



Employer & Job Hunter Intentions Report

June 2021

Foreword

Welcome to the fourth edition of our annual Employer and Job Hunter Intentions Report. We're pleased to share with you the results from our surveys of both job hunters and employers, where we asked them about their challenges and successes in 2020, as well as their intentions for the year ahead.

What a year it has been. From predictions of 10% unemployment, to the great depression, here we are today with recruitment and retention at the forefront of every business leader's mind.

Overall, our research suggests that business confidence is rising and employers are feeling more positive. It's a funny market though. Our audience is more active and engaged than ever, visits to site are up and we can see the appetite for a change is there. But, for a number of reasons, job hunters are just not as eager to push the apply button. Now, more than ever, they need to be enticed. Why leave a settled job in uncertain times?

That's where you come in. How are you attracting active candidates as well as that passive talent pool and how are you informing your audience? I hope this report will give you some food for thought, and help guide you and your business through any challenges you may experience in the coming year as you navigate the ever-present Covid-19 landscape.

Please reach out to your Trade Me Jobs Account Manager for any further insight or information, and stay tuned for the future.

Kind regards,

Matt Tolich
Trade Me Jobs Sales Director





Employer Survey Findings

May 2021

Survey participants



We surveyed 284 businesses

across NZ on their views of the employment market.



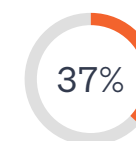
The respondents were:

Internal recruiters, other business owners or managers undertaking or facilitating recruitment as part of wider responsibilities.

Spread across all major industries, the most common being construction & roading, hospitality & tourism, and manufacturing & operations.

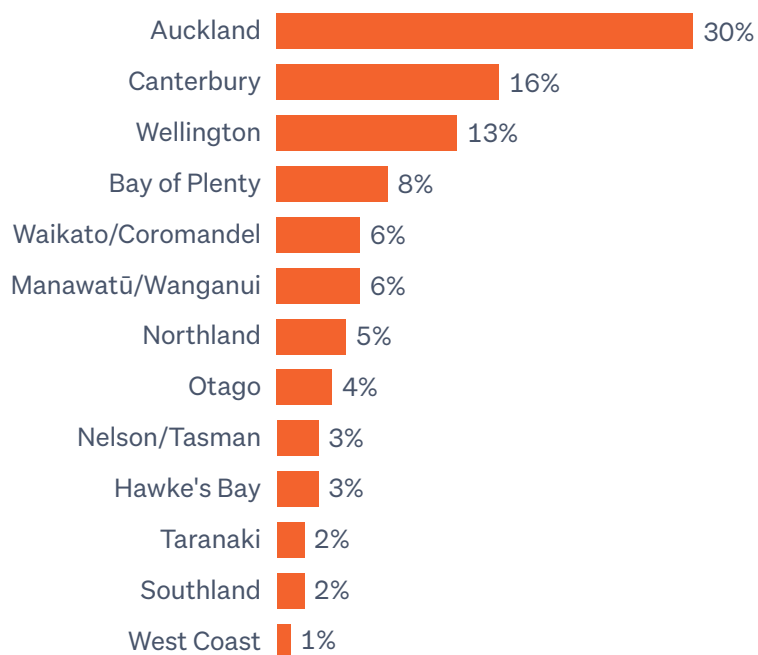


have their largest primary area of business in Auckland, Canterbury or Wellington, which is broadly reflective of the population.

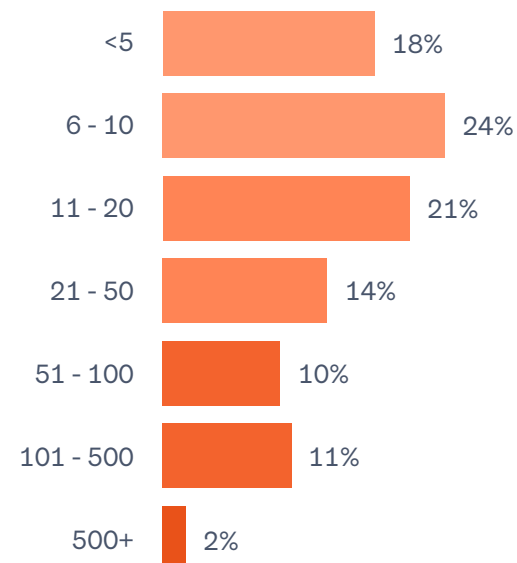


have more than 20 staff.

Primary location of business



Number of staff

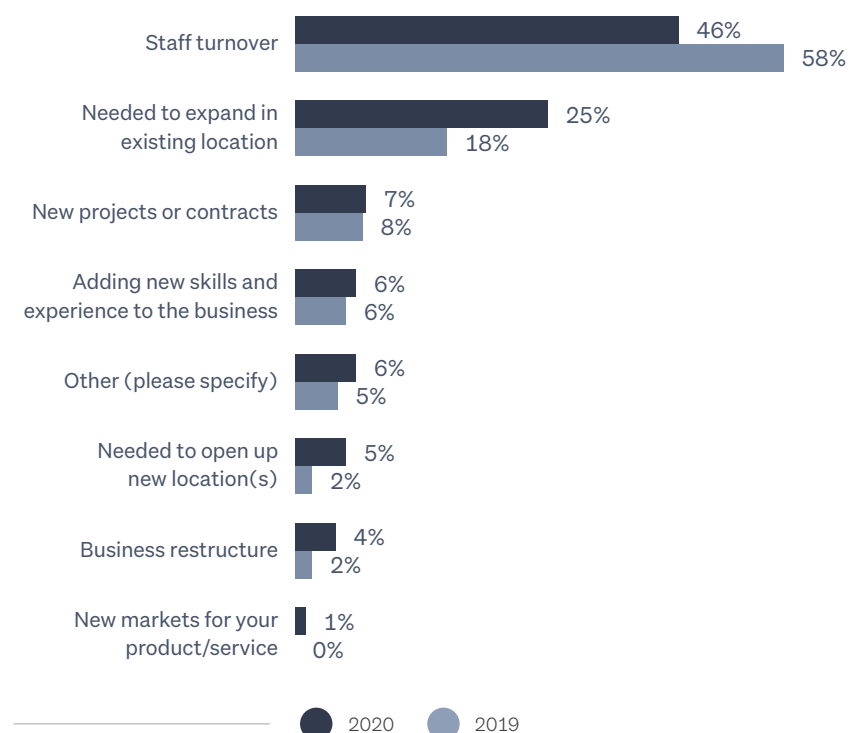


Hiring success in 2020

Primary reasons for recruiting in 2020

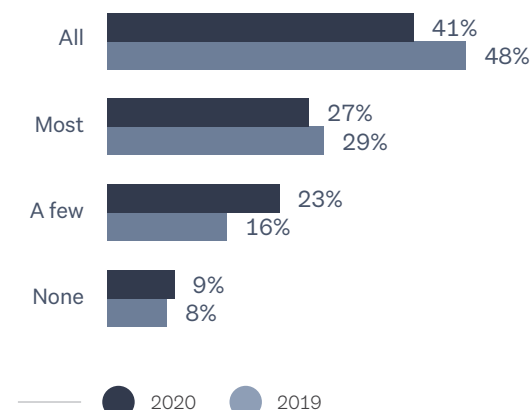
Remaining consistent with our 2019 survey, the primary reason for recruiting in 2020 was to replace people who left (46%).

However, there was a significant increase in hiring to expand in an existing location (24%, compared to 18% in 2019). This growth is an annual trend we've seen since the first survey in 2018.



Proportion of 2020 vacancies filled - businesses feeling the impact of Covid-19

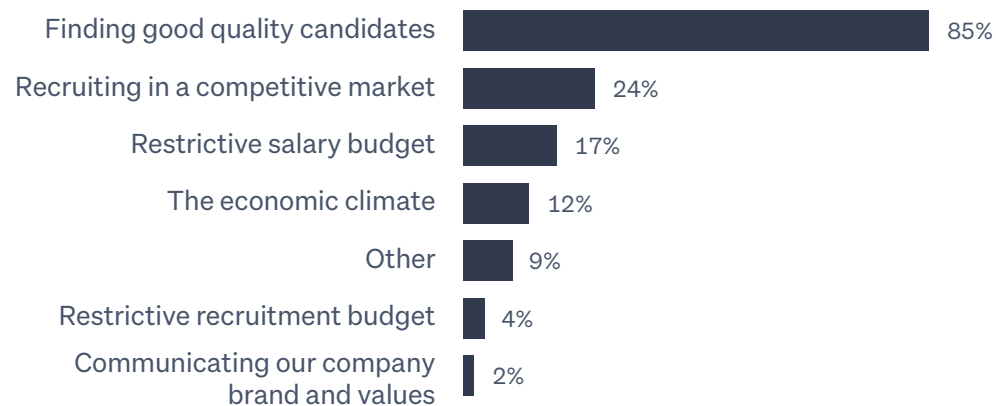
Businesses were slightly less successful in filling vacancies in 2020. 41% of respondents filled all the vacancies they were recruiting for in 2020, vs. 48% in 2019. The majority of employers still filled all or most of their vacancies however, demonstrating that challenges are being overcome.



Hiring challenges in 2020

From the fallout of Covid-19 to immigration policies, the industry was impacted by a number of challenges in 2020.

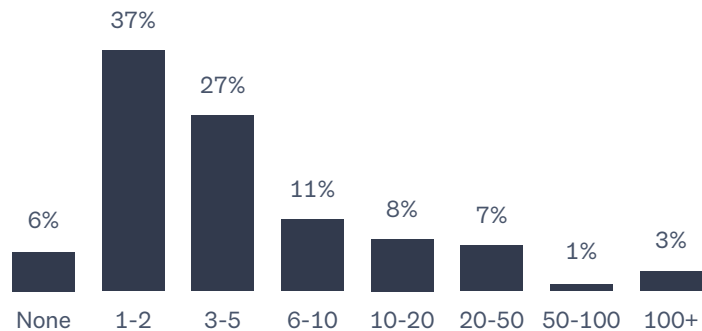
Finding good candidates remained the overwhelming hiring challenge in 2020 (85% of respondents) and tops the list for the fourth year running. Unsurprisingly, we've also seen a rise in the challenges created by the current economic climate (12% vs. 5% in 2019).



Hiring intentions for 2021

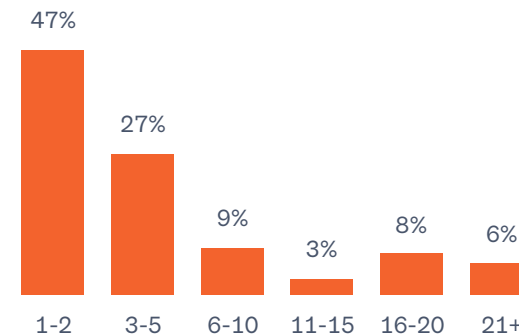
How many vacancies did businesses look to fill in 2020?

Respondents were attempting to hire in lower volumes in 2020 which is reflective of 2019 behaviour. The main shift was the increase to no hires (up 3% from 2019) and decrease in hiring 3-5 staff as well as 50-100 staff, both down 3% respectively compared to 2019.



How many additional staff/contractors do you think you'll hire in 2021?

Respondents are feeling more positive about 2021. 27% think they'll hire 3-5 additional staff or contractors (vs. 22% in 2020) and 8% think they'll hire an additional 16-20 (vs. 1% in 2020).

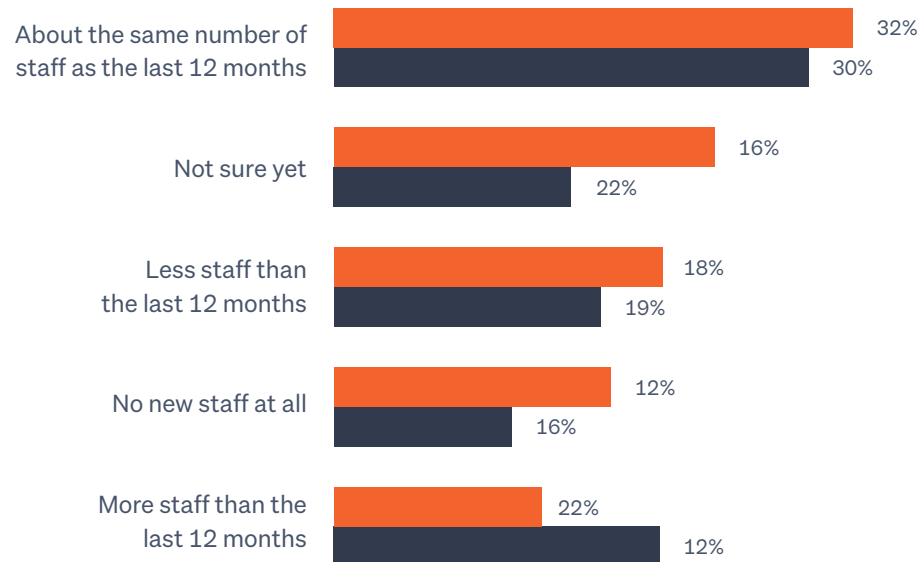


Hiring intentions for 2021

Are businesses looking to fill more or fewer vacancies in 2021? (Excluding replacing leaving staff)

Overall, businesses are expecting to fill about the same or more vacancies in 2021, compared to 2020. 22% expect to hire more staff than the last 12 months (vs. 12% in 2020).

12% of respondents expect to hire no new staff at all, vs. 16% in 2020.



● 2021 ● 2020

Primary reasons for recruiting: 2020 vs. 2021

Respondents believe staff turnover will remain one of the primary reasons for recruiting in 2021, however, we're seeing big year-on-year decreases in this area (it was 58% in 2019, this dropped to 34% in 2020 and is sitting at 29% for 2021).

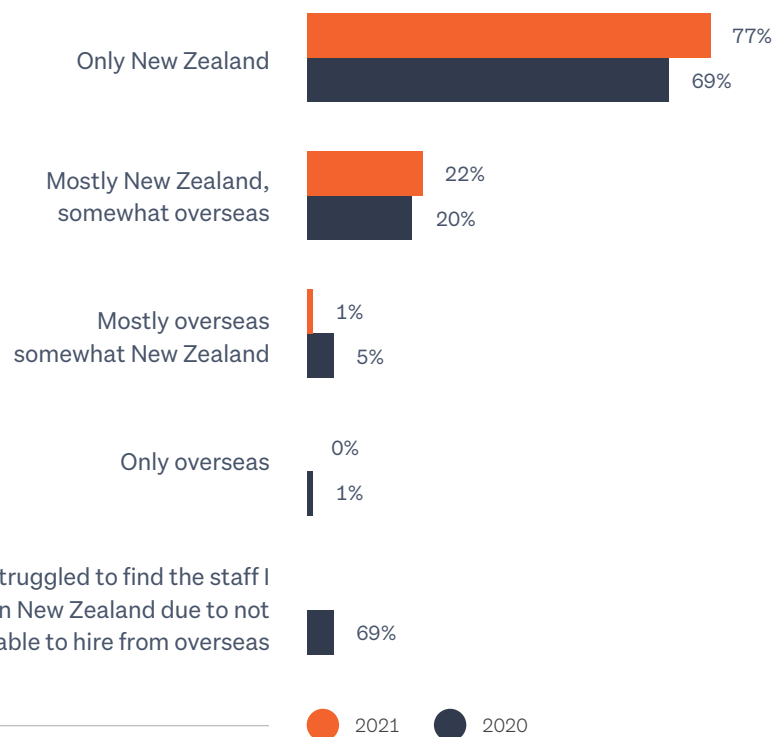


● 2021 ● 2020

Hiring intentions for 2021

Where was talent sourced in 2020 vs. expectations for 2021?

Respondents think they'll hire a similar (63%) number of people solely from NZ in 2021 compared to 2020 (61%). Immigration policy is likely to be having an impact on where businesses believe they'll hire from.

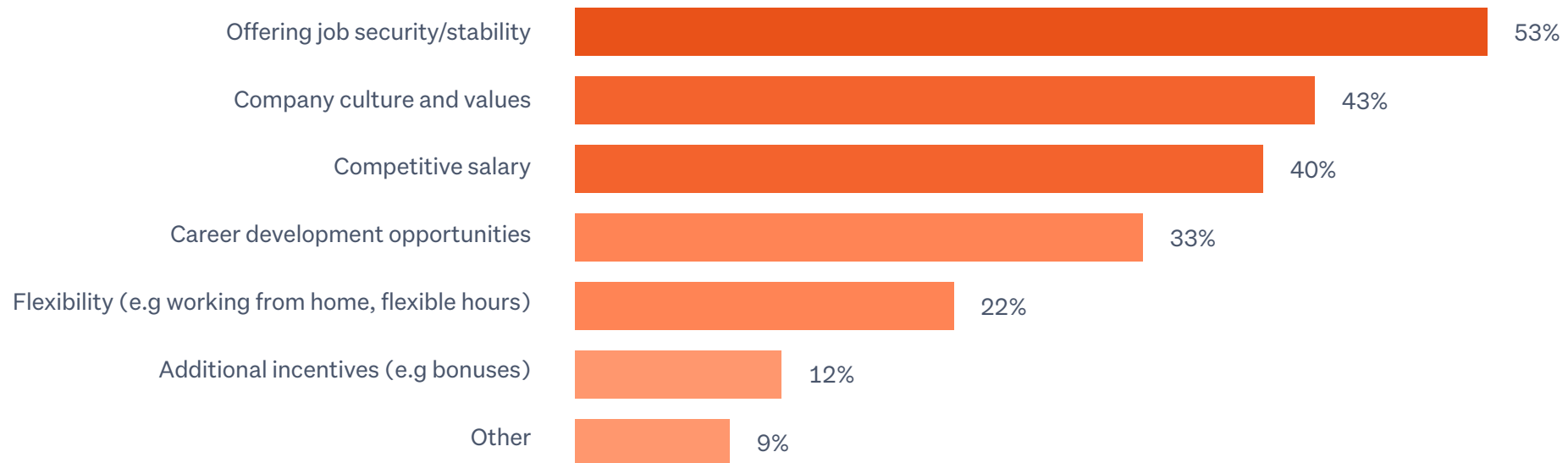


Attracting candidates

Job security and flexibility are important for job hunters but what are employers offering to attract candidates?

Job security and stability remains the biggest incentive businesses are offering to attract candidates (53%). While job security and stability is still important for job hunters (60% of respondents), this was knocked off the top spot by work/life balance (61% of respondents). More businesses are offering flexible working programmes than ever before (see next page), but less are offering flexibility as an incentive to attract candidates (22% vs. 24% in 2020).

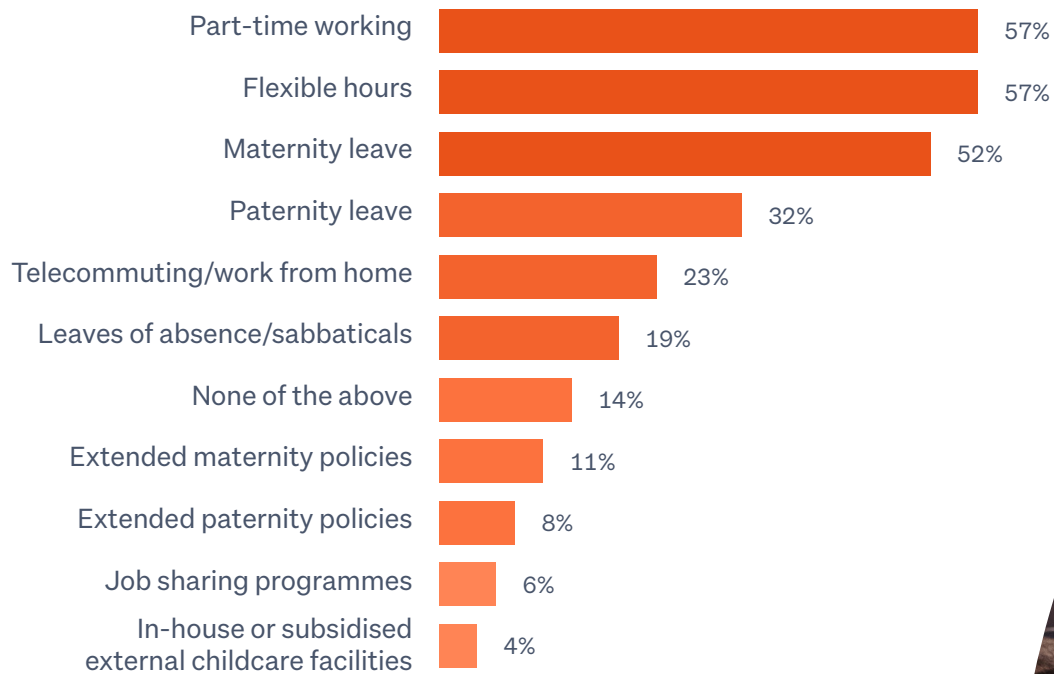
In contrast, we've seen a rise in the number of employers focused on offering career development opportunities as an incentive (33% vs. 22% in 2020). Pre-Covid-19 times, career development was viewed by job hunters as one of the most important factors in an ideal job; however, this has since shifted and less now see this as the most important factor (42% vs. 49% in 2020).



Flexible working

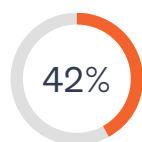
What flexible working programmes do businesses offer?

Since Covid-19, working from home has become more of an accepted norm, with many companies now offering employees the choice to work from home, in the office or do a mix of both. It's therefore not surprising that compared to last year, the percentage of employers offering flexible working programmes has increased across almost all aspects (with leaves of absence/sabbaticals and job sharing programmes being the only exceptions).

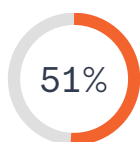


Impact of 2020 government legislative changes

This year we asked if there were any government policy changes in 2020 that impacted respondents' businesses.



mentioned
minimum
wage changes



mentioned
immigration changes
and border closures



mentioned
proposed sick
leave increase

Almost half of respondents said they were impacted by government policy changes, with a big increase in the number of respondents mentioning minimum wage changes (vs. 16% in 2020) and immigration changes (vs. 12% in 2020).

Business responses to government policy changes

“Minimum wage increases have a knock-on effect with all levels of staff and rates.”

“The increase to the minimum wage, taking away the ability to pay skilled staff more as budgets for wages is drained.”

“Minimum wage increases have always had an impact on our business as the majority of our workforce are minimum wage workers.”

“The restriction on overseas skilled labour. The difficulty of having chefs in the cafe industry recognised as skilled workers.”

“Covid-19 and closing the border. This meant less people were available to us, and no investment by previous governments in trades and apprenticeships meant no skilled Kiwis to do the work.”

“Immigration freeze on work visa and MIQ affected our ability to recruit overseas candidates.”

“The wage subsidy - it turned a dismal looking year into a viable year.”

“Subsidies for apprenticeships - whether we recruit apprentices and how many.”



Job Hunter Survey Findings

May 2021

Survey participants

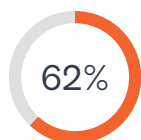


We surveyed 1,414 people

who looked for a job in NZ on Trade Me Jobs in the past 6 months.



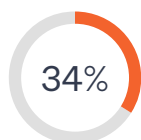
were located in or around one of the three main regions: Auckland, Canterbury or Wellington.



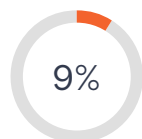
of those currently employed, were paid an hourly rate.



median salary of salaried employees, while waged employees were on a median of \$21 - \$30 per hour.

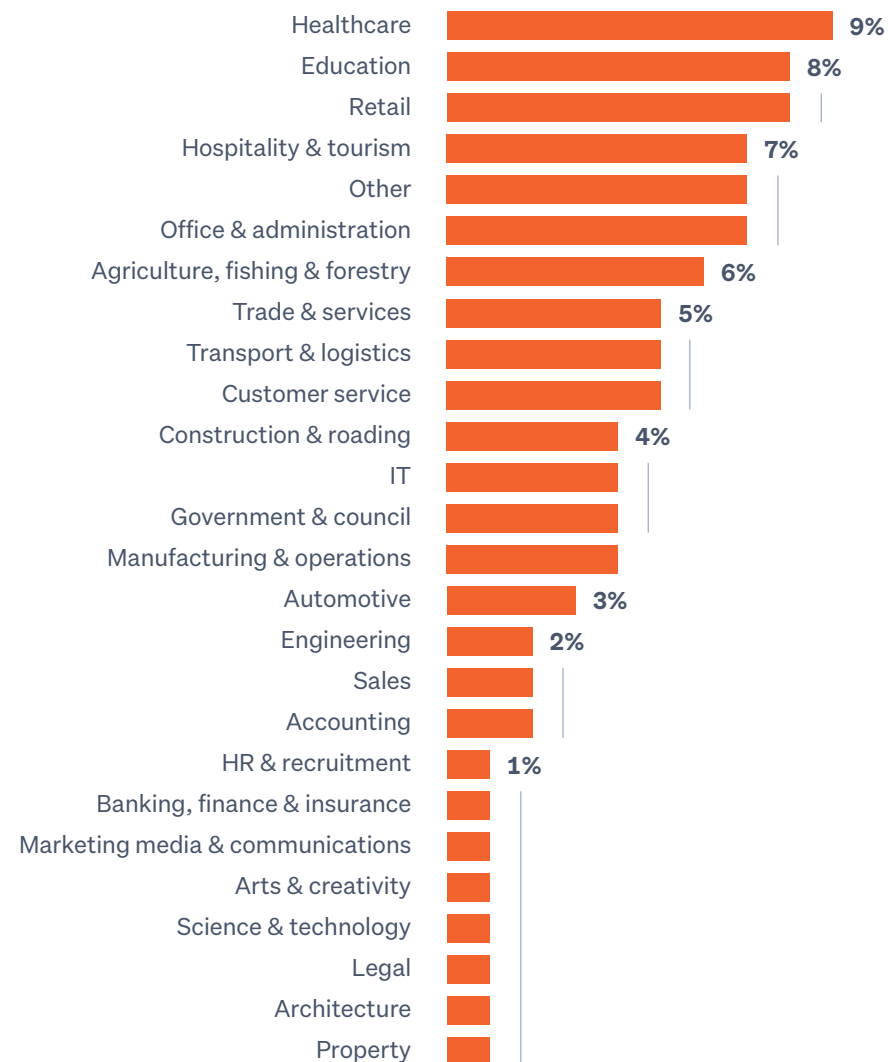


aged 46-55.



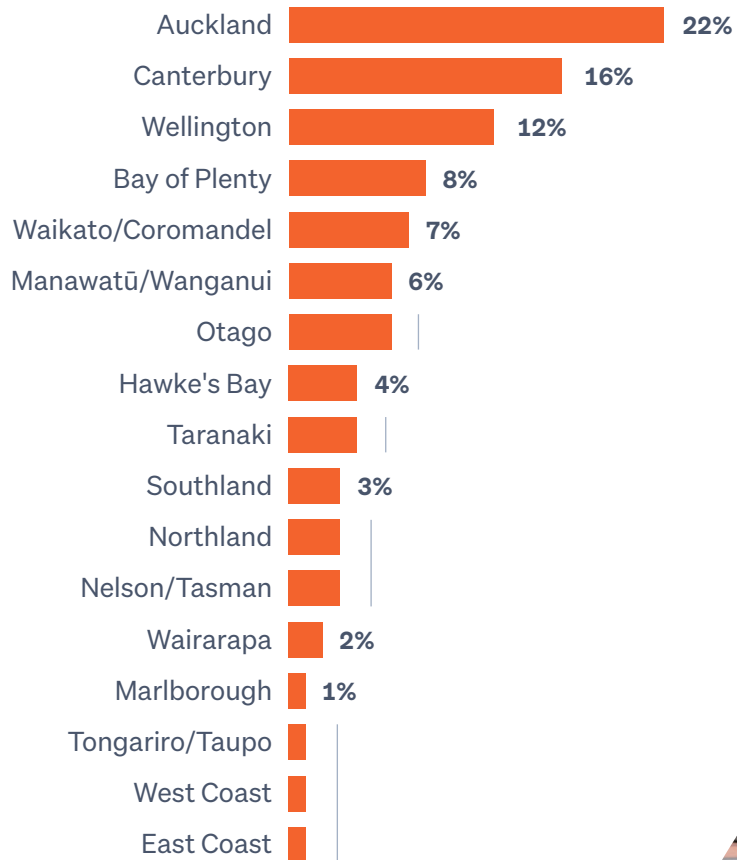
the most responses came from those working in the healthcare industry, followed by education (8%).

Industries respondents work in

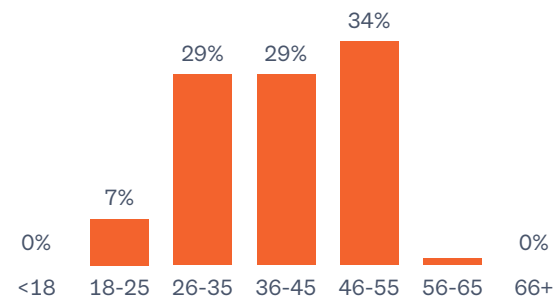


Survey participants

Location of respondents



Age of respondents

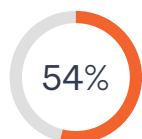


General findings

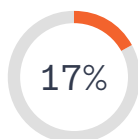
Time to find current job – it continues to be a job hunters market

Across the country job hunters are moving quickly, with only 14% taking more than three months to find their current job. This is a slight decrease from last year's 15% and shows businesses are snapping up quality candidates quickly.

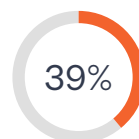
While the hospitality and tourism industries were hard hit by the nationwide lockdown and border closures, over half of respondents took less than two months to find a job. In contrast, over a third of respondents in banking, finance and insurance took more than 3 months to find a job.



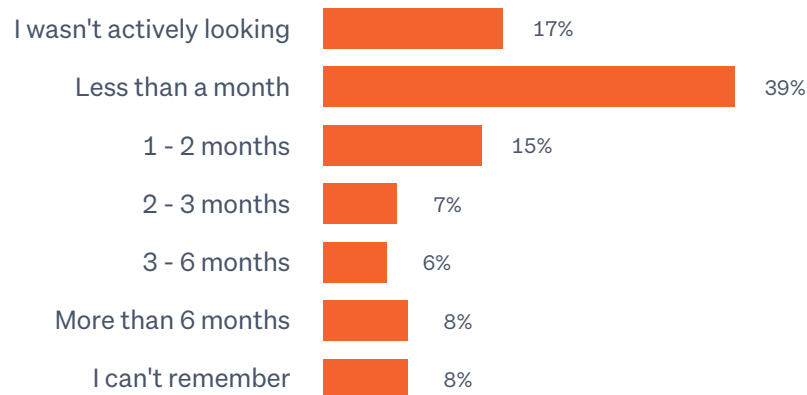
took less than two months to find a job.



weren't actively looking when they found a job. Passive candidates continue to be important.



of respondents in banking, finance and insurance took more than 3 months to find a job.



General findings

Current tenure

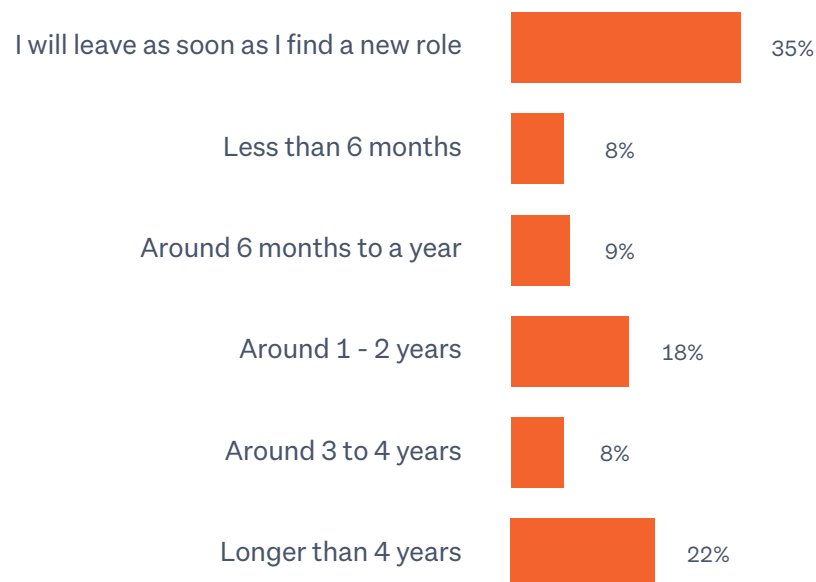
32% of respondents have been in their current role for more than four years, followed by 1-2 years (15% of respondents).



Intentions

How long do you expect to stay in your current role?

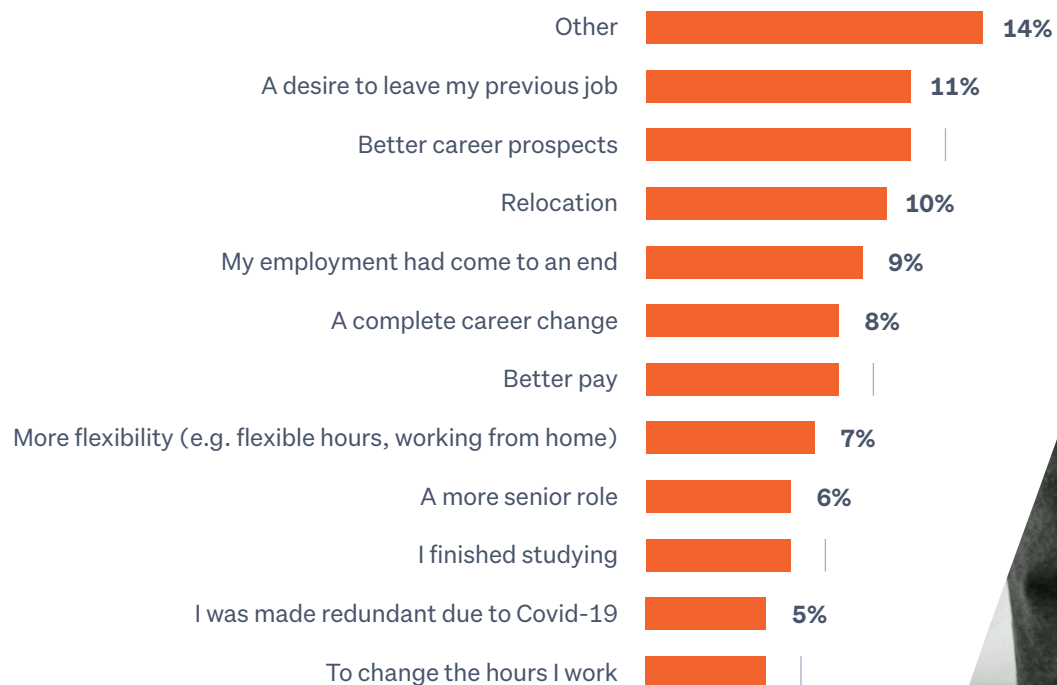
With Kiwis understandably still not 100 percent confident in the economy after such a turbulent 12-18 months, more job hunters are choosing to stick it out, wait until the world begins to return to normal. We saw a drop in the number of people who plan to leave their job as soon as they find a new role (35% vs. 46% in 2020), or intend to leave within a year (17% vs. 25% in 2020). In contrast, there's been a big rise in the number of people expecting to be in their role for 4+ years (22% vs. 14% in 2020).



General findings

Reason for moving into current role

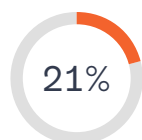
People are most commonly starting jobs for 'other' reasons such as a return to work after an extended time off or simply a need for any job at all. This is closely followed by a desire to leave their previous job and better career prospects.



General findings

Job hunting status

1 in 5 respondents are currently looking and applying for roles, a slight drop on last year (1 in 4), however, over half are either keeping an eye out for new opportunities or aren't looking but would be open to an opportunity if it came up. This shows how important it is to attract that passive talent pool.



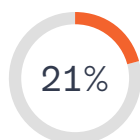
of Aucklanders are actively looking and applying for roles.



of Wellingtonians are actively looking and applying for roles.



of Cantabrians are actively looking and applying for roles.



of respondents are looking and applying for roles.



of respondents are keeping an eye out for opportunities, or aren't looking but would be open to opportunities.

Main reason you're looking for a job: 2021 vs. 2020

The main reason respondents are looking for a job in 2021 is to see what's out there. This was how 1 in 5 respondents answered, over double what it was in 2020 (20% vs. 9%). This trend of passive browsing helps to account for the drop off in applications.



General findings

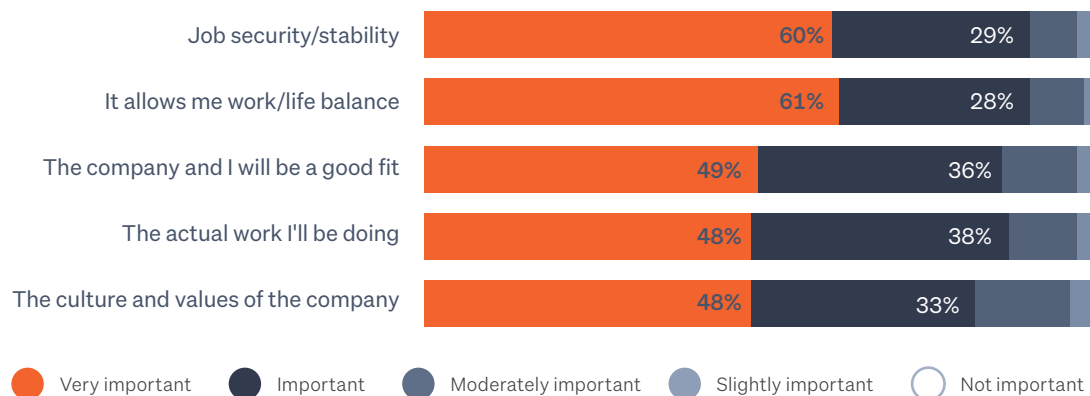
We looked at what factors are most important to job hunters and how these compare to respondent's current roles vs. what they are looking for in their next role.

The responses show a clear gap between what people value and want in their next role, compared to how these factors rate in their current role. This is particularly the case when it comes to work/life balance and having job security and stability.

61% of respondents said work/life balance was very important to them in an ideal job, compared to 42% who rated this the same in their current role. Similarly, 60% of respondents highly value job security/stability in their ideal role, compared to 39% in their current job.

We've also seen a slight shift in what job hunters view as important in an ideal job. Company culture/fit and the actual work they'll be doing are new to the top 5, replacing feeling valued for the work they do and opportunities to develop their skills which were in the top 5 last year.

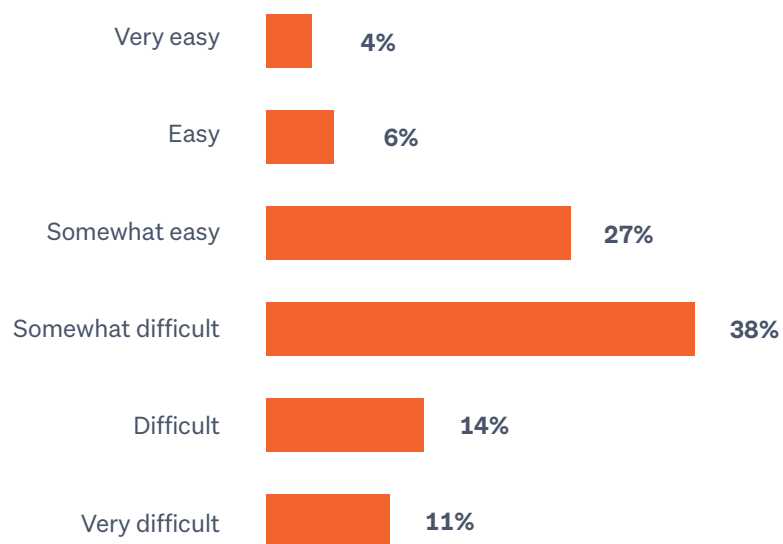
Top 5 important factors in an ideal job



General findings

Ease of finding a job

People are finding it slightly more difficult to find a job with 25% of respondents finding it very difficult or difficult (vs. 21% last year).

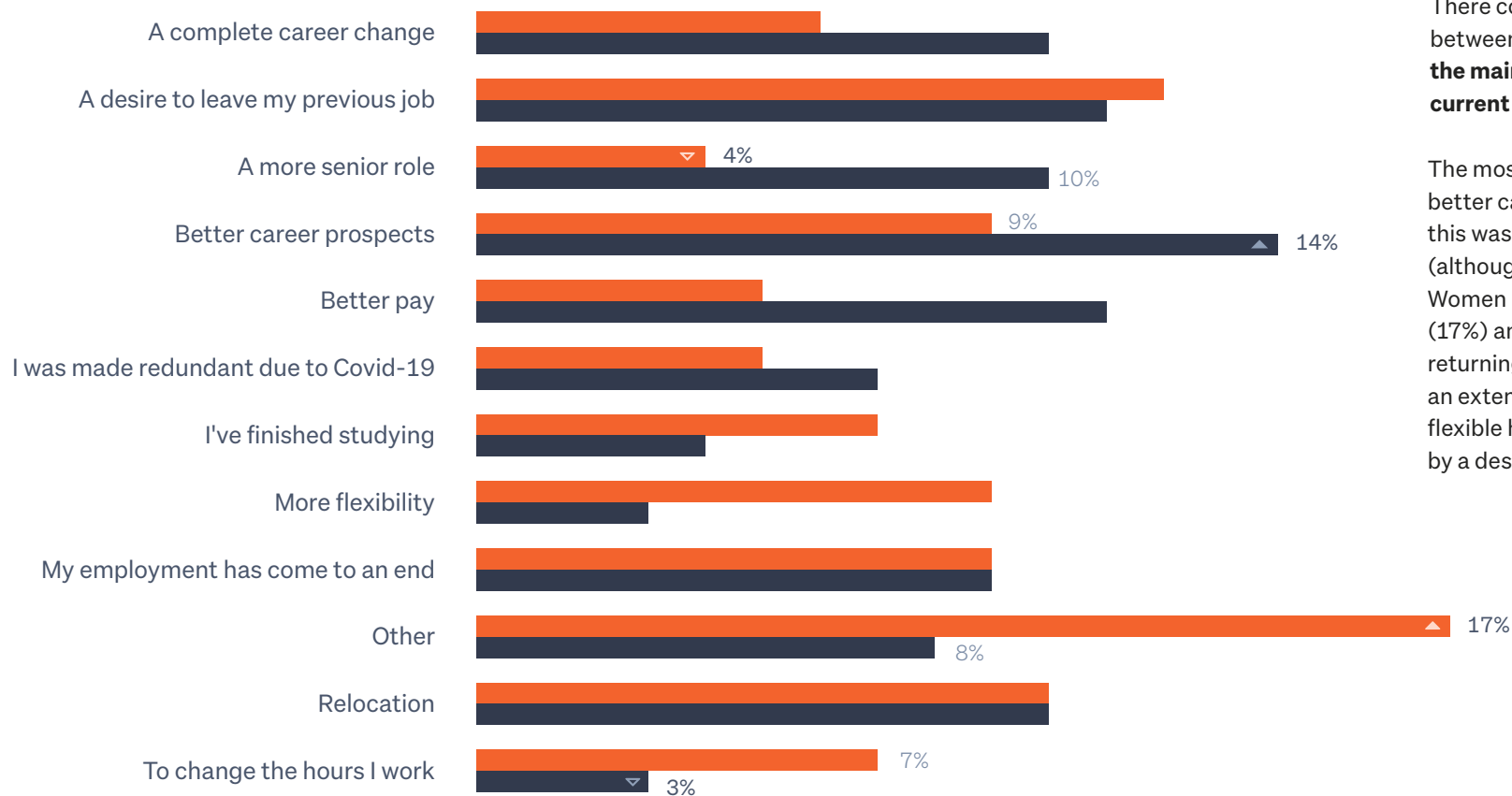


Job hunting frustrations

There has been a slight shift in this area, with missing or inaccurate information within job adverts being the biggest frustration job hunters experience (44% of respondents vs. 28% in 2020). This is followed by lack of feedback from employers and recruiters and a lack of suitable roles. Reading commentary from respondents, one of the biggest annoyances around missing information was no indication of pay rate or salary.



Gender differences



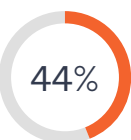
There continues to be some differences between men and women in regards to **the main reason they accepted their current role.**

The most common response from men was better career prospects (14%), however this was only the case for 9% of women (although a 3% increase from last year). Women most commonly selected 'other' (17%) and mentioned reasons such as returning to work after maternity leave or an extended time off caring for children and flexible hours that suited family life, followed by a desire to leave their previous job (12%).

Diversity and discrimination

People believe there is a significant discrimination and lack of diversity issue across NZ workplaces, but considerably less in their own workplaces.

The number of women who consider discrimination a problem in NZ workplaces (47%) has increased from last year (42%). The percentage of men has also increased from 36% to 39%.



consider discrimination to be a problem in **NZ** workplaces.



consider discrimination to be a problem in **their** workplace.



consider lack of diversity to be a problem in **NZ** workplaces.



consider lack of diversity to be a problem in **their** workplace.

More men consider lack of diversity in their own workplace a problem (17%), vs. women (15%).





Appendix

What industry does your business operate in?

Construction & roading	11%
Hospitality & tourism	11%
Manufacturing & operations	10%
Trade & services	10%
Healthcare	8%
Automotive	7%
Retail	7%
Other (please specify)	7%
Agriculture, fishing & forestry	5%
Education	5%
Transport & logistics	4%
HR & recruitment	3%
IT	2%
Sales	2%
Accounting	1%
Architecture	1%
Banking, finance & insurance	1%
Customer service	1%
Legal	1%
Property	1%
Science & technology	1%
Arts & creativity	0%
Government & council	0%
Marketing media & communications	0%
Office & administration	0%

Where is your business primarily located?

Auckland	30%
Canterbury	16%
Wellington	13%
Bay of Plenty	8%
Waikato/Coromandel	6%
Manawatū/Wanganui	6%
Northland	5%
Otago	4%
Nelson/Tasman	3%
Hawke's Bay	3%
Taranaki	2%
Southland	2%
West Coast	1%
East Coast	0%
Wairarapa	0%
Tongariro/Taupo	0%
Marlborough	0%
Chatham Islands	0%
Outside of New Zealand	0%

How many staff (including contractors) do you have in your business?

Less than 5	18%
6 - 10	24%
11 - 20	21%
21 - 50	14%
51 - 100	10%
101 - 500	11%
Over 500	2%

How many vacancies did your business look to fill in 2020?

None	6%
1-2	37%
3-5	27%
6-10	11%
10-20	8%
20-50	7%
50-100	1%
100+	3%

What was the primary reason for recruiting in 2020?

	2020	2019
Staff turnover	46%	58%
Needed to expand in existing location	25%	18%
New projects or contracts	7%	8%
Adding new skills and experience to the business	6%	6%
Other (please specify)	6%	5%
Needed to open up new location(s)	5%	2%
Business restructure	4%	2%
New markets for your product/service	1%	0%

Of the vacancies you looked to fill in 2020, how many did you manage to fill?

	2020	2019
All	41%	48%
Most	27%	29%
A few	23%	16%
None	9%	8%

What type of staff did you hire in 2020?

All permanent staff	47%
Mostly permanent staff	28%
An equal mix of contract and permanent staff	12%
Mostly contract staff with some permanent staff	4%
All contract staff	8%

Of the vacancies you filled in 2020, what worked the best for you when attracting the candidates? (select all that apply)

Offering job security/stability	53%
Company culture and values	43%
Competitive salary	40%
Career development opportunities	33%
Flexibility (e.g working from home, flexible hours)	22%
Additional incentives (e.g bonuses)	12%
Other (please specify)	9%

Which main locations did you place new staff in 2020 (Select up to three)

Northland	6%
Auckland	30%
Waikato/Coromandel	7%
Bay of Plenty	11%
Tongariro/Taupo	1%
East Coast	1%
Hawke's Bay	7%
Taranaki	5%
Manawatū/Wanganui	7%
Wairarapa	2%
Wellington	17%
Chatham Islands	0%
Nelson/Tasman	5%
Marlborough	1%
West Coast	2%
Canterbury	22%
Otago	6%
Southland	4%
Outside of New Zealand	2%

In 2020 where did you look to hire your staff?

Only from New Zealand	73%
Mostly from New Zealand, some from overseas	16%
Mostly from overseas, some from New Zealand	1%
All from overseas	0%
I struggled to find the staff I needed in New Zealand due to not being able to hire from overseas	10%

In 2020, where did the staff you hired come from?

Only from New Zealand	69%
Mostly from New Zealand, some from overseas	20%
Mostly from overseas, some from New Zealand	5%
All from overseas	1%
I struggled to find the staff I needed in New Zealand due to not being able to hire from overseas	5%

What were the biggest challenges you faced filling vacancies in 2020?

Finding good quality candidates	85%
Recruiting in a competitive market	24%
Restrictive salary budget	17%
The economic climate	12%
Other (please specify)	9%
Restrictive recruitment budget	4%
Communicating our company brand and values	2%

Excluding replacing staff who leave, in the next 12 months do you think you'll hire...?

About the same number of staff as the last 12 months	32%
Not sure yet	16%
Less staff than the last 12 months	18%
No new staff at all	12%
More staff than the last 12 months	22%

How many additional staff/contractors do you think you'll hire in 2021?

1-2	47%
3-5	27%
6-10	9%
11-15	3%
16-20	8%
21+	6%

What is the primary reason for recruiting in 2021?

Staff turnover	29%
Need to expand in existing location	30%
New projects or contracts	15%
Adding new skills and experience to the business	11%
Other (please specify)	7%
Need to open up new locations	5%
New markets for your product/service	3%

What kind of staff do you intend to hire in 2021?

All permanent staff	50%
Mostly permanent staff with some contract staff	30%
An equal mix of contract and permanent staff	7%
Mostly contract staff with some permanent staff	6%
All contract staff	6%

In 2021, where do you expect to look for new staff?

Only New Zealand	77%
Mostly New Zealand, somewhat overseas	22%
Mostly overseas somewhat New Zealand	1%
Only overseas	0%

What do you think will be your biggest challenges hiring people in 2021?

Restrictive recruitment budget	7%
Restrictive salary budget	18%
Finding good quality candidates	85%
Communicating our company brand and values	5%
Recruiting in a competitive market	30%
The economic climate	10%
Other (please specify)	6%

Were there any Government policy changes in 2020 that impacted your business?

Yes	45%
No	55%

Which of the following work support / flexibility programmes does your business offer?

Part-time working	57%
Flexible hours	57%
Maternity leave	52%
Paternity leave	32%
Telecommuting/Work from home	23%
Leaves of absence / sabbaticals	19%
None of the above	14%
Extended maternity policies	11%
Extended paternity policies	8%
Job sharing programmes	6%
In-house or subsidised external childcare facilities	4%

What industry do you usually work in?

Healthcare	9%
Education	8%
Retail	8%
Hospitality & tourism	7%
Other (please specify)	7%
Office & administration	7%
Agriculture, fishing & forestry	6%
Trade & services	5%
Transport & logistics	5%
Customer service	5%
Construction & roading	4%
IT	4%
Government & council	4%
Manufacturing & operations	4%
Automotive	3%
Engineering	2%
Sales	2%
Accounting	2%
HR & recruitment	1%
Banking, finance & insurance	1%
Marketing media & communications	1%
Arts & creativity	1%
Science & technology	1%
Legal	1%
Architecture	1%
Property	1%

Which of the following best describes your employment status?

Employed, working full-time	61%
Employed, working part-time	20%
Not employed	14%
Retired	0%
Full-time student	3%
Not able to work	2%

How long did it take you to find this role?

I wasn't actively looking	17%
Less than a month	39%
1 - 2 months	15%
2 - 3 months	7%
3 - 6 months	6%
More than 6 months	8%
I can't remember	8%

How long have you been employed in this role?

Less than three months	12%
Three to six months	9%
Seven to 11 months	8%
1 - 2 years	16%
2- 3 years	13%
3 - 4 years	10%
More than 4 years	32%

What was the main reason you accepted this role?

Other (please specify)	14%
A desire to leave my previous job	11%
Better career prospects	11%
Relocation	10%
My employment had come to an end	9%
A complete career change	8%
Better pay	8%
More flexibility (e.g. flexible hours, working from home)	7%
A more senior role	6%
I finished studying	6%
I was made redundant due to Covid-19	5%
To change the hours I work	5%

When looking for a job, how important are the following for you?

	Very important	Important	Moderately Important	Slightly Important	Not important
Job security/stability	60%	29%	7%	3%	1%
It allows me work/life balance	61%	28%	8%	2%	0%
The company and I will be a good fit	49%	36%	11%	2%	0%
The actual work I'll be doing	48%	38%	10%	2%	1%
The culture and values of the company	48%	33%	14%	3%	1%

How does your most recent
job rate against the following?

	Not important	Slightly important	Moderately important	Important	Very important	N/A
Job security/stability	3%	6%	13%	35%	39%	4%
How others would view my new job	25%	14%	22%	24%	10%	5%
I get responsibility	7%	9%	22%	35%	23%	3%
I get to control my own work	6%	10%	21%	34%	25%	4%
The role is a step up in my job/career path	12%	10%	19%	30%	22%	7%
The actual work I'll be doing	3%	7%	18%	39%	30%	3%
Pay rate or salary package	5%	8%	20%	36%	29%	3%
The person I will be working for	5%	5%	18%	34%	34%	4%
The people I will be working with	4%	6%	16%	35%	35%	4%
The culture and values of the company	5%	7%	16%	33%	36%	4%
The company and I will be a good fit	3%	6%	16%	36%	35%	4%
It allows me work/life balance	4%	4%	15%	31%	42%	4%
It allows me to work from home	29%	10%	14%	16%	13%	19%
I would feel valued for the work I do	5%	8%	17%	36%	31%	3%
Opportunities to develop my skills	6%	10%	18%	33%	28%	5%

Which of the following best describes your current job hunting activity?

I'm actively looking and applying for new jobs	21%
I'm actively looking but have yet to apply for any jobs	8%
I'm keeping an eye out for new opportunities	30%
I'm not looking, but would be open to a new opportunity if it came up	25%
I'm not looking for a job at all	16%

What kind of employment are you looking for? (Select all that apply)

A full-time, permanent role	73%
A part-time, permanent role	35%
A short-term contract role	8%
A longer-term contract role	9%
Other (please specify)	3%

What is your main motivation in looking for a job?

	2021	2020
I am just looking to see what's out there	20%	9%
Better pay	15%	17%
Better career prospects	14%	14%
A desire to leave my current job	10%	12%
Other	8%	7%
My employment has come to an end	6%	10%
More flexibility	6%	7%
A complete career change	6%	6%
Relocation	5%	10%
To change the hours I work	5%	6%
I was made redundant due to Covid-19	3%	0%
I've finished studying	2%	2%

How long do you expect
to stay in your current role?

I will leave as soon as I find a new role	35%
Less than 6 months	8%
Around 6 months to a year	9%
Around 1 - 2 years	18%
Around 3 to 4 years	8%
Longer than 4 years	22%

Do you expect your employment
status to change in the next 12 months?

No	10%
Yes - different job in same industry	26%
Yes - different job in different industry	30%
Unsure	35%

Would you relocate for a new job?

Yes	22%
No	42%
It depends/can't say	36%

Which region would you consider relocating to? (select as many as apply)

Northland	17%
Auckland	26%
Waikato/Coromandel	30%
Bay of Plenty	33%
Tongariro/Taupo	16%
East Coast	9%
Hawke's Bay	21%
Taranaki	14%
Manawatū/Wanganui	15%
Wairarapa	11%
Wellington	27%
Chatham Islands	4%
Nelson/Tasman	26%
Marlborough	16%
West Coast	11%
Canterbury	31%
Otago	25%
Southland	16%
Outside of New Zealand	23%

What are your biggest frustrations when you apply for jobs?

Missing or inaccurate information within job adverts	44%
Lack of recruiter/employer feedback	42%
A lack of suitable roles	39%
Writing a cover letter	34%
The time it takes	33%
Competition for roles	30%
Updating my CV	27%
Discrimination in the selection process	20%
Interviewing	19%
I don't find it frustrating	15%
The economic climate	11%
Other (please specify)	8%

For you, how easy or difficult is finding a job?

Very easy	4%
Easy	6%
Somewhat easy	27%
Somewhat difficult	38%
Difficult	14%
Very difficult	11%

Do you consider a lack of diversity to be a problem in New Zealand workplaces?

Yes	28%
No	37%
Unsure	35%

Do you consider discrimination to be a problem in New Zealand workplaces?

Yes	44%
No	31%
Unsure	25%

Do you consider a lack of diversity to be a problem in your current workplace?

Yes	16%
No	68%
Unsure	16%

Do you consider discrimination to be a problem in your current workplace?

Yes	16%
No	70%
Unsure	14%

For your most recent role, how are/were you normally paid?

A salary	38%
An hourly rate	62%

What is/was your annual salary before tax?

Up to \$20,000	3%
\$20,001 - \$30,000	3%
\$30,001 - \$40,000	3%
\$40,001 - \$50,000	9%
\$50,001 - \$60,000	20%
\$60,001 - \$70,000	18%
\$70,001 - \$80,000	12%
\$80,001 - \$90,000	10%
\$90,001 - \$100,000	7%
\$100,001 - \$110,000	5%
\$110,001 - \$120,000	3%
\$120,001 - \$130,000	1%
More than \$130,000	6%

What is/was your average hourly rate?

Less than \$15	2%
\$15 - \$20	21%
\$21 - \$30	58%
\$31 - \$40	12%
\$41 - \$50	4%
\$51 - \$60	1%
\$61 - \$70	1%
\$71 - \$80	0%
\$81 - \$90	0%
\$91 - \$100	1%
More than \$101	0%

Are you...?

Female	60%
Male	39%
Gender diverse	0%
Prefer not to say	1%

How old are you?

Under 18	0%
18 - 25	7%
26 - 35	29%
36 - 45	29%
46 - 55	34%
56 - 65	1%
Over 66	0%

Where do you live?

Auckland	22%
Canterbury	16%
Wellington	12%
Bay of Plenty	8%
Waikato/Coromandel	7%
Manawatū/Wanganui	6%
Otago	6%
Hawke's Bay	4%
Taranaki	4%
Southland	3%
Northland	3%
Nelson/Tasman	3%
Wairarapa	2%
Marlborough	1%
Tongariro/Taupo	1%
West Coast	1%
East Coast	1%