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Business owners, Professionals and Managers swing decisively to new Turnbull Government; Business Confidence up under Malcolm Turnbull

By Michele Levine, CEO, and Gary Morgan, Executive Chairman, Roy Morgan Research

Business owners, Professionals and Managers have swung decisively behind the new Turnbull Government – with the L-NP vote now 61.5% (up 12.5% from pre-Turnbull) cf. ALP 38.5% (down 12.5%); and Confidence for this group of Business owners, Professionals and Managers has increased to 118.6 (up 5.2pts from pre-Turnbull), according to a special analysis of business people using data from Roy Morgan Single Source.

In addition the Roy Morgan survey of businesses shows real Business Confidence has increased from 102.6 in August to 119.3 in October – a strong increase following Turnbull’s ascension to the Prime Ministership.

Today the online Australian selectively reported the **NAB** Business Confidence poll that claims Business Confidence is down since Malcolm Turnbull took over leadership - this is far from the truth and only serves to destabilise the new Turnbull leadership or cast doubt on the Coalition tax reform discussions.

For years the business community has been calling for tax reform and a complete review (not piecemeal) of the Australian taxation system. It is unbelievable and inconceivable to think business has now lost confidence because Malcolm Turnbull and new Treasurer Scott Morrison are reviewing tax and ‘everything including GST is on the table’.

The **NAB** Business Confidence survey (sample and methodology undisclosed) reporting a drop in Business Confidence is either a 'rogue poll', based on wrong questions or perhaps represents a very unrepresentative sample of the business community – **NAB** disenchanting customers?

Gary Morgan says:

“It is impossible to stop ‘organisations’ conducting ‘questionable’ polls - sometimes ill-conceived and too often completely self-serving or even mischievous polls. However, it is a disgrace when Australia’s national news services ‘selectively report’ only such polls.

“Australia’s media has a critical role to play in keeping the Australian people informed. Australia’s major media is concentrated and controlled by too few – probably soon to be fewer! This makes the ethics of journalists and media owners even more important. Good governance dictates journalists must be briefed to report all facts honestly – not report ‘selectively’ to support their own opinion.”

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The latest ANZ-Roy Morgan Consumer Confidence Monthly Report is available on the [Roy Morgan Online Store](#). It provides demographic breakdowns for Age, Sex, State, Region (Capital Cities/ Country), Generations, Lifecycle, Socio-Economic Scale, Work Status, Occupation, Home Ownership, Voting Intention, Roy Morgan Value Segments and more.

[Click here](#) to purchase the ANZ-Roy Morgan Consumer Confidence – Monthly Detailed Report in Australia.

[Click here](#) to purchase the Business Confidence – Monthly Detailed Report in Australia.

[Click here](#) to purchase the Consumer Banking Satisfaction Monthly Report in Australia.

[Click here](#) to purchase the Business Banking Satisfaction Monthly Report in Australia.

[Click here](#) to view the Monthly Unemployment Figures in Australia.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. The following table gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. The figures are approximate and for general guidance only, and assume a simple random sample. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

| Sample Size | % Estimate | | | |
|-------------|------------|------------|------------|-----------|
| | 40%-60% | 25% or 75% | 10% or 90% | 5% or 95% |
| 1,000 | ±3.2 | ±2.7 | ±1.9 | ±1.4 |
| 10,000 | ±1.0 | ±0.9 | ±0.6 | ±0.4 |
| 20,000 | ±0.7 | ±0.6 | ±0.4 | ±0.3 |
| 50,000 | ±0.4 | ±0.4 | ±0.3 | ±0.2 |

Monthly ANZ-Roy Morgan Consumer Confidence Rating Figures (2008 – 2015)

| <u>Year</u> | <u>Jan</u> | <u>Feb</u> | <u>Mar</u> | <u>Apr</u> | <u>May</u> | <u>Jun</u> | <u>Jul</u> | <u>Aug</u> | <u>Sep</u> | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> | <u>Yearly Average</u> |
|-------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------------|------------|-----------------------|
| 2008 | 118.6 | 115.8 | 109.5 | 100.1 | 97.1 | 90.7 | 92.0 | 94.7# | 101.2 | 90.4 | 93.1 | 99.8 | 100.2 |
| 2009 | 101.1 | 94.9 | 95.8 | 102.0 | 101.8 | 109.6 | 114.9 | 121.4 | 122.9 | 127.0 | 125.9 | 123.2 | 111.7 |
| 2010 | 128.7 | 126.3 | 127.6 | 125.4 | 119.9 | 119.2 | 123.9 | 125.6 | 123.5 | 127.5 | 123.7 | 120.6 | 124.3 |
| 2011 | 122.3 | 118.5 | 117.0 | 119.3 | 117.0 | 111.0 | 108.6 | 107.8 | 112.0 | 111.3 | 114.6 | 111.0 | 114.2 |
| 2012 | 117.5 | 114.9 | 111.6 | 110.7 | 110.6 | 109.7 | 109.8 | 113.0 | 114.1 | 114.8 | 114.1 | 115.7 | 113.0 |
| 2013 | 120.9 | 119.7 | 121.0 | 121.9 | 115.3 | 114.6 | 116.2 | 115.6 | 122.3 | 121.8 | 121.1 | 116.3 | 118.9 |
| 2014 | 116.7 | 113.4 | 112.8 | 113.4 | 102.4 | 103.3 | 109.8 | 112.4 | 112.5 | 112.9 | 114.2 | 112.2 | 111.3 |
| 2015 | 112.6 | 111.2 | 111.3 | 110.5 | 111.9 | 113.5 | 111.7 | 112.9 | 110.0 | 113.1 | 115.9 ^⓪ | | 112.0 |

#The ANZ-Roy Morgan Consumer Confidence Rating for August 2008 includes interviewing on August 2/3 (90.1) & 30/31 (99.3).

Since October 2008, the ANZ-Roy Morgan Consumer Confidence Rating has been conducted on a weekly basis, with the monthly ANZ-Roy Morgan Consumer Confidence Rating compiled from results on all four weekends.

⓪The latest monthly figure in this table is an indicative figure, the average of the completed weeks so far in the latest month.

Monthly Roy Morgan Business Confidence Rating Figures (2010-2015)

| <u>Year</u> | <u>Jan</u> | <u>Feb</u> | <u>Mar</u> | <u>Apr</u> | <u>May</u> | <u>Jun</u> | <u>Jul</u> | <u>Aug</u> | <u>Sep</u> | <u>Oct</u> | <u>Nov</u> | <u>Dec</u> | <u>Averages</u> |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----------------|
| 2010 | | | | | | | | | | | | 131.5 | 131.5 |
| 2011 | 132.9 | 129.5 | 130.5 | 128.2 | 119.5 | 107.8 | 99.8 | 101.8 | 108.1 | 112.6 | 115.7 | 117.2 | 117.0 |
| 2012 | 118.7 | 116.6 | 108.9 | 122.2 | 105.8 | 105.4 | 109.6 | 117.6 | 109.3 | 114.0 | 116.8 | 114.8 | 112.5 |
| 2013 | 122.5 | 123.8 | 122.9 | 120.0 | 113.8 | 112.7 | 117.3 | 119.6 | 134.3 | 136.3 | 131.1 | 125.2 | 123.3 |
| 2014 | 131.5 | 117.3 | 120.6 | 120.9 | 114.3 | 108.1 | 119.1 | 116.1 | 118.7 | 114.9 | 123.0 | 105.3 | 117.8 |
| 2015 | 114.9 | 105.7 | 112.4 | 105.1 | 114.7 | 114.8 | 112.3 | 102.6 | 112.8 | 119.3 | | | 111.5 |
| Monthly Averages | 124.1 | 118.6 | 119.1 | 117.3 | 113.6 | 109.8 | 111.6 | 111.5 | 117.5 | 119.4 | 121.7 | 118.8 | 118.9 |
| Roy Morgan Business Confidence Monthly Average (Dec. 2010-Present) | | | | | | | | | | | | | 116.8 |

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Weekly ANZ-Roy Morgan Consumer Confidence Rating Figures (2015)

| <u>January</u> | | | | | <u>February</u> | | | | <u>March</u> | | | |
|-----------------------------------|--------------|--------------|--------------|-------------|------------------------------------|--------------|--------------|--------------|-------------------------------------|--------------|--------------|--------------|
| 3/4 | 10/11 | 17/18 | 24/25 | 31/1 | 7/8 | 14/15 | 21/22 | 28/1 | 7/8 | 14/15 | 21/22 | 28/29 |
| 111.7 | 112.0 | 113.6 | 113.2 | 112.4 | 111.7 | 109.8 | 110.8 | 112.5 | 110.3 | 110.8 | 111.4 | 112.3 |
| January (Avg. – 1973-2015) | | | | | February (Avg. – 1973-2015) | | | | March (Avg. – 1973-2015) | | | |
| 112.5 | | | | | 112.4 | | | | 109.8 | | | |
| <u>April</u> | | | | | <u>May</u> | | | | <u>June</u> | | | |
| 4/5 | 11/12 | 18/19 | 25/26 | 2/3 | 9/10 | 16/17 | 23/24 | 30/31 | 6/7 | 13/14 | 20/21 | 27/28 |
| 109.7 | 109.8 | 108.8 | 111.8 | 108.7 | 110.6 | 114.6 | 113.5 | 113.5 | 112.1 | 114.5 | 114.0 | 116.3 |
| April (Avg. – 1973-2015) | | | | | May (Avg. – 1973-2015) | | | | June (Avg. – 1973-2015) | | | |
| 109.1 | | | | | 109.4 | | | | 106.4 | | | |
| <u>July</u> | | | | | <u>August</u> | | | | <u>September</u> | | | |
| 4/5 | 11/12 | 18/19 | 25/26 | 1/2 | 8/9 | 15/16 | 22/23 | 29/30 | 5/6 | 12/13 | 19/20 | 26/27 |
| 111.0 | 107.0 | 111.8 | 112.5 | 112.9 | 112.5 | 113.2 | 113.0 | 113.3 | 106.7 | 105.3 | 114.5 | 110.6 |
| July (Avg. – 1973-2015) | | | | | August (Avg. – 1973-2015) | | | | September (Avg. – 1973-2015) | | | |
| 106.4 | | | | | 109.9 | | | | 106.9 | | | |
| <u>October</u> | | | | | <u>November</u> | | | | <u>December</u> | | | |
| 3/4 | 10/11 | 17/18 | 24/25 | 31/1 | 7/8 | 14/15 | 21/22 | 28/29 | 5/6 | 12/13 | | |
| 110.0 | 115.6 | 113.3 | 113.4 | 115.2 | 116.6 | | | | | | | |
| October (Avg. – 1973-2015) | | | | | November (Avg. – 1973-2015) | | | | December (Avg. – 1973-2014) | | | |
| 108.6 | | | | | 107.2 | | | | 107.9 | | | |

Weekly ANZ-Roy Morgan Consumer Confidence 2015 Average: 112.0

Monthly ANZ-Roy Morgan Consumer Confidence Average (1973 – September 2008): 107.4

Weekly ANZ-Roy Morgan Consumer Confidence Average (October 2008 – 2015): 114.4

Overall ANZ-Roy Morgan Consumer Confidence Average (1973 – 2015): 108.9

Results for Roy Morgan Business Confidence Rating* for component questions are as follows:

| 2015 | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|-----|-----|
| Interviews | 1,056 | 743 | 908 | 705 | 1,376 | 926 | 905 | 866 | 1,099 | 1,048 | | |
| Q1 Would you say the business is better off financially or worse off than it was at this time last year? | | | | | | | | | | | | |
| Better off | 28 | 27 | 28 | 22 | 27 | 30 | 35 | 25 | 29 | 30 | | |
| Worse off | 28 | 31 | 29 | 31 | 32 | 34 | 31 | 35 | 31 | 29 | | |
| Question Difference | 0 | -4 | -1 | -9 | -5 | -4 | 4 | -10 | -2 | 1 | | |
| Q2 This time next year, do you expect the business to be better off financially or worse off than it is now? | | | | | | | | | | | | |
| Better off | 32 | 29 | 31 | 29 | 34 | 34 | 39 | 29 | 34 | 36 | | |
| Worse off | 12 | 18 | 14 | 15 | 14 | 17 | 18 | 20 | 20 | 19 | | |
| Question Difference | 20 | 11 | 17 | 14 | 20 | 17 | 21 | 9 | 14 | 17 | | |
| Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially or bad times? | | | | | | | | | | | | |
| Good times | 59 | 54 | 57 | 51 | 60 | 60 | 51 | 50 | 57 | 63 | | |
| Bad times | 41 | 46 | 43 | 49 | 40 | 40 | 49 | 50 | 43 | 37 | | |
| Question Difference | 18 | 8 | 14 | 2 | 20 | 20 | 2 | 0 | 14 | 26 | | |
| Q4 Looking ahead, what would you say is more likely? That in Australia as a whole, we'll have continuous good times during the next five years or so, or we'll have bad times? | | | | | | | | | | | | |
| Good times | 63 | 57 | 61 | 56 | 63 | 61 | 61 | 56 | 62 | 66 | | |
| Bad times | 37 | 43 | 39 | 44 | 37 | 39 | 40 | 44 | 38 | 34 | | |
| Question Difference | 26 | 14 | 22 | 12 | 26 | 22 | 21 | 12 | 24 | 32 | | |
| Q5 Will the next 12 months be a good time to invest in growing the business or a bad time? | | | | | | | | | | | | |
| Good time to invest | 54 | 50 | 55 | 53 | 57 | 59 | 57 | 51 | 57 | 60 | | |
| Bad time to invest | 46 | 51 | 45 | 47 | 43 | 41 | 43 | 49 | 43 | 40 | | |
| Question Difference | 8 | -1 | 10 | 6 | 14 | 18 | 14 | 2 | 14 | 20 | | |
| Monthly Roy Morgan Business Confidence Rating | 114.9 | 105.7 | 112.4 | 105.1 | 114.7 | 114.8 | 112.3 | 102.6 | 112.8 | 119.3 | | |

**The Roy Morgan Business Confidence Rating is 100.0 plus the simple unweighted average of the difference between the percentage of respondents who give a favourable and those who give unfavourable answers to five key questions.*