

4 September 2009

Media Release

BUSINESSES WITH CONFIDENCE DOUBLE

Business confidence in the Northern Region doubled in the last 3 months according to a Chamber business survey undertaken electronically with over 700 businesses this week.

A Chamber spokesperson said the survey is very “here and now” and was taken prior to news of the raised Fonterra payout.

Points to note from the survey:

- Those who believe the economy will improve over the next 6 months have doubled since June to a September high of 61%.
- Business owners have also shown a steady increase for those who believe their business will improve over the next 6 months lifting from 36% in March to 45% in June and 65% in September.
- Already there are signals of shortages for skills with 14% of respondents indicating difficulty in finding the right skills lifting from 10% in June.
- As you would expect demand is the factor most constraining business (followed by finance).
- 91% of businesses expect interest rates to be the same or higher.
- 20% of businesses expect full time employee numbers to be up (up from 17%).
- 22% of businesses expect part time employees to be up. (up from 14%)
- 40% of businesses expect profitability to be better (up from 27% in June)

A copy of the survey is attached.

The Northern Region Chambers of Commerce have undertaken this survey of its members for more than 10 years. The survey is undertaken electronically over 5 days.

- **For more information contact Tony Collins phone 09 438 4771**