



## **JGFR Main Financial Services Provider Review Autumn 2011**

JGFR segments the UK financial services marketplace into main providers and advisers of products and services .

Each year JGFR / ComPeer produce the Financial DIY report highlighting the emergence of the self-directed and independent consumer of financial services happy to choose financial products and services without financial advice. It also examines who the main financial services advisers are.

JGFR also monitors consumers' choice of main financial services provider (MFSP) quarterly as part of the Financial Activity Barometer. Consistently around 9 out of 10 consumers have a designated MFSP – which for 88% of MFSP customers is one of the 10 leading bank brands.

By linking with the Financial Activity Barometer -that asks consumers about their savings, investment, borrowing and debt repayment activities - subscribers to the Barometer can see the intended activity across the MFSP customer bases. This provides invaluable consumer and competitor intelligence for planning and marketing purposes – in gauging likely demand.

Each year additional questions are asked of consumers about their MFSP that form the basis of an annual review. This year the review carries greater value given the recent Independent Banking Commission's Final Report and its desire to see the ring-fencing of and much greater competition in retail banking.

JGFR specially commissioned research from GfK NOP on a range of banking issues that are examined in the context of the demand for financial products and services and the role the banks play both as a provider and adviser.

The 2011 Banking Review covers

- MFSP trends in market share and consumer profile in recent years
- Who are the leading MFSPs?
- Profiles and activities of customers 2011
- Consumer attitudes towards:
  - Split of retail and investment banking
  - Attraction to new high street bank entrants
  - Customer advocates
  - Helpfulness of staff
  - Value for money – have a packaged current account – would pay for a current account
  - First port of call for financial services
  - Which products most in demand by most active customers
  - Mobile banking
  - Payment cards more important than a bank account

To discuss / order the Review contact: John Gilbert (0208 944 7510 / 07740 027968 or email [j.gilbert@jgfr.co.uk](mailto:j.gilbert@jgfr.co.uk))