



GfK. Growth from Knowledge



Cash Savings: Technical report

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1. Methodology and sampling

1.1 Methodology

The survey was carried out as mixed mode, with interviews split between online and telephone with 3,000 interviews online and 260 interviews by telephone (CATI). The telephone sample was included to ensure adequate representation of savers over 55 who are light or non-internet users, so less likely to be covered within the online sample. The same core survey content was used for both the online and the telephone survey, with changes made to the telephone interview to reduce the overall length and make some questions more appropriate for a telephone methodology.

1.2 Sampling

The online interviews were drawn by blending sample from three panels (AskGfK, Branded Research and GMI). Respondents were screened to ensure that they held savings accounts that were 'active' and of types in scope for the survey. Accounts were deemed 'active' based on the respondents' self-report and there was no lower limit set on the value that needed to be held in the account. Types of account in scope are:

- Cash ISA
- Instant / Easy Access
- National Savings
- Regular Savings
- Bonds/Fixed Term Accounts
- Notice Account

2. Questionnaire

A draft questionnaire was based on a structure provided by the FCA and this was then developed collaboratively into the final questionnaire. Firstly, the online questionnaire was developed, with the telephone questionnaire a cut-down version of this, focusing on the key measures where a comparison between the online sample and the CATI sample could be drawn.

2.1 Cognitive pilot

Ahead of the survey going live, GfK conducted 12 cognitive interviews to test the design of the questionnaire in relation to clarity, ease of comprehension and its structure.

Respondents were recruited according to a recruitment specification and given an incentive for taking part. The recruitment criteria were that all respondents had to have savings accounts with at least some savings in them and we also required a spread of age and number of accounts held. Seven respondents were female and the overall sample age ranged from 19 to 67. The minimum number of accounts held was one (two respondents) and the maximum was four (two respondents).

Interviews were conducted in GfK offices. Respondents initially undertook the survey online independently and encouraged to answer as they would without a researcher in the room. The researcher then proceeded to ask questions about the survey before going through it with the respondent, following the same route that they took.

2.2 Main stage questionnaire

The final questionnaire (see sections 3 and 4) consisted of nine sections.

- A. Your savings account: detail of accounts held
- B. Your main banking relationship
- C. Switching
- D. Preferences for different savings account features
- E. Awareness of interest rates on accounts
- F. Awareness of other savings products offered by existing provider
- G. Accounts with bonus rates
- H. Disadvantageous rate changes
- I. Demographic questions

The CATI questionnaire was a shorter version of the online questionnaire as the wording of questions was changed to make the questionnaire suitable for a telephone interview. The CATI questionnaire was shortened to an interview length of an average of 15 minutes. This was achieved by i) removing response options which were difficult or lengthy to convey over the phone and ii) focusing the questionnaire on questions where we might expect to find a difference between the 2 samples e.g. level and type of holding of savings and sources of information used to be kept informed. Before creating the telephone survey, the online survey was assessed and changes were made to create the telephone survey after 1,000 online interviews had been completed.

Both the online (Section 3) and the CATI questionnaires (Section 4) are included below, with the changes from the online version marked on the CATI questionnaire.

2.3 Survey checking

The survey script was fully checked before launch by the GfK and FCA teams. A 'soft' launch with a limited mail out was used to double check routing and to check for any questions that led to high levels of drop out. The 'soft' launch involved 1,254 survey invitations over one day leading to 380 completed interviews. Following the soft launch, some changes were made to Q57 on understanding of variable rate terms: respondents were restricted to only choosing one option and the order of responses was randomised. The changes were made to reduce the likelihood of results being driven by the order in which the options were presented to the respondent.

2.4 Interviewing

Online interviewing dates were from 15th May – 14th June 2014 and telephone interview dates from the 2nd – 14th of June 2014.

In total, 60,824 invitations were sent to achieve the total of 3,000 online interviews and 4,675 consumers were contacted to achieve the 260 telephone interviews.

All of the telephone interviewers working on the study were fully trained and Interviewer Quality Control Scheme (IQCS) qualified. A formal briefing was carried out by members of the GfK NOP executive team. This briefing covered the background and context to the survey, as well as the content of the questionnaire. All interviewers were taken through the survey during the briefing by the project team so that they understood the routes through the survey and the nature of the topics covered.

2.5 Quotas and weighting

In total, 3,000 online interviews and 260 CATI interviews were achieved.

The CATI interviews were conducted to ensure that the views of light or non-internet users were represented. This is a particular issue for older respondents; it is more difficult to achieve a representative sample of this group from an online survey. The CATI sample therefore focuses on savers who are light and non-internet users (10 hours or fewer per week). We know from previous research that consumers on

online panels tend to be more financially active than those who are not on online panels. This proved to be the case in this survey, where fewer of those interviewed by telephone had Instant access cash ISAs, Fixed term cash ISAs, Stocks and shares ISAs or Instant (easy) access cash savings than the online respondents in the same age group.

From the GfK Financial Research Survey (FRS¹), we know that the proportion of heavy and light users in each age group should be as shown here:

	<i>All savers (FRS)</i>		<i>Online sample from survey</i>	
	<i>16-54</i>	<i>55+</i>	<i>16-54</i>	<i>55+</i>
Age				
Non / light	30%	30%	18%	11%
Heavy (11hrs+)	32%	8%	44%	28%

As this table shows, 30% of the interviews should be with those aged 55+ who are non or light internet users. However, the online survey only achieves 11% in this category. The CATI sample is included to represent this group who are both under-represented and a potentially important sample in any survey of savings. However, given the disparity between the online and CATI samples, a weighted total sample would have a low effective sample size and so the two samples are weighted and reported on separately.

Quotas were set separately for the online and CATI samples to be representative of the savings market. Quotas were set on age, gender and region for both. In addition, quotas were set on personal and household income for the online sample to help ensure the sample would be representative of financial status, as a proxy for ability to save. Targets and sample achieved are shown in tables 1 to 7 below.

The online survey sample failed to achieve the number of older savers (over 55) targeted for both male and female respondents (see Table 1) while more women than men were surveyed overall. This was corrected using weighting; however this reduced the weighting efficiency, which remains within acceptable bounds (see below)

¹ GfK Financial Research Survey: A syndicated survey of financial holdings behaviour and attitudes based on a sample of 60,000 per year using mixed interview mode of face to face and online interviews.

Table 1: Interlocking age and gender – online sample

<i>Age</i>	<i>Target</i>		<i>Actuals</i>	
	Male	Female	Male	Female
16-24	195	180	138	175
25-34	240	225	162	294
35-44	255	240	236	344
45-54	255	255	309	454
55-64	240	240	208	172
65+	315	360	269	238
Total	1,500	1,500	1,322	1,677

Table 2: Age - CATI sample

<i>Age</i>	<i>Target</i>	<i>Achieved</i>
55-65 yrs	100	82
65+	160	178
Total	260	260

Table 3: Gender - CATI sample

<i>Gender</i>	<i>Target</i>	<i>Achieved</i>
Male	123	137
Female	138	124

Table 4: Personal income - online sample

	<i>Target</i>	<i>Actual</i>
Up to £9,499	870	626
£9,500-£19,999	1,050	971
£20,000-£34,999	690	778
£35,000 - £49,999	240	281
£50,000 plus	90	141
Would rather not say		203

Table 5: Household income - online

	<i>Target</i>	<i>Actual</i>
Up to £9,499	300	327
£9,500-£19,999	690	753
£20,000-£34,999	750	818
£35,000 - £49,999	480	524
£50,000 – £74,999	300	327
£75000 plus	60	66
Would rather not say		186

Table 6: Region

	<i>Online</i>		<i>CATI</i>	
	<i>Target</i>	<i>Actual</i>	<i>Target</i>	<i>Actual</i>
London	330	312	29	13
South East	600	542	51	51
South West	300	322	26	24
West Midlands	240	259	21	24
North East	150	163	13	22
Norty West	300	325	26	32
Yorkshire & the Humber	240	260	21	22
East Midlands	210	220	19	14
East England	120	135	10	14
Wales	150	157	13	14
Scotland	240	243	21	19
Northern Ireland	90	62	10	11

Table 7: Internet usage - CATI

<i>Internet Usage</i>	<i>Target</i>	<i>Achieved</i>
Never	107	90
1-5 hours	88	101
6-10 hours	65	70

The online survey sample was weighted on age and gender (interlocked) person income, household income and region, using rim weighting.

Rim weighting, a standard method used in market research, is designed to weight all the selected characteristics (age, gender) at the same time. This is achieved by an iterative process which maintains all of the original proportions among the selected characteristics. To check how well this has been achieved, the process provides an efficiency score. While a perfect efficiency score (complete representativeness) would be 100%. A score of 86% achieved in this survey is within acceptable bounds and provides a high level of confidence on the results. This gives us the following efficiency and weights report, which is.

Rim Weighting Efficiency 86 %

Maximum Respondent Rim Weight : 3.79

Minimum Respondent Rim Weight : 0.33

The CATI sample was weighted to correct age only. As this is a simple cell weighting, we did not need to use rim weighting.

Weighting of the CATI data was minimal, giving us an effective weighted base of 254 compared to the interviewed base of 260

Maximum Respondent Rim Weight : 1.22

Minimum Respondent Rim Weight : 0.899

3. ONLINE QUESTIONNAIRE

Note: initial invitation by email is generic.

We're carrying out a survey on behalf of the Financial Conduct Authority (FCA). The FCA is an independent watchdog that regulates the financial services industry in the UK, including banks and building societies. We are interested today in how consumers manage their money.

SCREENING QUESTIONS

S1 Which of the following financial products, if any, do you hold? They may be in your own name or jointly with others

MULTICODE

A credit card

A pension

A current account (a bank account you use for day to day transactions)

Savings accounts including ISAs (excluding pensions or interest paying current accounts)

Investments (excluding property)

A mortgage

MUST CODE SAVINGS TO CONTINUE

S2 What is your age?

Please type in

NUMBER

S3. Are you male or female?

Male

Female

C7 In which of these regions do you live?

London
 South East
 South West
 West Midlands
 North East
 North West
 Yorkshire & the Humber
 East Midlands
 East England
 Wales
 Scotland
 Northern Ireland

C3 What is your TOTAL ANNUAL HOUSEHOLD INCOME from all sources BEFORE TAX and other deductions?

C4 And what is your TOTAL ANNUAL PERSONAL INCOME from all sources BEFORE TAX and other deductions

SINGLE CODE

Up to £9,499
 £9,500 - £19,999
 £20,000 - £34,999
 £35,000 - £49,999
 £50,000 – £74,999
 £75,000 - £99,999
 £100,000+
 Would rather not say

C9 How many hours a week do you use the internet on average?

SINGLE CODE

Less than one hour
 1-2 hours
 3-5 hours
 6-7 hours
 8-10 hours
 11-14 hours
 15-19 hours
 20 hours or more
 Don't Know

A YOUR SAVINGS ACCOUNTS

Q1 Which of the following types of savings products do you hold?

We'd like you to include all accounts where you are responsible for managing the account.

Please

- Include **dormant accounts** - those where you keep the account open, but don't really use it any more.

- Do not include **accounts held outside the UK**
- Do not include Premium Bonds – but please do include other NS&I savings in the appropriate places.

MULTICODE

Product Name	Description (shows for Q1 only)
ISAS	Tax free accounts: These can be either Cash or Stocks and shares
Instant access cash ISA	<p>Tax free savings account</p> <ul style="list-style-type: none"> ▪ Usually has a variable interest rate ▪ Customers can usually withdraw money with no restrictions ▪ Limits on how much you can save in ISAs each year ▪ May have a fixed introductory bonus rate for a set period (e.g. a year)
Fixed term Cash ISA (please exclude stocks and shares ISAs)	<p>A type of cash ISA</p> <ul style="list-style-type: none"> ▪ Fixed interest rates for an agreed period of time (e.g. 12 months, 24 months etc) ▪ Funds are only accessible after a fixed term ▪ Penalties (e.g. losing interest) if you withdraw money before the end of the term
Stocks and shares ISA	<p>Tax free account like a cash ISA BUT your money is invested in funds, bonds or shares in individual companies. Includes PEP ISAs</p>
OTHER SAVINGS ACCOUNTS	
Instant (or 'easy') access savings account	<ul style="list-style-type: none"> ▪ You can add and withdraw money as you wish ▪ Usually the most straightforward accounts ▪ There might be some restrictions e.g. on how often you can make withdrawals ▪ Some have a fixed introductory bonus rate for a set period (e.g. a year)
Notice account	<p>Need to let the provider know in advance (e.g. 30 days) when you want to withdraw money or you face a penalty, such as losing interest</p>
Regular savings account	<p>You need to pay in money every month. If you don't add money every month you may lose interest</p>
Fixed term bonds/savings account	<ul style="list-style-type: none"> ▪ A cash savings account ▪ Fixed interest rates for an agreed period of time (e.g. 12 months, 24 months etc.)

	<ul style="list-style-type: none"> ▪ Funds are only accessible after a fixed term. Penalties (e.g. losing interest) if you withdraw money before the end of the term
Children's savings account	Junior ISA Children's savings account (instant access) Children's savings accounts (fixed term) Child Trust Funds
Credit Union savings account	Any savings with a Credit Union. <ul style="list-style-type: none"> ▪ Usually offer a dividend rate rather than an interest rate ▪ Some credit unions offer accounts with advertised interest rates

CLOSE IF NO SAVINGS ACCOUNTS IN SCOPE ARE CODED AT THIS POINT. STOCKS AND SHARES ISAS ARE NOT IN SCOPE

-
- Q2 People may have savings accounts that aren't being used (**dormant accounts**). These typically hold no money or a small amount of money. The account could be dormant because
- all or most of the money in the account has been moved to another account or spent, but the account is still open
 - because the account was opened along with another account (for example, along with another bank account or mortgage) but was never used or
 - having opened the account you have since decided not to use it.

How many active and how many dormant accounts of each type do you have?

SHOW ALL CHOSEN @ Q1.

DROP DOWN LIST NEXT TO EACH OPTION WITH 1-10. SINGLE CODE EACH ROW

Product Name	DROP DOWN LIST NEXT TO EACH OPTION WITH 1-10	DROP DOWN LIST NEXT TO EACH OPTION WITH 1-10
	Active	Dormant
ISAS		
Instant access Cash ISAs		
Fixed term Cash ISAs (please exclude stocks and shares ISAs)		
OTHER SAVINGS ACCOUNTS		
Instant (or 'easy') access savings accounts		
Notice account		
Regular savings account		
Fixed term bonds/savings accounts		
National Savings and Investments (NS&I) savings products (excluding Premium Bonds)		
OTHER TYPES OF SAVINGS		
Children's savings accounts		
Credit Union savings accounts		

IF 0 TO ACTIVE THANK AND CLOSE

IF RESPONDENT HAS MORE THAN FIVE ACTIVE SAVINGS ACCOUNTS AT Q2:

Q2a. So that we can limit the number of the accounts that you are asked about, please now think of the five accounts that are most important to you.

They may be the most important because you use them most frequently, they are where most of your money is held or you may want to include recently opened accounts. Please do not select any more than three of any one type.

SHOW BELOW GRID, BUT ONLY ALLOW FIVE ACCOUNTS.

Product Name	DROP DOWN LIST NEXT TO EACH OPTION WITH 1-10
ISAS	
Instant access cash ISAs	
Fixed term Cash ISAs (please exclude stocks and shares ISAs)	
OTHER SAVINGS ACCOUNTS	
Instant (or 'easy') access savings accounts	
Notice account	
Regular savings account	
Fixed term bonds/savings accounts	
National Savings and Investments (NS&I) savings products (excluding Premium Bonds)	
OTHER TYPES OF SAVINGS	
Children's savings accounts	
Credit Union savings accounts	

Q3 Please tell us about the balances and providers of your active accounts and when they were opened.

Only enter information about your active accounts

All your answers are completely anonymous and confidential – we are interested in the overall picture of saving across the UK public.

**NOTE ACCOUNTS HELD.
ACCOUNTS IN SCOPE ARE:
INSTANT ACCESS
CASH ISA
FIXED TERM SAVINGS / BONDS
NOTICE ACCOUNTS
REGULAR SAVINGS ACCOUNTS
CHILDRENS' ACCOUNTS
CREDIT UNION ACCOUNTS**

**SHOW ALL ACCOUNTS IN SCOPE FROM Q1 OR Q1A IF Q1A ASKED,
WITH A COUNTER FROM Q2.
ONE ROW FOR EACH SEPARATE ACCOUNT
ON EACH ROW SHOW THE SHORT VERSION PRODUCT NAME (I.E.
FROM FIRST COLUMN @ Q1) IN THE SINGULAR (I.E. INSTANT ACCESS
CASH ISA, NOT ISAS WITH A COUNTER TAKEN FROM Q2.
EXAMPLE:
INSTANT ACCESS CASH ISA 1
INSTANT ACCESS CASH ISA 2
INSTANT ACCESS CASH ISA 3**

IF RESPONDENT HAS MORE LESS THAN FIVE ACCOUNTS AT Q2 BUT MORE THAN THREE OF ANY ONE TYPE:

You have said you have more than three [INSERT TYPE] accounts. Please think only of the three [INSERT TYPE] that are most important to you. They may be the most important because you use them most frequently, they are where most of your money is held or you may want to include recently opened accounts

Account type	A. Provider	B. When was the account opened?	C. Balance in the account at the moment (your best estimate)	D. Which type of interest rate
[Account 1 identified]	[Drop down list] SINGLE CODE Bank of Scotland Barclays	[Drop down list] SINGLE CODE In the last year 1-2 years	[drop down list] SINGLE CODE [drop down list] SINGLE CODE Nothing Less than £10 £10 to £99	[drop down list] SINGLE CODE Variable rate with an initial time limited bonus rate Variable rate

	BM Savings (Birmingham Midshires) Britannia Co-op Coventry First Direct Halifax HSBC ING Direct Leeds & Holbeck Lloyds Bank M&S Bank National Savings Nationwide NatWest Post Office Royal Bank of Scotland Sainsbury's Bank Santander Tesco TSB Virgin Money Yorkshire Bank Yorkshire Building Society Other (please type in) Don't know	ago 2-3 years ago 3-5 years ago 5-10 years ago More than 10 years ago Don't' know	£100 to £499 £500 to £999 £1,000 £4,999 £5,000 to £9,999 £10,000 to £19,999 £20,000 to £29,999 £30,000 to £39,999 £40,000 to £49,999 £50,000 to £99,999 £100,000 plus Prefer not to say Don't know	tracking a specific rate (e.g. Bank of England base rate) Variable rate (with no bonus or tracker) It is a variable rate, but I am not sure which in particular Fixed rate (guaranteed rate for a set period, excluding bonus rates) Don't know Other
[Account 2 identified]				
...	

**ASK ALL WHO HAVE INSTANT ACCESS CASH ISAS (CODE A @ Q3))
WITH MORE THAN ONE BRAND @ Q3**

Q5 You've told us that you hold Cash ISAs with more than one provider. Which of the below are reasons for this?

You can choose as many as are true for you

You didn't know you could move ISA balances from one provider to another.
You prefer to keep accounts with different providers
You spread your money across providers so as not to exceed the £85,000 Financial Services Compensation Scheme deposit protection limit.
You opened ISAs with different providers and haven't had a reason to move them as the benefits from switching are low
The new cash ISA account that you opened did not accept transfers in
You would have to pay a penalty if you transferred your old ISA
Some of the ISAs are fixed term and have not matured yet
None of these

ASK ALL WITH MORE THAN ONE EASY ACCESS ISA WITH THE SAME BRAND (CODE E @ Q3)

Q6 You've told us that you hold more than one Cash ISA with the same provider. Which of the below are reasons for this?

You can choose as many as are true for you

You didn't know you could transfer ISA balances to a new account
You prefer to keep money separate in different accounts
There is no need to transfer the balances as all these ISAs pay very similar interest rates
The new cash ISA account that you opened did not accept transfers in
You would have to pay a penalty if you transferred your old ISA
Some of the ISAs are fixed term and have not matured yet
None of these

ASK Q8 AND Q9 FOR EACH ACCOUNT CODED AS ACTIVE @ Q2

Q8 What do you think the interest rate is on this account at the moment?

We want to find out whether people know the interest rates on their savings accounts. So if you don't know what the rate is, pick 'don't know'.

If you don't know the exact answer, but know roughly what the rate is, then your best estimate is fine.

If you really don't know, that's also fine.

Please don't look up the rates.

ENTER NUMBER %

Don't know

DON'T ASK TO THOSE WHO PICKED 'DON'T KNOW' @ Q8

Q9 And would you say your answer is.....?

SINGLE CODE

I think that is the exact rate

It is a guess based on what the rate was when I opened the account, but it might have changed

It's a guess based on the rates I think are generally available now

It's a guess based on something else

I've recently been sent information about rate, as it is the end of the financial year

REPEAT Q8 AND Q9 FOR EACH QUESTION ASKED**ASK ALL WITH MORE THAN ONE ACTIVE ACCOUNT CODED @ Q2**

Q10 Thinking now about all the savings you hold, which of the following bands does your total savings fall within?

All your answers are completely anonymous and confidential – we are interested in the overall picture of saving across the UK public.

SINGLE CODE

£1-£499

£500 - £2,000

£2,001 - £5,000

£5,001 - £7,500

£7,501 - £10,000

£10,001 - £15,000

£15,001 - £20,000

£20,001 - £30,000

£30,001 - £40,000

£40,001 - £50,000

£50,001 - £75,000

£75,001 - £100,000

£100,001+

Don't know

Prefer not to answer

ASK ALL

Q11 Do you also use a current account as a savings account?

SINGLE CODE

Yes, because it pays a high interest rate comparable to the best rates on savings accounts

Yes, because it is convenient, but the interest rate is not very high

It is a combination of convenience and rate

No

B YOUR MAIN BANKING RELATIONSHIP

- Q12 Turning now to the financial institution with which you have your main banking relationship.
Which ONE of these would you consider to be where you have your MAIN BANKING RELATIONSHIP?

Please select one only.

Bank of Scotland
Barclays
Co-op
First Direct
Halifax
HSBC
Lloyds Bank
M&S Bank
Nationwide
NatWest
Post Office
Royal Bank of Scotland
Santander
Sainsbury's Bank
TSB
Tesco
Yorkshire Bank
Virgin Money
Credit Union
Would rather not say
Other (please type in)

-
- Q13 How long have you banked with [INSERT NAME FROM Q12]

SINGLE CODE

Less than 1 year
1 to less than 2 years
2 to less than 3 years
3 to less than 5 years
5 to less than 10 years
10 or more years

- Q14 What financial products do you have with [INSERT NAME FROM Q12]?
Please choose all you hold, or select 'None of these'
INCLUDE DESCRIPTION IN BRACKETS AS 'HOVER' TEXT

A current account: (a bank account used for day to day money management, typically having a payment card, which may or may not include an overdraft)
 A savings account (including ISAs)
 A mortgage
 A credit card
 Other loan product
 Insurance
 None of these

ASK FOR ALL ACCOUNTS OPENED IN THE LAST 12 MONTHS Q3B – IN THE LAST YEAR

- Q15 We now want to ask you some questions about the account you opened most recently. Could you tell us why you opened your [account]?

You can choose as many of these as describe your reasons for opening

RANDOMISE ORDER

To get a better rate of interest than you had elsewhere
 To start saving for a rainy day / the future
 It was recommended / suggested to you while you were opening another product (e.g. a current account, mortgage)
SHOW IF CASH ISA ONLY To take advantage of tax free savings in this financial year
 To keep the money in a safe place – where it won't be spent
 Saving towards a big expense or occasion – a holiday, a car, home improvement
 A mortgage deposit
 To dip into regularly to pay everyday expenses
 For your children / grandchildren
 Other (specify)

ASK FOR ALL ACCOUNTS OPENED IN THE LAST 12 MONTHS Q3B – IN THE LAST YEAR

SHOW ACCOUNTS AT TOP OF GRID AND ANSWERS DOWN SIDE

- Q17 Which of these statements best describes your [account]?

SINGLE CODE

It was my first ever savings account
 It was the first ever [insert savings type code from Q1] that I held
 I had held a [insert savings type code from Q1] before, but did not at the time I opened this account
 It was an additional [insert savings type code from Q1] with the same provider
 I held a [insert savings type code from Q1] already, but with a different provider
 None of the above

**ASK FOR ALL ACCOUNTS OPENED IN THE LAST 12 MONTHS Q3B – IN THE LAST YEAR
SHOW ACCOUNTS AT TOP OF GRID AND ANSWERS DOWN SIDE**

Q18 When you shopped for your savings account, what was the FIRST thing that you did?

SINGLE CODE

PLEASE SHOW THE GROUPS (BOLD HEADINGS) IN RANDOM ORDER AND RANDOMISE THE ORDER OF THE OPTIONS IN EACH. THE HEADINGS IN BOLD ARE NOT TO BE CHOSEN

Spoke to someone:

At a branch of your main financial institution

At a the branch of the eventual provider of your account (where different to your main financial institution)

At a branch of another financial institution, not your main financial institution or where you took out your account

At the call centre of your main financial institution

At the call centre of the eventual provider of your account

At the call centre of another financial institution, not your main financial institution or where you took out your account

Friends/family

An independent financial adviser

Looked at websites or newspapers:

Of your main financial institution

Of the eventual provider of your account

Of another financial institution

A comparison website e.g. moneysupermarket.com or best buy tables online

Looked at newspaper articles about savings accounts

Looked at best buy tables in national newspapers

Looked at other material sent to me by providers:

Mailings from my existing savings/personal current account providers (newsletters, magazines, emails etc)

Mailings from other savings providers (newsletters, magazines, emails etc)

Other (please specify)

None of the above, because I did not shop around for this account:

My savings account provider approached me directly

I went directly to a provider with which I already had an existing relationship (e.g. a personal current account)

I took out my savings account at the same time as I took out another product

Other (please specify)

Q19 Did you decide on the savings product you eventually chose after doing this one thing?

No, I continued shopping

Yes, I made decision at this point

ASK ALL CODING 1 @ Q19

- Q20 And what else from this list did you do? Please tick all that apply.
MULTICODE. SHOW LIST FROM Q18 WITH THOSE NOT CHOSEN @ Q18

**ASK FOR ALL ACCOUNTS OPENED IN THE LAST 12 MONTHS Q3B – IN THE LAST YEAR
 SHOW ACCOUNTS AT TOP OF GRID AND ANSWERS DOWN SIDE**

- Q21 Which of the following types of providers would you have been willing to choose for this savings account?
- | | |
|---|--------|
| A provider where I already had a savings relationship | YES/NO |
| A provider where I already held a current account | YES/NO |
| A provider where I did not hold any products | YES/NO |

**ASK ALL OPENED SAVINGS ACCOUNT IN THE LAST 12 MONTHS –
 ASK FOR EACH ACCOUNT OPENED IN THE LAST YEAR**

- Q22 And thinking about types of providers more generally, which of the following would you have been willing to choose for this savings account?

Well-known banks (high street names)	YES/NO
Well-known building societies (high street names)	YES/NO
A bank I had not heard of but that had appeared at or near the top of the price comparison sites	YES/NO
A building society I had not heard of but that had appeared at or near the top of the price comparison sites	YES/NO
A provider which was covered by the Financial Services Compensation Scheme (FSCS)	YES/NO
National Savings and Investments	YES/NO

C SWITCHING

Q23 Below is a list of your active accounts, apart from your fixed term products. In the past three years, have you switched from a different account to this account?

If in the last three years you switched more than once before ending up in this account, then please indicate how many times.

For example:

Year 1: switch from Easy access account 1 to Easy access account 2

Year 2: do not switch

Year 3: switch from Easy access account 2 to Easy access account 3

Then you should record '2' next to Easy access account 3.

'Switching' means that you have replaced an old account by moving most or all of your balances to a new account of the same type and using it for your savings needs. You may have remained with the same provider.

You may have left a small amount of money in your old account just to keep it open in case you need it, or you may have closed it.

LIST ALL ACCOUNTS HELD FROM Q1 EXCLUDING FIXED TERM CASH ISAS, FIXED TERM BONDS / SAVINGS ACCOUNTS

Account name	Number of times switched the account in the last 3 years
Easy access account	DROP DOWN LIST 0 1 2 3 4+ Not sure
..	
Have you switched a different account that is not listed above and has since been closed?	YES/NO

**ASK ALL WHO CODE NUMBER OF TIMES SWITCHED THE ACCOUNT IN THE LAST 3 YEARS 1 FOR ANY ACCOUNT SHOWN.
ASK Q18 FOR EACH ACCOUNT CODED 1**

Q18(2) Was the [INSERT ACCOUNT TYPE] you switched to with the same provider as the account you switched from or with a different provider?

Same provider

Different provider

**ASK ALL WHO CODE NUMBER OF TIMES SWITCHED THE ACCOUNT IN THE LAST 3 YEARS 2 TO 4+ FOR ANY ACCOUNT SHOWN.
ASK Q19 FOR EACH ACCOUNT CODED 2 TO 4+ AND FOR EACH SWITCH**

- Q19(2) Thinking about the [FIRST/SECOND/THIRD/...] time you switched your [INSERT ACCOUNT TYPE NAME], did you switch to a new provider?
Yes, I switched to a new provider
No, I stayed with my existing provider

ALL WHO HAVE SWITCHED MORE THAN 2 ACCOUNTS (MORE THAN ONE CODED 1 TO 4+ @ Q23

- Q20(2)
Which one was the last account that you switched?

[DROP DOWN LIST – ALL ACCOUNTS coded 1 to 4+

ALL WHO HAVE SWITCHED AT LEAST ONE ACCOUNT CODED 1 TO 4+ @ Q23

- Q24 Thinking about the last time you switched your savings account, why did you switch?
RANDOMISE
My bonus rate expired and I found a better rate
My rate was cut by the provider and I found a better rate
My rate had not been cut, but I found a better rate
I changed my current account provider and changed my savings account too
I was dissatisfied with my current provider's quality of service
I experienced problems with the way my account was managed
I did not feel my money was safe with my existing provider
I encountered charges or penalties that I did not expect
I wanted access to a larger number of branches
I wanted better internet access
Family or friends advised me to do so
Other (please specify)
Don't know

-
- Q25 Thinking about the last time you switched your account, what happened with your old account?
I closed that account
I left it open
-

ALL WHO SAID THEY LEFT IT OPEN IN Q25

Q26 Why did you leave your old account open?

RANDOMISE

I left it open but I intend to close it in the near future

It was easier to leave it open than go through the account closing process

I left it open in case I need it in the future

I need to keep it open to qualify for other products offered by that provider

I still keep some funds in it

Other

No particular reason

ALL ACCOUNTS THAT ARE OLDER THAN 3 YEARS THAT HAVE NOT BEEN SWITCHED, I.E. CODED 3 TO 5 @ Q3 AND CODED 0 @ Q23

Q27 This shows the savings accounts you told us you have held for longer than 3 years. In the last 3 years, have you **seriously considered switching** any of these to a different account with the existing provider, to an account with another provider or both, but not actually switched?

By 'seriously considering switching' we mean that you may have:

- *Looked into alternative savings accounts offered by your existing provider,*
- *Looked into savings accounts offered by other providers*
- *Looked at information about potential savings accounts and interest rates in newspapers or the internet*
- *Compared interest rates on a price comparison website*

LIST ACCOUNTS IN TABLE BELOW OLDER THAN 3 YEARS

	New account, same provider	New account, different provider	Moved money to another type of account
Instant access cash ISA	YES/NO	YES/NO	YES/NO
Easy access savings accounts	YES/NO	YES/NO	YES/NO
Notice account	YES/NO	YES/NO	YES/NO
Regular savings account	YES/NO	YES/NO	YES/NO

ASK ALL CODING YES TO THE FIRST TWO COLUMNS IN @Q27. ASK FOR EACH ACCOUNT – LOOP QUESTION

Q28 Which of the following are reasons why you decided not to switch your [INSERT ACCOUNT TYPE]?

RANDOMISE

I found that there's very little difference in interest rates offered in the market
 I thought I could get a better interest rate, but that wasn't the case
 My balances are not high enough to gain enough from switching
 It's too much hassle to move
 I worry about something going wrong if I move money
 I just haven't gotten round to doing this yet
 I was unhappy with my existing provider, but I've decided it's not worth switching
 I don't know how to switch
 Other (specify)

ASK ALL WHO HAVE NOT CONSIDERED SWITCHING (NO TO ALL @Q27) – LOOP QUESTION FOR EACH TYPE OF ACCOUNT

Q29 Which TWO of the following best describe why you haven't considered switching your account?

RANDOMISE

No reason – I just haven't thought about it
 The rate I have is market leading
 The rate I have may not be market leading, but from what I've seen about rates available, I do not think I can get a better rate from the providers I would consider switching to
 I've not compared rates in detail, but I think this is rate is probably a reasonably good rate.
 I am happy with the quality of service
 Convenience, because I hold other financial products with my current provider
 Convenience; my current provider has a local branch
 I don't trust the switching process – I'm worried about losing some of my savings or interest
 Other providers do not offer significantly better products or rates
 I have been with this provider for a very long time
 I have experienced problems before in switching my account It takes a lot of time and effort to switch

D PREFERENCES FOR DIFFERENT ACCOUNT FEATURES
ASK ALL WITH EASY ACCESS ACCOUNTS

Q30 We'd like to understand what is important to you when you are choosing an easy access savings account. Please look at the list below and say which THREE were most important".

Please choose your top three in order, with 1 being the most important. Answers are 1 to 3

Online: rank order: telephone: choose top three

ASK ALL WITH CASH ISA

Q31 **Thinking now about choosing a [easy access Cash ISA / Fixed term cash ISA]** Please look at the list below and say which THREE were most important when you were last thinking about choosing that **[Cash ISA / Fixed term cash ISA]**. *Please choose your top three in order, with 1 being the most important. Answers are 1 to 3*

ONLINE: RANK ORDER: TELEPHONE: CHOOSE TOP THREE

RANDOMISE

A market leading interest rate (i.e. at or near the top of the best buy tables)

An interest rate that is in line with what is being offered by the main high street providers

Having all your accounts in the same place (with the same provider)

Convenient for you to access and use whether that is online, phone, branch or by post

Holding your savings with your main current account provider

A well-known provider i.e. a big name on the high street

A reputable provider (a provider I trust)

A new provider (one that has recently started offering savings)

Past experience with the provider

**IF MORE THAN ONE ACCOUNT HELD AT Q3 FIND THE ACCOUNT WITH THE HIGHEST BALANCE AT Q3 (B)
FROM Q3 (B) CHOOSE THE ACCOUNT WITH THE HIGHEST BALANCE.
IF TWO OR MORE ACCOUNTS ARE CODED AS THE SAME BALANCE, CHOOSE ONE AT RANDOM.
IF NONE ARE GIVEN A BALANCE AT Q3(B) I.E. ALL CODED DON'T KNOW / RATHER NOT SAY, SHOW LIST OF ACCOUNTS**

- Q32 Here is a list of the accounts you've told us about. Which of these currently has the highest balance? You don't have to say what the balance is, please just choose the account with the highest balance.
LIST

E AWARENESS OF INTEREST RATES ON ACCOUNTS (ALL ACCOUNTS)

The next questions are about your [insert chosen account]

SHOW ACCOUNT NAME ON EACH SCREEN UNTIL Q47

IF ACCOUNT IS FIXED TERM ISA (B) OR FIXED TERM BOND (G) @ Q1 SKIP TO Q34

- Q33 Thinking about this account, which of the following best describes how you feel about this account.

RANDOMISE

I actively monitor the rates on this account and I will switch to another account if I feel that is worthwhile

I don't frequently monitor rates on this account, but I would consider moving money to another account / transferring my account if my rates are reduced
I'm happy with this account because it is convenient to keep accounts in one place and I am not likely to switch in the near future

I do not have enough money in this account to make monitoring rates worthwhile

I'm happy with this account for other reasons and not likely to switch in the near future

I would switch if I were dissatisfied with service, but otherwise I'm not interested in changing this account in the near future

I don't know what the interest rate is on this account and I don't really care
Other

- Q34 Approximately how much do you think you earned in interest in the last year?
If you don't know the exact answer, your best estimate is fine. If you really don't know, that is also fine.

ENTER NUMBER £

Don't know

ASK ALL

- Q35 Thinking back to the **most recent occasion** when you found out the interest rate on this account, was this because

You actively searched for that information

You were provided this information

You have never found out the rate

Don't know / can't remember

- Q36 Again, thinking back to the **most recent occasion** when you saw the interest rate on this account, was this

RANDOMISE

When you opened the account

Your last annual statement

Another statement or information sent with a statement

When visiting the branch

When using online banking for day-to-day banking

During an annual review with the savings provider or an advisor

During an annual review you carry out yourself

You decided to check the rates (i.e. separately to your day to day banking)

When the provider informed you they were cutting the rate

I was sent other material by my bank/building society

When I was looking at the providers' website

Using online forums

Using price comparison websites

Looking at newspapers or other best buy tables

Other

None of the above – I have never seen interest rate on the account

- Q37 And when was that?

SINGLE CODE

In the last 3 months

3-5 months ago

6-12 months ago

1-2 years ago

3-5 years ago

5-10 years ago

Don't know

ASK ALL CODING ONLINE BANKING

Q38 How easy was it to find the rate for your savings account using online banking?

MULTICODED

The information was easy to find without too much effort

The information was available, but you needed to look for the relevant pages on the providers' website

It was not easy to find the information

You did not find the information

F AWARENESS OF OTHER SAVINGS PRODUCTS OFFERED BY EXISTING PROVIDER**IF ACCOUNT IS FIXED TERM ISA (B) OR FIXED TERM BOND (G) @ Q1 SKIP TO Q43**

Q39 As far as you know, does the provider of this savings account currently offer ...?

MULTICODE

You can choose all that apply

The same type of savings account at a better rate.....1

The same type of account at a similar rate to that you get now2

The same type of account at a lower rate to that you get now3

I don't know4

None of these5

ASK ALL CODING 1

Q40 And how do you know about these accounts with better rates?

RANDOMISE. MULTICODE

Because of information the provider has sent to you

(e.g. in an email, by post)1

This was mentioned when you visited the branch2

You've looked up this information in the branch or

on their website3

As a result of you contacting the provider4

Through other sources e.g. best buy tables or price

comparison sites.....5

Advertising on your online banking site6

Other.....7

ASK ALL CODING 1 @ Q39

Q41 How likely are you to switch to an account with a better rate at the same provider in the next six months?

Very likely

Fairly likely

Neither likely nor unlikely

Fairly unlikely

Very unlikely

ASK ALL SAYING FAIRLY UNLIKELY OR VERY UNLIKELY

Q42 Which of these are reasons why you are not intending to switch?

RANDOMISE

The differences in interest rates aren't really very big

I'm happy with the convenience/service provided

My balances are not high enough to make switching in the current interest rate environment worthwhile

It's too much hassle to move

I worry about something going wrong if I move money

I just haven't gotten round to doing this yet

I was unhappy with my existing provider, but I've decided it's not worth switching

I thought I could get a better interest rate, but that wasn't the case

Other (specify)

ASK ALL

Q43 Thinking about your [account / insert from Q], what do you think is the **highest** rate being offered on that type of account (by any savings provider)? If you're not sure, your best estimate is fine. If you really don't know, that's also fine.

Enter number ____%

Don't know

ASK ALL

Q44 And what do you think is the typical rate being offered on that type of account by the main high street savings providers? If you're not sure, your best estimate is fine. If you really don't know, that's also fine.

Enter number ____%

Don't know

**IF ACCOUNT IS FIXED TERM ISA (B) OR FIXED TERM BOND (G) @ Q1
SKIP TO Q47**

Q45 We'd like to understand what **increase** in interest rate you would want to make you feel it is worth switching this account to different types of providers.

[IF PROVIDED RATE FOR ACCOUNT AT Q8] You previously said that your interest rate is [insert number from Q8]

The list below shows different types of savings providers with some examples of brands. When you're thinking about these, you can base your answer on the brand you like best from those listed or even others you know of this type. In each case, how much extra would you want in interest to make it worth your while switching to the new account?

SHOW AS GRID ON SCREEN. RANDOMISE ORDER OF ROWS			
One of the main high street providers e.g. (the main banks, plus Halifax, Nationwide, Santander)	I would want _____% more in interest rate	I would not consider this type of provider	Don't know
Smaller buildings societies (e.g. Coventry, Skipton, Chelsea, or your local building society)	I would want _____% more in interest rate	I would not consider this type of provider	Don't know
New savings providers (e.g Tesco, Sainsbury, Virgin Money)	I would want _____% more in interest rate	I would not consider this type of provider I would not consider this type of provider	Don't know
Less well known / regional providers (Aldermore, OneSavings)	I would want _____% more in interest rate	I would not consider this type of provider I would not consider this type of provider	Don't know

ASK ALL

Q46 How much more would you have to earn in interest for you to consider switching to a [INSERT ACCOUNT TYPE TO MATCH] offered by one of the main high street providers?

Enter number: I would want £_____ more in interest per year

Don't know

G ACCOUNTS WITH BONUS RATES

ASK ALL WITH ACCOUNTS FROM Q3 THAT ARE NOT CODED AS HAVING A BONUS. DO NOT ASK ABOUT FIXED TERM CASH ISAS OR FIXED TERM BONDS / SAVINGS ACCOUNTS

- Q47 Did any of these accounts have an initial bonus rate?
An initial bonus rate is where the provider offers a higher rate for a fixed period (e.g a year) when you first take out the account.
MULTICODE
SHOW ACCOUNTS FROM Q3 THAT ARE NOT CODED AS HAVING A BONUS RATE
Can't remember

ALL HOLDING INITIAL BONUS ACCOUNTS FROM Q3 OR Q47 AND OPENED IN LAST FIVE YEARS FROM Q3. Q49 TO Q52 ONLY FOR THE MOST RECENT INITIAL BONUS ACCOUNT HELD

- Q48 Thinking about the most recently held account with an initial bonus rate, would you say you.....
Tick all that apply
Were aware of the bonus when you took out the product Yes / No
Chose the account mainly because of the bonus rate..... Yes / No
Chose the account for reasons other than the bonus rate ... Yes / No
Intended to move your money to another account when the bonus rate expired.....Yes / No

-
- Q49 Did your provider contact you before the bonus rate was about to expire?
Yes
No
Don't remember
Bonus rate has not yet expired – skip to Q52

-
- Q50 Did you move your money to another account when the bonus rate expired?
Yes – another account with the same provider
Yes – another account with a different provider
No
-

ASK ALL SAYING NO WITH EXPIRED BONUS

Q51 Which of the following are reasons why you have not moved to another account?

RANDOMISE

I forgot about when the bonus rate would expire
I intend to, but haven't gotten round to it
There's not enough money in the account to make it worthwhile switching
I couldn't get a much better rate elsewhere
My provider gave me another bonus rate
It takes too much time and effort to move accounts
I worry about errors / losing money when moving accounts
Other reason

H DISADVANTAGEOUS RATE CHANGES**ASK ALL, NOT ACCOUNT SPECIFIC QUESTIONS**

Q52 Has your provider ever reduced interest rates on any of these accounts (excluding bonus rate expiry)?

SHOWLIST OF ACCOUNTS HELD FROM Q3 EXCLUDING THOSE WITH A BONUS RATE AND THOSE OPENED MORE THAN FIVE YEARS AGO

Yes

No

Don't know / not sure

Q53 Thinking of the most recent time this happened, did your provider notify you of the rate cut?

Yes (e.g. I received a letter/email)

No

Don't remember

Q54 Did you switch to a different account after the rate cut?

Yes – another account with the same provider

Yes – another account with a different provider

No

ASK ALL SAYING NO

Q55 Why you didn't switch accounts?

RANDOMISE

The differences in interest rates aren't really very big

I'm happy with the convenience/service provided/it is convenient not to switch

My balances are not high enough to gain enough from switching in the current interest rate environment to make it worthwhile

It's too much hassle to move

I worry about something going wrong if I move money

I just haven't gotten round to doing this yet

I was unhappy with my existing provider, but I've decided it's not worth switching

I thought I could get a better interest rate, but that wasn't the case

Other (specify)

Q56 Which of the following types of disadvantageous rate change would you like your provider to notify you of?

- All rate changes, no matter how small
- Only rate changes of greater than 0.25%
- Only rate changes of greater than 0.5%
- Only rate changes of greater than 1%
- I would rather not be notified of any rate changes

**INTEREST RATE TERMS AND CONSUMER UNDERSTANDING
ASK ALL**

**INTEREST RATE TERMS AND CONSUMER UNDERSTANDING
ASK ALL**

Q57 Different terms are used to describe how interest rates may vary on savings accounts.

SHOW EACH OF THESE BOXES IN TURN IN RANDOM ORDER

BOX 1

Consider an EASY ACCESS SAVINGS ACCOUNT offering this interest rate:

Variable rate of
1.5% AER

Which ONE of the below describe what you expect from this account?

RANDOMISE

- The rate can change, but I do not think it ever will
- The rate can change, but I do not think it will do so in the near future
- The rate can change, but any change will be small
- The rate can change, and the change may be quite big (for example, it could drop to 0.1%)
- The rate will change in line with the Bank of England base rate changes
- The provider can change the rate by as much as they want
- The rate could change but would average around 1.5% annually
- I don't think the rate can change
- Don't know

BOX 2

Consider an EASY ACCESS SAVINGS ACCOUNT offering an initial bonus:

1% AER variable,
includes fixed bonus of
0.75% for 12 months

Which ONE of the below best describes what you expect from this

account?

RANDOMISE

- The rate will remain at 1%
 - I will receive 1.75% for 12 months, dropping to 1% AER after 12 months
 - I will receive 0.75% bonus rate for 12 months plus an underlying variable rate of 1%
 - The rate will remain at 1% for 12 months and will then go down to 0.75%
 - The rate will remain at 1% for 12 months and will then go down to 0.25%
 - The rate will remain at 1% for 12 months and will then go down to 0.25% but it may change further after that
 - I will get 0.75% fixed rate bonus for the first year, but the underlying variable rate can change
 - Don't know
-

DEMOGRAPHIC QUESTIONS

Now, we have some questions to give us a profile of the kinds of people we interviewed for this survey

- C1 And do you work?
Choose one only
Employed full time
Employed part time
Self-employed
Not in paid employment
Student
Retired
Rather not say
-

- C2 Are you...?
Choose one only
Married, in a civil partnership or living with your partner
Single
Widowed
Separated / divorced / dissolved civil partnership
Rather not say
-

- C5 Do you have any children aged 15 or under living at home?
Choose one only
Yes
No
Would rather not say
-

- NOTE: FOR FCA SEGMENTATION***
C6 We'd like to know the geographical spread of the people who take part in this survey. Could you please provide us with your post code.

Prefer not to say
-

THANK AND CLOSE

4. CATI QUESTIONNAIRE

The CATI questionnaire has changes to make it suitable for telephone administration e.g. showing options is replace with reading these out. In addition, the questionnaire was shortened to concentrate on those questions where we expect a difference between the online sample and the older group interviews by phone. These changes are noted in *orange*.

Fuller introduction added
INTRODUCTION

Good morning / afternoon

Could I please talk to [INSERT NAME FROM DATA FILE]?

IF CONTACT UNAVAILABLE THANK AND CLOSE

WHEN SPEAKING TO CONTACT:

I1 Can I please confirm that I am speaking with [NAME ON SAMPLE]?

Yes CONTINUE

No ... ASK TO SPEAK WITH PERSON NAMED ON SAMPLE. REPEAT

I am calling on behalf of GfK NOP, an independent market research company. We're carrying out a survey on behalf of the Financial Conduct Authority (FCA). The FCA is an independent watchdog that regulates the financial services industry in the UK, including banks and building societies. We are interested today in how consumers manage their money.

I2 Would you be willing to share your views with us? We would be very grateful for your participation. [IF ASKED: THIS SURVEY WILL TAKE 15 MINUTES]

CODE ONE ONLY

Yes – available now

Yes – later MAKE APPOINTMENT

No/Refused THANK AND CLOSE

REASSURANCE [AS NECESSARY]:

The results of this survey will be held in the strictest of confidence, and your answers will not in any way be attributed to your name. The interview will be conducted within the Code of Conduct of the Market Research Society, and all of your answers will be treated in the strictest confidence. No sales or other consequences will result from taking part.

We will not pass on your personal details to any third parties. If you have any concerns about the validity of this research you can contact the Market Research Society on Freephone 0500 39 69 99

You will be asked some questions of a personal financial nature. Please be assured that this will be used for classification purposes only and will remain strictly confidential.

Thank you for agreeing to participate in our research.

SCREENING QUESTIONS

Reduced number of options – “blinds” are not needed as were are not screening from a general online sample

S1 Firstly, do you hold a savings account? It can be either in your own name or jointly with others.

DO NOT READ OUT

Yes

No

Don't know (DNRO)

Refused (DNRO)

MUST CODE YES TO CONTINUE. ALL OTHERS CLOSE

S2 And what is your age please?
Please type in

NUMBER

Don't know (DNRO)

Refused (DNRO)

CLOSE IF AGED LESS THAN 55

Screening out heavy internet users

C9 How many hours a week do you use the internet on average?

SINGLE CODE

Less than one hour

1-2 hours

3-5 hours

6-7 hours

8-10 hours

11-14 hours

15-19 hours

20 hours or more

Don't Know (DNRO)

CLOSE IF USE INTERNET FOR MORE THAN 10 HOURS

S3. RECORD GENDER. DO NOT ASK.

Male

Female

C7 In which part of the country do you live?

INTERVIEWER CODE TO REGION

London
 South East
 South West
 West Midlands
 North East
 North West
 Yorkshire & the Humber
 East Midlands
 East England
 Wales
 Scotland
 Northern Ireland
 Refused (DNRO)

C3 What is your TOTAL ANNUAL HOUSEHOLD INCOME from all sources BEFORE TAX and other deductions?

C4 And what is your TOTAL ANNUAL PERSONAL INCOME from all sources BEFORE TAX and other deductions

SINGLE CODE

Up to £9,499
 £9,500 - £19,999
 £20,000 - £34,999
 £35,000 - £49,999
 £50,000 – £74,999
 £75,000 - £99,999
 £100,000+
 Would rather not say (DNRO)

Introduction has been simplified for reading out

Firstly, we would like to find out more about the different types of savings accounts you have.

- We want to find out about all your accounts, including those that you keep open but don't really use anymore.
- We are only interested in the accounts that you have in the UK.
- Please don't include Premium Bonds provided by NS&I

For each of the following please tell me if you have the account, and if so, how many you have?

Q1. Firstly, do you have a [INSERT ACCOUNT]? If yes, how many?

I do not have the account
 ENTER NUMBER FROM 1 – 100
 Don't know
 Refused

Next, do you have a [INSERT ACCOUNT]? If yes how many?

**REPEAT FOR EACH ACCOUNT BELOW.
 SHOW DESCRIPTION ON SCREEN WITH NOTE TO PROVIDE DESCRIPTION ON
 REQUEST**

	Description of the account (if the respondent asks for a clarification)
a. Instant access cash ISA	A type of cash ISA <ul style="list-style-type: none"> • usually have a variable interest rate • may have a fixed introductory bonus rate for a set period (e.g. a year) • customers can usually withdraw money with no restrictions. • limits on how much you can save in ISAs each year. •
b. Fixed term cash ISA	A type of cash ISA <ul style="list-style-type: none"> • fixed interest rates for an agreed period of time (e.g. 12 months, 24 months etc), • funds are only accessible after a fixed term • penalties (e.g. losing interest) if you withdraw money before the end of the term
c. Stocks and shares ISA	Tax free account like a cash ISA BUT your money is invested in funds, bonds or shares in individual companies. Includes PEP ISAs
d. Instant (or 'easy') access savings account	<ul style="list-style-type: none"> • you can add and withdraw money as you wish • usually the most straightforward accounts • there might be some restrictions, e.g. on how often you can make withdrawals • some have a fixed introductory bonus rate for a set period (e.g. a year)
e. Notice account	You need to let the provider know in advance (e.g. 30 days) when you want to withdraw money or you face a penalty, such as losing interest.
f. Regular savings account	You need to pay in money every month. If you don't add money every month you may lose interest.
g. Fixed term bond or	fixed interest rates for an agreed period of

savings accounts	time (e.g. 12 months, 24 months) funds are only accessible after a fixed term penalties (e.g. losing interest) if you withdraw money before the end of the term
h. Children's saving account	Junior ISA Children's savings account (instant access) Children's savings accounts (fixed term) Child Trust Funds
i. Credit Union savings account	Any savings with a Credit Union Usually offer a dividend rate rather than an interest rate Some credit unions offer accounts with advertised interest rates

CLOSE IF NO SAVINGS ACCOUNTS IN SCOPE ARE CODED AT THIS POINT. STOCKS AND SHARES ISAS ACCOUNTS ARE NOT IN SCOPE

Introduction has been simplified for reading out

Q2 People sometimes have savings accounts that they keep open but do not actually use anymore. For example, all or most of the money in the account may have been moved to another account or spent.

But you may keep very little money in it, for example, £1, just to keep it open.

I am now going to read you out a list of the accounts that you said that you have. For each one please tell me whether it is active or dormant.

[SHOW LIST OF ACCOUNTS AT Q1. READ OUT LIST AND GET ANSWER OF WHETHER ACTIVE OR DORMANT FOR EACH – SINGLE CODE]

Account name	Active	Dormant
[ACCOUNT 1]		
Etc.		

IF ALL ACCOUNTS ARE DORMANT, THEN CLOSE.

IF RESPONDENT HAS MORE THAN FIVE ACTIVE SAVINGS ACCOUNTS AT Q2:

Q2a. So that we can limit the number of the accounts that you are asked about, please now think of the five accounts that are most important to you. They may be the most important because you use them most frequently, they are where most of your money is held or you may want to include recently opened accounts. Please do not select any more than three of any one type.

[SHOW LIST OF ACCOUNTS AT Q2. READ OUT LIST AND GET ANSWER OF WHETHER ACTIVE OR DORMANT FOR EACH – SINGLE CODE]

Account name	MULTICODE UP TO FIVE ACCOUNTS AND UP TO THREE OF EACH TYPE
[ACCOUNT 1]	
Etc.	

Q3 Now we want to find out more about the different accounts you have and use.

All your answers are completely anonymous and confidential – we are interested in the overall picture of saving across the UK public. But if you do not feel comfortable providing some of the information, then you don't have to.

[GO THROUGH ALL ACCOUNTS IN SCOPE FROM Q1 OR Q1A IF Q1A ASKED, WITH A COUNTER FROM Q2]

You said that you have a ... **[INSERT ACCOUNT TYPE FROM Q1]**

- a) Which bank, building society or credit union provides it?
- b) When did you open this account?
- c) Roughly how much money do you have in it?
- d) And what type of interest rate does it have? Is it a variable or a fixed rate?
- e) **[IF VARIABLE, THEN ASK WHICH PARTICULAR TYPE FROM THE LIST BELOW]**

•
SHOW ALL ACCOUNTS IN SCOPE FROM Q2 OR Q2A IF Q2A ASKED. [INTERVIEWER TO RECORD THE RESPONSES IN THE TABLE WITH ONE ROW FOR EACH SEPARATE ACCOUNT]

ON EACH ROW SHOW THE SHORT VERSION PRODUCT NAME (I.E. FROM FIRST COLUMN @ Q1) IN THE SINGULAR (I.E. INSTANT ACCESS CASH ISA)

EXAMPLE:

**INSTANT ACCESS CASH ISA 1
INSTANT ACCESS CASH ISA 2
INSTANT ACCESS CASH ISA 3]**

Account type	A. Provider	B. When was the account opened?	C. Balance in the account at the moment (your best estimate)	D. Which type of interest rate
[Account 1 identified]	[Drop down list] SINGLE CODE Bank of Scotland Barclays BM Savings (Birmingham Midlands) Britannia Co-op Coventry First Direct Halifax HSBC ING Direct Leeds & Holbeck Lloyds Bank M&S Bank National Savings Nationwide NatWest Post Office Royal Bank of Scotland Sainsbury's Bank Santander Tesco TSB Virgin Money Yorkshire Bank Yorkshire Building Society Other (please type in) Don't know (DNRO)	[Drop down list] SINGLE CODE In the last year 1-2 years ago 2-3 years ago 3-5 years ago 5-10 years ago More than 10 years ago Don't know (DNRO)	[drop down list] SINGLE CODE Nothing Less than £10 £10 to £99 £100 to £499 £500 to £999 £1,000 to £4,999 £5,000 to £9,999 £10,000 to £19,999 £20,000 to £29,999 £30,000 to £39,999 £40,000 to £49,999 £50,000 to £99,999 £100,000 plus Prefer not to say (DNRO) Don't know (DNRO)	[drop down list] SINGLE CODE Variable rate with an initial time limited bonus rate Variable rate tracking a specific rate (e.g. Bank of England base rate) Variable rate (with no bonus or tracker) It is a variable rate, but I am not sure which in particular Fixed rate (guaranteed rate for a set period, excluding bonus rates) Don't know (DNRO) Other (DNRO)

[Account 2 identified]				
...	

IF NO MONEY IN ANY ACCOUNT PLEASE CLOSE.

Additional question to check on channel usage

Q3b How do you usually manage your savings account(s) (that is, pay in or withdraw funds, or check the balances)? Choose all that apply.

READ OUT. MULTICODE

Online

In branch

By phone

By post

Other (Specify) (DNRO)

Don't know (DNRO)

Refused (DNRO)

Q5 to Q7 deleted

Q8 and Q9 moved to after Q32

ASK ALL WITH MORE THAN ONE ACCOUNT CODED @ Q3

Q10 Now, thinking about all your savings, what is the total value of all of your savings (excluding pensions and mortgages)?

SINGLE CODE. PROBE INTO CATEGORIES

£1-£499

£500 - £2,000

£2,001 - £5,000

£5,001 - £7,500

£7,501 - £10,000

£10,001 - £15,000

£15,001 - £20,000

£20,001 - £30,000

£30,001 - £40,000

£40,001 - £50,000

£50,001 - £75,000

£75,001 - £100,000

£100,001+

Don't know (DNRO)

Prefer not to answer (DNRO)

Q11 deleted

ASK ALL

- Q12 Now we want to find out more about your main bank, building society or credit union.
Thinking about the main financial products you hold, which bank, building society or credit union do you think you have your main relationship with?

[INTERVIEWER TO RECORD. DNRO. SINGLE CODE]

Bank of Scotland
Barclays
Co-op
First Direct
Halifax
HSBC
Lloyds Bank
M&S Bank
Nationwide
NatWest
Post Office
Royal Bank of Scotland
Sainsbury's Bank
Santander
Tesco
TSB
Yorkshire Bank
Virgin Money
Credit Union
Other (please type in)
Would rather not say **SKIP TO Q18**

Q13 deleted

- Q14 What financial products do you have with [INSERT NAME FROM Q12]?

SINGLE CODE. READ OUT.

A current account: (a bank account used for day to day money management, typically having a payment card, which may or may not include an overdraft)
A savings account (including ISAs)
A mortgage
A credit card
Other loan product
Insurance
None of these
Don't know (DNRO)
Refused (DNRO)

Q15 deleted, no Q16, Q17 deleted

**ASK FOR ALL ACCOUNTS OPENED IN THE LAST 12 MONTHS Q3B – IN THE LAST YEAR
IF THERE IS MORE THAN ONE ACCOUNT, THEN PICK THE ONE WITH THE HIGHEST BALANCES. IF TWO ACCOUNTS HAVE THE SAME BALANCES, THEN PICK AT RANDOM**

Q18 to Q20 have been re-worked to be suitable for telephone.

Q18 You said that you opened your ([INSERT ACCOUNT TYPE]), held with [PROVIDER] in the last year.

We want to find out what information you checked before opening this account.

Before you opened this account, did you look at or consider any other offers from your existing provider or other providers?

SINGLE CODE

Yes **SKIP TO Q18c**

No **ASK Q18B THEN SKIP TO Q21**

Don't know (DNRO) **SKIP TO Q21**

Refused (DNRO) **SKIP TO Q21**

Q18b) In that case, how did you find out about your account? Please tell us which of the following apply:

READ OUT. SINGLE CODE.

My savings account provider approach me directly

I went directly to a provider with which I already had an existing relationship (e.g. a personal current account)

I took out my savings account at the same time as I took out another product (e.g. a current account)

Other (specify) (DNRO)

Don't know (DNRO)

Refused (DNRO)

Q18c) We want to find out more about what you did whilst shopping around for your account. Did you....?

[READ OUT THE TITLE OF THE SECTION FIRST, E.G. 'LOOKED AT WEBSITES OR NEWSPAPERS', AND IF THE RESPONDENT SAYS 'YES', THEN ASK FOLLOW UP QUESTIONS. MULTICODE ENTIRE LIST BELOW, DO NOT ALLOW CODING OF TITLE]

Look at information on savings accounts provided on websites or in newspapers? YES/NO

[IF YES] What in particular did you check?

- Website of your main financial institution
- Website of the eventual provider of your account
- Website of another financial institution
- A comparison website e.g. moneysupermarket.com or best buy tables online
- Looked at newspaper articles about savings accounts
- Looked at best buy tables in national newspapers

Speak to someone about the account? YES/NO **[IF YES]** Whom did you speak to? Someone...

- at a branch of your main financial institution
- at a the branch of the eventual provider of your account (where different to your main financial institution)
- at a branch of another financial institution
- at the call centre of your main financial institution
- at the call centre of the eventual provider of your account
- at the call centre of another financial institution
- friends/family
- an independent financial adviser

Look at promotional material sent to you directly, e.g. by post? YES/NO **[IF YES]** Who sent you this promotional material?

- My existing savings/personal current account providers (newsletters, magazines, emails etc)

Other savings providers

Other (please specify)

None of the above (DNRO)

Q21 Which of the following types of providers would you have been willing to choose for this savings account?

- a) A provider where I already had a savings relationship
- b) A provider where I already held a current account
- c) A provider where I did not hold any products

SINGLECODE

Yes

No

Don't know (DNRO)

Refused (DNRO)

Q22 And thinking about types of providers more generally, which of these did you consider for your [INSERT SAVINGS ACCOUNT]?

Well-known banks (high street names)

Well-known building societies (high street names)

A bank I had not heard of but that had appeared at or near the top of the price comparison sites or best buy tables

A building society I had not heard of but that had appeared at or near the top of the price comparison sites or best buy tables

A provider which was covered by the Financial Services Compensation Scheme (FSCS)

National Savings and Investments

SINGLECODE

Yes

No

Don't know (DNRO)

Refused (DNRO)

ASK ALL

SWITCHING QUESTIONS

Q23a is a simplified version of the online question

Q23a) Have you switched any of your savings accounts in the last 3 years?

Please include both switching to a different provider and switching to a new account offered by your existing provider.

SINGLECODE

Yes

No

Don't know (DNRO)

Refused (DNRO)

IF YES

Thinking about the most recent time you switched, which of the accounts you told me about is the account that you switched to?

[DISPLAY LIST OF ALL ACCOUNTS HELD FROM Q3 AND NOTE THE ACCOUNT THAT THEY SWITCHED LAST]

And the last time you switched, did you switch to a different provider or just to a different account offered by your existing provider?

SINGLECODE

Different provider

Existing provider

I switched to a different account which is not listed above

Don't know (DNRO)

Refused (DNRO)

[IF REQUESTED, EXPLAIN WHAT SWITCHING MEANS: *‘Switching’ means that you have replaced an old account by moving most or all of your balances to a new account of the same type and using it for your savings needs. You may have remained with the same provider.*

You may have left a small amount of money in your old account just to keep it open in case you need it, or you may have closed it.]

ALL WHO HAVE SWITCHED.

Q24 Thinking about the LAST TIME you switched your savings account, why did you switch?

DNRO. MULTICODE. WRITE IN IF NECESSARY.

My bonus rate expired and I found a better rate
 My rate was cut by the provider and I found a better rate
 My rate had not been cut, but I found a better rate
 I changed my current account provider and changed my savings account too
 I was dissatisfied with my current provider’s quality of service
 I experienced problems with the way my account was managed
 I did not feel my money was safe with my existing provider
 I encountered charges or penalties that I did not expect
 I wanted access to a larger number of branches
 I wanted better internet access
 Family or friends advised me to do so
 Other (please specify)
 Don’t know
 Refused

Q25 and Q26 deleted

ALL ACCOUNTS THAT ARE OLDER THAN 3 YEARS, I.E. CODED 3 TO 5 @ Q3 AND CODED 0 @ Q23

Q27 You said that you have **[INSERT NUMBER OF ACCOUNTS THAT ARE OLDER THAN 3 YEARS]** accounts that you have held for longer than 3 years.

In the last 3 years, have you **seriously considered switching** any of these accounts

SINGLE CODE. READ OUT

YES, but I did not switch
 YES, and I switched but left the account open after switching
 NO
 Don’t know (DNRO)
 Refused [DNRO]

[LIST ALL ACCOUNTS OPENED MORE THAN 3 YEARS AGO AND DON'T KNOW'S FROM Q3 AND REMIND THE RESPONDENT ABOUT THE ACCOUNT, IF NECESSARY]

ASK FOLLOW-UP QUESTION TO ALL CODING "YES, BUT I DIDN'T SWITCH' IN @Q27.

Q28 Which of the following are reasons why you considered switching but decided not to switch your account or accounts? You can choose more than one option.

READ OUT. RANDOMISE

I found that there's very little difference in interest rates offered in the market

My balances are not high enough to gain enough from switching

It's too much hassle to move

I worry about something going wrong if I move money

I just haven't gotten round to doing this yet

I don't know how to switch

Other (specify)

Don't know (DNRO)

Refused (DNRO)

Q29 has a shortened response set

**ASK ALL WHO HAVE NOT CONSIDERED SWITCHING ANY ACCOUNTS
(NONE OF THESE AT ALL OF Q27)**

Q29 Which of the following best describe why you haven't considered switching your accounts?

RANDOMISE. READ OUT.

No reason – I just haven't thought about it
 I hold other financial products with my current provider
 My current provider has a local branch
 I don't trust the switching process It takes a lot of time and effort to switch
 Other providers do not offer significantly better products or rates
 I am happy with the quality of service
 Other (specify) (DNRO)
 Don't know (DNRO)
 Refused (DNRO)

ASK ALL WITH EASY ACCESS ACCOUNTS

Q30 We'd like to understand what is important to you when choosing an easy access savings account. I'm going to read you out a list. Please tell me which THREE were most important.

ASK ALL WITH CASH ISA

Q31 **Thinking now about choosing a cash ISA** which THREE were most important when you were last thinking about choosing that

RANDOMISE. READ OUT. MULTICODE UP TO THREE

A market leading interest rate (i.e. at or near the top of the best buy tables)
 An interest rate that is in line with offers by the main high street providers
 Having all your accounts with the same provider
 Convenient to access and use whether online, phone, branch or by post
 Holding your savings with your main current account provider
 A well-known provider (i.e. a big name on the high street)
 A provider I trust
 A new provider that has recently started offering savings accounts
 Past experience with the provider
 None of the above (DNRO)
 Don't know (DNRO)
 Refused (DNRO)

IF MORE THAN ONE ACCOUNT HELD AT Q3 FIND THE ACCOUNT WITH THE HIGHEST BALANCE AT Q3 (B)

FROM Q3 (B) CHOOSE THE ACCOUNT WITH THE HIGHEST BALANCE. IF TWO OR MORE ACCOUNTS ARE CODED AS THE SAME BALANCE, CHOOSE ONE AT RANDOM.

IF NONE ARE GIVEN A BALANCE AT Q3(B) I.E. ALL CODED DON'T KNOW / RATHER NOT SAY, SHOW LIST OF ACCOUNTS AND ASK Q32

Q32 Here is a list of the accounts you've told us about. Please remind me which of these currently has the highest balance? You don't have to say what the balance is, please just choose the account with the highest balance.

SINGLE CODE

LIST ACCOUNTS

Don't know (DNRO)

Refused (DNRO)

IF DON'T KNOW OR REFUSE, CHOOSE AN ACCOUNT AT RANDOM

AUTOCODE IF ONLY ONE ACCOUNT

AWARENESS OF INTEREST RATES ON ACCOUNTS (ALL ACCOUNTS)

The next questions are about your [**insert chosen account – name, provider, when opened**], as you have the highest balances in this account.

Q8

We want to find out whether people know the interest rates on their savings accounts.

- If you do not know what the rate is, then please say so.
- If you do not know the exact rate, then your best estimate is fine.

What do you think the interest rate is on your [**ACCOUNT TYPE**]?

[INTERVIEWER TO RECORD NUMBER %: ENTER % TO 2 DECIMAL PLACES]

Don't know (DNRO)

Refused (DNRO)

IF RECORD A NUMBER, THEN ASK A FOLLOW UP QUESTION:

- Q9 Do you think that is the exact rate, is it an estimate based on information that you've recently received about the rate or is your answer a guess? IF A GUESS What did you base your guess on?

SINGLE CODE. READ OUT.

I think that is the exact rate

It's an estimate based on information that I've recently received about the rate
It is a guess based on what the rate was when I opened the account, but it might have changed

It's a guess based on the rates I think are generally available now

It's a guess based on something else

None of these (DNRO)

Don't know (DNRO)

Refused (DNRO)

Reduced number of responses options

- Q33 How often, if at all, do you check what interest rate is paid on this account and what would you do if rates on this account were reduced? Please tell me which one of the following statements most applies to you?

RANDOMISE. READ OUT. SINGLE CODE.

I actively monitor the rates on this account with a view to switching I don't frequently monitor rates on this account but might switch if my rates are reduced

I'm happy with this account and I am not likely to switch if rates change

I do not have enough money in this account to make monitoring rates worthwhile

I would switch if I were dissatisfied with service, I don't know nor care what the interest rate is on this account Other

Don't know (DNRO)

Refused (DNRO)

AWARENESS OF OTHER SAVINGS PRODUCTS OFFERED BY EXISTING PROVIDER**IF ACCOUNT IS FIXED TERM ISA (B) OR FIXED TERM BOND (G) @ Q1
SKIP TO Q43***Q34 to Q38 deleted*

- Q39 Still thinking about your [INSERT ACCOUNT DETAILS] as far as you know, does the provider of this savings account currently offer ...?

SINGLE CODE. GET YES OR NO FOR EACH ONE

a) The same type of savings account at a better rate

b) The same type of account at similar rate to that you get now

c) The same type of account at a lower rate to that you get now

SINGLE CODE

YES

NO

DON'T KNOW (DNRO)

REFUSED (DNRO)

ASK ALL CODING YES AT A)

Q40 And how do you know about these accounts with better rates?

DO NOT READ OUT. MULTICODE.

My provider sent me some information
(e.g. by post)

This was mentioned when you visited the branch
You've looked up this information in the branch or
on their website

You found out from other sources e.g. best buy tables or price
comparison sites

Advertising on your online banking site

Other (Specify)

Don't know (DNRO)

Refused (DNRO)

Q41 to Q46 deleted

ACCOUNTS WITH BONUS RATES**ASK ALL WITH ACCOUNTS FROM Q3 THAT ARE NOT CODED AS HAVING A BONUS RATE EXCLUDING FIXED TERM PRODUCTS.**

Q47 Did any of the following accounts have an initial bonus rate?

An initial bonus rate is where the provider offers a higher rate for a fixed period (e.g. a year) when you first take out the account.

MULTICODE. READ OUT.**LIST ACCOUNTS FROM Q3 THAT ARE NOT CODED AS HAVING A BONUS RATE**

Can't remember / don't know (DNRO)

Refused (DNRO)

ALL HOLDING INITIAL BONUS ACCOUNTS FROM Q3 OR Q47 AND OPENED IN LAST FIVE YEARS FROM Q3. Q48 TO Q52 ONLY FOR THE MOST RECENT INITIAL BONUS ACCOUNT HELD

Q48 Thinking about the most recently held account with an initial bonus rate, would you say you.....

- a) Were aware of the bonus when you took out the product
- b) Chose the account mainly because of the bonus rate
- c) Chose the account for reasons other than the bonus rate
- d) Intended to move your money to another account when the bonus rate expired

SINGLE CODE

Yes

No

Don't know (DNRO)

Refused (DNRO)

Q49 Did your provider contact you before the bonus rate was about to expire?

SINGLE CODE

Yes

No

Don't remember

Bonus rate has not yet expired **SKIP TO Q52**

Refused (DNRO)

Q50 Did you move your money to another account when the bonus rate expired?

IF YES: Was that to an account with the same provider or to an account with a different provider?

SINGLE CODE

Yes – another account with the same provider

Yes – another account with a different provider

No

Refused (DNRO)

ASK ALL SAYING NO WITH EXPIRED BONUS

Q51 Which of the following are reasons why you have not moved your money to another account?

READ OUT. RANDOMISE. MULTICODE

I forgot about when the bonus rate would expire
 I intend to, but haven't gotten round to it
 There's not enough money in the account to make it worthwhile switching
 I couldn't get a much better rate elsewhere
 My provider gave me another bonus rate
 It takes too much time and effort to move accounts
 I worry about errors / losing money when moving accounts
 Other reason (specify)
 Don't know (DNRO)
 Refused (DNRO)

DISADVANTAGEOUS RATE CHANGES**ASK ALL**

Q52 Has your provider ever reduced interest rates on any of your accounts (excluding bonus rate expiry)?

SINGLE CODE

Yes
 No **SKIP TO Q56**
 Don't know (DNRO)
 Refused (DNRO)

Q53 Did your provider notify you of the rate cut?

SINGLE CODE

Yes
 No
 Don't remember
 Refused (DNRO)

Q54 Did you switch to a different account after the rate cut?

IF YES: Was that to an account with the same provider or to an account with a different provider?

SINGLE CODE.

Yes – another account with the same provider **SKIP TO Q56**
 Yes – another account with a different provider **SKIP TO Q56**
 No
 Don't know (DNRO) **SKIP TO Q56**
 Refused (DNRO) **SKIP TO Q56**

reduced number of responses

ASK ALL SAYING NO

Q55 Why you didn't switch accounts?

READ OUT. MULTICODE.

I am planning to, but I just haven't gotten round to doing this yet

I can't gain much from switching

It's too much hassle to move

I worry about something going wrong if I switch

I'm happy with the service provided

Other (specify)

Don't know (DNRO)

Refused (DNRO)

Q56 and Q57 deleted

DEMOGRAPHIC QUESTIONS

Now, we have some questions to give us a profile of the kinds of people we interviewed for this survey

C1 Please tell me your employment status.

SINGLE CODE.

Employed full time
Employed part time
Self-employed
Not in paid employment
Student
Retired
Rather not say (DNRO)

C2 Are you...?

SINGLE CODE.

Married, in a civil partnership or living with your partner
Single
Widowed
Separated / divorced / dissolved civil partnership
Rather not say (DNRO)

C5 Do you have any children aged 15 or under living at home?

SINGLE CODE

Yes
No
Would rather not say (DNRO)

NOTE: FOR FCA SEGMENTATION

C6 Finally, We'd like to know the geographical spread of the people who take part in this survey. Could you please provide us with your postcode.

Prefer not to say (DNRO)

THANK AND CLOSE