



Moving Average Totals (MAT) Report



What sort of information is contained in the Moving Average Totals Report?

The MAT Report gives a statistical analysis of the number and value of jobs undertaken in a 13-month period for a particular geographical area. The information can be sorted either by Builder or by Local Authority (council) area, and is available for single dwellings, duplexes, extensions and swimming pools.

When sorted by Builder, the report ranks the builders from highest to lowest according to the number of building approvals they had. It also shows, for each builder:

- the number and value of jobs per month,
- the average value and size of the jobs they worked on,
- the value per square metre, and,
- the percentage representation for each builder, all across a 13-month period.

When sorted by Local Authority, the MAT report ranks the Local Authority areas by the number of building approvals they had. This report also shows:

- the number and value of jobs per month for each Local Authority
- the average value and size of jobs
- value per square metre, and
- the percentage of the total that each Local Authority represents.

The Moving Average Totals Report can be tailored to suit your requirements. Choose from the Top 100 Builders, Top 200 Builders or Local Authority sort options depending on what best suits your needs. You can also specify which geographical regions and categories (single dwellings, multi dwellings, duplexes, extensions, swimming pools) are covered in your MAT Report.

How do I use this Report?

The MAT Report's primary purpose is to provide statistical analysis of the number, value and size of building approvals for a particular category and geographical area. This information would be used to

establish who the most active builders are and how much work they have on or which Local Authorities have the most approvals and, thus, the most growth. Once this has been ascertained, target your marketing campaign in areas of high growth, or towards the most active builders.

The MAT Report can also be used as a feasibility analysis tool to gauge whether a business or project would be successful in a particular area. For example, someone looking to start up a pool shop might subscribe to a Swimming Pools MAT Report sorted by Local Authority to see which councils have had the most approvals for pools. They would then be able to decide where to set up their shop based on the likely demand for their products.

Can I choose how I receive the MAT Report?

Yes, there are a range of delivery options for the MAT Report. If you prefer to receive your data electronically, we can E-mail the MAT Report to you as an Adobe Acrobat file which you can view and print, or in ASCII format which you can import into a database (or a program like Microsoft Excel) and then manipulate and sort the data to suit your purposes. Alternatively, we can provide the report in a printed format which is delivered via the post. All of these formats are available on a monthly basis.

A snapshot of the MAT Report

Categories: Single Dwellings, Multi Dwellings, Duplexes, Extensions, Swimming pools.

Format: Acrobat, ASCII data, Hard-copy.

Frequency: Monthly, Quarterly, Half Yearly, Yearly.

Coverage: Available by regions within each state.

Sort options: By Top 100 Builders, Top 200 Builders or by Local Authority.

For more information

Call toll-free 1800 80 60 60

Fax 02 9934 5501

Web www.reedconstructiondata.com.au



Reed Construction Data

powered by Cordell® products