



Specialist Area: Business and Public Confidence Surveys

Business and Public Confidence Surveys provide insight into the current and future levels of economic activity in a region as well as yielding information about business trends quicker than official statistics.

APR's Business and Public Confidence surveys ask for opinions on the future of the local and national economy, expected inflation rate, expectations regarding employment and unemployment rates, interest rates, profit levels, promotional budgets, investment levels and prices.

The resulting information can provide a clear comparison between businesses and householders in a region as well as how that region compares to a national index of businesses around New Zealand.

The research can be tailored for each client with areas of focus selected or expanded upon, depending on client requirements.

Plotting of survey results over time show the cyclical nature of different key areas of the economy and provide an insightful view into emerging issues affecting the local and national economy which in turn provides useful information for strategic planning.

Most frequently utilised by City, District and Regional Councils and Economic Development Agencies, APR Consultants offers annual, six-monthly or quarterly business confidence surveys that deliver a timely and comprehensive picture of emerging trends.

APR has conducted Business and Public Confidence Surveys for a number of regions including Hawkes Bay, Gisborne and Rotorua.

For more information on designing and implementing Business and Public Confidence Surveys and other Market Research tools, please call APR Consultants toll-free on 0800-277-937.

APR Services:

Market Research

This is one of a series of APR information sheets available for download.

For more information about the range of APR Consultants services, please visit our website.

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APR Consultants provides strategic information, analysis and advice to companies, entrepreneurs, industry bodies, local and central government, iwi groups and non-profit organisations throughout New Zealand.