

Most Mailers Sticking to Hiring Plans Despite War

Catalog Age-Lead the Evolution, Apr 1 2003

Most mailers are not altering their second-quarter hiring plans despite the slumping economy and the domestic effect of the war in Iraq. According to Owatonna, MN-based Bernhart Associates Executive Search, LLC, LLC, 69% of the direct marketers surveyed are keeping their 90-day employment plans intact "at least for the time being." Six percent are cutting staff due to the war, and 7% have implemented hiring freezes because of the war. Three of the 302 respondents to the survey said they planned to add staff because of the war.

Among other findings, 59% survey participant plan to add staff this quarter, up from 55% the previous quarter mostly new hires rather than replacement hirings. The percentage of companies with hiring freezes fell from 30% at the beginning of the year to 22%.

2003, Primedia Business Magazines and Media, a PRIMEDIA company. All rights reserved. This article is protected by United States copyright and other intellectual property laws and may not be reproduced, rewritten, distributed, disseminated, transmitted, displayed, published or broadcast, directly or indirectly, in any medium without the prior written permission of PRIMEDIA Business Corp.