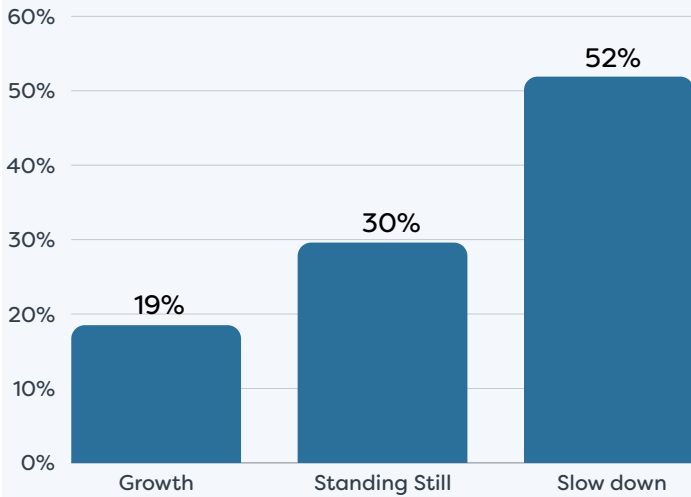


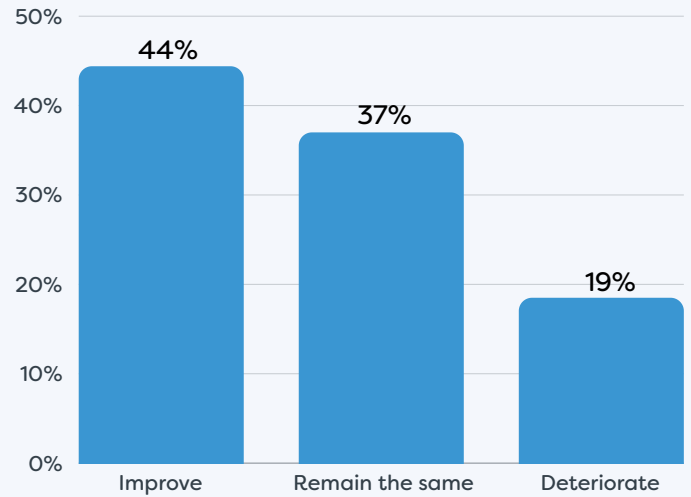
# Waikato Regional Business Sentiment Survey April 2024

## Survey Responses for the Manufacturing Sector

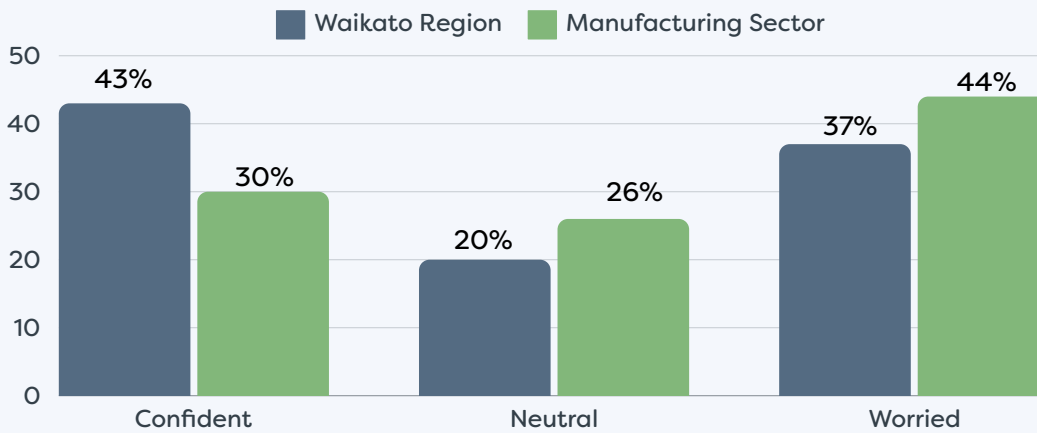
**Current Waikato economic outlook**



**Next 12 months Waikato economic outlook**

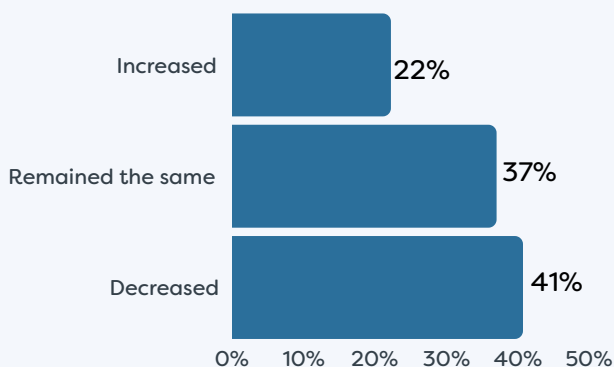


**Confidence in own business**

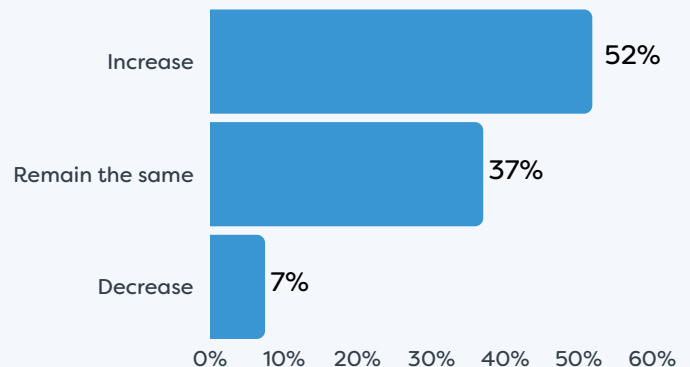


**78%**  
believe there is a skills shortage

**Previous 12 months staffing level changes**



**Next 12 months expected staffing level changes**

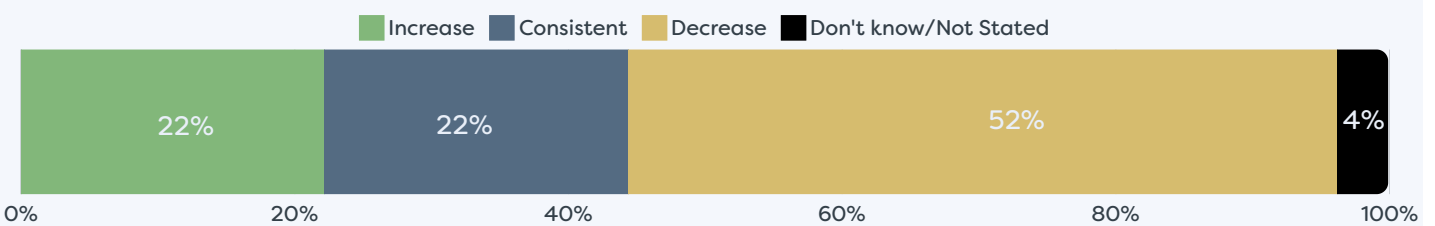


## Survey Responses for the Manufacturing Sector

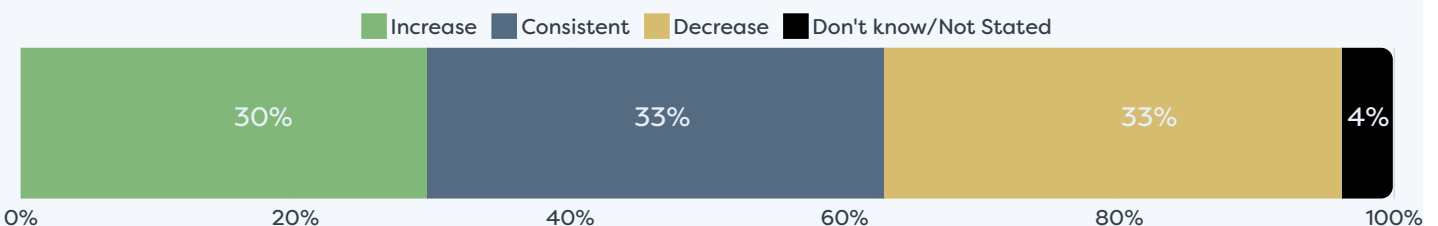
**Business revenue performance over past 12 months**



**Business profitability performance relative to previous 12 months**



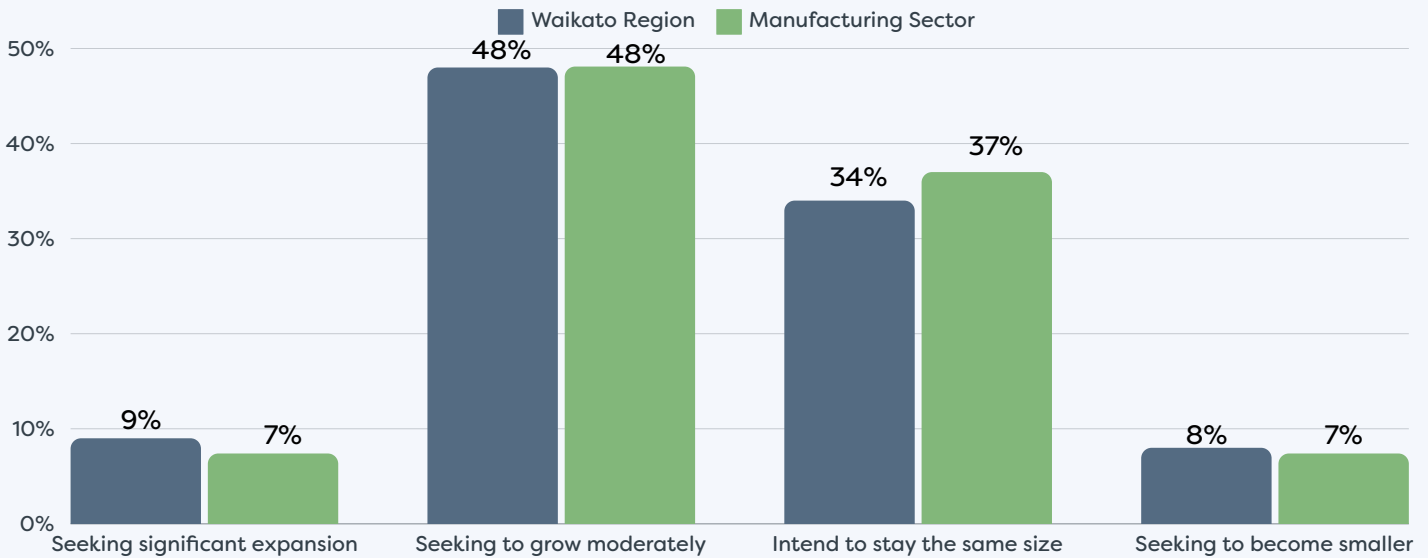
**Profitability expectations for the next 12 months**



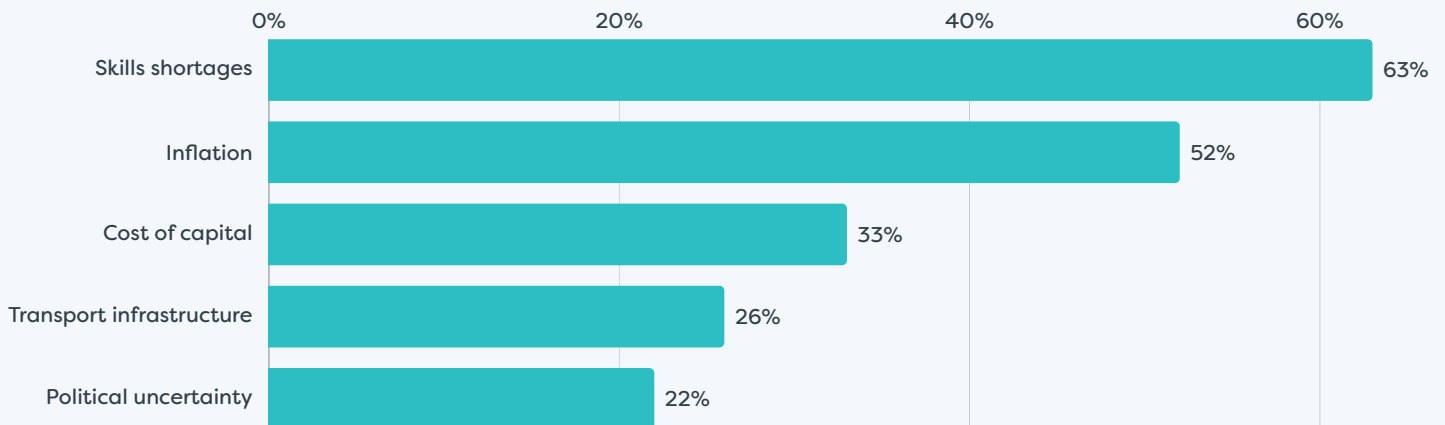
# Waikato Regional Business Sentiment Survey April 2024

## Survey Responses for the Manufacturing Sector

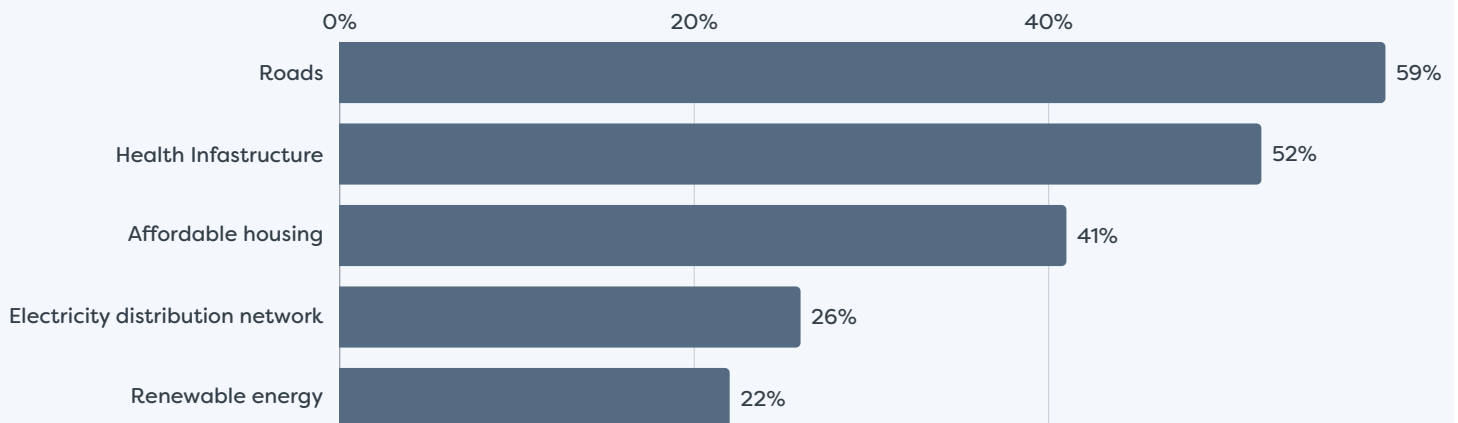
### Growth intentions for the next 12 months



### Top 5 major barriers to growth

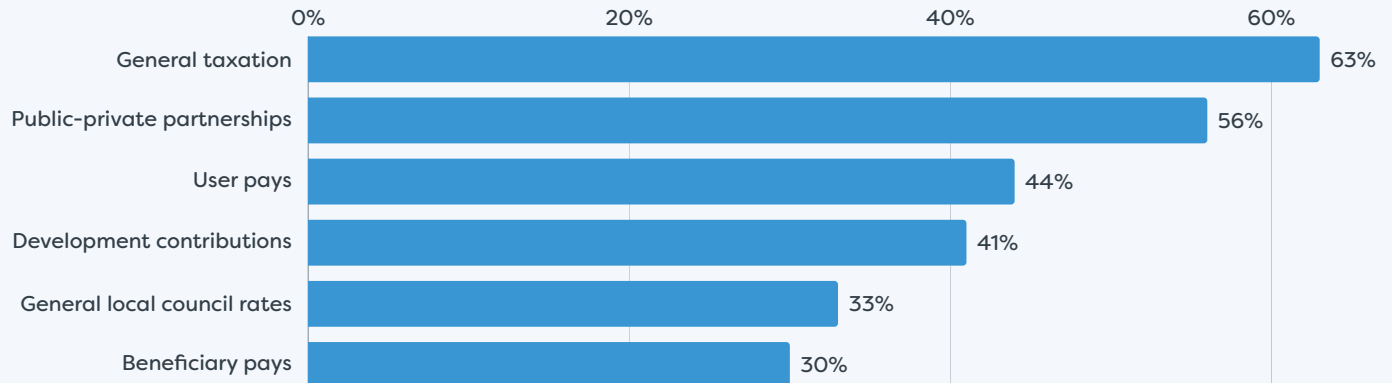


### Top 5 regional infrastructure priorities

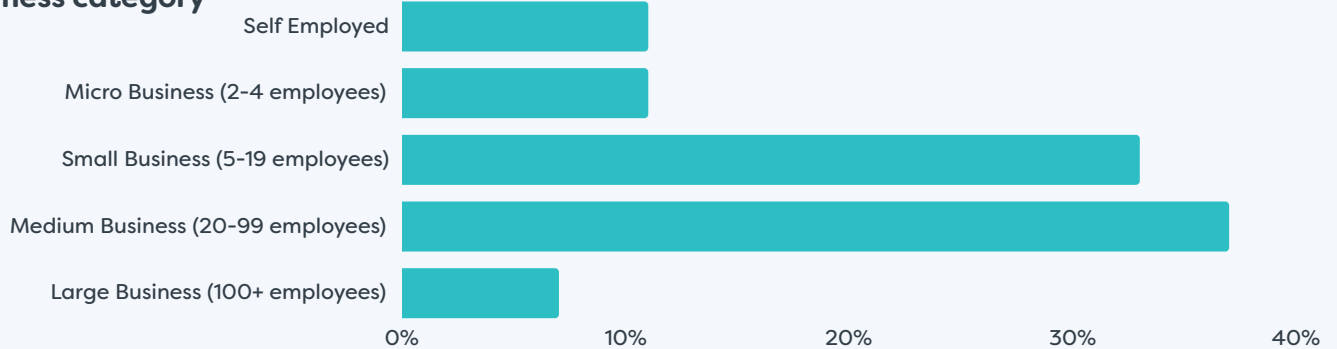


## Survey Responses for the Manufacturing Sector

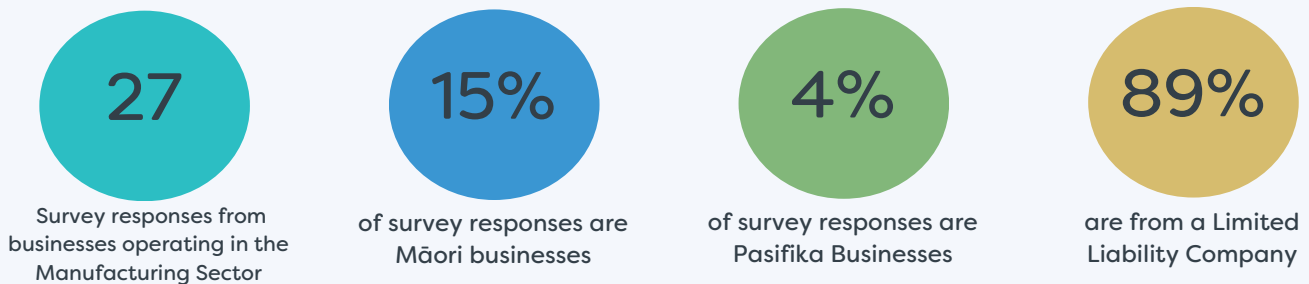
### How should investment in priority regional infrastructure be funded?



### Business category



### District level respondent overview



### FOOTNOTES

- Respondent profiles do not align to either district population contribution or sector GDP contribution, results are indicative only.
- Results have been rounded to enable summation of data, some rounding errors may occur.
- All insights and observations from 27 samples received.
- Surveys were conducted by online survey from 1- 22 April 2024.
- Net confidence scores are calculated by subtracting the negative response level from the positive.