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

- Competition from other employers: 58%
- Low number of applicants: 52%
- Qualified candidates are not within our pay range: 51%
- Lack of the right skills for the job: 48%
Across all skill types, education attainment is a solid predictor of more skilled labor pools.

**Skill Needs Landscape**

Percent of labor pool possessing skills identified as applicable by employers:

- **Baseline (HS) (49%)**
- **Education Premium**
  - Four-year degree: 25% Gain
  - Two-year degree: 13% Gain
  - High school diploma

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

- **Diversity**
  - 4-YR Degree: 65%
  - HS Diploma: 75%
- **Teamwork/Collaboration**
  - 4-YR Degree: 61%
  - HS Diploma: 82%
- **IT Application**
  - 4-YR Degree: 41%
  - HS Diploma: 79%
- **Problem Solving**
  - 4-YR Degree: 29%
  - HS Diploma: 72%
- **Leadership**
  - 4-YR Degree: 15%
  - HS Diploma: 69%
The profile of future education needs for retail employers is changing.

Anticipated increased need for graduates over the next 5 years:

- High School Diploma: 46%
- Industry/Professional Association Credential: 30%
- Post-secondary Certificate: 28%
- Technical College Diploma/Certificate: 29%
- Associate's Degree: 26%
- Bachelor's Degree: 32%
- Advanced Degree: 9%
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.

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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

<table>
<thead>
<tr>
<th>Credential</th>
<th>Completed</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school or equivalent</td>
<td>75%</td>
</tr>
<tr>
<td>Certificate or technical credential</td>
<td>19%</td>
</tr>
<tr>
<td>Associate's degree</td>
<td>26%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>56%</td>
</tr>
<tr>
<td>Advanced degree (Masters, MD, PhD, etc.)</td>
<td>24%</td>
</tr>
</tbody>
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- 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?

- To advance or change my career: 80%
- Personal reasons: 73%
- My family/friends/community are supportive: 68%
- To provide a good example for my family: 55%
But there are challenges lurking along the way

- Financing education costs: 71%
- Keeping up with family responsibilities: 51%
- Keeping up with work responsibilities: 41%
- Keeping up with or performing satisfactorily in my coursework: 34%
What will motivate employees to take action on their plans?

- Improved financial ability: 64%
- More time to devote to my education: 56%
- More information on how to get financial aid, sign up for coursework, etc.: 35%
- More support from my employer: 33%
What motivated you to stop your plans for education?

- I don't need more education for my career goals: 35%
- The credential I selected is not needed for my educational goals: 33%
- More education would not result in a better job/more pay with my employer: 21%
- Financial barriers: 21%
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?

- Flexible work schedules to fit learning schedules: 48%
- Financial aid for books and course materials/fees: 45%
- Allow me to work from home: 42%
- Create work schedules that fit class schedules across the semester: 39%
- Promote a more education friendly work environment: 29%
- Advice on education goals to advance my career goals: 28%
- Offer information/services that make education more affordable: 28%
- Publicly recognize significant education achievement: 23%
- On-site classes: 22%
- Mentoring with other workers successful in education: 19%
- Invite learning providers to work to talk about eduction: 18%
- Networking or study group opportunities with other students: 16%
- Child-care assistance: 12%
Education Friendly Workplace Themes

- More time: 77%
- More links between work and education: 63%
- More resources: 47%
- More information: 45%
What education support is offered by your employer?

- **College coursework support**: 31% (Employees) vs. 50% (Employers)
- **Non-college coursework support**: 24% (Employees) vs. 44% (Employers)
- **On-the-job training/learning**: 41% (Employees) vs. 90% (Employers)
- **Non-financial education support**: 37% (Employees) vs. 60% (Employers)
- **None of the above**: 10% (Employees) vs. 4% (Employers)
- **I don’t know of any support my employer provides for education, learning, or training.**: 26% (Employees)