

The Financial Research Survey



Unlocking the Consumer Mind: Insights to drive growth in financial services

The financial world is changing quickly. People expect different things, and there are new rules that companies need to follow. To succeed, businesses need to adapt. The Ipsos Financial Research Survey (FRS) can help your business thrive in this challenging environment. We've been analysing Britain's financial market and consumer behaviour longer than anyone else. We provide the insights that leading financial institutions rely on, helping them stay up-to-date and make smart decisions.

The Business Challenge

Whether it's building market share, understanding customer preferences, or aligning with regulatory changes, our survey addresses these pressing concerns with quantitative data-driven solutions.

- Which brands are winning new business and gaining market share?
- What customer trends can we leverage? And who has unmet needs?
- How can we refine our channel strategy?
- How do demographic shifts affect our offerings?
- How can we best understand customers' financial resilience or financial literacy?
- How can we mitigate risks with vulnerable consumers? And align with the FCA's Consumer Duty?
- Who are market leaders for customer satisfaction and loyalty, and how does that differ by product category?

The FRS Solution

Our single source, nationally representative data, based on 50,000 interviews per year, which provides an all-round view of consumer's financial wallet & decisions.

- **Market sizing and competitive intelligence:** Monthly comprehensive coverage of all financial providers
- **Comprehensive sector insights pack:** Linked insights across a broad range of financial products, including Current Accounts, Savings, Investments, Mortgages, Credit Cards, Loans, Insurance, Pensions and BNPL
- **Elevate brand positioning:** Understand awareness, consideration, market share, retention and acquisition
- **Optimise channel strategies:** Insights into channel usage, preference, rejection, and tech ownership
- **Cultivate long-term loyalty:** Analytics on satisfaction /NPS, retention, cross-selling, share of wallet, and demographic cross-analysis
- **Fortify compliance and market position:** Insights into drivers of potential vulnerability and FCA Consumer Duty framework.

We can tailor your FRS access to fit your needs

- **An Annual Subscription** provides a comprehensive understanding of the market, alongside to the latest survey data via our Askia platform.
- Get focus on a particular sector via our **Market Reports**, prepared by our industry experts, offering deep insight into products, customers and competitors.
- Or commission **Bespoke Analysis**, tailored to address your unique business queries, via custom reports, data tables, visual summaries, or even customised workshops.
- We also offer **Thematic Reports**, on topics such as Vulnerability or Consumer Duty.
- **Self-Serve Data Exploration**, via Askia which is perfect for ad hoc, complex analysis at your convenience, plus access to our qualitative online community **Money Talks**.

Our team is here to help you choose the best package to meet your specific needs.

Investment

We offer a range of pricing options, from subscription to commissioned analysis.

Get in touch to get a quote based on your specific requirements.

Contact Neil Killey, Financial Research Survey, Programme Lead, at neil.killey@ipsos.com for a preliminary consultation

