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AUSTRALIAN WORKERS ON THE MOVE
CareerOne research shows men leading the charge

- **82% of Australian workers now open to offers**
 - **Men want flexibility as much as women**
 - **Job satisfaction hits new low**

Australians are hungry for new job opportunities after staying put during uncertain economic times and men are leading the charge, according to new research.

CareerOne.com.au's Hidden Hunters report, now in its fourth year, identifies seven different job hunter segments and the triggers that "push" them out of one job and "pull" them into another.

"Our Hidden Hunters research shows there are more than 700,000 Australians actively looking for a job compared to 12 months ago with job hunting most pronounced amongst men," explains CareerOne's National Sales Director Dawn Tingwell.

"Overall, 82% of the Australian workforce are open to, or actively looking for, new job opportunities that better align to their needs and financial circumstances, with 37% actively pursuing a new role," Ms Tingwell says.

Ms Tingwell says the report suggests that the intense focus being placed on the bottom line by organisations across Australia in the post GFC environment is taking its toll on worker satisfaction and loyalty.

Long hours, getting more work done with fewer resources and the reluctance of organisations to increase salaries is driving employees to look for jobs that offer them more of a life outside the office.

"For the first time in the history of our research we are seeing flexibility become a unisex desire amongst job hunters including highly educated and qualified men," Ms Tingwell says.

"In addition, with interest rates and the cost of living on the increase, we are seeing a strong correlation between financial stress and increased job hunter activity," she says.

"In terms of satisfaction levels, the Australian workforce is less satisfied with their jobs across all the measures used in our research not only compared to last year but even since 2008.

“This is particularly true of clerical, administration and sales workers and evident across a broad range of industries from advertising, education, hospitality, logistics, marketing and property,” Ms Tingwell says.

The research measures satisfaction across career path, the actual job, job security, team, pay, management, flexibility and hours worked.

While satisfaction levels are at an all time low, push and pull factors do differ by state.

Queensland workers are the least satisfied with their roles with only 38% satisfied with their jobs. Queenslanders have the most pronounced job hunting activity with 47% of people either actively job hunting or scanning opportunities.

South Australians report their job satisfaction has dropped by 10% compared to last year; however, this is translating into only 22% of people actively looking or scanning for new opportunities. A significant proportion (57%) are “open” to new opportunities reflecting a more passive approach to their job hunt.

Victorians are the only workers recording a rise in job satisfaction levels. People satisfied with their role has increased 2% from 2010 to 56%. On the flip side, a whopping 82% are still open to making a move (up 4% from 2010) with 34% actively job hunting.

Job Satisfaction has declined in NSW from 57% in 2010 to 51% in 2011 with 81% of people open to making a move and 35% actively pursuing new job opportunities.

Western Australians have seen a drop in job satisfaction rates of 9% since 2008. Only 7% of workers are currently content in their role and therefore not open to new job opportunities with 35% actively job hunting or scanning opportunities (up 1% from 2010).

The Hidden Hunters research identifies seven different job hunter segments and zeros in on their push and pull factors. The definition of the groups remains the same each year but the size of the pool of workers in each group differs from year to year:

- Personal Ambition wants success and career progression, skewed towards white collar male workers. They comprise 10% of the job market in 2011 or 1 million people compared to 7% in 2010.
- Recognise Me is skewed towards younger male workers who want recognition and reward within a motivating environment. They comprise 14% of the job market or 1.4 million people versus 11% in 2010.
- Rewarding Challenge is skewed towards middle aged family men who look for reward and life balance. They comprise 9% of the market or 900,000 people versus 10% in 2010.
- Flexibility represents the largest segment and are unisex and increasingly professional/tertiary educated workers looking for work flexibility, recognition and challenge. They comprise 26% of the market or 2.6 million people compared to 24 per cent in 2010.

- Contented is skewed towards older Australians who want flexibility and lifestyle. This group represents 15% of the market or 1.5 million people versus 12% of the market in 2010.
- Supportive Environment wants a great team and training. This group comprise 22% of the job market or 2.2 million people compared to 28% in 2010.
- Drifters look for a good team and lifestyle. This group comprise 6% of the job market or 600,000 people compared to 7% last year.

Of the seven segments all but one, Recognise Me, have become more active in the employment market since last year.

The highest degree of job hunting activity is seen within the Personal Ambition segment. Last year 32% of that group were content in their roles compared to only 9% this year. This group is particularly de-motivated by longer working hours, no clear career progression and a lack of financial reward driving 41% to actively look or scan for new job opportunities.

Supportive Environment are the second most active job hunters this year with 40% looking for new job opportunities that will provide them with a good team environment, training opportunities and conveniently located workplaces.

The Flexibility segment has also become the largest group of workers and is now more unisex, professional and tertiary educated than ever before.

And more people have left the Supportive Environment segment now that economic conditions have improved. They are pushing aside their need for safety in pursuit of better reward, recognition and challenge.

The Hidden Hunters research, commissioned by CareerOne.com.au, is carried out by independent experts Acid Test amongst a sample group of 1,000 currently employed or looking adults chosen as representative of Australian Bureau of Statistics population demographics.

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