

Help for the Holiday?

What Retail Workers Really Want

As many would say, "it's that wonderful time of year" when retail is hopping and folks are full of good cheer. Or are they? Jobcase's Retail Worker Appreciation study reveals how today's challenges are impacting worker wish lists and consumer behavior.

Retail workers' holiday hints

Ho humbug



58%

Are required to work on holidays

Naughty ain't so nice



59%

Report they are treated worse by customers this time of year

Hey boss - Help!



40%

Feel their employer won't have enough employees this season



43%

Say their employer hasn't prepared for the increased work volume

A gift? Keep giving ...



42%

Say they'd love it if their employer offered regular bonuses

Consumers are catching on



Nice is nicer

61%

say they are more likely to shop with a company that treats employees well



Tis' the season for giving more

42%

plan to be even more generous than usual this holiday season



58%

of those plan to be big tipplers



But receiving is not quite ship-shape

59%

say the pandemic has impacted how they will holiday shop this year



29%

plan to start earlier than last year

