**Questionnaire**

Please circle the most appropriate response box which best describe your opinion

1= absolutely not Right 2 = Not Right 3 = some time/Depends 4 = Yes/Right 5 = absolutely yes/Very Right

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| Sr. | Products & Services |
| 1 | You prefer a Bank with clear/complete product description and good Services  | 1 | 2 | 3 | 4 | 5 |
| 2 | You prefer a Bank with wide range of products and services offerings | 1 | 2 | 3 | 4 | 5 |
| 3 | You prefer a Bank having competent staff with clear understandings of products and services | 1 | 2 | 3 | 4 | 5 |
| 4 | You Prefer a Bank with availability of several branches | 1 | 2 | 3 | 4 | 5 |
| 5 | You Prefer a Bank with active availability of ATM Services network  | 1 | 2 | 3 | 4 | 5 |
| 6 | You Prefer a Bank with extended operation hours  | 1 | 2 | 3 | 4 | 5 |

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| Sr. | Awareness and Image |
| 1 | You Prefer a Bank advertising via mass media or have adopt strong promotional strategy | 1 | 2 | 3 | 4 | 5 |
| 2 | You Prefer a Bank proximity to home/ or workplace | 1 | 2 | 3 | 4 | 5 |
| 3 | You Prefer a Bank by considering its External and internal appearance  | 1 | 2 | 3 | 4 | 5 |
| 4 | You prefer a Bank (Islamic/Conventional) with prompt customer services and friendly environment | 1 | 2 | 3 | 4 | 5 |
| 5 | You Prefer a Bank by its Reputation | 1 | 2 | 3 | 4 | 5 |

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| Sr. | Islamic Banks Preference (for Islamic Bank Customers) |
| 1 | You think religion and business are two different things  | 1 | 2 | 3 | 4 | 5 |
| 2 | You Prefer religion on conventional benefits | 1 | 2 | 3 | 4 | 5 |
| 3 | You Prefer a Bank suggested by an authentic religious source | 1 | 2 | 3 | 4 | 5 |
| 4 | You Prefer Interest-Free Banking | 1 | 2 | 3 | 4 | 5 |
| 5 | You think contemporary Interest-Free Banking is Islamic? | 1 | 2 | 3 | 4 | 5 |
| 6 | You Prefer a Bank that adopts profit and loss sharing mechanism. | 1 | 2 | 3 | 4 | 5 |

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| Sr. | Trust Building |
| 1 | Your bank account opening decisions are mostly influenced by trustworthy brand or its products | 1 | 2 | 3 | 4 | 5 |
| 2 | Your bank account opening decisions are mostly depends on your own know-how | 1 | 2 | 3 | 4 | 5 |
| 3 | Your bank account opening decisions are mostly depends on the assurance provided by the bank. | 1 | 2 | 3 | 4 | 5 |
| 4 | For opening a bank account, your decisions are mostly influenced by recommendation of friends / peers / employer | 1 | 2 | 3 | 4 | 5 |
| 5 | Your bank account opening due to request and guarantee provided by bank manager / staff | 1 | 2 | 3 | 4 | 5 |

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| Respondent’s Profile |
| Gender | * Male
 | * Female
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| Age (in years) | * Less than 25
 | * 25 to 40
 | * 40 to 55
 | * More than 55
 |
| Family Income(monthly) | * Less than 20K
 | * 20K – 40K
 | * 40K – 60K
 | * More than 60K
 |
| Source of Income | * Private
 | * Government
 | * Own-Business
 | * Unemployed
 |
| Qualification | * Matric
 | * Intermediate
 | * Graduation
 | * Masters
 |
| Marital Status | * Single
 | * Married
 | * Divorced
 | * Widowed
 |
| Religion | * Muslim
 | * Hindu
 | * Christian
 | * Other
 |
| Nature of Account | * Current
 | * Saving
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