

Features

1/1/2020

Selling the Job

Jennifer Polanz

A special thanks to our survey sponsor

FLORASEARCH, INC.

One of the benefits of running the Wage & Benefit Survey year after year is the ability to look at where the changes are happening. This year, it was clear to see wage increases in most, if not all, hourly categories, as well as in some salaried segments.

For example, overall in the U.S., each hourly category saw higher percentages in the “more than \$15” wage segment than in last year’s survey. When broken down by size, the larger operations are increasing wages at a greater rate than the under 30,000 sq. ft. retailers.

Another interesting change relates to benefits. While full-time benefits either increased just slightly, remained flat or decreased slightly from last year, all part-time benefits increased over last year, some by a couple of percentage points. They aren’t massive increases, but it does show that retailers are resorting to additional benefits to attract part-time workers.

In fact, pay rate and benefits have worked their way into those help-wanted ads that we asked about in our survey essay question—several retailers replied they include the hourly rate in the ad. Others, like this Pennsylvania retailer, just asked for help with their help wanted: “I would love suggestions from others. Our area has very low unemployment, 3.5%. Pizza shops are starting high school kids at \$18 an hour to make pizza. We are a small independent and can’t afford to start new help at that kind of money. We are ‘heavy lifting required.’”

One retailer from Wisconsin said they tout their flexible hours, benefits and paid vacation in their ads. An Ontario retailer said this: “Red-hot help-wanted ad with detailed job description, but focusing on lifestyle, flexible hours, learning opportunities, advancement opportunities.”

Throughout these pages are more suggestions provided by your peers:

“Play in the dirt, experience the outdoors, anything we can do to get quality help in the door.”—Missouri retailer

“It’s always important to outline the job very clearly—no ‘flowery’ language. As far as particular phrase, no, we do not have any tricks!”—South Dakota garden center

“Pay a little more ... get a lot more!”—Vermont retailer

“Flexibility. Staff discounts. Healthy environment.”—British Columbia garden center

“Post to Indeed.com with as much info as possible.” —Washington State retailer

“Best medium seems to be Facebook, although the unacceptable rate is extremely higher; though we do end up getting the needed employees.”—Illinois garden center

“We have used Facebook and Instagram for our help wanted. We no longer pay for newspaper ads.”—Illinois retailer

“Eschew the word ‘sweat’ and any reference to pulling weeds.”—California garden center

“We look for help by asking people we already know and ask members of our work team if they know of anyone they recommend. We have several applicants per year that just ask us because they want to work here.”—Missouri garden center

Comparison

United States and Canada

HOURLY EMPLOYEES (per hour)

United States

	\$7.01-\$8.50	\$8.51-\$10.00	\$10.01-\$12.50	\$12.51-\$15.00	More than \$15.00
Temp/Seasonal General Labor	10%	27%	29%	25%	9%
Part-time General Labor	3%	29%	33%	27%	8%
Full-time General Labor	0%	14%	15%	33%	38%
Head Cashier	1%	10%	25%	30%	34%
Temporary Cashier	6%	29%	35%	22%	8%

Canada

Temp/Seasonal General Labor	0%	0%	25%	63%	13%
Part-time General Labor	0%	0%	29%	57%	14%
Full-time General Labor	0%	0%	0%	57%	43%
Head Cashier	0%	0%	0%	57%	43%
Temporary Cashier	0%	0%	13%	75%	13%

SALARY EMPLOYEES (per year)

United States

	Less than \$20,000	\$20,000-\$30,000	\$30,000-\$40,000	\$40,000-\$50,000	\$50,000-\$60,000	\$60,000-\$70,000	\$70,000-\$80,000	\$80,000-\$90,000	\$90,000-\$100,000	More than \$100,000
Buyer	8%	14%	24%	22%	16%	8%	8%	0%	0%	2%
Floral Designer	11%	21%	39%	21%	4%	4%	0%	0%	0%	0%
Landscape Designer	7%	17%	21%	24%	3%	10%	3%	3%	3%	7%
Landscape Foreman	4%	21%	29%	21%	11%	11%	4%	0%	0%	0%
Merchandise	7%	28%	42%	7%	14%	2%	0%	0%	0%	0%
Merchandise Mgr.	3%	14%	31%	22%	22%	6%	0%	0%	0%	3%
General Manager	4%	19%	17%	17%	22%	7%	6%	2%	4%	4%
Garden Center Mgr.	8%	15%	17%	23%	13%	12%	6%	4%	2%	0%
Department Mgr.	4%	18%	33%	25%	10%	6%	2%	2%	0%	0%
Owner	11%	8%	9%	9%	8%	13%	8%	4%	5%	25%

Canada

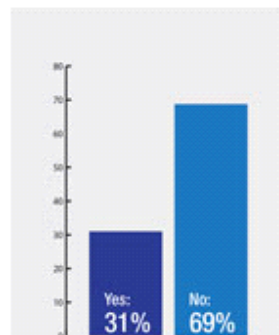
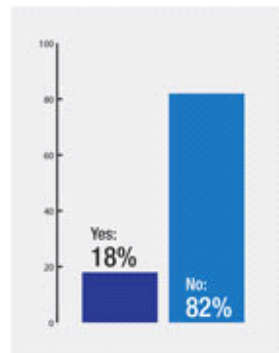
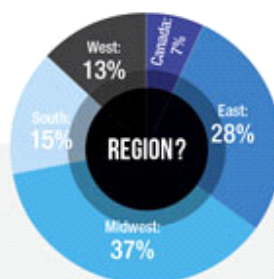
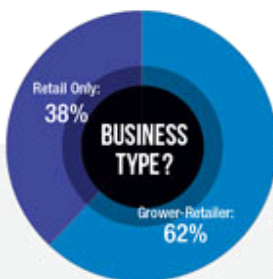
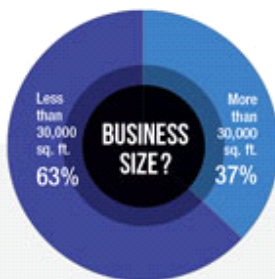
Buyer	0%	25%	0%	0%	50%	0%	0%	25%	0%	0%
Floral Designer	0%	0%	50%	0%	50%	0%	0%	0%	0%	0%
Landscape Designer	0%	0%	0%	0%	0%	0%	0%	0%	100%	0%
Landscape Foreman	0%	0%	0%	0%	0%	0%	0%	100%	0%	0%
Merchandise	0%	25%	25%	25%	25%	0%	0%	0%	0%	0%
Merchandise Mgr.	0%	25%	0%	0%	50%	0%	25%	0%	0%	0%
General Manager	0%	0%	0%	25%	0%	25%	50%	0%	0%	0%
Garden Center Mgr.	0%	0%	33%	17%	17%	17%	17%	0%	0%	0%
Department Mgr.	0%	0%	33%	0%	33%	0%	33%	0%	0%	0%

Department mgr.	0%	0%	33%	0%	33%	0%	33%	0%	0%
Owner	14%	14%	0%	14%	0%	14%	14%	14%	14%

Benefits Offered

	Full-Time '19	Full-Time '18	Part-Time '19	Part-Time '18
401(k)	29%	31%	8%	6%
Pension	4%	2%	1%	0%
Bonus	41%	42%	23%	18%
Health Insurance	47%	46%	7%	3%
Dental Insurance	27%	27%	4%	2%
Life Insurance	18%	18%	3%	1%
Sick Days	38%	37%	12%	9%
Disability	18%	19%	9%	2%
Paid Vacation	64%	66%	14%	11%
Paid Holidays	52%	52%	17%	15%

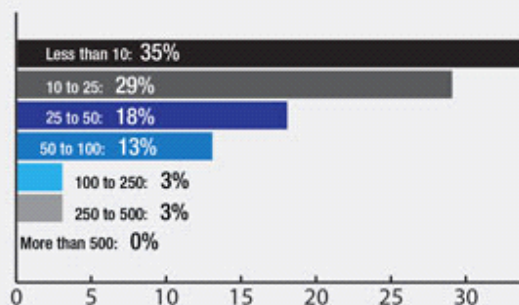
In the U.S., nearly half (47%) of respondents said paid vacation time was the most important benefit they offer, with health care (42%) and paid holiday time off (29%) rounding out the Top 3. In Canada, meanwhile, vacation and health insurance tied for the most important benefit (50% each), followed by a tie between paid holidays and bonuses.



EMPLOYEES AT PEAK SEASON?

"PAY A LITTLE MORE ...
GET A LOT MORE!"

—VERMONT RETAILER



Breakdown

By Size

HOURLY EMPLOYEES (per hour)

Under 30,000 Sq. Ft.

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	More than \$15.00
Temp/Seasonal General Labor	13%	31%	31%	17%	8%
Part-time General Labor	4%	36%	33%	18%	9%
Full-time General Labor	0%	17%	19%	35%	29%
Head Cashier	2%	13%	33%	33%	20%
Temporary Cashier	11%	36%	29%	16%	9%

Over 30,000 Sq. Ft.

Temp/Seasonal General Labor	5%	16%	25%	43%	11%
Part-time General Labor	2%	14%	33%	44%	7%
Full-time General Labor	0%	7%	7%	34%	51%
Head Cashier	0%	5%	12%	32%	51%
Temporary Cashier	0%	17%	37%	39%	7%

SALARY EMPLOYEES (per year)

Under 30,000 SQ. FT

	Less than \$20,000	\$20,000- \$30,000	\$30,000- \$40,000	\$40,000- \$50,000	\$50,000- \$60,000	\$60,000- \$70,000	\$70,000- \$80,000	\$80,000- \$90,000	\$90,000- \$100,000	More than \$100,000
Buyer	11%	19%	22%	22%	19%	7%	0%	0%	0%	0%
Floral Designer	20%	27%	33%	20%	0%	0%	0%	0%	0%	0%
Landscape Designer	13%	31%	25%	25%	0%	6%	0%	0%	0%	0%
Landscape Foreman	6%	29%	35%	24%	0%	6%	0%	0%	0%	0%
Merchandiser	13%	35%	43%	4%	4%	0%	0%	0%	0%	0%
Merchandise Mgr.	5%	35%	25%	20%	15%	0%	0%	0%	0%	0%
General Manager	3%	24%	27%	15%	21%	3%	6%	0%	0%	0%
Garden Center Mgr.	13%	17%	33%	23%	13%	0%	0%	0%	0%	0%
Department Mgr.	7%	25%	43%	11%	11%	0%	0%	4%	0%	0%
Owner	17%	11%	15%	13%	4%	17%	9%	4%	6%	4%

Over 30,000 SQ. FT.

Buyer	4%	11%	21%	18%	18%	7%	14%	4%	0%	4%
Floral Designer	0%	13%	47%	20%	13%	7%	0%	0%	0%	0%
Landscape Designer	0%	0%	14%	21%	7%	14%	7%	7%	14%	14%
Landscape Foreman	0%	8%	17%	17%	25%	17%	8%	8%	0%	0%
Merchandiser	0%	21%	38%	13%	25%	4%	0%	0%	0%	0%
Merchandise Mgr.	0%	5%	20%	20%	35%	10%	5%	0%	0%	5%
General Manager	4%	8%	0%	20%	20%	16%	12%	4%	8%	8%
Garden Center Mgr.	0%	11%	4%	21%	14%	25%	14%	7%	4%	0%
Department Mgr.	0%	8%	23%	38%	12%	12%	8%	0%	0%	0%
Owner	3%	6%	0%	6%	11%	8%	8%	6%	3%	50%

WAGE & BENEFIT SURVEY

Breakdown By U.S. Region

HOURLY
EMPLOYEES
(per hour)

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	More than \$15.00
EAST					
Temp/Seasonal General Labor	10%	21%	38%	24%	7%
Part-time General Labor	0%	25%	33%	33%	8%
Full-time General Labor	0%	0%	17%	26%	57%
Head Cashier	0%	5%	11%	37%	47%
Temporary Cashier	6%	11%	33%	39%	11%
MIDWEST					
Temp/Seasonal General Labor	7%	29%	27%	29%	7%
Part-time General Labor	3%	32%	34%	29%	3%
Full-time General Labor	0%	12%	21%	32%	35%
Head Cashier	3%	12%	26%	35%	24%
Temporary Cashier	6%	36%	36%	18%	3%
SOUTH					
Temp/Seasonal General Labor	19%	50%	19%	13%	0%
Part-time General Labor	7%	47%	33%	13%	0%
Full-time General Labor	0%	40%	7%	40%	13%
Head Cashier	0%	21%	36%	14%	29%
Temporary Cashier	14%	50%	29%	7%	0%
WEST					
Temp/Seasonal General Labor	7%	7%	29%	29%	29%
Part-time General Labor	7%	7%	29%	29%	29%
Full-time General Labor	0%	14%	7%	36%	43%
Head Cashier	0%	0%	31%	23%	46%
Temporary Cashier	0%	15%	38%	23%	23%

Staffing Changes

	2015	2016	2017	2018	2019
Add Staff	26%	28%	26%	31%	29%
Reduce Staff	2%	8%	5%	3%	2%
Keep Same	62%	57%	62%	58%	61%
I Don't Know	10%	7%	6%	8%	8%

Thanks so much to Allison Westbrook and Adriana Heikkila for their hard work collecting and tabulating the data!