

**ALSO IN THIS MONTHS INSIGHTS:** Survey Results from Nov 2023



# Trade Demand Index

Builderscrack DATA

#### With Christmas close, a new government in the works, and inflation still a thorn in the side, residential

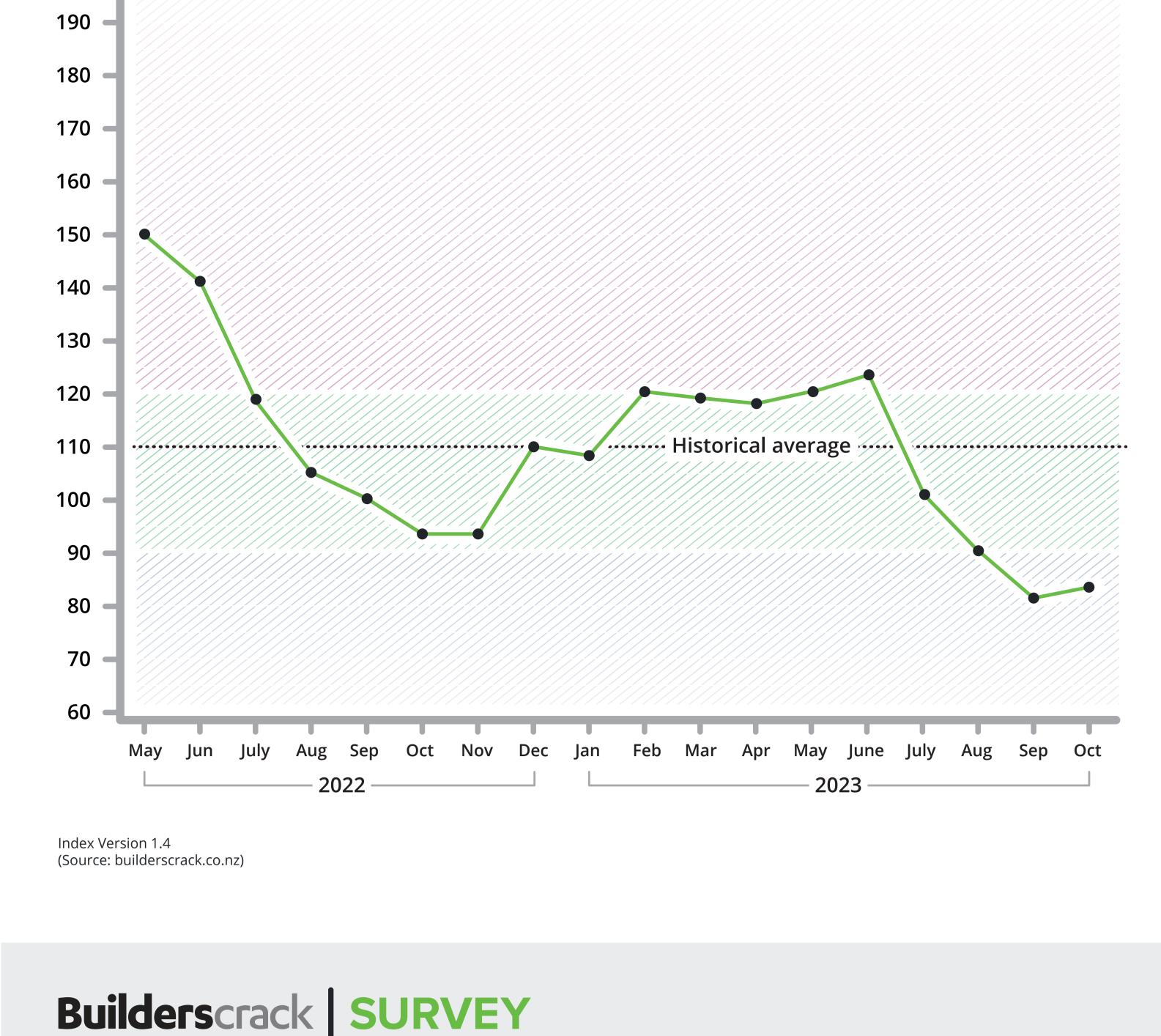
building consents remain below pre-Covid levels. On the flip side, record net migration is putting pressure on housing stock, particularly in Auckland where rents

continue to increase. Many property owners are focused on core maintenance and preserving value, rather than the higher volumes of new builds and large renovations we saw in 2021. Construction cost inflation is running below the wider CPI as the industry responds to lower demand. Higher demand pressure Balanced Lower demand pressure Key:

#### **Our Trade Demand** Index aggregates a variety of Builderscrack

**About this index:** 

data-points into a representative measure of demand on the trades sector.



Do you like being called a tradie? This month, Builderscrack tradies from across New Zealand

## a tradie, or that they preferred being called their specific trade.

### Yes 20% No

**17%** Other

shared their opinion to help set the record straight.

The overall response leaned towards embracing the term tradie.

Those who chose 'other' said that they didn't mind being called



Builderscrack SURVEY

of your business?

Less than a year -

1 to 5 years

'yes' when asked if they like being called a tradie.

9%

#### 5 to 9 years 11% 10 to 20 years 24%

What is the primary trade

54% 20 years or more 10% 20% 30% 40% 50% 60% 70% 90% 80% 0% 100% (Source: Builderscrack Tradie Name Survey, November 2023)

Out of 68 trade category options, 34 were selected by the respondents.

Of the 34, these five trade categories were the most commonly selected.

TOP

**Builders**cracl

Painting & Decorating 11% Electrical 10%

Landscaping 5%

(Source: Builderscrack Tradie Name Survey, November 2023)

Builderscrack SURVEY

3

Carpentry 17%

Building 14%

Trade Category Comparisons Though the line of work is similar, Carpenters prefer the term tradie nearly 20% more than Builders.

of Carpenters

like being called a tradie

Respondents much prefer being called a tradie by others in their industry (42%)

22%

13%

The reason behind your preference

88 out of 172 respondents shared their thoughts on the term tradie.

Recognized as

having skills<sup>\*</sup>

"Always has

been this way.

Once qualified

in your field you

can finally call

yourself a tradie"

15%

9%

"Not fussed.

No need to

take one's self

too seriously"

"A less formal

term, suits the

industry as it's

not a very

formal industry"

"Sounds cheap

and cowboy"

"It doesn't

sound

professional.

12%

"I'm very proud

in what I do as

a tradie, it's a

high-end trade

and something

I enjoy very

much" (yes)

"Its feels like

belonging and

I am proud of

being a tradie"

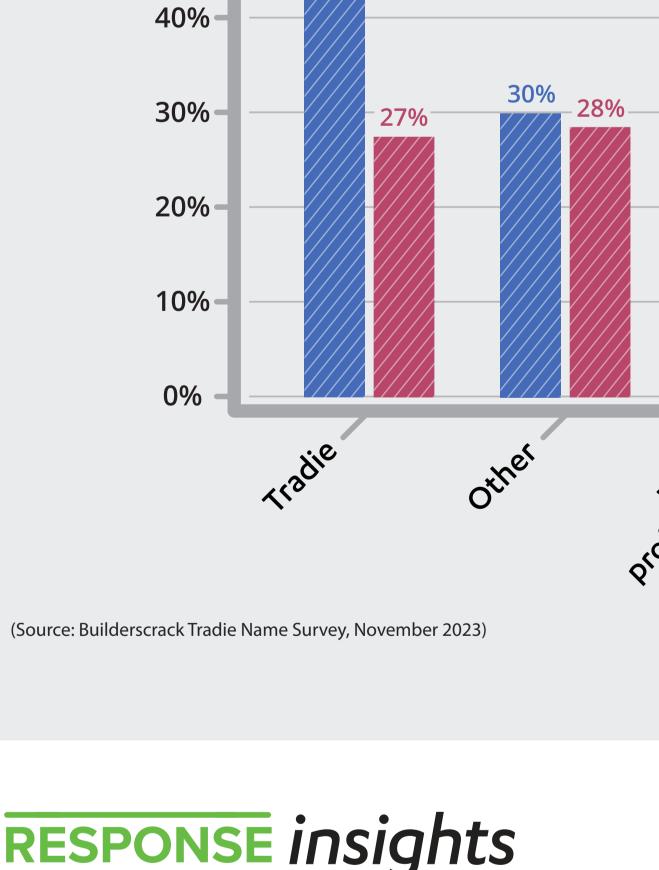
THOSE WHO CHOSE 'NO' SAID:

(Source: Builderscrack Tradie Name Survey, November 2023)

Builderscrack SURVEY

compared to being called a tradie by their clients (27%). However, it's still the most preferred term out of all. Regardless of whether it's clients or peers, a common theme in the other responses shows that people like to be called by their specific trade e.g. Builders, Electricians and Plumbers. OTHERS IN THE INDUSTRY 50% 42% 40% 30% 28% 30% 27% 20%

of **Builders** like being called a tradie Being called a tradie by clients vs. others in the industry



### THOSE WHO CHOSE 'YES' SAID: "Tradie

doesn't have

a bad sound,

and the

picture is

quite likeable"

"Started as a

tradie and still

think of myself

as a tradie"

"Tradie has a cheap, bogan and under-valued feeling to it"

"It sounds unprofessional and easy going"

> THOSE WHO CHOSE 'OTHER' SAID: "In construction for 30yrs, heard "Not phased them all & its only but it doesn't sound overly

"Lumps everyone into one category and lessens our profession with a name like "tradie" as its tardie and quite unprofessional" "I have heard people referring to 'tradies' in a derogatory way"

Also blends all trades into one"

a generalisation" professional"

**SURVEY** 172 tradies took part in our Tradie

Name Survey

"There is a broad range of jobs covered by that term so it's neither a complement or a dismissive comment

and projects continue to sustain

Tradie Name Survey: 172 respondents consisting of Trade Insights by Builderscrack subscribers, surveyed online in November 2023.

**SURVEY** 

Respondents lean

towards embracing

the term tradie

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(Source: Builderscrack Tradie Name Survey, November 2023) Smaller jobs pipelines

"It's the least of

a tradies worries,

should be more

concerned with

the publics

perception of

honesty and

respect"