

Main Panel Demographics

N = 8,000 approx

Last Updated - March 2018



New Zealand

	upto 24	25 to 34	35 to 44	45 to 54	55 over	Total
Males	10.1	7.7	8.9	5.3	7.6	39.6
Females	11.4	16.3	13.2	10.8	8.8	60.4
Total	21.4	24.0	22.0	16.1	16.4	100.0

Lives in...	% of Total
o Auckland	35.7
o Wellington	16.8
o Christchurch	7.8
o Hamilton	6.1
o Napier-Hastings	3.7
o None of the above	29.9

Level of completed Education...	% of Total
o Basic High School or below	21.5
o After High School, some training or Trade	39.8
o Completed University to a Degree / Diploma	28.5
o Post University, eg. Masters / Doctor	10.2

Currently Employed Full Time as...	% of Total
o Owner / Self Employed	16.7
o Chief/Director/President level	1.5
o Senior Manager	3.0
o Middle Manager	5.3
o Team Leader / Supervisor	12.1
o Staff Member	58.3
o Trainee	3.0

Total Household Income	% of Total
o Less than NZ\$30,000 per year	26.1
o Between NZ\$30,000 and NZ\$60,000 per year	34.5
o Between NZ\$60,000 and NZ\$120,000 per year	31.0
o Over NZ\$120,000 per year	8.4

Family Status...	%
o Never been married	35.8
o Married / deFacto	53.2
o Separated / Widowed	10.9

Parent of a Child...	%
o None	58.7
o Under 3 years old	9.1
o Between 3 and 11	16.9
o Between 12 and 16	8.3
o Over 16 years old	7.0