



MAKE A LIST & CHECK IT TWICE:

The Holiday Hiring
Hustle is Here

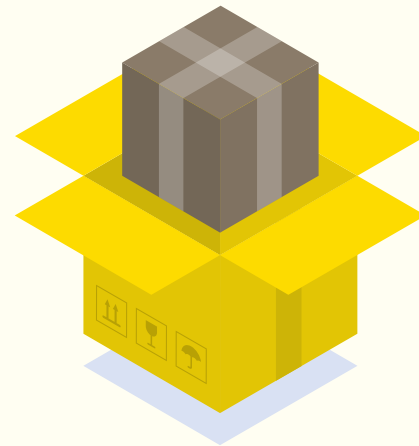
COAST TO COAST, BUSINESSES ARE GEARING UP FOR WHAT'S expected to be another booming holiday season. While the [average American adult](#) spends about \$967 on the winter holiday season each year, retailers are rushing to find workers to stock shelves, package online orders, and deliver them on time. In 2018, Target [set a goal to hire](#) more than 127,500 workers for the holiday season — but like many other retailers, the company faced difficulties filling all of those positions. **From retail to warehousing, customer service to manufacturing, nearly all industries will feel the effects of the seasonal boom this year.**



Business leaders, hiring managers, and decision makers have suffered from [labor shortages](#) during previous holiday seasons. Finding qualified and vetted talent can be difficult, especially when faced with one of the lowest unemployment rates in years and the need to fill orders, stock merchandise, and ensure quality of service.

For businesses who struggle to find in-demand, frontline workers during the holiday season, the problem may be twofold. First, they may not be tapping into the right places to find in-demand talent. Second, they may be behind the curve in terms of how to compensate in-demand talent during a time of year when demand is at its highest.

One way to combat this is to tap into the wide pool of gig economy workers who are looking for work to supplement existing jobs and find ways to work during the holiday season on their own terms. **36% of U.S. workers** are now part of the gig economy in some capacity, according to a [recent Gallup poll](#), and employers struggling to find workers to



fill warehouse, retail and delivery roles can find support in this flexible workforce with the right tools to source them.

As the in-demand staffing platform connecting tens of thousands of people with temporary work in industries like retail, warehousing, and shipping & logistics, Wonolo works closely with the gig workers filling seasonal labor needs, as well as with the companies hiring them.

To learn more about the state of seasonal labor and how businesses can attract and retain gig workers this coming holiday season, Wonolo analyzed its internal data of gigs completed from January 2018 - January 2019, with a specific focus on the August 2018 to January 2019 seasonal period.

IN THIS REPORT, WE'LL DIG INTO THE FINDINGS, INCLUDING:



BUSINESSES INCREASE WAGES DURING THE HOLIDAY SEASON

To compete for talent, Requestors (the companies that post jobs on Wonolo) raise hourly and per-shift wages significantly during the August to January season. On average, Requestors **increase hourly wages by 8%** during the holiday season, and **per-shift wages by 9%**.



SOME JOBS ARE MORE IN DEMAND THAN OTHERS

Wonolo's findings show holiday **merchandising, administrative, and customer service jobs** are among the most competitive to hire for this holiday season based on fill rate and Requestor feedback. We also heard from our users about what they look for most, and from our Requestors about how they attract workers outside of wages.



MILLENNIAL WOMEN ARE BECOMING AN INCREASINGLY LARGE PORTION OF THE WORKFORCE

Of the seasonal workers on the platform, 65% are Millennials. What's more, in five out of Wonolo's eight major markets, **female workers make up more than 50% of the workforce.**

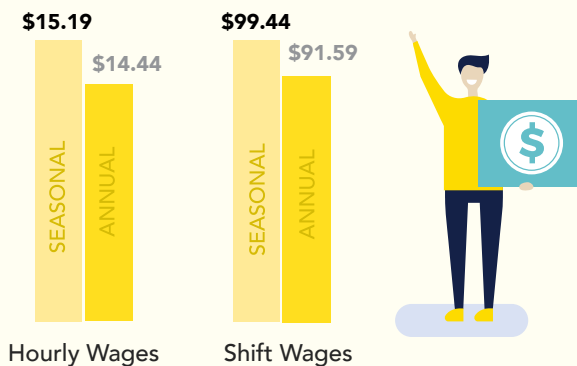


TOP COMPANIES HIRE SEASONAL TALENT EARLY

To ensure they're getting the best talent, Requestors increase wages **as early as August** to start attracting and retaining talent for the holiday season.

INCREASING SEASONAL PAY

The holidays are a great time for gig workers. Companies in a variety of industries need to hire additional labor to prepare for the holidays, which allows workers to be more picky about the jobs they take. For businesses looking to bring on workers for the holiday season, that means competition is fierce. In order to attract top talent, businesses from coast to coast are increasing hourly and per-job wages during the holiday season. Requestors across Wonolo's platform can expect to pay an average of **\$15.19 per hour** this holiday season. This represents an **8% increase** over the yearly average hourly pay of \$14.44. Platform wide, seasonal pay per gig **increased 9% to \$99.44**, up from the current yearly average of \$91.59.



Wonolo finds its SoCal Requestors pay the highest hourly wages on its platform, at \$18.59 per hour. Close behind are Requestors in the New York City/NJ Designated Market Area (DMA), with wages of \$18.41 per hour.

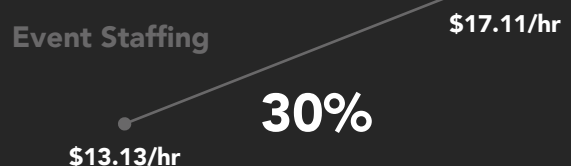
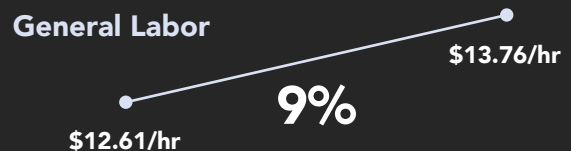
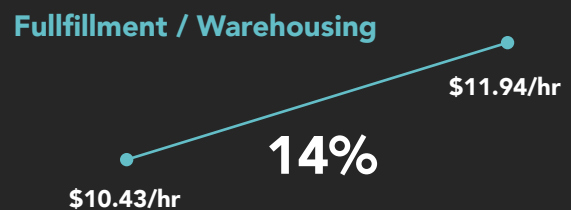
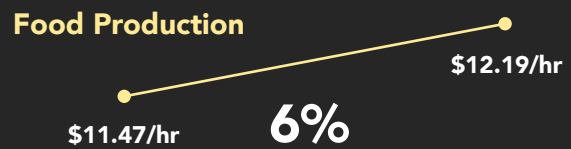
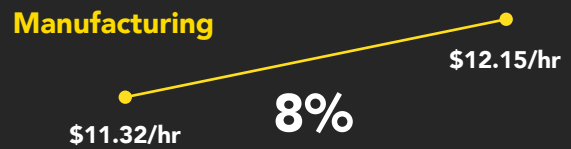


These both indicate **15% increases** in pay for each market, respectively, in comparison with the annual average hourly wage.

HIRING EARLY

Our data finds top Requestors on the platform start hiring early and set wages high to ensure they're getting the best talent. Requestors start to increase wages as early as August, steadily raising wages from late summer until the end of the year.

Here's a snapshot of a few job categories on Wonolo that increased hourly wages from August to December:



KEEPING UP WITH THE COMPETITION

Across the platform, Wonolo sees the highest seasonal hourly wages in the following job categories: Administrative (**\$32.43/hr**), Delivery (**\$18.05/hr**), Event Staffing (**\$15.48/hr**), and Merchandising (**\$15.44/hr**).

Retail sales are typically very high during the holidays, so it's no surprise that Merchandising shifts on Wonolo's platform are the highest paying per-job category, at \$113.20 per job. In fact, seasonal Merchandising jobs saw an **increase of 13% in total pay per job**, and hourly pay in the Merchandising category **increased 6%**, from a yearly average of \$14.59 per hour to **\$15.44 per hour, on average seasonally**.

Seasonal workers on the Wonolo platform have come to enjoy Customer Service, Administrative, Washing/Cleaning, and Merchandising jobs the best, ranking Requestors in these categories the highest. One Berkeley, California-based Wonoloer, Dawn K., has worked through Wonolo's platform during the holiday season and has found that jobs offering parking or free lunch are much more appealing, and she often chooses these over others.

But don't worry if you happen to fall outside those categories! We constantly hear about the inventive and beneficial ways our Requestors are helping to attract talent outside of increasing wages. Discounts on merchandise, free lunch, and parking are all great ways to help boost your profile among potential workers.

SEASONAL WORKER GENERATIONAL BREAKDOWN



Millennials | Gen X | Gen Z | Baby Boomers | Silent Generation

HIGHEST AVERAGE PAY PER HOUR



1. Administrative (**\$32.43**)
2. Delivery (**\$18.05**)
3. Event Staffing (**\$15.48**)

HIGHEST AVERAGE PAY PER JOB



1. Merchandising (**\$113.20**)
2. Administrative Work (**\$111.37**)
3. Customer Service (**\$104.03**)

MILLENNIAL WOMEN TAKE HOLIDAY WORK BY STORM

Women are becoming an increasingly large part of the gig economy. In fact, five out of Wonolo's eight major markets count women as more than 50% of their workforce. And while our recent Age of the Hustle data report found that Boomers are the most active generation on Wonolo's platform during the calendar year, the dominant age demographic working during the holiday season is actually Millennials, who make up 65% of the seasonal workers on the platform.

What industries should expect to see an influx of these workers? Wonolo finds women performing more than 50% of the jobs in Administrative and Data Entry categories, and more than 45% of the jobs in Event Staff, Food Production, Fulfillment/Warehousing, and Merchandising.



HIRING THIS HOLIDAY SEASON?

HERE'S WHAT YOUR LOCAL SEASONAL WORKFORCE IS EXPECTING.



SOUTHERN CALIFORNIA

- On average, Requestors pay \$18.59 per hour or \$103.44 per job on Wonolo's platform during the holiday season.
- SoCal workers represent Wonolo's hungriest workforce with a 95% fill rate, and give Requestors an average rating of 4.9/5.
- Top category jobs seasonally in SoCal:
 1. Customer service
 2. Administrative
 3. Delivery
- Average age of Wonolo workers: 35



NORTHERN CALIFORNIA

- On average, Requestors pay \$17.57 per hour or \$108.26 per job on Wonolo's platform during the holiday season.
- Workers in Northern California give Requestors an average rating of 4.9/5.
- Top category jobs seasonally in NorCal:
 1. Administrative
 2. Merchandising
 3. Customer Service
- Average age of Wonolo workers: 36



NYC/NJ DMA

- On average, Requestors pay \$18.41 per hour or \$96.47 per job on Wonolo's platform during the holiday season.
- Workers in NYC/NJ give Requestors an average rating of 4.8/5.
- Top category jobs seasonally in NYC/NJ DMA:
 1. Administrative
 2. Customer service
 3. Food production
- Average age of Wonolo workers: 36

Conclusion

In-demand hiring services present an unparalleled opportunity to hire the best seasonal labor. As opposed to traditional temporary staffing agencies, in-demand hiring platforms work rapidly to deliver both a high-quality workforce and the assurance a fast-paced business needs this holiday season. With so many industries looking for additional help around the holidays, companies need to do what it takes to stay competitive and attract top talent. Workers across the country are cashing in on the holiday season to earn competitive wages - so to compete for talent, start seeking out talented workers early in the year and offer a competitive wage or added perks to sweeten the deal.

About Wonolo

More than 300,000 people have joined the Wonolo platform to look for gig work. Wonolo currently offers hundreds of thousands of gigs across the nation, operating in New York/NJ, the Northern California, Southern California, Chicago, Atlanta, Dallas/Fort Worth, Southern Florida, Detroit and Nashville.

The most widely available jobs on the platform are: Customer service, Delivery, Event Staff, Food Production, Fulfillment / Warehousing, General Labor, Manufacturing/ Production, Merchandising, and Washing & Cleaning.

Methodology

This report is based on proprietary information gathered and analyzed by Wonolo. For the purpose of this report, Wonolo focused on trends in temporary hiring in the United States. The numbers included reflect trends among more than **300,000 Wonoloers** from January - December 2018.

Information

For more information, contact wonolo@inkhouse.com

