

Quarterly Business Monitor

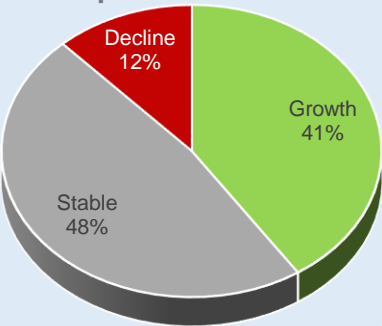
Q1 2016

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

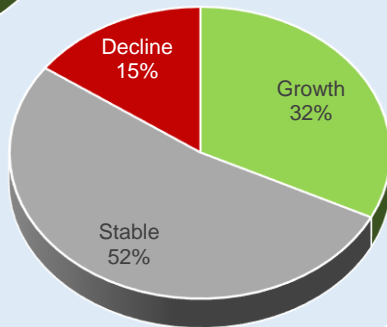
Survey highlights

The growth monitor

Republic of Ireland



Northern Ireland



51% of firms who have cross border sales are experiencing growth compared to **34%** of those who do not.



61% of businesses have ambition to grow in the immediate future; **42%** have a formal business plan to make this happen.



Performance differences are emerging across sectors with robust performance in construction contrasting with evidence of greater numbers of manufacturers facing trading difficulties.

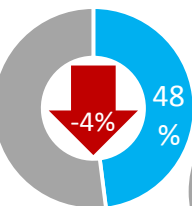
Business issues tracker

Percentage of businesses who said that this was a concern

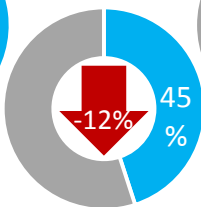
Fewer businesses are reporting issues of concern compared to the previous quarter

Top five concerns

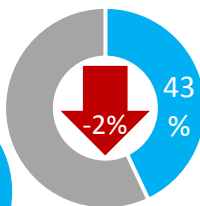
Cash flow



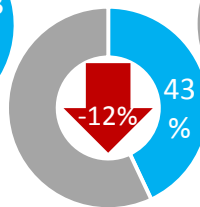
New competitors



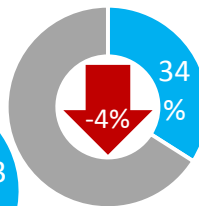
Overhead costs



Discounting



Late payments



Other concerns

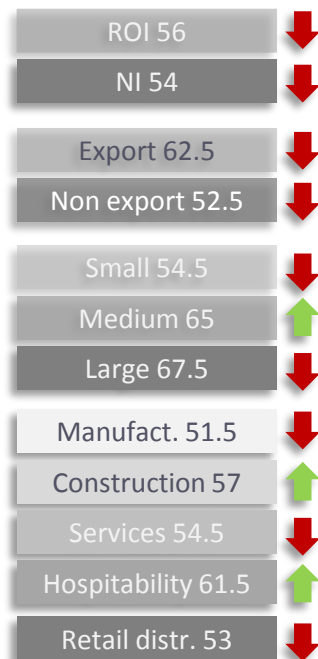
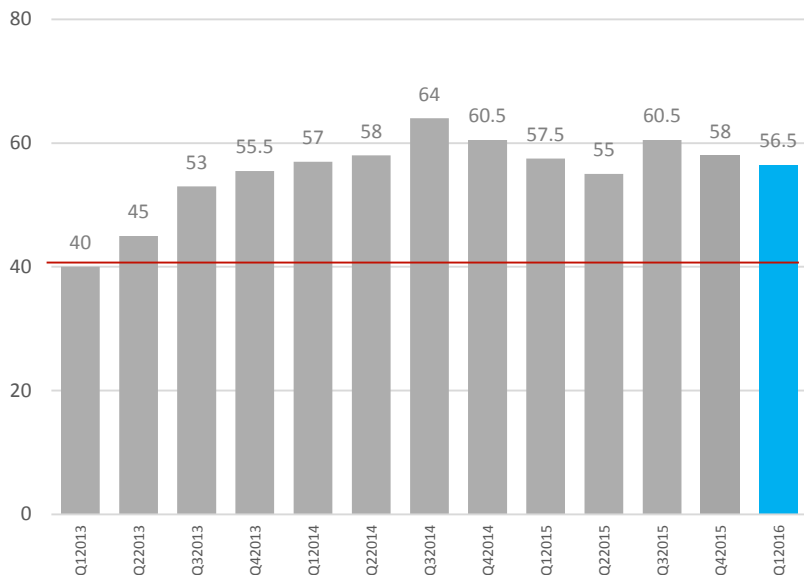
32%	Rising energy costs	↓
25%	Reduction in demand	↓
25%	Access to finance	↑
20%	Innovations	↓
16%	Difficulty recruiting skills	↓
15%	Consumer confidence	↓
13%	Exchange rates	↓
9%	A lack of skills	↓

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

Sales

Those experiencing sales growth is down on Q4 2015

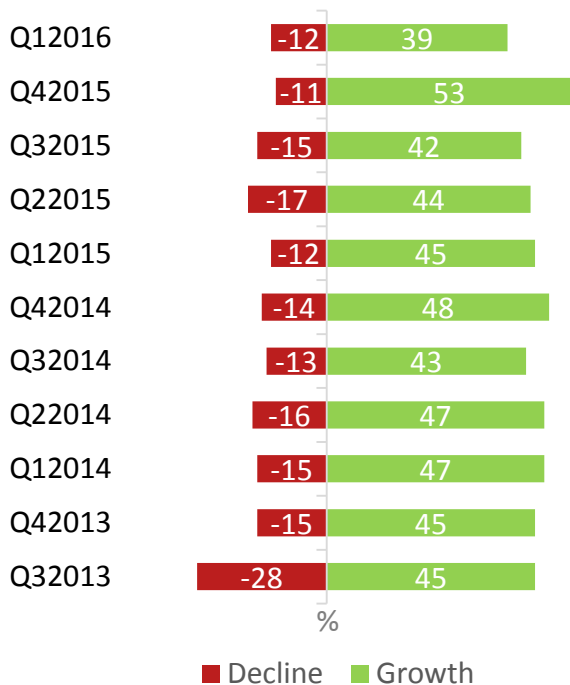
Sales performance index



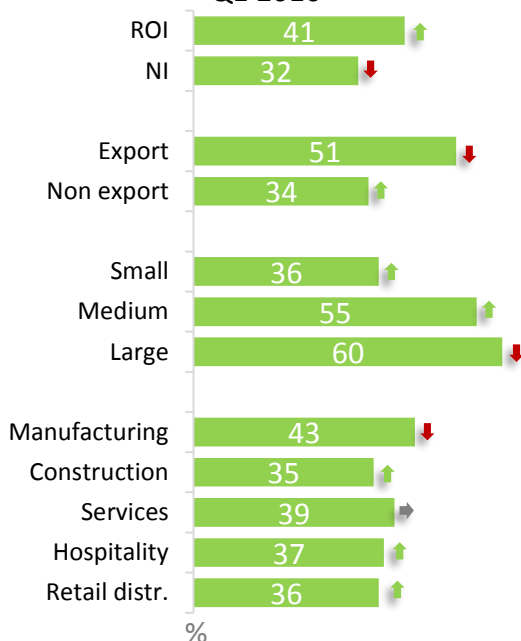
Growth

There has been a slight decrease in those reporting growth since last quarter

Businesses were asked to describe the current condition of their business



Percentage currently in growth Q1 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 4 April and 22 April 2016.