

Flex Work Nation: Redefining How America Works

Annual Flexible
Workforce Report



2024

workwhilejobs.com

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A Letter from the CEO

The 2024 Annual Flexible Workforce Report: Flex Work Nation provides a comprehensive view of the essential American hourly workforce, combining data-driven insights with a recognition of the human spirit that drives these workers. By understanding and investing in the value of hourly workers, we can help build a more resilient, inclusive, and adaptable economy.

My first job in high school was as a retail associate at Party City in Fresno, California. I worked as an hourly filing clerk, at a fast-food restaurant, and many other hourly jobs. For me, these experiences were part of my formative years before going to college and graduating into the white-collar workforce. For many others, these jobs are the primary source of income for their careers.

Today, about 81 million Americans—over half of our labor force—earn their living through hourly work, driving sectors like retail, hospitality, manufacturing, and logistics. These workers sustain vital operations and strengthen the U.S. economy. At WorkWhile, we connect skilled hourly workers with businesses, facilitating a dynamic labor market and helping these workers live better lives.

As the nature of work evolves, flexible roles are becoming essential across industries—not only for office workers but also for warehouse associates, delivery drivers, and line cooks. For many, flexible work isn't supplemental; it's the preferred way to make a living. Only 12% of workers surveyed preferred traditional work to flexible work—a clear reflection of workers' priorities. In fact, they now earn an average of 51% of their total income through flexible work platforms. We're committed to meeting them where they are by providing meaningful, flexible opportunities where their contributions are truly valued.

Hourly workers aren't just driven by paychecks; they seek the chance to demonstrate their skills and take pride in their work. This drive for fairness and recognition strengthens workplaces. We at WorkWhile are committed to facilitating the connection between hourly workers and great jobs, which in turn has positive multiplying impacts on the American economy.

Sincerely,



Jarah Euston
CEO, WorkWhile

Methodology & Demographics

Survey Details:

Average Tenure Doing Hourly Work: 1.4 years

42%

have done hourly work for more than 1 year

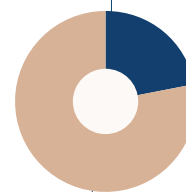
21%

have done hourly work for more than 2 years

Marital Status:

22%

Married



78%

Single

Gender Split:

50%

Male

49%

Female

1%

Non-binary



Average Worker Age = 38 years old

<1%

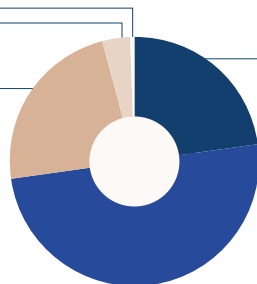
70+

4%

60-69

23%

44-59



23%

18-27

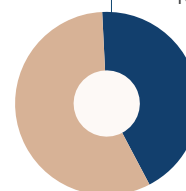
50%

28-43

Children:

43%

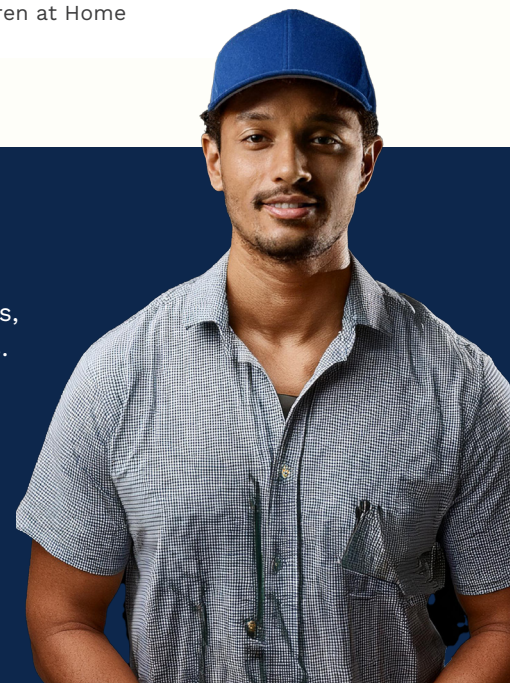
No Children



57%

Children at Home

- Surveys were completed by **5,224 flex workers online during April 2024.**
- Respondents were asked **49 questions** about their experiences, preferences, and beliefs regarding flexible work, WorkWhile, and other work alternatives.
- Demographics of each survey respondent were gathered to allow for **comparisons between and across discrete groups.**
- The survey was offered in both **English and Spanish.**



Methodology & Demographics

Survey Details Continued:

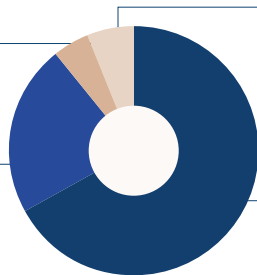
Education:

5%

Hold a Master's degree

22%

Hold a Bachelor's degree



6%

Prefer not to answer

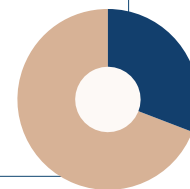
67%

Have a high school education

Multilingual:

31%

Speak multiple languages



69%

Speak one language

Ethnicity:

Black or African American

46%

White

19%

Hispanic or Latino

18%

Asian or Asian American

3%

Other*

5%

Multiracial (2 or more races)

9%

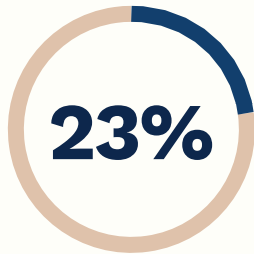
*American Indian / Alaska Native; Native Hawaiian / Pacific Islander

Report goal:

This report highlights the value of flexibility, fast pay, and financial empowerment for today's workers. Businesses that adopt these practices can expect to attract top talent, increase worker satisfaction, and improve operational efficiency.



Meet Gen Z:



OF THE FLEX
WORKFORCE
& GROWING

“Once I put my mind to something, I know I’m going to excel in anything I do!”

Monifa C.

Shifts on WorkWhile: **70 Shifts**

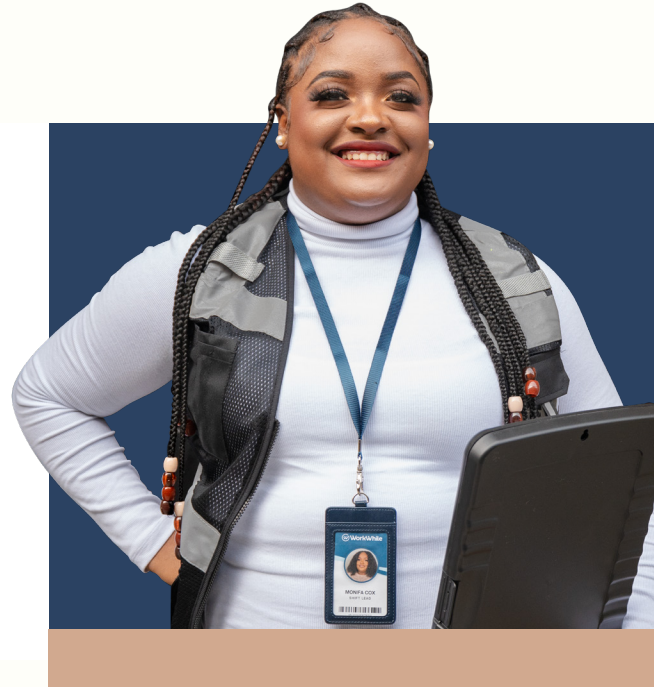
Rating on WorkWhile: **Perfect 5.0 Worker Rating**

Monifa C., 23, isn’t just surviving—she’s thriving, embodying the Gen Z hustle that’s redefining the workforce. After being hit with a layoff in a brutal job market, Monifa refused to back down.

“I am never, ever a quitter,” she said, and her actions proved it. Monifa meticulously researched options and discovered WorkWhile online, promptly downloading the app. With WorkWhile’s flexibility, she took on multiple shifts across various job sites, honing her skills and climbing the ranks. Monifa’s tech-savvy drive has propelled her into a leadership role across multiple WorkWhile clients.

Her journey is a testament to Gen Z’s resilience, as well as their desire for flexible

Flex Work, -fleks wærk-
Jobs that give people the freedom to choose when, where, and how they work.

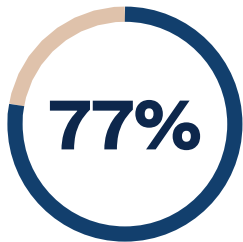


work that works on their schedule. Monifa balances work with taking care of her family, and flex work opportunities help her navigate those two demands harmoniously.

Additionally, Monifa has demonstrated Gen Z’s independent drive and ambition for professional development. She has risen the ranks to become a shift lead and contributes to the WorkWhile platform by advocating for features like the 24-hour cancellation policy and offering insights on potential partnerships. With the flexibility and opportunities provided by WorkWhile’s flex work, Monifa stays focused on her goals: building wealth, elevating her career, caring for family, and bringing her mom along on her adventures.

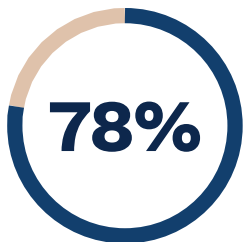
Top Trends at a Glance

Key takeaways from this year's flexible work landscape



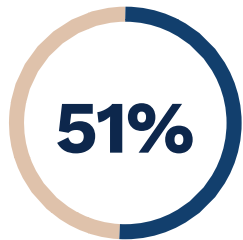
Flexible Scheduling is Essential

77% of workers across all demographics value flexible schedules.



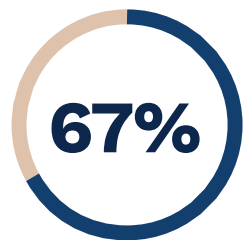
Next Day Pay Leads

78% of workers prefer next-day pay, with 56% wanting same-day pay, underscoring income access needs.



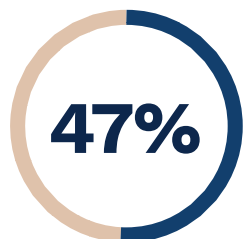
Preferred Way to Earn

Workers seek out –and prefer – flexible work. Flexible work accounts for, on average, 51% of workers' total income, rising to 53% for those who are single with kids.



Financial Responsibility Matters

67% of workers worry about credit scores, with 55% taking action to raise their credit scores this past year.



AI in the Workplace: Mixed Feelings

47% feel neutral about AI's impact, with only 23% expecting major positive or negative effects.

What Workers Want

Workers prioritize flexibility, fast pay, and shift variety—key factors for boosting job satisfaction.

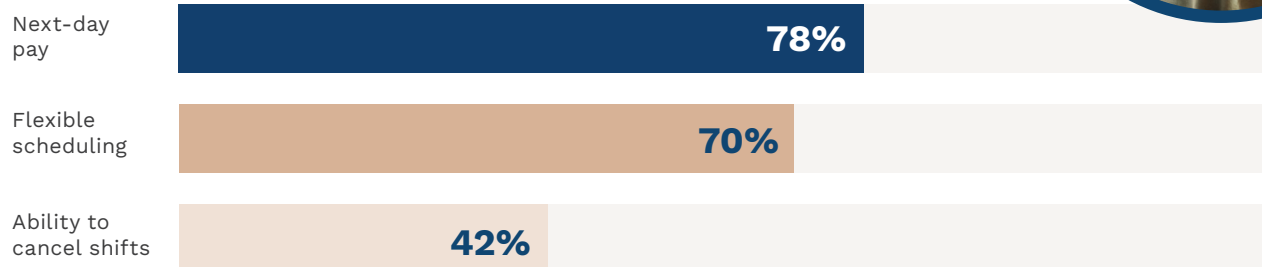
Needs that Matter Most Across All Groups

Understanding what workers value helps businesses attract top talent by offering the right job attributes. While all groups share some common priorities, preferences differ by demographic. Workers with children focus on flexibility, while those without children emphasize commute distance, allowing businesses to tailor job offerings more effectively.

- **Next-day pay** ranks highest, overall, with 78% of workers considering it essential.
- **Flexible scheduling** follows closely, preferred by 70% of respondents.
- **Ability to cancel shifts** is valued by 42%, showing a demand for adaptability.



What Job Characteristics Matter Most to Workers?



Offering top-requested features like Next-Day Pay and Flexible Scheduling will make shifts more appealing to workers, improve job satisfaction, and help maintain consistent staffing levels.

Flex: The New 9-to-5

Flexible shifts aren't just a fallback—they're the preferred way to earn and thrive.

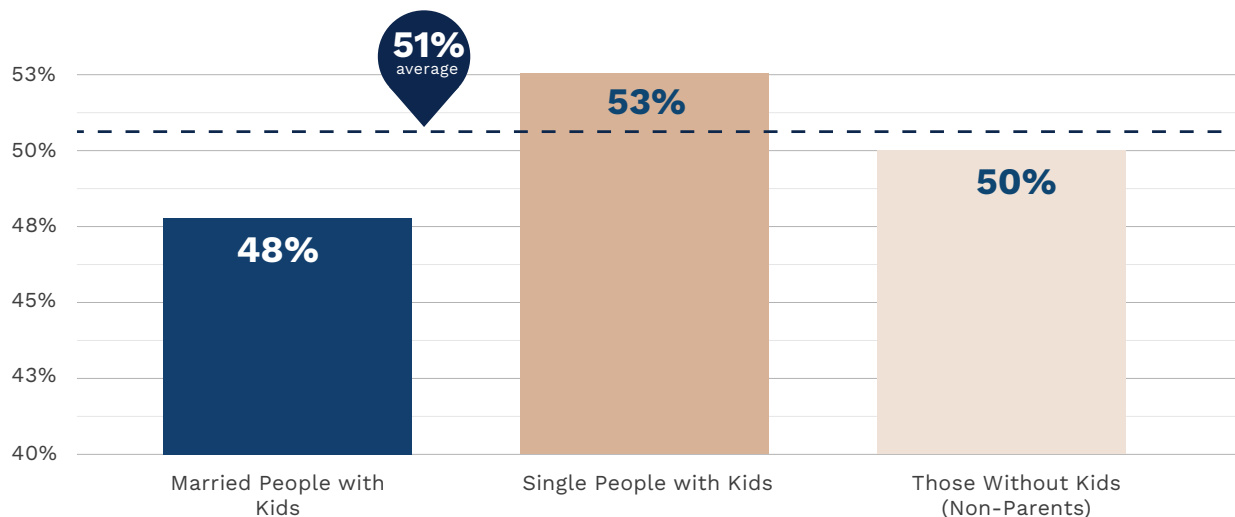


The Favorite Way to Balance Work and Life

Flexible work boosts income stability by serving as a preferred earnings source across demographic groups. For those who are single with kids, it reflects the broad appeal of flexibility in supplementing income.

- **Single People with Kids** derive **53%** of their total income from flexible work
- **Married People with Kids** earn **48%** of their total income from flexible work
- **Those without Kids (Non-Parents)** average **50%** of their total income from flexible work

Flex Work as a Major Income Source Across Groups



Flexible work aids in balancing financial responsibilities, allowing workers to better meet economic demands. Offering flexible options attracts workers who value income stability and resilience.



Have You Got Flex Appeal?

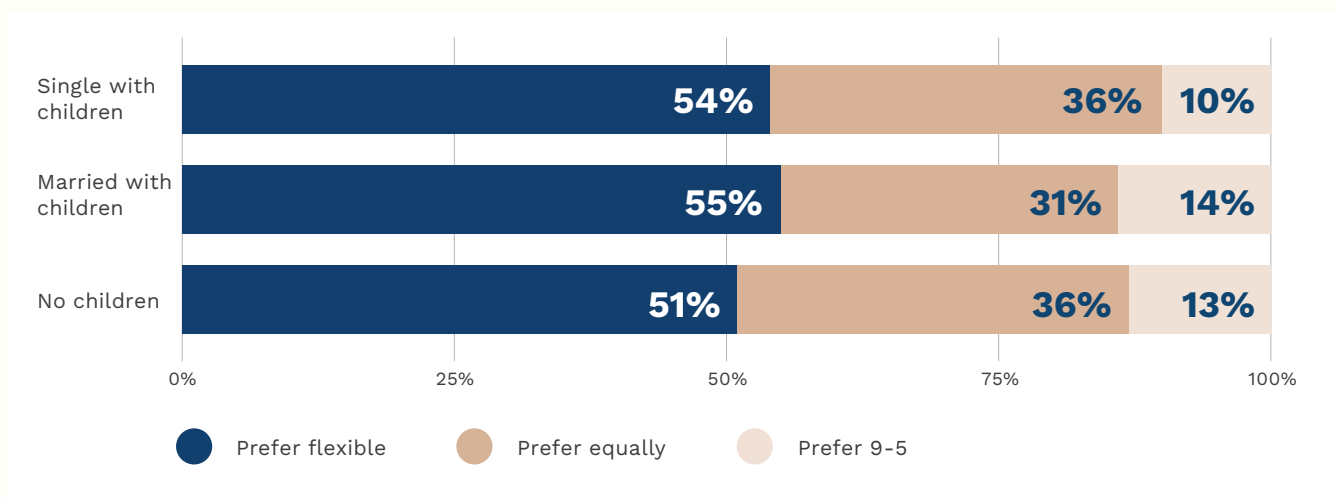
Flexibility isn't just a perk.
It's essential for attracting top talent.

Parents Prefer Flexible Work over Traditional 9-5 Schedules

Adaptability is among the most important factors in selecting a job shift.

- Parents are nearly **5x more likely** to choose flexibility over a standard 9-5 schedule.
- Among those married with children, **55% prefer flexible schedules**, closely followed by 54% of single with children.
- By comparison, **only 51% of those without children** prefer flexible work.

Worker Preference Between Flexible and 9-5 Jobs



Companies that offer flexible work options and quick pay attract workers who are more motivated and committed. This approach aligns with business goals to reduce turnover and ensure consistent staffing.



Plans for Prosperity

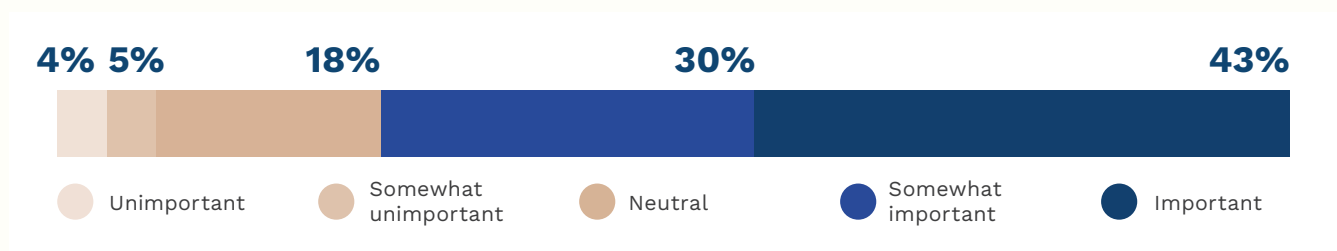
Hourly workers are very ambitious and highly proactive about managing their financial well-being.

Workers Focused on Achieving Long-Term Financial Stability

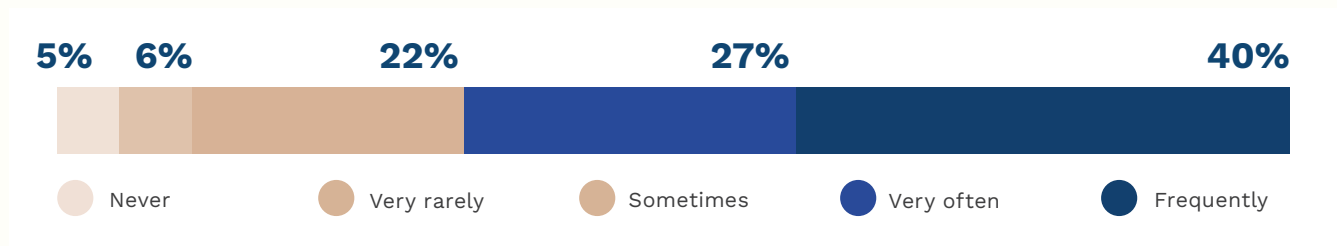
The data shows a significant portion of workers choose platforms like WorkWhile for reaching their financial goals, consistently think about improving their credit, and actively take steps to enhance their financial health.

- 73% depend on WorkWhile as part of their business plan to achieve financial goals.
- 67% frequently consider improving their credit, reflecting proactive habits.
- 55% took steps recently to boost their credit score, highlighting responsibility.

How important is WorkWhile to meeting your financial goals?



How often do you worry about improving your credit score?



Supporting workers' financial needs attracts committed talent. Providing reliable pay, credit-building tools, and financial growth resources positions companies as partners in workers' financial success, boosting motivation and dedication.

Quick Cash Counts

Workers prioritize access to earnings as their most important job need.

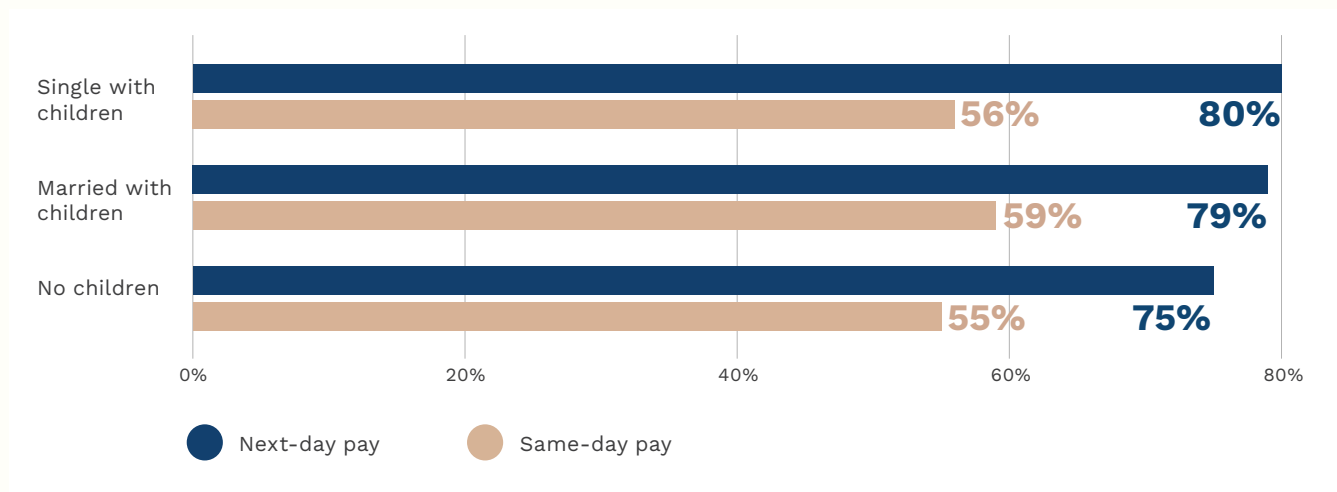


The Need for Speed...in Payments

As workers seek ways to reduce financial stress, payment speed has become a critical factor in choosing a job. Financial flexibility is not just a convenience—it's a necessity for many, especially for those juggling family responsibilities.

- **Next-Day Pay** is the top WorkWhile feature, selected by 77% of workers.
- **Interest in Same-Day Pay** is high, with 56% of workers supporting faster payments.
- **People who are married with children** and **single with children** slightly favor Same-Day Pay (59% and 56%) over those without children (55%), highlighting their need for financial flexibility to manage household demands.

Preference for Faster Payments



Providing fast, flexible payment options reduces workers' financial stress, boosting satisfaction and retention. It positions companies as forward-thinking employers who meet the evolving financial needs of today's workforce.

Modernize Money Movement

New payment methods are growing in popularity, especially among younger demographics.

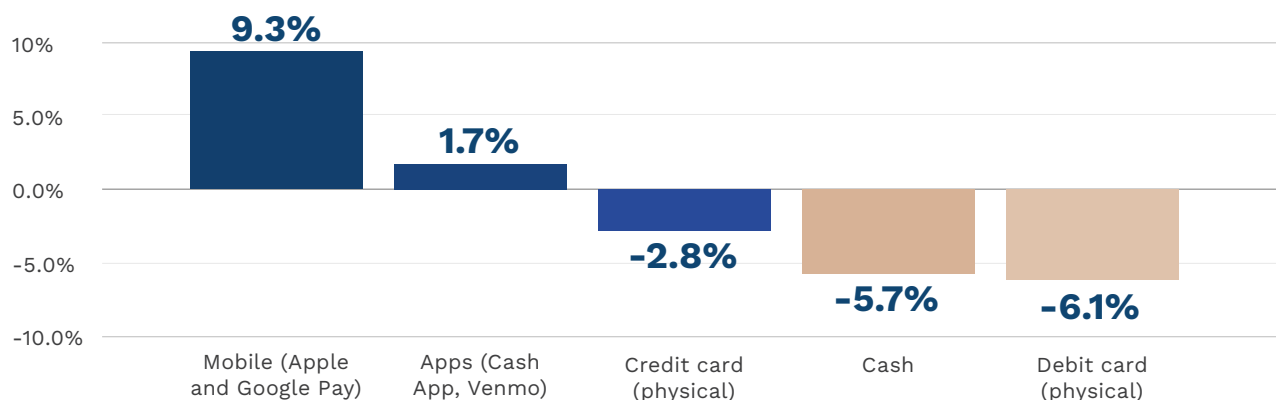
Accelerate Digital Payment Options

As the landscape of financial transactions shifts, especially for younger workers, businesses must consider offering payment options that cater to the preferences of today's hourly workforce. Gen Z, in particular, demonstrates a stronger preference than the rest of the working population for digital and contactless solutions, reflecting their tech-savvy nature and cashless approach to money management.

- **Mobile Payments Are Popular:** 39% of Gen Z prefers mobile payments (e.g., Apple Pay), showing a shift towards digital-first, contactless solutions.
- **Debit Cards Lead the Way:** 57% of Gen Z and 63% of older age groups prefer using debit cards, indicating the value of direct access to funds without accruing debt.
- **Peer-to-Peer Apps Gain Traction:** 23% of Gen Z opts for peer-to-peer payment apps like Cash App or Venmo, showcasing their inclination for easy digital money transfers.
- **Low Reliance on Credit:** Only 15% of Gen Z prefers using credit cards, highlighting a more cautious approach towards borrowing.

Gen Z's Payment Preferences vs. Other Generations: A Shift Towards Digital

Gen Z (18-27) payment method preference compared to remaining working population (28+)



Modern payment options—like instant digital payments, branded debit cards, and mobile methods—attract workers who value immediate access to earnings over credit reliance. Providing accessible, debt-free income positions companies as champions of worker financial wellness.

AI: More Meh Than Major

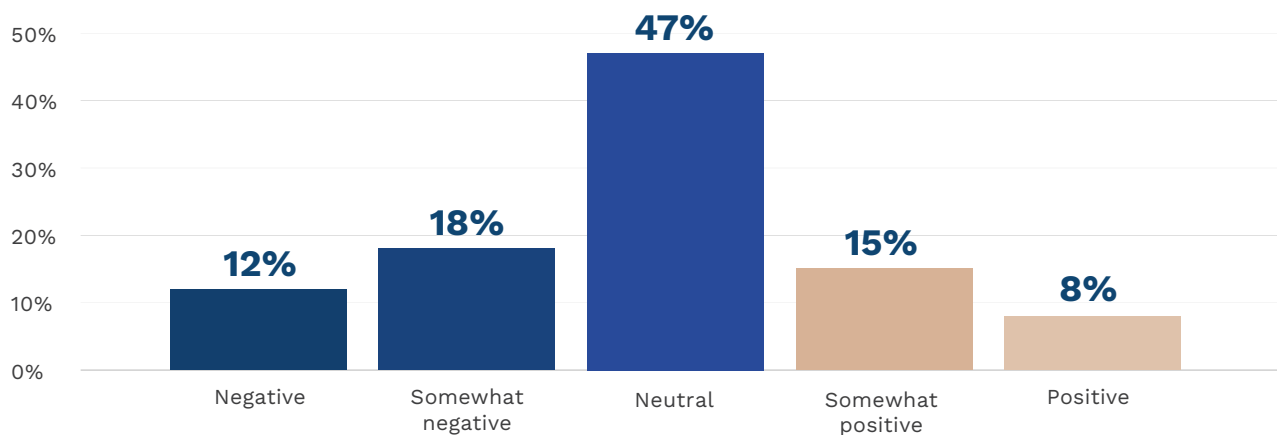
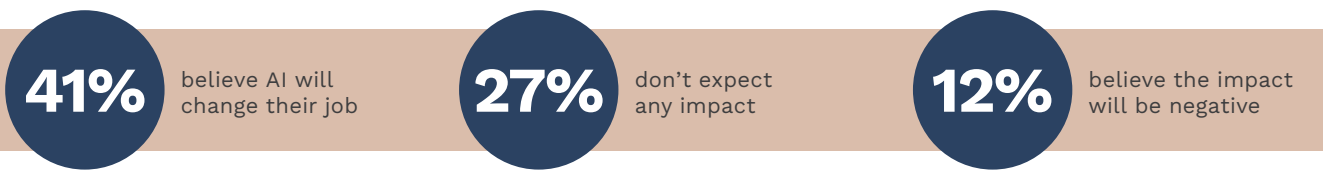
Workers express limited concern over AI’s impact on the workforce.



Muted Expectations for AI’s Role

Despite the buzz around AI, many workers aren’t convinced it will have a significant effect on their jobs:

- **41% believe AI will change their job**, but 27% don’t expect any impact, and 31% are unsure.
- **Among those who anticipate changes**, 47% have a neutral outlook, with only 8% expecting a very positive impact and 12% fearing a very negative one.
- **Overall, reactions are mild**, suggesting that while workers are aware of AI, they don’t view it as a pressing issue or a major disruption to the status quo—at least for now.



While AI is a hot topic, most workers don’t view it as disruptive. Though its impact isn’t obvious, WorkWhile uses AI for scheduling and education. As AI evolves, its role will grow, boosting efficiency without disrupting daily tasks.

Case Studies

Flexible work isn't just good for workers, it's great for business

Meeting peak demand: how WorkWhile delivered 94% fill rates with retained workers for a multinational food producer

Challenge

A leading U.S. food producer struggled with sourcing and retaining a reliable workforce for food production, fulfillment, and sanitation roles during the peak demand season. Due to unpredictably high demand and last-minute staffing needs, they tried to rely on their existing workforce by increasing hours, which not only strained current employees but also caused delays in production and fulfillment.

They also required onsite support at each location and a dedicated team to respond quickly to urgent needs. Their current staffing provider was falling short, and they needed a more reliable, dynamic partner to handle these critical challenges.

Solution

WorkWhile provided an ideal solution, ensuring a stable workforce during peak seasons and meeting last-minute staffing demands with high fill rates. Through its machine learning models, WorkWhile matched the company with the most reliable, experienced workers who were retained for the season. Onsite shift leaders offered prompt issue resolution and integration with the company's ERP system further streamlining operations. This dependable, flexible partnership allowed the company to prevent disruptions, keep full-time workers and customers happy, and protect their revenue during critical periods.

94%
FILL RATES

Impact

- **Repeat Worker Rate:** The repeat worker rate increased to 93% in just one quarter, reducing the need for constant onboarding and increasing productivity. They went from 53% of their workforce being new hires to 79% with eight or more shifts.
- **High fill rates:** 94% fill rates ensured the company had the right level of staff to capture their peak demand, resulting in fulfilled orders and happy customers.
- **Time to Hire:** The average time to fill shifts is 43 hours for high-volume positions, each requiring over 100 workers.



Case Studies

How a Wholesale Auto Parts Distributor Scaled Operations with WorkWhile's Flexible Staffing Solution

Challenge

A major wholesale distributor of auto parts was struggling to compete with their rivals in delivering products to customers. The challenge stemmed from significant inefficiencies in hiring and training workers across their expanding network of over 185 locations in the U.S. and Canada. The company faced long hiring timelines—up to 90 days—and high costs, with each new hire costing up to \$18,000 for recruitment and training. As they continued to grow, they needed a faster, more cost-effective way to scale a high-quality workforce for various roles, including delivery, warehouse operations, and managing store openings, relocations, and closures, all without relying on increasing their full-time headcount.

Solution

WorkWhile introduced a flexible staffing model that enabled them to access a pool of experienced workers on demand. By partnering with WorkWhile and leveraging its AI-driven platform, they were able to efficiently hire and train high-quality talent at scale. This approach significantly reduced both hiring time and costs while meeting the demand for various roles, including delivery and warehouse operations. It also minimized lengthy onboarding processes, allowing them to quickly scale its workforce to support its expanding operations and outperform its competition.

Impact

- **Fill Rate:** Within two weeks, the company achieved a fill rate of 90% or higher on all shifts.
- **Workforce Retention:** 98% repeat worker rate, with over 86% of workers having 10 or more shifts of experience.
- **Cost Savings:** Reduced hiring and training costs significantly while improving time-to-hire, allowing faster workforce deployment.

90%
FILL RATES



How to Set Up Your Flex Work Program

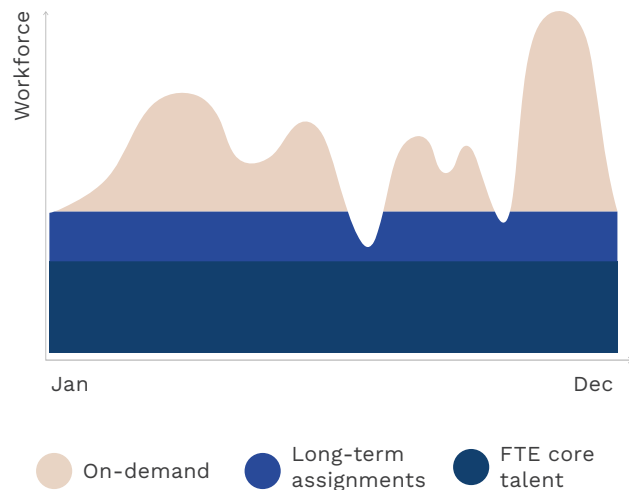
Best Practices of Successful Customers

1

Assessing Your Current Challenges and Identifying Needs

To create an effective flex work program, start by assessing your current workforce and needs over the next 12 months, and how you staff them through full-time and regular temp workers. Calculate attrition rates to anticipate backfill needs.

Understand the time and cost associated with hiring. How many open positions do you anticipate having, especially for periods of increased demand. What is your strategy to handle unplanned attrition and demand spikes? Review your staffing budget to explore areas for optimization.



2

Workforce Planning: Identifying Areas for Maximum Flex Work Impact

Evaluate your staffing improvement opportunities, for example, are certain locations persistently challenging to staff? Are there specific quarters when demand for labor spikes?

Starting small with a foundational flexible work program can provide stability, allowing you to scale up efficiently during peak seasons or on days when larger projects require additional support.

Successful programs will typically include a base layer of consistent flex labor, seasonal assignments such as for peak season, and some on-demand staff to cover production surges or unexpected spikes.



3 Rolling Out Your Flex Work Program to the Team

Ensure that your vendor has good technology with an easy and fast integration. This avoids burdening your team with complex onboarding that takes them away from their day-to-day responsibilities. Implement clear tools and processes for requesting, managing, and reviewing talent. Finally, establish your cadence for posting shifts, ensuring adequate lead time to hit 100% fill!



4 Building Your Bench: Cultivating a Reliable Workforce

Identify and engage your 5-star workers to be part of your bench, ensuring they get priority for available shifts. This fosters strong relationships and increases their commitment to your organization, giving the business significant repeat worker rates.

5 Data Deep Dive: Leveraging Analytics for Success

Regularly analyze key metrics, from fill rates to repeat worker statistics, to measure the effectiveness of your flex work program. Partner with a provider that offers robust data-sharing capabilities or a comprehensive data API for your workforce analytics team.

Actively review worker feedback. This provides valuable insights into your team’s experience and highlights areas for improvement. By listening to your workers and acting on their feedback, you create a more positive and productive work environment, fostering loyalty and satisfaction.



6 Expanding Your Flex Work Programs: Scaling for Greater Impact

With your flex work program running smoothly, it’s time to consider expansion. Explore the potential to extend flex work to additional locations, other roles, or to accommodate specific needs such as seasonal spikes, day-to-day demands, and both long-term and last-minute requirements.

Vendor Checklist ✓

How to Set Up Your Own Flex Work Program

MUST HAVE TECHNOLOGY

- Easy, Fast Integration:** Seamless technology that gets set up quickly and efficiently
- Workforce Data Analytics:** Robust data-sharing or API integration
- Budget Management:** Tools to set and manage and managing staffing budgets
- Talent Management Tools:** Processes for requesting, managing, and reviewing talent
- Top Worker Engagement:** Features to build and maintain a preferred worker bench
- Feedback Integration:** Tools to gather and act on worker feedback

DEDICATED ACCOUNT SUPPORT & TRAINING

- Comprehensive Worker Support:** 24/7 support for your flex workers both on and off the job site
- Best-in-Industry Account Team:** Dedicated team to support the launch, optimization, and scaling of your program to drive success
- Pilot Rollout Support:** Capability for pilots or staged rollouts
- Training Programs:** Training for HR and Operations on platform use

LONG-TERM PLANNING CAPABILITIES

- Scalability:** Ability to scale during peak seasons or project spikes
- Expansion Support:** Services for expanding to new locations and roles
- Skill-Based Hiring:** Support for roles requiring specific skills or certifications



About WorkWhile

WorkWhile is an hourly labor marketplace for flexible work that matches workers to shifts that fit their skills, schedule, and location. It uses behavioral analysis, feedback loops, and powerful machine learning models to help identify the most reliable hourly workers and supports them with resources not available at traditional hourly wage jobs. Businesses leverage WorkWhile for a high-quality, reliable workforce that they can scale up or down, as needed. WorkWhile serves businesses in the light industrial and hospitality industries across the United States.

About the WorkWhile 2024 Annual Flexible Workforce Report

The report provides insights from a comprehensive survey of over 5,000 deskless flex workers across the United States, revealing how WorkWhile fosters a community of reliable, ambitious workers who excel in their roles. The report delves into the financial stability that flex work offers workers and explores how adopting flexible work structures can amplify a company's productivity, efficiency, and profitability. It also examines the transformative shift in the labor market, driven by technology, that is creating a more dynamic and equitable workplace.

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Redefining How
America Works