

VOICE OF THE BLUE-COLLAR WORKER

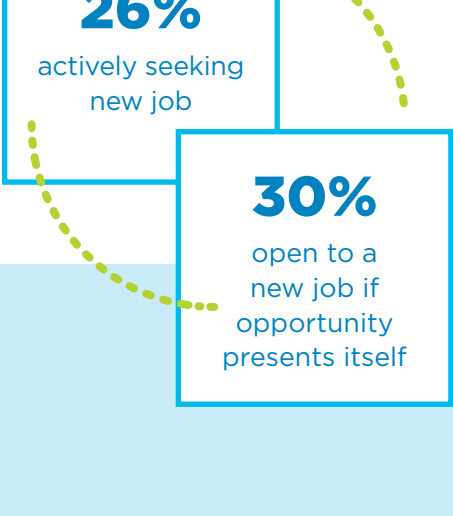
THE NATION'S
LARGEST SURVEY OF
THE HOURLY WORKFORCE

18,505 WORKERS IN
MANUFACTURING, LOGISTICS,
WAREHOUSING AND DISTRIBUTION

The Emergence of Blue-Collar Empowerment

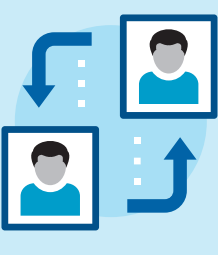
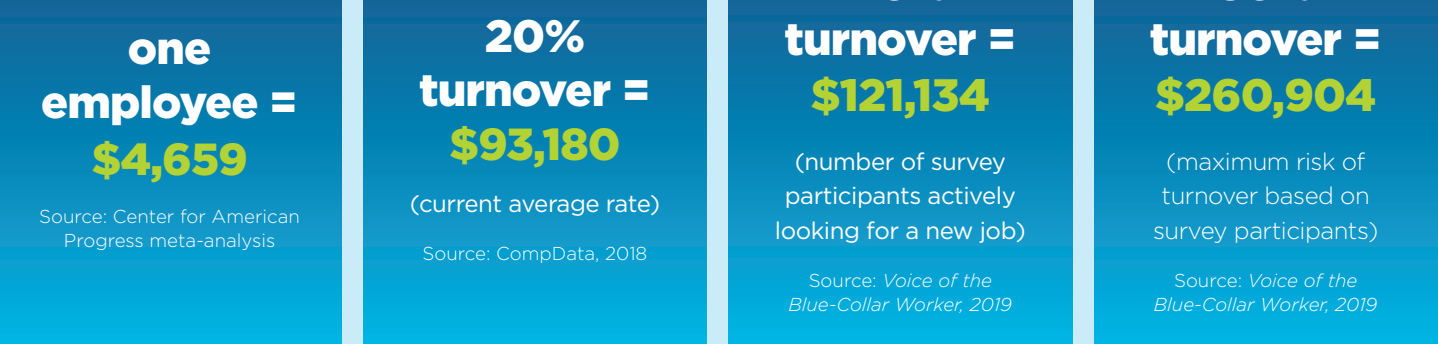
For the first time in a decade, there are far more blue-collar jobs on the market than there are skilled workers to fill them — giving way to a newly empowered blue-collar workforce. Today's blue-collar workers expect more when it comes to **pay**, **work culture** and **skill building** and are willing to leave an employer if they don't receive it.

LIKELIHOOD OF TURNOVER AMONG EMPLOYED BLUE-COLLAR WORKERS



THE COST OF TURNOVER

Imagine a manufacturer that employs 100 blue-collar workers. At current and projected turnover rates, the costs of losing employees can mount up:

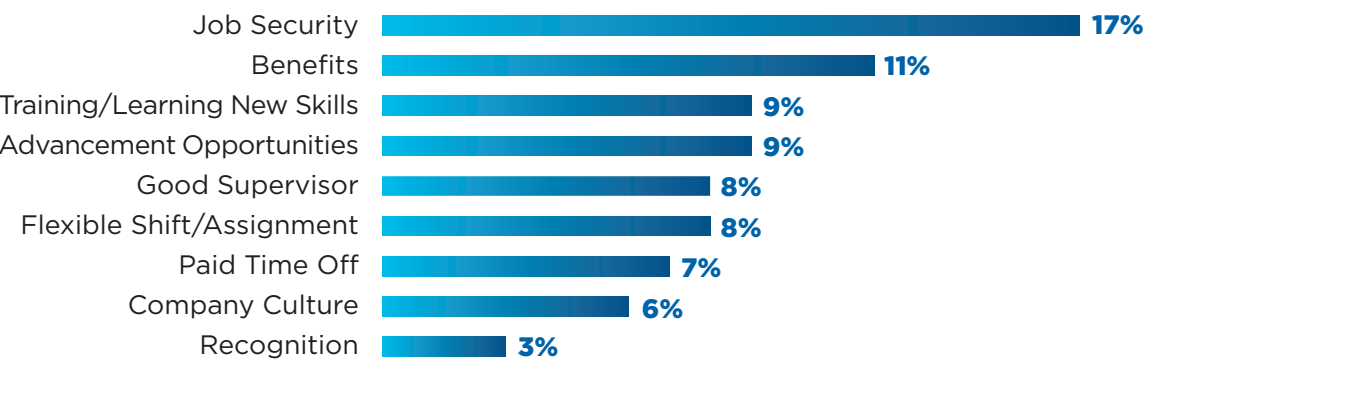


“The \$4,659 it costs to lose one blue-collar worker can fund a \$2.24 hourly pay increase for a year, improve morale, retain knowledge and maintain productivity.”

Pay Expectations on the Rise

Pay remains the primary factor in blue-collar workers accepting a job, yet the recent wage correction for contingent blue-collar workers still lags the cost of living. With unemployment at a 50-year low, employers may want to weigh the cost of turnover against the cost of increasing wages for top performers.

PAY REMAINS PRIMARY FACTOR IN ACCEPTING A JOB



“The wage correction for blue-collar contingent workers has yet to catch up to the cost of living.”

Work Culture Number 1 Reason Workers Stay

WHEN ASKED

- ... WHAT IS THE REASON YOU STAYED WITH YOUR LONGEST EMPLOYER, 1) **GOOD COMPANY CULTURE 26%**, 2) **WORK SCHEDULE 20%**, 3) **LEARN NEW SKILLS 18%**, 4) **PAY RAISES 14%**
- ... HOW A COMPANY COULD EARN THEIR LOYALTY BEYOND PAY, “**A WORKER-FRIENDLY CULTURE**” RANKED SECOND BEHIND “**BENEFITS.**”
- ...WHAT EMPLOYERS COULD OFFER TO IMPROVE DAILY ATTENDANCE, WORKERS RANKED “**A GOOD COMPANY CULTURE**” AS SECOND, BEHIND “**\$1.00 AN HOUR INCENTIVE FOR PERFECT ATTENDANCE.**”

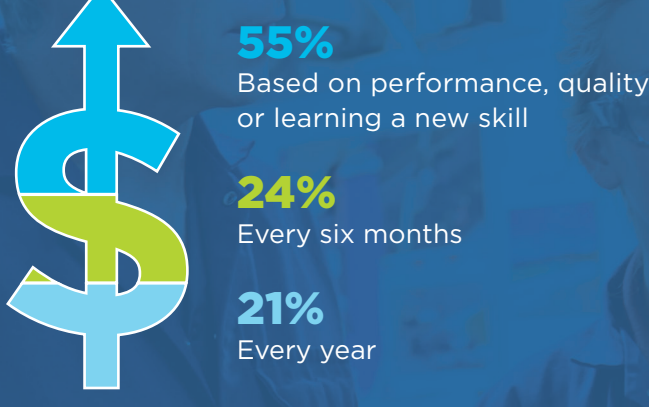
- Flexible schedule/family friendly.
- Great supervisor, pay, hours and benefits.
- Skill development and promotion opportunities.
- The more you learn the more you get paid.

Source: 2019 Voice of the Blue-Collar Worker

Eager to Learn New Skills and Earn Upward Mobility

Contrary to the more paternalistic view that workers deserve pay increases for simply remaining with a company, today's blue-collar workers are willing to earn pay raises and are extremely eager to learn new skills.

WHEN DO YOU EXPECT TO GET A PAY RAISE?



95% WILLING TO INVEST PERSONAL TIME TO LEARN A NEW SKILL



REASON FOR LEARNING NEW SKILL

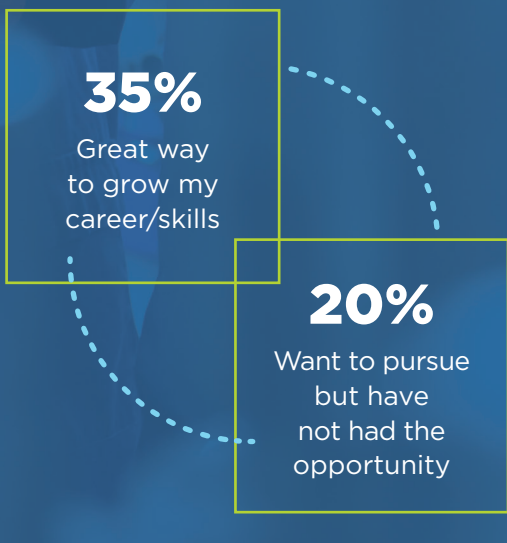


INTEREST IN APPRENTICESHIPS



“90% of workers are interested in apprenticeships, with 38% being very interested.”

PERCEPTION OF APPRENTICESHIPS



New-Collar Workers Key to Closing the Skills Gap

Manufacturers are on pace to have 2 million unfilled jobs by 2025. The skills needed to close this gap are a blend of traditionally blue- and white-collar skills — from technical prowess to complex problem-solving and decision-making. Fortunately, blue-collar workers are eager to learn new skills and fill the need for a new kind of worker — the “new-collar” employee.

DIVIDE BETWEEN WHITE-COLLAR AND BLUE-COLLAR SHRINKING

Driven by Technology Disruption

White-Collar	NEW-COLLAR	Blue-Collar
Think for a living	Artificial intelligence and robotics	Perform manual tasks for a living
Autonomous work model	Problem-solving	“ Command and control ” work model
Higher-value, complex issues	Rapid decision-making	Lower-value, repetitive tasks

About the Survey

The 2019 Voice of the Blue-Collar Worker is the nation's largest and 12th annual survey of America's hourly, blue-collar workforce. In total, 18,505 online and written surveys were completed of workers 18 years of age or older, employed or recently employed on a flexible or full-time basis. Respondents span the manufacturing, warehousing, logistics and distribution industries.

Survey Sponsored By:

