

**Builderscrack | DATA**

# Trade Demand Index

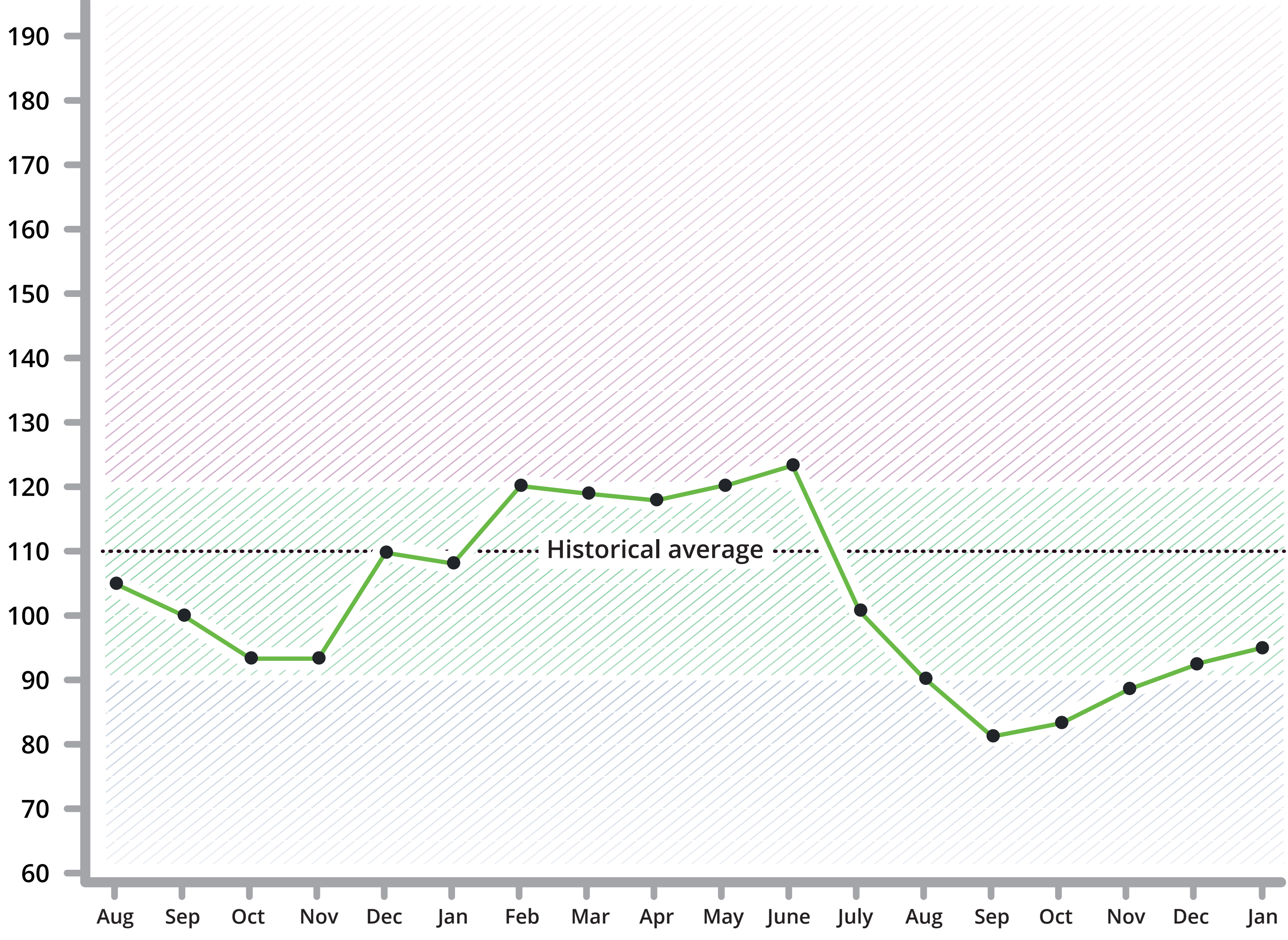
We're seeing more tradies opting to establish their own businesses and work independently; a trend accelerated by the decrease in building consents and larger companies getting light on major developments.

Talking demand, we've seen an increase in the number of homeowners signing up and posting jobs in January 2024, compared to January 2023. A 2% increase in signups and a 6% increase in jobs show that homeowners were keen to kick-start new projects after the holidays. These insights suggest a resilience in job opportunities despite the challenges facing the trades industry.

**About this index:**

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

**Key:** Higher demand pressure Balanced Lower demand pressure



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

**Builderscrack | OPINION POLL**

# Behind the scenes

Last year, nearly half **47%** of you were keen for an opinion poll. So, we'll trial it as a new segment of Insights to keep things fresh.

The poll is designed to give you a behind the scenes look into the practices of other sole traders and small business owners – **covering work pipelines, materials, clients, quoting, and more.**

The questions will be short and sweet (*under 1 min to answer*), anonymous and you'll see the collective results in the following edition.

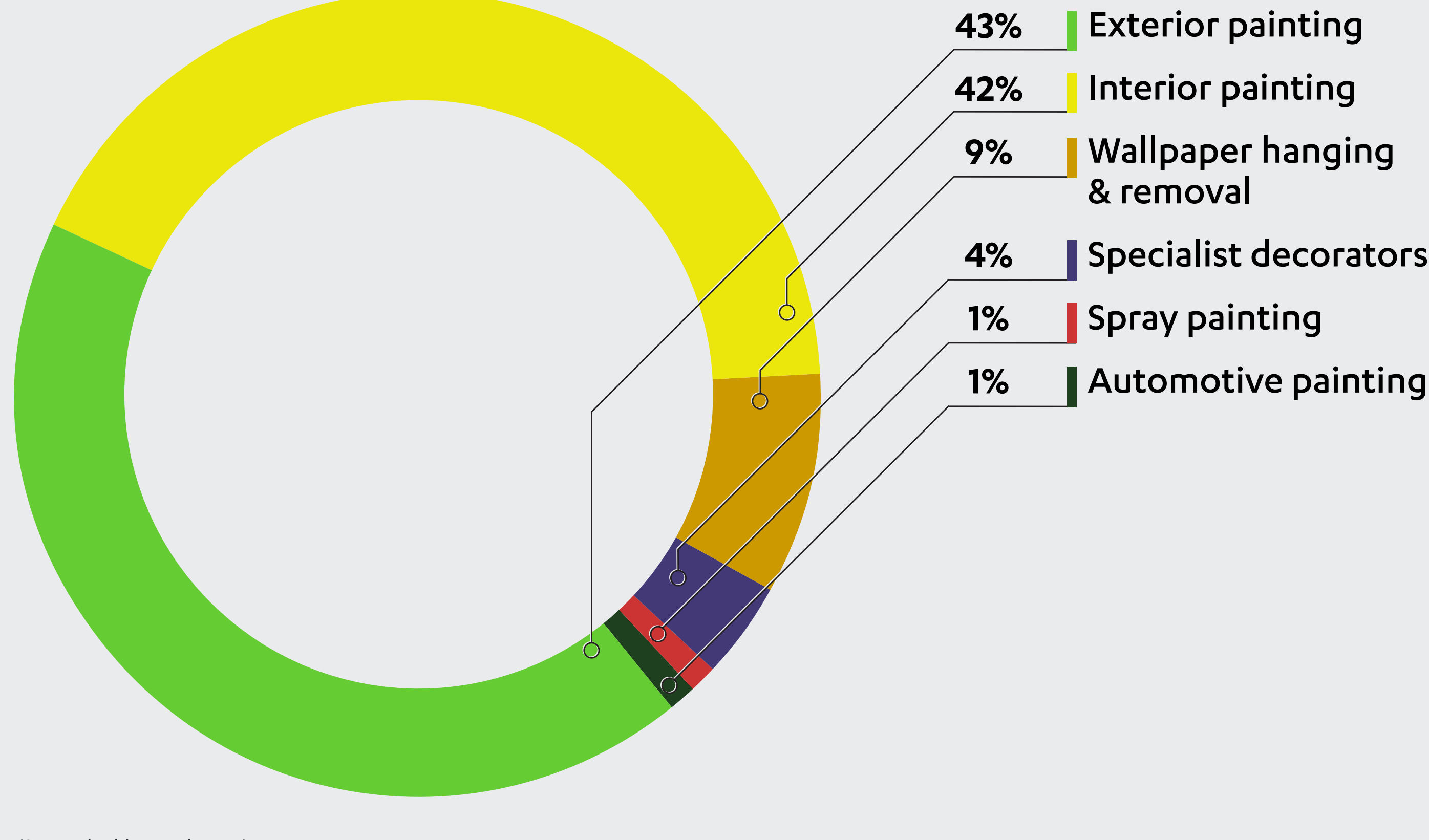
If it resonates, we'll make it permanent. Let's see what happens.

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# Trade Spotlight:

## [ Painting & Decorating Services ]

With warmer weather and faster turnaround times, exterior Painting & Decorating was a popular choice for homeowners over summer.

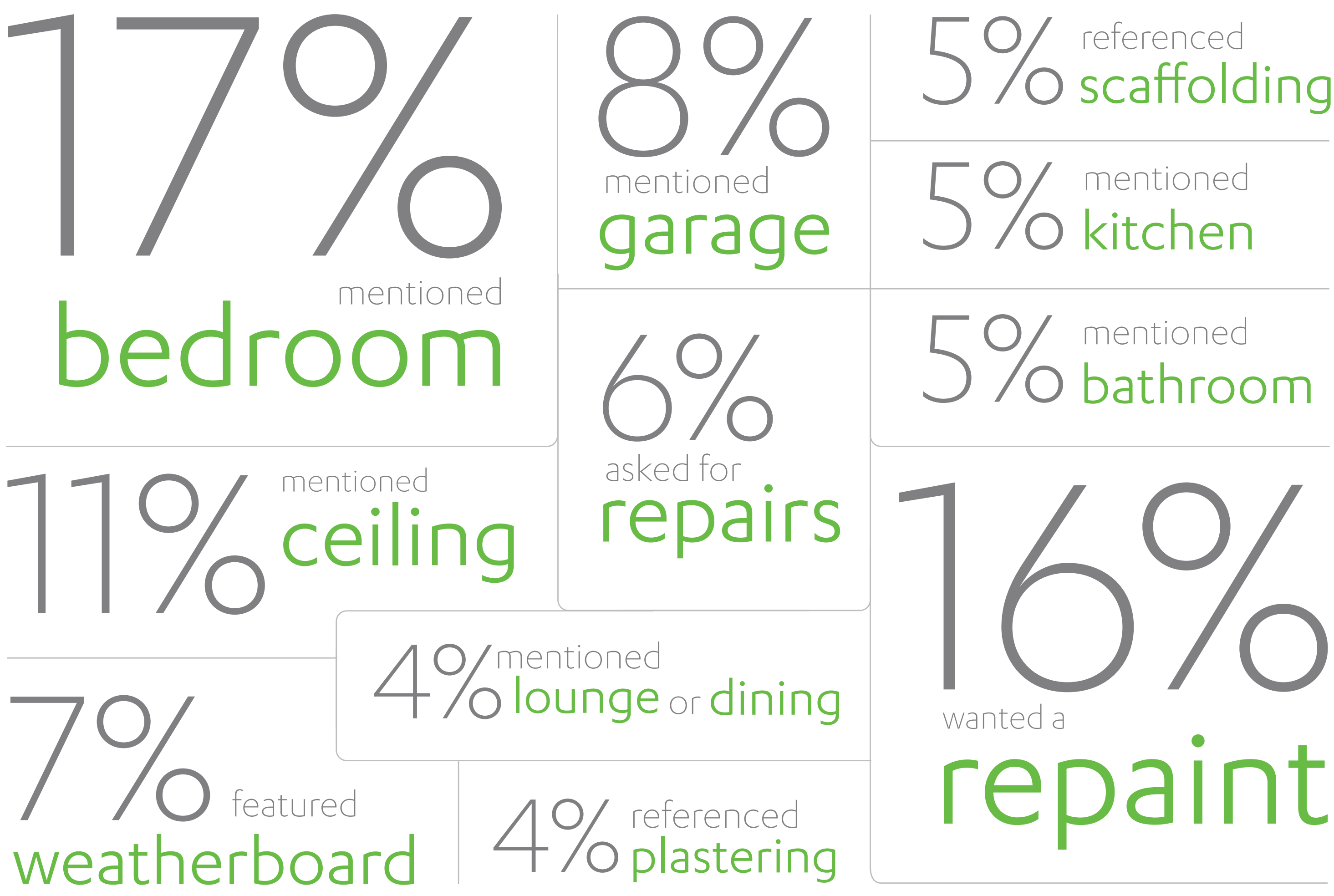


(Source: builderscrack.co.nz)

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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)

# Government set to start fast-tracking building consents process



There were **37,239** new homes consented in the year ended December 2023, and compared to December 2022,

**DOWN 25%**

(Source: Stats.co.nz)

# Key Takeaways

Tradies opt to establish businesses and work independently

Job posts up as homeowners prepare for the cooler seasons

New government set to speed up slow consents process

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