

## **Retail Seasonal Hiring Trending Up, According to CareerBuilder's Annual Forecast**

### **- Seasonal Pay on the Rise**

### **- Nearly Four-in-ten Employers Across Industries Who Are Hiring Seasonal Help Plan to Transition Some into Permanent Employees**

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CHICAGO, Oct. 25, 2012 /PRNewswire/ -- Retailers are stocking their stores with more than just merchandise going into the holiday season - they are also adding more seasonal help, according to a nationwide CareerBuilder survey. Thirty-six percent of retailers plan to have extra hands on deck around the holidays, a healthy jump from 29 percent in 2011. The survey was conducted by Harris Interactive© among more than 2,400 employers between August 13 and September 6, 2012.

While seasonal hiring is expected across the entire country, the five cities with the largest economies and plans to hire include:

1. Los Angeles – 22 percent of employers plan to hire season help, 40 percent plan to transition them to full-time positions
2. New York – 16 percent of employers plan to hire season help, 35 percent plan to transition them to full-time positions
3. Atlanta – 15 percent of employers plan to hire season help, 31 percent plan to transition them to full-time positions
4. Philadelphia – 14 percent of employers plan to hire season help, 36 percent plan to transition them to full-time positions
5. Chicago – 13 percent of employers plan to hire season help, 31 percent plan to transition them to full-time positions

"An increase in consumer confidence is helping to fuel the best seasonal hiring the U.S. has seen in recent years," said Matt Ferguson, CEO of CareerBuilder. "While the bulk of seasonal recruitment falls within the retail space, companies across industries are hiring for a wide range of positions to support their business operations as they wrap up the year."

When looking at functional areas within an office or store, popular areas for recruitment this holiday season include:

Customer Service – 23 percent

Administrative/Clerical support – 15 percent

Hospitality – 15 percent

Shipping/Delivery – 14 percent

Accounting/Finance – 9 percent

Inventory management – 8 percent

Technology – 8 percent

Sales (other than retail) – 7 percent

### **Companies are hiring more and paying more**

More than six-in-ten (62 percent) employers plan to pay holiday staff \$10 or more an hour in 2012, up from 53 percent last year. Twenty-two percent will pay \$16 or more, up from 14 percent last year.

## **Don't wait to get a seasonal gig**

While holiday jobs fill up quickly, 36 percent of employers who are hiring seasonal staff reported they hire the most in October. Plans to hire in November (30 percent) remains strong, while it tails off in December (11 percent).

## **More employers plan to turn a seasonal gig into a full-time, permanent position.**

Thirty-nine percent of employers who are hiring seasonal help plan to transition some employees into full-time, permanent staff, up from 30 percent in 2011. To stand out as a candidate for a long-term opportunity, hiring managers recommended the following:

- Provide above and beyond customer service. Offer help instead of waiting to be asked for it – 53 percent
- Proactively ask for more projects – 46 percent
- Let the employer know up front that you're interested in permanent employment – 46 percent
- Present ideas on how to do something better or try something new – 34 percent
- Ask thoughtful questions about the organization – 32 percent

What are the biggest turnoffs for employers when interviewing for seasonal jobs? A lack of flexibility or expressed interest top the list, according to employers surveyed.

- Someone who isn't enthusiastic – 55 percent
- Someone who is unwilling to work certain hours – 48 percent
- Someone who knows nothing about company/products – 31 percent
- Someone who is more interested in the discount than anything else – 21 percent

## **Survey Methodology**

This survey was conducted online within the U.S. by Harris Interactive© on behalf of CareerBuilder among 2,494 U.S. hiring managers and human resource professionals and 3,976 U.S. workers (employed full-time, not self-employed, non-government) ages 18 and over between August 13 and September 6, 2012 (percentages for some questions are based on a subset, based on their responses to certain questions). With pure probability samples of 2,494 and 3,976, one could say with a 95 percent probability that the overall results have a sampling error of +/-1.96 and +/-1.55 percentage points, respectively. Sampling error for data from sub-samples is higher and varies.

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