

Workforce Focus

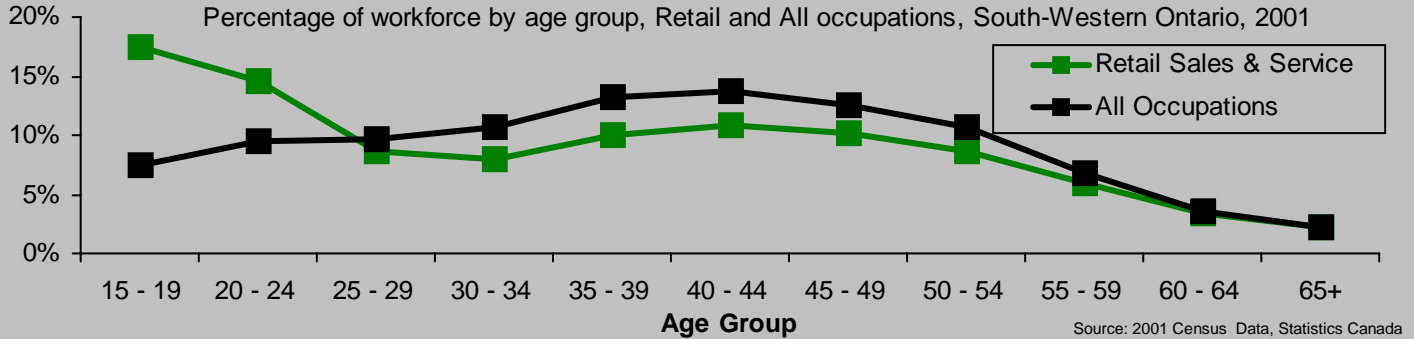
From the Niagara Training & Adjustment Board
 ...Niagara's Workforce Development Board

In this Issue:

Retail Sales & Service

- Industry Trends
- Workforce Profile

The Shape of the Retail Workforce



The retail workforce has a significantly greater share of young workers, with 32% of the workforce under the age of 25.

High Turnover

The average length of employment in retail in Ontario is 49.6 months, ranking second shortest amongst occupational groups (ahead of only chefs and cooks at 46.1 months). The average of all occupations is 97.4 months. When looking at gender, the average employment tenure in retail is longer for men (55.5 months) than women (47.0 months).

Source: The Structure of Retail Trade in Canada, Industry Canada, 2006

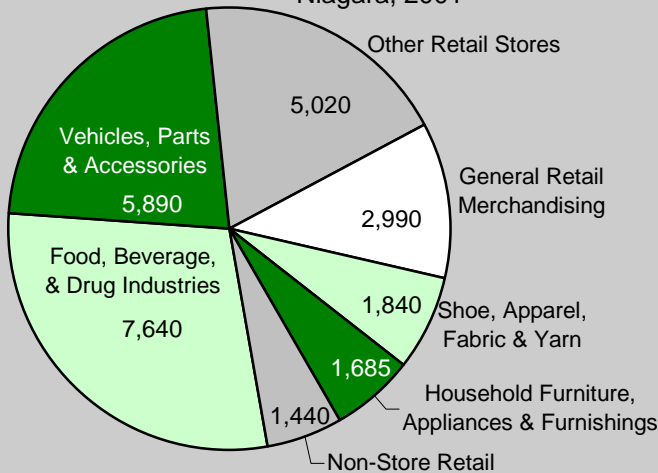
Training Trends

There has been a slight decrease in the share of retail workers receiving training. Those most likely to receive training are those under age 25, and managers.

Source: The Structure of Retail Trade in Canada, Industry Canada, 2006

Retail Employment Composition

Niagara, 2001



Source: 2001 Census Data, Statistics Canada

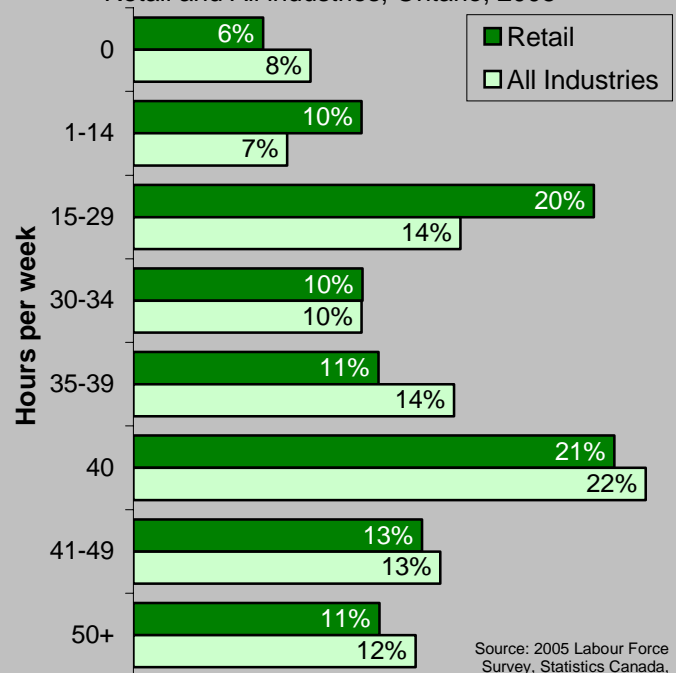
Examining Job Satisfaction

Job satisfaction in retail occupations is similar to that found in all occupations, though pay satisfaction in retail is slightly less. Pay and job satisfaction in retail has declined since 1999, with workers under age 25 being the least satisfied.

Source: The Structure of Retail Trade in Canada, Industry Canada, 2006

Hourly Profile

Share of workforce by hours worked per week Retail and All industries, Ontario, 2005



Source: 2005 Labour Force Survey, Statistics Canada,

More Part-timers

There is a larger share of people working 15-29 hours per week in retail than in the overall economy of Ontario.

Source: The Structure of Retail Trade in Canada, Industry Canada, 2006



For more information contact the Niagara Training and Adjustment Board at:
 1 St. Paul Street, Suite 605, St Catharines ON L2R 7L2 Canada (905) 641-0801 ntab@ntab.org

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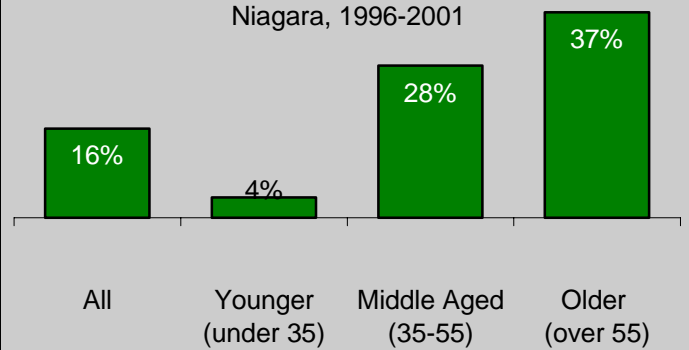
Created by : Dane Rice

Retail Trends

- There are 24,140 retail workers in this region, representing 12.2% of the total workforce.
- Youth are the slowest growing age group of full time retail workers in this region, however, the share of part time youth workers in retail is increasing across the country.
- Women make up 66% of the retail workforce in this region, compared to 47% of the total workforce.

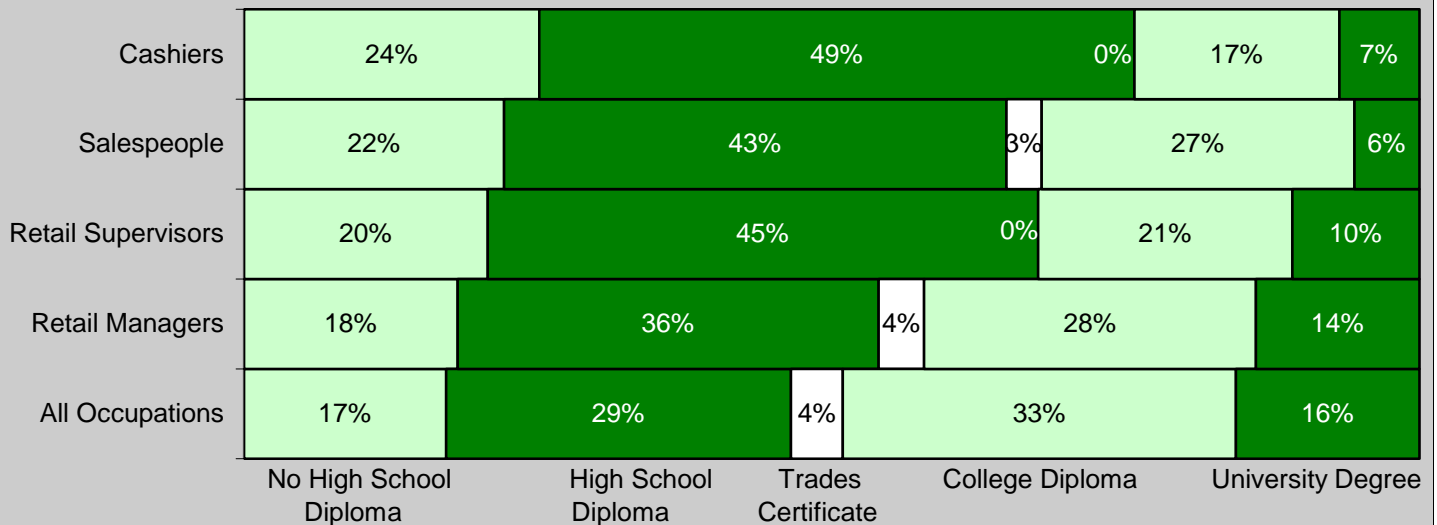
Retail employment change by age group

Niagara, 1996-2001



Retail Educational Attainments

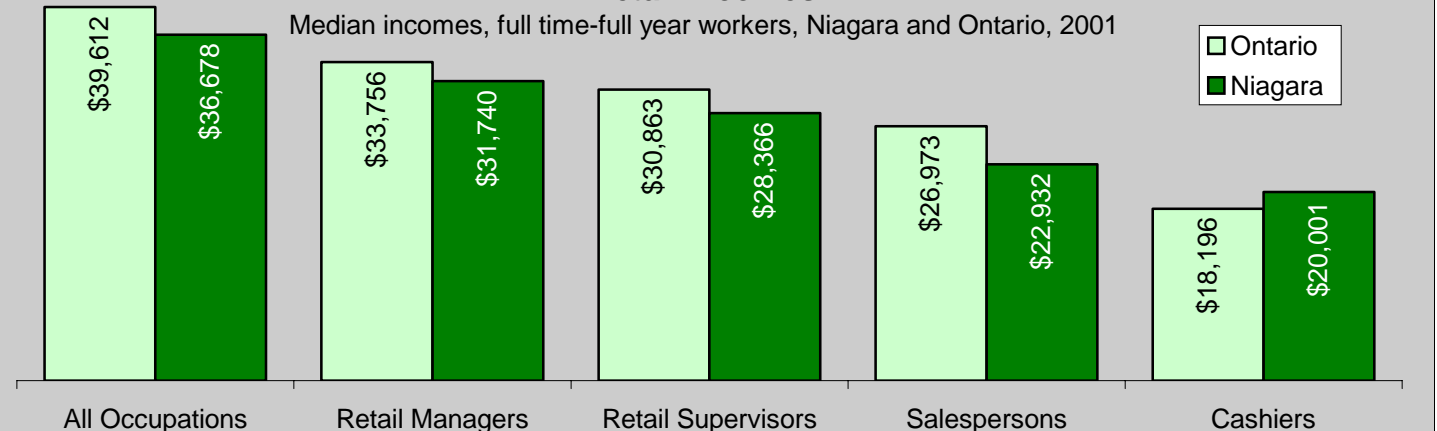
Occupations by share of highest educational attainment, Niagara, 2001



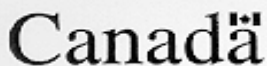
Retail education levels are lower than the average of all occupations in this region.

Retail Incomes

Median incomes, full time-full year workers, Niagara and Ontario, 2001



Retail incomes trail the average of all occupations in this region, but are comparable to provincial retail incomes.



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