

## RETAIL BANKING MARKET INVESTIGATION

### Invitation to comment on agencies invited to tender for market research

**12 November 2014**

As part of its investigation into the retail banking market, the Competition and Markets Authority (CMA) is considering engaging a market research agency to carry out research. The principal objective in commissioning this research is to understand more fully the PCA market from a consumer perspective, filling gaps in existing research.

The CMA has sent an invitation to tender to a number of agencies regarding this work, details of which are set out below. The CMA intends to appoint one or more of these firms by 5 December 2014, to carry out the research.

Accent	Chiswick Gate, 598–608 Chiswick High Road, London W4 5RT <a href="http://www.accent-mr.com">www.accent-mr.com</a>
GfK NOP Ltd	Ludgate House, 245 Blackfriars Road, London SE1 9UL <a href="http://www.gfk.com">www.gfk.com</a>
IFF	Chart House, 16 Chart Street, London N1 6DD <a href="http://www.iffresearch.com">www.iffresearch.com</a>
Ipsos-MORI	79–81 Borough Road, London SE1 1FY <a href="http://www.ipsos-mori.com">www.ipsos-mori.com</a>
BDRC Continental	Kingsbourne House, 229–231 High Holborn, London WC1V 7DA <a href="http://www.bdrc-continental.com">www.bdrc-continental.com</a>
TNS.BMRB	6 More London Place, London SE21 2QY <a href="http://www.tnsglobal.com">www.tnsglobal.com</a>
ORC International	5th Floor, 701 Chester Road, Stretford, Manchester, M32 0RW <a href="http://www.ORCInternational.com">www.ORCInternational.com</a>
DJS	3 Pavilion Lane, Strines, Stockport, Cheshire SK6 7GH <a href="http://www.djsresearch.com">www.djsresearch.com</a>

Given the importance of this market investigation and the scale of the research being considered, it is important that we are able to consider a range of bids from leading agencies. Most of the agencies we have invited to tender are conducting, or have recently conducted, research for customers in the retail banking industry.

Therefore, we have requested that potential bidders provide details of how they would implement comprehensive procedures within their agency to manage and minimise any potential conflicts of interest, and special requirements will be included in the service agreement between the CMA and the retained agency.

In particular, the CMA will require the successful bidder to meet the following minimum requirements, until the market investigation is finally determined:

- No member of the team of staff undertaking the CMA's project (including the director responsible for the team working on the project, research executives and data processing staff but excluding interviewing staff) will undertake any work for other participants in the retail banking market without the CMA's consent.
- The team of staff undertaking the CMA's project will be kept physically separate from teams who undertake work for any other participant in the retail banking market.
- No individual working on the CMA's project will discuss that project with colleagues involved in work for other participants in the retail banking market.
- The team's data is to be secured so that personnel involved in work for other participants in the retail banking market cannot access it.

If any party to the investigation has reason to believe that any of the above named firms should not undertake this study on the basis outlined above, because of any potential conflicts of interest or any other restriction on the firm's suitability to carry out the work, that party should inform the CMA as soon as possible and by no later than **12pm on Wednesday 19 November 2014**.

All comments should be addressed to the Retail banking team to [retailbanking@cma.gsi.gov.uk](mailto:retailbanking@cma.gsi.gov.uk), or in writing to:

Retail banking team  
Competition and Markets Authority  
Victoria House  
Southampton Row  
London  
WC1B 4AD