

snagajob



Summer Hiring Report 2024

Summer hiring stats and tips
from Snagajob, the hourly work experts



The summer hiring season is here again

Summer will be here before you know it, and the summer hiring season is already heating up. The time is now to make your plans for seasonal hiring, as many employers and workers have already started their searches.

This year, summer hiring is different than what you've seen before. Gen Z now makes up over 60% of summer job seekers. It's time to embrace a recruiting approach that will connect with this group, including evaluating your employee perks and benefits and using your business' social media accounts to promote your jobs.

The workers you'll find in the summer span all kinds of needs. Many candidates searching for roles are looking for longer-term work, not just for the summer. But there's also an influx of students looking for short-term work to cover seasonal needs. No matter what, there's a worker for whatever spot you're trying to fill in your roster.

While summer may have you daydreaming about swimming pools, Snagajob is here to help you with our talent pool — the largest one in hourly hiring in fact, with over 6 million active hourly workers searching for jobs.

However you choose to hire, I hope the tips in this report help set you up for success this summer and beyond.



Keith Forshew

CEO, Snagajob

1

Post your jobs now

94%

of employers have already begun hiring for their summer help, and

90%

of summer job seekers have already begun applying, so make sure you don't miss out on the best candidates by listing your jobs ASAP.

2

**Posting tip:
Simplify your application process**

Did you know that 20% of workers do not have a resume? These workers may still be qualified for your jobs, and are more likely to apply if you have a simple application, like Snagajob's Easy Apply, that doesn't require a resume upload.

Who are this year's summer workers?

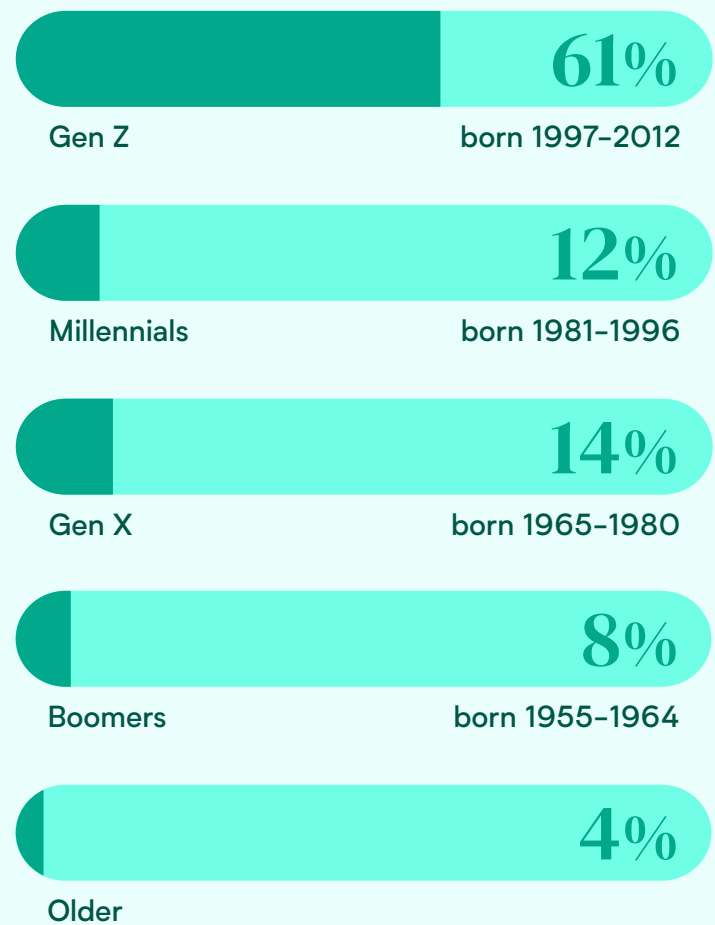
This year, **the largest group of workers looking for a summer job is Generation Z**, born between 1997 and 2012. These job seekers are primarily entry-level workers, so it's no wonder that one of the key drivers for them to find a summer job is gaining experience (50%).



Make the most of this green workforce to fill your lower-level roles. You get to fill out your schedule, and they get to learn on the job, win-win!

That's not to say that you're out of luck if you're looking for more experienced workers. 12% of summer job seekers are Millennials (born 1981-1996), 14% are Gen X (born 1965-1980), and 12% are Baby Boomers (born 1955-1964) or older. With these generations come more years of work experience, that you can use to your advantage.

Who's looking for a summer job this year?

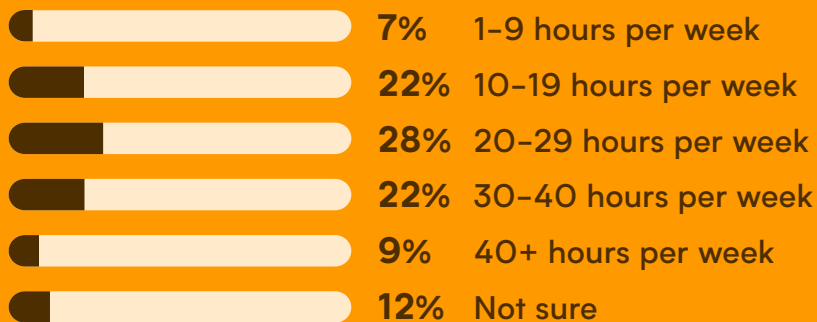


Be flexible in your hiring

You can open yourself up to a wider pool of workers this summer by hiring part-time help to cover your schedule. Of seekers looking for summer jobs, while 31% would like to work 30 hours or more a week, 50% are only interested in working between 10 and 29 hours per week.

Beyond just the total number of hours, the majority of summer job seekers are looking for flexibility this year, with most preferring a flexible schedule over a regular one. Think about how you might be able to offer flexibility to get more applicants.

How many hours are summer workers looking for?



What type of schedule are workers looking for this summer?

61%

a flexible schedule

39%

a regular, predictable schedule



Summer is for students

With schools on break, it's no surprise that **60% of workers looking for a summer job are full or part-time students.**

With fewer employers planning to hire teenage workers, those that do will have the option of this otherwise untapped seasonal workforce.

Wages are rising with the temps

The labor market continues to defy expectations with job growth each month, and wages have been growing accordingly, up 3.9% over the past 12 months. With inflation raising prices on many items, workers are especially looking for the best wages they can get.

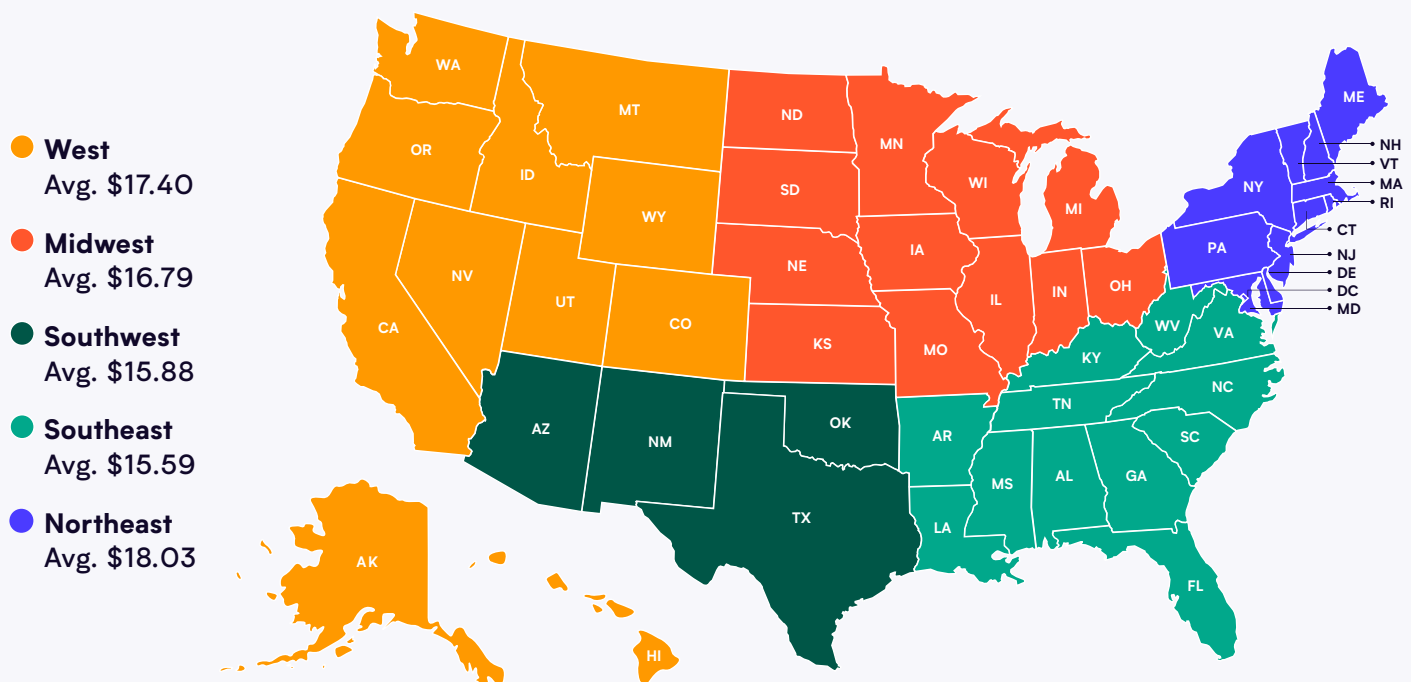
As **wage is the number one thing workers are looking for** in a new job, it's more important than ever for employers to review their wages to make sure they're keeping up in order to attract applicants.

When it comes to summer help, employers should consider today's labor trends and worker needs as they assess wages. Among workers looking specifically for a summer job, **the average desired hourly rate is \$18**, but we've got results from all over the country to see what job seekers want in your area.

At Snagajob, we display employer-provided wages prominently in our job postings to keep high-quality workers coming back to us as a key source of jobs.

How does your wage stack up?

We surveyed workers across the country to learn what their minimum wage expectations are.



What workers want this summer

Even if your business can't support market-leading wages, offering the right perks and benefits can still make your jobs stand out. To stay competitive, it helps to know the key things that workers are looking for.

We surveyed over 1,000 Snagajob users to get you the scoop on what matters most to this year's summer job seekers.

What are the must-haves for a worker to apply to a job?

43%

say close to home is a must have

31%

experience that will help move ahead in career

29%

looking for work that fits personality, hobbies, interests, values

27%

paid time off

Least important for summer job seekers

is assistance with child care, with only 18% saying it is very important to them.



Preferred job perks

Are you offering these items on workers' wish lists? These are the top perks and benefits workers listed as important or very important in their search.

1 Employee discount

2 Paid time off

3 Sign on bonus



Summer jobs: Most preferred industries

1 Food service

2 Retail

3 Warehouse

Workers are leveraging new technologies

With Gen Z making up such a large portion of the hourly workforce, job seekers are increasingly using new technologies in their job search.

Social media isn't just for photos and likes—**33% of surveyed users have used social media to help them find a job**, and 31% of summer job seekers tell us they plan to use social media in their search. That includes

LinkedIn, but also less job-focused social media platforms like Facebook, Instagram, and TikTok.

Snagajob's Account Managers can also help with a consultation on how to leverage social media to boost your jobs, as well as other phone-based strategies, like using QR codes or Text to Apply to attract applicants.

AI and your applicants

10% of workers tell us they've used AI to help them write a resume.

You don't need to be an influencer to attract these workers, but reviewing your social media strategy could help you reach more applicants.



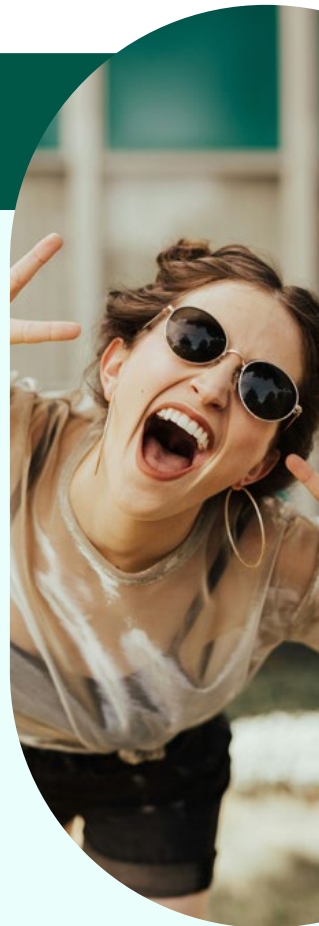
Make sure your business information is up to date on your profiles



Post about job openings on your social accounts



Include information about your company culture, perks, and benefits in your posts



What are your needs for this fall?

Summer workers don't have to be seasonal.

Of surveyed workers, 80% that are currently looking for a job would be interested in one that doesn't end after the summer. And of those specifically looking for summer jobs, 69% are interested in staying on into the fall.

Consider your needs for the fall and winter seasons as you're planning your summer hires. This way, you can get ahead of your hiring now and save yourself a headache later.



Use gig work to supplement your hiring

Gig work is uniquely suited to help you manage the ebbs and flows of seasonal needs. With the right gig work provider, like **Shifts by Snagajob**, you can access a pool of on-demand workers who can help fill gaps and cover unexpected needs on your schedule, in addition to your full and part-time hires. You could even end up liking a gig worker so much you add them to your regular team!



Key strategies for successful summer hiring

These top five tips will give you a jump start on your seasonal hiring.

✓ Don't wait.

The sooner you get your jobs posted, the sooner you will start receiving quality applicants — many of whom are already searching for their summer roles.

✓ Include your wage.

Having a wage on your job posting can get you 200% more applicants. On Snagajob, including a wage will also improve your ranking in search results.

✓ Be flexible.

Most are looking for flexible schedules, and many are looking for part-time roles. Don't let that stop you from finding your best workers.

✓ Consider hiring teens.

While most employers say they are not planning to hire teens this summer, if your business is appropriate for younger workers they can be an extra talent pool for your seasonal help.

✓ Fill gaps with gig.

No amount of hiring is foolproof, and that's where gig workers come in. Working with a gig provider, like Shifts by Snagajob, gives you access to on-demand workers to fill any gap on your schedule.

Don't get left in the cold this summer



The time to hire your summer staff is now, and finding the right candidates can make or break the season for your business. Make sure as you're setting your hiring strategy, that you're working with a partner who can help fulfill your scheduling needs.

Snagajob can help you find the quality full-time, part-time, temporary, or gig workers you need from our talent pool of over 6 million active hourly workers, combined with our best-in-class product and customer service.

Let us help you manage your hiring so you don't break a sweat as the temperatures rise.

About Snagajob

Snagajob is America's #1 place to find hourly jobs and shifts. We partner with employers across the country, from small businesses to large enterprise employers who trust us to help them find the right candidates for their jobs.

Snagajob's mission is to help hourly workers find the right-fit job and fulfill their life goals, gaining flexibility and control over how, when, and where they work; and to help employers match with the right high-quality workers for all their hourly needs.

For more information, visit snagajob.com/employer