

Selwyn Business Opinion Survey

February 2022

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

Key findings

- The overarching message of the February Selwyn Business Opinion Survey is that businesses reported experiencing more difficult conditions than they had been experiencing in August 2021. This observation for Selwyn businesses is in line with national experiences.
- Looking ahead, Selwyn businesses are expecting their profitability to continue to decrease over the next six months, with escalating costs outweighing price expectations.
- Nevertheless, the employment outlook is optimistic despite the recent reported downturn. Labour sourcing challenges have also eased for all skill levels.
- Encouragingly, a net 12% of businesses are still expecting to increase investment over the next 6 months.
- Taken together, the employment and investment intentions are encouraging as they show businesses remain confident in the long-term, despite the challenges in their immediate operating environment.
- Workforce flexibility is becoming increasingly important, however, 70% of businesses still have less than 10% of staff who can work from home.
- Most businesses have appropriate premises with 55% of respondents believe their premises meets their needs, with 34% partly agreeing, while 11% do not believe their premises meet their needs. Key issues facing businesses and their premises are not enough floorspace or not the right location.

Key Stats

Net balance	Previous experience (August 2021)	Current experience (February 2022)	Predicted experience (Next 6 Months)
Staff numbers	10%	-6%	3%
Investment	28%	15%	12%
Output/sales	23%	-15%	-5%
Prices	38%	41%	42%
Operating costs	72%	72%	74%
Profitability	-5%	-21%	-12%

Responses are generally summarised in net terms. This means taking the percentage of businesses reporting an increase in the indicator question, minus the percentage reporting a decrease.