

Press release

Where can we find UK's happiest employees?

- 71% of UK employees feel satisfied in their roles
- Employee satisfaction peaks in Norwich and Liverpool, and dips in Newcastle and Cardiff

07 January 2016: 71% of UK employees feel satisfied in their current job, according to research by business psychologists, OPP. The study of more than 2,500 employees found that while employee satisfaction is on the rise, there are key regional differences as to where Britain's most satisfied employees reside.

UK's most cheerful workers can be found in Norwich (77%), Liverpool (76%) and Birmingham (74%). However, fulfilment among employees is at its lowest in Newcastle and Cardiff, where 64% of employees feel contented at work, followed by Glasgow (66%). Despite these differences, employee happiness across the UK is on the rise, with 36% of all surveyed employees saying that they feel more satisfied at work than they did last year.

The top three factors influencing job satisfaction were:

- 1) Workload (26%)
- 2) Salary increases (25%)
- 3) Changes in management (22%)

Workplace dissatisfaction peaks among employees working in the finance sector and 18% describe themselves as very or quite dissatisfied. This is closely followed by retail, catering & leisure and manufacturing & utilities industries, where 16% of staff in both sectors feel discontented at work. Those industries that are often perceived as highly demanding produced the most satisfied workers. A staggering 79% of workers in architecture, engineering and building feel satisfied in their roles, as do those working in sales, media and marketing.

Turning job satisfaction into success

However, despite improving satisfaction levels, nearly a third (31%) of UK workers say they do not feel successful at work, while 35% also say that they don't receive the support they need from their employer to be successful. 36% of employees feel that receiving more clear communication would enable them to be more successful in their role, while 30% call for more clarity about decision making.

John Hackston, Head of Research at OPP, says: "Although it is great to see employee happiness on the rise, our research shows that job satisfaction doesn't fully translate into feeling successful at work. Employees highlight that improving communication within organisations is particularly important. Effective communication will not only improve performance and decision-making but also enables employees to better understand the organisation's strategy. By addressing the factors that affect workplace satisfaction, businesses can help their employees achieve their full potential."

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Contact:

Nadia Fidler nadia.fidler@flagshipconsulting.co.uk 020 7680 7112
Jaana Ijas jaana.ijas@flagshipconsulting.co.uk 020 7680 7116

About OPP

OPP specialises in personality assessment, enabling people and organisations around the world to increase their effectiveness through the innovative application of psychological tools and techniques.

The company's market-leading psychometric tools include the Myers-Briggs Type Indicator® and the 16PF® assessment, and provide high-impact results for selection and personal development, such as teambuilding, leadership development, communication and conflict resolution.

With more than 25 years' experience in providing consultancy services and training programmes, OPP's assessment tools and resources are used by thousands of private and public sector organisations worldwide, including the majority of the FTSE 100.