

# Selwyn Business Opinion Survey

August 2023

This survey is a pulse check of business conditions in Selwyn. It is updated every six months.  
The full report of the survey results is available at [selwyn.govt.nz/community/business/data-and-insights](https://selwyn.govt.nz/community/business/data-and-insights).

## Key Findings

- Overall, the Selwyn business experience is generally better than what has been seen nationwide in other business surveys.
- Selwyn businesses reported expecting improved conditions, but that they have recently faced higher operating costs and lower profitability.
- Selwyn businesses reported carrying more staff and intend to continue increasing their headcounts.
- Recruiting staff has improved but continues to be difficult.
- Investment intentions in Selwyn have continued to increase and are tracking higher than nationally. Businesses remain confident in the long-term, with 27% expecting to increase investment.
- Output/sales have continued a steady rise over the last 12 months, with 27% expecting this to increase.
- Operating costs are continuing to remain high with 92% of businesses experiencing increases. The outlook for the next six months sees this reducing to 75%.
- Pricing intentions are remaining steady and decreasing slowly from a high of 58% in February 2023.
- Profitability has decreased further from -9% to -14% experiencing this but is expected to improve.

Net balance	Previous Experience (February 2023)	Current Experience (August 2023)	Predicted Experience (Next 6 Months)
Staff Numbers	-6%	14%	13%
Investment	21%	24%	27%
Output / Sales	-1%	11%	27%
Prices	58%	57%	56%
Operating Costs	82%	92%	75%
Profitability	-9%	-14%	8%