

snagajob

# 2016 Summer Hiring Survey





It will be a good summer for hourly job seekers, but a challenging one for hourly employers.

For hourly employers, summer is one of the busiest times of the year. Consumers are shopping more, eating out more, taking more vacations and generally just spending more... and employers are feeling the pressure to keep up with the demand.

The results from Snagajob's annual summer hiring survey are in and confirms that the seasonal need for hourly workers has not slowed down. In fact, 91 percent of hourly employers anticipate hiring the same or more workers this summer compared to last year. This is a 17 percent increase over 2015 and over 50 percent increase over 2014. Not only are businesses vying for more employees, but they are also doing more to attract workers, including raising wages and increasing flexibility.

When you pair this with the fact that the national unemployment rate is below five percent for the first time in eight years, it is clear that the employee candidate pool is rapidly shrinking. This will make it harder than usual to find workers to fill summer jobs. A robust hiring strategy aimed at quickly hiring quality workers is critical in order to stay competitive and keep up with seasonal consumer demand.

The purpose of this report is to broaden the understanding of the hourly market during the summer hiring season and help paint a more accurate picture of what hourly employers are up against this year.

**Read on for more.**

## Backgrounds & Objectives

With nearly 70 million current members and one million new members every 35 days, Snagajob is America's #1 spot for hourly work— creating instant and quality connections between hourly workers and hourly employers to secure a job in minutes. We partner with half of the brands on the Fortune 1000 list and offer digital and mobile solutions for every stage of the hiring process, from finding a job, to onboarding, to workforce management. Since 2000, our mission has been to put people in the right-fit positions so they can maximize their potential and live more fulfilling lives across a variety of industries, including restaurant, retail, hospitality and healthcare. For more information, visit [snagajob.com](http://snagajob.com) or follow us [@snagajobworks](https://twitter.com/snagajobworks).

## Methodology/Sampling

Hundreds of online interviews were conducted among employees of businesses that

- Typically hire seasonal summer hourly employees
- Have strong influence in the hiring decisions for seasonal summer hourly employees

## Industries

A wide array of industries were sampled, including, but not limited to:

- Retail
- Healthcare
- Technology
- Construction
- Finance
- Food & beverage

*The full list of industries can be found in the company classification section.*

Percent of hourly employers that plan to hire employees this summer

92%

Percent of employers that anticipate hiring the same or more workers this summer compared to last year

91%

*This is a 17% increase over 2015 and 52% increase over 2014*

Percent of hourly employers that expect the same or more applicants for summer positions compared to last year

96%

*This is a 13% increase from 2015*

Expected average hourly wage

\$12.75

*This is a 10% increase over the average reported in 2015 and 23% increase over 2014*

Percent of hourly employers that expect to hire new workers for their open summer positions vs. hiring employees they have worked with before

66%

Percent of hourly employers that expect their summer employees will work part time

66%

Average number of hours employers expect to give summer workers per week

28

Percentage of hourly employers that expect their summer hiring to be completed in either April or May

70%

Most common rewards hourly employers offer workers

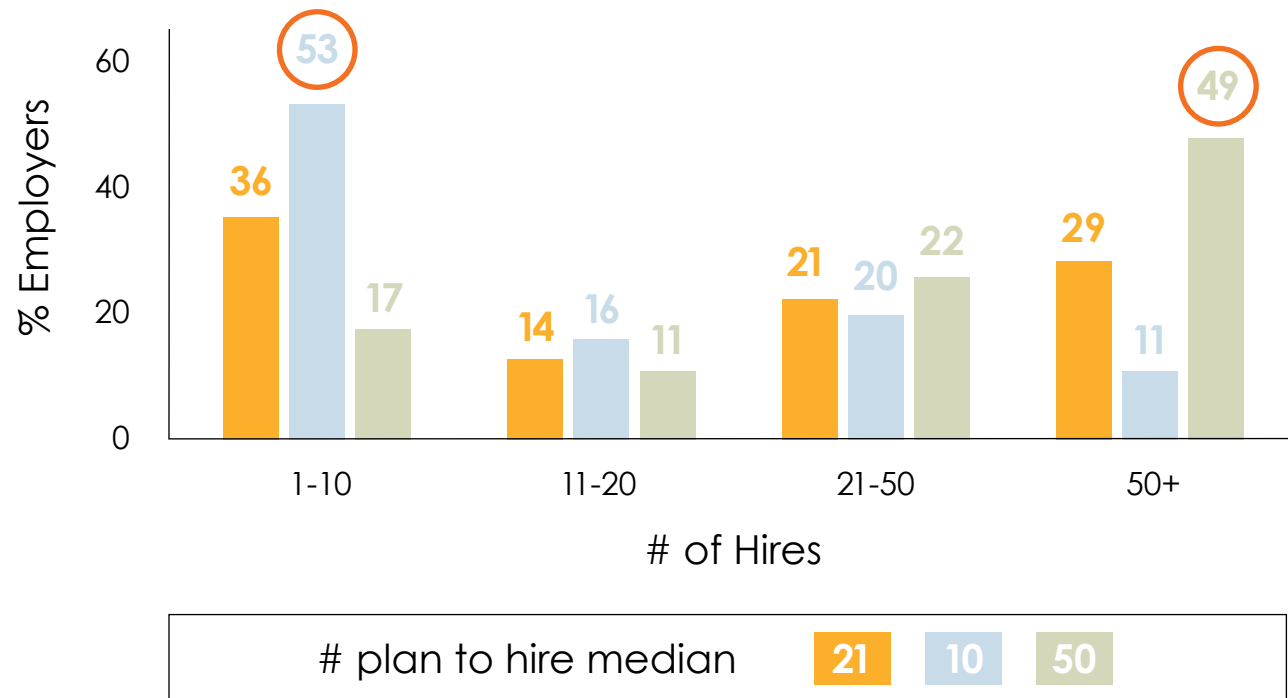


Hardest part of summer hiring process

- 1 Getting quality résumés
- 2 Good understanding of candidates
- 3 Time it takes to fill a position

Nearly all employers surveyed reported that they plan to hire hourly employees again this summer. Of those, most say they will hire the same or more than last year. Smaller businesses plan on about 10 summer hires, while larger ones plan on about 50.

**Number of hourly employees employers plan to hire this summer**



Among companies who typically hire seasonal summer hourly employees ...

**92%**

**PLAN to hire hourly employees again this summer**  
With virtually no differences by size of company

**Hiring expectations vs. 2015**

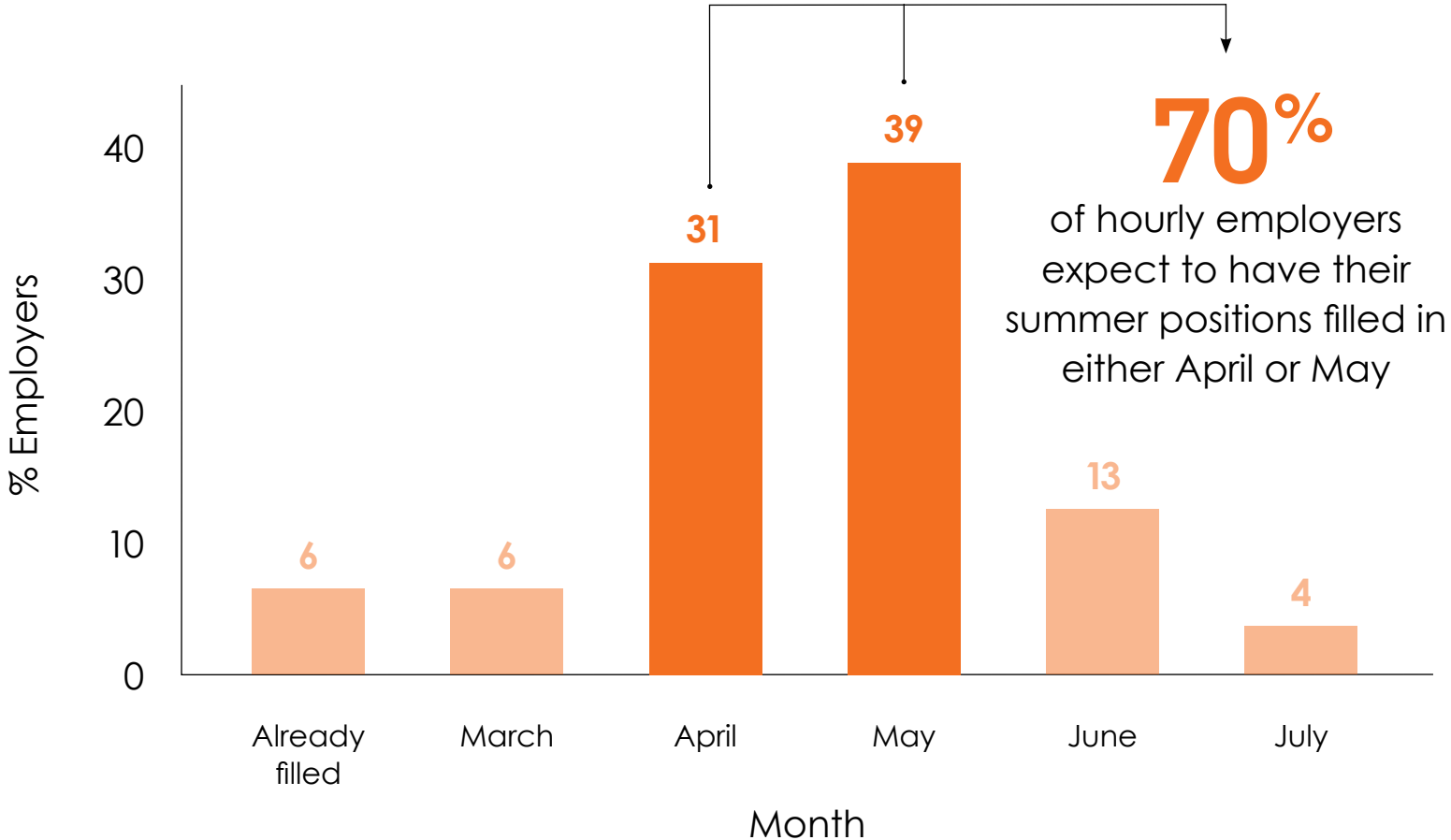


QG. Which of the following best describes your company's experience with hiring seasonal summer hourly employees? Q1. Whether or not you have made a firm decision on your anticipated need for hourly, seasonal, summer employees how many hourly, seasonal, summer employees do you plan on hiring this year? Q2. Do you anticipate hiring more, fewer, or the same amount of applicants as last year? Q3. By how much do you think your company will (increase/ decrease) the number of applicants they will hire this year compared to last year?

34 percent of hourly employers expect to fill their summer positions with rehires from 2015 and 66 percent expect to hire new workers.



When expect positions to be filled



Only 64 percent anticipated the same in 2015.

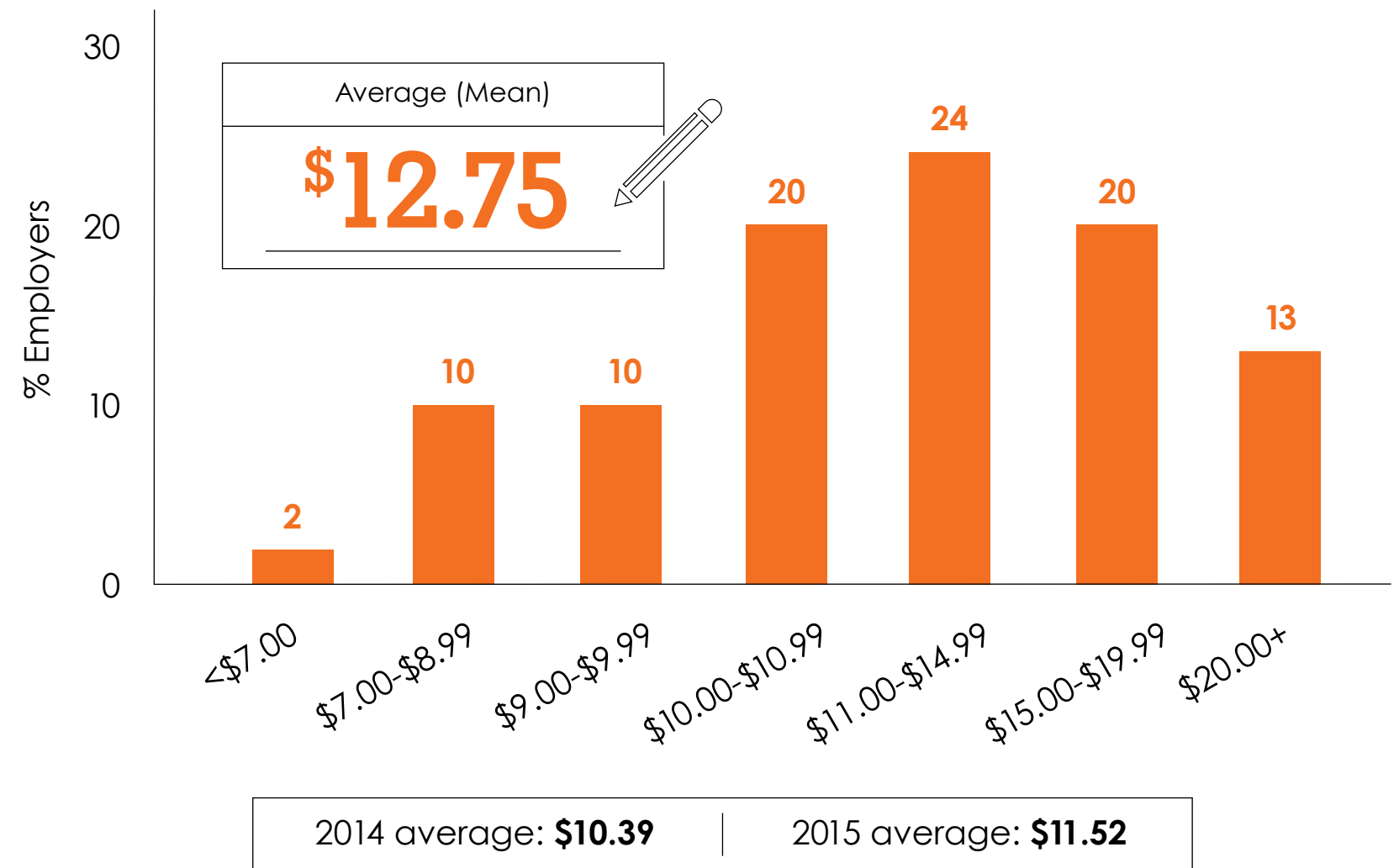
No statistical differences by size of company | Q4. What percentage of employees do you expect to hire that are the same employees you also hired during the summer 2015 hiring season? Q5. By what month do you expect to have your seasonal summer positions filled? | Base - Typically hire summer hourly employees and plan to again this year: Total (186), Companies With <500 Employees (99), Companies With 500+ Employees (87)

Hourly employers anticipate their summer hires will work a 28-hour workweek, on average. They also anticipate an increase in summer wages this year. They expect the average wage for their 2016 summer hires to be \$12.75 per hour. This represents a 10 percent increase over the average reported in 2015 and a 23 percent increase over 2014.

### Number of hours summer hires expected to work per week



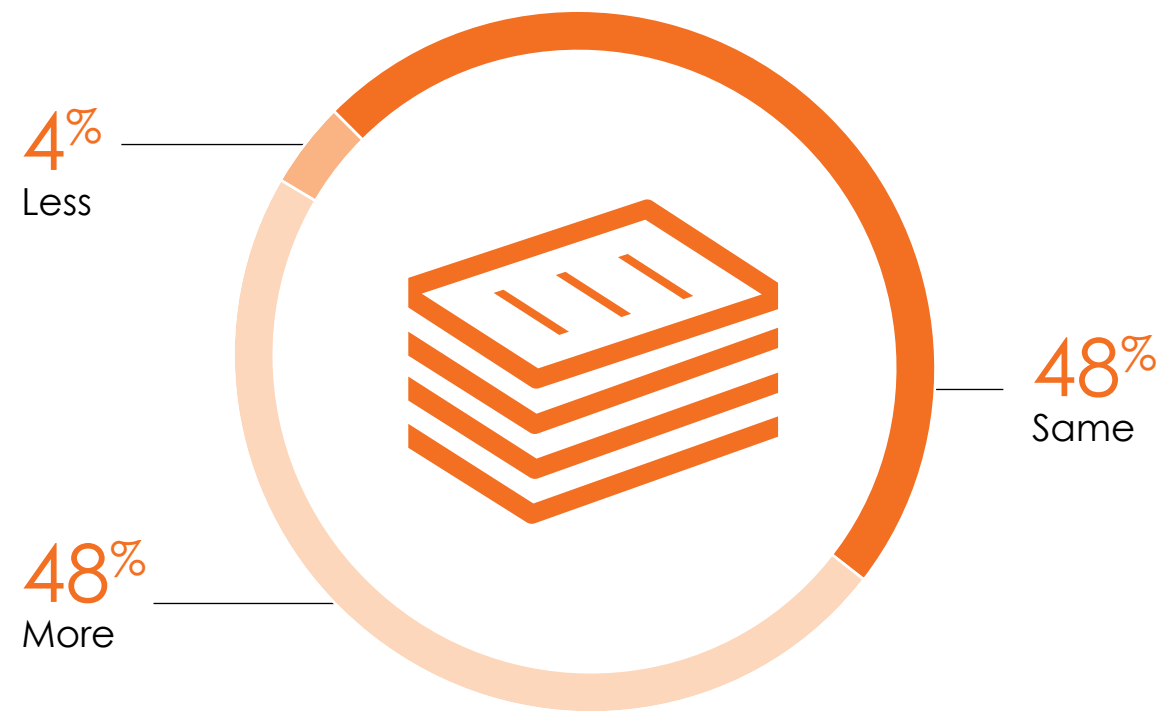
### Average hourly wage of seasonal summer employees



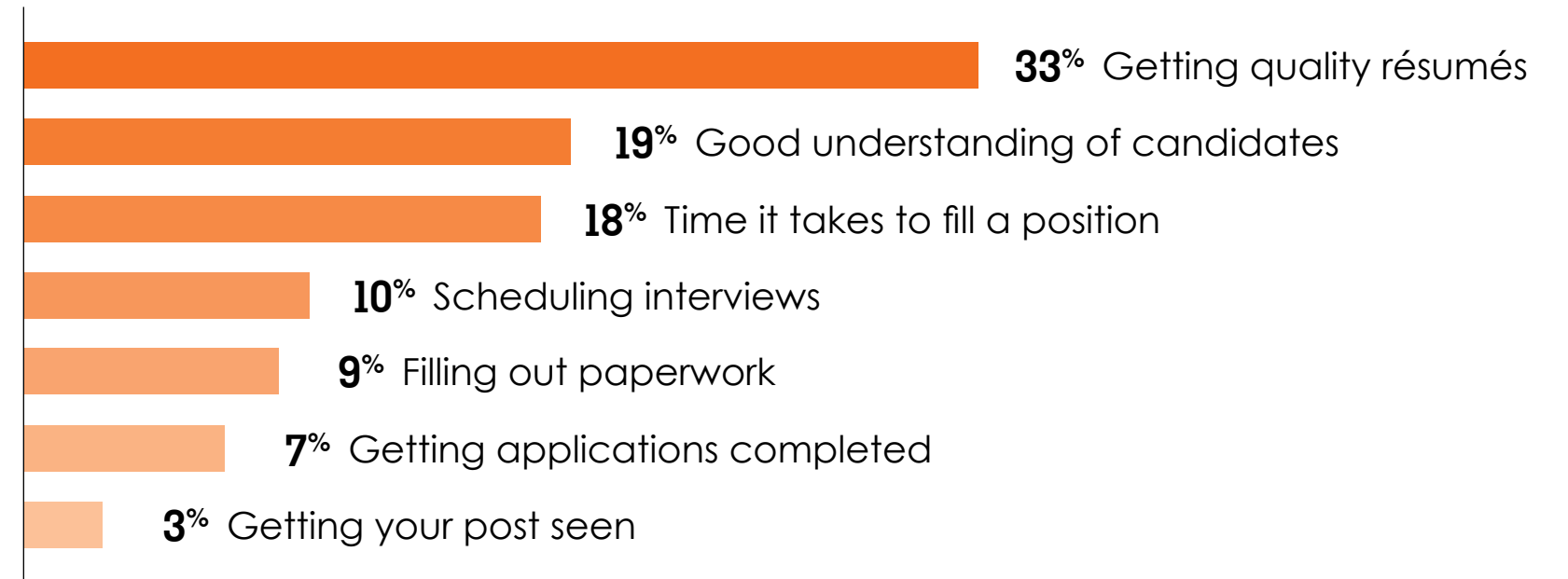
No statistical differences by size of company | Q6. On average, approximately how many hours per week do you think your seasonal hires will work this summer? Q7. What is the average hourly wage you will offer a seasonal summer employee? | Base - Typically hire summer hourly employees and plan to again this year: Total (186), Companies With <500 Employees (99), Companies With 500+ Employees (87)

Almost half of survey respondents reported that they expect more applicants than they had in 2015. They also indicated that the most difficult aspect of hiring for the summer is getting quality resumes. Larger companies indicate a greater challenge in the amount of time required to fill summer positions than smaller companies.

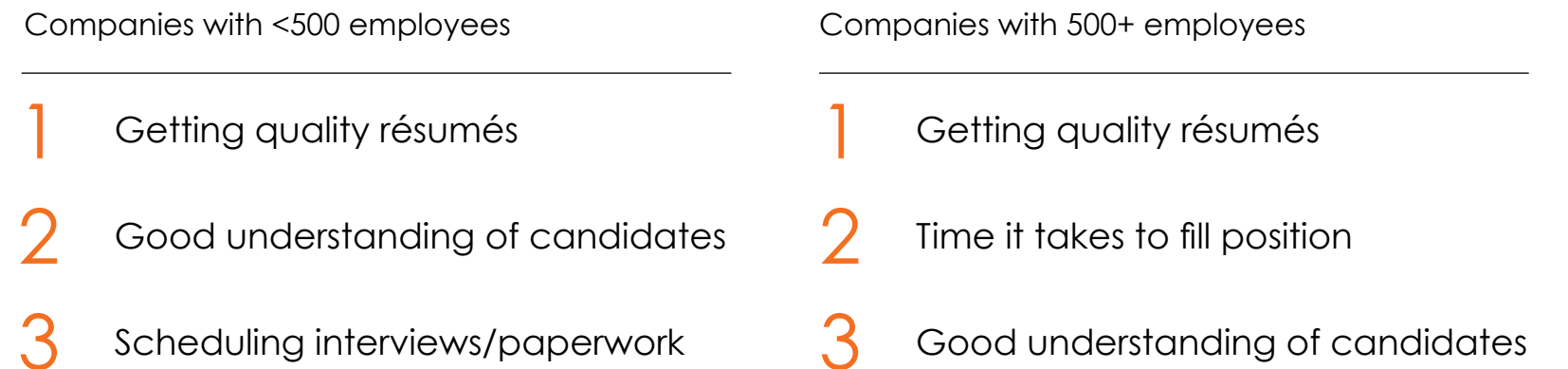
### Expected number of applicants vs. last year



### Hardest part of summer hiring process



### Key challenges by size of company



Q8. Given the state of the economy, do you anticipate that you will receive more, the same or fewer applicants this year compared to last year? Q9. Which of the following is the hardest part of the hiring process during the summer? Select one response. | Base: Total (202), Companies With <500 Employees (110), Companies With 500+ Employees (92)



Hourly employers project that students will not have a difficult time finding a job this summer. Smaller companies are typically able to fill a position within a few days, while larger companies take more time.

### Ease of finding a job this summer

High School or College Students



This is a 54% increase from 2014

### How long it typically takes to fill a position



Q10. On average, how long does it take for you to fill a position? Q15. On a scale of 1 to 10 with 1 being "impossible" and 10 being "extremely easy", how hard do you think it will be for high school or college students to find a summer job this year? | Base: Total (202), Companies With <500 Employees (110), Companies With 500+ Employees (92)

When it comes to summer employee traits, hourly employers indicate a preference for customer service skills versus accuracy. Most also anticipate that employees will fake sick days in the summer.

### Employee trait preference

**56%**

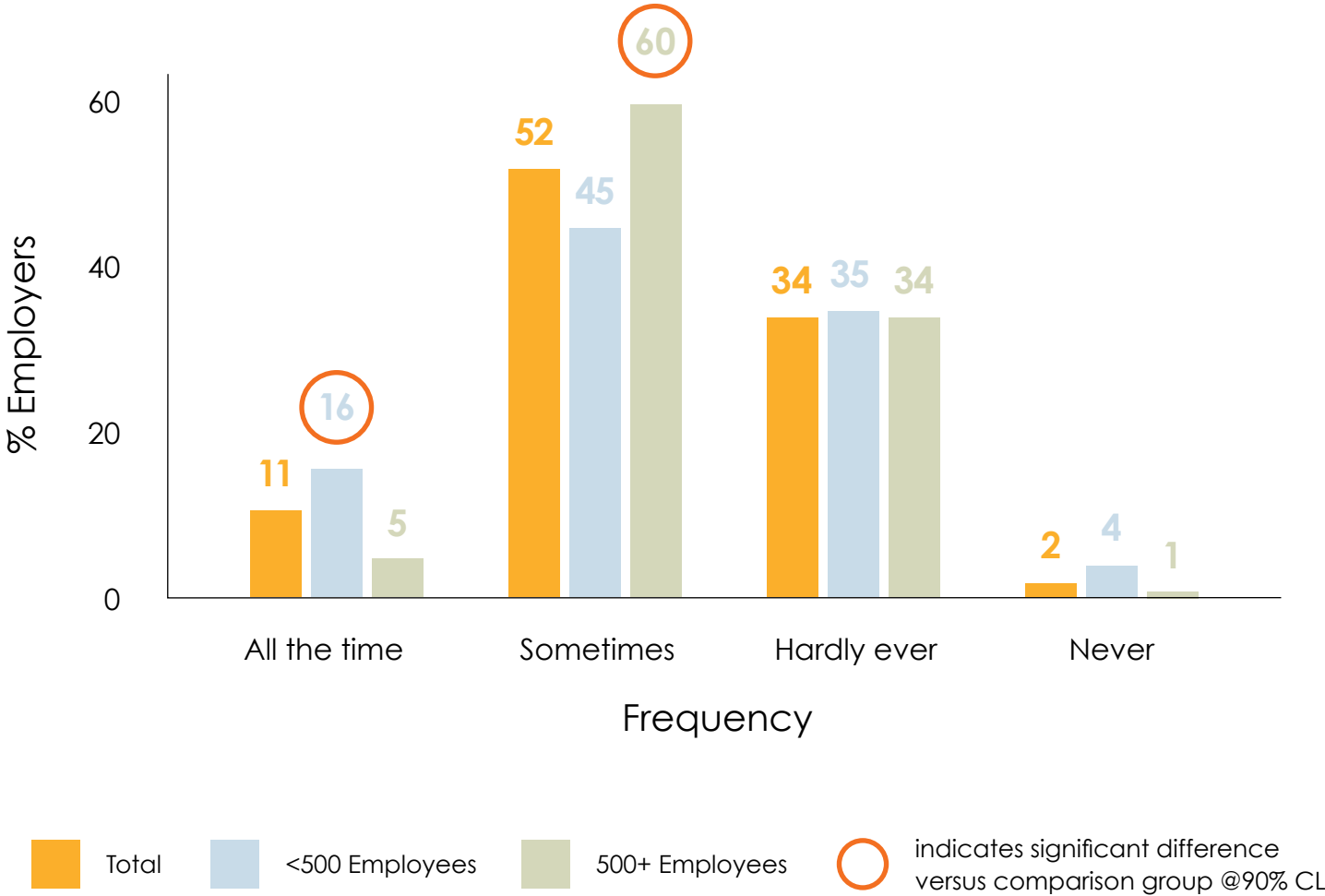
Wins over every customer in a shift



**44%**

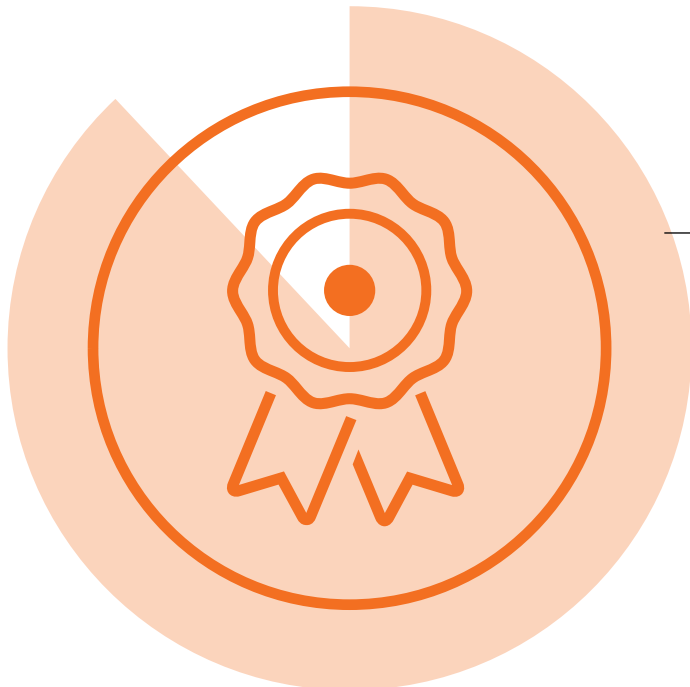
Makes no mistakes in a shift

### Frequency of employees faking a sick day



Q4. What percentage of employees do you expect to hire that are the same employees you also hired during the summer 2015 hiring season? Q5. By what month do you expect to have your seasonal summer positions filled? Q6. On average, approximately how many hours per week do you think your seasonal hires will work this summer? | Base - Typically hire summer hourly employees and plan to again this year: Total (186), Companies With <500 Employees (99), Companies With 500+ Employees (87)

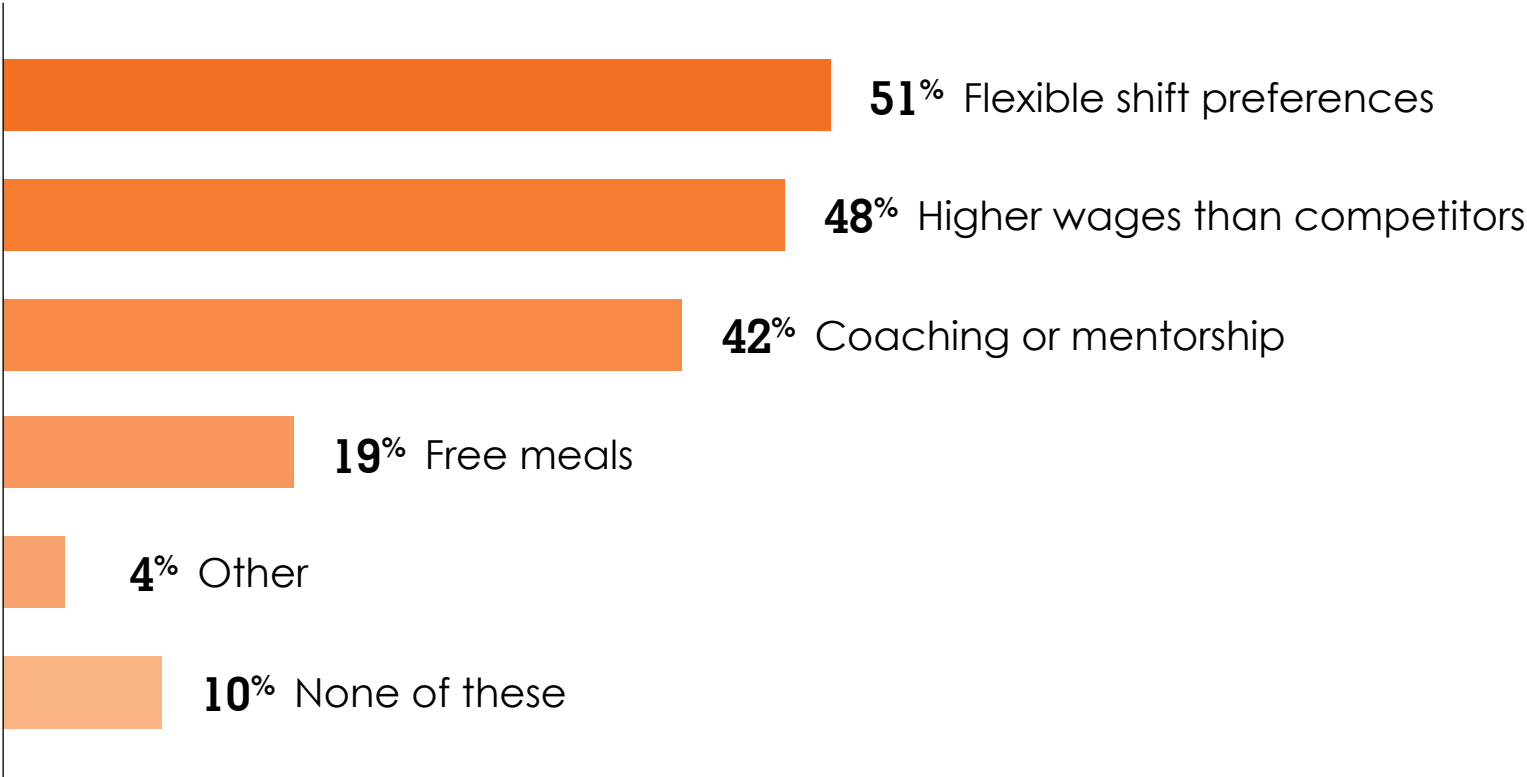
The majority of those surveyed are likely to offer flexible shift preferences and competitive wages to attract top talent. Nearly nine in ten also reward employees who perform well in their summer jobs.



**88%**

of employers will reward workers who perform well in their summer jobs

### Perks offered to attract top talent



Q12. Which of the following perks, if any, do you offer to attract top talent? Q13. How strongly do you agree or disagree with the following statement, "Our company rewards employees who perform well in their summer jobs." | Base: Total (202), Companies With <500 Employees (110), Companies With 500+ Employees (92)

Number of employees			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
<b>&lt;500 EMPLOYEES (Net)</b>	54%	100%	0%
1 to less than 25	11%	21%	0%
25 to less than 50	9%	15%	0%
50 to less than 100	8%	16%	0%
100 to less than 500	26%	48%	0%
<b>500+ EMPLOYEES (Net)</b>	46%	0%	100%
500 to less than 1,000	15%	0%	34%
1,000 to less than 3,500	10%	0%	23%
3,500 or more	20%	0%	43%

Number of locations			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
<b>Single Locations (Net)</b>	26%	45%	3%
<b>Multi Locations (Net)</b>	74%	55%	97%
2- 4	18%	26%	9%
5 - 24	25%	21%	30%
25 - 49	8%	4%	14%
50 - 99	4%	2%	7%
100 - 149	4%	2%	8%
150 or more	13%	0%	29%
Mean	36.0%	9.2%	68.0%

Gross annual revenue			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Less than \$10 M	27%	45%	5%
\$10 M to \$49 M	18%	21%	15%
\$50 M to \$99 M	13%	13%	14%
\$100 M to \$249 M	10%	10%	11%
\$250 M to \$499 M	6%	0%	14%
\$500 M or more	16%	1%	34%

Highlighting indicates significant difference vs. comparison group @90% CL

% hourly employees			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Less than 25%	22%	19%	25%
25% - 50%	21%	24%	18%
51% - 75%	30%	26%	35%
76% - 99%	18%	19%	17%
All employees are hourly	8%	12%	4%

Years in business			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
<10 Years	17%	21%	12%
10 - 20 Years	26%	30%	21%
21+ Years	57%	48%	67%
Mean	17%	16%	18%

Franchise/Subsidiary			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Franchise/ Subsidiary	23%	17%	29%

Highlighting indicates significant difference vs. comparison group @90% CL

Type of business																	
	Retail	Health Care	IT/Technology	Construction	Finance/Banking/ Insurance	Food / Beverages / Restaurants	Energy & Utilities	Property Management	Travel / Hospitality / Leisure	Transportation Services / Logistics	Child Care	Landscaping	Public Relations	Automotive	Media / Publishing	Architecture	Some other industry
Total (Base Size 202)	12%	9%	9%	8%	5%	5%	4%	4%	3%	3%	2%	2%	2%	1%	0%	0%	29%
Companies w/ <500 Employees (Base Size 110)	9%	6%	10%	9%	4%	5%	3%	5%	4%	4%	3%	3%	2%	3%	1%	0%	32%
Companies w/ 500+ Employees (Base Size 92)	16%	12%	8%	7%	7%	5%	5%	3%	3%	2%	2%	1%	2%	0%	0%	0%	26%

# Respondent classification

Gender			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Male	40%	37%	43%
Female	60%	63%	57%

Age			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
21 to 30	15%	15%	14%
31 to 40	32%	31%	33%
41 to 50	30%	27%	33%
51 to 60	15%	15%	15%
61 to 70	8%	11%	5%
Mean	43%	43%	42%

Employment			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Full Time (35+ hours)	92%	87%	98%
Part Time (<35 hours)	3%	5%	1%
Self-Employed	5%	8%	1%

# Location of company's main office

West			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w /500+ Employees (Base Size 92)
California	12%	10%	14%
Oregon	2%	3%	1%
Washington	1%	1%	1%
Utah	1%	1%	1%
Colorado	1%	2%	0%
Hawaii	0%	0%	1%
Idaho	0%	1%	0%
Montana	0%	1%	0%

Midwest			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Illinois	5%	5%	4%
Ohio	3%	3%	4%
Minnesota	2%	4%	1%
Michigan	2%	3%	2%
Kansas	2%	2%	2%
Missouri	2%	1%	3%
Wisconsin	2%	2%	2%
North Dakota	1%	2%	0%
Nebraska	1%	1%	1%
Indiana	0%	0%	1%

Southwest			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Texas	7%	6%	9%
New Mexico	0%	1%	0%
Oklahoma	0%	0%	1%



# Location of company's main office

Northeast			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
New York	9%	13%	5%
New Jersey	5%	3%	8%
Maryland	3%	5%	2%
Massachusetts	2%	4%	1%
Pennsylvania	2%	1%	4%
Connecticut	1%	0%	2%
Washington DC	1%	0%	2%
New Hampshire	0%	1%	0%
Rhode Island	0%	1%	0%

Southeast			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
Florida	6%	8%	3%
North Carolina	3%	3%	4%
Kentucky	3%	5%	1%
Virginia	3%	2%	4%
Tennessee	2%	2%	3%
Georgia	2%	2%	3%
Alabama	2%	2%	2%
Arkansas	1%	1%	2%
Louisiana	1%	3%	0%
Mississippi	0%	0%	1%

Region			
	Total (Base Size 202)	Companies w/ <500 Employees (Base Size 110)	Companies w/ 500+ Employees (Base Size 92)
West	18%	18%	18%
Midwest	22%	22%	22%
Southwest	8%	7%	10%
Northeast	26%	26%	25%
Southeast	26%	26%	25%