

Business Monitor Survey Q2 2013



Business
Confidence

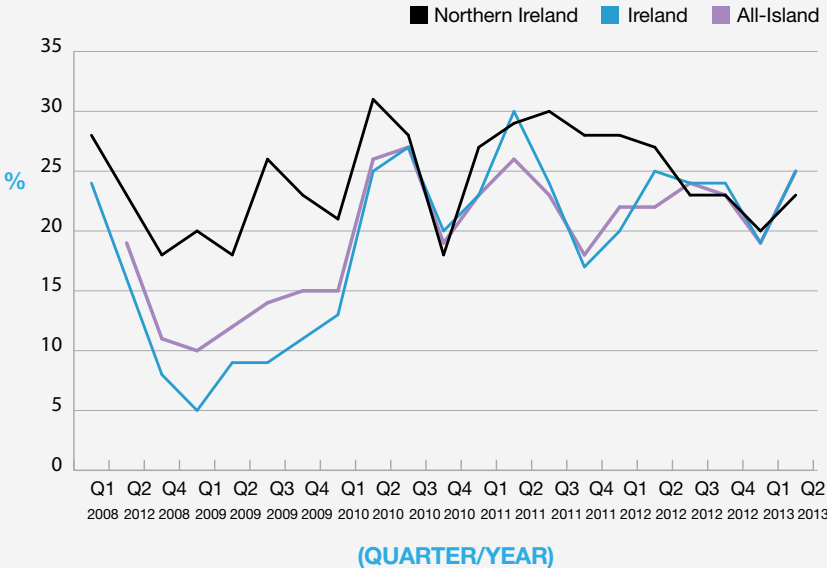
Key Findings Q2 2013

<p>A quarter of the businesses (25%) reported an increase in sales in Q2 2013. The percentage of businesses reporting increased sales is the highest since Q2 2011. For 39% of businesses sales remained the same and 35% reported a decrease.</p>	<p>Those who export or who have cross-border sales are twice as likely to report increased sales (41%), than those who rely solely on the domestic market (21%).</p>
<p>83% of businesses maintained current staffing levels over the last three months.</p>	<p>51% of businesses reported their position as stable, which is the highest percentage so far, showing that a larger proportion of businesses have moved into the 'stabilising' category.</p>
<p>13% of business said they were in growth mode; 7% said their business was contracting and 28% reported that they were trying to survive at all costs.</p>	<p>Over four fifths of businesses (84%) reported that they do not export and only 16% engage in some type of export activity.</p>
<p>Similar to the previous quarter rising energy costs (30%) and the rising cost of other overheads (26%) are seen to be the largest issue for businesses in Q2 2013.</p>	<p>60% of all businesses focus on (50/50) a combination of cost cutting and sales growth. 22% focus on sales growth activities and 17% reported their focus on cost cutting.</p>

Sales increases...

25% businesses reported an increase in sales in Q2 2013, this percentage has risen from 19% in last quarter. The data also shows that business performance continues to converge with businesses in Ireland performing marginally better this quarter. Large businesses (29%) were more likely to report an increase in sales of more than 5%, compared to small or mid-sized businesses (13% and 24% respectively).

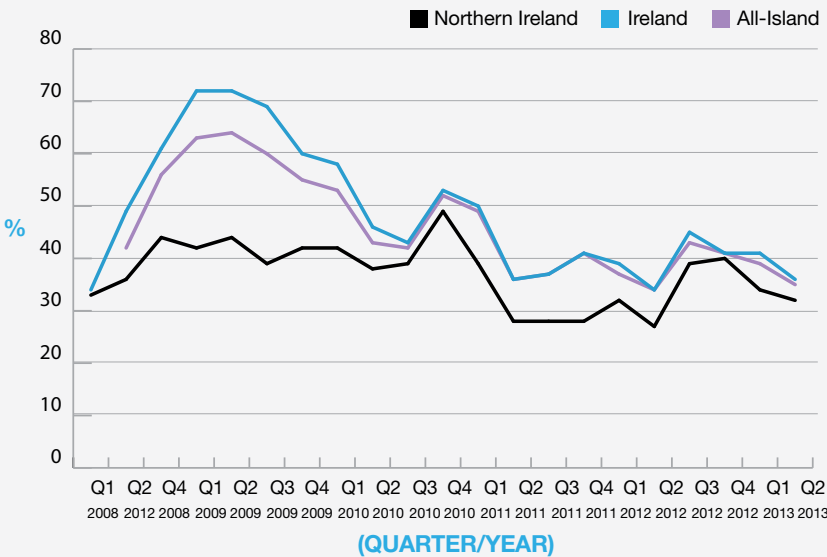
Percentage of businesses reporting an increase in sales from Quarter 1 2008 to Quarter 2 2013



Sales decreases...

There is a decline in the percentage of businesses, reporting a decrease in sales this quarter (Ireland 32% and N. Ireland 36% respectively). Similar to the previous quarter, construction (41%), retail and distribution (40%) and leisure, hotels and catering (38%) were the three sectors most likely to report a decrease in sales.

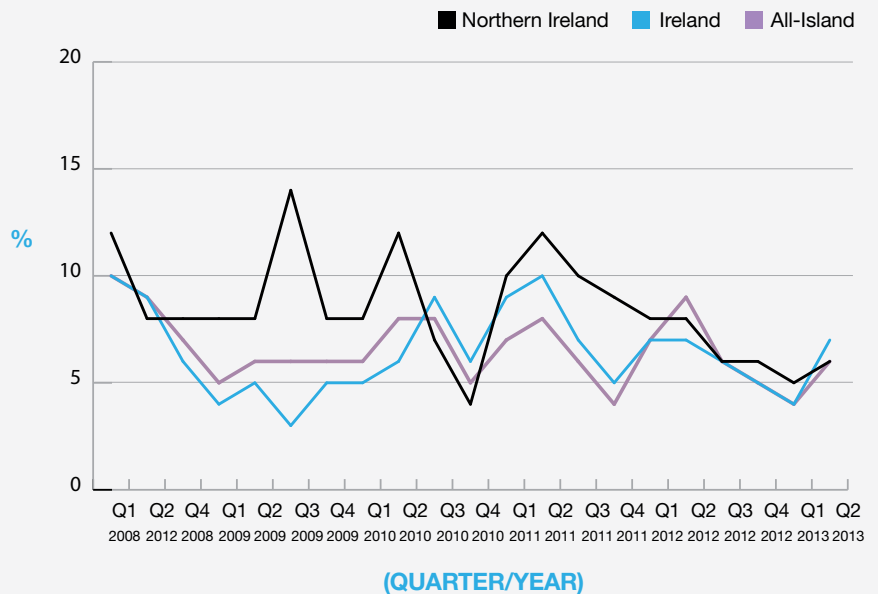
Percentage of businesses reporting a decrease in sales from Quarter 1 2008 to Quarter 2 2013



Employment increases...

Six percent of business said they had increased their staffing levels in the past quarter, which is a slight improvement from last quarter (4%). The most positive movement is among larger sized businesses as 27% of them reported an increase in their number of employees. Those who export or have cross-border sales are more likely to have increased employee numbers. (both 10%)

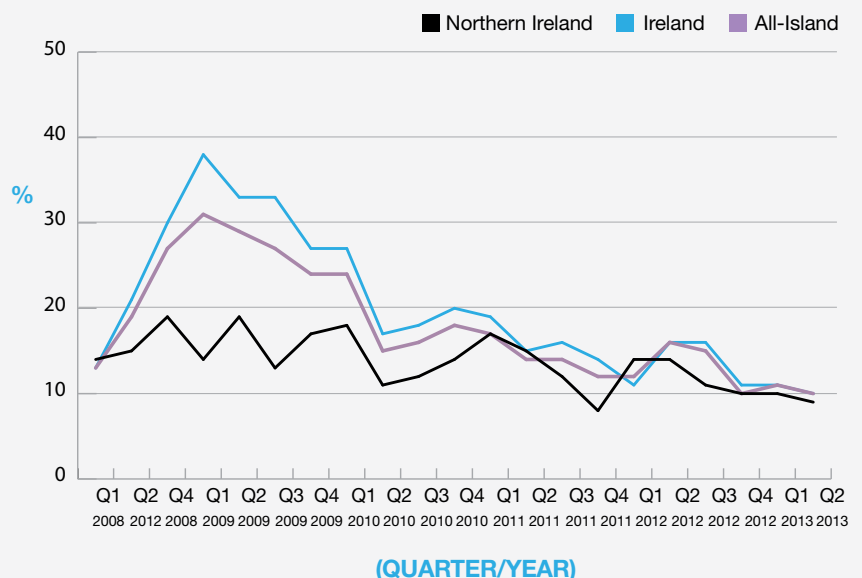
Percentage of businesses reporting an increase in employment from Quarter 1 2008 to Quarter 2 2013



Employment decreases...

In Q2, 2013 fewer businesses reported a decrease in their workforce (10%). This is a trend observed in the past two quarters. Similar to previous quarters, the sector most likely to be affected by a decrease in employee numbers was construction (17%), while the manufacturing sector was most likely to say they have increased their employment levels (10%).

Percentage of businesses reporting a decrease in employment from Quarter 1 2008 to Quarter 2 2013



About the Business Monitor

InterTradeIreland commissioned Perceptive Insight Market Research to conduct the quarterly Business Monitor. Each quarter interviews are conducted with 1,000 business owner/managers across the island of Ireland. The sample is stratified by number of employees, sector, region (Ireland/Northern Ireland) and the data weighted at the overall reporting level to reflect the profile of businesses.

About us

InterTradeIreland is the only organisation which has been given responsibility by both Governments to boost North/South economic co-operation to the mutual benefit of Northern Ireland and Ireland. By encouraging better use of our collective resources we help to expedite trade and business growth across the island and create an environment where it is easier to do business. We support SMEs across the island to identify and develop North/South trade and innovation opportunities.

We do this through:

- Business programmes
- Research and statistics
- Networks and partnerships

InterTradeIreland will endeavour to facilitate requests for alternative formats of this publication including Irish Language, Ulster Scots, Braille, disk and audio cassette.

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