



Mapping the new 9-5

McDonald's is proud to be one of the largest employers in the UK with a multigenerational workforce of more than 120,000 people. As one of the largest employers, we wanted to better understand working lives in the UK today and how this will change in the future.

We discovered that the way we are working in the UK is in flux, with people's desire for jobs that works for them at the heart of this transformation. We want to start earlier, finishing earlier. Opting for longer days and compressed hours in place of the traditional 9-5, Monday to Friday. 8-4 looks to become the new norm, as people combine their job with multiple other commitments. In the UK we're no longer looking for a job for life. We're looking for a job for *our* life. More flexible. More rewarding. More choice.

The benefits of understanding how people want to work today are compelling. For people and for business. Work shaped around people's lives encourages them to stay in a job for longer and improves motivation levels.

As businesses, we need to reflect on how we can adapt to the desire for different working patterns and expectations.



Shifting work patterns

Jobs that offer earlier starts and a shorter working week are most appealing, with more than half of UK adults wanting to work in this way.

6%

According to our research, just 6% of people are currently working the traditional '9-5'



58%

Of people in full-time employment would like to start earlier than 9am and finish earlier than 5pm

37%

8am to 4pm

20%

7am to 3pm

Starting at 8am and finishing by 4pm was the most popular option chosen by 37% of respondents – with 20% opting for a 7am start, finishing at 3pm



48%

If given the option, just under half of full-time workers would prefer to work a longer day in return for a shorter working week



Social workplaces, proximity to home and pay top priorities

To get a deeper understanding of what people value in a job today, we asked what a job needs to offer to be considered a "good job".

63%

A sociable workplace ties with pay as top criteria for a 'good job' among almost two-thirds of all adults



61%

Of people agree that a 'good job' offers flexibility to work the hours that suit them



60%

Want a job in a convenient location

Flexible work is working

Flexibility is now an everyday part of working life, with almost half (42%) of people working flexibly in one form or another.

78%

Four in five parents state that flexible working allows them to juggle work with family commitments.

83%

Of students agree that it allows them to balance work life and study.

A more flexible future: benefits and barriers

Flexible working is being embraced by the UK workforce, but there is a call for more with 7 in 10 people (70%) expressing a desire to work more flexibly in the future.

Looking to the future, the top three most desirable flexible working practices among those surveyed are flexible hours (46%), working from home (37%) and working compressed hours (29%).

Our research indicates that employers that meet the demand for more flexibility will benefit from a loyal, positive and motivated workforce.

Over two thirds of employees working flexibly (69%) say it encourages them to stay in a job for longer and improves their motivation levels (57%).

It's not just those currently working flexibly that see its merit. 65% of all UK workers say flexible working would improve their wellbeing and satisfaction at work.

The research also suggests that embracing flexible working patterns will help businesses to attract and retain employees in a tightening job market. 61% believe it would help retain valuable employees and attract a variety of different people to their workplace (57%).

However, businesses have more to do and barriers to working in a way that suits, still exist. Almost a third of workers (27%) don't believe their employer would let them work flexibly.

70%

Expressing a desire to work more flexibly in the future

69%

Said working flexibly encourages them to stay in a job for longer

57%

Said working flexibly improves their motivation levels





Views from our people

A survey of 1,000 McDonald's employees supports the UK findings. A social workplace topped their priorities (58%), closely followed by the flexibility to work hours that suit them (52%).

The ability to develop new skills, such as team work and communications skills, is a key factor for choosing a job at McDonald's for over half (51%). 44% value the opportunity for career progression at McDonald's.

“ Crew trainer and new dad who's been with McDonald's for over a year

I came here for a career, so I pushed my own training to get to the position of crew trainer and everyone in the restaurant has been very supportive.

I love working for McDonald's because it allows me to be a father. The fact that I can work at any time of the day because we are always open means I get to see my daughter for huge chunks of the day.

“ Young shift manager speaking about flexibility at McDonald's

I get to work the hours that I want to work, and it allows me to schedule my job around my life rather than my life around my job.

“ McDonald's team member leaving after six years to pursue a career in teaching

I'm very grateful for the opportunities that have been given to me during my time at McDonald's and I believe that they have contributed greatly towards my teaching career. Skills such as teamwork, leadership and decision making are amongst the attributes which I believe I have developed over my time at McDonald's.

I would like to say how grateful I am about how flexible the company has been towards me over the past six years. Allowing me to transfer to another store during my time at University and giving me shifts when I came home gave me the opportunity to earn money whilst being in education... I am going to miss being a part of the team very much!

View from our CEO

People are looking for jobs that work for them. This research reflects our belief that to attract, retain and motivate, employers need to create opportunities that genuinely work for people whatever their age, life stage, or ambition.

The business case is clear, as are the links to improved happiness and wellbeing – people simply don't want to work 9-5 anymore. They want to work more flexibly, but that doesn't diminish ambition, desire or opportunity to progress.

We will continue to create jobs that suit different lifestyles and life stages, whether it's parents looking to fit a job around family commitments, a student looking to earn some extra money at the weekend or someone looking to stay with us, progress and take advantage of the training we offer.

We will also continue to talk to our people to ensure we understand what works for them. We hire on qualities not qualifications and will continue to offer people a choice between fixed and flexible contracts; as our people have told us they want to make the decision for themselves and choose what works for them.

Paul Pomroy,
CEO of McDonald's UK & Ireland



As one of the largest employers in the country, with a multigenerational workforce of over 120,000 people we invest £43 million in training each year to develop our people. From April 2017, we began to offer employees the choice between flexible or fixed contracts with minimum guaranteed hours. All our people have now been offered the choice of guaranteed hours or flexible contracts. Interestingly, the majority of our people are choosing to stay on their existing flexible contracts, valuing the ability to work around their other commitments, but a number of people told us that more fixed hours would help them get better access to financial products such as mobile phone contracts or car loans. Currently, 90% have chosen to stay on flexible contracts.

Further information on research:

All figures, unless otherwise stated, are from YouGov Plc.
Total sample size was 4,295 adults, of which over 2,000 were workers. Fieldwork was undertaken between 27th - 31st July 2018. The survey was carried out online.
The figures have been weighted and are representative of all UK adults (aged 16+).