

SNAPSHOT REPORT

Shift to Equity

United States Retail

Introduction

At Deputy, we sit at the heart of the labor markets, enabling us to observe and report on the global workforce effectively. In the last two years, we've developed the concept of the "Shift Work Economy," defined as workplaces with paid-by-the-hour employees and scheduled shifts on either an agreed, rotating, or irregular basis.

Deputy powers the schedules of over 170,000 US-based retail workers across 41,000 workplaces. This gives our organization access to unique insights into how this industry and others with a significant shift worker employee base have performed in the past and may perform in the future.

When we analyze these insights via the lens of gender, generation, geography, and industry, it allows us to see labor demand before it materializes and identify workplace trends such as compliance behavior, shift worker wellbeing, job stability, and scheduling fairness as well as shift equality and equity.

Deputy's Shift to Equity: Snapshot Report (US Retail) takes a look at the current shift-equity trends across the industry where men still continue to see a greater share in shifts and hours in comparison to women across the majority of retail subsectors.

Although many workers are exiting the industry to other sectors in search of more job security, higher wages, predictable schedules, and flexibility — the city and state legislative process will increasingly begin to improve such work conditions from which women are set to benefit.

Difficulty in accessing childcare, combined with uncertainty in scheduled work shift hours, has led many to exit the workforce entirely. The pandemic has exposed these vulnerabilities, with school/childcare closures driving substantial declines and resignations among women retail workers. In expectation, a by-product of Fair Work Week Ordinances and Right-To-Request laws will be encouraging the entry (and re-entry) of women in retail — through improved work conditions and greater reliability of work hours to plan for caregiving responsibilities.



Silvija Martincevic

CEO at Deputy

Data Analysis

The Snapshot Report: Shift to Equity (United States Retail) was produced by the leading scheduling software platform, Deputy, utilizing aggregated Deputy customer data. The report features an industry-focused data analysis of US shift workers across the retail industry.

Independent Labor Economist, Shashi Karu, analyzed 1,914,468 shifts and 13,838,196 hours of 24,217 shift workers to produce the insights in this report.



Shashi Karu

Consulting Economist

Shashi provides specialized advisory services in policy and market design; thought leadership in city, workforce, and future technologies; and economic strategies. He works with a variety of federal and state government entities, international development organizations, tech start-ups, and ASX-listed companies. Prior to this, he held senior professional roles in several consulting firms. Shashi obtained his Ph.D. from the University of Melbourne.



Industry sample sets will not add up to the overall number of shift workers due to data being analyzed from other industries not called out in the report, churn and other events that have occurred between Jan 2020 and Jan 2023.

This data has been normalized to account for seasonality and demand of workforce fluctuations throughout the week (e.g. weekdays vs. weekends).

In the report "women" refers to female-identifying Deputy users and "men" refers to male-identifying users.

Men continue to retain a greater share of shift work hours (at 56%) compared to women (44%) in the US Retail industry.

Retail trade



WOMEN

43

Average age

18

avg shifts/month

7h

avg. shift length

44%

of total retail workforce

126h

Average hrs/month



MEN

43

Average age

18.5

avg shifts/month

7.4h

avg. shift length

56%

of total retail workforce

136h

Average hrs/month

Auto, electronics & appliances



WOMEN



MEN

19
avg shifts/month

7.5h
avg. shift length

26%
of total retail
workforce



Average hrs/month

26.5
avg shifts/month

8.1h
avg. shift length

74%
of total retail
workforce

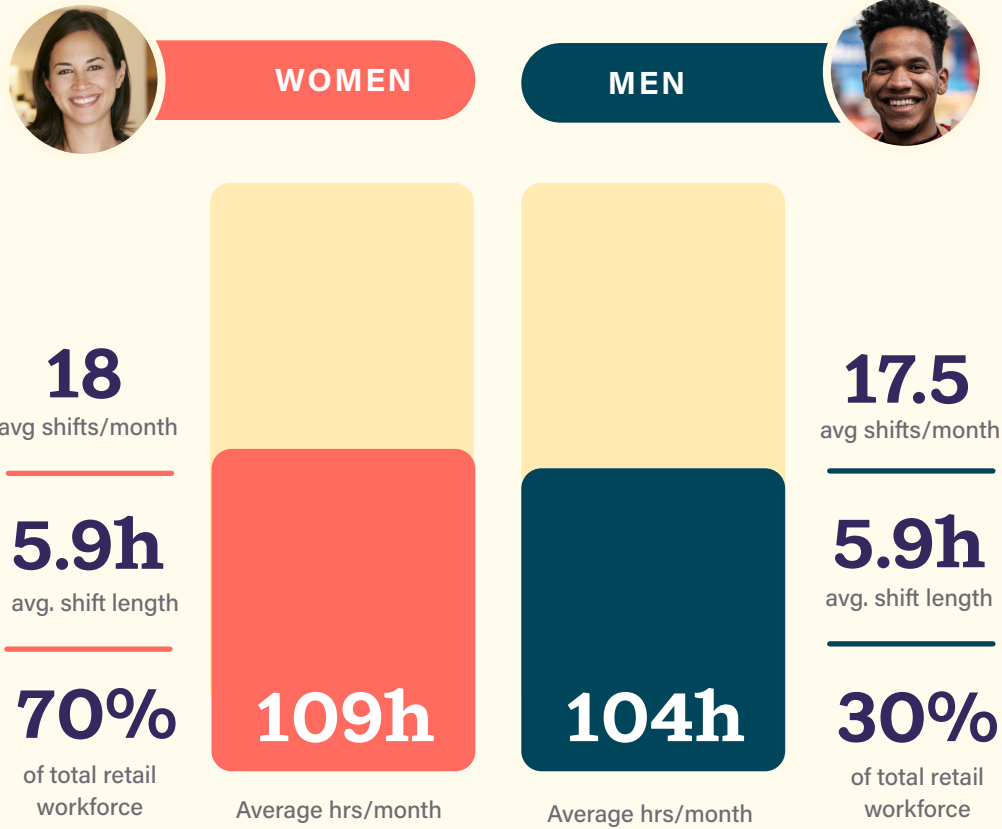


Average hrs/month



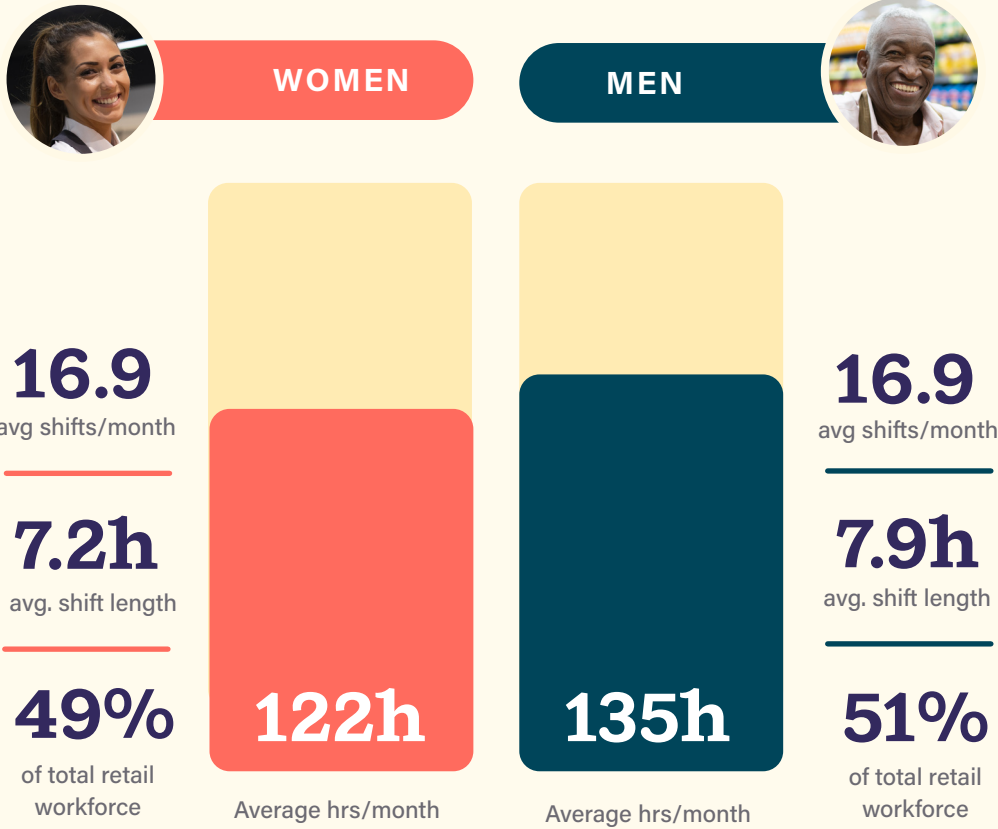
- Women continue to be underrepresented in the sector making up only 22% of the current employee workforce, in part due to men's dominance in the automotive sector.
- In tight labor market conditions, we saw a 9% increase in the share of women in the sector.

Clothing & Personal care



- Women currently make up 70% of the employee workforce in this sector, with men accounting for 30%
- However, in terms of scheduling equality in shifts and hours, retail workers in the clothing and personal care sector on average are receiving comparable shifts, hours and shift lengths.

Supermarkets



- The supermarket industry sector is one of the most equal in terms of the percentage of men (49%) and women (51%) in its workforce and shifts scheduled per month, with women working slightly longer shifts and hours per month on average.
- Deputy data identifies that women benefitted from tight labor market conditions and strong employment growth in Food and Beverage stores. Since 2021, women now represent the (slightly higher) majority of workers in the sector.

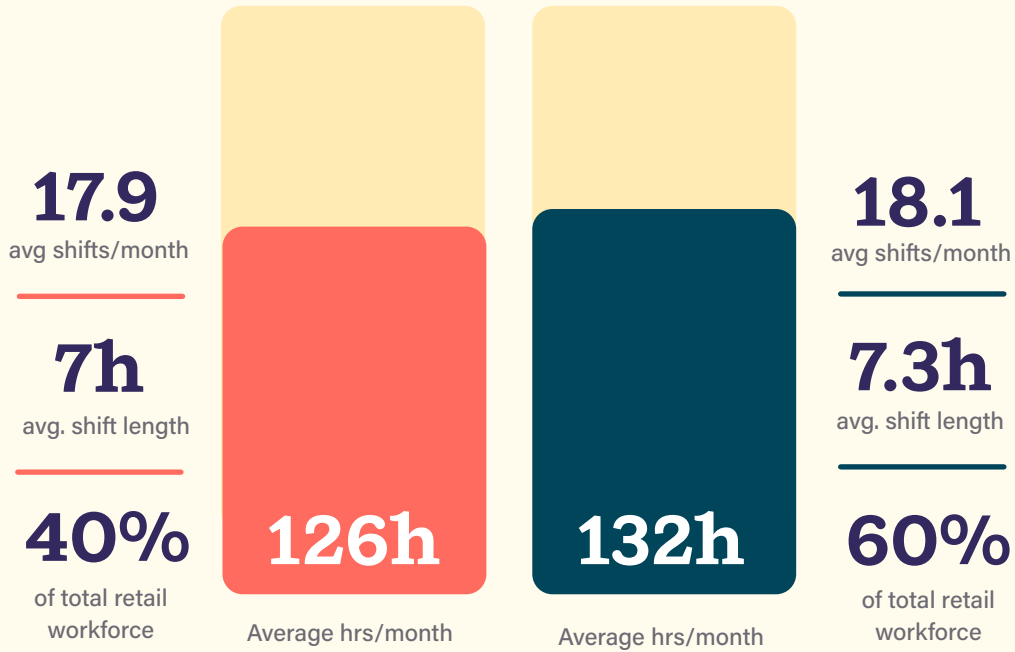
Home, hardware and garden



WOMEN



MEN



- The number of women working in this sector has increased from 2021 to 2022 by 3% and the percentage of men working in this industry sector has decreased by 3% also.
- While there are 20% more men in this industry, men and women are seeing generally similar shared of shifts and hours scheduled, signaling higher scheduling equality in the home, hardware, and garden sector.

Pharmacies & Drug Stores



WOMEN



MEN

21.5
avg shifts/month

7.2h
avg. shift length

65%
of total retail
workforce



Average hrs/month

23.6
avg shifts/month

7.3h
avg. shift length

35%
of total retail
workforce

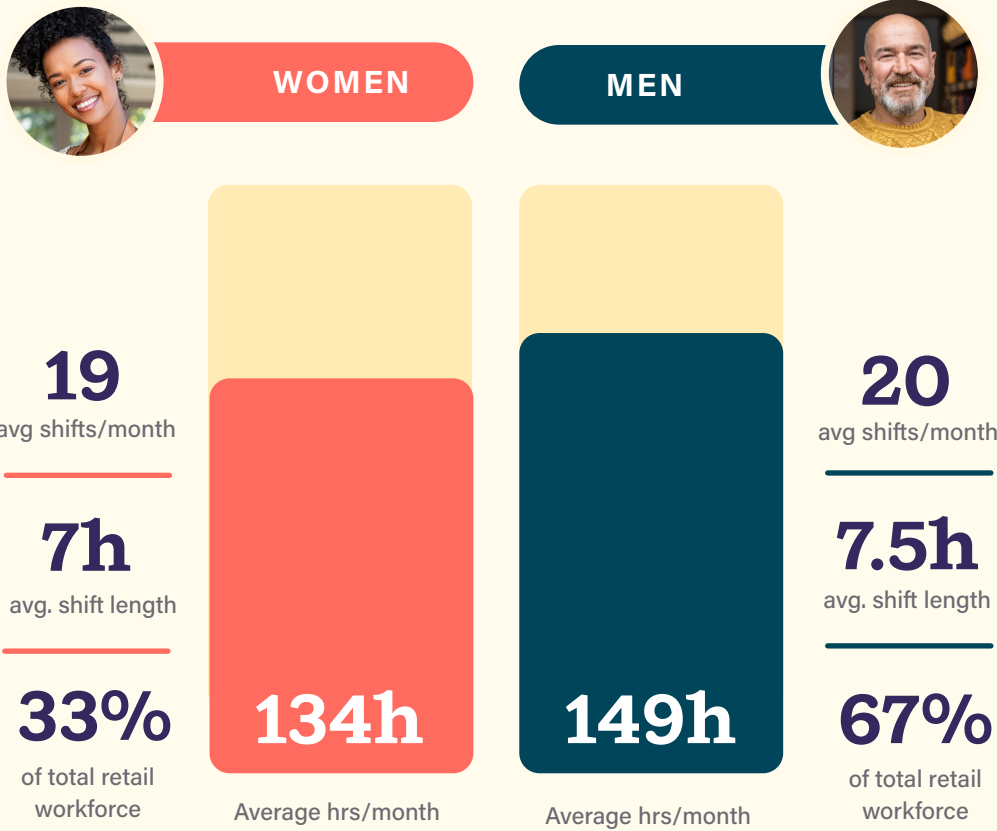


Average hrs/month



- Women make up a large proportion of shift workers in the Pharmacies and Chemist sectors (over 64% of the industry), with the share of women shift work hours having increased by over 5% since 2020.
- Even with women representing the overwhelming majority of the workforce in this sector, men are being allocated more shifts and hours on average than women.

Small business (Mom & Pop)



- Men represent the majority of employees in the small business sector, accounting for 67% of the workforce
- Men are allocated an average of 19 shifts per month, one additional shift over women's average of 18 per month.

Logistics



WOMEN

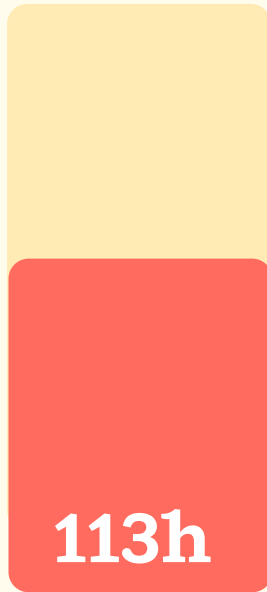


MEN

12.6
avg shifts/month

8h
avg. shift length

34%
of total retail
workforce



20.6
avg shifts/month

9h
avg. shift length

66%
of total retail
workforce



- This emerging category of retail saw the strongest employment growth amongst the retail sectors.
- Men represent nearly two-thirds of shift work hours in the sector, receiving over 1.6x as many shifts per month on average.

deputy 

Simplify Shift Work™

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