

## RETAIL BANKING MARKET INVESTIGATION

### Notice of appointment of BDRC Continental and GfK NOP to conduct quantitative research

**8 December 2015**

On 22 October 2015 the Competition and Markets Authority (CMA) notified the [provisional findings](#) of its investigation into the retail banking market in which it provisionally found adverse effects on competition.

The [Notice of possible remedies](#), also published on 22 October 2015, sets out our initial thinking on possible remedy approaches.

We have commissioned a programme of qualitative research that will aid in understanding some of the potential remedies and the possible implications for competition (details provided in a separate [notice](#)). We also consider that further quantitative research is needed to supplement the qualitative work.

The CMA has now appointed:

- BDRC Continental of 229-231 High Holborn, London WC1V 7DA to conduct research among small and medium-sized enterprises (SMEs); and
- GfK NOP of 245 Blackfriars Road, London SE1 9UL to conduct research among personal current account (PCA) customers.

#### **Research objectives**

The main objective of the quantitative research is to guide the development of the measures aimed at improving the account opening and switching process (remedies 6 to 11 in the [Notice of possible remedies](#)), building on the qualitative and quantitative evidence from the FCA Current Account Switch Service review.

#### **Methodology**

We have designed a suite of questions to be asked of SMEs and PCA customers on well-established omnibus surveys. We have invited comments on these questions from parties to the investigation.

For PCA customers we have commissioned questions on a wave of the nationally representative GfK omnibus survey. The survey interviews 2,000 adults per wave and is administered face to face.

For SMEs we are using the nationally representative, telephone-based BDRC Business Opinion Omnibus survey, which interviews 450 SMEs per wave. All interviews are conducted with senior financial decision-makers.

More details of the respective omnibus surveys are available on the [GfK](#) and [BDRC](#) websites.