

Market Forces

Westpac/Adani Poll



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Prepared By: Essential Research

Data Supplied by:



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Our researchers are members of the Australian Market and Social Research Society.

About this poll

This report summarises the results of a weekly omnibus conducted by Essential Research with data provided by Your Source. The survey was conducted online from the 2nd to 4th May 2017 and is based on 1,211 respondents.

This report includes questions on Westpac's decision to place restrictions on lending to coal projects, thus ruling out funding the Adani Carmichael mine.

The methodology used to carry out this research is described in the appendix on page 22.

Note that due to rounding, not all tables necessarily total 100% and subtotals may also vary.

Westpac and Coal

Q Westpac last week announced a new policy which places restrictions on lending to new coal power stations and mines. This had the effect of ruling out the bank's involvement in the proposed Adani Carmichael coal mine in central Queensland. Do you approve of this decision?

	Total	QLD	Bris	Reg. Qld	WPC	CBA	NAB	ANZ	Other Bank
Total approve	41%	38%	38%	38%	38%	40%	41%	42%	40%
Total disapprove	14%	18%	15%	22%	15%	9%	13%	19%	14%
Strongly approve	22%	23%	21%	25%	22%	18%	21%	17%	26%
Approve	19%	15%	17%	13%	16%	22%	20%	25%	14%
Neither approve nor disapprove	25%	24%	26%	21%	28%	30%	23%	21%	21%
Disapprove	7%	9%	7%	11%	6%	6%	6%	8%	6%
Strongly disapprove	7%	9%	8%	11%	9%	3%	7%	11%	8%
Don't know	21%	20%	21%	19%	18%	20%	23%	19%	24%

Banking with Westpac

Q Does Westpac's decision make you more or less likely to want to do your banking with Westpac?

	Total	WPC	CBA	NAB	ANZ	Other Bank
Total more likely	18%	21%	19%	16%	19%	16%
Total less likely	12%	10%	8%	11%	18%	13%
Much more likely	6%	10%	6%	5%	5%	5%
More likely	12%	11%	13%	11%	14%	11%
No change	60%	66%	61%	60%	53%	61%
Less likely	5%	7%	4%	3%	8%	4%
Much less likely	7%	3%	4%	8%	10%	9%
Don't know	10%	4%	11%	13%	9%	10%



Appendix: Methodology, margin of error and professional standards

The data gathered for this report is gathered from an online omnibus conducted by Your Source. Essential Research has been utilizing the Your Source online panel to conduct research on a week-by-week basis since November 2007.

Your Source has a self-managed consumer online panel of over 100,000 members. The majority of panel members have been recruited using off line methodologies, effectively ruling out concerns associated with online self-selection.

Your Source has validation methods in place that prevent panelist over use and ensure member authenticity. Your Source randomly selects 18+ males and females (with the aim of targeting 50/50 males/females) from its Australia wide panel. An invitation is sent out to approximately 7000 – 8000 of their panel members.

All Essential Research and senior Your Source staff hold Australian Market and Social Research Society (AMSRS) membership and are bound by professional codes of behaviour. Your Source is an Australian social and market research company specializing in recruitment, field research, data gathering and data analysis. Essential Research is a member of the Association Market and Social Research Organisations (AMSRO). Your Source holds Interviewer Quality Control Australia (IQCA) accreditation, Association Market and Social Research Organisations (AMSRO) membership and World Association of Opinion and Marketing Research Professionals (ESOMAR) membership.