



# Career Satisfaction

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# Data-driven analysis from real users

- Sokanu has:
  - Given 200+ M career recommendations
  - Helped 10+ M people with their careers
  - Provided 200,000 recommendations daily
- Our interactive test collects data on a number of points, including:
  - General career satisfaction
  - Careers by interest
  - Careers by salary
  - Gender and ethnicity
- Sample size:
  - We have tracked satisfaction data for over 37,000 users from May 2015 to July 2016
  - This data comes from these 37,000 unique users, who have provided career histories and feedback



# Defining Satisfaction

- Users are asked to rank careers on the following 5 categories to determine satisfaction:

## **Overall Rating**

Overall Rating measures a user's general sentiment about their career. Not to be confused with Blended Rating, which is Sokanu's measure of their average overall satisfaction across the five dimensions of fit.

## **Skill Utilization Rating**

Skill utilization rating is a measure of the degree to which users felt their skills were put to use in the career.

## **Work Environment Rating**

Work environment includes career characteristics such as working hours, organizational structure, and working conditions.

## **Personality Rating**

Fit rating measures a user's sense of how well their personality fit with their career. Examples of personality traits include leadership, extraversion, and persistence.

## **Interest Rating**

Interest rating measures the degree to which users found the subject matter of their work interesting.

## **Blended Rating**

A straight average of the other five ratings. Not to be confused with the user's overall rating, this rating is calculated, not prompted from user.



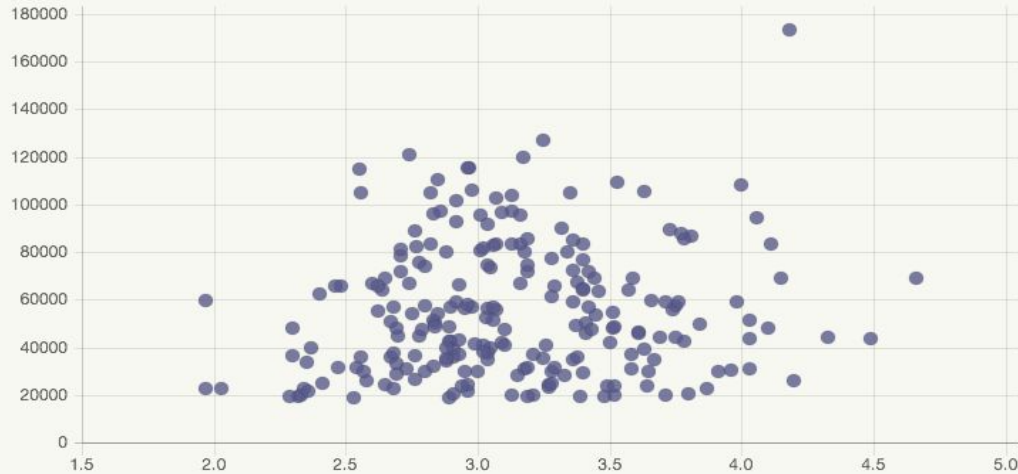


# Insights

# Insight 1: Money can't buy happiness

## Salary vs. Satisfaction

2014 median US salary vs. average overall rating



- No meaningful correlation between salary and satisfaction
- No career with an average satisfaction score greater than 4 (aka satisfied with career) earns more than \$100k (save CEO)

# Career satisfaction by career category

## Satisfaction by Career Category

Career Category	Overall Rating		
Performing Arts	4.24	Engineering	3.25
Music	4.08	Social Sciences	3.23
Film & Television	3.85	Alternative Health Care	3.21
Sports & Fitness	3.77	Horticulture	3.20
Visual Arts	3.71	Military	3.19
Animals	3.67	Medical Research	3.17
Beauty & Style	3.62	Management	3.12
Physicians	3.61	Travel & Transportation Services	3.12
Humanities	3.58	Mechanical	3.11
Counseling Services	3.51	Public & Social Services	3.06
Agriculture	3.43	Medical Care	3.02
Journalism & Writing	3.37	Sales & Marketing	2.99
Education & Childcare	3.31	Home & Garden	2.96
Physical Sciences	3.26	Finance	2.91
Technology	3.25	Food & Drink	2.88
		Manufacturing & Processing	2.87
		Building & Construction	2.84
		Law	2.72

- Creative arts rank highly, as do helping professions (physicians, counselors, education)
- As a career category, law ranks lowest, despite higher earning potential

## Insight 2: Creativity and Control Make us Happy

- CEOs have the highest career satisfaction index
- Creative pursuits rank extremely high:
  - Illustrators
  - Film directors
  - Authors
  - Singers
  - Art directors
- Entrepreneurs also rank high for career satisfaction
  - Being in control of one's pursuits (in the corporate or artistic spheres) linked to high satisfaction



# Insight 3: Service and Clerical Careers are not Happy

All of the industries below ranked poorly (< 3):

- Finance ranks poorly
  - Financial clerk
  - Bill and account collector
  - Teller
- Service industry linked to discontentment
  - Caterer
  - Food server
  - Cashier, food delivery truck driver, housecleaner
- Janitor ranks lowest for career satisfaction





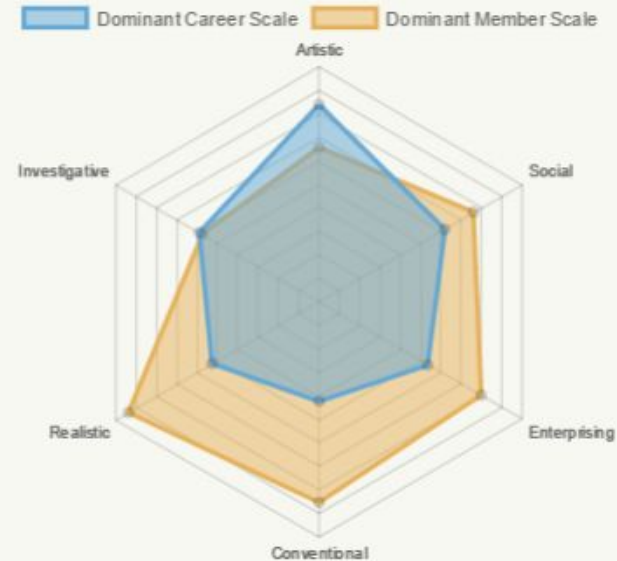
# Insight 4: Satisfaction by Interest Categories

Satisfaction by Holland Code (High to low)

1. Artistic jobs
2. Investigative jobs
3. Social jobs
4. Realistic jobs
5. Enterprising jobs
6. Conventional jobs

## Overall Satisfaction Rating by Dominant Career Holland Codes

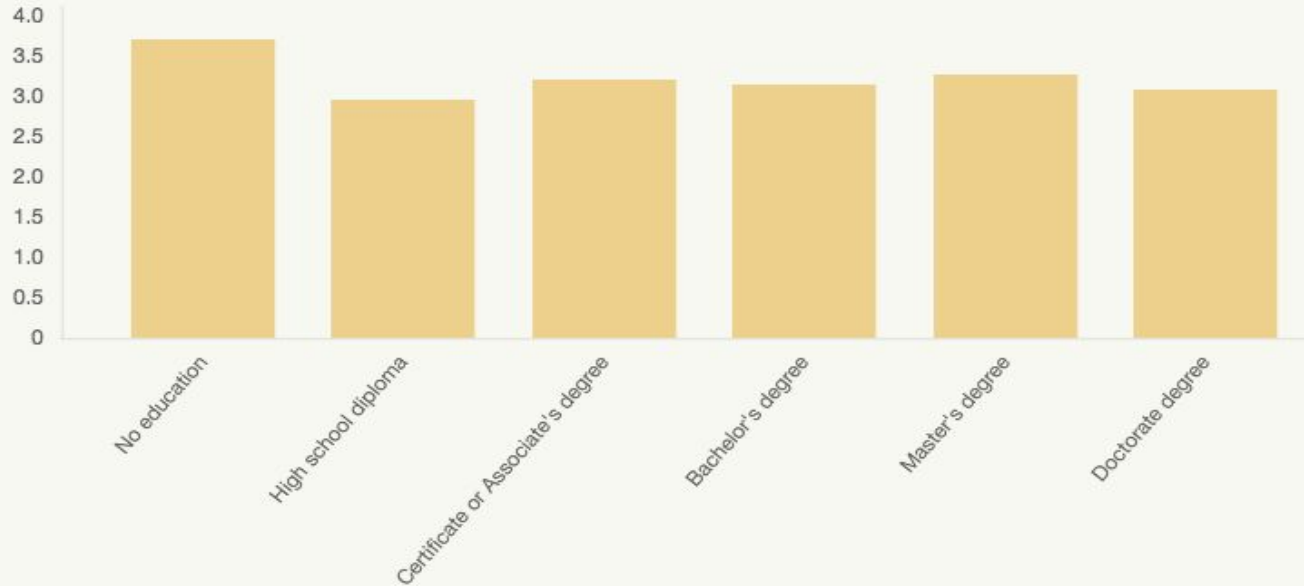
Careers categorized based on highest scoring Sokanu career scale value



# Insight 5: The role of education in career happiness

## Satisfaction by Average Education Level Required by Career

Based on Overall Rating Dimension



- Paradoxically, careers requiring no formal education rank the happiest