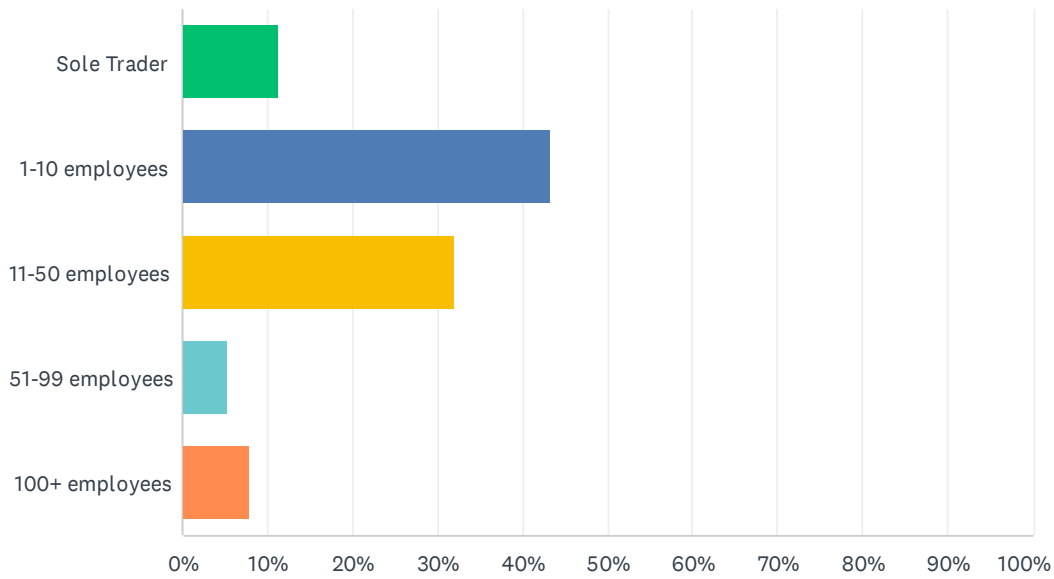
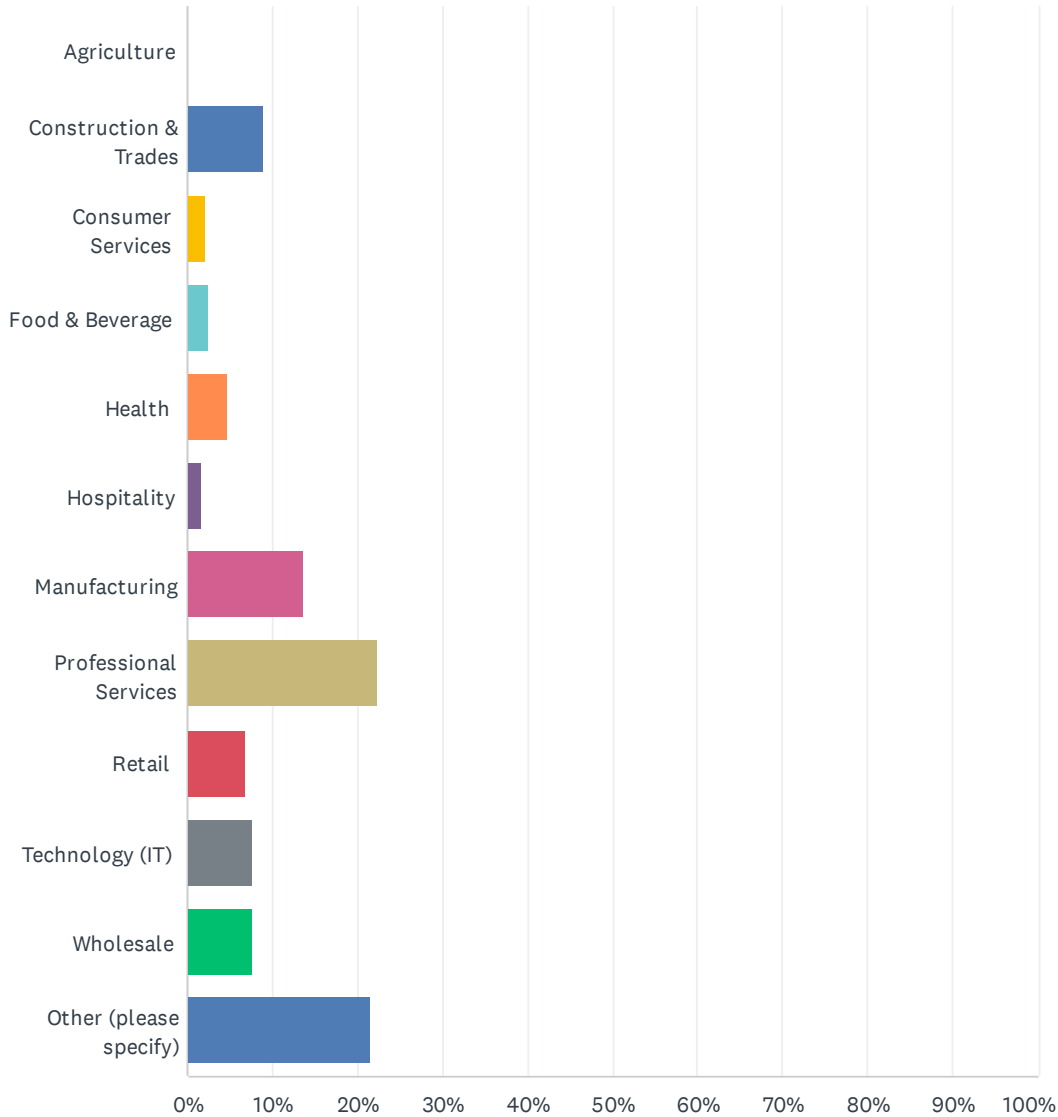


## Q1 Please indicate the number of employees within your business



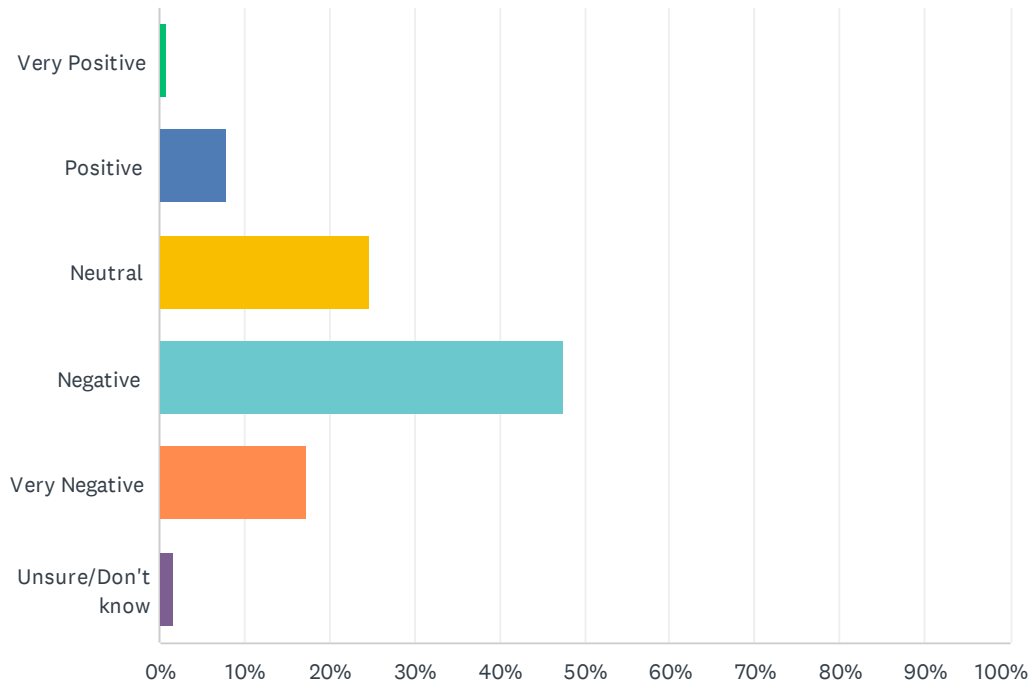
ANSWER CHOICES	RESPONSES
Sole Trader	11.25%
1-10 employees	43.33%
11-50 employees	32.08%
51-99 employees	5.42%
100+ employees	7.92%

## Q2 Which industry does your business operate in?



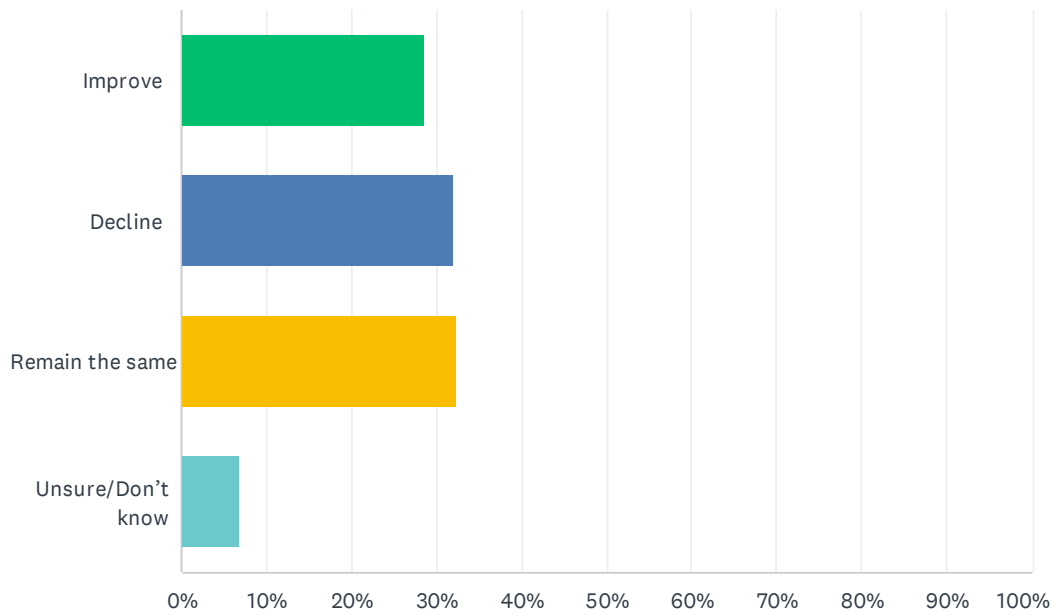
ANSWER CHOICES	RESPONSES
Agriculture	0.00%
Construction & Trades	9.01%
Consumer Services	2.15%
Food & Beverage	2.58%
Health	4.72%
Hospitality	1.72%
Manufacturing	13.73%
Professional Services	22.32%
Retail	6.87%
Technology (IT)	7.73%
Wholesale	7.73%
Other (please specify)	21.46%

### Q3 How do you rate the overall level of business confidence in New Zealand right now?



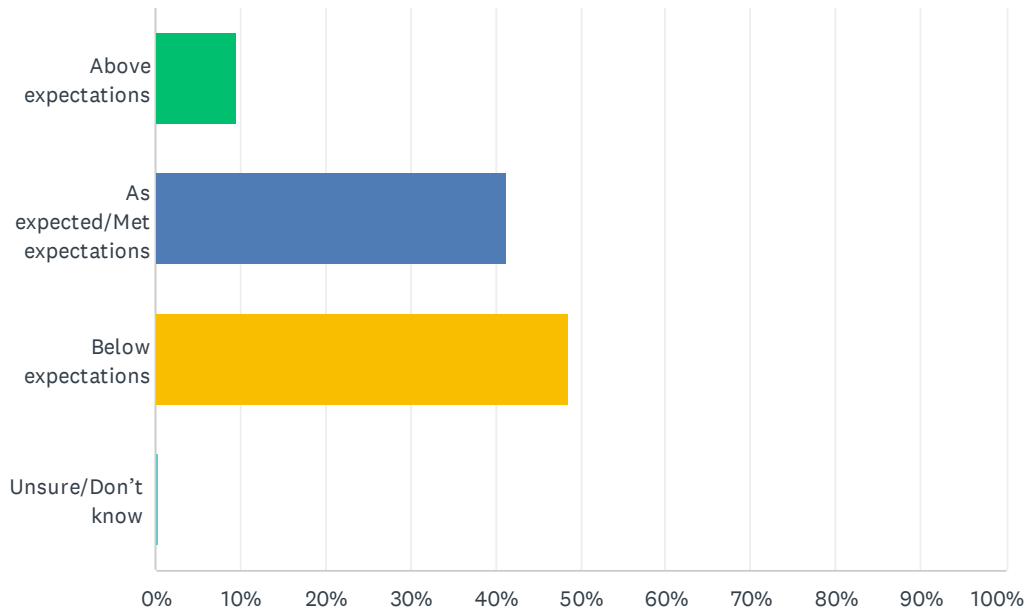
ANSWER CHOICES	RESPONSES
Very Positive	0.87%
Positive	7.79%
Neutral	24.68%
Negative	47.62%
Very Negative	17.32%
Unsure/Don't know	1.73%

## Q4 How do you anticipate the New Zealand economy will perform over the next 12 months?



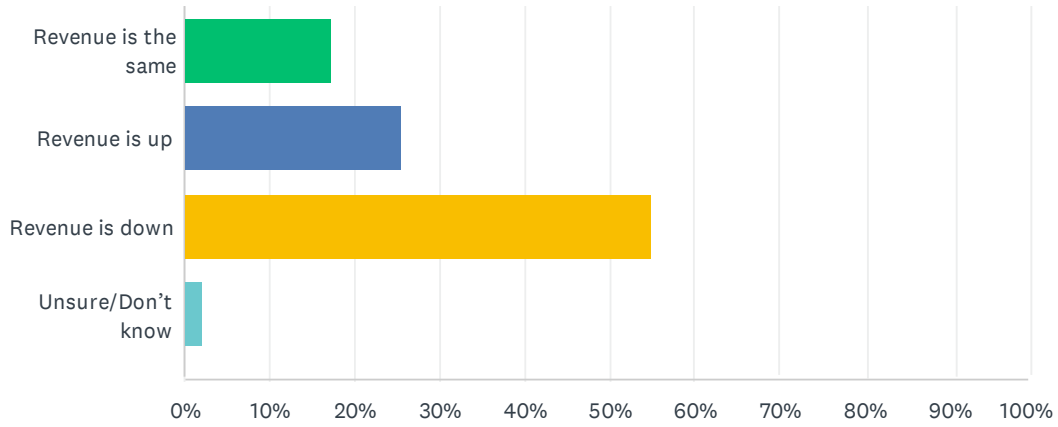
ANSWER CHOICES	RESPONSES
Improve	28.57%
Decline	32.03%
Remain the same	32.47%
Unsure/Don't know	6.93%

## Q5 How would you describe your business performance over the past three months?



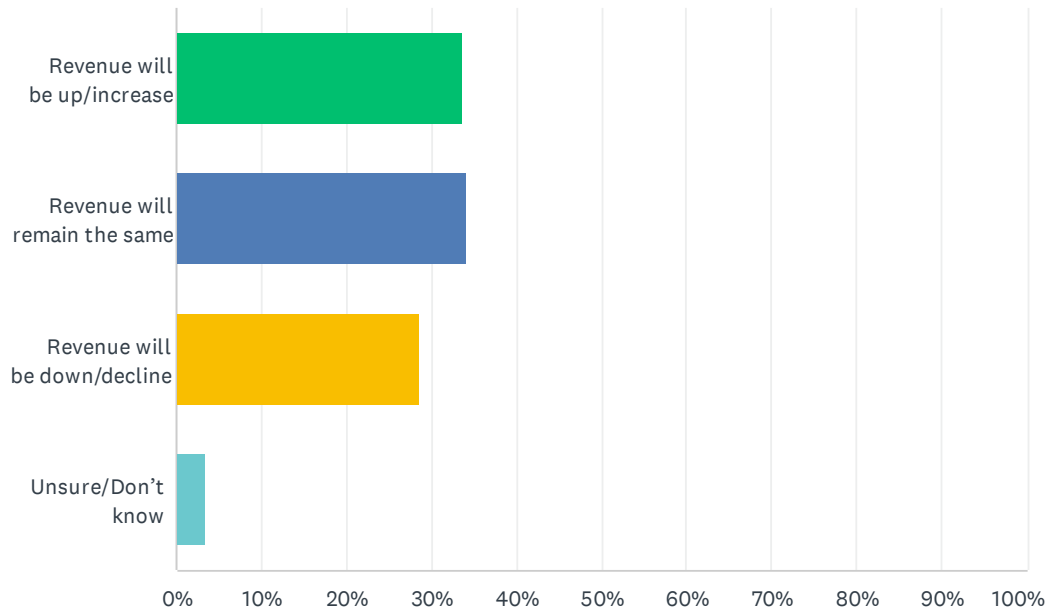
ANSWER CHOICES	RESPONSES
Above expectations	9.57%
As expected/Met expectations	41.30%
Below expectations	48.70%
Unsure/Don't know	0.43%

## Q6 How is your business revenue tracking compared to one year ago?



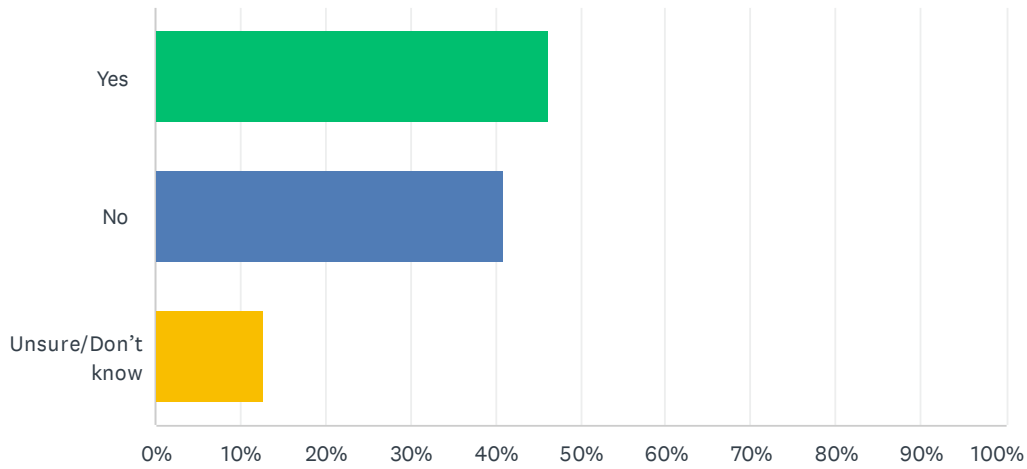
ANSWER CHOICES	RESPONSES
Revenue is the same	17.18%
Revenue is up	25.55%
Revenue is down	55.07%
Unsure/Don't know	2.20%

## Q7 Looking ahead, what is your revenue expectations for the next 12 month?



ANSWER CHOICES	RESPONSES
Revenue will be up/increase	33.77%
Revenue will remain the same	34.21%
Revenue will be down/decline	28.51%
Unsure/Don't know	3.51%

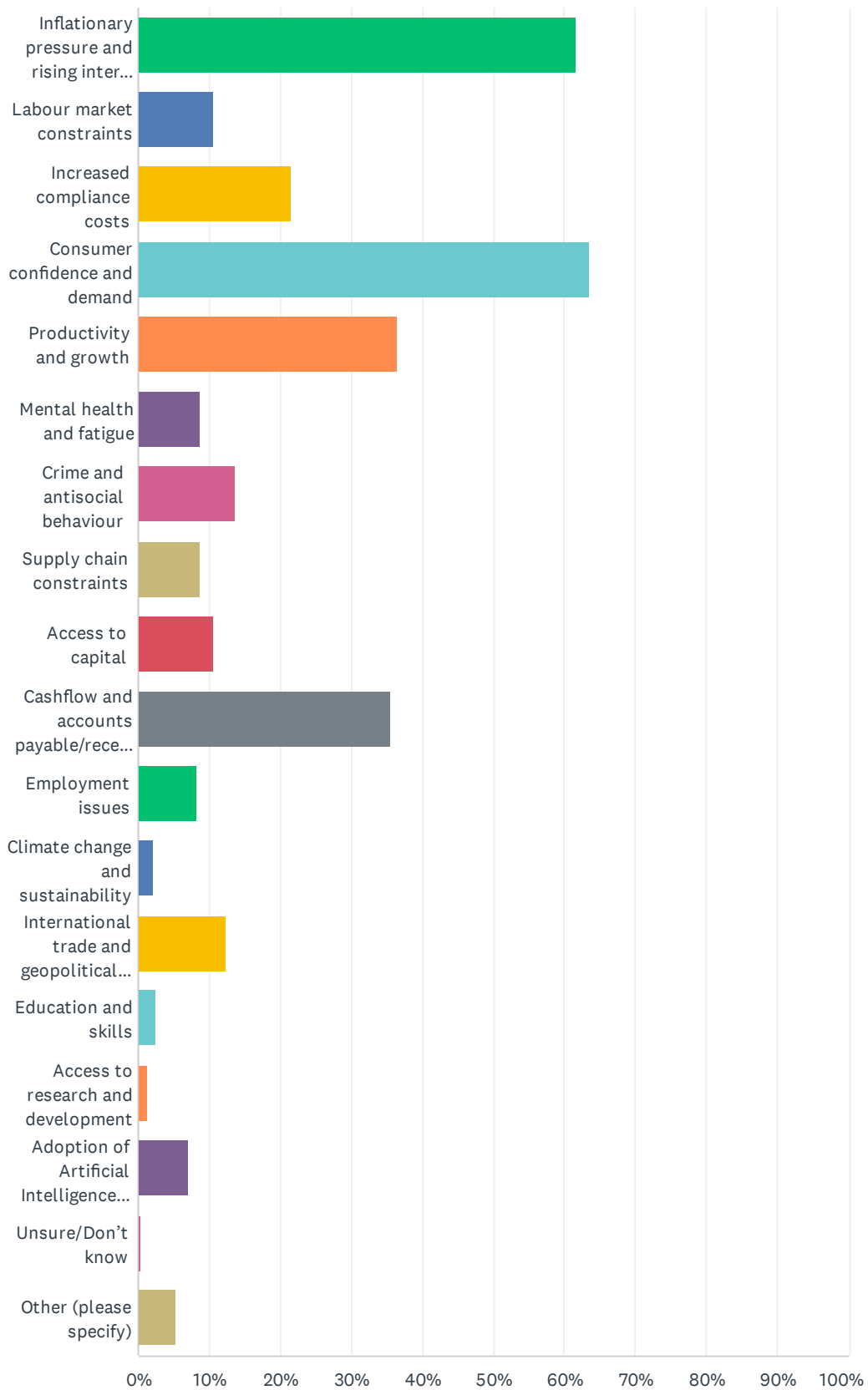
**Q8 Are you planning to invest in your business in the next 12 months?**  
 This could include property, equipment, and technology.



ANSWER CHOICES	RESPONSES
Yes	46.26%
No	40.97%
Unsure/Don't know	12.78%



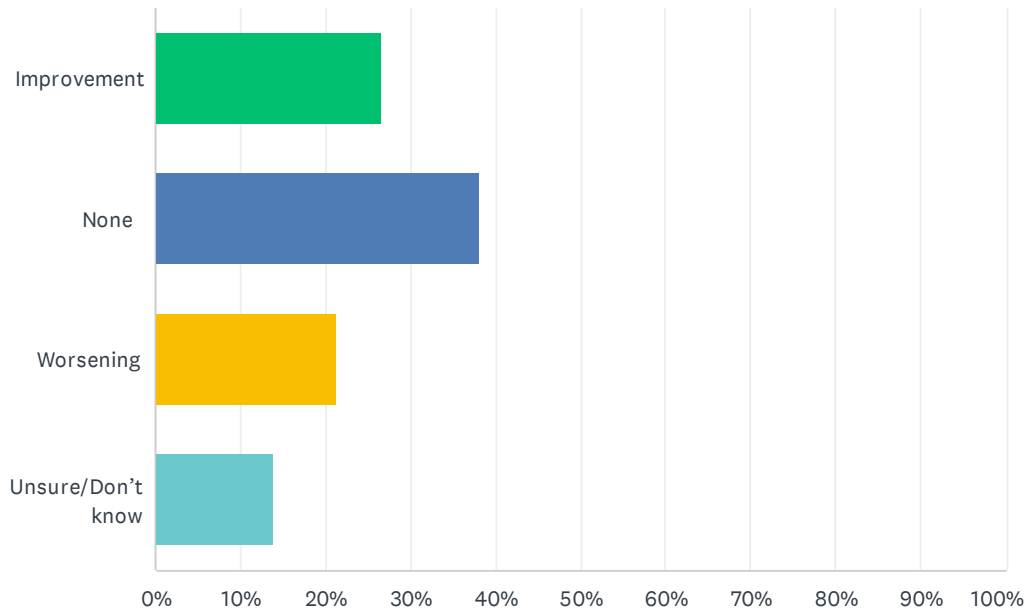
## Q9 What are your top 3 business concerns for the next six months?



## Business Confidence Survey - May 2024

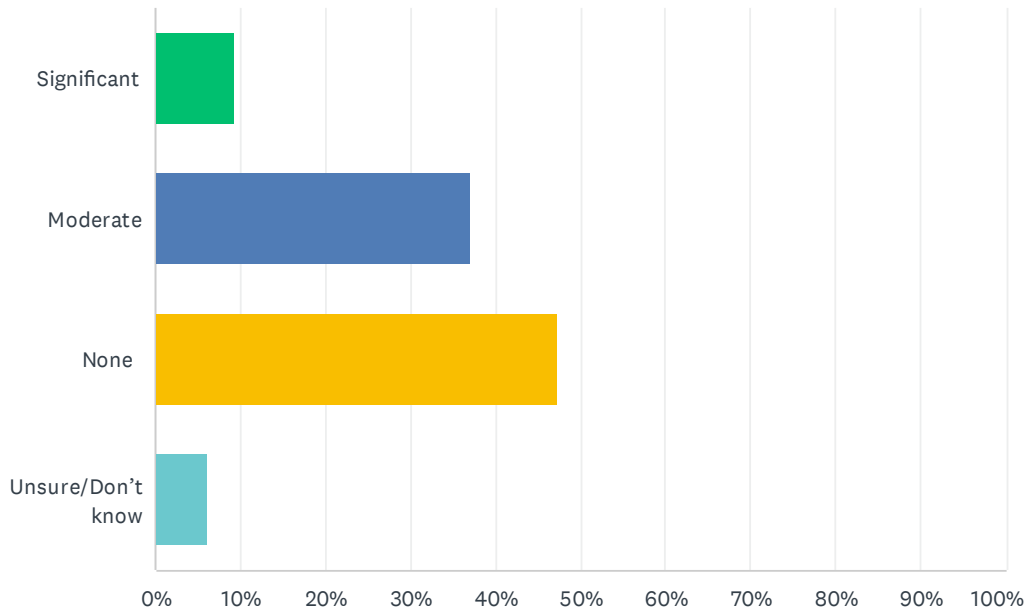
ANSWER CHOICES	RESPONSES
Inflationary pressure and rising interest rates	61.67%
Labour market constraints	10.57%
Increased compliance costs	21.59%
Consumer confidence and demand	63.44%
Productivity and growth	36.56%
Mental health and fatigue	8.81%
Crime and antisocial behaviour	13.66%
Supply chain constraints	8.81%
Access to capital	10.57%
Cashflow and accounts payable/receivable	35.68%
Employment issues	8.37%
Climate change and sustainability	2.20%
International trade and geopolitical risks	12.33%
Education and skills	2.64%
Access to research and development	1.32%
Adoption of Artificial Intelligence and digital transformation	7.05%
Unsure/Don't know	0.44%
Other (please specify)	5.29%

## Q10 Have you experienced any changes in the labour market over the past year?



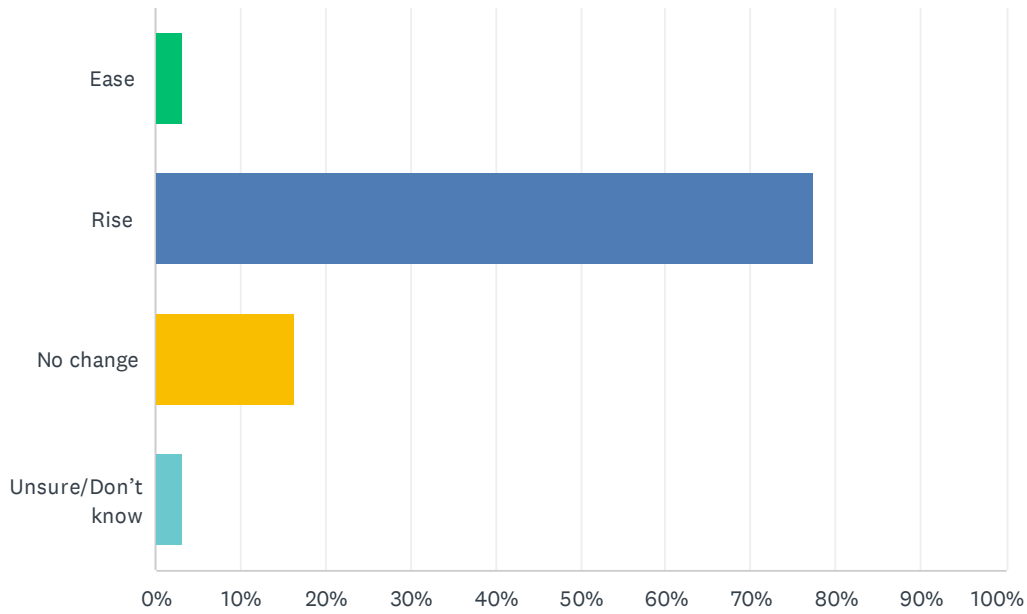
ANSWER CHOICES	RESPONSES
Improvement	26.67%
None	38.22%
Worsening	21.33%
Unsure/Don't know	13.78%

## Q11 What impact, if any, are labour market constraints having on your business?



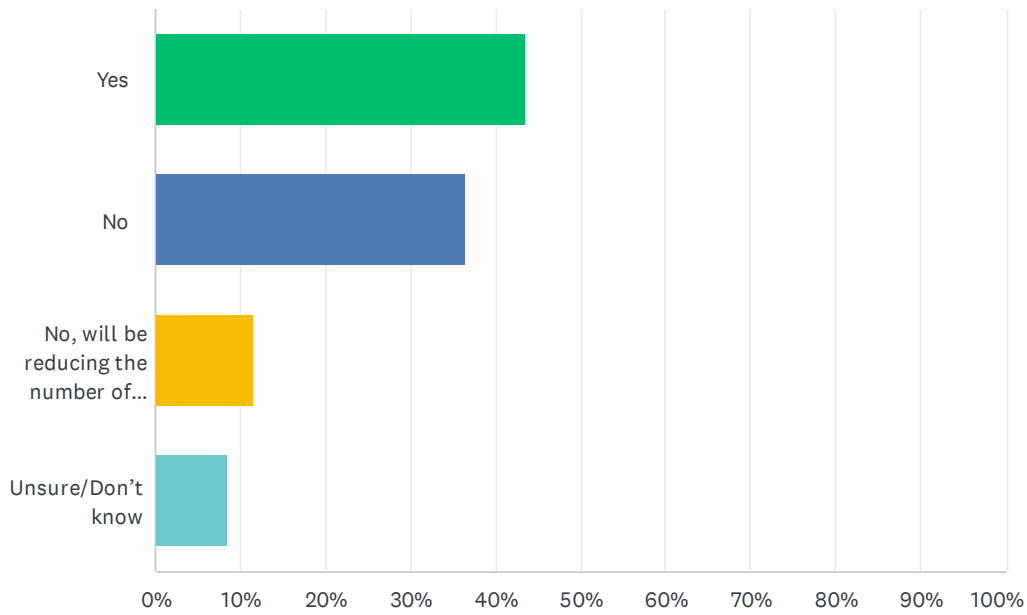
ANSWER CHOICES	RESPONSES
Significant	9.38%
Moderate	37.05%
None	47.32%
Unsure/Don't know	6.25%

## Q12 Do you expect costs for your business to ease, rise, or stay the same over the next 12 months



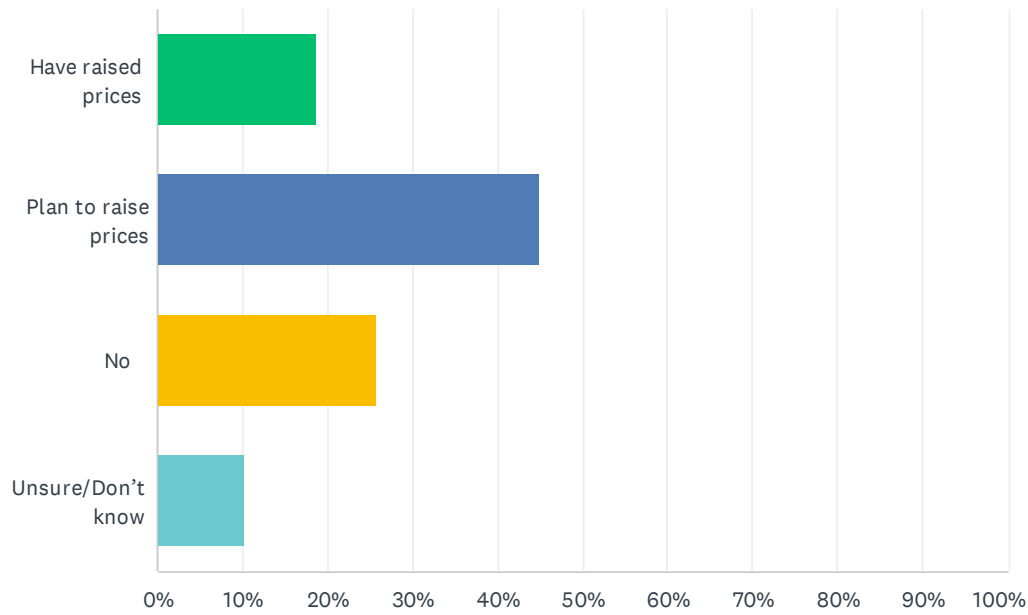
ANSWER CHOICES	RESPONSES
Ease	3.11%
Rise	77.33%
No change	16.44%
Unsure/Don't know	3.11%

### Q13 Do you expect to hire new staff within the next 12 months?



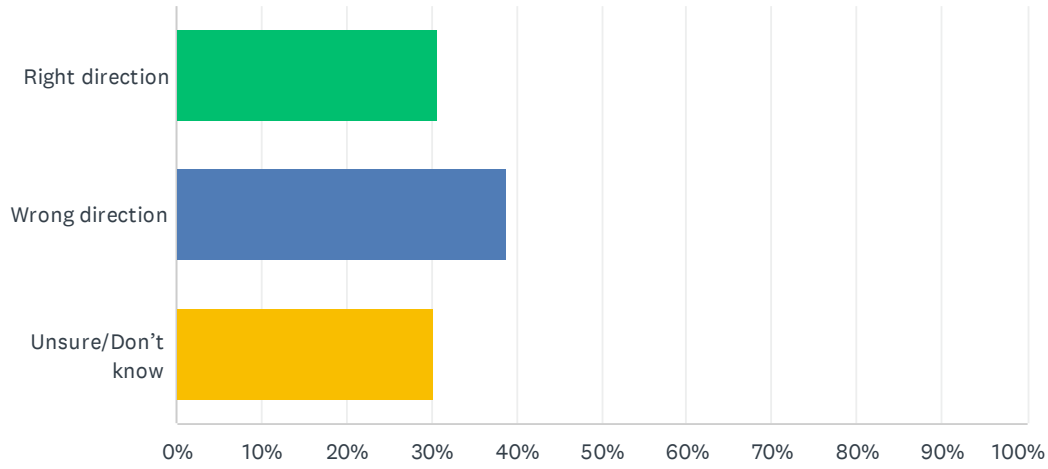
ANSWER CHOICES	RESPONSES
Yes	43.56%
No	36.44%
No, will be reducing the number of employees	11.56%
Unsure/Don't know	8.44%

## Q14 Have you, or do you plan to, raise prices within the next 12months?



ANSWER CHOICES	RESPONSES
Have raised prices	18.75%
Plan to raise prices	45.09%
No	25.89%
Unsure/Don't know	10.27%

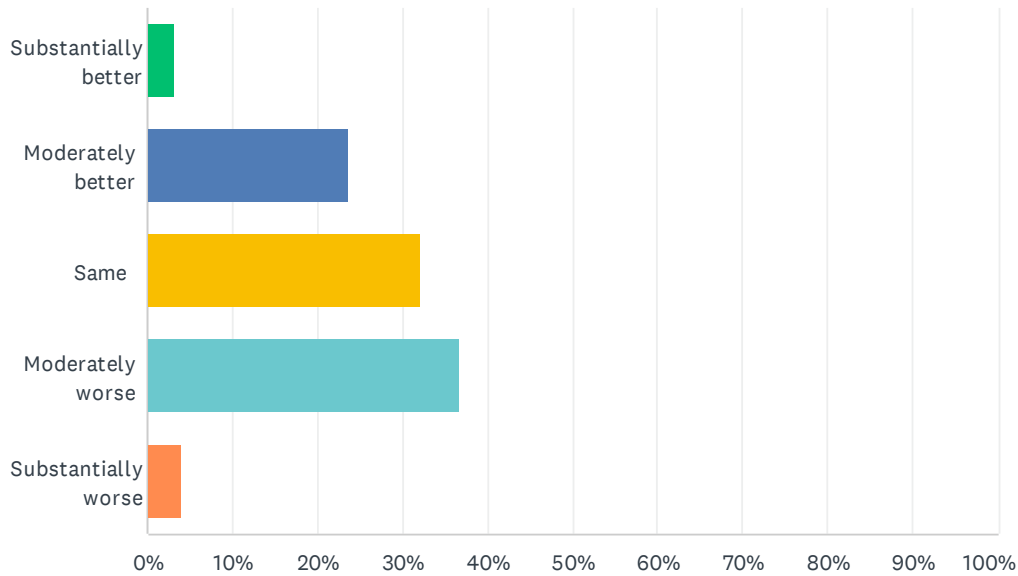
## Q15 Is Auckland heading in the right direction or wrong direction?



ANSWER CHOICES	RESPONSES
Right direction	30.80%
Wrong direction	38.84%
Unsure/Don't know	30.36%

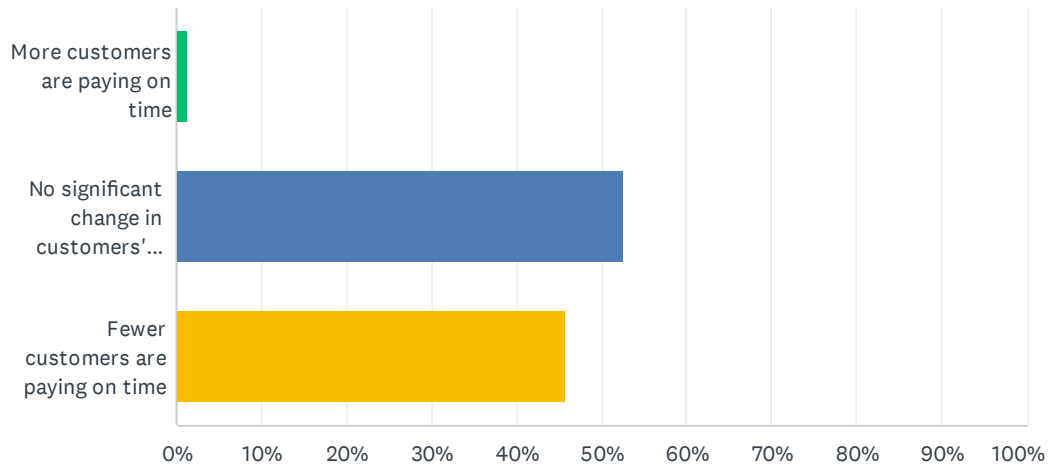


## Q16 What are your expectations of the strength of the Auckland economy over the next 12 months?



ANSWER CHOICES	RESPONSES
Substantially better	3.14%
Moderately better	23.77%
Same	32.29%
Moderately worse	36.77%
Substantially worse	4.04%

## Q17 Have you noticed any changes in your customers' payment behaviour in the past 12 months?



ANSWER CHOICES	RESPONSES
More customers are paying on time	1.35%
No significant change in customers' payment patterns	52.70%
Fewer customers are paying on time	45.95%