

## 4Q 2023 ASA STAFFING EMPLOYMENT AND SALES SURVEY

To ensure the confidentiality of company data submitted by quarterly survey participants, the American Staffing Association has partnered with ClearlyRated to tabulate results. ASA does not have access to individual company submissions and reports only aggregate results.

Survey participants gain access to an exclusive archive of reports on the survey results, which include payroll data, gross margin trends, and productivity metrics available nowhere else.

Select the “back” button on your browser to return to the previous survey page. For technical questions regarding this survey, contact ClearlyRated at 800-921-2640. For general questions about this survey, email [research@americanstaffing.net](mailto:research@americanstaffing.net).

### **DEFINITIONS**

**Temporary and contract staffing** is defined as a service whereby your staffing company hires its own employees (W-2 workers—excluding 1099 independent contractors and employee leasing) and assigns them to work for clients.

**Search and placement** is defined as direct hire placements and other special recruiting services. To facilitate survey data entry, search and placement services will be grouped with the temporary and contract staffing sectors in the sales-related questions.

**To assist ASA in providing accurate and timely trends by sector, sharing your firm’s temporary and contract staffing data by sector, and/or search and placement data is greatly appreciated.**

*Please note: Without sufficient sector and direct hire data, it will be impossible for ASA to provide sector-level and service type benchmarking detail.*

**For which of the following sectors do you currently track staffing sales?**

- ☐ Health Care
- ☐ Industrial
- ☐ Engineering
- ☐ Information Technology
- ☐ Scientific
- ☐ Office—Clerical and Administrative
- ☐ Accounting and Finance
- ☐ Legal
- ☐ Management (including executives)
- ☐ Sales and Marketing
- ☐ Other Professional
- ☐ OVERALL/COMBINED TEMPORARY AND CONTRACT STAFFING (only able to provide all temporary and contract staffing sales combined)
- ☐ Search and Placement

### **INSTRUCTIONS**

**Enter figures for all branches, franchises, and licensed operations in the U.S. (including Puerto Rico and the U.S. Virgin Islands).**

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### **STAFFING SALES**

Enter temporary and contract staffing sales, including any royalties and license or temporary-to-hire fees, but excluding 1099 independent contractors and employee leasing, for the relevant sectors in each of the following quarters. For search and placement, enter sales for direct hire placements and other special recruiting services.

	Q4 <b><u>2022</u></b> (In Dollars)	Q3 2023 (In Dollars)	Q4 2023 (In Dollars)
Health Care			
Industrial			
Engineering			
Information Technology			
Scientific			
Office—Clerical and Administrative			
Accounting and Finance			
Legal			
Management (including executives)			
Sales and Marketing			
Other Professional			
OVERALL/COMBINED (only able to provide all temporary and contract staffing revenue combined)			
Search and Placement			

Does your company subcontract staffing services, where your firm is the primary contractor but services are actually provided by another staffing company?

- ☐ Yes
- ☐ No

### **SUBCONTRACTED SERVICES**

Enter the value of subcontracted services provided by other staffing company(ies) by quarter for each of the following sectors. Any sales identified as subcontracted services will be subtracted from the total sales reported by your company. If the total you reported in the previous sales question already excludes these earnings, please leave this question blank.

	Q4 <b><u>2022</u></b> (In Dollars)	Q3 2023 (In Dollars)	Q4 2023 (In Dollars)
Health Care			
Industrial			
Engineering			
Information Technology			
Scientific			
Office—Clerical and Administrative			
Accounting and Finance			
Legal			
Management (including executives)			
Sales and Marketing			
Other Professional			
OVERALL/COMBINED (only able to provide all temporary and contract staffing revenue combined)			
Search and Placement			

## 4Q 2023 ASA STAFFING EMPLOYMENT AND SALES SURVEY

### **STAFFING GROSS MARGIN**

Enter gross margin dollars for temporary and contract staffing services by quarter for W-2 employees only—exclude 1099 independent contractors and employee leasing—for each of the following sectors.

*Gross Margin Dollars = Total sales – Cost of labor*

*Cost of Labor = Wages + FICA + Workers' compensation + Unemployment insurance + Health benefits + Other fringe benefits (sick pay, retirement, vacation, etc.)*

	Q4 <b>2022</b> (In Dollars)	Q3 2023 (In Dollars)	Q4 2023 (In Dollars)
Health Care			
Industrial			
Engineering			
Information Technology			
Scientific			
Office—Clerical and Administrative			
Accounting and Finance			
Legal			
Management (including executives)			
Sales and Marketing			
Other Professional			
OVERALL/COMBINED TEMPORARY AND CONTRACT STAFFING (only able to provide all temporary and contract staffing data combined)			

### **TEMPORARY AND CONTRACT STAFFING—PAYROLL**

Enter gross payroll for Form W-2 temporary and contract employees by quarter before withholdings and other deductions, excluding service fees and markups. Also exclude 1099 independent contractors and leased employees.

Q4 **2022**: \_\_\_\_\_

Q3 2023: \_\_\_\_\_

Q4 2023: \_\_\_\_\_

### **TEMPORARY AND CONTRACT STAFFING—EMPLOYMENT**

Enter the number of Form W-2 temporary and contract employees on your payroll during the week that included the 12th of the month for each of the following months.

July 2023: \_\_\_\_\_

August 2023: \_\_\_\_\_

September 2023: \_\_\_\_\_

October 2023: \_\_\_\_\_

November 2023: \_\_\_\_\_

December 2023: \_\_\_\_\_

## 4Q 2023 ASA STAFFING EMPLOYMENT AND SALES SURVEY

### **TEMPORARY AND CONTRACT STAFFING—TURNOVER**

The following data are collected annually in the fourth quarter to determine industry trends in the turnover of temporary and contract employees.

Enter the number of W-2 forms issued to temporary and contract employees for 2023:

\_\_\_\_\_

Enter the number of Form W-2 temporary and contract employees on your payroll during the week that included the 12th of the month for each of the following months.

January 2023: \_\_\_\_\_

February 2023: \_\_\_\_\_

March 2023: \_\_\_\_\_

April 2023: \_\_\_\_\_

May 2023: \_\_\_\_\_

June 2023: \_\_\_\_\_

### **SEARCH AND PLACEMENT—SEARCHES**

Enter the total number of searches for direct hire placements that you conducted in each of the following quarters.

Q4 **2022**: \_\_\_\_\_

Q3 2023: \_\_\_\_\_

Q4 2023: \_\_\_\_\_

### **SEARCH AND PLACEMENT—DIRECT HIRE PLACEMENTS**

Enter the total number of candidates placed in a direct hire permanent position at a client firm for each of the following quarters.

Q4 **2022**: \_\_\_\_\_

Q3 2023: \_\_\_\_\_

Q4 2023: \_\_\_\_\_

### **PROJECTING**

By what percentage do you expect your staffing company's overall revenue to grow or contract in FY 2024 compared to FY 2023? (For example, if you expect your company's revenue to grow by 3.9%, you would enter "3.9" in the box below. If you expect your company's revenue to contract, be sure to add a minus sign—for a 3.9% decline you would enter "-3.9".)

\_\_\_\_\_ % change in overall revenue

What change do you project for your staffing company's 2Q 2024 sales, gross margin, and net income compared with the same quarter in the prior year?

	% Chg 2Q23 to 2Q24
Sales	
Gross Margin	
Net Income	

#### 4Q 2023 ASA STAFFING EMPLOYMENT AND SALES SURVEY

Please enter your contact information below, for verification purposes only. ASA does not have access to individual company sales and employment data, and reports only aggregate results.

Full name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Thank you for taking time to participate in this important survey for the staffing industry.

You should receive an email with a copy of your responses after you click the “Submit” button below. Please contact ClearlyRated at [surveyquestions@clearlyrated.com](mailto:surveyquestions@clearlyrated.com) if you do not receive a copy of your submission.