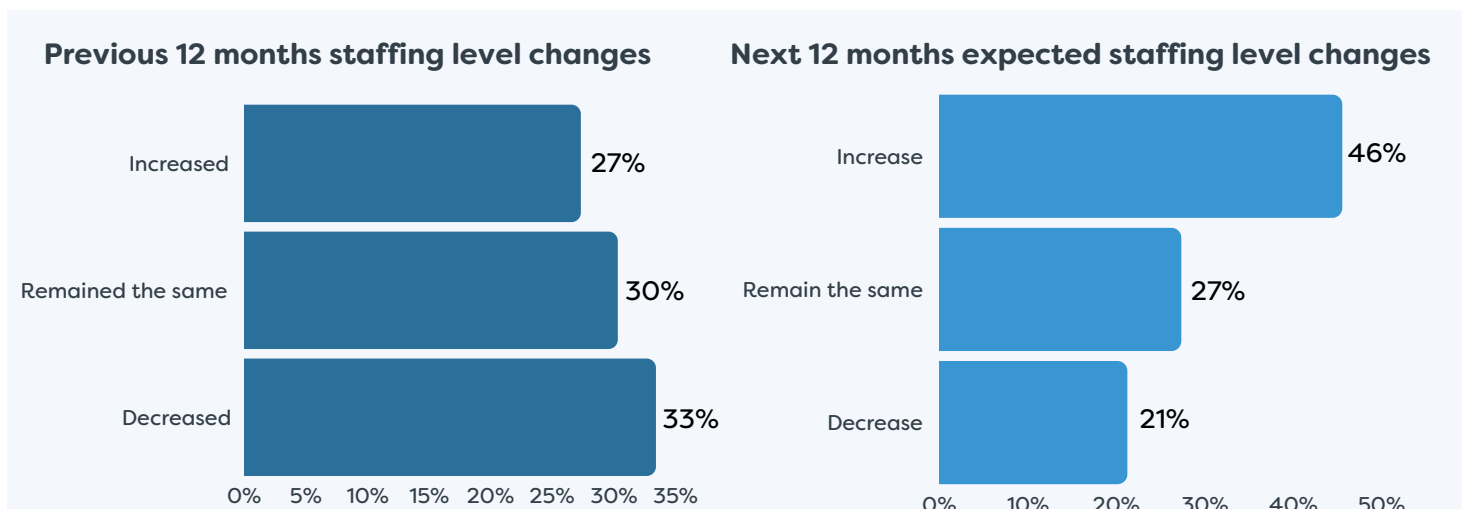
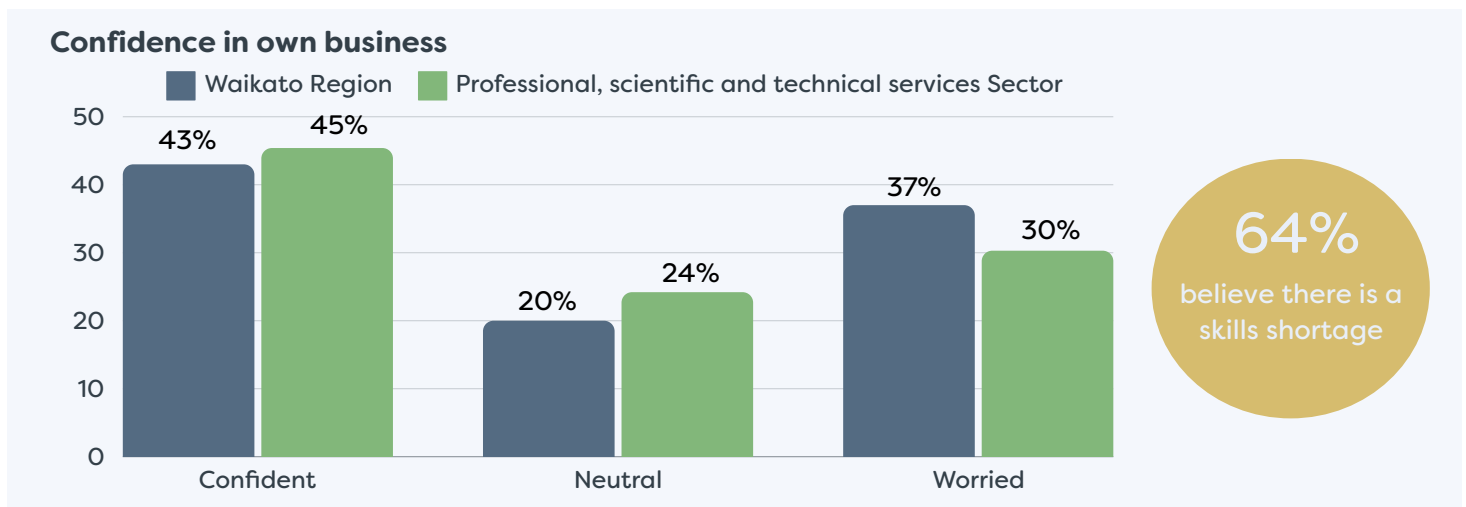
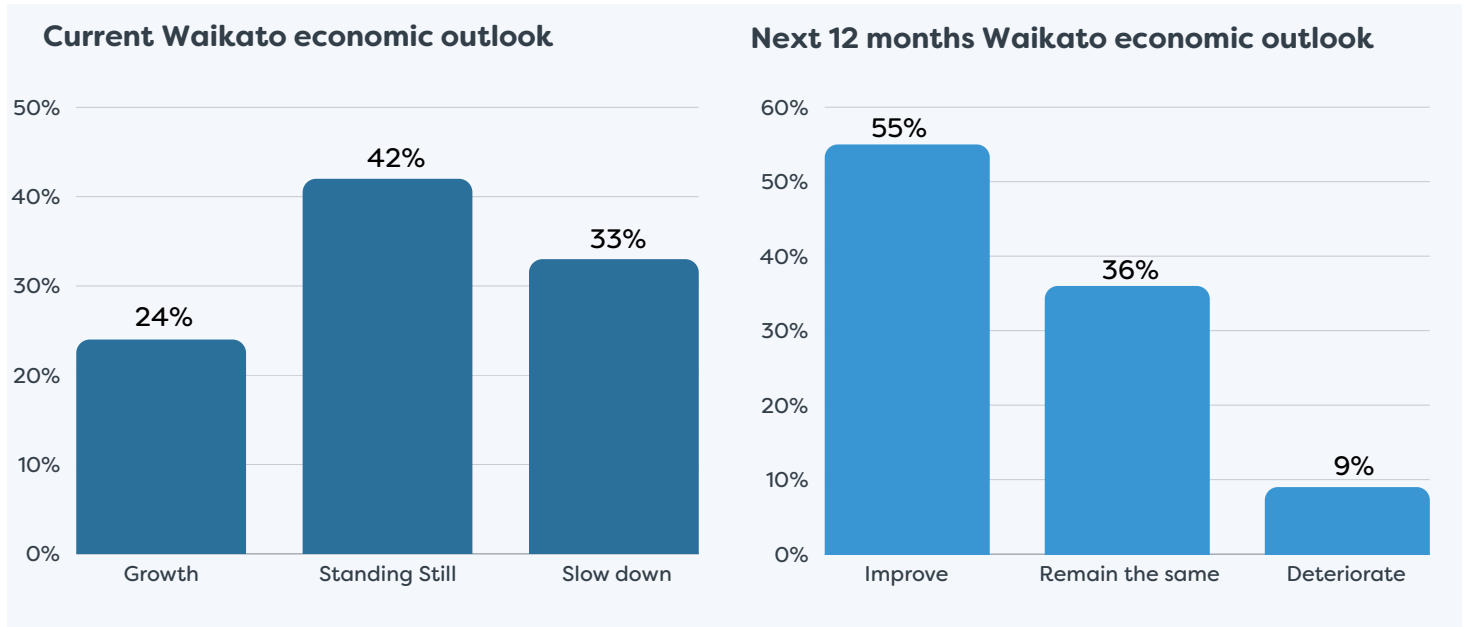


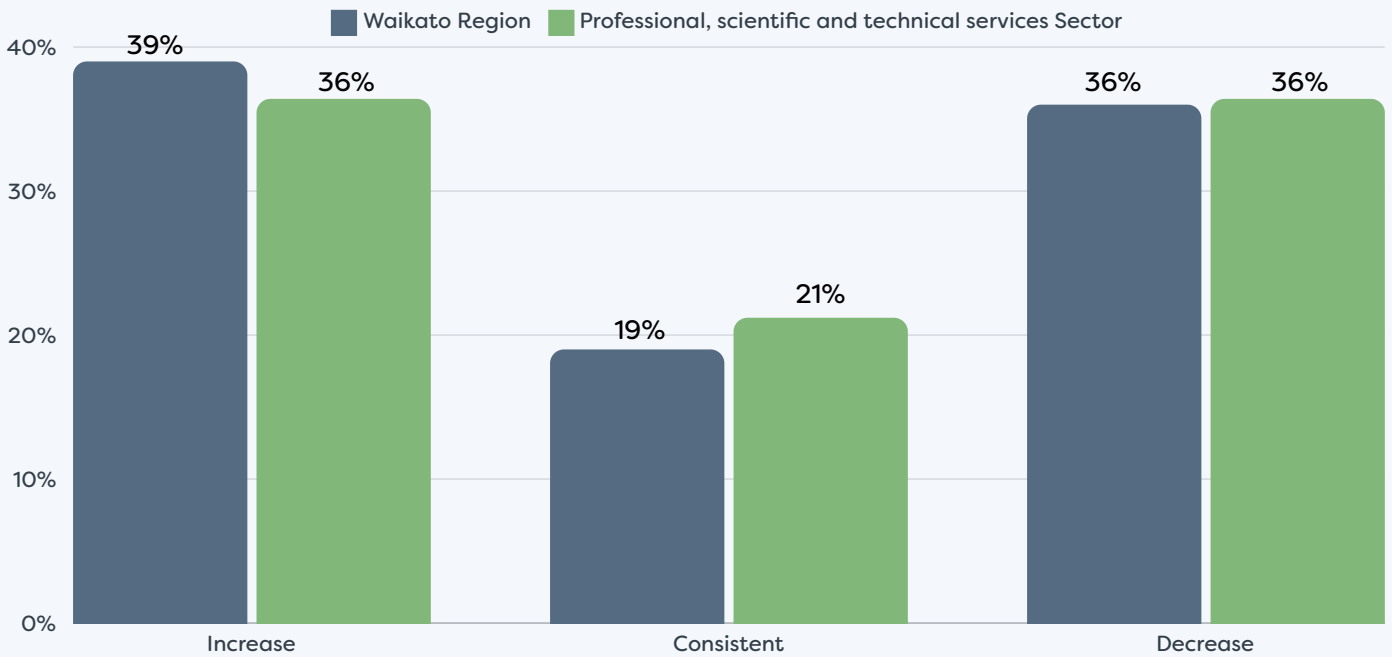
Waikato Regional Business Sentiment Survey April 2024

Responses for the Professional, Scientific & Technical Services Sector

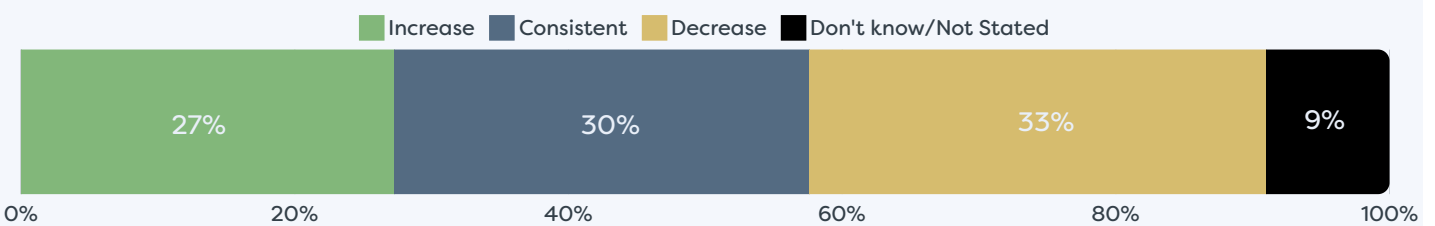


Responses for the Professional, Scientific & Technical Services Sector

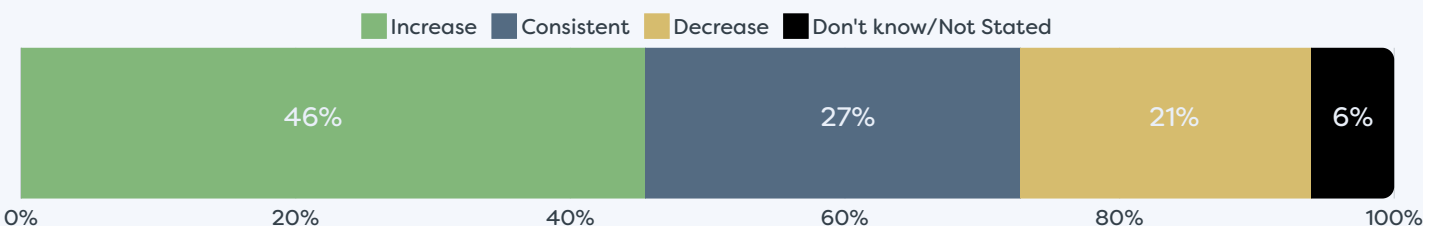
Business revenue performance over past 12 months



Business profitability performance relative to previous 12 months

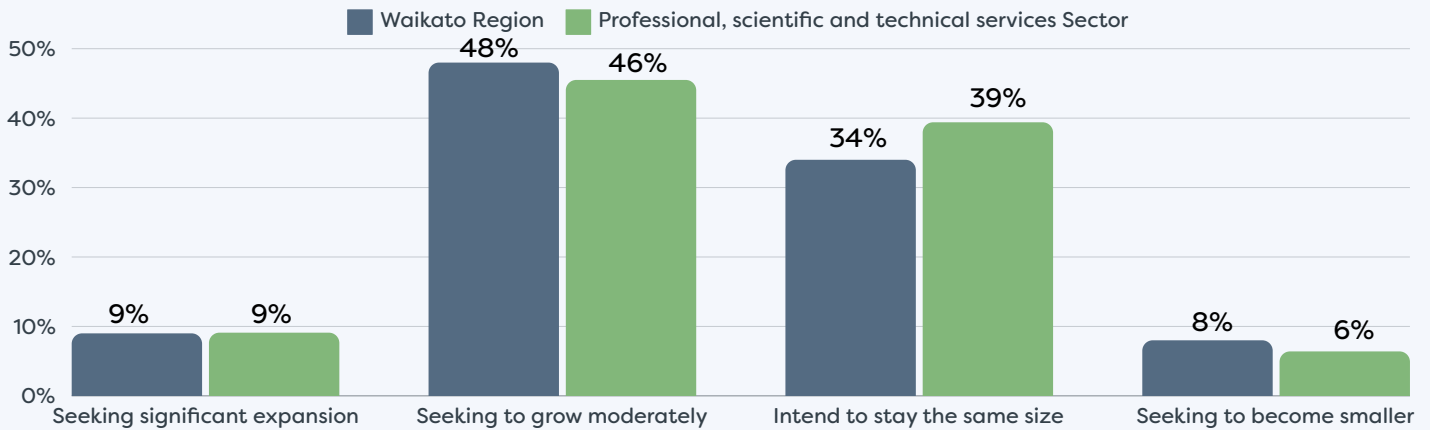


Profitability expectations for the next 12 months

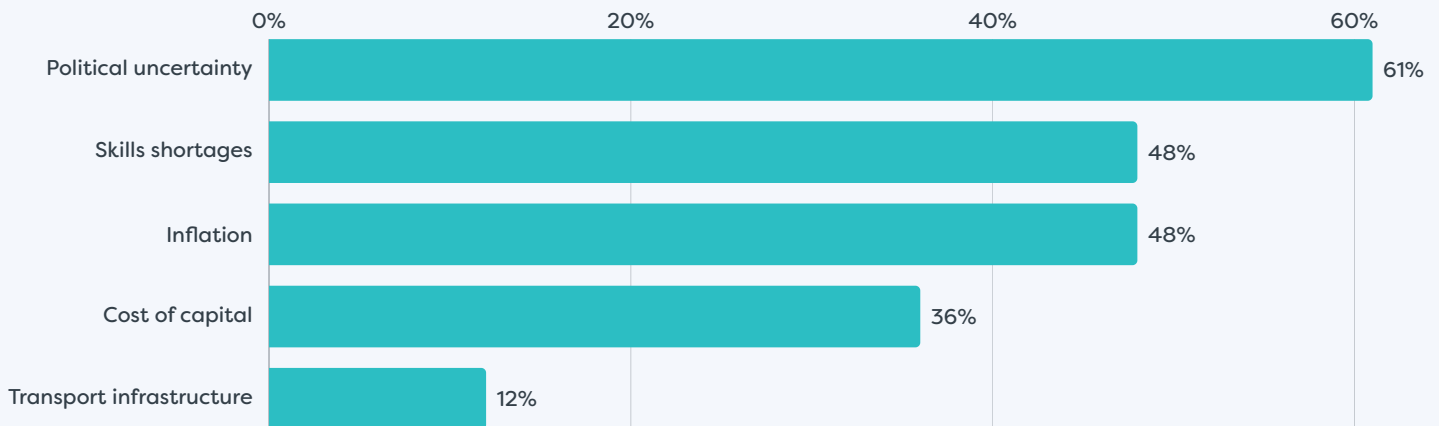


Responses for the Professional, Scientific & Technical Services Sector

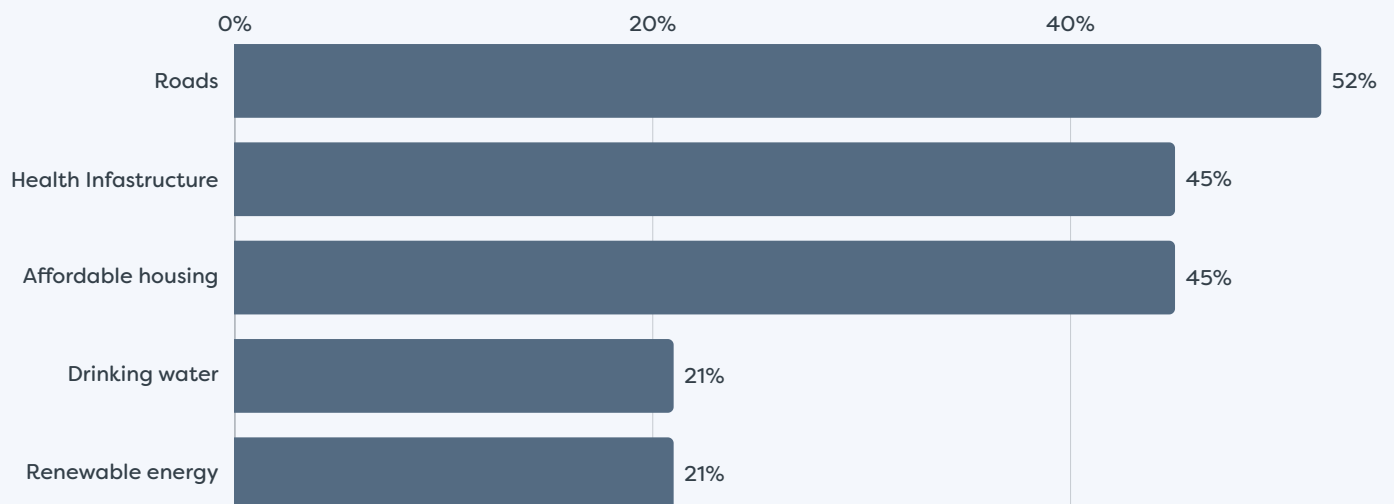
Growth intentions for the next 12 months



Top 5 major barriers to growth

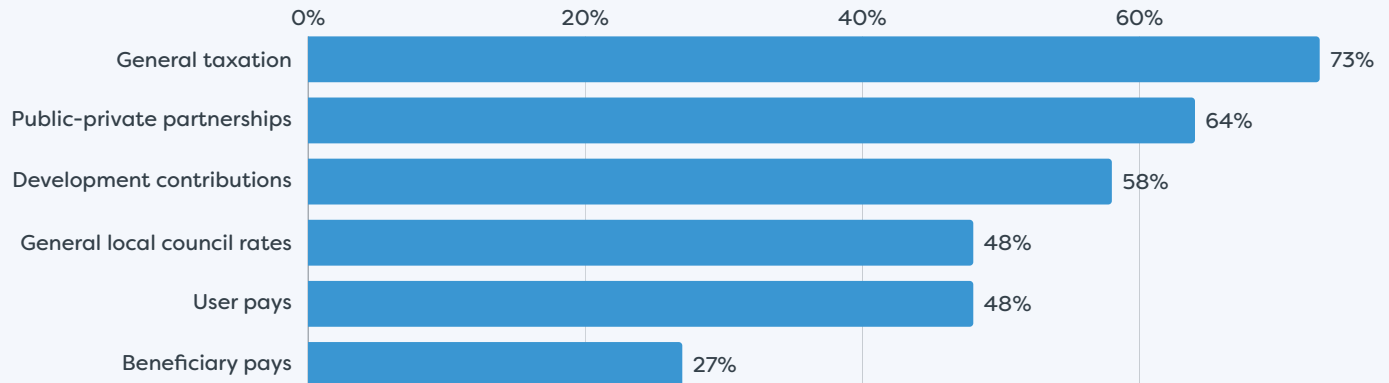


Top 5 regional infrastructure priorities

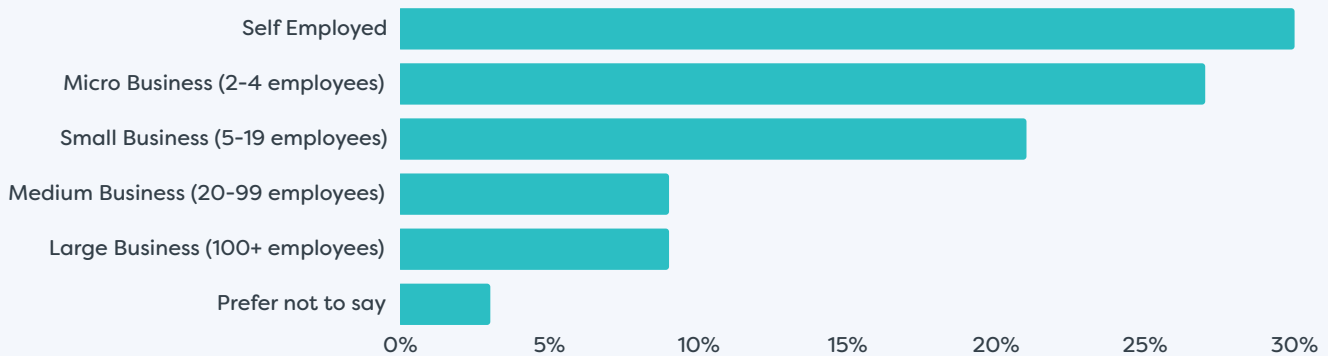


Responses for the Professional, Scientific & Technical Services Sector

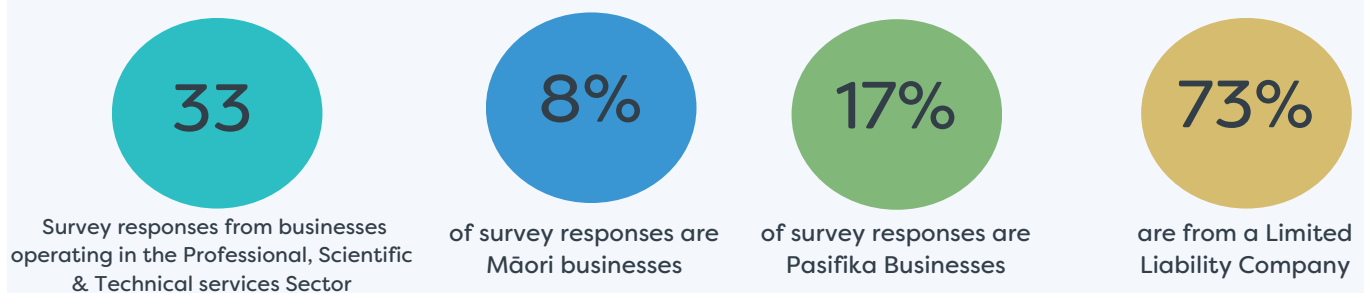
How should investment in priority regional infrastructure be funded?



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 33 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.