



Challenger, Gray & Christmas, Inc.
The original outplacement company



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FOR IMMEDIATE RELEASE

MEDIA ALERT:

HOLIDAY HIRING ANNOUNCEMENTS AT HIGHEST SINCE CHALLENGER BEGAN TRACKING IN 2012

CHICAGO, October 17, 2018 – With Amazon’s announcement that the company will hire 100,000 seasonal workers, holiday hiring announcements this year have surpassed the previous record total of nearly 696,000 seasonal jobs set in 2014. Companies hiring seasonal workers for the holidays have announced 704,000 jobs this season, according to a tally released Wednesday by global outplacement and executive coaching firm Challenger, Gray & Christmas, Inc.

“The competition for seasonal workers is intense, especially as companies expand their compensation and benefits offerings,” said Andrew Challenger, Vice President of Challenger, Gray & Christmas, Inc.

Amazon announced it would increase its hourly wage to \$15 per hour last month. According to a survey by Snag reported on in The Washington Post, retailers are expected to increase wages 54 percent over last season.

Meanwhile, companies are offering other perks not previously seen by seasonal hires. Target, which announced 120,000 hires for the holidays, the most Challenger has tracked for a brick-and-mortar retailer, is offering gift cards. JCPenney is presenting vacations and “prize packages” to workers, while Kohl’s is offering a special shopping day with discounts for employees.

The surge in hiring announcements comes during a period of the highest consumer confidence in 18 years. Last month, the consumer confidence index reached 138.4, its highest level since September 2000, and close to the record of 144.7 set in May 2000. Retailers expect spending to rise 5.6 percent over last year, to a record \$1.1 trillion from \$967.13 billion last year, according to the National Retail Federation.

“Clearly, retailers are expecting consumers to spend more on their family and friends this year. In order to meet this demand, especially in a period of near full employment, retailers, logistics firms, transport, and warehousing are competing for talent and upping their employee offerings this holiday season to attract potential workers,” said Challenger.

Largest Hiring Announcements
by Traditional Retailers

2012-2018

Year Announced	Company	Hires
2018	Target	120,000
2017	Target	100,000
2018	Kohl's	90,000
2012	Target	88,000
2017	Macy's	87,000
2014	Macy's	86,000
2015	Macy's	85,000
2013, 2016	Macy's	83,000
2012, 2018	Macy's	80,000
2015	Kohl's	79,160
2016	Target	77,500
2014	Kohl's	76,970

Source: Challenger, Gray & Christmas, Inc. ©

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Seasonal Hiring Announcements

Company	2012	2013	2014	2015	2016	2017	2018
Amazon	50,000	70,000	80,000	100,000	120,000	120,000	100,000
Target	88,000	70,000	70,000	70,000	77,500	100,000	120,000
UPS	55,000	55,000	95,000	95,000	95,000	95,000	100,000
Macy's	80,000	83,000	86,000	85,000	83,000	87,000	80,000
FedEx (Transportation)	20,000	20,000	50,000	55,000	50,000	50,000	55,000
JCPenney	40,000	35,000	35,000	30,000	40,000	40,000	39,000
Michaels						15,000	15,000
Kroger						14,000	
Nordstrom				11,800	11,400	13,650	
Toys"R"Us	45,000	45,000	45,000	40,000		12,500	
Burlington Stores						12,000	
The Bon-Ton Stores					13,500	10,000	
1-800-Flowers						8,000	8,000
McDonald's						3,179	
Williams-Sonoma						2,000	
Fanatics						2,000	
Plow & Hearth						400	
Opryland					300	400	
Kohl's	52,700	53,000	76,970	79,160	69,000		90,000
Walmart	50,000	55,000	60,000	60,000			
GameStop	17,000	17,000	25,000	28,000			
Sports Authority	N/A	N/A	N/A	3,500			
Best Buy	14,000	N/A	N/A				
Meijer	12,000	9,000	10,000				
Radial					20,000	23,000	20,000
Party City					35,000		
Gap			63,000				65,000
Versant Supply Chain					2,000		
L Brands					4,000		4,000
XPO Logistics						6,000	8,000
Hickory Farms (Food)	5,225	6,000					
Total	528,925	518,000	695,970	657,460	620,700	614,129	704,000

Source: Challenger, Gray & Christmas, Inc. ©