greenPROFIT

Features

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A Fresh Look

Jennifer Polanz

DRAMM

If you read both sides of the magazine regularly, then you know our annual Wage & Benefit Survey results look a little different this year.

We'd been conducting the survey yearly first through fax submissions (yes, fax—we've been doing this survey for 28 years on the *GrowerTalks* side and 15 years in *Green Profit*), and then online via SurveyMonkey. Now, we've gotten even more official, partnering with AmericanHort and research firm Industry Insights to gather more data and break it all down in a slightly different way.

Don't worry, you'll still be able to glean most of the information you normally get from the results, like what the average salary and hourly wages are for a wide variety of positions (some new that we hadn't thought to ask about). Because of how the survey was structured, the results will look a little different than they have in the past, but most of what we've always reported on is still there, with a few new additions.

The survey itself was more robust (so thank you to those who took the time to answer it) and included additional questions we haven't reported on before. That complete data will be available to AmericanHort members for free via their member portal (if you'd like to become a member, visit americanhort.org to sign up). If you weren't able to take the survey last year, look for the link to take it this coming October in all our e-newsletters—the more people who take it, the better the data set and results. And remember—the data is always aggregated to ensure anonymity to all who take it.

A Quick Comparison

So what did we find? The story is partially in the benefits, with almost all categories increasing in how many retailers offer options like medical plans, life insurance, sick leave, paid vacation and 401(k) plans, among other perks. The only option that didn't increase was bonuses, but that was fairly high to begin with at 71%. You can see the full breakdown of benefits offered, as well as what employers thought were the most popular benefits, and—a new category this year—what retailers offered to attract and retain talent.

On the salary and hourly wages side of the equation, it was a little harder to parse out trends this year, but it seems wages for full-time employees either stayed steady or increased slightly. On the part time side, we haven't in the past asked about driver positions, which was an oversight. Here you can see drivers are in high demand and command a higher average hourly wage. Take a look for yourself and let me know what you think about the new format at jpolanz@ballpublishing.com.

	AVERAGE SALARY	AVERAGE HOURLY
U.S. Full-Time Employees		
Buyer	$65,283	$31.39
Cashier	$36,168	$17.39
Crew Leader	$46,456	$22.33
Delivery Driver	$42,558	$20.46
Department Manager	$68,037	$32.71
Garden Center Manager	$63,215	$30.39
General Labor	$37,210	$17.89
Landscape Foreman	$65,531	$31.51
Merchandise Manager	$55,230	$26.55
Merchandiser	$40,251	$19.35
Owner	$163,832	$78.77
Receiving Clerk	$43,902	$21.11
Sales Associate	$47,847	$23.00
Sales Representative	$61,963	$29.79
Truck Driver	$51,875	$24.94
U.S. Part-Time Employees		
Cashier–Part time		$14.61
Delivery Driver–Part time		$18.99
General Labor–Part time		$14.45
General Labor –Seasonal		$15.45
Sales Associate–Part time		$15.75
Sales Associate–Seasonal		$14.78
Truck Driver–Seasonal		$23.06
Midwest* Full-Time Employees		
Buyer	$64,036	$30.79
Crew Leader	$46,249	$22.24
Delivery Driver	$40,664	$19.55
Department Manager	$64,836	$31.17
Garden Center Manager	$69,742	$33.53
General Labor	$36,030	$17.32
Merchandise Manager	$59,133	$28.43
Owner	$103,200	$49.62
Receiving Clerk	$43,212	$20.78
Sales Associate	$40,690	$19.56
Sales Representative	$60,565	$29.12
Truck Driver	$48,302	$23.22

	AVERAGE SALARY	AVERAGE HOURLY
Northeast* Full-Time Employees		
Department Manager	$64,752	$31.13
General Labor	$39,798	$19.13
Sales Representative	$68,120	$32.75
South* Full-Time Employees		
Crew Leader	$41,882	$20.14
Department Manager	$72,443	$34.83
General Labor	$32,920	$15.83
Merchandise Manager	$50,373	$24.22
Owner	$233,607	$112.31
Sales Associate	$63,292	$30.43
Sales Representative	$64,152	$30.84
Truck Driver	$56,097	$26.97
West* Full-Time Employees		
Crew Leader	$50,950	$24.50
Department Manager	$71,089	$34.18
Garden Center Manager	$56,037	$26.94
General Labor	$40,265	$19.36
Sales Associate	$40,978	$19.70
Sales Representative	$58,840	$28.29
Truck Driver	$50,773	$24.41

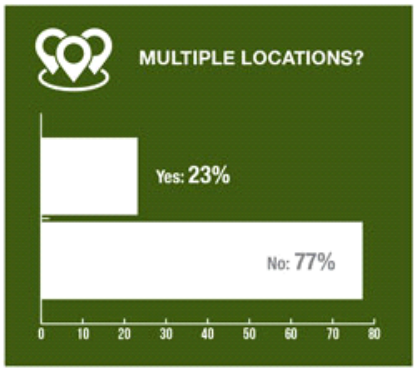
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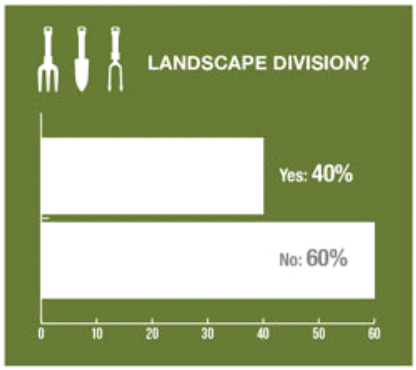
STAFFING CHANGES

	2019	2020	2021	2022	2023	2024 (prediction)
Add Staff	29%	29%	40%	47%	33%	20%
Reduce Staff	2%	3%	4%	2%	20%	5%
Keep Same	61%	62%	46%	44%	48%	68%
I Don't Know	8%	6%	10%	7%	0%	7%

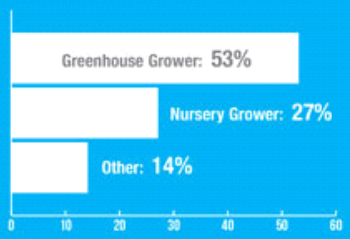
WHICH BENEFITS DO YOU DO YOU USE TO ATTRACT AND RETAIN EMPLOYEES?

	FULL-TIME	PART-TIME	SEASONAL
Above market salaries	38%	47%	32%
Added medical benefits	18%	0%	0%
Added vacation days/PTO	47%	17%	11%
Flexible work schedule	50%	60%	57%
Telecommuting	12%	0%	0%
Incentive compensation	15%	3%	0%
Mentoring program	12%	3%	0%
Profit sharing	18%	3%	7%
Tuition reimbursement	29%	7%	4%
Retention bonus	9%	0%	4%
Signing bonus	6%	3%	4%
Childcare services/reimbursement	0%	0%	0%
Stock options	0%	0%	0%
Fuel allowance	9%	3%	0%
Other	3%	7%	7%
We are doing nothing to attract or retain employees	3%	7%	7%

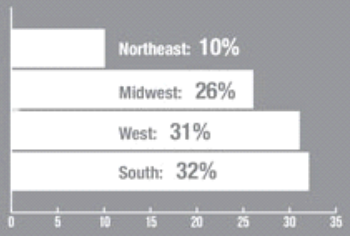




ADDITIONAL BUSINESS SEGMENTS OF RETAIL GARDEN CENTER RESPONDENTS:



BY REGION:



WHICH BENEFITS DO YOU CURRENTLY OFFER YOUR EMPLOYEES?

	FULL-TIME	PART-TIME	SEASONAL
Health/Medical Insurance	68%	6%	10%
Dental Insurance	50%	9%	3%
Life Insurance	45%	3%	3%
Sick Leave	68%	42%	43%
Disability Insurance	38%	9%	10%
401(k)	58%	15%	10%
Pension	8%	0%	0%
Annual Bonus	70%	27%	20%
Paid Vacation	93%	30%	17%
Paid Holidays	80%	33%	27%
Employee Discount	90%	94%	87%
Other	10%	9%	7%

WHICH BENEFITS DO YOUR EMPLOYEES CONSIDER THE MOST IMPORTANT/VALUABLE?

	FULL-TIME	PART-TIME	SEASONAL
Health/Medical insurance	70%	9%	14%
Dental Insurance	22%	4%	0%
Life Insurance	5%	0%	0%
Sick Leave	24%	30%	43%
Disability Insurance	8%	0%	0%
401(k)	46%	4%	14%
Pension	5%	0%	0%
Annual Bonus	30%	26%	86%
Paid Vacation	81%	44%	29%
Paid Holidays	41%	44%	43%
Employee Discount	32%	78%	71%
Other	5%	4%	0%