# Q2 expectations slip as optimism fades 

## Borrowing and investment intentions stall

Despite earlier indications that the business sector would take steady steps forward this year, the latest survey of Australian firms reveals that expectations and levels of optimism have returned to 2014 levels.

According to Dun \& Bradstreet's Business Expectations Survey, the percentage of businesses that are more optimistic about growth in the next 12-months has fallen to the same level measured a year earlier. After lifting through the December quarter and reaching 73 per cent in January, 64 per cent of businesses are now more positive about growth in 2015 compared to last year.

Despite last month's interest rate cut, Dun \& Bradstreet has also revealed little movement in the number of businesses that plan to access new finance or credit to grow their operations. Of the businesses surveyed, 19 per cent plan to seek new credit in the June quarter, flat from the 18 per cent measured at the same time last year.

The soft optimism and borrowing outlook is matched by concerns from businesses that demand will remain weak in the near-term. According to Dun \& Bradstreet, businesses consider a lack of demand for their products as the biggest barrier to growth this year ( 20 per cent), ahead of other issues including online selling by competitors (12 per cent ), skilled labour (11 per cent), operating costs (11 per cent) and access to funding (8 per cent).

Optimism and borrowing plans for next 12-months


The subdued sentiment evident in the Business Expectations Survey extends through to investment plans and follows analysis from the Australian Bureau of Statistics showing that capital expenditure declined 2.2 per cent in the final quarter of last year.

Dun \& Bradstreet's Capital Investment Index for the June quarter has eased to 14.8 points from 14.9 points three months earlier. Twenty-two per cent of businesses plan to increase their level of investment in Q2 2015, while seven per cent will reduce their spending and 70 per cent will maintain the same investment levels as last year.

Capital investment index: Expectations vs Actual performance


According to Gareth Jones, CEO of Dun \& Bradstreet in Australia and New Zealand, in the absence of sustained positive news on the economy, business sentiment has stalled.
"The relatively upbeat mood that was evident among a number of sectors at the end of last year and into January appears to have faded," said Mr Jones.
"Taking a simple net-balance view, businesses are being exposed to more negative economic news than positive, which is undermining confidence and influencing near-term expectations.
"Despite the dips, these latest forecasts are more closely aligned with the actual performance being reported by businesses which suggests that we are seeing a cooling of expectations to more realistic levels.
"And while it appears less-and-less likely that 2015 will deliver a breakout in business performance, there remains a clear - albeit slow - upward trend in the business outlook," added Mr Jones.

Businesses wary of the economy's health following last month's rate cut, falling wages growth, weak consumer confidence and rising unemployment, have also pulled back their expectations for sales, profits and employment.

After rising across the past two quarters, Dun \& Bradstreet's Sales Expectations Index has dropped to 34.8 points for the June quarter, down from 38.7 points in the prior quarter and flat against a reading of 33.6 points last year. Forty-eight per cent of businesses now anticipate higher sales in the next three months, while 13 per cent expect a decline and 39 per cent no change.

Despite shaky consumer confidence, businesses in the services sector are the most upbeat about sales, with 56 per cent expecting a lift in trade during the June quarter, while just nine per cent anticipate a contraction. At 47.0 points, the Sales Expectations Index for the services sector is 12.2 points above the all-industry index, and up on the 39.3 points measured for the sector last quarter.

## MEDIA RELEASE

Sales index: Expectations vs Actual performance


The outlook for earnings has also fallen, with the Profits Expectations Index dipping from 25.9 points to 19.3 points quarter-on-quarter, and from 20.7 points a year earlier. Thirty-seven per cent of businesses surveyed now anticipate a lift in earnings during the June quarter, while 18 per cent expect to see their profits fall compared to the year before.

The fall in expectations is most pronounced among wholesalers, with 17 per cent expecting lower earnings next quarter against the 30 per cent that anticipate an increase. At 12.8 points the sector's Profits Expectations Index is at its lowest level since Q3 2012 and down from 16.8 points last quarter and 12.9 points last year.

Profits index: Expectations vs Actual performance


Meanwhile, after reporting a surprising jump in employment intentions last month, businesses have cooled on near-term hiring plans.

## MEDIA RELEASE

With 27 per cent of firms planning to add new staff in the June quarter compared to 12 per cent that will cut their numbers, the Employment Expectations Index is 15.0 points, down from 16.1 points for the March quarter, although it remains stronger than the 9.2 points recorded at the same time last year.

Hiring expectations are weakest among retailers, with 21 per cent planning to employ new staff in the second quarter, while 10 per cent will reduce employment. At 11.8 points the Employment Expectations Index among retailers has fallen from 15.3 points last quarter.

Employment index: Expectations vs Actual performance

——xpected —Actual

According to Stephen Koukoulas, Economic Advisor to Dun \& Bradstreet, the survey findings reflect the trajectory of the economy this year.
"All aspects of business expectations have tilted lower over the past quarter, a trend that is consistent with the subdued nature of economic growth early in 2015.
"The turn lower has been particularly obvious in expected sales and profitability which suggests economic growth will remain below trend during the first half.
"The previously positive readings for expected employment and levels of capital expenditure also appear to have topped out, although at this stage the quarterly falls are marginal.
"With expectations for a much-needed, sustained upswing in business investment and employment having stalled, it is likely that the RBA will need to provide further monetary policy stimulus in the near term," Mr Koukoulas added.

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## MEDIA RELEASE

## The latest D\&B Business Expectations Survey shows:

Expectations index for the June quarter 2015

- The employment expectations index has fallen to 15.0 points from 16.1 points in the previous quarter, and up from 9.2 points a year ago.
- The sales index has dropped to 34.8 points, down from 38.7 points in the previous quarter and up marginally from 33.6 points a year earlier.
- Profits expectations for the quarter are down, with the index at 19.3 points compared to 25.9 points last quarter and 20.7 points last year.
- Plans for capital investment have eased to 14.8 points from 14.9 points last quarter, and up from 10.0 points a year earlier.
- The selling prices index has dropped off to 25.4 points from 26.3 points, although is above last year's level of 24.2 points.

Issues expected to influence operations in the June quarter 2015

- 64 per cent of businesses are more optimistic about growth in the next 12 months compared to 2014, while 27 per cent is less optimistic. Nine per cent is undecided.
- Cash flow (29 per cent) is identified as the issue most likely to influence business operations in the next quarter, followed by the level of the Australian dollar (23 per cent).
- 20 per cent of businesses see weak demand for their products and services as their biggest barrier to growth in the year ahead, while 12 per cent consider the online selling of competitors as the next likely obstacle.
- 34 per cent of businesses reported having a customer or supplier that became insolvent, or was otherwise unable to pay them in the past year.
- 44 per cent of businesses would choose to miss payments to trade suppliers if unable to pay all their bills on time, followed by a credit card (20 per cent).
- 33 per cent of businesses expect no impact from the current level of the Australian dollar, while 25 per cent expect a positive impact and 37 per cent a negative impact. Five per cent is undecided.
- 19 per cent of businesses intend to seek finance or new credit in the quarter ahead to help their business grow, while 74 per cent will not. Seven per cent is undecided.


## Actual results reported for the December quarter 2014

- Actual employment reported is up to 14.1 points compared to 8.5 points last quarter and 3.5 points last year.
- Sales activity lifted compared to the previous quarter, from 17.3 points to 27.6 points, and is up on last year's level of 17.6 points.
- The actual profits index lifted to 13.9 points from 7.8 points last quarter and 3.9 points last year.
- Capital investment activity edged up from 10.2 points to 12.6 points quarter-on-quarter, and up from 6.0 points last year.
- Selling prices were raised in the last quarter, with the index up to 19.4 points from 16.9 points, and up slightly from 14.9 points last year.

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## MEDIA RELEASE

## About the survey

Each month business owners and senior executives representing the manufacturing; wholesale; retail; construction; transport, communications and utilities; finance, insurance and real estate; and services sectors across Australia are asked if they expect increases, decreases or no changes in their upcoming quarterly sales, profits, employment, capital investment and selling prices. Since its introduction in Australia in 1988, the survey has proven to be a highly reliable measure of economic performance.

The index figures used in the survey represent the net percentage of survey respondents expecting higher sales, profits, etc., compared with the same quarter of the previous year. The indices are calculated by subtracting the percentage of respondents expecting decreases from the percentage expecting increases.

## Methodology

Each month D\&B asks a sample of executives if they expect an increase, decrease or no change in their quarterahead sales, profits, employees, capital investment and selling prices compared with the same quarter a year ago.

The executives are also asked for actual changes over the twelve months to the latest completed quarter.

The Australian survey began in March 1988 obtaining some 900 responses in the third month of each quarter. Since the middle of 1999, the survey has been conducted monthly, initially with about 300 responses each month. From September 2000, responses have been obtained from 400 executives each month.

From July 2005, to simplify the interpretation of the survey data, the results have been presented as a sequence of preliminary, interim and final indexes. The 400 responses from the first month of each quarter give preliminary estimates of the quarter-ahead expectations and the quarter behind actual indexes. The 400 responses from the second month of the quarter are combined with those from the first month as interim estimates of the indexes based on 800 responses. The 400 responses from the third month are combined with those from the first two months to give the final expectations and actual indexes based on all 1,200 responses obtained during each quarter.

In this issue, the preliminary indexes for the latest quarters are based on approximately 800 responses obtained during January 2014 and February 2015.

## Charts and tables

It is common practice to present the results of business expectations surveys as indexes showing the net balance of the positive and negative responses. However, this method of aggregating responses loses relevant information about the relative proportions and rates of change of the two (positive and negative) groups.

Accordingly, the detailed charts at the top of pages five to nine in the D\&B National Business Expectations Survey show separately the positive and negative components of each of the various indexes. These charts help provide a better insight into the expectations and performance of Australian business than that shown by movements in the simple aggregation of the positive and negative responses.

The aggregate net balance indexes are shown in the charts at the bottom of pages 7 to 11 .

## About Dun \& Bradstreet

Established in 1887, Dun \& Bradstreet is Australia and New Zealand's oldest credit information bureau. Backed by its extensive financial database, $D \& B$ helps businesses to make informed credit decisions, and consumers to access personal credit information.

D\&B works across the entire credit lifecycle to deliver data-driven solutions in sales and marketing, credit reporting and debt management.

Through analysis of financial and behavioural information, D\&B also provides current and predictive assessments of the economy, business conditions and credit activity.

## Sales outlook

(Quarterly Net Index) (Down from 38.7 to 34.8)
The positive and negative components of the D\&B net indexes are shown in the adjacent chart.

## Expectations

The June quarter 2015 sales expectations index is 34.8 points, down from 38.7 points in the previous quarter and up from 33.6 points in the year prior.

The index is now 21 points above its 10-year average of 13.75 points.
48.0 per cent of businesses expect an increase in their sales, while 13.2 per cent forecast a decrease, compared to the same time last year.

## Actual performance

The actual sales index for the fourth quarter of 2014 is 27.6 points, an increase from 17.3 points in the previous quarter and 17.6 points a year earlier.
45.3 per cent of firms reported increased sales in the December quarter and 17.7 per cent had decreased sales compared to the previous year.

Sales: D\&B Indexes Component Responses


Sales: D\&B Index Mar Qtr 2011 to Jun Qtr 2015


## Profits outlook

(Quarterly Net Index) (Down from 25.9 to 19.3)
The positive and negative components of the D\&B net indexes are shown in the adjacent chart.

## Expectations

The outlook for profits in the June 2015 quarter is an index of 19.3 points, down from 25.9 points in the previous quarter and 20.7 points last year.

The outlook for profits is 11.9 points above the 10-year average index of 7.4.
37.3 per cent of businesses expect an increase in their profits during the quarter ahead, while 17.9 per cent forecast a decrease, compared to last year.

## Actual performance

The actual profits index for the December 2014 quarter is 13.9 points, up from 7.8 points in the previous quarter and 3.9 points recorded a year earlier.
33.6 per cent of businesses increased their profits, while 19.7 per cent experienced a decrease.

Profits: D\&B Indexes
Component Responses


Profits: D\&B Index Mar Qtr 2011 to Jun Qtr 2015


Mar-11 Jun-11 Sep-11 Dec-11 Mar-12 Jun-12 Sep-12 Dec-12 Mar-13 Jun-13 Sep-13 Dec-13 Mar-14 Jun-14 Sep-14 Dec-14 Mar-15 Jun-15
Quarter

## Employment outlook

(Quarterly Net Index) (Down from 16.1 to 15.0)
The positive and negative components of the D\&B net indexes are shown in the adjacent chart.

## Expectations

The employment outlook for the June quarter 2015 has dropped to 15.0 points, down from 16.1 points in the previous quarter and 8.8 points a year earlier.
26.6 per cent of executives expect to employ more staff than compared to year ago, while 11.6 per cent expect to decrease their staff numbers.

## Actual performance

In the December quarter 2014, 26.3 per cent of businesses hired new staff, compared to the 12.2 per cent that reduced their employment levels.

At 14.1 points, the actual employment index is up from 8.5 points last quarter and 3.5 points last year.

Employees: D\&B Indexes Component Responses


Employment: D\&B index Mar Qtr 2011 to Jun Qtr 2015


## Capital Investment outlook

(Quarterly Net Index)(Down 14.9 to 14.8)
The positive and negative components of the D\&B indexes are shown in the adjacent chart.

## Expectations

The capital investment outlook for the June quarter 2015 is 14.8 points, down from 14.8 points last year.

22 per cent of businesses expect an increase in their investment level, while 7.2 per cent forecast a decrease compared with a year earlier.

## Actual performance

For the December quarter 2014, the actual index for investment is 12.6 points.
19.1 per cent of firms increased their capital investment in the December quarter while 6.5 per cent decreased capital spending.

## Capital Investment: D\&B Indexes

Component Responses


Capital Investment: D\&B Index Mar Qtr 2011 to Jun Qtr 2015


Mar-11 Jun-11 Sep-11 Dec-11 Mar-12 Jun-12 Sep-12 Dec-12 Mar-13 Jun-13 Sep-13 Dec-13 Mar-14 Jun-14 Sep-14 Dec-14 Mar-15 Jun-15

## Quarter

Selling Prices outlook
(Quarterly Net Index) (Down from 26.3 to 25.4)
The positive and negative components of the D\&B net indexes are shown in the adjacent chart.

## Expectations

The selling prices expectations index for the June quarter 2015 is 25.4 points, down from 26.3 points in the previous quarter and up from 24.2 points a year earlier.

The proportion of firms expecting to have higher selling prices in the quarter ahead is 33.8 per cent, with 8.4 per cent expecting to have lower prices.

## Actual performance

At 19.4 points, the actual prices index for the December 2014 quarter is up from 16.9 points last year and 14.9 points in the previous quarter.
27.4 per cent of businesses increased the level of their selling prices, while 8.0 per cent had decreased, compared to the same time the previous year.

Selling Prices: D\&B Indexes
Component Responses


Selling Prices: D\&B Index Mar Qtr 2011 to Jun Qtr 2015


D\&B Survey Quarterly Indexes

| Expected - Quarter Ahead: Net per cent of businesses expecting increases minus decreases |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| QUARTER | $\begin{aligned} & \text { Sep } \\ & 2013 \end{aligned}$ | $\begin{aligned} & \text { Dec } \\ & 2013 \end{aligned}$ | $\begin{gathered} \text { Mar } \\ 2014 \end{gathered}$ | $\begin{aligned} & \text { Jun } \\ & 2014 \end{aligned}$ | $\begin{aligned} & \text { Sep } \\ & 2014 \end{aligned}$ | $\begin{aligned} & \text { Dec } \\ & 2014 \end{aligned}$ | $\begin{aligned} & \text { Mar } \\ & 2015 \end{aligned}$ | $\begin{aligned} & \text { Jun } \\ & 2015 \end{aligned}$ |
| Sales | 4.9 | 7.9 | 27.5 | 33.6 | 32.5 | 36.2 | 38.7 | 34.8 |
| Profits | 13.2 | 21.1 | 25.0 | 20.7 | 19.9 | 21.3 | 25.9 | 19.3 |
| Employees | -3.3 | -1.1 | 8.8 | 9.2 | 12.7 | 13.2 | 16.1 | 15.0 |
| Capital Investment | -1.5 | -0.4 | 7.2 | 10.0 | 12.1 | 10.4 | 14.9 | 14.8 |
| Selling Prices | 9.4 | 10.2 | 19.5 | 24.1 | 20.3 | 17.5 | 26.3 | 25.4 |

Actual - Quarter Behind: Net per cent of businesses reporting increases minus decreases

| QUARTER | Mar <br> 2013 | June <br> 2013 | Sep <br> 2013 | Dec <br> 2013 | Mar <br> 2014 | June <br> 2014 | Sep <br> 2014 | Dec <br> 2015 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Sales | -1.1 | -8.3 | 7.5 | 17.6 | 11.9 | 11.6 | 17.3 | 27.6 |
| Profits | 8.5 | 11.6 | 9.9 | 3.9 | 2.4 | 3.8 | 7.8 | 13.9 |
| Employees | -4.8 | -8 | 1.8 | 3.5 | 6.5 | 4.0 | 8.5 | 14.1 |
| Capital Investment | -6.0 | -4.2 | 5.3 | 6.0 | 8.2 | 7.4 | 10.2 | 12.6 |
| Selling Prices | 4.8 | 6.1 | 15.3 | 14.9 | 16.5 | 13.4 | 16.9 | 19.4 |


| Survey Months | Jul- | Oct- | Jan- | Apr- | July- | Oct- | Jan- |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | Sep | Dec <br> Mar | June <br> Sep | Dec <br> Seb <br> 2014 | 2014 | 2014 | 2015 |
|  | 2013 | 2013 | 2014 | 2 |  |  |  |
| Number of Responses | 1230 | 1228 | 1261 | 1222 | 1223 | 1226 | 816 |

Quarterly Indexes: Each batch of monthly responses is given an equal weight in the calculation of the new quarterly indexes.
Final indexes: June quarter 2015 (Expected) and December quarter 2014 (Actual) findings are based on the 816 responses obtained during January and February 2015.

Expected - Quarter Ahead: Net per cent of businesses expecting increases minus decreases

| QUARTER | Dec | Mar | Jun | Sep | Dec | Mar | Jun |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | 2013 | 2014 | 2014 | 2014 | 2014 | 2015 | 2015 |


| Sales Expectations |  |  |  |  |  |  |  |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- |
| Manufacturers: | 23.5 | 41.8 | 41.8 | 39.5 | 30.9 | 34.3 | 38.0 |
| Wholesalers: | 29.1 | 28.9 | 28.9 | 44.9 | 41.7 | 42.6 | 25.7 |
| Retailers: | 34.7 | 23.7 | 23.7 | 20.9 | 27.1 | 37.5 | 34.5 |
|  |  |  |  |  |  |  |  |
| Construction: | 26.9 | 31.9 | 31.9 | 25.8 | 29.1 | 34.6 | 29.9 |
| Transport, <br> Communication,Utilitie | 23.8 | 32.6 | 32.6 | 27.3 | 41.8 | 37.9 | 24.5 |
| s: |  |  |  |  |  |  |  |
| Finance, Insurance, | 30.7 | 44.9 | 44.9 | 36.5 | 39.7 | 40.6 | 39.8 |
| Real Estate: |  |  |  |  |  |  |  |
| Services: | 23.6 | 31.3 | 31.3 | 24.0 | 43.4 | 39.3 | 47.0 |
|  | $\mathbf{2 7 . 5}$ | $\mathbf{3 3 . 6}$ | $\mathbf{3 3 . 6}$ | $\mathbf{3 2 . 5}$ | $\mathbf{3 6 . 2}$ | $\mathbf{3 8 . 7}$ | $\mathbf{3 4 . 8}$ |

Profits Expectations

| Manufacturers: | 15.8 | 21.2 | 21.3 | 21.2 | 14.0 | 26.7 | 25.3 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wholesalers: | 13.9 | 21.4 | 12.9 | 28.1. | 15.5 | 16.8 | 12.8 |
| Retailers: | 8.7 | 21.0 | 7.7 | 1.3 | 13.7 | 22.7 | 16.3 |
|  |  |  |  |  |  |  |  |
| Construction: | 24.0 | 30.1 | 13.0 | 19.5 | 14.2 | 27.8 | 16.2 |
| Transport, |  |  |  |  |  |  |  |
| Communication, Utilities: | 35.6 | 23.7 | 30.7 | 16.7 | 22.3 | 21.7 | 16.6 |
| Finance, Insurance, Real <br> Estate: | 21.5 | 27.6 |  | 37.9 | 26.2 | 38.9 | 33.3 |
| Services: | 27.0 | 30.0 | 21.2 | 26.2 | 33.6 | 28.3 | 24.4 |
|  |  |  |  |  |  |  |  |
| All Industries | $\mathbf{2 1 . 1}$ | $\mathbf{2 5 . 0}$ | $\mathbf{2 0 . 7}$ | $\mathbf{1 9 . 9}$ | $\mathbf{2 1 . 3}$ | $\mathbf{2 5 . 9}$ | $\mathbf{1 9 . 3}$ |

Employees Expectations

| Manufacturers: | -6.7 | 6.0 | 7.3 | 11.1 | 2.9 | 10.6 | 19.6 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Wholesalers: | -4.9 | 5.0 | 11.0 | 11.9 | 10.5 | 10.3 | 14.7 |
| Retailers: | 1.7 | 3.9 | 1.5 | 3.6 | 9.1 | 15.3 | 11.8 |
|  |  |  |  |  |  |  |  |
| Construction: | -2.2 | 9.1 | 5.7 | 16.2 | 13.4 | 21.5 | 22.0 |
| Transport, |  |  |  |  |  |  |  |
| Communication, Utilities: | 4.3 | 8.2 | 9.0 | 8.9 | 11.7 | 16.0 | 8.4 |
| Finance, Insurance, Real |  |  |  |  |  |  |  |
| Estate: | -2.2 | 16.8 | 19.7 | 16.9 | 18.2 | 19.1 | 24.3 |
| Services: | 0.6 | 12.4 | 10.5 | 20.4 | $\mathbf{2 8 . 6}$ | 16.2 | 32.3 |
|  |  |  |  |  |  |  |  |
| All Industries | $\mathbf{- 1 . 1}$ | $\mathbf{8 . 8}$ | $\mathbf{9 . 2}$ | $\mathbf{1 2 . 7}$ | $\mathbf{1 3 . 2}$ | $\mathbf{1 6 . 1}$ | $\mathbf{1 5 . 0}$ |

Expected - Quarter Ahead: Net per cent of businesses expecting increases minus decreases

| QUARTER | Dec | Mar | Jun | Sep | Dec | Mar | Jun |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | 2013 | 2014 | 2014 | 2014 | 2014 | 2015 | 2015 |

Capital Investment Expectations

| Manufacturers | 1.2 | 8.2 | 11.4 | 13.1 | 9.2 | 15.7 | 15.6 |
| :--- | :---: | :--- | :--- | :--- | :--- | :--- | :--- |
| Wholesalers | -2.3 | 9.5 | 11.7 | 18.1 | 10.6 | 13.2 | 3.7 |
| Retailers | 1.1 | 1.5 | -1.2 | 8.6 | 1.9 | 13.9 | 14.6 |
|  |  |  |  |  |  |  |  |
| Construction | -2.3 | 4.8 | 7.8 | 8.8 | 7.6 | 10.9 | 14.0 |
| Transport, | -0.3 | 6.8 | 17.0 | 15.1 | 9.0 | 17.7 | 13.2 |
| Communication, Utilities <br> Finance, Insurance, Real <br> Estate <br> Services | -2.4 | 11.4 | 17.1 | 14.2 | 17.1 | 20.5 | 15.8 |
| All Industries | 1.9 | 8.4 | 6.5 | 6.9 | 16.4 | 11.5 | 13.0 |
|  | $\mathbf{- 0 . 4}$ | $\mathbf{7 . 2}$ | $\mathbf{1 0 . 0}$ | $\mathbf{1 2 . 1}$ | $\mathbf{1 0 . 4}$ | $\mathbf{1 4 . 9}$ | $\mathbf{1 4 . 8}$ |

## Selling Prices Expectations

| Manufacturers | 14.9 | 17.5 | 27.6 | 24.1 | 15.9 | 26.7 | 29.0 |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wholesalers | 10.3 | 25.1 | 23.5 | 26.5 | 14.9 | 38.9 | 46.3 |
| Retailers | -3.1 | 11.9 | 27.4 | 25.5 | 15.5 | 27.9 | 35.2 |
|  |  |  |  |  |  |  |  |
| Construction | 20.1 | 23.5 | 26.5 | 17.2 | 19.2 | 25.3 | 30.7 |
| Transport, <br> Communication, Utilities | 12.3 | 17.3 | 19.9 | 13.4 | 20.9 | 24.4 | 10.7 |
| Finance, Insurance, Real <br> Estate | 13.1 | 20.8 | 23.7 | 12.3 | 17.5 | 25.5 | 5.6 |
| Services | 6.6 | 20.3 | 20.4 | 23.0 | 12.6 | 17.8 | 16.4 |
| All Industries | $\mathbf{1 0 . 2}$ | $\mathbf{1 9 . 5}$ | $\mathbf{2 4 . 1}$ | $\mathbf{2 0 . 3}$ | $\mathbf{1 7 . 5}$ | $\mathbf{2 6 . 3}$ | $\mathbf{2 5 . 4}$ |

Actual - Quarter Behind: Net per cent of businesses reporting increases minus decreases

| QUARTER | Jun | Sep | Dec | Mar | Jun | Sep | Dec |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | 2013 | 2013 | 2013 | 2014 | 2014 | 2014 | 2014 |


| Sales Actual |  |  |  |  |  |  |  |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Manufacturers | -20.1 | -2.4 | 9.6 | 7.4 | 9.2 | 7.7 | 36.9 |
| Wholesalers | -1.3 | 19.0 | 12.2 | 12.6 | 12.9 | 11.2 | 30.6 |
| Retailers | -11.3 | 5.0 | 15.7 | -10.7 | -1.5 | 21.4 | 33.4 |
|  |  |  |  |  |  |  |  |
| Construction | -12.4 | 0.8 | 18.8 | 8.6 | -1.7 | 19.5 | 32.7 |
| Transport, |  |  |  |  |  |  |  |
| Communication, Utilities | -6.8 | 12.5 | $\mathbf{2 6 . 4}$ | 13.5 | 20.2 | 18.8 | 5.9 |
| Finance, Insurance, Real |  |  |  |  |  |  |  |
| Estate | 5.1 | 18.3 | 37.1 | 27.9 | 19.4 | 23.6 | 39.8 |
| Services | -4.0 | -0.5 | 3.3 | 24.0 | 22.9 | 19.0 | 14.0 |
|  |  |  |  |  |  |  |  |
| All Industries | $\mathbf{- 8 . 3}$ | $\mathbf{7 . 5}$ | $\mathbf{1 7 . 6}$ | $\mathbf{1 1 . 9}$ | $\mathbf{1 1 . 6}$ | $\mathbf{1 7 . 3}$ | $\mathbf{2 7 . 6}$ |

Profits Actual

| Manufacturers | -0.8 | 3.6 | -1.8 | -6.3 | -1.7 | 2.0 | 18.8 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Wholesalers | 2.3 | 12.3 | -6.4 | 3.5 | -2.7 | 0.1 | 14.7 |
| Retailers | 8.7 | 4.3 | 4.7 | -11.0 | -11.8 | 6.7 | 16.7 |
|  |  |  |  |  |  |  |  |
| Construction | 4.6 | 13.7 | -2.4 | 1.0 | -12.1 | 6.3 | 16.3 |
| Transport, <br> Communication, Utilities | 27.2 | 14.9 | 11.7 | 2.5 | 17.6 | 11.0 | 1.8 |
| Finance, Insurance, Real | 17.8 | 15.9 | 22.5 | 17.0 | 23.3 | 19.9 | 28.9 |
| Estate |  |  |  |  |  |  |  |
| Services | 15.2 | 4.3 | -0.8 | 10.4 | 14.2 | 8.4 | -.2 |
|  |  |  |  |  |  |  |  |
|  | $\mathbf{1 1 . 6}$ | $\mathbf{9 . 9}$ | $\mathbf{3 . 9}$ | $\mathbf{2 . 5}$ | $\mathbf{3 . 8}$ | $\mathbf{7 . 8}$ | $\mathbf{1 3 . 8}$ |

Employees Actual

| Manufacturers | -13.2 | -5.2 | -8.5 | 0.7 | 4.8 | -1.1 | 16.7 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Wholesalers | -3.3 | -0.5 | 6.1 | 4.0 | 2.1 | 6.7 | 12.2 |
| Retailers | -5.9 | -4.2 | 3.5 | -1.7 | -8.6 | 6.8 | 17.0 |
| Construction | -16.4 | -2.2 | -0.8 | 7.3 | -1.5 | 15.4 | 18.6 |
| Transport, |  |  |  |  |  |  |  |
| Communication, Utilities | -1.7 | 7.2 | 9.7 | 9.6 | 5.6 | 10.5 | 7.6 |
| Finance, Insurance, Real |  |  |  |  |  |  |  |
| Estate | -3.1 | 12.0 | 10.1 | 17.4 | 10.5 | 13.6 | 19.4 |
| Services | -11.3 | 5.5 | 4.3 | 7.9 | 14.9 | 7.6 | 7.0 |
| All Industries | -8 | 1.8 | 3.5 | 6.5 | 4.0 | 8.5 | 14.1 |

Actual - Quarter Behind: Net per cent of businesses reporting increases minus decreases

| QUARTER | Jun | Sep | Dec | Mar | Jun | Sep | Dec |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
|  | 2013 | 2013 | 2013 | 2014 | 2014 | 2014 | 2014 |

Capital Investment Actual

| Manufacturers | -5.5 | 5.2 | 3.4 | 8.0 | 14.0 | 4.1 | 14.1 |
| :--- | :---: | :--- | :--- | :--- | :--- | :--- | :--- |
| Wholesalers | -5.7 | 8.9 | 3.7 | 7.0 | 8.0 | 8.5 | 15.3 |
| Retailers | -5.4 | 0.6 | 3.9 | 1.3 | 0.8 | 8.2 | 19.9 |
|  |  |  |  |  |  |  |  |
| Construction | 0.2 | 6.4 | 7.2 | 11.5 | -0.5 | 8.1 | 8.3 |
| Transport, |  |  |  |  |  |  |  |
| Communication, Utilities | -2.1 | 5.5 | 12.8 | 10.1 | 7.3 | 11.2 | 12.7 |
| Finance, Insurance, Real | -3.1 | 5.2 | 9.7 | 10.2 | 11.1 | 22.2 | 12.2 |
| Estate |  |  |  |  |  |  |  |
| Services | -8.4 | 5.4 | 1.4 | $\mathbf{9 . 7}$ | 11.1 | 9.4 | 6.0 |
|  |  |  |  |  |  |  |  |
|  | All Industries | $\mathbf{- 4 . 2}$ | $\mathbf{5 . 3}$ | $\mathbf{6 . 0}$ | $\mathbf{8 . 2}$ | $\mathbf{7 . 4}$ | $\mathbf{1 0 . 2}$ |

Selling Prices Actual

| Manufacturers | 10 | 18.1 | 12.2 | 6.5 | 18.4 | 13.9 | 27.2 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| Wholesalers | 13.2 | 15.7 | 11.5 | 26.3 | 14.5 | 20.6 | 17.8 |
| Retailers | -20 | 3.5 | 19.3 | 20.8 | 6.1 | 13.0 | 28.0 |
|  |  |  |  |  |  |  |  |
| Construction | 10.2 | 25.9 | 11.8 | 13.2 | 7.4 | 16.5 | 22.7 |
| Transport, <br> Communication, Utilities | 7.5 | 17.6 | 15.5 | 14.4 | 16.4 | 19.1 | 16.6 |
| Finance, Insurance, Real |  |  |  |  |  |  |  |
| Estate | 14.5 | 19.2 | 21.5 | 14.6 | 17.6 | 19.8 | 11.7 |
| Services | 12.5 | 7.4 | 12.9 | 19.7 | 13.3 | 15.7 | 11.8 |
|  |  |  |  |  |  |  |  |
| All Industries | $\mathbf{1 5 . 1}$ | $\mathbf{1 5 . 3}$ | $\mathbf{1 4 . 9}$ | $\mathbf{1 6 . 5}$ | $\mathbf{1 3 . 4}$ | $\mathbf{1 6 . 9}$ | $\mathbf{1 9 . 4}$ |

## D\&B Supplementary Questions

Thinking about the quarter ahead, which issue do you think will influence the operations of your business the most?

| (February 2015) | Interest rates | Fuel prices | Cash flow | Wages \& salary growth | Level of Australian dollar | Access to credit | Don't know | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| All Firms | 9.58 | 6.39 | 28.50 | 10.07 | 23.34 | 4.67 | 17.44 | 407 |
|  |  |  |  |  |  |  |  | 100\% |
| Manufacturers | 3.45 | 3.45 | 32.76 | 10.34 | 32.76 | 5.17 | 12.07 | 100\% |
| Wholesale | 1.72 | 3.45 | 24.14 | 1.72 | 44.83 | 3.45 | 20.69 | 100\% |
| Retail | 6.78 | 1.69 | 25.42 | 6.78 | 33.90 | 6.78 | 18.64 | 100\% |
| Construction | 15.5 | 1.72 | 32.76 | 12.07 | 5.17 | 5.17 | 27.56 | 100\% |
| Transport etc | 1.72 | 25.86 | 24.14 | 17.24 | 17.24 | 0.0 | 13.79 | 100\% |
| Finance etc | 29.3 | 1.72 | 22.41 | 5.17 | 17.24 | 10.34 | 13.79 | 100\% |
| Services | 8.62 | 6.90 | 37.93 | 17.24 | 12.07 | 1.72 | 15.52 | 100\% |


| (January 2015) | Interest <br> rates | Fuel <br> prices | Cash <br> flow |  |  <br> salary <br> growth | Level of <br> Australian <br> dollar | Access to <br> credit | Don't <br> know | Total |  |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| All Firms |  |  |  |  |  |  |  |  |  |  |
|  | $\mathbf{1 0 . 0 2}$ | $\mathbf{8 . 3 1}$ | $\mathbf{2 3 . 4 7}$ | $\mathbf{1 0 . 0 2}$ | $\mathbf{2 2 . 9 8}$ | $\mathbf{6 . 1 1}$ | $\mathbf{1 9 . 0 7}$ | $\mathbf{1 0 0 \%}$ |  |  |
| Manufacturers | 1.7 | 3.45 | 27.59 | 10.3 | 43.10 | 1.72 | 12.07 | $\mathbf{1 0 0 \%}$ |  |  |
| Wholesale | 3.45 | 6.9 | 17.2 | 5.17 | 53.45 | 0 | 13.79 | $\mathbf{1 0 0 \%}$ |  |  |
| Retail | 6.9 | 10.3 | 27.6 | 10.34 | 31.03 | 3.45 | 10.34 | $\mathbf{1 0 0 \%}$ |  |  |
| Construction | 20.7 | 1.72 | 29.31 | 8.62 | 8.62 | 15.52 | 15.52 | $\mathbf{1 0 0 \%}$ |  |  |
| Transport etc | 3.3 | 26.67 | 23.33 | 11.7 | 6.67 | 5.0 | 23.3 | $\mathbf{1 0 0 \%}$ |  |  |
| Finance etc | 24.14 | 1.72 | 17.24 | 5.17 | 10.34 | 12.07 | 29.31 | $\mathbf{1 0 0 \%}$ |  |  |
| Services | 10.17 | 6.78 | 22.03 | 18.64 | 8.47 | 5.08 | 28.81 | $\mathbf{1 0 0 \%}$ |  |  |


| (December 2014) | Interest <br> rates | Fuel <br> prices | Cash <br> flow |  <br> salary <br> growth | Level of <br> Australian <br> dollar | Access to <br> credit | Don't <br> know | Total |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- |
| All Firms |  |  |  |  |  |  |  |  |  |

Thinking about your business for the quarter ahead, are you likely to seek finance or credit to help your business grow?

| (February 2015) | Yes | No | Not <br> sure/don't <br> know | Total |
| :--- | :--- | :--- | ---: | :--- |
| All Firms |  |  |  | 407 |
|  | $\mathbf{1 8 . 9 2}$ | $\mathbf{7 4 . 4 5}$ | $\mathbf{6 . 6 3}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 18.97 | 68.87 | 12.07 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 12.07 | 82.76 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Retail | 23.73 | 71.19 | 5.08 | $\mathbf{1 0 0 \%}$ |
| Construction | 25.86 | 68.97 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 15.52 | 75.86 | 8.62 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 18.97 | 77.59 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Services | 17.24 | 75.86 | 6.90 | $\mathbf{1 0 0 \%}$ |


| (January 2015) | Yes | No |  | Not <br> sure/don't <br> know |
| :--- | ---: | ---: | ---: | ---: |
| All Firms | $\mathbf{1 7 . 3 6}$ | $\mathbf{7 1 . 6 4}$ | $\mathbf{1 1 . 0 0}$ | Total |
|  |  |  |  | $\mathbf{4 0 9}$ |
| Manufacturers | 20.7 | 65.5 | 13.8 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 8.62 | 82.76 | 8.62 | $\mathbf{1 0 0 \%}$ |
| Retail | 15.52 | 79.3 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Construction | 15.52 | 74.14 | 10.34 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 23.3 | 58.3 | 18.33 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 13.79 | 74.14 | 12.07 | $\mathbf{1 0 0 \%}$ |
| Services | 23.73 | 67.8 | 8.47 | $\mathbf{1 0 0 \%}$ |


| (December 2014) | Yes | No | Not <br> sure/don't <br> know | Total |
| :--- | :--- | :--- | ---: | :---: |
| All Firms |  |  |  | 409 |
|  | $\mathbf{1 8 . 5 8}$ | $\mathbf{7 2 . 1 3}$ | $\mathbf{9 . 2 9}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 12.07 | 79.31 | 8.62 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 15.52 | 74.14 | 10.34 | $\mathbf{1 0 0 \%}$ |
| Retail | 2.03 | 64.41 | 13.56 | $\mathbf{1 0 0 \%}$ |
| Construction | 20.69 | 74.14 | 5.14 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 27.59 | 58.62 | 13.79 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 22.03 | 69.49 | 8.47 | $\mathbf{1 0 0 \%}$ |
| Services | 10.17 | 84.75 | 5.08 | $\mathbf{1 0 0 \%}$ |

What do you see as the biggest barrier to growing your business in the year ahead?

| $\begin{aligned} & \text { (February } \\ & \text { 2015) } \end{aligned}$ | Access/ shortage of skilled labour | Access/ shortage of funding | Weak demand for products | Unpaid invoices | Online <br> selling by competi tors | Utilities and operating costs | Don't see <br> any <br> major <br> barrier | Not sure/ don't know | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| All Firms |  |  |  |  |  |  |  |  | 407 |
|  | 11.1 | 7.62 | 19.90 | 2.95 | 12.04 | 11.06 | 25.31 | 10.07 | 100\% |
| Manufacturers | 18.9 | 8.62 | 13.79 | 3.45 | 8.62 | 24.14 | 13.79 | 8.62 | 100\% |
| Wholesale | 8.62 | 8.62 | 18.97 | 5.17 | 17.24 | 3.45 | 31.03 | 6.90 | 100\% |
| Retail | 6.78 | 3.39 | 23.73 | 3.39 | 15.25 | 3.39 | 32.20 | 11.86 | 100\% |
| Construction | 18.9 | 6.90 | 13.79 | 3.45 | 5.17 | 8.62 | 25.86 | 17.24 | 100\% |
| Transport etc | 12.1 | 3.45 | 24.14 | 3.45 | 8.62 | 10.34 | 25.86 | 12.07 | 100\% |
| Finance etc | 8.62 | 6.9 | 22.41 | 0.0 | 13.79 | 10.34 | 25.86 | 12.07 | 100\% |
| Services | 3.45 | 15.52 | 22.41 | 1.72 | 15.52 | 17.24 | 22.41 | 1.72 | 100\% |


| $\begin{aligned} & \text { (January } \\ & \text { 2015) } \end{aligned}$ | Access/ shortage of skilled labour | Access/ shortage of funding | Weak demand for products | Unpaid invoices | Online selling by competi tors | Utilities and operating costs | Don't see <br> any <br> major <br> barrier | Not sure/ don't know | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| All Firms | 10.2 | 8.07 | 16.6 | 2.4 | 10.27 | 9.29 | 33.9 | 9.05 | 409 |
|  |  |  |  |  |  |  |  |  | 100\% |
| Manufacturers | 8.62 | 10.3 | 22.41 | 0 | 1.7 | 18.9 | 29.3 | 8.6 | 100\% |
| Wholesale | 5.17 | 5.17 | 12.07 | 6.9 | 12.07 | 6.9 | 39.66 | 12.07 | 100\% |
| Retail | 12.1 | 1.72 | 8.62 | 1.72 | 18.9 | 12.1 | 39.6 | 5.17 | 100\% |
| Construction | 6.90 | 12.1 | 18.97 | 1.72 | 5.17 | 6.90 | 41.38 | 6.90 | 100\% |
| Transport etc | 18.3 | 8.33 | 16.7 | 3.33 | 8.33 | 11.7 | 23.33 | 10.00 | 100\% |
| Finance etc | 8.62 | 6.90 | 20.69 | 1.72 | 13.79 | 5.17 | 27.59 | 15.52 | 100\% |
| Services | 11.8 | 11.8 | 16.9 | 1.69 | 11.8 | 3.39 | 37.29 | 5.08 | 100\% |


| (Dec 2014) | Access/ <br> shortage <br> of skilled <br> labour | Access/ <br> shortage <br> of <br> funding | Slow <br> growth in <br> demand <br> for <br> products | Unpaid <br> invoices | Online <br> selling <br> by <br> competi <br> tors | Utilities <br> and <br> operating <br> costs | Don't see <br> any <br> major <br> barrier | Not sure/ <br> don't <br> know |  | Total |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Thinking about the quarter ahead, will the current level of the Australian dollar have a positive or negative impact on your business?

| (February 2015) | Positive <br> impact | No <br> impact | Negativ <br> e <br> impact | Not <br> sure/ <br> don't <br> know | Total |
| :--- | :--- | :--- | :--- | :--- | :--- |


| (January 2015) | Positive <br> impact | No <br> impact | Negativ <br> e <br> impact | Not <br> sure/ <br> don't <br> know | Total |
| :--- | :--- | :--- | :--- | :--- | :--- |


| (Dec 2014) | Significant <br> positive <br> impact | Small <br> positive <br> impact | No <br> impact | Small <br> negativ <br> e <br> impact | Significant <br> negative <br> impact | Not <br> sure/ <br> don't <br> know | Total |
| :--- | ---: | :--- | :--- | :--- | :--- | :--- | :--- |
| All Firms |  |  |  |  |  |  |  |
|  | $\mathbf{4 . 6 5}$ | $\mathbf{1 8 . 3 4}$ | $\mathbf{4 0 . 8 3}$ | $\mathbf{1 7 . 8 5}$ | $\mathbf{7 . 3 3}$ | $\mathbf{1 1 . 0 0}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 6.9 | 32.76 | 25.86 | 20.69 | 6.90 |  | 6.90 |
| Wholesale | 5.17 | 22.41 | 29.31 | 17.24 | 15.5 | $\mathbf{1 0 0 \%}$ |  |
| Retail | 3.39 | 15.25 | 25.42 | 25.42 | 10.2 | $\mathbf{1 0 . 3 4}$ | $\mathbf{1 0 0 \%}$ |
| Construction | 0.0 | 15.52 | 55.17 | 13.79 | 1.72 | 13.79 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 8.62 | 8.62 | 44.83 | 15.52 | 8.62 | $\mathbf{1 0 0 \%}$ |  |
| Finance etc | 0 | 20.34 | 54.25 | 13.5 | 5.08 | 6.79 | $\mathbf{1 0 0 \%}$ |
| Services | 8.47 | 13.56 | 50.9 | 18.64 | 3.39 | 6.78 | $\mathbf{1 0 0 \%}$ |

Have any of your customers or suppliers become insolvent during 2013 or been otherwise unable to pay you?

| (February 2015) | Yes | No | Not <br> sure/don't <br> know | Total |
| :--- | :--- | :--- | ---: | :--- |
| All Firms |  |  |  | $\mathbf{4 0 7}$ |
|  | $\mathbf{3 4 . 2 4}$ | $\mathbf{6 3 . 7 9}$ | $\mathbf{1 . 9 7}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 32.76 | 60.34 | 6.90 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 46.55 | 50.0 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Retail | 42.37 | 57.63 | 0.0 | $\mathbf{1 0 0 \%}$ |
| Construction | 29.31 | 67.24 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 36.21 | 63.79 | 0.0 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 24.56 | 75.44 | 0.0 | $\mathbf{1 0 0 \%}$ |
| Services | 27.59 | 72.41 | 0.0 | $\mathbf{1 0 0 \%}$ |


| (January 2015) | Yes | No | Not <br> sure/don't <br> know |  |
| :--- | ---: | ---: | ---: | ---: |
| All Firms | $\mathbf{3 7 . 7 5}$ | $\mathbf{5 7 . 6 0}$ | $\mathbf{4 . 6 6}$ | Total |
|  |  |  |  | $\mathbf{4 0 9}$ |
| Manufacturers | 37.93 | 56.90 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 48.28 | 48.28 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Retail | 48.28 | 48.28 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Construction | 27.59 | 68.97 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 40.0 | 55.0 | 5.0 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 28.07 | 63.16 | 8.77 | $\mathbf{1 0 0 \%}$ |
| Services | 33.90 | 62.71 | 3.39 | $\mathbf{1 0 0 \%}$ |


| (Dec 2014) | Yes | No | Not <br> sure/don't <br> know | Total |
| :--- | :--- | :--- | :--- | :---: |
| All Firms |  |  |  | $\mathbf{4 0 9}$ |
|  | $\mathbf{3 5 . 4 5}$ | $\mathbf{6 0 . 4}$ | $\mathbf{4 . 1 6}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 41.38 | 53.45 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 46.55 | 48.28 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Retail | 47.46 | 49.15 | 3.39 | $\mathbf{1 0 0 \%}$ |
| Construction | 24.14 | 74.14 | 1.72 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 34.48 | 62.07 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 33.90 | 59.32 | 6.78 | $\mathbf{1 0 0 \%}$ |
| Services | 20.34 | 76.27 | 3.39 | $\mathbf{1 0 0 \%}$ |

Are you generally more optimistic about business growth this year compared to $2014 ?$

| (February 2015) | Yes | No | Not <br> sure/don't <br> know |  |
| :--- | :--- | :--- | ---: | :--- |
| All Firms | $\mathbf{6 3 . 9 5}$ | $\mathbf{2 7 . 1 6}$ | $\mathbf{8 . 8 9}$ | Total |
|  |  |  |  | $\mathbf{4 0 7}$ |
| Manufacturers | 79.31 | 17.24 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 55.17 | 34.48 | 10.34 | $\mathbf{1 0 0 \%}$ |
| Retail | 55.93 | 32.20 | 11.86 | $\mathbf{1 0 0 \%}$ |
| Construction | 62.50 | 26.79 | 10.71 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 63.79 | 25.86 | 10.34 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 65.52 | 29.31 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Services | 65.52 | 24.14 | 10.34 | $\mathbf{1 0 0 \%}$ |


| (January 2015) | Yes | No |  | Not <br> sure/don't <br> know |
| :--- | ---: | ---: | ---: | ---: |
| All Firms | $\mathbf{7 2 . 6 2}$ | $\mathbf{2 0 . 5}$ | $\mathbf{6 . 8 5}$ | Total |
|  |  |  |  | $\mathbf{4 0 9}$ |
| Manufacturers | 72.4 | 20.7 | 6.90 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 72.4 | 25.9 | 1.7 | $\mathbf{1 0 0 \%}$ |
| Retail | 74.1 | 22.4 | 3.45 | $\mathbf{1 0 0 \%}$ |
| Construction | 81.03 | 12.07 | 6.90 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 53.3 | 31.7 | 15.0 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 81.03 | 13.79 | 5.17 | $\mathbf{1 0 0 \%}$ |
| Services | 74.58 | 16.95 | 8.47 | $\mathbf{1 0 0 \%}$ |


| (Dec 2014) | Yes | No | Not <br> sure/don't <br> know | Total |
| :--- | ---: | ---: | ---: | ---: |
| All Firms |  |  |  | $\mathbf{4 0 9}$ |
|  | $\mathbf{6 5 . 5 2}$ | $\mathbf{2 4 . 1 4}$ | $\mathbf{1 0 . 3 4}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 63.79 | 25.86 | 10.34 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 50.0 | 31.03 | 18.97 | $\mathbf{1 0 0 \%}$ |
| Retail | 59.65 | 35.09 | 5.26 | $\mathbf{1 0 0 \%}$ |
| Construction | 74.14 | 18.97 | 6.90 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 70.69 | 15.52 | 13.79 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 70.69 | 20.69 | 8.62 | $\mathbf{1 0 0 \%}$ |
| Services | 69.49 | 22.03 | 8.47 | $\mathbf{1 0 0 \%}$ |

If you find yourself unable to pay all of your bills, which of the following would you choose to pay late/miss?


| All Firms | $\mathbf{6 . 2 3}$ | $\mathbf{2 . 5 6}$ | $\mathbf{9 . 1 6}$ | $\mathbf{4 4 . 3 2}$ | $\mathbf{8 . 4 2}$ | $\mathbf{9 . 5 2}$ | $\mathbf{1 9 . 7 8}$ | $\mathbf{4 0 9}$ |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- |
|  |  |  |  |  |  |  |  | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 2.50 | 2.50 | 10.0 | 65.0 | 10.0 | 5.0 | 5.0 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 7.32 | 0 | 12.2 | 46.34 | 12.2 | 9.76 | 12.20 | $\mathbf{1 0 0 \%}$ |
| Retail | 7.50 | 2.50 | 10.0 | 55.0 | 5.0 | 15.0 | 5.0 | $\mathbf{1 0 0 \%}$ |
| Construction | 10.8 | 0 | 5.4 | 40.54 | 8.11 | 8.11 | 27.03 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 6.25 | 3.13 | 6.25 | 37.50 | 6.25 | 9.38 | 31.25 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 5.13 | 0.0 | 12.8 | 25.64 | 12.82 | 7.69 | 35.90 | $\mathbf{1 0 0 \%}$ |
| Services | 4.55 | 9.09 | 6.82 | 38.64 | 4.55 | 11.36 | 25.0 | $\mathbf{1 0 0 \%}$ |


| (Dec 2014) |  |  |  |  |  | Business | Business | Not sure/ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  | Rent/m | loan/ | credit | don't |  |
|  | Phone | Internet | Utilities | Suppliers | ortgage | overdraft | card | know |  |


| All Firms |  |  |  |  |  |  | $\mathbf{4 0 9}$ |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | :--- |
|  | $\mathbf{5 . 7 0}$ | $\mathbf{4 . 3 9}$ | $\mathbf{9 . 6 5}$ | $\mathbf{3 5 . 0 9}$ | $\mathbf{5 . 7 0}$ | $\mathbf{1 1 . 4 0}$ | $\mathbf{2 8 . 0 7}$ | $\mathbf{1 0 0 \%}$ |
| Manufacturers | 8.82 | 2.94 | 2.94 | 52.94 | 2.94 | 5.88 | 23.53 | $\mathbf{1 0 0 \%}$ |
| Wholesale | 6.06 | 6.06 | 9.09 | 45.45 | 6.06 | 6.06 | 21.21 | $\mathbf{1 0 0 \%}$ |
| Retail | 3.13 | 0 | 15.63 | 40.63 | 6.25 | 15.63 | 18.75 | $\mathbf{1 0 0 \%}$ |
| Construction | 3.23 | 0 | 9.68 | 48.39 | 3.23 | 19.35 | 16.13 | $\mathbf{1 0 0 \%}$ |
| Transport etc | 0.0 | 11.11 | 11.11 | 33.33 | 3.70 | 7.41 | 33.33 | $\mathbf{1 0 0 \%}$ |
| Finance etc | 6.25 | 0 | 12.5 | 12.5 | 9.38 | 21.88 | 37.50 | $\mathbf{1 0 0 \%}$ |
| Services | 10.2 | 10.2 | 7.69 | 15.4 | 7.69 | 5.13 | 43.59 | $\mathbf{1 0 0 \%}$ |



| All Firms |  |  |  |  |  |  |  | $\begin{aligned} & \hline 408 \\ & \hline 100 \% \end{aligned}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |  |  |  |  |
| Manufacturers | 5.0 | 5.0 | 7.50 | 50.0 | 5.0 | 5.0 | 22.50 | 0 | 100\% |
| Wholesale | 6.90 | 0 | 10.34 | 67.93 | 3.45 | 10.34 | 31.03 | 0 | 100\% |
| Retail | 12.1 | 3.03 | 6.06 | 33.33 | 15.15 | 0.0 | 30.30 | 0 | 100\% |
| Construction | 2.86 | 8.57 | 14.29 | 20.0 | 5.71 | 20.0 | 28.57 | 0 | 100\% |
| Transport etc | 14.7 | 8.82 | 11.8 | 29.41 | 2.9 | 0 | 32.35 | 0 | 100\% |
| Finance etc | 6.25 | 9.38 | 12.5 | 18.75 | 6.25 | 3.13 | 43.75 | 0 | 100\% |
| Services | 18.7 | 3.13 | 6.25 | 25.0 | 3.13 | 9.38 | 34.38 | 0 | 100\% |


[^0]:    About Dun \& Bradstreet
    Established in 1887, Dun \& Bradstreet is Australia and New Zealand's longest established credit information bureau. Backed by its extensive financial database, D\&B helps businesses to make informed credit decisions, and consumers to access personal credit information.

    D\&B works across the entire credit lifecycle to deliver data-driven solutions in sales and marketing, credit reporting and debt management. Through analysis of financial and behavioural information, D\&B also provides current and predictive assessments of the economy, business conditions and credit activity.

