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EVIDENCE-BASED MARKET REPORT

STRATEGIQUE INTELLIGENCE BRIEFING · AUSTRALIA

Australian Electricians Market Report

A dated comparison of 4 selected electricians markets, built from stored competitor, demographic, rating, and review evidence.

4	21	21	67
selected suburbs	mapped businesses	ratings sampled	review snippets

Snapshot issued 28 October 2026. Source reports generated from 31 July 2026 to 9 August 2026.

WHY THIS REPORT EXISTS

The evidence trail behind this comparison

Electrical contracting is local almost by definition. The work happens in the customer's home or premises, travel time eats directly into billable hours, and emergency or same-day jobs reward operators who are physically close. Most residential electricians draw the bulk of their work from a defined service radius. For that reason, the competitive set that matters is the handful of operators covering the same streets, not the national market. The sample reflects this: mapped competitor counts range from 1 in Cottesloe to 9 in Brighton, and that range shapes very different competitive conditions inside the same trade.

Customer choice in this category is driven heavily by trust and risk. Electrical work is safety-critical, mostly invisible once finished, and hard for a householder to judge on technical merit. Customers therefore lean on proxies: whether the tradesperson turns up when promised, whether they explain the job clearly, and what other locals say about them. The pooled review themes bear this out. Reliability (42 of 67 snippets), communication (29) and response time (28) all appear more often than price and quotes (17). As general industry knowledge, this pattern is consistent with a trade where repeat custom and word-of-mouth referral outweigh one-off price shopping.

Density and pricing power interact in a predictable way in trades like this. Where many operators share a catchment, customers can easily obtain several quotes, and differentiation tends to shift toward service quality and reputation. Where few operators exist, the scarcity of alternatives can matter more than any individual operator's pitch. That general dynamic is why the gap between Brighton's density score of 52 and Cottesloe's 18 is more useful for decision-making than either figure alone.

A suburb-by-suburb comparison matters because headline indicators pull in different directions. In this sample, the suburb with the highest score (Brighton) has the highest density. The suburb with the highest income (Cottesloe) has the smallest population at 7,750 and the least review evidence. The suburb with the lowest income (Newcastle, $1,929/week, Census 2021) still carries a 4.8/5 average competitor rating, second only to Cottesloe. Only by setting these figures side by side does the reader see the trade-offs rather than a single flattering number.

EXECUTIVE SIGNAL

What the evidence shows

This report compares four Australian suburbs (Brighton VIC, North Sydney NSW, Newcastle NSW and Cottesloe WA) to show how Strategique Scores, competitive density, competitor ratings, ABS Census 2021 household income and review themes combine into a picture of local competition for electricians. The four suburbs are illustrative evidence of how the comparison works. They are not a shortlist of places to open.

Brighton tops the sample with a Strategique Score of 79, just 2 points ahead of North Sydney (77) and 4 ahead of Cottesloe (75). Newcastle trails at 61, 12 points below the sample average of 73. A high score does not mean an open market. Brighton also has the highest competitive density in the sample at 52/100 against an average of 39, the most mapped competitors (9) and the lowest average competitor rating (3.9/5).

Cottesloe sits at the other end on density, at 18/100, less than half the sample average. It also records the highest Census 2021 median household income ($3,351/week), but it rests on the thinnest evidence base: one mapped competitor, one rated listing and 3 review snippets.

Across all 67 pooled review snippets, reliability is mentioned 42 times, roughly 63% of snippets. That makes it the clearest single expectation customers bring to electricians in this sample, ahead of workmanship quality (32), communication (29), response time (28) and price and quotes (17).

The practical lesson is that no single metric settles a location question. The value comes from reading score, density, ratings and income against each other, and a reader can generate that same comparison for their own suburb through strategique.

THE COMPETITIVE LANDSCAPE

How the evidence interacts across this sample

Brighton illustrates the high-demand, high-contest archetype. Its Strategique Score of 79 and opportunity score of 94 both lead the sample. Yet its density score of 52 is 13 points above the sample average of 39, and its 9 mapped competitors are 3 more than the next-highest, Newcastle (6). The distinctive figure is its average competitor rating of 3.9/5, the lowest in the sample and 0.8 below North Sydney's 4.7. Possible interpretation: in the most crowded market of the four, incumbents are not uniformly meeting customer expectations, so service quality may be a contestable dimension rather than a settled one. Hypothesis to test: an operator who reliably delivers on the themes customers raise most could differentiate in Brighton's crowded field. Validate this by reading the actual reviews and checking local pricing before treating it as a gap. The linked per-suburb opportunity report and competitive-forces breakdown for Brighton quantify rivalry further.

North Sydney represents a high-score, high-bar archetype. Its score of 77 is within 2 points of Brighton's, and its density score of 42 sits slightly above the sample average. With 5 mapped competitors, it has the second-fewest in the sample. Its average competitor rating of 4.7/5, however, is 0.8 above Brighton's. Possible interpretation: fewer competitors than Brighton, but those present are already rated highly, so a newcomer would be competing against an established reputation standard rather than a quality vacuum. Strategies built on undercutting incumbents' service are harder to sustain where ratings are already this close to the ceiling. Hypothesis to test: specialisation, such as particular job types or customer segments, may matter more here than general service claims.

Newcastle is the regional counterpoint. Its score of 61 is the lowest in the sample, 14 points behind Cottesloe, and its Census 2021 median household income of $1,929/week is $780 below North Sydney's and $1,422 below Cottesloe's. Its density score of 43 and 6 mapped competitors place it close to the sample's mid-range on competition. Its average rating of 4.8/5 is the second-highest. Newcastle also records the highest monthly reliability mention count among the trend signals, at around 17, against roughly 15 in Brighton and 9 in North Sydney. Possible interpretation: in a market with lower income context and a mid-range competitor set, incumbents appear to be competing on, and being recognised for, dependability. Income figures are context only. They do not establish what Newcastle households spend on electrical work, and a lower score relative to the sample is not the same as a lack of demand.

Cottesloe is the low-density, thin-evidence archetype. Its density score of 18 is less than half the sample average, it has a single mapped competitor, and it records the highest Census 2021 median household income at $3,351/week, $633 above Brighton. Its 5.0/5 average rating comes from one rated listing, and only 3 review snippets were captured, against 18 to 25 in each of the other suburbs. Its population of 7,750 is the smallest in the sample, about a third of Brighton's 22,758. A simple ratio from the data gives roughly 7,750 residents per mapped competitor in Cottesloe, against about 2,100 to 2,500 in the other three suburbs. Possible interpretation: fewer local alternatives, but a small residential base, and electricians typically serve a radius that extends beyond suburb boundaries. Competitor counts do not establish room for another operator. Operators based in neighbouring suburbs may already service Cottesloe without being mapped there.

Taken together, the archetypes reward different strategies. Brighton's combination of high density and lowest rating suggests competing on demonstrable service quality. North Sydney's high ratings suggest competing on specialisation or a defined niche. Newcastle's rating and reliability profile suggests dependability is already the price of entry. Cottesloe's low density suggests weighing the catchment beyond the suburb itself. Each of these is a hypothesis to test with customer research, local price checks and the operator's own cost base, not a conclusion.

The review and trend data show where expectations are anchored. Reliability leads the pooled themes at 42 of 67 snippets. It is the tracked theme in three of four suburbs, and all trend signals are flat month-on-month, so customer priorities are stable rather than shifting. Cottesloe's tracked theme is response time,

at around 2 mentions a month, though on 3 snippets that signal is too thin to interpret confidently. Price and quotes appears in only 17 of 67 snippets, about a quarter. Possible interpretation: in this sample, competitors win or lose ground mainly on whether they turn up and do the job properly, rather than on price alone. The linked SWOT breakdowns, where available, show how these themes map to each suburb's strengths and weaknesses.

01 / EVIDENCE TABLE

Selected suburb comparison

Each card mirrors the interactive report's evidence table. Open the linked market opportunity report for the full local breakdown.

Brighton, VIC

AFFLUENT BAYSIDE

79
Strategique Score / 100

Density 52/100 · 9 mapped competitors · 3.9/5 avg rating (9) · 25 review snippets
Population 22,758 · Median household income $2,718/wk · Data updated 31 July 2026

North Sydney, NSW

DENSE METRO

77
Strategique Score / 100

Density 42/100 · 5 mapped competitors · 4.7/5 avg rating (5) · 18 review snippets
Population 12,441 · Median household income $2,709/wk · Data updated 9 August 2026

Newcastle, NSW

REGIONAL DEMAND LEADER

61
Strategique Score / 100

Density 43/100 · 6 mapped competitors · 4.8/5 avg rating (6) · 21 review snippets
Population 12,805 · Median household income $1,929/wk · Data updated 9 August 2026

Cottesloe, WA

AFFLUENT COASTAL

75
Strategique Score / 100

Density 18/100 · 1 mapped competitors · 5.0/5 avg rating (1) · 3 review snippets
Population 7,750 · Median household income $3,351/wk · Data updated 31 July 2026

02 / CUSTOMER EVIDENCE

What appears in available review snippets

Transparent mention counts from the stored snippets, not sentiment scores or a survey of all customers.

Reliability 42 mentions

Workmanship quality 32 mentions

Communication 29 mentions

Response time 28 mentions

Price and quotes 17 mentions

TREND SIGNALS MONTH OVER MONTH

- "Reliability" mentions in Brighton have held steady at around 15 this month, consistent with the trailing 2-month average.
- "Reliability" mentions in North Sydney have held steady at around 9 this month, consistent with the trailing 2-month average.
- "Reliability" mentions in Newcastle have held steady at around 17 this month, consistent with the trailing 2-month average.
- "Response time" mentions in Cottesloe have held steady at around 2 this month, consistent with the trailing 2-month average.

03 / OPPORTUNITY SIGNALS

Location signals worth investigating

RELATIVE MARKET HEADROOM

Brighton

Brighton leads this comparison with a Strategique Score™ of 79, 2 points ahead of North Sydney (77). It also carries a competitive density score of 52/100 against a sample average of 39, and 9 mapped competitors -- so this is not an under-served market; treat the score as evidence of demand worth investigating, not a signal that entry would be easy.

LOWER MAPPED COMPETITIVE DENSITY

Cottesloe

Cottesloe has the lowest competitive density in this comparison at 18/100, against a sample average of 39 and North Sydney's 42/100, based on the businesses mapped for each market.

HIGHER HOUSEHOLD-INCOME CONTEXT

Cottesloe

Cottesloe records the highest median household income in this comparison at $3,351/week, ahead of Brighton at $2,718/week. This is context only; it does not establish spend, foot traffic, or product fit.

STRONGEST CUSTOMER-RATING SIGNAL

Cottesloe

Cottesloe carries the highest average competitor rating in this comparison at 5.0/5 across 1 rated listings,

ahead of Newcastle at 4.8/5. High ratings can reflect either a well-served market or a high bar new entrants would need to clear -- read it alongside density, not on its own.

WHO SHOWS UP IN THESE MARKETS

Family and household regulars, on average across this sample

The pooled ABS persona for these markets, labelled Family and household regulars, points to an established, educated household base. Median age is 42 years, 43% hold a bachelor degree or higher, and family households make up 61%, with single-person households at 39%. Some 40% have never married, so the base mixes families with a substantial share of singles and couples. The pooled Census 2021 median household income is $2,677/week. Within the sample, Newcastle ($1,929/week) sits well below that figure and Cottesloe ($3,351/week) well above it, so the pooled number masks real variation between suburbs.

Employment skews toward professional (18%) and healthcare (17%) occupations. Possible interpretation: many of these households may work fixed or shift schedules that make tradesperson punctuality and clear scheduling especially important. This is a hypothesis to test, not an established fact.

The review themes fill in what these customers actually value. Reliability appears in 42 of 67 snippets, workmanship quality in 32, communication in 29 and response time in 28, while price and quotes appears in only 17. Taken together, the persona looks like a household that wants an electrician who turns up when promised, explains the job, does it properly and can be called again. Repeat and referral relationships are likely to matter more to this group than one-off discounts, though operators should confirm that with their own customers.

42 yrs	43%	39%	61%	18%	17%	40%	$2,677/wk
Median age	Bachelor degree+	Single-person households	Family households	Professional employment	Healthcare employment	Never married	Median household income

Derived from ABS Census DataPack fields (2021) attached to each stored market report, averaged across the curated sample. This is a demand-context signal, not a customer survey.

04 / RECOMMENDED NEXT MOVE

What to do with this, in order

1. **Run your own suburb through strategique**
   The four suburbs here illustrate the method. They are not recommendations. Run the suburb you are actually considering through strategique to get the same score, density, rating, Census 2021 income and review-theme comparison for your own decision.
2. **Read score and density together**
   Brighton's lead on score (79) alongside the highest density (52) shows why one metric misleads. When you review your own suburb's results, check where its density sits relative to its comparison set before treating a high score as an opening.
3. **Audit competitor reviews against the top themes**
   Reliability, workmanship quality and communication dominate the 67 pooled snippets in this sample. Use your own strategique report to see which of these themes local competitors are praised or criticised for, and test whether your service genuinely addresses the gaps.
4. **Treat income and counts as context, then verify**
   Income and competitor counts frame the question but do not answer it, as Cottesloe's high income and single competitor on 3 snippets shows. Pair your own suburb's figures with local price checks, conversations with customers and a realistic view of your costs and service radius.

FREQUENTLY ASKED

Common questions on electricians competition and strategy

Does a high Strategique Score mean a suburb is easy to enter as an electrician?

No. In this sample, Brighton has the highest score at 79 but also the highest density at 52/100 against a sample average of 39, and the most mapped competitors at 9. The score is evidence of demand worth investigating. It is not a measure of how contested the market is, so always read it alongside density.

What do customers actually care about most when choosing an electrician?

Across 67 pooled review snippets, reliability is mentioned 42 times, followed by workmanship quality (32), communication (29), response time (28) and price and quotes (17). Customers in this sample talk far more about dependability and service than about price. That is consistent with a safety-critical trade where workmanship is hard for householders to judge directly.

If competitor ratings in my area are low, is that an opportunity?

Possibly, but treat it as a hypothesis. Brighton's 3.9/5 average is the lowest in the sample and sits in its densest market, which may indicate that service quality is contestable there. Low ratings can also reflect hard-to-serve job types or a small number of vocal reviewers, so read the actual reviews before drawing conclusions.

Can I charge more in a higher-income suburb?

Not on income evidence alone. Census 2021 median household income ranges from $1,929/week in Newcastle to $3,351/week in Cottesloe in this sample, but income is context, not a measure of what households spend on electrical work or will pay. Test pricing with local price checks, customer research and your own costs.

Is a suburb with only one competitor under-served?

Not necessarily. Cottesloe has one mapped competitor and a density score of 18, the lowest in the sample, but also the smallest population at 7,750 and only 3 review snippets. Electricians typically work across a service radius, so operators based nearby may already cover the area. Competitor counts alone do not establish room for another operator.

Are customer expectations changing over time?

In this sample, no meaningful shift is visible. All four tracked trend signals are flat, with reliability holding at around 15, 9 and 17 monthly mentions in Brighton, North Sydney and Newcastle respectively, and response time at around 2 in Cottesloe. Stable expectations mean the basics customers already value are likely to remain the core of competitive positioning.

How should a regional market compare with a metro one?

Newcastle shows that a lower score and lower income context do not imply weaker incumbents. Its score of 61 is the lowest in the sample, yet its 4.8/5 average rating is the second-highest and its reliability mentions are the highest of the tracked suburbs. Judge regional markets on competitor quality and density, not on income or score alone.

05 / EVIDENCE NOTES

Methodology and sources

- This report deliberately curates one electricians market per selected region -- distinct trading archetypes rather than whichever reports happened to run most recently -- so the comparison reflects genuinely different trading conditions.
- Competition and rating measures are read from the stored Google Places competitor records attached to each linked market report.
- Population and household-income context is read from the stored ABS demographic fields attached to each linked market report.
- Customer review snippets for the curated markets are fetched live from Google Places for their top competitors when not already stored, then counted for topic mentions each month to build a trend history. Trend statements compare this month's mention counts to the trailing average, not sentiment scores or a representative survey of all customers.
- The Strategique Score™ and its components are shown exactly as stored at report generation time; this report does not recalculate them.

SOURCES

- strategique published electricians opportunity reports (stored market report snapshots)
- Google Places competitor listings, ratings, and review snippets for the top competitors in each curated market
- Australian Bureau of Statistics demographic fields captured in those reports

READ THIS WITH CARE

What this report cannot tell you

- This is a curated sample of 4 markets, not a national census of electricians or customers.
- Google listings and reviews can be incomplete, delayed, or categorised inconsistently.
- Review snippets only cover the top few competitors per market by review volume; missing themes do not mean customers did not discuss them.
- Scores and demographics support early location research only. They do not predict revenue, foot traffic, rent, licensing, staffing, or business success.

Continue the research in strategique

Open the interactive report to continue into each linked opportunity report, Strategique Score, SWOT, and Porter's Five Forces.