

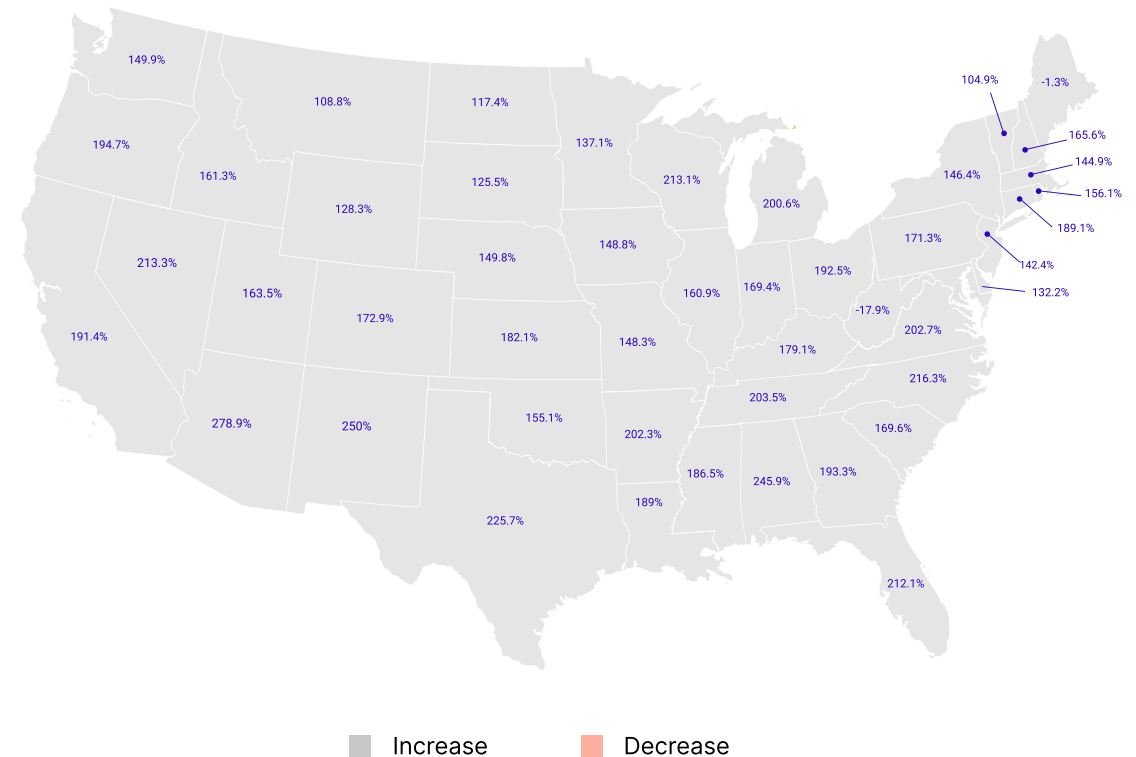
Retail Hiring Report – July 2021: Getting inside the mind of workers to boost retail recruiting

**Retail is on the upswing,
but competition is everywhere**

As states have rolled back pandemic restrictions and vaccinations continue, there are more retail jobs available and people searching for these roles across all 50 states. Most states saw a large increase in job seekers and postings for retail positions month-over-month from May to June. The National Retail Federation expects sales will [“grow between 10.5 percent and 13.5 percent over 2021”](#) and employers will be competing for talent throughout the remainder of the year to help sustain and drive this growth. With “back to school” and holiday seasons looming, a surge to hire will likely start earlier than previous years.

% Change in job listings

June MTD vs. same days in May



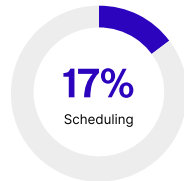
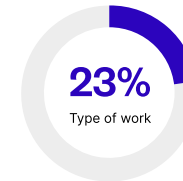
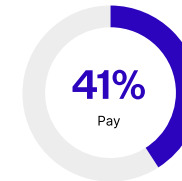
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Changes in worker outlook may affect retail hiring

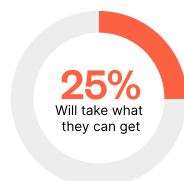
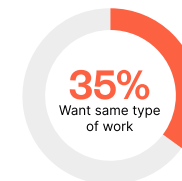
While hiring for retail can be challenging at any time, it's important to note that the pandemic may have reshaped thinking about work and personal life. In a recent Jobcase survey, we asked unemployed people about returning to work after the past year. We found the biggest hesitation is still about health/COVID-19 concerns (31%), followed by pay rates being too low (13%), caring for other family members (10%) and childcare/homeschooling (5%). Also, when asked which are the most important reasons for selecting a new job, respondents mentioned very relevant aspects of the retail industry – pay, type of work, and scheduling – as the top three answers. Separately, 25% of our survey respondents said they'd consider returning to work if it was a work-from-home job.

These findings are critical to understanding the current mindset of workers and seem to be indicative of people reconsidering what they really want. When we asked the same unemployed workers what they are looking to do – over a third mentioned they're looking for the same type of work they had previously, but nearly 30% of people are looking for something new, and only a quarter of respondents said they feel the need to take what they can get. So for the majority of unemployed workers, monetary urgency may be taking a back seat to finding something more ideal for their individual lifestyles.

Unemployed Workers:
Top 3 reasons
for selecting a
post-pandemic job



Unemployed Workers:
Approach to
landing a
post-pandemic job



A big jump in searches for retail positions

(MoM – May to June, 2021)

+197%
STOCK CLERKS

+204%
RETAIL SALESPERSONS

+195%
CASHIERS

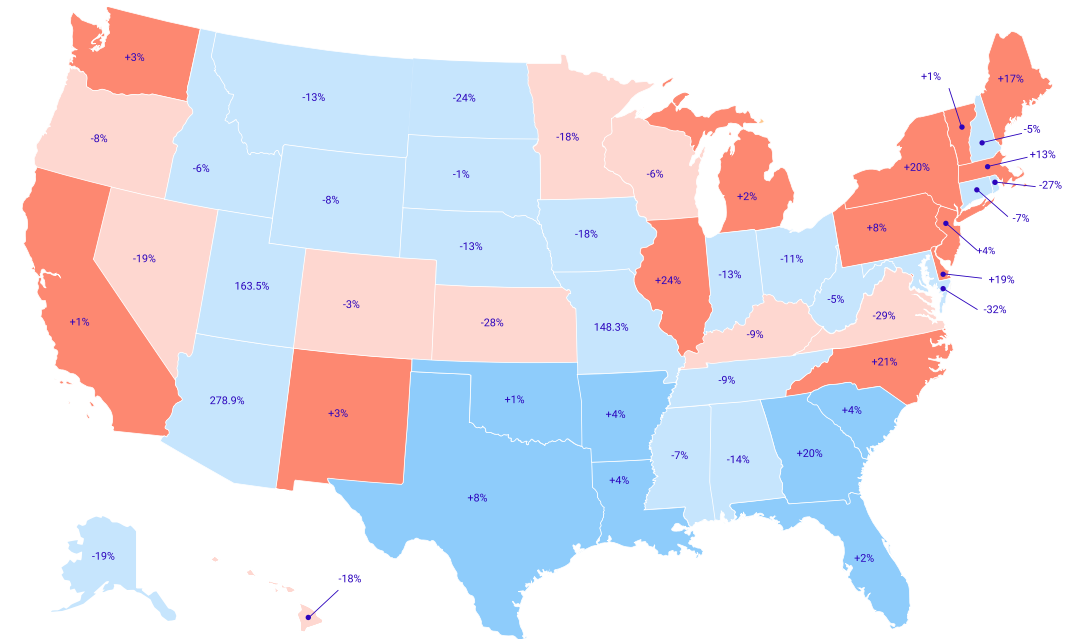
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Unemployment may not be a big motivator for retail hiring

The shift in retail worker behavior is particularly striking in the context of removing federal unemployment benefits. Several states are ending the additional \$300 per week many people receive, thinking this might be the right impetus to get people working again. Jobcase's June data for job seeker interest in the retail sector seems to suggest otherwise. In fact, in the 26 states that have removed these benefits, only 7 have shown growth in job seeker activity for retail jobs above the national average increase of 14%. On the flipside, 13 of the 24 states that have kept federal benefits have shown growth above the national average increase. So, it seems that - for retail jobs at least - the lack of unemployment assistance is not a huge factor in building job seeker interest.

Job seeker interest in retail roles – % change vs. 14% national average growth

States that KEPT or CUT \$300 federal unemployment benefits (June 2021)



KEPT Federal benefits

- Below National Average
- Above National Average

CUT Federal benefits

- Below National Average
- Above National Average

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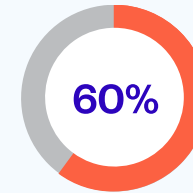
Suggestions to attract retail workers

Start an ongoing dialog that addresses worker needs

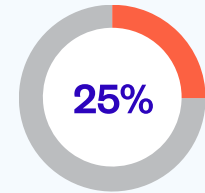
Being conscious of recent worker concerns can help you engage with a more diverse audience. Your current staff members can help. When employees engage on company social media channels they play an active part in the hiring process – providing an inside look at your culture. You can also leverage the Jobcase Community and Company Hubs to speak directly with Jobcase members. The more consistent your engagement, the more you will be top of mind for job seekers.

Age diversity could benefit your recruiting

Broadening your talent audience to include people of every age – Boomers, Gen X, Millennials, or Gen Z – [is always a good strategy and an advantage for your workforce.](#) You'll want every generation to recognize and connect with your company in some way. [Personalizing messaging](#) and improving your response time may appeal to younger people, while being flexible may attract older workers. Discover how to create appropriate opportunities as your workforce ages.



**Jobseekers interested
in retail in the last 6
months are age 45 or older**



**of United States
workers will be
55+ by the year 2025**

Talking about company culture, commitment to diversity, community involvement, technologies you use, and internal mobility can help attract potential employees of any age. [Providing resources](#) that set expectations for the hiring process are very helpful too! Jobcase has great capabilities to help you engage with any age group.



We see more and more ... someone starting with us as a part-time associate thinking that this isn't going to be their long-term career. But in fact, it turns into their career. Internal growth has improved because people feel like they are a part of something bigger. When they are challenged and can see personal and professional growth, this increases retention.

Heather Rose- Director of Stores, Pacsun