

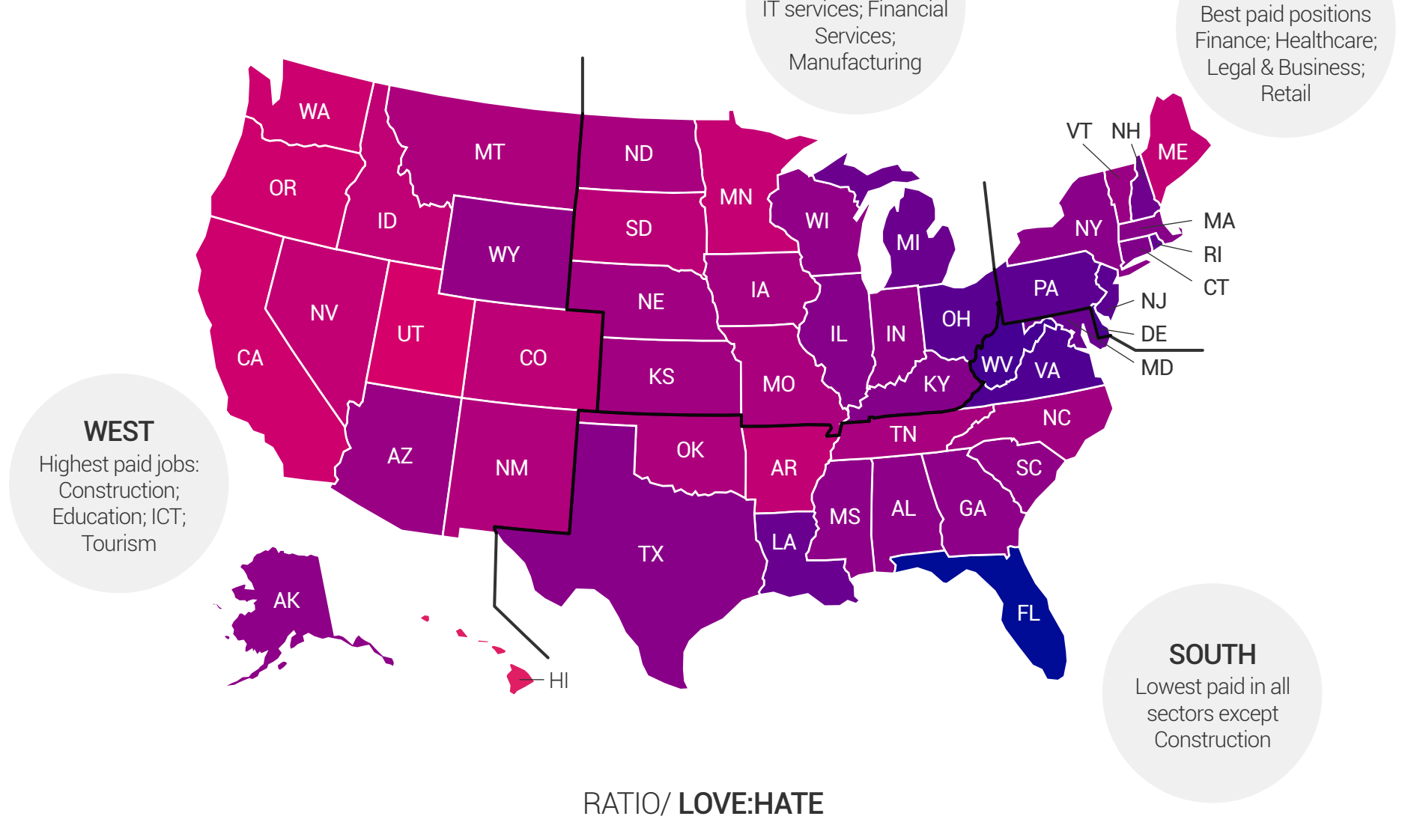
Work it out #USjobjoy

How do Americans really feel about their jobs? Monster and Brandwatch analyzed more than **one million Tweets** in all 50 U.S. states over the course of **one year** (March 2014 to March 2015) to find out exactly when, where, and why people take to Twitter to discuss how they feel about their job or jobs.

For love, look West

When it comes to job happiness, eight of the top ten states that have a higher ratio of people who Tweet about **"loving"** vs. **"hating"** their jobs are in the western half of the country. The only exceptions are Arkansas and Maine.

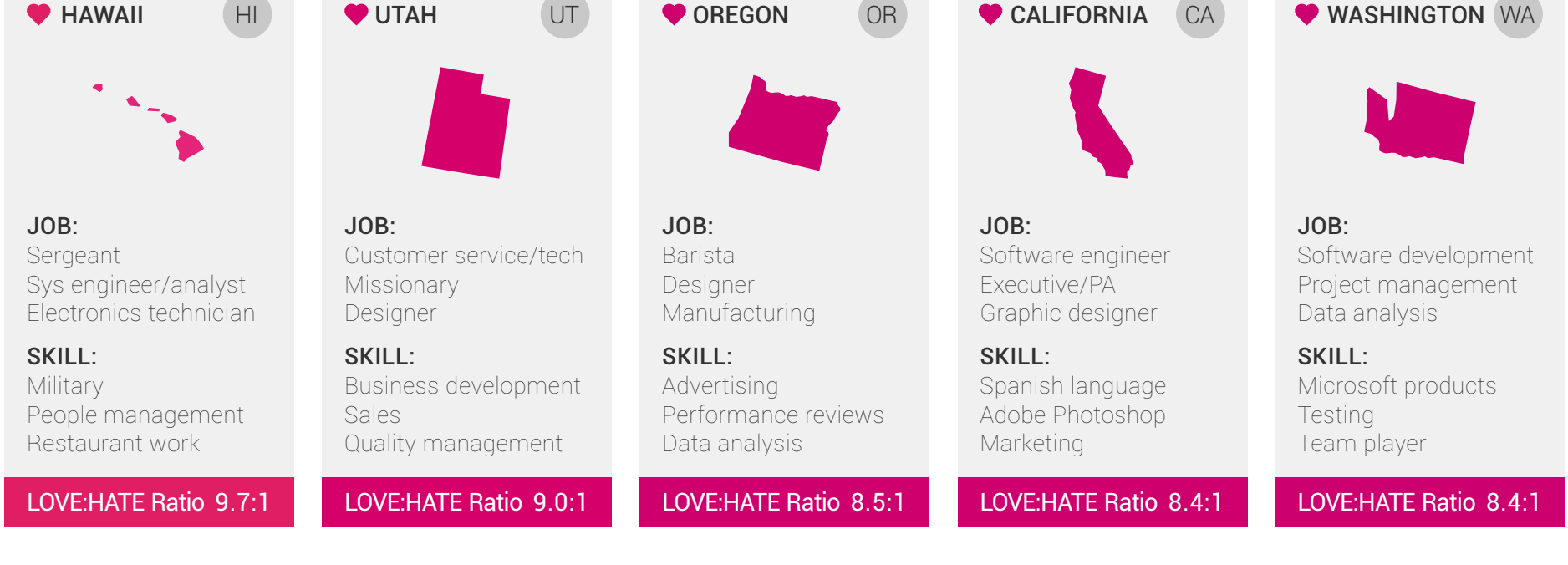
For more in-depth U.S. state job sentiment analysis, view the full report [here](#).



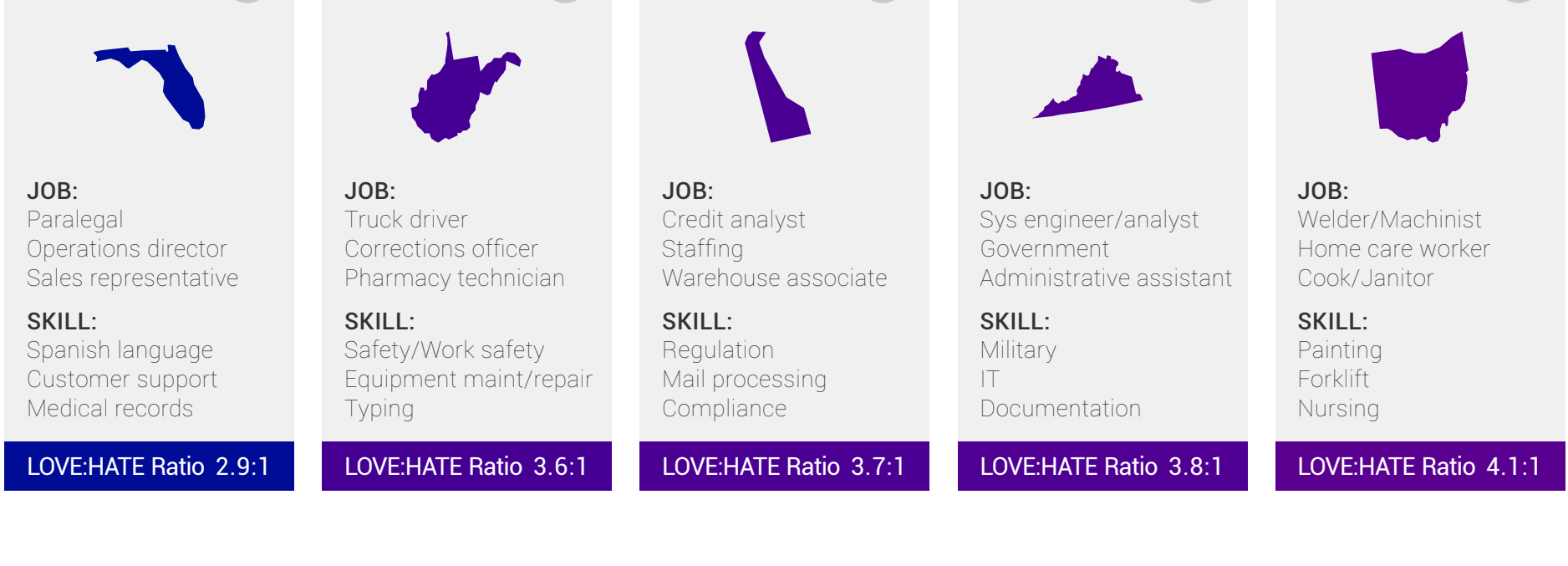
Finding the perfect match

"Love is all you need" can be easier said than found. Positive feelings of love and happiness are just as important in our professional lives as they are for life in general. In the U.S., some residents of specific states have a much higher love/hate ratio. We've identified the states with the **five highest** job-happiness ratios, as well as the **bottom five**. Can you say Aloha, job joy?

TOP 5 JOB TITLES/ SKILLS BY STATES THAT LOVE THEIR JOB MOST

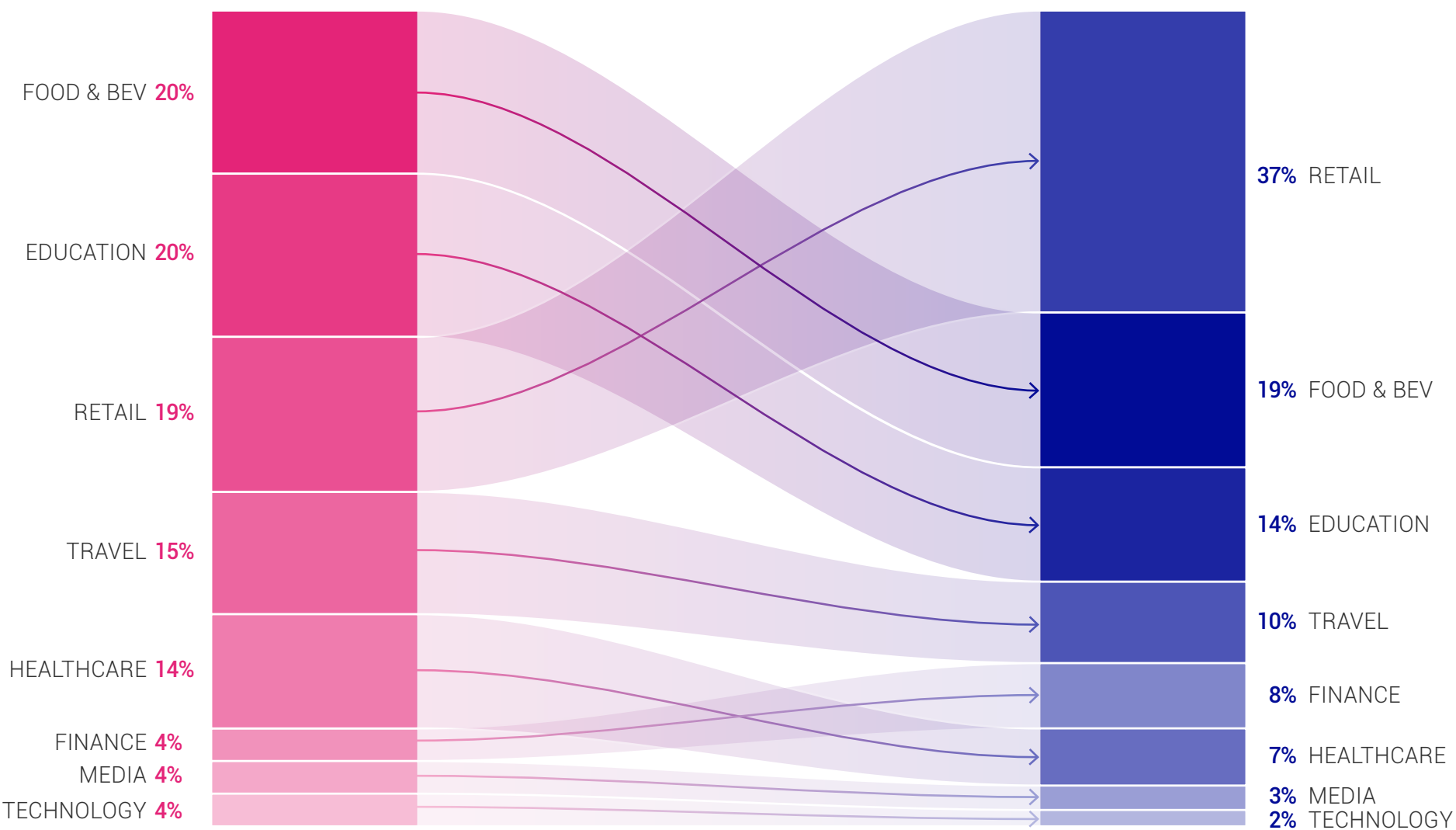


TOP 5 JOB TITLES/ SKILLS BY STATES THAT HATE THEIR JOB MOST



Rollercoaster of job emotions

Tech workers seem to be more attuned to the impact and potential consequences of publicly posting negative feelings about a current job situation, given their small share of voice when it comes to Tweeting about hating their jobs. This social sensitivity and **job love was lacking in the retail and finance sectors**, with workers in both industries **Tweeting nearly twice as much about hating their jobs** as they did about loving their jobs in the year-long data set analyzed.

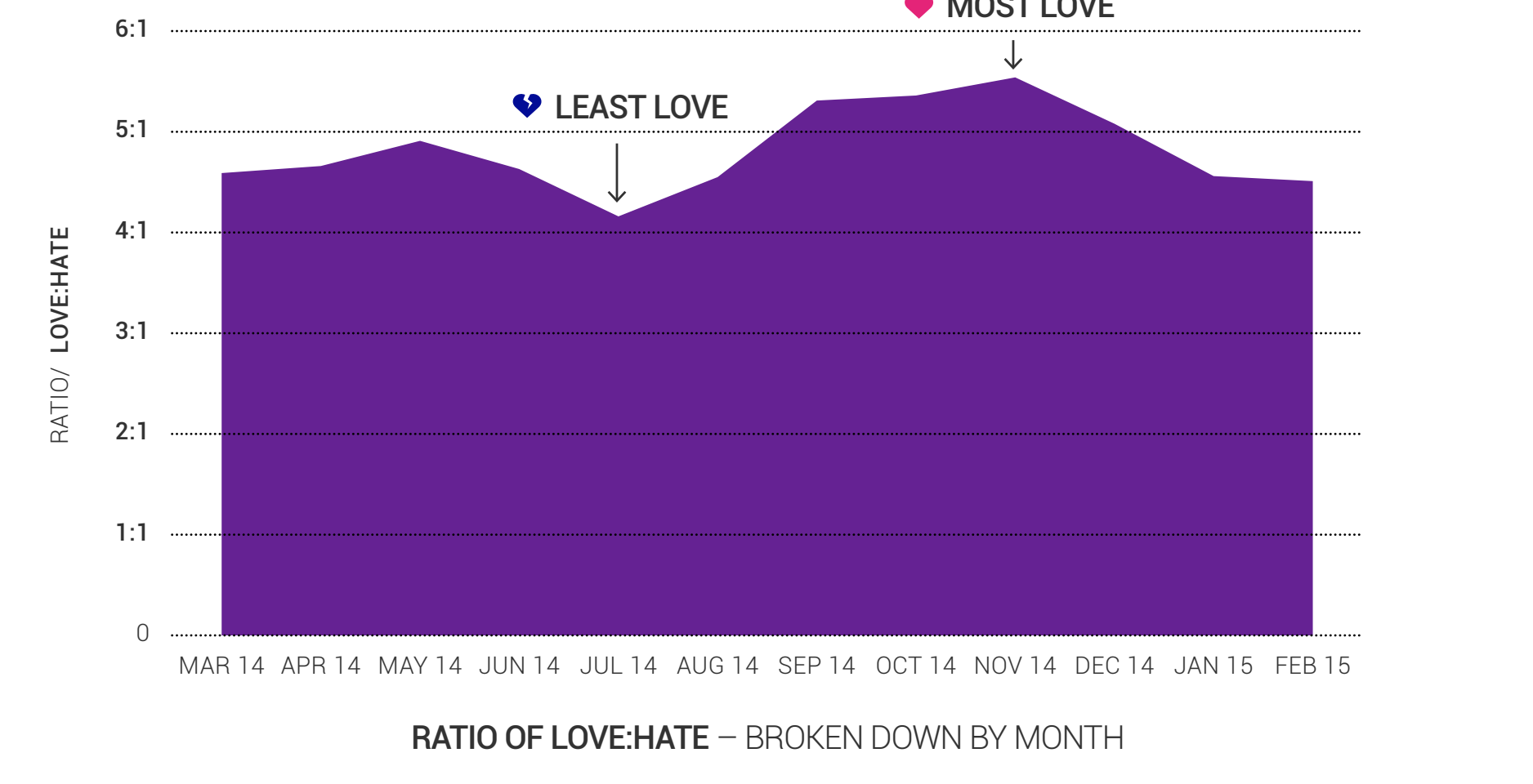


Beware the mid-year blues

The halfway point in the calendar year marks a proverbial "mid-year itch," when Twitter conversations around people loving their jobs dips, with a much **larger proportion of the U.S.** Tweeting public talking about hating their jobs in **July**.

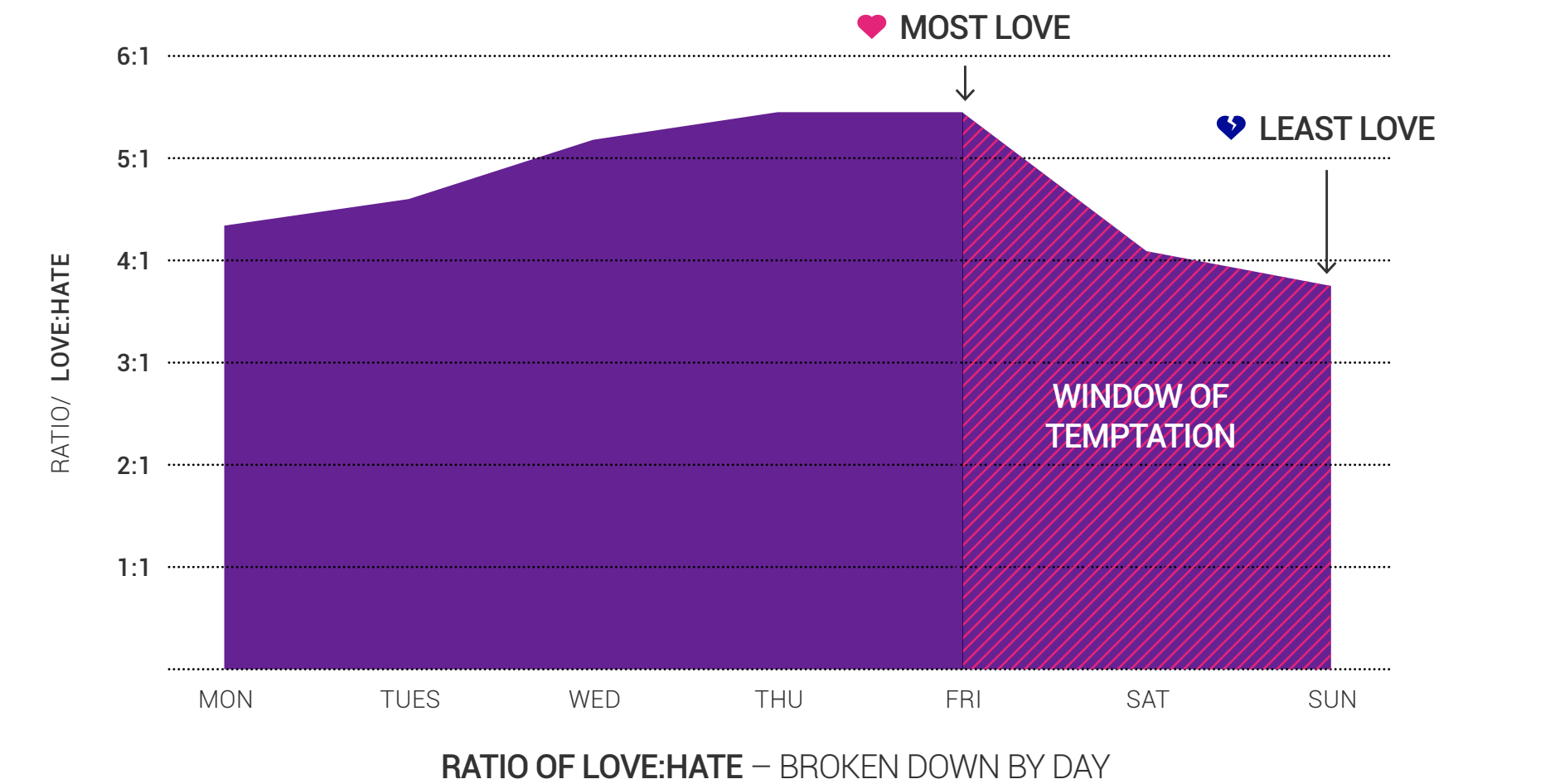
November sees the highest ratio of positive conversation, a brief era of time often viewed as a business crunch period for companies ramping up for the holiday season or end-of-year sales, corporate and financial deadlines.

For more analysis on how time of year affects job joy Twitter conversations, view report [here](#).



Unsurprisingly, conversation about people loving their jobs takes a hit over the weekend. A recent Monster poll found that **76% of respondents in the U.S. report having "really bad" Sunday night blues**. What's more, nearly **20% of all job searches on the Monster occur on Monday** throughout the year.

For more daily, monthly, and time-related job sentiment analysis, view report [here](#).

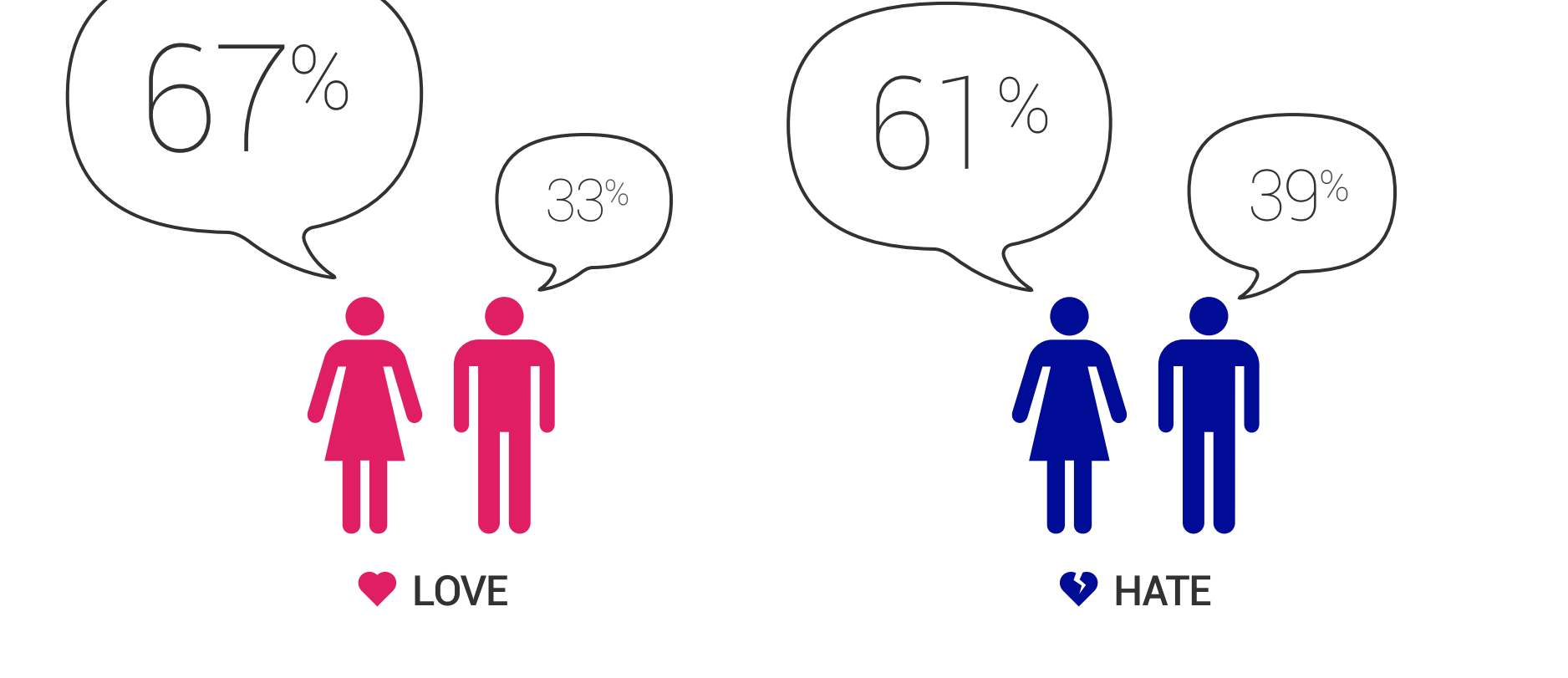


Job love transcends gender

Men might be from Mars, and women may be from Venus (who really knows), but when it comes to talking about loving or hating their jobs on Twitter, the genders are more alike than gender dichotomies might have us believe. Looking at global Twitter data, the percentage of **women saying they love their job is just six percentage points higher than those saying they hate their job**.

It's the opposite for male Twitter authors, their share of voice **increases six percentage points when it comes to talking about hating their jobs**.

For more job happiness gender demographics and global analysis, view report [here](#).



About this Infographic

Brandwatch and Monster analyzed more than 1.1 billion Tweets over the course of a year in the United States, conducted during the period of March 2014-March 2015. Using [Brandwatch Analytics](#), analysts and researchers at both companies searched for conversations that included language and phrases indicating loving, or hating, their jobs.

In-depth analysis within the study also utilized Monster data on the top skills and job titles in the U.S. For the full report, including details on the top jobs and job skills in each state, gender demographics of loving vs hating U.S. jobs, and more, view the full report [here](#)

For further information visit: [monster.com/about/love-hate-job](#)

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.

Brandwatch. Now You Know.

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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](#).