

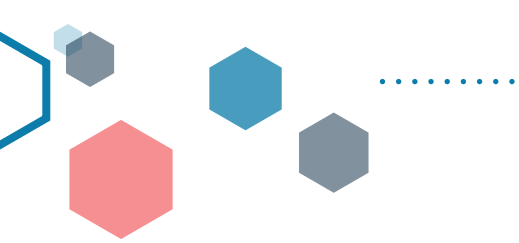
2023-2024



**INDUSTRIAL
LABOR SURVEY**

Uncovering the factors that
impact your recruitment
and retention success





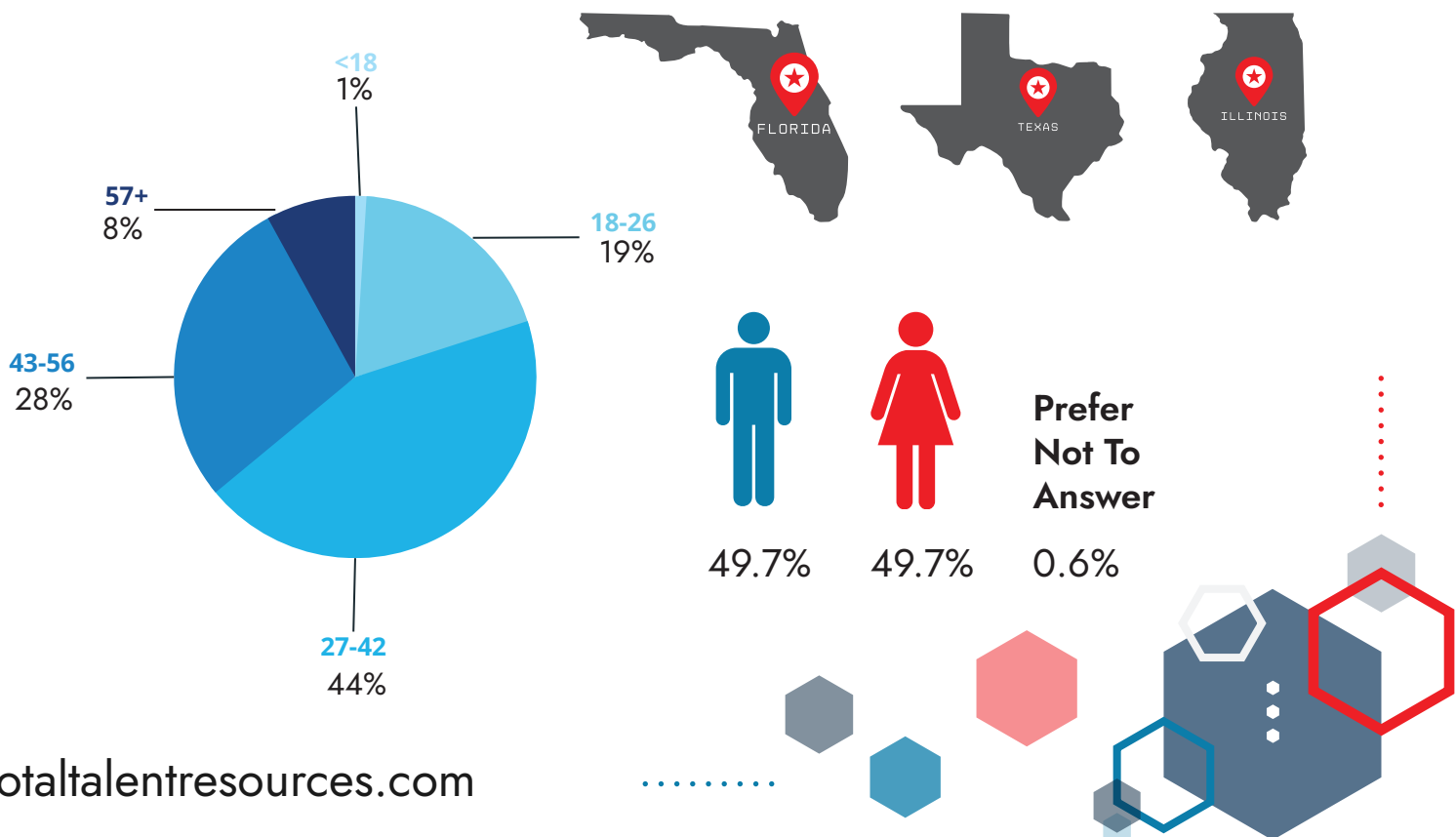
2023-2024 Industrial Labor Survey

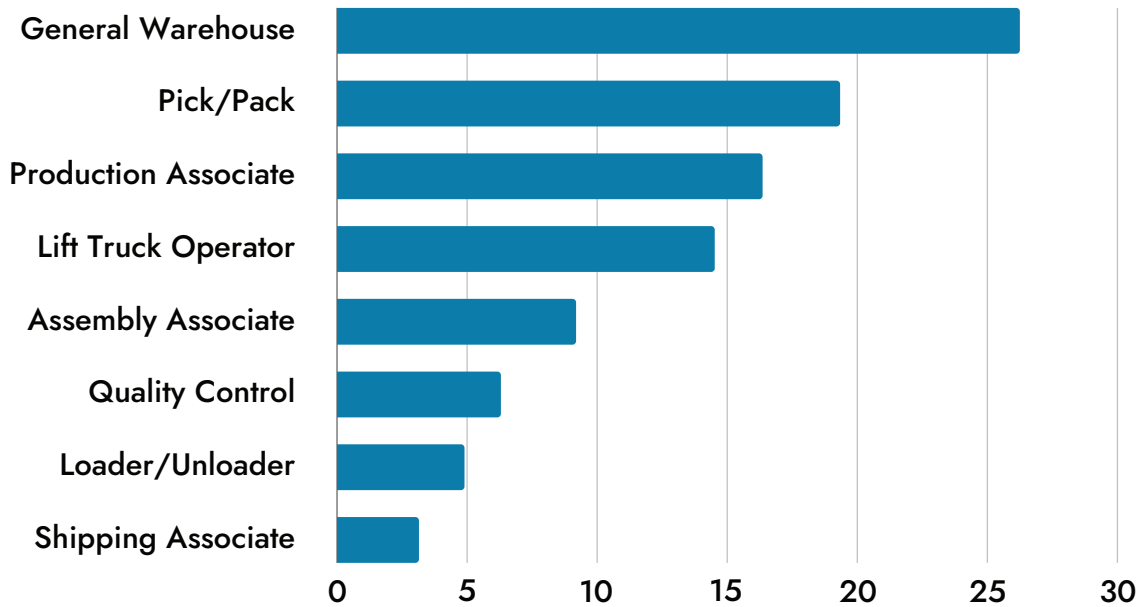
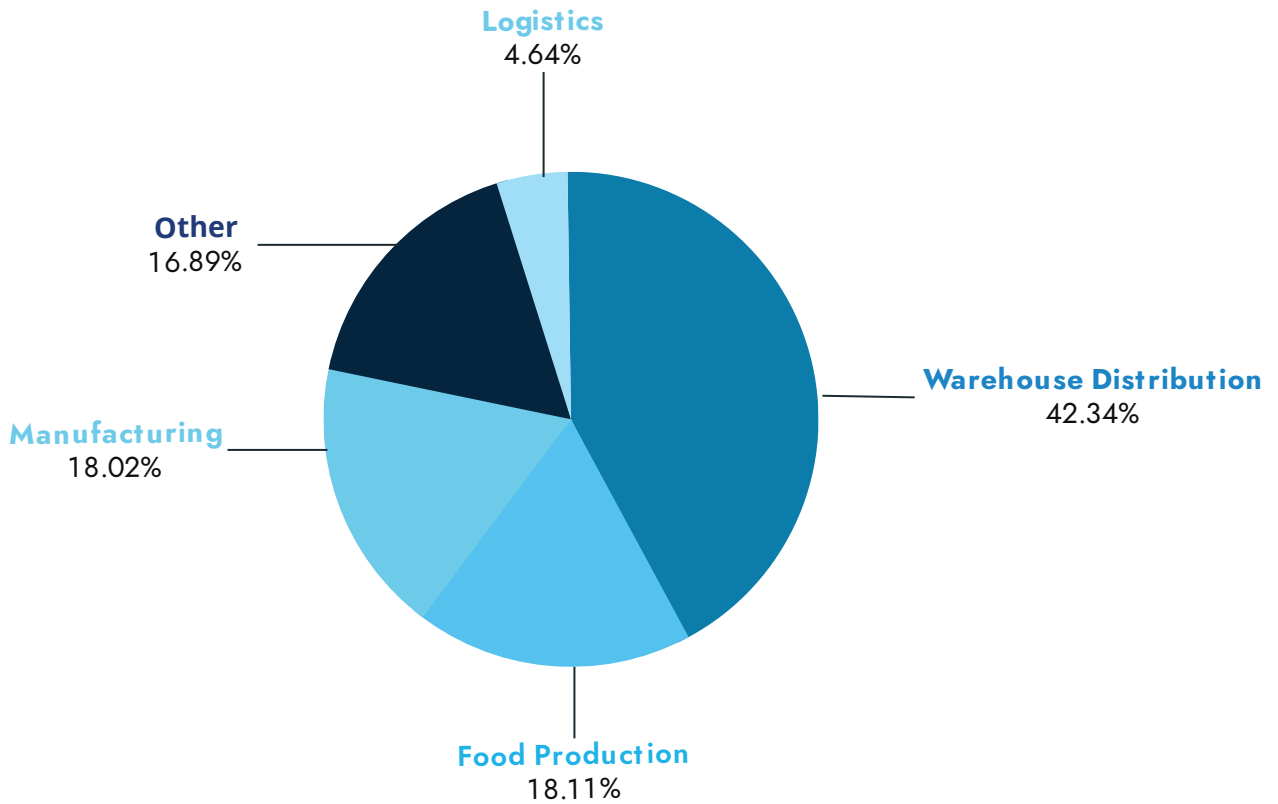
The manufacturing and logistics industries have been challenged with high turn over and significant labor shortages in recent years. In fact, experts predict 2.1 million manufacturing jobs will remain unfilled by 2030. Effective talent strategies have become business-critical—which means you need insight into what it takes to attract and retain the workers you need.

At Total Staffing Solutions, we connect with countless industrial workers every single week, getting to know their motivations and goals. To help you optimize your talent strategy, we surveyed 1,205 industrial workers to provide four actionable, data-backed insights about what candidates value most in their job search and in their careers.

Research Methodology

We collected responses to our 2023-2024 Industrial Labor Survey electronically, leveraging email and SMS outreach to increase participation. Our final responses came from a diverse cohort of industrial workers from Illinois, Texas, and Florida—including general warehouse workers, picker/packers, production associates, and lift truck operators





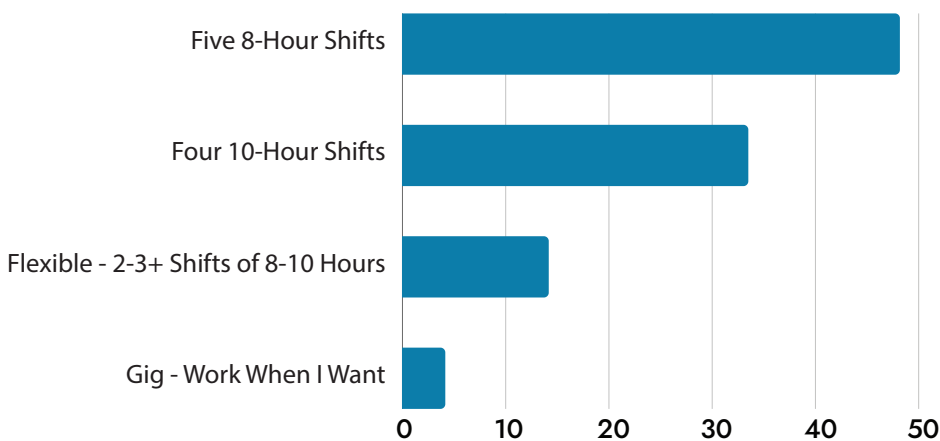
Insight 1

Consistent shifts and schedules are key to attraction and retention.

Employers have increasingly experimented with flexible scheduling for warehouse roles in recent years. Target offers on-demand positions; GE Appliances offers two-day work weeks; and Amazon offers morning, day, night, and weekend shifts (including reduced time and part-time opportunities). Flex work has proven to be a valuable solution for filling workforce gaps and attracting non-traditional employees like students and parents.

However, when it comes to building your core workforce, consistent scheduling reigns supreme. Our data shows 48.2% of industrial workers prefer working five eight-hour shifts each week and 33.5% of workers want four 10-hour shifts. Only a small minority prefer flexible or gig work.

Most Preferred Shifts for Industrial Workers



So, how important is it to offer consistent, full-time schedules? Extremely. Scheduling is the No. 1 job search consideration for industrial workers—even ranking above compensation and growth opportunities. In fact, over 1 in 4 workers say they’d need a minimum raise of \$2.25 per hour to work an unpreferred shift—and more than 14% would refuse to work a schedule other than the one they desired.

Top Considerations for Industrial Job Seekers



Insight 2

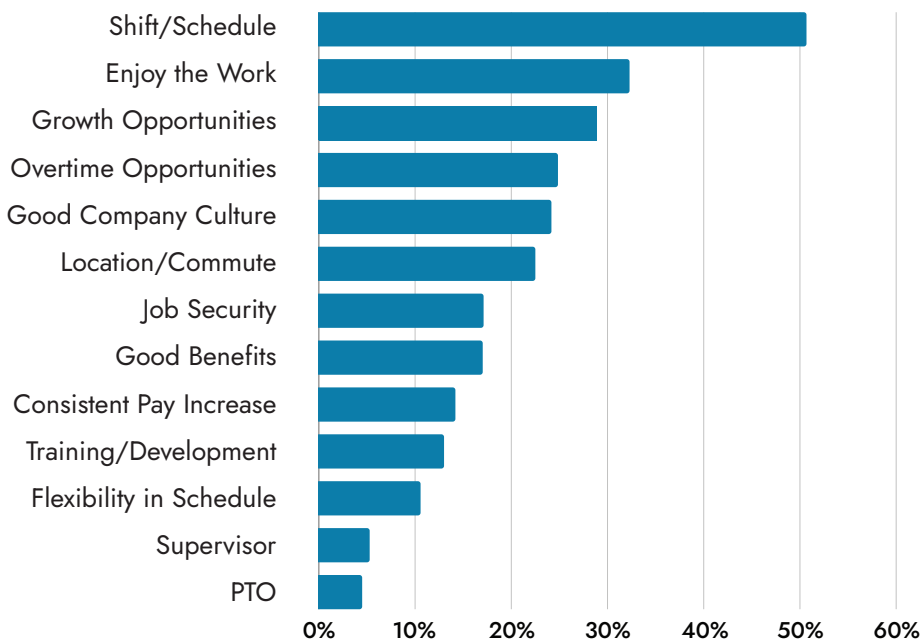
Pay drives attraction, but enjoyable work drives retention.

Not all aspects of a compensation package are important to industrial workers in a job search—benefits like health insurance, retirement plans, and PTO are the top consideration for less than 3% of workers. However, pay remains one of the leading factors in attracting employees.

Interestingly enough, pay isn't quite as powerful at retaining employees. Only 14.2% of industrial workers identify consistent raises as an important factor for staying in their roles. While overtime opportunities are desirable for the extra cash, good wages don't stand out enough to keep most industrial employees around.

Engaging employees is key to retaining them. Other than a desirable schedule, enjoyable work is the leading driver of retention for industrial workers and is key to retaining 32.3% of workers. Additionally, nearly 1 in 4 employees will stay for a positive company culture, which can directly contribute to their enjoyment of their role.

Leading Drivers of Retention



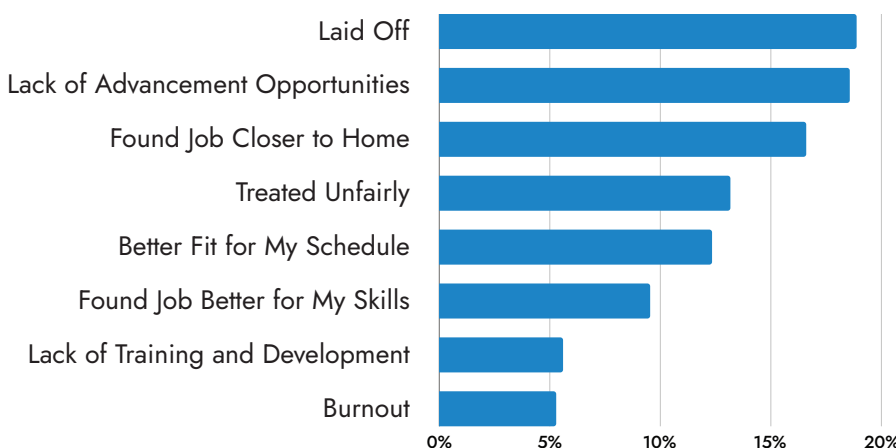
Insight 3

Layoffs and lack of career advancement are the leading causes of attrition in industrial roles.

Much like desirable schedules, growth opportunities are critical to both attraction and retention — and aligning with this data, we found that lack of career advancement is the leading driver of voluntary attrition (besides pay). It’s the reason 18.6% of employees surveyed left their last role. Industrial workers want to develop new skills, receive promotions, and rise through the ranks within their workplace—and if they feel stuck in your organization, they won’t stay for long.

However, involuntary attrition causes turnover a touch more often than lack of career advancement. Layoffs are still deeply affecting the industry, showing the significant financial struggles affecting the sector. At the start of 2023, companies like 3M and Dow Inc. announced thousands of manufacturing layoffs*, largely caused by consumer demand declines and supply chain disruptions. And yet, as layoffs occur in some companies, labor shortages occur in others, showing the difficult talent decision industrial employers must make: Temporarily eat the cost of keeping workers during tough financial times or lay off workers and risk recruiting difficulties later.

Top Reasons for Industrial Worker Attrition Besides Pay

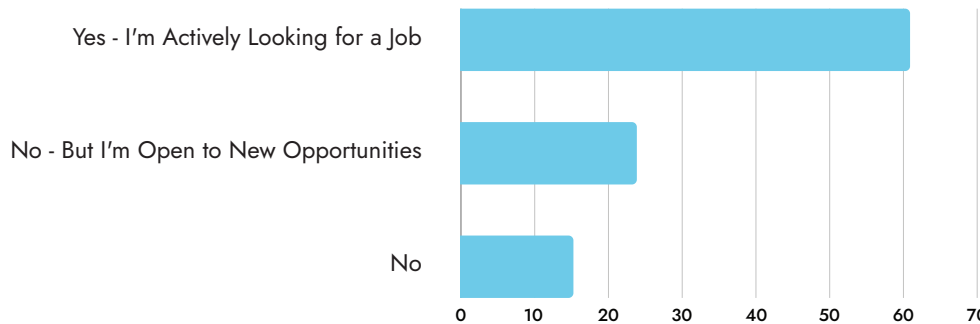


Insight 4

Most industrial workers are looking for new jobs.

So, why is it important to transform your talent strategies? The fact is most employees are looking for new jobs. In fact, 60.9% of industrial workers are actively applying for new positions—and 23.8% of employees are passive job seekers who would consider new opportunities if their desired roles presented themselves.

Percentage of Industrial Workers Seeking New Jobs



More than ever, staying cognizant of what job seekers and current employees want — from desirable full-time shifts and growth opportunities to enjoyable work and culture — is essential to keeping your workforce strong. Start leveraging these insights to build an optimal, long-term talent strategy for your organization.


Market Analysis

The 2023-2024 Industrial Labor Survey returned critical insight into the evolving priorities of candidates in the manufacturing and logistics industries. While pay was the No. 1 driver of recruitment success in recent years, most organizations have already opted to offer competitive wages as a result of increasing wage pressures, the Great Resignation, and other market factors. Now, we see compensation-related pressures slightly easing as considerations like shift and growth opportunities rise in importance.

Retention strategies must evolve, too. As our data shows, reliable scheduling is key to retaining employees—though companies that do not have the flexibility to optimize shifts can retain talent by creating career paths and other growth opportunities within their organizations.


**Make informed decisions as you develop your workforce plan.
Reach out to Total Staffing Solutions
for a full market review of the regions in which you operate.**

Contact Us

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Total Staffing Solutions

At Total Staffing Solutions, we believe in providing innovative and tailored workforce solutions that empower businesses to thrive in today's dynamic and competitive landscape. Our commitment is rooted in our core values which drive our pursuit of delivering exceptional results and unlocking the full potential of our workforce.

The Total Way

- 1.** We take the time to identify where your organization is thriving and where our services can bring you to the next level.
- 2.** We believe transparency is essential to providing the best solutions. Our proposal stage focuses on matching the best suite of services to your needs.
- 3.** Our onboarding process provides detailed information about the outlined solutions, including the workflows we leverage to ensure success.
- 4.** When setup is complete, we're ready to go live. Our service team ensures each solution is implemented and executed properly.
- 5.** Our sales and operations teams, along with our executive leadership, will review your solutions and continue to adjust for continued success.

Workforce Solutions

Contingent Staffing

Temp-to-Hire

Partnership Plus On-Site Services

Flex Hire Program

Direct Placement Services

Executive Search

Recruitment Process Outsourcing

Recruitment Training

Workforce Feasibility Studies