



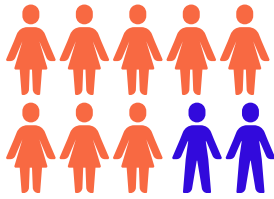
DO GOOD JOBS USER SURVEY 2022

DATA FROM OUR JULY 2022 JOB SEEKER SURVEY

Snapshot of our users

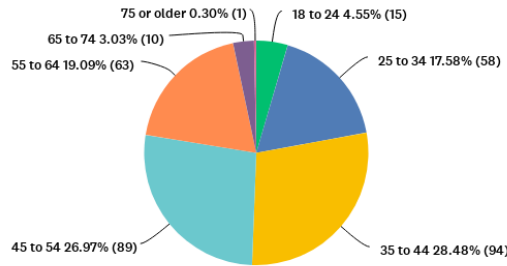
Data from our July 2022 Job Seeker Survey

KEY DEMOGRAPHICS



86%

FEMALE



55%

**AGED 35 - 54
YEARS OLD**



77%

**BACHELORS
DEGREE
OR ABOVE**

(35% HAVE POST
GRADUATE DEGREES)



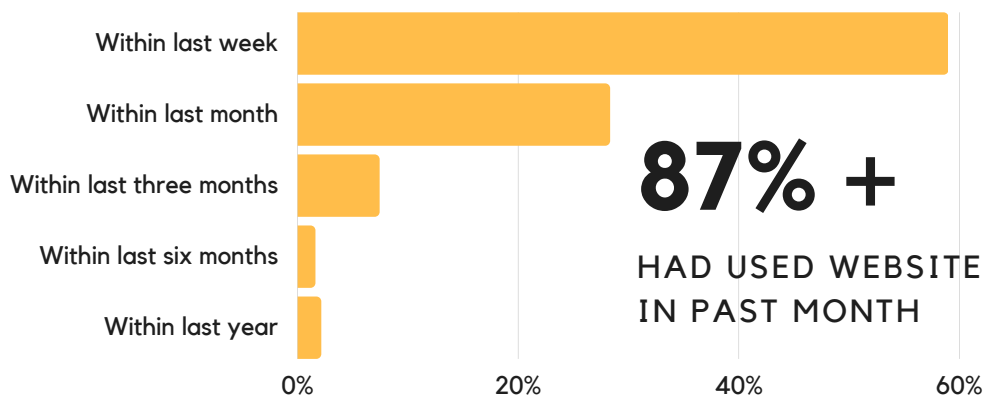
LOCATIONS

- 33% WELLINGTON
- 26% AUCKLAND
- 12% CANTERBURY
- 27% OTHER NZ LOCATIONS

7.93%

**IDENTIFY AS MĀORI /
TANGATA WHENUA**

USE OF DO GOOD JOBS



**do
good jobs**

Employment status



37%

FULL TIME WORK

25%

PART TIME WORK

20%

SELF EMPLOYED/
OR BUSINESS OWNER

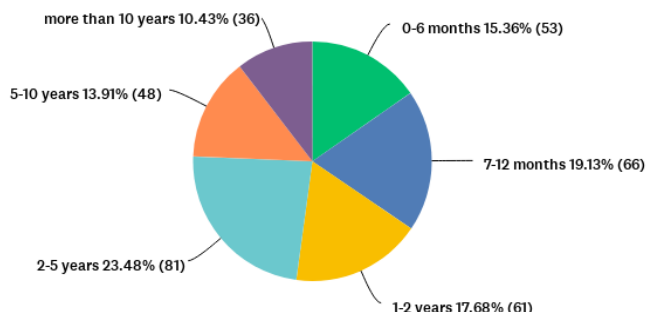
15%

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

30% NOT-FOR-PROFITS

25% GOVERNMENT

14% SMALL / MEDIUM BUSINESS

CAREER STAGE



41% INTERMEDIATE LEVEL ROLE (no direct reports)

24% FIRST-LEVEL MANAGEMENT (supervisor, manager or other)

18% MIDDLE LEVEL MANAGER (General manager)

10% JUNIOR/ ENTRY-LEVEL ROLE (Limited experience in role/industry)

8% SENIOR LEVEL EXECUTIVE (CEO, Executive Director)

Experience and Passion

TOP 10 JOB CATEGORIES

1) COMMUNITY SERVICES AND DEVELOPMENT (21%)

2) OFFICE AND ADMIN (19%)

3) EDUCATION / TEACHING (18%)

4) OTHERS (16%)

5) MARKETING AND COMMS (14%)

6) CUSTOMER SERVICE (11%)

7) HUMAN RESOURCES (11%)

8) CONSULTING AND STRATEGY (10%)

9) CEO AND GENERAL MANAGEMENT (8%)

10) HEALTHCARE (7%)

WORK ENVIRONMENTS

88%

HAVE WORKED IN
THE NOT-FOR-
PROFIT SECTOR

73%

HAVE WORKED IN
CENTRAL
GOVERNMENT

83%

HAVE WORKED IN
PRIVATE SECTOR



TOP 10 CAUSES

1) ENVIRONMENT AND SUSTAINABILITY

2) COMMUNITY DEVELOPMENT

3) POVERTY AND INEQUALITY

4) MENTAL HEALTH AND WELLBEING

5) EDUCATION

6) WOMEN'S RIGHTS AND SERVICES

7) HEALTH

8) SOCIAL SERVICES

9) ARTS AND MUSIC

10) HOUSING + HOMELESSNESS

VOLUNTEER WORK EXPERIENCE

86%

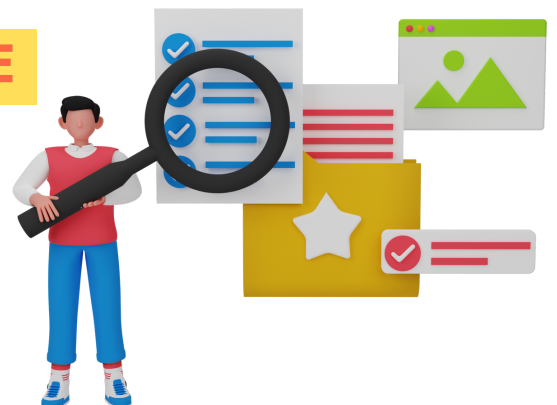
SUPPORT ROLE

46%

BOARD
GOVERNANCE

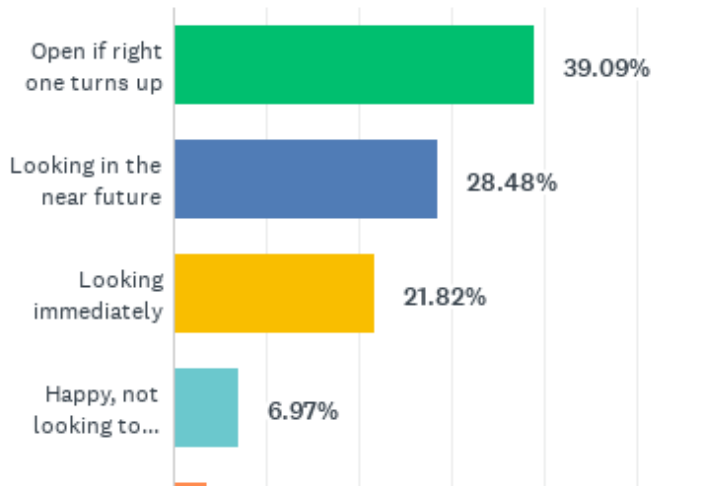
39%

OFFERING PRO-
BONO SERVICES



Job Hunting Status

CURRENT JOB SEEKING STATUS



22%

LOOKING FOR A NEW JOB IMMEDIATELY

28%

LOOKING FOR A NEW JOB IN THE NEAR FUTURE

39%

OPEN TO A NEW JOB IF THE RIGHT ONE TURNS UP

TOP 3 JOB HUNTING CHALLENGES

59%

"Finding a job that I like"

42%

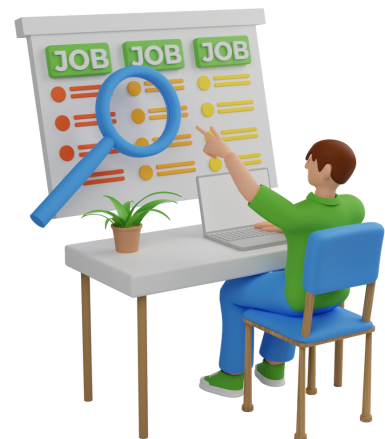
"Finding jobs with flexibility or remote working options"

38%

"Knowing the right people to connect me with jobs"

38%

"Finding jobs within my target salary level"



Snapshot: reason for leaving most recent role

Dissatisfied with organisation culture and environment
11%

Contract ended
10%

Want to change the type of job I do
9%

HOW LONG THEY HAVE BEEN LOOKING FOR A JOB

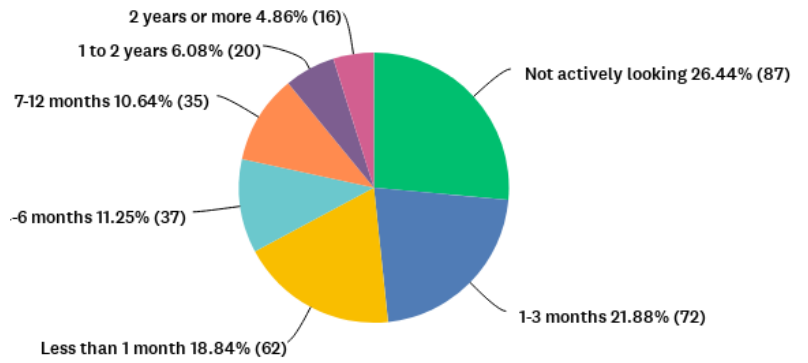
21% 1-3 MONTHS

19% LESS THAN 1 MONTH

11% 4-6 MONTHS

10% 7-12 MONTHS

6% 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

SALARY EXPECTATION FOR NEXT ROLE

30% \$60K-\$80K

19% \$80K-\$100K

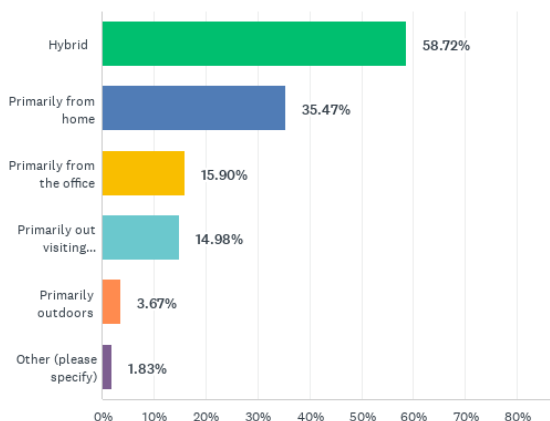
12.4% \$50K-\$60K

11.7% \$100K-\$125K

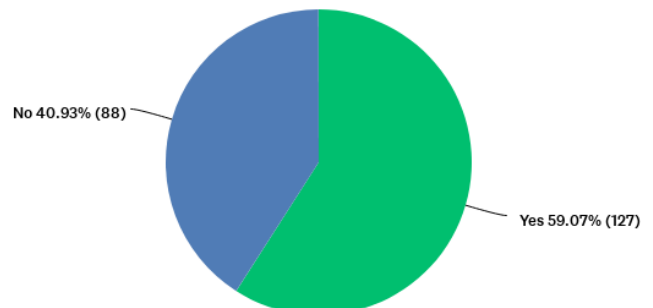
13.4% OVER \$150K

IDEAL WORK LOCATION

58%+ PREFER HYBRID



SHIFT OF CAREER PRIORITIES



59% Said their career priorities shifted since Covid-19 hit

HOW OUR USERS RATE DO GOOD JOBS



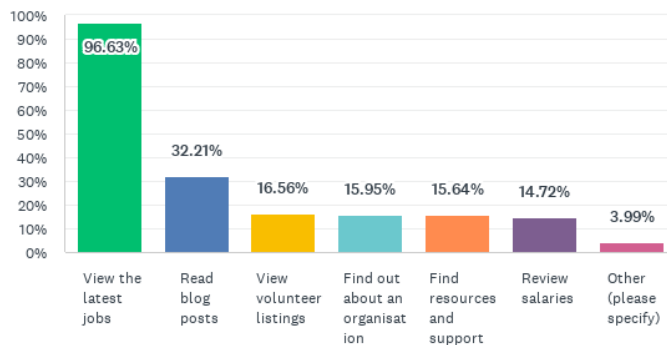
"Love Do Good Jobs, (I'm a) big fan, recommend to anyone who expresses they would like a job with heart."

"I really love how Do Good Jobs shows the salary expectation, it's been a huge point of difference when comparing job searches on Seek and LinkedIn. Keep up the great work!"

Just wanted to say you are putting out fantastic content on your blog and LinkedIn. I find the blog's really useful as an HR person in my first NFP role!"

"Sometimes I feel disheartened that the right job opportunities are not available, but I trust that if they do become available that I can look here as a first point of call."

HOW OUR AUDIENCE USES DO GOOD JOBS



96%

VISIT TO VIEW THE LATEST JOBS

32%

TO READ OUR BLOG

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

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