

Feel Good Index 2023



We spend a **third of our time** at work
in a standard week



Three in five construction workers are open to new opportunities



27%

Job lovers

I love my job and I am not
going anywhere



58%

Job opportunists

I like my job, but am open to
something better



11%

Unhappy stayers

I am unhappy in my job,
but am not ready to leave



3%

Eager leavers

I hate my job, and am
ready to leave

Construction workers feel their best at work when there is flexibility in their role

How do the four types of workers thrive at work?



Job lovers

I love my job and I am not
going anywhere



27%

Flexibility to fit role
within other
priorities in life



27%

Strong
relationships
with colleagues



25%

Opportunities for
professional
growth and
development



Job opportunists

I like my job, but am open
to something better



27%

Flexibility to fit role
within other
priorities in life



25%

Competitive salary
and benefits



23%

Strong
relationships
with colleagues



Unhappy stayers

I am unhappy in my job,
but am not ready to leave



25%

Having alignment
between my goals and
the organisation's goals



21%

Flexibility to fit role
within other priorities
in life



18%

Competitive salary
and benefits



18%

When I feel proud
of what I have
accomplished in my role



Eager leavers

I hate my job, and am ready
to leave



42%

Competitive salary
and benefits



32%

Having the ability to act
autonomously and make
decisions within my role

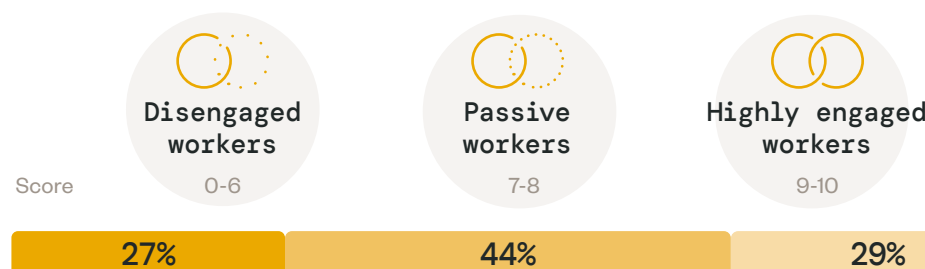


32%

Opportunities for
professional
growth and
development

Construction workers are most engaged when their job has meaning and contributes to their wellbeing

Thinking about how engaged you are in your current workplace and role, on a scale of 0-10 please rate your current engagement with your job.



Construction NES

-2

The NES is calculated by subtracting the percentage of highly engaged workers from disengaged workers. An NES score can range anywhere between -100 and 100. A score above 0 is considered a good score.



54%

More than half of workers say their job plays an extremely/very important role in their overall life satisfaction

One in three construction workers are critics of their current workplace

On a scale of 0-10, how likely is it that you would recommend your organisation as a place to work, where relevant, to a friend or contact?



34%

Critics
(score of 0-6)



40%

Neither critic nor advocate
(score of 7-8)



26%

Advocate
(score of 9-10)



57% of workers believe their work is meaningful and produces positive impacts.



Workers are **4.5x more likely** to value what they can see over what they feel when accepting a job



82%

of workers value factors they **can see**
e.g. remuneration, salary and professional development

VS.



18%

of workers value what they **feel**
e.g. opportunities for personal growth, expanding networks

Key considerations for hiring managers



1. Articulate how workers make a positive and meaningful impact in your organisation to attract quality staff



2. Seek to understand that the skills and values of potential employees fit with your organisation's values



3. Ensure that you are clearly communicating the key tangible attributes of the job.
e.g. salary and professional development

Methodology

Frontline Recruitment Group construction workers:
Online survey in field from 13th of March to 2nd of April 2023, yielding n=372 responses

Construction workers: Online survey in field from 13th - 20th of March 2023, yielding n=190 responses

Research and design by

mccrindle

**Frontline
Construction
Recruitment**