

randstad workmonitor pulse

q2 2023.

Flexibility continues to be one of the most-discussed themes in the world of work conversation. Until recently, this discussion around flexible work has focused on white-collar, office workers and has been centered around practices like working from home. However, this is starting to change as more non-office worker employers offer greater flexibility to workers to help attract and retain talent, as talent scarcity in these industries continues to grow.

about workmonitor pulse survey

The workmonitor pulse surveys provide quarterly insights into talent's expectations from employers in relation to current issues impacting the workplace. The survey was conducted online in March 2023 on 7,500 blue, grey, and white-collar workers in the U.S., the UK, Australia, France and Germany. (U.S. data is shown below.)

notable findings

flexibility emerges as the new currency for blue and grey collar workers

- Demand for blue and grey collar workers continues to rise and with this, employers are looking for new ways to attract and retain this group of talent.
- New data today from Randstad based on the views of over 7,000 workers in the U.S., UK, Australia, France and Germany, shows that flexibility is emerging as the new currency for people in blue and white collar roles, as they seek to reap the benefits that the pandemic awarded to office workers.
- According to the U.S. data, two fifths of blue collar workers (42 percent) and close to half of grey collar workers (48 percent) deem flexibility at work as important, or more important, than pay. This closely compares to 54 percent of those in white collar roles.

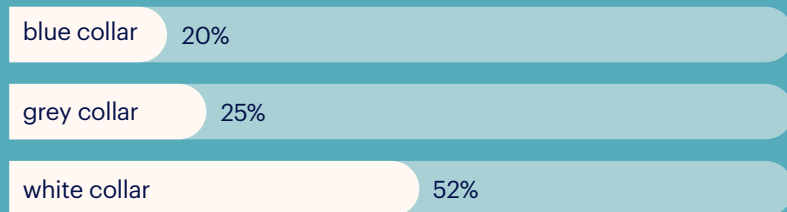


what does it mean to them?

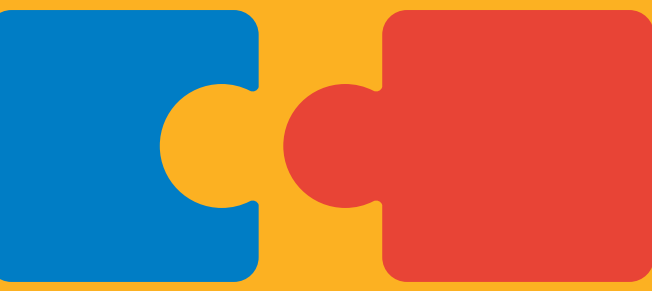
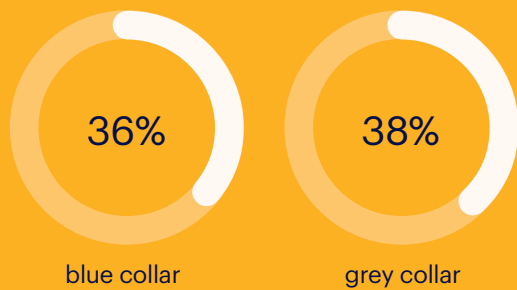


yet not enough flexibility is being offered to these workers

- Yet despite this growing demand for more flexible conditions, only 20 percent of blue collar, and a quarter (25 percent) of grey collar, professionals have seen increased flexibility since the pandemic. This is compared to over half (52 percent) of white collar office workers.



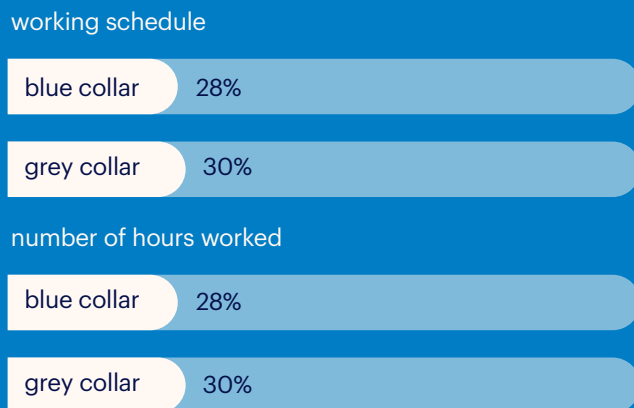
- Historically there has been a perception that flexible working is not possible for non-office roles, however this view is shifting.
- Less than two fifths of blue and grey collar talent think that it is not possible in their line of work.



- This perception largely exists because flexibility is often viewed exclusively through the prism of remote work, but Randstad, the world's leading talent company, is calling on employers to think about the concept more broadly.
- Survey data shows that the type of flexibility demanded differs between job types, as:
 - White collar workers are more likely to value flexibility in terms of location.



- Blue and grey collar workers prioritize flexibility in terms of working schedule and number of hours worked.



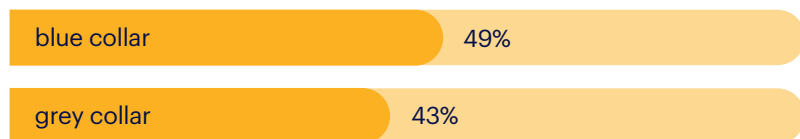
non-office workers are willing to take action if employers don't prioritize flexible working

Reasons for wanting more flexibility in blue and grey collar professions include:

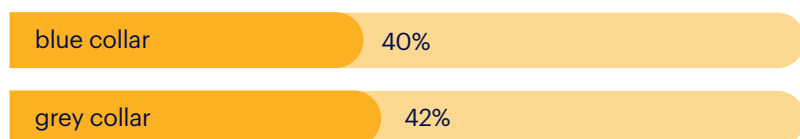
enjoying more time with family and friends



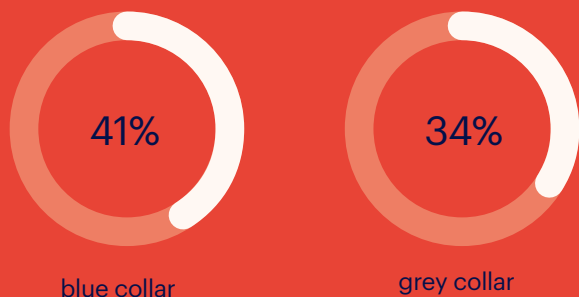
having more time to rest



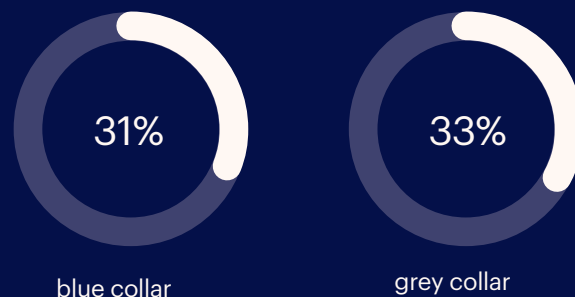
get healthy and fit



The data also indicates that lack of flexibility can push employees to take sick days to manage personal responsibilities, with 41 percent of grey collar and 34 percent of blue collar talent having done this at some point.



Despite this growing demand for flexibility, over a third of blue collar (31 percent) and grey collar (33 percent) of workers think that their employer is not trying hard enough to provide flexibility.



But offering flexibility to non-office workers is no longer an option — it is a business imperative, as they are willing to take action if it is not prioritized.

A quarter (25 percent) of blue collar and a third (32 percent) of grey collar professionals have left a job or changed careers due to lack of flexibility.

