

Feel Good Index 2023



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



Three in five NZ workers are open to new opportunities



25%

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



13%

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

What energises workers in New Zealand?

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



24%

Opportunities for
professional growth
and development



24%

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



Job opportunists

I like my job, but am open
to something better



31%

Competitive salary
and benefits



27%

Flexibility to fit role
within other
priorities in life



24%

Opportunities for
professional
growth and
development



Unhappy stayers

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



21%

Flexibility to fit role
within other
priorities in life



19%

Ability to act
autonomously and
make decisions
within my role



19%

Opportunities for
professional growth
and development



Eager leavers

I hate my job, and am ready
to leave



51%

Competitive salary
and benefits



33%

Flexibility to fit role
within other
priorities in life

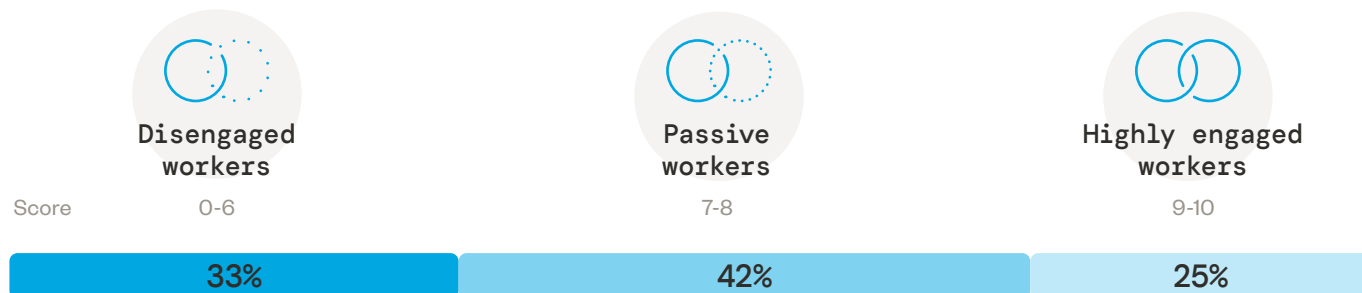


31%

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

New Zealand workers are most engaged when their job contributes to their wellbeing and sense of purpose

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.



51%

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

Two in five New Zealand 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?



39%

Critics
(score of 0-6)



39%

Neither critic nor advocate
(score of 7-8)



22%

Advocate
(score of 9-10)



52% of workers believe their work is meaningful and produces positive impacts.



Workers are **4x more likely** to value what they can see over what they feel when accepting a job



80%

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

VS.



20%

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 in the skills and values of potential employees fit with your organisations 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 NZ network: Online survey in field from 13th of March to 2nd of April 2023, yielding n=1,010 responses
NZ workers: Online survey in field from 13th – 20th of March 2023, yielding n=616 responses

¹McCrindle, Work Wellbeing pg.153, 2020

Research and design by

mccrindle



**Frontline
Recruitment**