



An Roinn Airgeadais
Department of Finance

Consumer Banking Survey April 2022



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1. Summary of Main Findings

This report contains the results of the Department of Finance Consumer Banking Survey, covering consumer experience and perceptions of the banking sector in Ireland. All interviews were conducted between 16th February and 11th April 2022 amongst a nationally representative sample of 1,507 adults aged 18+ years.

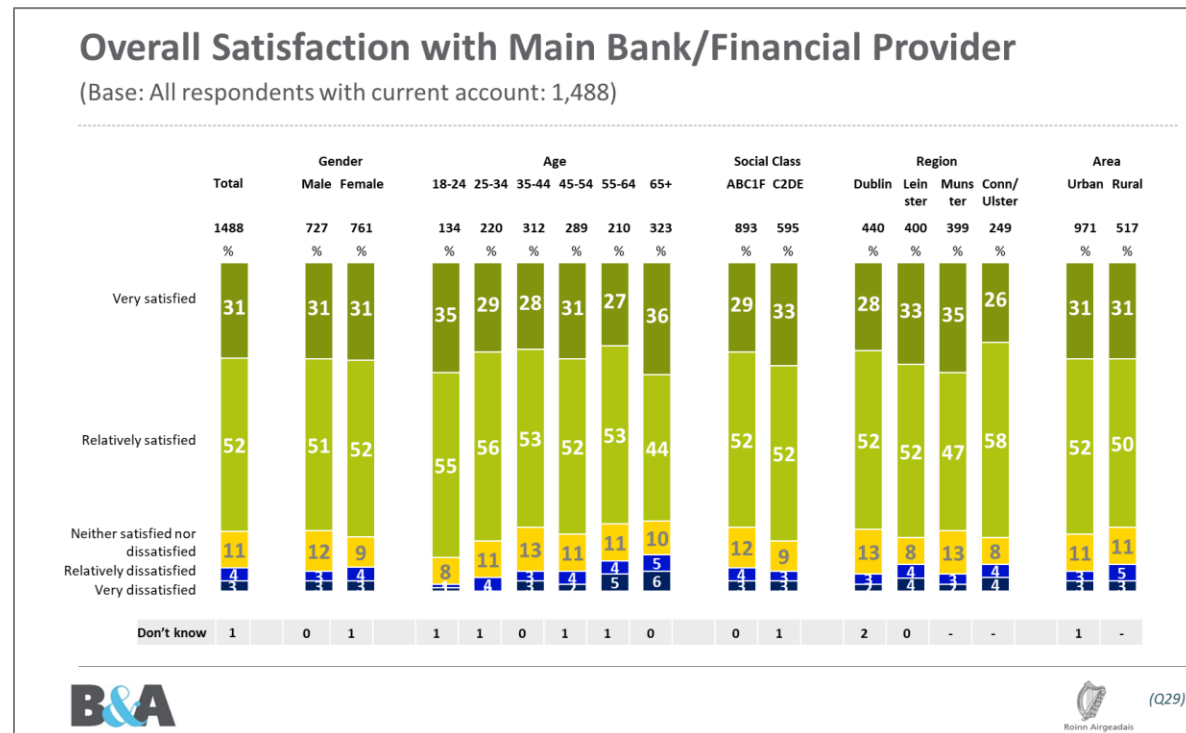
Interviewing was completed by Behaviour & Attitudes face-to-face interviewers using CAPI (Computer Aided Personal Interviewing). A number of sampling points were randomly selected, ensuring geographical representativity. Quotas were implemented on gender, age and social class to ensure a nationally representative sample.

1.1 Banking Experience & Switching

The pillar banks dominate in terms of main current account held, with 36% having their main current account with AIB, 34% with Bank of Ireland and 12% with Permanent TSB. 10% have their main current account with Ulster Bank or KBC. Both of these banks are in the process of leaving the Irish market.

44% of Irish adults rely on just one financial provider, with 57% having more than one financial provider. The majority of product holders tend to have their overdraft, credit card, savings account and mortgage with the provider where they have their main current account. Other financial providers are more likely to be used for car loans and other personal loans.

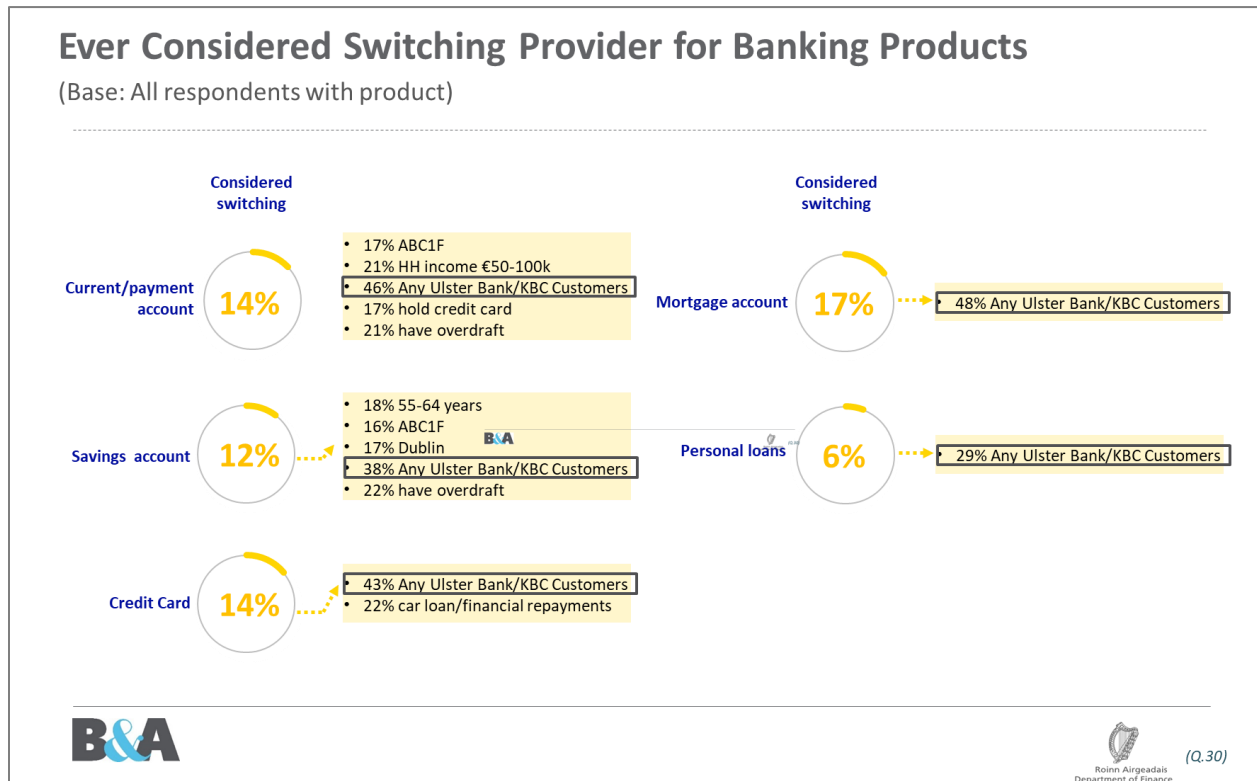
Almost 1 in 3 (31%) are very satisfied with their main provider overall, with an additional half (52%) being relatively satisfied. 7% are dissatisfied overall, with 11% being neither satisfied nor dissatisfied. Satisfaction is higher among those aged below 25 years.



More than 2 in 5 (42%) feel that the banking culture has improved in Ireland since the 2007/2008 financial crisis. But 27% feel it has gotten worse, with 31% feeling the banking culture has not changed at all.

Just 1% hold their main current account with Revolut. However, almost 1 in 5 (18%) use Revolut for banking/payments at least occasionally. The main appeal of FinTech providers versus the more traditional retail banks is that they offer instant money transfers, free banking and allow customers to split bills as well as providing a great/user friendly app. 3 in 5 (58%) FinTech customers strongly believe that the services offered by FinTech providers are a very good substitute for the services offered by more traditional banks.

Switching consideration for banking products is limited, with 17% having ever considered their mortgage provider. 14% have considered switching current account or credit card while 12% have considered switching their saving account. Lowest switching consideration is seen for personal loans (6%). It should be noted that these numbers are driven up by Ulster Bank and KBC customers who have to switch provider in the near future.

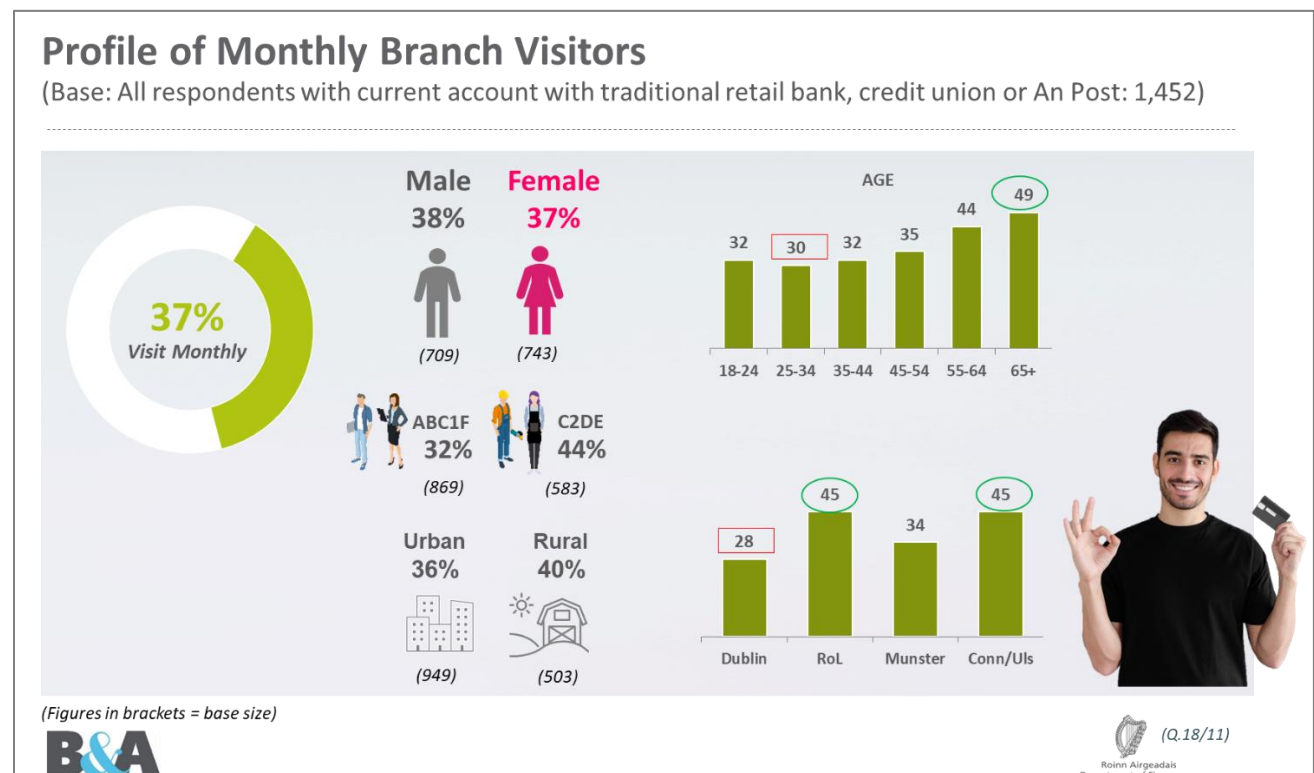


Actual switching is rarer still with only 2-5% switching in the past 5 years, depending on financial product. Among those who switched current account in the past 5 years, almost half found it very easy to switch. The main barriers for switching are inertia, a perceived difficulty in switching provider and a lack of alternative providers.

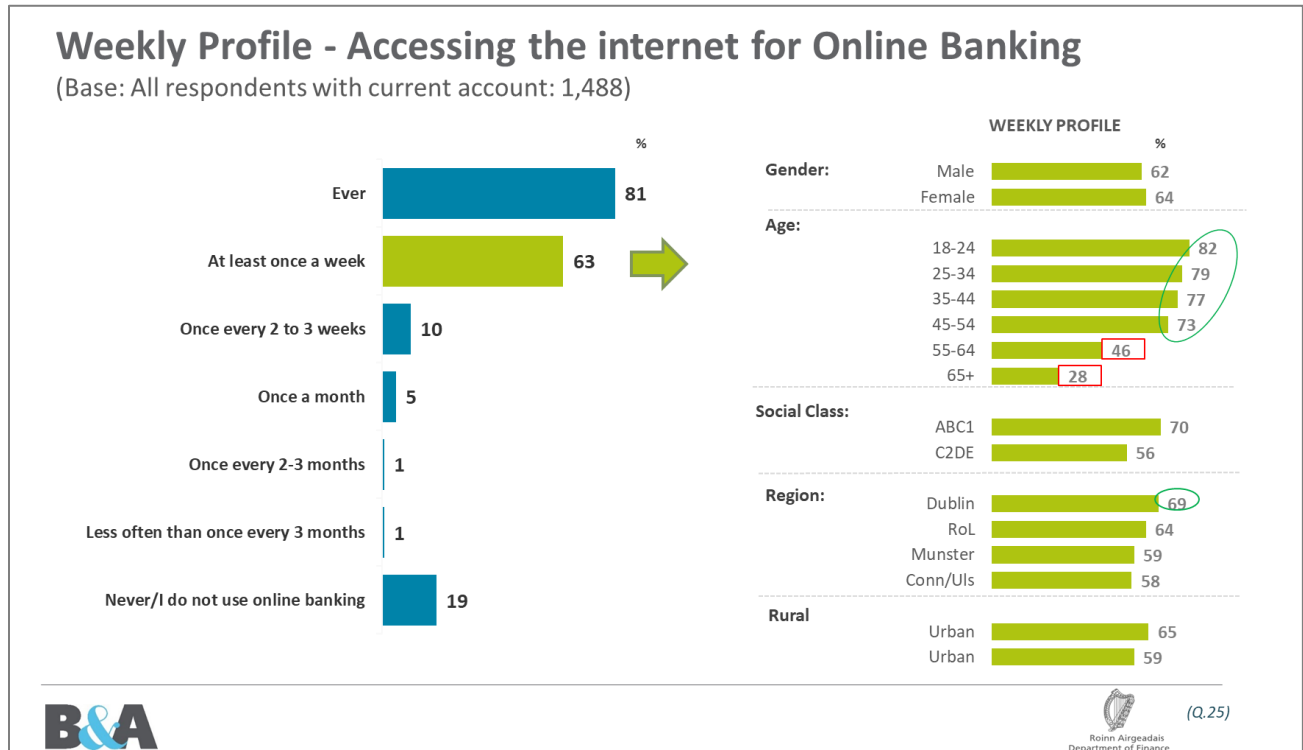
1.2 Channel Usage & Preferences

While almost half (47%) live within five kilometers from their main bank branch, almost 1 in 4 (24%) have to travel more than ten kilometers to get to a branch of their main bank. Unsurprisingly, Dubliners and those living in urban areas are best serviced by the branch network with the majority of those in these cohorts saying they have a branch within five kilometers of them. In rural areas, just 1 in 4 (26%) have to travel less than five kilometers to their branch.

37% of those with a current account with a traditional retail bank visit a branch at least once a month, with 15% visiting a branch at least once a week. Among those aged 55-64 years, 44% visit a branch at least monthly, with this proportion rising to 49% among those aged 65 years or older. The main drivers of branch visits are to lodge/withdraw cash and financial/product advice.

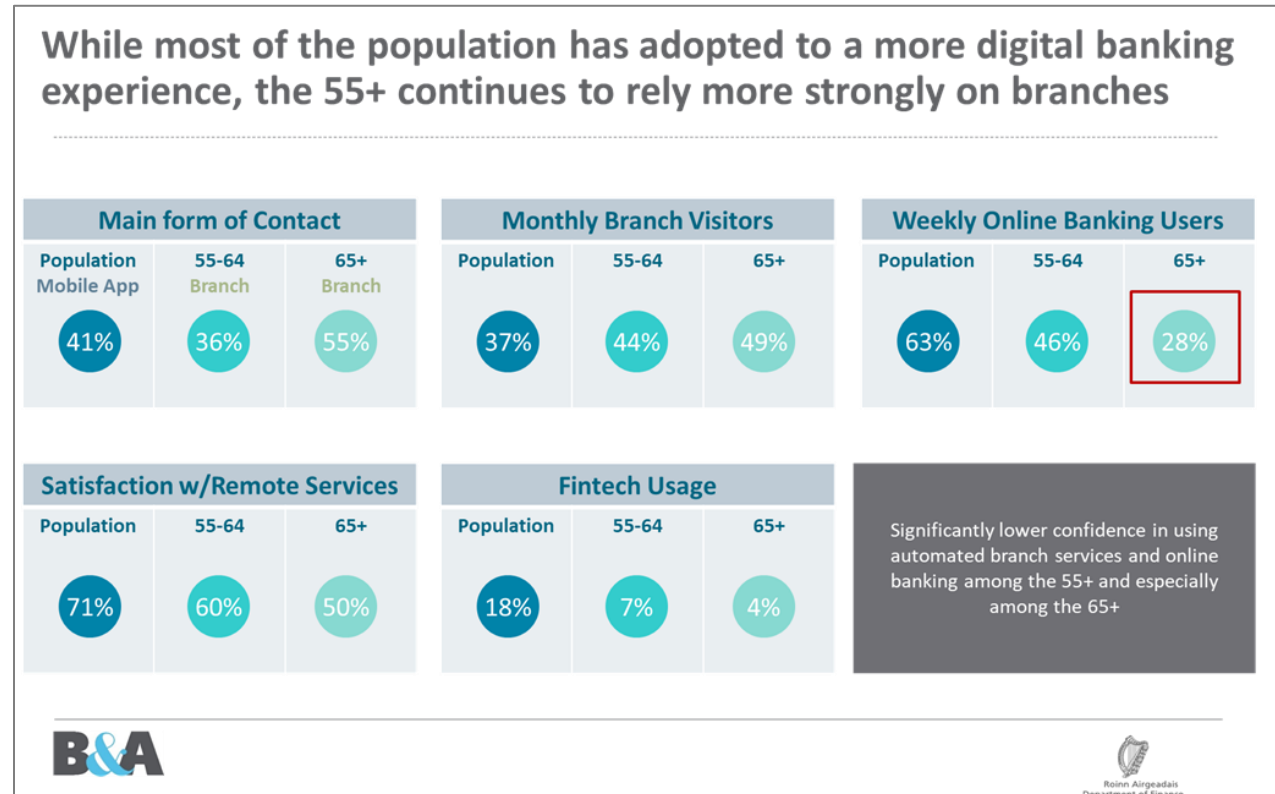


More than 4 in 5 (81%) of those with a current account use online banking, with 63% using online banking at least weekly. However, weekly usage of online banking is considerably lower among the older age groups. Just 46% of those aged 55-64 years use online banking weekly while this falls to just 29% among those aged 65 years or older.



Among those aged 18-44 years, confidence in automated branch services and ability to use online banking services is generally high. But the confidence is significantly lower among those aged 55-64 years and especially among those aged 65 years or older.

While most of the population has adapted to a more digital banking experience, those aged 55 years and older continue to rely more strongly on branches. For this age group, branches are the main form of contact with main bank. Also, this age group is less satisfied with remote banking services and less likely to use a FinTech provider.



While 4 in 5 prefer to use card payment over cash in-store, cash preference is higher among those aged 55 years and older. ATMs are the most common method of withdrawing cash.

2. Introduction

On 23rd November 2021, the Minister for Finance published the Terms of Reference¹ for a broad-ranging review of the retail banking sector in Ireland following a number of announcements which will result in significant changes in the structure of the sector.

This report presents the results from the survey of consumers commissioned by the Department of Finance to provide an understanding of consumers' experience and perceptions of the operation of the banking sector in Ireland. The survey was conducted by Behaviour & Attitudes Ltd (B&A), the independent market research company.

All interviews for the survey were conducted face-to-face between 16th February 2022 and 11th April 2022 using B&A's Computer Aided Personal Interviewing. In total, a nationally representative sample of 1,507 adults was obtained.

2.1 The Retail Banking Sector

Banks play a key role in Ireland's economic activity by safeguarding people's savings, providing credit to consumers and businesses, maintaining the flow of cash and ensuring appropriate access to retail banking services to all in society. Traditionally retail banking services in Ireland have been provided by banks, with additional choice provided by credit unions and An Post. More recently digital banks and non-banks have entered retail banking market providing some retail banking services to consumers and SMEs, their number and the number of customers they serve have been growing in recent years.

Irish consumers and SMEs are currently served by 5 traditional retail banks: AIB, BOI, PTSB, KBC and Ulster Bank (NatWest). In 2021 NatWest made an announcement that it intends to make a phased withdrawal from the Irish market. Shortly after NatWest's announcement, KBC made a similar announcement. Following the withdrawal of NatWest and KBC there will be 3 traditional banks operating in the retail banking sector in Ireland.

Also in 2021, Bank of Ireland closed 88 branches which equated to around one third of all its branches in Ireland. AIB closed a further 15 branches, while KBC is in the process of withdrawing, closing 16 branches. Ulster Bank will transfer 25 of its branches to PTSB and will close the remaining 63.

In addition to the consolidation in the retail banking market, Ireland continues to experience historically low levels of switching, which may act as a barrier to entry for new firms seeking to offer retail banking services in Ireland. The low rates of switching in mortgages and current/payment accounts persist despite efforts by the Central Bank of Ireland, the CCPC and the Department of Finance to address this issue. Many consumers will be forced to switch in the coming months as they react to NatWest and KBC's intentions to exit the Irish market.

¹The Terms of Reference for the Retail Banking Review is available at:<https://www.gov.ie/en/publication/ea57f-banking-review-terms-of-reference/>

A number of additional themes have emerged in the retail banking sector which will influence how it operates into the future. These include the following:

- Changing demographics
- Advances in financial technology (“fintech”)
- The expansion of non-banks in the retail banking sector
- Digitalisation; and,
- Changes to the regulatory framework.

The importance of the retail banking sector in supporting Irish consumers will remain unchanged as consumers will need a safe place to hold their savings, access credit and cash given the economic context.

2.2 Economic Context

While the Irish economy overall was well positioned in the opening months of 2022, during the fieldwork period, as it recovered from the lockdowns due to the COVID-19 pandemic the Russian invasion of Ukraine has sparked a chain of events that presents significant challenges to the outlook for inflation and growth and increasing the level of uncertainty. The National Income and Expenditure results for 2020, published in July 2021, confirm that the economy continued to recover following the onset of the COVID-19 pandemic with GDP increasing by 5.9 per cent in 2020.

2.3 Study Scope

The purpose of the survey is to provide data on the general public’s experiences and perceptions of the banking sector in Ireland:

- Banks and financial providers used, including FinTech
- Overall satisfaction with main bank
- Financial products/services held
- Drivers of FinTech growth
- Channel availability & usage – branch, digital & phone
- Channel satisfaction & preference – branch, digital & phone
- Confidence in automated branch services and ability to use online services
- Switching consideration and behaviour – by banking products
- Perception of competition/choice in the market
- Cash vs. card usage and preference in retail

The results are reviewed by sub-groups such as:

- Gender
- Age
- Social Economic Class
- Region
- Urbanisation

A number of other variables were used to report on the financial context:

- Household income
- Frequency of using online banking
- Financial literacy
- Financial situation
- Main bank current account held with

The following banking products were included in the study:

- Current accounts
- Savings accounts
- Credit cards
- Mortgage accounts
- Car loans/financing
- Overdraft
- Other personal loans

Time Period of Study

In reviewing results, it should be noted that the study took place over the period 16th February to 11th April 2022.

3. Methodology

This survey represents a Behaviour & Attitudes study of consumer experience and perceptions of the banking sector in Ireland. Fieldwork and analysis for the survey was carried out by Behaviour & Attitudes, the independent market research company.

3.1 Sample Selection

The study sample was selected at random through face-to-face interviewing and following a multi-stage sampling approach:

Sampling Stage I: Geographical stratification of sample proportionate to the profile of adults 18+

The sample was first stratified by a total of 17 broad regions within the four standard areas of Dublin, Rest of Leinster, Munster and Connaught/Ulster. This ensures a representative territorial spread of Primary Sampling Units across the country.

Within each cell of this matrix, the appropriate number of primary sampling units i.e. Electoral Divisions (EDs) was chosen using probability sampling procedures (proportionate to size of population).

A total of 188 sampling points were chosen, yielding 1,507 completed interviews.

Sampling Stage II: Selection of randomly generated addresses

In order to remove as much of the sampling process from the hands of the interviewer as possible a randomly selected starting address is drawn from the Geo Directory within each sampling point (the official Register of Irish household addresses). Each interviewer began his/her assignment of interviews starting at this address.

Within each sampling point, the interviewer was assigned a number of interviews to complete, in accordance with demographic controls for that region drawn from the Census/AIMRO data.

Rather than allowing the interviewers to decide which specific households are called to in pursuit of these quotas, he/she was issued with a single randomly generated private residence address, along with its GPS co-ordinates, so as to ensure unambiguous identification of that household (particularly important in rural areas where house numbering is less common).

From each chosen address, interviewers were instructed to follow a simplified random route procedure (e.g. first left, next right etc.) calling at every nth house to complete an interview, until the quotas had been filled. The nth house was defined differently for urban vs. rural areas where population density is less. Only one interview was harnessed per household.

Sampling Stage III: Quota controls & Filling of Quotas

Quota controls were applied on age, gender and social class to further ensure representativeness. Socio-economic class and occupation of respondents was coded according to the latest AIMRO agreed stratifications.

3.2 Sample Accuracy

The sample error for a survey of this nature is very good. The total sample of 1,507 respondents has a possible sample error of just +/-2.5% (at a 95% confidence level), while also providing robust measurement when analysing by sub-groups, e.g. demographics.

3.3 Collection of Data

Face to face interviews were conducted with 1,507 respondents aged 18 years or older. The interviews were conducted using CAPI (Computer Aided Personal Interviewing).

All interviews were conducted between 16th February and 11th April 2022. The typical face to face interview lasted 15 minutes.

Data from completed questionnaires was reviewed and analysed, and the results are presented in this report. The full study questionnaire is attached as an appendix to the report, and detailed results are presented in Sections 4-10.

3.4 Sample Size

Some 1,507 adults aged 18+ years participated in the face-to-face interviews. All interviewing was conducted by fully trained and experienced members of the Behaviour & Attitudes field-force, who work under direct supervision and are subject to rigorous quality controls.

All aspects of our CAPI survey operate to the guideline standards established by the company's membership of the MRS and ESOMAR (the international industry representative body).

All data was anonymised in line with Data Protection regulations and B&A ISO 27001:2013 Information Security Management system.

3.5 Limitations

The results set out in this document should be considered in the context of the following limitations:

1. The study provides the consolidated opinions of members of the general public in relation to their banking behaviour and attitudes to and perceptions of banking in general, but it is not a census of the entire population of Ireland.
2. Whilst every effort has been made to ensure that the study sample is as fully representative of the population as a whole as possible, it is possible that certain sub-groups are under-represented, e.g. people who are reluctant to take part in market research or people with limited ability to take part in a survey.
3. The study is based on recall of behaviour and attitudes towards banks/the banking sector. As such, customer expectations also play a role in the evaluation of the banking sector, not just the performance of the banks and the sector as a whole.

4. Please note that the figures in the report are based on rounded percentages, rather than to multiple decimal places, for ease of review. This is a standard occurrence in market research statistics and does not negate the accuracy of findings.

3.6 Privacy of the Respondent

Throughout the study process all interviews conducted with the general public were carried out on a confidential basis and the respondents' rights under the Data Protection Act(s) were fully observed, including the rights of respondents to choose not to answer or to end the interview at any stage.

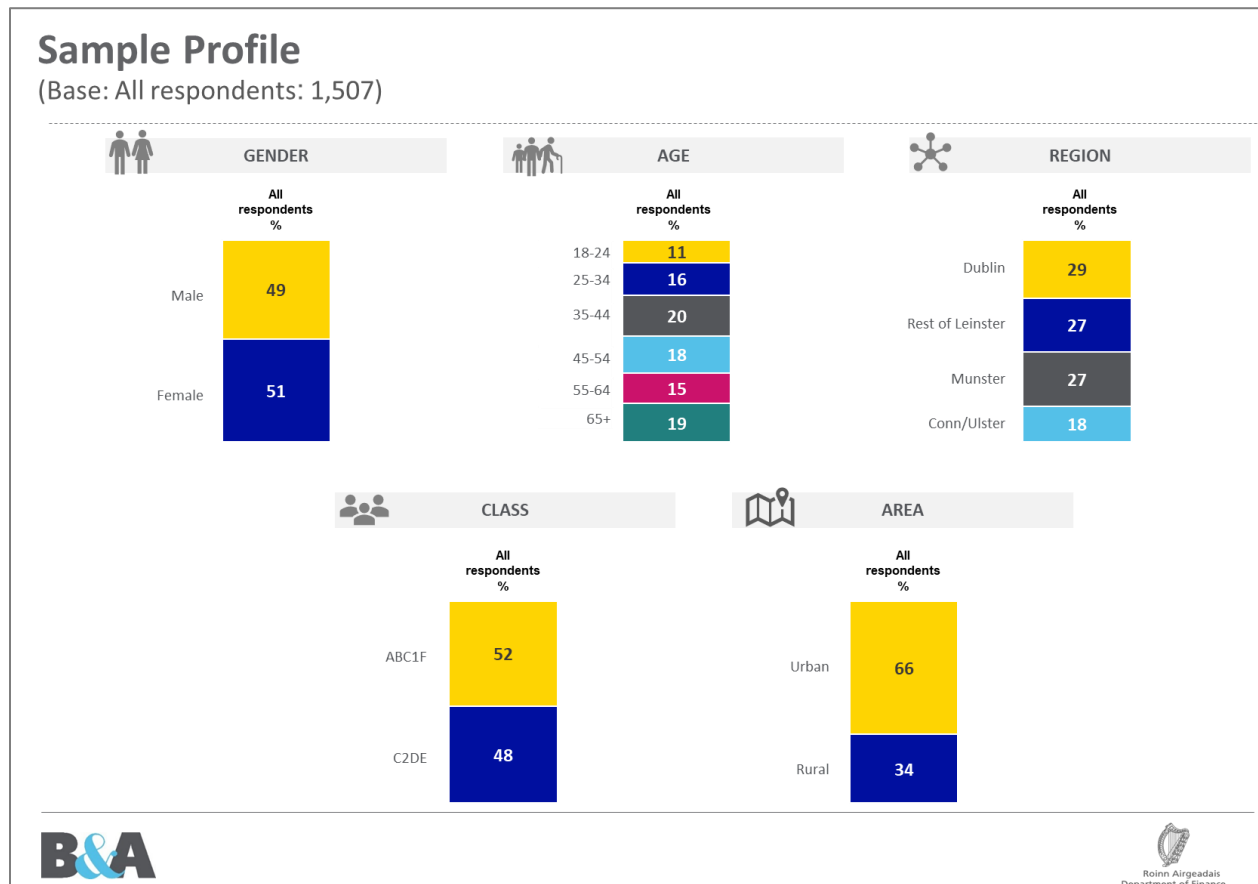
The Department of Finance had no specific interest in the individual financial affairs of any of member of the general public who participated in this study. Rather, the key objective was to better inform Government of the experience and perceptions of the general public in relation to the banking sector of Ireland.

We would like to express our sincere thanks to all those who have participated in this study.

4. Profile of Respondents

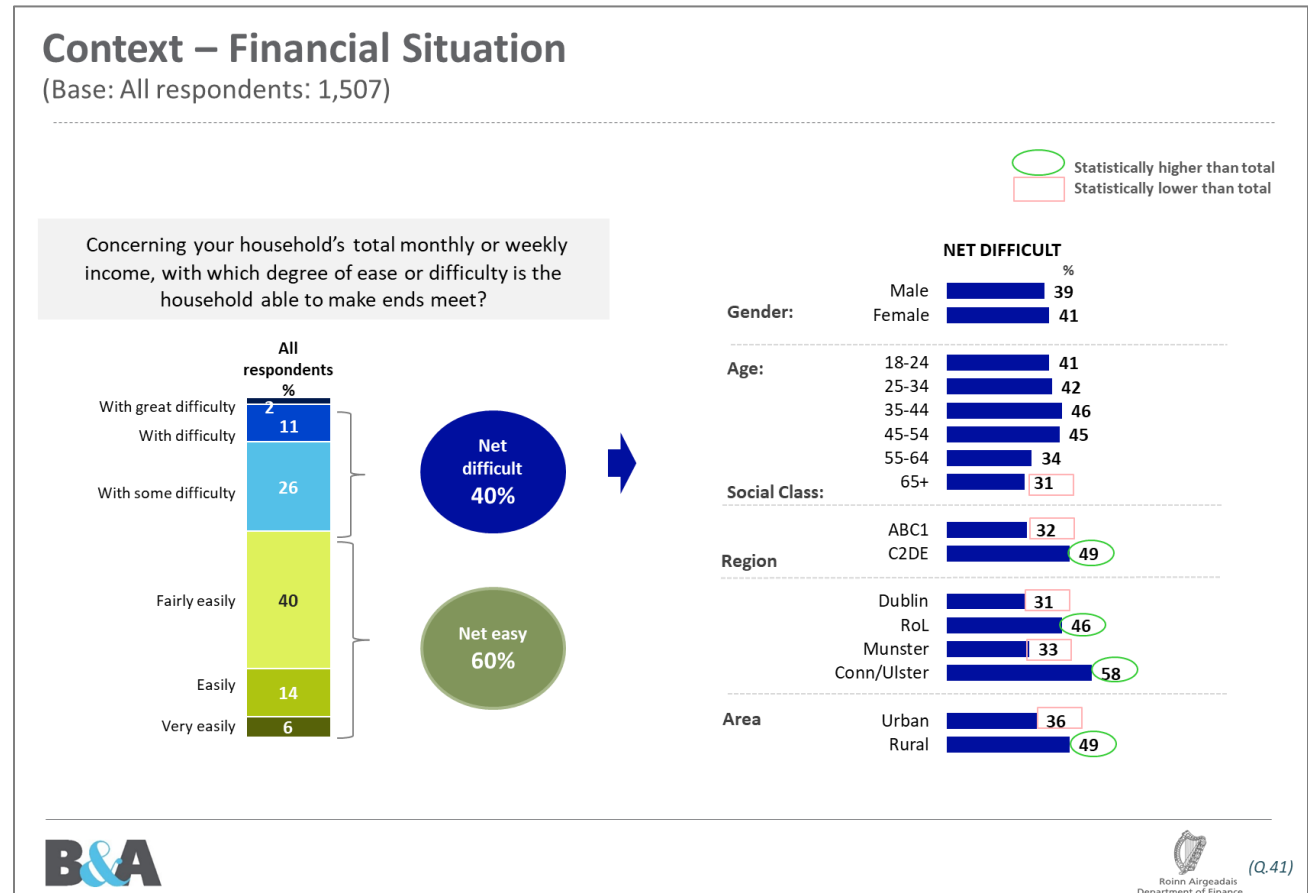
4.1 Analysis of Sample

Quotas on gender, age, region and social class were implemented to ensure a nationally representative sample of the population 18+ years. Corrective weighting was also applied at the analysis stage.



4.2 Financial Situation

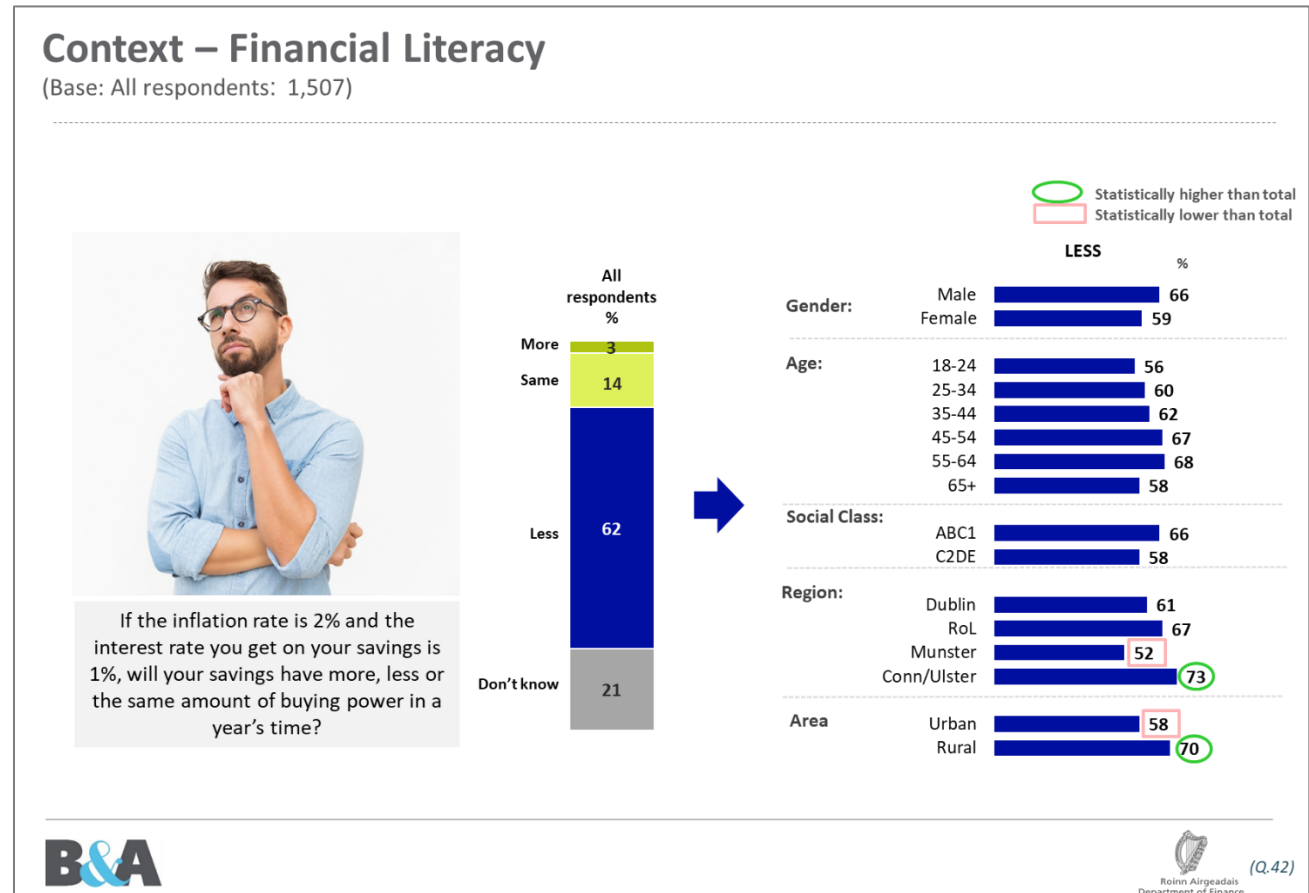
To understand the household's financial situation, the following question was asked: "Concerning your household's total monthly or weekly income, with which degree of ease or difficulty is the household able to make ends meet?"



The above illustrates that 2 in 5 adults have some degree of difficulty in making ends meet. The proportion finding it difficult is significantly higher amongst the working classes, those living in Leinster (excluding Dublin), Connaught/Ulster and rural areas.

4.3 Financial Literacy

To assess the financial literacy of the respondents, the following question was asked: "If the inflation rate is 2% and the interest rate you get on your savings is 1%, will your savings have more, less or the same amount of buying power in a year's time?"

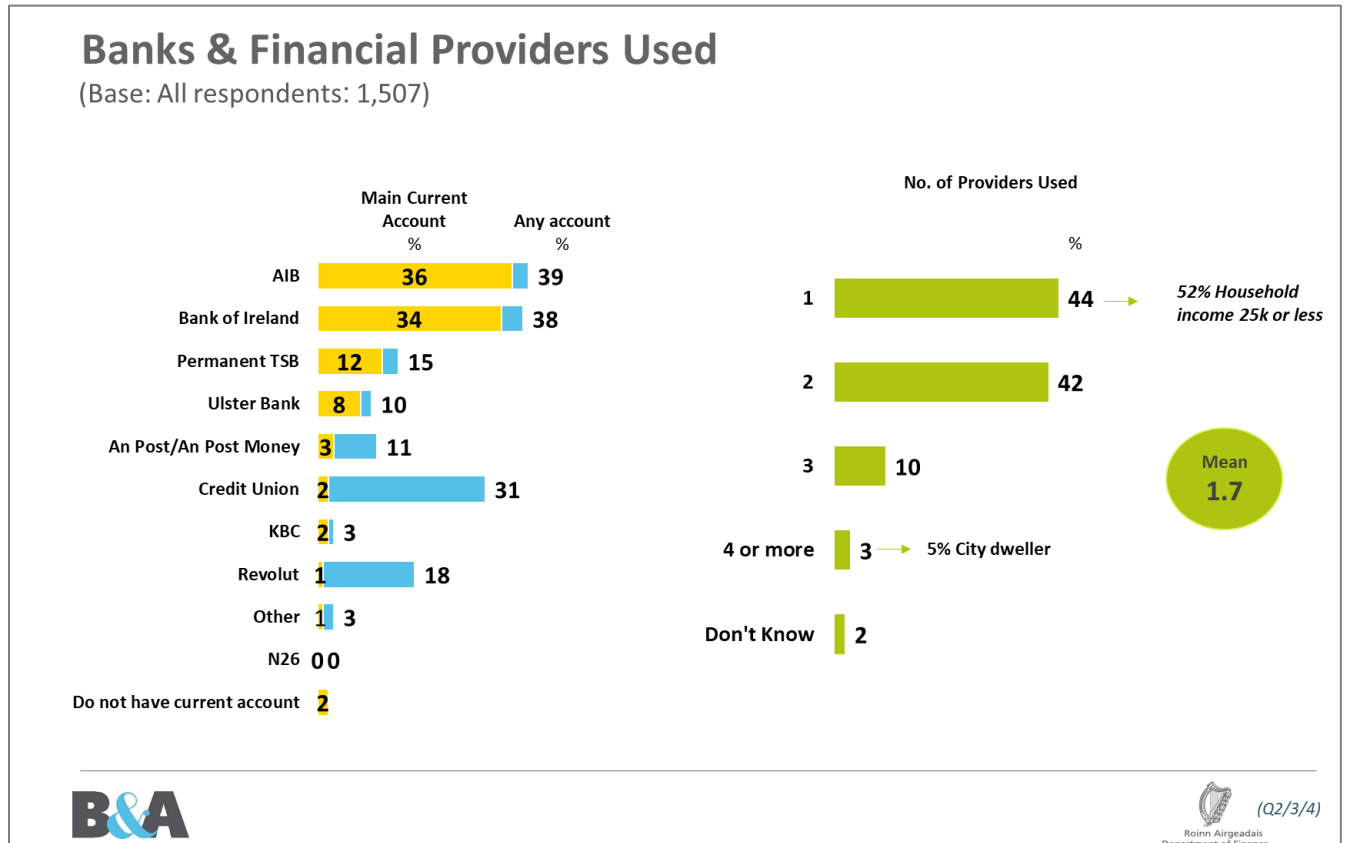


Over a third of adults were not able to answer the financial literacy test correctly with those living in Munster and urban areas less likely to be able to give the correct answer.

5. Banks & Financial Providers

5.1 Banks & Financial Providers Used

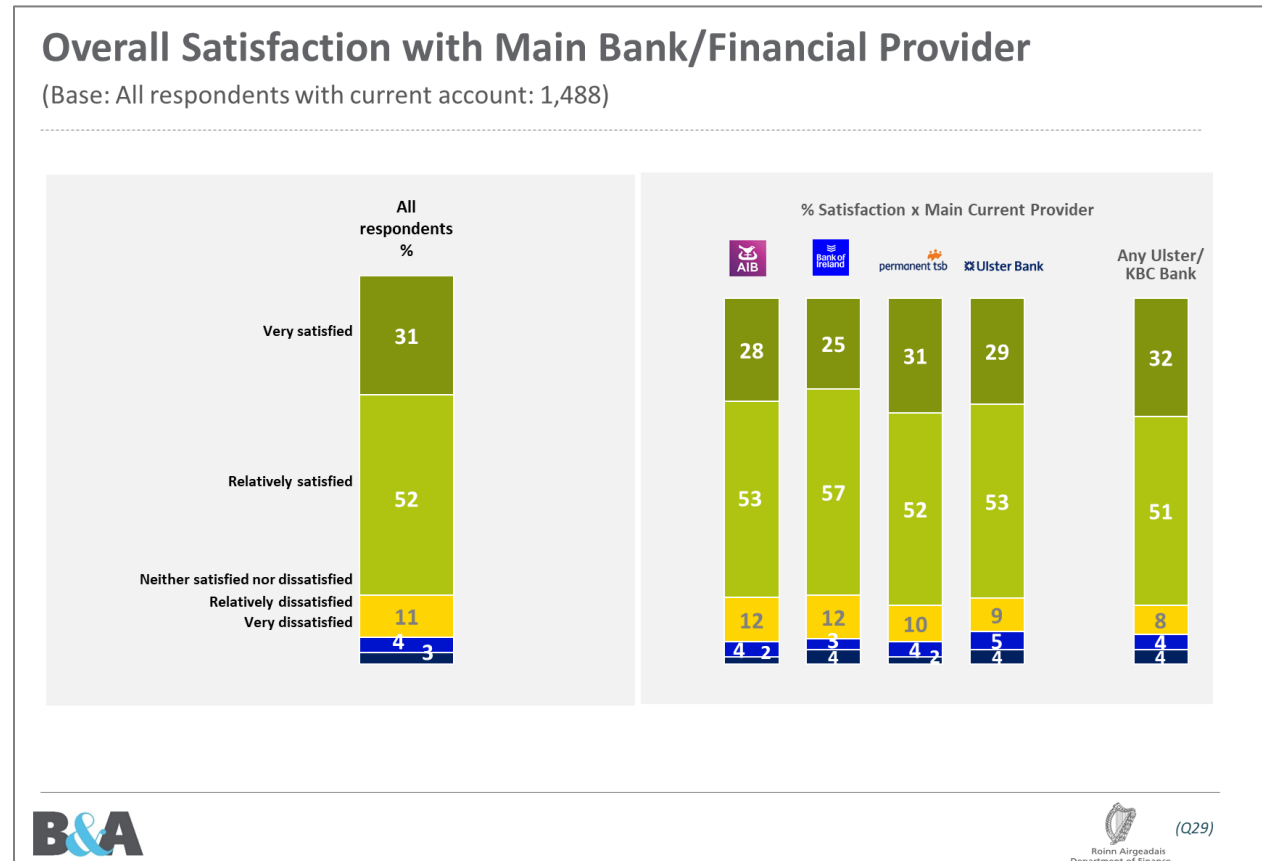
The pillar banks dominate in terms of main current account held, with 36% having their main current account with AIB, 34% with Bank of Ireland and 12% with Permanent TSB. 10% have their main current account with Ulster Bank or KBC. Both of these banks are in the process of leaving the Irish market. Just 1% have their main current account with Revolut.



44% of Irish adults rely on just one financial provider, with 57% having more than one financial provider. Revolut formally announced they were launching deposit accounts in Ireland during the fieldwork period on the 24th March, 2022.

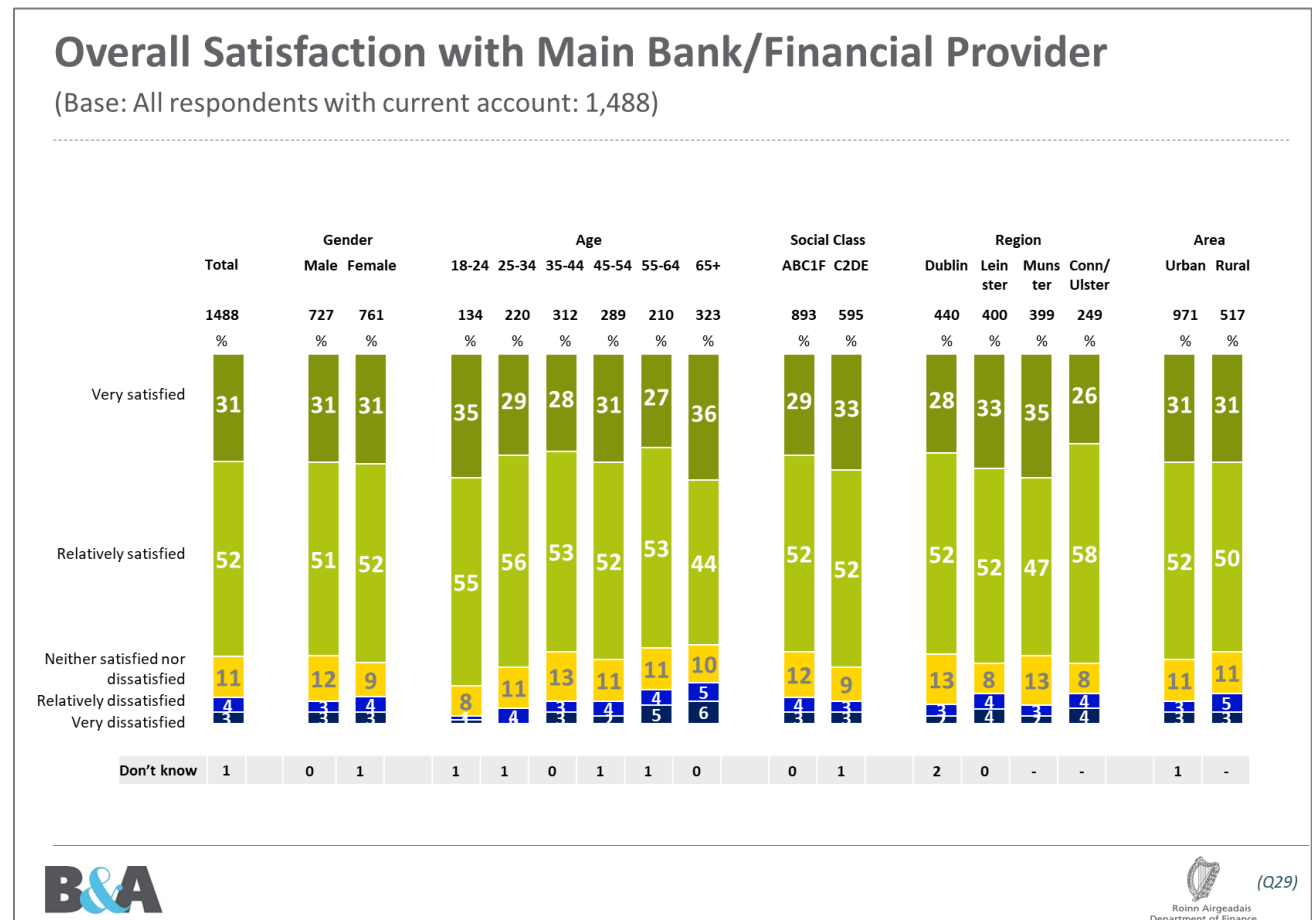
5.2 Overall Satisfaction with Financial Providers

Almost 1 in 3 (31%) are very satisfied with their main provider overall, with an additional half (52%) being relatively satisfied. 7% are dissatisfied overall, with 11% being neither satisfied nor dissatisfied.



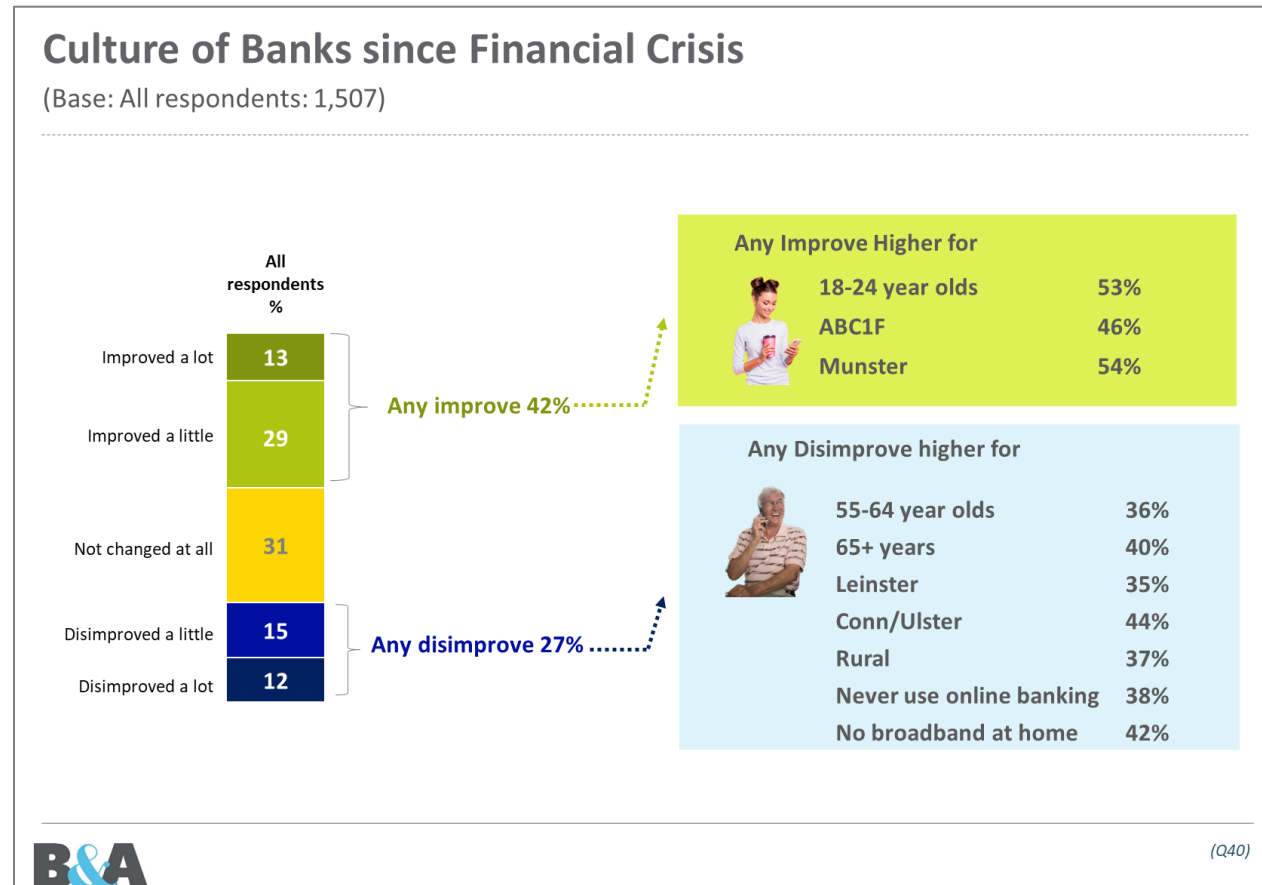
Overall satisfaction is relatively similar across the main banks in the market.

Satisfaction is similar across demographics but peaks amongst those aged under 25.



5.3 Culture of Banks

More than 2 in 5 (42%) feel that the banking culture has improved in Ireland since the 2007/2008 financial crisis. But 27% feel it has gotten worse, with 31% feeling the banking culture has not changed at all.

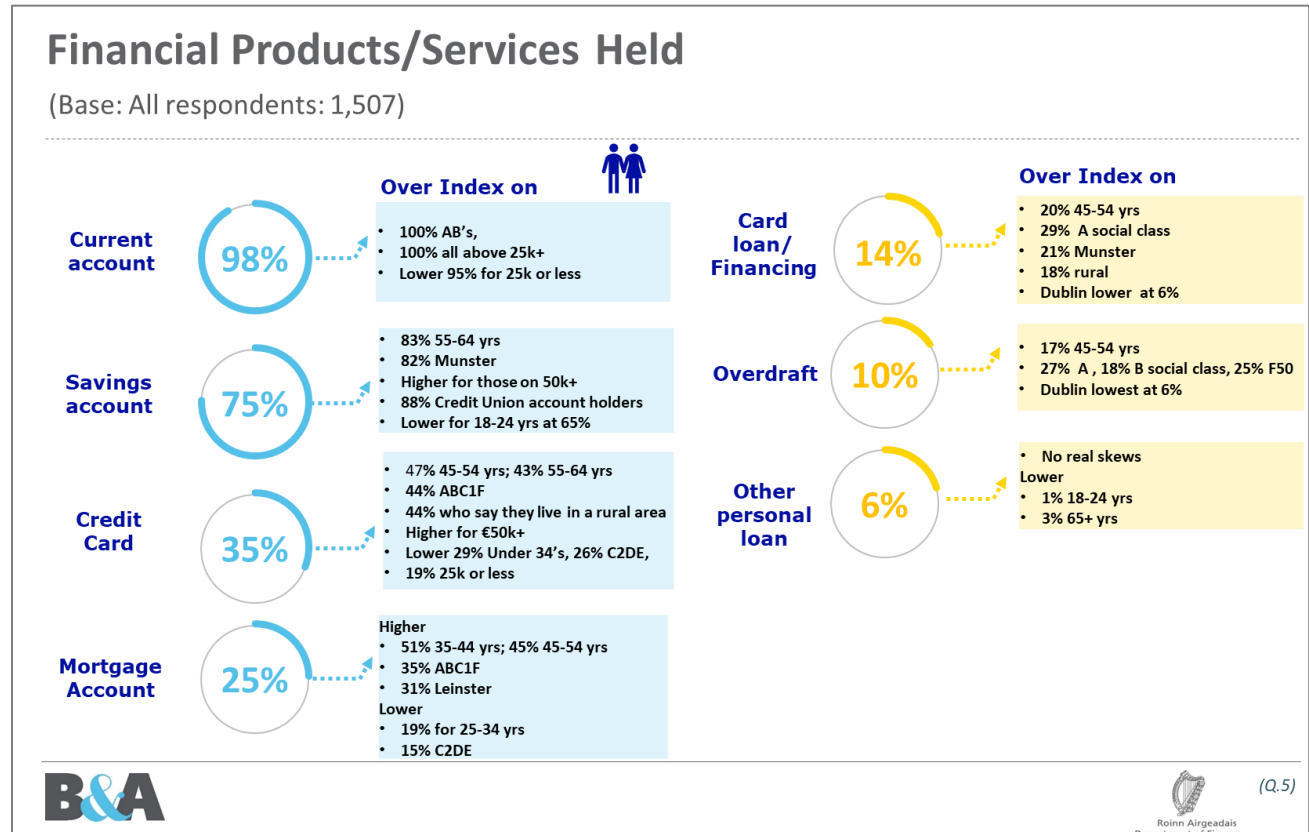


Those aged over 55 are more likely to think the banking culture has disimproved as well as those in Leinster (excluding Dublin), Connaught/Ulster and rural areas. Those not using online banking are more likely to feel that the banking culture has disimproved.

6.0 Financial Products/Services



6.1 Financial Products/Services Held

Close to, but not all, of the population hold current accounts, three quarters hold savings accounts and approximately a third hold credit cards. A quarter have a mortgage while 14% have a car loan, 10% an overdraft and 6% other personal loan.



Those aged 45-54 and the middle classes hold the most financial products/services.

Base	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	1507	736	771	136	223	315	290	212	331	900	607
	%	%	%	%	%	%	%	%	%	%	%
Current account	98	99	98	99	98	99	99	99	97	99	98
Savings account	75	76	75	65	75	74	77	83	75	78	72
Credit card	35	37	34	18	29	38	47	43	32	44	26
Mortgage account	25	26	25	-	19	51	45	21	3	35	15
Car loan/car financing	14	17	12	14	17	18	20	14	3	17	12
Overdraft	10	11	9	1	6	13	17	14	4	13	6
Other personal loan	6	7	5	1	8	8	5	9	3	7	5
Other	3	4	3	7	3	2	1	5	3	4	3
None	11	9	12	17	11	9	8	7	14	6	15

Key  Statistically higher than total
 Statistically lower than total

Those in rural areas are more likely to have a car loan while those in Munster are more likely to have a saving account.

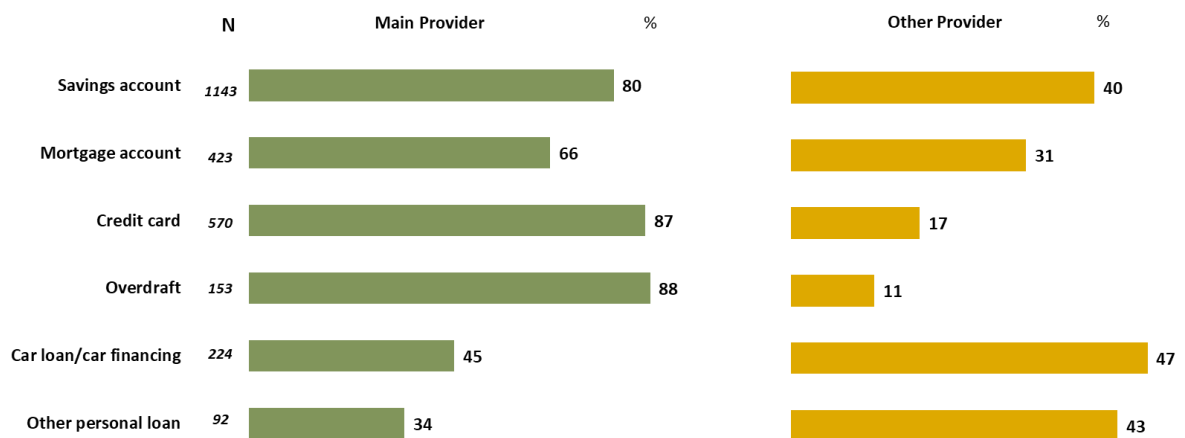
	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base:	1507	450	404	402	251	987	520
	%	%	%	%	%	%	%
Current account	98	97	99	99	99	98	99
Savings account	75	74	71	82	73	74	77
Credit card	35	30	34	40	38	33	40
Mortgage account	25	25	31	23	20	24	27
Car loan/car financing	14	6	14	21	18	12	18
Overdraft	10	6	9	11	14	9	12
Other personal loan	6	4	6	9	5	6	6
Other	3	5	2	2	5	4	3
None	11	12	13	5	13	12	8

6.2 Provider for Financial Products

Those with current accounts are likely to stick with their main bank for saving accounts, credit cards and overdrafts. Other providers get more of a look in for mortgages. Other providers play a bigger role in terms of car loans/financing and personal loans.

Provider for Financial Products/Services Held

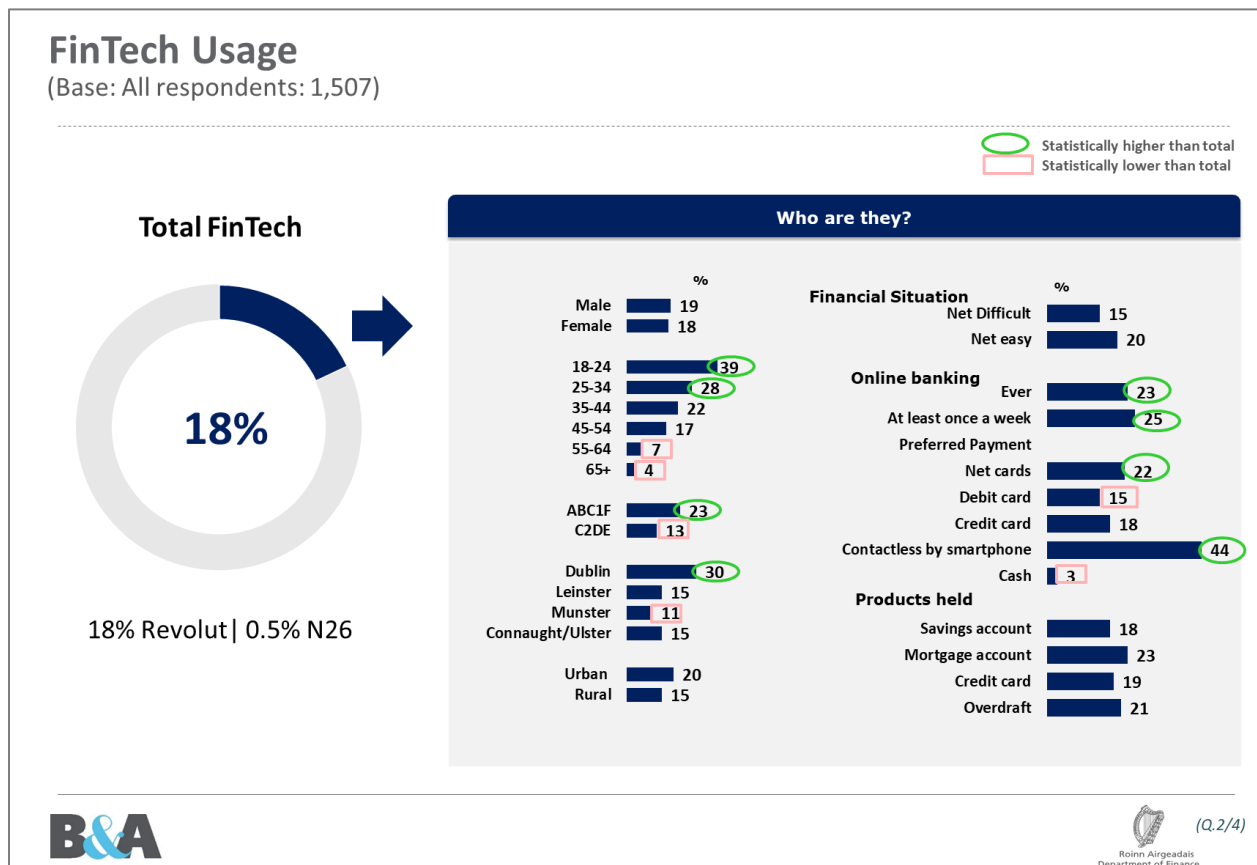
(Base: All respondents with product)



7.0 FinTech Providers

7.1 FinTech Usage

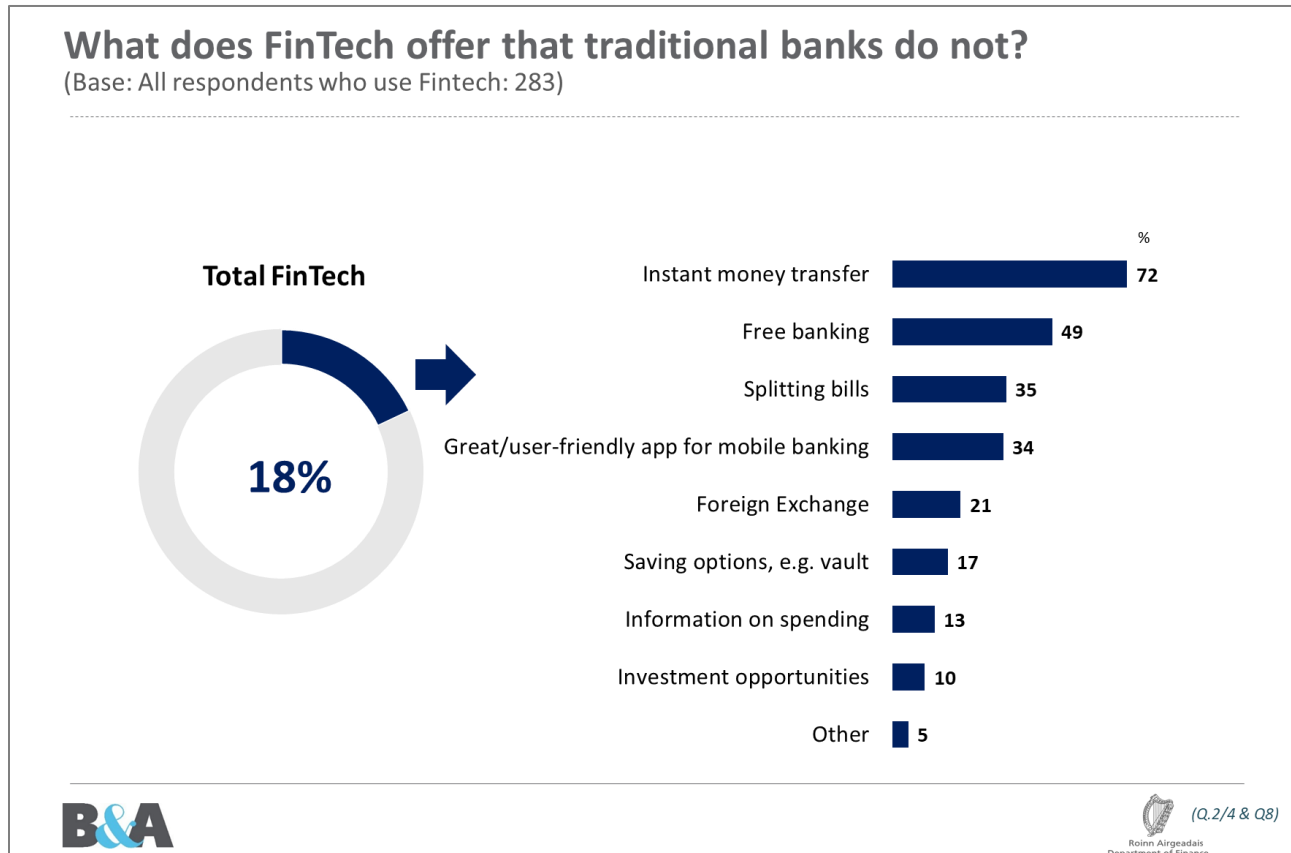
Just 1% hold their main current account with Revolut. However, almost 1 in 5 (18%) use Revolut for banking/payments at least occasionally. N26 is not widely used.



Revolut is used more among those aged 18-34 years. For the age group 55-64, just 7% use Revolut while this drops to 4% among those aged 65 years or older. Revolut is also more used in the middle classes and among those living in Dublin.

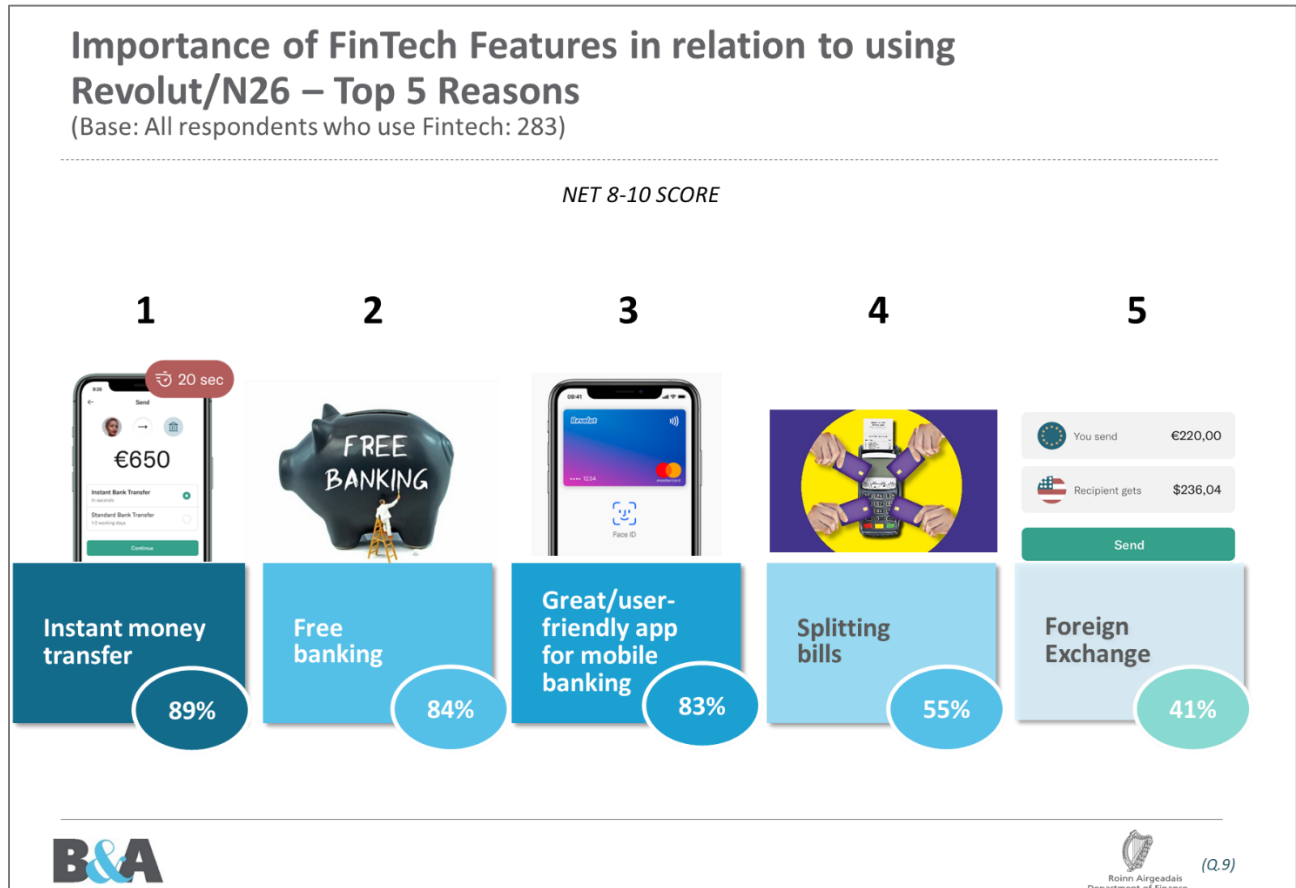
7.2 FinTech Appeal

The main appeal of FinTech providers versus the more traditional retail banks is that they offer instant money transfers, free banking and allow customers to split bills as well as providing a great/user friendly app.



7.3 Importance of FinTech Features

The top features provided by FinTech providers are instant money transfer, free banking and a great/user-friendly mobile app.

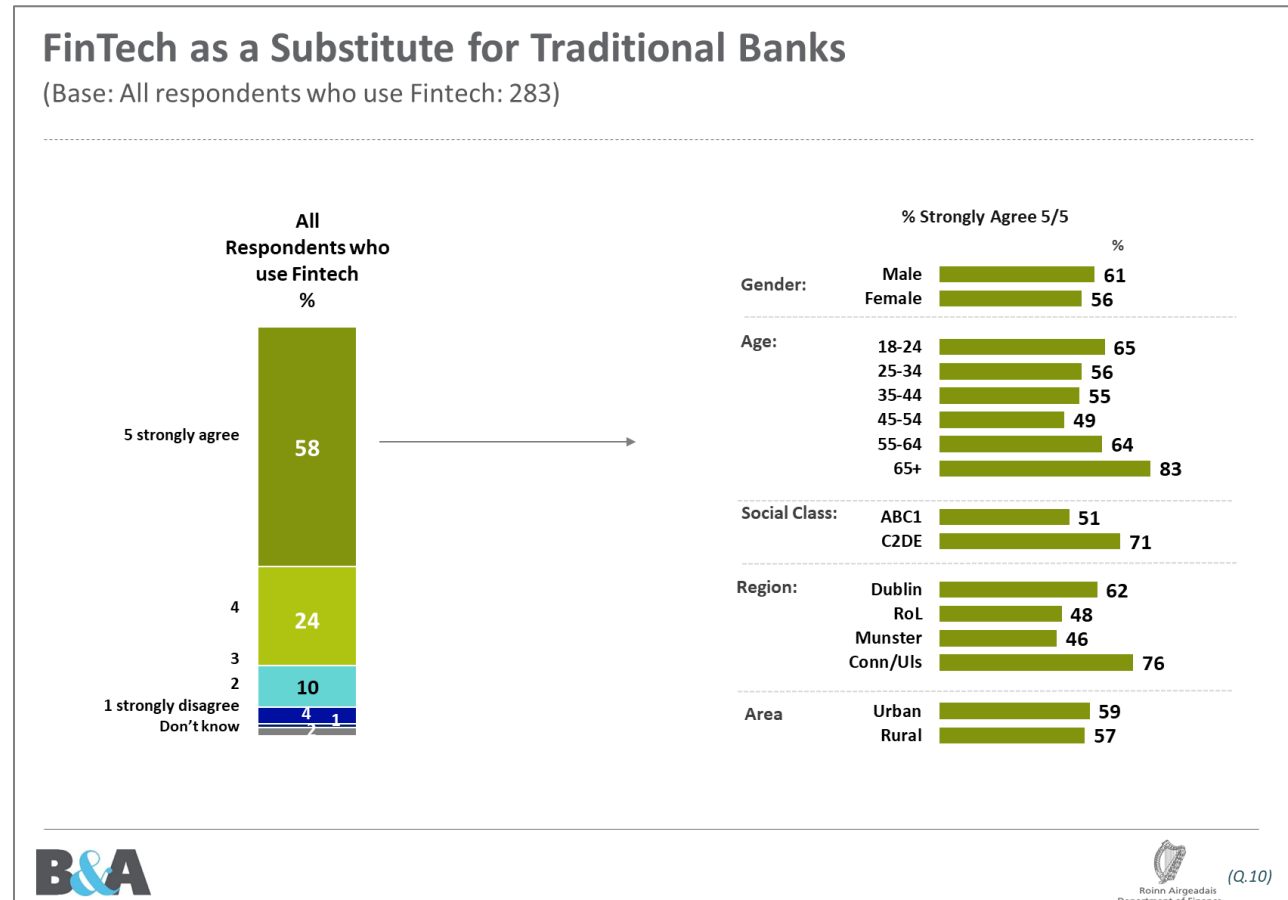


This is followed by splitting bills and foreign exchange.

7.4 FinTech as a Substitute for Traditional Banks

Respondents using FinTech providers were asked how much they agree with the following statement: "The services offered by FinTech providers is a very good substitute for the services offered by the more traditional banks".

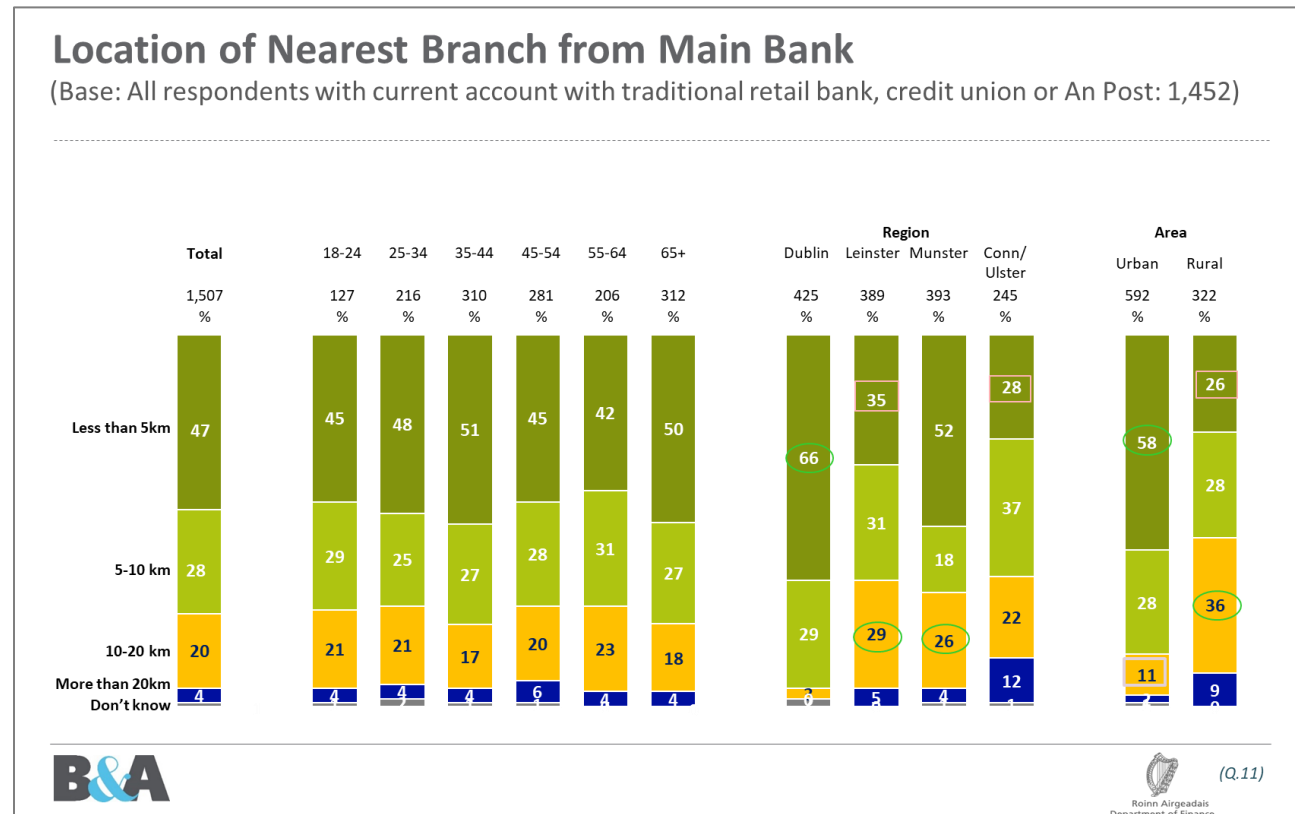
3 in 5 (58%) FinTech customers strongly believe that the services offered by FinTech providers are a very good substitute for the services offered by more traditional banks.



7. Channel Availability & Usage

7.1 Bank Branch

While almost half (47%) live within five kilometers of a branch of their main bank, almost 1 in 4 (24%) have to travel more than ten kilometers to get to a branch of their main bank.

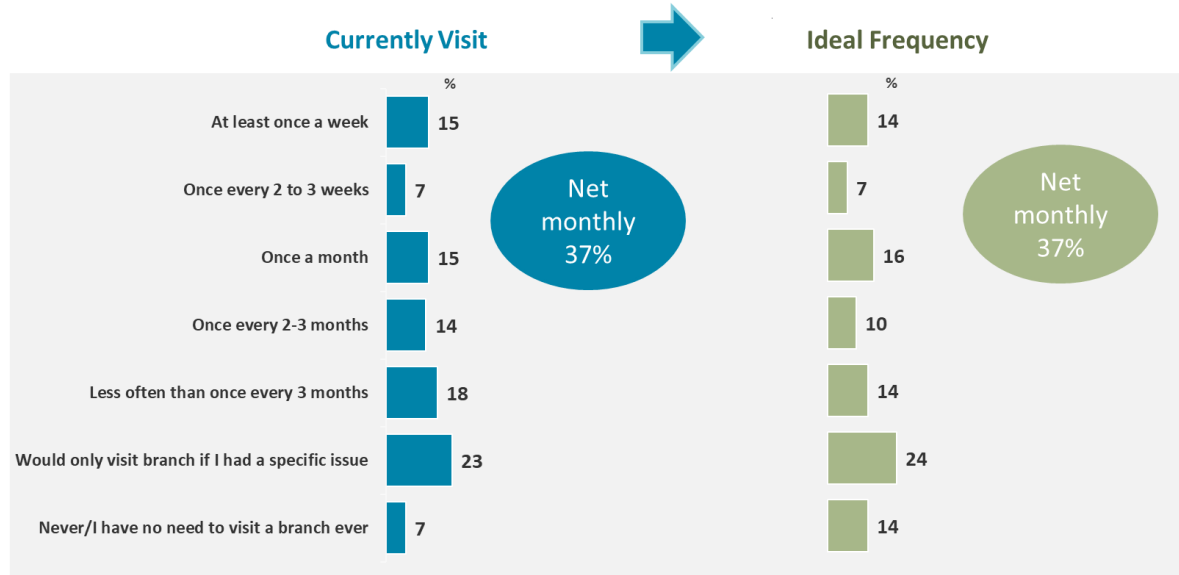


Unsurprisingly, Dubliners and those living in urban areas are best serviced by the branch network. Those in Leinster (excluding Dublin), Connaught/Ulster and rural areas are required to travel further to get to their main bank. In rural areas, just 1 in 4 (26%) have to travel less than five kilometers to their branch.

When asked about their actual and ideal frequency of visiting branches, the results tracked very closely with 37% saying they would do so once a month or more often with the exact same proportion saying that would be their preferred frequency. Attitudes around weekly visit also match closely (15% currently visiting once a week with 14% giving it as their ideal frequency).

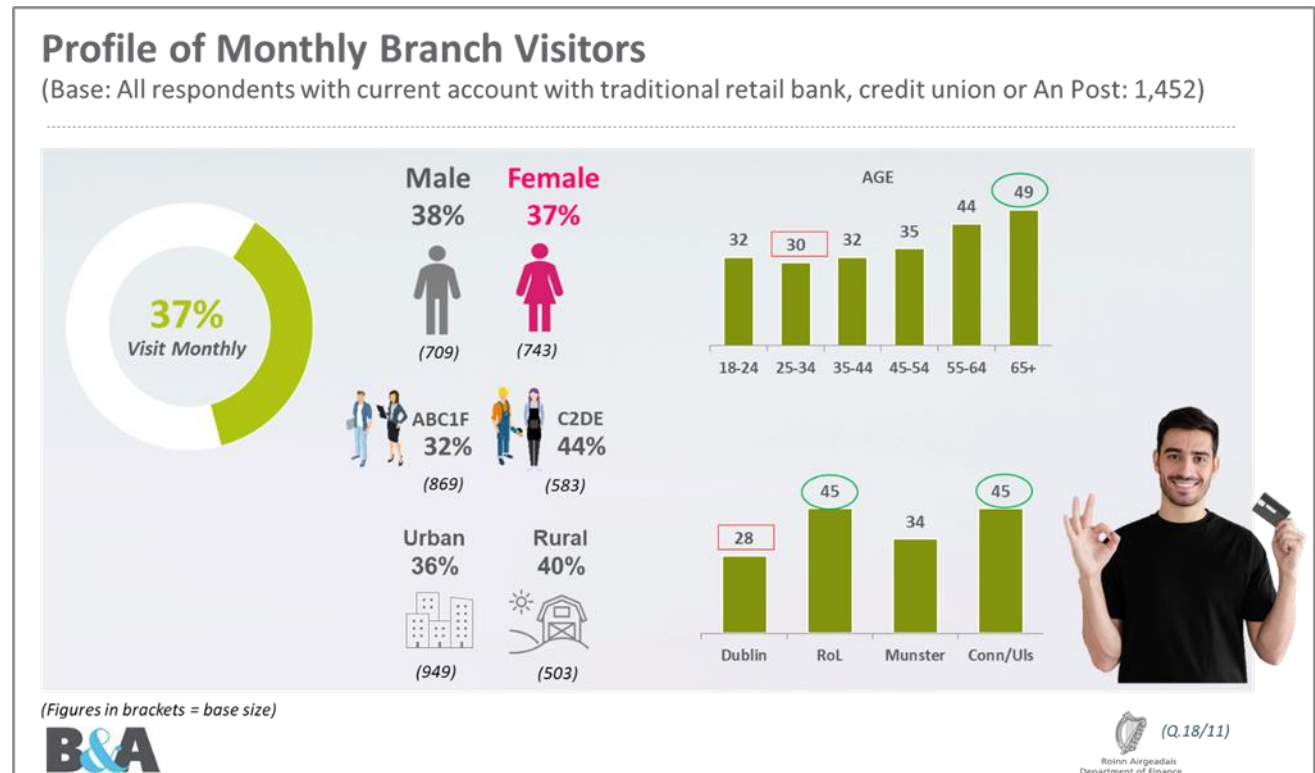
Branch Visit Frequency vs. Ideal Frequency

(Base: All respondents with current account with traditional retail bank, credit union or An Post: 1,452)



The only real variation comes in relation to those saying they never or have no need to visit branches ever with 14% stating they would prefer never to visit a branch while 7% never visit.

Those who visit branches either monthly or more frequently are more likely to be aged over 55, living in Leinster (excluding Dublin) or Connaught/Ulster, and from lower social classes. Half of those aged 65 years or older visit their branch monthly or more often – compared to just 37% for the population as a whole.



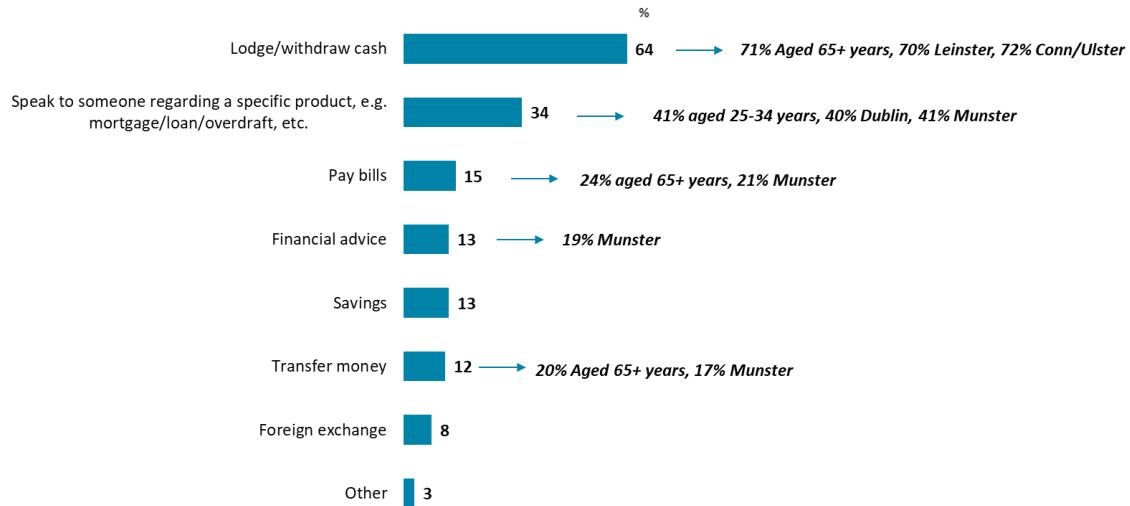
Those least likely to visit their branch monthly or more frequently include Dubliners and those aged 25-34 years. Monthly visiting does not vary significantly amongst those living in urban and rural areas or by gender.

The standout reason for visiting a branch is to lodge or withdraw cash. Those aged over 65, those living in Leinster (excluding Dublin), or Connaught/Ulster are more likely to do this.

The second most mentioned reason was to speak to someone for product/service advice. This action is more common amongst those aged 25-34, those living in Leinster (excluding Dublin) or Munster.

Reasons for Visiting Branch

(Base: All respondents who ever visit branch: 1,346)



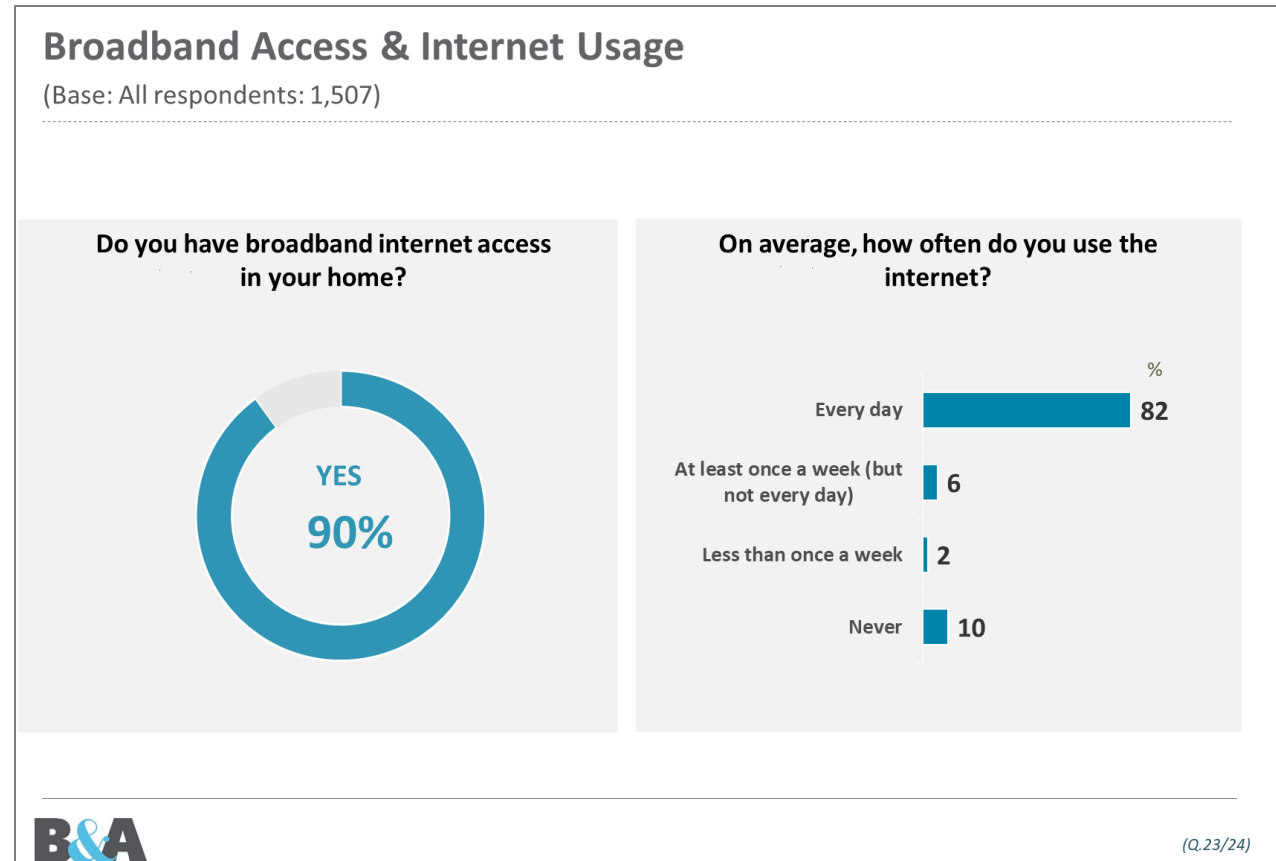
Secondary reasons for visiting a bank branch are to pay bills, for financial advice or in relation to savings.

The least frequently mentioned actions were to transfer money and for foreign exchange.

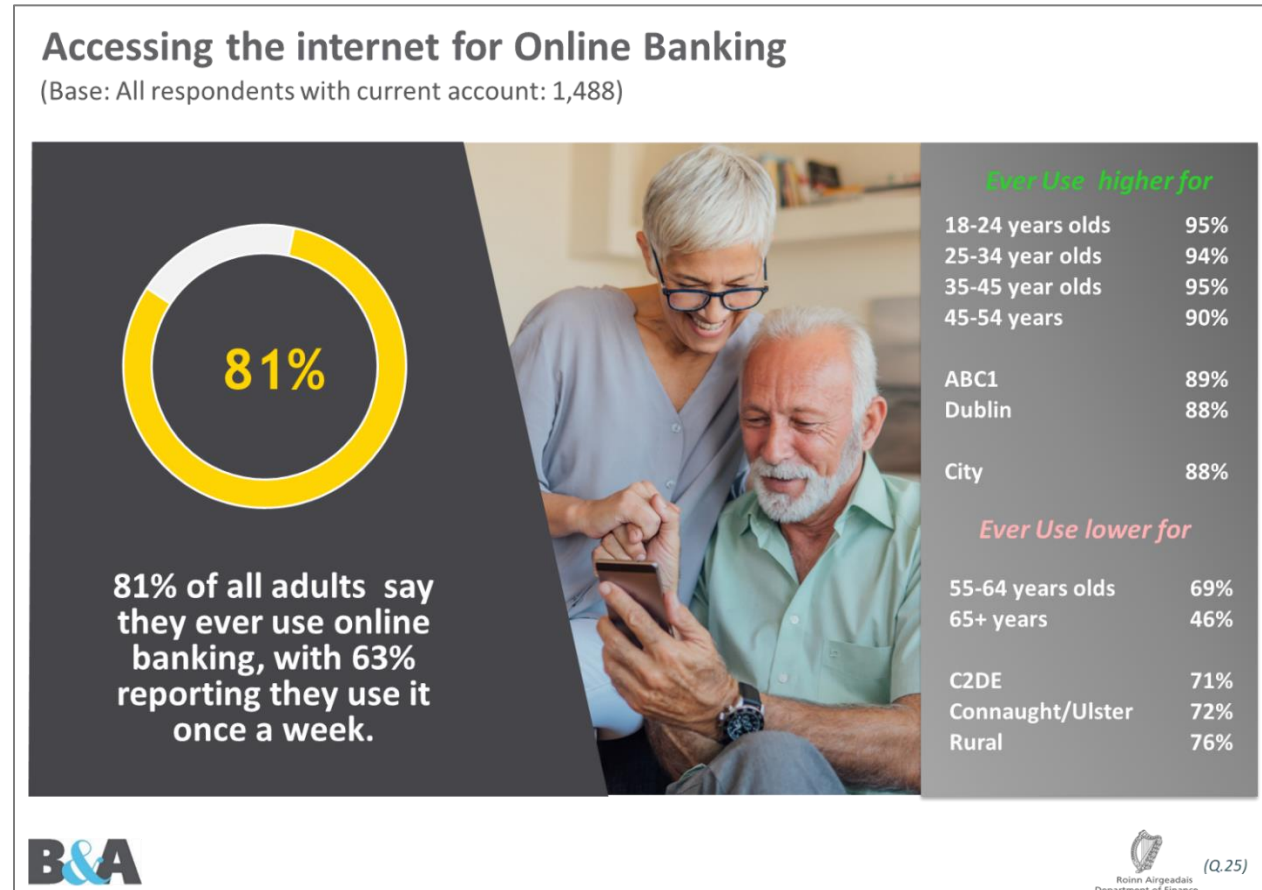
7.2 Online Banking

The vast majority of the population (90%), but not all, have access to broadband internet access at home. While more than 4 in 5 (82%) use the internet every day.

But 1 in 10 do not have broadband at home and an identical proportion say they never use the internet.



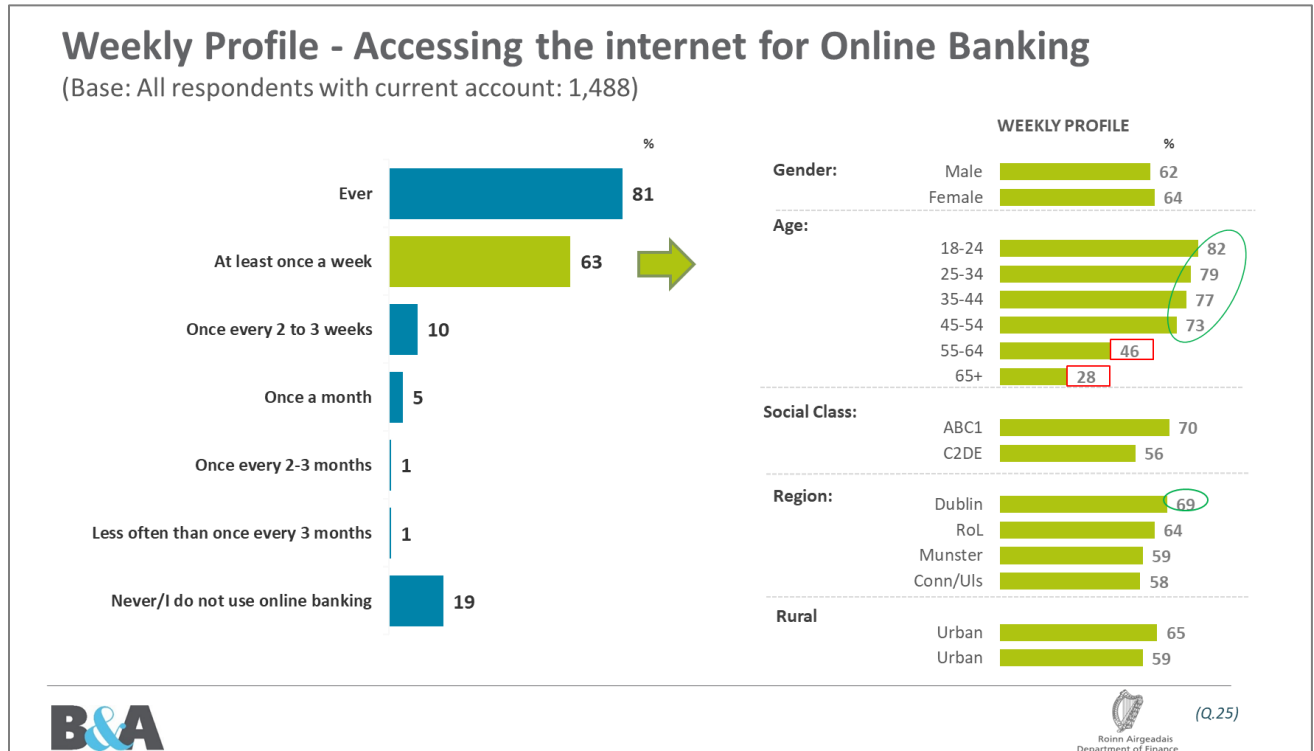
More than 4 in 5 (81%) of customers use online banking, with 63% using online banking at least weekly. Usage is highest amongst those aged under 55 but decreases amongst those aged 55-65 years and especially amongst those aged over 65 years.



There is also wider variation amongst social class with usage lower amongst the working classes compared to the middle classes. Those living in rural areas and Connacht/Ulster are also less likely to use the internet for online banking.

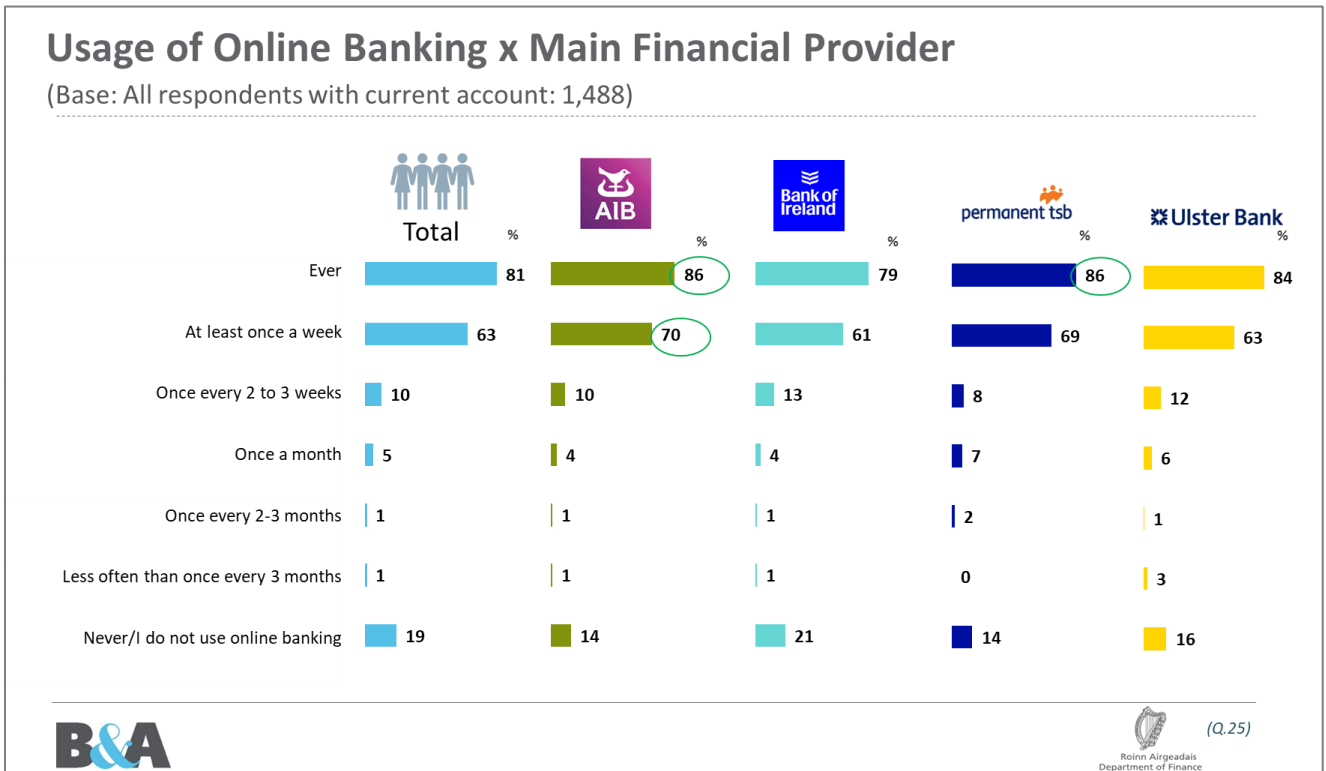
Dubliners and those living in cities generally are also more likely to access online banking services.

Weekly usage of online banking is considerably lower among the older age groups. Just 46% of those aged 55-64 years use online banking weekly while this falls to just 29% among those aged 65 years or older.

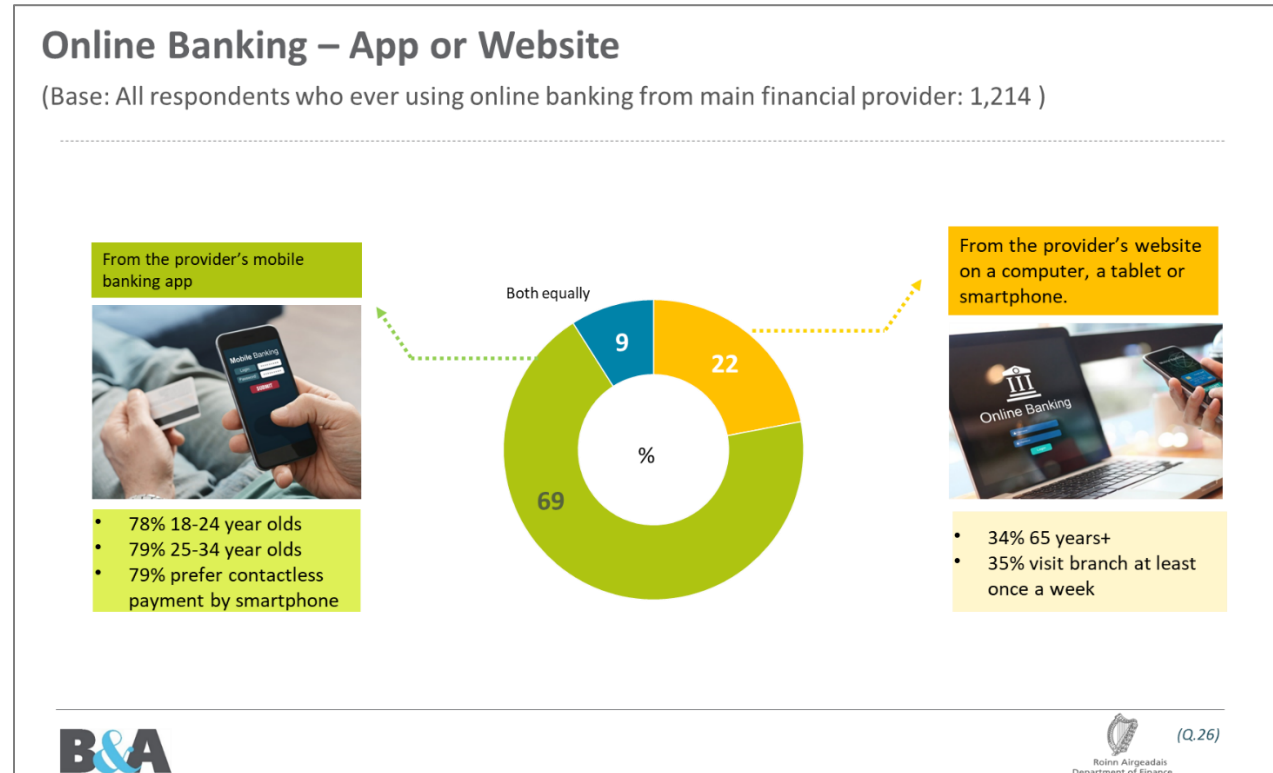


Weekly usage is higher amongst the middle classes and in Dublin.

AIB and Permanent TSB customers are more likely to regularly use online banking.



7 in 10 (69%) of online banking users typically use a mobile banking app to access their accounts digitally. Circa 1 in 5 (22%) typically use the provider’s website, with 1 in 10 (9%) using app and website equally.



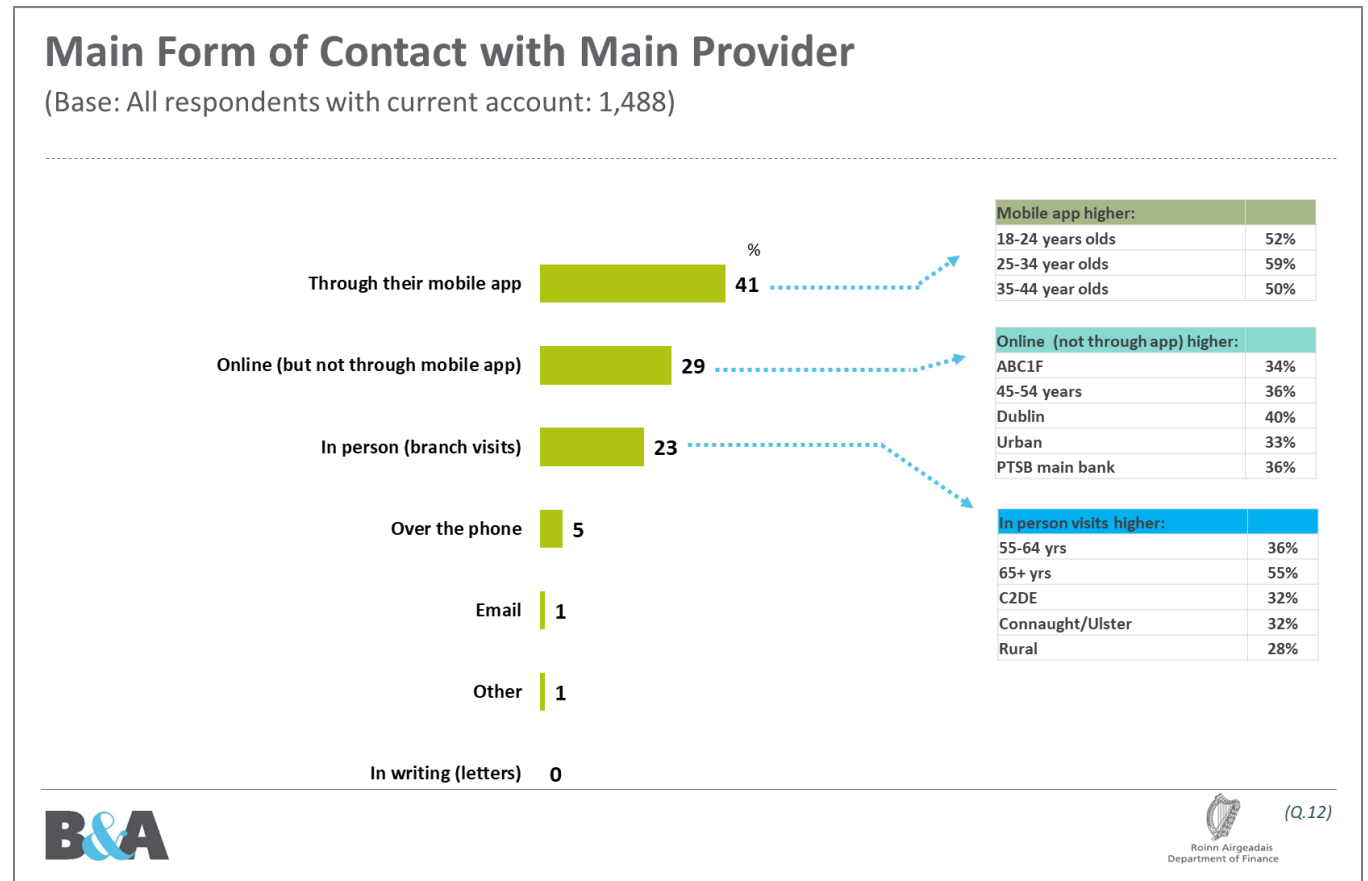
The provider’s website remains a popular point of access amongst those aged over 65 and those visiting their branch once a week.

7.3 Main Form of Contact

Digital channels dominate in terms of being the main form of contact with main provider but close to quarter (23%) still consider branch visits their main form of contact. This is significantly higher among those aged over 65.

Contact via their mobile banking app is the most popular online channel, being the main form of contact with provider among 2 in 5 (41%) customers. The mobile banking app is particularly popular among those aged under 45.

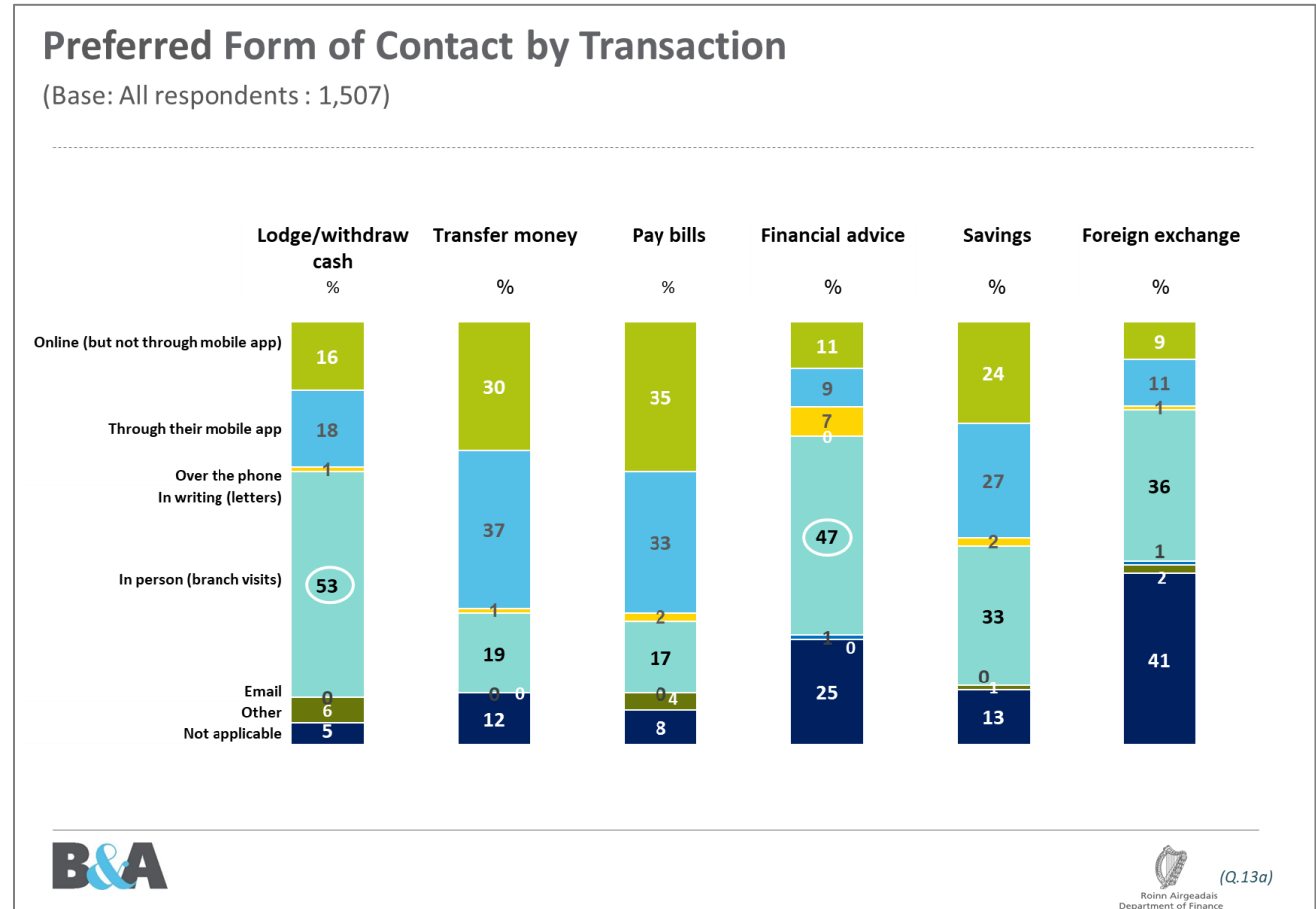
Contact via other online means (e.g. website) but not the mobile app is the main form of contact for 3 in 10 (29%) customers.



8.0 Channel Preference & Satisfaction

8.1 Preferred Form of Contact

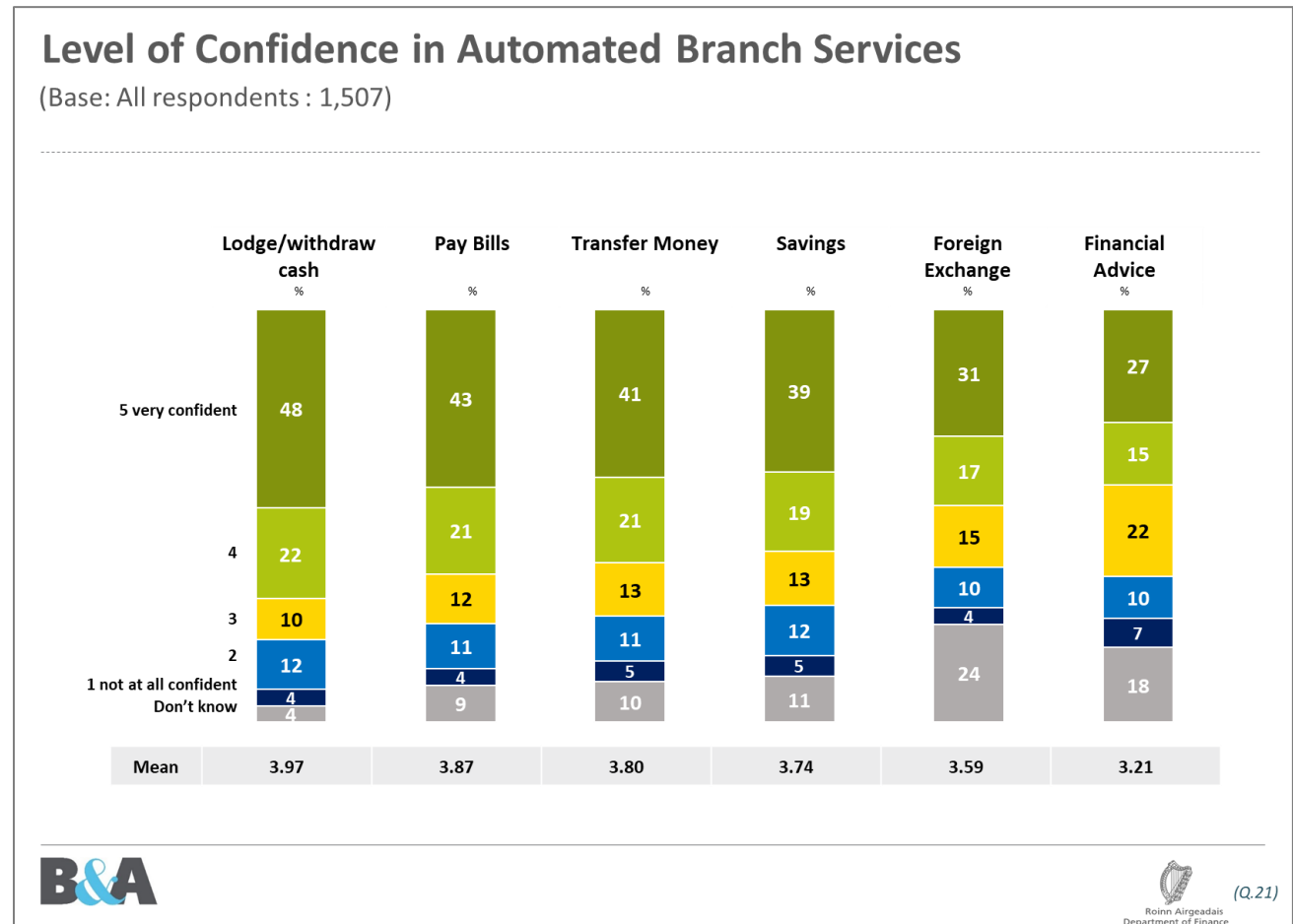
Preferred form of contact with provider varies by type of interaction. For cash lodgement/withdrawals, financial advice, savings and foreign exchange, most prefer to use a branch.



For paying bills or transferring money, the online means dominate, with a similar split on mobile app and other online means, e.g. website.

8.2 Level of Confidence in Automated Branch Services

More than half are confident in automated branch services for cash lodgement/withdrawal, paying bills, transferring money and savings, with confidence being highest for cash lodgement/withdrawals. Confidence in automated branch services are lower for foreign exchange and financial advice.



Those aged below 45 years and higher social classes are more confident in automated branch services. Lowest confidence is seen among those aged 55 years or higher and particularly among those aged 65 years or older.

Top 2 Box Confidence Rating	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	1,507	736	771	136	223	315	290	212	331	900	607
	%	%	%	%	%	%	%	%	%	%	%
Lodge/withdraw cash	70	71	68	80	82	74	73	63	51	75	64
Pay bills	64	66	62	75	76	73	68	53	43	71	57
Transfer money	62	64	60	73	78	69	66	50	38	69	54
Savings	59	59	58	71	71	63	60	50	41	65	51
Foreign exchange	48	49	47	57	56	56	50	42	30	56	39
Financial advice	42	42	42	55	47	50	45	32	29	46	38
None	22	22	23	15	8	16	21	31	41	17	29

Those based in Dublin have higher confidence in automated branch services compared to those outside Dublin.

Top 2 Box Confidence Rating	Total	Region				Area		Broadband at home	
		Dublin	Leins	Muns	Conn/Ulster	Urban	Rural	Yes	No
Base:	1,507	450	404	402	251	987	520	1365	138
	%	%	%	%	%	%	%	%	%
Lodge/withdraw cash	70	76	67	68	67	71	66	74	34
Pay bills	64	74	59	60	62	66	60	68	29
Transfer money	62	72	54	61	59	64	57	66	23
Savings	59	69	49	58	56	61	53	62	28
Foreign exchange	48	55	35	48	55	49	46	51	17
Financial advice	42	49	35	47	35	45	37	45	18
None	22	14	28	23	27	20	27	18	60

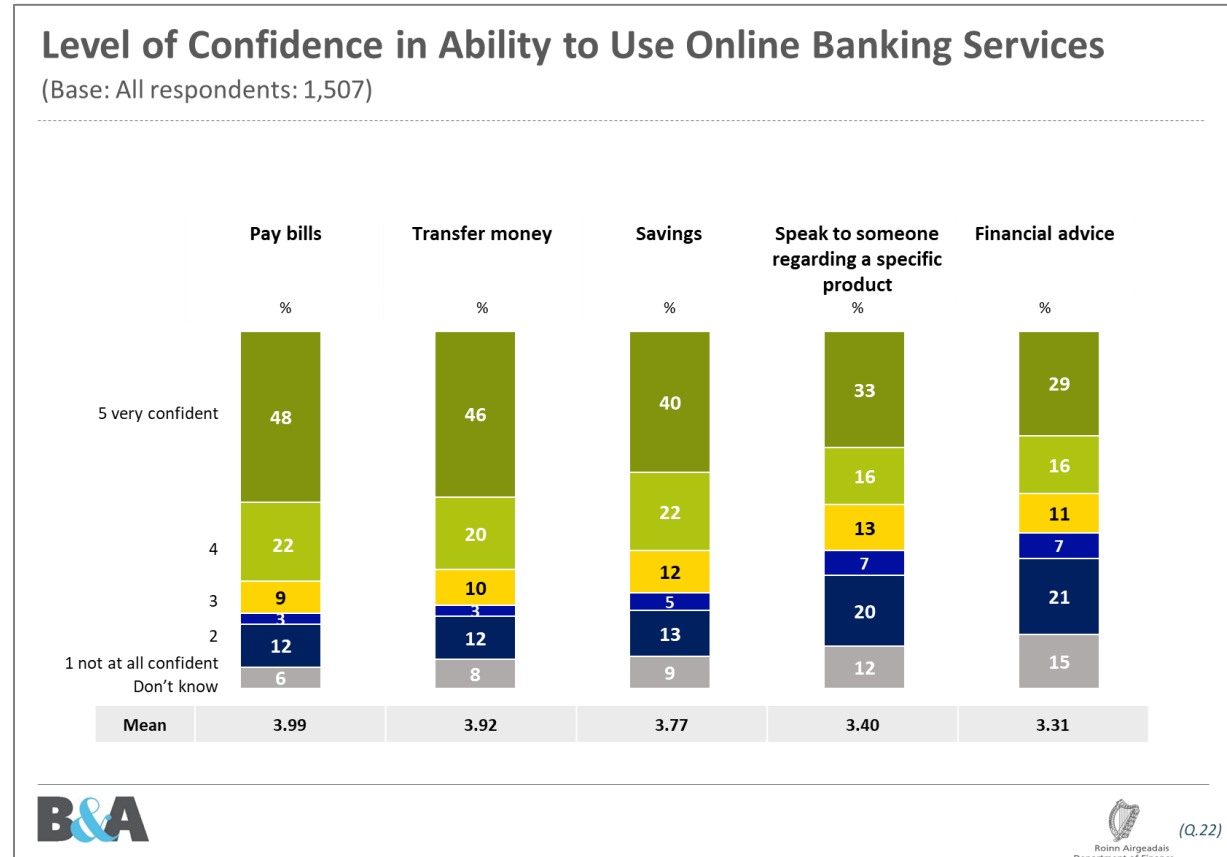
Those on higher income and more frequent users of online banking also have higher confidence in automated branch services.

Top 2 Box Confidence Rating	Total	Household Income					Frequency of Using online banking					
		€25k or less	€25 - €50k	€50- €100k	€100 - €150k	Over €150k	At least once a week	Once every 2 to 3 weeks	Once a month	Once every 2-3 months	< once every 3 months	Never
Base:	1507	217	313	219	44	15	947	162	75	18	12	274
	%	%	%	%	%	%	%	%	%	%	%	%
Lodge/withdraw cash	70	54	74	77	78	100	79	80	63	55	54	44
Pay bills	64	48	68	74	74	100	74	69	61	59	62	35
Transfer money	62	43	66	71	67	92	73	64	61	55	71	28
Savings	59	44	63	68	65	66	67	59	58	61	60	36
Foreign exchange	48	29	50	63	69	72	58	50	43	47	47	19
Financial advice	42	30	47	50	50	25	47	47	50	56	54	24

	Total	Financial Literacy		Financial Situation	
		Correct	Incorrect	NET Difficult	NET Easy
Base:	1507	948	559	574	933
	%	%	%	%	%
Lodge/withdraw cash	70	71	68	65	73
Pay bills	64	67	59	61	66
Transfer money	62	55	66	55	66
Savings	59	60	56	56	60
Foreign exchange	48	52	41	44	50
Financial advice	42	42	42	40	44

8.3 Level of Confidence in Ability to Use Online Banking Services

Confidence in ability to use online banking services is higher for paying bills, transfer money and savings. A lack of confidence becomes more evident when a personal interaction is required, such as when you need to speak to someone regarding a specific product or for financial advice.



Those aged over 55 and in particular those aged over 65 are significantly less confident in using online banking services. Working class respondents are also less confident.

Rating 4-5	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	1507	736	771	136	223	315	290	212	331	900	607
	%	%	%	%	%	%	%	%	%	%	%
Pay bills	70	71	70	79	86	80	77	62	42	78	62
Transfer money	67	68	65	81	80	77	73	57	37	75	57
Savings	61	61	62	79	74	72	61	51	37	69	53
Speak to someone regarding a specific product	49	49	49	59	56	60	55	39	27	56	41
Financial advice	46	44	47	58	49	60	50	35	25	52	38

Dubliners and those with broadband at home are again more confident.

Rating 4-5	Total	Region				Urban Rural		Broadband at home	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural	Yes	No
Base:	1507	450	404	402	251	987	520	1365	138
	%	%	%	%	%	%	%	%	%
Pay bills	70	76	68	68	69	73	66	76	22
Transfer money	67	72	65	64	64	69	62	72	15
Savings	61	68	58	61	57	64	56	66	22
Speak to someone regarding a specific product	49	53	45	49	47	50	46	52	16
Financial advice	46	51	39	48	44	47	43	49	11

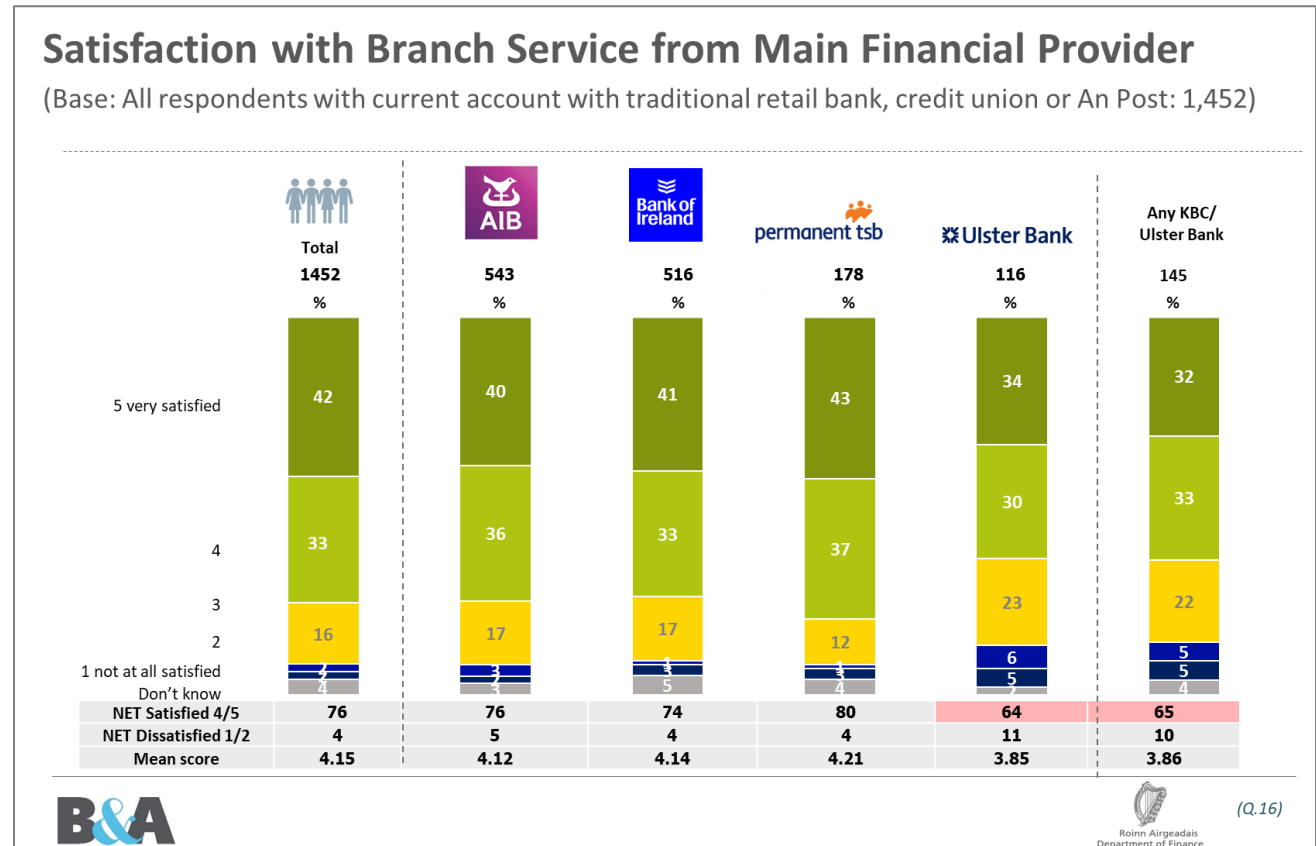
Lower income respondents and those who have never used online banking services are also less confident.

Rating 4-5	Total	Household Income					Frequency of Using online banking						
		€25k or less	€25 - €50k	€50- €100k	€100 - €150k	Over €150k	Ever	At least once a week	Once every 2 to 3 weeks	Once a month	Once every 2-3 months	< once every 3 months	Never
Base:	1,507	217	313	219	44	15	1214	947	162	75	18	12	274
	%	%	%	%	%	%	%	%	%	%	%	%	%
Pay bills	70	46	75	83	85	87	83	87	76	66	56	61	22
Transfer money	67	39	70	81	87	94	80	83	73	68	51	46	17
Savings	61	42	64	70	79	60	71	74	62	69	55	55	24
Speak to someone regarding a specific product,	49	35	52	59	52	37	56	58	53	47	46	55	21
Financial advice	46	29	50	54	47	24	54	54	53	58	51	55	15

Rating 4-5	Total	Financial Literacy		Financial Situation	
		Correct	Incorrect	NET Difficult	NET Easy
Base:	1,507	948	559	574	933
	%	%	%	%	%
Pay bills	70	70	66	66	74
Transfer money	67	70	61	60	71
Savings	61	63	58	56	65
Speak to someone regarding a specific product,	49	50	47	44	52
Financial advice	46	47	43	41	49

8.4 Satisfaction with Branch Service and Remote Services

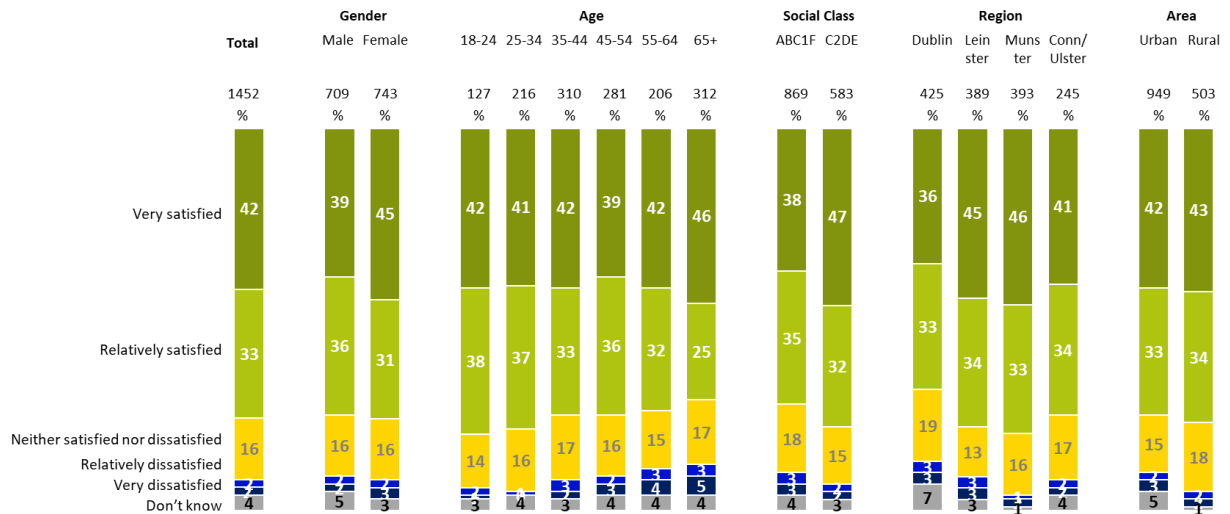
2 in 5 (42%) are very satisfied with the branch service from their main bank, with another 1 in 3 being somewhat satisfied. Just 4% are dissatisfied with the service they receive.



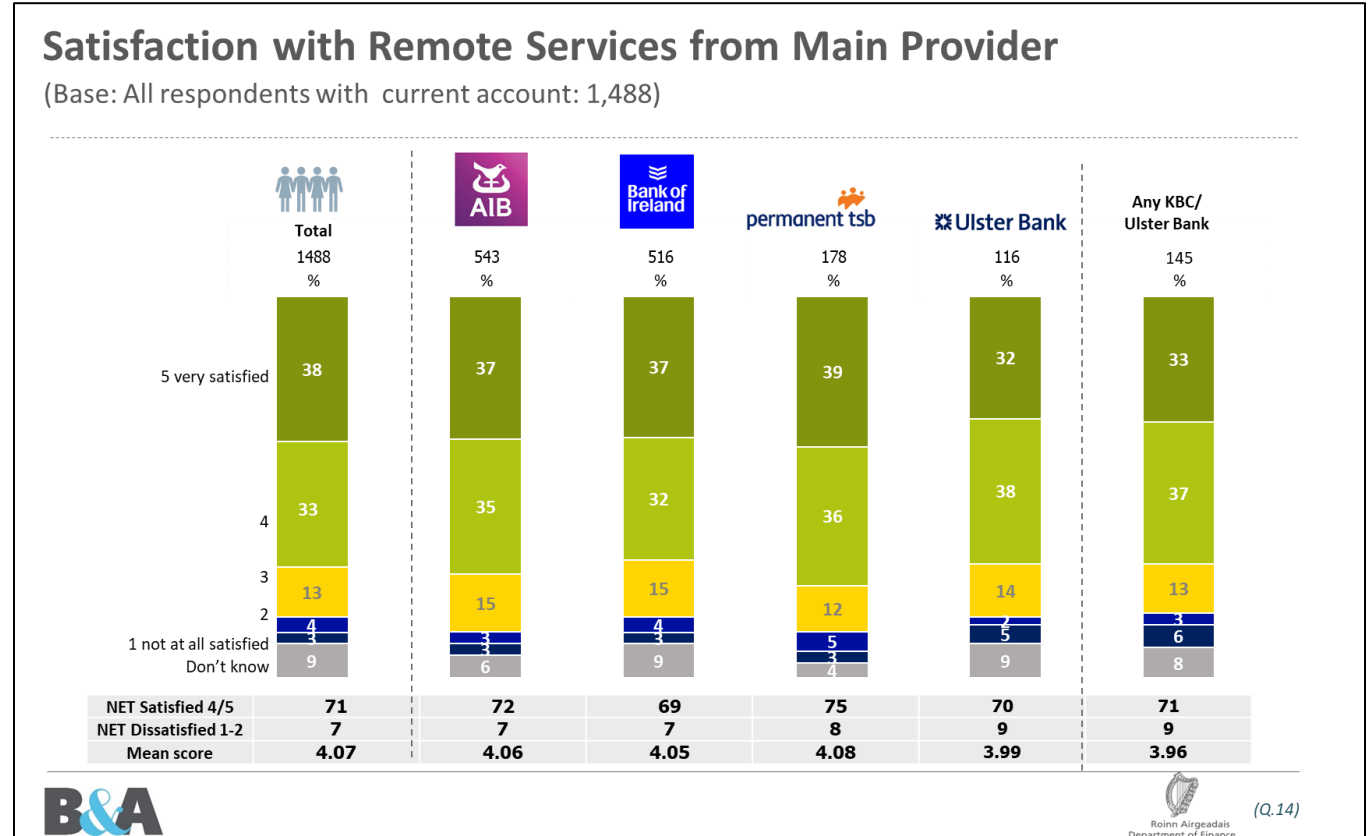
Those living in Dublin are less satisfied with the branch service from their main bank.

Satisfaction with Branch Service from Financial Provider x Demographics

(Base: All respondents with current account with traditional retail bank, credit union or An Post: 1,452)



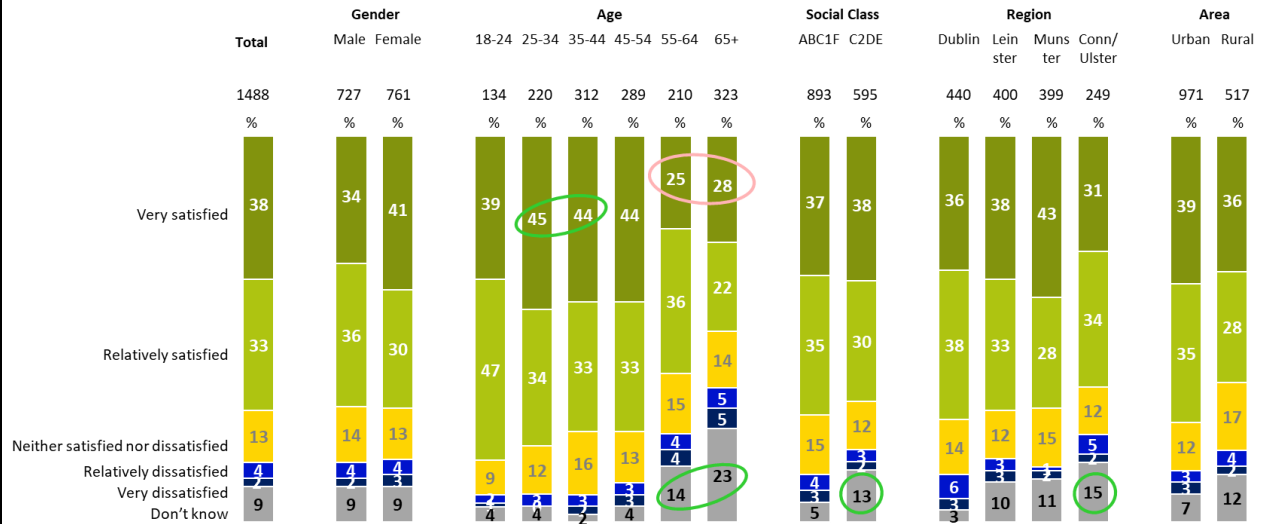
Almost 2 in 5 (38%) are very satisfied with remote services from their main provider, with 1 in 3 being somewhat satisfied. 7% are dissatisfied with remote services (only a little higher than the branch rating of dissatisfaction of 4%).



Those aged 55 years or older and those in rural areas are less satisfied with the remote services provided by their main provider.

Satisfaction with Remote Services from Main Provider x Demographics

(Base: All respondents with current account: 1,488)

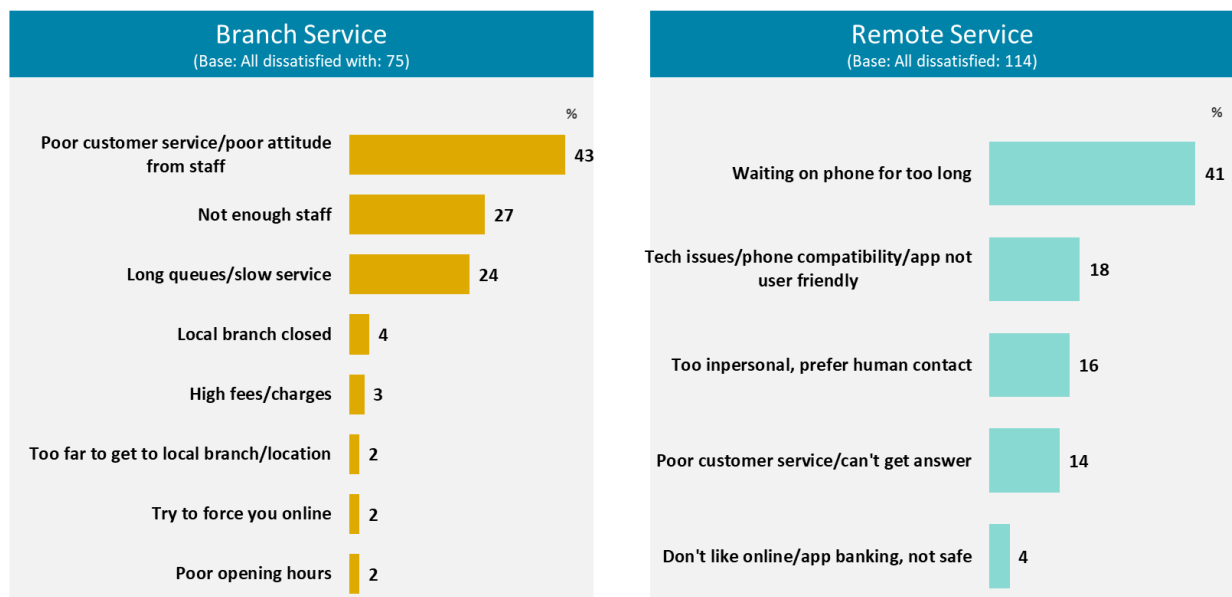


Among the minority who are dissatisfied with branch service from their main provider, the main reasons provided are poor customer service, not enough staff and long queues or waiting times. Local branch closures and fees/charges also feature but at lower levels.

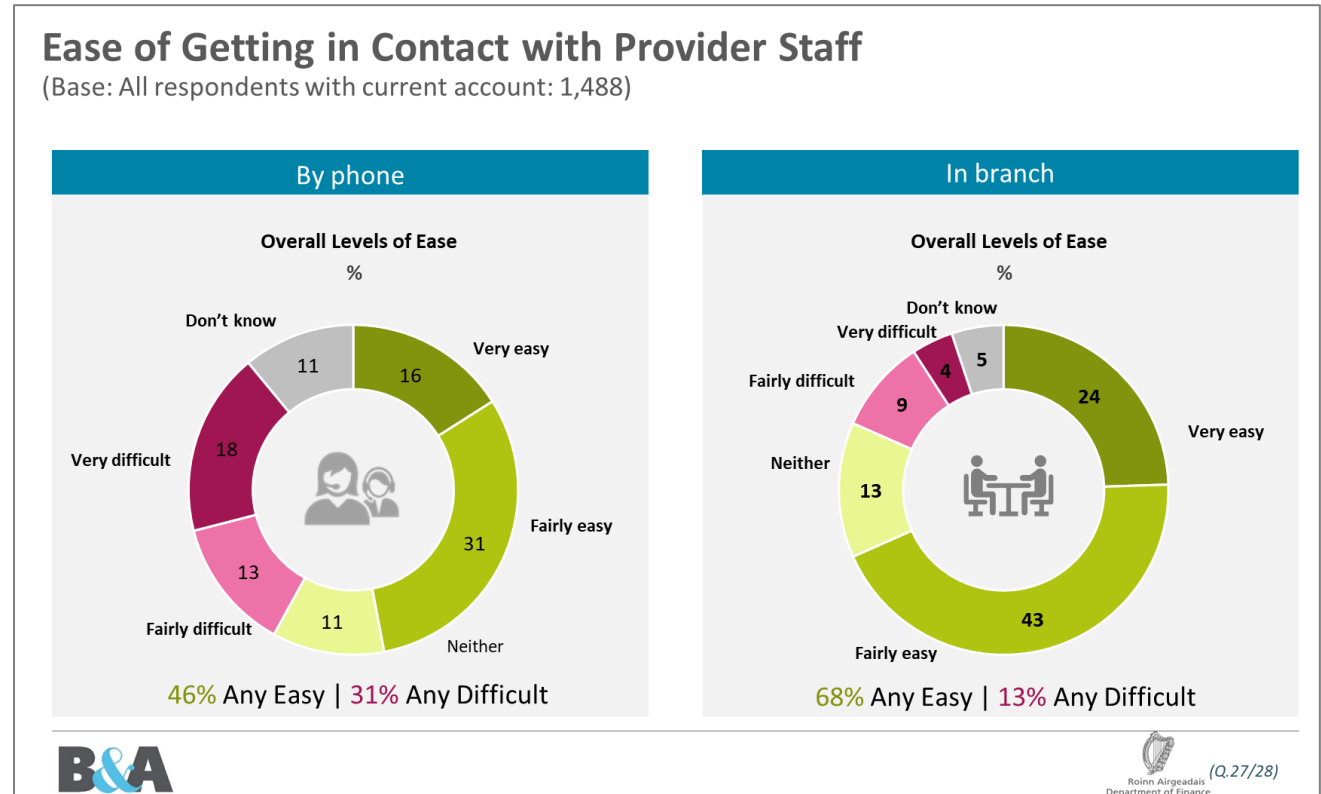
For remote services, telephone response time is singled out as the standout reason. It is followed by some distance by tech issues/phone compatibility, being too impersonal/preference for human contact and poor customer service/can't get an answer.

Reasons for Dissatisfaction with Branch Service & Remote Services from Main Provider

(Base: All dissatisfied)



Challenges around the ease of contact with staff when calling by phone are evident with almost a third (31%) saying it is either very or fairly difficult compared to 1 in 8 (13%) when calling into a branch.

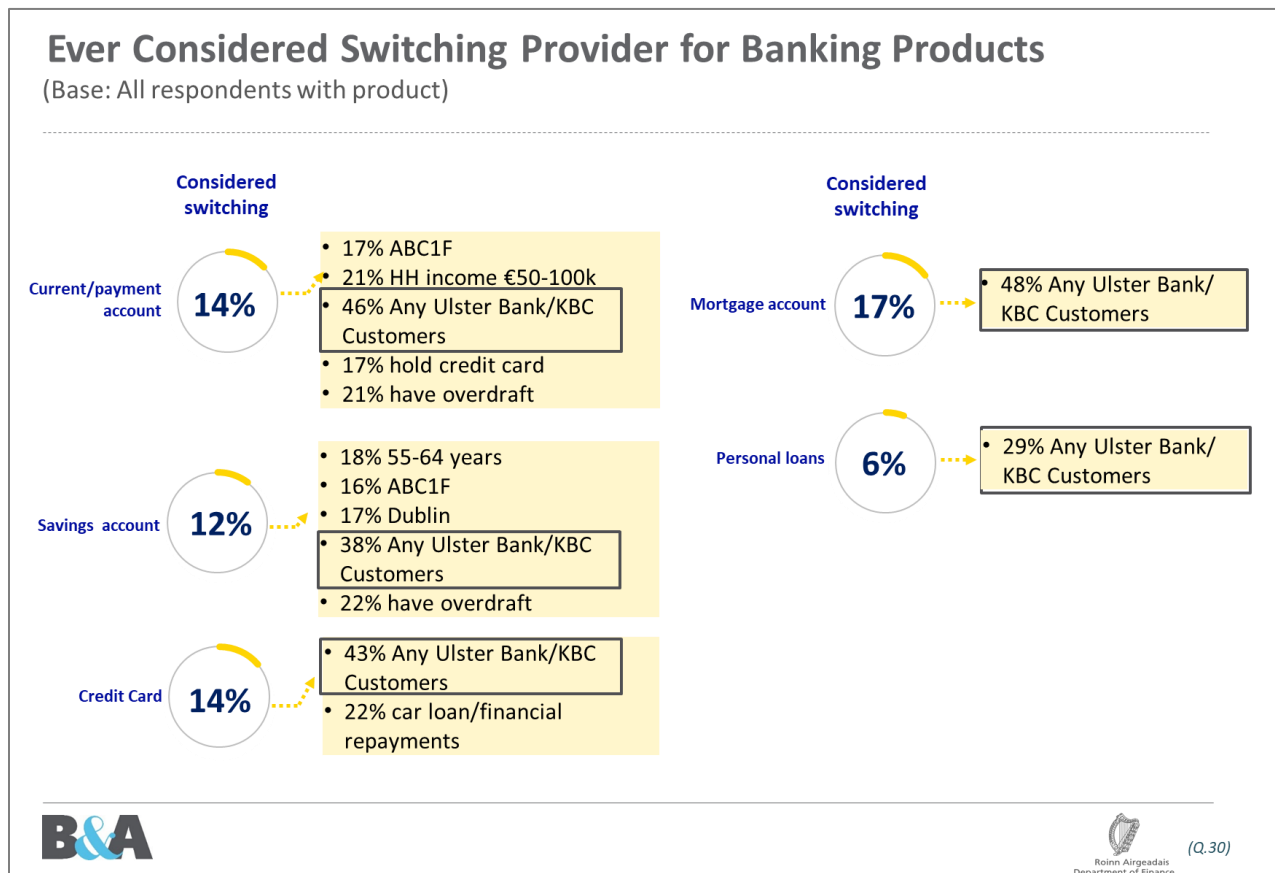


Conversely two thirds (68%) say it is either very or fairly easy to contact someone in the branch compared to just under half (46%) saying the same when trying to contact someone by phone.

9.0 Switching Behaviour & Experience

9.1 Switching Consideration/Incidence

Switching consideration for retail banking products is limited, with approximately 1 in 7 ever having considered switching provider for current account, saving account, credit card or mortgage. It should be noted too that this is in a climate where a switch is being forced on Ulster Bank and KBC customers, which is inflating switching consideration.

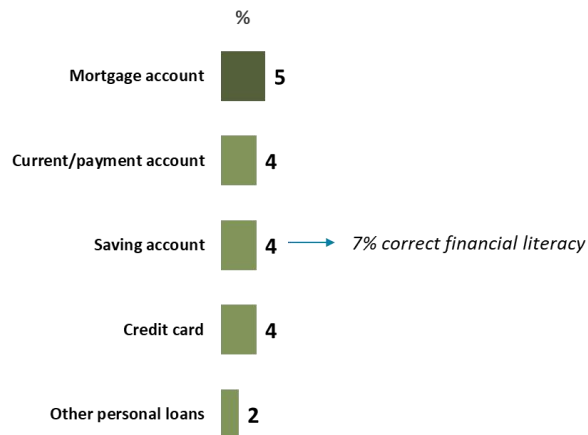


Just 6% have ever considered switching provider for a personal loan.

The incidence of having switched provider is even lower, with only 4-5% of product holders having switched in the past 5 years for mortgage account, current account, saving account and credit card. Only 2% have switched provider when it comes to other personal loans.

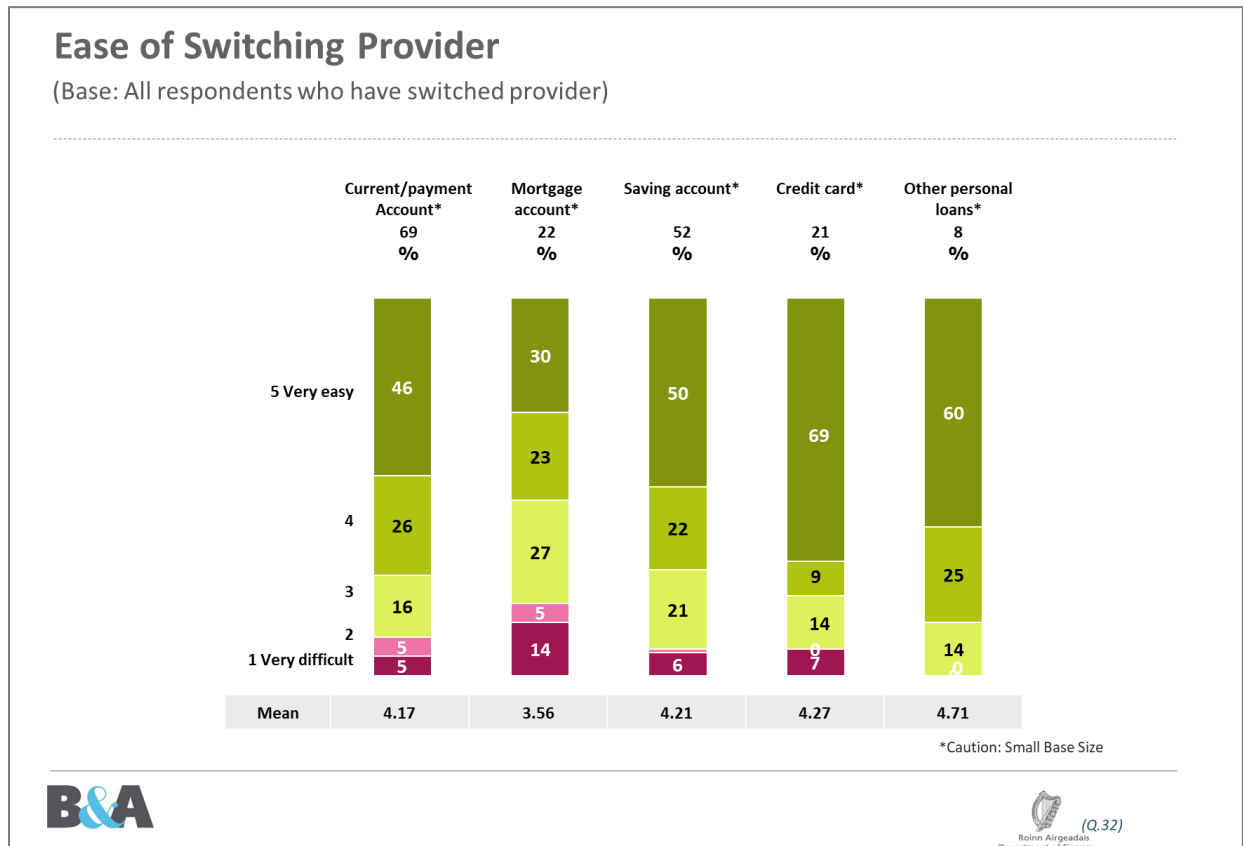
Switched Provider in the Past 5 Years

(Base: All respondents with product)



9.2 The Switching Process

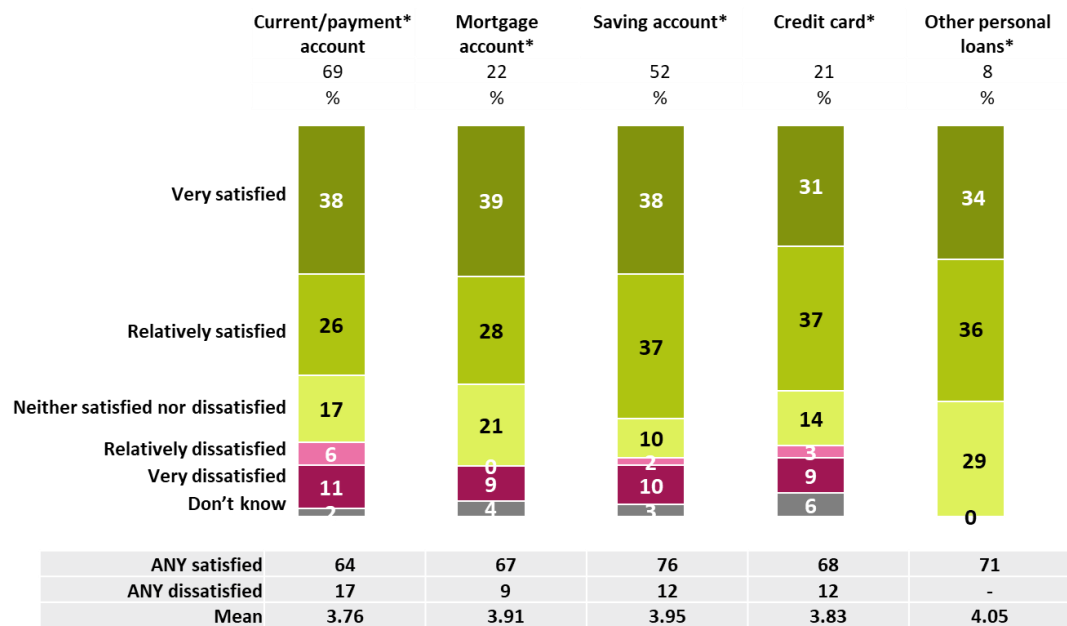
Among those who have switched current account provider in the past five years, almost half (46%) found it very easy to switch. It is perceived to be harder to switch mortgage provider compared to other financial products, though these figures should be considered indicative at best due to low base sizes/low number of switchers.



Among those who have switched current account provider in the past 5 years, almost 2 in 5 (38%) were very satisfied with the switching process. However, almost 1 in 5 (17%) were dissatisfied with the process when switching current account. Once again, the low proportion of switchers renders this data as indicative only.

Satisfaction with Switching Process

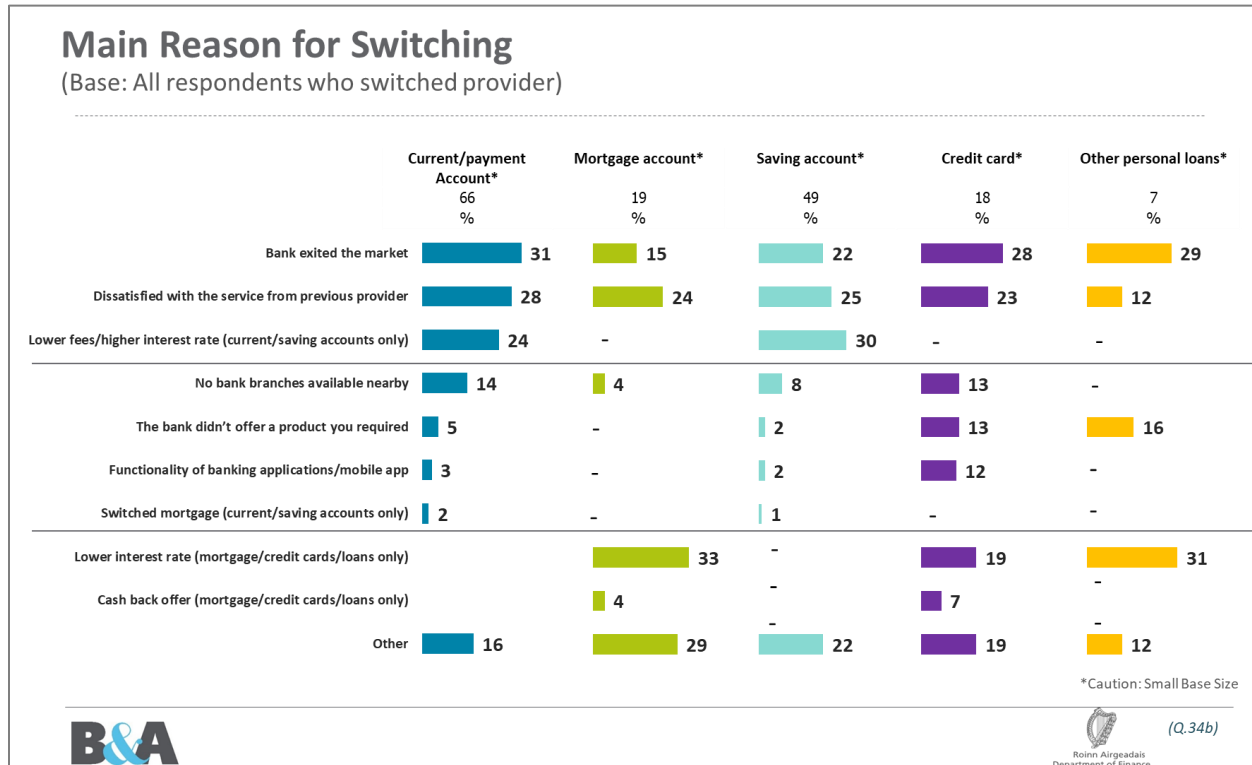
(Base: All respondents who have switched provider)



*Caution: Small Base Size

9.3 Main Reasons for Switching/Not Switching

Among those that have switched in the past 5 years, main drivers of switching are better deals, dissatisfaction with previous provider and provider leaving the market.

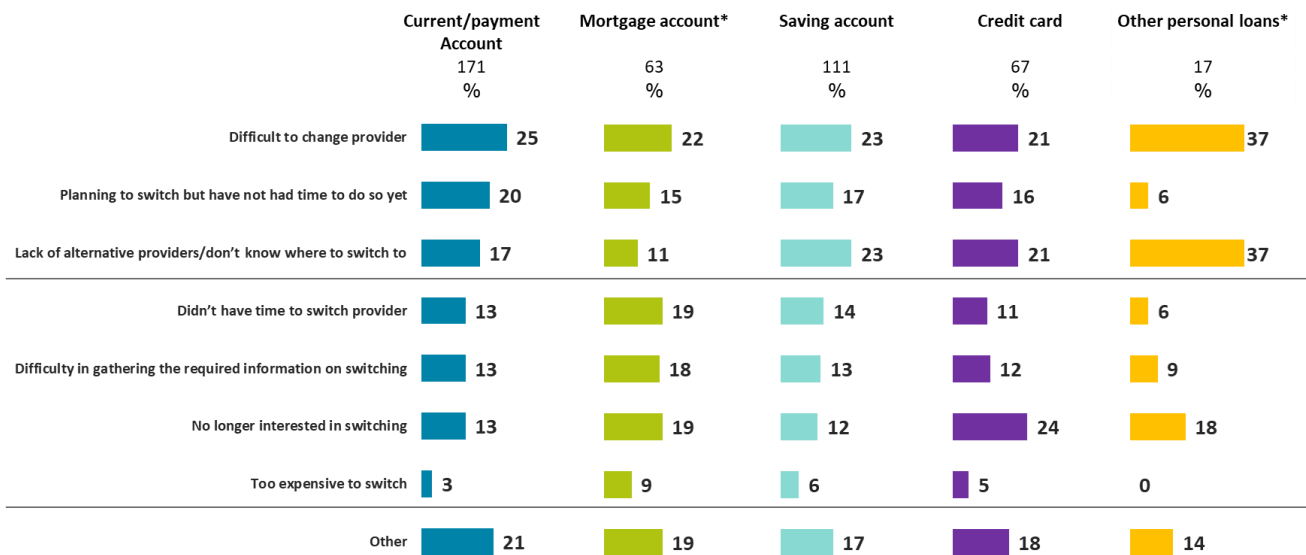


Among those who have considered switching but not switched in the past 5 years, a number of reasons for this are highlighted. A general difficulty in switching is a common thread across all products followed by a perceived lack of alternative providers which peaks amongst those considering savings account switching.

Inertia is also a main reason for not switching. The perception that it would be too expensive to switch is not prominent for any of the five products.

Main Reason for Not Switching in Past 5 years

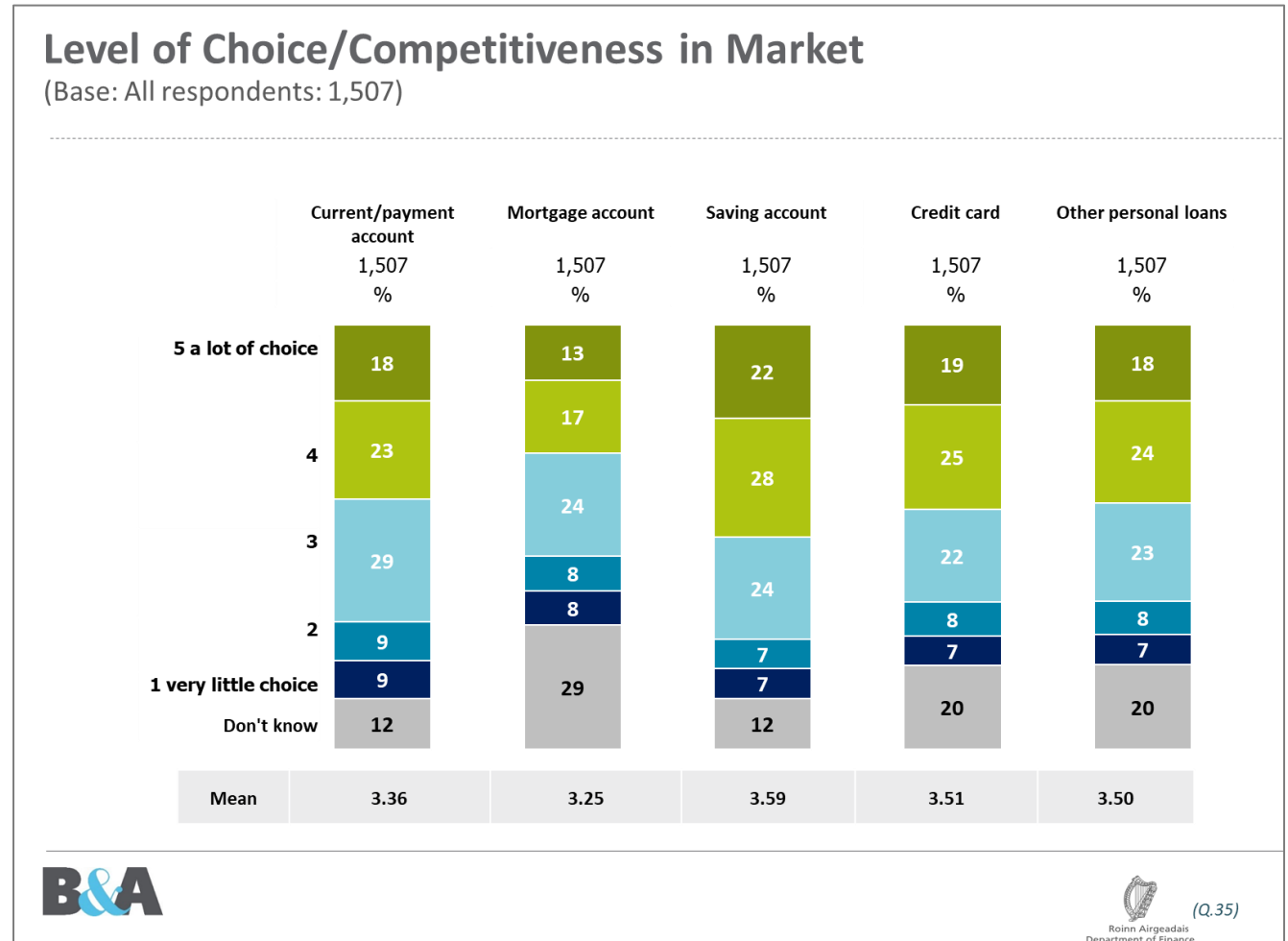
(Base: All respondents who considered switching but did not switch)



*Caution: Small Base Size

9.4 Level of Choice in Market

Between 13-22% feel there is a lot of choice in the market – this is highest for savings accounts and lowest for mortgages.



Those aged under 25 are more likely to feel there is a lot of choice in the market. Those aged 65 or older are significantly less likely to perceive there are a lot of choices in relation to all the financial products asked.

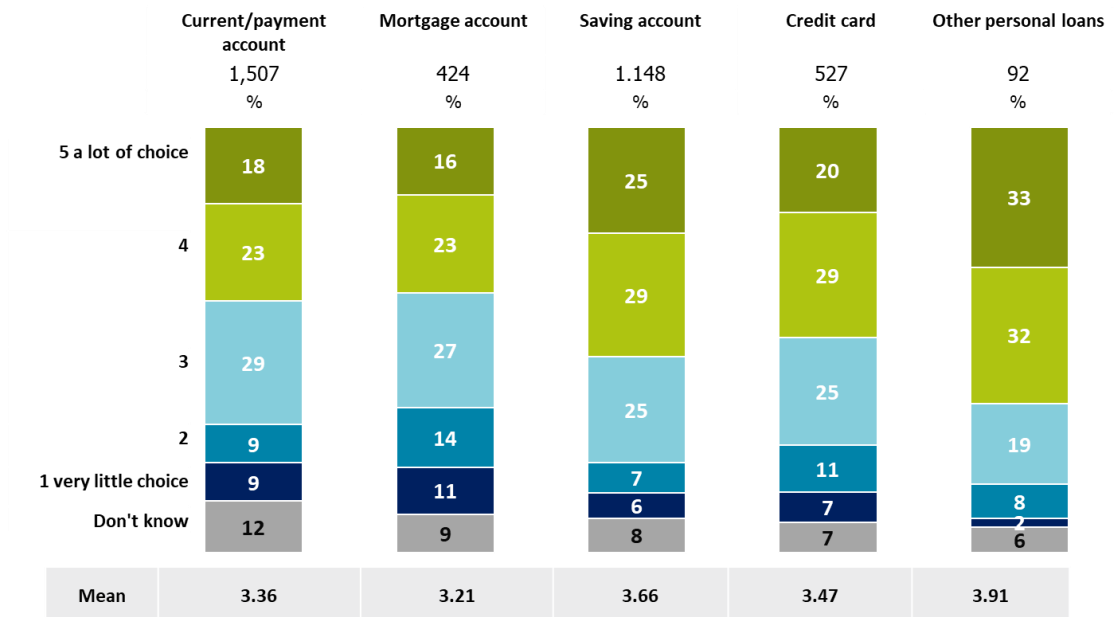
Those rating 4-5 – a lot of Choice	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	1507	736	771	136	223	315	290	212	331	900	607
	%	%	%	%	%	%	%	%	%	%	%
Savings account	50	48	51	61	55	47	49	55	40	52	48
Credit card	44	43	45	55	45	45	44	45	35	48	40
Current account	41	39	44	57	44	41	38	42	33	43	40
Mortgage account	30	29	32	29	33	36	32	29	22	35	25
Other personal loans	43	43	43	55	47	39	44	47	32	45	40
None	37	37	36	26	33	38	37	33	47	34	40

Those rating 4-5 – a lot of Choice	Total	Region				Urban Rural		Financial Situation	
		Dublin	Leinster	Munster	Conn/Ulster	Urban	Rural	NET Difficult	NET Easy
Base:	1507	450	404	402	251	987	520	574	933
	%	%	%	%	%	%	%	%	%
Savings account	50	36	51	59	57	50	50	47	52
Credit card	44	36	42	49	52	44	44	43	44
Current account	41	30	38	54	46	42	40	38	44
Mortgage account	30	23	31	37	31	31	28	27	32
Other personal loans	43	34	41	53	46	43	42	41	44
None	37	47	39	27	32	36	39	39	35

Looking at product holders only, the perception that there is a lot of choice in the market is highest for personal loans and savings accounts while lowest for mortgages and current accounts.

Level of Choice/Competitiveness in Market x Product Holders

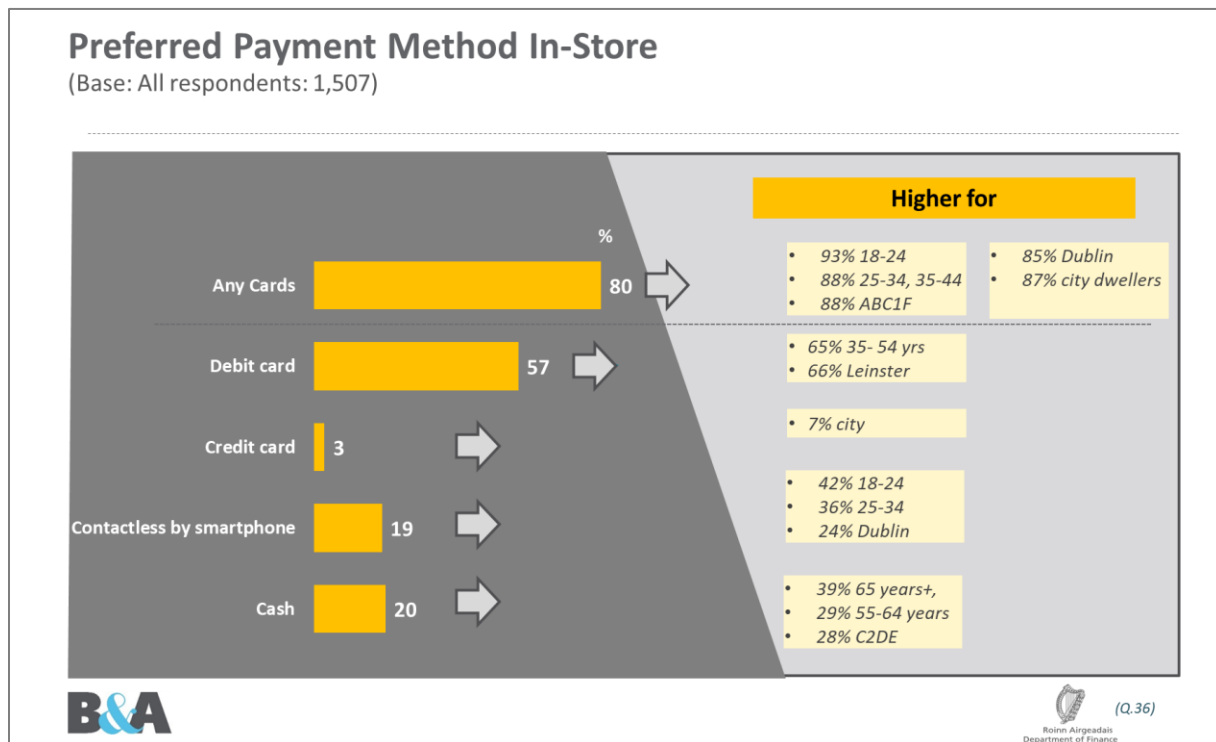
(Base: All holding each product)



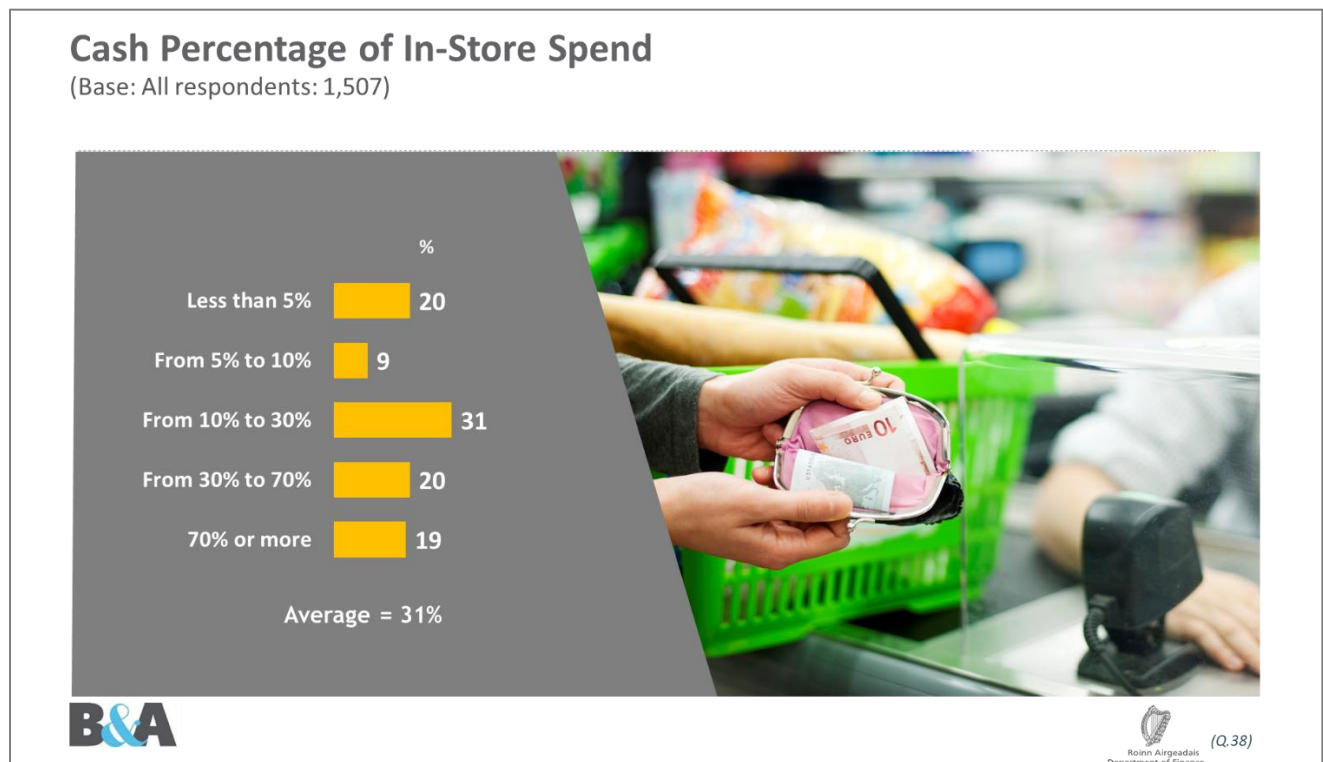
10.0 Cash vs Card Payment

10.1 Preferred Payment Method In-Store

Cards and in particular debit cards are the preferred payment method for adults when in a physical location. 1 in 5 adults prefer to pay in cash, this is higher among those aged 55 or older. Almost 1 in 5 (19%) prefer to pay contactless by smartphone, this is higher amongst those under 35 years and amongst those living in Dublin.



The average claimed proportion of cash spending in-store relative to total spend is 31%.



Those aged 65 and older and the working classes are more likely to spend a higher proportion each week using cash. Under 35s are more likely to have a very low proportion of their spend in cash (less than 5%).

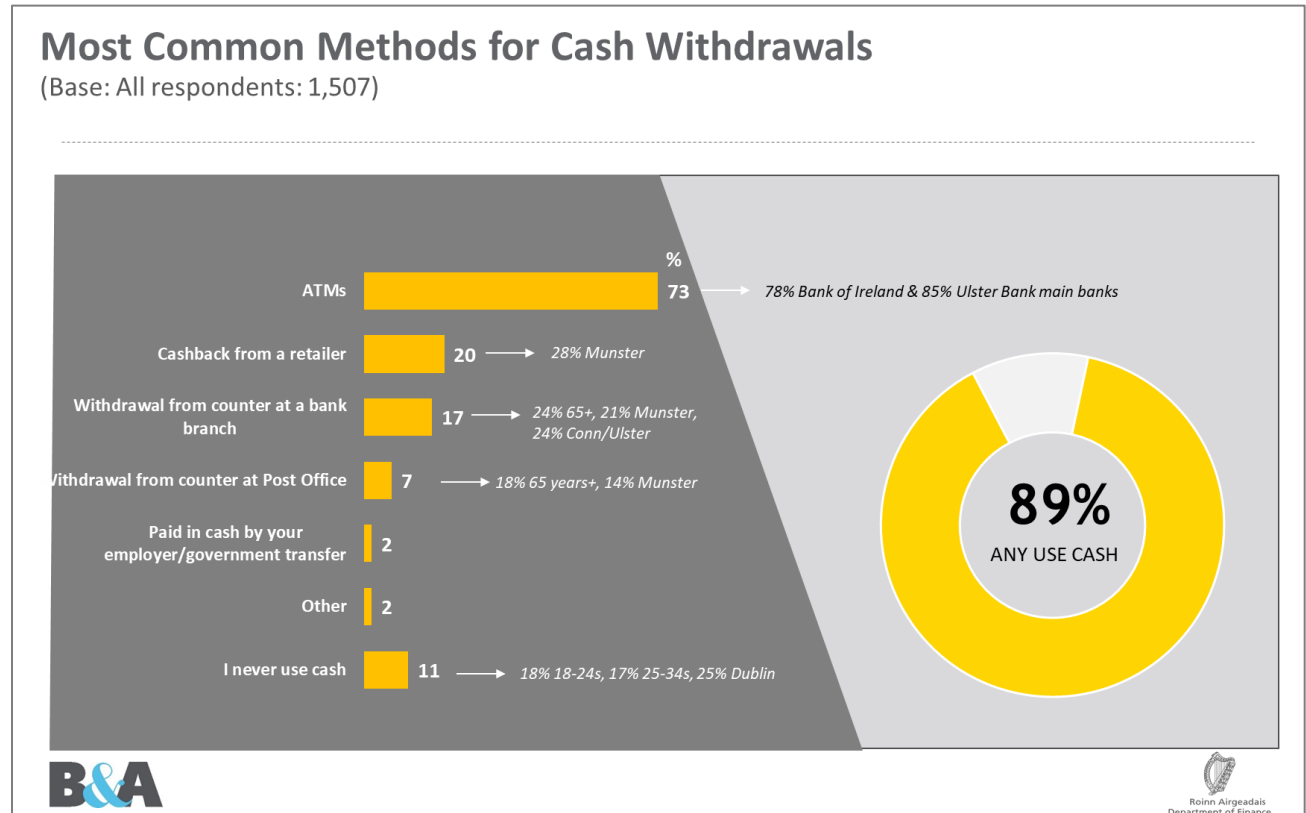
	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	1334	657	677	109	184	270	256	204	311	773	561
	%	%	%	%	%	%	%	%	%	%	%
Less than 5%	20	19	22	29	29	22	20	15	11	25	15
From 5% to 10%	9	9	10	9	13	9	12	9	5	12	7
From 10% to 30%	31	31	31	33	30	38	28	34	24	33	29
From 30% to 70%	20	20	19	21	16	16	23	18	25	18	22
70% or more	19	20	18	9	12	14	16	25	36	12	27
Average	31.42	32.49	30.40	21.29	23.52	25.40	29.53	36.22	48.39	24.01	39.46

Those living in Munster and Connaught/Ulster and those in rural areas in general are more likely to spend a higher proportion of their weekly outgoings in cash.

	Total	Region				Area		Financial Literacy	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural	Correct	Incorrect
Base:	1334	336	380	378	240	833	501	823	511
	%	%	%	%	%	%	%	%	%
Less than 5%	20	35	16	16	10	24	13	23	16
From 5% to 10%	9	14	8	9	5	10	8	10	8
From 10% to 30%	31	28	31	31	36	30	34	31	32
From 30% to 70%	20	13	26	18	23	19	21	18	22
70% or more	19	10	18	26	26	17	24	18	22
Average	31.42	20.16	32.85	36.73	39.82	28.65	36.81	28.94	35.48

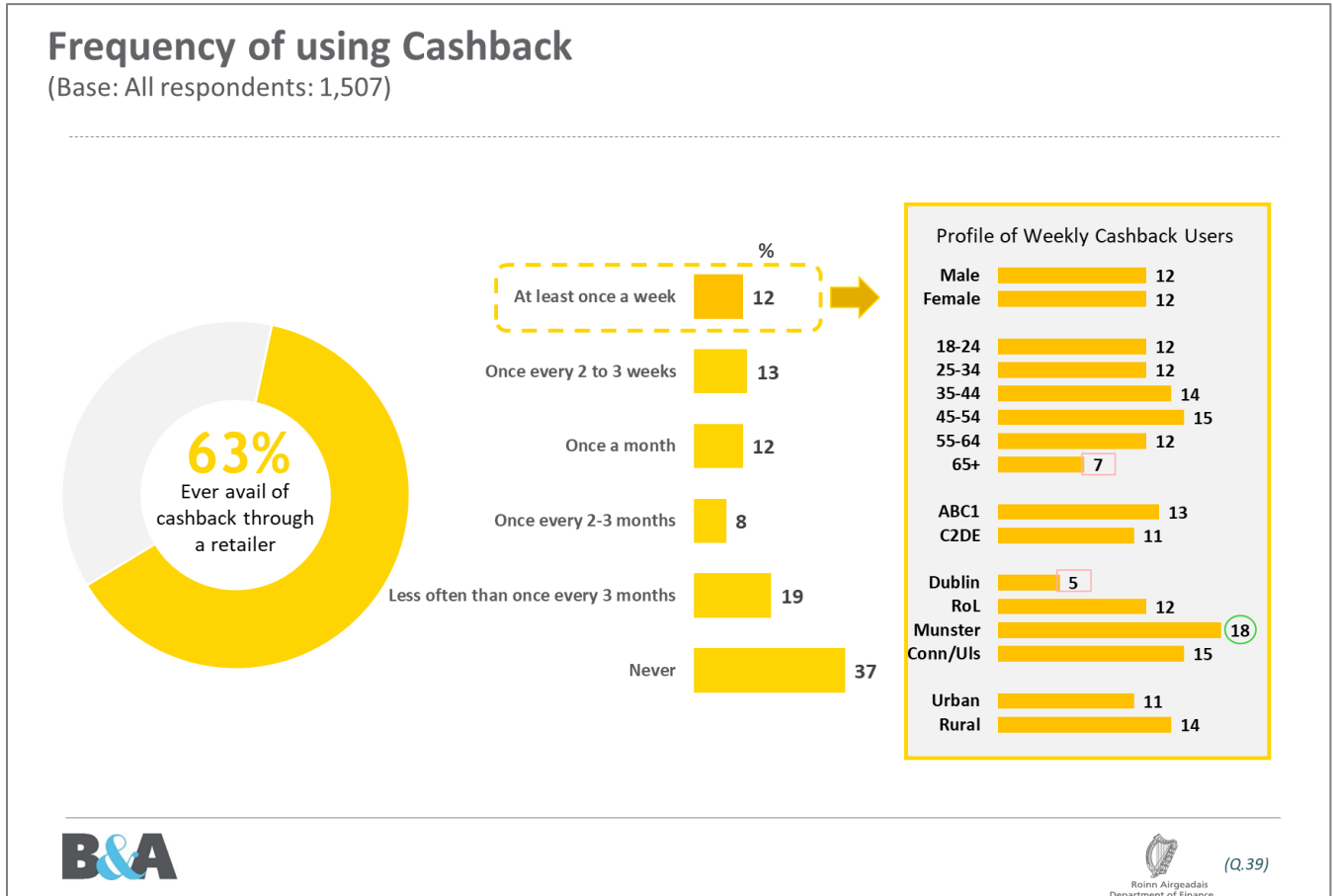
10.2 Most Common Method for Cash Withdrawals

ATMs still dominate in terms of cash withdrawals being used regularly by three quarters (73%) of adults. 20% use cashback from a retailer regularly with usage higher in Munster.



Close to two thirds (63%) of adults have ever availed of cashback through a retailer with 1 in 8 (12%) using it at least once a week. Weekly usage is highest amongst those living in Munster.

Almost two fifths (37%) of adults have never used cashback.



Appendix – The Questionnaire

Department of Finance Consumer Banking Survey Draft Questionnaire 08.02.22

Good morning, afternoon, I am from Behaviour & Attitudes, the independent Irish market research agency. We are conducting a survey on behalf of the Department of Finance about people's attitudes to banking and financial services.

The survey itself will take about 15 minutes to complete. It will be conducted in accordance with Market Research Society guidelines.

All information that we collect will be kept in the strictest confidence and results will be reported at a merged level only. It will not be possible to identify any particular individual in the results and no information will be provided to anyone that could identify you personally.

CONSENT

Q.A Are you happy to proceed with the interview?

Yes	1
No	2

Firstly, I would like to ask you a few questions to make sure that we talk to a wide cross section of people..

SCREENING SECTION

S.1 Interviewer record gender

- 1:Male
- 2:Female
- 3:Other

S.2 Interviewer record date of birth

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ALL TO BE AGED 18+

S.3 Are you yourself the chief wage earner in your household or not? That is the person who contributes most money to the household income?

Yes	1
No	2

OCCUPATION OF CHIEF WAGE EARNER

(If farmer, state acreage. If proprietor/manager/supervisor, state number of employees. If unemployed for over a year or widow on State Pension, ask about Chief Wage Earner).

	NOW CODE
--	-------------

S.4 Socio Economic Grade

A	1
B	2
C1	3
C2	4
DE	5
F50+	6
F50-	7

Banking Products & Provider (incl. Fintech)

ASK ALL

1. Do you use any online/mobile apps to conduct your day-to-day banking?
 - a. Yes
 - b. No

ASK ALL

2. Who do you hold your main current account with? By **main** current account, we mean the account you get your salary/social welfare payments/other payments paid into. If you don't receive any regular payments, your main current account is the account that you use the most for your day-to-day transactions. This could be with a traditional bank, a credit union, the post office or an online bank.

SINGLE CODE, DO NOT READ OUT

- a. AIB
- b. Bank of Ireland
- c. Permanent TSB
- d. Ulster Bank
- e. KBC
- f. Credit union
- g. An Post/An Post money
- h. Revolut
- i. N26
- j. Other, please specify: _____
- k. Do not have current account

ASK THOSE WITH CURRENT ACCOUNT IN Q2

4. In addition to your main current account with <INSERT BANK FROM Q.2>, which of the following banks/providers do you use for banking even if just occasionally.

MULTICODE, READ OUT, ANSWER OPTION CHOSEN IN Q.2

AIB
Bank of Ireland
Permanent TSB
Ulster Bank
KBC
Credit union
An Post/An Post money
Revolut
N26
Other, please specify: _____
None, do not use any other banks/providers

ASK ALL

5. Which of the following financial products do you currently hold?

MULTICODE, READ OUT

Savings account
Mortgage account
Credit card
Overdraft
Car loan/car financing
Short-term payday loans
Other personal loan
Other, please specify: _____
None

ASK THOSE WITH CURRENT ACCOUNT IN Q2

6. Do you avail of any of the following services from your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q5

Savings account
Mortgage account
Credit card
Overdraft
Car loan/car financing
Short-term payday loans
Other personal loan
No, have none of these with <INSERT MAIN BANK FROM Q.2>

ASK THOSE WITH CURRENT ACCOUNT IN Q2

7. Do you avail of any of the following services with any providers who are not your main current/payment account provider?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q5

- Savings account
- Mortgage account
- Credit card
- Overdraft
- Car loan/car financing
- Short-term payday loans
- Other personal loan
- No, have none of these with a provider different from my main current/payment account provider

ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26 IN Q2/Q4

8. You mentioned you have an account with <INSERT REVOLUT/N26>. What does <INSERT REVOLUT/N26> offer that the more traditional retail banks do not offer, if any? Probe fully: Anything else? What else?

MULTICODE, DO NOT READ OUT

- Free banking
- Instant money transfer
- Investment opportunities
- Foreign Exchange
- Splitting bills
- Saving options, e.g. vault
- Information on spending
- Great/user-friendly app for mobile banking
- Other, please specify: _____
- <INSERT Revolut/N26> does not offer anything that the more traditional retail banks do not offer
- Don't know/not sure

ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26 IN Q2/Q4

9. How important are the following products/services for you in relation to using <INSERT REVOLUT/N26>, on a scale from 1-10 where 1 is "not at all important" and 10 is "extremely important".

- Free banking
- Instant money transfer
- Investment opportunities
- Foreign Exchange
- Splitting bills
- Saving options, e.g. vault
- Information on spending
- Great/user-friendly app for mobile banking
- Scale: 1-10, include DK



ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26 IN Q2/Q4

10. How much do you agree or disagree with the following statement on a scale from 1-5 where 1 is "strongly disagree" and 5 is "strongly agree".

The services offered by <INSERT REVOLUT/N26> is a very good substitute for the services offered by the more traditional banks

Scale: 1-5, include DK

Branch & Remote Customer Service

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

11. How close is the nearest branch of your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?
- a) Less than 5km
 - b) 5-10 km
 - c) 10-20 km
 - d) More than 20km
 - e) Don't know

ASK THOSE WITH CURRENT ACCOUNT IN Q2

12. What is your main form of contact with your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?

SINGLE CODE, SHOWCARD

- a) Online (but not through mobile app)
- b) Through their mobile app
- c) Over the phone
- d) In writing (letters)
- e) In person (branch visits)
- f) Email
- g) Other, please specify: _____

ASK ALL

13. What is your preferred form of contact with your bank for each of the transactions listed below?

	Services
a	Lodge/withdraw cash
b	Transfer money
c	Pay bills
d	Financial advice
e	Savings
f	Foreign exchange

Options to appear for each SHOWCARD
1. Online (but not through mobile app)
2. Through their mobile app
3. Over the phone
4. In writing (letters)
5. In person (branch visits)
6. Email
7. Other, please specify: _____
8. Not applicable



ASK THOSE WITH CURRENT ACCOUNT IN Q2

- 14. How satisfied are you with any remote dealings (by phone, online or through the mobile app) you have had with <INSERT MAIN BANK FROM Q2>, using a scale of 1 to 5 where 1 is not at all satisfied and 5 being very satisfied?

1 - Very dissatisfied			5 - Very satisfied		Don't know
1	2	3	4	5	

ASK IF DISSATISFIED (CODES 1-2)

- 15. You mentioned you were dissatisfied with the service you received from <INSERT MAIN BANK> when dealing with them remotely, why did you say this? **RECORD VERBATIM**

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

- 16. How satisfied are you with dealings you have had with <INSERT MAIN BANK> in a bank branch, using a scale of 1 to 5 where 1 is not at all satisfied and 5 being very satisfied?

1 = Very dissatisfied			5 - Very satisfied		Don't know
1	2	3	4	5	

ASK IF DISSATISFIED (CODES 1 & 2)

- 17. You mentioned you were dissatisfied with the service you received from your bank when dealing with them in branch, why did you say this? **RECORD VERBATIM**

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

- 18. On average, how often do you visit a branch of <INSERT MAIN BANK)?
 - a. At least once a week
 - b. Once every 2 to 3 weeks
 - c. Once a month
 - d. Once every 2-3 months
 - e. Less often than once every 3 months
 - f. Would only visit branch if I had a specific issue
 - g. Never/I have no need to visit a branch ever

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

19. Ideally how often would you like visit a bank branch?
- a) At least once a week
 - b) Once every 2 to 3 weeks
 - c) Once a month
 - d) Once every 2-3 months
 - e) Less often than once every 3 months
 - f) Only if I had a specific issue
 - g) Never/I have no need to visit a branch ever

ASK ALL WHO VISIT BRANCH IN Q18 (A-F)

20. When you visit a branch of <INSERT MAIN BANK>, which of the following would best describe your reasons for visit? Any other reasons?

SHOWCARD, MULTICODE

- a) Lodge/withdraw cash
- b) Transfer money
- c) Pay bills
- d) Speak to someone regarding a specific product, e.g. mortgage/loan/overdraft, etc.
- e) Financial advice
- f) Savings
- g) Foreign exchange
- h) Other, please specify: _____

ASK ALL

21. How confident would you be in an automated service in a branch handling all of the services below on a scale from 1-5, with 1 being "not at all confident" and 5 being "very confident"?

	Services	Scale (1-5), incl. DK SHOWCARD
a	Lodge/withdraw cash	
b	Transfer money	
c	Pay bills	
d	Financial advice	
e	Savings	
f	Foreign exchange	

ASK ALL

22. How confident would you be in conducting the services below online on a scale from 1-5, with 1 being "not at all confident" and 5 being "very confident"?

	Services	Scale (1-5) incl. DK SHOWCARD
a	Transfer money	
b	Pay bills	
c	Speak to someone regarding a specific product, e.g. mortgage, loan, overdraft etc.	
d	Financial advice	
e	Savings	

ASK ALL

23. Do you have broadband internet access in your home?
- a) Yes
 - b) No
 - c) Don't know

ASK ALL

24. On average, how often do you use the internet?
- a) Every day
 - b) At least once a week (but not every day)
 - c) Less than once a week
 - d) Never, I don't use the internet

ASK THOSE WITH CURRENT ACCOUNT IN Q2

25. How often do you use online banking from <INSERT MAIN BANK>, whether conducted on your computer or via your phone?
- At least once a week
 - Once every 2 to 3 weeks
 - Once a month
 - Once every 2-3 months
 - Less often than once every 3 months
 - Never/I do not use online banking

ASK ALL WHO USE ONLINE BANKING

26. When using online banking from <INSERT MAIN BANK>, how do you typically access your account?
- From the provider's website on a computer, a tablet or smartphone.
 - From the provider's mobile banking app
 - Both equally

ASK THOSE WITH CURRENT ACCOUNT

27. From your experience, how easy is it to get in contact with a person from <INSERT MAIN BANK> when calling by phone?
- Very easy
 - Relatively easy
 - Neither easy nor difficult
 - Relatively difficult
 - Very difficult
 - Don't know

**ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK
(CODE A-G IN Q.2)**

- 28 From your experience, how easy is it to get in contact with a person from <INSERT MAIN BANK> when you call in at the branch?
- a) Very easy
 - b) Relatively easy
 - c) Neither easy nor difficult
 - d) Relatively difficult
 - e) Very difficult
 - f) Don't know

ASK THOSE WITH CURRENT ACCOUNT

29. Overall, how would you rate your level of satisfaction with the services <INSERT MAIN BANK> provides?
- a) Very satisfied
 - b) Relatively satisfied
 - c) Neither satisfied nor dissatisfied
 - d) Relatively dissatisfied
 - e) Very dissatisfied
 - f) Don't know

Switching Behaviour & Experience

30. Have you ever considered switching provider for any of the following products?
MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q.2/Q.5
- a) Current/payment account
 - b) Mortgage account
 - c) Saving account
 - d) Credit card
 - e) Other personal loans
 - f) No, have not considered switching for any of these
31. And have you actually switched provider for any of these products in the past 5 years?
MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q.2/Q.5
- l. Current/payment account
 - m. Mortgage account
 - n. Saving account
 - o. Credit card
 - p. Other personal loans
 - q. No, have not switched provider for any of these

32. You have said that you switched provider for <INSERT PRODUCT FROM Q.31> in the past 5 years. How easy or difficult did you find the switching process, on a scale from 1-5 where 1 is "very difficult" and 5 is "very easy"?

ASK FOR EACH PRODUCT ANSWERED IN Q.31

Scale: 1-5, include DK

FOR EACH PRODUCT SWITCHED AT Q.31

33. How would you rate your level of satisfaction with the switching process, when switching <INSERT PRODUCT> in the past 5 years?
- Very satisfied
 - Relatively satisfied
 - Neither satisfied nor dissatisfied
 - Relatively dissatisfied
 - Very dissatisfied
 - Don't know

FOR EACH PRODUCT CONSIDERED AT Q.30 BUT DIDN'T SWITCH AT Q.31, ASK Q.34

34. You said that you have considered switching provider for <INSERT PRODUCT> but that you have not switched provider in the past 5 years. What is the main reason for not having switched provider for <INSERT PRODUCT> in the past 5 years?

MULTICODE

- Difficult to change provider
- Didn't have time to switch provider
- Difficulty in gathering the required information on switching
- Too expensive to switch
- Lack of alternative providers/don't know where to switch to
- No longer interested in switching
- Planning to switch but have not had time to do so yet
- Other, please specify: _____

FOR EACH PRODUCT SWITCHED AT Q.31

What was the reason for switching for provider for <INSERT PRODUCT> in the past 5 years? **MULTICODE, READ OUT**

- Dissatisfied with the service from previous provider
- Bank exited the market
- No bank branches available nearby
- Functionality of banking applications/mobile app
- Lower fees/higher interest rate (current/saving accounts only)
- Switched mortgage (current/saving accounts only)
- Lower interest rate (mortgage/credit cards/loans only)
- Cash back offer (mortgage/credit cards/loans only)
- The bank didn't offer a product you required
- Other, please specify: _____

ASK ALL

35. How would you rate the level of choice in the market for the following products, using a scale from 1 to 5, where 1 means there is very little choice and 5 means there is a lot of choice.

	Product	1-5, incl. DK
a	Current account	
b	Mortgage account	
c	Savings account	
d	Credit card	
e	Other personal loans	

Cash Access

ASK ALL

36. What is your preferred method of payment in a physical location, i.e. in a store? Is it... **SINGLE CODE, READOUT**
- Debit card
 - Credit card
 - Contactless by a smartphone
 - Cash

37. How do you generally access cash for your day-to-day transactions, e.g. grocery shopping, clothes, restaurants, taxi fares, etc.

MULTICODE, SHOWCARD

- ATMs
- Withdrawal from counter at a bank branch
- Withdrawal from counter at Post Office
- Cashback from a retailer
- Paid in cash by your employer/government transfer
- Other, please specify: _____
- I never use cash

ASK ALL WHO USE CASH, I.E NOT CODE G IN Q.39

38. Think of all the spending you do in physical locations in a typical week, what proportion of your spending is done in cash?
 ____% (0-100)

ASK ALL

39. On average, how often would you avail of a cash-back service through a retailer?
- At least once a week
 - Once every 2 to 3 weeks
 - Once a month
 - Once every 2-3 months
 - Less often than once every 3 months
 - Never

ASK ALL

40. To what degree do you think the culture of the banks has improved since the 2007/2008 financial crisis? Do you think they have... **READ OUT**
- a) improved a lot
 - b) improved a little
 - c) not changed at all
 - d) disimproved a little
 - e) disimproved a lot

ASK ALL

41. Concerning your household's total monthly or weekly income, with which degree of ease or difficulty is the household able to make ends meet?
- a) With great difficulty
 - b) With difficulty
 - c) With some difficulty
 - d) Fairly easily
 - e) Easily
 - f) Very easily

ASK ALL

42. If the inflation rate is 2% and the interest rate you get on your savings is 1%, will your savings have more, less or the same amount of buying power in a year's time?
- a. More
 - b. The same
 - c. Less
 - d. Don't know

CLASSIFICATION QUESTIONS

Finally, a few classification questions...

C.1 Do you have any dependent children living at home?

- a. Yes
- b. No

If YES

C.2 How old are your dependent children?

MULTICODE

- a. 0-4
- b. 5-12
- c. 13-17
- d. 18 years or older

C.3 What is your marital status?

- a. Single
- b. Married
- c. Co-habiting
- d. Widowed
- e. Separated/divorced
- f. Refused

C.4 What is your current level of education?

- a. No education/only basic education
- b. Primary School Level
- c. Lower Secondary (Junior Certificate)
- d. Higher Secondary (Leaving Certificate)
- e. Post Leaving Certificate (e.g. VEC)
- f. Third Level Non-Degree (e.g. Diploma)
- g. Third Level Degree
- h. Third Level Postgraduate Degree (e.g. Master, PhD)

C.5 Which of the following best describes your current working status?

- a. Working full time (30+ hrs per week)
- b. Working Part time (-29 hrs per week)
- c. Self-employed (including farmers)
- d. Unemployed
- e. Home duties
- f. Retired
- g. Student, not employed
- h. Student, working part time
- i. Sick/disabled

C.6 Which of the following best describes how you occupy the property you currently live in?

- a. I own it outright (no mortgage)
- b. I own it with a mortgage
- c. I rent it in the private market.
- d. I rent it from an Approved Housing Body/Local Authority
- e. I live with my parents
- f. Other, please specify: _____

C.7 Which of these best describes the general area where you live?

- a. A city
- b. A large town
- c. A small town
- d. Rural area

C.8 Which of the following letters best matches your Gross household income per year?

PLEASE CALL BACK A LETTER

SHOW INCOME SHOWCARD

- Q. €25,000 or less
- S. €25,001 - €50,000
- R. €50,001 - €100,000
- T. €100,001 - €150,000
- P. Over €150,001
- Don't know (DO NOT READ OUT)
- Refused (DO NOT READ OUT)

C.9 In which of these regions were you born?

- a. Republic of Ireland
- b. Northern Ireland
- c. GB (England, Scotland, Wales)
- d. Western Europe (excluding GB & NI)
- e. Eastern Europe
- f. North America
- g. South America
- h. Asia
- i. Africa
- j. Australia/Oceania

THANK YOU