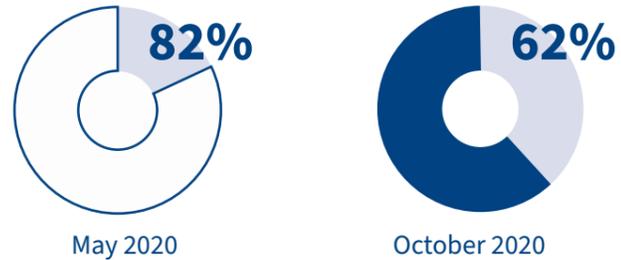


Business Health Survey

COVID-19 Business Recovery

9 September – 18 October 2020

Revenue



62% of businesses state that their revenue / sales are lower than they were 12 months ago (20% fewer than in May)

Aucklanders are more likely to state that their revenue / sales are lower



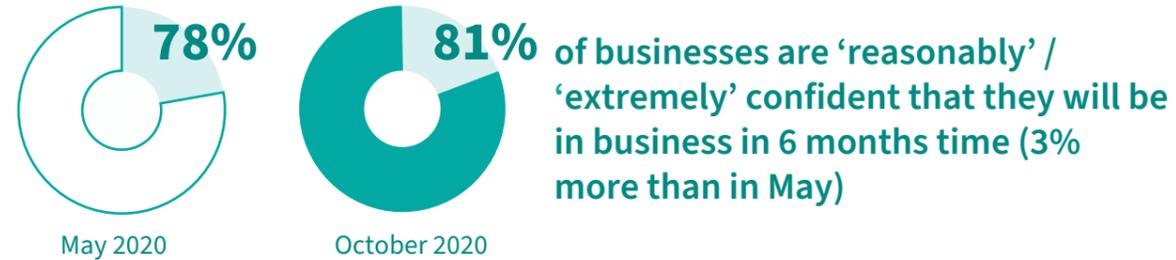
75% of businesses successfully applied for the wage subsidy

37% of businesses successfully applied for the wage subsidy extension

17% of businesses successfully applied for the 2 week resurgence wage subsidy

23% stated that they applied for none of the wage subsidies

Business confidence



Aucklanders are less likely to be 'reasonably' / 'extremely' confident



Businesses with a strong focus on **increasing revenue / sales** 68%

...with a strong focus on **decreasing costs** 57%

...will continue operating to at least until the end of November with the **same number of staff** as now 83%

In the event of further COVID-19 related restrictions

32% state they will continue to operate, but will be financially impacted

21% state they will continue to operate relatively normally

5% state they are unlikely to survive

3% don't know

39% state they will survive, but only with government assistance



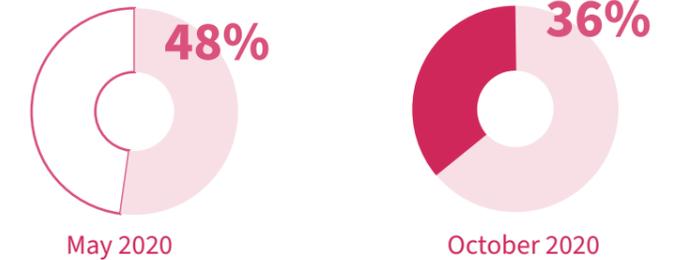
Asked about access to financial reserves in order to continue operating

20% state they **have no reserves**

29% state they **have reserves** to continue operating for only **a few weeks**

43% state they **have reserves** to continue operating for **several months**

Mental reserves



36% of businesses say that they have been frustrated and worried 'many times' / 'all the time' in the last two weeks (12% fewer than in May)

Aucklanders are more likely to be frustrated and worried 'many times' / 'all the time'



36% of businesses say they have felt a sense of optimism 'many times' / 'all the time' in the last two weeks (6% more than in May)

Methodology. These results are based on the completion of interviews with a sample of n=2280 New Zealand businesses, weighted to be representative by business size and industry category. Interviewing was completed online and from Research New Zealand's call centre. For full results, please email betterforbusiness@mbie.govt.nz.