

# Business Banking Survey Follow On Research on SME behaviour - Technical Summary

## 1 Background

The purpose of this research was to investigate small & medium businesses' (SME's) behaviour and decision making process when they are seeking and applying for finance/loans and when they are choosing or switching their business current account.

The Competition and Markets Authority (CMA) are trying to identify if there are any features of the banking market which appear to **prevent, restrict or distort** competition (and, if so, what action might be taken to fix them).

The CMA have undertaken some earlier market research and obtained Charterhouse's Business Banking Survey (BBS) which has given insight into businesses banking habits and choices. However the core BBS does not include questions on the price negotiation process & how 'transparent' prices are (i.e. rates and fees).

## 2 Objectives of this project

To understand price transparency and the price negotiation process when SMEs are seeking and applying for finance: **Survey 1**

To understand how SMEs make decisions when choosing their initial business current account and what happens when the initial period of free banking expires: **Survey 2a&b**

## 3 Research Design

Launched in January 2010, the Business Banking Survey, run by Charterhouse Research, is the largest ongoing survey of the GB business banking market ever conducted, comprising interviews with 16,000 businesses annually ranging from new start-ups and established small businesses (up to £1m turnover) to commercial and corporate businesses with a turnover of up to £1bn, each segment having clear quotas and results weighted to represent all GB businesses. The survey covers usage of, and attitude to, business banking, including taking out finance and holding a bank account but does not explore either of these 2 issues in great depth.

Follow up telephone interviews were therefore commissioned to explore these two issues specifically for this CMA investigation. These interviews lasted 10 to 15 minutes depending on routing and were aimed at an appropriate decision maker. The survey was aimed at SME's spread throughout the UK (including Northern Ireland) where an SME is defined as a business with a turnover of under £25million.

All GB (England, Scotland and Wales) businesses called had already been interviewed in the main BBS survey in the previous 18 months, from October 2013 to December 2014. The core BBS survey had not been run in Northern Ireland (NI) previously and this survey only started in quarter 1 2015. Consequently the follow on surveys were carried out with NI businesses 1 to 3 weeks after their first interview.

3 separate surveys were run each among different audiences, with each sample being selected using key questions from the main survey to ensure they were eligible. Selecting the sample in this way enabled that the new results could link to the previous data (using a unique reference).

Survey 1: businesses that have applied for finance in the last 12-24 months

Survey 2a: start-up businesses benefiting from free banking

Survey 2b: businesses whose free banking has finished recently

Some businesses were eligible for both survey 1 and 2a or 2b. Focus was given to survey 1 first as this had a smaller potential number to pull respondents from. Near the end of the fieldwork period, if they were willing, and eligible,

businesses could be asked to complete both survey 1 & 2. For 2a 4 were eligible and recruited though 0 were completed. For 2b 11 were eligible and recruited and 2 were completed.

## 4 Follow on Survey scope

### 4.1 Survey 1 –Applying for finance

Why did the business need finance?

What types of finance & organisations did they consider and what information did they use?

Why did or didn't they use their main bank?

Did they seek to compare prices and products? When were they told about prices and fees?

Did they attempt to negotiate on the price?

### 4.2 Survey 2a/b – Choosing or switching business current accounts

How did they choose their account? Who helped them? Where did they search?

What factors did they consider?

What was the impact of a free banking period and what happened after the initial period?

Did the bank inform them of the new terms and conditions and fees and did they negotiate?

Did they switch/ consider switching?

Would they have acted differently if they did it again?

The follow-up survey questionnaires are included as an appendix at the end of this Technical Summary.

## 5 Fieldwork details & sample quotas

### 5.1 Survey 1 – Price transparency when applying for finance

Fieldwork dates: 13/2/2015 to 12/5/2015

Average interview length: 13.5 minutes

Quota: 500

Sample achieved: 425. (Note that the original sample for survey 1 was limited in size in finding enough businesses who had applied for finance recently so achieving the original quota of 500 interviews was not possible)

Screen outs: 48 respondents as business applied for finance previous to March 2013

Response rates: 20% of eligible sample (425/2109), 33% of sample called (425/1276)

Eligible sample:

Survey 1	Total UK	GB Q4 2013	GB Q1 2014	GB Q2 2014	GB Q3 2014	GB Q4 2014	NI Q1 2015
Total sample of eligible businesses from BBS survey	2109	430	372	494	384	331	98
Total sample interviewed	425	49	93	102	72	83	26
Total used sample (Completed, Refused, Unobtainable)	1276	247	275	329	200	167	58

Although 425 interviews were achieved in survey 1, the final achieved sample size for analysis was only 406 as a small number of interviews were excluded from the analysis for the following reasons:

- 11 were SMEs who renewed an overdraft (which were decided were not in scope for the survey shortly after fieldwork started)
- 6 were businesses with turnover over £25 million
- 2 were duplicate interviews

## 5.2 Survey 2a - Price transparency when choosing or switching business current accounts among businesses who have opened a business bank account in last 2 years

Fieldwork dates: 17/2/2015 to 12/5/2015

Average interview length: 12.47 minutes

Screen outs: 46 respondents as their business started trading before 2013.

Quota: 250

Sample achieved: 252

Response rates: 14% of eligible sample (252/1751), 43% of sample called (252/748)

Eligible sample:

Survey 2a	Total UK	GB Q4 2013	GB Q1 2014	GB Q2 2014	GB Q3 2014	GB Q4 2014	NI Q1 2015
Total sample of eligible businesses from BBS survey	1751	0	562	616	264	273	36
Total sample interviewed	252	0	72	89	43	42	6
Total used sample (Completed, Refused, Unobtainable)	748	0	243	251	107	130	17

## 5.3 Survey 2b - Price transparency when choosing or switching business current accounts among businesses who have had a business bank account for 2 to 5 years

Fieldwork dates: 3/3/2015 to 12/5/2015

Average interview length: 11.58

Screen outs: 18 respondents as business started trading after 2012 and 28 respondents as they did not receive free business banking

Quota: 250

Sample achieved: 252

Response rates: 23% of eligible sample (252/1073), 37% of sample called (252/679)

Eligible sample:

Survey 2b	Total UK	GB Q4 2013	GB Q1 2014	GB Q2 2014	GB Q3 2014	GB Q4 2014	NI Q1 2015
Total sample of eligible businesses from BBS survey	1073	0	295	295	222	219	42
Total sample interviewed	252	0	62	66	56	60	8
Total used sample (Completed, Refused, Unobtainable)	679	0	191	183	134	140	31

## 6 Technical notes

An extensive pilot phase was undertaken to identify any changes needed and check coding frames. However a number of questions were amended part way through fieldwork which led some questions having smaller base sizes than expected. In Survey 1, during standard checking, 1 interviewer was found to have not followed the script closely enough on a small number of interviews. Consequently, to avoid any bias, all of the interviews undertaken by that

interviewer were removed from the sample, a total of 50. These were not included in the analysis or sample numbers. Otherwise no technical difficulties were found. An excellent strike rate was achieved on all three surveys.

## Appendix - Questionnaires

### SME Banking Behavioural Research

#### Applying for Finance (Survey 1)

#### INTRODUCTION

Good morning/ afternoon, my name's XXXXX and I'm calling from Charterhouse Research. We are carrying out a survey on small businesses' experience of applying for finance. You answered some questions last year on our national banking survey and agreed we could re-contact you if we had further questions.

The interview will only take only about **10 minutes** to complete. Is it OK for me to carry on? *(If pushed say 'this wave is for a special project undertaken by the Competition & Markets Authority, who were previously known as The Office of Fair Trading', but otherwise keep anonymous)*

This is bone fide market research and there is no selling involved at all. These discussions are being conducted strictly in accordance with the Market Research Society's Code of Conduct which means that none of your comments will be attributed to you by name. As a thank-you to those who take part, we'll be providing a management summary of the results so you can compare your own experiences with those of other businesses

#### A SCREENING/CHECKING

A1 Can I check that you are the person in your organisation responsible for making banking decisions?  
(if needed - Many of the people I've spoken to have been the main owner of the business)

Yes

No

If no/don't recall – is there someone else I could talk who is responsible? ADD SCRIPTING TO MAKE THIS WORK AND TAKE ANY NEW RESPONDENT BACK TO THE INTRO

A2 Is the main bank account you use for your day-to-day business banking still with (MAIN BANK)?

Yes

No

A3 If no, who is day-to-day business banking with now?

Code from list from BBS

A4 From when you last spoke to us, I understand you applied to (MAIN BANK) for a loan, overdraft, or other borrowing facility for your business in the past 2 years? Is this correct?

Yes

No

If no/don't recall – is there someone else I could talk to who may know more this?

A5 When did you most recently apply for finance?

Month & year

If previous to January 2013 close

A6 And can I check, were you the person responsible for seeking and obtaining this finance or borrowing facility?

If No – can I speak to who was?

A6a How many times have you personally, or someone in your current business, applied for business finance in the past?

1. Never before this more recent time
2. Once before
3. More than once before

A7 Which best describes the owner of this business?

1. This is the only business which you/ they currently are involved in and manage
2. You/they currently manage/ run other businesses as well as this one
3. They have run and set up an businesses before this
4. DK

## B LOOKING FOR FINANCE

These question are about your most recent application for business finance. This does not necessarily need to be from your main bank.

B1 What prompted your business to seek finance? *DO NOT READ OUT, CODE 1<sup>ST</sup> MENTION & ALL THAT APPLY SEPARATELY*

1. Start-up of the business
2. Investment to expand the business
3. Purchased new/equipment asset
4. Late payments from suppliers
5. Unexpected Expenses
6. A shortfall in cash flow
7. Renovation
8. Refinancing
9. Other

B2 Which of the following types of finance did you ***consider?*** I am going to read out a list of 12 options, please say yes to any that apply to you. *READ OUT, CODE ALL THAT APPLY*  
DO NOT ROTATE

1. ***Unsecured*** business loan
2. ***Secured*** business loan
3. Commercial mortgage
4. Extending an existing overdraft facility
5. New overdraft facility
6. Business credit card
7. Personal credit card
8. Finance in personal name (loan, overdraft)
9. Asset finance, including Hire Purchase(HP), leasing or contract hire
10. Invoice discounting/factoring/sales finance
11. Peer to Peer business lending
12. Crowdfunding
13. Other (specify) DON'T READ OUT

B3 Did you consider a number of different organisations for your finance? *DO NOT READ OUT*

1. Yes
2. No, I just considered one

*If yes in B3 ask B4a*

B4a Which of these did you consider? *READ OUT CODE ALL THAT APPLY* DO NOT ROTATE

1. Your main business bank – *IF NOT CHOSEN, AFTER COMPLETING SECTION B SKIP TO SECTION D*
2. A bank or building society other than my main bank
3. A corporate finance specialist
4. venture capitalist
5. private investor
6. shareholders via increased share capital,
7. Peer to peer finance
8. Supplier finance
9. Crowd finance e.g. Kickstarter
10. A Broker
11. Asset finance provider
12. Invoice discounting provider

13. Other

If no in B3 ask B4b

B4b Which type of organisation did you go to? *DO NOT READ OUT, CODE ONE DO NOT ROTATE*

1. Your main business bank – *IF NOT CHOSEN, AFTER COMPLETING SECTION B SKIP TO SECTION D*
2. A bank or building society other than my main bank
3. A corporate finance specialist
4. venture capitalist
5. private investor
6. shareholders via increased share capital,
7. Peer to peer finance
8. Supplier finance
9. Crowd finance e.g. Kickstarter
10. A Broker
11. Asset finance provider
12. Invoice discounting provider
13. Other

Ask all

B5 Where did you look to collect information? *DO NOT READ OUT, CODE ALL THAT APPLY*

1. Financial organisation websites
2. financial organisation direct mail/email/advertising
3. Branch visits or leaflets from branches
4. Financial press or articles
5. Financial advice websites e.g. Business Money Facts
6. Price comparison websites
7. Online reviews
8. Talking to colleagues, friends, family
9. Financial adviser or other finance broker
10. Business Banking Insights
11. Other (specify)
12. Nowhere – I didn't look for any information
13. DK/Not Sure

Ask all

B6 What type of features were important to you when deciding where to go for finance? *DO NOT READ OUT, CODE 1<sup>ST</sup> MENTION AND ALL THAT APPLY SEPARATELY. PROBE IF NEEDED WITH QUESTIONS SUCH AS "What mattered to you"*

1. Interest rate
2. Arrangement fees
3. Amount of security I would have to put up against the loan
4. Penalty fees and early repayment charges
5. Availability of finance
6. Term I could borrow
7. How quickly I would receive the finance
8. How much I could borrow
9. Ease and speed of application
10. I trust the lender/reputation
11. Relationship with bank
12. Level of support in decision making
13. Quality of service on offer
14. Other (specify)



B7 How easy was it to find information on these 4 factors [...] *READ OUT, CODE ONE FOR EACH*

Ask for each:

- I. Interest Rate
- II. Arrangement fees
- III. Penalty fees and early repayment charges
- IV. What the application process would entail
  1. Very easy
  2. Quite easy
  3. Neither easy nor difficult
  4. Quite difficult
  5. Very difficult
  6. I didn't look into this
  7. Not relevant/Not applicable

*(for each statement in B7 where code 4 or 5 given)*

B8 What made it difficult? *DO NOT READ OUT*

1. Too many options
2. I had to call each bank individually
3. Information was in different formats
4. No comparison tools/website
5. Information not available or difficult to find in banks own website
6. Other (specify)

*If yes in B3.*

B9 Did you compare a number of financial organisations against each other (for example rates, charges & terms & conditions to help you make the decision of where to apply? *READ OUT, CODE ONE*

1. Yes in an organised way considering each factor one at a time
2. Yes but more superficially/considered all the factors in the round
3. No not really

*If do not answer 1 in B4a OR B4b*

B10a You said earlier that you didn't consider your main bank for finance, why didn't you? *DO NOT READ OUT, CODE 1<sup>ST</sup> MENTION & ALL THAT APPLY SEPARATELY*

1. Previously been rejected
2. I'm dissatisfied with my bank
3. Thought I would be more likely to get a loan approved elsewhere
4. Thought it would be faster elsewhere
5. Thought I would receive a better rate elsewhere
6. Thought I would receive better terms elsewhere
7. Have previously had a good experience with someone else
8. I wanted to try a different provider
9. I couldn't get an appointment with my bank
10. I just didn't consider it
11. Other (specify)

*If ONLY answer 1 in B4a OR B4b*

B10b You said earlier that you didn't consider other organisations, why didn't you? *DO NOT READ OUT, CODE 1<sup>ST</sup> MENTION & ALL THAT APPLY SEPARATELY. PROBE FULLY*

1. Previously been rejected
2. I am satisfied with my bank
3. Extending an existing lending facility
4. Thought I wouldn't get a finance approved
5. Thought I would receive the same terms whoever I applied to

6. Thought it would be too slow
7. Thought it would be too much hassle
8. Didn't want to go through the application process again
9. Thought I would receive a worse rate
10. Thought I would receive worse terms
11. My bank rejected me so I thought it would be best not to get a loan now
12. I though apply to other financial organisations would adversely affect my credit rating
13. Lack of trust with alternative provider
14. Time constraints
15. Lack of knowledge of alternative options
16. Other (specify)
17. I just didn't consider it

Ask all except those who answer 2 in B3

B11 So where did you actually apply for finance? *DO NOT READ OUT, CODE ALL THAT APPLY*

1. Your main business bank – *IF NOT CHOSEN, SKIP TO SECTION D*
2. A bank or building society other than your main bank
3. A corporate finance specialist
4. venture capitalist
5. private investor
6. shareholders via increased share capital,
7. Peer to peer finance
8. Supplier finance
9. Crowd finance e.g. Kickstarter
10. Asset finance provider
11. Invoice discounting provider
12. A Broker
13. Other (specify)

IF ANSWER 1 ONLY, GO TO C AND SKIP D

IF ANSWER ANY OF 2 TO 13 ONLY AND NOT 1, SKIP C AND GO TO D

IF ANSWER 1 AND ANY OF 2 TO 13, GO TO C AND TO D

If more than one mentioned in B11

B12 Roughly how many financial organisations did you apply to? ENTER NUMBER

## C Application to MAIN BANK

**We are now talking about the MOST RECENT application you made to your main business bank? (if necessary remind it was X)**

Do not ask C1 if only 1 answer given in B2

C1 Earlier you said you had considered (X,Y,Z filtered from Qb2), which of these did you actually apply for? DO NOT READ OUT, MULTI CODE. HOWEVER KEEP IN OTHER SPECIFY AS AN OPTION FOR RESPONSE HERE IN CASE

DO NOT ROTATE

1. Unsecured business loan
2. Secured business loan
3. Commercial mortgage
4. Extending an existing overdraft facility
5. New overdraft facility
6. Business credit card
7. Personal credit card
8. Finance in personal name (loan, overdraft)
9. Asset finance, including Hire Purchase(HP), leasing or contract hire
10. Invoice discounting/factoring/sales finance
11. Peer to Peer business lending
12. Crowdfunding
13. Other (specify) DON'T READ OUT

Ask all from here on

C2 How much money did you apply for? (if more than one applied for, say "I mean in the largest case"

DO NOT READ OUT

ADD VALUE

C3 When did you apply for finance, relative to the time the funds were needed? *READ OUT*

1. at the time the funds were needed
2. up to two weeks before the funds were needed
3. up to four weeks before the funds were needed
4. more than four weeks before the funds were needed

C4 Why did you apply to your main bank? *DO NOT READ OUT*

1. I am very satisfied with my bank or they have given me good service in the past
2. I trust my bank with my finances
3. It was convenient
4. They approached me proactively with an offer
5. Thought I would be more likely to get finance approved
6. Thought it would be faster
7. Thought I would receive a better rate
8. Thought I would receive better terms
9. I prefer to manage all my finances in one place
10. They know me and I have a relationship with them
11. Other (specify)

Code first and any response

C5 NOTE WORDS CUT OUT At what stage in the application process were you made aware of the following? *READ OUT*

- V. Interest Rate
- VI. Arrangement fees
- VII. Penalty fees and early repayment charges

VIII. What the process would entail

1. Immediately, when I first enquired
2. Not immediately but before I made the application
4. After my application was accepted
6. In my loan agreement/offer letter
5. I was never told about these
- Can't recall or don't know can't remember
- Not relevant/ not applicable

C6 How many different forms did you have to submit when making your first application? *DO NOT READ OUT*  
ADD NUMBER

## D Application to other organisations

### We are now talking about the application you made to an alternative supplier to your bank?

Do not ask D1 if only 1 answer given in B2

D1 Earlier you said you had considered (X,Y,Z filtered from QB2), which of these did you actually apply for? **DO NOT READ OUT, MULTI CODE. HOWEVER KEEP IN OTHER SPECIFY AS AN OPTION FOR RESPONSE HERE IN CASE**

**DO NOT ROTATE**

1. Unsecured business loan
2. Secured business loan
3. Commercial mortgage
4. Extending an existing overdraft facility
5. New overdraft facility
6. Business credit card
7. Personal credit card
8. Finance in personal name (loan, overdraft)
9. Asset finance, including Hire Purchase(HP), leasing or contract hire
10. Invoice discounting/factoring/sales finance
11. Peer to Peer business lending
12. Crowdfunding
13. Other (specify) **DON'T READ OUT**

Ask all from here on

D2 How much money did you apply for? (if more than one applied for, say "I mean in the largest case"

**DO NOT READ OUT**

ADD VALUE

D3 removed

D4 Why did you apply to this organisation? **DO NOT READ OUT**

1. They approached me proactively with an offer
2. I'd heard really good things about them
3. Thought I would be more likely to get a loan approved
4. Thought it would be faster
5. Thought I would receive a better rate
6. Thought I would receive better terms
7. Recommended by accountant/legal/financial advisor
8. Brand reputation
9. Customer services reputation
10. Someone recommended it
11. I have other financial products there
12. I have another business current account with them
13. Other

Ask all that answer 2 at B11

D5 Did this organisation offer you a better rate if you opened a Business Current Account or a Personal Current Account with them? **DO NOT READ OUT**

1. Yes
2. No

## E: OFFER/ NEGOTIATION

Ask those who answer section C

E1 Was your application for finance with your main bank approved? *DO NOT READ OUT*

1. Yes, go to 1a
- 5 No go to 1b
- 7 Still in process/progress

E1a You said it WAS approved, which of these would you say is closest to the truth? READ OUT, MULTICODE POSSIBLE

1. They approved exactly what I requested
2. They offered less than the amount requested
3. They offered it with additional terms and conditions
4. They offered it after an appeal was made

E1b You said it WASN'T approved, which of these would you say is closest to the truth? READ OUT. SINGLE CODE

1. I was turned down and made no appeal
2. I was turned down even after an appeal was made

E2 If No, were told why you had been declined? What reason did they give? *DO NOT READ OUT*

1. Lack or insufficient security/collateral
2. Poor personal credit rating
3. Poor business credit rating
4. No credit history
5. Asked for too much
6. Too much existing borrowing
7. Insufficient evidence of ability to repay (e.g. weak or inadequate business plan, insufficient cashflow, insufficient profitability to meet proposed structure/gearing)
8. Lack of financial information
9. Industry too risky
10. Applied for wrong facility or an unsuitable product
11. No I was never told
12. Other (specify)
13. Don't know/can't remember

E3 Were you offered an alternative form of finance? *DO NOT READ OUT*

1. Yes
2. No, but was referred to a third party
3. No, but they discussed alternative options
4. No

E4 If so, what? *DO NOT READ OUT*

1. Unsecured business loan (structured/term)
2. Secured business loan (structured/term)
3. Commercial mortgage
4. Overdraft facility
5. Personal credit card
6. Business credit card
7. Personal financing (loan or overdraft)
8. Asset finance, including hire purchase (HP), leasing or contract hire
9. Invoice discounting/factoring/sales finance
10. Other (specify)

E5 *If approved*, Earlier you said you had applied for different forms of finance (X,Y,Z filtered from C1), which type of finance did you **take out in the end**? MULTI CODE BUT DO NOT READ OUT AS ONLY CERTAIN OPTIONS APPLY. LEAVE IN OTHER AS A POTENTIAL OPTION.

1. Unsecured business loan
2. Secured business loan
3. Commercial mortgage
4. Overdraft facility
5. Personal credit card
6. Business credit card
7. Personal financing (loan or overdraft)
8. Asset finance, including HP, leasing or contract hire
9. Invoice discounting/factoring/sales finance
10. Other (specify)

E6 Did you try to negotiate on the rates or any charges or other terms and conditions with the supplier of this finance? *DO NOT READ OUT*

1. Yes
2. No

E7 *if yes*, How did you negotiate? Did you... *READ OUT*

1. Use offers from other banks/ financial organisations
2. Ask for a better rates
3. Ask for reduced charges
4. Asked for different terms
5. Asked for less security
6. Other

E8 *If yes*, what was the outcome of any negotiation? Did they... *DO NOT OUT*

1. The bank agreed to reduced rates
2. The bank agreed to reduced charges or different terms
3. The bank engaged but couldn't offer any changes at this point
4. The bank didn't/wouldn't negotiate
5. I am still negotiating
6. Other

E9 *To all*, How long did the process take from submitting an application to finding out whether it was approved/rejected? *READ OUT*

1. Within 48 hours
2. Within a week
3. Within a month
4. Within three months
5. Longer

E10 And was this..? *READ OUT*

1. About the same as you were led to believe
2. Shorter than you were led to believe
3. Longer than you were led to believe
4. I wasn't informed about the length of time the application would take

E11 *If it was longer*, did they provide you with any information about why it took them longer? *DO NOT READ OUT*

1. Yes, I didn't submit the relevant paperwork
2. Yes (other)

3. No

E12 Were you offered any additional products alongside this finance? *READ OUT*

1. Yes other products were included as a fixed deal
2. Yes I was offered other products as optional add on
3. Yes I was offered other products as optional add on and received more favourable rates on the products
4. Yes I was sold a totally unconnected product
5. No I wasn't offered other products at the same time

If answer options 1 to 4 on E11, ask:

E13 Was this at your request? *DO NOT READ OUT*

1. Yes
2. No

E14 If yes at E12, which other products were you offered? *READ OUT*

1. Current account
2. Savings account
3. Insurance
4. Business protection products
5. Other (specify)

E15 And did you take up any of these offers? *DO NOT READ OUT*

1. Yes
2. No

E16 Overall how satisfied were you with the application process with your main bank?

1. Very satisfied
2. Quite satisfied
3. Neither satisfied or dissatisfied
4. Quite dissatisfied
5. Very dissatisfied

## FINALLY

F1 and finally, thinking back to you application for finance, with the benefit of hindsight, would you...?

Would you say you would...*READ OUT ALLOW MULTICODE. ASK SO THAT EACH OPTION CAN BE ANSWERED YES OR NO AS IT IS READ OUT*

1. have spent more time reviewing options
2. have spoken to more suppliers/financial organisations
3. have focused on the fees and charges more rather than the loan rates
4. not done anything differently



# **SME Banking Behavioural Research**

## **Business Bank Account Needs**

### **USE FOR START UPS (Survey 2a)**

#### **FINAL**

## **INTRODUCTION**

Good morning/ afternoon, my name's XXXXX and I'm calling from Charterhouse Research. We are carrying out a survey on how small businesses choose their business bank account (BCA). You answered some questions last year on our national banking survey and agreed we could re-contact you if we had further questions

*The interview will only take only about 10 minutes to complete. Is it OK for me to carry on? (If pushed say 'this wave is for a special project undertaken by the Competition & Markets Authority, formally known as the office of Fair Trading' but otherwise keep anonymous)*

This is bone fide market research and there is no selling involved at all. These discussions are being conducted strictly in accordance with the Market Research Society's Code of Conduct which means that none of your comments will be attributed to you by name. As a thank-you to those who take part, we'll be providing a management summary of the results so you can compare your own experiences with those of other businesses

## **A SCREENING/CHECKING**

A1 Can I check that you are the person in your organisation responsible for making banking decisions?  
(if needed - Many of the people I've spoken to have been the main owner of the business)

Yes

No

If no/don't recall – is there someone else I could talk to who is responsible?

A2 Is the main bank account you use for your day-to-day business banking still with (MAIN BANK)?

Yes

No

A3 If no, who is day-to-day business banking with now?

Code from list from BBS

A4 Which year did your business start trading?

If 2013 or 2014 – continue this start up survey

If 2010, 2011 or 2012 – move to Established survey

If before 2010 close

## B CHOICE OF BANK

I am going to ask you some questions about when you first took out your business bank account

B1 When you initially decided to open a business bank account would you say...? *READ OUT, CODE1*

1. I went straight to the provider of my personal current account and didn't look elsewhere
2. My first thought was my personal bank account provider but I did search around with other banks
3. I searched around. I didn't really take where I bank personally into account
4. Other (specify) DO NOT READ OUT

If no, option 1, I B1:

B2 why did you not look elsewhere? *DO NOT READ OUT, CODE ALL THAT APPLY*

1. I am satisfied with my personal bank
2. I thought my bank would give me a better deal
3. I thought it would be easier, my bank already has all my details
4. I thought no other bank would offer me a Business Current Account as I am a start-up
5. My bank contacted me suggesting that I open a Business Current Account with them
6. I prefer to have all my finance/accounts with one provider
7. It offers a wide range of financial products
8. Too much hassle
9. Know your history, quicker/easier to process your application
10. Other (specify)

ASK ALL

B3 What were the important factors you took into account when choosing which bank to take out a Business Current Account with?

*DO NOT READ OUT, CODE 1<sup>ST</sup> MENTION & ALL THAT APPLY SEPARATELY*

**PROBE FULLY**

ENSURE ON ONE SCREEN

### **Branch Reasons**

1. Branch convenient location
2. Branch has good opening hours/weekend opening
3. Availability of cash/ATM machines
4. Branch near the business
5. Use of post office as a branch
6. Convenient in-branch services, like instant card printing

### **Facilities / services on Account**

7. Offers telephone banking
8. Offers Internet banking
9. Offers mobile or tablet banking
10. Offers additional features/services/benefits available on the account

### **Charges/Interest Rates**

11. Offer of free banking
12. Attractive transaction charges or fees
13. A free overdraft period
14. Competitive interest rates for deposits
15. Competitive interest rates for lending
16. Transparent and easy to understand charges
17. Arranged and unarranged overdraft charges

**The organisation/staff**

18. Good reputation (including being known for good service)
19. Experience of good service from staff in branch or on the phone
20. Willing to lend
21. Offers a relationship manager
22. Showed an interest in my business
23. Offers a wider range of products and services

**Recommendation**

24. Recommended by another business, friend or family
25. Recommended by a broker
26. Recommended by an accountant, business advisor, or mentor

**Other**

27. They are my personal bank
28. Have other financial products with them
29. Has an international presence and can offer international services
30. Other (specify)

B4 Did you compare a number of banks against each other using these factors to help you make the decision of where to choose? Did you do this...*READ OUT, CODE ONE*

1. in an organised way considering each factor one at a time
2. more superficially/considered all the factors in the round
3. not really at all

B5 And what information sources did you use when considering which bank to choose for your business current account? *DO NOT READ OUT*

1. Banks websites
2. Banks direct mail/email/advertising
3. Branch visits or leaflets from branches
4. Financial press or articles
5. Financial advice websites e.g. Business Money Facts
6. Price comparison websites
7. Online reviews
8. Talking to other business owners
9. Talking to other friends and family
10. Financial adviser, accountant or other finance broker
11. Local Chambers of Commerce, and other trade bodies/organisations
12. Business Banking Insights Website
13. Other (specify)
14. DK/Not Sure

**Branches**

B6 How important was it to your choice of bank that it had a branch that is convenient/close to your business? *Was it...? READ OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

B7 *If 1-2 in B6, Why do you need access to a physical bank branch? What would you/do you use it for?*  
DO NOT READ OUT, CODE ALL THAT APPLY.

1. Paying in cash or cheques
2. Taking out cash
3. Financial advice
4. Meeting a relationship manager/bank staff face to face
5. In case something goes wrong
6. Help and support with my business
7. Other (specify)

B8 How important was it to your choice of bank that it had branches all over the country? Was it..?  
*READ OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

### **Relationship /Business Manager**

B9 How important was it to your choice of business bank that you had a relationship manager or business manager? Was it...?

*READ OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

B10 *If 1-2 in B10, Why was a relationship or business manager important to you?*  
DO NOT READ OUT, CODE ALL THAT APPLY.

1. To provide advice and support to the business
2. More likely to provide us with credit
3. More likely to get a better service
4. I can get transactions done quickly
5. More likely to help us when we get into difficulties
6. I have someone I can go to when things go wrong
7. Someone that understands the needs of my business and explains products and services to help me

8. Other (specify)

### Speed of opening ADD

B11 When choosing your bank how important was the speed with which the bank could open your account? Would you say it was...? READ OUT SINGLE CODE

1. Very important, this is one of the main reasons I went to this organisation
2. Very important, I needed my account to be opened quickly
3. Important, but other factors were more important when choosing my bank
4. Not important at all

B12 And what channel(s) did you use to open the account? Did you use...? READ OUT MULTICODE

1. Branch
2. Online
3. Telephone
4. Other (specify)

B13 And how long did it take your bank to open your business bank account? DO NOT READ OUT SINGLE CODE

1. Immediately
2. Within 48 hours
3. Within a week
4. More than a week

### Link with PCA provider

B14 Can I just check is your Business Current Account with the same bank as your main Personal Current Account? *DO NOT READ OUT*

1. Yes
2. No

B15 Did your main personal banking bank send you any advertising material or contact you to suggest opening a Business Current Account with them? *DO NOT READ OUT*

1. Yes, they contacted me suggesting I open a Business Current Account
2. Yes, they sent advertising material on their Business Current Account
3. No

If yes IE OPTION1 OR 2 IN b16

B16 Did they offer any incentives if you open a Business Bank Account with them? Did they offer you...? *READ OUT*

1. a longer free banking period
2. other incentives (specify)
3. other (specify)
4. Nothing

## C. FREE BANKING AND FEES

C1 When you were choosing a bank, were you offered free business banking by any of the banks you considered? *DO NOT READ OUT*

1. Yes
2. No

*If yes to C1*

C2 Did you take up the offer of free business banking? *DO NOT READ OUT*

1. Yes
2. No

C3 How important was the offer of free banking on your final decision on which bank to choose? Was it... *READ OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

C4 Before you chose who to bank with, did you consider, or look at in any way, the fees you would have to pay at the end of the free banking period? *READ OUT*

1. Yes the bank pointed this information out to me and prompted me to think about this
2. Yes I looked into this, but wasn't informed by the bank until I enquired about this
3. No I didn't consider fees at all –

*If answer yes, option1 or 2, to C4,*

C5 How much did you look into or research these fees? Which of the following would you say was closest to your actions? *READ OUT*

1. I spent time looking at fees, comparing a number of different banks myself
2. I spent time looking at fees and comparing banks mainly using a price comparison site
3. I researched the fees and charges of the bank I had chosen but didn't compare banks
4. I didn't spend much time
5. I didn't look into this at all
6. DK (do not read out but code is say)

*If answer yes, option1 or 2, to C4,*

C6 How easy was it to find this information on these fee? Was it..? *READ OUT*

1. Very easy
2. Quite easy
3. Neither easy nor difficult
4. Quite difficult
5. Very difficult

*If answer yes, option1 or 2, to C4,*

C7 And how important was the level of these future fees on your final decision on which bank to choose?

Was it... *READ OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

*If answer yes, option1 or 2, to C4,*

C8 Did you try to negotiate on the fees or other terms and conditions they offered? *DO NOT READ OUT*

1. Yes
2. No

*If yes, in C8*

C9 What was the outcome of any negotiation? Would you say..? *READ OUT, MULTICODE*

1. The bank agreed to a longer free banking period
2. The bank agreed to reduced fees/a better deal
3. The bank listened but couldn't offer any changes at this point
4. The bank didn't/wouldn't negotiate
5. Other (specify)

### **Overdraft**

Ask all

C10 Were you offered an overdraft facility with your bank account? So were you offered....? *READ OUT, CODE ONE OPTION ONLY*

1. **a free** overdraft facility
2. an overdraft facility at the **standard rates**
3. an overdraft facility at **a negotiated rate;**
4. no overdraft facility

C11 And do you have an overdraft facility now? *DO NOT READ OUT*

1. Yes
2. No

C12 And how important was access to an overdraft facility to your choice of Business Bank account?

Was it..? *OUT*

1. Very important
2. Quite important
3. Neither important nor unimportant
4. Not very important
5. Not at all important

C13 Were you informed about unauthorised overdraft **charges** when you opened your Business Bank account? *DO NOT READ OUT*

1. Yes
2. No

C14 And did you consider these charges when choosing your account? *DO NOT READ OUT*

1. Yes
2. No

C15 *If not, why didn't you consider them? DO NOT READ OUT CODE ALL THAT APPLY*

1. I didn't think I would be overdrawn
2. It didn't come to my mind
3. Charges too small
4. Other (specify)

C16 Have you subsequently been overdrawn and **charged** an unauthorised borrowing fee? *DO NOT READ OUT*

1. Yes
2. No



## D. END OF FREE BANKING

Section answered if answer yes to C2

D1 Has your period of free banking now finished? *DO NOT READ OUT*

1. Yes
2. No – go to SECTION E

D2 How were you informed about the end to the free banking period and any new fees that may apply? *DO NOT READ, PROBE FULLY. MULTICODE*

1. By email from the bank
2. By letter from the bank
3. By a phone call from the bank
4. Online or secure messaging
5. None of these, this was only provided to me when I received my bank statement
6. Other (specify)

D3 Once you realised your free banking had finished or was going to finish, did you go back to your bank to move you to a different price plan or tariff that is more suitable to your business, or try to negotiate any of the fees or other terms and conditions they offered? *DO NOT READ OUT*

1. Yes
2. No

D4 And did you then consider switching banks at the end of the free banking period? *DO NOT READ OUT*

1. Yes go to D6
2. No go to D5

*If no, option 2, to question D4*

D5 Why didn't you consider switching? *DO NOT READ OUT, PROBE FULLY. CODE ALL THAT APPLY*

1. Satisfied with my bank
2. The bank understands my business
3. I have all my payments linked to this account
4. Worried about continuity of payment/access to accounts/disruption to the business
5. The charges are too small to switch
6. Too much hassle
7. Takes too long
8. Little point as they're all the same
9. I have other products linked to my bank account
10. I receive better fees with my main bank
11. I am satisfied with the support provided by my relationship manager
12. My bank offers good value for money
13. Changing my bank account provider is not the top of my priority
14. I may lose my overdraft/don't think my new provider will provide me with an overdraft
15. I am in overdraft so I don't think I can switch
16. Other (specify)

Once answered D5 GO TO section E

*If yes, option1, to question D4*

D6 Why did you consider switching?

1. Business current account too expensive
2. New fees and charges too complex
3. Lack of interest in my business
4. Unwilling to lend
5. Was offered free banking somewhere else
6. Poor overall service from relationship manager
7. Lack of support proactivity/contact from relationship manager
8. Poor attitude and lack of professionalism of relationship manager
9. Change of relationship manager
10. Closure of local branch
11. Poor service from service centre looking after day to day banking
12. Regular error re account transactions
13. Regular errors re day-to-day admin
14. One or two major errors/mistakes
15. Online banking
16. Poor account opening/closing
17. Other (specify)

*If yes, option1, to question D4*

D7 Did you switch? *DO NOT READ OUT*

1. Yes go to SECTION E
2. No go to D8

*If no to question D7*

D8 Why didn't you switch? *DO NOT READ OUT code all that apply*

1. Satisfied with my bank
2. The bank understands my business
3. I have all my payments linked to this account
4. Worried about continuity of payment/access to accounts/disruption to the business
5. The charges are too small to switch
6. Too much hassle
7. Takes too long
8. Little point as they're all the same
9. I have other products linked to my bank account
10. I receive better fees with my main bank
11. I am satisfied with the support provided by my relationship manager
12. My bank offers good value for money
13. Changing my bank account provider is not the top of my priority
14. I may lose my overdraft/don't think my new provider will provide me with an overdraft
15. I am in overdraft so I don't think I can switch
16. Other (specify)

## E Monitoring

- E1 Do you monitor the costs of having your Business Current Account? *DO NOT READ OUT*
1. Yes
  2. No

- E2 And do you ever compare costs to other Business banking providers?  
*DO NOT READ OUT*
1. Yes go to E3
  2. No go to E5

*IF YES AT E2*

- E3 How often do you make these comparisons? Would you say..? *READ OUT*
1. Less frequently than once a year
  2. About once a year
  3. Semi-annually
  4. Quarterly
  5. Monthly

If yes at E2

- E4 How transparent do you feel current charges on your Business Current Account are? Would you say they are...*READ OUT*

Very transparent

Quite transparent

Not very transparent

Not at all transparent

*IF NO AT E2*

- E5 why don't you compare costs? *DO NOT READ OUT CODE ALL THAT APPLY*

1. Too much hassle
2. I do not have time
3. Too difficult to calculate costs
4. The charges are not transparent
5. I am happy with the level of charges
6. I am happy with the level of service of my bank
7. Other (specify)

## FINALLY

F1 And finally, thinking back to when you originally chose your business bank account, with the benefit of hindsight, would you..? *READ OUT MULTICODE . ASK SO THAT EACH OPTION CAN BE ANSWERED YES OR NO AS IT IS READ OUT*

1. have spent more time reviewing options
2. have spoken to more banks about their current accounts
3. have focused on the fees and charges and access to overdraft facility
4. have focused on their services quality- access to branches, opening hours, relationship managers, etc
5. not done anything differently

# **SME Banking Behavioural Research**

## **Business Bank Account Needs**

### **USE FOR ESTABLISHED (2-5 years) (Survey 2b)**

### **FINAL**

## **INTRODUCTION**

Good morning/ afternoon, my name's XXXXX and I'm calling from Charterhouse Research. We are carrying out a survey on small businesses choice of business bank account. You answered some questions last year on our national banking survey and agreed we could re-contact you if we had further questions

*The interview will only take only about 10 minutes to complete. Is it OK for me to carry on? (If pushed say 'this wave is for a special project undertaken by the Competition & Markets Authority, the CMA', but otherwise keep anonymous)*

This is bone fide market research and there is no selling involved at all. These discussions are being conducted strictly in accordance with the Market Research Society's Code of Conduct which means that none of your comments will be attributed to you by name. As a thank-you to those who take part, we'll be providing a management summary of the results so you can compare your own experiences with those of other businesses

## **A SCREENING/CHECKING**

A1 Can I check that you are the person in your organisation responsible for making banking decisions?  
(if needed - Many of the people I've spoken to have been the main owner of the business)

Yes

No

If no/don't recall – is there someone else I could talk to who is responsible?

A2 Is the main bank account you use for your day-to-day business banking still with (MAIN BANK)?

Yes

No

A3 If no, who are you doing your day-to-day business banking with now?

Code from list from BBS

A4 Which year did your business start trading?

If 2010, 2011 or 2012 – continue with this Established survey

**If 2013 or 2014 – move to start up survey**

Thanks very much for your time. Unfortunately, you do not qualify for this survey. However, we are running another survey concurrently with this one, and you do qualify for that (based on your earlier answers). Would we be able to call you back in approximately a week to conduct that survey?

If before 2010 close

29

## B. POST FREE BANKING AND FEES

B1 When you initially opened your first business current account, did you receive free business banking?

*INTERVIEWER NOTE: IF THEY say in A2/3 THEY HAVE SWITCHED BANKS SINCE, STRESS THAT THIS IS THEIR FIRST BUSINESS CURRENT ACCOUNT*

1. Yes
2. No **THANK AND CLOSE**

B2 How important was the offer of free banking on your initial choice of bank? Was it... **READ OUT. CODE ONE ONLY**

6. Very important
7. Quite important
8. Neither important nor unimportant
9. Not very important
10. Not at all important

B3 Before you chose who to bank with, did you consider, or look at in any way, the fees you would have to pay at the end of the free banking period? **READ OUT**

4. Yes the bank pointed this information out to me and prompted me to think about this
5. Yes I looked into this but wasn't informed by the bank until I enquired about this
6. No I didn't consider fees at all
7. Can't remember (DO NOT READ OUT)

B4 Has that initial period of free banking now finished? **DO NOT READ OUT**

3. Yes **ASK B5**
4. No **GO TO B6**
5. Don't know **GO TO B5**

B5 How were you informed about the end to the free banking period and any new fees that may apply? **DO NOT READ. PROBE FULLY. CODE ALL THAT APPLY**

7. By email from the bank
8. By letter from the bank
9. By a phone call from the bank
10. Online and/or secure messaging
11. None of these, this was only provided to me when I received my bank statement
12. Other (specify)

**GO TO B7**

B6 Which of these statements would you say is closest to your situation? **READ OUT**

30

1. I am still in the original period for free banking **GO TO SECTION D**
2. My bank offered me an extended free banking period **GO TO SECTION D**
3. My initial free banking period was extended after I negotiated with my bank **GO TO SECTION D**

**B7** Once you realised your free banking had finished, or was going to finish, which of these did you do?  
**READ OUT & CODE ALL THAT APPLY**

1. I looked at other business current accounts at other banks **GO TO B8**
2. I looked at different monthly plans/tariffs offered by my banks to see which one was most suitable for my business **GO TO B8**
3. I contacted my bank to negotiate fees and other terms and conditions **GO TO B9**
4. Did nothing **GO TO B8**
5. Other (specify) **GO TO B8**

**B8** Why did you **not** negotiate fees and other terms and conditions? Which of these would you say applied?...**READ OUT. CODE ALL THAT APPLY**

1. I wasn't aware I could negotiate fees with my bank
2. I thought the bank would not negotiate my fees with me
3. There is no point negotiating fees, all banks have similar fees
4. I was happy with my current account plan/deal
5. Other (specify)

## **GO TO SECTION C**

**B9** How successful do you feel you were in negotiating with your bank? Were you ... **READ OUT. CODE ONE ONLY**

1. Successful, you received an extension on my free banking period
2. Successful, you were offered a better plan with better fees and terms and condition
3. Unsuccessful, the bank refused to change the fees and/or the terms and conditions and did not offer any additional services
4. Other (specify)

## **C SWITCHING**

**C1** Did you consider switching business bank when your free banking period came to an end? **DO NOT READ OUT**

1. Yes **GO TO C3**
2. No **ASK C2**

**C2** Why did you not consider switching business bank? **DO NOT READ OUT- MULTI CODE POSSIBLE. PROBE 'WHAT ELSE?'**

17. Satisfied with my bank
18. The bank understands my business
19. I have all my payments linked to this account
20. Worried about continuity of payment/access to accounts/disruption to the business
21. The charges are too small to switch

22. Too much hassle
23. Takes too long
24. Little point as they're all the same
25. I have other products linked to my bank account
26. I receive better fees with my main bank
27. I am satisfied with the support provided by my relationship manager
28. My bank offers good value for money
29. Changing my bank account provider is not the top of my priority
30. I will lose my overdraft/don't think my new provider will provide me with an overdraft
31. I am in my overdraft limit so I cannot switch
32. Other (specify)

## GO TO SECTION D

C3 Why did you consider switching? **DO NOT READ OUT- MULTI CODE POSSIBLE. PROBE 'WHAT ELSE?'**

Business current account too expensive

1. New fees and charges too complex
2. Lack of interest in my business
3. Unwilling to lend
4. Was offered free banking somewhere else
5. Poor overall service of RELATIONSHIP MANAGER
6. Lack of support proactivity/contact from RELATIONSHIP MANAGER
7. Poor attitude and lack of professionalism of RELATIONSHIP MANAGER
8. Change of RELATIONSHIP MANAGER
9. Closure of local branch
10. Poor service from service centre looking after day to day banking
11. Regular error re account transactions
12. Regular errors re day-to-day admin
13. One or two major errors/mistakes
14. Online banking
15. Poor account opening/closing
16. Other (specify)

C4 Were you offered free banking if you switched to a new bank? **DO NOT READ OUT**

1. Yes
2. No

C5 Did you actually switch? **DO NOT READ OUT**

1. Yes (Go to C7)
2. No (Go to C6)

C6 Why did you decide not to switch? **DO NOT READ OUT**

1. Satisfied with my bank
2. The bank understands my business
3. I have all my payments linked to this account



4. Worried about continuity of payment/access to accounts/disruption to the business
5. The charges are too small to switch
6. Too much hassle
7. Takes too long
8. Little point as they're all the same
9. I have other products linked to my bank account
10. I receive better fees with my main bank
11. I am satisfied with the support provided by my relationship manager
12. My bank offers good value for money
13. Changing my bank account provider is not the top of my priority
14. I will lose my overdraft/don't think my new provider will provide me with an overdraft
15. I am in my overdraft limit so I cannot switch
16. Other (specify)

Go to section D

C7 How easy or hard was it to switch? Was it...? READ OUT

1. Very easy
2. Quite Easy
3. Neither easy nor difficult
4. Quite Difficult
5. Very difficult

If code options 4 or 5 in C7

C8 And why was this difficult? DO NOT READ OUT (capture first and all)

1. I had to contact all my suppliers to let them know my new account number;
2. I had to set-up and change all my online banking;
3. I had to set-up all my direct debits and standing others;
4. I had to apply and cancel my overdraft;
5. I had to transfer my overdraft;
6. We had to delay payments;
7. Other (specify)

C9 And how easy or hard did you expect switching your business current accounts would be? Did you expect it to be...? READ OUT

1. Very easy
2. Quite Easy
3. Neither easy nor difficult
4. Quite Difficult
5. Very difficult

C10 When switching accounts did you use C.A.S.S. (the Current Account Switching Service)? DO NOT READ OUT

1. Yes

2. No

## D MULTIPLE PRODUCTS

### ASK ALL

D1 Can I check, do you have any other banking products with your current main business bank? DO NOT READ OUT

1. Yes
2. No go to section E

D2 If yes, what banking products are these? DO NOT READ OUT. PROBE ANYTHING ELSE?

1. Unsecured business loan
2. Secured business loan
3. Commercial mortgage
4. Overdraft facility
5. Business credit card
6. Personal credit card
7. Personal loan
8. Personal Current Account
9. A deposit account
10. Insurance
11. Merchant Solutions
12. Asset finance, including hire purchase (HP), leasing or contract hire
13. Invoice discounting/factoring/sales finance
14. Other (specify)

D3 If yes, why did you take out these banking products with your main bank? DO NOT READ OUT

1. They offered me a better rate
2. I thought I would be more likely to get my application approved
3. I thought the process of opening these accounts would be easier
4. I thought the process of opening these accounts would be faster
5. It is easy to link this to my account
6. My own bank proactively suggested it to me
7. I like to manage all my accounts and financial products from one bank
8. A business advisor (such as an IFA or accountant) helped me
9. Other (specify)

## E Monitoring

E1 Do you monitor the costs of having your Business Current Account? *DO NOT READ OUT*

3. Yes
4. No

E2 And do you ever compare costs to other Business banking providers? *DO NOT READ OUT*

3. Yes go to E3
4. No go to E4

E3 How often do you make these comparisons? Would you say..? *READ OUT*

6. Less frequently than once a year
7. About once a year
8. Semi-annually
9. Quarterly
10. Monthly

IF NO AT E2

E4 why don't you compare costs? *DO NOT READ OUT CODE ALL THAT APPLY*

8. Too much hassle
9. I do not have time
10. Too difficult to calculate costs
11. The charges are not transparent
12. I am happy with the level of charges
13. I am happy with the level of service of my bank
14. Other (specify)

Ask all

E5 How transparent do you feel current charges on your Business Current Account are? Would you say they are...*READ OUT*

1. Very transparent
2. Quite transparent
3. Not very transparent
4. Not at all transparent

## F FUTURE

F1 What is your view on whether you will remain with your current business bank over the coming year? Would you say you ...? *READ OUT*

1. plan to continue to use them, you are not looking to switch *GO TO F3*
2. are considering switching away from them *GO TO F2*
3. are actively looking to move to another bank *GO TO F2*

F2 And finally, why are you considering or looking to switch away from your bank? *DO NOT READ OUT*

18. Business current account too expensive
19. New fees and charges too complex
20. Lack of interest in my business
21. Unwilling to lend
22. Was offered free banking somewhere else
23. Poor overall service from relationship manager
24. Lack of support proactivity/contact from relationship manager
25. Poor attitude and lack of professionalism of relationship manager
26. Change of relationship manager
27. Closure of local branch

28. Poor service from service centre looking after day to day banking
29. Regular error re account transactions
30. Regular errors re day-to-day admin
31. One or two major errors/mistakes
32. Online banking
33. Poor account opening/closing
34. Other (specify)

THANK AND CLOSE WITH SUITABLE SCRIPT

F3 Why are you not looking to switch banks? DO NOT READ OUT

1. Satisfied with my bank
2. The bank understands my business
3. I have all my payments linked to this account
4. Worried about continuity of payment/access to accounts/disruption to the business
5. The charges are too small to switch
6. Too much hassle
7. Takes too long
8. Little point as they're all the same
9. I have other products linked to my bank account
10. I receive better fees with my main bank
11. I am satisfied with the support provided by my relationship manager
12. My bank offers good value for money
13. Changing my bank account provider is not the top of my priority
14. I may lose my overdraft/don't think my new provider will provide me with an overdraft
15. I am in overdraft so I don't think I can switch
16. Other (specify)

F4 *If more than one answer given in F3, And which is the most important reason for not switching. Is it ... READ OUT XYZ chosen in F3. CODE LIST AS IN F3*

F5 And finally, what, if anything, would encourage you to switch banks?  
OPEN ENDED

THANK AND CLOSE WITH SUITABLE SCRIPT