



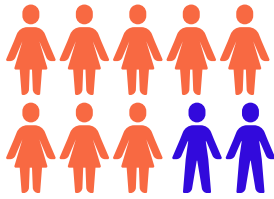
**DO GOOD JOBS  
USER SURVEY 2023**

DATA FROM OUR AUGUST 2023 JOB SEEKER SURVEY

# Snapshot of our users

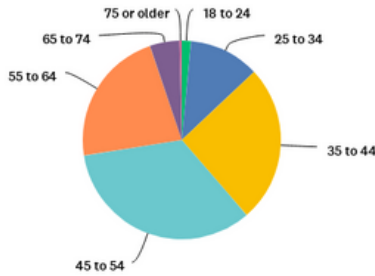
Data from our August 2023 Job Seeker Survey

## KEY DEMOGRAPHICS



82%

FEMALE



59%

AGED 35 - 54  
YEARS OLD



77%

BACHELORS  
DEGREE  
OR ABOVE

(39% HAVE POST  
GRADUATE DEGREES)



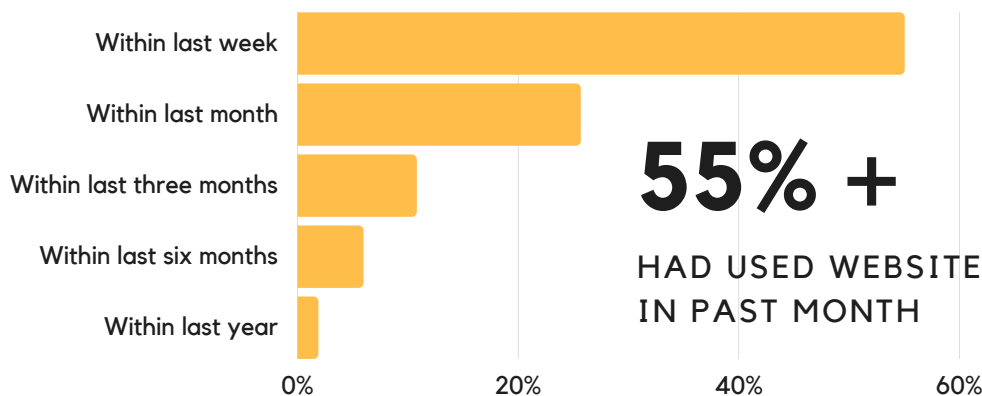
## LOCATIONS

- 31% WELLINGTON
- 29% AUCKLAND
- 12% CANTERBURY
- 28% OTHER NZ LOCATIONS

4.85%

IDENTIFY AS MĀORI

## USE OF DO GOOD JOBS



55% +

HAD USED WEBSITE  
IN PAST MONTH



do good jobs

# Employment status



**45%**

FULL TIME WORK

**21%**

PART TIME WORK

**20%**

SELF EMPLOYED/  
OR BUSINESS OWNER

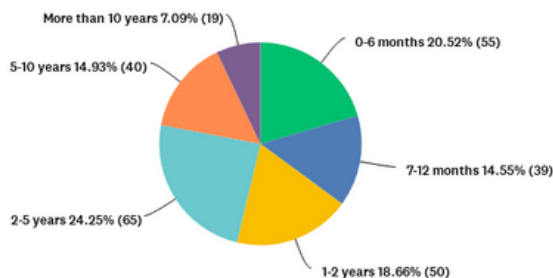
**12%**

UNEMPLOYED

## LENGTH IN CURRENT OR MOST RECENT ROLE

**35%+**

IN CURRENT/ MOST RECENT ROLE FOR LESS THAN ONE YEAR



## KIND OF ORGANISATION WORKING AT, OR MOST RECENT JOB

**36%**

NOT-FOR-PROFITS

**26%**

GOVERNMENT

**19%**

SMALL / MEDIUM BUSINESS

## CAREER STAGE



**41%**

INTERMEDIATE LEVEL ROLE  
(no direct reports)

**21%**

FIRST-LEVEL MANAGEMENT  
(supervisor, manager or other)

**19%**

MIDDLE LEVEL MANAGER  
(General manager, regional manager)

**10%**

JUNIOR/ ENTRY-LEVEL ROLE  
(Limited experience in role/industry)

**10%**

SENIOR LEVEL EXECUTIVE  
(CEO, Executive Director)

# Experience and Passion

## TOP 10 JOB CATEGORIES

1) COMMUNITY SERVICES AND DEVELOPMENT (22%)

2) OFFICE AND ADMIN (22%)

3) EDUCATION / TEACHING (20%)

4) MARKETING AND COMMS (16%)

5) CUSTOMER SERVICE (14%)

6) CONSULTING AND STRATEGY (13%)

7) CEO / GENERAL MANAGEMENT (10%)

8) HEALTHCARE (10%)

9) ACCOUNTING (9%)

10) IT (9%)

## WORK ENVIRONMENTS

**70%**

HAVE WORKED IN  
THE NOT-FOR-  
PROFIT SECTOR

**37%**

HAVE WORKED IN  
CENTRAL  
GOVERNMENT

**69%**

HAVE WORKED IN  
PRIVATE SECTOR



## TOP 10 CAUSES

1) ENVIRONMENT AND SUSTAINABILITY

2) COMMUNITY DEVELOPMENT

3) MENTAL HEALTH AND WELLBEING

4) EDUCATION

5) POVERTY AND INEQUALITY

6) WOMEN'S RIGHTS AND SERVICES

7) ANIMAL WELFARE AND PROTECTION

8) ARTS AND MUSIC

9) DISABILITY RIGHTS AND SERVICES

10) ADVOCACY/LOBBYING

## VOLUNTEER WORK EXPERIENCE

**82%**

SUPPORT ROLE

**42%**

BOARD  
GOVERNANCE

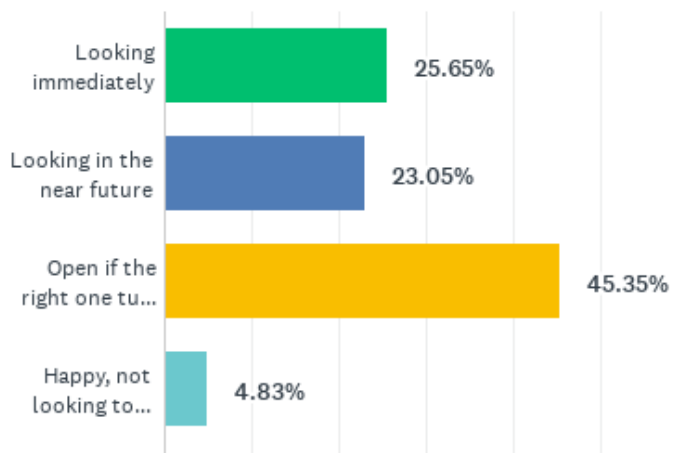
**39%**

OFFERING PRO-  
BONO SERVICES



# Job Hunting Status

## CURRENT JOB SEEKING STATUS



**26%**

LOOKING FOR A NEW JOB IMMEDIATELY

**23%**

LOOKING FOR A NEW JOB IN THE NEAR FUTURE

**45%**

OPEN TO A NEW JOB IF THE RIGHT ONE TURNS UP

## TOP 4 JOB HUNTING CHALLENGES

**64%** "Finding jobs I like"

**43%** "Finding jobs within my target salary level"

**42%** "Finding jobs with flexibility or remote working options"

**38%** "Knowing the right people to connect me with jobs"



## Snapshot: reason for leaving most recent role

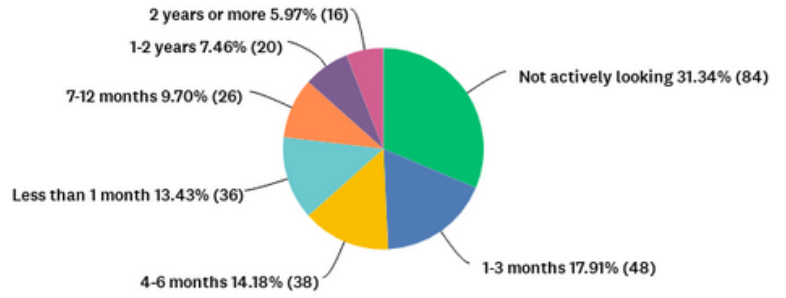
Dissatisfied with organisation culture and environment  
**16%**

Contract ended  
**12%**

Lack of purpose / doesn't align with personal values  
**9%**

## HOW LONG THEY HAVE BEEN LOOKING FOR A JOB

**18%** 1-3 MONTHS  
**14%** 4-6 MONTHS  
**13%** LESS THAN 1 MONTH  
**10%** 7-12 MONTHS  
**7%** 1-2 YEARS



## TOP 5 BENEFITS THEY WANT IN A JOB

1) FLEXIBLE WORKING

4) FLEXIBLE SICK LEAVE

2) REMOTE FRIENDLY

5) PERSONAL LEARNING AND DEVELOPMENT BUDGET

3) ADDITIONAL ANNUAL LEAVE

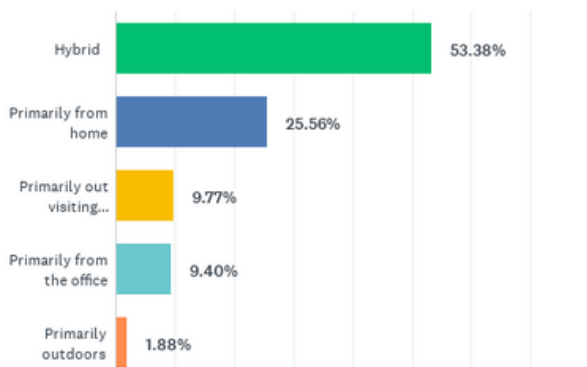
## HOURLY RATE EXPECTATION FOR NEXT ROLE

**8%**      **25%**      **19%**      **13%**      **7%**

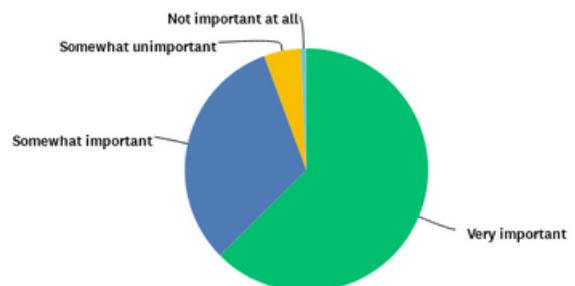
\$26.01-\$29.99    \$30-\$39.99    \$40-\$49.99    \$50-\$59.99    \$60-\$69.99

## IDEAL WORK LOCATION

**53%+** PREFER HYBRID



## IMPORTANCE OF KNOWING SALARY RANGE



**63%** Said it's very important to know salary range before applying for a job

## HOW OUR USERS RATE DO GOOD JOBS



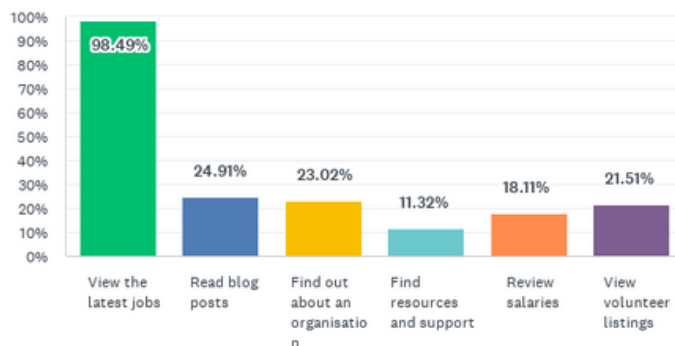
"Do Good Jobs is a breath of fresh air. Appreciate its focus is not mainstream jobs but rather focused on environment and sustainable areas."

"Thank you for your work, it is important to advocate for business and not for profit organisations that have their community at the heart of what they do"

"Do Good Jobs is a great site for anyone looking or considering employment outside of what they currently do. **Good site, thumbs up!**"

"I really enjoy the information I get from DGJ and it's been great seeing it grow from focusing on jobs in the DG sector to so much more! But continuing to be (as far as I know the only) for-purpose job platform in NZ as well. **Keep doing the amazing work you do!!**"

## HOW OUR AUDIENCE USES DO GOOD JOBS



**98%**

VISIT TO VIEW THE LATEST JOBS

**25%**

TO READ OUR BLOGS

## REACH OUR AUDIENCE

- List your role with us
- Place an ad on our site
- Feature your sponsored content on our blog and social media
- Collaborate with us on an event

**Chat to our small but mighty team today:**

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