

Business Confidence Survey - Regional Breakdown

The following analysis represents surveys collected between the 26th March and the 15th of April 2009. The results are compared to surveys collected between the 12th and 22nd of January, 2009.

Total responses at survey analysis were 183 (Jan = 242), broken down as follows:

	<u>April</u>	<u>Jan</u>
➤ Mackay	125 (68.3%)	186 (76.8%)
➤ Whitsunday	40 (21.8%)	35 (14.4%)
➤ Isaac	18 (9.8%)	21 (8.7%)

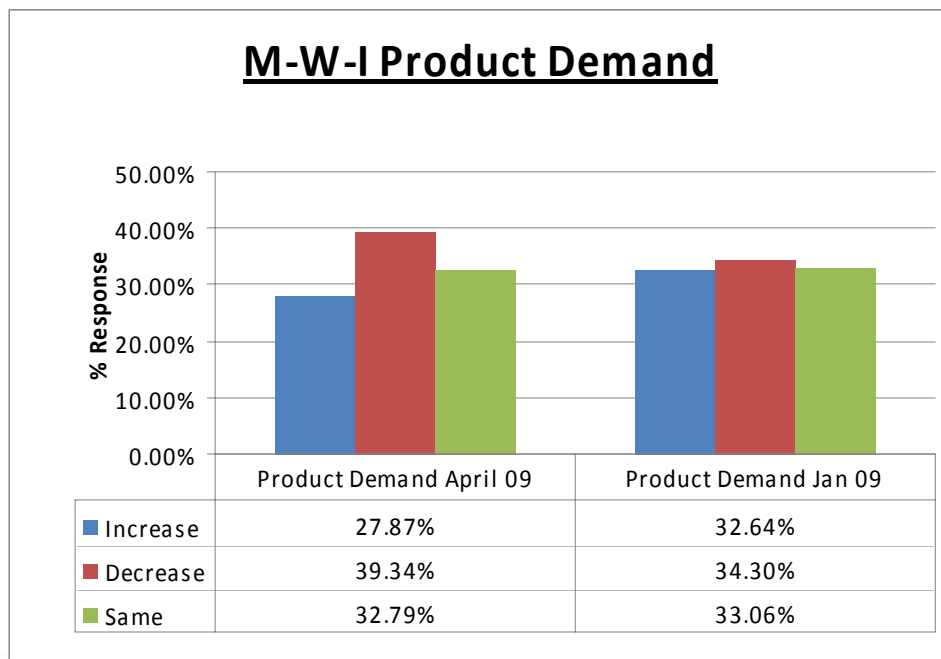
In terms of population, the response distributions matched as follows:

➤ Mackay	67.20%
➤ Whitsunday	19.60%
➤ Isaac	13.20%

Of the 183 people who responded to the survey, 53% had not responded to the January survey.

The first question related to Product Demand:

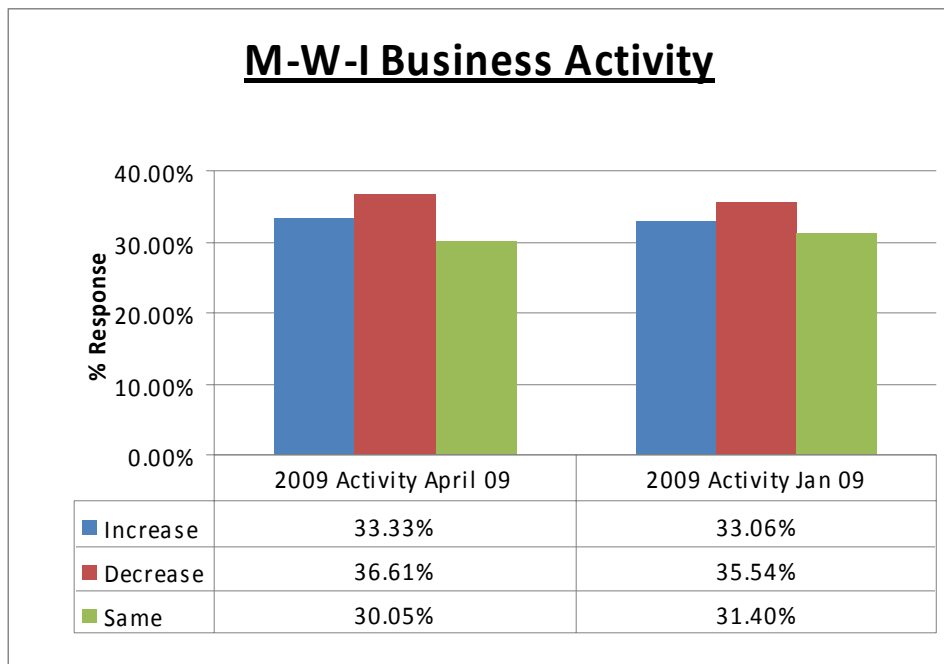
1. How has the demand of your services/products changed from this time last year?



The results showed a 5% increase in respondents indicating a lowered of product demand from Jan to April. Overall 60.66% of businesses indicated either an increase or a retention of product demand levels compared to this time last year.

The second question related to Business Activity Level prediction for 2009:

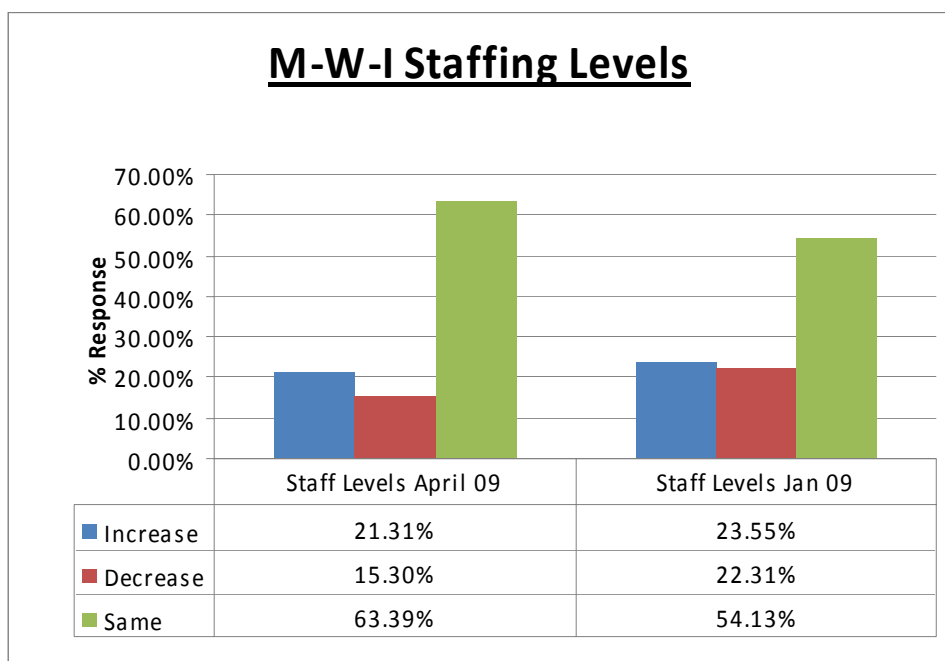
2. In 2009, do you think your business activity will increase, decrease, remain the same?



Results did not change significantly from Jan to April.

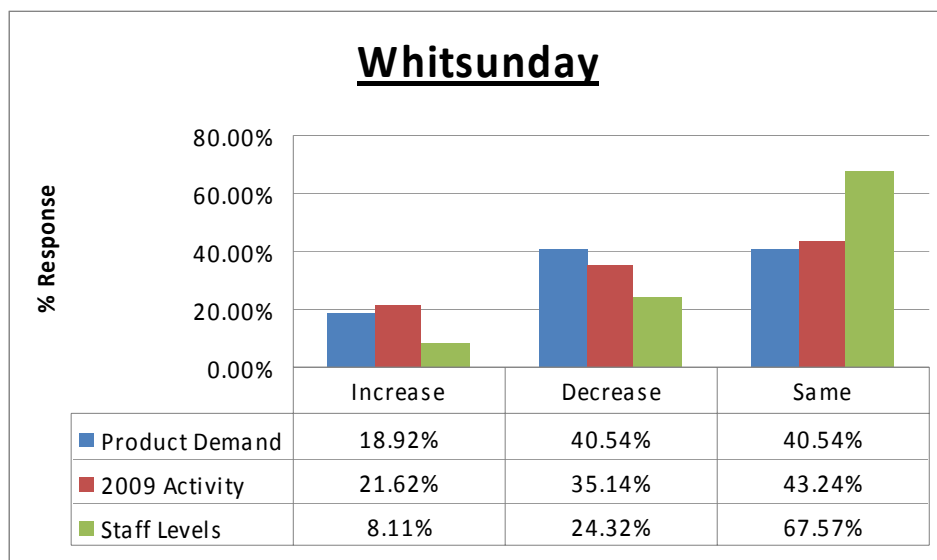
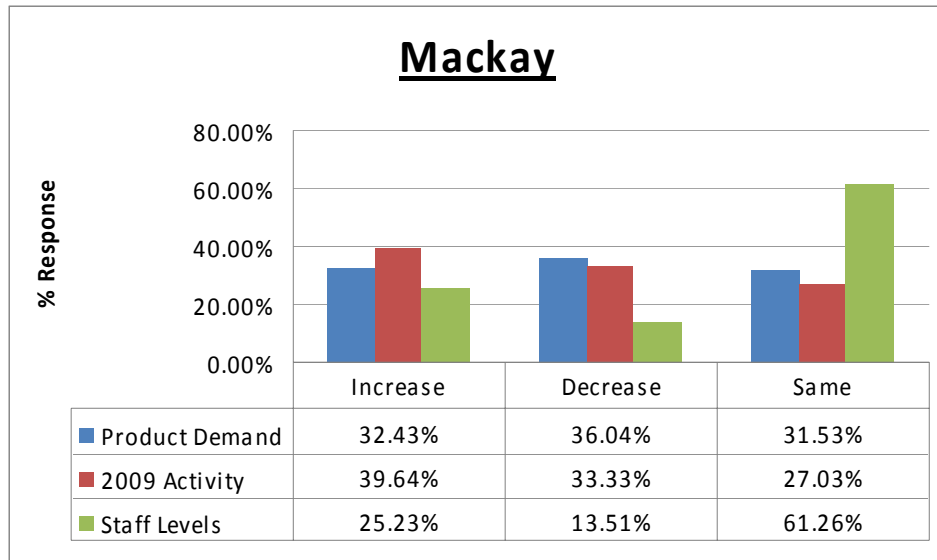
The third question related to Staffing Levels:

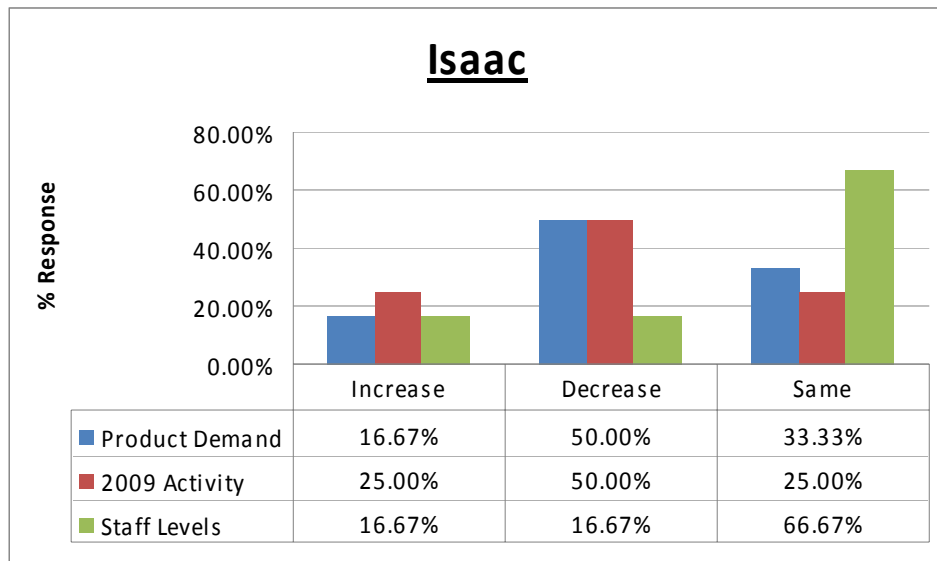
3. In terms of staffing levels, are you looking to increase, decrease, remain the same?



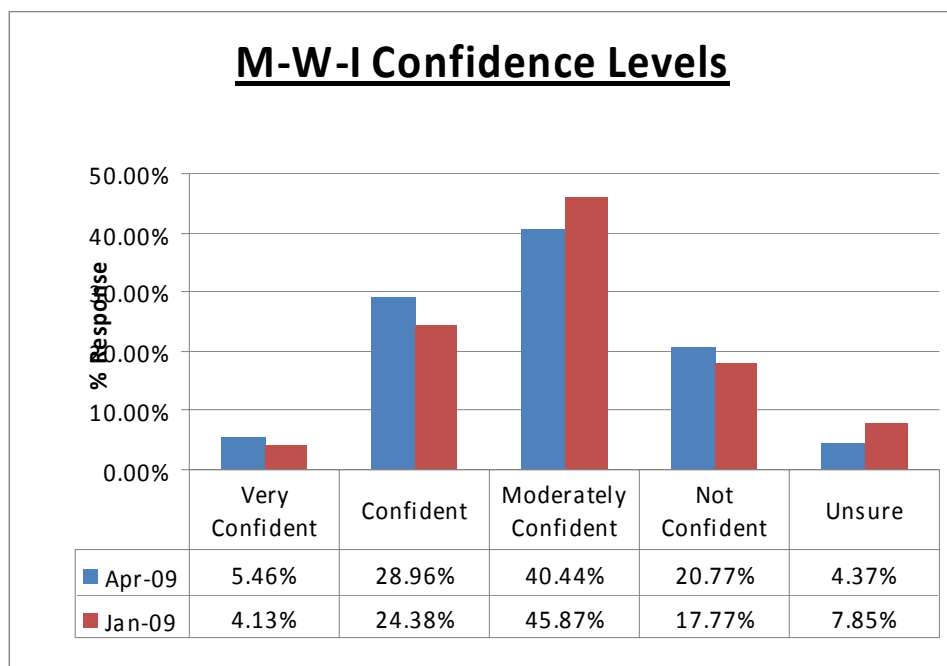
The intention to either increase or maintain staffing levels actually increased from Jan to April with 84.7% responding in these categories compared to 77.68% in the January survey. The number of businesses indicating staff retrenchments decreased, going from 22.31% in Jan to 15.3% in April.

Results show the sentiment across the three sub-regions graphically below.





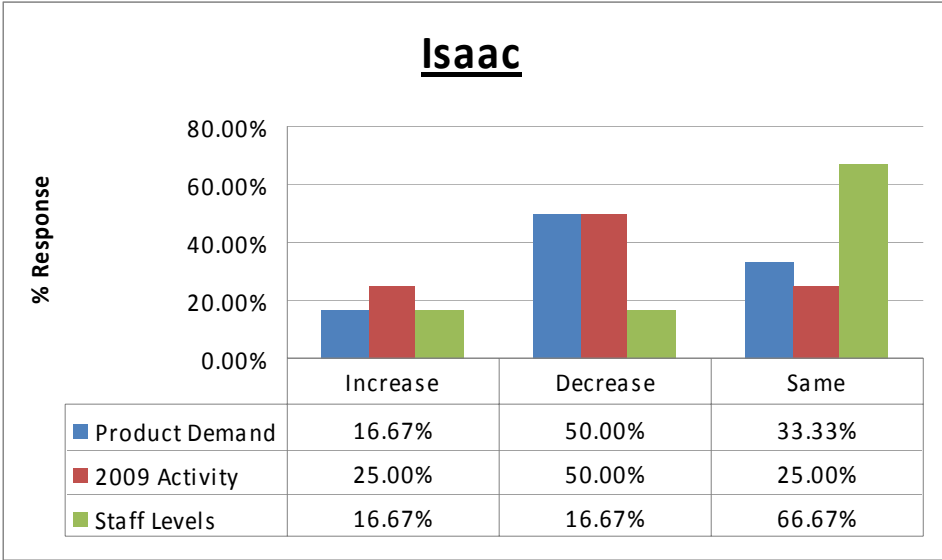
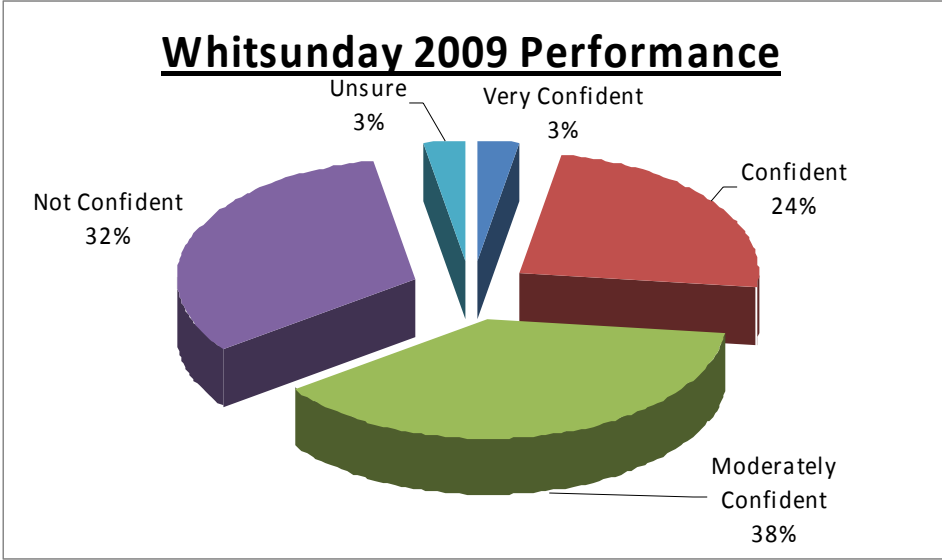
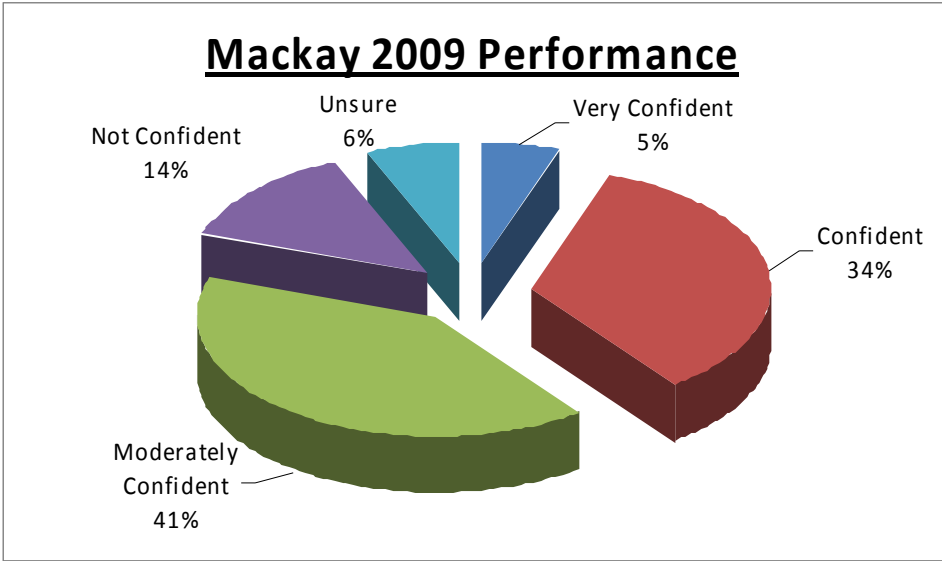
The 4th question asks how confident people are about business in 2009 and compares levels to the Jan survey.



Overall confidence levels remain strong.

- 74.86% of respondents were confident about 2009, and this supports the 74.38% from the Jan survey.
- Only 20.77% were not confident, however this has increased from Jan figure of 17.77%
- Only 4.37% were unsure, which has gone down from 7.85% in Jan.

Geographic Breakdowns



Industry Breakdown

Industry Overview

