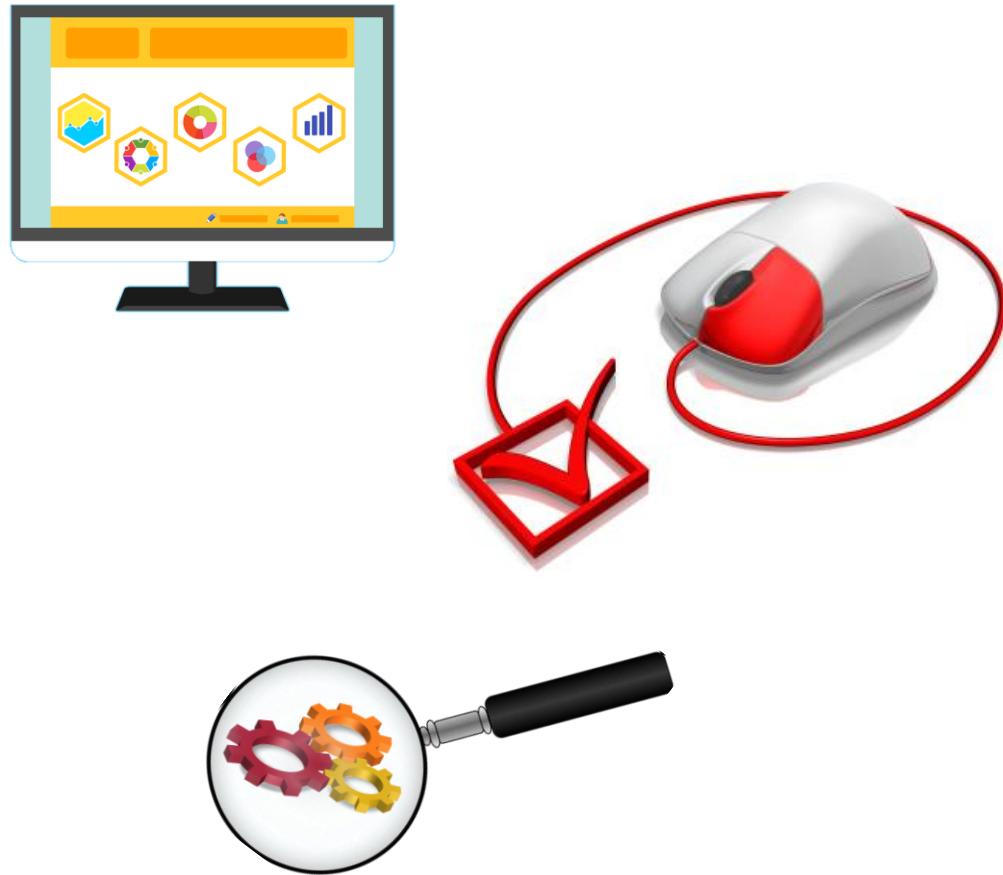




BPFI KBC/UB Customer Survey

January 2023/S22-204/MC



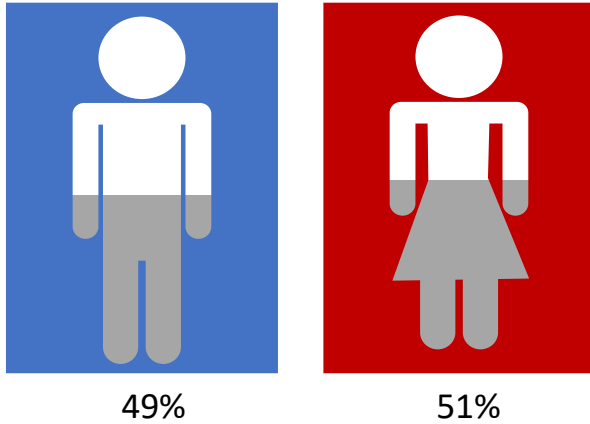
- A number of questions were placed on the Amárach Research **November 2022** omnibus. These questions were repeated in **December 2022** and a third wave of research will be conducted in **January 2023**.
- The questions were pre-agreed with the Banking & Payments Federation Ireland.
- A **total sample of 1,000** was achieved in each wave with quotas set on gender, age, social class and region to achieve a sample aligned with the national population. Due to the high proliferation of the internet among the Irish population, the Amárach Research omnibus is completed fully online.
- Survey fieldwork dates were as follows:
 - Wave 1: 17th-21st November 2022
 - Wave 2: 13th-16th December 2022



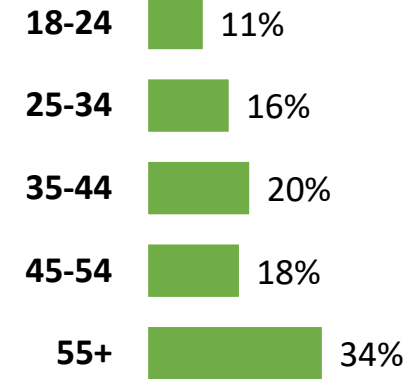
Weighted Demographic Profile – Wave I and II

(BASE: All respondents – 1,000)

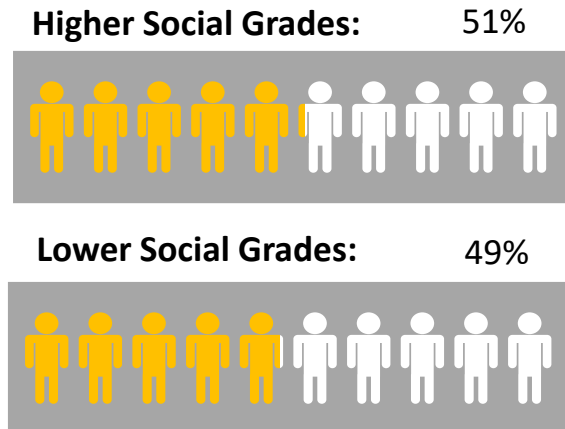
GENDER



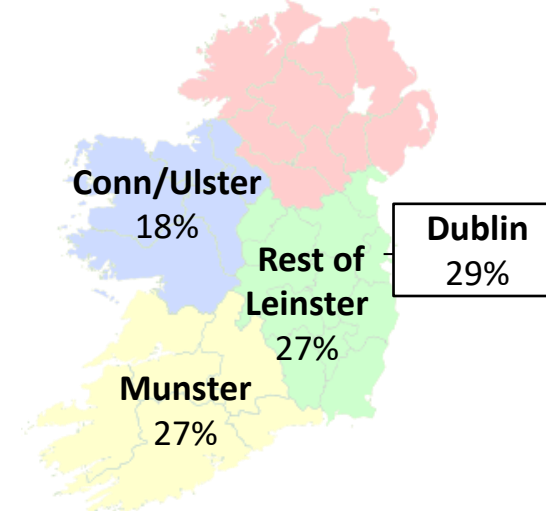
AGE



SOCIAL CLASS



REGION

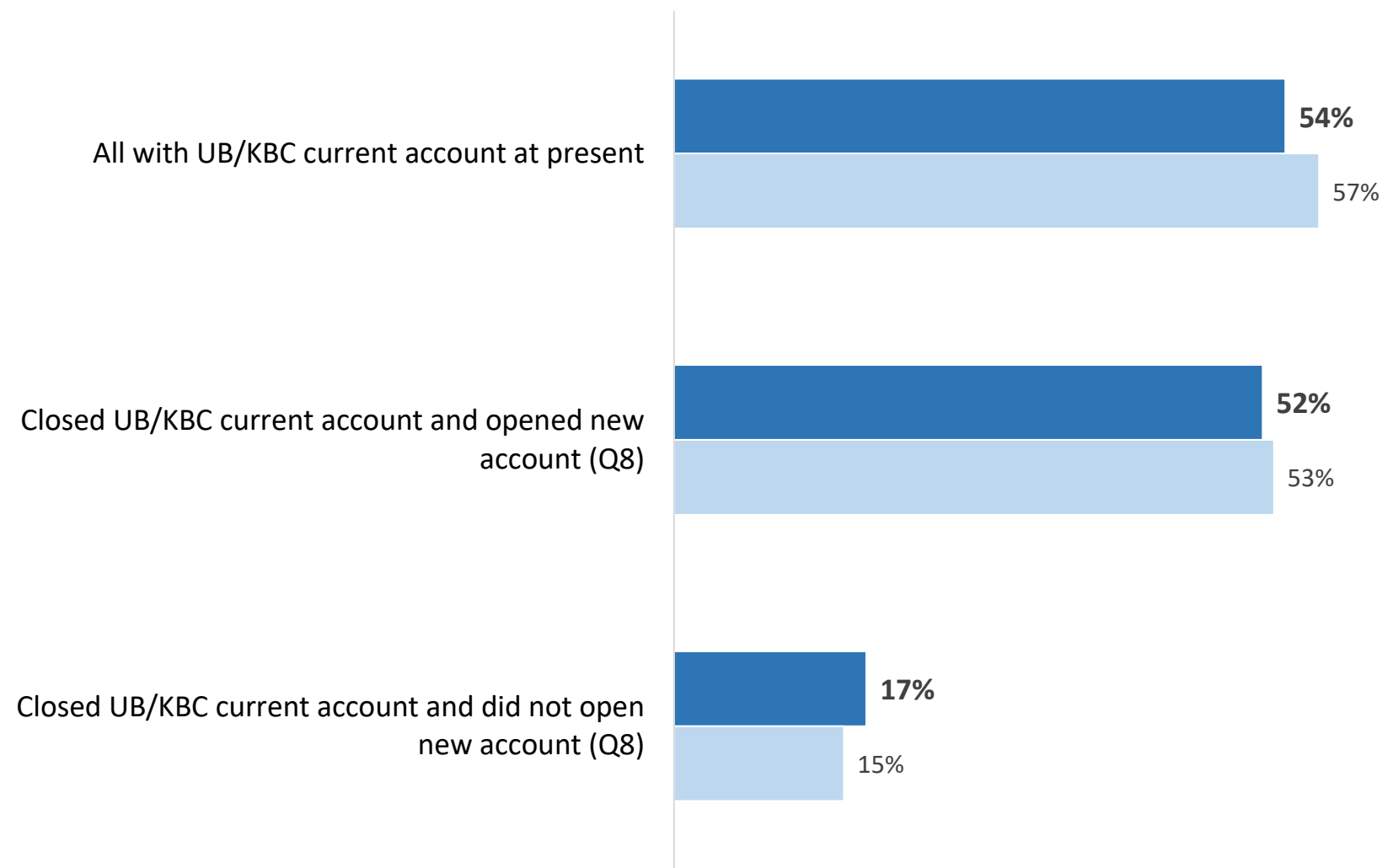


Current Status of Respondents with KBC/UB Current Accounts at January 2022



(BASE: All respondents with KBC/UB Current Accounts at January 2022 – 241 (239) wtd)

Wave 2 - 
Wave 1 - 



Of those with UB/KBC account at present, 17% have a main current account (21% in Wave 1)

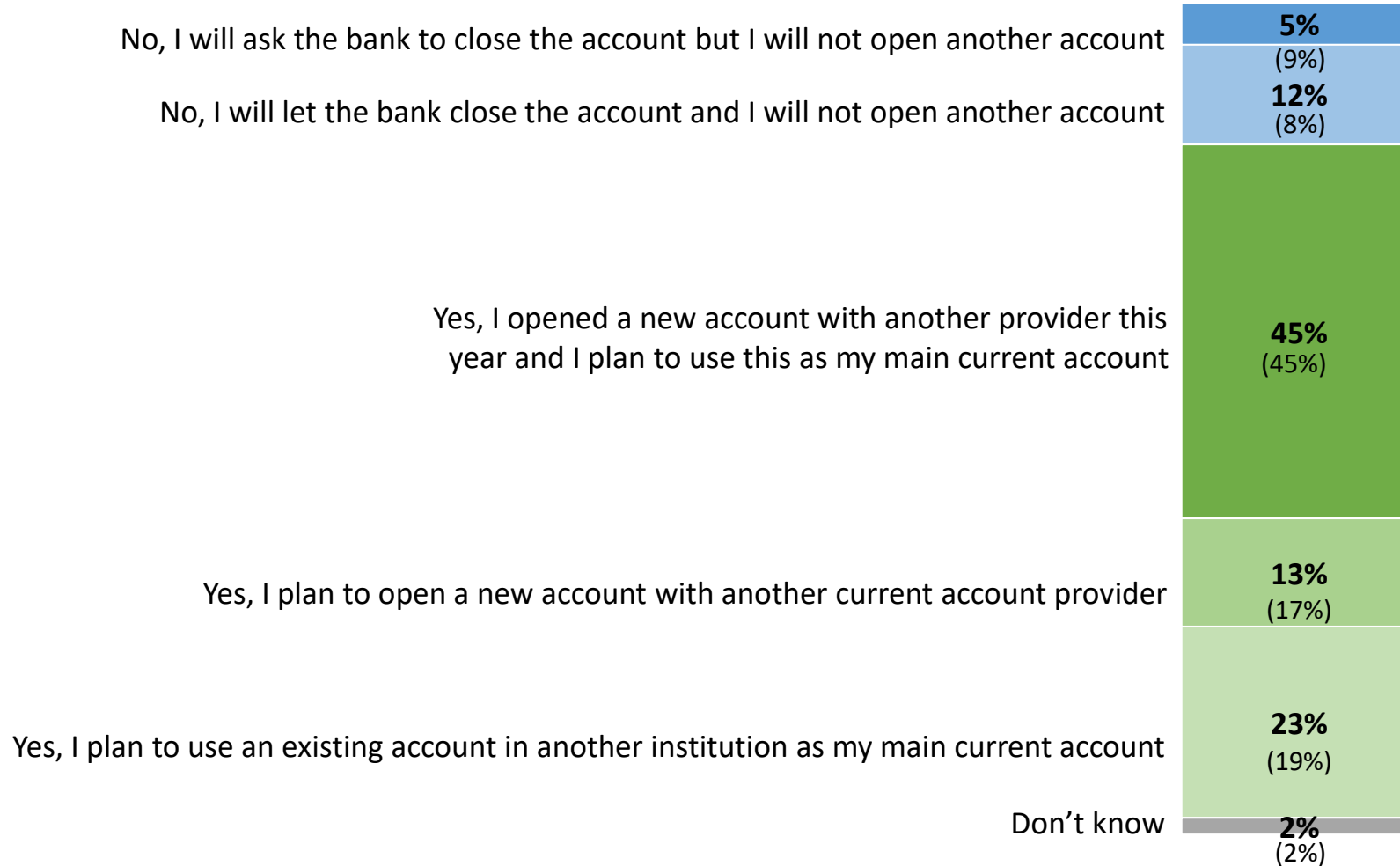
Q1. Which of the following providers do you have your main personal account with, either in your own name or jointly with another person?
Q8. Thinking back to the start of 2022, have you closed any Ulster Bank or KBC Bank Ireland personal current accounts?



Plan for Moving Current Account

(BASE: All respondents with KBC/UB Current Accounts at present – 130 (136) wtd)

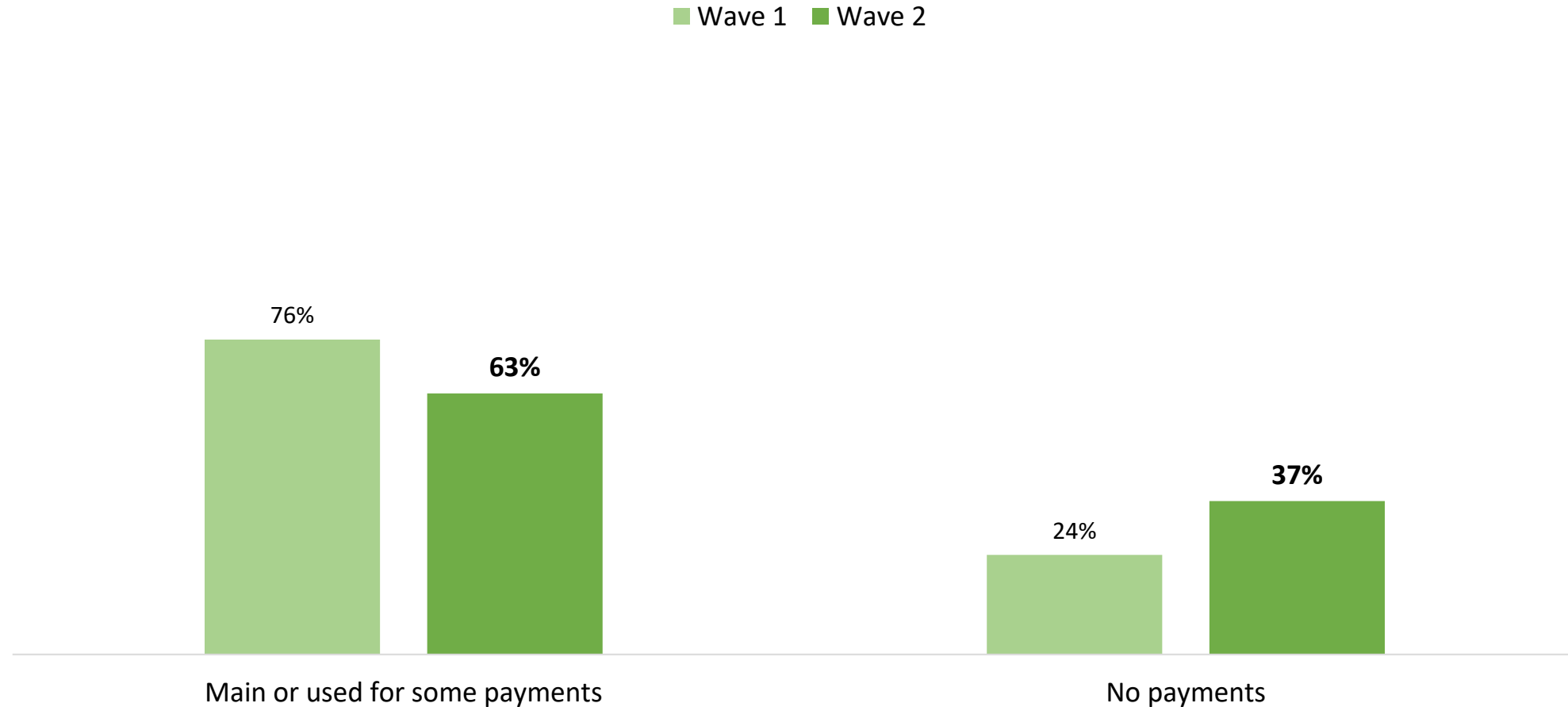
= Wave 2 data
() = Wave 1 data



Use of Current UB/KBC Current Accounts



(BASE: All respondents with KBC/UB Current Accounts at present – 130 (136) wtd)





Q1. Which of the following providers do you have your main personal account with, either in your own name or jointly with another person?

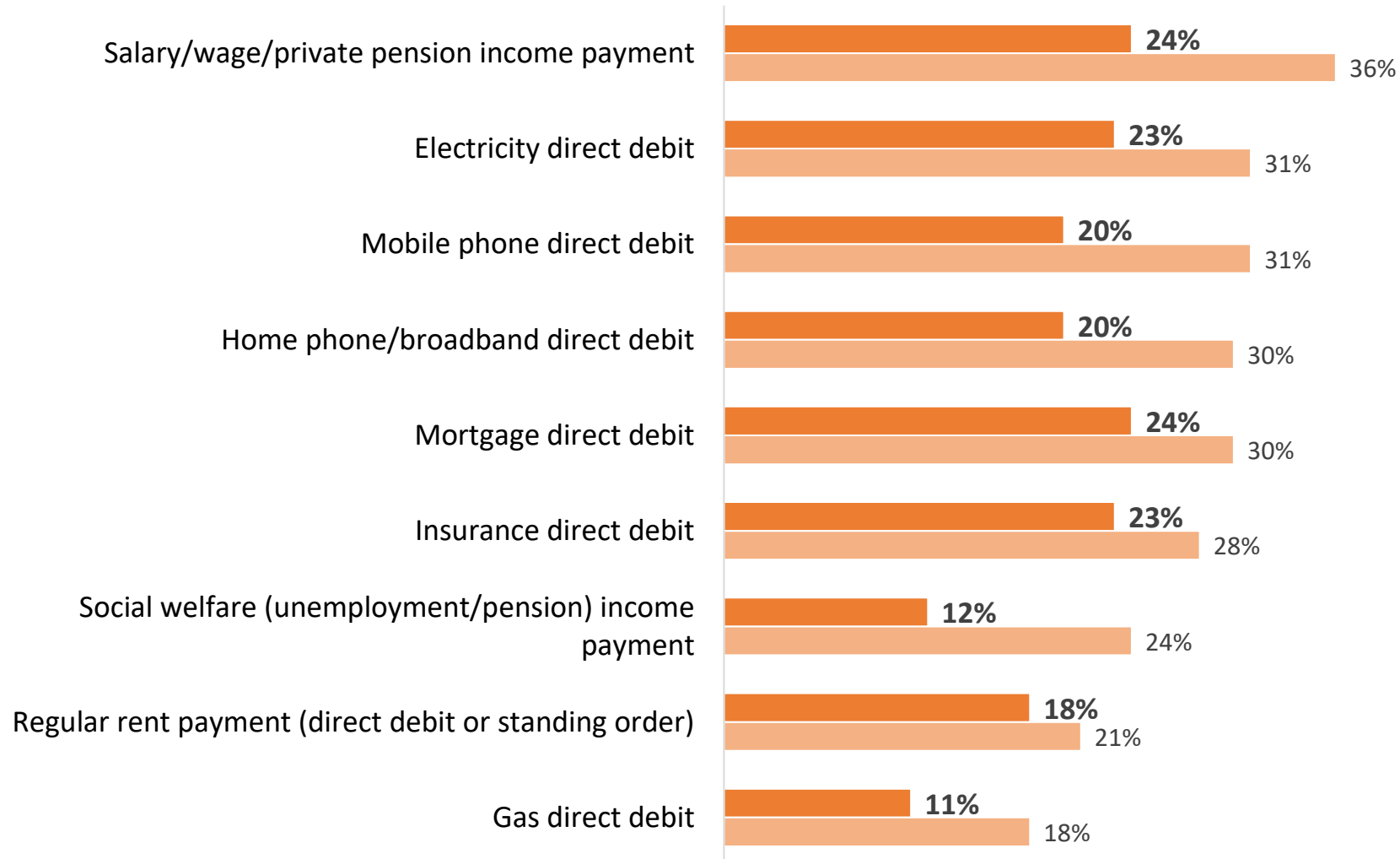
Q5. Do you have any other personal current accounts, including joint accounts, in Ulster Bank Ireland or KBC Bank Ireland which is still in use?



Payments Made from KBC/UB Current Account

(BASE: All respondents with KBC/UB Current Accounts at present – 130 (136) wtd)

Wave 2 - 
Wave 1 - 

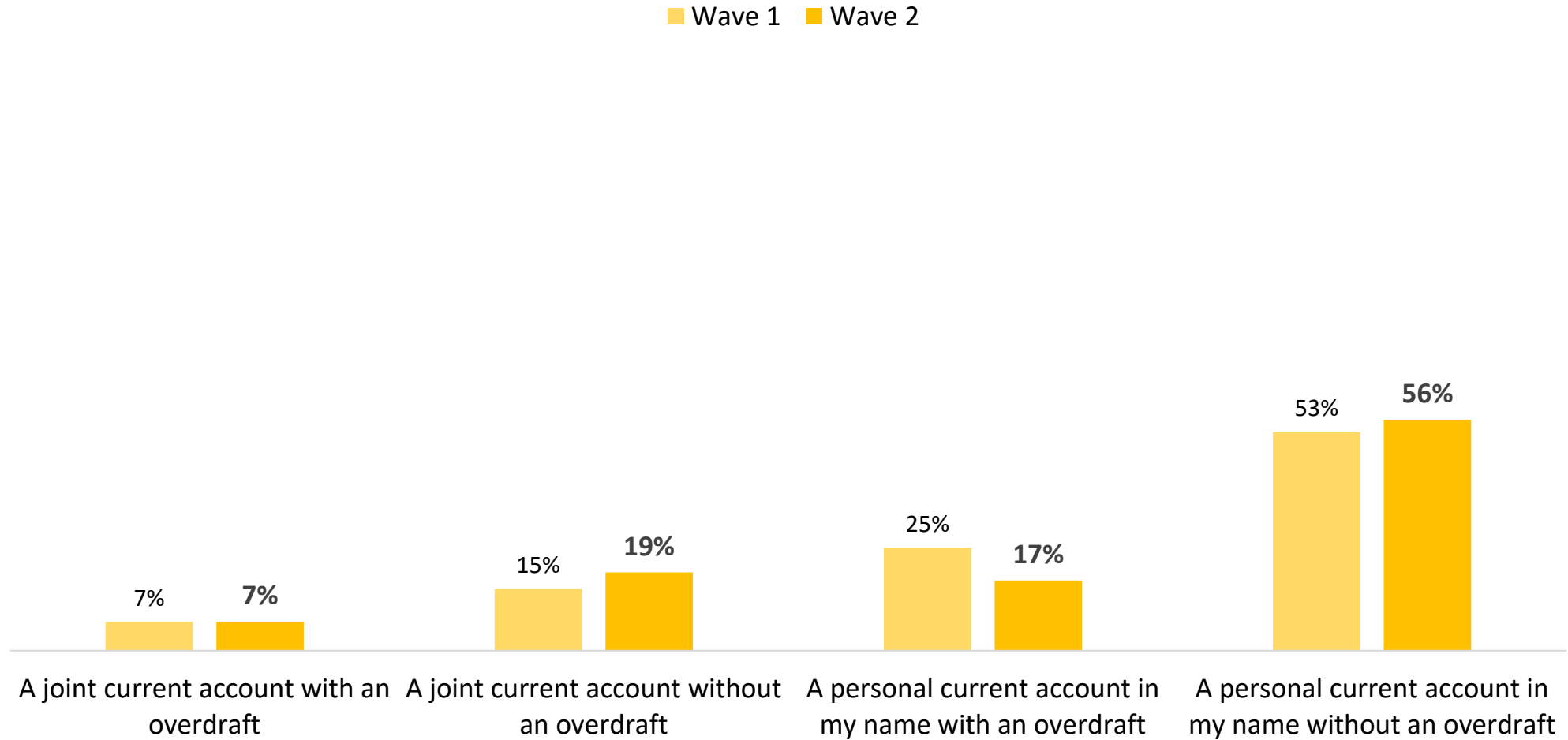


Q9. For each of the following types of payments please state if you make them with any of the current account providers below?

Type/Description of Personal Current Account




(BASE: All respondents with KBC/UB Current Accounts at present – 130 (136) wtd)

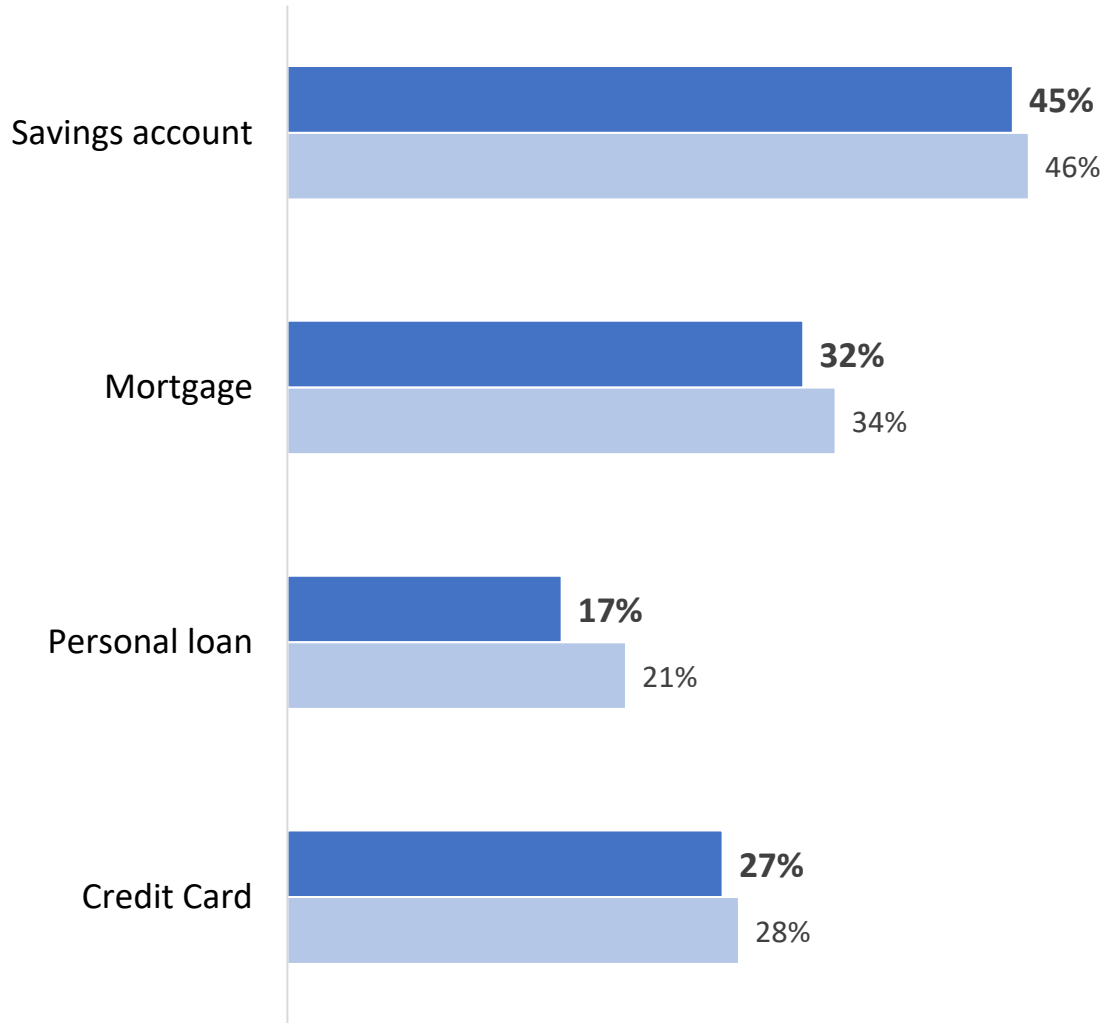


Other KBC/UB Products Held



(BASE: All respondents with KBC/UB Current Accounts at present – 130 (136) wtd)

Wave 2 - 
Wave 1 - 





info@amarach.com

01 410 5200

www.amarach.com

www.linkedin.com/company/amarach-research/

www.twitter.com/AmarachResearch

