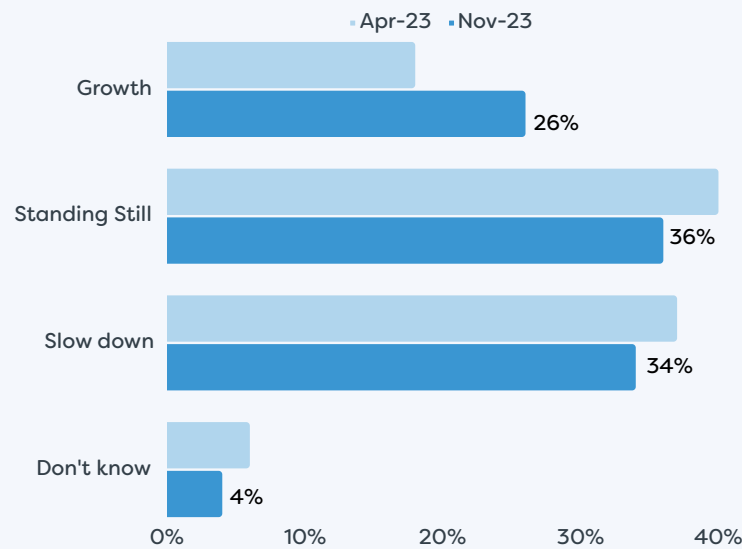


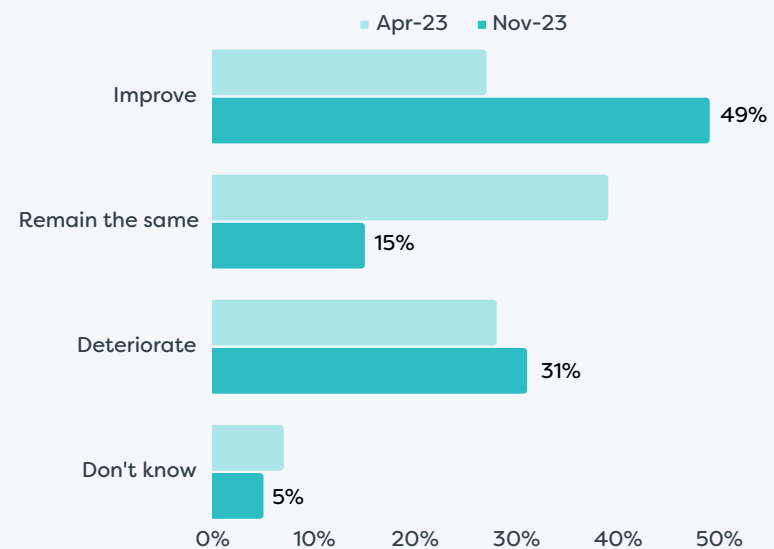
Waikato Regional Business Sentiment Survey November 2023

Survey Responses for Waikato District

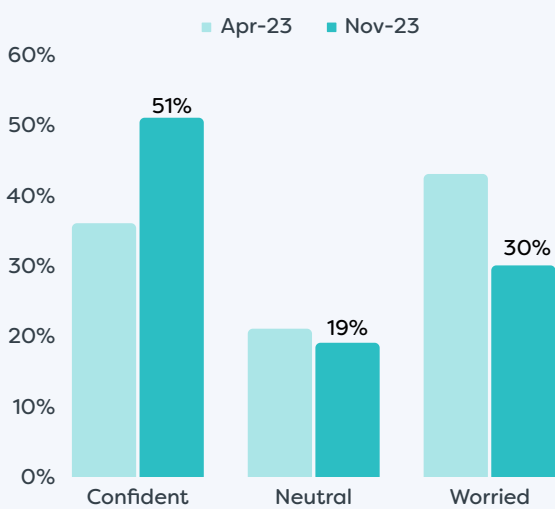
Current Waikato economic outlook



Next 12 months Waikato economic outlook

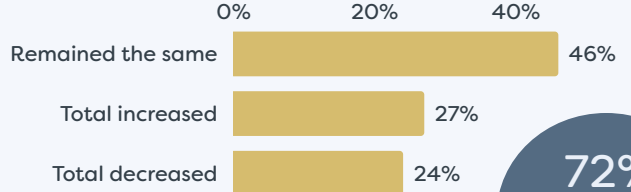


Confidence in own business



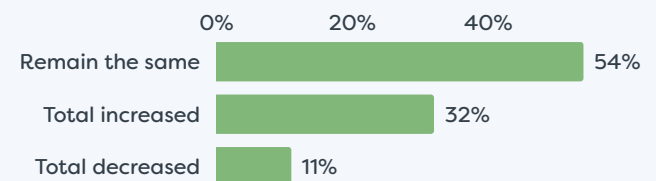
+21
net confidence in own business score

Previous 12 months staffing level changes

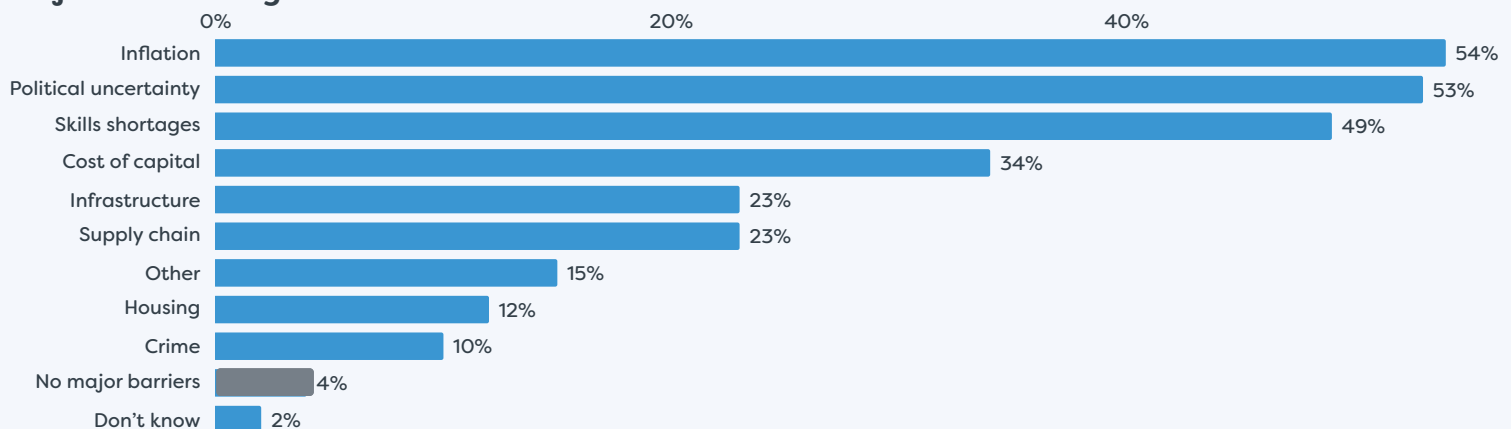


72%
believe there is a skills shortage

Next 12 months expected staffing level changes



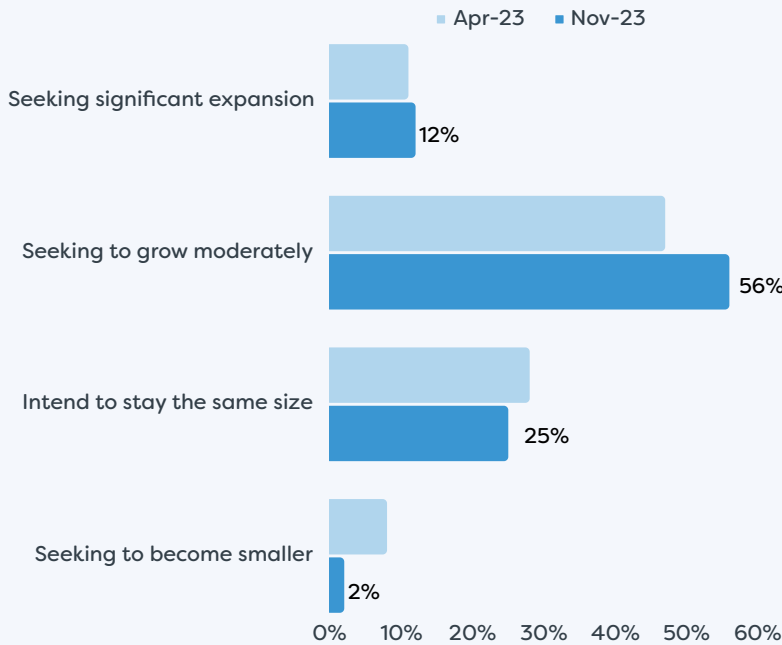
Major barriers to growth



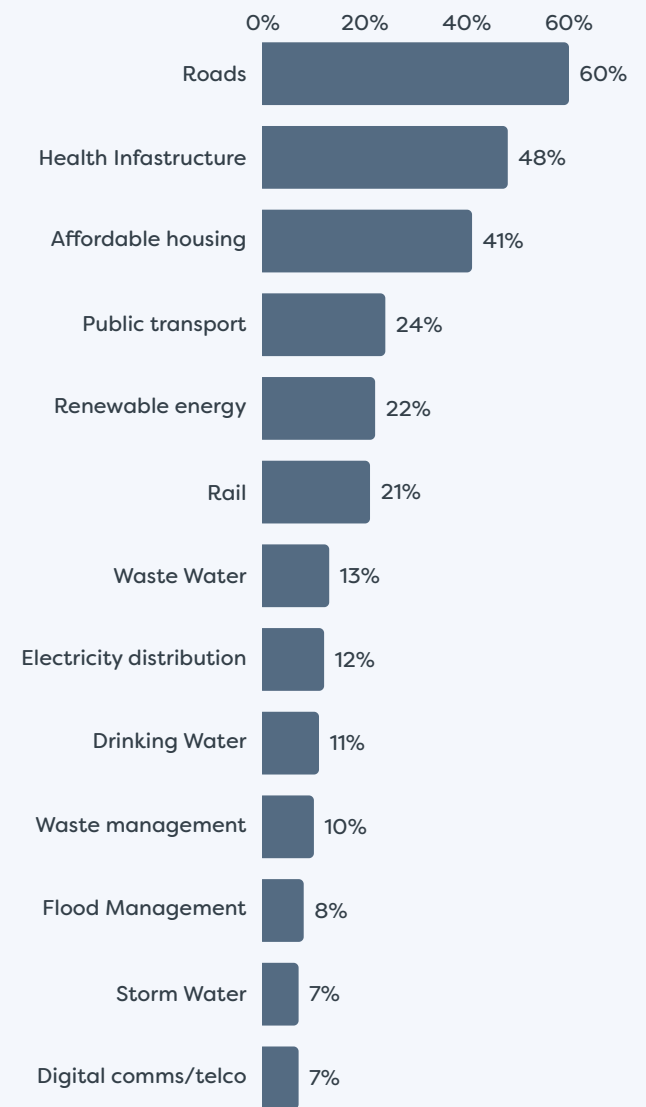
Waikato Regional Business Sentiment Survey November 2023

Survey Responses for Waikato District

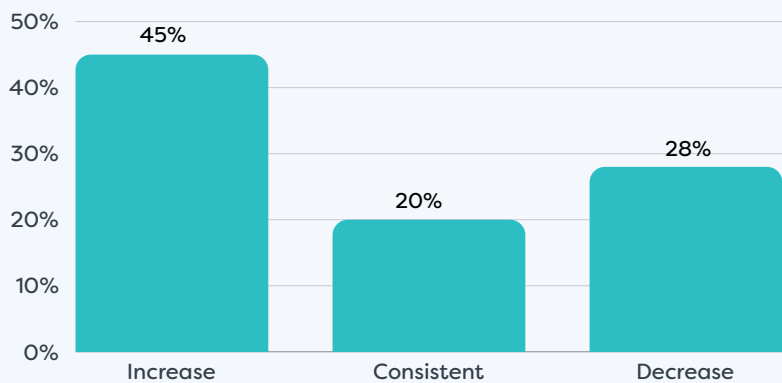
Growth expectations for the next 12 months



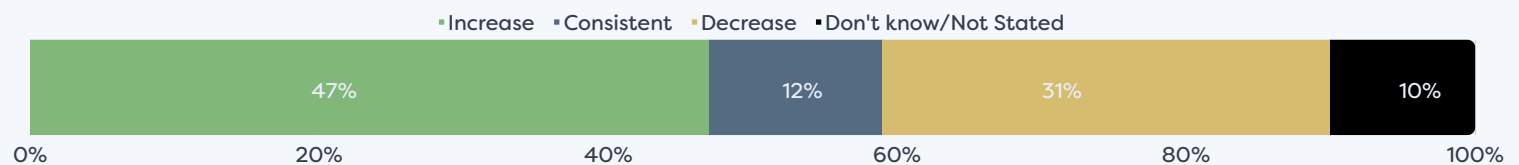
Regional infrastructure priorities



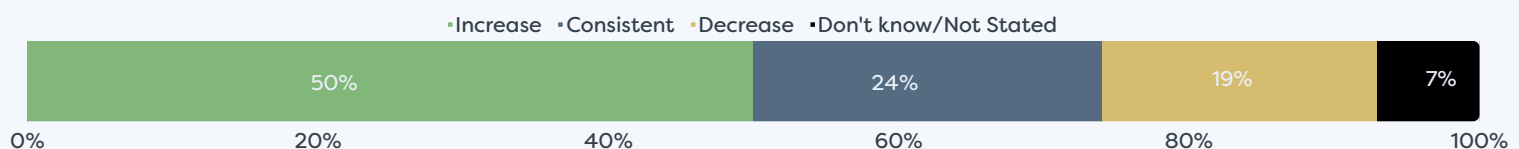
Business revenue performance over past 12 months



Business profitability performance relative to previous 12 months



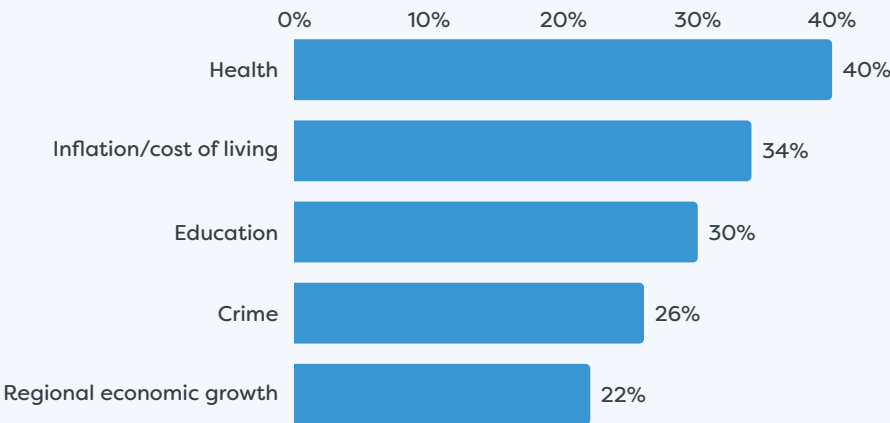
Profitability expectations for the next 12 months



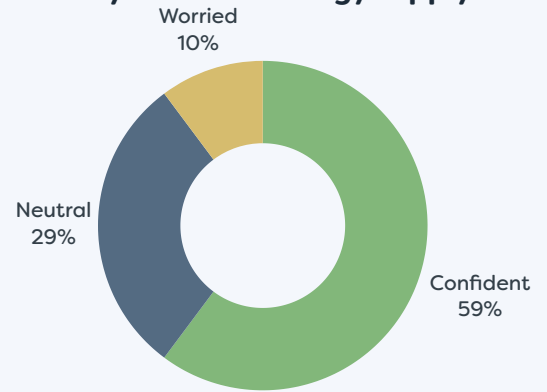
Waikato Regional Business Sentiment Survey November 2023

Survey Responses for Waikato District

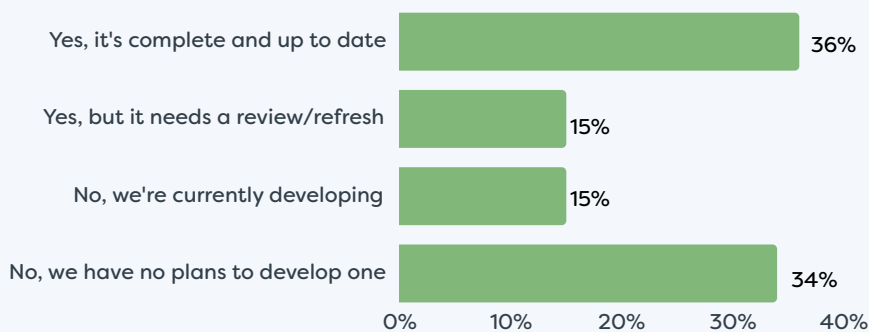
Main priorities for Government (Top 5)



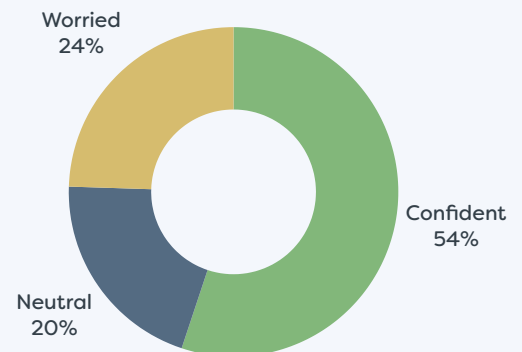
Confidence in availability and security of future energy supply



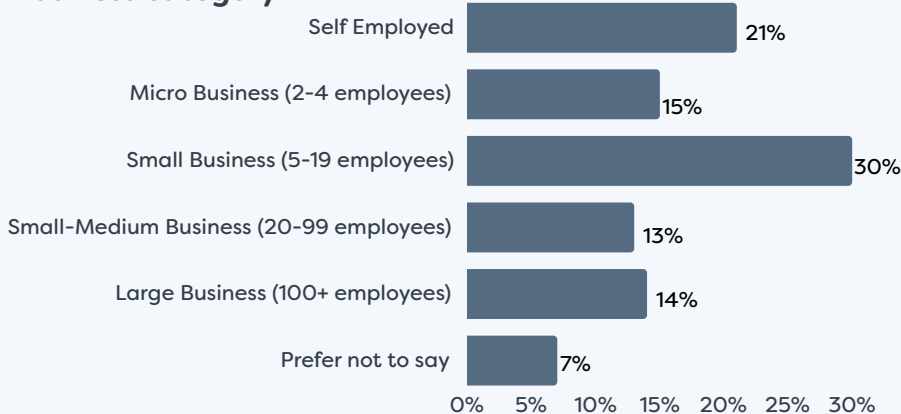
Business has a climate change policy/strategy?



Confidence in availability and security of future water supply



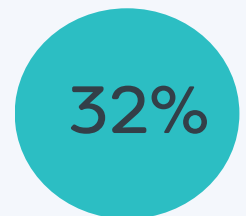
Business category



District level respondent overview



Survey responses from businesses operating in the Waikato District



of survey responses are Māori/Pasifika businesses

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 123 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