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Trade Demand Index

Job posts continue to hold steady, with demand sitting alongside the historical average.

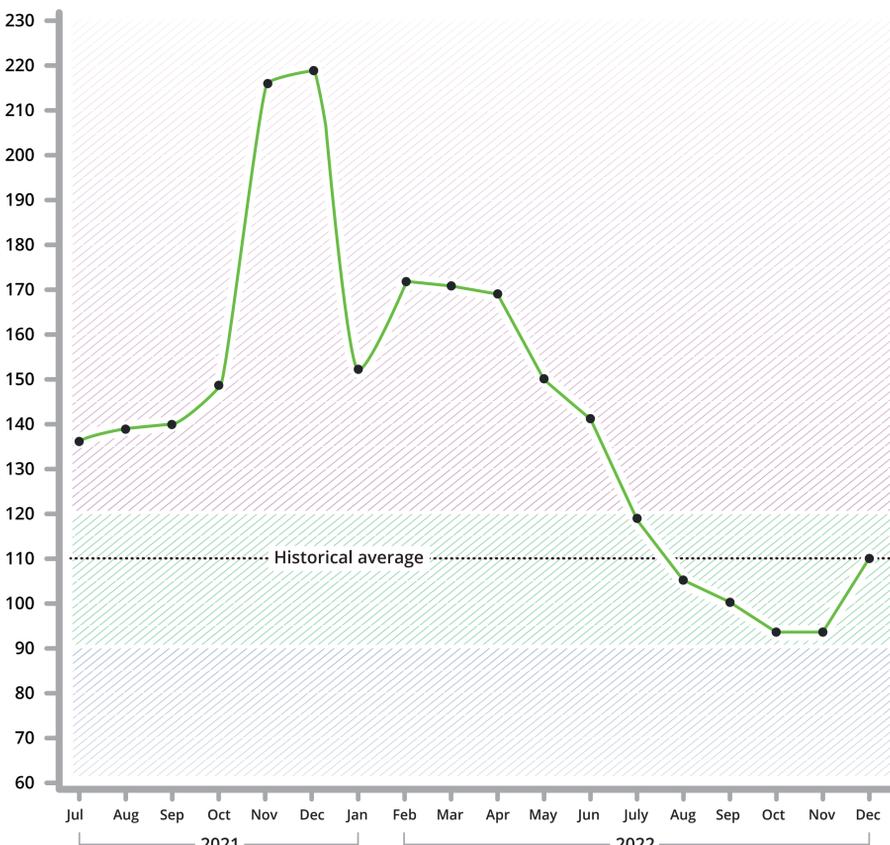
In December we saw the usual rise in pressure on the trades as many took a break over Christmas.

Moving through January, we're starting to see the average number of chases per job increasing, which indicates businesses are back online, hungry to secure a solid work pipe for the coming months.

2023 will call for businesses to differentiate from their competition by doing three things: providing great customer service, showcasing expertise and investing in their name and brand.

About this index:

Our Trade Demand Index aggregates a variety of Builderscrack data-points into a representative measure of demand on the trades sector.



Index Version 1.4 (Source: builderscrack.co.nz)

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Movers and Shakers:

Top 20 Trades

We've seen gasfitters, gardeners and trades specialising in renovations move up in demand this month. In contrast, cladding and handymen services have dropped, indicating a mix of lower job volumes and more trades signing up to these categories.

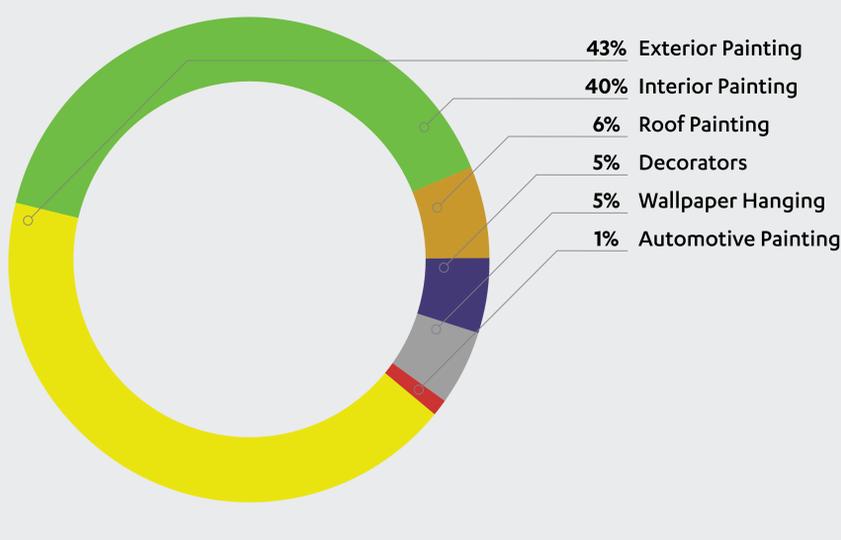
Trade Position	Change	Trade Position	Change
1 Bricklaying	- 0	11 Plumbing	▲ 3
2 Gasfitting	▲ 4	12 Cladding	▼ 10
3 Flooring	- 0	13 Handymen Services	▼ 5
4 Roofing	- 0	14 Building	▼ 2
5 Cabinetry	- 0	15 Landscaping	- 0
6 Renovating	▲ 4	16 Fencing & Gates	▲ 1
7 Gardening	▲ 6	17 Carpentry	▼ 1
8 Plastering	▲ 1	18 Painting & Decorating	▲ 1
9 Concreting & Paving	▲ 2	19 Excavation	▼ 1
10 Tiling	▼ 3	20 Electrical	- 0

(Source: builderscrack.co.nz)

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Trade Spotlight: [Painting and Decorating]

Painting and Decorating jobs have been popular over the warmer months. Homeowners have been seeking professionals to repaint their exterior, focusing on weatherboards, brick, window frames and doors.

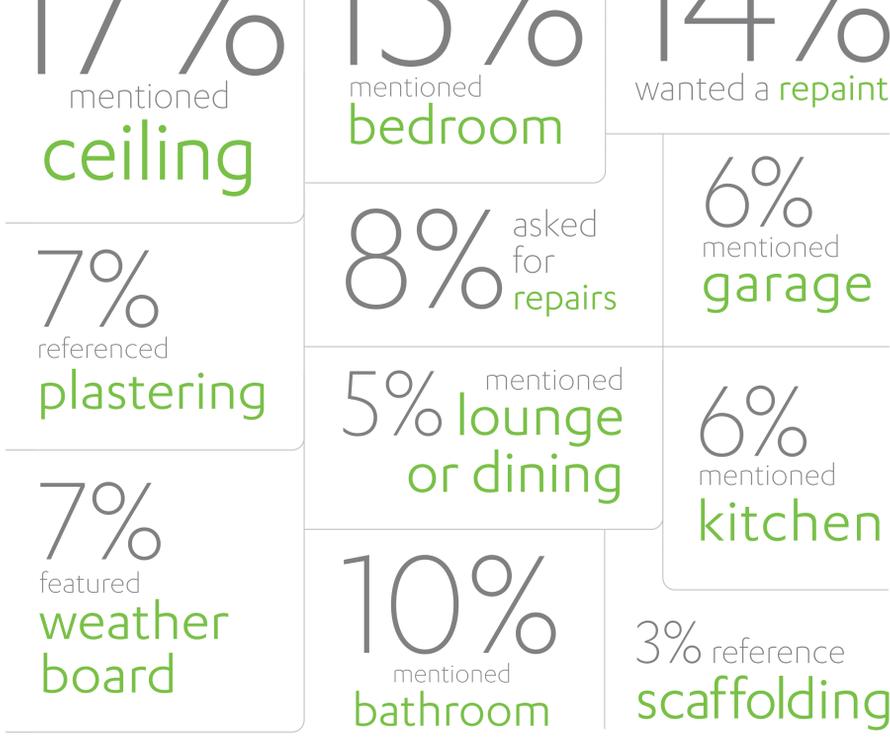


(Source: builderscrack.co.nz)

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Painting & Decorating Insights

These were some of the top trending words in Painting & Decorating job descriptions from the past month.



(Source: builderscrack.co.nz)

A different take on recession

“What does it mean if our economy goes into recession? Three things. First, the level of output will shrink. Second, most people will notice nothing at all. Third, many people will be better off. A recession is not what you think it is. You’ve been brought up to view recession as a terrible disaster – like a wildfire. But as those with historical knowledge on their side will tell you, in ecosystems where fires occur, they are a natural and necessary part of preserving the system over the long-term.”

(Source: Tony Alexander - Tony's View)

Key Takeaways

- Trade Demand Index is sitting on the historical average of 110
- We've seen an increase in the average number of chases per job
- Quality customer service will matter more than ever this year

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