

# **2018 Banking and Credit Card Survey**

## About Credit Reporting Agency

Credit Reporting Agency was the UK's first internet based credit reference agency, aimed firmly at serving consumers, rather than business users. It has led the UK market in the provision of online credit reports based services and provides consumers with easy access to information.

*checkmyfile* was first in the UK:

- to provide consumers with online access to their credit reports;
- to provide credit reports with data from more than just one credit reference agency, enabling easy comparison;
- to offer consumers the ability to check their own credit score for free and to give plain English explanations of how credit scoring works.

*givemecredit* was first in the UK:

- to match lenders to consumer credit ratings for free, using credit scores, to help consumers find the cheapest deals and to reduce the risks of being declined.

*creditreport.co.uk* was first in the UK:

- to provide free credit reports to consumers to encourage more to check the quality of the information held about them, and to guard against the increasing threat of identity theft;
- to provide free identity theft prevention services.

### **About this survey**

Established in 2005, our annual Banking and Credit Card Survey is the longest running and most comprehensive of its type in the UK.

We use the results to ensure that when suggesting potential sources of credit or banking services to our customers on *givemecredit* we can give an independent assessment of the service levels likely to be provided.

We also ensure that applicants are matched to lenders who are most likely to say yes, so the risks of being declined are minimised.

A statistically significant sample of 400 people took part in this survey and the analysis was first published on 27 June 2018.

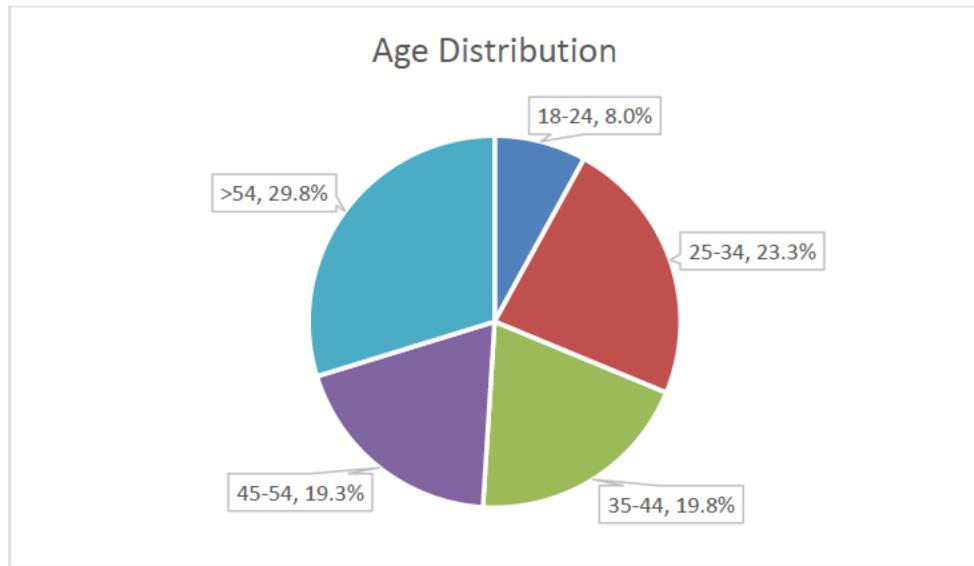
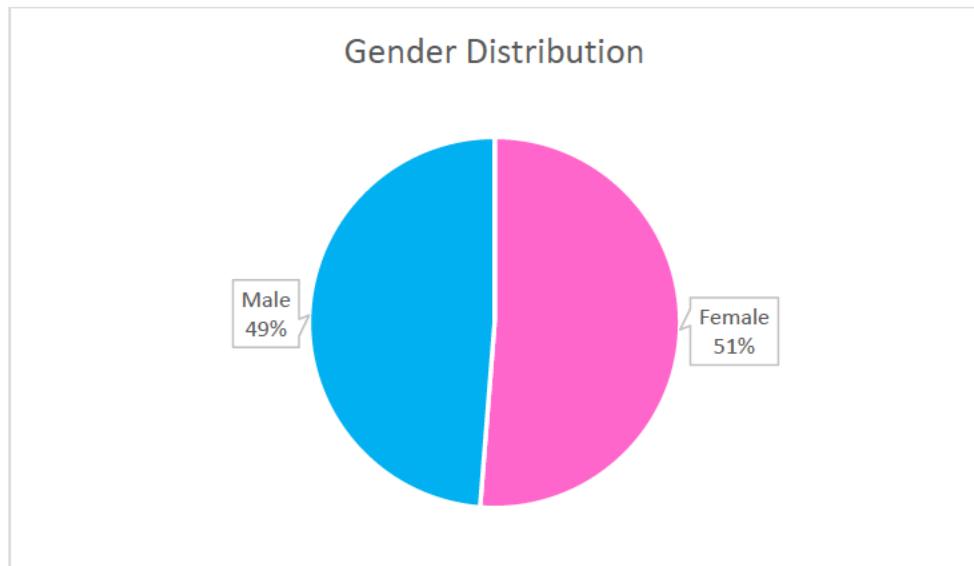
## **Summary of Survey Results**

First Direct has topped the customer satisfaction table for over 11 years, which is a remarkable achievement.

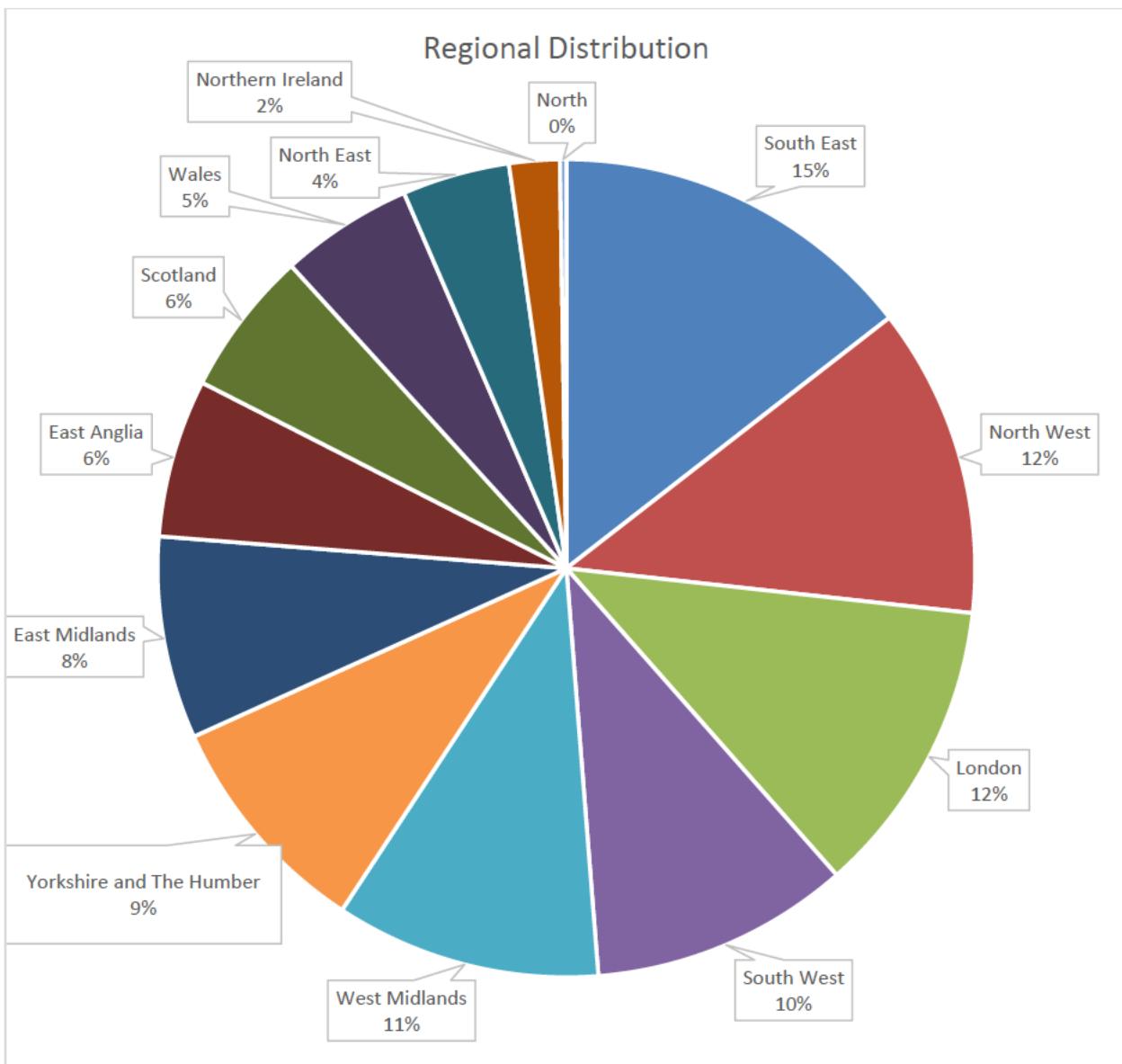
American Express has been consistently at or near the top of the customer satisfaction tables since our surveys began. NatWest takes the pole position for the first time since our surveys began.

86% of applicants who apply for credit are now approved, which again is a proportion that is steadily improving, due in part to the matching tools that are now available to consumers, first pioneered on [givemecredit.com](http://givemecredit.com), and also due in part to consumers being better informed about the choices they have.

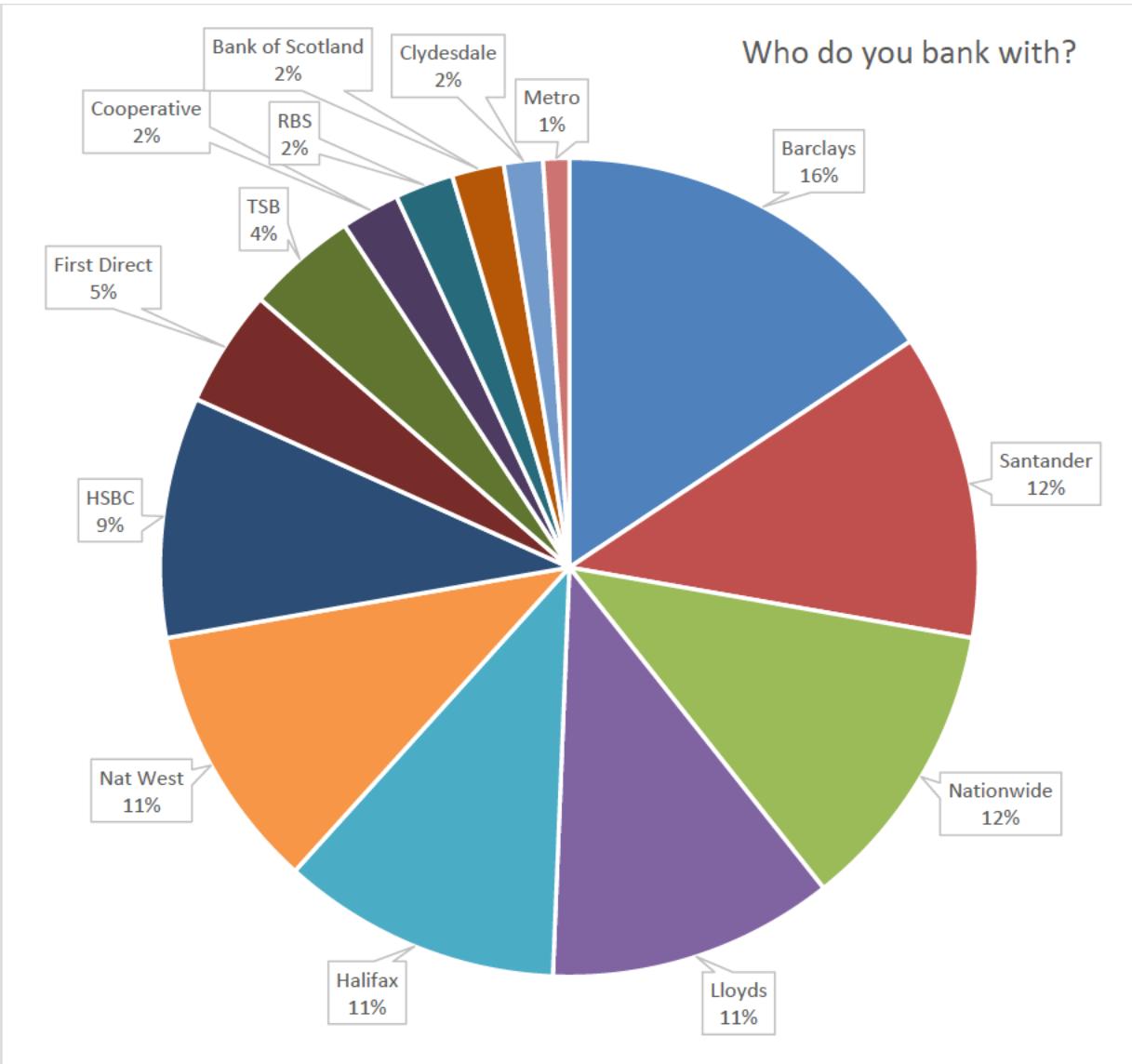
## About the sample



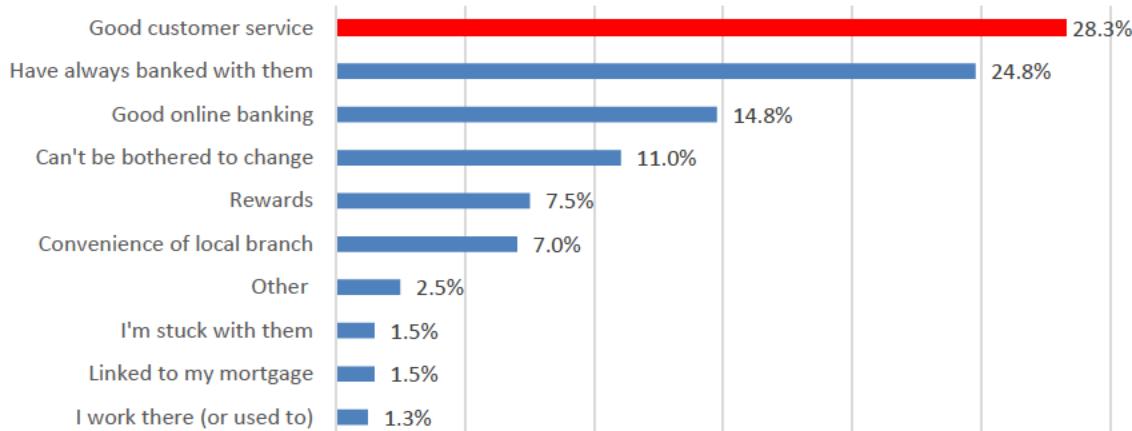
## About the sample



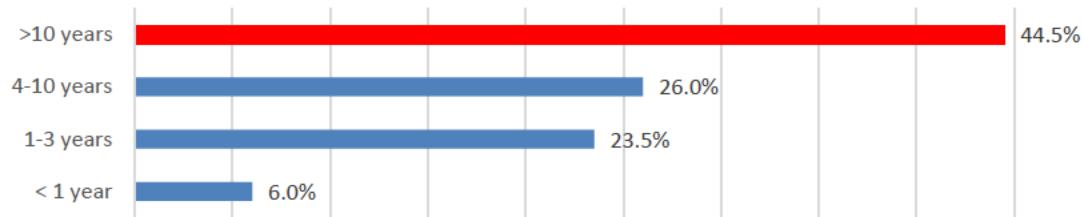
## Who do you bank with?



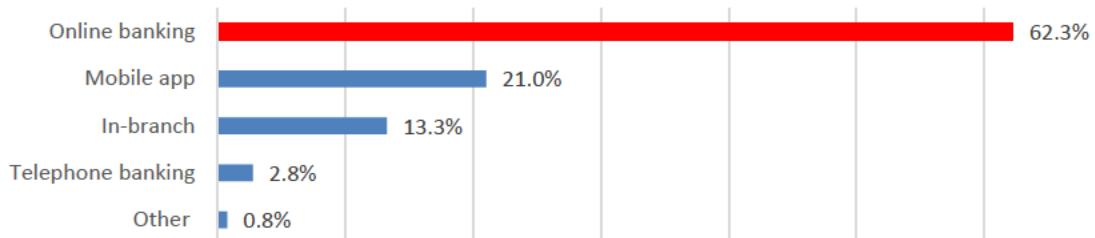
### What is the main reason you are with your current bank?



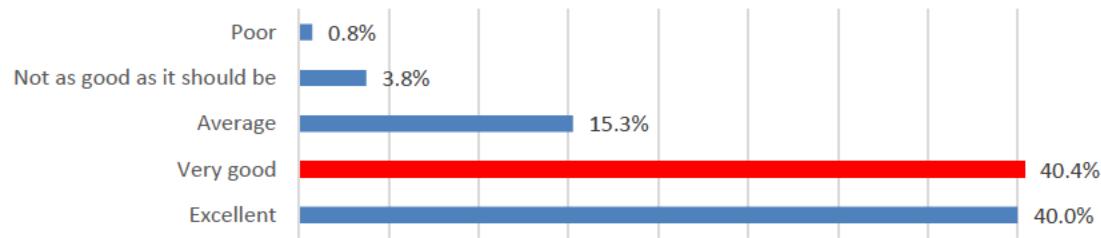
### How long have you banked with them?



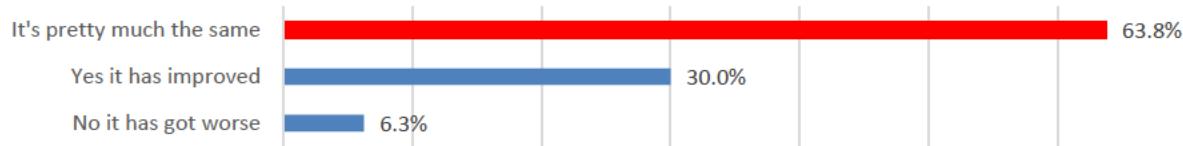
### Which method of banking do you use most?



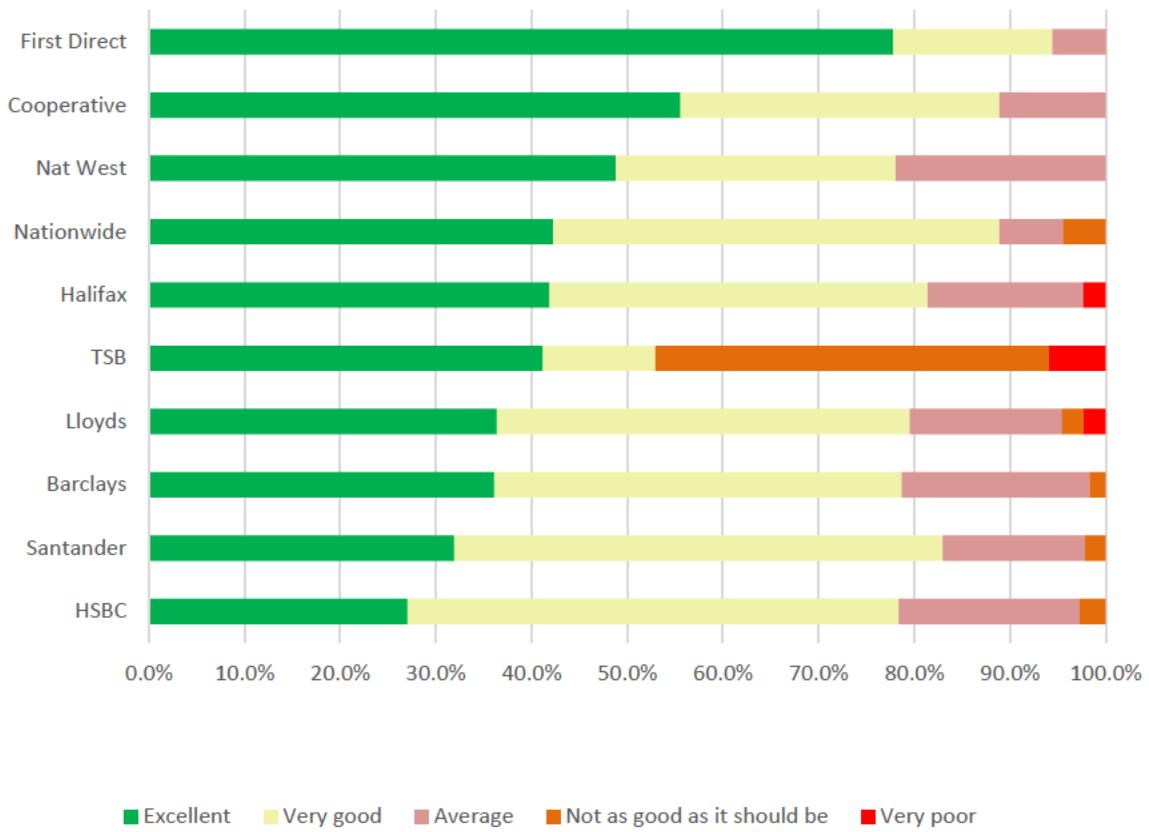
### How do you rate the service from your bank?



Do you think the service provided by your main bank has changed significantly over the last 12m?



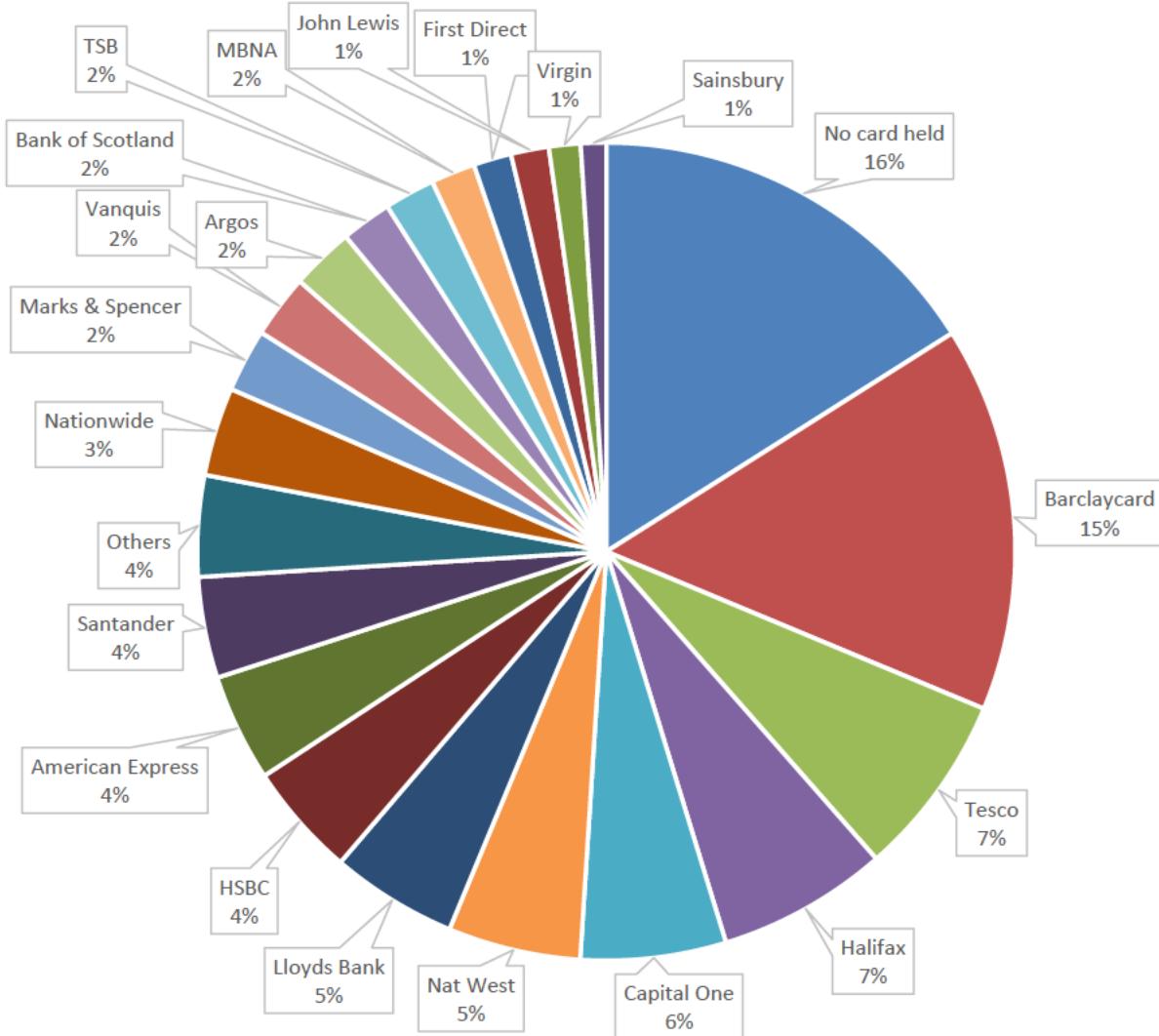
Top 10 banks for customer service



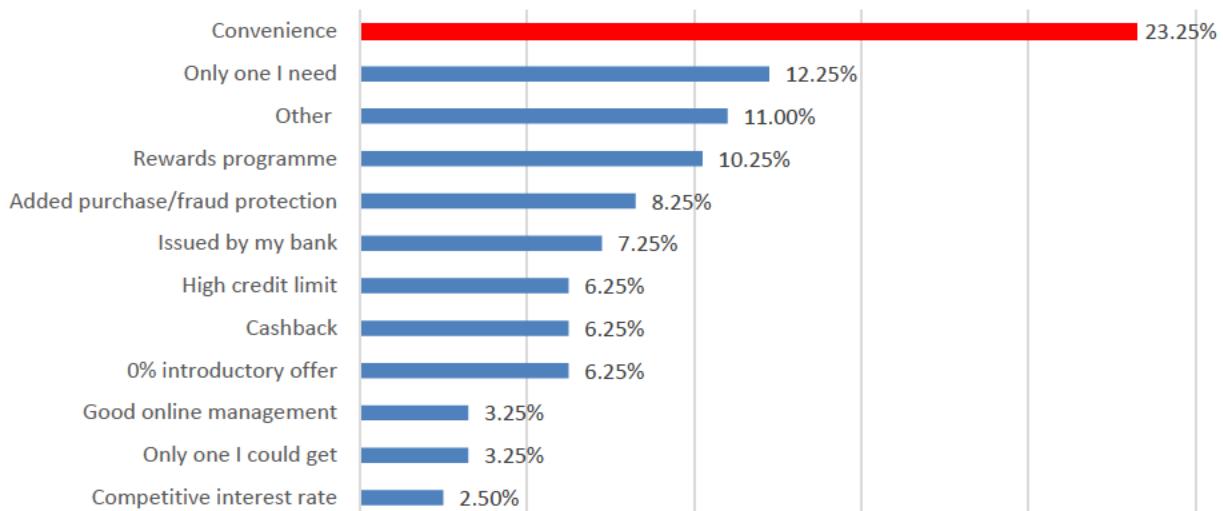
First Direct tops the table once again – for the 11<sup>th</sup> year in a row.

TSB is still in the top 10, but its customers are probably reflecting on the severe IT problems experienced in 2018.

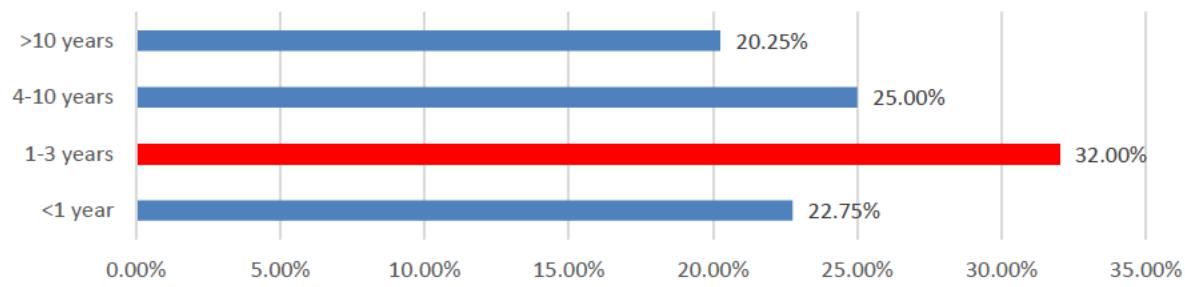
Please tell us the credit card that you tend to use most



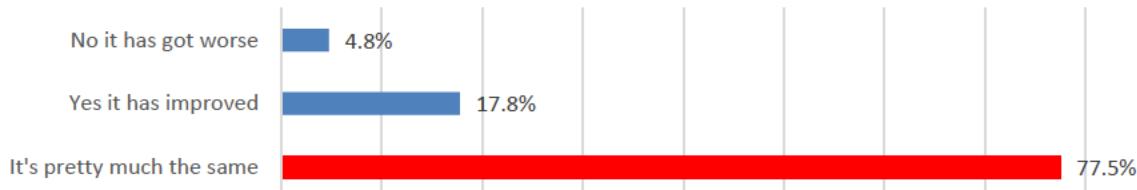
### What is the main reason you use this particular card?



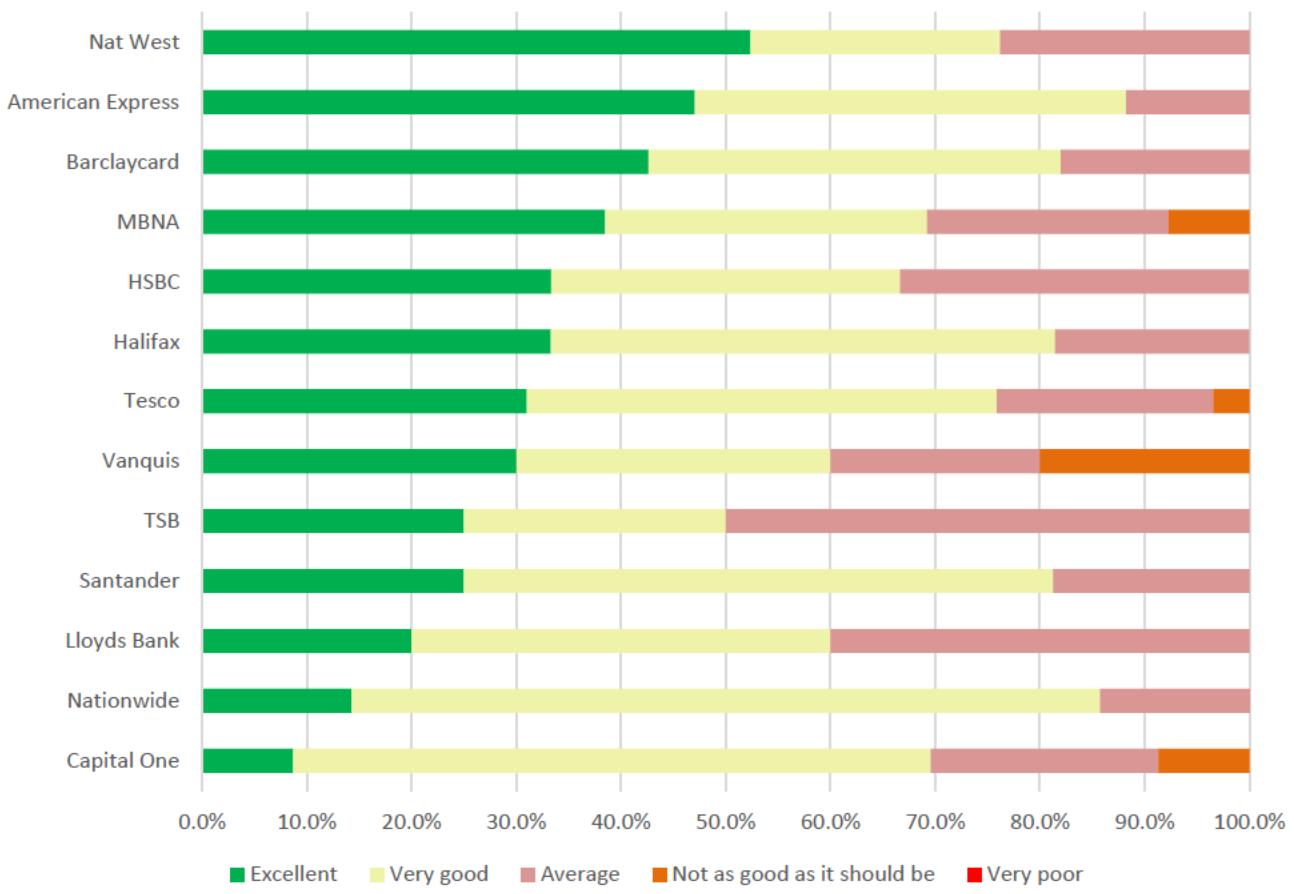
### How long have you been using this as your main credit card?



### Has your opinion of your main credit card provider changed significantly in the last 12 months?



### Top credit cards for customer service



American Express continues to consistently feature at or near the top of the table for customer service.

NatWest has displaced MBNA from top position.

When you last applied for credit, was your application approved or declined?

