62%	63%	72%	63%	
Net: Prudential & FCA	4%	4%	3%	5%	6%	4%	1%	1%	

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

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

Unweighted base	2337	1180	196	1376	141	591	75	154	1140	243	194	75	521
All GB Adults	2285	1220	190	1410	122	527	82	145	1093	229	163	67	524
Strongly agree	6%	6%	5%	6%	3%	5%	6%	9%	5%	5%	4%	6%	7%
Tend to agree	26%	25%	23%	25%	19%	32%	15%	27%	30%	24%	25%	28%	21%
Neither agree nor disagree	29%	27%	30%	28%	29%	31%	27%	32%	28%	36%	32%	36%	25%
Tend to disagree	9%	9%	9%	9%	9%	10%	12%	4%	9%	6%	11%	14%	10%
Strongly disagree	4%	5%	4%	5%	3%	2%	3%	4%	3%	7%	4%	0%	7%
Don't know	26%	27%	29%	27%	37%	20%	37%	24%	25%	23%	23%	16%	30%

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

Unweighted base	2337	1180	196	1376	141	591	75	154	1140	243	194	75	521
All GB Adults	2285	1220	190	1410	122	527	82	145	1093	229	163	67	524
Please see tab HOB_q7b for the open-ended answers	37%	39%	39%	39%	27%	41%	24%	29%	40%	40%	30%	29%	35%
Don't know	63%	61%	61%	61%	73%	59%	76%	71%	60%	60%	70%	71%	65%

HOB\_q7b\_Coded

Unweighted base	2285	1154	194	1348	141	577	71	148	1110	242	188	75	509
All GB Adults	2285	1220	190	1410	122	527	82	145	1093	229	163	67	524
Financial Services Authority (FSA)	22%	23%	26%	24%	13%	25%	6%	16%	26%	24%	19%	15%	18%
Financial Conduct Authority (FCA)	3%	4%	1%	4%	1%	2%	7%	0%	3%	3%	1%	-	4%
Prudential Regulation Authority (PRA)	1%	1%	-	1%	1%	1%	2%	2%	1%	1%	-	1%	2%
Bank of England	3%	3%	5%	3%	4%	4%	9%	1%	3%	3%	2%	2%	6%
Financial/Banking Ombudsman	2%	2%	2%	2%	1%	4%	-	2%	2%	2%	3%	5%	1%
Financial Services Association	0%	0%	-	0%	-	0%	-	-	0%	-	0%	-	0%
The Treasury	0%	0%	-	0%	1%	-	-	-	0%	0%	-	-	0%
IFA	0%	0%	0%	0%	-	0%	-	-	0%	1%	0%	1%	-
Barclays	0%	0%	-	0%	-	0%	1%	-	0%	-	-	-	0%
Financial Services Regulator	0%	0%	0%	0%	-	1%	-	1%	0%	0%	0%	-	0%
FSC/FSCS	0%	0%	1%	1%	-	0%	-	0%	0%	2%	0%	-	-
Other	5%	5%	4%	5%	4%	4%	2%	5%	4%	6%	4%	4%	5%
Don't know	63%	61%	61%	61%	73%	59%	76%	71%	60%	60%	70%	71%	65%
Net: Prudential & FCA	4%	5%	1%	4%	2%	2%	8%	3%	3%	3%	1%	1%	5%

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

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
<b>Unweighted base</b>	2337	1733	261	199	59	519	85
<b>All GB Adults</b>	2285	1622	276	229	83	588	75
Strongly agree	6%	6%	6%	5%	12%	6%	2%
Tend to agree	26%	25%	28%	29%	24%	28%	22%
Neither agree nor disagree	29%	28%	24%	37%	27%	30%	33%
Tend to disagree	9%	10%	7%	7%	6%	7%	4%
Strongly disagree	4%	4%	3%	5%	3%	4%	2%
Don't know	26%	26%	31%	18%	29%	26%	37%

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
<b>Unweighted base</b>	2337	1733	261	199	59	519	85
<b>All GB Adults</b>	2285	1622	276	229	83	588	75
Please see tab HOB_q7b for the open-ended answers	37%	39%	40%	29%	27%	34%	29%
Don't know	63%	61%	60%	71%	73%	66%	71%

HOB\_q7b\_Coded

	Unweighted base	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused
<b>Unweighted base</b>	2285	1699	257	189	57	503	83
<b>All GB Adults</b>	2285	1622	276	229	83	588	75
Financial Services Authority (FSA)	22%	23%	24%	21%	13%	21%	11%
Financial Conduct Authority (FCA)	3%	3%	2%	2%	8%	3%	1%
Prudential Regulation Authority (PRA)	1%	1%	-	1%	2%	1%	2%
Bank of England	3%	4%	4%	1%	1%	2%	4%
Financial/Banking Ombudsman	2%	2%	4%	1%	2%	2%	7%
Financial Services Association	0%	0%	-	0%	-	0%	-
The Treasury	0%	0%	-	0%	1%	0%	-
IFA	0%	0%	-	-	-	-	-
Barclays	0%	0%	0%	1%	-	0%	-
Financial Services Regulator	0%	0%	0%	-	-	0%	-
FSC/FSCS	0%	0%	1%	1%	-	1%	-
Other	5%	5%	6%	1%	4%	4%	5%
Don't know	63%	61%	60%	71%	73%	66%	71%
Net: Prudential & FCA	4%	4%	2%	3%	8%	3%	2%

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

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

	Unweighted base	2337	82	234	175	159	187	214	374	385	189	108	178
All GB Adults	2285	96	261	206	161	214	219	293	359	164	114	198	
Strongly agree	6%	7%	4%	8%	7%	7%	4%	5%	4%	2%	10%	6%	
Tend to agree	26%	40%	25%	26%	23%	25%	23%	23%	29%	26%	23%	28%	
Neither agree nor disagree	29%	25%	30%	28%	32%	29%	35%	27%	28%	27%	25%	28%	
Tend to disagree	9%	13%	13%	12%	11%	8%	4%	15%	5%	8%	6%	8%	
Strongly disagree	4%	3%	6%	3%	2%	4%	2%	4%	3%	5%	6%	9%	
Don't know	26%	12%	21%	23%	25%	27%	32%	25%	31%	33%	30%	22%	

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

	Unweighted base	2337	82	234	175	159	187	214	374	385	189	108	178
All GB Adults	2285	96	261	206	161	214	219	293	359	164	114	198	
Please see tab HOB_q7b for the open-ended answers	37%	51%	34%	46%	34%	34%	42%	38%	36%	38%	28%	37%	
Don't know	63%	49%	66%	54%	66%	66%	58%	62%	64%	62%	72%	63%	

HOB\_q7b\_Coded

	Unweighted base	2285	82	234	175	159	187	214	374	385	189	108	178
All GB Adults	2285	96	261	206	161	214	219	293	359	164	114	198	
Financial Services Authority (FSA)	22%	37%	19%	32%	25%	17%	26%	22%	19%	19%	18%	21%	
Financial Conduct Authority (FCA)	3%	2%	2%	3%	1%	4%	4%	6%	5%	2%	1%	1%	
Prudential Regulation Authority (PRA)	1%	2%	2%	-	-	-	2%	1%	2%	-	-	1%	
Bank of England	3%	4%	4%	4%	2%	5%	3%	4%	3%	6%	2%	3%	
Financial/Banking Ombudsman	2%	2%	3%	2%	2%	1%	1%	2%	2%	5%	4%	3%	
Financial Services Association	0%	-	0%	0%	-	-	-	0%	0%	0%	-	-	
The Treasury	0%	-	0%	-	0%	1%	-	0%	0%	-	-	-	
IFA	0%	-	-	0%	0%	-	0%	-	1%	-	-	-	
Barclays	0%	-	-	-	1%	0%	-	0%	1%	-	-	-	
Financial Services Regulator	0%	-	0%	-	1%	-	0%	-	0%	-	-	1%	
FSC/FSCS	0%	-	-	0%	1%	-	0%	-	1%	2%	0%	0%	
Other	5%	5%	5%	3%	1%	6%	6%	4%	5%	5%	2%	6%	
Don't know	63%	49%	66%	54%	66%	66%	58%	62%	64%	62%	72%	63%	
Net: Prudential & FCA	4%	5%	4%	3%	1%	4%	5%	6%	5%	2%	1%	1%	

Total	Social Media (monthly or more)				Thinking about banking... Do you currently have a current account with a bank or a building society?	
	Base	Facebook	LinkedIn	Google+	Twitter	Yes, I do

To what extent do you agree or disagree with the following statement?  
"Banking regulation is a lot better now compared to 2008 (i.e. before the financial crisis)"

	Unweighted base	2337	1378	308	118	508	2241	96
<b>All GB Adults</b>	2285	1403	256	117	497	2191	94	
Strongly agree	6%	6%	5%	6%	4%	6%	-	
Tend to agree	26%	25%	27%	31%	28%	27%	11%	
Neither agree nor disagree	29%	27%	28%	38%	26%	29%	19%	
Tend to disagree	9%	10%	8%	6%	12%	9%	7%	
Strongly disagree	4%	4%	7%	4%	4%	4%	8%	
Don't know	26%	28%	25%	15%	25%	25%	55%	

What is the name of the organisation which regulates banks in the UK?  
(Please type in your answer in the box below. If you do not know the name of the organisation, please tick the "Don't know" option)

	Unweighted base	2337	1378	308	118	508	2241	96
<b>All GB Adults</b>	2285	1403	256	117	497	2191	94	
Please see tab HOB_q7b for the open-ended answers	37%	37%	57%	39%	37%	38%	14%	
Don't know	63%	63%	43%	61%	63%	62%	86%	

HOB\_q7b\_Coded

	Unweighted base	2285	-	1356	306	117	497	2194
<b>All GB Adults</b>	2285	-	1403	256	117	497	2191	
Financial Services Authority (FSA)	22%	-	22%	29%	21%	24%	23%	
Financial Conduct Authority (FCA)	3%	-	3%	8%	3%	3%	3%	
Prudential Regulation Authority (PRA)	1%	-	1%	2%	-	1%	1%	
Bank of England	3%	-	4%	7%	5%	3%	4%	
Financial/Banking Ombudsman	2%	-	2%	4%	2%	2%	2%	
Financial Services Association	0%	-	0%	0%	-	-	0%	
The Treasury	0%	-	0%	0%	-	0%	0%	
IFA	0%	-	0%	1%	-	0%	0%	
Barclays	0%	-	0%	0%	0%	-	0%	
Financial Services Regulator	0%	-	0%	-	-	-	0%	
FSC/FSCS	0%	-	0%	1%	-	0%	0%	
Other	5%	-	5%	6%	6%	4%	5%	
Don't know	63%	-	63%	43%	61%	63%	62%	
Net: Prudential & FCA	4%	-	3%	9%	3%	3%	4%	