

RETAIL TRADE

71 retail trade related firms in Bruce, Grey, Huron and Perth counties identified their workforce needs in this year's EmployerOne Survey. Agricultural businesses are key to our rural economy. This report summarizes the results from retail trade, 13% of all survey responses.

*Based on 2015 Activities



Survey Key Findings



65% of employers hired in 2015
30% had hard-to-fill positions



14% of the retail trade workforce
is temporary, and 54% is full-time



44% plan to hire in 2016

Retail Trade Sector Profile

Survey Respondents



■ Start-up company (<5 years) (13%)

■ Not a start-up company (87%)

Hired!

Hiring Trends

How Many?

46 employers filled 143 positions

How?

Employers mainly recruited for local talent.

Four County Region Workforce

14% of employees are temporary

32% of employees are under 25

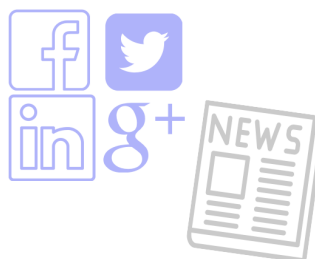
54% of employees are full-time

24% of employees are over 55

Recruitment

Top Recruitment Methods

1. Word of mouth
2. Newspaper ads
3. Social Media



Positions Filled in 2015

Salesperson
Delivery Person
Assistant Office Manager
Travel Planner

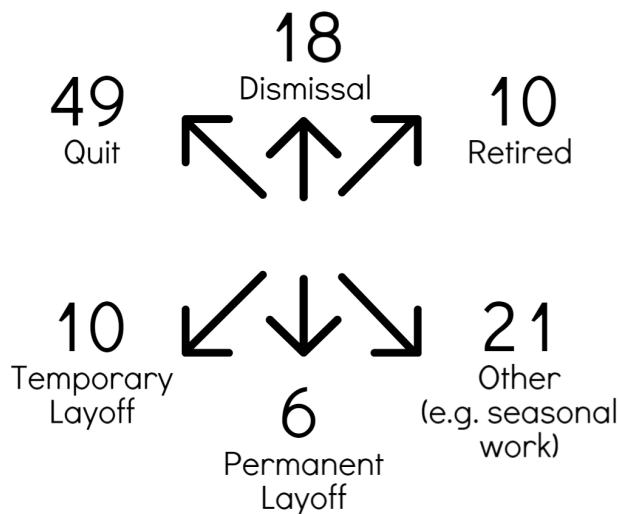


Retention Challenges

Who Separated?

38 employers
experienced
114 separations

Reason for Separation



Training

54% of employers supported ongoing training

46% of employers could not

Why?

- Distance to travel to facility
- Relevant training not offered locally
- Cost

61% of supporting employers funded training



Education

Minimum level of education that companies require for new hires



University

Engineers and accountants (57%)
Managers and executives (37%)
Technical (14%)



College or Trade Certificate

Skilled trades (77%)
Administrative and clerical (45%)
Sales and marketing (35%)



High School or Equivalent

Production occupations (93%)
Service occupations (91%)
Apprentices (57%)

Hard-to-Fill Jobs

30% of employers experienced hard-to-fill jobs including:

- Receiver
- Automotive technician
- Sales associates

Why?

- Not enough applicants
- Lack of qualifications and lack of motivation, attitude and interpersonal abilities
- Lack of work experience