

# **Consumer Research: overdrafts and APR. Technical Report**

December 2018

# TECHNICAL REPORT

## 1. Introduction

This technical report relates to research on overdrafts and APR published in the [technical annex](#) to [CP 18/42](#).

## 2. THE PROVIDER

The FCA commissioned Kantar TNS to undertake this consumer survey through use of their face-to-face CAPI Omnibus.

Kantar TNS Research Express, provides fast, shared-cost access to consumers for a variety of research uses. Backed up by Kantar TNS' quality assured data collection methods, Research Express focuses on offering clients quick, accurate and affordable insights upon which to base effective business decisions.

## 3. METHODOLOGY

The research used a face to face (Capi) Omnibus research approach. An Omnibus is a regular survey of a representative sample of the population. Omnibuses are multi-client surveys; they consist of questions commissioned by more than one client within the same survey. This approach means that clients are sharing the fieldwork cost making it one of the most cost-effective forms of research.

Kantar TNS Capi Omnibus uses a random, nationally representative and robust sample to ensure a wide cross section of the target population, as well as to ensure sub group analysis.

- The samples for Kantar TNS omnibus surveys are designed to be representative of the adult population in Britain in terms of various demographic characteristics and geographical location, facilitating the reporting of the attitudes and opinions of the population.
- The sampling methodology is based on a selection of random locations (see below for details).
- Interviewers are required to call at specified addresses in order to meet their quota targets, interviews are conducted in-home via Computer Assisted Personal Interviewing.

Face to face fieldwork was conducted between 5<sup>th</sup>-17<sup>th</sup> September 2018.

## 4. SAMPLING DESIGN

The sample design involves dividing Great Britain into 600 sampling points, using the 2001 Census small area statistics and Postcode Address File (PAF). A total of 415 sample points are selected for use by the omnibus after stratification by Government Office Region and Social Grade. Those points are divided into two replicates, which are alternated each week. Each sample point is further divided into two distinct segments which are also alternated.

The sample is drawn in two stages: at the first stage sample points (Primary Sample units (PSUs)) are selected probability proportionate to size, at the second stage blocks of addresses are selected at random within the sampled PSU.

## **5. SAMPLING FRAME**

2001 Census small area statistics and the Postcode Address File (PAF) were used to define sample points. These are areas of similar population sizes formed by the combination of wards with the constraint that each point must be contained within a single Government Office Region [GOR]. In addition, geographic systems were employed to minimise the drive time required to cover each area as optimally as possible.

600 points were defined south of the Caledonian Canal in Great Britain [GB]. Finally 5 points were defined north of the Caledonian Canal. These latter differ in size from the other points and each other to meet the need to separately cover the different parts of the Highlands and Islands.

## **6. STRATIFICATION AND SAMPLE POINT SELECTION**

415 sample points were selected south of the Caledonian Canal for use by the Omnibuses after stratification by Government Office Region and Social Grade. They were also checked to ensure they are representative by an urban and rural classification. Those points are divided into two replicates. One set are used in one week. The other set are used in the next week. One of the points north of the Caledonian Canal is also used.

Similarly the statistical accuracy of the GB sampling is maximised by issuing sequential waves of fieldwork systematically across the sampling frame to provide maximum geographical dispersion. This ensures that the sample point selection remains representative for any specific fieldwork wave.

The TNS Omnibuses employ a random location methodology each week. A varying number of sampling points are issued depending upon the length of the questionnaire. The number of Great Britain sampling points issued can be 208, 192, 176, 151 or 143. The points used are sub samples of those determined in a sampling system developed by TNS for its internal use. Stratification ensures a spread of points across the country by region and type of area.

Omnibus is a Stratified Random Sample. The initial stage of sampling involves selection of the Primary Sampling Units (PSUs), these are selected Probability Proportional to Size (PPS) to the Population and then within them Secondary Sampling Units (SSUs) are selected Probability Proportional to Size (PSS) to the Population. This gives a Clustered Random Sample which can be analysed as a Simple Random Sample.

## **7. SELECTION OF CLUSTERS WITHIN SAMPLING POINTS**

All the sample points in the sampling frame have been divided into two geographically distinct segments each containing, as far as possible, equal populations. The segments comprise aggregations of complete wards. For the Omnibuses alternate A and B halves are worked each wave of fieldwork. Each week different wards are selected in each required half and Census Output Areas selected within those wards. Then, groups of OAs containing a minimum of 200 addresses are sampled in those areas from the PAF (a maximum of 250 addresses are issued per assignment).

## **8. INTERVIEWING**

Interviewing is conducted by professional interviewers who work exclusively for Kantar TNS. The addresses, selected as above, are issued to achieve an adult sample of 10, 11, 12, 14 or 16 interviews in provincial areas and 10, 11, 14 or 15 in London depending upon the questionnaire length. If the overall Omnibus survey is shorter then interviewers will conduct a larger number of interviews at each sample point i.e. 10 -11. If the overall survey is longer in length, for example the full 30 minutes, a smaller number of interviews are conducted at each sample point i.e. 14 - 16. Assignments are conducted over two days of fieldwork and are carried out weekday 2pm-8pm and at the weekend. Quotas are set by gender/housewife; so within female, presence of children and working status are collected and within males working status is collected to ensure a balanced sample of adults within effective contacted addresses. All interviewers must leave 3 doors between each successful interview.

## **9. RESPONSE RATE**

The Omnibus uses a Random Location Quota sample as such response rates are not calculated for the survey. Non Response weights cannot therefore be calculated however differentiating response rates within different segments of the population are taken account of by weighting the sample back to the population.

## **10. DATA PROCESSING**

All data was processed by the Kantar UK Data processing department using the Quantum software package. The reporting consisted of both weighted and grossed to GB population as well as unweighted excel and PDF data tables.

As well as the above-mentioned deliverables, weighted un-coded data was also run off after the first wave in order to provide a quick overview of responses.

## **11. CODING**

The verbatim responses from the survey's six open ended questions were provided after the first wave in order for the FCA to create code frames to be used. Kantar TNS then coded these questions up and advised on any additional answer codes needed. All verbatim responses from both waves were issued to the FCA.

## **12. WEIGHTING**

Results were weighted at the analysis stage to be representative of the GB adult population aged 18+.

A 72 cell matrix based on NRS data is employed with SEX, AGE (18-24, 25-34, 35-54, 55+), SOCIAL CLASS (ABC1, C2, DE) and grouped Registrar General's Regions (North, Midlands, South) controls. The sample is then grossed to represent the GB adult population. Alternatively, tables can be supplied weighted but not grossed or unweighted.

Weights appear in survey datasets as a variable, which assigns a value to each case to indicate how much 'weight' it should have during data analysis.

Weights can also adjust a sample to make it look the same size as the population. These are called grossing weights.

When using grossing weights, results from data analysis will look like they come from a sample of millions, rather than a few thousand.

Grossing weights uses the weighted bases and assigns a value to each respondent and extrapolates to the number in that target group, in this case the GB adult population aged 18+.

## **13. QUALITY ASSURANCES**

### **13.1 FIELDWORK**

All of our fieldwork is conducted according to the Market Research Society (MRS) Code of Conduct. We are founder members of the market research industry's Interviewer Quality Control Scheme (IQCS), now incorporated into ISO 20252, the international quality standard for market research. Our standard quality control procedures exceed those stipulated by IQCS and ISO 20252.

Verification of work is conducted by telephone, by in-house, trained validators. 15 per cent of assignments are selected to ensure 10 per cent minimum is conducted on each survey. All aspects of the interview are checked and the interviewer is graded on a number of measures. Survey information for each interviewer is analysed by a team of quality control experts. The results of these checks are relayed to regional management who feed these back to interviewers and discuss the results and any need for improvement with them. The findings also feed into planning and re-training, allocation of projects and in-field accompaniment.

### **13.2 DATA PROCESSING**

As part of standard quality procedures, Kantar TNS Research team conducted an extensive range of checks on the data outputs before they were provided to the FCA. This included topline checks (to ensure the correct respondents were being asked each question), checks between the raw and processed data and coding checks.

### **13.3 INTERVIEWER INSTRUCTIONS**

This is a very important piece of research where Banks, Building Societies & the FCA (Financial Conduct Authority) are discussing ways of making their overdraft charges easier to understand and to do that we are asking a series of questions on this survey to establish this. We know some of the questions are difficult to understand which is part of the research findings.

Please make respondents aware we are not asking for any security risk information and that the answers they give will not be looked at individually but as part of the whole survey.

## 14. QUESTIONNAIRE

- ALL PROMPTED QUESTIONS ARE INVERTED UNLESS SPECIFIED (1\2 SEE LIST 1-10 & OTHER 1\2 SEE LIST 10-1)
- DK\None\Prefer not to say – THESE ARE BUTTONS SO WILL APPEAR AT THE TOP OF THE SCREEN OUT OF THE VIEW OF THE RESPONDENT
- OTHER\ DK\None\Prefer not to say – THESE WON'T HAVE CODE NUMBERS JUST YET, THE SCRIPTERS ASSIGN THESE AS HIGH CODES 96,97,98,99 WHICH ARE STANDARD FOR US
- EACH QUESTION IS SCRIPTED WITH ITS FILTER ABOVE
- [ ] MEANS BOLD OR UNDERLINED IN THE SCRIPT
- IF A QUESTION DOESN'T HAVE A MULTI CHOICE TEXT ABOVE IT, IT WILL BE SINGLE CHOICE. INTERVIEWERS DO NOT NEED TO HAVE THIS INSTRUCTION ADDED
- ALL STATEMENT QUESTIONS WILL HAVE ONE STATEMENT PER SCREEN
- ALL STATEMENT QUESTIONS UNLESS SPECIFIED WILL BE RANDOMISED
- ALL QUESTIONS ARE READ OUT AND IF PROMPTED THE ANSWERS ARE SHOWN ON SCREEN (THEY ARE NOT READ OUT)

F1 = All Adults 18+ in GB

F2 = All who have a personal current bank account Q1\1

F3 = All who have an arranged overdraft Q2\1

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

F5 = All who found it easy to make the comparisons Q7\1,2

F6 = All who weren't' sure how to make the comparisons Q7\3

F7 = All who found it difficult to make the comparisons Q7\4,5

F8 = All who would use the APR to compare Q11A\1,2 or Q11B\1,2

F9 = All who would use the APR to compare Q11A\3,4 or Q11B\3,4

F10 = All who some easier and others more difficult to make the comparisons Q7\6

## Question 101

Question only asked, if [ FILTER[ 1] = 1 ]

F1 = All Adults 18+ in GB

Banks and Building Societies play a vital role in our everyday lives. It is important that people can understand the language and examples used in current account literature. I would like to ask you some questions about whether or not you have a personal current account, and then about overdrafts, if you have used one.

This is important research we are conducting on behalf of the Financial Conduct Authority, the organisation responsible for regulating the financial services market in the UK. Your honest answers to these questions are really important to them, and potentially to all the customers of Britain's banks and building societies.

Please note we will not be asking you for any security risk information.

## Question 10

Question only asked, if [ FILTER[ 1] = 1 ]

1201L2

F1 = All Adults 18+ in GB

Q.1 Do you have a personal bank or building society current account it might be a joint account with someone else? This is the account you use to pay your day to day bills. If you have more than one current account, please think about the one you use most of

1 : Yes

2 : No

## Question 20

User defined button : 98 "Dk"

Question only asked, if [ FILTER[ 2] = 1 ]

1203L2

F2 = All who have a personal current bank account Q1\1

Q.2 Thinking about your main personal bank account the one you use for most if not all of your bank transactions, does this give you an arranged overdraft?

By this I mean do you have a pre-existing agreement between you and your bank about how much you can go overdrawn even if there is no money left in your current account?

1 : Yes

2 : No

## Question 201

Question only asked, if [ FILTER[ 2] = 1 ]

F2 = All who have a personal current bank account Q1\1

There are two different types of overdraft, an arranged overdraft where you have stayed below the limit you had agreed with your bank, and then there is an unarranged overdraft where you haven't agreed in advance with your bank and gone over your agreed amount.

## Question 30

Question only asked, if [ FILTER[ 3] = 1 ]

1205L2

F3 = All who have an arranged overdraft Q2\1

Q.3 Thinking about the last 12 months, have you used your arranged overdraft?

So you have gone into the red but stayed below the limit you had agreed with your bank.

1 : Yes

2 : No

#### Question 40

Question only asked, if [ FILTER[ 2] = 1 ]

1207L2

F2 = All who have a personal current bank account Q1\1

Q.4 In the last 12 months, have you used an unarranged overdraft or emergency borrowing?

So has your main current account gone into the red for whatever reason, where you had not arranged this with your bank in advance or have you gone over the limit you agreed with your bank?

1 : Yes

2 : No

#### Question 50

Question only asked, if [ FILTER[ 4] = 1 ]

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

Q.5 I am now going to show you some examples of overdraft charges that you will find from different banks in Britain and I would like you to tell me how easy or difficult you find it to understand each of them. I am interested in your honest view

Imagine you borrowed £500 for one week from your overdraft. How easy or difficult do you think it would be to work out how much the overdraft would cost you for each of the examples I will show you? Please don't worry about the type of overdraft you have.

SCRIPTERS: THERE IS NO TEXT TO FILL FOR EACH STATEMENT THEY ARE JUST DIFFERENT JPGS, ONE FOR EACH SCREEN WITH THE SCALE TO THE SIDE. YOU MUST MAKE THE IMAGE AS BIG AS POSSIBLE SO THAT IT'S EASY FOR THE RESPONDENT TO READ.

YOU HAVE TO SAVE EACH BEHIND THE SCENES AS FOLLOWS:

JPG Q5A = 1p for every £7

JPG Q5B = £ per day

JPG Q5C = Interest rate

JPG Q5D = Calculator

JPG Q5E = Pounds and pence example

#### Question 501\_1

Question only asked, if [ FILTER[ 4] = 1 ]

Display picture [ 1 ]

1211L2

SHOW SCREEN AND ALLOW RESPONDENT TO READ THE WHOLE SCREEN

So how easy or difficult do you think it would be to work out how much an overdraft of £500 for one week would cost you from this example?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult

#### Question 501\_2

Question only asked, if [ FILTER[ 4] = 1 ]

Display picture [ 2 ]

1217L2

SHOW SCREEN AND ALLOW RESPONDENT TO READ THE WHOLE SCREEN

So how easy or difficult do you think it would be to work out how much an overdraft of £500 for one week would cost you from this example?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult

### Question 501\_3

Question only asked, if [ FILTER[ 4] = 1 ]

Display picture [ 3 ]

1223L2

SHOW SCREEN AND ALLOW RESPONDENT TO READ THE WHOLE SCREEN

So how easy or difficult do you think it would be to work out how much an overdraft of £500 for one week would cost you from this example?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult

### Question 501\_4

Question only asked, if [ FILTER[ 4] = 1 ]

Display picture [ 4 ]

1229L2

SHOW SCREEN AND ALLOW RESPONDENT TO READ THE WHOLE SCREEN

So how easy or difficult do you think it would be to work out how much an overdraft of £500 for one week would cost you from this example?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult

#### Question 501\_5

Question only asked, if [ FILTER[ 4] = 1 ]

Display picture [ 5 ]

1235L2

SHOW SCREEN AND ALLOW RESPONDENT TO READ THE WHOLE SCREEN

So how easy or difficult do you think it would be to work out how much an overdraft of £500 for one week would cost you from this example?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult

#### Question 60

Question only asked, if [ FILTER[ 4] = 1 ]

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

Q.6 I am now going to show you 3 more examples of overdraft charges and for each example we would like you to compare banks A, B and C's charges and tell us which one you think might be the most expensive and which one you think might be the cheapest Don't worry. We do not expect you to try and work out the numbers exactly. Just base your response on your first impression.

SCRIPTERS THERE ARE 6 EXAMPLE SHOWCARDS BUT EACH RESPONDENT IS ONLY BEING ASKED ABOUT 3.

THIS NEEDS TO BE SET UP SO THAT AN EQUAL AMOUNT GETS EACH OF THE 6 EXAMPLES. THIS IS TO BE RANDOMISED.

VERY IMPORTANT

WE NEED TO KNOW WHICH 3 EACH RESPONDENT GETS AND IN WHAT ORDER SO THIS NEEDS TO BE RECORDED

Question 601

Multiple answers allowed

Question only asked, if [ RAN 1 ]

1239L20

- 1 : CARD 1= Different structures (base line)
- 2 : CARD 2= Single interest rate (SIR)
- 3 : CARD 3= Different structures with APR
- 4 : CARD 4= Single interest rate with APR
- 5 : CARD 5= SIR, APR, Prominent with explanation
- 6 : CARD 6= SIR, prominent APR explanation pounds per day

Question 6011\_1

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4 ] = 1 ]

1273L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (1E) So looking at the first example, which bank do you think is the [most expensive]?

Please read all 3 Bank examples before you tell me your answer

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

Question 602\_1

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4 ] = 1 ]

Answer categories mentioned in question 6011\_1 will not be displayed

1275L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (1C) And which one do you think is the [cheapest]?

REMOVE ANSWER GIVEN AT Q6 (1E)

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

Question 6011\_2

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1279L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (2E) Now looking at the second example, which bank do you think is the [most expensive]?

Please read all 3 Bank examples before you tell me your answer

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

Question 602\_2

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

Answer categories mentioned in question 6011\_2 will not be displayed

1281L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (2C) And which one do you think is the [cheapest]?

REMOVE ANSWER GIVEN AT Q6 (1E)

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

Question 6011\_3

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1285L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (3E) Now looking at the third example, which bank do you think is the [most expensive]?

Please read all 3 Bank examples before you tell me your answer

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

Question 602\_3

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

Answer categories mentioned in question 6011\_3 will not be displayed

1287L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW CARD AND GIVE EXAMPLE [INSERT FROM DUMMY QA]

Q.6 (3C) And which one do you think is the [cheapest]?

REMOVE ANSWER GIVEN AT Q6 (1E)

- 1 : Bank A
- 2 : Bank B
- 3 : Bank C

#### Question 701

Question only asked, if [ FILTER[ 4] = 1 ]

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

Thank you for reading through all these examples, this part is over.

#### Question 70

Answers will be inverted randomly

Question only asked, if [ FILTER[ 4] = 1 ]

1307L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.7 How easy or difficult did you find it to make these comparisons in general?

- 1 : Very easy
- 2 : Quite easy
- 3 : Not sure
- 4 : Quite difficult
- 5 : Very difficult
- 6 : A mixture – I found some easier and others more difficult

#### Question 801

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 5] = 1 ]

1309L100

F5 = All who found it easy to make the comparisons Q7\1,2

Q.8A And why did you find it Very\Quite easy to make these comparisons? If it helps have a look at the cards again and give me some examples.

#### Question 802

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 6] = 1 ]

1409L100

F6 = All who weren't sure how to make the comparisons Q7\3

Q.8B And why weren't you sure about how to make these comparisons? If it helps have a look at the cards again and give me some examples.

#### Question 803

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 7] = 1 ]

1509L100

F7 = All who found it difficult to make the comparisons Q7\4,5

Q.8C And why did you find it Very\Quite difficult to make these comparisons? If it helps have a look at the cards again and give me some examples.

#### Question 804

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 10] = 1 ]

1609L100

F10 = All who some easier and others more difficult to make the comparisons Q7\6

Q.8D And why did you find easier and others more difficult to make these comparisons? If it helps have a look at the cards again and give me some examples.

## Question 90

Answers will be inverted randomly

Question only asked, if [ FILTER[ 4] = 1 ]

1709L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.9 If you saw an overdraft had an APR of 50%, how would you think that compares to borrowing money using other forms of lending, such as using a credit card to borrow money or a loan facility?

- 1 : A. I would think the overdraft is more expensive than using a credit card or loan
- 2 : B. I would think the overdraft is cheaper than using a credit card or loan
- 3 : C. I would think the overdraft would cost a similar amount to a credit card or loan
- 4 : I don't know

## Question 100

Question only asked, if [ FILTER[ 4] = 1 ]

1711L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

Q.10 Do you ever use the APR to compare the cost of borrowing, for example, using credit cards or loans ?

- 1 : Yes
- 2 : No
- 3 : I don't know what it is

SCRIPTERS: RANDOMISE THE ORDER OF Q11A & Q11B ASKED. SO 1\2 GET Q11A THEN Q11B. THE OTHER 1\2 GET Q11B THEN Q11A

RECORD ORDER

Question 1101\_1

Answers will be inverted randomly

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1715L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.11A If all different banks showed the APR of their overdraft everywhere they talked about overdraft charges, for example on their website, in leaflets, in branch etc. would you use the APR to Compare the costs of overdrafts with different banks?

- 1 : Definitely would
- 2 : Probably would
- 3 : Probably wouldn't
- 4 : Definitely wouldn't

Question 1102\_1

Answers will be inverted randomly

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1723L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.11B If all different banks showed the APR of their overdraft everywhere they talked about overdraft charges, for example on their website, in leaflets, in branch etc. would you use the APR to Compare costs of overdrafts with other types of borrowing such as credit cards or loans?

- 1 : Definitely would
- 2 : Probably would
- 3 : Probably wouldn't
- 4 : Definitely wouldn't

Question 1201

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 8] = 1 ]

1725L100

F8 = All who would use the APR to compare Q11A\1,2 or Q11B\1,2

Q.12A Why would you use the APR to compare ?  
PROBE FULLY UNTIL NO MORE ANSWERS ARE GIVEN

Question 1202

Multiple answers allowed

Open ended answer is written as a bitmap

Question only asked, if [ FILTER[ 9] = 1 ]

1825L100

F9 = All who would use the APR to compare Q11A\3,4 or Q11B\3,4

Q.12B Why wouldn't you use the APR to compare ?  
PROBE FULLY UNTIL NO MORE ANSWERS ARE GIVEN

Question 130

User defined button : 99 "Prefer not to say"

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1925L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.13 What is your total annual personal income from all sources, before tax and other deductions?

Please just say the letter.

- 1 : A. Less than £10,000 per year
- 2 : B. £10,000 to £14,999
- 3 : C. £15,000 to £19,999
- 4 : D. £20,000 to £24,999
- 5 : E. £25,000 to £29,999
- 6 : F. £30,000 to £39,999
- 7 : G. £40,000 to £49,999
- 8 : H. £50,000 to £74,999
- 9 : I. £75,000 to £99,999
- 10 : J. £100,000 or more
- 11 : K. I don't have an income

Question 140

User defined button : 98 "DK"

Question only asked, if [ FILTER[ 4] = 1 ]

1927L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.14 How confident do you feel managing your money?

Please answer on a scale of 0 to 10 where 0 is 'not at all confident', and 10 is 'completely confident'.

- 1 : 0 Not at all Confident
- 2 : 1
- 3 : 2
- 4 : 3
- 5 : 4
- 6 : 5
- 7 : 6
- 8 : 7
- 9 : 8
- 10 : 9
- 11 : 10 Completely Confident

Question 150

User defined button : 98 "CR\DK\R"

Question only asked, if [ FILTER[ 4] = 1 ]

1929L2

F4 = All who have used an arranged or unarranged overdraft in the last 12 months Q3\1 or Q4\1

SHOW SCREEN

Q.15 Please can I ask you what was the last type of school you attended and the level of qualifications you received ?

- 1 : Secondary school up to 16, no GCSEs \ O-Levels
- 2 : Secondary school up to 16 with GCSEs \ O-Levels
- 3 : Secondary school \ sixth form college up to 18 with A levels
- 4 : Completed university degree \ postgraduate course
- 5 : Other college qualification, e.g. BTEC, City & Guilds

End of questionnaire