

# Bank reputations take a hit



This survey was conducted online by OmniPoll over the period September 20-25, 2018 among a national sample of 1,278 people aged 18 years and over. The results have been post-weighted to Australian Bureau of Statistics data to reflect the population distribution for age, sex, area and highest level of schooling completed.

## Large increase in negative sentiment

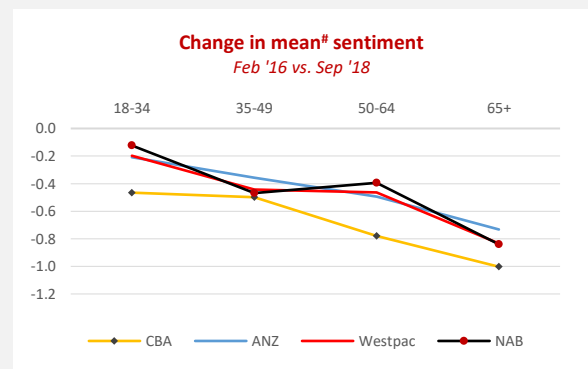
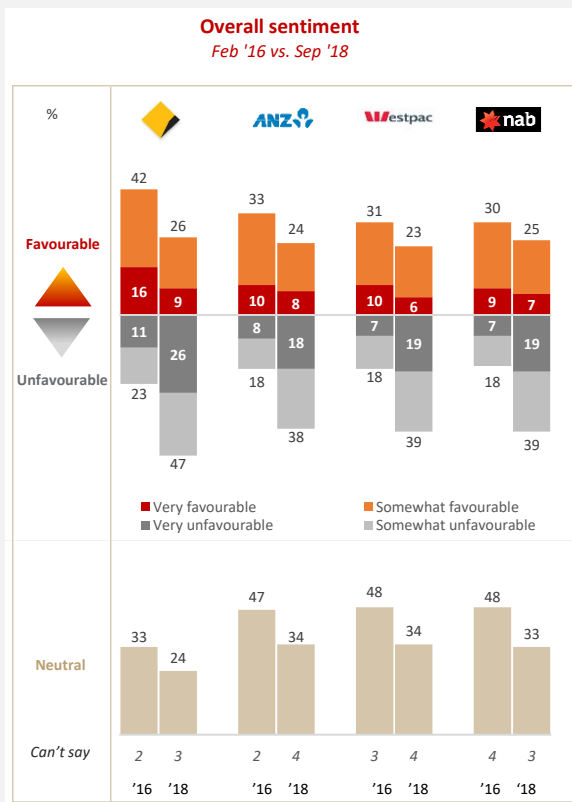
Findings from the Banking Royal Commission have taken a significant toll on public sentiment towards major banks.

Compared with early 2016, each of the four major banks has experienced an increase of around 20% in negative public sentiment. CBA has shown the largest shift, with almost one-in-two Australians now having unfavourable feelings and impressions about the bank, compared with around 40% for the other majors.

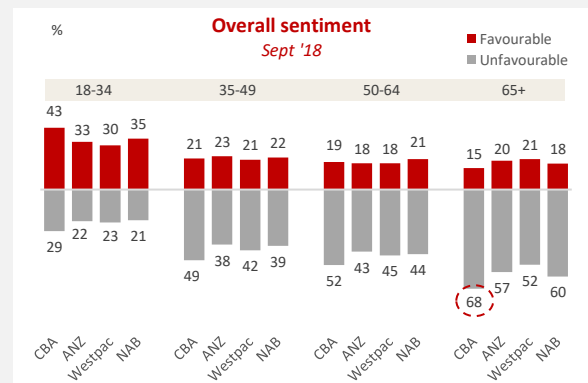
At the same time, around a quarter continue to have favourable opinions about each bank. No doubt an important contributor is the many current, or former customers who have positive *personal* experience of dealing with the respective banks.

## Disappointment greatest among older Australians

For each bank, the *change* from positive to negative sentiment has been greatest among people aged 65+.



Currently, in absolute terms, almost 70% of people aged 65+ have an unfavourable view of CBA.



# Mean sentiment is a score between 1 and 5, calculated using values: Very favourable = 5; Somewhat favourable = 4; Neutral = 3; Somewhat unfavourable = 2; Very unfavourable = 1.