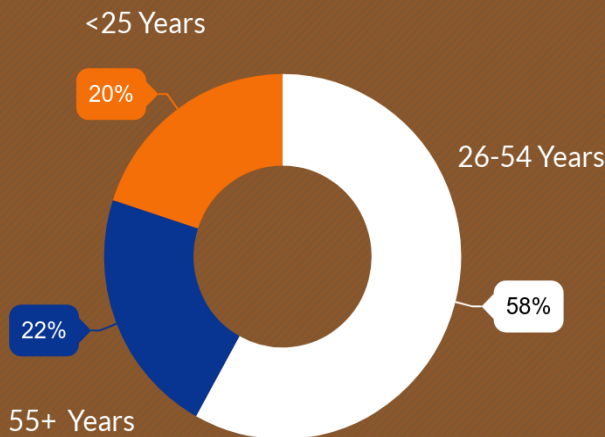


Retail & Wholesale Trade Sector

WORKFORCE INSIGHTS 2019

56 Retail and Wholesale Trade related businesses in Waterloo, Wellington and Dufferin completed the 2019 EmployerOne Survey. This represented 10% of all survey respondents. There were 1,465 Retail and Wholesale Trade workers represented in the survey.

Age of Workforce



82%

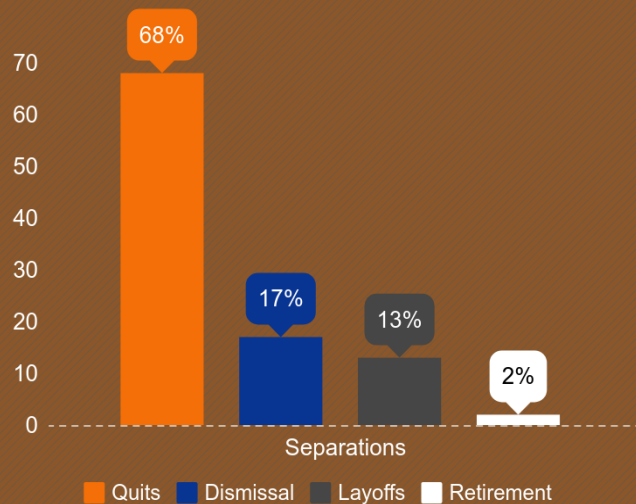
Have been in business for more than 5 years!

Workforce



Separations

66% of Employers had separations in 2018.

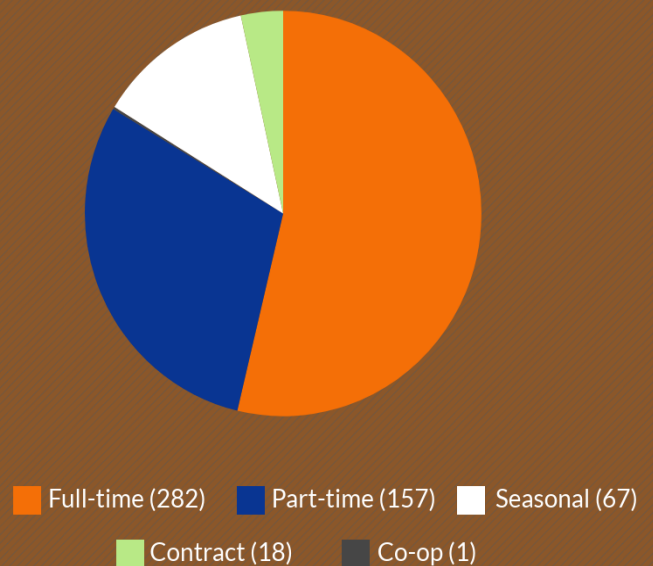


* 1% of separations were unclassified



Hires in 2018

82% of Employers hired a total of 525 workers.



Top positions Hired in 2018



Retail:

- Sales Associates
- Cashiers
- Customer Service

Wholesale:

- Inside and Outside Sales
- Warehouse Associates
- Customer Service

Top Competencies Sought by Employers

- Work Ethic
- Customer Service
- Technical
- Communication
- Self-motivated

Hiring Challenges

52% of Employers had hard to fill positions.

Employers rate the availability of skilled workers as:

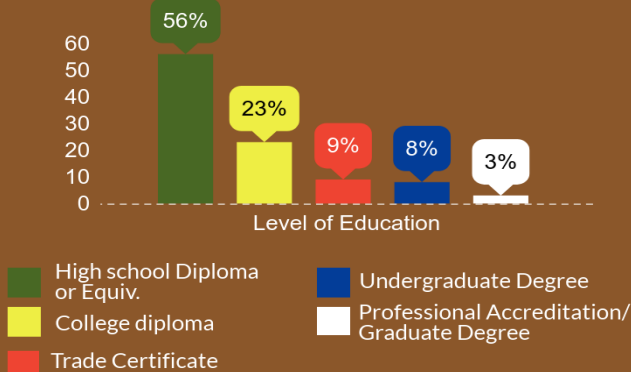


■ Good-Excellent (37.50%) ■ Fair-Poor (62.50%)

Top 5 Reasons

- Lack of motivation
- Lack of qualifications
- Not enough applicants
- Lack of technical skills
- Lack of work experience

Preferred Education Levels of New Hires in 2018



*Respondents could select more than one preferred education level

Training

80% of employers provide professional development opportunities.

Top Recruitment Methods

1. Personal contacts, word of mouth, informal networks and referrals
2. On-line job boards
3. Company's website
4. Social media
5. Unsolicited resumes



www



Looking Ahead

70% of Employers plan to hire in 2019, totaling 296 positions

Main Reasons for Hiring

- Fill a vacancy
- Expansion

For more information about EmployerOne or to sign up for next year's survey contact: www.workforceplanningboard.com



Workforce Planning Board
of Waterloo Wellington Dufferin



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Your Workforce. Our Future.