

RETAIL BANKING MARKET INVESTIGATION

Notice of appointment and SME qualitative research survey methodology

1. Further to the [SME qualitative research notice](#) published on 10 March 2015, the Competition and Markets Authority (CMA) has appointed Research Works Ltd,¹ a market research agency, to undertake qualitative research in relation to small and medium-sized enterprises (SMEs).
2. Following comments received from parties, the revised research objectives and methodology are set out below.

Research objectives

3. The purpose of this qualitative research is to provide us with a better understanding of the motivations for SMEs' behaviour, complementing quantitative surveys and other evidence. The research will include the following areas:
 - (a) Price transparency and price negotiation when SMEs are seeking and applying for business current accounts and finance.
 - (b) The motivations for multi-banking (including partial switching) and the effect it has on switching.
 - (c) Multi-product holding, how it comes about and its impact on SMEs banking behaviour.
 - (d) The importance of overdraft facilities and charges in choosing a business current account.
 - (e) Which providers SMEs go to when applying for finance and why.

¹ [Research Works website](#).

Methodology

4. Following comments from parties, the methodology for the SMEs qualitative research comprises 100 in-depth interviews:
 - (a) 80 in-depth interviews with one or more key individuals within each company.
 - (b) 20 in-depth interviews with advisers and intermediaries to SMEs (eg accountants, independent financial advisers).
5. The sample of SMEs will be recruited to include a variety of different types of SMEs, including, among other things, larger and smaller SMEs and those with simple and complex banking needs.
6. Interviews will be conducted face-to-face within each SMEs' premises with one or more decision maker from the SMEs participating. Interviews will take place across the United Kingdom.