



Brandwatch

Love it or Hate it/ How Do Americans Really Feel About Their Jobs?



MONSTER

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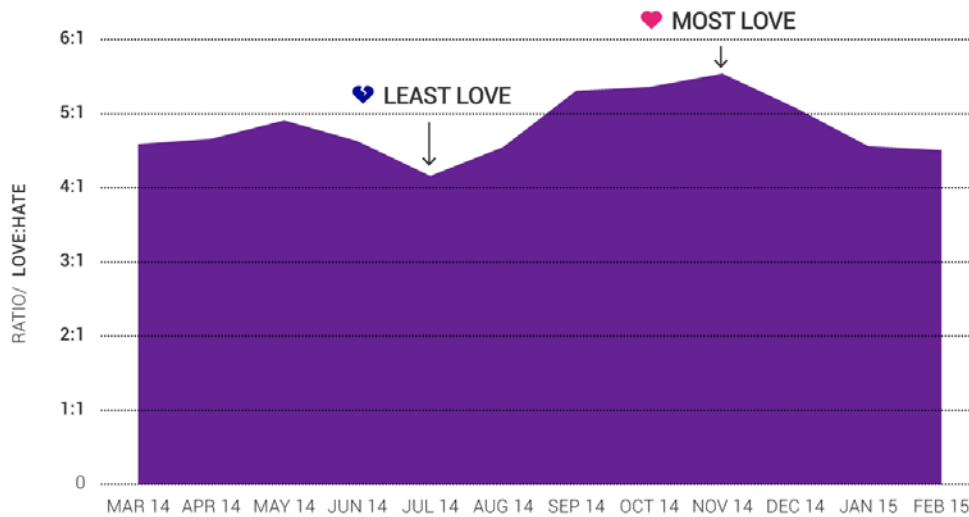
Introduction

Publicly posting opinions is second only to breathing in this socially-driven world. People share opinions on everything via Twitter – from their latest meal to a frustrating subway ride – everyone has a point of view no matter what the topic. According to research from Monster and Brandwatch, no subject is taboo especially when it comes to sentiment toward jobs.

Monster and Brandwatch analyzed more than 1.1 million tweets in the United States over the course of a year to find out exactly when, where, and why people take to Twitter to discuss how they feel about their jobs.

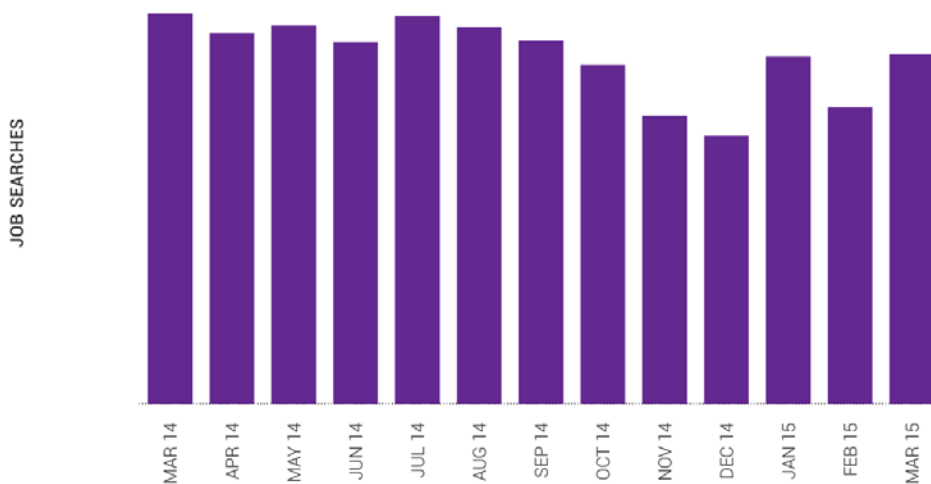
The When

MONTHS	I HATE MY JOB (PR DATA)	I LOVE MY JOB (PR DATA)	RATIO
March 2014	15779	72478	4.59
April 2014	15578	72586	4.66
May 2014	15928	78160	4.91
June 2014	18498	85565	4.63
July 2014	19973	83182	4.16
August 2014	16303	74141	4.55
September 2014	13526	71859	5.31
October 2014	13519	72413	5.36
November 2014	11342	62791	5.54
December 2014	11802	59946	5.08
January 2015	14006	63888	4.56
February 2015	15310	69052	4.51
March 2015	19178	76067	3.97

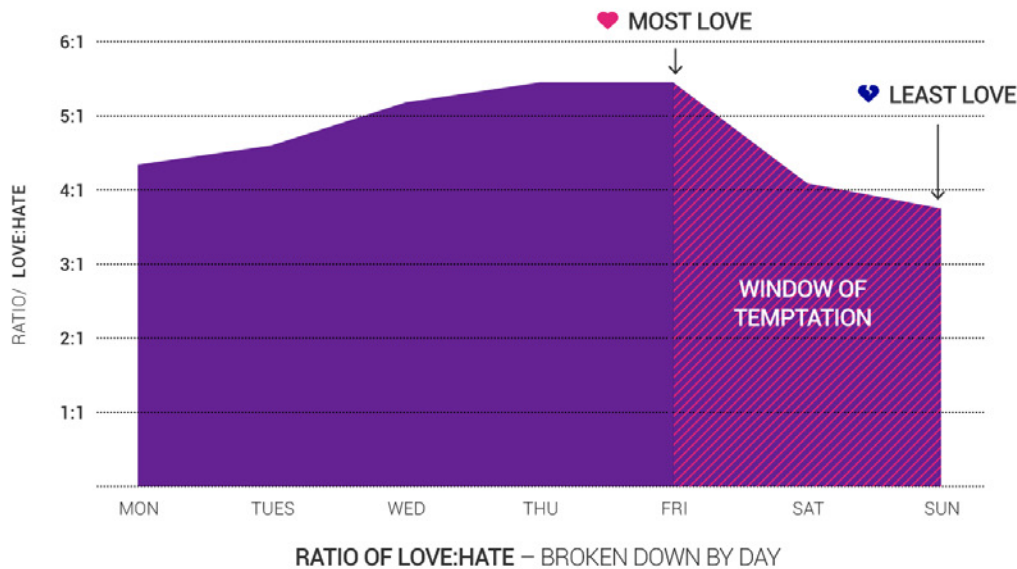


RATIO OF LOVE:HATE – BROKEN DOWN BY MONTH

Between March 2014 – March 2015, we analyzed which month boasts the most conversations regarding job sentiment. Right around July — after the halfway point of the calendar year and when many people begin their summer vacations — conversation around loving jobs dips and steadily declines until another sharp drop is seen around October, a time viewed as the crunch period for companies ramping up for holiday sales or end-of-year deadlines. Once settled into the new year, positivity returns and slowly climbs its way to a peak, during which the usage of “hate” in reference to jobs also peaks.



MONSTER JOB SEARCH SEASONALITY



Unsurprisingly, conversations about people loving their jobs takes a hit over the weekend, in line with the well-known cadence of social media use during the week. What is surprising, however, is that conversations about loving one’s job don’t completely halt — giving insight into a group of professions — retail and restaurant workers, contractors, police officers, doctors and nurses, and more — who work every day of the week. It appears that workers in these areas love their jobs, regardless of the weekend hours.

When it comes to disliking jobs and talking about it on social media, there are no boundaries. If you hate your job enough to talk about it on social media, you hate it no matter the day of the week. This is an important aspect to note for hiring managers, entrepreneurs and recruiters: job haters aren’t less active on social media on the weekends, and it presents a great opportunity for these employees, along with their current employers, to [Find Better](#).

A recent Monster poll found that 76% of U.S. respondents experience “really bad” – enough to make them want a new job – Sunday night blues. And nearly 1/5 of all job searches throughout the year on Monster occur on Mondays .

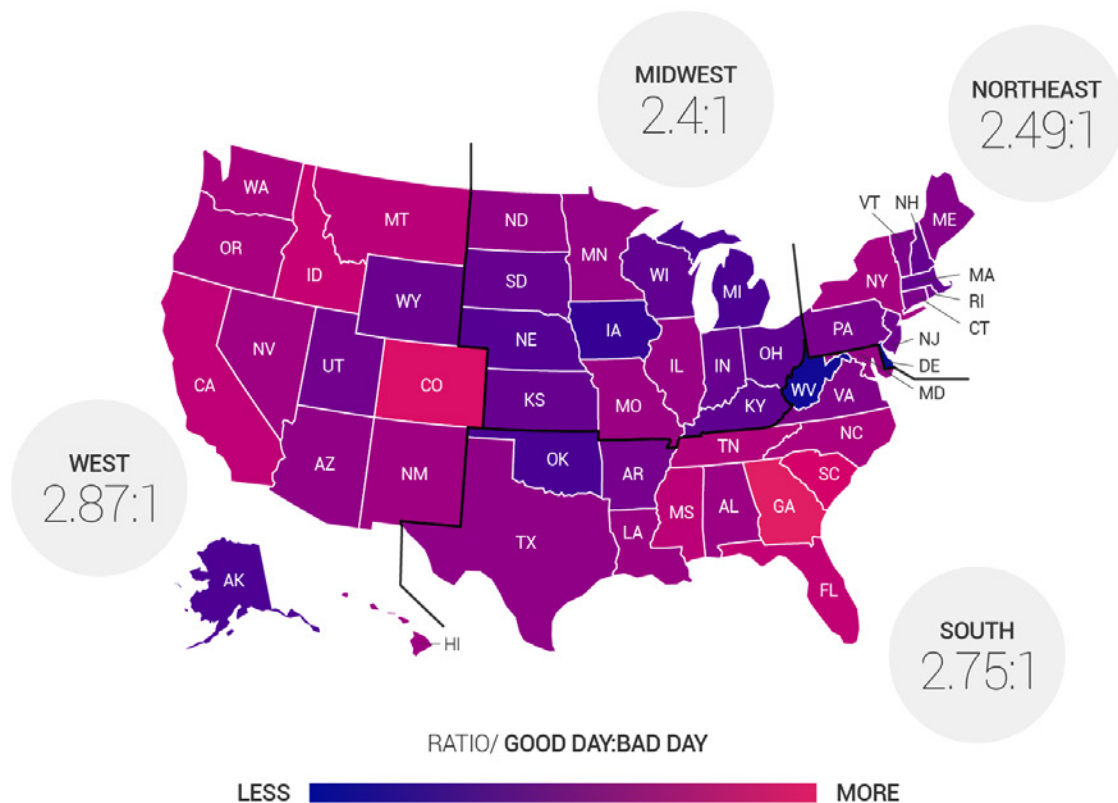
The Where

IS THE EAST COAST/WEST COAST DEBATE SETTLED?

8 out of the top 10 states with a higher ratio of discussion about “loving their job” vs. “hating their job” are in the Western half of the country (with the exception of Arkansas and Maine).

Every single state with the lowest ratio of love vs. hate tweets is in the Eastern half of the U.S., with approximately half in the Northeast region.

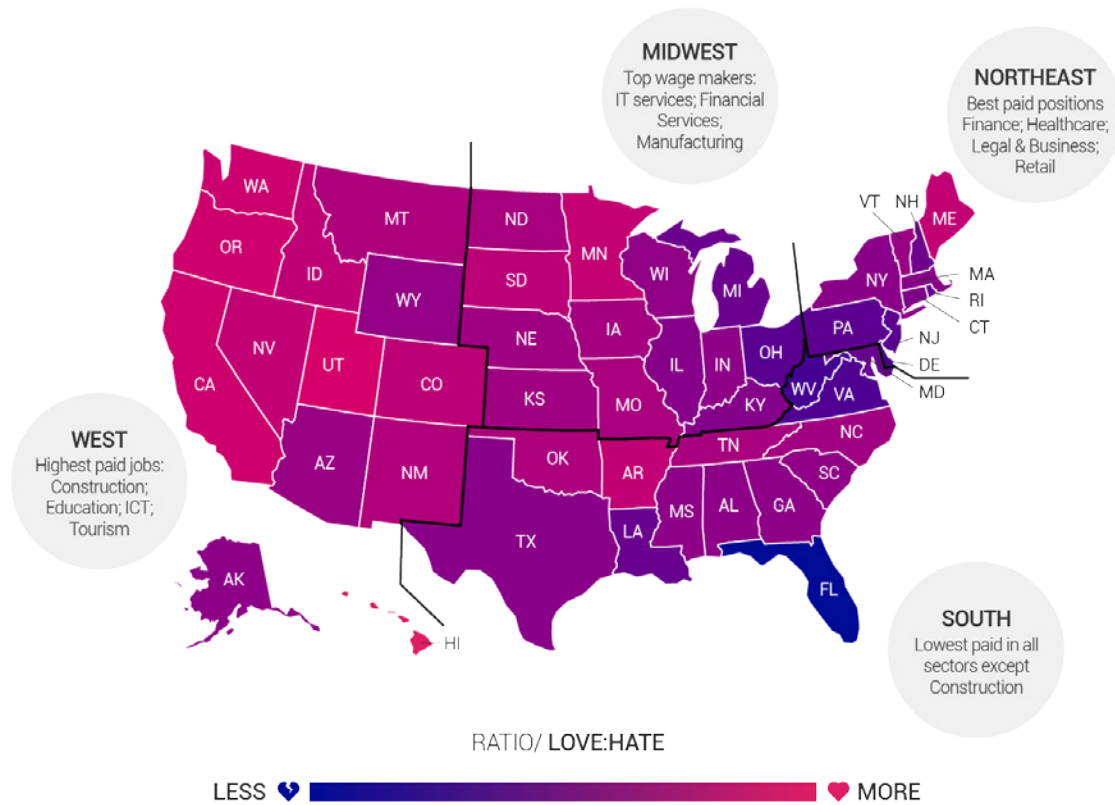
The [Brandwatch Twitter Happiness Report](#) data for state-by-state “happiest” Tweeters has some clear overlaps with the “love my job” vs “hate my job” data.



According to Monster-Wage Indicator data from 2014, wages differ depending on the geographical location of the respondents within the U.S. The Western region offers the highest paid jobs in construction, education, information technology and tourism. Meanwhile, the best paid positions in finance, healthcare, legal and business activities and retail are located in the Northeast.

Workers in nearly all sectors living in the South are paid less than in the other parts of the U.S., with manufacturing being an important exception.

US MAP BROKEN DOWN BY STATE



RATIO OF LOVING TO HATING JOBS BY STATE

STATES	I HATE MY JOB (PR DATA)	I LOVE MY JOB (PR DATA)	RATIO
Hawaii	116	1125	9.70
Utah	355	3194	9.00
Oregon	407	3457	8.49
California	3957	33394	8.44
Washington	790	6618	8.38
Minnesota	636	5042	7.93
Nevada	440	3443	7.83
Maine	107	837	7.82
Arkansas	214	1662	7.77
Idaho	119	915	7.69
Colorado	573	4345	7.58
South Dakota	75	560	7.47
New Mexico	174	1218	7.00
Oklahoma	481	3286	6.83
Montana	64	436	6.81
Missouri	611	4083	6.68
North Dakota	116	767	6.61
Tennessee	979	6437	6.58
Iowa	457	2953	6.46
Kansas	380	2407	6.33
North Carolina	1094	6909	6.32
Nebraska	274	1716	6.26
Vermont	64	385	6.02
Arizona	851	5105	6.00
Wyoming	65	378	5.82
Wisconsin	644	3671	5.70
South Carolina	651	3696	5.68
Indiana	983	5523	5.62
Mississippi	220	1235	5.61

Alabama	559	3122	5.58
Georgia	1446	8071	5.58
Alaska	103	574	5.57
New York	3455	18850	5.46
Texas	4623	25016	5.41
Massachusetts	1102	5916	5.37
Illinois	1666	8907	5.35
Kentucky	684	3582	5.24
Connecticut	569	2917	5.13
New Hampshire	184	854	4.64
Michigan	1650	7491	4.54
Maryland	898	4009	4.46
Louisiana	663	2944	4.44
Rhode Island	217	930	4.29
Pennsylvania	1826	7575	4.15
New Jersey	1228	5065	4.12
Ohio	2445	9942	4.07
Virginia	1575	6002	3.81
Delaware	116	431	3.72
West Virginia	369	1332	3.61
Florida	5366	15634	2.91

TOP JOB TITLES/SKILLS BY STATES THAT LOVE THEIR JOBS

STATES	JOB	SKILL
Hawaii	Sergeant	Military
	Systems Engineer/Analyst	People management
	Electronics technician	Restaurant
Utah	Customer Service/Tech Support	Business development
	Missionary	Sales
	Designer	Quality management
Oregon	Barista	Advertising
	Designer	Performance reviews
	Manufacturing	Data analysis
California	Software engineer	Spanish language
	Executive/Personal Assistant	Adobe Photoshop
	Graphic designer	Marketing
Washington	Software Development	Microsoft product family
	Project/Program management	Testing
	Data Analysis	Team player
Minnesota	Advertising/Marketing	Business development
	Pricing	Problem solving skills
	Sales	Quality management
Nevada	Casino	Customer support/service
	Restaurant	Shipping/receiving
	Warehouse	Telephone skills
Maine	Food preparation	Electricity
	Training/teaching	Merchandising
	Safety/Work safety	Business development
Arkansas	Accounts receivable	Retail management
	Merchandising	Inventory management
	Nursing	Spreadsheets
Idaho	Bookkeeping	Customer support/service
	Advertising	Electricity
	Construction	Safety/work safety

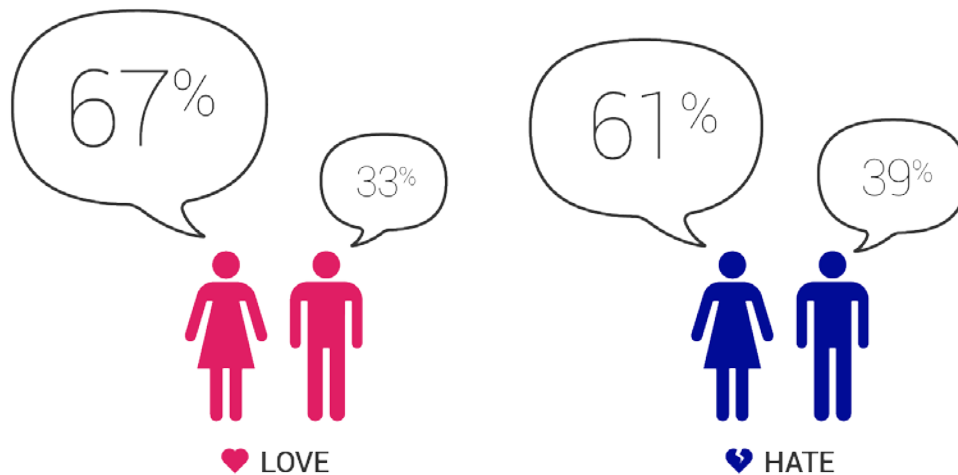
TOP JOB TITLES/SKILLS BY STATES THAT HATE THEIR JOBS

STATES	JOB	SKILL
Maryland	Government	Software administration
	Data Analysis	Data collection
	Mail processing	Reporting skills
Louisiana	Safety/work safety	Spreadsheets
	Construction/Electricity	Telephone skills
	Accounts receivable/payable	Typing
Rhode Island	Hospital/nursing/healthcare	Advertising
	Restaurant/food preparation	Multitasking
	Retail	Patient assessment
Pennsylvania	Hospital/nursing/healthcare	Food preparation
	Restaurant/food preparation	Patient care
	Housekeeping/cleaning	Nursing
New Jersey	Biotech and pharmaceutical	Requirements management
	Data analysis	Data analysis
	Requirements management	Pricing
Ohio	Laborer/Welder/Machinist	Painting
	Home care worker	Forklift
	Cook/janitor	Nursing
Virginia	Systems engineer/analyst	Military
	Government	IT and information systems
	Administrative assistant	Documentation
Delaware	Credit Analyst	Regulation
	Staffing	Mail processing
	Warehouse associate	Compliance
West Virginia	Truck driver	Safety/work safety
	Corrections officer	Equipment maintenance/repair
	Pharmacy technician	Typing
Florida	Paralegal	Spanish language
	Operations director	Customer support/service
	Sales representative	Medical records

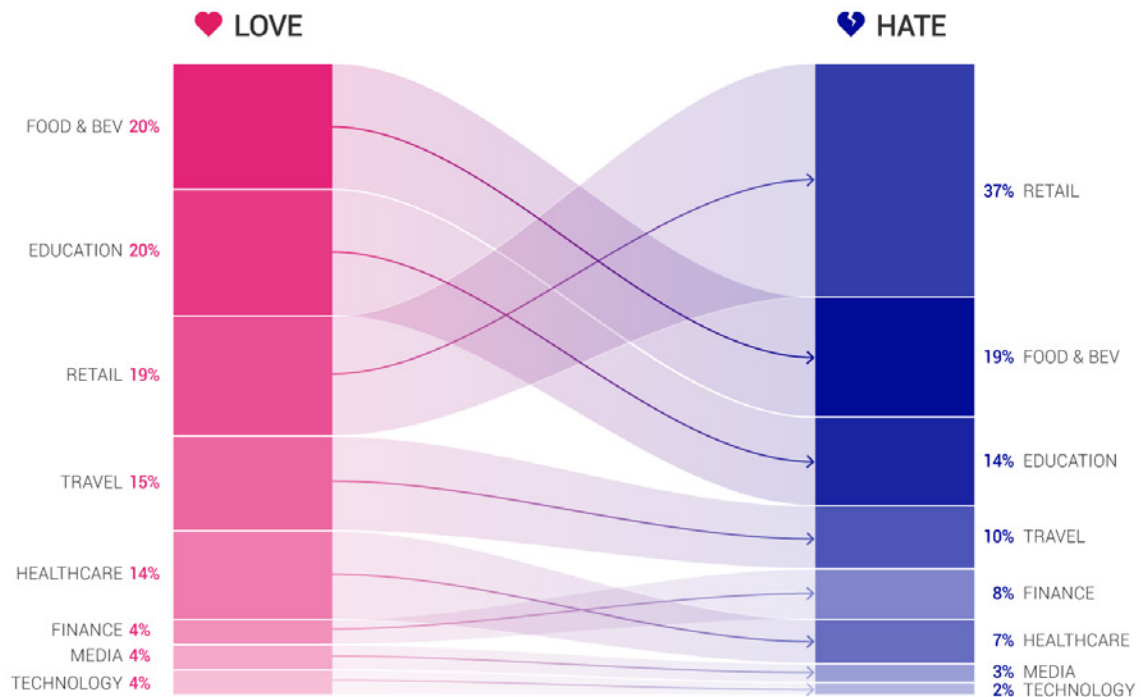
The Who

Looking on a global scale, the percentage of women saying they love their job is six percentage points higher than those saying they hate their job.

Monster-WageIndicator data from 2014 shows that gender plays a significant role in the wage determination in the American labor market. On an average, **men earn \$25.41 per hour, whereas female colleagues earn just \$18.04, i.e. about 29% less than men** in the sample. Some reasons behind this gap in earnings could be preference for male employees over female employees, preference for promotion of male employees to supervisory positions, career breaks of women due to parenthood duties, and other socio-cultural factors. LINK: <http://www.monster.com/about/a/wage-gap-men-women-across-us-europe-wageindicator-1016>



In the course of a year, there were **over 201,000 mentions of the phrase “hate my job” and over 942,000 of “love my job.”** Workers in specific industries are much more vocal when discussing hating their jobs - including Retail (37%) and Food/Dining/Restaurants (19%).



Overall, workers in the tech industry tweet the least when it comes to their jobs - regardless of whether they have a positive or negative feeling about their work. **Making up only 2% of the “hate my job” conversation, and 4% of the love my job discussion, this could be attributed to the fact that tech workers are more in tune with the breadth and potential consequences of publicly posting how they feel about a current job situation.**

When it comes to Healthcare, the quantity of positive mentions is double the amount of negative while in the Finance sector it’s half as many. And of course Retail industry tweets are half as few when it comes to loving their job, vs. hating.

The Why

TOP HASHTAG	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#ilovemyjob	185,378	252	185,630	568,494,114
#work	8,918	7	8,925	30,653,485
#job	6,237	3	6,240	6,229,655
#love	5,550	0	5,550	7,908,898
#blessed	4,655	14	4,669	23,114,010
#makeup	3,708	1	3,709	74,57,393
#working	3,634	0	3,634	4,441,799
#myjob	2,988	0	2,988	4,009,798
#office	2,820	0	2,820	3,886,283
#dayjob	2,723	2	2,725	3,661,197

Between March 2014 and March 2015, Twitter conversations around job hate brought to light one specific industry, highlighted in the top 10 hashtags used in those social conversations. Who are they? All the retail workers out there in the US. Twitter complaints about retail work came through as the single industry (within most used hashtags) with a significant share of voice in Twitter conversations about hating your job.

TOP HASHTAG	TWEETS	RETWEETS	ALL TWEETS	IMPRESSIONS
#ihatemyjob	8051	16	8067	9396576
#work	222	0	222	194593
#fml	204	0	204	68840
#dailytweet	137	8	145	152984
#job	122	0	122	948283
#workflow	100	0	100	226478
#thedruggle	82	0	82	38978
#worksucks	73	0	73	20550
#retailproblems	71	0	71	21324
#jobs	66	0	66	374332

Thank You

We hope this report provides both U.S. job seekers and employers/recruiters alike with interesting insights into sentiment about jobs and career industries, as analyzed by conversations on social media. To Find Better, visit: <http://www.monster.com>.

Please get in touch if you have any questions about social data analysis and how to discern consumer insights from trending topics, industries, and news. Join the #USjobjoy conversation with us @Brandwatch on Twitter.

About Brandwatch

Brandwatch is the world's leading social intelligence company. Its social media listening and analytics technology platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering brands and agencies to make smarter, data-driven business decisions.

Acquiring social influencer analytics firm PeerIndex in December 2014, Brandwatch continues on its aggressive business trajectory following on its most recent round of venture funding to the tune of \$22 million. The Brandwatch platform, ranked highest in customer satisfaction by G2Crowd in the Spring 2015 social media monitoring report, is used by over 1000 brands and agencies, including Cisco, Whole Foods, Whirlpool, British Airways, Sony Music, Papa John's, and Dell.

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About Monster Worldwide

Monster Worldwide, Inc. (NYSE: MWW) is a global leader in connecting people to jobs, wherever they are. For more than 20 years, Monster has helped people improve their lives with better jobs, and employers find the best talent. Today, the company offers services in more than 40 countries, providing some of the broadest, most sophisticated job seeking, career management, recruitment and talent management capabilities. Monster continues its pioneering work of transforming the recruiting industry with advanced technology using intelligent digital, social and mobile solutions, including our flagship website monster.com® and a vast array of products and services. For more information visit monster.com/about.

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