

Roy Morgan — Research —

Roy Morgan Research Pty. Ltd.

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Finding No. 1065

Available on Website: www.roymorgan.com

On May 6, 2010

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Consumer Confidence Drops to 123.5 (down 3.5 points in a week)

After Government's Cigarette Tax Increase & Abandonment of ETS

Consumer Confidence is now 123.5 (down 3.5 points in a week), according to the weekly Roy Morgan Consumer Confidence Rating conducted on the weekend of May 1/2, 2010. The Consumer Confidence rating is now 26.2 pts higher than a year ago, May 2/3, 2010 (97.3).

Driving the fall in the weekly Roy Morgan Consumer Confidence Rating is increased concern amongst Australians about economic conditions in Australia over the next 12 months. This weekly poll was taken before the falls on European Stock Markets this week due to the Greek debt crisis and before the Miner's Tax revealed in Sunday's Henry Tax Review.

Now 41% (down 3%) of Australians expect their family to be 'better off financially' this time next year compared to just 15% (down 2%) that expect their family to be 'worse off financially.'

A decreasing number of Australians, 31% (down 1%) say their family is 'better off financially,' than a year ago compared to 29% (up 1%) of Australians that say their family is 'worse off financially.'

Of Australians, 45% (down 3%) say that Australia as a whole will have 'good times' financially during the next 12 months compared to 22% (up 5%) that say we'll have 'bad times' financially in the next 12 months.

In the long-term, 44% (down 2%) expect Australia to have 'good times' economically over the next five years compared to 15% (up 2%) that expect 'bad times' economically.

A decreasing majority, 54% (down 3%) of Australians, say 'now is a good time to buy' major household items while 16% (no change) say 'now is a bad time to buy' major household items.

Gary Morgan says:

"Roy Morgan weekly Consumer Confidence has fallen 3.5pts to 123.5, the second lowest weekly Consumer Confidence level seen for 2010.

"The fall in this week's Consumer Confidence resumes the downward trend seen for three of the past four weeks amidst concerns about the Australian economy as rising numbers of Australians expect Australia as a whole is likely to have 'bad times' economically over the next 12 months (22%, up 5%) and decreasing numbers of Australians think now is a 'good time to buy' major household item (54%, down 3%).

"This week's fall in Consumer Confidence follows a large rise in the Government's cigarette tax and the abandonment of its emissions trading scheme. These factors along with major falls on Wall Street and media speculation of a Reserve Bank interest rate rise are likely to be the main reasons for the decrease in Consumer Confidence."

This weekly Roy Morgan Consumer Confidence rating is based on 1,187 face-to-face interviews conducted Australia-wide with men and women aged 14 and over on the weekend of May 1/2, 2010.

The latest Roy Morgan Consumer Confidence Monthly Report is now available on the [Roy Morgan Online Store](http://www.roymorganonlinestore.com/Browse/Australia/Australia-Morgan-Poll/Consumer-Confidence.aspx). <http://www.roymorganonlinestore.com/Browse/Australia/Australia-Morgan-Poll/Consumer-Confidence.aspx>

The latest Roy Morgan Consumer Confidence Monthly Report provides detailed 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.

For further information:

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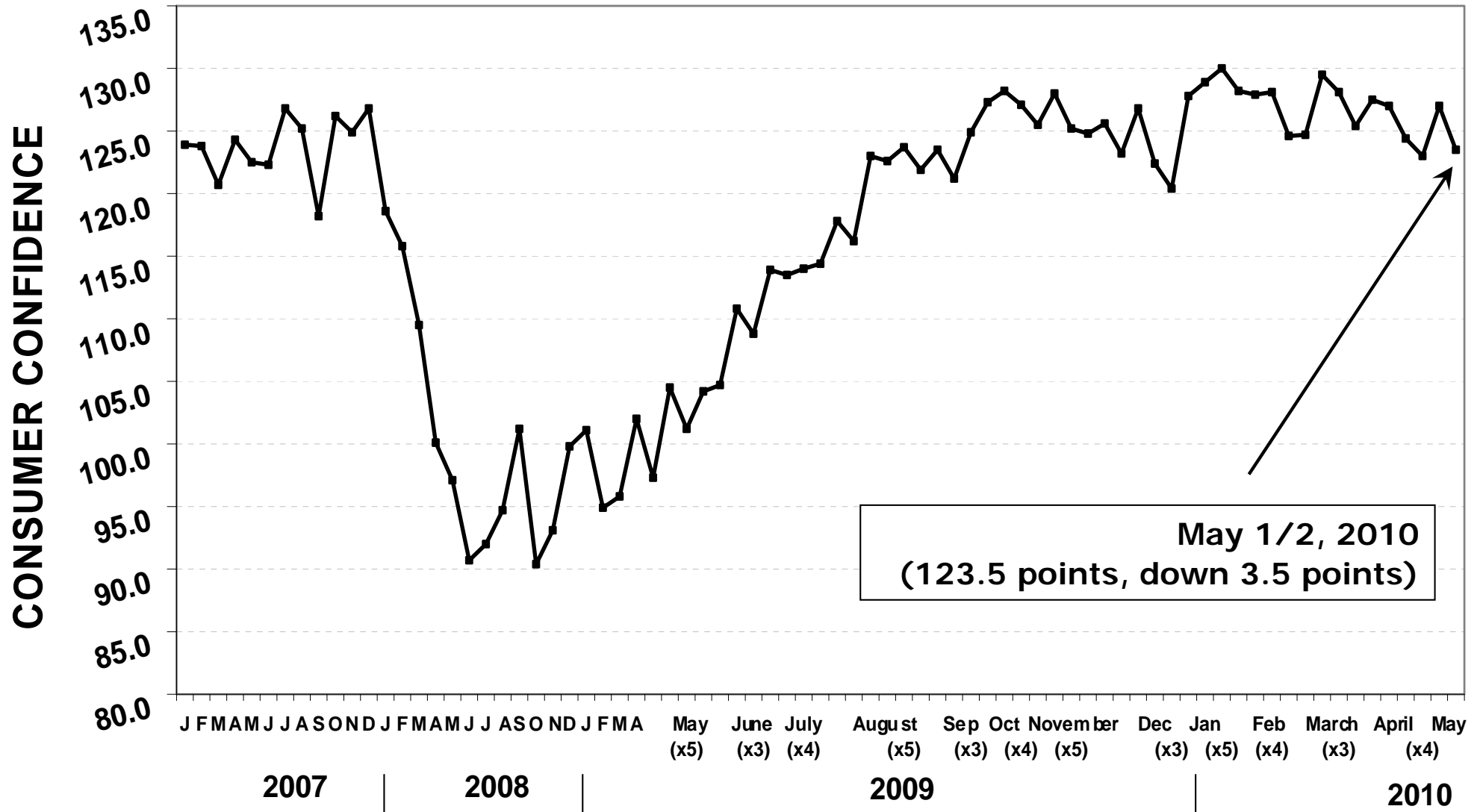
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Margin of Error

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.

<u>Sample Size</u>	<u>Percentage Estimate</u>			
	<u>40%-60%</u>	<u>25% or 75%</u>	<u>10% or 90%</u>	<u>5% or 95%</u>
1,000	±3.2	±2.7	±1.9	±1.4

ROY MORGAN CONSUMER CONFIDENCE RATING



Monthly Roy Morgan Consumer Confidence Rating Figures (1973 – 2010)

<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>
1973			119.2			117.0			108.4			103.8	112.1
1974			103.2			95.6			90.6			92.2	95.4
1975			114.0			104.2			100.8			103.0	105.5
1976	113.6		107.0	110.2		107.0	105.6		108.0	108.8	101.2		107.7
1977	104.2		98.6	101.6		103.8	99.4		105.0	104.4	109.4		103.3
1978	119.2		114.8	110.8		109.6	101.6		91.2	104.4	103.6		106.9
1979	110.2		106.2	109.4		92.6	90.2		99.4	97.6	98.8		100.6
1980	98.8		100.8	97.4		101.6	98.2		104.4	109.8	106.4		102.2
1981	113.4		111.8	101.8		100.8	95.0		92.4	98.2	98.0		101.4
1982	92.4		91.8	93.6		92.2	80.4		84.6	81.2	75.2		86.4
1983	87.8		97.4	96.0		95.4	98.2		100.6	106.4	113.2		99.4
1984	124.6		120.8	120.8		115.6	116.6		118.2	117.8	114.6		118.6
1985	114.8		110.2	99.4		98.0	100.8		106.8	107.8	94.8		104.1
1986	105.4		103.8	94.6	94.8	91.6	79.8	79.8	78.8	89.8	85.6	88.8	90.3
1987	90.4	88.0	86.8	90.8	91.8	93.4	98.6	96.4	94.8	104.0	87.2	93.0	92.9
1988	100.4	98.8	103.6	106.2	104.0	104.0	107.6	108.2	112.4	108.8	104.2	105.8	105.3
1989	105.0	94.6	88.4	88.4	87.4	72.8	73.0	78.8	82.0	79.0	81.0	80.0	84.2
1990	101.6	95.6	83.4	88.3	84.7	83.1	79.6	83.9	75.6	71.4	73.1	71.3	82.6
1991	78.5	85.4	85.0	87.2	87.7	88.6	98.1	95.2	93.3	95.8	91.1	83.0	89.1
1992	93.6	95.9	96.2	105.4	101.6	97.7	95.4	96.9	96.8	101.2	93.6	92.9	97.3
1993	100.8	100.4	105.9	102.3	102.2	96.2	96.6	100.8	90.2	103.5	111.9	108.5	101.6
1994	120.5	127.5	125.7	127.7	125.2	128.0	127.6	123.8	123.6	124.6	118.1	118.0	124.2
1995	112.3	112.4	113.9	114.7	112.0	112.4	110.2	115.5	111.7	116.2	114.3	111.9	113.1
1996	116.7	119.1	123.7	121.5	118.8	117.8	112.3	114.4	113.2	111.3	113.4	113.2	116.3
1997	119.2	115.1	116.2	112.5	114.2	115.5	110.7	111.7	112.4	112.8	111.6	110.6	113.5
1998	117.8	116.0	114.9	110.2	114.4	109.8	107.6	111.1	111.0	113.9	114.2	114.7	112.8
1999	122.1	121.8	122.5	119.6	122.5	122.2	118.2	122.8	122.3	119.6	122.8	122.2	121.6
2000	122.3	119.9	112.9	116.6	112.0	108.7	114.8	119.1	115.8	115.6	110.3	112.3	115.0
2001	119.9	109.5	106.2	103.6	107.4	108.6	115.3	116.4	120.9*	106.8	109.4	113.3	111.4
2002	124.8	123.0	122.3	123.2	124.0	116.4	123.4	119.9	122.1	117.2	114.0	109.6	120.0
2003	122.5	113.4	109.9	120.8	127.0	122.4	123.2	122.4	123.2	121.2	124.2	120.4	120.9
2004	126.0	126.8	130.4	124.4	125.0	125.6	128.9	127.6	126.0	128.9	124.8	125.5	126.7
2005	133.2	132.0	121.5	119.4	119.5	118.8	116.8	120.6	114.3	105.4	110.6	117.7	119.2
2006	124.3	124.5	124.4	120.1	106.8	115.1	118.1	103.7^	108.6	115.8	111.5	117.4	115.9
2007	123.9	123.8	120.7	124.3	122.5	122.3	126.8	125.2	118.2	126.2	124.9	126.8	123.8
<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	123.5Ⓞ								126.8

* The Roy Morgan Consumer Confidence Rating for September 15/16, 2001, conducted by telephone, was 102.3.

^ 84 of the 107 Western Australian interviews were conducted by telephone on August 9/10 due to a Southern WA Cyclone.

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

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

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

Weekly Roy Morgan Consumer Confidence Rating Figures (2010)

<u>January</u>						<u>February</u>			<u>March</u>		
2/3	9/10	16/17	23/24	30/31	6/7	13/14	20/21	27/28	6/7	13/14	20/21
127.8	128.9	130.0	128.2	127.9	128.1	124.6	124.7	129.5	128.1	125.4	127.5
<u>January (Avg. – 1973-2010)</u>						<u>February (Avg. – 1973-2010)</u>			<u>March (Avg. – 1973-2010)</u>		
111.7						111.7			109.1		
<u>April</u>				<u>May</u>				<u>June</u>			
3/4	10/11	17/18	24/25	1/2	8/9	15/16	22/23	29/30	5/6	12/13	19/20
127.0	124.4	123.0	127.0	123.5							
<u>April (Avg. – 1973-2010)</u>				<u>May (Avg. – 1973-2010)</u>				<u>June (Avg. – 1973-2009)</u>			
108.3				109.1				105.5			
<u>July</u>				<u>August</u>				<u>September</u>			
3/4	10/11	17/18	24/25	31/1	7/8	14/15	21/22	28/29	4/5	11/12	18/19
<u>July (Avg. – 1973-2009)</u>				<u>August (Avg. – 1973-2009)</u>				<u>September (Avg. – 1973-2009)</u>			
105.2				108.8				105.5			
<u>October</u>				<u>November</u>				<u>December</u>			
2/3	9/10	16/17	23/24	30/31	6/7	13/14	20/21	27/28	4/5	11/12	18/19
<u>October (Avg. – 1973-2009)</u>				<u>November (Avg. – 1973-2009)</u>				<u>December (Avg. – 1973-2009)</u>			
107.1				105.5				106.6			
Weekly Roy Morgan Consumer Confidence 2010 Average:								126.8			
Overall Roy Morgan Consumer Confidence Average (1973 – 2010):								107.8			

Results for the Roy Morgan Consumer Confidence Rating* for the component questions (2007) are as follows:

	2007	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Interviews	1,077	1,251	1,115	1,150	1,215	1,016	937	929	1,053	1,084	1,077	1,006	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	36	34	35	36	34	34	37	40	33	40	37	38
	Worse off	25	26	26	24	27	25	27	23	27	21	24	20
Question 1 difference		11	8	9	12	7	9	10	17	6	19	13	18
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	41	46	39	42	41	39	44	44	39	45	42	44
	Worse off	16	15	15	13	14	16	14	13	15	12	12	12
Question 2 difference		25	31	24	29	27	23	30	31	24	33	30	32
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	44	44	41	43	46	45	48	43	40	44	45	47
	Bad Times	21	21	21	19	19	19	17	20	23	16	16	13
Question 3 difference		23	23	20	24	27	26	31	23	17	28	29	34
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	37	37	36	37	35	34	38	38	34	37	39	39
	Bad times	17	20	21	19	19	19	16	16	20	16	16	14
Question 4 difference		20	17	15	18	16	15	22	22	14	21	23	25
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***													
	Good time to buy	57	56	52	53	52	54	58	51	50	49	50	47
	Bad time to buy	17	16	16	15	17	16	17	18	20	19	21	22
Question 5 difference		40	40	36	38	35	38	41	33	30	30	29	25
Roy Morgan Consumer Confidence Rating	123.9	123.8	120.7	124.3	122.5	122.3	126.8	125.2	118.2	126.2	124.9	126.8	

*The Roy Morgan Consumer 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.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the Roy Morgan Consumer Confidence Rating* for the component questions (2008: January - September) are as follows:

	2008										
	Jan	Feb	Mar	Apr	May	June	July	Aug 2/3	Aug 30/31	Sep	
Interviews	1,027	994	1,176	1,121	1,186	1,081	999	1,075	1,042	1,057	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?											
Over the past year	Better off	33	35	30	29	28	22	28	25	27	28
	Worse off	25	25	30	34	35	45	40	43	39	39
Question 1 difference		8	10	0	-5	-7	-23	-12	-18	-12	-11
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?											
	Better off	39	40	39	37	32	31	35	35	36	38
	Worse off	16	17	17	22	27	31	29	25	22	22
Question 2 difference		23	23	22	15	5	0	6	10	14	16
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?											
	Good Times	38	36	32	25	26	22	19	18	24	25
	Bad Times	25	30	30	37	39	39	48	48	37	38
Question 3 difference		13	6	2	-12	-13	-17	-29	-30	-13	-13
Q4 Looking ahead, what would you say it 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 – or some good and some bad?											
	Good times	35	37	33	29	29	26	26	25	31	30
	Bad times	18	20	20	24	26	26	33	28	23	21
Question 4 difference		17	17	13	5	3	0	-7	-3	8	9
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***											
	Good time to buy	52	46	39	33	34	33	36	32	32	35
	Bad time to buy	20	23	29	35	35	38	32	40	32	30
Question 5 difference		32	23	10	-2	-1	-5	4	-8	0	5
Roy Morgan Consumer Confidence Rating	118.6	115.8	109.5	100.1	97.1	90.7	92	90.1	99.3	101.2	

*The Roy Morgan Consumer 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.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2008: October - December) are as follows:

	2008												
	Oct 4/5	Oct 11/12	Oct 18/19	Oct 25/26	Nov 1/2	Nov 8/9	Nov 15/16	Nov 22/23	Nov 29/30	Dec 6/7	Dec 13/14	Dec 20/21	
Interviews	1,183	981	1,064	1,072	1,060	1,100	1,045	989	1,140	1,109	1,016	988	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	25	26	27	25	26	28	23	26	27	27	29	31
	Worse off	38	41	37	42	40	36	37	37	36	36	35	34
Question 1 difference		-13	-15	-10	-17	-14	-8	-14	-11	-9	-9	-6	-3
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	38	34	34	32	34	37	32	37	36	34	38	37
	Worse off	22	23	24	27	25	20	23	23	20	20	19	20
Question 2 difference		16	11	10	5	9	17	9	14	16	14	19	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, bad times or some good and some bad?													
	Good Times	19	14	15	14	14	16	16	17	18	18	16	16
	Bad Times	44	49	48	54	51	49	50	49	47	46	46	48
Question 3 difference		-25	-35	-33	-40	-37	-33	-34	-32	-29	-28	-30	-32
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	28	28	27	28	30	30	26	30	31	29	30	33
	Bad times	22	26	26	28	25	21	26	22	23	22	22	19
Question 4 difference		6	2	1	0	5	9	0	8	8	7	8	14
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?*													
	Good time to buy	29	26	30	28	31	33	33	33	39	40	43	46
	Bad time to buy	40	43	45	40	43	39	37	37	36	33	34	26
Question 5 difference		-11	-17	-15	-12	-12	-6	-4	-4	3	7	9	20
Weekly Roy Morgan Consumer Confidence Rating	94.2	89.5	90.7	87.3	90.3	95.8	91.2	94.9	97.8	98.4	99.9	103.0	

*The Roy Morgan Consumer 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.

** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2009: January - March) are as follows:

	2009												
	Jan 3/4	Jan 10/11	Jan 17/18	Jan 24/25	Jan 31/ Feb 1	Feb 7/8	Feb 14/15	Feb 21/22	Feb 28/ Mar 1	Mar 7/8	Mar 14/15	Mar 21/22	
Interviews	981	1,053	1,023	1,129	927	993	916	1,145	1,016	1,133	1,046	1,042	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	28	33	29	26	26	30	25	26	25	28	26	27
	Worse off	31	32	34	37	37	36	37	37	37	34	37	36
Question 1 difference		-3	1	-5	-11	-11	-6	-12	-11	-12	-6	-11	-9
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	36	42	36	32	36	37	32	34	33	34	32	32
	Worse off	20	17	19	25	21	21	21	21	22	19	23	21
Question 2 difference		16	25	17	7	15	16	11	13	11	15	9	11
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	17	20	15	13	11	11	13	13	13	12	12	16
	Bad Times	48	47	51	61	60	62	54	54	59	57	60	56
Question 3 difference		-31	-27	-36	-48	-49	-51	-41	-41	-46	-45	-48	-40
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	35	37	32	28	29	28	32	30	31	33	32	33
	Bad times	19	20	22	27	25	27	26	26	24	23	27	22
Question 4 difference		16	17	10	1	4	1	6	4	7	10	5	11
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***													
	Good time to buy	48	48	45	43	43	43	46	43	45	44	44	44
	Bad time to buy	25	29	26	33	35	32	30	30	30	31	31	31
Question 5 difference		23	19	19	10	8	11	16	13	15	13	13	13
Weekly Roy Morgan Consumer Confidence Rating	104.1	107.2	101.1	92.0	93.4	94.1	96.2	95.8	95.2	97.3	93.5	97.2	

*The Roy Morgan Consumer 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.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2009: April - June) are as follows:

	2009												
	Mar 28/29 & Apr 4/5	Apr 11/12	Apr 18/19	Apr 25/26	May 2/3	May 9/10	May 16/17	May 23/24	May 30/31	June 6/7	June 13/14	June 20/21	
Interviews	1,486	987	1,145	1,051	1,106	1,032	1,122	1,065	1,082	1,083	1,010	997	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	30	27	25	29	25	26	25	25	27	26	24	25
	Worse off	32	33	37	35	35	35	34	35	35	34	36	32
Question 1 difference		-2	-6	-12	-6	-10	-9	-9	-10	-8	-8	-12	-7
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	39	37	38	33	33	38	36	38	38	40	39	39
	Worse off	16	17	16	20	22	17	19	18	19	15	18	15
Question 2 difference		23	20	22	13	11	21	17	20	19	25	21	24
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	15	17	18	15	12	19	16	19	19	22	24	27
	Bad Times	55	52	50	53	58	46	51	45	48	34	43	31
Question 3 difference		-40	-35	-32	-38	-46	-27	-35	-26	-29	-12	-19	-4
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	35	37	39	35	35	39	36	39	38	40	47	44
	Bad times	21	17	18	21	21	19	22	19	20	16	18	13
Question 4 difference		14	20	21	14	14	20	14	20	18	24	29	31
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***													
	Good time to buy	46	45	44	45	46	46	47	45	49	49	51	50
	Bad time to buy	27	28	29	30	29	28	28	27	25	24	27	25
Question 5 difference		19	17	15	15	17	18	19	18	24	25	24	25
Weekly Roy Morgan Consumer Confidence Rating	102.6	103.4	102.6	99.6	97.3	104.5	101.2	104.2	104.7	110.8	108.8	113.9	

*The Roy Morgan Consumer 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 question.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2009: July - September) are as follows:

	2009												
	July 4/5	July 11/12	July 18/19	July 25/26	Aug 1/2	Aug 8/9	Aug 15/16	Aug 22/23	Aug 29/30	Sep 5/6	Sep 12/13	Sep 19/20	
Interviews	1,466	1,018	1,130	1,008	1,155	1,050	1,045	1,035	1,050	928	1,095	1,041	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	26	27	25	25	25	30	29	27	30	29	30	29
	Worse off	38	34	35	33	33	31	29	31	33	30	31	30
Question 1 difference		-12	-7	-10	-8	-8	-1	0	-4	-3	-1	-1	-1
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	42	40	41	43	41	46	43	42	42	44	41	42
	Worse off	16	13	15	13	13	10	11	13	13	12	13	12
Question 2 difference		26	27	26	30	28	36	32	29	29	32	28	30
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	29	25	28	31	32	36	39	40	40	43	39	43
	Bad Times	34	31	30	29	24	23	23	22	24	20	20	19
Question 3 difference		-5	-6	-2	2	8	13	16	18	16	23	19	24
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	47	43	45	46	44	50	51	55	52	46	48	50
	Bad times	15	15	13	13	13	11	12	10	12	11	12	10
Question 4 difference		32	28	32	33	31	39	39	45	40	35	36	40
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***													
	Good time to buy	52	51	49	54	47	49	51	51	52	50	48	50
	Bad time to buy	24	23	24	22	24	21	24	21	24	22	23	18
Question 5 difference		28	28	25	32	23	28	27	30	28	28	25	32
Weekly Roy Morgan Consumer Confidence Rating	113.5	114.0	114.4	117.8	116.2	123.0	122.6	123.7	121.9	123.5	121.2	124.9	

*The Roy Morgan Consumer 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 question.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2009: October - December) are as follows:

	2009												
	Oct 3/4	Oct 10/11	Oct 17/18	Oct 24/25	Oct 31/ Nov 1	Nov 7/8	Nov 14/15	Nov 21/22	Nov 28/29	Dec 5/6	Dec 12/13	Dec 19/20	
Interviews	1,334	997	1,132	1,026	1,130	1,028	1,196	1,086	1,122	1,040	1,133	975	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	30	32	30	30	27	26	29	29	28	31	28	27
	Worse off	29	29	28	30	29	28	30	31	32	27	31	33
Question 1 difference		1	3	2	0	-2	-2	-1	-2	-4	4	-3	-6
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	47	48	44	39	43	42	42	43	41	43	40	43
	Worse off	11	11	10	15	12	13	14	14	15	13	16	15
Question 2 difference		36	37	34	24	31	29	28	29	26	30	24	28
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	48	45	44	47	49	46	46	45	44	44	43	40
	Bad Times	17	17	17	18	16	18	19	17	19	17	21	21
Question 3 difference		31	28	27	29	33	28	27	28	25	27	22	19
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	52	49	48	50	49	48	49	48	47	51	47	42
	Bad times	12	12	11	12	10	13	12	11	13	11	13	13
Question 4 difference		40	37	37	38	39	35	37	37	34	40	34	29
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***													
	Good time to buy	50	53	56	53	57	53	53	54	55	54	54	52
	Bad time to buy	21	17	21	17	18	17	20	19	21	20	19	20
Question 5 difference		29	36	35	36	39	36	33	35	34	34	35	32
Weekly Roy Morgan Consumer Confidence Rating	127.3	128.2	127.1	125.5	128.0	125.2	124.8	125.6	123.2	126.8	122.4	120.4	

*The Roy Morgan Consumer 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.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2010: January - March) are as follows:

	2010												
	Jan 2/3	Jan 9/10	Jan 16/17	Jan 23/24	Jan 30/31	Feb 6/7	Feb 13/14	Feb 20/21	Feb 27/28	Mar 6/7	Mar 13/14	Mar 20/21	
Interviews	993	1,081	1,069	1,021	1,079	1,056	1,103	1,078	1,193	1,136	1,064	1,013	
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?													
Over the past year	Better off	32	32	29	27	32	30	28	29	31	32	27	30
	Worse off	28	31	28	28	26	29	32	33	28	27	30	29
Question 1 difference		4	1	1	-1	6	1	-4	-4	3	5	-3	1
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?													
	Better off	47	46	44	47	43	44	44	42	48	46	43	45
	Worse off	13	13	13	12	14	11	14	16	14	14	15	15
Question 2 difference		34	33	31	35	29	33	30	26	34	32	28	30
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?													
	Good Times	47	47	50	49	45	43	45	47	49	47	47	47
	Bad Times	17	16	14	18	15	14	18	18	16	17	15	15
Question 3 difference		30	31	36	31	30	29	27	29	33	30	32	32
Q4 Looking ahead, what would you say it 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 – or some good and some bad?													
	Good times	48	48	48	50	49	47	47	48	51	47	46	49
	Bad times	13	11	12	13	11	10	13	13	12	12	12	10
Question 4 difference		35	37	36	37	38	37	34	35	39	35	34	39
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?*													
	Good time to buy	56	58	59	57	55	54	54	54	56	56	53	54
	Bad time to buy	19	16	14	19	18	13	18	17	17	18	17	19
Question 5 difference		37	42	45	38	37	41	36	37	39	38	36	35
Weekly Roy Morgan Consumer Confidence Rating	127.8	128.9	130.0	128.2	127.9	128.1	124.6	124.7	129.5	128.1	125.4	127.5	

*The Roy Morgan Consumer 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.

** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.

Results for the weekly Roy Morgan Consumer Confidence Rating* for the component questions (2010: April - June) are as follows:

	2010											
	Apr 3/4	Apr 10/11	Apr 17/18	Apr 24/25	May 1/2	May 8/9	May 15/16	May 22/23	May 29/30	June 5/6	June 12/13	June 19/20
Interviews	1,217	1,105	1,150	1,082	1,117							
Q1 Would you say you and your family are better off financially or worse off than you were at this time last year?												
Over the past year	Better off	30	29	29	32	31						
	Worse off	29	30	29	28	29						
Question 1 difference		1	-1	0	4	2						
Q2 This time next year, do you and your family expect to be better off financially or worse off than you are now?												
	Better off	43	46	41	44	41						
	Worse off	12	14	19	17	15						
Question 2 difference		31	32	22	27	26						
Q3 Thinking of economic conditions in Australia as a whole. In the next 12 months, do you expect we'll have good times financially, bad times or some good and some bad?												
	Good Times	48	44	45	48	45						
	Bad Times	16	17	19	17	22						
Question 3 difference		32	27	26	31	23						
Q4 Looking ahead, what would you say it 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 – or some good and some bad?												
	Good times	45	44	45	46	44						
	Bad times	13	13	16	13	15						
Question 4 difference		32	31	29	33	29						
Q5 Generally, do you think now is a good time – or a bad time – for people to buy major household items?***												
	Good time to buy	56	52	56	57	54						
	Bad time to buy	17	18	19	16	16						
Question 5 difference		39	34	37	41	38						
Weekly Roy Morgan Consumer Confidence Rating	127.0	124.4	123.0	127.0	123.5							

*The Roy Morgan Consumer 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 question.

*** This question was asked slightly differently in 1994: "Describe your family's ability to buy major household items now compared with a year ago". Possible answers were: Much better; A little better; A little worse; Much worse.