

WHAT MAKES A WAREHOUSE WORKER HAPPY?

The 2024 Newcastle Systems
Worker Satisfaction Survey provides
insights into the life of a warehouse
worker and what matters to them



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SECTION ONE

INTRODUCTION

Being a warehouse worker is a testament to human resilience, as it entails grappling with numerous challenges. It's a world of major fatigue, with long hours and physically demanding tasks that involve extensive walking amidst fluctuating temperatures in the warehouse. Repeating the same tasks compounded by a heavy workload makes managing time and completing all tasks daunting.

Newcastle Systems, a supplier of ergonomic mobile-powered workstations, sought to better understand how workers think and engage in their positions—what makes them happy, what burns them out, and what they expect from their jobs. In this first-ever Newcastle Systems Worker Satisfaction Survey, we analyze findings from several hundred front line workers across the nation—from Gen Z to Baby Boomers—to learn more about their perception of their work.

Whether you're reading this report from the comfort of your home or stationed at a desk with an ergonomic chair, the reality for many is vastly different. A substantial portion of warehouse workers, **22.5%**, cite the overall physicality of the job as the primary source of fatigue, while **21%** point to the prolonged hours and workdays. The warehousing and storage sector in the U.S., employing approximately 1.851 million people according to **Speed Commerce**, underscores the scale and significance of this demanding industry.



22.5%
cite the physicality
of job as primary
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SECTION TWO

DO WORKERS FEEL VALUED BY EMPLOYERS?

Understanding what brings happiness to warehouse workers and how employers can maintain a content workforce is crucial to running an efficient warehouse. The survey results reveal a mixed sentiment regarding employee value, with the majority (39%) feeling

“somewhat valued,” while a smaller portion (5%) feeling “not valued at all,” and others expressed varying degrees of feeling undervalued or neither valued nor undervalued.



Survey Findings | These survey findings illustrate that thousands of warehouse workers nationwide feel somewhat or very undervalued by their employers.

#1 CONTRIBUTOR TO JOB SATISFACTION

Notably, when asked about the primary contributor to job satisfaction, **33% cited fair and competitive pay**. This underscores the urgent need for employers to prioritize

fair compensation and conducive working conditions to retain a happy and dedicated workforce, especially in the context of labor shortages and rising eCommerce demands.

SECTION THREE

INVEST IN YOUR WORKFORCE!

The survey findings reveal shared concerns across multiple generations working in warehouses. **One glaring issue is the lack of adequate tools**, as 10% of respondents indicated, potentially translating to approximately **200,000 warehouse workers nationwide** facing this challenge.

Workers' top three concerns encompass **safety equipment and measures**, the pressing need for **equipment upgrades** to mitigate slow operations and facilitate automation, and **warehouse cooling and heating system improvements**.

To address these deficiencies and enhance worker satisfaction, employers must adapt by prioritizing investments in modernizing equipment, bolstering safety measures, and upgrading environmental controls. Such proactive changes can significantly impact employee morale and productivity while fostering a more positive and productive work environment.



SECTION FOUR

THE IMPORTANCE OF TECHNOLOGY AND ERGONOMICS

When it comes to integrating robotics into warehouse operations, the majority of respondents express a moderate level of comfort, indicating a willingness to adapt to technological advancements. Employers can capitalize on this receptivity by implementing low-cost,

ergonomic solutions like mobile-powered workstations, wearable barcode scanners, and collaborative robots (cobots), which streamline processes and reduce the likelihood of injury or long-term physical strain on workers.



Mobile Powered Workstations



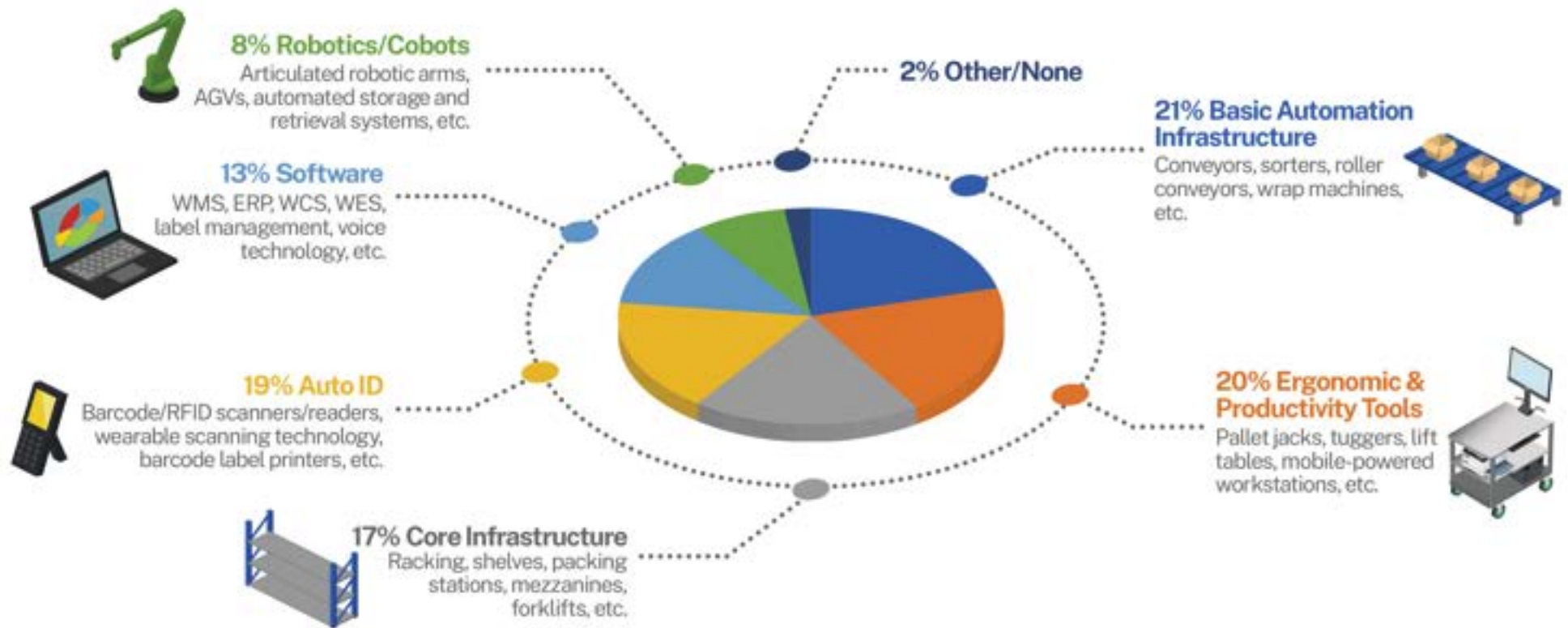
Wearable Barcode Scanners



Cobots

Among the various tools and infrastructure improvements cited, ergonomic and productivity tools emerge as particularly impactful, with respondents highlighting their positive effect on job enjoyment. While technologies like auto ID equipment and basic automation infrastructure play vital roles in enhancing efficiency, it's clear that ergonomic solutions resonate strongly with warehouse

workers, indicating a desire for tools that optimize their physical workload. As the industry continues to evolve, integrating these tools into warehouse operations offers immense potential to enhance productivity further and streamline processes, painting a robust picture for the future of warehouse operations.

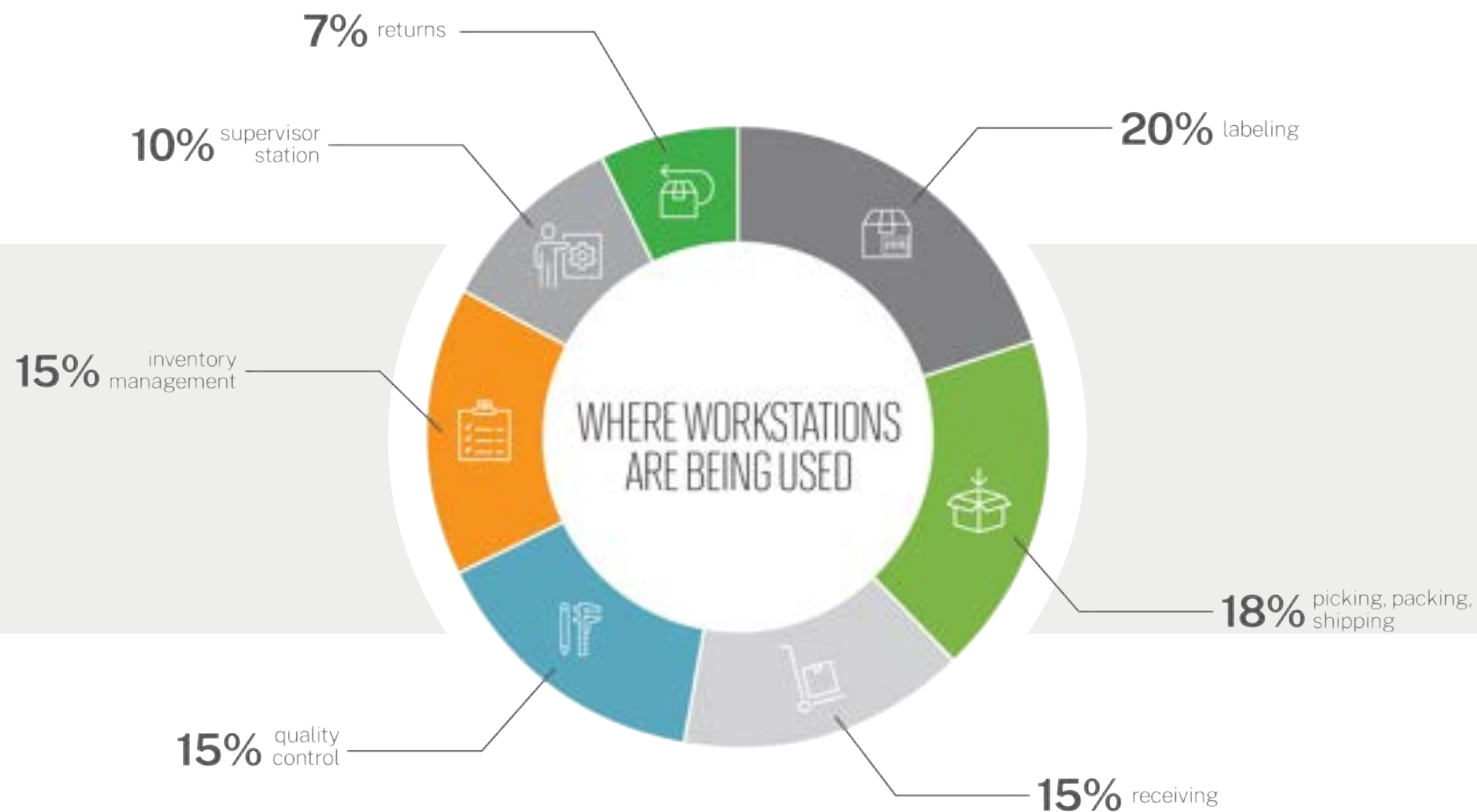


Survey Findings | The percentage of respondents expressed which ergonomic and productivity tools make their jobs more enjoyable.

SECTION FIVE

BENEFITS OF ERGONOMIC WORKSTATIONS

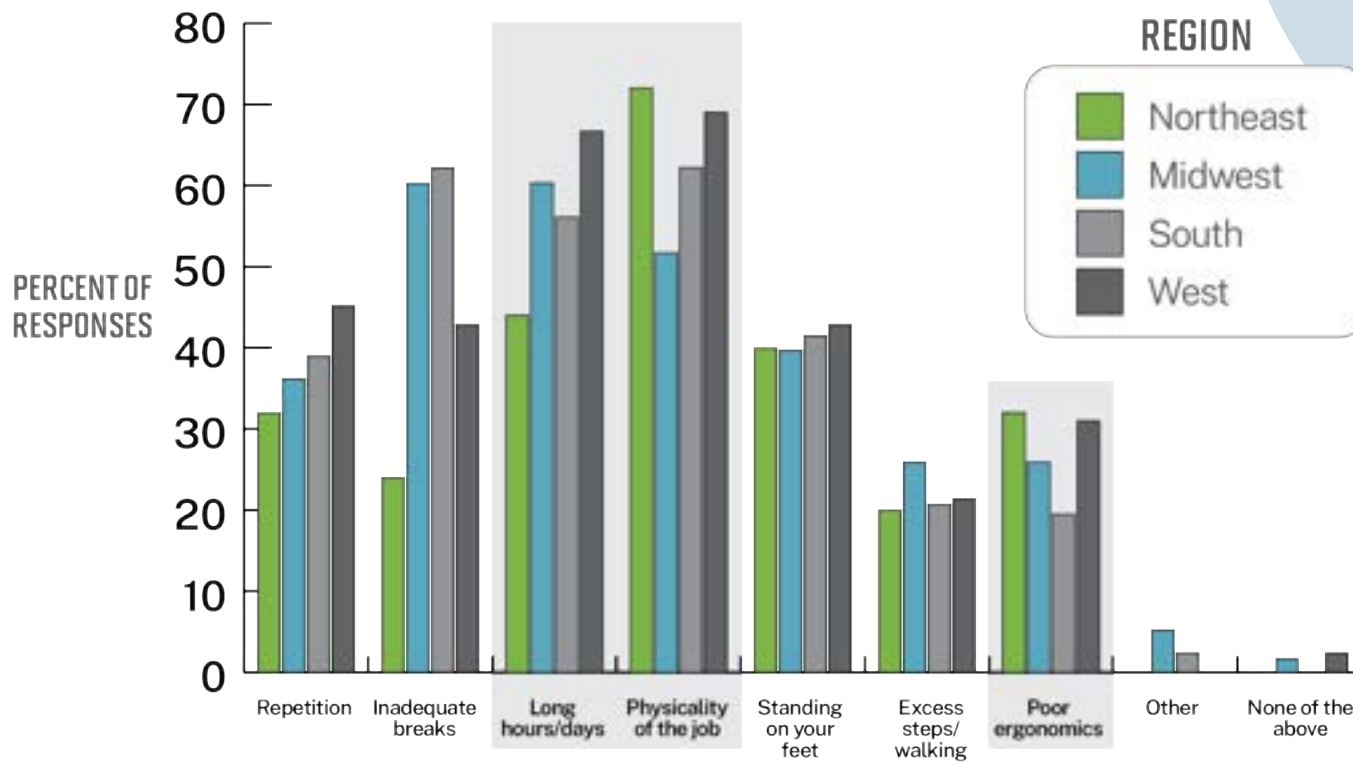
A promising solution bridging the gap between manual labor and automated warehouse operations is the integration of mobile-powered workstations. These workstations offer a practical and accessible alternative to full-scale automation. Rather than intimidating robotic systems, these workstations are simple carts designed to enhance efficiency in various warehouse tasks. Survey results indicate that workers use workstations for:



This hybrid approach effectively optimizes workflow while maintaining familiarity and ease for workers, ultimately contributing to a more efficient and harmonious warehouse environment.

REGIONAL DIFFERENCES IN WORKER PERCEPTION

GREATEST SOURCE OF FATIGUE FOR WAREHOUSE WORKERS BASED ON REGION IN THE U.S.



One of the most interesting findings in our *Newcastle Systems Worker Satisfaction Survey* is the variation between worker responses across the country.

The majority of respondents in the Northeast and West regions in the U.S. say the greatest source of fatigue for warehouse workers is the physicality of the job and long hours/work days, whereas the South and Midwest regions say the overall physicality of the job and inadequate breaks are the greatest source of fatigue in the warehouse.

GREATEST CONTRIBUTOR TO EMPLOYEE SATISFACTION RANKING BY AGE GROUP

RANKING	18-25	26-40	41-55	>56
1 ST	Workplace safety Leadership style	Fair & competitive pay	Fair & competitive pay	Fair & competitive pay
2 ND	Growth opportunities	Growth opportunities	Work/life balance	Work/life balance
3 RD	Work/life balance	Work/life balance	Leadership style	Leadership style
4 TH	Fair & competitive pay	Leadership style	Workplace safety Growth opportunities	Workplace safety Growth opportunities
5 TH		Workplace safety		

Warehouse workers ages 18-25 say workplace safety, growth opportunities, and leadership management style are the greatest contributors to employee satisfaction. Workers aged 26-40 say fair and competitive pay, growth opportunities, and work/life balance are the greatest contributors to employee satisfaction, while workers aged 41+ prioritize work/life balance and fair and competitive pay.



SECTION SIX

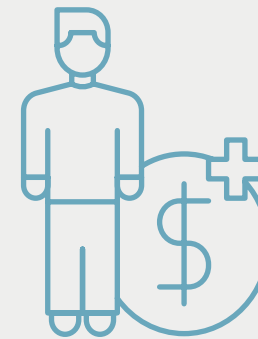
MAXIMIZING ROI

To maximize employee return on investment, it's essential to implement strategies to improve performance, productivity, and workplace safety while fostering brand loyalty and reducing turnover rates. Employers can create a more enjoyable and fulfilling work environment by investing in measures such as enhanced compensation packages, engaging incentive programs, ergonomic tools, updated safety protocols, and improved communication channels. Additionally, addressing concerns about HVAC systems to ensure comfort amidst fluctuating weather conditions can improve employee satisfaction and well-being.

Warehouse Workers Are Crucial

Recognizing the pivotal role of warehouse workers, particularly in the context of escalating eCommerce demands, employers must prioritize the welfare and development of their workforce. Despite the less-than-glamorous nature of warehouse jobs, investing in employees by offering competitive pay, comprehensive benefits, and growth opportunities fosters a sense of value and appreciation and strengthens employee loyalty and engagement.

Findings from Newcastle's survey underscore the significance of addressing employee concerns related to compensation, benefits, and career advancement opportunities. These factors are crucial in determining employee satisfaction and retention. The survey highlights the need for proactive measures to meet these expectations and ensure a motivated and dedicated workforce poised to drive success in the evolving landscape of warehouse operations.

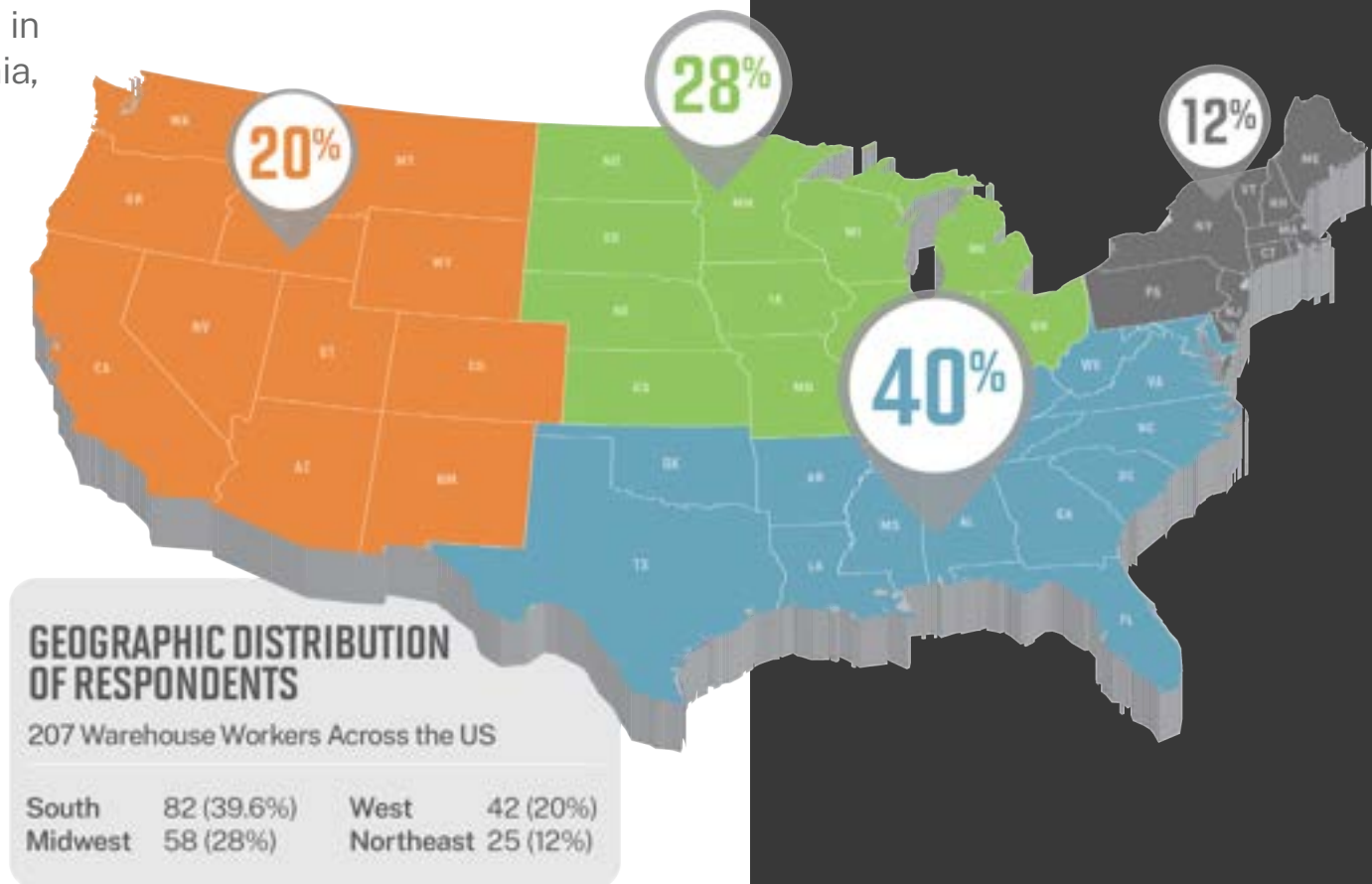


SECTION SEVEN

ABOUT THE REPORT

The report gathered insights from 207 warehouse workers across the United States, with the majority residing in California. Regionally, the South had the highest number of respondents, followed by the Midwest, the West, and the Northeast. Specifically, 82 respondents (39.6%) were from the South, 58 (28%) from the Midwest, 42 (20%) from the West, and 25 (12%) from the Northeast.

The top states represented in the survey include California, Florida, Ohio, Texas, and New York—the report aimed to uncover what factors contribute to the happiness of warehouse workers.



200+

U.S. warehouse workers were surveyed to find out what factors contribute to their happiness at work

ABOUT NEWCASTLE SYSTEMS

Your future counts on worker efficiencies found in unexpected places.

Since 2005, Newcastle Systems has helped find the untapped potential in your day-to-day operations. Our purpose-built mobile power workstations enhance on-floor productivity, allowing your workers to focus on value-added tasks. This approach not only boosts efficiency but also enhances the working experience, delivered through a team of people vested in business success and worker happiness. Found within facilities of the world's largest brands, **Newcastle delivers the human element of automation.**



**SAVE STEPS.
INCREASE PRODUCTIVITY.™**

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