

RETAIL AND WHOLESALE INSIGHTS EmployerOne 2022



Employer characteristics

A total of 52 retail and wholesale businesses in Waterloo, Wellington and Dufferin completed the EmployerOne 2022 Survey. This represents 9% of all survey respondents— doubling the number since EmployerOne 2020.

90% of surveyed retail and wholesale employers have been in operation for over 5 years.

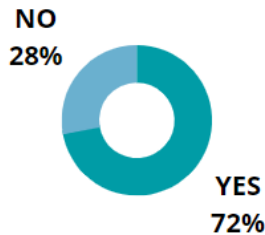
Hiring in the past 12 months

According to a conservative estimate, over 3, 175 people were hired for manufacturing jobs in 2021.

Permanent Part-time	Permanent Full-time	Contract
188	262	15

The majority of retail and wholesale employers rate the availability of workers in the area as poor or fair.

Separations and Hard-to-fill positions



72% of employers reported separations. It represents 4% of all separations in the survey.

Quits	Retirements
75% (263)	4% (15)
Layoffs	Dismissals
3% (9)	14% (51)

*Other reasons accounted for 4%.

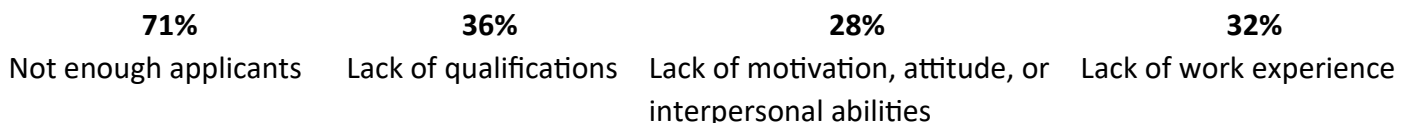


Reported they had positions that were hard-to-fill.

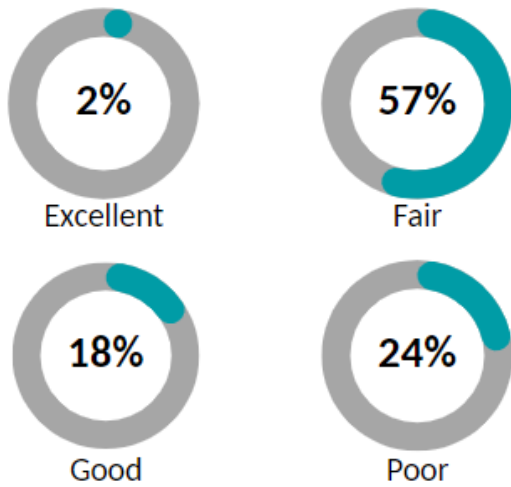
Top positions that were hard-to-fill:

- Store and sales associate
- Service technician
- Forklift operator
- Shipper
- Manager
- Supervisor
- Administrative roles
- Finance roles

Top reasons for hard-to-fill positions:



Worker Availability Rated



Recruitment Methods

Word of mouth/personal contacts/referrals/informal networks	62%
Social media	60%
Online job boards/postings	58%
Company's own internet website	29%
Unsolicited resumes	23%
Government employment centres or websites	19%

Top competencies employers were looking for:



Retention Issues and Strategies

50% of employers indicated having issues with retention.

Issues:

- 23% - not a lot of positions people can move into
- 17% - employee did not fully understand the position
- 12% - we pay minimum wage
- 12% - lack of transportation
- 12% - we pay less than others in the industry, or those with similar roles

Strategies:

- 52% - training opportunities
- 40% - employee “perks”
- 31% - regular increases in salary
- 23% - recognition for service and/or outstanding work
- 14% - job flexibility

Technical skills in demand

Credentials:

- Trade certification
- Purchasing/Inventory certification
- Accounting
- Forklift operation

On the job training:

- Product knowledge
- Retail management system
- Warehouse management system

Unique industry skills:

- Sales
- Customer service
- Industry knowledge
- Tool and machinery knowledge

Essential skills:

- Computer Skills
- Writing
- English language
- Reading
- Problem solving



89% of employers are willing to train if a candidate is a right fit.

Planned Hires for 2022

78% of surveyed employers are planning to hire a conservative estimate of **207** workers.

Top positions to hire

Material handler

Retail salesperson

Other technical occupations in healthcare

Other assembly and related occupations

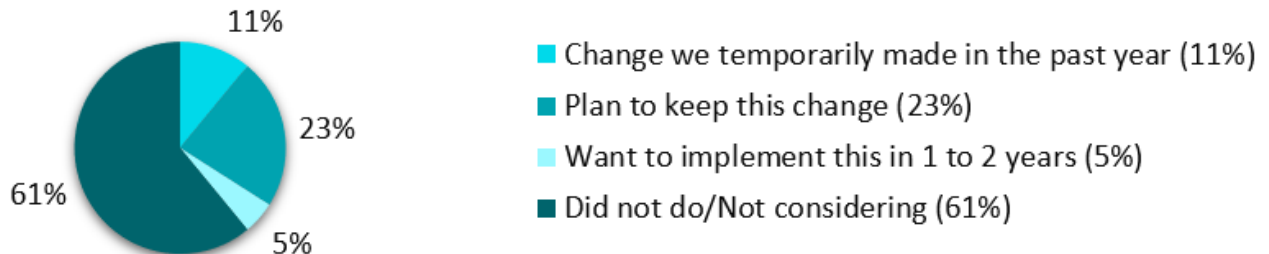
Labourers in processing, manufacturing and utilities

53.2 out of 100 - average level of agreement with EDI practices and a lens to diversity being important when hiring in the retail and wholesale industry.

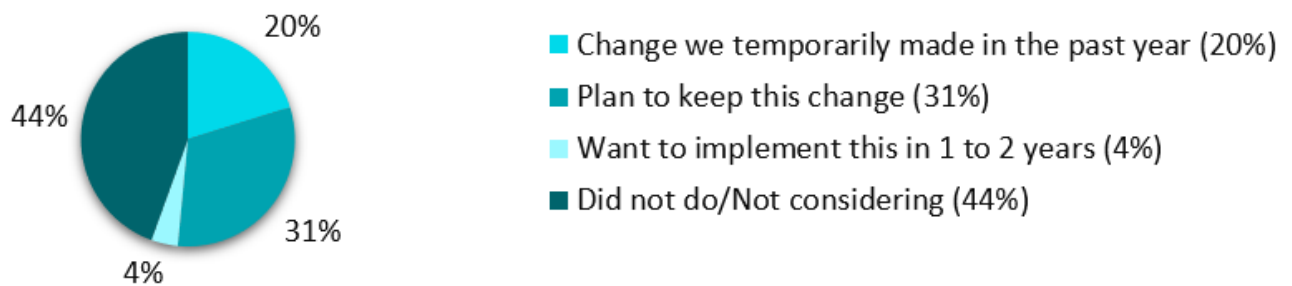
Labour Market Changes

With the current labour market making hiring a challenge, we asked employers about the changes they have implemented and if they are planning to keep these changes.

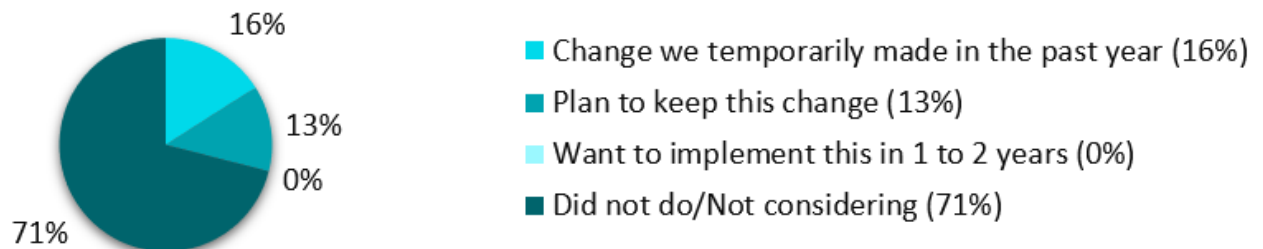
1. Increase in flexible work arrangements like gig work, freelance roles, role sharing, etc.



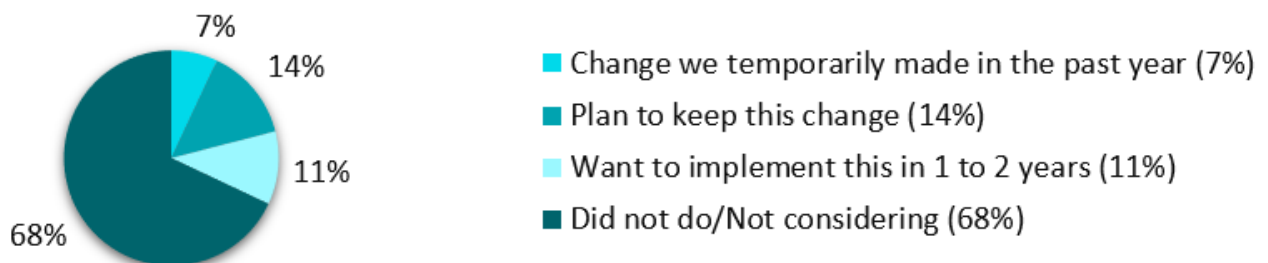
2. Offer more flexible work hours to promote work-life balance.



3. Shift to work from home (part-time or full-time) for at least some of workforce.

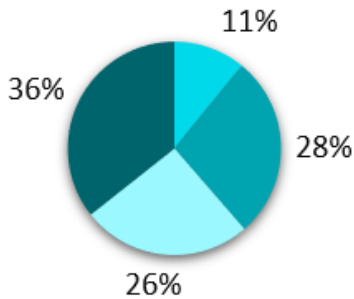


4. Introduce automation or artificial intelligence to some roles.



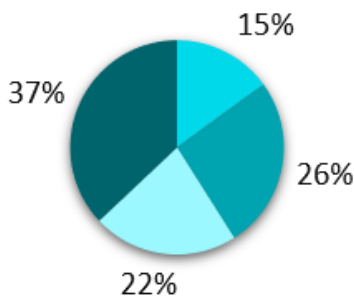
Labour Market Changes

5. Add new types of technology to the workplace to promote productivity and collaboration.



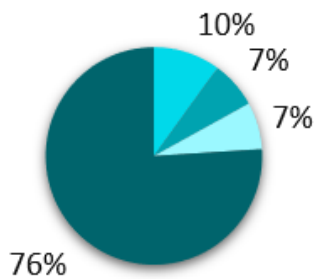
- Change we temporarily made in the past year (11%)
- Plan to keep this change (28%)
- Want to implement this in 1 to 2 years (26%)
- Did not do/Not considering (36%)

6. Provide formal training for all staff on new technology introduced.



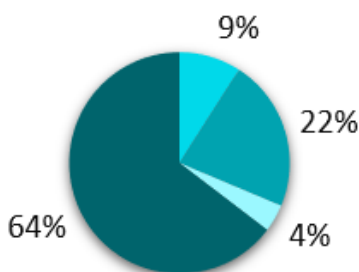
- Change we temporarily made in the past year (15%)
- Plan to keep this change (26%)
- Want to implement this in 1 to 2 years (22%)
- Did not do/Not considering (37%)

7. Change workplace set-up to accommodate collaboration, working at office on occasion.



- Change we temporarily made in the past year (10%)
- Plan to keep this change (7%)
- Want to implement this in 1 to 2 years (7%)
- Did not do/Not considering (76%)

8. Provide support/tools to employees working remotely.



- Change we temporarily made in the past year (9%)
- Plan to keep this change (22%)
- Want to implement this in 1 to 2 years (4%)
- Did not do/Not considering (64%)