

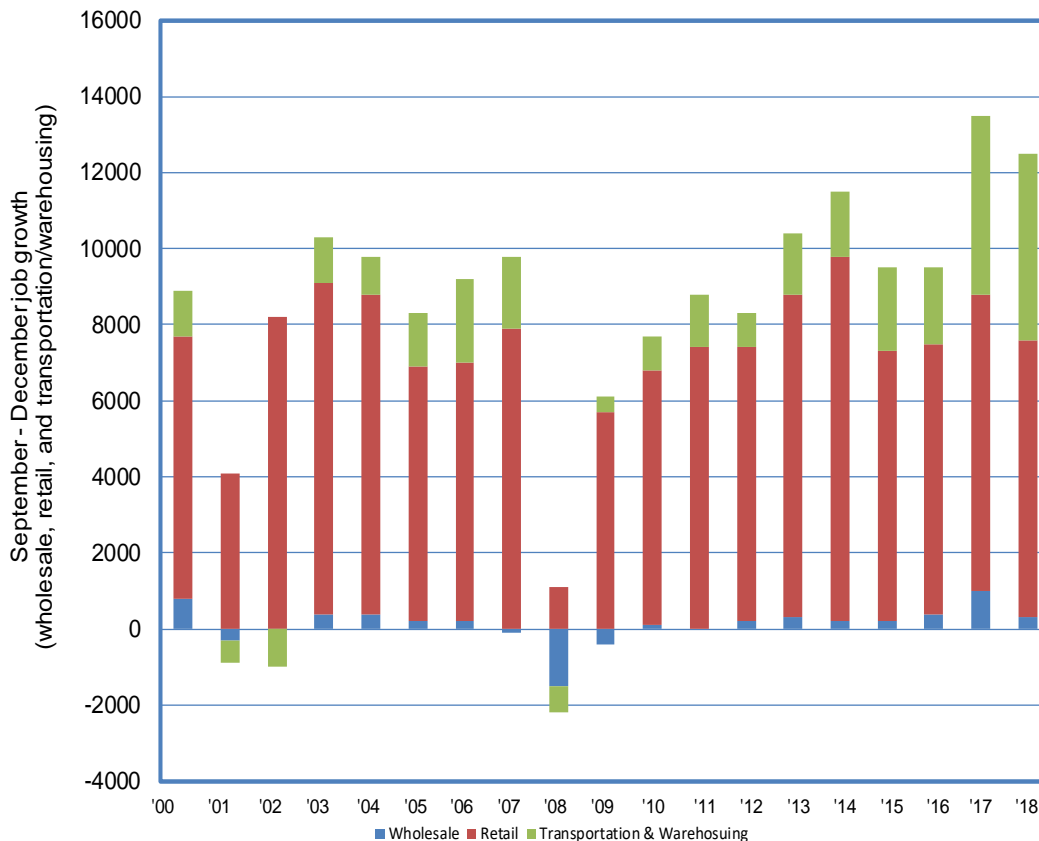
# Research Notes



Holiday Hiring  
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## Holiday-Related Hiring Marks Another Strong Year in 2018



- Utilizing the most recent Current Employment Statistics data, we provide an analysis on the seasonal hiring trends in 2018 in the trade and transportation industries in Nevada from September through December. Increases in both brick-and-mortar and online shopping activity occur during these months each year which typically correlates to several thousand holiday hires in the trade and transportation industries in the State.
- In 2018, holiday-related seasonal employment realized the addition of 12,500 jobs. Although this year's increase was the second largest on record, holiday hires were down by 7.4 percent or 1,000 jobs from 2017. According to historical trends, the transportation and warehousing industry (+4,900) saw record highs in holiday related job gains in 2018, while the wholesale (+300) and retail trade (+7,300) industries realized above average increases.
- In the year immediately preceding the recession, holiday-related seasonal employment realized a decrease of 1,100 jobs in Nevada. As the recession unfolded, the usual seasonal gains disappeared and job growth over the holiday period briefly turned negative. As the recovery began, however, seasonal hiring picked back up, reaching a high of 13,500 in 2017. The record highs realized in 2017

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can be attributed, in large part, to new distribution centers and other large warehouses opening and hiring in Las Vegas around that time. From 2000 to 2018, increases in holiday-related seasonal jobs have averaged 8,600.

- Historically, the retail trade industry has consistently been responsible for nearly 80 percent of all holiday hires each year. Recently, with the expansion of ecommerce potentially causing a market transition, the transportation and warehousing industry has started accounting for a larger share of holiday hires in the available labor pool. Over the past two years, the transportation and warehousing industry has accounted for nearly 40 percent of holiday hires while retail has dropped into the 50 percent range. With the expansion of online shopping activity, holiday hiring in the retail sector may be reflecting an on-going structural change in the sector, evident nationwide, and could explain why that sector has lagged behind historical highs.
- Last month, holiday hiring increases reported through November in the wholesale and retail trade industries were relatively weak according to historical trends. However, both industries realized the most holiday hires they've had in the month of December since 2007, making up for moderate increases realized in the prior month. All things considered, 2018 provided several thousand new hires associated with the holiday shopping season and made for another strong year of holiday hiring in regard to historical trends.