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Australian Employee Satisfaction & Motivation Study

2010

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Presentation Outline

What We Already Know — A. The Macro Market — | The Labour Market | Demand and Supply |

What We Did and Found — B. The Research — | What's Changed Since 2009? | Current Thoughts and Findings | Make them happy & keep them | Why they leave & who's at risk | Jobseeking |

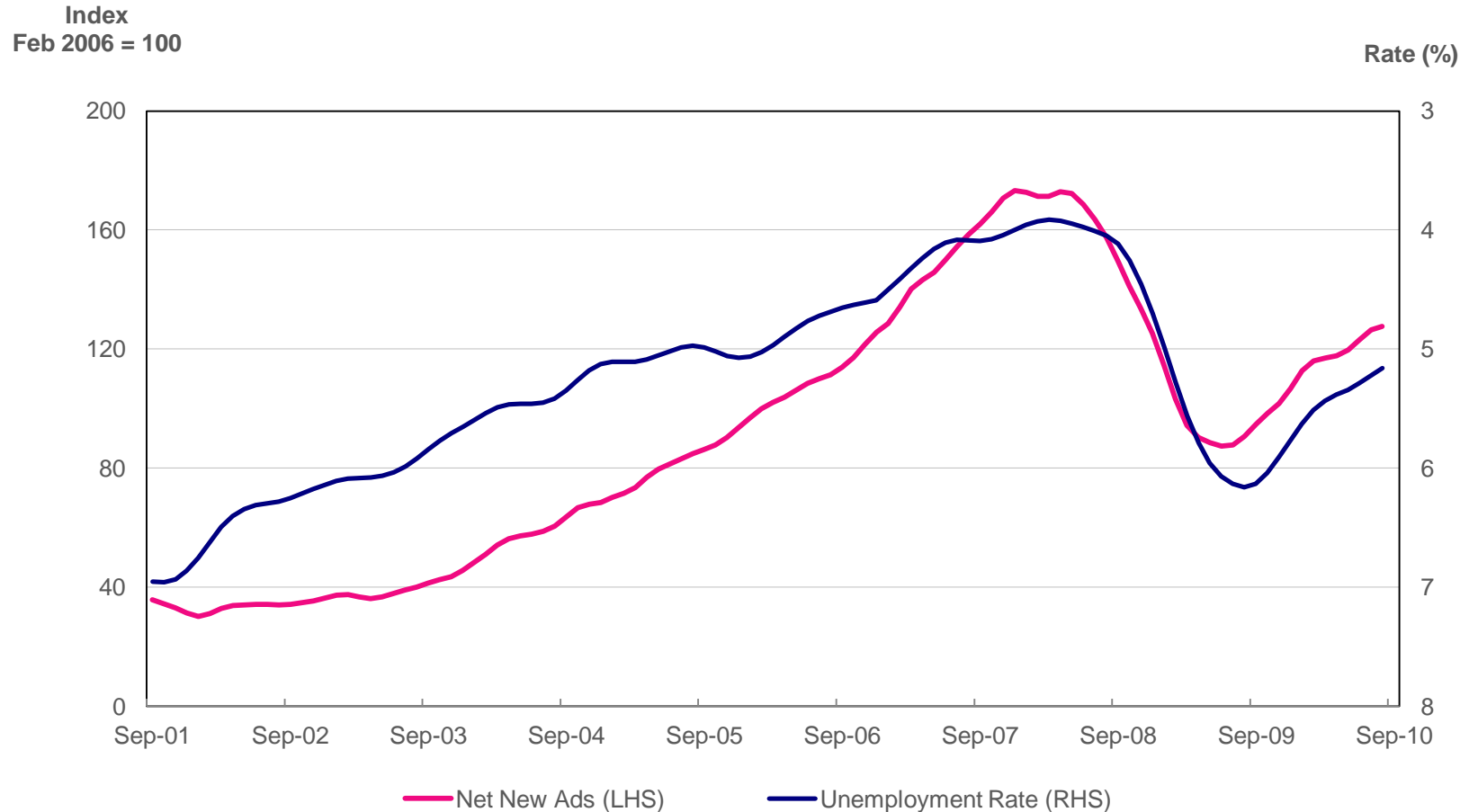**Top Takeaways** — | A simple Barometer | Top 10 Key Insights |

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The Macro Market

A Buoyant Australian Labour Market

Net New Ads vs. Unemployment Rate

Source: SEEK New Job Ad Index Sept 2010 & ABS

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40% Growth in candidate demand YoY

SEEK New Job Ad Index

Legend: NSW · VIC · QLD · SA · WA · AUS

Unemployment forecast to drop further

	Unemployment Rate Forecasts	
	2010	**2011**
Westpac Banking Corp	5.2%	4.8%
Commonwealth Bank	5.3%	5.1%
ANZ Group	5.1%	4.6%
National Australia Bank	5.1%	4.7%
Treasury	5.0%	4.35%

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Candidate Demand vs. Candidate Supply

SEEK Employment Index

Harder to find candidates

Easier to find candidates

Legend: NSW, VIC, QLD, SA, WA, AUS
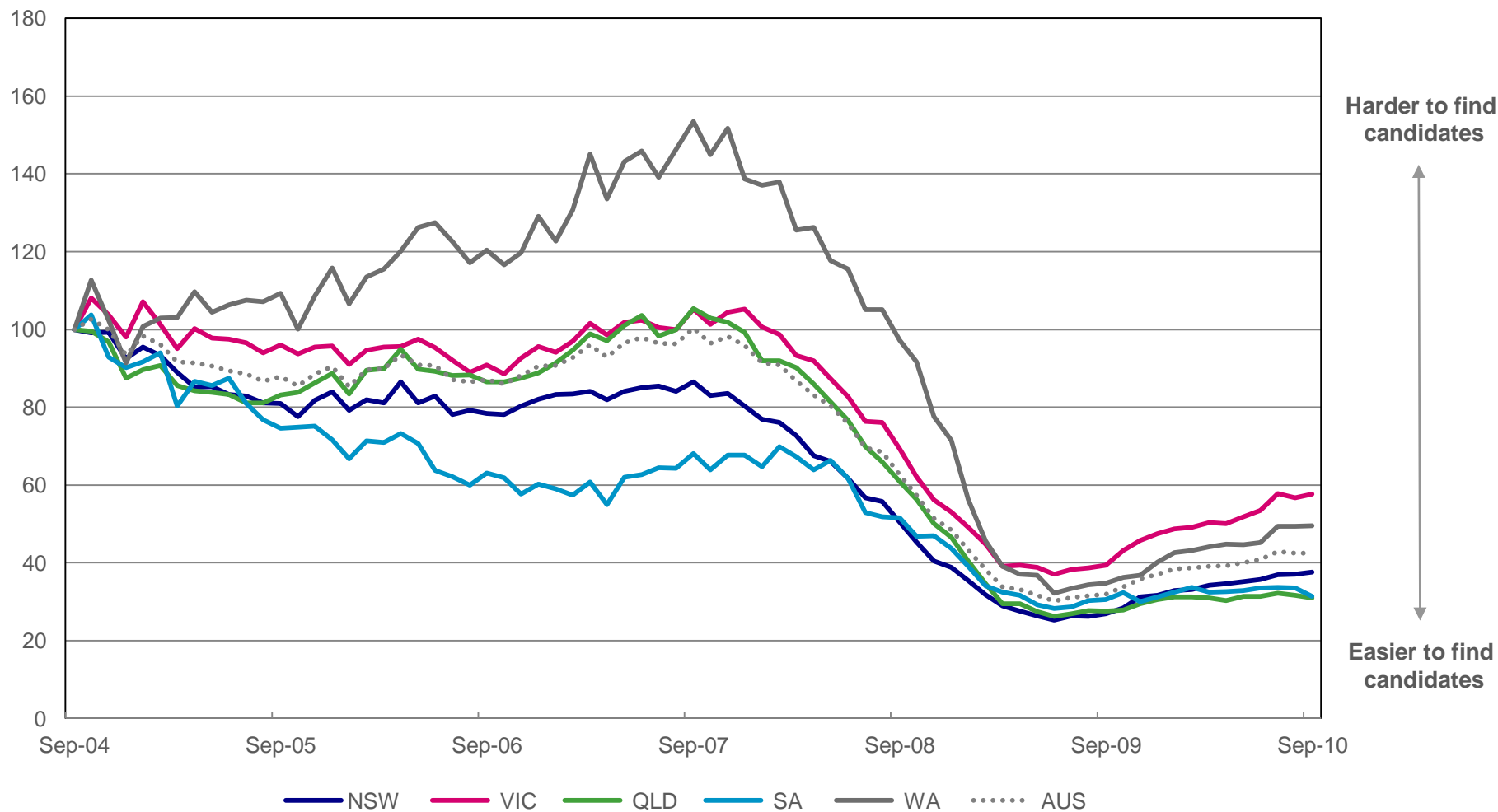
Source: SEEK Employment Index Sept 2010

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New and Enhanced

Methodology

The research programme was conducted by an independent research agency, Sweeney Research.

A Dual Survey

SEEK Survey

- 6,615 adult Australians (aged 18+)

- Click-thru survey from SEEK's website

- Fieldwork 24 August – 12 September 2010

- Has run for the past 7 years – providing unique insights into the evolving disposition of Australian employees

A survey of jobseekers via the SEEK website

Internet Survey via an External Panel

- 3,196 adult Australians (aged 18+)

- Online Research Unit's panel

  - 200,000+ active members

  - Primarily recruited offline

- Invitations sent proportionate to age, gender, state

- Data post-weighted to reflect ABS 2006 Census (age, gender, state, personal income, labour force status)

- Fieldwork: 19 August – 7 September 2010

A nationally representative snapshot of Australian adults including non-jobseekers

Methodology

- The main focus of this presentation is the panel survey, where relevant we've included & flagged the SEEK data, which is consistent in many areas

- Current and historical SEEK data is shown on tracking questions

- This enhancement to the methodology makes this one of the most authoritative, robust and valid studies of its kind

Demographic Differences

Accounting

Administration & Office Support

Banking & Financial Services

Retail & Consumer Products

Call Centre & Customer Service

Marketing & Communications

Procurement, Manufacturing & Transport

Sales

Sport & Recreation

Hospitality & Tourism

Real Estate & Property

Information & Communication Technologies

Self Employment

If any relevant differences appear by industry, state, gender and generation then they have been highlighted
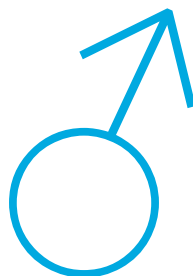
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What's Changed Since 2009?

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Our Smile is Back!

Key Happiness Trends – SEEK Survey
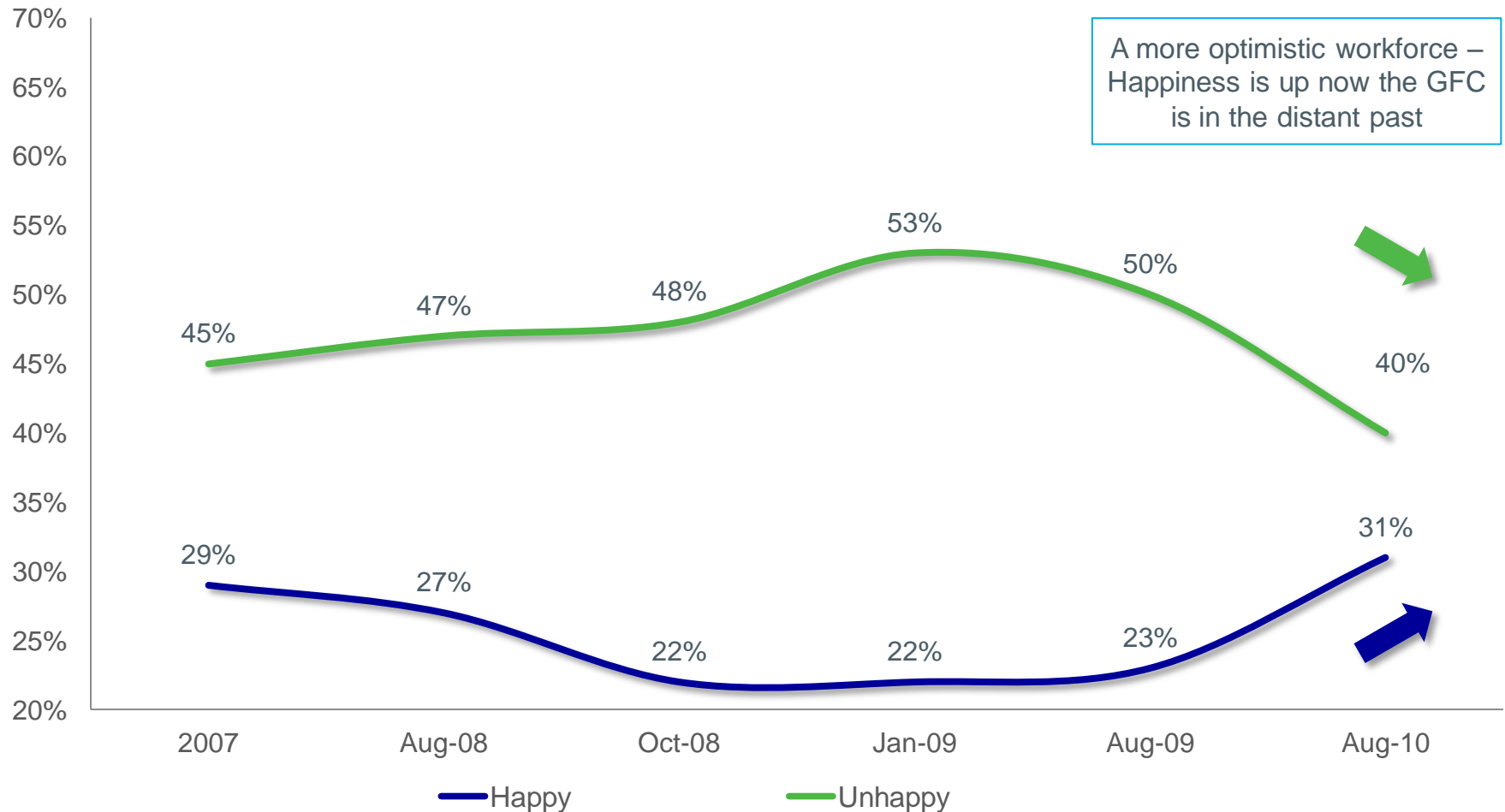
A more optimistic workforce –
Happiness is up now the GFC
is in the distant past

Legend: — Happy   — Unhappy

Unhappy values: 45%, 47%, 48%, 53%, 50%, 40%

Happy values: 29%, 27%, 22%, 22%, 23%, 31%

X-axis: 2007, Aug-08, Oct-08, Jan-09, Aug-09, Aug-10

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Employee Confidence on the Rise

Key Job Security Trends – SEEK Survey
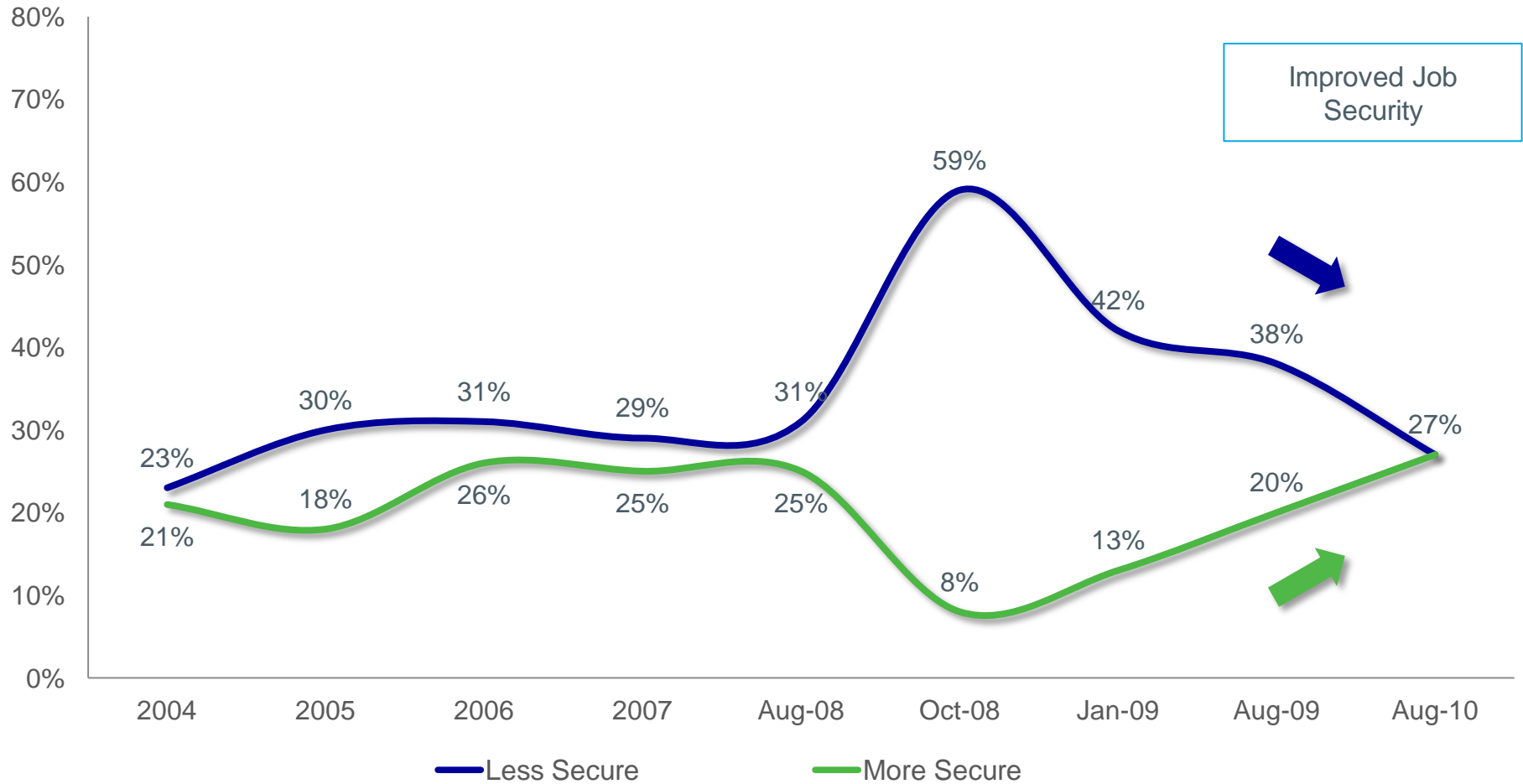
Improved Job Security

Less Secure
- 2004: 23%
- 2005: 30%
- 2006: 31%
- 2007: 29%
- Aug-08: 31%
- Oct-08: 59%
- Jan-09: 42%
- Aug-09: 38%
- Aug-10: 27%

More Secure
- 2004: 21%
- 2005: 18%
- 2006: 26%
- 2007: 25%
- Aug-08: 25%
- Oct-08: 8%
- Jan-09: 13%
- Aug-09: 20%
- Aug-10: 27%

— Less Secure   — More Secure

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Greener Pastures More Accessible

Key Job Seeking Duration Trends – SEEK Survey
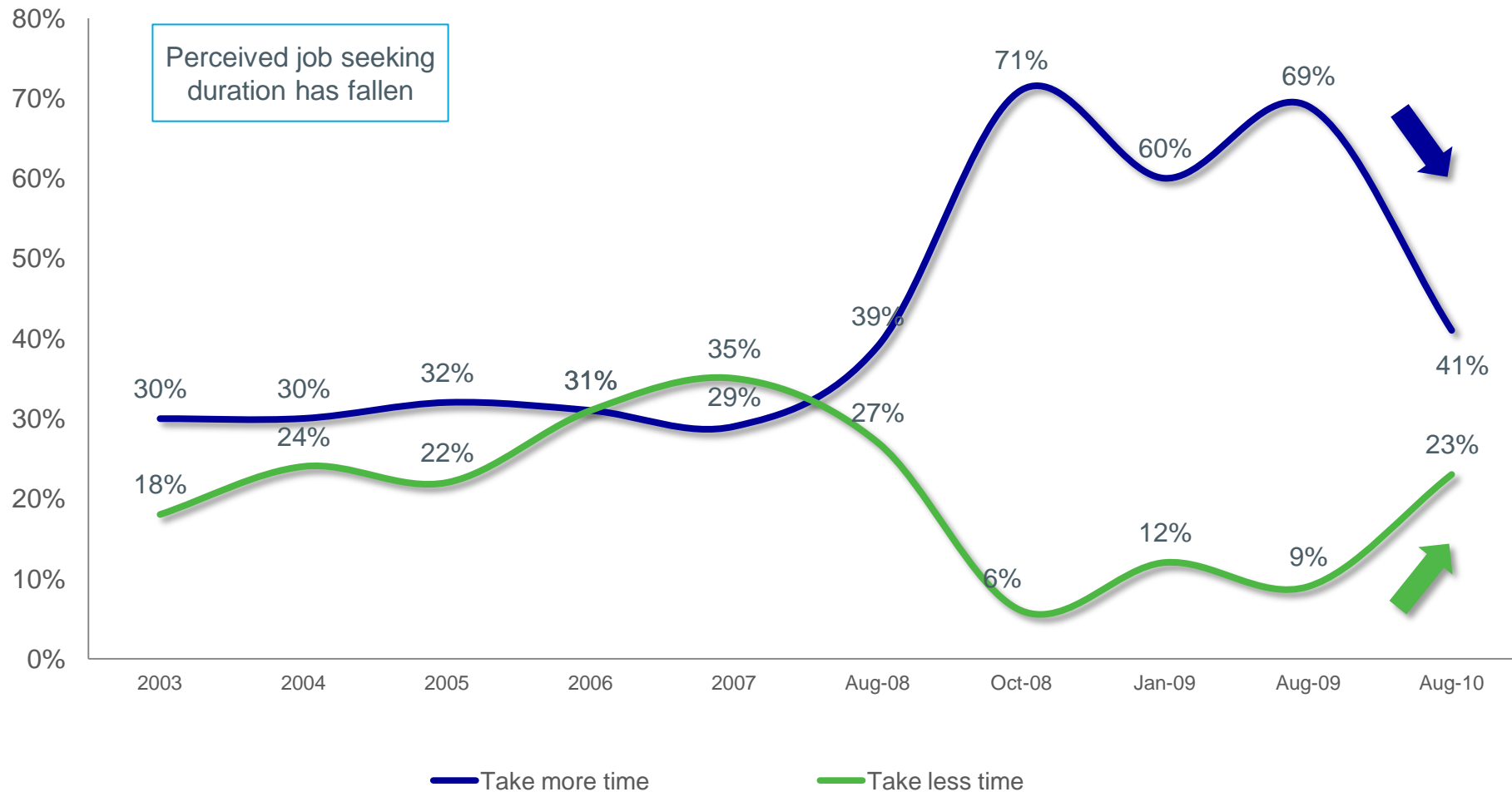
Perceived job seeking duration has fallen

Data series "Take more time": 30% (2003), 30% (2004), 32% (2005), 31% (2006), 35% (2007), 39% (Aug-08), 71% (Oct-08), 60% (Jan-09), 69% (Aug-09), 41% (Aug-10)

Data series "Take less time": 18% (2003), 24% (2004), 22% (2005), 29% (2006), 27% (Aug-08), 6% (Oct-08), 12% (Jan-09), 9% (Aug-09), 23% (Aug-10)

— Take more time   — Take less time

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Current thoughts and feelings of employees

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Over 6 in 10 are happy

Job Happiness

67%	24%	9%

■ Very Happy/Happy with their current job   ■ Neutral   ■ Very Unhappy/Unhappy with their current job
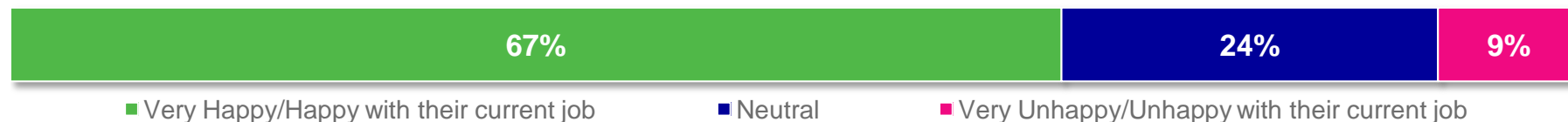
Who's Happy?

	% happy
Non-jobseekers	87%
High Income ($104k+)	76%
Females 60-65years	73%
Legal	87%
Farming, Animals & Conservation	86%
Senior & Executive Management	85%
Education & Training	80%

Who's Unhappy?

	% unhappy
Active Jobseekers	27%
Western Australians	12%
Resources & Energy	17%
Sales & Business Development	16%
Banking & Financial Services	16%
Info & Communication Technology	14%
Admin & Office Support	12%

Base: Currently employed (2456)
Q6 How happy are you with your current job?

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Satisfaction with their Employer

In their own words

Employer Satisfaction

63%	26%	10%

■ 7-10 ■ 4-6 ■ 0-3
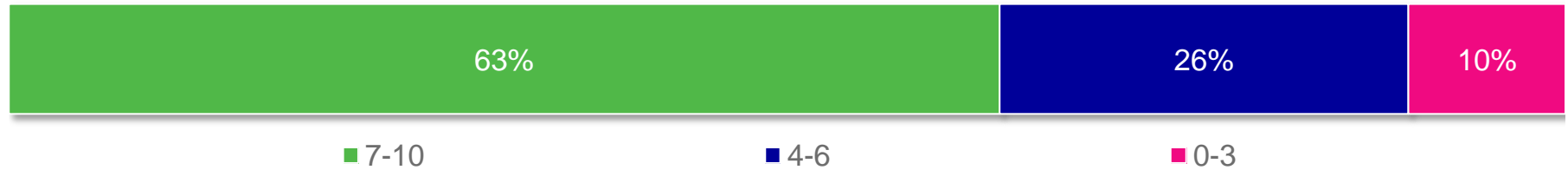
Why are 63% satisfied?
(in their own words)

Like my job / happy	18%
I am self employed	13%
They are very supportive/ they care/ treated well	11%
Good pay rates / rises	10%
Like the people I work with	10%
Good employer /good management	8%
Good workplace / environment / culture	8%

Why are 10% dissatisfied?
(in their own words)

Poor management / lack of direction / poor leadership	15%
They don't treat staff well / they don't care	14%
Pay rates are too low / deserve more	13%
Input isn't recognised / appreciated / valued	8%
Lack of opportunities for professional development	7%
Too many internal changes / changing requirements / structure	6%

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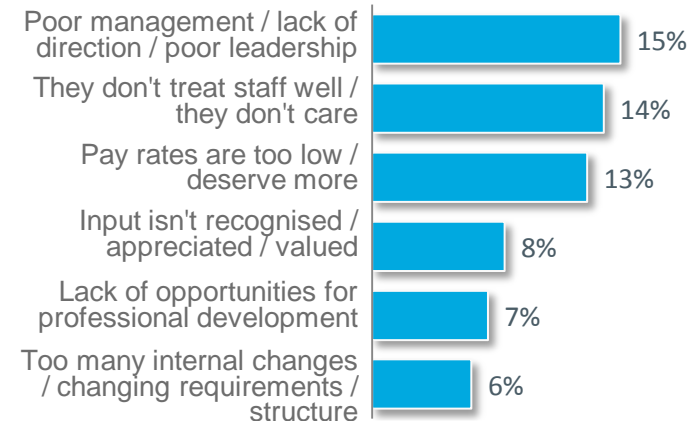
Satisfaction with their Manager

In their own words

Direct Manager Satisfaction

62%	26%	12%

■ 7-10   ■ 4-6   ■ 0-3
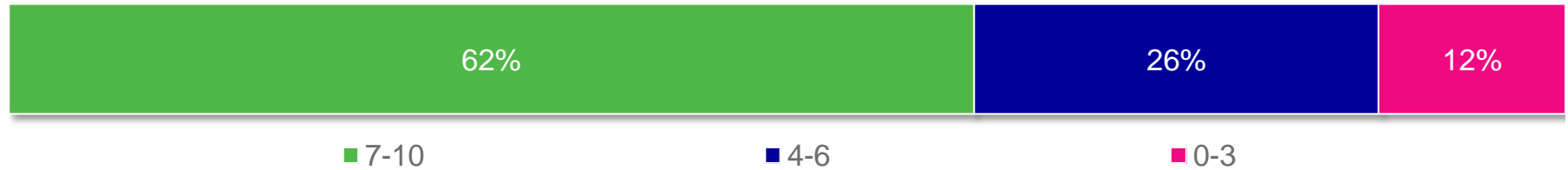
Why are 62% satisfied?
(in their own words)

Good boss / good to work with	23%
Easy to talk to / deal with / approachable / easy going	13%
Supportive / looked after / understanding	13%
I am the manager / self employed	11%
They trust me / leave me to do my job / doesn't micro manage	7%
They are very fair	7%

Why are 12% dissatisfied?
(in their own words)
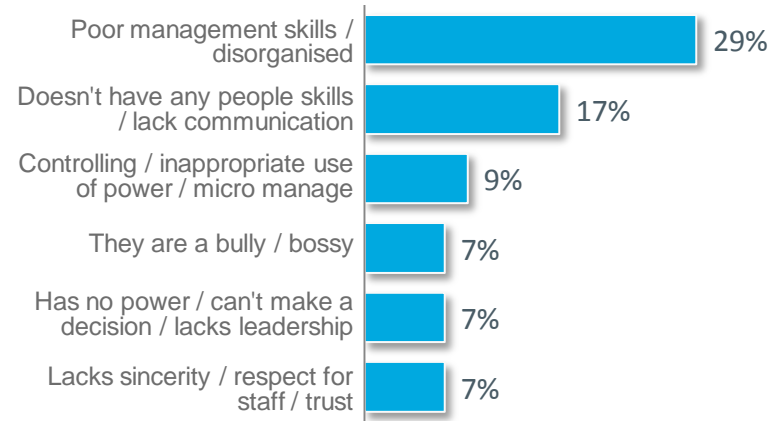
Poor management skills / disorganised	29%
Doesn't have any people skills / lack communication	17%
Controlling / inappropriate use of power / micro manage	9%
They are a bully / bossy	7%
Has no power / can't make a decision / lacks leadership	7%
Lacks sincerity / respect for staff / trust	7%

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Make them happy and keep them

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What they said they loved!

What do they Love/Like

% Love / Like About Job

Category	%
People I work with	76%
Work environment	67%
Proximity to home	66%
Variety and content of work	63%
Benefits/conditions (leave, flex time etc.)	62%
Hours of work	62%
Level of job security	61%
My direct manager	60%
Company culture	53%
Workplace morale levels	52%
Quality of overall management	51%
Feedback/ appreciation	50%
Salary	**44%**
Training and development	42%
My stress level	39%
Career development	37%
Human resources approach	36%

It's the vibe!

"Dream jobs come out of working for dream companies which care, support and provide a nurturing environment for employees"

"I really like the hours I work and the people I work with. "

"I feel respected and valued"

Females evaluate more favourably on every aspect

SEEKsurvey

- Five of the top six likes/loves are the same

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However this is what makes them happy

Drivers of Job Happiness

Drivers of Job Happiness

- My Direct Manager 8%
- Work Environment 9%
- Salary 10%
- Career Development 11%
- Hours of Work 12%
- Quality of Overall Management 17%
- Feedback/Appreciation 17%
- Variety and Content of Work 16%

Happy employees are on the same page as management, feel valued and are engaged in their work

"This manager has good management skills and is a clear communicator."

"Gives me a challenge to prove my self and gives me more variety and responsibility"

Driver Analysis

Rather than ask directly, Driver Analysis is used to uncover the drivers of job happiness, whether they are consciously acknowledged or sub-conscious influences

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Note: Driver Analysis examines the degree of variance explained in the metric of interest by the variation in each of the individual aspects assessed
Base: Very Happy/Happy respondents
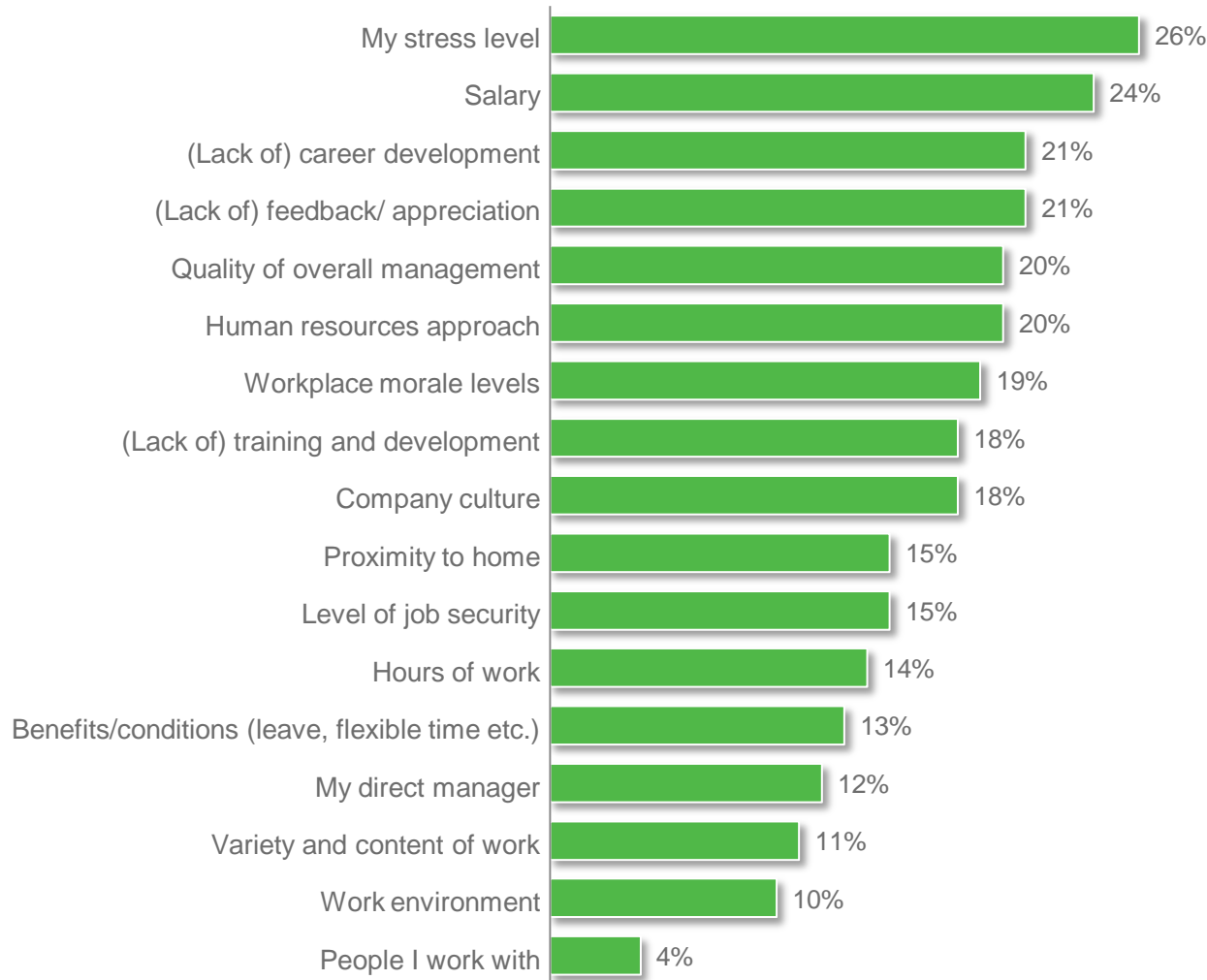*Q13   On a scale of 1 to 5, please rate what you love or hate about your current job?*
Q6   How happy are you with your current job?

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This is what they said they hate...

What they Hate / Dislike

Category	%
My stress level	26%
Salary	24%
(Lack of) career development	21%
(Lack of) feedback/ appreciation	21%
Quality of overall management	20%
Human resources approach	20%
Workplace morale levels	19%
(Lack of) training and development	18%
Company culture	18%
Proximity to home	15%
Level of job security	15%
Hours of work	14%
Benefits/conditions (leave, flexible time etc.)	13%
My direct manager	12%
Variety and content of work	11%
Work environment	10%
People I work with	4%

Most Stressed...

	% stress
Real Estate	34%
Info & Communication Technology	33%
Sales & Business Development	33%
Sport & Recreation	33%

Most Underpaid...

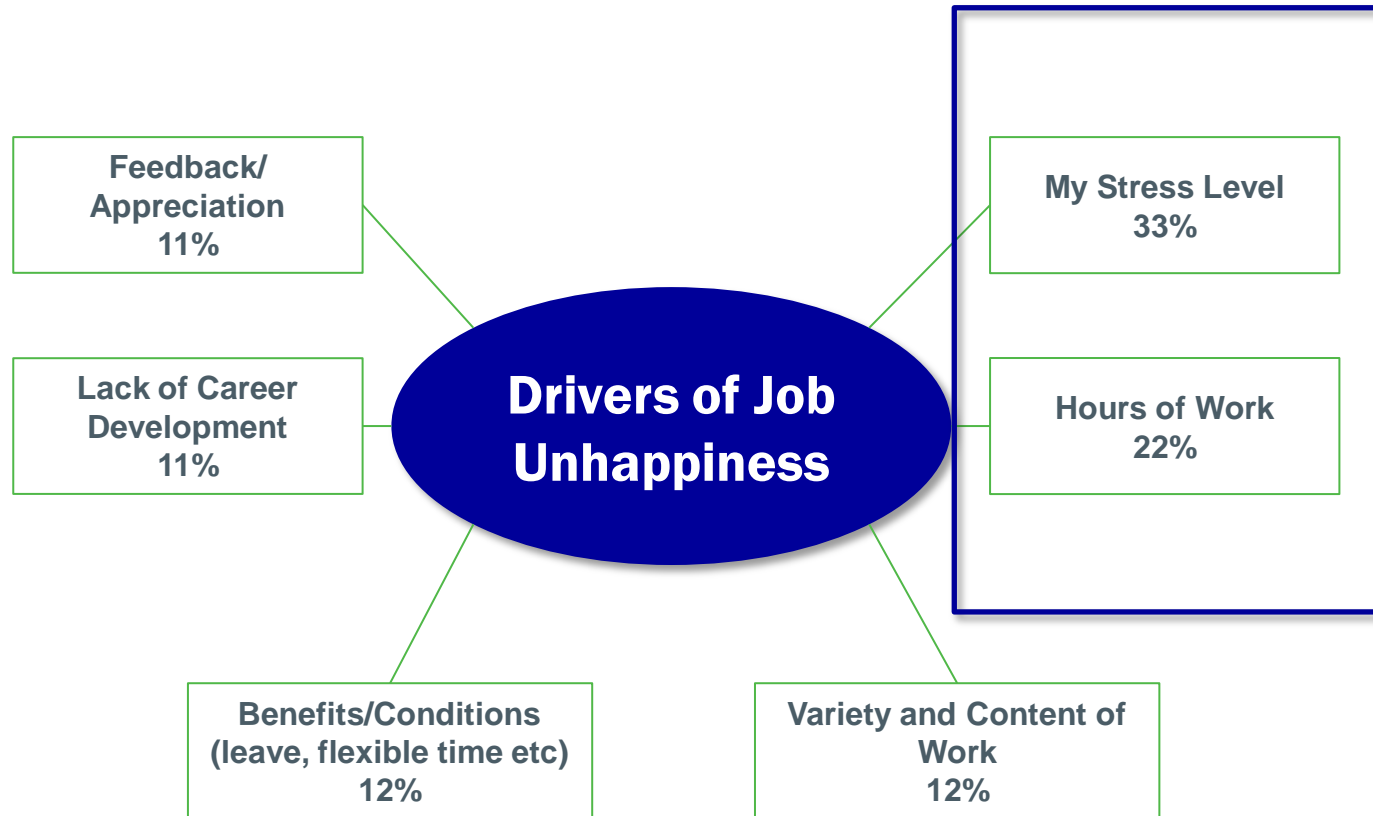|	% salary
Low Income <52k	30%
Females 50-65 years	28%
Real Estate & Property	45%
Trades & Services	36%
Procurement, Manufacturing & Transport	31%
Marketing & Communications	30%

SEEKsurvey

4 out of 6 top dislikes are the same

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However this is what drives their unhappiness...

Drivers of Job Unhappiness

Feedback/ Appreciation 11%

Lack of Career Development 11%

Drivers of Job Unhappiness

My Stress Level 33%

Hours of Work 22%

Benefits/Conditions (leave, flexible time etc) 12%

Variety and Content of Work 12%

Unhappy employees feel stressed and antagonistic about the hours they work

"I am being put under pressure to do more even though I am still learning"

"I enjoy my job but the long hours and conditions could be better."

Driver Analysis

Rather than ask directly, Driver Analysis is used to uncover the drivers of job unhappiness, whether they are consciously acknowledged or sub-conscious influences

Note: Driver Analysis examines the degree of variance explained in the metric of interest by the variation in each of the individual aspects assessed
Base: Very unhappy/Unhappy/Neutral respondents
Q13   On a scale of 1 to 5, please rate what you love or hate about your current job?
Q6   How happy are you with your current job?

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People who said they're happy – do their best work

Employer Engagement

Happy Employees (Very Happy/Happy)

vs. Total Sample %

% Agree (7-10)

I am happy to contribute above and beyond what is required of me because I feel motivated by my employer — **67%** — +16

I am inspired by my employer to do my best work on a daily basis — **63%** — +15

Happy employees are motivated to raise their productivity

When the chance arises, I inform others about how good it is to work with my employer — **61%** — +16

They'll also spread the word

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Happy Employees are More Likely to Stay

Job Happiness
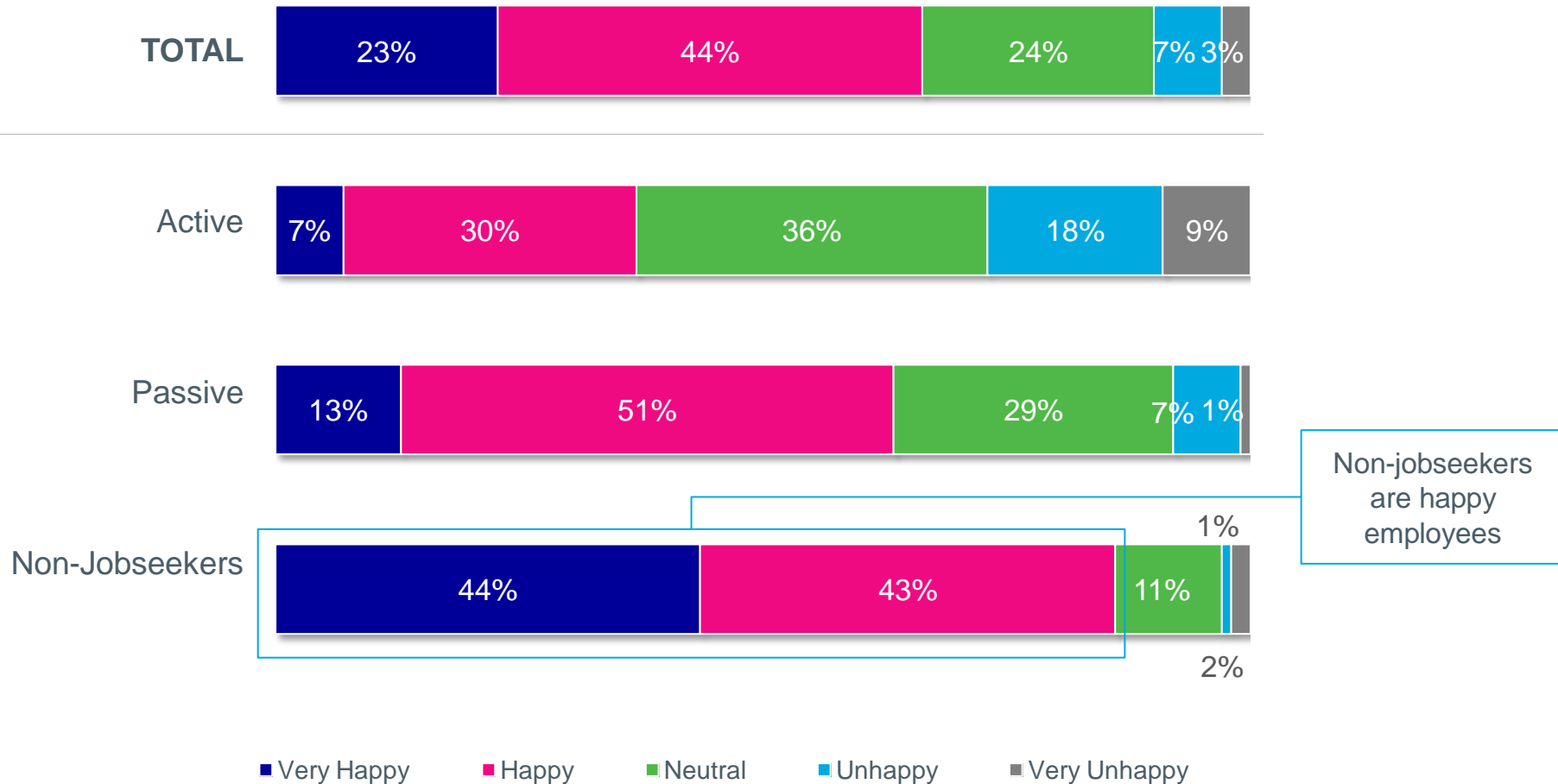
	Very Happy	Happy	Neutral	Unhappy	Very Unhappy
TOTAL	23%	44%	24%	7%	3%
Active	7%	30%	36%	18%	9%
Passive	13%	51%	29%	7%	1%
Non-Jobseekers	44%	43%	11%	1%	2%

Non-jobseekers are happy employees

■ Very Happy   ■ Happy   ■ Neutral   ■ Unhappy   ■ Very Unhappy

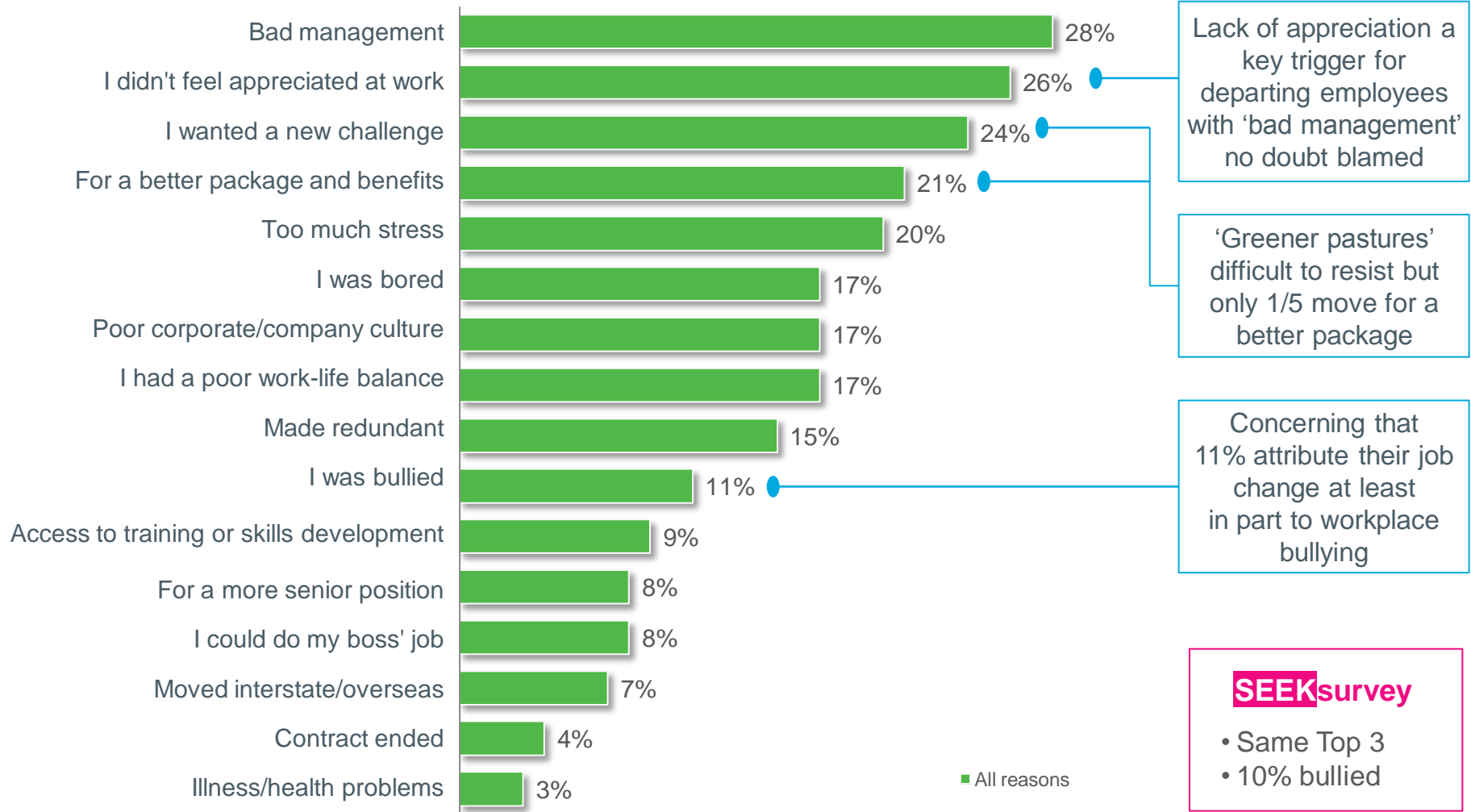# Why they leave & who's at risk
What are the triggers?

Overall Bad Management & Lack of Appreciation is Why They Leave

Triggers of Job Churn

Reason	All reasons
Bad management	28%
I didn't feel appreciated at work	26%
I wanted a new challenge	24%
For a better package and benefits	21%
Too much stress	20%
I was bored	17%
Poor corporate/company culture	17%
I had a poor work-life balance	17%
Made redundant	15%
I was bullied	11%
Access to training or skills development	9%
For a more senior position	8%
I could do my boss' job	8%
Moved interstate/overseas	7%
Contract ended	4%
Illness/health problems	3%

■ All reasons

Lack of appreciation a key trigger for departing employees with 'bad management' no doubt blamed

'Greener pastures' difficult to resist but only 1/5 move for a better package

Concerning that 11% attribute their job change at least in part to workplace bullying

SEEKsurvey
- Same Top 3
- 10% bullied

Base: Changed job in past 3 years and previously employed (n=1058)
Note: All others less than 3%
Q5a For what reasons did you leave your last job?
Q5b What was the main reason you left your last job?

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Who's Turned Off The Most?

Bad Management (28%)

- Younger females and middle aged males are turned off by bad management

Community Services & Development	55%
Advertising, Arts & Media	33%
Males 35-49 yrs	36%
Female 18-34 yrs	32%

Lack of Appreciation (26%)

- Gen Y feel undervalued

Gen Y	31%
Community Services & Development	46%
Advertising, Arts & Media	42%
Trades & Services	33%
Education & Training	30%
Hospitality & Tourism	30%

Stress (20%)

- Gen Y feel stressed
- Lower income earners also feel burdened

Gen Y	24%
Income <52 K	23%
Advertising, Arts & Media	26%
Healthcare & Medical	24%

Bullying (11%)

- Females and low income earners are the most likely to feel victimised
- Bullying is particularly rife in the hospitality and tourism industry

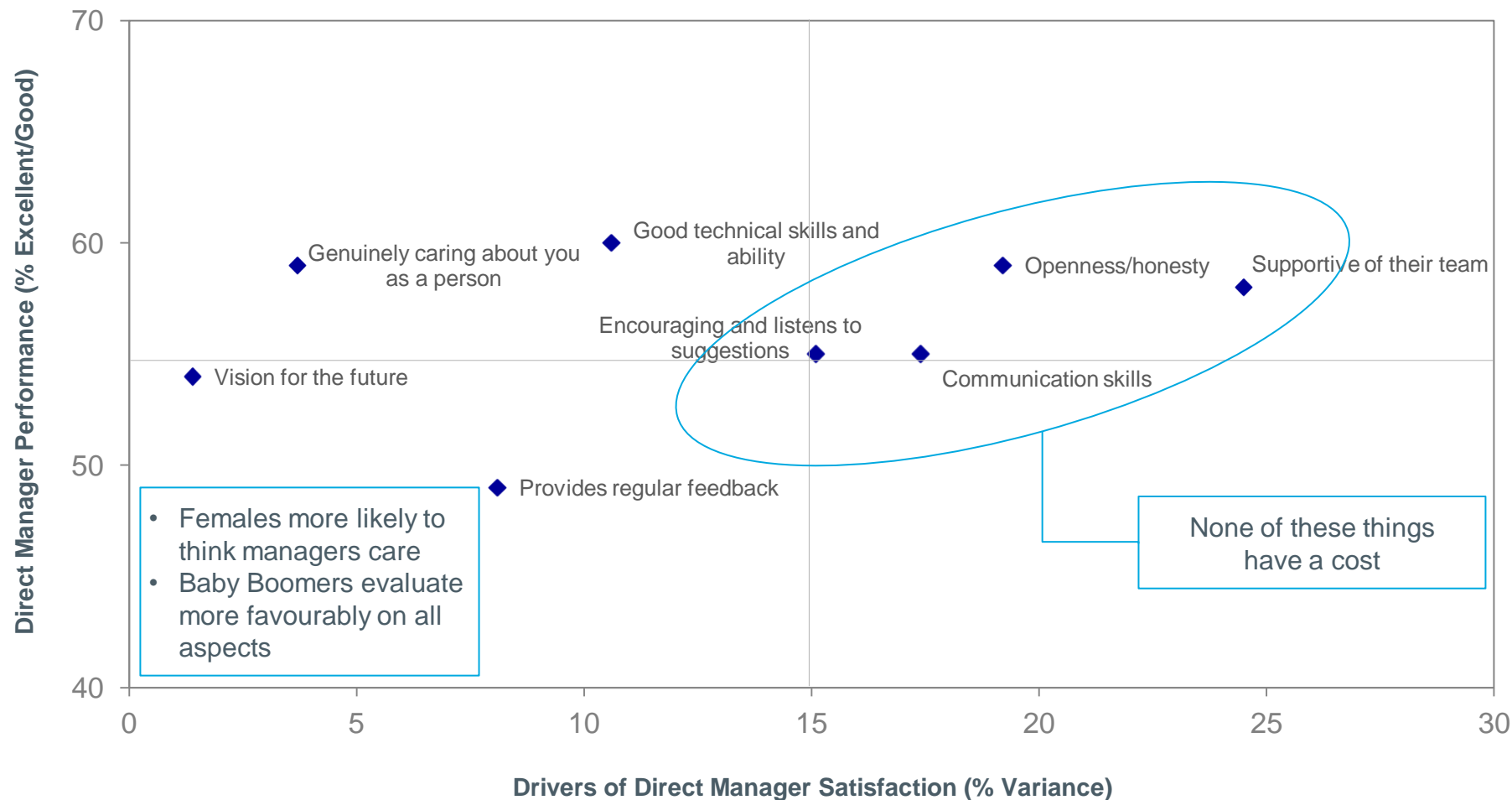|	
WA	15%
Female	14%
Up to $52K	14%
Hospitality & Tourism	20%
Administration & Office Support	18%

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Who's the Most Mercenary?

For a Better Package & Benefits (21%)

- Males and the younger generations (X and Y) want more for themselves

- Those in procurement, manufacturing and transport also move for a better deal

Males	27%
Gen Y	23%
Gen X	22%
Procurement, Manufacturing & Transport	39%
Banking & Financial Services	33%
Accounting	31%
Information & Communication Technology	30%
Community Services & Development	25%

Base: *Changed job in past 3 years and previously employed (n=1058)*
Q5a   *For what reasons did you leave your last job?*

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What do Managers Need to Focus on....

What Impacts Direct Manager Assessment?

Direct Manager Performance (% Excellent/Good) (y-axis, 40 to 70)

Drivers of Direct Manager Satisfaction (% Variance) (x-axis, 0 to 30)

Data points:
- Genuinely caring about you as a person
- Good technical skills and ability
- Openness/honesty
- Supportive of their team
- Vision for the future
- Encouraging and listens to suggestions
- Communication skills
- Provides regular feedback

- Females more likely to think managers care
- Baby Boomers evaluate more favourably on all aspects

None of these things have a cost

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Two-Thirds of Australians Keeping An Eye Out For a New Job

Job Seeking Status

Only 1/3 Australian Adults are *not* interested in a new job

Active Job Seekers (18%)

5%

13%

26%

12%

11%

33%

Passive Job Seekers (49%)

- Need a new job and want to start immediately
- Actively searching for a new job, but only applying for the right ones
- Not actively looking for a job, but might apply if I come across the right opportunity
- Not actively looking for a job, but might be open to changing jobs if approached
- Just keeping an eye on jobs in my industry
- I am not interested in changing jobs at this time

High Active Job Seeking

	% Active Jobseekers
Males, 18-34 yrs	32%
Gen Y	28%
Marketing & Communications	32%
Call Centre & Customer Service	31%
Consulting & Strategy	30%
Advertising, Arts & Media	29%
Engineering	29%

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More than half of active jobseekers find the process difficult

Difficulty of the Job Searching Process

Mean #

	7 to 10 (Difficult)	4 to 6 (Neutral)	0 to 3 (Easy)	Mean #
TOTAL	31%	51%	19%	5.4
Active Jobseekers	54%	31%	14%	6.5
Passive Jobseekers	22%	58%	20%	5.0

■ 7 to 10 (Difficult) ■ 4 to 6 (Neutral) ■ 0 to 3 (Easy)
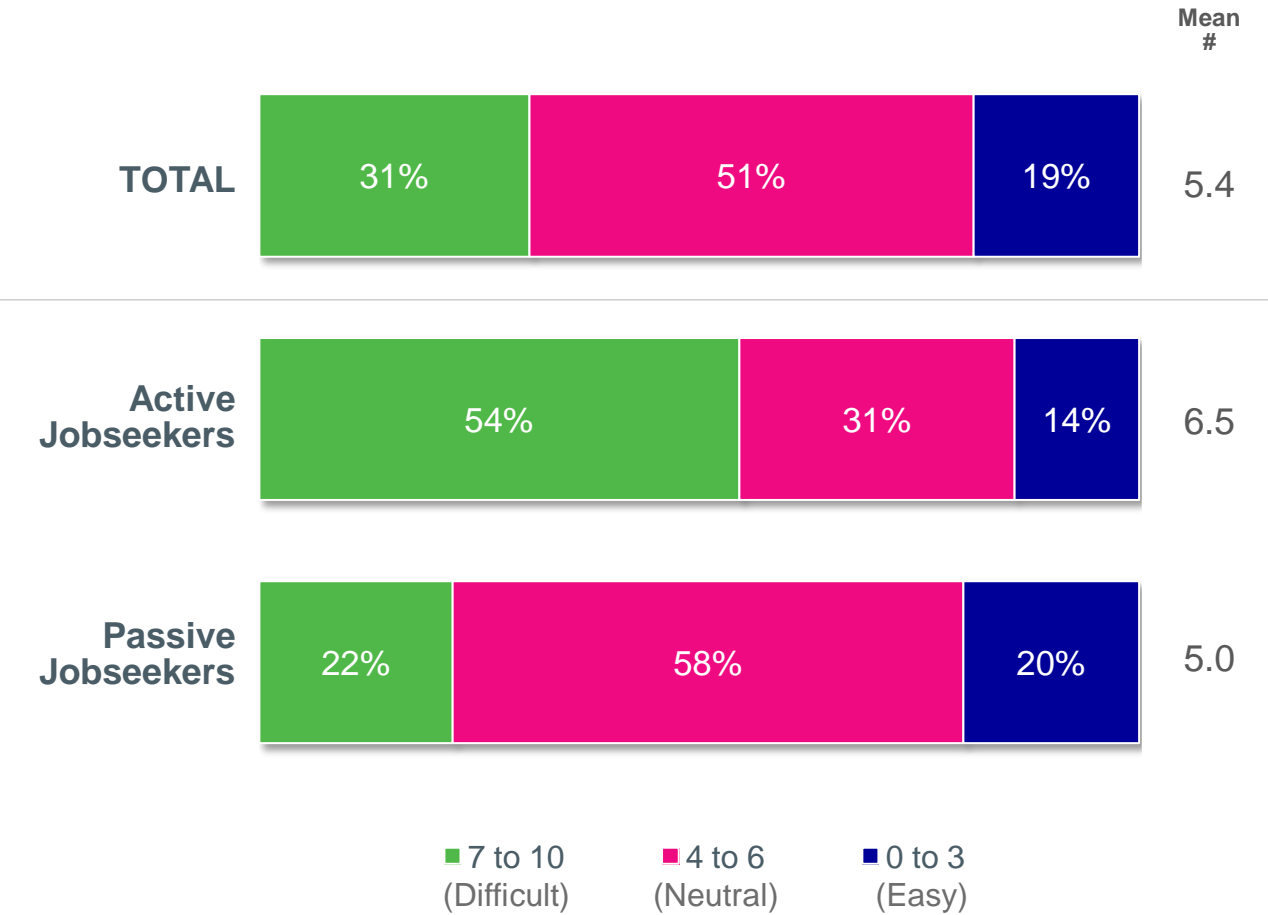
More likely to find it difficult…

	%7-10
Unemployed	69%
NSW / ACT	35%
Low earners <52k	31%
Gen Y	34%
Baby Boomers	33%
Science & Technology	42%
Call Centre/Customer Service	41%
Sales & Business Development	40%
Accounting	39%
Admin & Office Support	37%
Information & Communication Technology	37%

Base: Job Seekers (n=2174)
Q33. How difficult are you currently finding the job seeking process?

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Half of Job Changes Involve Switching Industry

Switching Employer (last 3 years)

One in three Australian adults (34%) changed employer
in the last 3 years.

Gen Y	52%
Gen X	33%
Baby Boomers	23%

Gen Y are the most likely to change jobs

Base: All respondents (n=3196)
Q1. In the past 3 years, have you changed employer on one or more occasions?
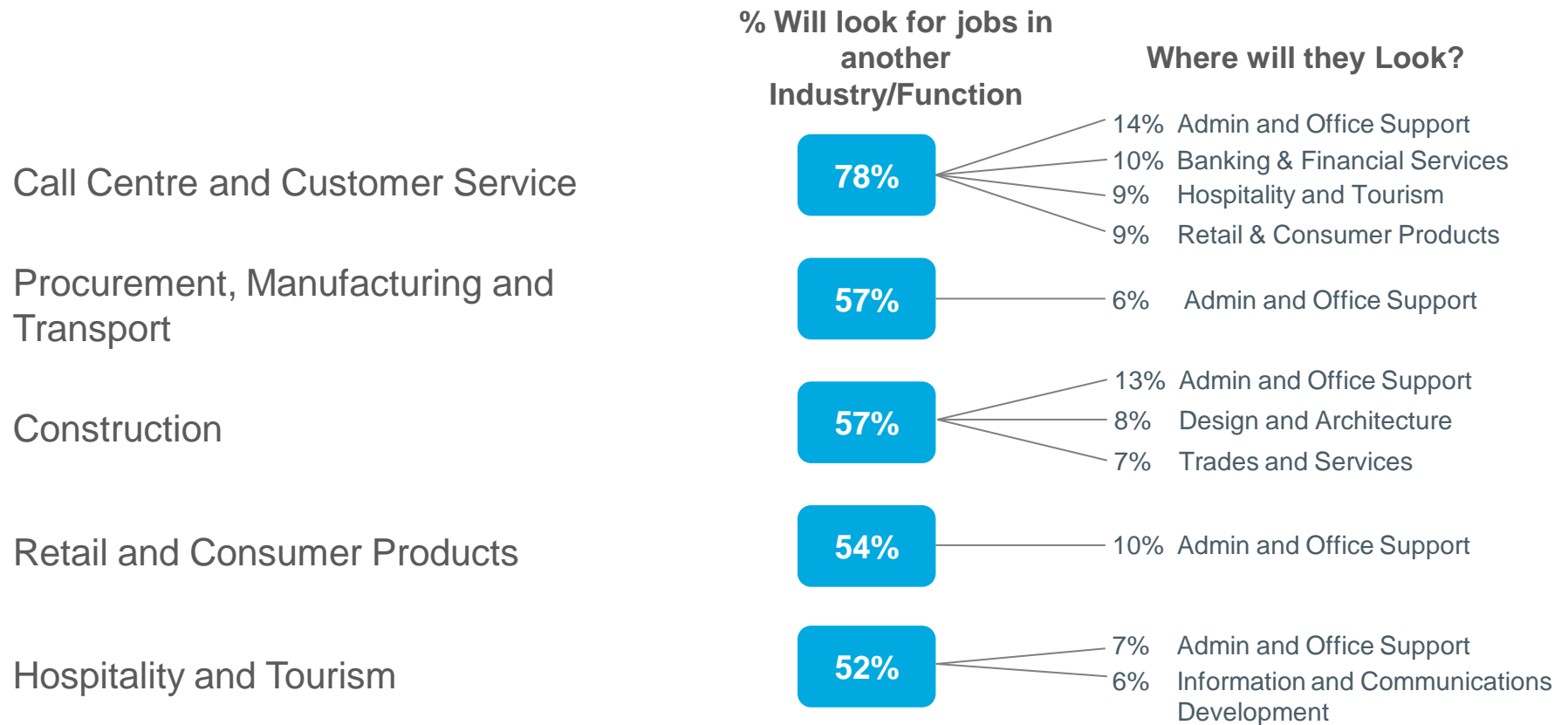
Half changed industry (54%)

CV sifting by industry experience excludes a wide pool of potential candidates

Base: Changed from one employer to another in the past 3 years (n=850)
Q4. The last time you changed employer, did you also change industry?

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Areas Most Likely to suffer Casualties ...

% Will look for jobs in another Industry/Function

Where will they Look?

Call Centre and Customer Service

78%
- 14% Admin and Office Support
- 10% Banking & Financial Services
- 9% Hospitality and Tourism
- 9% Retail & Consumer Products

Procurement, Manufacturing and Transport

57%
- 6% Admin and Office Support

Construction

57%
- 13% Admin and Office Support
- 8% Design and Architecture
- 7% Trades and Services

Retail and Consumer Products

54%
- 10% Admin and Office Support

Hospitality and Tourism

52%
- 7% Admin and Office Support
- 6% Information and Communications Development

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Salary's a Key Attraction, But Not the Only One

Job Requirements – Expected (Next Job) vs. Actual (Last Job)

Salary, proximity to home and job security growing considerations in employer selection

SEEK research in March 2010 about what jobseekers would like to see in a job ad identified key aspects to be:

- salary
- location
- position details
- honesty

SEEKsurvey

4 out of 5 top aspects consistent in expected requirements; 5 of 6 actual requirements

Chart — Expected Requirements (Total) vs. Actual Behaviour (Total):
- Salary (~48, ~65)
- Hours of Work (~46, ~51)
- Proximity to home (~35, ~46)
- Benefits/conditions (~35, ~41)
- Level of job security (~23, ~33)
- Work environment (~31, ~32)
- Variety & content of work (~30, ~26)
- My stress level (~23, ~25)
- People I work with (~27, ~25)
- Training & development (~17, ~19)
- Career development (~23, ~18)
- Workplace morale levels (~9, ~14)
- Quality of management (~11, ~13)
- Company culture (~14, ~13)
- My direct manager (~13, ~11)
- Feedback/appreciation (~8, ~9)
- Human resources approach (~2, ~3)

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Job Websites' are the way to find a job

Job Information Channels Currently Used

JOB WEBSITE

Channel Expect to Find Next Job (y-axis: 0, 5, 10, 15, 20, 25, 30, 35)

Channel Found Last Job (x-axis: 0, 5, 10, 15, 20, 25, 30)

Local newspaper
Word of mouth (business network)
Word of mouth (friends/family)
Major newspaper
Specific company website
Recruitment consultant
Direct approach to organisations
Professional networking sites
Sign in Shops
Head hunted
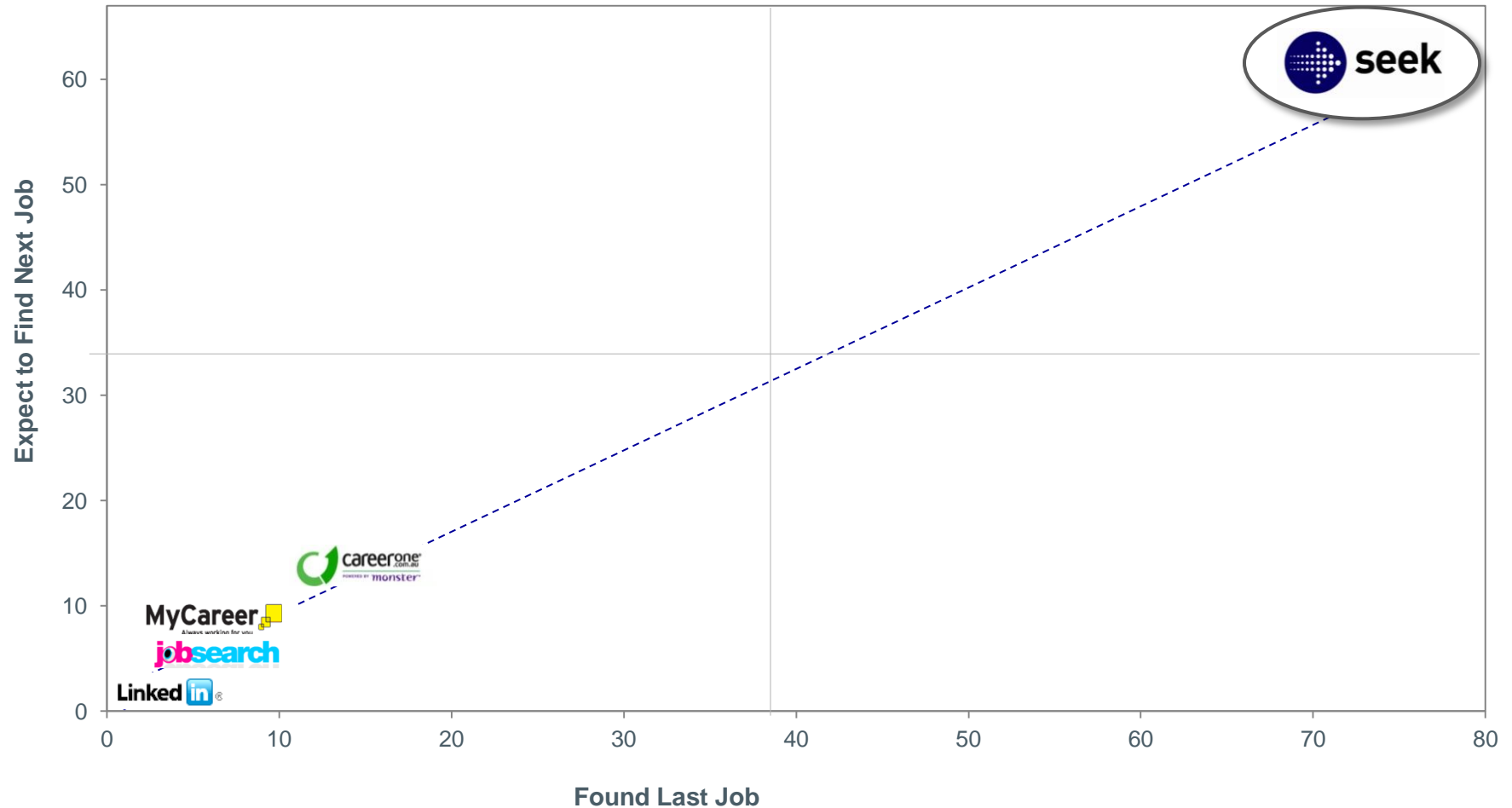Social networking websites
Noticeboard at Uni

Base: Changed employer in the last 3 years and currently employed (n=891)
Q21b Through which one of these sources did you eventually find your new role?
Base: Jobseekers (n=2174)
Q21d Through which one of these sources do you expect to find your next role?

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SEEK Delivers Great Results to Australians

Job Websites

Expect to Find Next Job (y-axis)

Found Last Job (x-axis)

Don't Pursue Me Through Social Media

Reaction to Being Approached About Jobs in a Social Media Forum

Like the idea a lot
6%

Like the idea somewhat
17%

Dislike the Idea a lot
15%

Neither/nor
45%

Dislike the idea somewhat
17%
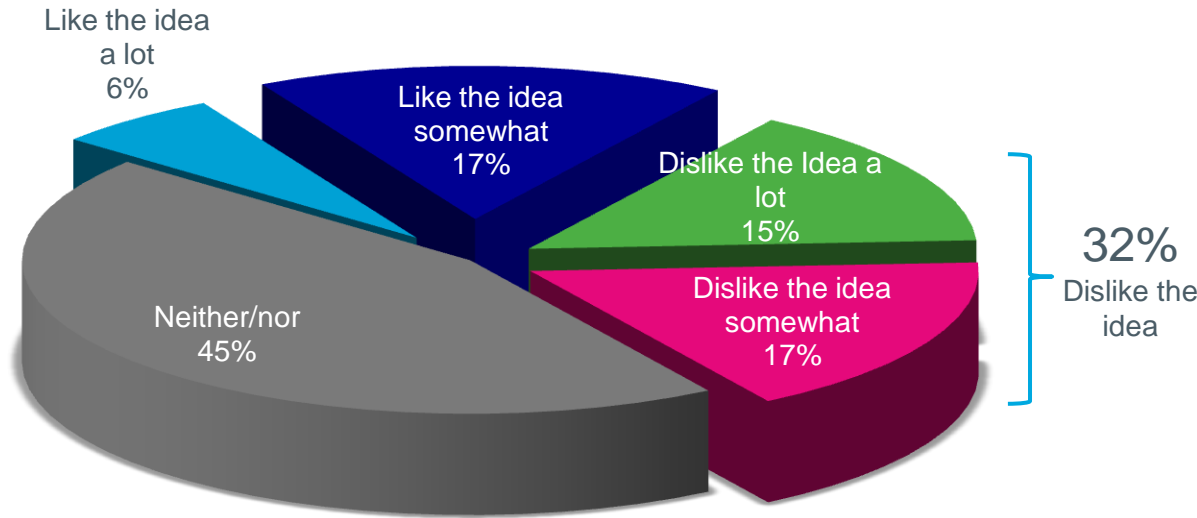
32% Dislike the idea

Dislike the Idea Somewhat / A Lot

Female	35%
$104K+ personal income	35%
Regional	35%
Baby Boomers	37%
Legal	56%
Government & Defence	41%
Healthcare & Medical	40%
Senior & Executive Management	40%
Accounting	39%

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Don't Pursue Me Through Social Media

Reaction to Being Approached About Jobs in a Social Media Forum

Reasons for Disliking the Idea

Reason	Percentage
Privacy concerns / too invasive / intrusive	14%
Not comfortable with Social Networks / not a big user of them	13%
Social media is for my private use with friends and family	8%
Not professional / social media is for socialising	7%
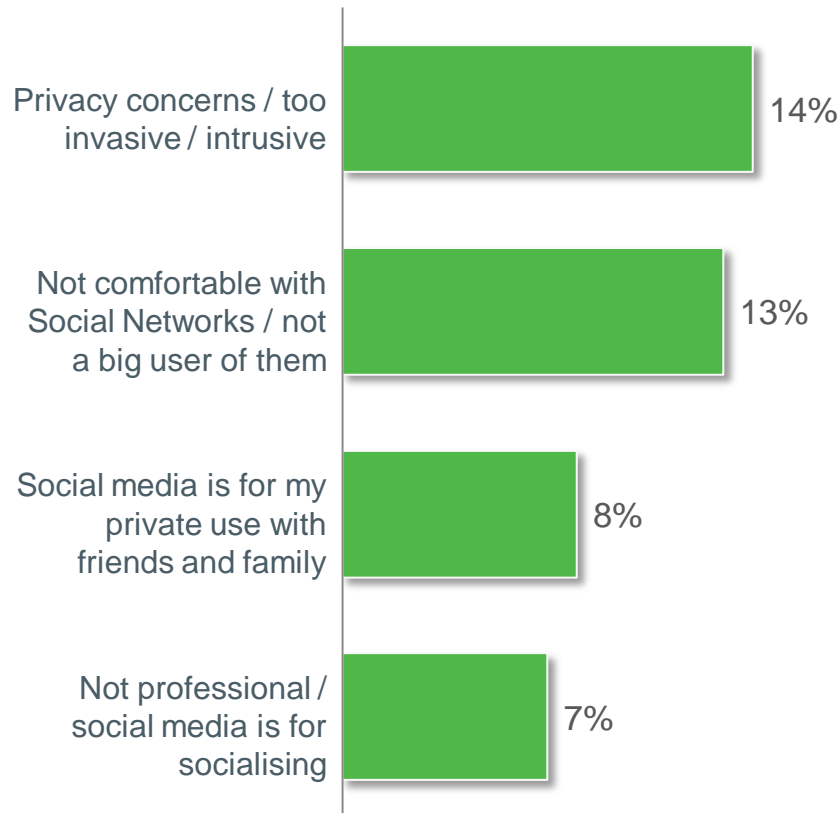
"This is not an appropriate forum for employers or potential employers to approach me or myself to approach them."

"I don't believe a social network provides the privacy one might like when searching for a job"

"It is SOCIAL media. I do not think it is the appropriate forum to go looking for a job...maybe to have a chat to friends but other than that I would doubt the credibility of the contact."

"Social networking is just that, not a forum for professional activity"

"It would make me feel a bit uncomfortable."

A key finding of the study

A simple barometer...

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The Net Promoter Score ....

**Not at All
Likely to Recommend**

**Extremely
Likely to Recommend**

0	1	2	3	4	5	6	7	8	9	10

Detractors　　　　　　　**Neutral**　　**Promoters**
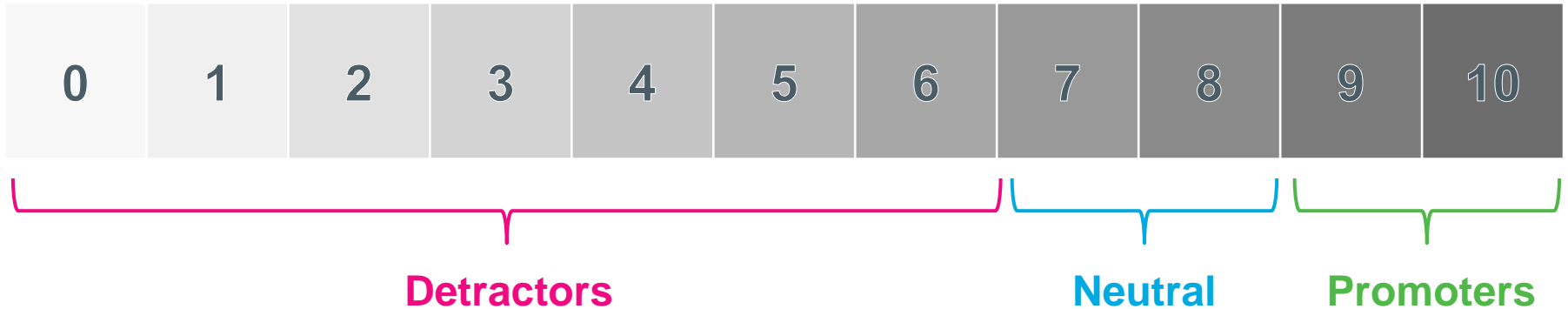
Net promoter Score　　=　　Promoters (9-10)

minus Detractors (0-6)

Work With Me

Employee Advocacy

	9-10	7-8	0-6	Mean	Net Promoter Score*
TOTAL	25%	29%	46%	6.31	-21
Active	9%	23%	68%	4.64	-59
Passive	20%	31%	49%	6.19	-29
Non Jobseekers	39%	30%	30%	7.38	9

One in four employees are highly likely to recommend their employer to others

Employee advocacy is an accurate pointer to job seeking status, with active jobseekers the least likely to recommend their employer.

SEEKsurvey

NPS of -60 equate to Active Jobseekers results from Panel Survey (-59)
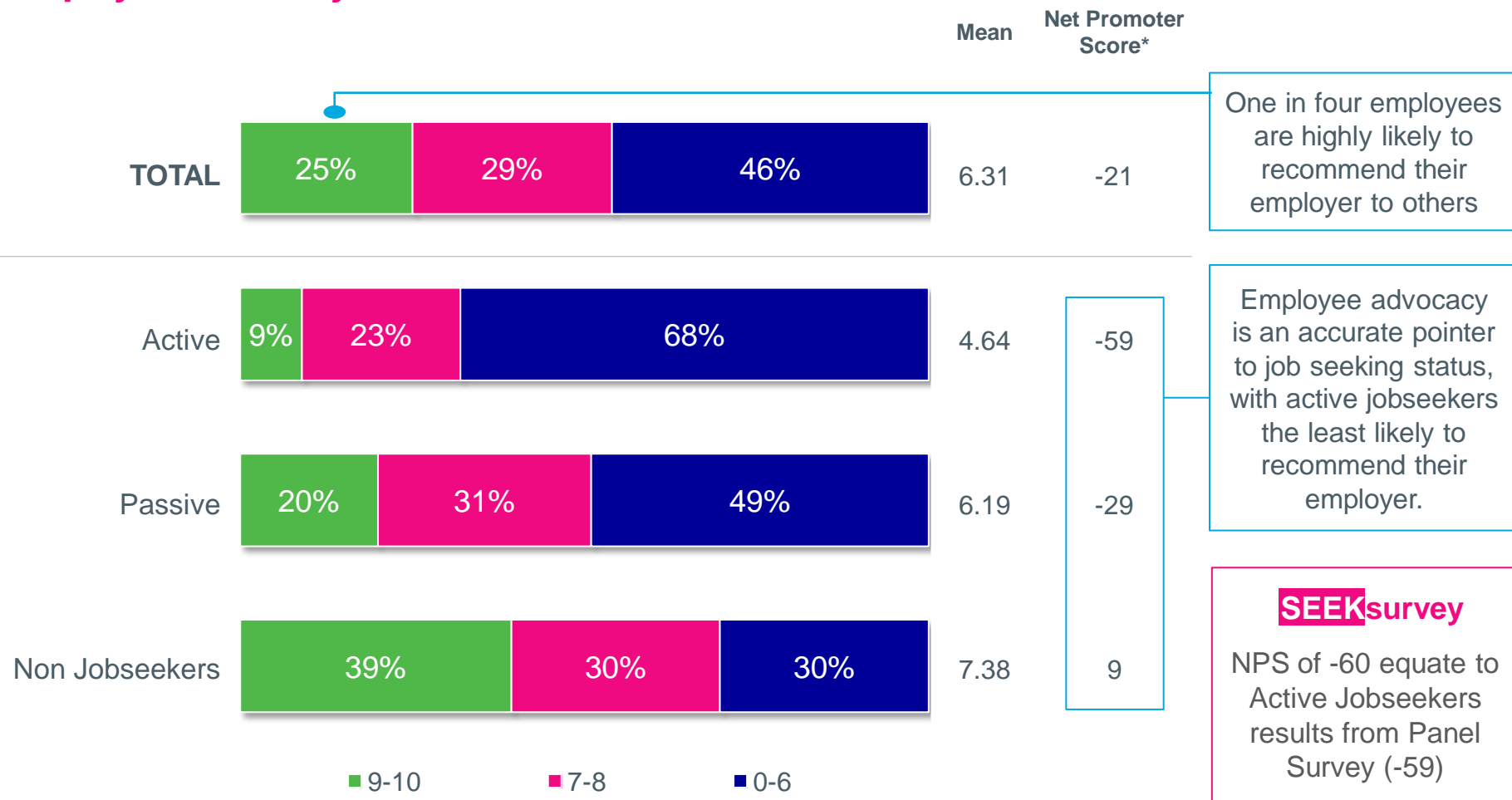
Net promoter score = (% 9-10) – (% 0-6)
Base: Currently Employed (n=2456)
Q18   How likely would you be to recommend your current employer to others?

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Employee Advocacy the Single Best Predictor of Employee Retention/Churn

Predictors of Employee Defection

	Active	Non-Jobseekers	Difference
Employee Advocacy			
1. *Net Promoter Score	-59	+9	68
Job Happiness			
2. % Happy	37	87	50
3. % Unhappy / Neutral	63	13	50
Satisfaction - % 7-10			
4. Current Position	35	84	49
5. Employer	40	81	41
6. Direct Manager	44	74	30

Employee Advocacy is the single best predictor of employees jobseeking

Who's more likely to advocate employers?

	NPS
TOTAL	-21%
Females	-15%
High Earners (104k)+	-8%
Regional	-18%
Baby Boomers	-16%

Net promoter score = (% 9-10) – (% 0-6)
Base: Currently Employed (n=2456)
Q6   How happy are you with your current job?
Q7   Overall, how satisfied are you with your current employer?
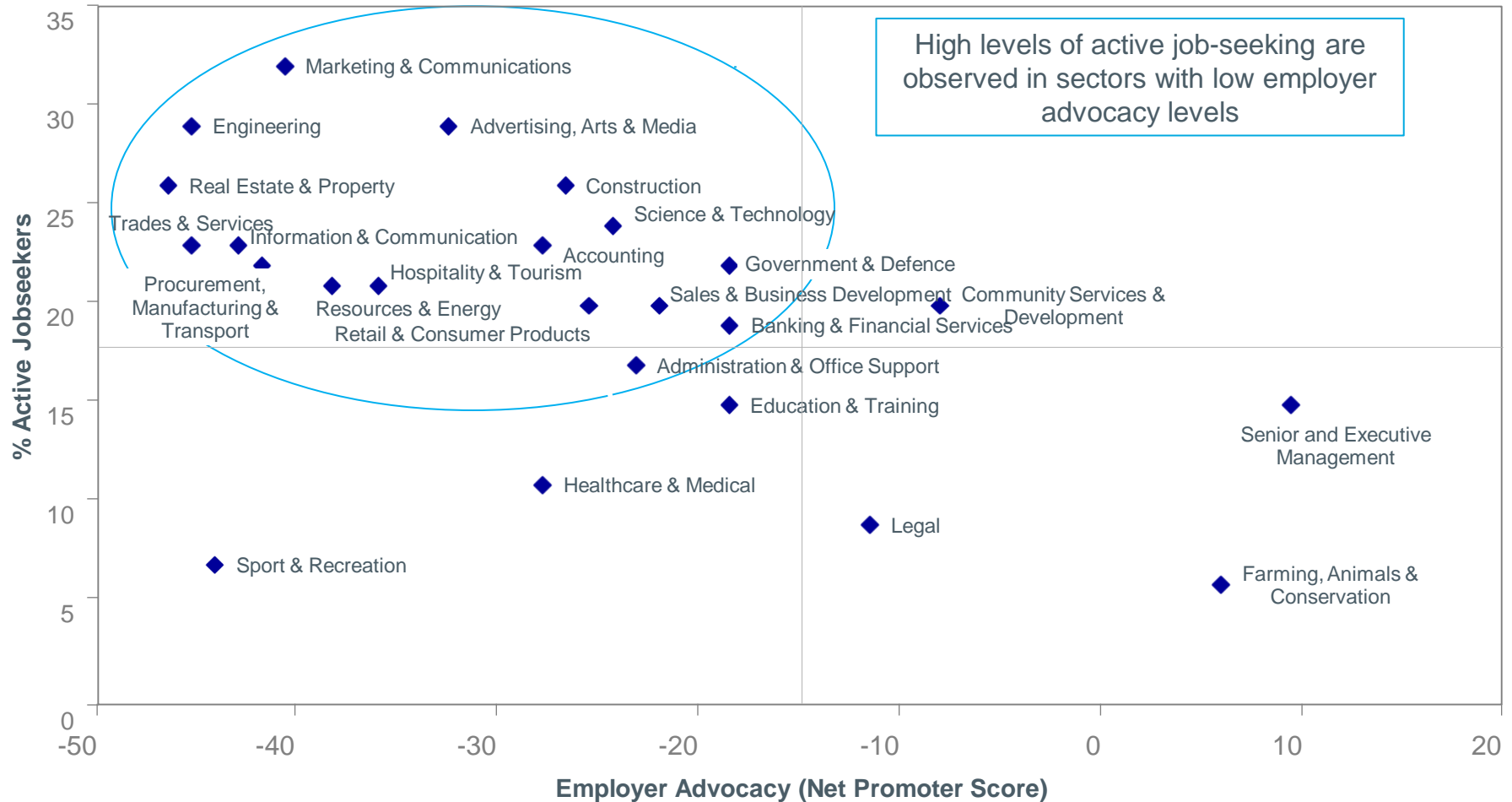*Q9   Overall, how satisfied are you with your current direct manager?*
Q11   Overall, how satisfied are you with your current position?
Q18   How likely would you be to recommend your current employer to others?

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Sectors where Low Employee Advocacy Lead to High Employee Turnover

Employee Advocacy vs. Job Seeking Status - by Sector

High levels of active job-seeking are observed in sectors with low employer advocacy levels

% Active Jobseekers (y-axis: 0, 5, 10, 15, 20, 25, 30, 35)

Employer Advocacy (Net Promoter Score) (x-axis: -50, -40, -30, -20, -10, 0, 10, 20)

Data points:
- Marketing & Communications
- Engineering
- Advertising, Arts & Media
- Real Estate & Property
- Construction
- Science & Technology
- Trades & Services
- Information & Communication
- Accounting
- Hospitality & Tourism
- Government & Defence
- Procurement, Manufacturing & Transport
- Resources & Energy
- Sales & Business Development
- Community Services & Development
- Retail & Consumer Products
- Banking & Financial Services
- Administration & Office Support
- Education & Training
- Senior and Executive Management
- Healthcare & Medical
- Legal
- Sport & Recreation
- Farming, Animals & Conservation

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Employees Won't be Bribed to Recommend You

Drivers of Employee Advocacy

Proximity to Home
7%

Salary
8%

Level of Job Security
8%

Career Development
8%

Employee Advocacy

Quality of Overall Management
25%

Work Environment
16%

Feedback/Appreciation
14%

Workplace Morale Levels
14%
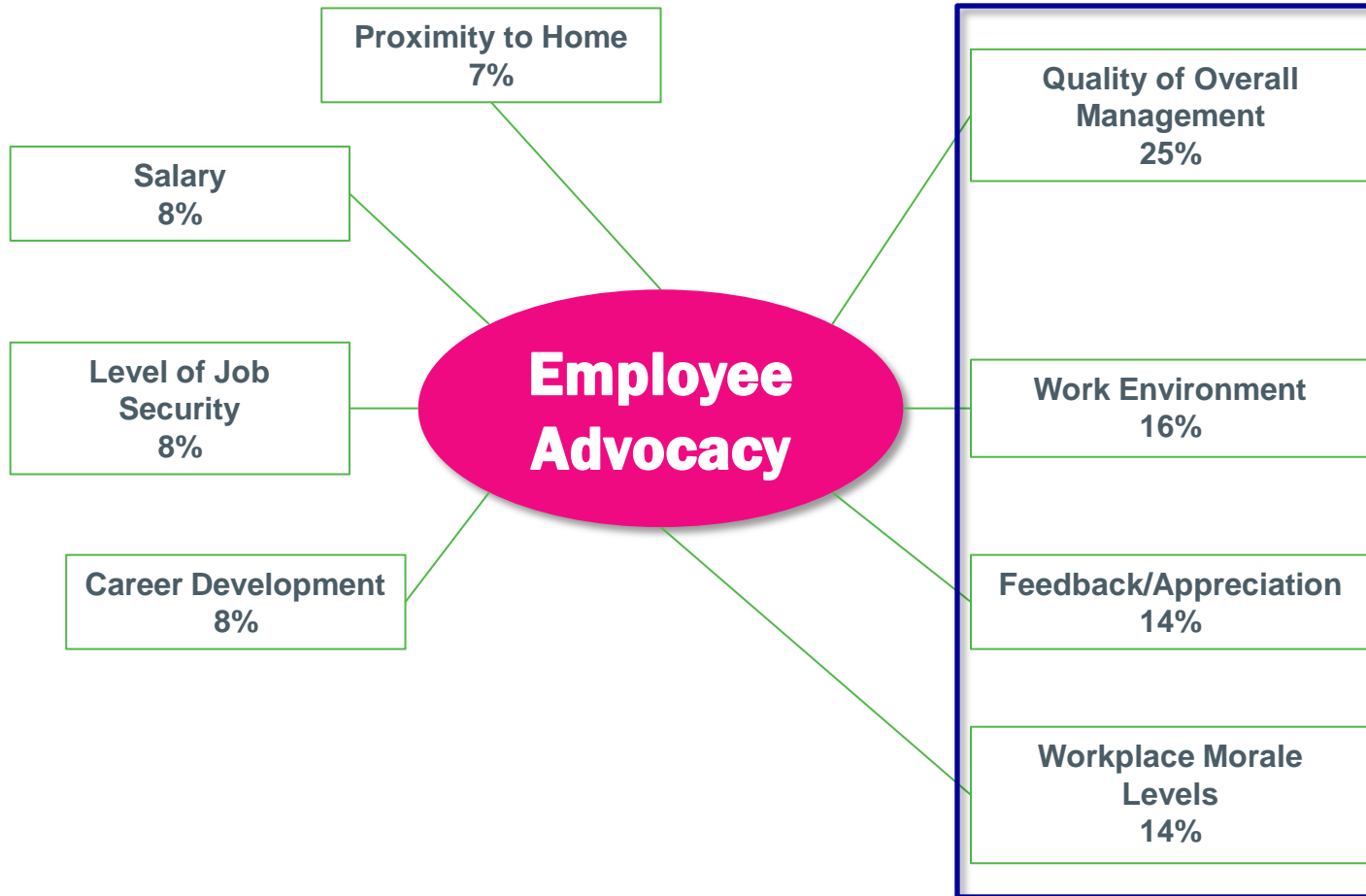
Key things a manager can do to increase advocacy…

• The work environment and morale levels are key drivers of employee advocacy (and, therefore, employee retention)

• Positive Feedback to employees means they are more likely to recommend you and stay!
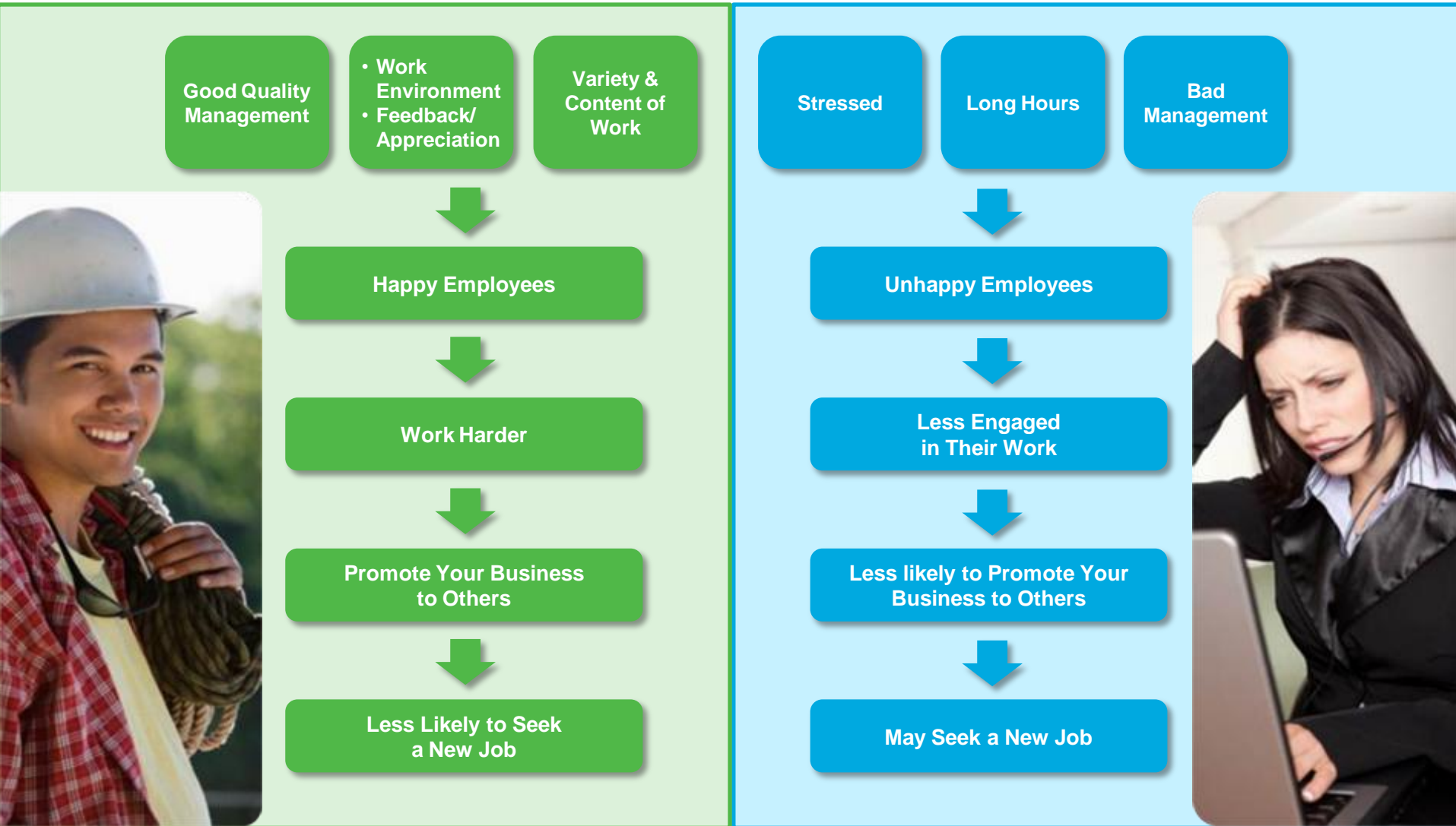
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What we learnt.....

Green flow (positive)

- Good Quality Management
- • Work Environment • Feedback/ Appreciation
- Variety & Content of Work

↓

Happy Employees

↓

Work Harder

↓

Promote Your Business to Others

↓

Less Likely to Seek a New Job

Blue flow (negative)

- Stressed
- Long Hours
- Bad Management

↓

Unhappy Employees

↓

Less Engaged in Their Work

↓

Less likely to Promote Your Business to Others

↓

May Seek a New Job

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Top 10 Insights

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Top 10 Key Insights

1. Happiness and job security have increased and expected time to find a job has decreased

2. Over 6 in 10 Australians are happy

3. Job satisfaction has a lot to do with feedback and appreciation

4. Quality of management and feedback and appreciation *drive* happiness

5. Stress and hours of work *drive* unhappiness

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Top 10 Key Insights

6. People who are happy are more motivated, inspired to do their best work and more likely to stay

7. It seems people join a company but leave because of their manager and not feeling appreciated

8. 2 in 3 Australians are keeping an eye on the job market

9. Social media's not that appealing for finding a job

10. Employee advocacy is a key predictor for whether your employees are looking for a job elsewhere

THANK YOU

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Appendix

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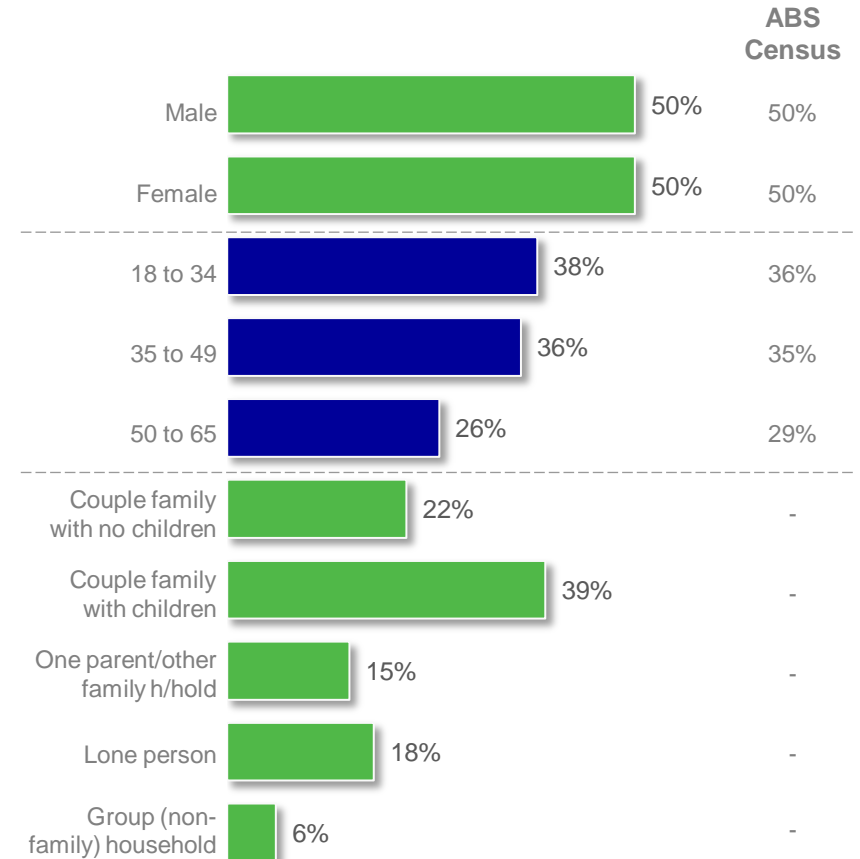# Respondent Profile

Geographical Profile

		ABS Census
ACT	2%	2%
NSW	33%	33%
NT	1%	1%
QLD	20%	20%
SA	7%	8%
TAS	2%	2%
VIC	25%	25%
WA	10%	10%
Metro	62%	-
Regional	37%	-
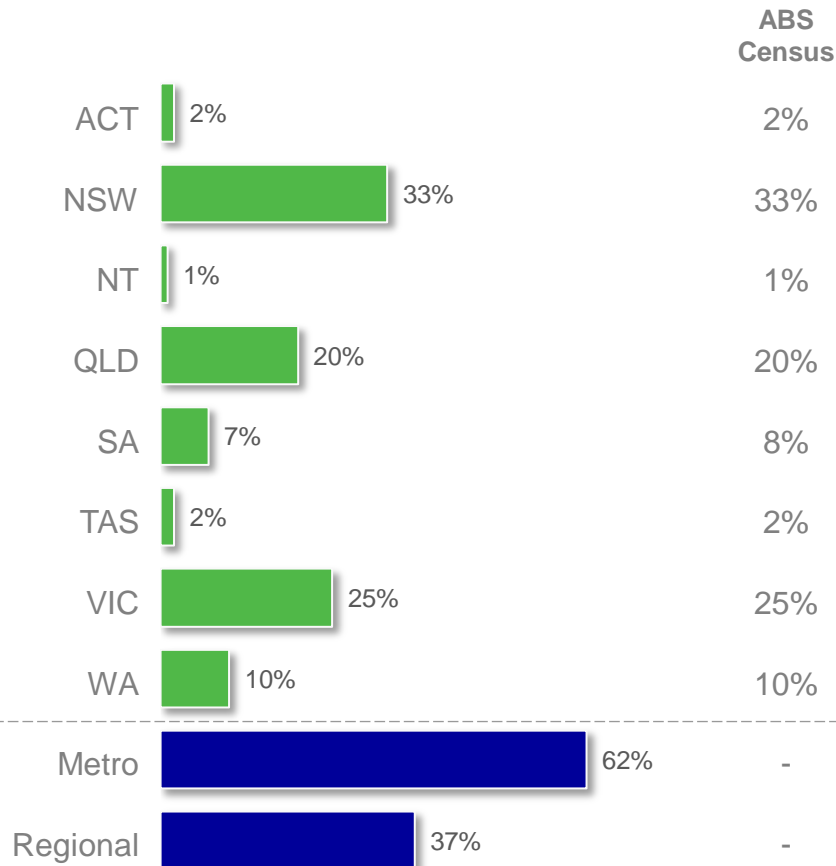
S4   Which state or territory do you live in?
S7   Do you live in an urban area or a rural area?

Demographic Profile

		ABS Census
Male	50%	50%
Female	50%	50%
18 to 34	38%	36%
35 to 49	36%	35%
50 to 65	26%	29%
Couple family with no children	22%	-
Couple family with children	39%	-
One parent/other family h/hold	15%	-
Lone person	18%	-
Group (non-family) household	6%	-

S1   Are you male/female?
S2   How old are you?
C1   Which of the following best describes your household?

Base: All respondents (n=3196)

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Respondent Profile

Sector Profile

Sector	%
Retail & Consumer Products	9%
Education & Training	8%
Healthcare & Medical	8%
Administration & Office Support	7%
Information & Communication Technology	7%
Government & Defence	6%
Trades & Services	6%
Hospitality & Tourism	6%
Procurement, Manufacturing & Transport	5%
Accounting	3%
Construction	3%
Banking & Financial Services	3%
Farming, Animals & Conservation	3%
Self Employment	3%

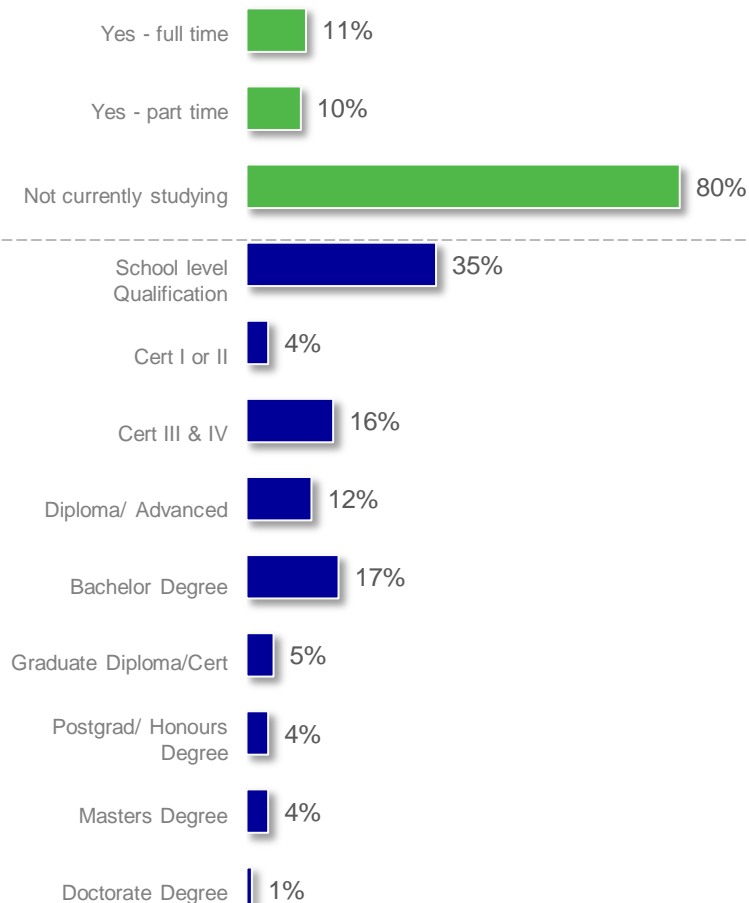| Organisation type	%
Retail & Consumer Products	18%
Privately owned company	52%
Government	18%
Not for Profit	6%

Base: Employed (n=2456)
S16 Which industry do you currently work in?
C4 Which of the following best describes the type of organisation you currently work in?

Educational Profile

Studying status	%
Yes - full time	11%
Yes - part time	10%
Not currently studying	80%

Highest level of education	%
School level Qualification	35%
Cert I or II	4%
Cert III & IV	16%
Diploma/ Advanced	12%
Bachelor Degree	17%
Graduate Diploma/Cert	5%
Postgrad/ Honours Degree	4%
Masters Degree	4%
Doctorate Degree	1%

Base: All respondents (n = 3196)
S12 Are you currently studying?
C6 What is the highest level of education you have completed?

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Introducing the Net Promoter Score (NPS)…

- This is based on the 'likelihood of recommending' measure utilising a 0 to 10 scale.

- The calculation involves subtracting the proportion of respondents who would be unlikely to recommend (those rating 0 to 6) from the number who would be extremely likely to recommend (those rating 9 or 10).

- The maximum net promoter score is 100%. This would occur if **all** respondents would be extremely likely to recommend (all scores were 9 or 10).

- The minimum net promoter score would be minus 100%. This would be the case if **all** respondents indicated they would be unlikely to recommend (all scores were 0 to 6).

For example… Recommend Likelihood

| Promoters | 10 | 30% | 50% |
| | 9 | 20% | |

| Neutral | 8 | 10% | 15% |
| | 7 | 5% | |

Detractors	6	5%	35%
	5	5%	
	4	5%	
	3	5%	
	2	5%	
	0	5%	

Net Promoter Score (NPS) = Promoters – Detractors = 15%