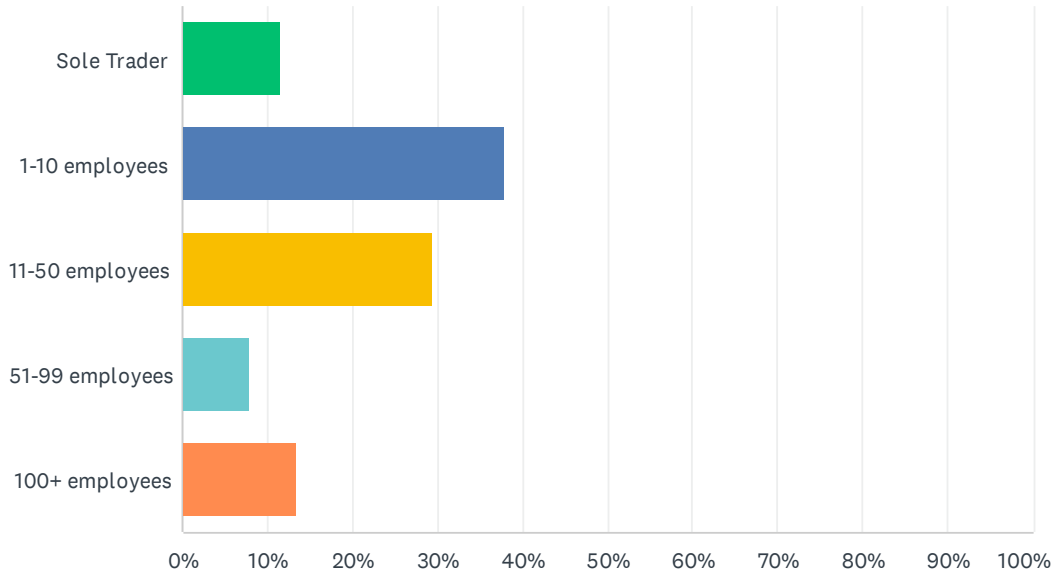
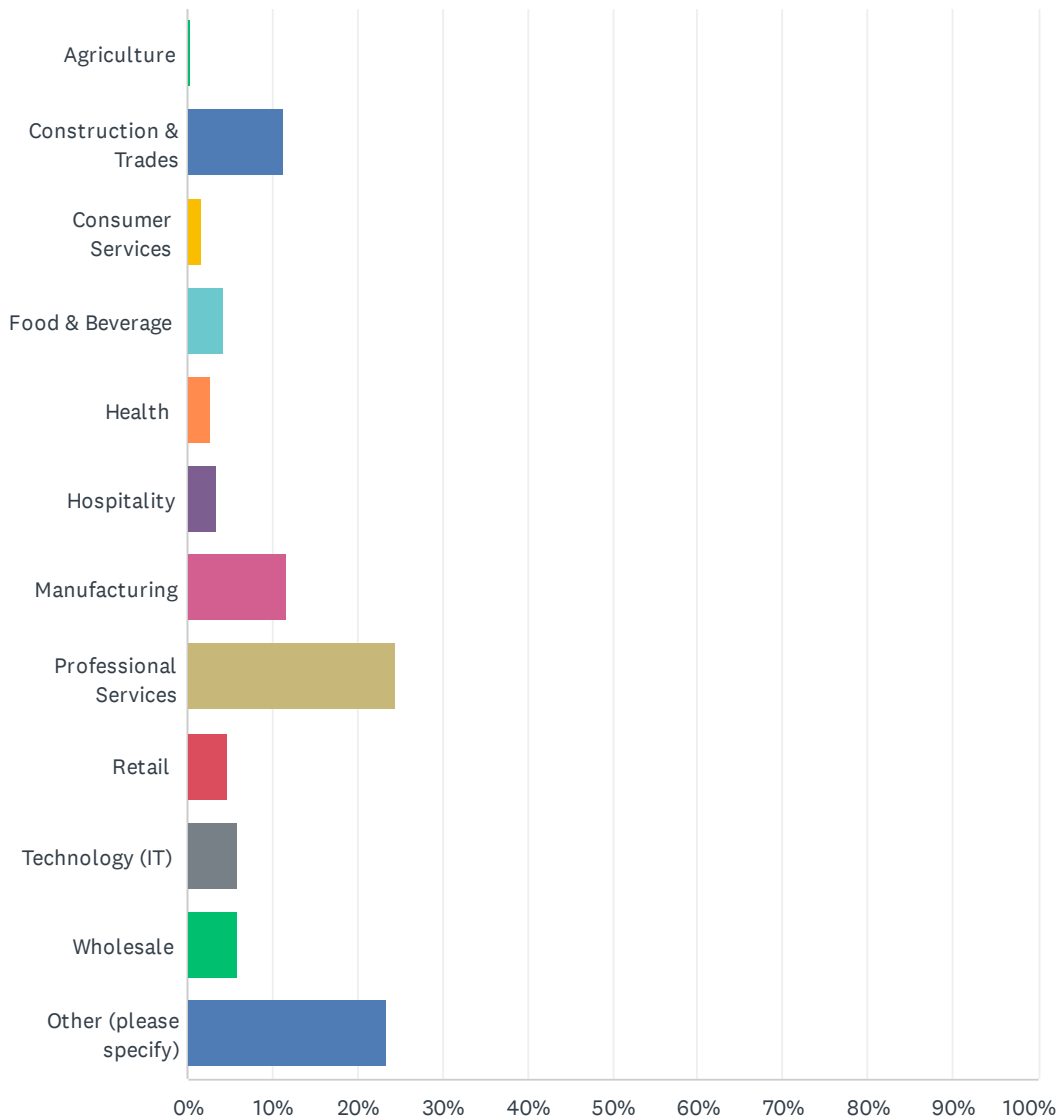


## Q1 Please indicate the number of employees within your business



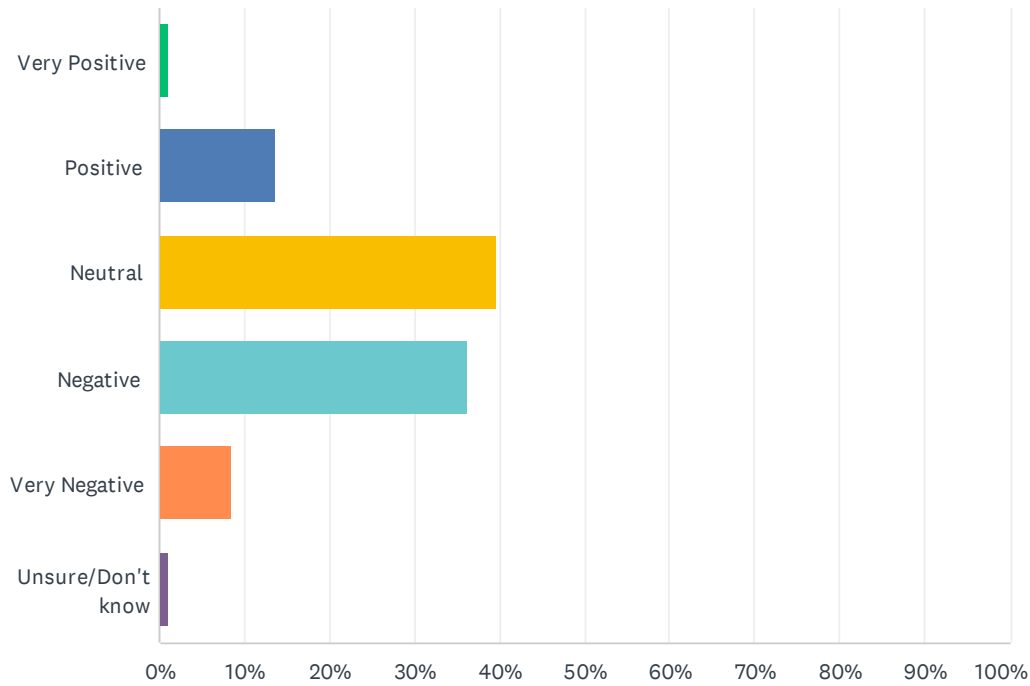
ANSWER CHOICES	RESPONSES
Sole Trader	11.44%
1-10 employees	37.91%
11-50 employees	29.41%
51-99 employees	7.84%
100+ employees	13.40%

## Q2 Which industry does your business operate in?



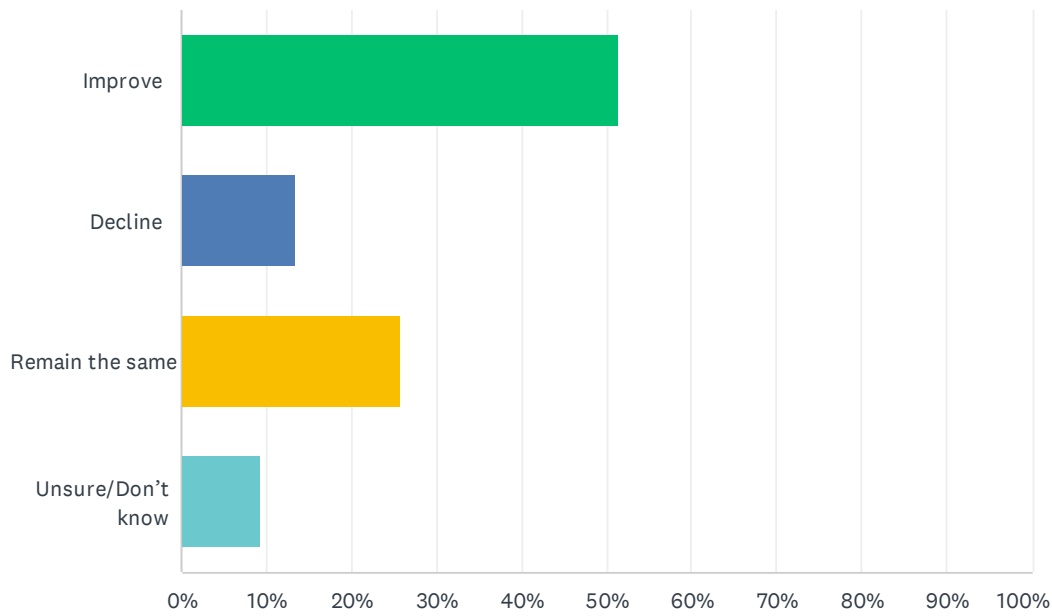
ANSWER CHOICES	RESPONSES
Agriculture	0.33%
Construction & Trades	11.37%
Consumer Services	1.67%
Food & Beverage	4.35%
Health	2.68%
Hospitality	3.34%
Manufacturing	11.71%
Professional Services	24.41%
Retail	4.68%
Technology (IT)	6.02%
Wholesale	6.02%
Other (please specify)	23.41%

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



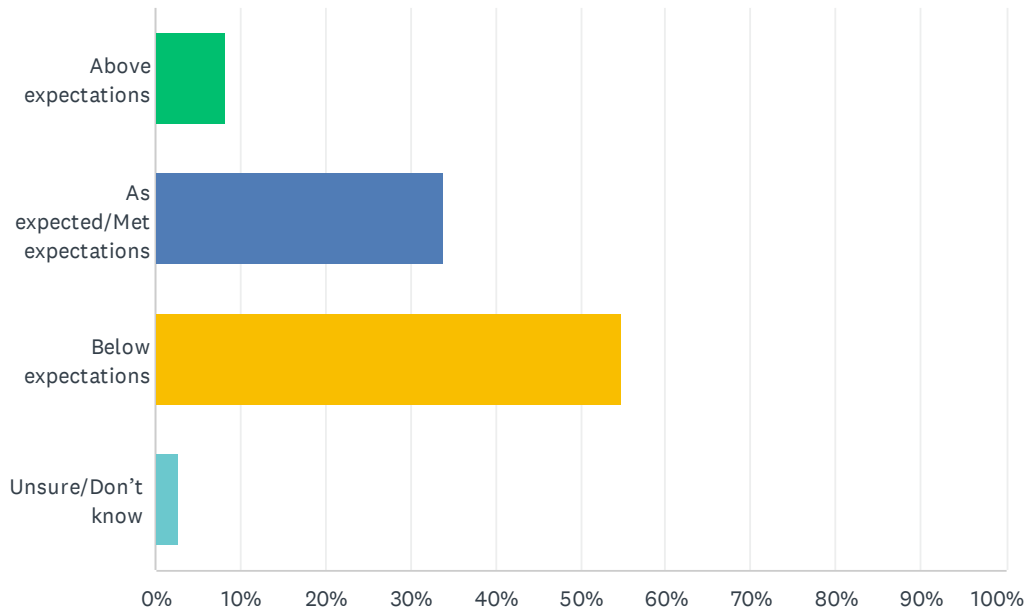
ANSWER CHOICES	RESPONSES
Very Positive	1.02%
Positive	13.65%
Neutral	39.59%
Negative	36.18%
Very Negative	8.53%
Unsure/Don't know	1.02%

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



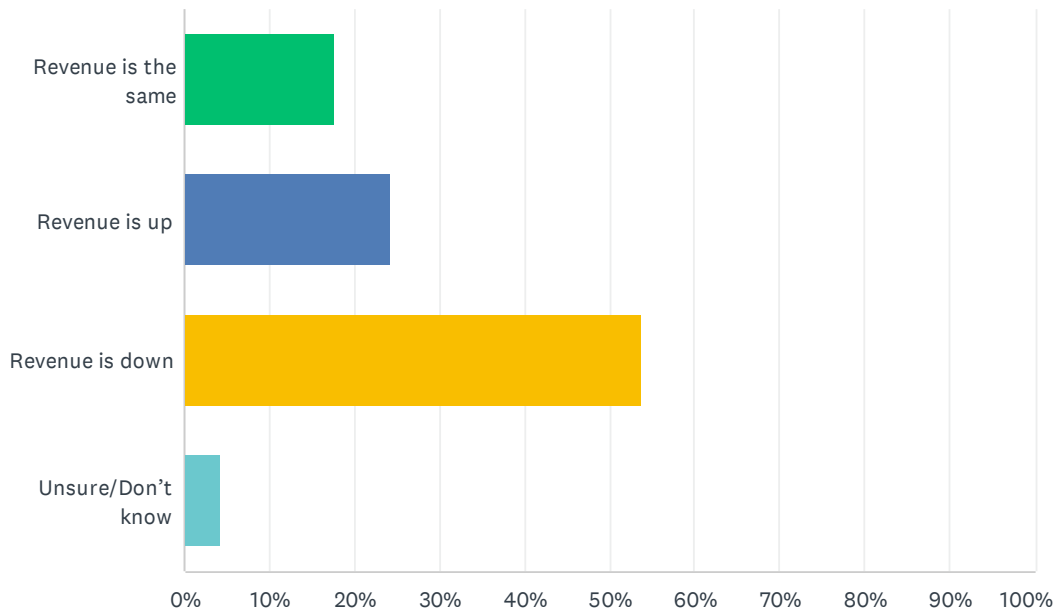
ANSWER CHOICES	RESPONSES
Improve	51.38%
Decline	13.45%
Remain the same	25.86%
Unsure/Don't know	9.31%

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



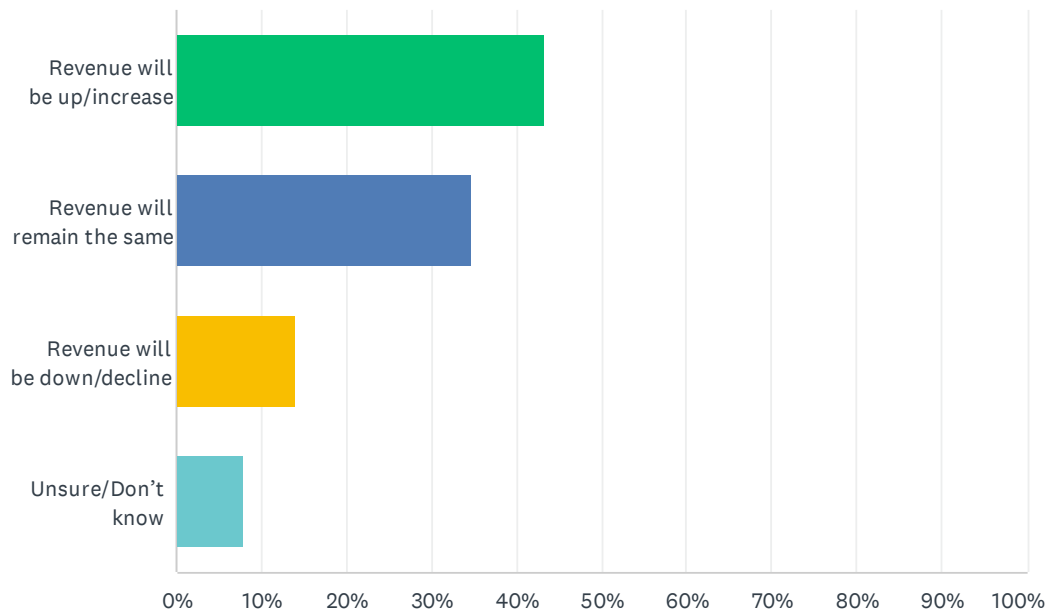
ANSWER CHOICES	RESPONSES
Above expectations	8.39%
As expected/Met expectations	33.92%
Below expectations	54.90%
Unsure/Don't know	2.80%

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



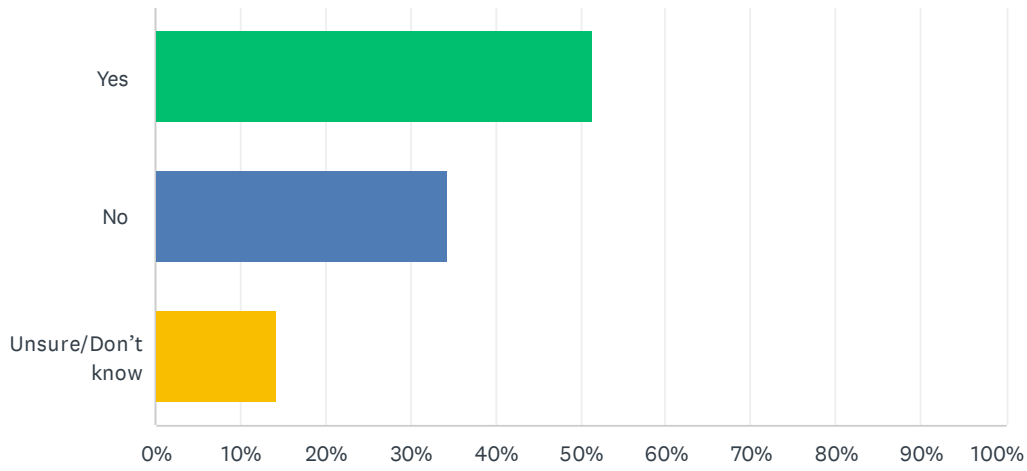
ANSWER CHOICES	RESPONSES
Revenue is the same	17.67%
Revenue is up	24.38%
Revenue is down	53.71%
Unsure/Don't know	4.24%

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



ANSWER CHOICES	RESPONSES
Revenue will be up/increase	43.37%
Revenue will remain the same	34.77%
Revenue will be down/decline	13.98%
Unsure/Don't know	7.89%

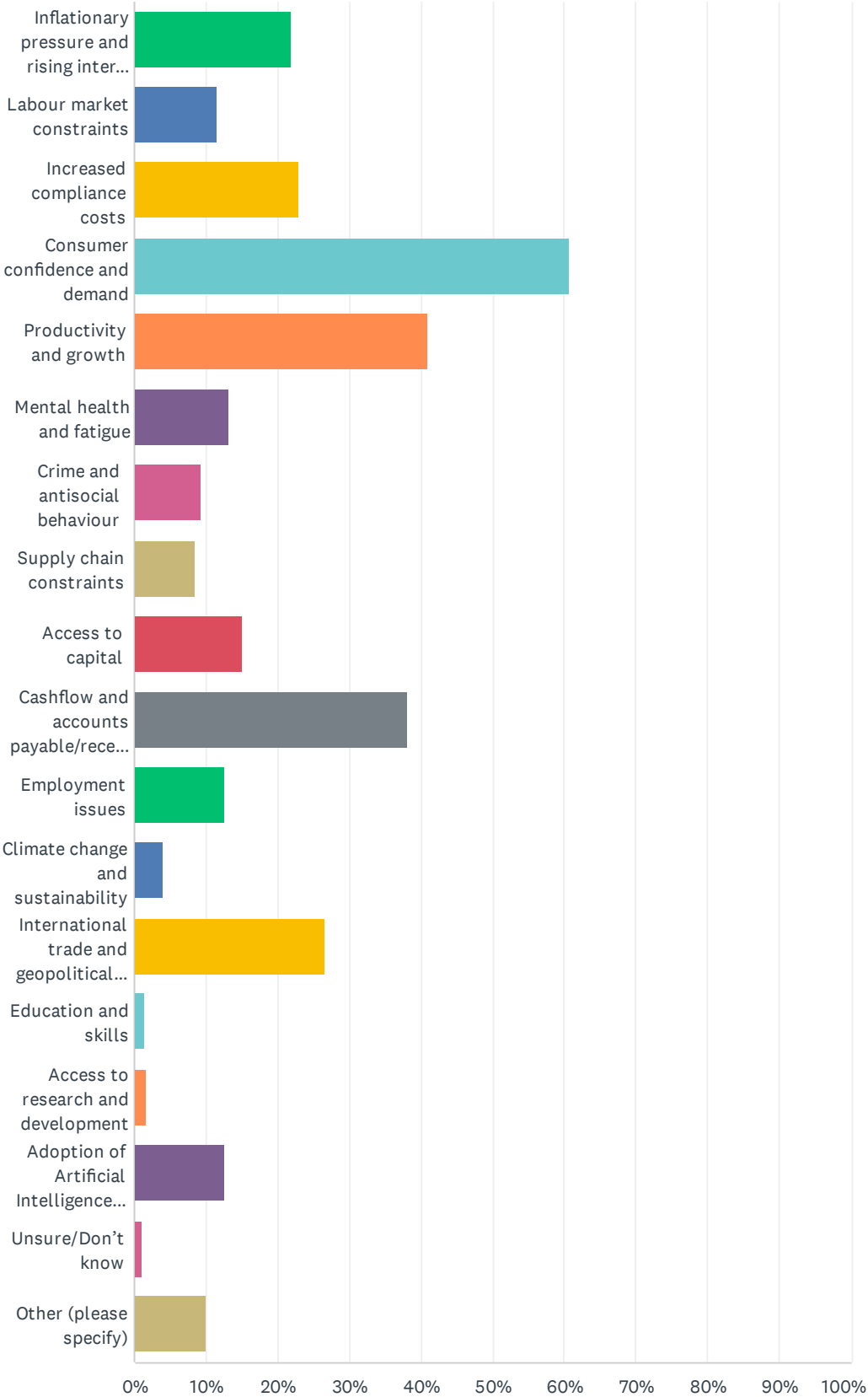
**Q8 Are you planning to invest in your business in the next 12 months?  
This could include property, equipment, and technology.**



ANSWER CHOICES	RESPONSES
Yes	51.43%
No	34.29%
Unsure/Don't know	14.29%



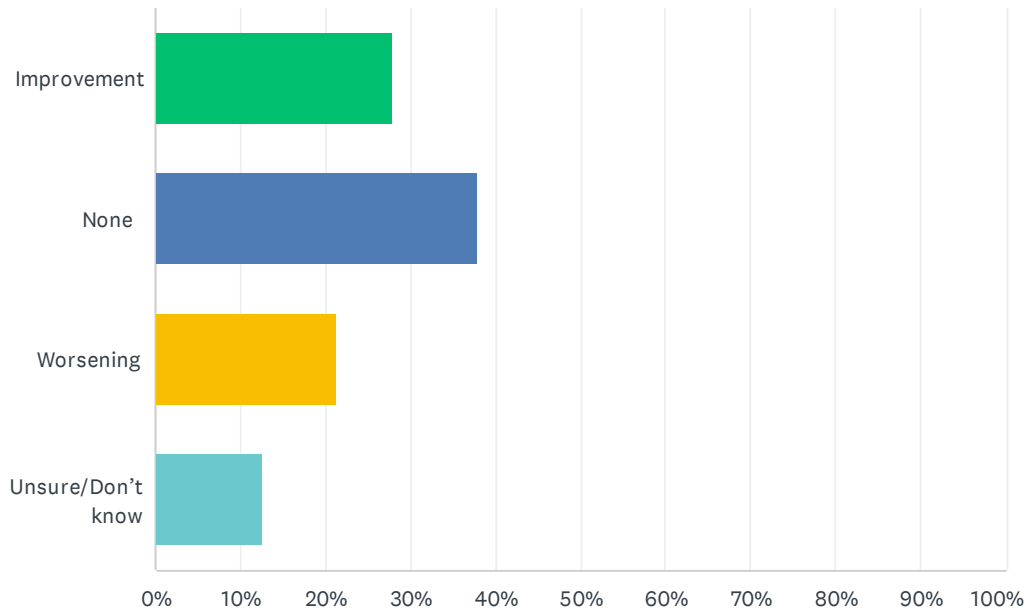
### Q9 What are your top 3 business concerns for the next six months?



## Business Confidence Survey - November 2024

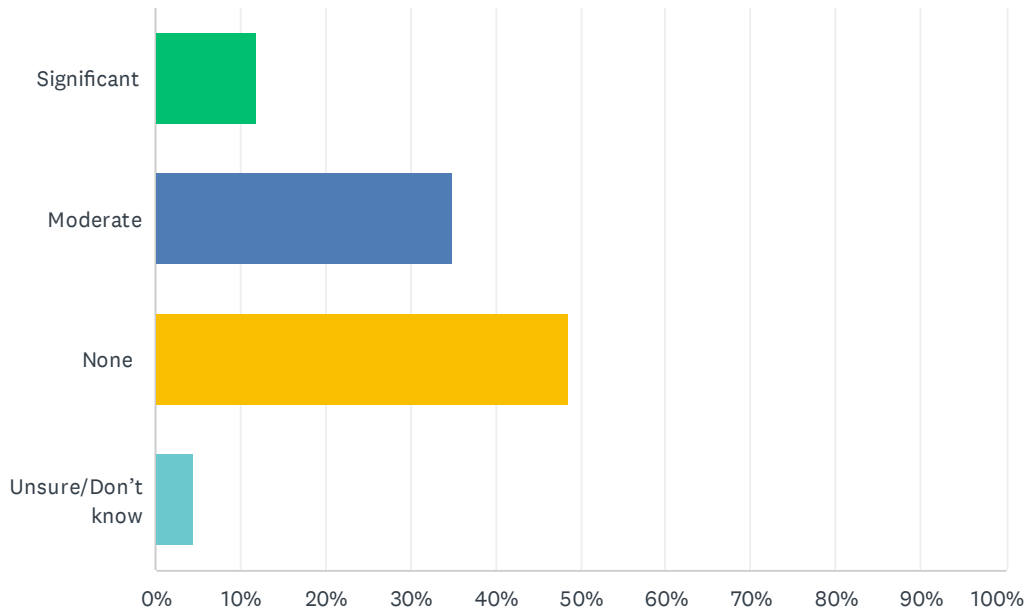
ANSWER CHOICES	RESPONSES
Inflationary pressure and rising interest rates	21.94%
Labour market constraints	11.51%
Increased compliance costs	23.02%
Consumer confidence and demand	60.79%
Productivity and growth	41.01%
Mental health and fatigue	13.31%
Crime and antisocial behaviour	9.35%
Supply chain constraints	8.63%
Access to capital	15.11%
Cashflow and accounts payable/receivable	38.13%
Employment issues	12.59%
Climate change and sustainability	3.96%
International trade and geopolitical risks	26.62%
Education and skills	1.44%
Access to research and development	1.80%
Adoption of Artificial Intelligence and digital transformation	12.59%
Unsure/Don't know	1.08%
Other (please specify)	10.07%

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



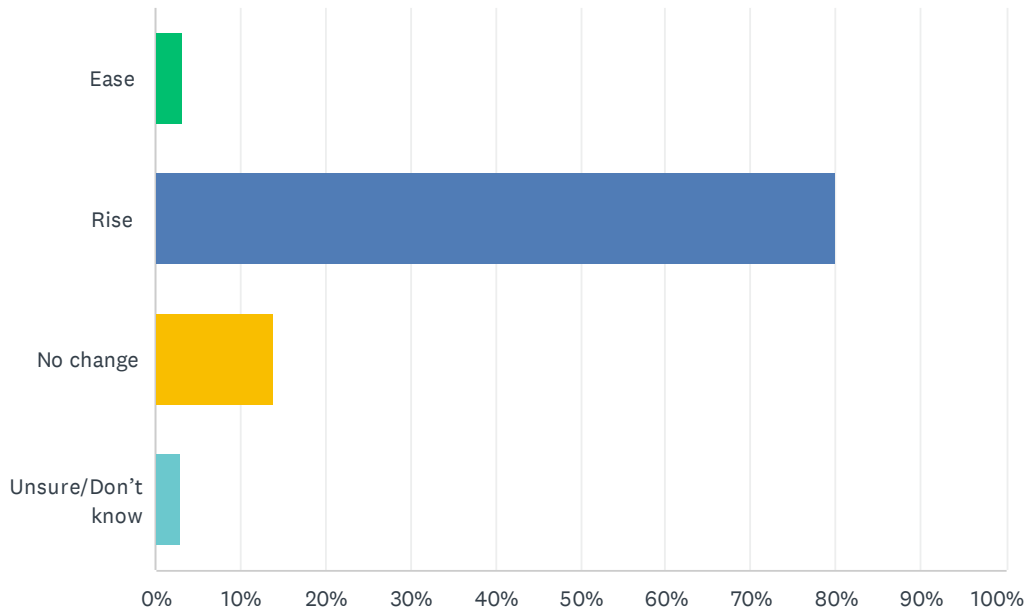
ANSWER CHOICES	RESPONSES
Improvement	27.90%
None	38.04%
Worsening	21.38%
Unsure/Don't know	12.68%

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



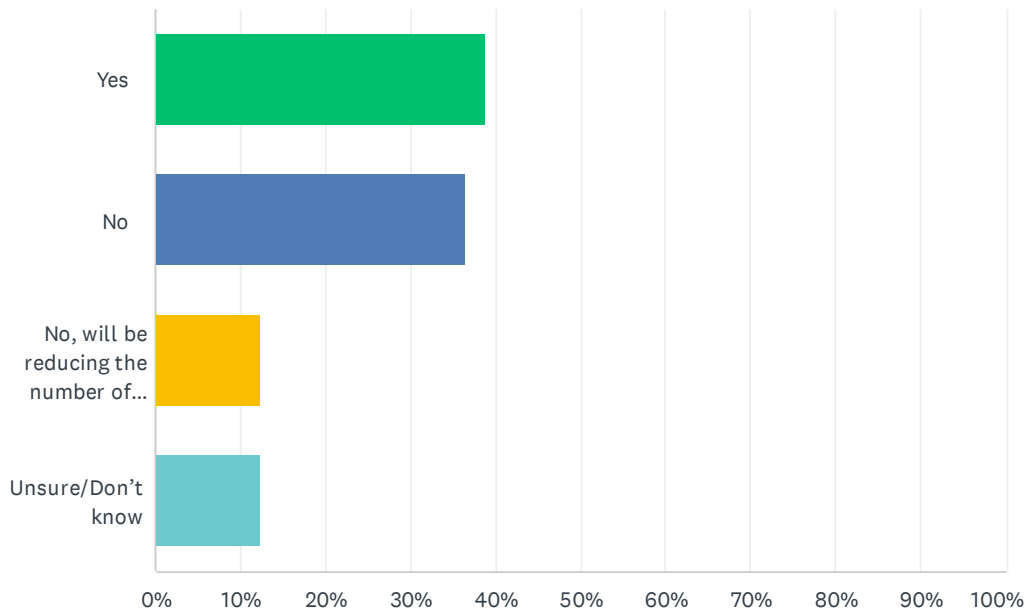
ANSWER CHOICES	RESPONSES
Significant	11.90%
Moderate	34.94%
None	48.70%
Unsure/Don't know	4.46%

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



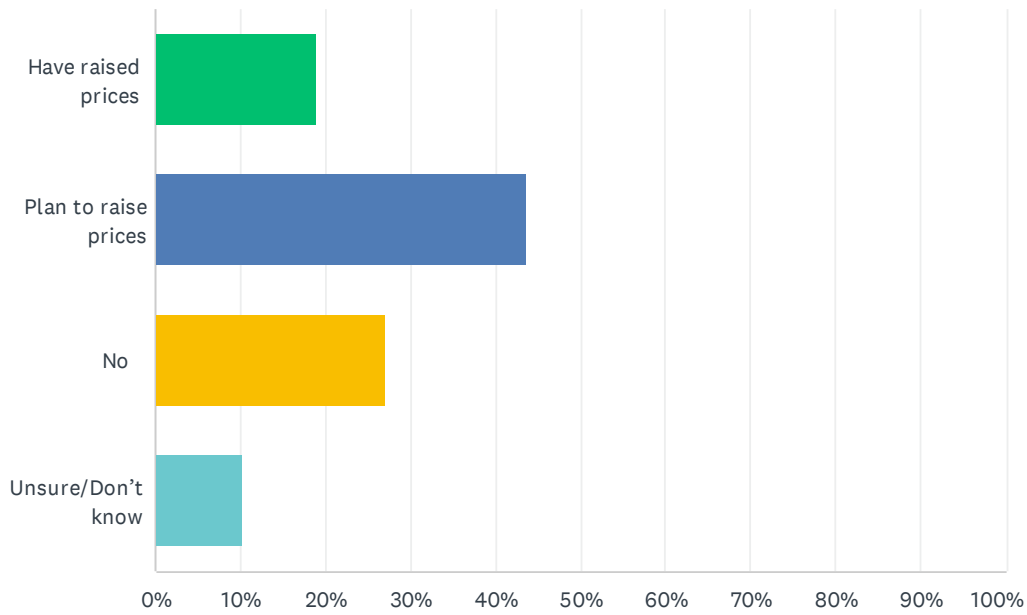
ANSWER CHOICES	RESPONSES
Ease	3.27%
Rise	80.00%
No change	13.82%
Unsure/Don't know	2.91%

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



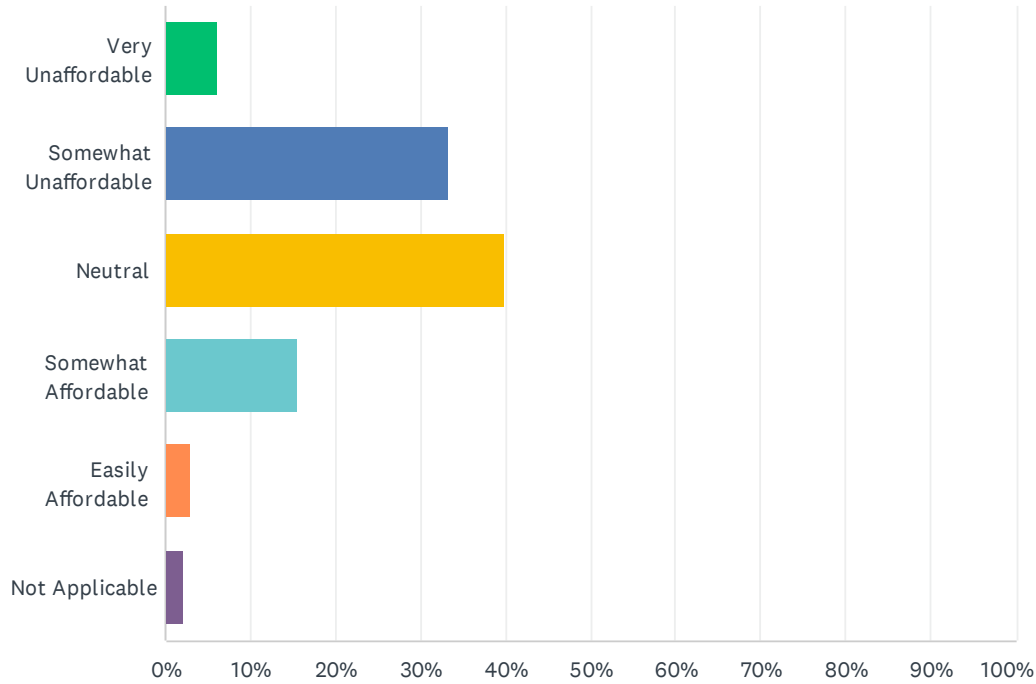
ANSWER CHOICES	RESPONSES
Yes	38.91%
No	36.36%
No, will be reducing the number of employees	12.36%
Unsure/Don't know	12.36%

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



ANSWER CHOICES	RESPONSES
Have raised prices	18.98%
Plan to raise prices	43.80%
No	27.01%
Unsure/Don't know	10.22%

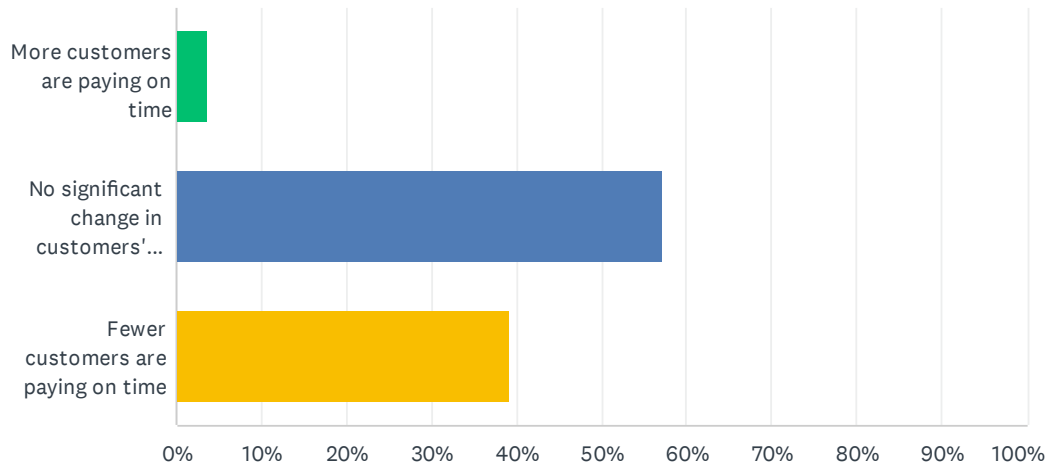
## Q16 How affordable are your current business energy costs (including electricity, gas, petrol, and other sources)?



ANSWER CHOICES	RESPONSES
Very Unaffordable	6.27%
Somewhat Unaffordable	33.21%
Neutral	39.85%
Somewhat Affordable	15.50%
Easily Affordable	2.95%
Not Applicable	2.21%



## 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	3.73%
No significant change in customers' payment patterns	57.09%
Fewer customers are paying on time	39.18%