

Career Choices:

# Pursuit of Viable Careers, Post-COVID



2020–21 Test-Taker Insights from [CareerHunter.io](https://www.careerhunter.io)

# Introduction

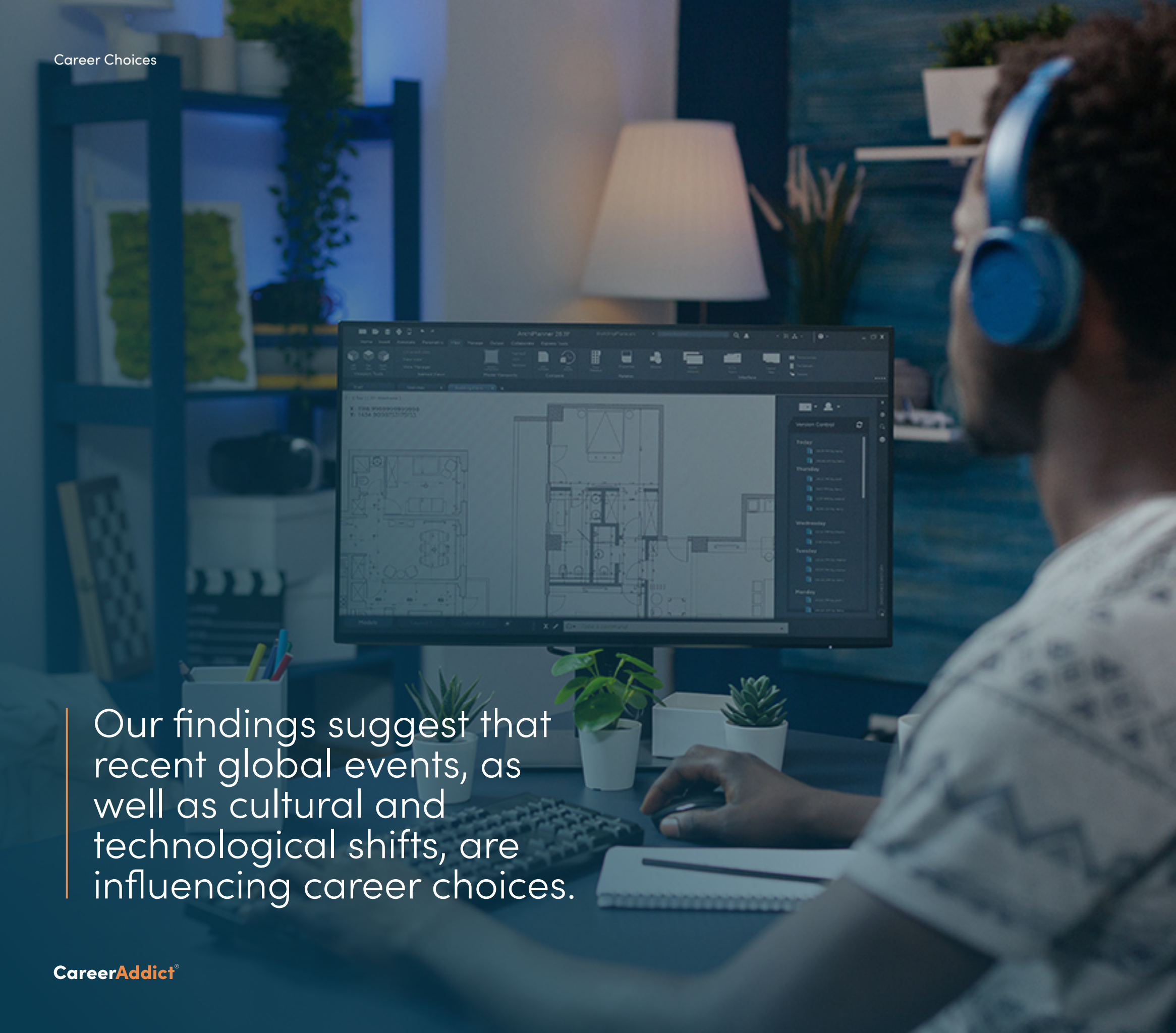
Perhaps the first life-defining decision we're asked to make in our late teens is to pick a career — a single area of expertise to focus on, that will determine our professional path for the foreseeable future, or for life. It is undoubtedly a daunting and stressful task, especially for a teenager, or a fed-up job changer looking to rediscover their talents, without the right knowledge to make an informed decision, or the ability to foresee the way industries of the future will shape up to be.

The first decade of a child's life is crucial in the development of character and personality traits which will eventually determine their natural talents and interests, but when it comes to choosing a career, other external variables are thrown into the mix making the decision more complex. First, there are every-day influences such as family, school and role models. Then there are other factors, such as access to education and local opportunities, as well as unprecedented factors that need to be considered. These can completely redefine the job market, an example being the emergence of automation, which, at a rapid pace, is making certain jobs obsolete while also creating brand new ones.

Of course, the effect of COVID-19 on both the way the job market is evolving and the way motives and work personalities have changed cannot be overlooked. It is estimated that 29–39% of tasks can be performed remotely<sup>1</sup> and the pandemic has been the propelling force behind breaking any sociocultural barriers that held workers back from leaving their office space. Additionally, career choices appear to be heavily influenced by COVID-19-related stress and burnout, which have made us reconsider our priorities.

When it comes to choosing a career, other external variables are thrown into the mix making the decision more complex.





Our findings suggest that recent global events, as well as cultural and technological shifts, are influencing career choices.

## Summary

This study aims to determine jobseekers' priorities and attitudes following a global pandemic that has certainly shaken things up. In order to do so, we've looked into the work-related motivators and personality traits, as well as the career interests of CareerHunter users between August 2020 and August 2021.

In a nutshell, our findings suggest that recent global events, along with cultural and technological shifts, influence career-related decisions by making people more independent and individualistic, as well as less calm and decisive. Furthermore, creative and intuitive jobs which can be performed online seem to remain popular, while those that involve manual labour, or require the worker's physical presence all times, and those likely to be significantly modified due to automation, are declining.

Based on our findings, we suggest that policy makers and managers should not overlook the importance of mental health initiatives, which should become a priority. Furthermore, employees are encouraged to invest in their long-term self-development and continuous upskilling in order to sustain a competitive skillset, as well as keeping up with the job market and its advances. Relevant individual training should also be offered by employers and incentivised by policy makers in order to assure employees are feeling valued and employable for the long-term.

# Key Takeaways

## Our Findings in a Snapshot

**90–98%**

are motivated by **Personal Development, Personal Values** and **Personal Interests**

**Almost 90%**

are strongly suited for careers that allow for **Autonomy**

**Creativity prevails**

for careers in **Art & Design** and **Marketing & Advertising** that rank highest

**Less than 1 in 10**

are highly motivated by **Competition** and **Entrepreneurship**

**8 in 10**

are suited to careers which demand **Behaviour Analytical** and **Compassionate** personality traits

**Taking initiative**

with strong career interests in **Business & Management, Counselling** and **Education & Training** areas

**Only 16%**

were found to be highly motivated by **Teamwork**

**Only 3%**

are capable of remaining **Calm** during stressful situations at work

**Manual labour dislike**

for careers in **Agriculture & Farming, Manufacturing** and **Military & Construction** which ranked lowest

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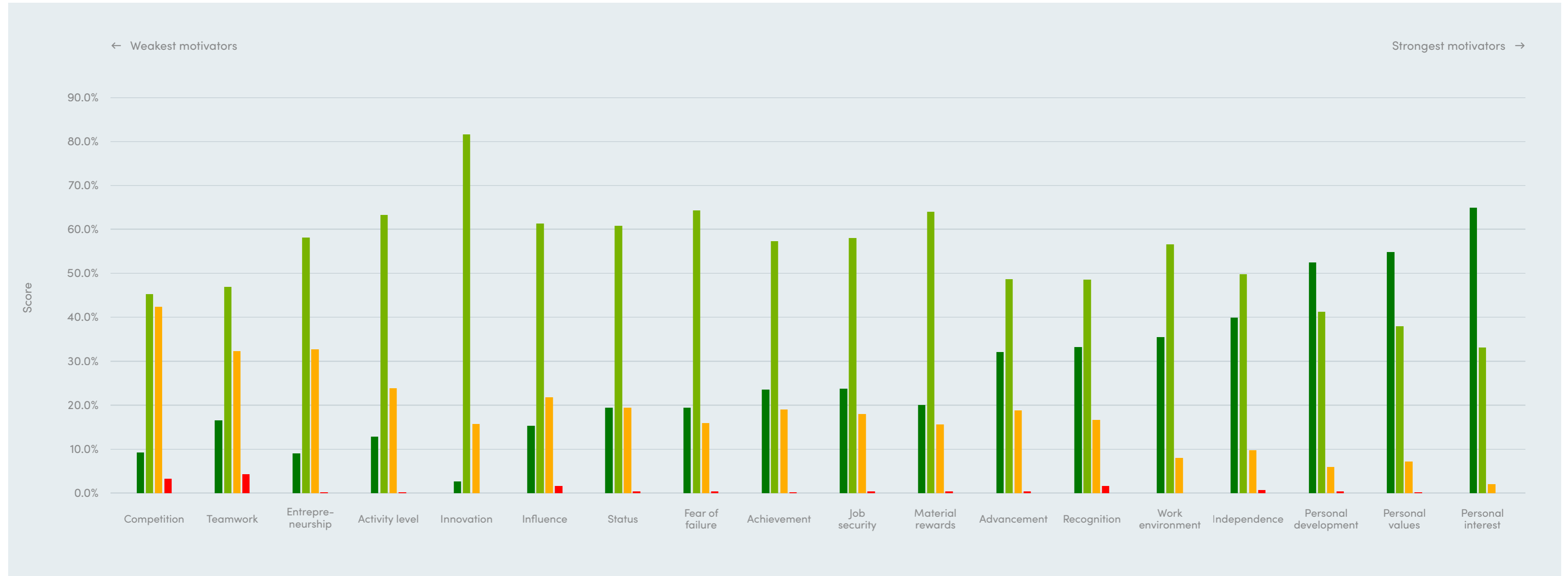
## 1

# Career Motivating Forces

In a post-pandemic world where our lives have been turned upside down, the importance of job satisfaction cannot be stressed strongly enough. According to Frederick Herzberg's Two Factor Theory<sup>2</sup>, job satisfaction is subject to work motivation and, specifically, factors directly related to self actualisation and growth, rather than material rewards or workplace policies.

# Work Motivating Factors

What Drives People to Do a Job



■ Very high ■ High ■ Moderate ■ Low

## Have We Become More Selfish?

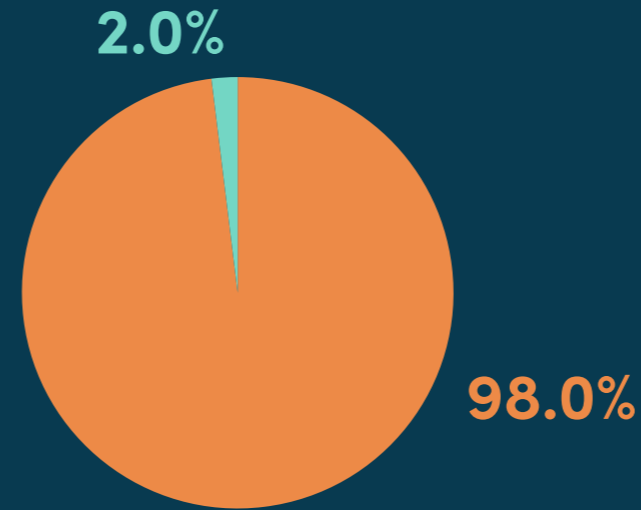
In line with Frederick Herzberg’s arguments, our findings reveal that people are primarily motivated by individualistic factors. In fact, the most popular work motivators amongst CareerHunter users were Personal Interest, Personal Values and Personal Development, followed by Independence. Specifically, these factors appear to be significant motivators for 90%–98% of users. On the other hand, factors that involve interaction with peers, such as Competition and Teamwork, seem to be the weakest antecedents when it comes to creating work motivation. This raises the question of whether remote work is making us more selfish and egocentric?

A lot of workers have been apart from their colleagues for an extended period of time, and, as a result, have had to step up their project-management and intrapreneurship skills in order to deliver projects in a timely manner without the direct help of team members. Additionally, if there’s one thing COVID-19 has highlighted, it is that everything can change overnight.

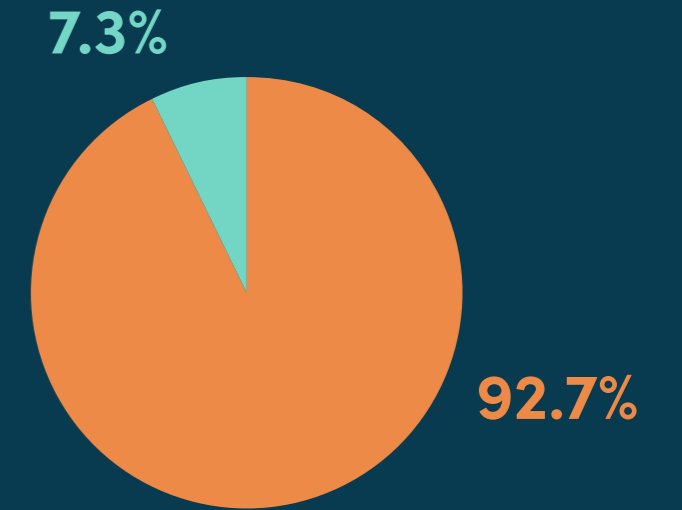
It seems like people are focusing on their personal well-being and that collective success is no longer a priority, as it may no longer be influencing individual success, which, according to our findings, is a top priority for the overwhelming majority of people.

## Top motivators

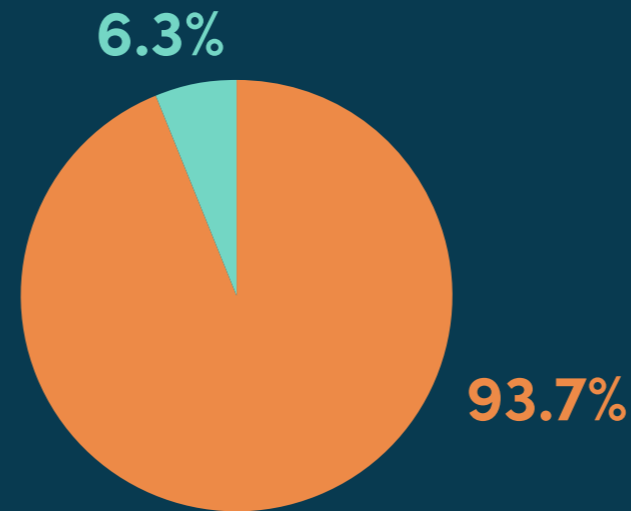
Personal interest



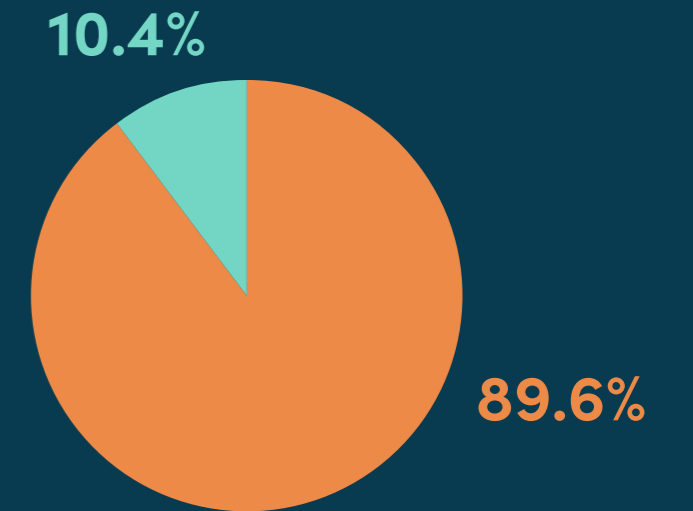
Personal values



Personal development



Independence



■ Very High - High ■ Moderate - Zero



## Not a Good Time for Risk-taking

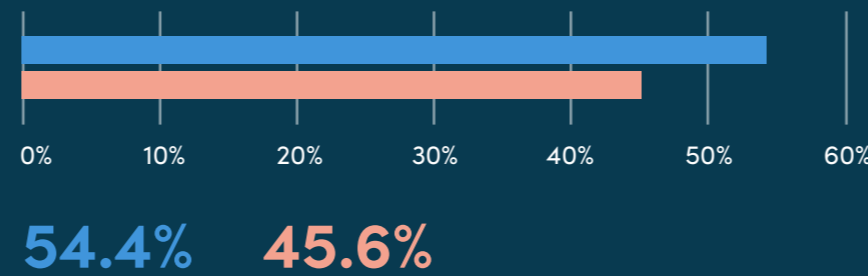
With workforces around the world being dismantled and moved into remote setups, the motivation for competition has suffered. Competition is our lowest motivating factor, with almost half of test-takers ranking it insignificantly.

Teamwork is another area which has been deprived, with over a third of respondents ranking it of moderate–zero importance during the test. This finding aligns with the seemingly low desire for competition, and is likely due to the same turbulence and disruption caused by mandates and pandemic pressures.

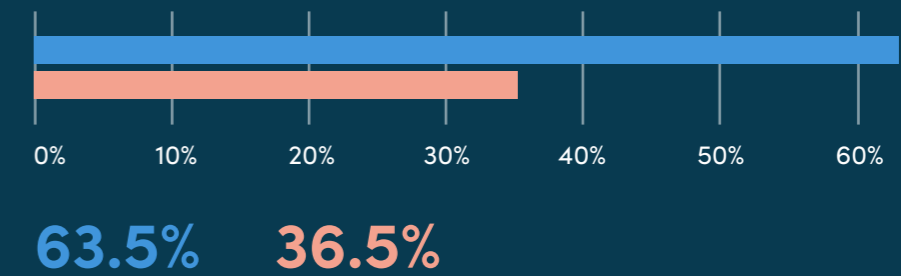
Additionally, the desire for entrepreneurship and risk-taking in a climate of instability is low, with 32.9% of respondents feeling little to no motivation in this area, and just 1 in 10 highly motivated by entrepreneurship, making it the 3rd weakest career motivator overall.

## Weakest motivators

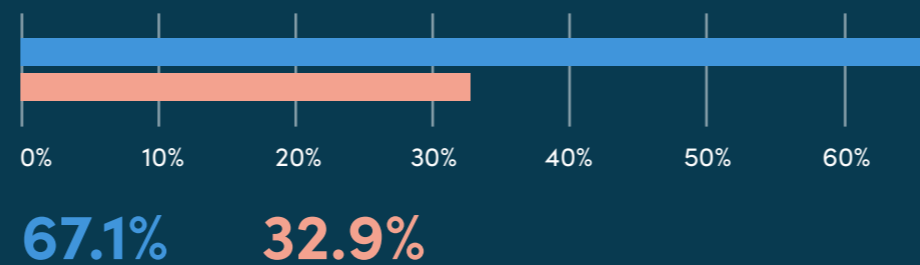
### Competition



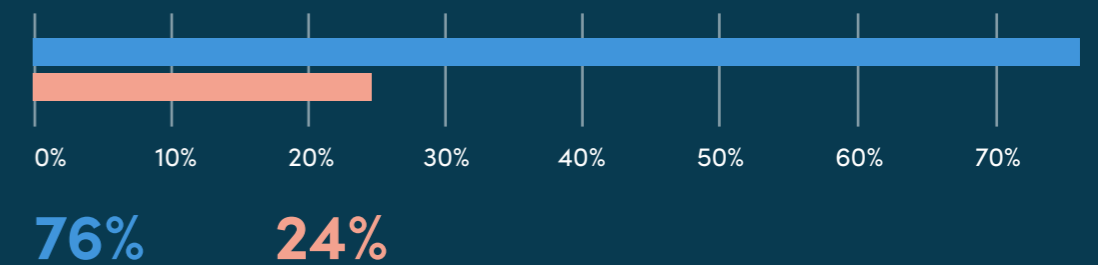
### Teamwork



### Entrepreneurship



### Activity level



■ Very High - High ■ Moderate - Zero




“

**Remote working** used to be reserved only for people in certain circumstances and was definitely not available to all roles and industries. Changes in recent years have **reimagined the workplace** and created a huge amount of **flexibility and opportunity**. There are fewer barriers to remote working as the world has had to overcome these in order to carry on throughout the pandemic. People have learned to work with more **autonomy** and in a responsible way that works for both their **organisation** and their **own personal situations**. Now that this established as acceptable, it should create opportunities for more people and be a real positive in terms of levelling the playing field on **important issues**, such as gender pay equality.

### Sophie Milliken

Managing Director at SRS Recruitment and Employability Expert

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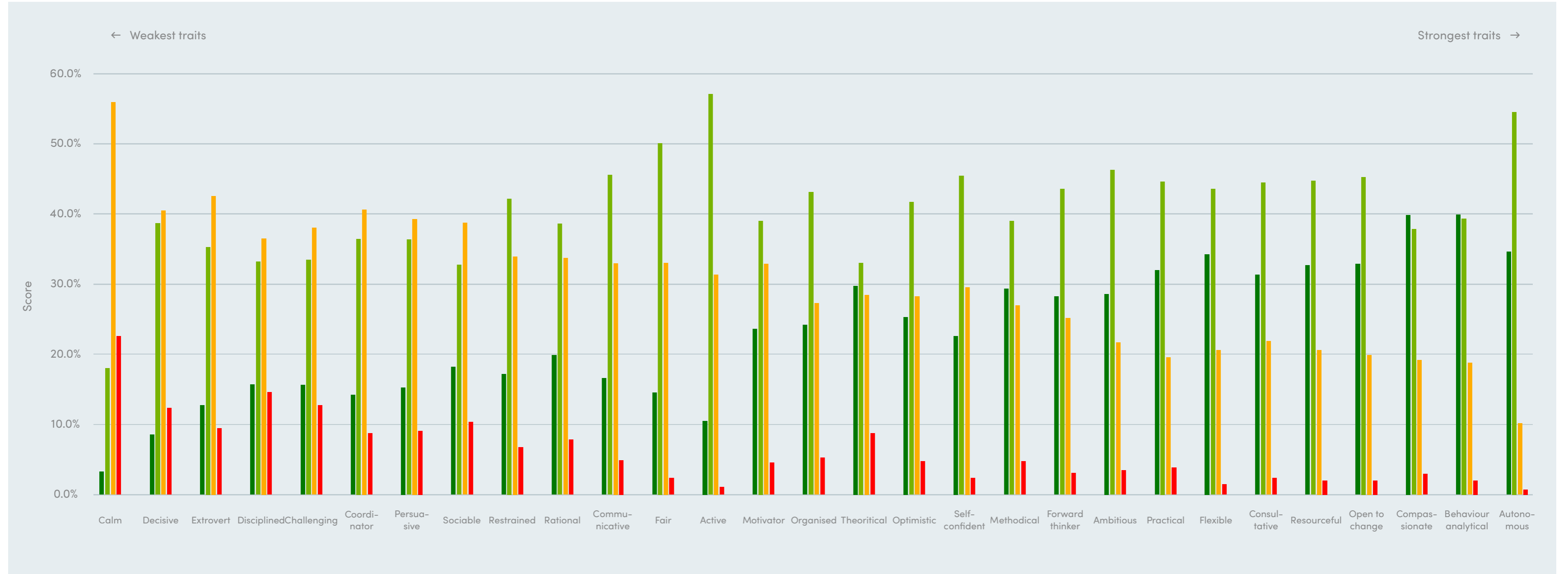
# 2

## Work Personality Traits

Unexpected situations that are usually external factors completely out of our control, often call for radical changes in our habits and behaviours. The global pandemic has certainly been one of those situations, which led to the adoption of a very specific practice at a global level. As humans, we have the ability to adapt to new environments<sup>3</sup> in order to survive and thrive. This is how **remote work** came about! But is remote work changing our behavioural traits in a professional context?

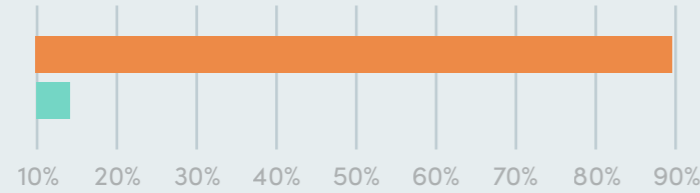
# Work Personality Traits

How Do People Prefer to Work?



Very high High Moderate Low

### Autonomous

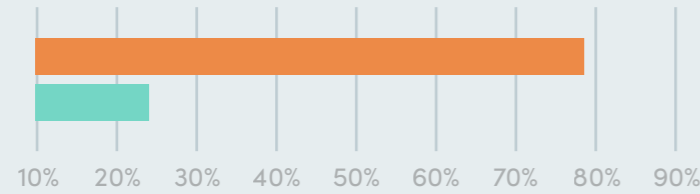


**89.1%** **10.9%**  
 ■ Very Strong ■ Moderate

### Proving Oneself

We've looked into the work personality traits of CareerHunter users and found that the most dominant personality trait of respondents is Autonomy. In fact, amongst our test takers, 9 in 10 are highly autonomous at work. This makes sense if we consider that in a remote context, we have to prove our efficiency, trustworthiness and be able to successfully complete a task from beginning to end.

### Behaviour analytical

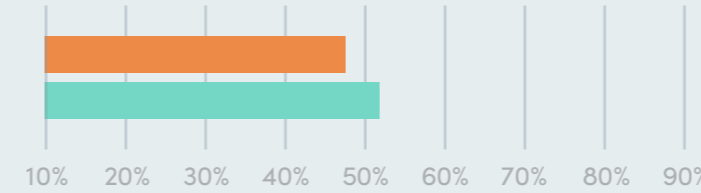


**79.2%** **20.8%**  
 ■ Very Strong ■ Moderate

### Reading Between the Lines

Another interesting finding is that 4 in 5 are Behaviour Analytical, which makes sense if we consider that hand gestures and body posture can often tell us more than words can about a person's feelings or thoughts. In the context of a digital workplace, analysing behaviour is becoming increasingly challenging, as body language cannot be observed, and unfiltered conversations are less common. Attempting to read between the lines and predict colleagues' and supervisors' attitudes is inevitable, which, combined with the need for social distancing, is making behaviour analysis an increasingly important trait.

### Compassionate

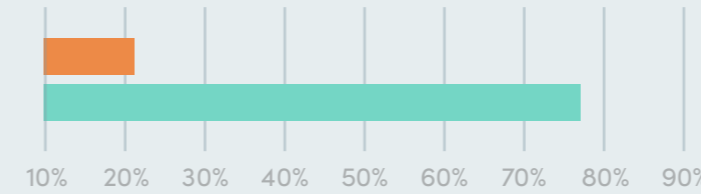


**48%** **52%**  
 ■ Very Strong ■ Moderate

### Love Thy... Colleague

Furthermore, Compassion appears to be the 3rd most dominant trait amongst CareerHunter users with 78% having a compassionate personality. Again, the impact of the pandemic is obvious here in the sense that workplace burnout and mental health awareness have been perhaps the most important topics of discussion within HR and business circles for the past couple of years. It appears that workers are becoming more caring and sensitive and also forgiving with one another.

### Calm



**21.3%** **78.7%**  
 ■ Very Strong ■ Moderate

### Keep Calm and Carry On

On the other hand, a calm personality is a dominant trait in just 3% of test takers, while almost 8 in 10 find it difficult to remain calm at work, and less than 1 in 10 feel comfortable taking decisive action or are comfortable making work-related decisions (appendix 2). Extroversion is a rare personality trait with 52% not sharing any significant extroversion characteristics, possibly due to forced social isolation. It appears that ambiguity amid a global pandemic contributes to levels of anxiety, leaving people unable to take decisive action in the workplace.

“

The pandemic has seen our working life and routine get thrown about left, right and centre. With working from home becoming the norm and the **lack of certainty** about the future, it feels like we are constantly living on edge and feeling unable to plan ahead. It's no wonder this situation has affected our **mental health** and our **ability to make decisions**. One of the first steps we can take is to get back our **daily routines**. This means mimicking how we lived pre-pandemic, when we had to go out to work and had those time-bound structures in place. Secondly, make sure to **prioritise exercise and social connection**. These are both key components necessary for our mental health. In a world where the only certainty is uncertainty, making sure that you are taking responsibility for your own mental health is the best way to bring some **balance** in this uncertain world.

## Adele Leah

Career Coach & Mentor

 @CareerCoach\_AL



# 3

## Career Interest Areas

Thinking of childhood aspirations and aims, it's easy to see how much peoples' priorities have changed over the years. Back then, people dreamed of becoming a musician, a vet or an athlete, but for most people, their plans changed dramatically as they aged and realised what areas of work can feed their dreams.

People found themselves becoming passionate about investing, finance, gaming, etc. It's obvious that job market awareness affects career interests, but are career interests also subject to socioeconomic factors as well as local opportunities?

# Running Away From Automation

Our findings reveal that CareerHunter users' top career interests lie within intuitive and creative industries, such as Art and Design, Business and Management, Marketing and Advertising, and Education, whilst the Military, Agriculture and Farming, Construction and Manufacturing, which traditionally involve manual labour and repetition, are the least popular career interests.

What can easily be seen here is a shift away from industries that are bound to be majorly disrupted by automation, while on the other hand, industries which are turning virtual are drawing the most interest.

The shift towards industries predicted to survive and thrive through the 4th industrial revolution is also supported in a recent FutureFit AI research study<sup>4</sup> about dream jobs for teenagers. Specifically, the research supports that the top 10 career choices amongst teenagers are at low risk of automation, while this is especially true for English-speaking and Nordic countries. Furthermore, the research supports a correlation between career choices not-at-risk of automation and the level of education, as well as the degree of automation a given industry in a given country is subject to.

Rank	Career Interest Area
1	Art and design
2	Business and management
3	Counselling and social services
4	Marketing and advertising
5	Education and training
6	Engineering
7	Science and research
8	Healthcare
9	Entertainment
10	Administration
11	Media and communication
12	Land and environment
13	Security and emergency services
14	Tourism and leisure
15	Sports and fitness
16	Computing and technology
17	Beauty and style
18	Retail and sales
19	Animal care
20	Finance
21	Transport and logistics
22	Government, law and politics
23	Food and drink
24	Manufacturing
25	Construction and trades
26	Agriculture and farming
27	Military



# Working Alongside Technology

**A recent CareerAddict study<sup>5</sup> revealed that 77% of Gen Zers and 85% of Millennials consider themselves to be tech savvy. In the context of the same study, we also found that 61% of respondents believe that automation and AI could improve their work performance.**

While technology and automation have already reshaped the way all industries operate, certain industries are better than others at offering their workforce the chance to work alongside automation<sup>6</sup>, which is why certain professions continue to be popular compared to those that currently entail manual labour and in essence, won't be for humans to perform in 10-15 years.

For example, it is estimated that 8 in 10 hours currently worked in Agriculture can be fully automated, which is certainly a strong sign as to why agriculture is the 2nd least favourite career interest amongst CareerHunter users. On the other hand, careers at the top of the list, such as advertising or design, have gone almost entirely online, while management of employees requires a kind of 'unpredictable expertise'<sup>7</sup> which cannot, or currently won't be, affected by automation. These could be

reasons why professions within these industries, according to our results, are still highly preferred, while others are declining.

One can't ignore the potential impact that social distancing and its underlying causes, which forced us to stay apart, has had on career choices. It is possible that health concerns are pushing people away from professions that require close interaction with colleagues, or contact with manufacturing plants or other items handled by multiple individuals. It should also be noted that Healthcare features in the top 10 career interests. While the importance of healthcare availability has become clear to all of us in the past period, the profession has gained well-deserved recognition, which definitely inspired many people to follow this path. Additionally, media coverage of healthcare disciplines, such as epidemiology and viral immunology, has made people aware of the availability of such professions, as well as the need for relevant professionals.



“

Job seekers can build a **futureproof skillset** by drilling down into a narrow field and becoming an expert, and continuing to learn and study the latest developments in that field. **Invest** in your ongoing education and stay on top of trends and you'll stand out to employers, and also boost your **job security** after you're hired. Be strategic about the skillset you build, too, and choose a specific field that employers are actively seeking help with. One trend I've observed is that employers are looking for specialists more often, whereas job seekers who have taken a jack-of-all-trades approach are having more difficulty getting hired. These are exceptions, but it's what I've observed across most industries. Finally, consider **reskilling** if your current work is in danger of seeing a drop in demand or being taken over by computers/robotics/AI. Examples of in-demand areas where employers look for experts/specialists include **digital marketing, cybersecurity, software development, data science, social media management, project management**, and more.

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## Conclusion

Perhaps not surprisingly, our analysis suggests that external factors, such as society, culture and other circumstances, impact work behaviour and career choices, which are not only dependent on character, talents and tastes. What's particularly interesting is the extent to which certain situational factors, such as the pandemic, can change work-related behaviour. Specifically, we suggest that remote work, technological adaptation and automation, social distancing and health concerns – which admittedly is all that has been discussed in the news lately – appear to be shaping career interests, work motivations and personality to a great extent.

In a nutshell, the employee of 2021 is driven by individualistic values rather than team rewards, is more independent and analytical, but also less confident and ambitious. They are also more likely to be interested in jobs within industries more likely to develop alongside technology and automation, rather than others, which will be completely disrupted by it.

It's certain that the world is currently going through the biggest change and the biggest shock of the century. No matter how good of a species we are at adapting to change, having to recalibrate daily lives around the pandemic and a rapidly changing technological landscape is no piece of cake. Change is a process. Workers first assess the situation, keep what works, reject what doesn't, and introduce brand new ways of doing things. To eventually adapt to a new environment takes time and a lot of effort, and while the new status quo has taken a toll on mental health, personal and professional relationships, and personality, one can see how, either collectively or individually, people can redesign their daily lives and reinvent themselves in ways that will allow them to survive and thrive.

A photograph of a person with dark hair and glasses, wearing a blue long-sleeved shirt and dark trousers, sitting in a modern, light-colored armchair. They are working on a laptop. The room is bright and airy, with large windows in the background covered by light-colored blinds. A desk with a turntable and other items is visible in the background. The overall atmosphere is professional and modern.

The employee of 2021 is driven by individualistic values rather than team rewards.



# Recommendations

## For policymakers and employers

As already mentioned, the global shift towards prioritising mental health and burnout prevention should not be ignored. Managers and policymakers should recognise that a healthy work environment leads to employee satisfaction, which leads to higher output, so it's in the best interest of organisations to adopt such initiatives. A 2020 CareerAddict study<sup>5</sup> has already proven employees' faith in flexible work and productivity, as well as how work-life balance is valued in certain cases more than pay. The current study validates the severe impact of COVID-19 and social isolation on employees' mental health, which results in stunned employees being unable to take decisive action or look beyond their own personal interest.

We suggest that employee mental health initiatives should become a priority. Collective interest might not be a concern of individual employees for the time being and therefore, managers should invest in individual training, giving their people the ability to upskill individually in order to keep up with technology and advances. It's not just for the sake of their current role, but rather, for their overall education and self-improvement in the long-term.

## For job seekers and employees

While personal interests, talents and aspirations should not be overlooked in the process of choosing a career path, anyone who is faced with a career choice dilemma should not ignore the fact that the job market is, in fact, a living organism impacted by trends and situations. While the majority of industries are here to stay, phenomena and certain situations are causing them to change completely, either in order to improve and save up, or out of necessity. In order to facilitate those needs, industries had to create brand-new jobs, while in the same process, other jobs became obsolete. Therefore, jobseekers should keep an open mind and be willing to explore new paths and niche disciplines within their broader path of interest.

Furthermore, employees and job seekers should realise that along with the plenty of new opportunities that came along with digitalisation, competition has intensified too. Lifelong learning is no longer a choice, and anyone who's in the job market should invest in their continuous self-improvement.


# About CareerHunter

## Smart and Accurate Career Testing

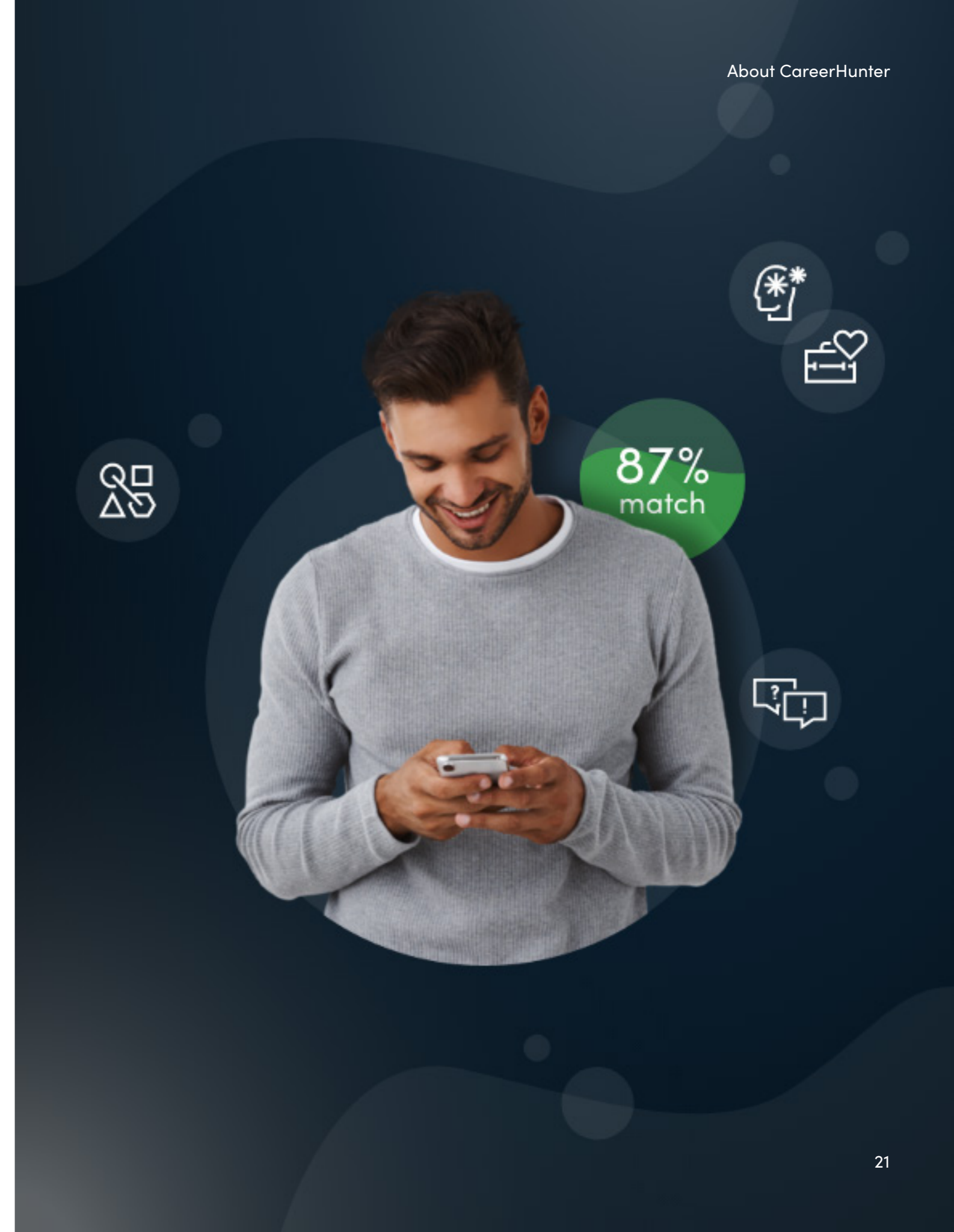
CareerHunter is a testing suite that was built by a team of psychologists and career experts that accurately matches test-takers to our database of careers using our unique algorithm.

- ✓ Accurate career matching to 250+ professions
- ✓ Analysis of personality, motivators, interests and aptitude
- ✓ Scientifically developed by industry experts
- ✓ Personalised and detailed career report
- ✓ 1,000s of recommended jobs and courses
- ✓ Lifetime access to test results and career matches

350,000+ people have trusted CareerHunter to find their ideal career



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# Methodology

The insights discussed in this report are based on CareerHunter test results recorded between August 2020–August 2021. Out of the 6 components of the testing suite, we decided to look into career motivations, career interests and work personality, as more technical skills and aptitudes, such as numerical and verbal skills, are not likely to be affected by situations and events, at least in the short term.

By default, our test-taker's scores on each trait (ex. Compassion, Autonomy, etc.) are assessed and recorded on a 0–100 scale. In order to segment and more accurately assess the scores, we created a 5-point Likert scale, measuring from 0–4, on which the scores were adapted and divided against the sum of the score for each trait. This was done in order to determine the strength of each scale point for each individual trait. This way, we were able to determine and demonstrate on charts which traits were the most and least dominant ones, and to what extent.

Apart from a 5-tier result, which is demonstrated in the tables of the appendices, some charts that are presented throughout the report showcase a binary result representing very high–high tendency vs moderate–zero tendency. This was done in order to highlight the traits which predominantly stood out as the most dominant ones amongst our sample.

# Sources

1

McKinsey&Company

What's next for remote work: An analysis of 2,000 tasks, 800 jobs, and nine countries (2020)

2

 **MindTools**<sup>®</sup>

Herzberg's Motivators and Hygiene Factors (2021)

3

**SCIENTIFIC  
AMERICAN**

Humans May Be the Most Adaptive Species (2013)

4

 **OECD**  
BETTER POLICIES FOR BETTER LIVES

Dream Jobs Teenagers' Career Aspirations and the Future of Work (2020)

5

**CareerAddict**<sup>®</sup>

The Future of Work: Automation, AI and the Skills of Tomorrow (2020)

6

McKinsey&Company

Human + machine: A new era of automation in manufacturing (2017)

7

McKinsey&Company

Where machines could replace humans—and where they can't (yet) (2016)

## Appendix 1

## Motivators

	Factor	Very High	High	NET - Adequate	Moderate	Low	Zero	NET - Non Adequate
1	Personal interest	64.9%	33.1%	<b>98.0%</b>	2.0%	0.0%	0.0%	<b>2.0%</b>
2	Personal values	54.8%	37.9%	<b>92.7%</b>	7.1%	0.2%	0.0%	<b>7.3%</b>
3	Personal development	52.4%	41.2%	<b>93.7%</b>	5.9%	0.4%	0.0%	<b>6.3%</b>
4	Independence	39.8%	49.8%	<b>89.6%</b>	9.8%	0.6%	0.0%	<b>10.4%</b>
5	Work environment	35.5%	56.6%	<b>92.0%</b>	8.0%	0.0%	0.0%	<b>8.0%</b>
6	Recognition	33.2%	48.6%	<b>81.8%</b>	16.6%	1.6%	0.0%	<b>18.2%</b>
7	Advancement	32.1%	48.7%	<b>80.8%</b>	18.8%	0.4%	0.0%	<b>19.2%</b>
8	Material rewards	20.0%	64.0%	<b>84.0%</b>	15.5%	0.4%	0.0%	<b>16.0%</b>
9	Job security	23.7%	58.0%	<b>81.6%</b>	18.0%	0.4%	0.0%	<b>18.4%</b>
10	Achievement	23.5%	57.3%	<b>80.8%</b>	19.0%	0.2%	0.0%	<b>19.2%</b>
11	Fear of failure	19.4%	64.3%	<b>83.7%</b>	15.9%	0.4%	0.0%	<b>16.3%</b>
12	Status	19.4%	60.8%	<b>80.2%</b>	19.4%	0.4%	0.0%	<b>19.8%</b>
13	Influence	15.3%	61.3%	<b>76.6%</b>	21.8%	1.6%	0.0%	<b>23.4%</b>
14	Innovation	2.7%	81.6%	<b>84.3%</b>	15.7%	0.0%	0.0%	<b>15.7%</b>
15	Activity level	12.8%	63.2%	<b>76.0%</b>	23.8%	0.2%	0.0%	<b>24.0%</b>
16	Entrepreneurship	9.0%	58.2%	<b>67.1%</b>	32.7%	0.2%	0.0%	<b>32.9%</b>
17	Teamwork	16.5%	46.9%	<b>63.5%</b>	32.2%	4.3%	0.0%	<b>36.5%</b>
18	Competition	9.2%	45.2%	<b>54.4%</b>	42.4%	3.3%	0.0%	<b>45.6%</b>



## Appendix 2

## Personality Traits

	Factor	Very Strong	Strong	NET - Adequate	Moderate	Low	Zero	NET - Non Adequate
1	Autonomous	34.6%	54.5%	<b>89.1%</b>	10.1%	0.7%	0.0%	<b>10.9%</b>
2	Behaviour analytical	39.9%	39.3%	<b>79.2%</b>	18.8%	2.0%	0.0%	<b>20.8%</b>
3	Compassionate	39.9%	37.8%	<b>77.7%</b>	19.2%	2.9%	0.2%	<b>22.3%</b>
4	Open to change	32.8%	45.3%	<b>78.1%</b>	19.9%	2.0%	0.0%	<b>21.9%</b>
5	Resourceful	32.7%	44.7%	<b>77.4%</b>	20.6%	2.0%	0.0%	<b>22.6%</b>
6	Consultative	31.3%	44.4%	<b>75.8%</b>	21.9%	2.4%	0.0%	<b>24.2%</b>
7	Flexible	34.2%	43.5%	<b>77.8%</b>	20.6%	1.5%	0.2%	<b>22.2%</b>
8	Practical	32.0%	44.6%	<b>76.6%</b>	19.6%	3.8%	0.0%	<b>23.4%</b>
9	Ambitious	28.6%	46.3%	<b>74.9%</b>	21.7%	3.5%	0.0%	<b>25.1%</b>
10	Forward thinker	28.2%	43.5%	<b>71.8%</b>	25.1%	3.1%	0.0%	<b>28.2%</b>
11	Methodical	29.3%	39.0%	<b>68.3%</b>	27.0%	4.7%	0.0%	<b>31.7%</b>
12	Self-confident	22.6%	45.4%	<b>68.1%</b>	29.6%	2.4%	0.0%	<b>31.9%</b>
13	Optimistic	25.3%	41.7%	<b>67.0%</b>	28.2%	4.7%	0.0%	<b>33.0%</b>
14	Theoretical	29.7%	33.0%	<b>62.8%</b>	28.5%	8.8%	0.0%	<b>37.2%</b>
15	Organised	24.2%	43.1%	<b>67.3%</b>	27.3%	5.3%	0.2%	<b>32.7%</b>
16	Motivator	23.6%	39.0%	<b>62.6%</b>	32.8%	4.5%	0.0%	<b>37.4%</b>
17	Active	10.5%	57.1%	<b>67.6%</b>	31.3%	1.1%	0.0%	<b>32.4%</b>
18	Fair	14.5%	50.1%	<b>64.6%</b>	33.0%	2.4%	0.0%	<b>35.4%</b>
19	Communicative	16.6%	45.5%	<b>62.1%</b>	33.0%	4.9%	0.0%	<b>37.9%</b>
20	Rational	19.9%	38.6%	<b>58.5%</b>	33.7%	7.8%	0.0%	<b>41.5%</b>
21	Restrained	17.2%	42.2%	<b>59.3%</b>	33.9%	6.8%	0.0%	<b>40.7%</b>
22	Sociable	18.2%	32.7%	<b>50.9%</b>	38.7%	10.4%	0.0%	<b>49.1%</b>
23	Persuasive	15.3%	36.4%	<b>51.6%</b>	39.3%	9.1%	0.0%	<b>48.4%</b>
24	Coordinator	14.2%	36.4%	<b>50.6%</b>	40.6%	8.7%	0.0%	<b>49.4%</b>
25	Challenging	15.6%	33.5%	<b>49.1%</b>	38.0%	12.7%	0.2%	<b>50.9%</b>
26	Disciplined	15.7%	33.2%	<b>48.9%</b>	36.5%	14.6%	0.0%	<b>51.1%</b>
27	Extrovert	12.7%	35.3%	<b>48.0%</b>	42.5%	9.5%	0.0%	<b>52.0%</b>
28	Decisive	8.5%	38.7%	<b>47.2%</b>	40.5%	12.3%	0.0%	<b>52.8%</b>
29	Calm	3.3%	18.0%	<b>21.3%</b>	55.9%	22.6%	0.2%	<b>78.7%</b>

## Appendix 3

# Career Interests

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- 1 Art and design
- 2 Business and management
- 3 Counselling and social services
- 4 Marketing and advertising
- 5 Education and training
- 6 Engineering
- 7 Science and research
- 8 Healthcare
- 9 Entertainment
- 10 Administration
- 11 Media and communication
- 12 Land and environment
- 13 Security and emergency services
- 14 Tourism and leisure
- 15 Sports and fitness
- 16 Computing and technology
- 17 Beauty and style
- 18 Retail and sales
- 19 Animal care
- 20 Finance
- 21 Transport and logistics
- 22 Government, law and politics
- 23 Food and drink
- 24 Manufacturing
- 25 Construction and trades
- 26 Agriculture and farming
- 27 Military



# About CareerAddict

CareerAddict is a leading online resource dedicated to helping professionals kickstart and advance their career. With over 1 million monthly readers, we provide expert career advice and insights into the modern workplace.

We cover everything from writing your first CV to choosing the perfect career, interviewing for your dream job to negotiating a better salary, and dealing with workplace issues to improving management skills.

CareerAddict caters to a diverse audience of jobseekers, students, workers, employers and everyone else in between, equipping them with the tools, information and resources they need to achieve their aspirations and take their careers one step further.

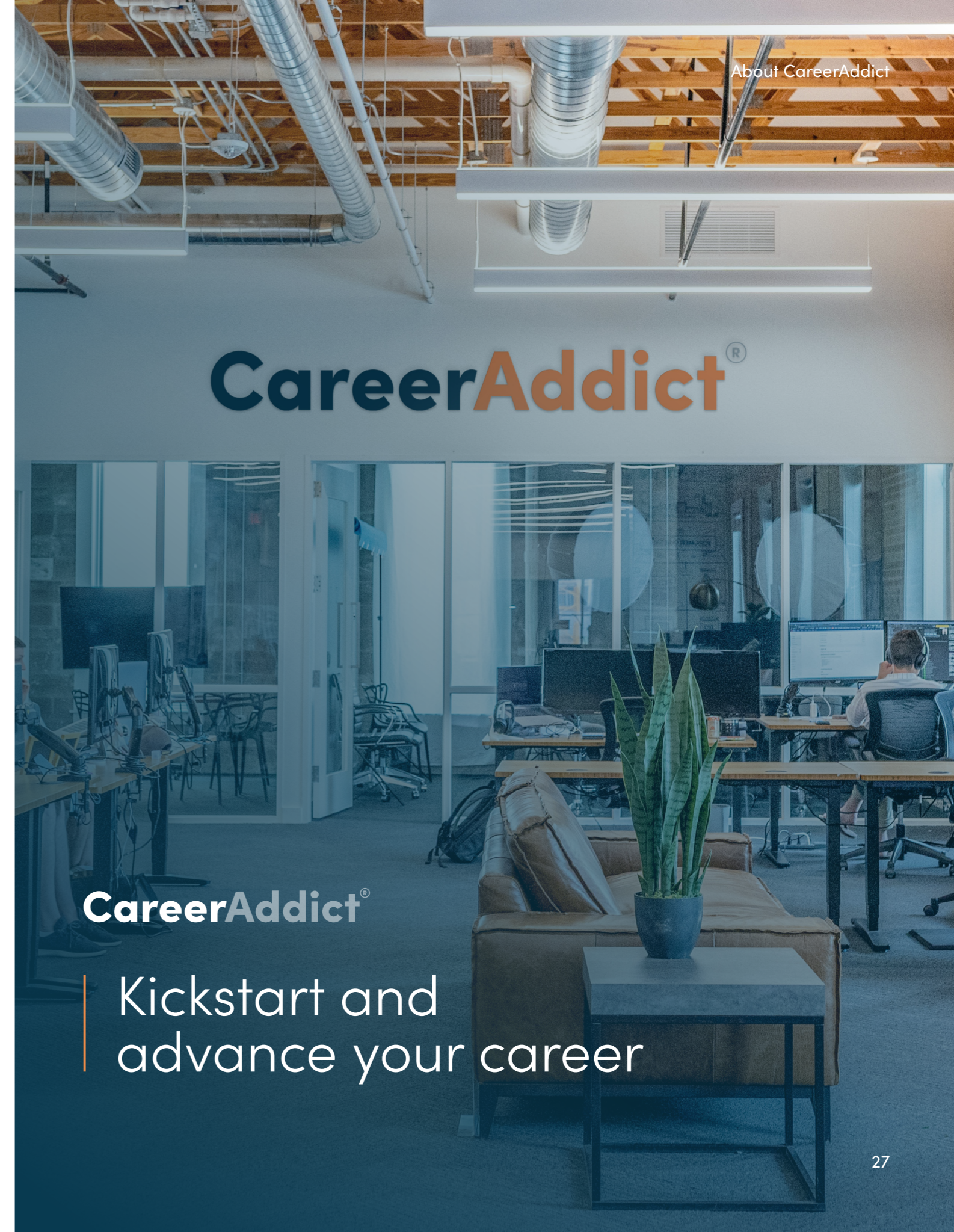
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