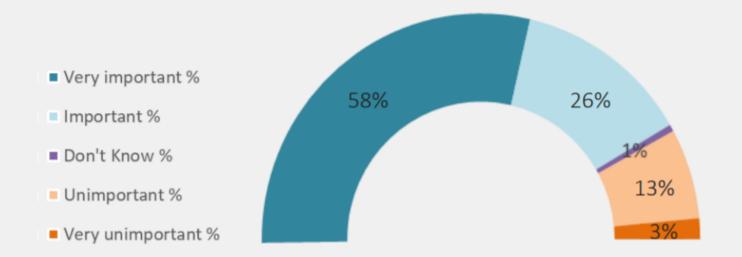
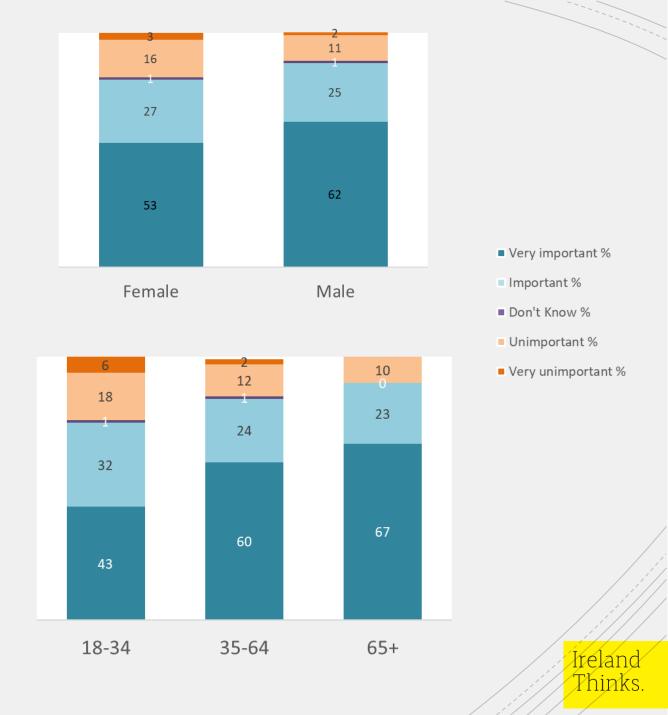


## The question asked was:

"How important is it to have a local bank branch with face to face customer service to your local area?"

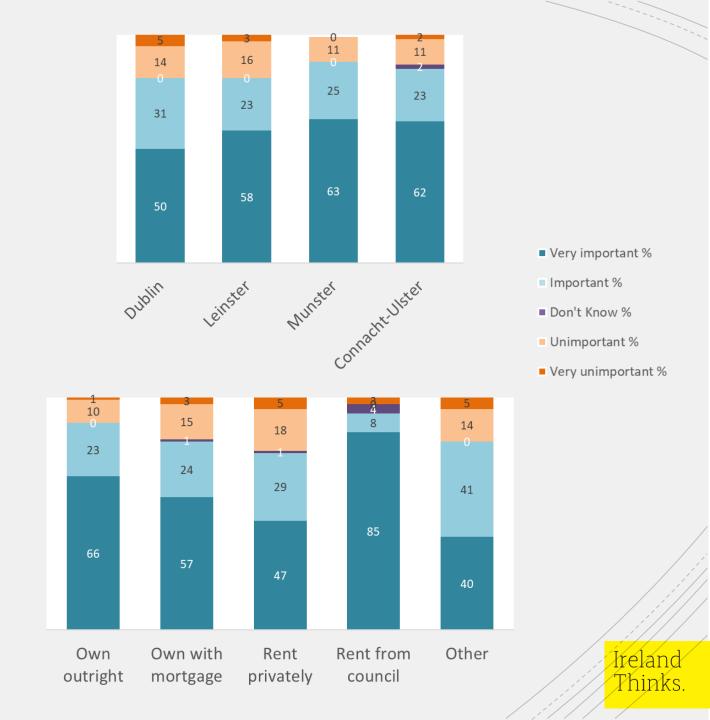


Ireland Thinks. Older people are more likely to say that it is very important.

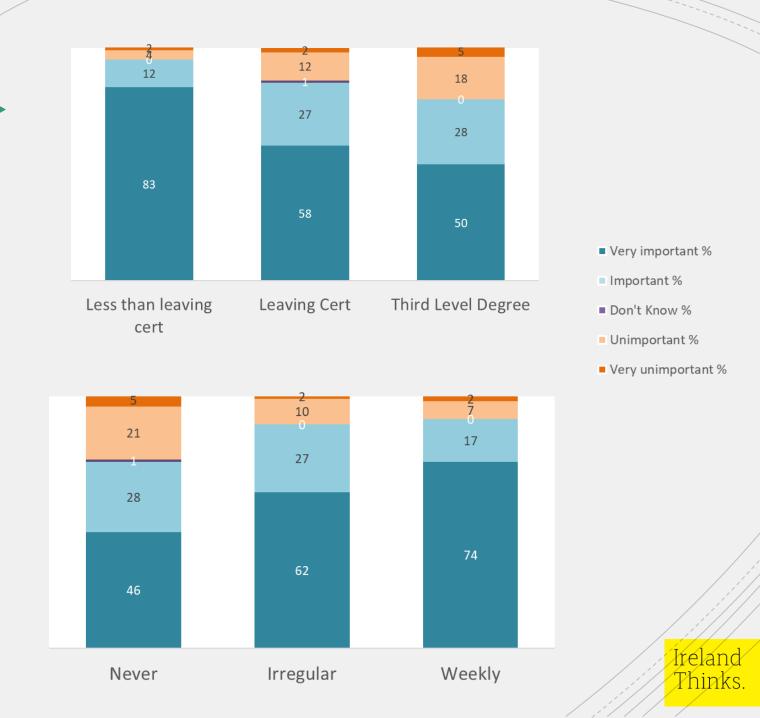


Those living in rural areas are more likely to identify it as very important.

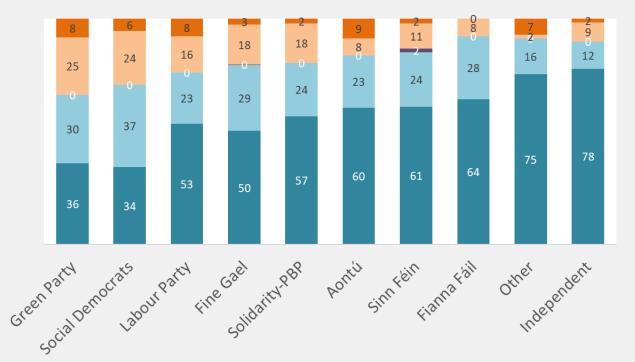
Those in the private rental sector are the least likely to believe it is very important.



Similarly, weekly church-goers are much more likely to value the face-to-face interactions at the banks.



Supporters of independents, Fianna Fáil and Sinn Féin are most likely to value face to face interaction at the banks.



■ Very important %

Important %

■ Don't Know %

Unimportant %

■ Very unimportant %

## **Methodology**

The poll was conducted on Saturday January 16<sup>th</sup> (between 2pm and 4pm) The sample was 1,2 and selected on the basis of matching demographics to exit poll on the basis of age, gender, vote, educational attainment, and religious adherence from a panel of 35,000 Just 4,000 were selected to take part with specific ID references in the url matching and past demographic data Any duplicated responses were deleted This follows the latest research from Pew and the AAPOR Dr Kevin Cunningham holds two degrees in statistics and has worked as a consultant for YouGov, Deltapoll, Opinium, BMG, LucidTalk in addition to working for UK Labour Irish Labour, SDLP and the Australian Labour Party as well as Datapraxis on elections He has published widely on voting behaviour