

# Quiet Quitting Culture and its Future

Using social media intelligence to monitor a labor market debate

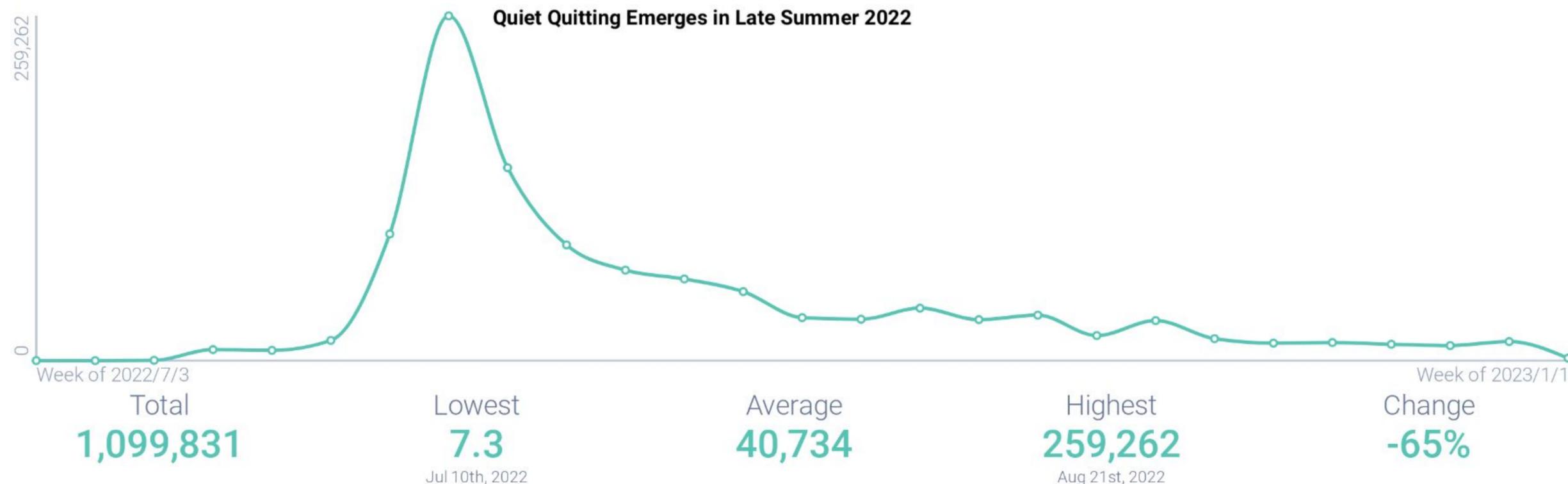
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# 6 months of the quiet quitting debate

The debate over quiet quitting blew up online, beginning in late-summer of 2022. Quiet quitting refers to the behavior where workers do the absolute minimum required by a job. It represents a sharp departure from hustle culture where younger workers felt the need to work longer hours and begin side businesses to succeed in the tough economic climate (overworking to compete for promotions and raises eventually became a byproduct of hustle culture).

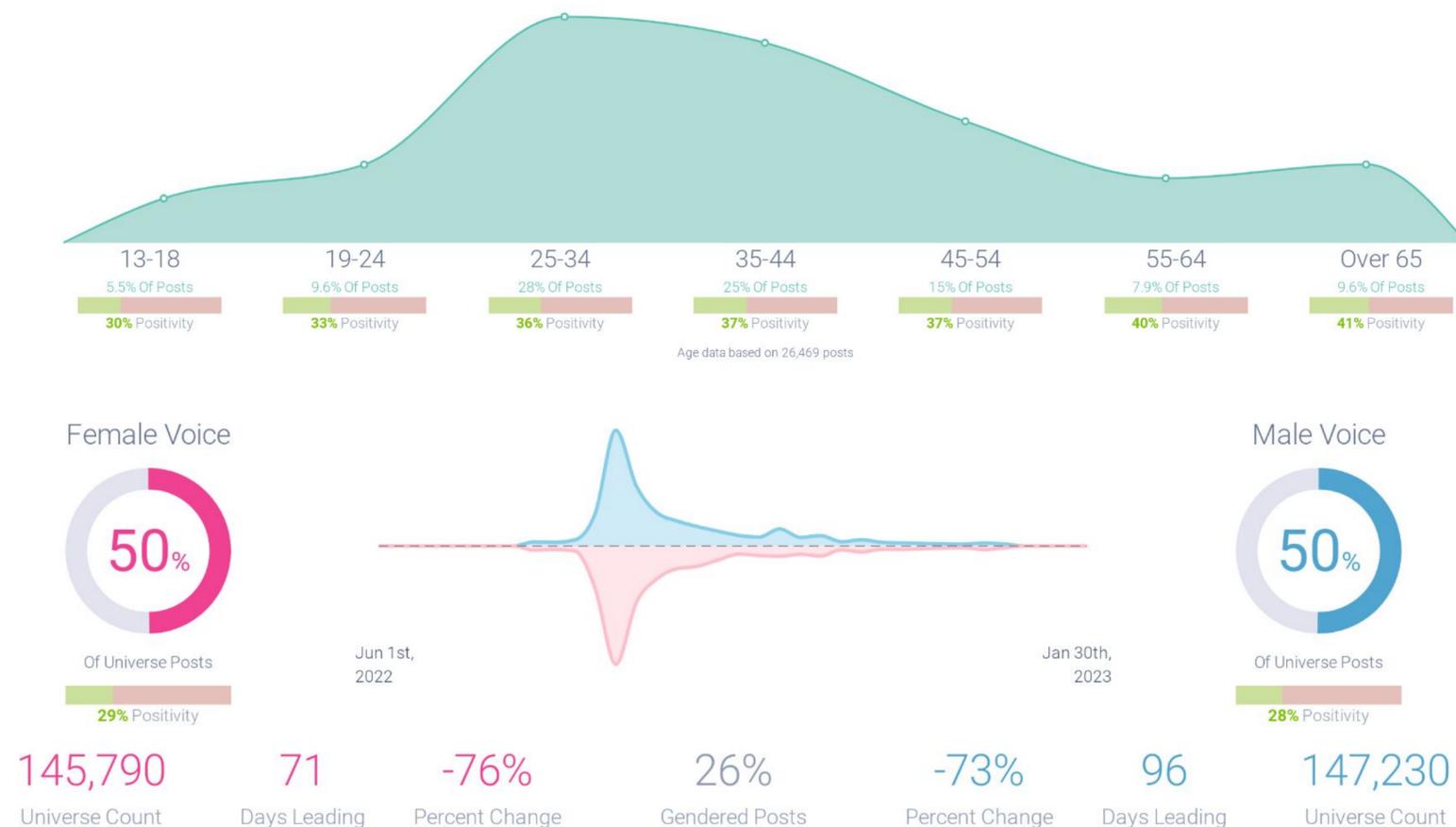
In this brief, we examine the labor market conditions that caused the emergence of quiet quitting and take a look at forces that may impact the future of this trend.





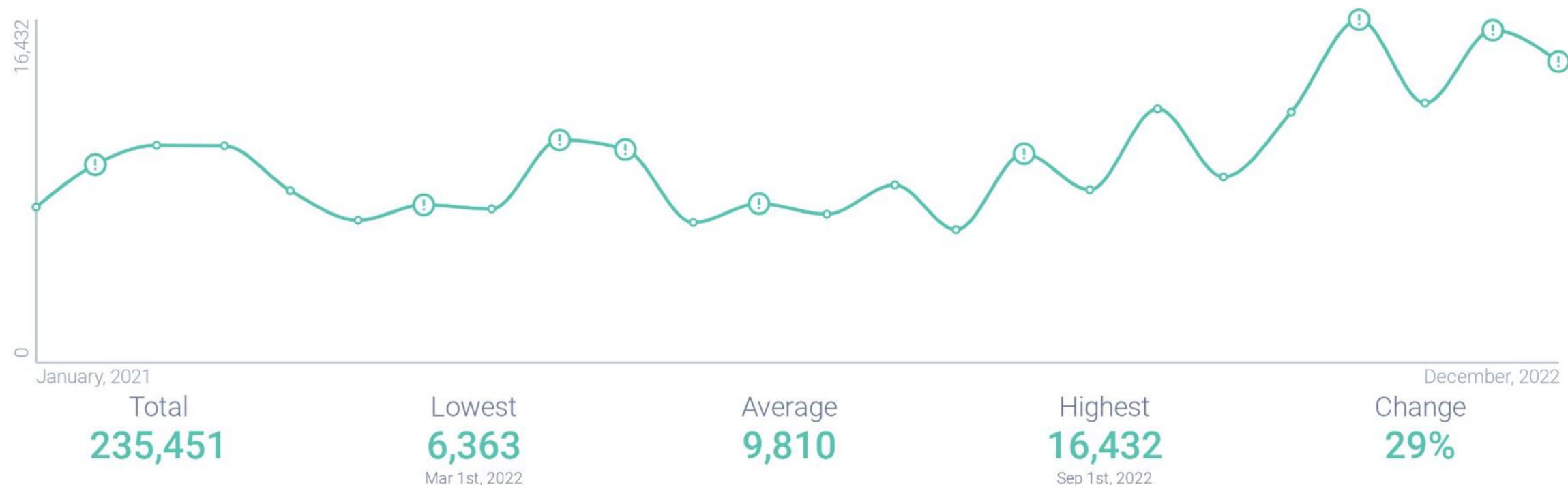
# Quiet quitter demographics

Quiet quitters are predominately millennials burned out from hustle culture which emerged from the Great Recession. Infegy Atlas age data showed that 53% of people posting about quiet quitting fell between the 25-44 year old age group. Additionally, quiet quitters are heavily concentrated in a low-wage earning bracket. Through our analysis, we found higher than average engagement (24%) from people that make between \$0 - \$25,000 a year. Interestingly, both men and women were equally likely to post about quiet quitting, despite more women than men joining the labor force in the last few years.



# Wage growth and labor unions

The tight labor market, increasing wages, and increased participation in labor unions have enabled quiet quitting. Historically, employers have had the upper-hand in maintaining the labor market. They hired and fired based on the company's bottom line. Now, low unemployment rates have empowered workers to advocate for themselves. This power grab has manifested in the growing popularity of labor unions. Infegy Atlas has shown a 29% post-volume growth in the conversation about labor unions over the last two years. This online attention to labor has been corroborated by well-publicized union growth at large companies like Starbucks and Amazon.







# The future of quiet quitting

As the US Federal Reserve continues to raise interest rates, most economists expect the economy to contract in 2023. This contraction will mean increased layoffs, some of which have already begun in large tech companies like Amazon, Meta, and Salesforce. It remains to be seen whether these tech layoffs will expand to the broader economy, and whether the loosening of the labor market will translate into less bargaining power for lower wage workers.

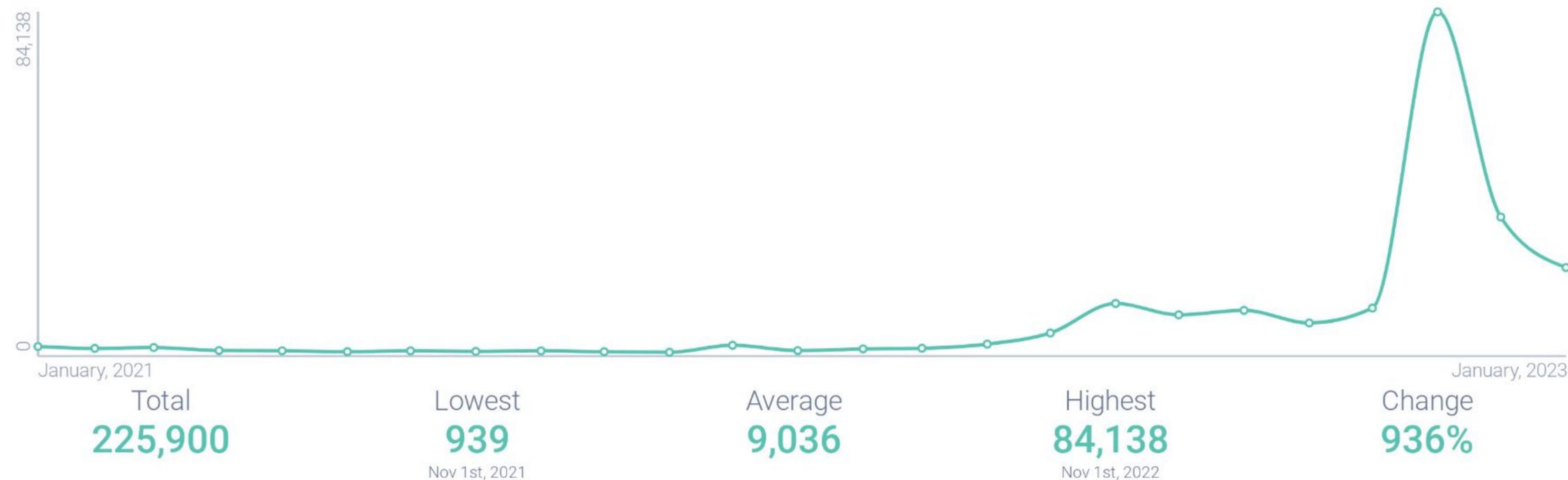


Figure 7: “Layoff”-related post volume; Infegy Atlas Data.

# Conclusion

The tight labor market and increasing wages in the United States have given workers more bargaining power. This can be seen in the growing popularity of labor unions and the emergent trend of quiet quitting.

Quiet quitting has been particularly prevalent among millennials and low-wage earners and is more common in liberal areas of the country. However, with the Federal Reserve raising interest rates and economists predicting an economic contraction in 2023, it is uncertain whether this trend of worker empowerment will continue, or whether layoffs will weaken the bargaining power of lower-wage workers.

# About Infegy

We're changing the way companies listen to consumers, and what they do about it.

- Robust social listening data and analysis
- Quickest view of consumers' thoughts and sentiments
- Unmatched client experience and support
- Agile approach to products and services



ENDEAVOR



qualtrics<sup>XM</sup>



MINTEL



## Our dataset

- Social dataset spanning hundreds of billions of posts and growing fast.
- Data collection that best mirrors varied real-world populations.
- Unlimited data access provides flexibility to obtain the context that matters.
- In-house data storage allows for unmatched speed to insight.

