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Media release

Gender divide still dominates sectors and salaries

The gender divide is alive and well in the New Zealand employment market, according to the latest Trade Me Jobs quarterly data.

Analysis of job hunter applications across the 65,000 roles advertised on Trade Me Jobs in April, May and June showed significant gender splits in several sectors with men dominating applications in the Executive & General Management sector while women are more likely to apply for roles in the Legal sector by two to one.

Trade Me Jobs spokesman Jeremy Wade said he expected to see some difference in sectors and roles that had a traditional male or female dominance but he was surprised at the imbalance for some job types.

“We looked at all the applications from our members over the past three months and in sectors like engineering and IT, more than 80 per cent of the applications are from men. Public sector roles and Banking & Finance were evenly split between male and female applicants while more than 70 per cent of applications for roles in education and office administration are from women.

“This isn’t about playing the blame game, and no one person or industry is at fault here. We’re all responsible for ensuring we have workplace equality and diversity. We need to have this conversation and think about what we’re doing that might be inhibiting people from getting into industries and roles where they can do great work.”

Mr Wade said diversity of “thought and experience” was an important part of creating a successful business and workplace culture. “Looking at these numbers we think there are a number of employers missing out on a diverse range of applicants, which in many cases is not a good thing. In our own backyard at Trade Me, we’ve been looking at what we can do to promote IT as a fantastic career path for women - there’s a lot of opportunity and much more to be done.”

Salaries by gender

The latest Trade Me Jobs data also highlighted the relationship between gender and salary bands.

Mr Wade said the proportion of men applying for roles was higher for every bracket above \$40,000, and the proportion of women diminished as pay rates increased. “Women are much less likely to apply for a high-paying role, and we saw this peak for six-figure salary roles where the proportion of women applying is just 30 per cent. There’s a close relationship between lower average pay rates and sectors that are typically female-dominated, such as education.”

IT and engineering roles consistently appear in Trade Me Job’s top 10 highest paid roles each quarter while education and office/administration roles were typically lower paid. “I’d never advocate that any job hunter chases money over enjoyment and satisfaction, but the value placed on particular roles is an important conversation for us to have,” Mr Wade said.

Positive signs for the job market

Outside the gender statistics, Mr Wade said the second quarter of 2016 saw heartening data for job seekers with a 9.3 per cent increase in job listings on the same period last year, and the average salary up 0.5 per cent.

“Between October last year and March this year we saw hot competition from job hunters, despite healthy listing numbers. That pressure has eased slightly over the last three months, with a few exceptions the balance sits firmly in favour of employers still at this stage.

Salaries strong

The average salary for roles listed on Trade Me rose 1.1 per cent this quarter, landing at \$61,095. Almost every region saw a lift in average salaries, with only the wider Wellington region (down 2.3 per cent to \$67,351) and the Bay of Plenty (down 2 per cent to \$53,748) seeing a dip.

Wellington City continues to hold the top spot for average rate of pay at \$72,958, more than \$1500 higher than Auckland City.

IT roles continue to dominate the top five highest average pay rate slots, with IT architects in top spot with an average pay rate of \$147,340.

Regional round-up

Mr Wade said the much debated ‘halo effect’ around the Auckland property market appeared to be having an impact on job listings.

“Regions around Auckland have seen impressive growth in listings with the Bay of Plenty up 27 per cent, Waikato up 10 per cent and Northland up 21 per cent on a year ago.”

“Some employers are choosing to set up shop in regional areas because of the lower cost of operation. It’s not all about Auckland for them, with improved technology and infrastructure they don’t need to be in Auckland to access that market.

In the South Island, Canterbury’s listings fell 7 per cent lead by Construction & Roothing, Manufacturing and Transport listings dropping – further evidence of the Christchurch rebuild slowing down, while the West Coast (down 14.7 per cent) and Southland (down 8.9 per cent) both fell considerably. Otago was one region bucking the trend though with a 31.1 per cent increase in listings.

In the sectors

With the focus on housing and infrastructure around the country the construction and roading sector saw a huge 33.4 per cent lift in listings, while trades and services had an 18.4 per cent jump.

There were significant drops for banking, finance and insurance (down 35.5 per cent) and science and technology (down 30.8 per cent).

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MORE INFORMATION:

- **Interviews and regional data:** Jeremy Wade is available for interviews. Jeremy has recently been appointed as our new Head of Trade Me Jobs, and officially takes over the reins later this month. To lock in an interview with Jeremy or for regional data, please contact Logan Mudge by emailing mediaenquiries@trademe.co.nz or phoning (04) 803 2706.
- **National data:** The full Trade Me Jobs employment survey results are set out below.

Table 1: Applications by gender Q2 2016

| Category | Female | Male |
|-----------------------------------|--------|------|
| Engineering | 18% | 82% |
| IT | 19% | 81% |
| Construction & roading | 26% | 74% |
| Automotive | 29% | 71% |
| Transport & logistics | 30% | 70% |
| Trades & services | 31% | 69% |
| Architecture | 37% | 63% |
| Executive & general management | 38% | 62% |
| Manufacturing & operations | 39% | 61% |
| Agriculture, fishing & forestry | 40% | 60% |
| Sales | 45% | 55% |
| Marketing, media & communications | 47% | 53% |
| Banking, finance & insurance | 50% | 50% |
| Science & technology | 50% | 50% |
| Government & council | 50% | 50% |
| Property | 51% | 49% |
| Hospitality & tourism | 52% | 48% |
| Other | 54% | 46% |
| Accounting | 56% | 44% |
| HR & recruitment | 57% | 43% |
| Retail | 59% | 41% |
| Customer service | 59% | 41% |
| Healthcare | 66% | 34% |
| Legal | 67% | 33% |
| Office & administration | 71% | 29% |
| Education | 71% | 29% |

Table 2: Applications by gender and pay band Q2 2016

| Pay band | Percentage of applications | |
|-----------------|----------------------------|--------|
| | Male | Female |
| \$0-\$39,999 | 47% | 53% |
| \$40,000-59,999 | 54% | 46% |
| \$60k-\$79,999 | 66% | 34% |
| \$80k-\$99,999 | 69% | 31% |
| \$100,000+ | 70% | 30% |

Table 3: Listings growth by job: Q2 2016 v Q2 2015

| Category | Year-on-year % change: Q2 2016 vs Q2 2015 |
|-----------------------------------|--|
| Accounting | 1.0 |
| Agriculture, fishing & forestry | 8.2 |
| Architecture | 37.3 |
| Automotive | 19.3 |
| Banking, finance & insurance | - 35.5 |
| Construction & roading | 33.4 |
| Customer service | 14.3 |
| Education | 23.7 |
| Engineering | - 1.5 |
| Executive & general management | 20.7 |
| Government & council | 17.2 |
| Healthcare | 1.9 |
| Hospitality & tourism | 13.8 |
| HR & recruitment | 15.7 |
| IT | - 10.5 |
| Legal | 30.9 |
| Manufacturing & operations | 14.8 |
| Marketing, media & communications | 2.9 |
| Office & administration | 11.6 |
| Other | 7.6 |
| Property | 23.2 |
| Retail | - 2.1 |
| Sales | - 1.5 |
| Science & technology | - 30.8 |
| Trades & services | 18.4 |
| Transport & logistics | 3.2 |
| Total | 9.3 |

Table 4: Average pay by job (full-time only): Q2 2016

| | Highest paid | Pay rate (\$) |
|---|---|---------------|
| 1 | IT architects | 147,340 |
| 2 | IT project managers | 136,382 |
| 3 | IT data warehousing & business intelligence | 131,563 |
| 4 | IT managers | 131,356 |
| 5 | IT functional consultants | 129,511 |

| | Lowest paid | Pay rate (\$) |
|---|--------------------|---------------|
| 1 | Au pairs & nannies | 36,494 |
| 2 | Caregivers | 37,326 |

| | | |
|---|-------------------|--------|
| 3 | Kitchen staff | 37,769 |
| 4 | Retail assistants | 38,400 |
| 5 | Waiting staff | 39,189 |

Table 5: Listings growth by region Q2 2016 v Q2 2015

| Region | Year-on-year % change: Q2 2016 vs Q2 2015 |
|---------------------|--|
| Auckland | 14.4 |
| Bay Of Plenty | 27.2 |
| Canterbury | - 7.0 |
| Gisborne | 39.0 |
| Hawke's Bay | 12.7 |
| Manawatu / Wanganui | 7.2 |
| Marlborough | 20.3 |
| Nelson / Tasman | 25.9 |
| Northland | 21.4 |
| Otago | 31.1 |
| Southland | - 8.9 |
| Taranaki | 2.5 |
| Waikato | 10.1 |
| Wellington | 4.1 |
| West Coast | - 14.7 |
| Total | 9.3 |

Table 6: Average pay by region (full-time only): Q2 2016

| | Highest paid | Pay rate (\$) |
|---|---------------------|---------------|
| 1 | Wellington City | 72,958 |
| 2 | Auckland City | 71,211 |
| 3 | Grey (West Coast) | 61,614 |
| 4 | Central Hawke's Bay | 59,767 |
| 5 | New Plymouth | 58,892 |

| | Lowest Paid | Pay Rate (\$) |
|---|--------------------------|---------------|
| 1 | Waimakariri (Canterbury) | 49,956 |
| 2 | Kapiti Coast | 50,295 |
| 3 | Porirua | 50,675 |
| 4 | Waitaki (Otago) | 50,690 |
| 5 | Matamata-Piako (Waikato) | 50,775 |