

## Banks still out of favour with business customers

(5<sup>th</sup> October 2010 – Australia) Customer sentiment towards business banks continues to trend downwards, according to East & Partners' latest Business Banking Sentiment Index (BBSI).

- in September 2008, customers gave their business banks a sentiment rating of 42.2 on a scale of 10 to 100, where 10 is low and 100 is high
- however, in the latest September 2010 BBSI, this rating has fallen to just 33.8, marking the 24<sup>th</sup> consecutive month that the rating has not improved

This sentiment rating is being significantly weighed down by companies in the Micro and SME segments, who rate their banks less favourably than do those in the Lower Corporate segment.

### About the East & Partners' Business Banking Customer Satisfaction Monitor

The Business Banking Sentiment Index is based on direct interviews conducted with a monthly sample of 750 businesses nationally, providing an in depth study of businesses in the Micro (A\$1-5 million), SME (A\$5-20 million) and Lower Corporate (A\$20-100 million) segments.

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