

## Background

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 Manawatū.

CEDA conducted this telephone survey in 2016 and 2019 to measure the pulse of their local business community. This was done to better understand the strengths CEDA can build on, the weaknesses they can improve, and the barriers they can reduce.

## Methodology

Commissioned by CEDA, this research was undertaken by independent research company UMR.

In total, 350 businesses took part in the telephone survey.

Data weighted to match statistics New Zealand's demographics for the region, by industry sector and territorial authority.

## ECONOMIC MOOD

Total confidence in the growth prospects for Manawatū's economy in the next 1-2 years

63% in 2019

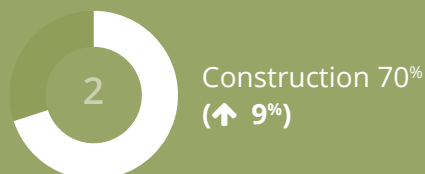
45% in 2016

Total confidence in the growth prospects for your business in the next 1-2 years

62% in 2019

58% in 2016

## OPPORTUNITIES



## BARRIERS



## PERCEPTIONS

93% believe that Manawatū is a great place to bring up a family (↑ 2%)

83% are proud to tell people that they live in Manawatū (↑ 7%)

77% felt the region needs a unified voice driving economic growth (↓ 2%)