



BUSINESS WANTS MORE CHARTERED BANKERS

Decisive backing for the Chartered Banker qualification as the most trusted hallmark of financial competence comes from leaders of Britain's smaller businesses – often defined as “the backbone of our enterprise economy”.

Among those who express an opinion in the latest research, more business decision-makers say they'd trust the advice of a Chartered Banker (37%) than that of a banker with other degrees, diplomas or recognised qualifications.

And a clear majority of these business decision-makers who expressed an opinion (57%), also express a marked preference for working with banking Relationship Managers who are professionally qualified Chartered Bankers. 57% of

Chartered Banker
Leading financial professionalism

MY TRUSTED ADVISER

“Who of the following, if any, would you most trust to give you or your business financial advice?”

THOSE EXPRESSING AN OPINION

A BANKER WHO:	All %	Men %	Women %
Is a Chartered Banker	37	37	35
Has an MBA	23	24	18
Has an IFS banking degree	20	17	30
Has a degree	11	11	8
Has an IFS banking diploma	7	7	9
Has no qualifications	3	4	1

Table above has been rebased to only include those who expressed an opinion, based size = 604

those who expressed an opinion said a bank where all Relationship Managers have passed their banking exams is “more likely to understand and service my business better.”

These are among the main findings of an exclusive survey of small business decision-makers conducted for the Institute across the UK in December. On the business front, these findings massively reinforce similar exclusive YouGov research carried out for the Institute in November 2009 among banking’s retail customers.

That earlier survey found a staggering 88% of respondents agree that all bankers should take professional banking exams, with 84% expressing a preference for banking with an institution where all staff had passed their banking exams. That survey, too, overwhelmingly recognised the Chartered Banker qualification as the “most trusted” (41%) symbol for financial advice in banking.

The latest research, conducted online among 1,020 business decision-makers between December 26-29, 2009, elaborates

“THIS IS AN EXTRAORDINARILY POWERFUL ENDORSEMENT OF CHARTERED BANKER FROM THE BUSINESS COMMUNITY.”

SIMON THOMPSON, CIOBS Chief Executive

these positive themes among the business community.

“There’s a really strong message in this survey,” says the Institute’s Chief Executive Simon Thompson (see also p5). “The

headline finding, which comes through loud and clear, is that a majority of business decision makers would rather be a customer of a bank where their Relationship Manager was a professionally qualified Chartered Banker.

“That’s an extraordinarily powerful endorsement of Chartered Banker, particularly when we add it to the 37% of consumers who expressed an opinion who say that they would most trust a Chartered Banker to give them financial advice. It’s a message we’ll be driving home this year with banking leaders and regulators as we undertake our vital task of rebuilding trust and confidence in the banking profession.”

MY BANKING MANAGER

“I would rather be a customer of a bank where my Relationship Manager was a professionally qualified Chartered Banker.”

THOSE EXPRESSING AN OPINION

	All %	Men %	Women %
Strongly agree	18	17	23
Agree	39	38	42
Neither agree nor disagree	34	35	31
Disagree	6	7	4
Strongly disagree	2	3	1

Survey carried out online by YouGov plc among 1,020 small business decision-makers. Fieldwork ran from December 26-29, 2009.

Table above has been rebased to only include those who expressed an opinion, based size = 985

MY BUSINESS NEEDS

“A bank where all Relationship Managers have passed their banking exams is more likely to understand and service my business better.”

THOSE EXPRESSING AN OPINION

	All %	Men %	Women %
Strongly agree	19	18	21
Agree	38	37	41
Neither agree nor disagree	31	31	31
Disagree	9	10	5
Strongly disagree	4	4	2

Survey carried out online by YouGov plc among 1,020 small business decision-makers. Fieldwork ran from December 26-29, 2009.

Table above has been rebased to only include those who expressed an opinion, based size = 971

RECESSION RECOVERY

“Having more professionally qualified bankers would help the UK economy recover from the recession.”

THOSE EXPRESSING AN OPINION

	All %	Men %	Women %
Strongly agree	20	21	19
Agree	44	42	51
Disagree	24	24	25
Strongly disagree	11	13	5

Survey carried out online by YouGov plc among 1,020 small business decision-makers. Fieldwork ran from December 26-29, 2009.

Table above has been rebased to only include those who expressed an opinion, based size = 670

Business decision-makers survey: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1020 adult business decision-makers. Fieldwork was undertaken between 26th-29th December, 2009. The survey was carried out online.

Consumer survey: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2011 adults. Fieldwork was undertaken between 6th-9th November 2009. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).