

Preliminary Media Release

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About DBM Atlas - Business

DBM Atlas – Business is the only comprehensive view of the performance of Australian banks across all business markets. Based on an annual survey of around 20,000 decision makers in business banking, it is the largest survey of its type and the only one that covers Micros, SMEs, and Corporate and Institutional businesses, using the same performance measures.

DBM Atlas - Business is conducted continuously throughout the year and asks about decision makers' satisfaction with any banks they deal with, focusing on their Main Financial Institution (MFI).

It shows how the banks perform in each market as well as providing an overview of comparative performance across all markets. Results for the major banks in each market are released monthly. DBM Consultants is an Australian market research company engaged by many of the largest private and public sector organisations in Australasia.

Table 1. Average Main Financial Institution satisfaction ratings and rankings for Major Banks by business market – March 2021

	Business Market Segments [Annual Turnover]									
	Micro (Less than \$1m) 88.1% of businesses		Small (\$1m up to \$5m) 9.1% of businesses		Medium (\$5m to \$50m) 2.4% of businesses		Large (\$50m & above) 0.4% of businesses		Whole-of-Market	
	Average rating	Rank	Average rating	Rank	Average rating	Rank	Average rating	Rank	Average rating	Rank
ANZ	7.1	3	7.1	2	7.7	1	7.7	3	7.1	3
CBA	7.3	1	7.6	1	7.8	1	8.1	1	7.4	1
NAB	7.4	1	7.2	2	7.9	1	8.1	1	7.4	1
WBC	7.2	3	7.4	2	7.3	4	7.7	3	7.2	3
Sample Sizes	3,471		1,646		1,206		818		7,141	

Note. Average ratings on a scale of 0 ('Extremely dissatisfied') to 10 ('Extremely satisfied'). Rankings based on statistically significant differences among average ratings. Results cover the period October 20 to March 21.



