Uncovering Social Sentiment in the Workforce

Monster and Brandwatch Job Report
Introduction

In the last year, the workforce — in the U.S. and around the world — has been in a period of transition. We’ve seen significant growth in the ‘gig economy,’ from ridesharing to home rental to freelance professional services.

Meanwhile, large corporations are increasingly embracing remote work or alternative schedules, as we move beyond the outdated notion of a 9-to-5 job. At the same time, the unemployment rate in the U.S. continued to fall, reaching its lowest level since 2007.

With these seismic workplace shifts in mind, Monster, the leading solution for connecting people to jobs, and social listening and analytics leader Brandwatch, teamed up for the second year to analyze data on how workers discuss their jobs on social media.

The findings in this new report were analyzed in comparison to data and insights from the 2015 Monster and Brandwatch Job Report — totaling more than 2 million tweets across both reports.

Compared with the previous year, the last 12 months have shown big changes in how people talk about their jobs, which states show the most (and least) job love on social and when people tend to love and hate their jobs the most.
Job love around the world

In the social data used for the Monster and Brandwatch Job Reports, we looked at English-language Twitter data, and this year in our high-level analysis we see that 26% of the Tweets came from outside the U.S.

Our methodology involved eliminating countries with fewer than 100 posts around job love or hate to deter countries with very little data from skewing our analysis. In the top 10 countries with the highest ratio of job love, Asia and South America are well-represented with appearances from Philippines, Indonesia, India and Brazil in the ranking.

#JOBLOVE GLOBAL BREAKDOWN

The UK, Canada, Ecuador, Netherlands and Australia were the 5 countries with the largest share of voice in the overall Twitter conversation (by volume). Ecuador, Ireland, Canada, the U.S. and Morocco were the five countries with the lowest ratio of job love to job hate.
South America also had a strong presence in the list of countries with the lowest ratios of job love to job hate, with Chile and Ecuador among the bottom 10 that were not feeling the job love. Singapore, New Zealand, Japan and Sweden round out the bottom 10.
Low populations, high rates of love

The state-by-state breakdown has changed drastically since last year, with the 2015 winner Hawaii, dropping from #1 to #15 in the ranking of states with the highest ratio of job love over the last year based on Twitter conversation. This year’s #1 state with the highest ratio of job love is Idaho, the 12th least populated state in the country.
Perhaps Americans are craving a bit more solitude, or just more green space, but it seems from the top 10 states with the highest job love on social over the 12-month period we analyzed that states that are less populous have higher ratios of job love.

After Idaho in the top spot, Montana, North Dakota, Vermont and Utah round out the rest of the top five states — none of which typically bring to mind visions of bustling cities and high-rise buildings.
East Coast lacks that loving feeling

Easter Coasters are still more expressive when it comes to sharing their #jobhate on Twitter, with six of the 10 states with the lowest ratio of job love to job hate flanking the Eastern seaboard.

Job hate seems to have a steady hold on certain states, with eight of last year’s lowest 10 states making a showing again in this year’s data with the lowest ratio of job love to hate: Maryland, Louisiana, New Jersey, Ohio, Virginia, West Virginia, Florida, and Delaware.
Connecticut dropped an astounding amount in our ranking, moving from the #38 state with the most job love to #48, second to last.

<table>
<thead>
<tr>
<th>STATE</th>
<th>HATE MY JOB</th>
<th>LOVE MY JOB</th>
<th>RATIO SCORE</th>
<th>POPULATION</th>
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</thead>
<tbody>
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</table>

Three of the 10 most populous states in the country, Michigan, Ohio, and Florida (according to the U.S. Census Bureau July 1, 2015) were featured in the bottom 10 states with the lowest ratio of job love to job hate — further suggesting that when it comes to population size, bigger might not be better.
Nursing and tech most popular jobs in happier states

In the 10 states with the most job love, top roles on Monster include nursing, technology and customer support which are all highly conducive to flexible work arrangements. On the other hand, the top states where people expressed job love in the 2015 report were overwhelmingly on the West Coast, which included many tech-focused jobs, as well as location-specific industries like tourism.

TOP JOB TITLES/SKILLS BY STATES THAT LOVE THEIR JOBS

<table>
<thead>
<tr>
<th>State</th>
<th>Job Titles</th>
<th>Skill Sets</th>
<th>LOVE:HATE Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>MONTANA</td>
<td>Billing, Barista, Carpenter</td>
<td>Bookkeeping, Safety/Work Safety, Waitressing</td>
<td>9.3:1</td>
</tr>
<tr>
<td>N. DAKOTA</td>
<td>Heavy Equipment Op., Welder, Carpenter</td>
<td>Safety/Work Safety, OSHA, Electricity</td>
<td>8.9:1</td>
</tr>
<tr>
<td>VERMONT</td>
<td>Retail Assistant, Carpenter, Chairman</td>
<td>Bookkeeping, Advertising, Adobe Photoshop</td>
<td>8.6:1</td>
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<tr>
<td>MAINE</td>
<td>Carpenter, Shift Leader, Writer</td>
<td>Safety/Work Safety, Business Development, Electricity</td>
<td>7.1:1</td>
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<tr>
<td>ALASKA</td>
<td>Sergeant, Project Engineer, Maintenance Manager</td>
<td>Military, Safety/Work Safety, Logistics</td>
<td>7.3:1</td>
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<tr>
<td>TENNESSEE</td>
<td>LPN/LVN, Maintenance Manager, Packer</td>
<td>Patient Assessment, Shipping/Receiving, Logistics</td>
<td>7.1:1</td>
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<tr>
<td>MINNESOTA</td>
<td>Shift Leader, Graphic Designer, Software Analyst</td>
<td>Software Administration, Quality Management, Pricing</td>
<td>7.0:1</td>
</tr>
<tr>
<td>WASHINGTON</td>
<td>Systems Analyst, Product Manager, Project Engineer</td>
<td>Software Development, Software Administration, SQL</td>
<td>6.9:1</td>
</tr>
</tbody>
</table>
The most common job skills and roles in the states ranking in the bottom 10 in this year’s study included manual labor, work safety and welder (according to Monster data).

Last year, nursing was synonymous with job hate, featured prominently in the bottom ranking states. However this year we’ve seen that nursing is a popular job title in the states with the most job love.

**TOP JOB TITLES/SKILLS BY STATES THAT HATE THEIR JOBS**

- **MICHIGAN**
  - **JOB:** Welder
    - Production Worker
    - CNC Machinist
  - **SKILL:** Automotive Industry
    - Logistics
    - Welding
  - LOVE/HATE Ratio 4.1:1

- **VIRGINIA**
  - **JOB:** Network Engineer
    - Government
    - IT Specialist
  - **SKILL:** Military
    - Software Admin.
    - Performance Analysis
  - LOVE/HATE Ratio 4.0:1

- **W. VIRGINIA**
  - **JOB:** Heavy Equipment Op.
    - LPN/LVN*
    - Corrections Officer
  - **SKILL:** Electricity
    - Nursing
    - CPR Certification
  - LOVE/HATE Ratio 4.0:1

- **NEW JERSEY**
  - **JOB:** Software Analyst
    - Paralegal
    - Systems Analyst
  - **SKILL:** Biotech/Pharmaceutical
    - Pricing
    - Software Admin.
  - LOVE/HATE Ratio 4.0:1

- **MARYLAND**
  - **JOB:** Network Engineer
    - Government
    - Human Resources As.
  - **SKILL:** Military
    - Data Collection
    - Performance Analysis
  - LOVE/HATE Ratio 3.8:1

- **OHIO**
  - **JOB:** Welder
    - LPN/LVN*
  - **SKILL:** Military
    - Safety/Work Safety
    - Logistics
  - LOVE/HATE Ratio 3.8:1

- **LOUISIANA**
  - **JOB:** Hospitality Desk Agent
    - Inspector
    - Retail Assistant
  - **SKILL:** Patient Assessment
    - Shipping/Receiving
    - Logistics
  - LOVE/HATE Ratio 3.7:1

- **FLORIDA**
  - **JOB:** Paralegal
    - LPN/LVN*
    - Director Operations
  - **SKILL:** Software Development
    - SQL
  - LOVE/HATE Ratio 3.4:1

- **CONNECTICUT**
  - **JOB:** Paralegal
    - LPN/LVN*
    - Chairman
  - **SKILL:** Software Admin.
    - Quality Management
    - Pricing
  - LOVE/HATE Ratio 3.2:1

- **DELAWARE**
  - **JOB:** Paralegal
    - Laboratory Technician
    - Inventory Specialist
  - **SKILL:** Patient Assessment
    - Data Collection
    - Medical Records
  - LOVE/HATE Ratio 3.2:1
<table>
<thead>
<tr>
<th>STATE</th>
<th>HATE MY JOB</th>
<th>I LOVE MY JOB</th>
<th>SCORE</th>
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<tr>
<td>Delaware</td>
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<td>3.221052632</td>
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</tbody>
</table>
Job hate July, the lowest point of the year

July is underway, and while it may be sweltering outside, people aren't feeling so hot about their jobs right about now. This month earned the title of the month with the lowest ratio of job love to job hate—for the second year in a row.

July may be the month with the lowest ratio of job love to job hate because of teens with summer jobs, who are more likely to post that they hate a job than someone developing a career or in a post-graduate stage of life.

Perhaps it’s the anticipation of the holidays and the downtime away from work that comes with them that has positioned October as the month with the highest ratio of job love to job hate.
Last year, November was the month with the most job love, but this year the data revealed a trend of inching even earlier in the year, well before Thanksgiving in the U.S. and December end-of-year holidays around the world.

<table>
<thead>
<tr>
<th>MONTHS</th>
<th>HATE MY JOB</th>
<th>LOVE MY JOB</th>
<th>RATIO SCORE</th>
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Forget #Fridayfeelings, Thursday has peak #joblove

With “gig-economy jobs” (think ride-sharing companies like Uber and Lyft) allowing an increasing number of Americans to make their own hours, and with more companies such as Netflix and Basecamp embracing flexible schedules and remote work, we’ve seen a change in job satisfaction by day of the week.

Where last year we saw Friday as the day with the highest job love to job hate ratio, this year it’s actually Thursday. Four-day workweek anyone?
### WEEKLY JOB FEELING

<table>
<thead>
<tr>
<th>DAY OF THE WEEK</th>
<th>HATE MY JOB</th>
<th>LOVE MY JOB</th>
<th>RATIO SCORE</th>
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</table>

Alas, those Sunday blues are here to stay, it seems. Despite transitions already occurring in our perception of a “typical workweek,” Sunday retained its position as the day with the highest ratio of hate to love—perhaps because those who work on the weekdays still are heavily manifesting their work dread for the week ahead on social media.
Work getting you down? Maybe you’re in the wrong industry

The Food and Beverage industry leads the job hate conversation in this year’s report results with 38% share of voice. The Retail industry has dropped 29 percentage points from the job love conversation, with just 8% share of voice this year compared to a leading 37% last year.

When we compare the industries represented in the job hate and job love conversations on Twitter, respectively, we see that those in Education racked up 20% of the job love share of voice, followed by individuals who work in the Travel industry with 19% of the positive discussion.
Conversely, according to social data from Twitter from April 1, 2015 through March 31, 2016, there was quite the jump in people who hate their Finance jobs, with a 9% increase from last year’s report results.
Love people, hate coworkers

In our work lives, the importance of people is pervasive regardless of sentiment toward jobs. Our data seems to show that when people hate their job, they hate the people — and when they love their job, they love the people they work with day in and day out.

Some differentiators between the job love and job hate conversations in this year’s data seem to be indicative of work-life balance and financial standing.

In the “hate my job conversation” the word “tired” came through in most mentioned topics. In the “love my job” discussion, “money” came through as a top theme, perhaps because when workers feel they are fairly compensated they are happier in their jobs and in their overall lives thanks to financial stability.
The Gender Job Divide

Leading the job love conversation on Twitter, female authors have once again racked up more mentions than males with over double the share of voice.

The percentage of women saying they love their job is five percentage points higher than those saying they hate their job, down 1% from last year’s data results.
Males who use #joblove tend to discuss “paid” and “weekend” and “bosses,” while females discussed “coworkers,” “kids,” “morning,” and “happy” and “money”.

**TOPICS: WOMEN**

**HATE MY JOB**
- hate
- work
- fired
- working
- people
- life
- starting to hate my job
- New job
- literally
- literally
- can't
- working
- coworkers
- working
- people
- one
- money
- starting to hate
- day

**LOVE MY JOB**
- love
- happy
- blessed
- work
- office
- people
- life
- today
- work
- money
- hard
- in the world
- the people
- morning
- great
- working
- office
- family
- week
- bless
- office

**NOTE: VOLUMES FOR TOPICS ARE ESTIMATES ONLY.**

Women also used very descriptive, and more broadly time-based words about their love for their jobs, like “grateful,” “blessed,” “awesome” and “proud.” Men leaned toward words that indicated they were more in the moment, like “happy,” “fun” and “hard.”

**TOPICS: MEN**

**HATE MY JOB**
- hate
- work
- fired
- working
- people
- life
- starting to hate my job
- New job
- literally
- literally
- can't
- working
- coworkers
- working
- people
- one
- money
- starting to hate
- day

**LOVE MY JOB**
- love
- happy
- blessed
- work
- office
- people
- life
- today
- work
- money
- hard
- in the world
- the people
- morning
- great
- working
- office
- family
- week
- bless
- office

**NOTE: VOLUMES FOR TOPICS ARE ESTIMATES ONLY.**

When it comes to #jobhate, males left nothing to the imagination, using NSFW words and words like “quit,” “complain” and “money”. For females, their hatred was a bit more tempered, but they seemed to discuss their disdain earlier in the process, using phrases like “starting to,” “making me hate” and “officially hate.”
Thank You

The Monster and Brandwatch Job Report strives to provide 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. This year we’ve expanded our data to include a look at the global state of job love online. To Find Better, visit: 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. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world’s most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Cisco, Whirlpool, British Airways, Heineken, Walmart and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin and Singapore.

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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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