

Hiring in 2022: By the Numbers | January 2022

Tight labor markets and “The Great Resignation” have caused employers to rethink how to attract and retain talent, but there are miles to go on today's recruiting road. Here are some stats and observations – from both the Jobcase community and the larger economy – about what to expect, and why they matter.

It'll take “real” progress to attract real workers

While many employers should be applauded for responding to the pandemic with better pay and benefits, more has to happen to get the labor market back on its footing. Economic changes in inflation and work hours are limiting some of the “real” impact on gains in wages.

Higher wages didn't equal higher income in 2021 ...

↑ **4.8%**

[Average Wages
All US Jobs](#)

↑ **3.7%**

[US Civilian Worker
Labor Costs](#)

↓ **1.9%**

[YOY Real Average
Hourly Earnings](#)

↓ **1.9%**

[YOY Real Average
Weekly Earnings](#)

[Compensation expected to rise](#)

↑ **3.9%**

higher salary
increase budgets

What matters for 2022: Your approach to wages could either hurt your competitiveness or set you apart.

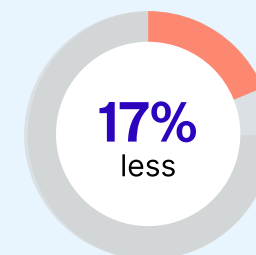
Since wages haven't grown beyond inflation, the clearing price for attracting workers has not been met yet.

The collective actions of workers – not just individual employers – are determining labor pricing.

Be prepared to pay more.

You might be competing with childcare

[A recent US Treasury report](#) reveals why taking care of the kids is one of the biggest barriers to recruiting hourly workers. Many potential employees – especially women – stay home because it makes more economic sense. Not to mention, the average pay for childcare workers is below the poverty line in 41 states. Jobcase can confirm – childcare job seeker activity has fallen. Considering viewed jobs as a percentage of total open roles, there's a big gap in interest for early childcare roles (55%) versus all types of education positions (72%).



Activity on Jobcase
for childcare roles VS
all education jobs

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350,000

[Workers left childcare industry during COVID](#)

up to **68%**

of daycare facility costs are wages and benefits

\$25K

Avg yearly pay – childcare worker

\$31K

[Avg yearly pay – retail salesperson](#)



OHIO

[Even in states with moderate costs, childcare is tough for the average minimum wage worker.](#)

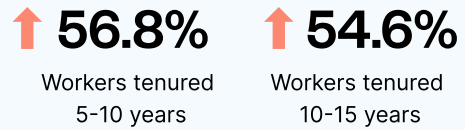
Resignation, retirement, and embracing the fluid workforce

The pandemic seems to have accelerated job hopping and the choice to retire by many aging workers. In fact, one study claims that about [23% of employed Americans may resign](#) in the next 12 months, and many more younger workers are likely to leave their jobs over the next year than older workers (34% VS 15%). But while you might expect people with 1-5 years on the job to be more mobile in the US labor force, evidence suggests that higher tenured groups and older workers are now the ones who are jumping ship.

What matters for 2022: Less childcare workers means less people could be available to hire. Easing the burden of childcare may make your roles more attractive to working parents. With a tough combo of state regulations, poor wages, health concerns and rising expenses, employers can help eliminate uncertainty by subsidizing the cost, standing up on-site facilities, or giving working parents added flexibility.

Jobcase for employers

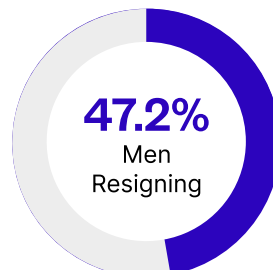
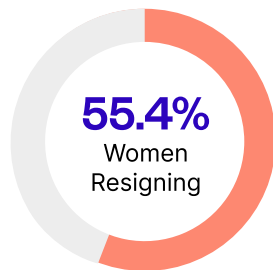
Resigning is up



Retiring is up

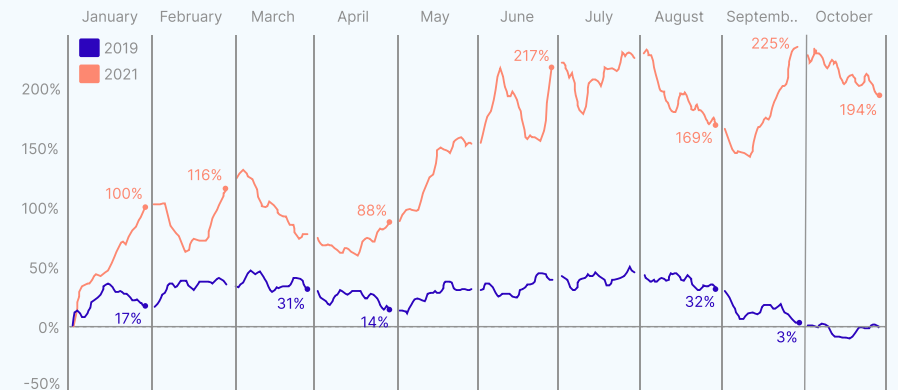


More women are leaving their jobs



Battling the Quit Rate with Pay?

[Leisure and Hospitality \(L&H\) quit rates](#) rose in 2021 – at 6.4% as of September. However, wages in the industry also increased 11% over the last year. This could be a reason for a steady change in L&H job seeker interest. Jobcase saw average job seeker activity peak in late September at an increase of 225% since the beginning of the year.



Jobcase's Retail Worker Appreciation Survey:

Showing you care might be your best recruiting tool

In November, Jobcase released a study revealing the thinking of retail workers and consumers. 27% of worker respondents felt they have been treated better by their employer since before the pandemic.

What matters for 2022: Don't underestimate the value of letting people work for you on their own terms. Accommodating real life issues is a huge draw. 44% of all retail workers (ages 18-75) in our survey are married, and 43% have children in the home. 58% of those children are age 12 or less. So, there are a lot of single parents, two-income families, or people taking care of their parents who are trying to make things work. As an employer who cares – with flexibility, schedule predictability, proactive wage increases and benefit improvements – you will have an advantage in attracting the average worker.

Top reasons for retail worker happiness:



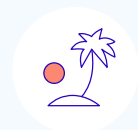
Top retail worker benefit priorities:



1. Increased Wages

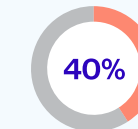


2. Flexible Schedule

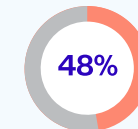


3. More Paid Time Off

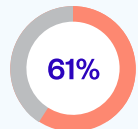
Important observations to retain workers:



said better pay/benefits at other companies caught their interest



feel their employer doesn't consider their feedback when making policies



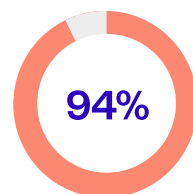
of consumers prefer to buy from companies that treat workers well

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Other opportunities to widen and diversify your talent pool in 2022:

Consider how your systems hold you back

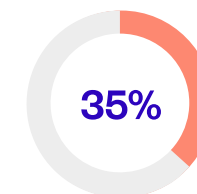
[According to a Harvard Business School study](#), ATS and RMS systems eliminate too many relevant candidates. 94% of employers felt that qualified middle-skilled workers get vetted out of consideration because they don't match the exact job criteria. The use of filters, such as removing resumes with employment gaps, has a huge impact on employment outcomes.



of employers know their systems remove qualified applicants

Eliminate education barriers ...

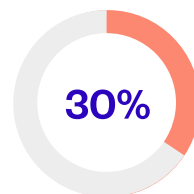
Not every job needs a degree, and employers can open up a more vast and diverse audience of workers without them. 37% of our responding retail workers said their employer requires some form of degree. 35% feel these education requirements are higher than necessary. Simply revising your roles or job descriptions could change your hiring prospects for the better.



of retail workers feel education requirements are too high for their job

Don't let someone's past negate their impact on your future

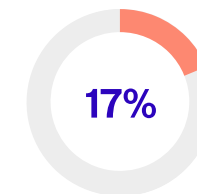
In this tight labor market, many companies (Delta Airlines, Pizza Hut, Gap, CVS Health, etc) are hiring people with a criminal record. Jobcase's survey reveals 40% of regional and local retail workers – and 30% of national – claim their employers take on former offenders. Besides offering second chances, [there are good business reasons to do so](#) – like attracting motivated workers and tax incentives.



of national retailers are considering people with a background

... and offer opportunities to learn

During the past year, several well-known employers (Amazon, Target, Home Depot, etc) have offered to pay tuition or help upskill workers as an incentive. When asked which new benefit they'd like their employer to offer in the next year, 17% of retail workers in our survey chose some form of education, training, or career development.



of retail workers would like education or training opportunities