

SOUTHLAND BUSINESS CHAMBER

BUSINESS CONFIDENCE SURVEY

Southland Region

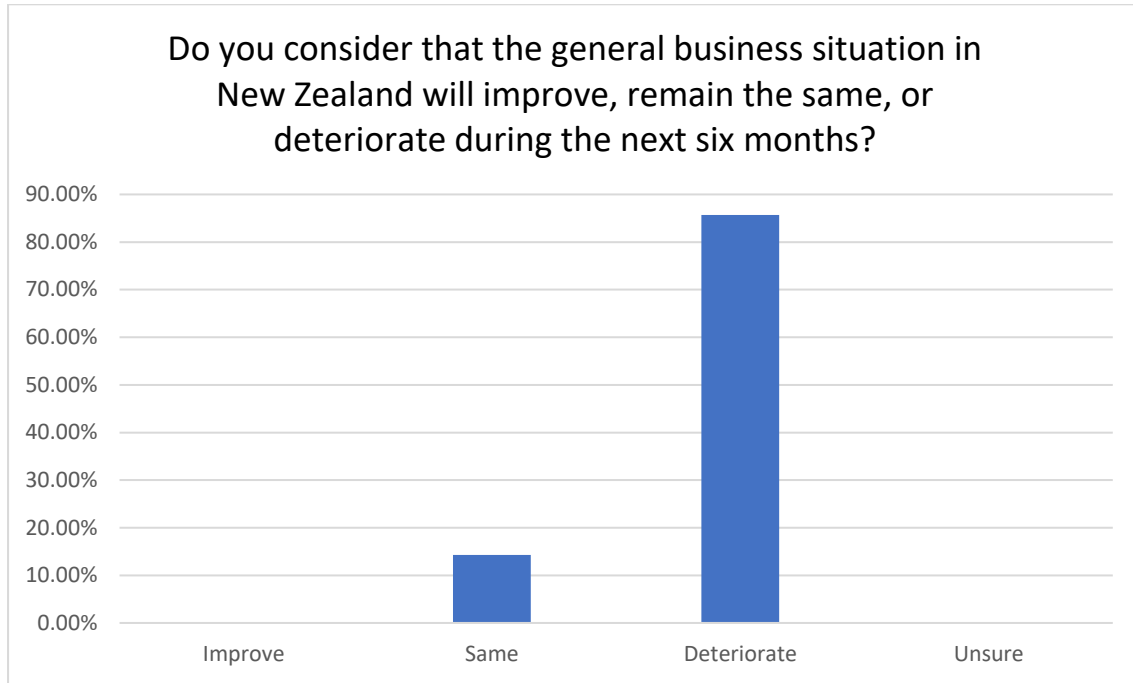
- FEBRUARY 2022 -

Key Points

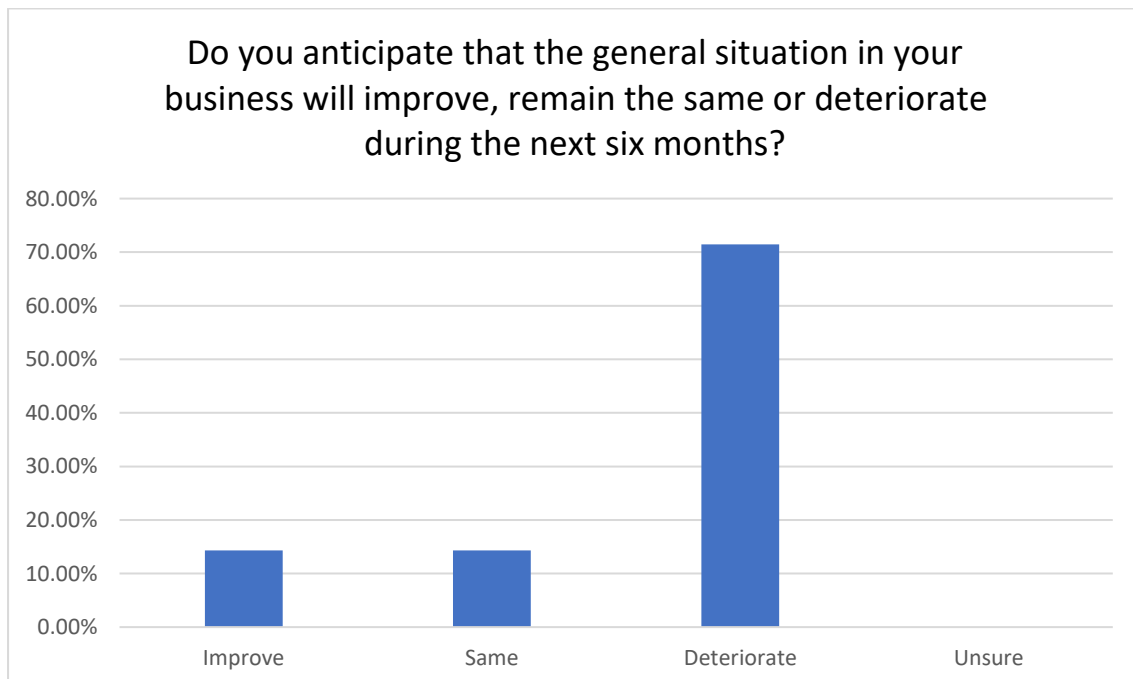
- Business confidence overall is down with none of the respondents expecting that the general business situation in New Zealand will improve in the next 6 months, 14% expecting it will stay the same. The large majority of 86% consider the general business situation in NZ will deteriorate.
- The outlook on the respondents own businesses has come up with 14% of respondents expecting an improvement in their business down from 29% last quarter. 14% believe business will stay the same during the next 6 months, and the majority of 71% believe business will deteriorate.
- Businesses are struggling to find skilled/specialist staff, with 85% finding it harder to find both skilled/specialist and unskilled staff than three months ago.
- Covid-19 boarder restrictions is the most common limiting factor for businesses to expand their activities at 43%. This is followed by finance at 14% of respondents.
- 100% of respondents expect interest rates to go up in the next 12 months.
- 42% of respondents expect the level of investment in their business to be the same over the next twelve months while 57% expect investment to be down.
- Average costs are the major concern for businesses with 57% of respondents saying it has gone up over the past three months and 85% believing it will continue to go up over the quarter. Labour turnover is also an area for concern for 28% of respondents.
- The biggest effects on profit over the last six months is Covid-19 level changes according to the respondents, with 71%. This followed by 43% of respondents who stated that COVID-19 boarder restrictions and staff costs had the biggest effect on their profit. Sales in New Zealand and profitability have gone down for 57% of respondents, and 43% and 86% respectively expect this trend to continue in the next three months.
- Inflation is the new main area of concern for the next six months as having the biggest effect on profit with 57% of respondents choosing this. Other areas of concern included Covid-19 boarder restrictions and fuel costs with 42%, and Covid-19 level changes, interest rates, energy and staff costs all 29%.

Summary of Results

Question 1



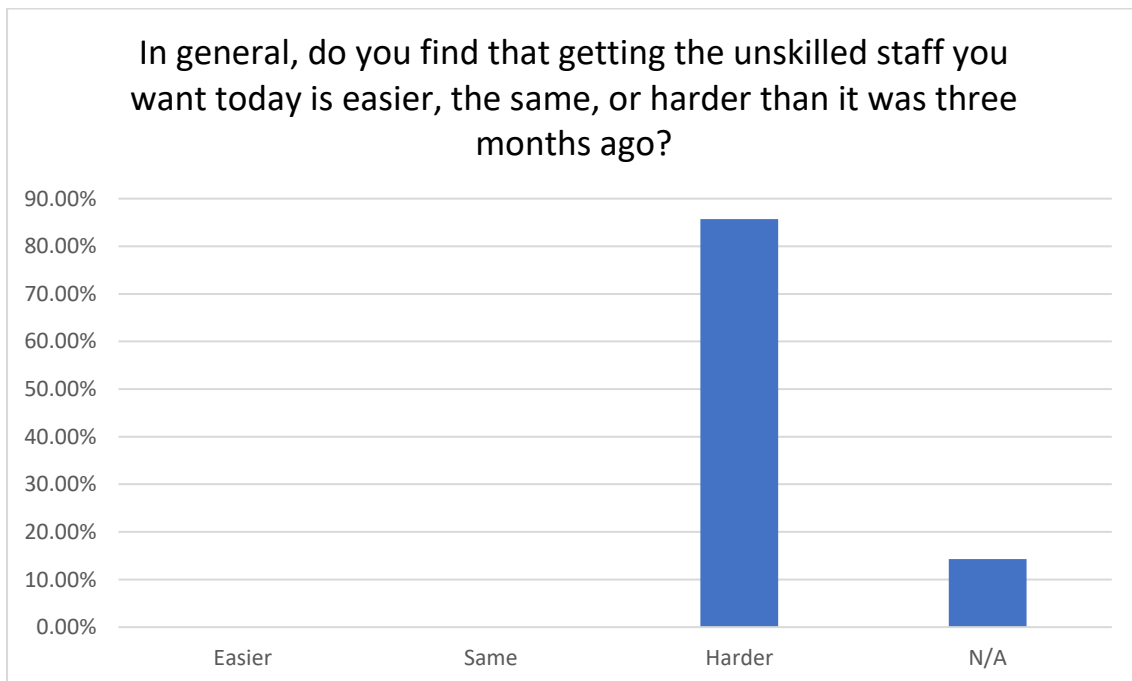
Question 2



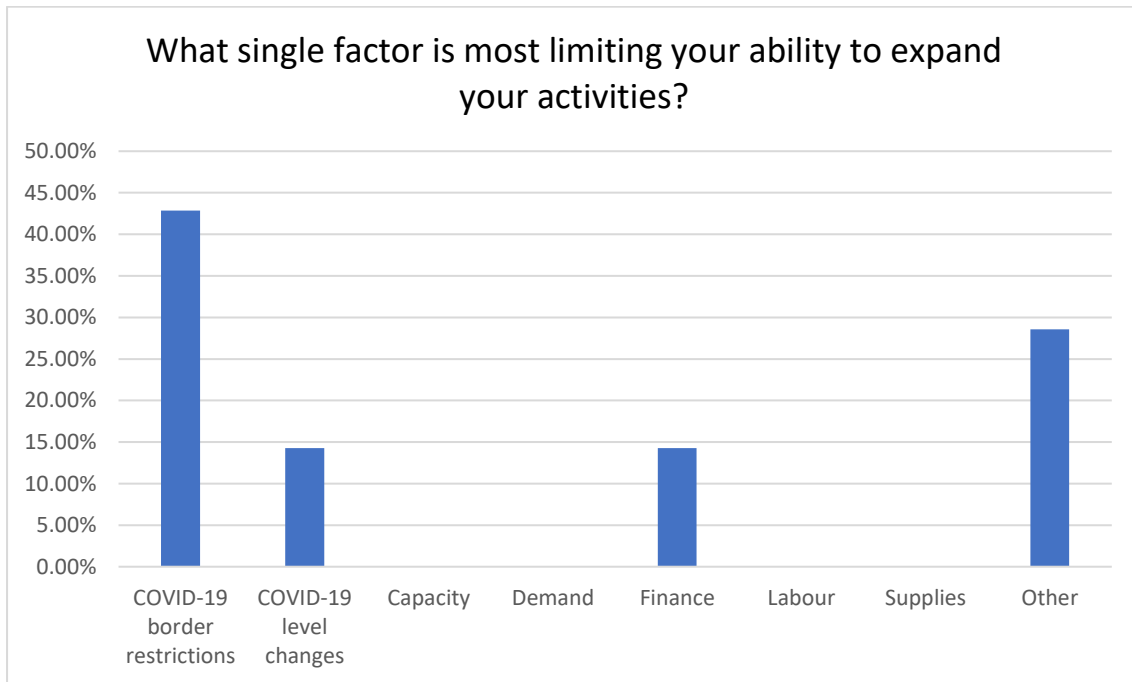
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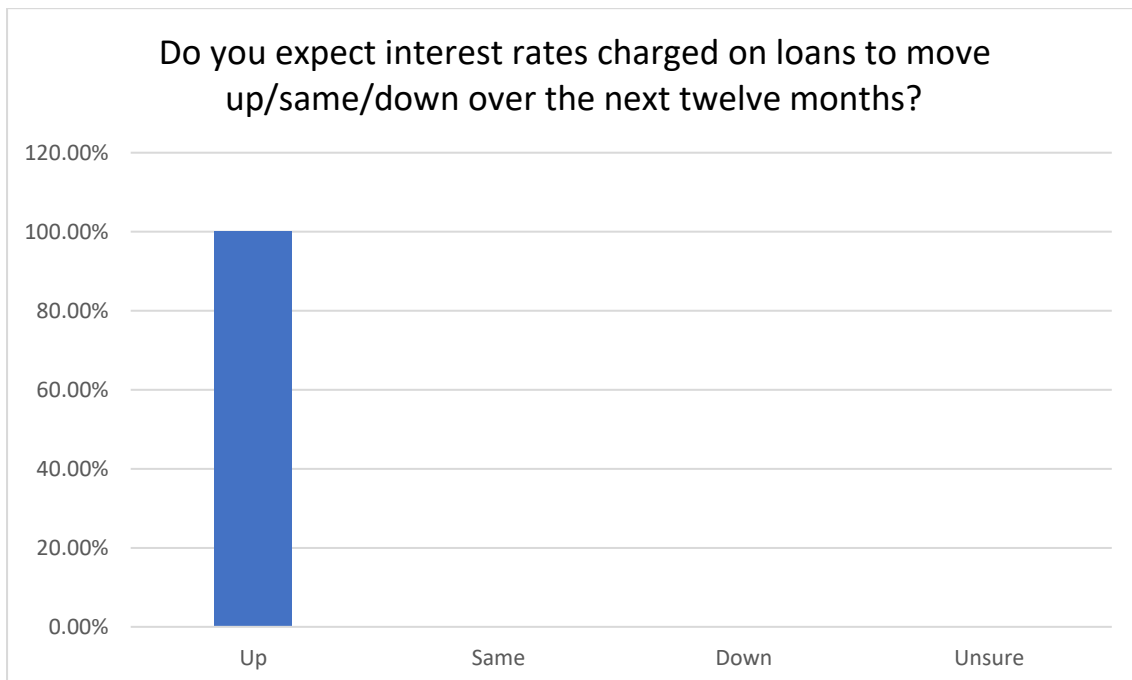
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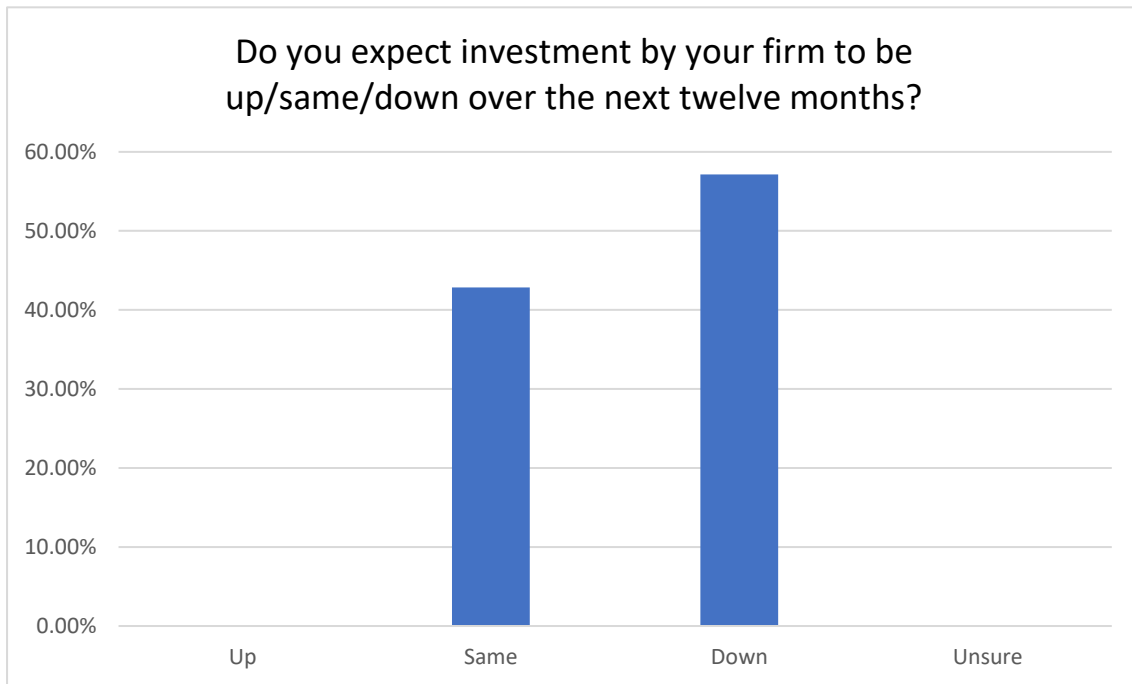
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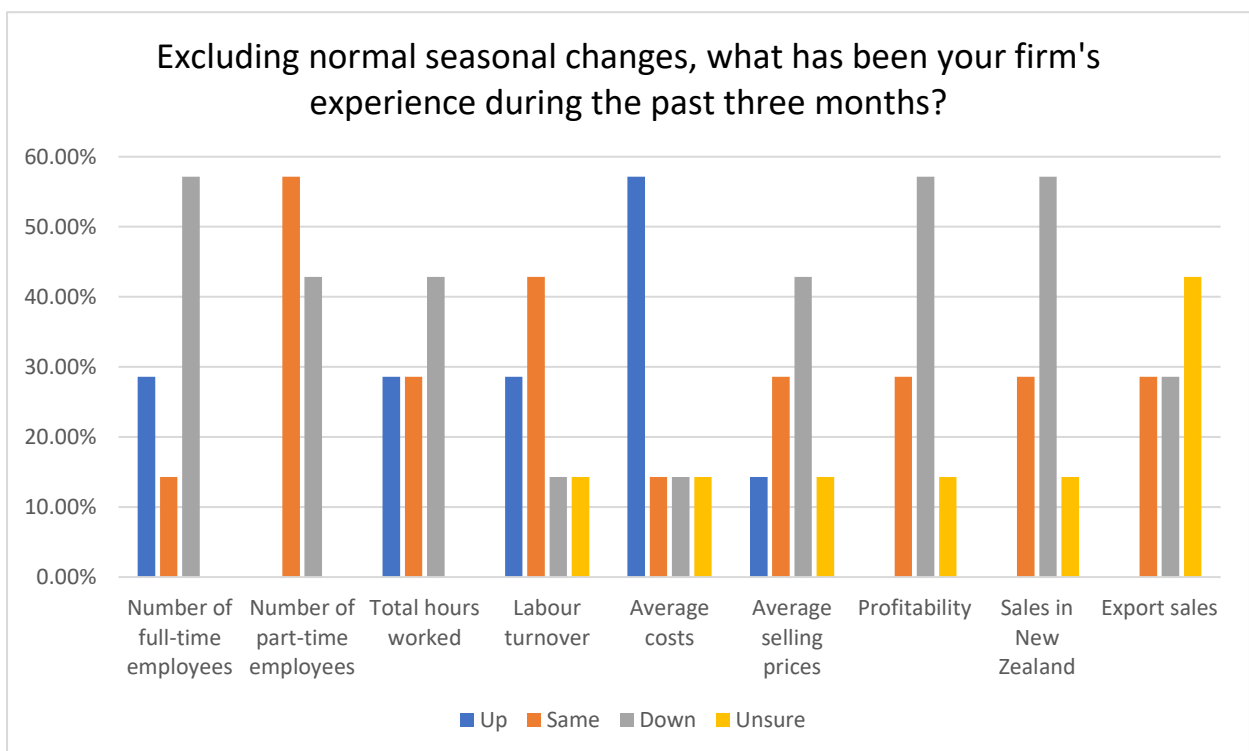
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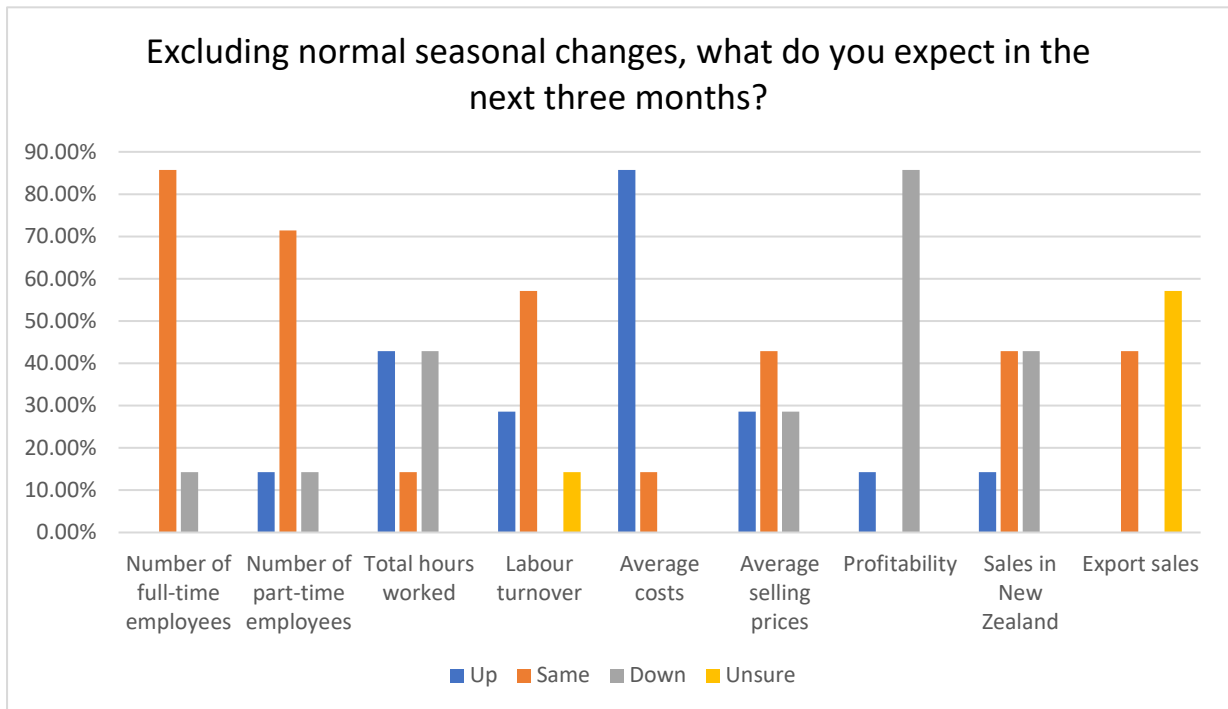
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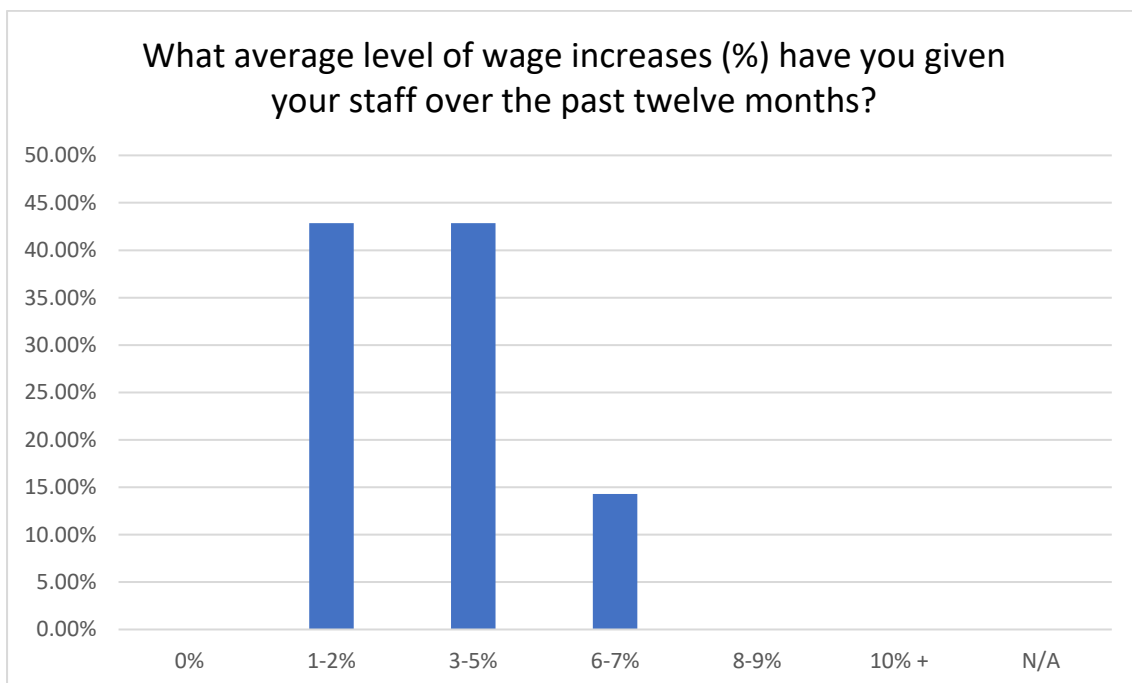
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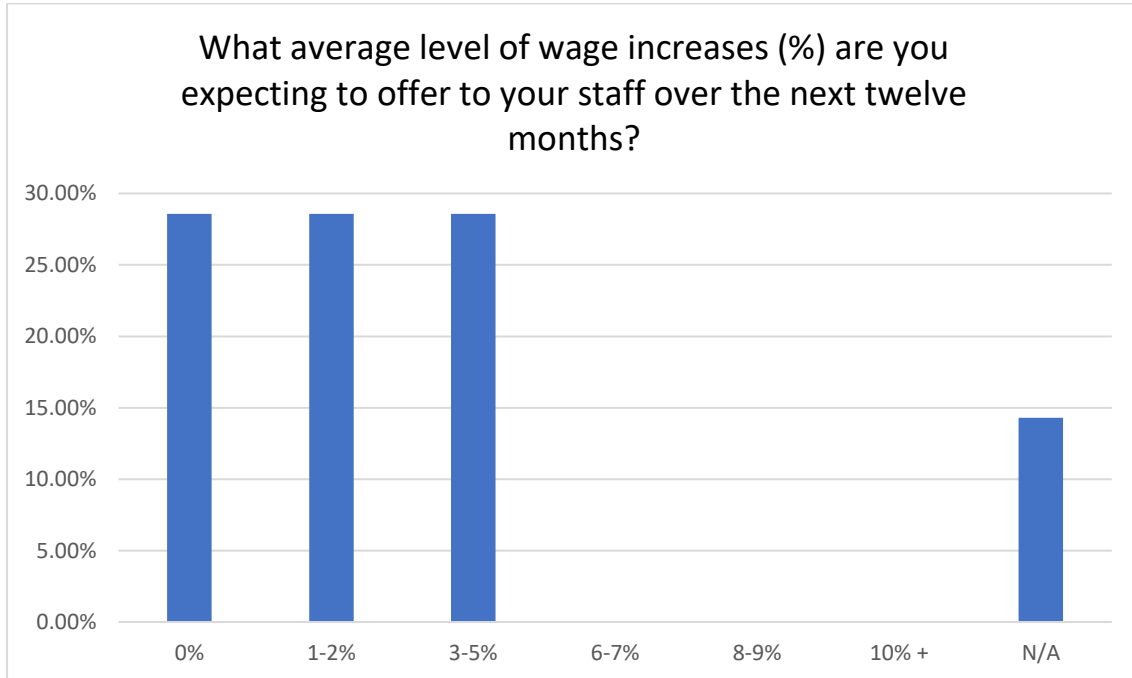
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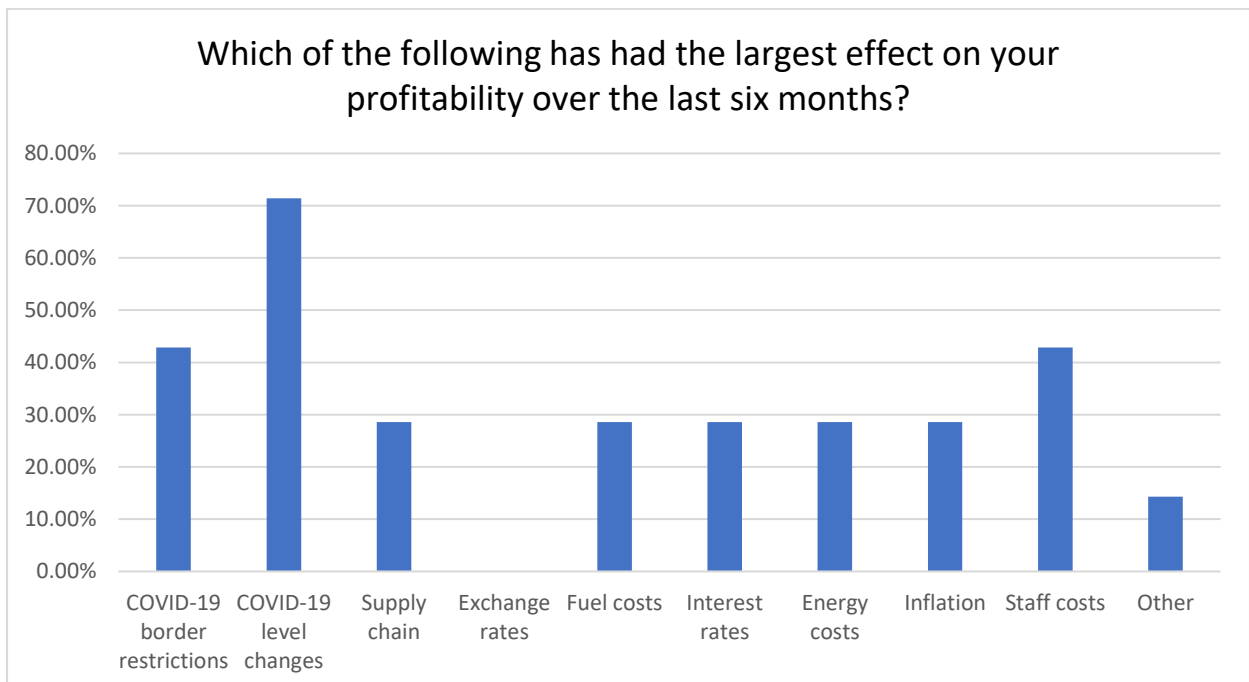
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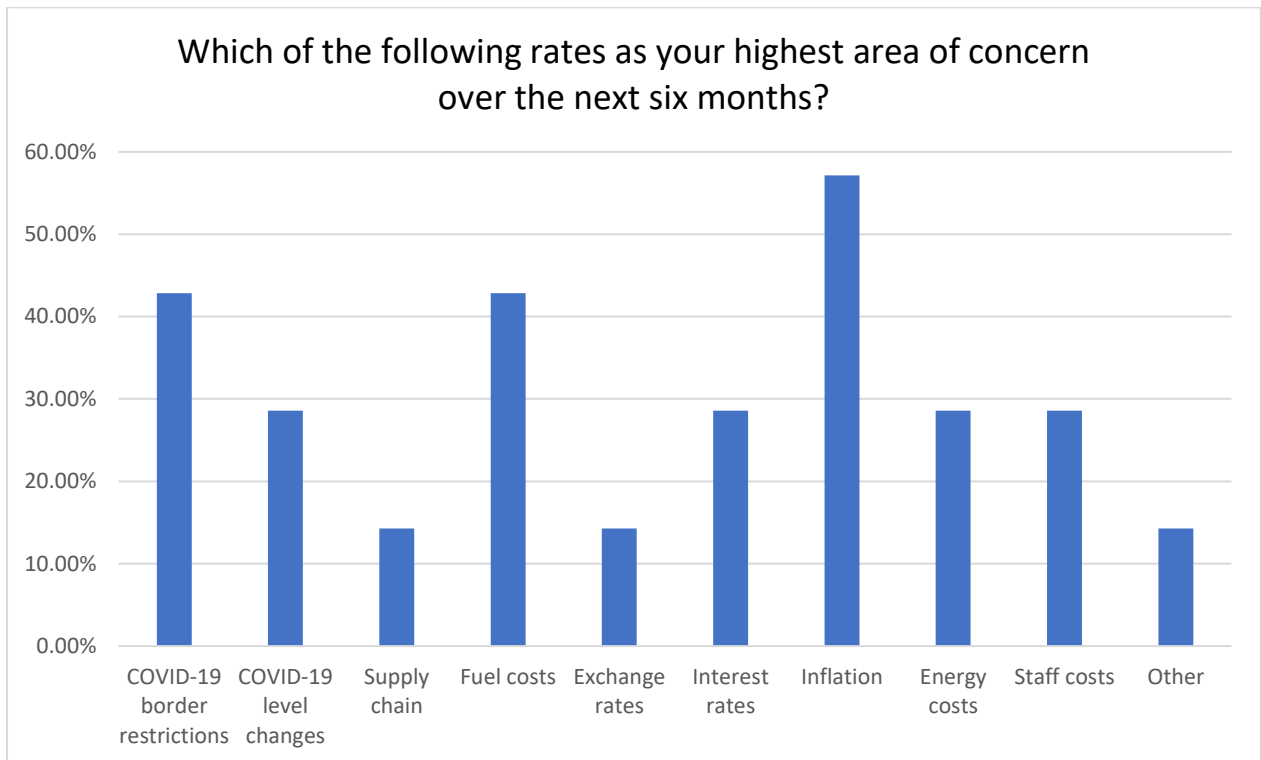
Question 11



Question 12



Question 13



Question 14

