



Employer & Job Hunter Intentions Report

April 2022

Foreword

Welcome to the fifth edition of our annual Employer and Job Hunter Intentions Report. We are 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 2021, as well as their intentions for 2022.

Most Kiwis would agree that 2021 was an extraordinary year. Borders remained closed for the second year in a row, leading to an even tighter job market. Job hunters with good skills had more options for promotion or to move on to a better role. Low unemployment gave experienced workers better leverage in their jobs and greater mobility if they wished to use it, though people were increasingly picky.

We expect to see a candidate short market for the foreseeable future, however our latest survey results do suggest that job hunter confidence has returned to levels seen pre-Covid and already we're seeing signs that "The Great Resignation" is upon us. It's likely many candidates will be more willing to leave the stability of their current roles if the right opportunity comes knocking.

As the rest of the world opens up, Kiwis may be looking at the high inflation in New Zealand and continuing lofty house prices, and then deciding to try their luck overseas. If border controls were lifted today, we have no doubt that we would see a net outflow of skilled people. For businesses, focusing on how to tap into that passive talent pool and considering what you can offer prospective candidates will be key.

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

February 2022

Survey participants



We surveyed 515 businesses

across NZ on their views of the employment market.



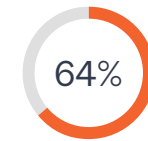
The respondents were:

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 Trades & Services, Construction & Rooding, and Manufacturing & Operations.

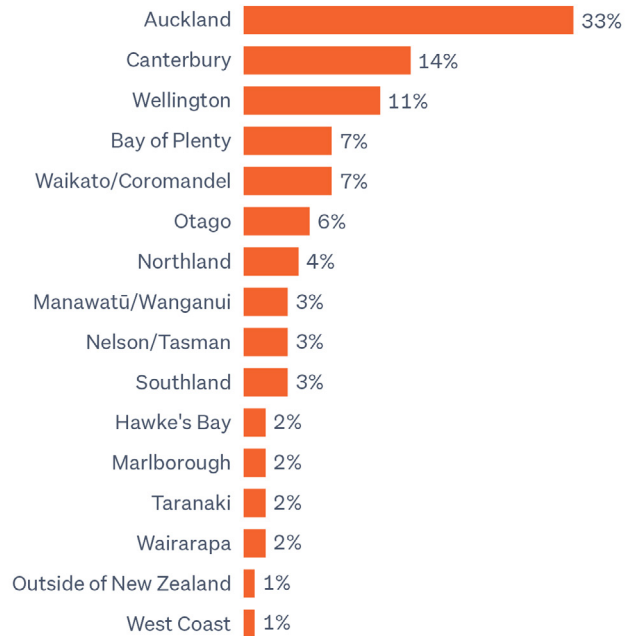


58% have their largest primary area of business in Auckland, Canterbury or Wellington, which is broadly reflective of the population.

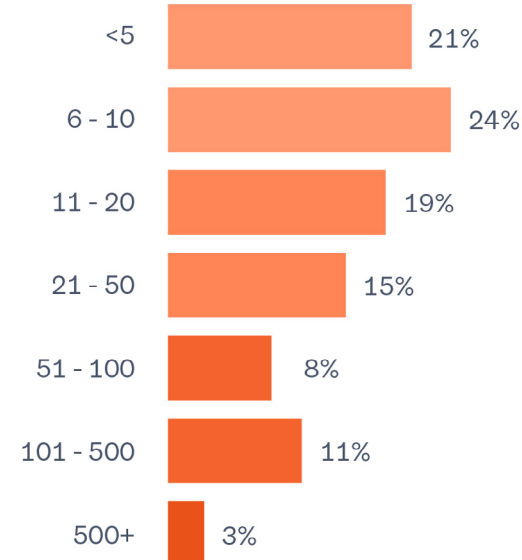


64% have more than 20 staff.

Primary location of business



Number of staff



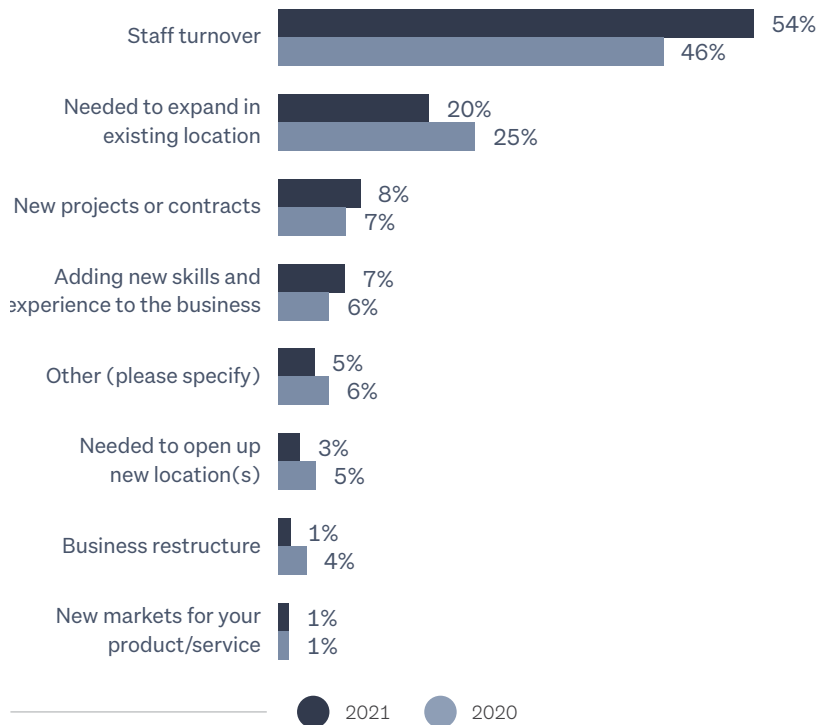
Hiring success in 2021

Primary reasons for recruiting in 2021

Job hunters are more mobile compared to the first year of the pandemic.

The primary reason for recruiting in 2021 was to replace people who left (54%). This response in itself is consistent with previous years, however, it is a big increase on last year (46%).

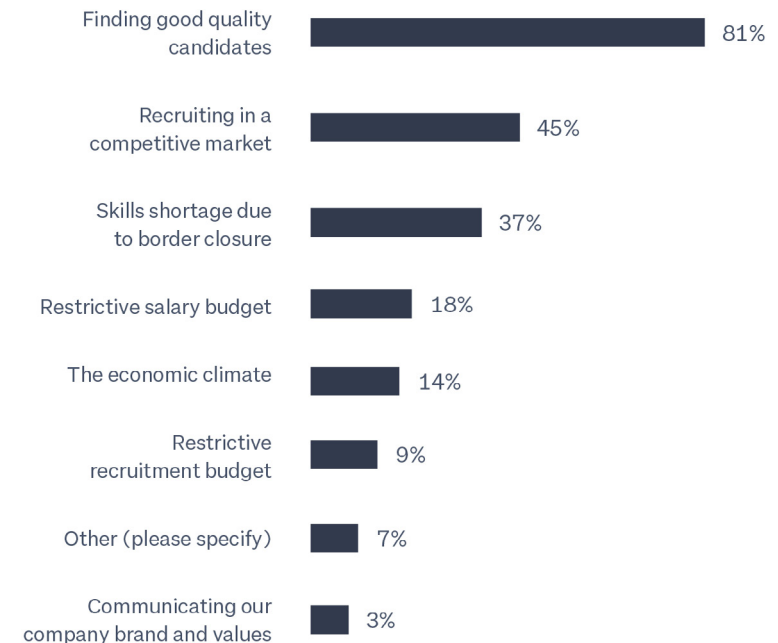
What was the primary reason for recruiting in 2021?



A candidate short market and skill shortages drove a competitive market in 2021.

Finding good candidates remained the biggest hiring challenge in 2021 (81% of respondents) and tops the list for the fifth year running. However, the challenges caused by recruiting in a competitive market saw the biggest year-on-year increase of 21 points (45% in 2021 vs. 24% in 2020). Skill shortages due to border closures were also a big challenge for over a third of businesses.

What were the biggest challenges you faced filling vacancies in 2021?

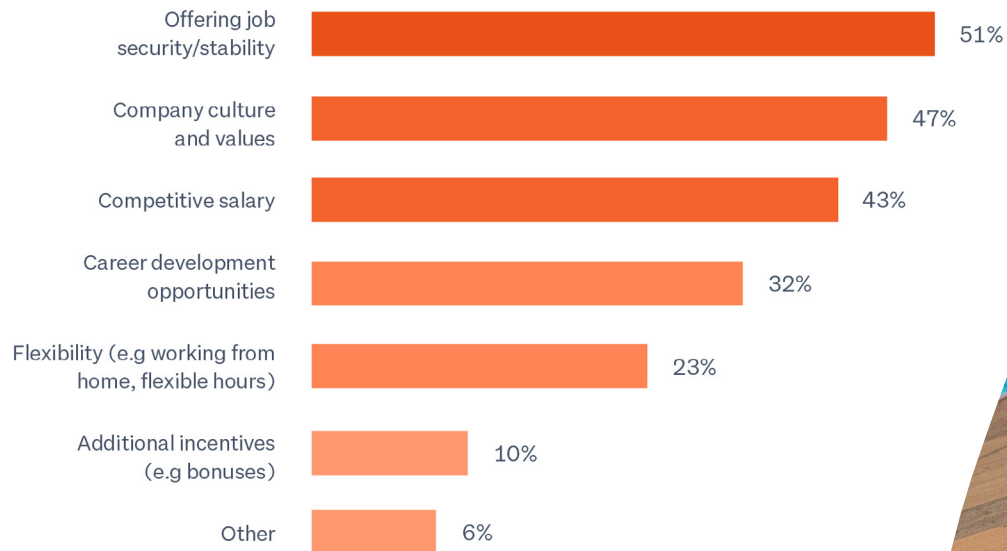


Attracting candidates

In 2021, businesses were focused on offering job security and talking about their culture and values.

Job security and stability remains the biggest incentive businesses are offering to attract candidates (51%). This is still important for job hunters, however the top 3 factors they find important in 2022 are work/life balance, the actual work they'll be doing, and whether the company is a good fit for them. These factors align nicely with company culture and values and are likely the reason nearly half of businesses surveyed are seeing success with this approach.

Of the vacancies you filled in 2021, what worked the best for you when attracting the candidates?



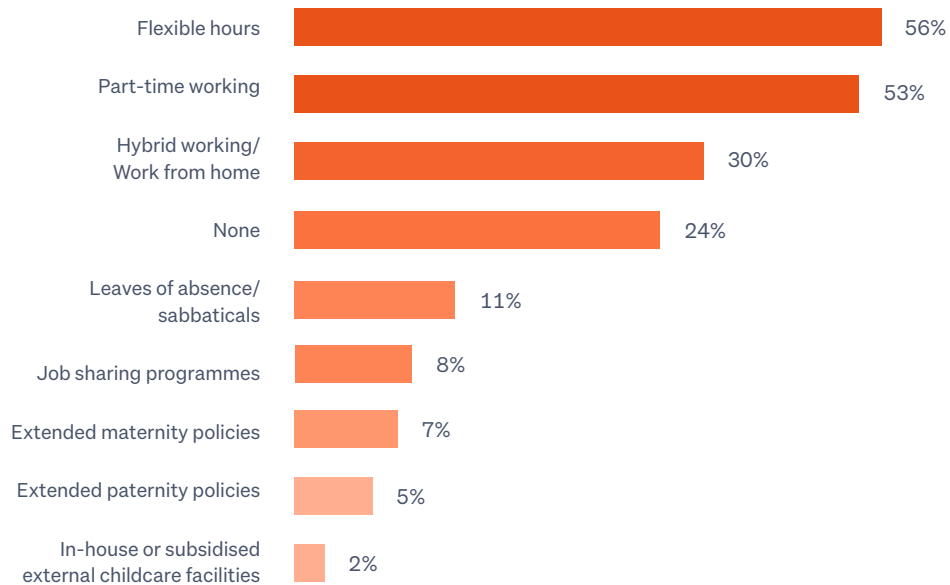
Flexible working

Hybrid working is here to stay, but is the shift as big as we thought?

Flexible or part-time hours, as well as hybrid working where workers split time between their homes and the office, have definitely experienced growth since the beginning of Covid-19, with flexible hours a focus for over half of all businesses. It's therefore surprising that compared to last year, the percentage of employers offering no flexibility programmes at all has increased (24% in 2022 vs. 14% in 2021).

We still expect to see a candidate short market for the foreseeable future. For some businesses, this may mean considering flexible working options to attract prospective candidates to be more competitive.

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



The impact of Covid-19 on recruitment

Covid-19 continues to impact the ability to recruit

For some businesses, the only impact they've experienced from Covid-19 is the transition to virtual recruitment. For most however, it continues to significantly impact the ability to recruit due to a skills short market, closed borders, increased competition, and subsequent salary increases.

Business responses to what impact Covid-19 has had on their ability to recruit

“Our staff are being poached by a larger organisation who are offering 25% to 40% salary increases.”

“Not as many candidates applying for the roles. I believe due to the border closure. I also believe that NZ'ers who have been living overseas and are coming home due to Covid have very high expectations as they are used to working for global companies.”

“Less candidates to choose from and more competitive remuneration.”

“The first lockdown we basically had all our jobs withdrawn. Recently we have returned to normal and besides issues with a few candidates when the vaccine mandate came in we're back to normal.”

“We rely on backpackers heavily to complete orchard tasks. Without backpackers we simply do not have enough staff.”

“A shortage of candidates, because there haven't been any international candidates applying/eligible to work.”

Impact of government legislative changes

This year we asked if any government policy changes in 2021 impacted respondents' businesses.



mentioned minimum wage changes



mentioned immigration changes and border closures



mentioned vaccine mandates

Over half of respondents said they were impacted by government policy changes, with many referencing Covid-19 related restrictions including lockdowns and the traffic light system.

Business responses to government policy changes

“Changing alert levels and restrictions had a massive impact on business. Even the current red setting has produced a ‘lockdown effect’ where people are not travelling or coming into the city.”

“Mainly border closure as less workforce available to employers. Having to hire people we may not have in the past and then having more turnover in staff.”

“Vaccine mandates made it harder to place candidates as some were anti-vax and weren’t eligible even though their skills matched roles.”

“Uncertainty of ongoing employment or that the business would or could remain open with lockdowns and isolation rules.”

“Compulsory wage increases meant that we could not hire inexperienced staff because of the cost of training. This makes it harder to get good staff because everybody is employing experienced people.”

“Requirements for MIQ when returning from international projects.”

“Restrictions on immigrants entering NZ & issues getting current employees visa sorted & families coming here.”

“An extensive list but closing the borders and limiting immigration is number one. We need more competition in the labour market.”

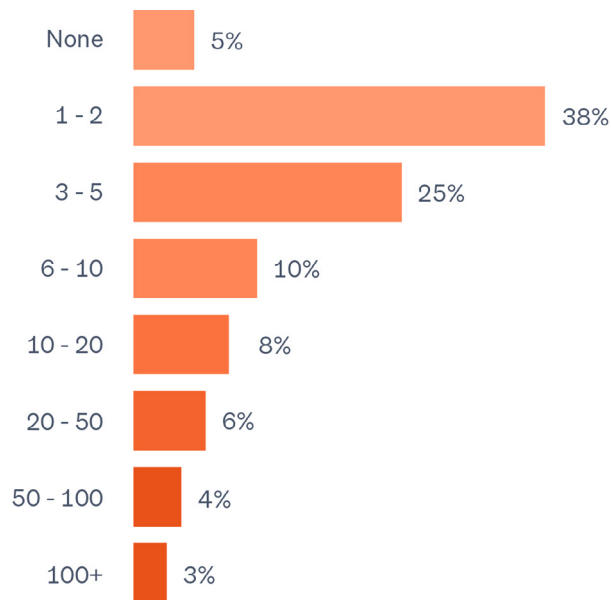
“Minimum wage and skilled (but not to NZ standards) immigrants having to be paid \$27 per hour which makes them inefficient and expensive hires, so instead we just poach staff and don’t fix the underlying issue of training to meet the skills and staff shortages.”

“Mandatory masks for front-facing staff, means we have the added expense of providing KN95 masks – which are generally disposable and means we have an extra expense. Restrictions within a vaccinated premise still means we can only have a maximum of 100 patrons.”

Hiring intentions for 2022

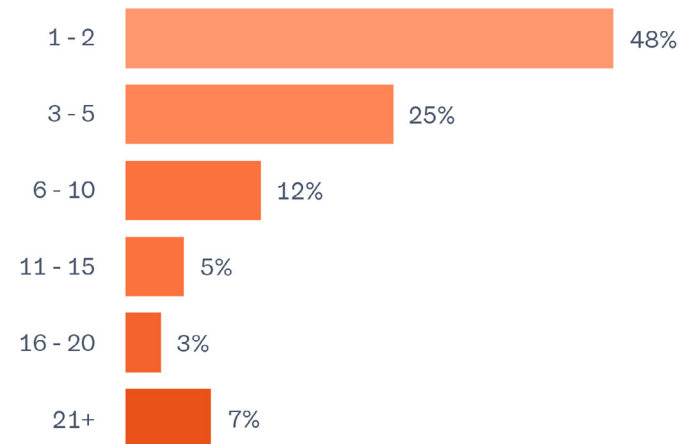
How many vacancies did businesses look to fill in 2021

Respondents were attempting to hire in similar volumes to 2020. The biggest shifts were the increase in hiring 50-100 staff (up 3 points from 2020) and decrease in hiring 3-5 staff (down 2 points from 2020). This suggests that bigger businesses are thriving, while smaller businesses are just surviving.



How many additional staff/contractors do you think you'll hire in 2022?

Overall, respondents are feeling positive about 2022, however, year-on-year growth in the number of hires has slowed compared to previous years. We believe this may be due to businesses still having vacancies that haven't been filled in the previous year.

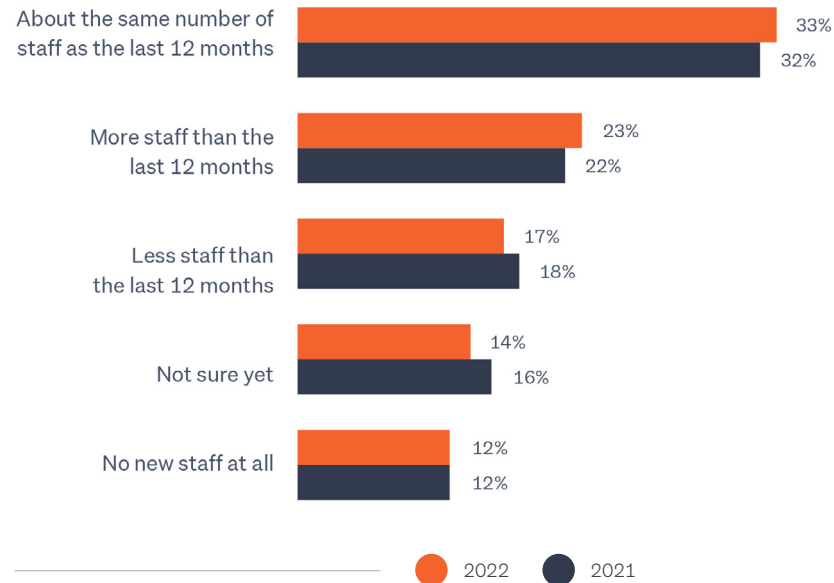


Hiring intentions for 2022

Are businesses looking to fill more or less vacancies in 2022? (excluding replacing leaving staff)

Overall, businesses are expecting to fill about the same or more vacancies in 2022, compared to 2021.

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



Staff turnover is the main reason businesses expect to recruit in 2022

Around a third of businesses expect staff turnover to be the main reason for recruitment in 2022, overtaking the need to expand in an existing location (28%). We're yet to see pre-Covid 19 levels of staff turnover however where 58% of employers believed staff turnover would be the primary reason for recruitment in 2019.

What is the primary reason for recruiting in 2022?

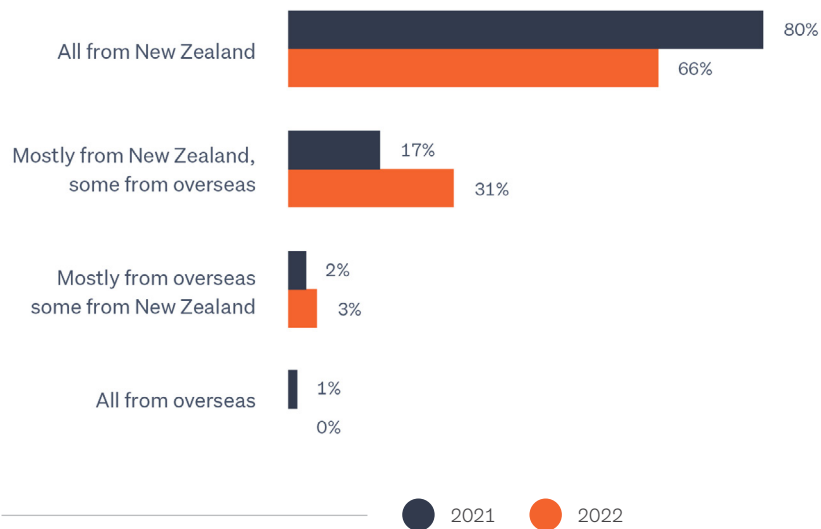


Hiring intentions for 2022

Where was talent sourced in 2021 vs expectations for 2022

Businesses are feeling slightly more positive about looking for talent overseas in 2022.

In 2021, 80% of talent was sourced solely from NZ, but in 2022 only 66% of respondents expect to look for talent in New Zealand alone. In saying that, businesses remain cautious about immigration policies with only 1% of talent sourced solely from overseas in 2021 and only 0.5% of businesses expecting to only look overseas to recruit in 2022. This is down from 3% of businesses hiring solely from overseas in 2019.





Job Hunter Survey Findings

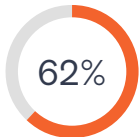
February 2022

Survey participants



We surveyed 2,198 people

who were active on Trade Me in the past 12 months



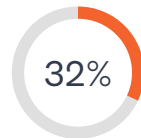
were located in or around one of the three main regions: Auckland, Canterbury or Wellington.



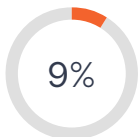
of those currently employed, were paid a salary.



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

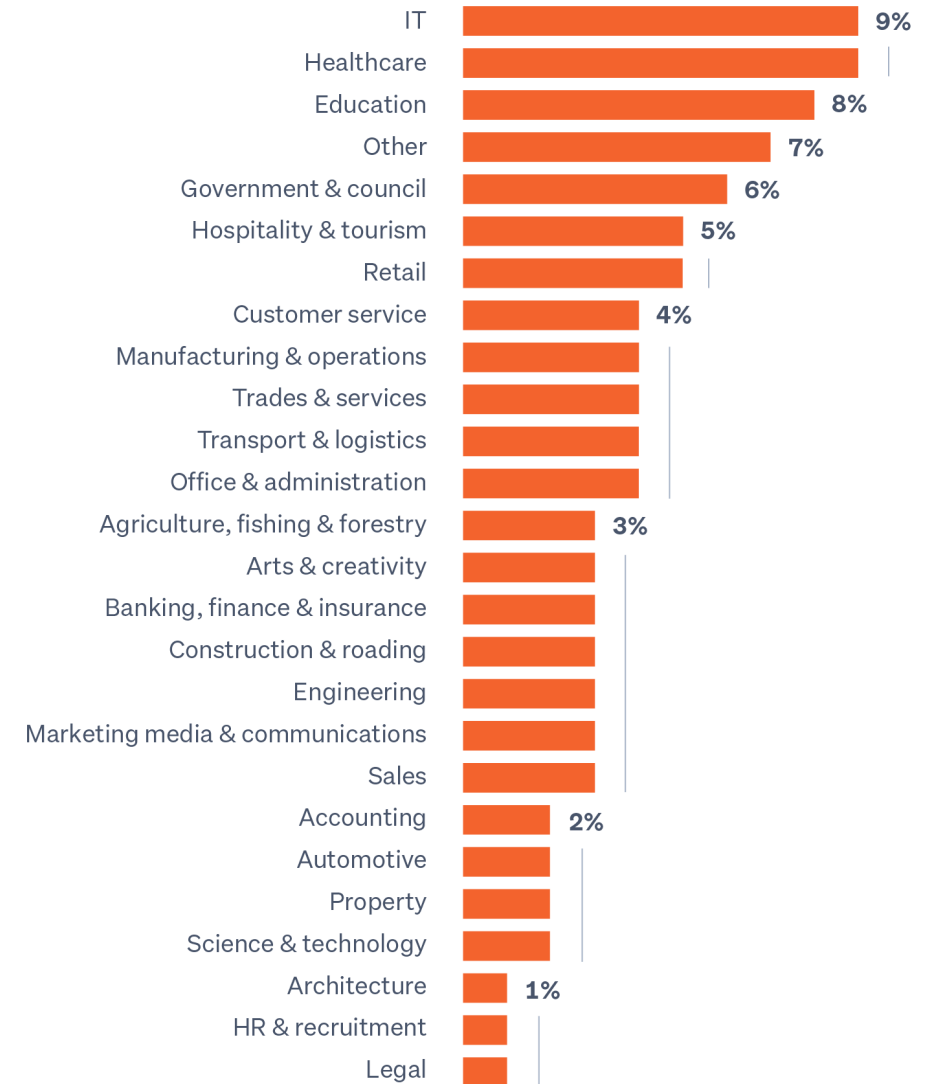


aged 36-45.



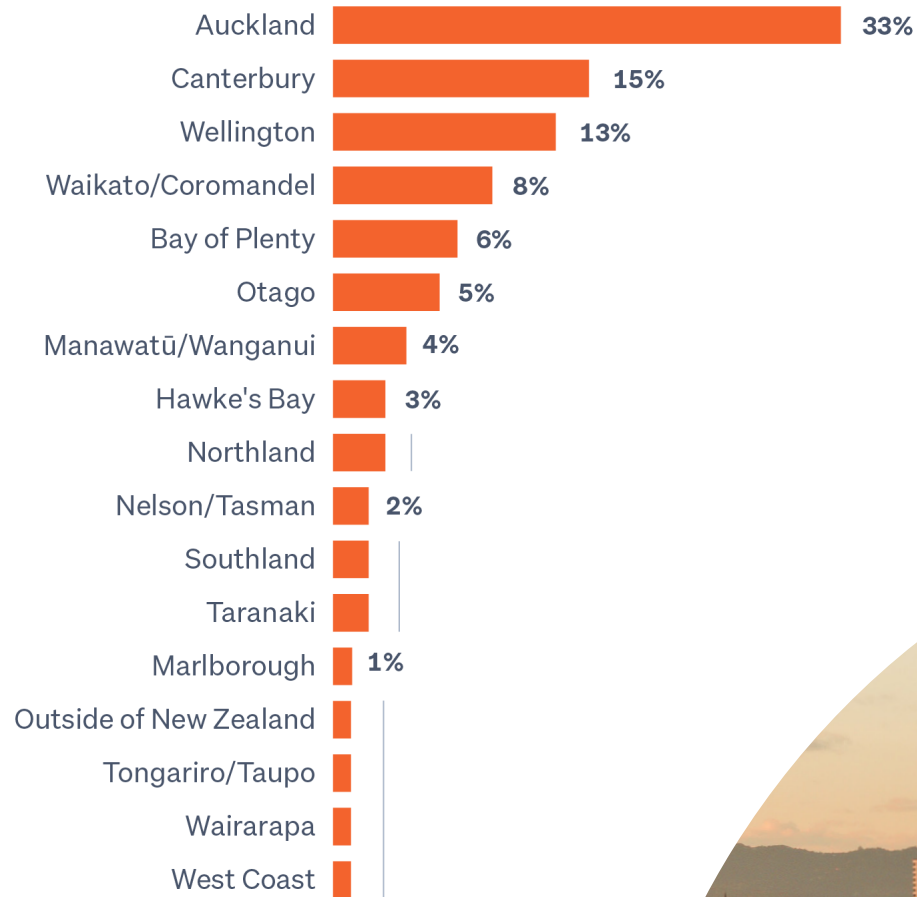
the most responses came from those working in the IT industry, followed by healthcare (9%) and education (8%).

What industry do you usually work in?

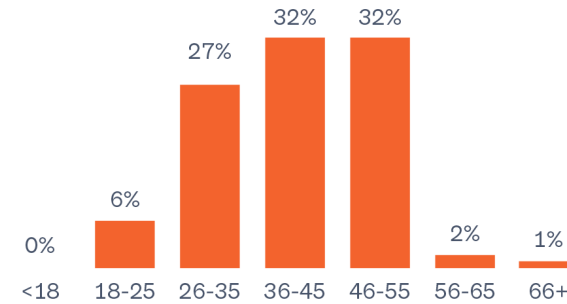


Survey participants

Location of respondents



Age of respondents



Current role

It continues to be a job hunters' market, with our data suggesting candidates are taking more time to find the right role.

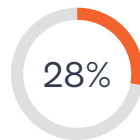
Respondents working in HR & Recruitment, Construction, Healthcare, and Trades & Services found their jobs faster than those working in other industries, with the majority finding their roles in less than 2 months. Overall, job hunters are still moving quickly however we've seen a slight decrease in the number of respondents who found their roles in less than a month (36% in 2022 vs. 39% in 2021).



took less than two months to find a job.

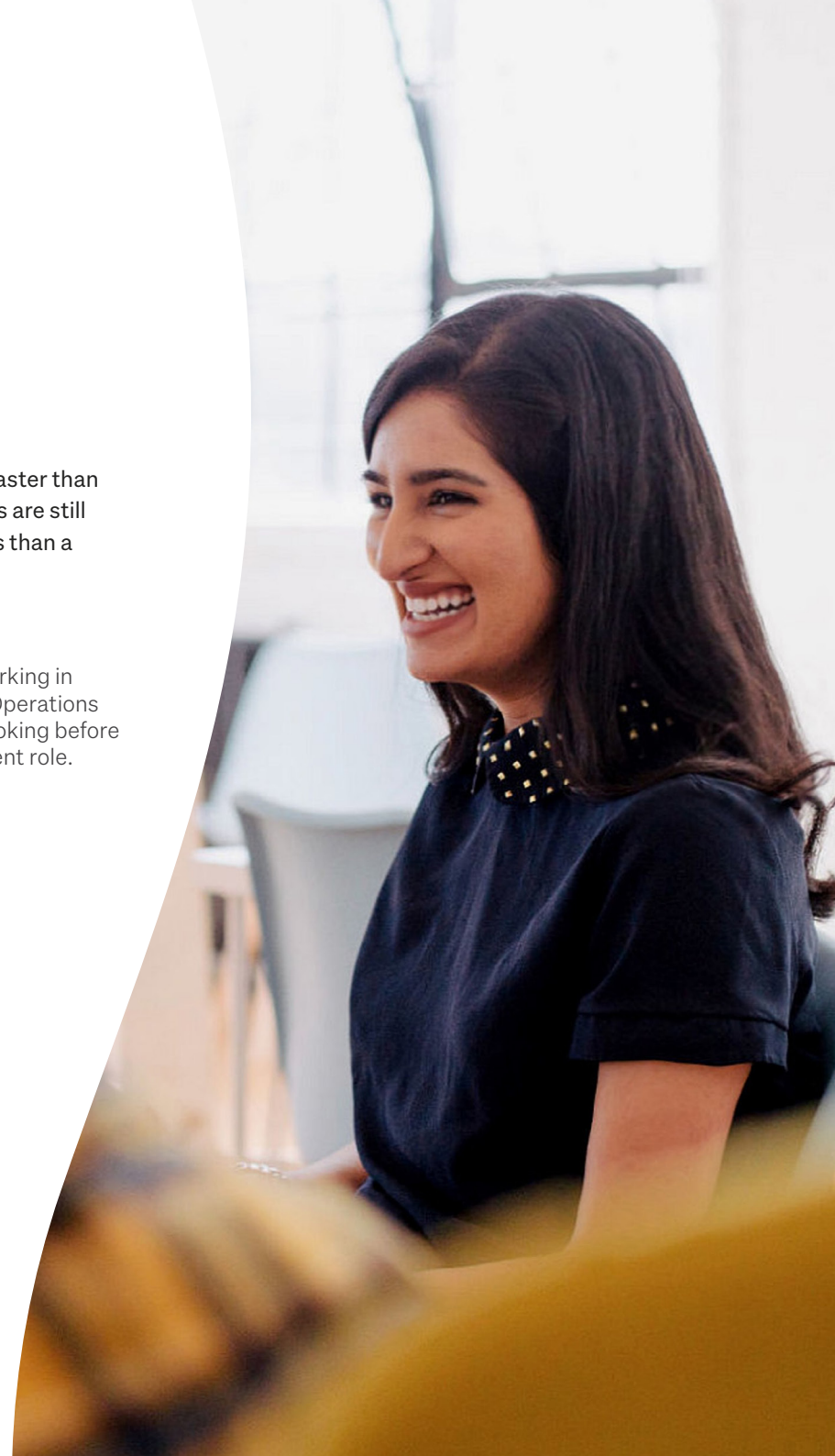
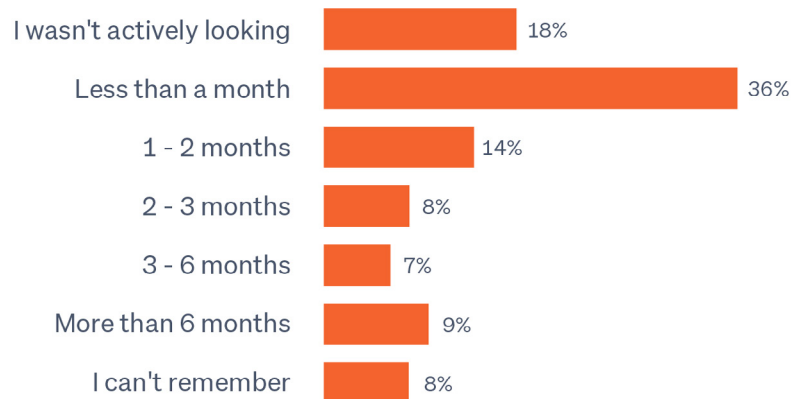


weren't actively looking when they found a job, a slight increase on last year (17%).



of respondents working in Manufacturing & Operations weren't actively looking before starting their current role.

How long did it take you to find this role?

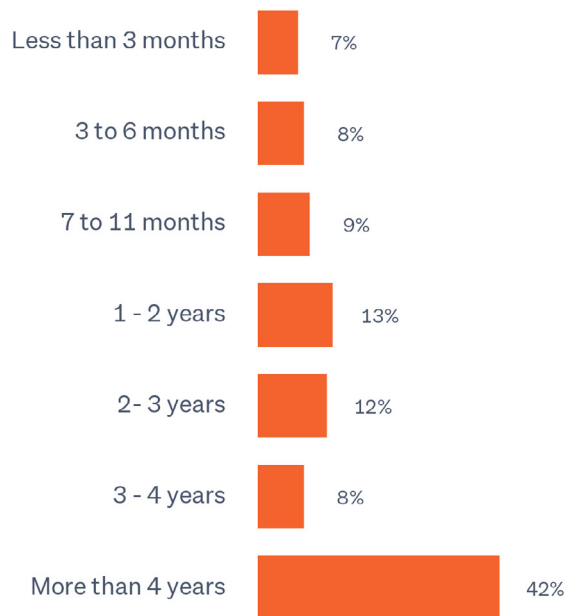


Current role

The average tenure for a role continues to grow

42% of respondents have been in their current role for more than four years (up 10 points on 2021), followed by 1-2 years (13% of respondents).

How long have you been employed in this role?

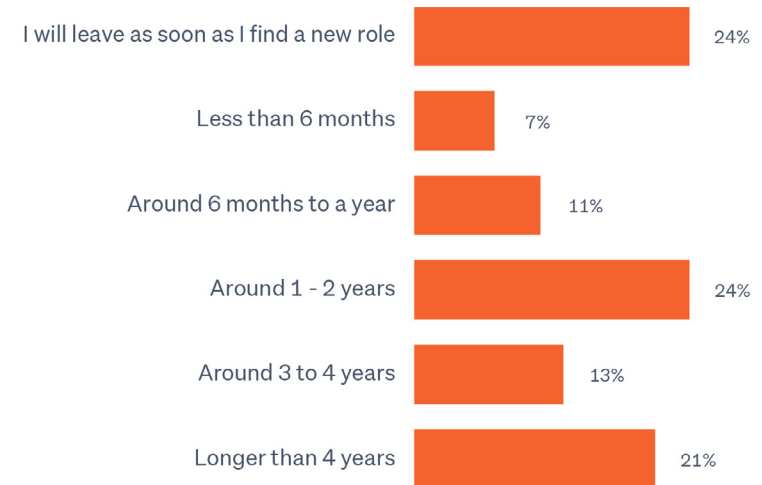


Kiwis content with staying in their roles for longer in the medium term

Since 2020, we've seen a downward trend in the number of people who plan to leave their job as soon as they find a new role (24% in 2022 compared to 35% in 2021 and 46% in 2020).

There has been a shift in the length of time people are planning to stay, however, with a slight decrease in those planning on staying longer than 4 years (21% in 2022 vs. 22% in 2021) and an increase in those planning on staying 1-2 years (24% in 2022 vs. 18% in 2021).

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

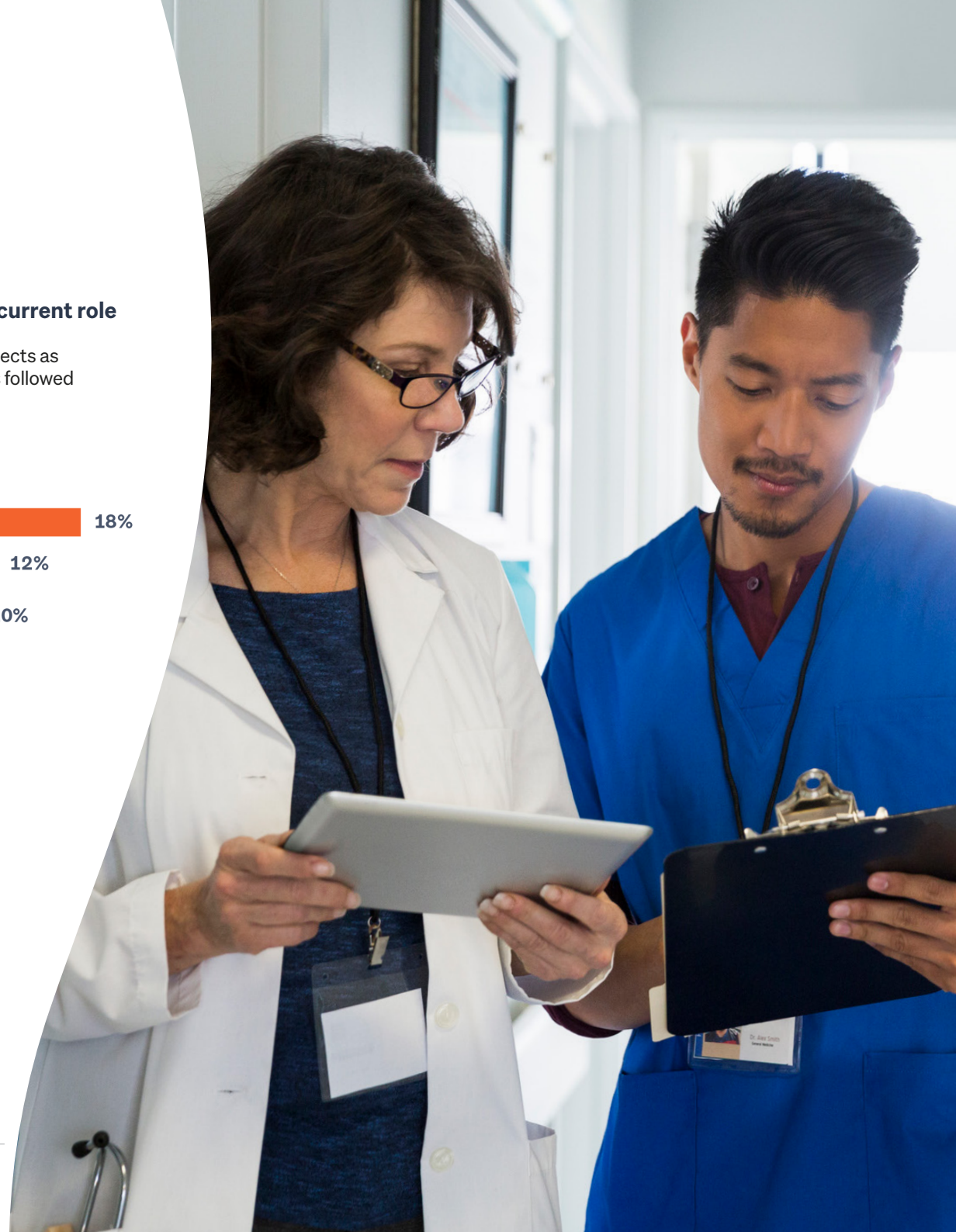
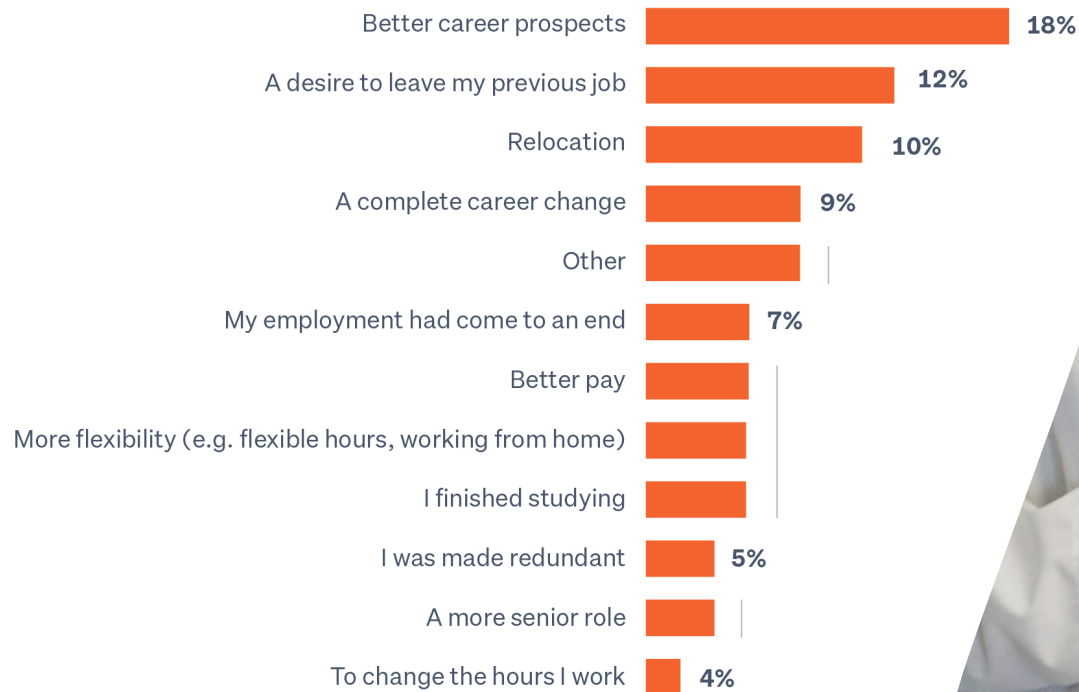


Current role

Better career prospects are key to many job hunters accepting their current role

We've seen an increase in the number of respondents referencing better career prospects as the main reason for accepting their current role (18% in 2022 vs. 11% in 2021). This is followed by a desire to leave their previous job (12%) and relocation (10%).

What was the main reason you accepted this role?



Job hunting status

Passive talent pool remains critical to success

Nearly 6 in 10 respondents are either keeping an eye out for new opportunities or aren't looking but would be open to an opportunity if it came up.



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.

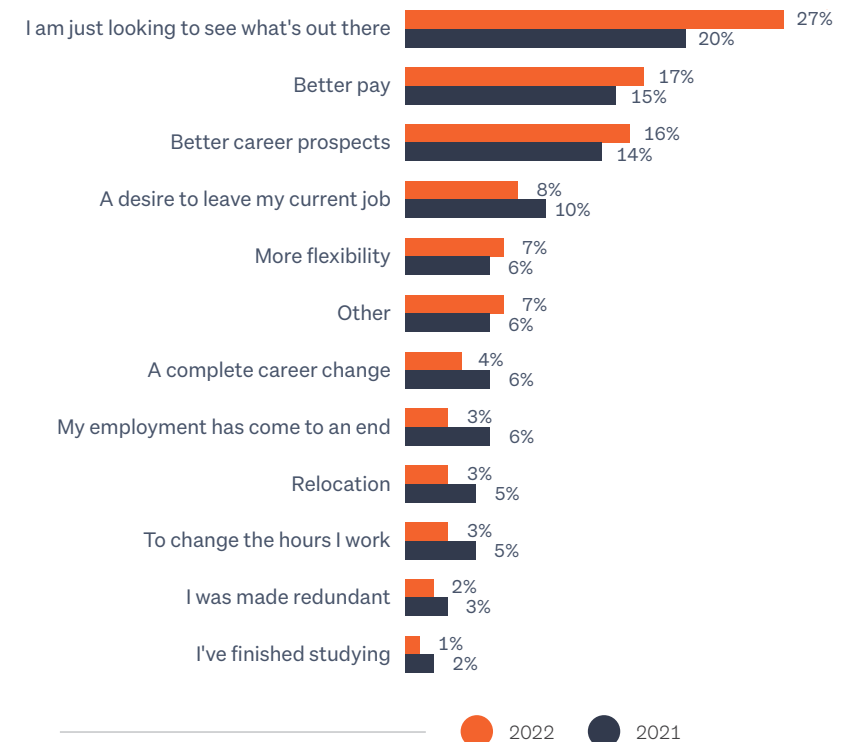


of respondents are keeping an eye out for opportunities, or aren't looking but would be open to opportunities.

Kiwis curious about what's out there

The main motivation in looking for a job in 2022 is to see what's out there (27%). We've seen an upward trend in this area, with steady increases year-on-year (20% in 2021 and 9% in 2020). This once again shows how important passive candidates remain. This is followed by better pay (17%) and better career prospects (16%) at levels consistent with previous years.

What is your main motivation in looking for a job?

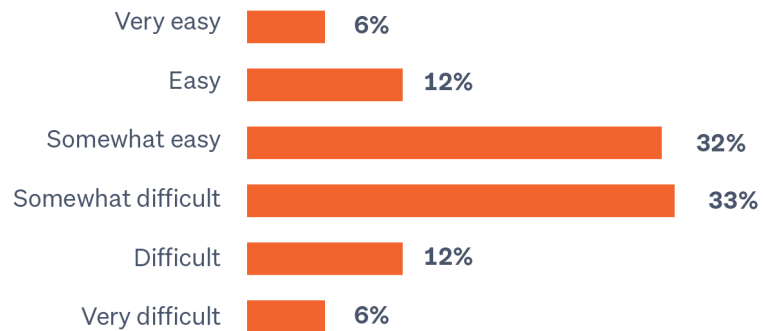


The search for a role

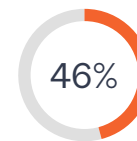
Kiwis finding it easier to get a job

Respondents are finding it easier to find a job, with 18% finding it easy or very easy (compared to 10% in 2021). Only 6% are finding it very difficult (vs. 11% last year).

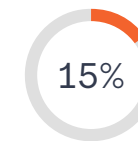
For you, how easy or difficult is finding a job?



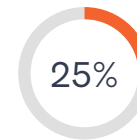
Our DIY attitude extends to finding a new role, employer brand presence is key



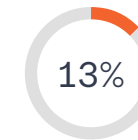
of respondents found their current role themselves



of respondents were approached by a recruiter or employer



of respondents were recommended the role by a friend

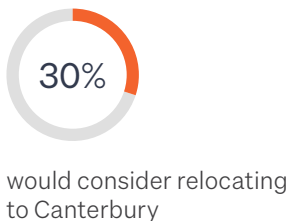
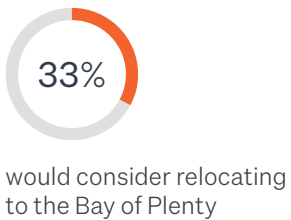
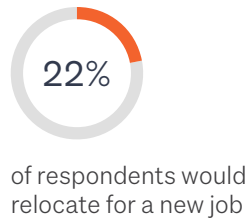
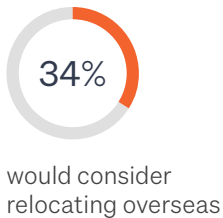


of respondents found their roles in other ways such as approaching an employer themselves directly, being internally promoted or starting their own business.

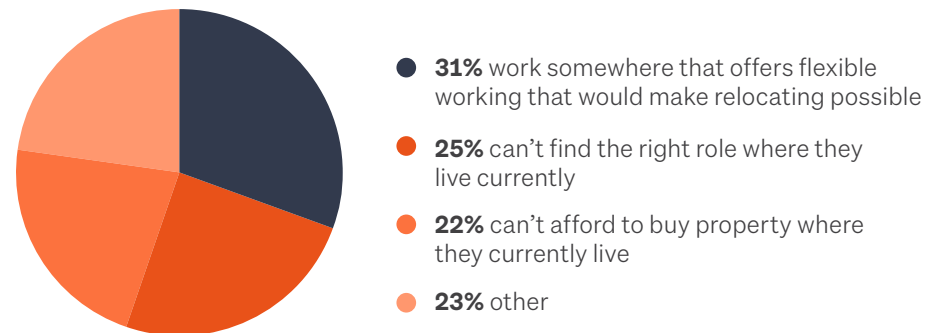
The search for a role

Kiwis considering if the grass is greener in our regions or overseas

Over half of respondents would either be happy to relocate for a new job, or they'd at least consider it depending on the circumstances. 34% of respondents would relocate overseas for a role (vs 24% in 2021), signaling we may see an outflow of skilled workers when the borders reopen.



Flexible workplaces key motivator for many to relocate



Industries most likely to be impacted by Kiwis relocating

- 1 IT
- 2 Healthcare
- 3 Hospitality & tourism

The search for a role

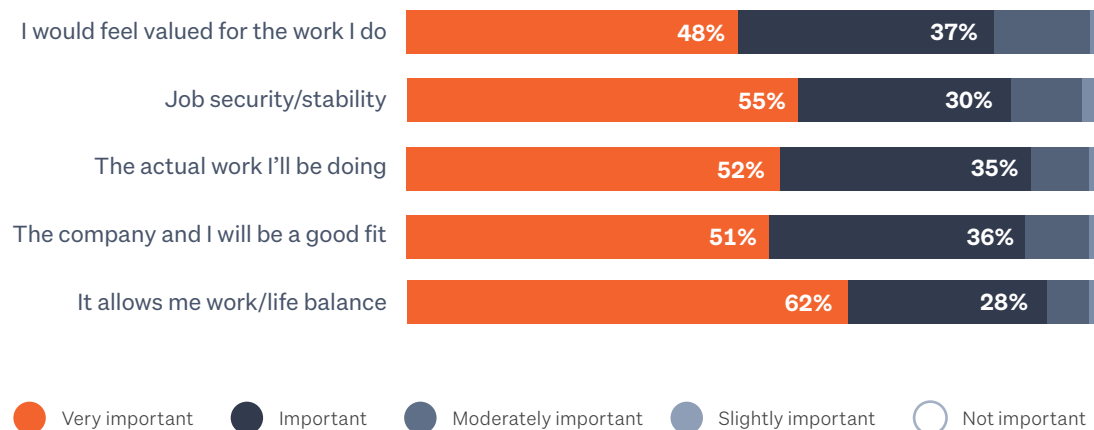
Kiwis prioritising work/life balance over personal development since Covid-19

We looked at what factors are most important to job hunters when looking for their next role.

Work/life balance remains very important for 62% of respondents in an ideal job, followed by job security and stability although we have seen a slight decrease compared to last year (55% in 2022 vs. 60% in 2021). The actual work they'll be doing has seen the biggest increase in importance, up 4 points on last year.

The pay rate or salary package is still important, but at 7th place, it's clear that money isn't necessarily a key driver for people when it comes to their ideal role. The importance placed on personal development has also seen a downward trend since the beginning of Covid-19, with opportunities to develop skills less important than they were 3 years ago (41% in 2022 vs. 49% in 2020).

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



The search for a role

Job hunting frustrations

A lack of suitable roles is the biggest frustration for 29% of job hunters, knocking missing or inaccurate info within job adverts off the top spot. This is closely followed by a lack of recruiter/employer feedback. Reading commentary from respondents, one of the biggest annoyances around missing information was no indication of pay rate or salary. Overall, frustrations are lower across the board than in previous years, which may be due to many candidates finding roles more easily.

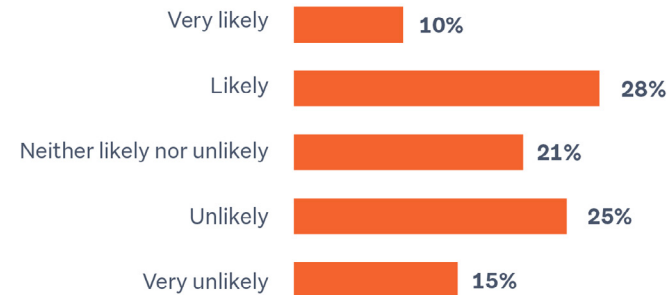
What are your biggest frustrations when you apply for jobs?



Meeting role requirements

A lack of suitable roles available is one of the biggest frustrations for job hunters, however, we can see that 4 out of 10 job hunters are unlikely to apply for a role if they don't match 90-100% of the role requirements. For employers, this may mean considering what skills are non-negotiable when it comes to a role, and which requirements are more so 'nice to have's'.

How likely are you to apply for roles where you don't meet 90-100% of the role requirements?





Appendix

What industry does your business operate in?

Trades & services	14%
Construction & roading	13%
Manufacturing & operations	12%
Hospitality & tourism	8%
Agriculture, fishing & forestry	7%
Healthcare	7%
Other (please specify)	7%
Education	5%
Retail	5%
Automotive	4%
HR & recruitment	3%
Transport & logistics	3%
Architecture	2%
IT	2%
Sales	2%
Accounting	1%
Banking, finance & insurance	1%
Customer service	1%
Government & council	1%
Legal	1%
Marketing media & communications	1%
Office & administration	1%
Property	1%
Science & technology	1%
Arts & creativity	0%

Where is your business primarily located?

Auckland	33%
Canterbury	14%
Wellington	11%
Waikato/Coromandel	7%
Bay of Plenty	7%
Otago	6%
Northland	4%
Manawatu/Wanganui	3%
Nelson/Tasman	3%
Southland	3%
Hawke's Bay	2%
Taranaki	2%
Wairarapa	2%
Marlborough	2%
West Coast	1%
Outside of New Zealand	1%
Tongariro/Taupo	0%
East Coast	0%
Chatham Islands	0%

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

Less than 5	21%
6 - 10	24%
11 - 20	19%
21 - 50	15%
51 - 100	8%
101 - 500	11%
Over 500	3%

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

None	5%
1-2	38%
3-5	25%
6-10	10%
10-20	8%
20-50	6%
50-100	4%
100+	3%

What was the primary reason for recruiting in 2021?

	2021	2020
Staff turnover	54%	46%
Needed to expand in existing location	20%	25%
New projects or contracts	8%	7%
Adding new skills and experience to the business	7%	6%
Other (please specify)	5%	6%
Needed to open up new location(s)	3%	5%
Business restructure	1%	4%
New markets for your product/service	1%	1%

Of the vacancies you looked to fill in 2021, how many did you manage to fill?

	2021	2020
All	27%	41%
Most	30%	27%
A few	26%	23%
None	17%	9%

Of the vacancies you filled in 2021, what worked the best for you when attracting the candidates? (select all that apply)

Offering job security/stability	51%
Company culture and values	47%
Competitive salary	43%
Career development opportunities	32%
Flexibility (e.g working from home, hybrid working, flexible hours)	23%
Additional incentives (e.g bonuses)	10%
Other (please specify)	6%

Which main locations did you place new staff in 2021 (Select up to three)

Northland	5%
Auckland	36%
Waikato/Coromandel	11%
Bay of Plenty	9%
Tongariro/Taupo	1%
East Coast	0%
Hawke's Bay	3%
Taranaki	3%
Manawatu/Wanganui	4%
Wairarapa	3%
Wellington	16%
Chatham Islands	0%
Nelson/Tasman	4%
Marlborough	2%
West Coast	1%
Canterbury	20%
Otago	7%
Southland	4%
Outside of New Zealand	1%

In 2021, where did the staff you hired come from?

All from New Zealand	80%
Mostly from New Zealand, some from overseas	17%
Mostly from overseas some from New Zealand	2%
All from overseas	1%
I struggled to find the staff I needed in New Zealand due to not being able to hire from overseas	0%

In 2021 where did you look to hire your staff?

All from New Zealand	76%
Mostly from New Zealand, some from overseas	14%
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	9%

What were the biggest challenges you faced filling vacancies in 2021?

Finding good quality candidates	81%
Recruiting in a competitive market	45%
Skills shortage due to border closure	37%
Restrictive salary budget	18%
The economic climate	14%
Restrictive recruitment budget	9%
Other (please specify)	7%
Communicating our company brand and values	3%

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	33%
More staff than the last 12 months	23%
Less staff than the last 12 months	17%
Not sure yet	14%
No new staff at all	12%

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

1-2	48%
3-5	25%
6-10	12%
11-15	5%
16-20	3%
21+	7%

What is the primary reason for recruiting in 2021?

Staff turnover	32%
Need to expand in existing location	28%
New projects or contracts	18%
Adding new skills and experience to the business	10%
Other (please specify)	5%
Need to open up new locations	4%
New markets for your product/service	3%

In 2022, where do you expect to look for new staff?

Only New Zealand	66%
Mostly New Zealand, somewhat overseas	31%
Mostly overseas somewhat New Zealand	3%
Only overseas	0%

What do you think will be your biggest challenges hiring people in 2022?

Restrictive recruitment budget	10%
Restrictive salary budget	21%
Finding good quality candidates	77%
Communicating our company brand and values	3%
Recruiting in a competitive market	47%
The economic climate	21%
Skills shortage due to border closure	36%
Other (please specify)	5%

Were there any Government policy changes in 2021 that impacted your business?

Yes	58%
No	42%

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

Flexible hours	56%
Part-time working	53%
Hybrid working/Work from home	30%
None of the above	24%
Leaves of absence / sabbaticals	11%
Job sharing programmes	8%
Extended maternity policies	7%
Extended paternity policies	5%
In-house or subsidised external childcare facilities	2%
Job sharing programmes	6%
In-house or subsidised external childcare facilities	4%

What industry do you usually work in?

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

Which of the following best describes your employment status?

Employed, working full-time	71%
Employed, working part-time	15%
Not employed	8%
Retired	0%
Full-time student	3%
Not able to work	3%

How long did it take you to find this role?

Less than a month	36%
1 - 2 months	14%
2 - 3 months	8%
3 - 6 months	7%
More than 6 months	9%
I wasn't actively looking	18%
I can't remember	8%

How long have you been employed in this role?

Less than three months	7%
Three to six months	8%
Seven to 11 months	9%
1 - 2 years	13%
2- 3 years	12%
3 - 4 years	8%
More than 4 years	42%

How did you find this role?

I searched for it myself	46%
I was recommended the role by a friend	15%
Other (please specify)	25%
I was approached by a recruiter	13%

What was the main reason you accepted this role?

Better career prospects	18%
A desire to leave my previous job	12%
Relocation	10%
A complete career change	9%
Other (please specify)	9%
Better pay	7%
More flexibility (e.g. flexible hours, working from home)	7%
I finished studying	7%
My employment had come to an end	7%
I was made redundant	5%
A more senior role	5%
To change the hours I work (e.g. temp to permanent, or five to four-day week)	4%

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

	Very important	Important	Moderately Important	Slightly Important	Not important
Job security/stability	55%	30%	10%	3%	1%
The actual work I'll be doing	52%	35%	8%	2%	1%
The company and I will be a good fit	51%	36%	9%	2%	1%
It allows me work/life balance	62%	28%	6%	2%	1%
I would feel valued for the work I do	48%	37%	14%	2%	1%

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

I'm actively looking and applying for new jobs	10%
I'm actively looking but have yet to apply for any jobs	5%
I'm keeping an eye out for new opportunities	24%
I'm not looking, but would be open to a new opportunity if it came up	34%
I'm not looking for a job at all	27%

Have ongoing restrictions from Covid-19 prevented you from looking for a new role?

Yes	17%
No	82%
Unsure (please specify)	2%

What is your main motivation in looking for a job?

	2022	2021
I am just looking to see what's out there	27%	20%
Better pay	17%	15%
Better career prospects	16%	14%
A desire to leave my current job	8%	10%
Other	7%	6%
My employment has come to an end	7%	8%
More flexibility	4%	6%
A complete career change	3%	6%
Relocation	3%	5%
To change the hours I work	3%	5%
I was made redundant	2%	3%
I've finished studying	1%	2%

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

I will leave as soon as I find a new role	24%
Less than 6 months	7%
Around 6 months to a year	11%
Around 1 - 2 years	24%
Around 3 to 4 years	13%
Longer than 4 years	21%

Would you relocate for a new job?

Yes	22%
No	43%
It depends/can't say	35%

What would be your main motivator to relocate?

My current workplace offers flexible working that makes it possible	31%
I can't find the right role where I currently live	25%
Other (please specify)	23%
I can't afford to buy property where I currently live	22%

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

Northland	20%
Auckland	24%
Waikato/Coromandel	29%
Bay of Plenty	33%
Tongariro/Taupo	15%
East Coast	10%
Hawke's Bay	22%
Taranaki	15%
Manawatu/Wanganui	12%
Wairarapa	11%
Wellington	27%
Chatham Islands	5%
Nelson/Tasman	27%
Marlborough	18%
West Coast	11%
Canterbury	30%
Otago	24%
Southland	16%
Outside of New Zealand	34%

How likely are you to apply for roles where you don't meet 90-100% of the role requirements?

Very likely	10%
Likely	28%
Neither likely nor unlikely	21%
Unlikely	25%
Very unlikely	15%

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

Very easy	6%
Easy	12%
Somewhat easy	32%
Somewhat difficult	33%
Difficult	12%
Very difficult	6%

What are your biggest frustrations when you apply for jobs?

A lack of suitable roles	29%
Missing or inaccurate information within job adverts	28%
Lack of recruiter/employer feedback	27%
The time it takes	24%
Updating my CV	21%
Writing a cover letter	20%
Interviewing	18%
Competition for roles	18%
I don't find it frustrating	14%
Discrimination in the selection process	13%
The economic climate	8%
Other (please specify)	7%

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

A salary	58%
An hourly rate	42%

What is/was your annual salary before tax?

Up to \$20,000	2%
\$20,001 - \$30,000	2%
\$30,001 - \$40,000	2%
\$40,001 - \$50,000	5%
\$50,001 - \$60,000	10%
\$60,001 - \$70,000	14%
\$70,001 - \$80,000	14%
\$80,001 - \$90,000	10%
\$90,001 - \$100,000	9%
\$100,001 - \$110,000	8%
\$110,001 - \$120,000	6%
\$120,001 - \$130,000	4%
More than \$130,000	14%

What is/was your average hourly rate?

Less than \$15	1%
\$15 - \$20	9%
\$21 - \$30	59%
\$31 - \$40	15%
\$41 - \$50	5%
\$51 - \$60	3%
\$61 - \$70	1%
\$71 - \$80	1%
\$81 - \$90	0%
\$91 - \$100	1%
More than \$101	4%

Are you...?

Female	54%
Male	43%
Gender diverse	1%
Prefer not to say	2%

How old are you?

Under 18	0%
18 - 25	6%
26 - 35	27%
36 - 45	32%
46 - 55	32%
56 - 65	2%
Over 66	1%

Where do you live?

Auckland	33%
Canterbury	15%
Wellington	13%
Waikato/Coromandel	8%
Bay of Plenty	6%
Otago	5%
Manawatu/Wanganui	4%
Northland	3%
Hawke's Bay	3%
Nelson/Tasman	2%
Southland	2%
Taranaki	2%
Wairarapa	1%
Marlborough	1%
West Coast	1%
Outside of New Zealand	1%
Tongariro/Taupo	1%