

cake.com

# 2024

State of Workplace Culture  
and Work-Life Balance Trends



In June 2024, CAKE.com conducted a study on workplace culture, employee work-life trends, and demographic attitudes to work. Surveying over 8,800 customers of CAKE.com's three management and productivity software products—Clockify, Pumble, and Plaky—this report summarizes the key findings. This report contains proprietary information obtained by CAKE.com and powered by Clockify, Pumble, and Plaky.

## Methodology:

Users of CAKE.com's three SaaS products were invited to participate in the surveys. The surveys included a series of workplace-based questions related to the specific SaaS product from which they were directed. Topics ranged from overtime hours to social interactions, team communication to work environments, and project management styles.

Respondents represented a diverse cross-section of industries, professions, geographic locations, genders, ages, and income ranges. The data was then analyzed internally by CAKE.com to determine the key findings presented in this report.





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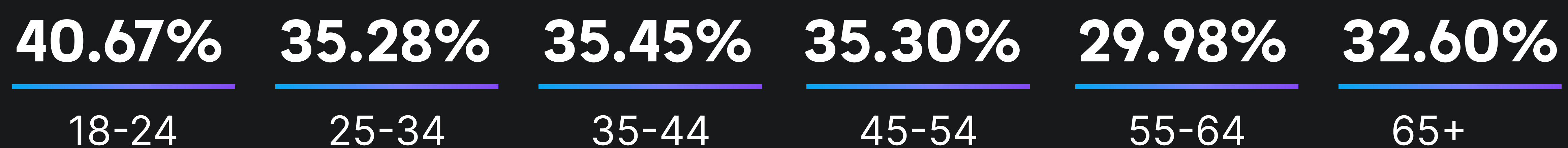
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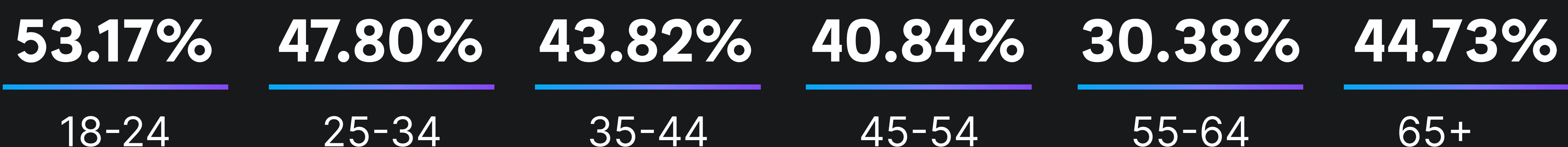
# Generational Attitudes to Time Spent at Work

The data revealed significant generational differences in attitudes toward work. This divergence was particularly evident in the frequency and amount of overtime logged. Additionally, variations were observed in participation in social events, satisfaction with work environments, and team communication practices.



*Image 1.1 - Worldwide data on each generation and the percentage of those that stated that they log no hours over the standard 40 hours per week*

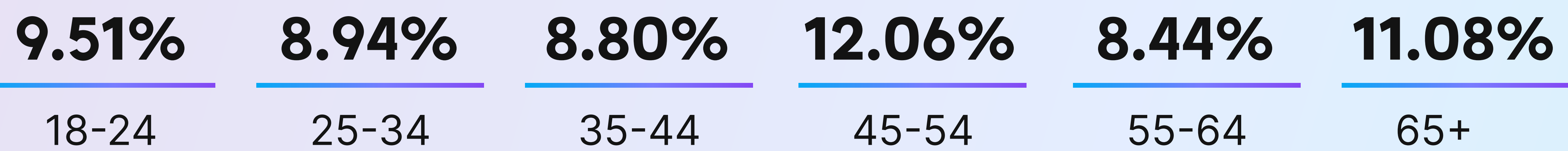
When queried about the number of hours logged beyond the standard 40-hour work week, respondents aged 18 to 24 (categorized as Gen Z) exhibited the highest percentage (40.67%) of those that selected “none”. In contrast, Baby Boomers under the age of 65 reported the lowest percentage of those that selected “none”, at 29.98%.



*Image 1.2 - U.S.-specific data on each generation and the percentage of those that stated that they log no hours over the standard 40 hours per week*

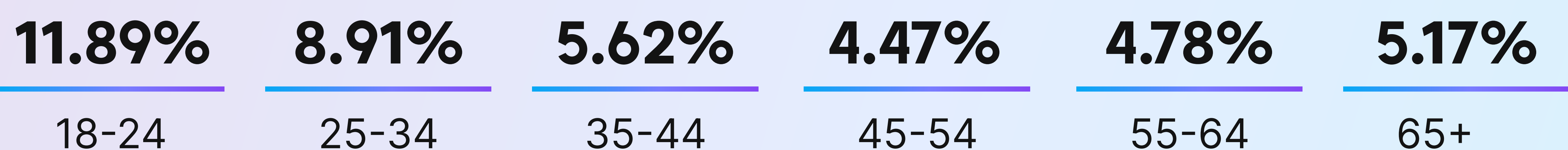
Upon reviewing the data specifically from U.S.-based respondents, the same conclusion is evident. Individuals aged 18 to 24 once again comprised the highest percentage of respondents who selected "none" at 53.17%, whereas Baby Boomers under 65 years old exhibited the lowest percentage at 30.38%. Notably, there was a significant increase in the percentage across all generations when the data was filtered to include only U.S.-based respondents.





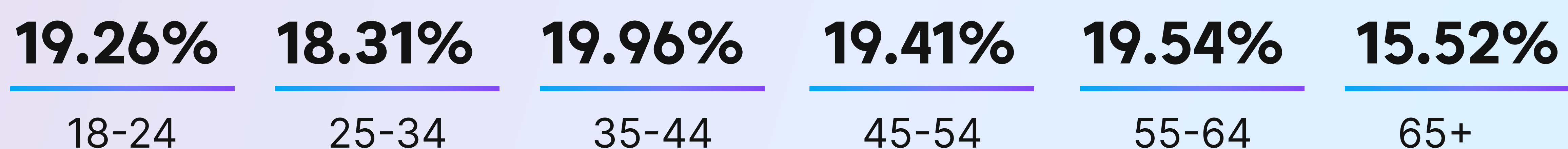
*Image 1.3 - U.S.-specific data on each generation and the percentage of those who stated that they log more than 15 hours over the standard 40 hours per week*

Interestingly, when examining the average number of hours logged beyond the standard 40-hour work week, respondents aged 45 to 54 (categorized as Gen X) had the highest percentage selecting “15+ hours.” They were closely followed by Baby Boomers over the age of 65 (11.08%) and then by Gen Z respondents (9.51%).



*Image 1.4 - Worldwide data on each generation and the percentage of those that selected “frequently” when asked “How often do you participate in social events/activities with work colleagues outside of work hours?”*

A correlation was observed among the generations between overtime work and participation in workplace social events. Generation Z, the cohort least likely to log any overtime hours, was also the most likely to attend workplace social events.



*Image 1.5 - Worldwide data on each generation and the percentage of those that selected “never” when asked “How often do you participate in social events/activities with work colleagues outside of work hours?”*

Notably, the percentage of respondents indicating that they never attend workplace social events was consistent across generations, ranging between 18% and 20%, with the exception of Baby Boomers over 65 years of age.



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From the data, we can infer several intriguing insights regarding generational work habits and social engagement both globally and in the U.S. Gen Z (18-24) has the highest percentage (40.67%) of respondents who log no overtime hours over the standard 40 hours per week, suggesting that **younger workers may have a different approach or less demanding jobs compared to older generations**. In contrast, U.S. respondents in the Baby Boomers (over 65) group have a significant percentage (44.73%) logging no overtime, indicating that **older workers in the U.S. might be reducing their working hours as they approach or are in retirement**. Interestingly, among U.S. respondents, Gen X (45-54) logs the highest percentage (12.06%) of more than 15 hours over the standard 40 hours per week, pointing toward **a peak in career demands during these mid-career years**. Additionally, Gen Z (18-24) in the U.S. has a notably high percentage (53.17%) of respondents logging no overtime, higher than their global counterparts, suggesting a trend among younger U.S. workers toward prioritizing work-life balance.

The data also reveals interesting patterns in social engagement. Globally, Gen Z (18-24) has the highest percentage (11.89%) of respondents frequently participating in social events with colleagues outside work hours, indicating **higher social engagement among younger workers**. However, participation in social events outside of work seems to decline with age, with only 4.47% of Gen X (45-54) participating frequently. Despite this, **the percentage of respondents who never participate in social events is fairly consistent across most age groups globally**, hovering around 19%, except for Baby Boomers (over 65) at 15.52%.

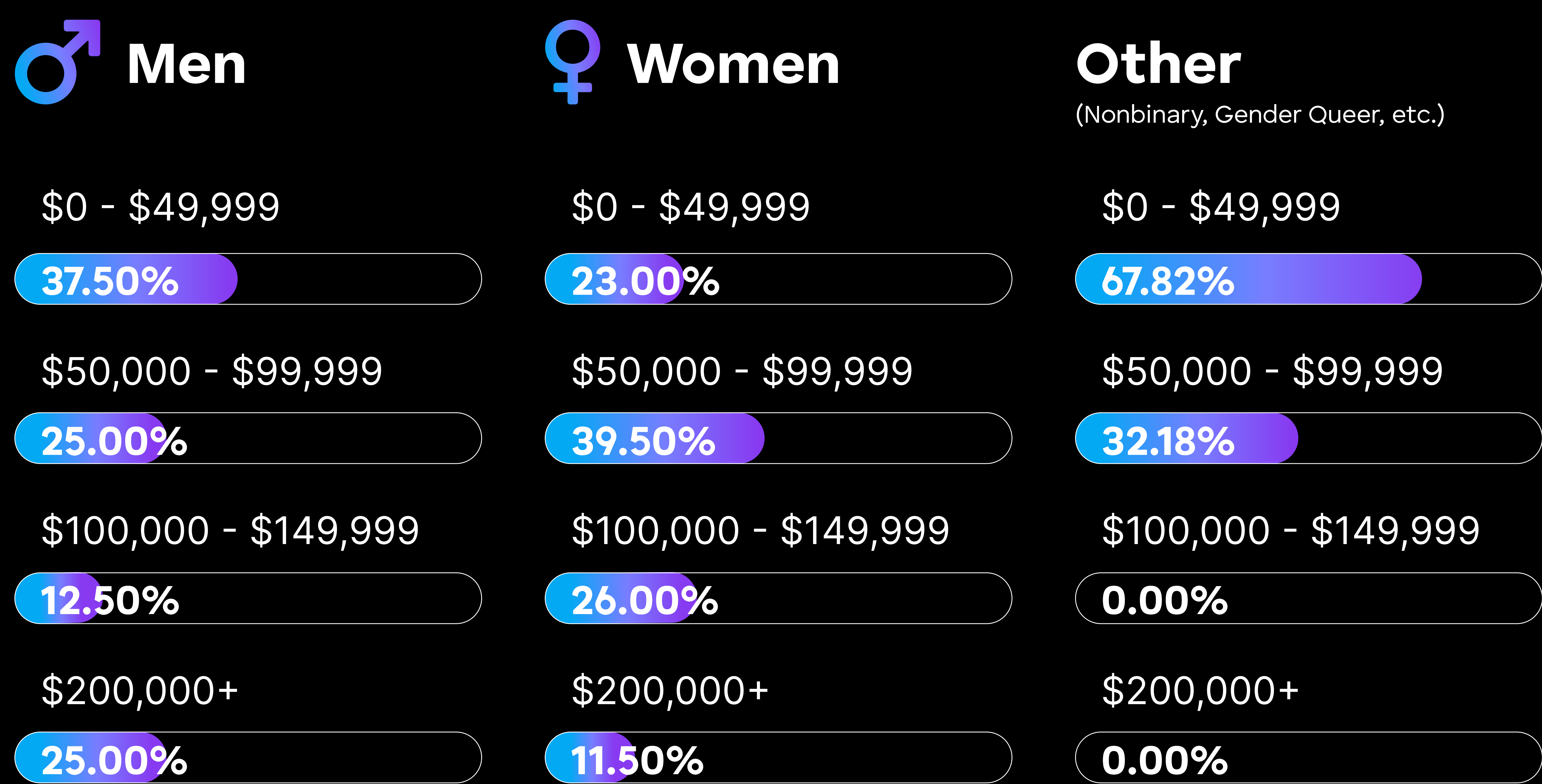




# Workplace Differences Among the Genders

The data revealed significant differences between gender identities across various workplace-related aspects. These disparities encompass salary, hours worked, preferred work environments, attitudes toward A.I., and social interactions within the workplace.

## Salary Range by Gender



Upon analyzing the data on household annual income, it is evident that respondents identifying as women reported the highest percentages within the \$50,000 to \$150,000 range. Conversely, those identifying as men reported the highest percentages for household annual incomes of \$200,000 or more. Notably, none of the respondents who identified outside the gender binary reported an annual household income in the six-figure range.

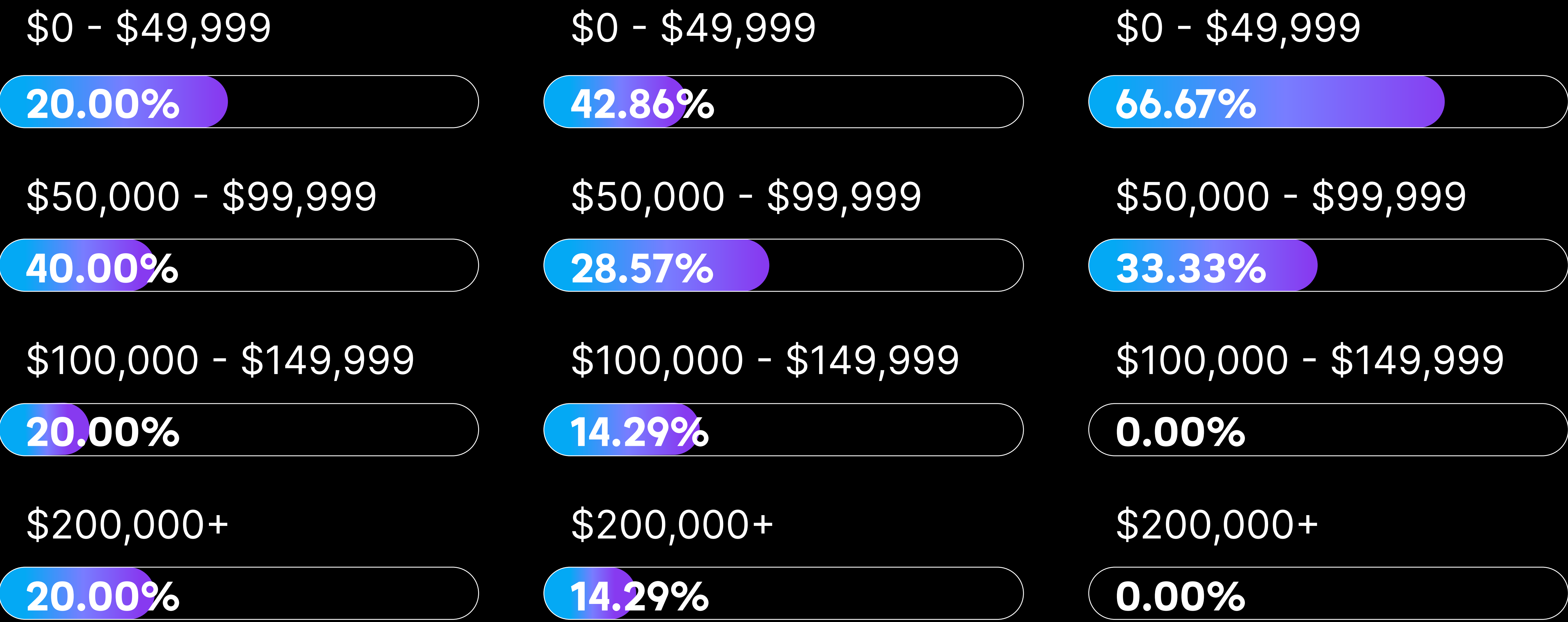


# Salary Range by Gender

♂ Men

♀ Women

Other  
(Nonbinary, Gender Queer, etc.)



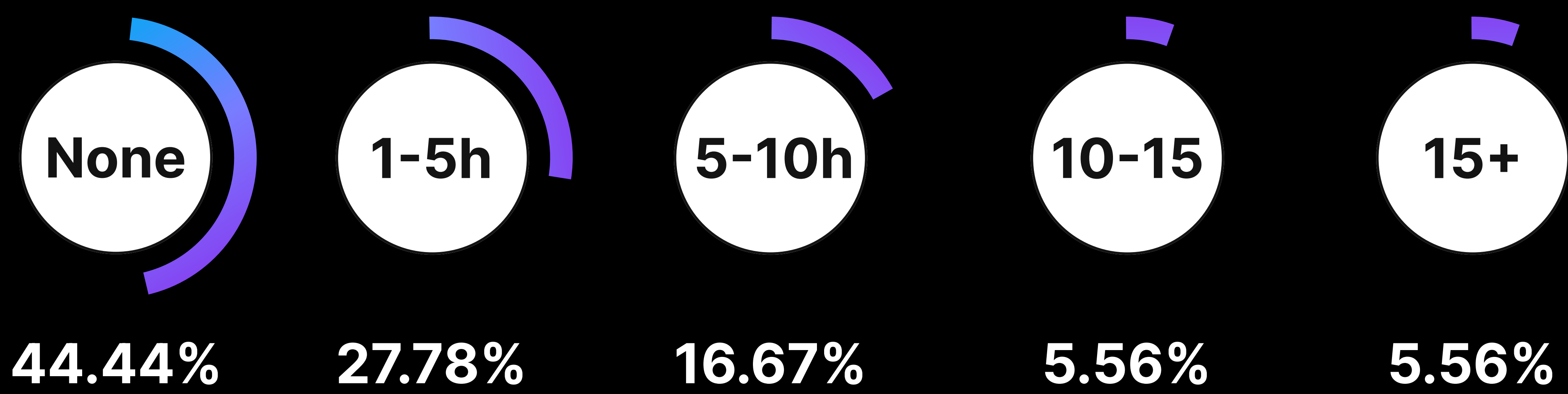
The analysis of the data from U.S.-based respondents reveals a notable trend: the proportion of women in households with an annual income exceeding \$200,000 has increased. Conversely, there has been a substantial increase in the number of men in households with annual incomes below six figures.



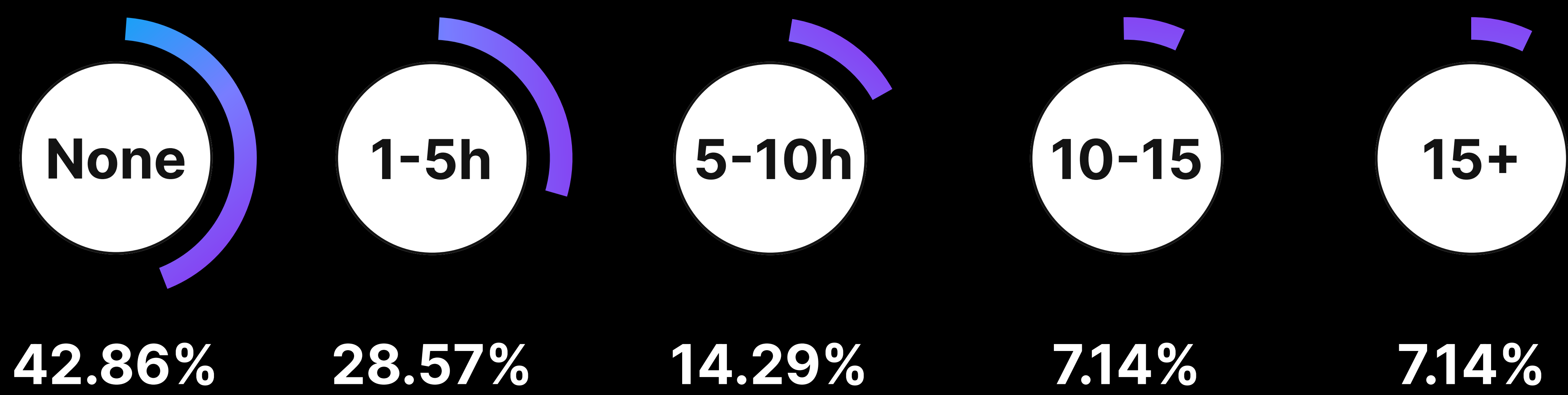


# Weekly Overtime Hours Logged by Gender

## ♂ Men



## ♀ Women



## Other

(Nonbinary, Gender Queer, etc.)



Regarding overtime hours logged, the data indicates that men are the least likely to work overtime. In contrast, individuals who identify outside the gender binary record the highest number of overtime hours.





## Workplace Social Events Participation

### ♂ Men

<b>22.22%</b>	<b>33.33%</b>	<b>22.22%</b>	<b>11.11%</b>	<b>11.11%</b>
Never	Rarely	Sometimes	Often	Frequently

### ♀ Women

<b>28.57%</b>	<b>21.43%</b>	<b>28.57%</b>	<b>14.29%</b>	<b>7.14%</b>
Never	Rarely	Sometimes	Often	Frequently

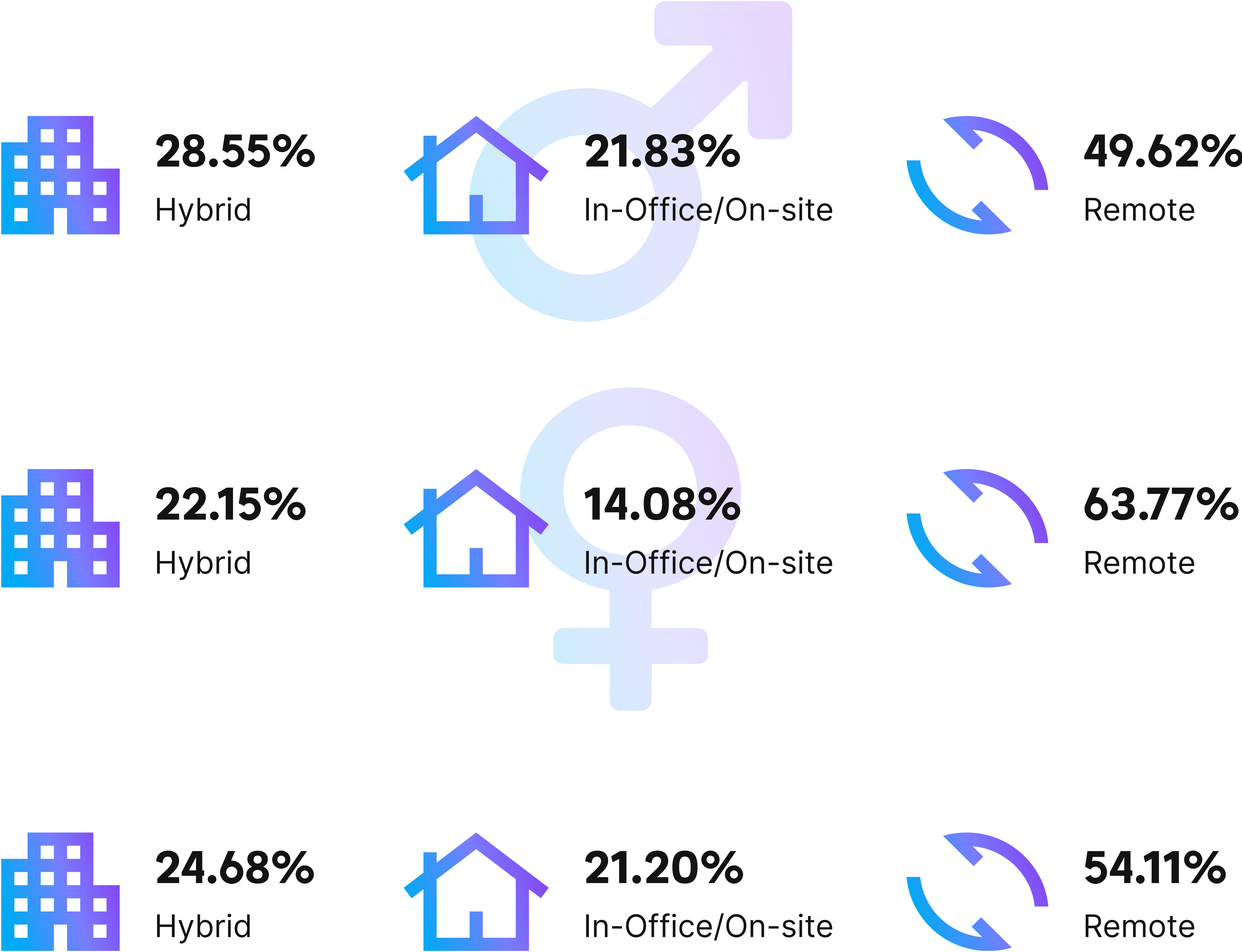
### Other (Nonbinary, Gender Queer, etc.)

<b>23.37%</b>	<b>38.96%</b>	<b>27.27%</b>	<b>7.79%</b>	<b>2.59%</b>
Never	Rarely	Sometimes	Often	Frequently

Additionally, the data shows that women are the least likely to attend workplace social events, whereas men are the most likely to attend. Individuals who identify outside the gender binary have the highest percentage of rarely attending these events.



# Workplace Environments by Gender



### Workplace Environment Satisfaction by Gender

**Men**

**Yes:** 87.03%  
**No:** 12.97%

**Women**

**Yes:** 88.57%  
**No:** 11.43%

**Other**  
(Nonbinary, Gender Queer, etc.)

**Yes:** 85.76%  
**No:** 14.24%

All genders reported the highest percentages of individuals working in a remote environment. This correlates with an overwhelming majority from each gender expressing satisfaction with their current work environment.



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From the data, we can infer several interesting trends regarding salary ranges, overtime hours, and work environments across different genders. Worldwide, men are more likely to earn \$200,000+ (25%) compared to women (11.5%) and those whose gender identity is outside of the binary (0%), highlighting **a possible gender pay gap at the highest income levels**. In the U.S., men (40%) are better represented in the \$50,000 - \$99,999 salary range than women (28.57%). Those whose gender identity is outside of the binary are disproportionately found in the lowest income range (\$0 - \$49,999) both globally (67.82%) and in the U.S. (66.67%), indicating **economic disadvantages for this group**. Additionally, overtime work trends show that while men (44.44%) and women (42.86%) log no overtime hours at similar rates worldwide, **those whose gender identity is outside of the binary are more likely to work 10 to 15 hours and 15+ hours of overtime**, suggesting higher workloads.

Social engagement and work environment preferences also reveal noteworthy insights. Men and women differ in workplace social event participation, with men attending more frequently (11.11%) than women (7.14%), while those whose gender identity is outside of the binary have the lowest frequent attendance (2.59%) and the highest rate of rarely attending (38.96%). Work environment preferences indicate that a significant portion of women work remotely (63.77%) compared to men (49.62%) and those whose gender identity is outside of the binary (54.11%), suggesting **a preference or greater opportunity for remote work among women**. Conversely, hybrid work environments are less common for women (22.15%) than men (28.55%) and those whose gender identity is outside of the binary (24.68%). Despite these differences, **satisfaction with the current work environment is high across all genders**, with women reporting the highest satisfaction (88.57%). Furthermore, men (21.83%) and those whose gender identity is outside of the binary (21.20%) are more likely to work in-office/on-site compared to women (14.08%).

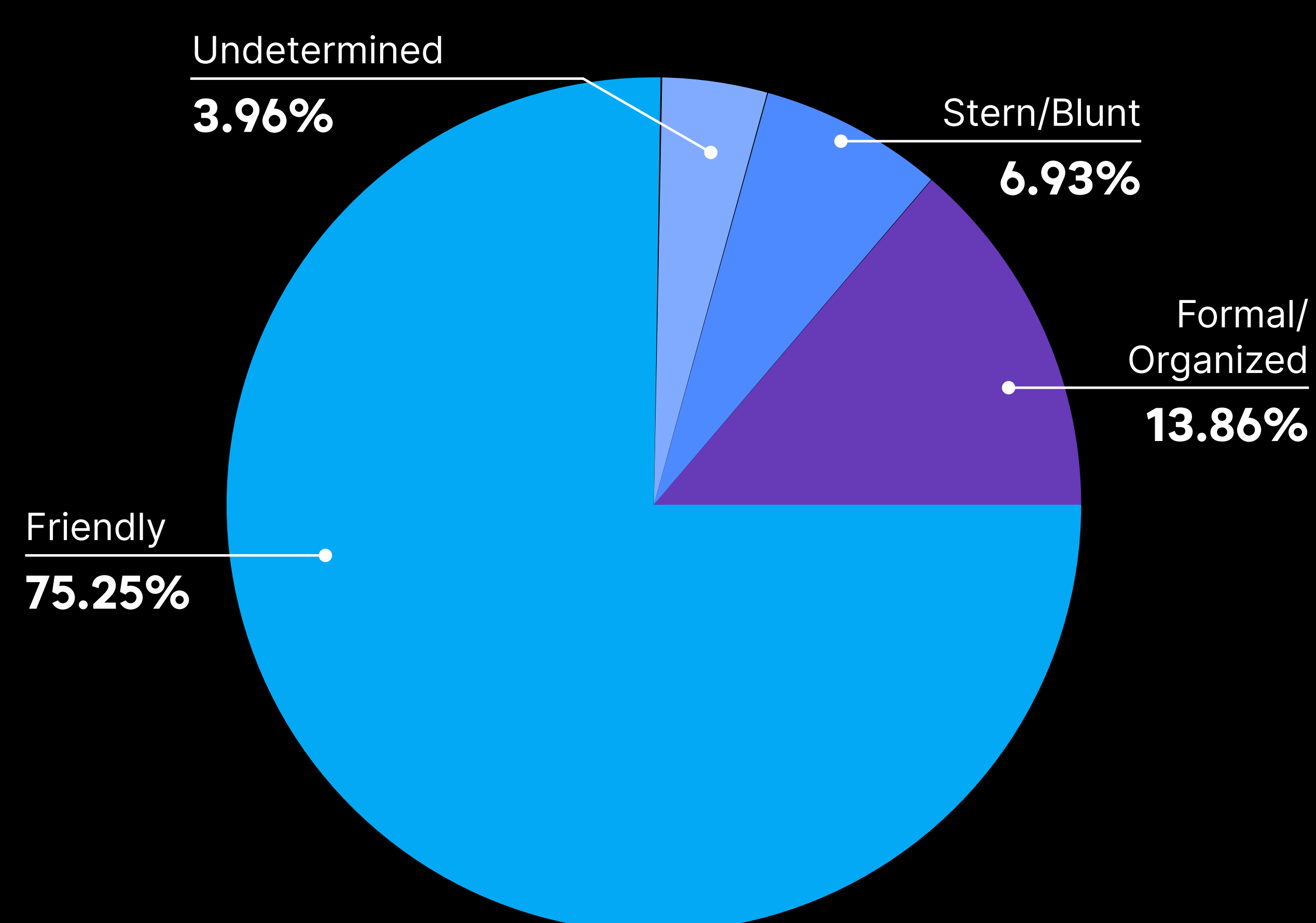




# Workplace Communication

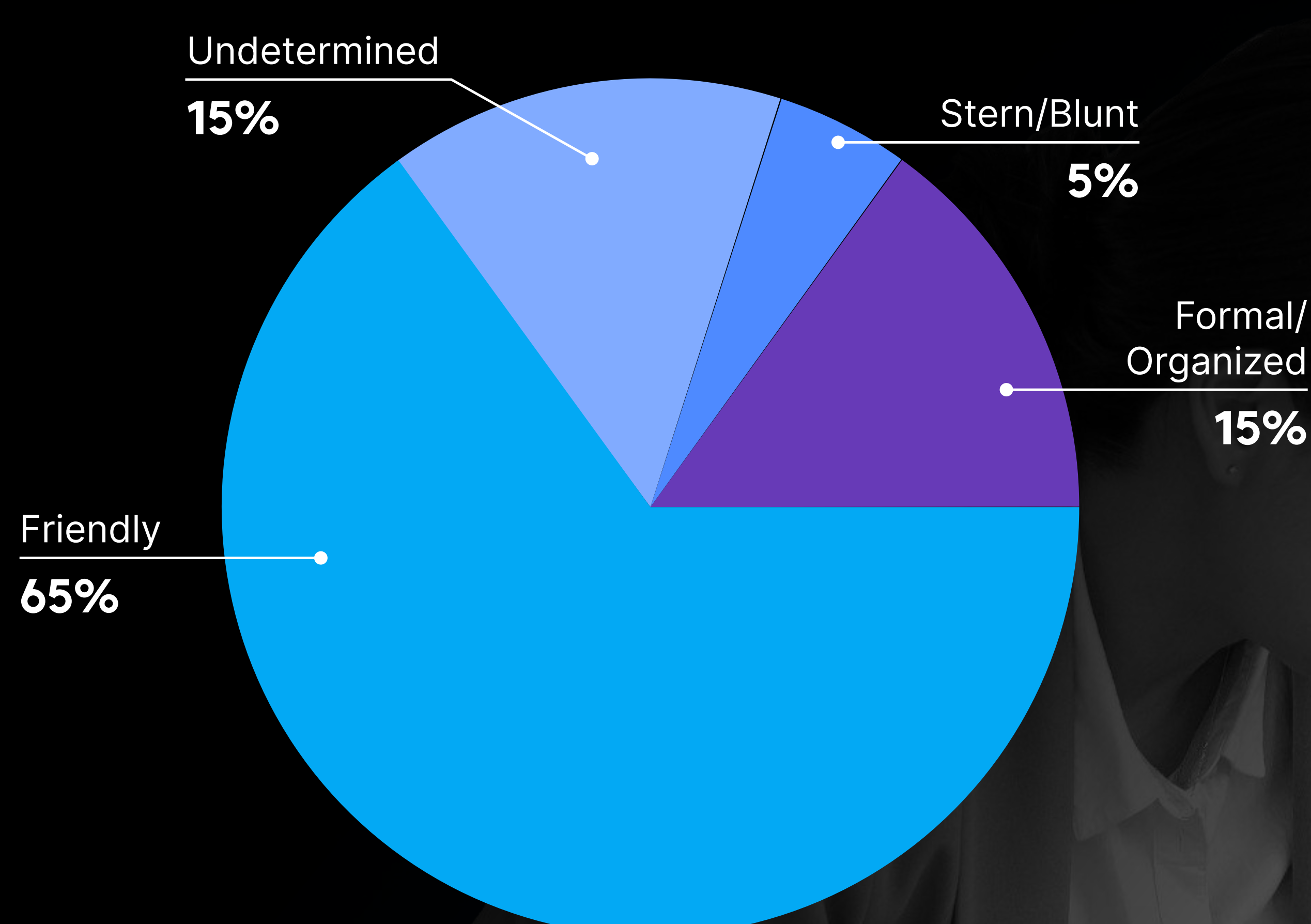
The data uncovered intriguing insights into workplace communication, focusing on leadership communication, decision-making discussions, and contemporary communication methods, such as emojis.

## Management Tone of Voice



Over three-quarters of respondents stated that their management or leadership communicated with a friendly tone when sending messages on platforms such as Pumble.

## Management Tone of Voice - U.S.



The data from U.S.-based respondents indicates that, although the use of formal and undetermined tones of voice among leadership is increasing, a friendly tone of voice remains predominant.

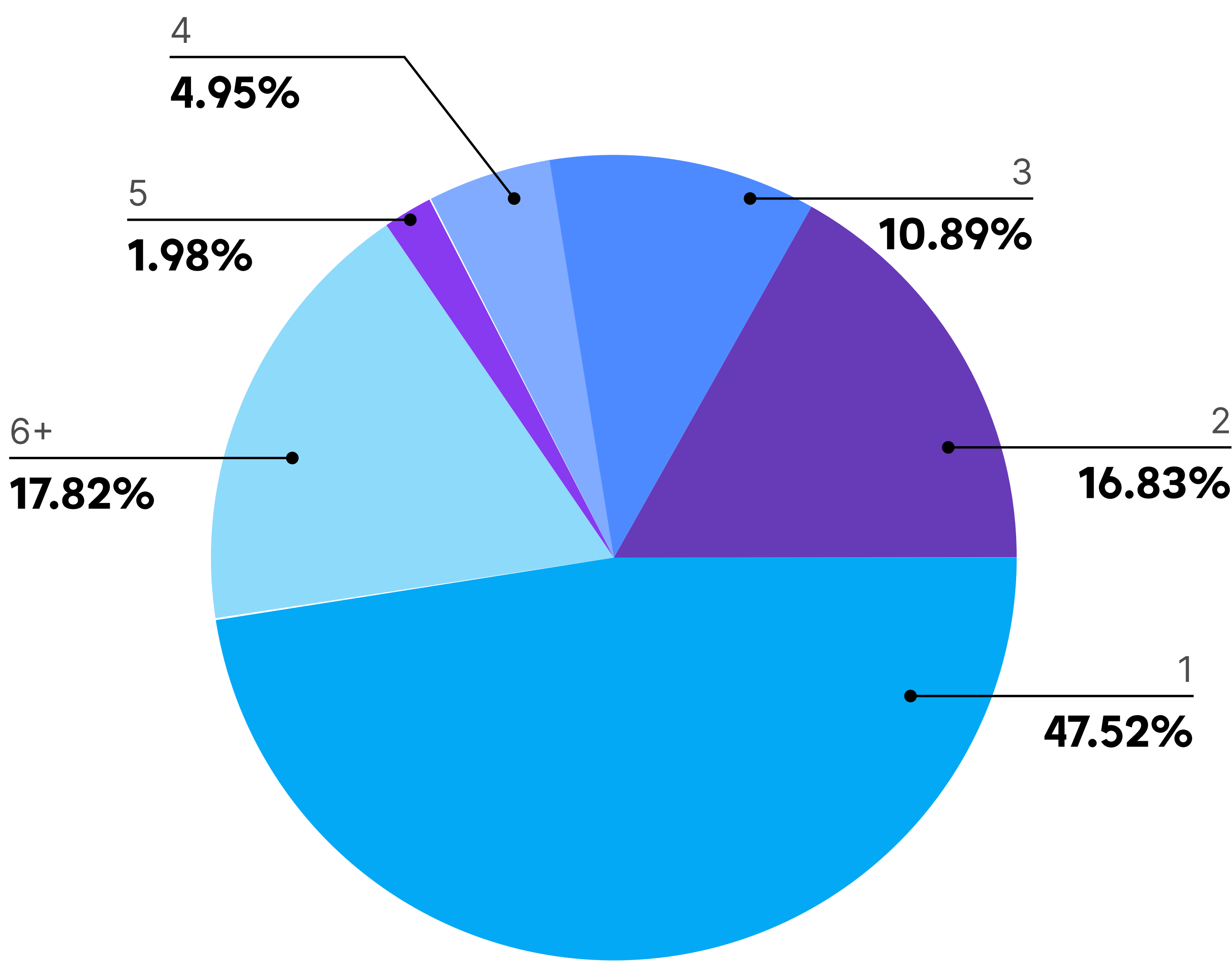


## Project Decision-Making Channels



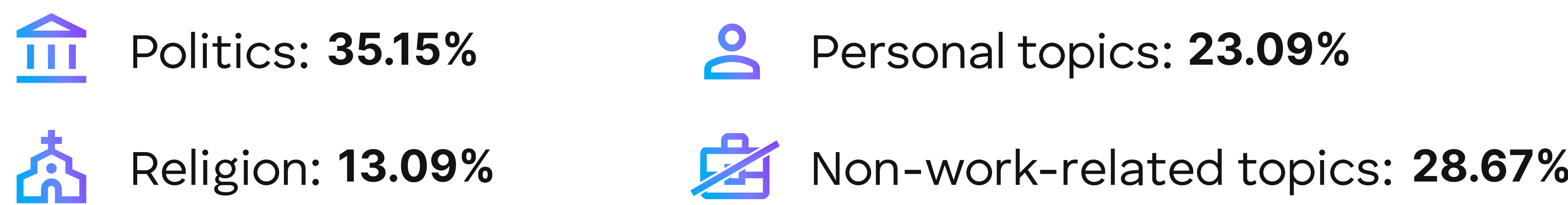
The data indicates that critical discussions are increasingly occurring online, with over 80% of respondents reporting that project-based decisions are made via email, video meetings, or messaging platforms like Pumble.

## Number of Participation in Non-Work Topic Community Channels



When discussing non-work-related topics on workplace platforms, the majority of respondents indicated they participate in only one such communication channel on messaging platforms like Pumble. Surprisingly, the second-largest group comprised those engaged in six or more non-work-related communication channels, with general discussion being the most common topic.

## Topics Avoided at Work



When asked about topics they avoid discussing with colleagues on messaging platforms like Pumble, the majority of respondents cited politics, closely followed by non-work-related topics.



## Topics Avoided at Work - U.S.



Politics: 22.22%



Personal topics: 33.33%



Religion: 16.67%

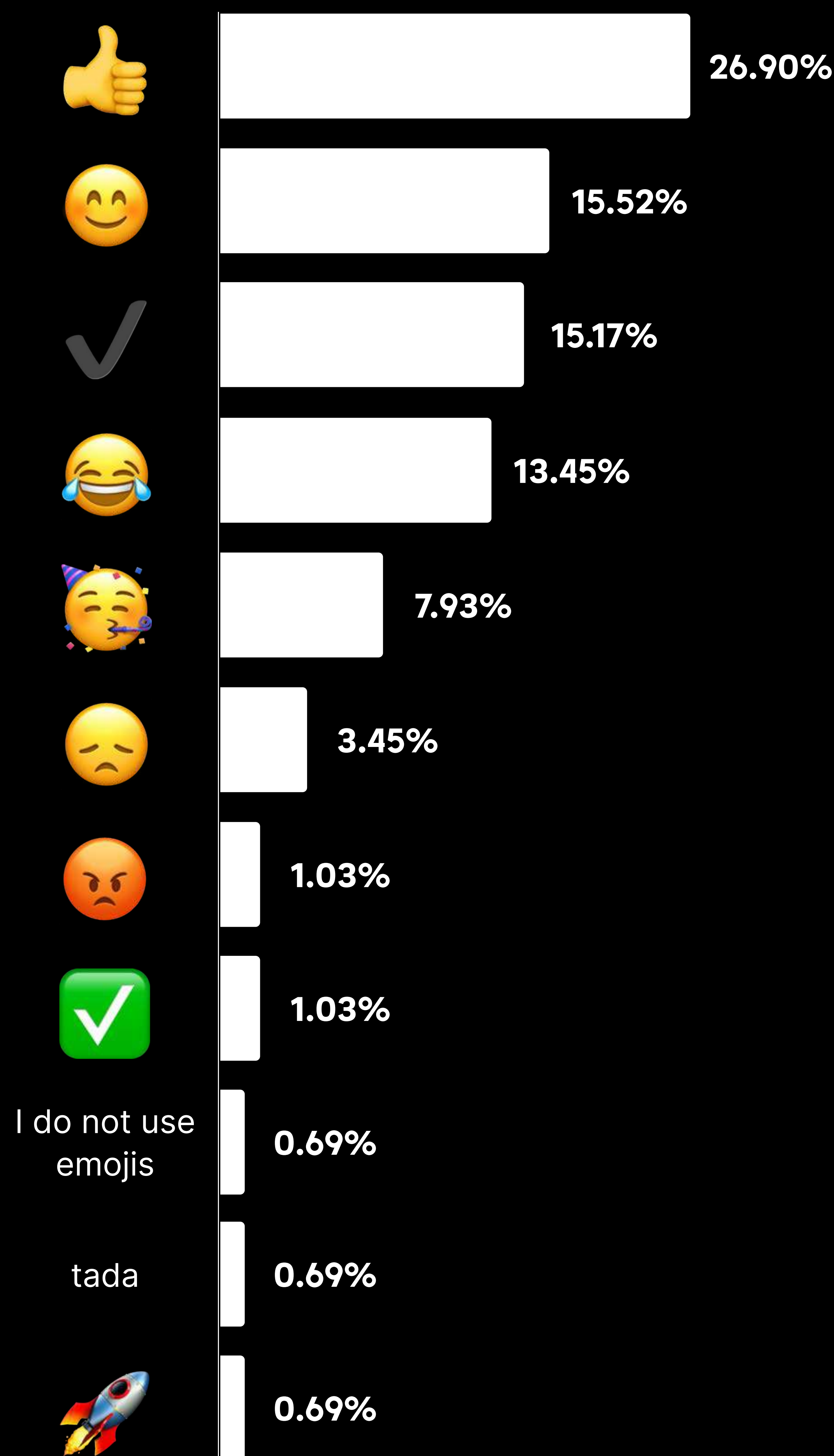


Non-work-related topics: 27.78%

However, among U.S.-based respondents, the majority indicated that they avoid discussing personal information, with politics ranking third.

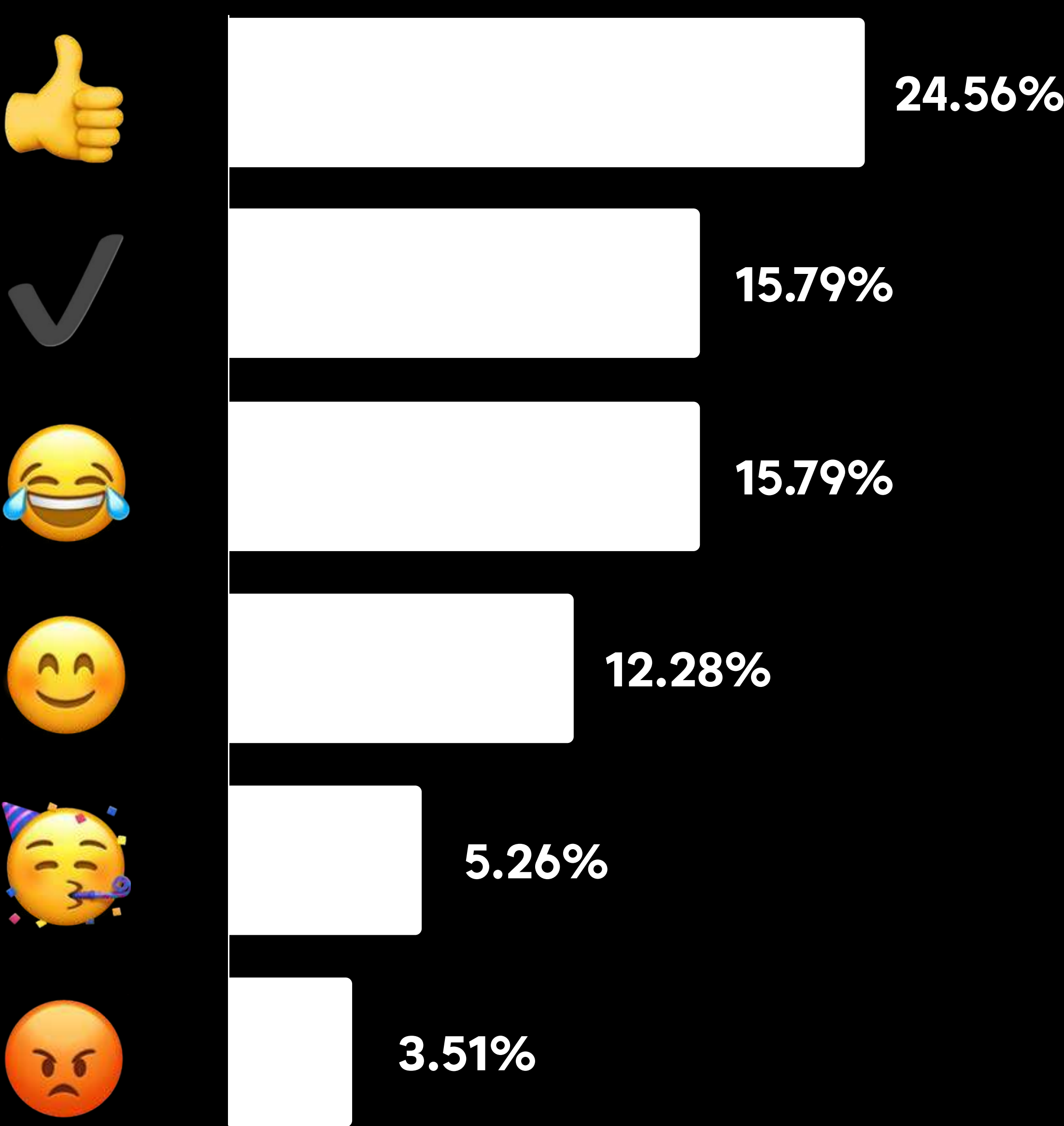
## Use of Emojis

### Most Frequently Used Emojis in the Workplace



Given the prevalence of emojis in modern communication, respondents were asked about their use in workplace interactions. Less than 1% reported that they do not use emojis when communicating on messaging platforms such as Pumble. The data revealed that the most frequently used emoji is the 👍.

### Most Frequently Used Emojis in the Workplace - U.S.



Among U.S.-based respondents, the 👍 emoji remains the most frequently used, while the ✅ and 😂 emojis tie for second place.





From the data, we can infer several interesting trends regarding workplace communication. Globally, the predominant tone of voice in management communication is friendly (75.25%), indicating **a preference for approachable and positive interactions**, while only 6.93% is stern or blunt. In the U.S., a slightly lower percentage (65%) of management communication is friendly, with a notable 15% being undetermined or new, suggesting some variability or **evolving practices in communication styles**. When it comes to decision-making, globally, most project-based decisions are made in messaging channels (44.55%), followed by video meetings (29.70%), reflecting the **growing reliance on digital communication platforms**.

Community engagement on messaging platforms is also notable, with nearly half of the respondents (47.52%) being part of one non-work topic community channel, and a significant portion (17.82%) being part of six or more channels, highlighting **diverse interests and active participation in workplace communities**. When it comes to topics avoided in workplace discussions, politics (35.15%) and non-work-related topics (28.67%) are the most commonly avoided globally, whereas in the U.S., personal topics (33.33%) and non-work-related discussions (27.78%) are more frequently avoided, **indicating cultural differences in conversational boundaries**. Additionally, **the use of emojis in workplace communication reveals interesting preferences**, with the thumbs-up (👍) being the most frequently used emoji both globally (26.90%) and in the U.S. (24.56%), symbolizing approval and positivity in communication.

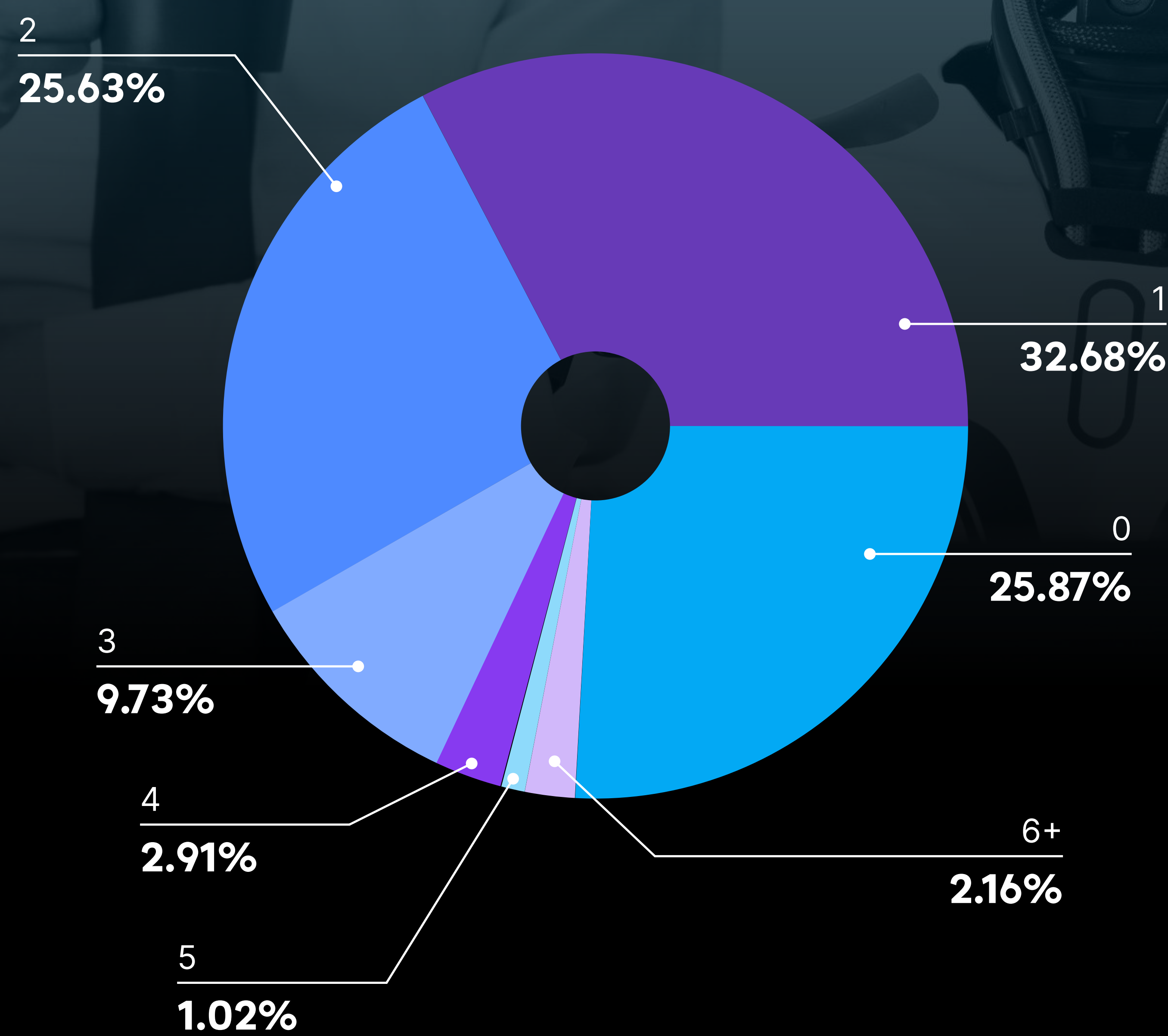
Further analysis of emoji usage shows that globally, the smiling face (😊) and checkmark (✓) are popular, reflecting a mix of positivity and task completion acknowledgment. In the U.S., the laughing face (😂) ties with the checkmark (✓) for the second most frequently used emoji, suggesting **a blend of humor and task completion in communication**. Interestingly, the negative emoji usage (😞 and 😡) is minimal globally (3.45% and 1.03%, respectively) and slightly higher in the U.S. (3.51% for 😡), indicating that workplace communication generally maintains a positive tone.



# A.I. in the Workplace

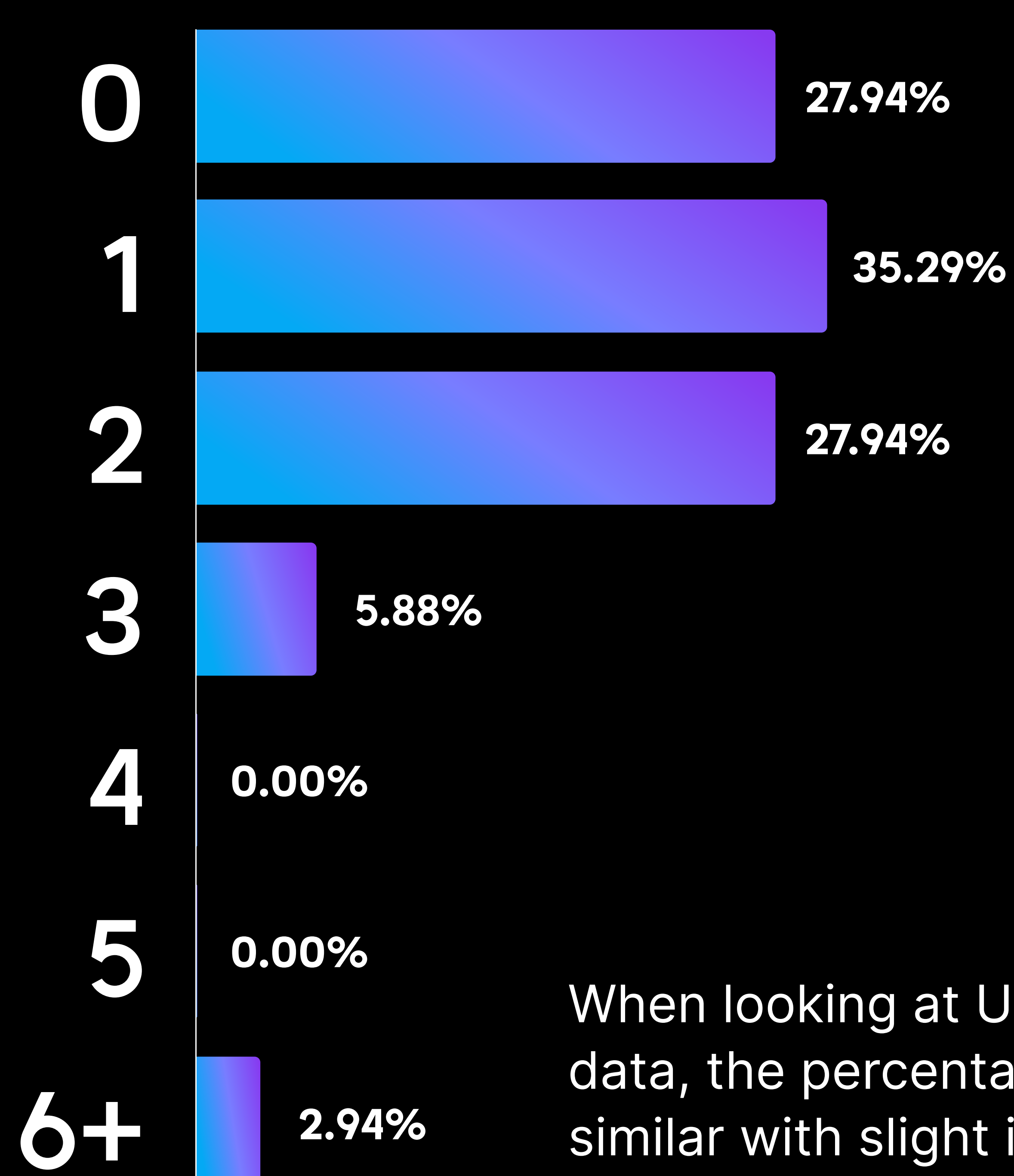
Given the prominence of A.I. in contemporary discourse, it was essential to gather data on its workplace application. The findings yielded several intriguing insights that contribute valuable perspectives to the ongoing discussion about A.I.'s role in professional environments.

## Number of A.I. Tools Used



The data indicates that the majority of individuals utilize fewer than two A.I. tools in the workplace, with over a quarter reporting no use of A.I.-based tools.

## Number of A.I. Tools Used - U.S.



When looking at U.S.-specific data, the percentages remain similar with slight increases.



# Management's View on A.I. Benefits

## 1-5 PEOPLE MANAGED:



## 6-10 PEOPLE MANAGED:



## 11-20 PEOPLE MANAGED:



## 21-50 PEOPLE MANAGED:



## 50+ PEOPLE MANAGED:



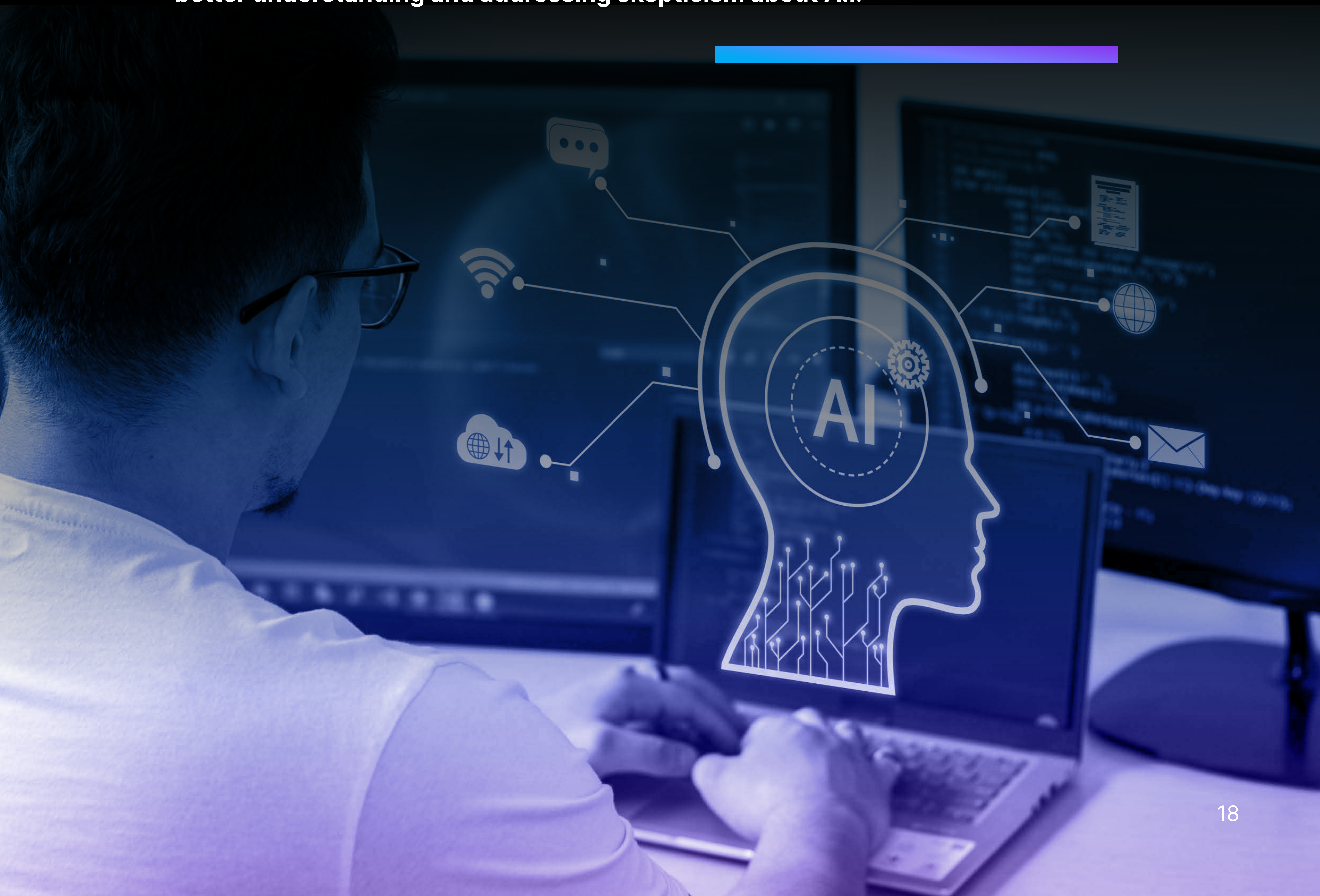
The data suggests that the majority of individuals in managerial positions believe that the adoption of A.I. tools in the workplace would enhance their efficiency and productivity. However, there remains a minority who do not perceive any potential benefits from integrating AI into their roles.



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From the data, we can infer several interesting trends regarding the use of A.I. tools in workplaces and the perceived benefits by management. Globally, **nearly three-quarters of workplaces have adopted at least one A.I. product**, with only 25.87% reporting no A.I. tools in use. The most common scenario is the use of a single A.I. product, with 32.68% of workplaces globally and 35.29% in the U.S. adopting this approach. This indicates a growing acceptance of AI, with organizations preferring to integrate A.I. gradually. However, the adoption rate drops significantly when it comes to using three or more A.I. tools, suggesting that **while A.I. adoption is on the rise, extensive use of multiple A.I. tools remains limited**. This cautious approach reflects the early stages of A.I. integration in many workplaces.

Furthermore, the data reveals that the primary perceived benefit of A.I. across all management levels is increased efficiency and productivity, with this belief strengthening as the number of people managed increases. For instance, 55% of managers overseeing 50+ people see A.I. as a key tool for enhancing operational efficiency. Improved decision-making is also a significant benefit, especially recognized by mid-level managers, suggesting that A.I. aids in navigating complex scenarios. Additionally, **A.I. is valued for enhancing communication and collaboration and automating tasks**, particularly for managers overseeing smaller teams. Despite these benefits, there remains a segment of managers (5-10%) who see no clear benefit or are uncertain about A.I.'s impact, indicating **a need for better understanding and addressing skepticism about A.I.**





# U.S. State Specific Data

The data highlighted the diverse work cultures and employee experiences across U.S. states, offering insights into areas for potential improvement and further investigation.

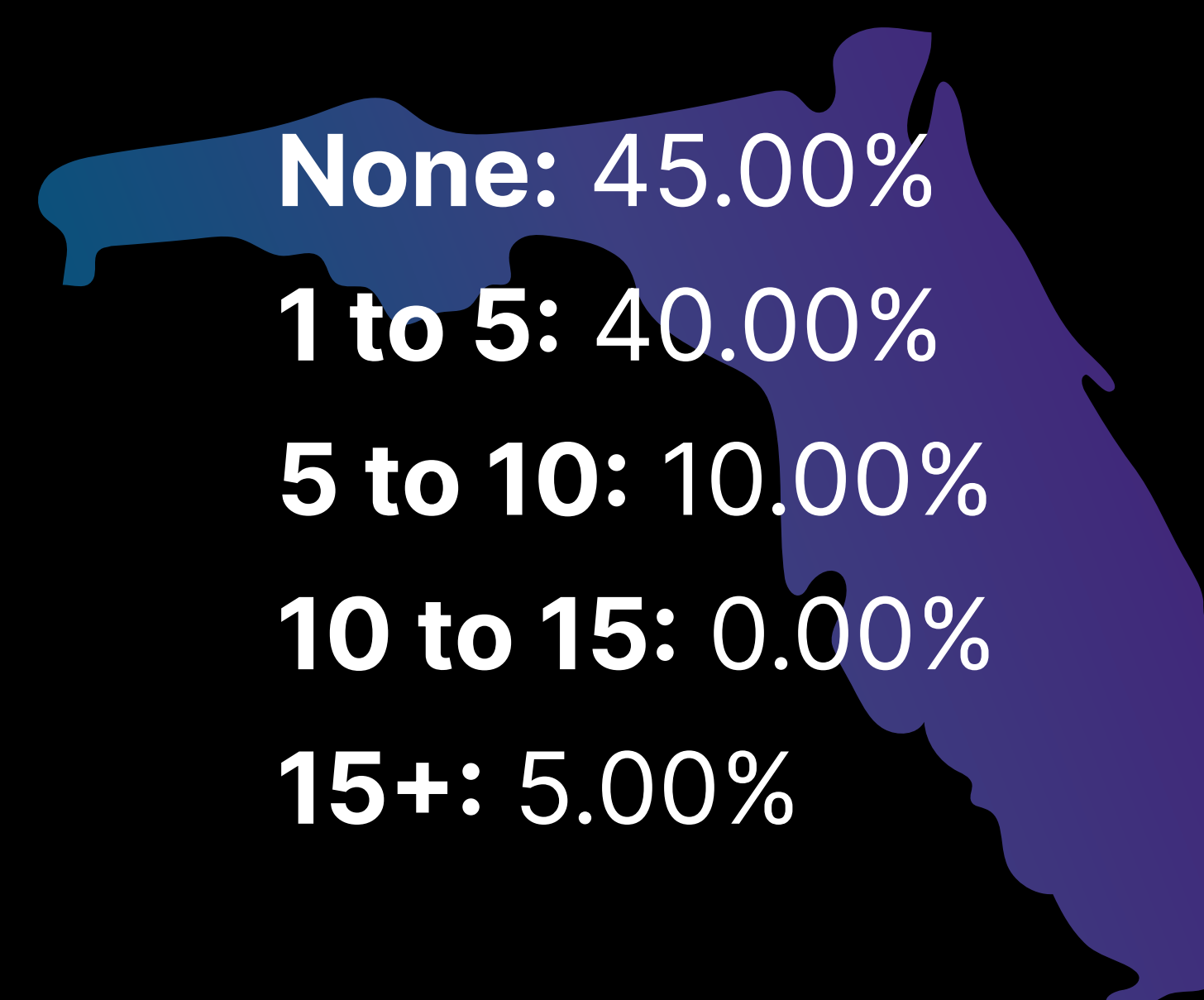
## Overtime Hours Logged



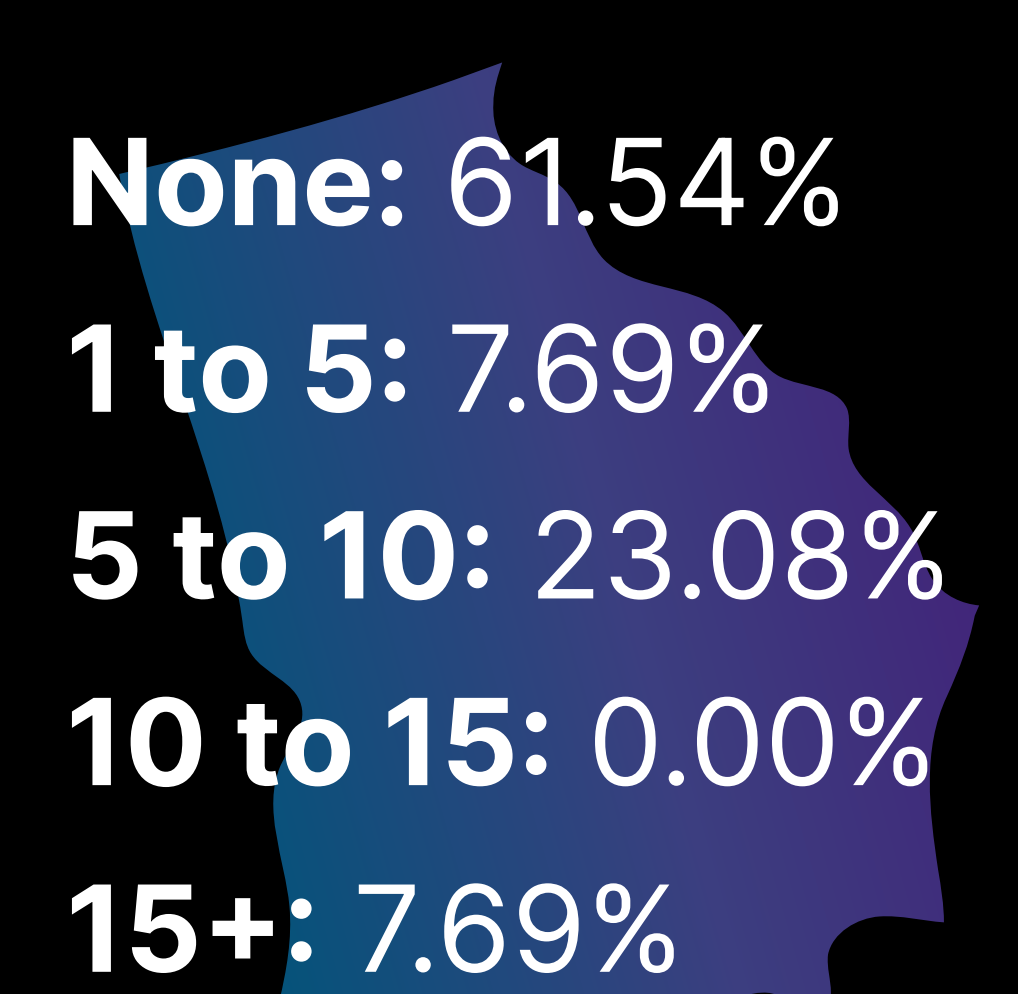
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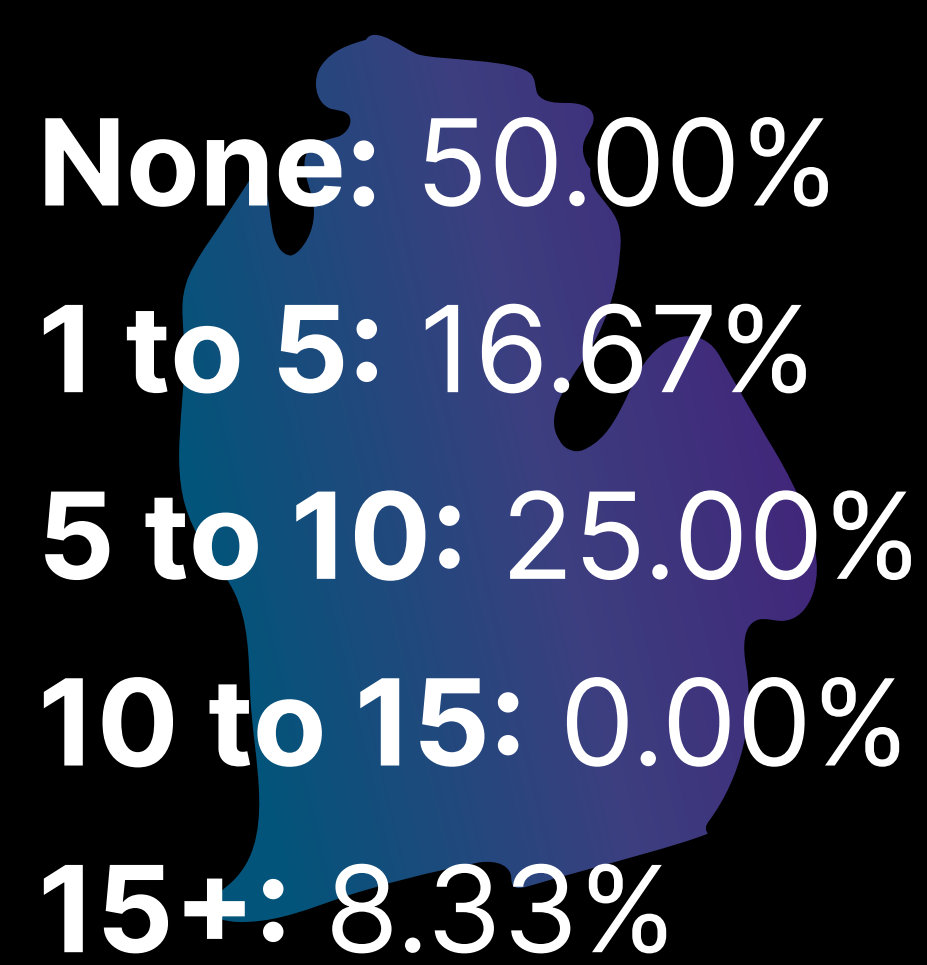
Colorado



Florida



Georgia



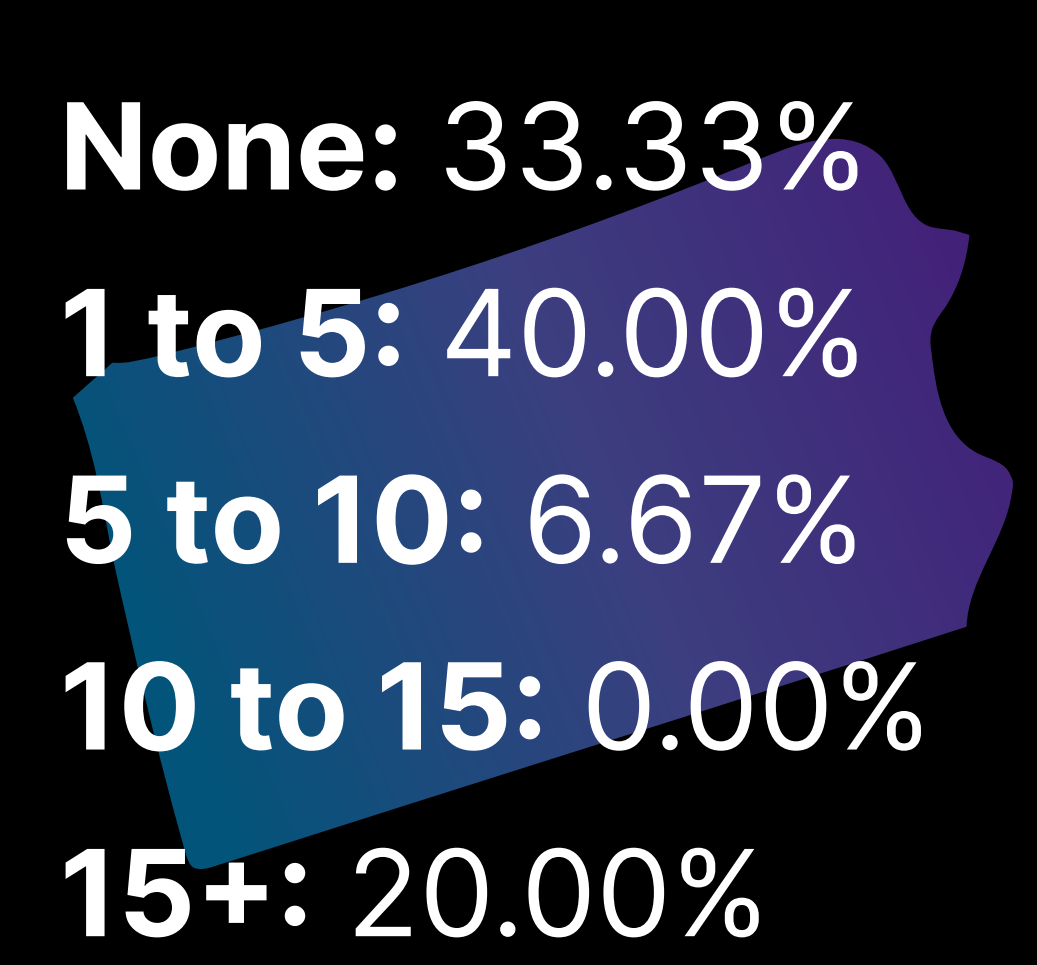
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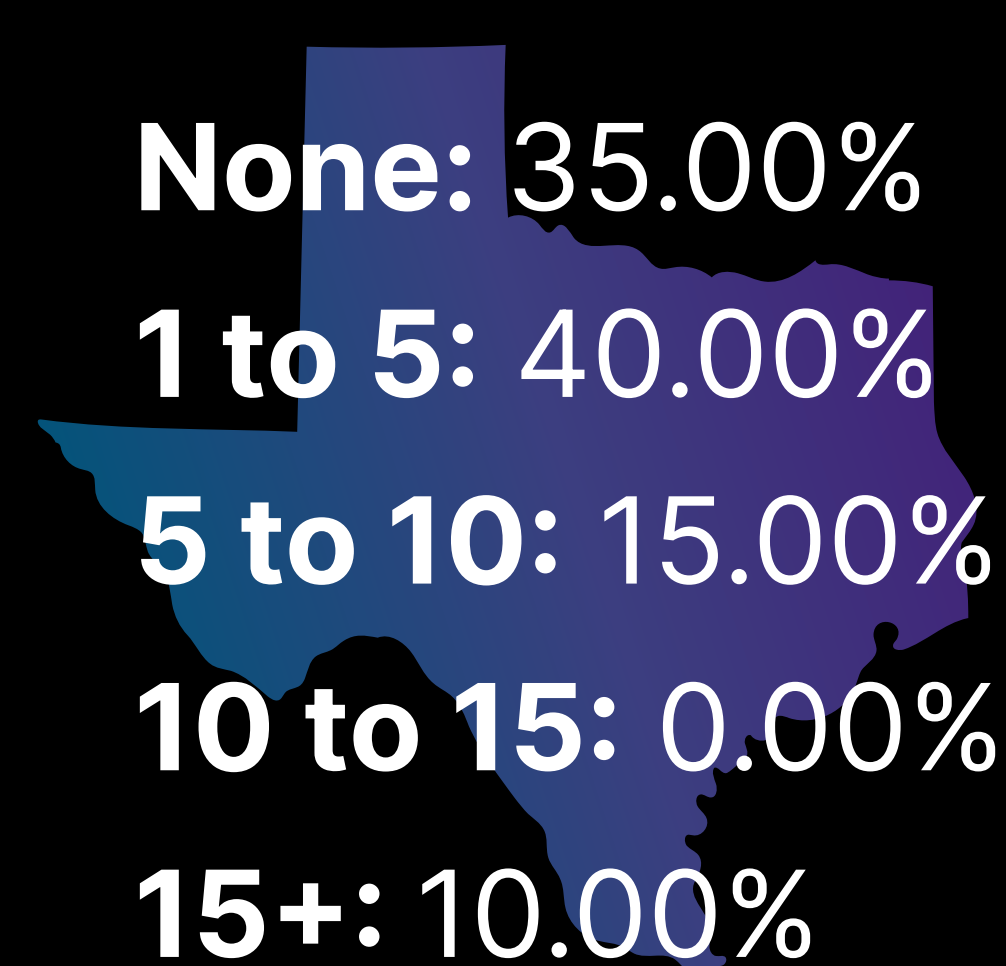
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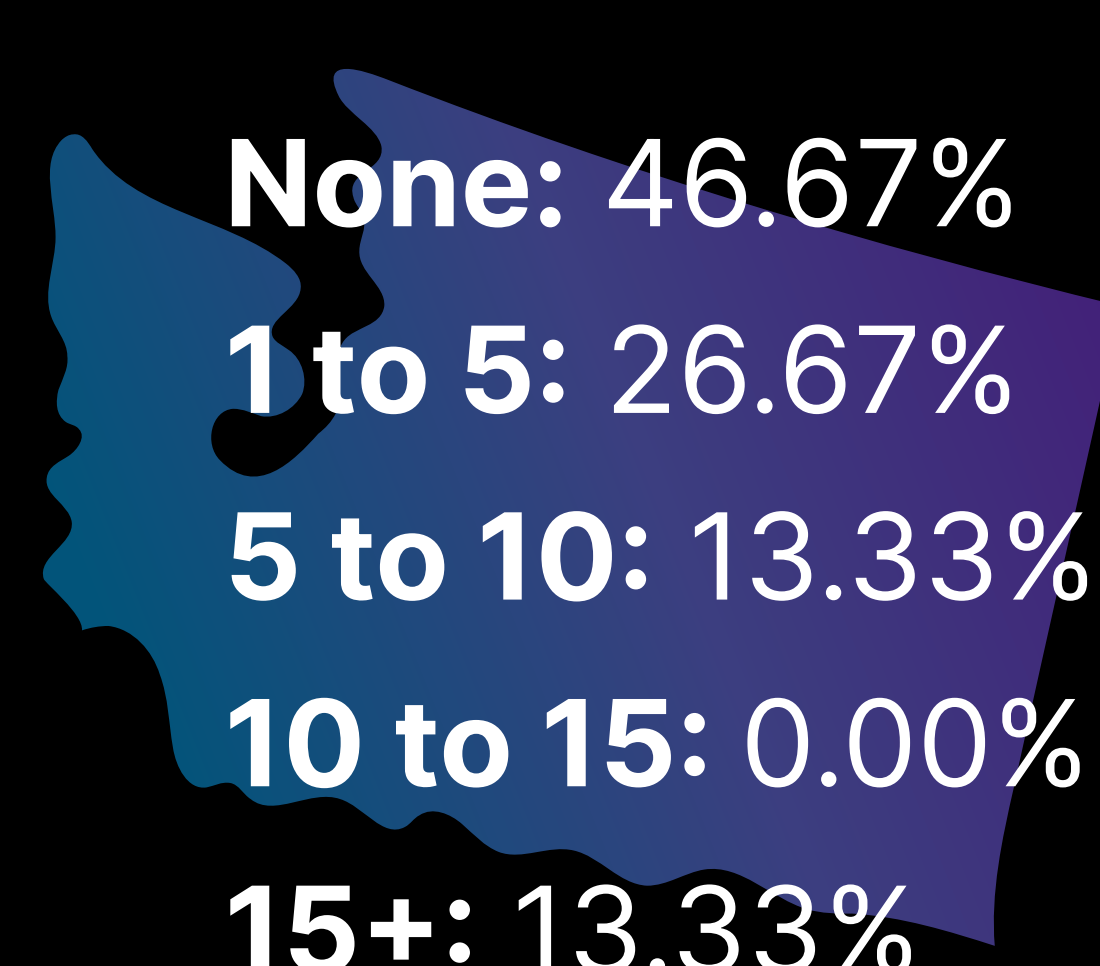
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Pennsylvania



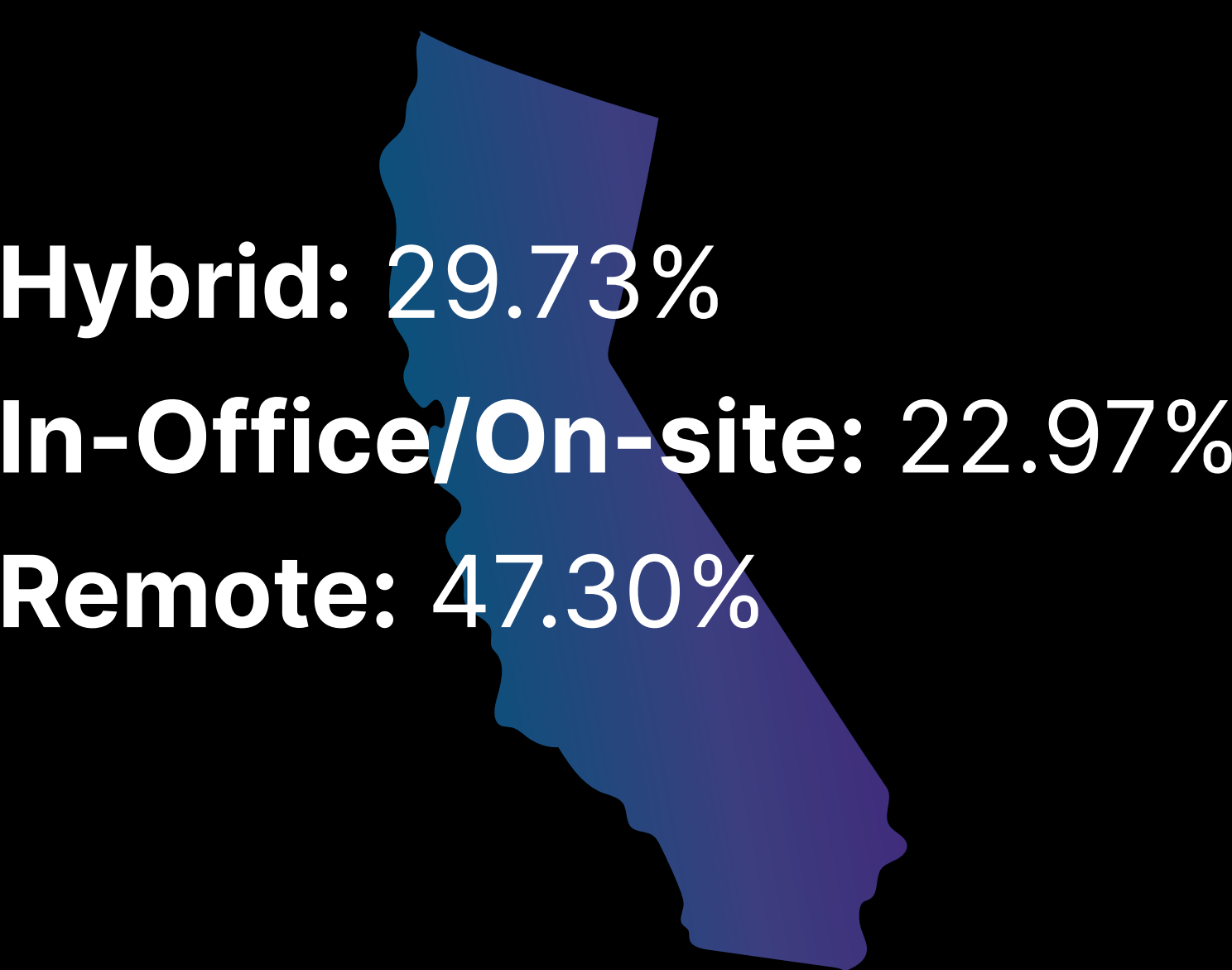
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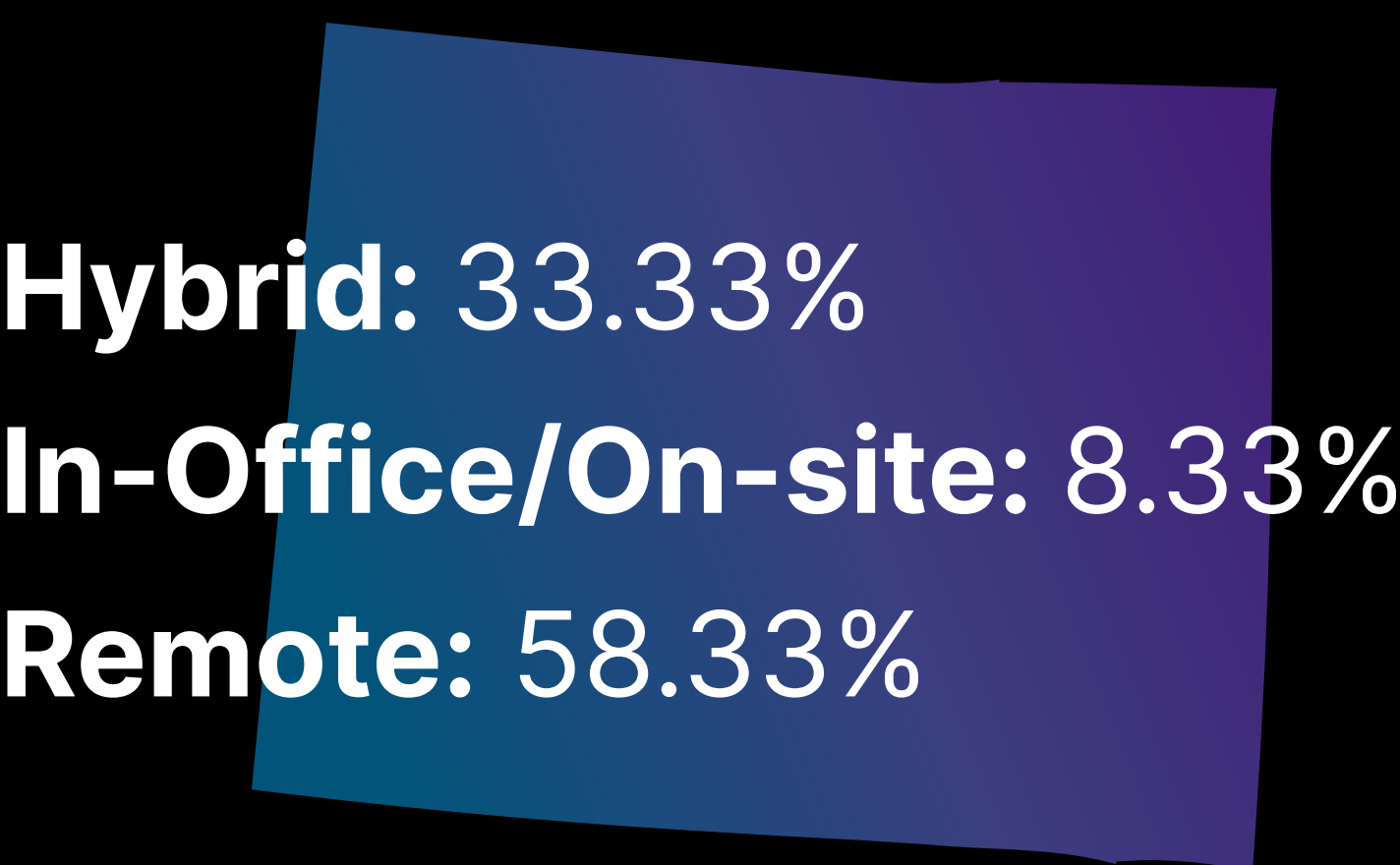
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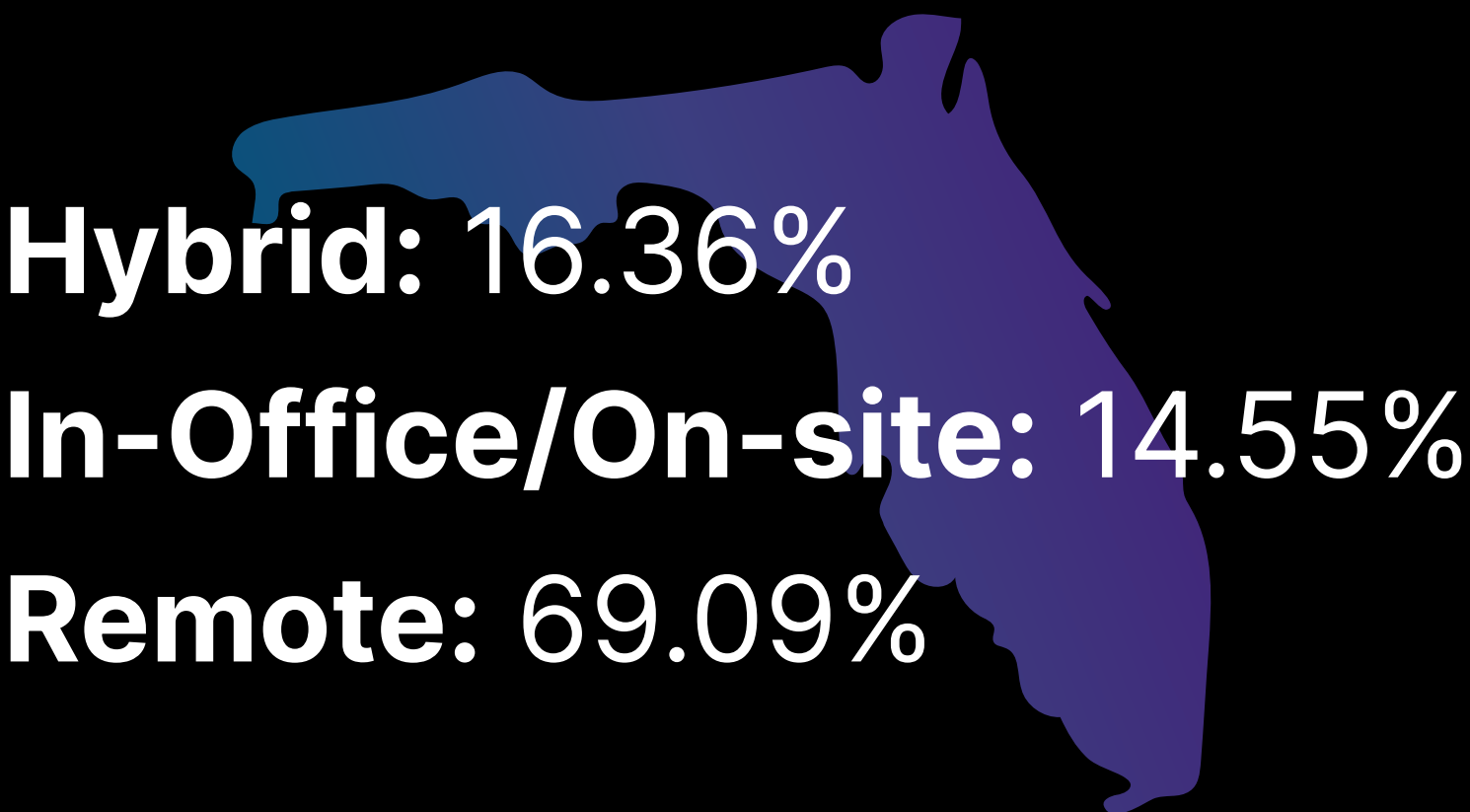
# Work Environments



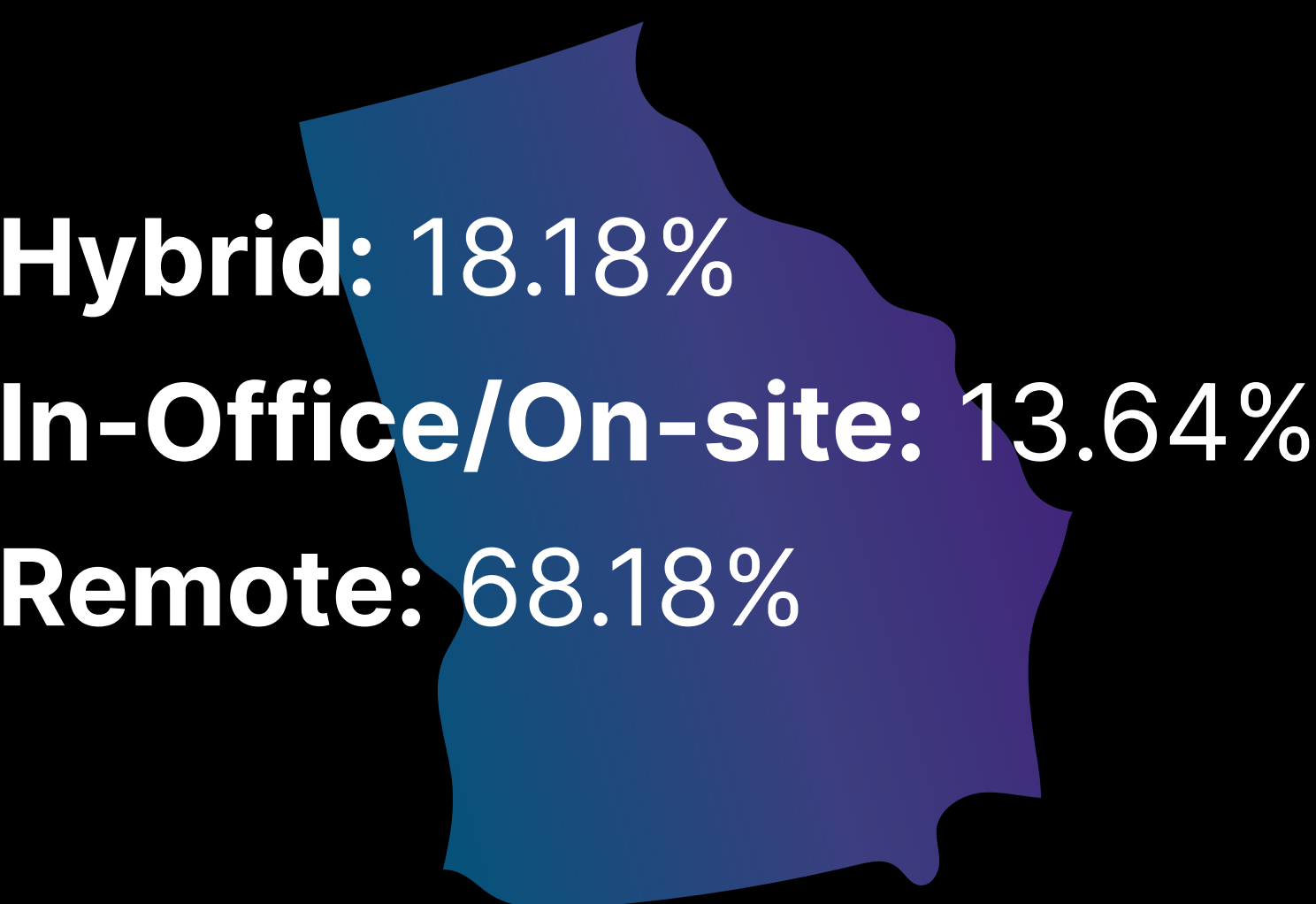
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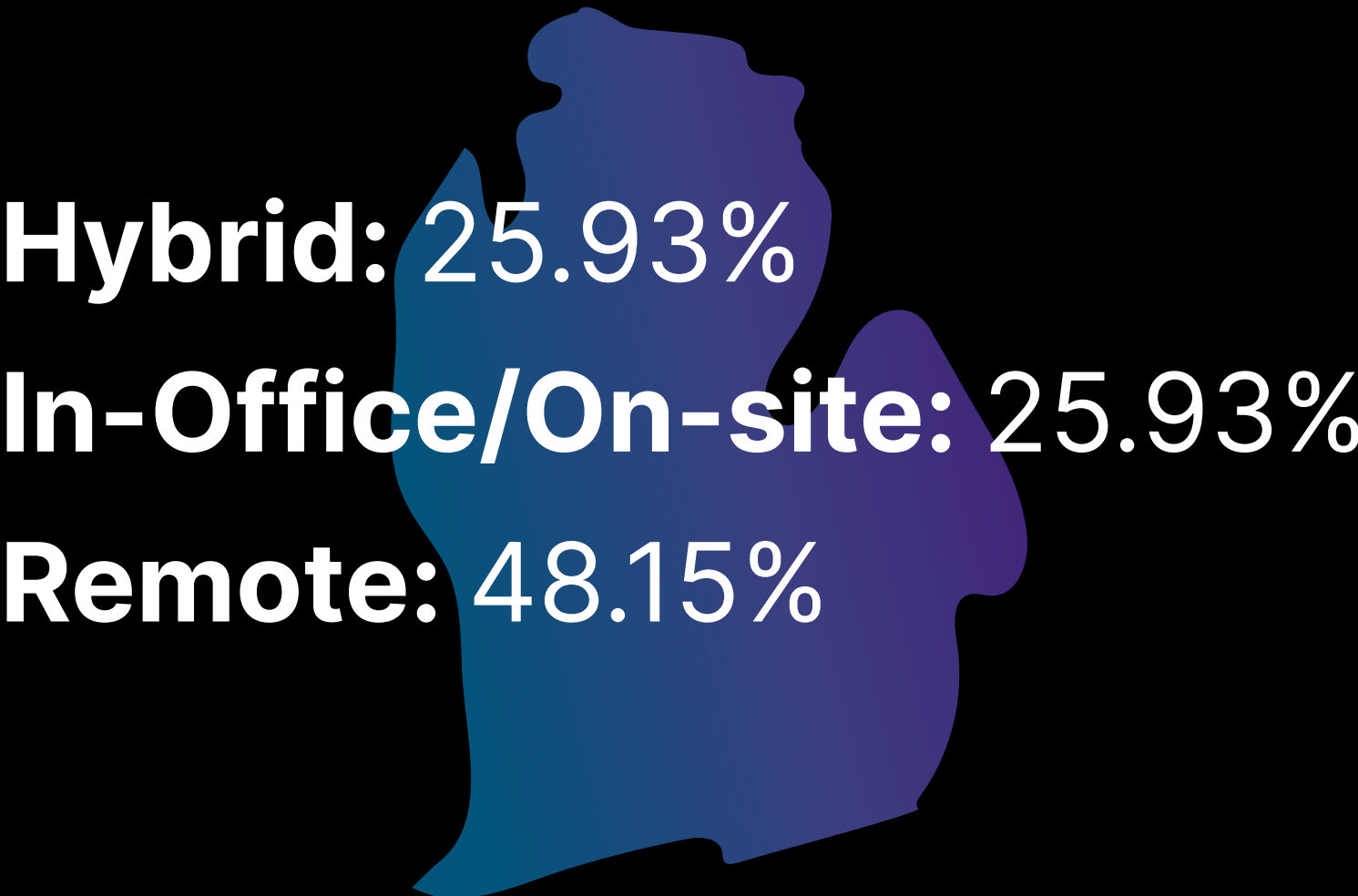
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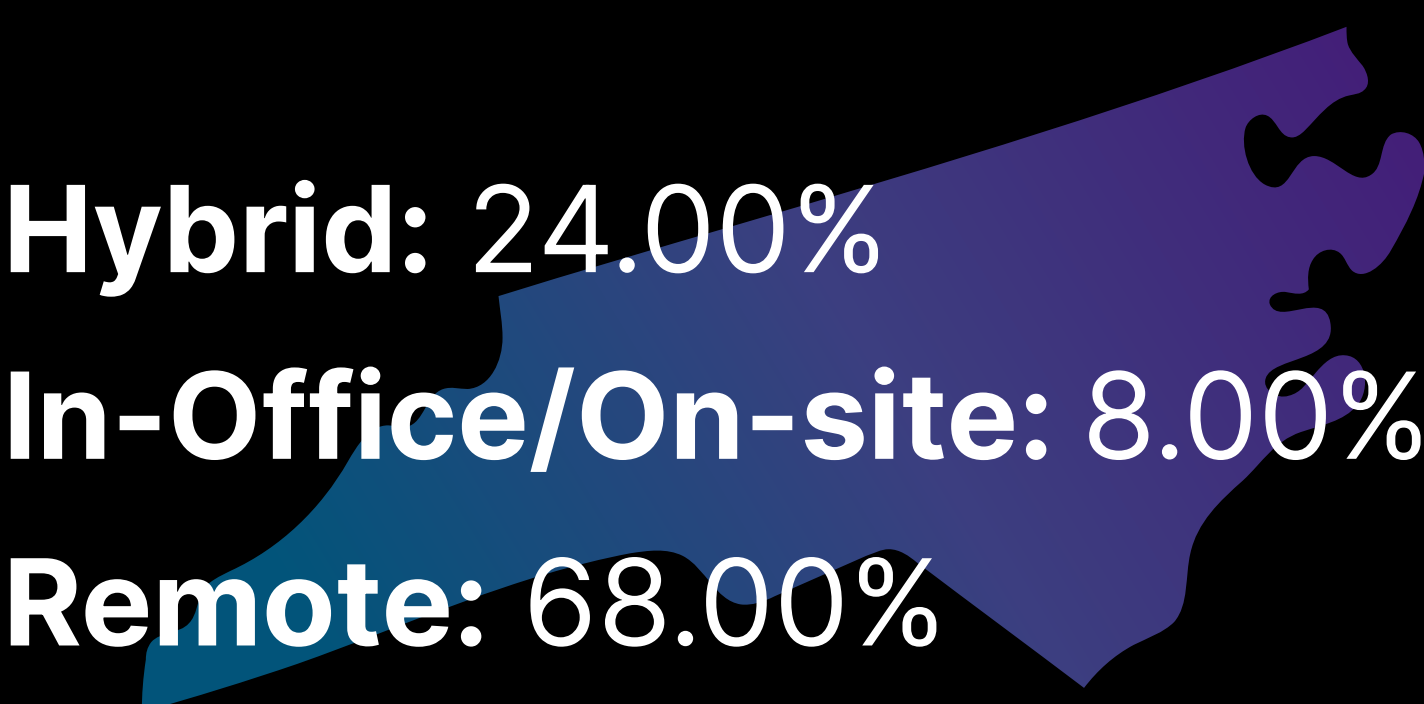
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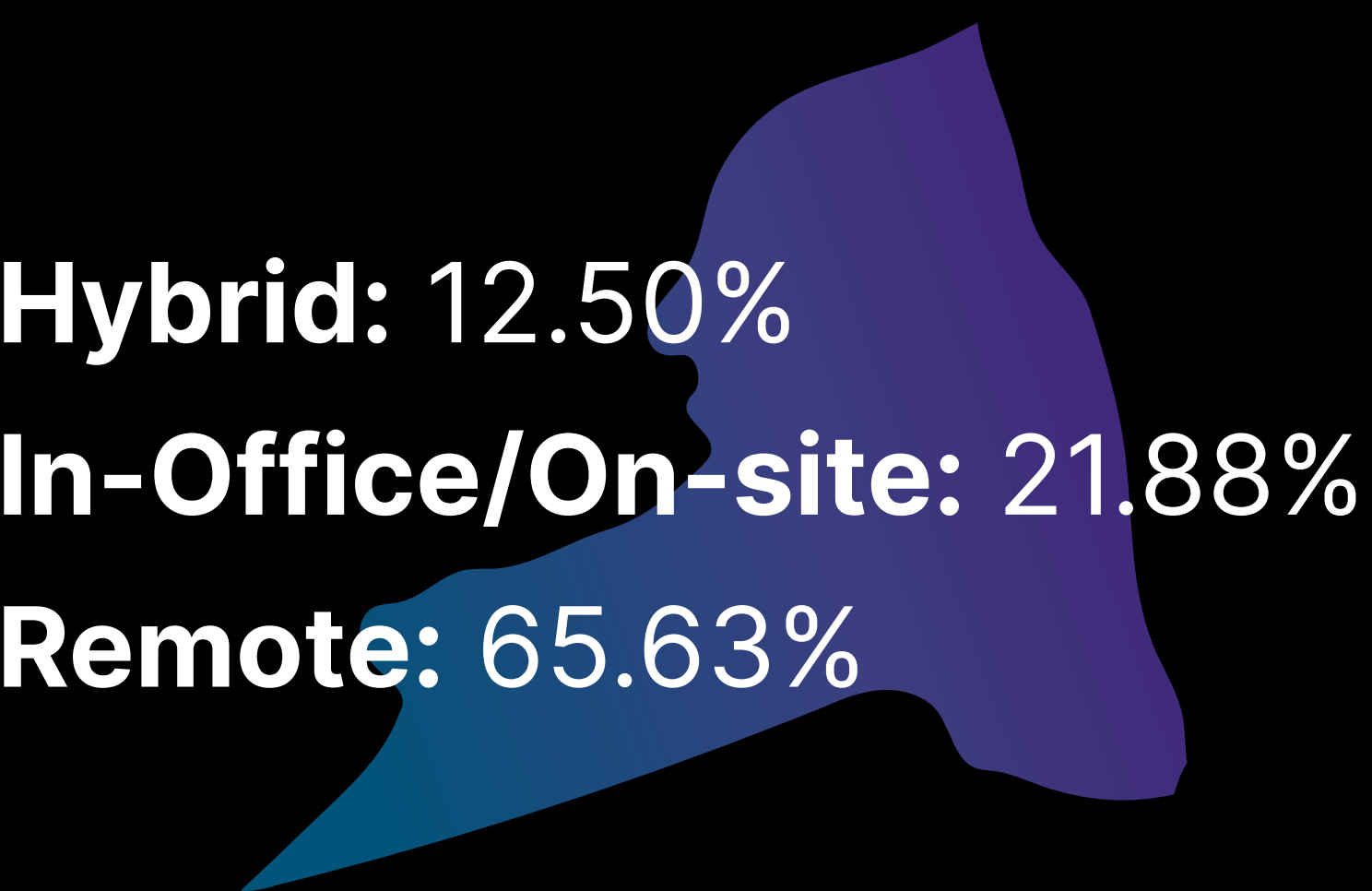
Georgia



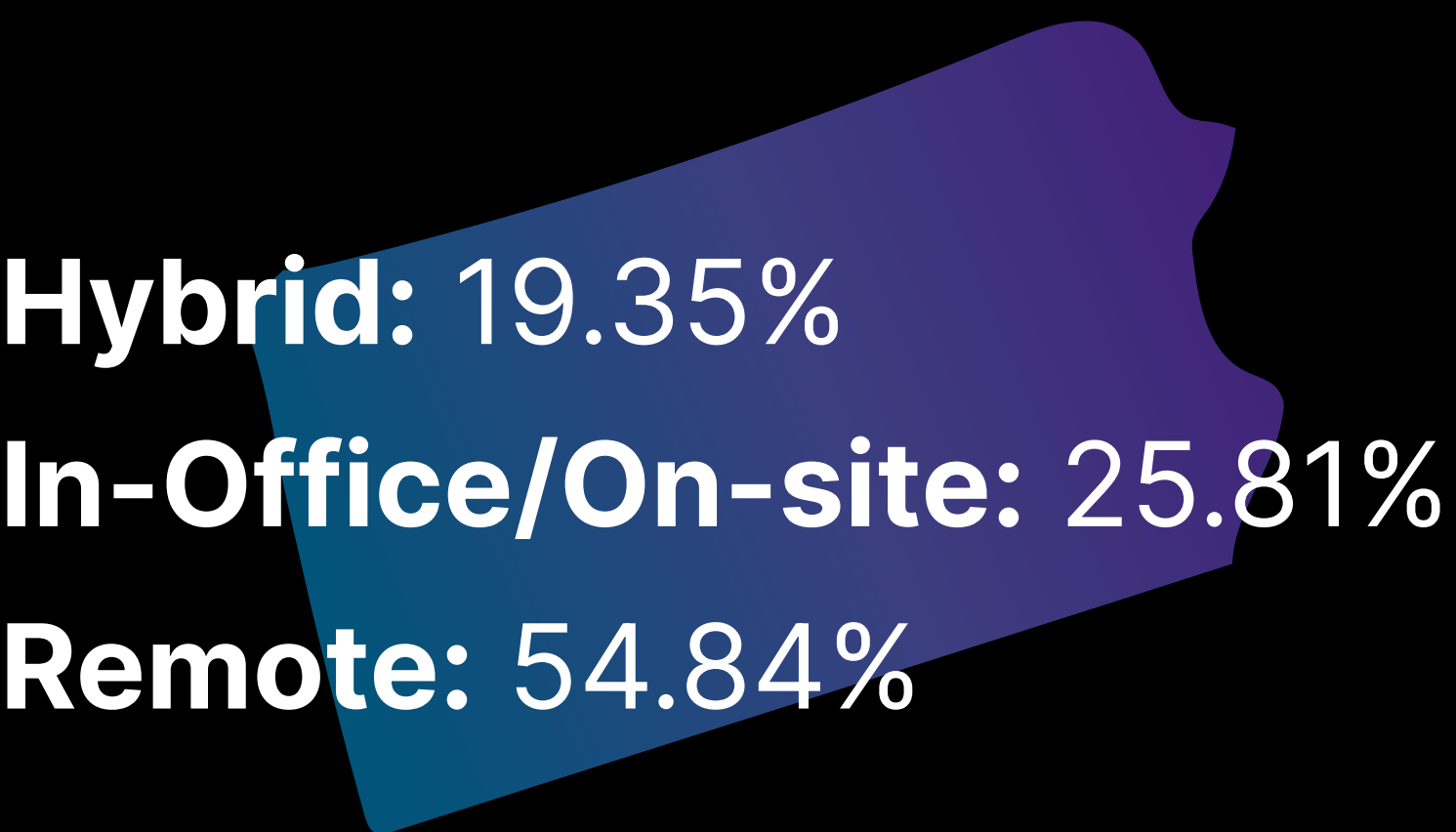
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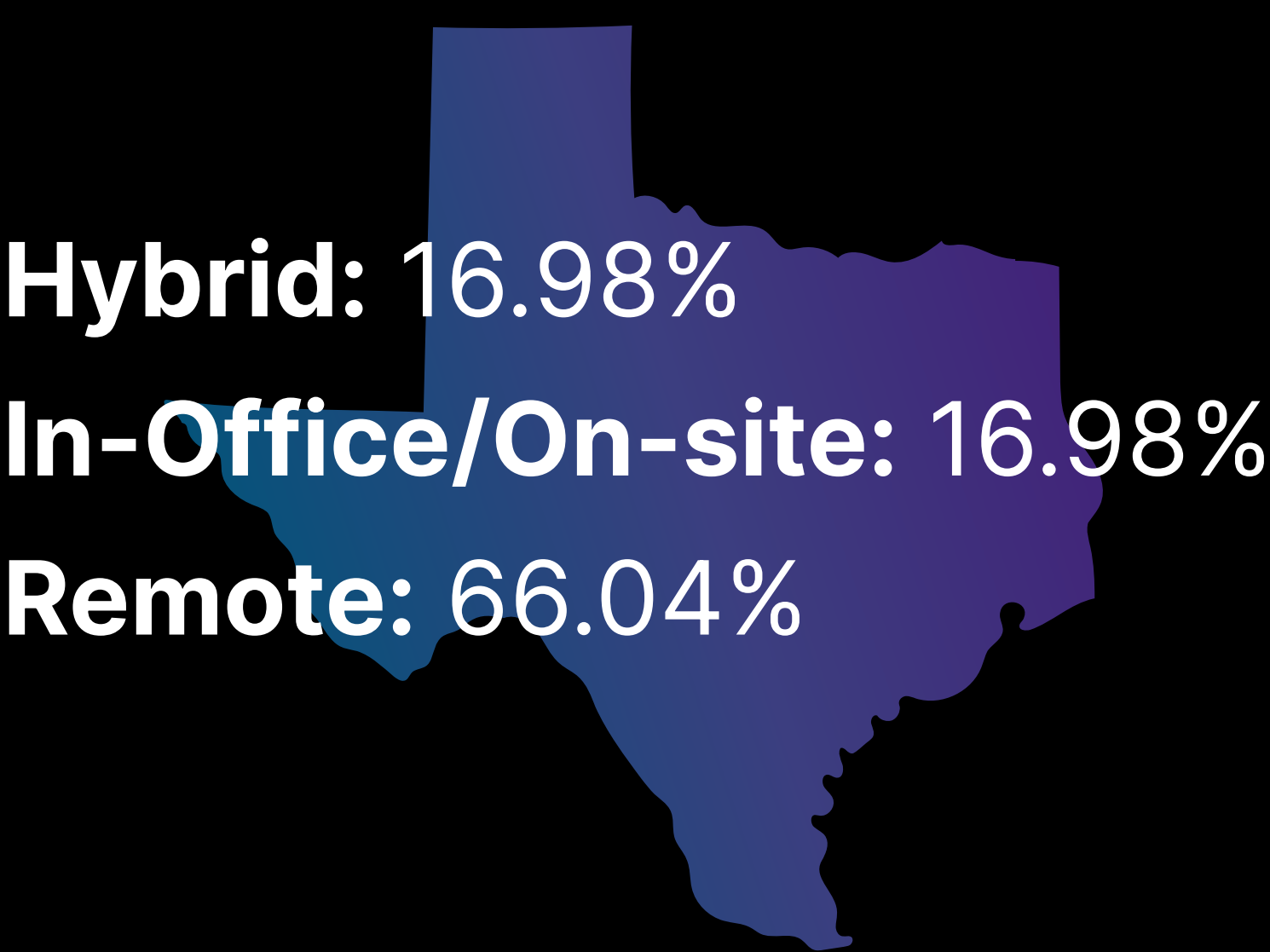
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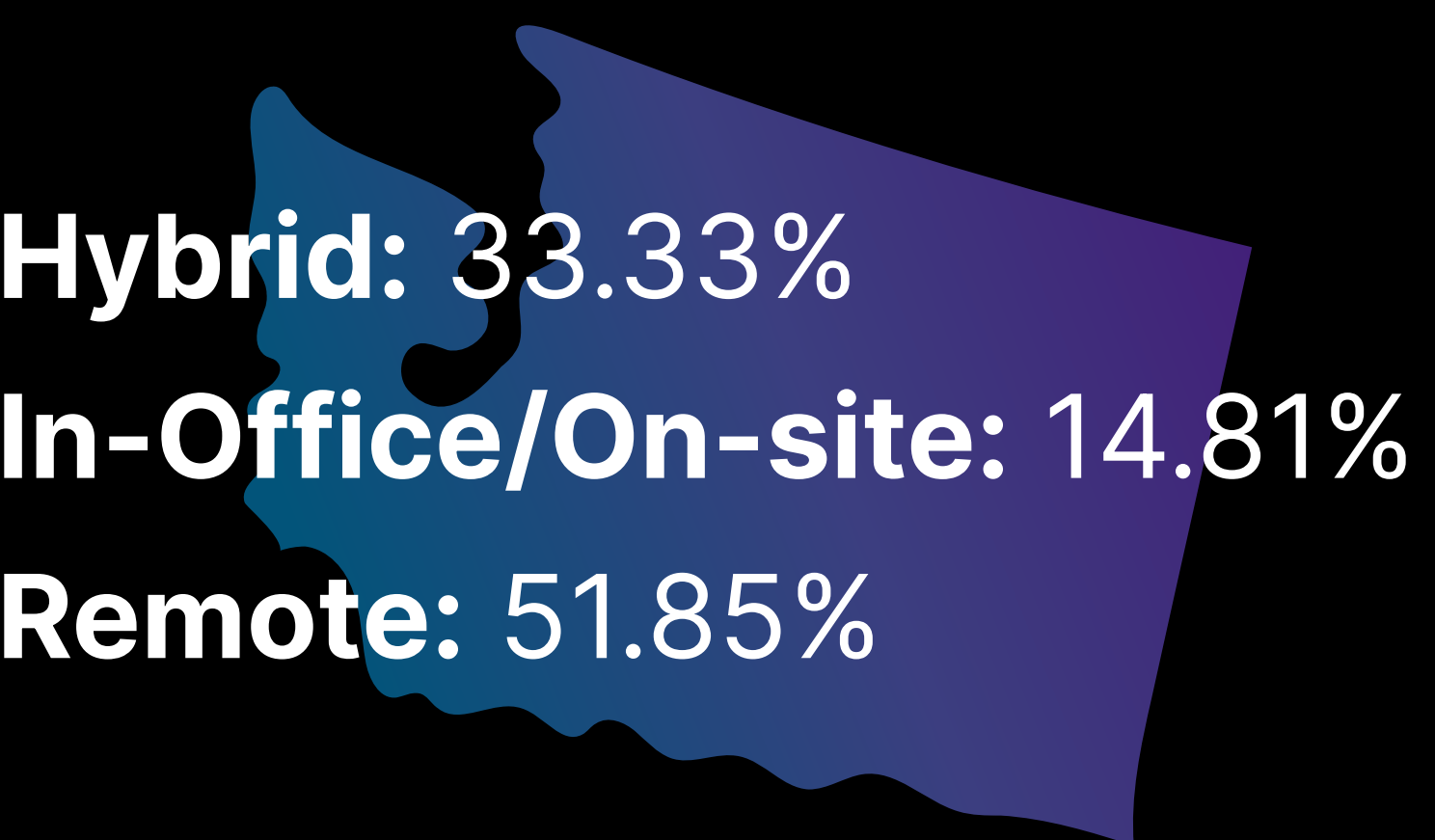
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Pennsylvania



Texas

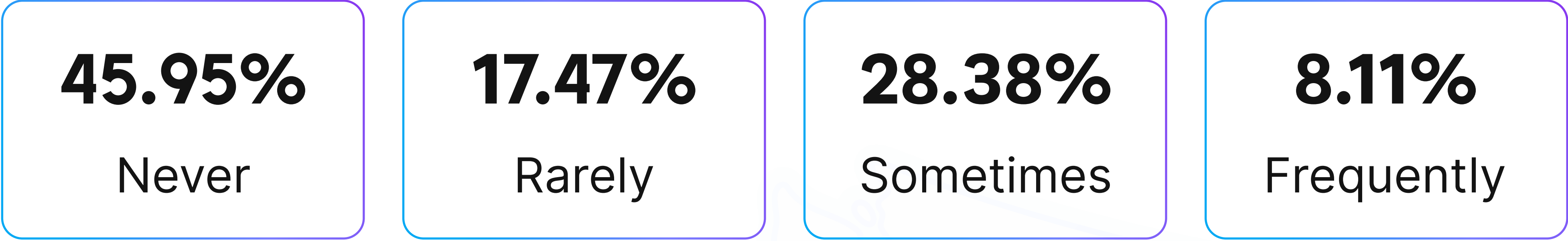


Washington

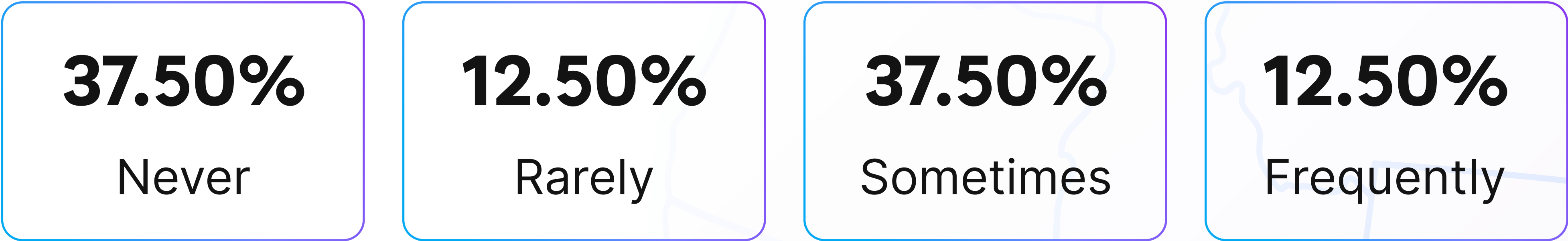


# Workplace Social Events Participation

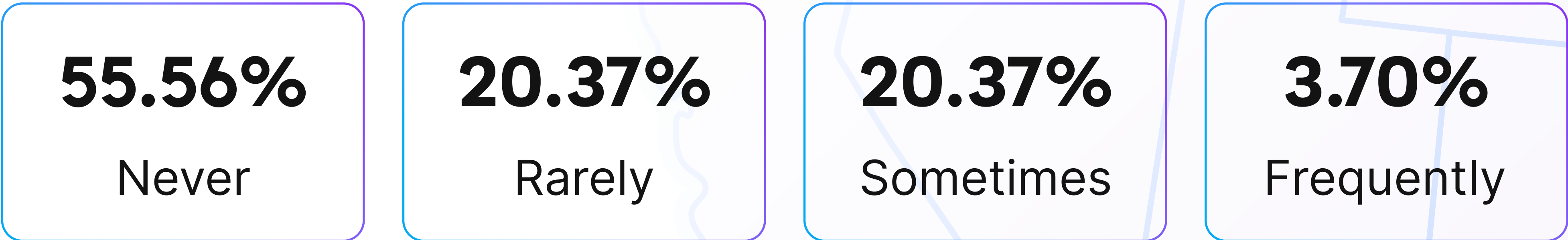
## California (CA)



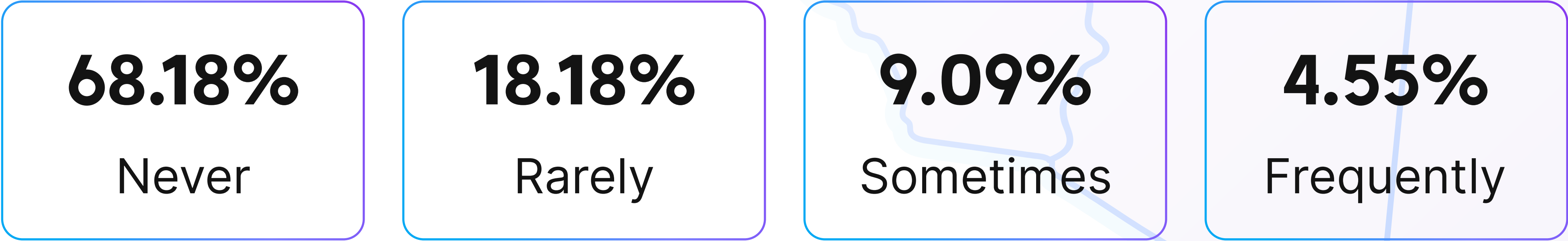
## Colorado (CO)



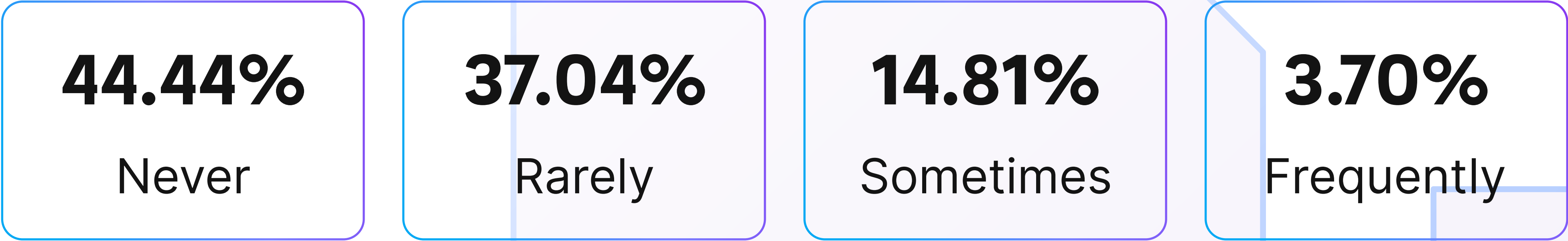
## Florida (FL)



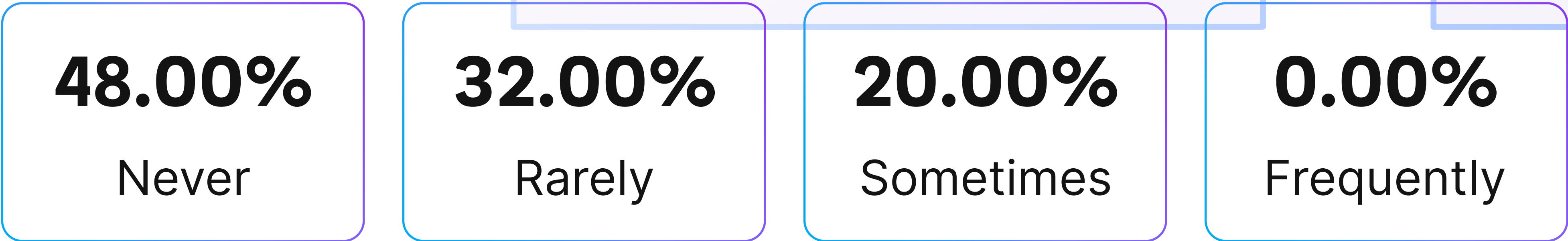
## Georgia (GA)



## Michigan (MI)

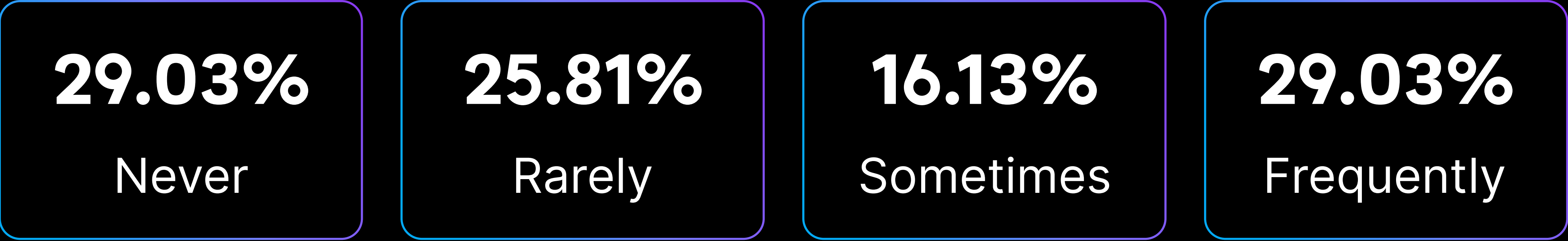


## North Carolina (NC)

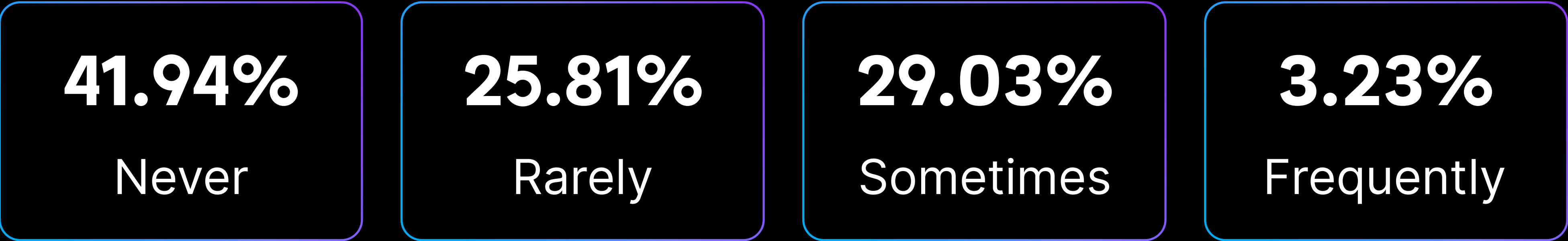




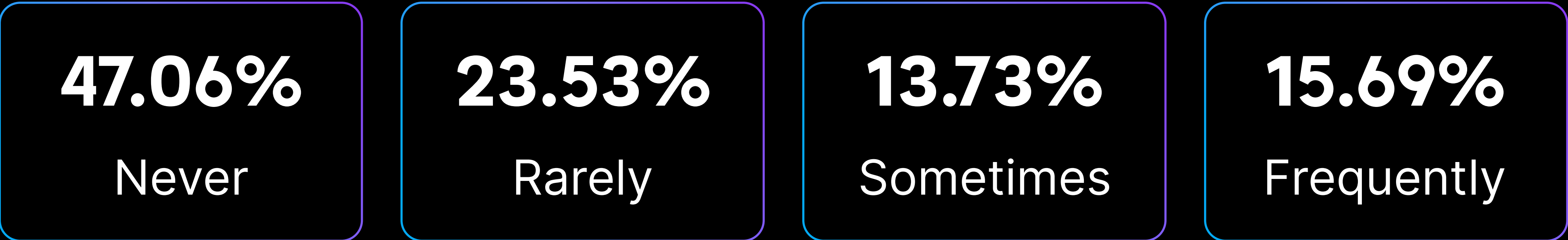
New York (NY)



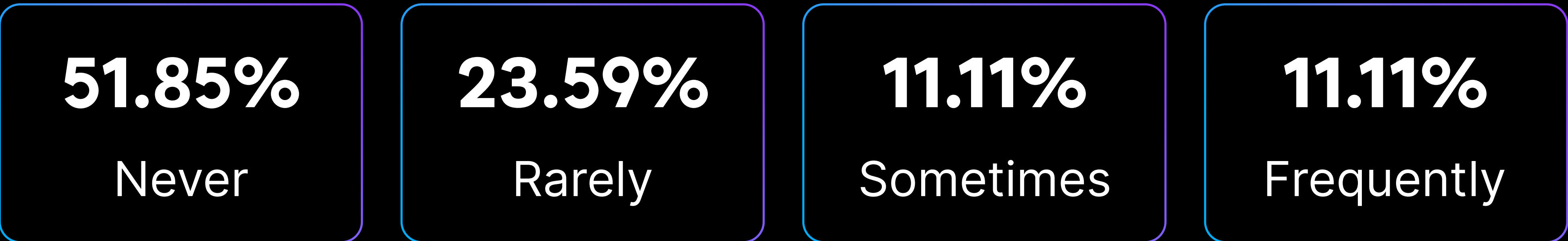
Pennsylvania (PA)



Texas (TX)

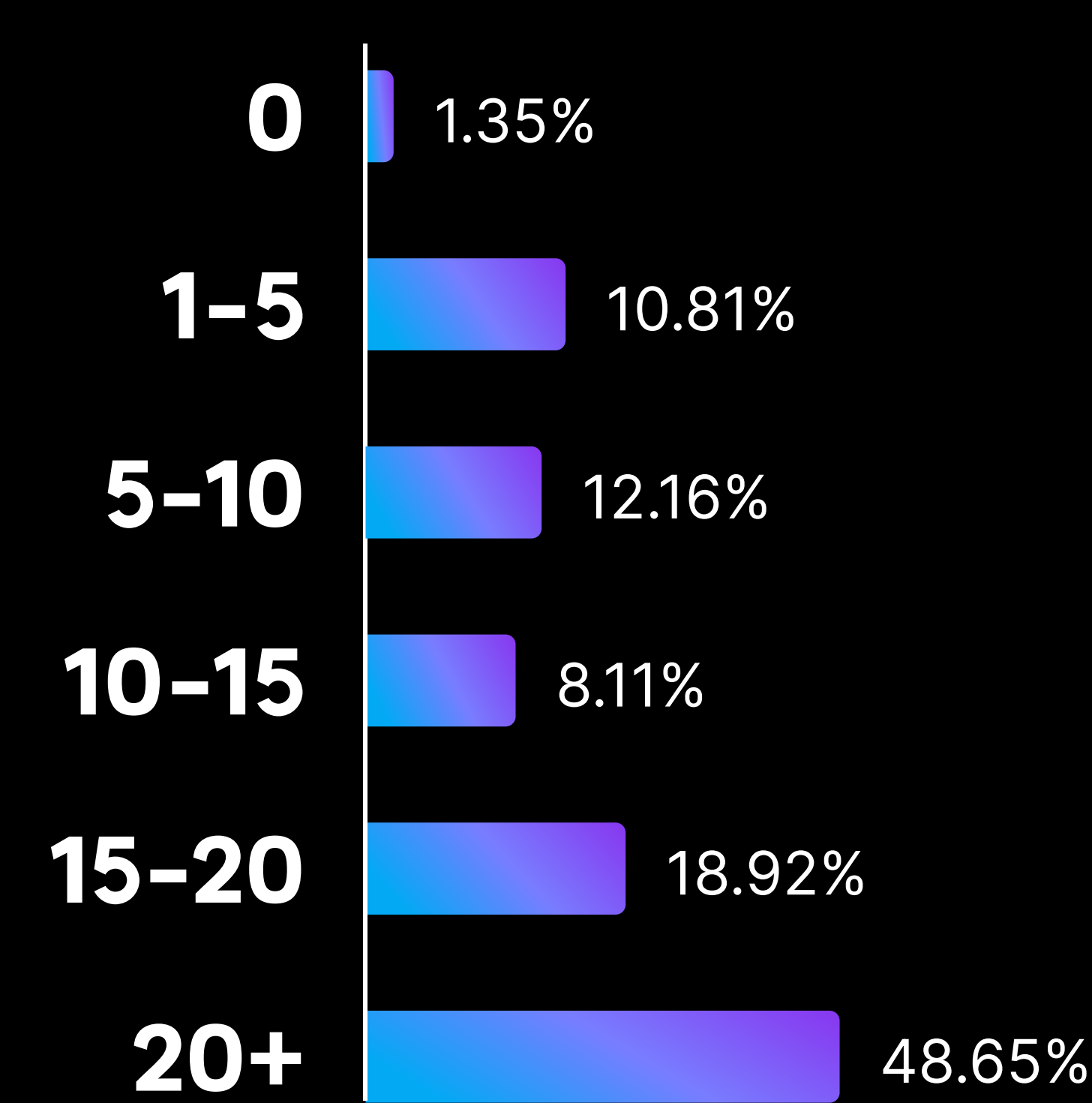


Washington (WA)

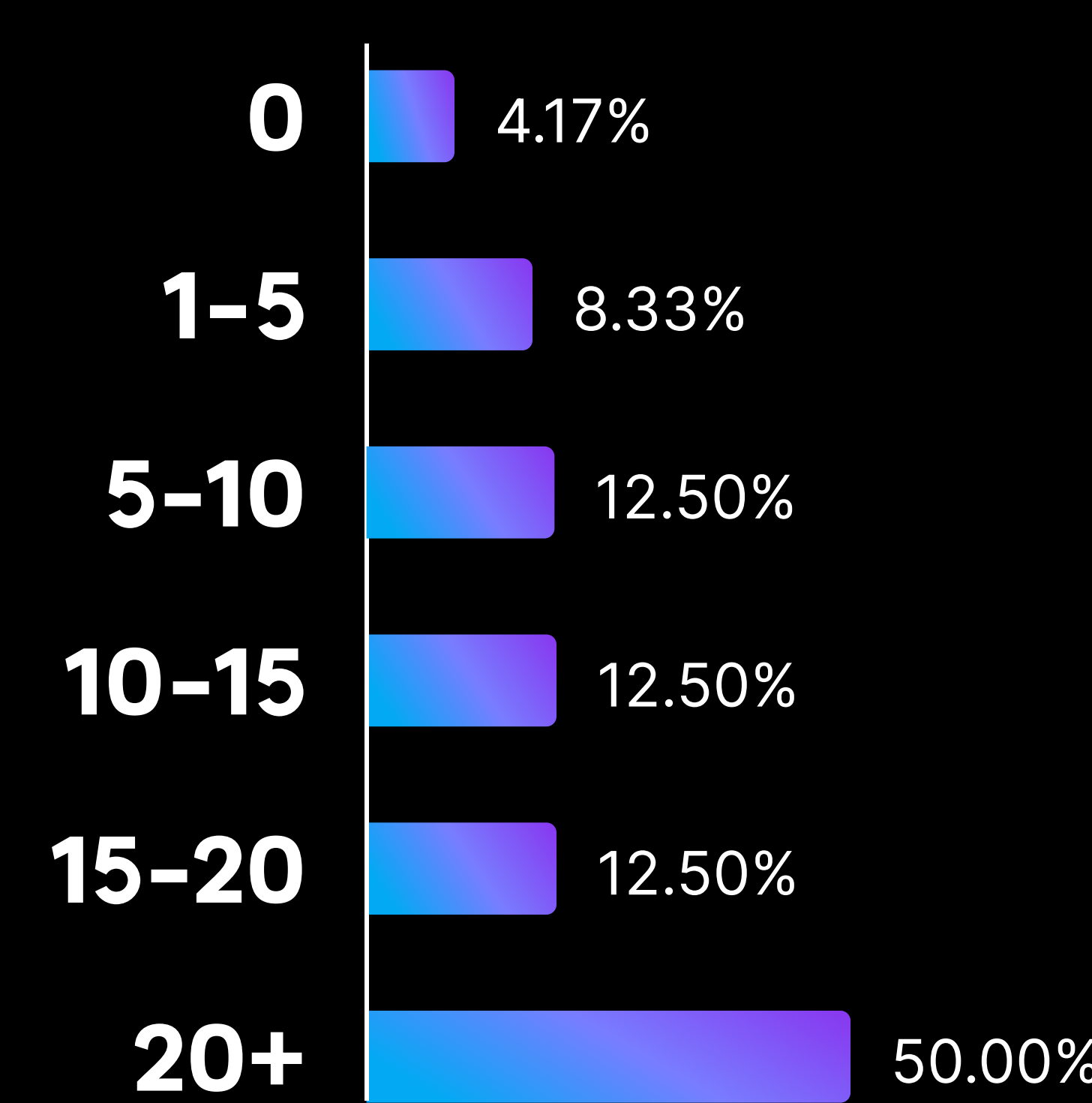


Weekly Hours Spent on Projects

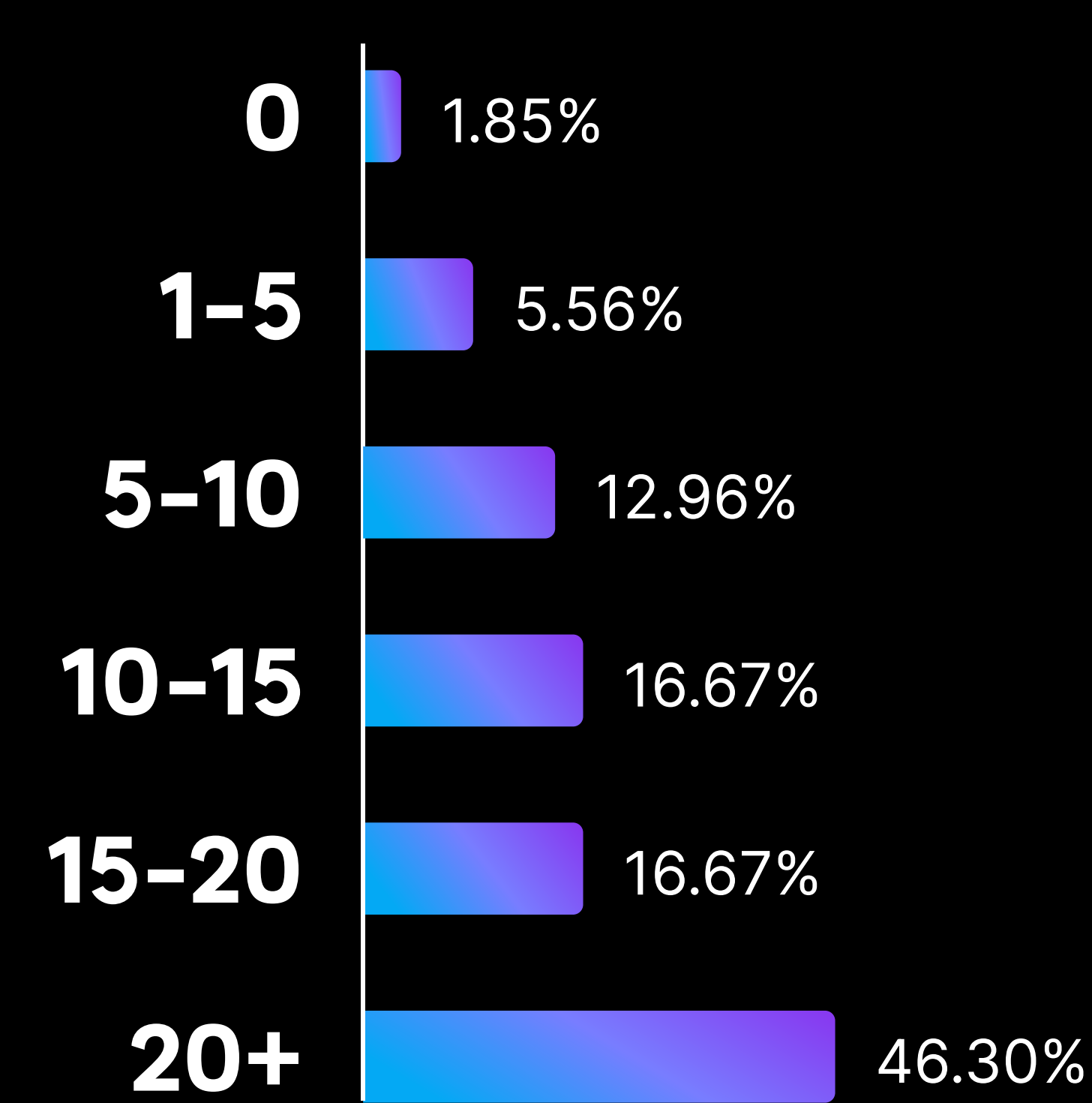
California (CA)



Colorado (CO)

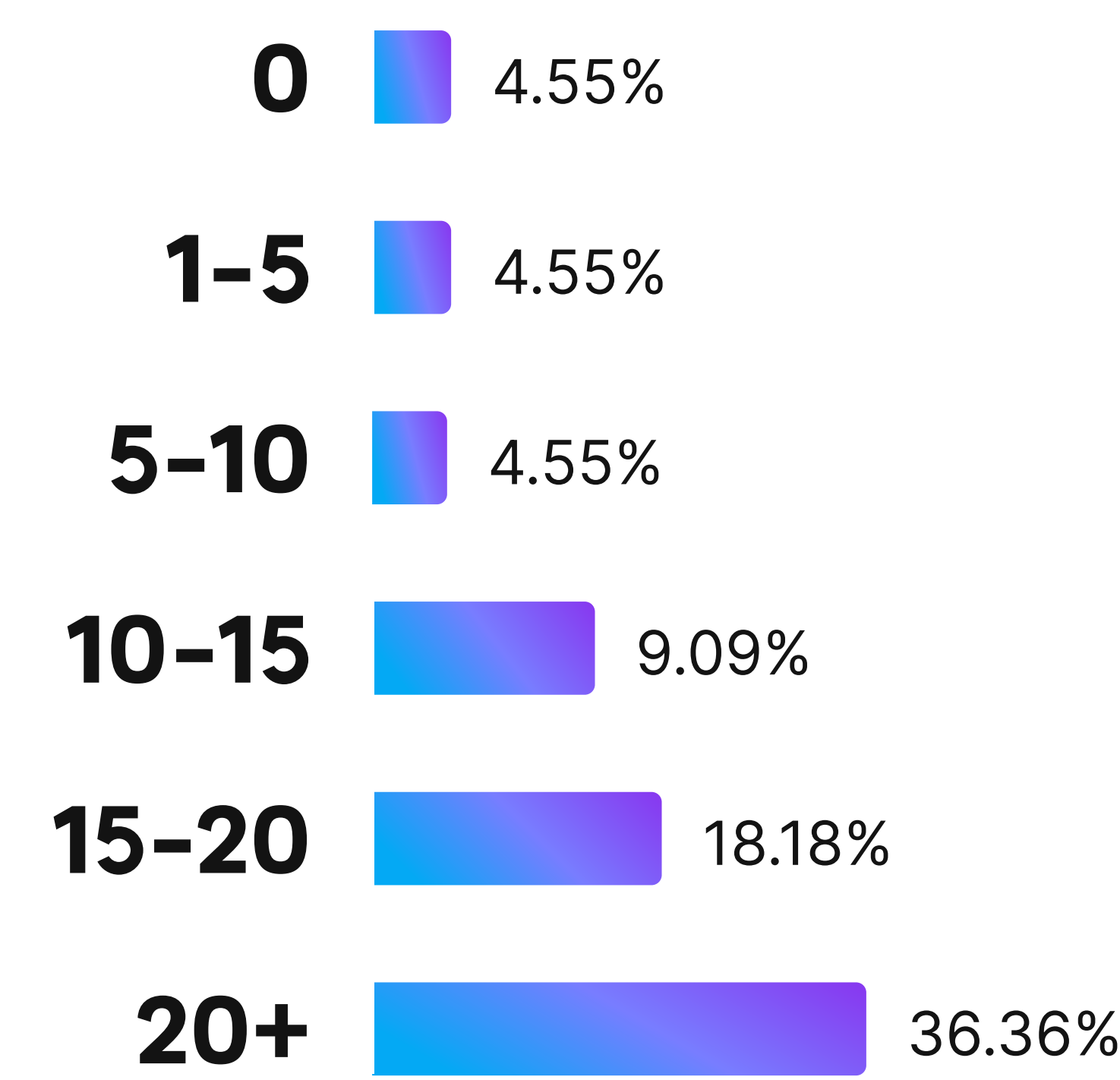


Florida (FL)

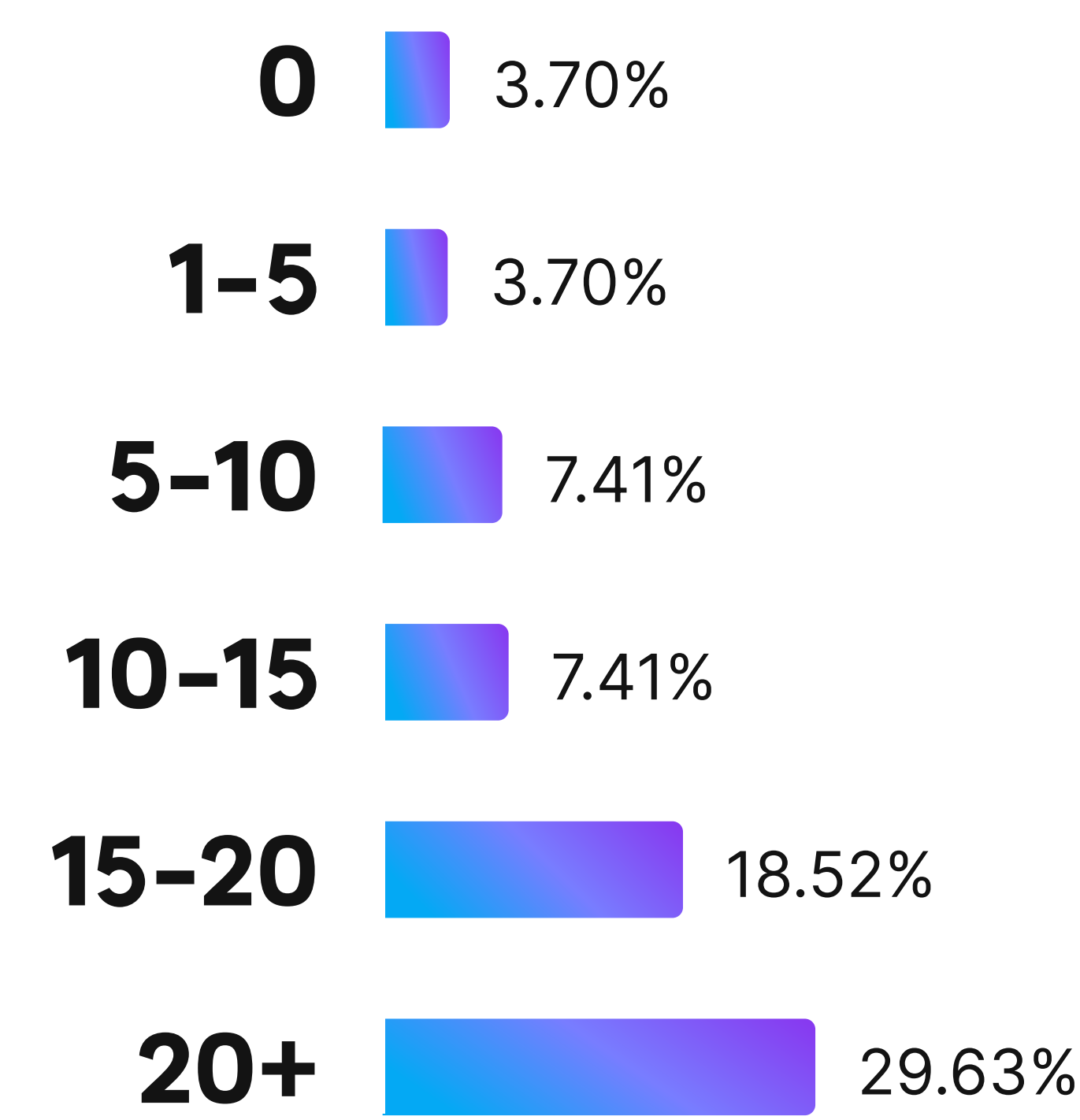




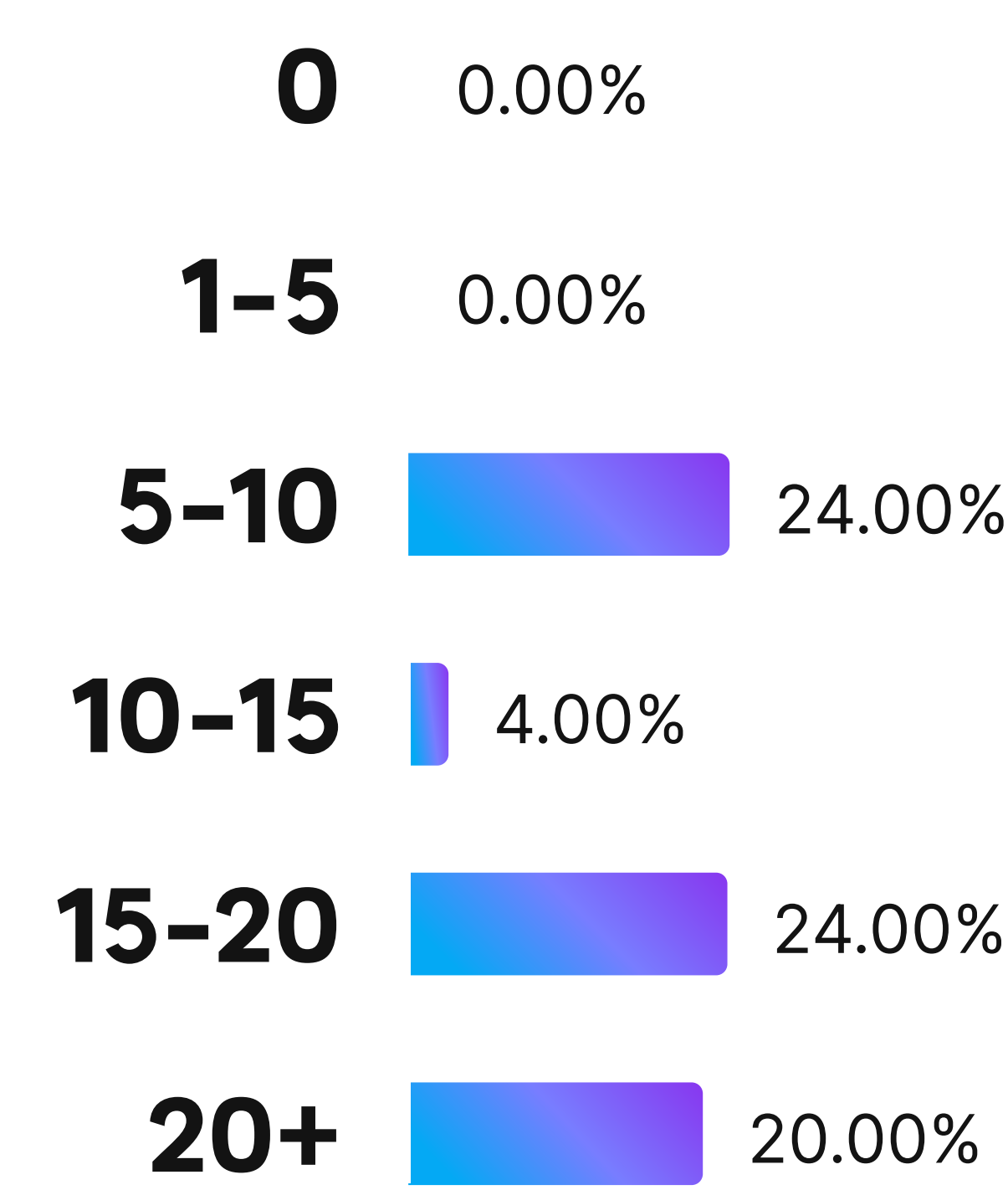
Georgia (GA)



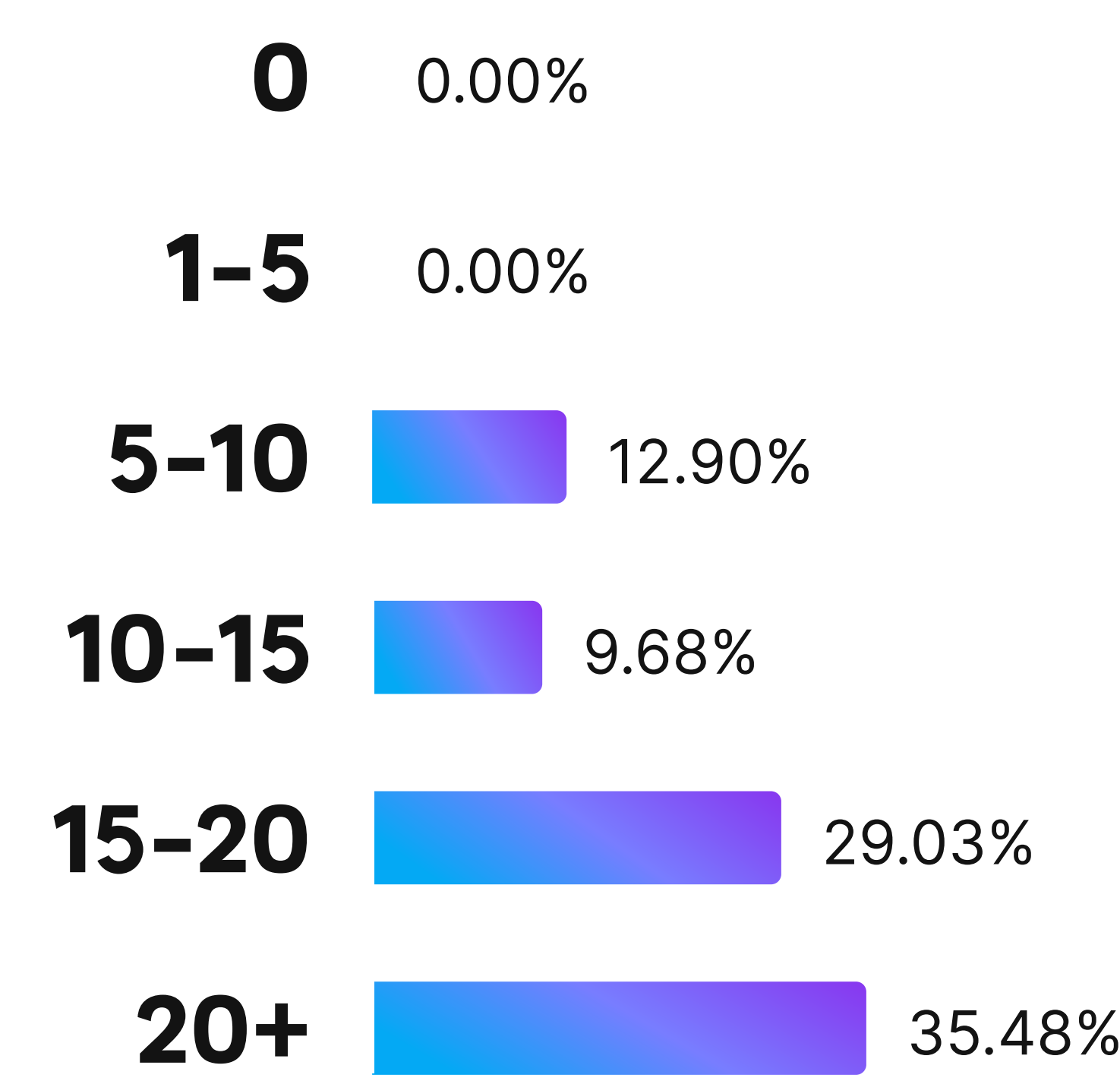
Michigan (MI)



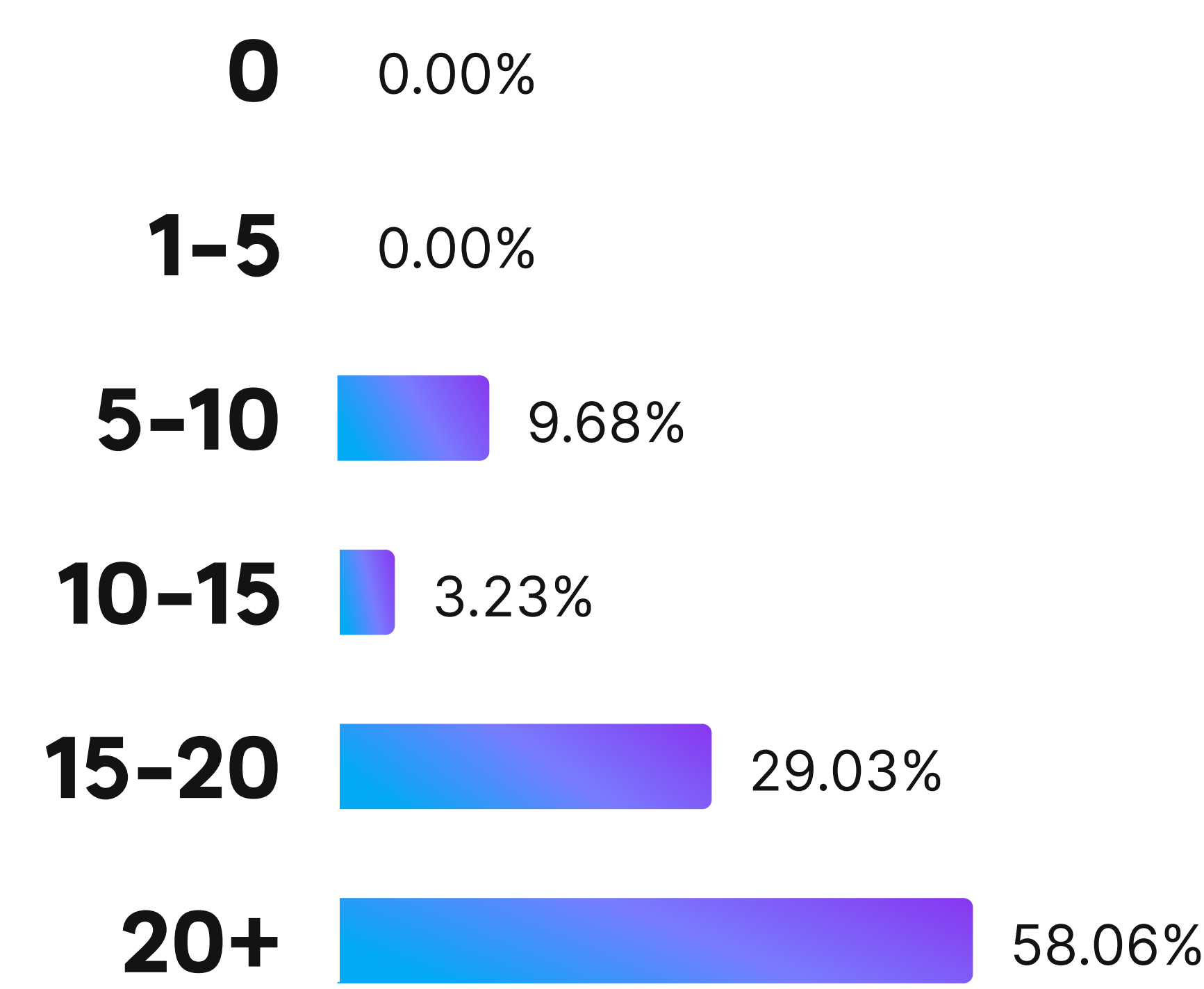
North Carolina (NC)



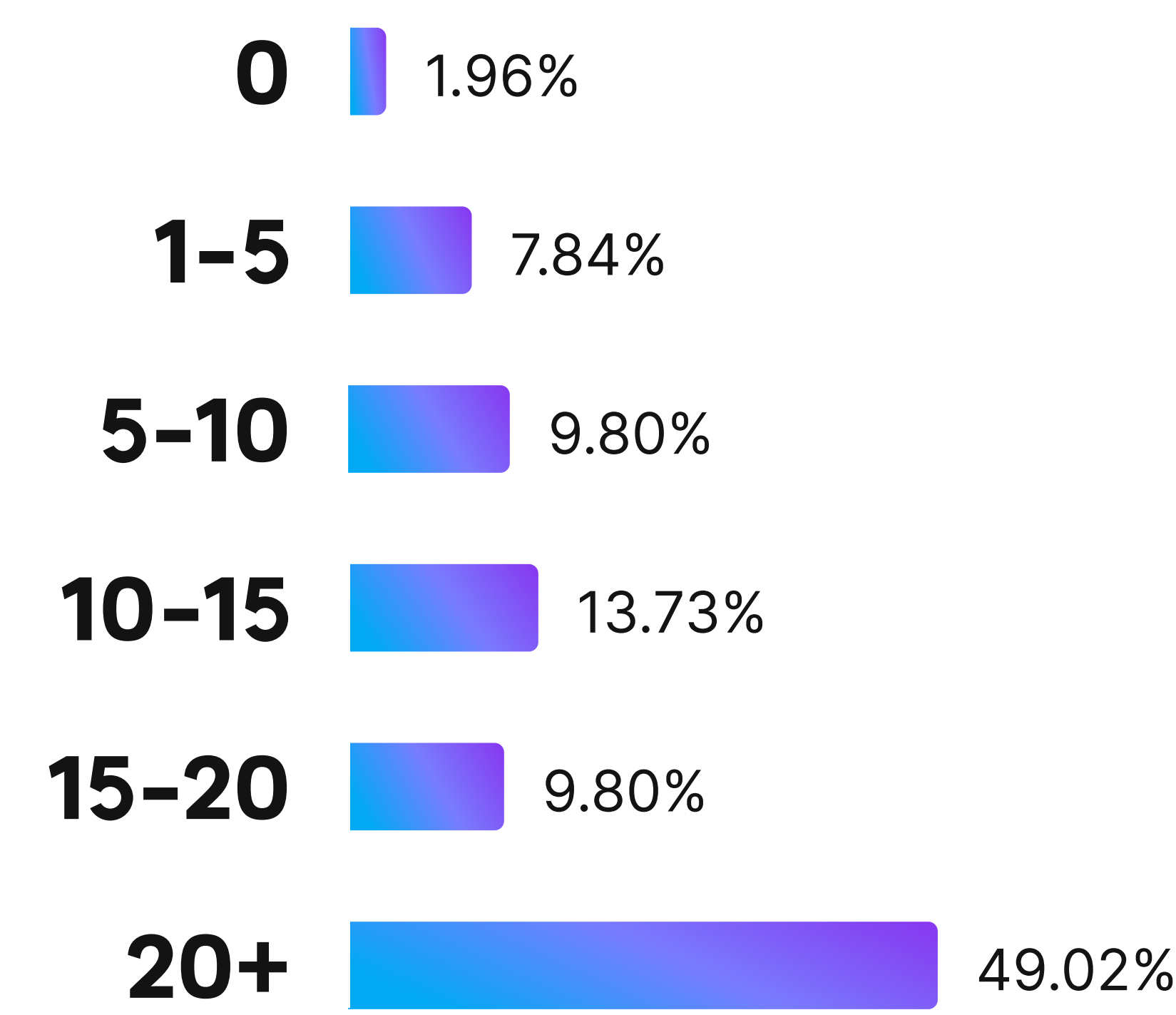
New York (NY)



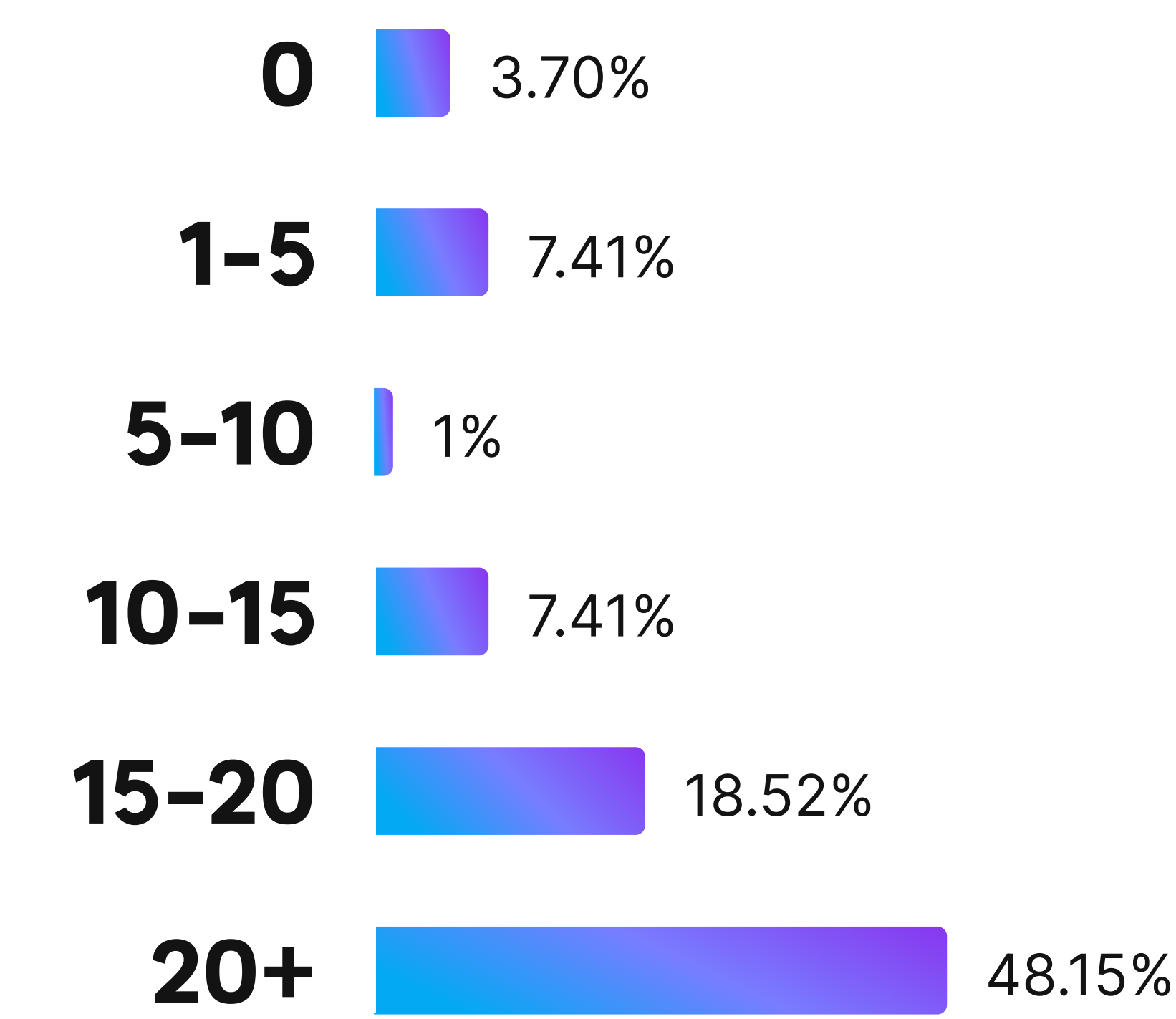
Pennsylvania (PA)



Texas (TX)



Washington (WA)







From the data, we can infer several interesting trends regarding overtime, work environments, and social engagement across different states. **In California (CA), we observe a polarized work culture** with significant portions of respondents either logging no overtime (28.57%) or 5 to 10 overtime hours (28.57%). Contrastingly, Colorado (CO) stands out with the highest percentage (71.43%) of respondents reporting no overtime. **Florida (FL) showcases a preference for remote work**, as 69.09% of respondents are working remotely, correlating as lower percentages of extensive overtime. **Michigan (MI) presents a balanced work environment**, with equal distributions among hybrid (25.93%), in-office (25.93%), and remote (48.15%) roles, suggesting flexibility in workplace arrangements.

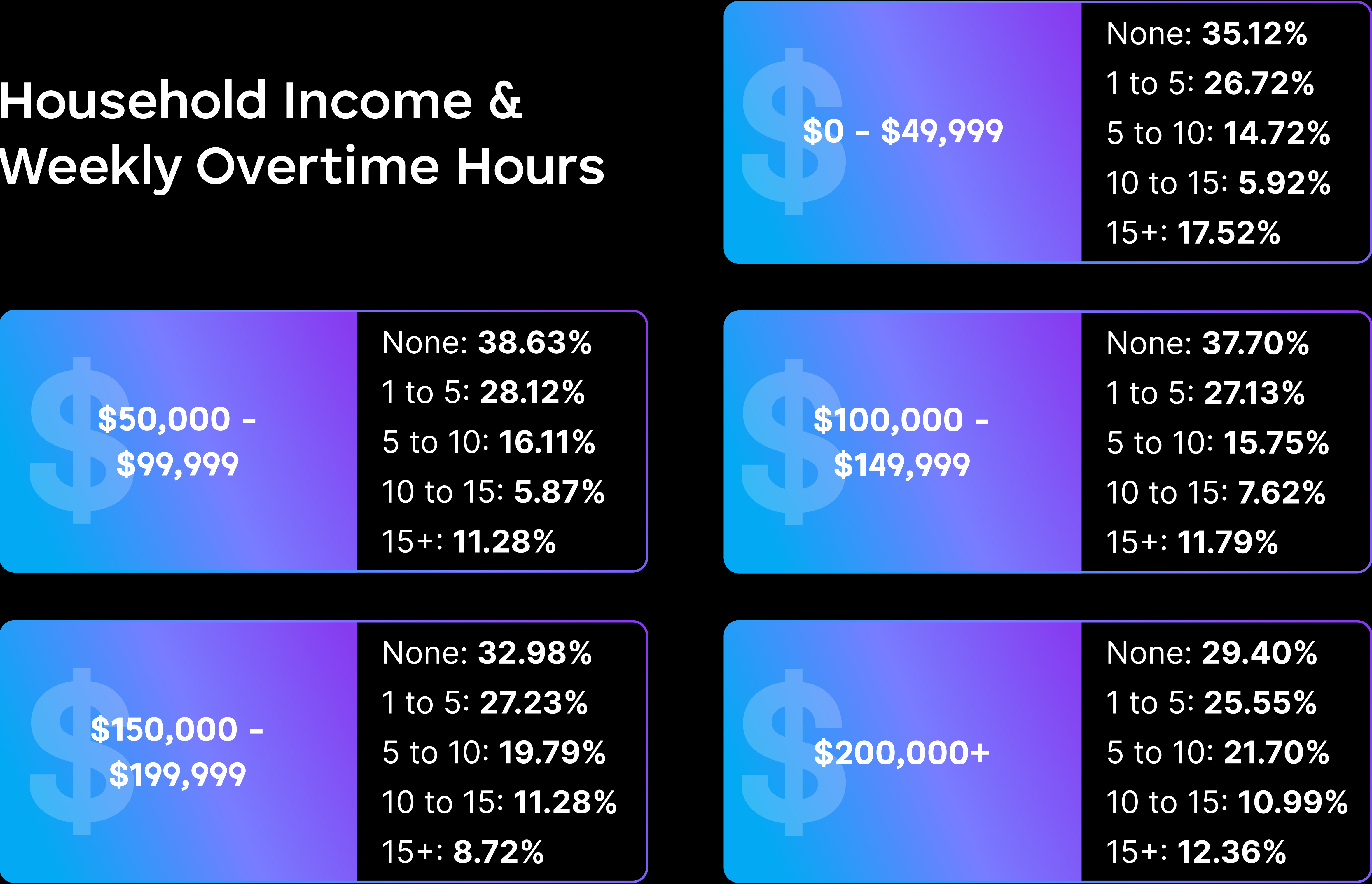
**North Carolina (NC) raises potential workload concerns** with the highest percentage (23.53%) of respondents logging 15+ overtime hours. In contrast, **New York (NY) shows a highly socially engaged workforce**, as 29.03% of respondents frequently participate in workplace social events. **Pennsylvania (PA) indicates a heavy project workload**, with 58.06% of respondents spending 20+ hours each week on projects. **Washington (WA) displays a balanced work culture**, with a mix of remote (51.85%) and hybrid (33.33%) work environments. Georgia (GA) has the highest percentage (68.18%) of respondents who don't participate in workplace social events, **suggesting a more isolated work culture**. Lastly, **Texas (TX) presents a moderate distribution across all categories**, indicating a balanced work culture in terms of overtime, work environment, and social event participation.



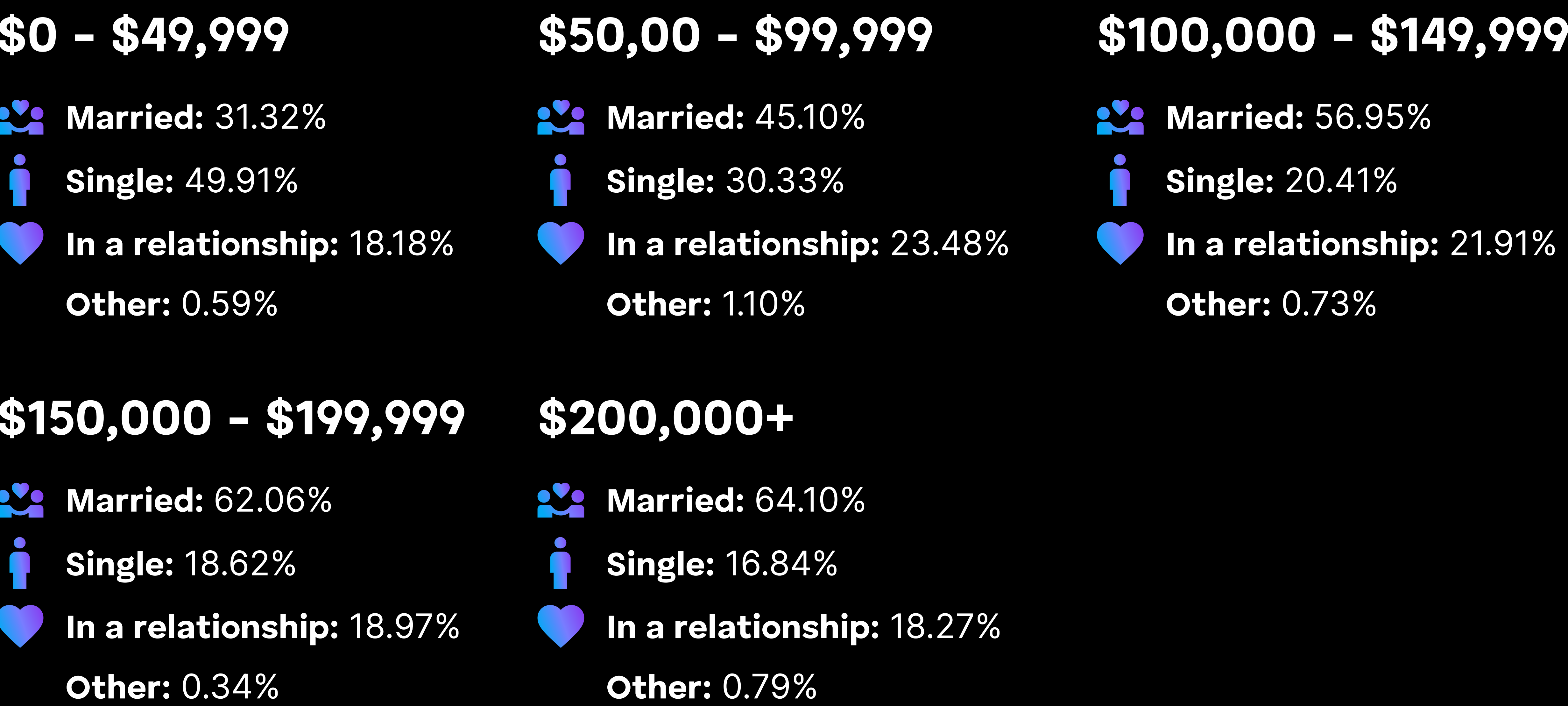
# Miscellaneous Data

The following findings provide intriguing insights into attitudes toward work culture. Although these observations do not align with the aforementioned categories, they are presented here as standalone findings for further consideration.

## Household Income & Weekly Overtime Hours



## Household Income & Relationship Status





# Age Range & Productivity After Returning to an On-site Environment

## Age Range: 18-24

↗ Increased: 28.57%  
↘ Decreased: 32.14%  
➤< Neither: 39.29%

## Age Range: 25-34

↗ Increased: 34.65%  
↘ Decreased: 30.12%  
➤< Neither: 35.23%

## Age Range: 35-44

↗ Increased: 41.87%  
↘ Decreased: 28.04%  
➤< Neither: 30.09%

## Age Range: 45-54

↗ Increased: 43.48%  
↘ Decreased: 20.29%  
➤< Neither: 36.23%

## Age Range: 55-64

↗ Increased: 39.50%  
↘ Decreased: 26.20%  
➤< Neither: 34.30%

## Age Range: 65+

↗ Increased: 36.11%  
↘ Decreased: 20.56%  
➤< Neither: 33.33%

# Household Income & Number of Children

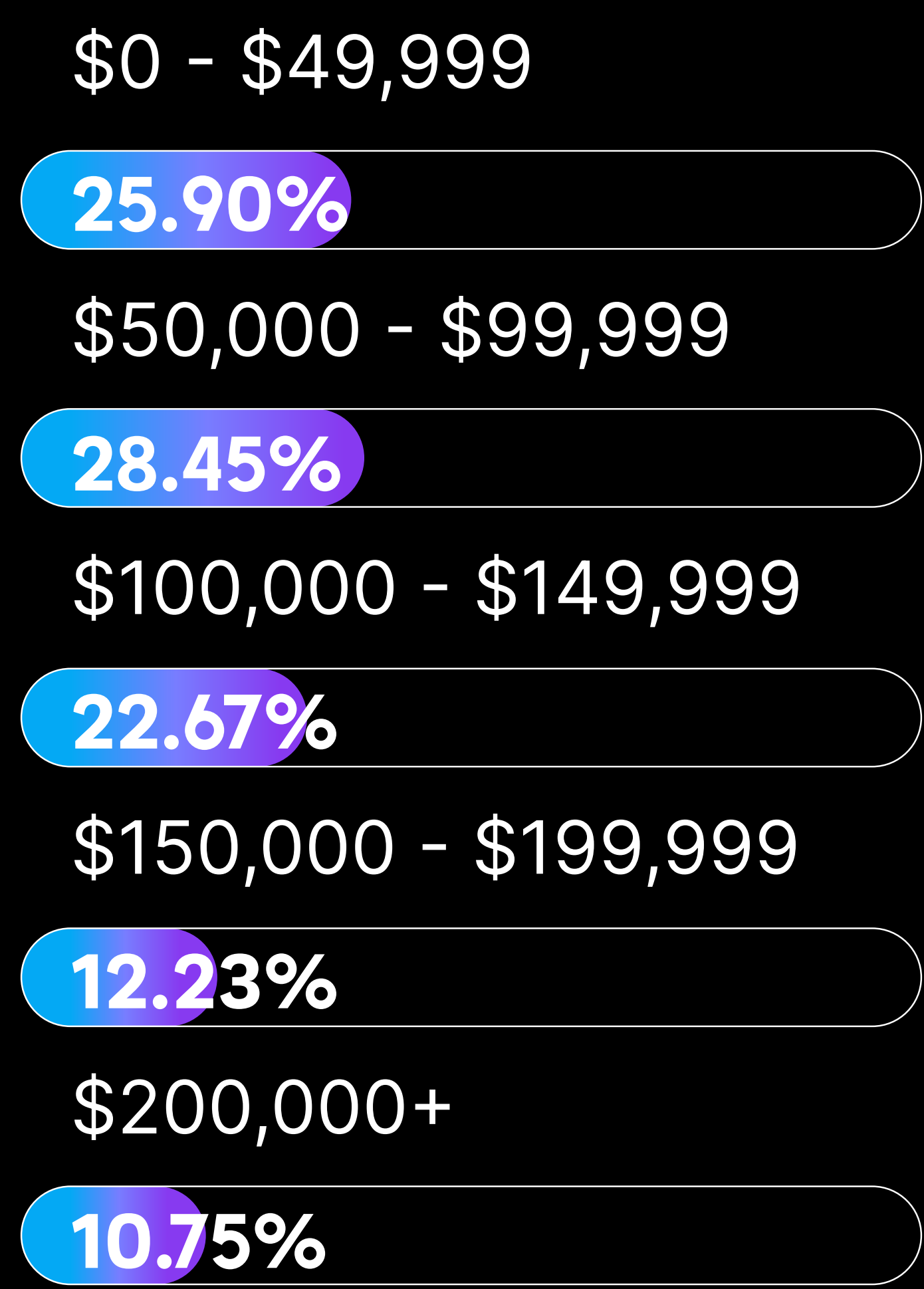
## No children



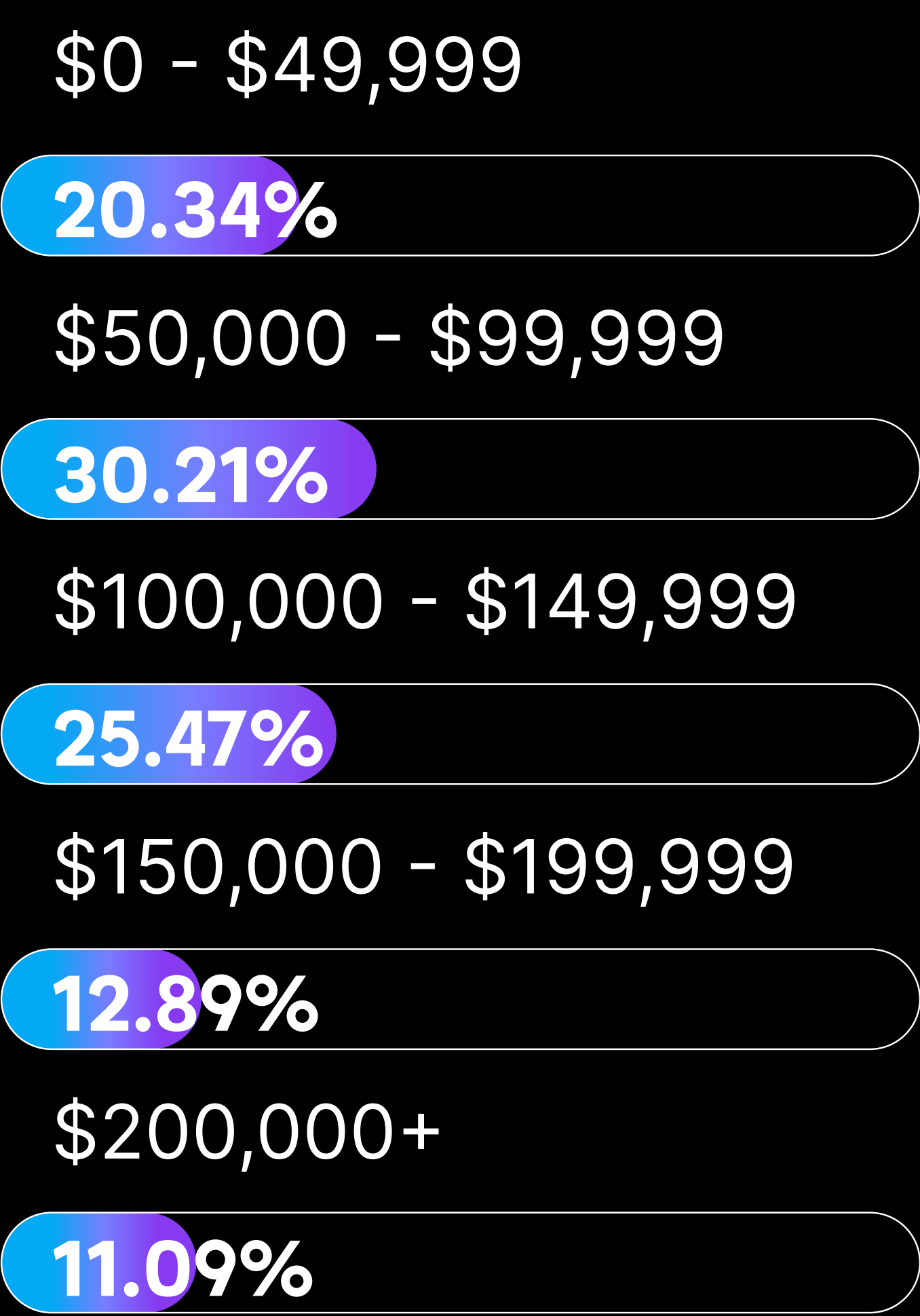
## 1 child



## 2 children



## 3 children



## 4+ children





## Weekly Overtime Hours & Industries

### Technology

None: **27.36%**  
1 to 5: **24.57%**  
5 to 10: **22.34%**  
10 to 15: **15.89%**  
15+: **9.84%**

### Healthcare

None: **30.12%**  
1 to 5: **23.45%**  
5 to 10: **25.56%**  
10 to 15: **13.79%**  
15+: **7.08%**

### Education

None: **35.48%**  
1 to 5: **20.97%**  
5 to 10: **25.81%**  
10 to 15: **10.75%**  
15+: **6.99%**

### Finance

None: **28.91%**  
1 to 5: **26.54%**  
5 to 10: **21.72%**  
10 to 15: **14.62%**  
15+: **8.21%**

### Manufacturing

None: **32.45%**  
1 to 5: **24.39%**  
5 to 10: **22.89%**  
10 to 15: **13.47%**  
15+: **6.80%**

### Retail

None: **39.29%**  
1 to 5: **21.43%**  
5 to 10: **19.64%**  
10 to 15: **10.71%**  
15+: **8.93%**

### Other

None: **31.58%**  
1 to 5: **23.68%**  
5 to 10: **21.05%**  
10 to 15: **15.79%**  
15+: **7.89%**

## Weekly Overtime Hours & Number of People Managed

#### NO PEOPLE MANAGED

None: 37.50%  
1 to 5: 26.67%  
5 to 10: 19.72%  
10 to 15: 8.33%  
15+: 7.78%

#### 1-5 PEOPLE MANAGED

None: 28.21%  
1 to 5: 29.49%  
5 to 10: 22.05%  
10 to 15: 11.54%  
15+: 8.71%

#### 6-10 PEOPLE MANAGED

None: 24.68%  
1 to 5: 28.57%  
5 to 10: 23.38%  
10 to 15: 14.29%  
15+: 9.09%

#### 11-20 PEOPLE MANAGED

None: 21.43%  
1 to 5: 26.79%  
5 to 10: 25.00%  
10 to 15: 14.29%  
15+: 12.50%

#### 21-50 PEOPLE MANAGED

None: 18.18%  
1 to 5: 27.27%  
5 to 10: 27.27%  
10 to 15: 15.91%  
15+: 11.36%

#### 51+ PEOPLE MANAGED

None: 15.79%  
1 to 5: 21.05%  
5 to 10: 28.95%  
10 to 15: 18.42%  
15+: 15.79%



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