

Feel Good Index 2023



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



Three in five retail workers are open to new opportunities



30%

Job lovers

I love my job and I am not
going anywhere



57%

Job opportunists

I like my job, but am open to
something better



7%

Unhappy stayers

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



6%

Eager leavers

I hate my job, and am
ready to leave

Retail workers feel their best at work when they have 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



31%

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



30%

Flexibility in my role to fit
within other priorities in
my life



28%

Supportive leadership
and management



Job opportunists

I like my job, but am open
to something better



34%

Flexibility in my role to fit
within other priorities in
my life



33%

Competitive salary
and benefits



32%

Strong relationships
with colleagues



Unhappy stayers

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



39%

Competitive salary
and benefits



37%

Supportive leadership
and management



33%

Flexibility in my role to fit
within other priorities in
my life



33%

Reasonable workload



Eager leavers

I hate my job, and am
ready to leave



38%

Supportive leadership
and management



31%

Competitive salary
and benefits

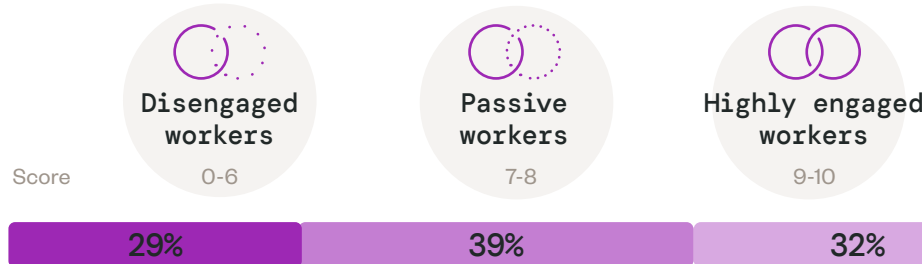


29%

Flexibility in my role to fit
within other priorities in
my life

Workers are most engaged when their job contributes to their wellbeing and sense of purpose

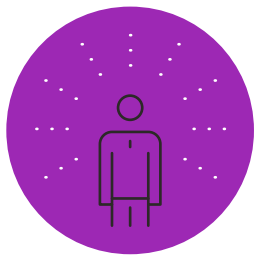
Thinking about how engaged you are in your current workplace and role, on a scale of 0-10 please rate your current engagement with your job.



Hospitality 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.



52%

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

Two in five retail 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?



43%

Critics
(score of 0-6)



32%

Neither critic nor advocate
(score of 7-8)



25%

Advocate
(score of 9-10)



43% 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



84%

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

VS.



16%

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 retail workers: Online survey in field from 13th of March to 2nd of April 2023, yielding n=273 responses
Retail workers: Online survey in field from 13th – 20th of March 2023, yielding n=397 responses

Research and design by

mccrindle

Frontline
Retail
Recruitment