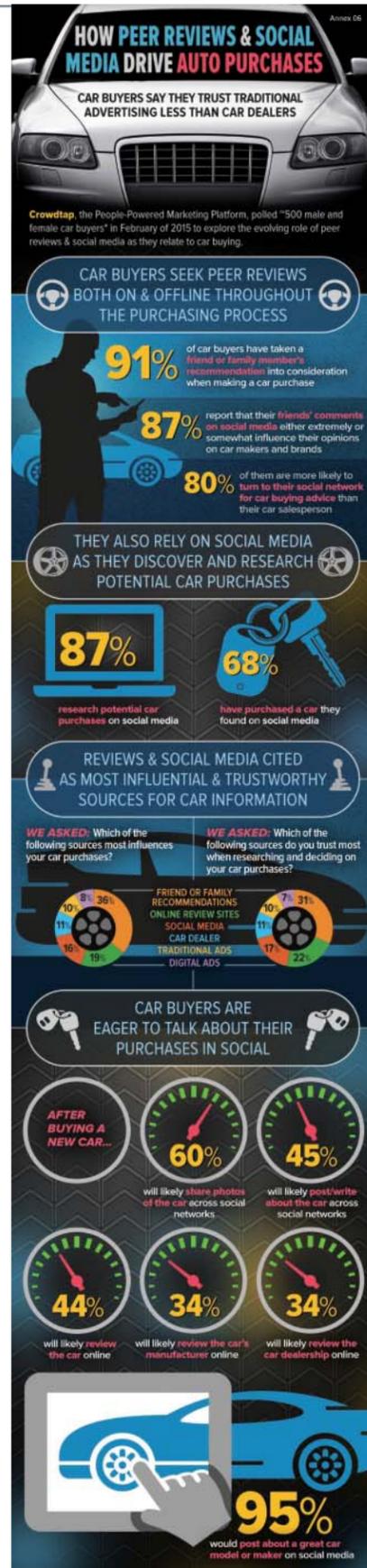


2017 NADA Dealership Workforce Study Highlights

1. On average, employees in new-car dealerships earned nearly 24 percent more than the 2016 fourth-quarter median weekly earnings of \$832 for the U.S. private sector workforce.
2. In 2016, the median weekly earnings for all dealership employees increased 0.9 percent to \$1,035. On a same-stores basis, median weekly earnings increased 2.6 percent to \$1,054.
3. The 2016 average weekly earnings across all truck dealership positions in the Study were \$1,312—an increase of 1 percent compared to last year's Study.
4. Incumbent F&I managers experienced the highest weekly earnings growth at 7 percent year-over-year.
5. The five key positions in service and parts experienced similar average weekly growth rates ranging from 3 percent for service technicians to 6 percent for service advisors/writers.
6. In luxury dealerships, key sales positions had higher earnings growth than fixed operations positions, which showed negative growth.
7. In non-luxury dealerships key fixed operations positions showed stronger growth.
8. Total dealership employee turnover in 2016 increased three percent to 43 percent. The 2016 BLS estimate of employee turnover (total separations) in the non-farm private sector was 46.1 percent – a one-tenth – point decrease compared to 2015.
9. At the end of 2016, only 19.4 percent of active employees on new-car dealership payrolls were women - an eight-tenths - point rise from 2015.
10. Millennials were 61 percent of all dealership new hires which was a one percent increase from 2016.



What types of infographics do you find most useful for learning?



Sample Infographic source: Crowdtap.com

Advanced Infographic Design

TEAM TRAINING

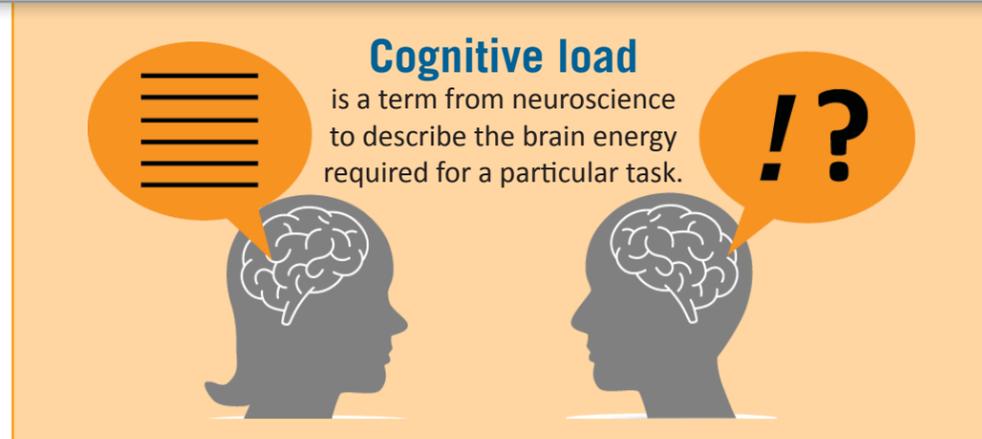


NATIONAL AUTOMOBILE DEALERS ASSOCIATION

Infographic Theory

infographic [in-foh-graf-ik] – noun

Dictionary.com defines an infographic as: “A visual presentation of information in the form of a chart, graph, or other image accompanied by minimal text, intended to give an easily understood overview, often of a complex subject.”



The cognitive load required to read and understand a paragraph is much greater than the amount of brain effort required to produce the almost instant comprehension of an image.

The auto industry is filled with a multitude of vehicle types and research data.

It uses infographics to condense large amounts of text into a more visually-friendly format, to provide:

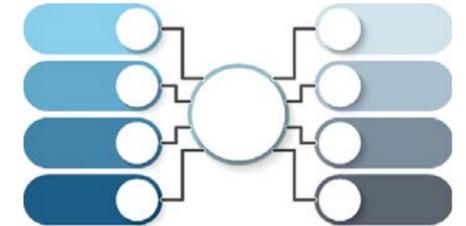


EXERCISE:

In a survey by Cars.com, 94 franchised dealers were asked to cite the most useful strategy they employed for surviving the Great Recession of 2008-2010. Create an infographic of the survey results, using the design as shown below. Feel free to be creative with the template, text, and colors.

Recession Strategies

- 38.3% Focused on used-vehicle business
- 29.8% Reduced advertising
- 26.6% Relied on fixed operations
- 21.3% Nothing in particular / not sure
- 11.7% Cut staff
- 6.4% Closed under performing stores to focus on the good ones
- 5.3% Other
- 2.1% Kept all staff, but cut salaries across the board



Source: Article from Automotive News, September 3, 2018, “Innovation for the Industry” by Alexa St. John.

CHALLENGE EXERCISE: 2017 NADA Dealership Workforce Study Highlights

Using the information from the NADA 2017 Dealership Workforce Study (on back cover), create an infographic to summarize the highlights of the study. This is a critical thinking exercise to practice developing infographics using statistics from the automotive industry. Sample shown on back cover depicts a large amount of information condensed into one infographic. Graphics for this exercise, numbered for each data point, are provided with course materials (samples shown below).

Source: CrowdTap.com

