An Roinn Airgeadais
Department of Finance

Consumer Sentiment Banking Survey September 2026

Ipsos B&A

Contents

1. Summary of Main Findings 1

1.1 The Banking Landscape, Experience & Switching 1

1.2 Channel Usage & Preferences 4

1.3 FinTech Providers 8

2. Introduction 10

2.1 The Retail Banking Sector 10

2.2 Study Scope 11

3. Methodology 13

3.1 Sample Selection 13

3.2 Sample Accuracy 14

3.3 Collection of Data 14

3.4 Sample Size 14

3.5 Questionnaire 15

3.6 Limitations 15

3.7 Privacy of the Respondent 15

4. Profile of Respondents 17

5. Banks & Financial Providers 18

5.1 Banks & Financial Providers Used 18

5.2 Overall Satisfaction with Banks 20

5.3 Complaints over Financial Service Providers 22

5.4 Awareness of Relevant State Agencies/Bodies 26

6. Financial Products/Services 28

6.1 Financial Products/Services Held 28

6.2 Provider for Financial Products 31

7. FinTech Providers 32

7.1 FinTech Usage 32

7.2 FinTech Appeal 33

7.3 Importance of FinTech Features 34

7.4 FinTech as a Substitute for Traditional Banks 35

8. Channel Availability & Usage 36
8.1 Bank Branch 36
8.2 Online Banking 40
8.3 Main Form of Contact 44
9. Channel Preference & Satisfaction 45
9.1 Preferred Form of Contact 45
9.2 Level of Confidence in Automated Branch Services 46
9.3 Level of Confidence in Ability to Use Online Banking Services 49
9.4 Satisfaction with Branch Service and Remote Services 53
10. Switching Behaviour & Experience 60
10.1 Switching Consideration/Incidence 60
10.2 The Switching Process 62
10.3 Main Reasons for Switching/Not Switching 64
10.4 Usage of Comparison Tools 66
10.5 Level of Choice in Market 69
11. Cash vs Card Payment 73
12. Usage & Attitudes towards Artificial Intelligence for Financial Information 75
Appendix 1 – The Questionnaire 78
Appendix 2 – Social Class Definition 98

1. Summary of Main Findings

This report contains the results of the Department of Finance Consumer Banking Sentiment Survey 2026, covering consumer experience and perceptions of the banking sector in Ireland. All interviews were conducted between 9th July and the 14th August 2026 amongst a nationally representative sample of 1,510 adults aged 18+ years. The first wave of this survey was conducted February-April 2022, as part of the Department of Finance Retail Banking Review, with the second wave being conducted June-July 2023 and the third wave conducted May-July 2024. Last year's research was conducted between June and July. Comparisons between 2022 to 2025 are shown, where relevant.

Interviewing was completed by Ipsos B&A face-to-face interviewers using CAPI (Computer Aided Personal Interviewing). Sampling points were randomly selected, ensuring overall geographical representativeness. Quota controls were also implemented on gender, age and socio-economic status to ensure a nationally representative sample.

1.1 The Banking Landscape, Experience & Switching

AIB and Bank of Ireland continue to dominate the Irish banking landscape, with market shares of main current account held of 39% and 34% respectively. PTSB's share stands at 13%. Overall share has remained relatively steady since 2023. The proportion of consumers having multiple financial providers has also maintained consistency in 2026, with 66% having more than one provider.

In terms of other financial providers used, nearly one in three (32%) have some dealings with a credit union, while seven percent have some relationship with An Post/An Post Money.

The use of "FinTech" providers is driven by Revolut. Six percent have this provider as their main account (up three points), and nearly half (48%) use it at least occasionally. This usage has trended up year-on year, up from 43% in 2025, 39% in 2024, 33% in 2023 and 18% in 2022. The relatively low uptake on "FinTechs" as consumers' main account suggests that this type of service complements the traditional bank offering, as opposed to substituting it.

In terms of products held, the vast majority (98%) hold a current account, while over three in four (77%) possess a savings account – the incidence of holding these products has been consistent year on year. Over one in three (35%) possess a credit card (down two points), while a quarter of the population have a mortgage, similar to last year.

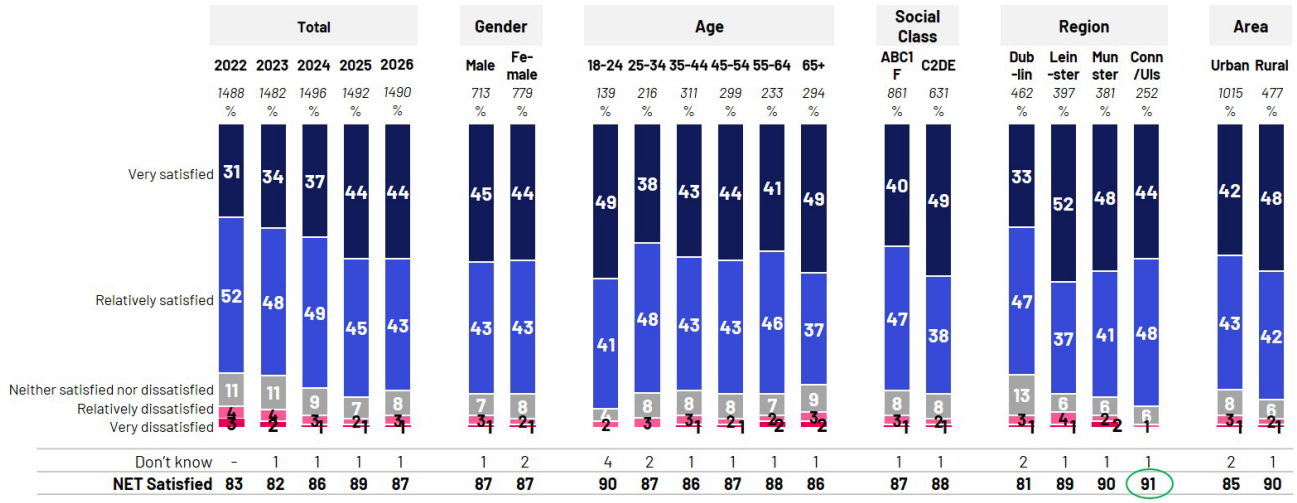
One in twelve (eight percent) have an overdraft and five percent have other personal loans. One percent of the population use open banking services, with the incidence of having high-cost credit

products being negligible. Buy Now Pay Later products, crypto products and investment accounts are also very much in the minority.

Overall satisfaction with main financial provider has slipped by two points over the past 12 months and now stands at 87%. However, the proportion of those stating they are "very satisfied" is stable, with 44% of those with a current account stating this to be the case. Levels of dissatisfaction remain low (four percent).

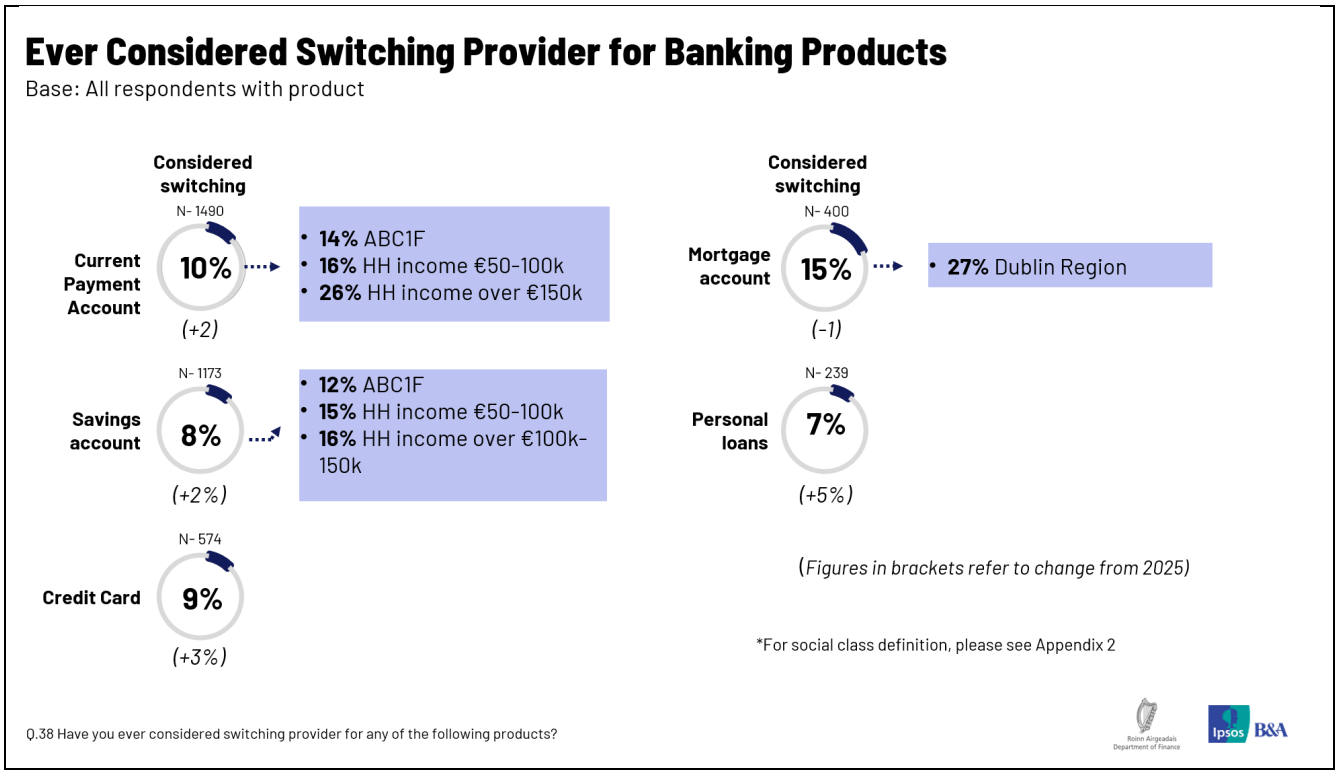
Overall Satisfaction with Main Bank/Financial Provider

Base: All respondents with current account N - 1,490



Q.34 Overall, how would you rate your level of satisfaction with the services main bank provides?

Switching consideration for banking products continues to be muted. 10% have ever considered switching their current account (up two points). Nine percent of credit card holders have considered switching provider (up three points), while a similar proportion (eight percent) considered migrating their savings accounts (up two). Propensity to switch is highest among mortgage account holders with 15% having ever considered switching, similar to last year.



Five percent have switched current account in the past 5 years, (stable versus 2025). Seven percent have switched mortgage provider in the past 5 years. Other products (savings and credit cards) remain relatively steady, with the levels of switching below five percent in each instance. The incidence of switching personal loans has increased three points to five percent.

Among those who switched current account provider in the past five years, 41% found the switching process *very easy*. However, one in ten (nine percent) of those who switched current accounts found the process difficult. Nearly half (47%) of those who have switched saving account found it *very easy* to switch.

Among those who have not switched, there is a perception that it is difficult to change provider, while others state that they have not had time to do so.

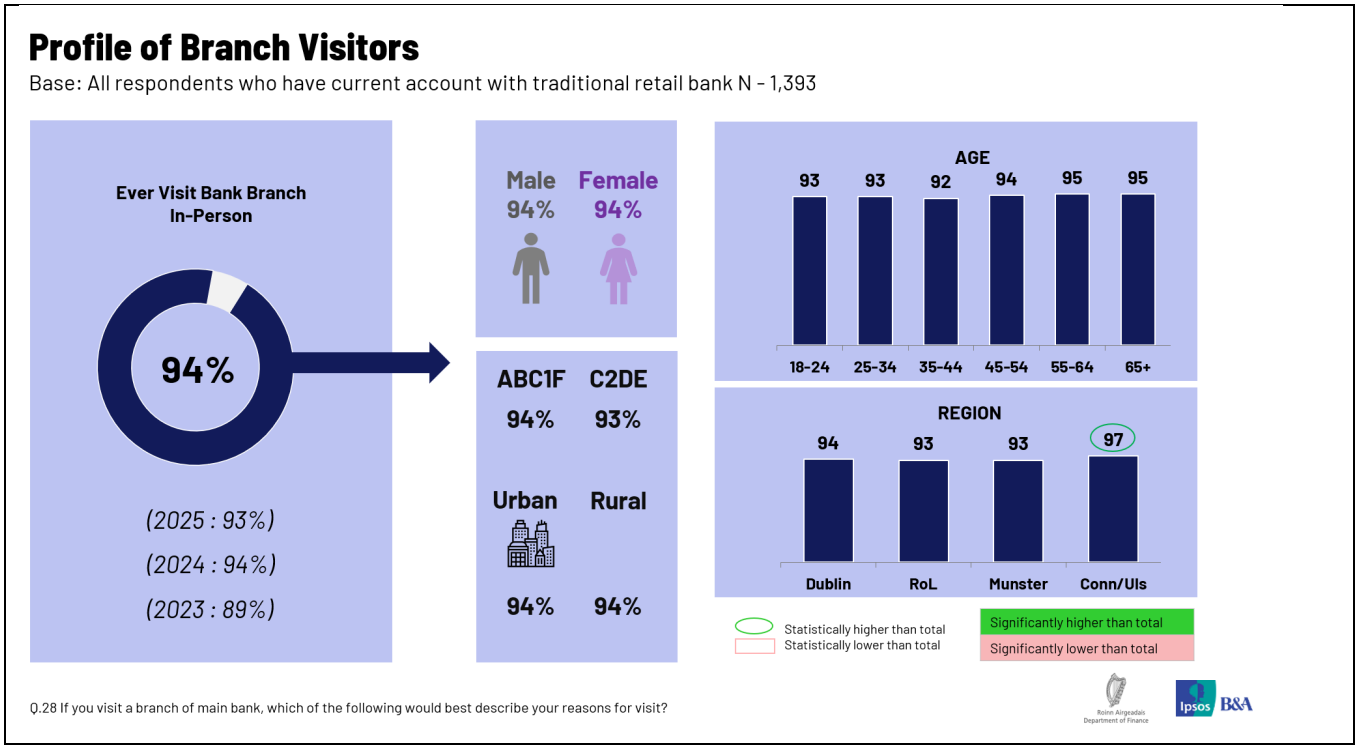
The perceived cost of switching is not a primary barrier for most products – it does not register as a reason in terms of current accounts - just three percent cite this as a reason for not switching. Cost considerations among other products are all below ten percent (slightly higher among mortgages and savings accounts (eight percent for both).

1.2 Channel Usage & Preferences

Six in ten (59%) live within five kilometres of a branch of their main bank; relatively similar to 2025 (61%). However, nearly one in five (18%) state that they live more than ten kilometres from their main branch.

Unsurprisingly, those living in Dublin are most likely to be living in closer proximity to a branch of their main bank, with 77% living within a five-kilometre radius. This is also mirrored among all those living in urban areas – 75% in total live within this radius. In contrast, over a third (34%) of those living in rural areas have to travel at least 10 kilometres.

94% of those with a current account have ever visited their branch in person, comparable to 2025, with no differences in terms of urban and rural areas.



The main reason for customers visiting their branch is to lodge/withdraw cash (68%), followed by a desire to speak to staff about specific products (29%), e.g. mortgages, loans, overdrafts, etc.

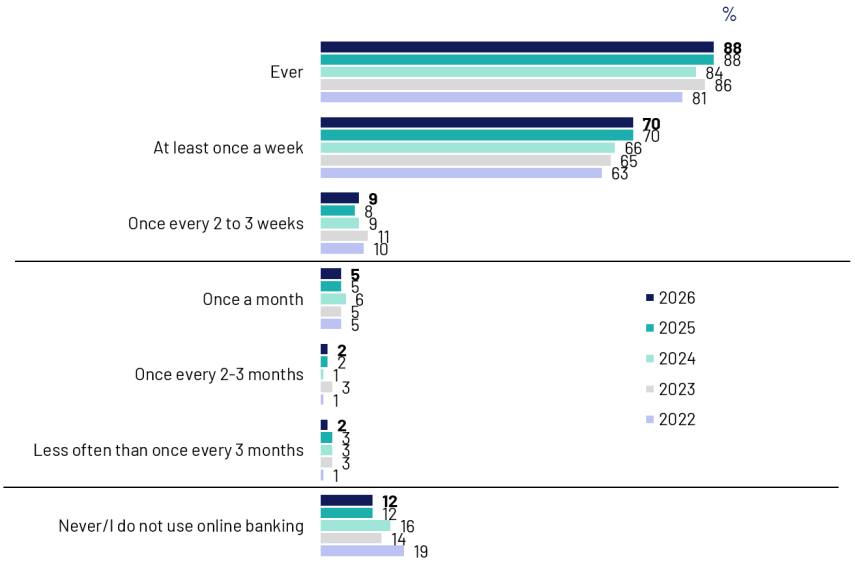
Debit cards remain the preferred payment method when in a physical in-store location, with 38% stating this is their go-to option. However, preference of debit cards has decreased year-on-year and is down nine points compared to 2025. One in five (21%) prefer cash as a payment method when in a physical location, similar to last year. The proportion of those preferring contactless by smartphone continues to increase, with 35% using this option (up eight points versus 2025). This has grown consistently since 2022 and is driven by the younger age cohorts (those aged 18-34 years). 39% of those aged 65 years or older prefer cash payments.

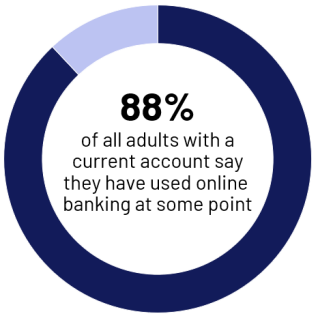
Eight percent have experienced issues in terms of paying with debit cards in the past year, with a similar percentage having experienced issues paying with cash. Six percent have had issues with Contactless by smartphone, with just two percent having issues paying with credit cards.

88% of the population have used online banking, which is consistent with last year. Seven in ten use online banking at least weekly (again stable compared to 2025).

Frequency of Using Online Banking

Base: All respondents with current account N - 1,490





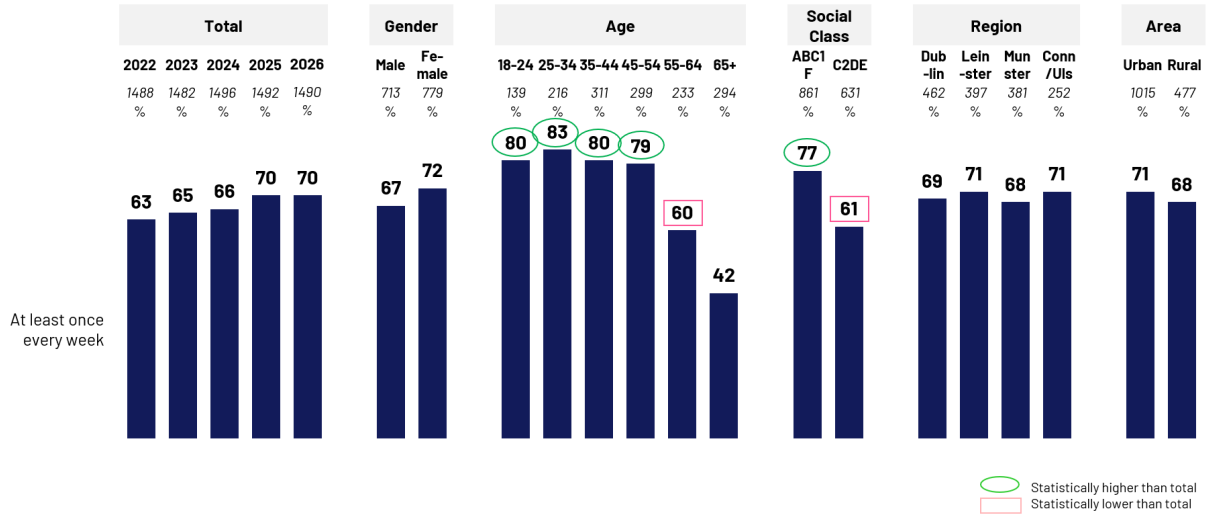
(= versus 2025)

Q.31 How often do you use online banking from main bank, whether conducted on your computer or via your phone?

Younger and middle-aged groups (those between 18 and 54 years) are significantly more likely to use online banking weekly, but this tapers off among 55–64-year-olds (60%) and notably among those aged 65+ (42%).

Weekly Profile – Usage of Online Banking

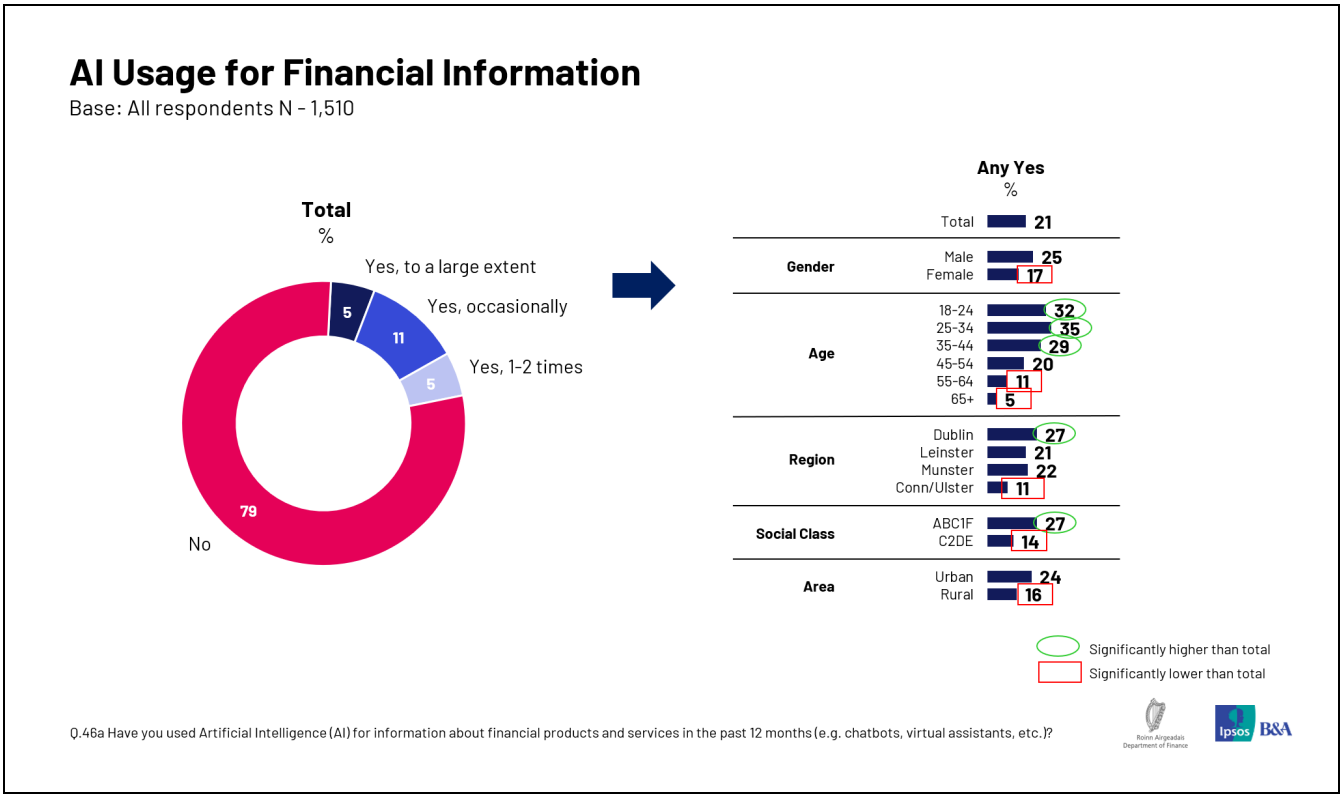
Base: All respondents with current account N - 1,490



Q.31 How often do you use online banking from main bank, whether conducted on your computer or via your phone?

Looking specifically at consumers' usage of Artificial Intelligence for obtaining information or advice regarding financial products and services, one in five (21%) have done so, with five percent using it to a large extent, and a further 11% using it occasionally. 5% have just done so 1-2 times. Those under the age of 44 are significantly more likely to do so.

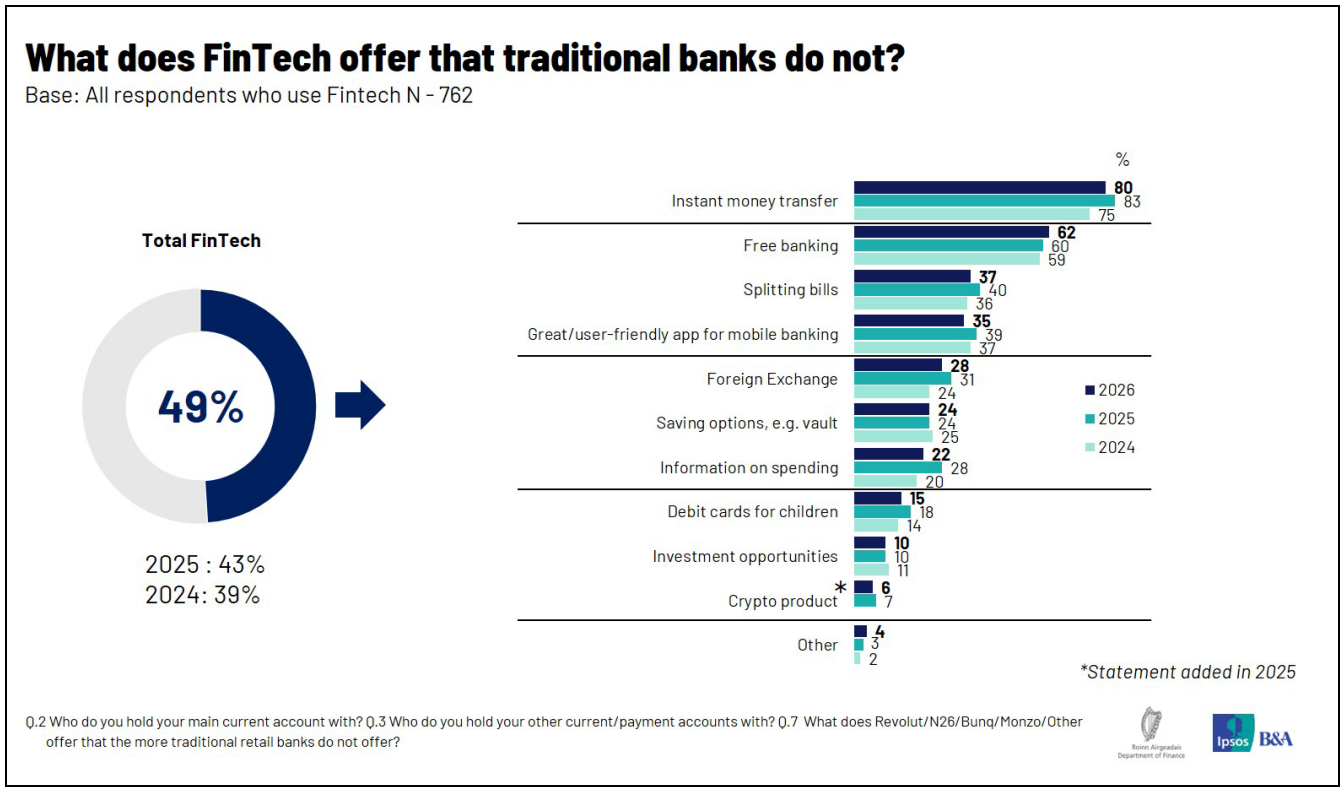
Attitudes towards the role of Artificial Intelligence for financial interactions are mixed, with quite striking generational differences evident.



1.3 FinTech Providers

The use of some FinTech apps has increased further, with 49% of the population having some interactions with these services. This is up from 43% in 2025, 39% in 2024, 33% in 2023 and 18% in 2022. Revolut continues to be the key driver in this growth (48%).

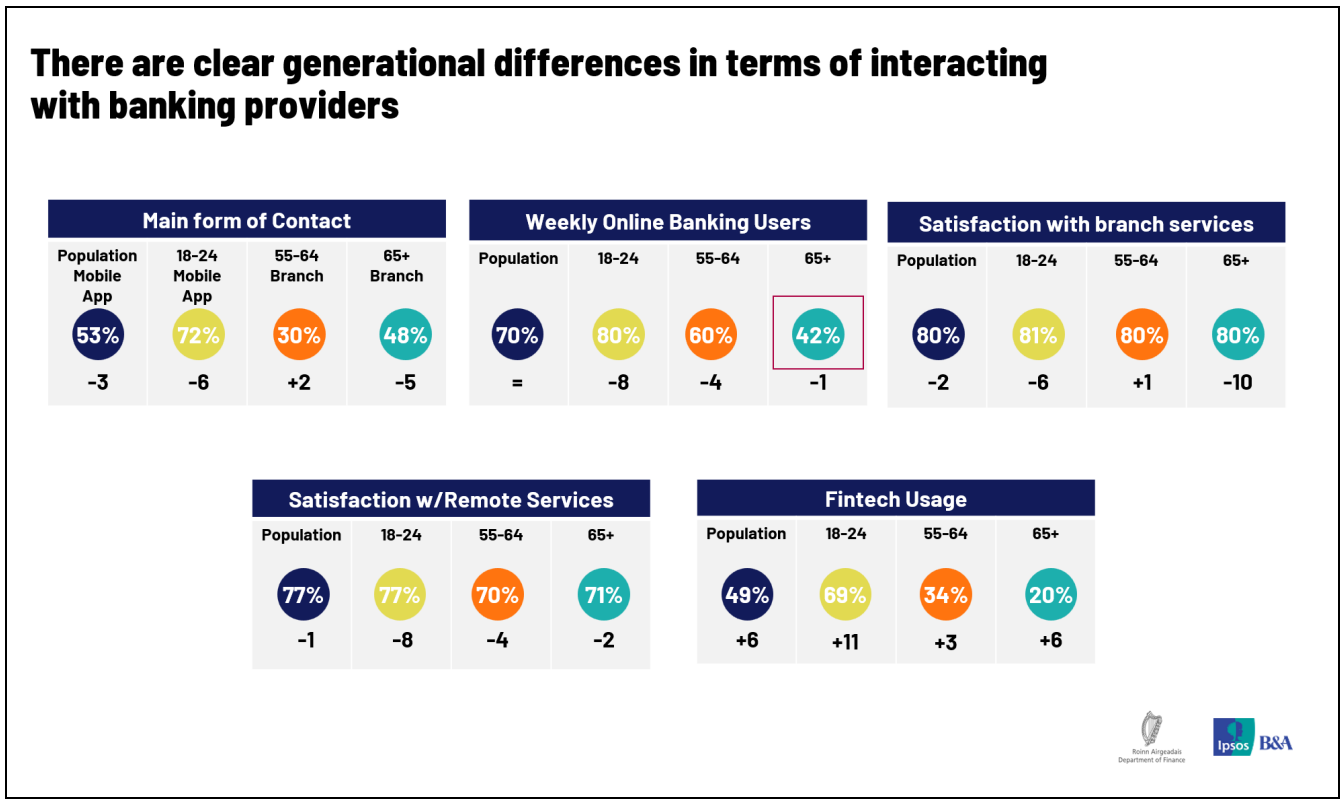
80% of those aged 18-24 and 60% of those aged 25-34 are more likely to use Revolut at least occasionally. However, growth in the usage of Revolut is notable among 55-64-year-olds (from 22% in 2024 to 31% for 2025 and 34% now) and among those aged more than 64 years (from 7% in 2024 to 14% in 2025 and 19% now). As seen in 2025, Revolut is more used in the middle classes (ABC1s) and among those living in Dublin.



The main appeal of FinTech providers versus the more traditional retail banks is that they offer instant money transfers (80%), free banking (62%), the ability to split bills (37%) and a user-friendly app (35%).

Mobile apps are most cited as the main form of contact with the main financial provider at 53%. This, however, represents a decline of three points since 2025.

There continues to be strong generational differences in terms of how the Irish public interact with their financial provider, with mobile apps being the main form of contact among 18–24-year-olds (72%, but down six points), while in person branch visits are strongest among those aged 65 years or older (48%, down five points).



The oldest age cohort are significantly less likely to use online banking on a weekly basis but also have declined in their overall satisfaction with in-branch services. Just one in five of this cohort use a FinTech provider, compared to nearly seven in ten 18–24-year-olds. With the exception of 25–34-year-olds, we see an increase in the usage of FinTechs across all age cohorts. The former was marginally down by one point to 61%.

2. Introduction

On 23rd November 2021, the Minister for Finance published the Terms of Reference[1] for a broad-ranging review of the retail banking sector in Ireland following a number of announcements which would result in significant changes in the structure of the sector. The Retail Banking Review[2] published in 2022, included a recommendation on an annual survey of consumer sentiment on the retail banking market.

This report presents the results from the fifth wave of the survey of consumers commissioned by the Department of Finance to provide an understanding of consumers' experience and perceptions of the operation of the banking sector in Ireland. The survey was conducted by Ipsos B&A, the independent market research and polling organisation.

All interviews for the survey were conducted face-to-face between 9th July – 14th August 2026 using Ipsos B&A's Computer Aided Personal Interviewing. In total, a nationally representative sample of 1,510 adults was achieved.

2.1 The Retail Banking Sector

Banks play a key role in Ireland's economic activity by safeguarding people's savings, providing credit to consumers and businesses, maintaining the flow of cash and ensuring appropriate access to retail banking services to all in society. Traditionally retail banking services in Ireland have been provided by banks, with additional choice provided by credit unions and An Post. More recently digital banks and non-banks have entered retail banking market providing some retail banking services to consumers and SMEs. Their number, and the number of customers they serve, continue to grow.

Irish consumers and SMEs are currently served by three traditional retail banks: AIB, Bank of Ireland and PTSB. This follows the exit of Ulster Bank and KBC Ireland from the domestic market. As a result since 2022, over a million customers moved their current and deposit accounts, primarily to the remaining three traditional retail banks.

More recently new entrants have emerged in the context of the Irish banking market. This includes the establishment of a new Irish branch, Avant Money, by Bankinter and Monzo Bank, which was recently granted a full banking licence in Ireland. Recent changes to the Credit Union Act should also help to allow that sector to play a greater role in the provision of retail banking products and

[2] The Retail Banking Review is available at https://www.gov.ie/en/department-of-finance/organisation-information/retail-banking-review/

services, including allow credit unions to compete more effectively in the mortgage and business lending market.

Ireland continues to experience low levels of switching in mortgages and current/payment accounts despite ongoing efforts by the Central Bank of Ireland, the Competition and Consumer Protection Commission (CCPC) and the Department of Finance to address this issue.

With regard to access to cash infrastructure, the Finance (Provision of Access to Cash Infrastructure) Act 2025 commenced on 30 June 2025. The key objective of the legislation is to ensure that the future evolution of cash infrastructure in Ireland is managed in a fair, transparent and equitable manner that meets the needs of society and ensures continued sufficient and effective access to cash in the State. Criteria have now been set to ensure that, on a regional level, the provision of ATMs and cash service points ensures sufficient and effective access to cash. A cash service point is a designated, staffed location – typically a bank branch or post office.

A number of additional themes remain relevant for the operation of the retail banking sector into the future. These include the following:

- Changing demographics
- Continued advances in financial technology ("FinTech")
- The expansion of non-banks in the retail banking sector
- Digitalisation and Artificial Intelligence (AI); and,
- Changes to the regulatory framework.

2.2 Study Scope

The purpose of the survey is to provide data on the general public's experiences and perceptions of the banking sector in Ireland. Topics covered included:

- Banks and financial providers used, including FinTech
- Overall satisfaction with main provider, including complaints
- Financial products/services held
- Drivers of FinTech growth
- Channel usage
- Channel satisfaction
- Confidence in automated branch services and ability to use online services

- Switching consideration and behaviour, by banking products, and including usage of comparison tools
- Perception of competition/choice in the market
- Cash vs. card preference in retail

The results are reviewed by sub-groups such as:

- Gender
- Age
- Social Economic Class
- Region
- Location (Urban versus Rural)

A number of other variables were used to report on the financial context:

- Household income
- Frequency of using online banking
- Main current account held with

The following banking products were included in the study:

- Current accounts
- Savings/deposit accounts
- Credit cards
- Mortgage accounts
- Car loans/financing
- Overdraft
- High-cost credit products
- Buy Now Pay Later products
- Crypto products
- Investment accounts
- Open banking services
- Other personal loans

Time Period of Study

In reviewing results, it should be noted that the study took place over the period 9th July – 14th August 2026.

3. Methodology

This survey represents an Ipsos B&A study of consumer experience and perceptions of the banking sector in Ireland. Fieldwork and analysis for the survey was carried out by Ipsos B&A, an independent market research company. This report covers the fifth wave of this study conducted in 2026, with comparisons shown between previous surveys conducted in 2022, 2023, 2024 and 2025, when relevant.

3.1 Sample Selection

The study sample was selected at random through face-to-face interviewing and following a multi-stage sampling approach:

Sampling Stage I: Geographical stratification of sample proportionate to the profile of adults 18+

The sample was first stratified by a total of 17 broad regions within the four standard areas of Dublin, Rest of Leinster, Munster and Connaught/Ulster. This ensures a representative territorial spread of Primary Sampling Units across the country.

Within each cell of this matrix, the appropriate number of primary sampling units i.e. Electoral Divisions (EDs) was chosen using probability sampling procedures (proportionate to size of population).

A total of 199 sampling points were chosen, yielding 1,510 completed interviews.

Sampling Stage II: Selection of randomly generated addresses

To remove as much of the sampling process from the hands of the interviewer as possible a randomly selected starting address is drawn from the Geo Directory within each sampling point (the official Register of Irish household addresses). Each interviewer began his/her assignment of interviews starting at this address.

Within each sampling point, the interviewer was assigned a number of interviews to complete, in accordance with demographic controls for that region drawn from the Census/AIMRO (Association of Irish Market Research Organisations) data.

Rather than allowing the interviewers to decide which specific households are called to in pursuit of these quotas, he/she was issued with a single randomly generated private residence address, along

with its GPS co-ordinates, so as to ensure unambiguous identification of that household (particularly important in rural areas where house numbering is less common).

Sampling Stage III: Quota controls & Filling of Quotas

Quota controls were applied on age, gender and social class to ensure representativeness. Socio-economic class and occupation of respondents was coded according to the latest AIMRO agreed stratifications.

3.2 Sample Accuracy

The sample error for a survey of this nature is very good. The total sample of 1,510 respondents has a possible sample error of just +/-2.5% (at a 95% confidence level), while also providing robust measurement when analysing by sub-groups, e.g. demographics.

3.3 Collection of Data

Face-to-face interviews were conducted with 1,510 respondents aged 18 years or older. The interviews were conducted using CAPI (Computer Aided Personal Interviewing).

All interviews were conducted between 9th July - 14th August 2026. The typical face-to-face interview lasted 15 minutes.

Data from completed questionnaires was reviewed and analysed, and the results are presented in this report. Comparison with the previous waves of this survey from 2022 to 2025 is also shown, when relevant.

The full study questionnaire is attached as an appendix to the report, and detailed results are presented in Sections 4-12.

3.4 Sample Size

1,510 adults aged 18+ years participated in the face-to-face interviews. All interviewing was conducted by fully trained and experienced members of the Ipsos B&A field-force, who work under direct supervision and are subject to rigorous quality controls.

All aspects of our CAPI survey operate to the guideline standards established by the company's membership of the MRS and ESOMAR (the international industry representative body).

All data was anonymised in line with Data Protection regulations and B&A ISO 27001 Information Security Management system.

3.5 Questionnaire

To ensure comparability between previous waves of this survey between 2022 and 2025, a similar questionnaire was employed for the 2026 survey, with most questions being unchanged. A new section was added for 2026 regarding usage and attitudes towards Artificial Intelligence when seeking information and advice about financial products and services.

3.6 Limitations

The results set out in this document should be considered in the context of the following limitations:

1. The study provides the consolidated opinions of members of the general public in relation to their banking behaviour and attitudes to and perceptions of banking in general, but it is not a census of the entire population of Ireland.

2. Whilst every effort has been made to ensure that the study sample is as fully representative of the population as a whole as possible, it is possible that certain sub-groups are under-represented, e.g. people who are reluctant to take part in market research or people with limited ability to take part in a survey.

3. The study is based on recall of behaviour and attitudes towards banks/the banking sector. As such, customer expectations also play a role in the evaluation of the banking sector, not just the performance of the banks and the sector as a whole.

4. Please note that the figures in the report are based on rounded percentages, rather than to multiple decimal places, for ease of review. This is a standard occurrence in market research statistics and does not negate the accuracy of findings.

3.7 Privacy of the Respondent

Throughout the study process all interviews conducted with the general public were carried out on a confidential basis and the respondents' rights under the Data Protection Act(s) were fully observed, including the rights of respondents to choose not to answer or to end the interview at any stage.

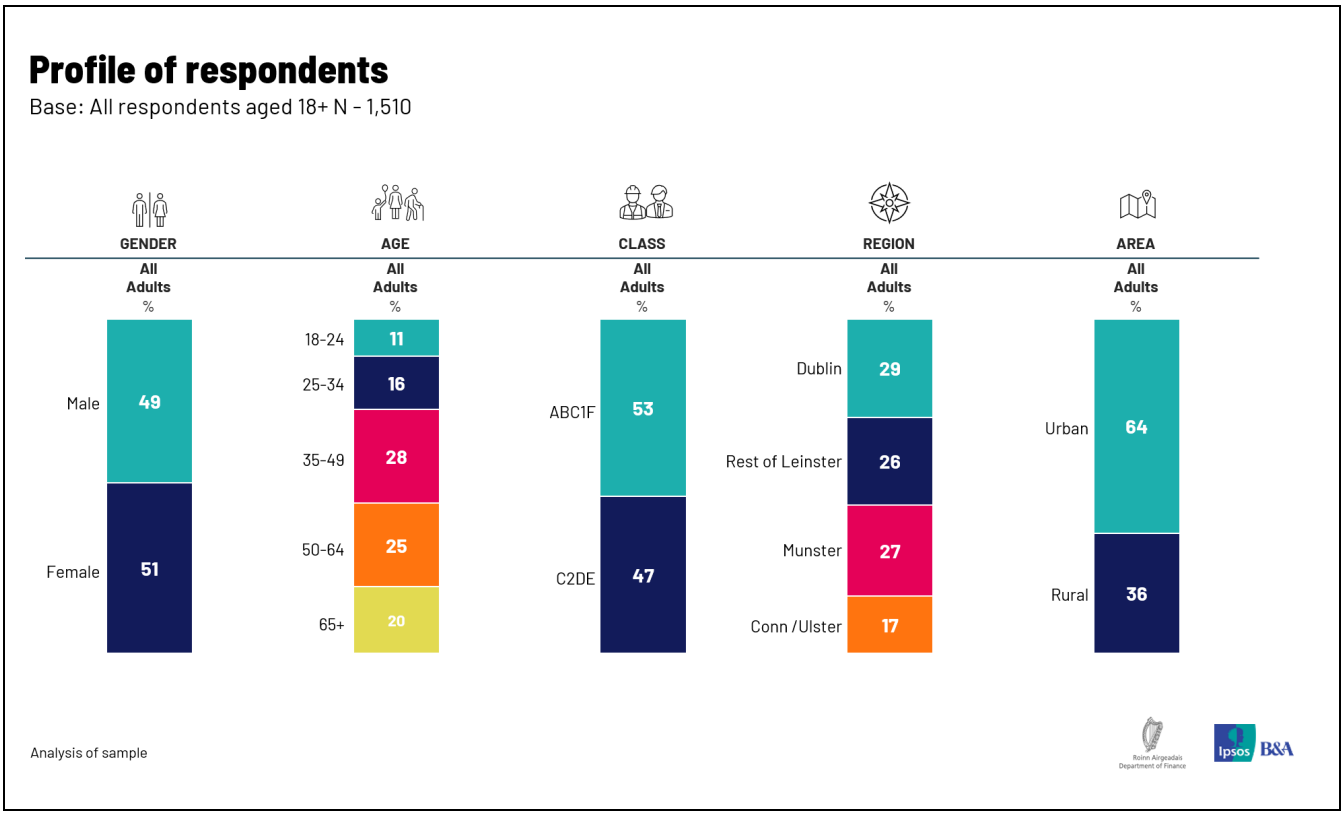
The Department of Finance had no specific interest in the individual financial affairs of any member of the general public who participated in this study. Rather, the key objective was to better inform

Government of the experience and perceptions of the general public in relation to the banking sector in Ireland.

We would like to express our sincere thanks to all those who have participated in this study.

4. Profile of Respondents

Quotas on gender, age, region and social class were implemented to ensure a nationally representative sample of the population 18+ years. Corrective weighting was also applied at the analysis stage.



Throughout report, we show data broken down by relevant demographic groups. For the social class definition, please see appendix 2.

5. Banks & Financial Providers

5.1 Banks & Financial Providers Used

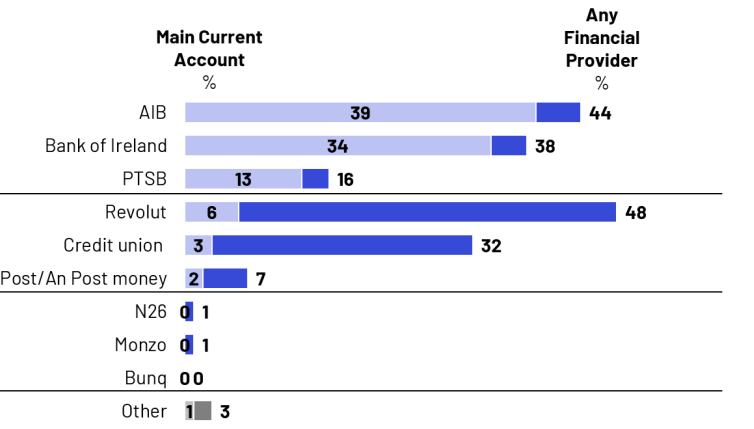
AIB and Bank of Ireland continue to dominate the current main account market, accounting for 39% and 34% of main current accounts respectively, while PTSB accounts for 13%. The market remains broadly stable, with little change in provider share compared with recent years.

FinTech providers continue to have a growing presence beyond consumers' main banking relationships. Almost half of consumers (48%, up from 43% in 2025) hold an account with Revolut, making it the most widely used financial provider overall, although only six percent use it as their main current account provider, doubling the level recorded in 2025 (three percent). Credit unions also remain widely used, with 32% of consumers holding an account.

Banks & Financial Providers Used

Base: All respondents N - 1,510

	Main Current A/C			
	2022	2023	2024	2025
	%	%	%	%
AIB	36	41	42	41
Bank of Ireland	34	33	33	33
PTSB	12	13	14	15
Revolut	1	4	3	3
Credit union	2	3	2	3
An Post/An Post money	3	3	3	3
N26	-	-	-	-
Monzo	-	-	-	-
Bunq	-	-	-	-
Other	1	2	1	1



Note: 2% do not hold a current account

Q.2 Who do you hold your main current account with? Q.3 Who do you hold your other current/payment accounts with?

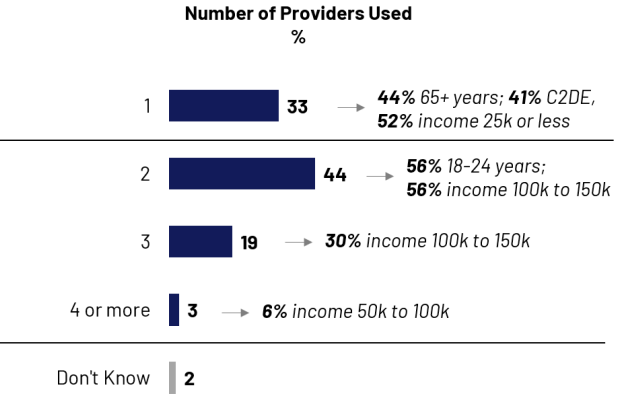
Consumers continue to use multiple financial providers, with 44% reporting relationships with two providers and a further 21% using three or more. The average number of providers used remains stable at 1.9, unchanged from 2025.

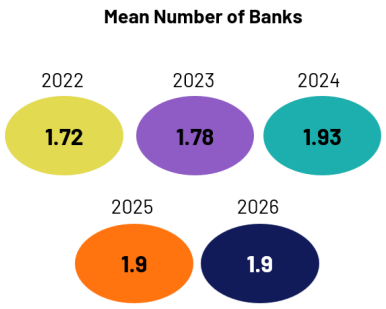
Use of multiple providers is more common among younger and higher-income consumers. Those aged 18-24 are particularly likely to use two providers (56%), while consumers with household incomes of €100,000–€150,000 are more likely to use three providers (30%). In contrast, older consumers aged 65+ and lower-income households are more likely to use a single financial provider.

Number of Financial Providers Used

Base: All respondents aged N - 1,510

2022	2023	2024	2025
%	%	%	%
44	41	32	33
42	42	44	44
10	19	19	17
3	3	3	4
2	2	1	1





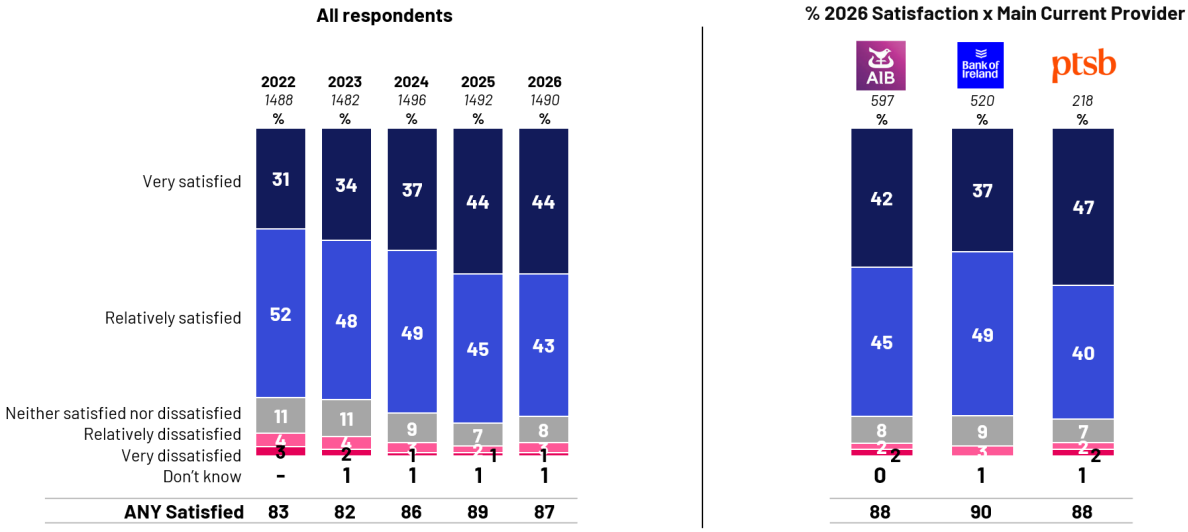
Q.2 Who do you hold your main current account with? Q.3 Who do you hold your other current/payment accounts with?

5.2 Overall Satisfaction with Banks

More than two in five (44%) are very satisfied with their main provider overall, with an additional 43% being relatively satisfied – largely in line with 2025, but higher than the levels seen from 2022-2024. Four percent are dissatisfied overall, with eight percent being neither satisfied nor dissatisfied.

Overall Satisfaction with Main Bank/Financial Provider

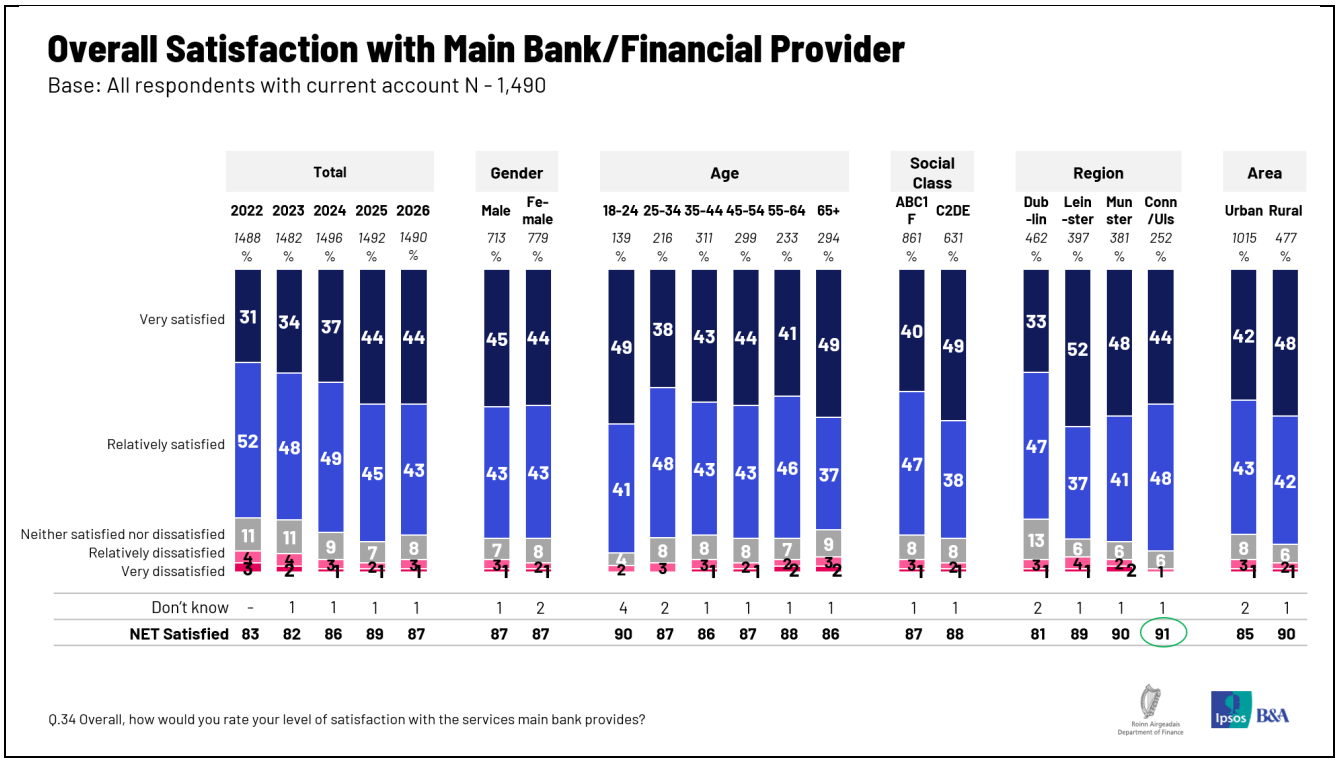
Base: All respondents with current account N - 1,490



Q.34 Overall, how would you rate your level of satisfaction with the services main bank provides?

Satisfaction with main banks and financial providers remains consistently high across all customer groups, with at least 85% of consumers in every age group reporting satisfaction. Satisfaction is highest among 18–24-year-olds (90%).

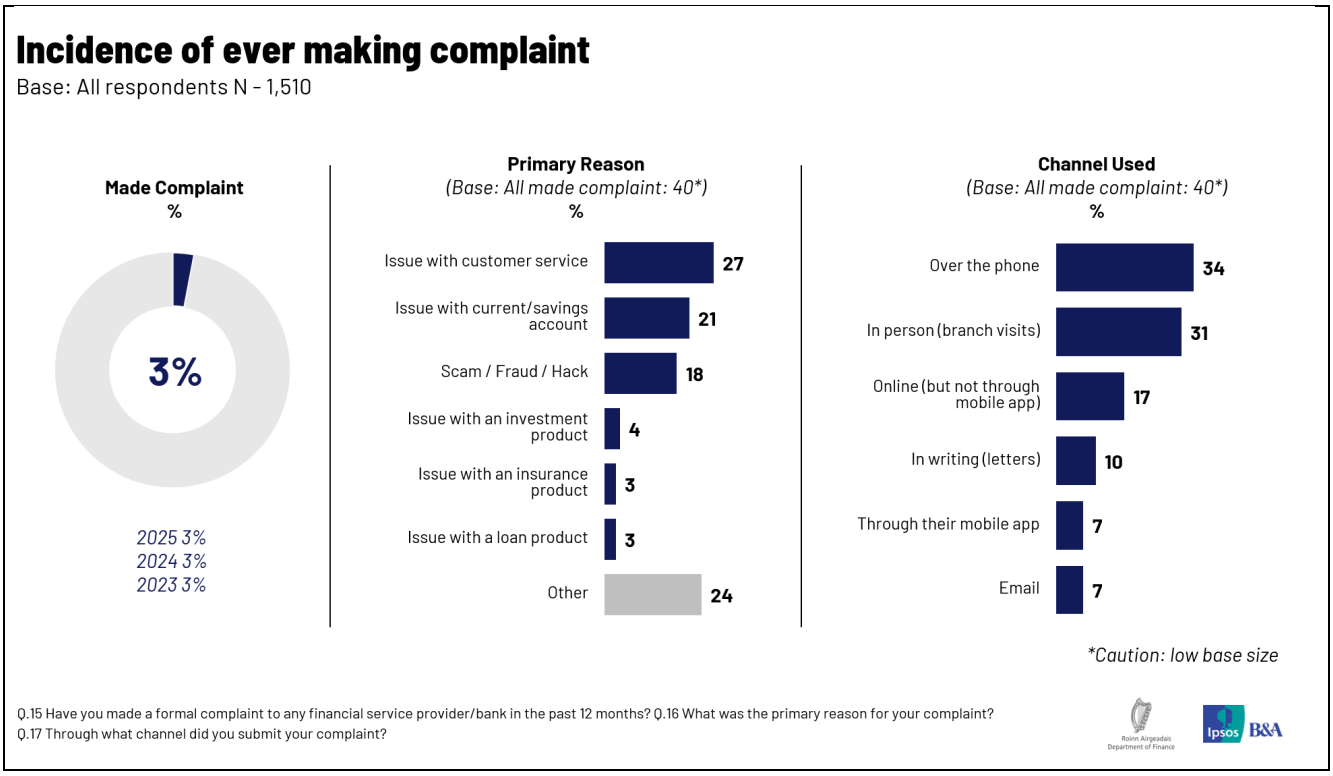
Differences by gender and social class are minimal.



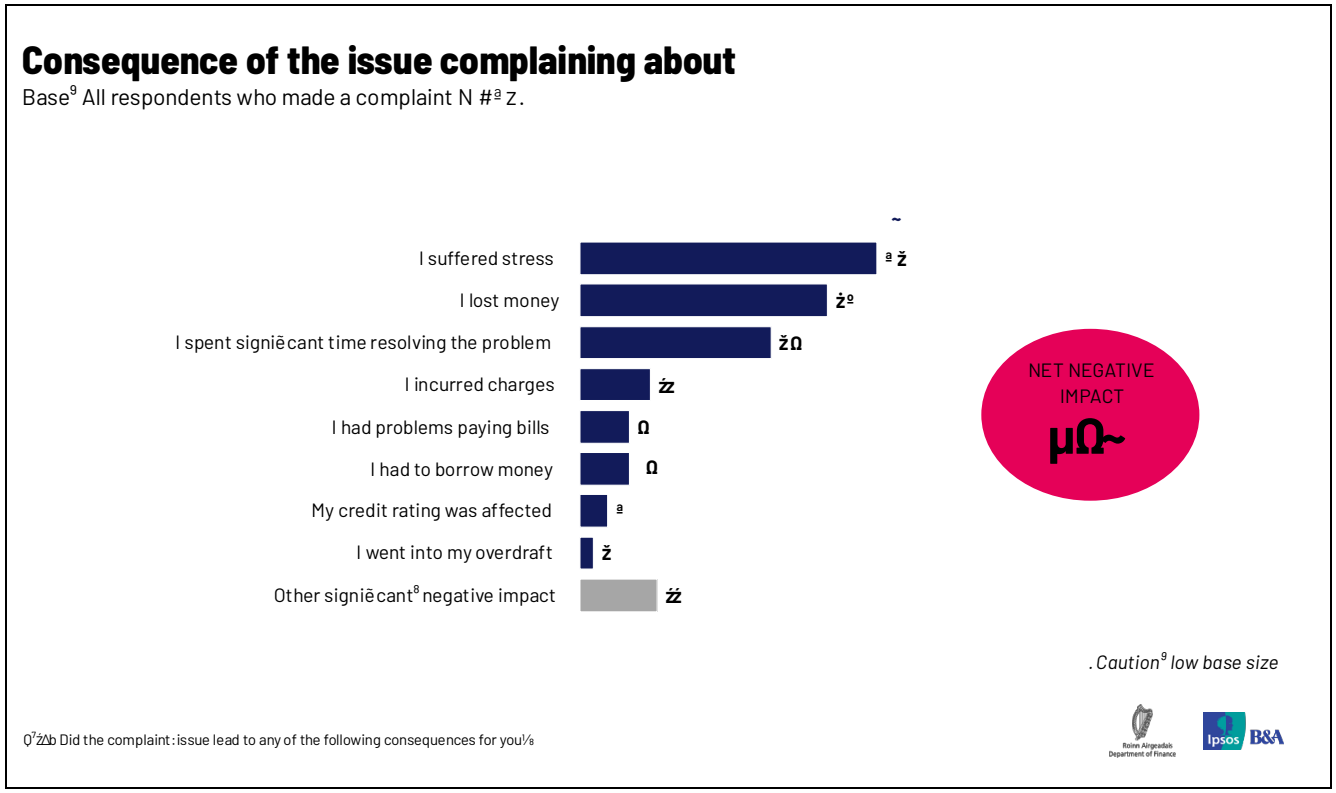
5.3 Complaints over Financial Service Providers

Three percent of consumers report that they have made a complaint to a financial service provider in the past 12 months, unchanged from previous years.

Among those who did complain, customer service issues (27%), current or savings account issues (21%), and fraud, scam or hacking concerns (18%) were the most common cited reasons. Complaints were most often made by phone (34%) or in person at a branch (31%), with online channels accounting for a smaller share.



Those who did raise a complaint often experienced a significant negative impact. Nearly nine in 10 complainants (87%) report that the issue had a negative consequence, most commonly stress (42%), financial loss (35%) or spending considerable time resolving the problem (27%).

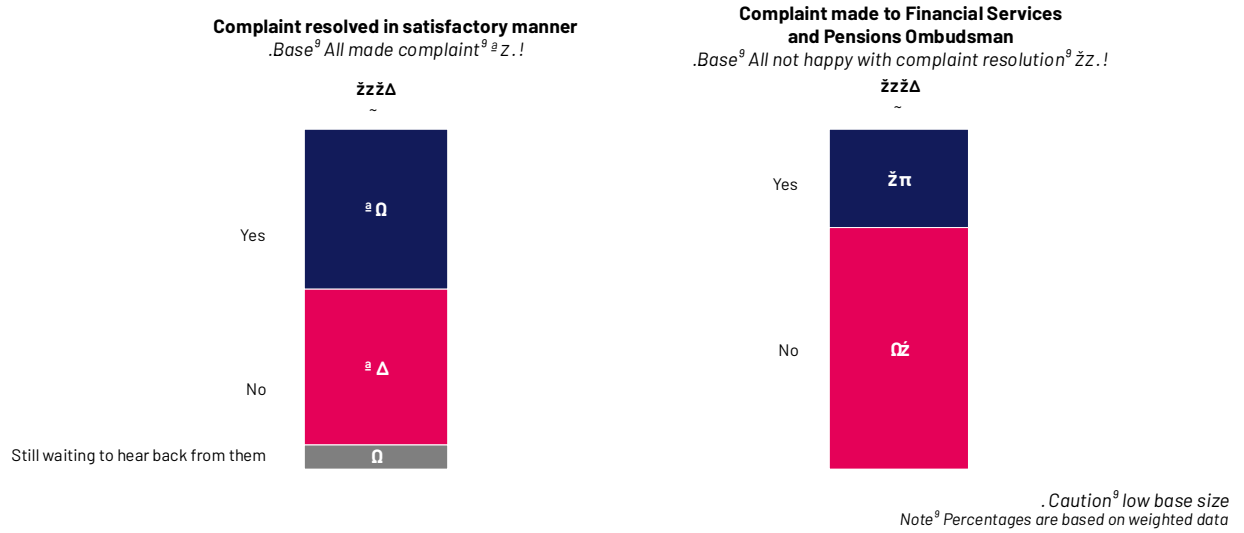


47% of those who made a formal complaint were satisfied with how the financial service provider resolved the issue, similar to the level seen in 2025 (44%), but down from 61% in 2024. Almost half (46%) were dissatisfied, with 7% still waiting to hear back on the complaint at the time of the fieldwork.

Amongst those dissatisfied with the response from the financial service providers, 29% brought the complaint to the Financial Services and Pensions Ombudsman (note: small base size), up from 16% in 2025.

Satisfaction with complaint resolution

Base[9] All respondents who made a complaint N #ª z./ Base[9] All who were not happy with complaint resolution N #žz.



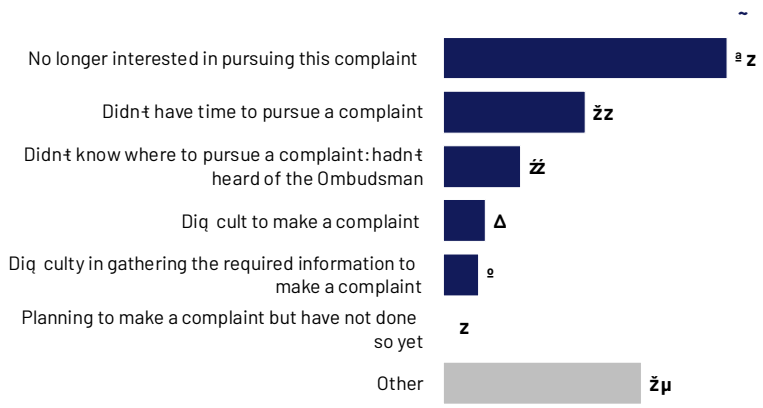
.Caution[9] low base size
Note[9] Percentages are based on weighted data

Q[7]2µ Did your ē nancial service provider: bank resolve your complaint in a manner that was satisfactory to you⅛
Q[7]2π Did you make a complaint to the Financial Services and Pensions Ombudsman⅛

Among the small number of complainants who did not escalate their complaint to the Financial Services and Pensions Ombudsman, the most common reason was that they were no longer interested in pursuing the issue (40%). A further 20% cited a lack of time to continue with the complaint process. 11% said they did not know where to pursue a complaint and six percent cited difficulty making a complaint. Findings should be interpreted with caution given the small base size.

Reasons for not making complaint

Base[9] All respondents who did not go through Financial Services Ω Ombudsman N • Ź[3] .



. *Caution*[9] *low base size*

žŹ Why did you not make a complaint to the Financial Services and Pensions Ombudsman⅛

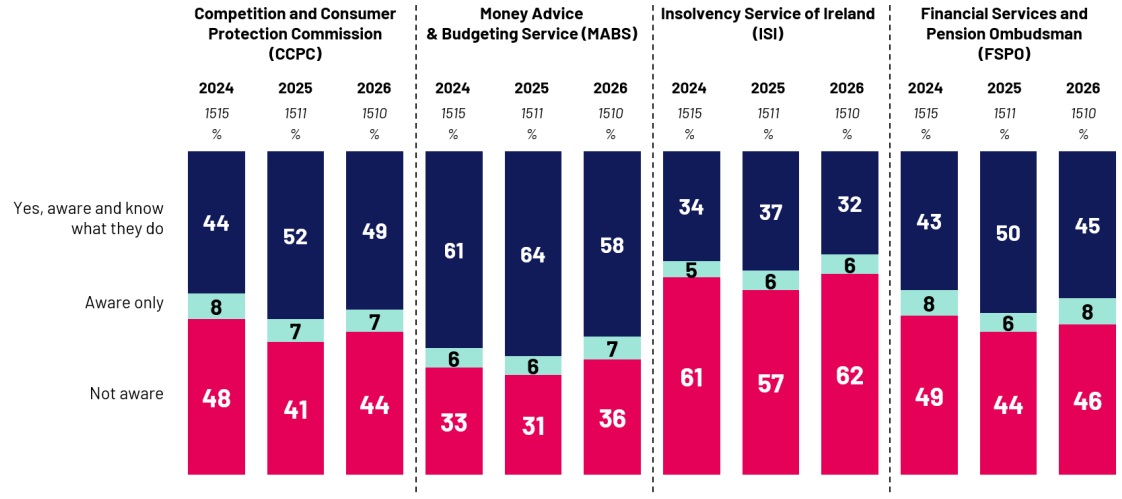
5.4 Awareness of Relevant State Agencies/Bodies

Awareness of consumer and financial support agencies remains highest for the Money Advice and Budgeting Service, with 58% of consumers aware of the organisation and understanding its role. Awareness and knowledge are also relatively strong for the Competition and Consumer Protection Commission (49%) and the Financial Services and Pensions Ombudsman (45%).

Knowledge levels have eased slightly since 2025 across most agencies, while awareness of the Insolvency Service of Ireland remains comparatively lower, with 32% aware and knowing what it does and 62% reporting no awareness.

Awareness of & Knowledge of Agencies

Base: All respondents N - 1,510



Q.25 Are you aware of the following agencies/bodies? ...

Awareness and understanding of consumer support agencies varies considerably across demographic groups. Knowledge of the Money Advice and Budgeting Service is highest among older consumers, rising to 68% among those aged 45-54 and 75% among those aged 55-64, compared with 31% among 18–24-year-olds. A similar pattern is evident for Competition and Consumer Protection Commission and the Financial Services and Pensions Ombudsman, with awareness highest among those aged 45-64.

Awareness & know what they do	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base	*1510*	*705*	*805*	*111*	*218*	*287*	*283*	*244*	*367*	*904*	*606*
	%	%	%	%	%	%	%	%	%	%	%
Money Advice & Budgeting Service (MABS)	58	56	59	31	44	54	68	75	63	59	55
Competition and Consumer Protection Commission (CCPC)	49	52	46	36	39	48	57	55	52	56	41
Financial Services and Pension Ombudsman (FSPO)	45	48	43	19	37	44	56	55	50	51	39
Insolvency Service of Ireland (ISI)	32	35	29	12	23	28	39	42	38	38	25

Awareness & know what they do	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base	*1510*	*446*	*402*	*402*	*260*	*1011*	*499*
	%	%	%	%	%	%	%
Money Advice & Budgeting Service (MABS)	58	51	59	60	62	55	62
Competition and Consumer Protection Commission (CCPC)	49	46	47	53	50	47	52
Financial Services and Pension Ombudsman (FSPO)	45	43	44	49	44	45	45
Insolvency Service of Ireland (ISI)	32	29	29	41	27	31	33

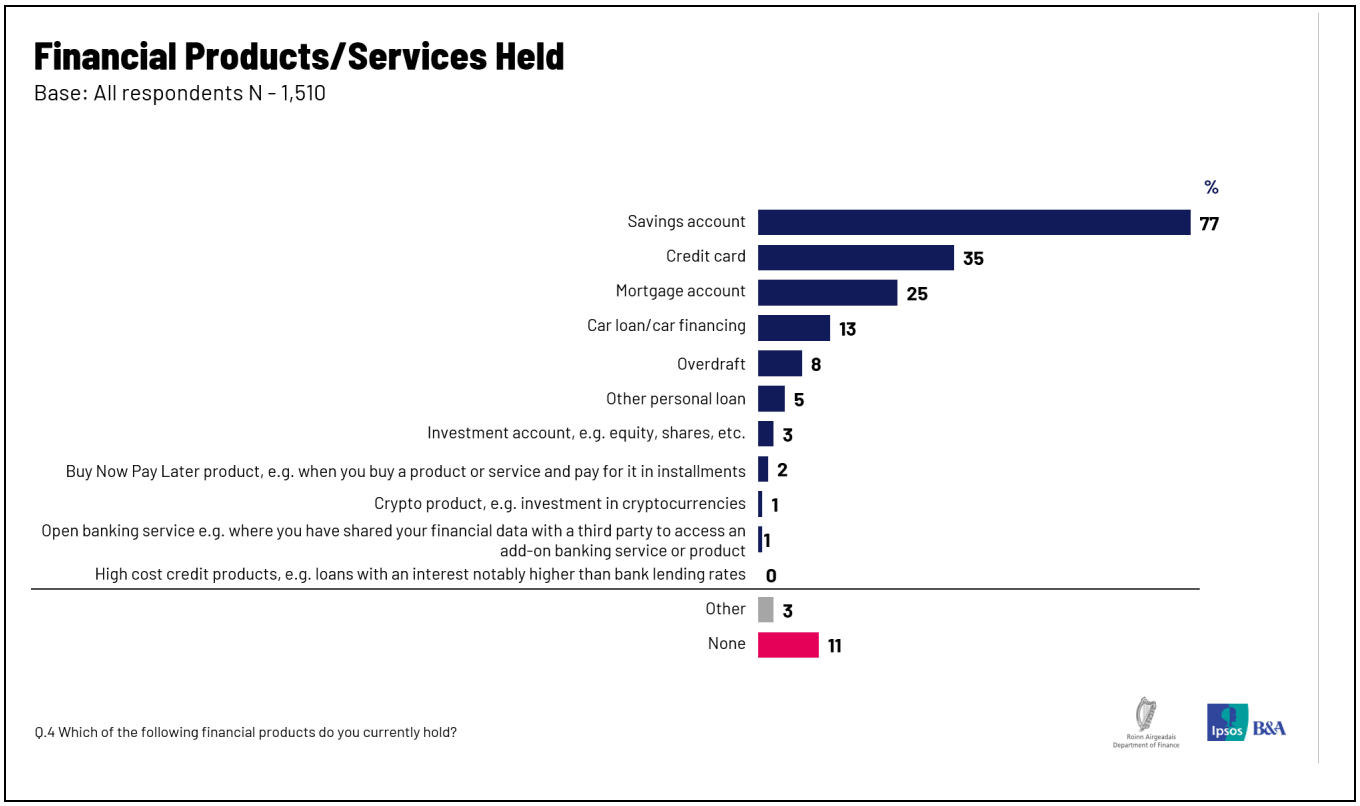
Key	
Significantly higher than the total	
Significantly lower than the total	

6. Financial Products/Services

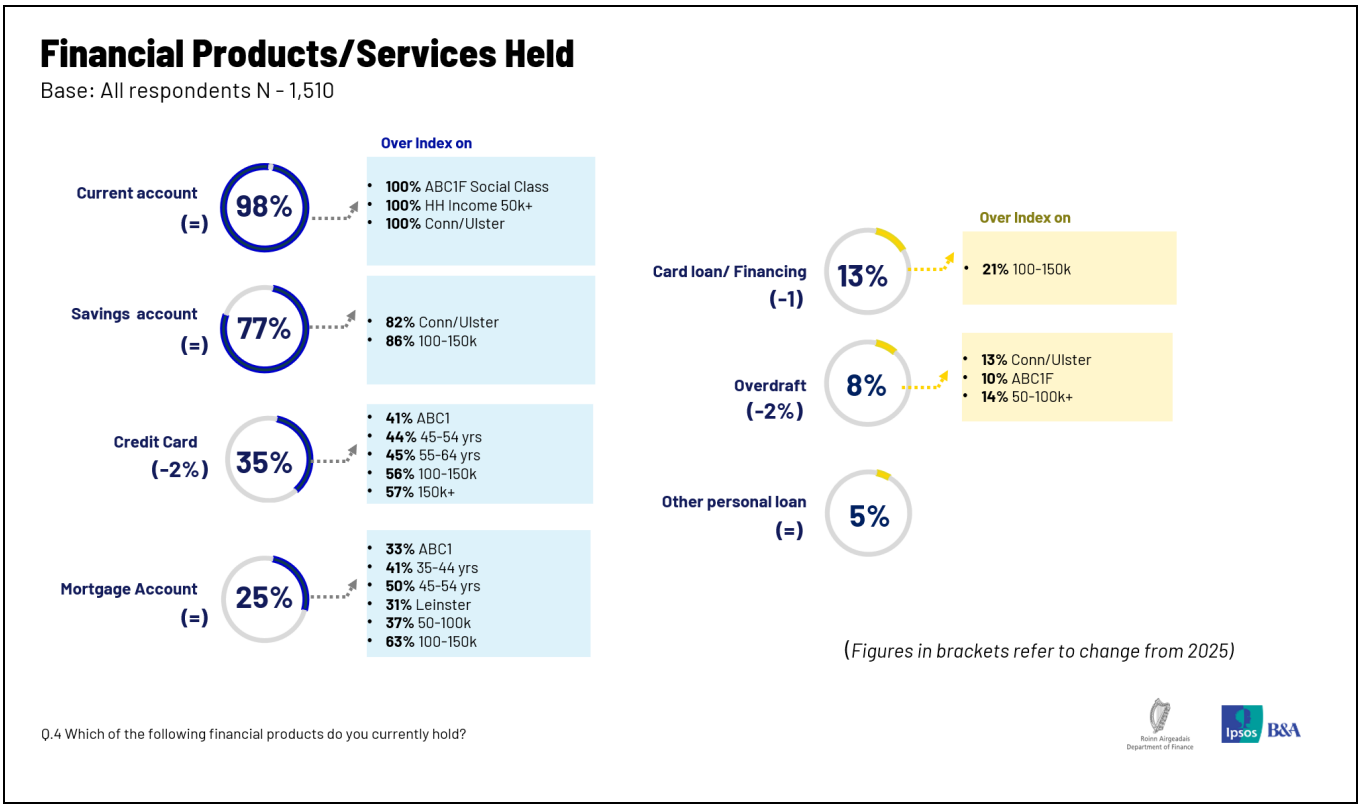
6.1 Financial Products/Services Held

Beyond a current account which is held by 98%, savings accounts are by far the most commonly held financial product, with 77% of consumers reporting that they hold one. This is followed by credit cards (35%) and mortgage accounts (25%). 13% have a car loan/financing, however, the actual incidence is probably higher, with not all respondents including car hire purchase in their answer to this question.

Three percent report having an investment account, with crypto products remaining limited in use (1%).



Ownership of core financial products remains broadly unchanged from 2025. Almost all consumers hold a current account (98%), while 77% have a savings account and 25% hold a mortgage account. Credit card ownership has fallen slightly, down two percentage points to 35%.



Product ownership continues to be closely linked to income and life stage. Mortgage holding is highest among those aged 45-54 (50%) and households earning €100,001-€150,000 (63%), while credit card ownership is more common among ABC1F consumers (41%) and higher-income households.

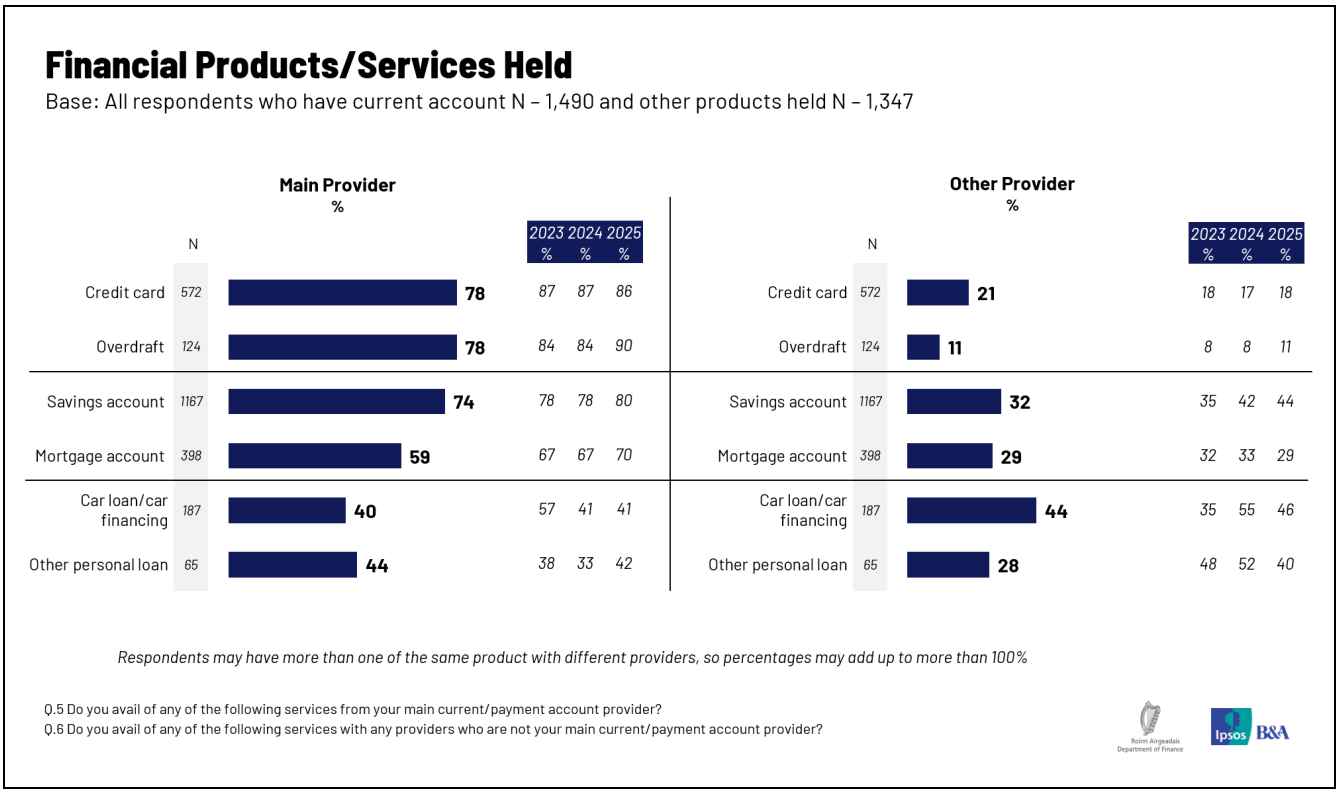
Product Ownership x Demographic	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	*1510*	*705*	*805*	*111*	*218*	*287*	*283*	*244*	*367*	*904*	*606*
	%	%	%	%	%	%	%	%	%	%	%
Current Account	98	99	98	99	97	99	100	97	99	99	97
Savings account	77	80	74	79	75	75	80	77	77	79	75
Credit card	35	37	33	16	27	34	44	45	39	41	29
Mortgage account	25	25	24	2	22	41	50	20	3	33	15
Car loan/car financing	13	13	12	12	17	17	14	9	7	14	11
Overdraft	8	8	7	2	9	10	9	6	8	10	5
Other personal loan	5	6	4	1	7	6	7	4	2	5	5
Investment account	3	5	2	1	3	4	2	4	4	5	2
Buy Now Pay Later product	2	1	3	3	2	3	2	1	-	1	2
Crypto product,	1	1	1	2	1	1	-	2	-	2	0
Open banking service	1	1	0	1	1	1	0	0	0	1	0
High cost credit products	0	-	0	-	-	0	-	-	-	0	-
Other	3	2	3	2	4	3	1	2	4	2	3

Key	
	Significantly higher than the total
	Significantly lower than the total

6.2 Provider for Financial Products

Customers continue to source most financial products from their main current account provider, particularly credit cards (78%), overdrafts (78%) and savings accounts (74%). However, reliance on the main provider has declined over time across several product categories, most notably mortgages, where the proportion holding their mortgage with their main provider has fallen from 70% in 2025 to 59% in 2026.

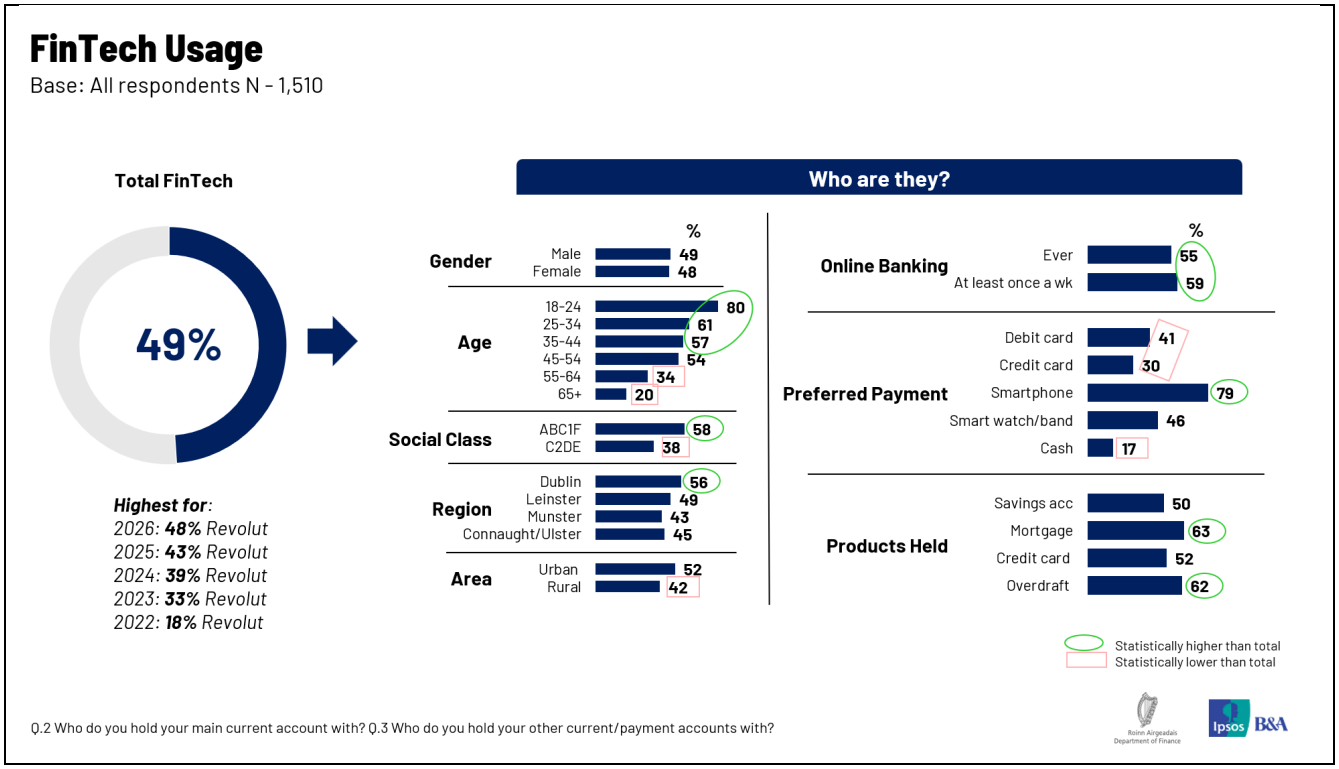
Use of alternative providers is most evident for car finance (44%), savings accounts (32%) and mortgages (29%), suggesting greater willingness among consumers to shop around for these products.



7. FinTech Providers

7.1 FinTech Usage

By FinTech usage, we mean usage of digital-only providers, such as Revolut. FinTech providers continue to play a significant role in the market, with 49% of consumers holding a current or payment account with a FinTech provider. Usage has increased steadily over time, driven primarily by growth in Revolut, which is now used by 48% of respondents, up from 43% in 2025.



FinTech usage is highest among younger adults, peaking at 80% among 18–24-year-olds, and is also above average among ABC1F consumers (58%) and Dublin residents (56%).

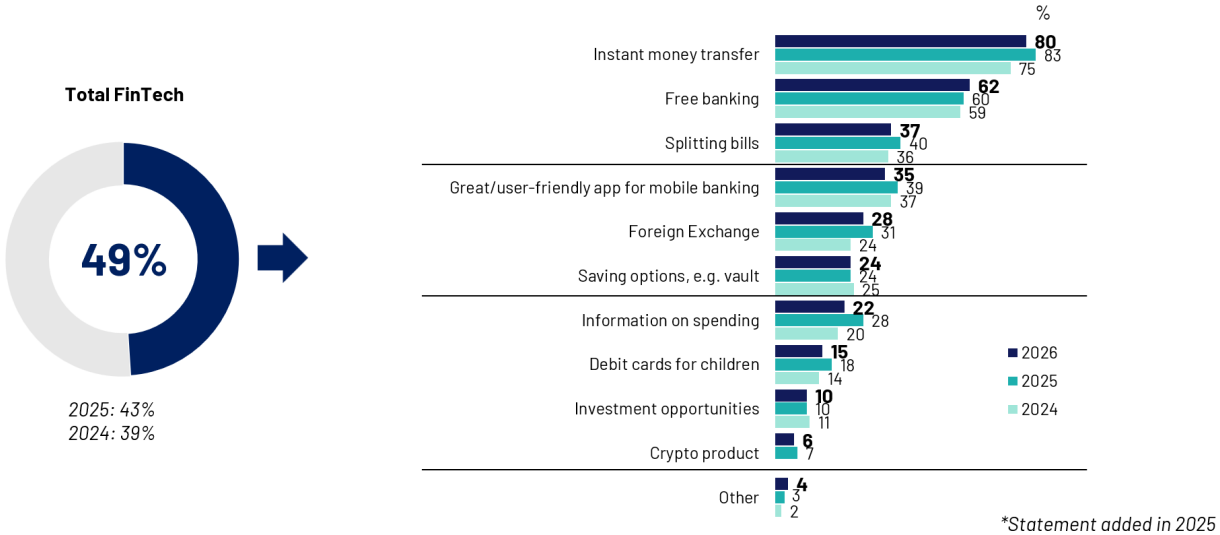
7.2 FinTech Appeal

FinTech users continue to value features that support convenience, speed and day-to-day money management. Instant money transfers remain the most commonly cited benefit (80%), followed by free banking (62%) and bill-splitting functionality (37%).

Digital experience also remains a key differentiator, with 35% citing user-friendly mobile banking apps. Other commonly mentioned benefits include foreign exchange services (28%), savings tools such as vaults (24%) and spending insights (22%).

What does FinTech offer that traditional banks do not?

Base: All respondents who use Fintech N - 762



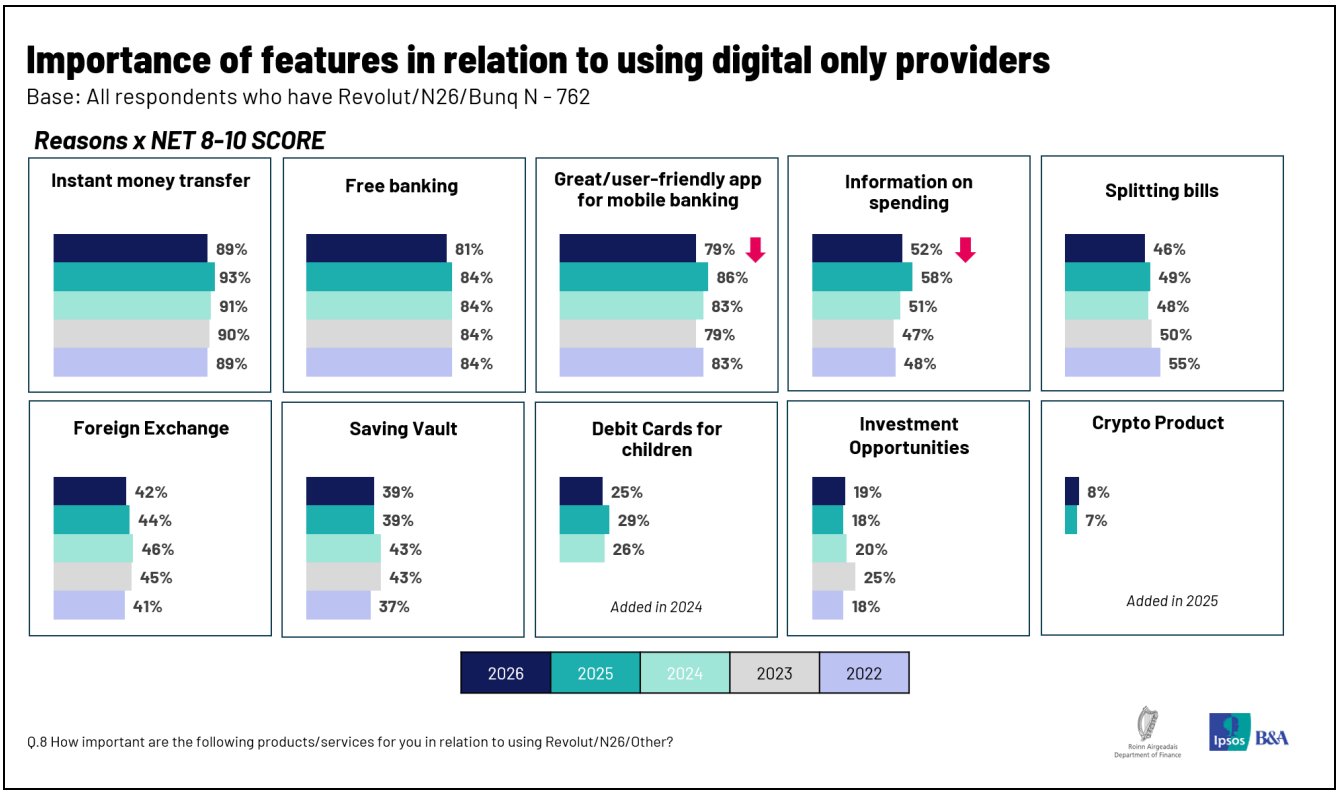
*Statement added in 2025

Q.2 Who do you hold your main current account with? Q.3 Who do you hold your other current/payment accounts with?
Q.7 What does Revolut/N26/Bunq/Monzo/Other offer that the more traditional retail banks do not offer?

7.3 Importance of FinTech Features

The features most valued by users of digital-only providers have remained broadly unchanged over time. Instant money transfers (89%) and free banking (81%) continue to be viewed as the most important benefits, followed by a user-friendly mobile banking app (79%).

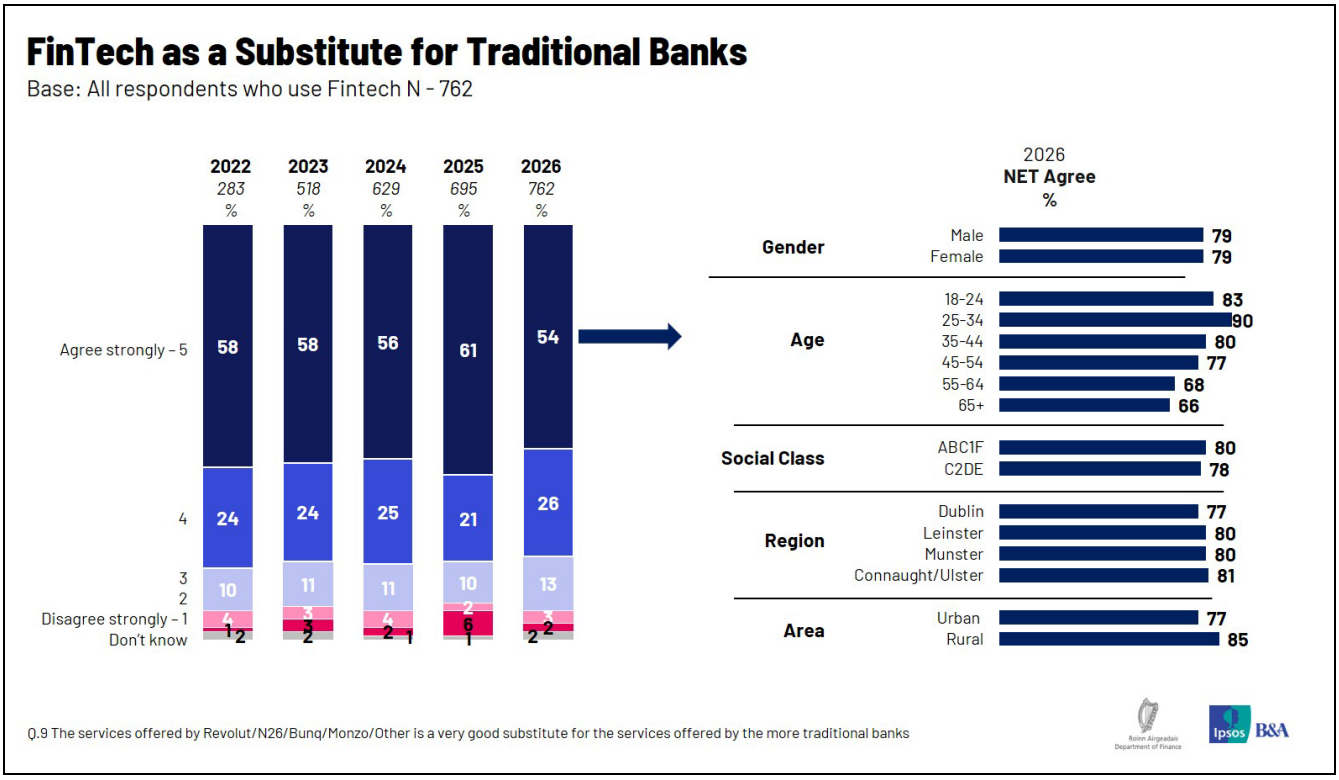
This is followed by spending insights (52%), bill splitting (46%), foreign exchange (42%) and savings vaults (39%). Since 2025, the importance attached to app usability has declined by seven percentage points (86% to 79%), while the perceived importance of spending insights has fallen by six percentage points (58% to 52%).



7.4 FinTech as a Substitute for Traditional Banks

FinTech users remain positive about digital-only providers as an alternative to traditional banks. Four in five (80%) agree that the services offered by FinTech providers are a good substitute for those provided by traditional banks, broadly unchanged from 82% in 2025. Although, it should be noted that the proportion who strongly agree with this statement has decreased from 61% in 2025 to 54% for 2026.

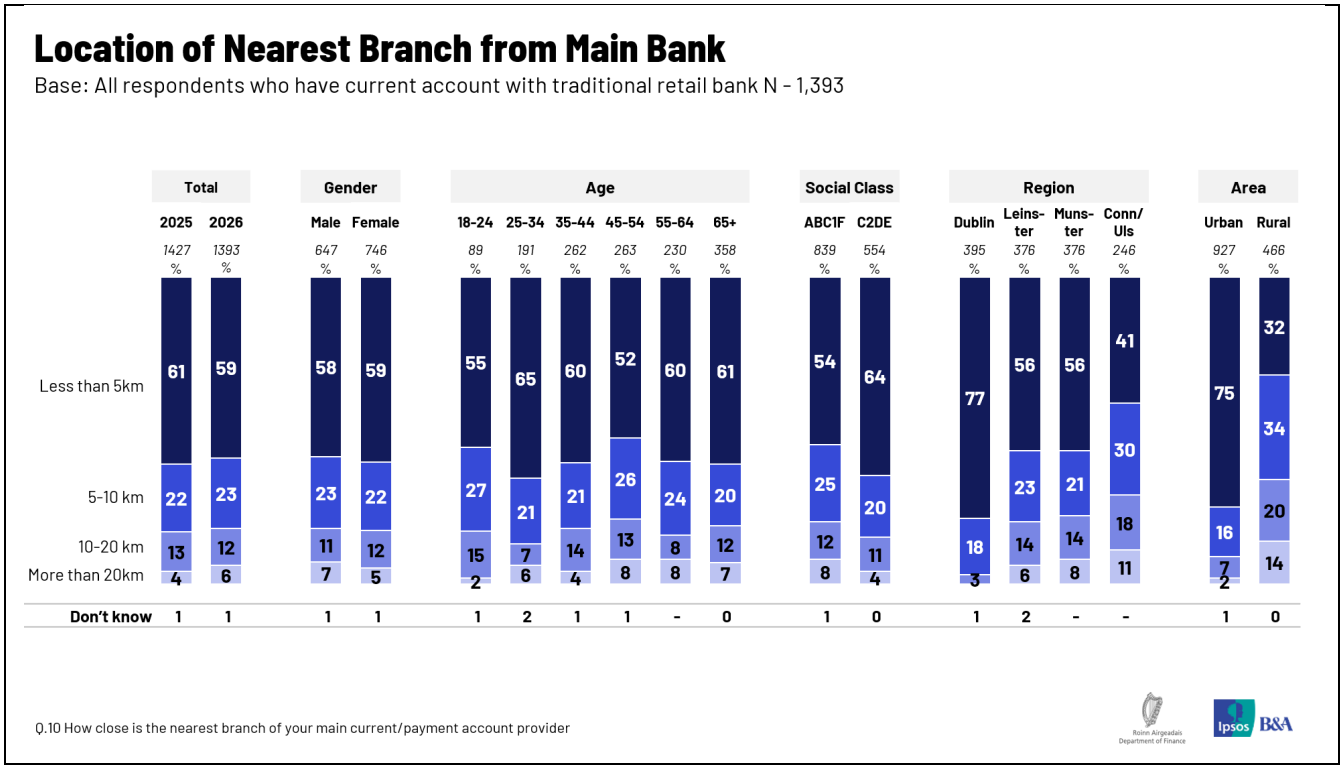
Agreement is particularly strong among younger adults, peaking at 90% among those aged 25-34, while still remaining high among older users. Rural FinTech users are more likely than urban users to view these providers as a good substitute for traditional banks (85% vs. 77%), with little variation by gender, social class or region.



8. Channel Availability & Usage

8.1 Bank Branch

Almost three in five (59%) current account holders with a traditional retail bank report having a branch within five kilometres of their home. A further 23% have their nearest branch located 5-10 kilometres from their home, while 18% report a distance of 10 kilometres or more (12% 10-20km; six percent 20km+).



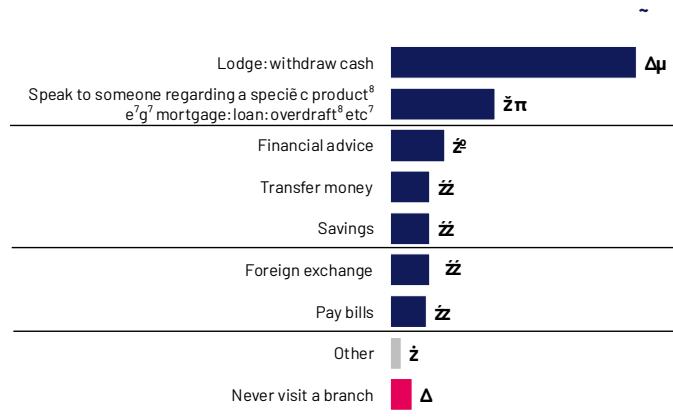
Branch proximity varies considerably by location. Respondents in Dublin are most likely to have a branch within five kilometres (77%), compared with 56% in Leinster (excluding Dublin) and Munster, and 41% in Connacht/Ulster. Rural respondents are substantially less likely than urban respondents to be within 5 kilometres of a branch (32% vs. 75%) and are more likely to report distances of 10 kilometres or more (34% vs. 18%).

Branch visits remain primarily transaction-led, with cash lodgements/withdrawals by far the most common reason for visiting a branch (68%). Speaking to someone about a specific product continues to be the second most common reason (29%), unchanged from 2025.

Other reasons for branch visits are less frequently cited, with financial advice being cited by 15%. Transferring money (11%), savings (11%), foreign exchange (11%) and paying bills (10%) are each mentioned by around one in ten customers.

Reasons for Visiting Branch

Base[9] All respondents who have current account with traditional retail bank N • ŻŽπż



			REGION			
			Dublin	Leinster	Munster	Conn: Ulster
	ŽzŽª	ŽzŽº	Żπº	ŻΩΔ	ŻΩΔ	Žª Δ
	~	~	~	~	~	~
Lodge: withdraw cash	ΔΔ	Δπ	ΔΩ	Δπ	Δª	ΩŽ
Speak to someone regarding a specië c product[8] e[7]g[7] mortgage: loan: overdraft[8] etc[7]	Žμ	Žπ	ŽΔ	Žμ	Żż	Žπ
Financial advice	żż	żż	żż	Žª	Żπ	żż
Transfer money	żż	żż	żz	żż	żż	μ
Savings	π	żz	żz	żz	Žª	π
Foreign exchange	żż	żż	μ	π	żz	Żż
Pay bills	żż	żż	żz	żż	π	π
Other	º	ż	º	ª	Ž	Ž
Never visit a branch	Δ	Ω	Δ	Ω	Ω	ż

Signiëcantly higher than total
Signiëcantly lower than total

Q[7]Žμ If you visit a branch of main bank[8] which of the following would best describe your reasons for visit⅛

Visits to discuss specific products are more common among middle-aged customers and ABC1F households. Customers aged 45-54 (37%) and ABC1F respondents (35%) are significantly more likely than average to visit a branch to discuss products such as mortgages, loans or overdrafts, while younger adults aged 18-24 (19%) and those aged 65+ (20%) are less likely to do so. Financial advice is also more commonly cited by ABC1F customers (18%).

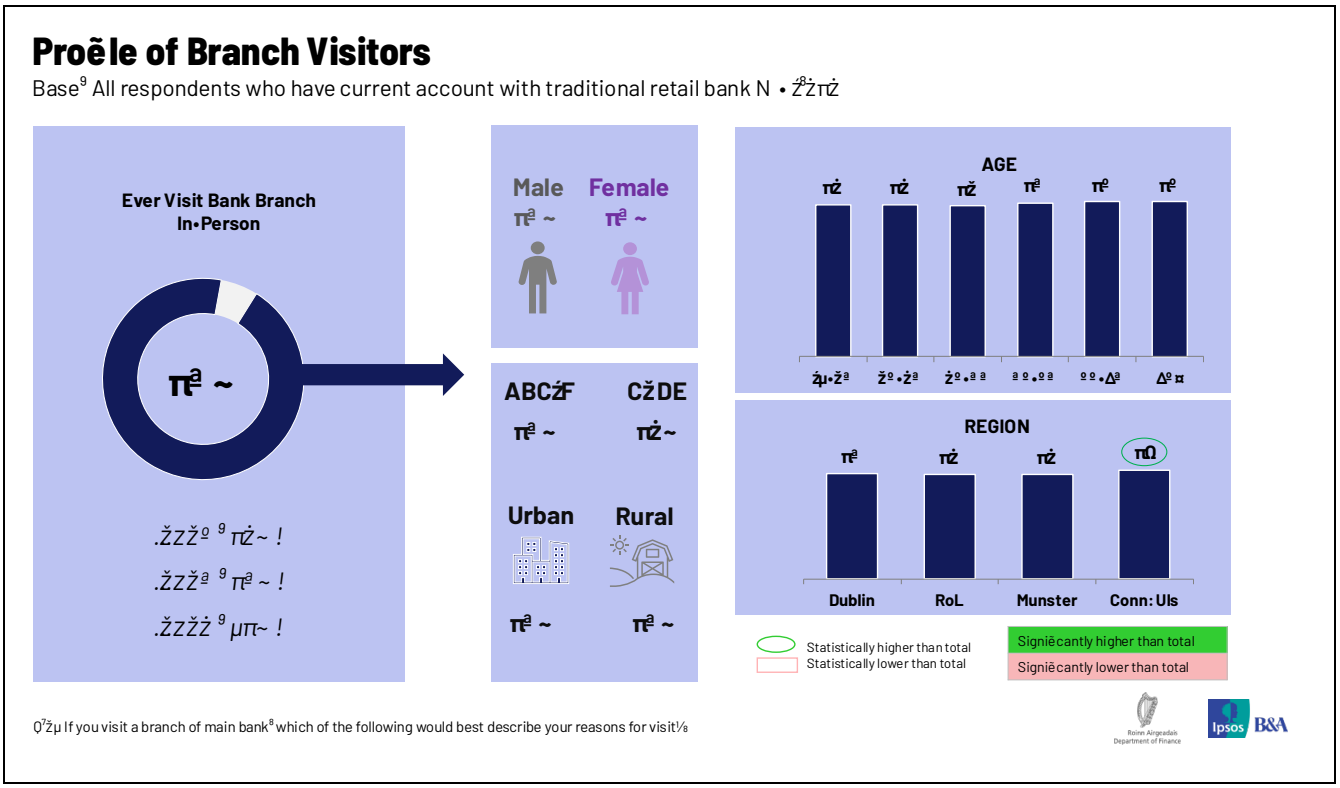
Older customers tend to use branches for routine banking services. Those aged 65+ are significantly more likely to visit for paying bills (18%) and are also more likely to transfer money (16%). In contrast, customers aged 25-34 are less likely to visit for savings purposes (six percent).

Have traditional account	Total	Age						Social Class		Urban/Rural	
		18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Urban	Rural
Base	1427	119	202	295	293	228	290	818	609	959	468
	%	%	%	%	%	%	%	%	%	%	%
Lodge/withdraw cash	68	69	64	66	68	72	68	68	67	67	69
Speak to someone regarding a specific product, e.g. mortgage/loan/overdraft, etc.	29	19	34	32	37	29	20	35	22	29	29
Financial advice	15	11	19	16	17	15	10	18	11	15	14
Transfer money	11	8	8	7	11	11	16	11	10	12	9
Savings	11	14	6	9	11	12	14	9	13	12	10
Foreign exchange	11	9	11	9	8	13	14	11	11	11	11
Pay bills	10	4	8	7	8	11	18	8	13	10	9
Other, please specify	3	2	3	3	3	3	5	3	4	3	3
Never visit a branch	6	7	7	8	6	5	5	6	7	6	6

Key	Significantly higher than the total	
	Significantly lower than the total	

Just six percent of those with a current account with a traditional retail bank claim to never visit a branch.

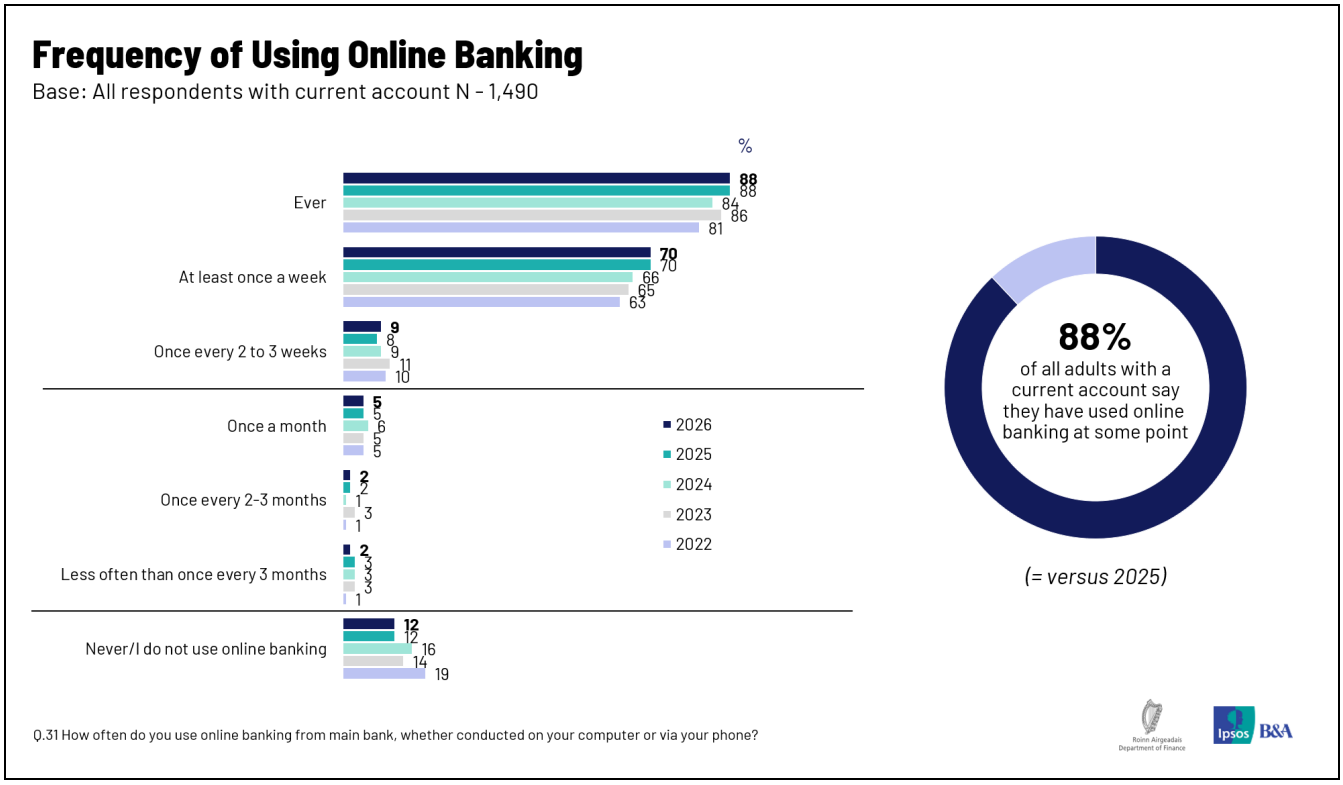
Branch visitation levels are consistently high across most demographic groups.



8.2 Online Banking

Online banking usage remains high, with 88% of current account holders having used online banking at some point, unchanged from 2025. Weekly usage also remains stable, with seven in ten (70%) using online banking at least once a week.

Just 12% report *never* using online banking.



Online banking usage is significantly higher among younger and more affluent customers. Almost all respondents aged 18-54 report having used online banking (ranging from 94% to 97%), compared with 83% of those aged 55-64 and 66% of those aged 65+. Usage is also higher among ABC1F respondents (94%) and those with household incomes above €50,000.

Lower levels of online banking usage are evident among older adults, C2DE respondents (81%) and those earning €25,000 or less (69%), indicating that digital banking engagement remains less widespread among these groups.



Ever Used Online Banking

Base[9] All respondents with current account N • Ž[8a] πZ

Ever use higher for	
ź µ•Ž[a] year olds	πΔ~
Ž[o]•Ž[a] year olds	πΩ~
ż[o]•[aa] year olds	πΩ~
[a o]•[o a] year olds	π[a] ~
ABCź	π[a] ~
Earn [o]z•żzzK	πΩ~
Earn źzz•Ž[o]zK	πΔ~
Over Ž[o]zK	πΔ~

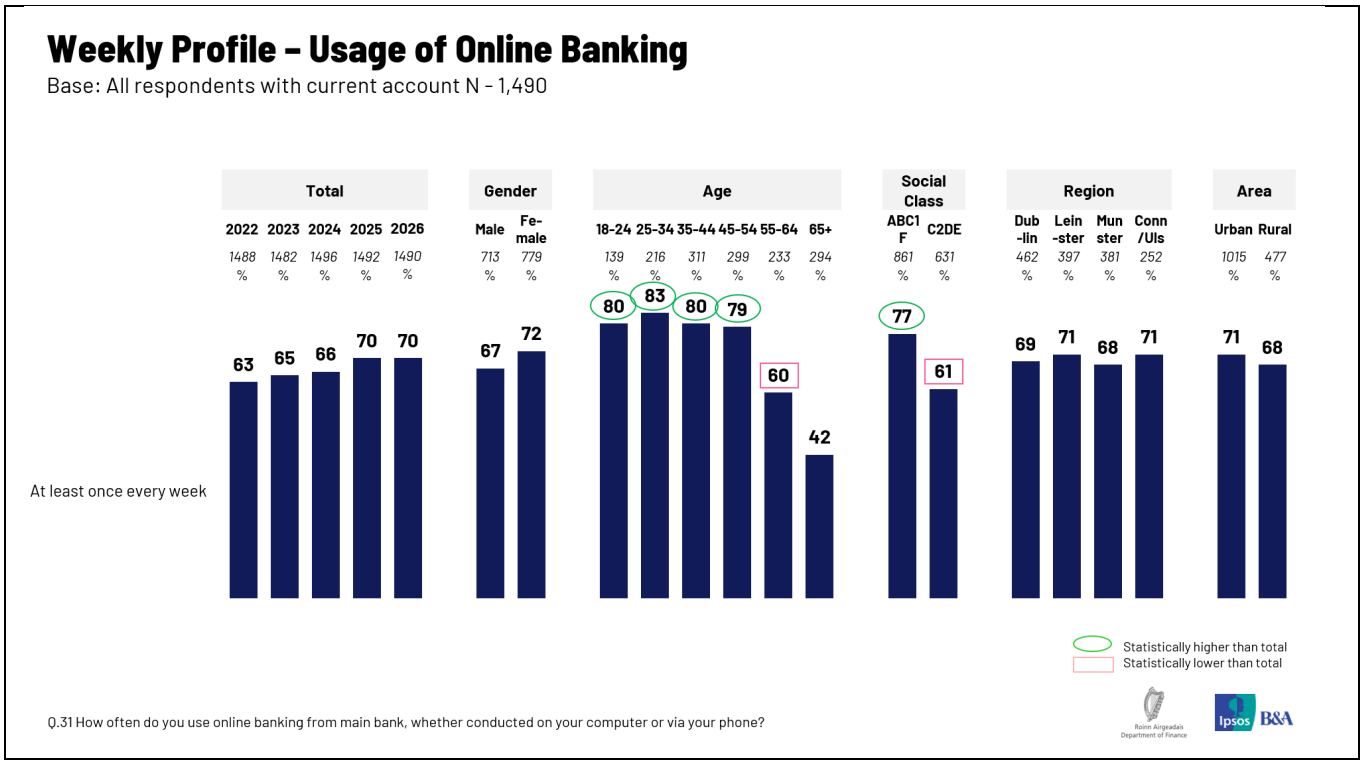
Ever use lower for	
[o o]•Δ[a] year olds	µż~
Δ[o] ¤ year olds	ΔΔ~
CŽDE	µź~
Earn Ž[o]k or less	Δπ~

Signiëcantly higher than total
Signiëcantly lower than total

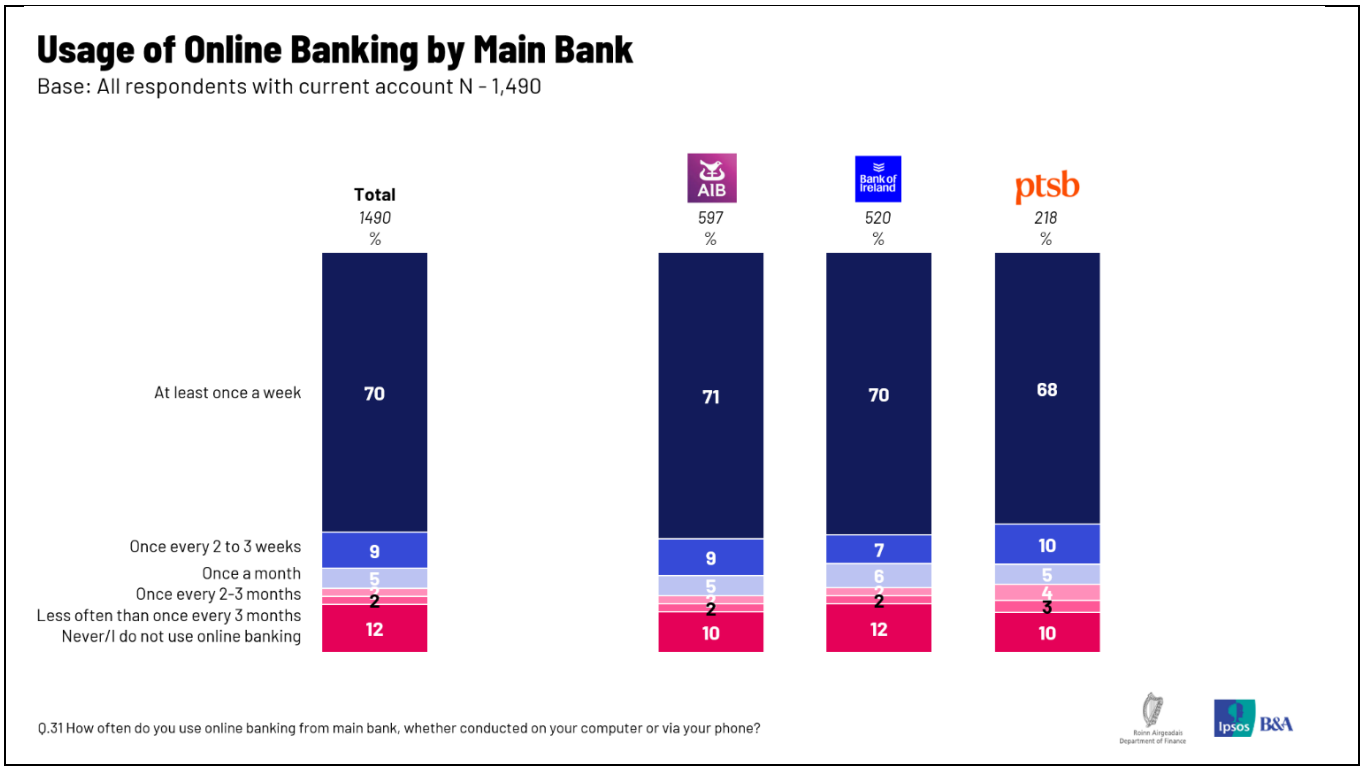
Q[7]żźHow often do you use online banking from main bank[8] whether conducted on your computer or via your phone[1/8]

Weekly online banking usage remains high at 70%, unchanged from 2025.

Usage is highest among younger adults aged 18-54 (ranging from 79% to 83%) and ABC1F respondents (77%), while those aged 55-64 (60%) and particularly those aged 65+ (42%) are less likely to use online banking on a weekly basis.



Weekly online banking usage is broadly consistent across the main retail banks.



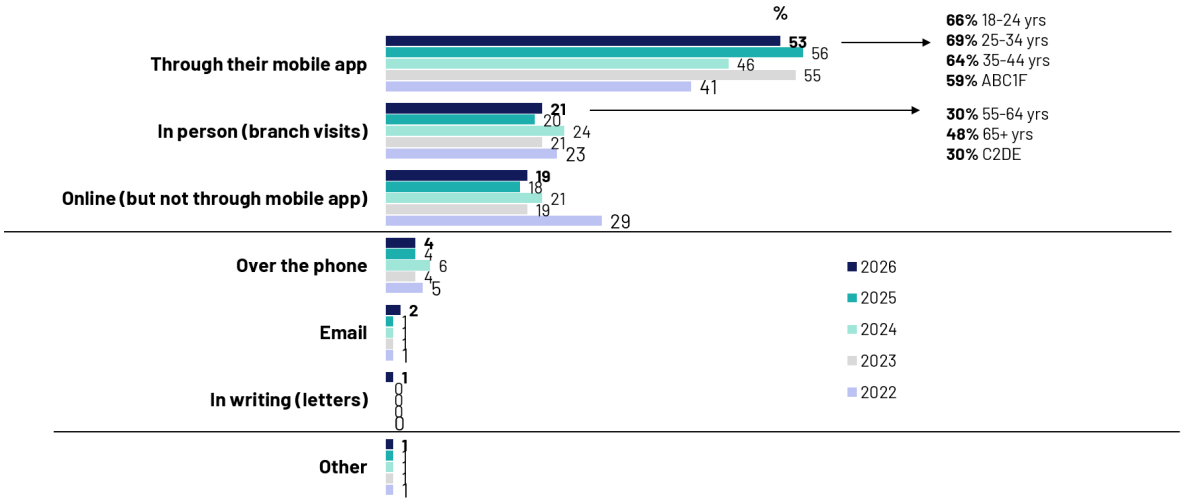
8.3 Main Form of Contact

Mobile banking apps remain the primary way customers interact with their main provider, cited by 53%, although this has eased slightly from 56% in 2025. In-person branch contact remains the second most common channel at 21%, broadly unchanged over time.

Use of mobile apps is highest among younger adults and ABC1F customers (59%), while branch contact is more prevalent among older customers, particularly those aged 65+ (48%) and 55-64 (30%), as well as C2DE respondents (30%).

Main Form of Contact with Main Provider

Base: All respondents with current account N - 1,490



Q.11 What is your main form of contact with your main current/payment account provider

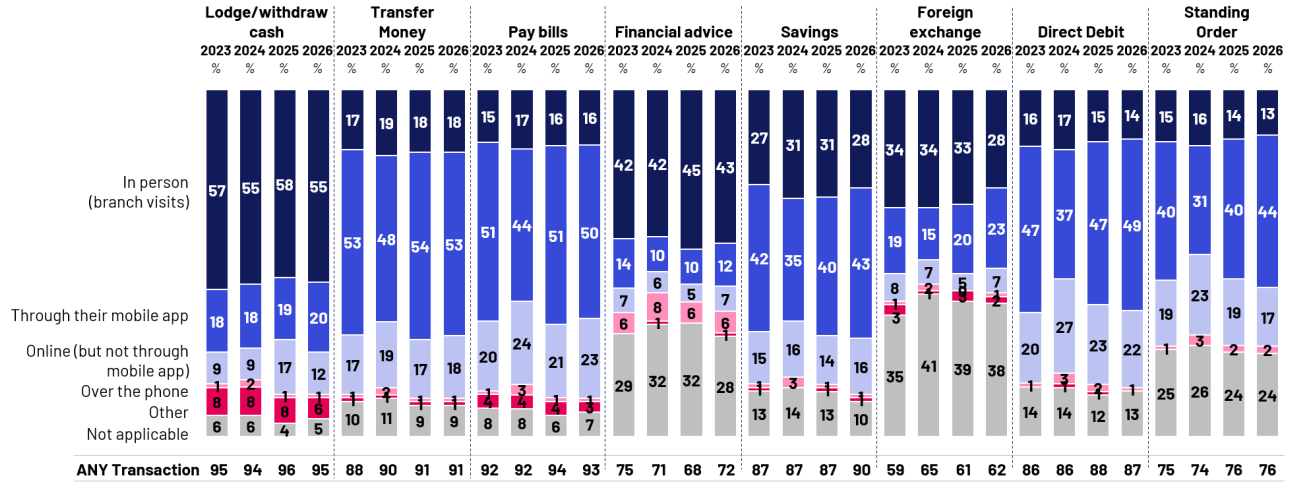
9. Channel Preference & Satisfaction

9.1 Preferred Form of Contact

Preferences for banking channels continue to vary by transaction type. In-person contact remains the preferred option for cash lodgements/withdrawals (55%) and financial advice (43%), while the mobile app is the leading channel for routine transactions such as transferring money (54%), paying bills (50%), foreign exchange (28%), direct debits (49%) and standing orders (44%).

Preferred Form of Contact by Transaction - Summary

Base: All respondents N - 1,510



*NB: In writing (letters) 1% for Financial Advice; 0% for all other transactions
**Email 2% for financial advice & 1% for Savings, 0% for all other transactions

Q.12 What is your preferred form of contact with your bank for each of the transactions listed below?

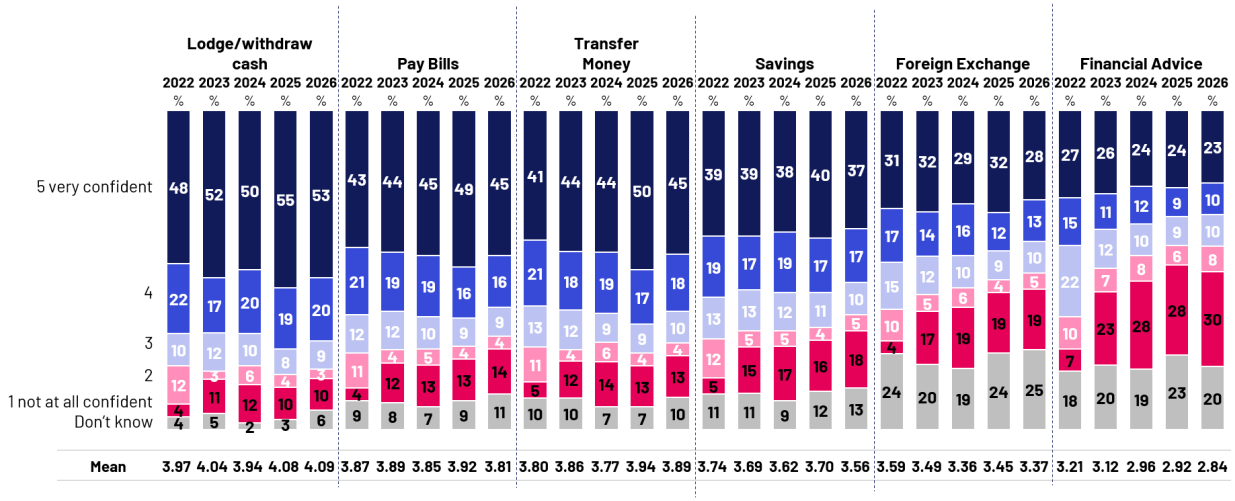
9.2 Level of Confidence in Automated Branch Services

Confidence in automated branch services remains strongest for routine transactions. Mean confidence scores are highest for lodging/withdrawing cash, transferring money, and paying bills, with around four in ten or more reporting they would be very confident using an automated service for these activities.

Confidence is lower for more complex services, particularly financial advice and foreign exchange. While confidence in automated services for cash transactions has increased over time, confidence in automated financial advice has declined.

Level of Confidence in Automated Branch Services

Base: All respondents N - 1,510



Q.29 How confident would you be in an automated service in a branch handling all of the services ...

Younger adults and ABC1F respondents report higher confidence across most services, particularly those aged 25-44. In contrast, confidence is lower among older customers, especially those aged 65+, and also among lower social classes. One in five respondents (21%) indicate they would not be confident using automated services for any of the transactions mentioned.

Top 2 Box Confidence Rating	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base	*1510* %	*705* %	*805* %	*111* %	*218* %	*287* %	*283* %	*244* %	*367* %	*904* %	*606* %
Lodge/withdraw cash	72	72	73	73	80	83	81	65	54	77	67
Transfer money	64	63	64	71	74	75	72	52	42	70	56
Pay bills	61	62	60	60	72	72	70	49	41	67	54
Savings	53	54	53	63	66	62	58	39	36	58	48
Foreign exchange	41	44	39	49	56	50	44	27	26	47	35
Financial advice	32	32	32	33	39	43	38	21	19	35	29
None	21	21	21	18	13	12	13	28	39	16	26

Key	
	Significantly higher than the total
	Significantly lower than the total

Confidence in automated branch services is closely linked to income and digital engagement. Customers with household incomes of €100,001–€150,000 report the highest confidence across most transactions, while those on lower incomes are generally less confident. Frequent online banking users are also significantly more comfortable with automated services.

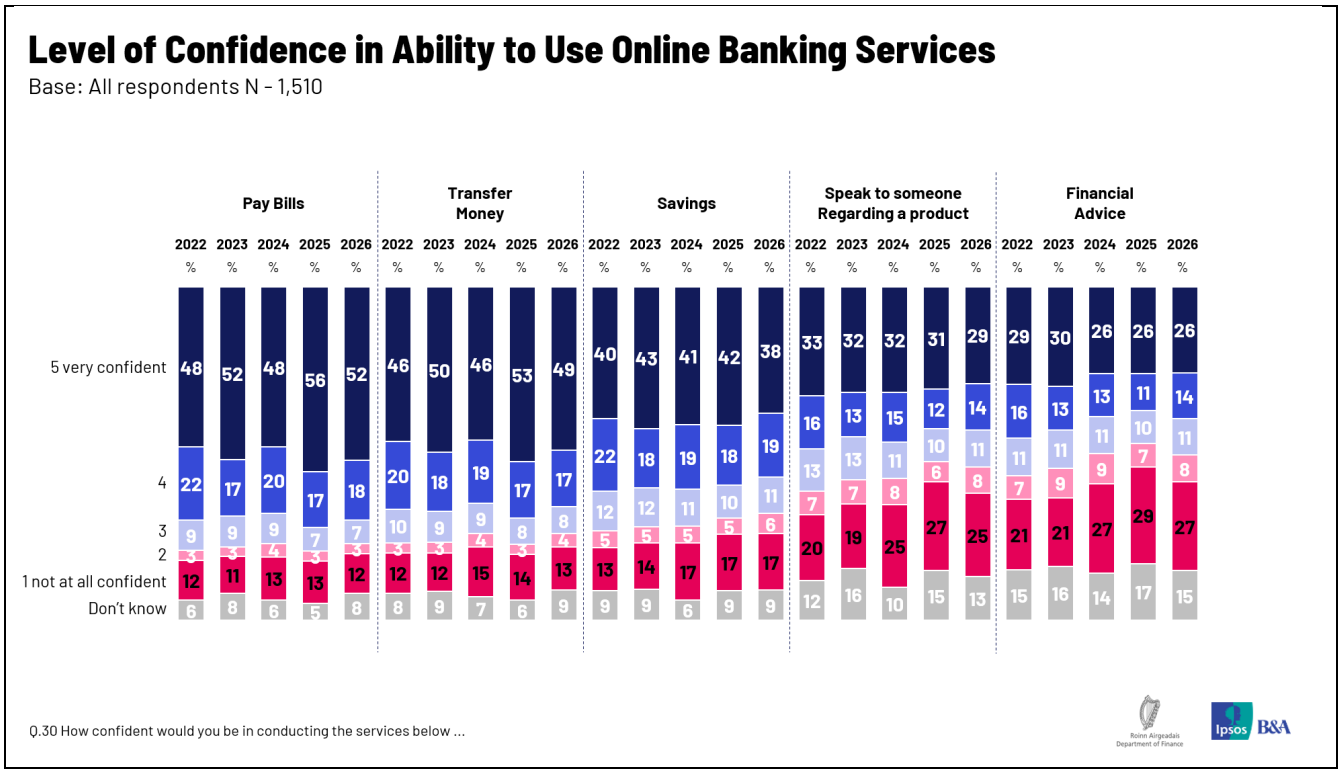
Top 2 Box Confidence Rating	Total	Household Income					Frequency of Using online banking						
		€25,000 or less	€25,001 €50,000	€50,001 - €100,000	€100,001 €150,000	Over €150,000	Ever	At least once a week	Once every 2 to 3 weeks	Once a month	Once every 2-3 mths	<Once every 3 mths	Never
Base:	*1510*	*194*	*354*	*312*	*115*	*45*	*1321*	*1048*	*128*	*79*	*33*	*33*	*169*
	%	%	%	%	%	%	%	%	%	%	%	%	%
Lodge/withdraw cash	72	61	74	76	85	71	78	81	70	57	77	70	38
Transfer money	64	50	68	68	80	64	70	73	66	44	70	53	22
Pay Bills	61	47	62	68	75	63	67	70	60	45	66	51	20
Savings	53	46	55	55	62	47	58	61	54	37	68	42	22
Foreign exchange	41	35	37	49	55	42	45	48	34	30	55	29	15
Financial advice	32	31	34	33	31	18	35	37	27	18	35	34	15
None	21	35	20	16	7	19	15	12	20	37	18	15	58

Key	
	Significantly higher than the total
	Significantly lower than the total

9.3 Level of Confidence in Ability to Use Online Banking Services

Confidence in using online banking services remains highest for routine transactions, with around seven in ten expressing confidence in paying bills (70%) and transferring money (66%). Confidence is more moderate for savings (57%), but notably lower for speaking to someone regarding a product (43%) and financial advice (40%).

While confidence levels have remained broadly stable over time, customers continue to be less comfortable using online channels for more complex or advice-led interactions, highlighting an ongoing preference for human support in these areas.



Confidence levels are significantly higher among younger adults, particularly those aged 25-44, and among ABC1F respondents. Conversely, older customers, especially those aged 65+, are less self-assured across all services, with almost half (46%) indicating they would not feel certain using online banking services for any of the activities mentioned.

Rating 4-5	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base	*1510* %	*705* %	*805* %	*111* %	*218* %	*287* %	*283* %	*244* %	*367* %	*904* %	*606* %
Pay bills	70	70	70	73	82	78	81	61	48	79	60
Transfer money	66	67	66	73	81	74	77	54	43	74	57
Savings	56	56	57	69	72	71	57	40	35	63	49
Speak to someone regarding a specific product.	43	45	41	39	54	59	47	32	26	48	38
Financial advice	40	41	39	43	50	56	43	25	23	45	34
None	23	23	22	10	10	14	15	34	46	14	33

Rating 4-5	Total	Region				Urban Rural	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base	*1510* %	*446* %	*402* %	*402* %	*260* %	*1011* %	*499* %
Pay bills	70	68	72	70	71	70	70
Transfer money	66	67	67	65	67	66	66
Savings	56	58	57	54	57	57	55
Speak to someone regarding a specific product.	43	40	46	44	42	43	44
Financial advice	40	37	45	40	36	39	41
None	23	24	22	22	23	22	24

Key	
	Significantly higher than the total
	Significantly lower than the total

Confidence in using online banking services is closely linked to both income and frequency of use. Confidence is highest among those with household incomes of €50,001 or more, particularly for routine transactions such as paying bills and transferring money, while those earning €25,000 or less report significantly lower confidence across all services.

Rating 4 - 5	**Total**	**Household Income**				
		€25,000 or less	€25,001 - €50,000	€50,001 - €100,000	€100,001 - €150,000	Over €150,001
Base	*1510* %	*194* %	*354* %	*312* %	*115* %	*45* %
Pay bills	70	55	70	81	89	72
Transfer money	66	47	66	79	86	75
Savings	56	46	55	64	66	60
Speak to someone regarding a specific product, e.g. mortgage, loan, overdraft etc.	43	38	44	49	50	38
Financial advice	40	35	40	43	49	28

Regular online banking users are also substantially more comfortable than less frequent users. Among those using online banking at least weekly, 82% are confident paying bills and 79% are confident transferring money online, compared with just 18% and 14% respectively among those who never use online banking. This pattern extends across all services tested, including product enquiries and financial advice.

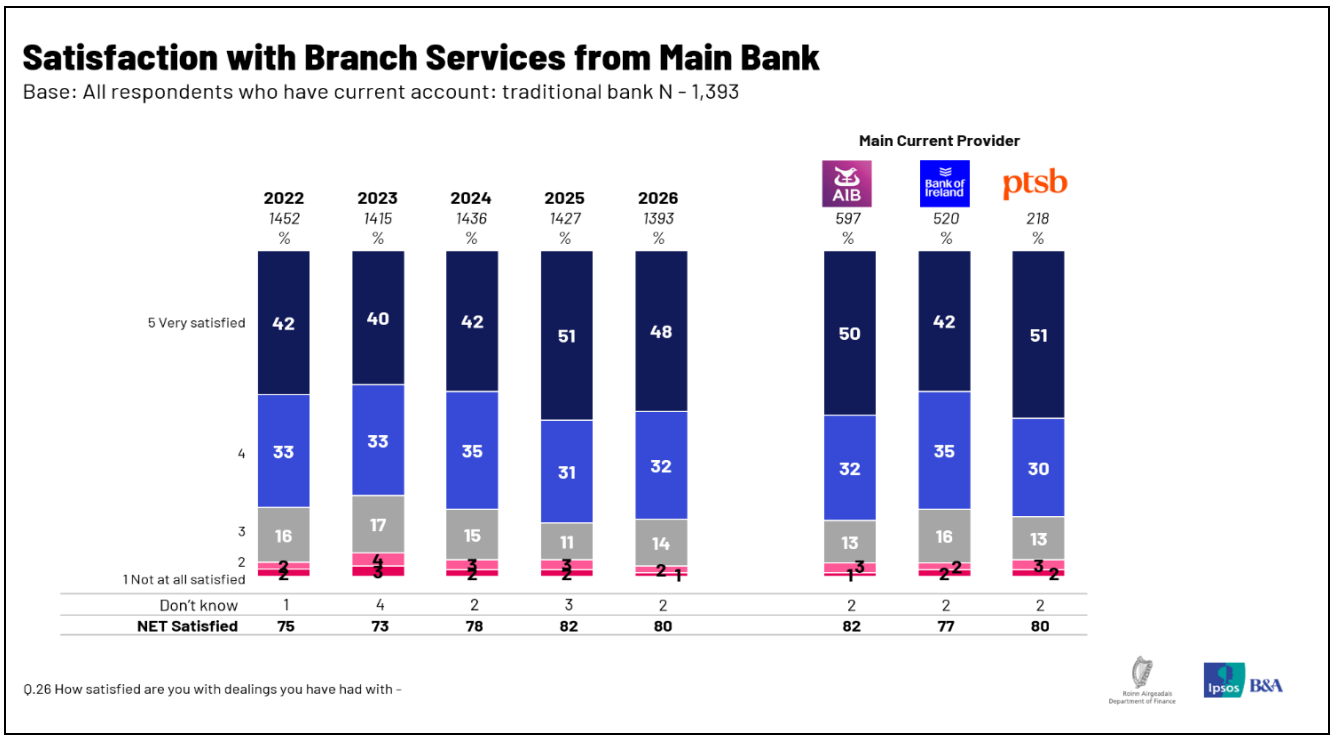
Rating 4 - 5	**Total**	**0.25 Frequency of Using online banking**						
		Ever	At least once a week	Once every 2 to 3 weeks	Once a month	Once every 2-3 months	< once every 3 months	Never
Base	*1510* %	*1321* %	*1048* %	*128* %	*79* %	*33* %	*33* %	*169* %
Pay bills	70	78	82	69	60	72	46	18
Transfer money	66	74	79	60	56	69	47	14
Savings	56	63	67	55	44	54	34	14
Speak to someone regarding a specific product, e.g. mortgage, loan, overdraft etc.	43	47	49	39	38	51	39	12
Financial advice	40	44	47	32	32	46	39	10

Key	Significantly higher than the total	
	Significantly lower than the total	

9.4 Satisfaction with Branch Service and Remote Services

80% of customers of traditional banks are satisfied with their branch experience (giving a rating of four or five out of five). This is slightly lower than the 2025 peak of 82% but remains above levels recorded between 2023 and 2024 (73% and 78% respectively).

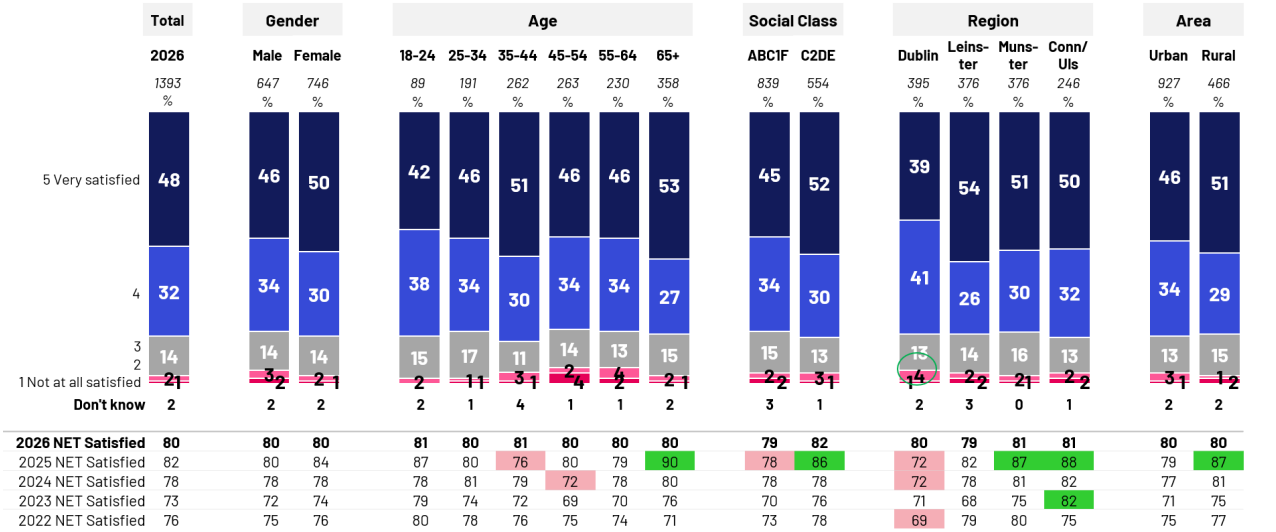
Satisfaction levels are broadly similar across the main providers, while dissatisfaction remains low.



Those aged 65+ years and lower social classes are generally more likely to be "very satisfied" with their branch service.

Satisfaction with Branch Services from Main Bank x Demographics

Base: All respondents with current account N - 1,393



	Total	Gender		Age						Social Class		Region				Area	
	2026	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE	Dublin	Leins-ter	Muns-ter	Conn/ Uls	Urban	Rural
	1393	647	746	89	191	262	263	230	358	839	554	395	376	376	246	927	466
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
5 Very satisfied	48	46	50	42	46	51	46	46	53	45	52	39	54	51	50	46	51
4	32	34	30	38	34	30	34	34	27	34	30	41	26	30	32	34	29
3	14	14	14	15	17	11	14	13	15	15	13	13	14	16	13	13	15
2	2	3	2	2	1	3	2	4	2	2	3	1	2	2	2	3	1
1 Not at all satisfied	1	2	1	2	1	1	4	2	1	2	1	4	2	1	2	1	2
Don't know	2	2	2	2	1	4	1	1	2	3	1	2	3	0	1	2	2
2026 NET Satisfied	**80**	**80**	**80**	**81**	**80**	**81**	**80**	**80**	**80**	**79**	**82**	**80**	**79**	**81**	**81**	**80**	**80**
2025 NET Satisfied	82	80	84	87	80	76	80	79	90	78	86	72	82	87	88	79	87
2024 NET Satisfied	78	78	78	78	81	79	72	78	80	78	78	72	78	81	82	77	81
2023 NET Satisfied	73	72	74	79	74	72	69	70	76	70	76	71	68	75	82	71	75
2022 NET Satisfied	76	75	76	80	78	76	75	74	71	73	78	69	79	80	75	75	77

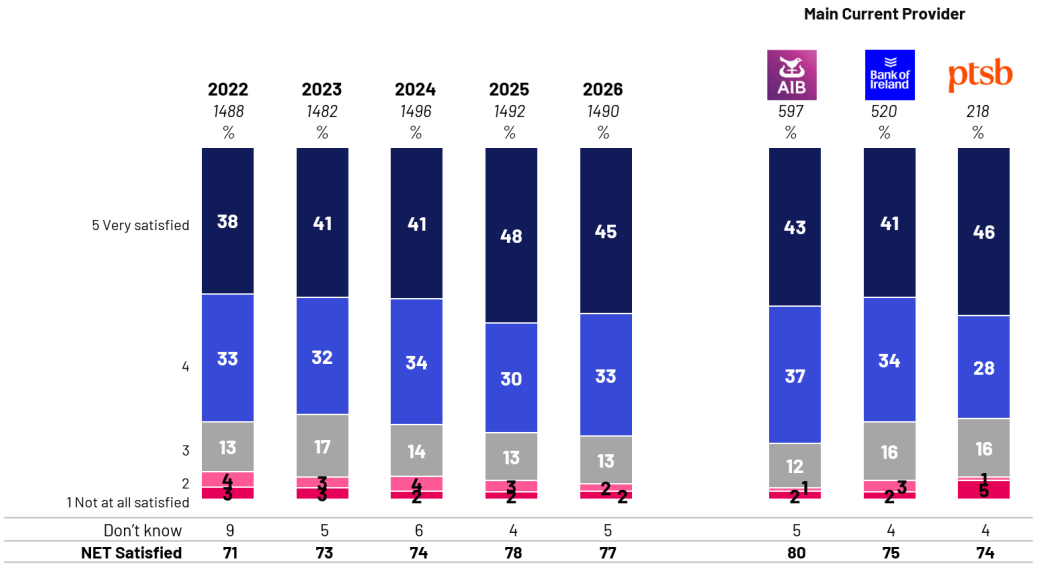
Q26 How satisfied are you with dealings you have had with -

Statistically higher than total
Statistically lower than total
Significantly higher than total
Significantly lower than total

Nearly four in five (77%) are satisfied with the remote services provided by the main, traditional bank.

Satisfaction with Remote Services from Main Bank

Base: All respondents with current account N - 1,490

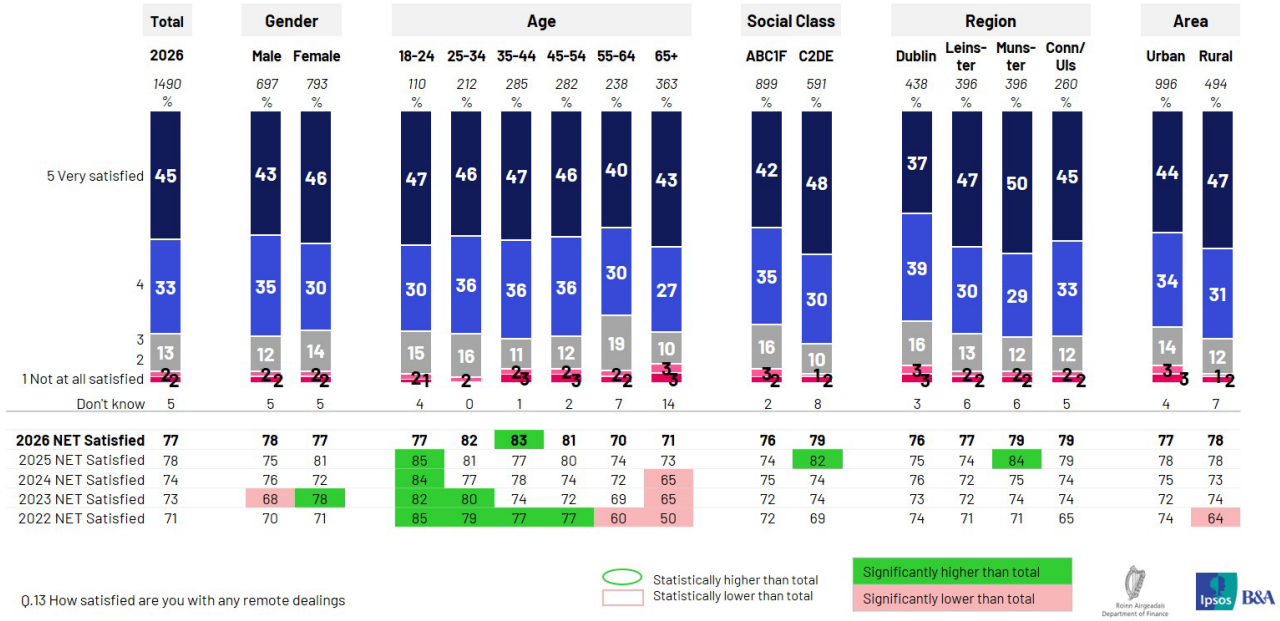


Q.13 How satisfied are you with any remote dealings

Again, we see higher satisfaction among lower social classes.

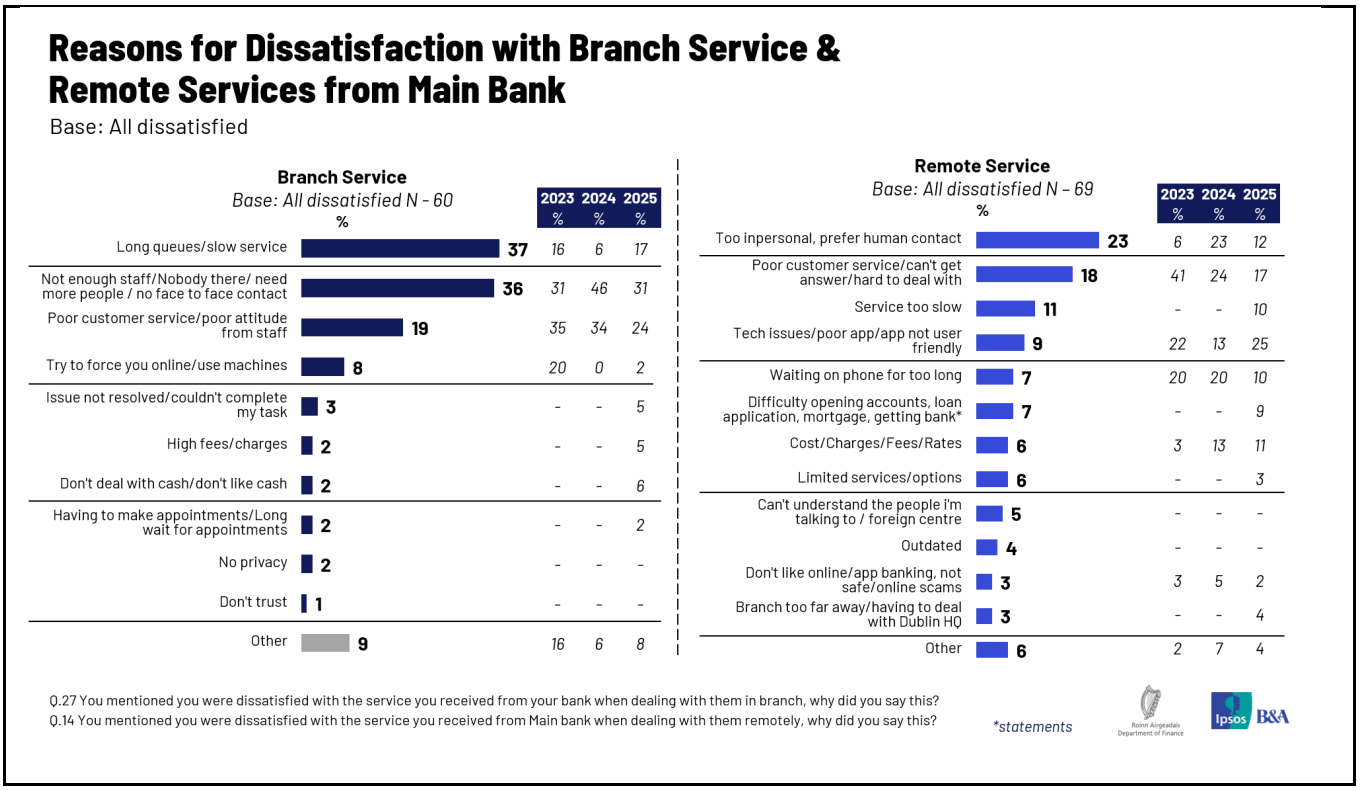
Satisfaction with Remote Services from Main Bank x Demographics

Base: All respondents with current account N - 1,490



Among the small proportion dissatisfied with branch services, the main issues cited relate to service availability and waiting times. Long queues or slow service (37%) and insufficient staff or face-to-face support (36%) are the most frequently mentioned reasons, followed by poor customer service or staff attitude (19%).

For remote services, dissatisfaction is more likely to be driven by the nature of the service itself, with customers alluding to a preference for human contact (23%), difficulties obtaining assistance (18%) and slow service (11%). Technology-related issues account for a smaller share of reasons for dissatisfaction (nine percent).



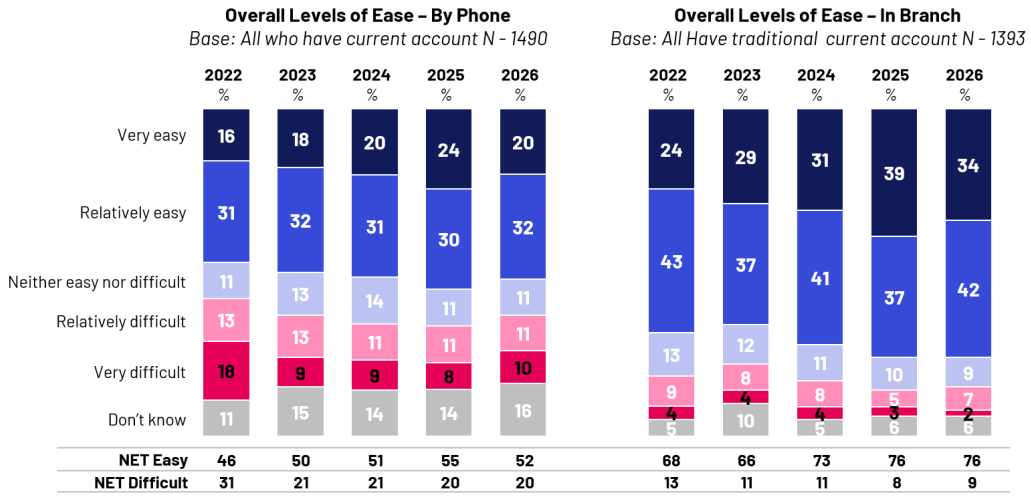
Please note: A wider coding frame has been used from 2025, so results are not strictly comparable.

Ease of contacting bank staff remains substantially higher in branch than by phone. Three quarters of customers (76%) say it is easy to get in contact with staff in a branch, unchanged from 2025.

By comparison, 52% find it easy to contact staff by phone, broadly in line with recent years. One in five customers (20%) continue to report difficulty contacting their bank by phone, compared with nine percent for in-branch contact.

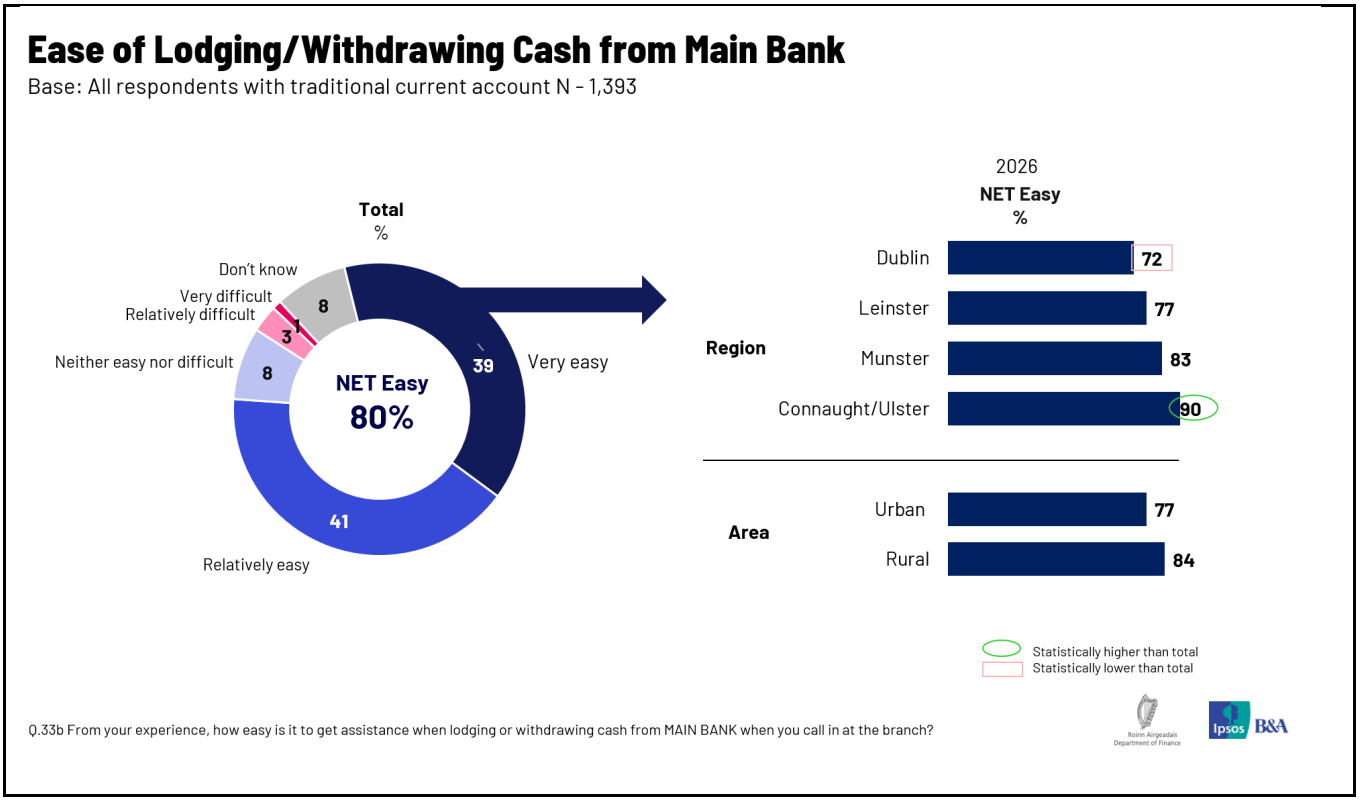
Ease of Getting in Contact with Bank Staff

Base: All respondents with current account N - 1,490



Q.32 From your experience, how easy is it to get in contact with a person from main bank when calling by phone?
Q.33 From your experience, how easy is it to get in contact with a person from main bank when you call in at the branch?

Ease of lodging and withdrawing cash remains high, with four in five customers (80%) saying it is straightforward to access assistance for cash transactions in branch. Only five percent report finding the process difficult.

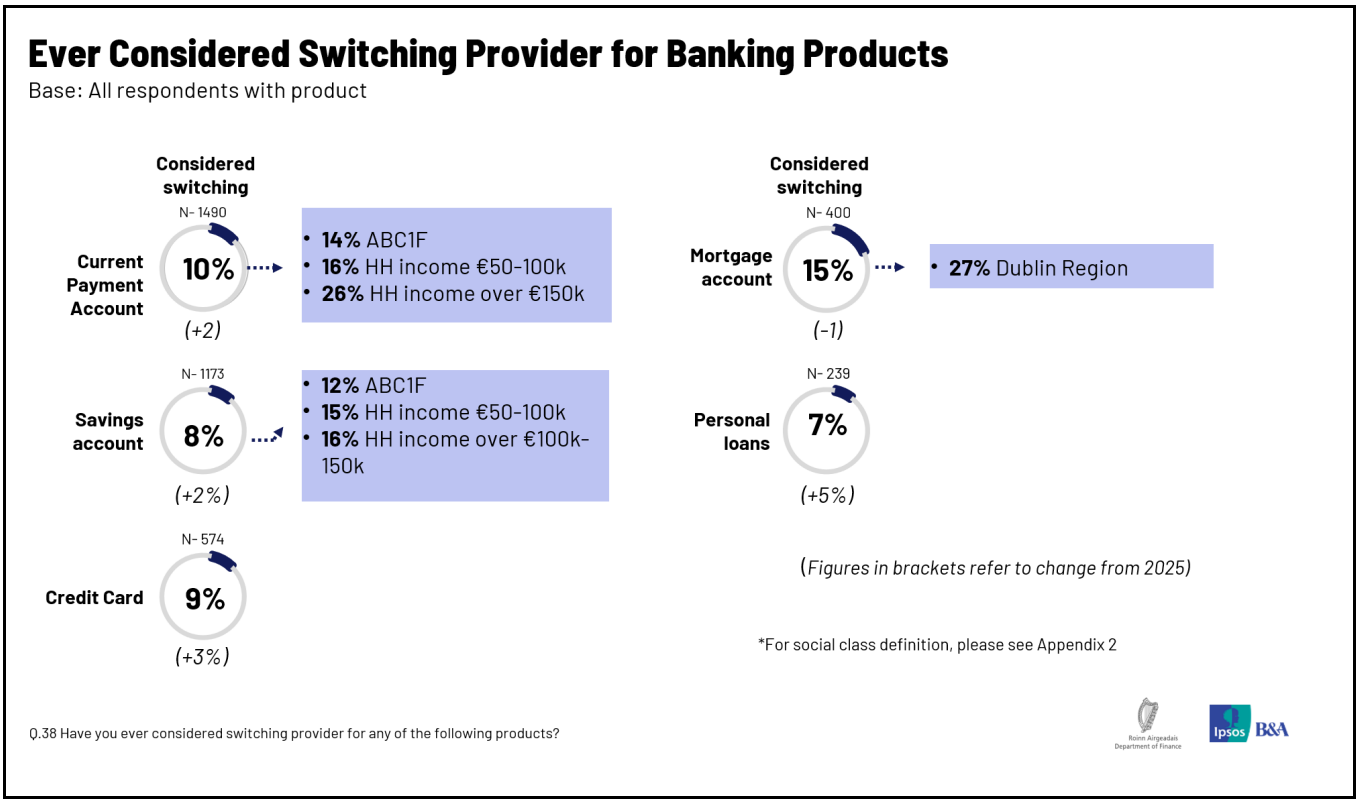


10. Switching Behaviour & Experience

10.1 Switching Consideration/Incidence

Consideration of switching remains relatively limited across banking products. Mortgage holders are the most likely to have considered switching provider (15%), followed by current account holders (10%), credit card holders (nine percent), savings account holders (eight percent) and personal loan customers (seven percent).

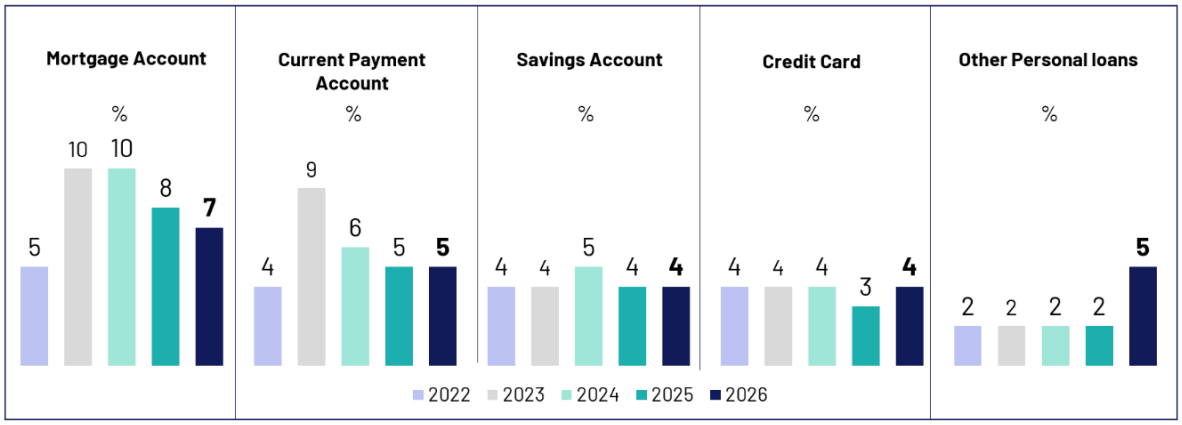
Customers with higher household incomes are more likely to have considered switching, particularly for current and savings accounts. Consideration of switching a mortgage provider is also notably higher among customers in Dublin (27%).



Compared with 2025, switching levels are largely unchanged for current accounts, savings accounts and credit cards. Personal loan switching has increased from two percent to five percent, representing the most notable change year-on-year.

Switched Provider in the Past 5 Years

Base: All respondents with product



Q.39 And have you actually switched provider for any of these products in the past 5 years?

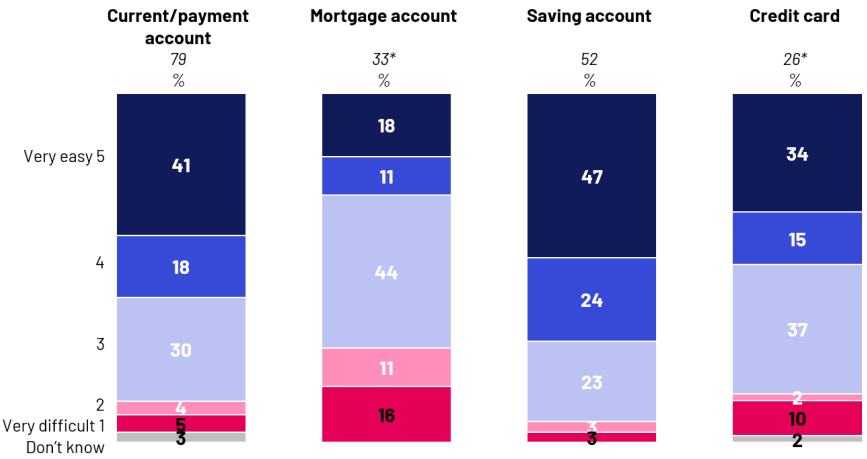
10.2 The Switching Process

Among customers who have switched provider, the process is generally viewed as relatively straightforward. Saving account switching is perceived as the easiest, with 71% rating the process as easy (ratings of four or five out of five), including 47% who found it very easy. Current account switching is viewed less positively, with 59% describing the process as easy.

Experiences are more mixed for mortgage switching, where 29% found the process easy and 27% found it difficult.

Ease of Switching Provider

Base: All respondents who have switched provider



*Caution: low base size

Note: Data not shown for other personal loans base size too low

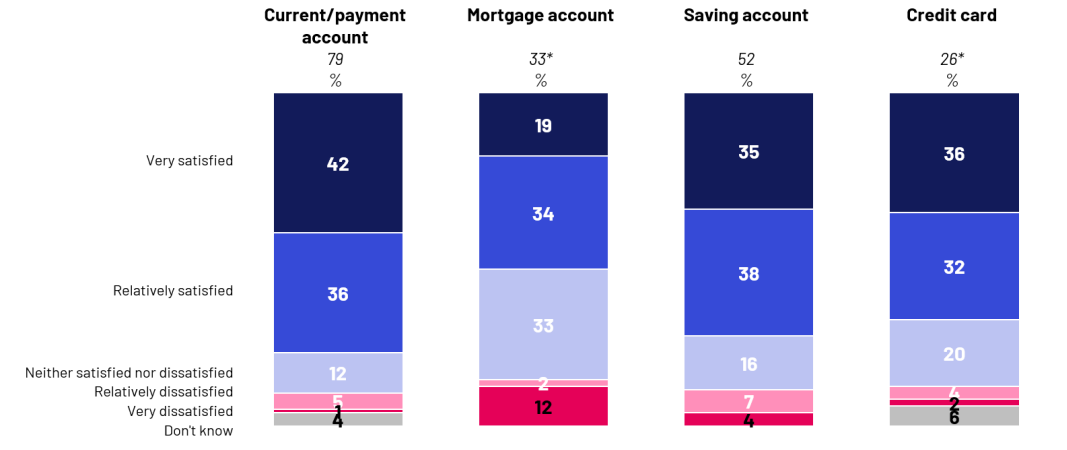
Q.42 You have said that you switched provider for ... in the past 5 years. How easy or difficult did you find the switching process

Satisfaction with the switching process is generally high among those who have changed provider. Current account switchers report the highest satisfaction levels, with 78% happy overall, followed by savings account switchers (73%) and credit card switchers (68%).

Compared with 2025, satisfaction has remained broadly stable for current accounts and credit cards, while lower satisfaction is evident among mortgage and savings account switchers, although results should be interpreted with caution given the smaller base sizes.

Satisfaction with Switching Process

Base: All respondents who have switched provider



	Current/payment account	Mortgage account	Saving account	Credit card
2026 NET Satisfied	78	53	73	68
2026 NET Dissatisfied	6	13	11	6
2025 NET Satisfied	76	73	78	69

*Caution: low base size

Note: Data not shown for other personal loans base size too low

Q.43 How would you rate your level of satisfaction with the switching process, when switching ... in the past 5 years?

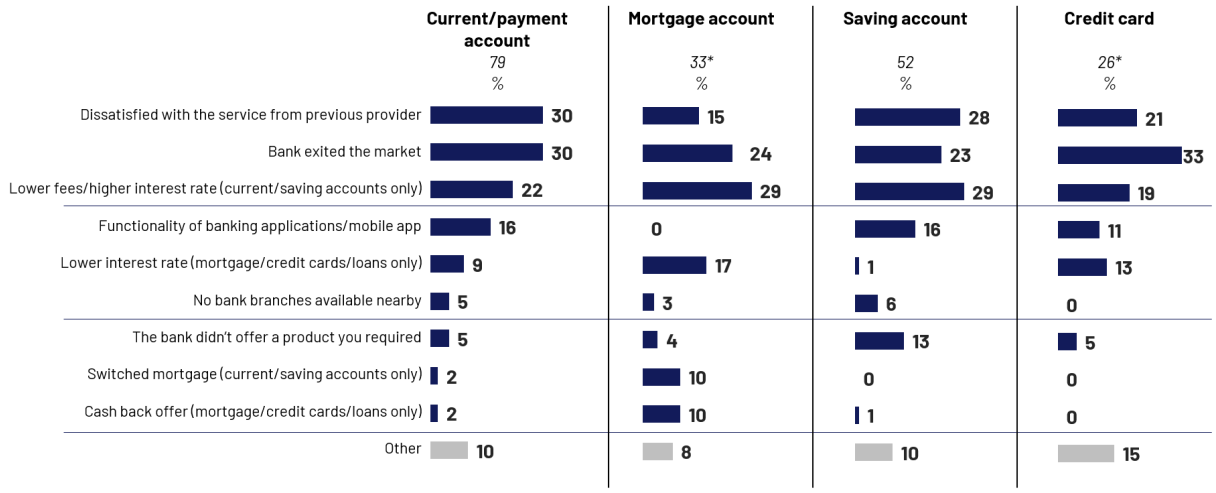
10.3 Main Reasons for Switching/Not Switching

The reasons for switching provider vary by product type, with cost and service factors emerging as the main drivers. For current accounts, dissatisfaction with a previous provider (30%), the exit of a provider from the market (30%) and lower fees (22%) are the most commonly cited reasons.

Price remains the key driver for mortgage and savings account switching, with 29% citing interest rates or fees in both cases. For credit cards, provider exits (33%) and dissatisfaction with the previous provider (21%) are the leading motivators for switching.

Main Reason for Switching in Past 5 Years

Base: All respondents who have switched provider



*Caution: low base size

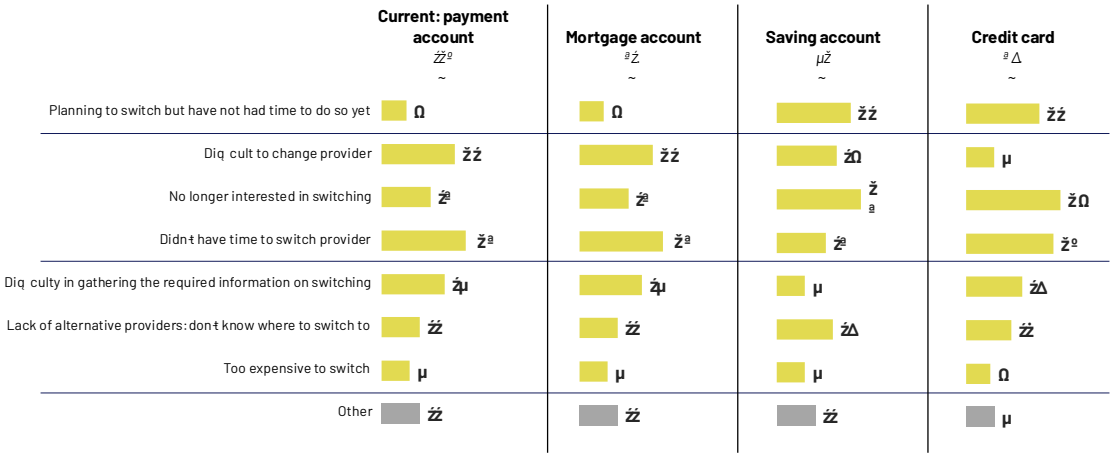
Q.45 What was the reason for switching for provider for ... in the past 5 years?

The main barriers to switching provider relate to perceived complexity, lack of urgency and information gaps. Among current account and mortgage customers who have not switched, around one in five cite the difficulty of changing provider (21%) as their main reason for staying with their existing provider.

For savings and credit card customers, a lack of time or intention to switch is more prominent. Around one in five say they plan to switch but have not yet done so (21%), while knowledge barriers also persist, with some customers reporting difficulty gathering information or uncertainty about alternative providers. Overall, the findings suggest that practical and behavioural barriers continue to limit switching activity.

Main Reason for Not Switching in Past º Years

Base[9] All respondents who have not switched provider



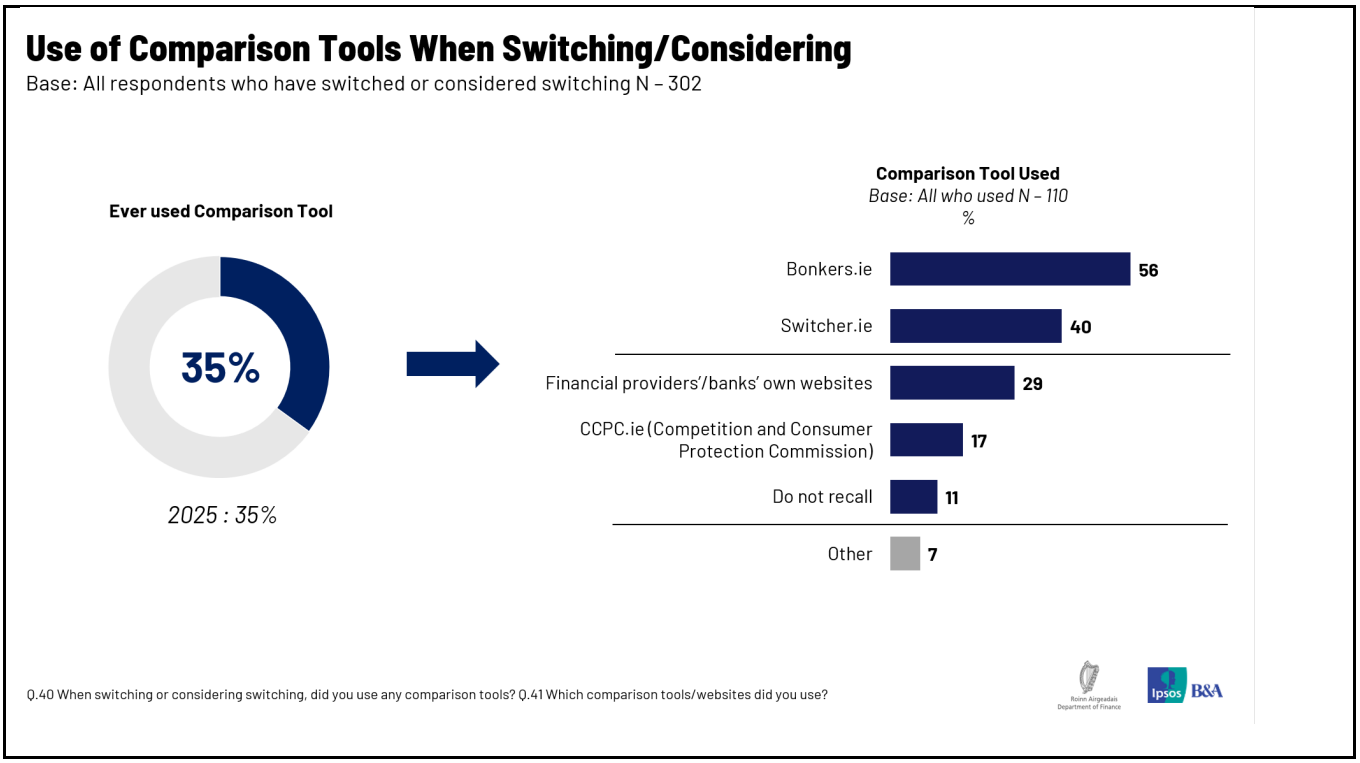
. Caution[9] low base size

0[7a a] What is the main reason for not having switched provider for [777]Other personal loans in the past º years1⁄8

10.4 Usage of Comparison Tools

Usage of comparison tools among those who have switched or considered switching remains relatively limited, with 35% reporting that they have used a comparison website/tool, unchanged from 2025.

Among those who have used such a facility, Bonkers.ie is the most commonly cited website (56%), followed by Switcher.ie (40%). Use of banks' own websites is also notable (29%), while fewer respondents report using CCPC.ie (17%).



Usage of comparison websites and tools is concentrated among younger and more affluent customers. Availing of these services peaks among those aged 35-44 (51%), ABC1F respondents (39%) and households with incomes above €100,000 (51% to 58%), compared with lower levels among 18-24 year olds (22%), C2DE respondents (22%) and those earning €25,001-€50,000 (19%).

Customers holding more complex banking products are also more likely to use comparison tools, particularly mortgage account holders (51%).

Have used comparison websites/tools x Demographics		Yes
TOTAL	Total	35
Gender	Male	39
	Female	30
Age	18-24	22
	25-34	27
	35-44	51
	45-54	35
	55-64	29
	65+	23
Social Class	ABC1F	39
	C2DE	22
Region	Dublin	39
	Leinster	40
	Munster	31
	Connaught/Ulster	23
Urban Rural	Urban	36
	Rural	32

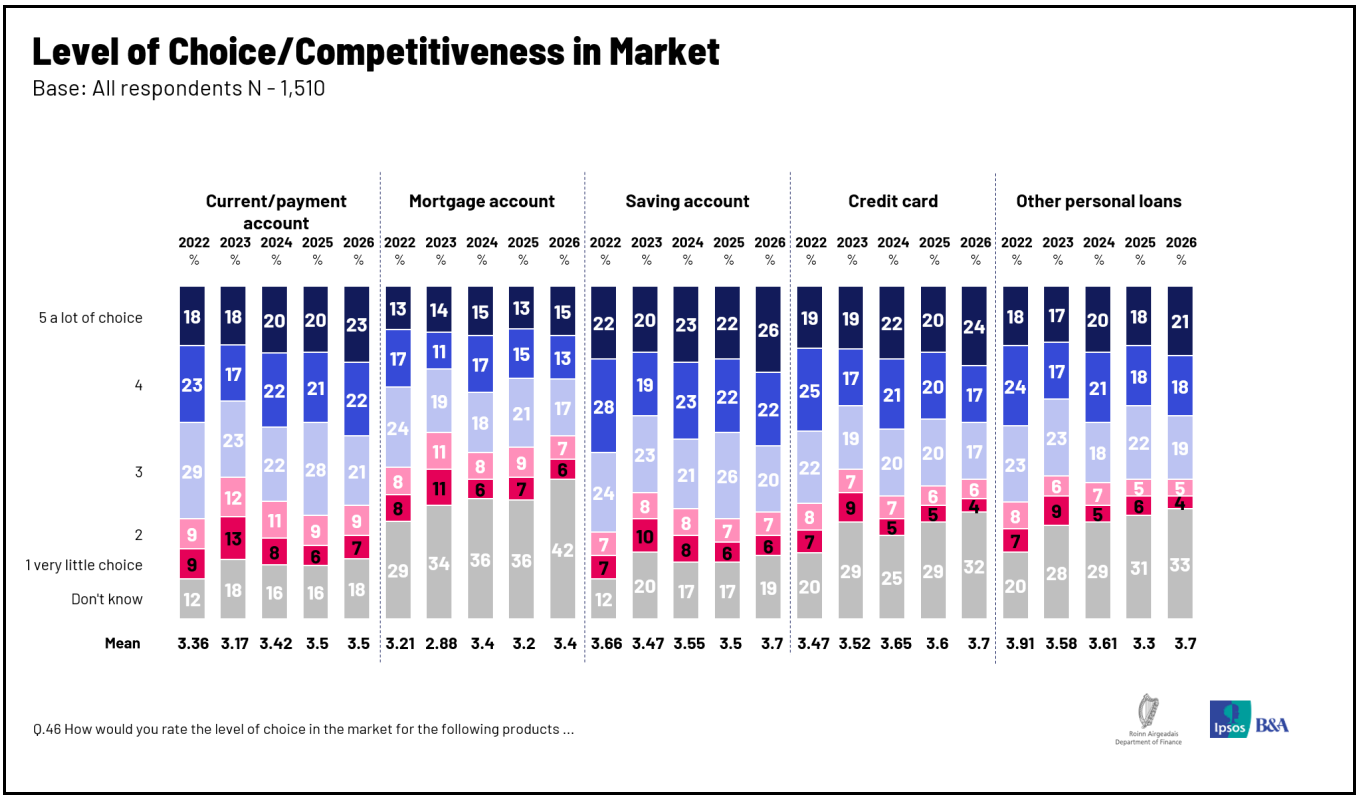
Have used comparison websites/tools x Demographics		Yes
Household Income	€25,000 or less	34
	€25,001 - €50,000	19
	€50,001 - €100,000	32
	€100,001 - €150,000	51
	Over €150,001	58
Main current account provider	AIB	36
	Bank of Ireland	32
	Permanent TSB	30
	Credit union	69
	Revolut	32
Banking Products Held	Savings account	36
	Mortgage account	51
	Credit card	42
	Overdraft	42
	Net Loans	30
	Car loan/car financing	29

Key	Significantly higher than the total	
	Significantly lower than the total	

10.5 Level of Choice in Market

Perceptions of choice and competition in the banking market have improved since 2025 across all product categories. Around half of consumers now believe there is a good level of choice in the savings account market (48%), while positive perceptions have also increased for credit cards (41%), personal loans (39%), current accounts (45%) and mortgages (28%).

Savings accounts and current accounts are viewed as offering the strongest levels of choice, while perceptions remain more muted for mortgages. A sizeable proportion of consumers continue to say they do not know how much choice is available in the mortgage market (42%), suggesting lower awareness or engagement with available options.



Consumers aged 35-54 are generally the most positive about market choice, with over half of those aged 35-44 rating the level of choice highly for current accounts (52%) and almost half rating choice highly for credit cards (47%). ABC1F consumers also tend to perceive greater choice across most products, while C2DE respondents are more likely to say there is little or no choice available.

Those rating 4-5 – a lot of Choice	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base:	*1510*	*705*	*805*	*111*	*218*	*287*	*283*	*244*	*367*	*904*	*606*
	%	%	%	%	%	%	%	%	%	%	%
Savings account	48	48	48	57	48	51	50	49	37	50	46
Current account	45	43	46	50	47	52	46	38	37	46	43
Credit card	41	40	41	44	39	47	43	41	32	44	37
Mortgage account	38	39	37	41	42	43	41	38	26	41	35
Other personal loans	38	37	38	30	37	32	35	39	49	35	41
None	28	26	29	23	27	34	38	23	21	32	24

Perceptions of choice show relatively little variation by region or urban/rural location. Savings accounts and current accounts continue to be viewed as offering the greatest choice, with ratings broadly consistent across all areas.

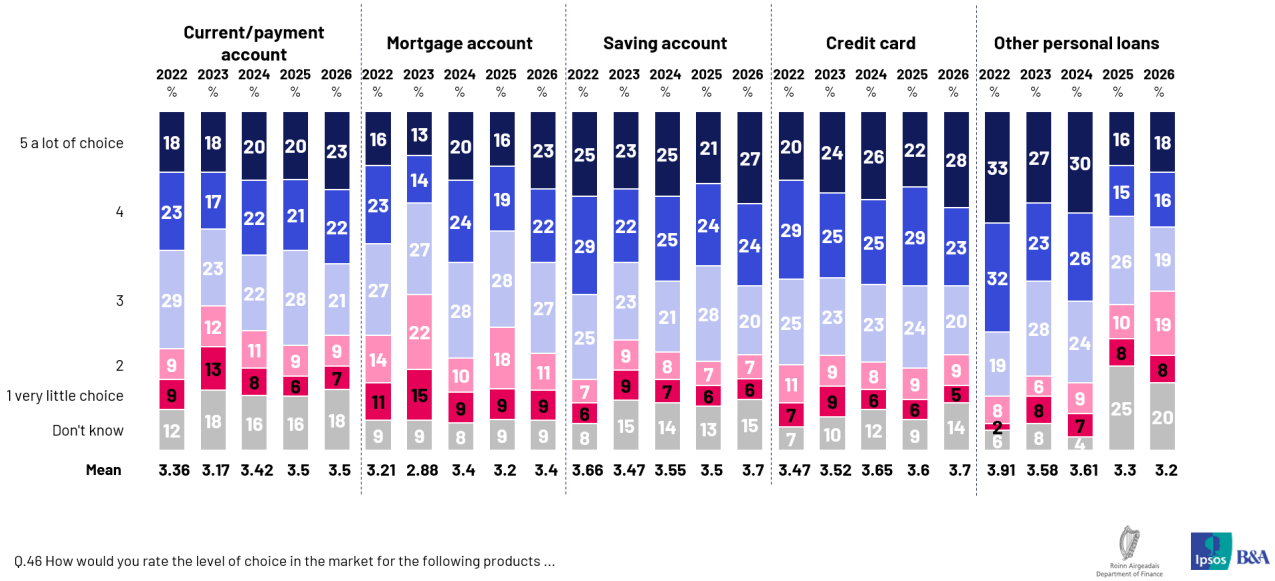
Those rating 4-5 – a lot of Choice	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base:	*1510*	*446*	*402*	*402*	*260*	*1011*	*499*
	%	%	%	%	%	%	%
Savings account	48	49	52	44	44	49	46
Current account	45	45	50	41	42	46	42
Credit card	41	44	38	40	40	42	38
Mortgage account	38	37	38	40	37	40	35
Other personal loans	38	35	35	38	45	36	40
None	28	26	29	29	28	29	25

Key	Significantly higher than the total	
	Significantly lower than the total	

Perceptions of choice and competition in the banking market have improved since 2025 across all product categories. Around half of consumers now believe there is a good level of choice in the savings account market (51%), while positive perceptions are also respectable for credit cards (51%), personal loans (36%), current accounts (45%) and mortgages (45%).

Level of Choice/Competitiveness in Market x Product holders

Base: All holders of specific financial products

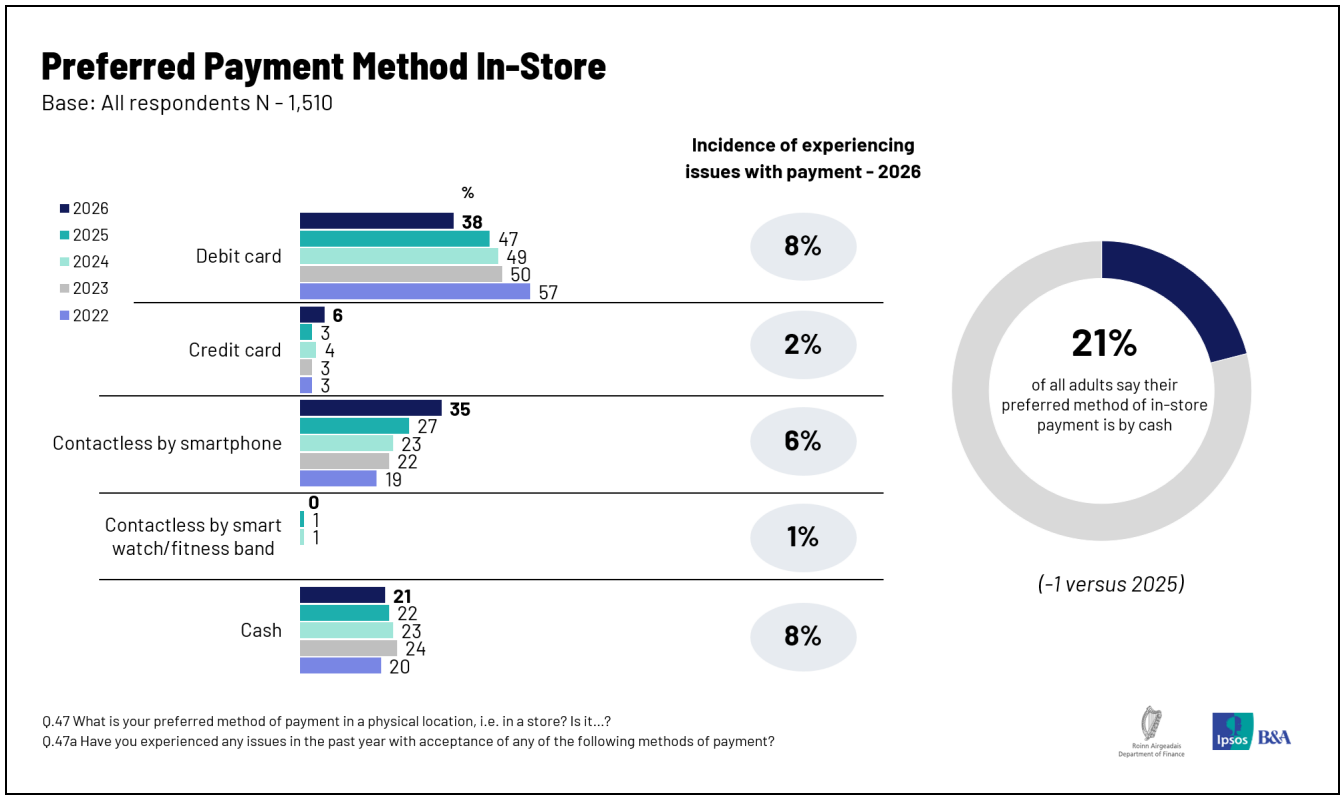


Q.46 How would you rate the level of choice in the market for the following products ...

11. Cash vs Card Payment

Debit cards remain the most commonly preferred in-store payment method, although preference has continued to decline, falling from 57% in 2022 to 38% in 2026. Over the same period, contactless payments by smartphone have grown steadily and now account for 35% of preferred payment methods, narrowing the gap with debit cards considerably.

Cash preference has remained relatively stable at 21%, while credit cards remain a niche payment choice (six percent). Around one in five adults (21%) report experiencing issues with their preferred payment method in the past year, with issues most commonly reported by cash users and debit card users (both eight percent).



Card-based payments remain the preferred in-store payment method across all demographic groups, although preferences vary considerably by age. Younger adults are significantly more likely to favour contactless payment by smartphone, peaking at 68% among those aged 18-24, compared with just seven percent among those aged 65+.

In contrast, preference for cash increases with age, rising from nine percent among 18-24 year olds to 39% among those aged 65+. Smartphone payments are also more popular among ABC1F consumers (43%) and Dublin residents (41%), while debit card preference is higher among older consumers, and C2DE respondents (40%).

Demographics x Gender, Age & Class	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base	*1510*	*725*	*786*	*140*	*218*	*313*	*302*	*238*	*300*	*869*	*642*
	%	%	%	%	%	%	%	%	%	%	%
Net cards	79	78	80	90	90	85	82	73	61	86	72
Debit card (Pin / Contactless)	38	36	40	17	27	38	45	48	46	36	40
Contactless by smartphone	35	35	35	68	57	41	33	19	7	43	25
Cash	21	22	20	9	10	15	17	27	39	14	28
Credit card (Pin / Contactless)	6	7	5	5	6	6	4	6	7	6	6
Contactless by smart watch/fitness band	0	0	0	1	-	-	1	-	0	0	0

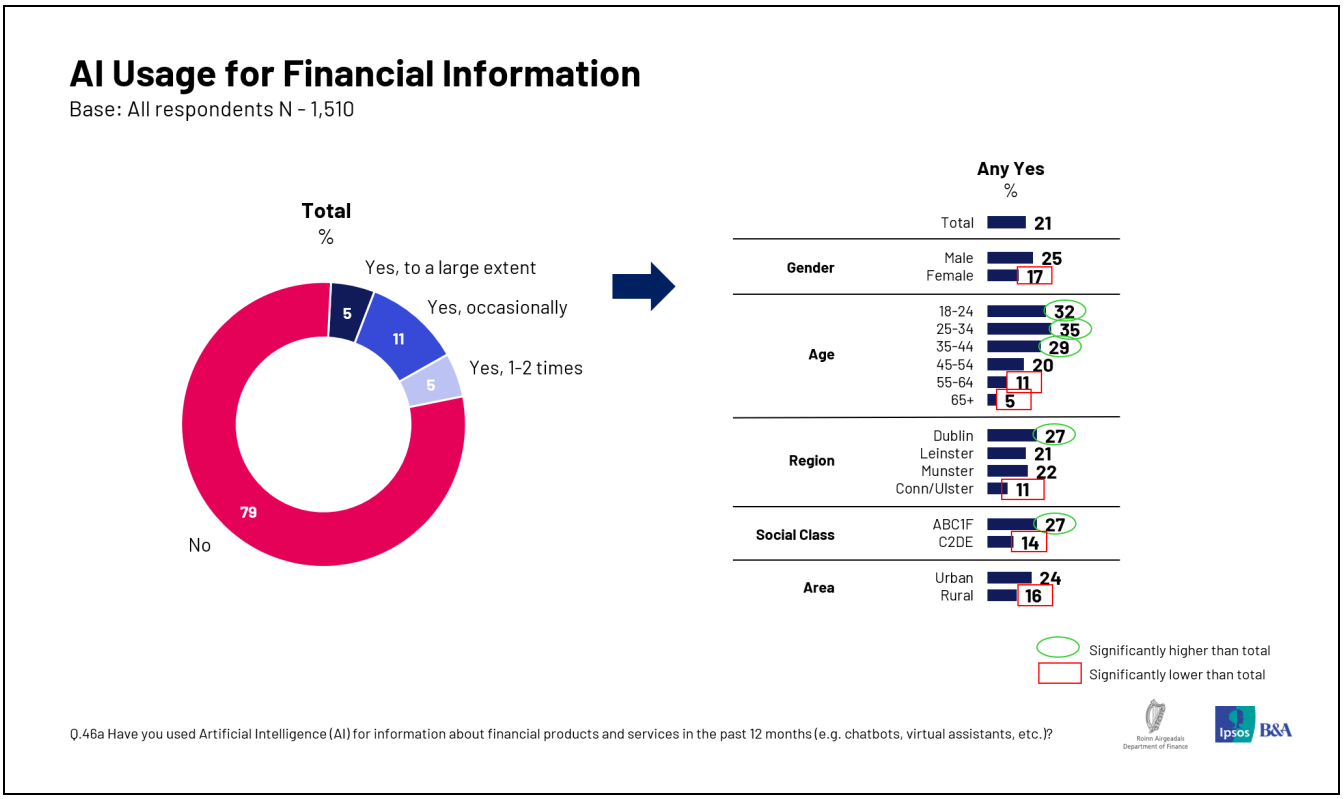
Demographics x Region & Area	Total	Region				Area	
		Dublin	Leinster	Munster	Conn/ Ulster	Urban	Rural
Base	*1510*	*446*	*402*	*402*	*260*	*1011*	*499*
	%	%	%	%	%	%	%
Net cards	79	80	81	77	77	81	76
Debit card (Pin / Contactless)	38	31	39	41	45	37	40
Contactless by smartphone	35	41	36	32	29	38	30
Cash	21	19	19	22	23	19	24
Credit card (Pin / Contactless)	6	9	6	4	3	6	5
Contactless by smart watch/fitness band	0	0	0	0	-	0	0

Key	
	Significantly higher than the total
	Significantly lower than the total

12. Usage & Attitudes towards Artificial Intelligence for Financial Information

Just over one in five (21%) have used Artificial Intelligence for sourcing information or advice on *financial products and services*. Just 5% have used Artificial Intelligence for this purpose to a large extent, with one in ten (11%) using it occasionally, and 5% having tried it 1-2 times.

Those under the age of 45 are significantly more likely to do so, along with Dubliners and ABC1Fs.

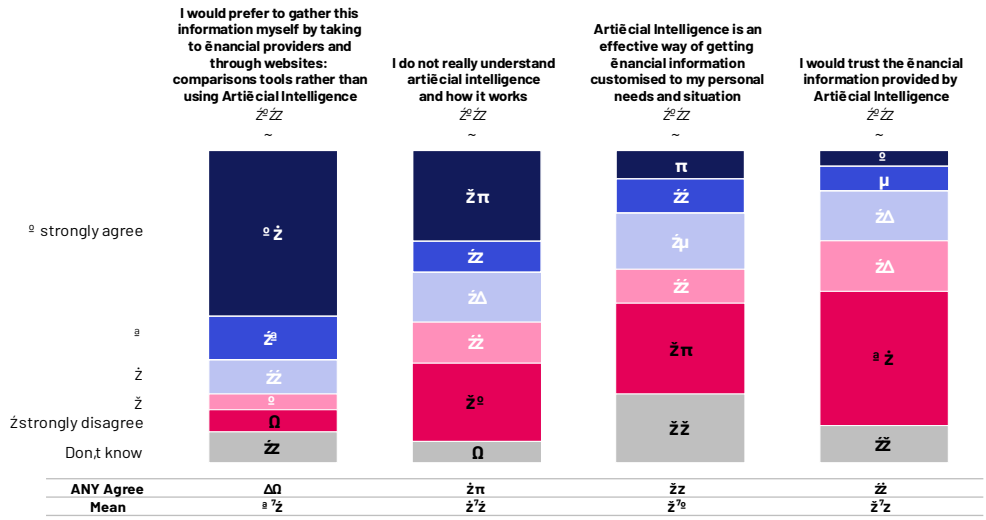


Attitudes towards the role of Artificial Intelligence for financial advice and information are mixed, with quite striking generational differences evident. At an overall level, two in three (67%) prefer to use other sources such as websites/comparison tools. Just one in five (20%) agree that Artificial Intelligence is an effective way of receiving personalised financial information.

A sizeable minority (39%) admit that they do not really understand Artificial Intelligence and how it works, and this manifests itself in just 13% stating that they would trust the financial information that Artificial Intelligence could provide.

Attitudes towards AI for ē nancial information: advice

Base[9] All respondents N • Ź[8]º źź



Q[7]ª Δb I will now read out some statements that others have said about using Artiē cial Intelligence .AI! for information or a dvice about ē nancial products and services[7]
Please let me know how much you agree or disagree with each statement on a scale from ż•º where żis }strongly disagree[and º is }strongly agree[[7]

Given the rapid development of Artificial Intelligence, it is perhaps unsurprising that younger cohorts are the Early Adopters of these platforms for financial information and advice. They are more likely to see Artificial Intelligence as being an effective and personalised tool for financial information and are also more trusting. Further up the generation ladder, there are more reservations, both in terms of not understanding it, or trusting the financial information Artificial Intelligence can provide.

Net agree	Total	Gender		Age						Social Class	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	ABC1F	C2DE
Base	*1510*	*725*	*786*	*140*	*218*	*313*	*302*	*238*	*300*	*869*	*642*
	%	%	%	%	%	%	%	%	%	%	%
I would prefer to gather this information myself by talking to financial providers and through websites/comparisons tools rather than using Artificial Intelligence	67	65	68	62	58	62	75	74	67	65	69
I do not really understand Artificial Intelligence and how it works	39	35	43	20	30	32	37	48	60	30	49
Artificial Intelligence is an effective way of getting financial information customised to my personal needs and situation	20	22	18	32	31	22	21	10	9	24	15
I would trust the financial information provided by Artificial Intelligence	13	14	12	20	21	15	12	6	7	15	11

Key	
	Significantly higher than the total
	Significantly lower than the total

Appendix 1 – The Questionnaire

Department of Finance
Consumer Sentiment Banking Survey 2026

Good morning, afternoon, I am …… from Ipsos B&A, the independent Irish market research agency. We are conducting a survey on behalf of the Department of Finance about people's attitudes to banking and financial services.

The survey itself will take about 15 minutes to complete. It will be conducted in accordance with Market Research Society guidelines.

All information that we collect will be kept in the strictest confidence and results will be reported at a merged level only. It will not be possible to identify any particular individual in the results and no information will be provided to anyone that could identify you personally.

CONSENT

Q.A Are you happy to proceed with the interview?

Yes	1
No	2

Firstly, I would like to ask you a few questions to make sure that we talk to a wide cross section of people..

SCREENING SECTION

S.1 Interviewer record gender

1:Male
2:Female
3:Other

S.2 Interviewer record date of birth

ALL TO BE AGED 18+

S.3 Are you yourself the chief wage earner in your household or not? That is the person who contributes most money to the household income?

Yes	1
No	2

OCCUPATION OF CHIEF WAGE EARNER

(If farmer, state acreage. If proprietor/manager/supervisor, state number of employees. If unemployed for over a year or widow on State Pension, ask about Chief Wage Earner).



S.4 Socio Economic Grade

A	1
B	2
C1	3
C2	4
DE	5
F50+	6
F50-	7

Banking Products & Provider (incl. FinTech)

ASK ALL

1. Do you use any online/mobile apps to conduct your day-to-day banking?
    a. Yes
    b. No

ASK ALL

2. Who do you hold your main current account with? By **main** current account, we mean the account you get your salary/social welfare payments/other payments paid into. If you don't receive any regular payments, your main current account is the account that you use the most for your day-to-day transactions. This could be with a traditional bank, a credit union, the post office or an online bank.

SINGLE CODE, DO NOT READ OUT

    a. AIB
    b. Bank of Ireland
    c. PTSB
    d. Credit union
    e. An Post/An Post money
    f. Revolut
    g. N26
    h. Bunq
    i. Monzo
    j. Other, please specify:_____
    k. Do not have current account

ASK THOSE WITH CURRENT ACCOUNT IN Q2

3. In addition to your main current account with <INSERT BANK FROM Q.2>, which of the following banks/providers do you use for banking even if just occasionally..

MULTICODE, READ OUT, EXCLUDE ANSWER OPTION CHOSEN IN Q.2

    a. AIB
    b. Bank of Ireland
    c. PTSB
    d. Credit union
    e. An Post/An Post money
    f. Revolut
    g. N26
    h. Bunq
    i. Monzo
    j. Other, please specify:_____
    k. None, do not use any other banks/providers

ASK ALL

4. Which of the following financial products do you currently hold?

MULTICODE, READ OUT

a. Savings account
b. Mortgage account
c. Credit card
d. Overdraft
e. Car loan/car financing
f. High cost credit products, e.g. loans with an interest notably higher than bank lending rates
g. Other personal loan
h. Buy Now Pay Later product, e.g. when you buy a product or service and pay for it in instalments
i. Crypto product, e.g. investment in cryptocurrencies
j. Investment account, e.g. equity, shares, etc.
k. Open banking service e.g. where you have shared your financial data with a third party to access an add-on banking service or product
l. Other, please specify:_____
m. None

ASK THOSE WITH CURRENT ACCOUNT IN Q2

5. Do you avail of any of the following services from your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q4

a. Savings account
b. Mortgage account
c. Credit card
d. Overdraft
e. Car loan/car financing
f. High cost credit products, e.g. loans with an interest notably higher than bank lending rates
g. Other personal loan
h. Buy Now Pay Later product, e.g. when you buy a product or service and pay for it in instalments
i. Crypto product, e.g. investment in cryptocurrencies
j. Investment account, e.g. equity, shares, etc.
k. No, have none of these with <INSERT MAIN BANK FROM Q.2>

ASK THOSE WITH CURRENT ACCOUNT IN Q2

6. Do you avail of any of the following services with any providers who are not your main current/payment account provider?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q4

a. Savings account
b. Mortgage account
c. Credit card
d. Overdraft
e. Car loan/car financing
f. High Cost Credit Products
g. Other personal loan
h. Buy Now Pay Later product, e.g. when you buy a product or service and pay for it in instalments
i. Crypto product, e.g. investment in cryptocurrencies
j. Investment account, e.g. equity, shares, etc.
k. No, have none of these with a provider different from my main current/payment account provider

ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26/Bunq/Monzo/ OTHER IN Q2/Q3

7. You mentioned you have an account with <INSERT REVOLUT/N26/Bunq/Other>. What does <INSERT REVOLUT/N26/Bunq/Other> offer that the more traditional retail banks do not offer, if any? Probe fully: Anything else? What else?

MULTICODE, DO NOT READ OUT

a. Free banking
b. Instant money transfer
c. Investment opportunities
d. Foreign Exchange
e. Splitting bills
f. Saving options, e.g. vault
g. Debit cards for children
h. Information on spending
i. Great/user-friendly app for mobile banking
j. Crypto product, e.g. investment in cryptocurrencies
k. Other, please specify:_____
l. <INSERT Revolut/N26/Bunq/other> does not offer anything that the more traditional retail banks do not offer
m. Don't know/not sure

ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26/Bunq/Monzo/ OTHER IN Q2/Q3

8. How important are the following products/services for you in relation to using <INSERT REVOLUT/N26/Bunq>, on a scale from 1-10 where 1 is "not at all important" and 10 is "extremely important".

    a. Free banking
    b. Instant money transfer
    c. Investment opportunities
    d. Foreign Exchange
    e. Splitting bills
    f. Saving options, e.g. vault
    g. Debit cards for children
    h. Information on spending
    i. Great/user-friendly app for mobile banking
    j. Crypto product, e.g. investment in cryptocurrencies

    Scale: 1-10, include DK

ASK THOSE WITH CURRENT ACCOUNT WITH REVOLUT/N26/Bunq/Monzo/ OTHER IN Q2/Q3

9. How much do you agree or disagree with the following statement on a scale from 1-5 where 1 is "strongly disagree" and 5 is "strongly agree".

    The services offered by <INSERT REVOLUT/N26/Bunq/Other> is a very good substitute for the services offered by the more traditional banks

    Scale: 1-5, include DK

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

10. How close is the nearest branch of your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?
    a. Less than 5km
    b. 5-10 km
    c. 10-20 km
    d. More than 20km
    e. Don't know

ASK THOSE WITH CURRENT ACCOUNT IN Q2

11. What is your main form of contact with your main current/payment account provider <INSERT MAIN BANK FROM Q.2>?
    SINGLE CODE, SHOWCARD
    a. Online (but not through mobile app)
    b. Through their mobile app
    c. Over the phone
    d. In writing (letters)
    e. In person (branch visits)
    f. Email
    g. Other, please specify:_____

ASK ALL

12. What is your preferred form of contact with your bank for each of the transactions listed below?

	Services
a	Lodge/withdraw cash
b	Transfer money
c	Pay bills
d	Financial advice
e	Savings
f	Foreign exchange
g	Direct Debit
h	Standing Order

Options to appear for each **SHOWCARD**
1. Online (but not through mobile app)
2. Through their mobile app
3. Over the phone
4. In writing (letters)
5. In person (branch visits)
6. Email
7. Other, please specify:_____
8. Not applicable

ASK THOSE WITH CURRENT ACCOUNT IN Q2

13. How satisfied are you with any remote dealings (by phone, online or through the mobile app) you have had with <INSERT MAIN BANK FROM Q2>, using a scale of 1 to 5 where 1 is not at all satisfied and 5 being very satisfied?

1 – Very dissatisfied				5 – Very satisfied	Don't know
1	2	3	4	5	

ASK IF DISSATIFIED (CODES 1-2)

14. You mentioned you were dissatisfied with the service you received from <INSERT MAIN BANK> when dealing with them remotely, why did you say this? **RECORD VERBATIM**

ASK ALL

15. Have you made a formal complaint to any financial service provider/bank in the past 12 months?

a. Yes
b. No

ASK ALL WHO MADE COMPLAINTS (CODE A)

16. What was the primary reason for your complaint?
SINGLE CODE, SHOWCARD

a. Issue with customer service
b. Issue with current/savings account
c. Issue with a mortgage product
d. Issue with an insurance product
e. Issue with an investment product
f. Issue with a loan product
g. Issue with a pension product
h. Issue with fraud/scam
h. Other, please specify: _____

ASK ALL WHO MADE COMPLAINTS (CODE A)

16b Did the complaint/issue lead to any of the following consequences for you?
MULTICODE, READ OUT

I had problems paying bills
I went into my overdraft
I lost money
I had to borrow money
My credit rating was affected
I spent significant time resolving the problem
I incurred charges
I suffered stress
Other significant, negative impact, please specify:_____
No negative impacts [SINGLE CODE]

ASK ALL WHO MADE COMPLAINTS (CODE A)

17. Through what channel did you submit your complaint?
MULTICODE, SHOWCARD

a. Online (but not through mobile app)
b. Through their mobile app
c. Over the phone
d. In writing (letters)
e. In person (branch visits)
f. Email
g. Other, please specify:_____

ASK ALL WHO MADE COMPLAINTS (CODE A)

18. Did your financial service provider/bank resolve your complaint in a manner that was satisfactory to you?
DO NOT READ OUT

a.Yes
b. No
c. Still waiting to hear back from them

ASK ALL WHO WERE DISSATISFIED (CODE B)

19. Did you make a complaint to the Financial Services and Pensions Ombudsman?

a. Yes
b. No

ASK ALL WHO CONTACTED THE OMBUDSMAN (CODE A)

20. Did the Financial Services and Pensions Ombudsman resolve your complaint in a manner that was satisfactory to you?

a. Yes
b. No
c. Still waiting to hear back from them.

ASK ALL WHO DID NOT CONTACT THE OMBUDSMAN (CODE B)

21. Why did you not make a complaint to the Financial Services and Pensions Ombudsman? **MULTICODE, DO NOT READ OUT**

a. Didn't have time to pursue a complaint
b. Difficult to make a complaint
c. Difficulty in gathering the required information to make a complaint
d. Didn't know where to pursue a complaint/hadn't heard of the Ombudsman
e. Planning to make a complaint but have not done so yet
f. No longer interested in pursuing this complaint
g. Other, please specify:_____

ASK ALL

25. Are you aware of and know what the following agencies/bodies do? **READ OUT, RANDOMISE**

a) Competition and Consumer Protection Commission (CCPC)
b) Money Advice & Budgeting Service (MABS)
c) Insolvency Service of Ireland (ISI)
d) Financial Services and Pension Ombudsman (FSPO)

Scale: Yes, No

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

26. How satisfied are you with dealings you have had with <INSERT MAIN BANK> in a bank branch, using a scale of 1 to 5 where 1 is not at all satisfied and 5 being very satisfied?

1 = Very dissatisfied				5 – Very satisfied	Don't know
1	2	3	4	5	

ASK IF DISSATIFIED (CODES 1 & 2)

27. You mentioned you were dissatisfied with the service you received from your bank when dealing with them in branch, why did you say this? **RECORD VERBATIM**

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

28. If you visit a branch of <INSERT MAIN BANK>, which of the following would best describe your reasons for visit? Any other reasons?

SHOWCARD, MULTICODE

a. Lodge/withdraw cash
b. Transfer money
c. Pay bills
d. Speak to someone regarding a specific product, e.g. mortgage/loan/overdraft, etc.
e. Financial advice
f. Savings
g. Foreign exchange
h. Other, please specify:_____
i. Never visit a branch with <INSERT MAIN BANK>

ASK ALL

29. How confident would you be in an automated service in a branch handling all of the services below on a scale from 1-5, with 1 being "not at all confident" and 5 being "very confident"?

	Services	Scale (1-5), incl. DK **SHOWCARD**
a	Lodge/withdraw cash	
b	Transfer money	
c	Pay bills	
d	Financial advice	
e	Savings	
f	Foreign exchange	

ASK ALL

30. How confident would you be in conducting the services below online on a scale from 1-5, with 1 being "not at all confident" and 5 being "very confident"?

	Services	Scale (1-5) incl. DK **SHOWCARD**
a	Transfer money	
b	Pay bills	
c	Speak to someone regarding a specific product, e.g. mortgage, loan, overdraft etc.	
d	Financial advice	
e	Savings	

ASK THOSE WITH CURRENT ACCOUNT IN Q2

31. How often do you use online banking from <INSERT MAIN BANK>, whether conducted on your computer or via your phone?
    a. At least once a week
    b. Once every 2 to 3 weeks
    c. Once a month
    d. Once every 2-3 months
    e. Less often than once every 3 months
    f. Never/I do not use online banking

ASK THOSE WITH CURRENT ACCOUNT

32. From your experience, how easy is it to get in contact with a person from <INSERT MAIN BANK> when calling by phone?
    a. Very easy
    b. Relatively easy
    c. Neither easy nor difficult
    d. Relatively difficult
    e. Very difficult
    f. Don't know

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

33. From your experience, how easy is it to get in contact with a person from <INSERT MAIN BANK> when you call in at the branch?
    a. Very easy
    b. Relatively easy
    c. Neither easy nor difficult
    d. Relatively difficult
    e. Very difficult
    f. Don't know

ASK THOSE WITH CURRENT ACCOUNT WITH TRADITIONAL BANK (CODE A-G IN Q.2)

33.b. From your experience, how easy is it to get assistance when lodging or withdrawing cash from <INSERT MAIN BANK> when you call in at the branch?

g. Very easy
h. Relatively easy
i. Neither easy nor difficult
j. Relatively difficult
k. Very difficult
l. Don't know

ASK THOSE WITH CURRENT ACCOUNT

34. Overall, how would you rate your level of satisfaction with the services <INSERT MAIN BANK> provides?

a. Very satisfied
b. Relatively satisfied
c. Neither satisfied nor dissatisfied
d. Relatively dissatisfied
e. Very dissatisfied
f. Don't know

Switching Behaviour & Experience

38. Have you ever considered switching provider for any of the following products?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q.2/Q.4

a. Current/payment account
b. Mortgage account
c. Savings/deposit account
d. Credit card
e. Other personal loans
f. No, have not considered switching for any of these

39. And have you actually switched provider for any of these products in the past 5 years?

MULTICODE, READ OUT, INCLUDE ANSWERS SELECTED IN Q.2/Q.4

a. Current/payment account
b. Mortgage account
c. Savings/deposit account
d. Credit card
e. Other personal loans
f. No, have not switched provider for any of these

ASK ALL WHO HAVE CONSIDERED SWITCHING AT LEAST ONE PRODUCT IN Q39 OR HAVE SWITCHED AT LEAST ONE PRODUCT IN Q39

40. When switching or considering switching, did you use any comparison tools?

a. Yes
b. No

ASK ALL WHO USED COMPARISON TOOLS

41. Which comparison tools/websites did you use? Please mention all tools/website you used?

DO NOT READ OUT, MULTICODE

Financial providers'/banks' own websites
CCPC.ie (Competition and Consumer Protection Commission)
Bonkers.ie
Switcher.ie
Other, please specify:_____
Do not recall

42. You have said that you switched provider for <INSERT PRODUCT FROM Q.39) in the past 5 years. How easy or difficult did you find the switching process, on a scale from 1-5 where 1 is "very difficult" and 5 is "very easy"?

ASK FOR EACH PRODUCT ANSWERED IN Q.39

Scale: 1-5, include DK

FOR EACH PRODUCT SWITCHED AT Q.39

43. How would you rate your level of satisfaction with the switching process, when switching <INSERT PRODUCT> in the past 5 years?

a. Very satisfied
b. Relatively satisfied
c. Neither satisfied nor dissatisfied
d. Relatively dissatisfied
e. Very dissatisfied
f. Don't know

FOR EACH PRODUCT CONSIDERED AT Q.38 BUT DIDN'T SWITCH AT Q.39, ASK Q.44

44. You said that you have considered switching provider for <INSERT PRODUCT) but that you have not switched provider in the past 5 years. What is the main reason for not having switched provider for <INSERT PRODUCT> in the past 5 years?

MULTICODE

a. Difficult to change provider
b. Didn't have time to switch provider
c. Difficulty in gathering the required information on switching
d. Too expensive to switch
e. Lack of alternative providers/don't know where to switch to
f. No longer interested in switching
g. Planning to switch but have not had time to do so yet
h. Other, please specify:_____

FOR EACH PRODUCT SWITCHED AT Q.39

45. What was the reason for switching for provider for <INSERT PRODUCT> in the past 5 years? **MULTICODE, READ OUT**

a. Dissatisfied with the service from previous provider
b. Bank exited the market
c. No bank branches available nearby
d. Functionality of banking applications/mobile app
e. Lower fees/higher interest rate (current/saving accounts only)
f. Switched mortgage (current/saving accounts only)
g. Lower interest rate (mortgage/credit cards/loans only)
h. Cash back offer (mortgage/credit cards/loans only)
i. The bank didn't offer a product you required
j. Other, please specify:_____

ASK ALL

46. How would you rate the level of choice in the market for the following products, using a scale from 1 to 5, where 1 means there is very little choice and 5 means there is a lot of choice.

	Product	1-5, incl. DK
a	Current account	
b	Mortgage account	
c	Savings account	
d	Credit card	
e	Other personal loans	

Artificial Intelligence

ASK ALL

46a. Have you used Artificial Intelligence (AI) for information or advice about financial products and services in the past 12 months (e.g. chatbots, virtual assistants, etc.)? **SINGLE CODE, PROMPT TO PRECODE**

a. Yes, to a large extent
b. Yes, occasionally
c. Yes, 1-2 times
d. No

46b. I will now read out some statements that others have said about using Artificial Intelligence (AI) for information or advice about financial products and services. Please let me know how much you agree or disagree with each statement on a scale from 1-5 where 1 is "strongly disagree" and 5 is "strongly agree". **RANDOMISE ORDER OF STATEMENTS**

a) I would trust the financial information provided by Artificial Intelligence
b) Artificial Intelligence is an effective way of getting financial information customised to my personal needs and situation
c) I would prefer to gather this information myself by talking to financial providers and through websites/comparisons tools rather than using Artificial Intelligence
d) I do not really understand Artificial Intelligence and how it works

Cash Access

ASK ALL

47. What is your preferred method of payment in a physical location, i.e. in a store? Is it…
SINGLE CODE, READOUT
   e. Debit card
   f. Credit card
   g. Contactless by a smartphone
   h. Contactless by smart watch/fitness band
   i. Cash

47a. Have you experienced any issues in the past year with acceptance of any of the following methods of payment?

   a. Debit card
   b. Credit card
   c. Contactless e.g. smartphone or smart watch/fitness band
   d. Cash
   e. None of the above

CLASSIFICATION QUESTIONS

Finally, a few classification questions…

C.1 Do you have any dependent children living at home?

   a. Yes
   b. No

If YES
C.2 How old are your dependent children?
MULTICODE

   a. 0-4
   b. 5-12
   c. 13-17
   d. 18 years or older

C.3 What is your marital status?

a. Single
b. Married
c. Co-habiting
d. Widowed
e. Separated/divorced
f. Refused

C.4 What is your current level of education?

a. No education/only basic education
b. Primary School Level
c. Lower Secondary (Junior Certificate)
d. Higher Secondary (Leaving Certificate)
e. Post Leaving Certificate (e.g. VEC)
f. Third Level Non-Degree (e.g. Diploma)
g. Third Level Degree
h. Third Level Postgraduate Degree (e.g. Master, PhD)

C.5 Which of the following best describes your current working status?

a. Working full time (30+ hrs per week)
b. Working Part time (-29 hrs per week)
c. Self-employed (including farmers)
d. Unemployed
e. Home duties
f. Retired
g. Student, not employed
h. Student, working part time
i. Sick/disabled

C.6 Which of the following best describes how you occupy the property you currently live in?

a. I own it outright (no mortgage)
b. I own it with a mortgage
c. I rent it in the private market.
d. I rent it from an Approved Housing Body/Local Authority
e. I live with my parents
f. Other, please specify:_____

C.7 Which of these best describes the general area where you live?

a. A city
b. A large town
c. A small town
d. Rural area

C.8 Which of the following letters best matches your Gross household income per year?
PLEASE CALL BACK A LETTER
SHOW INCOME SHOWCARD

Q. €25,000 or less
S. €25,001 - €50,000
R. €50,001 - €100,000
T. €100,001 - €150,000
P. Over €150,001
Don't know (DO NOT READ OUT)
Refused (DO NOT READ OUT)

THANK YOU

Appendix 2 – Social Class Definition

The definitions for Social Grades of A, B, C1, C2, DE, F50+, and F50 are as per the Association of Irish Market Research Organisations (AIMRO) social class grading guidelines:

A - Professional, Senior Management
B - Newly qualified professional, Middle Management
C1 - Junior Managers, Clerical
C2 - Skilled Workers
D - Semi or unskilled workers
E - State Benefit, Social Welfare only
F - Farming, depending on farm size in acres

The classification is based on chief income earner of the household.