

Business Confidence Survey Regional Breakdown

The following analysis represents surveys collected between 19th November and 10th December 2009. Total responses at survey analysis were 94, broken down as follows:

	November/December	August
• Mackay	34 (36.2%)	69 (74.2%)
• Whitsunday	59 (62.8%)	7 (7.5%)
• Isaac	1 (1%)	17 (18.3%)

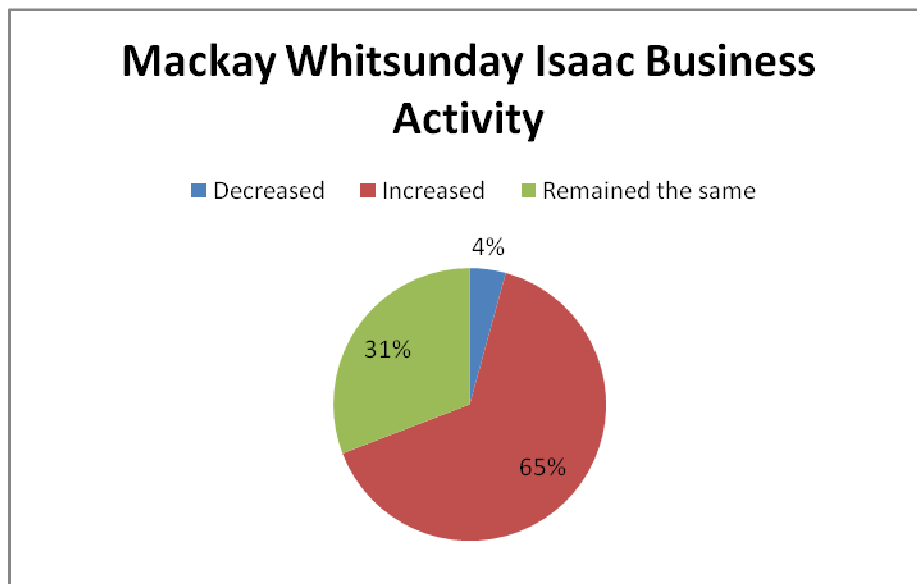
Confidence Levels

Describe your feelings about projected business performance for 2009:

- Overall confidence levels remain strong.
- 8.5% of respondents were very confident showing that confidence is continuing to rise as it was 7% in August.
- 43% of respondents were confident which is the same amount as in August 2009.
- The number of respondents who were not confident stayed the same also.

Business Activity

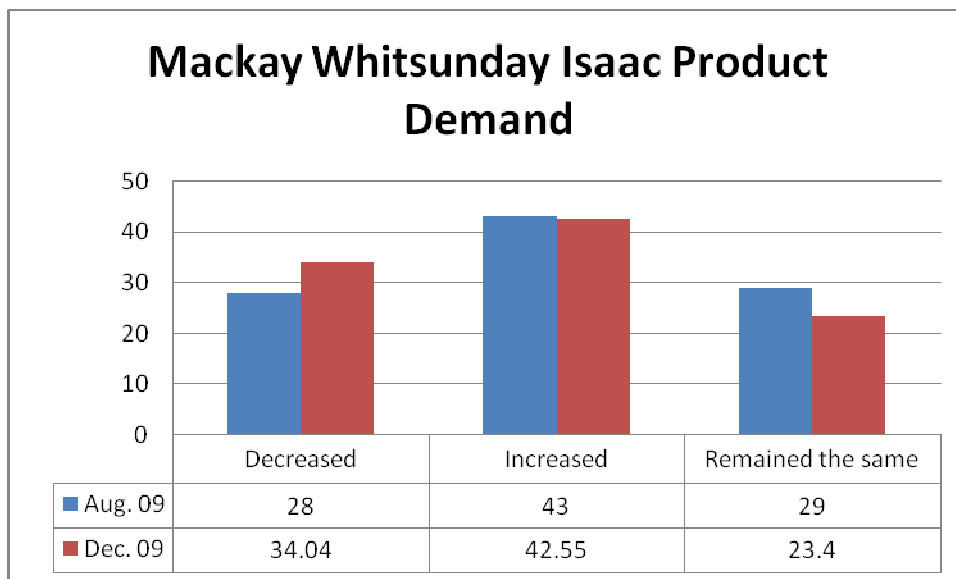
In 2010, do you think your business activity will increase, decrease or remain the same?



- 64.9% of respondents believe that business activity will increase in 2010.

Product Demand

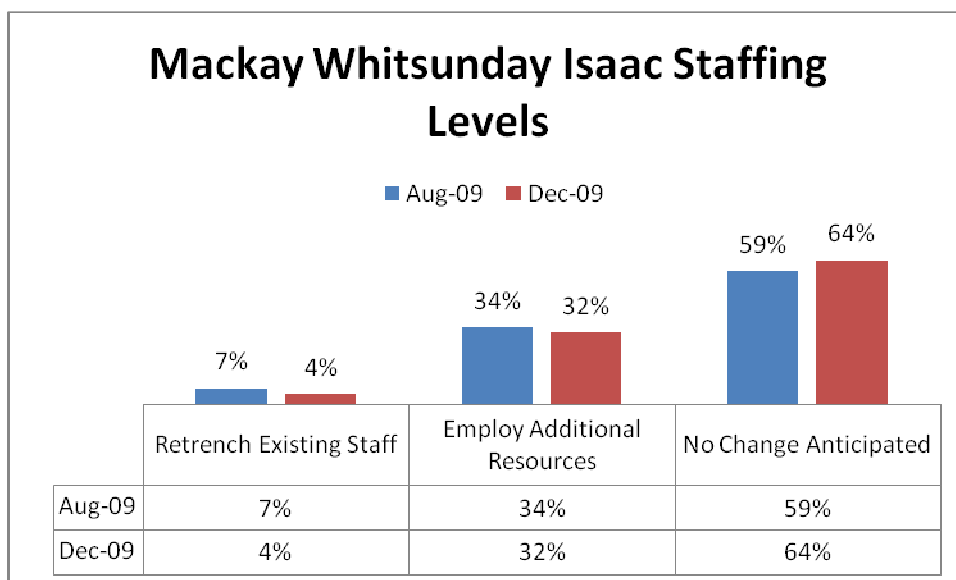
How has the demand of your services/products changed from this time last year?



- The results show that product demand in the Mackay Whitsunday Isaac region is the same as in August.

Staffing Levels

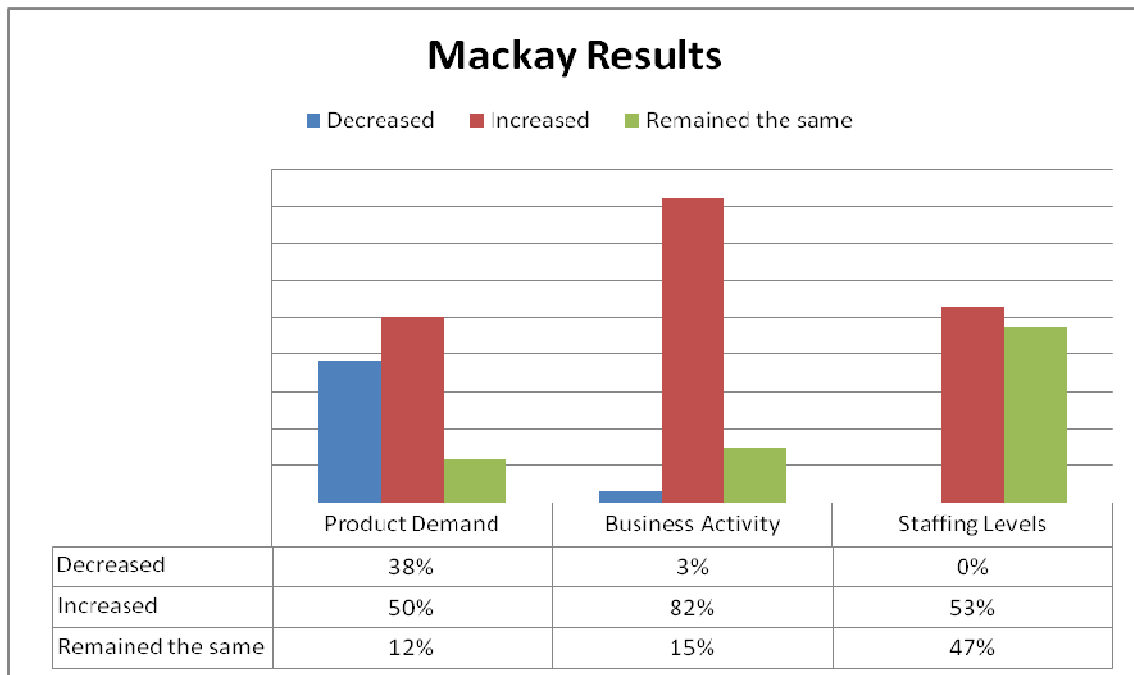
In terms of staffing levels, are you looking to increase, decrease or remain the same?



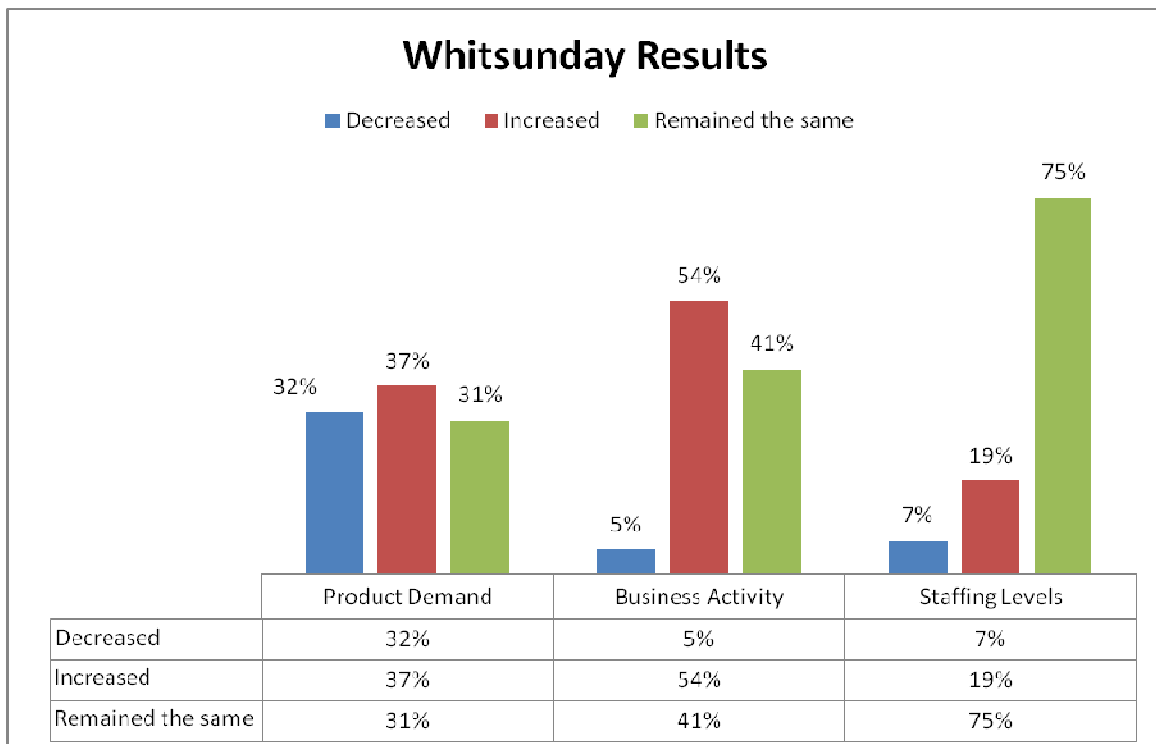
- The number of respondents indicating their intention to retrench staff decreased to 4%.
- The number of respondents that are not anticipating any change has increased to 64%.

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

Sub-region Graphs of Results
Mackay



Whitsunday



Only one respondent was located in Isaac and as such a graph has not been included in this breakdown.

Industry Breakdown

