**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 | |
| 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 | |