

Economic Business Survey

Research Findings Report for the:
Northern Region

September 2009

Economic Environment

Do you consider that the **GENERAL BUSINESS** situation in New Zealand will improve, remain the same or deteriorate during the **NEXT SIX MONTHS?**

	Dec 08	Mar 09	Jun 09	Sep 09
Same	31%	35%	44%	33%
Improve	21%	16%	31%	61%
Deteriorate	48%	49%	25%	6%
NA	0%	0%	0%	0%

Do you anticipate that the general situation in **YOUR BUSINESS** will improve, remain the same or deteriorate during the **NEXT SIX MONTHS?**

	Dec 08	Mar 09	Jun 09	Sep 09
Same	41%	42%	42%	29%
Improve	38%	36%	45%	65%
Deteriorate	21%	22%	13%	6%
NA	0%	0%	1%	0%

In general, do you find that getting the **STAFF YOU WANT TODAY** is easier, the same, or harder than it was **THREE MONTHS AGO?**

Skilled Staff	Dec 08	Mar 09	Jun 09	Sep 09
Same	34%	35%	36%	39%
Harder	17%	11%	10%	14%

Easier	29%	30%	35%	23%
NA	20%	24%	19%	23%

Unskilled Staff	Dec 08	Mar 09	Jun 09	Sep 09
Same	28%	24%	26%	30%
Harder	3%	4%	3%	3%
Easier	37%	36%	39%	32%
NA	32%	36%	33%	36%

What SINGLE factor, if any, is most limiting your ability to expand your activities? Shortage of:

	Dec 08	Mar 09	Jun 09	Sep 09
Capacity	11%	13%	10%	10%
Demand	52%	46%	52%	46%
Finance	19%	24%	22%	25%
Labour	6%	5%	5%	6%
Other	9%	11%	8%	12%
Supplies	2%	1%	3%	1%
NA	0%	0%	0%	0%

Do you expect interest rates charged on loans during the NEXT TWELVE MONTHS to be greater/same/less than those during the PAST TWELVE MONTHS?

	Dec 08	Mar 09	Jun 09	Sep 09
Greater	8%	5%	27%	46%
Same	10%	17%	48%	45%
Less	80%	75%	23%	6%
NA	2%	3%	3%	4%

Do you expect the amount of new investment approved by your firm during the NEXT TWELVE MONTHS to be greater/same/less than approved during the PAST TWELVE MONTHS??

Buildings:	Dec 08	Mar 09	Jun 09	Sep 09
Greater	16%	11%	11%	17%
Same	23%	25%	30%	34%
Less	29%	32%	27%	16%
NA	32%	33%	32%	32%

Machinery:	Dec 08	Mar 09	Jun 09	Sep 09
Greater	20%	16%	18%	21%
Same	32%	33%	36%	42%
Less	33%	34%	31%	18%
NA	15%	17%	16%	20%