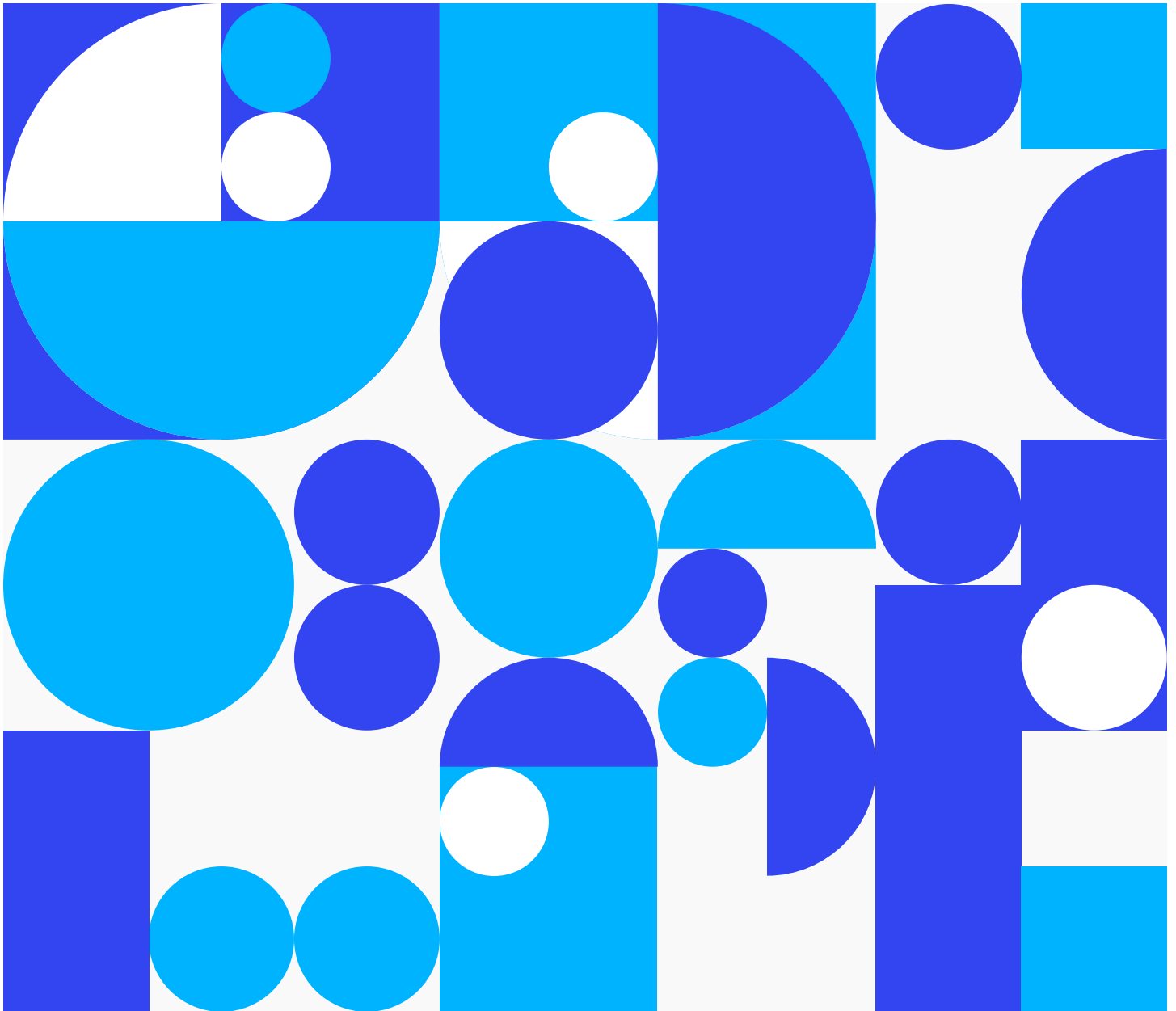


# Festive and Flexible

A Visual Guide to Holiday Hiring 2019

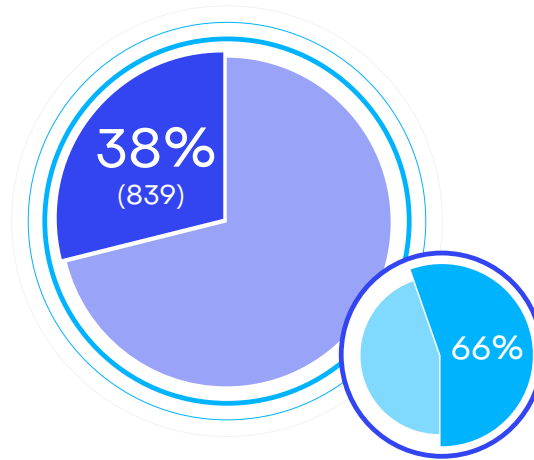


# Festive and Flexible

Bluecrew and Toluna surveyed thousands of 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.

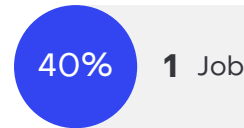


Read on to explore their responses.



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?

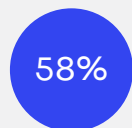


- 38% — 2
- 9% — 3
- 8% — More than 3
- 5% — None



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

## Why are you taking on a holiday season job?

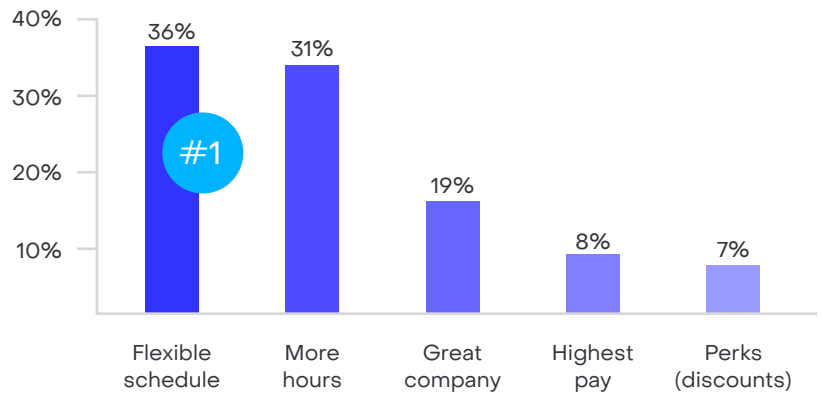


To earn extra money



To cover my monthly expenses

## What do you look for most in a holiday job?



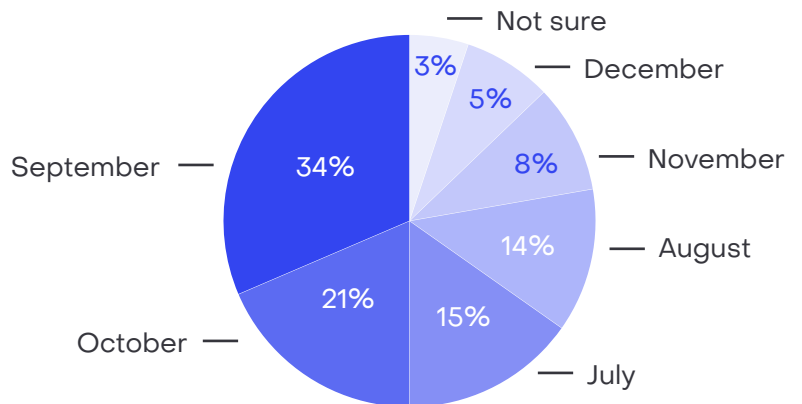
The primary benefit workers are looking for in a holiday job is a **flexible schedule that allows them to work when they want**.

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

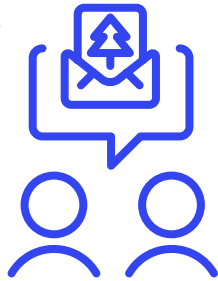
8% — Difficult, there are a lot of people competing for the jobs that interest me



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

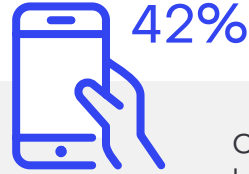
## How do you plan to look for a holiday/seasonal job?

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

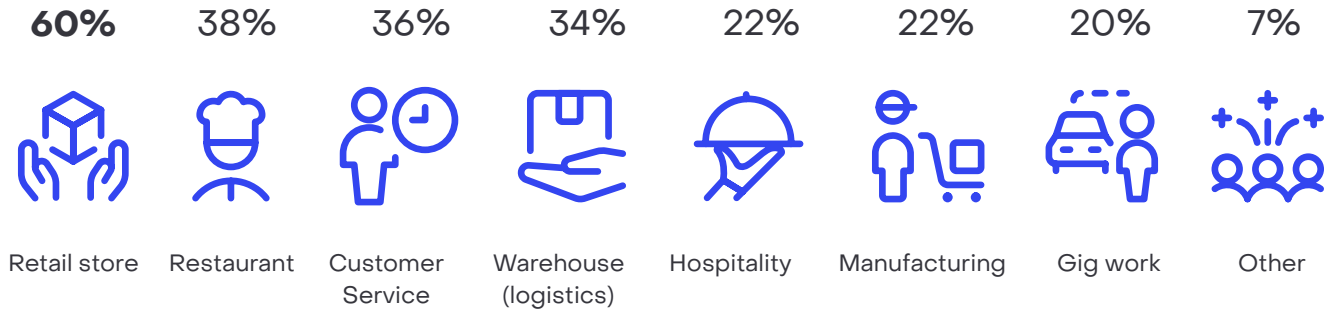
The primary source for respondents to look for a seasonal job are **online job marketplaces or job boards**.



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.

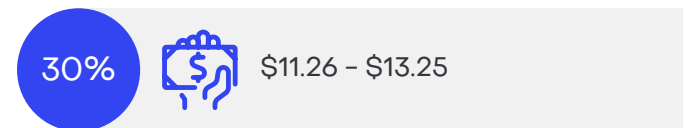


## How much do you expect your hourly rate to be?

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

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

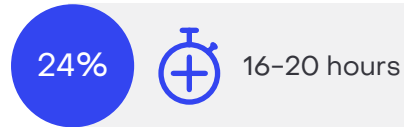
- 6% — Minimum wage in my state
- 9% — \$7.25 - \$9.25
- 23% — \$9.26 - \$11.25



- 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

# We Simplify On-Demand Holiday Staffing

Now's the time to start planning your holiday workforce – partner with us to make holiday staffing headaches a thing of the past!

Bluecrew is a technology-based staffing platform that solves antiquated hiring challenges by quickly connecting employers with a universe of pre-screened, W-2 workers.

Get started today at: [bluecrewjobs.com/employers](https://bluecrewjobs.com/employers)

