



the  branch REPORT

A look at the financial, work, and lifestyle interests of today's hourly workers

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Introduction

The vast majority of the workforce is hourly, but few technologies are built specifically for their needs. Branch's mission is to help solve the challenges faced by America's 80 million hourly workers. We do this by building innovative, simple to use technology solutions that positively impact the lives of the people we work for.

Especially in today's tight labor market and the demand for hourly employees at all-time highs, it's never been more important for employers to understand the needs and concerns of hourly workers. Most research on hourly workers relies on just looking at patterns and preferences at work. But we realize that it's important to take a holistic look at the lives of hourly workers.

That's why we've published our first ever **Branch Report: a look at the financial, work, and lifestyle interests of today's hourly workers**. The report surveys over 3,000 hourly employees across a variety of sectors including retail, restaurants, and healthcare to evaluate what hourly workers value in their financial, professional, and personal lives. We hope these findings shed light on the deskless workforce and expand your understanding of today's hourly worker.

For more information or questions, please contact press@branchapp.com

Executive Summary

Work

- Nearly **70 percent** (69.4%) were more optimistic about their job prospects than the state of the economy (50.1%)
- Hourly workers were **twice as interested in using their work experience to earn a promotion** at their current employer (31.9%) rather than switching jobs (15.7%)
- **Over 70 percent** of hourly employees don't have a LinkedIn profile (71.5%)

Finances

- **Over 75 percent** of respondents reported **less than \$500 saved for their emergency funds** (75.8%), with **40 percent** of total respondents admitting they **had \$0 saved for an emergency**
- Basic living costs such as **home affordability** (58.4%) and **utilities** (47.1%) were their main concerns
- For employees 50 and over -- **82.2 percent cited medical costs as their top financial worry**, followed by retirement (64.3%)

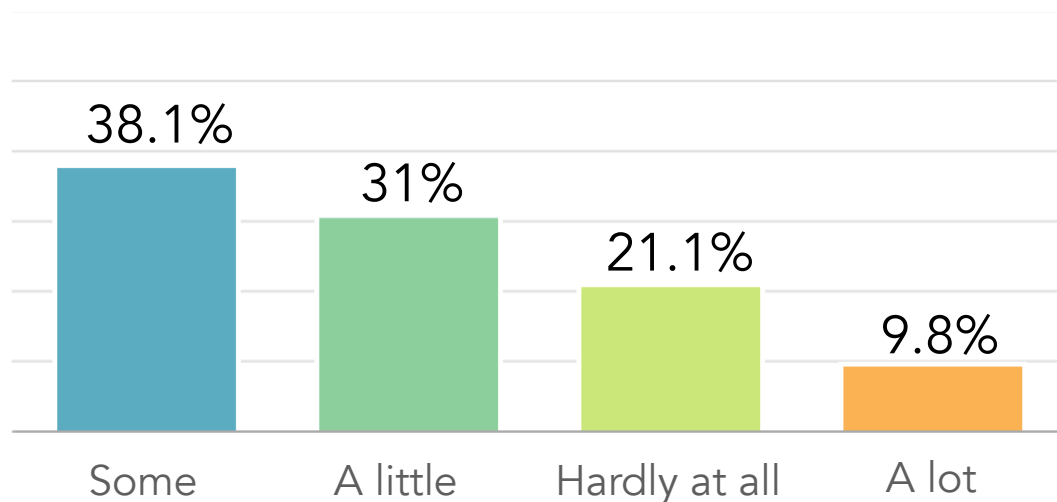
Lifestyle

- **Walmart** (85.6%) and **McDonald's** (46.6%) were top brands for hourly employees
- **Netflix** was not only hourly workers' favorite entertainment platform, but also the platform they **most likely had a paid subscription**
- **Facebook edged out Instagram** for top spot (78.2% vs. 77.2%), with Snapchat (72.8%) following a close third

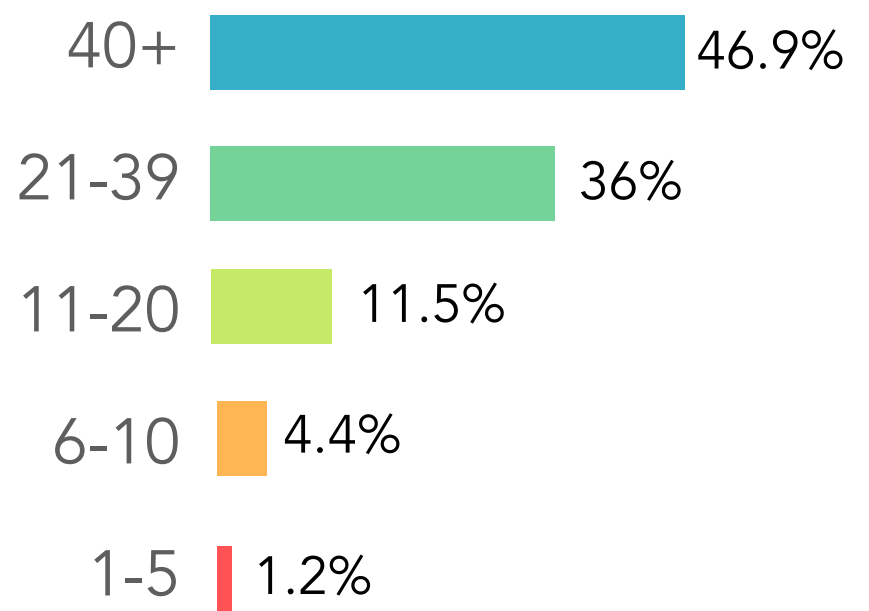
Work: Pay & Schedule Variance

One of the biggest challenges for hourly workers is the volatility of their schedules, which can in turn impact their pay. **Nearly 80 percent** experience some degree of **pay variance from week to week**.

Weekly Pay Variance

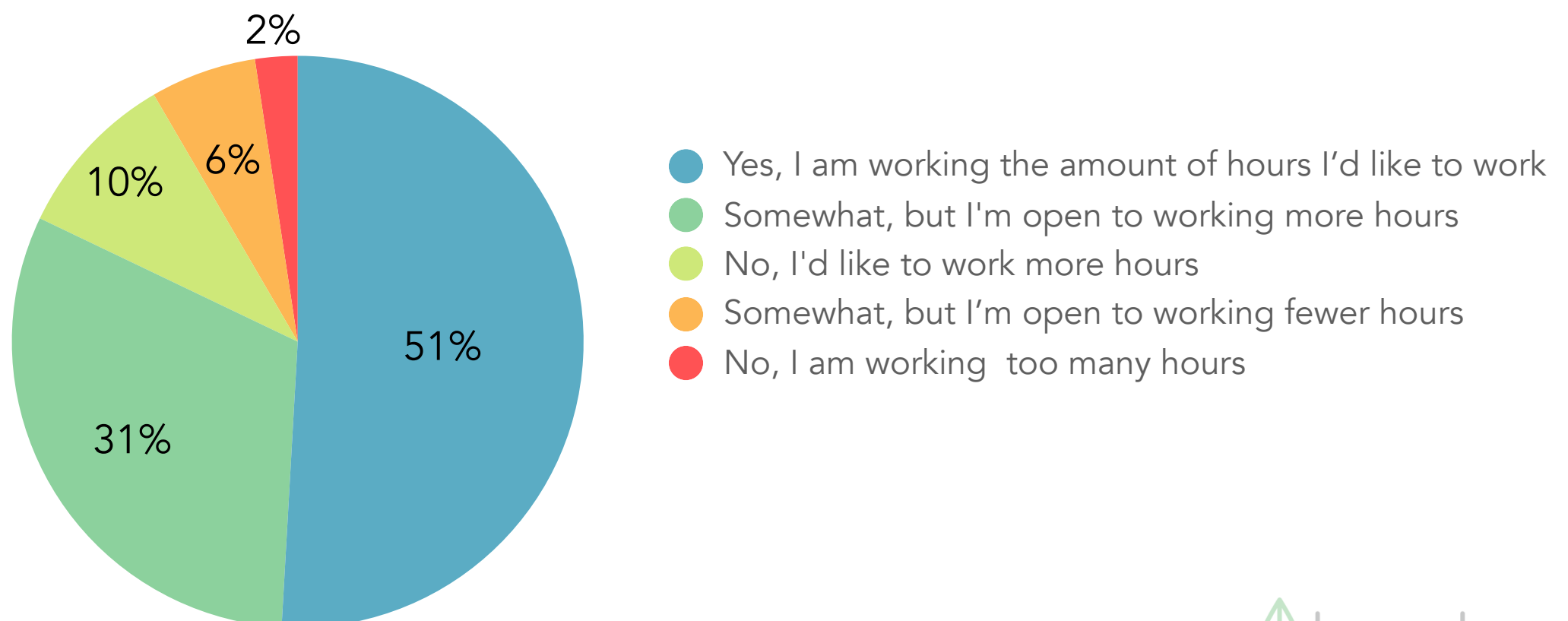


Avg. # of Hours/Week



Schedules

When asked about whether or not they felt like they were scheduled for the amount of hours they'd like to work, only about half said they were. **Over 40 percent said they'd like to work more hours** and over 8 percent said they would prefer to work fewer hours.



Work: Workplace Goals

Besides higher wages (63.4%), most employees noted that scheduling stability and flexibility were top factors. **More than half wanted a stable, predictable schedule (57%)** and almost 40 percent wanted greater scheduling flexibility and control over when they worked (38%). **A positive work culture also ranked high on the list with 49.7 percent** of respondents citing it as a top factor.

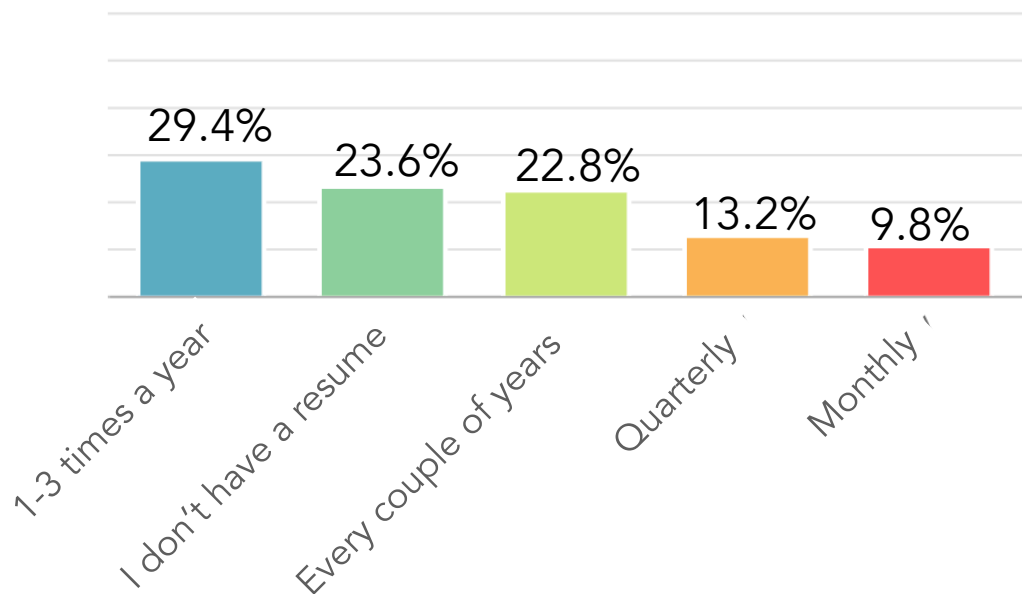


Higher wages were also top of mind within their current employment situation (36.5%), but a promotion at work was a close second. **Hourly workers were twice as interested in using their work experience to earn a promotion at their current employer (31.9%)** rather than switching jobs (15.7%). Employee perks/discounts and qualifying for health insurance were at the bottom of the list.



Work: Career Growth

When it came to keeping their resumes fresh, most hourly employees updated them at least once a year (42.5%). Almost a quarter updated their resumes every couple of years (22.8%) and about half of that updated their resumes every month (11%). But **nearly three times as many didn't have a LinkedIn profile (71.5%).**



Resume vs. LinkedIn



77%

Have a traditional resume



28%

Have a LinkedIn Profile



As for their top career advice resources, **family was overwhelmingly their top source (39.5%)**, with manager at work a distant second (14.6%):



Manager at work **14.6%**



Friends **10.5%**



Internet **13.6%**



School **8.3%**



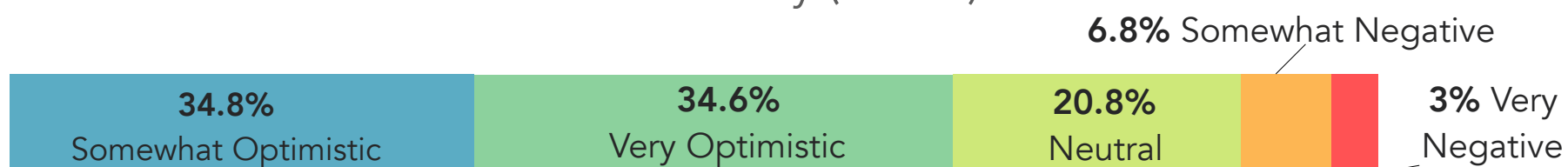
Work colleagues **12.1%**



Career books **1.5%**

More hourly employees were **more optimistic about their job prospects (69.4%)** than the state of the economy (50.1%)

Job Prospects



Economy

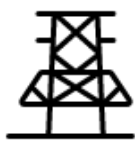


Finances: Top Concerns

58.4%



Hourly workers cited affording basic living costs among their main financial concerns -- **home/rent affordability topped the list** for over half of respondents.



47%

Utility Bills



42.4%

Groceries



33.8%

Auto/Transportation



32.2%

Medical/Health



30.4%

Student Debt



25.4%

Short-term savings



17%

Retirement



12.3%

Childcare



1.1%

Eldercare

Helpfulness of Early Wage Access

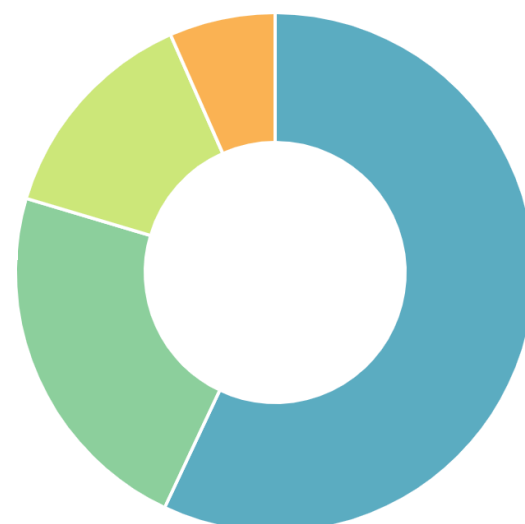
Their concern for meeting day to day needs also likely led to why **almost 80 percent** of hourly employees saying **accessing their pay before pay day would be helpful**.

57%
Very helpful

22.6%
Somewhat helpful

13.8%
I wouldn't do this

6.6%
Not too helpful

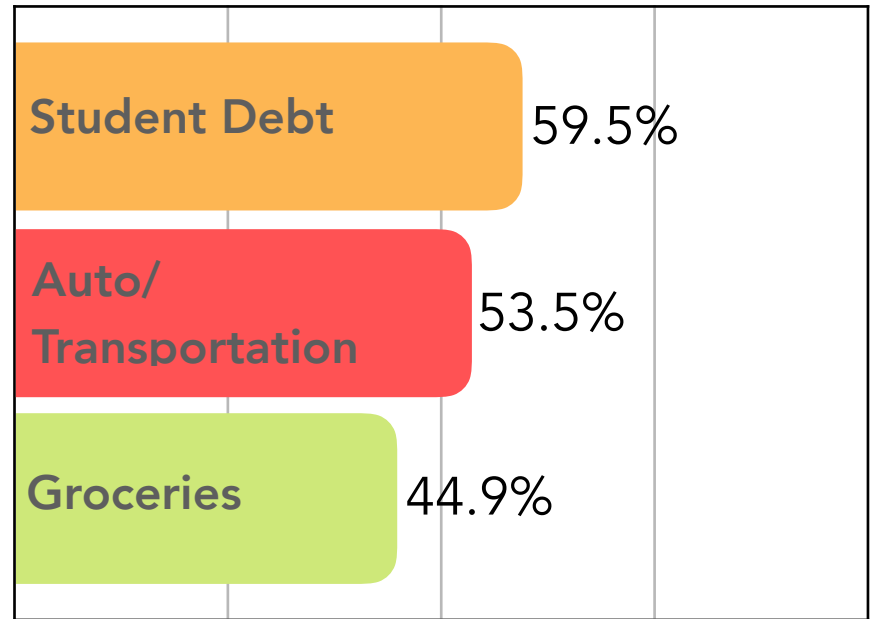


Finances: Top Concerns by Age

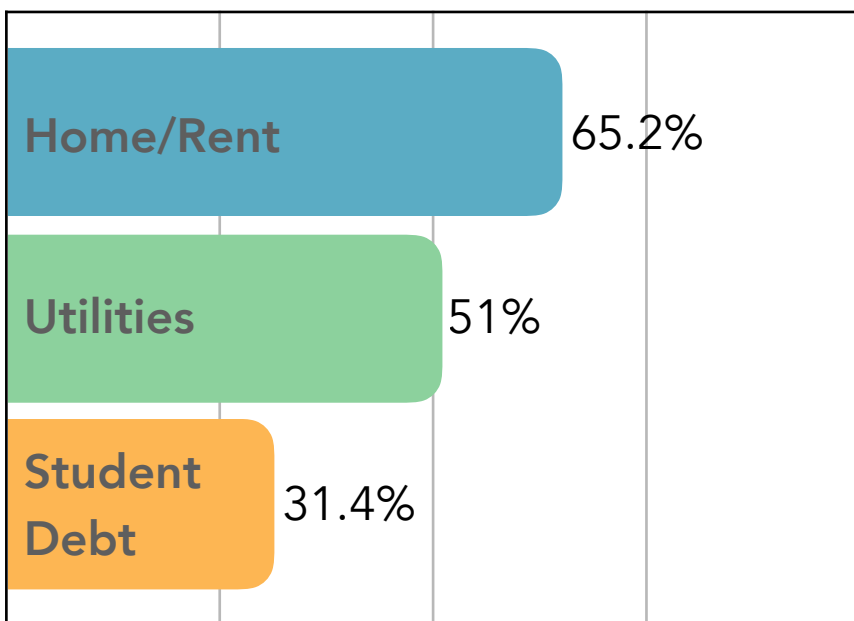
Home/rent affordability remained a top concern across generations, but **decreased slightly over time**.

Long term concerns such as **healthcare and retirement** emerged as **top issues** among **Gen X and Boomer** hourly employees.

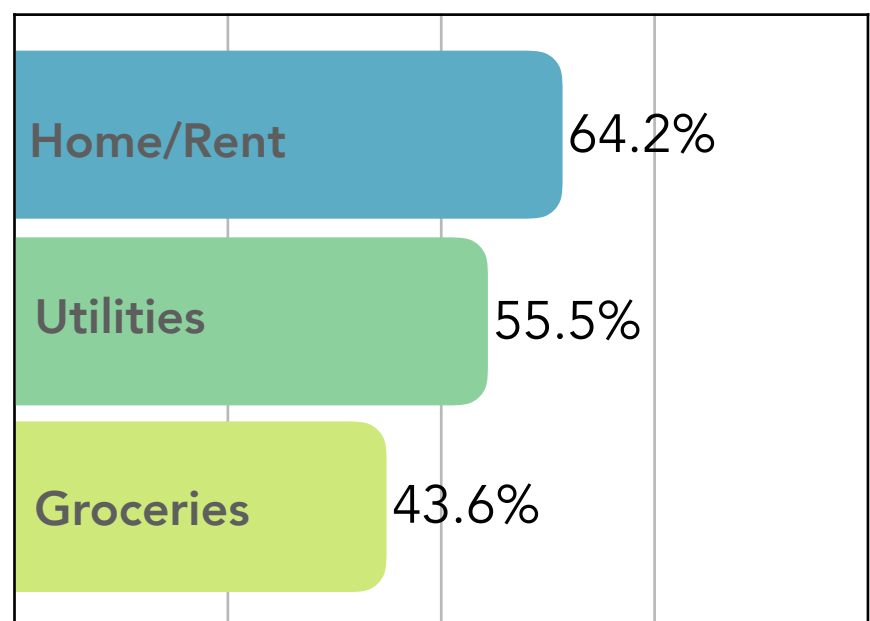
Age 14-19



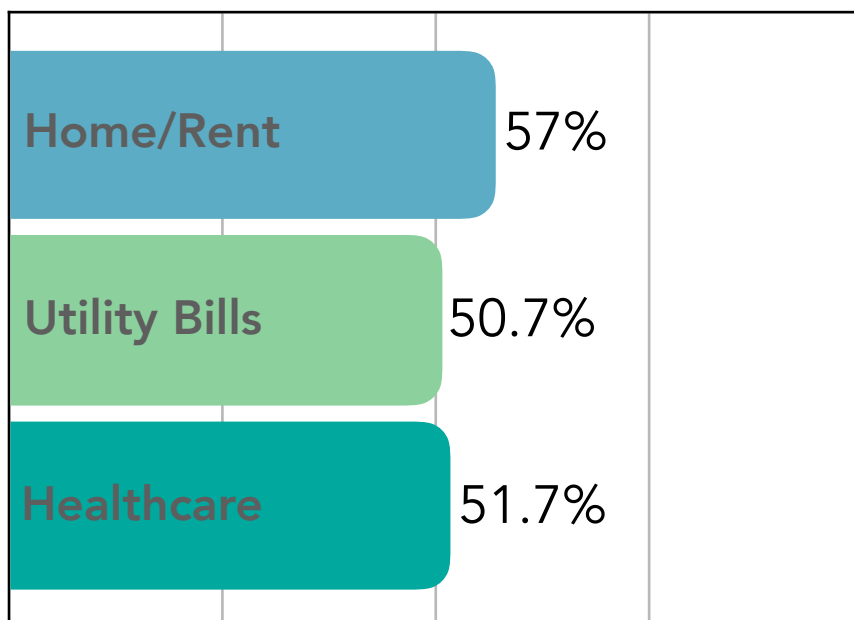
Age 20-29



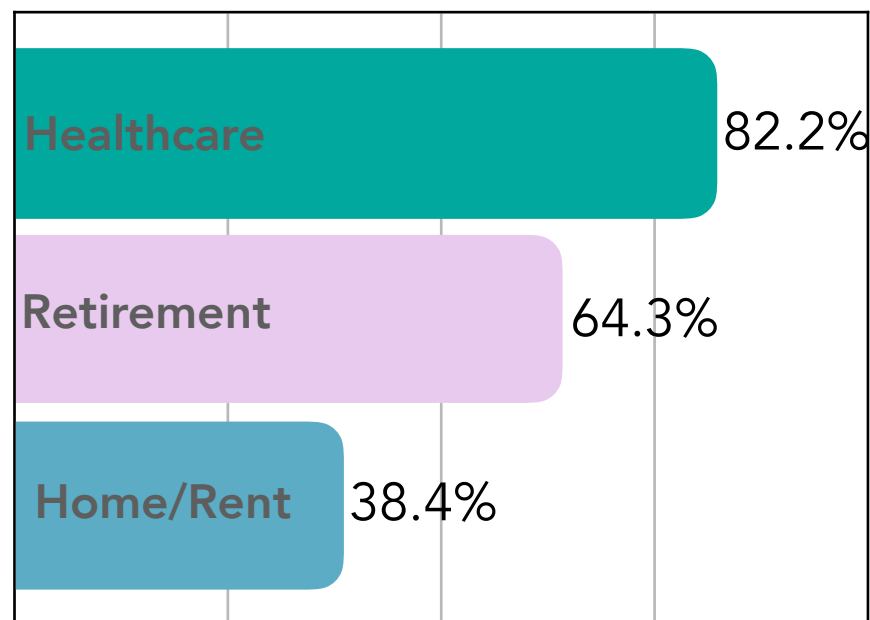
Age 30-39



Age 40-49

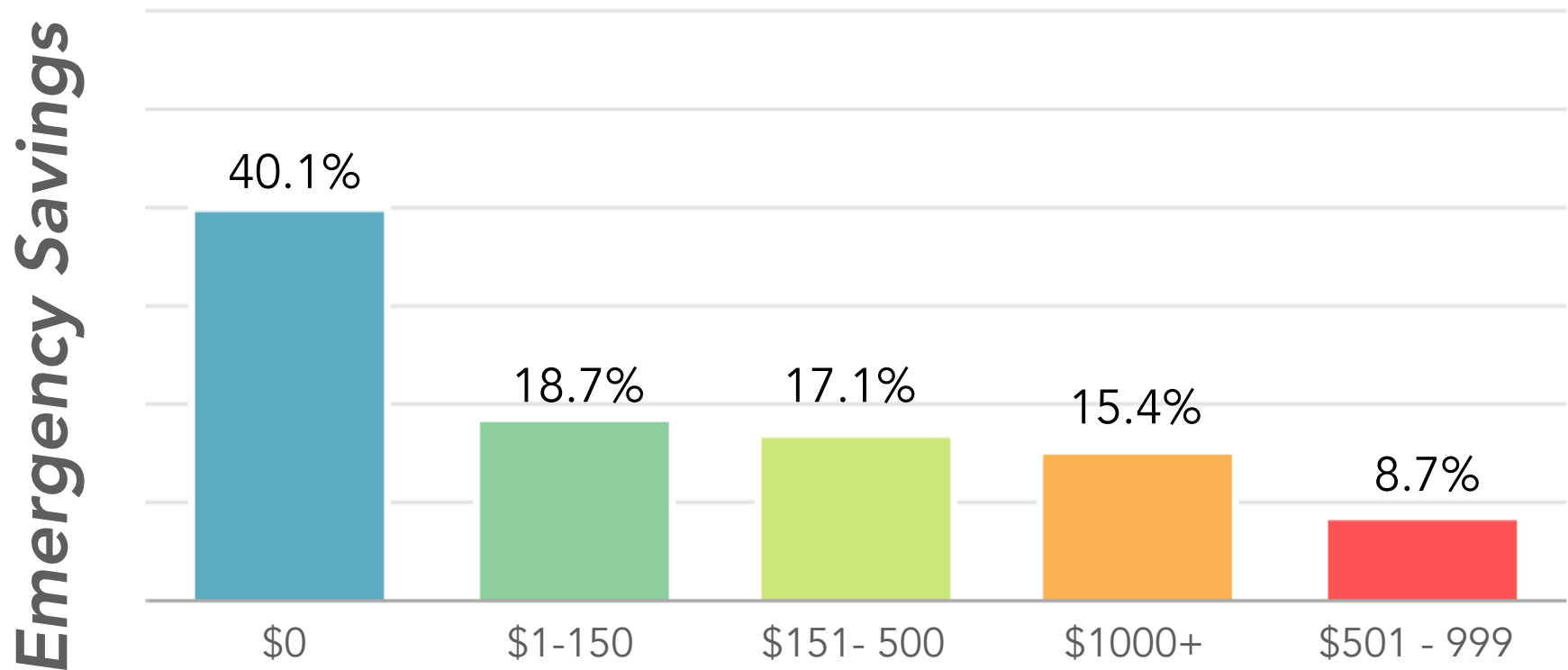


Age 50+

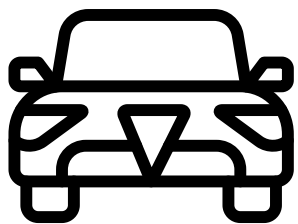


Finances: Emergencies

Over 75 percent of respondents reported less than \$500 saved for their emergency funds (75.8%), with **40 percent** of total respondents admitting they had **\$0 saved for an emergency.**



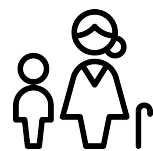
Most Costly Emergency



Most hourly employees cite **auto/transportation-related issues as their most costly emergencies (42.4%)**, followed by medical/health concerns for either themselves or a family member.



26.5% Medical/Health (self)



8.8% Medical/Health (family)



16.8% Other

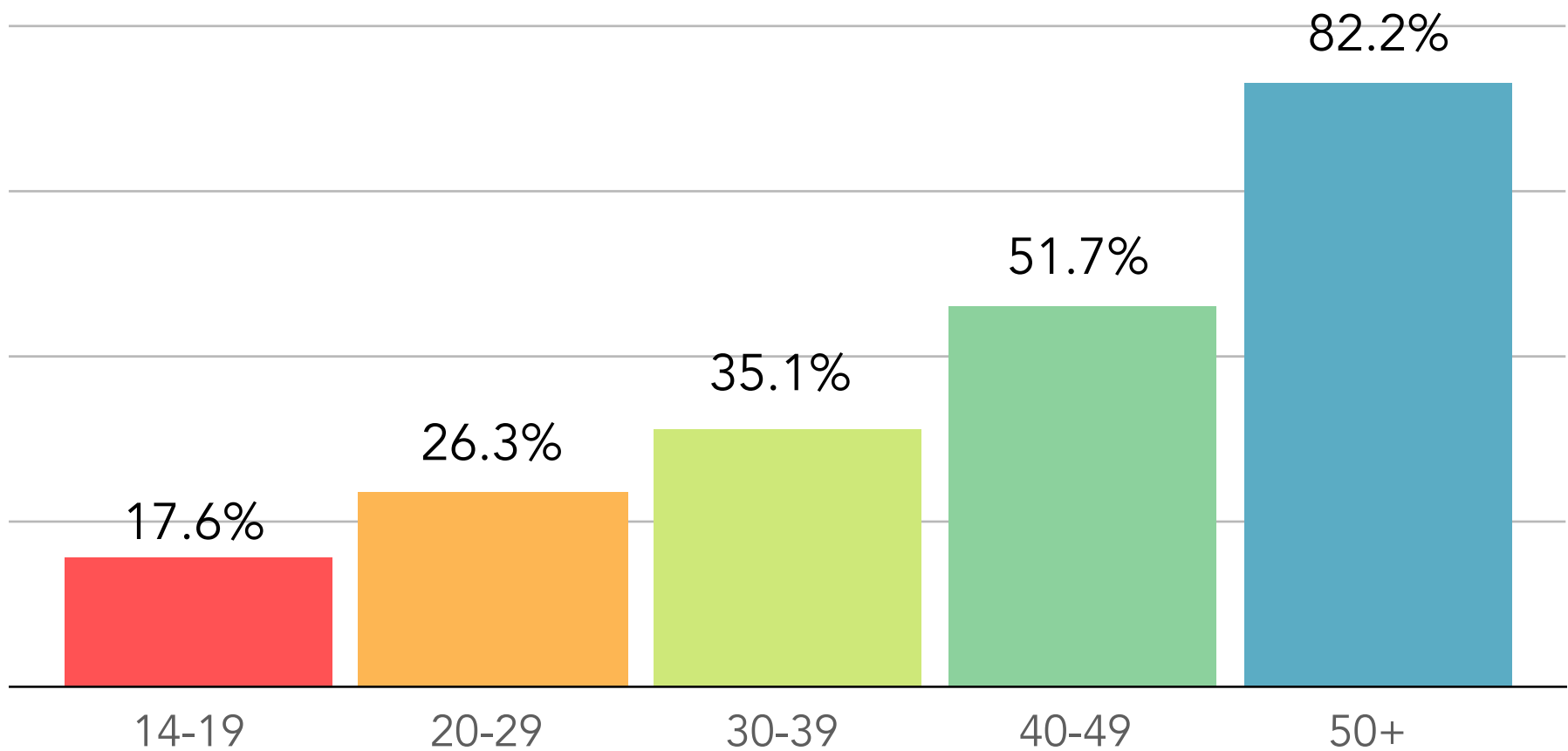


5.6% Home repair

Finances: Healthcare

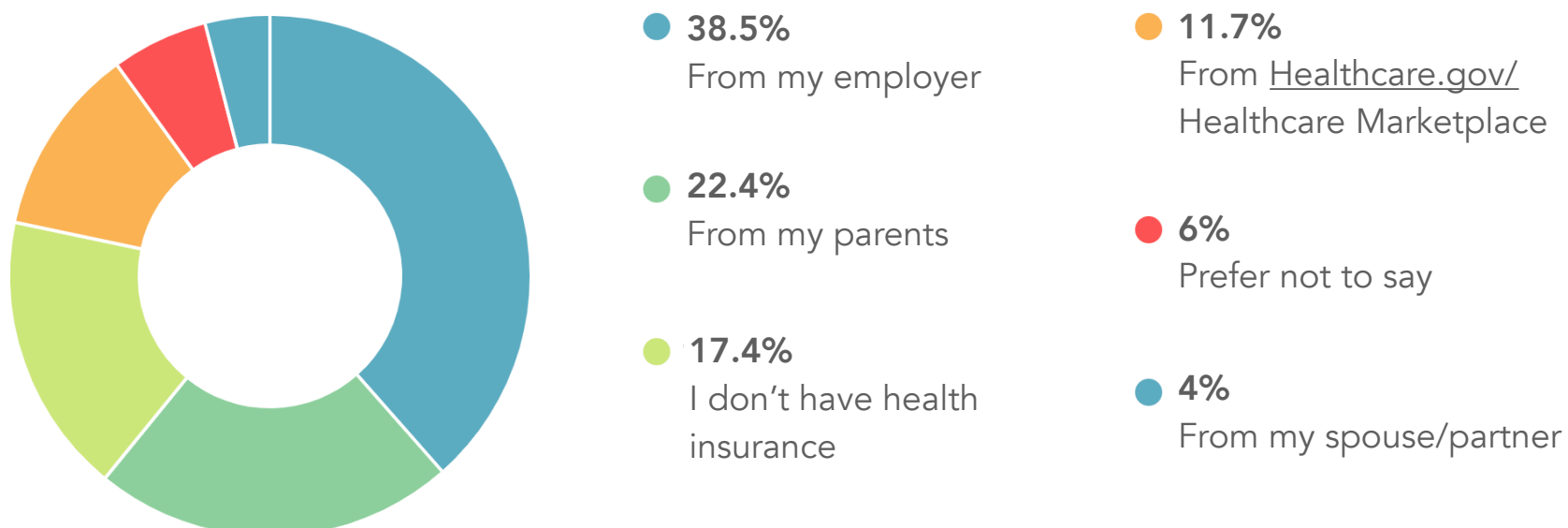
Concern for Medical/Health Costs by Age

While ranking toward the bottom of Gen Z and Millennial hourly employees' list of concerns, medical/health costs shoots up the ranks dramatically with age. **Over 80% hourly employees age 50+** cited it is a top concern.



Health Insurance Sources

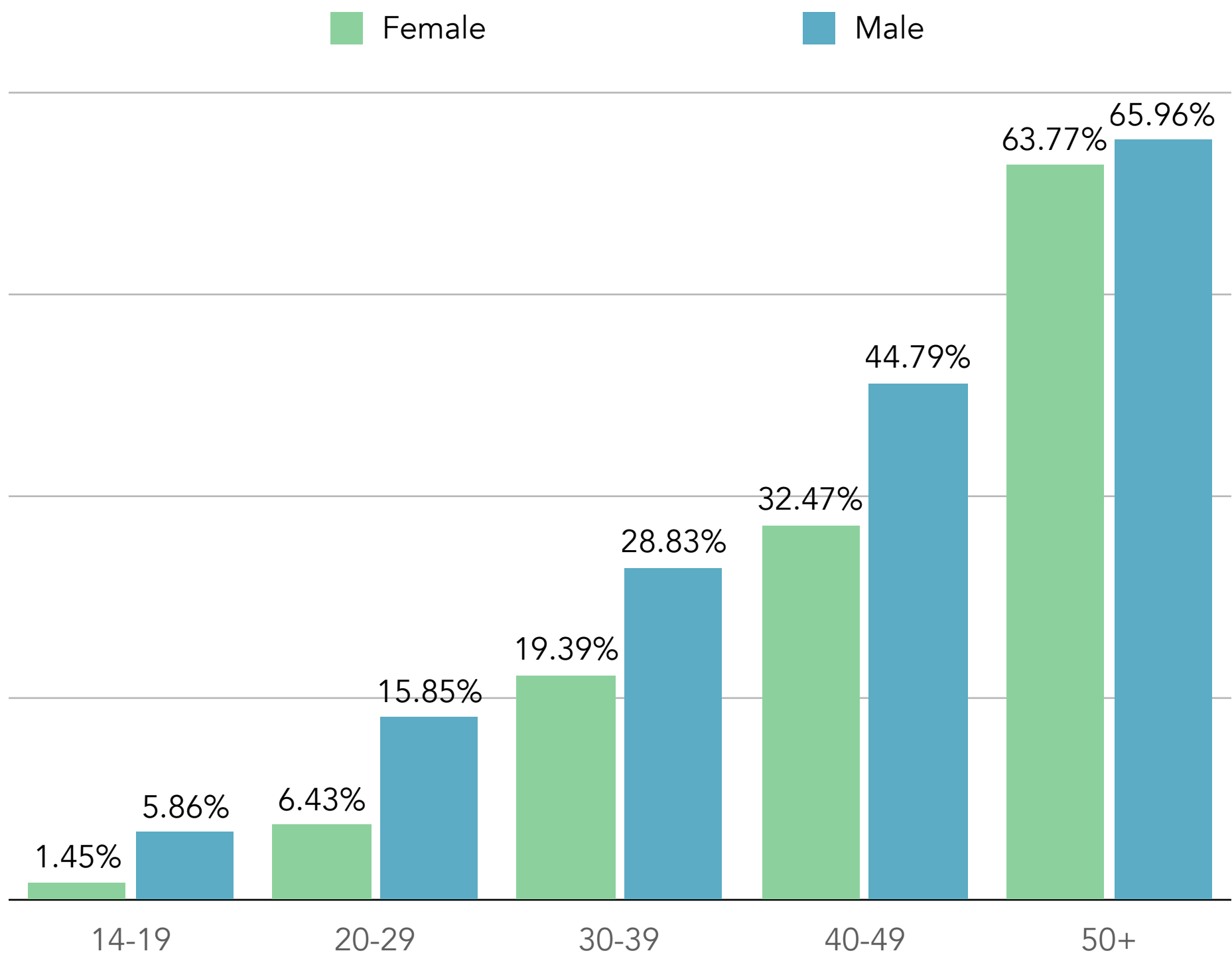
The majority of hourly workers **secure health insurance from either their employer or parents**. Over 17% said they didn't have any health insurance.



Finances: Retirement

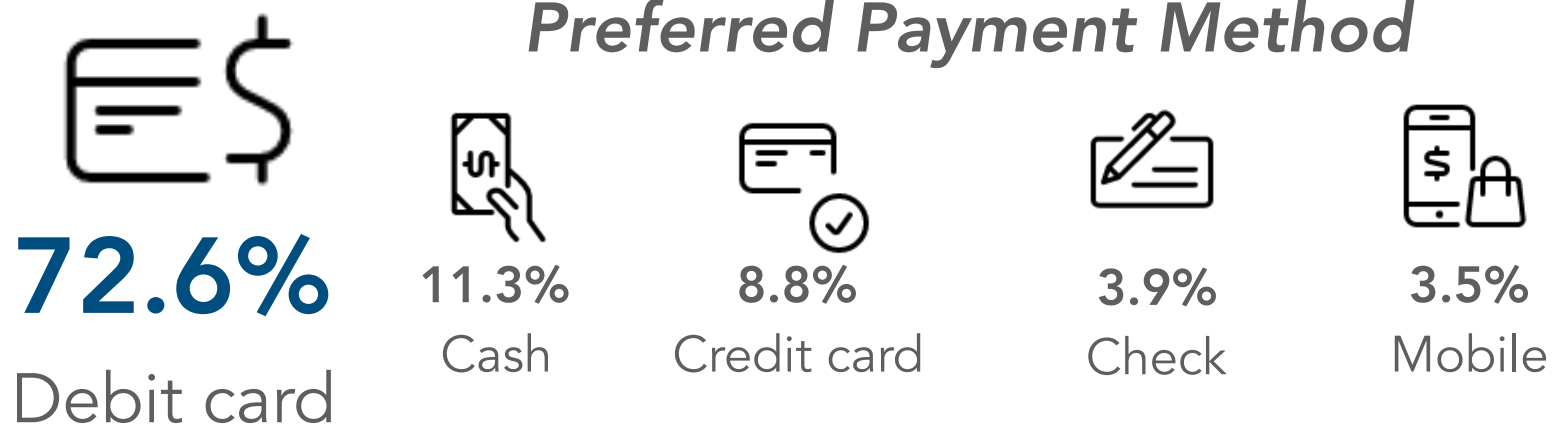
Findings also reinforce the challenges hourly employees face in meeting long-term financial goals. While prioritizing retirement grew with age, **more male hourly employees across generations started thinking about retirement earlier** and at significantly higher rates than their female counterparts. Only among hourly employees 50+ were male and female respondents citing retirement as a key concern at similar rates.

Gender & Age Difference in Retirement Concern



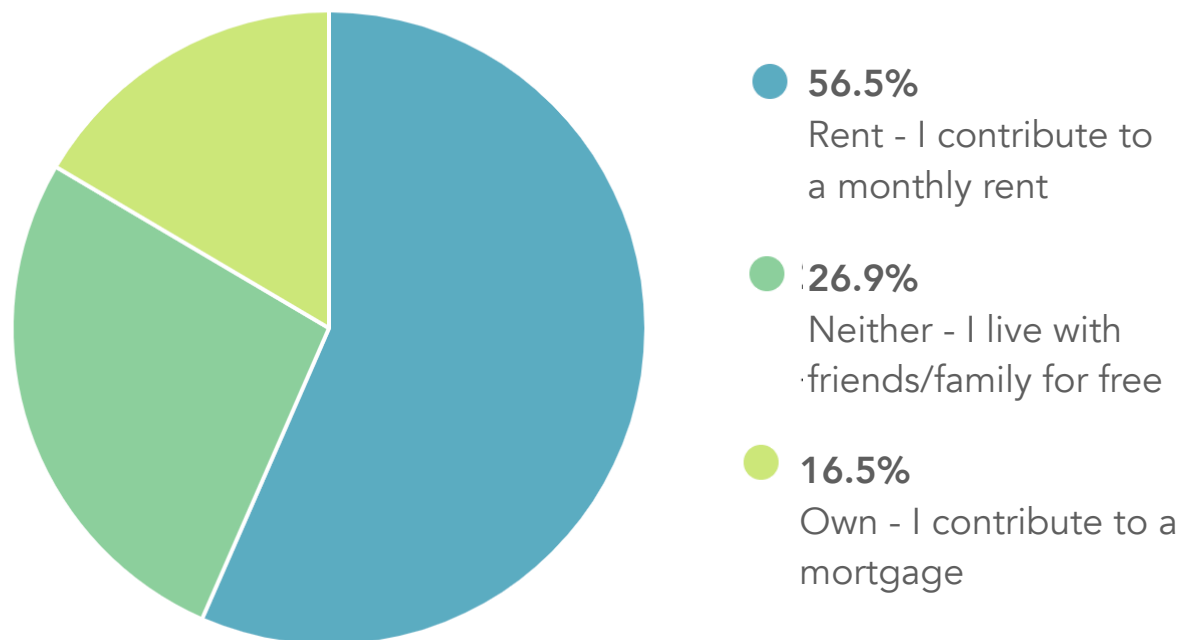
Finances: Spending

Nearly three-quarters of hourly employees preferred debit cards as their main payment method, with cash ranking a distant second.

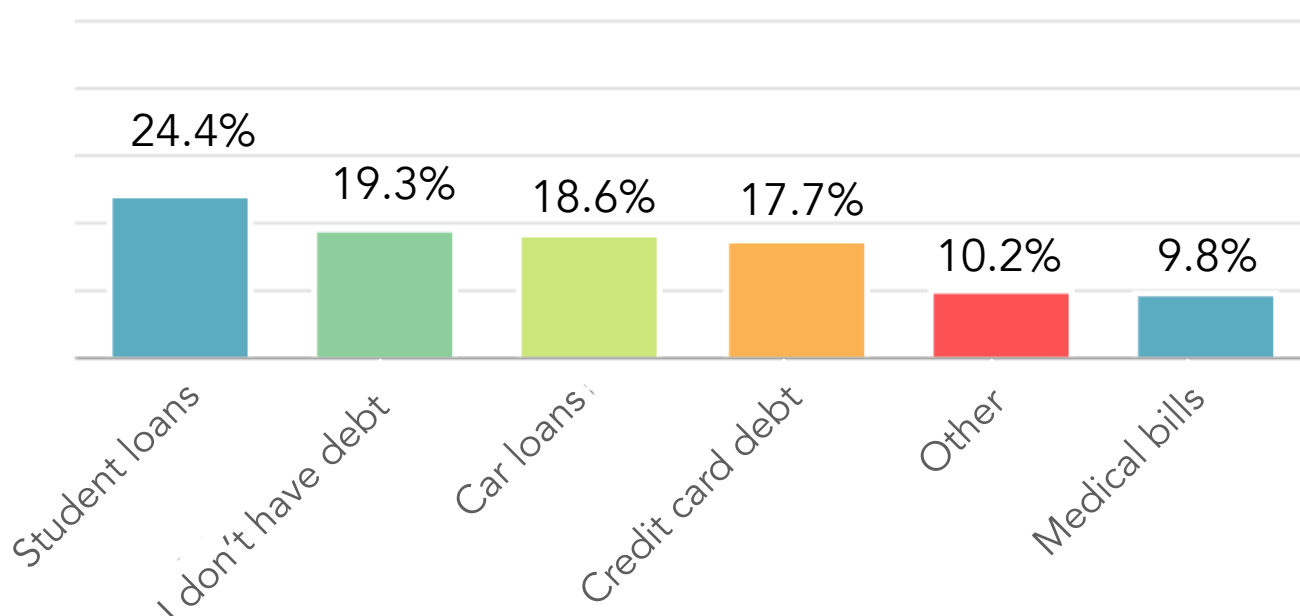


Living Situation

Just 16.5 percent contributed to a mortgage, while **over a quarter lived with friends or family for free (26.9%)**. The majority contributed to a monthly rent.



Greatest Sources of Debt



Beyond a mortgage, hourly employees' **greatest source of debt was student loans, followed by car loans and credit card debt**. Less than one-fifth of hourly employees were debt-free.

Lifestyle: Shopping & Dining

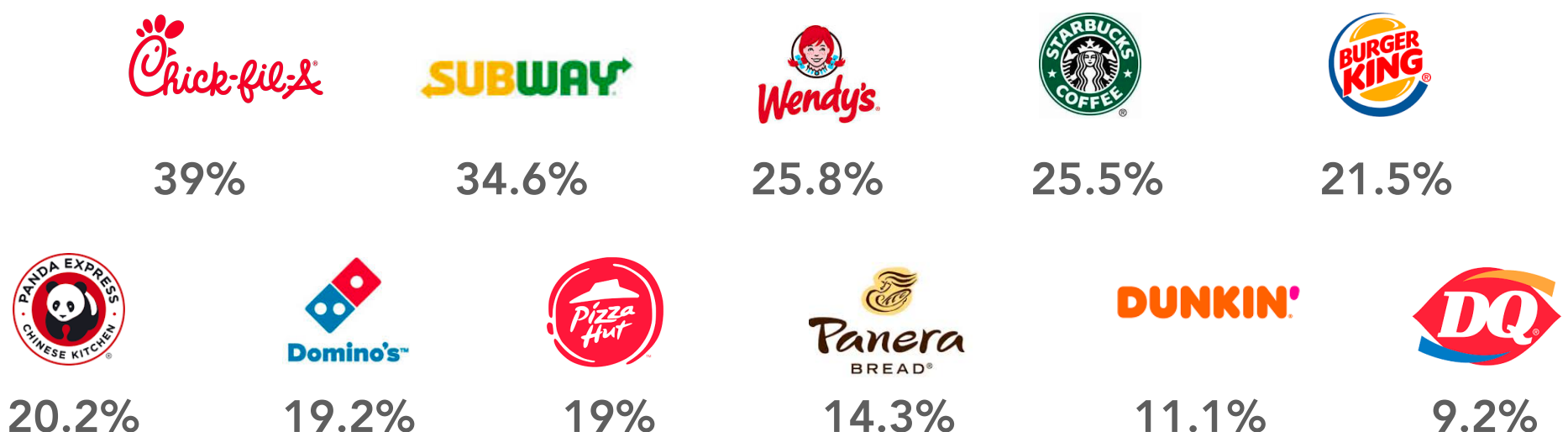
85.6%
Walmart 

Over 80% of hourly employees ranked Walmart among their top places to shop for household needs, followed by Dollar General (38.6%), and Amazon (35.2%) edging out Target (35.1%) for third. Just 7.1% did not shop regularly at any of the listed retailers.



Among dining preferences, McDonald's took the crown with nearly half of respondents (46.6%) citing the golden arches among their favorite food chains, followed by Chick-Fil-A (39%), and Subway (34.6%).


46.5%

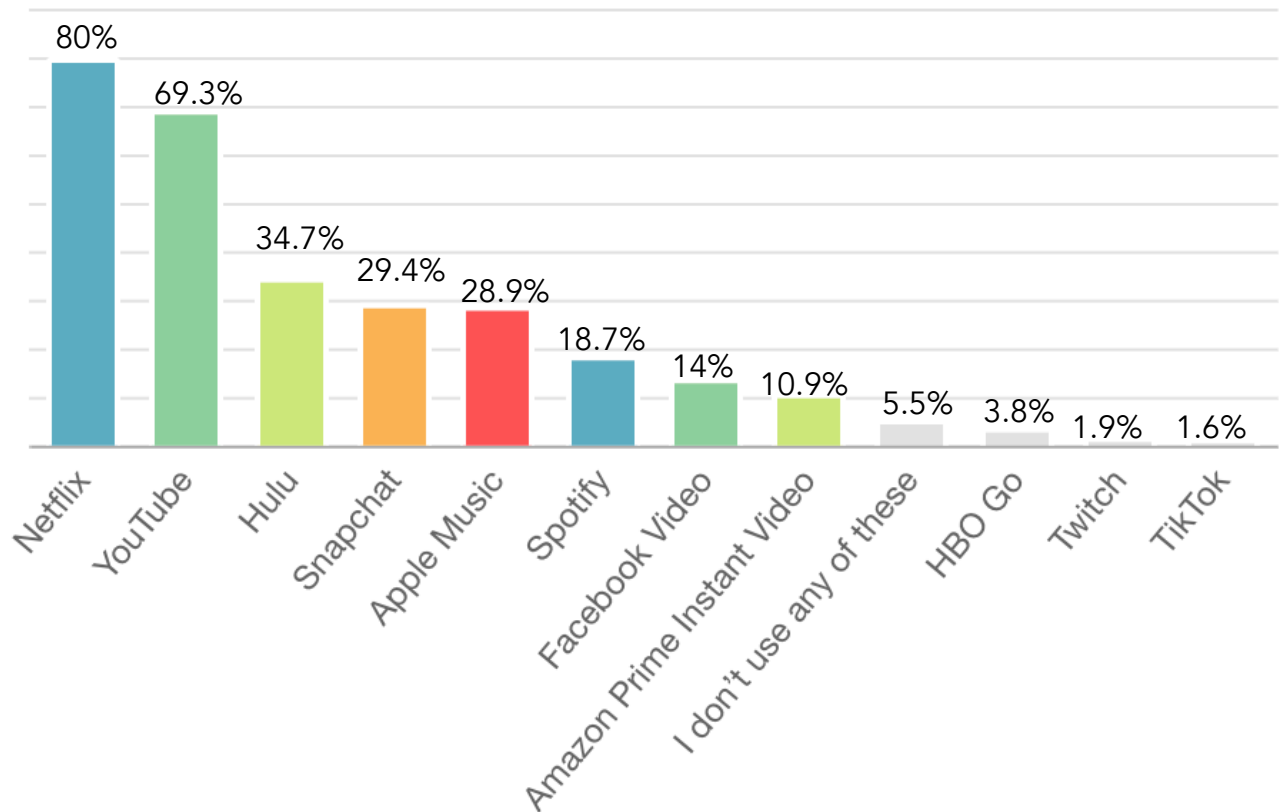


Lifestyle: Entertainment

Netflix was not only hourly workers' preferred entertainment platform, but also the platform they most likely had a paid subscription for.

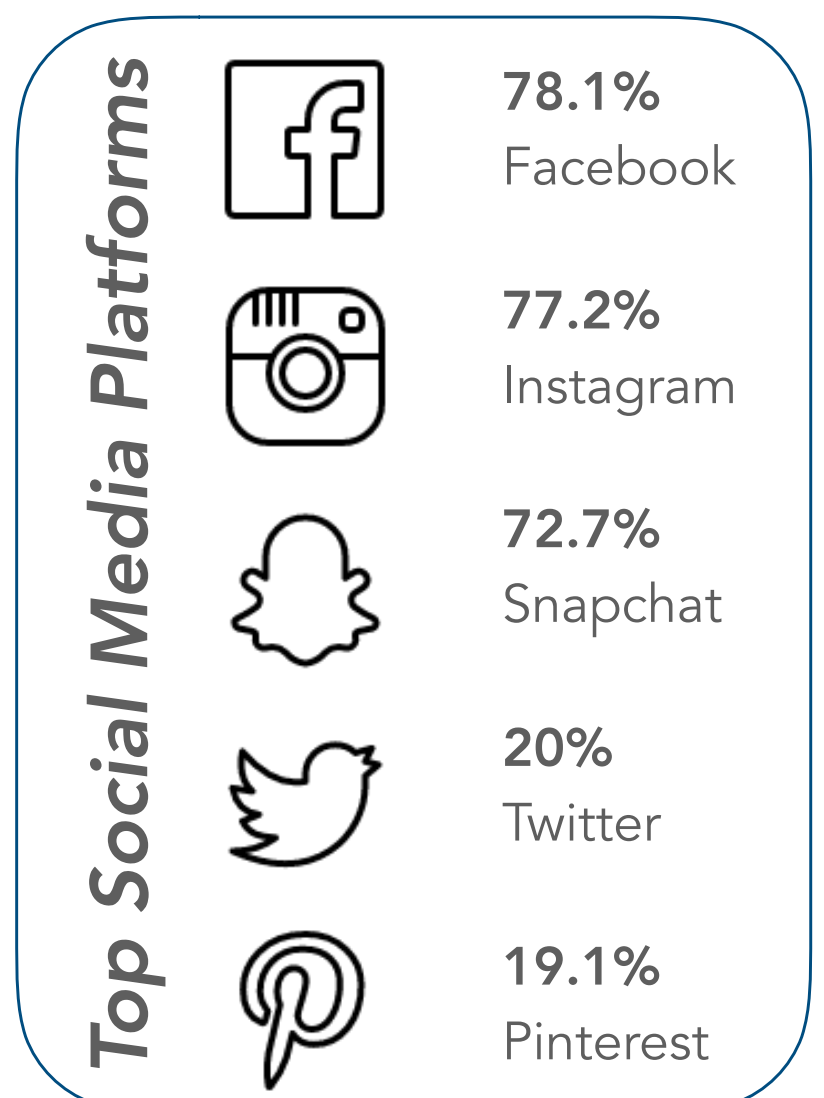
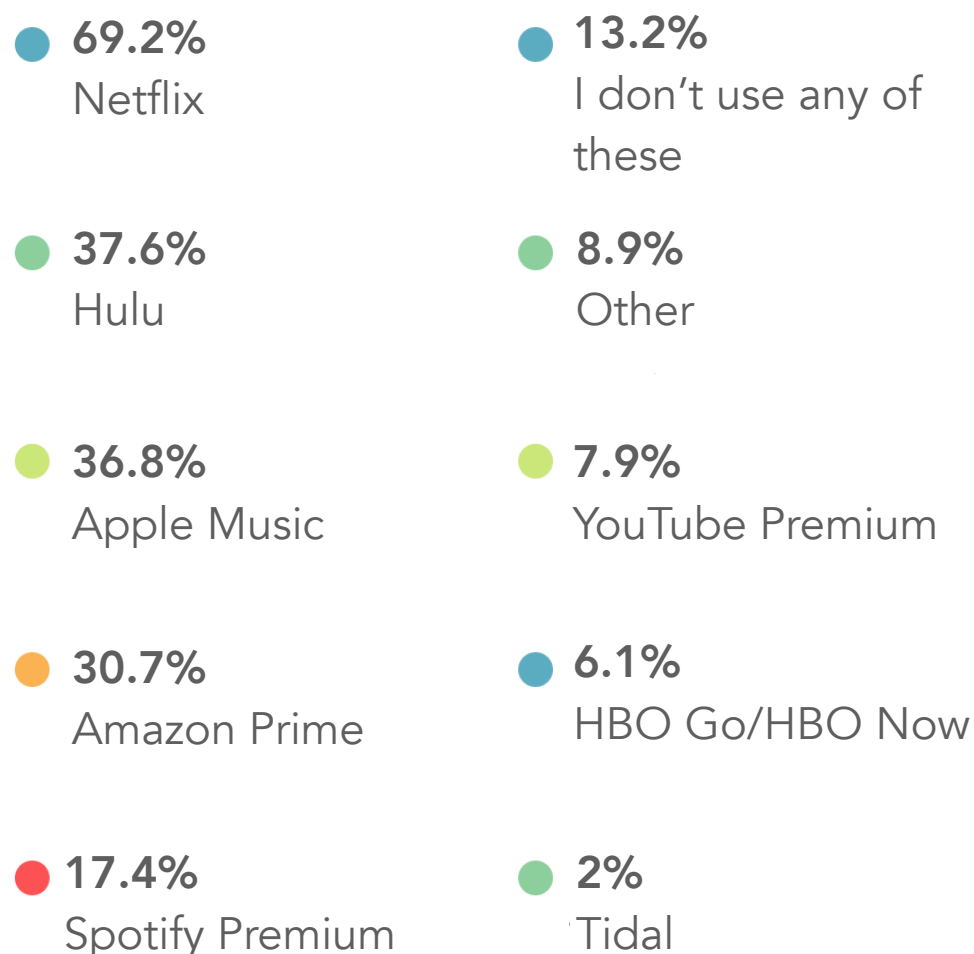
Top Streaming Platforms

NETFLIX
80%



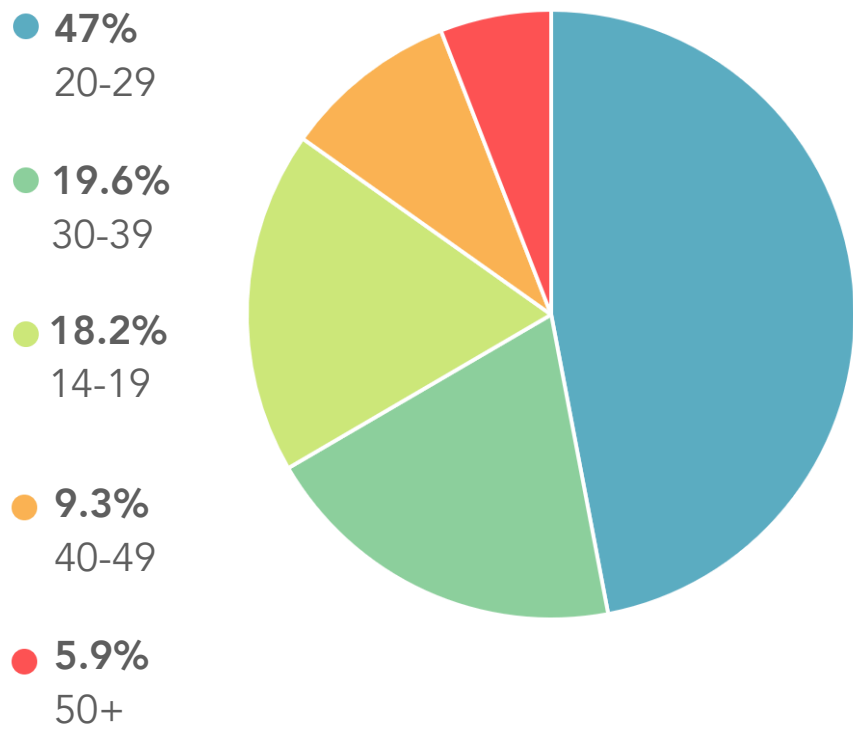
Paid Subscriptions

What hourly workers actually had paid subscriptions for varied from their preferred entertainment platforms. While they listed YouTube as their second most beloved entertainment platform (69.3%) over Hulu (34.7%), **they were more likely to pay for Hulu subscription compared to YouTube Premium.**

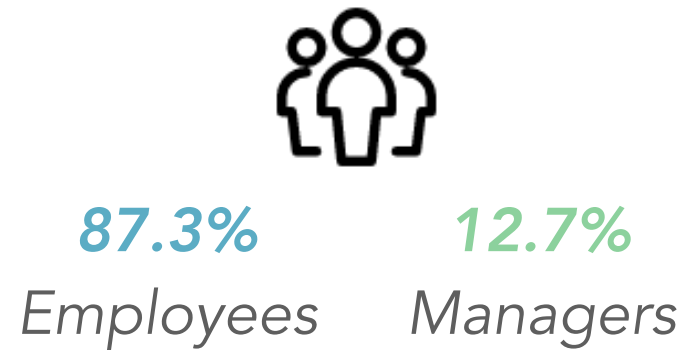


Appendix

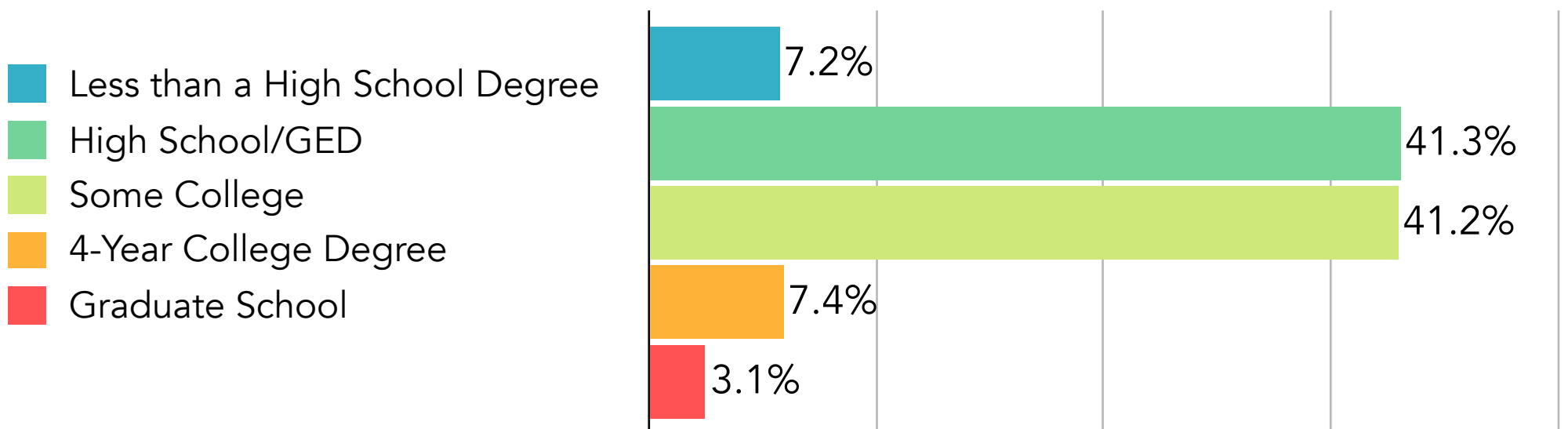
Age Breakdown



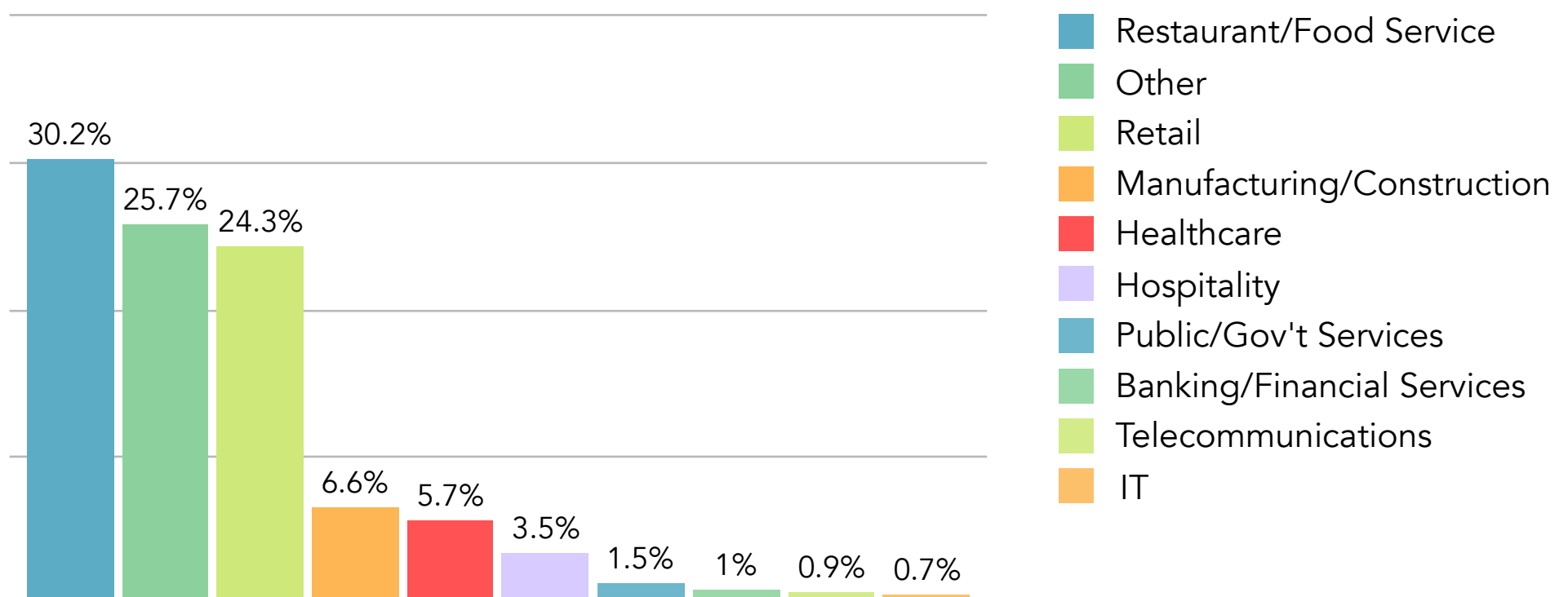
Job Levels



Education Levels



Industries



Appendix

Methodology

The survey was conducted through the Branch app from March 2019 to April 2019 featuring more than 3,000 responses from hourly employees across industries ranging from retail, food service, to healthcare. Participation in this survey was completely voluntary and all responses were anonymized.

Survey questions were authored by Branch with participation from Dr. Susan Lambert, Associate Professor at the University of Chicago School of Social Service Administration.

For more information or questions, please contact press@branchapp.com