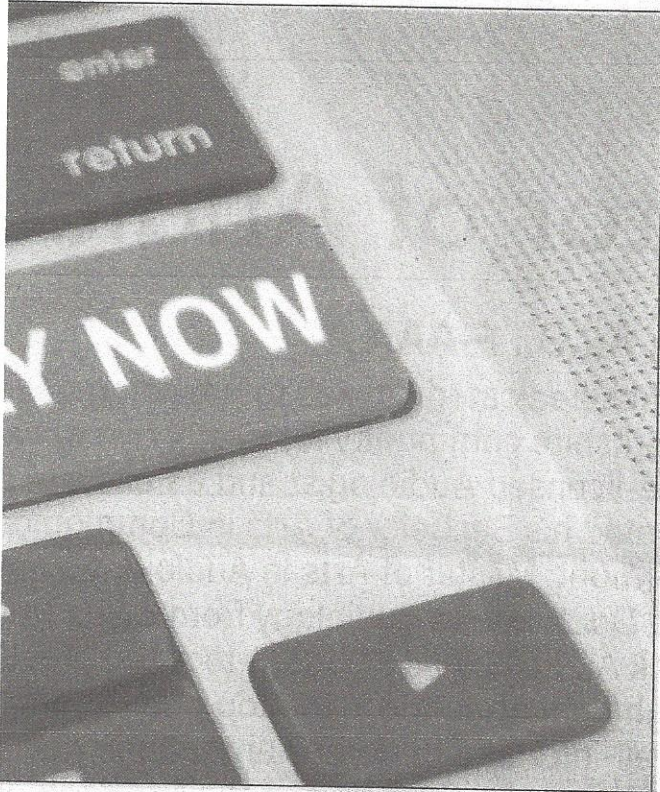


holiday job search this season



PHOTOS BY METRO CREATIVE CONNECTION

new employees, and a slower holiday season for some businesses
competition for available jobs as other job seekers take a break

Holiday shopping 2020 – by the numbers

The National Retail Federation has issued its 2021 Holiday Season survey results. From hanging decorations and exchanging gifts to planning traditional meals, the winter holidays are a special time for families and communities across America.

This year, 90 percent of consumers plan to celebrate the winter holidays;

An estimated 179.8 million consumers took advantage of the Thanksgiving holiday weekend (down from 186 million from last year);

148.2 million people shopped on Super Saturday;

65 percent of holiday shoppers plan to shop the week after Christmas for sales, to use gift cards, and to return/exchange unwanted gifts;

Consumers plan to spend \$998 on gifts, holiday items and additional "nongift" items; \$648 on gifts; \$231 on food/decorations; and \$118 on purchases for themselves;

Top purchases are gift cards (56 percent), clothing (47 percent), toys (32 percent), books/entertainment (32 percent), electronics (26 percent) and home decor (23 percent);

Top toys for girls: Barbie dolls; Legos; Apple products; and American Girl;

Top toys for boys: Legos; cars/trucks; Hot Wheels; PlayStation; video games;

57 percent more consumers shopped only online this year, compared with last year;

55 percent said that the coronavirus pandemic had no impact on their holiday spending plans;

77 percent indicated they would be supporting small businesses.

aining opportunity!
employers hire when
need new employees,
a slower holiday season
some businesses means
e time for hiring. It also
mean less competition
available jobs as other
seekers take a break
1 their job hunt.

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Do get organized. Design a new resume, post online and be methodical about your job search. Do something relating to your job search every day. The friendly staff at the MassHire Berkshire Career Center is eager to help spruce up your job-search skills!

Do try to keep a positive attitude and be patient. Understand that it does take some time to find employment, but that your upbeat attitude will help you be successful. Do not let those negative voices in your head get the best of you!

Learn a new skill. There are many certificate and training programs offered to help you get on your career path. Visit masshire-berkshire.com to see what training is available. Today's new education and training opportunity can become tomorrow's job.

YOU ARE NOT ALONE:

opportunities can be found during this season. Visit MassHireBerkshireCC.com for assistance on virtual job searching, career planning,

heavy load.

Express gratitude. Remember to thank your colleagues, vendors and customers for their support over the past year. Being grateful in