

State of the Nation Spotlight

We review Kiwis' online behaviour and emerging trends across the property, jobs and motor vehicle sectors.

We surveyed 1,736 people

who searched for a property, job or vehicle in NZ on Trade Me in 2021*

The **transition to digital has accelerated...** This means that Kiwis are not only doing more online than ever before, but they're also more confident to make decisions without a physical experience first.

- 19%** moved into their current home in 2021. A quarter of those who moved, did so without viewing it in person first.
- 22%** started a new job in 2021. A quarter of those started without visiting the office or meeting their manager in person.
- 34%** purchased a vehicle in 2021. A quarter of those purchased without viewing it in person or taking it for a test drive first.

Trust remains key to online success

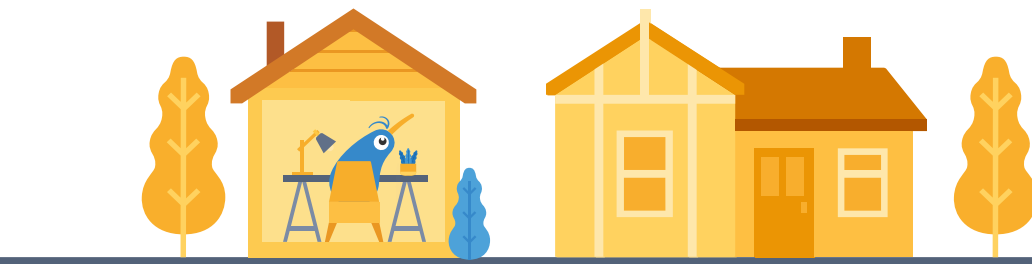
As the transition to online has accelerated since the beginning of the Covid-19 pandemic, **building trust** with customers or potential employees is more important than ever before.

- Personal recommendations are a key part of the decision-making process**
- We trust independent subject-matter experts**
- We trust brand new**



The regional shift...

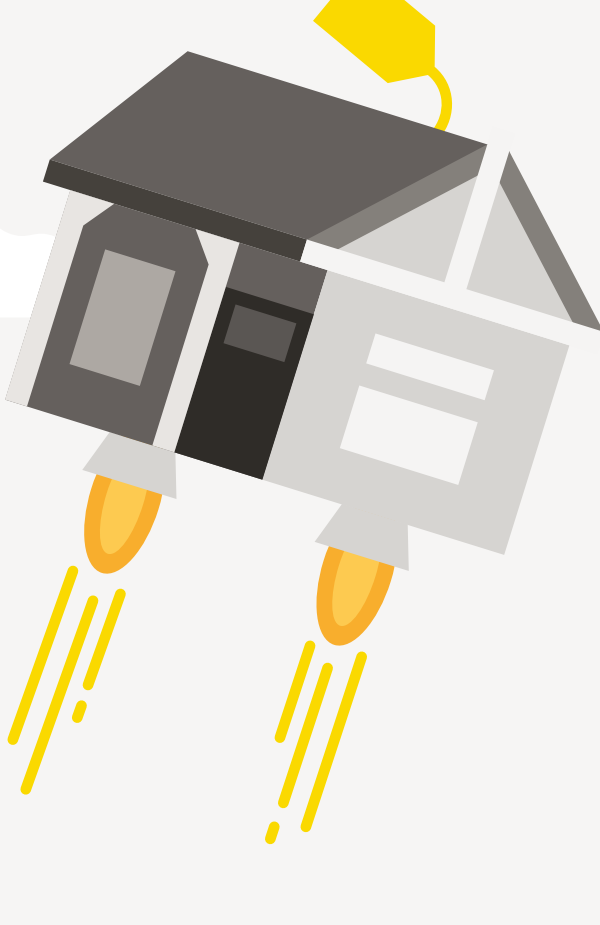
Remote working is here to stay, giving people employment and lifestyle options that weren't previously available. This, alongside a red hot property market, means **one in five** city-based Kiwis intend to buy a property somewhere else in the country in 2022.



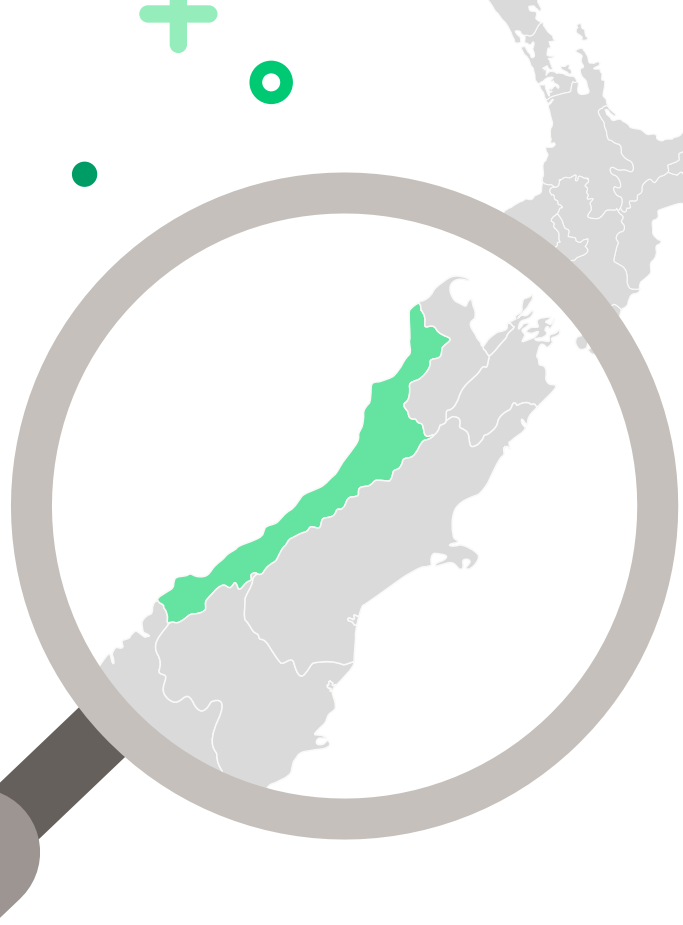
Canterbury has seen sustained growth over the past two years,

and we can see this impact the average asking price, with an increase of 28% year-on-year.

Their job listings also increased by 35% in Q4 of 2021 which reflects business confidence in the garden city.



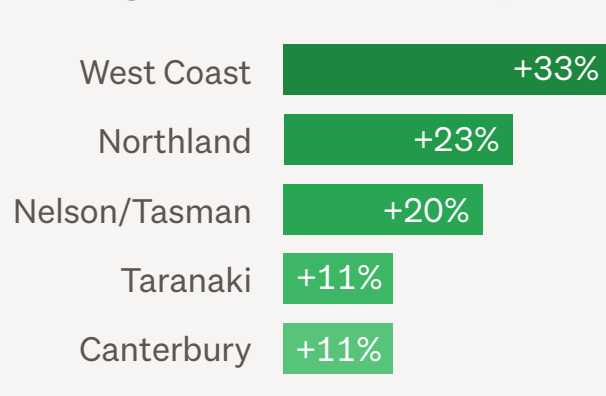
One area to watch is the West Coast.



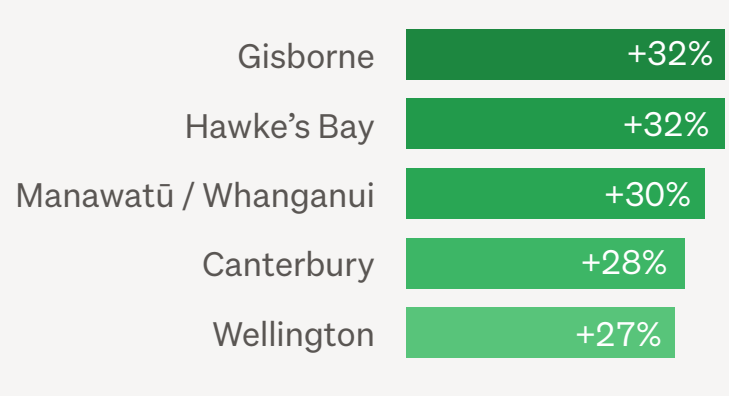
They have...

- Largest year-on-year increase in property views
- 22% increase in average asking price in 2021

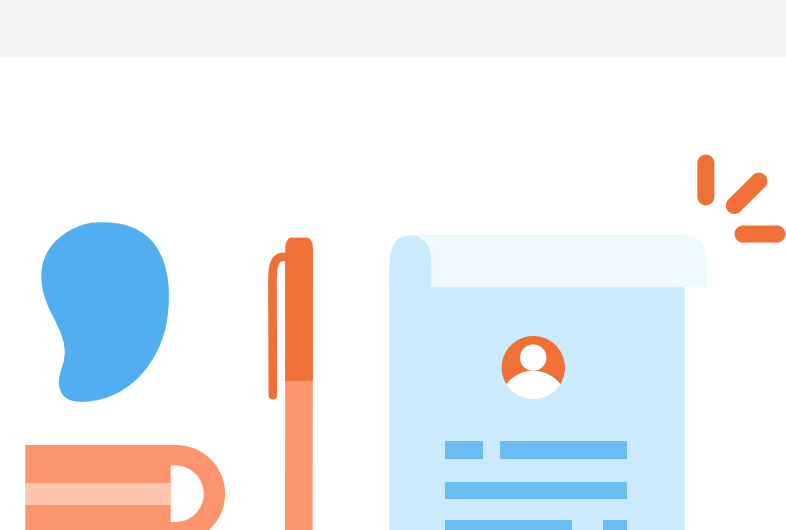
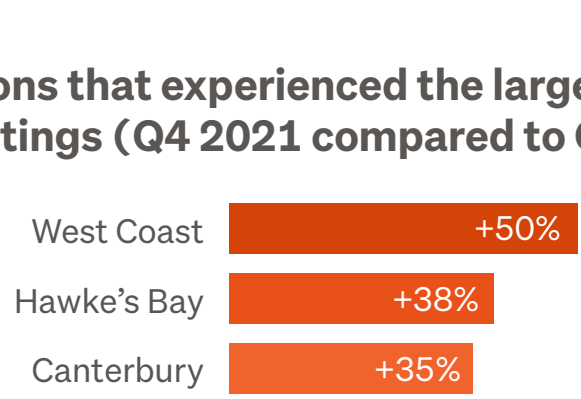
Top 5 regions to experience an increase in property listing views (2021 compared to 2020)



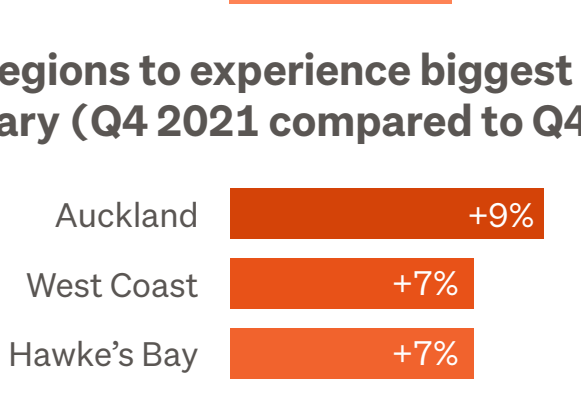
Top 5 regions that experienced the largest average property asking price increase (2021 compared to 2020)



Top 5 regions that experienced the largest increase in job listings (Q4 2021 compared to Q4 2020)



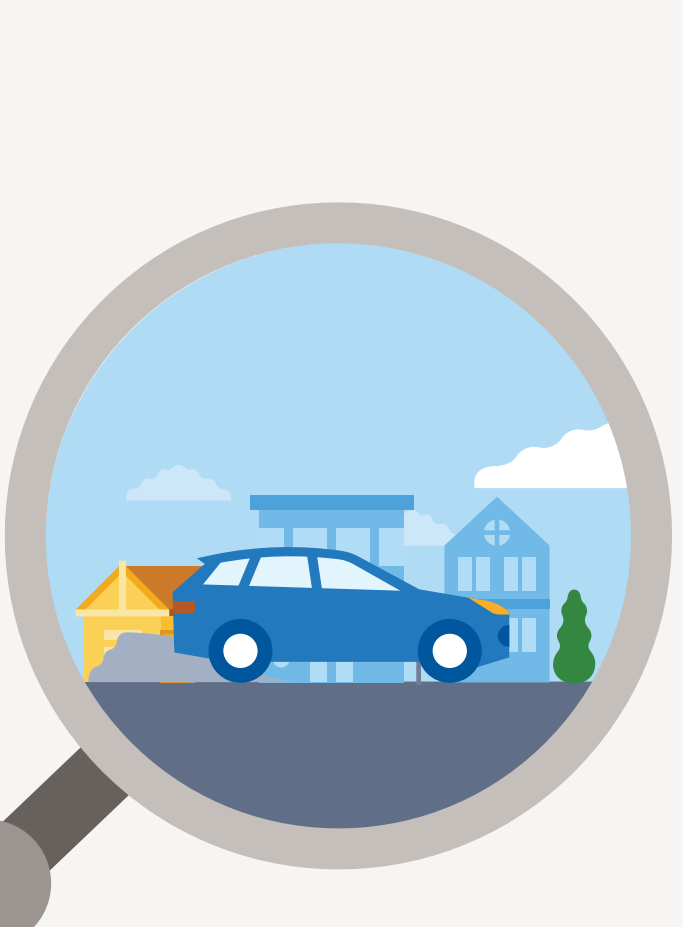
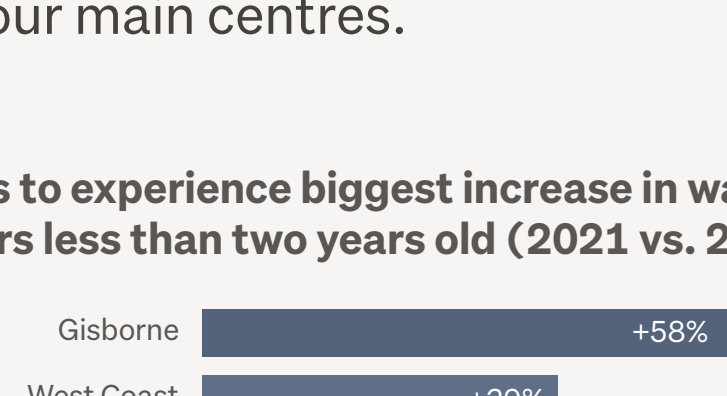
Top 5 regions to experience biggest increase in salary (Q4 2021 compared to Q4 2020)



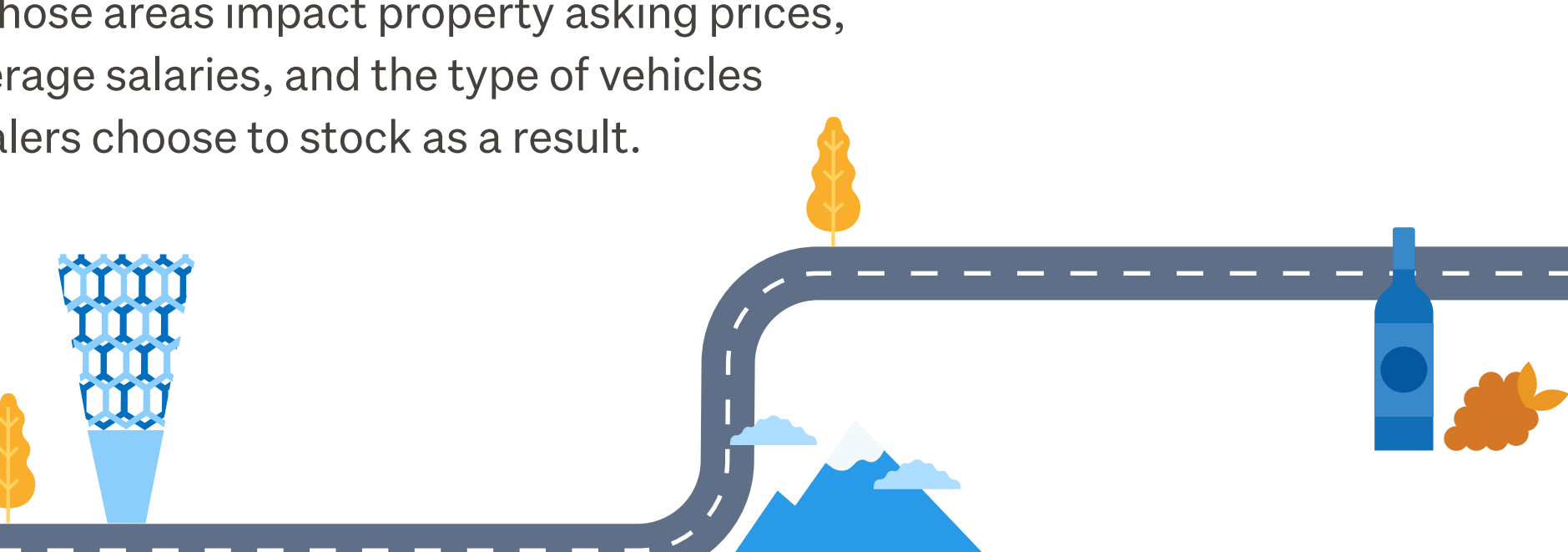
In Q4 of 2021, job listings in the West Coast were up a whopping 50% with an average salary increase of 7%, coming second only to Auckland.

We're also seeing accelerated growth in the number of shoppers watchlisting newer model cars, particularly outside of our main centres.

5 regions to experience biggest increase in watchlists for cars less than two years old (2021 vs. 2020)



As more Kiwis relocate to different regions around the country, we expect to see growth in those areas impact property asking prices, average salaries, and the type of vehicles dealers choose to stock as a result.



*State of the Nation survey methodology:
This survey was conducted during December 2021 and collates answers from 1,736 individual New Zealand-based respondents. Respondents were a sample of Trade Me members who had been active on either Trade Me Property, Trade Me Motors or Trade Me Jobs in the previous 12 months.

