

LOCAL LENS ON RETAIL TRADE

SURVEY OBSERVATIONS 2015



Your Workforce. Our Future.

41 retail trade-related firms in Bruce, Grey, Huron and Perth Counties identified their workforce needs in this year's EmployerOne survey. Retail Trade businesses are key to our rural economy. This report summarizes the results from retail trade, 14% of all survey responses.

SURVEY KEY FINDINGS

Retail Trade employers are facing challenges finding enough job applicants that meet skill requirements and have motivation, attitude and interpersonal abilities.

61% of employers hired in 2014 and 42% had hard-to-fill positions

46% of the retail trade workforce is full-time, and 14% is temporary

57% plan to hire in 2015



RETAIL TRADE SECTOR PROFILE



Survey Respondents

Four County Region Workforce

85% employ fewer than 25 people

17% are growth companies

14% of employees are temporary

38% of employees are under 25

15% employ 26+ people

81% are established companies

46% of employees are full-time

15% of employees are over 55

RECRUITMENT

Top Recruitment Methods

- Word of Mouth
- On-site job signs or posters
- Unsolicited resumes and Newspaper ads



Positions Filled in 2014

- Sales Clerk/Associate
- Delivery Driver
- Cashier
- Manager
- Customer Service
- Administration

HIRING TRENDS

How Many?

25 employers filled 143 positions



How?

Employers recruited within the Bruce, Grey, Huron and Perth economic region.

RETENTION CHALLENGES

Who Separated?

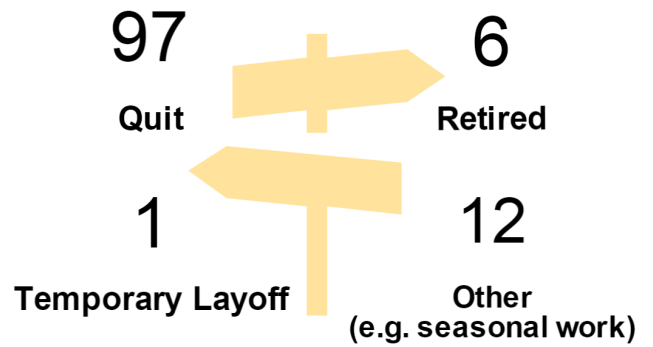
24 employers experienced

116

separations

47 sales & marketing workers and 46 service workers made up most of the separations due to quits or seasonal work.

Reason for Separation



HARD-TO-FILL JOBS

42%

of employers experienced hard-to-fill jobs

Why?

- 1 Applicants not meeting motivation, attitude, or interpersonal abilities
- 2 Applicants not meeting qualifications
- 3 Applicants not meeting skills

TRAINING

59%

of employers supported ongoing training

Top competencies required:

Customer Service

Work ethic & dependability

Teamwork, self-motivated

Problem solving & creativity

37%

of supporting employers funded training

41%

of employers could not.

Top Training challenges:

- Loss of productivity during training time
- Losing trained employees to other businesses
- Relevant training is not offered locally

EDUCATION

Minimum level of education that companies require for new hires

UNIVERSITY

Engineers and accountants (11%)
Managers and executives (63%)
Technical (13%)

COLLEGE OR TRADE CERTIFICATE

Skilled trades (71%)
Administrative and clerical (18%)
Sales and marketing (13%)

HIGH SCHOOL OR EQUIVALENT

Production occupations (55%)
Service occupations (77%)
Apprentices (50%)

For more information about EmployerOne or to sign up for next year's survey (January 2016), contact the Four County Labour Market Planning Board