Student Survey 2018

Background and Results

LinkUp is a Toi EDA Workforce Development initiative. For more information see:
www.toi-eda.co.nz, or email:
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Background to the Survey

LinkUp EBOP is a Toi EDA workforce development initiative launched in 2018 to foster stronger links between young people of the Eastern Bay, education, employment and industries.

Toi EDA, is the non-profit, Eastern BoP Economic Development Agency. It works across the Kawerau, Ōpōtiki and Whakatāne districts in support of economic growth. Since 2015 Toi EDA has invested in Workforce Development as a key enabler to economic growth.

As LinkUp is new program of work with the mission: *Connecting rangatahi, education and the world of work,* it is important to engage with rangatahi and young people at secondary schools and kura to find out more about what their interests are around the world of work, and how they like to learn.

A survey was designed for delivery at the EBoP Careers Expo held at Trident High School in late May 2018, and then promoted on-line through to early July. APR Consultants were invited to analyse the results of the survey.

Results - Executive summary

The Survey drew responses from **440 rangatahi and young people**.

Most respondents were from Trident High School (46.7% of the entire sample), followed by Whakatane High School (28.6%), Opotiki College (15.6%) and Tarawera High School (5.7%).

A total of 76.1% of respondents were between Year 11 and Year 13. A further 22.3% were outside of this range and 1.6% did not specify an answer to this question.

Just over half of students surveyed **(51.8%) identified that they were aware of the good jobs available in the Eastern Bay**. A further 48.2% were not aware.

Students were asked whether they had paid work currently and although **the majority of students indicated that they did not currently have paid work** (59.3%), **well over a third (40.7%) indicated that they did already have paid employment.**

Students were asked **what types of work (or industries) they would like to know more about.** They were also invited to identify as many different work types as they wished. The most popular fields were "art and design" (30.9% of all respondents), followed closely by "tourism" (29.5%) and "business" (28.6%). These three were followed by "science" (24.5%), "counselling, elder care, healthcare, nursing and social work" (23.0%) and "engineering" (22.0%). The least popular industries among those who responded were "freight logistics" (5.9% of all respondents), "town planning" (6.8%) and "manufacturing" (8.6%).

Students were asked **how they would like to learn about industries, jobs or opportunities**. They were also invited to identify as many different methods as they wished. The most popular method was "personal experiences" (63.2% of all respondents). This was followed by "internet" (58.2%), "social media" (50.0%), "family experiences" (35.2%), "speakers" (31.1%) and "reading" (22.7%).

Students were also asked about their **"dream job" aspirations** and a total of 385 students provided an answer to this question. APR analysed these responses by vocational pathway and based on the students stated dream job, most could be achieved through the social and community services Vocational Pathway (33.5% of all respondents), followed by the service industries pathway (19.5%) and creative industries pathway (15.8%).

APR also analysed the responses by official NZ industry codes (ANZSIC) and found that based on the students stated dream job, most were classified under "professional, scientific and technical services" (26.2% of students who provided an answer), followed by "health care and social assistance" (19.7%) and "arts and recreational services" (17.7%).

Next Steps

LinkUp EBoP will use the survey results to inform the forward programme and will also distribute them to stakeholders for their information and use as well. We are keen to collaborate with education and industry to advance new activities.

In particular the Survey:

- reinforces the need for many more EBoP "hands on" experiences for rangatahi and young people to experience the world of work as an input to their aspiration-setting and decision-making about their education, training and preferred fields of work
- highlights the need for more internet collateral which features EBoP careers and jobs (for example through stories and case studies)
- accentuates the need for much more public information about jobs and careers available in the EBoP, so that all young people (currently around half) are knowledgeable about the options open to them
- points clearly to fields of work (including art and design, tourism, business, community/social service and health, science, engineering) where there is very high interest, but few visible EBoP pathways through education and/or training directly into work
- points to the need for focussed work where there are low levels of student interest in some careers (eg freight and logistics, manufacturing) where EBoP industry is very keen to recruit young employees

We note that the survey design will be improved for annual use, and in future a wider range of participants will be targeted from the outset.

LINKUP YOUTH SURVEY 2018

REPORT

PREPARED FOR
BARBARA MACLENNAN - TOI EDA

BY

9 August 2018

TABLE OF CONTENTS

5

METHODOLOGY

In late July 2018, APR Consultants Ltd (APR) was approached by Barbara MacLennan of Toi EDA to analyse survey data from an online survey that had been undertaken within the Eastern Bay of Plenty to find out about student connections with, awareness of, and interests in work, and how they would like to learn more. The survey had been undertaken through LinkUp.

An Excel spreadsheet containing raw survey responses was provided to APR for processing and analysis. The findings from this database formed the content of this report.

Note that care was taken to ensure that the meaning of comments was not changed, although capital letters and basic pronunciation were corrected, as were obvious spelling errors. If APR was not sure, the comment was left unchanged.

SURVEY RESULTS

A total of 441 surveys were received but one was removed by APR as the survey contained meaningless data. This resulted in a total sample of 440 completed surveys. These results follow the order of the survey form used in this research (see Appendix One for the complete survey form).

Q1.   Are you aware of the good jobs available in the Eastern Bay?

	Number	Percent
Yes	228	51.8%
No	212	48.2%
Not specified	0	0.0%
Total	**440**	**100.0%**

Just over half of students surveyed (51.8%) identified that they were aware of the good jobs available in the Eastern Bay. A further 48.2% were not aware.

Q2.   What types of work (or industries) would you like to know more about?

	Number	Percent
Art and Design	136	30.9%
Tourism	130	29.5%
Business	126	28.6%
Science (ex. research, food tech, product development, extraction)	108	24.5%
Counselling, Elder Care, Healthcare, Nursing, Social Work	101	23.0%
Engineering	97	22.0%
Farming & growing crops for products for manufacturing and export	73	16.6%
Construction	60	13.6%
Information Technology, using computers networks, languages and databases to solve problems	57	13.0%
Marine Operations (farming, skippering, fish processing = Aquaculture)	49	11.1%
Machine Operating	48	10.9%
Manufacturing / producing things on a large scale	38	8.6%
Town Planning	30	6.8%
Freight Logistics	26	5.9%
Other	104	23.6%
Don't know/NA	4	0.9%
Sample	**440**	

Note: Not additive as respondents could identify multiple categories

Students were asked what types of work (or industries) they would like to know more about. They were also invited to identify as many different work types as they wished. The most popular fields were "art and design" (30.9% of all respondents), followed closely by "tourism" (29.5%) and "business" (28.6%). These three were followed by "science" (24.5%), "counselling, elder care, healthcare, nursing and social work" (23.0%) and "engineering" (22.0%).

The least popular industries were "freight logistics" (5.9% of all respondents), "town planning" (6.8%) and "manufacturing" (8.6%).

Note that 104 respondents (23.6% of the total sample) identified something in other. If they identified something that could have been coded earlier, APR left the comment in the other category and did not reincorporate into the earlier coding.

Other comments specified:
- *Accounting.*
- *Acting.*
- *After school work.*
- *Animals / vet.*
- *Architecture.*
- *Armed forces.*
- *Army.*
- *Author.*
- *Aviation.*
- *Baking.*
- *Barbering.*
- *Beauty.*
- *Café.*
- *Carpentry.*
- *CEO owner of healthy café.*
- *Computer Graphics and Mathematics.*
- *Computer science.*
- *Computer Tech.*
- *Conservation.*
- *Creative writing.*
- *Dance/performing arts (x2).*
- *Dancing, or music.*
- *Digital programming.*
- *Drama jobs.*
- *Early childhood education (x5).*
- *Early childhood work, adventure tourism.*
- *Education.*
- *Electrical (x2).*
- *Flight attendant, Maori teacher.*
- *Fly fishing.*
- *Health (x2).*
- *Hospitality (x3).*
- *Humanitarian Aid, International Aid Worker, Non-Governmental Organisations.*
- *I am wanting to work as a vet nurse with a rural strand so am look for something in this field of work even a work placement would be great.*
- *I'm going to University.*
- *Interior design.*
- *IT work.*

- *Law (x4).*
- *Law, politics.*
- *Lawyer.*
- *Learning other languages.*
- *Male stripper.*
- *Management.*
- *Maori and indigenous development/studies.*
- *Marine biology.*
- *Mechanic.*
- *Mechatronics.*
- *Media and film.*
- *Medical.*
- *Medicine.*
- *Minecraft - YouTuber.*
- *More performing arts and stuff around that.*
- *Museum Curator.*
- *Music (x2).*
- *Outdoor recreation.*
- *Performing arts (x3).*
- *Performing Arts in Music.*
- *Personal trainer.*
- *Pharmacy.*
- *Photography.*
- *Psychiatry*
- *Physiotherapist.*
- *Police (x3).*
- *Politics.*
- *Programming.*
- *Psychology, law.*
- *Psychology/ doctor.*
- *Retail (x2).*
- *Retail stuff.*
- *Social studies.*
- *Social work.*
- *Sport and fitness.*
- *Sports (x4).*
- *Sports science.*
- *Streamer.*
- *Teaching (x2).*
- *Technology.*
- *Technology and other computer related jobs but not coding such as python or C++ etc...*
- *Those involving work with animals; for example, veterinary/dog care/zoology.*
- *Veterinarian.*
- *Zoology (x2).*

Q2 (other).   What types of work (or industries) would you like to know more about? - other reincorporated

	Number	Percent
Art and Design/performance arts/writing/drama/media/film/photography/social media	144	32.7%
Tourism/hospitality	134	30.5%
Business	128	29.1%
Counselling, Elder Care, Healthcare, Nursing, Social Work	113	25.7%
Science (ex. research, food tech, product development, extraction), mathmatics	110	25.0%
Engineering/technician	98	22.3%
Farming & growing crops for products for manufacturing and export	73	16.6%
Information Technology, using computers networks, languages and databases to solve problems	64	14.5%
Construction/carpentery/electrician/interior design/architecture	63	14.3%
Marine Operations (farming, skippering, fish processing = Aquaculture)	49	11.1%
Machine Operating	48	10.9%
Manufacturing / producing things on a large scale	38	8.6%
Town Planning	30	6.8%
Freight Logistics	26	5.9%
Society - Police/armed forces/law/politician/social studies	16	3.6%
Early Childhood Education/teaching	10	2.3%
Retail/selling services	10	2.3%
Sports/outdoors	6	1.4%
Transport/aviation	2	0.5%
Other	5	1.1%
Don't know/NA	4	0.9%
Sample	**440**	

Note: Not additive as respondents could identify multiple categories
Note: Note some categories differ from Q2 above

In the table above, other comments have been coded into the prompted categories. Note that in this process new categories were created and some of the old categories were expanded upon to allow for similar comments to be grouped into them.

Q3.   How would you like to learn about industries, jobs and opportunities?

	Number	Percent
Personal experiences (ex. talking with people, field trips to workplaces, having a work experience/internship)	278	63.2%
Internet (ex. video clips, website, email)	256	58.2%
Social media (ex. Facebook Posts, Instagram)	220	50.0%
Family experiences (ex. family workshop, Family Night)	155	35.2%
Speakers (ex. hearing speakers talk at lunch or in class)	137	31.1%
Reading (ex. reading posters, newsletters or articles)	100	22.7%
Other	7	1.6%
Don't know/NA	1	0.2%
Sample	**440**	

Note: Not additive as respondents could identify multiple categories

Students were asked how they would like to learn about industries, jobs or opportunities. They were also invited to identify as many different methods as they wished. The most popular method was "personal experiences" (63.2% of all respondents). This was followed by "Internet" (58.2%), "social media" (50.0%), "family experiences" (35.2%), "speakers" (31.1%) and "reading" (22.7%).

A further seven comments were identified in other. These were:
- *A class study.*
- *AGK.*
- *Billboards.*
- *Email.*
- *Emails.*

- *Practical work.*
- *Something different instead of the same things.*

Q4.   Do you already have paid work?

	Number	Percent
Yes	179	40.7%
No	261	59.3%
Not specified	0	0.0%
Total	**440**	**100.0%**

Although the majority of students indicated that they did not currently have paid work (59.3%), over a third (40.7%) indicated that they did already have paid employment.

Q5.   What is your dream job?

Students were asked unprompted to identify what their dream job is. A total of 385 students provided an answer to this question.

APR reviewed all these comments and grouped them into one of the six main Vocational Pathways as identified by the Ministry of Education. Note that in some instances two jobs were identified by one respondent, which could result in two different vocational pathways being identified by any one respondent. Note that for any individual, no duplicate coding was used so the maximum possible coding for any pathway is 385, representing the total sample of 385 students who provided an answer. For example, if the respondent identified two different dream jobs that could be coded into the social and community services pathway, both jobs were coded as one instance but if the two jobs were across two or more vocational pathways, these were coded into two different vocational pathways.

It is also possible that some jobs share different vocational pathways. In this instance, APR made a judgement call on which one to use and did not double count.

Q5.   What is your dream job - coded

Vocational pathways	Number	Percent
Social and community services	129	33.5%
Services industries	75	19.5%
Creative industries	61	15.8%
Manufacturing and technology	43	11.2%
Primary industries	21	5.5%
Construction and infrastructure	15	3.9%
Other	22	5.7%
Don't know/NA	45	11.7%
Sample	**385**	**100.0%**

Note: Not additive as respondents comments could be coded to multiple pathways
Note: 385 students provided an answer to this question

Based on the students stated dream job, most could be achieved through the social and community services vocational pathway (33.5% of all respondents), followed by the service industries pathway (19.5%) and creative industries pathway (15.8%).

A full list of comments, categorised by vocational pathway is available in Appendix Two.

Students dream jobs were also coded in Australia and New Zealand Standard Industrial Classification codes 2006 (ANZSIC).

APR reviewed all these comments and grouped them into ANZSIC codes as identified by the Department of Statistics. Note that in some instances two jobs were identified by one respondent, which could result in two different ANZSIC codes being identified by any one respondent. Note that for any individual, no duplicate coding was used so the maximum possible coding for any pathway is 385, representing the total sample of 385 students who provided an answer.

ANZSIC 2006 classification	Number	Percent
Professional, scientific and technical services	101	26.2%
Health care and social assistance	76	19.7%
Arts and recreation services	68	17.7%
Public administration and safety	26	6.8%
Education and training	15	3.9%
Information media and telecommunications	15	3.9%
Accommodation and food services	14	3.6%
Agriculture, forestry and fishing	13	3.4%
Construction	13	3.4%
Transport, postal and warehousing	13	3.4%
Retail trade	8	2.1%
Administrative and support services	3	0.8%
Manufacturing	2	0.5%
Electricity, gas, water and waste services	1	0.3%
Financial and insurance services	1	0.3%
Mining	0	0.0%
Rental, hiring and real estate services	0	0.0%
Wholesale trade	0	0.0%
Other services	16	4.2%
Other	8	2.1%
Don't know/NA	61	15.8%
Sample	**385**	

Note: Not additive as respondents comments could be coded to multiple ANZSIC codes

Based on the students stated dream job, most were classified under "professional, scientific and technical services" (26.2% of students who provided an answer), followed by "health care and social assistance" (19.7%) and "arts and recreational services" (17.7%).

A full list of comments, categorised by NZSIC code 2006 is available in Appendix Three.

Q6.   What is your year level?

	Number	Percent
Year 11	82	18.6%
Year 12	142	32.3%
Year 13	111	25.2%
Other	98	22.3%
Not specified	7	1.6%
Total	**440**	**100.0%**

A total of 76.1% of respondents were between Year 11 and Year 13. A further 22.3% were outside of this range and 1.6% did not specify an answer to this question.

Other comments specified:

- *Just left school about a month ago.*
- *Student.*
- *Teacher (x2).*
- *Year 8 (x8).*
- *Year 9 (x33).*
- *Year 10 (x51).*
- *Year 14 (x2).*

Q7.   Respondents school identified:

School	Number	Percent
Trident High School	206	46.7%
Whakatane High School	126	28.6%
Opotiki College	69	15.6%
Tarawera High School	25	5.7%
Salvation Army Education and Employment	3	0.7%
Edgecumbe College	2	0.5%
Other	6	1.4%
Don't know/NA	2	0.5%
Not specified	2	0.5%
Total	**441**	**100.0%**

Other specified:
- *T.H.S. (x3)*
- *Te Wananga o Aotearoa.*
- *Teen Parent Education Centre.*
- *This school.*

Most respondents were from Trident High School (46.7% of the entire sample), followed by Whakatane High School (28.6%) and Opotiki College (15.6%).

APPENDIX ONE: SURVEY FORM

LinkUp Youth Survey

At LinkUp, our goal is to help connect youth / rangatahi, education and the world of work.

To help guide us, we would like your feedback re: what would interest you, and your mates, around the "world of work" in the Eastern Bay of Plenty (EBOP).

Please fill this quick survey and let us know your thoughts. **** All completed surveys go into win $50 in cell phone data!!

* Required

1. Email address *

_____

There are GREAT jobs, in innovative industries, across the Eastern Bay!

2. **1. Are you aware of the good jobs available in the Eastern Bay?** *
Check all that apply.

☐ Yes

☐ No

3. **2. What types of work (or Industries) would you like to know more about?** *
Check all that apply.

☐ Art and Design (creating goods to sell, marketing, product & packaging design)

☐ Business (management, finances, planning)

☐ Construction

☐ Counselling, Elder Care, Healthcare, Nursing, Social Work

☐ Engineering (solving problems through design, building & use of machines and structures)

☐ Farming & growing crops for products for manufacturing and export

☐ Freight Logistics (getting products to stores / ports; planning, storage, transport, data entry, dispatch)

☐ Information Technology, using computers networks, languages, and databases to solve problems

☐ Manufacturing / producing things on a large scale (like paper goods, dairy, aluminum boats, honey)

☐ Machine Operating (forklifts, trucking, forestry, hauling, drones)

☐ Marine Operations (farming, skippering, fish processing =Aquaculture)

☐ Science (ex. research, food tech, product development, extraction)

☐ Town Planning (Building roads, drainage, managing land resources and land use)

☐ Tourism

☐ Other: _____

How do we BEST get Info to you??

4. 3. How would you like to learn about industries, jobs and opportunities? *
Check all that apply.

☐ Family Experiences (ex. family workshop, Family Night)

☐ Internet (ex. video clips, website, email)

☐ Personal Experiences (ex. talking w/ people, field trips to workplaces, having a work experience/ internship)

☐ Reading (ex. reading posters, newsletters or articles)

☐ Social media (ex. Facebook Posts, Instagram)

☐ Speakers (ex. hearing speakers talk at lunch or in class)

☐ Other: _____

All About YOU!

5. **Do you already have paid work?** *
Mark only one oval.

◯ Yes

◯ No

6. **What's your Dream Job?**

_____

7. **Your Year Level**
Mark only one oval.

◯ Year 11

◯ Year 12

◯ Year 13

◯ Other: _____

8. **Your School** *

_____

Thank you so much for your time and the information you shared!

We will be in touch soon with the winner of the $50 in data!

LinkUp
Eastern Bay of Plenty

APPENDIX TWO: DREAM JOB CATEGORISED BY VOCATIONAL PATHWAY

Vocational pathways coded:

Vocational pathways	Number	Percent
Social and community services	129	33.5%
Services industries	75	19.5%
Creative industries	61	15.8%
Manufacturing and technology	43	11.2%
Primary industries	21	5.5%
Construction and infrastructure	15	3.9%
Other	22	5.7%
Don't know/NA	45	11.7%
Sample	**385**	**100.0%**

Note: Not additive as respondents comments could be coded to multiple pathways
Note: 385 students provided an answer to this question

Comments coded to "social and community services":
- *A high position in medical research/medical occupation.*
- *Accounting or managing or teaching.*
- *Air force, engineering.*
- *Airforce mechanic.*
- *Anything to do with criminology.*
- *Army (x2).*
- *Astronomer.*
- *Business, Art and Design or counselling.*
- *Care taking.*
- *Child phycology.*
- *Curator.*
- *Dermatologist.*
- *Doctor or nurse something like that.*
- *Doctor (x8).*
- *Doctor/surgeon.*
- *Early childcare teacher, Social worker, Counsellor.*
- *Early childhood educator.*
- *ECE primary teacher.*
- *Forces or working with machines.*
- *Gynaecologist.*
- *Harbour Pilot.*
- *Health related*
- *Helping people.*
- *I don't really know but currently its being an engineer for the navy but I know it will change.*
- *Law.*
- *Lawyer or doing something along the lines of interior design.*
- *Lawyer or marine biologist.*
- *Lawyer with psychologist on the side.*
- *Lawyer (x7).*
- *Liquidation.*
- *Maori and indigenous development & studies or a lawyer.*

- *Maori teacher, cafe manager.*
- *Marine biologist (x3).*
- *Marine biology or zoology.*
- *Medical research.*
- *Mental health/ social work/nurse/ midwife.*
- *Midwife.*
- *Midwifery or marine biologist.*
- *Music or Te Reo Maori Teacher.*
- *My dream job is to become a dentist.*
- *Navy.*
- *Nurse.*
- *Nursing.*
- *OB president.*
- *Orthopaedic surgeon (x2).*
- *Own a cafe and healthy food store. Food tech for big healthy food company.*
- *Pathologist or surgeon.*
- *Paediatrics.*
- *Pharmaceutical researcher.*
- *Pharmacologist.*
- *Pharmacist, leading research for new medicines.*
- *Physiatrist (x2).*
- *Physio (x2).*
- *Physiology.*
- *Physiotherapist (x5).*
- *Pilot.*
- *PI.*
- *Police dog handler (x2).*
- *Police force (x2).*
- *Police man or chef.*
- *Police officer (x2).*
- *Police (x4).*
- *Policy advisor that travels and helps counties write their policies.*
- *Policy analyst for UN or EU.*
- *Prime minister (x2).*
- *Professor of physics.*
- *Psychiatrist.*
- *Psychologist or on Broadway.*
- *Psychologist.*
- *Psychology (x2).*
- *Quarantine officer.*
- *Radiologist (x2).*
- *Social services, youth at risk.*
- *Social work.*
- *Sport psychologist.*
- *Surgeon (x2).*
- *Teacher (x3).*
- *Teaching youth.*
- *Therapy.*
- *To be able to help people within our society.*
- *To be an early childhood care giver, or adventure tourism.*
- *To become a vet.*
- *Tourism, accounting, celebrity, nursing.*

- *Traveling in the Army.*
- *Vet (x2).*
- *Veterinarian (x5).*
- *Warfare Officer in the Navy.*
- *Zoo keeping or physio therapy.*
- *Zoologist.*

Comments coded to "services industries":
- *Accounting (x2).*
- *Accounting or managing or teaching.*
- *Airline manager.*
- *All black, NBA.*
- *Athlete.*
- *Aviation career.*
- *Barista (x2).*
- *Barrister.*
- *Beautician.*
- *Become a chef.*
- *Being an engineer or a log truck driver.*
- *Business Development Officer.*
- *Business Management/Owner.*
- *Business, Art and Design or counselling.*
- *Cafeteria.*
- *Chef.*
- *Corner dairy owner.*
- *Corner dairy.*
- *Cultural anthropologist.*
- *Dairy farming, hair and beauty.*
- *Dietitian/ fitness/ running coach.*
- *Diplomat.*
- *Diving.*
- *Dog groomer or sitter.*
- *Dog trainer.*
- *Doing humanitarian aid in third world countries.*
- *F1*
- *Financial lawyer.*
- *Flight attendant or lawyer.*
- *Flight attendant (x3).*
- *Flight attendants.*
- *Free style motocross.*
- *Having a degree in accounting and a trade in carpentry and butchery.*
- *Hotel manager.*
- *Make-up artist/ flight attendant/ farmer.*
- *Maori teacher, cafe manager.*
- *Marketing manager.*
- *Maybe truck driving.*
- *Nannying.*
- *NBA player.*
- *Own a cafe and healthy food store. Food tech for big healthy food company.*
- *Own a café.*
- *Own my own baking store.*
- *Pastry chef.*

- *Personal trainer.*
- *Photography or working with animals or working with kids.*
- *Pro mx rider.*
- *Pro surfer.*
- *Rugby, not too sure.*
- *Rugby.*
- *Run a paper (print like Beacon).*
- *Something in the beauty industry.*
- *Something in Tourism?*
- *Sports shop.*
- *Sports trainer.*
- *Tattoo artist, celebrity, dancer, tourism, and vet.*
- *To be an early childhood care giver, or adventure tourism.*
- *To do adventure tourism.*
- *To help people whether it be in any field.*
- *To work at an Adrenalin place eg: Queenstown Bungy jump.*
- *Tour guide.*
- *Tourism, accounting, celebrity, nursing.*
- *Tourism.*
- *Tourism/cruise ship.*
- *Wildlife worker in Africa.*
- *Work at a café.*
- *Work at Buzzfeed.*
- *Work at Disney world in Orlando, Florida for 6-12months.*
- *Work in a music store.*
- *Working on cruise ships or at Disneyland.*
- *World vision medic.*

Comments coded to "creative industries":
- *A singer or to make my own company*
- *Actor, musician.*
- *Actor (x2).*
- *Actress.*
- *Animator.*
- *Artist (x4).*
- *Arts and fashion designer.*
- *Author.*
- *Being a dance teacher.*
- *Being an artist.*
- *Business, Art and Design or counselling.*
- *Clothing designer*
- *Dancer.*
- *Digital artist.*
- *Entrepreneur, woodwork artist.*
- *Film directing (x3).*
- *Film industry.*
- *Game artist.*
- *Gardener.*
- *Graphics designer.*
- *International rock band.*
- *Kapa haka and singing.*
- *Make-up artist/ flight attendant/ farmer.*

- *Modelling.*
- *Music or Te Reo Maori Teacher.*
- *Music teacher.*
- *Performer, stylist, and a photographer.*
- *Photography.*
- *Photographer (x2).*
- *Photographer/ designer.*
- *Photography or working with animals or working with kids.*
- *Pro Fortnite player.*
- *Professional Dancer/ dance teacher.*
- *Professional gamer.*
- *Prop maker for movies.*
- *Psychologist or on Broadway.*
- *Rapper.*
- *Selling my art or digital animation.*
- *Session musician.*
- *Singing, gaming and eating.*
- *Something arty.*
- *Something in film.*
- *Something to do with video games.*
- *Streamer.*
- *Tattoo artist, celebrity, dancer, tourism, and vet.*
- *Tattooist or architecture.*
- *Teach Maori performing arts.*
- *To be either a game developer, programmer, or computer technician.*
- *To become a professional dancer.*
- *Twitch streamer.*
- *Video game creator.*
- *Woodwork artist.*
- *You tuber (x2).*

Comments coded to "manufacturing and technology":
- *A baker.*
- *A full-time mechanic.*
- *A high position in medical research/medical occupation.*
- *Air force, engineering.*
- *Architect (x4).*
- *Astronaut (x2).*
- *Auto mechanic, carpenter.*
- *Automotive.*
- *Being an engineer or a log truck driver.*
- *Being a mechanic.*
- *Coding expert.*
- *Cyber security.*
- *Designer/Computer Engineer.*
- *Engineer, Computer scientist.*
- *Engineer (x3).*
- *Fitter turner.*
- *Forces or working with machines.*
- *Forensic scientist (x4).*
- *Game designer.*
- *Game developer.*

- *Mechanic (x3).*
- *Mechanic/engineer.*
- *Own a mechanical workshop.*
- *Owning a car manufacturing company.*
- *Renewable energy electrical engineer.*
- *Scientist.*
- *Skate/surf designer.*
- *Software Engineer.*
- *To be either a game developer, programmer, or computer technician.*
- *To work as an aerospace engineer.*
- *Top engineer.*
- *Welder.*

Comments coded to "primary industries":
- *Animal behaviourist.*
- *Animal proctologist.*
- *Animal rehabilitation.*
- *Anything outdoors.*
- *Dairy farming, hair and beauty.*
- *Dairy farming.*
- *Earn money while doing something I love (fishing, snowboarding, camping and the outdoors).*
- *Farming (x3).*
- *Forestry.*
- *Have my own orchard business.*
- *Having a degree in accounting and a trade in carpentry and butchery.*
- *Horticulture/management.*
- *If I could have been able, a vet or vet technician. Or even with more experience to do something where I could work with horses.*
- *Lawyer or marine biologist.*
- *Make-up artist/ flight attendant/ farmer.*
- *Outdoor instructor.*
- *To be a zoologist.*
- *To own a farm.*
- *Working out doors with machinery.*

Comments coded to "construction and infrastructure":
- *Architecture.*
- *Auto mechanic, carpenter.*
- *Carpenter*
- *Commercial electrician.*
- *Electrical work.*
- *Electrician (x3).*
- *Golf club designer.*
- *Having a degree in accounting and a trade in carpentry and butchery.*
- *Interior designer (x2).*
- *Lawyer or doing something along the lines of interior design.*
- *Renovation.*
- *Tattooist or architecture.*

Comments coded to "other":
- *9 to 5 job.*

- *A singer or to make my own company*
- *Any job that gets me money.*
- *Anything with good pay.*
- *Be my own boss.*
- *Become a millionaire.*
- *Being a sick guy.*
- *CEO of a high earning company.*
- *CEO.*
- *Changing the way people think.*
- *Mr Marrow.*
- *Not to have a job.*
- *Own business is something I enjoy.*
- *Own business.*
- *Owning my own business, businesses.*
- *Paid to do nothing.*
- *Paid to travel the world.*
- *Retirement.*
- *The King.*
- *Travel the world to get paid.*
- *Travelling the world.*
- *Your mum.*

APPENDIX THREE: DREAM JOB CATEGORISED BY ANZSIC 2006 CODE

ANZSIC Code 2006 coded:

ANZSIC 2006 classification	Number	Percent
Professional, scientific and technical services	101	26.2%
Health care and social assistance	76	19.7%
Arts and recreation services	68	17.7%
Public administration and safety	26	6.8%
Education and training	15	3.9%
Information media and telecommunications	15	3.9%
Accommodation and food services	14	3.6%
Agriculture, forestry and fishing	13	3.4%
Construction	13	3.4%
Transport, postal and warehousing	13	3.4%
Retail trade	8	2.1%
Administrative and support services	3	0.8%
Manufacturing	2	0.5%
Electricity, gas, water and waste services	1	0.3%
Financial and insurance services	1	0.3%
Mining	0	0.0%
Rental, hiring and real estate services	0	0.0%
Wholesale trade	0	0.0%
Other services	16	4.2%
Other	8	2.1%
Don't know/NA	61	15.8%
Sample	**385**	

Note: Not additive as respondents comments could be coded to multiple ANZSIC codes

Comments coded to "professional, scientific and technical services":
- *A high position in medical research/medical occupation.*
- *Accounting (x2).*
- *Accounting or managing or teaching.*
- *Air force, engineering.*
- *Airline manager.*
- *Animal behaviourist.*
- *Animal Proctologist.*
- *Animal Rehabilitation.*
- *Anything to do with criminology.*
- *Architect (x4).*
- *Architecture.*
- *Astronaut (x2).*
- *Astronomer.*
- *Auto mechanic, carpenter.*
- *Being an engineer or a log truck driver.*
- *Business Development Officer*
- *Business Management/Owner*
- *Business, Art and Design or counselling.*
- *CEO of a high earning company.*
- *CEO.*
- *Changing the way people think.*
- *Curator.*

- *Cultural Anthropologist.*
- *Dairy farming, hair and beauty.*
- *Diving.*
- *Engineer, Computer scientist.*
- *Engineer (x3).*
- *Entrepreneur, woodwork artist.*
- *Financial lawyer.*
- *Fitter turner.*
- *Flight attendant or lawyer.*
- *Forces or working with machines.*
- *Forensic scientist (x4).*
- *Golf club designer.*
- *Graphics designer.*
- *Having a degree in accounting and a trade in carpentry and butchery.*
- *Law.*
- *Lawyer or doing something along the lines of interior design.*
- *Lawyer or marine biologist.*
- *Lawyer with psychologist on the side.*
- *Lawyer (x7).*
- *Maori and indigenous development & studies or a lawyer.*
- *Marine biologist (x3).*
- *Marine biology or zoology.*
- *Marketing manager.*
- *Mechanic/engineer.*
- *Midwifery or marine biologist.*
- *Nursing.*
- *Own a cafe and healthy food store. Food tech for big healthy food company.*
- *Own business is something I enjoy.*
- *Own business.*
- *Owning my own business, businesses.*
- *Photographer (x3).*
- *Photographer/ designer.*
- *Photography or working with animals or working with kids.*
- *Pilot.*
- *Policy advisor that travels and helps counties write their policies.*
- *Policy analyst for UN or EU.*
- *Professor of physics.*
- *Scientist.*
- *Tattooist or architecture.*
- *To be a zoologist.*
- *To work as an aerospace engineer.*
- *Top engineer.*
- *Welder.*
- *Working out doors with machinery.*
- *Zoo keeping or physio therapy.*
- *Zoologist.*

Comments coded to "health care and social assistance":
- *A high position in medical research/medical occupation.*
- *Business, Art and Design or counselling (x3).*
- *Care taking.*
- *Child psychology.*

- *Dermatologist.*
- *Doctor or nurse something like that.*
- *Doctor (x8).*
- *Doctor/surgeon.*
- *Early childcare teacher, Social worker, Counsellor.*
- *Early childhood educator.*
- *ECE primary teacher.*
- *Gynaecologist.*
- *Health related.*
- *Helping people.*
- *Lawyer with psychologist on the side.*
- *Medical research.*
- *Mental health/ social work/ nurse/ midwife.*
- *Midwife.*
- *Midwifery or marine biologist.*
- *My dream job is to become a dentist.*
- *Nannying.*
- *Nurse.*
- *Nursing.*
- *Orthopaedic surgeon (x2).*
- *Pathologist or surgeon.*
- *Paediatrics.*
- *Pharmaceutical researcher.*
- *Pharmacologist.*
- *Pharmacist, leading research for new medicines.*
- *Physiatrist (x2).*
- *Physio (x2).*
- *Physiology.*
- *Physiotherapist (x5).*
- *Psychiatrist.*
- *Psychologist or on Broadway.*
- *Psychologist.*
- *Psychology (x2).*
- *Radiologist (x2).*
- *Social services, youth at risk.*
- *Social work.*
- *Sport psychologist.*
- *Surgeon (x2).*
- *Therapy.*
- *To be able to help people within our society.*
- *To become a vet.*
- *Vet (x2).*
- *Veterinarian (x5).*
- *World vision medic.*

Comments coded to "arts and recreation services":
- *Actor, musician.*
- *Actor (x2).*
- *Actress.*
- *Adventure tourism.*
- *All black, NBA.*
- *Animator.*

- *Artist (x4).*
- *Arts and fashion designer.*
- *Athlete.*
- *Author.*
- *Being a dance teacher.*
- *Being an artist.*
- *Business, Art and Design or counselling.*
- *Clothing designer.*
- *Dancer.*
- *Dietitian/ fitness/ running coach.*
- *Digital artist.*
- *Dog groomer or sitter.*
- *Entrepreneur, woodwork artist.*
- *Film directing (x2).*
- *Film director.*
- *Film industry.*
- *Free style motocross.*
- *Game artist.*
- *International rock band.*
- *Kapa haka and singing.*
- *Modelling.*
- *NBA player.*
- *OB president.*
- *Outdoor instructor.*
- *Performer, stylist, and a photographer.*
- *Personal trainer.*
- *Pro Fortnite player.*
- *Pro mx rider.*
- *Pro surfer.*
- *Professional Dancer/ dance teacher.*
- *Professional gamer.*
- *Prop maker for movies.*
- *Psychologist or on Broadway.*
- *Rapper.*
- *Rugby, not too sure.*
- *Rugby.*
- *Selling my art or digital animation.*
- *Session musician.*
- *Singing, gaming and eating.*
- *Something arty.*
- *Something in film.*
- *Sports trainer.*
- *Tattoo artist, celebrity, dancer, tourism, and vet.*
- *Tattooist or architecture.*
- *To become a professional dancer.*
- *To do adventure tourism.*
- *To work at an Adrenalin place eg: Queenstown Bungy jump.*
- *Woodwork artist.*
- *You tuber (x2).*

Comments coded to "public administration and safety":
- *Air force, engineering.*

- *Airforce mechanic.*
- *Army (x2).*
- *Forces or working with machines.*
- *I don't really know but currently its being an engineer for the navy but I know it will change.*
- *Navy.*
- *Pl.*
- *Police dog handler (x2).*
- *Police force (x2).*
- *Police man or chef.*
- *Police officer (x2).*
- *Police (x4).*
- *Prime minister (x2).*
- *Quarantine officer.*
- *Traveling in the Army.*
- *Warfare Officer in the Navy.*

Comments coded to "education and training":
- *Accounting or managing or teaching.*
- *Dog trainer.*
- *ECE primary teacher.*
- *Maori teacher, cafe manager.*
- *Music or Te Reo Maori Teacher.*
- *Music teacher.*
- *Professional Dancer/ dance teacher.*
- *Teach Maori performing arts.*
- *Teacher (x3).*
- *Teaching youth.*

Comments coded to "information media and telecommunications":
- *Coding expert*
- *Cyber security.*
- *Designer/Computer Engineer.*
- *Engineer, Computer scientist.*
- *Game designer.*
- *Game developer.*
- *Run a paper (print like Beacon).*
- *Software Engineer.*
- *Something to do with video games.*
- *Streamer.*
- *To be either a game developer, programmer, or computer technician.*
- *Twitch streamer.*
- *Video game creator.*
- *Work at Buzzfeed.*

Comments coded to "accommodation and food services":
- *A baker.*
- *Barista (x2).*
- *Barrister.*
- *Become a chef.*
- *Cafeteria.*
- *Chef.*

- *Hotel manager.*
- *Maori teacher, cafe manager.*
- *Own a cafe and healthy food store. Food tech for big healthy food company.*
- *Own a café.*
- *Pastry chef.*

Comments coded to "agriculture, forestry and fishing":
- *Dairy farming, hair and beauty.*
- *Dairy farming.*
- *Earn money while doing something I love (fishing, snowboarding, camping and the outdoors).*
- *Farming (x4).*
- *Forestry.*
- *Have my own orchard business.*
- *Horticulture/management.*
- *If I could have been able - a vet or vet technician. Or even with more experience to do something where I could work with horses.*
- *To own a farm.*

Comments coded to "construction":
- *Carpenter.*
- *Commercial electrician.*
- *Electrical work.*
- *Electrician (x3).*
- *Having a degree in accounting and a trade in carpentry and butchery.*
- *Interior designer (x2).*
- *Renovation.*
- *To own a farm.*

Comments coded to "transport, postal and warehousing":
- *Aviation career.*
- *Being an engineer or a log truck driver.*
- *Flight attendant or lawyer.*
- *Flight attendant (x4).*
- *Harbour Pilot.*
- *Maybe truck driving.*
- *Tourism/cruise ship.*
- *Working on cruise ships or at Disneyland.*

Comments coded to "retail trade":
- *Corner dairy owner.*
- *Corner dairy.*
- *Skate/surf designer.*
- *Something in Tourism?*
- *Sports shop.*
- *Work at a café.*
- *Work in a music store.*

Comments coded to "administrative and support services":
- *Diplomat.*
- *Gardener.*
- *Photography or working with animals or working with kids.*

Comments coded to "manufacturing":
- *Own my own baking store.*
- *Owning a car manufacturing company.*

Comments coded to "electricity, gas, water and waste services":
- *Renewable energy electrical engineer.*

Comments coded to "financial and insurance services":
- *Liquidation.*

Comments coded to "other services":
- *A full-time mechanic.*
- *Auto mechanic, carpenter.*
- *Automotive.*
- *Beautician.*
- *Being a mechanic.*
- *Dietitian/ fitness/ running coach.*
- *Doing humanitarian aid in third world countries.*
- *Mechanic (x3).*
- *Mechanic/engineer.*
- *Own a mechanical workshop.*
- *Something in the beauty industry.*

Comments coded to "other":
- *Anything outdoors.*
- *F1.*
- *To help people whether it be in any field.*
- *Tour guide.*
- *Tourism, accounting, celebrity.*
- *Tourism.*
- *Wildlife worker in Africa.*
- *Work at Disney world in Orlando, Florida for 6-12 months.*