

# SMF – The Future of the Bank Branch

## **METHODOLOGY NOTE**

ComRes interviewed 1,008 British adults by telephone between 24<sup>th</sup> and 26<sup>th</sup> January 2014. Data were weighted to be representative of all GB adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules.

*All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.*

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock: [katharine.peacock@comres.co.uk](mailto:katharine.peacock@comres.co.uk)

To register for Pollwatch, a monthly newsletter update on the polls, please email: [pollwatch@comres.co.uk](mailto:pollwatch@comres.co.uk)

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 1

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-Summary**

**Base: All with internet access (unless noted)**

		Q1. Summary					
		I feel that I have the necessary skills to use the internet safely	I feel that I have the necessary skills to use the internet effectively	My friends and family go on the internet for me	I am concerned about online fraud when using the internet	I am concerned about privacy issues when using the internet	The internet is not for me (all respondents)
		879	879	879	879	879	1008
		875	875	875	875	875	1008
		789 90%	780 89%	199 23%	698 80%	646 74%	201 20%
Strongly agree	(4)	503 57%	512 58%	80 9%	360 41%	329 38%	100 10%
Tend to agree	(3)	286 33%	269 31%	119 14%	337 39%	317 36%	101 10%
Tend to disagree	(2)	44 5%	57 7%	162 18%	109 12%	128 15%	137 14%
Strongly disagree	(1)	35 4%	31 4%	502 57%	56 6%	90 10%	642 64%
NET: Disagree		79 9%	88 10%	664 76%	165 19%	217 25%	779 77%
Not applicable		4 *	5 1%	8 1%	9 1%	10 1%	24 2%
Don't know		2 *	2 *	4 *	4 *	2 *	4 *
Mean		3.45	3.45	1.74	3.16	3.03	1.65
Standard deviation		0.77	0.77	1.01	0.88	0.97	1.02
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 2

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet safely**

**Base: All with internet access**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	879	455	424	117	154	175	172	146	115	344	201	149	185	79	36	100	77	77	61	42	80	122	127	78
Weighted base	875	450	425	120	167	165	170	128	125	256	253	202	164	81	36	97	77	74	62	39	79	121	132	77
NET: Agree	789	410	380	115	156	154	158	109	96	242	225	186	136	76	33	85	68	73	54	32	70	110	121	66
	90%	91%	89%	96%	93%	94%	93%	85%	77%	94%	89%	92%	83%	94%	92%	87%	89%	98%	88%	81%	89%	91%	92%	86%
Strongly agree	(4) 503	270	233	93	120	107	78	57	47	154	159	111	79	47	21	60	41	45	36	21	38	76	77	40
	57%	60%	55%	77%	72%	65%	46%	45%	38%	60%	63%	55%	48%	58%	59%	62%	53%	60%	59%	55%	49%	63%	58%	52%
Tend to agree	(3) 286	140	147	22	36	47	80	52	49	88	66	75	57	29	12	24	28	28	18	10	32	34	45	26
	33%	31%	35%	18%	21%	29%	47%	41%	39%	34%	26%	37%	35%	36%	33%	25%	36%	37%	30%	27%	40%	28%	34%	34%
Tend to disagree	(2) 44	24	21	4	6	6	6	9	13	9	14	8	13	1	1	8	3	1	5	4	5	5	6	5
	5%	5%	5%	3%	3%	4%	4%	7%	10%	3%	5%	4%	8%	1%	2%	8%	4%	1%	9%	10%	7%	4%	5%	7%
Strongly disagree	(1) 35	15	20	1	4	4	6	8	11	4	14	5	11	3	2	4	3	1	2	4	3	6	4	2
	4%	3%	5%	1%	3%	3%	3%	7%	9%	2%	5%	3%	7%	4%	6%	4%	4%	1%	3%	9%	4%	5%	3%	3%
NET: Disagree	79	38	41	5	10	10	12	18	24	13	28	13	25	4	3	12	6	2	7	7	9	11	10	8
	9%	9%	10%	4%	6%	6%	7%	14%	19%	5%	11%	7%	15%	5%	8%	13%	8%	2%	12%	19%	11%	9%	8%	10%
Not applicable	4	1	3	-	-	-	-	1	3	1	-	-	3	1	-	-	1	-	-	-	-	-	-	2
	*	*	1%	-	-	-	-	1%	3%	*	-	-	2%	1%	-	-	2%	-	-	-	-	-	-	3%
Don't know	2	1	1	-	1	-	-	-	1	-	-	2	-	-	-	-	1	-	-	-	-	-	-	1
	*	*	*	-	1%	-	-	-	1%	-	-	1%	-	-	-	-	1%	-	-	-	-	-	-	2%
Mean	3.45	3.48	3.41	3.72	3.64	3.56	3.35	3.24	3.10	3.53	3.46	3.46	3.27	3.49	3.44	3.45	3.42	3.57	3.44	3.27	3.34	3.49	3.47	3.41
Standard deviation	0.77	0.74	0.79	0.56	0.67	0.69	0.71	0.86	0.93	0.65	0.83	0.70	0.89	0.72	0.83	0.83	0.77	0.58	0.79	0.98	0.78	0.79	0.73	0.77
Standard error	0.03	0.03	0.04	0.05	0.05	0.05	0.05	0.07	0.09	0.04	0.06	0.06	0.07	0.08	0.14	0.08	0.09	0.07	0.10	0.15	0.09	0.07	0.07	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 2

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet safely**

**Base: All with internet access**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	879	68	98	73	70	71	78	48	44	27	14	25	17	56
Weighted base	875	68	100	79	73	72	82	44	43	23	14	24	17	47
NET: Agree	789 90%	55 81%	90 90%	67 85%	65 89%	68 95%	76 93%	43 98%	41 95%	20 87%	14 100%	24 100%	15 89%	46 97%
Strongly agree	(4) 503 57%	37 55%	53 53%	42 53%	37 51%	44 61%	53 66%	32 74%	25 57%	12 53%	9 61%	20 81%	8 49%	36 77%
Tend to agree	(3) 286 33%	18 26%	37 37%	26 32%	27 38%	25 34%	22 27%	10 24%	17 38%	8 34%	5 39%	5 19%	7 40%	10 20%
Tend to disagree	(2) 44 5%	7 10%	4 4%	5 6%	4 6%	3 4%	4 5%	1 2%	1 3%	2 9%	- -	- -	- -	- -
Strongly disagree	(1) 35 4%	5 7%	5 5%	7 9%	4 6%	1 1%	1 1%	- -	1 2%	1 4%	- -	- -	2 11%	1 3%
NET: Disagree	79 9%	12 17%	9 9%	12 15%	8 11%	4 5%	5 6%	1 2%	2 5%	3 13%	- -	- -	2 11%	1 3%
Not applicable	4 *	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	2 *	- -	1 1%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Mean	3.45	3.31	3.40	3.29	3.34	3.54	3.59	3.72	3.50	3.35	3.61	3.81	3.28	3.71
Standard deviation	0.77	0.94	0.78	0.94	0.83	0.65	0.64	0.51	0.66	0.83	0.50	0.40	0.94	0.63
Standard error	0.03	0.11	0.08	0.11	0.10	0.08	0.07	0.07	0.10	0.16	0.13	0.08	0.23	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 2

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet safely**

**Base: All with internet access**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	879	394	267	163	40	879	829	438	109	385	618	98	-
Weighted base	875	390	277	160	34	875	824	415	110	375	611	105	-
NET: Agree	789	364	248	138	29	789	752	394	107	349	564	94	-
	90%	93%	90%	86%	84%	90%	91%	95%	97%	93%	92%	90%	-
Strongly agree	(4) 503	234	155	89	18	503	478	273	82	237	385	58	-
	57%	60%	56%	56%	53%	57%	58%	66%	74%	63%	63%	56%	-
Tend to agree	(3) 286	130	93	48	11	286	273	121	26	113	179	36	-
	33%	33%	34%	30%	31%	33%	33%	29%	23%	30%	29%	35%	-
Tend to disagree	(2) 44	14	16	9	3	44	39	13	2	18	26	5	-
	5%	3%	6%	6%	9%	5%	5%	3%	1%	5%	4%	5%	-
Strongly disagree	(1) 35	9	10	13	2	35	27	8	1	7	19	3	-
	4%	2%	4%	8%	7%	4%	3%	2%	1%	2%	3%	2%	-
NET: Disagree	79	23	27	22	6	79	66	21	3	24	45	8	-
	9%	6%	10%	14%	16%	9%	8%	5%	3%	7%	7%	8%	-
Not applicable	4	1	2	-	-	4	3	-	-	1	-	-	-
	*	*	1%	-	-	*	*	-	-	*	-	-	-
Don't know	2	2	-	-	-	2	2	-	-	-	2	2	-
	*	1%	-	-	-	*	*	-	-	-	*	2%	-
Mean	3.45	3.52	3.43	3.34	3.29	3.45	3.47	3.59	3.70	3.55	3.53	3.46	-
Standard deviation	0.77	0.68	0.77	0.91	0.92	0.77	0.74	0.65	0.56	0.67	0.72	0.72	-
Standard error	0.03	0.03	0.05	0.07	0.15	0.03	0.03	0.03	0.05	0.03	0.03	0.07	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 3

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet effectively**

**Base: All with internet access**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	879	455	424	117	154	175	172	146	115	344	201	149	185	79	36	100	77	77	61	42	80	122	127	78
Weighted base	875	450	425	120	167	165	170	128	125	256	253	202	164	81	36	97	77	74	62	39	79	121	132	77
NET: Agree	780	399	381	116	156	152	151	110	95	238	231	179	133	75	32	86	65	63	56	35	72	110	120	66
	89%	89%	90%	97%	94%	92%	88%	86%	76%	93%	91%	88%	81%	92%	89%	89%	84%	85%	91%	89%	92%	91%	91%	86%
Strongly agree	(4) 512	263	249	97	126	106	84	58	40	168	166	106	72	51	21	63	39	43	39	23	41	79	77	36
	58%	58%	59%	81%	75%	64%	49%	45%	32%	65%	66%	52%	44%	63%	57%	65%	50%	58%	63%	59%	52%	65%	58%	47%
Tend to agree	(3) 269	136	133	18	31	46	67	52	55	70	64	73	61	24	11	23	26	20	17	12	32	31	42	30
	31%	30%	31%	15%	18%	28%	39%	40%	44%	27%	25%	36%	37%	29%	31%	24%	34%	27%	28%	30%	40%	25%	32%	39%
Tend to disagree	(2) 57	29	28	2	5	7	14	12	16	14	15	19	9	5	3	7	5	8	3	1	4	3	10	6
	7%	6%	7%	2%	3%	5%	8%	10%	13%	5%	6%	9%	6%	7%	9%	8%	7%	11%	6%	3%	5%	3%	8%	7%
Strongly disagree	(1) 31	19	12	2	4	5	4	6	9	3	7	4	17	-	1	3	4	3	2	3	2	7	2	4
	4%	4%	3%	2%	3%	3%	3%	5%	7%	1%	3%	2%	10%	-	2%	3%	5%	4%	3%	8%	3%	6%	2%	5%
NET: Disagree	88	48	40	4	10	12	18	18	25	17	22	23	26	5	4	10	9	11	5	4	6	10	12	10
	10%	11%	9%	3%	6%	8%	11%	14%	20%	7%	9%	12%	16%	7%	11%	11%	11%	15%	9%	11%	8%	8%	9%	13%
Not applicable	5	2	2	-	-	-	1	-	3	1	-	-	4	1	-	-	1	-	-	-	-	1	-	1
	1%	1%	1%	-	-	-	1%	-	3%	*	-	-	2%	1%	-	-	2%	-	-	-	-	1%	-	1%
Don't know	2	1	1	-	1	-	-	-	1	1	-	-	1	-	-	-	2	-	-	-	-	-	-	-
	*	*	*	-	1%	-	-	-	1%	*	-	-	1%	-	-	-	3%	-	-	-	-	-	-	-
Mean	3.45	3.44	3.47	3.76	3.67	3.54	3.36	3.27	3.05	3.58	3.55	3.39	3.18	3.56	3.44	3.51	3.36	3.39	3.51	3.40	3.41	3.52	3.48	3.29
Standard deviation	0.77	0.80	0.74	0.57	0.66	0.72	0.75	0.82	0.88	0.65	0.73	0.75	0.95	0.62	0.75	0.78	0.82	0.85	0.75	0.89	0.72	0.80	0.71	0.83
Standard error	0.03	0.04	0.04	0.05	0.05	0.05	0.06	0.07	0.08	0.04	0.05	0.06	0.07	0.07	0.12	0.08	0.09	0.10	0.10	0.14	0.08	0.07	0.06	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 3

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet effectively**

**Base: All with internet access**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	879	68	98	73	70	71	78	48	44	27	14	25	17	56
Weighted base	875	68	100	79	73	72	82	44	43	23	14	24	17	47
NET: Agree	780 89%	57 84%	83 83%	67 84%	62 85%	68 94%	78 95%	38 88%	41 95%	22 96%	14 100%	23 94%	17 100%	46 99%
Strongly agree	(4) 512 58%	37 55%	48 48%	42 53%	38 52%	42 59%	58 71%	30 67%	29 67%	13 58%	8 59%	20 81%	12 71%	37 79%
Tend to agree	(3) 269 31%	20 29%	35 35%	25 32%	24 33%	25 35%	19 24%	9 20%	12 29%	8 37%	6 41%	3 13%	5 29%	9 20%
Tend to disagree	(2) 57 7%	3 4%	12 12%	8 10%	7 9%	4 5%	3 4%	3 6%	1 3%	1 4%	- -	- -	- -	1 1%
Strongly disagree	(1) 31 4%	6 8%	6 6%	4 6%	3 4%	1 1%	1 1%	3 6%	1 2%	- -	- -	2 6%	- -	- -
NET: Disagree	88 10%	9 13%	18 17%	12 16%	10 14%	4 6%	4 5%	5 12%	2 5%	1 4%	- -	2 6%	- -	1 1%
Not applicable	5 1%	3 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	2 *	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	3.45	3.35	3.25	3.32	3.34	3.52	3.65	3.49	3.60	3.54	3.59	3.68	3.71	3.78
Standard deviation	0.77	0.92	0.88	0.87	0.83	0.65	0.62	0.87	0.65	0.59	0.51	0.79	0.47	0.46
Standard error	0.03	0.11	0.09	0.10	0.10	0.08	0.07	0.12	0.10	0.11	0.14	0.16	0.11	0.06

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 3

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I feel that I have the necessary skills to use the internet effectively**

**Base: All with internet access**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	879	394	267	163	40	879	829	438	109	385	618	98	-
Weighted base	875	390	277	160	34	875	824	415	110	375	611	105	-
NET: Agree	780	360	248	137	27	780	745	390	105	347	557	95	-
	89%	92%	89%	86%	78%	89%	90%	94%	95%	92%	91%	91%	-
Strongly agree	(4) 512	242	156	91	17	512	495	293	81	255	392	63	-
	58%	62%	56%	57%	48%	58%	60%	71%	74%	68%	64%	60%	-
Tend to agree	(3) 269	118	92	46	11	269	250	97	24	91	165	33	-
	31%	30%	33%	29%	31%	31%	30%	23%	22%	24%	27%	31%	-
Tend to disagree	(2) 57	23	14	13	6	57	51	14	1	19	32	6	-
	7%	6%	5%	8%	16%	7%	6%	3%	1%	5%	5%	6%	-
Strongly disagree	(1) 31	7	13	8	1	31	23	10	4	9	19	3	-
	4%	2%	5%	5%	2%	4%	3%	2%	4%	2%	3%	3%	-
NET: Disagree	88	30	27	22	6	88	74	24	5	27	51	9	-
	10%	8%	10%	14%	19%	10%	9%	6%	5%	7%	8%	9%	-
Not applicable	5	-	2	-	-	5	4	-	-	1	1	-	-
	1%	-	1%	-	-	1%	*	-	-	*	*	-	-
Don't know	2	-	-	1	1	2	1	1	-	-	1	-	-
	*	-	-	1%	3%	*	*	*	-	-	*	-	-
Mean	3.45	3.52	3.42	3.38	3.28	3.45	3.49	3.63	3.65	3.59	3.53	3.48	-
Standard deviation	0.77	0.69	0.80	0.85	0.84	0.77	0.74	0.67	0.69	0.70	0.74	0.75	-
Standard error	0.03	0.03	0.05	0.07	0.13	0.03	0.03	0.03	0.07	0.04	0.03	0.08	-



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 4

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-My friends and family go on the internet for me**

**Base: All with internet access**

	Gender			Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	879	455	424	117	154	175	172	146	115	344	201	149	185	79	36	100	77	77	61	42	80	122	127	78	
Weighted base	875	450	425	120	167	165	170	128	125	256	253	202	164	81	36	97	77	74	62	39	79	121	132	77	
NET: Agree	199	98	101	29	31	26	40	31	43	41	52	54	53	25	14	25	19	10	12	7	16	31	27	13	
	23%	22%	24%	24%	19%	16%	23%	24%	34%	16%	21%	27%	32%	31%	38%	26%	25%	14%	20%	17%	20%	25%	20%	17%	
Strongly agree	(4)	80	36	44	12	11	17	14	14	12	19	20	19	22	8	7	8	11	6	4	1	7	14	12	4
		9%	8%	10%	10%	7%	10%	8%	11%	10%	7%	8%	9%	13%	10%	20%	8%	14%	8%	6%	1%	8%	11%	9%	6%
Tend to agree	(3)	119	63	56	17	20	9	26	17	31	22	32	35	31	17	7	18	9	4	8	6	9	17	15	9
		14%	14%	13%	14%	12%	5%	15%	13%	25%	8%	13%	17%	19%	21%	19%	18%	11%	6%	14%	15%	12%	14%	11%	12%
Tend to disagree	(2)	162	82	80	27	32	28	28	27	20	45	58	35	23	14	10	10	18	20	14	8	21	15	20	10
		18%	18%	19%	23%	19%	17%	16%	21%	16%	17%	23%	18%	14%	17%	29%	11%	24%	26%	23%	21%	27%	12%	15%	13%
Strongly disagree	(1)	502	263	239	63	104	111	98	69	57	169	140	111	82	41	12	60	38	42	35	23	40	74	83	52
		57%	58%	56%	52%	62%	67%	58%	54%	46%	66%	55%	55%	50%	51%	33%	62%	49%	56%	57%	60%	51%	61%	63%	68%
NET: Disagree		664	345	319	90	136	139	126	96	77	214	198	147	106	55	22	70	57	61	49	32	62	89	104	63
		76%	77%	75%	75%	81%	84%	74%	75%	62%	83%	78%	73%	64%	68%	62%	73%	73%	82%	80%	81%	78%	74%	79%	81%
Not applicable		8	4	4	1	-	-	2	-	5	2	1	-	6	1	-	1	1	1	-	1	1	1	-	1
		1%	1%	1%	1%	-	-	1%	-	4%	1%	*	-	3%	1%	-	1%	2%	2%	-	2%	1%	1%	-	1%
Don't know		4	2	1	-	-	-	3	1	-	1	1	-	-	-	-	-	1	-	-	1	-	1	-	-
		*	*	*	-	-	-	2%	*	-	*	1%	1%	-	-	-	-	2%	-	-	1%	-	1%	-	-
Mean		1.74	1.71	1.78	1.81	1.63	1.59	1.73	1.81	1.98	1.57	1.73	1.81	1.95	1.90	2.25	1.72	1.89	1.65	1.69	1.57	1.77	1.75	1.66	1.54
Standard deviation		1.01	0.99	1.04	1.02	0.94	0.99	1.01	1.05	1.07	0.93	0.97	1.04	1.13	1.06	1.13	1.03	1.09	0.93	0.93	0.81	0.97	1.08	1.00	0.92
Standard error		0.03	0.05	0.05	0.09	0.08	0.07	0.08	0.09	0.10	0.05	0.07	0.09	0.08	0.12	0.19	0.10	0.12	0.11	0.12	0.13	0.11	0.10	0.09	0.10

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 4

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-My friends and family go on the internet for me**

**Base: All with internet access**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	879	68	98	73	70	71	78	48	44	27	14	25	17	56
Weighted base	875	68	100	79	73	72	82	44	43	23	14	24	17	47
NET: Agree	199 23%	18 27%	31 31%	31 39%	13 17%	13 18%	15 18%	5 11%	4 9%	2 11%	3 22%	5 21%	2 12%	3 7%
Strongly agree	(4) 80 9%	11 16%	10 10%	14 17%	5 7%	4 6%	7 8%	2 4%	2 4%	1 3%	1 10%	1 4%	2 12%	1 3%
Tend to agree	(3) 119 14%	8 11%	21 21%	17 22%	8 11%	9 12%	8 10%	3 6%	2 6%	2 7%	2 12%	4 17%	-	2 4%
Tend to disagree	(2) 162 18%	11 17%	16 16%	18 23%	20 28%	13 18%	17 21%	8 18%	10 23%	4 16%	3 19%	2 8%	2 11%	5 10%
Strongly disagree	(1) 502 57%	36 52%	53 52%	30 38%	39 53%	46 64%	48 59%	31 71%	30 68%	17 74%	8 59%	17 71%	13 77%	39 83%
NET: Disagree	664 76%	47 69%	68 68%	48 61%	59 81%	59 82%	65 80%	39 89%	39 91%	20 89%	11 78%	19 79%	15 88%	44 93%
Not applicable	8 1%	3 4%	1 1%	-	1 1%	-	-	-	-	-	-	-	-	-
Don't know	4 *	-	-	-	-	-	1 2%	-	-	-	-	-	-	-
Mean	1.74	1.90	1.89	2.18	1.71	1.60	1.67	1.44	1.45	1.40	1.74	1.54	1.46	1.27
Standard deviation	1.01	1.15	1.07	1.13	0.92	0.92	0.96	0.80	0.77	0.78	1.07	0.93	1.00	0.69
Standard error	0.03	0.14	0.11	0.13	0.11	0.11	0.11	0.12	0.12	0.15	0.29	0.19	0.24	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 4

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-My friends and family go on the internet for me**

**Base: All with internet access**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	879	394	267	163	40	879	829	438	109	385	618	98	-
Weighted base	875	390	277	160	34	875	824	415	110	375	611	105	-
NET: Agree	199	81	72	33	8	199	177	66	26	68	122	27	-
	23%	21%	26%	21%	22%	23%	22%	16%	23%	18%	20%	26%	-
Strongly agree	(4) 80	26	36	12	3	80	71	29	9	25	49	13	-
	9%	7%	13%	7%	9%	9%	9%	7%	8%	7%	8%	13%	-
Tend to agree	(3) 119	55	36	22	5	119	106	38	16	43	73	13	-
	14%	14%	13%	14%	13%	14%	13%	9%	15%	11%	12%	13%	-
Tend to disagree	(2) 162	68	49	29	12	162	149	75	18	67	114	25	-
	18%	17%	18%	18%	35%	18%	18%	18%	16%	18%	19%	24%	-
Strongly disagree	(1) 502	234	153	96	15	502	488	272	64	235	372	50	-
	57%	60%	55%	60%	43%	57%	59%	65%	58%	63%	61%	47%	-
NET: Disagree	664	302	201	125	27	664	637	346	82	302	486	75	-
	76%	78%	73%	78%	78%	76%	77%	83%	74%	81%	80%	72%	-
Not applicable	8	4	3	-	-	8	6	-	2	2	1	1	-
	1%	1%	1%	-	-	1%	1%	-	2%	1%	*	1%	-
Don't know	4	2	-	1	-	4	4	3	-	3	1	1	-
	*	1%	-	1%	-	*	*	1%	-	1%	*	1%	-
Mean	1.74	1.67	1.84	1.68	1.89	1.74	1.71	1.57	1.73	1.62	1.67	1.91	-
Standard deviation	1.01	0.96	1.09	0.97	0.97	1.01	1.00	0.92	1.01	0.94	0.97	1.07	-
Standard error	0.03	0.05	0.07	0.08	0.15	0.03	0.03	0.04	0.10	0.05	0.04	0.11	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 5

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about online fraud when using the internet**

**Base: All with internet access**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	879	455	424	117	154	175	172	146	115	344	201	149	185	79	36	100	77	77	61	42	80	122	127	78
Weighted base	875	450	425	120	167	165	170	128	125	256	253	202	164	81	36	97	77	74	62	39	79	121	132	77
NET: Agree	698	349	349	83	135	122	144	113	102	200	193	170	135	67	24	71	58	57	49	32	71	100	108	60
	80%	77%	82%	69%	81%	74%	85%	88%	81%	78%	76%	84%	82%	82%	65%	74%	75%	77%	79%	82%	90%	82%	82%	78%
Strongly agree	(4) 360	175	185	32	56	69	80	74	49	92	95	94	79	29	14	37	31	29	20	18	41	61	48	33
	41%	39%	44%	27%	34%	42%	47%	58%	39%	36%	38%	47%	48%	36%	38%	38%	40%	38%	33%	46%	52%	50%	37%	43%
Tend to agree	(3) 337	174	163	50	78	52	64	39	53	108	97	76	56	38	10	35	27	29	28	14	30	39	60	27
	39%	39%	38%	42%	47%	32%	38%	30%	42%	42%	39%	38%	34%	46%	28%	36%	35%	39%	46%	36%	38%	32%	46%	35%
Tend to disagree	(2) 109	58	50	24	20	26	19	11	9	39	35	21	14	8	6	17	14	11	7	2	5	14	14	10
	12%	13%	12%	20%	12%	16%	11%	9%	7%	15%	14%	10%	8%	10%	17%	18%	18%	15%	11%	6%	7%	12%	10%	13%
Strongly disagree	(1) 56	36	20	13	9	14	8	4	8	15	21	10	10	5	5	6	3	5	3	4	2	7	10	6
	6%	8%	5%	11%	6%	9%	4%	3%	6%	6%	8%	5%	6%	7%	13%	6%	4%	7%	5%	10%	3%	5%	7%	8%
NET: Disagree	165	94	70	37	30	40	26	15	17	54	56	31	24	13	11	23	17	16	10	6	8	21	23	16
	19%	21%	17%	31%	18%	24%	15%	12%	13%	21%	22%	15%	15%	17%	30%	24%	22%	22%	16%	15%	10%	17%	18%	21%
Not applicable	9	4	5	-	-	3	-	-	6	2	2	-	5	1	2	1	2	-	1	1	-	-	-	1
	1%	1%	1%	-	-	2%	-	-	5%	1%	1%	-	3%	1%	5%	1%	3%	-	2%	3%	-	-	-	1%
Don't know	4	3	1	-	3	1	-	-	1	1	2	1	-	-	-	1	-	1	2	-	-	1	-	-
	*	1%	*	-	2%	*	-	-	1%	*	1%	1%	-	-	-	1%	-	1%	3%	-	-	1%	-	-
Mean	3.16	3.10	3.23	2.85	3.10	3.09	3.27	3.43	3.21	3.09	3.07	3.27	3.28	3.13	2.95	3.08	3.14	3.10	3.12	3.21	3.39	3.28	3.12	3.15
Standard deviation	0.88	0.92	0.84	0.94	0.83	0.97	0.83	0.78	0.85	0.86	0.93	0.84	0.88	0.85	1.07	0.91	0.87	0.91	0.83	0.96	0.75	0.88	0.87	0.93
Standard error	0.03	0.04	0.04	0.09	0.07	0.07	0.06	0.06	0.08	0.05	0.07	0.07	0.07	0.10	0.18	0.09	0.10	0.10	0.11	0.15	0.08	0.08	0.08	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 5

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about online fraud when using the internet**

**Base: All with internet access**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	879	68	98	73	70	71	78	48	44	27	14	25	17	56
Weighted base	875	68	100	79	73	72	82	44	43	23	14	24	17	47
NET: Agree	698 80%	56 83%	81 81%	68 86%	55 75%	59 81%	67 82%	30 69%	36 83%	19 85%	10 71%	16 67%	14 82%	38 81%
Strongly agree	(4) 360 41%	34 50%	39 39%	36 45%	26 35%	28 39%	26 32%	15 35%	17 40%	12 55%	6 44%	4 18%	6 36%	21 45%
Tend to agree	(3) 337 39%	23 33%	42 42%	33 41%	29 40%	30 42%	40 49%	15 34%	19 44%	7 30%	4 27%	12 48%	8 46%	17 36%
Tend to disagree	(2) 109 12%	3 4%	11 10%	8 11%	12 16%	10 14%	14 17%	9 21%	7 15%	1 6%	4 26%	5 22%	1 7%	7 14%
Strongly disagree	(1) 56 6%	5 7%	6 6%	1 1%	6 9%	4 5%	1 1%	4 10%	1 1%	2 9%	1 4%	3 12%	2 11%	2 5%
NET: Disagree	165 19%	7 11%	17 16%	9 12%	18 25%	14 19%	15 18%	14 31%	7 17%	3 15%	4 29%	8 33%	3 18%	9 19%
Not applicable	9 1%	4 6%	3 3%	-	-	-	-	-	-	-	-	-	-	-
Don't know	4 *	-	-	2 2%	-	-	-	-	-	-	-	-	-	-
Mean	3.16	3.34	3.17	3.33	3.02	3.15	3.13	2.94	3.21	3.31	3.11	2.73	3.07	3.22
Standard deviation	0.88	0.88	0.86	0.71	0.94	0.84	0.74	0.99	0.76	0.95	0.95	0.91	0.96	0.86
Standard error	0.03	0.11	0.09	0.08	0.11	0.10	0.08	0.14	0.11	0.18	0.25	0.18	0.23	0.12

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 5

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about online fraud when using the internet**

**Base: All with internet access**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	879	394	267	163	40	879	829	438	109	385	618	98	-
Weighted base	875	390	277	160	34	875	824	415	110	375	611	105	-
NET: Agree	698	309	226	121	30	698	660	315	89	297	482	84	-
	80%	79%	82%	76%	86%	80%	80%	76%	81%	79%	79%	80%	-
Strongly agree	(4) 360	144	127	61	22	360	339	157	39	155	245	42	-
	41%	37%	46%	38%	64%	41%	41%	38%	35%	41%	40%	41%	-
Tend to agree	(3) 337	166	99	59	7	337	322	158	50	143	237	41	-
	39%	42%	36%	37%	22%	39%	39%	38%	45%	38%	39%	40%	-
Tend to disagree	(2) 109	48	38	19	3	109	105	65	11	51	86	13	-
	12%	12%	14%	12%	9%	12%	13%	16%	10%	14%	14%	13%	-
Strongly disagree	(1) 56	29	8	18	2	56	49	35	10	23	41	6	-
	6%	7%	3%	11%	5%	6%	6%	8%	9%	6%	7%	6%	-
NET: Disagree	165	77	46	36	5	165	155	100	21	74	127	19	-
	19%	20%	17%	23%	14%	19%	19%	24%	19%	20%	21%	18%	-
Not applicable	9	2	3	3	-	9	6	-	-	2	2	2	-
	1%	*	1%	2%	-	1%	1%	-	-	1%	*	2%	-
Don't know	4	2	2	-	-	4	3	1	-	2	1	-	-
	*	1%	1%	-	-	*	*	*	-	1%	*	-	-
Mean	3.16	3.10	3.27	3.05	3.46	3.16	3.16	3.05	3.07	3.16	3.13	3.17	-
Standard deviation	0.88	0.89	0.81	0.98	0.86	0.88	0.87	0.93	0.91	0.88	0.89	0.86	-
Standard error	0.03	0.04	0.05	0.08	0.14	0.03	0.03	0.04	0.09	0.05	0.04	0.09	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 6

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about privacy issues when using the internet**

**Base: All with internet access**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	879	455	424	117	154	175	172	146	115	344	201	149	185	79	36	100	77	77	61	42	80	122	127	78
Weighted base	875	450	425	120	167	165	170	128	125	256	253	202	164	81	36	97	77	74	62	39	79	121	132	77
NET: Agree	646	330	315	80	112	120	138	103	93	180	180	165	121	63	22	72	51	57	47	30	57	100	94	54
	74%	73%	74%	67%	67%	73%	81%	80%	74%	70%	71%	82%	74%	77%	60%	74%	65%	77%	77%	77%	72%	82%	71%	70%
Strongly agree	(4) 329	156	173	39	61	58	68	60	43	80	95	90	64	25	9	39	26	28	21	18	32	65	44	24
	38%	35%	41%	33%	37%	35%	40%	47%	34%	31%	38%	44%	39%	31%	24%	41%	33%	37%	34%	45%	41%	53%	33%	31%
Tend to agree	(3) 317	175	142	41	51	62	70	43	50	99	86	75	56	38	13	33	25	30	27	13	24	35	50	30
	36%	39%	33%	34%	31%	37%	41%	33%	40%	39%	34%	37%	34%	47%	35%	34%	32%	40%	43%	33%	31%	29%	38%	39%
Tend to disagree	(2) 128	61	67	15	34	27	21	16	15	52	40	15	20	12	9	11	14	10	9	3	17	17	17	8
	15%	13%	16%	13%	20%	16%	12%	12%	12%	20%	16%	7%	12%	15%	26%	11%	18%	13%	15%	8%	22%	14%	13%	11%
Strongly disagree	(1) 90	53	36	24	19	17	11	8	10	22	31	21	17	5	5	13	10	7	4	6	5	5	18	12
	10%	12%	9%	20%	11%	11%	7%	6%	8%	8%	12%	10%	10%	6%	15%	13%	13%	9%	6%	15%	6%	4%	14%	15%
NET: Disagree	217	114	103	40	53	44	32	24	25	74	71	36	37	17	15	24	24	16	13	9	22	22	36	20
	25%	25%	24%	33%	32%	27%	19%	19%	20%	29%	28%	18%	22%	21%	40%	24%	31%	22%	22%	23%	28%	18%	27%	26%
Not applicable	10	5	4	-	1	1	-	1	7	1	1	1	6	1	-	1	3	-	1	-	-	-	1	3
	1%	1%	1%	-	1%	1%	-	1%	5%	*	*	1%	4%	1%	-	1%	3%	-	2%	-	-	-	1%	4%
Don't know	2	*	2	-	1	-	-	*	1	2	-	-	-	1	-	-	-	*	-	-	-	-	1	-
	*	*	*	-	*	-	-	*	1%	1%	-	-	-	1%	-	-	-	1%	-	-	-	-	1%	-
Mean	3.03	2.97	3.08	2.79	2.94	2.98	3.15	3.22	3.07	2.94	2.97	3.17	3.07	3.04	2.69	3.03	2.89	3.06	3.06	3.07	3.07	3.31	2.92	2.89
Standard deviation	0.97	0.98	0.96	1.11	1.02	0.97	0.88	0.90	0.91	0.93	1.01	0.95	0.98	0.85	1.01	1.03	1.04	0.94	0.87	1.07	0.94	0.86	1.02	1.03
Standard error	0.03	0.05	0.05	0.10	0.08	0.07	0.07	0.08	0.09	0.05	0.07	0.08	0.07	0.10	0.17	0.10	0.12	0.11	0.11	0.17	0.10	0.08	0.09	0.12

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 6

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about privacy issues when using the internet**

**Base: All with internet access**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	879	68	98	73	70	71	78	48	44	27	14	25	17	56
Weighted base	875	68	100	79	73	72	82	44	43	23	14	24	17	47
NET: Agree	646 74%	57 84%	72 71%	65 82%	54 74%	54 75%	57 70%	27 62%	34 77%	17 74%	8 57%	21 84%	11 63%	32 67%
Strongly agree	(4) 329 38%	35 52%	33 33%	29 36%	23 31%	26 36%	21 26%	13 30%	19 44%	7 32%	2 18%	10 41%	5 32%	17 37%
Tend to agree	(3) 317 36%	21 32%	38 38%	36 46%	31 43%	28 38%	36 44%	14 33%	14 33%	9 41%	6 39%	11 44%	5 31%	15 31%
Tend to disagree	(2) 128 15%	1 2%	12 12%	12 15%	10 14%	14 19%	12 14%	10 23%	6 13%	4 19%	6 43%	3 12%	6 33%	10 22%
Strongly disagree	(1) 90 10%	8 11%	15 15%	2 3%	8 11%	4 6%	13 16%	7 15%	4 9%	1 3%	- -	1 4%	1 4%	5 11%
NET: Disagree	217 25%	9 13%	27 26%	14 18%	18 24%	18 25%	25 30%	17 38%	10 23%	5 22%	6 43%	4 16%	6 37%	15 33%
Not applicable	10 1%	2 3%	2 2%	- -	1 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Don't know	2 *	- -	- -	- -	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -
Mean	3.03	3.29	2.92	3.15	2.97	3.05	2.80	2.77	3.12	3.08	2.75	3.21	2.91	2.93
Standard deviation	0.97	0.97	1.03	0.79	0.95	0.90	1.00	1.05	0.98	0.83	0.76	0.81	0.92	1.01
Standard error	0.03	0.12	0.11	0.09	0.11	0.11	0.11	0.15	0.15	0.16	0.20	0.16	0.22	0.14



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 6

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-I am concerned about privacy issues when using the internet**

**Base: All with internet access**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	879	394	267	163	40	879	829	438	109	385	618	98	-
Weighted base	875	390	277	160	34	875	824	415	110	375	611	105	-
NET: Agree	646	298	201	107	29	646	607	292	78	273	447	76	-
	74%	76%	73%	67%	83%	74%	74%	70%	71%	73%	73%	73%	-
Strongly agree	(4) 329	144	107	52	19	329	308	146	41	136	226	38	-
	38%	37%	39%	33%	54%	38%	37%	35%	37%	36%	37%	37%	-
Tend to agree	(3) 317	154	94	55	10	317	299	146	37	137	221	38	-
	36%	39%	34%	34%	29%	36%	36%	35%	33%	37%	36%	36%	-
Tend to disagree	(2) 128	48	48	28	3	128	124	73	16	62	91	16	-
	15%	12%	17%	17%	10%	15%	15%	18%	14%	17%	15%	15%	-
Strongly disagree	(1) 90	39	24	23	3	90	83	50	17	37	69	10	-
	10%	10%	9%	14%	7%	10%	10%	12%	15%	10%	11%	10%	-
NET: Disagree	217	87	72	50	6	217	207	123	32	100	160	26	-
	25%	22%	26%	32%	17%	25%	25%	30%	29%	27%	26%	25%	-
Not applicable	10	4	3	1	-	10	8	-	-	1	2	2	-
	1%	1%	1%	1%	-	1%	1%	-	-	*	*	2%	-
Don't know	2	1	*	1	-	2	2	-	-	1	2	-	-
	*	*	*	1%	-	*	*	-	-	*	*	-	-
Mean	3.03	3.05	3.04	2.87	3.30	3.03	3.02	2.93	2.93	3.00	3.00	3.02	-
Standard deviation	0.97	0.95	0.96	1.03	0.94	0.97	0.97	1.01	1.06	0.97	0.99	0.97	-
Standard error	0.03	0.05	0.06	0.08	0.15	0.03	0.03	0.05	0.10	0.05	0.04	0.10	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 7

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-The internet is not for me**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	201 20%	86 17%	115 22%	12 10%	12 7%	16 10%	26 15%	36 24%	98 44%	23 9%	52 19%	41 19%	84 35%	17 18%	9 22%	15 14%	24 27%	22 24%	17 24%	12 23%	26 26%	22 17%	21 15%	16 17%
Strongly agree	(4) 10%	37 7%	63 12%	5 4%	2 1%	8 4%	11 6%	16 11%	58 26%	14 5%	26 9%	17 8%	43 18%	5 5%	4 9%	10 9%	12 13%	7 8%	7 10%	9 19%	16 16%	11 8%	7 5%	12 13%
Tend to agree	(3) 10%	49 10%	52 10%	7 6%	10 6%	9 5%	16 9%	20 13%	40 18%	9 3%	26 9%	25 11%	42 17%	12 13%	5 13%	6 5%	13 14%	14 16%	10 14%	2 4%	10 10%	11 8%	13 10%	4 5%
Tend to disagree	(2) 14%	70 14%	67 13%	11 9%	16 9%	19 11%	35 19%	22 15%	34 16%	32 12%	32 11%	39 18%	36 15%	12 13%	7 18%	15 13%	8 8%	12 13%	10 14%	10 21%	15 15%	11 8%	15 11%	22 24%
Strongly disagree	(1) 64%	330 67%	312 61%	97 81%	141 83%	131 77%	116 65%	88 59%	69 32%	211 78%	193 69%	139 63%	100 42%	61 68%	23 58%	76 68%	56 61%	53 59%	42 59%	26 52%	56 55%	93 71%	104 74%	51 57%
NET: Disagree	779 77%	400 81%	379 74%	108 90%	156 92%	151 89%	151 84%	110 74%	104 47%	242 90%	224 80%	177 81%	136 57%	73 81%	31 76%	90 81%	63 70%	65 72%	52 74%	37 73%	71 71%	104 80%	119 85%	73 81%
Not applicable	24 2%	7 1%	18 3%	- -	- -	3 2%	2 1%	4 2%	16 7%	3 1%	2 1%	1 *	19 8%	1 1%	1 2%	4 4%	2 3%	4 4%	1 2%	2 4%	2 2%	5 4%	1 1%	2 2%
Don't know	4 *	2 *	2 *	- -	1 1%	- -	- -	- -	3 1%	1 *	2 1%	- -	1 *	- -	- -	1 1%	1 1%	- -	- -	- -	2 2%	- -	- -	- -
Mean	1.65	1.57	1.73	1.33	1.25	1.36	1.56	1.76	2.43	1.34	1.59	1.63	2.12	1.55	1.73	1.52	1.78	1.72	1.75	1.89	1.86	1.52	1.46	1.73
Standard deviation	1.02	0.95	1.08	0.76	0.62	0.78	0.89	1.07	1.23	0.78	1.00	0.96	1.19	0.92	1.02	0.95	1.13	1.03	1.06	1.18	1.15	0.98	0.87	1.04
Standard error	0.03	0.04	0.05	0.07	0.05	0.06	0.07	0.08	0.09	0.04	0.07	0.08	0.08	0.10	0.16	0.09	0.12	0.11	0.13	0.16	0.12	0.09	0.08	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 7

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-The internet is not for me**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	201 20%	40 41%	43 30%	22 23%	11 15%	8 12%	3 4%	4 9%	1 3%	1 6%	-	-	1 7%	3 7%
Strongly agree	(4) 10%	20 21%	22 16%	12 13%	6 9%	2 3%	2 3%	2 5%	-	1 3%	-	-	-	2 4%
Tend to agree	(3) 10%	20 21%	21 15%	10 10%	5 6%	6 9%	1 1%	1 3%	1 3%	1 3%	-	-	1 7%	1 3%
Tend to disagree	(2) 14%	10 10%	22 16%	15 15%	14 19%	8 11%	10 12%	1 2%	10 23%	4 16%	2 10%	1 6%	1 4%	2 3%
Strongly disagree	(1) 64%	41 42%	67 48%	57 60%	49 66%	56 76%	70 85%	40 89%	32 74%	18 78%	14 90%	23 94%	15 88%	42 90%
NET: Disagree	779 77%	51 52%	89 63%	72 76%	63 85%	64 87%	79 96%	41 91%	42 97%	22 94%	16 100%	24 100%	16 93%	44 93%
Not applicable	24 2%	6 7%	6 4%	1 1%	-	1 1%	-	-	-	-	-	-	-	-
Don't know	4 *	-	3 2%	-	-	-	-	-	-	-	-	-	-	-
Mean	1.65	2.21	1.98	1.76	1.57	1.38	1.22	1.25	1.29	1.31	1.10	1.06	1.19	1.21
Standard deviation	1.02	1.23	1.16	1.09	0.95	0.77	0.59	0.77	0.52	0.70	0.31	0.24	0.56	0.69
Standard error	0.03	0.13	0.10	0.12	0.11	0.09	0.07	0.11	0.08	0.13	0.08	0.05	0.14	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 7

**Q1. I am going to read out a list of statements about using the internet (including accessing the internet on mobile devices). To what extent, if at all, do you agree or disagree with the following statements about the internet?**

**-The internet is not for me**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	201 20%	68 16%	61 19%	59 29%	8 21%	111 13%	91 11%	26 6%	11 10%	28 8%	59 10%	9 8%	90 68%
Strongly agree	(4) 10%	33 8%	32 10%	28 14%	4 9%	39 4%	32 4%	7 2%	5 5%	14 4%	27 4%	3 3%	60 45%
Tend to agree	(3) 10%	35 8%	28 9%	32 16%	4 11%	72 8%	59 7%	19 4%	6 5%	14 4%	32 5%	6 5%	30 22%
Tend to disagree	(2) 14%	48 12%	48 15%	26 13%	7 19%	125 14%	117 14%	38 9%	9 8%	37 10%	71 12%	13 13%	12 9%
Strongly disagree	(1) 64%	296 71%	210 64%	109 54%	22 57%	633 72%	609 74%	349 84%	90 82%	307 82%	480 78%	83 79%	9 7%
NET: Disagree	779 77%	344 82%	258 78%	135 67%	29 75%	758 87%	726 88%	388 93%	99 89%	345 92%	550 90%	96 92%	21 16%
Not applicable	24 2%	5 1%	10 3%	5 3%	2 4%	4 *	4 *	1 *	1 1%	1 *	1 *	- -	21 16%
Don't know	4 *	1 *	- -	3 1%	- -	3 *	3 *	1 *	- -	1 *	1 *	- -	1 1%
Mean	1.65	1.53	1.64	1.89	1.72	1.44	1.41	1.24	1.33	1.29	1.35	1.32	3.27
Standard deviation	1.02	0.95	1.01	1.13	1.02	0.83	0.79	0.61	0.79	0.72	0.78	0.71	0.96
Standard error	0.03	0.05	0.06	0.08	0.16	0.03	0.03	0.03	0.08	0.04	0.03	0.07	0.09

## The Future of the Bank Branch CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 8  
**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-Summary**

**Base: All respondents**

Q2. Summary							
	I always go to the same branch	I know the name of somebody at my local branch	I trust my local branch advisor to advise on the best products for me	I trust my bank to provide the best products for me	On the whole, I trust the banking sector	My experience of customer service in my local bank branch affects my overall view of the bank	For my main bank account, I would consider using a provider that has no branches and only operates an internet and telephone service
Unweighted base	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	1008	1008
NET: Agree	748 74%	369 37%	674 67%	669 66%	542 54%	808 80%	212 21%
Strongly agree (4)	503 50%	248 25%	263 26%	260 26%	179 18%	427 42%	85 8%
Tend to agree (3)	245 24%	121 12%	411 41%	410 41%	363 36%	381 38%	127 13%
Tend to disagree (2)	132 13%	164 16%	181 18%	217 21%	221 22%	115 11%	210 21%
Strongly disagree (1)	101 10%	454 45%	105 10%	103 10%	230 23%	56 6%	572 57%
NET: Disagree	233 23%	618 61%	286 28%	319 32%	451 45%	171 17%	782 78%
Not applicable	24 2%	19 2%	39 4%	11 1%	6 1%	22 2%	12 1%
Don't know	4 *	2 *	9 1%	8 1%	10 1%	7 1%	2 *
Mean	3.17	2.17	2.87	2.84	2.49	3.20	1.72
Standard deviation	1.02	1.25	0.94	0.93	1.04	0.86	0.98
Standard error	0.03	0.04	0.03	0.03	0.03	0.03	0.03

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 9  
**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I always go to the same branch**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	748 74%	361 73%	387 75%	87 72%	117 69%	120 71%	113 63%	122 82%	189 86%	172 64%	202 72%	175 80%	199 83%	70 77%	32 79%	85 77%	76 84%	74 81%	55 77%	37 73%	76 75%	90 69%	92 65%	61 68%
Strongly agree	(4) 50%	229 46%	274 53%	63 53%	74 44%	76 45%	69 38%	86 57%	135 61%	102 38%	136 49%	118 54%	146 61%	45 50%	26 65%	66 60%	53 58%	48 53%	38 54%	24 47%	51 51%	49 37%	55 39%	48 53%
Tend to agree	(3) 24%	132 27%	113 22%	23 19%	42 25%	44 26%	44 25%	37 25%	54 25%	71 26%	65 23%	57 26%	52 22%	25 27%	5 14%	19 17%	24 26%	26 29%	16 23%	13 26%	25 25%	41 31%	37 26%	14 15%
Tend to disagree	(2) 13%	65 13%	67 13%	19 16%	29 17%	24 14%	32 18%	13 9%	14 7%	41 15%	42 15%	22 10%	26 11%	16 18%	5 11%	14 13%	7 8%	7 8%	6 8%	3 6%	14 14%	24 18%	23 17%	13 14%
Strongly disagree	(1) 10%	54 11%	47 9%	14 12%	21 13%	23 13%	22 12%	11 7%	10 5%	45 17%	28 10%	17 8%	10 4%	5 5%	3 8%	9 8%	6 6%	4 5%	8 12%	8 15%	7 7%	13 10%	22 15%	15 17%
NET: Disagree	233 23%	119 24%	114 22%	33 28%	51 30%	47 27%	54 30%	24 16%	25 11%	87 32%	71 25%	40 18%	36 15%	21 23%	8 19%	23 21%	13 14%	11 13%	14 20%	11 21%	21 21%	37 28%	45 32%	28 31%
Not applicable	24 2%	11 2%	12 2%	- -	2 1%	2 1%	11 6%	3 2%	4 2%	10 4%	4 1%	5 2%	6 2%	- -	1 2%	2 2%	2 2%	2 3%	2 2%	3 6%	3 3%	3 3%	4 3%	1 1%
Don't know	4 *	2 *	2 *	- -	- -	* *	2 1%	- -	2 1%	* *	3 1%	- -	- -	- -	- -	- -	- -	3 4%	- -	- -	- -	* *	- -	- -
Mean	3.17	3.12	3.23	3.14	3.01	3.04	2.96	3.35	3.47	2.88	3.14	3.28	3.43	3.22	3.38	3.31	3.38	3.38	3.22	3.12	3.23	2.98	2.91	3.05
Standard deviation	1.02	1.03	1.00	1.07	1.07	1.07	1.06	0.92	0.82	1.11	1.03	0.95	0.85	0.92	0.99	1.00	0.89	0.85	1.05	1.10	0.96	1.00	1.10	1.17
Standard error	0.03	0.05	0.05	0.10	0.09	0.08	0.08	0.07	0.06	0.06	0.07	0.08	0.05	0.10	0.16	0.09	0.09	0.09	0.13	0.15	0.10	0.09	0.10	0.12

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 9  
**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I always go to the same branch**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	748 74%	74 76%	122 87%	78 82%	58 79%	54 74%	51 62%	31 69%	29 67%	11 48%	15 98%	12 50%	7 42%	26 56%
Strongly agree	(4) 50%	53 54%	96 68%	55 58%	40 54%	26 36%	28 34%	21 48%	18 40%	9 39%	8 53%	5 20%	4 23%	14 29%
Tend to agree	(3) 24%	21 22%	27 19%	23 24%	19 25%	28 38%	23 28%	10 21%	12 26%	2 9%	7 44%	7 31%	3 19%	13 27%
Tend to disagree	(2) 13%	13 14%	12 9%	12 13%	7 10%	9 13%	14 17%	7 16%	6 13%	9 40%	- -	5 22%	5 27%	8 16%
Strongly disagree	(1) 10%	5 5%	5 4%	3 3%	8 10%	7 10%	15 18%	6 14%	8 18%	2 7%	* 2%	7 28%	2 11%	13 27%
NET: Disagree	233 23%	18 18%	17 12%	15 16%	15 20%	17 23%	29 35%	13 29%	14 31%	11 46%	* 2%	12 50%	6 37%	20 43%
Not applicable	24 2%	6 6%	1 1%	2 2%	1 1%	1 1%	2 2%	1 2%	1 2%	1 5%	- -	- -	3 20%	1 2%
Don't know	4 *	- -	- -	- -	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -
Mean	3.17	3.33	3.52	3.41	3.24	3.03	2.80	3.04	2.91	2.85	3.48	2.42	2.69	2.59
Standard deviation	1.02	0.91	0.81	0.83	1.01	0.96	1.12	1.11	1.14	1.07	0.65	1.12	1.07	1.19
Standard error	0.03	0.10	0.07	0.09	0.12	0.11	0.13	0.16	0.17	0.21	0.17	0.22	0.29	0.16

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 9  
**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**  
**-I always go to the same branch**  
**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	748 74%	300 72%	253 77%	145 72%	34 88%	630 72%	587 71%	270 65%	75 68%	253 68%	418 68%	74 71%	118 88%
Strongly agree	(4) 503 50%	194 46%	179 55%	94 47%	24 63%	413 47%	382 46%	164 39%	46 42%	155 41%	265 43%	52 50%	90 68%
Tend to agree	(3) 245 24%	106 25%	73 22%	51 25%	10 25%	217 25%	205 25%	106 26%	29 26%	98 26%	153 25%	22 21%	28 21%
Tend to disagree	(2) 132 13%	65 16%	31 9%	31 15%	3 7%	126 14%	120 15%	70 17%	16 14%	67 18%	93 15%	14 13%	6 5%
Strongly disagree	(1) 101 10%	46 11%	29 9%	23 11%	2 5%	98 11%	96 12%	65 16%	18 17%	49 13%	83 14%	11 10%	3 2%
NET: Disagree	233 23%	111 27%	60 18%	54 27%	5 12%	224 26%	216 26%	135 33%	34 31%	116 31%	175 29%	25 24%	10 7%
Not applicable	24 2%	8 2%	12 4%	3 2%	-	19 2%	19 2%	10 2%	1 1%	6 2%	16 3%	6 5%	4 3%
Don't know	4 *	-	4 1%	-	-	2 *	2 *	* *	-	-	2 *	-	2 1%
Mean	3.17	3.09	3.29	3.09	3.47	3.11	3.09	2.91	2.94	2.98	3.01	3.17	3.61
Standard deviation	1.02	1.03	0.98	1.04	0.84	1.04	1.05	1.10	1.11	1.06	1.08	1.04	0.70
Standard error	0.03	0.05	0.06	0.07	0.12	0.04	0.04	0.05	0.11	0.05	0.04	0.11	0.06



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 10

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I know the name of somebody at my local branch**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	369 37%	174 35%	195 38%	34 28%	44 26%	61 36%	65 36%	66 44%	98 45%	85 32%	109 39%	73 33%	102 43%	38 42%	14 34%	46 41%	32 35%	31 35%	28 40%	18 35%	39 38%	47 36%	43 31%	34 37%
Strongly agree	(4) 25%	117 24%	131 26%	21 18%	30 18%	43 25%	39 22%	47 32%	68 31%	57 21%	73 26%	51 23%	67 28%	28 31%	10 26%	37 33%	16 17%	18 20%	15 21%	13 26%	30 30%	29 22%	32 22%	21 23%
Tend to agree	(3) 12%	57 12%	64 12%	13 11%	14 8%	18 11%	26 15%	19 13%	31 14%	28 10%	36 13%	22 10%	35 14%	10 11%	3 8%	9 8%	16 18%	14 15%	13 18%	5 9%	8 8%	18 14%	12 8%	13 14%
Tend to disagree	(2) 16%	69 14%	95 19%	19 16%	29 17%	21 12%	24 14%	32 21%	39 18%	33 12%	41 15%	48 22%	43 18%	15 16%	11 28%	17 16%	25 28%	18 19%	9 13%	4 7%	15 15%	16 12%	23 16%	12 13%
Strongly disagree	(1) 45%	243 49%	210 41%	67 56%	92 54%	85 50%	84 47%	50 33%	77 35%	145 54%	127 45%	96 44%	86 36%	38 42%	14 36%	45 41%	31 34%	39 43%	30 43%	28 55%	46 45%	67 51%	72 51%	44 49%
NET: Disagree	618 61%	312 63%	306 59%	86 72%	121 71%	106 62%	108 60%	81 54%	116 53%	178 66%	168 60%	144 66%	129 54%	52 58%	26 64%	63 56%	56 62%	56 62%	40 56%	31 62%	60 60%	82 63%	95 67%	56 62%
Not applicable	19 2%	8 2%	11 2%	- -	2 1%	3 2%	6 3%	2 2%	6 3%	5 2%	3 1%	2 1%	9 4%	- -	1 2%	2 1%	2 2%	3 4%	3 4%	1 3%	2 2%	2 1%	3 2%	1 1%
Don't know	2 *	- -	2 *	- -	2 1%	- -	- -	- -	- -	1 *	- -	1 1%	- -	- -	- -	1 1%	1 1%	- -	- -	- -	- -	- -	- -	- -
Mean	2.17	2.10	2.23	1.90	1.90	2.11	2.12	2.43	2.42	1.99	2.20	2.13	2.36	2.31	2.25	2.34	2.20	2.12	2.19	2.06	2.23	2.07	2.02	2.11
Standard deviation	1.25	1.25	1.24	1.18	1.17	1.28	1.24	1.25	1.26	1.24	1.27	1.22	1.25	1.30	1.22	1.33	1.11	1.19	1.23	1.32	1.31	1.25	1.24	1.26
Standard error	0.04	0.06	0.06	0.11	0.09	0.10	0.09	0.10	0.09	0.07	0.09	0.10	0.08	0.14	0.20	0.13	0.12	0.13	0.15	0.18	0.13	0.11	0.11	0.13

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 10

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I know the name of somebody at my local branch**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	369 37%	38 40%	55 39%	41 43%	25 33%	31 42%	24 29%	15 33%	19 43%	9 37%	5 30%	8 31%	5 32%	13 28%
Strongly agree	(4) 248 25%	23 24%	35 25%	28 30%	18 25%	21 28%	12 15%	10 22%	16 36%	5 22%	4 24%	7 28%	5 32%	11 23%
Tend to agree	(3) 121 12%	15 15%	19 14%	13 13%	6 9%	10 13%	12 15%	5 11%	3 7%	4 15%	1 6%	1 3%	-	3 5%
Tend to disagree	(2) 164 16%	23 24%	31 22%	14 15%	17 24%	9 12%	12 14%	3 7%	4 10%	4 18%	1 6%	4 16%	-	3 7%
Strongly disagree	(1) 454 45%	30 31%	54 38%	37 39%	32 43%	33 46%	43 53%	25 56%	19 45%	10 43%	10 64%	13 53%	9 52%	30 63%
NET: Disagree	618 61%	53 55%	85 60%	51 54%	49 67%	42 58%	55 67%	28 63%	24 55%	14 61%	11 70%	17 69%	9 52%	33 70%
Not applicable	19 2%	5 6%	1 1%	3 3%	-	-	2 2%	2 4%	1 2%	*	-	-	3 16%	1 2%
Don't know	2 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	-
Mean	2.17	2.34	2.26	2.35	2.15	2.25	1.91	2.00	2.35	2.16	1.90	2.05	2.16	1.88
Standard deviation	1.25	1.19	1.22	1.29	1.23	1.30	1.15	1.29	1.39	1.23	1.32	1.32	1.51	1.28
Standard error	0.04	0.12	0.10	0.14	0.15	0.15	0.13	0.19	0.21	0.24	0.34	0.26	0.39	0.17

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 10

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I know the name of somebody at my local branch**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	369 37%	142 34%	123 37%	79 39%	19 49%	309 35%	285 35%	125 30%	35 31%	120 32%	204 33%	48 46%	60 45%
Strongly agree	(4) 248 25%	86 21%	91 28%	54 27%	14 37%	210 24%	197 24%	89 21%	23 21%	80 21%	143 23%	33 31%	39 29%
Tend to agree	(3) 121 12%	55 13%	32 10%	25 13%	4 12%	99 11%	89 11%	36 9%	12 11%	40 11%	61 10%	15 15%	21 16%
Tend to disagree	(2) 164 16%	71 17%	53 16%	30 15%	6 16%	137 16%	126 15%	57 14%	13 11%	58 16%	91 15%	14 13%	27 20%
Strongly disagree	(1) 454 45%	200 48%	143 44%	88 44%	13 35%	414 47%	398 48%	227 55%	62 57%	191 51%	304 50%	37 35%	39 30%
NET: Disagree	618 61%	272 65%	196 60%	118 58%	20 51%	552 63%	525 64%	284 68%	75 68%	249 66%	395 65%	51 49%	66 50%
Not applicable	19 2%	3 1%	10 3%	5 2%	-	12 1%	12 1%	5 1%	1 1%	5 1%	10 2%	4 4%	7 5%
Don't know	2 *	2 1%	-	-	-	2 *	2 *	1 *	-	1 *	2 *	1 1%	-
Mean	2.17	2.07	2.22	2.23	2.51	2.12	2.10	1.97	1.95	2.02	2.07	2.45	2.47
Standard deviation	1.25	1.21	1.28	1.28	1.32	1.25	1.25	1.23	1.23	1.22	1.25	1.29	1.23
Standard error	0.04	0.06	0.07	0.09	0.20	0.04	0.04	0.06	0.12	0.06	0.05	0.13	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 11

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my local branch advisor to advise on the best products for me**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	674 67%	309 62%	365 71%	98 82%	115 68%	111 65%	92 51%	100 67%	158 72%	164 61%	187 67%	147 67%	176 73%	62 68%	32 81%	74 67%	70 77%	62 69%	48 67%	31 61%	71 70%	76 58%	88 62%	60 66%
Strongly agree	(4) 26%	110 22%	154 30%	45 37%	30 18%	44 26%	36 20%	41 27%	67 31%	54 20%	62 22%	63 29%	84 35%	21 23%	13 33%	33 30%	26 28%	26 28%	16 23%	12 24%	27 27%	32 24%	30 22%	27 30%
Tend to agree	(3) 41%	199 40%	212 41%	54 45%	85 50%	66 39%	56 31%	59 40%	90 41%	110 41%	125 45%	84 38%	92 38%	41 45%	19 48%	41 37%	44 49%	37 40%	31 44%	18 36%	44 43%	44 34%	58 41%	33 36%
Tend to disagree	(2) 18%	102 21%	79 15%	16 13%	29 17%	35 21%	43 24%	29 20%	29 13%	60 22%	49 17%	41 19%	32 13%	16 18%	3 7%	24 22%	12 13%	16 17%	17 24%	9 18%	16 16%	29 22%	24 17%	15 17%
Strongly disagree	(1) 10%	60 12%	45 9%	5 5%	20 12%	20 12%	27 15%	15 10%	18 8%	33 12%	29 11%	23 11%	19 8%	8 8%	3 8%	9 8%	5 5%	6 7%	3 5%	9 18%	10 10%	20 15%	20 14%	13 14%
NET: Disagree	286 28%	162 33%	124 24%	21 18%	49 29%	55 33%	70 39%	44 30%	47 21%	92 34%	78 28%	64 29%	52 22%	24 26%	6 15%	33 30%	16 18%	22 24%	21 29%	18 36%	27 27%	48 37%	44 31%	28 31%
Not applicable	39 4%	20 4%	19 4%	* *	3 2%	4 2%	13 7%	5 3%	13 6%	12 5%	10 4%	6 3%	11 5%	4 5%	1 2%	4 4%	3 3%	3 4%	2 3%	1 3%	3 3%	4 3%	9 7%	2 3%
Don't know	9 1%	3 1%	6 1%	- -	2 1%	- -	4 2%	- -	3 1%	1 *	4 2%	2 1%	1 *	1 1%	1 3%	- -	1 1%	3 4%	- -	- -	- -	2 2%	- -	- -
Mean	2.87	2.76	2.97	3.15	2.76	2.81	2.62	2.88	3.02	2.72	2.83	2.88	3.06	2.88	3.11	2.92	3.05	2.98	2.89	2.69	2.89	2.71	2.75	2.85
Standard deviation	0.94	0.95	0.92	0.82	0.89	0.97	1.01	0.94	0.90	0.94	0.91	0.96	0.92	0.88	0.86	0.93	0.81	0.89	0.83	1.06	0.93	1.02	0.98	1.02
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.08	0.07	0.07	0.05	0.06	0.08	0.06	0.10	0.14	0.09	0.09	0.10	0.10	0.15	0.09	0.09	0.09	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 11

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my local branch advisor to advise on the best products for me**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	674 67%	73 75%	107 76%	73 77%	48 65%	47 65%	50 60%	31 69%	26 60%	12 52%	11 71%	15 63%	11 64%	19 40%
Strongly agree	(4) 263 26%	38 39%	46 32%	28 30%	20 27%	19 25%	20 24%	10 22%	6 14%	4 15%	5 29%	5 19%	1 5%	6 12%
Tend to agree	(3) 411 41%	35 36%	61 43%	45 47%	28 38%	29 39%	30 36%	21 46%	20 46%	9 37%	7 42%	11 44%	10 59%	13 28%
Tend to disagree	(2) 181 18%	7 7%	18 12%	14 14%	15 20%	16 21%	18 22%	10 23%	10 22%	6 26%	5 29%	3 12%	3 16%	18 37%
Strongly disagree	(1) 105 10%	10 11%	11 8%	4 4%	11 15%	8 10%	10 13%	3 7%	5 12%	4 17%	- -	6 25%	1 4%	8 16%
NET: Disagree	286 28%	18 18%	29 21%	18 19%	26 35%	23 32%	29 35%	13 30%	15 34%	10 42%	5 29%	9 37%	3 20%	25 53%
Not applicable	39 4%	7 7%	5 4%	4 4%	- -	1 1%	3 4%	- -	3 6%	1 5%	- -	- -	3 16%	3 6%
Don't know	9 1%	- -	- -	- -	- -	2 2%	1 1%	1 2%	- -	- -	- -	- -	- -	- -
Mean	2.87	3.11	3.04	3.07	2.77	2.82	2.76	2.86	2.66	2.54	3.00	2.57	2.78	2.39
Standard deviation	0.94	0.98	0.90	0.80	1.01	0.95	0.99	0.85	0.89	0.98	0.78	1.09	0.65	0.92
Standard error	0.03	0.10	0.08	0.09	0.12	0.11	0.11	0.12	0.14	0.19	0.20	0.22	0.17	0.13

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 11

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my local branch advisor to advise on the best products for me**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	674 67%	269 64%	230 70%	133 66%	29 76%	578 66%	539 65%	249 60%	83 75%	227 61%	385 63%	63 60%	96 72%
Strongly agree	(4) 263 26%	96 23%	99 30%	47 23%	13 35%	222 25%	202 25%	82 20%	34 31%	79 21%	153 25%	33 31%	41 31%
Tend to agree	(3) 411 41%	173 41%	131 40%	86 42%	16 41%	356 41%	337 41%	167 40%	49 44%	148 39%	231 38%	30 29%	55 41%
Tend to disagree	(2) 181 18%	83 20%	53 16%	37 19%	5 13%	166 19%	159 19%	97 23%	16 15%	88 24%	129 21%	23 22%	15 11%
Strongly disagree	(1) 105 10%	53 13%	27 8%	21 11%	3 9%	94 11%	90 11%	55 13%	9 8%	51 14%	70 11%	12 12%	11 8%
NET: Disagree	286 28%	136 32%	80 24%	59 29%	9 22%	260 30%	249 30%	152 37%	25 23%	139 37%	199 33%	35 34%	26 20%
Not applicable	39 4%	10 2%	16 5%	10 5%	-	31 4%	30 4%	13 3%	2 2%	9 2%	24 4%	6 5%	8 6%
Don't know	9 1%	3 1%	3 1%	-	1 2%	6 1%	6 1%	1 *	-	-	4 1%	1 1%	3 2%
Mean	2.87	2.77	2.97	2.83	3.04	2.84	2.83	2.69	3.00	2.70	2.80	2.85	3.03
Standard deviation	0.94	0.96	0.92	0.93	0.93	0.94	0.94	0.95	0.90	0.96	0.96	1.03	0.91
Standard error	0.03	0.05	0.05	0.07	0.14	0.03	0.03	0.05	0.09	0.05	0.04	0.11	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 12

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my bank to provide the best products for me**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	669 66%	299 61%	371 72%	87 73%	110 65%	103 61%	110 61%	99 66%	160 73%	151 56%	184 66%	158 72%	175 73%	58 64%	32 79%	74 67%	69 76%	65 72%	44 62%	30 59%	74 74%	79 60%	88 62%	57 63%
Strongly agree	(4) 26%	96 20%	163 32%	43 36%	36 21%	40 23%	39 22%	37 25%	65 30%	45 17%	62 22%	65 30%	87 36%	19 21%	13 32%	32 29%	25 28%	20 22%	17 24%	11 22%	25 25%	37 28%	32 23%	28 31%
Tend to agree	(3) 41%	202 41%	207 40%	44 37%	74 44%	63 37%	71 40%	62 42%	95 43%	106 39%	122 44%	93 42%	88 37%	38 42%	19 47%	42 38%	44 48%	45 50%	27 39%	18 36%	49 49%	42 32%	56 40%	29 32%
Tend to disagree	(2) 21%	118 24%	99 19%	22 18%	42 25%	43 25%	39 22%	32 21%	39 18%	79 29%	62 22%	38 17%	38 16%	17 19%	5 13%	29 27%	14 15%	13 15%	21 29%	13 25%	18 18%	30 23%	36 26%	19 21%
Strongly disagree	(1) 10%	65 13%	38 7%	8 6%	15 9%	22 13%	24 14%	16 11%	17 8%	34 13%	31 11%	21 10%	17 7%	14 15%	3 8%	7 6%	5 5%	7 8%	3 4%	7 13%	8 8%	20 15%	17 12%	13 15%
NET: Disagree	319 32%	183 37%	136 27%	29 24%	58 34%	65 38%	64 35%	48 32%	56 25%	113 42%	93 33%	59 27%	55 23%	31 34%	8 21%	36 33%	19 21%	20 22%	24 33%	19 38%	26 26%	50 38%	53 38%	32 36%
Not applicable	11 1%	6 1%	4 1%	- -	1 *	2 1%	3 2%	2 1%	3 1%	2 1%	- -	- -	9 4%	1 1%	- -	1 *	1 1%	3 3%	3 4%	1 3%	- -	- -	- -	1 1%
Don't know	8 1%	6 1%	3 *	3 3%	1 1%	- -	2 1%	1 *	1 *	3 1%	2 1%	2 1%	1 *	1 1%	- -	- -	2 2%	2 2%	- -	- -	1 1%	3 2%	- -	- -
Mean	2.84	2.69	2.98	3.06	2.78	2.72	2.72	2.81	2.97	2.62	2.78	2.93	3.07	2.71	3.04	2.90	3.02	2.92	2.86	2.70	2.91	2.75	2.73	2.80
Standard deviation	0.93	0.94	0.90	0.90	0.89	0.97	0.97	0.94	0.90	0.92	0.92	0.93	0.91	0.98	0.89	0.90	0.82	0.84	0.84	0.99	0.86	1.04	0.95	1.05
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.07	0.06	0.05	0.06	0.07	0.06	0.11	0.14	0.08	0.09	0.09	0.10	0.14	0.09	0.09	0.08	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 12

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my bank to provide the best products for me**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	669 66%	69 71%	118 84%	75 79%	47 63%	44 60%	44 54%	25 55%	25 57%	15 63%	12 73%	14 58%	13 77%	17 36%
Strongly agree	(4) 260 26%	34 35%	55 39%	30 32%	17 23%	17 23%	18 22%	8 18%	10 22%	3 14%	3 19%	2 6%	5 27%	4 9%
Tend to agree	(3) 410 41%	35 37%	63 45%	45 47%	29 40%	28 38%	26 32%	17 37%	15 35%	12 49%	8 54%	12 51%	8 50%	12 27%
Tend to disagree	(2) 217 21%	14 14%	14 10%	15 16%	17 23%	21 28%	25 30%	15 34%	10 23%	6 27%	4 27%	6 23%	3 15%	21 45%
Strongly disagree	(1) 103 10%	8 8%	9 7%	4 4%	10 14%	8 11%	11 13%	4 9%	7 15%	2 7%	- -	5 19%	1 8%	9 19%
NET: Disagree	319 32%	21 22%	23 16%	19 20%	27 37%	29 40%	36 44%	19 43%	17 39%	8 34%	4 27%	10 42%	4 23%	30 64%
Not applicable	11 1%	7 7%	- -	1 1%	- -	- -	- -	- -	1 2%	1 3%	- -	- -	- -	- -
Don't know	8 1%	- -	- -	- -	- -	- -	2 3%	1 2%	1 2%	- -	- -	- -	- -	- -
Mean	2.84	3.05	3.16	3.09	2.73	2.72	2.64	2.66	2.67	2.72	2.93	2.45	2.95	2.26
Standard deviation	0.93	0.93	0.86	0.80	0.97	0.95	0.99	0.89	1.01	0.81	0.70	0.89	0.89	0.88
Standard error	0.03	0.10	0.07	0.09	0.12	0.11	0.11	0.13	0.16	0.16	0.18	0.18	0.22	0.12



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 12

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-I trust my bank to provide the best products for me**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	669	270	229	127	27	564	526	245	78	228	379	71	106
	66%	64%	70%	63%	71%	64%	64%	59%	71%	61%	62%	68%	80%
Strongly agree	(4) 260	97	94	49	10	214	195	79	33	74	148	29	46
	26%	23%	29%	24%	27%	24%	24%	19%	30%	20%	24%	28%	34%
Tend to agree	(3) 410	173	135	78	17	349	330	167	45	155	231	42	60
	41%	41%	41%	39%	44%	40%	40%	40%	41%	41%	38%	40%	45%
Tend to disagree	(2) 217	97	61	51	7	202	194	111	21	98	148	27	14
	21%	23%	19%	25%	18%	23%	24%	27%	19%	26%	24%	25%	11%
Strongly disagree	(1) 103	47	32	20	3	96	91	56	11	46	74	7	7
	10%	11%	10%	10%	7%	11%	11%	14%	10%	12%	12%	7%	5%
NET: Disagree	319	144	93	71	10	298	285	167	31	144	222	34	22
	32%	34%	28%	35%	25%	34%	35%	40%	28%	38%	36%	32%	16%
Not applicable	11	2	4	2	1	5	5	1	1	2	4	-	5
	1%	1%	1%	1%	2%	1%	1%	*	1%	*	1%	-	4%
Don't know	8	3	3	2	1	8	8	2	-	1	6	-	-
	1%	1%	1%	1%	2%	1%	1%	*	-	*	1%	-	-
Mean	2.84	2.77	2.90	2.78	2.94	2.79	2.78	2.65	2.92	2.69	2.75	2.89	3.13
Standard deviation	0.93	0.93	0.93	0.93	0.89	0.94	0.94	0.94	0.94	0.93	0.96	0.89	0.83
Standard error	0.03	0.05	0.05	0.07	0.14	0.03	0.03	0.05	0.09	0.05	0.04	0.09	0.07

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 13

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-On the whole, I trust the banking sector**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	542 54%	228 46%	313 61%	79 66%	89 52%	78 46%	89 50%	80 53%	127 58%	129 48%	149 53%	111 51%	152 63%	48 53%	25 62%	59 53%	58 64%	50 55%	39 55%	29 57%	59 59%	63 48%	63 45%	49 54%
Strongly agree	(4) 18%	70 14%	109 21%	30 25%	22 13%	24 14%	27 15%	26 17%	50 23%	32 12%	42 15%	43 20%	62 26%	17 19%	9 22%	23 21%	16 18%	18 20%	13 18%	8 16%	13 13%	21 16%	20 14%	20 22%
Tend to agree	(3) 36%	158 32%	204 40%	48 40%	67 39%	55 32%	62 35%	54 36%	77 35%	98 36%	108 39%	68 31%	90 37%	32 35%	16 40%	35 32%	42 46%	32 36%	26 36%	21 41%	46 46%	41 32%	43 30%	29 32%
Tend to disagree	(2) 22%	118 24%	103 20%	20 16%	43 25%	39 23%	38 21%	33 22%	49 22%	68 25%	53 19%	59 27%	41 17%	19 21%	6 14%	24 21%	20 23%	17 19%	13 19%	7 13%	20 20%	28 21%	44 31%	24 27%
Strongly disagree	(1) 23%	140 28%	90 17%	21 17%	37 22%	48 28%	47 26%	36 24%	41 19%	67 25%	72 26%	48 22%	42 18%	23 25%	9 23%	27 25%	12 14%	17 19%	17 25%	14 28%	20 20%	38 29%	33 24%	18 19%
NET: Disagree	451 45%	258 52%	193 38%	40 34%	80 47%	87 51%	85 47%	68 46%	90 41%	135 50%	126 45%	108 49%	83 35%	42 47%	15 38%	51 46%	33 36%	34 38%	31 43%	21 42%	40 39%	65 50%	77 55%	42 46%
Not applicable	6 1%	2 *	4 1%	1 1%	1 *	2 1%	1 *	- -	1 *	2 1%	- -	- -	4 2%	- -	- -	1 *	- -	2 2%	1 2%	1 1%	1 1%	- -	1 1%	- -
Don't know	10 1%	5 1%	4 1%	- -	- -	2 1%	5 3%	2 1%	2 1%	4 1%	4 2%	1 *	1 *	- -	- -	1 1%	- -	5 5%	- -	- -	1 1%	3 2%	- -	- -
Mean	2.49	2.33	2.66	2.74	2.43	2.33	2.40	2.48	2.63	2.36	2.43	2.48	2.73	2.47	2.61	2.50	2.68	2.60	2.49	2.46	2.53	2.36	2.35	2.56
Standard deviation	1.04	1.04	1.01	1.03	0.97	1.04	1.05	1.04	1.04	0.99	1.04	1.05	1.04	1.07	1.08	1.09	0.93	1.04	1.07	1.08	0.96	1.08	1.00	1.04
Standard error	0.03	0.05	0.05	0.10	0.08	0.08	0.08	0.08	0.07	0.05	0.07	0.08	0.06	0.11	0.17	0.10	0.10	0.11	0.13	0.15	0.10	0.10	0.09	0.11

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 13

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-On the whole, I trust the banking sector**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	542 54%	63 65%	90 64%	52 54%	43 58%	27 38%	37 44%	20 45%	23 53%	8 36%	10 62%	9 39%	10 61%	17 35%
Strongly agree	(4) 179 18%	31 32%	32 23%	14 15%	7 10%	11 15%	12 14%	4 9%	6 13%	3 12%	3 16%	2 10%	2 12%	1 3%
Tend to agree	(3) 363 36%	32 33%	58 41%	38 40%	35 48%	17 23%	25 30%	16 36%	17 40%	6 24%	7 45%	7 29%	8 49%	15 32%
Tend to disagree	(2) 221 22%	15 15%	25 18%	26 28%	9 12%	22 30%	22 27%	11 25%	14 32%	10 44%	4 24%	9 36%	3 19%	15 31%
Strongly disagree	(1) 230 23%	17 18%	26 18%	16 17%	22 30%	21 28%	23 28%	13 30%	7 15%	4 17%	2 15%	6 25%	3 20%	15 32%
NET: Disagree	451 45%	32 33%	50 36%	42 44%	31 42%	43 59%	46 56%	24 55%	21 47%	14 61%	6 38%	15 61%	7 39%	30 63%
Not applicable	6 1%	2 2%	-	1 1%	-	-	-	-	-	-	-	-	-	-
Don't know	10 1%	-	1 *	-	-	3 4%	-	-	-	1 3%	-	-	-	1 2%
Mean	2.49	2.80	2.68	2.53	2.37	2.25	2.30	2.25	2.51	2.32	2.63	2.23	2.53	2.06
Standard deviation	1.04	1.08	1.02	0.94	1.02	1.05	1.04	0.99	0.91	0.93	0.95	0.95	0.97	0.88
Standard error	0.03	0.11	0.09	0.10	0.12	0.13	0.12	0.14	0.14	0.18	0.25	0.19	0.23	0.12

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 13

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-On the whole, I trust the banking sector**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	542 54%	208 50%	168 51%	129 64%	20 53%	454 52%	416 51%	200 48%	63 57%	174 46%	303 50%	48 46%	88 66%
Strongly agree	(4) 179 18%	60 14%	62 19%	37 18%	11 28%	142 16%	128 16%	54 13%	17 16%	50 13%	86 14%	14 13%	37 28%
Tend to agree	(3) 363 36%	148 35%	107 32%	92 45%	10 25%	311 36%	288 35%	146 35%	46 41%	124 33%	217 35%	34 32%	51 39%
Tend to disagree	(2) 221 22%	104 25%	71 22%	35 17%	10 26%	204 23%	201 24%	112 27%	24 22%	99 26%	153 25%	34 33%	17 13%
Strongly disagree	(1) 230 23%	100 24%	84 26%	36 18%	7 19%	208 24%	197 24%	99 24%	23 21%	98 26%	149 24%	23 22%	22 17%
NET: Disagree	451 45%	204 49%	156 47%	71 35%	17 45%	411 47%	398 48%	211 51%	47 43%	197 53%	302 49%	57 54%	40 30%
Not applicable	6 1%	2 *	1 *	1 1%	- -	3 *	2 *	1 *	- -	1 *	2 *	- -	3 2%
Don't know	10 1%	4 1%	4 1%	1 *	1 2%	7 1%	7 1%	4 1%	- -	3 1%	4 1%	- -	3 2%
Mean	2.49	2.41	2.45	2.65	2.63	2.45	2.43	2.38	2.52	2.34	2.40	2.37	2.80
Standard deviation	1.04	1.01	1.07	0.98	1.10	1.03	1.02	0.99	1.00	1.01	1.01	0.97	1.04
Standard error	0.03	0.05	0.06	0.07	0.17	0.03	0.04	0.05	0.10	0.05	0.04	0.10	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 14

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-My experience of customer service in my local bank branch affects my overall view of the bank**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Agree	808 80%	383 77%	425 83%	95 80%	130 77%	132 78%	130 73%	126 84%	194 88%	206 76%	227 81%	181 83%	194 81%	73 81%	37 92%	92 83%	79 87%	70 77%	55 78%	37 74%	83 82%	107 82%	107 76%	68 75%
Strongly agree	(4) 42%	185 37%	242 47%	48 40%	69 40%	68 40%	68 38%	69 46%	106 48%	111 41%	111 40%	98 45%	106 44%	38 42%	20 50%	58 52%	41 45%	32 35%	29 41%	23 46%	45 45%	54 41%	53 38%	34 37%
Tend to agree	(3) 38%	198 40%	183 36%	48 40%	62 36%	63 37%	63 35%	57 38%	87 40%	95 35%	115 41%	83 38%	88 37%	35 39%	17 42%	34 30%	38 42%	38 41%	26 37%	14 28%	38 38%	54 41%	53 38%	34 38%
Tend to disagree	(2) 11%	65 13%	49 10%	15 13%	23 14%	20 12%	34 19%	14 9%	8 4%	35 13%	34 12%	25 11%	21 9%	10 11%	- -	12 11%	6 7%	12 13%	10 15%	8 15%	6 6%	11 9%	23 16%	16 18%
Strongly disagree	(1) 6%	31 6%	25 5%	7 6%	10 6%	14 8%	7 4%	8 6%	10 5%	17 6%	13 5%	11 5%	16 6%	5 6%	3 8%	6 6%	2 2%	6 6%	2 3%	4 8%	6 6%	10 8%	6 5%	5 6%
NET: Disagree	171 17%	96 19%	75 15%	22 19%	33 19%	34 20%	41 23%	22 15%	18 8%	52 19%	47 17%	35 16%	37 15%	16 17%	3 8%	18 16%	8 9%	17 19%	13 18%	12 23%	13 13%	21 16%	29 21%	22 24%
Not applicable	22 2%	13 3%	9 2%	1 1%	4 2%	3 2%	8 4%	1 1%	4 2%	9 3%	5 2%	2 1%	7 3%	2 2%	- -	1 1%	2 2%	4 4%	3 5%	1 3%	3 3%	2 2%	4 3%	- -
Don't know	7 1%	2 *	6 1%	1 1%	2 1%	* *	- -	- -	4 2%	3 1%	1 *	1 1%	2 1%	- -	- -	- -	2 2%	- -	- -	- -	2 2%	* *	1 1%	1 1%
Mean	3.20	3.12	3.28	3.16	3.16	3.12	3.11	3.26	3.37	3.16	3.19	3.24	3.23	3.20	3.34	3.31	3.36	3.11	3.21	3.16	3.27	3.17	3.13	3.07
Standard deviation	0.86	0.88	0.84	0.87	0.88	0.93	0.87	0.85	0.77	0.90	0.83	0.84	0.88	0.87	0.85	0.88	0.71	0.87	0.82	0.97	0.86	0.89	0.86	0.90
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.07	0.06	0.06	0.05	0.06	0.07	0.05	0.09	0.13	0.08	0.08	0.09	0.10	0.13	0.09	0.08	0.08	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 14

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-My experience of customer service in my local bank branch affects my overall view of the bank**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	808 80%	81 83%	116 83%	79 83%	59 79%	67 91%	64 78%	36 81%	34 79%	17 72%	15 94%	20 81%	10 59%	32 67%
Strongly agree	(4) 42%	42 43%	64 46%	42 44%	32 44%	30 41%	33 40%	21 47%	20 47%	8 32%	8 52%	7 27%	5 27%	13 28%
Tend to agree	(3) 38%	39 40%	52 37%	37 39%	26 36%	37 50%	31 37%	15 34%	14 32%	9 40%	7 42%	13 54%	5 32%	18 39%
Tend to disagree	(2) 11%	5 6%	12 8%	13 14%	10 13%	4 6%	11 14%	4 10%	6 14%	4 19%	1 6%	4 16%	4 25%	9 19%
Strongly disagree	(1) 6%	6 6%	9 7%	- -	5 6%	2 3%	6 7%	3 8%	2 4%	1 4%	- -	1 3%	- -	5 11%
NET: Disagree	171 17%	11 12%	21 15%	13 14%	14 19%	6 9%	17 21%	8 17%	8 18%	5 23%	1 6%	5 19%	4 25%	14 30%
Not applicable	22 2%	4 4%	1 1%	3 3%	1 1%	- -	- -	1 2%	1 3%	1 5%	- -	- -	3 16%	1 3%
Don't know	7 1%	1 1%	2 2%	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -
Mean	3.20	3.27	3.25	3.31	3.18	3.29	3.13	3.22	3.26	3.07	3.45	3.05	3.02	2.87
Standard deviation	0.86	0.84	0.88	0.71	0.90	0.71	0.91	0.92	0.86	0.85	0.63	0.75	0.81	0.97
Standard error	0.03	0.09	0.08	0.08	0.11	0.08	0.10	0.13	0.13	0.17	0.16	0.15	0.21	0.13

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 14

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-My experience of customer service in my local bank branch affects my overall view of the bank**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Agree	808 80%	336 80%	270 82%	155 77%	34 89%	690 79%	652 79%	316 76%	90 82%	286 76%	474 78%	80 76%	118 89%
Strongly agree	(4) 42%	172 41%	152 46%	75 37%	20 53%	363 42%	341 41%	169 41%	46 42%	152 40%	244 40%	39 38%	64 48%
Tend to agree	(3) 38%	164 39%	118 36%	81 40%	14 36%	327 37%	311 38%	147 35%	44 40%	134 36%	230 38%	40 38%	54 40%
Tend to disagree	(2) 11%	52 12%	29 9%	27 13%	3 7%	111 13%	105 13%	66 16%	11 10%	56 15%	83 14%	14 14%	3 3%
Strongly disagree	(1) 6%	19 4%	17 5%	17 8%	2 5%	50 6%	47 6%	24 6%	7 6%	24 6%	35 6%	5 5%	6 4%
NET: Disagree	171 17%	70 17%	47 14%	44 22%	4 11%	162 18%	151 18%	90 22%	18 16%	80 21%	119 19%	19 18%	9 7%
Not applicable	22 2%	10 2%	9 3%	1 1%	-	19 2%	17 2%	8 2%	2 2%	10 3%	16 3%	5 5%	3 2%
Don't know	7 1%	2 *	4 1%	1 1%	-	4 1%	4 *	1 *	-	-	3 *	1 1%	3 2%
Mean	3.20	3.20	3.28	3.07	3.37	3.18	3.18	3.13	3.19	3.13	3.15	3.16	3.38
Standard deviation	0.86	0.83	0.85	0.92	0.82	0.87	0.87	0.89	0.87	0.90	0.88	0.85	0.76
Standard error	0.03	0.04	0.05	0.07	0.12	0.03	0.03	0.04	0.08	0.05	0.04	0.09	0.07

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 15

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-For my main bank account, I would consider using a provider that has no branches and only operates an internet and telephone service**

**Base: All respondents**

	Gender			Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West	
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91	
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91	
NET: Agree	212	115	97	31	43	47	35	32	23	74	49	46	43	16	9	17	13	16	12	9	24	40	37	20	
	21%	23%	19%	26%	25%	28%	19%	22%	11%	27%	18%	21%	18%	18%	22%	16%	14%	18%	17%	18%	24%	30%	26%	22%	
Strongly agree	(4)	85	41	44	11	18	25	14	10	7	28	21	19	16	9	6	8	6	4	4	2	6	18	13	8
		8%	8%	9%	9%	11%	15%	8%	7%	3%	10%	8%	9%	7%	10%	15%	7%	7%	5%	5%	4%	6%	14%	9%	9%
Tend to agree	(3)	127	74	53	20	25	22	21	23	16	46	28	26	27	7	3	10	6	12	8	7	18	24	12	
		13%	15%	10%	17%	15%	13%	11%	15%	7%	17%	10%	12%	11%	8%	8%	9%	7%	13%	11%	14%	17%	16%	17%	13%
Tend to disagree	(2)	210	115	94	30	37	36	45	20	43	58	66	39	47	22	8	16	21	18	19	11	18	32	33	12
		21%	23%	18%	25%	22%	21%	25%	13%	19%	21%	24%	18%	20%	25%	19%	15%	23%	20%	26%	21%	18%	24%	23%	13%
Strongly disagree	(1)	572	260	312	58	89	82	98	96	149	135	163	132	143	52	24	72	56	56	39	29	58	58	71	58
		57%	53%	61%	48%	53%	48%	55%	64%	68%	50%	58%	60%	59%	57%	58%	65%	62%	61%	55%	57%	58%	44%	51%	64%
NET: Disagree		782	376	406	88	126	117	143	116	191	193	229	171	189	74	31	88	77	74	57	40	76	90	105	70
		78%	76%	79%	73%	74%	69%	80%	78%	87%	72%	82%	78%	79%	82%	78%	80%	85%	81%	81%	79%	75%	68%	74%	77%
Not applicable		12	3	9	1	1	5	2	1	3	1	-	3	7	-	-	5	*	1	1	1	1	-	-	
		1%	1%	2%	1%	*	3%	1%	1%	1%	1%	-	2%	3%	-	-	5%	1%	1%	2%	3%	1%	1%	-	-
Don't know		2	1	1	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-	1	-	1	
		*	*	*	-	-	-	-	-	1%	*	*	-	-	-	-	-	-	-	-	-	1%	-	1%	
Mean		1.72	1.79	1.66	1.87	1.83	1.94	1.72	1.64	1.45	1.88	1.67	1.69	1.64	1.71	1.79	1.55	1.59	1.60	1.67	1.65	1.72	2.00	1.85	1.66
Standard deviation		0.98	0.98	0.98	1.01	1.04	1.12	0.96	0.97	0.77	1.04	0.94	1.00	0.94	0.99	1.11	0.93	0.91	0.89	0.89	0.90	0.97	1.09	1.01	1.02
Standard error		0.03	0.04	0.04	0.09	0.08	0.08	0.07	0.07	0.05	0.06	0.06	0.08	0.06	0.11	0.18	0.09	0.10	0.09	0.11	0.12	0.10	0.10	0.09	0.11



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 15

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-For my main bank account, I would consider using a provider that has no branches and only operates an internet and telephone service**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Agree	212 21%	24 25%	25 18%	14 15%	17 23%	14 19%	19 23%	10 23%	15 34%	5 22%	1 5%	11 45%	8 49%	15 31%
Strongly agree	(4) 85 8%	8 8%	7 5%	10 11%	6 8%	6 8%	2 3%	5 12%	7 16%	2 10%	- -	7 31%	4 25%	7 16%
Tend to agree	(3) 127 13%	16 16%	18 13%	4 4%	11 15%	8 11%	17 20%	5 12%	8 18%	3 12%	1 5%	3 14%	4 24%	7 16%
Tend to disagree	(2) 210 21%	24 25%	29 21%	10 11%	11 15%	17 23%	16 19%	15 33%	12 27%	7 32%	6 37%	6 26%	3 19%	12 26%
Strongly disagree	(1) 572 57%	45 46%	85 60%	70 74%	46 62%	41 57%	48 58%	19 43%	17 39%	10 43%	9 58%	7 29%	5 32%	18 39%
NET: Disagree	782 78%	69 71%	114 81%	81 85%	57 77%	58 80%	63 77%	34 77%	29 66%	18 75%	15 95%	13 55%	9 51%	31 65%
Not applicable	12 1%	4 4%	2 1%	- -	- -	- -	- -	- -	- -	1 3%	- -	- -	- -	2 4%
Don't know	2 *	- -	- -	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -
Mean	1.72	1.87	1.62	1.51	1.69	1.70	1.68	1.91	2.11	1.88	1.47	2.47	2.41	2.08
Standard deviation	0.98	1.00	0.90	1.00	1.00	0.97	0.89	1.01	1.10	1.01	0.60	1.23	1.22	1.11
Standard error	0.03	0.10	0.08	0.11	0.12	0.11	0.10	0.14	0.17	0.19	0.16	0.25	0.30	0.15

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 15

**Q2. I am now going to read out a list of statements about your main bank, and the banking sector as a whole. To what extent, if at all, do you agree or disagree with each of the following statements about your main bank and the banking sector as a whole?**

**-For my main bank account, I would consider using a provider that has no branches and only operates an internet and telephone service**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access								
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access	
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129	
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133	
NET: Agree	212 21%	103 25%	54 16%	43 21%	8 20%	201 23%	197 24%	108 26%	31 28%	86 23%	148 24%	21 20%	11 8%	
Strongly agree	(4) 8%	85 9%	37 7%	24 9%	18 9%	3 9%	81 9%	80 10%	49 12%	8 7%	38 10%	64 11%	13 12%	3 3%
Tend to agree	(3) 13%	127 16%	66 9%	30 12%	25 12%	4 12%	120 14%	117 14%	59 14%	23 20%	48 13%	84 14%	8 8%	7 5%
Tend to disagree	(2) 21%	210 21%	88 21%	69 21%	39 19%	10 26%	184 21%	176 21%	89 21%	30 27%	81 22%	134 22%	22 21%	25 19%
Strongly disagree	(1) 57%	572 53%	222 53%	199 61%	119 59%	20 53%	484 55%	446 54%	217 52%	49 45%	207 55%	326 53%	62 59%	88 66%
NET: Disagree	782 78%	310 74%	268 82%	158 78%	31 80%	669 76%	622 75%	306 74%	79 72%	288 77%	460 75%	84 80%	113 85%	
Not applicable	12 1%	5 1%	4 1%	2 1%	-	5 1%	5 1%	1 *	1 1%	1 *	3 *	-	7 5%	
Don't know	2 *	-	2 1%	-	-	-	-	-	-	-	-	-	2 2%	
Mean	1.72	1.80	1.62	1.71	1.76	1.77	1.79	1.85	1.91	1.78	1.81	1.73	1.40	
Standard deviation	0.98	1.01	0.93	1.00	0.99	1.01	1.02	1.06	0.98	1.02	1.03	1.05	0.73	
Standard error	0.03	0.05	0.05	0.07	0.15	0.03	0.04	0.05	0.09	0.05	0.04	0.11	0.07	

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 16

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Summary**

**Base: All respondents**

	Q3. Summary						
	NET: Any mention	Opening / upgrading / closing an account	Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)	Managing savings accounts	Applying for a credit card	Taking out a loan (e.g. a mortgage)	Seeking financial advice
Unweighted base	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	1008	1008
<b>NET: Any mention</b>	934 93%	472 47%	865 86%	692 69%	262 26%	209 21%	452 45%
Face-to-face in a branch	705 70%	328 33%	470 47%	407 40%	111 11%	132 13%	349 35%
Email correspondence with my bank	174 17%	58 6%	66 7%	54 5%	33 3%	28 3%	42 4%
Postal correspondence with my bank	253 25%	83 8%	107 11%	83 8%	60 6%	48 5%	58 6%
Telephone banking	436 43%	138 14%	281 28%	193 19%	81 8%	68 7%	145 14%
Online banking	570 57%	168 17%	518 51%	384 38%	123 12%	73 7%	123 12%
Other	67 7%	12 1%	28 3%	18 2%	14 1%	22 2%	25 2%
I have not used this service in the past year	74 7%	536 53%	143 14%	316 31%	746 74%	799 79%	556 55%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 17

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>472</b>	<b>232</b>	<b>240</b>	<b>64</b>	<b>94</b>	<b>70</b>	<b>74</b>	<b>75</b>	<b>95</b>	<b>129</b>	<b>148</b>	<b>98</b>	<b>98</b>	<b>50</b>	<b>20</b>	<b>50</b>	<b>41</b>	<b>33</b>	<b>39</b>	<b>23</b>	<b>44</b>	<b>65</b>	<b>63</b>	<b>43</b>
	<b>47%</b>	<b>47%</b>	<b>47%</b>	<b>54%</b>	<b>56%</b>	<b>42%</b>	<b>41%</b>	<b>50%</b>	<b>43%</b>	<b>48%</b>	<b>53%</b>	<b>44%</b>	<b>41%</b>	<b>55%</b>	<b>50%</b>	<b>45%</b>	<b>45%</b>	<b>37%</b>	<b>56%</b>	<b>46%</b>	<b>43%</b>	<b>50%</b>	<b>44%</b>	<b>48%</b>
Face-to-face in a branch	328	162	167	55	56	50	49	54	65	81	111	67	68	30	12	33	30	25	30	19	32	44	46	27
	33%	33%	32%	46%	33%	29%	27%	36%	30%	30%	40%	31%	28%	33%	29%	30%	33%	27%	43%	38%	32%	34%	32%	30%
Email correspondence with my bank	58	32	26	7	13	9	12	9	7	10	25	16	7	9	2	5	5	4	2	5	4	9	10	4
	6%	6%	5%	6%	8%	5%	6%	6%	3%	4%	9%	8%	3%	10%	6%	4%	5%	4%	2%	10%	4%	7%	7%	4%
Postal correspondence with my bank	83	45	38	14	19	12	11	14	13	23	25	20	15	10	7	7	7	6	3	4	11	9	11	7
	8%	9%	7%	12%	11%	7%	6%	9%	6%	8%	9%	9%	6%	11%	18%	7%	8%	7%	5%	9%	11%	7%	8%	8%
Telephone banking	138	66	71	12	37	21	20	22	25	41	38	31	28	20	6	12	10	5	10	5	12	28	17	14
	14%	13%	14%	10%	22%	13%	11%	15%	11%	15%	13%	14%	12%	22%	15%	10%	11%	5%	14%	10%	11%	21%	12%	15%
Online banking	168	90	78	23	50	25	26	22	23	53	45	37	33	18	9	21	15	9	13	4	13	23	26	16
	17%	18%	15%	19%	29%	15%	15%	15%	10%	20%	16%	17%	14%	20%	23%	19%	17%	10%	18%	8%	13%	17%	19%	18%
Other	12	6	6	3	3	1	2	2	2	4	5	2	2	1	1	-	-	1	2	-	4	1	3	-
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	3%	-	-	1%	2%	-	4%	1%	2%	-
I have not used this service in the past year	536	262	274	56	75	99	106	75	125	140	131	122	142	41	20	60	50	57	31	27	57	66	79	47
	53%	53%	53%	46%	44%	58%	59%	50%	57%	52%	47%	56%	59%	45%	50%	55%	55%	63%	44%	54%	57%	50%	56%	52%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 17

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>472</b>	<b>45</b>	<b>55</b>	<b>45</b>	<b>34</b>	<b>32</b>	<b>38</b>	<b>25</b>	<b>21</b>	<b>14</b>	<b>6</b>	<b>13</b>	<b>10</b>	<b>19</b>
	<b>47%</b>	<b>47%</b>	<b>39%</b>	<b>47%</b>	<b>46%</b>	<b>44%</b>	<b>46%</b>	<b>55%</b>	<b>47%</b>	<b>61%</b>	<b>38%</b>	<b>54%</b>	<b>62%</b>	<b>41%</b>
Face-to-face in a branch	328 33%	32 33%	42 30%	35 37%	22 30%	22 30%	24 29%	17 38%	11 26%	9 40%	5 32%	9 39%	5 31%	10 21%
Email correspondence with my bank	58 6%	2 2%	7 5%	- -	3 4%	7 9%	6 7%	3 6%	5 11%	1 3%	- -	5 20%	4 25%	6 12%
Postal correspondence with my bank	83 8%	7 7%	14 10%	7 7%	7 10%	7 10%	4 5%	7 16%	5 11%	2 9%	- -	2 8%	1 7%	2 4%
Telephone banking	138 14%	15 15%	15 11%	8 9%	12 16%	1 2%	9 11%	8 18%	8 18%	5 19%	- -	4 16%	7 42%	9 19%
Online banking	168 17%	15 15%	15 10%	11 12%	15 20%	8 11%	15 19%	12 26%	16 36%	7 32%	1 6%	7 31%	6 36%	9 19%
Other	12 1%	- -	2 2%	- -	1 1%	1 1%	- -	1 2%	2 4%	- -	- -	1 3%	- -	- -
I have not used this service in the past year	536 53%	52 53%	86 61%	50 53%	40 54%	41 56%	44 54%	20 45%	23 53%	9 39%	10 62%	11 46%	6 38%	28 59%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 17

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>472</b>	<b>198</b>	<b>163</b>	<b>85</b>	<b>20</b>	<b>426</b>	<b>403</b>	<b>204</b>	<b>61</b>	<b>180</b>	<b>302</b>	<b>57</b>	<b>47</b>
	<b>47%</b>	<b>47%</b>	<b>50%</b>	<b>42%</b>	<b>52%</b>	<b>49%</b>	<b>49%</b>	<b>49%</b>	<b>55%</b>	<b>48%</b>	<b>49%</b>	<b>55%</b>	<b>35%</b>
Face-to-face in a branch	328	136	115	58	14	293	273	133	49	119	208	39	35
	33%	32%	35%	29%	36%	34%	33%	32%	45%	32%	34%	37%	26%
Email correspondence with my bank	58	28	21	5	4	58	57	34	7	25	42	13	-
	6%	7%	7%	2%	11%	7%	7%	8%	6%	7%	7%	13%	-
Postal correspondence with my bank	83	36	32	8	6	78	76	40	15	36	56	17	5
	8%	8%	10%	4%	16%	9%	9%	10%	13%	10%	9%	16%	4%
Telephone banking	138	63	44	20	8	124	118	72	20	62	96	15	14
	14%	15%	13%	10%	20%	14%	14%	17%	18%	16%	16%	15%	11%
Online banking	168	78	60	24	5	166	164	95	29	75	123	29	2
	17%	19%	18%	12%	12%	19%	20%	23%	27%	20%	20%	28%	1%
Other	12	3	4	4	2	12	12	8	2	3	10	4	-
	1%	1%	1%	2%	5%	1%	1%	2%	2%	1%	2%	4%	-
I have not used this service in the past year	536	221	165	118	18	450	421	211	49	194	309	47	86
	53%	53%	50%	58%	48%	51%	51%	51%	45%	52%	51%	45%	65%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 18

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>865</b>	<b>426</b>	<b>438</b>	<b>101</b>	<b>163</b>	<b>151</b>	<b>147</b>	<b>124</b>	<b>178</b>	<b>250</b>	<b>252</b>	<b>182</b>	<b>180</b>	<b>78</b>	<b>31</b>	<b>95</b>	<b>77</b>	<b>70</b>	<b>60</b>	<b>42</b>	<b>91</b>	<b>119</b>	<b>122</b>	<b>81</b>
	<b>86%</b>	<b>86%</b>	<b>85%</b>	<b>84%</b>	<b>96%</b>	<b>89%</b>	<b>82%</b>	<b>83%</b>	<b>81%</b>	<b>93%</b>	<b>90%</b>	<b>83%</b>	<b>75%</b>	<b>86%</b>	<b>76%</b>	<b>86%</b>	<b>85%</b>	<b>77%</b>	<b>85%</b>	<b>83%</b>	<b>90%</b>	<b>91%</b>	<b>86%</b>	<b>89%</b>
Face-to-face in a branch	470	224	245	50	77	68	71	78	125	111	134	105	120	36	23	60	43	40	31	25	51	64	53	44
	47%	45%	48%	42%	45%	40%	40%	52%	57%	41%	48%	48%	50%	40%	57%	54%	47%	44%	44%	49%	51%	49%	37%	48%
Email correspondence with my bank	66	33	33	9	10	18	13	9	6	16	20	18	11	7	3	12	4	7	2	3	9	10	6	5
	7%	7%	6%	8%	6%	10%	8%	6%	3%	6%	7%	8%	5%	7%	7%	10%	4%	8%	3%	5%	8%	8%	4%	5%
Postal correspondence with my bank	107	64	43	10	18	27	20	13	19	30	26	29	21	7	9	15	6	8	6	5	15	14	13	9
	11%	13%	8%	8%	11%	16%	11%	9%	9%	11%	9%	13%	9%	8%	23%	13%	6%	8%	9%	9%	15%	10%	9%	10%
Telephone banking	281	143	138	24	63	56	48	38	53	86	79	56	60	26	11	34	22	20	17	9	24	42	49	28
	28%	29%	27%	20%	37%	33%	27%	25%	24%	32%	28%	25%	25%	29%	28%	30%	24%	22%	24%	19%	24%	32%	35%	31%
Online banking	518	275	243	81	128	106	90	63	49	178	163	106	72	54	21	56	44	37	35	23	44	76	80	48
	51%	56%	47%	68%	76%	63%	50%	42%	22%	66%	58%	48%	30%	60%	51%	51%	49%	40%	50%	45%	44%	58%	57%	53%
Other	28	15	13	7	3	3	4	6	5	6	11	3	8	1	1	3	2	*	5	1	4	4	5	1
	3%	3%	3%	6%	2%	2%	2%	4%	2%	2%	4%	1%	3%	2%	3%	3%	2%	1%	7%	3%	4%	3%	3%	1%
I have not used this service in the past year	143	68	76	19	7	18	33	25	42	19	28	37	60	13	10	16	14	21	11	9	10	12	19	10
	14%	14%	15%	16%	4%	11%	18%	17%	19%	7%	10%	17%	25%	14%	24%	14%	15%	23%	15%	17%	10%	9%	14%	11%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 18

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>865</b>	<b>73</b>	<b>107</b>	<b>77</b>	<b>69</b>	<b>71</b>	<b>74</b>	<b>43</b>	<b>41</b>	<b>24</b>	<b>14</b>	<b>23</b>	<b>17</b>	<b>46</b>
	<b>86%</b>	<b>75%</b>	<b>76%</b>	<b>82%</b>	<b>94%</b>	<b>97%</b>	<b>90%</b>	<b>95%</b>	<b>94%</b>	<b>100%</b>	<b>91%</b>	<b>94%</b>	<b>100%</b>	<b>97%</b>
Face-to-face in a branch	470 47%	50 51%	71 51%	53 56%	40 54%	36 50%	30 37%	17 38%	15 35%	10 44%	4 28%	12 48%	6 34%	14 29%
Email correspondence with my bank	66 7%	6 6%	9 6%	2 2%	6 8%	9 12%	5 6%	2 5%	6 13%	3 13%	3 17%	2 8%	1 7%	4 9%
Postal correspondence with my bank	107 11%	6 6%	20 14%	11 12%	5 7%	10 13%	8 10%	4 9%	4 9%	5 20%	5 29%	6 24%	4 23%	5 11%
Telephone banking	281 28%	20 20%	42 29%	18 19%	24 33%	19 26%	22 27%	13 28%	12 28%	7 31%	6 38%	11 45%	8 48%	21 44%
Online banking	518 51%	36 37%	46 32%	41 44%	45 61%	46 63%	54 66%	36 81%	36 83%	16 70%	13 81%	20 82%	14 80%	36 77%
Other	28 3%	1 1%	10 7%	- -	5 7%	1 2%	1 1%	1 1%	- -	* 2%	- -	- -	- -	2 4%
I have not used this service in the past year	143 14%	24 25%	34 24%	17 18%	5 6%	2 3%	9 10%	2 5%	2 6%	- -	1 9%	1 6%	- -	1 3%



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 18

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>865</b>	<b>365</b>	<b>286</b>	<b>169</b>	<b>33</b>	<b>777</b>	<b>741</b>	<b>386</b>	<b>100</b>	<b>346</b>	<b>548</b>	<b>98</b>	<b>88</b>
	<b>86%</b>	<b>87%</b>	<b>87%</b>	<b>84%</b>	<b>86%</b>	<b>89%</b>	<b>90%</b>	<b>93%</b>	<b>91%</b>	<b>92%</b>	<b>90%</b>	<b>93%</b>	<b>66%</b>
Face-to-face in a branch	470	191	168	83	21	396	368	162	48	159	261	53	74
	47%	46%	51%	41%	54%	45%	45%	39%	43%	42%	43%	51%	55%
Email correspondence with my bank	66	29	20	12	4	66	65	40	14	36	51	16	-
	7%	7%	6%	6%	11%	8%	8%	10%	13%	10%	8%	15%	-
Postal correspondence with my bank	107	44	33	22	7	101	101	57	16	49	70	19	6
	11%	10%	10%	11%	18%	12%	12%	14%	15%	13%	11%	18%	5%
Telephone banking	281	123	91	54	11	258	248	139	39	129	179	37	23
	28%	29%	28%	27%	29%	30%	30%	33%	36%	34%	29%	36%	17%
Online banking	518	242	162	93	16	515	505	310	83	252	400	63	3
	51%	58%	49%	46%	43%	59%	61%	75%	76%	67%	66%	61%	2%
Other	28	9	9	8	1	27	27	11	7	11	18	5	2
	3%	2%	3%	4%	3%	3%	3%	3%	6%	3%	3%	5%	1%
I have not used this service in the past year	143	54	43	33	5	98	83	30	10	29	63	7	45
	14%	13%	13%	16%	14%	11%	10%	7%	9%	8%	10%	7%	34%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 19

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Managing savings accounts**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>692</b>	<b>326</b>	<b>366</b>	<b>83</b>	<b>128</b>	<b>117</b>	<b>117</b>	<b>102</b>	<b>145</b>	<b>210</b>	<b>203</b>	<b>143</b>	<b>136</b>	<b>68</b>	<b>21</b>	<b>77</b>	<b>58</b>	<b>57</b>	<b>50</b>	<b>37</b>	<b>70</b>	<b>96</b>	<b>97</b>	<b>61</b>
	<b>69%</b>	<b>66%</b>	<b>71%</b>	<b>69%</b>	<b>75%</b>	<b>69%</b>	<b>65%</b>	<b>68%</b>	<b>66%</b>	<b>78%</b>	<b>73%</b>	<b>65%</b>	<b>57%</b>	<b>75%</b>	<b>53%</b>	<b>70%</b>	<b>64%</b>	<b>63%</b>	<b>70%</b>	<b>73%</b>	<b>70%</b>	<b>73%</b>	<b>69%</b>	<b>67%</b>
Face-to-face in a branch	407	177	231	50	59	66	63	62	108	99	128	86	94	37	17	49	38	36	28	23	45	57	45	33
	40%	36%	45%	42%	35%	39%	35%	41%	49%	37%	46%	39%	39%	41%	41%	45%	41%	39%	39%	46%	44%	44%	32%	36%
Email correspondence with my bank	54	34	21	5	12	10	14	6	8	17	20	9	9	5	3	7	5	3	4	1	6	7	8	4
	5%	7%	4%	4%	7%	6%	8%	4%	4%	6%	7%	4%	4%	6%	9%	7%	5%	3%	5%	3%	6%	5%	6%	5%
Postal correspondence with my bank	83	43	40	13	16	12	14	10	17	26	27	15	16	8	5	9	5	6	7	2	10	7	14	10
	8%	9%	8%	11%	10%	7%	8%	7%	8%	10%	10%	7%	7%	9%	12%	8%	5%	6%	10%	4%	10%	5%	10%	11%
Telephone banking	193	92	101	26	41	36	30	26	34	62	58	36	36	25	5	22	11	7	13	13	15	31	33	19
	19%	19%	20%	21%	24%	21%	17%	17%	15%	23%	21%	16%	15%	28%	12%	20%	12%	7%	18%	26%	15%	23%	23%	21%
Online banking	384	202	183	53	100	80	68	49	36	143	116	73	51	37	13	43	30	23	32	16	30	61	63	34
	38%	41%	36%	44%	59%	47%	38%	33%	16%	53%	42%	33%	21%	41%	33%	39%	33%	26%	46%	32%	30%	47%	45%	38%
Other	18	12	6	2	3	2	6	5	-	4	3	5	6	2	1	1	-	2	-	1	3	1	5	-
	2%	2%	1%	1%	2%	1%	3%	4%	-	2%	1%	2%	2%	3%	3%	1%	-	2%	-	3%	3%	1%	3%	-
I have not used this service in the past year	316	168	148	37	42	52	63	48	75	59	77	76	103	23	19	33	33	33	21	13	30	35	44	30
	31%	34%	29%	31%	25%	31%	35%	32%	34%	22%	27%	35%	43%	25%	47%	30%	36%	37%	30%	27%	30%	27%	31%	33%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 19

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Managing savings accounts**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>692</b>	<b>57</b>	<b>77</b>	<b>68</b>	<b>47</b>	<b>51</b>	<b>59</b>	<b>36</b>	<b>38</b>	<b>22</b>	<b>12</b>	<b>23</b>	<b>15</b>	<b>38</b>
	<b>69%</b>	<b>59%</b>	<b>55%</b>	<b>71%</b>	<b>64%</b>	<b>70%</b>	<b>72%</b>	<b>80%</b>	<b>87%</b>	<b>91%</b>	<b>75%</b>	<b>94%</b>	<b>88%</b>	<b>81%</b>
Face-to-face in a branch	407 40%	41 42%	52 37%	45 47%	31 41%	26 35%	29 35%	16 36%	20 46%	8 33%	9 55%	12 50%	7 41%	12 24%
Email correspondence with my bank	54 5%	1 1%	8 6%	2 2%	5 7%	6 8%	4 4%	2 3%	3 7%	1 5%	3 17%	4 17%	- -	6 13%
Postal correspondence with my bank	83 8%	5 5%	12 9%	5 6%	3 5%	9 12%	2 2%	5 12%	8 19%	3 11%	3 17%	2 8%	2 12%	4 9%
Telephone banking	193 19%	14 15%	20 14%	8 8%	14 19%	16 21%	11 14%	8 18%	9 21%	7 28%	5 33%	6 26%	7 40%	16 34%
Online banking	384 38%	23 24%	27 19%	34 36%	28 37%	33 46%	41 50%	26 58%	33 76%	15 65%	9 59%	15 62%	12 68%	32 68%
Other	18 2%	- -	3 2%	1 1%	- -	3 4%	- -	1 3%	- -	- -	- -	2 7%	- -	1 2%
I have not used this service in the past year	316 31%	40 41%	64 45%	27 29%	27 36%	22 30%	23 28%	9 20%	6 13%	2 9%	4 25%	1 6%	2 12%	9 19%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 19

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Managing savings accounts**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>692</b>	<b>289</b>	<b>233</b>	<b>133</b>	<b>29</b>	<b>622</b>	<b>587</b>	<b>323</b>	<b>87</b>	<b>277</b>	<b>438</b>	<b>82</b>	<b>70</b>
	<b>69%</b>	<b>69%</b>	<b>71%</b>	<b>66%</b>	<b>75%</b>	<b>71%</b>	<b>71%</b>	<b>78%</b>	<b>79%</b>	<b>74%</b>	<b>72%</b>	<b>79%</b>	<b>53%</b>
Face-to-face in a branch	407	169	146	69	17	347	320	165	46	149	231	46	60
	40%	40%	44%	34%	45%	40%	39%	40%	42%	40%	38%	44%	45%
Email correspondence with my bank	54	30	17	7	*	54	54	36	8	35	44	7	-
	5%	7%	5%	3%	1%	6%	7%	9%	7%	9%	7%	6%	-
Postal correspondence with my bank	83	31	26	20	5	79	76	37	14	37	62	15	5
	8%	7%	8%	10%	13%	9%	9%	9%	12%	10%	10%	15%	4%
Telephone banking	193	92	52	37	10	176	172	104	32	90	135	27	16
	19%	22%	16%	18%	27%	20%	21%	25%	29%	24%	22%	25%	12%
Online banking	384	175	117	75	13	382	374	233	60	185	294	53	2
	38%	42%	36%	37%	35%	44%	45%	56%	55%	49%	48%	51%	2%
Other	18	8	3	5	2	17	16	9	1	5	12	5	*
	2%	2%	1%	2%	5%	2%	2%	2%	1%	1%	2%	5%	*
I have not used this service in the past year	316	130	96	70	10	253	237	93	23	98	173	22	63
	31%	31%	29%	34%	25%	29%	29%	22%	21%	26%	28%	21%	47%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 20

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Applying for a credit card**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>262</b>	<b>128</b>	<b>133</b>	<b>34</b>	<b>49</b>	<b>45</b>	<b>44</b>	<b>35</b>	<b>54</b>	<b>77</b>	<b>77</b>	<b>58</b>	<b>50</b>	<b>23</b>	<b>9</b>	<b>36</b>	<b>20</b>	<b>19</b>	<b>14</b>	<b>13</b>	<b>25</b>	<b>46</b>	<b>34</b>	<b>22</b>
	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>28%</b>	<b>29%</b>	<b>27%</b>	<b>24%</b>	<b>23%</b>	<b>25%</b>	<b>28%</b>	<b>28%</b>	<b>26%</b>	<b>21%</b>	<b>25%</b>	<b>23%</b>	<b>33%</b>	<b>22%</b>	<b>21%</b>	<b>21%</b>	<b>25%</b>	<b>25%</b>	<b>35%</b>	<b>24%</b>	<b>25%</b>
Face-to-face in a branch	111	51	60	21	15	12	16	16	30	27	31	26	27	6	7	14	10	6	6	6	10	21	17	7
	11%	10%	12%	18%	9%	7%	9%	11%	14%	10%	11%	12%	11%	7%	18%	13%	11%	7%	8%	13%	9%	16%	12%	8%
Email correspondence with my bank	33	17	16	6	6	4	6	6	4	7	8	10	8	2	1	1	2	5	1	1	3	8	5	3
	3%	3%	3%	5%	4%	3%	4%	4%	2%	3%	3%	5%	3%	2%	3%	1%	3%	6%	2%	3%	2%	6%	3%	3%
Postal correspondence with my bank	60	30	30	9	13	12	9	9	9	16	18	12	15	2	4	8	2	5	2	-	5	13	9	10
	6%	6%	6%	8%	8%	7%	5%	6%	4%	6%	6%	5%	6%	2%	9%	7%	3%	6%	3%	-	5%	10%	7%	11%
Telephone banking	81	36	45	11	16	14	11	12	17	23	20	19	19	11	3	8	4	6	3	2	7	19	10	8
	8%	7%	9%	9%	10%	8%	6%	8%	8%	8%	7%	9%	8%	12%	7%	7%	4%	6%	5%	4%	7%	14%	7%	9%
Online banking	123	62	61	18	35	24	23	16	7	40	38	26	19	6	5	14	10	13	8	5	12	24	15	10
	12%	13%	12%	15%	21%	14%	13%	11%	3%	15%	13%	12%	8%	7%	13%	12%	11%	14%	12%	9%	12%	18%	11%	12%
Other	14	9	5	1	2	1	4	4	2	4	4	1	5	2	1	-	-	-	1	-	3	1	4	1
	1%	2%	1%	1%	1%	*	2%	3%	1%	1%	1%	1%	2%	2%	3%	-	-	-	2%	-	3%	1%	3%	1%
I have not used this service in the past year	746	365	381	86	120	124	136	115	165	193	202	161	190	68	31	74	71	71	56	38	76	85	107	68
	74%	74%	74%	72%	71%	73%	76%	77%	75%	72%	72%	74%	79%	75%	77%	67%	78%	79%	79%	75%	75%	65%	76%	75%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 20

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Applying for a credit card**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>262</b>	<b>22</b>	<b>28</b>	<b>26</b>	<b>19</b>	<b>19</b>	<b>23</b>	<b>13</b>	<b>10</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>4</b>	<b>14</b>
	<b>26%</b>	<b>23%</b>	<b>20%</b>	<b>28%</b>	<b>26%</b>	<b>26%</b>	<b>28%</b>	<b>29%</b>	<b>23%</b>	<b>31%</b>	<b>33%</b>	<b>43%</b>	<b>26%</b>	<b>29%</b>
Face-to-face in a branch	111 11%	11 11%	16 11%	14 15%	9 12%	7 10%	5 7%	3 7%	3 7%	3 14%	2 10%	4 17%	- -	3 5%
Email correspondence with my bank	33 3%	2 2%	4 3%	2 2%	1 1%	2 2%	1 1%	1 2%	4 10%	1 5%	- -	1 3%	3 17%	1 1%
Postal correspondence with my bank	60 6%	7 7%	9 7%	2 2%	6 8%	7 9%	2 2%	3 6%	4 9%	2 9%	- -	1 3%	2 11%	4 9%
Telephone banking	81 8%	9 9%	13 9%	7 7%	6 8%	3 4%	2 2%	3 7%	3 6%	2 8%	1 6%	3 12%	2 11%	7 15%
Online banking	123 12%	9 10%	6 4%	9 9%	11 15%	9 13%	17 20%	8 18%	10 23%	4 17%	4 23%	6 26%	3 19%	5 12%
Other	14 1%	1 1%	4 3%	1 1%	- -	- -	2 3%	1 2%	- -	- -	- -	1 3%	- -	- -
I have not used this service in the past year	746 74%	75 77%	113 80%	69 72%	55 74%	54 74%	59 72%	32 71%	34 77%	16 69%	11 67%	14 57%	13 74%	34 71%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 20

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Applying for a credit card**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>262</b>	<b>113</b>	<b>95</b>	<b>42</b>	<b>8</b>	<b>237</b>	<b>228</b>	<b>126</b>	<b>27</b>	<b>102</b>	<b>163</b>	<b>32</b>	<b>25</b>
	<b>26%</b>	<b>27%</b>	<b>29%</b>	<b>21%</b>	<b>22%</b>	<b>27%</b>	<b>28%</b>	<b>30%</b>	<b>24%</b>	<b>27%</b>	<b>27%</b>	<b>30%</b>	<b>19%</b>
Face-to-face in a branch	111	38	52	16	4	97	93	44	17	35	59	17	14
	11%	9%	16%	8%	10%	11%	11%	11%	16%	9%	10%	16%	10%
Email correspondence with my bank	33	16	7	7	3	32	32	19	5	15	24	11	1
	3%	4%	2%	3%	7%	4%	4%	5%	4%	4%	4%	11%	1%
Postal correspondence with my bank	60	26	21	7	3	54	54	29	9	24	36	10	6
	6%	6%	6%	4%	9%	6%	7%	7%	8%	7%	6%	10%	5%
Telephone banking	81	34	24	16	4	74	71	36	10	30	48	11	7
	8%	8%	7%	8%	11%	8%	9%	9%	9%	8%	8%	10%	5%
Online banking	123	67	36	13	5	123	119	78	15	58	95	22	-
	12%	16%	11%	7%	13%	14%	14%	19%	13%	15%	16%	21%	-
Other	14	3	4	6	1	13	13	8	1	4	9	4	1
	1%	1%	1%	3%	2%	2%	2%	2%	1%	1%	1%	4%	*
I have not used this service in the past year	746	306	234	161	30	638	595	289	83	273	448	73	108
	74%	73%	71%	79%	78%	73%	72%	70%	76%	73%	73%	70%	81%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 21

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>209</b>	<b>115</b>	<b>94</b>	<b>17</b>	<b>50</b>	<b>44</b>	<b>44</b>	<b>25</b>	<b>29</b>	<b>70</b>	<b>60</b>	<b>48</b>	<b>31</b>	<b>20</b>	<b>9</b>	<b>29</b>	<b>11</b>	<b>13</b>	<b>15</b>	<b>8</b>	<b>19</b>	<b>28</b>	<b>31</b>	<b>25</b>
	<b>21%</b>	<b>23%</b>	<b>18%</b>	<b>14%</b>	<b>29%</b>	<b>26%</b>	<b>25%</b>	<b>17%</b>	<b>13%</b>	<b>26%</b>	<b>21%</b>	<b>22%</b>	<b>13%</b>	<b>22%</b>	<b>22%</b>	<b>27%</b>	<b>13%</b>	<b>15%</b>	<b>21%</b>	<b>16%</b>	<b>19%</b>	<b>22%</b>	<b>22%</b>	<b>27%</b>
Face-to-face in a branch	132	68	64	11	29	28	32	16	17	39	39	33	21	12	6	13	8	11	7	6	10	24	21	13
	13%	14%	13%	9%	17%	16%	18%	11%	8%	15%	14%	15%	9%	13%	15%	12%	9%	13%	10%	13%	10%	18%	15%	14%
Email correspondence with my bank	28	19	9	2	6	6	9	3	2	11	9	2	5	-	1	3	1	3	2	1	3	3	5	5
	3%	4%	2%	2%	4%	4%	5%	2%	1%	4%	3%	1%	2%	-	3%	2%	2%	3%	2%	3%	3%	3%	4%	6%
Postal correspondence with my bank	48	30	18	1	15	6	13	7	5	19	17	4	8	2	2	6	3	1	2	1	5	8	8	10
	5%	6%	4%	1%	9%	4%	7%	5%	2%	7%	6%	2%	3%	3%	5%	5%	4%	1%	3%	1%	5%	6%	5%	11%
Telephone banking	68	38	30	6	17	19	13	8	5	28	16	14	10	6	5	10	3	3	5	1	7	7	11	10
	7%	8%	6%	5%	10%	11%	7%	5%	2%	10%	6%	7%	4%	7%	13%	9%	3%	4%	7%	3%	7%	5%	8%	11%
Online banking	73	51	23	6	24	18	16	7	2	30	20	17	7	5	2	19	3	3	4	4	6	8	7	12
	7%	10%	4%	5%	14%	11%	9%	5%	1%	11%	7%	8%	3%	6%	5%	17%	4%	3%	6%	9%	6%	6%	5%	13%
Other	22	15	7	2	7	3	3	5	3	6	6	4	5	3	2	2	-	-	1	1	4	4	4	-
	2%	3%	1%	2%	4%	2%	1%	3%	1%	2%	2%	2%	2%	4%	5%	2%	-	-	1%	3%	4%	3%	3%	-
I have not used this service in the past year	799	379	420	103	120	126	135	125	191	200	220	171	209	71	31	81	79	78	56	42	82	103	110	66
	79%	77%	82%	86%	71%	74%	75%	83%	87%	74%	79%	78%	87%	78%	78%	73%	87%	85%	79%	84%	81%	78%	78%	73%



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 21

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>209</b>	<b>8</b>	<b>22</b>	<b>13</b>	<b>20</b>	<b>19</b>	<b>22</b>	<b>14</b>	<b>10</b>	<b>12</b>	<b>7</b>	<b>6</b>	<b>5</b>	<b>10</b>
	<b>21%</b>	<b>8%</b>	<b>16%</b>	<b>14%</b>	<b>27%</b>	<b>26%</b>	<b>27%</b>	<b>30%</b>	<b>22%</b>	<b>52%</b>	<b>42%</b>	<b>26%</b>	<b>28%</b>	<b>20%</b>
Face-to-face in a branch	132 13%	5 5%	13 9%	9 10%	7 10%	12 16%	15 18%	8 17%	4 10%	10 43%	6 36%	4 16%	2 14%	8 17%
Email correspondence with my bank	28 3%	- -	4 3%	- -	4 5%	1 1%	2 3%	4 8%	1 3%	2 6%	- -	2 10%	- -	2 5%
Postal correspondence with my bank	48 5%	- -	6 4%	2 2%	2 3%	3 4%	9 11%	3 6%	2 5%	3 13%	2 10%	3 10%	2 11%	1 3%
Telephone banking	68 7%	3 3%	11 8%	- -	8 11%	2 3%	5 6%	7 16%	4 9%	6 25%	2 12%	4 16%	1 4%	1 3%
Online banking	73 7%	2 2%	4 3%	1 2%	11 15%	8 11%	11 13%	4 10%	5 11%	6 25%	3 20%	3 13%	2 10%	2 3%
Other	22 2%	- -	5 3%	1 1%	2 3%	2 3%	1 1%	2 4%	1 3%	- -	1 6%	1 3%	- -	- -
I have not used this service in the past year	799 79%	90 92%	119 84%	82 86%	54 73%	54 74%	61 73%	31 70%	34 78%	11 48%	9 58%	18 74%	12 72%	38 80%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 21

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>209</b>	<b>89</b>	<b>75</b>	<b>36</b>	<b>6</b>	<b>189</b>	<b>182</b>	<b>120</b>	<b>23</b>	<b>84</b>	<b>146</b>	<b>21</b>	<b>20</b>
	<b>21%</b>	<b>21%</b>	<b>23%</b>	<b>18%</b>	<b>16%</b>	<b>22%</b>	<b>22%</b>	<b>29%</b>	<b>21%</b>	<b>22%</b>	<b>24%</b>	<b>20%</b>	<b>15%</b>
Face-to-face in a branch	132 13%	56 13%	55 17%	18 9%	3 8%	118 13%	113 14%	81 19%	15 14%	55 15%	87 14%	17 16%	14 11%
Email correspondence with my bank	28 3%	15 4%	8 3%	4 2%	- -	28 3%	28 3%	19 5%	5 5%	16 4%	21 3%	5 5%	- -
Postal correspondence with my bank	48 5%	25 6%	16 5%	5 3%	1 4%	44 5%	44 5%	33 8%	6 6%	23 6%	36 6%	10 9%	4 3%
Telephone banking	68 7%	27 7%	25 8%	13 6%	3 7%	63 7%	62 8%	46 11%	10 9%	35 9%	49 8%	9 8%	5 4%
Online banking	73 7%	33 8%	23 7%	13 7%	1 3%	73 8%	72 9%	47 11%	11 10%	32 8%	55 9%	9 9%	- -
Other	22 2%	11 3%	4 1%	7 4%	* 1%	21 2%	20 2%	13 3%	1 1%	7 2%	15 2%	5 5%	1 1%
I have not used this service in the past year	799 79%	330 79%	254 77%	166 82%	32 84%	686 78%	641 78%	296 71%	87 79%	291 78%	465 76%	84 80%	113 85%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 22

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Seeking financial advice**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
<b>NET: Any mention</b>	<b>452</b>	<b>218</b>	<b>234</b>	<b>49</b>	<b>84</b>	<b>77</b>	<b>74</b>	<b>64</b>	<b>104</b>	<b>121</b>	<b>121</b>	<b>113</b>	<b>97</b>	<b>44</b>	<b>18</b>	<b>51</b>	<b>39</b>	<b>37</b>	<b>32</b>	<b>26</b>	<b>40</b>	<b>62</b>	<b>62</b>	<b>41</b>
	<b>45%</b>	<b>44%</b>	<b>45%</b>	<b>41%</b>	<b>50%</b>	<b>46%</b>	<b>41%</b>	<b>42%</b>	<b>47%</b>	<b>45%</b>	<b>43%</b>	<b>51%</b>	<b>40%</b>	<b>49%</b>	<b>45%</b>	<b>46%</b>	<b>43%</b>	<b>41%</b>	<b>46%</b>	<b>51%</b>	<b>40%</b>	<b>48%</b>	<b>44%</b>	<b>45%</b>
Face-to-face in a branch	349	163	186	37	66	60	53	48	85	88	99	89	73	34	17	34	29	31	24	17	30	51	53	31
	35%	33%	36%	31%	39%	35%	30%	32%	39%	33%	35%	41%	30%	38%	42%	30%	32%	34%	33%	33%	29%	39%	38%	34%
Email correspondence with my bank	42	33	10	6	12	4	8	8	4	13	13	9	7	3	5	5	2	4	2	1	2	4	6	9
	4%	7%	2%	5%	7%	3%	4%	6%	2%	5%	5%	4%	3%	3%	11%	4%	2%	5%	2%	3%	2%	3%	5%	10%
Postal correspondence with my bank	58	33	25	7	13	13	7	8	11	18	20	8	13	3	6	8	5	2	4	-	7	10	7	6
	6%	7%	5%	6%	7%	7%	4%	5%	5%	7%	7%	3%	5%	4%	14%	7%	5%	2%	5%	-	7%	8%	5%	7%
Telephone banking	145	83	62	14	36	26	20	26	24	41	34	38	32	17	8	21	15	9	9	4	10	22	19	12
	14%	17%	12%	11%	21%	15%	11%	17%	11%	15%	12%	17%	13%	19%	19%	19%	16%	10%	13%	8%	9%	17%	13%	13%
Online banking	123	81	42	20	37	19	22	14	11	38	39	32	14	9	6	19	9	7	8	6	8	18	20	13
	12%	16%	8%	16%	22%	11%	12%	9%	5%	14%	14%	14%	6%	10%	16%	17%	10%	8%	11%	11%	8%	14%	14%	14%
Other	25	13	12	2	7	1	6	8	3	5	7	6	7	3	1	-	1	2	1	1	1	4	7	3
	2%	3%	2%	2%	4%	*	3%	5%	1%	2%	3%	3%	3%	3%	3%	-	1%	3%	1%	3%	1%	3%	5%	3%
I have not used this service in the past year	556	276	281	71	85	92	105	86	116	149	158	107	143	46	22	60	52	54	38	25	61	69	80	50
	55%	56%	55%	59%	50%	54%	59%	58%	53%	55%	57%	49%	60%	51%	55%	54%	57%	59%	54%	49%	60%	52%	56%	55%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 22

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Seeking financial advice**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
<b>NET: Any mention</b>	<b>452</b>	40	63	44	33	36	32	26	19	13	10	12	9	16
	<b>45%</b>	41%	45%	47%	44%	49%	39%	59%	44%	56%	65%	50%	56%	34%
Face-to-face in a branch	349 35%	34 35%	53 37%	41 43%	23 31%	27 37%	25 31%	21 47%	11 24%	10 44%	8 48%	9 37%	9 52%	8 17%
Email correspondence with my bank	42 4%	2 2%	6 4%	2 2%	4 6%	3 4%	3 4%	- -	4 9%	1 3%	* 2%	2 9%	3 20%	3 7%
Postal correspondence with my bank	58 6%	4 4%	10 7%	4 4%	5 7%	5 7%	5 6%	1 2%	3 8%	2 7%	* 2%	2 7%	3 18%	2 4%
Telephone banking	145 14%	10 10%	17 12%	5 5%	18 24%	8 11%	9 11%	9 20%	8 19%	6 26%	3 20%	4 17%	6 38%	8 17%
Online banking	123 12%	5 6%	15 11%	8 9%	13 17%	9 12%	12 15%	5 11%	10 24%	6 25%	2 13%	5 20%	5 27%	5 11%
Other	25 2%	- -	5 4%	- -	- -	5 8%	- -	1 2%	1 2%	- -	- -	1 3%	3 17%	1 2%
I have not used this service in the past year	556 55%	57 59%	78 55%	50 53%	41 56%	37 51%	50 61%	18 41%	24 56%	10 44%	6 35%	12 50%	7 44%	31 66%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 22

**Q3. I am now going to read out a list of services provided by banks. For each of the following services, which, if any, of the following methods of contacting your bank have you used in the past year ...**

**-Seeking financial advice**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
<b>NET: Any mention</b>	<b>452</b>	<b>186</b>	<b>158</b>	<b>85</b>	<b>17</b>	<b>392</b>	<b>373</b>	<b>191</b>	<b>50</b>	<b>174</b>	<b>281</b>	<b>55</b>	<b>59</b>
	<b>45%</b>	<b>44%</b>	<b>48%</b>	<b>42%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>	<b>46%</b>	<b>45%</b>	<b>46%</b>	<b>46%</b>	<b>52%</b>	<b>45%</b>
Face-to-face in a branch	349	144	135	51	14	300	286	145	37	127	216	39	49
	35%	34%	41%	25%	37%	34%	35%	35%	34%	34%	35%	37%	37%
Email correspondence with my bank	42	22	11	7	2	42	42	22	9	20	33	7	-
	4%	5%	3%	3%	4%	5%	5%	5%	8%	5%	5%	7%	-
Postal correspondence with my bank	58	30	15	9	2	49	49	25	11	22	37	11	9
	6%	7%	5%	4%	4%	6%	6%	6%	10%	6%	6%	10%	6%
Telephone banking	145	68	42	28	5	136	129	73	20	68	98	23	10
	14%	16%	13%	14%	14%	15%	16%	18%	18%	18%	16%	22%	7%
Online banking	123	66	33	20	3	123	121	70	24	60	93	20	-
	12%	16%	10%	10%	8%	14%	15%	17%	22%	16%	15%	19%	-
Other	25	10	10	4	1	24	23	10	3	8	18	11	1
	2%	2%	3%	2%	3%	3%	3%	2%	2%	2%	3%	10%	1%
I have not used this service in the past year	556	233	171	117	21	483	451	224	61	201	330	50	74
	55%	56%	52%	58%	56%	55%	55%	54%	55%	54%	54%	48%	55%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 23

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Summary**

**Base: All respondents**

Q4. Summary							
	Opening / upgrading / closing an account	Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)	Managing savings accounts	Applying for a credit card	Taking out a loan (e.g. a mortgage)	Seeking financial advice	Bank services overall
Unweighted base	1008	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	1008	1008
Face-to-face in a branch	700 69%	436 43%	531 53%	555 55%	777 77%	822 82%	621 62%
Email correspondence with my bank	11 1%	9 1%	8 1%	11 1%	5 *	5 *	9 1%
Postal correspondence with my bank	7 1%	10 1%	4 *	27 3%	6 1%	1 *	6 1%
Telephone banking	99 10%	110 11%	96 9%	81 8%	76 8%	83 8%	82 8%
Online banking	175 17%	431 43%	342 34%	273 27%	94 9%	65 6%	277 28%
Other	17 2%	11 1%	27 3%	61 6%	49 5%	32 3%	12 1%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 24

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	700 69%	340 69%	359 70%	95 79%	93 55%	107 63%	120 67%	110 74%	174 79%	155 58%	190 68%	169 77%	185 77%	61 68%	26 66%	83 75%	72 79%	65 72%	43 61%	41 81%	69 68%	78 59%	97 68%	64 71%
Email correspondence with my bank	11 1%	2 *	9 2%	- -	2 1%	7 4%	1 *	1 1%	- -	2 1%	2 1%	4 2%	3 1%	- -	- -	2 2%	1 1%	- -	1 2%	- -	- -	5 4%	1 *	1 1%
Postal correspondence with my bank	7 1%	5 1%	2 *	- -	- -	1 *	1 *	2 1%	4 2%	3 1%	1 *	- -	2 1%	- -	- -	1 1%	- -	1 1%	- -	1 2%	2 2%	1 1%	1 1%	1 1%
Telephone banking	99 10%	49 10%	49 10%	7 6%	24 14%	17 10%	20 11%	12 8%	19 8%	38 14%	25 9%	18 8%	17 7%	12 14%	5 11%	7 6%	2 2%	6 7%	11 15%	1 1%	7 7%	17 13%	18 13%	14 15%
Online banking	175 17%	86 18%	88 17%	18 15%	48 28%	34 20%	36 20%	20 13%	18 8%	69 26%	55 20%	25 11%	27 11%	15 16%	7 18%	18 16%	16 18%	14 15%	14 20%	7 15%	20 20%	30 23%	24 17%	9 10%
Other	17 2%	11 2%	6 1%	- -	3 1%	3 2%	2 1%	5 3%	5 2%	2 1%	6 2%	3 2%	6 2%	2 2%	2 5%	- -	- -	5 6%	1 2%	1 1%	2 2%	1 1%	1 1%	2 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 24

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	700 69%	79 81%	113 80%	76 80%	53 72%	50 68%	44 54%	23 51%	25 58%	14 58%	10 63%	15 62%	7 39%	19 40%
Email correspondence with my bank	11 1%	1 1%	-	1 1%	-	-	1 2%	1 2%	-	-	-	1 2%	-	5 10%
Postal correspondence with my bank	7 1%	1 1%	-	1 1%	1 1%	-	3 4%	-	-	1 3%	-	-	-	1 2%
Telephone banking	99 10%	7 7%	8 6%	5 6%	10 13%	7 9%	12 15%	5 12%	6 14%	2 10%	1 7%	1 3%	3 20%	7 15%
Online banking	175 17%	8 8%	19 13%	9 10%	10 14%	16 22%	21 26%	16 35%	12 28%	7 29%	5 30%	8 33%	7 41%	15 31%
Other	17 2%	2 3%	1 1%	2 3%	-	1 2%	-	-	-	-	-	-	-	2 3%



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 24

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	700 69%	296 71%	221 67%	136 67%	33 85%	585 67%	542 66%	247 59%	75 68%	242 65%	401 66%	78 74%	114 86%
Email correspondence with my bank	11 1%	7 2%	3 1%	1 *	-	11 1%	11 1%	8 2%	-	4 1%	8 1%	-	-
Postal correspondence with my bank	7 1%	3 1%	1 *	3 1%	-	6 1%	6 1%	3 1%	-	2 1%	3 1%	-	1 1%
Telephone banking	99 10%	30 7%	43 13%	22 11%	2 6%	88 10%	83 10%	48 12%	14 12%	38 10%	61 10%	6 6%	11 8%
Online banking	175 17%	80 19%	56 17%	37 18%	1 2%	175 20%	174 21%	106 26%	22 20%	84 23%	129 21%	19 18%	-
Other	17 2%	2 *	5 1%	4 2%	3 7%	10 1%	9 1%	4 1%	-	4 1%	9 1%	2 1%	7 5%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 25

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	436 43%	196 40%	240 47%	49 41%	35 21%	57 33%	72 40%	84 56%	140 64%	81 30%	102 37%	105 48%	148 62%	29 32%	22 53%	51 46%	47 52%	46 50%	35 49%	27 53%	50 49%	45 34%	50 35%	35 39%
Email correspondence with my bank	9 1%	4 1%	5 1%	- -	- -	2 1%	4 2%	- -	3 1%	1 *	5 2%	2 1%	1 *	- -	- -	- -	- -	3 3%	- -	- -	- -	4 3%	1 *	2 2%
Postal correspondence with my bank	10 1%	7 1%	4 1%	1 1%	1 1%	- -	- -	1 1%	7 3%	4 2%	1 *	- -	5 2%	- -	- -	- -	- -	1 1%	- -	1 2%	1 1%	4 3%	2 1%	2 2%
Telephone banking	110 11%	52 11%	57 11%	5 4%	28 16%	15 9%	21 12%	14 9%	27 12%	27 10%	31 11%	29 13%	24 10%	12 14%	6 15%	10 9%	6 7%	7 7%	6 8%	4 8%	13 13%	17 13%	18 13%	10 11%
Online banking	431 43%	227 46%	204 40%	65 54%	103 61%	92 54%	81 45%	48 32%	43 19%	156 58%	138 50%	78 36%	59 25%	48 53%	11 26%	48 43%	37 41%	32 35%	30 42%	18 36%	38 37%	60 46%	70 50%	40 44%
Other	11 1%	8 2%	4 1%	- -	3 1%	4 2%	2 1%	3 2%	- -	- -	2 1%	6 3%	4 2%	1 1%	2 5%	1 1%	- -	3 4%	- -	1 1%	- -	1 1%	- -	2 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 25

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	436 43%	57 58%	92 65%	51 54%	27 37%	24 32%	25 30%	10 22%	9 21%	5 23%	7 44%	2 9%	2 10%	6 14%
Email correspondence with my bank	9 1%	-	-	-	-	5 6%	-	-	-	-	-	2 9%	-	1 2%
Postal correspondence with my bank	10 1%	-	3 2%	1 1%	1 1%	-	2 2%	-	-	1 4%	-	-	-	1 3%
Telephone banking	110 11%	7 8%	13 9%	6 6%	8 11%	13 18%	8 10%	5 11%	5 10%	1 6%	1 7%	4 17%	2 10%	4 10%
Online banking	431 43%	29 30%	33 24%	33 35%	38 51%	31 42%	48 58%	30 67%	30 69%	16 67%	8 49%	16 65%	14 80%	34 72%
Other	11 1%	4 4%	-	3 3%	-	1 2%	-	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 25

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	436 43%	164 39%	154 47%	87 43%	21 54%	327 37%	285 35%	103 25%	35 32%	107 28%	191 31%	38 36%	109 82%
Email correspondence with my bank	9 1%	5 1%	2 1%	2 1%	-	9 1%	9 1%	6 1%	-	6 1%	8 1%	2 2%	-
Postal correspondence with my bank	10 1%	5 1%	2 1%	4 2%	-	8 1%	8 1%	1 *	1 1%	1 *	5 1%	-	3 2%
Telephone banking	110 11%	40 9%	38 12%	25 12%	6 17%	93 11%	89 11%	42 10%	10 9%	40 11%	55 9%	10 10%	17 13%
Online banking	431 43%	203 49%	128 39%	84 41%	11 30%	429 49%	424 51%	262 63%	65 59%	217 58%	343 56%	53 51%	2 2%
Other	11 1%	3 1%	4 1%	1 *	-	10 1%	9 1%	1 *	-	5 1%	10 2%	2 2%	2 1%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 26

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Managing savings accounts**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	531 53%	240 49%	291 57%	64 53%	64 38%	72 43%	90 50%	89 59%	153 70%	106 40%	129 46%	130 59%	165 69%	41 46%	24 60%	60 55%	57 63%	55 61%	38 54%	28 56%	62 61%	56 43%	64 45%	45 50%
Email correspondence with my bank	8 1%	2 *	6 1%	1 1%	- -	3 2%	1 *	2 1%	1 1%	3 1%	2 1%	1 1%	1 *	- -	- -	- -	1 1%	1 1%	1 1%	- -	- -	3 2%	1 1%	- -
Postal correspondence with my bank	4 *	2 *	3 1%	- -	- -	- -	1 *	1 1%	3 1%	3 1%	- -	- -	1 *	- -	- -	- -	- -	1 1%	- -	1 2%	1 1%	- -	1 1%	1 1%
Telephone banking	96 9%	45 9%	51 10%	8 7%	16 9%	16 9%	20 11%	11 7%	24 11%	29 11%	31 11%	18 8%	18 7%	13 14%	4 9%	9 8%	5 6%	4 4%	6 9%	4 9%	8 8%	17 13%	13 9%	12 13%
Online banking	342 34%	187 38%	156 30%	44 37%	86 51%	77 45%	64 35%	42 28%	30 13%	125 46%	108 39%	63 29%	46 19%	34 38%	11 26%	42 37%	27 30%	21 23%	23 33%	17 33%	28 28%	55 42%	57 40%	27 30%
Other	27 3%	18 4%	8 2%	3 3%	4 2%	1 1%	4 2%	5 4%	9 4%	3 1%	8 3%	7 3%	8 3%	2 2%	2 5%	- -	- -	8 9%	2 3%	1 1%	2 2%	- -	5 3%	5 5%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 26

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Managing savings accounts**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	531 53%	68 70%	93 66%	63 66%	42 57%	30 41%	27 33%	16 37%	13 30%	7 30%	9 55%	7 28%	5 29%	11 24%
Email correspondence with my bank	8 1%	-	-	1 1%	-	1 2%	1 1%	1 3%	1 1%	-	-	1 6%	1 5%	-
Postal correspondence with my bank	4 *	-	-	1 1%	1 1%	-	2 2%	-	-	-	-	-	-	-
Telephone banking	96 9%	6 7%	13 9%	3 3%	6 9%	7 10%	11 13%	3 6%	4 9%	1 6%	1 6%	-	3 21%	5 11%
Online banking	342 34%	19 20%	33 24%	24 25%	25 33%	33 45%	41 49%	24 54%	26 60%	15 64%	6 39%	16 66%	8 45%	30 63%
Other	27 3%	4 4%	1 1%	3 3%	-	1 2%	2 2%	-	-	-	-	-	-	1 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 26

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Managing savings accounts**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	531 53%	210 50%	185 56%	100 49%	24 63%	426 49%	382 46%	159 38%	47 43%	162 43%	277 45%	58 56%	106 79%
Email correspondence with my bank	8 1%	4 1%	2 1%	1 1%	- -	8 1%	8 1%	4 1%	1 1%	2 1%	4 1%	1 1%	- -
Postal correspondence with my bank	4 *	1 *	2 1%	1 *	1 2%	3 *	3 *	1 *	- -	1 *	- -	- -	2 1%
Telephone banking	96 9%	35 8%	27 8%	24 12%	8 20%	80 9%	79 10%	32 8%	8 7%	28 7%	50 8%	6 6%	16 12%
Online banking	342 34%	163 39%	104 32%	70 34%	4 11%	342 39%	337 41%	212 51%	53 48%	176 47%	264 43%	37 35%	1 1%
Other	27 3%	6 1%	9 3%	6 3%	2 4%	17 2%	15 2%	8 2%	1 1%	6 2%	15 2%	3 2%	9 7%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 27

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Applying for a credit card**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	555 55%	255 52%	299 58%	90 75%	70 41%	70 41%	89 50%	83 55%	153 70%	107 40%	154 55%	137 63%	156 65%	46 51%	24 61%	62 56%	61 68%	48 53%	42 60%	29 58%	56 56%	63 48%	71 50%	52 58%
Email correspondence with my bank	11 1%	6 1%	5 1%	1 1%	1 1%	3 2%	2 1%	3 2%	1 1%	4 2%	3 1%	1 1%	3 1%	1 1%	*	-	1 1%	2 2%	1 1%	-	-	3 2%	3 2%	1 1%
Postal correspondence with my bank	27 3%	14 3%	13 2%	-	2 1%	4 3%	8 5%	5 3%	8 4%	10 4%	6 2%	3 1%	8 3%	1 2%	-	6 5%	1 1%	3 3%	-	3 7%	4 4%	4 3%	6 4%	-
Telephone banking	81 8%	35 7%	45 9%	4 3%	17 10%	15 9%	12 6%	12 8%	21 9%	24 9%	19 7%	18 8%	20 8%	13 15%	2 5%	7 6%	4 4%	7 7%	7 9%	2 3%	8 8%	13 10%	11 8%	8 8%
Online banking	273 27%	141 28%	133 26%	19 16%	73 43%	66 39%	58 33%	35 24%	22 10%	113 42%	82 29%	45 21%	33 14%	24 27%	9 23%	32 29%	22 24%	22 24%	16 23%	13 25%	30 30%	45 34%	42 30%	18 20%
Other	61 6%	42 9%	19 4%	6 5%	7 4%	11 6%	10 5%	12 8%	15 7%	11 4%	16 6%	15 7%	20 8%	5 5%	4 11%	4 4%	1 1%	10 11%	5 7%	4 7%	3 3%	4 3%	9 6%	12 13%



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 27

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Applying for a credit card**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	555 55%	73 75%	95 68%	63 67%	40 55%	33 45%	36 44%	15 34%	15 35%	10 44%	6 40%	10 40%	1 8%	12 26%
Email correspondence with my bank	11 1%	2 2%	1 1%	- -	- -	2 2%	- -	1 3%	- -	- -	- -	1 6%	1 5%	* 1%
Postal correspondence with my bank	27 3%	2 2%	4 3%	3 4%	3 4%	4 6%	- -	2 4%	1 2%	- -	1 8%	- -	- -	2 4%
Telephone banking	81 8%	4 4%	12 8%	4 4%	11 14%	7 9%	10 12%	2 4%	2 4%	1 6%	- -	- -	3 20%	5 10%
Online banking	273 27%	11 11%	18 13%	18 19%	19 26%	24 33%	32 39%	23 51%	24 56%	12 50%	8 52%	12 51%	10 58%	28 59%
Other	61 6%	6 6%	12 8%	6 6%	1 1%	3 5%	5 6%	2 3%	1 3%	- -	- -	1 3%	1 9%	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 27

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Applying for a credit card**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	555 55%	230 55%	183 56%	110 54%	22 56%	452 52%	413 50%	178 43%	68 62%	167 45%	300 49%	53 51%	103 78%
Email correspondence with my bank	11 1%	3 1%	6 2%	1 1%	-	11 1%	10 1%	5 1%	1 1%	5 1%	9 1%	-	-
Postal correspondence with my bank	27 3%	8 2%	10 3%	7 3%	3 7%	26 3%	22 3%	8 2%	-	11 3%	8 1%	5 5%	1 1%
Telephone banking	81 8%	27 7%	28 9%	22 11%	3 7%	64 7%	62 7%	32 8%	10 9%	32 9%	43 7%	9 9%	17 13%
Online banking	273 27%	126 30%	87 27%	50 25%	7 19%	273 31%	270 33%	179 43%	25 22%	141 38%	218 36%	27 26%	1 1%
Other	61 6%	24 6%	15 4%	13 6%	5 12%	49 6%	47 6%	14 3%	6 6%	19 5%	34 6%	11 10%	12 9%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 28

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	777	363	414	99	125	120	133	115	185	190	222	173	193	68	30	89	76	67	54	42	78	95	107	73
	77%	74%	81%	82%	74%	71%	74%	77%	84%	70%	79%	79%	81%	75%	73%	80%	84%	74%	76%	83%	78%	72%	76%	80%
Email correspondence with my bank	5	3	2	-	-	-	1	2	2	2	1	1	1	-	-	2	-	1	-	-	1	-	-	1
	*	1%	*	-	-	-	1%	1%	1%	1%	*	1%	*	-	-	2%	-	1%	-	-	1%	-	-	1%
Postal correspondence with my bank	6	5	1	1	1	*	2	-	2	2	2	1	1	-	1	-	2	-	1	-	*	-	2	-
	1%	1%	*	1%	1%	*	1%	-	1%	1%	1%	1%	*	-	3%	-	2%	-	2%	-	*	-	2%	-
Telephone banking	76	35	41	7	12	19	17	8	12	27	16	19	14	14	1	3	5	8	5	1	10	14	10	6
	8%	7%	8%	6%	7%	11%	10%	5%	6%	10%	6%	9%	6%	15%	2%	3%	5%	9%	6%	1%	10%	11%	7%	6%
Online banking	94	56	38	10	23	23	21	13	4	40	30	12	12	6	4	12	5	6	7	5	7	18	15	9
	9%	11%	7%	8%	14%	14%	12%	8%	2%	15%	11%	6%	5%	7%	10%	11%	6%	6%	9%	11%	7%	13%	11%	10%
Other	49	32	18	3	8	7	5	12	15	9	9	12	19	3	5	5	4	7	5	2	4	5	6	3
	5%	6%	3%	3%	5%	4%	3%	8%	7%	3%	3%	6%	8%	3%	12%	5%	5%	8%	8%	3%	4%	4%	4%	3%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 28

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	777 77%	76 78%	117 83%	83 87%	63 85%	52 71%	62 75%	35 79%	32 73%	17 70%	12 73%	15 62%	11 66%	29 61%
Email correspondence with my bank	5 *	1 1%	-	-	1 1%	1 2%	1 1%	-	-	-	-	-	-	-
Postal correspondence with my bank	6 1%	-	-	1 1%	-	2 3%	2 3%	-	-	-	-	-	-	-
Telephone banking	76 8%	5 5%	10 7%	2 2%	5 7%	5 7%	7 9%	5 10%	5 12%	2 6%	1 9%	1 3%	4 21%	8 17%
Online banking	94 9%	8 8%	5 4%	7 8%	4 5%	8 11%	7 9%	4 9%	7 15%	6 23%	2 11%	9 35%	2 13%	10 20%
Other	49 5%	8 8%	9 6%	1 2%	1 1%	5 6%	3 4%	1 2%	-	-	1 6%	-	-	1 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 28

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	777 77%	328 78%	249 76%	154 76%	33 87%	663 76%	622 76%	302 73%	84 76%	279 75%	456 75%	80 76%	114 86%
Email correspondence with my bank	5 *	3 1%	2 1%	- -	- -	5 1%	5 1%	3 1%	- -	1 *	3 *	- -	- -
Postal correspondence with my bank	6 1%	2 *	2 1%	2 1%	- -	6 1%	6 1%	3 1%	1 1%	2 1%	5 1%	2 2%	- -
Telephone banking	76 8%	26 6%	28 9%	19 9%	2 6%	66 8%	61 7%	37 9%	11 10%	28 8%	45 7%	8 8%	9 7%
Online banking	94 9%	39 9%	32 10%	20 10%	1 2%	93 11%	92 11%	62 15%	11 10%	50 13%	70 11%	8 8%	1 1%
Other	49 5%	20 5%	16 5%	7 4%	2 5%	41 5%	37 4%	10 2%	3 3%	14 4%	32 5%	7 7%	9 7%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 29

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Seeking financial advice**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	822	391	431	102	131	129	146	125	189	208	230	182	202	72	35	86	77	74	59	44	85	103	115	73
	82%	79%	84%	85%	77%	76%	81%	83%	86%	77%	82%	83%	84%	79%	87%	77%	85%	82%	83%	86%	85%	78%	82%	80%
Email correspondence with my bank	5	3	2	-	1	-	1	3	1	1	1	2	1	-	-	-	-	-	2	-	-	-	1	3
	*	1%	*	-	1%	-	*	2%	*	*	*	1%	*	-	-	-	-	-	3%	-	-	-	*	3%
Postal correspondence with my bank	1	1	*	*	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	*	-	-
	*	*	*	*	-	-	-	-	*	*	-	-	-	-	-	-	-	1%	-	-	-	*	-	-
Telephone banking	83	36	48	10	19	17	16	11	11	27	15	20	21	13	1	12	4	5	6	2	7	14	12	6
	8%	7%	9%	8%	11%	10%	9%	7%	5%	10%	5%	9%	9%	14%	3%	11%	5%	5%	9%	4%	7%	11%	9%	7%
Online banking	65	39	26	8	14	19	13	6	5	22	22	10	10	1	2	13	7	4	4	4	5	9	11	4
	6%	8%	5%	6%	8%	11%	7%	4%	2%	8%	8%	5%	4%	1%	4%	12%	8%	4%	6%	9%	5%	7%	8%	5%
Other	32	24	7	-	4	5	4	6	13	9	11	5	6	5	2	-	3	7	-	1	4	4	2	5
	3%	5%	1%	-	2%	3%	2%	4%	6%	3%	4%	2%	3%	5%	5%	-	3%	8%	-	1%	4%	3%	1%	6%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 29

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Seeking financial advice**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	822 82%	79 82%	121 86%	86 91%	62 83%	57 78%	69 84%	38 85%	37 86%	15 62%	14 87%	17 69%	13 76%	31 66%
Email correspondence with my bank	5 *	1 1%	2 1%	-	1 1%	-	-	-	-	-	1 7%	1 2%	-	-
Postal correspondence with my bank	1 *	-	-	-	-	-	1 1%	-	-	-	-	-	-	* 1%
Telephone banking	83 8%	8 8%	12 9%	3 3%	7 10%	4 5%	8 9%	4 10%	2 6%	1 6%	1 6%	1 3%	3 16%	9 19%
Online banking	65 6%	6 6%	5 3%	2 2%	3 5%	10 14%	4 5%	2 5%	4 9%	6 25%	-	5 22%	1 4%	4 8%
Other	32 3%	2 3%	2 1%	4 4%	1 1%	2 3%	1 1%	-	-	2 7%	-	1 3%	1 4%	3 7%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 29

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Seeking financial advice**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	822 82%	348 83%	266 81%	161 80%	31 82%	708 81%	662 80%	324 78%	87 79%	297 79%	490 80%	90 86%	114 86%
Email correspondence with my bank	5 *	3 1%	2 1%	1 *	-	5 1%	5 1%	3 1%	3 3%	3 1%	4 1%	-	-
Postal correspondence with my bank	1 *	1 *	-	-	-	* *	* *	-	-	* *	* *	-	1 1%
Telephone banking	83 8%	30 7%	30 9%	19 9%	4 9%	75 9%	72 9%	38 9%	13 12%	35 9%	54 9%	6 5%	9 6%
Online banking	65 6%	28 7%	20 6%	16 8%	-	65 7%	64 8%	42 10%	7 6%	30 8%	47 8%	5 5%	-
Other	32 3%	9 2%	10 3%	6 3%	3 9%	23 3%	21 2%	9 2%	1 1%	9 2%	16 3%	4 4%	9 7%



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 30

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Bank services overall**

**Base: All respondents**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
Face-to-face in a branch	621 62%	292 59%	329 64%	79 66%	78 46%	90 53%	103 57%	103 57%	168 69%	132 49%	164 59%	149 68%	176 73%	53 58%	27 66%	71 64%	66 73%	60 67%	39 55%	34 67%	66 66%	73 55%	81 57%	52 57%
Email correspondence with my bank	9 1%	4 1%	4 1%	1 1%	1 *	3 2%	4 2%	1 1%	- -	2 1%	4 1%	1 *	2 1%	- -	- -	1 1%	- -	3 3%	1 1%	- -	- -	3 2%	1 *	1 2%
Postal correspondence with my bank	6 1%	5 1%	1 *	- -	- -	* *	3 2%	- -	3 1%	3 1%	- -	2 1%	1 *	- -	- -	- -	- -	1 1%	- -	1 2%	2 2%	1 1%	1 1%	- -
Telephone banking	82 8%	42 9%	40 8%	1 1%	14 8%	18 10%	16 9%	14 10%	18 8%	24 9%	17 6%	22 10%	20 8%	12 14%	4 9%	8 7%	2 3%	6 6%	5 7%	4 8%	8 8%	9 7%	15 10%	10 11%
Online banking	277 28%	143 29%	134 26%	39 32%	75 44%	56 33%	53 30%	28 18%	27 12%	108 40%	92 33%	41 19%	37 15%	26 28%	8 20%	31 28%	22 25%	18 20%	24 35%	11 22%	22 22%	46 35%	43 30%	25 28%
Other	12 1%	7 1%	6 1%	- -	2 1%	3 2%	1 *	3 2%	4 2%	1 *	2 1%	5 2%	4 2%	- -	2 5%	- -	- -	3 3%	1 2%	1 1%	2 2%	- -	1 1%	2 3%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 30

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Bank services overall**

**Base: All respondents**

	What is the combined annual income of your household, prior to tax being deducted?													
	Total	Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
Face-to-face in a branch	621 62%	69 71%	109 77%	71 74%	47 64%	42 58%	38 46%	24 53%	19 43%	11 49%	8 53%	10 41%	5 27%	13 28%
Email correspondence with my bank	9 1%	- -	- -	1 1%	- -	2 2%	1 1%	- -	2 5%	- -	- -	1 2%	- -	1 2%
Postal correspondence with my bank	6 1%	1 1%	- -	1 1%	- -	- -	2 2%	- -	- -	- -	2 11%	- -	- -	- -
Telephone banking	82 8%	4 4%	9 6%	5 6%	9 12%	7 9%	7 8%	3 7%	5 10%	1 3%	- -	1 3%	2 10%	8 16%
Online banking	277 28%	19 20%	23 16%	15 15%	18 25%	22 31%	36 43%	18 40%	18 41%	11 48%	6 36%	13 54%	11 63%	25 53%
Other	12 1%	4 4%	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 30

**Q4. I am now going to read out the same list of services provided by banks. For each of the following services, which, if any, of the following is your preferred method for contacting your bank ...**

**-Bank services overall**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
Face-to-face in a branch	621 62%	251 60%	206 63%	122 60%	28 72%	509 58%	463 56%	197 47%	58 53%	190 51%	325 53%	62 59%	112 84%
Email correspondence with my bank	9 1%	5 1%	3 1%	1 1%	-	9 1%	9 1%	5 1%	-	5 1%	8 1%	2 2%	-
Postal correspondence with my bank	6 1%	1 *	3 1%	3 1%	-	5 1%	4 *	2 1%	3 3%	3 1%	2 *	2 2%	1 1%
Telephone banking	82 8%	26 6%	28 9%	22 11%	5 13%	67 8%	65 8%	33 8%	6 5%	25 7%	46 7%	6 6%	15 11%
Online banking	277 28%	133 32%	86 26%	52 26%	4 10%	276 32%	274 33%	176 42%	44 40%	146 39%	224 37%	30 28%	1 1%
Other	12 1%	3 1%	4 1%	2 1%	2 4%	9 1%	9 1%	2 1%	-	5 1%	7 1%	2 2%	3 3%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Gender		Age						Class					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	613	292	321	78	73	88	97	118	159	175	131	109	198	57	26	71	63	59	37	35	67	70	77	51
Weighted base	621	292	329	79	78	90	103	103	168	132	164	149	176	53	27	71	66	60	39	34	66	73	81	52
It is easier to understand	537 86%	249 85%	288 88%	65 83%	65 84%	74 82%	88 86%	93 90%	151 90%	107 81%	144 88%	134 90%	152 86%	46 87%	20 75%	64 91%	56 84%	48 79%	35 91%	30 89%	61 93%	65 90%	68 84%	43 83%
It offers a safer service	509 82%	234 80%	275 84%	67 85%	58 74%	74 83%	84 82%	86 83%	139 83%	99 75%	140 85%	122 82%	148 84%	44 84%	21 78%	55 78%	54 81%	50 83%	34 88%	29 86%	54 81%	65 89%	60 75%	42 82%
It is a more pleasant experience	503 81%	231 79%	272 83%	61 77%	54 69%	76 85%	80 78%	86 84%	146 87%	109 83%	125 76%	127 85%	142 81%	46 87%	20 73%	57 80%	47 72%	45 75%	28 71%	28 84%	59 89%	63 87%	67 82%	43 84%
It is more easily available	391 63%	176 60%	215 65%	44 56%	34 43%	50 56%	60 59%	71 69%	132 78%	61 46%	97 59%	104 70%	129 73%	31 60%	15 55%	44 62%	39 59%	40 67%	24 63%	24 73%	44 67%	46 64%	45 56%	37 70%
It offers a faster service	349 56%	157 54%	192 58%	45 57%	34 43%	49 54%	50 48%	63 61%	109 65%	60 46%	76 46%	94 63%	119 67%	31 58%	12 44%	44 62%	35 53%	30 50%	20 51%	21 62%	35 53%	50 68%	36 45%	36 68%
Most of my peers use it	191 31%	95 32%	96 29%	26 33%	19 25%	36 40%	25 24%	34 33%	51 30%	26 20%	43 26%	56 38%	66 38%	16 31%	6 24%	23 33%	17 26%	19 31%	11 27%	17 52%	29 44%	25 34%	16 20%	12 23%
NET: Other	125 20%	63 22%	62 19%	18 23%	25 32%	18 20%	21 21%	21 20%	22 13%	32 24%	38 23%	27 18%	29 17%	8 15%	7 28%	15 20%	10 16%	9 15%	8 22%	5 15%	12 18%	21 28%	21 27%	9 18%
More personal experience/face to face/get to know staff/ staff/get to know me	51 8%	28 10%	23 7%	5 7%	10 13%	8 9%	8 8%	9 9%	10 6%	13 10%	20 12%	11 8%	7 4%	6 12%	2 6%	8 11%	6 8%	5 8%	3 8%	2 5%	2 3%	2 3%	11 14%	6 11%
Gives the opportunity to ask questions	20 3%	9 3%	11 3%	2 2%	7 9%	1 1%	3 3%	5 5%	3 2%	7 5%	5 3%	4 3%	5 3%	- -	- -	1 1%	2 3%	2 3%	2 6%	1 4%	2 3%	6 8%	4 5%	- -
Dislike/cannot use technology well/do not have Internet access	14 2%	7 2%	6 2%	2 2%	4 5%	3 3%	2 2%	2 2%	2 1%	4 3%	5 3%	- -	5 3%	2 3%	3 10%	4 5%	1 1%	- -	2 4%	1 2%	- -	2 2%	1 1%	- -
Will get a response/ follow up/quicker	13 2%	4 1%	9 3%	- -	2 3%	- -	4 4%	6 6%	1 1%	3 2%	4 3%	2 1%	4 2%	- -	1 2%	1 1%	4 5%	3 4%	1 1%	- -	- -	2 3%	2 2%	1 1%
Can be sure staff are being honest/ trustworthy/capable	8 1%	5 2%	3 1%	- -	- -	1 1%	- -	1 1%	6 4%	1 1%	2 1%	2 1%	3 2%	- -	- -	2 2%	- -	2 4%	- -	1 2%	1 2%	1 1%	- -	1 2%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	621	292	329	79	78	90	103	103	168	132	164	149	176	53	27	71	66	60	39	34	66	73	81	52
Can see everything in front of me/what I need to read/sign/can see everything being done	6 1%	2 1%	3 1%	- -	1 1%	1 1%	1 1%	2 2%	1 1%	2 2%	- -	- -	3 2%	- -	- -	* 1%	3 4%	- -	- -	- -	2 3%	- -	- -	1 1%
Saves mistakes being made	5 1%	4 1%	1 *	1 1%	3 4%	1 1%	- -	1 1%	- -	1 *	2 1%	1 1%	2 1%	1 1%	2 6%	1 1%	- -	- -	- -	- -	- -	2 3%	- -	- -
Have someone to blame if things go wrong	5 1%	3 1%	2 1%	2 3%	- -	1 2%	2 2%	- -	- -	- -	1 1%	4 2%	- -	- -	- -	- -	- -	- -	2 5%	- -	- -	2 2%	1 2%	- -
Like to deal with knowledgeable staff/people who know what they are talking about	5 1%	3 1%	2 1%	3 3%	- -	2 2%	- -	- -	- -	1 1%	- -	3 2%	1 *	- -	- -	2 3%	- -	- -	- -	- -	1 1%	2 3%	- -	- -
Can be sure my personal circumstances are taken into consideration/service taylored to my needs	4 1%	3 1%	1 *	1 1%	- -	2 2%	- -	1 1%	1 *	1 *	1 1%	- -	2 1%	- -	- -	1 1%	- -	- -	- -	- -	1 1%	1 2%	1 1%	1 1%
Cheaper/do not have to pay to contact them	4 1%	1 *	3 1%	1 1%	1 1%	- -	2 2%	- -	- -	1 1%	- -	3 2%	- -	- -	- -	1 2%	- -	- -	1 2%	- -	- -	- -	2 2%	- -
No language barrier problems	3 1%	- -	3 1%	- -	- -	- -	3 3%	- -	- -	- -	2 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	3 4%	- -
I like it/prefer it	3 *	1 *	2 1%	1 1%	- -	2 2%	- -	- -	- -	- -	2 1%	- -	1 1%	- -	1 4%	- -	- -	- -	- -	- -	- -	2 2%	- -	- -
Peace of mind/feel more comfortable	3 *	1 *	2 1%	- -	2 2%	- -	- -	- -	1 1%	2 1%	- -	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	2 3%	1 1%	- -	- -
Am offered tea/coffee/biscuits in branch	2 *	2 1%	- -	1 1%	1 1%	- -	- -	1 1%	- -	1 1%	- -	- -	1 1%	- -	1 2%	- -	- -	- -	- -	1 3%	- -	- -	- -	1 1%
I am disabled	2 *	* *	1 *	- -	- -	- -	- -	* 1%	1 1%	* 1%	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 2%	- -	* 1%	- -
Better customer service	1 *	1 *	1 *	- -	- -	- -	1 1%	1 1%	- -	1 1%	- -	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	1 1%	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Weighted base	621	292	329	79	78	90	103	103	168	132	164	149	176	53	27	71	66	60	39	34	66	73	81	52
Convenience/access at any time/any where	1*	1*	-	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	1
							1%			1%														1%
Proof of transaction/record of what has been said	* *	* *	-	-	-	-	-	*	-	*	-	-	-	-	-	-	-	-	-	-	-	-	*	-
								*		*													1%	-
Other	5	3	3	-	3	1	-	-	2	2	2	-	1	1	-	-	-	-	-	-	1	3	1	-
	1%	1%	1%	-	4%	1%	-	-	1%	2%	1%	-	1%	2%	-	-	-	-	-	-	1%	4%	1%	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	613	71	107	67	45	42	36	24	17	12	8	10	5	16
Weighted base	621	69	109	71	47	42	38	24	19	11	8	10	5	13
It is easier to understand	537 86%	63 92%	94 86%	66 93%	42 90%	32 76%	32 84%	22 94%	13 69%	9 81%	6 72%	9 86%	5 100%	11 84%
It offers a safer service	509 82%	62 90%	96 88%	59 84%	41 87%	32 76%	27 73%	17 72%	13 68%	10 91%	5 55%	8 76%	5 100%	8 61%
It is a more pleasant experience	503 81%	56 82%	91 84%	62 87%	38 81%	35 82%	27 73%	19 82%	14 76%	11 100%	4 51%	8 85%	4 88%	10 75%
It is more easily available	391 63%	46 67%	82 76%	51 72%	23 48%	21 50%	20 54%	11 46%	11 60%	7 63%	2 23%	2 24%	3 63%	4 32%
It offers a faster service	349 56%	49 71%	74 68%	40 57%	25 53%	19 45%	17 46%	13 54%	5 27%	7 63%	3 30%	3 33%	2 48%	8 64%
Most of my peers use it	191 31%	30 44%	31 28%	17 24%	17 37%	13 32%	9 24%	9 38%	7 35%	5 40%	2 19%	1 12%	1 16%	1 10%
NET: Other	125 20%	12 18%	16 14%	9 13%	7 15%	10 23%	14 37%	6 25%	6 32%	7 63%	- -	2 17%	2 40%	3 27%
More personal experience/face to face/get to know staff/ staff/get to know me	51 8%	3 5%	5 5%	4 6%	2 3%	8 18%	6 16%	3 11%	3 18%	1 9%	- -	1 9%	1 16%	2 16%
Gives the opportunity to ask questions	20 3%	3 4%	2 2%	2 3%	1 2%	2 5%	2 5%	1 6%	1 7%	- -	- -	1 8%	1 25%	- -
Dislike/cannot use technology well/do not have Internet access	14 2%	3 4%	1 1%	1 1%	1 1%	- -	1 3%	- -	- -	1 5%	- -	- -	- -	2 15%
Will get a response/ follow up/quicker	13 2%	2 3%	2 2%	2 3%	- -	1 1%	1 2%	1 2%	- -	1 11%	- -	- -	- -	- -
Can be sure staff are being honest/ trustworthy/capable	8 1%	- -	2 1%	- -	- -	1 2%	1 2%	2 8%	- -	- -	- -	- -	- -	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	621	69	109	71	47	42	38	24	19	11	8	10	5	13
Can see everything in front of me/what I need to read/sign/can see everything being done	6 1%	1 1%	* *	- -	1 2%	- -	2 5%	- -	- -	- -	- -	- -	- -	1 5%
Saves mistakes being made	5 1%	- -	1 1%	- -	2 5%	- -	- -	- -	1 7%	- -	- -	- -	- -	- -
Have someone to blame if things go wrong	5 1%	- -	- -	- -	2 4%	- -	- -	- -	1 7%	2 14%	- -	- -	- -	- -
Like to deal with knowledgeable staff/people who know what they are talking about	5 1%	- -	- -	- -	- -	- -	3 7%	- -	- -	1 7%	- -	- -	- -	- -
Can be sure my personal circumstances are taken into consideration/service tailored to my needs	4 1%	- -	- -	1 1%	- -	1 3%	1 2%	- -	- -	- -	- -	- -	- -	- -
Cheaper/do not have to pay to contact them	4 1%	- -	- -	2 3%	1 2%	- -	- -	1 5%	- -	- -	- -	- -	- -	- -
No language barrier problems	3 1%	- -	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -
I like it/prefer it	3 *	- -	2 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Peace of mind/feel more comfortable	3 *	- -	- -	- -	- -	- -	- -	- -	- -	2 17%	- -	- -	- -	- -
Am offered tea/coffee/biscuits in branch	2 *	2 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
I am disabled	2 *	- -	1 1%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Better customer service	1 *	- -	- -	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	- -
Convenience/access at any time/any where	1 *	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 6%



## The Future of the Bank Branch CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	621	69	109	71	47	42	38	24	19	11	8	10	5	13
Proof of transaction/ record of what has been said	*	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	5 1%	1 1%	2 2%	-	1 2%	1 1%	-	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	613	244	197	124	32	504	459	202	54	190	323	59	109
Weighted base	621	251	206	122	28	509	463	197	58	190	325	62	112
It is easier to understand	537 86%	222 88%	179 87%	102 84%	26 92%	435 86%	397 86%	171 87%	49 85%	163 86%	273 84%	52 84%	102 91%
It offers a safer service	509 82%	206 82%	175 85%	95 78%	25 89%	412 81%	372 80%	152 77%	49 85%	153 81%	259 80%	47 77%	97 87%
It is a more pleasant experience	503 81%	201 80%	175 85%	94 77%	24 85%	409 80%	375 81%	160 81%	49 85%	148 78%	250 77%	51 83%	94 84%
It is more easily available	391 63%	157 62%	130 63%	76 62%	18 64%	301 59%	269 58%	100 51%	29 49%	107 56%	180 55%	32 51%	91 81%
It offers a faster service	349 56%	143 57%	112 54%	72 59%	16 57%	276 54%	251 54%	90 46%	31 54%	101 53%	175 54%	31 50%	73 65%
Most of my peers use it	191 31%	77 31%	63 31%	37 30%	9 34%	151 30%	141 30%	53 27%	13 23%	56 30%	98 30%	17 27%	40 36%
NET: Other	125 20%	66 26%	32 15%	23 19%	2 9%	111 22%	104 23%	64 32%	15 26%	51 27%	81 25%	13 22%	14 13%
More personal experience/face to face/get to know staff/ staff/get to know me	51 8%	29 11%	13 6%	7 6%	2 6%	48 9%	47 10%	28 14%	6 10%	26 14%	38 12%	8 12%	3 3%
Gives the opportunity to ask questions	20 3%	14 6%	3 1%	2 2%	-	19 4%	17 4%	12 6%	3 5%	8 4%	12 4%	-	2 2%
Dislike/cannot use technology well/do not have Internet access	14 2%	5 2%	6 3%	2 2%	-	10 2%	7 1%	9 5%	-	5 2%	8 2%	3 5%	4 3%
Will get a response/ follow up/quicker	13 2%	7 3%	2 1%	2 2%	-	12 2%	10 2%	5 2%	-	5 3%	10 3%	1 2%	1 1%
Can be sure staff are being honest/ trustworthy/capable	8 1%	5 2%	1 *	1 1%	1 4%	7 1%	7 2%	1 *	-	3 2%	6 2%	-	1 1%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Weighted base	621	251	206	122	28	509	463	197	58	190	325	62	112
Can see everything in front of me/what I need to read/sign/can see everything being done	6 1%	3 1%	1 *	1 1%	1 3%	4 1%	3 1%	2 1%	- -	1 1%	2 1%	* 1%	2 1%
Saves mistakes being made	5 1%	3 1%	3 1%	- -	- -	5 1%	5 1%	3 2%	1 2%	2 1%	2 1%	1 1%	- -
Have someone to blame if things go wrong	5 1%	3 1%	2 1%	- -	- -	5 1%	5 1%	2 1%	2 4%	- -	4 1%	- -	- -
Like to deal with knowledgeable staff/people who know what they are talking about	5 1%	3 1%	- -	2 1%	- -	5 1%	5 1%	4 2%	- -	4 2%	4 1%	- -	- -
Can be sure my personal circumstances are taken into consideration/service taylored to my needs	4 1%	2 1%	- -	2 2%	- -	3 1%	3 1%	1 1%	1 1%	2 1%	2 1%	- -	1 1%
Cheaper/do not have to pay to contact them	4 1%	2 1%	2 1%	- -	- -	4 1%	4 1%	1 *	- -	2 1%	2 1%	- -	- -
No language barrier problems	3 1%	- -	- -	3 3%	- -	3 1%	3 1%	1 1%	- -	1 1%	3 1%	- -	- -
I like it/prefer it	3 *	2 1%	- -	1 1%	- -	3 1%	3 1%	1 1%	1 2%	1 1%	3 1%	1 2%	- -
Peace of mind/feel more comfortable	3 *	1 *	1 *	1 1%	- -	2 *	2 *	2 1%	1 2%	1 *	2 1%	- -	1 1%
Am offered tea/coffee/biscuits in branch	2 *	1 *	- -	2 1%	- -	1 *	1 *	1 *	- -	- -	1 *	- -	1 1%
I am disabled	2 *	- -	2 1%	- -	- -	* *	* *	- -	- -	- -	- -	- -	1 1%
Better customer service	1 *	- -	1 1%	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	1 1%	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 31

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring face to face in branch contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Weighted base	621	251	206	122	28	509	463	197	58	190	325	62	112
Convenience/access at any time/any where	1 *	- -	- -	1 1%	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	- -
Proof of transaction/ record of what has been said	* *	- -	* *	- -	- -	* *	* *	- -	- -	- -	- -	- -	- -
Other	5 1%	3 1%	2 1%	1 1%	- -	4 1%	4 1%	2 1%	1 1%	1 *	3 1%	- -	1 1%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 32

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring email contact for general banking services**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	9	4	5	1	1	3	3	1	-	3	3	1	2	-	-	1	-	2	1	-	-	3	1	1
Weighted base	9	4	4	1	1	3	4	1	-	2	4	1	2	-	-	1	-	3	1	-	-	3	1	1
It offers a faster service	6	3	4	-	1	3	2	1	-	1	3	1	2	-	-	1	-	3	-	-	-	3	1	-
	73%	67%	80%	-	100%	100%	59%	100%	-	57%	64%	100%	100%	-	-	100%	-	100%	-	-	-	100%	100%	-
It is more easily available	6	3	4	-	1	3	2	1	-	1	3	1	2	-	-	1	-	3	-	-	-	3	1	-
	73%	67%	80%	-	100%	100%	59%	100%	-	57%	64%	100%	100%	-	-	100%	-	100%	-	-	-	100%	100%	-
It is easier to understand	5	2	3	-	-	3	2	1	-	-	3	1	2	-	-	-	-	3	-	-	-	3	-	-
	60%	52%	67%	-	-	100%	43%	100%	-	-	64%	100%	100%	-	-	-	-	100%	-	-	-	100%	-	-
It is a more pleasant experience	5	2	3	1	1	1	2	-	-	2	2	-	1	-	-	1	-	2	1	-	-	1	1	-
	54%	50%	58%	100%	100%	42%	59%	-	-	100%	38%	-	57%	-	-	100%	-	59%	100%	-	-	42%	100%	-
Most of my peers use it	4	1	4	-	-	3	1	1	-	1	1	1	2	-	-	-	-	1	-	-	-	3	1	-
	49%	17%	80%	-	-	100%	16%	100%	-	27%	26%	100%	100%	-	-	-	-	41%	-	-	-	100%	100%	-
It offers a safer service	2	1	1	-	1	2	-	-	-	1	-	1	1	-	-	1	-	-	-	-	-	2	-	-
	28%	31%	25%	-	100%	69%	-	-	-	30%	-	100%	57%	-	-	100%	-	-	-	-	-	69%	-	-
NET: Other	3	1	2	-	-	-	2	1	-	1	2	-	-	-	-	-	-	1	-	-	-	-	1	1
	35%	33%	36%	-	-	-	57%	100%	-	27%	62%	-	-	-	-	-	-	41%	-	-	-	-	100%	100%
Proof of transaction/record of what has been said	1	1	-	-	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1
	16%	33%	-	-	-	-	41%	-	-	-	36%	-	-	-	-	-	-	-	-	-	-	-	-	100%
Will get a response/follow up/quicker	1	-	1	-	-	-	-	1	-	-	1	-	-	-	-	-	-	1	-	-	-	-	-	-
	12%	-	23%	-	-	-	-	100%	-	-	26%	-	-	-	-	-	-	41%	-	-	-	-	-	-
Convenience/access at any time/any where	1	-	1	-	-	-	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	1	-
	6%	-	13%	-	-	-	16%	-	-	27%	-	-	-	-	-	-	-	-	-	-	-	-	100%	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 32

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring email contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	9	-	-	1	-	1	1	-	2	-	-	1	-	1
Weighted base	9	-	-	1	-	2	1	-	2	-	-	1	-	1
It offers a faster service	6 73%	-	-	1 100%	-	2 100%	1 100%	-	-	-	-	1 100%	-	1 100%
It is more easily available	6 73%	-	-	1 100%	-	2 100%	1 100%	-	-	-	-	1 100%	-	1 100%
It is easier to understand	5 60%	-	-	1 100%	-	2 100%	-	-	-	-	-	-	-	1 100%
It is a more pleasant experience	5 54%	-	-	1 100%	-	2 100%	1 100%	-	1 39%	-	-	1 100%	-	-
Most of my peers use it	4 49%	-	-	1 100%	-	-	-	-	-	-	-	1 100%	-	1 100%
It offers a safer service	2 28%	-	-	1 100%	-	-	1 100%	-	-	-	-	-	-	1 100%
NET: Other	3 35%	-	-	-	-	-	-	-	1 61%	-	-	1 100%	-	-
Proof of transaction/record of what has been said	1 16%	-	-	-	-	-	-	-	1 61%	-	-	-	-	-
Will get a response/follow up/quicker	1 12%	-	-	-	-	-	-	-	-	-	-	-	-	-
Convenience/access at any time/any where	1 6%	-	-	-	-	-	-	-	-	-	-	1 100%	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 32

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring email contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	9	5	2	2	-	9	9	6	-	5	8	2	-
Weighted base	9	5	3	1	-	9	9	5	-	5	8	2	-
It offers a faster service	6 73%	3 70%	3 100%	1 38%	-	6 73%	6 73%	3 54%	-	2 48%	5 69%	-	-
It is more easily available	6 73%	3 70%	3 100%	1 38%	-	6 73%	6 73%	3 54%	-	2 48%	5 69%	-	-
It is easier to understand	5 60%	3 56%	3 100%	-	-	5 60%	5 60%	2 30%	-	2 34%	4 54%	-	-
It is a more pleasant experience	5 54%	2 37%	2 59%	1 100%	-	5 54%	5 54%	2 41%	-	2 34%	4 47%	1 39%	-
Most of my peers use it	4 49%	3 56%	1 41%	1 38%	-	4 49%	4 49%	2 41%	-	2 34%	3 41%	-	-
It offers a safer service	2 28%	2 52%	-	-	-	2 28%	2 28%	1 26%	-	1 30%	1 18%	-	-
NET: Other	3 35%	1 30%	1 41%	1 38%	-	3 35%	3 35%	2 39%	-	1 32%	3 40%	1 61%	-
Proof of transaction/record of what has been said	1 16%	1 30%	-	-	-	1 16%	1 16%	1 28%	-	1 32%	1 19%	1 61%	-
Will get a response/follow up/quicker	1 12%	-	1 41%	-	-	1 12%	1 12%	-	-	-	1 14%	-	-
Convenience/access at any time/any where	1 6%	-	-	1 38%	-	1 6%	1 6%	1 11%	-	-	1 7%	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 33

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring postal contact for general banking services**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	6	5	1	-	-	1	2	-	3	4	-	1	1	-	-	-	-	1	-	1	2	1	1	-
Weighted base	6	5	1	-	-	*	3	-	3	3	-	2	1	-	-	-	-	1	-	1	2	1	1	-
It offers a safer service	5 84%	4 82%	1 100%	-	-	*	3 100%	-	2 64%	2 70%	-	2 100%	1 100%	-	-	-	-	1 100%	-	1 100%	2 100%	1 100%	-	-
It is easier to understand	4 71%	3 67%	1 100%	-	-	*	1 41%	-	3 100%	3 100%	-	-	1 100%	-	-	-	-	1 100%	-	1 100%	*	1 100%	1 100%	-
It is a more pleasant experience	4 62%	4 72%	-	-	-	-	3 100%	-	1 32%	1 27%	-	2 100%	1 100%	-	-	-	-	1 100%	-	-	2 78%	1 100%	-	-
It is more easily available	3 56%	2 48%	1 100%	-	-	*	1 41%	-	2 64%	2 70%	-	-	1 100%	-	-	-	-	1 100%	-	1 100%	*	1 100%	-	-
Most of my peers use it	2 34%	1 23%	1 100%	-	-	-	1 41%	-	1 33%	1 28%	-	-	1 100%	-	-	-	-	-	-	1 100%	-	1 100%	-	-
It offers a faster service	2 28%	2 32%	-	-	-	*	1 41%	-	-	*	-	-	1 100%	-	-	-	-	-	-	-	*	1 100%	-	-
NET: Other	1 14%	1 16%	-	-	-	-	-	-	1 32%	1 27%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-
Proof of transaction/ record of what has been said	1 14%	1 16%	-	-	-	-	-	-	1 32%	1 27%	-	-	-	-	-	-	-	1 100%	-	-	-	-	-	-



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 33

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring postal contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	6	1	-	1	-	-	2	-	-	-	1	-	-	-
Weighted base	6	1	-	1	-	-	2	-	-	-	2	-	-	-
It offers a safer service	5 84%	1 100%	-	1 100%	-	-	1 47%	-	-	-	2 100%	-	-	-
It is easier to understand	4 71%	1 100%	-	1 100%	-	-	2 100%	-	-	-	-	-	-	-
It is a more pleasant experience	4 62%	1 100%	-	-	-	-	1 47%	-	-	-	2 100%	-	-	-
It is more easily available	3 56%	1 100%	-	1 100%	-	-	1 47%	-	-	-	-	-	-	-
Most of my peers use it	2 34%	1 100%	-	1 100%	-	-	-	-	-	-	-	-	-	-
It offers a faster service	2 28%	1 100%	-	-	-	-	-	-	-	-	-	-	-	-
NET: Other	1 14%	-	-	-	-	-	1 47%	-	-	-	-	-	-	-
Proof of transaction/ record of what has been said	1 14%	-	-	-	-	-	1 47%	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 33

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring postal contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	6	1	3	2	-	5	4	2	2	3	2	2	1
Weighted base	6	1	3	3	-	5	4	2	3	3	2	2	1
It offers a safer service	5 84%	1 100%	3 100%	2 64%	-	4 82%	3 76%	2 100%	3 100%	3 100%	2 100%	2 100%	1 100%
It is easier to understand	4 71%	1 100%	3 100%	1 36%	-	3 67%	2 57%	* 22%	1 41%	1 44%	* 22%	* 22%	1 100%
It is a more pleasant experience	4 62%	1 100%	1 46%	2 64%	-	3 56%	2 43%	2 78%	3 100%	2 56%	2 78%	2 78%	1 100%
It is more easily available	3 56%	1 100%	3 100%	-	-	3 49%	1 34%	* 22%	1 41%	1 44%	* 22%	* 22%	1 100%
Most of my peers use it	2 34%	-	2 81%	-	-	2 39%	1 22%	-	1 41%	1 28%	-	-	-
It offers a faster service	2 28%	-	2 66%	-	-	2 32%	* 12%	* 22%	1 41%	* 16%	* 22%	* 22%	-
NET: Other	1 14%	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%
Proof of transaction/record of what has been said	1 14%	1 100%	-	-	-	-	-	-	-	-	-	-	1 100%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	83	44	39	1	13	18	20	16	15	32	13	16	22	10	4	9	2	7	5	4	9	10	14	9
Weighted base	82	42	40	1	14	18	16	14	18	24	17	22	20	12	4	8	2	6	5	4	8	9	15	10
It is more easily available	63 77%	32 76%	32 79%	1 100%	12 85%	13 74%	12 74%	11 73%	14 79%	18 77%	14 84%	16 70%	16 80%	10 82%	4 100%	5 60%	2 100%	2 39%	3 59%	3 79%	8 100%	6 74%	12 79%	8 82%
It offers a faster service	58 70%	29 68%	29 73%	- -	11 79%	14 78%	14 83%	10 66%	10 53%	20 86%	12 73%	13 58%	13 64%	8 68%	3 76%	5 68%	2 100%	2 34%	5 100%	4 100%	7 84%	7 84%	8 54%	6 59%
It is easier to understand	56 68%	31 73%	25 63%	- -	9 63%	12 70%	13 76%	9 65%	13 70%	16 67%	13 76%	12 52%	16 81%	9 74%	2 46%	4 51%	2 100%	2 34%	5 100%	3 70%	5 67%	7 83%	9 60%	7 77%
It offers a safer service	48 59%	26 62%	22 55%	1 100%	7 51%	11 62%	9 57%	10 66%	10 55%	14 58%	11 69%	12 55%	11 55%	9 74%	- -	6 75%	2 100%	3 45%	4 71%	4 100%	4 51%	6 68%	6 41%	5 46%
It is a more pleasant experience	47 58%	25 60%	22 55%	- -	8 56%	10 56%	10 59%	10 71%	10 52%	16 69%	14 85%	6 28%	11 54%	5 43%	3 76%	4 53%	2 100%	3 45%	4 71%	4 100%	6 77%	4 50%	5 34%	7 70%
Most of my peers use it	19 23%	12 29%	6 16%	1 100%	3 19%	3 17%	3 18%	3 19%	6 34%	5 20%	5 33%	4 16%	5 25%	3 22%	- -	3 43%	2 100%	1 14%	- -	2 36%	3 38%	2 23%	2 12%	1 11%
NET: Other	12 15%	7 17%	5 13%	- -	2 11%	1 8%	3 19%	5 32%	2 9%	3 14%	2 10%	4 19%	3 16%	3 21%	1 14%	1 8%	- -	3 51%	2 47%	- -	- -	* 5%	- -	3 29%
Convenience/access at any time/any where	8 10%	5 12%	3 9%	- -	2 11%	1 4%	3 19%	1 9%	2 9%	2 9%	2 10%	3 12%	2 9%	1 10%	1 14%	1 8%	- -	2 41%	2 47%	- -	- -	- -	- -	1 13%
More personal experience/face to face/get to know staff/ staff/get to know me	3 3%	1 3%	2 4%	- -	- -	1 4%	- -	1 4%	2 9%	1 5%	2 10%	- -	- -	- -	- -	- -	- -	2 38%	- -	- -	- -	- -	- -	1 7%
Do not have to queue at the bank/avoid bank at busy times	2 2%	- -	2 4%	- -	- -	- -	- -	- -	2 9%	- -	2 10%	- -	- -	- -	- -	- -	- -	2 29%	- -	- -	- -	- -	- -	- -
Like to deal with knowledgeable staff/ people who know what they are talking about	1 1%	1 2%	- -	- -	- -	- -	- -	1 6%	- -	- -	- -	- -	1 4%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 9%
Will get a response/ follow up/quicker	1 1%	1 2%	- -	- -	- -	1 4%	- -	- -	- -	1 3%	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	1 7%

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	Eastern	London	South East	South West
Weighted base	82	42	40	1	14	18	16	14	18	24	17	22	20	12	4	8	2	6	5	4	8	9	15	10
Can be sure my personal circumstances are taken into consideration/ service tailored to my needs	1 1%	1 1%	-	-	-	-	-	1 4%	-	1 2%	-	-	-	-	-	-	-	1 9%	-	-	-	-	-	-
I am disabled	* 1%	-	* 1%	-	-	-	-	* 3%	-	-	-	-	* 2%	-	-	-	-	-	-	-	-	* 5%	-	-
Other	1 2%	-	1 4%	-	-	-	-	1 10%	-	-	-	1 6%	-	1 12%	-	-	-	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	83	5	8	5	8	7	6	4	5	1	-	1	1	8
Weighted base	82	4	9	5	9	7	7	3	5	1	-	1	2	8
It is more easily available	63 77%	3 60%	8 85%	5 88%	8 90%	3 50%	4 61%	2 77%	4 81%	1 100%	-	1 100%	2 100%	4 58%
It offers a faster service	58 70%	4 100%	4 40%	3 49%	7 83%	5 79%	5 84%	2 77%	3 73%	1 100%	-	1 100%	2 100%	4 57%
It is easier to understand	56 68%	3 73%	5 55%	3 61%	8 90%	3 45%	7 100%	2 61%	3 73%	-	-	1 100%	2 100%	4 58%
It offers a safer service	48 59%	3 73%	2 20%	4 80%	8 88%	4 63%	4 61%	2 61%	2 53%	-	-	-	-	4 57%
It is a more pleasant experience	47 58%	2 39%	3 35%	4 81%	5 63%	3 38%	5 78%	2 61%	3 73%	1 100%	-	-	-	4 48%
Most of my peers use it	19 23%	* 10%	-	3 51%	3 30%	2 26%	4 61%	1 41%	-	-	-	-	-	1 15%
NET: Other	12 15%	1 28%	* 5%	-	2 22%	1 21%	1 22%	1 23%	1 20%	-	-	-	-	1 14%
Convenience/access at any time/any where	8 10%	1 28%	-	-	2 22%	-	1 22%	1 23%	1 20%	-	-	-	-	1 7%
More personal experience/face to face/get to know staff/ staff/get to know me	3 3%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%
Do not have to queue at the bank/avoid bank at busy times	2 2%	-	-	-	-	-	-	-	-	-	-	-	-	-
Like to deal with knowledgeable staff/ people who know what they are talking about	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-
Will get a response/ follow up/quicker	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	82	4	9	5	9	7	7	3	5	1	-	1	2	8
Can be sure my personal circumstances are taken into consideration/ service taylored to my needs	1 1%	-	-	-	-	-	-	-	-	-	-	-	-	1 7%
I am disabled	* 1%	-	* 5%	-	-	-	-	-	-	-	-	-	-	-
Other	1 2%	-	-	-	-	1 21%	-	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	83	28	27	21	6	69	67	38	7	27	47	6	14
Weighted base	82	26	28	22	5	67	65	33	6	25	46	6	15
It is more easily available	63 77%	20 76%	22 77%	16 73%	5 100%	52 77%	50 77%	24 73%	5 79%	18 71%	36 79%	5 72%	12 79%
It offers a faster service	58 70%	18 71%	21 74%	13 58%	5 100%	49 72%	49 74%	26 78%	5 89%	22 86%	38 83%	6 100%	9 62%
It is easier to understand	56 68%	17 67%	21 74%	13 59%	4 75%	47 69%	45 70%	22 68%	4 71%	18 71%	35 77%	4 70%	9 62%
It offers a safer service	48 59%	18 69%	13 47%	12 53%	5 90%	40 60%	39 60%	16 48%	3 58%	14 54%	26 58%	3 42%	8 55%
It is a more pleasant experience	47 58%	18 68%	16 58%	7 33%	5 100%	40 60%	40 62%	19 57%	4 67%	11 44%	29 63%	2 33%	7 47%
Most of my peers use it	19 23%	7 26%	6 23%	5 21%	- -	14 20%	14 21%	4 13%	1 13%	1 4%	7 16%	- -	5 34%
NET: Other	12 15%	3 11%	4 15%	3 16%	2 36%	9 13%	8 13%	5 15%	- -	4 18%	7 15%	- -	3 22%
Convenience/access at any time/any where	8 10%	2 9%	3 10%	1 7%	2 36%	5 8%	5 7%	3 9%	- -	2 9%	5 12%	- -	3 19%
More personal experience/face to face/get to know staff/staff/get to know me	3 3%	1 3%	2 6%	1 2%	- -	1 2%	1 2%	1 4%	- -	1 5%	1 1%	- -	2 11%
Do not have to queue at the bank/avoid bank at busy times	2 2%	- -	2 6%	- -	- -	- -	- -	- -	- -	- -	- -	- -	2 11%
Like to deal with knowledgeable staff/people who know what they are talking about	1 1%	- -	1 3%	- -	- -	1 1%	1 1%	1 3%	- -	1 3%	1 2%	- -	- -
Will get a response/follow up/quicker	1 1%	1 3%	- -	- -	- -	1 1%	1 1%	1 2%	- -	1 3%	- -	- -	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 34

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring telephone contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Weighted base	82	26	28	22	5	67	65	33	6	25	46	6	15
Can be sure my personal circumstances are taken into consideration/ service taylored to my needs	1 1%	- -	- -	1 2%	- -	1 1%	1 1%	1 2%	- -	1 2%	1 1%	- -	- -
I am disabled	* 1%	- -	* 2%	- -	- -	- -	- -	- -	- -	- -	- -	- -	* 3%
Other	1 2%	- -	- -	1 7%	- -	1 2%	1 2%	- -	- -	- -	- -	- -	- -



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	286	150	136	37	68	66	59	35	21	144	72	30	40	21	8	34	25	21	25	13	22	48	41	28
Weighted base	277	143	134	39	75	56	53	28	27	108	92	41	37	26	8	31	22	18	24	11	22	46	43	25
It is more easily available	263 95%	133 93%	130 97%	37 96%	68 92%	53 93%	52 97%	28 100%	26 96%	103 96%	86 93%	40 97%	34 93%	25 96%	8 100%	28 91%	22 100%	16 90%	24 97%	11 94%	21 95%	42 91%	42 97%	24 96%
It offers a faster service	230 83%	124 87%	106 79%	36 93%	62 83%	45 79%	47 89%	20 73%	20 75%	95 88%	72 78%	30 74%	33 89%	24 94%	7 88%	25 79%	19 87%	18 96%	22 90%	8 75%	16 73%	39 85%	33 77%	18 72%
It is easier to understand	172 62%	92 64%	80 59%	26 67%	47 63%	30 53%	36 68%	17 60%	16 59%	75 69%	51 55%	22 55%	23 64%	18 71%	6 79%	20 64%	15 69%	13 70%	13 54%	4 34%	9 43%	30 65%	28 65%	14 57%
It is a more pleasant experience	161 58%	83 58%	77 58%	24 63%	45 60%	30 53%	35 66%	13 46%	14 51%	68 63%	49 53%	19 47%	24 67%	15 60%	5 57%	17 55%	16 71%	13 69%	16 66%	3 27%	11 51%	30 64%	24 55%	12 46%
It offers a safer service	99 36%	52 36%	47 35%	12 31%	31 41%	13 23%	17 32%	12 42%	14 52%	44 40%	23 25%	15 38%	17 47%	15 59%	5 58%	10 31%	11 50%	6 33%	6 26%	2 17%	8 36%	13 27%	15 34%	9 34%
Most of my peers use it	95 34%	42 30%	52 39%	16 42%	34 46%	13 23%	17 33%	9 33%	4 16%	38 35%	29 32%	17 42%	11 29%	16 62%	5 58%	10 31%	7 30%	5 28%	8 33%	1 5%	6 28%	14 30%	16 38%	8 32%
NET: Other	62 22%	35 25%	27 20%	7 19%	15 20%	16 29%	10 18%	6 23%	7 28%	30 27%	11 12%	10 26%	11 30%	7 27%	1 9%	7 23%	6 25%	4 21%	6 26%	4 37%	4 19%	11 23%	11 26%	1 4%
Convenience/access at any time/any where	47 17%	25 18%	21 16%	5 13%	11 15%	13 24%	9 17%	4 15%	4 14%	25 24%	6 6%	8 19%	8 22%	5 21%	1 9%	5 17%	5 22%	3 14%	5 20%	3 24%	1 6%	8 17%	10 24%	1 4%
More personal experience/face to face/get to know staff/staff/get to know me	3 1%	3 2%	-	1 3%	1 2%	-	-	-	-	-	-	1 3%	1 3%	-	-	-	-	1 7%	-	-	-	1 3%	-	-
Do not have to queue at the bank/avoid bank at busy times	2 1%	1 *	1 1%	-	-	1 3%	-	1 2%	-	1 1%	-	1 3%	-	-	-	-	1 3%	-	1 6%	-	-	-	-	-
Less likely to be sold something/hassled into buying something	2 1%	1 1%	1 *	-	1 2%	-	-	1 2%	-	-	1 1%	-	1 2%	-	-	-	-	-	-	1 6%	-	-	1 3%	-
Peace of mind/feel more comfortable	1 *	1 1%	-	-	-	-	-	-	1 4%	-	-	-	1 3%	-	-	-	-	-	-	-	1 5%	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Gender		Age							Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Weighted base	277	143	134	39	75	56	53	28	27	108	92	41	37	26	8	31	22	18	24	11	22	46	43	25
Proof of transaction/ record of what has been said	1 *	1 1%	-	-	-	-	-	-	1 3%	1 1%	-	-	-	-	-	-	-	-	-	-	1 4%	-	-	-
I am disabled	1 *	-	1 1%	-	-	1 1%	-	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	1 2%	-	-
Can see everything in front of me/what I need to read/sign/can see everything being done	1 *	-	1 1%	-	-	1 1%	-	-	-	1 1%	-	-	-	-	-	-	-	-	-	-	-	1 2%	-	-
Other	5 2%	3 2%	2 1%	1 2%	1 1%	-	1 2%	1 3%	2 6%	2 2%	3 4%	-	-	2 6%	-	2 6%	-	-	-	1 8%	1 4%	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	286	17	22	13	18	22	34	21	20	15	6	13	11	30
Weighted base	277	19	23	15	18	22	36	18	18	11	6	13	11	25
It is more easily available	263 95%	17 91%	22 95%	13 88%	18 100%	20 91%	31 87%	18 100%	18 100%	10 86%	6 100%	13 100%	11 100%	24 96%
It offers a faster service	230 83%	17 87%	20 88%	13 88%	16 88%	17 76%	30 85%	15 85%	15 83%	10 88%	6 100%	8 59%	9 86%	22 86%
It is easier to understand	172 62%	8 44%	19 84%	9 59%	12 63%	11 50%	21 60%	11 60%	12 66%	9 75%	6 100%	7 53%	6 60%	17 67%
It is a more pleasant experience	161 58%	10 51%	19 82%	6 41%	12 66%	15 65%	16 46%	10 55%	11 61%	8 67%	4 73%	7 53%	8 77%	14 57%
It offers a safer service	99 36%	5 28%	12 53%	7 46%	7 37%	8 36%	12 32%	7 41%	2 10%	6 52%	4 64%	2 18%	4 35%	5 21%
Most of my peers use it	95 34%	4 19%	9 40%	4 30%	10 57%	6 27%	15 42%	6 32%	4 23%	2 18%	4 78%	4 34%	4 39%	7 28%
NET: Other	62 22%	2 13%	5 22%	3 17%	3 17%	2 10%	12 33%	6 35%	7 38%	2 21%	1 22%	2 17%	1 10%	7 29%
Convenience/access at any time/any where	47 17%	2 8%	4 16%	3 17%	2 13%	-	8 22%	6 31%	5 27%	2 13%	1 22%	2 17%	1 10%	7 29%
More personal experience/face to face/get to know staff/ staff/get to know me	3 1%	-	1 6%	-	-	1 6%	-	-	-	-	-	-	-	-
Do not have to queue at the bank/avoid bank at busy times	2 1%	-	-	-	-	-	2 6%	-	-	-	-	-	-	-
Less likely to be sold something/hassled into buying something	2 1%	-	-	-	1 4%	-	-	-	1 7%	-	-	-	-	-
Peace of mind/feel more comfortable	1 *	-	-	-	-	-	1 3%	-	-	-	-	-	-	-
Proof of transaction/ record of what has been said	1 *	-	-	-	-	-	1 3%	-	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Weighted base	277	19	23	15	18	22	36	18	18	11	6	13	11	25
I am disabled	1 *	-	-	-	-	1 4%	-	-	-	-	-	-	-	-
Can see everything in front of me/what I need to read/sign/can see everything being done	1 *	-	-	-	-	-	-	1 4%	-	-	-	-	-	-
Other	5 2%	1 5%	-	-	-	-	-	-	1 5%	1 7%	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	286	141	83	54	5	285	283	188	46	156	233	27	1
Weighted base	277	133	86	52	4	276	274	176	44	146	224	30	1
It is more easily available	263 95%	124 93%	83 97%	50 95%	4 100%	262 95%	259 95%	169 96%	42 96%	135 92%	213 95%	25 84%	1 100%
It offers a faster service	230 83%	113 85%	70 81%	41 78%	3 80%	230 83%	229 84%	153 87%	39 90%	125 85%	194 87%	26 88%	-
It is easier to understand	172 62%	82 62%	49 57%	36 69%	3 64%	172 62%	171 62%	109 62%	27 61%	93 63%	140 62%	15 49%	-
It is a more pleasant experience	161 58%	77 58%	49 57%	31 59%	3 64%	161 58%	160 58%	103 59%	27 63%	86 59%	134 60%	14 46%	-
It offers a safer service	99 36%	46 34%	32 37%	18 35%	2 41%	99 36%	98 36%	61 35%	18 42%	50 34%	78 35%	8 27%	-
Most of my peers use it	95 34%	45 34%	31 36%	14 28%	2 41%	95 34%	95 35%	63 36%	17 40%	44 30%	80 36%	8 25%	-
NET: Other	62 22%	30 23%	18 21%	12 23%	2 38%	62 23%	62 23%	40 23%	10 22%	36 25%	56 25%	7 25%	-
Convenience/access at any time/any where	47 17%	19 14%	17 20%	9 17%	2 38%	47 17%	47 17%	32 18%	7 15%	29 19%	43 19%	6 21%	-
More personal experience/face to face/get to know staff/staff/get to know me	3 1%	3 2%	-	-	-	3 1%	3 1%	1 1%	1 3%	1 1%	3 1%	1 4%	-
Do not have to queue at the bank/avoid bank at busy times	2 1%	2 2%	-	-	-	2 1%	2 1%	1 1%	-	1 *	2 1%	-	-
Less likely to be sold something/hassled into buying something	2 1%	1 1%	-	1 1%	-	2 1%	2 1%	2 1%	-	1 *	2 1%	-	-
Peace of mind/feel more comfortable	1 *	1 1%	-	-	-	1 *	1 *	-	-	-	-	-	-

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 35

**Q5. You have said that ... is your preferred method for contacting your bank with regard to bank services overall. For which, if any of the following reasons would you say that this is the case ...**

**Base: All preferring online contact for general banking services**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/college/university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Weighted base	277	133	86	52	4	276	274	176	44	146	224	30	1
Proof of transaction/ record of what has been said	1 *	- -	- -	1 2%	- -	1 *	1 *	- -	- -	- -	- -	- -	- -
I am disabled	1 *	1 1%	- -	- -	- -	1 *	1 *	1 *	- -	1 1%	1 *	- -	- -
Can see everything in front of me/what I need to read/sign/can see everything being done	1 *	- -	1 1%	- -	- -	1 *	1 *	1 *	- -	1 *	1 *	- -	- -
Other	5 2%	4 3%	- -	2 3%	- -	5 2%	5 2%	2 1%	2 4%	4 2%	5 2%	- -	- -

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 36

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Summary**

**Base: All respondents**

Q6. Summary						
	Opening / upgrading / closing an account	Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)	Managing savings accounts	Applying for a credit card	Taking out a loan (e.g. a mortgage)	Seeking financial advice
Unweighted base	1008	1008	1008	1008	1008	1008
Weighted base	1008	1008	1008	1008	1008	1008
NET: Good	846 84%	932 92%	859 85%	697 69%	616 61%	791 78%
Very good (4)	413 41%	565 56%	387 38%	310 31%	272 27%	338 33%
Fairly good (3)	433 43%	367 36%	473 47%	387 38%	344 34%	453 45%
Fairly poor (2)	49 5%	25 2%	48 5%	32 3%	52 5%	69 7%
Very poor (1)	18 2%	11 1%	9 1%	18 2%	22 2%	26 3%
NET: Poor	66 7%	36 4%	57 6%	50 5%	75 7%	95 9%
This service is not offered by my branch	22 2%	11 1%	24 2%	70 7%	90 9%	36 4%
Don't know	73 7%	29 3%	68 7%	191 19%	227 22%	87 9%
Mean	3.36	3.54	3.35	3.32	3.25	3.24
Standard deviation	0.67	0.61	0.63	0.67	0.73	0.72
Standard error	0.02	0.02	0.02	0.02	0.03	0.02

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 37

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Gender			Age						Class					Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91	
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91	
NET: Good	846	406	440	106	142	139	151	130	179	221	236	185	204	75	35	89	82	73	60	43	89	101	124	75	
	84%	82%	86%	89%	84%	82%	84%	87%	81%	82%	84%	84%	85%	83%	87%	80%	91%	80%	85%	86%	88%	77%	88%	83%	
Very good	(4)	413	177	236	40	60	63	76	68	106	112	104	86	110	36	20	50	44	31	29	23	44	46	53	37
		41%	36%	46%	33%	35%	37%	42%	46%	48%	42%	37%	39%	46%	39%	51%	45%	48%	34%	41%	45%	44%	35%	37%	41%
Fairly good	(3)	433	230	203	66	82	76	74	61	73	109	132	99	93	39	15	38	39	42	31	21	45	55	72	38
		43%	46%	40%	55%	48%	45%	41%	41%	33%	40%	47%	45%	39%	43%	36%	35%	43%	46%	43%	41%	44%	42%	51%	42%
Fairly poor	(2)	49	28	21	6	14	8	4	7	10	15	16	12	6	2	7	3	2	6	2	*	10	4	8	
		5%	6%	4%	5%	8%	5%	2%	5%	5%	6%	6%	5%	2%	6%	4%	6%	3%	2%	8%	4%	*	8%	3%	8%
Very poor	(1)	18	10	7	2	5	3	4	1	3	2	6	5	4	-	2	-	4	1	-	3	7	-	1	
		2%	2%	1%	2%	3%	2%	2%	*	1%	1%	2%	2%	2%	-	2%	-	4%	1%	-	3%	5%	-	1%	
NET: Poor		66	38	28	8	19	11	8	7	13	17	22	17	10	2	9	3	6	6	2	3	17	4	8	
		7%	8%	6%	7%	11%	7%	5%	5%	6%	6%	8%	8%	4%	7%	4%	8%	3%	6%	9%	4%	3%	13%	3%	9%
This service is not offered by my branch		22	9	13	-	3	5	4	4	6	7	2	5	9	2	1	3	1	5	-	1	5	1	4	-
		2%	2%	2%	-	2%	3%	2%	3%	3%	3%	1%	2%	4%	2%	2%	2%	1%	6%	-	2%	5%	1%	3%	-
Don't know		73	40	33	5	6	14	17	9	22	24	19	13	17	8	3	11	5	7	4	4	12	9	7	
		7%	8%	6%	4%	3%	8%	9%	6%	10%	9%	7%	6%	7%	9%	8%	10%	5%	7%	6%	4%	9%	6%	8%	
Mean	3.36	3.29	3.43	3.26	3.23	3.32	3.40	3.44	3.47	3.39	3.29	3.32	3.45	3.36	3.52	3.40	3.48	3.27	3.33	3.45	3.42	3.19	3.38	3.33	
Standard deviation	0.67	0.69	0.66	0.64	0.73	0.68	0.68	0.61	0.66	0.65	0.69	0.70	0.65	0.64	0.59	0.71	0.56	0.75	0.69	0.59	0.65	0.82	0.55	0.69	
Standard error	0.02	0.03	0.03	0.06	0.06	0.05	0.05	0.05	0.05	0.04	0.05	0.06	0.04	0.07	0.10	0.07	0.06	0.08	0.08	0.09	0.07	0.08	0.05	0.08	



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 37

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Good	846	78	123	86	58	61	67	36	39	21	14	18	16	38
	84%	80%	87%	91%	79%	84%	82%	81%	89%	88%	86%	76%	96%	80%
Very good	(4) 413	46	52	52	22	32	28	15	22	8	6	8	5	13
	41%	47%	37%	55%	29%	44%	34%	33%	50%	35%	37%	34%	32%	27%
Fairly good	(3) 433	33	71	34	36	29	39	21	17	13	8	10	11	25
	43%	33%	50%	36%	49%	40%	48%	48%	39%	53%	49%	42%	64%	53%
Fairly poor	(2) 49	3	5	2	9	4	4	3	2	2	-	4	1	2
	5%	3%	4%	2%	12%	5%	4%	8%	5%	7%	-	15%	4%	5%
Very poor	(1) 18	2	*	-	1	4	3	1	-	-	2	-	-	1
	2%	2%	*	-	2%	6%	3%	2%	-	-	11%	-	-	1%
NET: Poor	66	5	6	2	10	8	6	4	2	2	2	4	1	3
	7%	5%	4%	2%	14%	12%	8%	10%	5%	7%	11%	15%	4%	6%
This service is not offered by my branch	22	5	2	3	1	1	-	2	-	-	-	-	-	3
	2%	6%	2%	3%	2%	1%	-	4%	-	-	-	-	-	6%
Don't know	73	9	10	4	4	2	9	3	2	1	*	2	-	3
	7%	9%	7%	5%	5%	3%	11%	6%	6%	5%	3%	9%	-	7%
Mean	3.36	3.47	3.36	3.58	3.14	3.28	3.26	3.24	3.48	3.29	3.16	3.21	3.28	3.22
Standard deviation	0.67	0.69	0.58	0.53	0.72	0.84	0.72	0.70	0.60	0.61	0.93	0.72	0.55	0.63
Standard error	0.02	0.08	0.05	0.06	0.09	0.10	0.09	0.11	0.09	0.12	0.25	0.15	0.13	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 37

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Opening / upgrading / closing an account**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	846	343	288	169	33	739	692	346	94	312	506	90	107
	84%	82%	88%	84%	87%	84%	84%	83%	85%	83%	83%	86%	81%
Very good (4)	413	156	142	87	21	345	319	147	35	132	232	46	68
	41%	37%	43%	43%	54%	39%	39%	35%	32%	35%	38%	44%	51%
Fairly good (3)	433	188	146	82	13	393	374	199	58	181	274	44	40
	43%	45%	44%	41%	33%	45%	45%	48%	53%	48%	45%	42%	30%
Fairly poor (2)	49	30	11	6	2	47	46	22	6	17	36	3	2
	5%	7%	3%	3%	6%	5%	6%	5%	6%	4%	6%	3%	2%
Very poor (1)	18	9	4	3	-	17	14	10	4	11	16	7	1
	2%	2%	1%	2%	-	2%	2%	2%	4%	3%	3%	7%	1%
NET: Poor	66	38	15	9	2	64	61	32	10	28	52	10	3
	7%	9%	5%	5%	6%	7%	7%	8%	9%	7%	9%	10%	2%
This service is not offered by my branch	22	6	8	4	2	19	18	6	-	6	11	2	3
	2%	1%	2%	2%	4%	2%	2%	1%	-	2%	2%	2%	2%
Don't know	73	32	18	20	1	54	53	32	6	28	42	3	19
	7%	8%	5%	10%	3%	6%	6%	8%	6%	8%	7%	3%	15%
Mean	3.36	3.29	3.40	3.42	3.52	3.33	3.32	3.28	3.20	3.27	3.29	3.28	3.58
Standard deviation	0.67	0.70	0.63	0.65	0.62	0.68	0.68	0.69	0.73	0.71	0.71	0.84	0.58
Standard error	0.02	0.04	0.04	0.05	0.10	0.02	0.02	0.03	0.07	0.04	0.03	0.09	0.06

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 38

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Gender			Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91	
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91	
NET: Good	932	461	471	116	153	157	167	135	203	249	259	211	213	87	34	102	87	80	67	46	93	119	134	83	
	92%	93%	92%	97%	90%	93%	93%	90%	92%	92%	93%	96%	89%	96%	84%	92%	96%	88%	94%	92%	93%	91%	95%	92%	
Very good	(4)	565	260	305	66	98	90	102	81	127	153	157	115	141	46	21	67	58	46	38	33	50	77	74	55
		56%	53%	59%	55%	58%	53%	57%	54%	58%	57%	56%	52%	59%	51%	52%	60%	64%	51%	53%	66%	49%	59%	53%	61%
Fairly good	(3)	367	201	167	50	55	67	65	54	76	96	103	96	72	41	13	35	29	34	29	13	44	42	59	28
		36%	41%	32%	42%	33%	40%	36%	36%	35%	36%	37%	44%	30%	46%	32%	32%	31%	38%	41%	26%	43%	32%	42%	31%
Fairly poor	(2)	25	13	12	1	6	2	4	5	7	8	10	2	5	2	-	3	1	1	2	2	3	6	1	5
		2%	3%	2%	1%	4%	1%	2%	3%	3%	3%	4%	1%	2%	2%	-	2%	1%	1%	2%	3%	3%	5%	1%	5%
Very poor	(1)	11	4	7	-	1	2	3	3	2	4	2	1	4	*	2	2	-	1	-	1	2	1	1	1
		1%	1%	1%	-	1%	1%	2%	2%	1%	1%	1%	*	2%	5%	2%	-	1%	-	2%	2%	1%	1%	1%	
NET: Poor		36	17	19	1	7	3	7	8	8	11	12	3	9	2	2	5	1	2	2	3	5	7	2	5
		4%	3%	4%	1%	4%	2%	4%	5%	4%	4%	4%	1%	4%	2%	5%	4%	1%	2%	2%	5%	5%	5%	2%	6%
This service is not offered by my branch		11	5	7	-	3	3	1	1	3	2	2	3	4	-	-	1	1	4	-	1	2	1	3	-
		1%	1%	1%	-	2%	2%	1%	1%	1%	1%	1%	1%	2%	-	-	*	1%	4%	-	2%	2%	1%	2%	-
Don't know		29	12	17	2	5	6	5	6	5	6	3	14	1	5	4	2	5	2	1	1	4	3	2	
		3%	2%	3%	2%	3%	4%	3%	4%	2%	2%	2%	1%	6%	1%	11%	4%	2%	5%	3%	1%	1%	3%	2%	
Mean		3.54	3.50	3.57	3.55	3.56	3.53	3.48	3.55	3.53	3.52	3.52	3.57	3.48	3.48	3.56	3.65	3.53	3.53	3.61	3.43	3.55	3.53	3.56	
Standard deviation		0.61	0.59	0.62	0.52	0.61	0.57	0.63	0.68	0.60	0.63	0.61	0.54	0.64	0.57	0.77	0.65	0.51	0.60	0.55	0.65	0.66	0.62	0.55	0.63
Standard error		0.02	0.03	0.03	0.05	0.05	0.04	0.05	0.05	0.04	0.03	0.04	0.04	0.04	0.06	0.13	0.06	0.05	0.07	0.07	0.09	0.07	0.06	0.05	0.07

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 38

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Good	932	81	130	91	71	70	80	44	41	22	15	22	17	43
	92%	83%	92%	96%	96%	96%	97%	98%	93%	95%	95%	91%	100%	92%
Very good	(4) 565	62	65	66	35	36	51	27	31	11	5	13	10	26
	56%	64%	46%	69%	48%	49%	62%	60%	72%	48%	30%	53%	59%	55%
Fairly good	(3) 367	18	64	25	36	34	29	17	9	11	10	9	7	18
	36%	19%	46%	26%	48%	46%	35%	37%	22%	46%	65%	38%	41%	37%
Fairly poor	(2) 25	2	4	2	1	3	1	-	1	1	-	1	-	-
	2%	2%	3%	2%	2%	4%	1%	-	2%	4%	-	5%	-	-
Very poor	(1) 11	3	2	-	1	-	-	-	*	-	-	1	-	2
	1%	3%	2%	-	1%	-	-	-	1%	-	-	3%	-	3%
NET: Poor	36	5	6	2	2	3	1	-	1	1	-	2	-	2
	4%	5%	5%	2%	3%	4%	1%	-	3%	4%	-	9%	-	3%
This service is not offered by my branch	11	4	-	2	1	-	-	-	-	-	-	-	-	2
	1%	4%	-	2%	2%	-	-	-	-	-	-	-	-	3%
Don't know	29	7	5	1	-	-	1	1	2	*	1	-	-	1
	3%	7%	3%	1%	-	-	1%	2%	3%	2%	5%	-	-	1%
Mean	3.54	3.64	3.42	3.69	3.45	3.45	3.61	3.62	3.70	3.46	3.32	3.42	3.59	3.51
Standard deviation	0.61	0.70	0.63	0.50	0.58	0.58	0.52	0.49	0.57	0.58	0.48	0.75	0.51	0.68
Standard error	0.02	0.08	0.06	0.05	0.07	0.07	0.06	0.07	0.09	0.11	0.13	0.15	0.12	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 38

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Financial transactions (e.g. setting up a direct debit, making a payment, transferring money)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	932 92%	383 91%	305 93%	191 94%	38 98%	814 93%	770 93%	388 93%	102 92%	349 93%	572 94%	97 93%	118 88%
Very good (4)	565 56%	230 55%	191 58%	113 56%	22 56%	491 56%	463 56%	234 56%	59 53%	199 53%	337 55%	67 64%	74 56%
Fairly good (3)	367 36%	153 37%	114 35%	78 38%	16 42%	324 37%	307 37%	154 37%	43 39%	150 40%	235 38%	30 29%	43 33%
Fairly poor (2)	25 2%	17 4%	4 1%	4 2%	- -	19 2%	18 2%	9 2%	6 5%	8 2%	13 2%	5 5%	5 4%
Very poor (1)	11 1%	6 1%	3 1%	1 *	1 2%	10 1%	9 1%	4 1%	1 1%	4 1%	4 1%	1 1%	1 1%
NET: Poor	36 4%	23 5%	7 2%	5 2%	1 2%	29 3%	27 3%	13 3%	7 6%	13 3%	17 3%	6 6%	6 5%
This service is not offered by my branch	11 1%	3 1%	5 1%	1 *	- -	11 1%	10 1%	2 1%	- -	4 1%	8 1%	2 2%	1 1%
Don't know	29 3%	10 2%	12 4%	6 3%	- -	21 2%	17 2%	12 3%	2 2%	9 2%	14 2%	- -	8 6%
Mean	3.54	3.50	3.58	3.55	3.52	3.54	3.54	3.54	3.47	3.50	3.54	3.58	3.54
Standard deviation	0.61	0.65	0.58	0.56	0.63	0.60	0.60	0.59	0.65	0.61	0.58	0.64	0.62
Standard error	0.02	0.03	0.03	0.04	0.09	0.02	0.02	0.03	0.06	0.03	0.02	0.07	0.06

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 39

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Managing savings accounts**

**Base: All respondents**

	Gender			Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91	
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91	
NET: Good	859	415	445	101	146	146	149	130	187	220	254	194	191	83	29	98	82	75	60	46	84	114	116	71	
	85%	84%	86%	84%	86%	86%	83%	87%	85%	82%	91%	89%	80%	92%	73%	88%	91%	82%	85%	92%	84%	87%	83%	78%	
Very good	(4)	387	161	225	44	71	56	69	62	84	106	111	72	98	37	16	49	37	28	21	20	37	49	51	43
		38%	33%	44%	37%	42%	33%	38%	42%	38%	39%	40%	33%	41%	41%	39%	44%	40%	31%	29%	39%	37%	37%	36%	47%
Fairly good	(3)	473	253	219	57	74	91	80	68	103	114	143	123	94	46	14	49	46	46	39	27	47	65	66	28
		47%	51%	43%	47%	44%	53%	45%	46%	47%	42%	51%	56%	39%	50%	34%	44%	50%	51%	56%	53%	47%	50%	47%	31%
Fairly poor	(2)	48	27	21	5	8	7	12	6	9	23	6	9	11	1	2	5	2	4	3	1	7	7	6	10
		5%	5%	4%	5%	5%	4%	7%	4%	4%	8%	2%	4%	4%	1%	4%	5%	3%	5%	5%	2%	7%	6%	4%	11%
Very poor	(1)	9	6	4	-	2	1	1	5	1	3	2	1	4	-	-	1	-	1	1	1	2	-	2	2
		1%	1%	1%	-	1%	*	1%	3%	*	1%	1%	*	1%	-	-	1%	-	1%	1%	1%	2%	-	1%	2%
NET: Poor		57	33	24	5	9	8	14	11	10	26	8	10	14	1	2	7	2	5	4	1	9	7	8	11
		6%	7%	5%	5%	6%	5%	8%	7%	5%	10%	3%	4%	6%	1%	4%	6%	3%	6%	6%	3%	9%	6%	5%	12%
This service is not offered by my branch		24	11	13	1	4	5	4	3	6	5	3	2	14	3	2	2	1	5	1	1	5	1	3	-
		2%	2%	2%	1%	2%	3%	2%	2%	3%	2%	1%	1%	6%	3%	5%	2%	2%	5%	2%	2%	5%	1%	2%	-
Don't know		68	35	32	12	10	10	13	5	17	19	15	14	20	4	7	5	5	6	5	2	3	8	15	8
		7%	7%	6%	10%	6%	6%	7%	4%	8%	7%	5%	6%	9%	4%	18%	4%	5%	7%	7%	3%	3%	6%	10%	9%
Mean		3.35	3.27	3.42	3.36	3.39	3.30	3.33	3.33	3.37	3.31	3.39	3.30	3.39	3.43	3.46	3.40	3.41	3.27	3.25	3.37	3.28	3.34	3.33	3.36
Standard deviation		0.63	0.63	0.62	0.58	0.63	0.58	0.65	0.72	0.60	0.69	0.57	0.57	0.67	0.52	0.60	0.65	0.55	0.63	0.61	0.59	0.69	0.59	0.63	0.77
Standard error		0.02	0.03	0.03	0.06	0.05	0.05	0.05	0.06	0.04	0.04	0.04	0.05	0.04	0.06	0.11	0.06	0.06	0.07	0.08	0.08	0.07	0.05	0.06	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 39

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Managing savings accounts**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Good	859	77	121	84	64	67	70	41	39	20	11	23	15	38
	85%	79%	86%	89%	87%	92%	85%	91%	91%	84%	72%	94%	89%	81%
Very good	(4) 387	47	48	43	23	27	30	19	22	9	5	8	9	14
	38%	48%	34%	46%	31%	37%	36%	42%	52%	38%	29%	34%	52%	29%
Fairly good	(3) 473	30	74	41	41	41	40	22	17	11	7	15	6	25
	47%	31%	52%	43%	55%	55%	49%	48%	39%	46%	43%	60%	37%	53%
Fairly poor	(2) 48	3	5	2	6	2	5	1	1	2	4	1	2	4
	5%	3%	4%	3%	8%	2%	7%	2%	2%	10%	24%	3%	11%	8%
Very poor	(1) 9	2	1	-	1	1	1	1	*	-	-	1	-	-
	1%	2%	1%	-	1%	1%	1%	1%	1%	-	-	3%	-	-
NET: Poor	57	5	6	2	7	3	6	1	1	2	4	2	2	4
	6%	5%	4%	3%	9%	4%	7%	3%	3%	10%	24%	6%	11%	8%
This service is not offered by my branch	24	6	4	2	1	-	-	-	1	-	-	-	-	4
	2%	6%	3%	2%	1%	-	-	-	3%	-	-	-	-	8%
Don't know	68	9	10	7	2	3	6	3	2	1	1	-	-	1
	7%	10%	7%	7%	3%	4%	8%	6%	3%	6%	5%	-	-	3%
Mean	3.35	3.49	3.32	3.47	3.22	3.33	3.30	3.40	3.51	3.30	3.06	3.24	3.41	3.23
Standard deviation	0.63	0.68	0.58	0.56	0.65	0.60	0.64	0.61	0.60	0.66	0.77	0.67	0.70	0.60
Standard error	0.02	0.08	0.05	0.06	0.08	0.07	0.07	0.09	0.10	0.13	0.21	0.13	0.17	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 39

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Managing savings accounts**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	859	363	283	167	34	753	709	353	90	321	524	90	106
	85%	87%	86%	82%	89%	86%	86%	85%	82%	86%	86%	86%	80%
Very good	(4) 387	156	129	72	20	339	316	163	44	133	235	36	48
	38%	37%	39%	36%	53%	39%	38%	39%	40%	36%	39%	35%	36%
Fairly good	(3) 473	207	154	94	14	415	393	189	46	188	288	54	58
	47%	49%	47%	47%	37%	47%	48%	46%	42%	50%	47%	51%	44%
Fairly poor	(2) 48	19	14	11	2	43	42	23	8	15	31	8	5
	5%	5%	4%	5%	5%	5%	5%	6%	7%	4%	5%	7%	4%
Very poor	(1) 9	4	2	3	1	8	8	4	2	6	5	1	1
	1%	1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%
NET: Poor	57	23	16	14	3	52	51	28	10	20	36	8	6
	6%	5%	5%	7%	8%	6%	6%	7%	9%	5%	6%	8%	4%
This service is not offered by my branch	24	7	8	4	-	17	16	6	1	8	13	3	6
	2%	2%	3%	2%	-	2%	2%	1%	1%	2%	2%	3%	5%
Don't know	68	26	22	18	1	53	48	29	9	25	38	3	15
	7%	6%	7%	9%	3%	6%	6%	7%	8%	7%	6%	3%	11%
Mean	3.35	3.34	3.37	3.31	3.44	3.35	3.34	3.34	3.32	3.31	3.35	3.28	3.37
Standard deviation	0.63	0.62	0.60	0.66	0.72	0.63	0.63	0.65	0.72	0.63	0.63	0.63	0.61
Standard error	0.02	0.03	0.04	0.05	0.11	0.02	0.02	0.03	0.07	0.03	0.03	0.07	0.06



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 40

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Applying for a credit card**

**Base: All respondents**

	Gender			Age						Class				Region											
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West	
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91	
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91	
NET: Good	697	328	369	83	127	114	123	103	146	188	193	158	159	61	30	75	71	59	53	32	68	86	101	62	
	69%	66%	72%	70%	75%	67%	69%	69%	66%	70%	69%	72%	66%	68%	74%	68%	78%	65%	75%	63%	67%	65%	71%	68%	
Very good	(4)	310	119	191	31	63	40	50	48	78	85	86	61	78	21	18	38	37	27	24	13	27	34	41	29
		31%	24%	37%	26%	37%	24%	28%	32%	35%	32%	31%	28%	32%	23%	46%	34%	41%	29%	35%	26%	27%	26%	29%	32%
Fairly good	(3)	387	209	178	53	64	74	73	56	68	103	107	97	81	12	37	34	33	28	19	40	52	60	32	
		38%	42%	35%	44%	38%	43%	41%	37%	31%	38%	38%	44%	34%	45%	29%	34%	37%	36%	40%	37%	40%	39%	43%	36%
Fairly poor	(2)	32	21	10	6	6	6	6	4	4	8	9	10	5	2	2	6	1	-	1	1	4	5	2	6
		3%	4%	2%	5%	4%	3%	3%	2%	3%	3%	3%	4%	2%	2%	5%	1%	-	2%	2%	4%	4%	2%	6%	
Very poor	(1)	18	9	9	3	2	5	2	4	1	5	4	3	6	4	-	3	-	2	2	1	1	1	4	-
		2%	2%	2%	3%	1%	3%	1%	3%	1%	2%	1%	2%	2%	5%	-	2%	-	2%	3%	3%	1%	1%	3%	-
NET: Poor		50	31	19	9	8	11	9	9	5	13	13	13	11	7	2	9	1	2	3	2	6	6	7	6
		5%	6%	4%	7%	5%	6%	5%	6%	2%	5%	5%	6%	4%	7%	5%	8%	1%	2%	5%	4%	6%	5%	5%	6%
This service is not offered by my branch		70	34	36	4	12	13	18	8	15	17	20	21	3	3	8	3	14	5	1	9	8	11	5	
		7%	7%	7%	3%	7%	8%	10%	6%	7%	6%	7%	6%	9%	4%	7%	7%	4%	15%	7%	2%	9%	6%	8%	5%
Don't know		191	101	90	24	23	31	30	29	54	51	54	37	49	20	6	19	15	16	10	16	18	31	22	19
		19%	20%	18%	20%	13%	19%	17%	20%	24%	19%	19%	17%	21%	22%	14%	17%	17%	18%	14%	31%	18%	24%	16%	20%
Mean		3.32	3.22	3.42	3.20	3.40	3.20	3.30	3.31	3.47	3.33	3.34	3.26	3.36	3.14	3.50	3.32	3.50	3.39	3.35	3.27	3.28	3.29	3.28	3.35
Standard deviation		0.67	0.67	0.66	0.71	0.64	0.70	0.65	0.73	0.60	0.68	0.65	0.65	0.71	0.76	0.63	0.74	0.53	0.63	0.69	0.71	0.66	0.62	0.70	0.64
Standard error		0.02	0.04	0.03	0.07	0.06	0.06	0.06	0.06	0.05	0.04	0.05	0.06	0.05	0.10	0.11	0.08	0.06	0.08	0.10	0.12	0.08	0.06	0.07	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 40

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Applying for a credit card**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Good	697	61	101	71	55	48	56	34	31	19	14	19	14	34
	69%	62%	72%	75%	74%	66%	68%	75%	72%	80%	91%	78%	81%	72%
Very good	(4) 310	36	43	36	20	19	27	16	16	4	6	5	6	10
	31%	37%	31%	38%	27%	25%	32%	35%	37%	19%	36%	22%	36%	20%
Fairly good	(3) 387	25	58	35	35	29	30	18	15	14	9	14	8	25
	38%	26%	41%	37%	48%	40%	36%	41%	35%	61%	55%	56%	45%	52%
Fairly poor	(2) 32	2	5	2	3	-	5	2	3	1	-	3	1	1
	3%	2%	3%	2%	4%	-	6%	5%	8%	4%	-	13%	4%	2%
Very poor	(1) 18	3	3	1	2	1	1	1	1	-	-	2	-	-
	2%	3%	2%	1%	2%	2%	1%	1%	2%	-	-	6%	-	-
NET: Poor	50	5	8	3	4	1	6	3	4	1	-	5	1	1
	5%	5%	6%	3%	6%	2%	7%	6%	10%	4%	-	19%	4%	2%
This service is not offered by my branch	70	8	9	6	3	11	3	2	2	-	*	-	1	5
	7%	9%	6%	6%	4%	15%	4%	5%	5%	-	3%	-	6%	12%
Don't know	191	24	23	15	11	13	17	6	6	4	1	1	1	7
	19%	24%	16%	16%	15%	17%	20%	13%	13%	17%	6%	3%	9%	15%
Mean	3.32	3.43	3.30	3.44	3.23	3.32	3.32	3.33	3.30	3.18	3.40	2.97	3.37	3.25
Standard deviation	0.67	0.76	0.68	0.60	0.66	0.63	0.68	0.68	0.77	0.50	0.51	0.81	0.60	0.49
Standard error	0.02	0.10	0.07	0.07	0.09	0.09	0.09	0.11	0.13	0.11	0.14	0.16	0.16	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 40

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Applying for a credit card**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	697	300	221	141	25	610	574	303	80	255	428	76	87
	69%	72%	67%	69%	66%	70%	70%	73%	72%	68%	70%	73%	65%
Very good	(4) 310	132	94	67	12	262	248	131	34	102	185	35	48
	31%	32%	29%	33%	32%	30%	30%	32%	31%	27%	30%	34%	36%
Fairly good	(3) 387	168	127	73	13	348	327	172	46	153	243	41	39
	38%	40%	39%	36%	34%	40%	40%	41%	42%	41%	40%	39%	29%
Fairly poor	(2) 32	13	8	8	1	28	27	17	3	10	20	-	4
	3%	3%	3%	4%	3%	3%	3%	4%	3%	3%	3%	-	3%
Very poor	(1) 18	7	6	5	1	15	15	8	5	10	12	2	3
	2%	2%	2%	2%	2%	2%	2%	2%	4%	3%	2%	2%	2%
NET: Poor	50	20	15	13	2	44	42	25	8	20	32	2	6
	5%	5%	4%	7%	5%	5%	5%	6%	7%	5%	5%	2%	5%
This service is not offered by my branch	70	30	21	10	4	63	59	21	3	28	44	12	7
	7%	7%	6%	5%	12%	7%	7%	5%	3%	8%	7%	12%	6%
Don't know	191	69	72	39	6	159	148	67	20	72	107	15	32
	19%	16%	22%	19%	17%	18%	18%	16%	18%	19%	17%	14%	24%
Mean	3.32	3.33	3.31	3.32	3.34	3.31	3.31	3.30	3.24	3.26	3.31	3.41	3.42
Standard deviation	0.67	0.65	0.67	0.72	0.72	0.67	0.67	0.68	0.77	0.69	0.67	0.61	0.70
Standard error	0.02	0.04	0.04	0.06	0.13	0.03	0.03	0.04	0.08	0.04	0.03	0.07	0.07

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 41

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scot-land	North East	North West	York-shire & Hum-ber-side	West Mid-lands	East Mid-lands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Good	616	291	325	77	110	106	120	93	111	174	168	144	131	59	23	61	60	52	39	29	65	84	92	52
	61%	59%	63%	64%	65%	62%	67%	62%	51%	65%	60%	65%	55%	65%	58%	55%	66%	58%	55%	57%	64%	64%	65%	57%
Very good	(4) 272	116	157	24	49	45	49	48	56	71	65	67	70	19	12	35	24	24	15	16	29	34	42	24
	27%	23%	30%	20%	29%	27%	28%	32%	26%	26%	23%	31%	29%	21%	30%	32%	26%	27%	22%	31%	28%	26%	29%	26%
Fairly good	(3) 344	175	169	53	61	61	70	45	55	103	103	76	61	41	11	26	36	28	23	13	36	50	51	28
	34%	36%	33%	44%	36%	36%	39%	30%	25%	38%	37%	35%	25%	45%	28%	23%	40%	31%	33%	26%	36%	38%	36%	31%
Fairly poor	(2) 52	37	16	5	14	10	12	7	4	13	10	16	13	1	3	5	3	5	7	2	1	11	6	9
	5%	7%	3%	4%	8%	6%	7%	4%	2%	5%	4%	7%	6%	1%	8%	4%	3%	5%	10%	4%	1%	8%	4%	10%
Very poor	(1) 22	11	11	5	3	5	4	3	2	6	3	8	5	6	-	4	-	1	1	1	2	2	5	1
	2%	2%	2%	5%	2%	3%	2%	2%	1%	2%	1%	4%	2%	7%	-	4%	-	1%	1%	1%	2%	1%	3%	1%
NET: Poor	75	48	27	10	17	16	17	9	5	19	13	24	19	7	3	9	3	6	8	2	3	13	11	10
	7%	10%	5%	9%	10%	9%	9%	6%	2%	7%	5%	11%	8%	8%	8%	8%	3%	7%	11%	5%	3%	10%	8%	11%
This service is not offered by my branch	90	42	48	5	13	18	18	15	20	20	24	19	27	4	7	12	9	10	4	9	10	6	13	6
	9%	9%	9%	4%	8%	10%	10%	10%	9%	8%	9%	9%	11%	4%	18%	11%	10%	12%	5%	18%	10%	4%	9%	7%
Don't know	227	113	114	28	29	30	25	32	83	56	74	33	64	21	6	29	19	22	20	10	23	29	25	23
	22%	23%	22%	23%	17%	18%	14%	21%	38%	21%	26%	15%	27%	23%	16%	26%	21%	24%	29%	19%	23%	22%	18%	25%
Mean	3.25	3.17	3.34	3.10	3.23	3.20	3.21	3.34	3.42	3.24	3.27	3.21	3.31	3.08	3.33	3.31	3.33	3.29	3.14	3.40	3.35	3.20	3.25	3.20
Standard deviation	0.73	0.75	0.71	0.76	0.74	0.77	0.73	0.73	0.63	0.71	0.64	0.81	0.78	0.82	0.70	0.86	0.56	0.71	0.73	0.70	0.66	0.71	0.77	0.75
Standard error	0.03	0.04	0.04	0.08	0.07	0.07	0.06	0.07	0.06	0.04	0.05	0.07	0.06	0.10	0.13	0.10	0.07	0.09	0.11	0.12	0.08	0.07	0.08	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 41

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?												
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47
NET: Good	616 61%	50 51%	94 67%	60 64%	54 72%	47 65%	59 72%	27 61%	31 71%	17 72%	10 65%	15 61%	12 74%	29 61%
Very good	(4) 272 27%	25 26%	38 27%	32 34%	19 25%	18 25%	26 31%	11 23%	21 48%	4 15%	6 36%	7 29%	5 29%	5 10%
Fairly good	(3) 344 34%	25 25%	56 40%	29 30%	35 47%	29 40%	34 41%	17 37%	10 22%	13 56%	5 29%	8 32%	8 45%	24 51%
Fairly poor	(2) 52 5%	3 3%	8 5%	6 6%	3 5%	3 4%	3 3%	7 17%	3 7%	2 7%	1 6%	4 18%	- -	2 4%
Very poor	(1) 22 2%	4 4%	1 1%	1 1%	4 5%	1 1%	2 2%	1 1%	- -	- -	- -	1 5%	- -	1 2%
NET: Poor	75 7%	6 6%	9 6%	7 7%	7 10%	3 5%	4 5%	8 18%	3 7%	2 7%	1 6%	6 23%	- -	3 5%
This service is not offered by my branch	90 9%	14 14%	12 8%	8 9%	5 7%	9 12%	* 1%	2 5%	3 8%	1 3%	- -	2 9%	1 6%	7 15%
Don't know	227 22%	27 28%	26 18%	19 20%	8 10%	14 19%	18 22%	7 17%	6 15%	5 19%	5 29%	2 6%	3 20%	9 18%
Mean	3.25	3.27	3.27	3.36	3.12	3.28	3.31	3.05	3.54	3.11	3.42	3.01	3.40	3.05
Standard deviation	0.73	0.84	0.65	0.70	0.79	0.63	0.68	0.77	0.66	0.53	0.68	0.91	0.51	0.56
Standard error	0.03	0.11	0.06	0.09	0.10	0.09	0.09	0.13	0.11	0.12	0.22	0.20	0.14	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 41

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Taking out a loan (e.g. a mortgage)**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	616	270	192	118	25	547	515	281	68	233	386	63	70
	61%	65%	58%	58%	65%	62%	63%	68%	61%	62%	63%	60%	53%
Very good	(4) 272	117	89	48	10	237	228	120	27	96	159	31	35
	27%	28%	27%	24%	27%	27%	28%	29%	24%	26%	26%	30%	27%
Fairly good	(3) 344	153	103	69	15	310	287	161	41	138	227	32	34
	34%	37%	31%	34%	38%	35%	35%	39%	37%	37%	37%	31%	26%
Fairly poor	(2) 52	28	16	6	3	49	47	30	7	19	39	3	3
	5%	7%	5%	3%	8%	6%	6%	7%	6%	5%	6%	3%	2%
Very poor	(1) 22	4	9	8	1	21	19	10	6	14	17	1	1
	2%	1%	3%	4%	2%	2%	2%	2%	5%	4%	3%	1%	1%
NET: Poor	75	32	25	14	4	70	67	40	13	32	55	4	4
	7%	8%	8%	7%	10%	8%	8%	10%	12%	9%	9%	4%	3%
This service is not offered by my branch	90	31	31	18	4	78	76	24	5	30	50	13	12
	9%	7%	9%	9%	11%	9%	9%	6%	4%	8%	8%	12%	9%
Don't know	227	85	81	53	5	180	166	70	25	79	120	25	47
	22%	20%	25%	26%	14%	21%	20%	17%	23%	21%	20%	24%	35%
Mean	3.25	3.27	3.25	3.20	3.20	3.24	3.24	3.22	3.10	3.19	3.20	3.39	3.40
Standard deviation	0.73	0.68	0.77	0.78	0.75	0.74	0.74	0.74	0.85	0.78	0.75	0.63	0.66
Standard error	0.03	0.04	0.05	0.07	0.13	0.03	0.03	0.04	0.09	0.05	0.04	0.08	0.08

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 42

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Seeking financial advice**

**Base: All respondents**

	Gender			Age						Class				Region										
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Scotland	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Wales	East-ern	London	South East	South West
Unweighted base	1008	501	507	117	156	179	182	173	201	359	221	161	267	88	40	115	90	92	69	54	102	132	135	91
Weighted base	1008	494	514	120	170	170	180	150	220	269	279	219	240	91	40	111	91	91	71	50	101	131	141	91
NET: Good	791	373	418	100	140	127	141	111	173	199	222	186	183	76	34	90	76	64	54	39	82	99	112	65
	78%	76%	81%	84%	82%	75%	79%	74%	79%	74%	79%	85%	76%	84%	83%	81%	84%	71%	77%	77%	81%	75%	79%	71%
Very good	(4) 338	132	205	41	60	43	55	54	84	84	83	75	95	29	15	39	36	26	25	20	31	42	45	30
	33%	27%	40%	34%	36%	26%	31%	36%	38%	31%	30%	34%	40%	31%	38%	35%	40%	29%	35%	40%	31%	32%	32%	33%
Fairly good	(3) 453	241	212	59	79	83	86	57	88	115	139	111	88	48	18	51	41	38	29	18	51	57	67	35
	45%	49%	41%	50%	47%	49%	48%	38%	40%	43%	50%	51%	37%	53%	45%	46%	45%	42%	42%	37%	51%	43%	48%	38%
Fairly poor	(2) 69	47	22	5	14	13	10	19	8	30	19	11	9	3	-	6	5	5	4	4	6	11	10	14
	7%	9%	4%	4%	8%	7%	6%	13%	4%	11%	7%	5%	4%	3%	-	6%	6%	5%	5%	7%	6%	9%	7%	16%
Very poor	(1) 26	10	16	2	1	8	5	4	6	8	7	5	6	4	1	3	1	3	2	1	3	2	3	3
	3%	2%	3%	2%	*	5%	3%	3%	3%	3%	3%	2%	2%	5%	2%	3%	1%	3%	3%	1%	3%	2%	2%	4%
NET: Poor	95	56	38	7	15	21	15	23	14	38	27	15	15	7	1	9	7	8	6	4	9	14	12	18
	9%	11%	7%	6%	9%	12%	8%	15%	7%	14%	10%	7%	6%	8%	2%	8%	7%	9%	8%	9%	9%	10%	9%	19%
This service is not offered by my branch	36	17	19	3	7	7	4	6	9	8	10	6	11	1	-	3	4	6	3	1	4	3	8	2
	4%	3%	4%	2%	4%	4%	2%	4%	4%	3%	4%	3%	5%	2%	-	3%	5%	6%	4%	3%	4%	2%	5%	2%
Don't know	87	47	39	9	8	15	20	11	24	25	21	12	30	5	6	8	3	13	8	6	6	15	9	6
	9%	10%	8%	8%	5%	9%	11%	7%	11%	9%	7%	5%	12%	6%	14%	8%	4%	14%	11%	12%	6%	12%	7%	7%
Mean	3.24	3.15	3.33	3.29	3.29	3.10	3.23	3.20	3.34	3.16	3.20	3.27	3.38	3.20	3.40	3.27	3.34	3.21	3.29	3.35	3.21	3.23	3.24	3.11
Standard deviation	0.72	0.70	0.73	0.66	0.65	0.77	0.70	0.79	0.72	0.77	0.70	0.67	0.71	0.74	0.63	0.71	0.67	0.75	0.73	0.71	0.70	0.71	0.68	0.83
Standard error	0.02	0.03	0.03	0.06	0.05	0.06	0.06	0.06	0.05	0.04	0.05	0.05	0.05	0.08	0.11	0.07	0.07	0.09	0.10	0.10	0.07	0.07	0.06	0.09

## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 42

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Seeking financial advice**

**Base: All respondents**

	Total	What is the combined annual income of your household, prior to tax being deducted?													
		Up to £7,000	£7,001 to £14,000	£14,001 to £21,000	£21,001 to £28,000	£28,001 to £34,000	£34,001 to £41,000	£41,001 to £48,000	£48,001 to £55,000	£55,001 to £62,000	£62,001 to £69,000	£69,001 to £76,000	£76,001 to £83,000	£83,001 or more	
Unweighted base	1008	98	137	89	71	72	79	49	44	28	15	25	17	56	
Weighted base	1008	97	141	95	74	73	82	45	43	24	16	24	17	47	
NET: Good	791	71	118	84	63	62	58	38	34	18	11	18	13	32	
		78%	73%	84%	88%	86%	85%	70%	85%	78%	76%	67%	74%	76%	68%
Very good	(4) 338	40	46	39	21	24	17	11	20	7	7	5	5	7	
		33%	41%	33%	41%	28%	33%	21%	25%	47%	28%	42%	22%	31%	15%
Fairly good	(3) 453	31	72	45	42	37	40	27	13	11	4	13	8	25	
		45%	32%	51%	48%	57%	51%	49%	61%	31%	47%	25%	52%	45%	53%
Fairly poor	(2) 69	5	4	2	5	4	10	2	4	3	4	3	3	7	
		7%	5%	3%	2%	6%	6%	12%	5%	9%	11%	27%	12%	20%	16%
Very poor	(1) 26	3	2	1	4	1	3	1	*	-	-	1	-	1	
		3%	4%	2%	1%	5%	1%	3%	1%	1%	-	-	3%	-	3%
NET: Poor	95	8	6	3	8	5	13	3	5	3	4	4	3	9	
		9%	8%	4%	3%	11%	7%	16%	7%	10%	11%	27%	16%	20%	18%
This service is not offered by my branch	36	4	3	4	1	4	1	1	3	1	-	2	-	3	
		4%	4%	2%	4%	1%	5%	1%	3%	7%	3%	-	6%	-	6%
Don't know	87	14	13	4	2	2	11	2	2	3	1	1	1	3	
		9%	14%	9%	4%	3%	3%	14%	5%	5%	11%	6%	4%	4%	7%
Mean	3.24	3.36	3.31	3.40	3.13	3.27	3.02	3.18	3.40	3.20	3.16	3.04	3.12	2.93	
Standard deviation	0.72	0.78	0.62	0.59	0.74	0.64	0.75	0.60	0.74	0.66	0.87	0.74	0.74	0.70	
Standard error	0.02	0.09	0.06	0.07	0.09	0.08	0.09	0.09	0.12	0.13	0.23	0.16	0.19	0.10	



## The Future of the Bank Branch

### CATI Fieldwork : 24th - 26th January 2014

Absolutes/col percents

Table 42

**Q6. I am going to read out a list of services provided by banks. To what extent do you think that each of the following services offered by the branch with which you hold your main bank account is good or poor ...**

**-Seeking financial advice**

**Base: All respondents**

	Which of the following best describes where you live?					Internet Access							
	Total	Urban	Town and Fringe	Village	Hamlet	NET: Any access	At home	At work	At School/ college/ university	Other WiFi Enabled Location	When on the move e.g. a mobile or a tablet	Somewhere else	No access
Unweighted base	1008	422	316	204	45	879	829	438	109	385	618	98	129
Weighted base	1008	419	329	202	38	875	824	415	110	375	611	105	133
NET: Good	791	332	258	157	30	689	648	323	90	281	471	86	102
	78%	79%	79%	78%	78%	79%	79%	78%	81%	75%	77%	82%	77%
Very good	(4) 338	126	120	71	12	279	258	130	39	99	188	33	59
	33%	30%	36%	35%	32%	32%	31%	31%	36%	26%	31%	32%	44%
Fairly good	(3) 453	207	139	86	17	410	391	192	50	182	283	52	44
	45%	49%	42%	43%	45%	47%	47%	46%	46%	49%	46%	50%	33%
Fairly poor	(2) 69	37	14	14	3	66	64	39	11	37	54	6	3
	7%	9%	4%	7%	9%	8%	8%	9%	10%	10%	9%	6%	2%
Very poor	(1) 26	9	10	5	2	23	20	9	2	10	18	3	3
	3%	2%	3%	3%	4%	3%	2%	2%	2%	3%	3%	3%	2%
NET: Poor	95	45	24	19	5	89	84	48	13	46	73	9	6
	9%	11%	7%	10%	13%	10%	10%	12%	12%	12%	12%	9%	4%
This service is not offered by my branch	36	15	12	4	1	30	29	12	2	16	20	5	6
	4%	4%	4%	2%	2%	3%	3%	3%	2%	4%	3%	5%	4%
Don't know	87	26	34	22	3	67	62	33	5	31	47	4	19
	9%	6%	10%	11%	7%	8%	8%	8%	5%	8%	8%	4%	15%
Mean	3.24	3.19	3.30	3.26	3.17	3.21	3.21	3.20	3.23	3.13	3.18	3.22	3.47
Standard deviation	0.72	0.70	0.73	0.73	0.79	0.72	0.71	0.72	0.73	0.72	0.74	0.71	0.68
Standard error	0.02	0.04	0.04	0.06	0.12	0.03	0.03	0.04	0.07	0.04	0.03	0.08	0.07