

SEASONAL EMPLOYMENT

All info is based on 2014 statistics of US adults unless otherwise specified



92.2%

Of adults celebrate the winter holidays of Christmas, Hanukkah & Kwanzaa, it really is the most wonderful time of the year

616.1

BILLION DOLLARS

NOVEMBER-DECEMBER RETAIL SALES

4.1%

GROWTH FROM 2013



These winter holidays generate nearly 40% of yearly retailer profits and account for almost 1/3 of their total sales



126,892,543

ESTIMATED NUMBER OF CYBER MONDAY SHOPPERS



300,00,000

NUMBER OF SHOPPERS DURING BLACK FRIDAY WEEKEND

\$50.9 BILLION = TOTAL SPEND ON BLACK FRIDAY



WHEN PEOPLE BEGIN THEIR HOLIDAY SHOPPING:

BEFORE SEPTEMBER

SEPTEMBER

OCTOBER

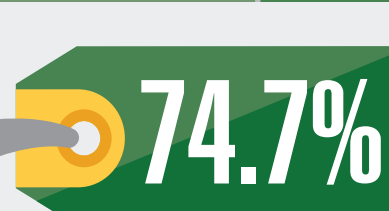
NOVEMBER

12.1%

6.9%

21.4%

40.9%



considered sales/discounts the most important factor when choosing where to shop



Retailers like Macy's and Toys "R" Us have been known to keep their doors open for 65 & 88 hours straight in the days leading up to Christmas Eve

Walmart even made a "checkout promise" to its customer ensuring that every register would be open during peak hours



RETAIL EMPLOYEES ADDED DURING THE HOLIDAY SEASON:



MACY'S	86,000
TARGET	70,000
WALMART	60,000
KOHL'S	67,000
AMAZON	80,000



This demand doesn't just increase traditional, in-store retail jobs, but also jobs in shipping & logistics, warehousing, distribution & call centers

981,300

Total holiday hires were made in Q4 by dependent sectors compared to 325,000 in 2008



500 MILLION

UPS spent \$500 million on upgrades to gear up for the holiday season

2 BILLION

FedEx spent almost \$2 billion on air cargo network updates



1.8 MILLION

FedEx Express shuttled an average of 1.8 million packages per night through the Memphis International Airport



470 MILLION

USPS delivered more than 470 million packages between Thanksgiving & Christmas Eve



Target introduced a "ship from store" option which turned back rooms at 136 locations across the country into local distribution centers to allow for faster shipping

Sources

<http://time.com/money/3422663/holiday-shopping-season-trends/>
<http://business.time.com/2012/12/17/toys-r-us-88-hour-shopping-marathon-because-sometimes-you-need-a-furby-at-3-a-m/>
<http://blog.walmart.com/business/20140816/long-checkout-lines-not-this-holiday-season>
http://www.nytimes.com/2014/12/22/business/crunch-time-for-fedex-and-ups-as-last-minute-holiday-shipping-ramps-up.html?_r=0&module=ArrowsNav&contentCollection=Business%20Day&action=keypress®ion=FixedLeft&pgtype=article
https://nrf.com/sites/default/files/Holiday%20%231%202014_0.pdf
<http://www.retailtouchpoints.com/features/trend-watch/leading-retailers-ramp-up-holiday-hiring-will-they-keep-up-the-pace>