



A Division of Westpac Banking  
Corporation  
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# **The BankSA State Monitor**

**An ongoing independent survey of South Australian Consumer & Business  
Confidence**

## **Wave 74 Research Results**

**February 2021**

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# TABLE OF CONTENTS

<b>1.</b>	<b>INTRODUCTION</b> .....	<b>3</b>
<b>2.</b>	<b>METHODOLOGY</b> .....	<b>3</b>
<b>3.</b>	<b>RESEARCH OBJECTIVES</b> .....	<b>4</b>
<b>4.</b>	<b>SUMMARY</b> .....	<b>4</b>
<b>4.1</b>	<b>Overall Results</b> .....	<b>4</b>
4.1.1	How to Interpret the Index .....	4
4.1.2	BankSA Total Confidence Index .....	4
<b>4.2</b>	<b>Summary of Results</b> .....	<b>5</b>
4.2.1	Top Line Results – Consumer Summary .....	5
4.2.2	Top Line Results – Business Summary .....	6
4.2.4	Commentary on Wave 74 Results .....	7
<b>4.3</b>	<b>Key Findings</b> .....	<b>11</b>
4.3.1	Consumer Tracking Monitor .....	11
4.3.2	Business Tracking Monitor .....	12
<b>5.</b>	<b>DETAILED RESULTS</b> .....	<b>13</b>
<b>5.3</b>	<b>Consumer Tracking Monitor</b> .....	<b>13</b>
5.3.1	Top-Line Results – Latest Figures .....	13
<b>5.4</b>	<b>Business Tracking Monitor</b> .....	<b>16</b>
5.4.1	Top-Line Results – Latest Figures .....	16

# 1. INTRODUCTION

The BankSA State Monitor is an ongoing independent survey (conducted three times a year) on South Australian consumer and business confidence. The survey commenced in November 1997.

This report details the results of the 74<sup>th</sup> survey.

This latest State Monitor was conducted between February 3-8, 2021, directly following the announcement by the Reserve Bank on February 2, to keep the interest rate at a historic low of 0.1%.

# 2. METHODOLOGY

Action Market Research conducts a survey on behalf of BankSA, with analysis and report generation completed within the Research team of BankSA.

The timing of the research and production of the report is conducted in a three-week timeframe within the same month to ensure results reflect existing market conditions and current issues that may have an impact on confidence levels.

## Consumer Tracking Monitor

Conducted three times a year

Consumer indicators include:

- Confidence about the future
- Confidence about own household finances
- Consumer purchase (past three months)
- Consumer purchase (next three months)
- State pride
- Mood of the consumers
- Confidence about small businesses
- Job security
- Lifestyle stability
- Technology adoption

## Business Tracking Monitor

Conducted three times a year

Business indicators include:

- Confidence about the future
- Confidence about own business finances
- Business purchase
- Business stability
- Business expansion
- State pride
- Mood
- Confidence about small businesses
- Income security
- Technology adoption

### 3. RESEARCH OBJECTIVES

To provide an overall index of consumer and business ‘confidence’ representing the South Australian consumer and business segments.

As these indicators are reported on a regular basis, over time they can provide useful trend information.

### 4. SUMMARY

#### 4.1 Overall Results

##### 4.1.1 How to Interpret the Index

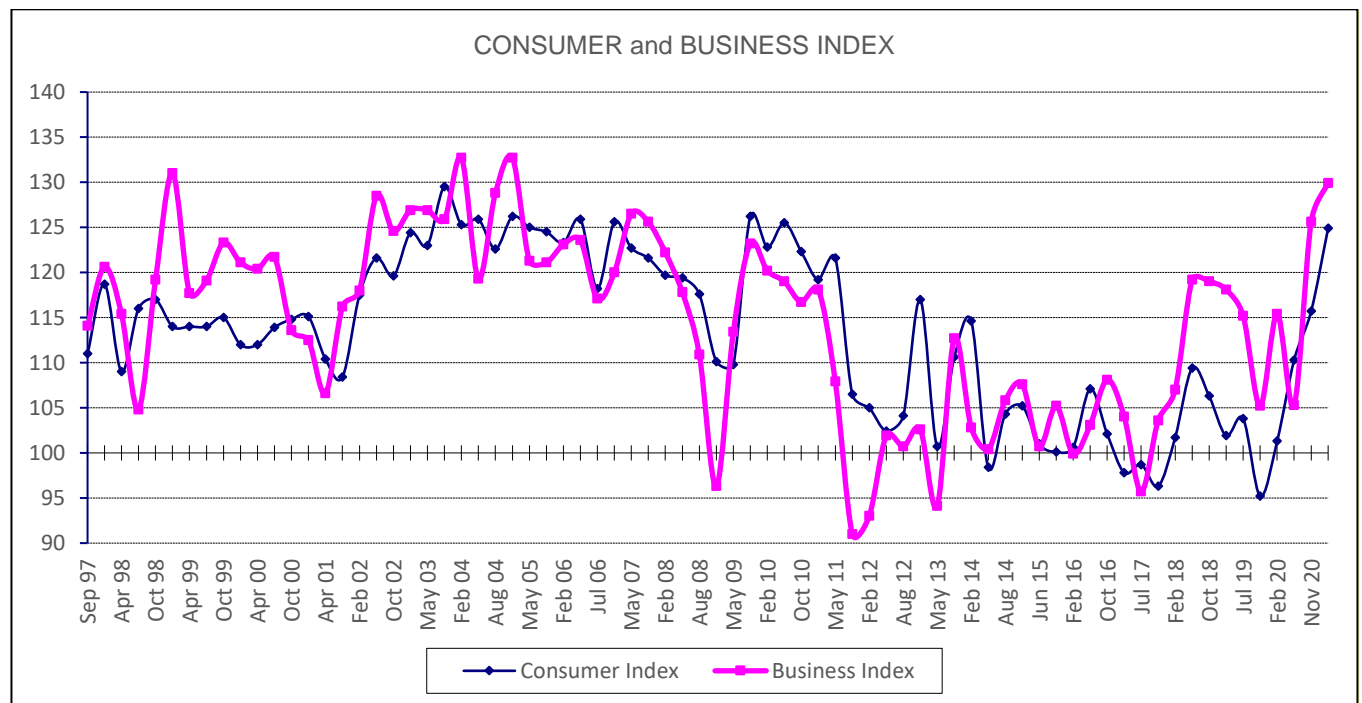
A base of 100 is used, to which the overall results are either added or deducted. If a result greater than 100 is achieved, this represents a positive result and if the result is less than 100, a negative result is represented. Based on this index a maximum score is 200 and a minimum score is zero.

If the index is below 100, this means that there are more pessimistic respondents than optimistic.

Therefore, any score above 100 represents a positive confidence result and obviously the higher the result the more confident the response.

##### 4.1.2 BankSA Total Confidence Index

- Consumer confidence reports a significant increase, up by 9.2 points to 124.9 points, the 4th consecutive increase this year, and up to its highest level in over ten years (since May-10).
- Business confidence reports an increase, up by 4.3 points to 129.9 points, the highest confidence level since Feb-05.



## 4.2 Summary of Results

### 4.2.1 Top Line Results – Consumer Summary

CONSUMER TOP LINE SUMMARY						
Q	Tracking Indicator	Question Asked	Latest Result Movement (Net)	Net Movement since last survey	Highest (Best) Result	Lowest (Worst) Result
Wave 74						
1	Confidence about the future	How confident are you that the climate for consumer spending will improve over the next 12 months?	- ve	1%	50-64 Males Blue Collar	18-24 / 25-34 / 35-49 Females
2	Consumer confidence	How confident are you that there will be a significant positive change in your financial position in the next 12 months?	+ ve	4%	18-24 / 25-34 / 35-49 Males White Collar Rural	50-64 / 65+ Females Metro
3	Consumer purchase (past three months)	Have you made any significant purchases in the last three months, such as real estate, cars, whitegoods, hi-fi equipment or holiday travel?	+ ve	32%	18-24 / 25-34 / 35-49 White / Blue Collar Rural	50-64 / 65+ Non working
4	Consumer purchase (past three months)	Have you made any significant purchases in the last three months, such as real estate, cars, whitegoods, hi-fi equipment or holiday travel?	+ ve	24%	25-34 / 35-49 Males White / Blue Collar Metro	18-24 / 50-64 / 65+ Females Non working
5	State pride	When you look at how things are going in SA, how proud are you to be a South Australian?	+ ve	8%	18-24 / 50-64 / 65+ Females	25-34 / 35-49 Males
6	Mood	Which words best describe how you feel about your own household situation at present?	+ ve	12%	18-24 / 25-34 / 65+ Blue Collar Rural	35-49 Metro
7	Small business activity	When you think about small business in SA generally, does small business seem to be picking up, steady or slowing down?	- ve	2%	18-24 / 25-34 / 65+ Males White Collar	35-49 / 50-64 Females
8	Job security	In the last three months, has your household or family been affected by an inability to find suitable work or worried about losing existing employment?	- ve	1%	"Worried" results: 65+ (4% from 16%) Females (35% from 36%) Rural (26% from 33%)	"Worried" results: 35-49 (40% from 33%) Males (32% from 26%) White Collar (39% from 37%) Metro (37% from 31%)
9	Lifestyle stability	If you or someone in your household or family wanted to change jobs, how confident are you that suitable work would be available?	- ve	7%	35-49 Males White Collar	50-64 / 65+ Females Blue Collar Rural
10	Technology adoption	How confident do you feel about using technologies, such as credit cards, computers, mobile phones, ATMs and EFTPOS?	+ ve	23%	25-34 Males Blue Collar	65+ Females
<b>Notes:</b>						
- Across age segments: 25-34 has become the most +ve age segment with the highest result since May'11, with 18-24 the only age segment recording a fall; ages 35-49 record highest result since Feb'10, 50-64 highest result since Feb'11 and 65+ the highest result since						
- White collar has recorded a big increase, and highest result since Oct'10; Blue Collar has also recorded a big increase, and the highest result for over 17 years (since Oct'03).						
- In Rural, all regions have recorded big increases, and are well above the 100 point benchmark. West & North reports another 10+ point increase, and its highest result in over 10 years (since Feb'10). Mid North & Riverland, and South both had solid increases, and are still at their highest levels in 10 years.						

## 4.2.2 Top Line Results – Business Summary

BUSINESS TOP LINE SUMMARY						
Q	Tracking Indicator	Question Asked	Latest Result Movement (Net)	Net Movement since last survey	Highest (Best) Result	Lowest (Worst) Result
Wave 74						
1	Business confidence	How confident are you that the climate for doing business in SA will improve over the next 12 months?	+ ve	10%	Public Admin / Defence Community service Largest by t/o and fte Rural	Transport Recreation Micro by t/o and fte Metro
2	Confidence about the future	How confident are you that there will be a significant improvement in the performance of your business in the next 12 months?	+ ve	3%	Public Admin / Defence Communications Largest by t/o and fte Rural	Transport Wholesale/Retail Micro by t/o and fte Metro
3	Business purchase	How likely is it that your business will make a major purchase in the next 12 months, such as office equipment, cars, commercial real estate or other investments?	- ve	8%	Communications Agriculture Largest by t/o and fte	Wholesale/Retail Finance Micro by t/o and fte
4	Business stability (past three months)	In the last three months, have you created any additional employment or take on any additional employees in your business?	+ ve	18%	Construction Transport Largest by t/o and fte Rural	Wholesale/Retail Agriculture Micro by t/o and fte
5	Business expansion (next three months)	In the next three months, are you likely to create any additional employment or take on any additional employees in your business?	- ve	5%	Communications Transport Largest by t/o and fte Rural	Public Admin / Defence Recreation Micro by t/o and fte
6	State pride	When you look at how things are going in SA, how proud are you to be a South Australian?	+ ve	9%	Public Admin / Defence Construction Largest by t/o Rural	Communications Transport Metro
7	Mood	Which words best describe how you feel about your own business situation at present?	+ ve	6%	Finance Community service Largest by t/o and fte Rural	Manufacturing Construction Micro by t/o and fte Metro
8	Small business activity	When you think about small business in SA generally, does small business seem to be picking up, steady or slowing down?	+ ve	2%	Communications Manufacturing Largest by t/o Mid-sized and Largest by fte Rural	Transport Recreation Micro by t/o and fte Metro
9	Income security	In the last three months, has your business been affected by any downturn in turnover or have you been worried about possible downturn in turnover?	Stable	0%	Agriculture Finance Largest by t/o : Mid-sized by fte Rural	Communications Community service Micro by t/o and fte Metro
10	Technology adoption	How confident do you feel about using technologies, such as credit cards, computers, mobile phones, ATMs and EFTPOS?	+ ve	8%	Agriculture Finance Largest by t/o : Mid-sized by fte	Transport Wholesale/Retail Micro by t/o and fte
Notes:						
- Big increases for some industries, including Transport, Retail and Construction (all beneficiaries of COVID easing and stimulus). Large businesses (both t/o and fte) have recorded strong increases this survey.						
- In Rural, results have increased for Mid North and Riverland, and for Southern, with a small decrease recorded for West and North, however the results in the regions are very strong, with the highest score for Mid North and Riverland since Feb'05, and highest ever score recorded for Southern. Even though the West and North score reduced, the score is still the highest since Feb'05 (excluding the Nov20 result).						

#### 4.2.4 Commentary on Wave 74 Results

Consumer confidence increased by 9.2 index points that extends the upwards trend since the all-time low reported in October 2019, with the February'21 result the fourth consecutive lift in consumer confidence.

The main observations for the latest results are:

- On an annualized basis (see table below), consumer confidence at the start of 2021 is higher than all results seen across the last ten years.

<b>BSA State Monitor (last 10 years)</b>	<b>Consumer Annualized index</b>	<b>Annual Movement</b>
2010 (3 surveys)	123.5	8.2
2011 (3 surveys)	115.8	-7.8
2012 (3 surveys)	103.8	-11.9
2013 (3 surveys)	109.4	5.6
2014 (3 surveys)	105.8	-3.7
2015 (3 surveys)	102.1	-3.7
2016 (3 surveys)	103.3	1.2
2017 (3 surveys)	97.6	-5.7
2018 (3 surveys)	105.8	8.2
2019 (3 surveys)	100.3	-5.5
2020 (3 surveys)	109.1	8.8
2021 (1 survey)	124.9	

Business confidence increased by 4.3 index points, after a big increase last survey, the second consecutive rise in business confidence.

The February'21 result is the highest result in 16 years, since February 2005 (132.7), and is much higher than the annual average results captured over the last ten years:

<b>BSA State Monitor (last 10 years)</b>	<b>Business Annualized index</b>	<b>Annual Movement</b>
2010 (3 surveys)	118.6	7.7
2011 (3 surveys)	105.7	-13.0
2012 (3 surveys)	98.5	-7.1
2013 (3 surveys)	103.1	4.6
2014 (3 surveys)	103.0	-0.1
2015 (3 surveys)	104.5	1.5
2016 (3 surveys)	103.7	-0.8
2017 (3 surveys)	101.1	-2.6
2018 (3 surveys)	115.1	14.0
2019 (3 surveys)	112.8	-2.2
2020 (3 surveys)	115.4	2.6
2021 (1 survey)	129.9	

Possible reasons for the upwards movement in business confidence are:

- A better than expected Christmas sales period, with Consumers choosing to spend after many months of holding back.
- A successful COVID-19 management strategy, tested during the “circuit breaker” lockdown, proving to many that South Australia has this pandemic under control.
- Low interest rates for the foreseeable future, enabling business to consider borrowing to invest.
- Many new major projects announced and started in South Australia driving economic activity across a range of sectors.

- The continuation of government stimulus for businesses that are unable to operate at their full capacity due to COVID restrictions.

Note, these explanations are only speculative. The next section in this report examines the fall in business confidence in more detail.

### Consumer Comments

The ten variables that are combined to produce the composite consumer confidence index.

Of the 10 variables, six have increased, and four have decreased.

Examination of each of these variables individually helps to explain those factors that have influenced the index either in a negative or positive way.

The measures reporting positive results are:

- Consumers' confidence that their own household financial situation will improve.
- Consumers making significant purchases in the last 3 months.
- Higher likelihood of consumers making a major purchase in the next 3 months.
- Increased positivity about their own household situation.
- A rise in State pride; and
- Increased confidence in adapting to new technology.

The measures reporting negative results are:

- A small reduction in confidence that the climate for consumer spending will improve.
- Perception that business activity around town has reduced.
- Small increase in concern about unemployment and their ability to find a better job if needed.

A total of 33 factors were provided to consumers in the survey, as potential factors making consumers optimistic or pessimistic about the future.

Overall, 27 of these factors have shown a positive shift in sentiment, while six are lower reflecting an overall more optimistic mood in Nov-20.

The 10 factors that generate the most pessimistic scores (in order of most pessimistic) are:

- World affairs;
- China's influence on Australia's economy;
- Other countries response to the COVID-19 pandemic;
- The state of the world economy;
- Unemployment levels;
- Wages relative to the cost of living;
- The future of the river Murray;
- Headlines in newspapers;
- Other countries influence on Australia's economy;
- Petrol prices.

The 10 factors that generate the most optimistic scores (in order of optimism) are:

- SA's response to the COVID pandemic;
- Australia's response to the COVID pandemic;
- SA's long-term outlook for the future;
- Where things are heading generally in Australia;
- Australia's long-term outlook for the future;
- Retail sales figures;
- Housing and car sales;



- The performance of the corporate sector;
- Own household financial position;
- Employment and income security.

The major factors reporting an increase in optimism (or a decrease in pessimism), are:

- The state of the Australian economy;
- South Australia's long-term outlook for the future;
- Stability of Australian society;
- Retail sales figures;
- The performance of the corporate sector.

These factors help to provide "context" for the current level in consumer confidence, namely a mixture of economic, social, environmental, and political issues.

### Business Comments

Of the 10 factors contributing to the business confidence index, the results are higher across 7 factors.

The seven measures reporting positive shifts are:

- Confidence about the climate for doing business in the next 12 months has improved;
- Net confidence is higher about their own business prospects in the next 12 months;
- The creation of additional employment in the last 3 months is higher;
- Pride in South Australia is up;
- Feelings about their own overall current business situation has increased;
- A higher perception that small business activity is improving;
- Confidence about adoption of new technology has improved.

A total of 33 factors were provided to business owners in the survey, as potential factors making businesses optimistic or pessimistic about the future. Of these factors, 25 report a positive shift with seven reporting a negative shift and one reporting no change.

The 10 factors that generate the most pessimistic scores (in order of most pessimistic) are:

- China's influence on Australia's economy;
- Other countries responses to the COVID-19 pandemic;
- World affairs'
- The world economy;
- Newspaper headlines;
- The future of the Murray;
- Unemployment levels;
- Wages relative to cost of living;
- Petrol prices;
- Other countries influence on Australia's economy.

The 10 factors that generate the most optimistic scores (in order of optimism) are:

- SA's response to the COVID pandemic;
- Australia's response to the COVID pandemic;
- Household financial position of business owners;
- The long-term outlook for South Australia;
- General direction in which Australia is heading;
- Income security for business owners;
- The long-term outlook for Australia;
- Opportunities available to business owners;
- Interest rates; and
- Housing and car sales.

The main factors reporting increased optimism or decreased pessimism, are:

- National economy;
- Housing and car sales;
- The state of the South Australian economy;
- Unemployment levels;
- General direction in which Australia is heading;
- Opportunities for business owners
- Household financial position of business owners;
- Value of houses
- Income security for business owners; and
- Wages relative to the cost of living.

## 4.3 Key Findings

### 4.3.1 Consumer Tracking Monitor

#### Key Observations

Overall index:

- Analysis of the consumer results suggests that the latest increase in consumer confidence has continue been driven by positive movements in most demographic segments. All age segments 25+ have further increased, while 18-24 ages report a softening.
- Of the eight indicators reporting +ve results, the major increases are in confidence about the made significant major purchase, likely to make major purchase and confidence in new technology.
- For the consumer monitor, the three highest net positive measures continue to be: state pride, adoption of technology confidence about the future spending climate.
- The Consumer Index has recorded to be lower than the Business Index for the 2<sup>nd</sup> consecutive quarter.

Points to note for this survey, based on consumer demographics are:

- Confidence for the 50+ age segments remained above the 100 index point benchmark for the second time in over 12 months;
- The 65+ ages report the best level in confidence since Jul-18;
- The 25-34 age segment has overtaken 18-24 age segment to be the most confident age segment;
- The 18-24 age segment is the only age segment to report a decline this survey;
- 35-49 segment reports its 4<sup>th</sup> consecutive good increase, and is now at its highest level since Feb-10;
- Confidence levels for males and females have increased, with males remaining higher than female confidence for the past 12 surveys. However, female confidence have increased by a greater extent than males, while males are at the highest level since May-10;
- Both White collar and Blue collar results have increased, and White collar confidence is now at its highest level since Oct-10, and Blue Collar confidence is at its best level since Aug-03; and
- Rural have recorded higher confidence than Metro for the 2<sup>nd</sup> consecutive quarter, both report good increase and are well above the 100 point benchmark.

Some possible reasons for the latest results of the consumer confidence survey, may be driven by the following:

- Confidence continues to be tracking over the 100-point mark for all segments, indicating that there are more confident consumers in every segment than those who are not confident.
- The younger age segment (18 – 24's) who is more likely to be supported by the JobKeeper stimulus package, are likely to have lowered their level of confidence as the scheme is set to end by 28<sup>th</sup> March.
- The working age groups (25 – 64's) – who are more likely to have mortgages continue to be benefiting from the very low interest rates environment.
- The older age groups (65+'s) and the non-working households would continue to be benefited from the recovering of share market performance.
- The lower level of COVID cases recorded in the state would have given greater confidence to residents in South Australia across all demographics.

### 4.3.2 Business Tracking Monitor

#### Key Observations

Overall index:

- Business confidence is tracking at its highest level since Feb-05;
- Analysis of the business results suggests that the increase in business confidence is driven by Agribusiness, Construction, Wholesale/retail, Finance and Community Services industries;
- The confidence level in Metro and Rural have further increased this quarter. Metro confidence is at its highest level since Feb-08, and Rural rising to its best level since Aug-01.
- The larger increases this survey are in: businesses have taken on additional employees recently, business climate improvement and state pride.
- Community Service, Manufacturing and Agriculture remain the most confident industries.
- Construction, Wholesale/retail and Agriculture report the largest increases this survey, and Manufacturing industry recorded the largest decline in confidence.
- Record levels of confidence are reported in the following industries this survey:
  - Agriculture – highest ever;
  - Construction – highest since Feb-11;
  - Wholesale/retail – highest since Feb-08;
  - Finance – highest since Aug-14;
  - Community Service – highest since May-10; and
- For the business monitor, the three highest net positive measures are: state pride, technology adoption and business climate improvement.
- Micro-SME businesses by T/O and by FTE have mixed movement in this survey. Higher level of confidence recorded among both smaller-size and larger-size SME businesses. Confidence of med-sized SMEs have lowered.
- By turnover:
  - <0.5m – increased by 6.2 points (increased 27.1 points last survey);
  - >0.5m<1m – decreased by 17.5 points (increased by 14.5 points last survey); and
  - >1m – increased by 8.6 points (increased 19.4 last survey).
- By FTE:
  - < 5fte – increased by 6.0 points (increased by 31.2 points last survey);
  - 5-10fte – decreased by 8.5 points (increased by 19.2 points last survey); and
  - +10fte – increased by 3.8 points (increased by 19.5 points last survey).

Points to note this survey, based on business demographics, are:

- Larger-sized SMEs is the most confident businesses by both T/O and FTE;
- Construction category has recovered to a strong level (highest since Feb-08);
- Manufacturing reports a decline after three consecutive increases in 2020.

Possible explanations for the industry-specific changes are as follows (note, these are anecdotal comments and not supported by statistical results of this study):

- Industries that improved
  - Agricultural – good quality harvests in 2020, and a good rainfall might have increased confidence about upcoming harvest, despite fruit-picker shortage.
  - Construction – continue to be supported by heavy investments undertaken by State and Federal governments into infrastructure projects.
  - Retail – improved confidence in consumer spending climate has provided retail businesses confidence about the near future; and
  - Finance (small increase this survey) – lower level of deferred business loans might have given greater confidence to the finance industry.
  - Community services (small increase this survey) – continue to receive increased demand for essential services to handle the COVID-19 pandemic, with vaccine deployment coming in the near future.

## 5. DETAILED RESULTS

### 5.3 Consumer Tracking Monitor

#### 5.3.1 Top-Line Results – Latest Figures

Note: Movements since last survey in italics.

Question		Results				
		Confident	Neutral	Not Confident	Net	
Q3	Consumer spending climate	How confident are you that the climate for consumer spending will improve over the next 12 months?	53%	27%	15%	38%
			<i>-5%</i>	<i>+8%</i>	<i>-4%</i>	<i>-1%</i>
Q4	Positive financial change	How confident are you that there will be a significant positive change in your financial position in the next 12 months?	40%	21%	36%	4%
			<i>+4%</i>	<i>-3%</i>	<i>0%</i>	<i>+4%</i>
Q12	Could change to a better job	If you or someone in your household or family wanted to change jobs, how confident are you that suitable work would be available?	29%	19%	46%	-17%
			<i>-4%</i>	<i>-1%</i>	<i>+3%</i>	<i>-7%</i>
Q13	Confidence in new technology	How confident do you feel about using technologies such as credit cards, computers, mobile phones, ATMs and EFTPOS?	77%	12%	10%	67%
			<i>+15%</i>	<i>-7%</i>	<i>-8%</i>	<i>+23%</i>
			Proud	Neutral	Not Proud	Net
Q7	Pride in South Australia	When you look at how things are going in SA, how proud are you to be a South Australian?	82%	12%	5%	77%
			<i>+6%</i>	<i>-3%</i>	<i>-2%</i>	<i>+8%</i>
			Yes	No	Net	
Q5	Made significant major purchase	Have you made any significant purchases in the last three months, such as real estate, cars, whitegoods, hi-fi equipment or holiday travel?	50%	-	48%	2%
			<i>+16%</i>	<i>-</i>	<i>-16%</i>	<i>+32%</i>
Q6	Likely to make major purchase	Are you or your household likely to make a major purchase in the next three months of real estate, cars, whitegoods, hi-fi equipment or holiday travel?	44%	-	34%	10%
			<i>+12%</i>	<i>-</i>	<i>-12%</i>	<i>+24%</i>
Q11	Worried by unemployment	In the last three months, has your household or family been affected by an inability to find suitable work or worried about losing existing employment?	33%	-	63%	-30%
			<i>+2%</i>	<i>-</i>	<i>+1%</i>	<i>+1%</i>
			Positive	Neutral	Negative	Net
Q9	Feeling about household situation	Which words best describe how you feel about your own household situation at present?	63%	3%	34%	29%
			<i>+10%</i>	<i>-8%</i>	<i>-2%</i>	<i>+12%</i>
			Up	Neutral	Down	Net
Q10	Business activity direction	When you think about small business in SA generally, does small business seem to be picking up, steady or slowing down?	25%	56%	16%	9%
			<i>-3%</i>	<i>+9%</i>	<i>-1%</i>	<i>-2%</i>

### Q3 Consumer spending climate

- Overall net confidence in the consumer spending climate was lower this wave by 1% at 38%.
- The largest movements in net confidence this wave were seen for those not in the workforce who were lower by 19%, followed by 50-64 year olds (higher by 15%), those aged 65 years or older (lower by 12%) and 18-24 year olds (lower by 10%).

### Q4 Positive financial change

- Overall net confidence in positive financial change was higher this wave by 4% at 4%.
- The largest movements in net confidence this wave were seen for 18-24 year olds who were lower by 32%, followed by those not in the workforce (lower by 24%), those living in regional areas (higher by 18%) and 50-64 year olds (higher by 17%).

### Q5 Made significant major purchase

- The proportion of people reporting having made a significant major purchase was higher this wave by 16% at 50%.
- The largest movements in reported major purchases this wave were seen for 25-34 year olds who were higher by 32%, followed by blue collar workers (higher by 20%), men (higher by 20%) and those living in metropolitan areas (higher by 19%).

### Q6 Likely to make major purchase

- The proportion of people reporting they were likely to make a major purchase in the next 3 months was higher this wave by 12% at 44%.
- The largest movements in reported major purchases this wave were seen for 25-34 year olds who were higher by 32%, followed by blue collar workers (higher by 21%), 50-64 year olds (higher by 19%) and men (higher by 18%).

### Q7 Pride in South Australia

- Overall net confidence in state pride was higher this wave by 8% at 77%.
- The largest movements in net confidence this wave were seen for 18-24 year olds who were higher by 25%, followed by those aged 65 years or older (higher by 17%), those living in metropolitan areas (higher by 13%) and white collar workers (higher by 11%).

### Q9 Feeling about household situation

- Overall net confidence in people's feelings about their household situation was higher this wave by 12% at 29%.
- The largest movements in net confidence this wave were seen for those aged 65 years or older who were higher by 32%, followed by women (higher by 26%), those not in the workforce (higher by 24%) and those living in regional areas (higher by 20%).

### Q10 Business activity direction

- Overall net confidence in the direction of business activity was lower this wave by 2% at 9%.
- The largest movements in net confidence this wave were seen for 18-24 year olds who were lower by 25%, followed by those not in the workforce (lower by 11%), blue collar workers (higher by 5%) and men (lower by 5%).

### Q11 Worried by unemployment

- The proportion of people reporting they were worried about unemployment was higher this wave by 2% at 33%.
- The largest movements in unemployment concerns this wave were seen for those aged 65 years or older who were lower by 12%, followed by 35-49 year olds (higher by 7%), those living in regional areas (lower by 7%) and men (higher by 6%).

### Q12 Could change to a better job

- Overall net confidence in the ability to change to a better job was lower this wave by 7% at -17%.
- The largest movements in net confidence this wave were seen for blue collar workers who were lower by 36%, followed by 18-24 year olds (lower by 35%), 25-34 year olds (lower by 23%) and men (lower by 11%).

### Q13 Confidence in new technology

- Overall net confidence in using new technology was higher this wave by 23% at 67%.
- The largest movements in net confidence this wave were seen for 50-64 year olds who were higher by 55%, followed by women (higher by 29%), those living in metropolitan areas (higher by 25%) and blue collar workers (higher by 23%).

## 5.4 Business Tracking Monitor

### 5.4.1 Top-Line Results – Latest Figures

Note: Movements since last survey in italics.

Question		Results				
		Confident	Neutral	Not Confident	Net	
Q1	Business climate improvement	How confident are you that the climate for doing business in SA will improve over the next 12 months?	70% <i>+8%</i>	17% <i>-6%</i>	12% <i>-2%</i>	58% <i>+10%</i>
Q2	Own business improvement	How confident are you that there will be a significant improvement in the performance of your business in the next 12 months?	66% <i>+2%</i>	22% <i>-1%</i>	11% <i>-1%</i>	55% <i>+3%</i>
Q3	Major purchase in 12 months	How likely is it that your business will make a major purchase in the next 12 months, such as office equipment, cars, commercial real estate or other investments?	44% <i>-3%</i>	12% <i>-3%</i>	42% <i>+5%</i>	2% <i>-8%</i>
Q11	Confidence in new technology	How confident do you feel about using technologies such as credit cards, computers, mobile phones, ATMs and EFTPOS?	78% <i>+5%</i>	12% <i>-3%</i>	8% <i>-3%</i>	70% <i>+8%</i>
			Proud	Neutral	Not Proud	Net
Q6	Pride in South Australia	When you look at how things are going in SA, how proud are you to be a South Australian?	90% <i>+5%</i>	6% <i>-1%</i>	4% <i>-4%</i>	86% <i>+9%</i>
			Yes		No	Net
Q4	Additional employees recently	In the last three months, have you created any additional employment or taken on any additional employees in your business?	39% <i>+9%</i>	- <i>-</i>	61% <i>-9%</i>	61% <i>-9%</i>
Q5	Additional employees in future	In the next three months, are you likely to create any additional employment or take on any additional employees in your business?	36% <i>-1%</i>	- <i>-</i>	54% <i>+4%</i>	54% <i>+4%</i>
Q10	Downturn in turnover	In the last three months, has your business been affected by any downturn in turnover or have you been worried about possible downturn in turnover?	51% <i>0%</i>	- <i>-</i>	47% <i>0%</i>	51% <i>0%</i>
			Positive	Neutral	Negative	Net
Q8	Business situation	Which words best describe how you feel about your own business situation at present?	77% <i>+4%</i>	1% <i>-2%</i>	22% <i>-2%</i>	55% <i>+6%</i>
			Up	Neutral	Down	Net
Q9	General direction small business	When you think about small business in SA generally, does small business seem to be picking up, steady or slowing down?	38% <i>+2%</i>	38% <i>-2%</i>	21% <i>0%</i>	17% <i>+2%</i>



#### Q1 Business climate improvement

- Overall net confidence in the overall business climate was higher this wave by 10% at 58%.
- The largest movements in net confidence this wave were seen for the commercial services sector which was higher by 45%, followed by the agricultural sector (higher by 35%), the construction sector (higher by 34%) and businesses located in regional areas (higher by 18%).

#### Q2 Own business improvement

- Overall net confidence in own business improvement was higher this wave by 3% at 55%.
- The largest movements in net confidence this wave were seen for businesses with turnover between \$0.5m up to \$1m which were lower by 24%, followed by businesses with between 5 up to 10 employees (lower by 23%), the manufacturing sector (lower by 21%) and businesses with turnover of under \$0.5m (higher by 15%).

#### Q3 Major purchase in 12 months

- The proportion of businesses reporting they will make a major purchase in the next 12 month was lower this wave by 3% at 44%.
- The largest movements in major purchase intentions this wave were seen for businesses with turnover between \$0.5m up to \$1m which were lower by 21%, followed by the manufacturing sector (lower by 18%), businesses with between 5 up to 10 employees (lower by 16%) and the commercial services sector (lower by 15%).

#### Q4 Additional employees recently

- The proportion of businesses reporting they had added employees recently was higher this wave by 9% at 39%.
- The largest movements in net confidence this wave were seen for businesses with turnover of \$1m or more which were higher by 16%, followed by the construction sector (higher by 16%), the recreation sector (higher by 16%) and the manufacturing sector (lower by 13%).

#### Q5 Additional employees in future

- The proportion of businesses reporting intentions to add employees in the next 3 months was lower this wave by 1% at 36%.
- The largest movements this wave were seen for the manufacturing sector which was lower by 30%, followed by businesses with between 5 up to 10 employees (lower by 20%), businesses with turnover between \$0.5m up to \$1m (lower by 19%) and the agricultural sector (higher by 10%).

#### Q6 Pride in South Australia

- Overall net confidence in state pride was higher this wave by 9% at 86%.
- The largest movements in net confidence this wave were seen for the construction sector which was higher by 39%, followed by the commercial services sector (higher by 20%), businesses located in regional areas (higher by 10%) and businesses with turnover of \$1m or more (higher by 9%).

#### Q8 Business situation

- Overall net confidence in their own business situation was higher this wave by 6% at 55%.
- The largest movements in net confidence this wave were seen for the commercial services sector which was higher by 24%, followed by the finance sector (higher by 18%), the retail sector (higher by 17%) and businesses with turnover of \$1m or more (higher by 17%).

#### Q9 General direction small business

- The proportion reporting the general direction of small business was higher this wave by 2% at 17%.
- The largest movements this wave were seen for the manufacturing sector which was higher by 36%, followed by the construction sector (higher by 33%), businesses with turnover between \$0.5m up to \$1m (lower by 30%) and the recreation sector (lower by 28%).

Q10 Downturn in turnover

- The proportion of businesses reporting either an actual or expected downturn in turnover was stable this wave at 51%.
- The largest movements this wave were seen for businesses with turnover between \$0.5m up to \$1m which were higher by 18%, followed by the retail sector (lower by 15%), the commercial services sector (higher by 15%) and the manufacturing sector (higher by 14%).

Q11 Confidence in new technology

- Overall net confidence in using new technology was higher this wave by 8% at 70%.
- The largest movements in net confidence this wave were seen for the agricultural sector which was higher by 39%, followed by the construction sector (higher by 18%), businesses with turnover of \$1m or more (higher by 17%) and the commercial services sector (higher by 15%).