

Selwyn Business Opinion Survey

February 2024

This survey is a pulse check of business conditions in Selwyn. It is updated every six months.
The full summary of the survey is available at selwyn.govt.nz/businesssurvey.

Key Findings

- Selwyn businesses reported expecting improved conditions over the next 6 months, despite having continued to face relatively high operating cost pressures and squeezed profitability.
- The Selwyn business experience is generally better than what has been seen nationwide in other business surveys.
- Selwyn businesses reported staff numbers generally remaining the same over the last 6 months.
- Recruiting staff has improved but continues to be difficult.
- Investment intentions in Selwyn have slightly decreased to 21% but remain to be tracking higher than nationally. Businesses however appear to not be confident in the long-term, with only 12% expecting to increase investment.
- Output/sales have dropped 8% in the last six months however they are projected to recover to 16%.
- The operating costs have reduced from 92% in August 2023 to 78% for February 2024 and this is expected to continue on a downward trend to 69% over the next six months.
- Pricing intentions are decreasing slowly from a high of 57% in August 2023 and this is expected to remain similar over the next six months.
- Profitability has increased from -14% experiencing to -3% experiencing, and this is projected to improve to 8% over the next six months.

Net balance	Previous Experience (August 2023)	Current Experience (February 2024)	Predicted Experience (Next 6 Months)
Staff Numbers	14%	1%	5%
Investment	24%	21%	12%
Output / Sales	11%	3%	16%
Prices	57%	42%	46%
Operating Costs	92%	78%	69%
Profitability	-14%	-3%	8%