



Christmas Job Market: The 10 most Christmassy places in the United Kingdom

JOBLIFT RANKS THE UK TOWNS AND CITIES WITH THE LARGEST RELATIVE CHRISTMAS JOB MARKETS

London, 22nd November – It's beginning to look a lot like Christmas, and the UK's job market is feeling the festive effect. From additional sales assistants to department store Father Christmasses, the December holiday brings with it an uplift in recruiting. Understandably, the largest number of Christmas job positions are advertised in the UK's largest cities. However, Joblift has analysed the size of the Christmas job markets in relation to the overall job market size in each UK location in the last two years, to determine Britain's top ten most Christmassy locations.

THE TOP TEN

1. Inverness (0.29%)
2. Carlisle (0.27%)
3. Eastbourne (0.21%)
4. Stratford-upon-Avon (0.20%)
5. Lichfield (0.19%)
6. Livingston (0.18%)
7. Taunton (0.18%)
8. Canterbury (0.17%)
9. Dundee (0.17%)
10. Hereford (0.16%)

INVERNESS HAS THE UK'S MOST CHRISTMAS-FRIENDLY JOB MARKET

According to Joblift's findings, Inverness tops the list as having the UK's most Christmassy job market, with Christmas job vacancies making up 0.29% of the city's overall job market in the last two years. The top ten locations are fairly evenly spread across the UK, three of the ten places are located in Scotland, with Livingston ranking in 6th place (0.18%) and Dundee placing as the 9th most Christmassy location (0.17%). Three of the locations are based in the South of England (Eastbourne, Taunton, and Canterbury), and three in the Midlands (Stratford-upon-Avon, Lichfield, and Hereford). However, the highest ranking English location is the border city, Carlisle, which ranks in second place with Christmas jobs making up 0.27% of the city's job market.



THE SMALLER, THE MORE FESTIVE: 80% OF THE TOP TEN LOCATIONS ARE HOME TO LESS THAN 150,000 INHABITANTS

Additionally, it is towns and smaller cities in the UK which rank as the places with the most Christmas-friendly job markets. All of the top ten locations are home to a population of under 200,000 inhabitants. Furthermore, eight of the ten places have a population of under 150,000 and, due to, Inverness, Eastbourne and Livingston, 30% of the top ten house under 100,000 inhabitants. Incidentally, while London is home to the largest number of Christmas job vacancies (971), the capital ranks as the least Christmassy place in the UK, with just 0.02% of the capital's overall job market. Guildford follows London as the second least Christmassy place in the UK (0.04%) with Birmingham ranking as the third least Christmas-friendly job market.

About Joblift

Joblift is a job search platform providing candidates with the most intuitive and frictionless experience during the recruiting process. By applying the latest machine learning techniques and big data-based algorithms Joblift offers the optimal match between employer and job seeker. Currently active in the US, the UK, Germany, France and the Netherlands, Joblift cooperates with over 4,000 partners to incorporate over 10 million vacancies on their platform. Joblift is a highly energetic and entrepreneurial team led by the experienced founders Lukas Erlebach (CEO), Alexander Rausch (COO) and Denis Bauer (CTO), who most recently held C-Level positions at companies such as Zalando, Amorelie, hear.com and Microsoft.

Press Contact

Ashleigh Grady

Joblift GmbH

+44 (0)20 3893 2084

ashleigh.grady@joblift.co.uk