

TNS Current Account Switching Index October 2013



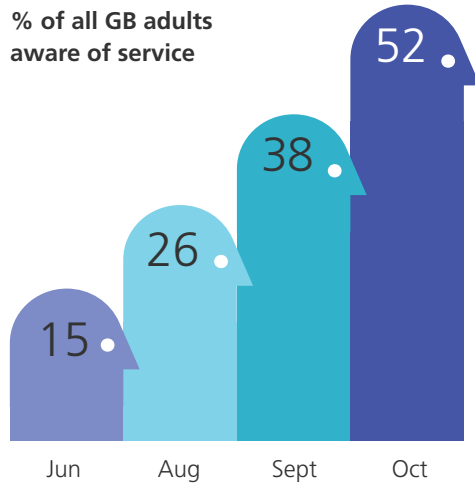
Awareness of switch now exceeds 50%

Of those who have switched, 68% are aware of the service.

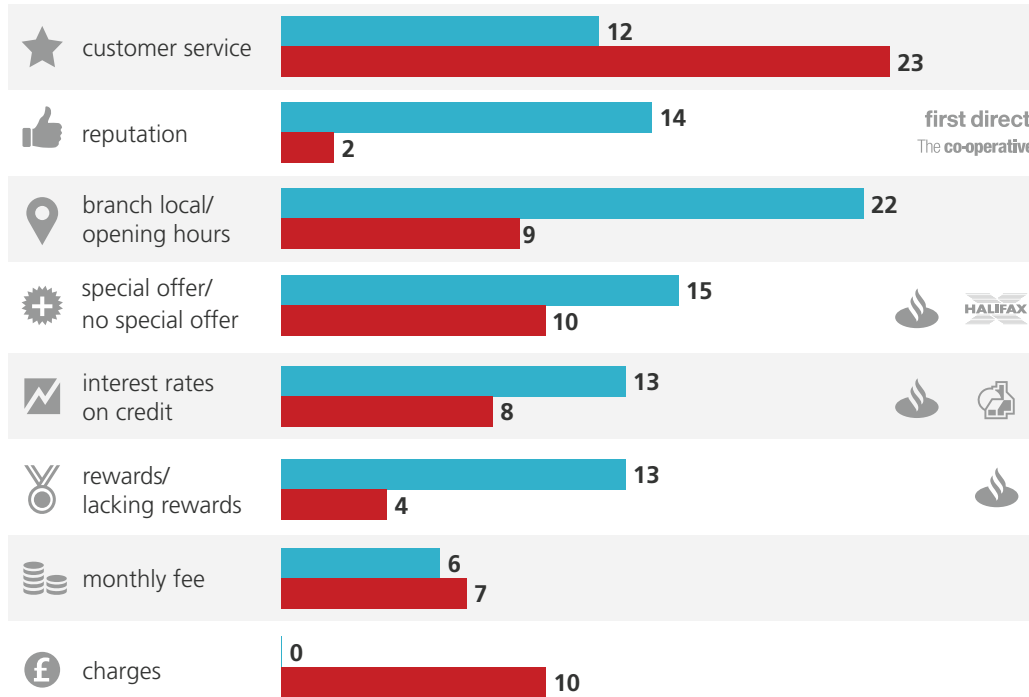
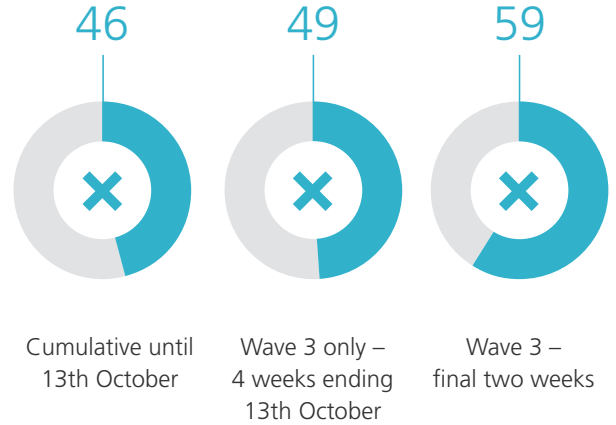
There is an increasing trend to switchers having their account < 6 years. (34% in October vs. 29% in September).

Switchers are more likely to be male and ABC1 (57% ABC1, 52% male).

% of all GB adults aware of service



Slow shift to closing the previous current account

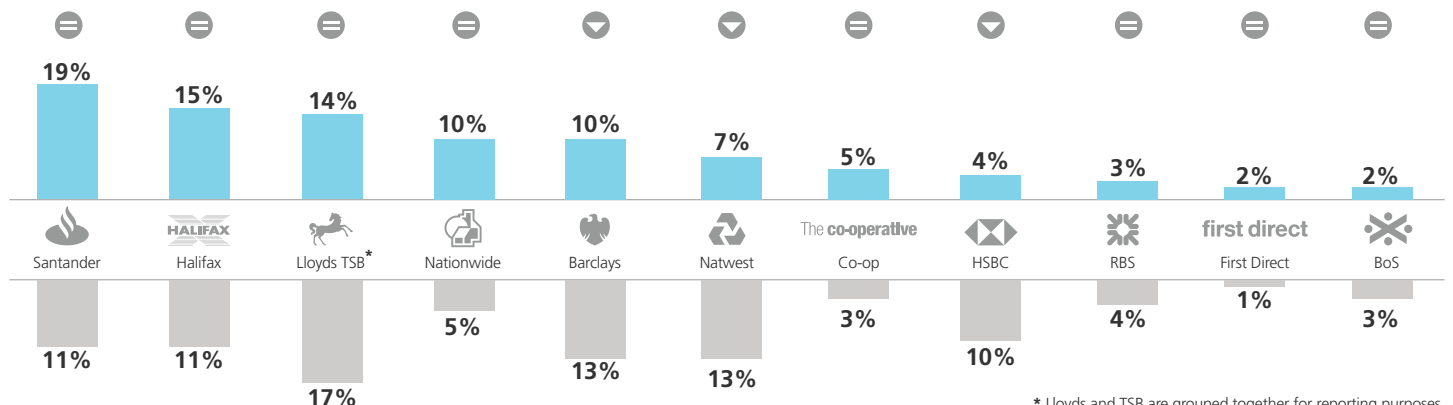


Poor customer service continues to be the main trigger for leaving. Reputation and accessibility are strong consideration factors in choosing the 'new' provider, with financial incentives becoming an increasingly motivating factor.

■ reason for choosing %
■ reason for leaving %

Logos indicate where a brand has performed strongly on corresponding reason for choosing.

% of switchers



Cumulatively, the headline picture is of continuing churn with the traditional banks under greater pressure in the latest wave.

* Lloyds and TSB are grouped together for reporting purposes.