Trends and Insights in the Hourly Hiring Marketplace

April 25, 2018
Pennsylvania Restaurant & Lodging Association
Introduction
Industry Challenges
Today’s Hourly Workers
Mobile, Mobile, Mobile
What to do
PRLA Partnership
Q&A
Rough Road Ahead

Hourly hiring challenges in 2018 & beyond
The hourly workforce

Rough road ahead

133M

Workers in the U.S.

of which

78M

are hourly

133M

U.S. Employment

Hourly

Skilled
Lightly-Skilled: Enterprise
Lightly-Skilled: SMB
Salaried
Hourly Hiring Challenges

44%  Lack of qualified workers

34%  Lack of available workers

30%  Competition due to openings by other employers
The Changing Landscape

Hourly hiring regulation in the spotlight

- Rising minimum wages - Fight for $15
- Restrictive Scheduling
- Affordable Care Act Compliance
- National Overtime Work Regulations
- Ban the Box Legislation
It’s a competitive hiring market

- **Unemployment rate**: 4.2%
- **Turnover rate**: 120%
- **Increase in wages**: 38%

It’s hard to **find** workers.  It’s hard to **keep** workers.  It costs to be **competitive**.

THE NEW FACE OF TODAY'S HOURLY WORKERS

Their mindset is shifting
Hourly workers tend to be young

- Under 20: 31%
- 20s: 40%
- 30s: 13%
- 40s: 8%
- 50s: 6%
- 60+: 2%

71% under 30 years old
Enter the Millennial...
Shift in demographics

75% of the U.S. workforce
by the year
2025
(yes, that’s less than 7 years away)
Life as a Millennial

Spend **18 hours a day** consuming media – and often on multiple devices

**36 percent** see their job as a way to pay bills while pursuing other interests

**43 percent** live with their parents or family members

Yet, they only spend 3-5 minutes a day engaged in a verbal, meaningful conversation with their parents.

As workers mature, they want a job that is a “long-term career investment”

Low wages and high living costs are forcing younger workers to live at home longer
Gen Y and Gen Z dominate work

Ready for it? Gen Z is here

STATE OF THE HOURLY WORKER
2017 ANNUAL REPORT

43% Gen Y (Millennials)

19% Gen Z
What Do Your Hourly Workers Really Want?
What’s most important when considering a job

For all hourly job seekers

1. Pay (94%)
2. Hours (94%)
3. Location (90%)
4. Opportunity (87%)
5. Perks (80%)
How to get ahead with Gen Y & Z

Offer flexible schedules and lots of hours
Recruiters should offer as many hours as possible and be up front about them in job descriptions. Taking advantage of scheduling tools so Generation Z hourly workers can pick up shifts or change availability when they need to can also help to retain employees.

Don't overlook money
Be sure to include details like pay, hours and location in job descriptions—it’s what Generation Z is most looking for when applying and considering jobs.

Offer training and advancement
Employers should list training and advancement opportunities in job descriptions to attract high-quality, hard-working Generation Z candidates. In addition, if tuition assistance is possible, note that.
Job search insights

Fear of the Black Hole

92 percent of job seekers want to be notified -- even if they didn’t get the job

Simplify the application

50 percent more likely to complete an application with a shorter assessment (220 questions vs. 55)

They want flexibility

86 percent of job seekers say that a flexible schedule would make them want to work for an employer

Data Source: Proprietary Snag data
Another Thing... Millennials are Mobile
Millennials are always connected

90% sleep with their cell phones
80% multitask on devices while watching TV
74% would give up alcohol for a week vs their smartphone

Sources: Pew, Razorfish, Telenav.com
Increasingly mobile

90 percent of Millennials use a smartphone to find jobs
and look for work... everywhere!

- 41% while in bed
- 38% during their commute
- 36% in a restaurant
- 30% at work
- 18% in the restroom

Source: Jobvite
Only 54 percent of employers are posting jobs that can be applied to with a smartphone.
Time to hire is shorter than ever

They can find a new job faster than you can fill

16% Employers who are able to fill open jobs within 1 week

50% Job seekers who say they found their job in 1 week or less
<table>
<thead>
<tr>
<th>Industry</th>
<th>Days from Apply to Hire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sandwiches</td>
<td>17.0</td>
</tr>
<tr>
<td>Sports</td>
<td>24.0</td>
</tr>
<tr>
<td>Casual dining</td>
<td>25.0</td>
</tr>
<tr>
<td>Beverages</td>
<td>27.5</td>
</tr>
<tr>
<td>Furniture</td>
<td>27.5</td>
</tr>
<tr>
<td>Pizza</td>
<td>28.0</td>
</tr>
<tr>
<td>Product retailers</td>
<td>28.0</td>
</tr>
<tr>
<td>Fast casual</td>
<td>28.5</td>
</tr>
<tr>
<td>Fast food</td>
<td>28.5</td>
</tr>
<tr>
<td>Big box</td>
<td>29.5</td>
</tr>
<tr>
<td>Clothing</td>
<td>30.5</td>
</tr>
<tr>
<td>Department stores</td>
<td>30.5</td>
</tr>
<tr>
<td>Crafts</td>
<td>40.3</td>
</tr>
<tr>
<td>Grocery</td>
<td>42.3</td>
</tr>
<tr>
<td>Convenience stores</td>
<td>60.0</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>60.8</td>
</tr>
</tbody>
</table>
A few more tips for recruiting hourly workers

- Optimize your careers page
- Clearly define and communicate your hiring criteria
- Share your mission, vision and core values
- Sell yourself to the potential new hire - what truly makes you different?
Partnering together

How Snag works for PRLA Members
We’re snag.

- Targeted recruitment marketing
- Easier applicant tracking
- Automated & compliant onboarding

snag.
Snag is a platform for hourly recruiting, recruitment marketing and optimizing shifts through flexible work.

**Snag Recruiting Services**
Custom, high-speed, high-volume and high-quality recruitment marketing services. We'll even run the recruiting process for you.

**Snag Onboarding**
Manage your workforce with onboarding and built-in compliance. Get your new workers ready for day one with an easy-to-use system.

**Snag Recruiting Platform**
Post jobs, match with the right candidates and power managers with the easiest-to-use recruiting platform available.

**Snag Flexible Work (HUSL)**
Optimize your shifts by sourcing and activating qualified workers looking for flexible work opportunities. Tap into Snag’s HUSL network, or we’ll build one for your brand.
Snagajob program for PRLA Members

Visit learn.snagajob.com/prla

10% Discount across Snag’s full suite of hourly hiring solutions including:

Snag Sourcing
With over 85M workers, promote your jobs through America’s largest and most mobile friendly hourly job network

Snag Recruiting Platform
Complete mobile sourcing, recruiting, screening, real time applicant alerts and applicant tracking software.

Snag Onboarding
Automate new hire paperwork with electronic I-9’s, W-4’s, state tax forms, policies/handbooks, and E-Verify.
QUESTIONS?
Thank you.

Joe Gabriel
Sr. Business Development Mgr
joe.gabriel@snagajob.com
703.457.7873
linkedin.com/in/jjgabriel

learn.snagajob.com/prla