

# **SOUTHLAND BUSINESS CHAMBER**

BUSINESS CONFIDENCE SURVEY

## **Southland Region**

- AUGUST 2022 -

## Key Points

- Business confidence had significantly dropped with just 10% of respondents expecting that the general business situation in New Zealand will improve in the next 6 months, down from 62.5% last quarter. 40% of respondents consider the general business situation in NZ will deteriorate, up from 25% last quarter.

This compares with 12 months ago when 18% expected that the general business situation in New Zealand to improve in the next 6 months, and 64% considered the general business situation in NZ will deteriorate.

- The outlook on the respondents' own businesses has come up with 40% of respondents expecting an improvement in their business, down from 62.5% last quarter. 30% believe business will stay the same during the next six months and 30% believe business will deteriorate.

- Businesses are continuing to struggle to find skilled/specialist staff, with 80% finding it harder to find staff than three months ago.

- Capacity is the most common limited factor for businesses to expand their activities at 40% of respondents. This is followed by finance at 30% and demand at 20%.

Note: Compared with 12 months ago Covid-19 border restrictions was first at 36%, finance 27% followed by demand at 18%.

- Average costs continue to be a concern for businesses with 50% of respondents saying it has gone up over the past three months and 60% believing it will continue to go up over the next quarter. Sales in New Zealand is an area of concern with 50% of respondents saying they went down over the last quarter. Total hours worked is also an area for concern with 30% of respondents saying this has gone up and 60% believing it will continue to go up over the next quarter.

- The biggest effect on profit is staff costs, with 40% down from 55% in the August 2021 survey. This followed by 30% of respondents who state that Covid-19 levels had the biggest effect on their profit.

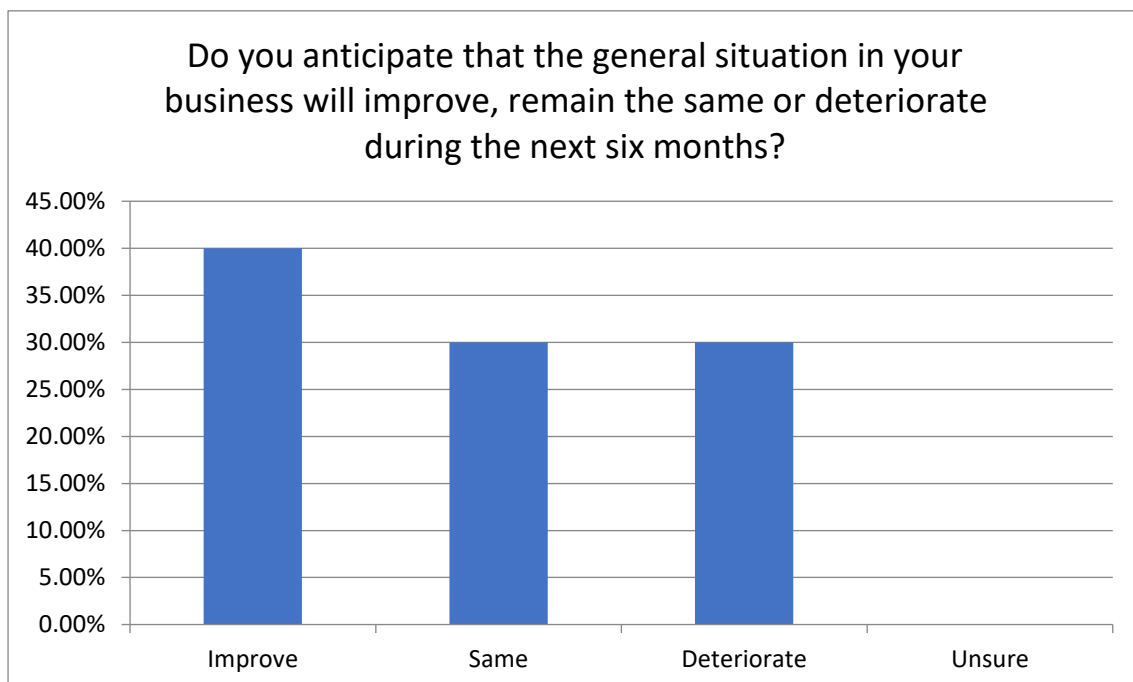
- Inflation continues to be a major area of concern at 50%. The major concern as having the biggest effect on profit for the next six months is staff costs at 60% of respondents choosing this followed by supply chain with 30%, and interest rates sits at 20%.

# Summary of Results

## Question 1



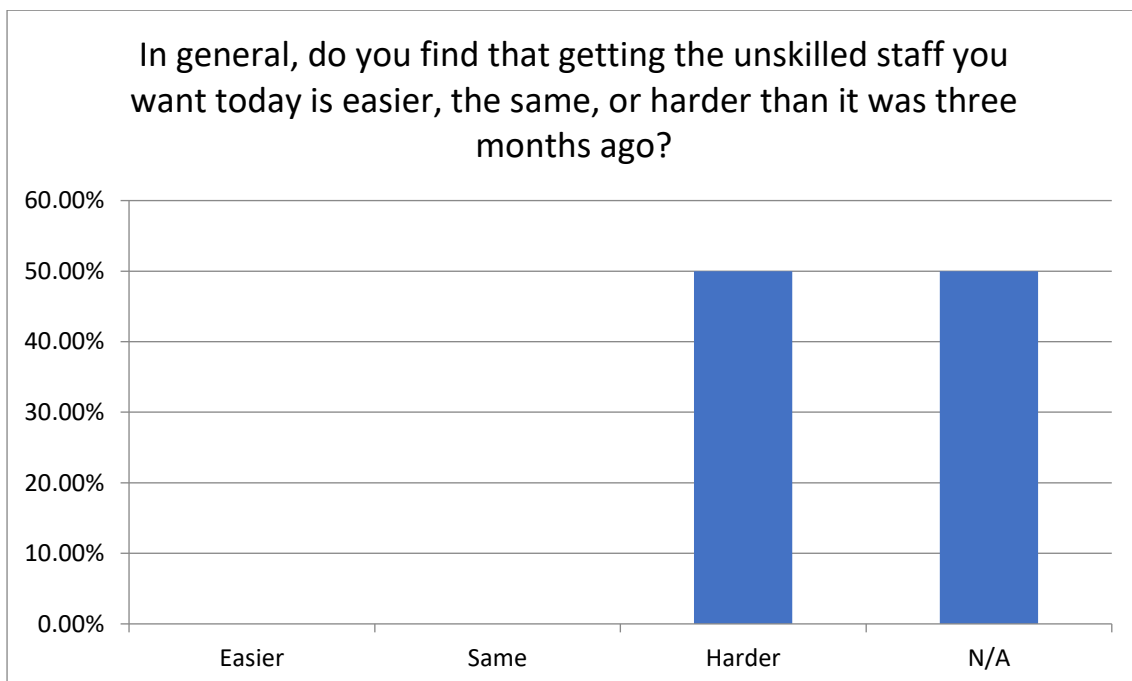
## Question 2



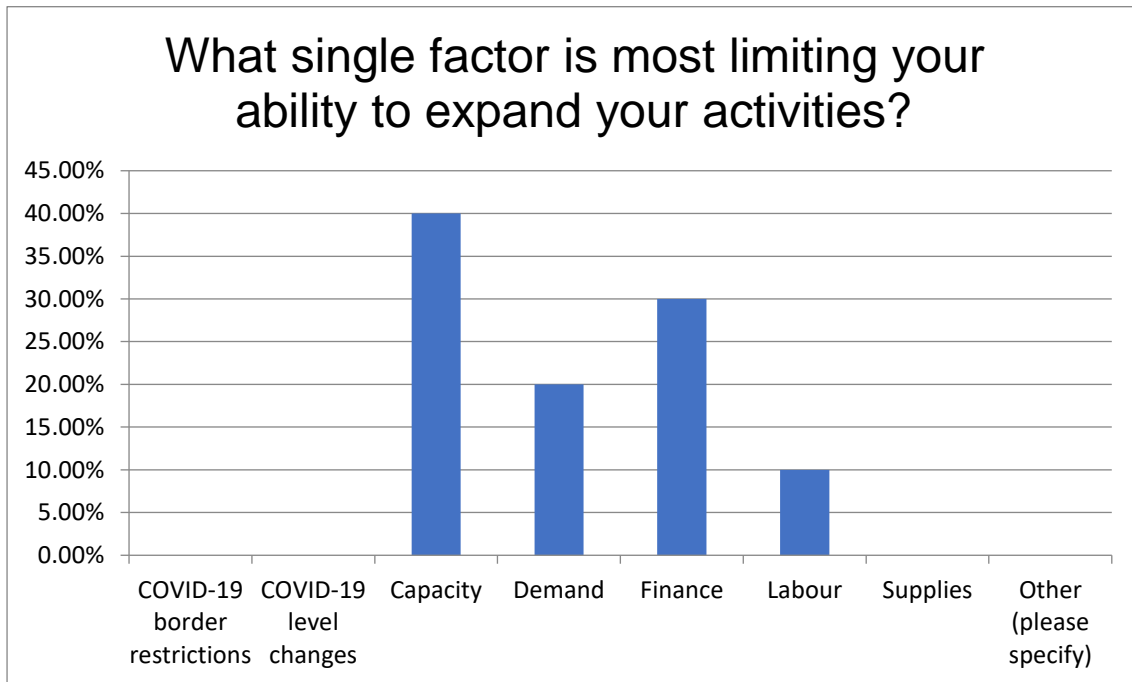
Question 3



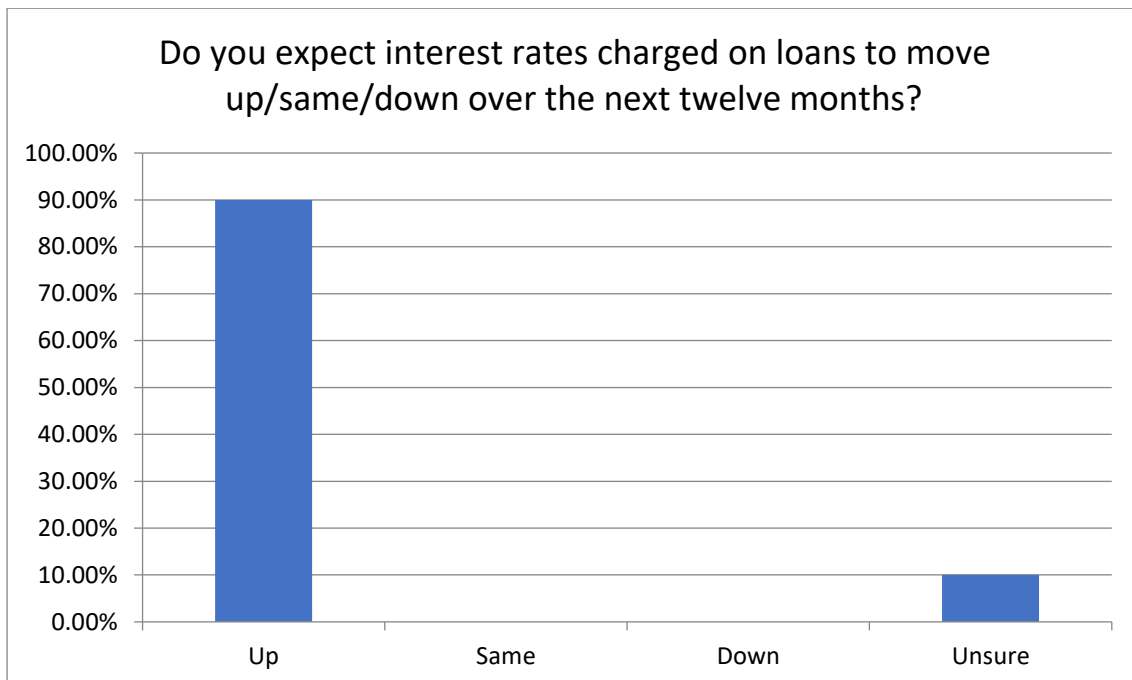
Question 4



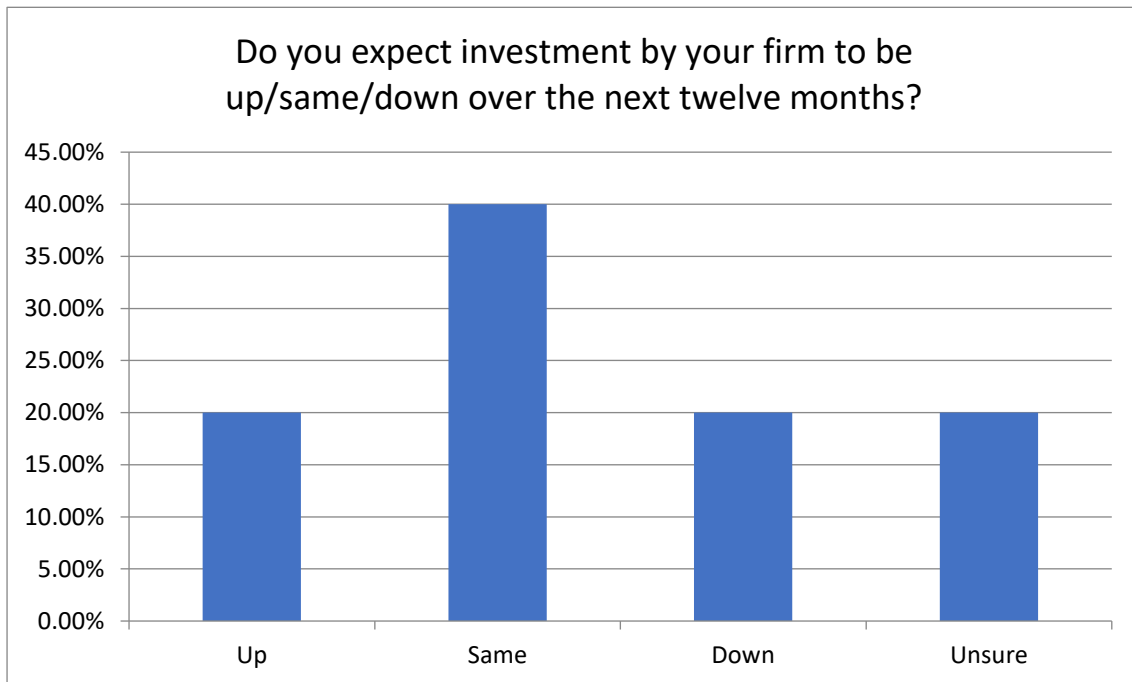
Question 5



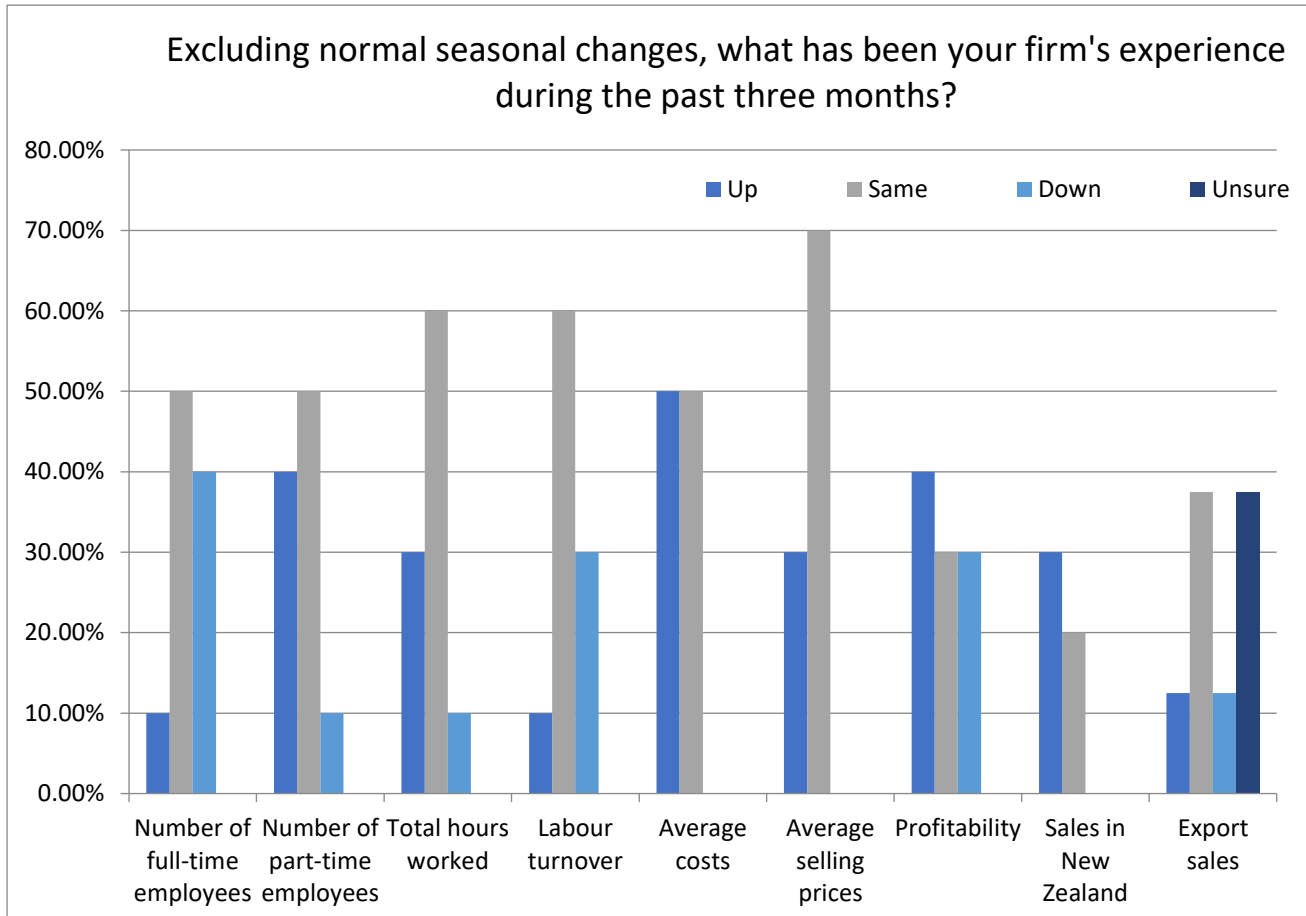
Question 6



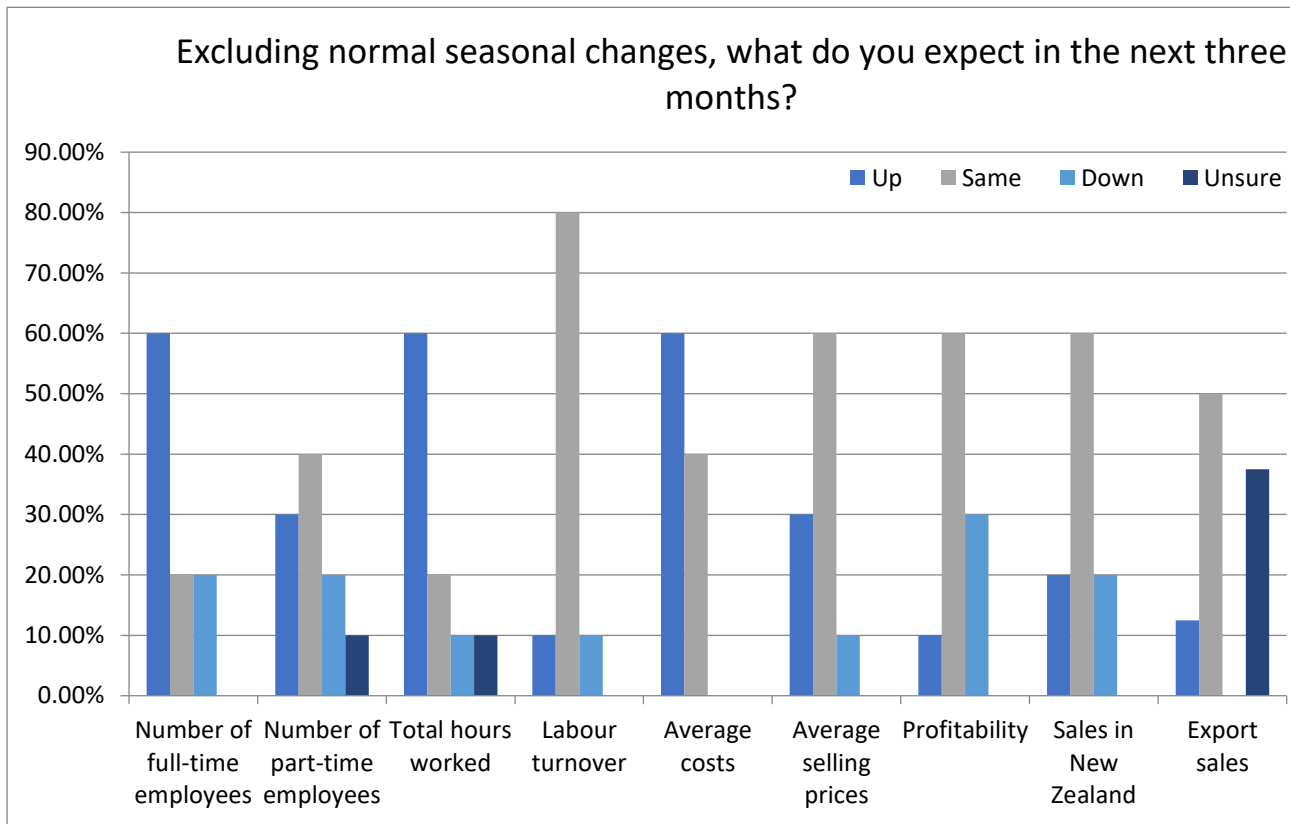
Question 7



Question 8



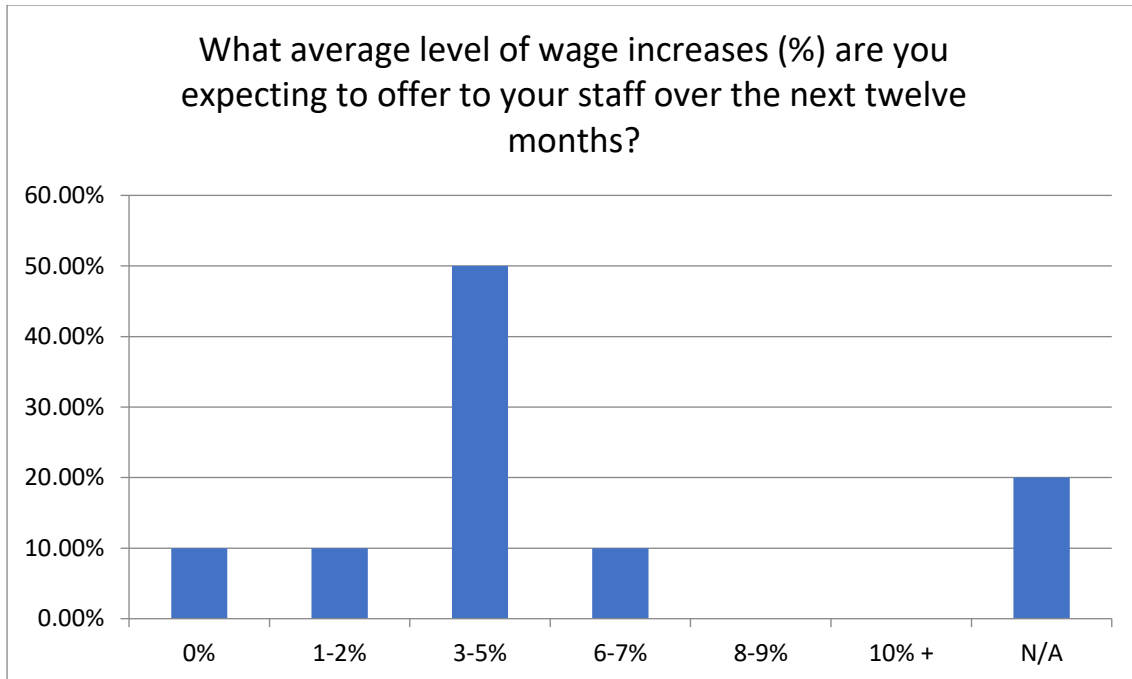
### Question 9



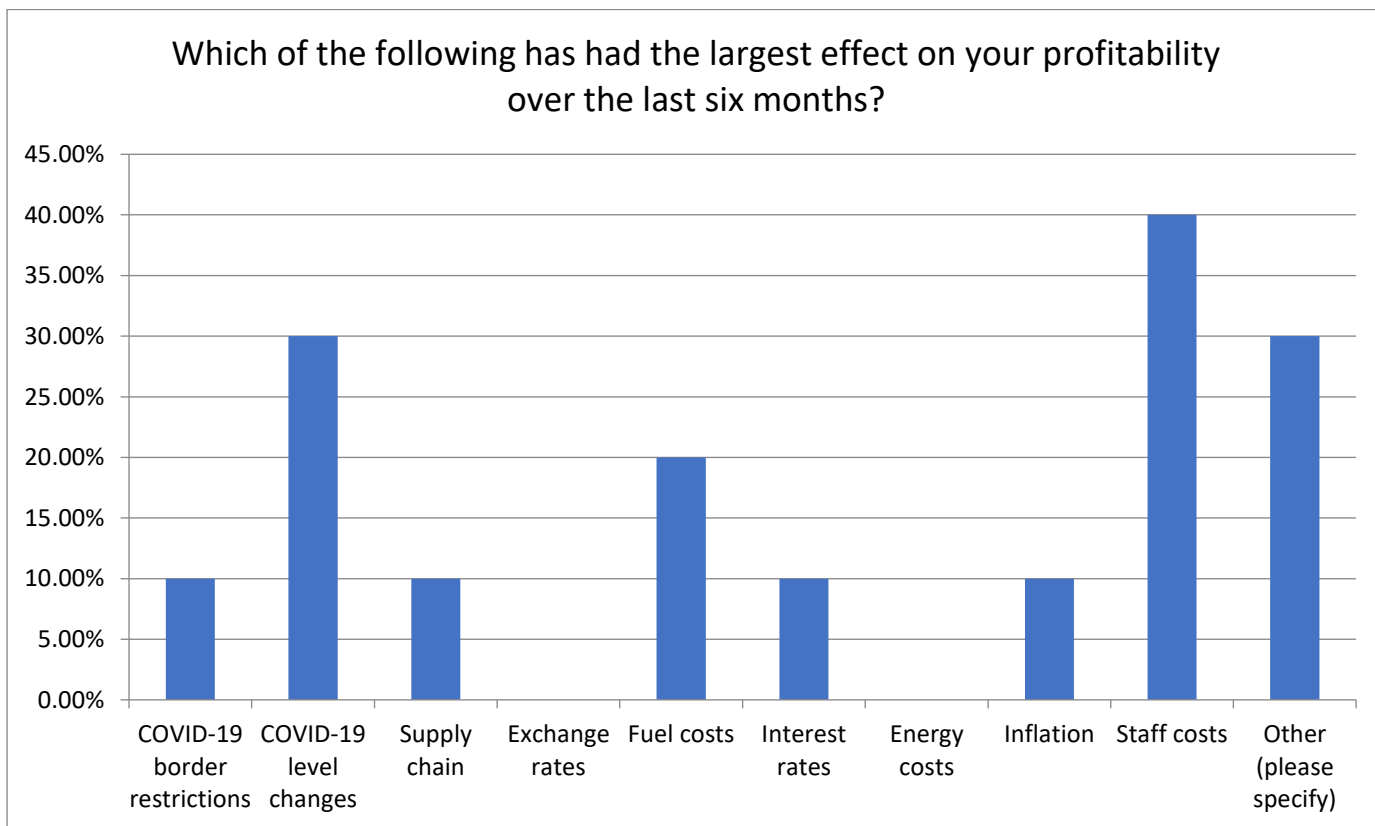
### Question 10



Question 11

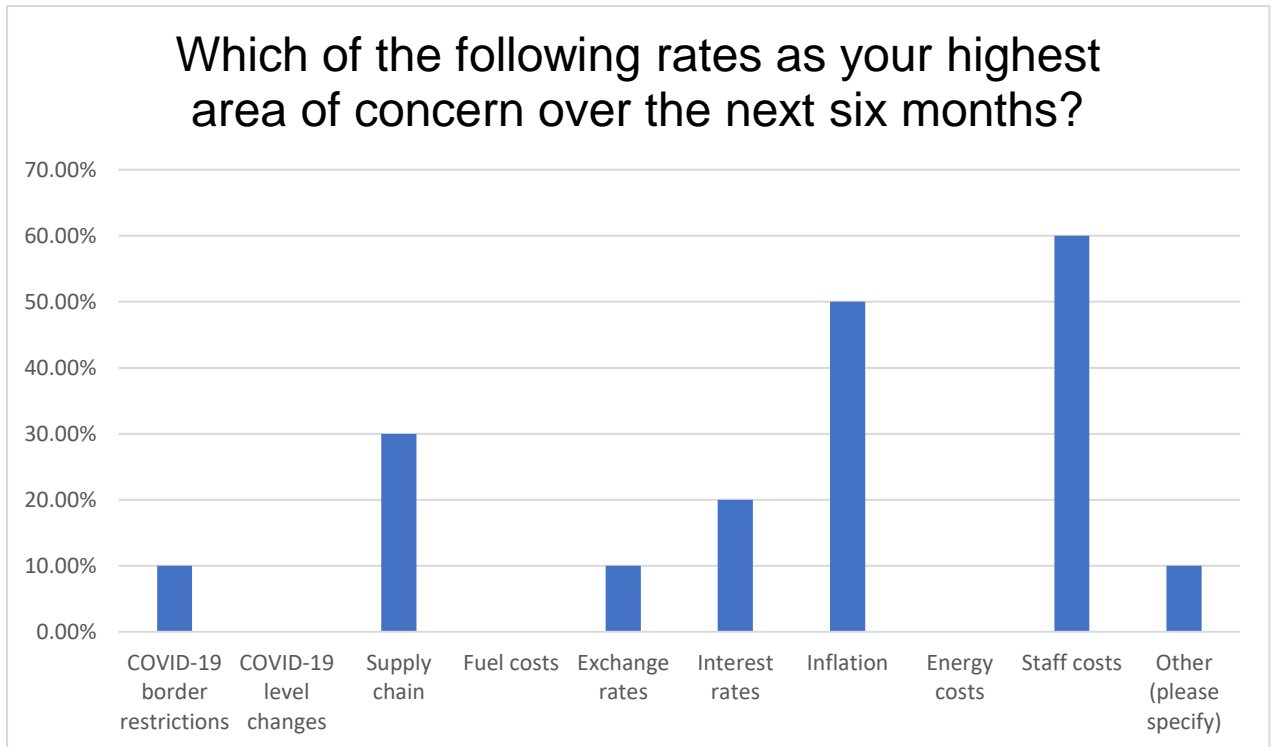


Question 12





Question 13



Question 14

