

## November 2012

### **The Role of Trust in Financial Services - UK**

“Mintel’s research for this report shows that people are perfectly prepared to bank with an organisation that they don’t trust to treat them fairly. Marketers would be forgiven for asking whether this more emotional element of trust actually matters. Should they just give up on making people like them, and ...

## September 2012

### **Loyalty in Financial Services - UK**

“Two fifths of respondents believe that ‘if you show loyalty to a financial services firm, they’ll only ever take advantage of it’. This goes beyond issues of pricing, and raises the suggestion that financial services firms actively exploit those customers who show loyalty.

## April 2012

### **Consumer Payment Preferences - UK**

“Banks currently have the edge when it comes to the payment-related elements of the mobile wallet, but history shows that this is likely to be a pretty fragile advantage.”

## March 2012

### **Consumers and The Economic Outlook - Quarterly Update - UK**

The report includes an overview of the changes in household well-being over the last three years, a breakdown of planned and recent spending, and consumers’ assessment of how well they manage their money. Free to Mintel Oxygen subscribers, the report is the third in an ongoing series of quarterly updates ...

## February 2012



## FS: Lifestyles - UK

### Consumers and The Economic Outlook - UK

Mintel's Special Report Series are unique research findings that shed essential light on British attitudes, hopes, fears and desires.