



Highlights of the Results of the 2024 Business Establishment Census in Niue

September 2025

Table of Contents

Foreword..... 3
Introduction 4
Methodology 5
Key Findings 6
Challenges 12
Recommendations 13
Conclusion 14
Annex 1: Photos..... 15
Annex 2: Questionnaire..... 17

Foreword

The 2024 Niue Business Establishment Census (BEC) represents a pioneering effort to map the economic landscape of Niue, a small island nation with a unique economic context. This report presents key findings of the inaugural BEC, capturing detailed data on business characteristics, employment, income, expenses, and operational challenges for the reference period of 1 April 2023 to 31 March 2024. Conducted by Niue Statistics Office (NSO) in collaboration with the Asian Development Bank (ADB), this initiative addresses a critical need by establishing a robust baseline of disaggregated data on Niue's private sector. This information will support evidence-based policymaking, guide investment decisions, inform business support programs, and enable more targeted responses to economic challenges.

The NSO team, comprising Fanuma Sioneholo and Morgan Sissons, collaborated closely with the ADB team, led by Mahinthan Joseph Mariasingham, Principal Statistician from the Data Division of ADB's Economic Research and Development Impact Department, alongside Pamela Lapitan, Lachlan Stuart Bruce, Jude David Roque, Sameeksha Jain, Ariane Mae Rodillas, and Pats Aue.

The NSO and ADB extend their gratitude to Aaron Batten, Regional Director of the Pacific Subregional Office (Pacific Department, ADB); Sivou Beatrice Olsson, Senior Country Coordination Officer for Niue; and Angela T. Tuhipa for their invaluable support during the census implementation and project mission. Toga Raikoti of The Pacific Community has played a vital role in supporting the implementation and maintenance of the Survey Solutions server, which was instrumental in facilitating the conduct of the census.

Further, the NSO is grateful to ADB for strengthening institutional and technical capacity in the planning, design, and implementation of the BEC. Through methodological expertise and tool development, ADB has laid a strong foundation for sustainable statistical operations in future censuses and surveys.

We hope this report serves as a cornerstone for future BEC iterations and fosters informed policymaking to strengthen government services and support for businesses across Niue.



Honorable Minister Crossley Tatui
Minister for Finance and Planning and Private Sector

Introduction

The 2024 Niue Business Establishment Census (BEC) marks a pivotal step in mapping the business landscape of Niue. Conducted by Niue Statistics Office (NSO) in partnership with the Asian Development Bank (ADB), the census collected detailed data on business characteristics, employment, income, expenses, and operational challenges for the reference period of 1 April 2023 to 31 March 2024.

The rationale for the BEC stems from the critical need to address the absence of comprehensive, up-to-date data on Niue’s private sector, which has historically limited the government’s ability to craft evidence-based policies, allocate resources effectively, and support business development. Without a clear understanding of the number, nature, and needs of businesses, stakeholders have faced challenges in identifying growth opportunities, addressing operational constraints, and fostering economic resilience in Niue’s unique context, characterized by its small population, remote location, and reliance on tourism and small-scale enterprises. The BEC aims to establish a robust statistical baseline to empower government agencies, investors, and business owners with actionable insights, enabling targeted interventions to strengthen key sectors like tourism, enhance infrastructure, and promote sustainable economic development.

Planning for the census began in 2023 through consultations with NSO, the Niue Chamber of Commerce (NCoC), finance and tax authorities, and other relevant stakeholders to align the initiative with national priorities. The Niue government endorsed the project in January 2024. From February to March 2024, the census design and methodology were developed, incorporating feedback from discussions with NSO and stakeholders to ensure relevance to Niue’s small-scale, community-driven economy. The questionnaire was drafted between March and July 2024, and a list of establishments was compiled from tax records and NCoC databases. The computer-assisted web interviewing (CAWI) system was programmed and tested in July and August 2024, followed by a public awareness campaign leveraging local media, community leaders, and business associations. Data collection ran from September to November 2024, using CAWI as the primary method, supplemented by face-to-face interviews to address non-responses and accommodate Niue’s connectivity and digital literacy challenges.

Methodology

The BEC targeted 397 registered establishments, identified through a consolidated list from the NCoC and tax office records. The list underwent internal validation to exclude non-operational entities, however further discussions with NSO and Finance suggest that the list may still include outdated entries, highlighting the need for a more accurate, dynamic, and up-to-date business register. The BEC initially employed a CAWI mode of data collection for its cost-effectiveness, scalability, and ability to streamline data processing. Nonetheless, recognizing Niue's challenges with limited internet connectivity and varying digital literacy, which impacted response rates, data collection adopted a mixed-mode approach, combining CAWI with face-to-face Computer-Assisted Personal Interviewing (CAPI) to address non-responses and ensure inclusivity, especially in remote areas with limited digital access.

The questionnaire was developed through an iterative process, incorporating feedback from focus group discussions held in 2023 with business owners, government officials, and NCoC representatives. It covered key areas such as business characteristics (including legal status, ownership, and industry), employment (encompassing workforce size, gender distribution, and employment type), financial performance (covering income and expenses), and operational challenges (such as infrastructure and government services). Pilot testing in July 2024 refined question clarity and ensured cultural appropriateness, addressing stakeholder concerns about respondent burden and comprehension.

Data collection began in September 2024 with CAWI links distributed via email to all 397 businesses, with some preferring alternative platforms like Messenger, which were accommodated where known. Of the 397 businesses, 224 accessed the CAWI links, with 87 confirming active operations and 31 reporting non-operational status during the reference period, resulting in a response rate of 21.9% for operating businesses or 30.0% when including non-operational responses. The low response rate reflects challenges with the self-administered nature of CAWI, compounded by limited internet access, low digital literacy, and a cultural preference for face-to-face communication in Niue's close-knit communities. To address this, NSO conducted face-to-face interviews from October to November 2024, improving participation.

Data quality was ensured through rigorous validation processes, cross-referencing responses with tax records and NCoC data where available. Statistical software was used to analyze the dataset. Consultations with NCoC, tax authorities, and government officials helped contextualize findings and address discrepancies. However, incomplete responses, particularly for financial questions due to their complexity and sensitivity, resulted in varying sample sizes, limiting some disaggregated insights. The collaborative approach, including stakeholder workshops post-data collection, ensured that findings were grounded in Niue's economic realities and aligned with policy needs.

Key Findings

The 2024 Niue BEC provides a foundational snapshot of Niue’s private sector, based on responses from 87 operating businesses. While the response rate of 21.9% for operating businesses out of the 397 registered was lower than ideal, discussions with the NCoC noted that this aligns with expectations from their own business surveys and still represents a strong outcome for Niue’s small, community-driven economy, only reflecting the challenges of data collection in a remote island context.

Table 1. Gender Composition of Business Ownership

Category	Number	Share (%)
Total Business Owners	79	100
Male	43	54.4
Female	36	45.6
Owners with Other Businesses	11	13.9
Male	5	45.5
Female	6	54.6

Source: 2024 Niue Business Establishment Census.

Delving into the gender composition of these businesses, a total of 79 owners were identified out of the 87 operating businesses. As seen in Table 1, of these, 43 (54.4%) were male and 36 (45.6%) were female, exhibiting near gender parity in business ownership. Notably, 11 owners (13.9%) managed multiple businesses, with a slight female predominance in this group. In particular, 6 females versus 5 males.

Table 2. Legal Status

Legal Status	Number	Share (%)
Sole trader/proprietor	59	70.2
Partnership/family business	13	15.5
Limited liability company	8	9.5
Statutory Authority	1	1.2
Branch of an overseas company	1	1.2
NGO	2	2.4
Total	84	100.0

Source: 2024 Niue Business Establishment Census.

Shifting focus to legal status, the census reveals a clear preference for individual ownership among 84 establishments. According to Table 2, a substantial 59 (70.2%) operate as sole traders/proprietor entities, followed by 13 (15.5%) partnerships/family businesses, and 8 (9.5%) limited liability companies. Less common structures include statutory authorities and branches of overseas companies, each with 1 (1.2%), and NGOs with 2 (2.4%). The distribution emphasizes the predominance of sole proprietorships within Niue’s business landscape.

Building on the insights into business ownership and legal structures, the survey extends its analysis to the broader operational landscape of Niue’s private sector. This segment explores ownership patterns, industry distribution, and employment dynamics, shedding light on the economic fabric of the region.

Table 3. Ownership Type

Ownership Type	Number	Share (%)
100% Niue owned	80	96.4
100% Foreign interest	2	2.4
Local-foreign partnership	1	1.2
Total	83	100.0

Source: 2024 Niue Business Establishment Census.

Table 3 shows that ownership data from 83 businesses underscores a robust local presence, with 80 (96.4%) being fully Niue-owned, reflecting the deep-rooted community engagement in the economy. In contrast, only 2 businesses (2.4%) are foreign-owned, and 1 (1.2%) operate a local-foreign partnership. This strong local ownership not only highlights Niue’s community-driven economy but also presents an opportunity for growth for Niue in the area of foreign investment.

Table 4. Primary Industry Activities

ISIC	Sector Name	Number	Share (%)
I	Accommodation and food service activities	18	20.7
G	Wholesale and retail trade	15	17.2
F	Construction	12	13.8
C	Manufacturing	11	12.6
A	Agriculture, forestry, and fishing	7	8.0
M	Professional, scientific, and technical activities	7	8.0
S	Other service activities	5	5.7
N	Administrative and support service activities	5	5.7
H	Transportation and Storage	4	4.6
J	Information and Communication	2	2.3
R	Arts, entertainment, and recreation	1	1.1
	Total	87	100.0

Source: 2024 Niue Business Establishment Census.

Turning to primary industry activity, data from 87 businesses reveals a diverse sectoral landscape, as detailed in Table 4. Accommodation and food services activities lead the way, comprising 18 businesses (20.7%), a dominance likely driven by Niue’s growing reputation and potential in tourism. Following closely, wholesale and retail trade activities account for 15 businesses (17.2%), reflecting a consistent demand for local commerce. Construction, with 12 businesses (13.8%), and manufacturing, with 11 (12.6%), indicate active development and production sectors. Notably, the relatively strong presence of manufacturing piqued interest of stakeholders, but discussions with the NCoC and Niue government clarified that this sector often encompasses

small-scale processing activities, such as food processing, rather than the common notion of large-scale industries that involve factories. Other sectors, including agriculture and professional services, each contribute 7 businesses (8.0%), offering modest but vital input. Stakeholder discussions have highlighted that some agriculture businesses may be unrepresented due to digital constraints, potentially limiting their ability to access and complete the CAWI survey. On the other hand, niche sectors like arts and entertainment (1.1%) highlight emerging opportunities. Overall, the distribution suggests a balanced economy with a strong service orientation, however the limited presence of high-tech or innovative industries may call for targeted future investment or policy support in these areas to enhance competitiveness.

Table 5. Employment Overview

Category	Number	Share (%)
Total Employees	287	100.0
Gender Distribution		
Male	149	51.9
Female	138	48.1
Employee Category		
Part-time/casual/paid workers	99	34.5
Working Proprietor	74	25.8
Regular/full-time workers	58	20.2
Unpaid family workers	52	18.1
Expatriates	4	1.4

Note: Percentages are based on the total number of employees (287).
 Source: 2024 Niue Business Establishment Census.

Shifting to employment, Table 5 highlights that the 87 businesses collectively employ a total of 287 people, showcasing a significant workforce within the Niue’s small economy. This figure is particularly noteworthy, as discussions with NSO and Finance emphasized that capturing 287 employees is a robust outcome given Niue’s population size, highlighting the census’ effectiveness in capturing employment dynamics. The gender distribution is nearly balanced, with 149 (51.9%) male and 138 (48.1%) female employees, indicating equitable participation across genders. Meanwhile, the employment categories reveal a varied structure with part-time/casual/paid workers leading with 99 employees (34.5%), reflecting flexibility in the labor market, followed by 74 working proprietors (25.8%), underscoring the prevalence of owner-operated businesses. Full-time workers number 58 (20.2%), while 52 unpaid family workers (18.1%) highlight the role of familial support in sustaining operations. Expatriates, at just 4 (1.4%), suggest minimal reliance on foreign labor. The employment composition points to a resilient and flexible workforce and aligns with the reality that the people of Niue wear several hats when it comes to livelihood and professions. However, the high proportion of unpaid family workers may indicate economic pressures or a preference for family involvement, meriting further exploration in this area for policy support.

With an understanding of ownership, industry, and employment dynamics established, the focus now shifts to some financial insights, operational challenges, and management practices of Niue businesses as per the BEC, providing a glimpse into the economic health and operational hurdles faced by businesses.

Table 6. Revenue by Primary Industry Activity

ISIC	Sector Name	Revenue (NZD)	Number	Average Revenue (NZD)
G	Wholesale and retail trade	5,673,760	7	810,537
I	Accommodation and food service activities	653,876	10	65,388
A	Agriculture, forestry, and fishing	205,400	5	41,080
M	Professional, scientific, and technical activities	175,370	5	35,074
F	Construction	130,000	5	26,000
C	Manufacturing	100,500	7	14,357
H	Transportation and storage	61,000	1	61,000
R	Arts, entertainment, and recreation	56,000	1	56,000
N	Administrative and support service activities	41,722	1	41,722
S	Other service activities	18,200	2	9,100
	Total	7,115,828	44	161,723

Source: 2024 Niue Business Establishment Census.

Taking a look at the revenue and expense profile of the BEC respondents provides a nuanced view of Niue's businesses. In Table 6, revenue data was available from 44 businesses, totaling approximately NZD 7.1 million, with an average income of NZD 161,700 per business. A sector-wise breakdown highlights wholesale and retail trade as the leading contributor with approximately NZD 5.6 million. This is intuitive given the context of Niue as a remote island with a small population that would have to rely heavily on local commerce to meet every day needs. Meanwhile, Niue's tourism appeal as seen earlier ties in with this sector, as visitors would rely on retail outlets. Accordingly, accommodation and food services follow with about NZD 650,000 in revenue, capitalizing on tourism demand. Agriculture and professional and scientific services follow contributing to NZD 205,400 and NZD 175,370 reflecting the sectoral diversity of Niue with traditional and knowledge sectors.

On the other hand, expense data provided by 40 respondents detailed in Table 7 amounts to around NZD 7 million, averaging NZD 176,500. Expenses are similarly dominated by wholesale and retail trade, followed by accommodation and food service and agriculture. Nonetheless, it is important to note that many financial questions were left unanswered due to their complexity and sensitivity, suggesting that some businesses withheld data, potentially skewing the results toward the distribution to those that responded. This necessitates cautious interpretation, as the data may not fully represent the broader business population. Nevertheless, valuable insights still emerge: Niue's economy has the potential to mature further given its sectoral diversity, reflected in a strong retail and service sector, a solid traditional agriculture base, and a potential growing

knowledge sector. Leveraging on the strengths and promoting the potential can strengthen the economy.

Table 7. Expense by Primary Industry Activity

ISIC	Sector Name	Expense (NZD)	Number	Average Expense (NZD)
G	Wholesale and retail trade	6,013,867	7	859,124
I	Accommodation and food service	677,593	11	61,599
A	Agriculture, forestry, and fishing	127,060	5	25,412
F	Construction	67,312	3	22,437
M	Professional, scientific and technology	61,230	4	15,308
C	Manufacturing	48,006	6	8,001
H	Transportation and storage	34,025	1	34,025
N	Administrative and support service	24,374	1	24,374
S	Other service activities	6,950	2	3,475

Source: 2024 Niue Business Establishment Census.

Table 8. Business Environment Challenges (Reference Period 2023-2024)

Challenge	Number	Share (%)	Sample Size (n)
Timely assistance from government services	25	56.8	44
Access to electricity	18	45.0	40
Slow government payments	13	31.0	42
Access to water	12	29.3	41

Source: 2024 Niue Business Establishment Census.

Turning to operational or business environment challenges, the BEC identified some key issues among respondents, as summarized in Table 8. Of the 44 respondents, 57% cited delays in receiving government services as a primary concern, underscoring the need for streamlined administrative processes. Access to electricity was a concern for 18 of 40 respondents (45%), though discussions with the Niue Government noted that electricity supply issues during the 2023-2024 reference period of the BEC have since been addressed. Meanwhile, 13 of 42 (31%) respondents noted slow government payments as a concern, suggesting the potential for cash flow disruptions, while 12 of 41 respondents (29.3%) highlighted water access as an issue. These findings emphasize the importance of enhancing public service efficiency and infrastructure investment to support business resilience, particularly in a small island economy where such services are vital. In line with this, the NCoC emphasized that these challenges, particularly bureaucratic delays, remain critical for ongoing dialogue to improve the business environment and foster collaboration between businesses and government.

Table 9. Stock-Taking Practices

Response	Number	Share (%)
No stock take done	33	67.4
Yes, weekly	2	4.1
Yes, monthly	2	4.1
Yes, not frequent	12	24.5
Total	49	100.0

Source: 2024 Niue Business Establishment Census.

Shifting to management practices, stock-taking practices among 49 respondents reveal significant gaps (Table 9). A majority, 33 businesses (67.4%), reported conducting no stock take at all, while 12 (24.5%) conducted them infrequently, and only 4 (8.2%) (split evenly between weekly and monthly) performed regular stock takes. This limited engagement suggests a lack of formalized inventory management, potentially leading to inefficiencies or stock inaccuracies. Corroborating NCoC’s feedback, these findings highlight a significant opportunity to offering targeted business training in inventory control to empower businesses to optimize stock levels, reduce waste, and improve profitability, aligning with the observed need for capacity building in Niue’s private sector.

In summary, the 2024 Niue BEC illuminates a business sector characterized by strong local ownership, a balanced workforce, and a heavy reliance on wholesale and retail trade, tempered by operational challenges and limited management practices. While the BEC did not cover all the country’s businesses, it still generated practical insights into a resilient community-driven economy driven by tourism and local commerce. Issues such as delayed government services, infrastructure constraints, and gaps in financial reporting and stock-taking highlight areas for improvement. These findings, though constrained by response limitations, underscore the need for targeted investments in infrastructure, capacity building, and sectoral diversification to enhance sustainability and competitiveness in Niue’s unique small island context.

Challenges

The 2024 BEC faced several notable challenges that impacted the scope and completeness of the data collected. A key issue was the reliance on a CAWI-only approach for data collection. While CAWI offers cost-effectiveness, speed, and flexibility, its effectiveness in Niue was limited by several contextual factors, such as varying levels of digital literacy among business owners, limited internet connectivity in some areas, and a general preference for face-to-face communication in small communities. Consequently, response rates were lower than expected, with many questionnaires incomplete or abandoned midway, contributing to high attrition and non-response bias. For instance, the CAWI approach may have excluded businesses with limited digital access or know-how, particularly in remote areas, potentially underrepresenting sectors like agriculture. Additionally, non-response to sensitive or complex questions, such as financial data, skewed results, as exhibited in how only 40 to 44 business provided some revenue expense data.

Furthermore, the absence of a comprehensive and regularly updated business register significantly hampered outreach and coverage. Corroborating an earlier point, without a reliable sampling frame, contacting all eligible establishments proved difficult, potentially underrepresenting smaller or informal businesses not listed in existing administrative records. This also limited follow up with non-respondents, further reducing data completeness.

These challenges highlight the need for a more inclusive approach in future censuses, incorporating a mixed-mode data collection strategy, combining CAWI with CAPI, CATI, or PAPI, alongside the development of a comprehensive, regularly updated business register to enhance sampling accuracy and coverage.

Recommendations

To improve future data collection efforts and address the challenges faced in the BEC, a series of recommendations have been proposed. Developing a robust business register with accurate, regularly updated contact details is a foundational step, which could provide a reliable sampling frame to improve reach and ensure coverage across different business types. Tailoring questionnaires to accommodate different business sizes and capacities will further enhance accessibility, while training enumerators to maintain consistent data quality across methods is essential.

An important recommendation is the adoption of a mixed-mode data collection approach, combining CAWI with face-to-face or CAPI, CATI, and even PAPI methods. This strategy was unintentionally validated during the conduct of the BEC, where the eventual integration of CAPI interviews into the initially CAWI-only approach boosted response rates, especially in remote areas with limited digital access. However, this mid-course adjustment revealed a critical lesson in that a mixed-mode strategy planned from the outset could have potentially mitigated attrition and non-response bias more effectively from the start. Supporting this approach, the ADB Policy Brief on Enhancing Enterprise Surveys, authored by the ADB team, advocates for mixed-mode digital collection, blending online and in-person methods, to improve response rates, data quality, and inclusivity, serving as a valuable blueprint for Niue's future efforts.

In addition, to enhance participation, a smarter sampling strategy, focusing on larger businesses while using stratified sampling to ensure industry representation coupled with small incentives and clear communication of participation benefits, could encourage engagement. Strengthening outreach through local media, community leaders, and business associations, including pre-survey workshops, could help build trust and improve response rates. Moreover, the ADB has proposed, with concurrence from the NCoC, to possibly integrated BEC related questions into existing administrative tax collection efforts, thereby eliminating the need to repeat basic questions in future rounds.

Conclusion

The 2024 Niue BEC has provided valuable insights into the structure and dynamics of Niue's economy, offering a foundational understanding of the private sector. Despite certain limitations, such as small sample size and data collection challenges inherent to remote island contexts, the census has yielded meaningful findings that underscore key economic drivers and constraints. Notably, the BEC highlighted the critical role of retail and tourism as primary contributors to economic activity, reaffirming its potential as a growth sector. The diversity of sectors in Niue is also a testament to the potential maturity of its economy, with the presence of traditional agricultural sectors to more knowledge-based industries such as professional and scientific services activities. It also emphasized the strength and resilience of locally owned businesses, which form the backbone of the economy and demonstrate significant entrepreneurial capacity. However, the findings also brought attention to persistent infrastructure and connectivity challenges, particularly in transport, utilities, and digital access, which continue to hinder business growth and service delivery.

Beyond the data, this Niue's inaugural BEC has also generated key operational lessons, spanning questionnaire design, respondent engagement, field logistics, and data processing, that will significantly improve the quality and efficiency of future data collection efforts. The lessons, gained from adapting to challenges like the initial CAWI-only approach, underscore the value of a planned mixed-mode strategy and will refine future iterations of the census, enhancing statistical capacity and the role of business data in guiding national development strategies.

Looking forward, the insights from the 2024 BEC lays the groundwork for evidence-based policymaking and targeted interventions to foster a more enabling environment for private sector growth in Niue. NSO is committed to establishing the BEC as a regular activity, targeting 2028 for the next round, and is exploring the development of a comprehensive SBR with ADB and the tax office to enhance overall efficiency and accuracy.

Annex 1: Photos

Promotional Flyers of 2024 BEC



Photos with Key Government Officials and Stakeholders during the Focus Group Discussion on 2024 BEC results



(Left to right from back to front row) Liline Morrissey, Deveraux Talagi, Gabriel Varea, Mahinthan J. Mariasingham, Sofia Solano, Iokapeta Satalaka, Jude David Roque, Doreen Siataga, Pamela Lapitan, Fanuma Sioneholo



(Left to right) Mahinthan J. Mariasingham, Fanuma Sioneholo, Acting Prime Minister Hon. Sonya Talagi, Acting Minister of Finance and Infrastructure Ritchie Mautama, Pamela Lapitan, Jude David Roque, and Angela T. Tuhipa



(Left to right) Myrtle Magatogia, Jude David Roque, Pamela Lapitan, Mahinthan J. Mariasingham, Catherine Papasi (CEO, NCOC), Charlotte Magatogia, Fanuma Sioneholo, Cari-Anne Fuhinu, and Julie Talagi-Funaki (Director, NCOC).



Online meeting with Honorable Minister Crossley Tatui, Minister for Finance and Planning and Private Sector; Ricky Makani, Member of Parliament assisting Minister; Andre Siohane, Government Regulator; Pats Sionetama; and Fanuma Sioneholo

Annex 2: Questionnaire

2024 Niue Business Establishment Census

GENERAL INSTRUCTIONS

COMPULSORY REQUIREMENT

All Businesses on island are required by the Statistics Act 2009 to completely fill in the correct information.

CONFIDENTIALITY OF INFORMATION SUPPLIED

Pursuant to Section 15 of the Statistics Act 2009, all information supplied in this questionnaire will remain strictly CONFIDENTIAL. This information will not be released in any form that will identify your Business.

ESTIMATES

Please report values to the nearest dollar (\$NZD). If any of the requested figures are not available, please provide careful estimates. If you are unsure about the values to provide you, you can provide rounded off estimates.

Important: *Estimates and values are asked at the individual business level. If you have multiple businesses and financials are consolidated, you may give your best estimate of the values specific to the business establishment level and base it on the perceived share of the individual businesses to the total. Please avoid double counting of income/expenses in your answers.*

ACCOUNTING DATES

*All information provided should refer to the reference period **BEGINNING 1st APRIL 2023 ENDING 31ST MARCH 2024.***

PART 1: GENERAL INFORMATION

BUSINESS INFORMATION

Full name of establishment: [pre-filled] _____

Identification Number: _____

Tax Identification Number: [pre-filled] _____

Kindly confirm that this is the name of the enterprise you are filling this census for.

1. Yes (go to next question: Legal address)
2. No (ask for correct name of enterprise before proceeding to next question)

Legal Address of Business: _____

ESTABLISHMENT OWNER

Name: _____, Surname: _____

Sex at birth:

1. Male
2. Female

Telephone Number: _____

Mobile Phone Number: _____

Email address: _____

Do you have other business aside from (Insert Name of Business/Establishment)?

1. Yes
2. No

If yes, please list down other business that you own/manage.

If yes, are the financial statements for these businesses consolidated?

1. Yes
2. No

CORRESPONDENCE DETAILS

Is there another person aside from the business owner who is assisting to answer this questionnaire?

1. Yes (go to next question)
2. No (go to Legal Status)

Name: _____, Surname: _____

Telephone Number: _____

Mobile Phone Number: _____

Email address: _____

Position of respondent in Business (if not the owner): _____

LEGAL STATUS

What is the legal status of your business?

1. Sole trader/proprietor
2. Partnership/family business
3. Limited liability company
4. Statutory Authority
5. Branch of an overseas company
6. Non-governmental Organization (NGO)

Other (please specify: _____)

FORM OF OWNERSHIP

Which of the following ownership structures applies to your business?

1. 100% Niuean owned business
2. 100% Foreign interest business
3. Business Partnership between local and foreign interest ownership.
(Please specify percentage owned by local Niuean business owner: _____)
4. Other (Specify: _____)

OPERATING STATUS

Year business was established:

Was the business in operation from 1st April 2023 to 31st March 2024?

Yes (go to business place of operation)

No (go to next question)

If the business did not operate in the referenced year (1st April 2023 to 31st March 2024?), when was the last time the business was in operation?

State month and year: _____

Business place of operation

1. Business operating at home
2. Temporary structure separate from home
3. Permanent structure separate from home with rental or mortgage
4. Permanent structure separate from home with no rental or mortgage
5. Permanent structure separate from home with special arrangement from owner

TYPE OF ACTIVITY

Primary Activity refers to the service or product that the establishment earned the highest income/revenue. While **secondary activity** refers to the service or product that the establishment earned it other revenue and income.

Example: Ana owns a bakeshop, and she reported that her **primary activity** is *manufacture of bake goods* while on the hand, in the same establishment she also reported that she has a **secondary activity** which *retail sale of beverages*.

Please briefly describe the **primary activity** of this establishment:

(For example: manufacture of food, retail store, building construction, law firm, hairdresser, etc.):

Is your establishment also involved in a **secondary activity**?

- a) Yes (go to next question)
- b) No (go to Part 2 Employment)

Please briefly describe the **secondary activity** of this establishment:

(For example: manufacture of food, retail store, building construction, law firm, hairdresser, etc.):

(IF THE BUSINESS IS NOT IN OPERATION from 1st April 2023 to 31st March 2024,
END QUESTIONNAIRE)

PART 2: EMPLOYMENT

Instruction to Respondent:

1. Please provide figures based on the reference period of **1st April 2023 to 31st March 2024**.
2. If you are unsure about the values to provide, you can provide rounded off estimates.

Employees		Numbers employed on 31st March 2024 (including those absent on paid leave)		Total gross wages and salaries paid (NZD)	Contributions to a retirement fund (NZD)	Contributions to a retirement fund (NZD) Please specify:
		Male	Female			
1	Owner of the business/Working proprietors (Include all owners and partners actively engaged in the work of the establishment)					
2	Regular/Full-time workers					
3	Part-time/Casual/Daily - Paid Workers					
4	Unpaid family workers					
5	Expatriates workers (Include all foreign workers who have not acquired Niue Permanent citizenship except if they are working proprietors.)					
6	Total					

NOTE:

1. Salaries and wages: These should cover all payments, whether in case or in kind paid to employees in return for the provision of their labour. Please include the following items: bonuses, gratuities, commissions, sick pay, holiday pay and super/KiwiSaver

PART 3: INCOME

Instruction to respondent:

1. Input the sales and/or income for the products sold and/or services rendered from **1st April 2023 to 31st March 2024**
2. If you are unsure about the values to provide, you can provide rounded off estimates.
3. Record only the applicable items in your establishment

Description of product/service	Value of Production	of which, sold to domestic market	of which, exported
	Total value (NZD)	Total value (NZD)	Total value (NZD)
1. Sales/turnover from goods produced			
Please specify main product:			
Please specify secondary product: (to show if they selected secondary product)			
2. Sales of goods purchased for resale without further processing			
Please specify main product:			
Please specify secondary product: (to show if they selected secondary product)			
3. Income from services provided (e.g. contract and commission revenue, maintenance repair of motor vehicles, etc.)			
Please specify main service:			
Please specify secondary service: (to show if they selected secondary product)			
4. Income from rental/lease/hire of buildings, machinery & equipment (except: rental/lease of land)			
Please specify main type:			
4.a. Rent received from land			
4.b. Rent received from buildings			
4.c. Rent received from machinery and equipment			
Total Turnover			
			Total Value (NZD)
5. Other operating income (Other accrued operation income in the form of subsidies, grants, contributions, membership)			
of which:			
5.a. Business Grant (s)			
6. Non-operating income (accrued non-operation and extraordinary incomes (interest income, dividends, income from other financial investments, income generated from sale of fixed assets and working capital, gain from exchange rate difference and other non-operation income)			
of which:			
6.a. Interest Income			
6.b. Dividends			
6.c. Incomes from other financial investments			
6.d. Income generated from sale of fixed assets and working capital			
Other (Specify: _____)			
7. Total Income, operating and non-operating			

PART 4: EXPENSES

Instruction to respondent:

1. Input the expenses incurred (in NZD) for the products sold and/or services rendered from **1st April 2023 to 31st March 2024**
2. If you are unsure about the values to provide, you can provide rounded off estimates.
3. Record only the applicable items in your establishment

Description of purchases/expenses	Total Value	of which, purchased domestically	of which, purchased from abroad
	(NZD)	Total value (NZD)	Total value (NZD)
1. Purchases of goods purchased for resale without further processing			
Please specify main product:			
Please specify secondary product: (to show if they selected secondary product)			
2. Purchases of Raw Materials and Supplies			
3. Expenses for services rendered by other entities			
3.a. Rent/Lease of Land and royalties			
3.b. Utilities (Electricity, power, etc.)			
3.c. Fuel, oil, and oil products			
3.d. Communication expenses (phone, fax, internet, postage)			
3.e. Repairs & Maintenance			
3.f. Promotion & Marketing			
3.g. Legal, audit and accounting fee			
3.h. Bank charges			
3.i. Management fee			
3.j. Others (please specify: _____)			
4. Taxes paid on products (e.g. import duty and excise, domestic excise)			
5. Licenses, rates, and other fees paid to Government			
6. Travel expense (e.g., management, personnel, etc.) on:			
7. Other-Operating Expense (e.g.- manufacturing and processing charges, rental/leasing/hiring expenses (except for land) insurance premiums, freight and cartage, bad debts, donations and grants, and research and development)			
7.a. Depreciation on used fixed assets			
7.c. Insurance premiums			
7.d. Freight and cartage			
7.e. Bad debts			
7.g. Research and Development			
7.h. Other, (please specify: _____)			

8. Non-Operating Expense (Grants, Foreign exchange losses on sale or revaluation of financial and capital assets)			
8.a. Depreciation on unused fixed assets			
8.b. Interest paid on loans/Loan repayments			
8.c. Sponsorships			
8.d. Foreign exchange losses on sale or revaluation of financial and capital assets			
8.e. Other, specify			
9. Total Expenses, operating and non-operating			

PART 5: STOCKS

Instruction to respondent:

1. Input the value of the stocks (in NZD) from **1st April 2023 to 31st March 2024**
2. If you are unsure about the values to provide, you can provide rounded off estimates.
3. Record only the applicable items in your establishment

Do you do any stock take of goods sold and how often?

1. No stock take done
2. Yes, Weekly
3. Yes, monthly
4. Yes, quarterly
5. Yes, although not frequent

	Opening stock (at the beginning of 1st April 2023 , NZD)	Closing stock (at the end of 31st March 2024, NZD)
1. Unfinished production volume		
2. Stock of Finished Goods		
3. Stock of Goods Purchases for Resale		
4. Stock of Raw Materials		
5. Stock of Work in Progress		
TOTAL STOCK		

PART 6: FIXED ASSETS (NON-FINANCIAL ASSETS)

Instruction to respondent:

1. Input the value of fixed asset in **NZD** from **1st April 2023 to 31st March 2024**
2. If you are unsure about the values to provide, you can provide rounded off estimates.
3. Record only the applicable items in your establishment

		Opening book value 1st April 2023	New additions to assets during year		Own Account Capital Construction	Sales of Capital Assets	Depreciation	Closing book value as of 31st March 2024
			Locally	From aboard				
		1	2	3	5	6	7	8
1	Land							
2	Building							
3	Plant & machinery							
4	Furniture, fixtured & office equipment							
5	Transport vehicles & related equipment							
6	Computer Software							
7	Entertainment, literary or artistic originals							
8	Valuables							
9	Agricultural assets							
10	Research and development							
11	Others (specify)							
	Total							

PART 7: SUPPLEMENTARY QUESTIONS

PART 7A: BUSINESS ENVIRONMENT

Please state yes or no if any of the following have had a negative impact on your business within the reference period of 1st April 2023 to the 31st of March 2024.	Yes/No
Access to <i>Finance</i>	
Access to land	
Access to electricity	
Access to water	
Access to training	
Slow process for Government payments on services rendered/goods sold	
Delay in clearance of goods from the airport and wharf	
Timely assistance from the Niue Tax Services relating to business operations	
Timely assistance from other Government service departments relating to business operations	
Slow recovery of debts for services rendered/goods sold	
Lack of workers	
Lack of demand	
Cash flow	
Competition	
Tax % Duty/Business regulations	
Availability of suitable business premises	
Climate change impacts	
Other (Please specify: _____)	

Using the scale given below, please rate the following **FEES/CHARGES** that are significant to your Business Operations.

Scale: 1 – Very important, 2 – Important, 3 – Neutral, 4 – Unimportant, 5 – Very unimportant, NA – Not Applicable

Please rate the following Fees and charges that are significant to your business operation. (Assign a number from the scale provided above)	Rate (scale above)
Lending interest rates	
Transport costs	
Shipping/Freight Charges	
Electricity Costs	
Vehicle registration costs	
Business license	
Telecommunication fees	
Other: (Please specify: _____)	

PART 7B: BUSINESS ASSISTANCE

1. Did your business expand within the period of 1st April 2023 to the 31st of March? (Expansion includes additional machinery, labour, or new establishment)

- 1. Yes (go to Q2)
- 2. No (go to Q3)

2. Please indicate how it was financed.

- 1. Own savings
- 2. Family contribution
- 3. Bank (Loan)
- 4. Other (Please specify: _____)

3. Did your business receive any Financial or Technical Assistance within the reference period (1st April 2023 to 31st March 2024)?

- 1. Yes (go to Q4)
- 2. No (go to Part 7.C)

4. If yes, please explain the type and nature of the assistance and who provided the assistance?

PART 7C: RISK MITIGATION QUESTIONS

Questions relating to business continuity and plans set in place to mitigate events/factors out of the business control. For example, disasters, climate change, covid, global recessions, etc.

Are there any plans set in place to ensure the business continuity is not affected in future in case of an unusual event occurring?

- 1. Yes
- 2. No

How often are your plans reviewed?

- 1. Annually
- 2. Every 2 years
- 3. Every 5 years
- 4. Every 10 years

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE

