**Customer Behavior and Preferences in Banking - Questionnaire**

**Dear sister or brother,**

Thank you for participating in our study on customer behavior and preferences in banking. Your feedback is valuable and will help us better understand how customers make decisions regarding their banking choices. Please answer the following questions to the best of your knowledge and experiences.

**Demographic Information:**

1. Age: \_\_\_\_\_
2. Gender: [ ] Male [ ] Female [ ] Other
3. Income Level: [ ] Less than $25,000 [ ] $25,000 - $50,000 [ ] $50,001 - $75,000 [ ] $75,001 - $100,000 [ ] Over $100,000
4. Education Level: [ ] High School [ ] Bachelor's Degree [ ] Master's Degree [ ]

Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Banking Preferences:**

1. How long have you been a customer of your primary bank? \_\_\_\_\_ years/months
2. Which factors are most important to you when choosing a bank? (Please rank them from 1 to 5, with 1 being the most important and 5 being the least important)
	* Trustworthiness
	* Convenience (e.g., branch location, ATM access)
	* Interest rates and fees
	* Customer service quality
	* Technological services (e.g., online banking, mobile app)
3. Have you ever switched banks in the past? [ ] Yes [ ] No
	* If yes, what were the primary reasons for switching banks?

**Trust and Reputation:**

1. How do you assess the trustworthiness of a bank? Please describe the factors or indicators you consider.
2. Have you ever been influenced by a bank's reputation or brand image when making banking decisions? [ ] Yes [ ] No
	* If yes, please explain how.

**Convenience:**

1. How important is the convenience of branch locations and ATMs when choosing a bank? (Scale of 1 to 5, with 1 being not important at all and 5 being extremely important)
	1. 2- 3- 4- 5-
2. Do you primarily use online or mobile banking services?

[ ] Online [ ] Mobile [ ] Both [ ] Neither

1. What specific features or services in online or mobile banking do you find most convenient?
	1. Easy for use 2- Confident 3- 24/opened 4- others ………….

**Satisfaction:**

1. On a scale of 1 to 5, how satisfied are you with your current bank's services?

(1 = Very Dissatisfied, 5 = Very Satisfied)

1. What aspects of your current bank's services contribute the most to your satisfaction?

**Additional Comments:**

1. Is there anything else you would like to add about your banking experiences, preferences, or factors that influence your choices?

Thank you for completing this questionnaire. Your input is greatly appreciated and will be kept confidential.