

Retail

2020 EmployerOne Industry Insights



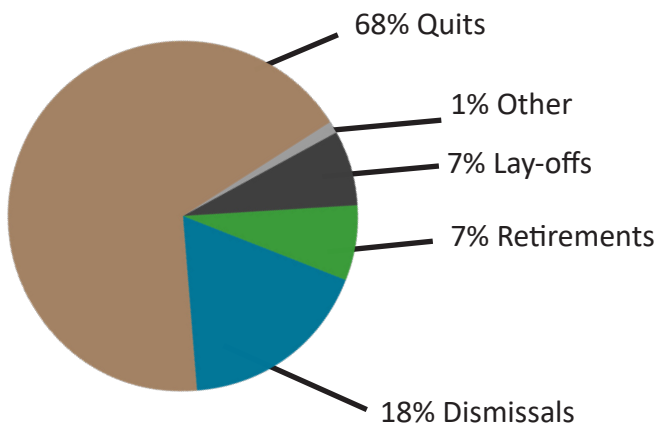
A total of 17 retail businesses in Waterloo Wellington Dufferin completed the 2020 EmployerOne Survey. These businesses represented 4% of all survey respondents

Hired in 2019



76% of the retail businesses surveyed hired in 2019. That represented a total of 201 hires. 91 of those hired were permanent full time, 7 were contract/seasonal/casual and 42 were permanent part time.

Separations



The retail businesses surveyed reported 91 separations in 2019. 62 of them (68%) were quits, 16 (18%) were dismissals, the retirement and layoff categories saw 6 positions each (7%) and 1 fell into the other category.

Hard to fill positions

59%

Reported they had positions that were hard to fill in the last 12 months

Top positions reported as hard to fill

- Repair service technician
- Retail sales

Top reasons positions were hard to fill

- Not enough applicants
- Lack of qualifications (education level/credentials)
- Lack of work experience

Recruitment

Top recruiting methods

Online job boards/postings
Word of mouth/personal contacts/referrals/informal networks
On-site job signs or posters

Top competencies they were looking for

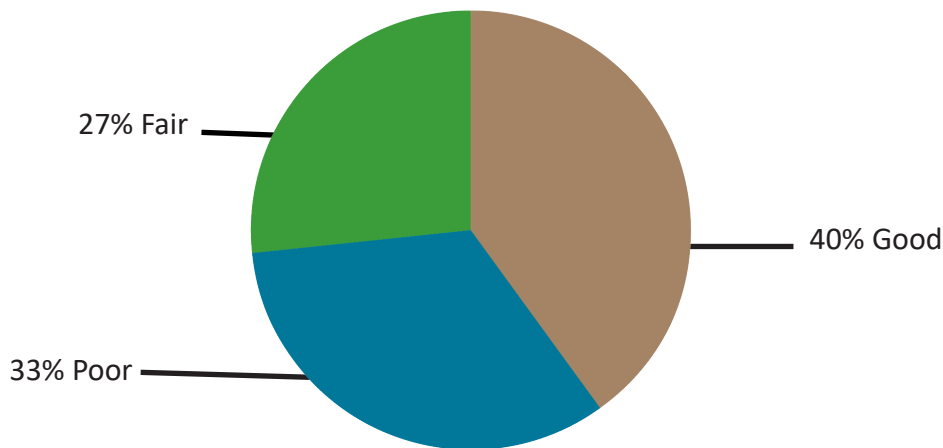
Customer service
Dependability
Self-motivated/ability to work with little or no supervision

Technical Skills in Demand

The top credentials in demand for retail were a diploma or related certificate. The top essential skills were communication, numeracy and computer skills

Respondents rating of availability of qualified workers

* No businesses reported the rating of availability of qualified workers as excellent



Retention

50%

Reported retention was an issue

Top Retention Strategies

Employee "perks" (i.e., discounts on merchandise, company-branded clothing, staff celebrations, etc.)

Training opportunities

Regular increases in salary

Plans to hire

71%

of businesses surveyed in retail to hire in the next 12 months

Top planned occupations to hire

Customer Service Representative
Sales Associate
Merchandise Staff

COVID-19 Update

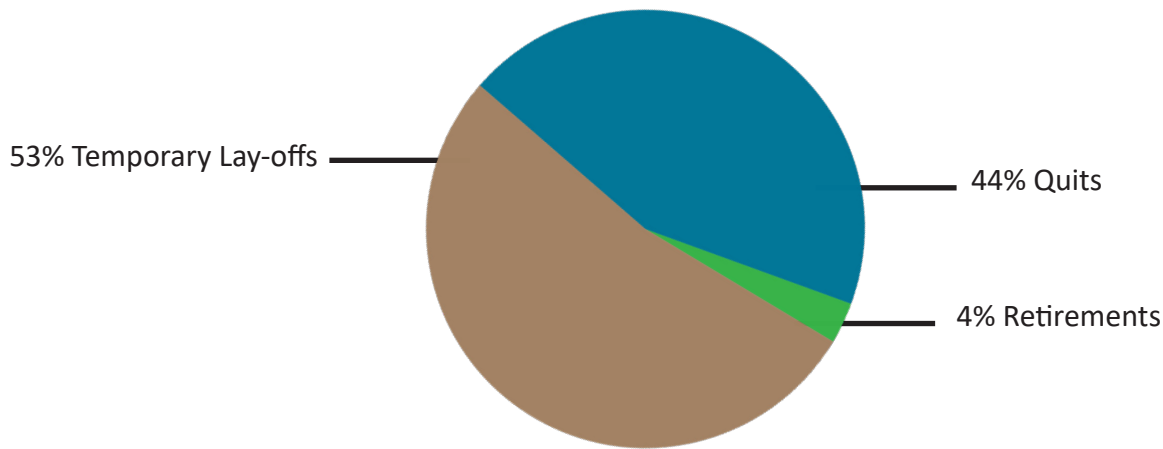
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The EmployerOne Survey is conducted annually from January 2 to 31 and the first 2 pages are reflective of the answers in that period. With the on-set of the COVID-19 pandemic, we decided to collect further data from businesses to determine how COVID-19 had changed their workforces and their expectations for 2020 hiring since January 31, 2020. 10 retail employers gave us an update.

Separations Since January 31 (34 total separations)



Hiring

The 10 retail businesses that responded to our updated survey have hired a total of 19 employees since January 31st.

Hiring in the next 6 months

Of the 10 companies responding to the updated survey 6 companies reported they intend to hire 1 to 5 people in the next 6 months.

Top planned occupations to hire

- Sales associate
- Cashier/Merchandiser
- Manager

56%

Reported retention was a concern during the COVID-19 pandemic