



WHO STAFFING EMPLOYEES REALLY ARE

They're temporary workers. They're contractors. They're Millennials. They're retirees. They're teachers. They're nurses. They drive forklifts. They practice law. The nation's staffing employees—the more than three million individuals employed by U.S. staffing companies each week—are as diverse as the industry itself. New survey findings about these workers deliver valuable business intelligence staffing companies can use to their competitive advantage.

By Cynthia Davidson



Exclusive Industry Research & Data

This issue's research-focused article offers a closer look at temporary and contract staffing employees by industry sector, including demographics and work preferences. As the industry's research and data leader, ASA reports on timely industry data in every issue of *Staffing Success*. Get up-to-the-minute data and research-related information when you follow @StaffingData on Twitter.

The results of the latest ASA Staffing Employee Survey—which surveyed more than 8,200 temporary and contract workers in the U.S. from all industry sectors—deliver a data-rich look at just who these critical employees are. Staffing companies constantly vying for talent can use the survey findings to effectively hone their recruiting and talent engagement strategies and edge out the competition, win more talent, grow the talent pipeline, fill more orders, and grow their business.

Plus—not only do the survey results answer the “who” questions for staffing companies that need all the business intelligence they can get in an increasingly

tight job market, they also deliver important messages and findings staffing companies can use when communicating with prospective candidates who may be on the fence about working with a recruiter. For example, the latest ASA Staffing Employee Survey data confirm

- Temporary and contract work is an effective way to find a permanent job.
- Flexibility is one of the top advantages identified by temporary and contract workers.
- Employees working in different industry sectors identify distinct advantages to working with a staffing company. >>>

40% OF STAFFING EMPLOYEES WORK IN HIGHER-SKILLED OCCUPATIONS



Source: American Staffing Association, Staffing Employee Survey

Knowing More About Your Prospective Candidates

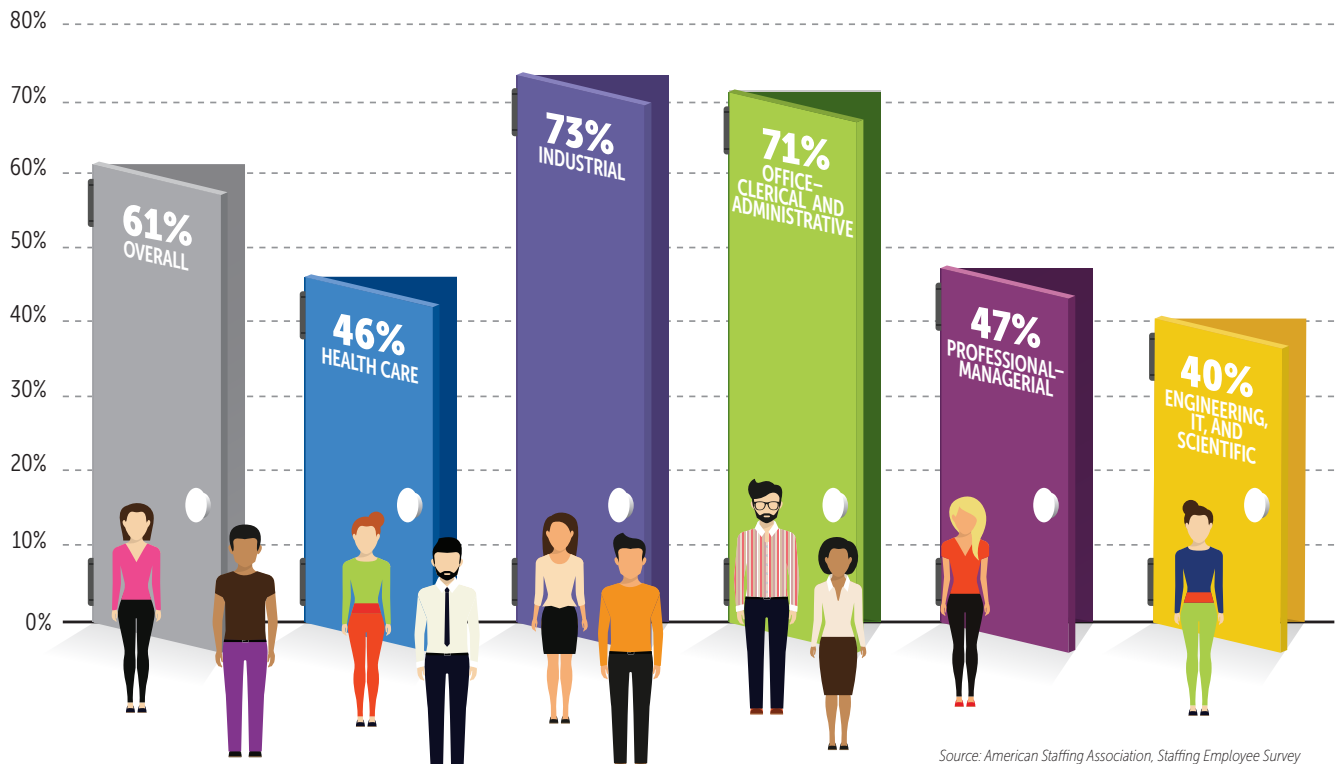
If you were to put all of the nation's temporary and contract staffing employees together into one vast equation and churn out a bunch of averages, this is what you would get:

- Staffing employees range from 18 to 82 years old, with an average age of 37
- Just over half of staffing employees are women
- About a third have a bachelor's or postgraduate degree
- Nearly four in 10 have some college or a trade/associate degree

Staffing employees work in virtually all occupations, from day laborer to nurse practitioner to chief executive officer. Four in 10 are assigned to jobs that require higher education and skills in the professional-managerial; engineering, information technology, and scientific; and health care sectors. The other six in 10 work in the industrial and office-administrative sectors.

The data that illustrates the diversity of staffing employees among industry sectors also can make a compelling point during sales meetings with prospective clients, who often are not familiar with the wide range of markets the industry serves.

GETTING A PERMANENT JOB IS A KEY DRIVER FOR CHOOSING STAFFING EMPLOYMENT



Source: American Staffing Association, Staffing Employee Survey

Explaining the 'Why' Behind Choosing a Staffing Company

What attracts people to work in the industry? Staffing employees have many motivations for selecting temporary and contract work. Six out of 10 (61%) choose staffing to fill the gap between jobs or as a way to help them gain access to and land a permanent job. These driving factors are strongest among those working in the industrial (73%) and office-administrative (71%) sectors.

Within the staffing industry, more temporary and contract employees on assignment in the industrial sector work full time (80%) than those in other sectors.

One in five survey respondents (20%) say flexibility with their work hours or schedule is a reason they chose temporary/contract employment, with nearly twice as many in the health care sector (38%) citing this motivation.

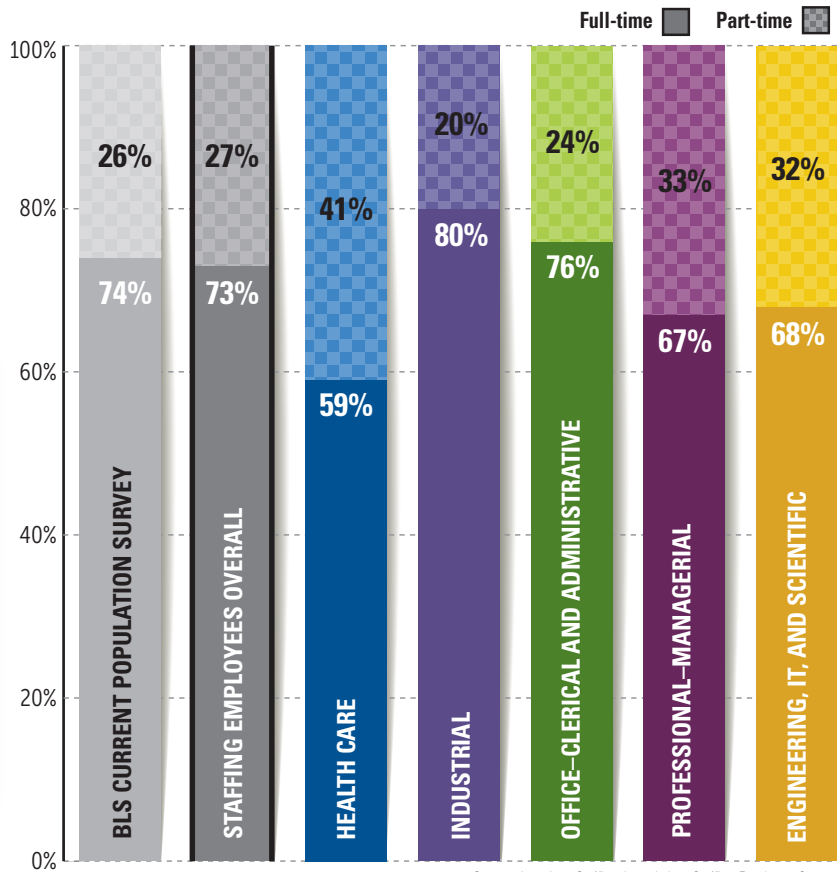
Overcoming Misperceptions About Staffing Assignments

Permanent jobs often are perceived to be synonymous with full-time positions, and temporary work is often viewed as only part-time in nature. But this is far from the reality—and the proof lies in the survey results.

Generally, staffing employees are about as likely to work full time on assignment as are all adult workers. Nearly three-quarters (73%) of staffing employees work full time (35 or more hours per week) and 74% of adults in the U.S. reported working permanent, full-time jobs, according to the U.S. Bureau of Labor Statistics Current Population Survey.

Within the staffing industry, more temporary and contract employees on assignment in the industrial sector work full time (80%) than those in other sectors, and fewer (59%) in the health care sector—which ties with their more prevalent desire for schedule flexibility.

A MAJORITY OF STAFFING EMPLOYEES WORK FULL TIME



Source: American Staffing Association, Staffing Employee Survey

TEMPORARY EMPLOYEES ARE SATISFIED WITH THEIR STAFFING COMPANY



Source: American Staffing Association, Staffing Employee Survey



No matter the sector they work in, nine out of 10 staffing employees (92%) are satisfied with their staffing company.

All of these findings are powerful pieces of information to share with prospective talent. The more candidates know about the benefits of working with a staffing company, the more successful the staffing company can be throughout its recruiting and engagement efforts.

Communicating Staffing Employee Satisfaction and Motivations

Whether temporary and contract workers are looking for permanent, full-time jobs or the flex-

ibility to work part time, and no matter the sector they work in, nine out of 10 (92%) are satisfied with their staffing company. So, it's not surprising that eight out of 10 (81%) say they would refer a family member or friend to work as a staffing employee.

While there are nuances in temporary and contract worker motivations and variance in their work preferences, the overarching themes are abundantly clear: Staffing employment is a means to finding permanent work and offers flexibility when desired. Staffing companies play an important role by assisting a diverse range of people in attaining their varied goals across unique occupational sectors. Whatever a job seeker's objective, the staffing industry can offer a solution. The data backs that up, and it is a critical selling point when communicating with prospective talent.

ASA members always are welcome to contact the research team at 703-253-2020 or research@americanstaffing.net with questions about these statistics or other ASA research. ■

Cynthia Davidson is senior director of research for ASA. Send feedback on this article to success@americanstaffing.net. Engage with ASA on social media—go to americanstaffing.net/social.



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