

Builders Merchant Monthly OMNIBUS Survey



March 2023

NI builders' merchants' views of the EU-UK Windsor Framework

MRA Research added questions to the Builders' Merchant Monthly Omnibus survey to gauge the "reaction to the EU trade agreement" among merchants in Northern Ireland.

Based on what they'd seen or heard reported, they were asked their views on:

"The Windsor Framework, agreed by the Prime Minister and European Commission President earlier this week, has been signalled as a new way forward for a prosperous, stable future for Northern Ireland."

One to one telephone interviews took place 1st and 2nd of March (immediately after the Northern Ireland Protocol & Windsor Framework was announced 27th February), among 44 builders' merchants in Northern Ireland.

March 2023

A monthly OMNIBUS of UK builders' merchants

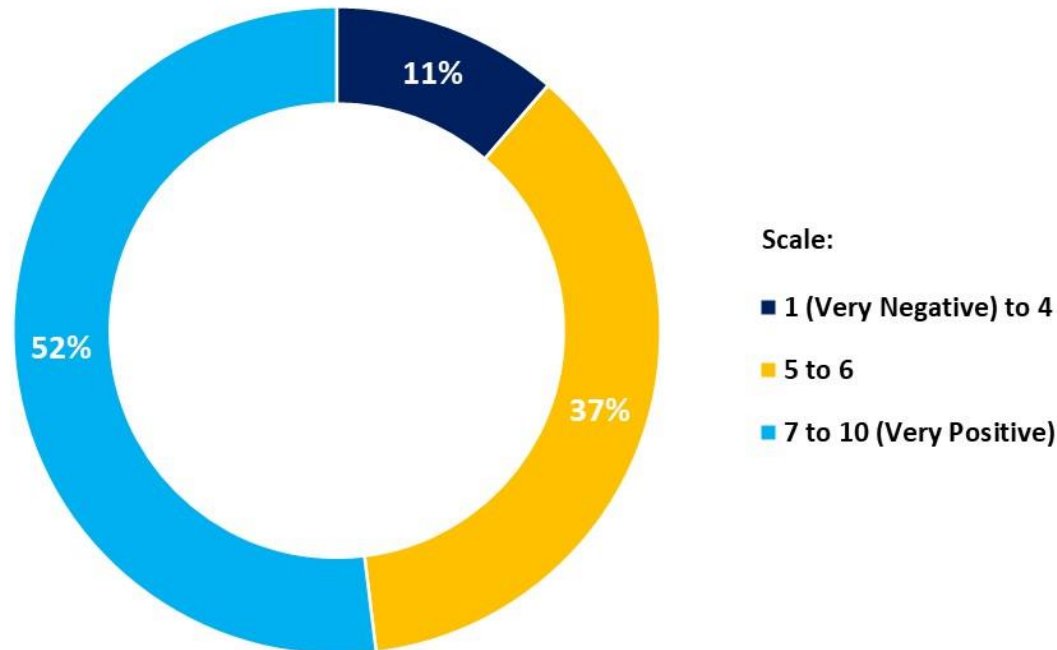


The Windsor Framework...1

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Stable future for Northern Ireland

On a scale of 1 to 10 where 1 is very negative and 10 very positive, how positive are you about what you have heard so far about the deal?



Scale:

- 1 (Very Negative) to 4
- 5 to 6
- 7 to 10 (Very Positive)

Over half (52%) the NI merchants interviewed were positive about what they had heard immediately after the announcement.

Just over 1 in 10 (11%) were negative.

More than a third (37%) were neither for nor against, based on what they'd heard (5 or 6 out of ten).

Base: 44

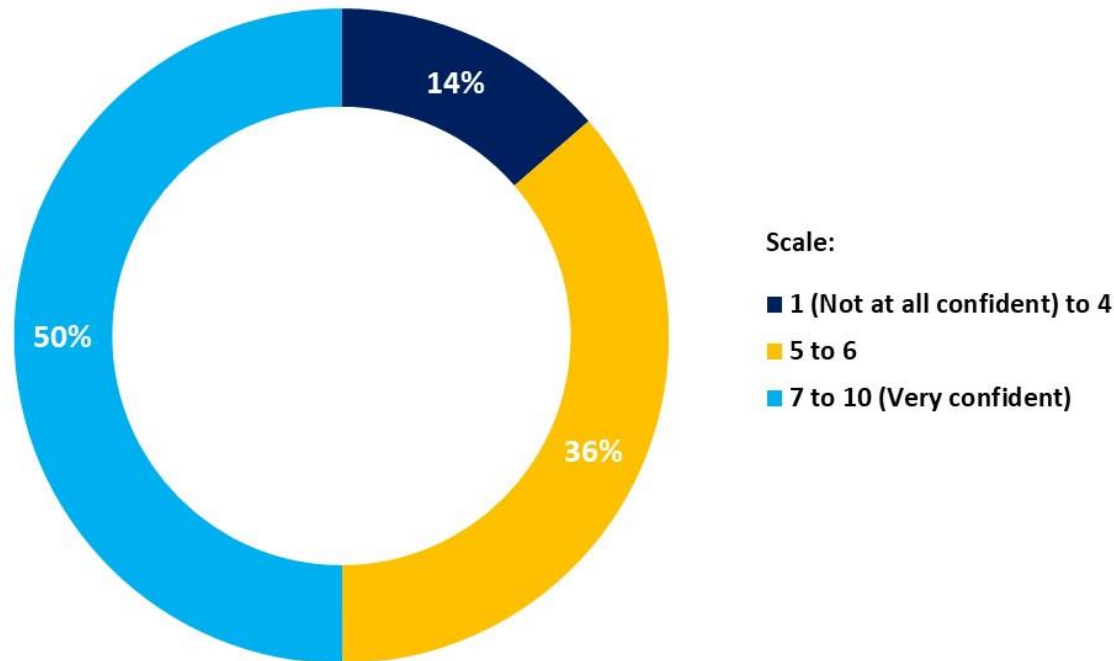
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The Windsor Framework...2

Stability and certainty in businesses

On a scale of 1 to 10 where 1 is not at all confident and 10 is very confident, how confident are you that this will provide the stability and certainty businesses in NI are seeking?



One in 2 (50%) of merchants said they were confident the agreement would provide the stability and certainty that businesses were seeking.

Almost 1 in 6 were not at all confident.

Base: 44

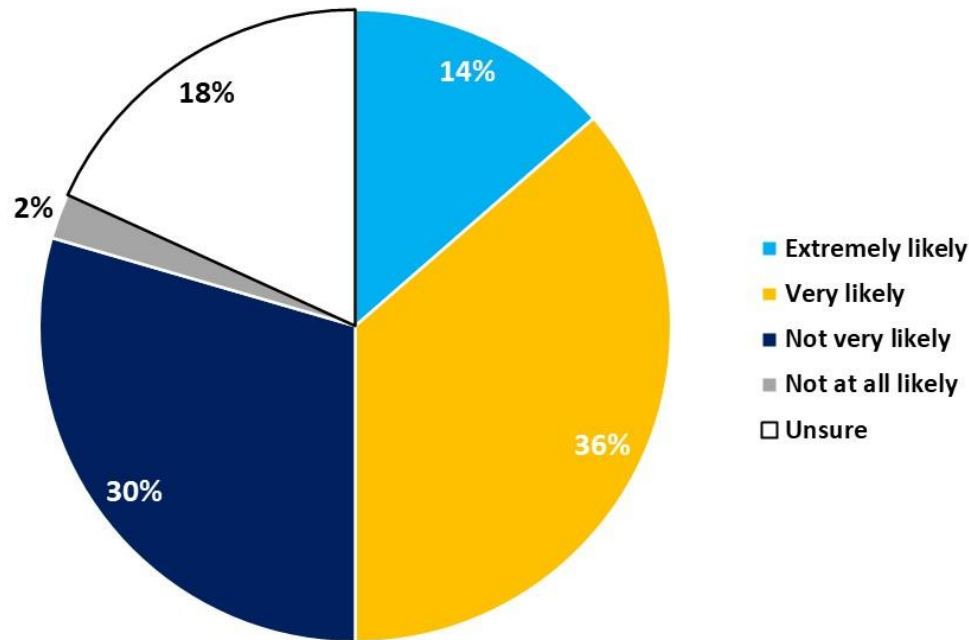
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The Windsor Framework...3

Growth in the construction sector

How do you rate the likelihood that this will help unlock growth in the construction sector?



Half the merchants (50%) said the agreement was likely to stimulate growth for construction.

But almost a third said it was unlikely to result in growth for construction (32%).

Just under 1 in 5 (18%) weren't sure.

Base: 44

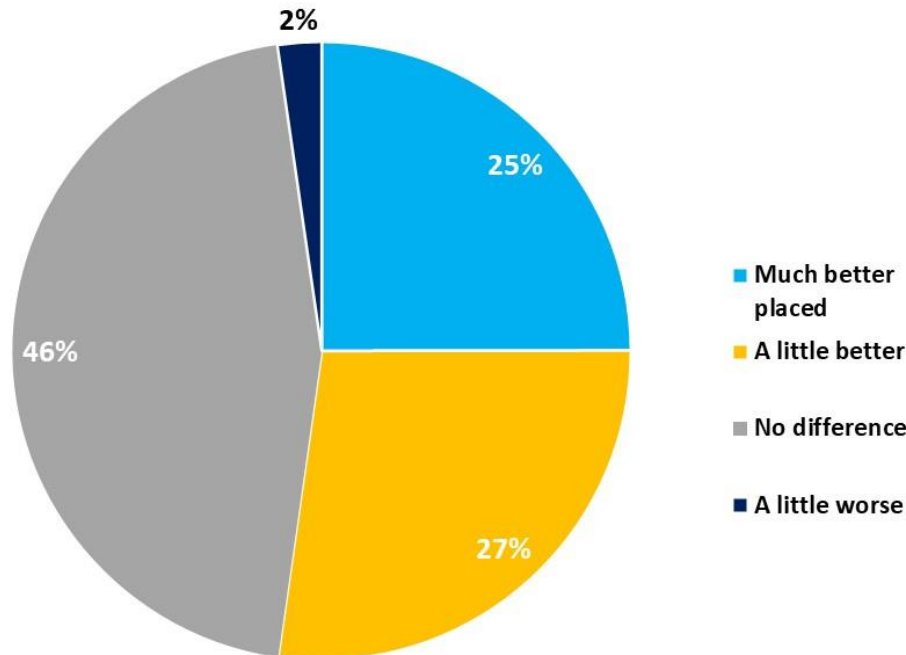
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The Windsor Framework...4

Economic challenges

To what extent do you feel it will leave your business better placed to deal with the economic challenges that lie ahead?



Most (52%) felt their business would be better placed to deal with economic challenges and 1 in 4 thought they'd be much better placed.

Only 2% felt they'd be worse off, while 46% said it would make no difference.

Base: 44

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The Windsor Framework...5

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How and in what ways do you feel your business will be in a **BETTER** position (to deal with economic challenges)?

A lot has been promised before but not a lot has happened, so I am not that confident it will make much difference. People are still uncertain so are holding back.

Employment, investment, growth.

Getting materials may improve.

I do all the ordering here, it will cut the paperwork, should stop delays, cut costs and charges and there will be more free flow of stock.

I don't see the prices coming down much, it has balanced somewhat though, but I still see prices increasing this year regardless.

I think it will maybe put us in a slightly better position. However, there will still be some red tape, charges and extra paperwork that wouldn't have been present in the past.

I think we should be in a better position, because the extra charges should be taken away, making things cheaper. Also, there won't be limits on stock sent because of the charges.

If it works it will ease the congestion between EU, UK and NI. Which will have an effect on being able to deal with economical challenges. I do feel it will help perishable goods merchants more than construction merchants.

If the agreement works it will bring more confidence and get things moving again, as it has slowed to what it was previously.

Improved growth in the economy and increased employment opportunities

Increase jobs and economic growth.

Increased economic growth and more employment opportunities.

It can only be positive, will give more stability and push everything forward, it's going to be far less harmful.

It settles government and therefore there is a bigger chance of more money released from them.

It should bring more opportunities.

It will help to free up movement of goods as well as lower inflation.



The Windsor Framework...6

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How and in what ways do you feel your business will be in a **WORSE** position (to deal with economic challenges)?

It's all a load of rubbish, I don't believe anything I am hearing, probably be in a worse position.

New monthly Omnibus survey of Builders' Merchants

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- MRA Research has launched a new monthly Omnibus survey, where you can buy as few or as many questions as you want. The results are for your eyes only.
- Benefits include:
 - Representative sample of merchants' views with built in quotas for reliability.
 - Research is conducted by experienced professionals who know the industry.
 - It's quick, confidential, reliable and more cost effective than chancing your own or commissioning an ad hoc survey.
 - Free advice and support to get it right.
 - Help with designing questions and calculating how many interviews you need.
 - Results presented in tables. Ask if you want charts and bullet point commentary.

Talk to Yvette Kirk, MRA Research Project Director on 07918 272936 or email yvette@mra-research.co.uk Create your survey now. Results 2 working days after fieldwork.



Winners 22 times 2002-2022
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