

# trademe jobs

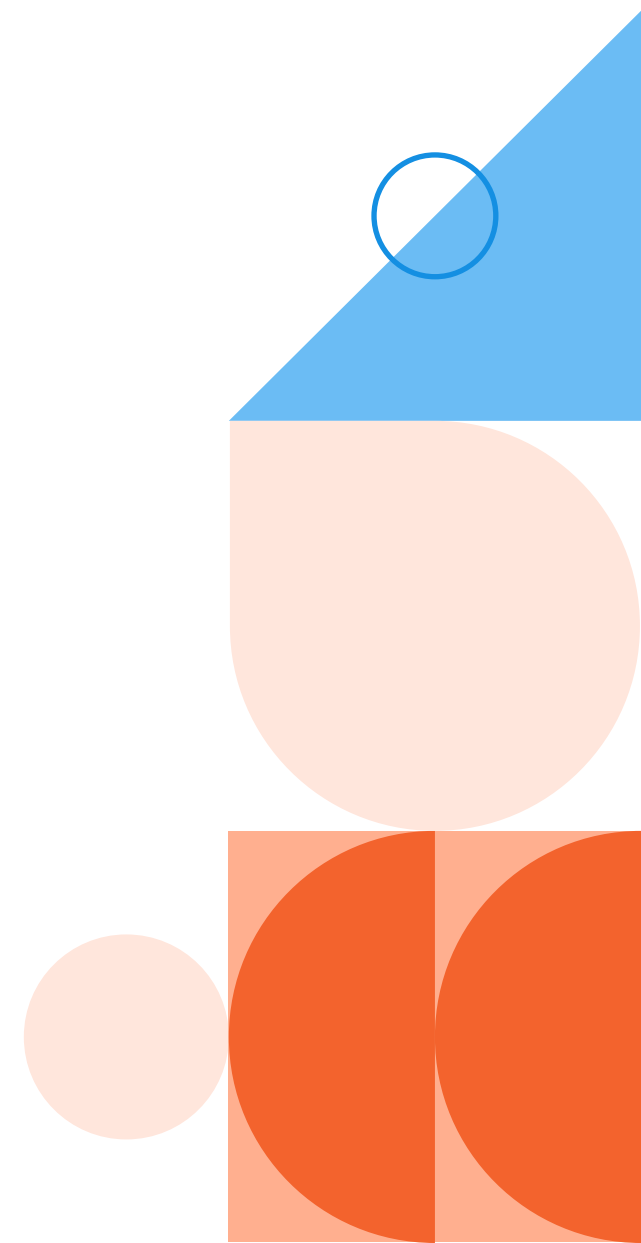
Employer & Job Hunter  
Intentions Report

# 2023



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# Foreword

Welcome to our 2023 Employer & Job Hunter Intentions Report, our sixth edition, where we share with you what's driving job hunters and the latest employer hiring intentions.

Businesses are bracing for another challenging year, the latest GDP figures for Q4 2022 indicating that the economy has already shrunk further than expected with a short, shallow recession forecast later this year. This is likely to see unemployment rise from the current 3.4 per cent up into the 5 per cent mark, according to the Treasury.

Despite this anticipated recession we're expecting the job market to remain busy. Employers told us they're likely to be hiring at the same level as 2022, not because they're expanding but because of relatively high staff churn. At the same time the majority of job hunters we spoke to indicated that they were actively looking or would leave their current job if presented with an interesting job offer.

And while the Government has opened the border to skilled overseas workers, the majority of Kiwi employers we surveyed weren't interested in taking this route, preferring to hire people inside the country.

Burnout is a concern with current job hunters and employers are relying on their workplace culture to retain staff and curb burnout. If you promote a culture that values and respects work-life balance, you'll have employee satisfaction, productivity, well-being and avoid burnout, employers tell us.

With staff retention a priority with employers, we wanted to find out from job hunters what made them say, 'I quit!' with their current jobs. Their preoccupation this year seems to be travel and money – pay is still number one with the ongoing cost of living crisis, though work/life balance comes a close second.

A staff member's resignation might have nothing to do with what employers are doing for their people. For many Kiwi, especially younger workers, 23 per cent responded saying they're heading overseas in the next year, with 84 per cent leaving for at least one year – as they release that pent up desire to see the world. At Trade Me Jobs, we've written about smart employers offering their employees a sabbatical where they can take extensive trips overseas and return to their jobs when suits.

For employers and job hunters, 2023 looks to be a year of surprises, we've had a few already in the political landscape, as well as natural disasters. Those prepared to listen, anticipate change and value staff will do well. And don't forget that election in October, though it's likely a lot is going to happen before then.

Wishing you a successful year.

Ngā mihi nui,

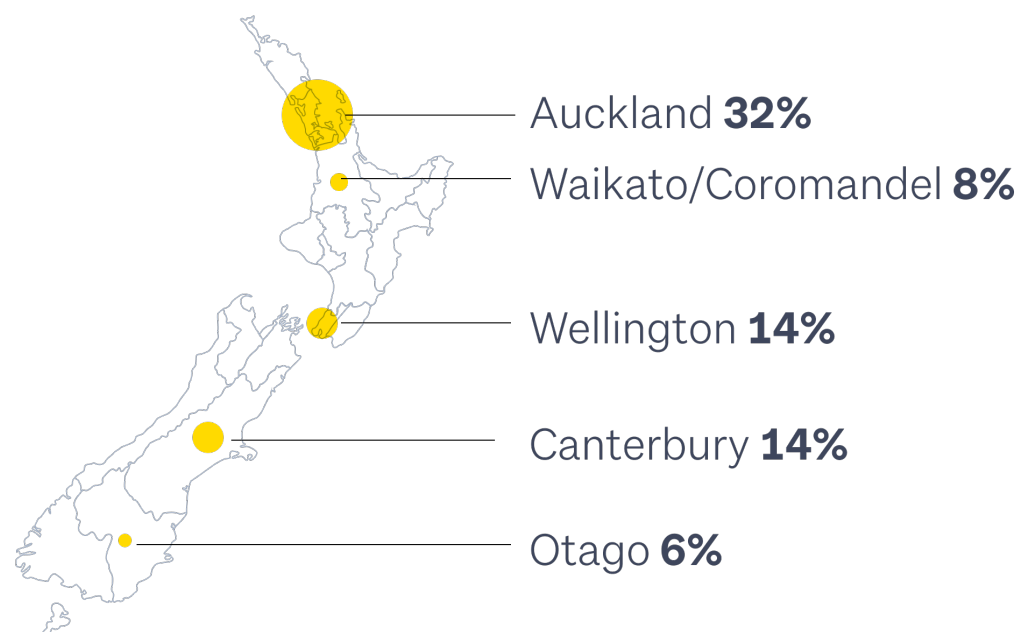


Matt Tolich

Trade Me Jobs Sales Director

# About the survey

For our 2023 survey we heard from 2,375 Trade Me members about their current employment status. We got some great insight into their salary and work expectations, as well as any upcoming plans they have and their overall view of the job market. We also spoke to 467 recruiters and business owners across the country for their views on salaries, hiring intentions and trends they foresee impacting them in 2023.



Map only highlighting top 5 locations

## Top ten industries our respondents work in:

Healthcare

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IT

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Manufacturing & operations

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Trade & services

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Agriculture, fishing & forestry

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Education

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Government & Council

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Retail

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Hospitality & tourism

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Construction & roading

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# A big thank you

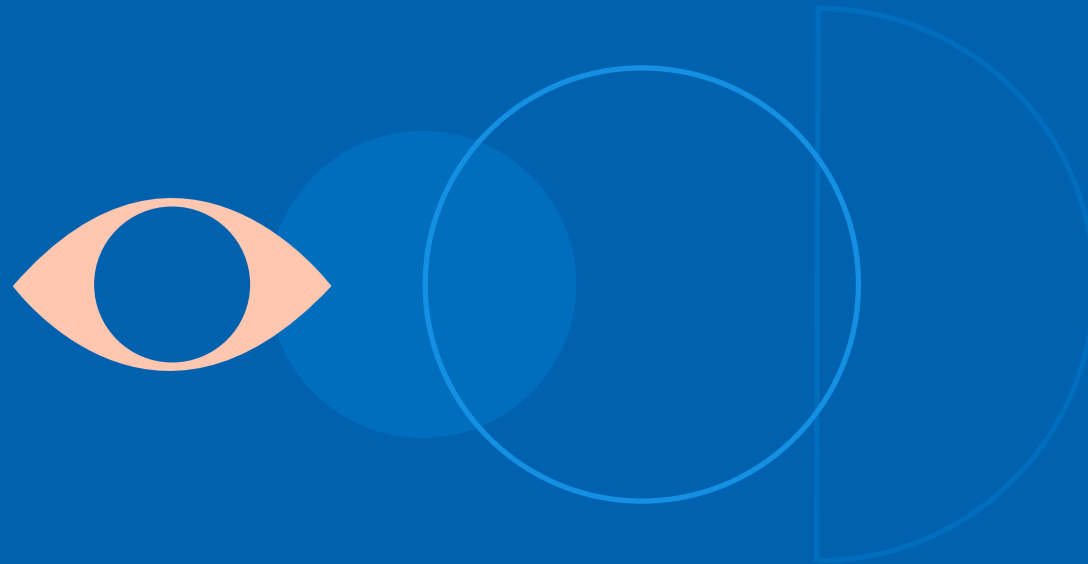
Without our recruiters, business partners and Trade Me members, these job market insights wouldn't be possible. We'd like to thank you for contributing to our surveys. Your support enables us to provide an in-depth analysis of the job market and explore upcoming opportunities and trends.



# Key findings

Today's employees are looking beyond monetary remuneration, and are instead seeking more balance in their work lives, including flexibility with working hours and even relocating for the right role. We've found three key themes; motives, benefits, and confidence, and will explore how employers can best meet these increasing expectations while juggling the skills shortage they're facing.

It's clear that employees need to be viewed as an employer's top priority. This will be essential to beat the skill and worker shortage in the market.



# Motives

Money, travel, and career progression are the main motivators for Kiwi this year. We're likely to see a continued flow of workers leaving the country, with the opening of international borders unlikely to be the golden ticket to end the skills shortage.

## Salary expectations will continue to be challenging

**25%**

said better pay was the main motivator to start looking for a new job

**71%**

said pay rate or salary packages was what they valued most

## Kiwi value travel

Around a quarter of respondents were open to relocating overseas in pursuit of work, down from 34 per cent in 2022. Of those willing to shift overseas, 84 per cent were looking to move overseas for at least one year, with 25 per cent leaving permanently.

This will put a strain on the current workforce, especially as we see an increasingly large number of Kiwi leaving the country for extended periods of time.

**23%** of respondents were open to relocating overseas in pursuit of work

### COLOUR KEY:

● Employee data ● Employer data

## Industries hit hard by labour shortages

Unsurprisingly, given these industries have been the hardest hit by labour shortages over the past few years, those most receptive to hiring overseas employees were:

- 1 Manufacturing & operations
- 2 Trades & services
- 3 Construction & roading
- 4 Healthcare
- 5 Hospitality & tourism

## Priorities when job searching



When searching for their next role, 1 in 2 Kiwi rated work/life balance as being important to them. That was the second-highest priority after pay.



# Benefits

Workplace benefits are increasingly important when it comes down to attracting and retaining staff. It's been a tumultuous few years for the workforce; lockdowns, working from home, and returning to the office have had serious impacts on mental health and burnout in the workforce.

## Burnout needs to be addressed

Burnout is affecting Gen Z (18-26 year-olds) more than any other age group, and flexibility in the workplace may be a good starting point to curb the effects of burnout.

**33%** of Kiwi left their previous role due to lack of flexibility, or due to burnout

## Employers are stepping up

60 per cent of employers responded saying that they offer some form of flexible working arrangement for employees, that's up 4 points from last year. Flexible working is a benefit that most employees expect when searching for a new role, and being open to discussing it may gain employers the upper hand when recruiting.

**6 in 10** employers said they offer some form of flexible working arrangement

## Mental health is increasingly important

The focus on employee mental health is increasing globally. We've seen trends overseas where workplaces are offering more services to cater to both the impacts of mental health in the workplace and at home.

**32%** of employers we surveyed offer mental health support for employees

## Workplace culture is important

84 per cent of employers either agree or strongly agree that they prioritise workplace culture as a way to retain staff. Employees agree that prioritising workplace culture is essential with company culture and values coming in as 5th most important.

**84%** of employers agree that they prioritise workplace culture as a way to retain staff

**35%** of employees rate company culture and values as being important





# Confidence

It's been a shaky start to the year and looks to stay that way. 40 per cent of Kiwi recruiters and business owners say they are ready for a potential upcoming recession, with 50 per cent being neither prepared nor unprepared. Woes regarding the available workforce are still causing headaches as shortages of qualified employees continue.

## Upcoming hiring challenges

78 per cent said that finding good quality candidates (up one point from 2022) will be their biggest hiring challenge in 2023, followed by 50 per cent (up 3 points from 2022) of respondents saying that recruiting in a competitive market will cause future challenges.

**78%** said that finding good quality candidates will be their biggest challenge

## Kiwi open to jobs

It appears that Kiwi are open to some sort of job opportunity if one came knocking. 74 per cent of respondents said they were either actively looking for a new job, or would leave their current employer if an offer were to arise.

**74%** said they were actively looking for a job, or would leave their current employer if an offer were to arise

## High workforce movement

Staff turnover remains the main reason for recruiting in 2023, with 35 per cent of respondents citing this as their number one reason for recruiting. This remains in line with what we saw in 2022.

## Businesses still hiring, but in smaller numbers

**80%**

of employers believe they will need to recruit between 1 and 21+ staff in 2023

**21%** ↑ up four points from 2022

of respondents said they intend to hire less than the previous year

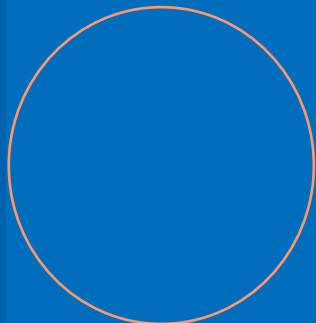


# Themes

01 Motives

02 Benefits

03 Confidence



# Motives

What motivates Kiwi to put their best foot forward at work has changed over the last few years.

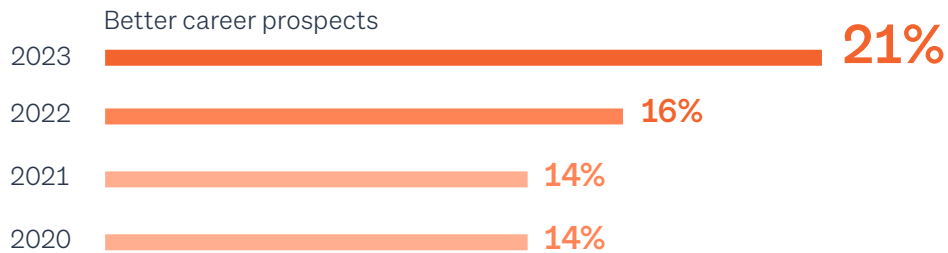
We're seeing a gradual shift in attitude, brought forward by more Gen Z (18-26 year-olds) entering the workforce, and Millennials (27-42 year-olds) progressing further through their careers. Their expectations at work, and ability to set strict boundaries and address what they want, are changing what employers offer. Employers will need to balance work/life and salary expectations in order to retain skilled workers. We're seeing ambitious young people continue to pursue their career progression and, aware of the value they bring, are asking for higher salaries along the way.



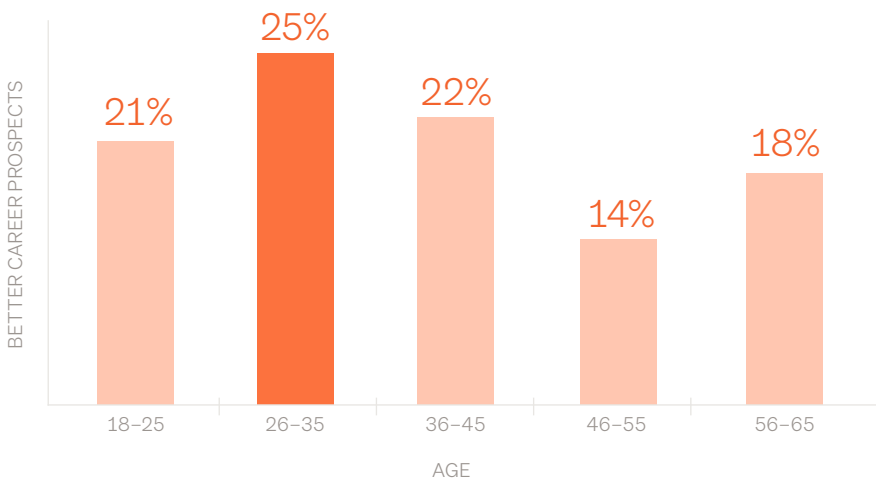
# What employees want

Employees will accept a role if they think it will advance their career

## What was the main reason you accepted this role?

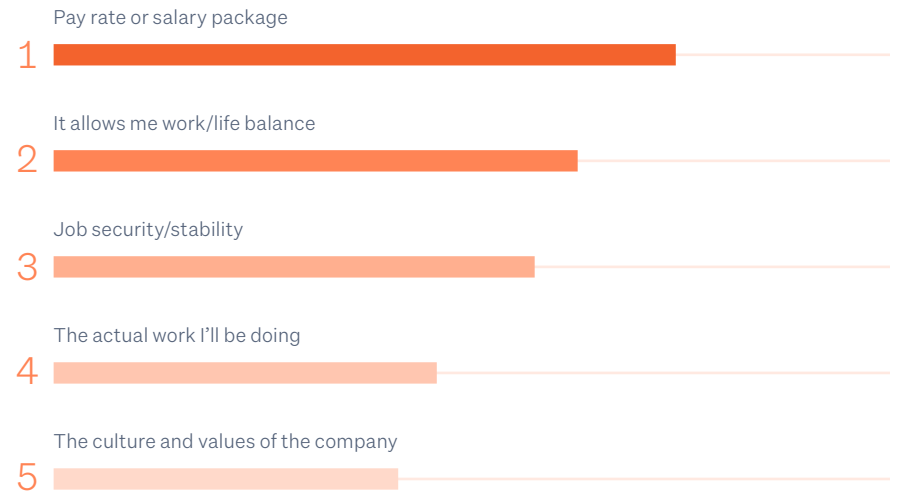


## Gen Z are hungry for career progression



## Pay is still at the top when looking for a new role

When looking for a job, how important are the following for you?

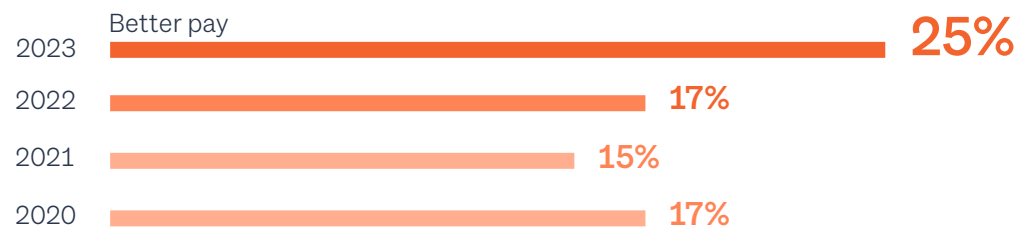


# Salary expectations

Kiwi are motivated by money more than ever

The inflated cost of living is having an impact of what Kiwi value the most in a job.

## What is your main motivation in looking for a job?



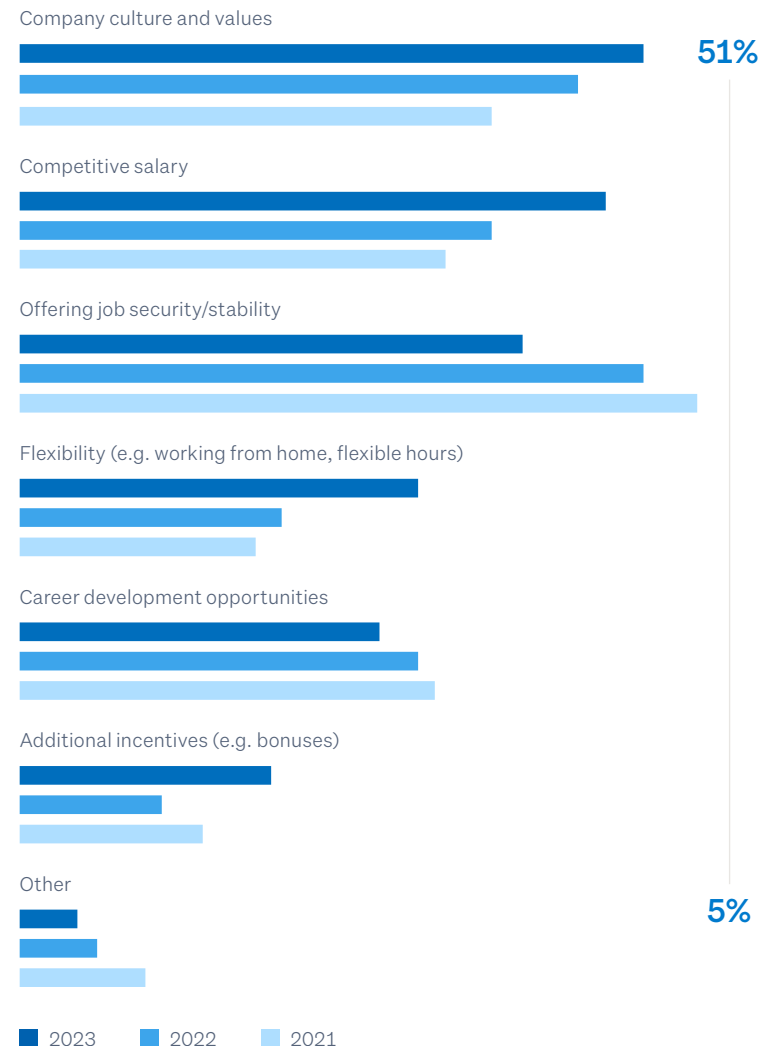
## Kiwi are most likely to leave their role if they receive a better offer

Why did you leave your previous role?

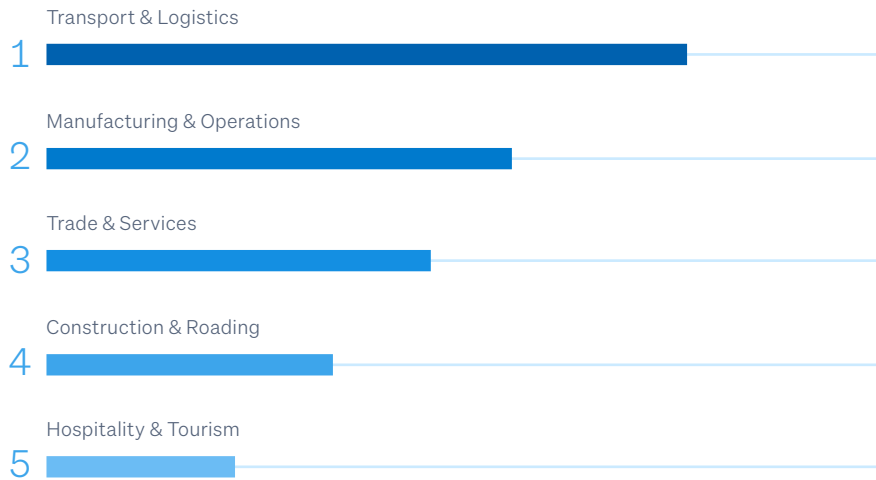


## Employers are finding that offering more competitive salaries is important for attracting the right talent

Of the vacancies you filled in 2022, what worked the best for you when attracting the candidates?

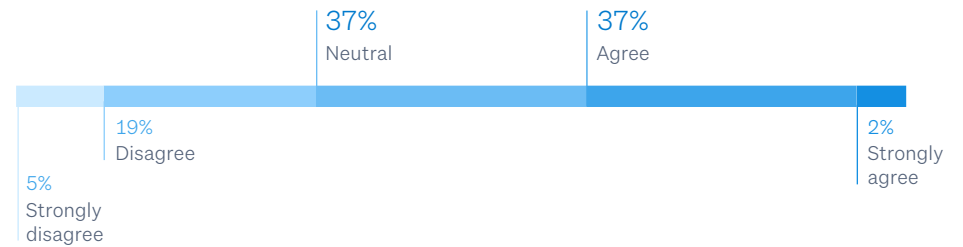


## Competitive salaries are a must in the Transport & Logistics market



## However, not all employers are prepared to offer inflated salaries to attract qualified talent

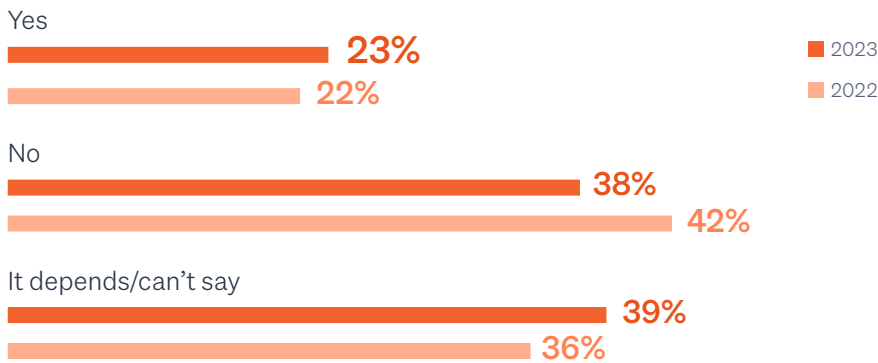
I'm prepared to offer inflated salaries to attract qualified talent



# Relocating

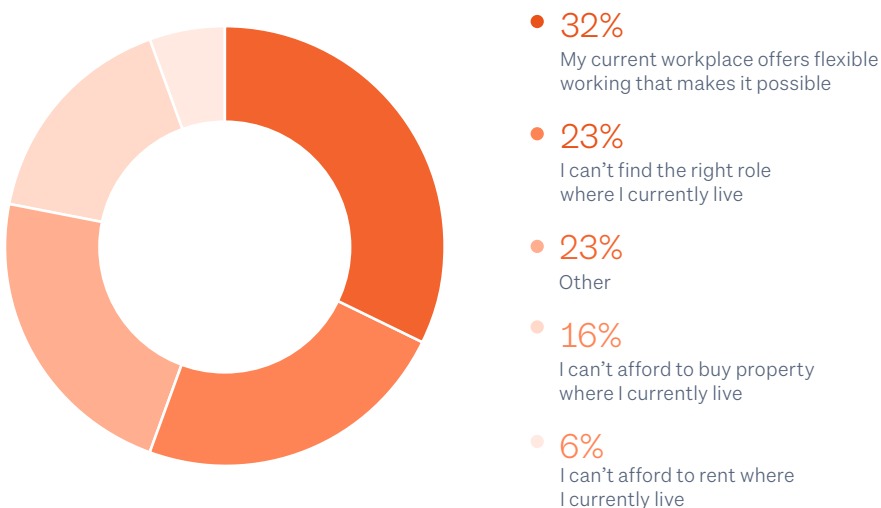
Kiwi open to relocating for work more than ever

## Would you relocate for a new job?



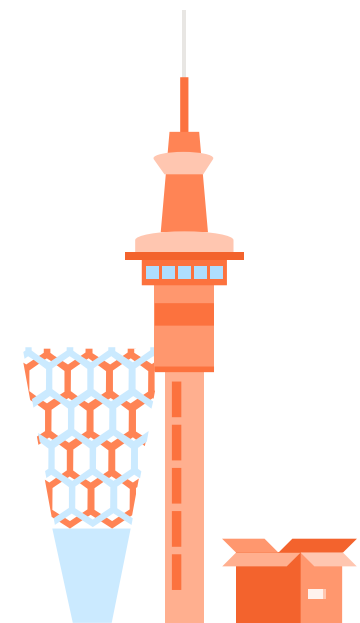
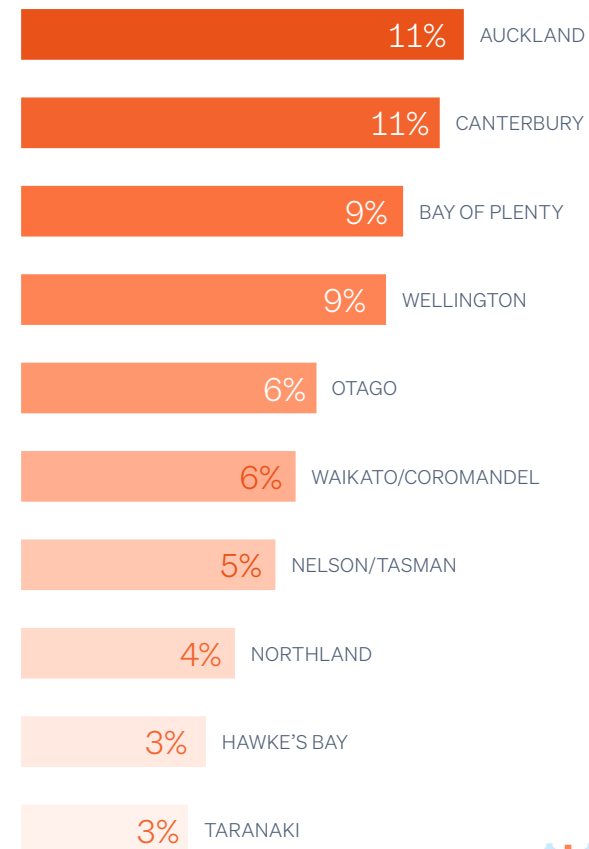
## Moving for work is easier than ever with more employers offering flexible working conditions

What would be your main motivator to relocate?



## Which region would you consider relocating to?

Showing top 10 locations only

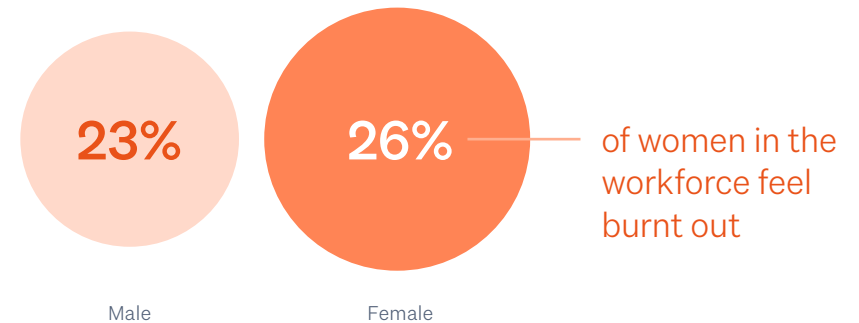




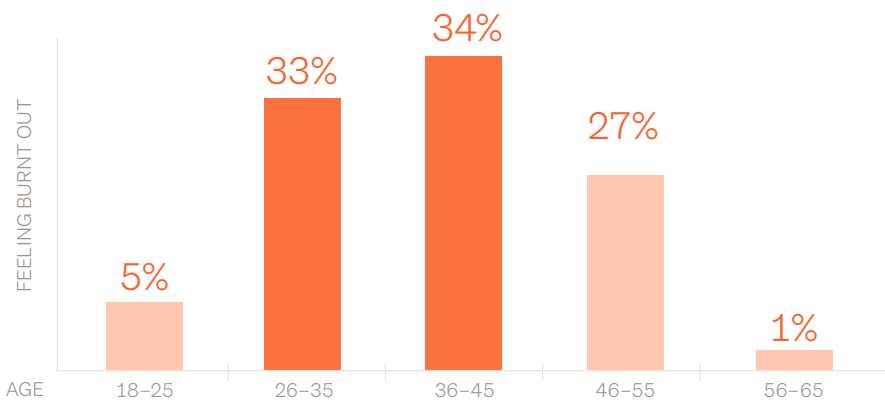
# Managing burnout

Burnout is affecting 1 in 4 Kiwi workers

## I feel burnt out in my current position



## Gen Z and Millennials are primarily feeling the impact of burnout



## In an attempt to curb burnout most employers agree that prioritising workplace culture is important to retain staff



# Three tips on how to motivate Kiwi at work



## Tip 1

Companies need to ensure they're offering competitive salaries and benefits. Salary is the primary factor motivating Kiwi to look for new job opportunities. Employers should offer competitive salaries, benefits packages.



## Tip 2

Career growth opportunities are top of mind for Kiwi when accepting a new role. Employers should prioritise providing opportunities for employees to grow and advance in their careers. This could involve offering training and development programs, or mentorship opportunities.



## Tip 3

Building workplace culture is easier said than done, especially after the periods of lockdown and an increased preference for working from home. Employers should focus on promoting a culture that values and respects work-life balance as this can lead to increased employee satisfaction, productivity, well-being, and prevent burnout.

# Benefits

Employers are stepping up to offer more workplace benefits.

60 per cent of employers are willing to offer at least one form of work support or a flexibility program. This begs the question of whether businesses are doing enough to retain high-performing staff who are demanding more flexibility in their work lives. Last year we saw 24 per cent of employers refusing to offer any flexibility to employees an increase from 14 per cent in 2021. However, this has reversed in 2023, with only 18 per cent of employers not offering any form of flexible working arrangements.

We can see there's still some work to be done to find a happy medium between what employees want and what employers can offer.

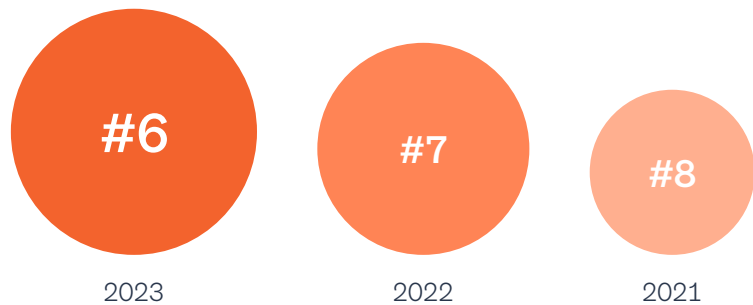


# Employee expectations

Flexible working options are becoming more important when accepting a role

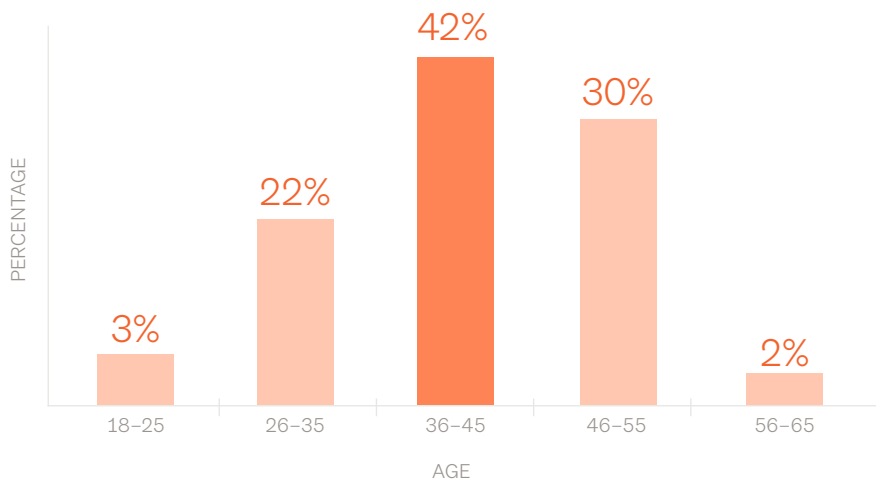
## What was the main reason you accepted this role?

More flexibility (e.g. flexible hours, working from home)



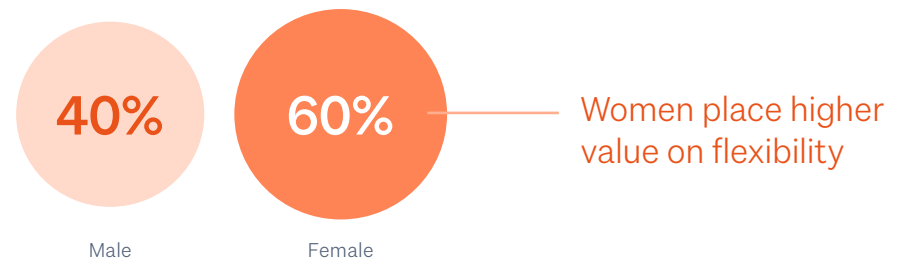
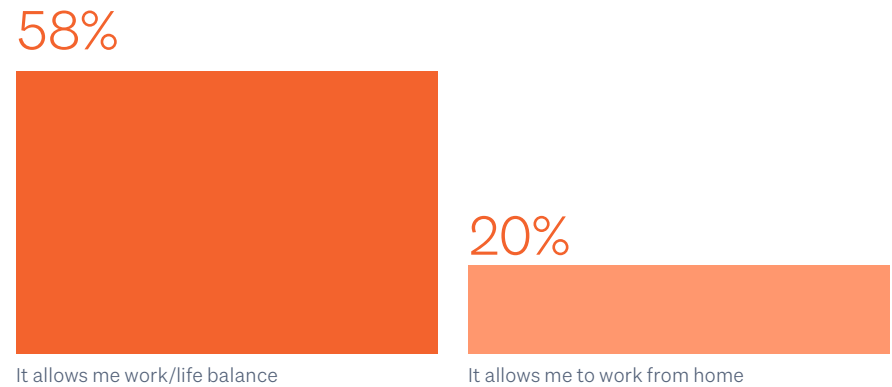
## Millennials value flexibility more than other age groups

To change the hours I work (e.g. temp to permanent, or five to four-day week), and more flexibility (e.g. flexible hours, working from home)



## A lack of flexibility is driving Kiwi to change roles

When looking for a job, how important are the following for you?



# What employers are offering

Using flexible working options as a perk is an increasingly popular way to attract candidates

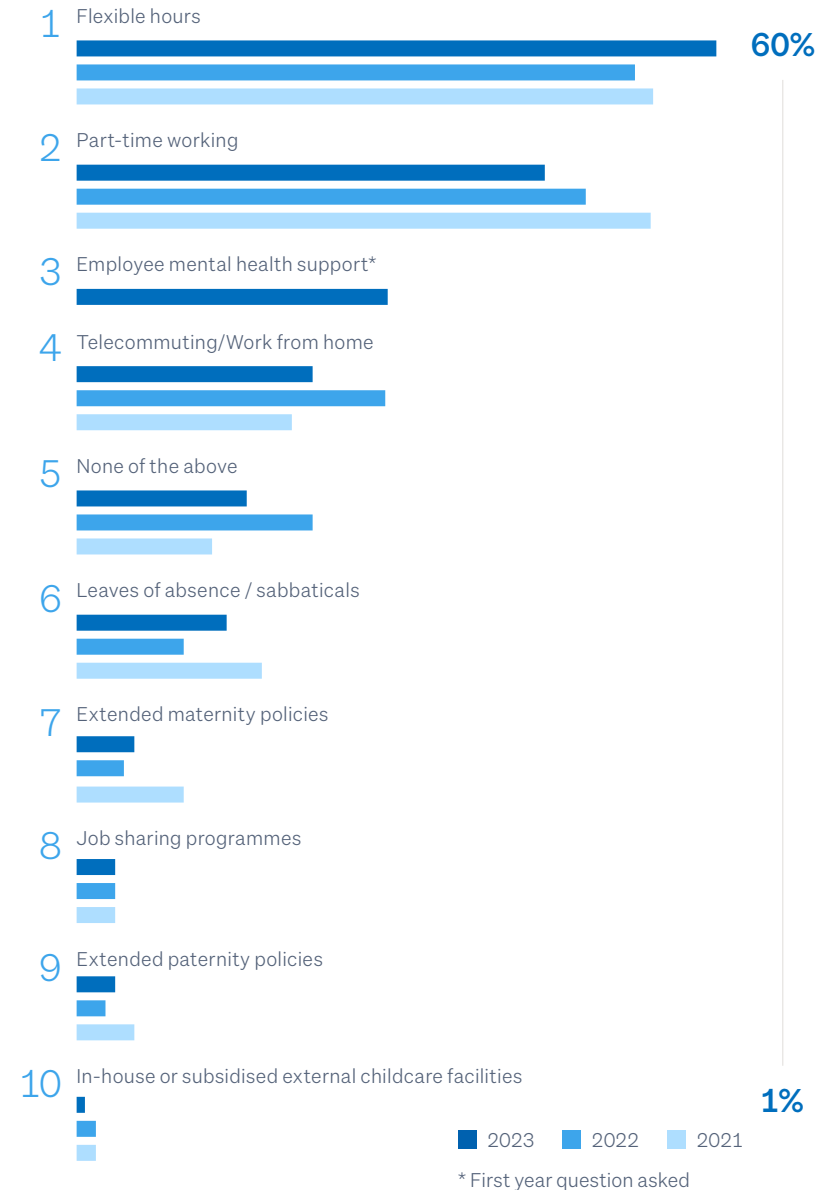
## Of the vacancies you filled in 2022, what worked the best for you when attracting the candidates?

Flexibility (e.g. working from home, flexible hours)



## Most employers are offering a range of benefits in the workplace

Which (if any) of the following work support/flexibility programmes does your business offer?



# Three tips on what benefits employers can offer



## Tip 1

Where possible, employers should offer flexible work arrangements. Options such as flexible hours, remote work, or job sharing should be explored, as maintaining a positive work/life balance is a priority for many Kiwi employees.



## Tip 2

Provide mental health support: the impact of the pandemic has led to increased levels of stress and burnout in the workforce, particularly among Gen Z. Employers can help by offering mental health support for their employees, such as an Employee Assistance Program (EAP), counselling services, or mindfulness programs. This can show that the employer values the well-being of their employees and can help improve employee morale and retention.



## Tip 3

When advertising for upcoming roles, employees should consider highlighting flexible work arrangements in job postings as this is what Kiwi are looking for when changing roles. By doing this, it opens the door when recruiting to make it clear that you're open to discussing individual employee needs for flexibility during the interview process, which can further demonstrate a commitment to meeting employees' needs.

# Confidence

Demand in the market is still strong, and many Kiwi businesses are struggling to hire candidates to fill their roles. However, around three quarters of our workforce are either actively looking for work or would consider leaving their current employer if an opportunity was to arise.

The looming threat of an upcoming recession and Government policies are also shaping up what could be an interesting year for the job market.





# The current workforce and hiring challenges

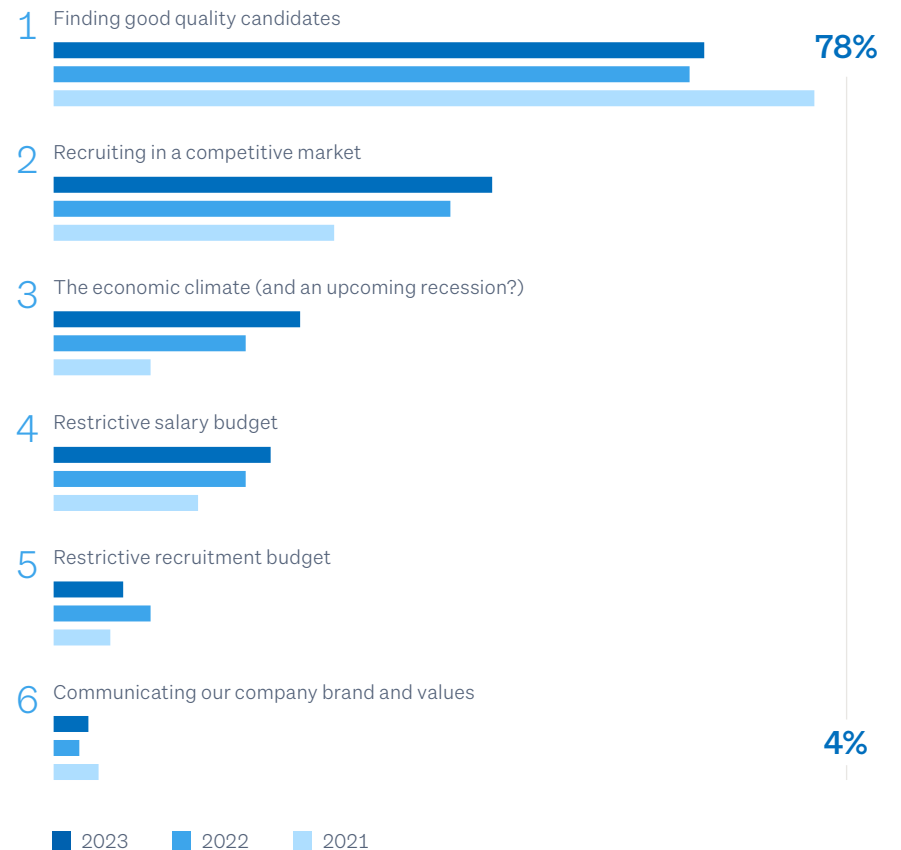
A large number of the workforce are either actively searching for, or would accept a role if they were offered one

## Which of the following best describes your current job hunting activity?



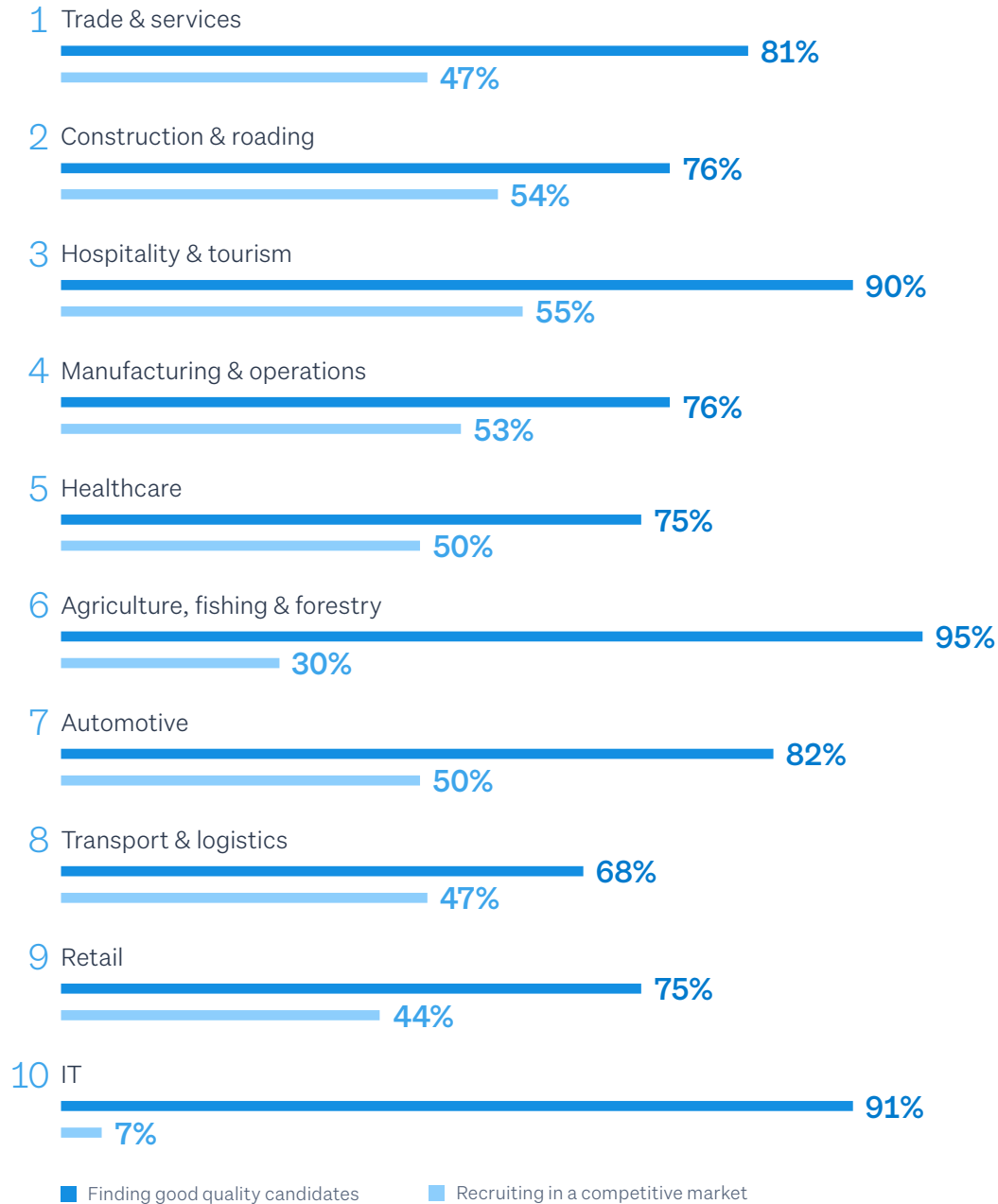
## Finding good quality candidates is still a huge challenge

What do you think will be your biggest hiring challenges in 2023?



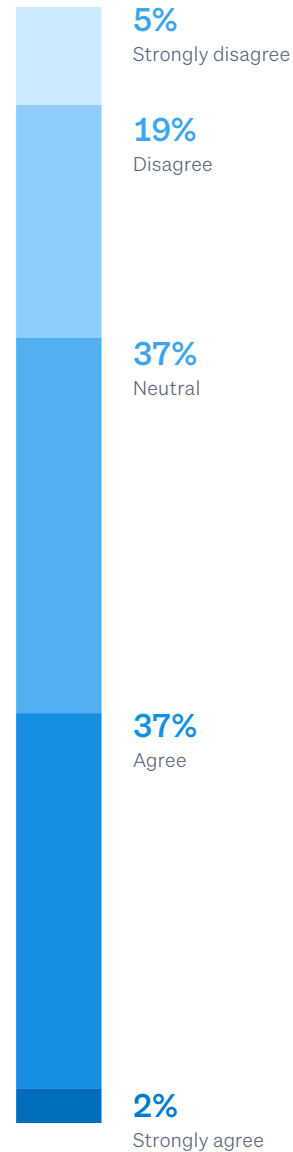
### Biggest hiring challenges for employers

Broken down by industry



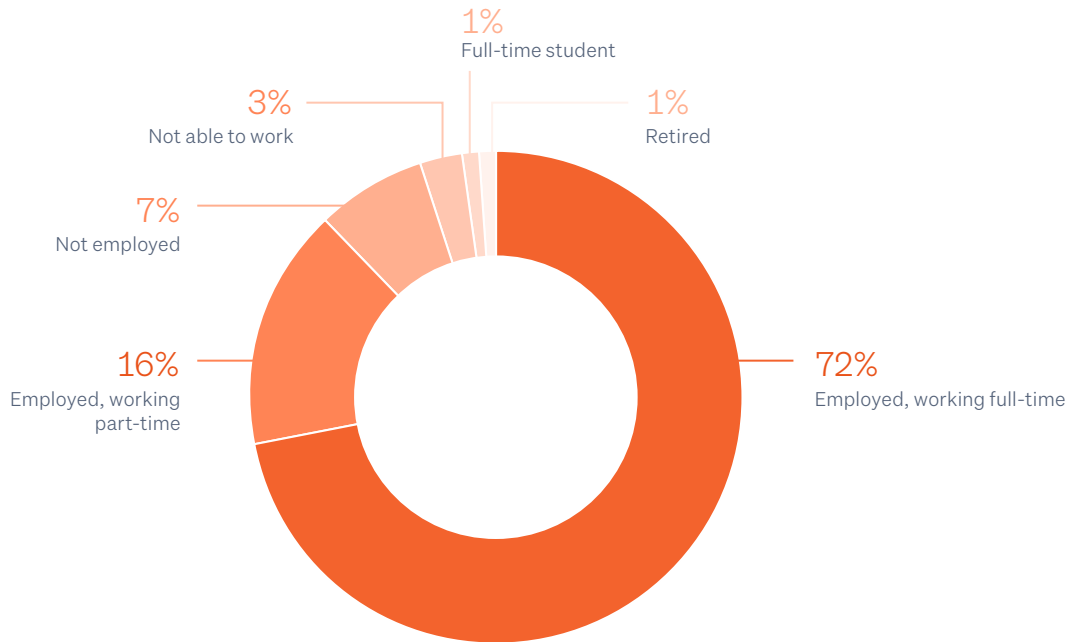
### Employers are still largely on the fence about being willing to offer inflated salaries to attract talent

I'm prepared to offer inflated salaries to attract the qualified talent



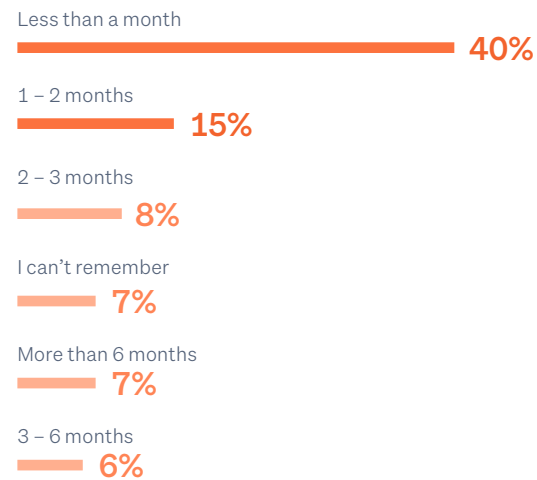
# Employee snapshot

Current employment levels remain high



## Most Kiwi find their next role within 2 months of starting their search

How long did it take you to find your current role?



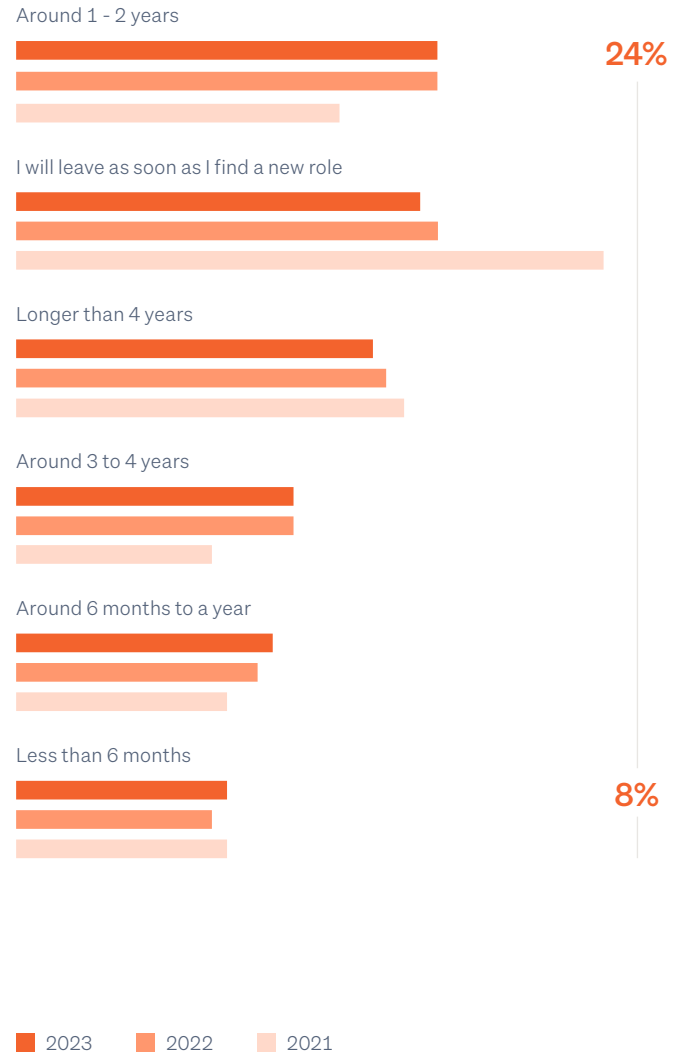
## A large group of Kiwi have been in their role for more than four years

How long have you been employed in this role?



## One in five Kiwi are ready to leave their current role

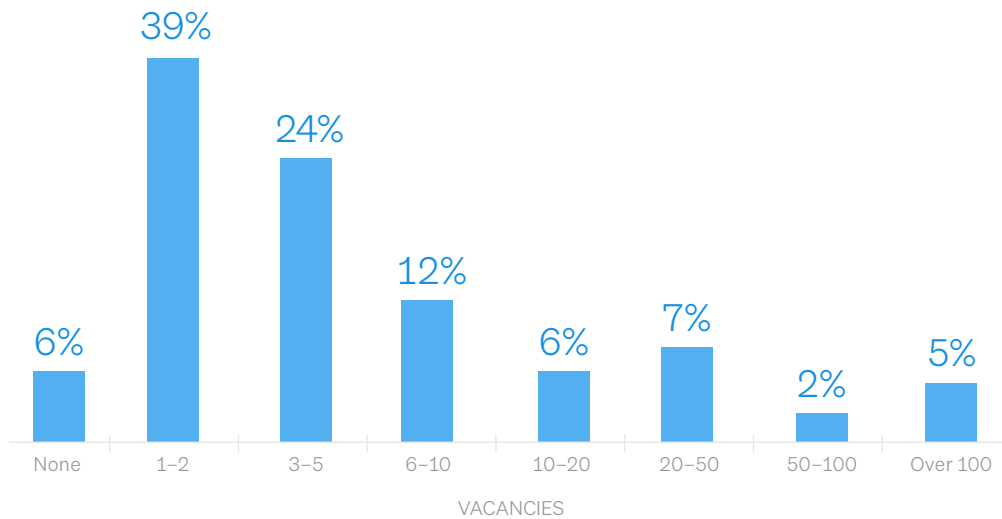
How long do you expect to stay in your current role?



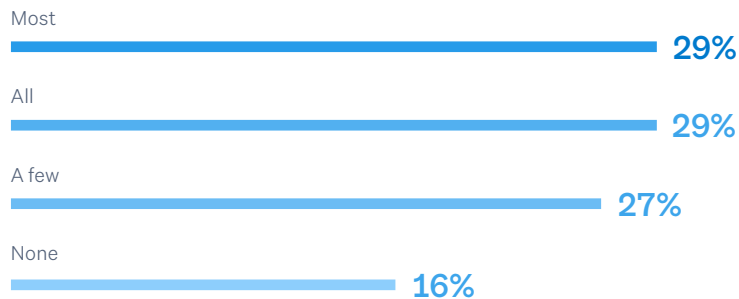
# Employer snapshot

In 2022, the majority of businesses looked to hire between 1-10 employees, and most businesses managed to hire most if not all of those positions

## How many vacancies did your business look to fill in 2022?

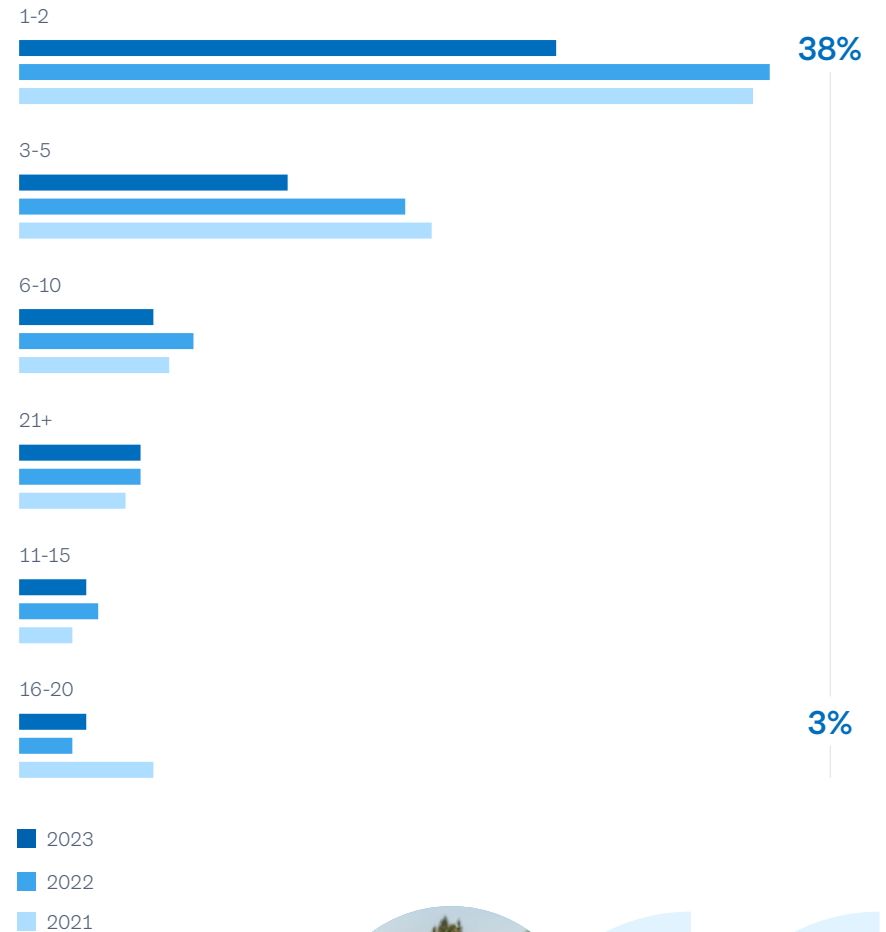


Of the vacancies you looked to fill in 2022, how many did you manage to fill?



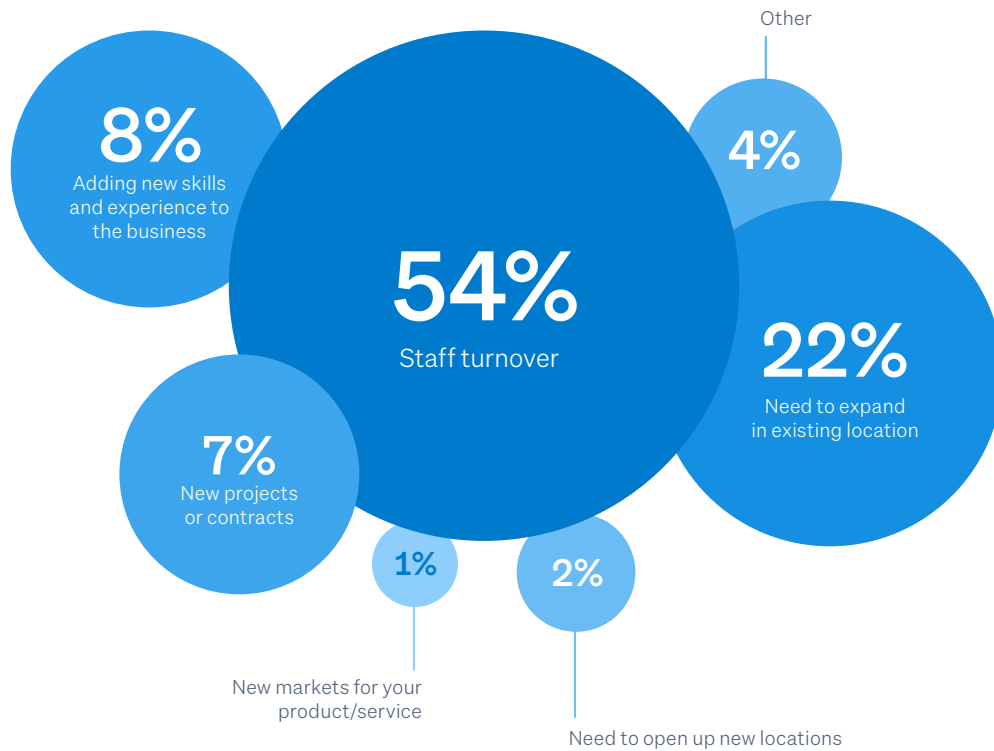
## Employers look to be slowing down their hiring intentions for additional staff in 2023

How many additional staff/contractors do you think you'll hire in 2023?



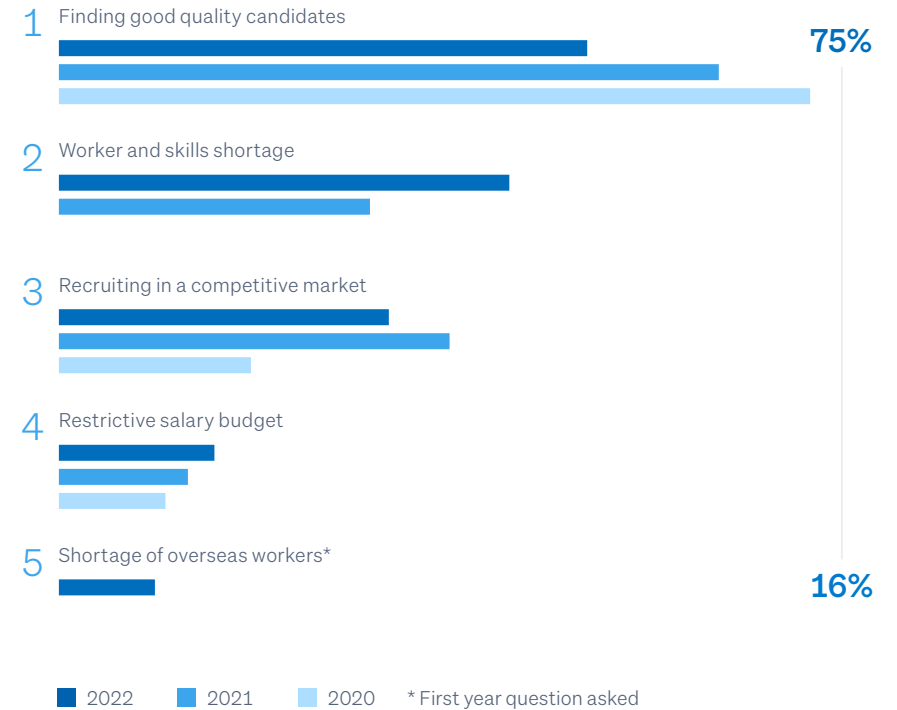
## Staff turnover was the largest driver for recruitment in 2022

What was the primary reason for recruiting in 2022?



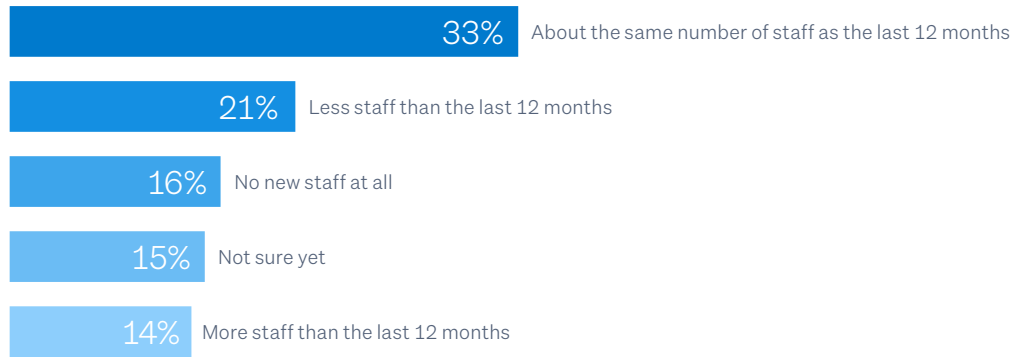
## Businesses are still feeling the impact of years of qualified worker and skill shortages

What were the biggest challenges you faced filling vacancies in 2022?



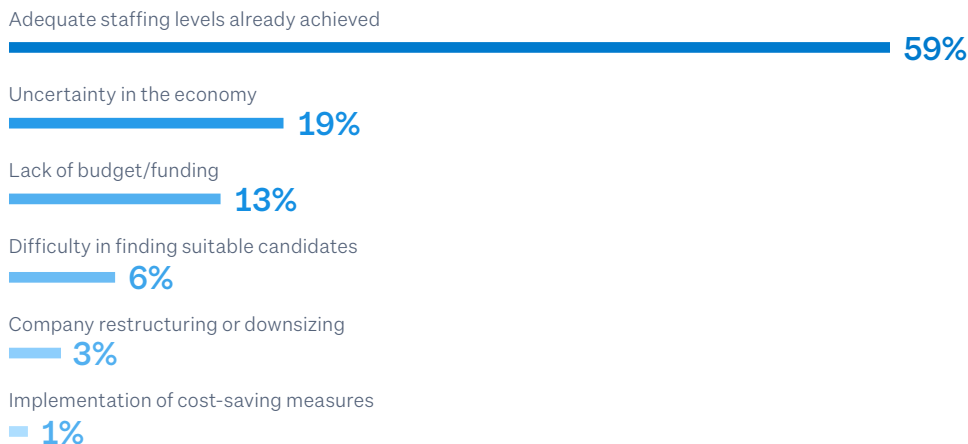
Employers look to hire the same amount, if not less staff than last year.

### Excluding replacing staff who leave, in the next 12 months do you think you'll hire



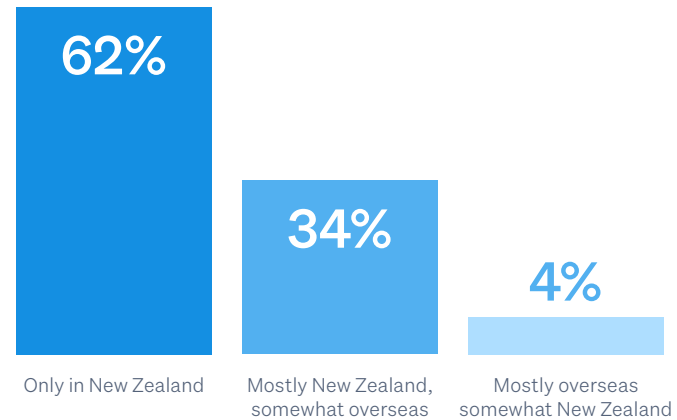
### Despite recent news in the media, only 3 per cent of businesses plan to restructure or downsize

What is the reason for not hiring any additional staff/contractors in 2023?



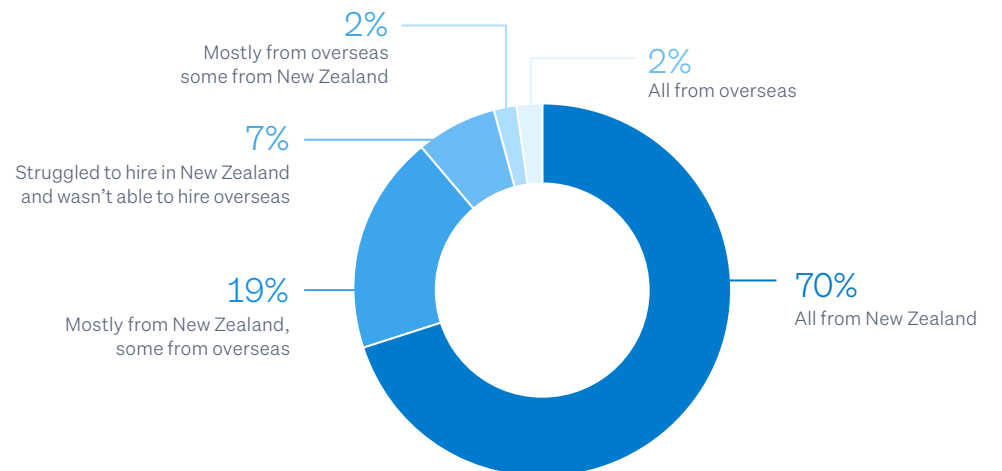
### The majority of employers only look to hire within New Zealand

In 2023, where do you expect to look for new staff?



### In 2022, most staff came from within New Zealand

In 2022, where did the staff you hired come from?





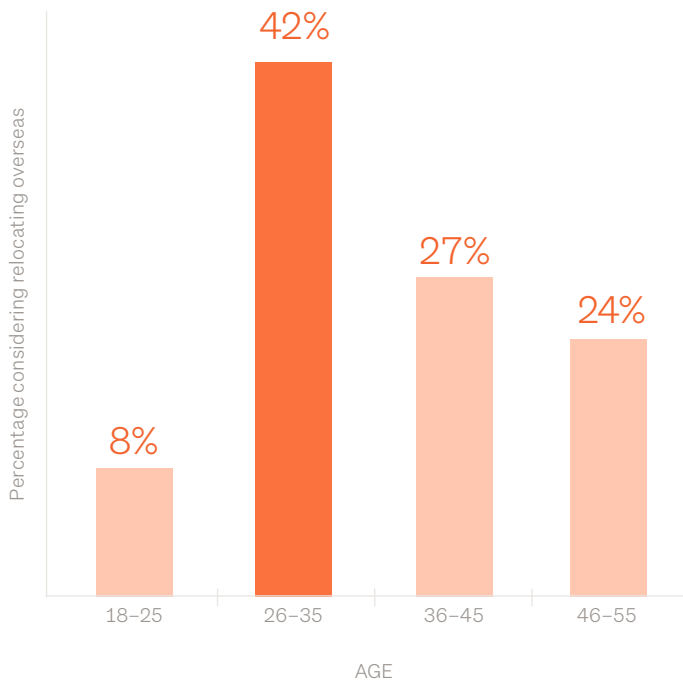
# Kiwi heading overseas

A large number of Kiwi workers are heading overseas

**23%** of Kiwi would consider relocating outside of New Zealand

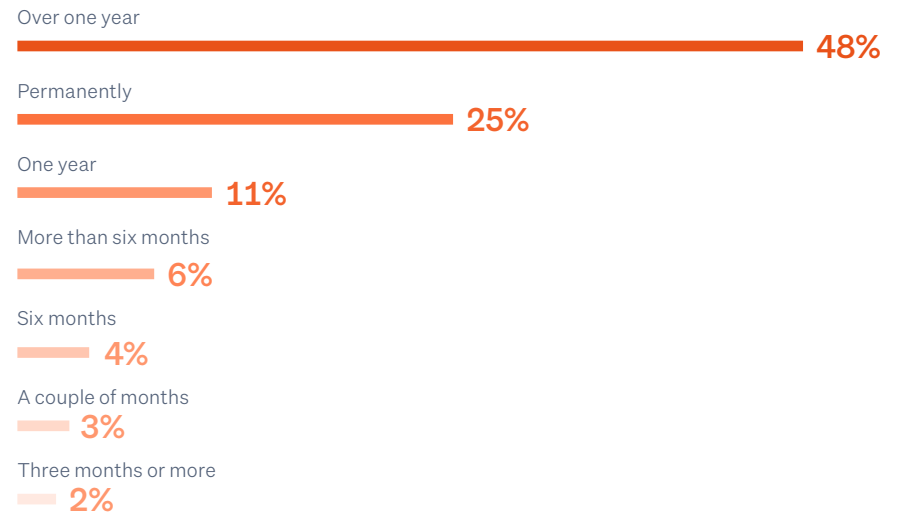
## Young workers are leaving New Zealand and making the most of open borders

Kiwi considering moving overseas split by age:



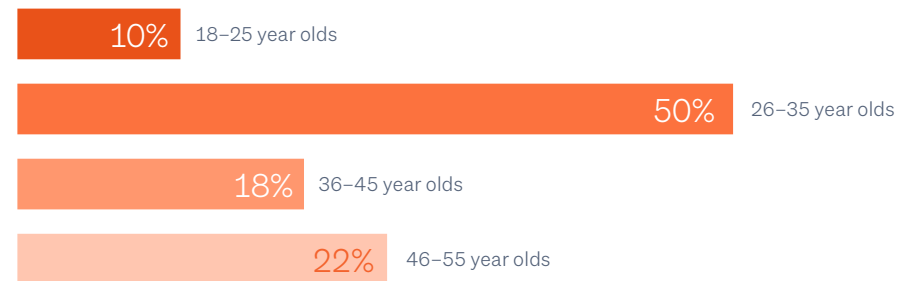
## Most Kiwi are heading overseas for one year or more

How long are you looking to move overseas for?



## Young Kiwi look to be heading off on their OE's

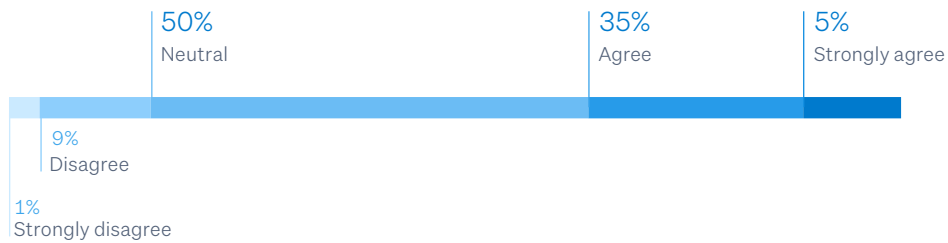
Kiwi moving overseas for one year or more split by age:



# Economic factors

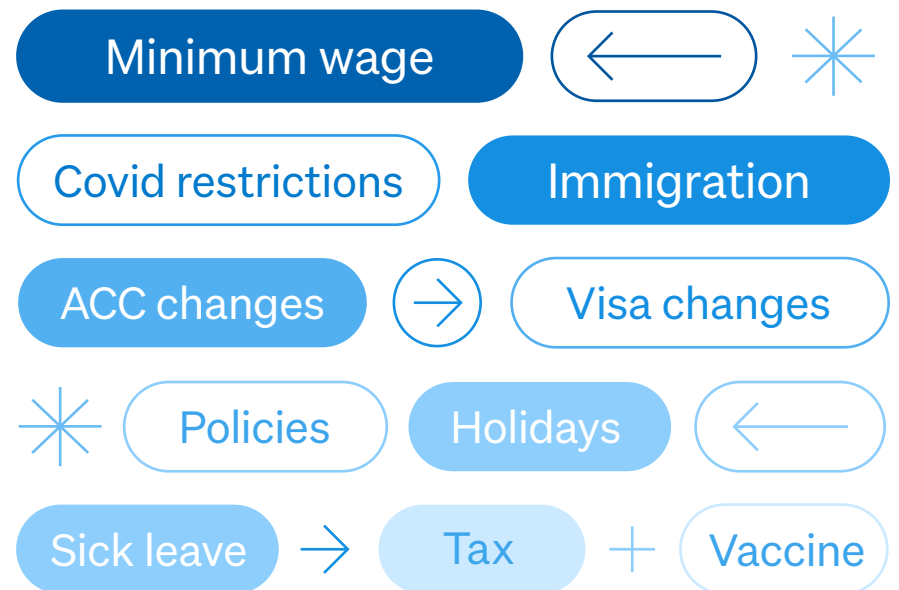
Employers are gearing up for a recession

I am prepared for an upcoming recession



## In the past year, were there any government policy changes that impacted your business?

Ordered from most to less frequently mentioned — minimum wage changes have the most impact on businesses



# Three tips on how to stay ahead in a competitive market



## Tip 1

Employers will need to focus on recruiting, and then retaining employees as worker shortages continue to cause headaches. This may mean investing in training and development programs or offering competitive salaries and benefits.



## Tip 2

Employers should focus on staying informed about what's happening in their industry. Keeping up to date will allow employers to remain competitive in a market that may become more challenging and offer the ability to anticipate potential changes and plan accordingly.



## Tip 3

With an upcoming election, employers should keep an eye on the political landscape and the policies that parties are proposing. Any changes to workplace regulations, minimum wage, or taxation can impact the way your business operates.

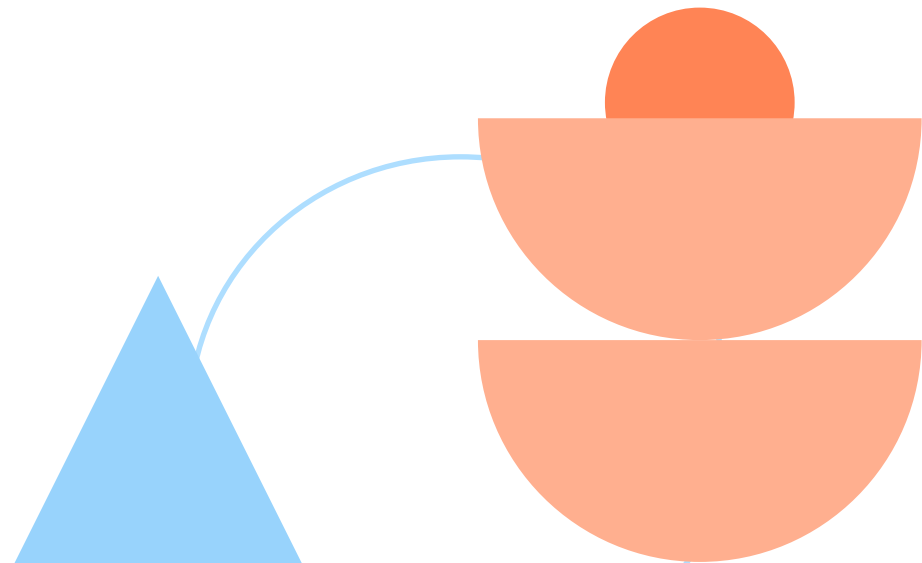
# Thanks for reading

We hope you've found plenty of insights in this report. Your Trade Me Jobs dedicated account managers are available for any questions or insights you may have. Please don't hesitate to contact them directly, or the team at [jobs@trademe.co.nz](mailto:jobs@trademe.co.nz).

We look forward to helping you grow your business.



# Appendix



# Employer survey findings

## What industry does your business operate in?

Manufacturing & operations	11%
Trade & services	11%
Construction & roading	11%
Hospitality & tourism	9%
Other	8%
Healthcare	7%
Agriculture, fishing & forestry	6%
Automotive	6%
Retail	5%
Transport & logistics	5%
Education	3%
IT	3%
Engineering	3%
HR & recruitment	2%
Sales	2%
Banking, finance & insurance	1%
Marketing media & communications	1%
Accounting	1%
Government & council	1%
Customer service	1%
Office & administration	1%
Science & technology	1%
Legal	1%
Arts & creativity	0%
Property	0%
Architecture	0%

## Where is your business primarily located?

Auckland	28%
Canterbury	17%
Wellington	11%
Waikato/Coromandel	7%
Bay of Plenty	6%
Otago	6%
Nelson/Tasman	5%
Manawatu/Wanganui	5%
Taranaki	3%
Southland	3%
Northland	2%
Wairarapa	2%
Hawke's Bay	2%
Marlborough	2%
Tongariro/Taupo	1%
West Coast	1%
East Coast	0%
Chatham Islands	0%

## How many staff (including contractors) do you have in your business?

Less than 5	25%
6 - 10	21%
11 - 20	18%
21 - 50	15%
51 - 100	9%
101 - 500	8%
Over 500	4%

## How many vacancies did your business look to fill in 2022?

None	6%
1-2	39%
3-5	24%
6-10	12%
10-20	6%
20-50	7%
50-100	2%
Over 100	5%

### What was the primary reason for recruiting in 2022?

Staff turnover	<b>54%</b>
Needed to expand in existing location	<b>22%</b>
Adding new skills and experience to the business	<b>8%</b>
New projects or contracts	<b>7%</b>
Other	<b>4%</b>
Needed to open up new location(s)	<b>2%</b>
Business restructure	<b>1%</b>
New markets for your product/service	<b>1%</b>

### Of the vacancies you looked to fill in 2022, how many did you manage to fill?

None	<b>16%</b>
A few	<b>27%</b>
Most	<b>29%</b>
All	<b>29%</b>

### Of the vacancies you filled in 2022, what worked the best for you when attracting the candidates? (select all that apply)

Company culture and values	<b>51%</b>
Competitive salary	<b>50%</b>
Offering job security/stability	<b>42%</b>
Flexibility (e.g. working from home, flexible hours)	<b>32%</b>
Career development opportunities	<b>29%</b>
Additional incentives (e.g. bonuses)	<b>17%</b>
Other	<b>5%</b>



### Which main locations did you place new staff in 2022? (Select up to three)

Auckland	33%
Canterbury	24%
Wellington	15%
Waikato/Coromandel	11%
Bay of Plenty	10%
Manawatu/Wanganui	6%
Otago	6%
Nelson/Tasman	6%
Southland	6%
Marlborough	4%
Hawke's Bay	4%
Northland	3%
Taranaki	3%
Wairarapa	2%
Outside of New Zealand	1%
West Coast	1%
Tongariro/Taupo	1%
East Coast	0%
Chatham Islands	0%

### In 2022, where did you look to hire your staff?

All from New Zealand	74%
Mostly from New Zealand, some from overseas	19%
Mostly from overseas some from New Zealand	2%
All from overseas	0%
I struggled to find the staff I needed in New Zealand due to not being able to hire from overseas	5%

### In 2022, where did the staff you hired come from?

All from New Zealand	70%
Mostly from New Zealand, some from overseas	19%
Mostly from overseas some from New Zealand	2%
All from overseas	2%
I struggled to find the staff I needed in New Zealand due to not being able to hire from overseas	7%

### What were the biggest challenges you faced filling vacancies in 2022? (Select all that apply)

Finding good quality candidates	75%
Worker and skills shortage	59%
Recruiting in a competitive market	40%
Restrictive salary budget	19%
Shortage of overseas workers	16%
The economic climate	14%
Restrictive recruitment budget	7%
Other	3%
Communicating our company brand and values	3%

### How many additional staff/contractors do you think you'll hire in 2023?

1-2	38%
3-5	20%
6-10	8%
11-15	4%
16-20	4%
21+	7%
None	20%

### Excluding replacing staff who leave, in the next 12 months do you think you'll hire

About the same number of staff as the last 12 months	33%
Less staff than the last 12 months	21%
No new staff at all	16%
Not sure yet	15%
More staff than the last 12 months	14%

### What is the primary reason for recruiting in 2023?

Staff turnover	35%
Need to expand in existing location	25%
New projects or contracts	16%
Adding new skills and experience to the business	12%
Need to open up new locations	5%
Other	4%
New markets for your product/service	3%

### What is the reason for not hiring any additional staff/contractors in 2023?

Adequate staffing levels already achieved	59%
Uncertainty in the economy	19%
Lack of budget/funding	13%
Difficulty in finding suitable candidates	6%
Company restructuring or downsizing	3%
Implementation of cost-saving measures	1%
Shift towards automation/technology	0%

### In 2023, where do you expect to look for new staff?

Only New Zealand	62%
Mostly New Zealand, somewhat overseas	34%
Mostly overseas somewhat New Zealand	4%
Only overseas	0%

### What do you think will be your biggest hiring challenges in 2023? (Select all that apply)

Finding good quality candidates	78%
Recruiting in a competitive market	50%
The economic climate (and an upcoming recession?)	26%
Restrictive salary budget	23%
Restrictive recruitment budget	8%
Other	5%
Communicating our company brand and values	4%

### In the past year, were there any government policy changes that impacted your business?

Answered	420
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### I am prepared for an upcoming recession

Strongly disagree	1%
Disagree	9%
Neutral	50%
Agree	35%
Strongly agree	5%

### Which (if any) of the following work support/ flexibility programmes does your business offer? (select all that apply)

Flexible hours	60%
Part-time working	51%
Employee mental health support	32%
Telecommuting/Work from home	24%
None of the above	18%
Leaves of absence / sabbaticals	15%
Extended maternity policies	8%
Job sharing programmes	6%
Extended paternity policies	6%
In-house or subsidised external childcare facilities	1%

### I'm prepared to offer bonuses and accommodation packages to attract overseas talent

Strongly disagree	17%
Disagree	28%
Neutral	38%
Agree	16%
Strongly agree	1%

### I'm prepared to offer inflated salaries to attract the qualified talent

Strongly disagree	5%
Disagree	19%
Neutral	37%
Agree	37%
Strongly agree	2%

### I prioritise workplace culture in order to retain staff

Strongly disagree	1%
Disagree	1%
Neutral	14%
Agree	53%
Strongly agree	31%

# Job hunter survey findings

## What industry do you usually work in?

Healthcare	10%
IT	10%
Other	8%
Education	7%
Government & council	6%
Trade & services	5%
Construction & roading	4%
Manufacturing & operations	4%
Office & administration	4%
Agriculture, fishing & forestry	4%
Engineering	4%
Transport & logistics	4%
Banking, finance & insurance	4%
Retail	3%
Marketing media & communications	3%
Hospitality & tourism	3%
Customer service	3%
Arts & creativity	2%
Accounting	2%
Sales	2%
Science & technology	2%
Property	2%
Automotive	2%
Legal	2%
HR & recruitment	1%
Architecture	1%

## Which of the following best describes your employment status?

Employed, working full-time	72%
Employed, working part-time	16%
Not employed	7%
Not able to work	3%
Full-time student	2%
Retired	1%

## How long did it take you to find your current role?

Less than a month	40%
I wasn't actively looking	17%
1 - 2 months	15%
2 - 3 months	8%
I can't remember	7%
More than 6 months	7%
3 - 6 months	6%

## How long have you been employed in this role?

More than 4 years	40%
1 - 2 years	19%
2- 3 years	10%
Seven to 11 months	8%
3 - 4 years	8%
Three to six months	8%
Less than three months	6%

## How did you find this role?

I searched for it myself	49%
I was recommended the role by a friend	25%
Other	16%
I was approached by a recruiter	10%

**What was the main reason you accepted this role?**

Better career prospects	21%
Better pay	11%
A desire to leave my previous job	10%
A complete career change	10%
Relocation	8%
More flexibility (e.g. flexible hours, working from home)	8%
Other	7%
My employment had come to an end	6%
I finished studying	6%
I was made redundant	5%
A more senior role	4%
To change the hours I work (e.g. temp to permanent, or five to four-day week)	3%

**Why did you leave your previous role?**

Other	33%
I received a better offer (e.g. more money)	22%
I was burnt out	10%
I would rather be unemployed than unhappy in a job	10%
I had other opportunities (e.g. starting my own business)	9%
Because it didn't fit in with my personal lifestyle	8%
Because it didn't provide enough flexibility	6%
I didn't agree with my employers diversity and equity	3%

**I feel burnt out in my current position.**

No	76%
Yes	24%

**When looking for a job, how important are the following for you? (choose your top 5)**

Pay rate or salary package	71%
It allows me work/life balance	58%
Job security/stability	55%
The actual work I'll be doing	38%
The culture and values of the company	35%
The people I will be working with	35%
Opportunities to develop my skills	28%
The role is a step up in my job/career path	26%
I would feel valued for the work I do	26%
I get to control my own work	24%
It allows me to work from home	20%
The person I will be working for	17%
The company and I will be a good fit	15%
I get responsibility	9%
How others would view my new job	3%

### Which of the following best describes your current job hunting activity?

I'm not looking, but would be open to a new opportunity if it came up	<b>34%</b>
I'm not looking for a job at all	<b>26%</b>
I'm keeping an eye out for new opportunities	<b>24%</b>
I'm actively looking and applying for new jobs	<b>11%</b>
I'm actively looking but have yet to apply for any jobs	<b>5%</b>

### Would you relocate for a new job?

It depends/can't say	<b>39%</b>
No	<b>38%</b>
Yes	<b>23%</b>

### What is your main motivation in looking for a job?

Better pay	<b>25%</b>
I don't intend to change jobs, I am just looking just to see what is out there	<b>20%</b>
Better career prospects	<b>12%</b>
To better manage work/life balance (e.g. temp to permanent, or five to four-day week)	<b>9%</b>
A desire to leave my current job	<b>8%</b>
A complete career change	<b>6%</b>
Other	<b>5%</b>
More flexibility in where/when I work	<b>5%</b>
Starting/growing my own business	<b>4%</b>
Relocation	<b>3%</b>
My employment has come to an end	<b>2%</b>
I was made redundant	<b>1%</b>
I've finished studying	<b>1%</b>

### What would be your main motivator to relocate?

My current workplace offers flexible working that makes it possible	<b>32%</b>
Other	<b>23%</b>
I can't find the right role where I currently live	<b>23%</b>
I can't afford to buy property where I currently live	<b>16%</b>
I can't afford to rent where I currently live	<b>5%</b>

### How long do you expect to stay in your current role?

Around 1 - 2 years	<b>24%</b>
I will leave as soon as I find a new role	<b>23%</b>
Longer than 4 years	<b>20%</b>
Around 3 to 4 years	<b>13%</b>
Around 6 months to a year	<b>12%</b>
Less than 6 months	<b>8%</b>

**Which region would you consider relocating to?**

Outside of New Zealand	<b>23%</b>
Auckland	<b>11%</b>
Canterbury	<b>11%</b>
Bay of Plenty	<b>9%</b>
Wellington	<b>9%</b>
Otago	<b>6%</b>
Waikato/Coromandel	<b>6%</b>
Nelson/Tasman	<b>5%</b>
Northland	<b>4%</b>
Hawke's Bay	<b>3%</b>
Taranaki	<b>3%</b>
Manawatu/Wanganui	<b>2%</b>
Southland	<b>2%</b>
West Coast	<b>2%</b>
Marlborough	<b>1%</b>
Tongariro/Taupo	<b>1%</b>
Wairarapa	<b>1%</b>
East Coast	<b>1%</b>
Chatham Islands	<b>0%</b>

**How long are you looking to move overseas for?**

A couple of months	<b>3%</b>
Three months or more	<b>2%</b>
Six months	<b>4%</b>
More than six months	<b>6%</b>
One year	<b>11%</b>
Over one year	<b>48%</b>
Permanently	<b>25%</b>

**For you, how easy or difficult is finding a job?**

Very difficult	<b>4%</b>
Difficult	<b>9%</b>
Somewhat difficult	<b>36%</b>
Somewhat easy	<b>33%</b>
Easy	<b>11%</b>
Very easy	<b>6%</b>

**What are your biggest frustrations when you apply for jobs? (select up to THREE)**

Missing or inaccurate information within job adverts	<b>33%</b>
Lack of recruiter/employer feedback	<b>33%</b>
The time it takes	<b>26%</b>
Writing a cover letter	<b>24%</b>
A lack of suitable roles	<b>23%</b>
Updating my CV	<b>21%</b>
Interviewing	<b>16%</b>
I don't find it frustrating	<b>16%</b>
Discrimination in the selection process	<b>13%</b>
Competition for roles	<b>11%</b>
The economic climate	<b>8%</b>
Other	<b>8%</b>

### How likely are you to apply for roles where you don't meet 90-100% of the role requirements?

Very likely	10%
Likely	27%
Neither likely nor unlikely	23%
Unlikely	25%
Very unlikely	15%

### What is/was your average hourly rate?

Less than \$15	2%
\$15 - \$20	4%
\$21 - \$30	52%
\$31 - \$40	22%
\$41 - \$50	8%
\$51 - \$60	3%
\$61 - \$70	2%
\$71 - \$80	1%
\$81 - \$90	1%
\$91 - \$100	1%
More than \$101	5%

### For your most recent role, how are/were you normally paid?

A salary	61%
An hourly rate	39%

### Are you...

Male	45%
Female	52%
Gender diverse	1%
Prefer not to say	2%

### What is/was your annual salary before tax?

Up to \$20,000	2%
\$20,001 - \$30,000	1%
\$30,001 - \$40,000	2%
\$40,001 - \$50,000	3%
\$50,001 - \$60,000	8%
\$60,001 - \$70,000	11%
\$70,001 - \$80,000	12%
\$80,001 - \$90,000	11%
\$90,001 - \$100,000	10%
\$100,001 - \$110,000	9%
\$110,001 - \$120,000	7%
\$120,001 - \$130,000	6%
More than \$130,000	18%



**How old are you?**

Under 18	<b>0%</b>
18 - 25	<b>5%</b>
26 - 35	<b>29%</b>
36 - 45	<b>31%</b>
46 - 55	<b>32%</b>
56 - 65	<b>2%</b>
Over 66	<b>1%</b>

**Where do you live?**

Auckland	<b>33%</b>
Wellington	<b>15%</b>
Canterbury	<b>14%</b>
Waikato/Coromandel	<b>8%</b>
Otago	<b>6%</b>
Bay of Plenty	<b>6%</b>
Manawatu/Wanganui	<b>5%</b>
Northland	<b>2%</b>
Hawke's Bay	<b>2%</b>
Taranaki	<b>2%</b>
Southland	<b>2%</b>
Nelson/Tasman	<b>2%</b>
Wairarapa	<b>1%</b>
Marlborough	<b>1%</b>
West Coast	<b>1%</b>
Tongariro/Taupo	<b>1%</b>
East Coast	<b>1%</b>
Outside of New Zealand	<b>0%</b>
Chatham Islands	<b>0%</b>

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