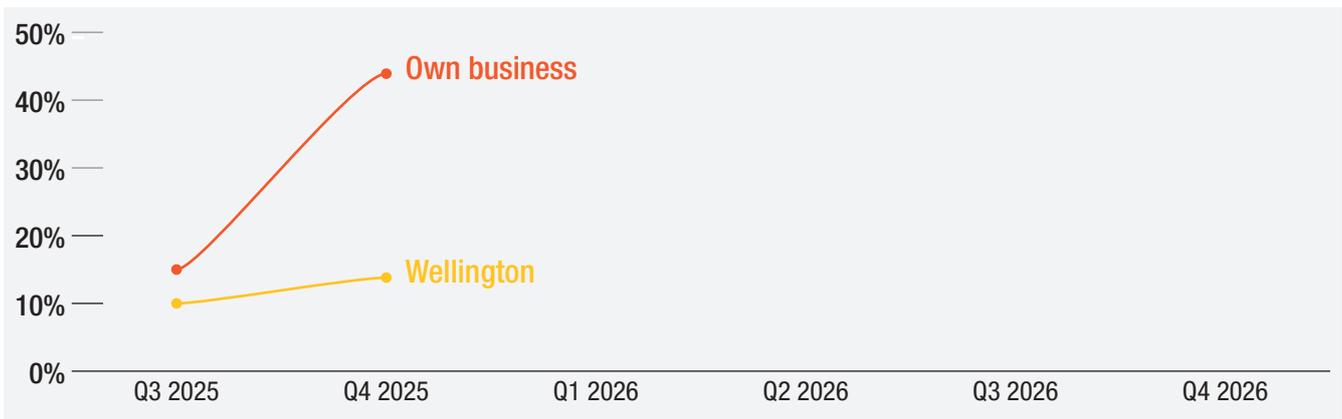


Business Snapshot

Wellington Business Confidence Survey Q4 2025

Business Confidence



Wellington Confidence

31.3% expect the Wellington economy to improve over the next 12 months, compared to 17.5% who think it will decline and 51.3% expect the economy to stay the same. This gives a economic confidence score of 13.8%, up 3.8 from the Q3 score of 10%.

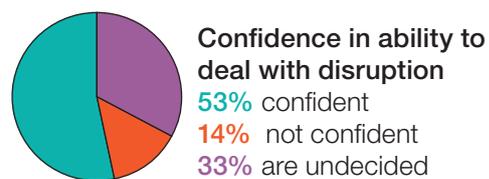
Own Business Confidence

50% expect their businesses financial performance to improve over the next 12 months, compared to 6.1% who expect it to get worse, 43.9% expect it to stay the same. This gives a confidence score of 43.9%, up 28.9 from the Q3 score of 15%.

Top Barriers to Business

- 1 Consumer confidence and demand
- 2 Productivity and growth
- 3 Labour market constraints

Cost Pressures

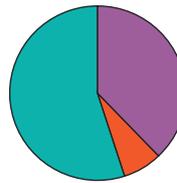


Wellington Issues



Satisfaction with Council

6.1% are satisfied with the Wellington City Council's performance in supporting the business community and local economy, compared to 62.2% who are not – the remainder are undecided. This leads to an overall sentiment score of -56.1%, up 13.9 points from the -70% score for Q3.



Impact of New Mayor on the Local Business Environment

55% believe it will be positive impact
 7% believe it will be negative impact
 38% don't know

Top Policy Areas for Business

- 1 Revitalizing the CBD
- 2 Controlling council spending
- 3 Transparency on council spending

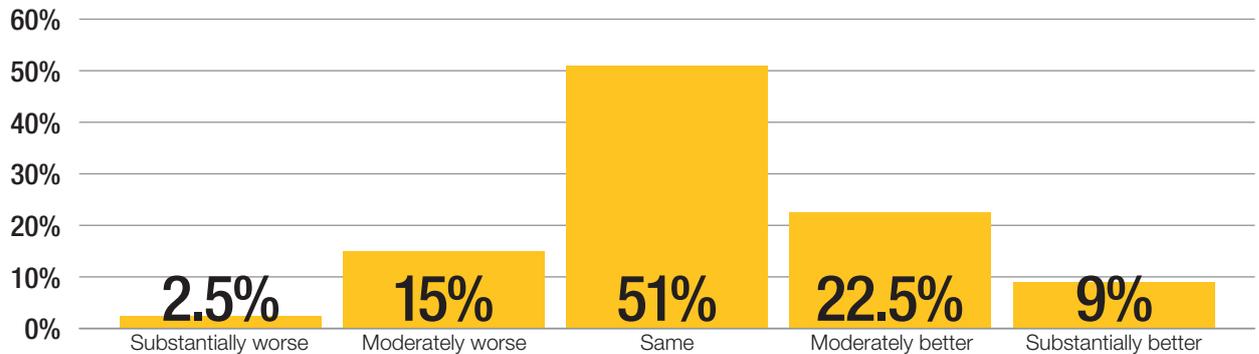
Direction of Wellington



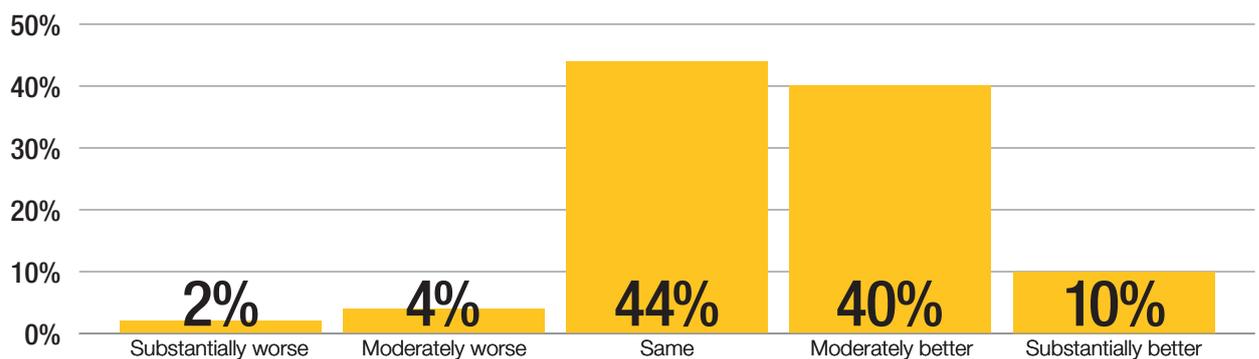
Wellington Quarterly Business Confidence Survey

Q4 2025

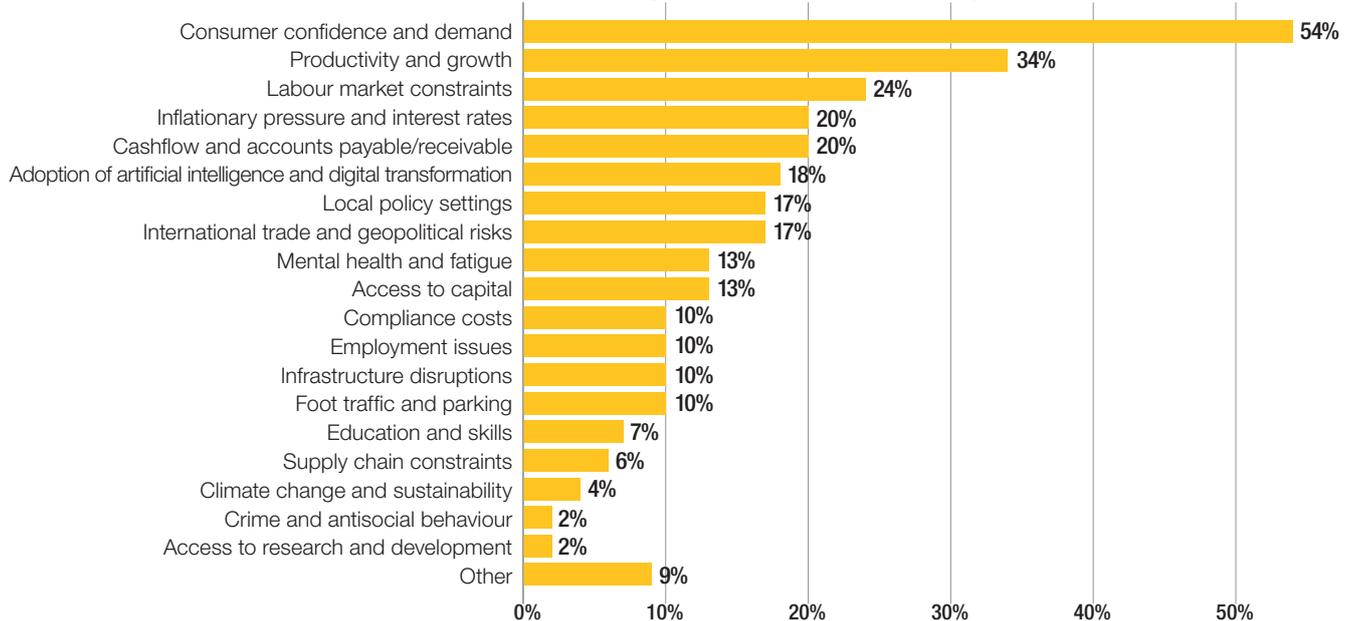
1. What are your expectations of the strength of the Wellington economy over the next 12 months?



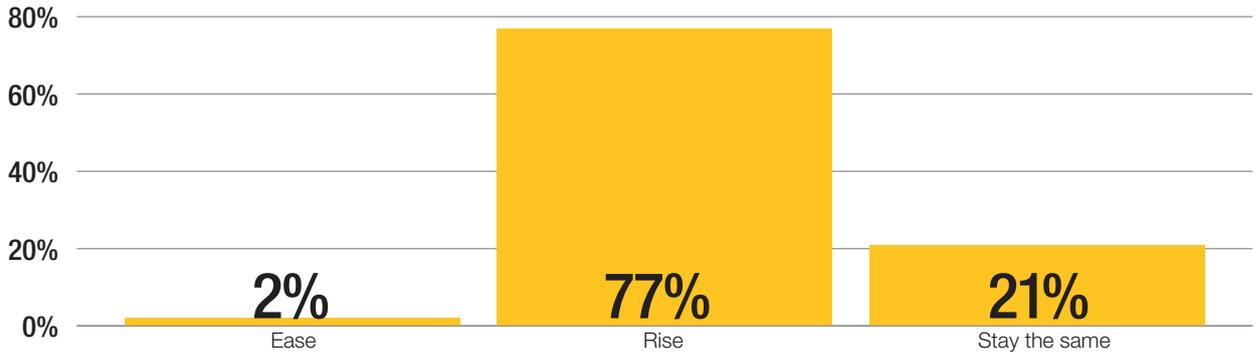
2. What are your expectations of your own business's financial performance over the next 12 months?



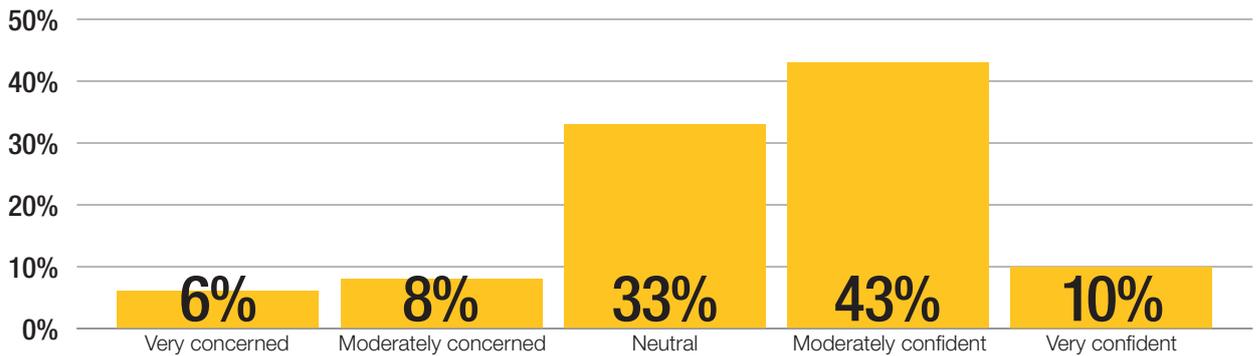
3. What are the top three barriers or challenges that are concerning you most at present?



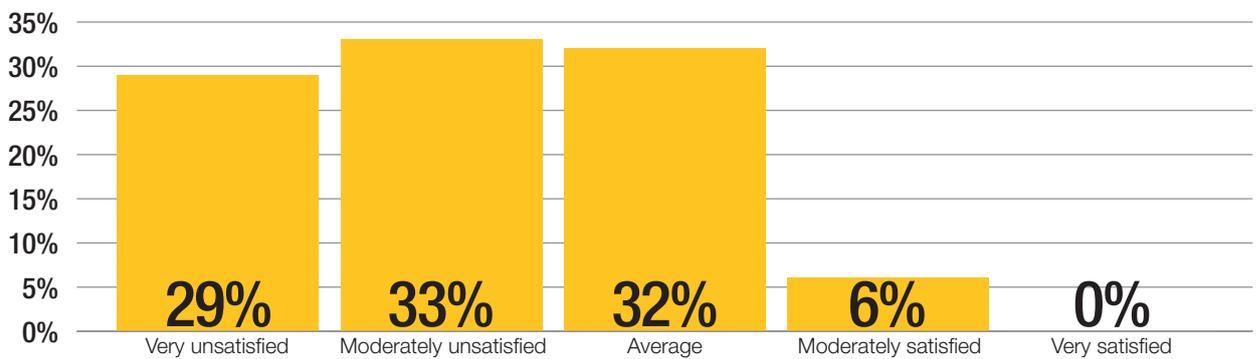
4. Do you expect costs for your business to ease, rise, or stay the same over the next 12 months?



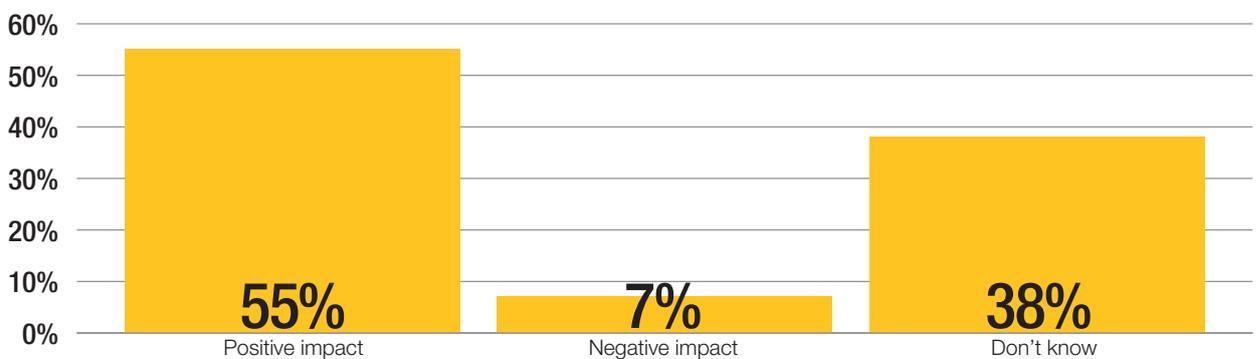
5. How confident are you in your business's ability to deal with disruption?



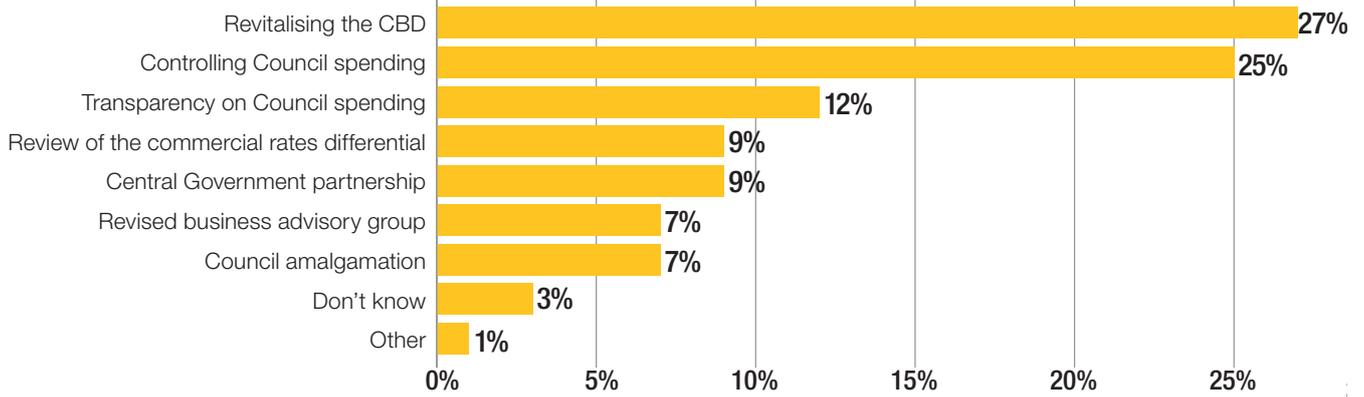
6. Overall, how satisfied are you with Wellington City Council's performance in supporting the business community and local economy?



7. What impact, if any, do you think the new mayor will have on the local business environment?



8. Which policy area would you most like to see the new Mayor focus on for business?



9. Is Wellington heading in the right direction or wrong direction?

