



# Quarterly Business Confidence Survey

## Otago Region

March 2021





## Key Points

- Business confidence overall is up with 37% expecting that the general business situation in New Zealand will improve in the next 6 months, and 31% expecting it will stay the same. A minority of 27% consider the general business situation in NZ will deteriorate.

This compares positively with 12 months ago when 47% of respondents expected it to deteriorate (surveyed prior to COVID-19 lockdown in February 2020).

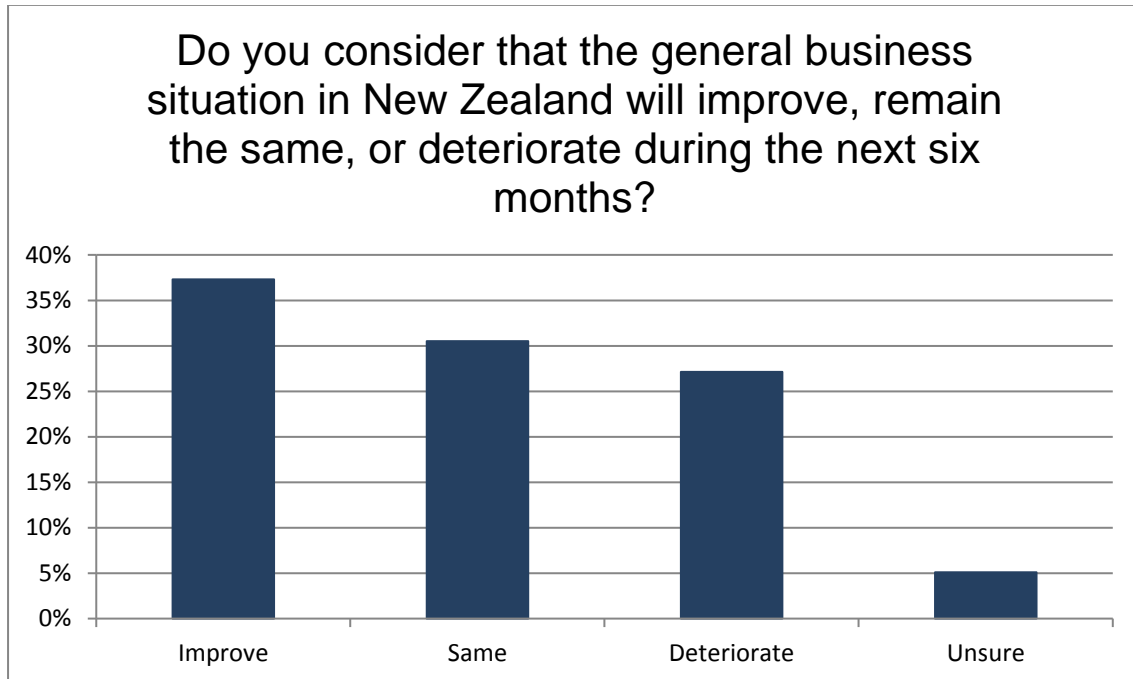
- The outlook on the respondents own businesses has come up with 47% of respondents expecting an improvement in their business up from 27% this time last year. 41% believe business will stay the same during the next 6 months and 12% believe business will deteriorate.
- Businesses are struggling to find skilled/specialist staff, with 39% finding it harder to find staff than three months ago. 36% believe it is still the same as it was 3 months ago.
- Demand is the most common limiting factor for businesses to expand their activities at 28% of respondents. This is followed by capacity at 22% and COVID-19 border restrictions and finance at 16% equally.

Note: compared with 12 months ago demand was first at 36%, capacity 22% and followed by labour at 19%.

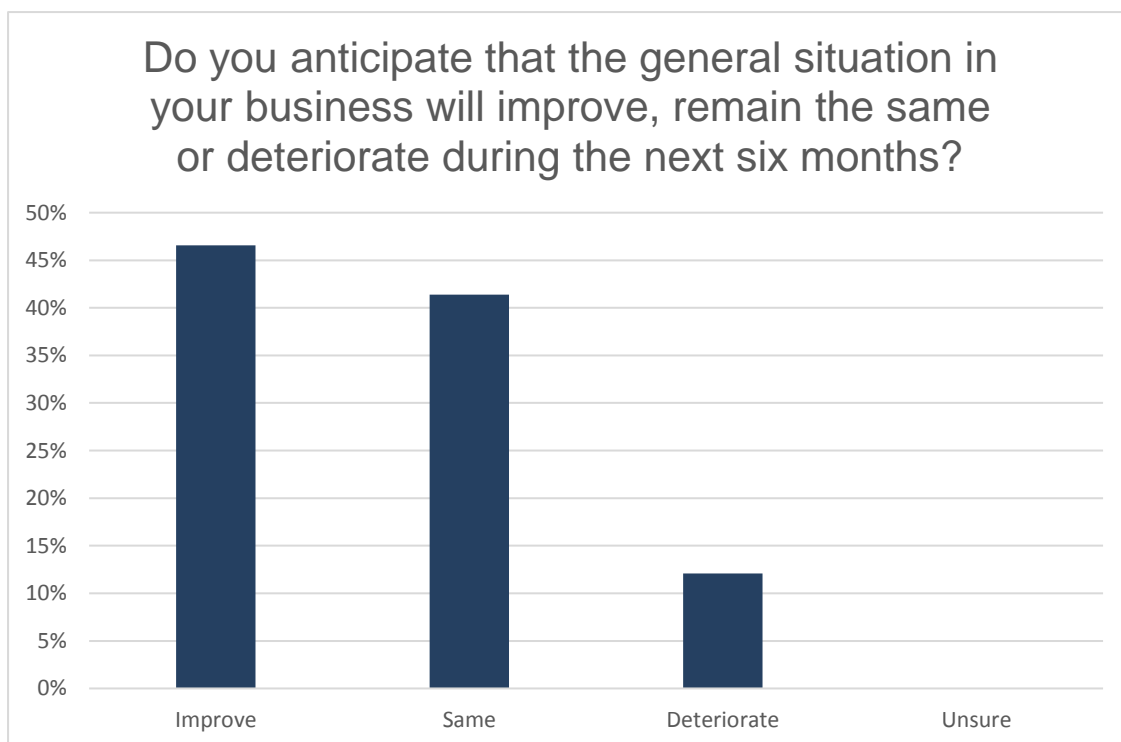
- Average costs continue to go up as a concern for businesses with 61% of respondents saying it has gone up over the past three months and 53% believing it will continue to go up over the quarter. Total hours worked is an area for concern with 44% of respondents saying this has gone up and will continue to go up over the next quarter. Profitability is also an area for concern with 38% of respondents saying it went down over the last quarter and 2% believing it will continue to go down.
- The biggest effect on profit is still staff costs according to the respondents, with 36% up from 74% in the February 2020 survey. This followed by 29% of respondents who state that COVID-19 level changes, closely followed by COVID-19 border restrictions at 22% had the biggest effect on their profit.
- The biggest area of concern is still the same as the biggest effect on profit, namely the staff costs at 37%. The second biggest concern is COVID-19 border restrictions with 29% of respondents choosing this closely followed by COVID-19 level restrictions with 27% of respondents and supply chain sits at 24%.

## Summary of results

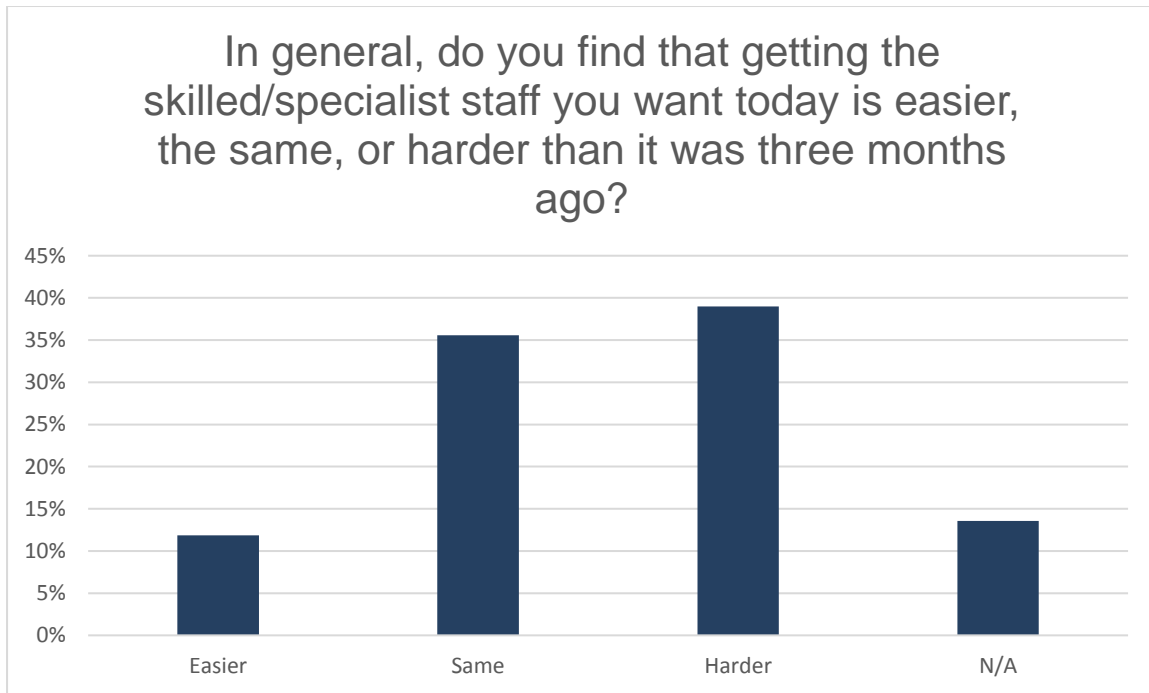
### Question 1



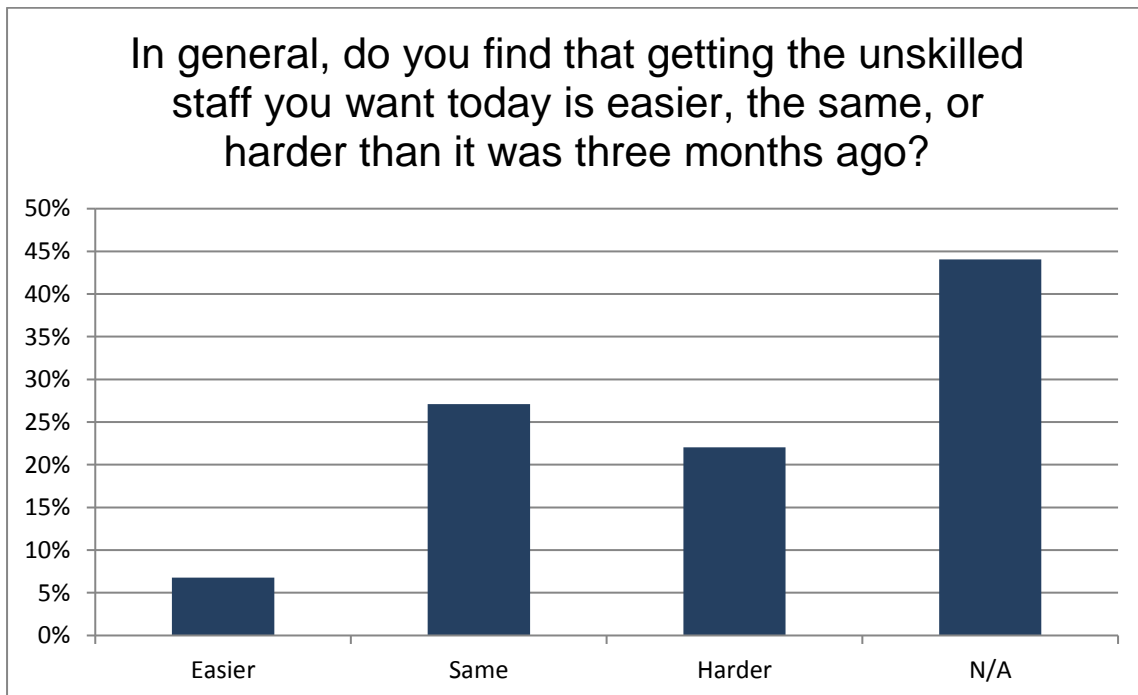
### Question 2



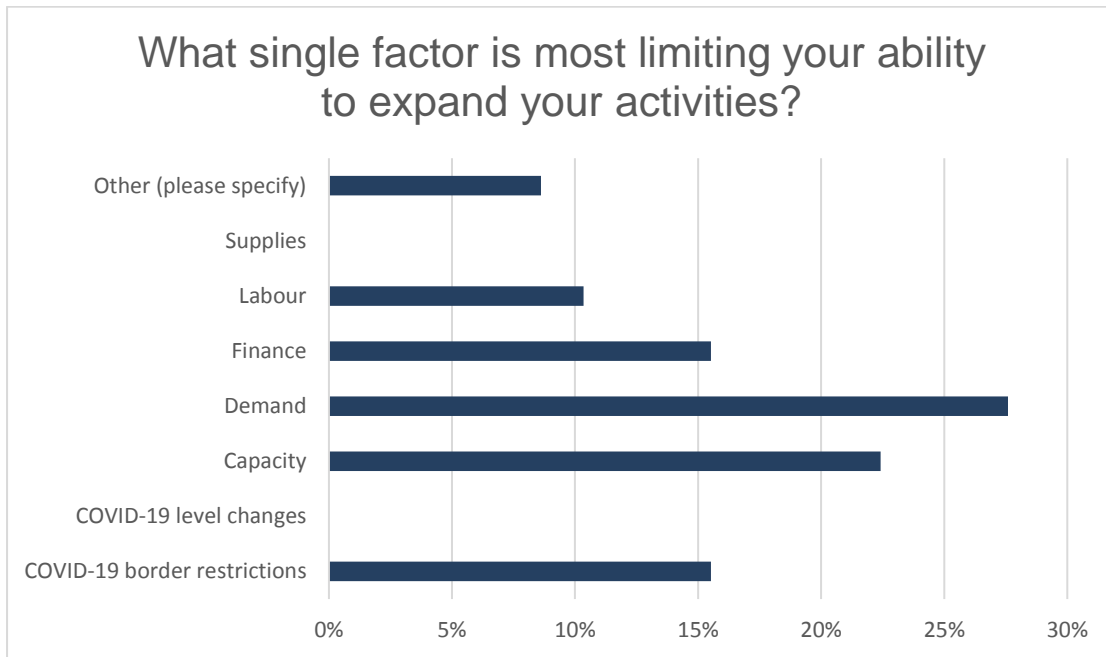
**Question 3**



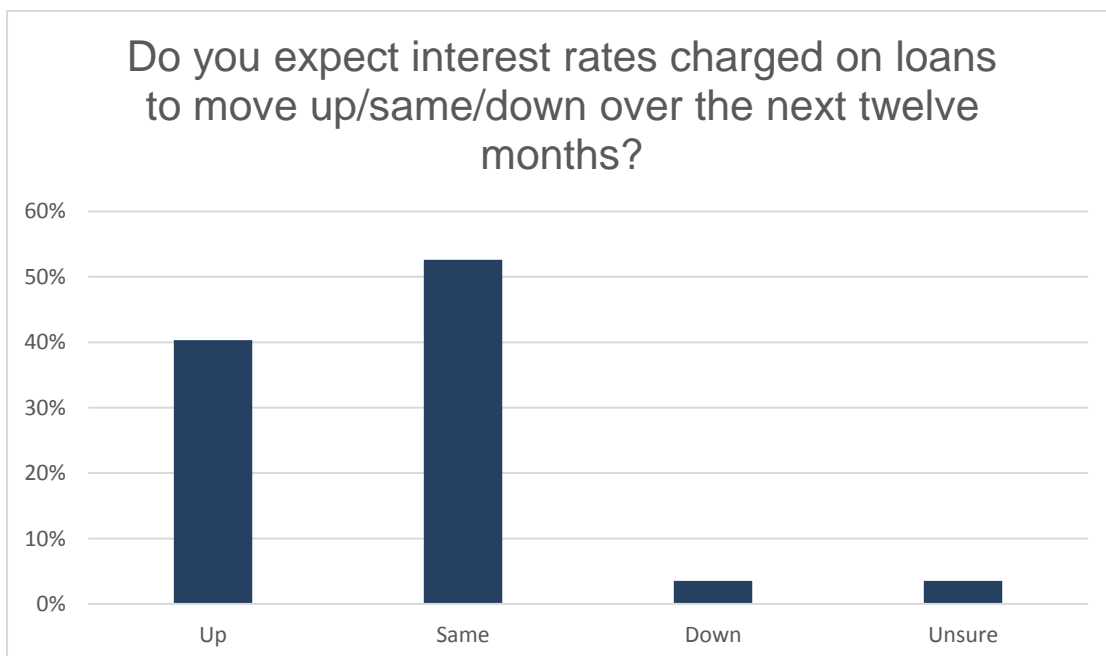
**Question 4**



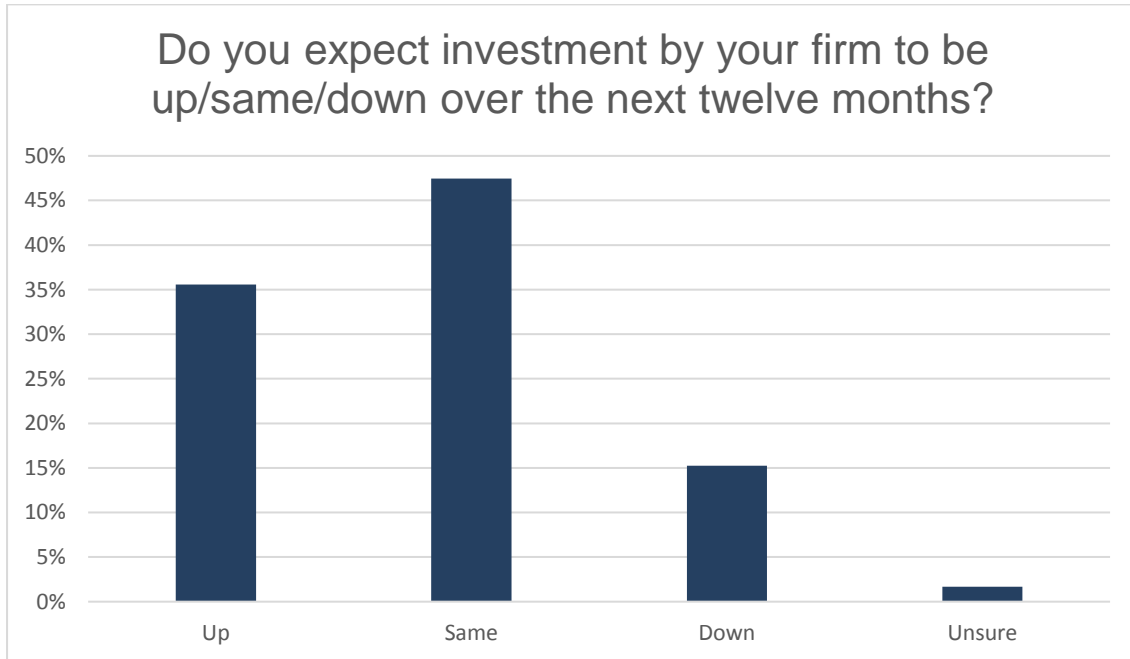
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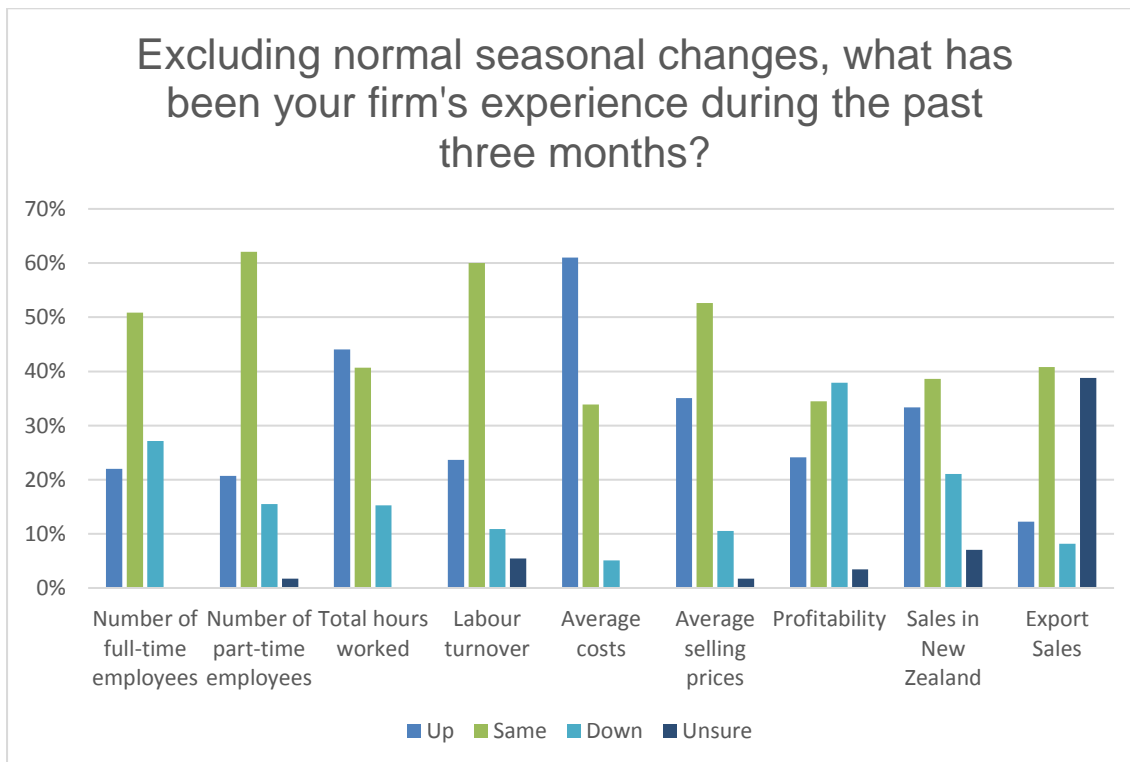
**Question 6**



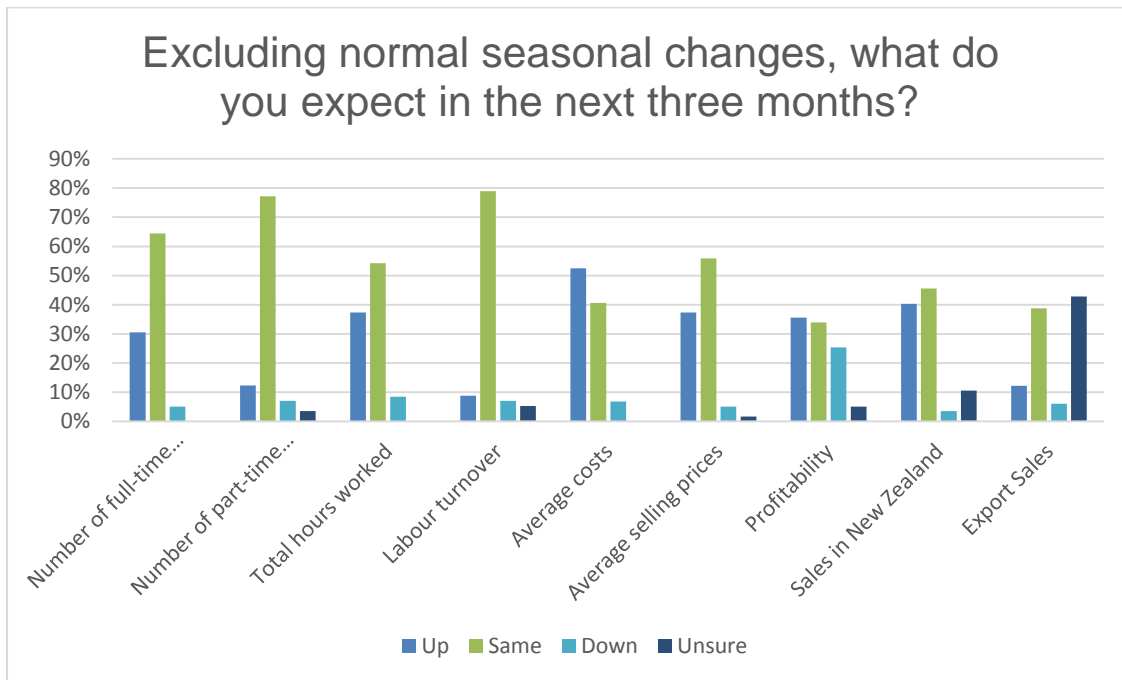
**Question 7**



**Question 8**



**Question 9**

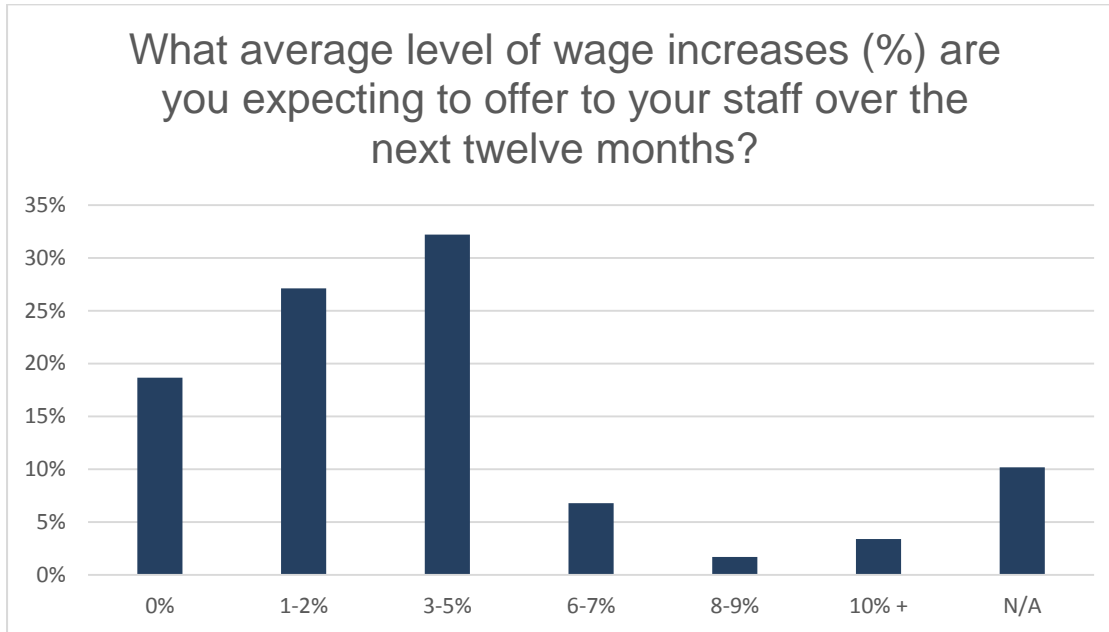


**Question 10**

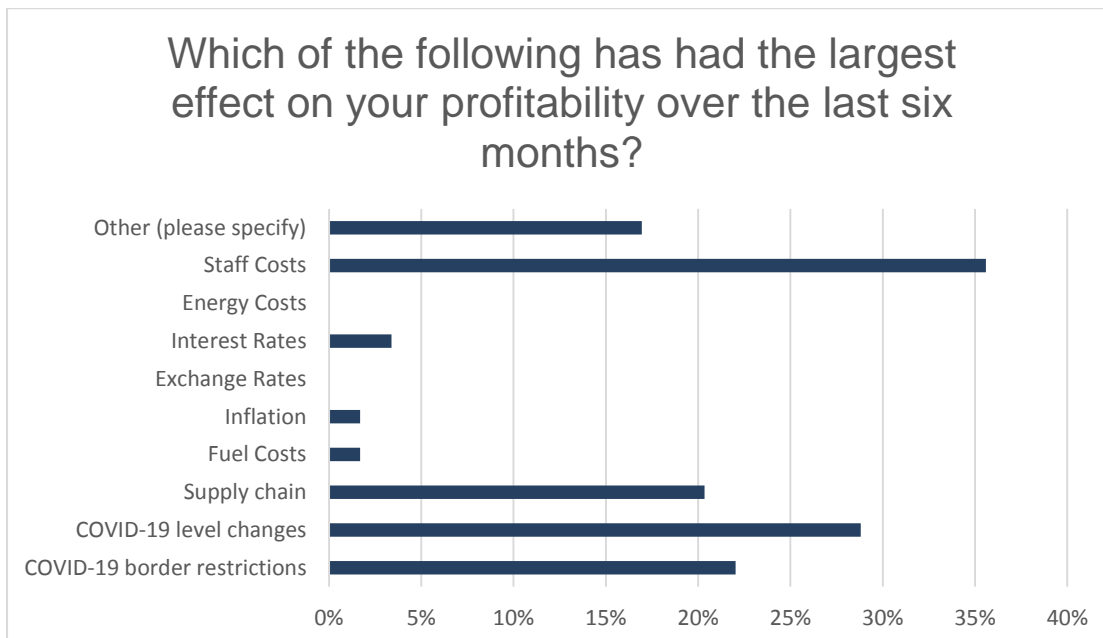




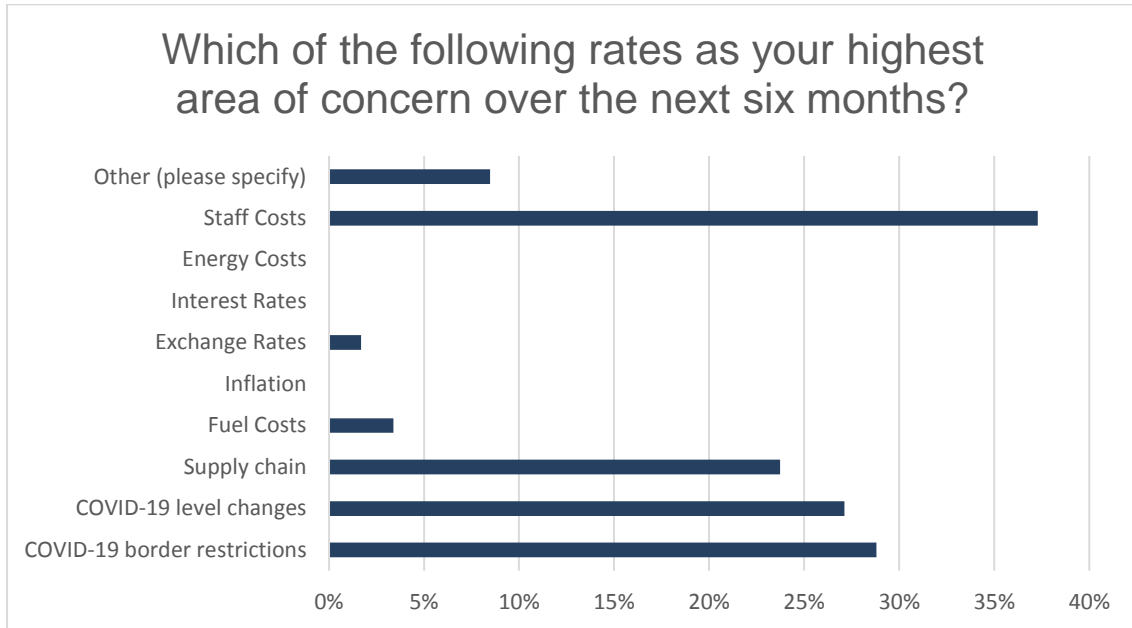
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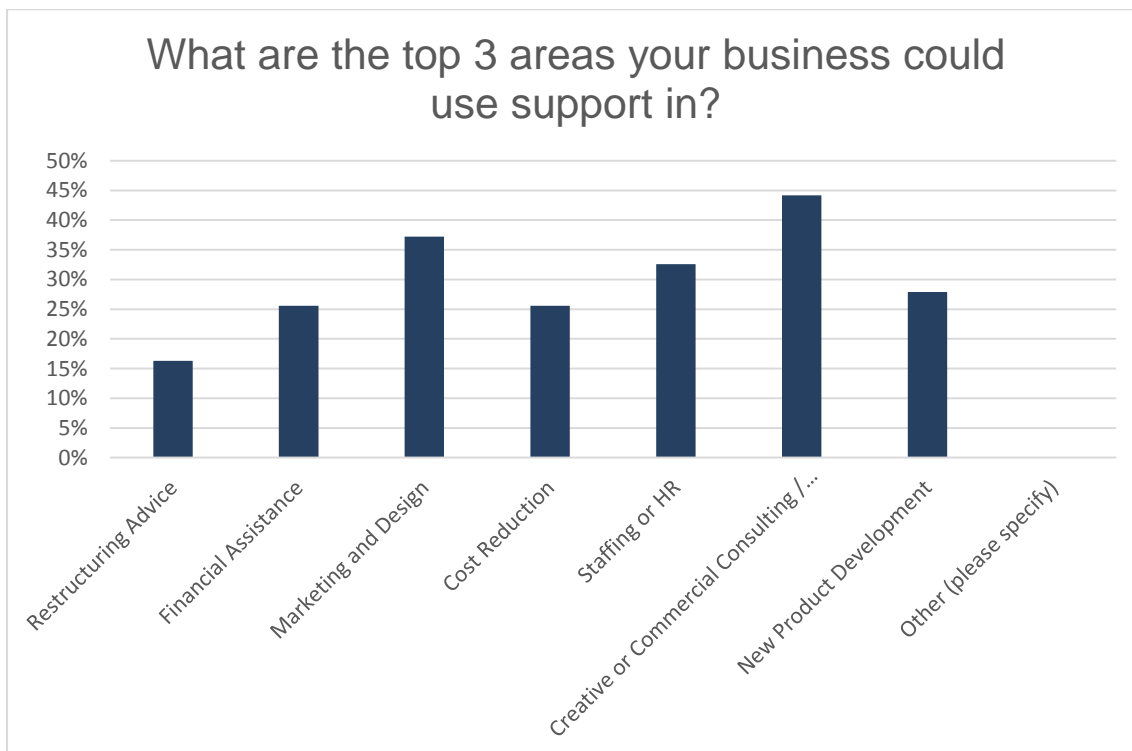
**Question 12**



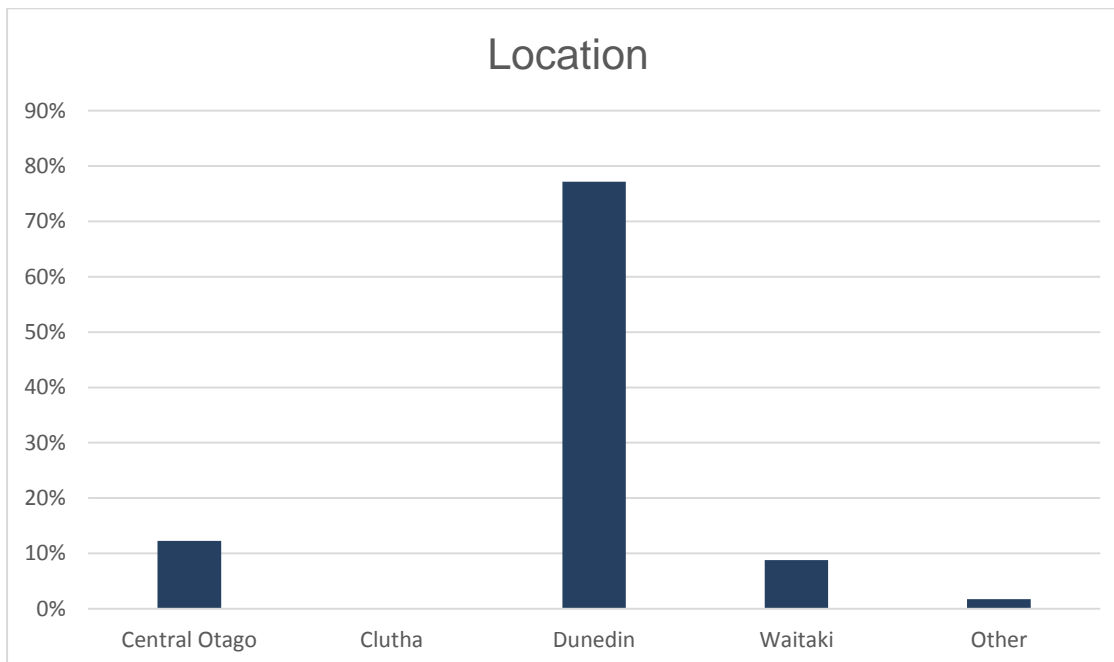
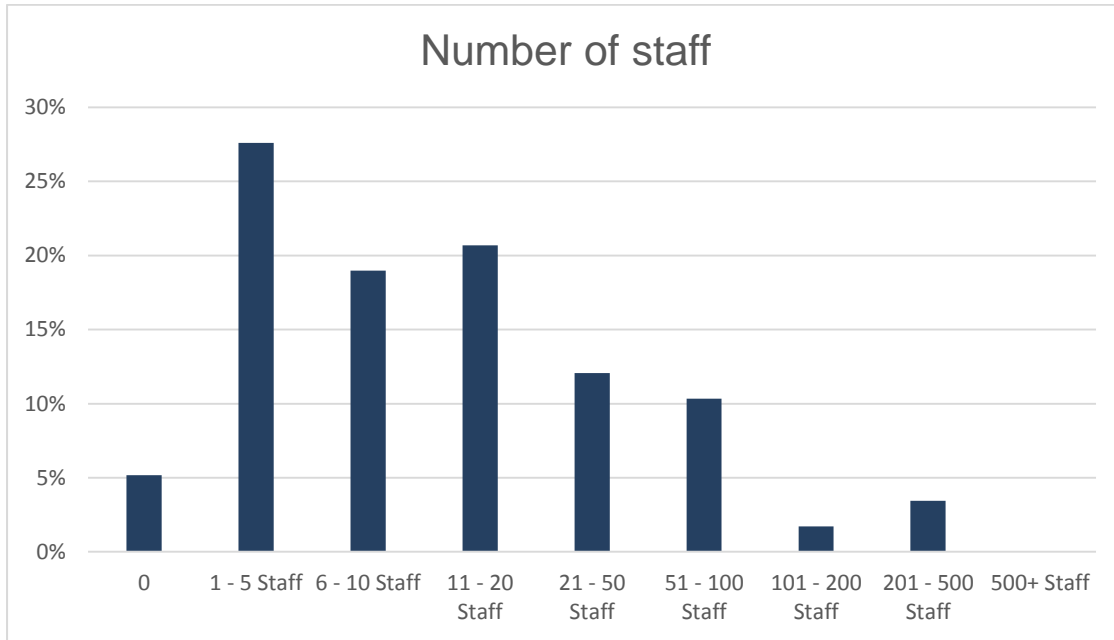
**Question 13**



**Question 14**



**Member demographics**



Please indicate the category that fits the main activity of your organisation

