

**DISCOVER WHAT TODAY'S
JOB SEEKERS ARE LOOKING
FOR IN 2022.**



WHY GUMTREE JOBS?

Gumtree Jobs provides recruiters with simple, affordable and effective solutions for placing jobs on Australia's favourite local marketplace.

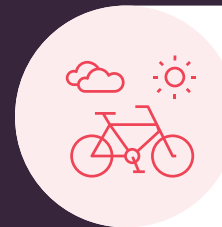
Reaching **hundreds of thousands of job seekers** every month* across almost every industry sector, including:

- Admin & Office Support
- Trades & Services
- Hospitality & Tourism
- Health Care & Social Services
- Manufacturing, Transport & Logistics
- Retail
- Sales & Marketing
- Mining & Construction



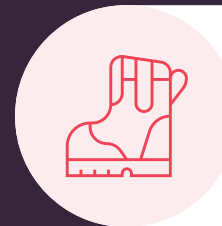
Millions of Aussies every month

Gumtree reaches more than 7 million monthly users¹ across 150+ categories – including hundreds of thousands of job switchers & seekers².



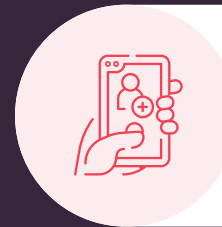
On the move

Our users are on the move, with 1-in-2 likely to search for a new job in 2022³ and 10% starting a 'side hustle' in the next 12 months².



Reach talent that's hard to find

Gumtree's strength with blue-collar trades, care and service workers allows you to connect with more suitable applicants fast.



Simple and affordable

A straightforward flat-rate monthly subscription based on the number of ads you post (up to the agreed limit) with no variable pricing.

¹ Nielsen Digital Content Ratings, Monthly Total, July 2020-June 2021 Average, P2+, Digital (C/M), Text, Gumtree, Unique Audience

² Nielsen Digital Media Ratings, Monthly Total, Jan-Dec 2021 Monthly Average, P2+, Digital C/M, Text, Gumtree Jobs, Unique Audience

³ Gumtree Jobs User Survey, 17-28 January 2022, n=1057

OUR APPROACH

In January 2022, we spoke with **1,057 Gumtree** users across Australia to understand what today's job seekers are looking for in the year ahead.

Aussie job-seekers are re-evaluating their priorities in 2022, with many survey respondents prioritising flexibility and work-life balance over larger pay packets.

Read on to find out more.

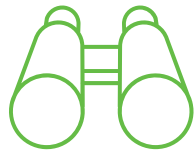


RESEARCH HIGHLIGHTS



Balance over business

Job seekers are looking for roles that prioritise balance and mental health.



Serious job seekers

Permanent positions are in hot demand with many applicants looking for a role they can rely on.



A smart bunch

Job seekers are highly educated with the majority completing tertiary qualifications.



Subject matter experts

Gumtree Jobs seekers are loyal and experienced.

JOB SEEKERS ARE LOOKING FOR THE ROLE THAT'S RIGHT FOR *THEM*

69%



Searching for stability

Close to 7 in 10
are looking for
a permanent role.

21%



Work / Life Balance

Over 1 in 5
Gumtree Jobs seekers
are looking for a
casual / contract role.

10%



Rise of the side hustler

Almost 1 in 10 are
looking to start a new
business / side hustle.

TOP INDUSTRIES FOR JOB SEEKERS

Gumtree Jobs covers a huge variety of industries.

Whilst job seekers in 2022 are motivated by many different factors, we are seeing interest shift at an industry level.

With growth in interest in Admin & Office support roles of 7% YoY we've also seen a minor/small drop in Trades and Services by 3%.

HOTTEST INDUSTRIES FOR JOB SEEKERS 2022 RANKING

- 1 Admin & Office Support **+7% GROWTH**
- 2 Trades & Services
- 3 Hospitality & Tourism
- 4 Health Care & Social Services
- 5 Manufacturing, Transport & Logistics

QUALITY CANDIDATES

Gumtree Jobs seekers
are qualified candidates.

70%

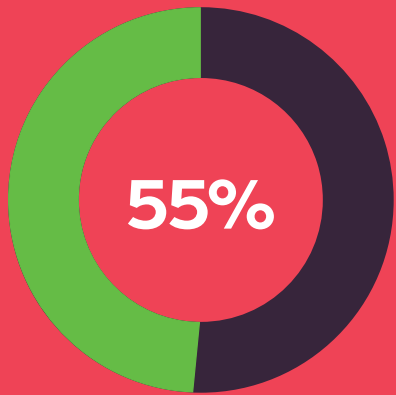
Over 70%
of Gumtree Jobs
seekers are tertiary
educated.

1 in 3

Highly educated
& ready to commit

Over 1 in 3 of those seeking
full-time employment have
a bachelor's degree or higher.

OUR JOB SEEKERS COME WITH EXPERIENCE



Experience doesn't necessarily come with a higher price tag.

Over half of job seekers with more than 5 years' experience are looking for a new job with the same or less than their current role.

Job seekers with **3+ years experience** value the following attributes when searching for new job

Work life balance / improved mental health

More flexibility / better company culture

More organisational stability

Promotion / higher compensation

The majority were in their **previous job for over 1 year** **71%**

45% More than two in five respondents were in their **previous role for over 3 years**

HOTTEST TIPS FOR RECRUITERS

Attract the right talent by making sure you include these in your job listings:



Include the location close to 1 in 5 (18%) job seekers are looking for something close to home.



Offer work-life balance and mental health support opportunities.



Work from home / flexibility of hours are very important to today's job seekers, call it out when it's available.



Candidates are looking for opportunities for growth and career progression.



On-the-job training and development is top of mind for many seekers.

HARD WORK MADE EASY

To find out more about how
Gumtree Jobs can help you find your
next candidates, call or email us.

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