

# Quarterly Business Monitor

## Q3 2016

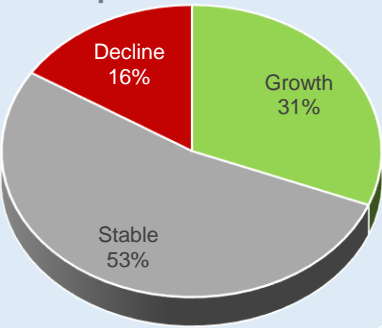
These findings are based on telephone interviews conducted between 29 September and 3 November 2016

InterTradelreland interviews over 750 businesses on the island of Ireland every quarter to understand their current economic position and issues affecting their performance

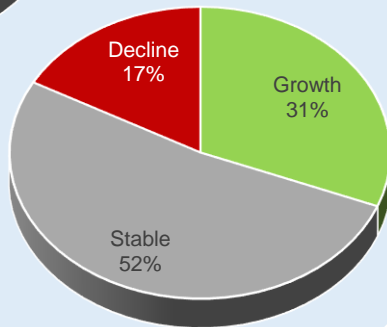
### Survey highlights

#### The growth monitor

##### Republic of Ireland



##### Northern Ireland



**47%** of firms with 50+ employees are experiencing growth compared to **29%** of those businesses with less than 10 staff.



In this quarter, **40%** of businesses are at full capacity compared with **47%** in the last quarter. **13%** plan to extend their workforce in the next twelve months.



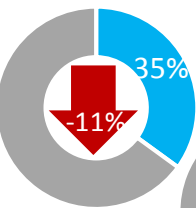
**97%** of firms have not made plans to deal with Brexit, though overall **5%** expect their speed and/or level of investment to decrease as a result of the vote.

### Business issues tracker

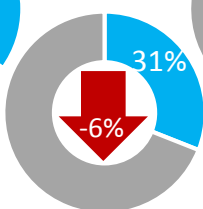
Percentage of businesses who said that this was an issue

#### Five most important issues with business

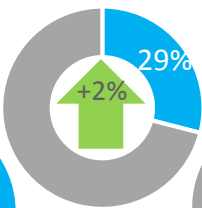
##### Overhead costs



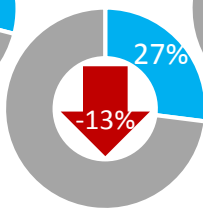
##### Cash flow



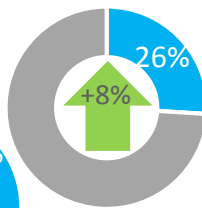
##### Exchange rates



##### Energy costs



##### Consumer confidence



More businesses are reporting that exchange rates & consumer confidence are important issues compared to the previous quarter

#### Other issues

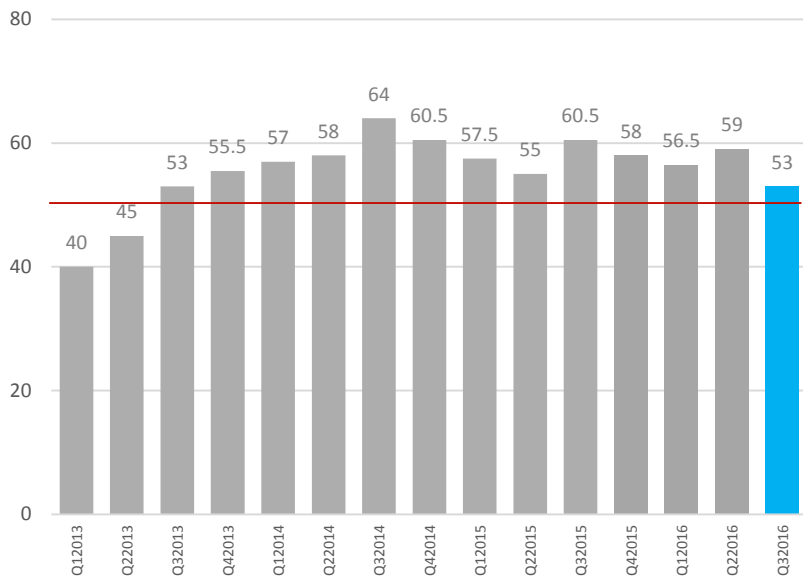
23%	New competitors	↓
9%	A lack of skills	↓
22%	Late payments	↓
22%	Discounting	↓
22%	Reduction in demand	↓
14%	Difficulty recruiting skills	↓
16%	Innovation	↓
14%	Access to finance	↓

Due to rounding percentages sum to between 99% and 101%

# Sales

Number of firms experiencing sales growth is down on Q2 2016

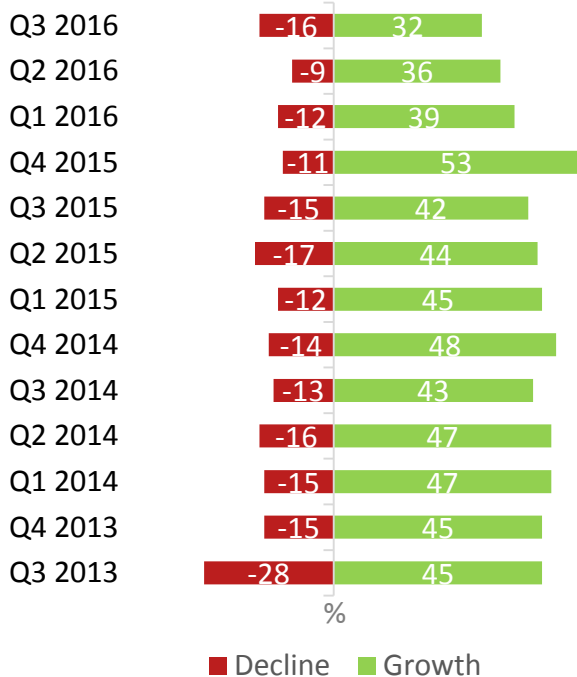
## Sales performance index



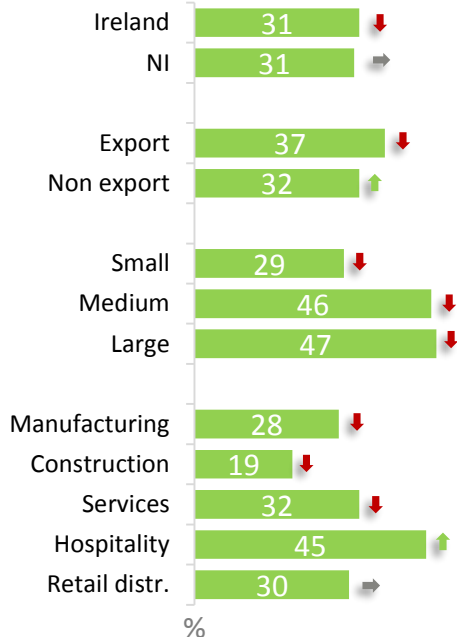
# Growth

There has been a decrease in those reporting growth since Q2 2016

Businesses were asked to describe the current condition of their business



## Percentage currently in growth Q3 2016



InterTradeIreland's quarterly Business Monitor survey is the largest and most comprehensive business survey on the island covering business owner's views both Northern Ireland and Ireland. It has a lengthy time series of six years and tracks all-island economic indicators such as sales, employment, business outlook and other specific topical issues on a quarterly basis.

The findings outlined above are based on telephone interviews with 750 businesses conducted by researchers at Perceptive Insight Market Research Limited between 29 September and 3 November 2016.

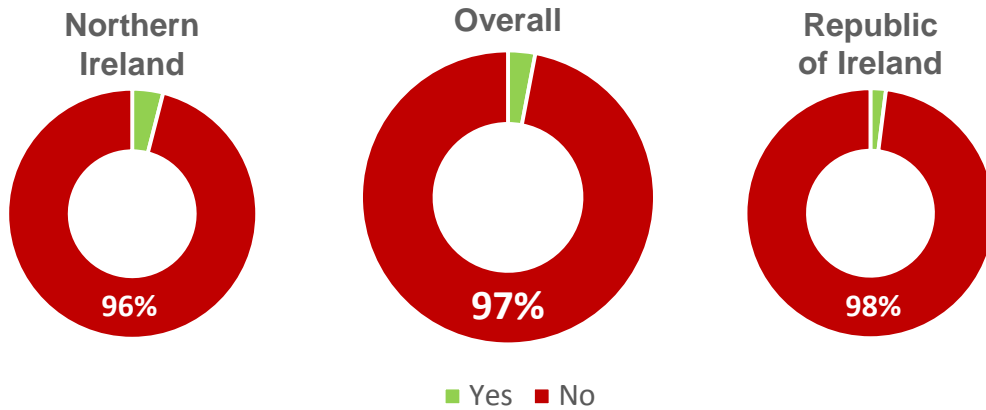
# Brexit watch

Interviews with businesses began 3 months after the Brexit referendum result was announced. The InterTradeIreland Business Monitor will continue to capture the views of businesses on Brexit in the coming quarters.

## Plans

The vast majority of firms have not made plans to deal with a Brexit, regardless of location.

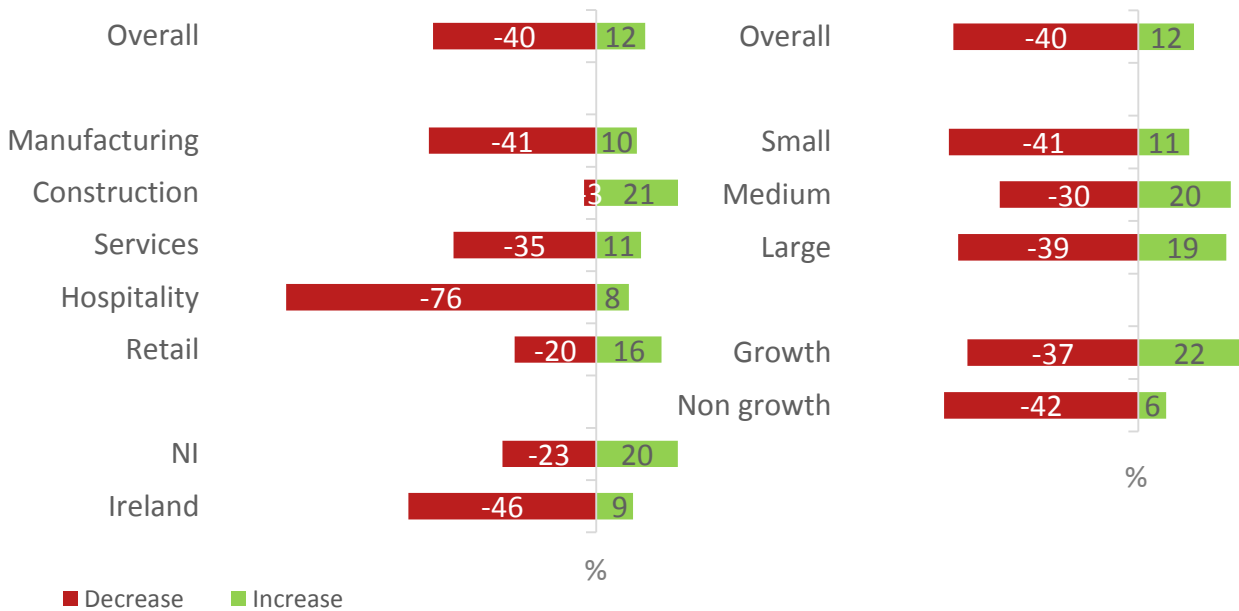
Businesses were asked whether they had plans to deal with a Brexit



## Sales

Across all business types, it is expected that cross-border sales are likely to decrease as a result of Brexit. Few businesses expect sales to increase.

Businesses with cross-border sales were asked how they think the UK voting to leave the EU will impact on these sales



## Investment

Firms based in Northern Ireland are more likely to indicate that they will change their level and / or speed of investment as a result of Brexit, with a greater proportion planning a decrease

Businesses were asked how, if at all, their plans for investment over the next 12 months will change as a result of the UK referendum on Europe

