

TALK



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Holiday Bonus & Hiring Survey

October 19, 2017

ACCOUNTING
PRINCIPALS

Methodology

The Accounting Principals Holiday Bonus and Hiring Survey was conducted by Wakefield Research among 500 U.S. HR or hiring managers, between August 25 and September 6, 2017, using an email invitation and an online survey. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.4 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

Key Insights

Bonuses are larger, but more scarce:

- Bonus payouts are **increasing in value by 66%** this year. Those who get a bonus are seeing the **average anticipated holiday bonus rise to \$1,797**, compared to \$1,081 in 2016 and \$858 in 2015.
- **63% of HR and hiring managers** reported their company plans to give employees **monetary holiday bonuses this year** (down from 75% in 2016).

Key Insights

Those who aren't:

- Of those not planning to give monetary bonuses this year (37%), the biggest reason listed is that their company **intends to provide their employees other perks instead (39%)**.
- Over one third (38%) of respondents noted their company **plans to give charitable donations on behalf of employees**, compared to just 7% in 2016. Organizations have realized that in order to recruit and retain the best talent, their goals and values must be aligned with their employees.

Key Insights

Earn the reward:

- HR and hiring managers say there are ways to **increase an employee's likelihood of getting a bonus**, such as:
 - Staying more motivated throughout the year (56%, compared to 54 in 2016)
 - Being more positive or upbeat (49%, compared to 45 in 2016)
 - Volunteering to take on additional job duties (42%, compared to 34 in 2016)
 - Reminding the company of their accomplishments (42%, compared to 23 in 2016)
 - Asking your boss for a bonus directly (33%, compared to 15 in 2016)

Key Insights

Hiring process continues to increase:

- Over half of respondents (59%) noted their **typical hiring process lasts more than one month**, compared to 46% in 2016.
- On average, 2017 is seeing an **uptick in the overall length of hiring process, now taking eight weeks**, a full two weeks longer than in 2016.

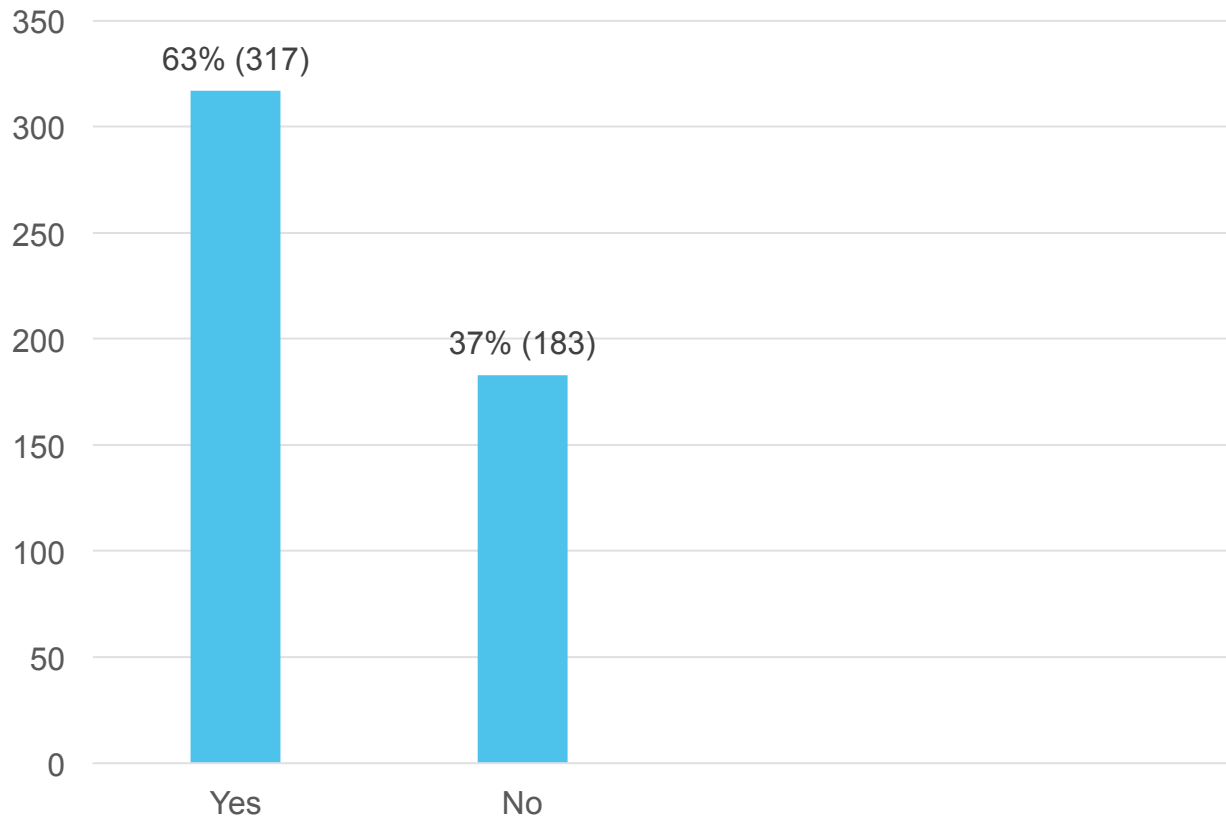
Key Insights

Takeaways:

- Companies who take too long to choose the right candidate lose out on the potential for recruiting the best talent. To be successful long-term, HR and hiring managers must **make the hiring process more efficient.**
- It's also important to offer **year-end incentives like bonuses and extra paid time off** during the holidays to keep these talented employees loyal.

Monetary Holiday Bonuses

Does your company plan to give its employees monetary holiday bonuses this year?



Average Holiday Bonus

On average, how much of a monetary holiday bonus does your company plan to give each employee this year?

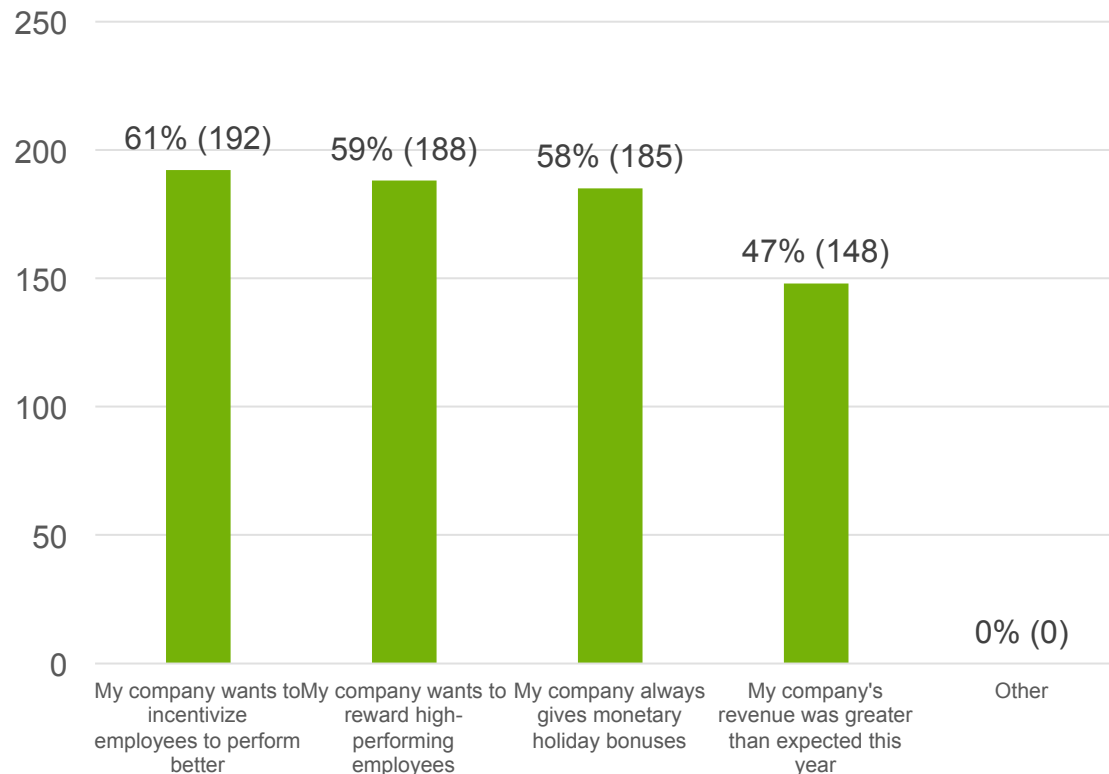
(Asked among those whose companies plan to give employees monetary holiday bonuses)



In the Giving Spirit

For which of the following reasons will your company give employees a monetary holiday bonus this year? Please select all that apply.

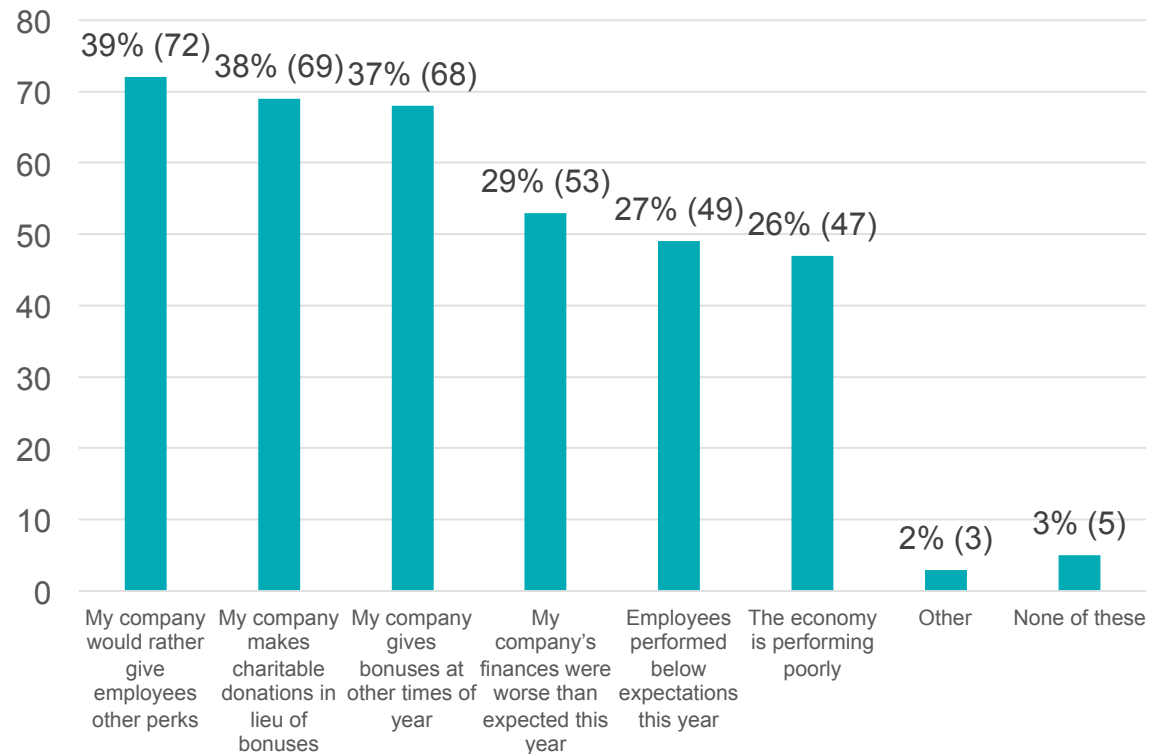
(Asked among those whose companies plan to give employees monetary holiday bonuses)



Why Not Give?

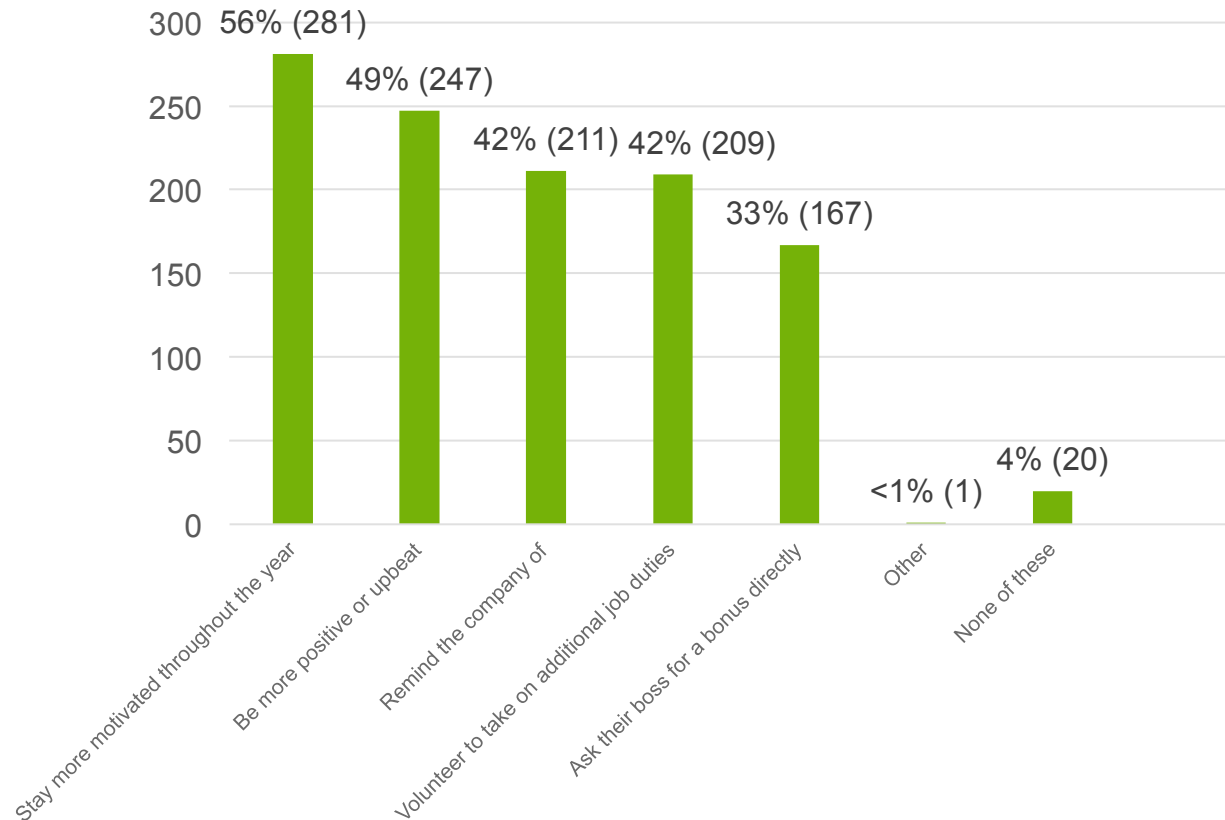
Which of the following reasons, if any, explain why your company does not plan to give its employees monetary holiday bonuses this year? Please select all that apply.

(Asked among those whose companies do not plan to give employees monetary holiday bonuses)



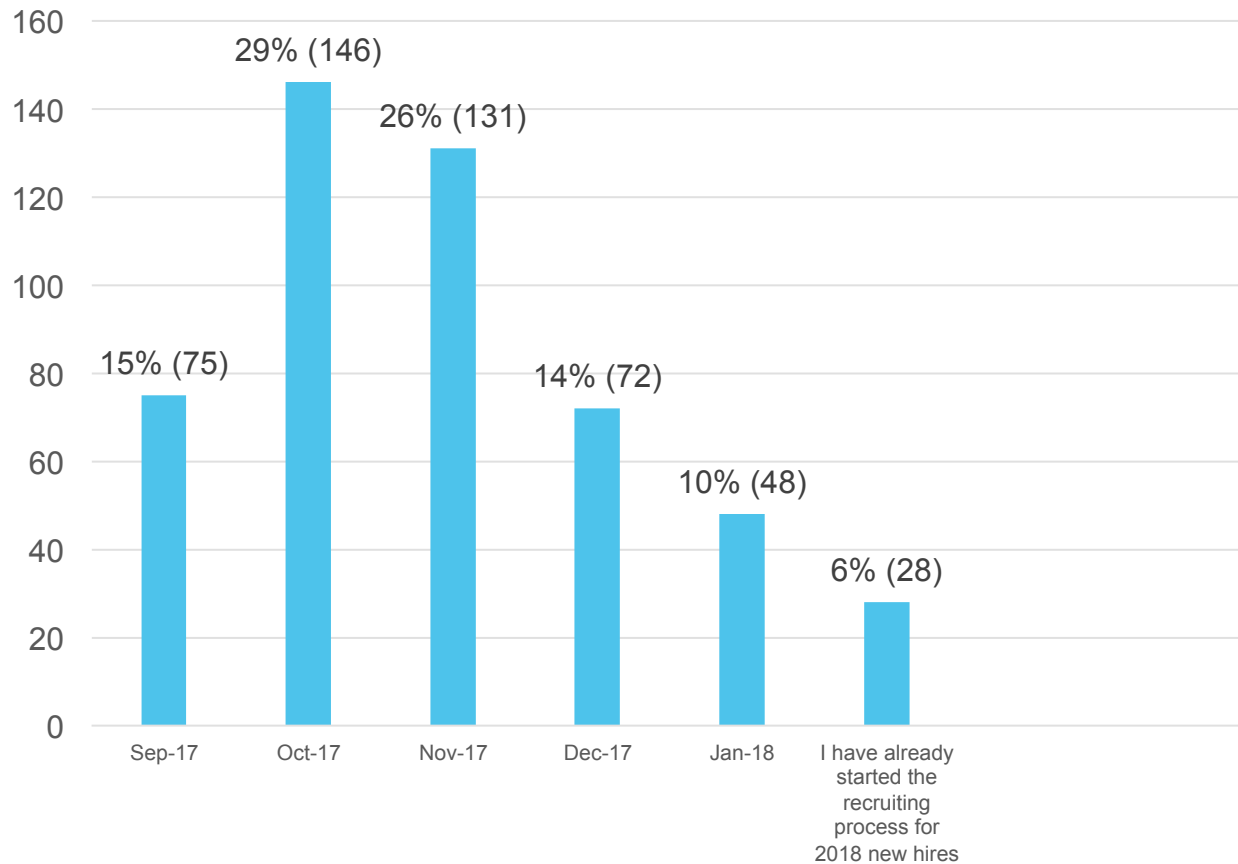
Earn the Reward

Which of the following, if any, could employees at your company do to increase their likelihood of getting a holiday bonus this year? Please select all that apply.



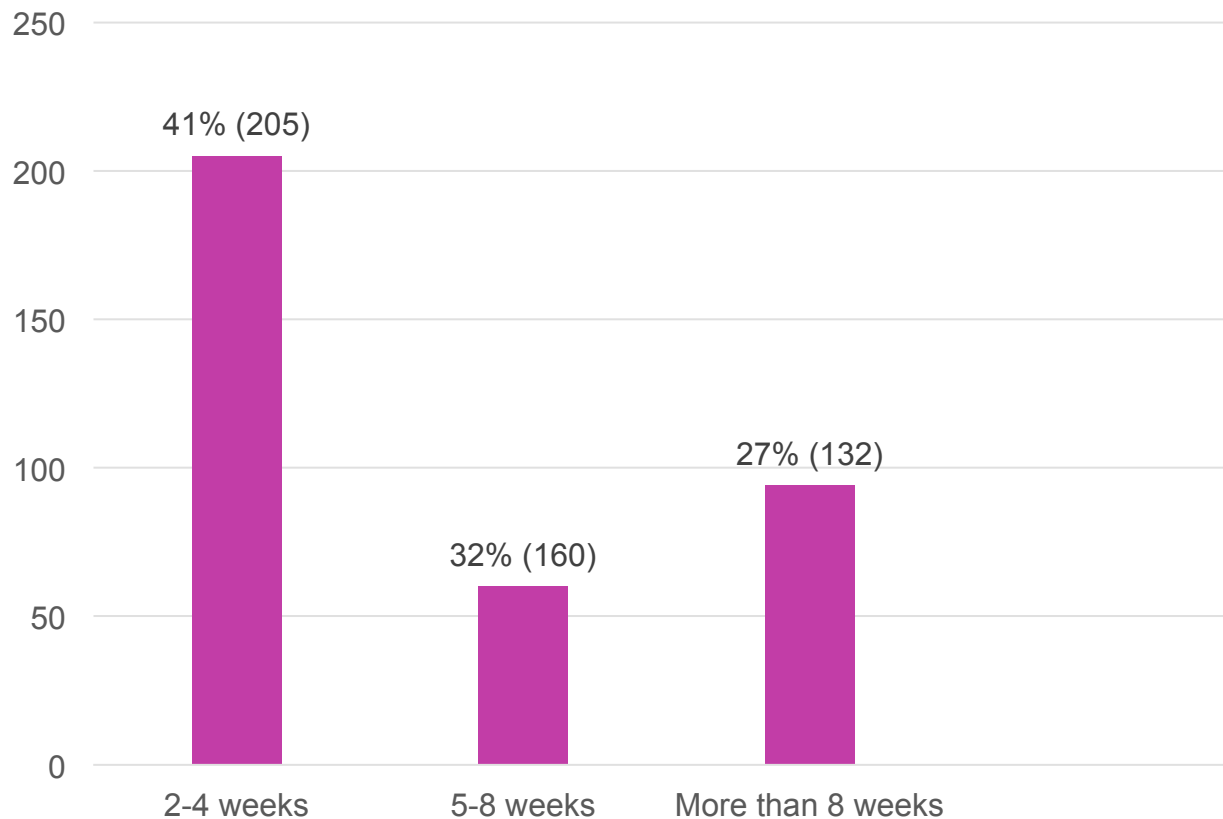
2018 New Hires

When do you plan to start the recruiting process for 2018 new hires?



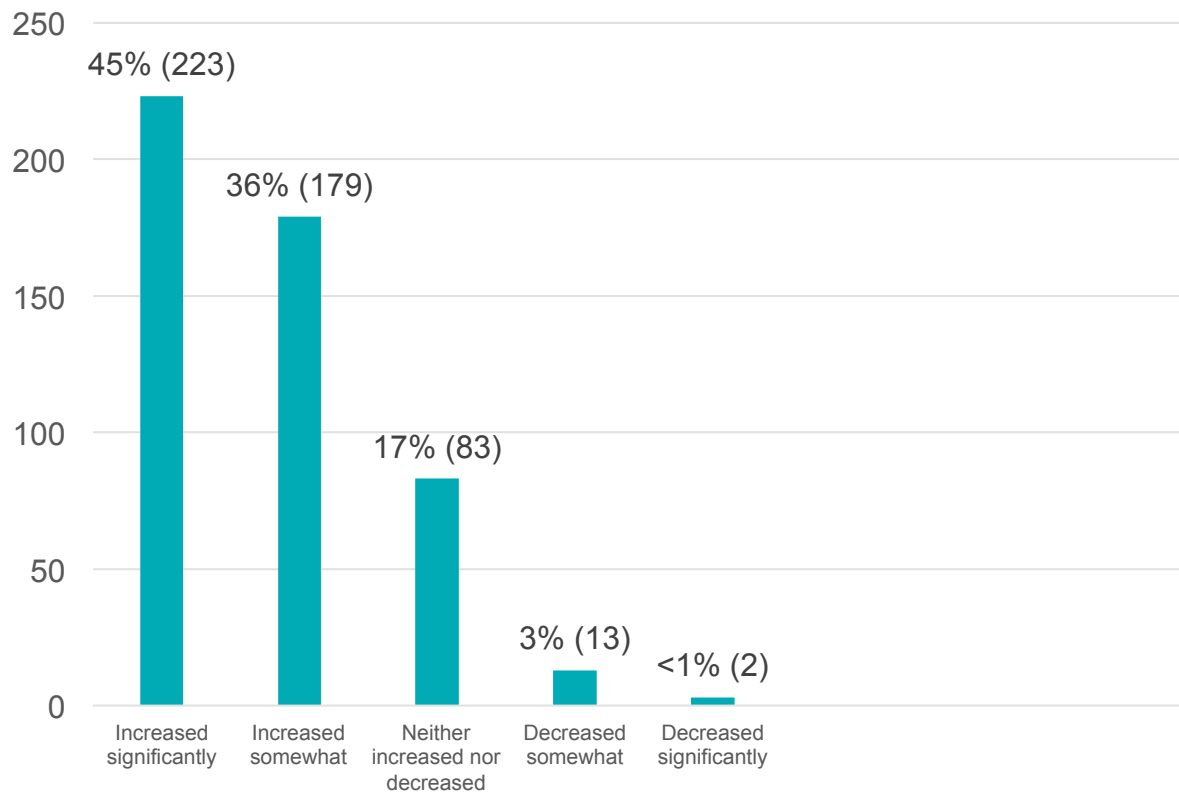
Average Hiring Process

How long does your typical hiring process take, from initial search to making a hire?



Change in Hiring Process

Over the past year, how significantly, if at all, has the length of your hiring process changed?



Contact Us

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