



Stressed



Okay



Amazing

REPORT

# Shift Pulse Report

Insights from the global people platform for hourly work

**The Shift Pulse Report measures the feelings shift workers (hourly workers) across key industries in the United Kingdom such as healthcare, hospitality, retail and services have towards their work.**

**Labour shortages nationwide have meant that many shift workers are under immense pressure. This biannual update tracks the sentiment of these workers, from insights collected by Deputy's Shift Pulse\* feature.**

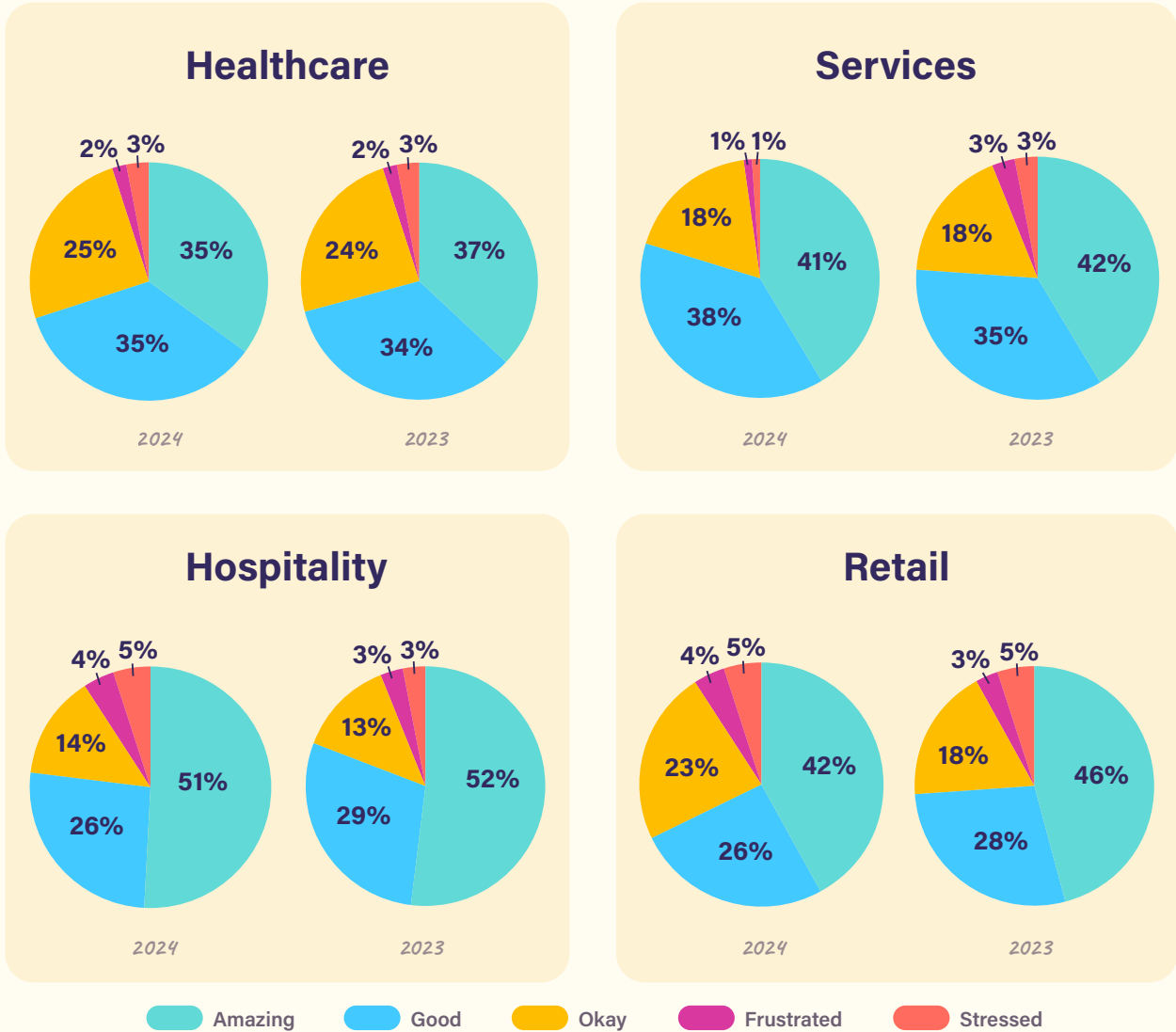
\*Deputy's [Shift Pulse feature](#) helps businesses easily capture continuous feedback from employees with a simple, one-step way for teams to share how they're feeling after every shift. With these valuable insights, managers can make changes to improve the team's effectiveness and create a thriving workplace.

Percentages are rounded to the nearest whole number.

276,000 Shift Pulse Survey responses were analysed for this report.

A screenshot of a mobile survey interface. At the top, it shows the time '12:22' and battery status. Below is the Deputy logo (a red starburst) and a close button (an 'X'). The main question is 'How did you feel during your shift today?'. A reassuring message says 'Don't worry, your response is anonymous'. There are five response options with corresponding emojis: 'Amazing' (happy face), 'Good' (neutral smile), 'Okay' (neutral face), 'Frustrated' (frowny face), and 'Stressed' (frowny face with closed eyes). Below the options is a text input field labeled 'Tell us why (optional)'. At the bottom is a prominent blue button labeled 'Send feedback'.

# The happiest shift workers in the UK work in Hospitality



## Healthcare

Notable improvement in positive sentiments, with a decrease in "stressed" ratings and an increase in "amazing" from 35% to 37%.

## Hospitality

A decrease in the highest satisfaction ("amazing") rating, going from 52% in 2023 to 51% in 2024.

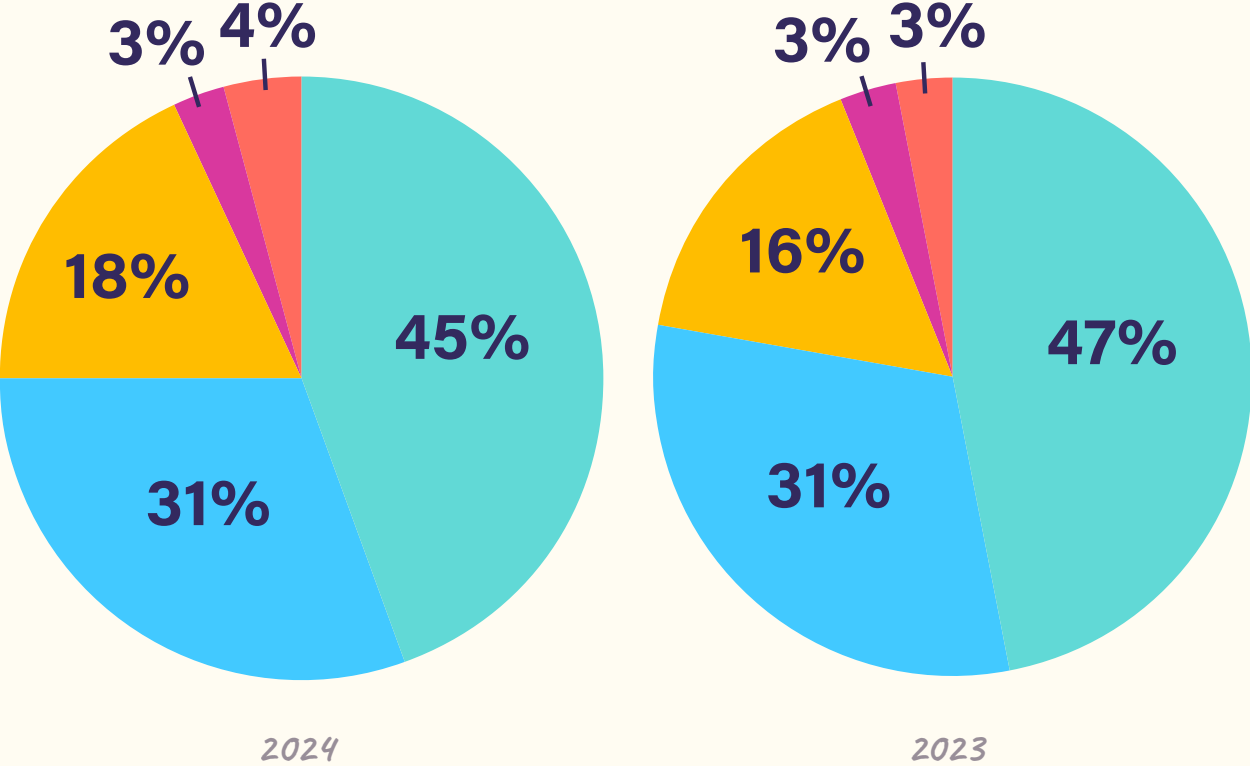
## Retail

Slight decrease in positive sentiments, with "amazing" dropping from 46% in 2023 to 42% in 2024 but still maintaining a strong positivity.

## Services

Strong improvement in positive sentiment with a noticeable decrease in "stressed" ratings from 3% to 1%, but there is also a decrease in "amazing" from 42% to 41%.

# Overall happiness levels for shift workers in the UK



### Highest Positive Sentiment in Hospitality

The hospitality sector shows the highest percentage of "amazing" ratings in 2024, indicating exceptional job satisfaction, possibly due to good working conditions or a fulfilling work environment.

### Significant Stress and Frustration in Retail

Retail shows high levels of stress and frustration, indicating a challenging environment, likely due to the pressures from customer interactions and fast-paced work.

### Stress Reduction in Services

The services sector demonstrates a notable reduction in stress levels, suggesting improvements in working conditions or effective stress management strategies.

### High Satisfaction in Healthcare

The healthcare sector has shown improvements, with high percentages of employees rating their job satisfaction as "good" and "amazing," reflecting potentially improved working conditions or morale.

### General Improvement Across Sectors

Most sectors show a general improvement or consistency in employee satisfaction from 2023 to 2024, suggesting overall positive changes in workplace environments across the UK.



# Happiest Industries

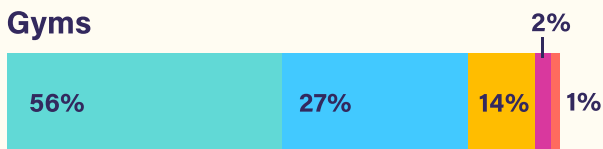
## Warehousing & Storage



## Warehousing & Storage

A striking 66% of employees feel "amazing," indicating a highly positive workplace environment, possibly attributed to good organisational practices and job satisfaction in this sector.

## Gyms



## Dentists

A high 63% of dentists report feeling "amazing," which suggests a fulfilling professional environment, possibly due to the satisfaction derived from patient care and the respect associated with the profession.

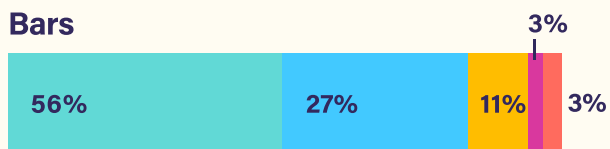
## Dentists



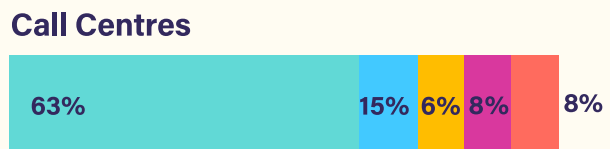
## Call Centres

Despite high stress, a surprising 63% of call centre employees feel "amazing." This could be due to effective stress management strategies, rewarding customer interactions, or a strong sense of accomplishment in resolving issues.

## Bars



## Call Centres



## Bars

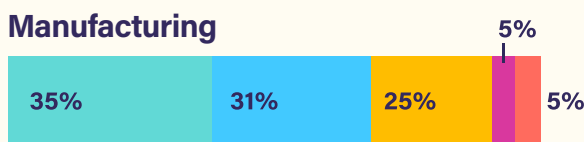
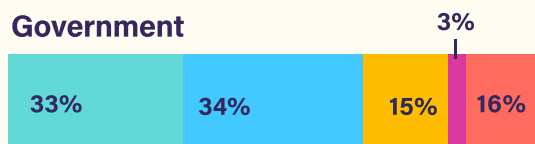
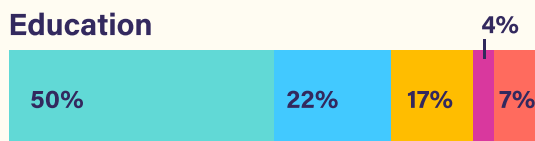
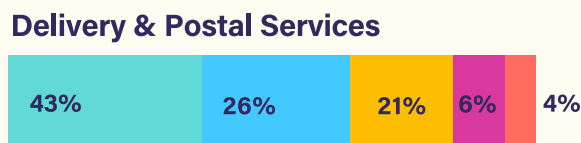
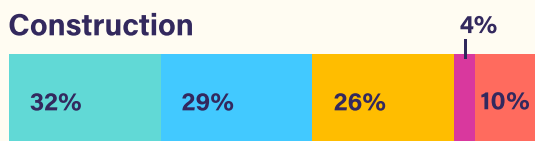
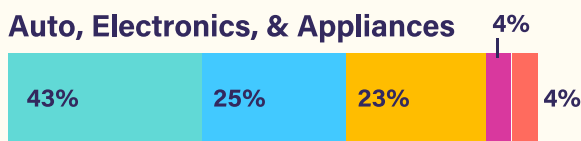
With 56% of employees feeling "amazing," bars provide a socially engaging and dynamic work atmosphere that contributes to employee happiness.

## Gyms

56% of gym employees rate their sentiment as "amazing," reflecting the positive impact of working in a health and fitness-oriented environment, likely boosting both physical and mental well-being.

**Pubs, Warehouses, Dentists and Gyms are the happiest UK workplaces, according to data from Deputy.**

# Unhappiest Industries



## Pharmacies & Chemists

Exhibiting the highest combined stress and frustration levels at 51%, this sector faces significant challenges, likely due to the high demands and critical nature of healthcare provision.

## Government

High stress (15%) and moderate frustration (3%) levels accumulate to a challenging environment, possibly due to bureaucratic complexities and the demanding nature of public service.

## Logistics, Distribution & Freight

With combined stress and frustration levels at 23%, this sector reflects the demanding nature of logistics work, characterised by tight schedules and significant responsibility for the flow of goods.

## Home, Hardware & Garden Stores

The high stress (10%) and lower frustration (3%) levels suggest a potentially high-pressure retail environment, possibly driven by customer service and sales targets.

## Construction

Notable stress (10%) and frustration (4%) indicate a tough work environment, often due to physical demands, safety issues, and the pressures of meeting project deadlines.

## High Stress in Delivery & Postal Services

This sector shows significant stress and frustration, indicative of the pressures associated with time-sensitive deliveries and high customer expectations.



**Improving the world of work,  
one shift at a time.**

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