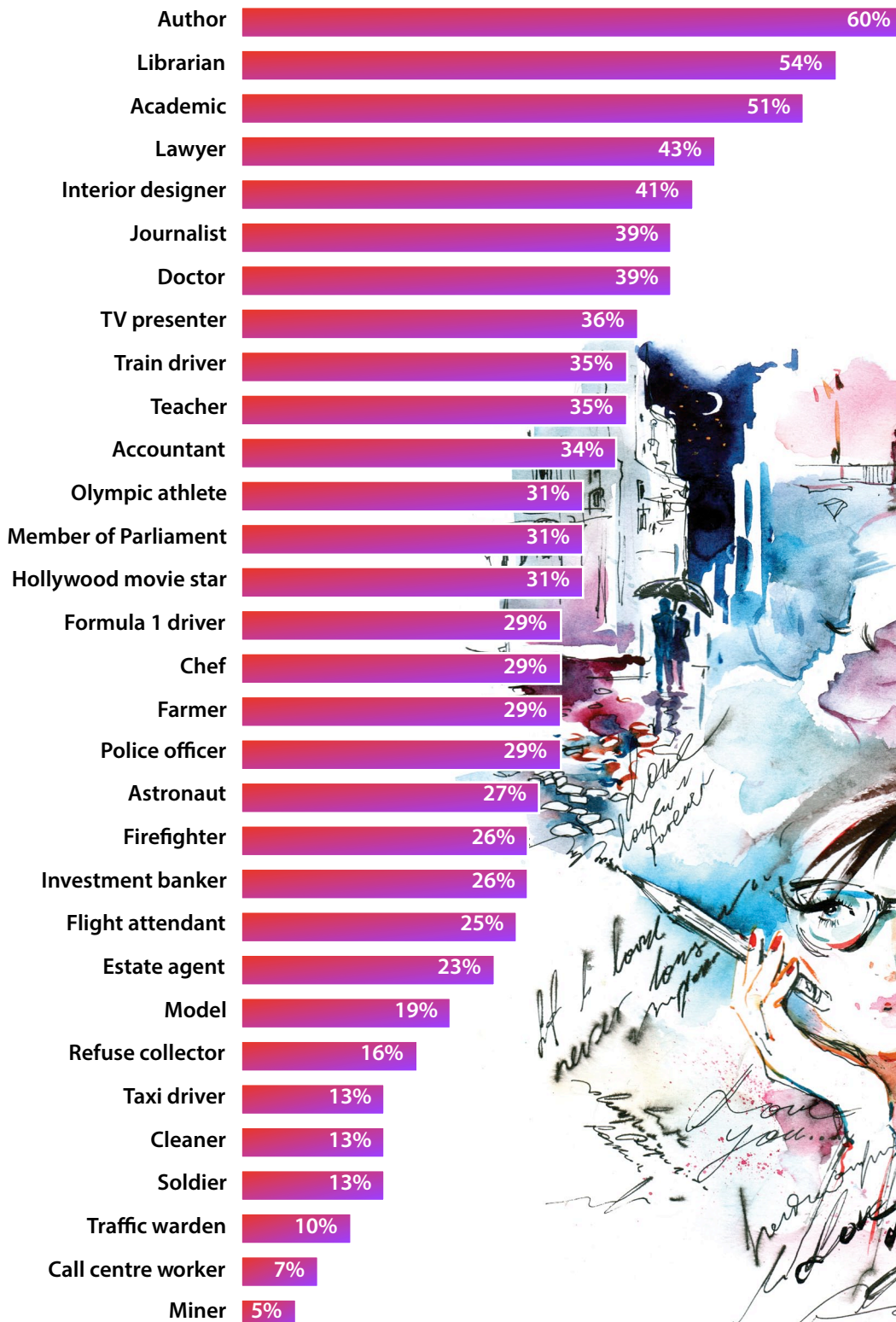


Making a living

The most desired jobs in Britain are not what you might expect; they are not even the most reliably well paid ones

% who say they would like to do the following jobs for a living

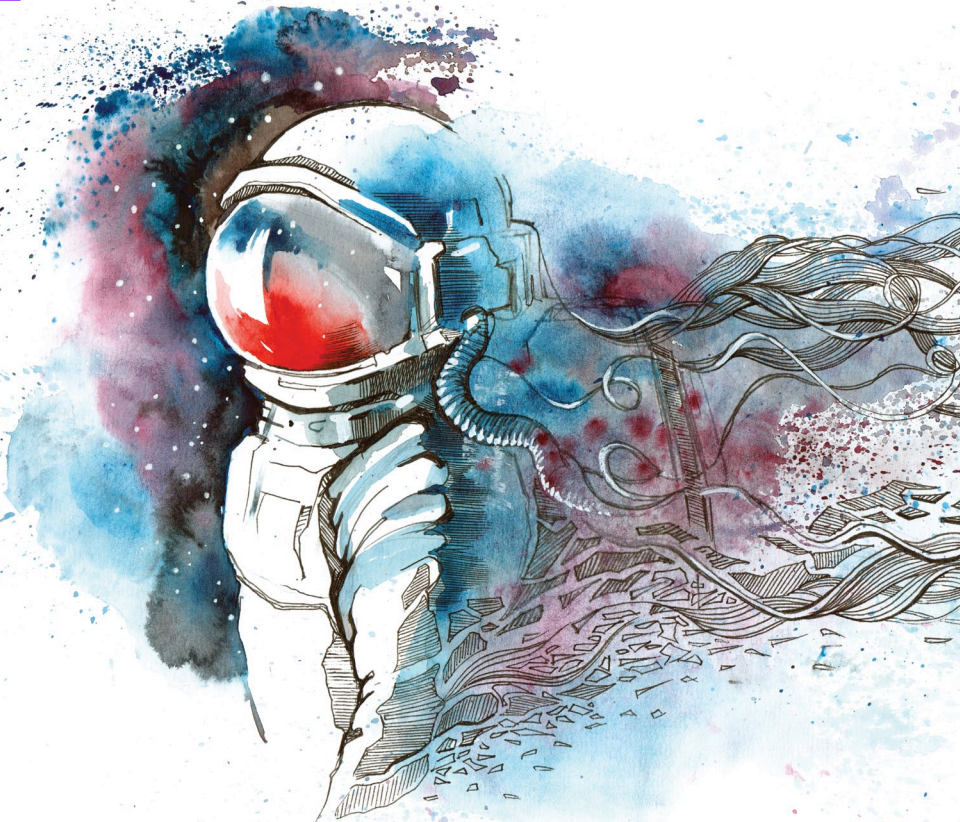
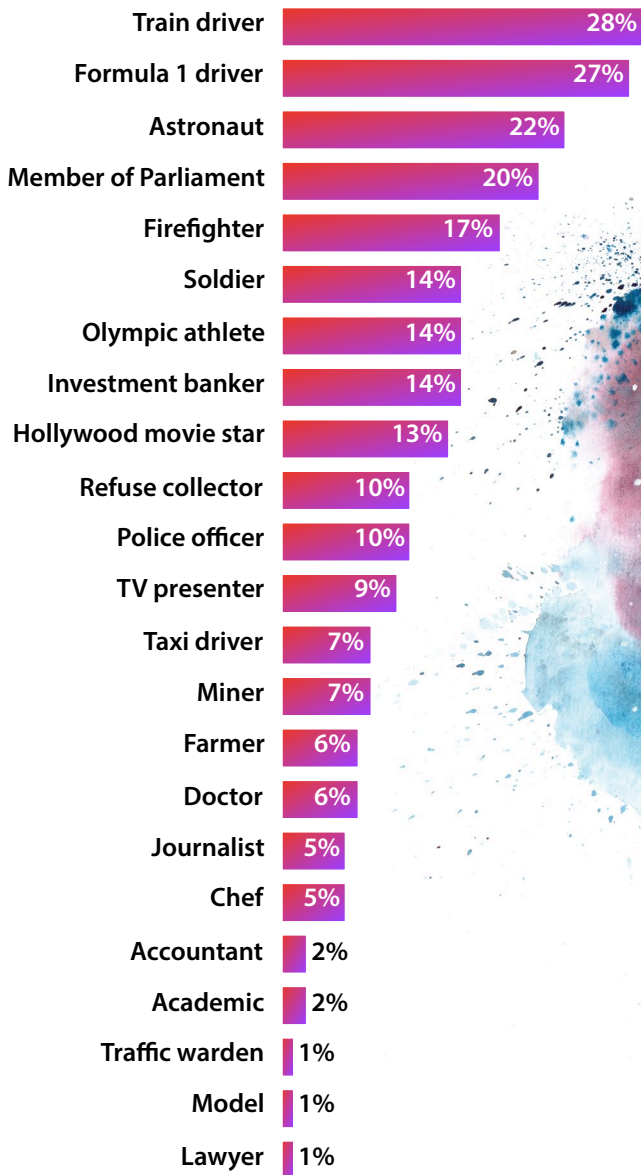
(Respondents were shown a random sample of 8 of the following jobs)



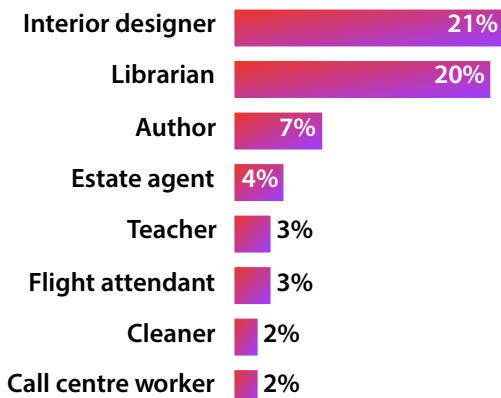
Differences in job appeal by gender

Both men and women favour the three most popular jobs of author, librarian and academic. Law, journalism, medicine and TV also feature in both of their top tens. But there are still some striking differences between genders.

Men are more likely than women, by this percentage, to want to do each of these jobs for a living:



Women are more likely than men, by this percentage, to want to do each of these jobs for a living:



Some issues

- What makes a job desirable?
- What job could you never imagine yourself doing, and why?
- What could be done to cut down the gender difference so that, for example, the numbers of men and women who wanted to be an astronaut were similar?

Base: A survey of 14,294 GB Adults in February 2015 (each individual base size ranging from 3,643 to 3,797).

Source: YouGov www.yougov.co.uk/news/2015/02/15/bookish-britain-academic-jobs-are-most-desired/