

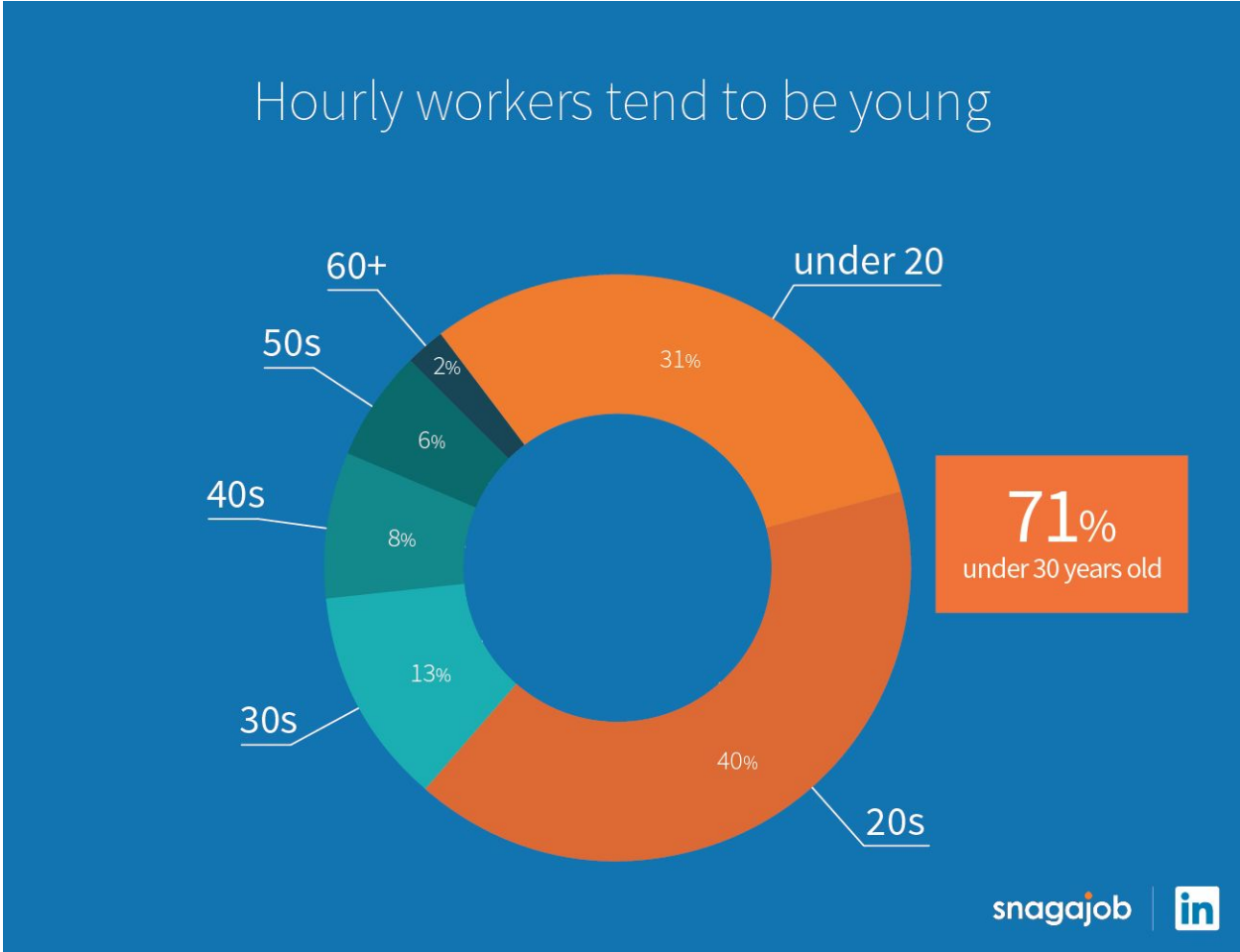
LinkedIn and Snagajob Survey

Hourly workers are a major driver of the U.S. economy. Seventy-eight million Americans, or [59% of the workforce, are now paid hourly](#). Yet, there are very few resources dedicated to helping hourly workers get jobs and advance in their careers.

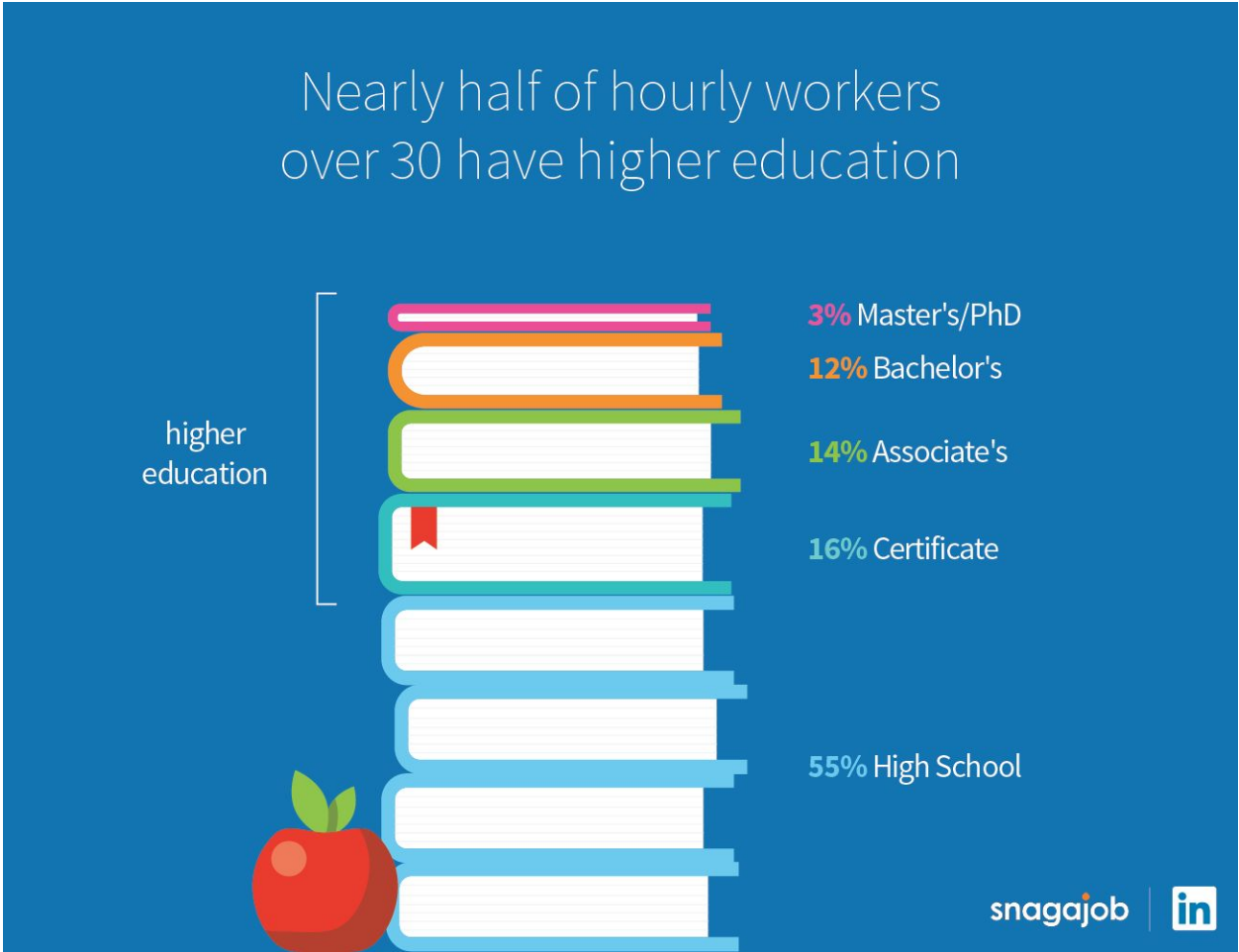
LinkedIn and [Snagajob](#) teamed up to change that. We partnered to conduct research on the hourly worker industry focusing on who they are and how employers can help them move forward in their careers. Here is what we found:

Most Hourly Workers Are Young, But Older Workers Have Considerable Education

To kick things off, we analyzed the basic demographics of hourly workers. We discovered that 71% of hourly workers are under the age of 30. This skew makes sense when you consider the most common reasons people choose hourly work - such as helping pay for school or helping start their careers.



However when we looked at education levels, the findings were more surprising. Younger hourly workers naturally have less education than older hourly workers. But 45% of hourly workers over 30 have some post-secondary education, with 15% having a Bachelor's degree or more.



Wide Variety of Jobs in Hourly Work

We also wanted to better understand the types of roles that pay hourly. So we analyzed the job titles of millions of LinkedIn members who work at companies that employ the most hourly workers. Here are the most common hourly worker job titles:

The most common job titles for hourly workers

Rank	Restaurant	Retail
1	Cashier	Cashier
2	Crew Member	Sales Associate
3	Cook	Team Member

4	Team Member	Associate
5	Manager	Customer Service Representative
6	Server	Sales
7	Shift Manager	Stocker
8	Crew Trainer	Team Lead
9	Assistant Manager	Specialist
10	Crew	Customer Service Associate

Cashier is the most popular job title in both the restaurant and retail industries. Not surprisingly, retail has more sales-related roles while restaurants have more food-related roles.

Overall, this list shows how diverse hourly worker jobs are -- from working with customers to producing products to managing employees. It helps people who are considering hourly work see what kinds of jobs are possible. It also underscores how important it is that employers use common language when developing their job descriptions so that they're easy for prospects to find, understand, and apply for.

Hourly Workers Consider Three Major Things When Applying for a Job. How Do Employers Stack Up?

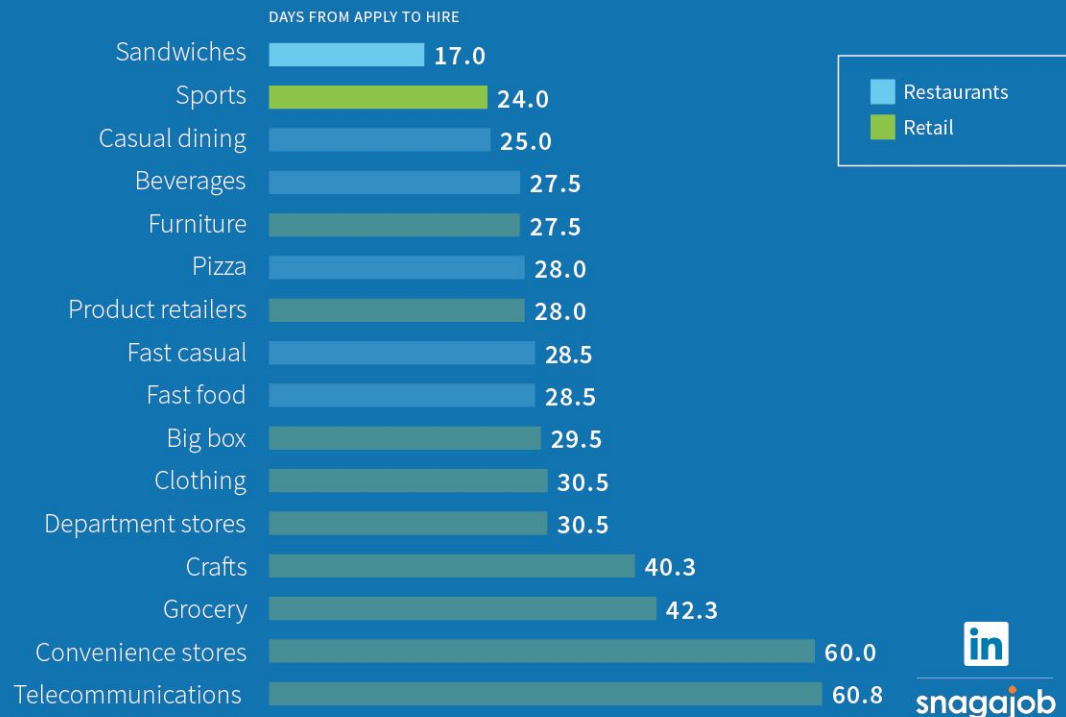
1. Hiring Speed: Sandwich Shops and Sports Stores Lead the Pack

For many hourly workers, getting a job quickly is the difference between being able to pay the bills or not. That's why we analyzed hiring speed -- or the time between job application and first day on the clock -- across several industries.

We discovered that on average restaurants hire within 27 days versus 33 days in retail.

For some restaurants the average is as low as 15 days, which means a worker's first day could come two weeks after applying. Retail takes six days longer on average, but certain retailers like sports and furniture stores are more similar to restaurants in terms of speed.

Sandwich shops and sports stores hire the fastest

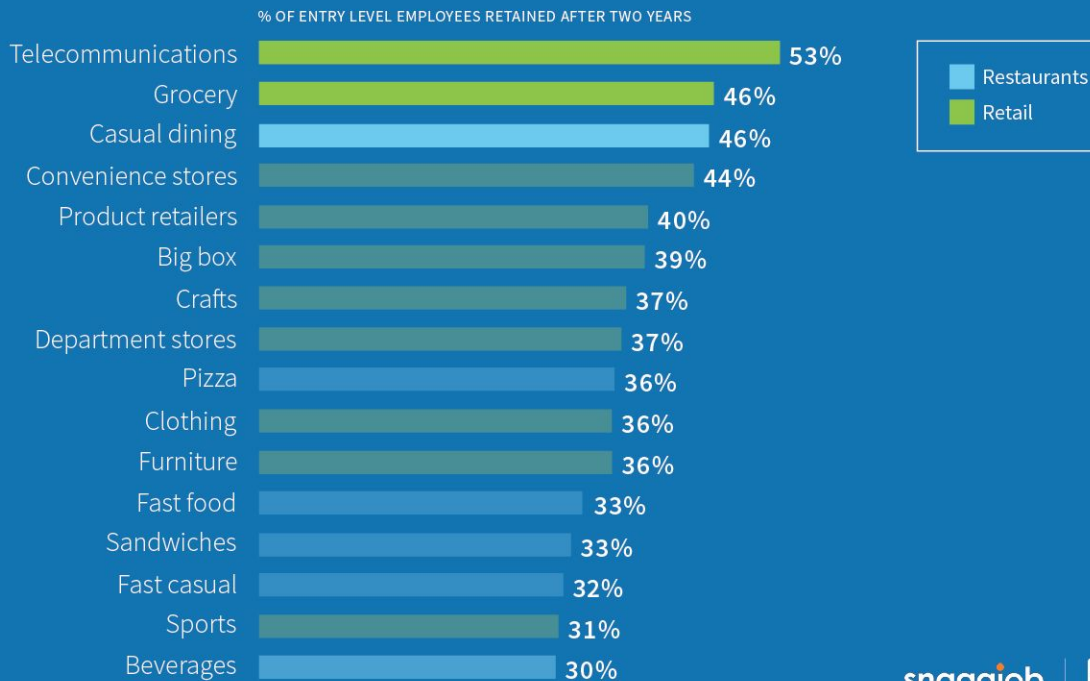


2. Employee Engagement: Telecomm, Grocery stores, and Casual Dining Keep Employees Longest

But hiring speed is just one factor to consider when deciding where to apply. Another is employee engagement, or extent to which employees care about their jobs, are committed to their employer, and put effort into their work.

The length of time employees stay at a company can indicate how engaged they are at work. We analyzed how long employees stay as a surrogate for their engagement level, and discovered that telecommunications, casual dining, and grocery employers have the highest levels of hourly worker employee engagement. Sports retailers, beverages, and fast food employers have the lowest. It's likely that wage differences have an impact here, but we didn't consider them in our analysis.

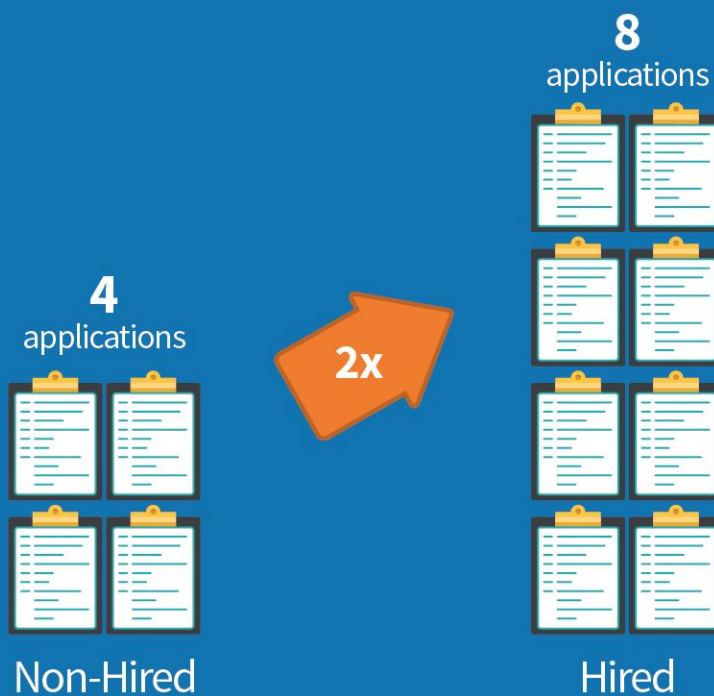
Telecomm, grocery stores, and casual dining keep employees the longest



3. Number of Job Applications: *The More the Merrier*

While we are starting to see more employers move to mobile-friendly job application, most still use a paper-based or web-based process which can take a lot of time and effort. We looked at the application volume of hourly workers who were hired versus not hired over a six-month period. We discovered that hired workers applied to twice as many jobs as non-hired workers (eight applications versus four applications, on average).

Workers who get hired submit twice as many applications



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Hourly Jobs Are Mostly Entry-Level, But Restaurants Have More Growth Opportunities Than Retail

We analyzed the level of experience of millions of hourly workers, and discovered that the vast majority of jobs in both the restaurant and retail industries are entry-level.

Hourly positions are mostly entry-level
but restaurants have more growth
opportunities than retail



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We also found that the restaurant industry has a greater proportion of managerial roles. This makes sense considering [90% of restaurants have fewer than 50 employees](#). Lots of small shops means less middle management and thus a greater proportion of opportunities at the bottom and top. In contrast, there are fewer managerial, but more entry- and mid-level opportunities, in the retail industry (think Walmart). For restaurant jobs, check out LinkedIn Jobs.

A Well-Rounded Skillset is Key to Becoming a Manager

While each industry requires some level of specialization to advance to management, there are some general skills that lead to success independent of industry. As you can see, we discovered that talent acquisition and talent management skills are the most universally valuable:



These skills are especially important if we consider how technological innovation impacts work. While we can't predict exactly how technology will redefine certain roles, we do know it's [easier to automate physical tasks](#) like bagging groceries than it is to automate social and emotional ones like negotiating with a candidate.

When we drilled down on the most common skills among managers in restaurants and retail, we found that finance, management, and new store skills are key to both too. What's different is that cuisine and event skills are more valued in restaurants while merchandise and inventory skills are more valued in retail.

Below is the set of common skills for advancement in both industries. The sample question in each category gives you a sense of what managers know how to answer.

Top skills that get restaurant workers promoted



Cuisine

What menu items should be specials this week?



Events

Which companies should we market our space?



Talent

How should we train new servers?



Finance

What's our average check size?



Management

How can we serve our customers faster?



New Stores

Where should we open our next location?



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Top skills that get retail workers promoted



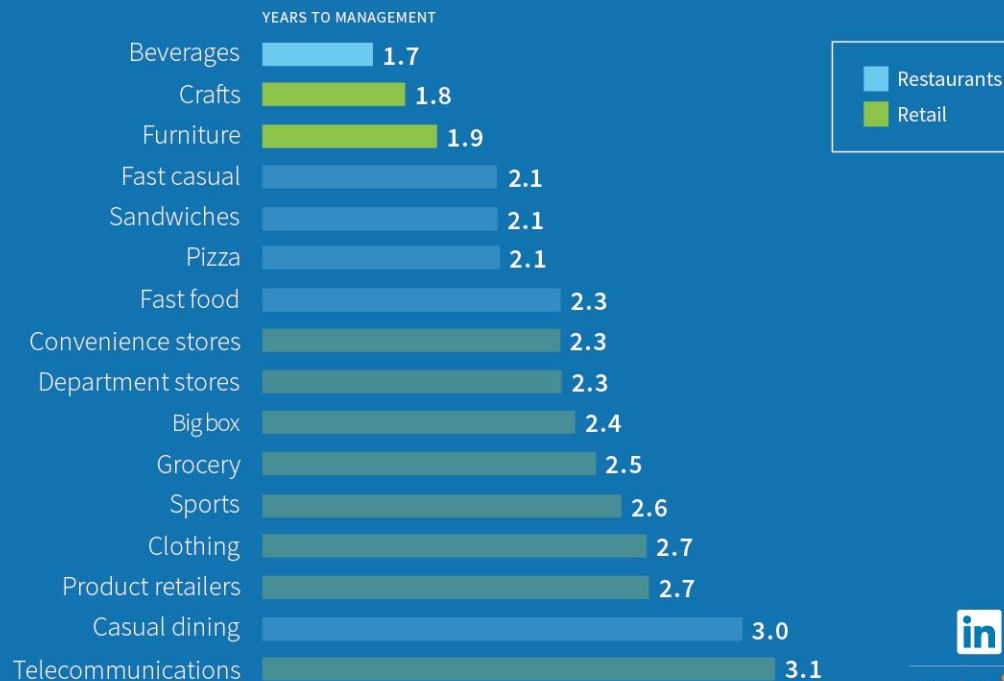
Promotion Wait Time Varies Widely by Employer Type

The time that it takes to get a promotion matters. A promotion boosts pay, but it also provides more responsibility and training, which can lead to future promotions.

Hourly employers in beverage, crafts, and furniture get promoted to manager positions the fastest - within two years on average. Whereas workers in telecommunications and casual dining get promoted to manager positions the slowest - taking over three years, on average.

Some restaurants promote in as little as 15 months or as long as three and a half years, but the spread within each category is much less. So for example, we could expect all pizza shops to promote around the same time. This consistency is likely due to large chains dominating the restaurant industry and having standardized promotion tracks.

Beverage, crafts, and furniture stores promote the fastest



Many Hourly Workers Invest in Higher Education

Getting a promotion is one way to advance a career; going back to school is another.

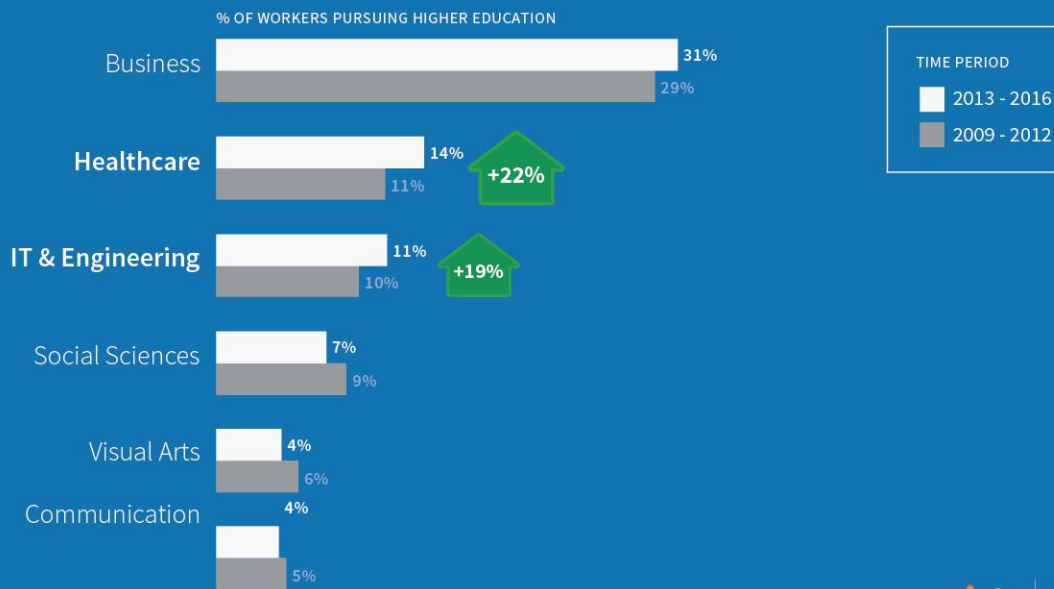
We already mentioned that about half of hourly workers have a high school education or less. Since we know [college graduates earn twice as much as non-college graduates](#) it's not surprising that so many hourly workers go back to school.

Of the hourly workers who pursue education after starting their hourly job, approximately three quarters get Bachelor's Degrees or above and one quarter get Associate's Degrees.

Healthcare, IT and Engineering Are Increasingly Popular

In looking at what these workers study, we found that while business is most popular, healthcare, IT and engineering are growing the fastest. Hourly workers commonly study the arts, social sciences and communications too, but these fields are losing popularity.

While business is popular, Healthcare and IT are the fastest growing fields among workers seeking higher education



These patterns likely reflect the [increasing demand for STEM](#) (science, technology, engineering and math) skills in our economy, and the higher pay that comes with them. They also indicate the [growing need to care for our aging population](#).

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Methodology: We analyzed Snagajob's job application activity to its top 142 employers over the past three years. This was comprised of 120 million+ applications by 20 million+ hourly workers. We then examined the millions of LinkedIn profiles with common hourly job titles to understand career progression trends in hourly work.

The results of this analysis represent the world seen through the lens of LinkedIn and Snagajob data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture, as well as overall site availability and accessibility. These variances were not accounted for in the analysis.