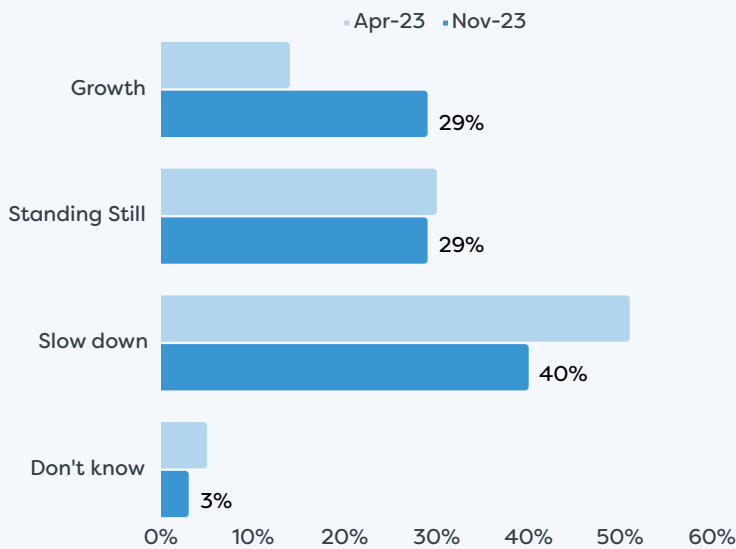


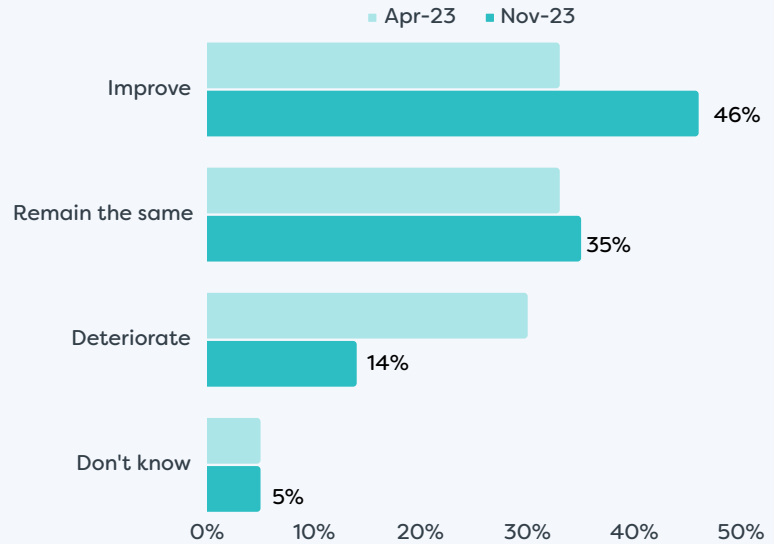
# Waikato Regional Business Sentiment Survey November 2023

## Survey Responses for Ōtorohanga District

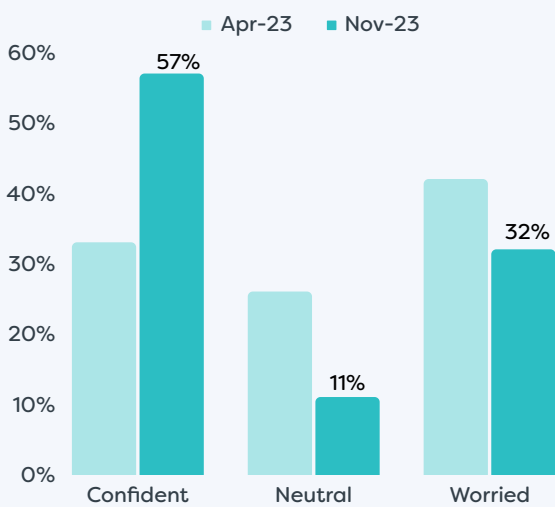
### Current Waikato economic outlook



### Next 12 months Waikato economic outlook

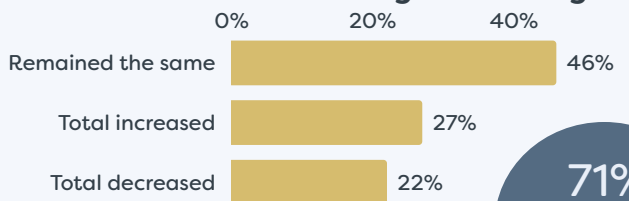


### Confidence in own business



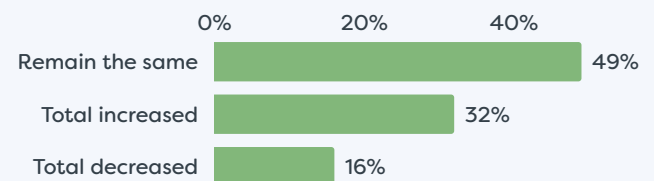
**+25**  
net confidence in own business score

### Previous 12 months staffing level change

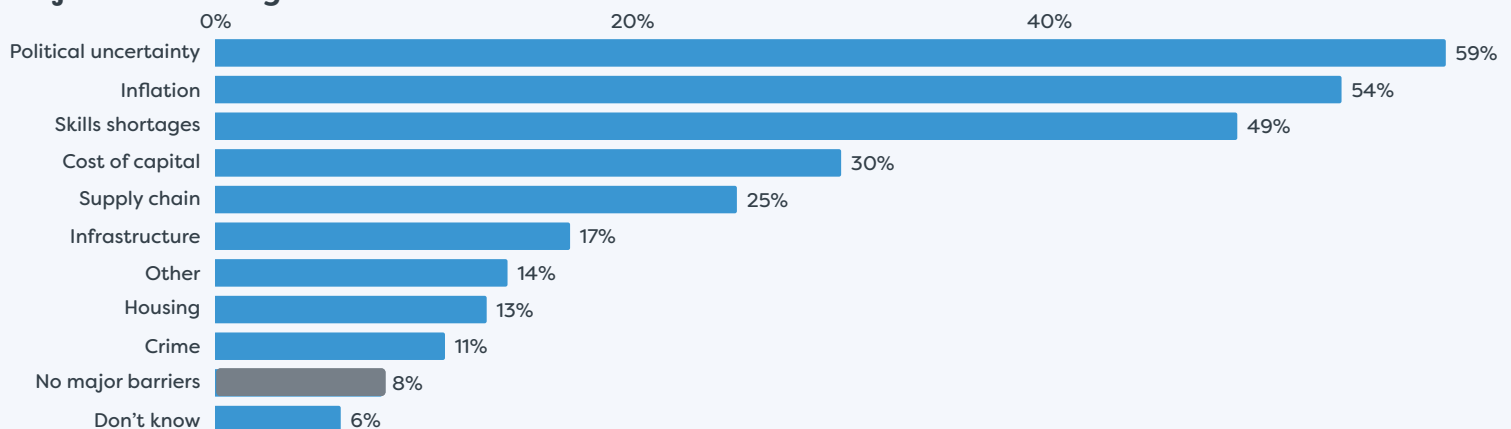


**71%**  
believe there is a skills shortage

### Next 12 months expected staffing level changes



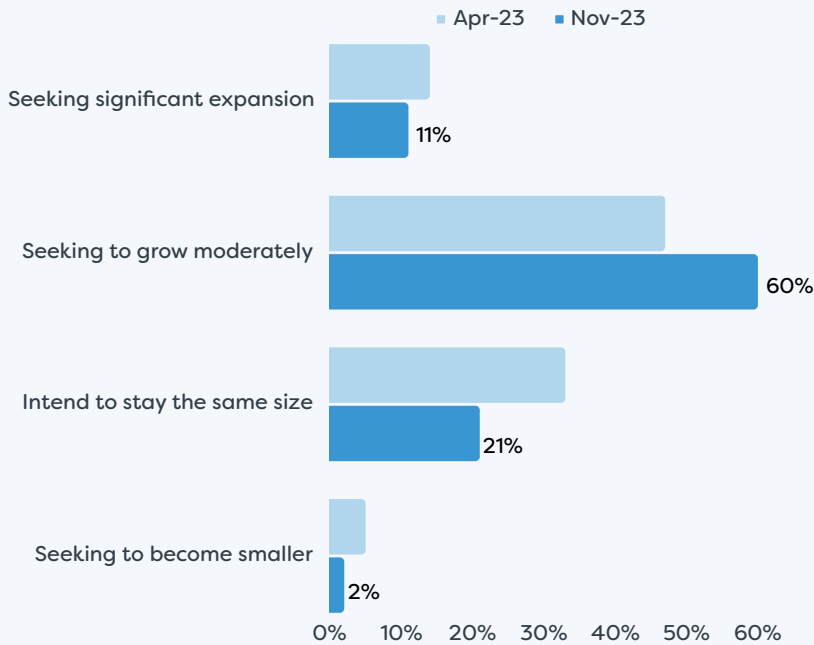
### Major barriers to growth



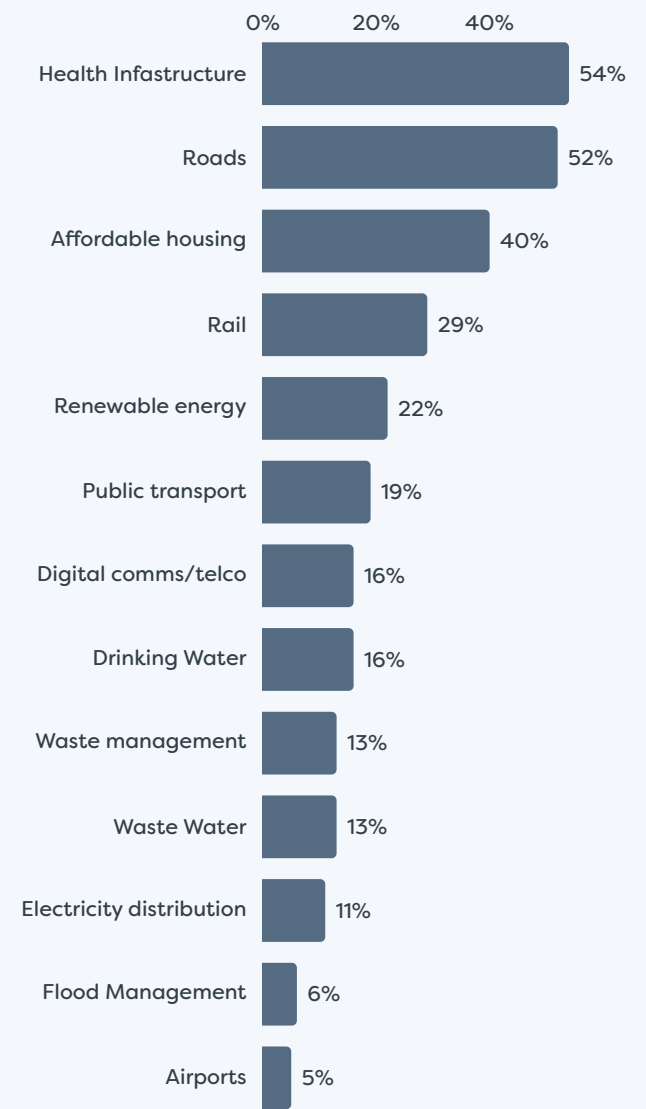
# Waikato Regional Business Sentiment Survey November 2023

## Survey Responses for Ōtorohanga District

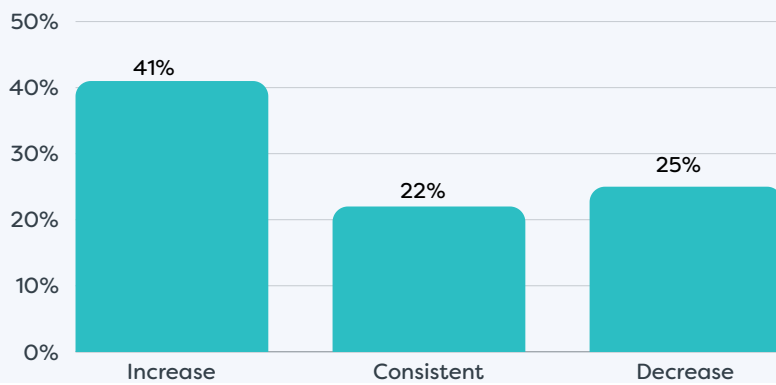
### Growth expectations for the next 12 months



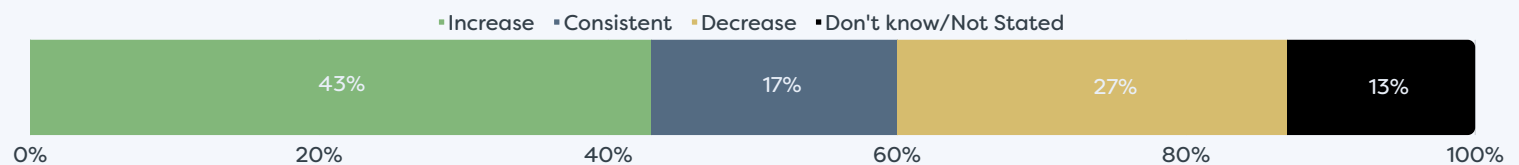
### Regional infrastructure priorities



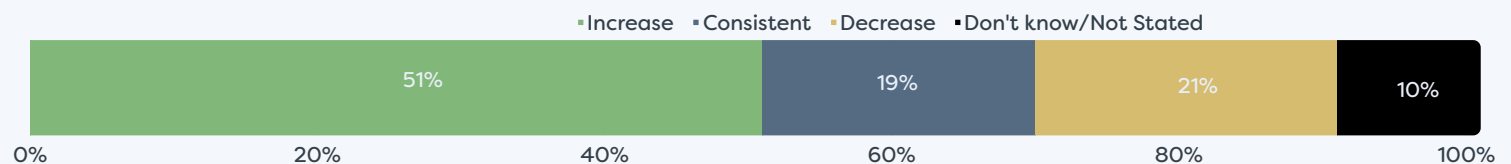
### Business revenue performance over past 12 months



### Business profitability performance relative to previous 12 months



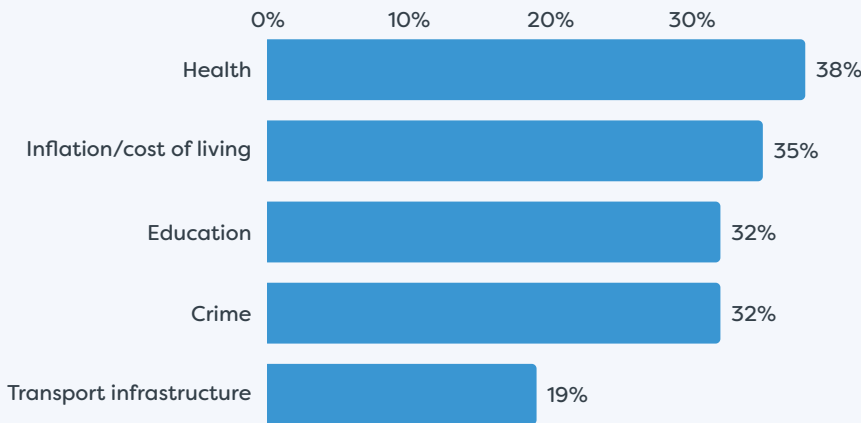
### Profitability expectations for the next 12 months



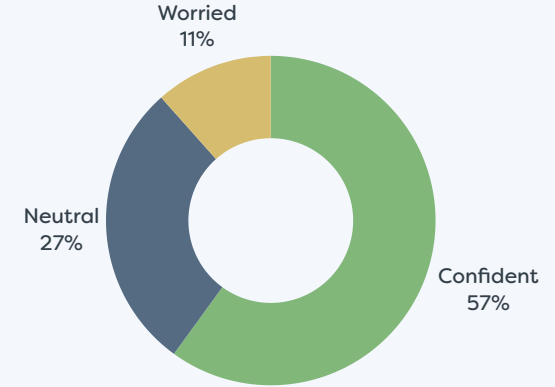
# Waikato Regional Business Sentiment Survey November 2023

## Survey Responses for Ōtorohanga District

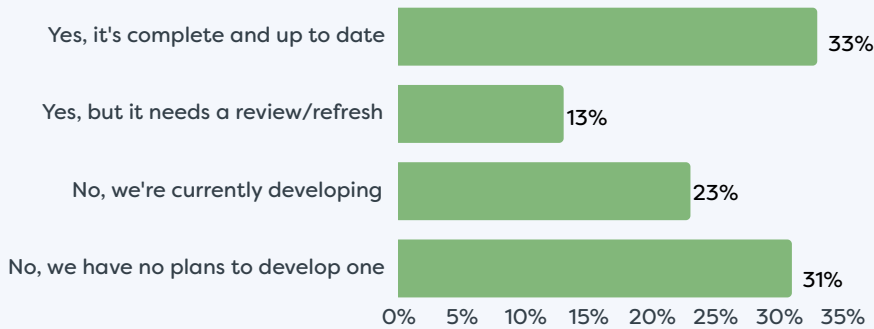
### Main priorities for Government (Top 5)



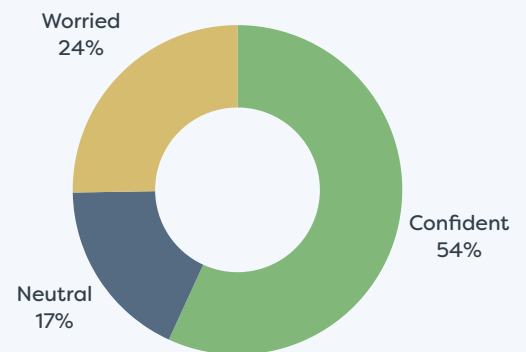
### Confidence in availability and security of future energy supply



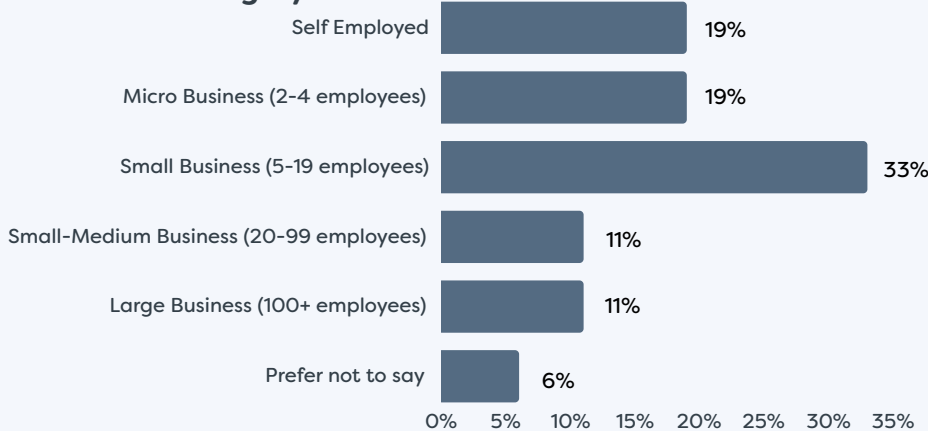
### Business has a climate change policy/strategy?



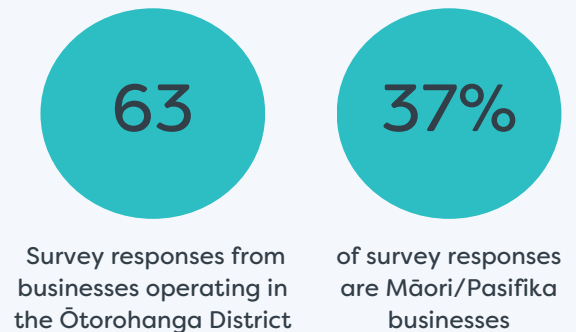
### Confidence in availability and security of future water supply



### 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 63 samples received
- Surveys were conducted by online survey from 1 - 17 November 2023
- Net confidence scores are calculated by subtracting the % of negative responses from the % of positive