

LOCAL LENS ON

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WHOLESALE & RETAIL 18

103 wholesale & retail trade businesses identified their workforce needs in this year's EmployerOne survey.

ECONOMIC SUMMARY



73% OF EMPLOYERS **HIRED** in 2017

44% of employers had **HARD-TO-FILL** positions in 2017

Wholesale & Retail Trade Workforce

Full-Time
60%

Part-Time
31%

40% of surveyed businesses **IDENTIFIED** over 25% of their business as relating to **TOURISM**

69% Plan to hire in **2018**

Contract
3%

Seasonal
6%

Under 25
25%

Over 55
30%

RECRUITMENT



TOP 3 RECRUITMENT METHODS:

- Word of mouth
- Online job postings
- Social media

Wholesale & Retail Trade Businesses

Start-up
13%

Established
87%

TOP POSITIONS FILLED

in 2017

SALES



**RETAIL/
CASHIERS**



DRIVERS

TOP HARD-TO-FILL JOBS

in 2017

SALES

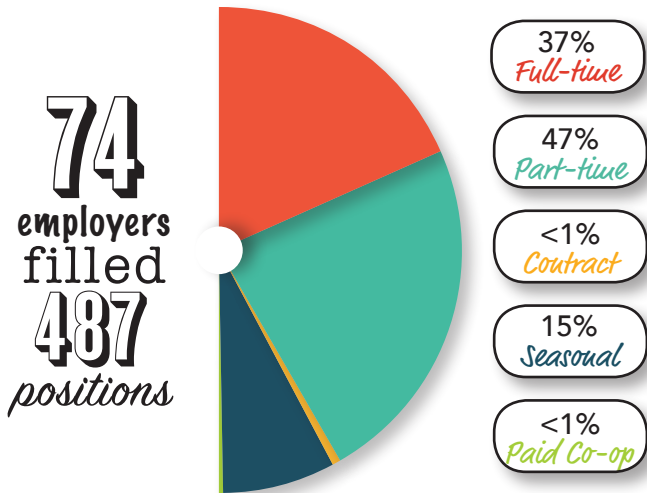


**RETAIL/
CASHIERS**

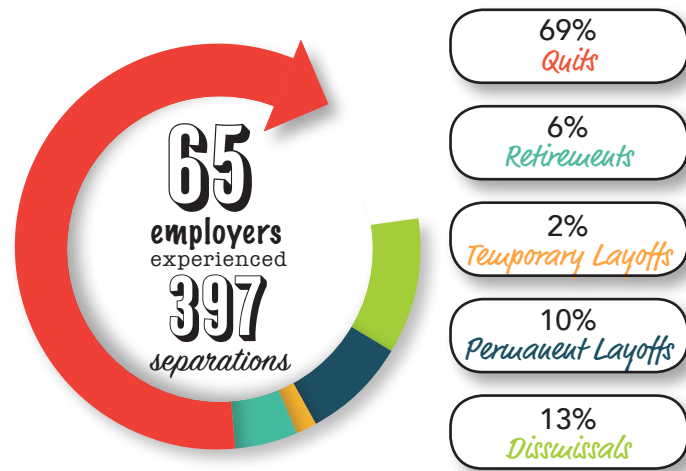


MANAGERS

HIRING TRENDS



RETENTION TRENDS



HARD-TO-FILL POSITIONS

44% OF EMPLOYERS experienced **HARD-TO-FILL** positions in 2017

31% of employers have spent **1+ YEAR** trying to fill **HARD-TO-FILL** positions

TOP 3 REASONS POSITIONS WERE HARD-TO-FILL

- 1 Lack of motivation, attitude, or interpersonal abilities
- 2 Not enough applicants
- 3 Lack of qualifications (education level/credentials)

TOP 3 COMPETENCIES employers are looking for in hard-to-fill positions

- 1 Work ethic, dedication, dependability
- 2 Customer service*
- 3 Self-motivated/ability to work with little or no supervision abilities*

*Tied for second most frequent competency

TRAINING



Top 3 Barriers to TRAINING



- Relevant training is not offered locally
- Cost
- Loss of productivity during training time

SKILLS SHORTAGE

Percentage of employers who rate the availability of qualified workers as:

