More Employers to Hire Permanent and Seasonal Staff in the Fourth Quarter, According to CareerBuilder's Latest Forecast

- Permanent hiring to increase 9 percentage points over last year
- Half of retailers plan to hire seasonal staff; pay to increase
- Study reveals the No. 1 mistake that causes seasonal job candidates NOT to get hired

CHICAGO and ATLANTA, Oct. 6, 2017 /PRNewswire/ -- Whether you are looking for permanent employment or a seasonal gig around the holidays, CareerBuilder's Q4 2017 Job Forecast is predicting an uptick in both jobs and pay. The national study was conducted by Harris Poll on behalf of CareerBuilder from August 16 to September 15, 2017 and included a representative sample of 2,257 hiring managers and human resource professionals and 3,697 full-time workers across industries and companies sizes in the private sector.

Q4 Highlights:

- 43 percent of employers plan to hire full-time, permanent employees in Q4, up from 34 percent in 2016; 73 percent plan to increase salaries.
- 35 percent of employers expect to hire seasonal workers in Q4, up from 33 percent last year; 51 percent plan to increase pay for seasonal staff.
- 50 percent of retailers are hiring seasonal employees, on par with last year (49 percent). The percentage paying $10 or more per hour jumped 23 percentage points over the last two years.
- Nearly 1 in 5 workers (19 percent) say they are looking for a seasonal job over the holidays this year, up from 16 percent last year.
- The percentage of employers who are transitioning seasonal employees into permanent staff has reached a new high (70 percent) and has grown at an accelerated rate over the last few years.

Infographic: cb.com/Q4JobsForecast

"Our survey is pointing to a significant year-over-year gain in permanent hiring and a smaller boost in seasonal hiring in Q4, though the short-term effects of hurricane damage on the U.S. mainland remain to be seen," said Matt Ferguson, CEO of CareerBuilder and co-author of *The Talent Equation*. "One of the most telling trends from our research is the fact that many employers are willing to increase pay for both permanent and seasonal staff. This speaks to the sharpening competitive dynamic among employers that we have seen throughout 2017."

Full-time, Permanent Hiring
In Q3 2017, 44 percent of employers added full-time, permanent headcount while 8 percent decreased headcount, both improvements over the previous year. Positive trends are expected to continue with 43 percent of employers planning to hire new employees in the fourth quarter, up from 34 percent last year. Seven percent expect to reduce staff, down from 9 percent last year, while 47 percent anticipate no change and 3 percent are unsure.

Seasonal Hiring and Pay for Retail
Retailers are expecting another busy shopping season and are becoming more competitive in terms of what they are willing to pay seasonal workers. Half of retailers plan to hire seasonal workers in Q4 and, of these employers[1], two-thirds (66 percent) will pay them $10 or more per hour, a big jump from 53 percent in 2016 and 43 percent in 2015.

Overall Seasonal Hiring and Pay
Looking across industries, 35 percent of employers are planning to have extra hands on deck to help with increased demands over the holidays, wrap up the year or ramp up for 2018. Of those hiring, 70 percent expect to hire some seasonal workers for full-time, permanent roles, up from 62 percent last year and up from 42 percent three years ago.

Employers across industries are also prepared to pay a higher premium for seasonal talent. Of those hiring seasonal workers, 45 percent will pay $15 or more per hour. Top areas they will be hiring seasonal staff for include:

- Customer Service – 38 percent
- Accounting/Finance – 24 percent
- Administrative/Clerical Support – 22 percent
- Technology – 18 percent
- Shipping and Delivery – 15 percent
- Inventory Management – 14 percent
- Gift-wrapping – 12 percent

- Hospitality – 10 percent
- Sales (non-retail) – 9 percent
- Public Relations – 9 percent
- Marketing – 9 percent

Permanent and Seasonal Hiring By Region
The West leads all regions in the percentages of employers planning to hire full-time, permanent staff and seasonal staff in Q4 (49 percent and 44 percent, respectively). The South is reporting the largest year-over-year improvement for both categories. While the Northeast and Midwest reported healthy increases in the percentages of employers hiring full-time, permanent staff, plans for seasonal hiring were similar to last year.

Region	Permanent Hiring in Q4 2017	Permanent Hiring in Q4 2016	Seasonal Hiring in Q4 2017	Seasonal Hiring in Q4 2016
West	49%	39%	44%	40%
South	45%	34%	37%	32%
Northeast	41%	35%	33%	34%
Midwest	36%	29%	25%	27%

Biggest Mistakes That Can Cost You a Seasonal Gig
Flexibility is key in landing seasonal gigs, according to the study. When hiring managers were asked to identify what turns them off when they are interviewing a seasonal job candidate, refusing to work certain shifts was at the top of their list:

- Unwilling to work certain hours – 46 percent
- Doesn't take the interview seriously – 42 percent
- Is not enthusiastic – 40 percent
- Too casual or unprofessional – 38 percent
- Knows nothing about the company or products – 30 percent
- Seems more interested in the discount than the opportunity – 29 percent

[1] Base size of retail employers who are hiring seasonal staff was nearly 100; results to be interpreted as directional

**Totals may not equal 100 percent due to rounding or the ability to choose more than one response.*

Survey Methodology
This survey was conducted online within the U.S. by Harris Poll on behalf of CareerBuilder among 2,257 hiring and human resource managers ages 18 and over (employed full-time, not self-employed, non-government) and 3,697 employees ages 18 and over (employed full-time, not self-employed, non-government) between August 16 and September 15, 2017 (percentages for some questions are based on a subset, based on their responses to certain questions). With pure probability samples of 2,257 and 3,697, one could say with a 95 percent probability that the overall results have sampling errors of +/- 2.06 and +/- 1.61 percentage points, respectively. Sampling error for data from sub-samples is higher and varies.

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