

Credit Card Market Study: Consumer Survey

Note on questionnaire design
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1 Consumer survey objectives and coverage

The primary research objective of the consumer survey was to enhance the FCA's understanding of consumer behaviour in relation to shopping around and switching for credit cards.

FCA guidance on its requirements for the survey is summarised in the following sub-sections.

1.1 Sub-samples

Different versions of the questionnaire were envisaged for three subsamples of respondents:

- Active users – anyone who uses a credit card regularly/ has used a credit card in the last 12 months for purchase, cash advance and/or made a repayment
- Inactive users – anyone who has a credit card or cards but has not used it/ any of them in the last 12 months
- Non-users – people with no credit cards, would include people who never had a credit card

The main questionnaire would be the one for active users. The other sub-samples would receive a shorter questionnaire.

1.2 Additional segmentation

The questionnaire would be required also to allow for additional segmentation by:

- Demographic profiles
- Number of credit cards held
- Providers used
- Use of distribution channels
- Credit card limit
- Credit card usage
- Repayment patterns
- Types of cards held/ types of card usage
 - Have made a balance transfer
 - Have collected some form of reward
 - Hold a card designed specifically for those with no credit history or a poor credit history

In the case of types of card held/ types of card usage there would also be some requirement for variations in questions and pathways through the questionnaire.

1.3 Topic coverage

For active credit card users, the questionnaire would be required to cover:

- The level and intensity of shopping around and the distribution channels used by consumers
- Consumers' motivation to switch/ not to switch
- Consumers' views on product complexity and transparency and their understanding of product features
- Behavioural biases – present bias, limited attention, overconfidence
- Repayment behaviour

For inactive credit card users, questioning would address:

- Why they chose the card(s)
- Why they do not use the card(s)
 - Held for emergency purposes only
 - Do not like the terms offered
 - Do not now need to access the credit provided
- Do they understand the terms of the credit card
- Do they intend to use it in future

For non-credit cards users, questioning would cover:

- Reasons for not having a card
- Whether have ever shopped around for a credit card but not found terms clear or suitable
- Likelihood of applying for a credit card in the future

2 Questionnaire design process and approach

Questionnaire drafts were produced by an independent consultant, John Leston. These were submitted to the FCA project team for amendment and final sign-off. Ultimate responsibility for the questionnaire rests with the FCA.

2.1 Design principles

It was essential that the questionnaire was suitable specifically for a quantitative study implemented online. In particular, this required:

- Questions to be unambiguous (i.e. capable of accurate interpretation by respondents without any supportive input or clarification by an interviewer)
- Questions to be structured rather than open-ended
- Overall questionnaire length to be viable for online surveying

YouGov, the agency that programmed the questionnaire and conducted fieldwork, advised that questionnaire length should not exceed 16 minutes if excessive levels of 'drop out' were to be avoided. Given the scope and extent of desired topic coverage it was apparent that this could only be accommodated within the recommended maximum length by adopting a modular approach, i.e. not all respondents who qualified for specific question blocks would be asked them; rather, a proportion of 'qualifiers' would be selected on a random basis.

2.2 Implementing modules

It was decided to implement two groups of 'modules' to accommodate the desired questioning within the target maximum interview length, as explained below.

2.2.1 Credit card held/ usage

The first group of modules was based on the type of credit card held or type of credit card usage by the respondent as the FCA wished to ask quite detailed questions about specific types of card and/or card usage. The modules which it was decided to implement on a mutually exclusive basis (i.e. any individual respondent would only be asked about one of these even if they qualified for more than one) covered:

- Individuals who, in the past 12 months, **had collected or accrued** rewards, discounts or benefits via a rewards credit card
- Individuals who **held** a card designed for those with no credit history or poor credit history
- Individuals who, in the past 12 months, **had made** a balance transfer

In the final version of the questionnaire, questioning and therefore module qualification was based on the nature of, or behaviour with, the respondent's MAIN card.¹ Consequently, respondents qualified for the different modules as follows:

Module	Qualification requirement	Questionnaire routing
Rewards credit cards	Had collected rewards on main credit card in the past 12 months	Q8b Code 1
No credit history/ poor credit history credit card	Main credit card was one designed specifically for people with no credit history or a poor credit history	Q8e Code 1
Balance transfer	Had made a balance transfer to or from their main credit card in the past 12 months	Q8c Code 1 (Transfer TO main credit card) OR Q8d Code 1 (Transfer FROM main credit card) Detailed questioning in the module concerned the card to which the transfer was made. If respondents had made transfer both TO and from their main card, the transfer to the main card was selected. If they had only made a transfer FROM their main card, then detailed questioning was about the card receiving the transfer.

Some respondents qualified for multiple modules in this group. Details of how they were then allocated to a single module are given in Section 2.3.

¹ Respondents with more than one credit card were asked to define their MAIN card as follows: *'Please now think of the credit card which you consider to be your 'main' credit card. If you do not have a credit card that you think of as your 'main' credit card, please choose the one you use most frequently'*.

2.2.2 Considering and taking out credit cards

The second group of modules was based on respondents' recent (past 12 months) behaviour regarding considering credit cards and/ or taking out a new credit card. Respondents who, in the past 12 months, had neither considered two or more credit cards nor taken out a new card were not eligible for this module group; they were instead routed to two questions for which only they were eligible.² For those that were eligible, the different scenarios about which detailed questions were to be asked were:

- Had considered two or more credit cards and taken out one as a result
- Had considered two or more credit cards but not taken out one as a result
- Had taken out a credit card without considering others

In the final questionnaire, respondents qualified for one or more of these modules as follows:

Module	Qualification requirement	Questionnaire routing
Took/ Did not look	Had taken out a new credit card in the past 12 months without considering other credit cards	Q11iii Code 1
Looked/ Took	Had considered two or more credit cards in the past 12 months and taken out a credit card as a result	Q11i Code 1
Looked/ Did not take	Had considered two or more credit cards in the past 12 months but not taken out a credit card as a result	Q11ii Code 1

2.3 Need to allocate respondents to module options

Where a respondent qualified for only one module within each group of modules, they were asked that module.

However, in each case where a respondent qualified for more than one module within a group of modules, it was necessary to determine how they should be allocated to a specific module.

Two principles were adopted:

- The approach had to be random to ensure that the results for each module were representative of all credit card holders who met the qualification criteria for that module
- As far as possible, selection would be aimed at boosting the numbers answering for those modules which would have the lowest number of respondents had a purely random allocation process been adopted³

² These were respondents who answered Code 2 (No) at each of Q11i, Q11ii and Q11iii. They alone qualified for Q48 & Q49.

³ This is because the statistical 'power' of any survey (or any part of a survey) is driven by the absolute size of the random sample achieved. Consequently, there is potential benefit in boosting the smallest sample sizes

The following two sections outline:

- The use of a separate Omnibus survey (at the design stage) to contribute information to help with the prediction of likely module sample sizes were a purely random allocation to be employed
- The calculation of an allocation approach and its implementation in the survey

2.4 Omnibus testing of qualification criteria

Once the decision had been taken to adopt a modular approach, it was recognised as helpful to gather information on likely qualification rates, to feed in to decisions as to how to allocate to specific modules those respondents qualifying for more than one from the same group.

Consequently, a number of potential qualification questions were put onto a YouGov Omnibus survey.

Fieldwork was conducted on February 20 to 23. A total of 2,128 interviews were conducted. The questions are reproduced at Appendix A.

In the event, the qualification criteria adopted in the final questionnaire did not entirely map on to those trialled in the Omnibus. Nevertheless, the information gathered was very useful in a number of ways:

- It provided reassurance that, even with an entirely random allocation process, viable minimum sample sizes were likely to be achieved for all modules
- It identified the specific modules which would benefit from prioritisation via a module allocation algorithm
- It enabled first drafts of module allocation algorithms to be developed that subsequently formed the basis of the approach used with the final questionnaire

2.5 Developing and implementing module allocation algorithms

The module allocation algorithms were developed by Derek Farr of Critical Research who acted as an independent consultant to the project.

He initially used the outcome of the Omnibus survey to develop proposed module allocation algorithms. The Omnibus results were used to estimate what proportion of respondents would qualify for multiple modules within each module group and, more specifically, what proportions would qualify for each possible combination of modules.

Overall, this work provided:

- An estimate of the total number of respondents likely to be eligible to answer each module
- A means of determining what proportions of respondents eligible for every combination of two or more modules should be allocated to which specific module on a random basis in order to optimise the distribution of interviews

even if that is at the cost of reducing the largest sample sizes. The gain in statistical accuracy in the small groups will outweigh the reduction in statistical accuracy in the larger groups.

In the event, the final questionnaire included changes to module qualification criteria that had not been tested in the Omnibus survey.

Consequently, the actual module allocation algorithms were developed as follows:

- For the initial tranche of interviews (14,567) a purely random allocation was applied (i.e. If a respondent qualified for two modules within a group, they had a 1:2 chance of being allocated to each; if they qualified for three modules, they had a 1:3 chance of being allocated to each)
- The outcome of the initial tranche was then reviewed and modified chance ratios were applied to each module eligibility combination in order to boost the achieved sample sizes for the modules with the lowest absolute numbers of respondents qualifying for them

The finally implemented module allocation algorithms are shown in Tables 1 to 4. Different algorithms are used for single and multiple card holders as they exhibited substantially different distributions.

Table 1: Single credit card holders – allocation to card type/ usage modules

Qualify for:	Allocated to:		
	Rewards	No/ poor credit history	Balance transfer
Rewards	1:1		
Rewards + No/ poor credit history	1:5	4:5	
Rewards + Balance transfer	1:8		7:8
Rewards + No/ poor credit history + Balance transfer	1:12	4:12	7:12
No/ poor credit history		1:1	
No/ poor credit history + Balance transfer		4:11	7:11
Balance transfer			1:1

Table 2: Multiple credit card holders – allocation to card type/ use modules

Qualify for:	Allocated to:		
	Rewards	No/ poor credit history	Balance transfer
Rewards	1:1		
Rewards + No/ poor credit history	1:11	10:11	
Rewards + Balance transfer	1:4		3:4
Rewards + No/ poor credit history + Balance transfer	1:14	10:14	3:14
No/ poor credit history		1:1	
No/ poor credit history + Balance transfer		10:13	3:13
Balance transfer			1:1

Table 3: Single credit card holders – allocation to considering & taking out modules

Qualify for:	Allocated to:		
	Looked/ Took	Looked/ Did not take	Took/ Did not look
Looked/ Took	1:1		
Looked/ Took + Looked/ Did not take	3:7	4:7	
Looked/ Took + Took/ Did not look	3:5		2:5
Looked/ Took + Looked/ Did not take + Took/ Did not look	3:9	4:9	2:9
Looked/ Did not take		1:1	
Looked/ Did not take + Took/ Did not look		4:6	2:6
Took/ Did not look			1:1

Table 4: Multiple credit card holders – allocation to considering & taking out question blocks

Qualify for:	Allocated to:		
	Looked/ Took	Looked/ Did not take	Took/ Did not look
Looked/ Took	1:1		
Looked/ Took + Looked/ Did not take	1:3	2:3	
Looked/ Took + Took/ Did not look	1:3		2:3
Looked/ Took + Looked/ Did not take + Took/ Did not look	1:5	2:5	2:5
Looked/ Did not take		1:1	
Looked/ Did not take + Took/ Did not look		2:4	2:4
Took/ Did not look			1:1

3 Piloting

A copy of the questionnaire that was piloted on March 16 & 17 is provided at Appendix B. As indicated, this was designed by John Leston, an independent market research consultant and the FCA CCMS team working in co-operation. The finally piloted version also benefitted from comments on an earlier draft kindly provided by a number of trade and consumer bodies and a number of individual credit card companies.

A total of 1,009 interviews were conducted in the pilot exercise. In a number of questions this version included free text opportunities for respondents to add answers that were not covered by the pre-codes provided; it was intended (on grounds of overall interview length) that these would not be retained in the final survey questionnaire. Also unlike in the main survey, the pilot questionnaire provided opportunities for respondents to comment on the understandability of the questions. Additionally, a total of 19 qualitative telephone interviews were conducted with a sample of those having completed the pilot survey; these 'cognitive testing' interviews were designed to gather participants' views and to check their understanding of terminology and the questions asked.

Respondents' feedback through these mechanisms overall was favourable. Specific points made included:

- Questionnaire length was acceptable
- Generally individual questions were felt to be well-drafted and unambiguous
- Respondents who were multiple card holders confirmed that they were easily able to identify a MAIN card
- The guidance in several cases that 'a best guess' was acceptable was welcomed

However, some issues were highlighted by some participants. As a consequence, YouGov provided a number of suggestions/ recommendations for changes. These included:

- Change recall time horizon in a number of questions from 2 years to 12 months
- Clarify that 'looking around' involves comparing two or more credit card offers
- Add some further pre-codes to questions where it was felt that the existing options did not cover all realistic responses or outcomes
- Conversely, on the longest questions (in terms of number of pre-codes provided) seek to reduce the number of pre-codes (or to split the questions) in order to make them more manageable; one example given was Q13a in the pilot where 8% gave a 'do not recall' response which was considerably greater than recorded for most questions; the drop-out rate was also greatest at this question
- On frequency questions, two alternative approaches were trialled; asking for number of times per year or selecting from a semantic scale (e.g. 'Once a quarter', 'Several times a week'). Based on respondent feedback, it was recommended to use the former approach
- Add codes and guidance text to accommodate:
 - Those who have held the card about which they were answering for a very short period of time
 - Those who are answering for a card where they are the additional card holder on someone else's credit card account

It also emerged from the feedback that, in some instances, respondents felt there was some repetition in the questionnaire; it was felt this possibly reflected some confusion about sections of the questionnaire where respondents were being asked the same question about a card other than their MAIN card that they had previously answered for their MAIN card.

4 Main survey design

Following the feedback from the pilot, the opportunity was taken to incorporate changes into a revised version of the questionnaire. Some additional changes were also made, reflecting further consideration by the FCA team on the output and analysis that would be required from the survey results. The final questionnaire is shown in Appendix C.

The main differences from the piloted version are summarised in the following sub-sections.

4.1 Methodology changes

4.1.1 Card selection for card type/ usage modules

The main methodology change between the pilot and the main survey concerned the selection of credit cards about which to ask the card type/ card usage module.

The approach to deciding which module to ask remained the same as in the pilot; namely, a module allocation algorithm was used. In the pilot survey, however, once a respondent had been selected for a specific module, potentially there was an additional selection process. This was the case where the respondent had two or more credit cards that qualified for the specific module. In that instance, a random selection was made as follows:

Qualifying credit cards held	Selection process
Main credit card + One other credit card	1:2 chance of being asked about main card or other card
Two other credit cards	Asked to choose a qualifying other card about which to answer
Main credit card + Two other credit cards	1:3 chance of being asked about main card 2:3 chance of being asked to choose a qualifying other card about which to answer
Three other credit cards	Asked to choose a qualifying other card about which to answer

This approach meant that respondents were sometimes answering questions in the modules about credit cards other than their MAIN credit card. It was felt, based on the pilot, that this was leading to confusion for some respondents.

Therefore, the approach was changed in the full survey to ask the card type/ card usage modules only about the MAIN credit card and, consequently, to base qualification for those modules entirely on the MAIN credit card held.⁴

There was one small exception to this approach. In the case of having made a balance transfer in the past 12 months, qualification was based on whether a balance transfer had been made either TO or FROM the main credit card. Detailed questioning then concerned the credit card that had RECEIVED

⁴ Information was still gathered as to whether any other cards held met the qualification criteria for each of the modules but this was not used in the allocation process.

the balance transferred. As a result, those respondents who qualified because they had made a transfer FROM their main credit card were asked to identify the credit card to which the transfer had been made and were then asked the questions in the context of that credit card.⁵

This change in approach meant that throughout the questionnaire most respondents were answering questions only about their MAIN credit card. There were, however, some exceptions to this in addition to the one outlined above regarding a balance transfer FROM the main credit card. The other exceptions concerned the group of modules regarding considering and taking out credit cards. These concerned credit cards taken out in the preceding 12 months and so respondents were asked about whichever credit card had been taken out in that period regardless of whether or not it was now their MAIN credit card.⁶

As a consequence of these changes, it is important to bear in mind in all interpretation of results that the survey answers are essentially representative of respondents' views and experience of their MAIN credit card, not of all the credit cards that they held.

4.1.2 Time horizon

In the pilot questionnaire, in most questions (including module qualification questions) respondents were asked to recall their behaviour over a two year period.

Some pilot participants argued that this was too long a period over which to recall behaviour accurately and so it was decided to reduce the time horizon to 12 months. This is likely to have improved the accuracy of recall. However, it did also reduce the proportion of respondents who were eligible for some modules and, therefore, reduced some achievable sample sizes.

4.1.3 Question answer scales

It was decided to use a range of different answer scales in the questionnaire and not to standardise on, for example, a four point or five point scale. This was because it was considered that different types of scales were appropriate for different question subjects and types. In some instances, mid-points were provided; in others, it was decided not to offer mid-points – often because an 'unsure' option was also usually provided and there could be ambiguity between that response and the mid-point.

The choice of scale to use was also influenced by the level of granularity required for analysis and the level of differentiation it was considered would be meaningful to respondents.

⁵ Even in this scenario, there remained a preference to ask about the designated main card as, if a respondent had made balance transfer both FROM and TO their designated main card, they were automatically asked about the transfer TO the main card.

⁶ Nevertheless, in the unlikely event that more than one credit card had been taken out, they were asked to answer about the designated main credit card if that was one of the credit cards involved rather than to make a random selection.

The different scales used in the final survey were:

<p>3 point scales</p>	<p>Too much; Enough; Too limited</p> <p>Yes, I know exactly; Yes, I know roughly; No, I don't know</p> <p>Very important; Somewhat important; Not important</p> <p>Yes, a lot; Yes, a little; No</p> <p>Increased too quickly; Increased at about the right speed; Increased too slowly</p> <p>A lot; A little; Not at all</p> <p>Higher than expected; The same as expected; Lower than expected</p>
<p>4 point scales</p>	<p>Very concerned; Slightly concerned; Not really concerned; Not at all concerned</p> <p>Yes, frequently; Yes, occasionally; Yes, rarely; No</p> <p>Very clear; Clear; Unclear; Very unclear</p> <p>Very useful; Quite useful; Not that useful; Not at all useful</p> <p>Very different; Quite different; Not that different; Not at all different</p> <p>Very likely; Likely; Unlikely; Very unlikely</p>
<p>5 point scales</p>	<p>A lot more than I expected; A little more than I expected; About as much as I expected; A little less than I expected; A lot less than I expected</p> <p>Very easy; Quite easy; Neither easy nor difficult; Quite difficult; Very difficult</p> <p>Very good value; Quite good value; Neither good nor poor value; Quite poor value; Very poor value</p> <p>Much too low; A little too low; About right; A little too high; Much too high</p>

4.2 Individual question changes

A number of detailed question changes were made between the pilot and main questionnaires, reflecting the experience of the pilot and evolving data and analysis requirements. In view of the length and complexity of the questionnaire and its associated programming, it was decided not to change question numbers so that they were sequential.

The substantive changes are summarised below, using Pilot or Main questionnaire question numbers for reference as appropriate:

Pilot question number	Main question number	Comment
1	1	Added respondent guidance
2,3	2,3	Simplified question format
	4cii	New question on having paid interest
4d	4d	Change to four point scale
	6cii	New question on having paid interest
	8b	New question asking whether have collected or accrued any rewards, etc. in the past 12 months. Module qualification now based on having collected or accrued rewards, etc. not, as in pilot, simply on having a credit card that offered rewards, etc.
8b	8c/d	Now asking about balance transfer made either TO or FROM main credit card; previously had only asked about balance transfer TO main credit card Time horizon changed from two years to 12 months
9d/e/f		Dropped
10	11	Wording changed from 'looked around and compared' to 'considered' Time horizon changed from two years to 12 months
11a/b/c		Dropped
	11a/b/c/d	Questions identifying the specific credit card taken out (if not main credit card) moved to this point
12a	12a	One answer option split into two
12b	12b	Sequence of answer options changed Remove 'Unsure' answer option
13a/b	13a/b/c/d	Change in question structure. What was previously a single question - 'Reasons why decided to take out main credit card' now split into two - 'Which of the following applied when you took out your main credit card' and 'Which of the following reasons made you choose the main credit card' Some changes also to answer options
14a/b	14a/b	Unsure option removed Five point scale adjusted to four point scale for 14b
15	15	Drafting changes to answer options
16	16	Added one answer option
18	18	Respondent guidance expanded
19	19	Drafting changes to answer options
20a	20a	Routing changed to reflect new questions on having paid interest (4Cii & 6Cii) Answer options redrafted

Pilot question number	Main question number	Comment
21		Dropped
22	22	Changed from semantic scale to asking for number of months in the past 12, reflecting preference expressed by pilot respondents
23	23	Additional answer options added
24	24	One answer option dropped
25		Dropped
26	26	'None of the above' answer option replaces 'Other'
28	28	Additional sub-question added regarding 'Annual fee' Answer scale changed from 5 point scale to 3 point scale
29 to 31		Replaced by 11a/b/c/d
32a/b	32a/b/c/d	Sae change as at 13a/b vs 13a/b/c/d
33	33	Answer options expanded
34	35	Answer option sequence changed
36	36a	Answer options changed slightly Other (please explain briefly) dropped
	36b	Added
37 to 39		Replaced by 11a/b/c/d
40	40a/b	Answer options changed Question about which was most important added
41		Dropped
42a	42a	Expanded to cover other sources in addition to price comparison websites and to identify number of sources used
	42c/d/e	Added
	43	Answer options added 'Something else (please describe briefly)' dropped
44	44	Changes to answer options 'None of the above' answer option replaces 'Other'
45	45	Change to answer options sequence and slight wording changes
47	47a/b	Answer options changed Question about which was most important added
	47c	Added
48	48	Changes to answer options
49a/b	49a/b	Changes to answer options – in part reflecting change to qualification time horizon
52	52	Simplification of question. Coverage reduced and scale removed
53 to 54		Redundant as asked only about main credit card
55a	55ai/55aii	Expanded list of answer options Now asks which rewards/ benefits collected and which used/ redeemed rather than which offered
55b	55b	Answer options now refer to 'value' rather than 'value for money'
56	56	Question now only covers aspects directly relevant to rewards/ benefits
58	58	Added 'too soon to judge' answer option
61	61	Asks about monthly fee as well as annual fee
62	62	Asks about monthly fee as well as annual fee. Added 'too soon to judge' answer option
64 to 69		Dropped – as module now always asked about main credit card
71		Dropped

Pilot question number	Main question number	Comment
73 to 74		Redundant as module asked only about main credit card
75 to 77		Redundant as module asked only about main credit card
78	78	Increased range of answer options
85	85	Slight changes to answer options wording Change from 5 point to 3 point scale
86	86	Question wording changed from 'look around and compare' to 'consider'
87	87	Question format changed from was credit card the one with the lowest/highest, etc. to how different were the various cards considered on aspects like credit limit, interest rate
88	88	Additional sub-question added
89 to 93		Dropped as module is now only answered for main credit card
96	96	Answer options shortened due to change in time horizon
97	97	Major changes to answer options
98 to 100	98 to 100	Slight question wording changes
	103b	New question
104	104	Slight question wording change
105 to 109		Dropped
	312 to 315	New questions
112	316	Slight question wording changes Changes to question answer options
	317 to 319	New questions
	201a	New question
201	201b	Question number change only
203	203	Different list of answer options
204	204	Slight question wording change
	205b	New question
206	206	Slight question wording changes Removed mid-point from scale
207	207	Two answer options added Slight wording changes to some answer options
208	208	Slight wording changes to some answer options 'None of the above' answer option replaces 'Other (please explain briefly)'
209	209	Slight wording changes to some answer options 'None of the above' answer option replaces 'Other (please explain briefly)'
211	211	Slight question wording change
212	212	Slight question wording change
213	213	Slight question wording change Extra answer options added
214	214	Removed mid-point from answer scale
216	216	Slight wording change to one answer option
217	217	Extra answer options added

4.3 Programming checks

In view of the complexity of the questionnaire, and of the module allocation algorithms, the final questionnaire was subjected to extensive pre-launch testing. In addition to in-house checking by YouGov the programmed survey was also tested by four members of the FCA team and a further external consultant. Further checks were made after the first weekend of interviewing.

Appendix A: Omnibus questions

1 How many personal credit cards do you have at the moment?

Please EXCLUDE any of the following:

- **Debit cards** (where what you spend is automatically debited from your bank account)
- **Charge cards** (where the full amount outstanding is automatically paid off from your account on a monthly basis)
- **Store cards** (unless they are store-branded credit cards that can also be used in places other than the stores and website of the issuing retailer)
- **Cards issued to a business and not to you as an individual** (but please DO include any credit cards issued to you as an individual that you use to pay business expenses)
- **Credit card accounts with additional cards** (for example for family members) for which you are NOT the main decision-maker for that account

Number of credit cards held:

IF NONE, ASK Q2

IF ONE, SKIP TO Q3

IF MORE THAN ONE, SKIP TO Q4

2 Have you ever had a credit card in the past?

Yes	1
No	2
Unsure	99

THANK AND CLOSE FROM THIS MODULE

3a In the past 12 months, which of the following have you done with your credit card?

SINGLE CODE

Made new purchases or cash withdrawals or cash transfers AND made repayments to the credit card company	1
Made repayments to the credit card company BUT NOT made new purchases or cash withdrawals or cash transfers	2
Made NO new purchases or cash withdrawals or cash transfers AND NO payments to the credit card company (that is, you have not used the card at all)	3

3b IF CODE 1 @Q3a: If you have made purchases or cash withdrawals or cash transfers in one month, do you pay off the whole amount in the following month....

SINGLE CODE

Always	1
Usually	2
Sometimes	3
Rarely	4
Never	5

SKIP TO Q5

4a In the past 12 months, with how many of your cards have you done each of the following?

TOTAL MUST SUM TO NUMBER OF CREDIT CARDS @Q1

Made new purchases or cash withdrawals or cash transfers AND made repayments to the credit card company	
Made repayments to the credit card company BUT NOT made new purchases or cash withdrawals or cash transfers	
Made NO new purchases or cash withdrawals or cash transfers AND NO payments to the credit card company (that is, you have not used the card at all)	

- 4b IF CODE 1 @Q4a: Thinking of your main card: if in one month you have made purchases or cash withdrawals or cash transfers, do you pay off the whole amount in the following month...

SINGLE CODE

Always	1
Usually	2
Sometimes	3
Rarely	4
Never	5

SKIP TO Q8

- 5 Thinking of the features of your credit card:

		Yes	No	Unsure
a	Does it offer any rewards or discounts (for example, offer cashback, airmiles, points or discounts)	1	2	99
b	Does or did it offer a balance transfer capability (that is, you can transfer to it the outstanding balance from another credit card)	1	2	99
c	Is it one that is specifically aimed at those with no or a poor credit history, starting with a low credit limit that can be increased over time	1	2	99

IF CODE 1 @Q5b, CONTINUE, OTHERS SKIP TO Q11

- 6 Have you ever transferred a balance to your credit card?

Yes	1	CONTINUE
No	2	SKIP TO Q11
Unsure	99	SKIP TO Q11

- 7 Approximately when did you transfer a balance to your credit card? (If you have done so more than once, please answer for the most recent occasion)

6 months or less ago	1
Up to 1 year ago	2
Up to 2 years ago	3
Up to 3 years ago	4
Up to 4 years ago	5

Up to 5 years ago	6
More than 5 years ago	7
Unsure	99

SKIP TO Q11

8 Thinking of the features of your credit cards, how many of them (if any):

		Number
a	Offer any rewards or discounts (for example, offer cashback, airmiles, points or discounts)	
b	Offer or offered a balance transfer capability (that is, you can transfer to it the outstanding balance from another credit card)	
c	Are ones that are specifically aimed at those with no or a poor credit history, starting with a low credit limit that can be increased over time	

**NO SINGLE ENTRY MAY EXCEED TOTAL NUMBER OF CARDS AT Q1
IF 1 OR GREATER @Q8b, CONTINUE, OTHERS SKIP TO Q11**

9 Have you ever transferred a balance to a credit card?

Yes	1	CONTINUE
No	2	SKIP TO Q11
Unsure	99	SKIP TO Q11

10 Approximately when did you transfer a balance to a credit card? (If you have done so more than once, please answer for the most recent occasion)

6 months or less ago	1
Up to 1 year ago	2
Up to 2 years ago	3
Up to 3 years ago	4
Up to 4 years ago	5
Up to 5 years ago	6
More than 5 years ago	7
Unsure	99

- 11 When was the last time, if at all, you did each of the following:
- 11a Looked around and/ or compared credit card offers **and took out a card as a result**
- 11b Looked around and/ or compared credit card offers **but did not take out a card**
- 11c Took out a new credit card **without looking around and/ or comparing it with others**

	11a	11b	11c
6 months or less ago	1	1	1
Up to 1 year ago	2	2	2
Up to 2 years ago	3	3	3
Up to 3 years ago	4	4	4
Up to 4 years ago	5	5	5
Up to 5 years ago	6	6	6
More than 5 years ago	7	7	7
Did this, but cannot recall when	97	97	97
Never done this	98	98	98
Unsure whether or not have done this	99	99	99

Appendix B: Pilot questionnaire⁷

INTRODUCTION

Thank you for agreeing to take part in this survey on credit cards.

It is being conducted for the industry regulator, the Financial Conduct Authority (FCA), and is part of a review they are undertaking of the credit card market.

The FCA is interested in **understanding how people decide whether or not to have a credit card, how they select their credit cards and how they use them**. The information from the survey will help them understand how the credit card market is working at the moment.

The survey findings will be used only by the regulator. They will publish a report of the overall results.

Your answers will be kept confidential by YouGov and will only be shared with the FCA after your name and address have been removed.

A INVENTORY OF CREDIT CARDS HELD/ LOOKING AROUND⁸

The first questions are about whether you have any credit cards at the moment and, if so, which ones.

1 How many UK personal credit cards do you have at the moment?

Please EXCLUDE any of the following:

- **Debit cards** (where what you spend is automatically debited from your bank account)
- **Charge cards** (where the full amount outstanding must be paid off every month)
- **Store cards** (unless they are store-branded credit cards that can also be used in places other than the stores and website of the issuing retailer)
- **Cards issued to a business and not to you as an individual** (but please DO include any credit cards issued to you as an individual that you use to pay business expenses)
- **Credit card accounts** where you are the additional cardholder (i.e. the credit card account is not in your name, but in the name of someone else such as a partner or parent)

Number of credit cards held:

IF NONE, SKIP TO NON-USER QUESTIONNAIRE (AT END OF THIS DOCUMENT)

IF ONE CARD, CONTINUE

IF 2+ CARDS, SKIP TO Q3

⁷ Before we reached a final version of the questionnaire to pilot, we had to go through various iterations. In order to avoid significant changes in the routing, new questions were added and others removed without changing the numbers of the existing questions. As a consequence, some question numbers are not sequential or include the word 'blank'.

⁸ Section headings not intended to be shown to respondents

2 In the past 12 months, which of the following have you done with your credit card?

SINGLE CODE

Made new purchases or cash withdrawals or balance transfers	1
Did not make new purchases or cash withdrawals or balance transfers but made repayments to the credit card company	2
Did not make new purchases or cash withdrawals or balance transfers AND did not make payments to the credit card company (that is, you have not used the card at all) QUALIFIES FOR INACTIVE MODULE (H)	3

SKIP TO Q4

3 In the past 12 months, with how many of your credit cards have you done each of the following?

TOTAL MUST SUM TO NUMBER OF CREDIT CARDS @Q1

a	Made new purchases or cash withdrawals or balance transfers	
b	Did not make new purchases or cash withdrawals or balance transfers but made repayments to the credit card company	
c	Did not make new purchases or cash withdrawals or balance transfers AND did not make payments to the credit card company (that is, you have not used the card at all) QUALIFIES FOR INACTIVE MODULE (H)	

4 Can you roughly estimate the following for your credit card/ your credit cards, in total. A *best guess will do*.

4a

4a What is the (total) credit limit (on your credit card/ across both/ all the credit cards)

4bi Now please think of the last statement you received for your credit card/ for each of your credit cards. Did you pay off the full amount outstanding (on both/ all of the credit cards)?

Yes, I paid off the full amount outstanding (on both/all of my credit cards)	1	SKIP TO Q4c, AUTOCODE 1 @Q4bii
No, I did not pay off the full amount outstanding (on both/ all of my credit cards)	2	CONTINUE
I did not have anything to pay as I had a nil balance on my credit card/both of my credit cards/ all of my credit cards	3	SKIP TO Q4c, AUTOCODE 1 @Q4bii
Unsure	98	CONTINUE

- 4bii How much (in total across both/ all your credit cards) did you NOT pay off? If relevant, please include the value of any balance transfer amount(s) that remained outstanding.
- 4c What is the (total) average amount you spend (across both/ all the credit cards) per month. This is how much you purchase or pay via the credit card(s) – not the amount you pay to the credit card company after receiving your monthly statement. *Do not include repayments of any balance transfer*

SINGLE CODE

4a (Total) Credit limit	Up to £250	1
	Over £250 to £500	2
	Over £500 to £750	3
	Over £750 to £1,000	4
	Over £1,000 to £2,500	5
	Over £2,500 to £5,000	6
	Over £5,000 to £7,500	7
	Over £7,500 to £10,000	8
	Over £10,000 to £15,000	9
	Over £15,000 to £20,000	10
	Over £20,000	11
	Unsure	98
	4bii (Total) Amount owed	Nil
Up to £250		2
Over £250 to £500		3
Over £500 to £750		4
Over £750 to £1,000		5
Over £1,000 to £2,500		6
Over £2,500 to £5,000		7
Over £5,000 to £7,500		8
Over £7,500 to £10,000		9
Over £10,000 to £15,000		10
Over £15,000 to £20,000		11
Over £20,000		12
Unsure		98

(Total) 4c Average spend per month (estimated)	Nil	1
	Up to £50	2
	Over £50 to £100	3
	Over £100 to £150	4
	Over £150 to £250	5
	Over £250 to £500	6
	Over £500 to £1,000	7
	Over £1,000 to £2,000	8
	Over £2,000	9
	Unsure	98

- 4d NOT CODE 1 @Q4b: To what extent are you concerned or unconcerned about your outstanding credit card debt?
CODE 1 @Q4b: To what extent are you concerned or unconcerned about any outstanding credit card debt you may have soon?

SINGLE CODE

Very concerned	5
Quite concerned	4
Neither concerned nor unconcerned	3
Quite unconcerned	2
Very unconcerned	1
Unsure	98

- 5a **ASK ALL** [IF HAVE MORE THAN ONE CARD @ Q1: Please now think about the credit card which you consider to be your **main** credit card. If you do not have a credit card that you think of as your 'main' credit card, please choose the one you use most frequently].
Please enter the first 2 letters of the name of the company from which you have your (main) credit card:

--	--

IF DON'T KNOW, SKIP TO Q6 IF HAVE MORE THAN ONE CARD (Q1=2+), SKIP TO Q7 IF SINGLE CARD (Q1=1)

- 5b Which of these is the company? **USE LIST FROM SPREADSHEET COLUMN B**

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	SKIP TO Q6 IF HAVE MORE THAN ONE CARD, SKIP TO Q7 IF SINGLE CARD

5c That company has [one/ more than one] credit card. [Is this/Which of these is] your credit card?

A best guess will do.

USE RELEVANT SUB-LIST FROM SPREADSHEET COLUMN C

Card 1	1
Card 2	2
Card 3	3
Not listed/ Unsure	98

IF SINGLE CARD (Q1 = 1), SKIP TO Q7; IF MORE THAN ONE CARD, CONTINUE

PROGRAMMING NOTES

COMPANY NAME @Q5b AND CARD NAME @Q5c = [NAME], e.g. NAME might be Barclaycard or Barclaycard Platinum

WHERE THE NAME OF THE MAIN CARD IS NOT KNOWN, REPLACE [NAME] WITH [main]. THIS INSTRUCTION APPLIES TO ALL OCCURRENCES OF [NAME] IN THE QUESTIONNAIRE

6 Still thinking of this credit card, your [NAME] credit card, can you roughly estimate the following **specifically for that card**? *A best guess will do.*

ALL SINGLE CODE

6a What is the credit limit specifically on your [NAME] credit card. Earlier you said that the total credit limit across both/ all your credit cards is [ANSWER @Q4a]

6bi **DO NOT ASK IF Q4bi IS CODE 1 OR 3 BUT AUTOCODE 1 @Q6bii:** Now please think of the last statement you received for your credit card. Did you pay off the full amount outstanding?

Yes, I paid off the full amount outstanding	1	SKIP TO Q6c, AUTOCODE 1 @Q6bii
No, I did not pay off the full amount outstanding	2	CONTINUE
I did not have anything to pay as I had a nil balance on the credit card	3	SKIP TO Q6c, AUTOCODE 1 @Q6bii
Unsure	98	CONTINUE

6bii How much did you NOT pay off? If relevant, please include the value of any balance transfer amount(s) that remained outstanding.

Earlier you said that the total you had not paid off across both/ all your credit cards was [ANSWER @Q4bii]

6c What is the average amount you spend on your [NAME] credit card per month. Earlier you said that the total average monthly spend across both/ all your credit cards is [ANSWER @Q4c]. This is how much you purchase or pay via the credit card(s) – not the amount you pay to the credit card company after receiving your monthly statement. *Do not include repayments of any balance transfer.*

ALL ANSWERS TO BE EQUAL TO OR LESS THAN ANSWERS @Q4

6a Credit limit	Up to £250	1
	Over £250 to £500	2
	Over £500 to £750	3
	Over £750 to £1,000	4
	Over £1,000 to £2,500	5
	Over £2,500 to £5,000	6
	Over £5,000 to £7,500	7
	Over £7,500 to £10,000	8
	Over £10,000 to £15,000	9
	Over £15,000 to £20,000	10
	Over £20,000	11
	Unsure	98
6bii Amount owed	Nil	1
	Up to £250	2
	Over £250 to £500	3
	Over £500 to £750	4
	Over £750 to £1,000	5
	Over £1,000 to £2,500	6
	Over £2,500 to £5,000	7
	Over £5,000 to £7,500	8
	Over £7,500 to £10,000	9
	Over £10,000 to £15,000	10
	Over £15,000 to £20,000	11
	Over £20,000	12
	Unsure	98
6c Average spend per month (estimated)	Nil	1
	Up to £50	2
	Over £50 to £100	3
	Over £100 to £150	4
	Over £150 to £250	5
	Over £250 to £500	6
	Over £500 to £1,000	7
	Over £1,000 to £2,000	8
	Over £2,000	9
	Unsure	98

7 How long have you had your [NAME] credit card? *A best guess will do.*

SINGLE CODE

Up to 1 month	1
Over 1 month to 3 months	2
Over 3 months to 6 months	3
Over 6 months to 1 year	4
Over 1 year to 2 years	5
Over 2 years to 3 years	6
Over 3 years to 5 years	7
Over 5 years to 10 years	8
Over 10 years	9
Unsure	98

8a Does your [NAME] credit card offer any rewards, discounts or benefits as part of its features? *For example, does it offer cashback, discounts, points, airmiles, or priority access to events?*

8b In the last TWO years, have you used your [NAME] credit card to make a balance transfer? *That is, you have transferred an outstanding balance from another credit card to this one.*

8c Is your [NAME] credit card one designed specifically for people with no credit history or a poor credit history? *These credit cards may or may not start with a low credit limit that can be increased over time.*

SINGLE CODE

8a Rewards, discounts or benefits	Yes	1
	No	2
	Unsure	98
8b Balance transfer made to card	Yes	1
	No	2
	Unsure	98
8c For people with no or a poor credit history	Yes	1
	No	2
	Unsure	98

IF SINGLE CREDIT CARD (Q1=1), SKIP TO Q10

IF MORE THAN ONE CREDIT CARD, CONTINUE

- 9 Thinking of your OTHER credit card/ cards.....?
- 9a Does your other credit card / do any of your other credit cards offer any rewards, discounts or benefits as part of its/ their features? *For example, does it/ do they offer cashback, discounts, points, airmiles, or priority access to events?*
- 9b In the last TWO years, have you used your other credit card/ any of your other credit cards to make a balance transfer? *That is, you have transferred an outstanding balance from another credit card to this one.*
- 9c Is your other credit card/ are any of your other credit cards designed specifically for people with no credit history or a poor credit history? *These credit cards may or may not start with a low credit limit that can be increased over time.*

SINGLE CODE

9a Rewards, discounts or benefits	Yes	1	IF ANSWER @ Q1 = 3+, ASK Q9d
	No	2	
	Unsure	98	
9b Balance transfer made to card	Yes	1	IF ANSWER @ Q1 = 3+, ASK Q9e
	No	2	
	Unsure	98	
9c For people with no or a poor credit history	Yes	1	IF ANSWER @ Q1 = 3+, ASK Q9f
	No	2	
	Unsure	98	

- 9d How many of your credit cards in total, including your [NAME] credit card, offer any rewards, discounts or benefits? *A best guess will do.*
- 9e To how many of your credit cards in total, including your [NAME] credit card, have you transferred an outstanding balance in the last TWO years? *A best guess will do.*
- 9f How many of your credit cards in total, including your [NAME] credit card, are designed specifically for people with no credit history or a poor credit history? *These credit cards may or may not start with a low credit limit that can be increased over time. A best guess will do.*

SINGLE CODE

		Number	
9d	Reward/ discount/ benefit credit cards		ANSWER MUST BE AT LEAST 2 IF Q8a/b/c = Code 1
9e	Balance transfers		
9f	Designed for people with no or a poor credit history		

10 Have you done any of the following in the past TWO YEARS?

SINGLE CODE

		Yes	No	Unsure
a	Looked around and compared credit card offers and taken out a credit card as a result QUALIFIES FOR MODULES C2 & C2ii	1	2	98
b	Looked around and compared credit card offers but not taken out a credit card as a result. <i>This includes any instances when you may have made an unsuccessful application.</i> QUALIFIES FOR MODULES C2 & C2i	1	2	98
c	Taken out a new credit card without looking around and comparing it with other offers QUALIFIES FOR MODULE C1	1	2	98

IF CODE 2 AT EACH OF Q10a, b & c QUALIFIES FOR MODULE C3

11 **ONLY ASK IF CODE 1 @ Q10a AND/ OR Q10c:** Also, have you done any of the following in the past TWO YEARS?

SINGLE CODE

		Yes	No	Unsure
a	Taken out a new credit card to replace an existing credit card from the same company. <i>Please do not include any replacement credit cards you have received as a result of your credit card's expiring or because of fraudulent activity</i>	1	2	98
b	Taken out a new credit card to replace an existing one from a different company	1	2	98
c	Taken out a new credit card and kept my other/ all my other credit cards	1	2	98

B SOLE/ MAIN CARD ACQUISITION AND USAGE

DO NOT SHOW IF SINGLE CARD HOLDER: The next few questions are specifically about your [NAME] credit card.

NB PROGRAMMING NOTE: WHERE THE NAME OF THE MAIN CARD IS NOT KNOWN, REPLACE [NAME] WITH [main]

We would like to understand why you took out your [NAME] credit card in the first place and how at the time you planned to use it. **[IF HELD CARD FOR >3 YEARS (Q7 CODES 7 to 9):** *If it is too long ago for you to remember, please just answer 'I do not recall' where relevant.*]

12a Which of the following applied when you took out your [NAME] credit card?

SINGLE CODE

This was my first credit card	1
I did not have any other credit cards at the time although I had had one or more credit cards previously	2
I had one or more credit cards at the time and I wanted to replace it/ them with a new one	3
I had one or more credit cards at the time and I wanted to have an additional one	4
Other (please explain briefly) PILOT ONLY	97
I do not recall	99

12b Did you already have a relationship with the company that issued your [NAME] credit card?
Please select all that apply.

MULTICODE EXCEPT 5 OR 98 WITH 1-4

Yes, they provided my current account	1
Yes, they provided me with another financial service such as mortgage or personal loan	2
Yes, I already had a credit card with them	3
Yes, I already had some other relationship with them	4
No, I did not have a pre-existing relationship with them before taking out their credit card	5
Unsure	98
I do not recall	99

13a Which of the following are reasons why you decided to take out your [NAME] credit card?
Please select all that apply. You do not have to select answers from each of the sections. If it is too long ago for you to remember, please just answer 'I do not recall' which is an option provided at the bottom of the list.

MULTICODE

13b **ONLY ASK IF MULTICODE @ Q13a** Which of these reasons was the most important?

SINGLE CODE. PRESENT ONLY THOSE SELECTED @ Q13a

RANDOMISE GROUPS AND WITHIN GROUP, EXCEPT

CODE 2 AFTER CODE 1

MERGE CREDIT CARD EXPERIENCE AND CREDIT NEEDS SECTIONS WHEN Q12a=1 or 2

	13a	13b	X = DO NOT SHOW IF Q12a code 1 or 2
Knowledge of the company			
I already had a credit card with this company	1	1	X
I already had a bank account or another financial product with this company	2	2	
I had a credit card with this company in the past	3	3	DO NOT SHOW IF Q12a code 1
I wanted to support the organisation or charity linked to the credit card	4	4	
I shop with them	5	5	
I liked the company brand	6	6	
The company has a good reputation for customer service	7	7	
The company has a UK call centre	8	8	
Credit card experience			
I did not have a credit card and wanted to get one	9	9	DO NOT SHOW IF Q12a CODE 3 OR 4
I was satisfied with my previous credit card experience	10	10	DO NOT SHOW IF Q12a code 1
I was charged unexpected fees or interest on an existing credit card	11	11	X
An introductory deal expired on an existing credit card	12	12	X
The general terms on an existing credit card were changed (e.g. credit limit, interest rate, rewards/discounts/benefits)	13	13	X
I was dissatisfied with the customer service on an existing credit card	14	14	X

Credit needs			
I wanted to use a credit card to replace another type of borrowing (e.g. overdraft, loan, borrowing from family)	15	15	
I wanted a larger credit limit	16	16	X
I wanted a smaller credit limit	17	17	X
I was facing a change in personal circumstances, not directly financial, that meant it would be useful to have a new credit card at that time	18	18	
I was facing a short-term financial issue that meant it would be useful to have a new credit card	19	19	
I wanted to restrict my online transactions to a single credit card for security reasons	20	20	
What I wanted from a credit card			
I wanted a credit card with an introductory 0% balance transfer offer	21	21	
I wanted a credit card with an introductory 0% on purchases offer	22	22	
I wanted a credit card with a low(er) APR on balance transfers, but not a 0% offer	23	23	
I wanted a credit card with a low(er) interest rate	24	24	
I wanted a card with a low(er) APR	25	25	
I wanted a credit card with cashback, discounts, points and similar kinds of rewards/ benefits	26	26	
I wanted a credit card with airmiles, priority access to events and similar kinds of rewards/ benefits	27	27	
I wanted to take advantage of an introductory offer	28	28	
I wanted a credit card with low fees	29	29	
I wanted a credit card with no or low foreign exchange/ usage fees	30	30	
I wanted a credit card that would help me build up my credit rating	31	31	
I wanted a credit card which would benefit a charity or other organisation if I used it	32	32	
I wanted a credit card with enhanced security	33	33	
Customer service			
I liked the credit card design	34	34	
I wanted a credit card I could personalise, for example with photos	35	35	
I wanted SMS updates, for example on my balance and payment dates	36	36	
I wanted a credit card with a good online system, for example for reviewing statements and making payments	37	37	

Application process			
I just decided to respond to an advertisement or offer/ invitation for a specific credit card	38	38	
I received a partially pre-completed application form	39	39	
The application process was easy/ not time-consuming	40	40	
I was able to check if I would be accepted without affecting my credit rating	41	41	
It was well rated on a price comparison website	42	42	
I read good reviews of it in places other than a price comparison website	43	43	
It was recommended to me by a friend, family member or adviser	44	44	
It was the only one I looked at	45	45	
Programmer note. Present separately on screen:			
Other (please explain briefly) PILOT ONLY	97	97	
Unsure	98		
I do not recall	99		

14a **[ONLY ASK IF Q7 CODES 1 TO 5]** Which of the following best describes how you felt about **how much** information you received **as part of the application process** for your [NAME] credit card?

14b **[ONLY ASK IF Q7 CODES 1 TO 5]** And which of the following best describes how you felt about **how clear** or unclear the information was? Would you say the information was:
SINGLE CODE

	14a Amount of information		14b How clear the information was
Too much	1	Very clear	5
Enough	2	Quite clear	4
Too limited	3	Neither clear nor unclear	3
		Quite unclear	2
		Very unclear	1
Unsure	98	Unsure	98
I do not recall	99	I do not recall	99

- 15 Which of the following are ways you **expected** to use your [NAME] credit card when you took it out? *Please select all that apply.*

MULTICODE

RANDOMISE

For large purchases	1
For a single, specific purchase that I had in mind	2
For day-to-day purchases	3
For emergency expenses	4
To pay bills	5
To fund my or another business	6
While travelling abroad	7
For a balance transfer from another credit card	8
For cash withdrawals	9
To transfer funds to my current account	10
To transfer funds to another of my credit cards	11
Other (please explain briefly) PILOT ONLY	97
I do not recall	99

- 16 When you took out your [NAME] credit card, did you expect to pay interest? *Please select all that apply.*

MULTICODE EXCEPT FOR CODES 1 & 99

CAN ONLY SELECT ONE OF CODES 4 & 5

I did not expect to pay interest at all – by always paying my balance in full and/ or paying back fully a balance transfer within an introductory interest-free period	1
I expected to pay interest because I intended to make a large purchase that would take more than one month to repay	2
I expected to pay interest on a balance transferred after the end of a 0% balance transfer period	3
I expected to pay interest occasionally on my day-to-day spending on the credit card	4
I expected to pay interest frequently on my day-to-day spending on the credit card	5
I do not recall	99

The previous questions were about what you expected when you took out your [NAME] credit card. The next ones cover what has **actually happened** since you got it.

- 17 ASK IF CODE 3 OR 4 @ Q12a. As a result of taking out your [NAME] credit card, what did you do with your other card(s)? *Please select all that apply.*

MULTICODE except cannot select 4 and 5

I stopped using another credit card or cards for a period of time but later restarted using it/ them	1
I permanently stopped using another credit card or cards but have kept the account(s) open	2
I closed one or more other credit card accounts	3
I kept all my previous accounts open and continued to use them	4
I kept all my previous accounts open and continued <u>not</u> to use them	5
Unsure	98

- 18 Roughly, how often in the last 12 months have you used your [NAME] credit card to make purchases or payments for products or services or for cash withdrawals?

If you have had the credit card for a short period of time, please estimate how frequently you expect to use it in 12 months. A best guess will do.

SINGLE CODE

	Approximate number a year	
Several times a week	100+	1
About once a week	50+	2
2 or 3 times a month	25+	3
About once a month	10+	4
About every 3 months	4	5
1 or 2 times a year	2	6
Less often than once a year	Less than 1	7
I have stopped using this credit card	0	8
I have never used this credit card	0	9
Unsure		98

- 19 In the last 12 months which of the following are ways you **have used** your [NAME] credit card? *Please select all that apply.*

MULTICODE

RANDOMISE TO SAME ORDER AS Q15

For large purchases	1
For a single, specific purchase as intended	2
For day-to-day purchases	2
For emergency expenses	4
To pay bills	5
To fund my or another business	6
While travelling abroad	7
For a balance transfer from another credit card	8
For cash withdrawals	9
To transfer funds to my current account	10
To transfer funds to another of my credit cards	11
Other (please explain briefly) PILOT ONLY	97
Unsure	98

- 20a **ASK ALL [IF HAVE HELD CARD FOR 12 MONTHS OR MORE, i.e. CODES 5 TO 9 @ Q7: Thinking of the last 12 months]**

Have you paid any interest on your [NAME] credit card? *This does not include any charges you may have paid for a missed or late payment, or annual fees associated with the card. Please select all that apply.*

MULTICODE EXCEPT :

CODE 1 = SINGLE CODE

CODE 98 = SINGLE CODE

CAN ONLY SELECT 1 OF CODES 4 & 5

I have not paid interest at all	1	SKIP TO Q21
I have paid interest to spread the cost of large purchases or payments	2	IF ANY CODE 2 TO 5, ASK Q20b & c
I have paid interest on a balance transfer	3	
I have paid interest occasionally on my day-to-day spending on the credit card	4	
I have paid interest frequently on my day-to-day spending on the credit card	5	
Unsure	98	SKIP TO Q21

20b **IF CODES 2 TO 5 @Q20a:** Which of the following applied?

SINGLE CODE

I had not expected at all that I would have to pay interest	1
I had been unaware of some but not of all of the reasons I had to pay interest IF ONLY ONE CODE SELECTED OF 2 TO 5 @20a: I had been unaware of the reason I had to pay interest	2
I had been aware of all of the reasons I had to pay interest IF ONLY ONE CODE SELECTED OF 2 TO 5 @20a: I had been aware of the reason I had to pay interest	3
Unsure	98

20c **IF CODES 2 TO 5 @Q20a:** And was the **amount** of the interest you had to pay?

SINGLE CODE

A lot more than I expected	1
A little more than I expected	2
About as much as I expected	3
A little less than I expected	4
A lot less than I expected	5
Unsure	98

21 At any point in the last 12 months have you had a transferred balance on your [NAME] credit card?

REWORD IF CARD HELD FOR LESS THAN 12 MONTHS (Code 1 to 4 @Q7): At any point while you have had your [NAME] credit card have you had a transferred balance on it?

SINGLE CODE

Yes, I have or had a transferred balance	1
No, I have not had a transferred balance	2
Unsure	98

22 Next, please think about how you have made monthly repayments to the credit card company for your [NAME] credit card.

Please can you estimate in the past 12 months, roughly how frequently have you done the following? [IF HAVE HELD THE CARD FOR LESS THAN 12 MONTHS ADD: If you have held the credit card for less than 12 months please estimate what you have done for the period you have had the credit card]. *A best guess will do.*

IF ANY CODE 5, ALL OTHERS MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

SINGLE CODE

		Always	Usually	Sometimes	Rarely	Never	Unsure
a	Had a nil balance so did not need to make a payment	5	4	3	2	1	98
b	Paid off my outstanding balance in full	5	4	3	2	1	98
c	Paid off more than the minimum payment but less than the full amount	5	4	3	2	1	98
d	Paid the minimum payment	5	4	3	2	1	98
e	Paid less than the minimum payment	5	4	3	2	1	98
f	Missed/ not made a payment	5	4	3	2	1	98

23 DO NOT ASK IF CODE 1@ ALL OF 22c, d, e and f: What are the reasons why you have sometimes **not** paid the outstanding balance in full on your [NAME] credit card? *Please select all that apply.*

MULTICODE

I was taking advantage of a 0% interest on purchases offer	1
I was taking advantage of a 0% interest on a transferred balance offer	2
I was spreading the repayment of a transferred balance	3
I was spreading the cost of a large purchase/ payment made with this card	4
I was paying off more expensive debts instead	5
I was temporarily unable to afford to make full payment	6
I am usually unable to afford to pay off the full amount	7

I had the money available to pay off the full balance but decided to spend it on something else	8
I had the money available to pay off the full balance but decided to save it instead	9
I have an irregular income	10
No reason: In the last 12 months/ since I have had the card, I have always paid off any outstanding balance in full on my [NAME] credit card	11
Other reason (please explain briefly) PILOT ONLY	97

- 24 Which methods do you use to make repayments to the credit card company? *Please select all that you have used [IF HELD CARD FOR 12 MONTHS OR MORE (i.e. CODES 5 TO 9 @ Q7: in the last 12 months)].*

MULTICODE

Direct debit	1	IF CODE 1, ASK Q25 IF NOT CODE 1, SKIP TO Q26
By telephone call	2	
Cheque	3	
Mobile banking application	4	
Online bank or debit card transfer	5	
Standing order	6	
Paid in branch	7	
Cash	8	
Transfer from another credit card	9	
Unsure	98	

- 25 **ASK ALL [IF HAVE HELD CARD FOR 12 MONTHS OR MORE, i.e. CODES 5 TO 9 @ Q7:** Thinking of the last 12 months] When you pay by direct debit, how frequently do you pay the following amounts? *A best guess will do.*

IF ANY CODE 5, BOTH OTHER MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

SINGLE CODE

		Always	Usually	Sometimes	Rarely	Never	Unsure
A	Full balance owing	5	4	3	2	1	98
B	Minimum payment	5	4	3	2	1	98
C	Another amount	4	4	3	2	1	98

NOW SKIP TO Q28

26 Why don't you pay by direct debit? *Please select all that apply.*

MULTICODE

I didn't know that facility was available	1
I don't want only to pay the minimum amount	2
I don't want to pay the full amount every month	3
I like to be in control of how much I pay back each month and/ or when	4
I like to be able to vary each month whether I make a minimum payment or pay off the full balance or pay some other amount	5
I don't want to always pay from the same account	6
I don't have a current account	7
It is too much trouble to arrange	8
I had trouble with direct debit payments in the past	9
I don't know what it is	10
Other (Please explain briefly) PILOT ONLY	97

27 BLANK

28 Still thinking of your [NAME] credit card, how confident or unconfident are you that you know the current amount or rate for the following features?

SINGLE CODE

		Very confident	Quite confident	Neither confident nor unconfident	Quite unconfident	Very unconfident	Unsure
a	Credit limit	5	4	3	2	1	98
b	Maximum length of interest free period on purchases	5	4	3	2	1	98
c	Annual Percentage Rate	5	4	3	2	1	98

	(APR)						
d	Interest rate on purchases	5	4	3	2	1	98
e	Interest rate on cash withdrawals	5	4	3	2	1	98
f	Late payment fee	5	4	3	2	1	98
g	Cash withdrawal fee	5	4	3	2	1	98
h	Foreign currency fee	5	4	3	2	1	98

C LOOKING AROUND - MOTIVATIONS AND DISTRIBUTION CHANNELS

C1 Taken out a card without looking around – Q10c CODE 1

Earlier you said that in the past TWO years you have taken out a new credit card without looking around and comparing it with others.

29 **IF Q7 CODES 1 TO 5 OR CODE 98.** Did you take out your [NAME] credit card in the last two years without looking around and comparing credit cards?

SINGLE CODE

Yes	1	SKIP TO Q33
No	2	CONTINUE
Unsure	98	CONTINUE

IF CODE 1 @Q29: The rest of this section is also about your [NAME] credit card

30 **IF Q7 NOT CODES 1 TO 5 OR CODE 98, OR ROUTED FROM Q29.** Please enter the first 2 letters of the name of the company from which you took out a credit card in the last two years without looking around and comparing credit cards.

If you have taken out more than one please choose one about which to answer.

--	--

IF DON'T KNOW, SKIP TO Q32

The rest of this section is about this credit card

31 Which of these is the company?

USE LIST FROM SPREADSHEET COLUMN B

Company 1	1
Company 2	2
Company 3	3
Not listed/ Unsure	98

COMPANY NAME @31 = [CARD] IN C1

For code other than 98 at Q31:

The rest of this section is about your [CARD] credit card

For code 98 at Q31:

The rest of this section is about this credit card

32a **DO NOT ASK IF CODE 98 @Q29 AND COMPANY NAME @Q31 IS THE SAME AS COMPANY NAME @Q5b. INSTEAD SKIP TO Q33.** Thinking of the credit card that you have taken out in the last 2 years without looking around, why did you decide to take out this new credit card?
Please select all that apply.

MULTICODE

32b **ONLY ASK IF MULTICODE @ Q32a:** Which of these reasons was the most important?

SINGLE CODE. PRESENT ONLY THOSE SELECTED @ Q32a

RANDOMISE GROUPS AND WITHIN GROUP, EXCEPT

CODE 2 AFTER CODE 1

	32a	32b	
Knowledge of the company			
I already had a credit card with this company	1	1	
I already had a bank account or another financial product with this company	2	2	
	2	2	
I had a credit card with this company in the past	3	3	
I wanted to support the organisation or charity linked to the credit card	4	4	
I shop with them	5	5	
I liked the company brand	6	6	
The company has a good reputation for customer service	7	7	
The company has a UK call centre	8	8	
Credit card experience			
I did not have a credit card and wanted to get one	9	9	
I was satisfied with my previous credit card experience	10	10	
I was charged unexpected fees or interest on an existing credit card	11	11	
An introductory deal expired on an existing credit card	12	12	
The general terms on an existing credit card were changed (e.g. credit limit, interest rate, rewards/discounts/benefits)	13	13	
I was dissatisfied with the customer service on an existing credit card	14	14	
Credit needs			
I wanted to use a credit card to replace another type of borrowing (e.g. overdraft, loan, borrowing from family)	15	15	
I wanted a larger credit limit	16	16	
I wanted a smaller credit limit	17	17	
I was facing a change in personal circumstances, not directly financial, that meant it would be useful to have a new credit	18	18	

card at that time			
I was facing a short-term financial issue that meant it would be useful to have a new credit	19	19	
I wanted to restrict my online transactions to a single credit card for security reasons	20	20	
What I wanted from a credit card			
I wanted a credit card with an introductory 0% balance transfer offer	21	21	
I wanted a credit card with an introductory 0% on purchases offer	22	22	
I wanted a credit card with a low(er) APR on balance transfers, but not a 0% offer	23	23	
I wanted a credit card with a low(er) interest rate	24	24	
I wanted a card with a low(er) APR	25	25	
I wanted a credit card with cashback, discounts, points and similar kinds of rewards/ benefits	26	26	
I wanted a credit card with airmiles, priority access to events and similar kinds of rewards/ benefits	27	27	
I wanted to take advantage of an introductory offer	28	28	
I wanted a credit card with low fees	29	29	
I wanted a credit card with no or low foreign exchange/ usage fees	30	30	
I wanted a credit card that would help me build up my credit rating	31	31	
I wanted a credit card which would benefit a charity or other organisation if I used it	32	32	
I wanted a credit card with enhanced security	33	33	
Customer service			
I liked the credit card design	34	34	
I wanted a credit card I could personalise, for example with photos	35	35	
I wanted SMS updates, for example on my balance and payment dates	36	36	
I wanted a credit card with a good online system, for example for reviewing statements and making payments	37	37	
Application process			
I just decided to respond to an advertisement or offer/ invitation for a specific credit card	38	38	
I received a partially pre-completed application form	39	39	
The application process was easy/ not time-consuming	40	40	
I was able to check if I would be accepted without affecting my credit rating	41	41	

It was well rated on a price comparison website	42	42	
I read good reviews of it in places other than a price comparison website	43	43	
It was recommended to me by a friend, family member or adviser	44	44	
It was the only one I looked at	45	45	
Programmer note. Present separately on screen:			
Other (please explain briefly) PILOT ONLY	97	97	
Unsure	98	98	
I do not recall	99	99	

33 Which of the following happened/ did you do to apply for the credit card?

SINGLE CODE

I decided to contact the company without having seen a specific advertisement or offer	1	ASK 34
I responded to an advertisement or offer relating to credit cards	2	ASK 34 & 35
Other (please explain briefly) PILOT ONLY	97	SKIP TO Q36
Unsure	98	SKIP TO Q36

DO NOT ASK Q34 IF ALREADY ANSWERED Q12b, AND CODE 1 @Q29

34 IF CODE 1 @Q33: Did you already have a relationship with the company?

IF CODE 2 @Q33: Was the advertising or offer you responded to from a company with which you already had a relationship?

Please select all that apply.

MULTICODE

Yes, they provided my current account	1
Yes, they provided me with another financial service such as mortgage or personal loan	2
Yes, I already had a credit card with them	3
Yes, I already had some other relationship with them	4
No, I did not have a pre-existing relationship with them before taking out their credit card	5
Unsure	98

IF CODE 1 @ Q33, SKIP TO Q36

35 **If code 2 @Q33:** To what type of advertisement(s)/ offer(s) did you respond? *Please select all that apply.*

MULTICODE

RANDOMISE

Press/ newspapers	1
Magazine	2
TV	3
Radio	4
Letter through the post	5
Leaflet handed out	6
Poster/ billboard	7
In-store/ branch	8
Face-to-face other than in-store	9
A price comparison website	10
Online social media	11
Online display advertising such as banner adverts	12
Unsure	98

36 Why did you decide not to look around and compare the credit card you selected with others? *Please select all that apply.*

MULTICODE

RANDOMISE

I didn't know where to find information on alternatives	1
I was worried about the possible effect on my credit rating of making multiple applications	2
I was satisfied the offer from that company met my needs	3
I didn't have enough time to look around and compare	4
I needed a decision quickly	5
The way I use credit cards they are basically free so I didn't see a need to look around and compare	6
I read or heard reviews about this product that rated it well	7
I don't think the difference between credit card offers makes it worth looking around and comparing them	8
I find the differences between credit cards difficult to understand	9
I find information on credit cards difficult to follow	10
I am not interested enough to spend time researching other credit card offers	11
I was only interested in having a credit card from that company	12
I had an invitation from that company	13
It was quick and easy to apply to that company	14

I have had a good experience with the company before	15
I didn't think any other company would accept me	16
I didn't think any other offers would be as good	17
I trust the company	18
Other (please explain briefly) PILOT ONLY	97
Unsure	98

NOW SKIP TO SECTION D

C2 Those who looked around

IF RANDOMLY SELECTED FOR C2i, SKIP TO Q40

IF RANDOMLY SELECTED FOR C2ii, ONLY ASK Q37 IF Q7 CODES 1 TO 5 OR CODE 98, OTHERWISE SKIP TO Q38 BUT GIVE INTRODUCTION AT Q37:

You said earlier that you had looked around and compared credit cards in the last two years and had taken out a credit card as a result

37 You said earlier that you had looked around and compared credit cards in the last two years and had taken out a credit card as a result.

IF Q7 CODES 1 TO 5 OR CODE 98. Did you take out your [NAME] credit card as a result of looking around and comparing credit cards in the last two years?

SINGLE CODE

Yes	1	SKIP TO Q40
No	2	CONTINUE
Unsure	98	CONTINUE

IF CODE 1: The rest of this section is also about your [NAME] card.

38 IF Q7 NOT CODES 1 TO 5 OR CODE 98, OR ROUTED FROM Q37. Please enter the first 2 letters of the name of the company from which you took out the credit card.

If you have taken out more than one please choose one about which to answer.

--	--

IF DON'T KNOW, SKIP TO Q40

The rest of this section is about this credit card

39 Which of these is the company? USE LIST FROM SPREADSHEET COLUMN B

Company 1	1
Company 2	2
Company 3	3
Not listed/ Unsure	98

COMPANY NAME @Q39 = [CARD] IN SECTION C2ii

For code other than 98 at Q39:

The rest of this section is about your [CARD] credit card

For code 98 at Q39:

The rest of this section is about this credit card

40 Why did you decide to look around and compare credit cards on the market? *Please select all that apply.*

MULTICODE

RANDOMISE

I did not have a credit card and wanted to get one	1
I was charged unexpected fees or interest on an existing credit card	2
An introductory deal expired on an existing credit card	3
The general terms on an existing credit card were changed (e.g. credit limit, interest rate, rewards/ discounts/ benefits)	4
I was dissatisfied with the customer service on an existing credit card	5
I wanted access to more credit	6
I wanted to complete a balance transfer	7
I wanted a card with a low(er) interest rate	8
I wanted a card with a low(er) APR	9
I wanted a credit card with cashback, discounts, points and similar kinds of rewards/ benefits	10
I wanted a credit card with airmiles, priority access to events and similar kinds of rewards/ benefits	11
I wanted to take advantage of an introductory offer	12
I had looked at information about credit cards on a price comparison website	13
I had seen information or reviews about credit cards other than on a price comparison website	14
I had received information about (a) specific credit card(s) by telephone or post or email	15
I had received an invitation or offer to apply for (a) specific credit card(s)	16
I had received a partially pre-completed application form for a specific credit card	17
I felt it important to check up occasionally on whether a better product/ offer might be available	18
I was facing a change in my personal circumstances that meant it would be useful to have a new credit card at that time	19
I was facing a short-term financial issue that meant it would be useful to have a new credit card at that time	20
I had previously ignored lots of advertising or information or offers/ invitations but finally felt that I should respond to one	21
I just decided to respond to a specific advertisement or offer/invitation	22
A friend, family member or adviser suggested I thought about getting a credit card	23
I wanted a credit card with a low(er) APR on balance transfers, but not a 0% offer	24
I wanted a credit card with no or low foreign exchange/ usage fees	25
I wanted a credit card with enhanced security	26
Other (please explain briefly) PILOT ONLY	97
Unsure	98

41 Overall, how easy or difficult did you find it to compare different credit cards?

SINGLE CODE

Very easy	5
Quite easy	4
Neither easy nor difficult	3
Quite difficult	2
Very difficult	1
Unsure	98

42a As part of your looking around and comparing credit cards, did you use a price comparison website?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q43
Unsure	98	SKIP TO Q43

42b Which price comparison website(s) did you visit? *Please select all that apply.*

MULTICODE

RANDOMISE EXCEPT CODES 9 AND 98

Go Compare	1
Compare the market	2
Moneysupermarket	3
uSwitch	4
Confused.com	5
Moneysavingexpert.com (MSE)	6
Money.co.uk	7
Totally Money	8
Another price comparison site	9
Unsure	98

43 However you compared cards, please select the THREE most important things you considered when comparing credit cards?

DO NOT ALLOW MORE THAN THREE CODES; FEWER ALLOWED

RANDOMISE BUT LINK TOGETHER CODES 4 & 7

Interest rate	1
Purchase offers	2
APR	3
Fees and charges, other than balance transfer fee	4
Balance transfer length	5
Discounts/ rewards/ benefits linked to taking out the credit card	6
Balance transfer fee	7
Discounts/ rewards/ benefits linked to using the credit card	8
Extended warranty or other guarantees offered	9
Contactless payment facility	10
Charges for foreign exchange/ usage	11
How widely accepted for payment	12
Size of credit limits available	13
How likely I was to be accepted for the credit card	14
Something else (please describe briefly) PILOT ONLY	15
Unsure	98

C2i Those who looked around but didn't take out a new card – THOSE RANDOMLY SELECTED FOR C2i

44 You said earlier that in the last two years you had looked around and compared credit cards but not taken out a credit card as a result. Which of the following describe why you did **not** take out a new credit card as a result of your search? *Please select all that apply.*

MULTICODE

RANDOMISE

I did not find a credit card which was better suited to my needs than a card I already had	1
I was discouraged by a friend, family member or adviser	2
I did not find any credit card that suited my needs	3
I applied but was not approved for a credit card that suited my needs	4
I found the search too difficult or burdensome so stopped half-way through	5
I decided an option other than a credit card was best for me	6
I wanted to take out a new credit card but was too busy at the time/ I ran out of time	7
I was worried about making multiple applications as that might harm my credit rating	8
I still intend to take out a new credit card based on my search	9
The offer made to me did not match the one advertised so I decided not to go ahead	10
I only really wanted to see what offers were available to me	11
I decided changing credit card would be too much trouble, such as changing credit card details on online accounts and elsewhere	12
I couldn't work out which of the credit cards I reviewed was likely to be best for me	13
Something else (please explain briefly) PILOT ONLY	97
Unsure	98

SKIP TO SECTION D

C2ii Those who looked around and did take out a new card

– THOSE RANDOMLY SELECTED FOR C2i

DO NOT ASK Q45 IF ALREADY ANSWERED Q12b, AND CODE 1 @Q37

45 You said earlier that you had looked around and compared credit cards and, as a result, taken out a credit card. Did you already have a relationship with that company? *Please select all that apply.*

MULTICODE EXCEPT 5 OR 98 WITH 1-4

Yes, they provided my current account	1
Yes, they provided me with another financial service such as mortgage or personal loan	2
Yes, I already had a credit card with them	3
Yes, I already had some other relationship with them	4
No, I did not have a pre-existing relationship with them before taking out their credit card	5
Unsure	98

46 BLANK

47 **DO NOT ASK IF CODE 1 @ Q37** What were the main reasons why you chose this credit card?
Please select all that apply.

MULTICODE

RANDOMISE

I already had a credit card with this company	1
I already had a bank account with this company	2
I wanted to support the organisation or charity linked to this credit card	3
It offered a larger credit limit	4
I was able to personalise my credit card	5
It offered a smaller credit limit	6
It offered a good interest rate	7
It offered a good APR	8
It offered low fees	9

It offered good rewards, discounts or benefits	10
It provided a good balance transfer deal	11
It provided a good introductory offer	12
It would help me build up or improve my credit rating	13
The company told me I was pre-approved	14
The application process was easy/ not time consuming	15
I received a partially pre-completed application form	16
It let me check if I would be accepted without affecting my credit rating	17
I ran out of time to consider other offers	18
It was rated well on a price comparison website	19
I read good reviews of it in places other than on a price comparison website	20
It was recommended to me by a friend, family member or adviser	21
Other (please describe briefly) PILOT ONLY	97
Unsure	98

NOW SKIP TO SECTION D

C3 Those who neither looked around nor took out a new card:

CODE 2 AT ALL OF Q10a, Q10b, Q10c

48 You said earlier that in the last 2 years you had neither looked around and compared credit cards nor taken out a new one. Why have you not searched for a new credit card or compared different credit cards in the last two years? *Please select all that apply.*

MULTICODE

RANDOMISE

I am satisfied with my current credit card(s)	1
I didn't want to have an extra credit card	2
I did not think I could find a better credit card than the one(s) I already have	3
I thought searching would take too long	4
I thought searching would be too difficult	5
I didn't know where to look for information on credit cards	6
I find information about credit cards difficult to follow and compare	7
I don't think the difference between credit card offers makes it worth looking around and comparing them	8
I am trying to reduce my use of credit cards	9
I am not interested enough to spend time researching credit card offers	10
I would like to have investigated credit cards but have been too busy	11
I didn't think I would be approved for another or a different credit card	12
I didn't want to hurt my credit rating	13
I thought changing company would be difficult	14

49 When was the last time you:

49a Looked around and compared different credit cards? *A best guess will do.*

49b Took out a new credit card? *A best guess will do.*

SINGLE CODE

	Looked around	Took out
Over 2 years to 3 years	1	1
Over 3 years to 4 years	2	2
Over 4 years to 5 years	3	3
Over 5 years to 10 years	4	4
Over 10 years	5	5
Have never looked around and compared different credit cards	6	6
Unsure	98	98

D PRODUCT KNOWLEDGE & ATTITUDES

50a Overall, as a product, how easy or difficult to understand do you think credit cards are?

50b **DO NOT ASK IF ANSWERED Q41** And how easy or difficult do you think it is to compare different credit cards and work out which are the best for you?

SINGLE CODE

	As a product	Comparing credit cards
Very easy	5	5
Quite easy	4	4
Neither easy nor difficult	3	3
Quite difficult	2	2
Very difficult	1	1
Unsure	98	98

51 Specifically, how easy or difficult is each of the following to understand?

SINGLE CODE

		Very easy	Quite easy	Neither easy nor difficult	Quite difficult	Very difficult	Unsure
a	Interest rates generally	5	4	3	2	1	98
b	How interest rates may vary between purchases, balance transfers and cash withdrawals	5	4	3	2	1	98
c	Annual Percentage Rate (APR)	5	4	3	2	1	98
d	Reward schemes (e.g. cash back, points)	5	4	3	2	1	98
e	Balance transfers – including how long they last and what fees might be incurred	5	4	3	2	1	98
f	Interest free periods each month – including how long they last and what they do and do not cover	5	4	3	2	1	98
g	Minimum repayment requirements	5	4	3	2	1	98
h	Fees and charges (e.g. fees for late or missed payments) including how much they are and how and when they are incurred	5	4	3	2	1	98

52 Thinking of your own experience of using credit cards in the last 2 years, how frequently have you done the following? *If you have held a credit card for less than two years, please answer for your experience to date.*

SINGLE CODE

		Frequently	Occasionally	Rarely	Never	Unsure
a	Spent more on your credit card(s) than you had budgeted to do	4	3	2	1	98
b	Used your credit card(s) to spread the cost of a major purchase	4	3	2	1	98
c	Used your credit card(s) instead of cash or a debit card or a cheque in order to gain rewards, discounts or benefits	4	3	2	1	98
d	Exceeded your credit limit(s)	4	3	2	1	98
e	Used your credit card(s) for emergency expenses that you otherwise would have been unable to meet	4	3	2	1	98
f	Taken longer than you had planned to pay down your credit card balance(s)	4	3	2	1	98
g	Brought forward purchases specifically in order to gain more rewards, discounts or benefits	4	3	2	1	98
h	Used your credit card(s) to purchase additional items in order to gain rewards, benefits or discounts from your credit card provider					
i	Used your credit card(s) for short periods to avoid using other forms of credit, such as overdrafts	4	3	2	1	98

E REWARDS/ BENEFITS/ DISCOUNT CARDS –

ELIGIBLE IF ALLOCATED BY MODULE RANDOM SELECTION RULES

Number of ‘Other’ cards calculated from Q9a/d

CARD SELECTION RULES:

Main card	Other card(s)	Main card %	Other card(s) %
Yes	No	100	0
Yes	One	50	50
Yes	Two	33	67
Yes	Three	25	75
No	Yes	0	100

IF MAIN CARD SELECTED: You said earlier that your [NAME] credit card offers rewards, discounts and/or benefits as part of its features.

53 IF OTHER COMPANY CARD SELECTED: You said earlier that you have a credit card/credit cards other than your [NAME] credit card which offer(s) rewards, discounts and/or benefits as part of its features? Please enter the first 2 letters of the name of the company from which you took out the credit card.

If you have more than one such card, please choose one at random.

--	--

IF DON'T KNOW, SKIP TO Q55a

The rest of this section is about this credit card

54 Which of these is the company? USE LIST FROM SPREADSHEET COLUMN B

Company 1	1
Company 2	2
Company 3	3
Not listed/ Unsure	98

COMPANY NAME @54 = [CARD] IN SECTION E

For code other than 98 at Q54:

The rest of this section is about your [CARD] credit card

For code 98 at Q54:

The rest of this section is about this credit card

- 55a What type of rewards, discounts and/or benefits does [your NAME/ your CARD/ this] credit card offer? *Please select all that apply.*

MULTICODE

Cashback	1
Discounts	2
Points	3
Airmiles	4
Priority access to events	5
Fixed monthly cash reward	6
Others (Please describe briefly) PILOT ONLY	97

- 55b Overall, given your experience of using the credit card, do you feel it offers ...?

SINGLE CODE

Very good value for money	5
Quite good value for money	4
Neither good nor poor value for money	3
Quite poor value for money	2
Very poor value for money	1
Unsure	98

56 How important or unimportant were each of the following in making you decide to take out [your NAME/ your CARD/ this] credit card? *Please indicate if you cannot recall.*

SINGLE CODE

		Very important	Quite important	Neither important nor unimportant	Quite unimportant	Very unimportant	Unsure	Not applicable
a	Size of the credit limit offered	5	4	3	2	1	98	96
b	Interest rate	5	4	3	2	1	98	96
c	APR	5	4	3	2	1	98	96
d	An introductory offer	5	4	3	2	1	98	96
e	A balance transfer facility	5	4	3	2	1	98	96
f	The type of rewards/ benefits/ discounts available	5	4	3	2	1	98	96
g	The level of rewards/ benefits/ discounts available	5	4	3	2	1	98	96
h	Being able to support an organisation associated with the credit card	5	4	3	2	1	98	96
i	Ease of accessing/ using the rewards/ benefits/ discounts	5	4	3	2	1	98	96

I cannot recall sufficiently well to answer	99
---	----

57 IF TWO OR MORE CODE 5 @Q56, OR NO CODE 5 & TWO OR MORE CODE 4 @Q56 Which was the single most important feature?

SINGLE CODE. ONLY SHOW RELEVANT FACTORS.

	Most important
Size of the credit limit offered	1
Interest rate	2
APR	3
An introductory offer	4
A balance transfer facility	5
The type of rewards/ benefits/ discounts available	6
The level of rewards/ benefits/ discounts available	7
Being able to support an organisation associated with the credit card	8
Ease of accessing/ using the rewards/ benefits/ discounts	9
Unsure	98

Now some questions about your experience of using [your NAME/ your CARD/ this] credit card.

58 Has the level of rewards/ benefits/discounts you have received since you took out this card been ...?

SINGLE CODE

A lot more than I expected	5	ASK Q59
A little more than I expected	4	ASK Q59
About the same as I expected	3	SKIP TO Q61
A little less than I expected	2	ASK Q60
A lot less than I expected	1	ASK Q60
Unsure	98	SKIP TO Q61

59 Was the level more because ...?

SINGLE CODE

The rewards/ benefits/discounts were more generous than I expected	1
I used the credit card more than I expected	2
Both of these	3
Unsure	98

60 Was the level less because ...?

SINGLE CODE

The rewards/ benefits/discounts were less generous than I expected	1
I used the credit card less than I expected	2
Both of these	3
Unsure	98

61 Do you pay an annual fee for [your NAME/ your CARD/ this] credit card?

SINGLE CODE

Yes	1	ASK Q62
No	2	SKIP TO Q63
Unsure	98	SKIP TO Q63

62 Overall, has the value of the rewards/ benefits/ discounts you have received exceeded the cost of the annual fee?

SINGLE CODE

Yes, by a lot	1
Yes, by a little	2
No, they are about the same	3
No, the rewards/ discounts/ benefits I have received are less than the annual fee	4
I have never tried to calculate it	5
Unsure	98

63 Have you chosen to use this rewards/ benefits/ discounts credit card more frequently than you would have done otherwise in order to build up rewards/ benefits/ discounts?

SINGLE CODE

Yes, a lot	1
Yes, a little	2
No	3
Unsure	98

64 Have you incurred interest charges on this card?

SINGLE CODE

Yes, frequently	1
Yes, occasionally	2
Yes, rarely	3
No	4
Unsure	98

IF MAIN CARD, SKIP TO Q70a

ONLY ASK Q65 to Q69 IF REWARDS/ BENEFITS/ DISCOUNT CARD IS NOT MAIN CARD

65 At any point in the last 12 months have you had a transferred balance on this card?

SINGLE CODE

Yes, I have or had a transferred balance	1
No, I have not had a transferred balance	2
Unsure	98

66 Next, please think about how you have made monthly repayments to the credit card company for [your CARD/ this] credit card.

Please can you estimate in the past 12 months, roughly how frequently have you done the following? [IF HAVE HELD THE CARD FOR LESS THAN 12 MONTHS ADD: If you have held the card for less than 12 months please estimate what you have done for the period you have had the credit card] *A best guess will do. Please ensure that the total for all the boxes below sums up to 12*

EACH COLUMN MUST SUM TO 12

SINGLE CODE

		Number of months					
a	Had a nil balance so did not need to make a payment						
b	Paid off my outstanding balance in full						

c	Paid off more than the minimum payment but less than the full amount						
d	Paid the minimum payment						
e	Paid less than the minimum payment						
f	Missed/ not made a payment						
g	Number of months in the last 12 in which I did not have this card						
h	Unsure	98					

67 Which methods do you use to make repayments to the credit card company? *Please select all that you have used in the last 12 months.*

MULTICODE

Direct debit	1	IF CODE 1, ASK Q68 IF NOT CODE 1, SKIP TO Q69
By telephone call	2	
Cheque	3	
Mobile banking application	4	
Online bank or debit card transfer	5	
Standing order	6	
Paid in branch	7	
Cash	8	
Transfer from another credit card	9	
Unsure	98	

68 When you pay by direct debit, how frequently do you pay the following amounts? *A best guess will do.*

SINGLE CODE

IF ANY CODE 5, BOTH OTHER MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

		Always	Usually	Sometimes	Rarely	Never	Unsure
a	Full balance owing	5	4	3	2	1	98
b	Minimum payment	5	4	3	2	1	98
c	Another amount	5	4	3	2	1	98

NOW SKIP TO Q70

69 Why do you not pay by direct debit? *Please select all that apply.*

MULTICODE

I didn't know that facility was available	1
I don't want only to pay the minimum amount	2
I don't want to pay the full amount every month	3
I like to be in control of how much I pay back each month and/ or when	4
I like to be able to vary each month whether I make a minimum payment or pay off the full balance or pay some other amount	5
I don't want to always pay from the same account	6
I don't have a current account	7
It is too much trouble to arrange	8
I had trouble with direct debit payments in the past	9
I don't know what it is	10
Other (Please explain briefly) PILOT ONLY	98

70a **DO NOT ASK IF CODE 5 @Q62 BUT AUTOCODE AS CODE 2 @ Q70a:** Have you ever attempted to calculate the rewards/ discounts/ benefits you have earned on this card?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q71
Unsure	98	

How easy or difficult do you find it to calculate

70b The level of rewards/ discounts / benefits you have built up over time?

70c The level of rewards/ discounts / benefits you will receive for a specific purchase?

SINGLE CODE

	70b Over time	70c Specific purchase
Very easy	5	5
Quite easy	4	4
Neither easy nor difficult	3	3
Quite difficult	2	2
Very difficult	1	1
Unsure	98	98

71 How easy or difficult do you find it to access and use your rewards/ discounts / benefits?

SINGLE CODE

Very easy	5
Quite easy	4
Neither easy nor difficult	3
Quite difficult	2
Very difficult	1
Unsure	98

72 BLANK

NOW SKIP TO DEMOGRAPHICS

F SUBPRIME/ NEARPRIME INCLUDING BUT NOT LIMITED TO LOW AND GROW

Eligible if ALLOCATED BY MODULE RANDOM SELECTION RULES

Number of 'Other' cards calculated from Q9c/f

CARD SELECTION RULES:

Main card	Other card(s)	Main card %	Other card(s) %
Yes	No	100	0
Yes	One	50	50
Yes	Two	33	67
Yes	Three	25	75
No	Yes	0	100

IF MAIN CARD SELECTED: You said earlier that your [NAME] credit card is one designed for people with no credit history or a poor credit history. These credit cards may or may not start with a low credit limit that can be increased over time. **SKIP TO Q78**

IF OTHER CARD SELECTED: You said earlier that you had a credit card/ cards, other than your [NAME] credit card, which is/ are designed for people with no credit history or a poor credit history. These credit cards may or may not start with a low credit limit that can be increased over time. **The next questions are about that other card.**

If you have more than one such card, please choose one at random.

73 IF OTHER COMPANY CARD SELECTED: Please enter the first 2 letters of the name of the company from which you took out the credit card.

--	--

IF DON'T KNOW, SKIP TO Q75

The rest of this section is about this credit card

74 Which of these is the company? USE LIST FROM SPREADSHEET COLUMN B

Company 1	1
Company 2	2
Company 3	3
Not listed/ Unsure	98

COMPANY NAME @Q74 = [CARD] IN SECTION F**For code other than 98 at Q74:**

The rest of this section is about your [CARD] credit card

For code 98 at Q74:

The rest of this section is about this credit card

- 75 DO NOT ASK IF [NAME] CARD – ANSWERS ARE @ Q12. Which of the following was true when you took out [your CARD/ this] credit card?

SINGLE CODE

It was my first credit card	1
I had had a credit card before but did not have one at the time	2
I had another/ other credit cards	3
Unsure	98

- 76 IF OTHER COMPANY CARD What is your current credit limit on [your CARD / this] credit card? *A best guess will do.*

Up to £100	1
Over £100 to £150	2
Over £150 to £200	3
Over £200 to £250	4
Over £250 to £500	5
Over £500 to £750	6
Over £750 to £1,000	7
Over £1,000	8
Unsure	98

- 77 IF OTHER COMPANY CARD. And how long ago did you take out [your CARD / this] credit card? *A best guess will do.*

SINGLE CODE

Up to 1 month	1
Over 1 to 3 months	2
Over 3 to 6 months	3
Over 6 months to 1 year	4
Over 1 to 2 years	5
Over 2 to 3 years	6
Over 3 to 5 years	7
Over 5 to 10 years	8
Over 10 years	9
Unsure	98

78 ASK ALL

IF MAIN CARD: Earlier you said that the current credit limit on this card is [ANSWER @Q6a] and that you have held the card for [ANSWER @Q7]

WILL REQUIRE DIFFERENT WORDING IF:

CODE 98 @Q6a AND NOT CODE 98 @Q7: Earlier you were unsure about the credit limit on this credit card that you have held for [ANSWER @Q7].

NOT CODE 98 @Q6a AND CODE 98 @Q7: Earlier you said that the credit limit on this card is [ANSWER @Q6a] but you were unsure for how long you have held it.

CODE 98 @Q6a AND CODE 98 @Q7: Earlier you were unsure about the credit limit on this credit card and for how long you have held it.

Can you recall what the credit limit was when you first took out this credit card? *A best guess will do.*

SINGLE CODE

Up to £100	1
Over £100 to £150	2
Over £150 to £200	3
Over £200 to £250	4
Over £250 to £500	5
Over £500	6
Unsure	98

79 Can you recall how many times, if at all, your credit limit has been increased since you took out this credit card? *A best guess will do.*

SINGLE CODE

Never	0	SKIP TO Q82
Once	1	CONTINUE TO Q80 IF ONCE OTHERWISE SKIP TO Q81
Twice	2	
Three times	3	
Four times	4	
Five+ times	5	
Unsure	98	SKIP TO Q82

80 IF ONCE: Did you request that increase or did the company offer it to you without your requesting it?

SINGLE CODE

I requested the increase	1
The company offered it to me without my requesting it	2
Unsure	98

NOW SKIP TO Q82

81 IF MORE THAN ONCE: Were the credit limit increases ...?

SINGLE CODE

All ones that I requested	1
All ones that the company offered to me without my requesting it	2
A mixture of ones I requested and ones the company offered	3
Unsure	98

82 Have you ever turned down the offer of a credit limit increase on this credit card?

SINGLE CODE

Yes	1
No	2
Unsure	98

83 What do you feel about the credit limit you have now?

SINGLE CODE

It is much too low	1
It is a little too low	2
It is about right	3
It is a little too high	4
It is much too high	5
Unsure	98

84 What do you feel about the pace at which your credit limit has changed so far?

SINGLE CODE

It has increased too quickly	1
It has increased at about the right speed	2
It has increased too slowly	3
Unsure	98

85 When you took out this credit card, how important or unimportant were each of the following as reasons why you did so?

SINGLE CODE

		Very important	Quite important	Neither important nor unimportant	Quite unimportant	Very unimportant	Unsure
a	To improve my credit rating	5	4	3	2	1	98
b	To use a credit card with a low credit limit to avoid any risk of getting into debt	5	4	3	2	1	98
c	To be able to access increases in the credit limit to be able to build up a reasonable limit	5	4	3	2	1	98

86 When you took out this credit card, did you look around and compare it with others?

SINGLE CODE

Yes, I did look around and compare	1	ASK Q87
No, I did not look around and compare	2	SKIP TO Q88
Unsure	98	SKIP TO ROUTING BEFORE Q89

87 Can you recall, of the credit cards you looked at, did [your NAME/ your CARD / this] credit card have?

SINGLE CODE. IF CODE 1 @Q87d, AUTOCODE 2 @Q87e

		Yes	No	Unsure
a	The lowest interest rate	1	2	98
b	The lowest APR	1	2	98
c	The lowest fees	1	2	98

d	The largest credit limit	1	2	98
e	The lowest credit limit	1	2	98

NOW SKIP TO Q89 ROUTING

88 How much did each of the following contribute, if at all, to your decision not to look around and compare credit cards?

SINGLE CODE

		A lot	A little	Not at all	Unsure	Not applicable
a	I was certain or almost certain this was the credit card I wanted	3	2	1	98	96
b	I didn't think any other credit card would offer me credit	3	2	1	98	96
c	I responded to a specific offer	3	2	1	98	96
d	The APR was very competitive	3	2	1	98	96
e	It had a good credit limit	3	2	1	98	96

Q89 ROUTING: ONLY ASK Q89 to 93 SEQUENCE IF SUBPRIME/NEARPRIME/LOW AND GROW CARD IS NOT MAIN CARD, IF MAIN CARD SKIP TO DEMOGRAPHICS.

89 At any point in the last 12 months have you had a transferred balance on this credit card?

Yes, I have or had a transferred balance	1
No, I have not had a transferred balance	2
Unsure	98

90 Next, please think about how you have made monthly repayments to the credit card company for [your CARD / this] credit card.

Please can you estimate in the past 12 months, roughly how frequently have you done the following? [IF HAVE HELD THE CARD FOR LESS THAN 12 MONTHS (**Q7 CODED 1 TO 5**) ADD: If you have held the card for less than 12 months please estimate what you have done for the period you have had the credit card] *A best guess will do.*

IF ANY CODE 5, ALL OTHERS MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

SINGLE CODE

		Always	Usually	Sometimes	Rarely	Never	Unsure
a	Had a nil balance so did not need to make a payment	5	4	3	2	1	98
b	Paid off my outstanding balance in full	5	4	3	2	1	98
c	Paid off more than the minimum payment but less than the full amount	5	4	3	2	1	98
d	Paid the minimum payment	5	4	3	2	1	98
e	Paid less than the minimum payment	5	4	3	2	1	98
f	Missed/ not made a payment	5	4	3	2	1	98
g	Unsure	5	4	3	2	1	98

91 Which methods do you use to make repayments to the credit card company? *Please select all that you have used in the last 12 months.*

MULTICODE

Direct debit	1	IF CODE 1, ASK Q92 IF NOT CODE 1, SKIP TO Q93
By telephone call	2	
Cheque	3	
Mobile banking application	4	
Online bank or debit card transfer	5	
Standing order	6	
Paid in branch	7	
Cash	8	
Transfer from another credit card	9	
Unsure	99	

92 When you pay by direct debit, how frequently do you pay the following amounts? *A best guess will do.*

SINGLE CODE

IF ANY CODE 5, BOTH OTHER MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

		Always	Usually	Sometimes	Rarely	Never	Unsure
A	Full balance owing	5	4	3	2	1	98
B	Minimum payment	5	4	3	2	1	98
C	Another amount	5	4	3	2	1	98

NOW SKIP TO DEMOGRAPHICS

93 Why don't you pay by direct debit? *Please select all that apply.*

MULTICODE

I didn't know that facility was available	1
I don't want only to pay the minimum amount	2
I don't want to pay the full amount every month	3
I like to be in control of how much I pay back each month and/ or when	4
I like to be able to vary each month whether I make a minimum payment or pay off the full balance or pay some other amount	5
I don't want to always pay from the same account	6
I don't have a current account	7
It is too much trouble to arrange	8
I had trouble with direct debit payments in the past	9
I don't know what it is	10
Other (please explain briefly) PILOT ONLY	98

NOW SKIP TO DEMOGRAPHICS

G BALANCE TRANSFER CARDS

Eligible if ALLOCATED BY MODULE RANDOM SELECTION RULES

Number of 'Other' cards calculated from Q9b/e

CARD SELECTION RULES:

Main card	Other card(s)	Main card %	Other card(s) %
Yes	No	100	0
Yes	One	50	50
Yes	Two	33	67
Yes	Three	25	75
No	Yes	0	100

IF MAIN CARD SELECTED: You said earlier that you have used your [NAME] credit card to make a balance transfer: **SKIP TO Q96**

IF OTHER COMPANY CARD SELECTED: You said earlier that you have a credit card, other than your [NAME] credit card, which you have used to make a balance transfer. The next questions are about that other credit card.

If you have more than one such card, please choose one at random.

- 94 Please enter the first 2 letters of the name of the company from which you took out the credit card.

--	--

IF DON'T KNOW, SKIP TO Q96

The rest of this section is about this credit card

- 95 Which of these is the company? **USE LIST FROM SPREADSHEET COLUMN B**

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	

COMPANY NAME @Q95 = [CARD] IN SECTION G**For code other than 98 at Q95:**

The rest of this section is about your [CARD] credit card

For code 98 at Q95:

The rest of this section is about this credit card

- 96 How long ago did you make this balance transfer? *A best guess will do.*

SINGLE CODE

Up to 3 months ago	1
Over 3 to 6 months ago	2
Over 6 to 12 months ago	3
Over 12 to 18 months ago	4
Over 18 to 24 months ago	5
Unsure	98

- 97 Why did you make this balance transfer?

MULTICODE

To benefit from an introductory offer	1
To have the flexibility to repay an outstanding amount over a longer period of time	2
Easy application process	3
I wanted a credit card with that company	4
It came with an offer on purchases	5
A previous introductory offer came to an end	6
It had a long introductory offer	7
Unsure	98

- 98 Were any of the following included in your balance transfer?

SINGLE CODE

		Yes	No	Unsure	
a	An introductory 0% interest rate on the balance transferred	1	2	98	IF CODE 1: ASK Q99
b	An introductory 0% interest rate on purchases	1	2	98	IF CODE 1 ASK Q100

- 99 How long is/was the introductory rate on the balance transferred? *A best guess will do.*
 100 How long is/was the introductory rate on purchases? *A best guess will do.*

SINGLE CODE

	99 Balance transferred	100 Purchases
Up to 6 months	1	1
Over 6 to 12 months	2	2
Over 12 to 18 months	3	3
Over 18 to 24 months	4	4
Over 24 to 36 months	5	5
Over 36 months	6	6
Unsure	98	98

- 101 BLANK
 102 BLANK

- 103 Did you have to pay a balance transfer fee when you took out the balance transfer?

SINGLE CODE

Yes	1
No	2
Unsure	3

- 104 Now thinking specifically of a typical '**0% balance transfer credit card deal**,' please identify the statements that you think are false and those that you think are true?

SINGLE CODE

		False	True	Unsure
a	It allows transfer of a debt from an existing credit card onto a new credit card	1	2	98
b	Interest will never be charged on the debt that is transferred	1	2	98
c	A fee is typically charged in order to transfer the balance	1	2	98
d	After the introductory period interest is charged on the debt that is transferred and has not yet been paid off	1	2	98

IF MAIN CARD, SKIP TO DEMOGRAPHICS

ONLY ASK Q105 TO Q109 IF BALANCE TRANSFER CARD IS NOT MAIN CARD

105 Has your transferred balance been on this credit card during any of the last 12 months?

Yes, I have or had a transferred balance	1
No, I have not had a transferred balance	2
Unsure	98

106 Next, please think about how you have made monthly repayments to the credit card company for [your CARD/ this] credit card.

Please can you estimate in the past 12 months, roughly how frequently have you done the following? [IF HAVE HELD THE CARD FOR LESS THAN 12 MONTHS ADD: If you have held the card for less than 12 months please estimate what you have done for the period you have had the credit card] *A best guess will do.*

IF ANY CODE 5, ALL OTHERS MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

SINGLE CODE

		Always	Usually	Sometimes	Rarely	Never	Unsure
a	Had a nil balance so did not need to make a payment	5	4	3	2	1	98
b	Paid off my outstanding balance in full	5	4	3	2	1	98
c	Paid off more than the minimum payment but less than the full amount	5	4	3	2	1	98
d	Paid the minimum payment	5	4	3	2	1	98
e	Paid less than the minimum payment	5	4	3	2	1	98
f	Missed/ not made a payment	5	4	3	2	1	98
g	Unsure	5	4	3	2	1	98

107 Which methods do you use to make repayments to the credit card company? *Please select all that you have used in the last 12 months.*

MULTICODE

Direct debit	1	IF CODE 1, ASK Q108 IF NOT CODE 1, SKIP TO Q109
By telephone call	2	
Cheque	3	
Mobile banking application	4	
Online bank or debit card transfer	5	
Standing order	6	
Paid in branch	7	
Cash	8	
Transfer from another credit card	9	
Unsure	98	

108 When you pay by direct debit, how frequently do you pay the following amounts? *A best guess will do.*

SINGLE CODE

IF ANY CODE 5, BOTH OTHER MUST BE CODE 1

ONLY ONE CODE 4 ALLOWED

IF ONE CODE 4, MUST ALSO BE AT LEAST ONE CODE 3 OR 2

IF ONE CODE 3, MUST ALSO BE AT LEAST ONE CODE 4 OR 2

IF ANY CODE 2, MUST BE AT LEAST ONE CODE 4 OR 3

		Always	Usually	Sometimes	Rarely	Never	Unsure
a	Full balance owing	5	4	3	2	1	98
b	Minimum payment	5	4	3	2	1	98
c	Another amount	5	4	3	2	1	98

NOW SKIP TO DEMOGRAPHICS

109 Why do you not pay by direct debit? *Please select all that apply.*

MULTICODE

I didn't know that facility was available	1
I don't want only to pay the minimum amount	2
I don't want to pay the full amount every month	3
I like to be in control of how much I pay back each month and/ or when	4
I like to be able to vary each month whether I make a minimum payment or pay off the full balance or pay some other amount	5
I don't want to always pay from the same account	6
I don't have a current account	7
It is too much trouble to arrange	8
I had trouble with direct debit payments in the past	9
I don't know what it is	10
Other (please explain briefly) PILOT ONLY	98

SKIP TO DEMOGRAPHICS

H INACTIVE CARD USERS

Eligible if ALLOCATED BY MODULE RANDOM SELECTION RULES

You said earlier that you have not used your credit card in the last 12 months/ You have one/ more than one credit card you have not used in the last 12 months.

If you have more than one such card, please choose one at random.

110 Please enter the first 2 letters of the name of the company from which you took out the credit card.

--	--

IF DON'T KNOW, SKIP TO Q112

The rest of this section is about this credit card

111 Which of these is the company?

USE LIST FROM SPREADSHEET COLUMN B

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	

COMPANY NAME @Q111 = [CARD] IN SECTION H

For code other than 98 at Q111:

The rest of this section is about your [CARD] credit card

For code 98 at Q111:

The rest of this section is about this credit card

112 Thinking of the credit card you have not used in the past 12 months, why have you not used it? *Please select all that apply.*

MULTICODE

RANDOMISE

I keep it as emergency credit card in case	1
I only use it when abroad	2
I keep it just in case I need access to further credit/ If I am at or close to my credit limit on other credit cards	3
I only use it for types of purchases or uses that have not occurred in the past 12 months	4
I have switched to using other credit cards as this one has a high interest rate	5
I only used it during an introductory period/ special deal that has now ended	6
I thought it would be cancelled automatically	7
It was too much hassle to bother cancelling it	8
I keep forgetting that I have got it	9
I have mislaid the credit card so cannot use it	10
I intended to close this account but have not got round to doing so	11
I now intend to close this account	12
Other (please explain briefly)	97
Unsure	98

I DEMOGRAPHICS

Mainly provided by YouGov panel profile information. Will also ask:

- 113 Apart from credit card payments, approximately how much do you pay monthly for any other credit debts including mortgage payments, student loan, personal loans, payday loans, car loan, overdraft or purchase agreements? *A best guess will do.*

Nil	1
Up to £50	2
Over £50 to £100	3
Over £100 to £250	4
Over £250 to £500	5
Over £500 to £750	6
Over £750 to £1,000	7
Over £1,000 to £1,500	8
Over £1,500 to £2,000	9
Over £2,000	10
Unsure	98

- Gender
 - Male
 - Female

- Age
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55-64
 - 65-74
 - 75+

- Region
 - North East
 - North West
 - Yorkshire and the Humber
 - East Midlands
 - West Midlands
 - East of England
 - London

- South East
 - South West
 - Wales
 - Scotland
 - Northern Ireland
- Social Grade
 - ABC1
 - C2DE
- House tenure
 - Own outright
 - Own with mortgage
 - Own through shared ownership
 - Rent private landlord
 - Rent local authority
 - Rent housing assoc
 - Neither - live with family/friends but pay rent
 - Neither - live with family/friends rent-free
 - Other
- Marital Status
 - Divorced
 - Civil Partnership
 - In relationship but not living together
 - Living with partner but not married/Civil Partnership
 - Married
 - Separated but still legally married/Civil Partnership
 - Single
 - Widowed
- Employment status
 - Working full-time (30 hrs+ p/w)
 - Working part-time (8-29 hrs p/w)
 - Working part-time (less than 8 hrs p/w)
 - Full time student
 - Retired
 - Unemployed
 - Not working
 - Other

- Household size
 - 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8 or more
 - Don't know
 - Prefer not to say

- Education level
 - No formal qualifications
 - Youth training certificate/skillseekers
 - Recognised trade apprenticeship completed
 - Clerical and commercial
 - City & Guilds certificate
 - City & Guilds certificate - advanced
 - ONC
 - CSE grades 2-5
 - CSE grade 1, GCE O level, GCSE, School Certificate
 - Scottish Ordinary/ Lower Certificate
 - GCE A level or Higher Certificate
 - Scottish Higher Certificate
 - Nursing qualification (eg SEN, SRN, SCM, RGN)
 - Teaching qualification (not degree)
 - University diploma
 - University or CNAAB first degree (eg BA, B.Sc, B.Ed)
 - University or CNAAB higher degree (eg M.Sc, Ph.D)
 - Other technical, professional or higher qualification
 - Don't know
 - Prefer not to say

- Household Income (What is your gross household income?)
 - under £5,000 per year
 - £5,000 to £9,999 per year
 - £10,000 to £14,999 per year
 - £15,000 to £19,999 per year
 - £20,000 to £24,999 per year
 - £25,000 to £29,999 per year
 - £30,000 to £34,999 per year
 - £35,000 to £39,999 per year
 - £40,000 to £44,999 per year
 - £45,000 to £49,999 per year
 - £50,000 to £59,999 per year
 - £60,000 to £69,999 per year
 - £70,000 to £99,999 per year
 - £100,000 to £149,999 per year
 - £150,000 and over
 - Don't know
 - Prefer not to answer

- Savings Amount (How much do you have saved at the moment in ALL your savings accounts?
Please select only one.)
 - Less than £100
 - £100-£249
 - £250-£499
 - £500-£999
 - £1,000-£1,999
 - £2,000-£2,999
 - £3,000-£3,999
 - £4,000-£4,999
 - £5,000 to £9999
 - £10,000-£19,999
 - £20,000-£29,999
 - £30,000-£39,999
 - £40,000-£49,999
 - £50,000-£74,999
 - £75,000-£99,999
 - £100,000 and above
 - Don't know
 - Prefer not to say
 - Not Applicable

NON-USERS: Have 0 credit cards @Q1

201 Have you ever had a credit card in the past?

SINGLE CODE

No	1	CONTINUE
Yes	2	CONTINUE
Unsure	98	CONTINUE

202 Have you ever looked around in the past and compared credit cards?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q207, UNLESS CODE 1 @Q201 IN WHICH CASE SKIP TO Q210a
Unsure	98	SKIP TO Q207, UNLESS CODE 1 @Q201 IN WHICH CASE SKIP TO Q210a

203 **If code 1 @Q202:** Why did you decide to look around and compare credit cards on the market? *Please select all that apply.*

MULTICODE

RANDOMISE

I did not have a credit card and wanted to get one	1
I had looked at information about credit cards on a price comparison website	2
I had seen information or reviews about credit cards other than on a price comparison website	3
I had received information about (a) specific credit card(s) by telephone or post or email	4
I had received an invitation or offer to apply for (a) specific credit card(s)	5
I had received a partially pre-completed application form for a specific credit card	6
I was facing a change in my personal circumstances that meant it would be useful to have a credit card at that time	7
I was facing a short-term financial issue that meant it would be useful to have a credit card at that time	8
I had previously ignored lots of advertising or information or offers/ invitations but finally felt that I should respond to one	9
I just decided to respond to a specific advertisement or offer/invitation	10
A friend, family member or adviser suggested I get a credit card	11
Other (please explain briefly) PILOT ONLY	97
Unsure	98

204 As part of your looking around, did you visit a price comparison website?

Do not ask if code 2 @ Q203 – ALLOCATE TO Q204 CODE 1

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q206
Unsure	98	SKIP TO Q206

205 **If code 1 @Q204:** Which price comparison website(s) did you visit? *Please select all that apply.*

MULTICODE

Go Compare	1
Compare the market	2
Moneysupermarket	3
uSwitch	4
Confused.com	5
Moneysavingexpert.com (MSE)	6
Money.co.uk	7
Totally Money	8
Another price comparison site	9
Unsure	98

206 Do you agree or disagree with each of the following statements about looking around and comparing credit cards?

SINGLE CODE

		Agree strongly	Agree slightly	Neither agree nor disagree	Disagree slightly	Disagree strongly	Unsure
a	Looking for a credit card is burdensome and time consuming	5	4	3	2	1	98
b	It's easy to work out which credit card would best meet my needs	5	4	3	2	1	98

c	The language used is difficult to understand	5	4	3	2	1	98
d	There's enough information available for consumers to make an informed decision about which credit card to take	5	4	3	2	1	98
e	It all seemed so complicated that I felt like giving up and not getting a credit card	4	3		2	1	98

IF CODE 2 @Q201, SKIP TO Q210a

207 If Yes/Unsure at Q201, Q207 reads: Overall what are the reasons why you do not have a credit card?
 If No at Q201, Q207 reads: Overall what are the reasons why you have never had a credit card?

Please select all that apply.

If code 2 @Q202, do not show code 10

MULTICODE EXCEPT CANNOT CODE 2 & 3

Until recently I was too young to have a credit card	1	Ask Q210a
I have applied in the past but not been accepted	2	Continue
I didn't apply because I did not think I would be accepted	3	Ask Q209
I prefer to use other types of credit	4	Ask Q210a
I prefer not to use credit at all	5	Ask Q210a
I think they are poor value for money	6	Ask Q210a
I think they can lead to uncontrollable levels of debt	7	Ask Q210a
I think they are complicated and difficult to understand	8	Ask Q210a
I was accepted but only for a credit card that was not as good as the one for which I had applied so I rejected the offer	9	AUTO CODE 1 @ Q210a and code 2 @ Q210b Ask Q214
I looked around but did not find a credit card that suited my needs	10	Ask Q210a
I don't know where to find information about credit cards	11	Ask Q214
I don't think I know enough about them to be confident in choosing one	12	Ask Q210a
A friend, family member or adviser discouraged me from taking out a credit card	13	Ask Q210a
Other (please explain briefly) PILOT ONLY	97	Ask Q210a

If code 2, ask Q208

If code 3 and not code 2, ask Q209

If code 1, 4, 5, 6, 7, 8, 10, 12, 13, 97, and not code 2 or code 3, ask Q210a

If code 9 or 11, ask Q214

208 If code 2 @Q207: Why do you think you were not accepted? *Please select all that apply.*

MULTICODE

RANDOMISE

My credit history was poor	1
I was overindebted	2
I had applied for too many credit cards and therefore was considered less creditworthy	3
I had recently moved house	5
I had recently changed my job	6
My income was low	7
I was too young	8
I was unemployed	9
I made some mistakes when completing the application form	10
I have been bankrupt or had a county court judgment against me	11
I was self employed	12
I was living at a foreign address	13
Other (please explain briefly) PILOT ONLY	97
Unsure	98

SKIP TO Q210a OR Q214 AS RELEVANT FROM Q207

209 If code 3 @Q207: Why did you think you would not be accepted? *Please select all that apply.*

MULTICODE

RANDOMISE

My credit history was poor	1
I was overindebted	2
I had applied for too many credit cards and therefore was considered less creditworthy	3
I had recently moved house	5
I had recently changed my job	6
My income was low	7

I was too young	8
I was unemployed	9
I made some mistakes when completing the application form	10
I have been bankrupt or had a county court judgment against me	11
I was self employed	12
I was living at a foreign address	13
Other (please explain briefly) PILOT ONLY	97
Unsure	98

CONTINUE TO Q210a OR SKIP TO Q214 AS RELEVANT FROM Q207

210a Have you ever been rejected for a credit card with certain terms, but offered different terms instead (for example, one with a higher APR or shorter introductory period)?

Yes	1	CONTINUE IF CODE 2 @ Q201 SKIP TO Q214 IF CODE 1 @Q201
No	2	SKIP TO Q211 IF CODE 2 @Q201 SKIP TO Q214 IF CODE 1 @Q201
Unsure	98	SKIP TO Q211 IF CODE 2 @Q201 SKIP TO Q214 IF CODE 1 @Q201

210b Did you accept or reject the different offer?

I accepted it	1
I rejected it	2
Unsure	98

- 211 For how many years in total have you had one or more credit cards? *A best guess will do.*

SINGLE CODE

Up to 1 year	1
Over 1 to 2 years	2
Over 2 to 3 years	3
Over 3 to 5 years	4
Over 5 to 10 years	5
Over 10 years	6
Unsure	98

- 212 How long ago did you last have a credit card account? *A best guess will do.*

SINGLE CODE

Up to 1 year	1
Over 1 to 2 years	2
Over 2 to 3 years	3
Over 3 to 5 years	4
Over 5 to 10 years	5
Over 10 years	6
Unsure	98

- 213 What are the reasons why you stopped having a credit card? *Please select all that apply.*

MULTICODE

The credit card company closed my account	1
The credit card company reduced my credit limit	2
It was leading me to spend more than I wanted	3
I found I was paying a lot in fees and charges	4
I found I was paying a lot in interest	5
I decided to switch to other forms of credit	6
I closed it as part of a plan to reduce my levels of debt	7
I found it/ they were not providing the level of discounts/ benefits I had expected	8
I felt it was leading me into uncontrollable debt levels	9
I found I wasn't using the credit card	10
A change in my personal circumstances meant it was no longer useful to have a credit card at that time	11
A short-term financial issue was resolved, meaning that it was no longer useful to have a credit card at that time	12
Other (Please explain briefly) PILOT ONLY	97

214 How likely do you think it is that you will want to apply for a credit card in the future?

SINGLE CODE

Very likely	5	ASK Q215 & Q216
Quite likely	4	
Neither likely nor unlikely	3	SKIP TO DEMOGRAPHICS
Quite unlikely	2	ASK Q217
Very unlikely	1	ASK Q217
Unsure	98	SKIP TO DEMOGRAPHICS

215 When do you think that might be? *A best guess will do.*

SINGLE CODE

Within 6 months	1
More than 6 months to 1 year	2
More than 1 year to 2 years	3
More than 2 years	4
Unsure	98

216 Why do you think you might apply for a credit card? *Please select all that apply.*

MULTICODE

I think my credit rating will have improved	1
I will have had opportunity to learn more about them	2
I expect that they will be offering better deals	3
I expect changes in my circumstances that mean I will have a greater need for credit	4
I want to be able to benefit from greater protection on purchases above £100	5
I will need a way of making payments over the internet	6
Other (please explain briefly) PILOT ONLY	97

SKIP TO DEMOGRAPHICS

217 Why do you not expect to apply for a credit card? *Please select all that apply.*

MULTICODE

RANDOMISE

I do not think I would be accepted	1
I prefer to use other types of credit	2
I prefer to use other means of payment	3
I prefer not to use credit at all	4
I think they are poor value for money	5
I think they can lead to uncontrollable levels of debt	6
I think they are complicated and difficult to understand	7
I do not expect to find a credit card that suits my needs	8
I don't know where to find information about credit cards	9
I don't think I know enough about them to be confident in choosing one	10
Other (please explain briefly) PILOT ONLY	97

SKIP TO DEMOGRAPHICS

Appendix C: Final questionnaire⁹

INTRODUCTION

Thank you for agreeing to take part in this survey on credit cards. **We are interested in people who don't have personal credit cards, as well as in people who have.**

It is being conducted for the industry regulator, the Financial Conduct Authority (FCA), and is part of a review they are undertaking of the credit card market.

The FCA is interested in **understanding how people decide whether or not to have a credit card, how they select their credit cards and how they use them.** The information from the survey will help them understand how the credit card market is working at the moment.

The survey findings will be used only by the regulator. They will publish a report of the overall results.

Your answers will be kept confidential by YouGov and will only be shared with the FCA after your name and address have been removed.

A INVENTORY OF CREDIT CARDS HELD/ LOOKING AROUND¹⁰

The first questions are about whether you have any credit cards at the moment and, if so, which ones.

- 1 How many UK personal credit cards do you have at the moment? *Please provide a number for all the credit cards you have including any you do not use at the moment. Please type "0" if you have no credit cards.*

Please EXCLUDE any of the following:

Debit cards (where what you spend is automatically debited from your bank account);

Charge cards (where the full amount outstanding must be paid off every month)

Store cards (unless they are store-branded credit cards that can also be used in places other than the stores and website of the issuing retailer)

Cards issued to a business and not to you as an individual (but please DO include any credit cards issued to you as an individual that you use to pay business expenses)

Credit card accounts where you are the additional cardholder (i.e. the credit card account is not in your name, but in the name of someone else such as a partner or parent).

⁹ Before we reached a final version of the questionnaire, we had to go through various iterations. In order to avoid significant changes in the routing, new questions were added and others removed without changing the numbers of the existing questions. As a consequence, some question numbers are not sequential or include the word 'blank'.

¹⁰ Section headings not intended to be shown to respondents

Number of credit cards held:

PROGRAMMING NOTE: BOX SHOULD ACCEPT NUMBERS BUT NOT NUMERALS

IF NONE, SKIP TO NON-USER QUESTIONNAIRE (AT END OF THIS DOCUMENT)

IF ONE CARD, CONTINUE

IF 2+ CARDS, SKIP TO Q3

- 2 Have you used this credit card in the past 12 months? By used, we mean that you have not had a nil balance throughout the entire 12 months (or for as long as you have had the credit card if that is less than 12 months)?

SINGLE CODE

Yes, I have used the credit card in the past 12 months	1	SKIP TO Q4
No, I have not used the credit card in the past 12 months	2	SKIP TO INACTIVE USER QUESTIONNAIRE

- 3 How many of these credit cards, if any, have you used in the past 12 months? By used, we mean that you have not had a nil balance throughout the entire 12 months (or for as long as you have had the credit card if that is less than 12 months)?

ANSWER @Q3 CANNOT EXCEED ANSWER @Q1

None	1	SKIP TO INACTIVE USER QUESTIONNAIRE
One	2	CONTINUE
Two	3	CONTINUE
Three or more	4	CONTINUE

- 4 Can you roughly estimate the following for your credit card/ your credit cards, in total. *A best guess will do.*
- 4a What is the/ your total credit limit (on your credit card/ on both of your credit cards/ on all of your credit cards)?
- 4bi Now please think of the last statement you received for your credit card/ for both of your credit cards/ for each of your credit cards. Did you pay off the full amount outstanding (on your credit card/ on both of your credit cards/ on all of your credit cards)?

Yes, I paid off the full amount outstanding (on both/ all of my credit cards)	1	SKIP TO Q4c, AUTOCODE 1 @Q4bii
No, I did not pay off the full amount outstanding (on both/ all of my credit cards)	2	CONTINUE
I did not have anything to pay as I had a nil balance on my credit card/ both of my credit cards/ all of my credit cards	3	SKIP TO Q4c, AUTOCODE 1 @Q4bii
Unsure	98	CONTINUE

- 4bii How much (in total on both/ all of your credit cards) did you NOT pay off? *If relevant, please include the value of any balance transfer amount(s) that remained outstanding.*
- 4c Thinking of the last 12 months, what is the total average amount you spend on your credit card/ on both of your credit cards/ on all of your credit cards per month? This is how much you purchase or pay via the credit card(s) – not the amount you pay to the credit card company after receiving your monthly statement. *Do not include repayments of any balance transfer*

SINGLE CODE

4a (Total) Credit limit	Up to £250	1
	Over £250 to £500	2
	Over £500 to £750	3
	Over £750 to £1,000	4
	Over £1,000 to £2,500	5
	Over £2,500 to £5,000	6
	Over £5,000 to £7,500	7
	Over £7,500 to £10,000	8
	Over £10,000 to £15,000	9
	Over £15,000 to £20,000	10

	Over £20,000	11
	Unsure	98
4bii	Nil	1
(Total) Amount owed	Up to £250	2
	Over £250 to £500	3
	Over £500 to £750	4
	Over £750 to £1,000	5
	Over £1,000 to £2,500	6
	Over £2,500 to £5,000	7
	Over £5,000 to £7,500	8
	Over £7,500 to £10,000	9
	Over £10,000 to £15,000	10
	Over £15,000 to £20,000	11
	Over £20,000	12
	Unsure	98
(Total) 4c	Nil	1
Average spend per month	Up to £50	2
	Over £50 to £100	3
	Over £100 to £150	4
	Over £150 to £250	5
	Over £250 to £500	6
	Over £500 to £1,000	7
	Over £1,000 to £2,000	8
	Over £2,000	9
	Unsure	98

4cii In the past 12 months, have you paid any interest on your credit card/on either of your credit cards/ on any of your credit cards?

SINGLE CODE

Yes, frequently	1
Yes, occasionally	2
Yes, rarely	3
No	4
Unsure	98

4d NOT CODE 1 @Q4bii: To what extent are you concerned or not concerned about your outstanding credit card debt?

CODE 1 @Q4bii: To what extent are you concerned or not concerned about any possible credit card debt you may have in the future?

SINGLE CODE

Very concerned	4
Slightly concerned	3
Not really concerned	2
Not at all concerned	1
Unsure	98

5a **ASK ALL** [IF MORE THAN ONE CREDIT CARD @ Q1: Please now think about the credit card which you consider to be your **main** credit card. If you do not have a credit card that you think of as your 'main' credit card, please choose the one you use most frequently].

Please enter the first 2 letters of the name of the company from which you have your (main) credit card:

PROGRAMMER NOTE: IF RESPONDENT SELECTS UNSURE, ADD MESSAGE: It would be very helpful to have the name of the company. Are you able to look at your credit card for this information?

PROGRAMMER NOTE: IF RESPONDENT SELECTS UNSURE OR IS A SINGLE CARDHOLDER, ADD MESSAGE: In the remainder of this survey, we will sometimes refer to your credit card as your main credit card.

--	--

IF DON'T KNOW, SKIP TO Q6 IF HAVE MORE THAN ONE CARD @Q1, SKIP TO Q7 IF SINGLE CARD @Q1

5b Which of these is the company? **USE LIST FROM SPREADSHEET COLUMN B**

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	SKIP TO Q6 IF HAVE MORE THAN ONE CARD @Q3, SKIP TO Q7 IF SINGLE CARD

PROGRAMMER NOTE: IF RESPONDENT SELECTS UNSURE OR IS A SINGLE CARDHOLDER, ADD MESSAGE: In the remainder of this survey, we will sometimes refer to your credit card as your main credit card.

5c That company has the following credit card(s). Which of these is your credit card?

A best guess will do.

USE RELEVANT SUB-LIST FROM SPREADSHEET COLUMN C

Card 1	1
Card 2	2
Card 3	3
Not listed/ Unsure	98

IF SINGLE CARD (@Q1), SKIP TO Q7; IF MORE THAN ONE CARD, CONTINUE

PROGRAMMING NOTES

COMPANY NAME @Q5b AND CARD NAME @Q5c = [NAME], e.g. NAME might be Barclaycard or Barclaycard Platinum

WHERE THE NAME OF THE MAIN CARD IS NOT KNOWN, REPLACE [NAME] WITH [main]. THIS INSTRUCTION APPLIES TO ALL OCCURRENCES OF [NAME] IN THE QUESTIONNAIRE

6 Still thinking of this credit card, your [NAME] credit card, can you roughly estimate the following **specifically for that card**? *A best guess will do.*

ALL SINGLE CODE

6a What is the credit limit specifically on your [NAME] credit card? Earlier you said that the total credit limit on both/ all your credit cards is [ANSWER @Q4a].

6bi **DO NOT ASK IF Q4bi IS CODE 1 OR 3 BUT AUTOCODE SAME CODE @Q6bi AND AUTOCODE 1 @Q6bii:** Now please think of the last statement you received for your credit card. Did you pay off the full amount outstanding?

Yes, I paid off the full amount outstanding	1	SKIP TO Q6c, AUTOCODE 1 @Q6bii
No, I did not pay off the full amount outstanding	2	CONTINUE
I did not have anything to pay as I had a nil balance on the credit card	3	SKIP TO Q6c, AUTOCODE 1 @Q6bii
Unsure	98	CONTINUE

6bii How much did you **NOT** pay off? If relevant, please include the value of any balance transfer amount(s) that remained outstanding.

Earlier you said that the total you had not paid off on both/ all your credit cards was [ANSWER @Q4bii]

6c Thinking of the last 12 months, what is the average amount you have spent on your [NAME] credit card per month? Earlier you said that the total average monthly spend on both/ all your credit cards is [ANSWER @Q4c]. This is how much you purchase or pay via the credit card(s) – not the amount you pay to the credit card company after receiving your monthly statement. *Do not include repayments of any balance transfer.*

ALL ANSWERS TO BE EQUAL TO OR LESS THAN ANSWERS @Q4

6a Credit limit	Up to £250	1
	Over £250 to £500	2
	Over £500 to £750	3
	Over £750 to £1,000	4
	Over £1,000 to £2,500	5
	Over £2,500 to £5,000	6
	Over £5,000 to £7,500	7
	Over £7,500 to £10,000	8
	Over £10,000 to £15,000	9
	Over £15,000 to £20,000	10
	Over £20,000	11

	Unsure	98
6bii Amount owed	Nil	1
	Up to £250	2
	Over £250 to £500	3
	Over £500 to £750	4
	Over £750 to £1,000	5
	Over £1,000 to £2,500	6
	Over £2,500 to £5,000	7
	Over £5,000 to £7,500	8
	Over £7,500 to £10,000	9
	Over £10,000 to £15,000	10
	Over £15,000 to £20,000	11
	Over £20,000	12
	Unsure	98
	6c Average spend per month (estimated)	Nil
Up to £50		2
Over £50 to £100		3
Over £100 to £150		4
Over £150 to £250		5
Over £250 to £500		6
Over £500 to £1,000		7
Over £1,000 to £2,000		8
Over £2,000		9
Unsure		98

6cii [DO NOT ASK IF Q4cii IS CODE 4 OR 98, BUT AUTOCODE SAME CODE] In the past 12 months, have you paid any interest on your [NAME] credit card?

SINGLE CODE

Yes, frequently	1
Yes, occasionally	2
Yes, rarely	3
No	4
Unsure	98

7 How long have you had your [NAME] credit card? *A best guess will do.*

SINGLE CODE

Up to 1 month	1
Over 1 month to 3 months	2
Over 3 months to 6 months	3
Over 6 months to 1 year	4
Over 1 year to 2 years	5
Over 2 years to 3 years	6
Over 3 years to 5 years	7
Over 5 years to 10 years	8
Over 10 years	9
Unsure	98

8a Does your [NAME] credit card offer any rewards, discounts or benefits? *For example, does it offer cashback, discounts, points, airmiles, or priority access to events? Please note that low fees and low interest rates are not considered to be benefits for the purposes of this survey.*

Yes, it offers rewards, discounts or benefits	1	CONTINUE
No, it does not offer rewards, discount or benefits	2	SKIP TO Q8c
Unsure	98	SKIP TO Q8c

8b In the last 12 months have you collected or accrued any rewards, discounts or benefits linked to your [NAME] credit card?

Yes, I have collected or accrued rewards, discounts or benefits	1	QUALIFIES FOR CONSIDERATION FOR REWARDS MODULE
No, I have not collected or accrued any rewards, discount or benefits	2	
Unsure	98	

ALL CONTINUE

8c In the last 12 months have you made a balance transfer **TO** your [NAME] credit card? *That is, you have transferred an outstanding balance from another credit card to this one*

Yes, I have transferred a balance TO my [NAME] credit card	1	QUALIFIES FOR CONSIDERATION FOR BT MODULE
No, I have not made a balance transfer TO my [NAME] credit card	2	
Unsure	98	

ALL CONTINUE

8d In the last 12 months have you made a balance transfer **FROM** your [NAME] credit card? *That is, you have transferred an outstanding balance to another credit card from this one*

Yes, I have transferred a balance FROM my [NAME] credit card	1	QUALIFIES FOR CONSIDERATION FOR BT MODULE
No, I have not made a balance transfer FROM my [NAME] credit card	2	
Unsure	98	

ALL CONTINUE

- 8e Is your [NAME] credit card one designed specifically for people with no credit history or a poor credit history? *These credit cards may or may not start with a low credit limit that can be increased over time.*

SINGLE CODE

Yes, it IS a card designed for people with no credit history or a poor credit history	1	QUALIFIES FOR CONSIDERATION FOR CREDIT HISTORY MODULE
No, it is NOT a card designed for people with no credit history or a poor credit history	2	
Unsure	98	

IF SINGLE CREDIT CARD (@Q1), SKIP TO Q10

IF MORE THAN ONE CREDIT CARD (@Q1), CONTINUE

- 9 Now some questions about your other credit card(s), that is excluding your [NAME] card. *PLEASE DO NOT INCLUDE YOUR [NAME] CREDIT CARD IN YOUR ANSWERS.*

- 9a Excluding your [NAME] credit card, does your other credit card/ do any of your other credit cards offer any rewards, discounts or benefits? *For example, offering cashback, discounts, points, airmiles, or priority access to events? Please note that low fees and low interest rates are not considered to be benefits for the purposes of this survey.*

Yes	1	
No	2	
Unsure	98	

- 9e In the last 12 months have you made a balance transfer that was not to or from your [NAME] credit card? *That is, you have transferred an outstanding balance from one credit card to another credit card and neither of these was your [NAME] credit card.*

Yes	1	
No	2	
Unsure	98	

- 9i Excluding your [NAME] credit card, is your other credit card/ are any of your other credit cards one(s) designed specifically for people with no credit history or a poor credit history? *These credit cards may or may not start with a low credit limit that can be increased over time.*

SINGLE CODE

Yes	1	
No	2	
Unsure	98	

MODULE SELECTION

- Identify if [NAME] card qualifies for ANY module
- If it does, select module (simple equal probability allocation for soft launch)
- If BT selected, identify if qualifies for
 - BT TO or BT BOTH - In which case, ask in module about [NAME] card
 - BT FROM: In which case, ask about this other card

10 BLANK

- 11 Have you done any of the following in the past 12 months?

SINGLE CODE

		Yes	No	Unsure
i	I considered two or more credit cards and took out a credit card as a result QUALIFIES FOR MODULES C2 & C2ii	1	2	98
ii	I considered two or more credit cards but did not take out a credit card as a result. <i>This includes any instances when you may have made an unsuccessful application.</i> QUALIFIES FOR MODULES C2 & C2i	1	2	98

iii	I took out a new credit card without considering other credit cards QUALIFIES FOR MODULE C1	1	2	98
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IF CODE 2 AT EACH OF Q11i, ii & iii QUALIFIES FOR MODULE C3

MODULE SELECTION

- Identify module for which qualifies
- If qualifies for more than one module, select one at random
- IF qualifies for/ selected for C2ii OR C1, ASK Q11a – ALL OTHERS SKIP TO SECTION B

11a Thinking of the credit card(s) you took out in the last 12 months (IF QUALIFIED FOR C1 AND C2ii ADD DEPENDING ON MODULE SELECTED AT RANDOM: without considering other credit cards/ after considering other credit cards) was it/ was one of them your [NAME] credit card?

Yes, it was/ one of them was my [NAME] card	1	SKIP TO SECTION B
No, it was not / none of them were my [NAME] card	2	CONTINUE TO Q11b TO 11d

(If you have more than one such credit card, please choose one at random).

11b Please now think about this credit card
Please enter the first 2 letters of the name of the company from which you have this credit card:

PROGRAMMER NOTE: IF RESPONDENT SELECTS UNSURE, ADD MESSAGE: It would be very helpful to have the name of the company. Are you able to look at your credit card for this information?

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IF DON'T KNOW, SKIP TO SECTION B

11c Which of these is the company? **USE LIST FROM SPREADSHEET COLUMN B**

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	SKIP TO SECTION B

11d That company has the following credit card(s). Are any of these your credit card?
A best guess will do.

USE RELEVANT SUB-LIST FROM SPREADSHEET COLUMN C

Card 1	1
Card 2	2
Card 3	3
Not listed/ Unsure	98

B SOLE/ MAIN CARD ACQUISITION AND USAGE

DO NOT SHOW IF SINGLE CARD HOLDER: The next few questions are specifically about your [NAME] credit card.

NB PROGRAMMING NOTE: WHERE THE NAME OF THE MAIN CARD IS NOT KNOWN, REPLACE [NAME] WITH [main]

We would like to understand why you took out your [NAME] credit card in the first place and how at the time you planned to use it. **[IF HELD CARD FOR >3 YEARS (Q7 CODES 7 to 9):** *If it is too long ago for you to remember, please just answer 'I do not recall'.*

12a Which of the following applied when you took out your [NAME] credit card?

SINGLE CODE

This was my first credit card	1
I did not have any other credit cards at the time although I had had one or more credit cards previously	2
I had one or more credit cards at the time and I wanted to replace it/one or more of them with a new one from the same company	3
I had one or more credit cards at the time and I wanted to replace it/one or more of them with a new one from a different company	4
I had one or more credit cards at the time and I wanted to have an additional one	5
I do not recall	99

12b Did you already have a relationship with the company that issued your [NAME] credit card?
Please select all that apply.

MULTICODE EXCEPT 5 OR 99 WITH 1-4

Yes, I already had a credit card with them	1
Yes, they provided my current account	2
Yes, they provided me with another financial product such as mortgage or personal loan	3
Yes, I already had some other relationship with them	4
No, I did not have a relationship with them before taking out their credit card	5
I do not recall	99

13a Which of the following applied when you took out your [NAME] credit card? **Please select all that apply.** *If it was too long ago for you to remember, please just answer 'I do not recall'.*

MULTICODE

13b **ONLY ASK IF MULTICODE @ Q13a:** Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q13a**

	13a	13b	
I decided to take out a credit card because of a change in my			
Personal circumstances	1	1	
Financial circumstances	2	2	
I decided to take out a credit card because I can use it			
For online purchases safely	3	3	
Abroad safely	4	4	
For purchases where debit cards are not accepted	5	5	
To build/ improve my credit history	6	6	
I decided to take out a credit card to benefit from			
An introductory offer	7	7	
Rewards, discounts, cashback or other benefits	8	8	
Low APR	9	9	
Low interest rate	10	10	
Low fees	11	11	
I decided to take out a credit card because on my existing or previous credit card(s)			
The introductory deal ended	12	12	DO NOT SHOW IF Q12a code 1
The terms and conditions were changed	13	13	DO NOT SHOW IF Q12a code 1

I incurred unexpected fees or interest	14	14	DO NOT SHOW IF Q12a code 1
The credit limit was too low	15	15	DO NOT SHOW IF Q12a code 1
The customer service was bad	16	16	DO NOT SHOW IF Q12a code 1
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	
I do not recall	99		

13c Which of the following reasons made you choose the [NAME] credit card? *Please select all that apply. If it was too long ago for you to remember, please just answer 'I do not recall'.*

MULTICODE

13d **ONLY ASK IF MULTICODE @ Q13c:** Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q13c**

	13c	13d	
I decided to take out my main credit card from [INSERT company name = answer at Q5b] because			
I had a credit card with them before	1	1	
I had another financial product with them	2	2	
I like the brand	3	3	
I shop with them	4	4	
It is linked to a sports club or charity I like	5	5	
I decided to take out my main credit card from [INSERT company name = answer at Q5b/this company] because they offered			
A good/ personalised credit card design	11	11	

Good customer service	12	12	
A UK call centre	13	13	
Text/ email updates and alerts	14	14	
An easy to use online system	15	15	
I decided to take out my [NAME] credit card because			
It suited my needs the best	16	16	
The company offered it to me	17	17	
It was easy to get it	18	18	
I saw an advert/ offer that I liked	19	19	
A family member/ friend or adviser recommended it to me	20	20	
A price comparison website ranked it highly	21	21	
It was the only credit card I was accepted for	22	22	
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	
I do not recall	99		

14a Which of the following best describes how you felt about **how much** information you received **as part of the application process** for your [NAME] credit card?

14b And which of the following best describes how you felt about **how clear** or unclear the information was? Would you say the information was:

SINGLE CODE

	14a Amount of information		14b How clear the information was
Too much	1	Very clear	4
Enough	2	Clear	3
Too limited	3	Unclear	2
		Very unclear	1
I do not recall	99	I do not recall	99

- 15 Which of the following are ways you **expected** to use your [NAME] credit card when you took it out? *Please select all that apply.*

MULTICODE except code 99

RANDOMISE except code 99

For large purchases	1
For a single or a few specific purchase(s) that I had in mind	2
For day-to-day purchases	3
For emergency expenses	4
To pay bills	5
To fund my or another business	6
While travelling abroad	7
For a balance transfer from another credit card	8
For cash withdrawals	9
To transfer funds to my current account	10
I do not recall	99

- 16 When you took out your [NAME] credit card, did you expect to pay interest? *Please select all that apply.*

MULTICODE EXCEPT FOR CODES 1 & 99

CAN ONLY SELECT ONE OF CODES 4 & 5

I did not expect to pay interest at all – by always paying my balance in full and/ or paying back fully a balance transfer within an introductory interest-free period	1
I expected to pay interest because I intended to make a large purchase that would take more than one month to repay	2
I expected to pay interest on a balance transferred after the end of a 0% balance transfer period	3
I expected to pay interest occasionally on my day-to-day spending	4
I expected to pay interest frequently on my day-to-day spending	5
I expected to pay interest on my spending abroad	6
I do not recall	99

The previous questions were about what you expected when you took out your [NAME] credit card. The next ones cover what has **actually happened** since you got it.

- 17 ASK IF CODE 3 OR 4 OR 5 @ Q12a. As a result of taking out your [NAME] credit card, what did you do with your other card(s)? *Please select all that apply.*

MULTICODE except 98 and cannot select 4 and 5

I stopped using another credit card or cards for a period of time but later restarted using it/ them	1
I permanently stopped using another credit card or cards but have kept the account(s) open	2
I closed one or more other credit card accounts	3
I kept all my previous accounts open and continued to use them	4
I kept all my previous accounts open and continued <u>not</u> to use them	5
Unsure	98

- 18 Roughly, how often in the last 12 months have you used your [NAME] credit card to make purchases or payments for products or services or for cash withdrawals?

If you have had the credit card for a shorter period of time, please estimate how frequently you expect to use it in 12 months. A best guess will do.

To make this question easier for you to answer, please see the frequencies below with the approximate number a year this equates to in brackets.

SINGLE CODE

Frequency in the last 12 months	Equates to approximate number a year	
Several times a week	100+	1
About once a week	50+	2
2 or 3 times a month	25+	3
About once a month	10+	4
About every 3 months	4	5
1 or 2 times a year	2	6
Less often than once a year	Less than 1	7
Unsure		98

19 In the last 12 months which of the following are ways you **have used** your [NAME] credit card? *Please select all that apply.*

MULTICODE except code 99

RANDOMISE TO SAME ORDER AS Q15

For large purchases	1
For a single or a few specific purchase(s)	2
For day-to-day purchases	3
For emergency expenses	4
To pay bills	5
To fund my or another business	6
While travelling abroad	7
For a balance transfer from another credit card	8
For cash withdrawals	9
To transfer funds to my current account	10
Unsure	98

20a **ASK IF CODES 1, 2 OR 3 @Q6Cii OR DID NOT QUALIFY FOR Q6Cii BUT WERE CODES 1, 2 OR 3 @Q4Cii OTHERWISE SKIP TO Q22 [IF HAVE HELD CARD FOR 12 MONTHS OR MORE, i.e. CODES 5 TO 9 @ Q7: Thinking of the last 12 months]**

You said earlier that you had paid interest on your [NAME] card in the past 12 months. On which of the following did you pay interest? *This does not include any charges you may have paid for a missed or late payment, or annual fees associated with the card. Please select all that apply.*

MULTICODE EXCEPT :

CODE 1 = SINGLE CODE

CODE 98 = SINGLE CODE

CAN ONLY SELECT 1 OF CODES 3 & 4

To spread the cost of large purchases or payments	1	IF ANY CODE 1 TO 5, ASK Q20b & c
On a balance transfer	2	
Occasionally on my day-to-day spending	3	
Frequently on my day-to-day spending	4	
On my spending abroad	5	
Unsure	98	SKIP TO Q22

20b **IF CODES 1 TO 5 @Q20a:** Which of the following applied?

SINGLE CODE

I had not expected at all that I would have to pay interest	1
I had been unaware of some but not of all of the reasons I had to pay interest IF ONLY ONE CODE SELECTED OF 2 TO 6 @20a: I had been unaware of the reason I had to pay interest	2
I had been aware of all of the reasons I had to pay interest IF ONLY ONE CODE SELECTED OF 2 TO 6 @20a: I had been aware of the reason I had to pay interest	3
Unsure	98

20c **IF CODES 1 TO 5 @Q20a:** And was the **amount** of the interest you had to pay?

SINGLE CODE

A lot more than I expected	1
A little more than I expected	2
About as much as I expected	3
A little less than I expected	4
A lot less than I expected	5
Unsure	98

22 Next, please think about how you have made monthly repayments to the credit card company for your [NAME] credit card.

Please can you estimate: in the past 12 months, roughly how frequently have you done the following? *A best guess will do* [IF HAVE HELD THE CARD FOR LESS THAN 12 MONTHS ADD: If you have held the credit card for less than 12 months please record in the 'did not have this card' box below the number of months out of the 12 when you did not have the card].

Please ensure that the total for all the boxes below sums up to 12. If you are unsure, please enter '12' in the 'unsure' box below

MUST TOTAL TO 12

		Number of months in the past 12	
a	Had a nil balance so did not need to make a payment		
b	Paid off my outstanding balance in full		
c	Paid off more than the minimum payment but less than the full amount		

d	Paid the minimum payment		
e	Paid less than the minimum payment		
f	Missed/ not made a payment		
h	Did not have this credit card		ONLY SHOW IF Q7 CODES 1 to 4
i	Unsure		

23 DO NOT ASK IF ANSWER 0 months @ ALL OF 22c, d, e and f: What are the reasons why you have sometimes **not** paid the outstanding balance in full on your [NAME] credit card? *Please select all that apply.*

MULTICODE

I was taking advantage of a 0% interest on purchases offer	1
I was taking advantage of a 0% interest on a transferred balance offer	2
I was spreading the repayment of a transferred balance	3
I was spreading the cost of a large purchase/ payment made with this card	4
I was paying off more expensive debts instead	5
I was temporarily unable to afford to make full payment	6
I am usually unable to afford to pay off the full amount	7
I had the money available to pay off the full balance but decided to spend it on something else	8
I had the money available to pay off the full balance but decided to save it instead	9
Other	97

- 24 Which methods do you use to make repayments to the credit card company? *Please select all that you have used* [IF HELD CARD FOR 12 MONTHS OR MORE (i.e. CODES 5 TO 9 @ Q7: in the last 12 months)].

MULTICODE

Direct debit	1	IF CODE 1, SKIP TO Q28 IF NOT CODE 1, SKIP TO Q26
By telephone call	2	
Cheque	3	
Mobile banking application	4	
Online bank or debit card transfer	5	
Standing order	6	
Paid in branch	7	
Cash	8	
Unsure	98	

- 26 Why don't you pay by direct debit? *Please select all that apply.*

MULTICODE except code 10 and 96

I didn't know that facility was available	1
I don't want only to pay the minimum amount	2
I don't want to pay the full amount every month	3
I like to decide how much to pay each month	5
I don't want to always pay from the same account	6
I don't have a current account	7
It is too much trouble to arrange	8
I had trouble with direct debit payments in the past	9
I don't know what it is	10
None of the above	96

28 Still thinking of your [NAME] credit card, do you know the current amount or rate of the following features?

SINGLE CODE

		Yes, I know exactly	Yes, I know roughly	No, I don't know	Not applicable
a	Credit limit	3	2	1	96
b	Maximum length of interest free period on purchases	3	2	1	96
c	Annual Percentage Rate (APR)	3	2	1	96
d	Interest rate on purchases	3	2	1	96
e	Interest rate on cash withdrawals	3	2	1	96
f	Late payment fee	3	2	1	96
g	Cash withdrawal fee	3	2	1	96
h	Foreign currency fee	3	2	1	96
i	Annual fee	3	2	1	96

C LOOKING AROUND - MOTIVATIONS AND DISTRIBUTION CHANNELS

C1 Those who have taken out a credit card without considering other credit cards

IF RANDOMLY SELECTED FOR C1 @Q11

Earlier you said that in the past 12 months you have taken out a new credit card without considering other credit cards.

That credit card was your [NAME/ CARD @Q11b- Q11d]. DO NOT SHOW IF DON'T KNOW/ UNSURE @Q11b OR Q11c

The rest of this section is about this credit card

IF [NAME] CREDIT CARD, SKIP TO Q33

32a DO NOT ASK IF ANSWERING ABOUT [NAME] CARD Which of the following applied when you took out your [Q11b to Q11d] credit card? *Please select all that apply.*

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: Which of the following applied when you took out this credit card? *Please select all that apply.*

MULTICODE

32b ONLY ASK IF MULTICODE @ Q32a: Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q32a**

	32a	32b	
I decided to take out a credit card because of a change in my			
Personal circumstances	1	1	
Financial circumstances	2	2	
I decided to take out a credit card because I can use it			
For online purchases safely	3	3	
Abroad safely	4	4	
For purchases where debit cards are not accepted	5	5	
To build/ improve my credit history	6	6	
I decided to take out a credit card to benefit from			

An introductory offer	7	7	
Rewards, discounts, cashback or other benefits	8	8	
Low APR	9	9	
Low interest rate	10	10	
Low fees	11	11	
I decided to take out a credit card because on my existing or previous credit card(s)			
The introductory deal ended	12	12	
The terms and conditions were changed	13	13	
I incurred unexpected fees or interest	14	14	
The credit limit was too low	15	15	
The customer service was bad	16	16	
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	

32c **DO NOT ASK IF ANSWERING ABOUT [NAME] CARD** Which of the following reasons made you choose the [CARD @ Q11b-Q11d] credit card? *Please select all that apply.*

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: Which of the following reasons made you choose this credit card? *Please select all that apply.*

MULTICODE

32d **ONLY ASK IF MULTICODE @ Q32c:** Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q32c**

	32c	32d	
I decided to take out my credit card from [COMPANY @ Q11c] because			
IF DON'T KNOW/ UNSURE @Q11c: I decided to take out my credit card from this company because			
I had a credit card with them before	1	1	
I had another financial product with them	2	2	
I like the brand	3	3	
I shop with them	4	4	
It is linked to a sports club or charity I like	5	5	
I decided to take out my credit card from [COMPANY @ Q11c] because they offered			
IF DON'T KNOW/ UNSURE @Q11c: I decided to take out my credit card from this company because they offered			
A good/ personalised credit card design	11	11	
Good customer service	12	12	
A UK call centre	13	13	
Text/ email updates and alerts	14	14	
An easy to use online system	15	15	
I decided to take out my [CARD @ Q11B-Q11D] credit card because			
IF DON'T KNOW/ UNSURE @Q11b-Q11d: I decided to take out this credit card because			
It suited my needs the best	16	16	
The company offered it to me	17	17	
It was easy to get it	18	18	
I saw an advert/ offer that I liked	19	19	
A family member/ friend recommended it to me	20	20	
A price comparison website ranked it highly	21	21	

It was the only credit card I was accepted for	22	22	
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	

33 Which of the following happened/ did you do to apply for your [NAME/CARD @ Q11b-Q11d] credit card?

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: Which of the following happened/ did you do to apply for this credit card?

SINGLE CODE

I decided to contact the company without having seen a specific advertisement or offer	1	SKIP TO Q35
I responded to an advert I saw	2	CONTINUE
I responded to an offer I received (including offers in store/branch, on the phone, by post or by email)	3	CONTINUE
I was given a credit card without requesting it	4	SKIP TO Q35
Unsure	98	SKIP TO Q35

34 **If code 2 or 3 @Q33:** To what type of advertisement(s)/ offer(s) did you respond? *Please select all that apply.*

MULTICODE except Q98

RANDOMISE EXCEPT Q98

Press/ newspapers	1
Magazine	2
TV	3
Radio	4
Letter through the post	5
Leaflet handed out	6
Poster/ billboard	7
In-store/ branch	8
Face-to-face other than in-store	9
A price comparison website	10
Online social media	11
Online display advertising such as banner adverts	12
Unsure	98

35 **DO NOT ASK IF ANSWERING ABOUT [NAME] CARD** Did you already have a relationship with [insert company from Q11c] when you took out this credit card with them? *Please select all that apply.*

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: Did you already have a relationship with the company when you took out this credit card with them? *Please select all that apply.*

MULTICODE except 5 and 98

Yes, I already had a credit card with them	1
Yes, they provided my current account	2
Yes, they provided me with another financial product such as mortgage or personal loan	3
Yes, I already had some other relationship with them	4
No, I did not have a relationship with them before taking out their credit card	5
Unsure	98

36a Why did you decide not to consider other credit cards? *Please select all that apply.*

MULTICODE except Q98

RANDOMISE EXCEPT Q98

I didn't know where to find information on alternatives	1
I was worried about the possible effect on my credit rating of making multiple applications	2
I was satisfied the offer from that company met my needs	3
I didn't have enough time to consider other credit cards	4
I needed a decision quickly	5
The way I use credit cards they are basically free so I didn't see a need to consider other credit cards	6
I read or heard reviews about this product that rated it well	7
I don't think the difference between credit cards makes it worth looking around and comparing them	8
I am not interested enough to spend time researching other credit card offers	9
I was only interested in having a credit card from that company	10
I had an invitation from that company	11
It was quick and easy to apply to that company	12
I have had a good experience with the company before	13
I didn't think any other company would accept me	14
I didn't think any other offers would be as good	15
I trust the company	16

I find information about credit cards difficult to understand	17
I find it difficult to compare credit cards	18
I thought it would take too long to find the relevant information	190
I thought it would be too difficult to find the relevant information	20
Unsure	98

36b **DO NOT ASK IF ANSWERING FOR [NAME] CREDIT CARD.** As a result of taking out this credit card, what did you do with your other credit cards (if any)? *Please select all that apply.*

MULTICODE except: cannot select both 4 and 5; cannot select 6 with any other option

I stopped using another credit card or cards for a period of time but later restarted using it/ them	1
I permanently stopped using another credit card or cards but have kept the account(s) open	2
I closed one or more other credit card accounts	3
I kept all my previous accounts open and continued to use them	4
I kept all my previous accounts open and continued <u>not</u> to use them	5
I did not have any other credit cards at the time	6
Unsure	98

NOW SKIP TO SECTION D

C2 Those who considered two or more credit cards**IF RANDOMLY SELECTED FOR C2i or C2ii**

You said earlier that you had considered two or more credit cards in the last 12 months and [if selected for C2i] had not taken out a credit card as a result [if selected for C2ii] had taken out a credit card as a result. The next questions are about when you considered these credit cards.

40a **DO NOT ASK IF ANSWERING FOR [NAME] CARD – CODE 1@Q11a, INSTEAD SKIP TO Q42a**
Which of the following applied when you considered taking out a credit card? *Please select all that apply.*

MULTICODE

40b **ONLY ASK IF MULTICODE @ Q40a:** Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q40a**

	40a	40b	
I considered taking out a credit card because of a change in my			
Personal circumstances	1	1	
Financial circumstances	2	2	
I considered taking out a credit card to be able to use it			
For online purchases safely	3	3	
Abroad safely	4	4	
For purchases where debit cards are not accepted	5	5	
To build/improve my credit history	6	6	
I considered taking out a credit card to benefit from			
An introductory offer	7	7	
Rewards, discounts, cashback or other benefits	8	8	
Low APR	9	9	
Low interest rate	10	10	
Low fees	11	11	
I considered taking out a credit card as on my existing or previous credit card(s)			
The introductory deal ended	12	12	

The terms and conditions were changed	13	13	
I incurred unexpected fees or interest	14	14	
The credit limit was too low	15	15	
The customer service was bad	16	16	
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	

42a How many of the following sources did you use when considering which credit card to choose?

		0	1	2 or more	Unsure
1	Price comparison website				
2	Company website				
3	Other online sources				
4	Family or friend recommendation				
5	Staff in store/branch (face-to-face or on the phone)				
6	Advertisement				

Skip to Q42d if Q42a1 is 0 or unsure

42b Which price comparison website(s) did you visit? *Please select all that apply.*

MULTICODE except code 98

RANDOMISE EXCEPT CODES 9 AND 98

Go Compare	1
Compare the market	2
Moneysupermarket	3
uSwitch	4
Confused.com	5
Moneysavingexpert.com (MSE)	6

Money.co.uk	7
Totally Money	8
Another price comparison site	9
Unsure	98

42c In deciding which credit card would be the best for you, how useful did you find the price comparison website(s) that you visited?

SINGLE CODE

Very useful	4
Quite useful	3
Not that useful	2
Not useful at all	1
Unsure	98

42d How many credit cards did you consider?

SINGLE CODE

2-3	1
4-5	2
More than 5	3
Unsure	98

42e Based on the credit cards you considered, how different would you say their terms were (e.g. credit limit, interest rate)?

SINGLE CODE

Very different	1
Quite different	2
Not that different	3
Not at all different	4
Unsure	98

43 Please select the most important things (up to three) that you looked at when you considered these credit cards?

DO NOT ALLOW MORE THAN THREE CODES; FEWER ALLOWED

RANDOMISE except code 96 and 98 and LINK TOGETHER CODES 4, 7, 11 and 15

Interest rate on purchases	1
Introductory offer on purchases	2
APR	3
Fees and charges (other than annual fee, balance transfer fee and foreign currency fee)	4

Introductory offer on balance transfer	5
Discounts/ rewards/ benefits linked to taking out the credit card	6
Balance transfer fee	7
Discounts/ rewards/ benefits linked to using the credit card	8
Extended warranty or other guarantees offered	9
Contactless payment facility	10
Foreign currency fee	11
How widely accepted for payment	12
Size of credit limits available	13
How likely I was to be accepted for the credit card	14
Annual fee	15
Ethics of credit card company	16
None of the above	96
Unsure	98

C2i Those who considered two or more credit cards but didn't take out a new card – THOSE RANDOMLY SELECTED FOR C2i

44 Which of the following describe why you did **not** take out a new credit card after considering two or more of them? *Please select all that apply.*

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

I did not find a credit card which was better suited to my needs than a card I already had	1
I was discouraged by a friend, family member or adviser	2
I did not find any credit card that suited my needs	3
I applied but was not approved for a credit card that suited my needs	4
I decided an option other than a credit card was best for me	5
I wanted to take out a new credit card but was too busy at the time/ I ran out of time	6
I was worried about making multiple applications as that might harm my credit rating	7
I still intend to take out a new credit card based on my search	8
The offer made to me did not match the one advertised so I decided not to go ahead	9
I only really wanted to see what offers were available to me	10
I decided changing credit card would be too much trouble, such as changing credit card details on online accounts and elsewhere	11
I found it difficult to understand the information about credit cards	12

It was too difficult to work out which credit card would be the best for me	13
It took me too long to find the relevant information for making a choice	14
It was too difficult to find the relevant information for making a choice	15
None of the above	96
Unsure	98

SKIP TO SECTION D

C2ii Those who considered two or more credit cards and did take out a new card

– THOSE RANDOMLY SELECTED FOR C2ii

BUT SKIP TO SECTION D IF ANSWERING FOR [NAME] CARD

45 You said earlier that you had considered two or more credit cards and, as a result, taken out a credit card. Did you already have a relationship with [COMPANY @ Q11c] when you took out this credit card with them? *Please select all that apply.*

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: You said earlier that you had considered two or more credit cards and, as a result, taken out a credit card. Did you already have a relationship with the company you took out this credit card with? *Please select all that apply.*

MULTICODE EXCEPT 5 OR 98 WITH 1-4

Yes, I already had a credit card with them	1
Yes, they provided my current account	2
Yes, they provided me with another financial product such as mortgage or personal loan	3
Yes, I already had some other relationship with them	4
No, I did not have a relationship with them before taking out their credit card	5
Unsure	98

47a Which of the following reasons made you choose this credit card? *Please select all that apply.*

MULTICODE

47b **ONLY ASK IF MULTICODE @ Q47a:** Out of these, which one was the most important? **SINGLE CODE. PRESENT ONLY THOSE SELECTED @Q47a**

	47a	47b	
I decided to take out my credit card with [COMPANY @Q11c] because			
IF UNSURE @Q11c: I decided to take out my credit card with this company because			
I had a credit card with them before	1	1	
I had another financial product with them	2	2	
I like the brand	3	3	

I shop with them	4	4	
It is linked to a sports club or charity I like	5	5	
I decided to take out my credit card with [COMPANY @Q11c] because they offered			
IF UNSURE @Q11c: I decided to take out my credit card with this company because they offered			
A good/ personalised credit card design	11	11	
Good customer service	12	12	
A UK call centre	13	13	
Text/email updates and alerts	14	14	
An easy to use online system	15	15	
I decided to take out my [CARD @Q11b-Q11d] credit card because			
IF DON'T KNOW/ UNSURE @Q11b-Q11d: I decided to take out this credit card because			
It suited my needs the best	16	16	
The company offered it to me	17	17	
It was easy to get it	18	18	
I saw an advert/offer that I liked	19	19	
A family member/friend recommended it to me	20	20	
A price comparison website ranked it highly	21	21	
It was the only credit card I was accepted for	22	22	
Programmer note. Present separately on screen:			
None of the above	96		
Unsure		98	

47c As a result of taking out your [CARD @ Q11b-Q11d] credit card, what did you do with your other credit cards (if any)? *Please select all that apply.*

WILL REQUIRE DIFFERENT WORDING IF DON'T KNOW/ UNSURE @Q11b OR Q11c: As a result of taking out this credit card, what did you do with your other credit cards (if any)? *Please select all that apply.*

MULTICODE except cannot select 4 and 5, and cannot select 6 or 98 with any other option

I stopped using another credit card or cards for a period of time but later restarted using it/ them	1
I permanently stopped using another credit card or cards but have kept the account(s) open	2
I closed one or more other credit card accounts	3
I kept all my previous accounts open and continued to use them	4
I kept all my previous accounts open and continued <u>not</u> to use them	5
I did not have any other credit cards at the time	6
Unsure	98

NOW SKIP TO SECTION D

C3 Those who neither considered other credit cards nor took out a new card in the past 12 months:

CODE 2 AT ALL OF Q11i, Q11ii, Q11iii

48 You said earlier that in the last 12 months you had neither considered other credit cards nor taken out a new one. Why have you not done so? *Please select all that apply.*

MULTICODE except code 96 and code 98

RANDOMISE except code 96 and code 98

I am satisfied with my current credit card(s)	1
I didn't want to have an extra credit card	2
I did not think I could find a better credit card than the one(s) I already have	3
I thought it would take too long to find the relevant information	4
I thought it would be too difficult to find the relevant information	5
I didn't know where to look for information on credit cards	6
I don't think the difference between credit cards makes it worth looking around and comparing them	7
I am trying to reduce my use of credit cards	8
I am not interested enough to spend time researching credit card offers	9
I would like to have investigated credit cards but have been too busy	10
I didn't think I would be approved for another or a different credit card	11
I didn't want to hurt my credit rating	12
I thought changing company would be difficult	13
I find information about credit cards difficult to understand	14
I find it difficult to compare credit cards	15
The way I use credit cards they are basically free so I do not see a need to consider other credit cards	16
None of the above	96
Unsure	98

49 When was the last time you:

49a Considered two or more credit cards? *A best guess will do.*

49b And as a result of considering two or more credit cards, when was the last time you took out a new credit card? *A best guess will do.*

SINGLE CODE

	49a Considered two or more credit cards	49b Took out
Over 1 year to 3 years	1	1
Over 3 years to 5 years	2	2
Over 5 years	3	3
Have never considered two or more credit cards	4	
Unsure	98	98

D PRODUCT KNOWLEDGE & ATTITUDES

50a Overall, as a product, how easy or difficult to understand do you think credit cards are?

50b And how easy or difficult do you think it is to compare different credit cards and work out which is the best for you?

SINGLE CODE

	As a product	Comparing credit cards
Very easy	5	5
Quite easy	4	4
Neither easy nor difficult	3	3
Quite difficult	2	2
Very difficult	1	1
Unsure	98	98

51 Specifically, how easy or difficult is each of the following to understand?

SINGLE CODE

		Very easy	Quite easy	Neither easy nor difficult	Quite difficult	Very difficult	Unsure
a	Interest rates generally	5	4	3	2	1	98
b	How interest rates may vary between purchases, balance transfers and cash withdrawals	5	4	3	2	1	98
c	Annual Percentage Rate (APR)	5	4	3	2	1	98
d	Reward schemes (e.g. cash back, points)	5	4	3	2	1	98
e	Balance transfers – including how long they last and what fees might be incurred	5	4	3	2	1	98
f	Interest free periods each month – including how long they last and what they do and do not cover	5	4	3	2	1	98
g	Minimum repayment requirements	5	4	3	2	1	98
h	Fees and charges (e.g. fees for late or missed payments) including how much they are and how and when they are incurred	5	4	3	2	1	98

52 Which of the following, if any, have happened in the last 12 months? *Please select all that apply. If you have held a credit card for less than 12 months, please answer for your experience to date.*

MULTICODE except code 6

I spent more on my credit card than I had budgeted for	1
I exceeded my credit limit	2
I incurred charges I had not expected	3
I incurred higher charges than I had expected	4
I found that paying back a balance needs more time than I had expected	5
None of the above	6

E REWARDS/ BENEFITS/ DISCOUNT CARDS –

ELIGIBLE IF ALLOCATED BY MODULE RANDOM SELECTION RULES

You said earlier that you have collected rewards, discounts or benefits on your [NAME] credit card. The next questions are about these rewards, discounts and benefits.

55ai What type of rewards, discounts and/or benefits have you collected on your [NAME] credit card in the past 12 months? *Please select all that apply.*

55aii Have you used or redeemed any of these? *Please select all that apply.*

MULTICODE except code 96

	Collected	Used or redeemed
Cashback	1	1
Discounts	2	2
Points	3	3
Airmiles	4	4
Priority access to events	5	5
Fixed monthly cash reward	6	6
Store vouchers	7	7
None of the above	96	96

55b Overall, given your experience of using the credit card and collecting rewards, discounts and/or benefits, do you feel it offers ...?

SINGLE CODE

Very good value	5
Quite good value	4
Neither good nor poor value	3
Quite poor value	2
Very poor value	1
Unsure	98

- 56 How important or unimportant was each of the following in making you decide to take out your [NAME] credit card? *Please indicate if you cannot recall.*

SINGLE CODE

		Very important	Somewhat important	Not important	Unsure
a	The type of rewards/ benefits/ discounts available	3	2	1	98
b	The level of rewards/ benefits/ discounts available	3	2	1	98
c	Ease of accessing/ using the rewards/ benefits/ discounts	3	2	1	98
	I cannot recall				99

- 58 Has the level of rewards/ benefits/discounts you have received since you took out this card been been...?

SINGLE CODE

It is too soon to judge	6	SKIP TO Q61
A lot more than I expected	5	ASK Q59
A little more than I expected	4	ASK Q59
About the same as I expected	3	SKIP TO Q61
A little less than I expected	2	SKIP TO Q60
A lot less than I expected	1	SKIP TO Q60
Unsure	98	SKIP TO Q61

- 59 Was the level more because ...?

SINGLE CODE

The rewards/ benefits/discounts were more generous than I expected	1
I used the credit card more than I expected	2
Both of these	3
Unsure	98

NOW SKIP TO Q61

60 Was the level less because ...?

SINGLE CODE

The rewards/ benefits/discounts were less generous than I expected	1
I used the credit card less than I expected	2
Both of these	3
Unsure	98

61 Do you pay a monthly or an annual fee for your [NAME] credit card?

SINGLE CODE

Yes, an annual fee	1	ASK Q62
Yes, a monthly fee	2	ASK Q62
No	3	SKIP TO Q63
Unsure	98	SKIP TO Q63

62 Overall, has the value of the rewards/ benefits/ discounts you have received exceeded the cost of the [CODE 1 @Q61annual; CODE 2 @Q61 monthly] fee?

SINGLE CODE

Yes, by a lot	1
Yes, by a little	2
No, they are about the same	3
No, the rewards/ discounts/ benefits I have received are less than the annual/ monthly fee	4
I have never tried to calculate it	5
It is too soon to judge	6
Unsure	98

63 Have you chosen to use your [NAME] credit card more frequently than you would have done otherwise in order to collect rewards/ benefits/ discounts?

SINGLE CODE

Yes, a lot	1
Yes, a little	2
No	3
Unsure	98

70a Have you ever thought about how much you gain from the rewards/ discounts/ benefits you earn on this credit card either over time or for a specific purchase?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO DEMOGRAPHICS
Unsure	98	

How easy or difficult do you find it to estimate

70b How much you gain over time?

70c How much you gain or earn with a specific purchase?

SINGLE CODE

	70b Over time	70c Specific purchase
Very easy	5	5
Quite easy	4	4
Neither easy nor difficult	3	3
Quite difficult	2	2
Very difficult	1	1
Unsure	98	98

NOW SKIP TO DEMOGRAPHICS

F SUBPRIME/ NEARPRIME INCLUDING BUT NOT LIMITED TO LOW AND GROW

Eligible if ALLOCATED BY MODULE RANDOM SELECTION RULES

78 Earlier you said that the current credit limit on your [NAME] credit card is [ANSWER @Q6a IF HOLD MULTIPLE CARDS; ANSWER @Q4a IF HOLD SINGLE CARD] and that you have held the credit card for [ANSWER @Q7]

WILL REQUIRE DIFFERENT WORDING IF:

CODE 98 @Q4a/Q6a AND NOT CODE 98 @Q7: Earlier you were unsure about the credit limit on your [NAME] credit card that you have held for [ANSWER @Q7].

NOT CODE 98 @Q4a/Q6a AND CODE 98 @Q7: Earlier you said that the credit limit on your [NAME] credit card is [ANSWER @Q4a/6a] but you were unsure for how long you have held it.

CODE 98 @Q4a/6a AND CODE 98 @Q7: Earlier you were unsure about the credit limit on your [NAME] credit card and for how long you have held it.

Can you recall what the credit limit was when you first took out your [NAME] credit card? *A best guess will do.*

SINGLE CODE

Up to £100	1
Over £100 to £150	2
Over £150 to £200	3
Over £200 to £250	4
Over £250 to £500	5
Over £500 to £750	6
Over £750 to £1,000	7
Over £1,000	8
Unsure	98

79 Can you recall how many times, if at all, your credit limit has been increased since you took out this credit card? *A best guess will do.*

SINGLE CODE

Never	0	SKIP TO Q82
Once	1	CONTINUE TO Q80 IF ONCE OTHERWISE SKIP TO Q81
Twice	2	
Three times	3	
Four times	4	
Five or more times	5	
Unsure	98	SKIP TO Q82

80 IF ONCE: Did you request that increase or did the company offer it to you without your requesting it?

SINGLE CODE

I requested the increase	1
The company offered it to me without my requesting it	2
Unsure	98

NOW SKIP TO Q82

81 IF MORE THAN ONCE: Were the credit limit increases ...?

SINGLE CODE

All ones that I requested	1
All ones that the company offered to me without my requesting it	2
A mixture of ones I requested and ones the company offered	3
Unsure	98

82 Have you ever turned down the offer of a credit limit increase on this credit card?

SINGLE CODE

Yes	1
No	2
Unsure	98

83 What do you feel about the credit limit you have now?

SINGLE CODE

It is much too low	1
It is a little too low	2
It is about right	3
It is a little too high	4
It is much too high	5
Unsure	98

84 What do you feel about the pace at which your credit limit has changed so far?

SINGLE CODE

It has increased too quickly	1
It has increased at about the right speed	2
It has increased too slowly	3
Unsure	98

- 85 How important or unimportant was each of the following in making you decide to take out your [NAME] credit card? *Please indicate if you cannot recall.*

SINGLE CODE

		Very important	Somewhat important	Not important	Unsure
a	To improve my credit rating	3	2	1	98
b	To have a low credit limit to avoid any risk of getting into debt	3	2	1	98
c	To be able to increase my credit limit over time	3	2	1	98
	I cannot recall 99				

- 86 When you took out this credit card, did you consider other credit cards?

SINGLE CODE

Yes, I considered other credit card(s)	1	ASK Q87
No, I did not consider other credit cards	2	SKIP TO Q88
Unsure	98	SKIP TO DEMOGRAPHICS

- 87 **DO NOT ASK IF Q42e IS ANSWERED ABOUT [NAME] CREDIT CARD** Based on the credit cards you considered, how different would you say their terms were (e.g. credit limit, interest rate)?

SINGLE CODE

Very different	1
Quite different	2
Not that different	3
Not at all different	4
Unsure	98

NOW SKIP TO DEMOGRAPHICS

88 How much did each of the following contribute, if at all, to your decision **not** to consider other credit cards?

SINGLE CODE

		A lot	A little	Not at all	Unsure
a	I was certain or almost certain this was the credit card I wanted	3	2	1	98
b	I didn't think I could get any other credit card	3	2	1	98
c	I responded to a specific offer	3	2	1	98
d	The APR was very competitive	3	2	1	98
e	It had a good credit limit	3	2	1	98
f	I didn't think I could get a credit card that offered better terms (e.g. lower interest rate or higher credit limit)	3	2	1	98

NOW SKIP TO DEMOGRAPHICS

G BALANCE TRANSFER CARDS

Eligible if ALLOCATED BY MODULE RANDOM SELECTION RULES

IF CODE 1 @8c You said earlier that you had made a balance transfer to your [NAME] credit card. The next questions are about the balance transfer you made to your [NAME] credit card. SKIP TO Q96

IF CODE 2 OR 98 @ 8c AND CODE 1 @ 8d You said earlier that you had made a balance transfer from your [NAME] credit card to another credit card. The next questions are about this other credit card. *If you have more than one such card, please choose one at random.*

- 94 Please enter the first 2 letters of the name of the company from which you took out the credit card to which you made the balance transfer from your [NAME] credit card.

--	--

IF DON'T KNOW, SKIP TO Q96

The rest of this section is about this credit card

- 95 Which of these is the company? **USE LIST FROM SPREADSHEET COLUMN B**

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	

COMPANY NAME @Q95 = [Q95 CARD] IN SECTION G

For code other than 98 at Q95:

The rest of this section is about your [Q95 CARD] credit card

For code 98 at Q95:

The rest of this section is about this credit card

- 96 When did you make the last balance transfer to this credit card? *A best guess will do.*

SINGLE CODE

Up to 3 months ago	1
Over 3 months to 6 months ago	2
Over 6 months to 12 months ago	3
Unsure	98

97 Why did you make this balance transfer? *Please select all that apply.*

MULTICODE

INSERT my [NAME] credit card **IF THE BALANCE TRANSFER WAS MADE FROM THE MAIN CREDIT CARD**

INSERT the credit card from which I transferred the balance **IF THE BALANCE TRANSFER WAS MADE TO THE MAIN CREDIT CARD**

I wanted to stop using/ cancel my [NAME] credit card / the credit card from which I transferred the balance	1
I reached the credit limit on my [NAME] credit card / the credit card from which I transferred the balance	2
I was paying higher interest on my [NAME] credit card / the credit card from which I transferred the balance	3
The introductory offer ended on my [NAME] credit card / the credit card from which I transferred the balance	4
I wanted to benefit from a new introductory offer	5
Other	6
Unsure	98

98 When you transferred your balance, did you have... ?

SINGLE CODE

		Yes	No	Unsure	
a	An introductory (0%) interest rate on the balance transferred	1	2	98	IF CODE 1: ASK Q99
b	An introductory (0%) interest rate on purchases	1	2	98	IF CODE 1 ASK Q100

99 For how long did you get the introductory rate on the balance transferred? *A best guess will do.*

100 For how long did you get the introductory rate on purchases? *A best guess will do.*

SINGLE CODE

	99 Balance transferred	100 Purchases
Up to 6 months	1	1
Over 6 months to 12 months	2	2
Over 12 months to 18 months	3	3
Over 18 months to 24 months	4	4
Over 24 months to 36 months	5	5
Over 36 months	6	6
Unsure	98	98

103a Did you have to pay a balance transfer fee when you transferred the balance?

SINGLE CODE

Yes	1
No	2
Unsure	98

103b IF CODE 1 @Q103a: Was the balance transfer fee you paid...

Higher than you expected	1
The same as you expected	2
Lower than you expected	3
Unsure	98

104 Thinking of a '0% balance transfer credit card deal,' please identify the statements that you think are false and the statements that you think are true?

SINGLE CODE

		False	True	Unsure
a	It allows transfer of a debt from an existing credit card onto a new credit card	1	2	98
b	Interest will never be charged on the debt that is transferred	1	2	98
c	A fee is typically charged in order to transfer the balance	1	2	98
d	After the introductory period interest is charged on the debt that is transferred and has not yet been paid off	1	2	98

SKIP TO DEMOGRAPHICS

H INACTIVE CARD USERS

Eligible if code 2 @ Q2 or code 1 @ Q3

[Show only if code 2 @ Q2]

You said that you have a credit card but you have not used it in the last 12 months. That is, you have had a nil balance on your credit card throughout the entire 12 months.

[Show only if code 1 @ Q3]

You said that you have more than one credit card but you have not used any of them in the last 12 months. That is, you have had a nil balance on both/ all of your credit cards throughout the entire 12 months. *Please choose one of these credit cards at random.*

- 310 Please enter the first 2 letters of the name of the company from which you took out the credit card.

--	--

IF DON'T KNOW, SKIP TO Q312

The rest of this section is about this credit card

- 311 Which of these is the company?

USE LIST FROM SPREADSHEET COLUMN B

Company 1	1	
Company 2	2	
Company 3	3	
Not listed/ Unsure	98	

COMPANY NAME @Q311 = [INACTIVE] IN SECTION H

For code other than 98 at Q311:

The rest of this section is about your [INACTIVE] credit card

For code 98 at Q311:

The rest of this section is about this credit card

- 312 How long have you had your [INACTIVE]/this credit card? *A best guess will do.*

SINGLE CODE

Up to 1 month	1
Over 1 month to 3 months	2
Over 3 months to 6 months	3
Over 6 months to 1 year	4

Over 1 year to 2 years	5
Over 2 years to 3 years	6
Over 3 years to 5 years	7
Over 5 years to 10 years	8
Over 10 years	9
Unsure	98

313 Have you ever used your [INACTIVE]/this credit card?

SINGLE CODE

Yes	1
No	2

If yes, continue

If no, skip to Q317

314 Which of the following have you used your [INACTIVE]/this credit card for? *Please select all that apply.*

MULTICODE

For a large purchase	1
For a single or a few specific purchases	2
For day-to-day purchases	3
For emergency expenses	4
To pay bills	5
To fund my or another business	6
While travelling abroad	7
For a balance transfer from another credit card	8
For cash withdrawals	9
To transfer funds to my current account	10

315 How long ago did you last use your [INACTIVE]/this credit card? *A best guess will do.*

SINGLE CODE

Over 1 year to 2 years	1
Over 2 years to 3 years	2
Over 3 years to 5 years	3
Over 5 years to 10 years	4
Over 10 years	5
Unsure	98

316 Why have you not been using your [INACTIVE]/this credit card since then? *Please select all that apply.*

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

I only use it when I am abroad	1
I only use it for specific infrequent purchases	2
I only used it to take advantage of an introductory deal	3
It led me to spend more than I wanted	5
I found I was paying a lot in fees and charges	6
I found I was paying a lot in interest	7
I decided to switch to other forms of credit	8
It was part of a plan to reduce my levels of debt	9
I found it was not providing the level of discounts/ benefits I had expected	10
I felt it was leading me into too much debt	11
A change in my personal circumstances meant I no longer need it	12
A change in my financial circumstances meant I no longer need it	13
I keep it as an emergency credit card just in case	14
None of the above	96
Unsure	98

Skip to Q318

317 Why have you NOT used your [INACTIVE]/this credit card? *Please select all that apply.*

MULTICODE except code 98

RANDOMISE except code 97 and 98

I have only got it very recently	1
I keep it as an emergency credit card just in case	2
I never really wanted to use it	3
I am worried it would lead to me to spend more than I can repay	4
I do not need credit	5
Other	97
Unsure	98

318 Why have you kept your [INACTIVE]/this credit card account open?

MULTICODE except code 98

RANDOMISE except code 97 and 98

I have only got it very recently	1	ONLY SHOW IF CODE 1 @Q317
It does not cost me anything so no need to close it	2	
I keep forgetting that I have got it	3	
I thought it would be cancelled automatically	4	
It is too much hassle to cancel it	5	
I intended to close this account but have not got round to doing so	6	
I now intend to close this account	7	
I prefer to have it open just in case	8	
Other	97	
Unsure	98	

319 How likely is it that you will use your [INACTIVE]/this credit card in the future?

SINGLE CODE

Very likely	1
Likely	2
Unlikely	3
Very unlikely	4
Unsure	98

SKIP TO DEMOGRAPHICS

I DEMOGRAPHICS

For reasons of screening based on quotas, members of the Research Now panel were asked demographic questions prior to the start of the survey. For YouGov panellists, any changeable demographics (exc. DOB and gender) not updated in the past 7 days were asked at the very end of the survey, after all other sections.

Mainly provided by YouGov panel profile information. Will also ask:

- 113 Apart from credit card payments, approximately how much do you pay monthly for any other debts including mortgage payments, student loan, personal loans, payday loans, car loan, overdraft or purchase agreements? *A best guess will do.*

Nil	1
Up to £50	2
Over £50 to £100	3
Over £100 to £250	4
Over £250 to £500	5
Over £500 to £750	6
Over £750 to £1,000	7
Over £1,000 to £1,500	8
Over £1,500 to £2,000	9
Over £2,000	10
Unsure	98

Are you?

- Male
- Female

Please enter your year of birth

In what month were you born?

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

On what day of the month were you born?

- **Which area of the UK do you live in?** North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Wales
- Scotland
- Northern Ireland

Please tell us which one of the following options best describes the sort of work you do. (If you are not working now, please tell us what you did in your last job.)

- <1> Professional or higher technical work - work that requires at least degree-level qualifications (e.g. doctor, accountant, schoolteacher, university lecturer, social worker, systems analyst)
- <2> Manager or Senior Administrator (e.g. company director, finance manager, personnel manager, senior sales manager, senior local government officer)
- <3> Clerical (e.g. clerk, secretary)
- <4> Sales or Services (e.g. commercial traveller, shop assistant, nursery nurse, care assistant, paramedic)

- <5> Foreman or Supervisor of Other Workers (e.g building site foreman, supervisor of cleaning workers)
- <6> Skilled Manual Work (e.g. plumber, electrician, fitter)
- <7> Semi-Skilled or Unskilled Manual Work (e.g. machine operator, assembler, postman, waitress, cleaner, labourer, driver, bar-worker, call centre worker)
- <8> Other
- <9> Have never worked

Do you own or rent the home in which you live?

- <1> Own - outright
- <2> Own - with a mortgage
- <3> Own (part-own) - through shared ownership scheme (i.e. pay part mortgage, part rent)
- <4> Rent - from a private landlord
- <5> Rent - from my local authority
- <6> Rent - from a housing association
- <7> Neither - I live with my parents, family or friends but pay some rent to them
- <8> Neither - I live rent-free with my parents, family or friends
- <9> Other

What is your current marital or relationship status?

- <7> Divorced
- <2> In a civil partnership
- <5> In a relationship, but not living together
- <4> Living with a partner but neither married nor in a civil partnership
- <1> Married
- <3> Separated but still legally married or in a civil partnership
- <6> Single
- <8> Widowed

Which of these applies to you?

- <1> Working full time (30 or more hours per week)
- <2> Working part time (8-29 hours a week)
- <3> Working part time (Less than 8 hours a week)
- <4> Full time student
- <5> Retired
- <6> Unemployed
- <7> Not working
- <8> Other

How many people, including yourself, are there in your household? Please include both adults and children.

- <1> 1
- <2> 2
- <3> 3
- <4> 4
- <5> 5
- <6> 6
- <7> 7
- <8> 8 or more
- <9> Don't know
- <10> Prefer not to say

What is the highest educational or work-related qualification you have?

- <1> No formal qualifications
- <2> Youth training certificate/skillseekers
- <3> Recognised trade apprenticeship completed
- <4> Clerical and commercial
- <5> City & Guilds certificate
- <6> City & Guilds certificate - advanced
- <7> ONC
- <8> CSE grades 2-5
- <9> CSE grade 1, GCE O level, GCSE, School Certificate
- <10> Scottish Ordinary/ Lower Certificate
- <11> GCE A level or Higher Certificate
- <12> Scottish Higher Certificate
- <13> Nursing qualification (eg SEN, SRN, SCM, RGN)
- <14> Teaching qualification (not degree)
- <15> University diploma
- <16> University or CNAA first degree (eg BA, B.Sc, B.Ed)
- <17> University or CNAA higher degree (eg M.Sc, Ph.D)
- <18> Other technical, professional or higher qualification
- <19> Don't know
- <20> Prefer not to say

What is your gross household income?

- <1> under £5,000 per year
- <2> £5,000 to £9,999 per year
- <3> £10,000 to £14,999 per year
- <4> £15,000 to £19,999 per year
- <5> £20,000 to £24,999 per year
- <6> £25,000 to £29,999 per year
- <7> £30,000 to £34,999 per year
- <8> £35,000 to £39,999 per year
- <9> £40,000 to £44,999 per year
- <10> £45,000 to £49,999 per year
- <11> £50,000 to £59,999 per year
- <12> £60,000 to £69,999 per year
- <13> £70,000 to £99,999 per year
- <14> £100,000 to £149,999 per year
- <15> £150,000 and over
- <16> Don't know
- <17> Prefer not to answer

How much do you have saved at the moment in ALL your savings accounts? Please select only one.

- <1> Less than £100
- <2> £100-£259
- <3> £250-£499
- <4> £500-£999
- <5> £1,000-£1,999
- <6> £2,000-£2,999
- <7> £3,000-£3,999
- <8> £4,000-£4,999
- <9> £5,000 to £9999
- <10> £10,000-£19,999
- <11> £20,000-£29,999
- <12> £30,000-£39,999
- <13> £40,000-£49,999
- <14> £50,000-£74,999
- <15> £75,000-£99,999
- <16> £100,000 and above
- <96 > Don't know
- <99 > Prefer not to say
- <97 > Not Applicable

NON-USERS: Have 0 credit cards @Q1

You said that you do not have any personal credit cards. We would still like to ask you some questions...

201a Are you a second cardholder on someone else's account?

Yes, I am a second cardholder	1
No, I am not a second cardholder	2

IF CODE 1. In the following questions, please do not take account of the card you hold on someone else's account.

201b Have you ever had a credit card (IF CODE 1 @Q201a: other than as a second cardholder)?

SINGLE CODE

No	1
Yes	2
Unsure	98

202 Have you ever looked around and/or compared credit cards?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q207
Unsure	98	SKIP TO Q207

203 **If code 1 @Q202:** Why did you decide to look around and/or compare credit cards? *Please select all that apply.*

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

I had seen information, advertisement(s) or reviews about credit cards	1
I had received information about (a) specific credit card(s) by telephone or post or email	2
I had received an invitation or offer to apply for (a) specific credit card(s)	3
A change in my personal circumstances meant it would be useful to get a credit card	4
A change in my financial circumstances meant it would be useful to get a credit card	5
A friend, family member or adviser suggested I get a credit card	6
I was planning to use it for online purchases	7
I was planning to use it when travelling abroad	8
I was planning to use it where debit cards are not accepted	9

I wanted to build/improve my credit history	10
I thought it would be an easy and cheap way to get credit	11
I wanted to collect rewards, discounts or other benefits	12
None of the above	96
Unsure	98

204 As part of your looking around and/or comparing of credit cards, did you visit a price comparison website?

SINGLE CODE

Yes	1	CONTINUE
No	2	SKIP TO Q206
Unsure	98	SKIP TO Q206

205 **If code 1 @Q204:** Which price comparison website(s) did you visit? *Please select all that apply.*

MULTICODE except 98

Go Compare	1
Compare the market	2
Moneysupermarket	3
uSwitch	4
Confused.com	5
Moneysavingexpert.com (MSE)	6
Money.co.uk	7
Totally Money	8
Another price comparison site	9
Unsure	98

205b In deciding which credit card would be the best for you, how useful did you find the price comparison website(s) that you visited in the last 12 months?

SINGLE CODE

Very useful	4
Quite useful	3
Not that useful	2
Not useful at all	1
Unsure	98

206 Do you agree or disagree with each of the following statements about looking around and/or comparing credit cards?

SINGLE CODE

		Agree strongly	Agree slightly	Disagree slightly	Disagree strongly	Unsure
a	Looking for a credit card is burdensome and time consuming	4	3	2	1	98
b	It's easy to work out which credit card would best meet my needs	4	3	2	1	98
c	The language used by credit card companies is difficult to understand	4	3	2	1	98
d	There's enough information to choose a credit card	4	3	2	1	98
e	The process of comparing credit cards is complicated	4	3	2	1	98

207 If Yes/Unsure at Q201b, Q207 reads: Overall what are the reasons why you do not have a credit card?

If No at Q201b, Q207 reads: Overall what are the reasons why you have never had a credit card?

Please select all that apply.

If code 2 @Q202, do not show code 10

MULTICODE EXCEPT CODE 96, CODE 98 AND CANNOT CODE 2 & 3

Until recently I was too young to have a credit card	1	Ask Q210a
I have applied in the past but not been accepted	2	Continue
I didn't apply because I did not think I would be accepted	3	Ask Q209
I prefer to use other types of credit	4	Ask Q210a
I prefer not to use credit at all	5	Ask Q210a
I think they are poor value for money	6	Ask Q210a
I think they can lead to high levels of debt	7	Ask Q210a

I think they are difficult to understand	8	Ask Q210a
I was accepted but only for a credit card that was not as good as the one for which I had applied so I rejected the offer	9	AUTO CODE 1 @ Q210a and code 2 @ Q210b Ask Q214
I did not find a credit card that suited my needs	10	Ask Q210a
I don't know where to find information about credit cards	11	Ask Q214
I don't think I know enough about them to be confident in choosing one	12	Ask Q210a
A friend, family member or adviser discouraged me from taking out a credit card	13	Ask Q210a
I am a second cardholder on someone else's account	14	Ask Q210a
I have been declared bankrupt and did not think I could get a credit card	15	Ask Q210a
None of the above	96	Ask Q210a
Unsure	98	Ask Q210a

If code 2, ask Q208

If code 3 and not code 2, ask Q209

If code 1, 4, 5, 6, 7, 8, 10, 12, 13, 96, 98 and not code 2 or code 3, ask Q210a

If code 9 or 11, ask Q214

208 If code 2 @Q207: Why do you think you were not accepted? Please select all that apply.

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

My credit history was poor	1
I already had too much debt	2
I had applied for too many credit cards in the past	3
I had recently moved house	5
I had recently changed my job	6
My income was too low	7
I was too young	8
I was unemployed	9
I made some mistakes when completing the application form	10
I have been bankrupt or had a county	11

court judgment against me	
I was self employed	12
I was living at a foreign address	13
None of the above	96
Unsure	98

SKIP TO Q210a

209 If code 3 @Q207: Why did you think you would not be accepted? *Please select all that apply.*

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

My credit history was poor	1
I already had too much debt	2
I had applied for too many credit cards in the past	3
I had recently moved house	4
I had recently changed my job	5
My income was too low	6
I was too young	7
I was unemployed	8
I have been bankrupt or had a county court judgment against me	9
I was self employed	10
I was living at a foreign address	11
None of the above	96
Unsure	98

CONTINUE TO Q210a OR SKIP TO Q214 AS RELEVANT FROM Q207

210a Have you ever been rejected for a credit card with certain terms, but offered different terms instead (for example, one with a higher APR or shorter introductory period)?

Yes	1	CONTINUE IF CODE 2 @ Q201b SKIP TO Q214 IF CODE 1 OR CODE 98 @Q201b
No	2	SKIP TO Q211 IF CODE 2 @Q201b SKIP TO Q214 IF CODE 1 OR CODE 98 @Q201b

Unsure	98	SKIP TO Q211 IF CODE 2 @Q201b SKIP TO Q214 IF CODE 1 OR CODE 98 @Q201b
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210b Did you accept or reject the different offer?

I accepted it	1
I rejected it	2
Unsure	98

211 For how many years in total did you have one or more credit cards (other than as a second cardholder on someone else's account)? *A best guess will do.*

SINGLE CODE

Up to 1 year	1
Over 1 year to 2 years	2
Over 2 years to 3 years	3
Over 3 years to 5 years	4
Over 5 years to 10 years	5
Over 10 years	6
Unsure	98

212 How long ago did you last have a credit card account (other than as a second cardholder on someone else's account)? *A best guess will do.*

SINGLE CODE

Up to 1 year	1
Over 1 year to 2 years	2
Over 2 years to 3 years	3
Over 3 years to 5 years	4
Over 5 years to 10 years	5
Over 10 years	6
Unsure	98

- 213 What are the reasons why you stopped having a credit card (other than as a second cardholder on someone else's account)? *Please select all that apply.*

MULTICODE except code 96 and 98

RANDOMISE except code 96 and 98

The credit card company closed my account	1
The credit card company reduced my credit limit	2
It was leading me to spend more than I wanted	3
I found I was paying a lot in fees and charges	4
I found I was paying a lot in interest	5
I decided to switch to other forms of credit	6
I closed it as part of a plan to reduce my levels of debt	7
I found it/ they were not providing the level of discounts/ benefits I had expected	8
I felt it was leading me into uncontrollable debt levels	9
I found I wasn't using the credit card	10
A change in my personal circumstances meant it was no longer useful to have a credit card at that time	11
A short-term financial issue was resolved, meaning that it was no longer useful to have a credit card at that time	12
I became bankrupt/ I got an Individual Voluntary Arrangement (IVA)	13
I wanted to use it for a specific purchase and then stopped	14
I became a second card-holder on someone else's credit card account	15
None of the above	96
Unsure	98

- 214 How likely do you think it is that you will want to apply for a credit card in the future?

SINGLE CODE

Very likely	4	ASK Q215 & Q216
Likely	3	
Unlikely	2	ASK Q217
Very unlikely	1	ASK Q217
Unsure	98	SKIP TO DEMOGRAPHICS

215 When do you think that might be? *A best guess will do.*

SINGLE CODE

Within 6 months	1
More than 6 months to 1 year	2
More than 1 year to 2 years	3
More than 2 years	4
Unsure	98

216 Why do you think you might apply for a credit card? *Please select all that apply.*

MULTICODE except code 98

RANDOMISE except code 97 and 98

I think my credit rating will have improved	1
I will have had opportunity to learn more about them	2
I expect that they will be offering better deals	3
I expect changes in my circumstances that mean I will have a greater need for credit	4
I want to be able to benefit from greater protection on purchases	5
I will need a way of making payments over the internet	6
Other	97
Unsure	98

SKIP TO DEMOGRAPHICS

217 Why do you NOT expect to apply for a credit card? *Please select all that apply.*

MULTICODE except code 98

RANDOMISE except code 97 and 98

I do not think I would be accepted	1
I prefer to use other types of credit	2
I prefer to use other means of payment	3
I prefer not to use credit at all	4
I think they are poor value for money	5
I think they can lead to uncontrollable levels of debt	6
I think they are complicated and difficult to understand	7
I do not expect to find a credit card that suits my needs	8
I don't know where to find information about credit cards	9
I don't think I know enough about them to be confident in choosing one	10
I am bankrupt/ I have got an Individual Voluntary Arrangement (IVA)	11
I am a second cardholder on someone else's credit card account	12
Other	97
Unsure	98

SKIP TO DEMOGRAPHICS