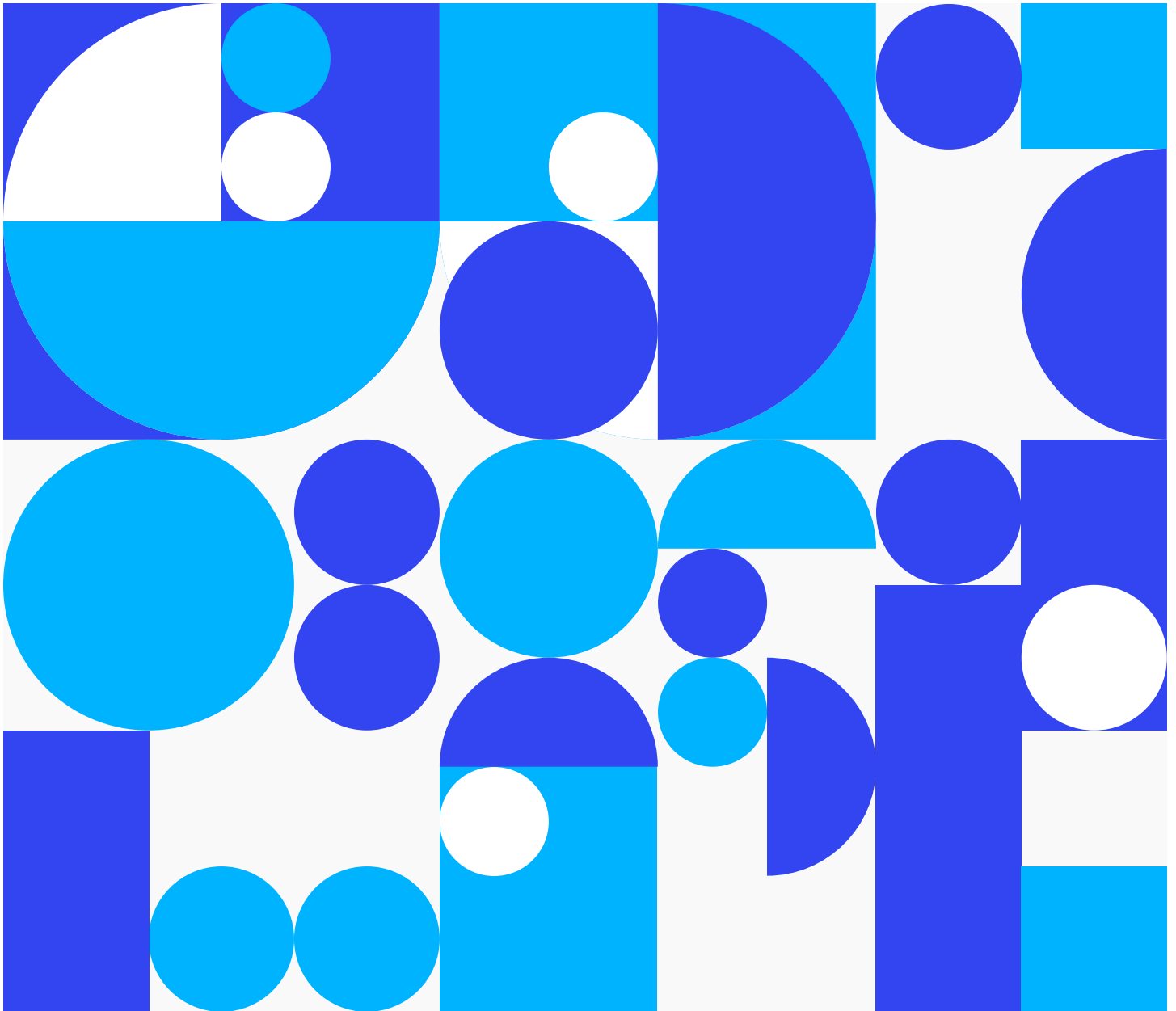


Festive and Flexible

A Visual Guide to Holiday Hiring 2019

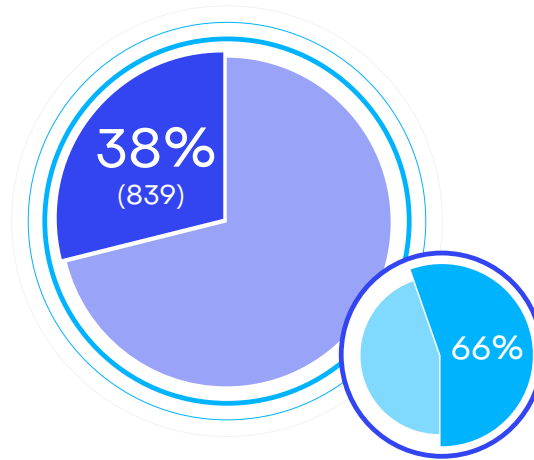


Festive and Flexible

Bluecrew and Toluna surveyed entry-level workers to understand how they're thinking about working over the holidays. **What we found is that flexible schedules take precedence over pay when people look for holiday work.**



Amount of surveyed respondents who noted they are looking for a seasonal/holiday job.

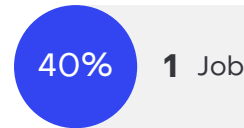


Read on to explore their responses.



Of the 18-34 year olds we surveyed are looking for a seasonal holiday job.

How many jobs will you have during the holiday season?

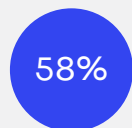


- 38% — 2
- 9% — 3
- 8% — More than 3
- 5% — None



Of respondents plan to work 2 or more jobs during the holiday season

Why are you taking on a holiday season job?

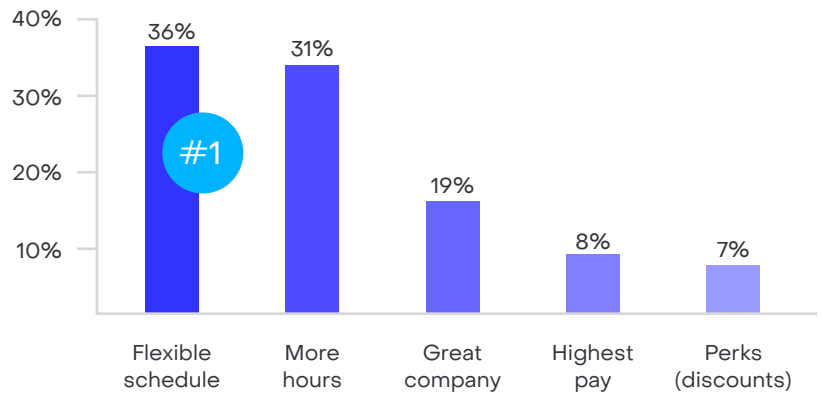


To earn extra money



To cover my monthly expenses

What do you look for most in a holiday job?



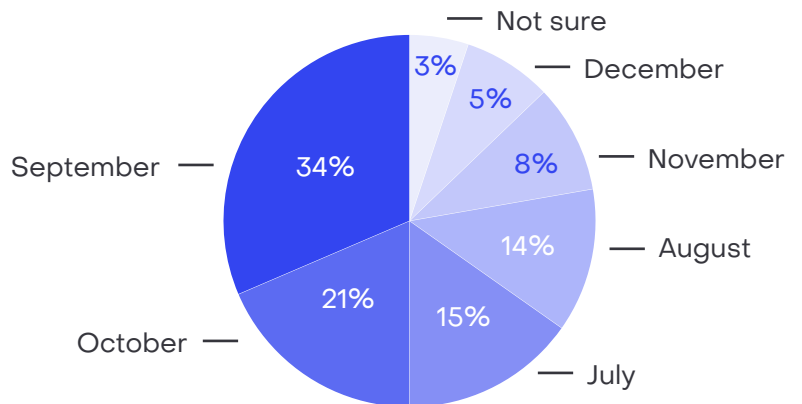
The primary benefit workers are looking for in a holiday job is a **flexible schedule that allows them to work when they want**.

More respondents **prioritized a flexible schedule or working more hours over getting the highest pay rate** when looking for a holiday job.

When do you plan to start looking for a holiday season job?

63%

Respondents were planning to start looking for a holiday season job before October



How easy or difficult do you feel it is to land a holiday season job?

63% Easy, I have a lot of options

20% — Difficult, there are few jobs that fit my criteria

9% — Not sure

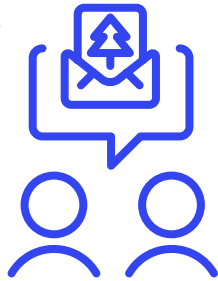
8% — Difficult, there are a lot of people competing for the jobs that interest me



Of respondents feel it will be difficult to land a holiday season job

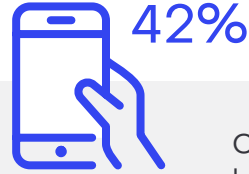
How do you plan to look for a holiday/seasonal job?

Respondents were asked to check all that apply.



- 75% — Online job marketplaces or job boards
(Indeed, CareerBuilder, Monster, etc.)
- 57% — Social media
(Facebook, Twitter, LinkedIn, Snap, etc.)
- 44% — Word of mouth
- 42% — Mobile apps
(Bluecrew, DoorDash, Uber, etc.)
- 34% — Help wanted or now hiring signs

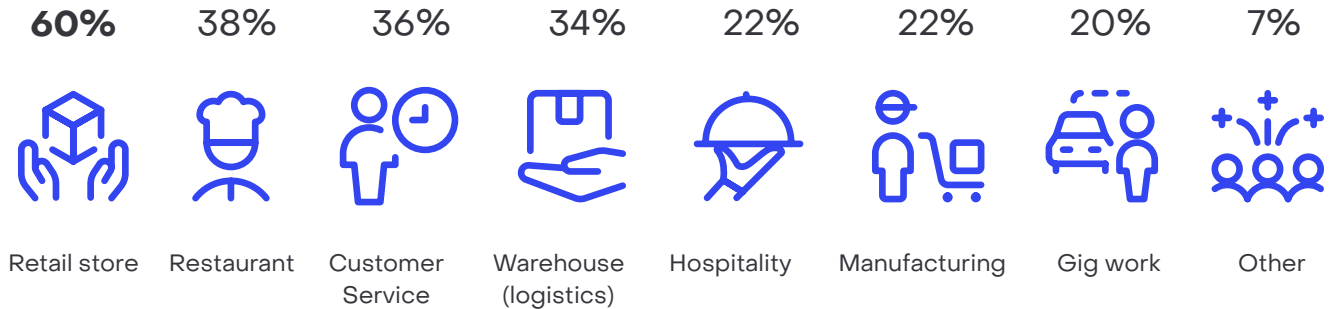
The primary source for respondents to look for a seasonal job are **online job marketplaces or job boards.**



Of respondents plan to look for holiday seasonal jobs through mobile apps.

Where do you plan on working?

Respondents were asked to check all that apply.

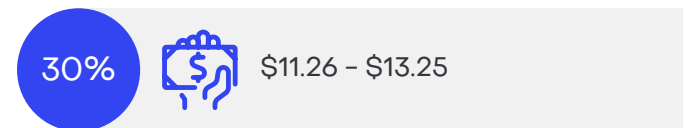


How much do you expect your hourly rate to be?

32% **\$\$\$** \$\$\$\$\$\$

Of respondents expect their hourly rate to be \$13.26 or higher

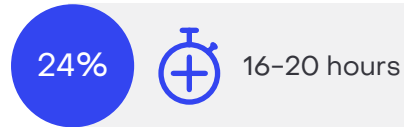
- 6% — Minimum wage in my state
- 9% — \$7.25 - \$9.25
- 23% — \$9.26 - \$11.25



- 17% — \$13.26 - \$15.25
- 15% — More than \$15.25 an hour

How many total hours do you want to work per week?

7% — 5 - 10 hours
9% — 11 - 15 hours



16% — 21 - 25 hours
11% — 26 - 30 hours
9% — 31 - 35 hours
11% — 35 - 40 hours
7% — More than 40 hours



Of respondents want to work less than 20 hours per week during the holiday season

How many total hours do you expect to be given by your employer(s) per week?

6% — 5 - 10 hours
15% — 11 - 15 hours



15% — 21 - 25 hours
12% — 26 - 30 hours
7% — 31 - 35 hours
13% — 35 - 40 hours
6% — More than 40 hours



Respondents expect to work at least 35 hours per week