



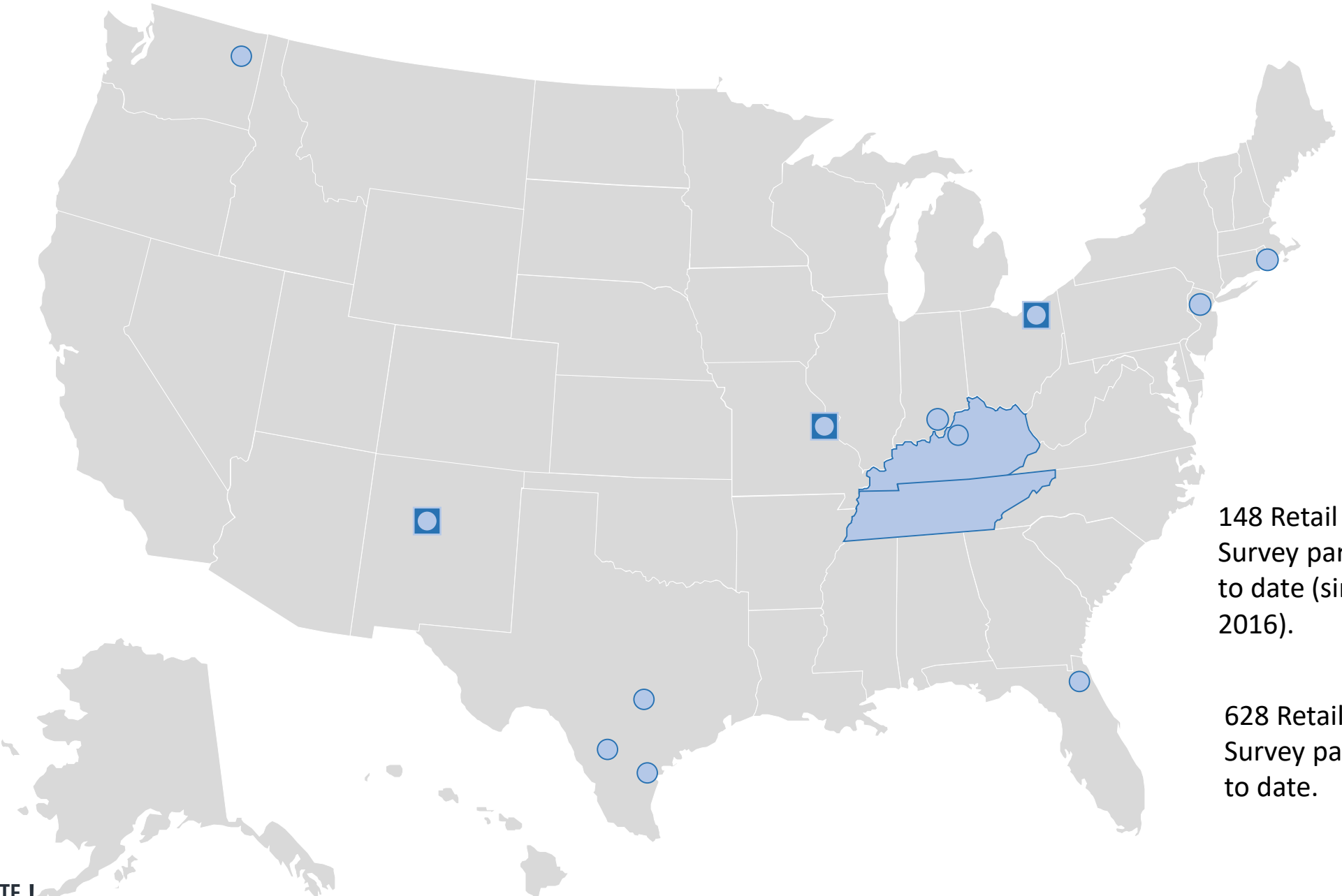
Retail Employers and Employees

Summary of The Graduate! Network's Bridging The Talent Gap Research
Conducted September 2018 – March 2019

This project is made possible with support from Walmart




- Employer Locations
- Employee Locations



148 Retail Employer Survey participants to date (since mid 2016).

628 Retail Employee Survey participants to date.



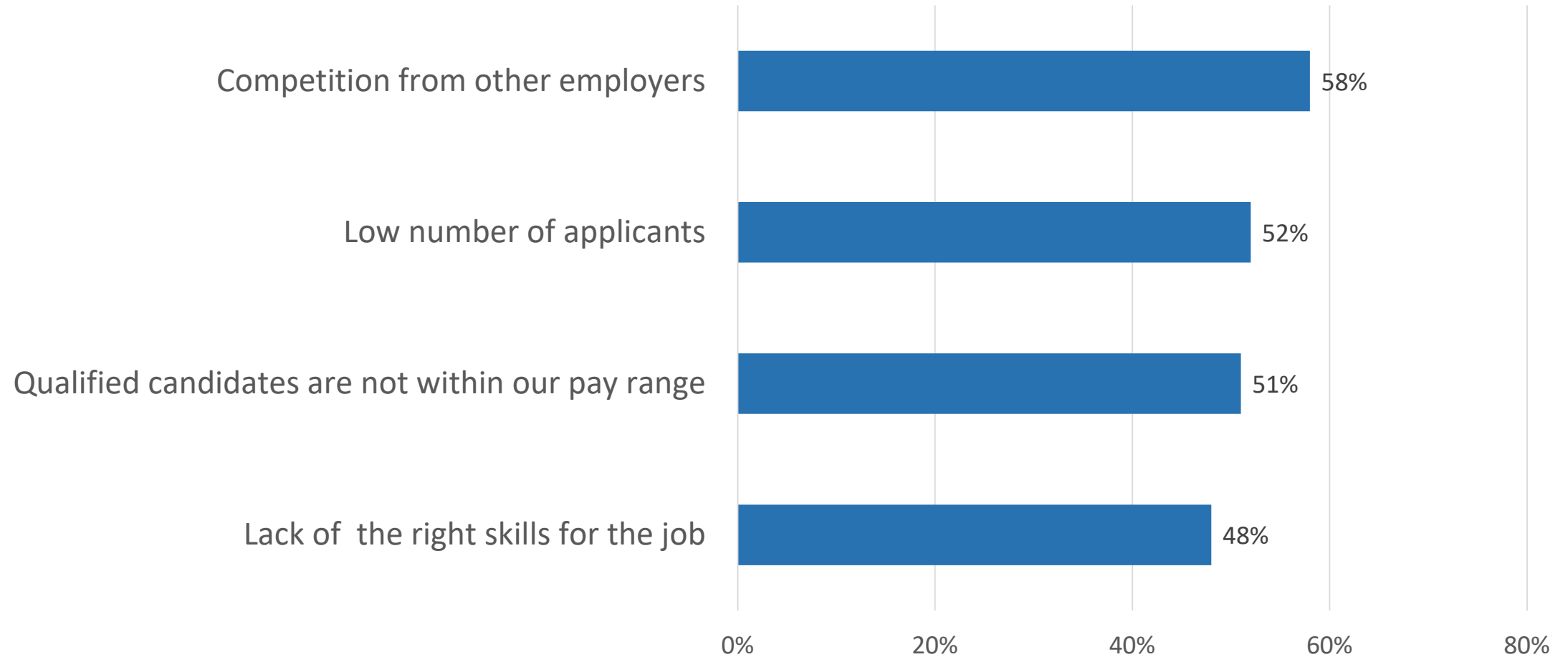
Retail Employer Survey Results

April 2019

Who participated?

- Employer Size
 - 34% small employers (self-employed – 50 employees)
 - 34% medium-sized employers (51 – 500 employees)
 - 32% large employers (more than 500 employees)
- Most represented industries associated with retail
 - Manufacturing (20% associated)
 - Transportation, and Warehousing (14%)
 - Arts, Entertainment, and Recreation (10%)

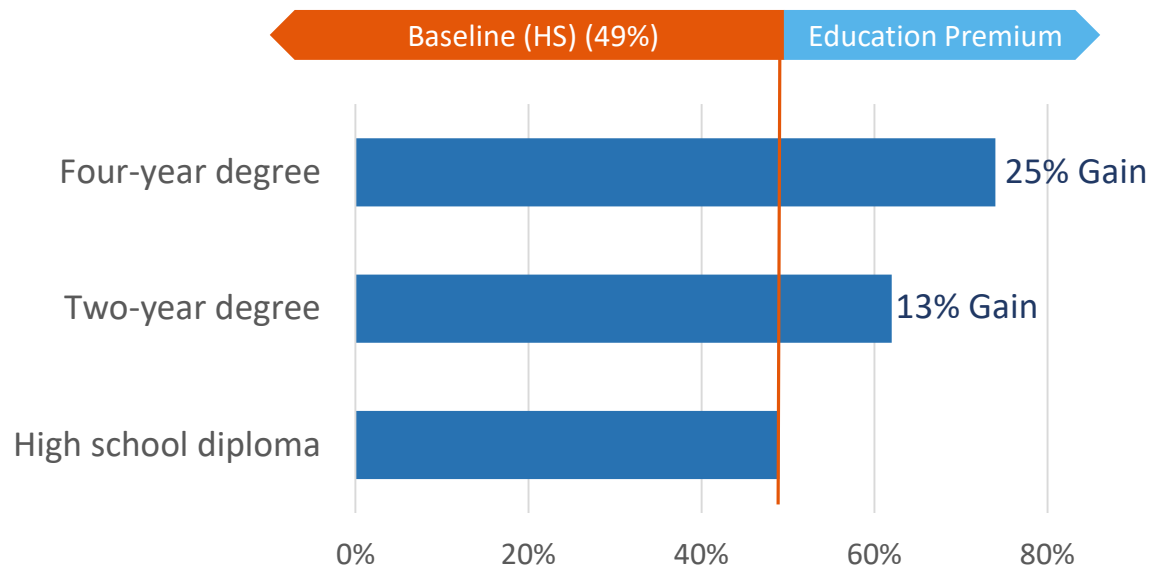
Reasons for hiring difficulty



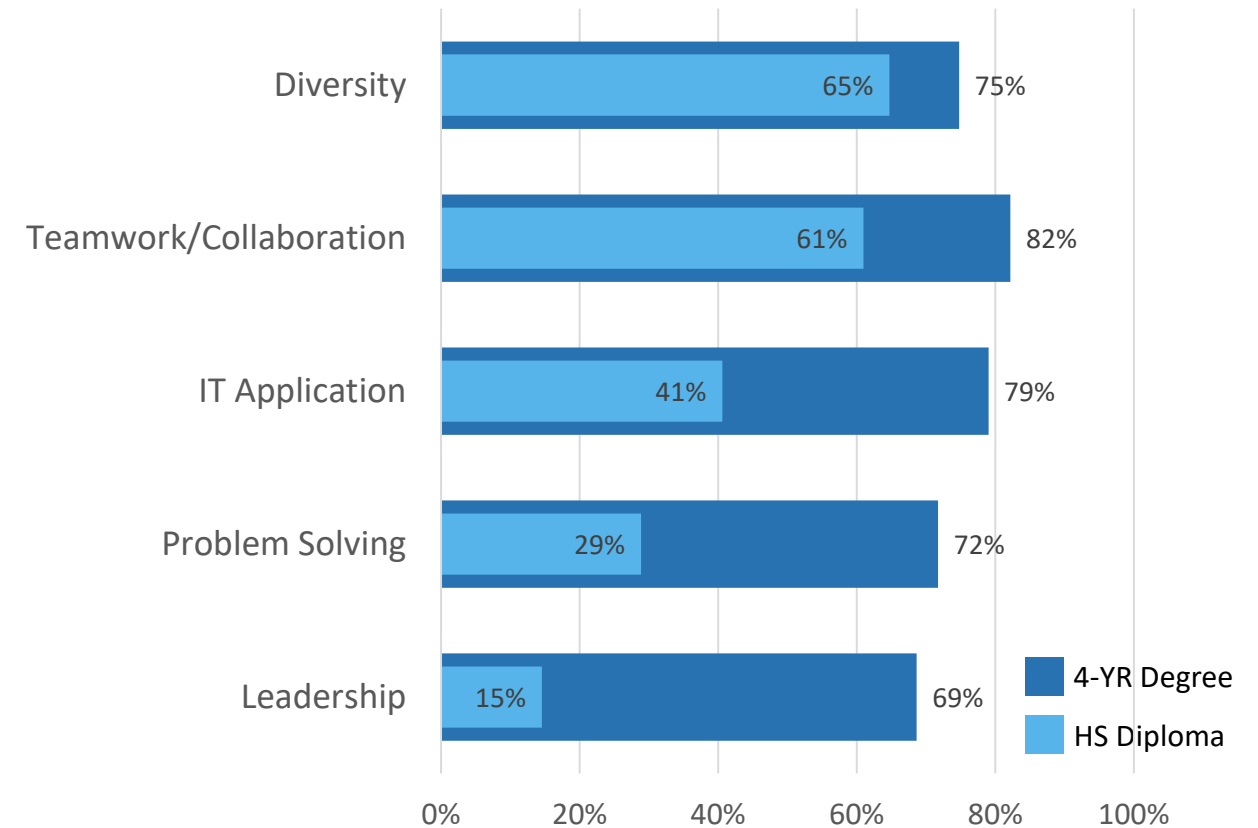
Skill Needs Landscape

Across all skill types, education attainment is a solid predictor of more skilled labor pools

Percent of labor pool possessing skills identified as applicable by employers

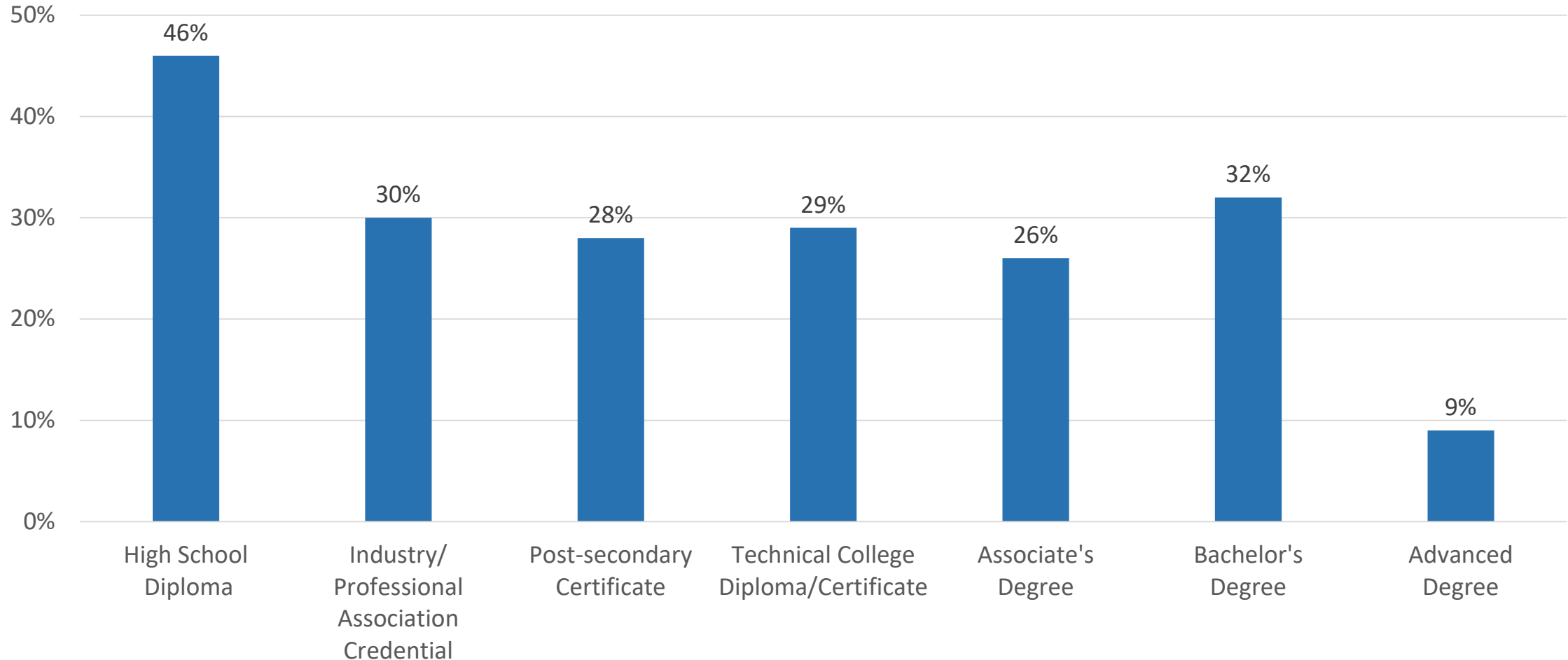


Applied Skills: Percent of respondents saying labor pool possesses skill: High school diploma holders versus four-year degree holders



The profile of future education needs for retail employers is changing

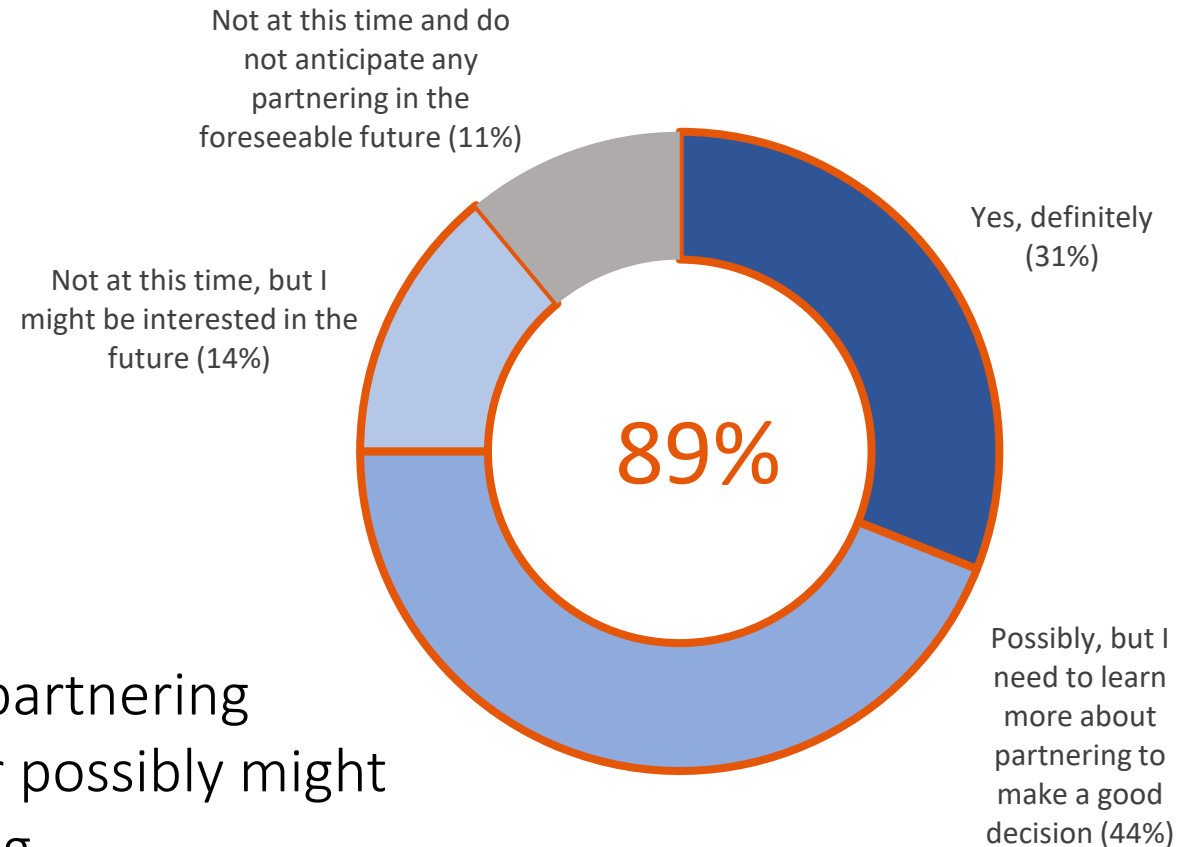
Anticipated increased need for graduates over the next 5 years




Partnering with education institutions is the most scalable and affordable way to make progress but relatively few employers take advantage

Only 16% of employers currently partner with local post-secondary institutions

89% of those not partnering either definitely or possibly might consider partnering





Retail Employee Survey Results

April 2019

Survey Respondent Profile

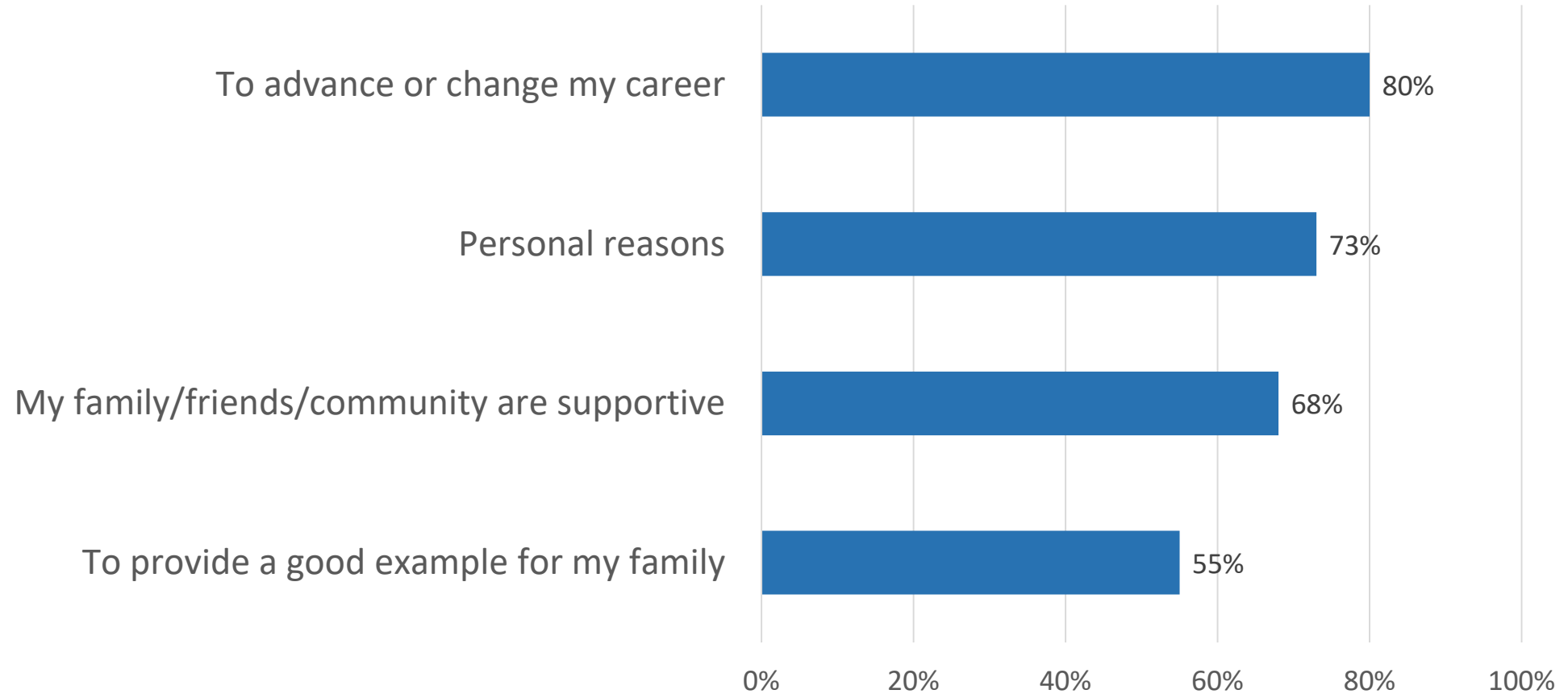
- 628 participants
- 40% younger than 35
- 60% female
- 22% speak more than one language
- 66% identify as White; 24% identify as Hispanic/Latino; 6% identify as Black/African American
- 49% work 1 – 40 hours per week
- 43% entry-level workers

Education status: Credential Completions and Plans

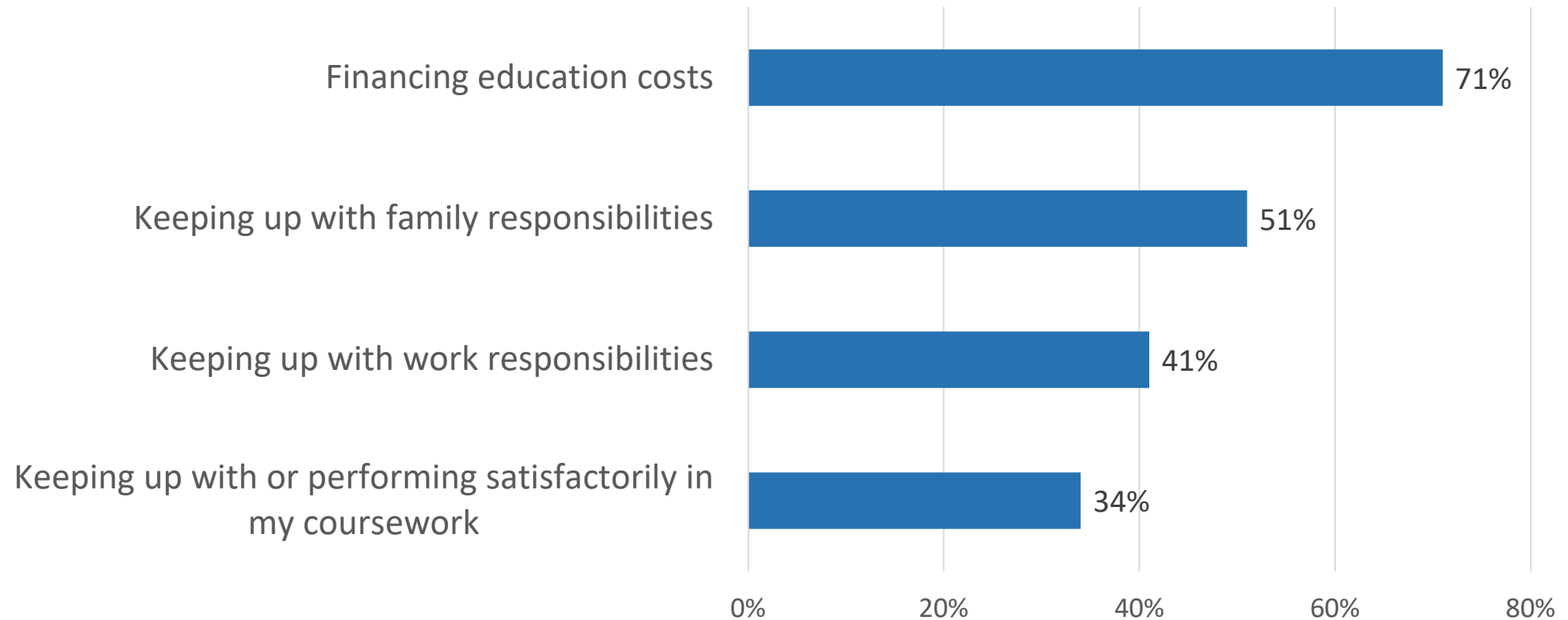
Credential	Completed
High school or equivalent	75%
Certificate or technical credential	19%
Associate's degree	26%
Bachelor's degree	56%
Advanced degree (Masters, MD, PhD, etc.)	24%

- 24% currently working on one or more credentials
- 48% plan to work on one or more credential in the future

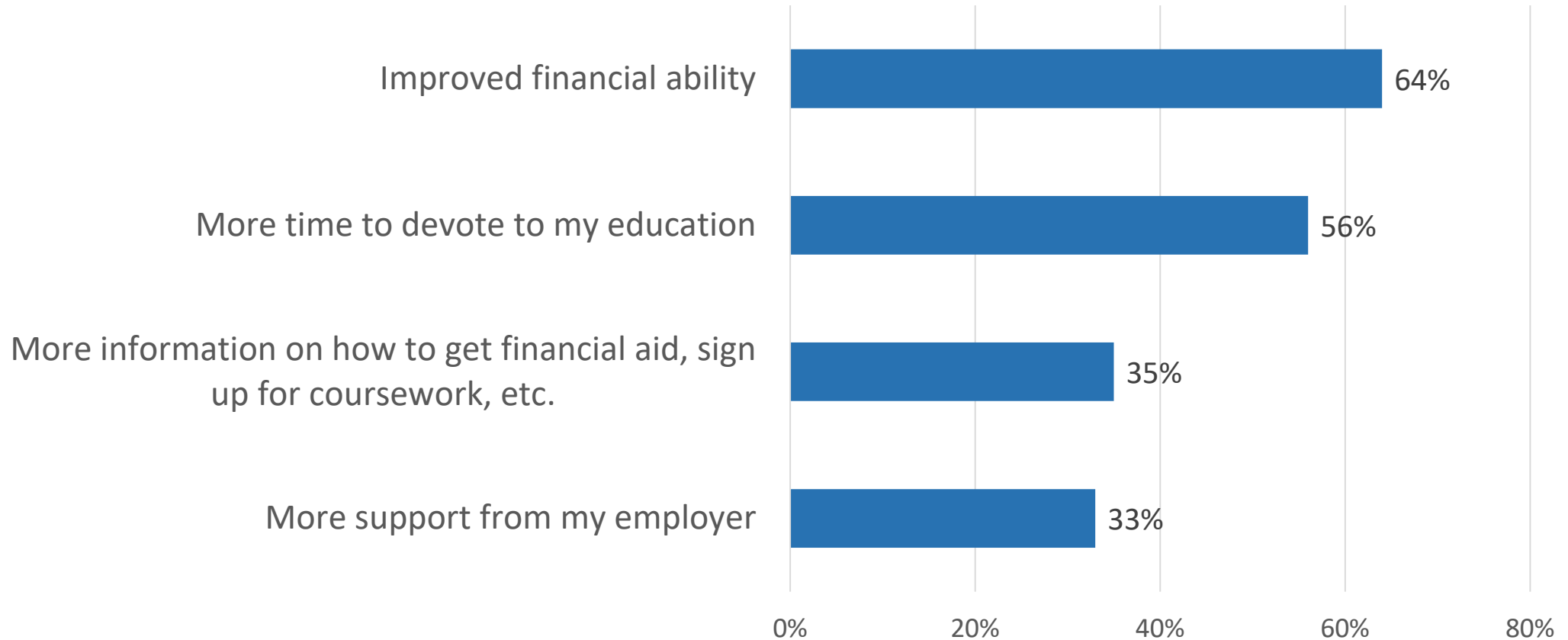
What motivates those employees currently working on their education?



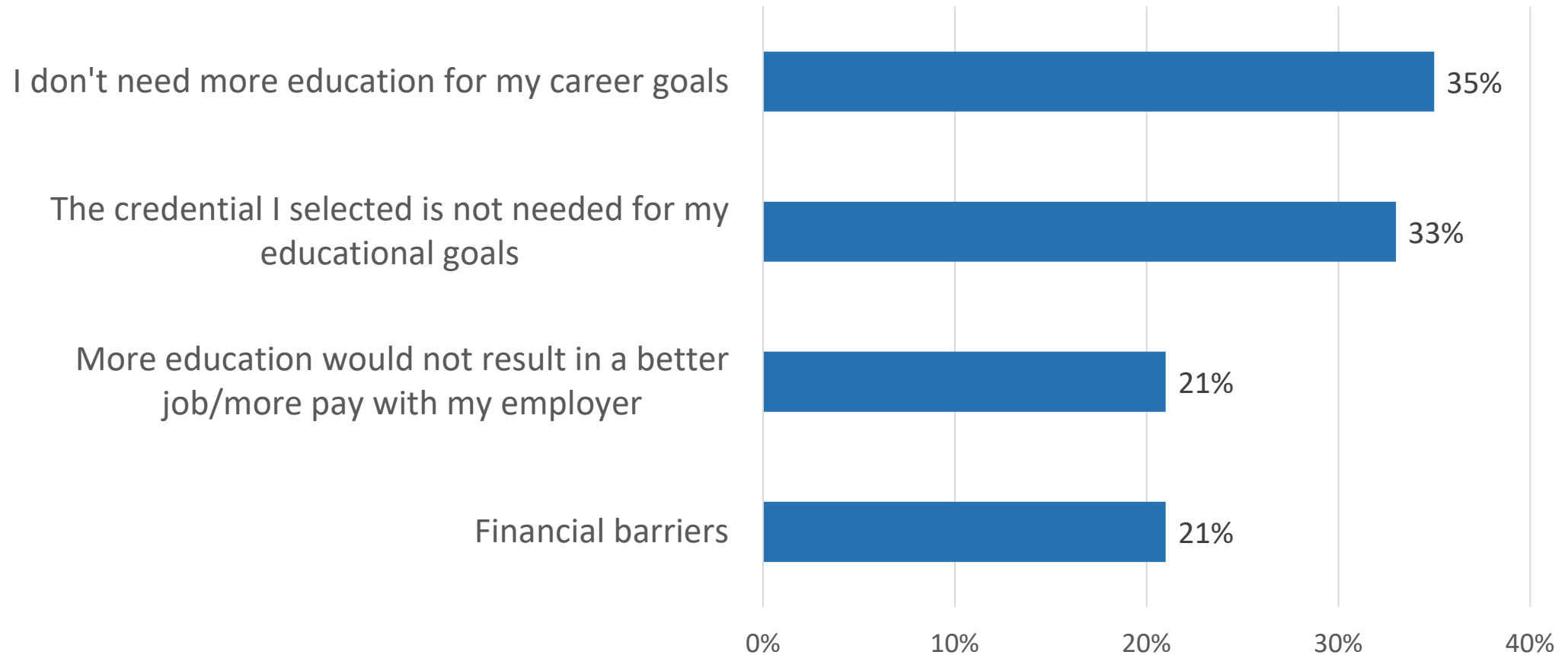
But there are challenges lurking along the way



What will motivate employees to take action on their plans?



What motivated you to stop your plans for education?

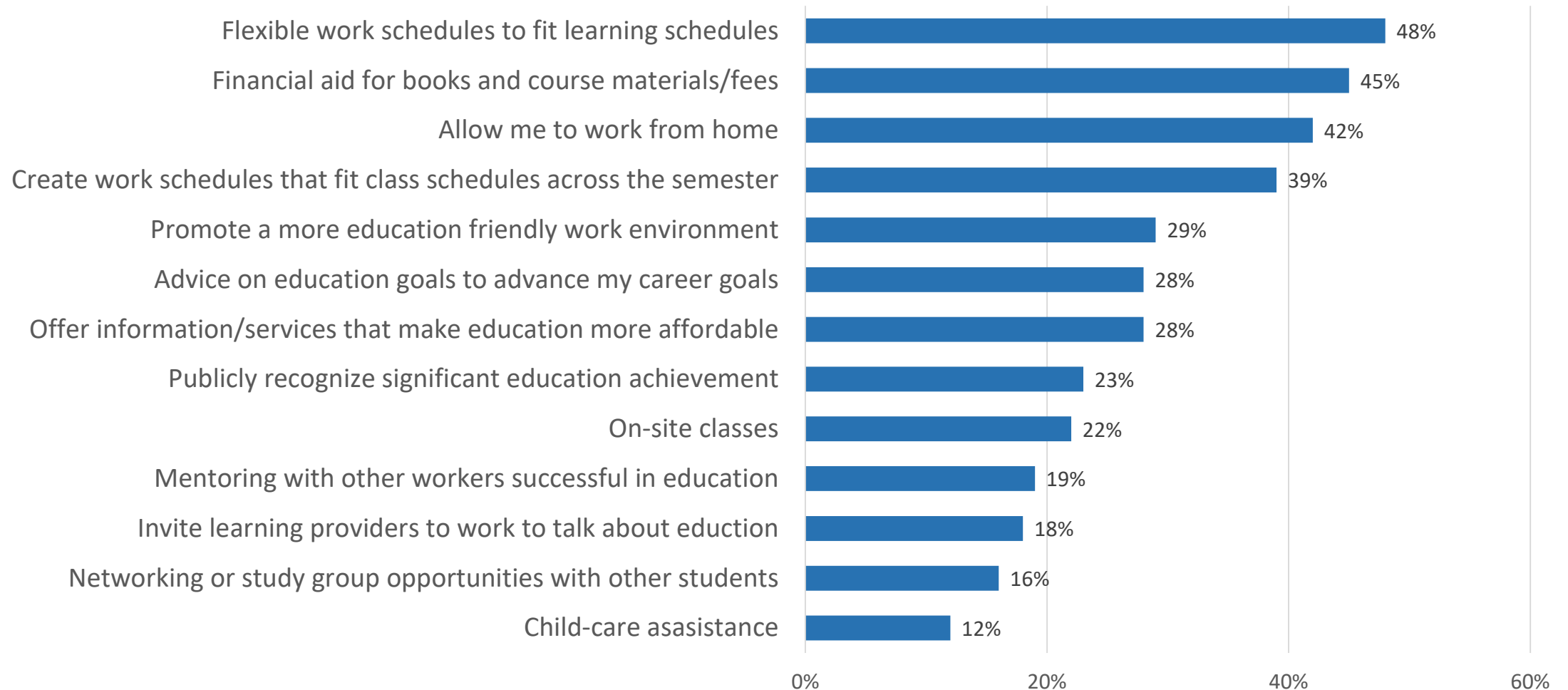


Would you reconsider your decision?

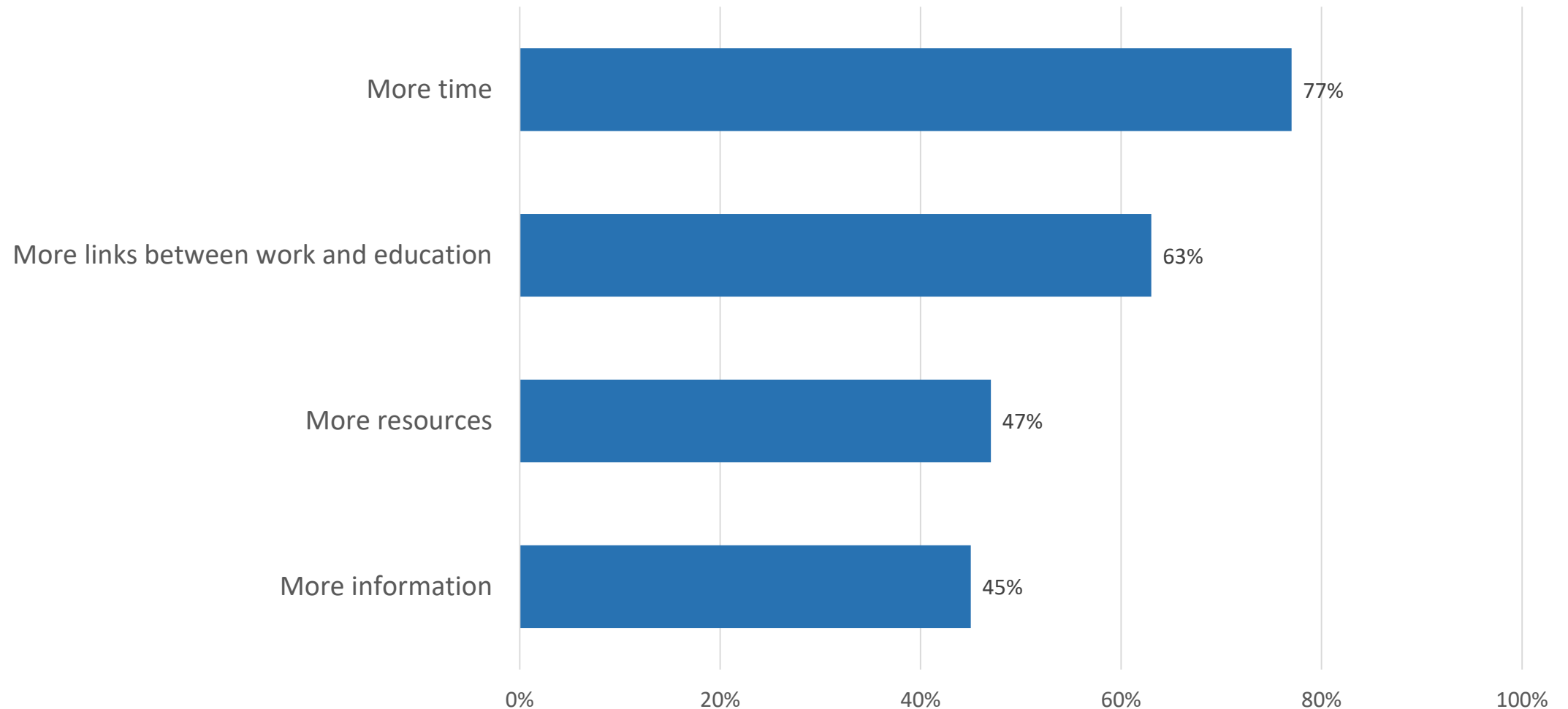
45% expressed willingness to reconsider their plans . . .

. . . **35%** of these respondents said they would welcome suggestions or guidance to achieve their goals.

What education friendly work place efforts are considered helpful by employees for pursuing their education?



Education Friendly Workplace Themes



What education support is offered by your employer?

