



Global TGI Barometer Issue 24: Working Nine to Five

Many of us spend five days out of seven in the office, and more time with our colleagues than our families, but how much do we really enjoy our jobs? Do we see them as challenging careers with opportunities to progress or simply a way to pay the bills? With the help of the latest Global TGI data we investigate, and take a look at how opinions vary across the world.

Enthusiastic Employees

Of the countries studied, Uganda topped the stakes, with a huge 70% of consumers viewing their work as a career rather than just a job, and nearly two thirds of Indians and Chinese in urban areas agreeing similarly. A very different story emerges in parts of Europe; just 37% of Germans and less than a quarter of Russians see their employment in this way. More encouragingly, however, in most countries less than a third of people only go to work for the money, although 42% of Greeks agree that this is their sole motivation.

Aiming High

East African consumers are a particularly ambitious lot, with over 80% of Ugandans and Kenyans aspiring to get to the very top of their careers, compared to just a quarter of Hungarians and less than a third of Brits. Latin Americans seem equally driven, with nine out of ten Peruvians and 84% of Mexicans dreaming of setting up their own business one day. The figures suggest that in many places this does tend to remain a dream, however; of Western European workers, for example, only 12% of Brits and one in ten Germans are actually self-employed.

Making Money

Consumers seem divided on how crucial money is to job satisfaction. Whilst 67% of Ugandans and 57% of Russians believe that money is the best measure of success, only 30% of Germans and 37% of Hungarians agree. In India three quarters of consumers regard job security as more important than the money they earn, although in Western European countries such as Britain and Ireland, this is a much lower priority.

Achieving the Work-Life Balance

With many of us following increasingly hectic schedules, it can sometimes seem as if the work-life balance has been thrown totally out of skew. 30% of Brits sometimes bring work home with them, half of Ugandans worry about their jobs during their leisure time and two thirds of Peruvians would sacrifice time with their family to get ahead. Although 67% of Britons feel that the way they spend their time is more important than the money they make, this

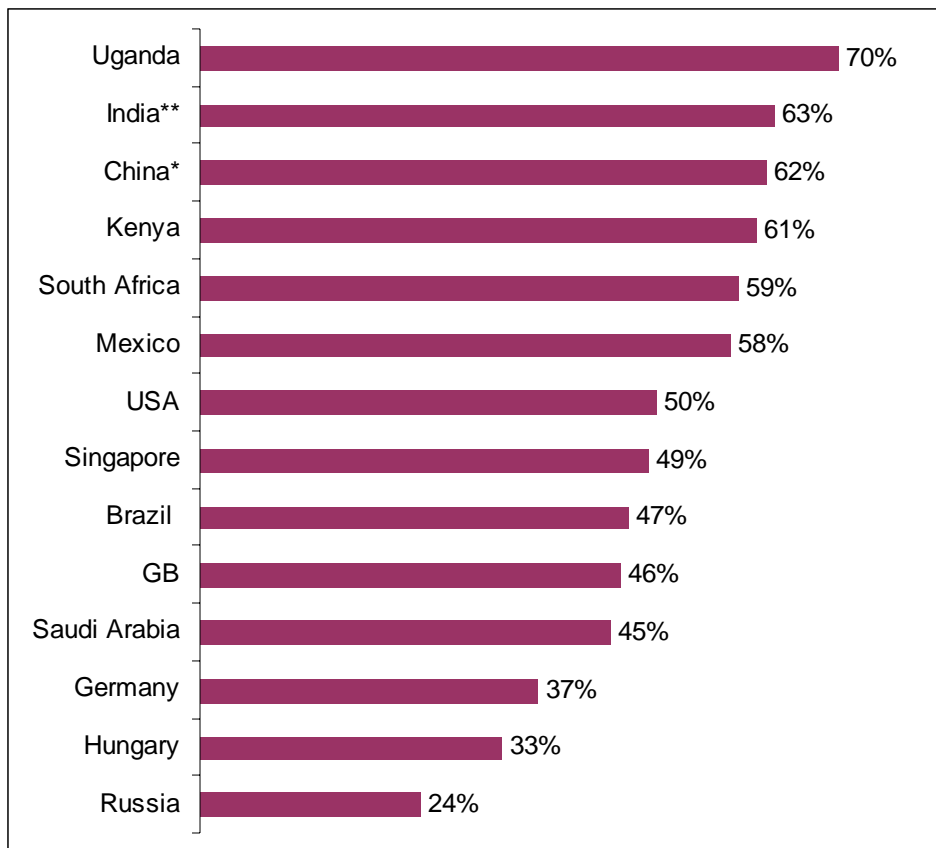


Global TGI Barometer Issue 24: Working Nine to Five

sentiment is not generally shared across the world; with Hungarians and Germans particularly likely to have the opposite priority.

However, traditional values are still very much in evidence. Nearly three quarters of consumers from Ireland, France and Iran feel that their family means more to them than their careers and 74% of Indians believe that in this day and age it is important to keep a balance between work and leisure time.

'I look on the work I do as a career rather than a job' (% agree)



** Indian data from ABC socio-economic groups in 40 urban centres

* Chinese data from 30 main cities

Base: Individuals aged 18+

Source: Global TGI



**Global TGI Barometer
Issue 24: Working Nine to Five**

Contact

Steve Cooke – marketing director KMR Group: +44 (0) 20 8433 4381

Katherine Miall – Global TGI executive: +44 (0) 20 8433 4487

www.tgisurveys.com

Editors' Notes

The Global TGI network operates single-source consumer and media studies in over 50 countries worldwide. Used by brand owners, media owners and agencies, it measures consumers' product and brand usage, media consumption and attitudes, based on large samples - over 700,000 respondents annually worldwide. A typical survey will cover around 4,000 brands and 500 product categories.

TGI was originally developed in the UK by BMRB, one of the UK's leading marketing research companies. The first survey was conducted in 1969 and for the past 37 years BMRB has continued to market the service in Great Britain. BMRB is part of the KMR Group, which markets TGI globally.

KMR Group is a division of the Millward Brown Group, part of Kantar, WPP's insight, information and consultancy division. For more information, visit www.kmr-group.com