

Businesses' appetite for lending increases

(2nd November 2010 – Australia) East & Partners' latest Australian Institutional Banking Markets report has revealed that appetite for credit amongst institutional businesses has clearly returned after being quashed immediately post GFC.

- In October 2007, less than 8 percent of Australia's institutional businesses said they intended to borrow funds over the next six months
- In October 2010 and a post GFC world, the number of businesses saying they intend to borrow funds over the coming six months has more than quadrupled

Such figures arguably demonstrate that access to credit is becoming relatively easier for institutions from the big end of town, fuelling their credit desire accordingly.

About East & Partners' Institutional Banking Markets Program

East & Partners' Institutional Banking Markets report is an ongoing six-monthly research service designed to deliver bank market share, wallet share, customer satisfaction, mind share, engagement and churn analysis for banking products among institutional enterprises turning over A\$340 million + per annum. The report is based on interviews with the top 500 businesses in Australia.

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