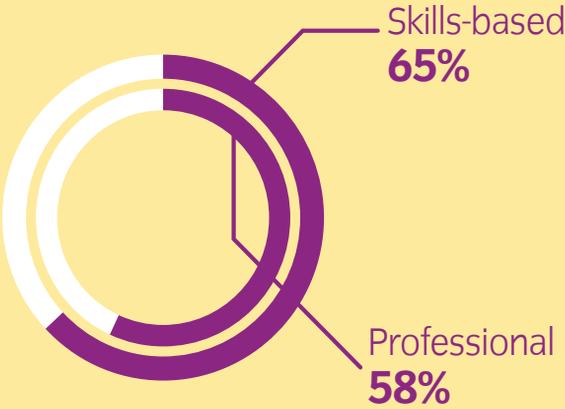


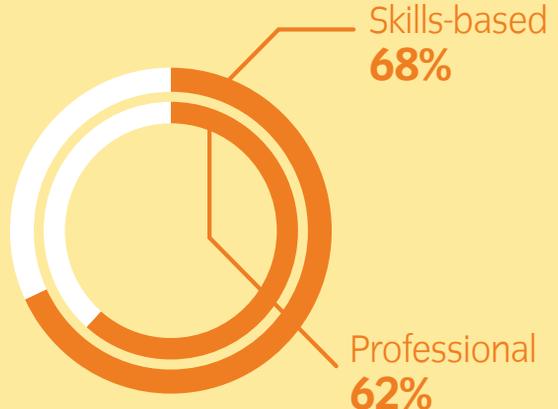
THE KEY TO HAPPINESS AT WORK

People in skills-based, vocational jobs are happier than those in professional and office-based roles. They are more proud of their work, and are more likely to say they're doing something worthwhile and useful, according to **City & Guilds' Career Happiness Index 2012**

CONTENT AT WORK



PROUD OF JOB



HOW DO PEOPLE FEEL ABOUT THEIR JOBS?

	% SKILLS-BASED / VOCATIONAL AGREE	% PROFESSIONAL / OFFICE-BASED AGREE
I get on well with colleagues	80%	83%
I feel I'm doing something worthwhile and useful	75%	70%
My work is challenging and stimulating	69%	68%
I get to use my skills every day	70%	65%

THE HAPPIEST AND UNHAPPIEST CAREERS

HAPPIEST SKILLS-BASED & VOCATIONAL CAREERS	HAPPIEST PROFESSIONAL & OFFICE-BASED CAREERS	UNHAPPIEST CAREERS OF ALL
Florists & gardeners 87%	Marketers & PR 75%	Bankers 29%
Hairdressers & beauticians 79%	Scientists & researchers 69%	IT & telecoms workers 22%
Plumbers & water workers 76%	Doctors & dentists 65%	Scientists & researchers 20%
Leisure & tourism workers 67%	Lawyers 64%	Lawyers 20%
Construction workers 66%	Architects 62%	Finance workers & accountants 19%

REASONS TO BE CHEERFUL

% agreeing to this

FLORISTS & GARDENERS	HAIRDRESSERS & BEAUTICIANS
80% feel recognised and appreciated	59% feel recognised and appreciated
89% feel their work is worthwhile and useful	61% feel their work is worthwhile and useful
64% get training support and development	48% get training support and development
82% get to use their skills everyday	63% get to use their skills everyday
Of those surveyed, are most likely to be self-employed (35%)	Least likely of all careers surveyed to be unhappy in their jobs (7%)
PLUMBERS & WATER WORKERS	LEISURE & TOURISM WORKERS
67% feel recognised and appreciated	49% feel recognised and appreciated
74% feel their work is worthwhile and useful	62% feel their work is worthwhile and useful
59% get training support and development	38% get training support and development
67% get to use their skills everyday	59% get to use their skills everyday
78% believe it's important that they have scope for career progression	Workplace camaraderie is the most important to them (87%)

All data is from an October 2012 online survey conducted among 2197 adults aged 18+ in the United Kingdom. Discrepancies in or between totals are due to rounding.