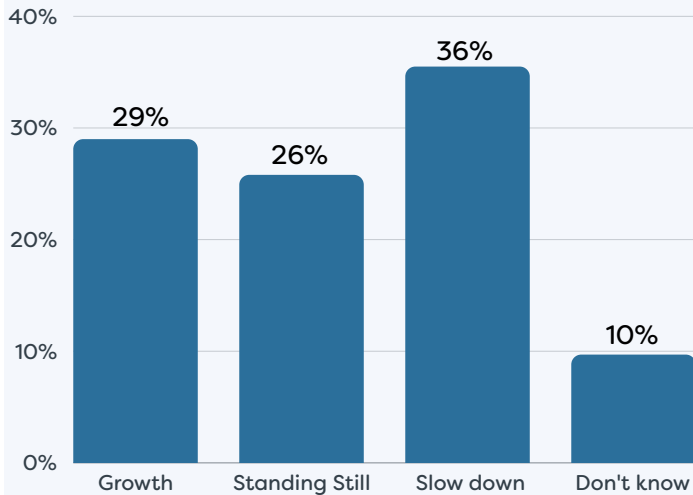


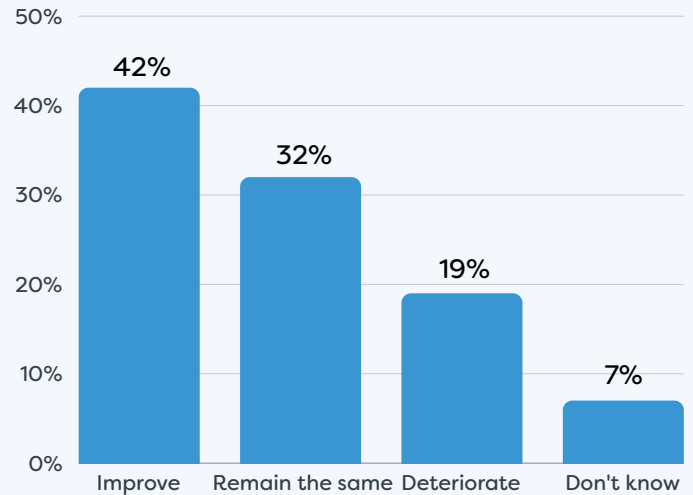
Waikato Regional Business Sentiment Survey April 2024

Survey Responses for the Technology Sector

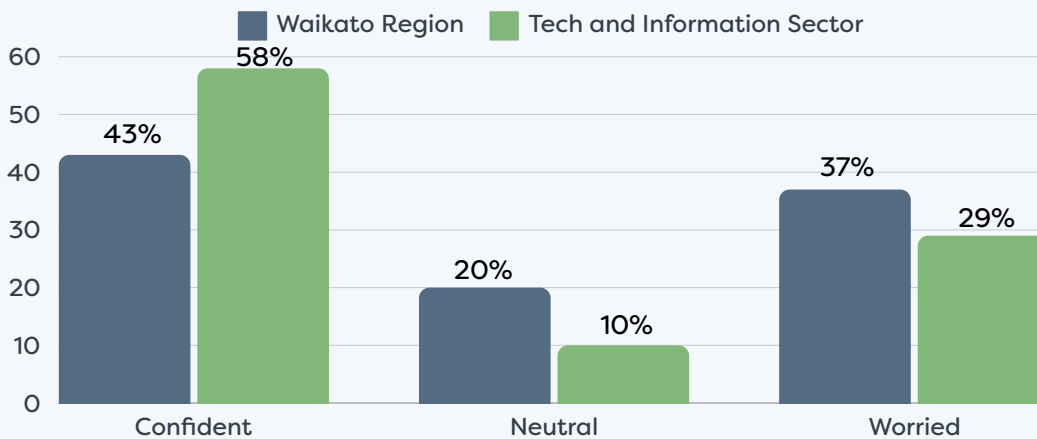
Current Waikato economic outlook



Next 12 months Waikato economic outlook

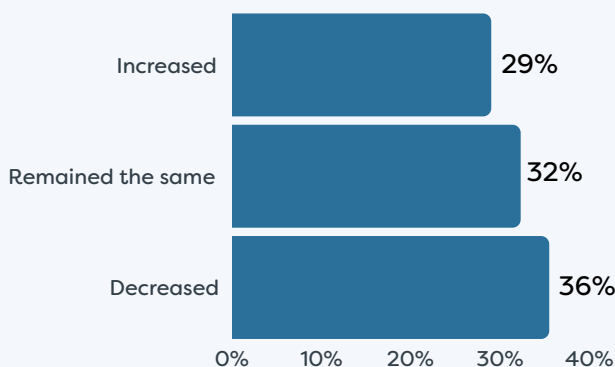


Confidence in own business

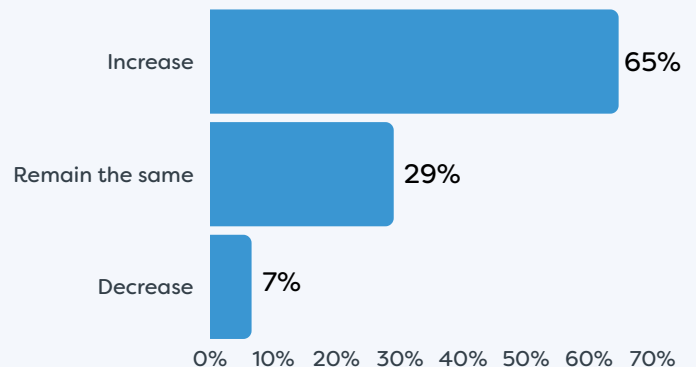


77%
believe there is a skills shortage

Previous 12 months staffing level changes

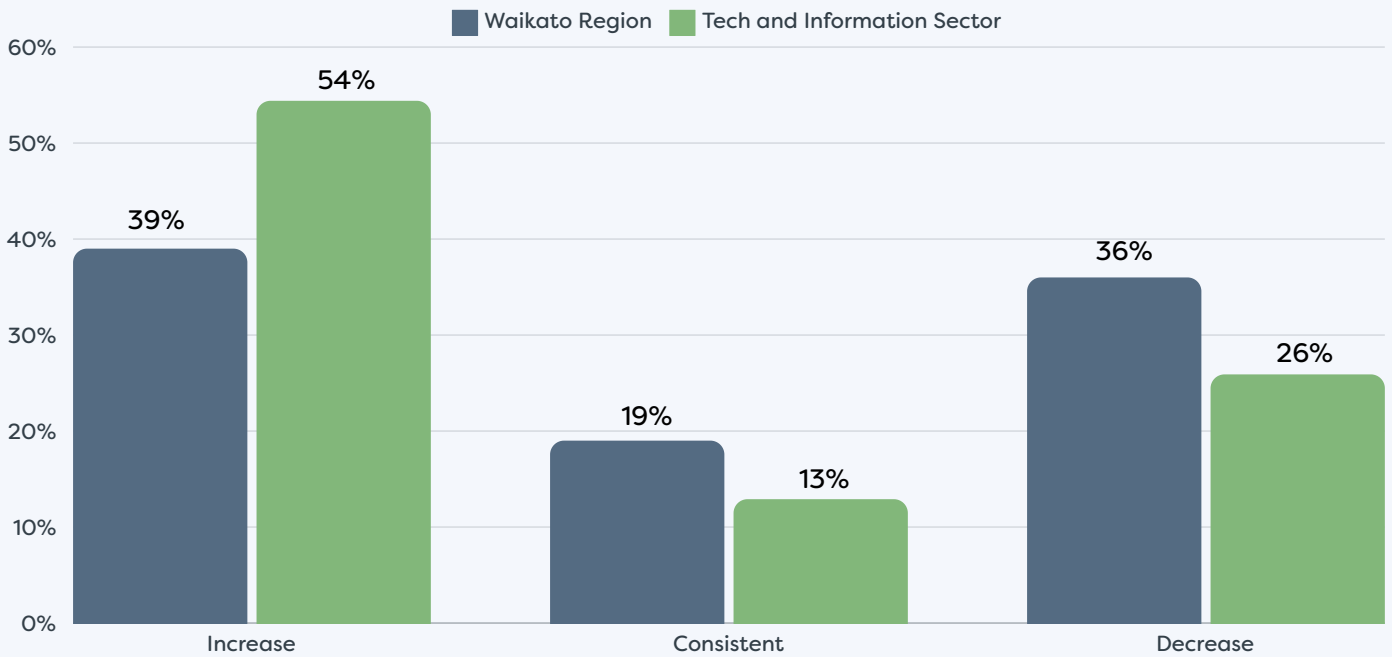


Next 12 months expected staffing level changes

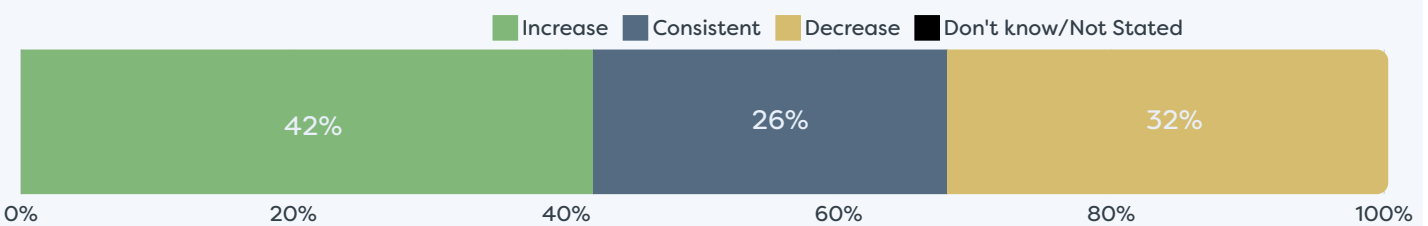


Survey Responses for the Technology Sector

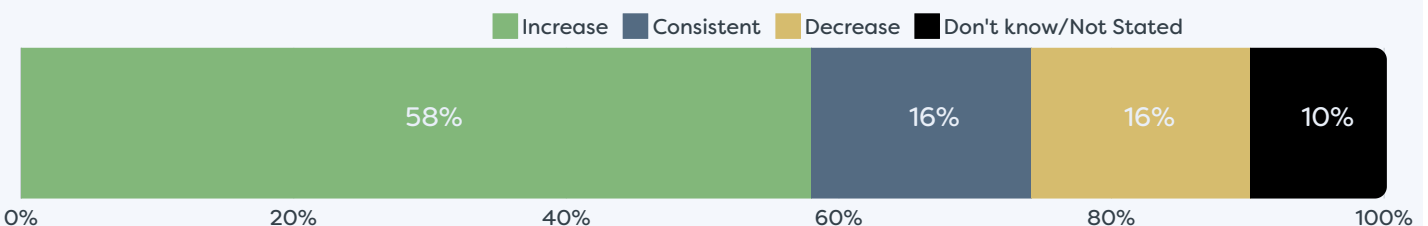
Business revenue performance over past 12 months



Business profitability performance relative to previous 12 months



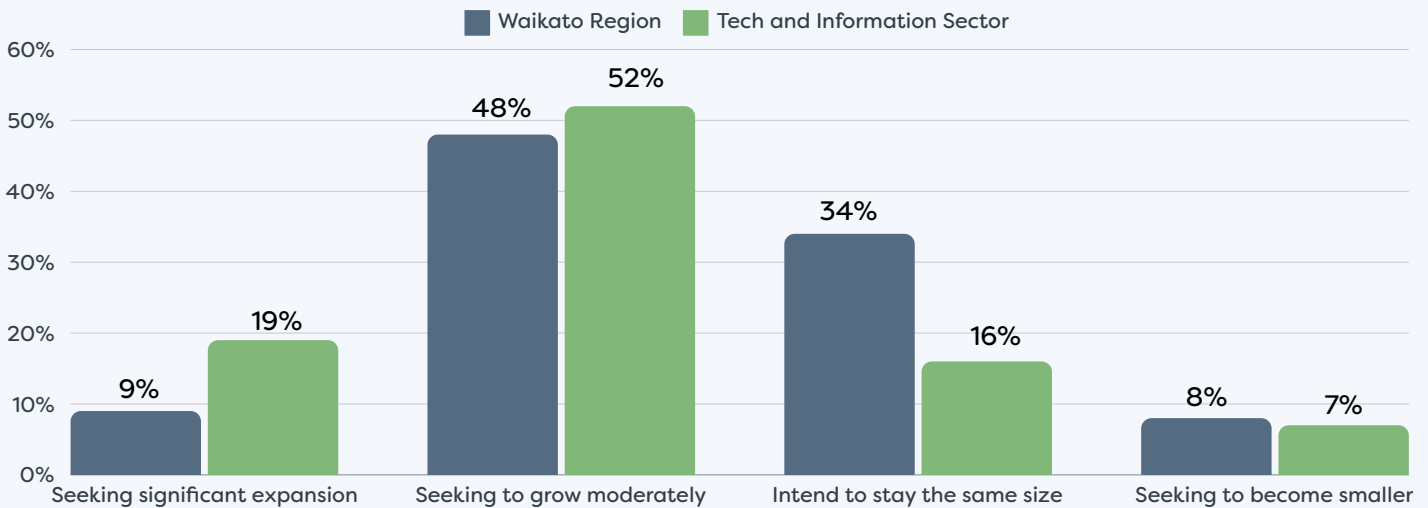
Profitability expectations for the next 12 months



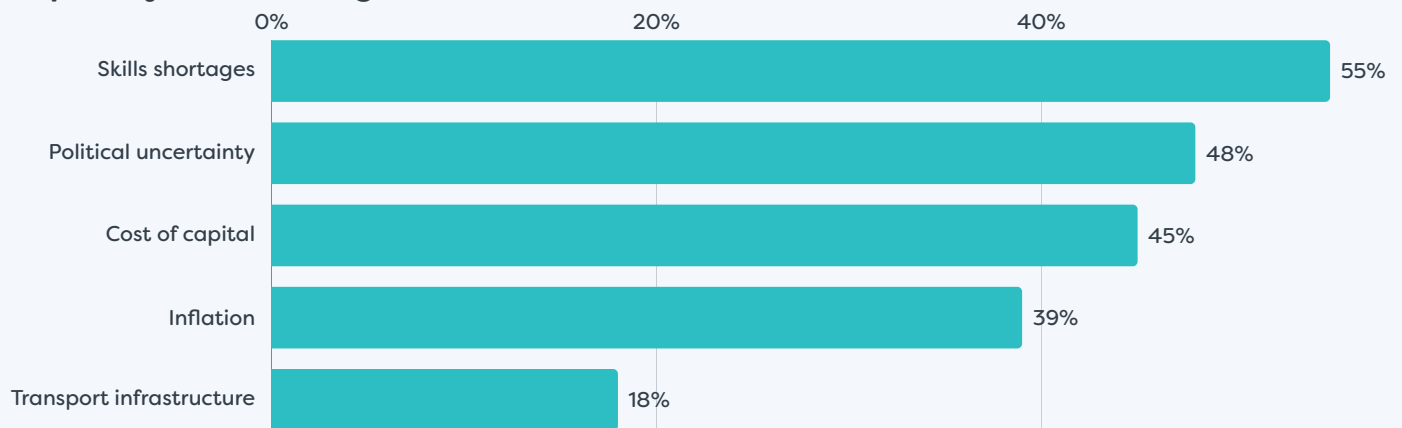
Waikato Regional Business Sentiment Survey April 2024

Survey Responses for the Technology Sector

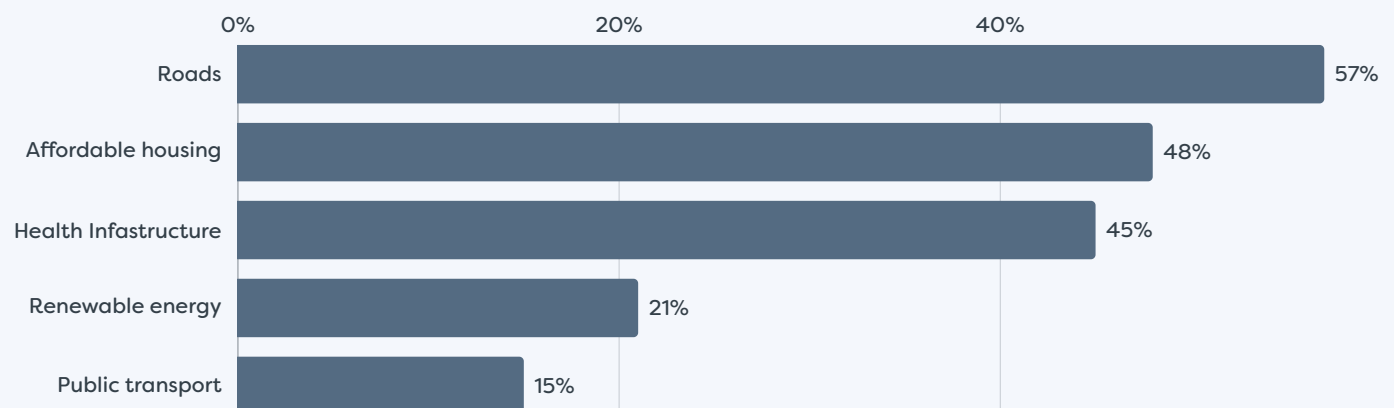
Growth intentions for the next 12 months



Top 5 major barriers to growth

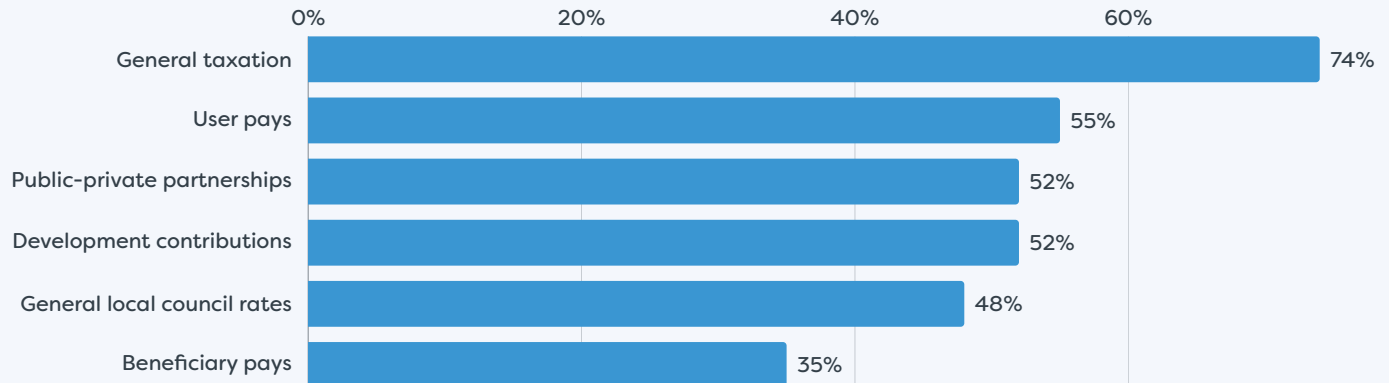


Top 5 regional infrastructure priorities

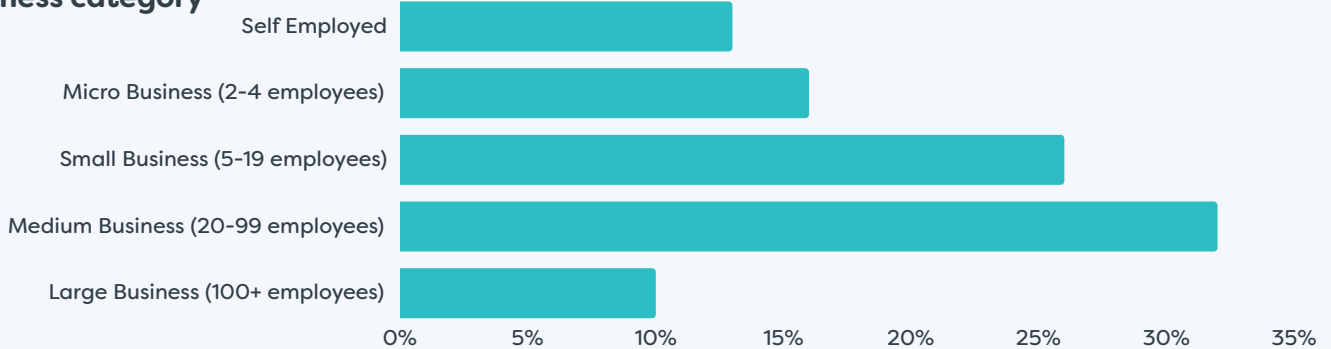


Survey Responses for the Tech and Information Sector

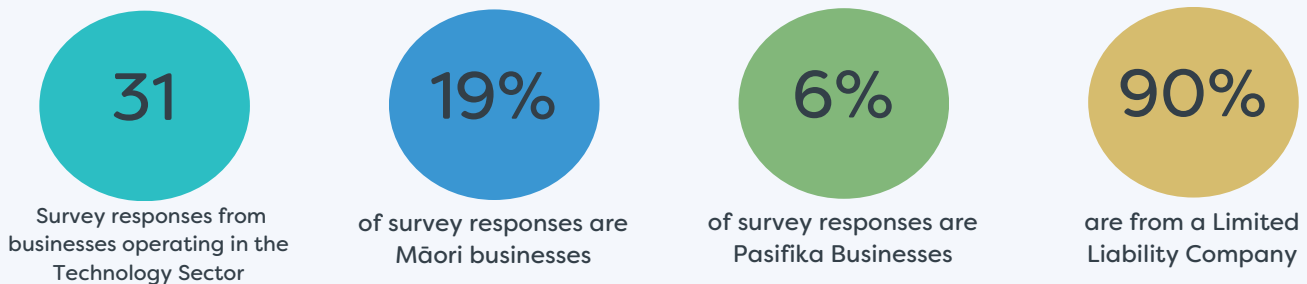
How should investment in priority regional infrastructure be funded?



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 from Tech sector (includes ICT, high tech manufacturing, biotechnology etc) and Information, media and telecommunications sectors have been combined together.
- Results have been rounded to enable summation of data, some rounding errors may occur.
- All insights and observations from 31 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.