

State of the Frontline Workforce 2024

Country Comparison
Edition



Introduction

Frontline workers have spoken. In 2024 the biggest factors impacting their work-life are low pay, stressful work environments, and poor leadership. As many as one in two frontline workers have considered quitting their jobs in the past year. What's driving the dissatisfaction with frontline work?

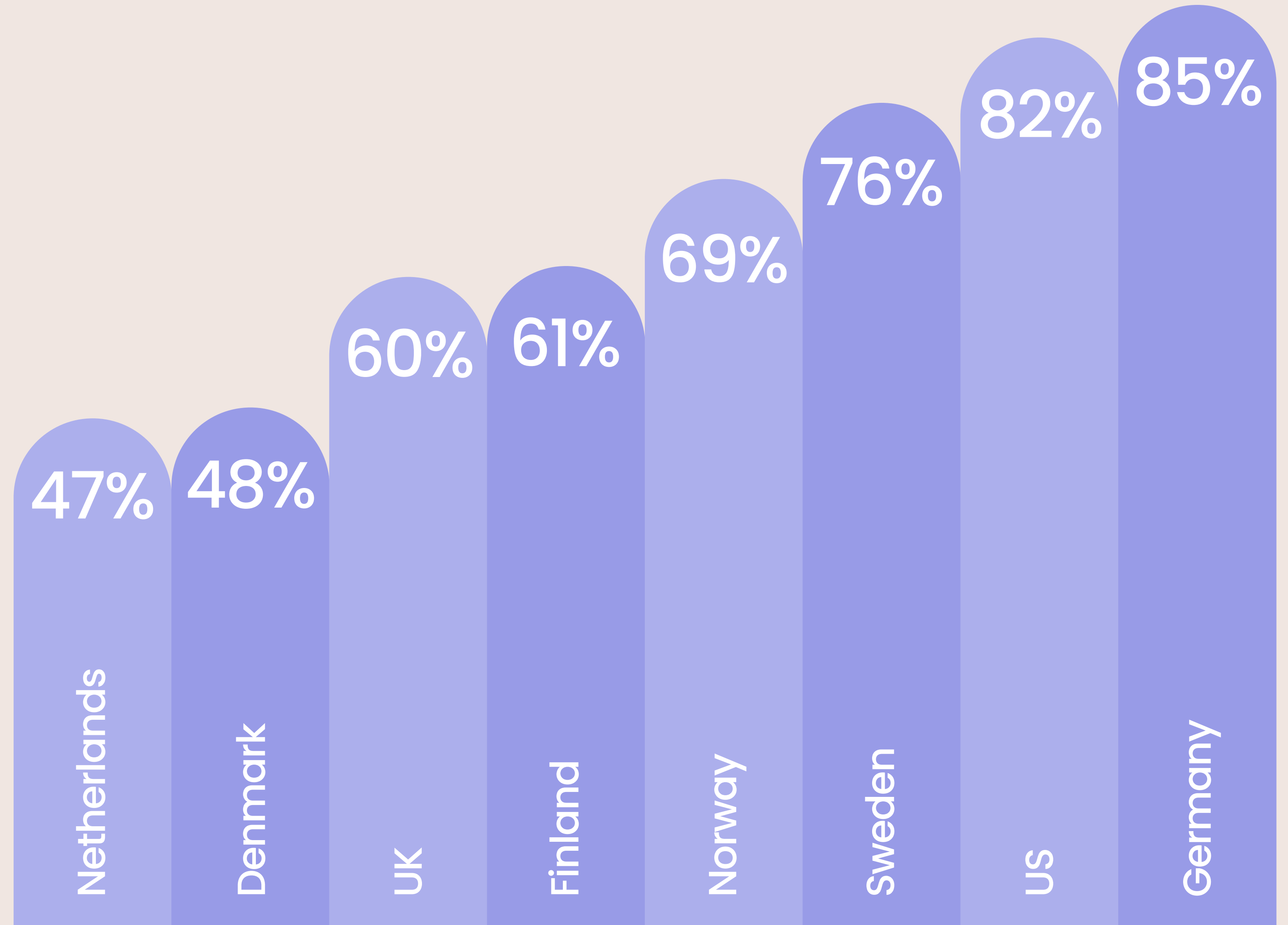
In this new addition to our **State of the Frontline Workforce Report**, we're comparing insights from 12,500 frontline workers in 8 countries on how big economic changes, AI, and digital transformation affect their job satisfaction and work-life. Get ahead of the game by understanding the nuances of the global frontline workforce and gain a unique perspective on the challenges they face worldwide.



Work related stress

We asked 12,500 frontline workers in eight countries if they are experiencing work-related stress.

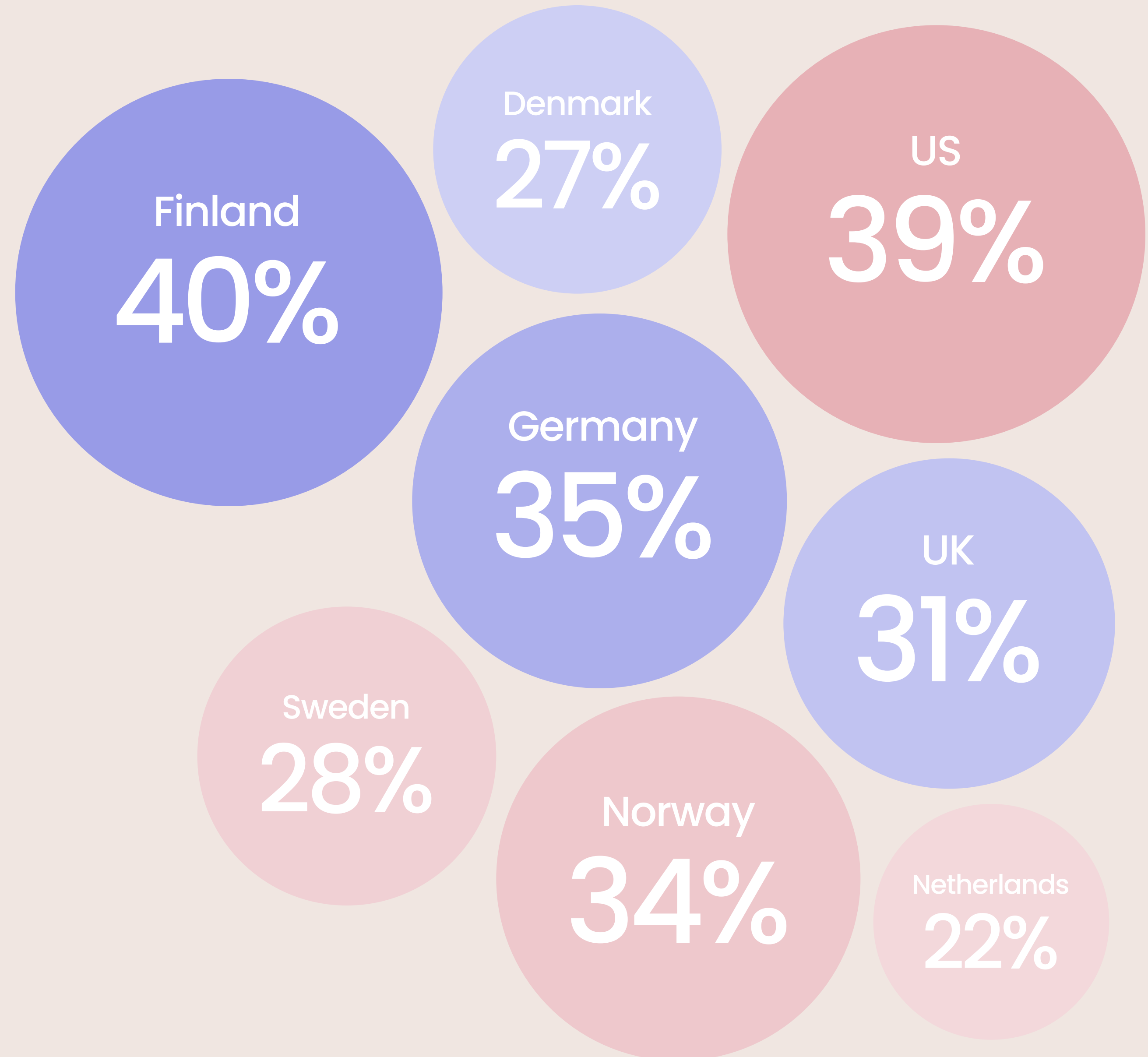
German and American workers have by far the highest stress levels, while workers in Denmark and the Netherlands are the least stressed.



Why are workers stressed out?

Finnish and American workers are most stressed about inadequate income. The second biggest trigger is working too many hours.

Respondents who answered that their income does not cover the cost of living varies a lot between the countries:



The percentage of workers who report that their work-related stress is triggered by working too many hours:

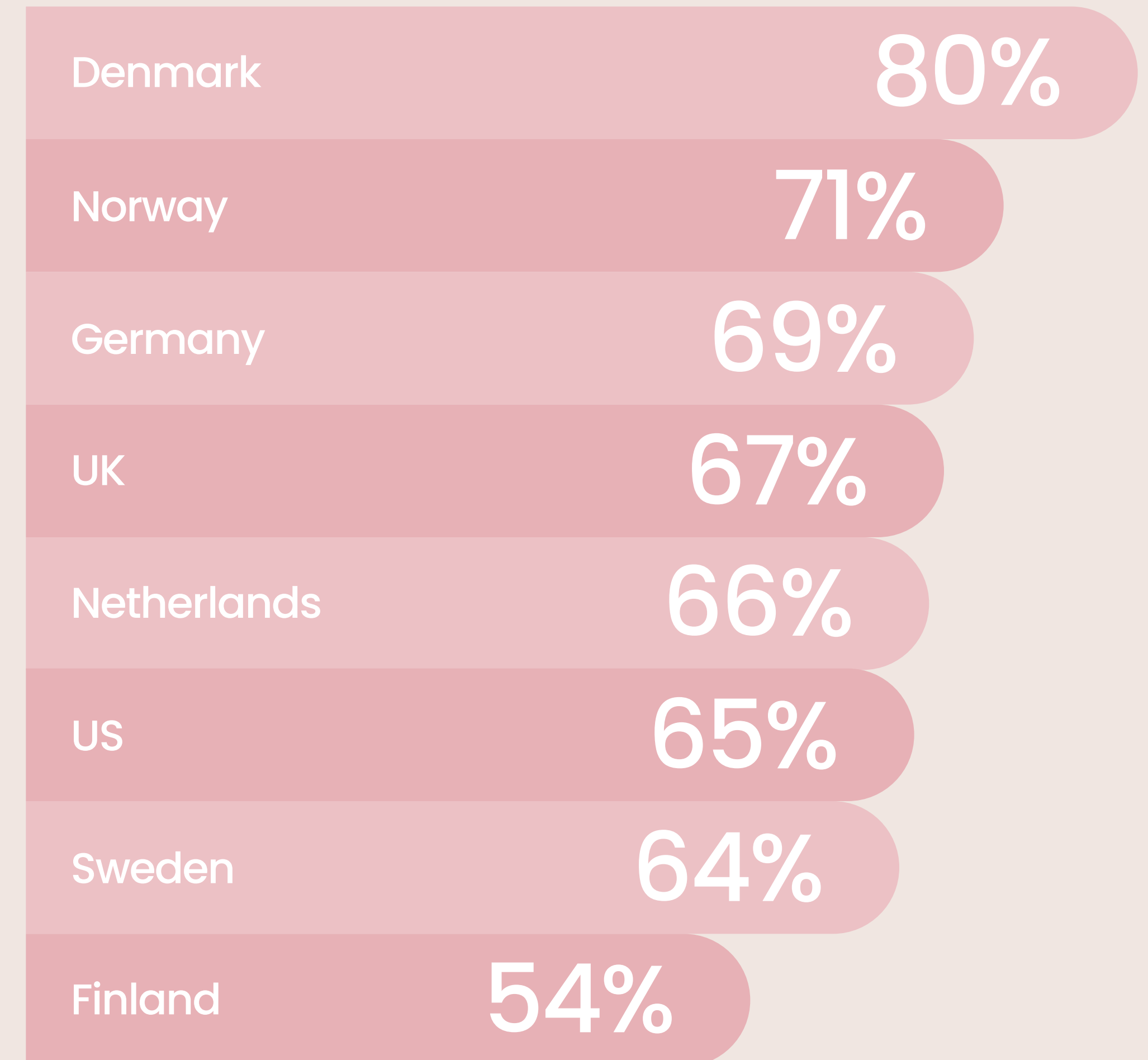


Which countries have the happiest frontline workers?

Danes are by far the happiest with their frontline jobs, followed by their Nordic neighbour, Norway. Finland stands out as the country with the lowest job satisfaction.

Even if frontliners are generally satisfied with their jobs, a large share have considered leaving. As many as **one in two** frontline workers have thought about quitting their jobs in the past year, mainly due to reasons such as low pay, stress, and irregular working hours.

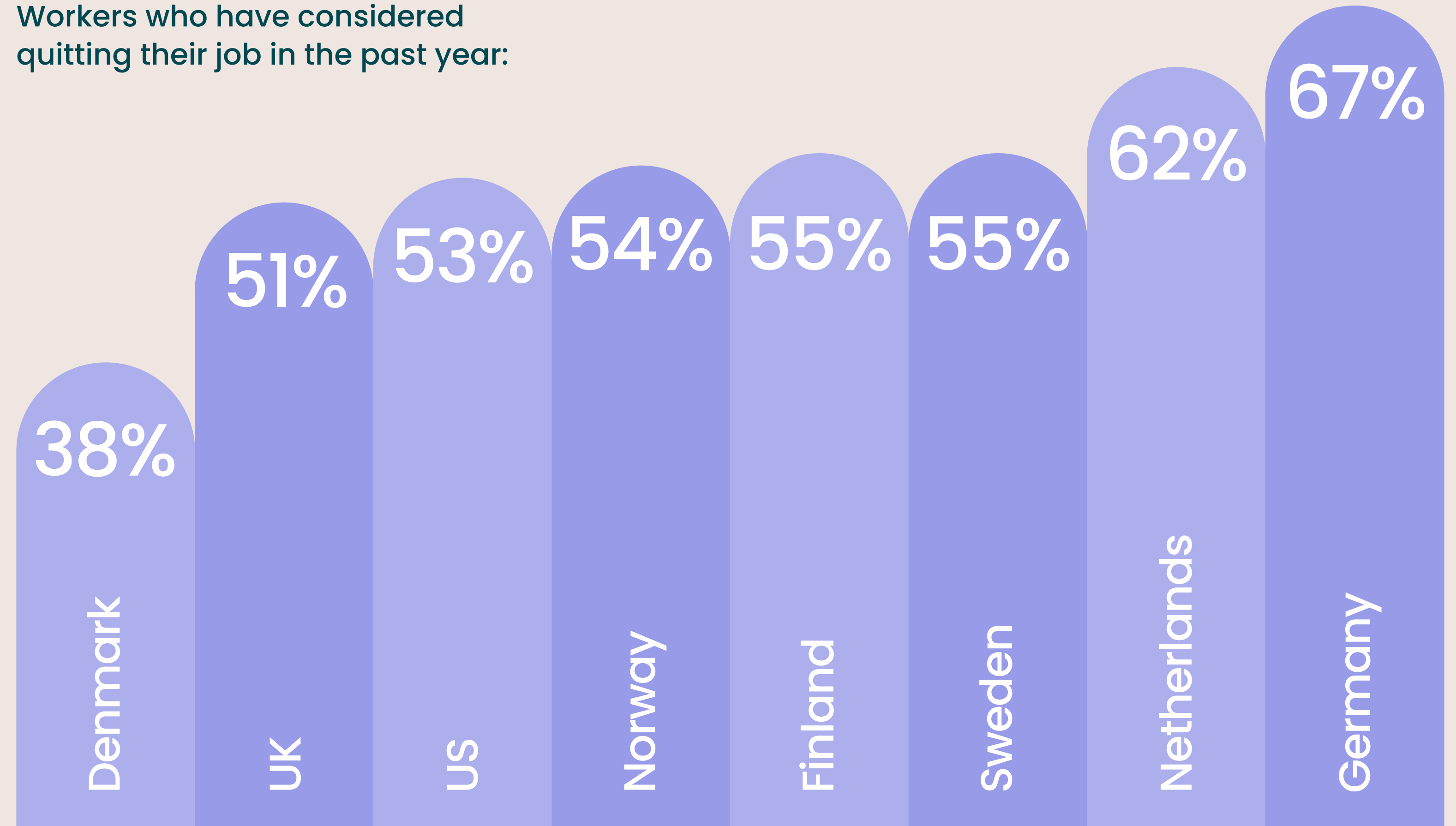
Level of job satisfaction:



Which countries' workers are most likely to look for a new job?

Danish workers stand out as the least stressed, happiest, and least likely to leave their jobs, while German and Dutch workers are the most likely to change jobs.

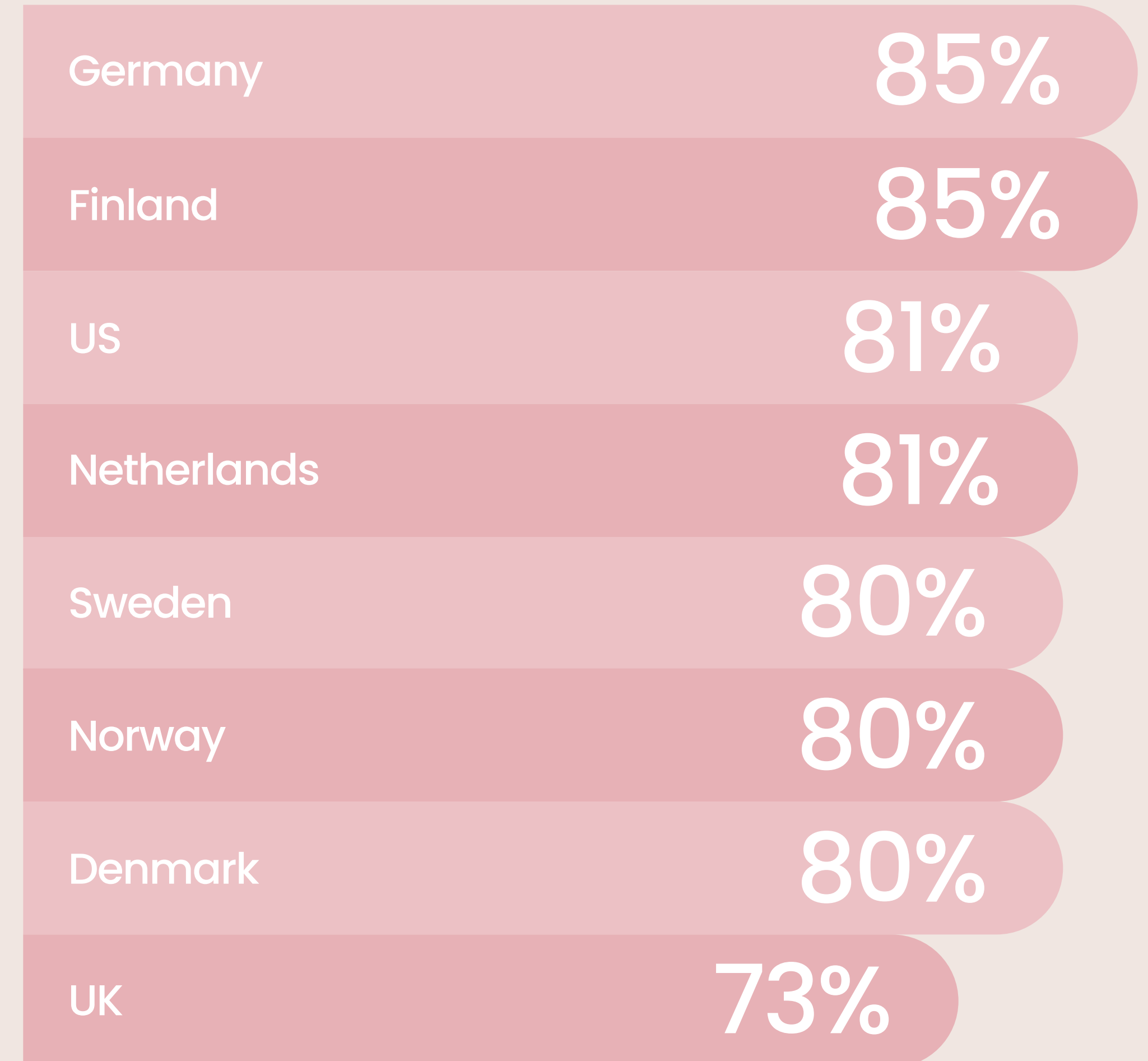
Workers who have considered quitting their job in the past year:



Workers are also confident that they can find another career path.

UK workers are slightly less confident when asked if they think they have many other employment opportunities based on their skills.

The percentage who felt confident that they have many other employment opportunities based on their skills:

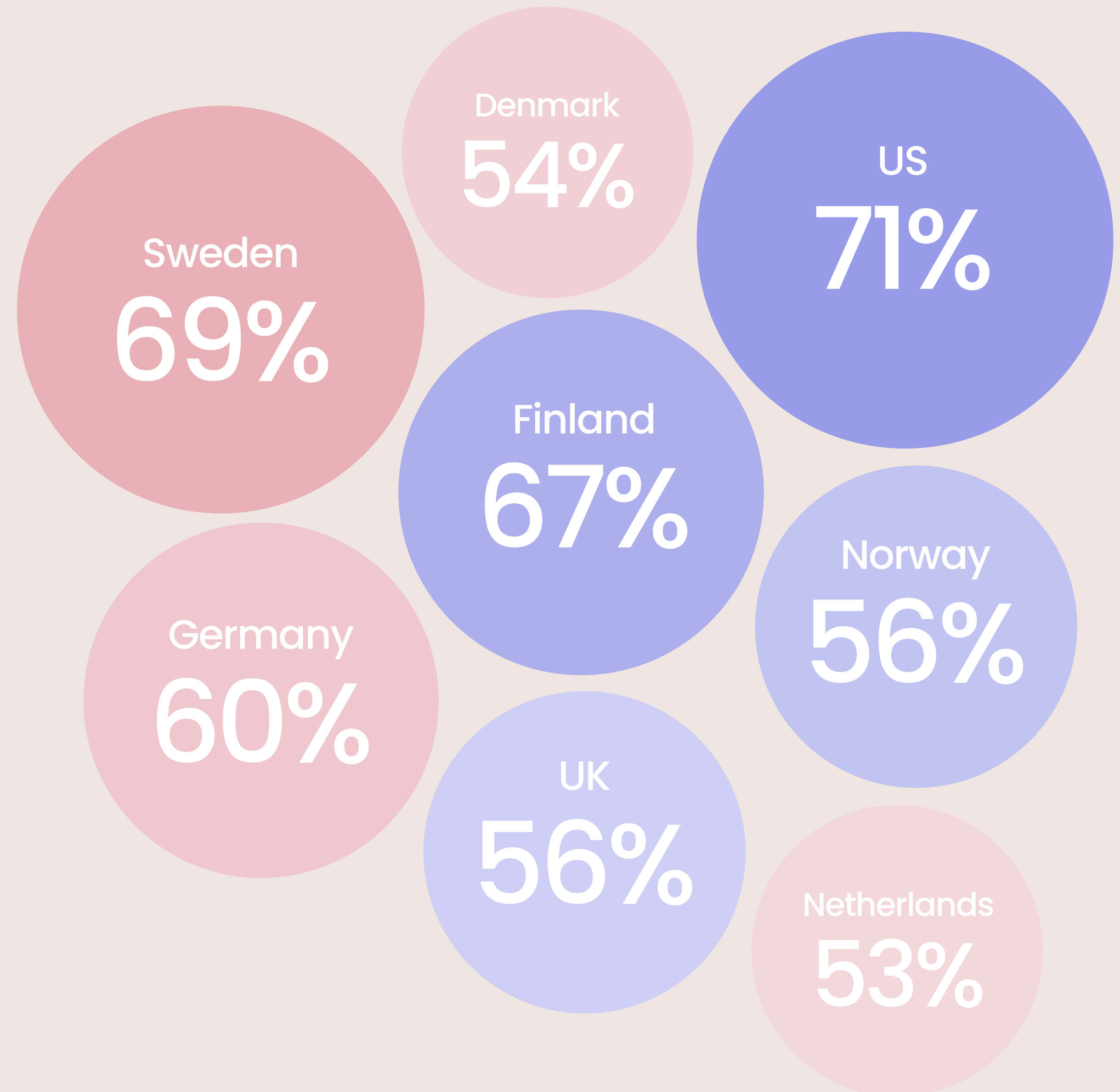


What do workers prioritize the most from their employer?

All countries rate higher pay as making their current job more attractive, with Swedes and Americans prioritizing it the most.

For US, UK, DE, SE, NO and FI, the second most important factor was a less stressful work environment. For DK, it was a more flexible schedule, and for NL, it was better career development.

Percentage of respondents answering that higher pay would make their job more attractive:



51%

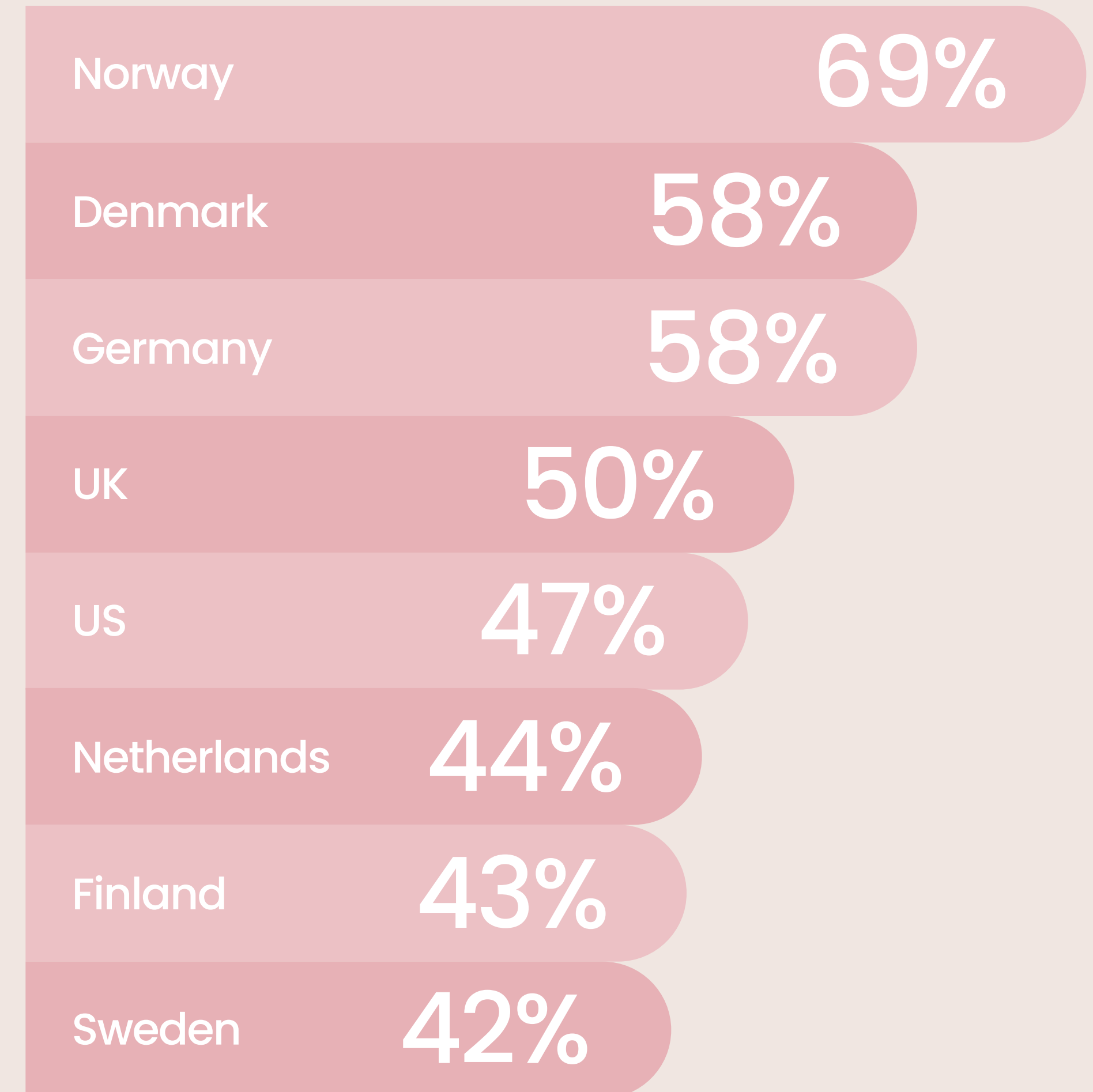
believe the future of tech will impact their jobs positively. However, which countries are most positive?

Norway stands out with a very positive attitude towards new technology such as AI, QR codes, self-checkouts, and robots.

Most workers are positive about the future of technology, believing it will enhance their efficiency and improve the quality of their work.

Among those who are more hesitant, the primary reason for their negativity is the worry that tech may eliminate their position.

Percentage of respondents who expressed optimism when asked about the impact of future technology on their job:



Are frontline workers happy with their work tools?

75% are dissatisfied or feel there is room for improvement with the technology their employer provides.

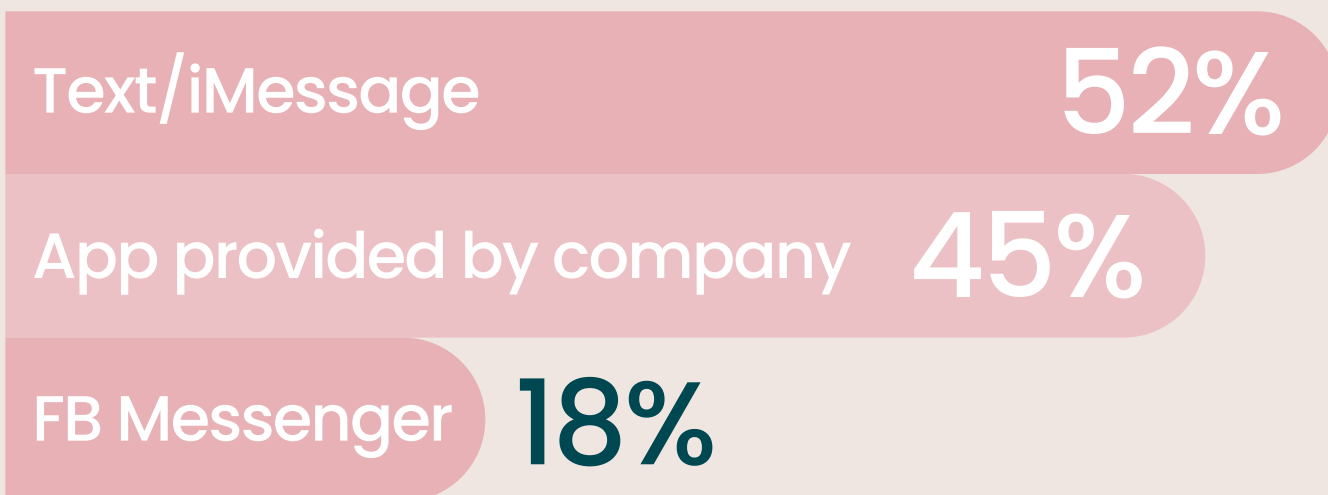
Frontline workers traditionally use many different apps for communication and to manage work-related tasks such as checking their schedules, etc.

From a messy tech environment in 2023, where 32% of frontline workers were using four or more apps, this year only 16% use more than three apps.

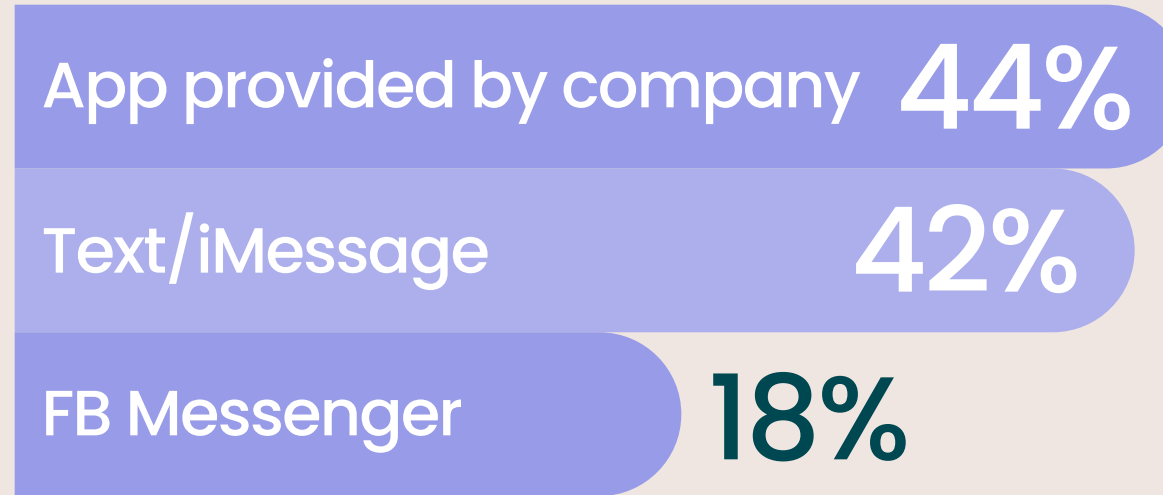


Top three apps used for work:

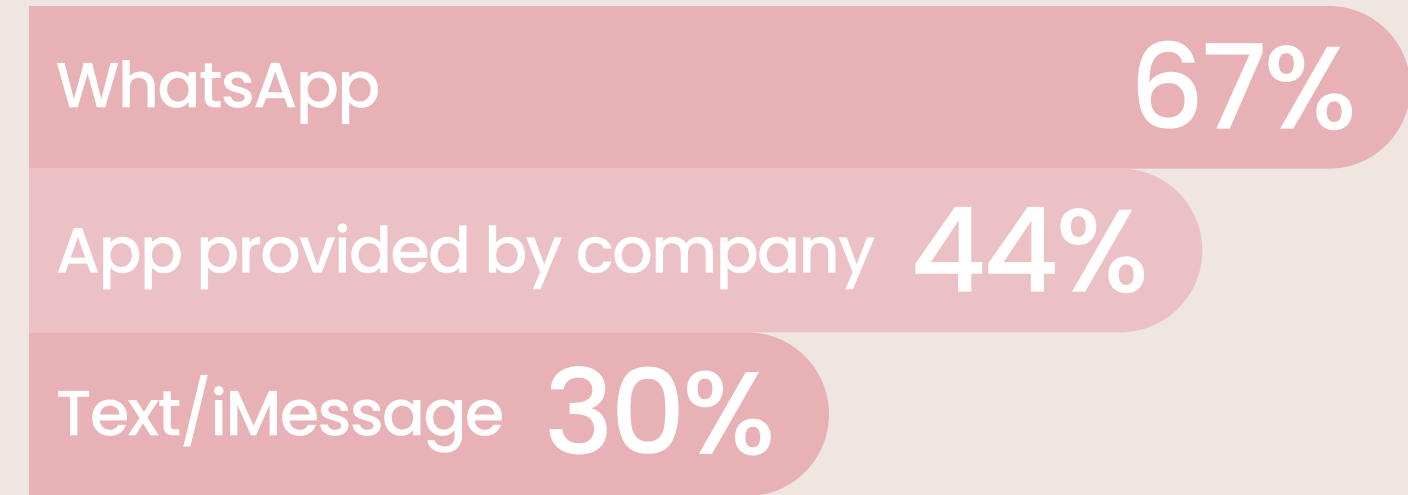
United States



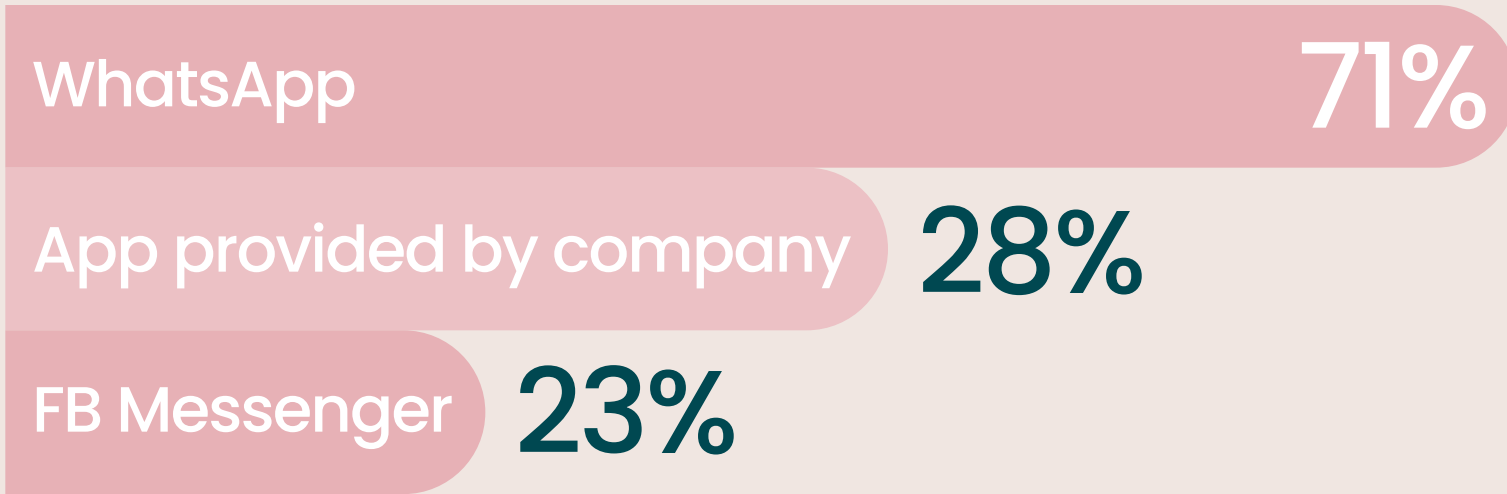
Sweden



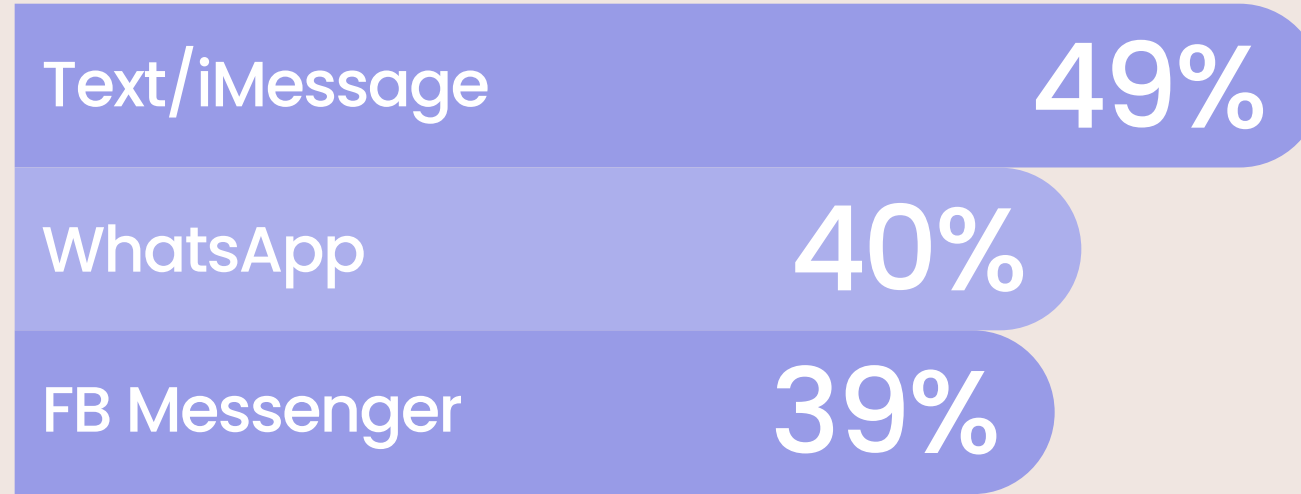
Finland



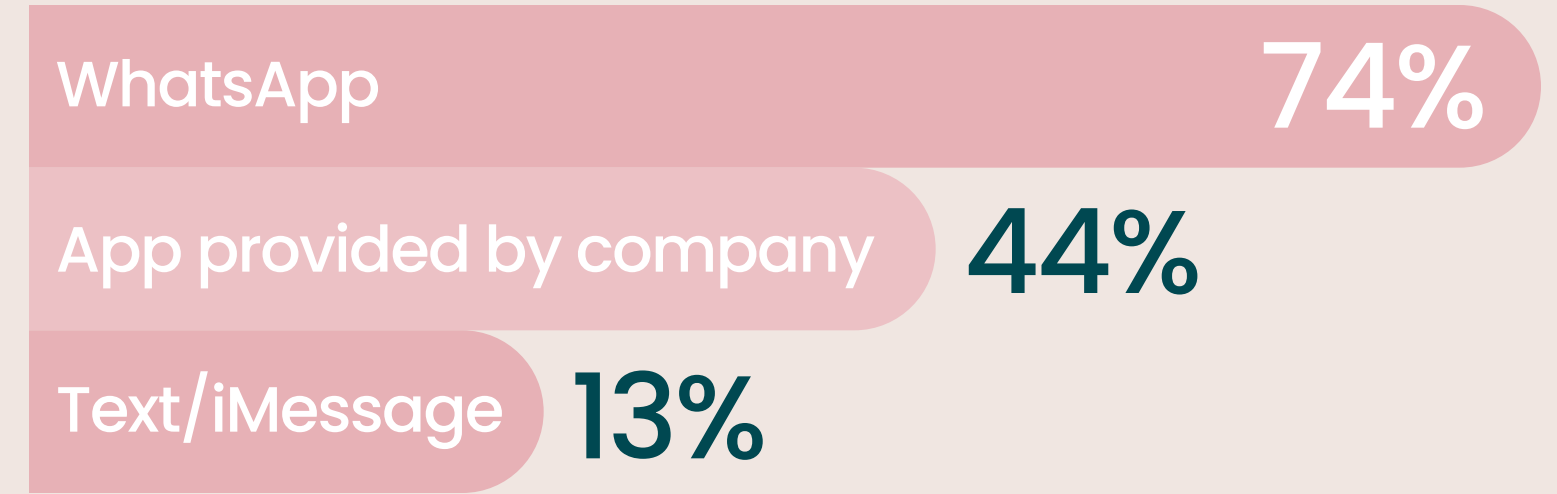
Germany



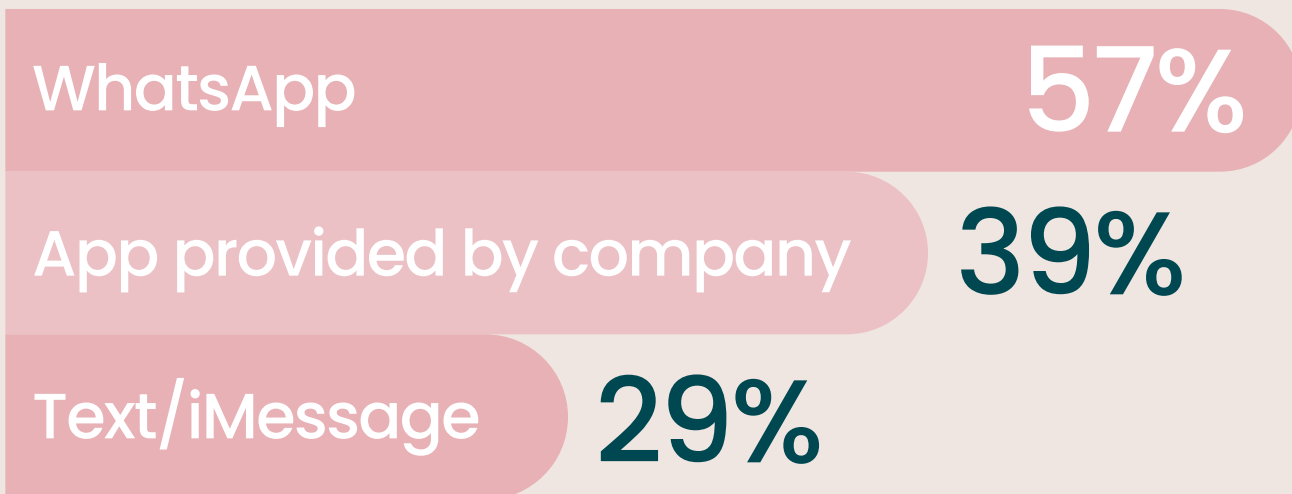
Norway



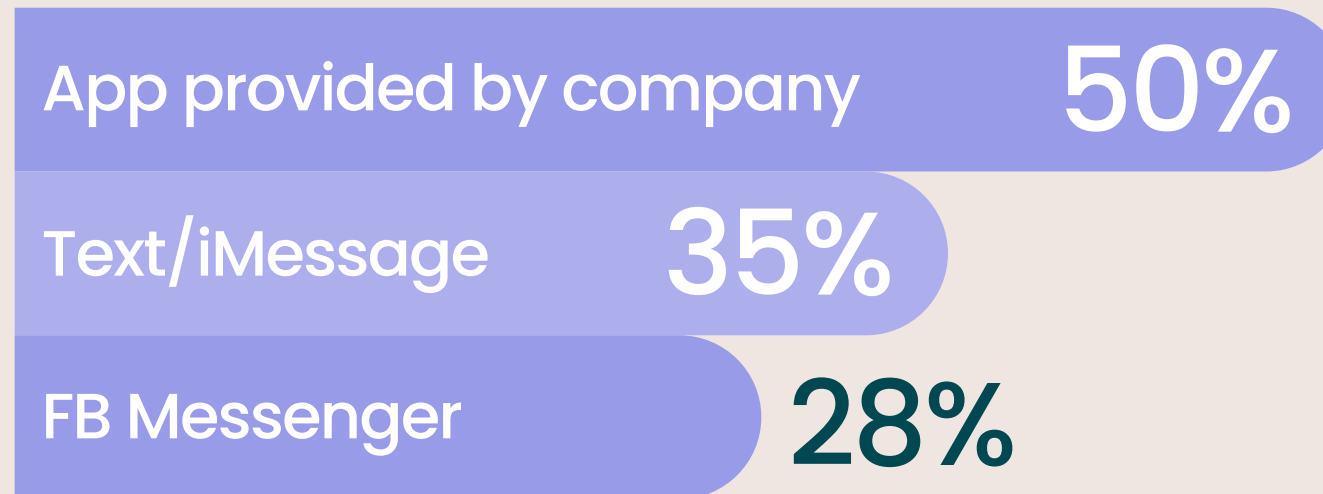
Netherlands



United Kingdom

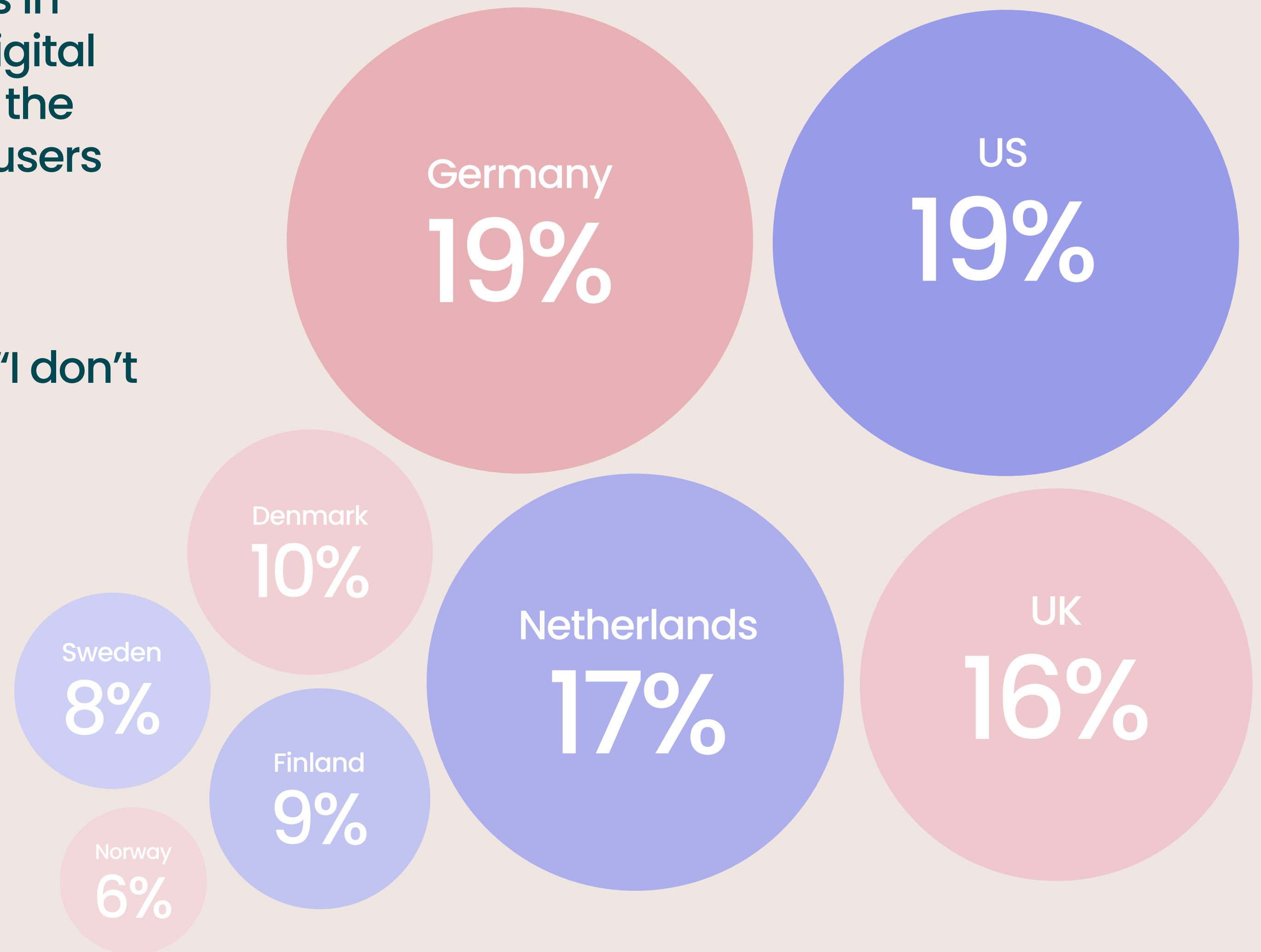


Denmark



Another interesting insight is the differences in how many workers don't use any apps or digital tools at work. The US, the UK, Germany, and the Netherlands stand out with twice as many users not using any tech compared to the Nordic countries.

Percentage of respondents who answered "I don't use any apps or digital tools for work":



Frontline workers' priorities

Money is the primary factor influencing frontline workers' decisions whether to stay or quit. Of those who reported considering quitting their job in the last year, most said the main reason was to increase their salary.

But not solely for the sake of being rich...

Of the frontline workers who reported experiencing work-related stress, **one in three** said it was because their income doesn't cover their cost of living. Despite this financial concern, they're not prioritizing money when ranking their life priorities. Family/partner, friends, and career development take precedence over making money.



We asked the workers to prioritize the following from 1-6:

Family and Partner

My career

Friends

Making money

Leisure and hobbies

Health and workout

What are your biggest priorities in life?

Countries rating **Family and Partner** the highest

US, Germany, UK, Sweden, Norway, Netherlands

Countries rating **Making money** as second most important

US, Germany, UK, Sweden, Denmark

Countries rating **Leisure and hobbies** the lowest

US, Germany, UK, Sweden, Norway, Denmark, Netherlands

Conclusion

- Workers in the US and Europe are experiencing more work-related stress than ever, some more so than others. The sources of stress include concerns about the economy, working long hours, and poor communication with managers.
- Nearly half of frontline workers contemplate leaving their jobs, citing low pay, stress, and irregular hours as key factors.
- When it comes to priorities from employers, higher pay is universally desired, with Swedes and Americans particularly valuing it.



- In terms of attitudes towards tech, Norwegians exhibit the most positive outlook, foreseeing its positive impact on their jobs.
- Concerning life priorities, family and relationships rank highest among workers, followed by career and social connections.

**For more insights,
read the full 2024
State of the Frontline
Report.**

Read the report.

