

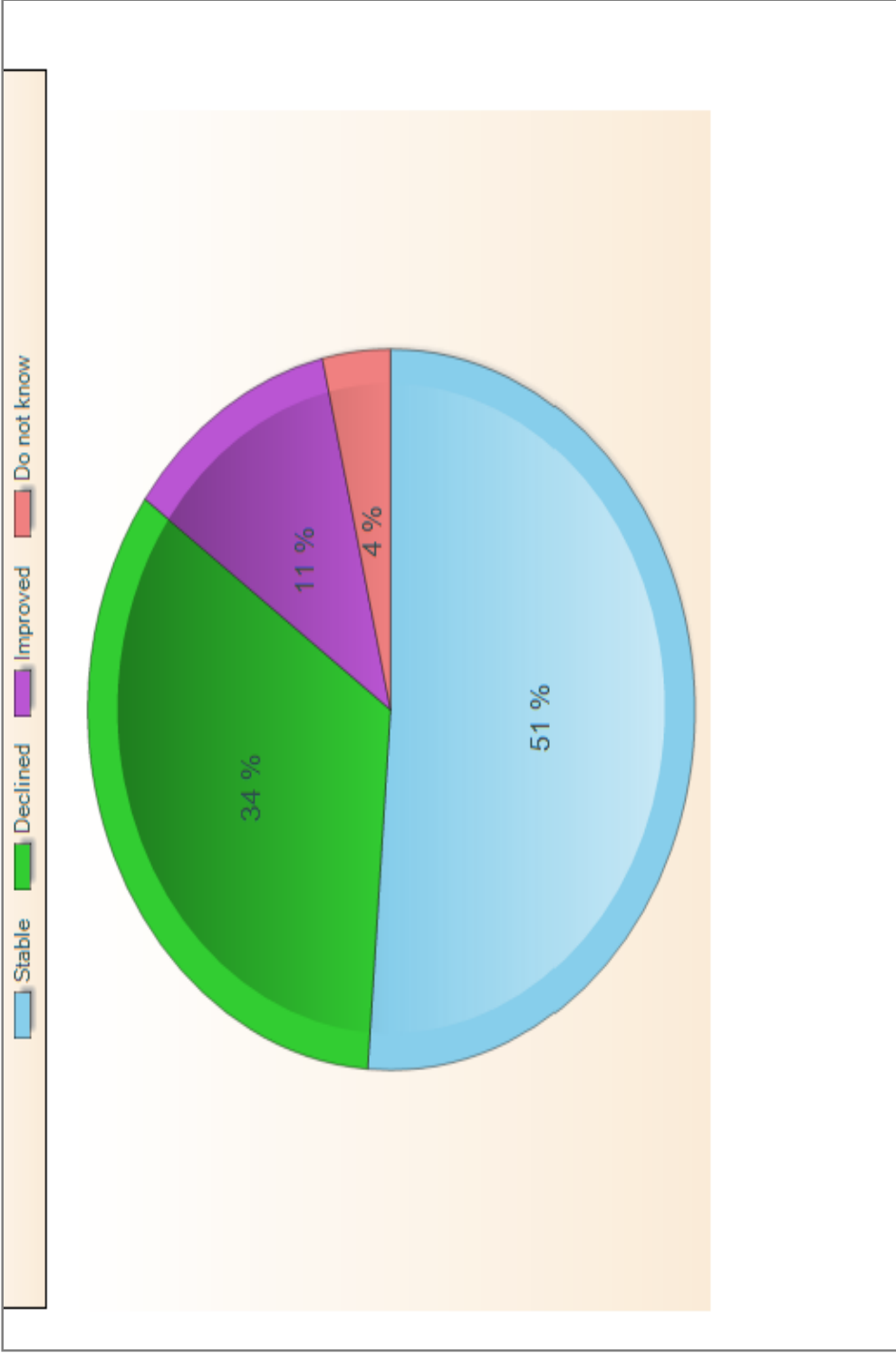


2010 Annual Regional Business Survey

A business barometer for the Kapiti Coast and Horowhenua region

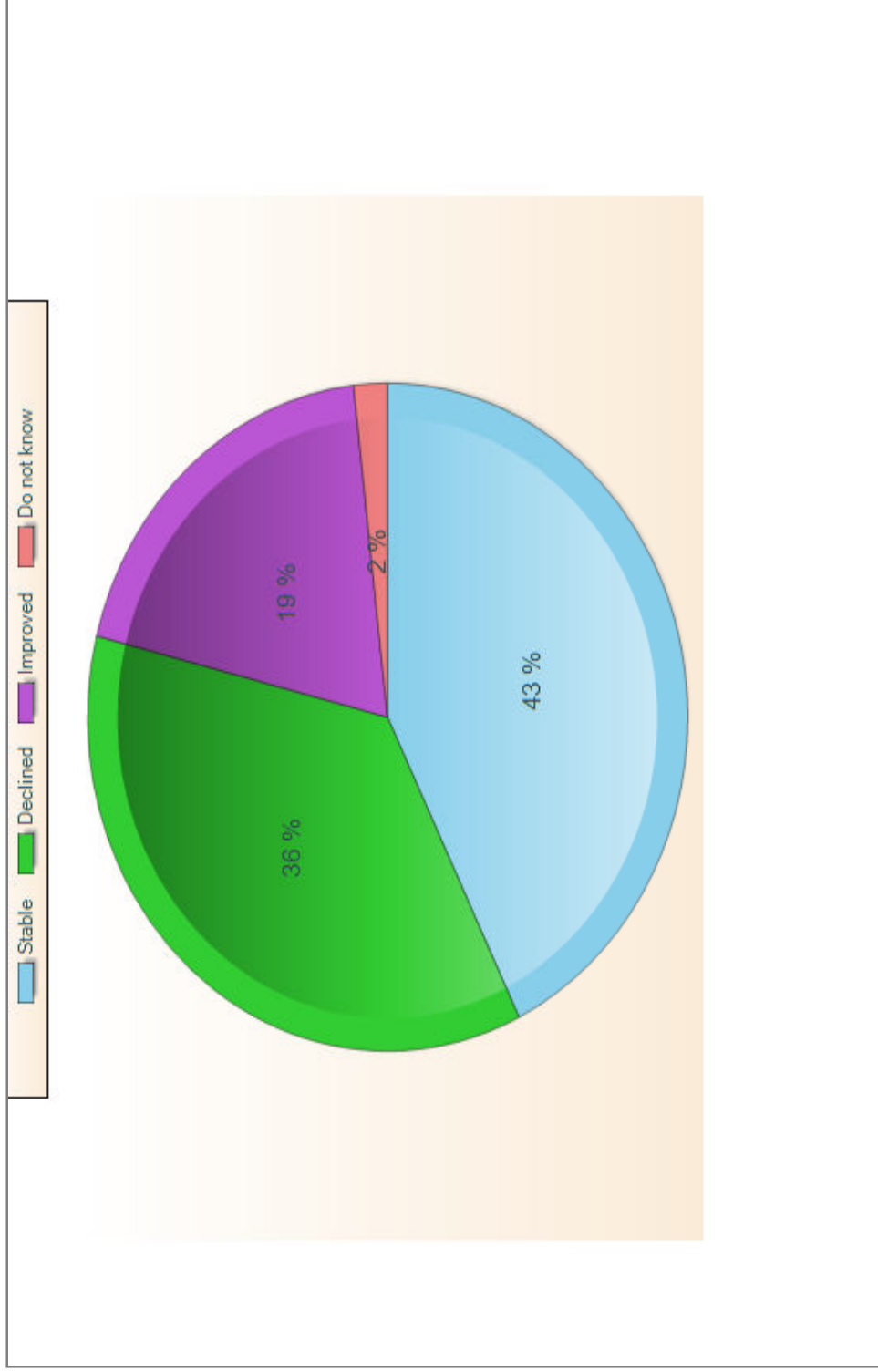
06 July 2010

Q1. In your view, how would you rate the Nature Coast regional economy in the last six months?



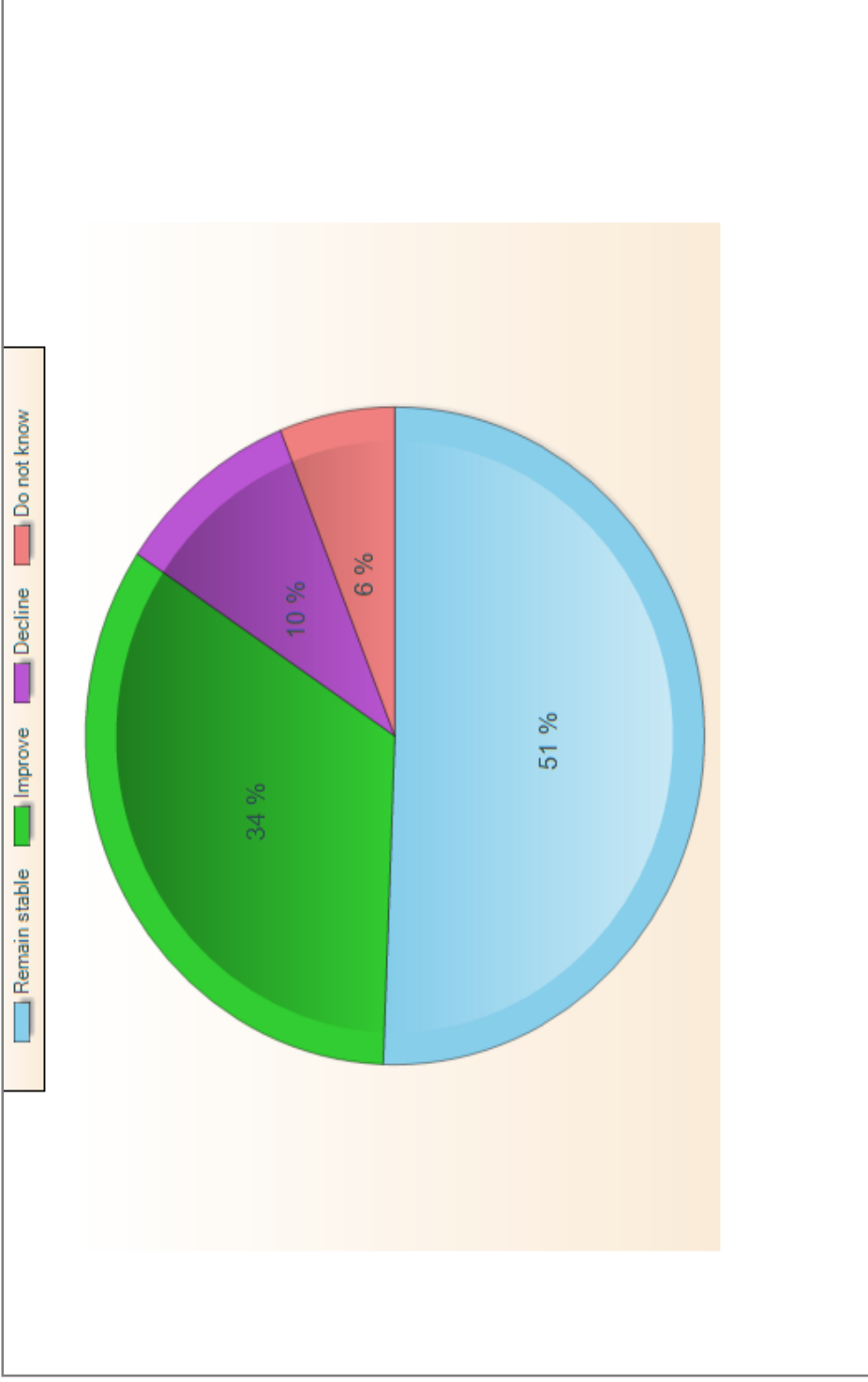
Improved	11 %
Stable	51 %
Declined	34 %
Do not know	4 %

Q2. In your view, how would you rate the New Zealand economy in the last six months?



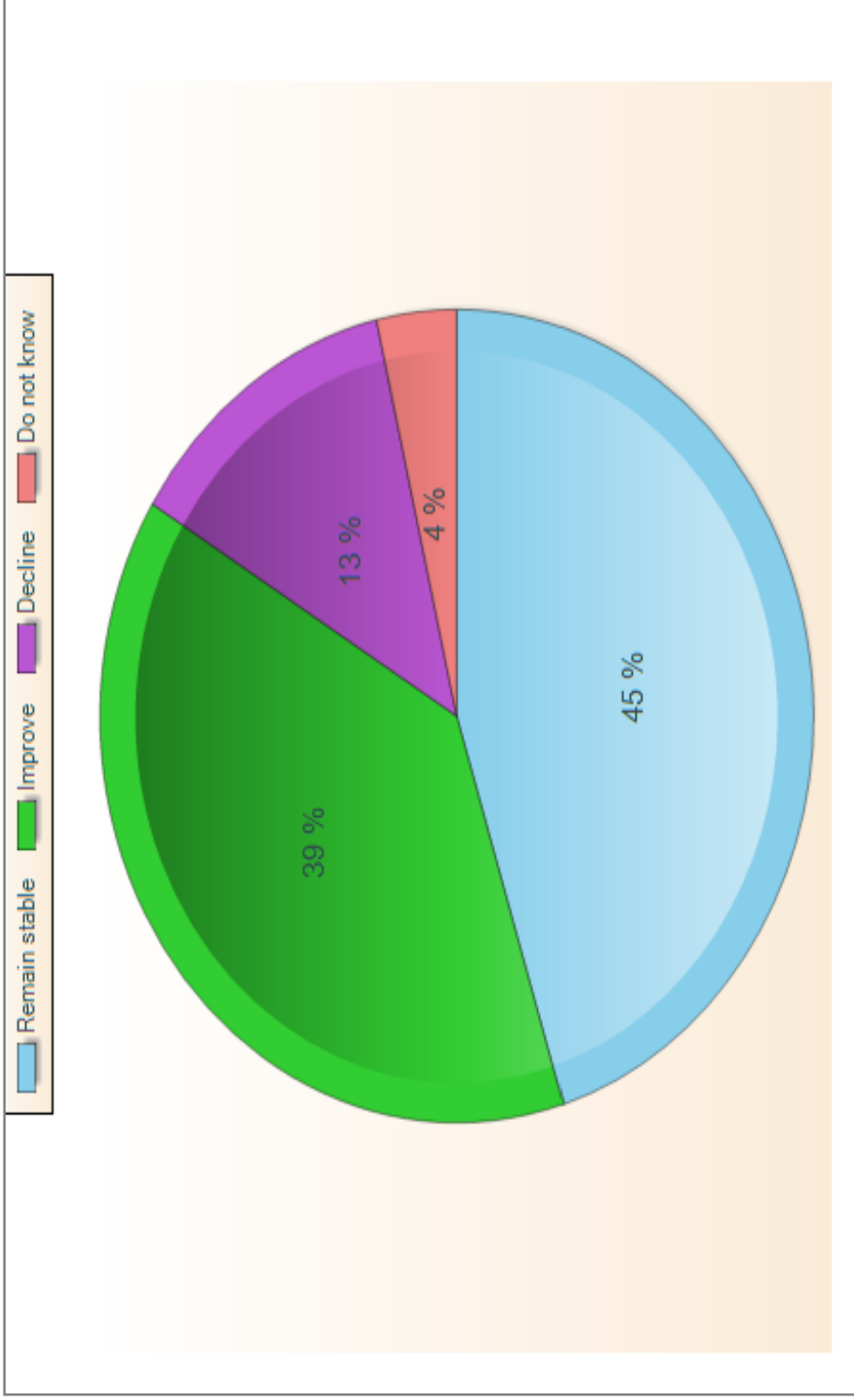
Improved	19 %
Stable	43 %
Declined	36 %
Do not know	2 %

Q3. In your view, over the next six months will the Nature Coast regional economy:



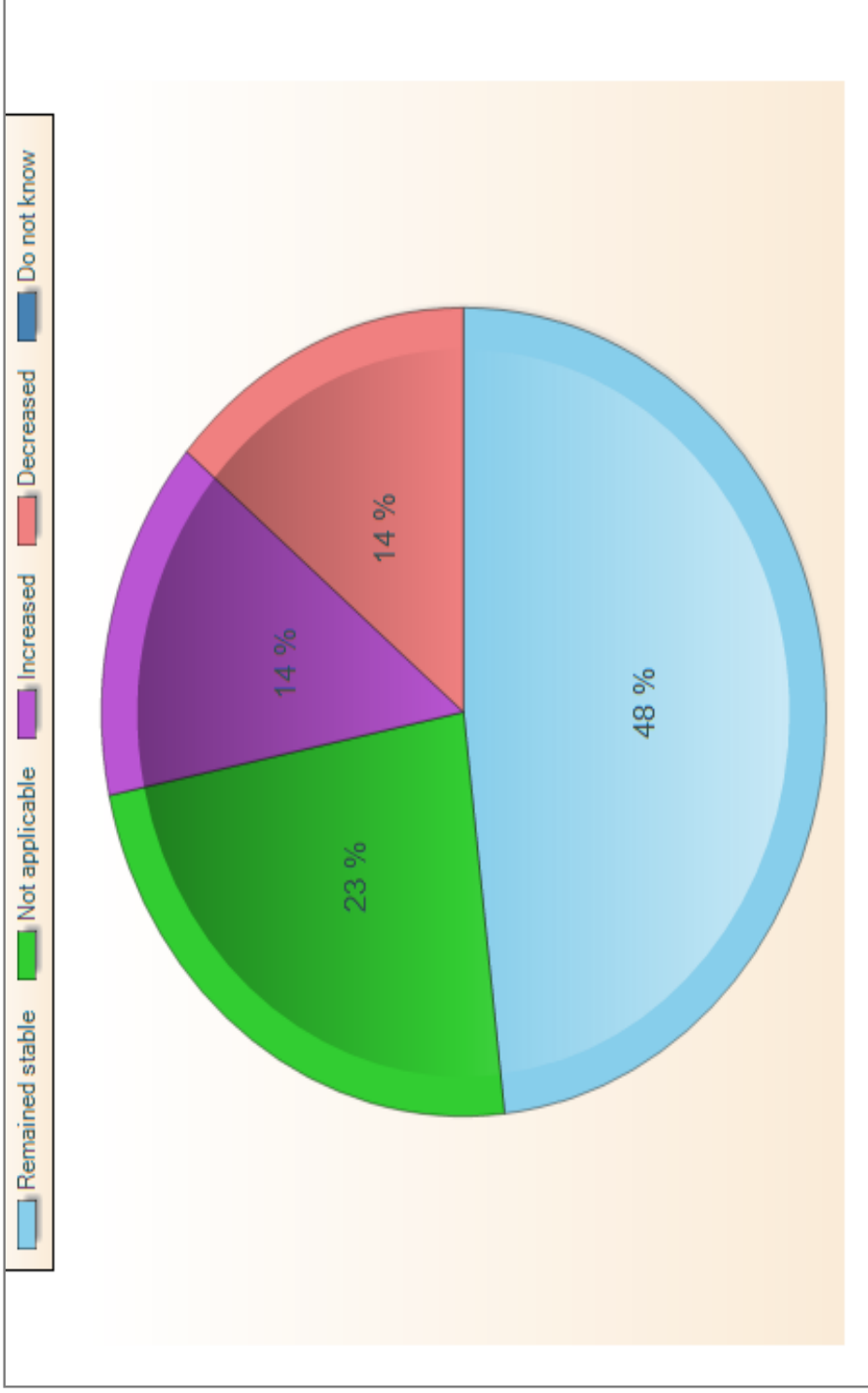
Improve	34 %
Remain stable	51 %
Decline	10 %
Do not know	6 %

Q4. In your view, over the next six months will the New Zealand economy:



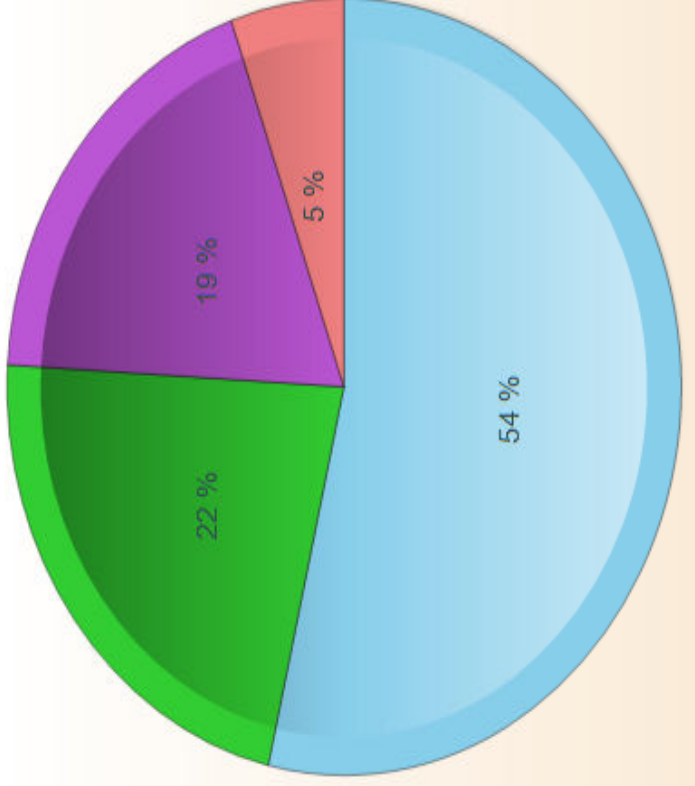
Improve	39 %
Remain stable	45 %
Decline	13 %
Do not know	4 %

Q5. Over the last six months have your number of employees:



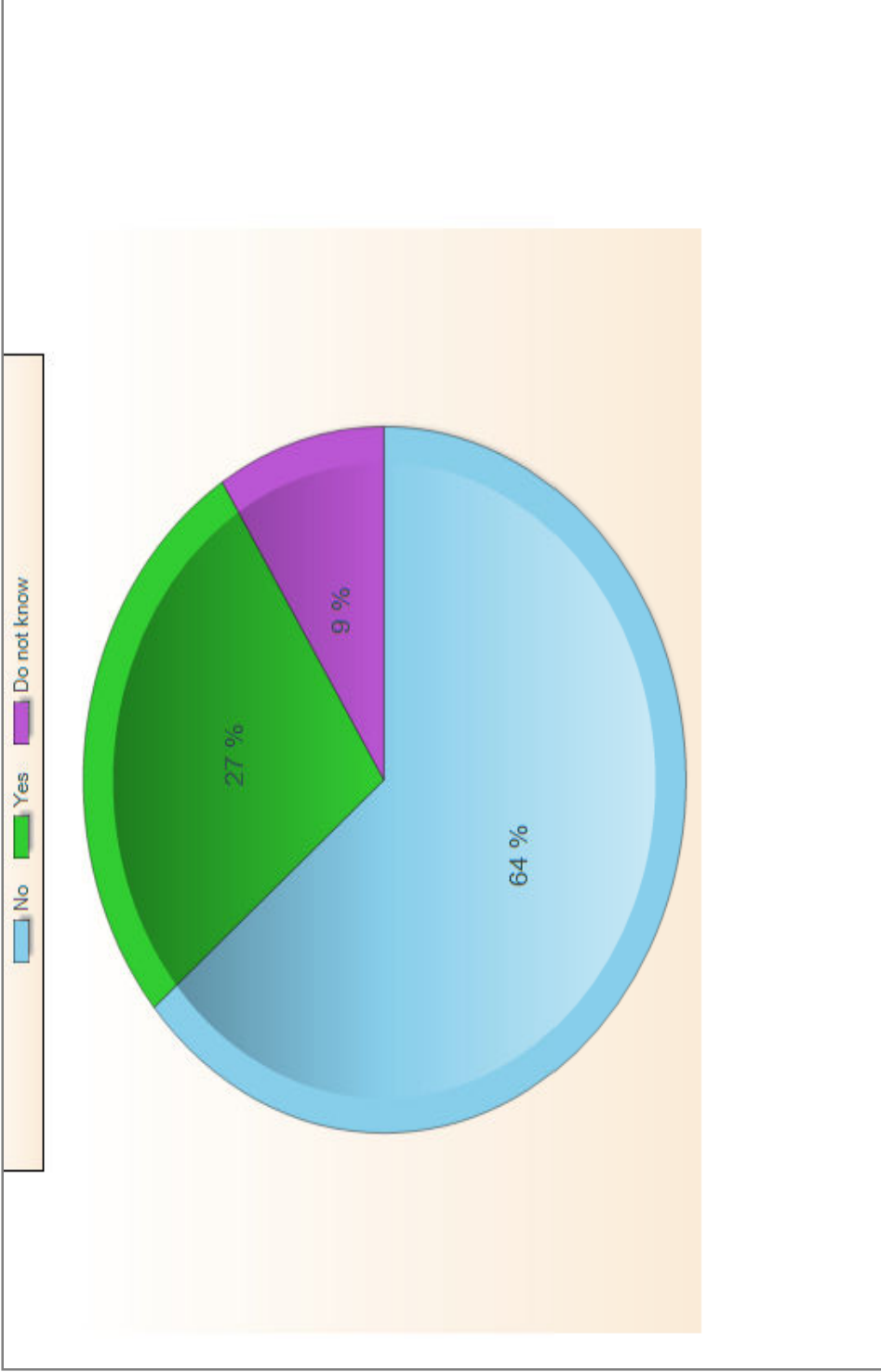
Increased	14 %
Remained stable	48 %
Decreased	14 %
Do not know	0 %
Not applicable	23 %

Q6. Over the next six months are your number of employees likely to:



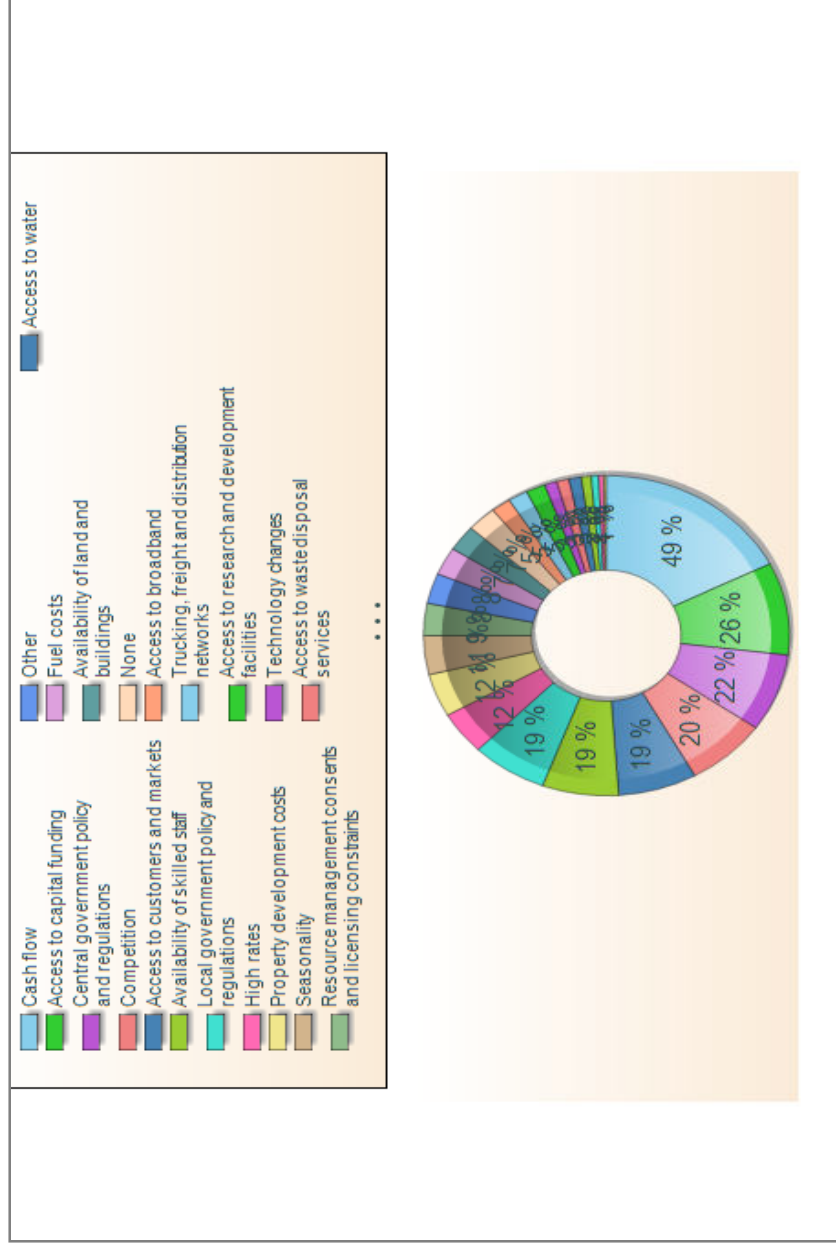
Increase	19 %
Remain stable	54 %
Decrease	5 %
Do not know	0 %
Not applicable	22 %

Q7. Over the next 12 months is your business planning to make a major investment?



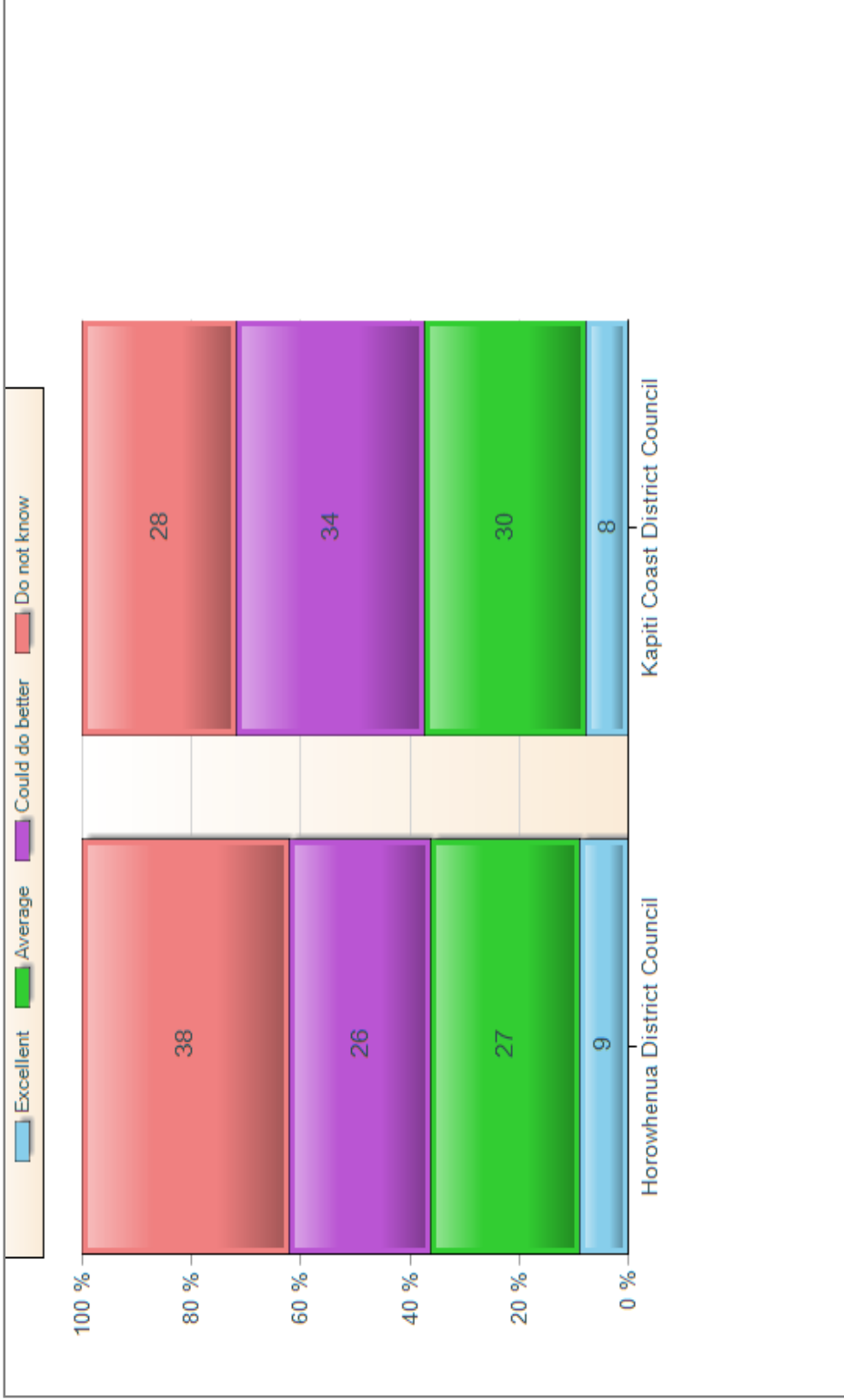
Yes	27 %
No	64 %
Do not know	9 %

**Q8. What is the most significant barrier(s) to the expansion of your business?
Choose one or more options)**



Access to capital funding	26%
Cash flow	49%
Central government policy and regulations	22%
Local government policy and regulations	19%
Fuel costs	8%
Trucking, freight and distribution networks	5%
Access to broadband	5%
Availability of land and buildings	7%
Property development costs	12%
Resource management consents and licensing constraints	9%
Access to waste disposal services	3%
Access to energy	1%
Access to water	3%
High rates	12%
Competition	20%
Seasonality	11%
Availability of skilled staff	19%
Availability of unskilled staff	1%
Access to customers and markets	19%
Access to research and development facilities	5%
Technology changes	3%
No succession plan	2%
Access to professional services	2%
Other	8%
None	7%

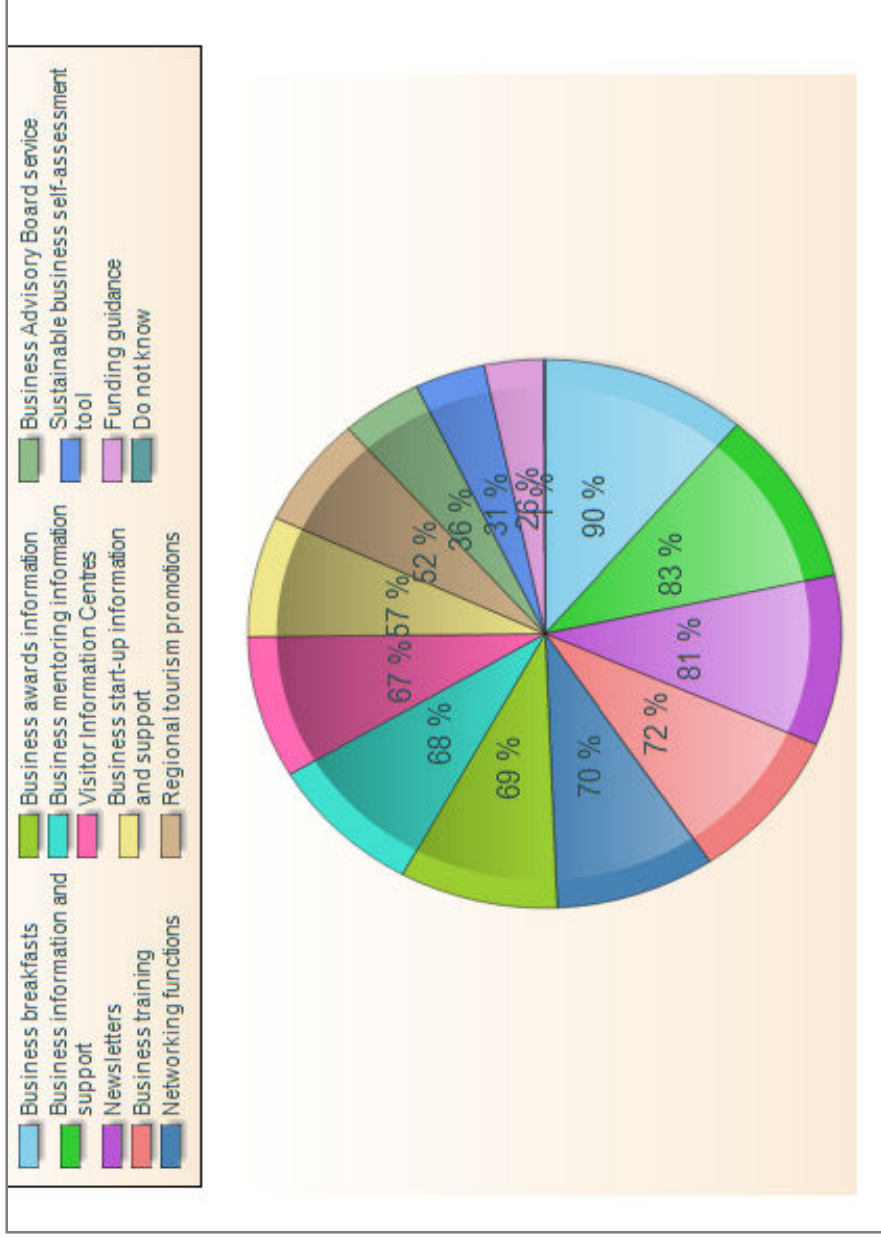
Q11. How do you rate both local authorities when it comes to offering business friendly services?



	Excellent	Average	Could do better	Do not know
Horowhenua District Council	9 %	27 %	26 %	38 %
Kapiti Coast District Council	8 %	30 %	34 %	28 %

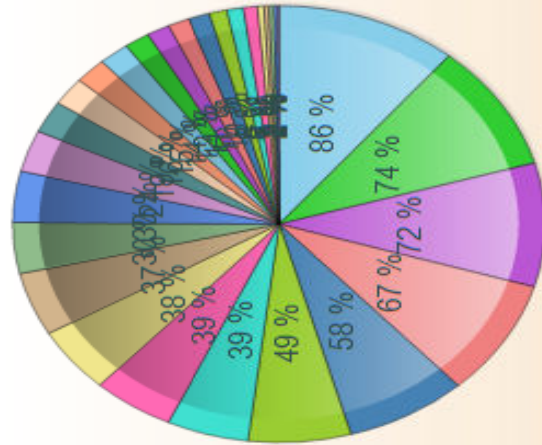
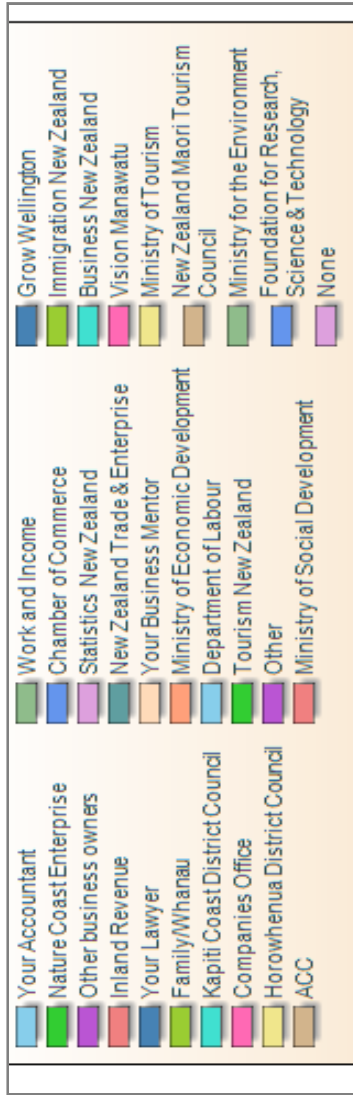


Q12. What services are you aware of that Nature Coast Enterprise offers?



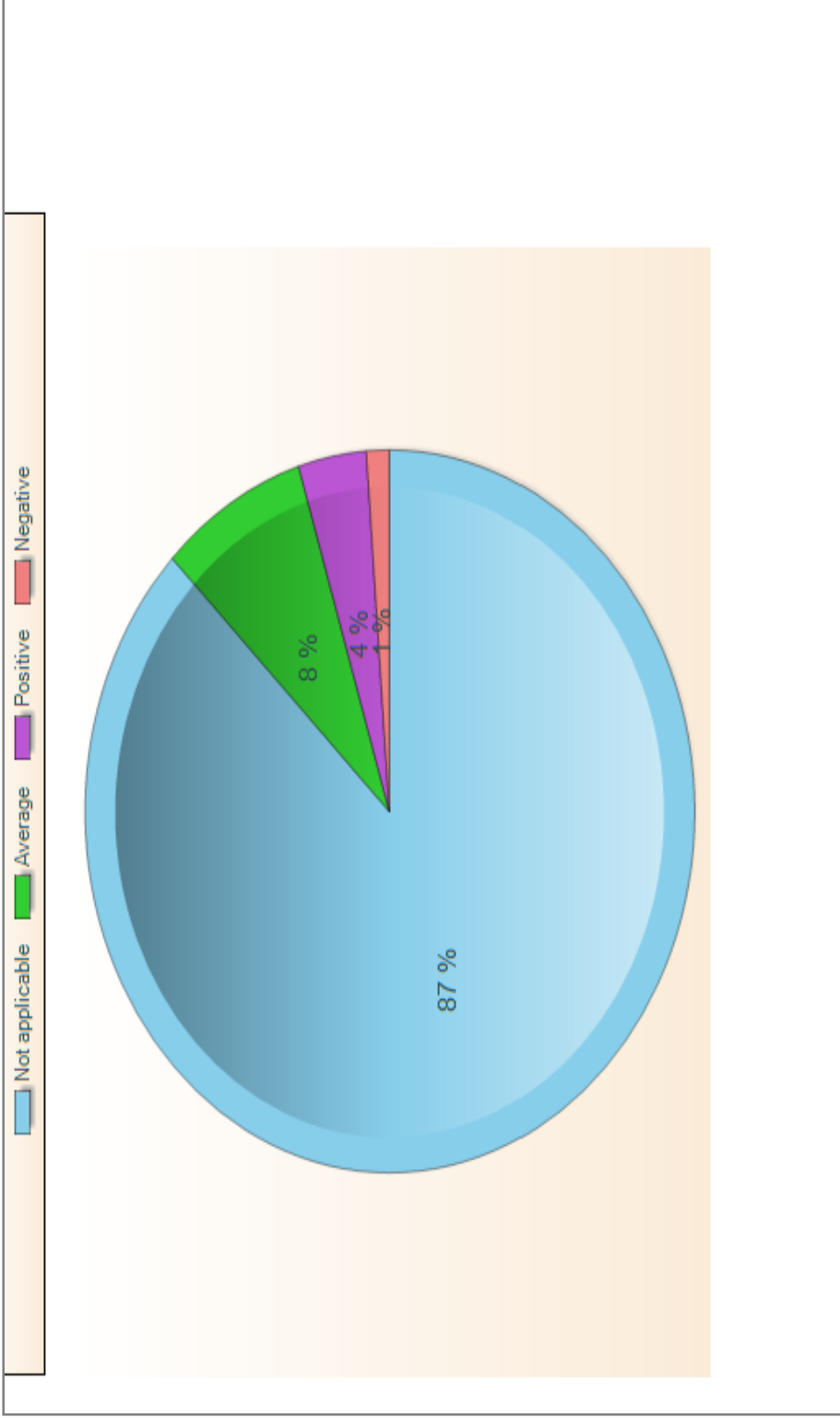
Business information and support	83 %
Business start-up information and support	57 %
Business mentoring information	68 %
Business awards information	69 %
Funding guidance	26 %
Business Advisory Board service	36 %
Sustainable business self-assessment tool	31 %
Newsletters	81 %
Business training	72 %
Business breakfasts	90 %
Networking functions	70 %
Regional tourism promotions	52 %
Visitor Information Centres	67 %
Do not know	1 %

**Q13. During the last 12 months what organisations have you engaged with?
Choose one or more options)**



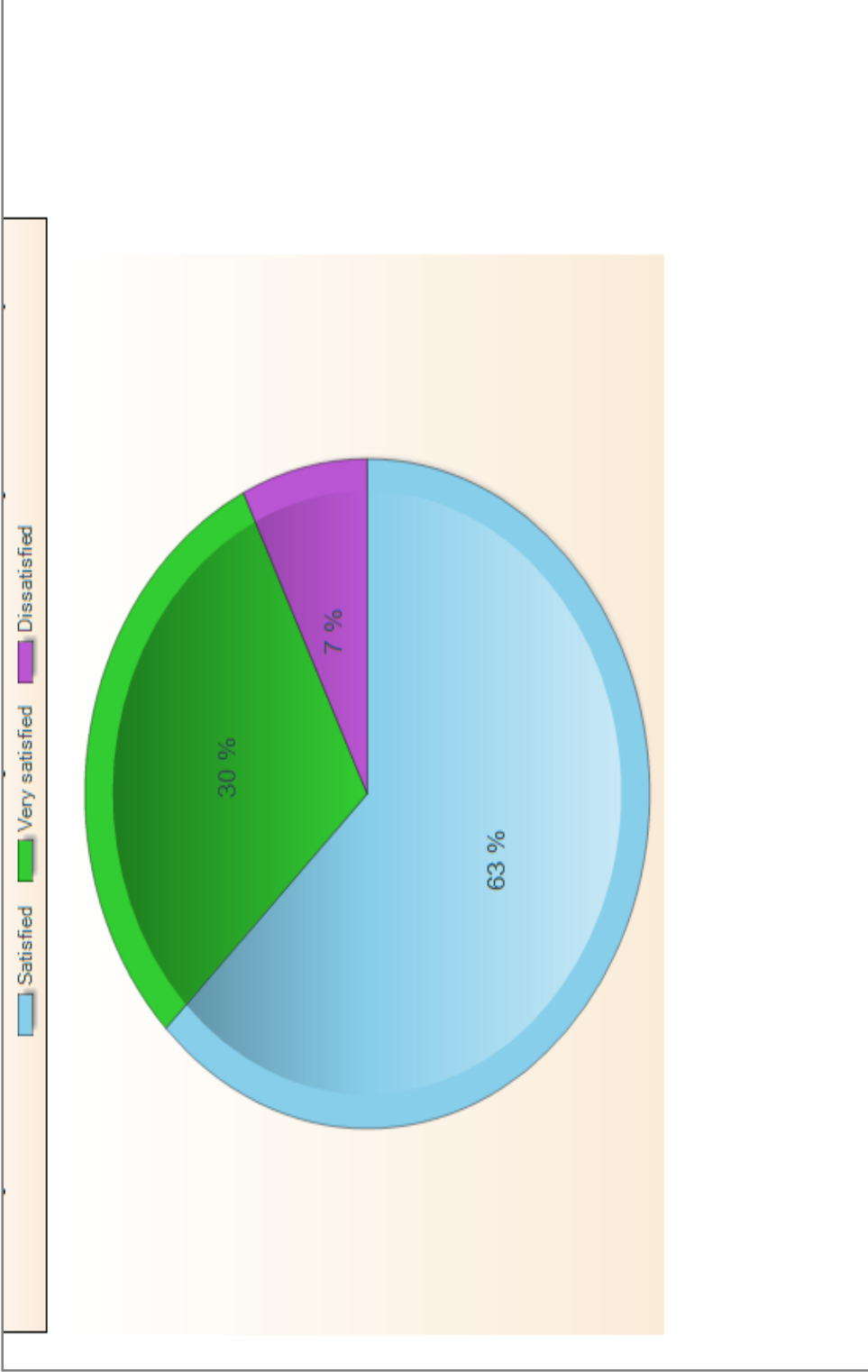
Organization	Percentage
Nature Coast Enterprise	74%
Your Lawyer	58%
Your Accountant	86%
Your Business Mentor	16%
Other business owners	72%
Family/Whanau	49%
Kapiti Coast District Council	39%
Horowhenua District Council	38%
Grow Wellington	10%
Vision Manawatu	7%
Chamber of Commerce	30%
Business New Zealand	8%
Ministry of Economic Development	15%
New Zealand Trade & Enterprise	19%
Inland Revenue	67%
Ministry of Social Development	10%
Work and Income	30%
Department of Labour	14%
Immigration New Zealand	8%
Statistics New Zealand	24%
Ministry for the Environment	2%
ACC	37%
Companies Office	39%
Foundation for Research, Science & Technology	2%
Tourism New Zealand	12%
New Zealand Maori Tourism Council	2%
Ministry of Tourism	3%
Other	11%
None	1%

Q14. If you have engaged with Grow Wellington over the last 12 months, how do you rate their overall service delivery?



Positive	4 %
Average	8 %
Negative	1 %
Not applicable	87 %

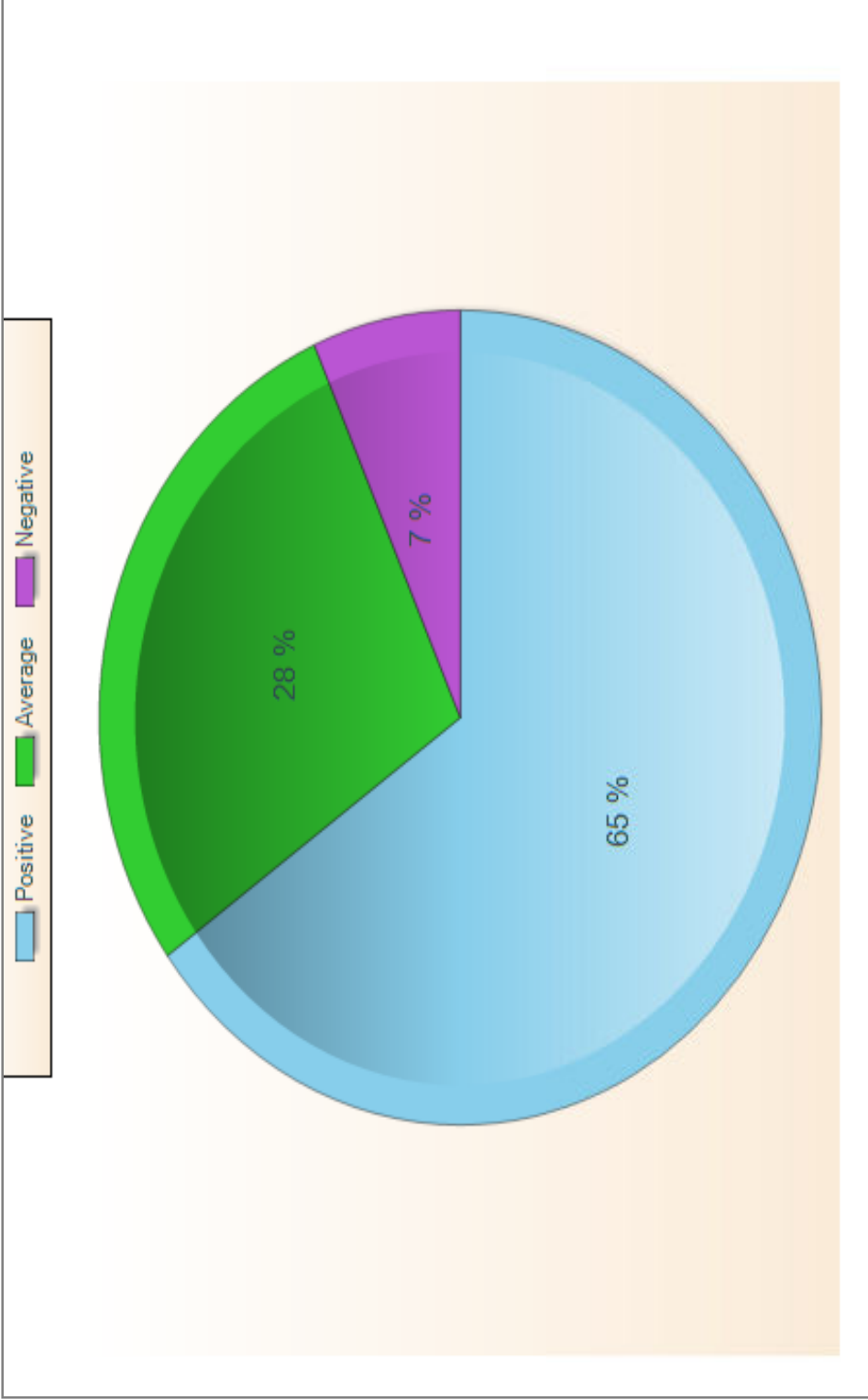
Q15. Overall, how satisfied are you with the services offered by Nature Coast Enterprise?



Very satisfied	30 %
Satisfied	63 %
Dissatisfied	7 %

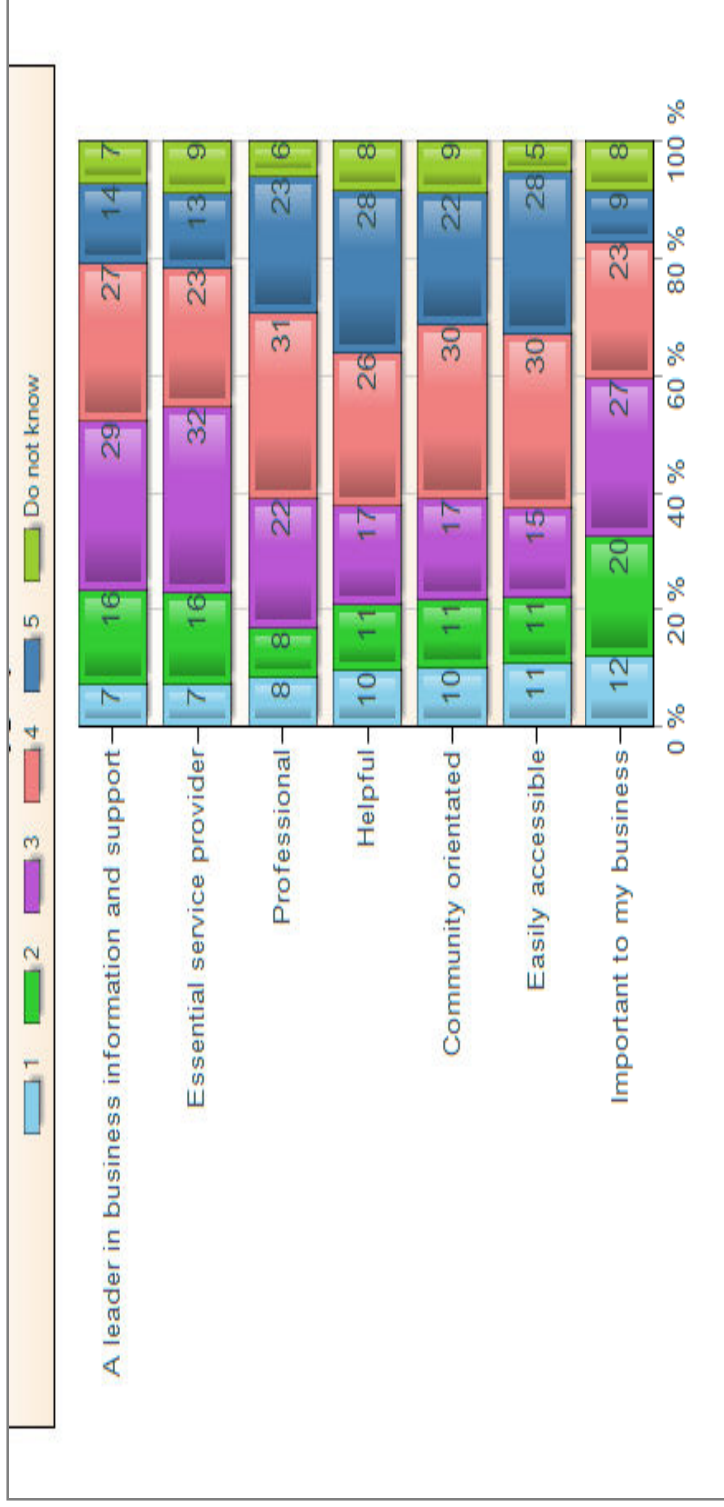


Q16. What are your general impressions of Nature Coast Enterprise?



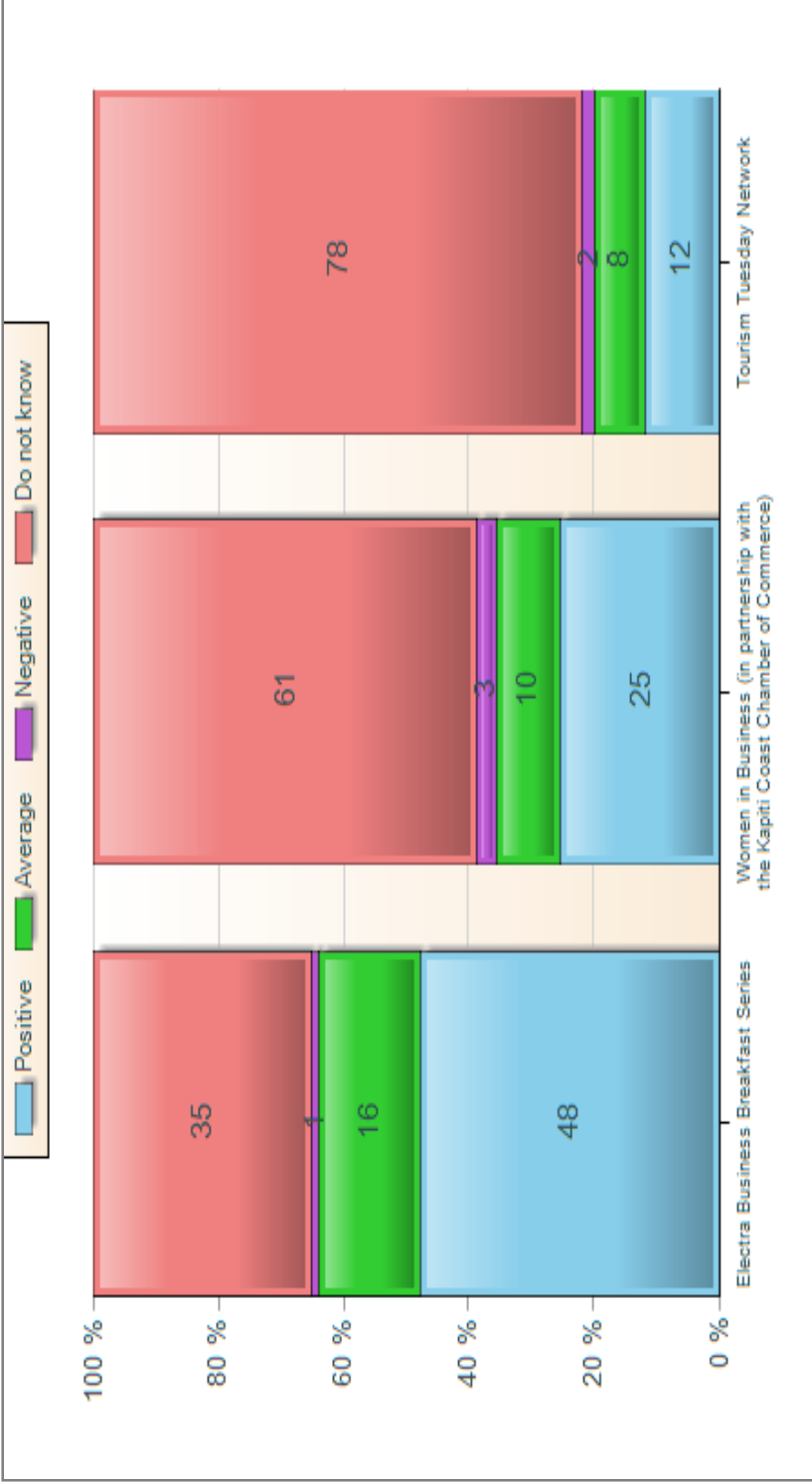
Positive	65 %
Average	28 %
Negative	7 %

**Q17. How do you rank the following statements about Nature Coast Enterprise?
Ranking scale: 1 = very poor and 5 = very good)**



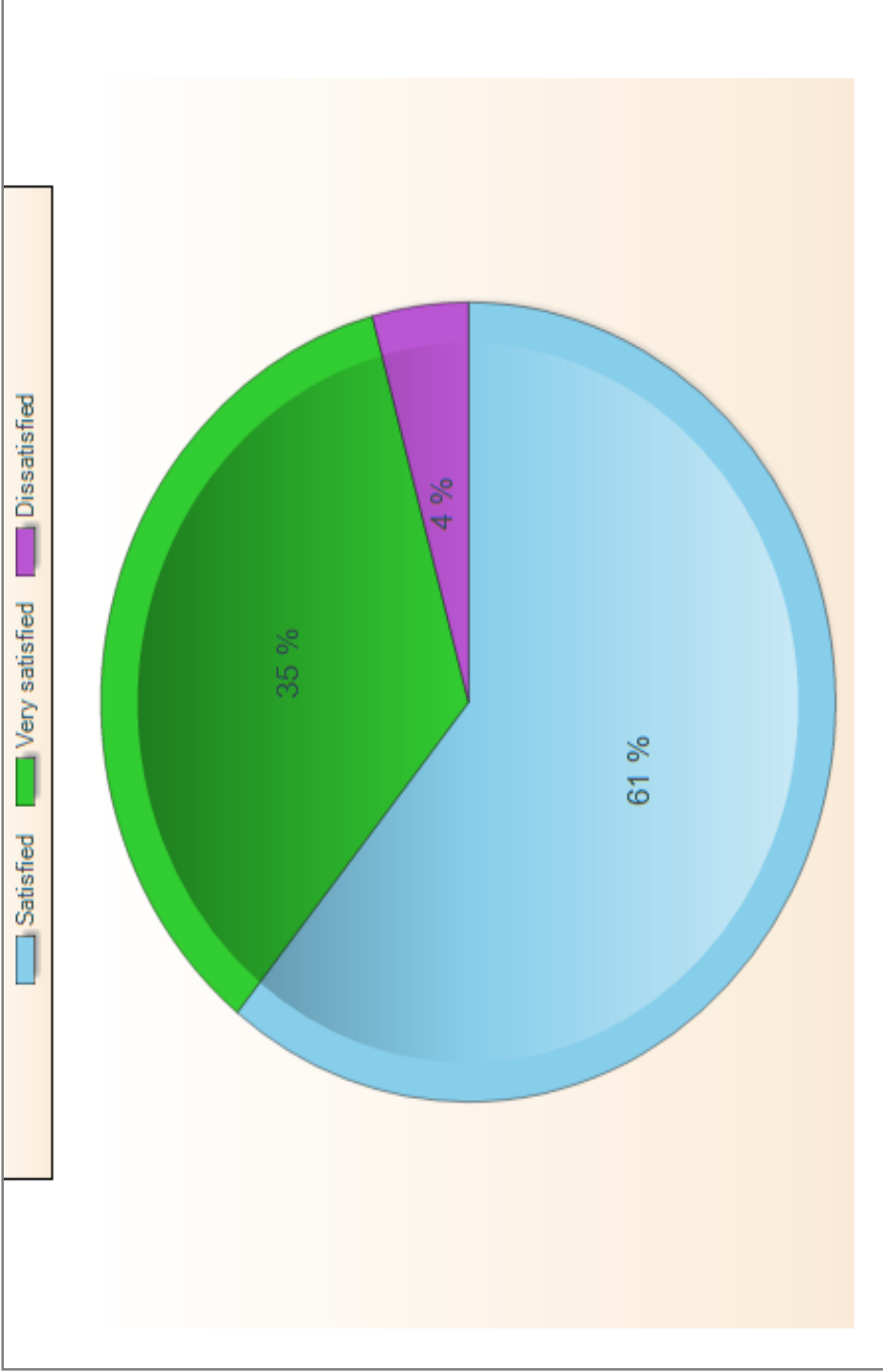
	1	2	3	4	5	Do not know
Professional	8 %		22 %	31 %	23 %	6 %
Helpful	10 %	11 %	17 %	26 %	28 %	8 %
Community orientated	10 %	11 %	17 %	30 %	22 %	9 %
Essential service provider	7 %	16 %	32 %	23 %	13 %	9 %
A leader in business information and support	7 %	16 %	29 %	27 %	14 %	7 %
Important to my business	12 %	20 %	27 %	23 %	9 %	8 %
Easily accessible	11 %	11 %	15 %	30 %	28 %	5 %

Q18. How do you rate Nature Coast Enterprise networking events?



	Positive	Average	Negative	Do not know
Electra Business Breakfast Series	48 %	16 %	1 %	35 %
Women in Business (in partnership with the Kapiti Coast Chamber of Commerce)	25 %	10 %	3 %	61 %
Tourism Tuesday Network	12 %	8 %	2 %	78 %

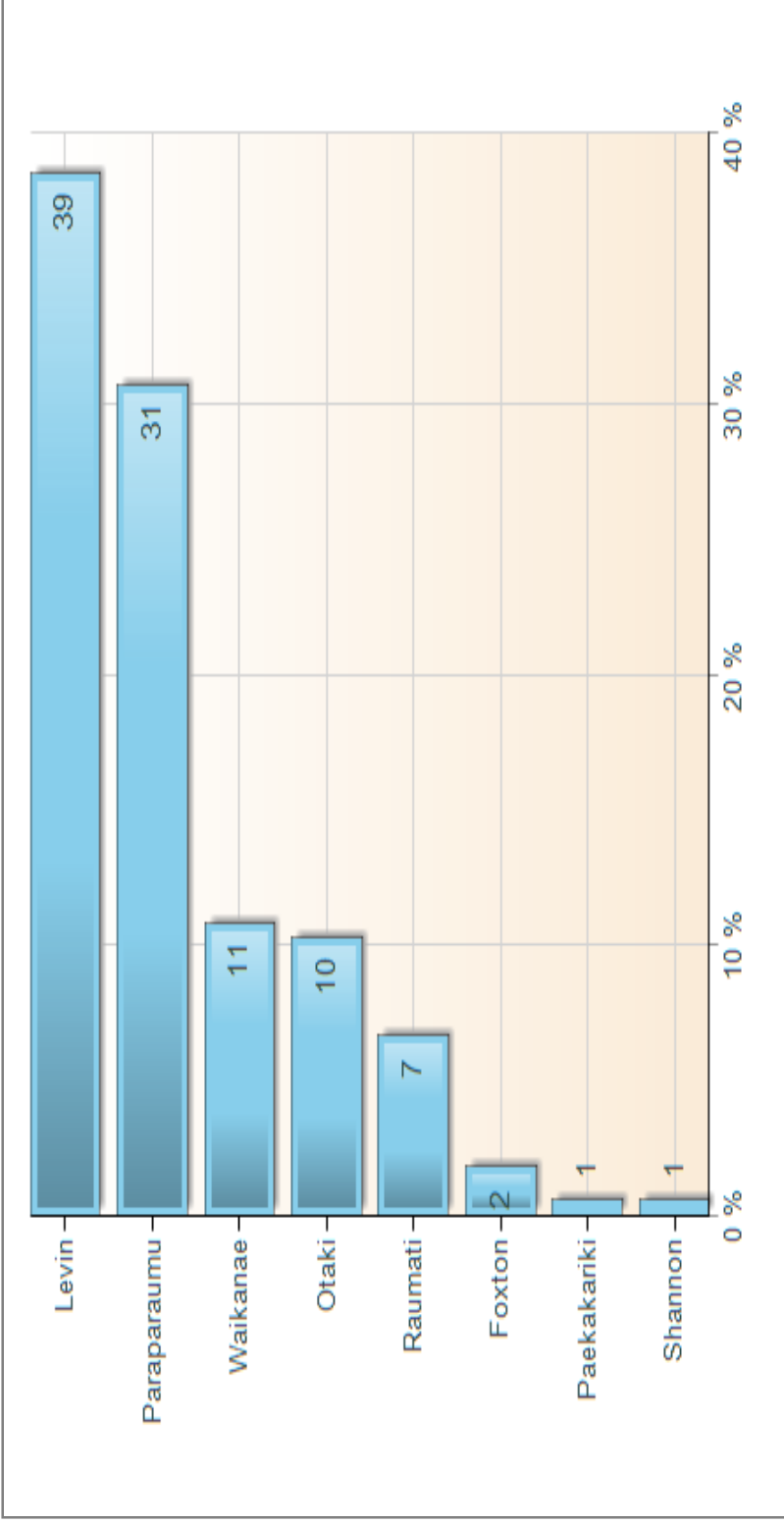
Q19. Are you satisfied with how Nature Coast Enterprise communicates with your business?



Very satisfied	35 %
Satisfied	61 %
Dissatisfied	4 %

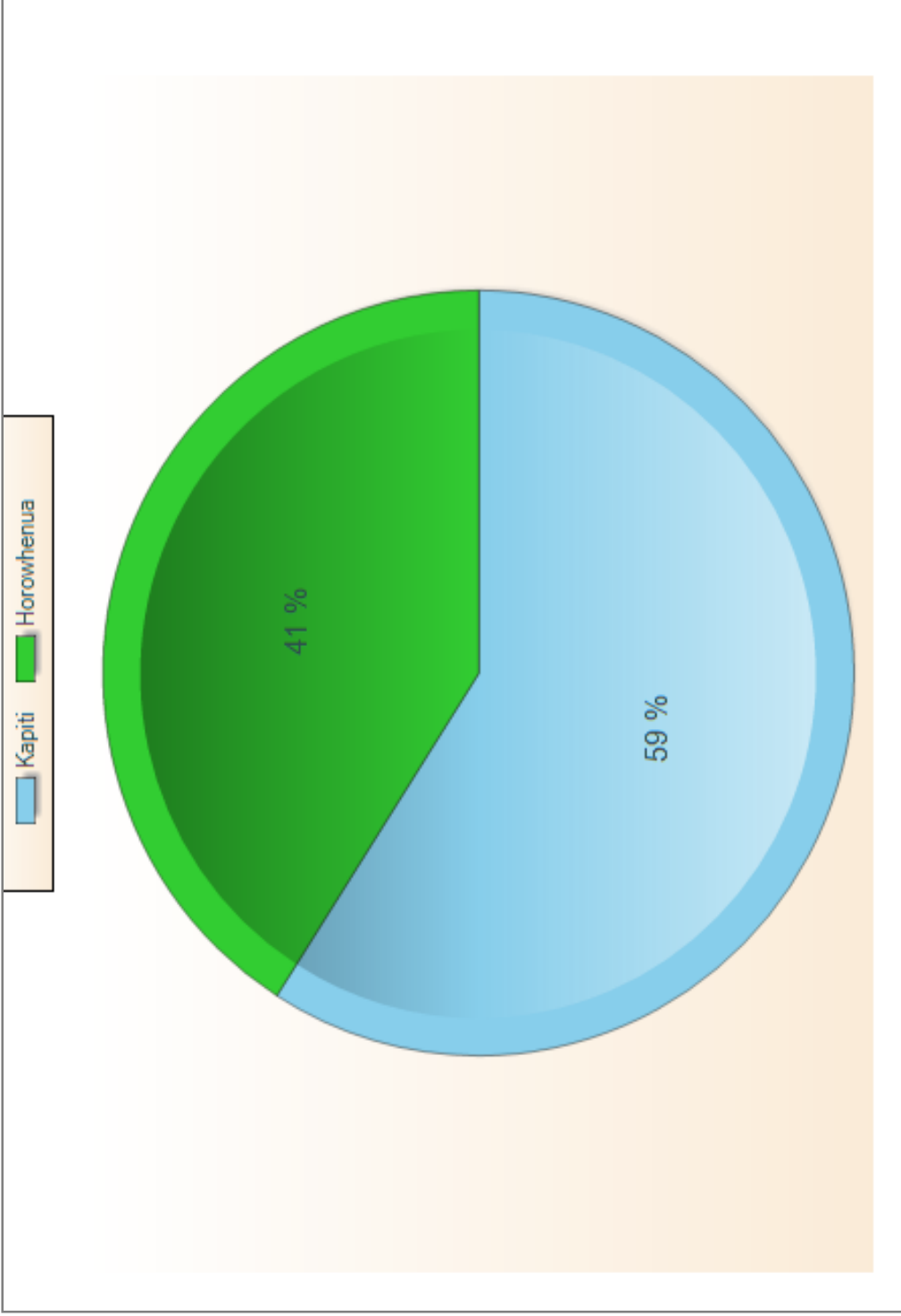


Q20. Where is your business situated?



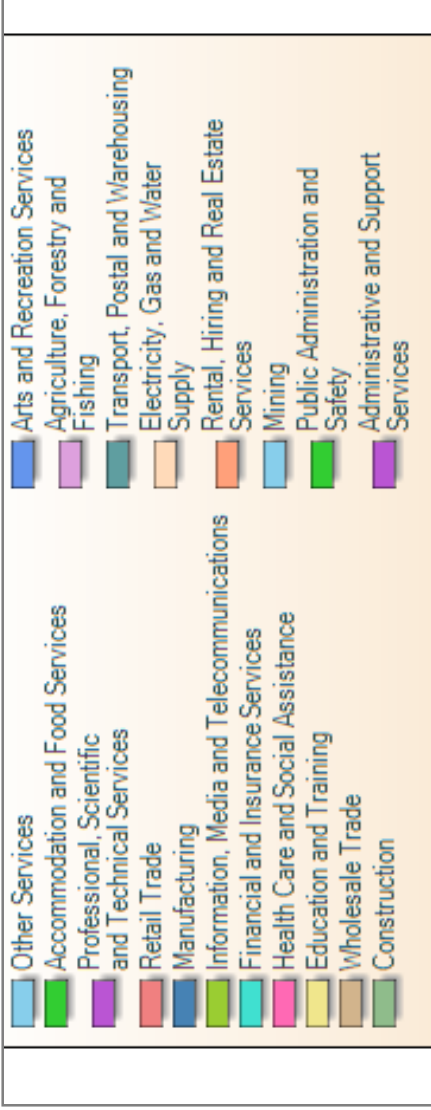
Paekakariki	1 %
Raumati	7 %
Paraparaumu	31 %
Waikanae	11 %
Otaki	10 %
Levin	39 %
Foxton	2 %
Shannon	1 %

Q21. What district is your business located in?



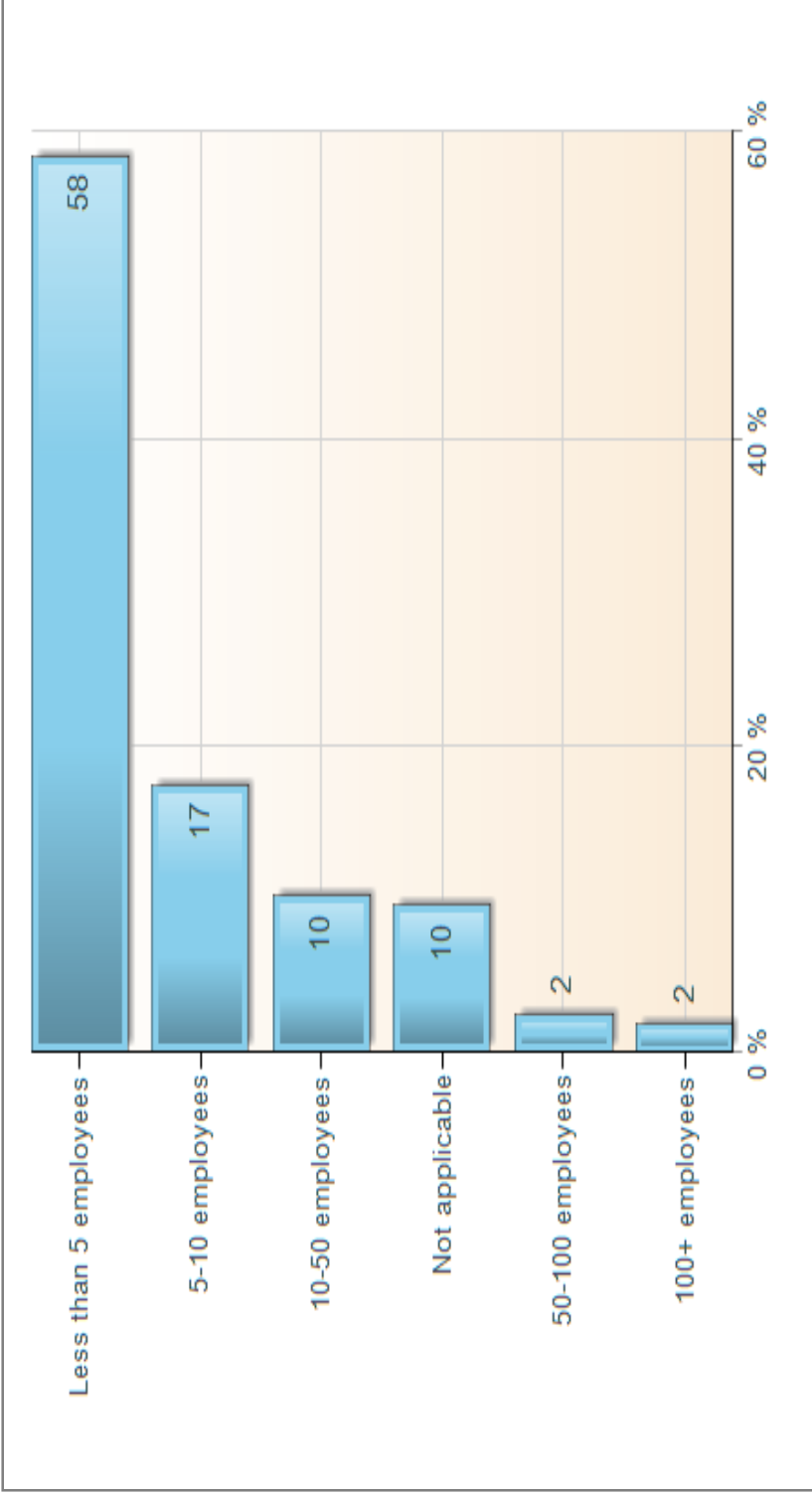
Kapiti	59 %
Horowhenua	41 %

Q22. What industry sector is your business involved in?



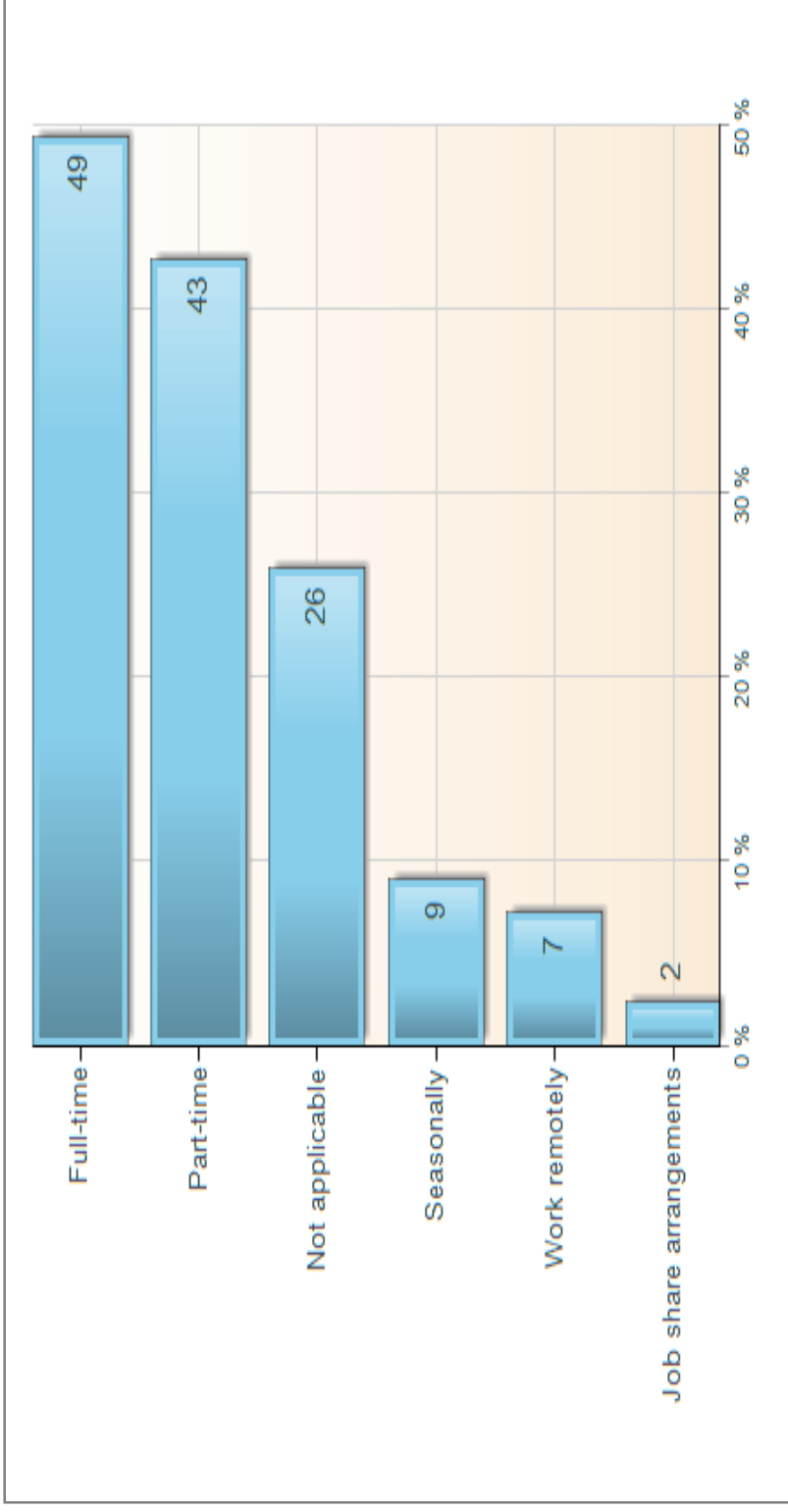
Agriculture, Forestry and Fishing	4 %
Mining	0 %
Manufacturing	7 %
Electricity, Gas and Water Supply	2 %
Construction	4 %
Wholesale Trade	4 %
Retail Trade	9 %
Accommodation and Food Services	13 %
Transport, Postal and Warehousing	3 %
Information, Media and Telecommunications	7 %
Financial and Insurance Services	6 %
Rental, Hiring and Real Estate Services	2 %
Professional, Scientific and Technical Services	10 %
Administrative and Support Services	0 %
Public Administration and Safety	0 %
Education and Training	5 %
Health Care and Social Assistance	5 %
Arts and Recreation Services	4 %
Other Services	14 %

Q23. How many full-time equivalents are there in your business?



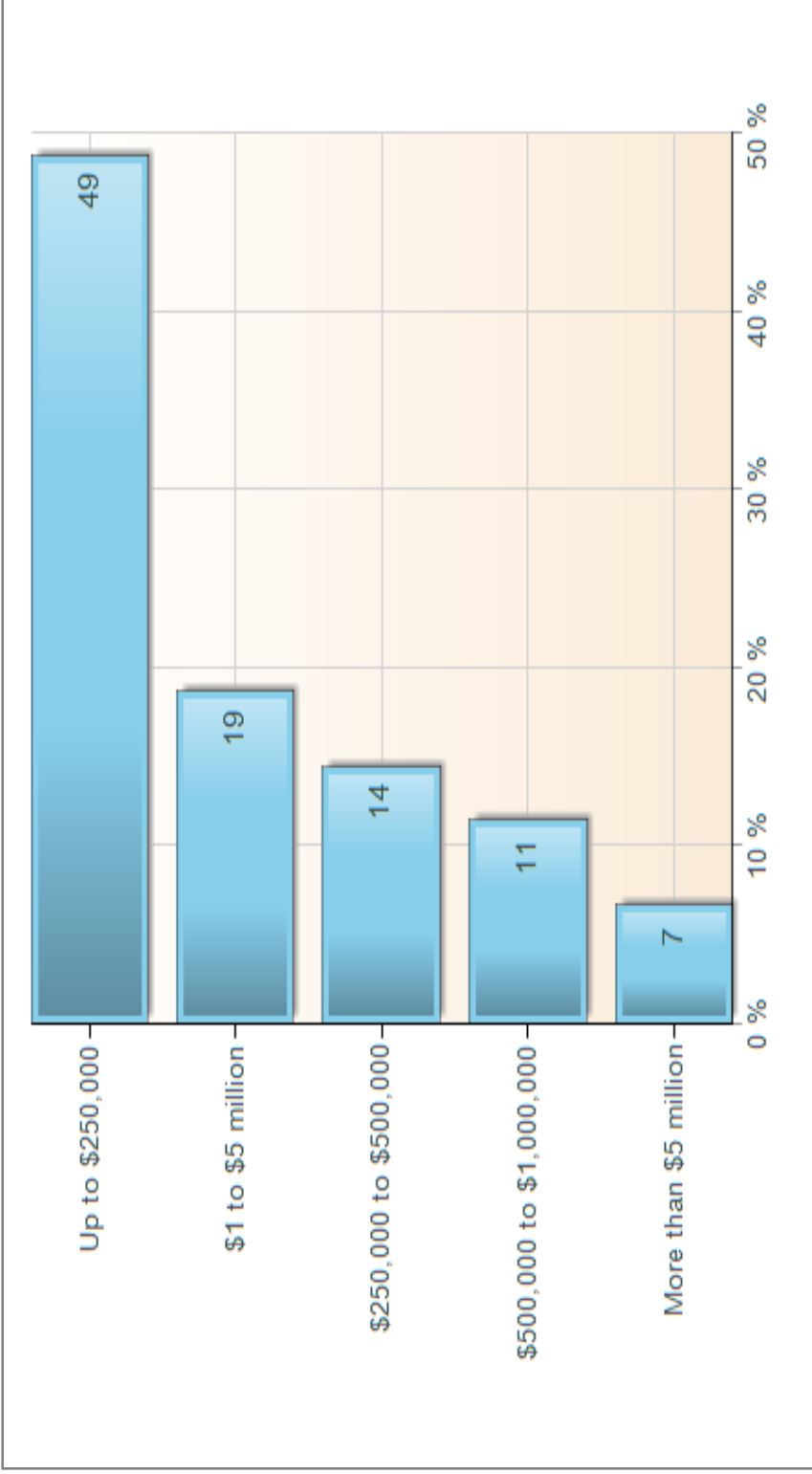
Less than 5 employees	58 %
5-10 employees	17 %
10-50 employees	10 %
50-100 employees	2 %
100+ employees	2 %
Not applicable	10 %

Q24. How do you employ staff? (Choose one or more options)



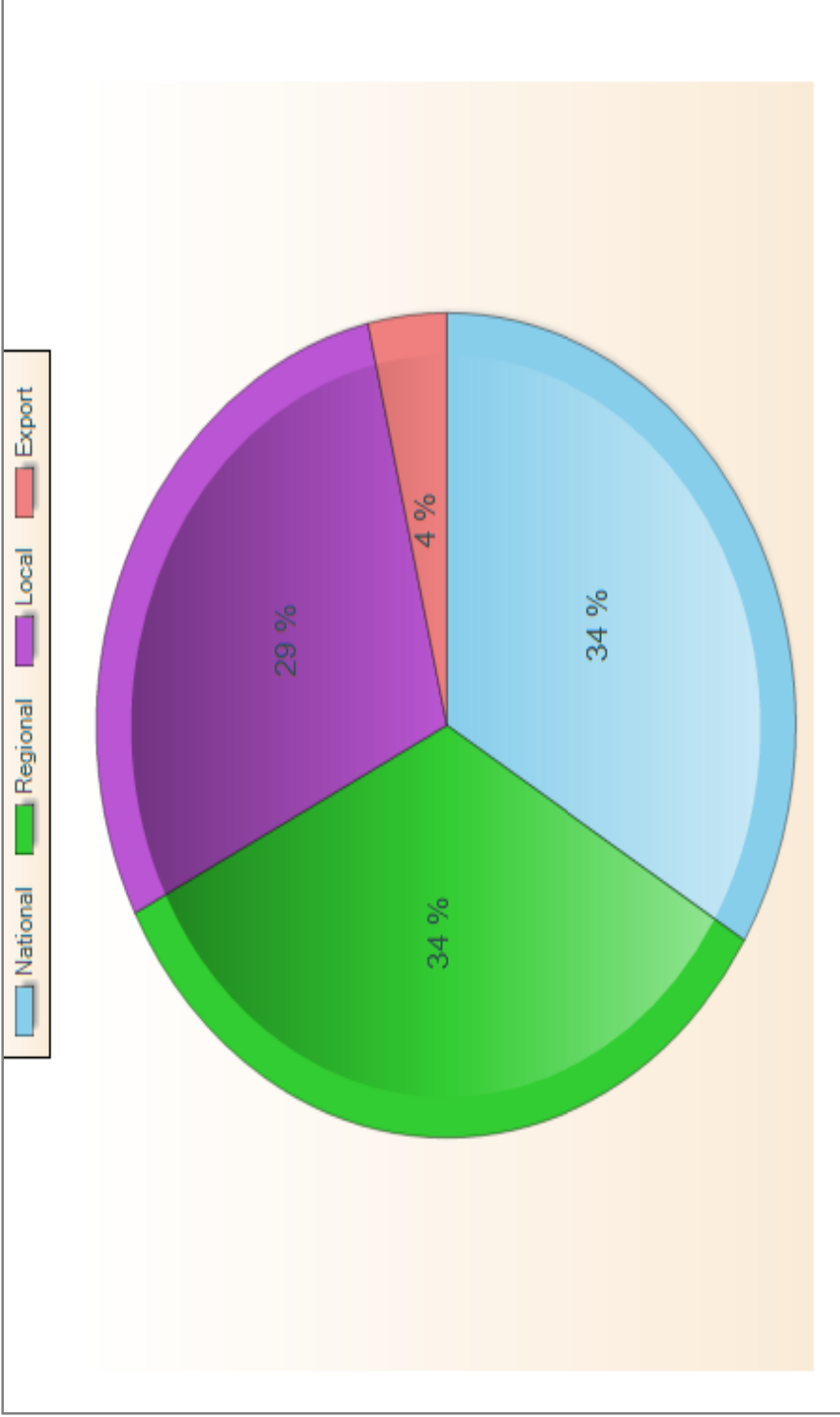
Full-time	49 %
Part-time	43 %
Seasonally	9 %
Job share arrangements	2 %
Work remotely	7 %
Not applicable	26 %

Q25. What is the annual turnover of your business?



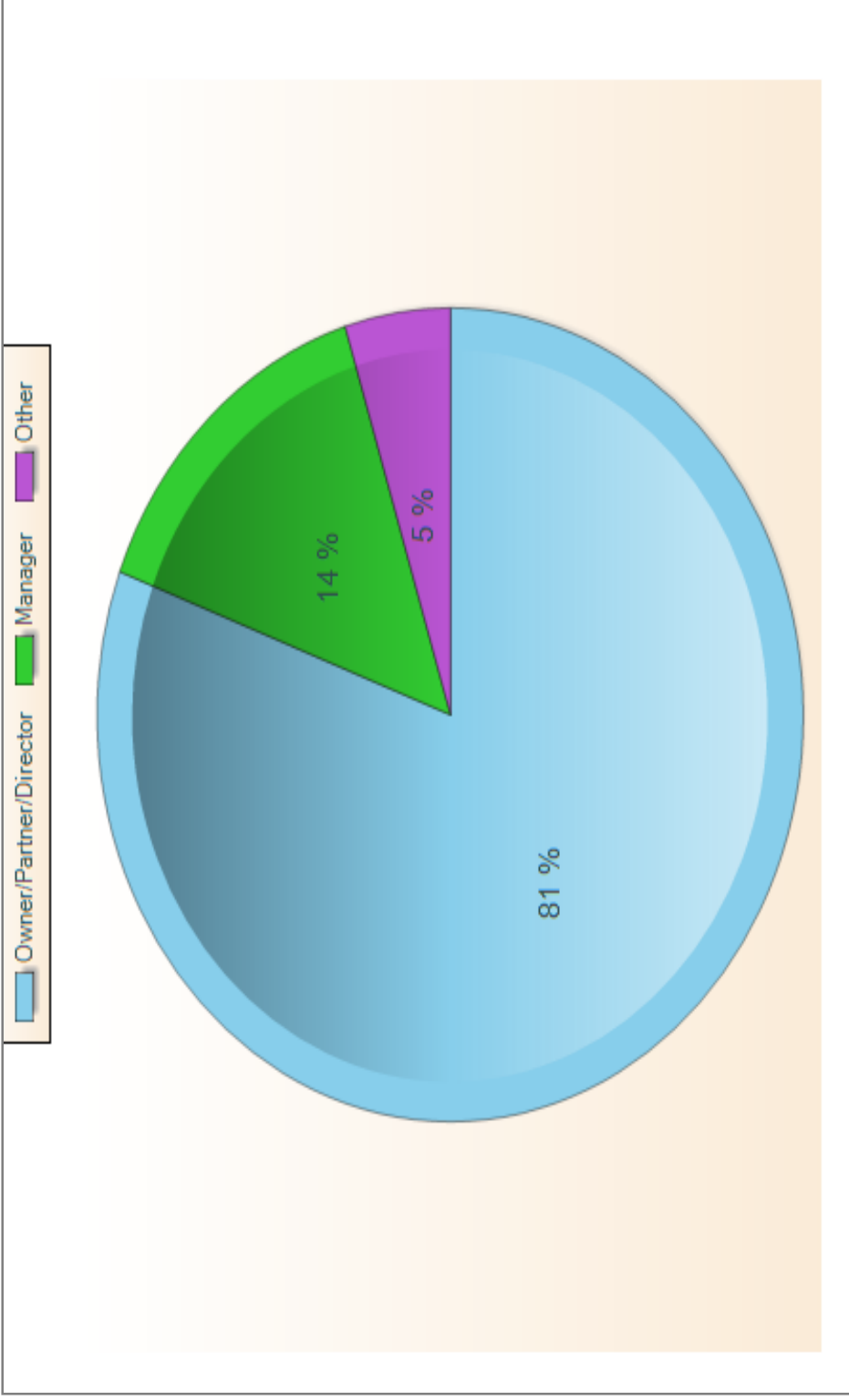
Up to \$250,000	49 %
\$250,000 to \$500,000	14 %
\$500,000 to \$1,000,000	11 %
\$1 to \$5 million	19 %
More than \$5 million	7 %

Q26. Where is the main market for your business?



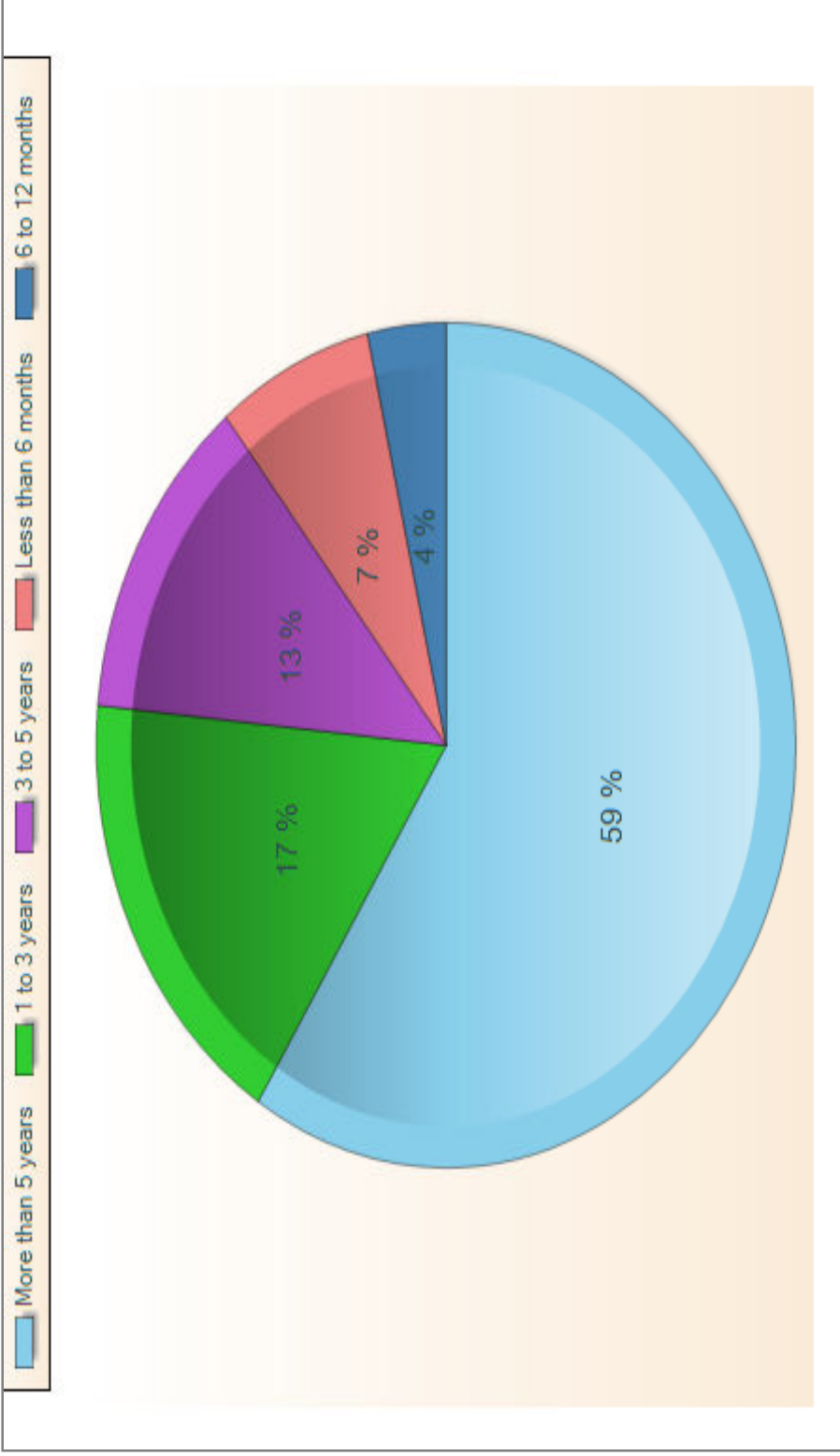
Local	29 %
Regional	34 %
National	34 %
Export	4 %

Q27. What is your role within the business?



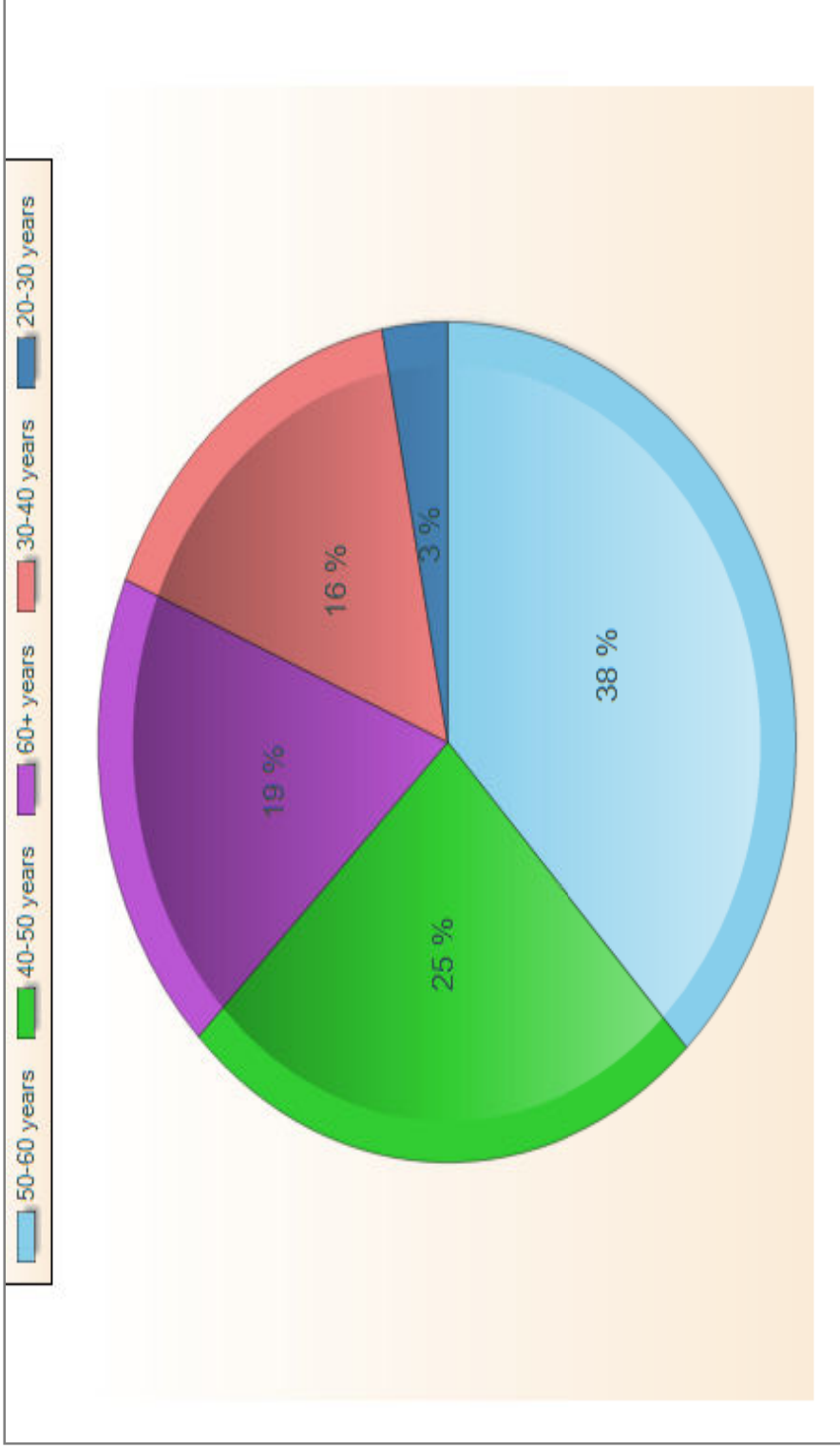
Owner/Partner/Director	81 %
Manager	14 %
Other	5 %

Q28. How many years has your business been in operation?



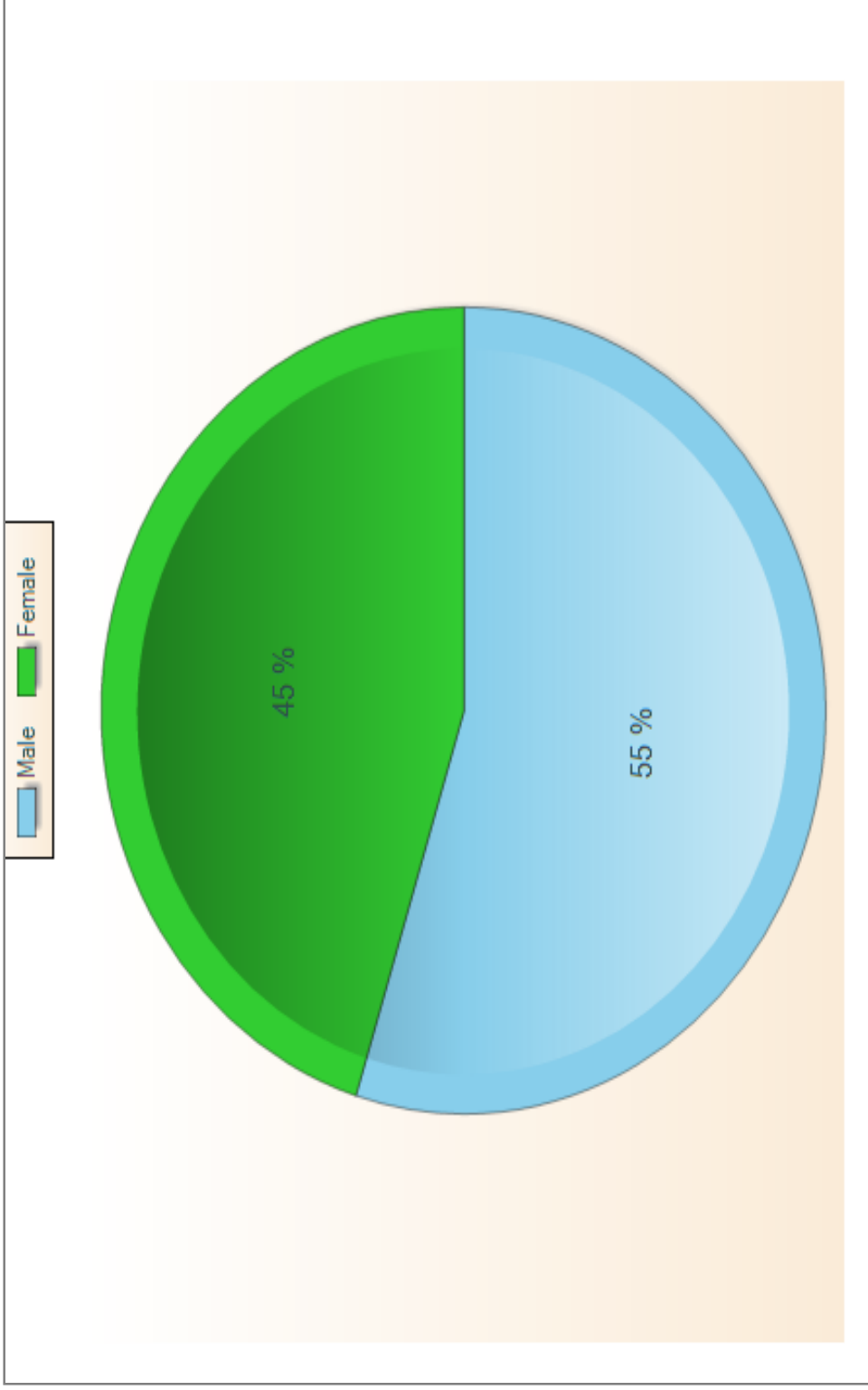
Less than 6 months	7 %
6 to 12 months	4 %
1 to 3 years	17 %
3 to 5 years	13 %
More than 5 years	59 %

Q29. What is your age?



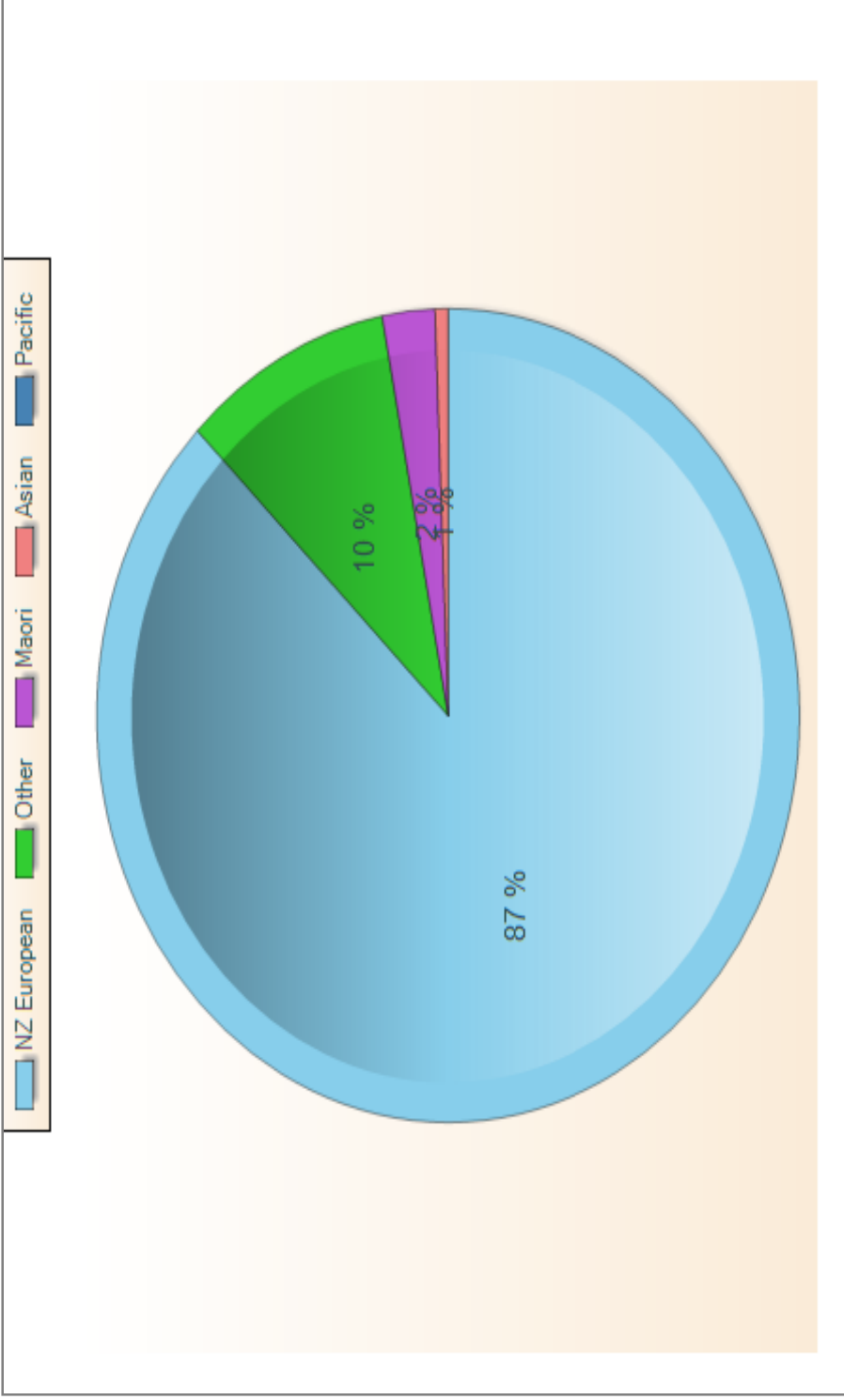
20-30 years	3 %
30-40 years	16 %
40-50 years	25 %
50-60 years	38 %
60+ years	19 %

Q30. What is your gender?



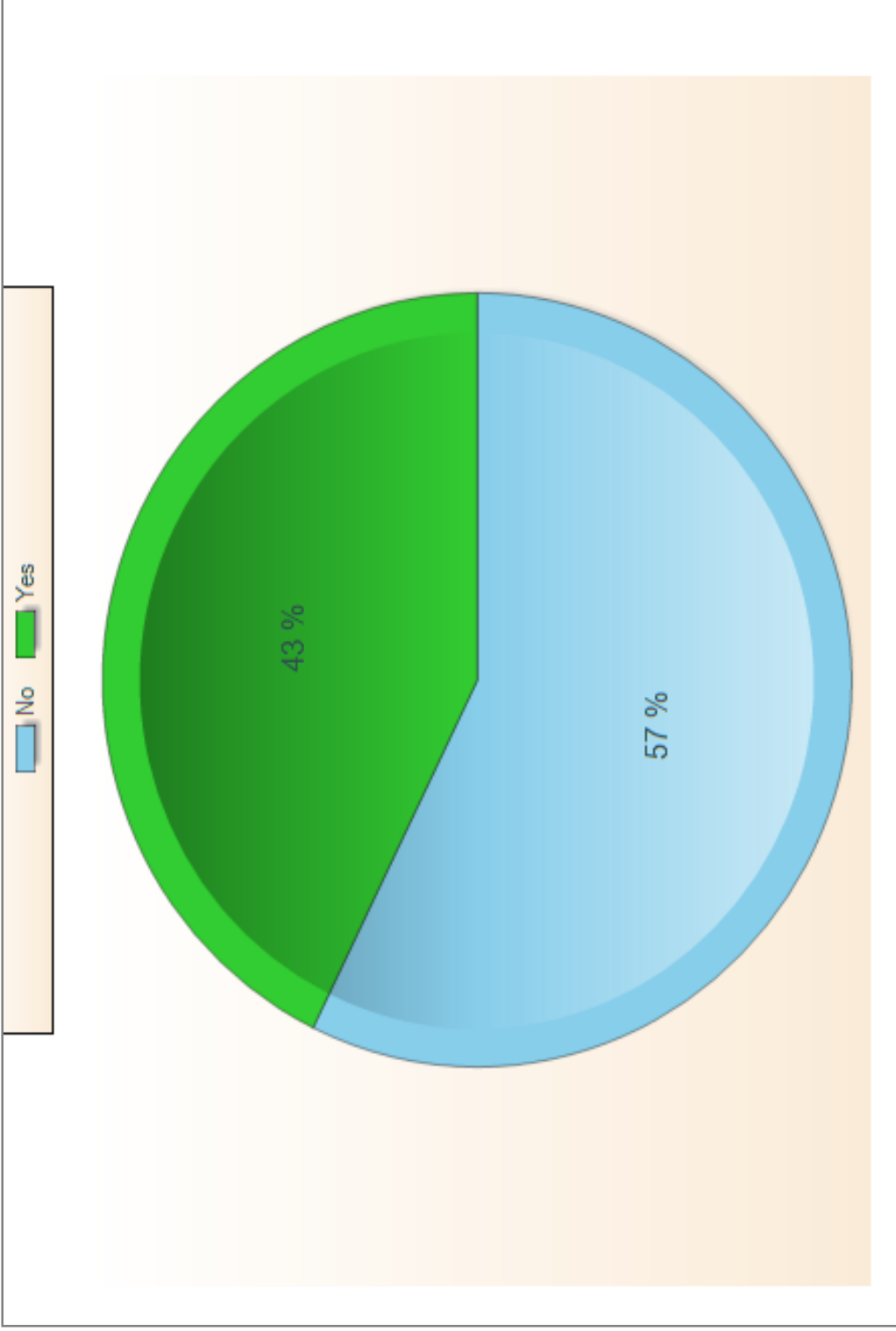
Male	55 %
Female	45 %

Q31. What is your ethnicity?



NZ European	87 %
Maori	2 %
Pacific	0 %
Asian	1 %
Other	10 %

Q32. Are you a member of Enterprise Kapiti Horowheuna Incorporated?



Yes	43 %
No	57 %