

snagajob



# Holiday Hiring Report 2023

Hourly insights for  
successful seasonal hiring



# The drivers of seasonal hiring in 2023

## What motivates hourly workers

It's hard to believe the 2023 holiday hiring season is already here. While the economy is beginning to show some stability in the face of recession fears, this will likely still be an unusual holiday season for hourly workers. We surveyed our pool of employers and job seekers to get this year's hiring trends and now we're sharing them with you.

According to the latest jobs reports, unemployment has begun to decrease, and the number of people quitting their jobs has dropped, making the competition for seasonal staff especially fierce this year.

Heading into the 2023 holiday season, hourly workers are looking for opportunities beyond their current part-time and full time jobs. The holidays are an ideal time for workers to gain new skills, try out new employers and, perhaps most importantly, save extra cash for holiday expenses.

Employers surveyed identified their top challenges going into the holiday season: getting enough applicants and finding the right workers. So, how can you attract the right applicants that you need?

If you're hiring for the upcoming holiday season, now's the time to get started. September is the peak month for holiday hiring, according to both employers and workers, with hiring beginning in August and continuing into November, so it's time to get your job descriptions updated and posted.

As always, Snagajob is here for your hourly hiring needs, but no matter how you hire, we've got the tips you need to help you stay competitive in your hiring and make sure you have the workers you need.



**Keith Forshew**

CEO, Snagajob

**Part-time is king for the holiday season:**

74% of job seekers are interested in working less than 40 hours per week, and the majority are looking for 20-29 hours.

# Your holiday hiring schedule for 2023

Set yourself up for success this season by planning your hiring schedule in advance.

## 08 August

Have you prepared your holiday recruiting strategy yet? It's time to get started with your hiring efforts and stay competitive with some of the largest employers in the US.

## 09 September

**Holiday hiring heats up in September.** Most employers say they will post their jobs in September, and workers say that's also when they'll be searching for seasonal roles.

## 10 October

Retail businesses see a surge in business in October thanks to Halloween. Make sure you're reviewing your promoted jobs and additional hiring efforts to stay up to date with your staffing needs.

## 11 November

The holiday season ramps up in November with Thanksgiving, Black Friday, and Cyber Monday. With holiday shopping comes a need for extra staff.

## 12 December

This year Christmas falls on a Monday—prepare to adjust your staffing levels during the last two weeks of December to ensure that you're covered for the week before and after the holiday. And don't forget: New Year's Eve follows quickly behind on the following Monday (hello 2024!).

# The 2023 seasonal worker profile

## How has the seasonal worker evolved

### The seasonal workforce is growing older.

While young workers of Generation Z still make up 21% of seekers looking for seasonal employment, we're seeing a growing number of older workers looking for holiday jobs.

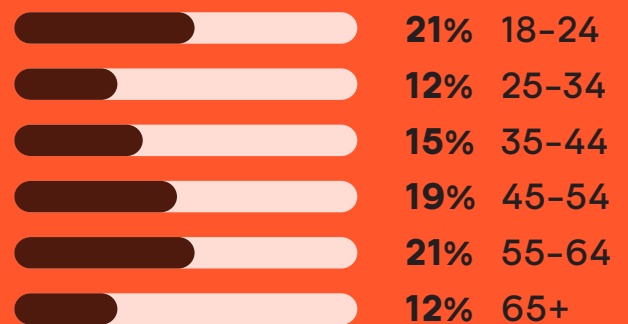
In 2023, the number of job seekers in the 55-64 year age group increased 9% versus 2022, and for workers 65 and older the increase was 5%.

**One notable benefit to this workforce shift? Experience.** The number of seekers who have never held a seasonal job fell 5% year over year to 55%.

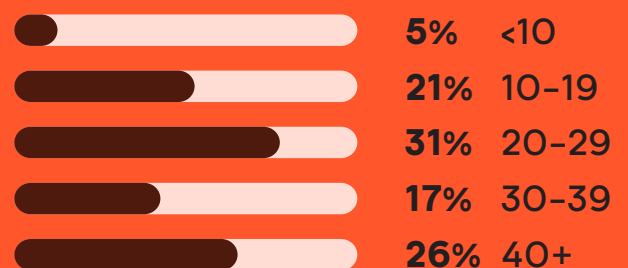
Part-time work is still the priority for seasonal employees, although the share of workers looking for a full-time schedule has also increased 6% to 26%.

For part-time seekers, 20-29 hours continues to be the sweet spot, taking the top slot of hours desired for 2022 and 2023, and increasing 3% year over year.

### Age group (2023):



### Hours per week desired (2023):



### Views on flexibility are changing in 2023:

While 38% of seasonal job seekers are looking for flexibility in their schedules, that number is down 16% from 2022. The other 62% of workers want a predictable, consistent schedule.

# Who is looking for a seasonal job

## Get to know today's multi generational hourly workers

This year, we're seeing workers from Generation X and Generation Z making up a large portion of seasonal job seekers. As you recruit and hire this holiday season, make sure you get to know these workers and understand what they're looking for in a job.

### Gen X Workers (Ages 45-60)

With 57% of Gen X workers surveyed reporting that they are currently unemployed, and 27% actively looking for seasonal jobs, this group of jobseekers are experienced and ready to work over the holidays.

#### Gen X's top reasons to look for a seasonal holiday job

- ✓ A second job to get more hours (and income)
- ✓ Flexible work schedule
- ✓ Want to earn extra spending money in free time

#### Top 3 Jobs

- 1 Retail associate
- 2 Call center / Customer service
- 3 Hotel and resort staff

### Gen Z Workers (Under 25)

41% of Gen Z workers surveyed reported that they will be looking for seasonal jobs in 2023. Entry-level roles are a great way to introduce these new workers to your business as they gain experience.

#### Gen Z's top reasons to look for a seasonal holiday job

- ✓ Gain experience on resume
- ✓ Want to earn extra spending money in free time
- ✓ Flexible work schedule

#### Top 3 Jobs

- 1 Retail associate
- 2 Restaurant staff
- 3 Entertainment and Sports

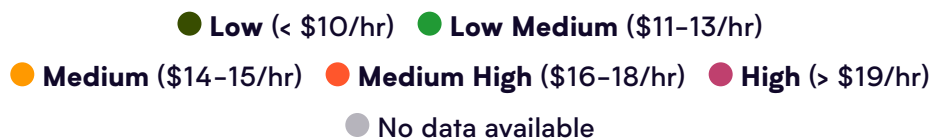
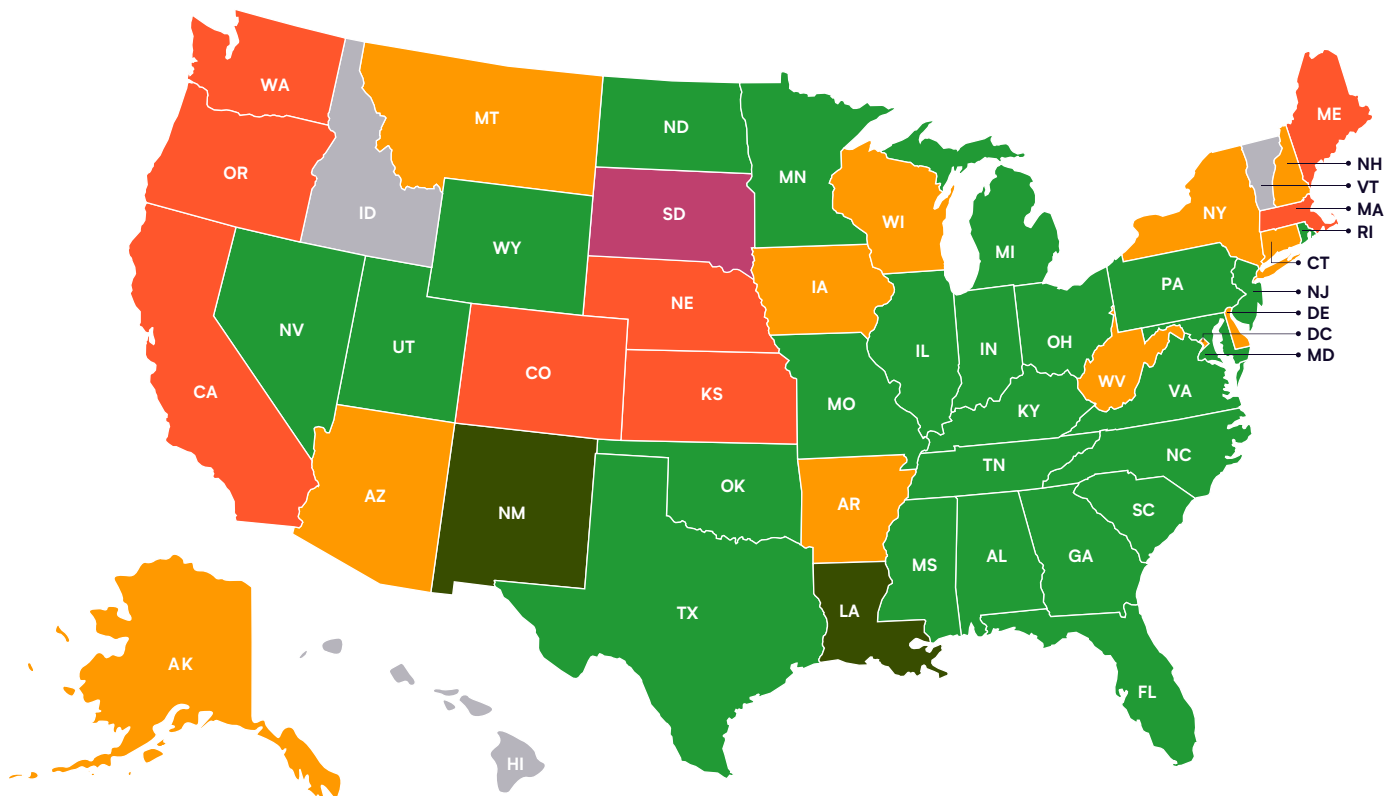
# Hourly workers' wage expectations

## Are you offering the right rate?

The primary reason hourly workers are looking for holiday jobs is money, so offering the right hourly rate is key to getting the workers you need.

Most employers say they are not planning to raise wages this holiday season—so a higher than average rate could help you stand out.

Plan your holiday labor budget accordingly with hourly workers wage expectations from across the United States.



# Testing the waters

## Workers are looking for their right fit

The majority of holiday job seekers are new to seasonal work, with 55% looking for a holiday job for the first time.

So why now? Workers are trying to find their right-fit long-term roles by trying something new. The holiday season is a great time for them to test the waters at a new role or company.

In fact, 33% of workers say they are specifically looking for a holiday job to test out a new company, and 58% of workers would consider staying on after the holiday season—but only at a job they liked.

For employers who are looking to retain their seasonal employees into the new year, that means it's time to put your best foot forward. Make sure you highlight your company culture in your job descriptions.

**What is most important to workers in a seasonal job?**

Wage, location, hours—and feeling like they fit in in the workplace.

## What other features are job seekers looking for?

51%

More say in my schedule

24%

Employee discounts

39%

More hours

23%

Performance bonus

34%

Getting paid faster

19%

Meals on shift

27%

Sign-on bonus



# Seasonal hiring by the numbers

## Top industries for 2023 holiday workers

- 1 Retail
- 2 Restaurant
- 3 Hotel / Hospitality
- 4 Call center
- 5 Entertainment
- 6 Cleaning services
- 7 Warehouse
- 8 Delivery

## Top roles employers are hiring for

- 1 Cashier
- 2 Customer service
- 3 Catering
- 4 Curbside pickup
- 5 Event staff
- 6 Warehouse
- 7 Delivery driver
- 8 Retail associate

## How are employers finding seasonal staff?

- ✓ Online job boards
- ✓ Referrals or word of mouth
- ✓ Rehiring former employees

**64% of workers surveyed are open to anything they qualify for, as long as it's close to them**

### Seasonal workers are industry agnostic

While they may have preferred industries, seasonal job seekers are largely open to changing industries to find the right job. Make sure you consider your applicants' skills, even if they have previously worked in a different industry, so you don't miss out on available talent.

# Perfect your holiday job post

Most employers tell us they are struggling to get enough applicants, and we can help. The right job description is essential, and can easily earn you twice as many applications.

- ✓ Make the job title specific and avoid anything vague or misleading
- ✓ Add your logo to show credibility and get 150% more candidates
- ✓ Always include your pay rate to get 200% more applications
- ✓ Be specific in your job location—it's the top thing workers look for after wage
- ✓ Include 4 or 5 job qualifications to hone in on qualified applicants
- ✓ Include details about your company culture and makes your business special—job seekers are looking for a place they fit in
- ✓ Make your posts mobile-friendly by leading with key information to limit scrolling



# Strategies for success

## Your checklist for attracting and retaining seasonal workers

### ✓ Define your hourly hiring needs

Consider what parts of your business need more support over the holidays as you evaluate your recruiting and hiring strategy.

### ✓ Review your budget

Do you need to hire full-time employees, part-time employees, or both? Determine your planned number of hires and set your hourly rate.

### ✓ Leverage your network and referrals

Reach out to your former holiday employees—are they interested in returning for this season? Ask your existing employees to spread the word and share any referrals.

### ✓ Schedule ahead

Review our Holiday Hiring Schedule (page 3) and decide what weeks you need a full staff or a partial staff. Make sure you're thinking of your needs into the beginning of 2024.

### ✓ Update your job descriptions

Update your job descriptions using our tips to make sure you get the applicants you need.

### ✓ Promote your jobs

Employers surveyed say online job boards are their top resource for seasonal recruiting and hiring. Create and promote your job postings on Snagajob to reach the largest pool of hourly workers.

With the 2023 holiday season fast approaching, there's no time to waste to get started on your seasonal hiring. In a competitive hiring market, your best strategy is to get ahead of your needs and post your jobs now.

While the fears of an upcoming recession are starting to shrink, thanks to recent increases, interest rates are at a 22-year high, causing many job seekers to look for extra hours to bring in more money. Make sure your jobs catch the eyes of those seekers by updating your job descriptions to show off the features that workers are looking for.

With the right planning, you'll be able to hire the perfect staff for your business this holiday season, and set yourself up to kick off 2024 with ease.

## About Snagajob

Snagajob is America's #1 place to find hourly jobs and shifts. We partner with nearly 1 million employers, from small businesses to large enterprise employers, who trust us to help fill their hourly needs.

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. For more information, [visit snagajob.com/employer](https://snagajob.com/employer) or connect via LinkedIn, Instagram, and Facebook.

