

# Banking Royal Commission

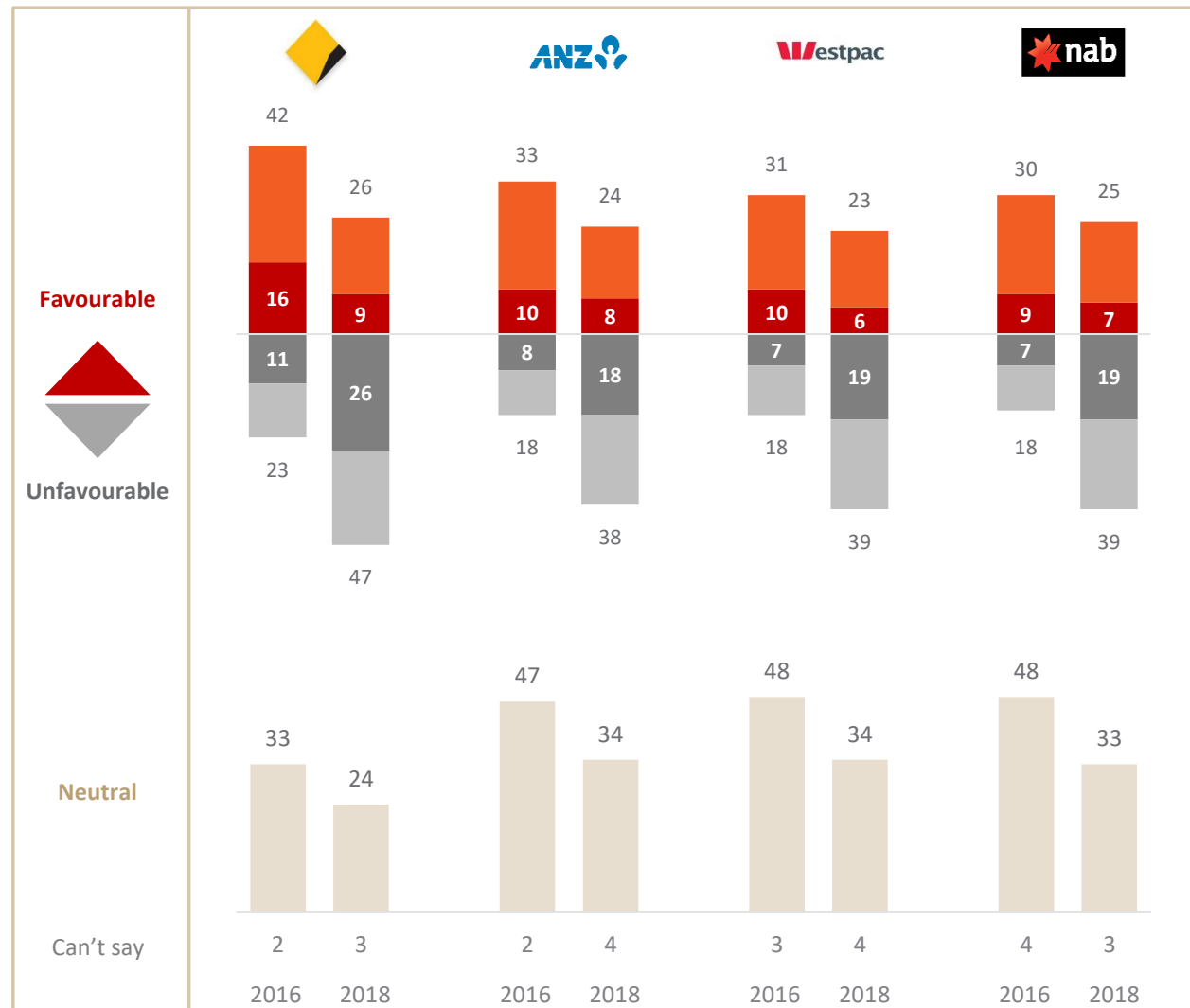
Bank reputations take  
a hit



September 2018

# Overall Sentiment\*

Overall sentiment  
Feb '16 vs. Sep '18



## 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 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.
- Nonetheless, 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.

### Methodology

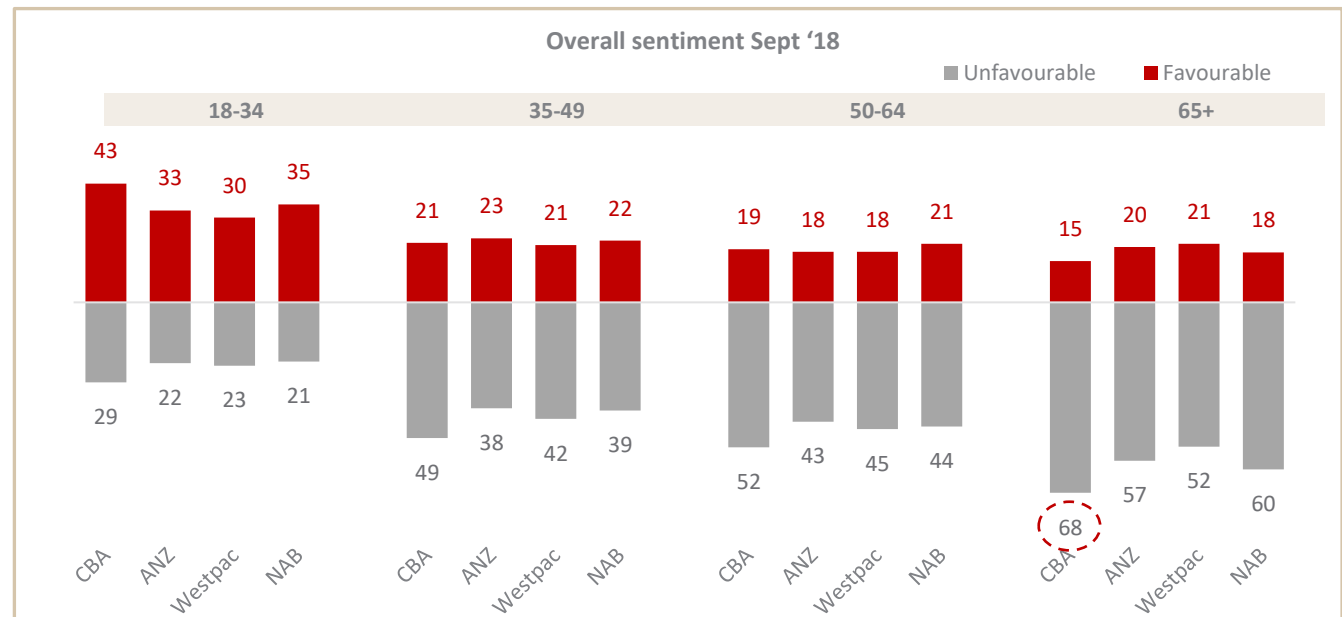
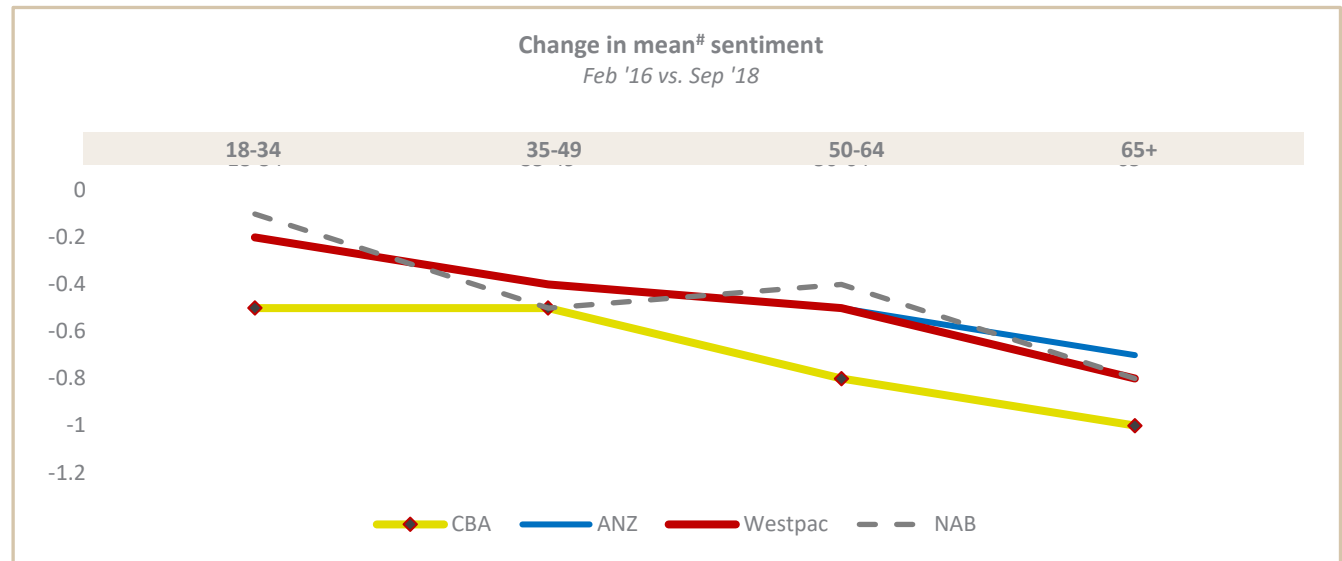
National online survey fielded September 20-25, 2018 among a sample of 1,278 people aged 18 years and over. The results were post-weighted to ABS data to reflect the population distribution for age, sex, area and highest level of schooling completed.

\* Question:  
What are your overall feelings and impressions about each of the following?

# Sentiment among age groups

## 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.