



# Local Lens on Retail Trade

2017



116 retail-related firms in Bruce, Grey, Huron and Perth counties identified their workforce needs in this year's EmployerOne survey. This represents 16% of all survey respondents.

## Survey Key Findings



56% of employers hired in 2016

34% had hard-to-fill positions

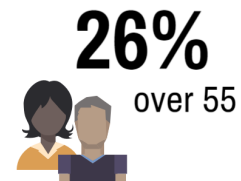
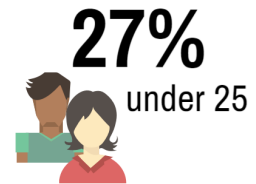
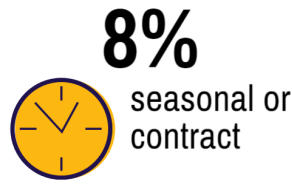
48% plan to hire in 2017

## Economic Profile

### Years in Business

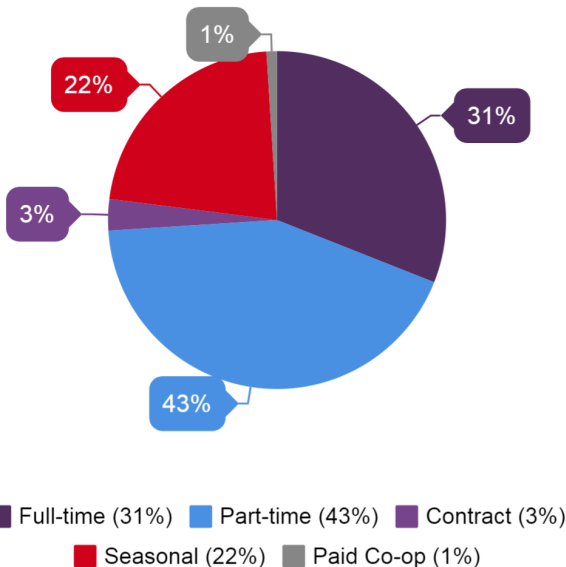


## Retail Workforce



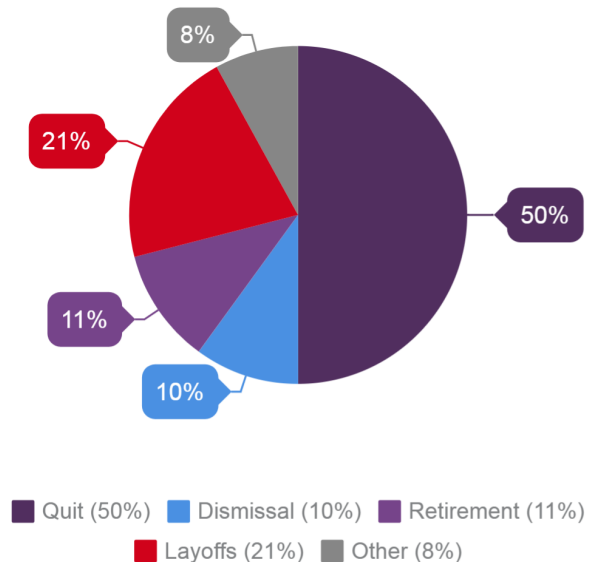
## Hiring Trends

64 employers filled **353** positions



## Retention Trends

51 employers experienced **280** separations



# Skill Shortage

Employers rate the availability of qualified workers as

**40%**

EXCELLENT-GOOD



**60%**

FAIR-POOR

## Hard-to-Fill Jobs

**16%**

of employers have spent over a year trying to fill hard-to-fill jobs

Top 3 reasons positions were hard to fill:

Not enough applicants

Lack of qualifications (education level/credentials)

Lack of motivation, attitude, or interpersonal abilities

Top 3 Competencies needed in hard-to-fill positions:

Customer service

Work ethic, dedication, dependability

Self-motivated/ability to work with little or no supervision

**Top Hard-to-Fill Jobs**

- Sales Associate
- Retail Clerk
- Customer Service

## Recruitment

Top Recruitment Methods



Word of Mouth



Online job boards/postings



Social Media

Positions Filled in 2016

Sales Associate  
Retail Clerk  
Customer Service

**TOP 3**

## Training

**63%**

of employers supported ongoing training

**37%**

of employers could not support ongoing training

Top 3 Barriers to supporting training



Cost

Relevant training not offered locally

Loss of productivity during training time

For more information about EmployerOne or to sign up for next year's survey (January 2018), contact the Four County Labour Market Planning Board