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## **Media Release**

### **BUSINESS CONFIDENCE IN NORTHLAND**

Business confidence in Northland has leapt up with 64% of businesses believing the next 6 months will be better than the last according to the latest Chamber survey. The survey also indicated that employment intentions are rising and already signs are there of skill shortages.

Points to note for the Northland survey:

- Business owners have also shown an increase in confidence with 68% believing their own business will improve over the next 6 months.
- 13% of businesses indicated difficulty in finding the right people with the right skills.
- 45% of businesses suggest demand was the greatest constraint to growth.
- 88% of businesses believed interest rates would be the same or greater over the next 6 months.
- 17% of businesses expect to have more full time employees.
- 25% of businesses expect to have more part time employees.
- 42% of businesses expect profitability to be up.

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**