

# Selwyn Business Opinion Survey

## February 2023

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 [www.selwyn.govt.nz/businesssurvey](http://www.selwyn.govt.nz/businesssurvey).

### Key Findings

- The overarching message of the February Selwyn Business Opinion Survey is that, despite economic headwinds mounting nationally, Selwyn businesses reported experiencing improved conditions over recent months than they had been experiencing in February 2022. The Selwyn business experience is generally better than what has been seen nationwide in other business surveys.
- Selwyn businesses reported carrying slightly fewer staff over the past six months but intend to increase their headcounts over the next six months.
- This recruitment process will remain difficult over the months ahead with businesses reporting increased difficulties in finding staff over the past couple of years and needing to utilise more approaches to recruit and retain staff.
- Investment intentions in Selwyn have jumped since last year and continue to track higher than nationally. The survey shows businesses remain fairly confident in the long-term, despite the challenges in their immediate operating environment. A net 16% of businesses are expecting to increase investment over the next 6 months.
- Output/sales have steadily risen over the last 12 months, with outlook for businesses continuing this trend with a modest net 6% of businesses expecting to increase revenue (output/sales).
- Operating costs to remain high with a net 82% of businesses experiencing increases. The outlook for the next six months is also high, indicating that businesses expect these cost pressures to persist.
- Many Selwyn businesses are reporting that they are no longer able to absorb their constantly increasing costs and have had to pass on these costs to their customers through increased prices. The share of businesses expecting to increase prices remains high over the next 6 months.
- Profitability remained soft in the most recent survey, however, to a lesser degree than the last two surveys. Looking ahead, a net 1% of businesses expecting their profitability to decline in the next 6 months.

Net balance	Previous Experience (August 2022)	Current Experience (February 2023)	Predicted Experience (Next 6 Months)
Staff Numbers	-4%	-6%	-2%
Investment	6%	21%	16%
Output / Sales	-11%	-1%	6%
Prices	44%	58%	56%
Operating Costs	84%	82%	72%
Profitability	-21%	-9%	-1%

Results are summarised in net terms by taking the percentage of businesses reporting an increase in the indicator in question minus the percentage reporting a decrease.