

Item 7.01. Regulation FD Disclosure

The following information is furnished pursuant to Item 7.01, "Regulation FD Disclosure."

On November 21, 2011 South Jersey Industries, Inc. (SJI) declared a quarterly dividend of \$0.4025 per share. The dividend is payable December 29, 2011 to shareholders of record at the close of business December 9, 2011. A copy of the press release of November 21, 2011 announcing the declaration of the dividend is attached hereto as Exhibit 99 and hereby incorporated by reference.

Item 9.01 Financial Statements and Exhibits

Exhibit Index

(99) Press release, dated: November 21, 2011, issued by South Jersey Industries, Inc.

Signature

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

SOUTH JERSEY INDUSTRIES,
INC.

Date: November 21, 2011

/s/ David A. Kindlick
David A. Kindlick
Vice President & Chief Financial
Officer