

CEDA

BUSINESS RESEARCH RESULTS 2016

Commissioned by Central Economic Development Agency (CEDA), and undertaken by independent research agency UMR.

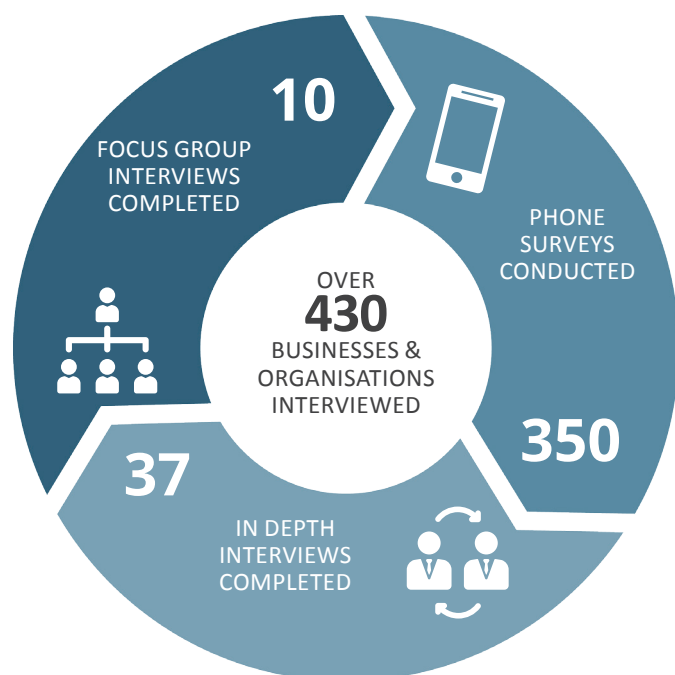
CEDA drives and facilitates the creation and growth of economic wealth in Palmerston North and Manawatu.

CEDA has conducted this survey for a pulse of the local business community, alongside engagement with various parts of the community to better understand the strengths we can build on, the weaknesses we can improve and barriers we can bring down.

METHODOLOGY

- COMMISSIONED BY CEDA, THIS RESEARCH WAS UNDERTAKEN BY INDEPENDENT RESEARCH COMPANY UMR
- DATA WEIGHTED TO MATCH STATISTICS NEW ZEALAND'S DEMOGRAPHICS FOR THE REGION, BY INDUSTRY SECTOR AND TERRITORIAL AUTHORITY.

WHO WE TALKED TO



74% OF THE TOTAL RESPONDENTS FELT THAT THE MANAWATU REGION NEEDS A UNIFYING VOICE FOR DRIVING ECONOMIC GROWTH RIGHT ACROSS THE REGION

MAIN COMPETITIVE ADVANTAGES



ECONOMIC MOOD



TOTAL CONFIDENCE IN THE GROWTH PROSPECTS FOR YOUR BUSINESS IN THE NEXT 1-2 YEARS

42% LOCAL BUSINESSES (NET^{.1})

38% NATIONAL CONFIDENCE^{.2}

TOTAL CONFIDENCE IN THE GROWTH PROSPECTS FOR MANAWATU'S ECONOMY IN THE NEXT 1-2 YEARS

35% LOCAL BUSINESSES (NET^{.1})

21% NATIONAL CONFIDENCE^{.2}

NET PERCENTAGE OF BUSINESSES EXPECTING TO INCREASE INVESTMENT, COMPARABLE TO THE NATIONAL TALLY

27%
LOCAL

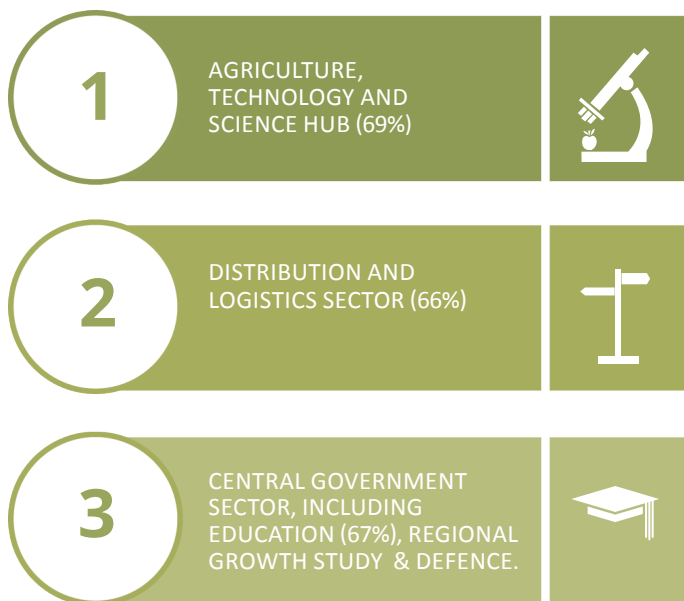
19%
NATIONAL

^{.1} UMR RESEARCH - PERCENTAGE OF TOTAL CONFIDENT LESS PERCENTAGE OF NOT-CONFIDENT, GIVING NET TOTAL FOR COMPARATIVE PURPOSES.

^{.2} THE ANZ BUSINESS OUTLOOK - A NATIONAL BUSINESS SURVEY, AVAILABLE AT WWW.ANZ.CO.NZ/ABOUT-US/ECONOMIC-MARKETS-RESEARCH/BUSINESS-OUTLOOK/ FROM NOVEMBER 2016. WHILE THE QUESTIONS IN THE ANZ SURVEY ARE NOT THE SAME AS THE CEDA UMR RESEARCH, SOME HAVE BEEN COMPARED FOR ILLUSTRATIVE PURPOSES.

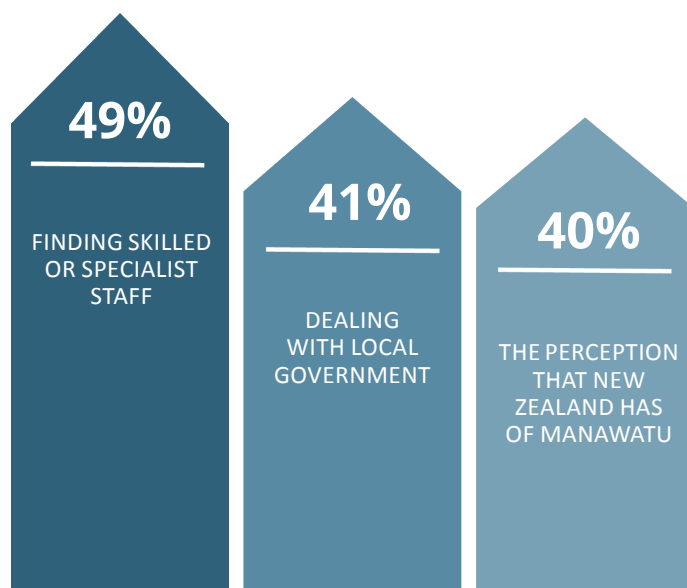
MAIN OPPORTUNITIES

FOR GROWTH



MAIN BARRIERS

TO ECONOMIC GROWTH



WHAT ARE WE GOING TO DO NOW?

DEVELOP OUR STRATEGY AND ACTION PLAN TO:



OTHER INTERESTING TAKEOUTS

91% OF THE RESPONDENTS BELIEVE THAT MANAWATU IS A GREAT PLACE TO BRING UP A FAMILY



76% OF THE TOTAL RESPONDENTS ARE PROUD TO TELL PEOPLE THAT THEY LIVE IN MANAWATU



70% OF RESPONDENTS FELT THAT THE REGION NEEDS MORE INTERESTING ACTIVITIES FOR PEOPLE TO DO

