

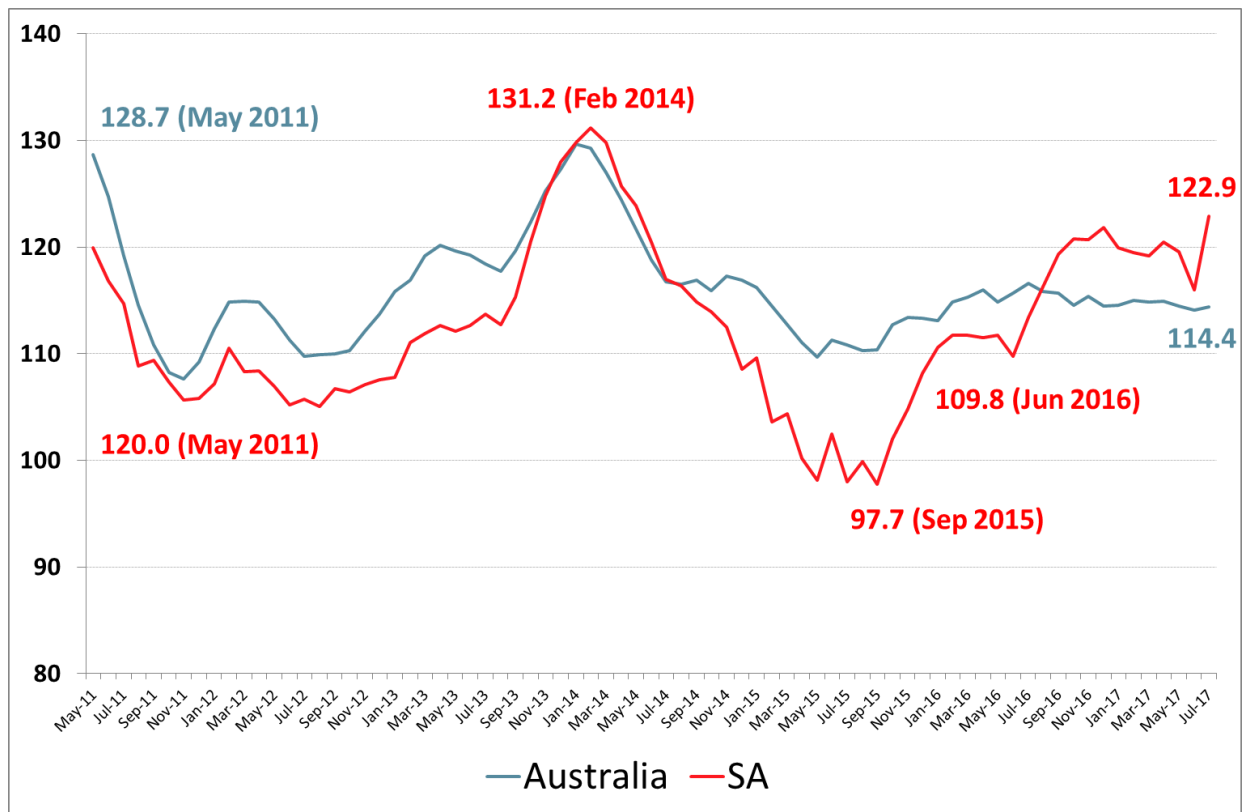
Monday, 28 August 2017

South Australian Business Confidence above national average since mid-2016

South Australian Business Confidence has been consistently above the national figure over the past year despite a sharp drop earlier in 2017 following extensive blackouts in the State that briefly sent the State's Business Confidence plunging.

South Australia's six month average Business Confidence of 122.9 in July is clearly above the national six month average of 114.4 and South Australian businesses have consistently been more confident than their peers Australia-wide over the last year since exceeding the national average in August 2016.

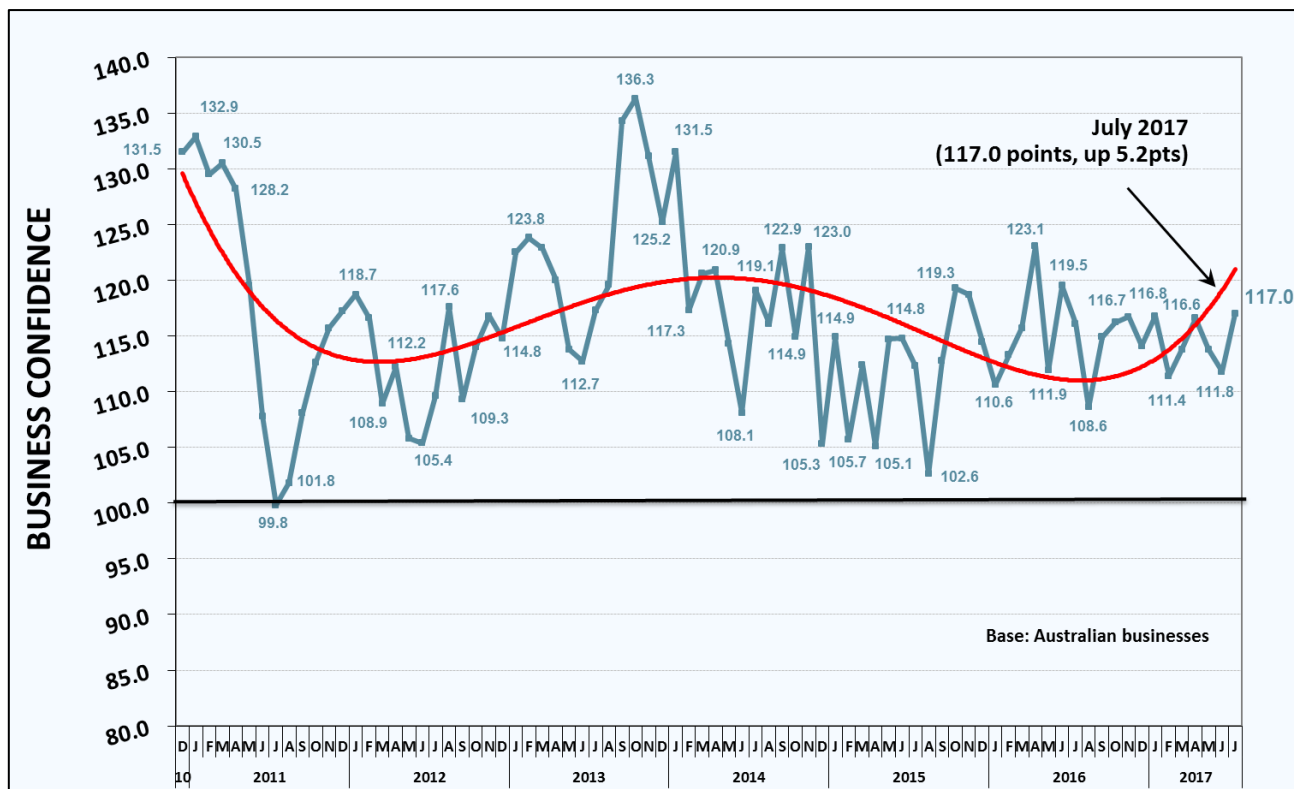
Business Confidence – Australia v South Australia



Source: Roy Morgan Business Single Source, Dec 2010–Jul 2017. Average six-monthly sample is 9,800 for Australia. All figures are 6 monthly moving averages.

The latest monthly Roy Morgan Business Confidence for July of 117.0 is the highest monthly figure since June 2016 (119.5) with a strong boost in July partly driven by South Australia's strong rebound in Business Confidence. Analysing by industry shows the rise in the national figure was driven by strong increases in several industries including Agriculture, forestry & fishing, Construction, and Information, media and telecommunications which reached a record high.

Monthly Business Confidence -- Australia



Source: Roy Morgan Business Single Source, Dec 2010–Jul 2017. Average monthly sample over the last 12 months=1,000.

Michele Levine, CEO Roy Morgan Research, Gary Morgan, Executive Chairman, Roy Morgan Research, and Julian McCrann, Morgan Poll Manager, Roy Morgan Research say despite claims to the contrary South Australian businesses are more confident than businesses elsewhere:

“The latest Roy Morgan Business Confidence results show that South Australian businesses retain their strong Business Confidence despite the claims made by the Australian Banking Association over the weekend in their effort to ‘torpedo’ the proposed South Australian bank levy.

“Business Confidence in South Australia has been consistently above the national average since August 2016 after bottoming in late 2015 when Malcolm Turnbull claimed the Prime Ministership from Tony Abbott.

“The only dip in Business Confidence in South Australia came earlier this year when extensive blackouts throughout the State briefly dented confidence – but the South Australian Government’s decision to reach out to well-known Tesla entrepreneur Elon Musk to assist in building the world’s largest battery in South Australia appears to have convinced South Australian businesses that the Weatherill Government does have a plan to deal with the issues confronting the local electricity grid.”

For comments or more information please contact:

Michele Levine

CEO

Office: +61 (3) 9224 5215

Mobile: 0411 129 093

askroymorgan@roymorgan.com

Related research findings

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

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

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

About Roy Morgan Research Consumer Single Source

Roy Morgan Single Source is based on over 50,000 interviews each year and has been designed and engineered to represent the ideal source model. It provides an integrated understanding of consumers; what they are like, what they consume, what they buy, what they think, what they want, what they watch, read and listen to. The overriding benefit of Roy Morgan Single Source is the strategic insights it offers in the ability to link many aspects. Not only can an organization's profitable customers be delineated by what they think, do, watch, but so can non customers. Hence brand positioning, product differentiation, merchandising, efficient media planning, market expansion and line extension opportunities can all be considered in the light of the correct understanding of the marketplace.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

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. Margin of error 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. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6

Roy Morgan Research Ltd. A.B.N. 91 007 092 944 Quality System Certified to AS/NZS ISO 9001

Tonic House, 386 Flinders Lane, Melbourne, Victoria, 3000 – GPO Box 2282U, Melbourne, Victoria, 3001, Australia

Tel: (03) 9629 6888 Fax: (03) 9629 1250 (03) 9224 5387 melbourne@roymorgan.com www.roymorgan.com

FOR IMMEDIATE RELEASE

7,500	±1.1	±1.0	±0.7	±0.5
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