



Women still less likely to apply for six-figure salary roles

Women are still less likely than men to apply for six-figure salary roles according to an analysis of over 71,000 vacancies listed on Trade Me Jobs.

Head of Trade Me Jobs Jeremy Wade said there had been little development in the gender differences for job applications for three consecutive years. “After looking at job applications between July and September this year, we found that applications for six-figure salary roles were still largely dominated by men. For roles with a salary of \$100,000 or more, just 37 per cent of applications were from female candidates.”

Mr Wade said at the other end of the spectrum, the \$40,000-\$60,000 salary band is much more even, with women making up 52 per cent of applications.

“There are a couple of schools of thought around why we see more men applying for higher paying roles. We know from our own data that traditionally female-dominated sectors like nursing and teaching are paid less than male-dominated professions like engineering or IT. We see nursing roles have an average salary of \$57,991 and teachers \$57,641 while engineers earn \$76,537 and IT professionals \$111,512.

“Another theory revolves around confidence. The thinking is that men are more likely to apply for a role even if they only meet 50 per cent of the criteria in the job description, while women typically want to be sure they can meet all the requirements before they’ll apply. This means more men land more of these roles.”

Mr Wade said it was not about blaming any profession or organisation, but important to continue to shine a light and encourage more diversity in the workplace.

“We need to have more conversations about what might be stopping women from getting into these high-paying industries and how we can change this. Diversity increases productivity in the workplace and the quality of decision-making so it’s important for all of us to address this.”

Gender by industry

Mr Wade said in sectors like IT, almost three quarters of applications were from men.

“When we look at executive and general management it’s a similar story, with men still making 63 per cent of applications. In science and technology, on the other hand, applications were evenly split with females making up exactly half.”

Mr Wade added that females dominated applications in office and administration, and education, making 72 per cent of applications in both sectors.

“There are some signs that traditional gender stereotypes are breaking down with over 64 per cent of applications for accounting roles in the last quarter from women. That’s up from 56 per cent back in 2016.”

Good news for job hunters

Mr Wade said there was good news for all job hunters with a 0.4 per cent increase in job listings nationwide.

“The education sector led the pack with a 20 per cent increase in the number of job listings, followed closely by the science and technology sector which saw a 15 per cent boost in vacancies. If you work in retail or HR now is a good time to make a move with 11 per cent more vacancies onsite.

“The average pay also increased 0.3 per cent on last year to \$60,993 which is promising for job hunters.”

Regions power on

Every region in the country saw an increase in job listings on this time last year, except Canterbury (down 7.9 per cent), Marlborough (down 10.7 per cent) and Auckland (down 3.5 per cent).

“Some regions have seen strong job growth recently with job vacancies in Gisborne climbing 16 per cent on last year, Taranaki job listings were up a solid 15 per cent, followed by a 11 per cent boost in Southland and a 10 per cent increase in Hawke’s Bay.”

Mr Wade said Wellington saw job listings increase 0.9 per cent on 2017.

IT roles still the most lucrative

“IT roles continue to take out the top five highest paying roles on Trade Me Jobs with IT architects earning the most at \$153,728, followed by IT project managers who earn \$145,641 and IT managers at \$140,316.”

Mr Wade said IT is renowned for being a male-dominated industry and in the third quarter of 2018, just 26 per cent of applications for IT roles on Trade Me Jobs were from female candidates and they would love to see that number increase.”

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MORE INFORMATION:

Interviews and regional data: Jeremy Wade is available for interviews. To lock in an interview with Jeremy or for regional data, please contact Millie Silvester by emailing mediaenquiries@trademe.co.nz or phoning 027 601 7999.

National data: The full Trade Me Jobs employment survey results are set out below.

Table 1: Applications by gender Q3 2018

Category	Female	Male
Accounting	64%	36%
Agriculture, fishing & forestry	42%	58%
Architecture	46%	54%
Automotive	33%	67%
Banking, finance & insurance	59%	41%
Construction & roading	30%	70%
Customer service	62%	38%
Education	72%	28%
Engineering	22%	78%
Executive & general management	37%	63%
Government & council	49%	51%
Healthcare	69%	31%
Hospitality & tourism	58%	42%
HR & recruitment	59%	41%
IT	26%	74%
Legal	69%	31%
Manufacturing & operations	43%	57%
Marketing, media & communications	55%	45%
Office & administration	72%	28%
Other	54%	46%
Property	55%	45%
Retail	60%	40%
Sales	49%	51%
Science & technology	50%	50%
Trades & services	38%	62%
Transport & logistics	37%	63%

Table 2: Applications by gender and pay band Q3 2018

Pay Band	Female	Male
\$100,000+	37%	63%
\$40-60,000	52%	48%
\$60-80,000	38%	62%
\$80-100,000	35%	65%
Under \$40,000	55%	45%

Table 3 - Total listings growth by region: Q3 2018

Region	Year-on-year % change Q3 2018 vs Q3 2017
Auckland	-3.5%

Bay Of Plenty	10.7%
Canterbury	-7.9%
Gisborne	15.6%
Hawke's Bay	10.0%
Manawatu / Whanganui	10.4%
Marlborough	-10.7%
Nelson / Tasman	10.3%
Northland	3.6%
Otago	13.0%
Southland	10.7%
Taranaki	15.0%
Waikato	7.7%
Wellington	0.9%
West Coast	7.6%
Grand Total	0.4%

Table 4 - Average rates of pay by job sub-category: Q3 2018

	Highest Paid	Pay Rate (\$)
1	IT architects	153,728
2	IT project managers	145,641
3	IT managers	140,316
4	IT business & systems analysts	128,299
5	IT security	124,591

