



Cheque &  
Credit  
Clearing  
Company

# Cheques Market Research 2011

## Consumers

July 2011

# Background

---



Surveys conducted for a number of years



## Consumers

- Omnibus survey of 2,000 consumers
- 5<sup>th</sup> year of research
- Conducted face-to-face by TNS in April 2011
- Northern Ireland included, as in 2010



# Consumer use of Cheques

# Use of cheques

---



- **93%** of those questioned have a personal account with a bank or building society



- **52%** of UK account holders make payments by cheque
- Average number of cheques written in the past year: **8.2**

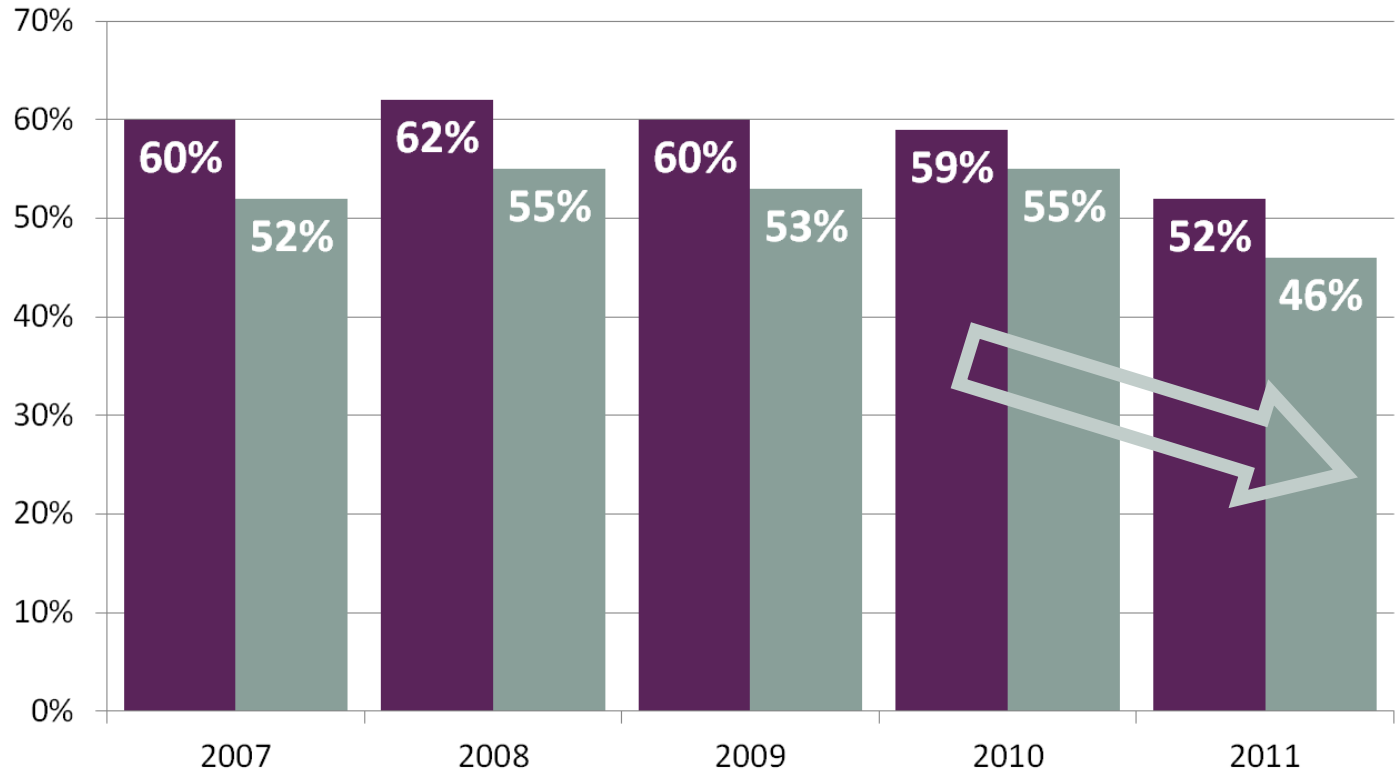


- **46%** of UK account holders received payments by cheque
- Average number of cheques received in the past year: **3.4**



- **35%** of UK account holders said that they had neither made nor received a payment by cheque in the past year

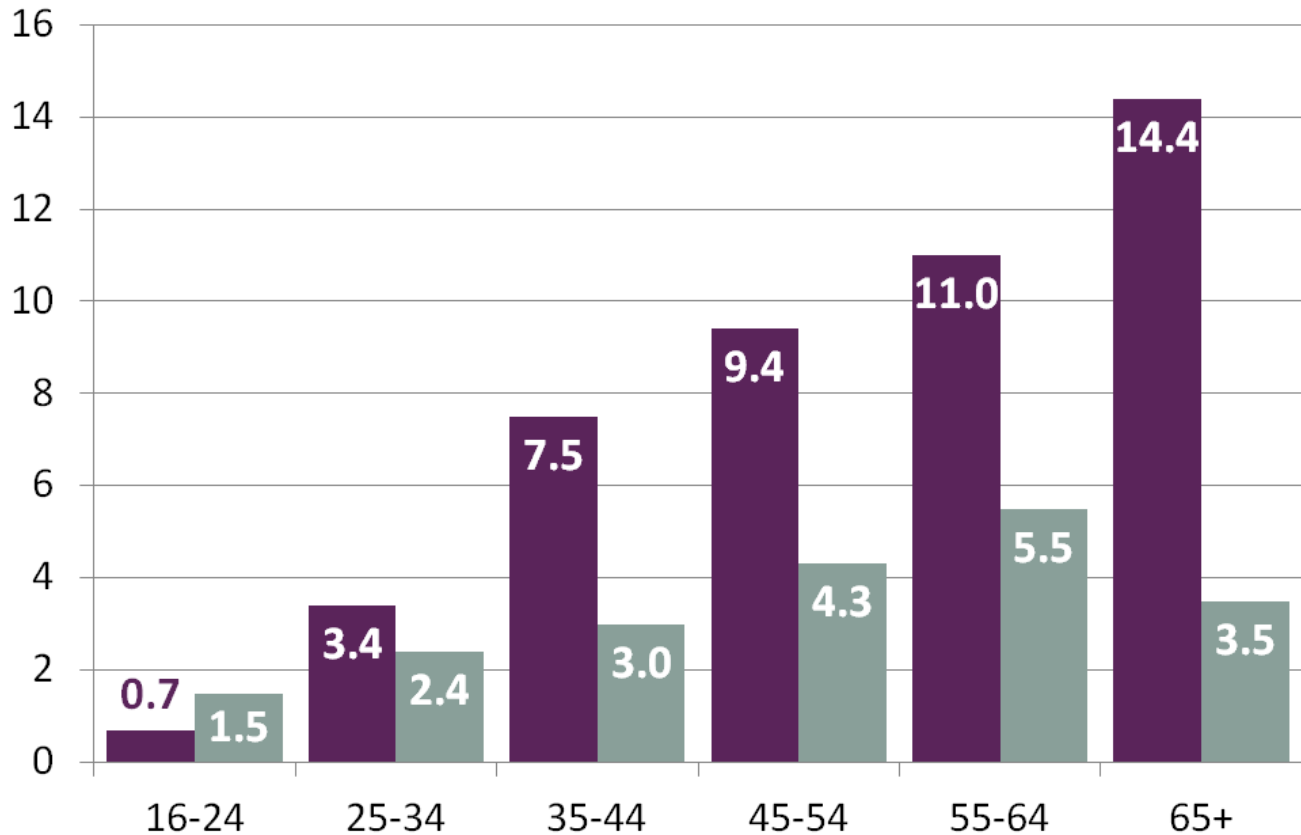
# Consumer cheque use falling



Proportion of people **writing** cheques appears to be falling

Proportion of people **receiving** cheques fell in 2011

# Average cheque use per year, by age

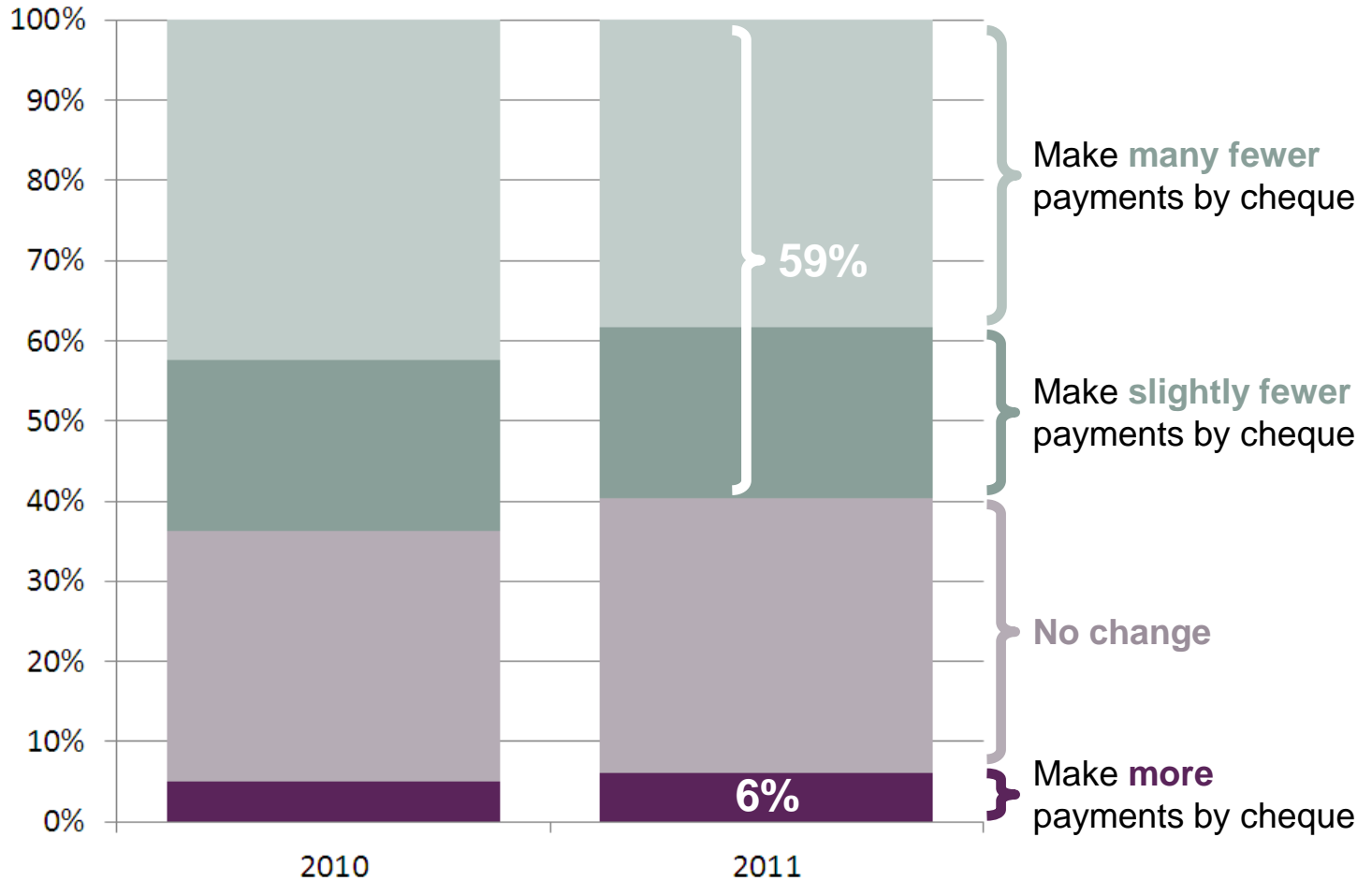


Older people tend to **write** more cheques per year

All groups **write** more than they **receive**, except 16-24

Cheques **received** tail off slightly after the age of 65

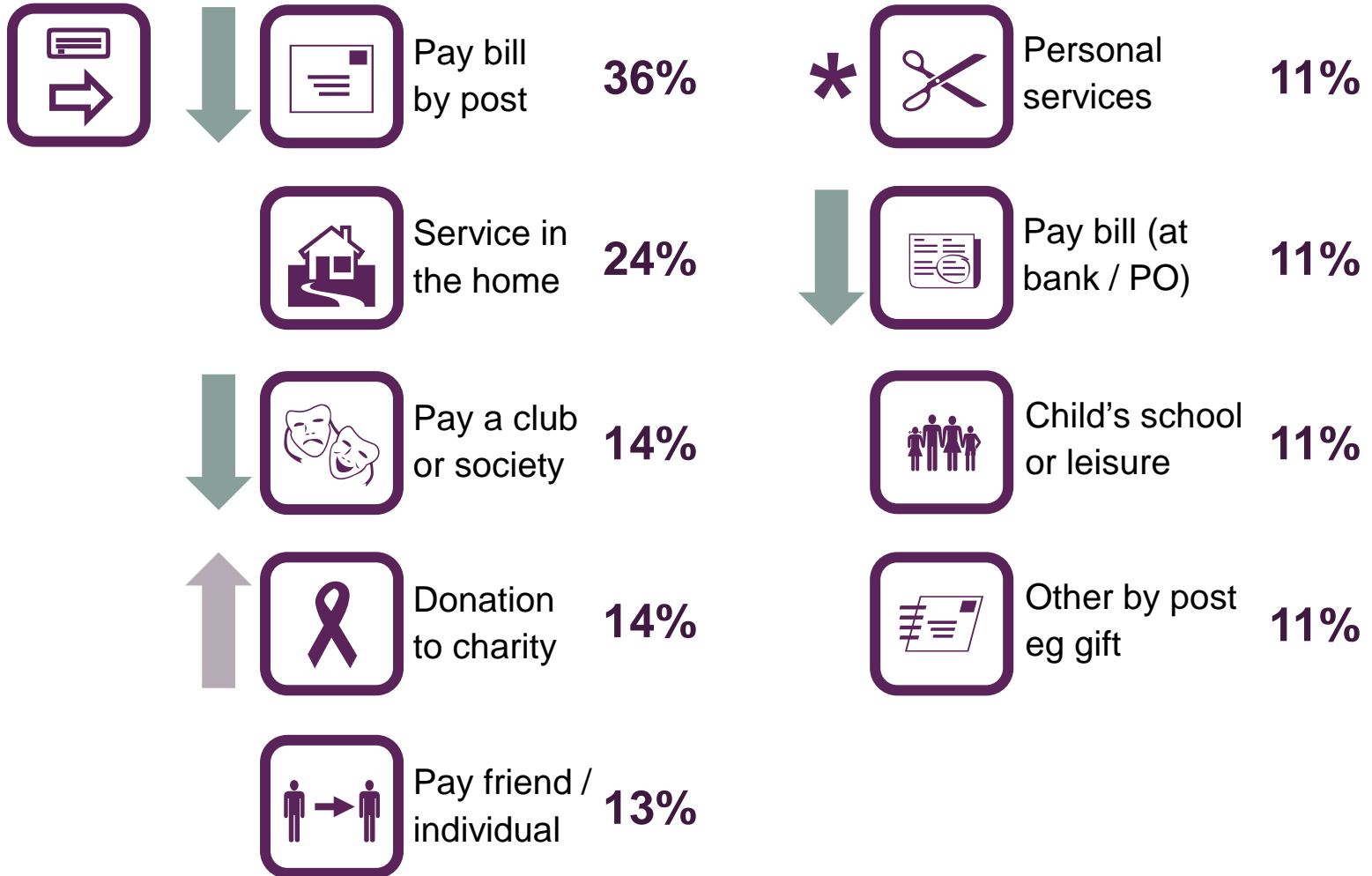
# Change over the past three years





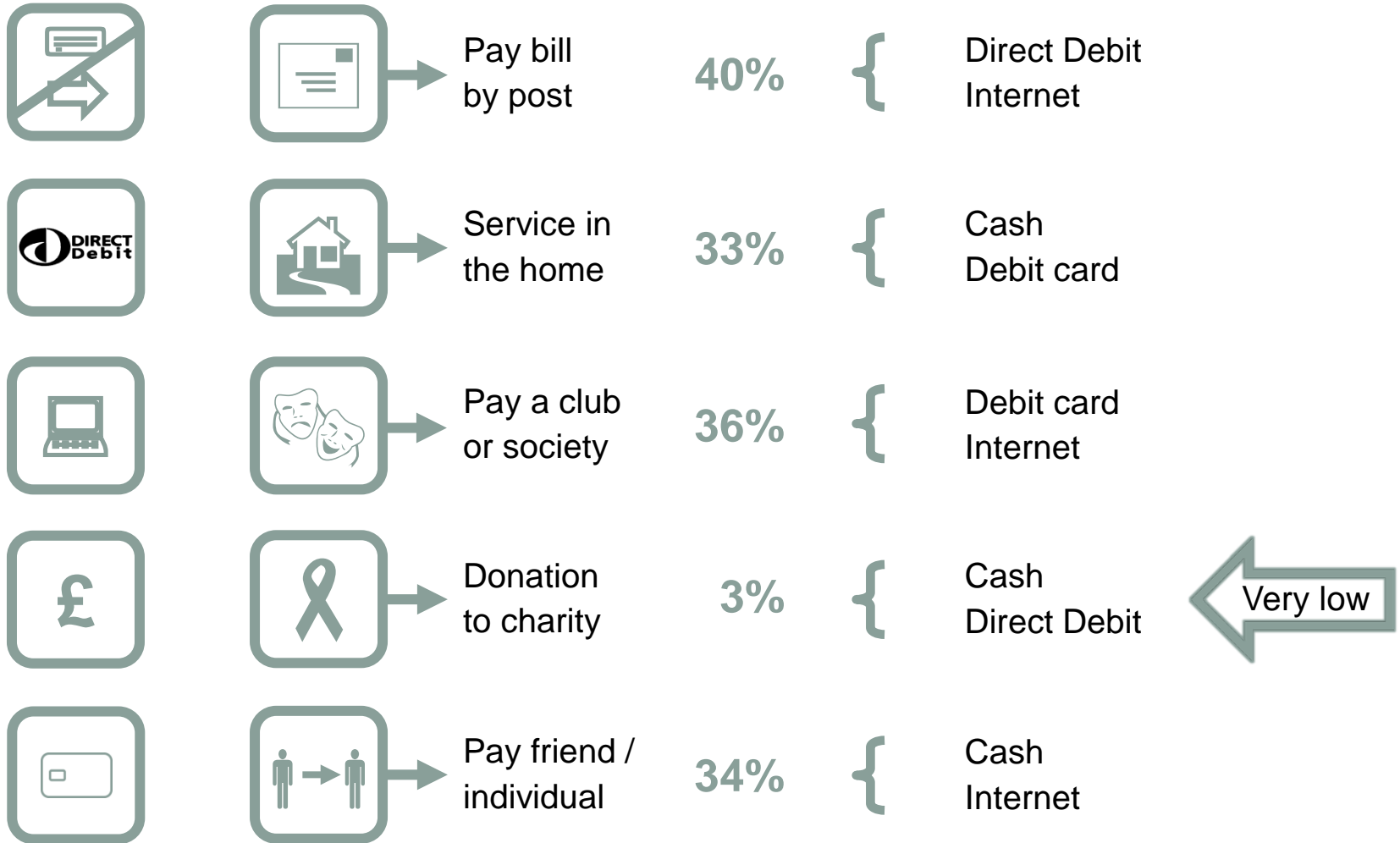
# Why are cheques used?

# What are cheques written for?



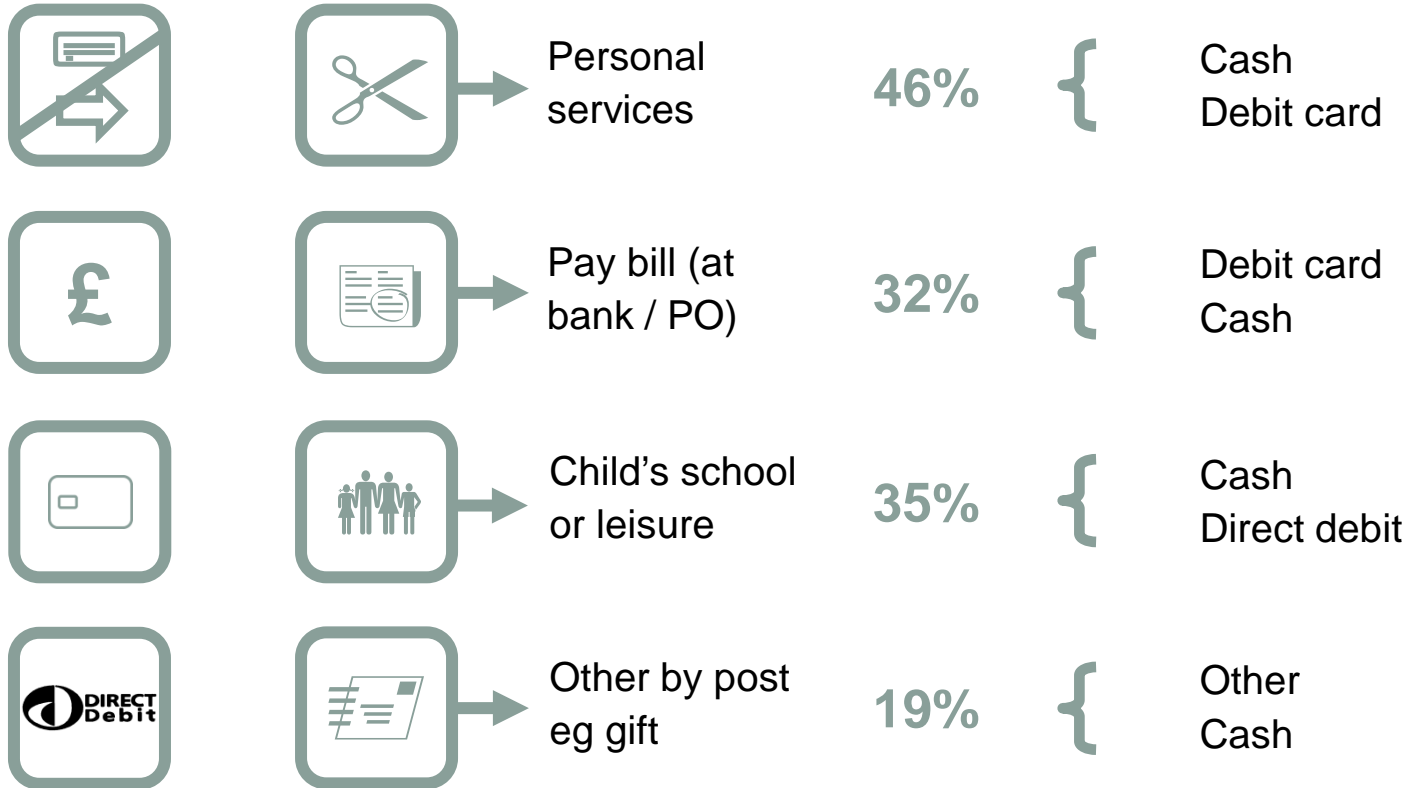
% of account holders that write cheques, who used a cheque for each purpose in the past year

# Convenient alternatives



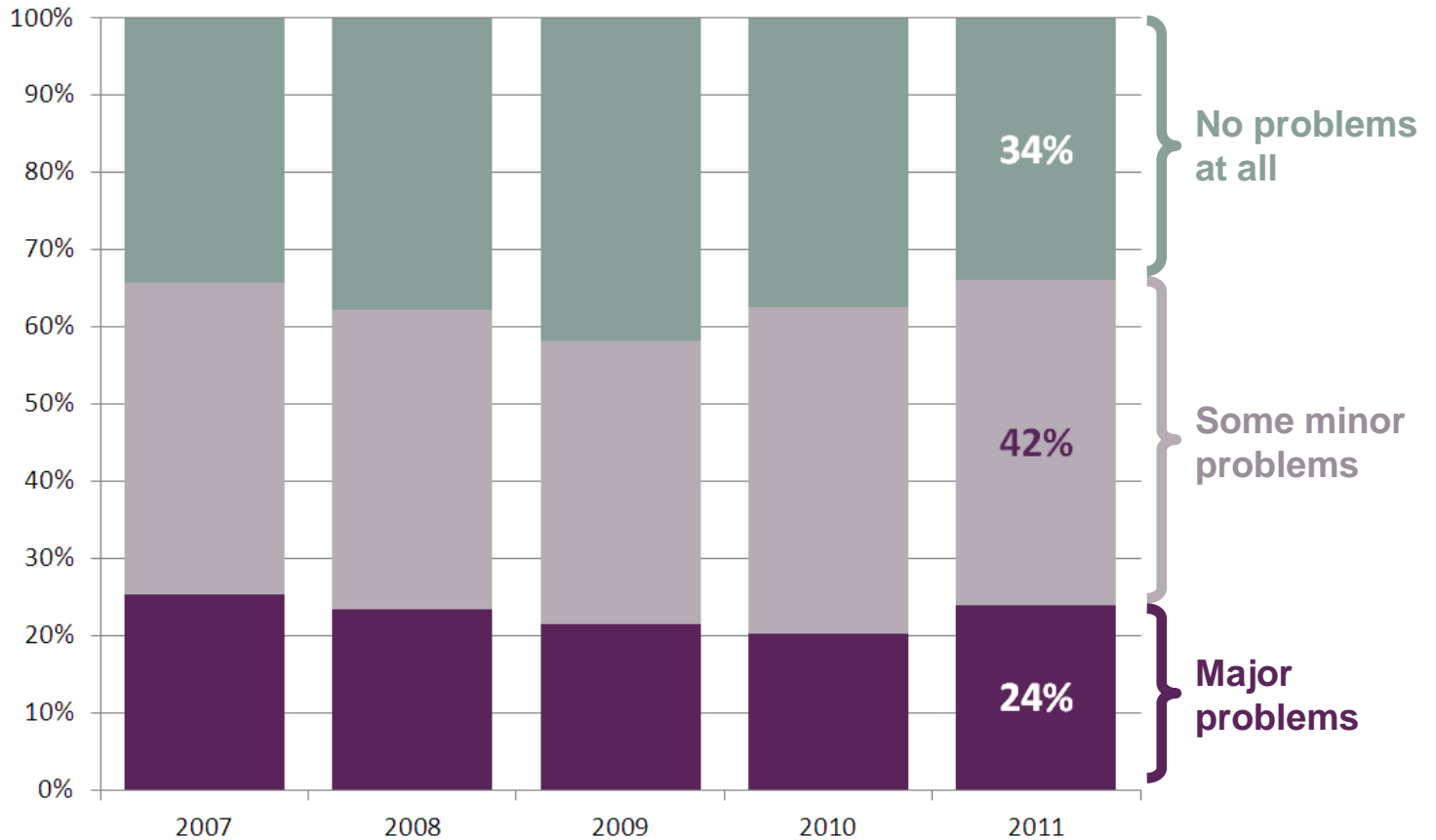
% of consumers who believe there is a convenient alternative payment method

# Convenient alternatives



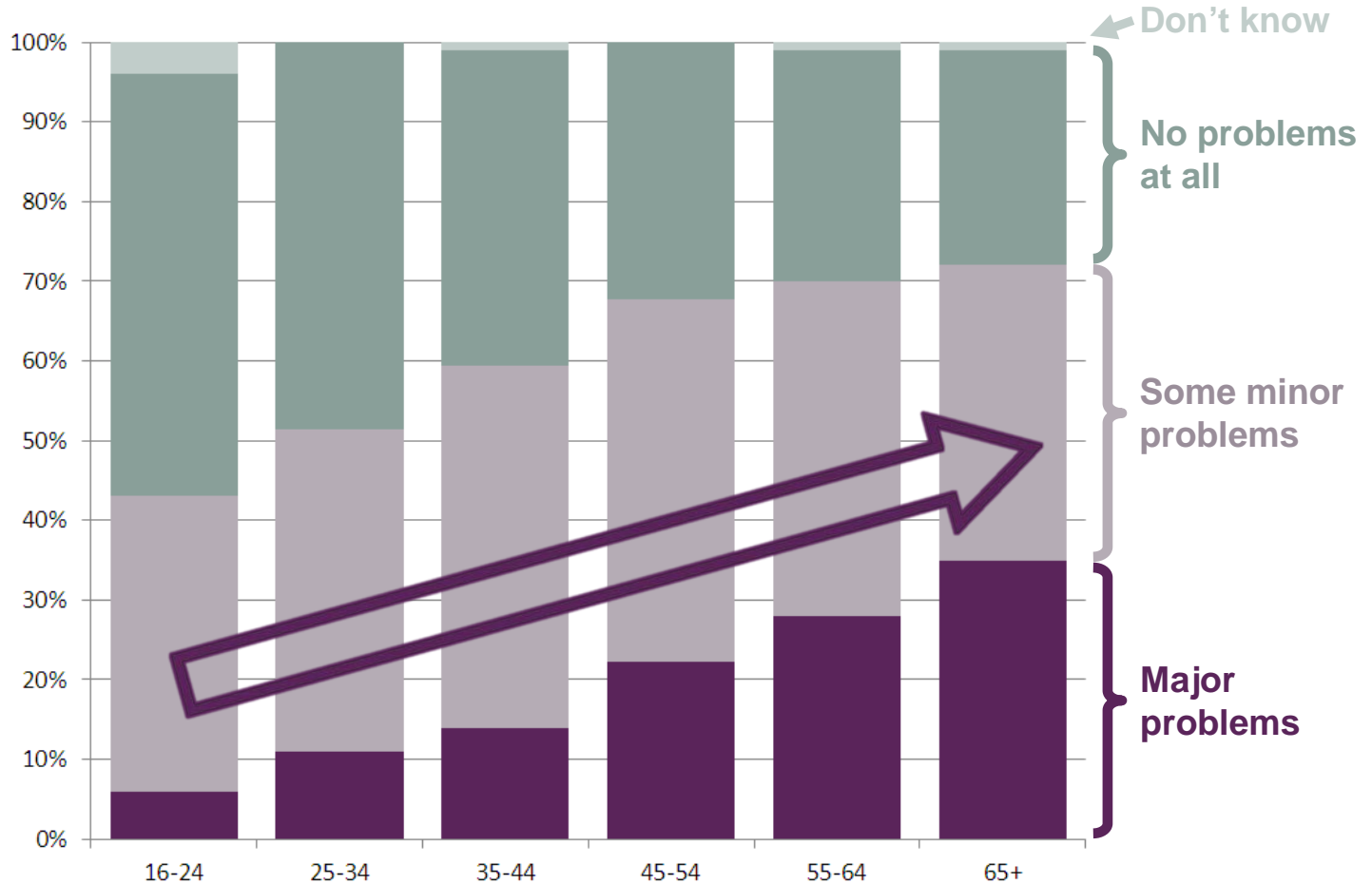
Cash often named as convenient alternative.  
Non-cash methods often less popular.

# Problems if unable to write cheques



**Little change** over time – **2/3** would have problems if unable to write cheques

# Problems if unable to write cheques, by age



Older people more likely to experience problems

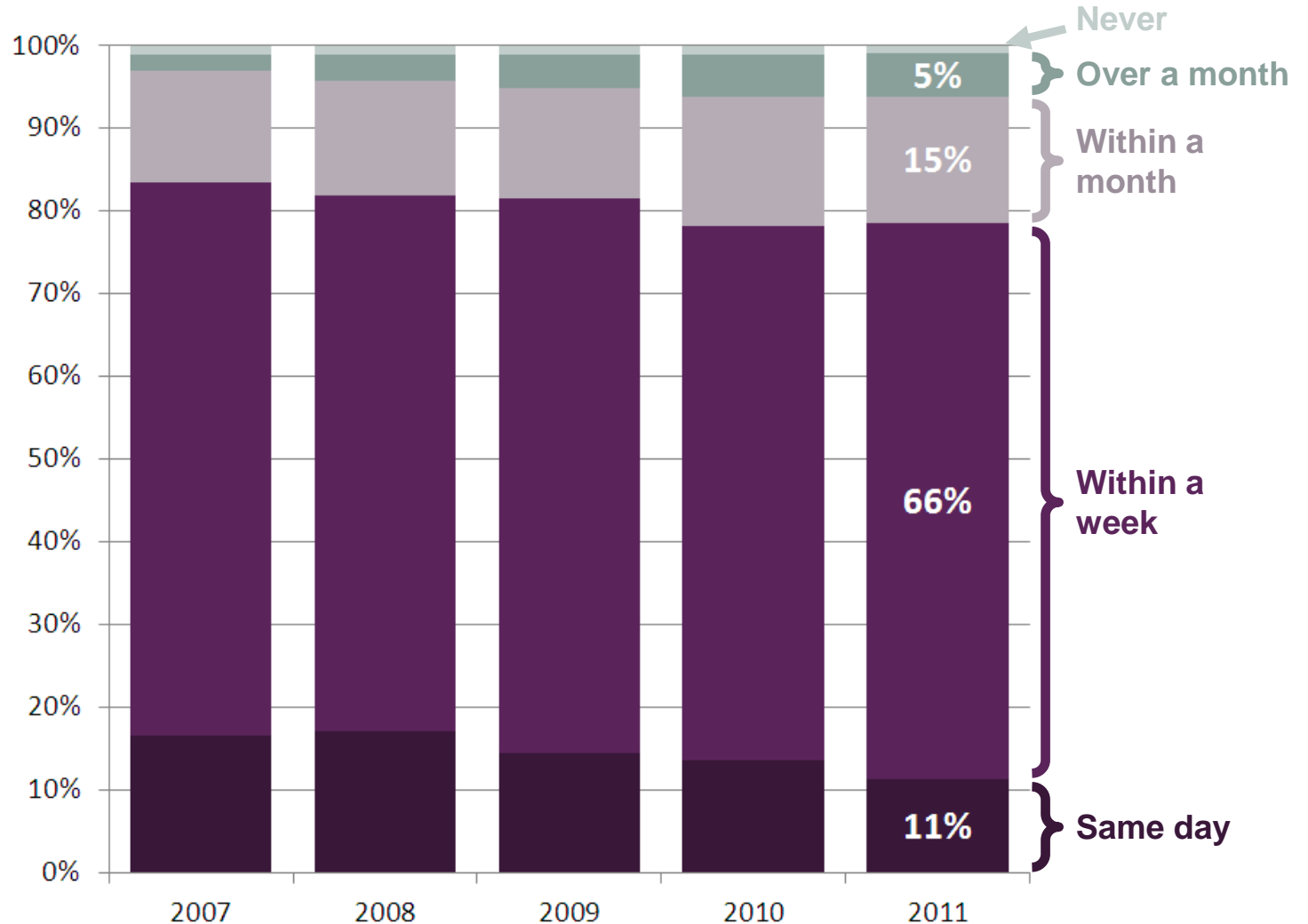


# Receiving cheques

# What are cheques received for?

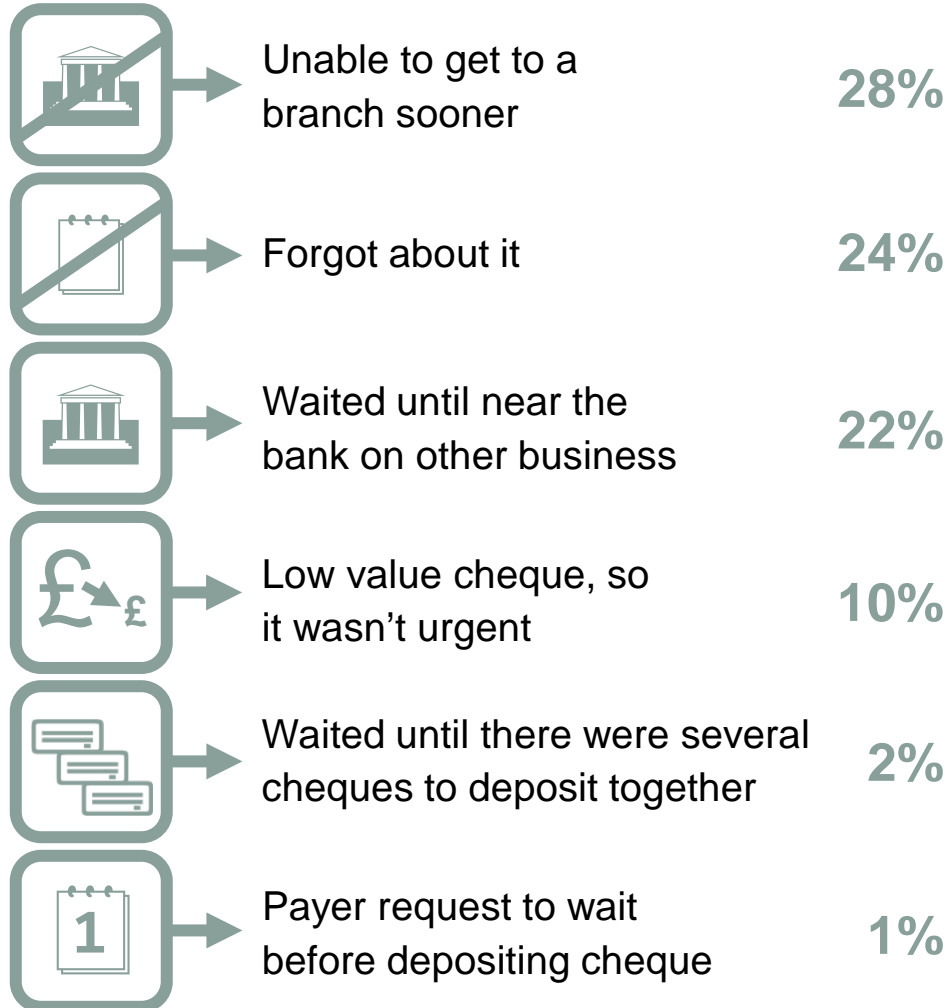


# Time taken to deposit cheques received

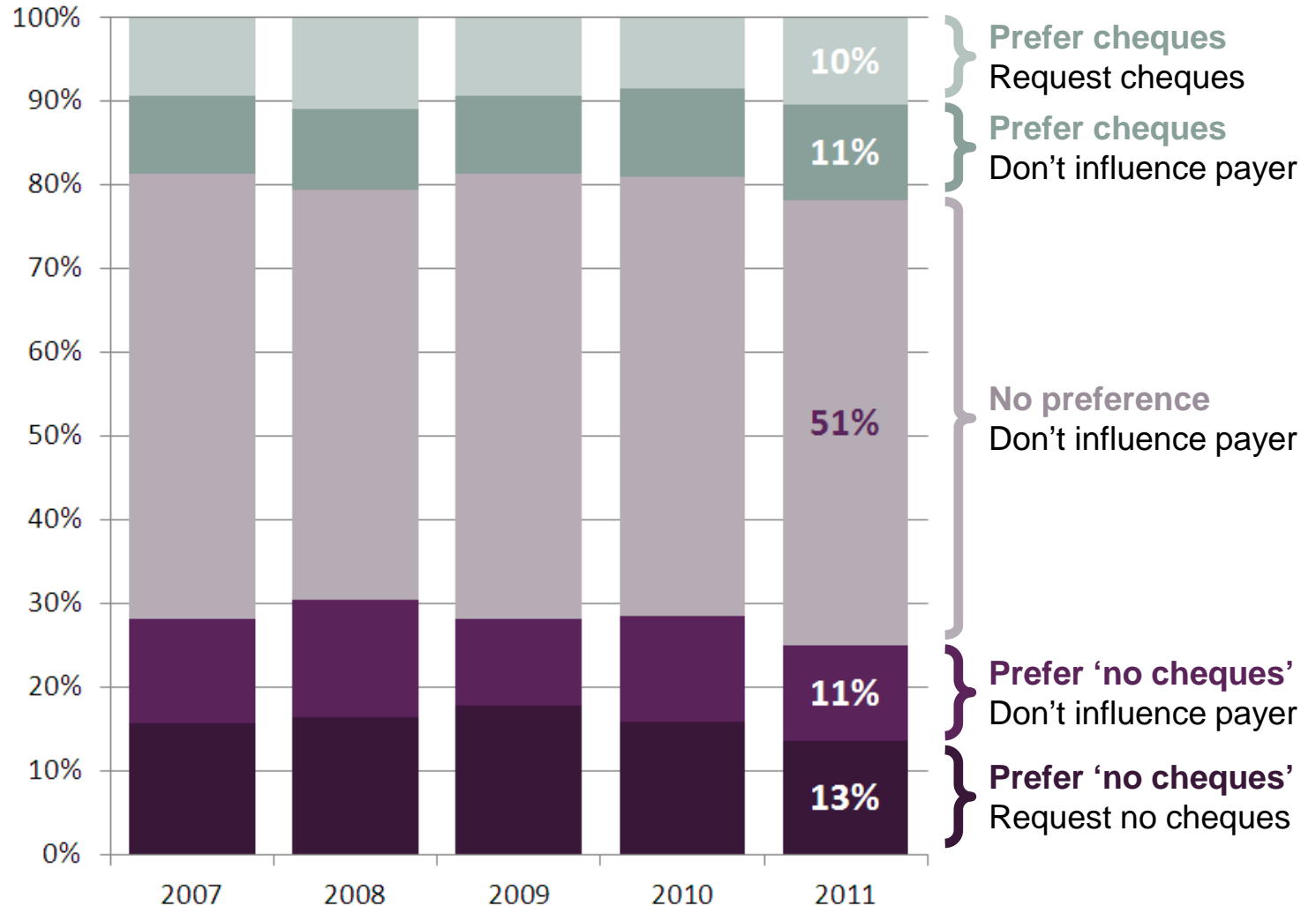


% of account holders who received a cheque in the past year

# Why wait longer than a week to deposit cheques?



# Attitudes to receiving cheques



% of account holders who received a cheque in the past year

246

# Understanding cheque propositions



# Knowledge of 246 proposition

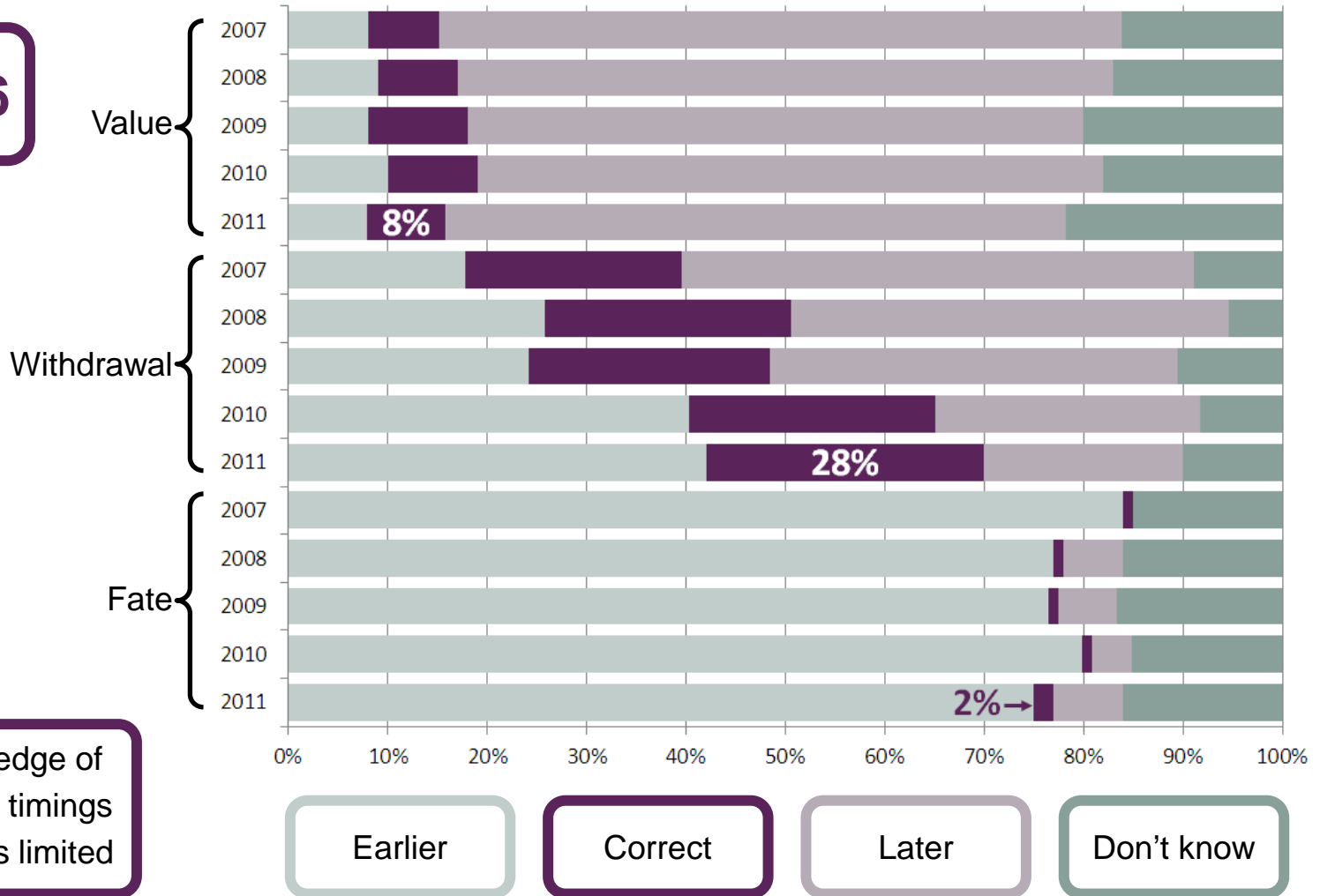
246

- Understanding of the 246 timescales was tested
- The correct timescales are described below
- The next slide shows the proportion of respondents that correctly understand the 246 timings, compared to those that believe timings are earlier or later

- Value** {
- Day 2**
  - Interest begins to be paid on the amount paid in by cheque, or interest due on outstanding overdraft balances is reduced accordingly
- Withdrawal** {
- Day 4**
  - The payee can withdraw money paid in by cheque
- Fate** {
- Day 6**
  - The payee can be certain the money won't be reclaimed from their account without their consent (unless they are a knowing party to fraud)

# Knowledge of 246 proposition

246



Knowledge of precise timings remains limited

# Need for more information

246

