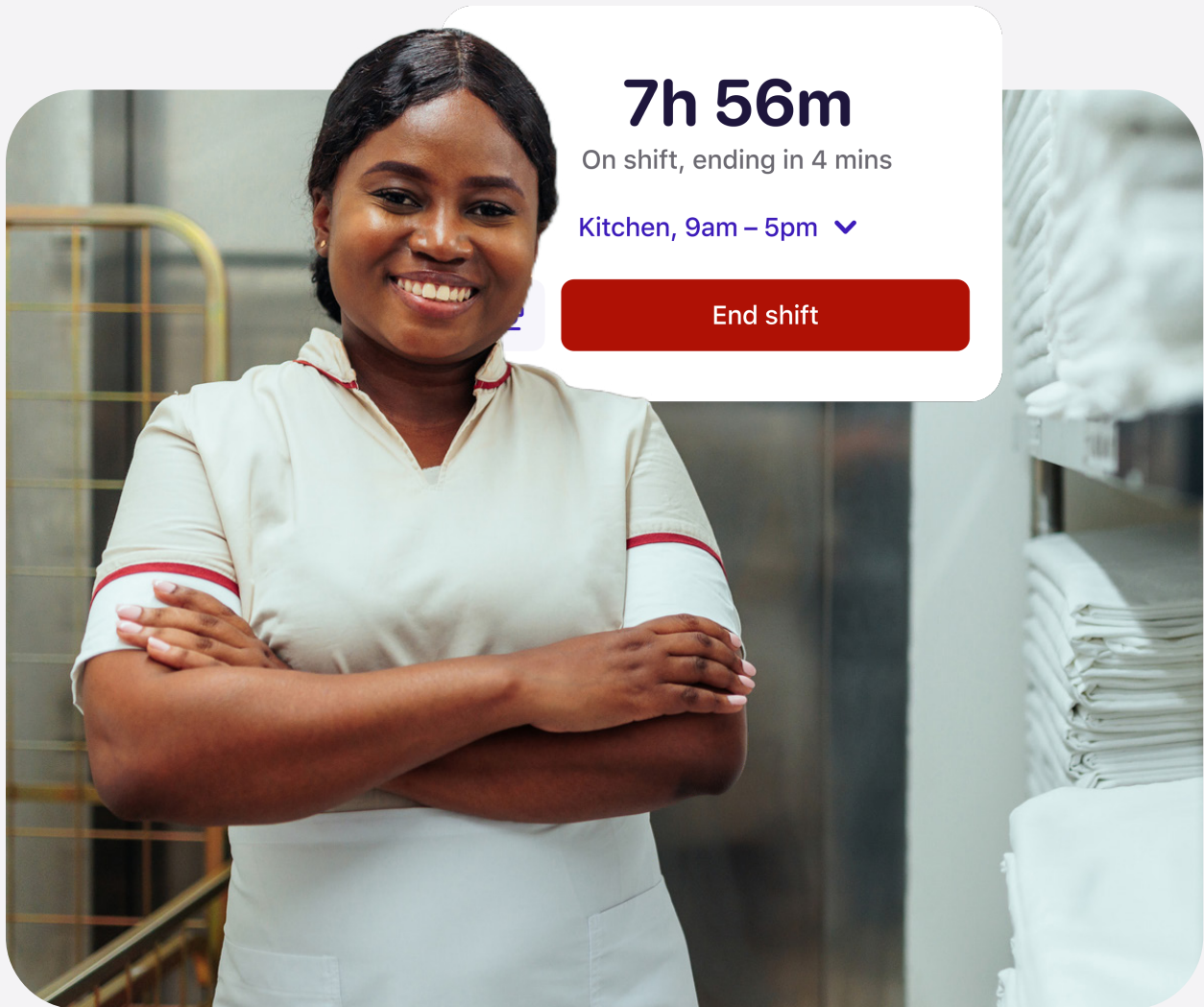


The State of Hourly Work



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Executive Summary

The 2024 UK State of Hourly Work Survey reveals a largely optimistic and engaged workforce. Key findings indicate a strong sense of managerial support and a positive outlook on skill development and workplace diversity. Over half of the surveyed hourly workers report consistent support from their direct managers, underscoring the importance of leadership in fostering job satisfaction.

Workplace diversity also emerged as a significant factor in employee satisfaction, with 54% of respondents strongly preferring to work in environments that prioritise inclusive hiring practices. This trend reflects a broader cultural shift towards inclusivity, which is increasingly recognised as a key driver of engagement and organisational success.

The role of technology and artificial intelligence in the workplace is another key area of focus. Most workers anticipate that AI will bring notable changes to their jobs, with many expressing equal parts enthusiasm and concern. Most workers also hold the belief that employers should invest more in digital tools to enhance job performance.

Financial security and predictability remain pressing concerns, with workers unable to cover their living expenses with their current wages. Employers need to address wage stability and create more predictable income streams.

Overall, the survey provides a comprehensive snapshot of the UK hourly workforce, highlighting the strengths in managerial support, skill development, and diversity while pointing to opportunities for improvement in financial stability and the integration of AI and technology.



Emma Seymour

Chief Financial Officer at Deputy

02

Methodology

Deputy partnered with Dimensional Research to conduct the State of Hourly Work Survey.

This report is based on a survey of 1,058 shift workers across the United Kingdom.

The respondents were selected to represent a diverse cross-section of the workforce, including variations in age, gender, industry, and company size. The survey data was collected through online questionnaires, ensuring participants could provide candid responses comfortably.

Shift Workers in Australia, the United Kingdom, and the United States were invited to participate in an online survey, bringing the total sample size across these regions to 3,494. The survey asked various questions about job satisfaction, financial stability, and skill gaps.

The survey was conducted between June 22 and July 20, 2024. Certain questions were repeated from similar 2020, 2021, and 2023 surveys to enable trend analysis.

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Trend-focused Data

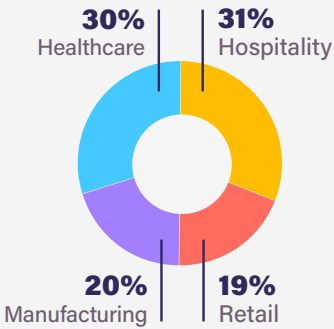
The 2024 survey methodology changed from prior years to include participants from the manufacturing industry, in addition to the healthcare, hospitality, and retail industries represented in prior years.

In a study such as this, it is important to balance the rigour of the analysis with the experience of the end reader. The best practice for rigorous internal research methodology would be to exclude the manufacturing data from the 2024 survey when analysing prior years. However, this would confuse a casual reader, as they would see two different sets of numbers for 2024.

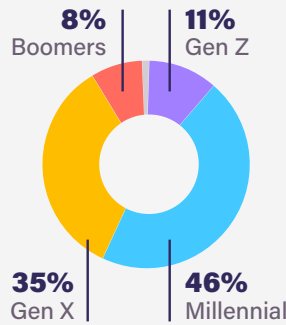
Dimensional Research analysed the impact of including manufacturing for 2024 on year-over-year trends. When comparing the 2024 data excluding manufacturing, there was very little impact on the overall findings for the trend questions; therefore, the additional manufacturing data was used without complex analysis or explanations for the reader.

The State of Hourly Workers in the UK

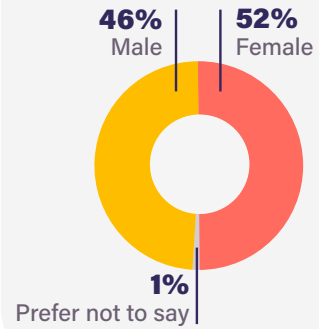
Industry



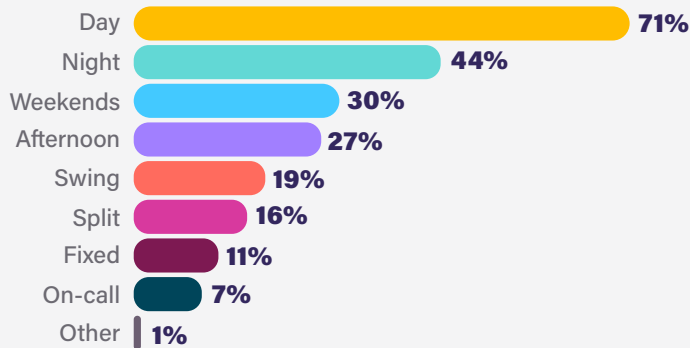
Generation



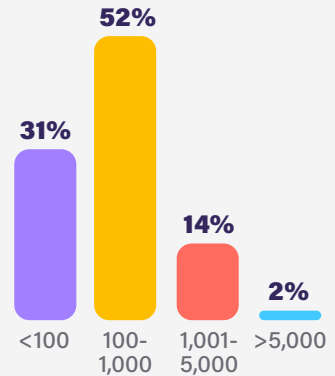
Gender



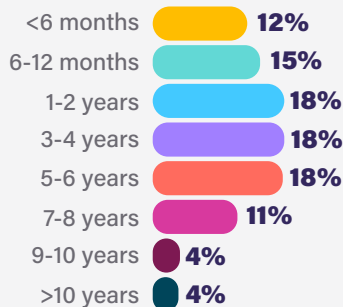
Type of Shifts



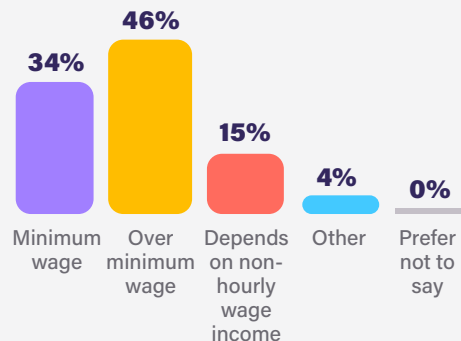
Size



Current tenure



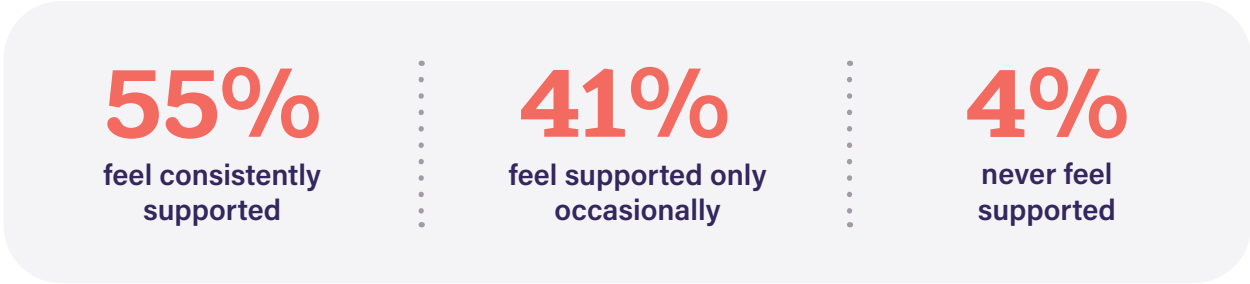
Income



Job Satisfaction *and* Engagement

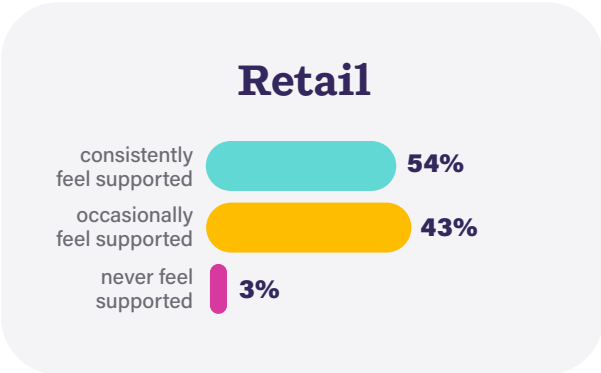
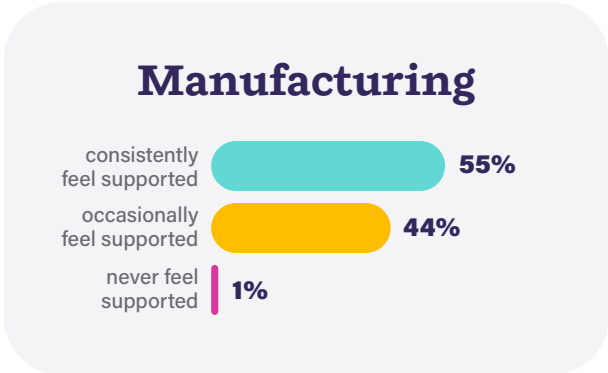
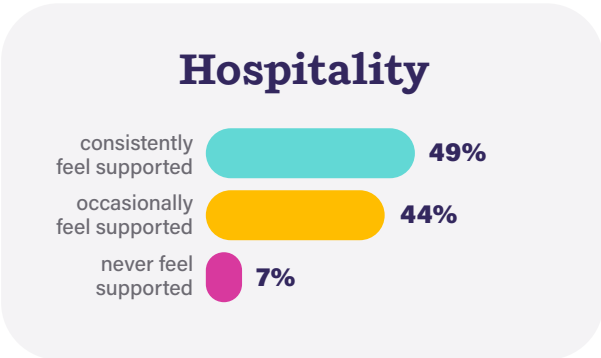
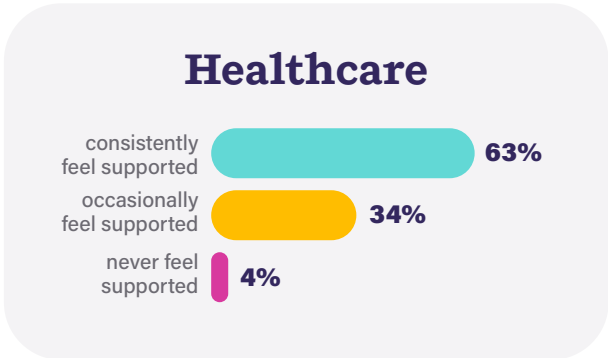


Is your direct manager supportive?



In the UK, 55% of employees feel that their direct manager consistently supports them, which indicates a strong level of satisfaction with managerial support across the workforce. However, 41% of employees report only occasional support from their direct manager, suggesting that there is room for improvement in providing consistent and reliable managerial guidance.

A small yet significant 4% of employees feel that they never receive support from their direct manager, which could point to deeper systemic issues within certain workplaces. These findings emphasise the critical role of continuous and dependable managerial support in fostering employee satisfaction and engagement across various sectors and demographics in the UK.



The perception of managerial support varies significantly across different industries in the UK. The healthcare sector stands out with 63% of employees consistently feeling supported by their direct managers, reflecting the critical role of leadership in this demanding field.

The hospitality sector, however, reports lower levels of consistent support, with only 49% of employees feeling consistently supported, which could indicate challenges in maintaining strong managerial connections in this fast-paced environment. In manufacturing and retail, the levels of consistent support are 55% and 54%, respectively, aligning closely with the overall average but still showing room for improvement.

Generational differences in perceptions of managerial support highlight varying expectations and experiences within the UK workforce. Millennials report the highest level of consistent support at 58%, suggesting that this generation feels more engaged with their managers.

Baby boomers follow close behind, also reporting strong levels of support, with 57% feeling consistently supported, indicating that their long-term experience in the workforce is being matched with adequate managerial attention. Gen Z and Gen X report slightly lower levels of consistent support at 54% and 52%, respectively, pointing to potential areas where management could focus on improving engagement with these groups.



What motivates them to go to work?



>>> 1% reported no motivation to go to work

In the UK workforce, employees are driven by a variety of factors that motivate them to go to work every day. 45% of employees are motivated by the opportunity to learn new skills, which highlights the importance of professional development and continuous learning in maintaining job satisfaction. 43% are motivated by their paycheck, indicating that financial compensation remains a key driver for many workers. Similarly, 43% value a good work environment, which underscores the importance of a positive and supportive workplace culture. Interestingly, 41% of employees simply enjoy being at work, reflecting a strong connection to their daily activities and work environment.

However, motivation varies across different factors such as industry, age, and personal circumstances. A small percentage (1%) of employees report that nothing motivates them to go to work, which could indicate a deeper level of disengagement or dissatisfaction within this cohort.

Financial Stability *and* Poly-Employment



How many jobs do hourly workers have?



>>> 1% of employees have four or more jobs with more than one employer

In the UK, 76% of employees report that they only have one job with one employer. This suggests a strong preference for or reliance on a single, stable source of income and employment.

However, 19% of employees hold two jobs with two different employers, indicating that a notable portion of the workforce is engaged in poly-employment, likely driven by the need for additional income or job security.

A smaller percentage, 4%, have three jobs with more than one employer, and only 1% of employees manage four or more jobs. These figures reflect the varied nature of employment in the UK, with most workers focusing on a single job while a significant minority juggle multiple roles.

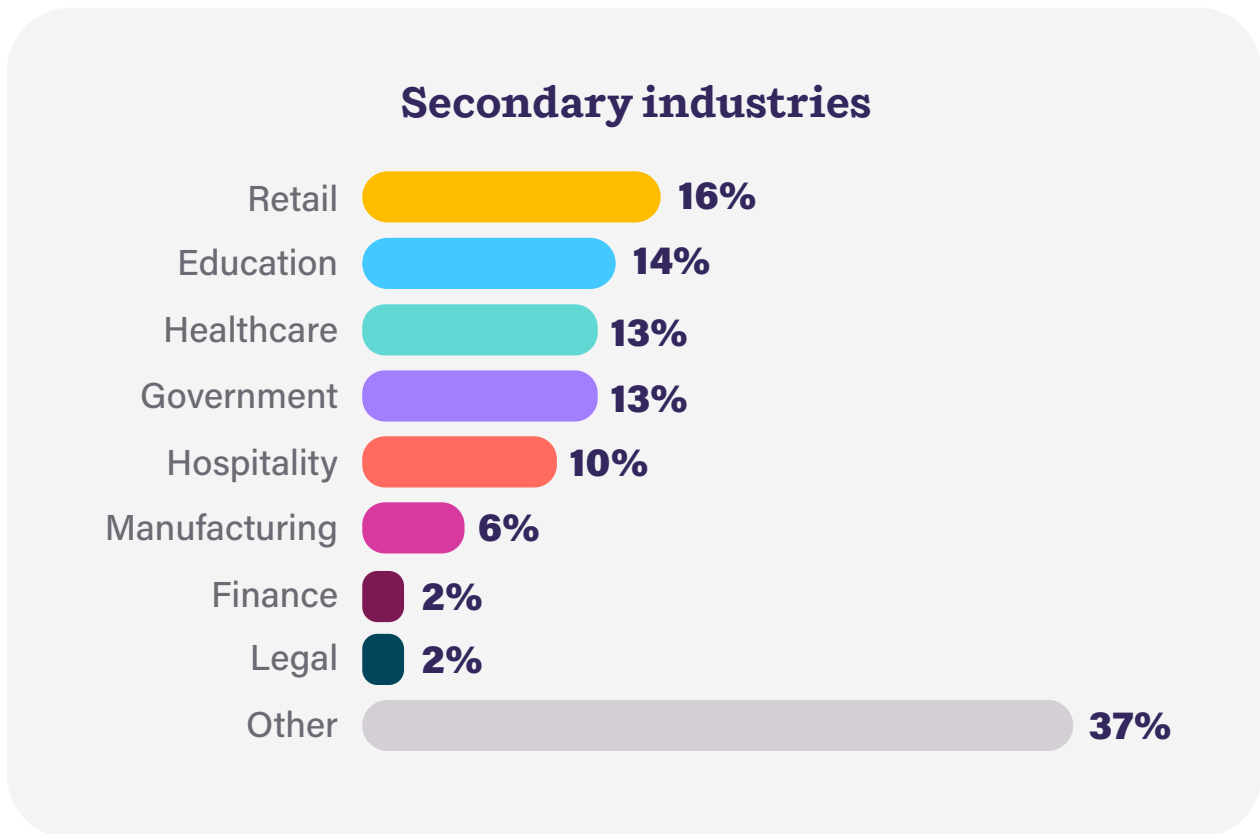
75% of employees with multiple jobs work in the same industry

25% of employees with multiple jobs work across different industries

In the UK, among employees who hold multiple jobs, a significant majority—75%—work in the same industry across all their roles. This trend suggests that workers prefer to leverage their skills and expertise within a specific industry, potentially to maximise efficiency and job satisfaction.

However, 25% of employees with multiple jobs work across different industries, indicating a degree of diversity in employment that could be driven by the need for varied income sources or a desire to explore different fields.

Which secondary industries do hourly workers engage in?

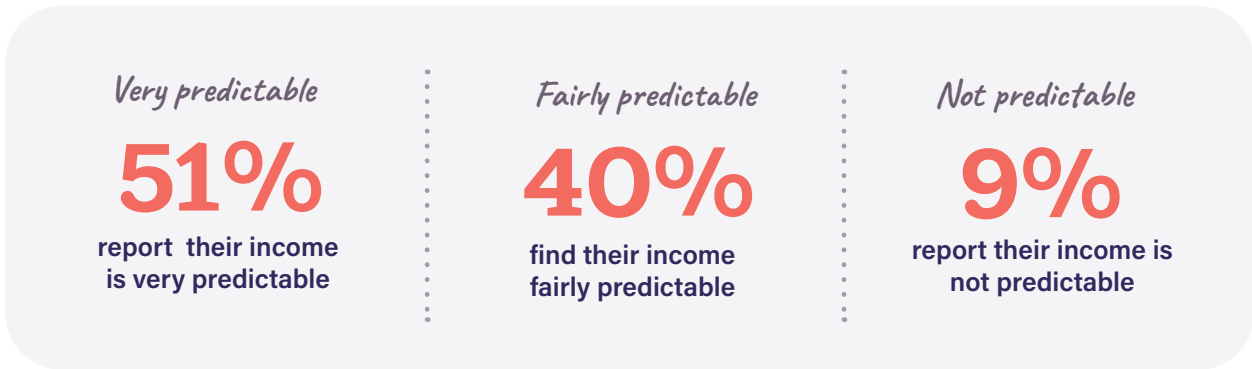


Many employees work across multiple industries beyond their primary sector of employment. The most common additional industries they work in are education and government, with 14% and 13% of employees working in these fields, respectively. Retail and healthcare also see significant cross-industry employment, with 16% and 13% of employees working in these sectors alongside their primary roles.

This trend reflects the diverse and flexible nature of the UK workforce, where workers often leverage their skills across multiple fields to maximise income or pursue varied interests.

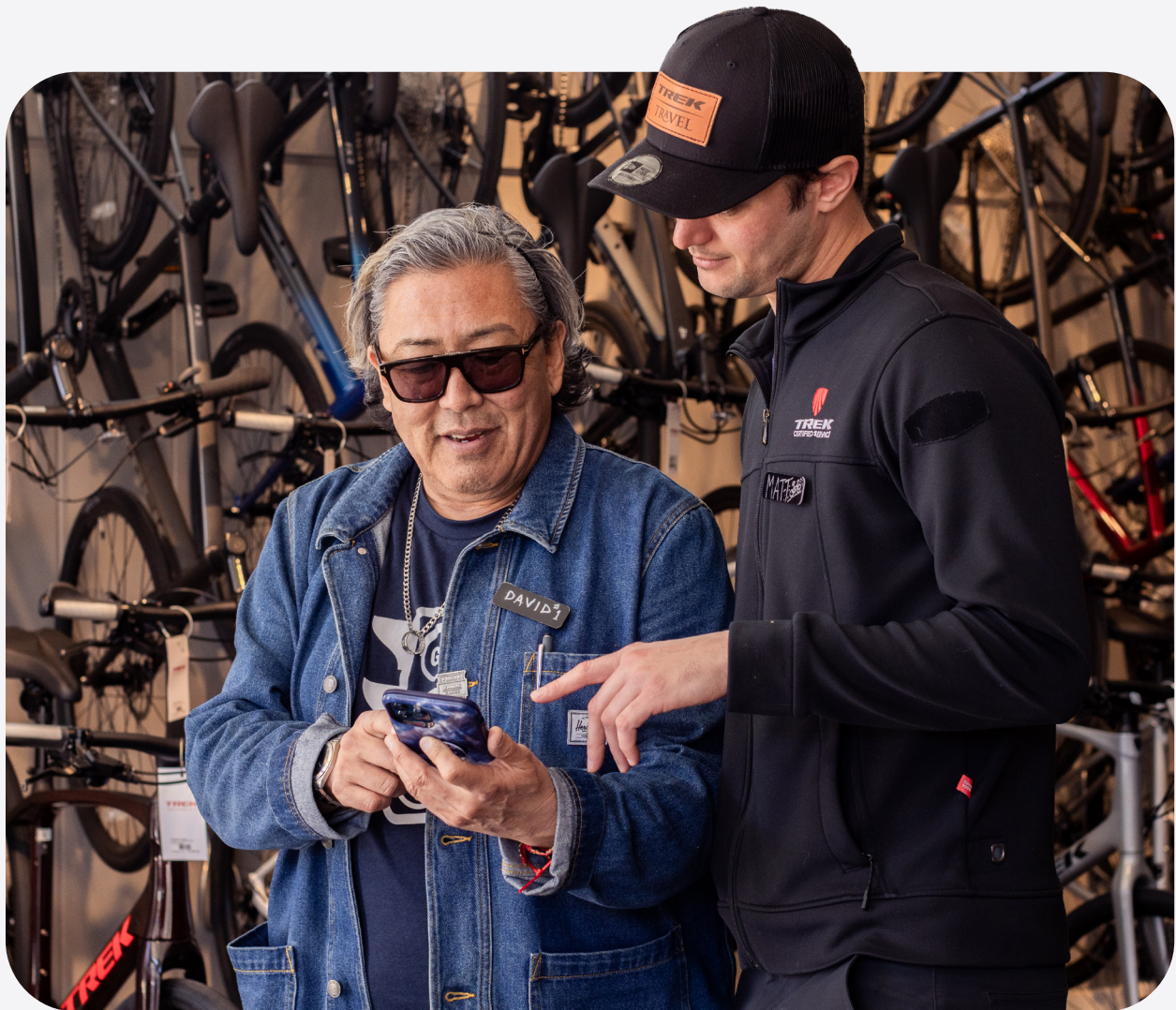


The ability of employees to cover their living expenses with their current pay varies significantly. 15% of workers report they cannot cover their current living expenses, highlighting a portion of the workforce that is financially struggling. The majority, 48%, indicate that while they can cover their living expenses, they do not have any leftover money, suggesting that a large segment of the workforce is living paycheck to paycheck. Meanwhile, 37% of employees report that they can cover their living expenses and still have money left over, indicating a more comfortable financial situation for this group.

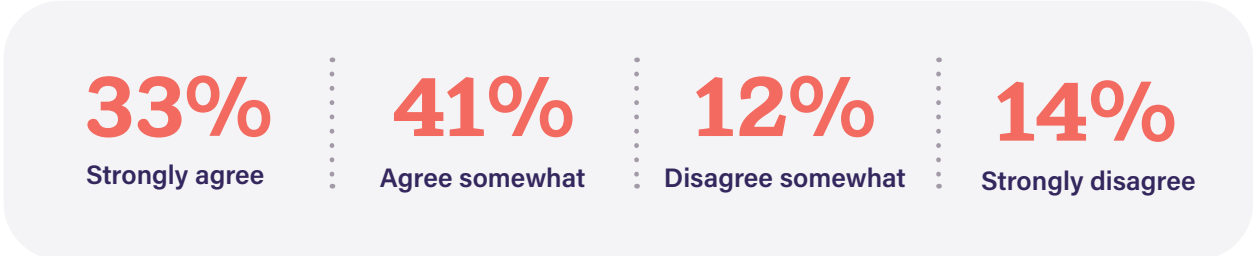


The predictability of income based on work schedules varies among employees. A majority, 51%, report that their income is very predictable, indicating that over half of the workforce can rely on consistent earnings from their work schedule. 40% of employees find their income fairly predictable, suggesting that while their income is generally stable, there may be occasional fluctuations. However, 9% of workers experience unpredictability in their income, which can lead to financial instability and uncertainty in managing living expenses.

Digital Transformation, Diversity *and* AI

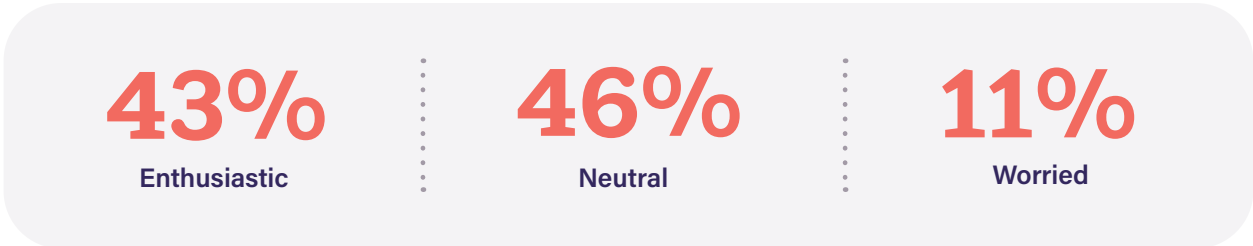


I believe that my job will change significantly due to AI (Artificial Intelligence)



The impact of AI on the workforce is a prominent concern in the UK, with 33% of employees strongly believing that their jobs will change significantly due to AI. 41% somewhat agree, indicating a majority of workers anticipate notable changes in their roles due to technological advancements. However, 12% somewhat disagree, and 14% strongly disagree, reflecting scepticism or uncertainty about the extent to which AI will affect their jobs.

How do you feel about the potential impact of AI on your job functions?



Gen Z workers are the most concerned about AI, with 15% worried about AI and only 26% feeling positive, particularly in fields like healthcare and hospitality, where AI could significantly change job roles. Being early in their careers, Gen Z workers may feel more vulnerable to these changes. Millennials and Gen X are more optimistic, with nearly half viewing AI as a positive development, likely due to their comfort with technology.

Baby boomers tend to be more neutral, possibly because of their several years of experience in traditional roles. Gender also influences attitudes, with men more enthusiastic about AI (49%) than women (38%), who are more concerned about its impact.

Workers from the manufacturing sector are the most excited about AI, with 70% seeing it as beneficial, while those in healthcare and hospitality are more worried. Workers in retail are mostly neutral, balancing the potential benefits and risks that AI brings to their jobs.

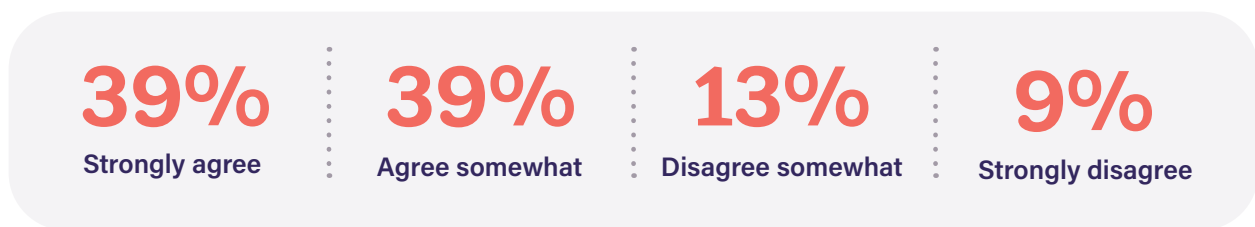
Employees in smaller companies are more worried (16%), and not as enthusiastic (24%) about AI compared to those in larger organisations, where 56% are positive about AI, likely due to better resources and support for adapting to new technologies.

Those with longer job tenure (five or more years) are more optimistic (65%), as they likely feel more secure in their roles and better positioned to leverage AI. Workers holding multiple jobs are also more positive (48%), seeing AI as a way to manage their time and roles more efficiently.

Income and work shifts further influence perceptions. Higher earners are generally enthusiastic about AI (42%), while night shift workers show the highest positivity (64%), possibly viewing AI as a way to improve their work conditions.

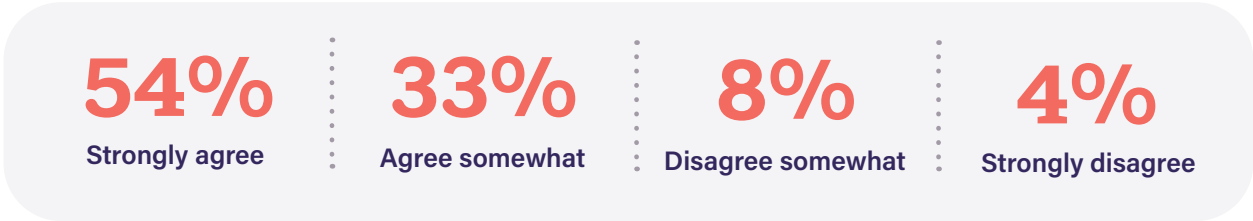
Job satisfaction strongly correlates with attitudes toward AI; those who love their jobs are the most enthusiastic (60%), while those who dislike or hate their jobs are more worried (26%), fearing AI could worsen their situation or threaten their job security. These insights highlight how various factors, from age and industry to job satisfaction, shape workers' views on AI in the workplace.

My employer should invest more in digital tools to help me do my job better



In the UK, a strong majority of employees believe that their employers should invest more in digital tools to enhance job performance. 39% of employees strongly agree with this statement, indicating a significant demand for improved technological resources in the workplace. Another 39% somewhat agree, reflecting a widespread sentiment that digital investment is crucial for better job execution. However, 13% somewhat disagree, and 9% strongly disagree, suggesting that a minority of workers feel satisfied with current tools, do not see digital investments as a priority, or are uncomfortable adapting to new technology in the workplace.

I prefer to work for an employer who hires people with diverse backgrounds



Diversity in the workplace is highly valued among UK employees, with 54% strongly agreeing that they prefer to work for employers who prioritise hiring people from diverse backgrounds. An additional 33% somewhat agree, emphasising the importance of inclusivity in the workplace. Only 8% somewhat disagree, and a mere 4% strongly disagree, indicating that diversity is a widely supported value across the workforce.



Skills Gaps *and* Hiring for the Next Generation



What additional skill sets do workers want to acquire to further their careers?

21% believe that team management skills will have the greatest impact on their careers

18% think that technical skills will be most impactful for their careers

18% see people skills as crucial for their career advancement

16% prioritise industry-specific skills for their career growth

14% believe general business skills will be important for their careers

11% feel they do not need any additional skills to advance in their careers

In the UK, workers recognise the importance of continually developing their skill sets to stay competitive and advance in their careers. 21% of employees believe that team management skills will have the greatest impact on their careers over the next five years, reflecting the critical role of leadership and managerial capabilities in career progression. 18% of employees see technical skills such as proficiency with spreadsheets, databases, and coding as crucial for their future success, highlighting the growing importance of digital literacy.

Similarly, 18% of workers identify people skills as vital for their career development, emphasising the value of communication and influence in the workplace. 16% focus on industry-specific skills, while 14% prioritise general business skills like bookkeeping and contracts.

Interestingly, 11% of respondents feel that they do not need any additional skills, suggesting confidence in their current capabilities or a lack of awareness of the changing demands in the job market.

17%

receive training on a monthly basis

21%

receive training on a quarterly basis

14%

receive training every six months

14%

receive training once a year

21%

receive training on an ad-hoc basis, with no regular schedule

7%

never receive any training opportunities

>>> 6% do not know how often their employer provides training opportunities

The frequency of training opportunities provided by employers varies significantly. 21% of employees report receiving training every quarter, which is the most common frequency, suggesting that many organisations recognise the importance of regular skill development. 17% of workers receive monthly training, indicating a strong commitment from these employers to continuous professional development. However, a considerable portion of employees, 21%, only receive training on an ad-hoc basis, reflecting a less structured approach to employee development.

Additionally, 14% of employees receive training bi-annually and 14% annually, while 7% of workers report never receiving training, highlighting gaps in professional development opportunities in certain sectors. Lastly, 6% of employees are unsure about the frequency of their training opportunities, indicating potential communication gaps within organisations.



Legal Rights *and* Compliance



55%

know their legal entitlements for paid annual leave well

38%

know their legal entitlements for annual leave but do not know the details

7%

do not know their legal entitlements for paid annual leave

Most employees are well-informed about their legal entitlements for paid annual leave. 55% of workers report knowing their entitlements well, reflecting a strong awareness of their rights within the workforce.

However, 38% of employees only have a general idea but lack detailed knowledge, suggesting that while they know their entitlements, they may not fully understand all the specifics. A smaller portion, 7%, admit that they do not know their legal entitlements for paid annual leave, indicating gaps in awareness that could impact their ability to fully utilise their leave benefits.

47% are very confident that they are receiving all the paid annual leave they are entitled to

36% are fairly confident about receiving their entitled paid leave

11% are unsure whether they are getting all their entitled paid leave

4% are not confident they are receiving all their entitled paid leave

2% do not think they are entitled to any paid annual leave

In the UK, confidence levels regarding the receipt of entitled paid annual leave vary among employees. 47% of workers are very confident that they are receiving all the paid leave they are entitled to, reflecting a strong sense of assurance in their workplace benefits. Additionally, 36% of employees are fairly confident, suggesting that a significant majority feel reasonably secure about their paid leave entitlements.

However, 11% of employees are unsure, indicating a notable portion of the workforce that lacks certainty about their benefits. A smaller group, 4%, are not confident they are receiving all their entitled leave. In comparison, 2% believe they are not entitled to any paid annual leave, highlighting potential misunderstandings or gaps in communication regarding employee rights.

64%

have never thought about tracking their paid annual leave for themselves

25%

acknowledge they should track their leave but haven't gotten

11%

cite other reasons for not tracking their paid annual leave

Most employees do not actively track their paid annual leave, with 64% stating that they have never thought about tracking it for themselves. This suggests a widespread lack of awareness or perceived need to monitor their own leave entitlements, possibly due to trust in their employers or a lack of emphasis on the importance of personal tracking.

25% of employees acknowledge that they should be tracking their leave but haven't gotten around to it, indicating procrastination or lower task prioritisation. A smaller group, 11%, cite other unspecified reasons for not tracking their paid leave, including relying on employer records or perceiving it as unnecessary.



Conclusion

The UK State of Hourly Work Survey paints a picture of an engaged workforce, aware of their challenges and eager for opportunities to grow and secure their financial futures. However, it also reveals critical areas where employers can improve, particularly in providing consistent training, ensuring financial stability, and fostering a better understanding of employee rights. Addressing these areas will be key to enhancing the overall work experience for hourly employees across the UK.

Financial security remains a pressing concern, with many workers feeling that their current jobs do not provide sufficient financial stability. This financial anxiety is further compounded by the significant number of employees who worry about their finances daily. Such findings highlight the importance of addressing wage concerns and providing more predictable and stable work environments.

Furthermore, the survey underscores the value placed on workplace diversity, with most respondents expressing a preference for working in environments that prioritise diverse hiring practices. This reflects a broader cultural shift towards inclusivity and equality in the workplace, which is increasingly seen as essential for employee satisfaction and organisational success.



**Thriving Workplaces in
Every Community.**

[#StateOfHourlyWork](#)

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