

EXPLANATORY NOTES: JOB ADVERTISEMENT COUNT

Data source

The job advertisement count is based on all job advertisements appearing in a single edition (first main advertising day of each month) of 25 major newspapers. The main advertising day varies across newspapers.

	Newspaper	Place of publication	Main advertising day
1	Bay of Plenty Times	Tauranga	Saturday
2	Daily News	New Plymouth	Saturday
3	Dominion Post	Wellington	Saturday
4	Daily Post	Rotorua	Saturday
5	Hawkes Bay Today	Napier/Hastings	Saturday
6	Manawatu Standard	Palmerston North	Saturday
7	Northern Advocate	Whangarei	Saturday
8	Nelson Mail	Nelson	Saturday
9	Otago Daily Times	Dunedin	Saturday
10	Southland Times	Invercargill	Saturday
11	The Press	Christchurch	Saturday
12	Wanganui Chronicle	Wanganui	Saturday
13	Waikato Times	Hamilton	Saturday
14	Ashburton Guardian	Ashburton	Saturday
15	Dannevirke Evening News	Dannevirke	Saturday
16	Greymouth Evening star	Greymouth	Saturday
17	The Gisborne Herald	Gisborne	Saturday
18	The Wairarapa Age	Masterton	Saturday
19	The Timaru Herald	Timaru	Saturday
20	New Zealand Herald	Auckland	Wednesday
21	West Coast Times	Hokitika	Wednesday
22	Horowhenua Kapiti Chronicle	Levin	Wednesday
23	Marlborough Express	Blenheim	Friday
24	The Oamaru Mail	Oamaru	Friday
25	The Westport News	Westport	Friday

If the first Saturday of the month occurs on a long weekend then the second main advertising day is used. If the second Saturday edition is used then the second main advertising day for all newspapers is used.

Exclusion of certain advertisements

Certain advertisements are excluded from the Job Advertisement Count. These include:

- jobs based outside of New Zealand.
- jobs that are purely based on commission.
- jobs that Work and Income would not require their registered job seekers to apply for e.g. topless waitresses, escort agency workers, massage parlour workers.

Duplicate advertisements

Job advertisements are frequently posted in more than one newspaper. We identify these duplicate advertisements and exclude them from our count.

Location

Not all advertisements state the location of the job being advertised. In the absence of a stated location a number of assumptions are made:

- If the job is an agricultural occupation (i.e. NZSCO major group 6) it is assumed that the position is located in a rural area.
- If the job is a non-agricultural occupation it is assumed that the position is located in the city/town in which the newspaper it is advertised in is based.

Number of positions

Advertisements do not usually state the number of positions available. In the absence of further information we assume that only one position is on offer unless the advert refers to multiple positions (e.g. "we have a number of positions") in which case we assume that two positions are on offer. Our estimates for the number of positions on offer are thus on the conservative side.

Occupation titles

Two occupation titles are recorded in the series i.e. the advertised title and the corresponding occupational title from the 1999 New Zealand Standard Classification of Occupations.

Occupational coding

All job advertisements are coded to 5-digit codes from the 1999 New Zealand Standard Classification of Occupations (NZSCO). We have made one modification to the NZSCO system in that trade apprentices are classified to a different code to qualified trade workers. A suffix (.1) has been added to each five digit code in the trade major group to derive a new code for apprentices (e.g. carpenter code is 71121, carpenter apprentice code is 71121.1).

In the case where job titles and/or descriptions are not sufficiently clear or ambiguous the advertisement is coded as "Not classifiable" (code 99999). In the case where a job title is a combination of two occupations e.g. driver/storeperson the job will be classified to the occupation of the lowest skill level (based on the NZSCO major groups). If the two occupations in the title are of the same skill level the job will be classified to the first stated occupational category.

Geographical coding

All advertisements are coded to urban area and region. The urban area codes are largely based on Statistics New Zealand's Urban Area 2003 classification. Urban areas are defined as towns with 1,000 or more inhabitants. Towns with fewer than 1,000 inhabitants are classified as rural.

A number of amendments have been made to the SNZ classification. These are:

- The four urban areas making up greater Auckland (i.e. Northern Auckland Zone, Western Auckland Zone, Central Auckland Zone and Southern Auckland Zone) have been combined into a single area i.e. Auckland.
- Hastings and Napier and have been combined into a single area i.e. Hastings/Napier.

Seasonal adjustment

We do not have sufficient data to remove the effects of seasonal variation from our data series.