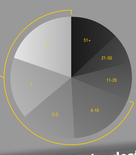
# Earthworks Business Survey

The 2019 Earthworks and Material Handling Survey. We conducted this survey to learn more about small to medium business owners in our industry. Here are some of the results.

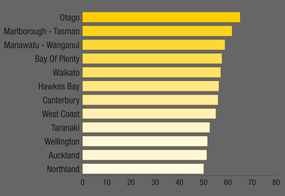
## About this Survey

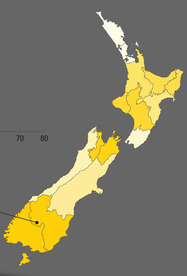
**70% Are Business Owners**
Small to Medium Business Owners make up the bulk of this survey with an even spread of staff and different sectors served.

**69% Are Small Businesses**
Of the Businesses that responded to the survey just over 2/3 of them are small businesses with less than 10 staff. With 36% of those having 1 or no staff.



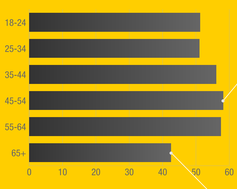

## Who in the country works the hardest?



**Otago - Hardest Working Region**
On average Otago reported working 65 Hours per week.
Regions were more likely to work more than large centres.

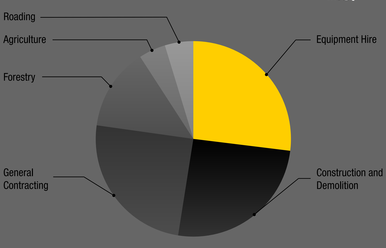
## Which age group works the longest?




**45-54 - Longest Working Age Group**
55-64 Year olds overall work more hours than their younger and older counterparts. Having risen through the ranks or running a well established business 45-54 year olds now have more on their plate to manage.

**65+ - Enjoying Retirement, But Not Too Much**
Not one to wind down from the Business, those in the 65+ bracket still worked on average of 42.5 hours a week.

## Which sub-industry typically have the most excavators?



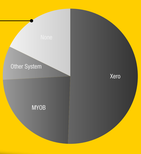
**Equipment Hire - Largest Fleet on Average**
On average equipment hire companies surveyed; held 6 excavators.

## Digital statistics

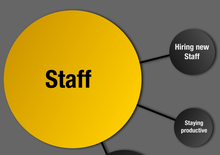
**43% Conduct Marketing**
Nearly half of small earthworks businesses conduct some form of marketing to promote their business.

**35% Have a Website**
Around a third also report having their own website, with trends suggesting that the larger the business the more likely they will have one.

**25% - Use no Digital Accounting**
Only 25% of businesses surveyed do not use a digital accounting solution. With over half using Xero to do their accounting.




## What are some of the industries biggest challenges?

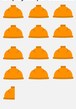



**Staffing Challenges**
By overwhelming majority the key challenge being faced by business owners in the earthworks industry is staff. Finding skilled operators; Whether to take on new staff and hiring procedure; and then Staying Productive and keeping the work coming in.

**Cashflow Challenges**
Next in mind was cashflow and getting paid on time to pay suppliers on time; Contract disputes with Variation and Progress Claims; and Seasonal Demand are also of concern to a range of owners.

## Overall Averages:

**12.6**
Employees per business



**4.9**
Excavators per business

**54.8**
Hours worked per week

ATTACH2 EQUIPMENT

## Learn more about us: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Statistics gathered as of April 2019. Does not represent an actual statiscal model and graphs may or may not be to scale.