



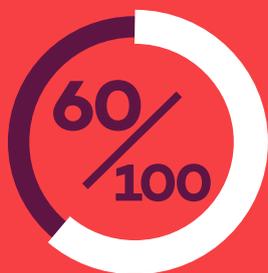
Action Pulse Survey – SA Quarterly Report

Welcome to the first edition of the Action Pulse Survey Quarterly Report, brought to you by Action Market Research.

The Action Pulse Survey collects information about people’s attitudes towards South Australia, to investigate what matters most right now. We are inherently interested in the power of people’s opinions, and what drives us as a State. As proud South Australians, we want to start a discussion about the issues facing our State and possible solutions for them.

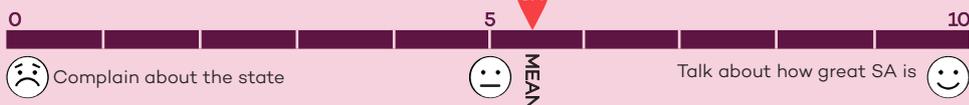
The report summarises the results of our Quarter 1 survey in 2017, based on 926 respondents from across South Australia. If you are interested in finding out more details, or would like to suggest a special topic of interest for future editions of the survey, **Take Action Now** and get in touch with us!

Action Attitude Index Score Q1 2017



Action Attitude Index

The Action Attitude Index is a composite measure of South Australia’s performance in Satisfaction, Recommendation, Consumer Confidence and How we’re talking about the State.



South Australians are somewhat satisfied with the State and where they live. They’re unlikely to actively promote the State, and are just as likely to complain about it than talk about how great it is. Most South Australians feel their financial position will be the same or worse off in the next 6 months. This results highlights a lot of room for improvement!

The Top Issues Currently Tickling Us as a State*



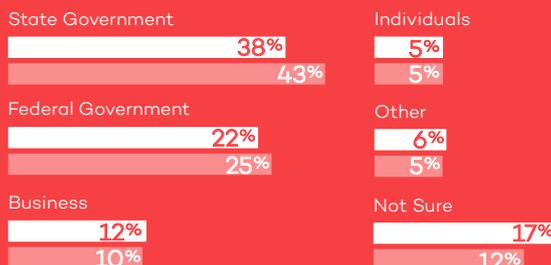
*Top 3 ranked.

Living Costs are a concern for all age groups. Those 18-34 years and 35-49 years are more concerned about Jobs and Employment and Housing Affordability, and those 50+ years are more concerned about Power (Electricity), and Ageing Population.

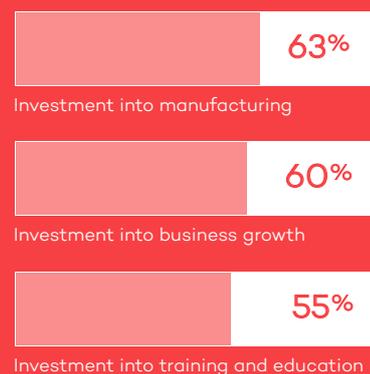
In Focus - JOBS

South Australia currently has the highest unemployment rate in Australia (6.9% May 2017). Jobs and Employment ranked as one of the top 3 issues facing South Australians.

Who do you think is responsible for causing fixing the high unemployment rate?



Types of investment needed



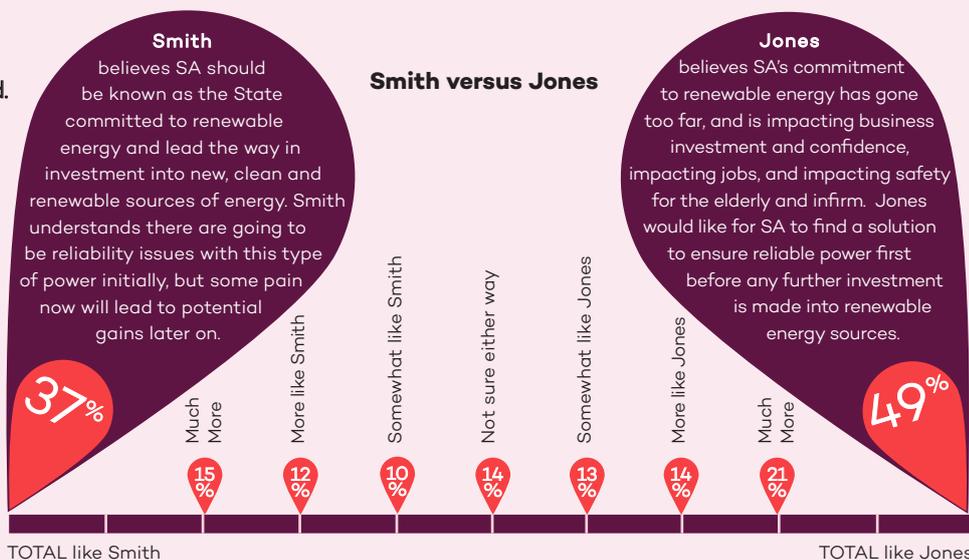
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In Focus - POWER

Level of impact recent power issues have had.

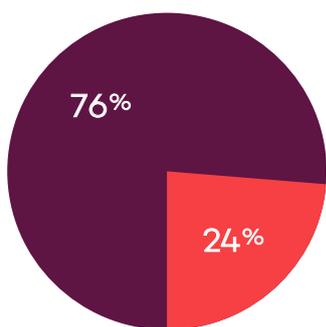


Level of support for State Government's \$550m plan to address power issues

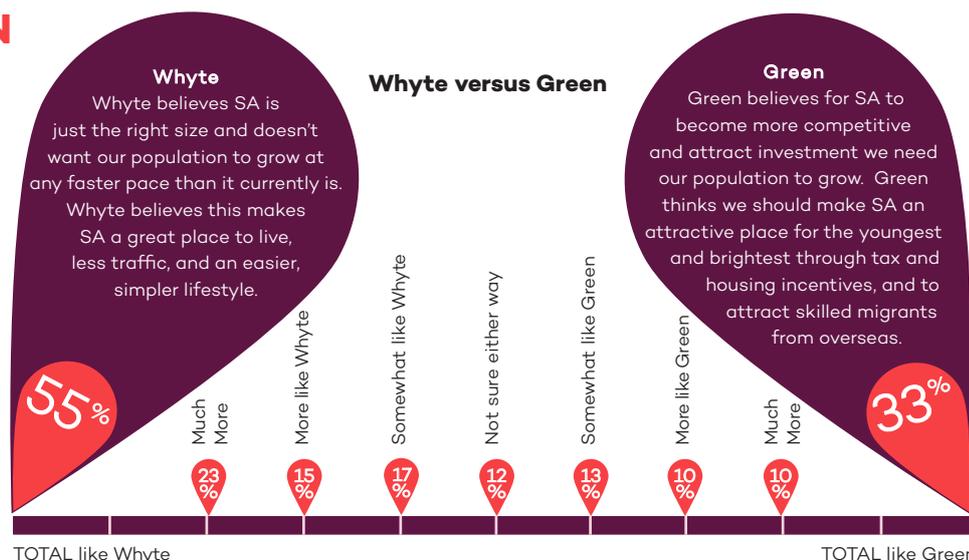


In Focus - POPULATION

- Would like SA's population to grow at the current rate
- Would like SA's population to grow at a faster rate



Three quarters of South Australians don't want our population to grow at a faster rate, and the belief is that this makes SA a great place to live, with less traffic, and an easier/simpler lifestyle.

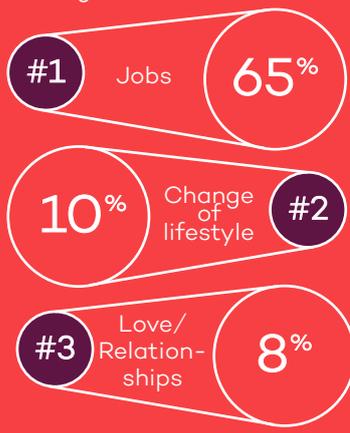


In Focus - MIGRATION

64% of South Australians have family or friends who have left SA permanently

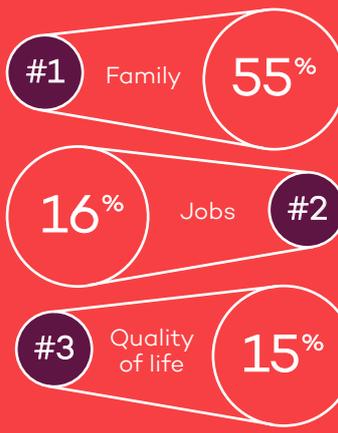
Impact on the younger generations is higher, with 68% of those 18-34 having family or friends leave for overseas or interstate permanently.

Top 3 reasons why people are leaving the State:



38% of South Australians have had family or friends move interstate or overseas and then move back to SA.

Top 3 Reasons why people decided to move back to SA:



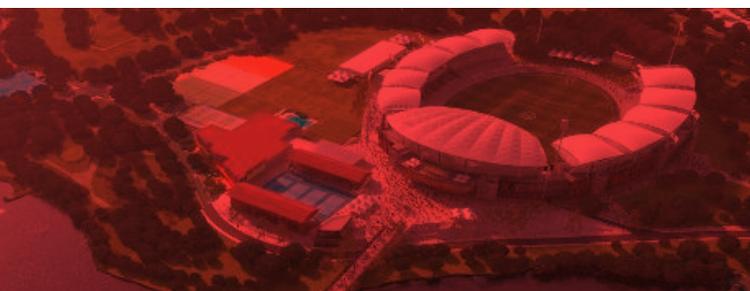
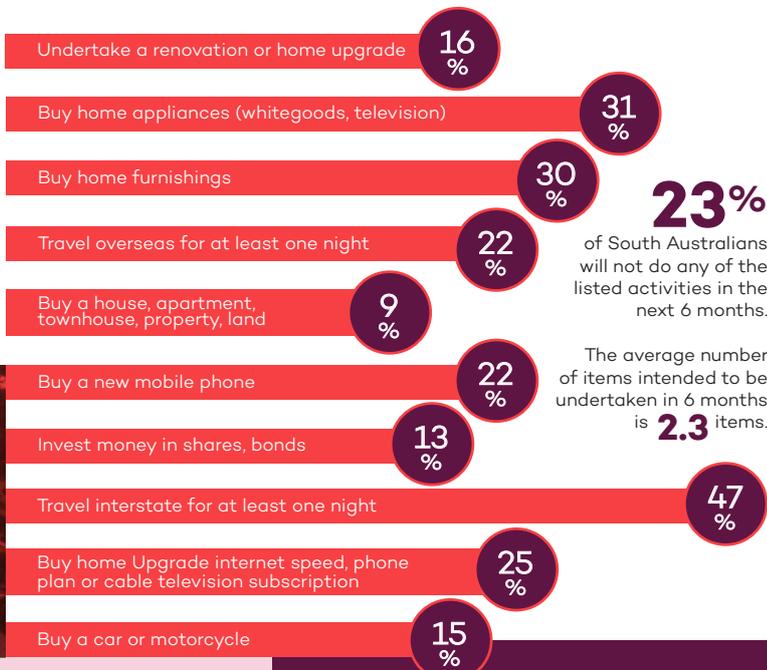
Two thirds of South Australians know family or friends who have left our State permanently. Those choosing to leave have done so for employment opportunities and the perception that life is better elsewhere. Just over a third of South Australians know family or friends who have decided to move back to SA after spending time away. Family is the major draw card in bringing South Australians back to the State.

Economic Confidence

Financial position in 6 months.

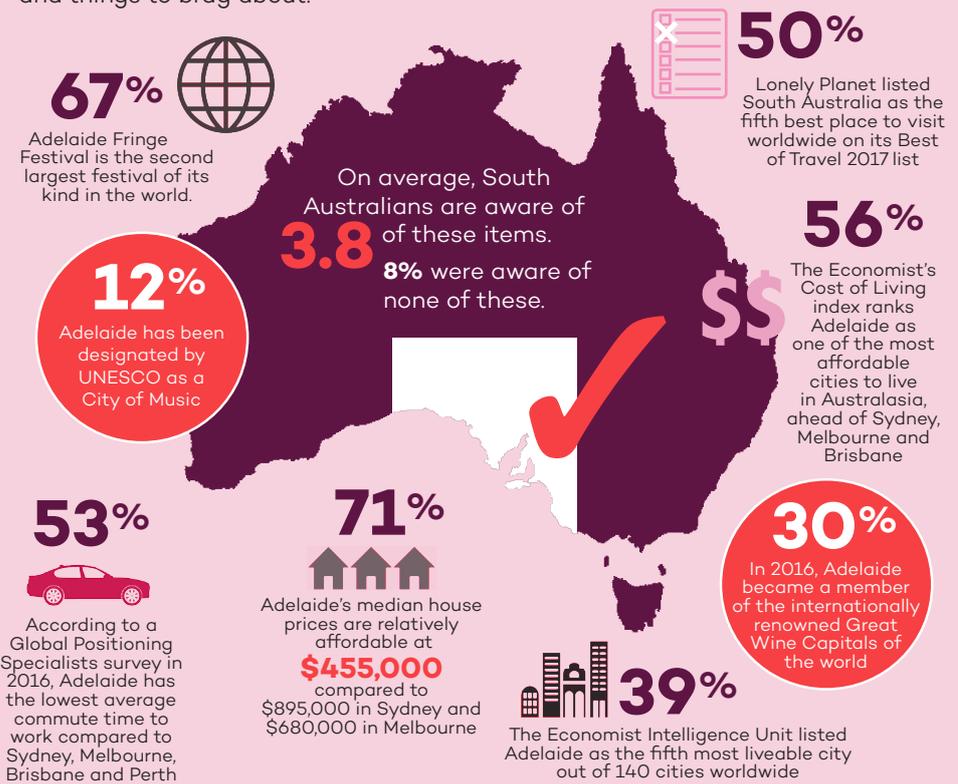


In the next 6 months are you going to do any of the following things?



Positives about SA - Awareness Levels

We're passionate about South Australia, and creating positive discussion about our State is one easy and simple way to promote ourselves. We tested the awareness of some of the more recent South Australian accomplishments and things to brag about:



The fine print

This survey was undertaken in March and April 2017. It was undertaken online, with quotas applied on age, gender and region to ensure a representative sample of South Australia's population was achieved. A total of n=926 interviews were utilised for these results. The margin of error is +/- 3.3% at a confidence level of 95%. This survey has not been commissioned or sponsored by any third party, and is undertaken internally by us as a part of our commitment to continually improve our knowledge about the State. This is just a snapshot of the results, and if you're interested in seeing more detail, **Take Action Now**, and get in contact with our team to discuss your needs.

Let's Talk

Have something to say, add or debate with us about these results? Get in touch! We want to hear from you about what you think about, and have loads more details to share from this survey for the deeply curious.

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