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U.S. Retail Workers Want Flexible Work Twice as Much as any Other Industry

New research from ManpowerGroup Solutions and the Retail Industry Leaders Association (RILA) gets inside the heads of retail workers and finds flexibility is top priority

MILWAUKEE, Oct. 18, 2017 /PRNewswire/ -- U.S. retail candidates value shorter work weeks and flexible shift patterns over compensation and benefits according to new research from ManpowerGroup Solutions (NYSE: MAN), the world's largest RPO provider, and the Retail Industry Leaders Association (RILA), the trade association for America's most recognized and innovative retailers.

The report "**Inside the Heads of Job Seekers: U.S. Retail Candidate Preferences**" provides retail employers insights and practical tips on how to attract and retain workers by offering [NextGen](#) flexible work practices and new ways to appeal to candidates. This research is timely for the industry: retail roles are the third hardest job to fill in the U.S. [Talent shortages continue to escalate](#) as retail work competes with the gig economy (including platform work like Uber) to attract workers seeking flexibility.

View the full report here:

["Inside the Heads of Job Seekers: U.S. Retail Candidate Preferences"](#)

ManpowerGroup Solutions surveyed nearly 1,500 retail workers across the U.S. on how they want to work and found candidates want flexibility, or they'll go elsewhere. Unlike other industries where compensation is ranked as the top motivator, retail candidates rank type of work and schedule flexibility as the top two reasons they seek retail employment.

Twice as many retail candidates want part time work than any other industry and 31 percent of retail workers also prefer to choose their own shifts versus 18 percent across other industries.

"Employers across the U.S. are experiencing talent shortages and retailers are not immune. The retail industry is competing for workers who seek new ways of working, value flexibility and the ability to choose their own schedule," said Jim McCoy, Vice President of ManpowerGroup Solutions RPO and Global Practice Leader. "To attract the brightest and best, employers need to develop an attractive employer brand and demonstrate that they can offer people flexibility,, the option to better blend work and home, and the opportunity to develop their skills."

"As one of the nation's largest employers providing careers and opportunities to over 42 million Americans, the retail industry must continue to adopt hiring practices that offer employees the balance and flexibility they crave," said Evan Armstrong, Vice President of Government Affairs at Retail Industry Leaders Association (RILA). "We are pleased to partner with ManpowerGroup Solutions to help the industry innovate as the marketplace for job-seekers becomes more tech-forward and candidates are prioritizing flexible and innovative work arrangements."

ManpowerGroup Solutions shares key recommendations to engage candidates in the lead up to the busy retail holiday period and beyond:

- 1 **Limber Up.** Retail candidates value flexible working, and that's not just part-time jobs. Prioritizing workplace flexibility, supported by technology, will enable managers and employees to have a say in scheduling.
- 1 **Diversify.** Apply your market segmentation strategy to recruiting employees. Programs targeted at specific groups will open up new talent pools. For example, attract students with a well-crafted, flexible, term-time offer to build a steady pipeline of workers with in demand skills.
- 1 **Collaborate.** The retail industry depends on a part-time workforce to meet seasonal demands, and collaborative hiring platforms and communities — like ManpowerGroup Solutions' [WorkMyWay network](#) — provide access to on-tap talent seeking flexibility.
- 1 **Ping and Push.** Sixty-seven percent of retail candidates want to be contacted two to four times per month by potential employers. With 86 percent of retail candidates using Facebook and 52 percent on Instagram, social media is an effective and efficient way to keep your brand front of mind, and push information about job opportunities direct to candidates.

To learn more about ManpowerGroup Solutions' candidate preferences research and download *Inside the Heads of Job Seekers: U.S. Retail Candidate Preferences*, visit:

<http://www.manpowergroup.us/retail>

About ManpowerGroup Solutions

ManpowerGroup Solutions provides clients with outsourcing services related to human resources functions, primarily in the areas of large-scale recruiting and workforce-intensive initiatives that are outcome-based, thereby sharing in the risk and reward with our clients. Our solutions offerings include TAPFIN-Managed Service Provider, Strategic Workforce Consulting, Borderless Talent Solutions, Talent Based Outsourcing and Recruitment Process Outsourcing, where we are one of the largest providers of permanent and contingent recruitment in the world. ManpowerGroup Solutions is part of the ManpowerGroup family of companies, which also includes Manpower, Experis, and Right Management. More information at www.manpowergroupsolutions.com.

About ManpowerGroup

ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing and managing the talent that enables them to win. We develop innovative solutions for over 400,000 clients and connect 3+ million people to meaningful, sustainable work across a wide range of industries and skills. Our expert family of brands - Manpower®, Experis®, Right Management® and ManpowerGroup® Solutions - creates substantially more value for candidates and clients across 80 countries and territories and has done so for nearly 70 years. In 2017, ManpowerGroup was named one of the World's Most Ethical Companies for the seventh consecutive year and one of Fortune's Most Admired Companies, confirming our position as the most trusted and admired brand in the industry. See how ManpowerGroup is powering the future of work: www.manpowergroup.com

About RILA

The Retail Industry Leaders Association (RILA) is the trade association for the world's largest and most innovative retail companies. RILA members include more than 200 retailers, product manufacturers, and service suppliers, which together account for more than \$1.5 trillion in annual sales, millions of American jobs, and more than 100,000 stores, manufacturing facilities, and distribution centers domestically and abroad.

About the Human Resources Leaders Council

Chief human resources executives from retail member companies meet to network and share information on leading practices, operational challenges, and industry trends. These leaders work collaboratively to identify opportunities in HR that could have a strategic impact on their organizations and provide direction for RILA's efforts in the human resources discipline.

To learn more, visit www.rila.org



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