

Features

1/1/2023

Paying for Profit

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We've been asking you to help us fill in the blanks when it comes to how much you pay and what benefits you offer for more than a decade (this year was our 14th annual Wage & Benefit Survey). This year we wanted to take a look back and see where we're at now versus 10 years ago in terms of U.S. wages.

FLORASEARCH, INC.

We chose 10 years for three reasons: it's a nice, round number; 2013 was starting to see progress again after the recession; and it was the first year we moved to the new system of giving you the choice of pay ranges, which will help us with an apples-to-apples comparison. (We're only doing U.S. numbers because we often only get a handful of responses from Canada.)

One of the first things to note about the survey in 2013 is there wasn't even a category for "More than \$17.50" an hour in the hourly wages segment (a category that got some use this year). Our highest category in 2013 was "More than \$15," and only 5% chose that category for full-time general labor and head cashier.

Wages have definitely increased since 2013, with 40% of respondents choosing that \$15.01 to \$17.50 category for full-time general labor this year, and 39% choosing \$17.50 or more. It's also notable that 41% are paying \$17.50 or more for head cashier positions this year. Temporary cashiers also saw wage increases over the past 10 years, moving from 38% in the \$10.01 to \$12.50 range to 38% in the \$12.51 to \$15 range this year (and 35% in the \$15.01 to \$17.50 range).

And while wages have increased, full-time workers also have gained more benefits, thanks to the tight labor market and operations offering more to attract new employees and keep existing ones. For example, in 2013, 59% of respondents offered bonuses and this year that number grew to 71%. Health insurance went from 44% offering it in 2013 to 58% today (with 29% vs. 33% today offering dental). Paid vacation and paid holiday also increased: paid vacation in 2013 came in at 72% vs. 82% today, and paid holiday was at 55% vs. 70% today. In fact, every benefits category we track increased for full-time workers and most increased for part-time employees, too.

We asked our respondents, too, to share where they've had success finding new employees and what incentives they've offered to keep the good ones. You'll find those responses throughout this feature.

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	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	3%	6%	14%	44%	25%	8%
Part-Time General Labor	0%	0%	15%	47%	32%	6%
Full-Time General Labor	0%	1%	3%	17%	40%	39%
Head Cashier	0%	2%	6%	20%	31%	41%
Temporary Cashier	3%	3%	14%	38%	35%	6%

Canada

Temp/Seasonal General Labor	0%	0%	0%	23%	69%	8%
Part-Time General Labor	0%	0%	0%	17%	67%	17%
Full-Time General Labor	0%	0%	0%	0%	50%	50%
Head Cashier	0%	0%	0%	8%	33%	58%
Temporary Cashier	0%	0%	0%	18%	82%	0%

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%	8%	23%	13%	15%	23%	10%	0%	0%	3%
Floral Designer	5%	29%	14%	19%	24%	0%	10%	0%	0%	0%
Landscape Designer	5%	5%	5%	16%	26%	26%	11%	5%	0%	0%
Landscape Foreman	5%	10%	10%	19%	24%	29%	0%	5%	0%	0%
Merchandiser	10%	7%	17%	23%	20%	17%	3%	0%	0%	3%
Merchandise Manager	3%	6%	19%	16%	19%	19%	6%	3%	0%	6%
General Manager	2%	0%	11%	9%	11%	19%	17%	13%	4%	15%
Garden Center Manager	2%	9%	15%	13%	15%	15%	11%	9%	7%	4%
Department Manager	5%	11%	21%	16%	13%	8%	13%	3%	5%	5%
Owner	7%	5%	4%	2%	5%	12%	9%	5%	11%	40%

Canada

Buyer	0%	0%	13%	38%	13%	25%	0%	0%	0%	13%
Floral Designer	14%	0%	14%	29%	29%	14%	0%	0%	0%	0%
Landscape Designer	0%	14%	14%	29%	14%	29%	0%	0%	0%	0%
Landscape Foreman	0%	0%	17%	33%	17%	33%	0%	0%	0%	0%
Merchandiser	0%	33%	22%	11%	11%	22%	0%	0%	0%	0%
Merchandise Manager	0%	11%	0%	22%	33%	11%	11%	11%	0%	0%
General Manager	0%	0%	22%	0%	22%	22%	11%	0%	22%	0%
Garden Center Manager	0%	0%	20%	10%	20%	10%	20%	20%	0%	0%
Department Manager	0%	20%	10%	30%	20%	0%	10%	10%	0%	0%
Owner	0%	9%	0%	0%	9%	9%	18%	9%	9%	36%

The value between the U.S. and Canadian dollar is about a 20-cent difference. Because of space constraints, we're not showing both.

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	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	5%	2%	12%	56%	15%	10%
Part-Time General Labor	0%	0%	9%	64%	18%	9%
Full-Time General Labor	0%	3%	3%	21%	45%	29%
Head Cashier	0%	3%	9%	24%	21%	42%
Temporary Cashier	3%	6%	18%	41%	24%	9%

Over 30,000 Sq. Ft.

Temp/Seasonal General Labor	0%	7%	12%	28%	47%	7%
Part-Time General Labor	0%	0%	16%	27%	50%	7%
Full-Time General Labor	0%	0%	2%	9%	38%	51%
Head Cashier	0%	0%	2%	14%	38%	45%
Temporary Cashier	3%	0%	8%	31%	56%	3%

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	10%	10%	25%	15%	20%	5%	10%	0%	0%	5%
Floral Designer	15%	31%	15%	8%	23%	0%	8%	0%	0%	0%
Landscape Designer	9%	18%	0%	27%	9%	27%	9%	0%	0%	0%
Landscape Foreman	10%	20%	0%	30%	20%	20%	0%	0%	0%	0%
Merchandiser	7%	21%	29%	14%	14%	7%	0%	0%	0%	7%
Merchandise Manager	6%	13%	19%	13%	13%	19%	6%	6%	0%	6%
General Manager	5%	0%	9%	9%	14%	18%	14%	9%	5%	18%
Garden Center Manager	4%	16%	16%	20%	8%	8%	8%	4%	12%	4%
Department Manager	9%	14%	18%	18%	9%	5%	9%	5%	9%	5%
Owner	14%	7%	3%	3%	7%	17%	0%	7%	14%	28%

Over 30,000 Sq. Ft.

Buyer	4%	4%	18%	18%	11%	36%	7%	0%	0%	4%
Floral Designer	0%	13%	13%	33%	27%	7%	7%	0%	0%	0%
Landscape Designer	0%	0%	13%	13%	33%	27%	7%	7%	0%	0%
Landscape Foreman	0%	0%	18%	18%	24%	35%	0%	6%	0%	0%
Merchandiser	8%	8%	12%	24%	20%	24%	4%	0%	0%	0%
Merchandise Manager	0%	4%	13%	21%	29%	17%	8%	4%	0%	4%
General Manager	0%	0%	15%	6%	12%	21%	18%	12%	9%	9%
Garden Center Manager	0%	0%	16%	6%	23%	19%	16%	16%	0%	3%
Department Manager	0%	12%	19%	19%	19%	8%	15%	4%	0%	4%
Owner	0%	3%	3%	0%	5%	8%	18%	5%	8%	50%

The value between the U.S. and Canadian dollar is about a 30-cent difference. Because of space constraints, we're not showing both.

Breakdown

By Region

HOURLY EMPLOYEES (per hour)

"WORD-OF-MOUTH,
DEPARTMENT HEADS,
GENERAL MANAGERS,
NURSERY MANAGER,
FOREMAN. GROSS
PROFIT INCENTIVES."

—MISSISSIPPI
GROWER-RETAILER

"USING A HIRING
BONUS FOR EMPLOY-
EES WHO REFER
SOMEONE. \$160
AFTER 30 DAYS AND
ADDITIONAL \$250
AFTER 90 DAYS."

—IDAHO
GARDEN CENTER

East

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	6%	0%	11%	61%	17%	6%
Part-Time General Labor	0%	0%	7%	53%	40%	0%
Full-Time General Labor	0%	0%	6%	11%	56%	28%
Head Cashier	0%	0%	12%	12%	47%	29%
Temporary Cashier	0%	0%	13%	63%	25%	0%

Midwest

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	4%	4%	17%	43%	26%	4%
Part-Time General Labor	0%	0%	10%	57%	33%	0%
Full-Time General Labor	0%	0%	0%	14%	38%	48%
Head Cashier	0%	0%	0%	28%	50%	22%
Temporary Cashier	10%	0%	20%	35%	35%	0%

South

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	0%	20%	30%	30%	10%	10%
Part-Time General Labor	0%	0%	45%	36%	9%	9%
Full-Time General Labor	0%	0%	0%	33%	33%	33%
Head Cashier	0%	0%	18%	18%	18%	45%
Temporary Cashier	0%	11%	22%	22%	33%	11%

West

	\$7.01- \$8.50	\$8.51- \$10.00	\$10.01- \$12.50	\$12.51- \$15.00	\$15.01- \$17.50	More than \$17.50
Temp/Seasonal General Labor	0%	5%	5%	38%	38%	14%
Part-Time General Labor	0%	0%	11%	37%	37%	16%
Full-Time General Labor	0%	5%	5%	14%	33%	43%
Head Cashier	0%	6%	0%	22%	6%	67%
Temporary Cashier	0%	6%	6%	28%	44%	17%

SALARY EMPLOYEES (per year)

East	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%	0%	44%	11%	11%	11%	11%	0%	0%	0%
Floral Designer	0%	20%	40%	0%	40%	0%	0%	0%	0%	0%
Landscape Designer	0%	17%	17%	0%	17%	17%	17%	17%	0%	0%
Landscape Foreman	0%	33%	17%	0%	17%	33%	0%	0%	0%	0%
Merchandiser	0%	17%	33%	17%	33%	0%	0%	0%	0%	0%
Merchandise Manager	0%	11%	33%	11%	22%	11%	0%	11%	0%	0%
General Manager	0%	0%	21%	7%	21%	7%	14%	14%	0%	14%
Garden Center Manager	0%	8%	15%	15%	15%	23%	15%	0%	0%	8%
Department Manager	0%	8%	42%	17%	8%	8%	8%	8%	0%	0%
Owner	7%	7%	7%	7%	7%	7%	13%	7%	0%	40%

Midwest

Buyer	12%	12%	12%	18%	12%	35%	0%	0%	0%	0%
Floral Designer	8%	42%	8%	25%	8%	0%	8%	0%	0%	0%
Landscape Designer	20%	0%	0%	20%	40%	20%	0%	0%	0%	0%
Landscape Foreman	20%	0%	0%	20%	20%	20%	0%	20%	0%	0%
Merchandiser	19%	6%	6%	25%	19%	25%	0%	0%	0%	0%
Merchandise Manager	8%	8%	15%	15%	31%	15%	0%	0%	0%	8%
General Manager	7%	0%	14%	0%	7%	29%	21%	0%	7%	14%
Garden Center Manager	6%	6%	12%	12%	18%	12%	12%	18%	0%	6%
Department Manager	7%	21%	7%	14%	21%	7%	14%	0%	0%	7%
Owner	11%	5%	0%	0%	0%	16%	5%	11%	5%	47%

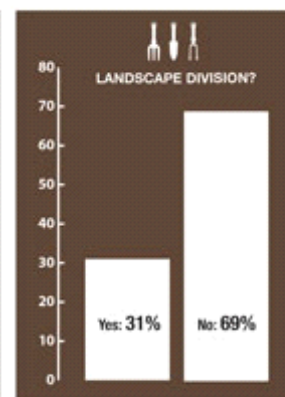
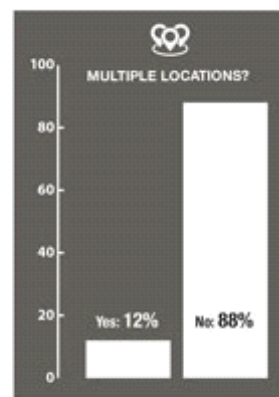
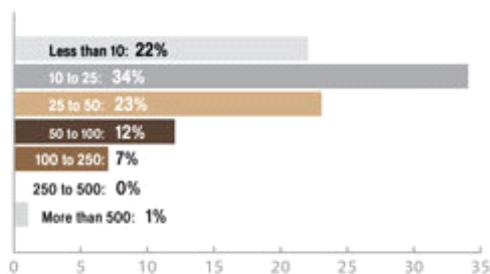
South

Buyer	0%	20%	40%	0%	20%	0%	20%	0%	0%	0%
Floral Designer	0%	0%	0%	50%	50%	0%	0%	0%	0%	0%
Landscape Designer	0%	0%	0%	25%	25%	25%	25%	0%	0%	0%
Landscape Foreman	0%	0%	20%	40%	40%	0%	0%	0%	0%	0%
Merchandiser	0%	0%	50%	50%	0%	0%	0%	0%	0%	0%
Merchandise Manager	0%	0%	0%	50%	0%	0%	50%	0%	0%	0%
General Manager	0%	0%	0%	29%	14%	0%	43%	14%	0%	0%
Garden Center Manager	0%	0%	20%	40%	20%	0%	0%	20%	0%	0%
Department Manager	0%	0%	50%	50%	0%	0%	0%	0%	0%	0%
Owner	0%	13%	0%	0%	25%	0%	25%	0%	25%	13%

West

Buyer	0%	0%	11%	11%	22%	22%	22%	0%	0%	11%
Floral Designer	0%	0%	0%	0%	50%	0%	50%	0%	0%	0%
Landscape Designer	0%	0%	0%	25%	25%	50%	0%	0%	0%	0%
Landscape Foreman	0%	0%	0%	20%	20%	60%	0%	0%	0%	0%
Merchandiser	0%	0%	17%	17%	17%	17%	17%	0%	0%	17%
Merchandise Manager	0%	0%	14%	14%	0%	43%	14%	0%	0%	14%
General Manager	0%	0%	0%	8%	0%	33%	0%	25%	8%	25%
Garden Center Manager	0%	18%	18%	0%	9%	18%	9%	0%	27%	0%
Department Manager	10%	0%	10%	10%	10%	10%	20%	0%	20%	10%
Owner	7%	0%	7%	0%	0%	20%	0%	0%	20%	47%

Employees At Peak Season



Benefits Offered

	Full-Time	Part-Time
401(k)	42%	10%
Pension	14%	0%
Bonus	71%	34%
Health Insurance	58%	7%
Dental Insurance	33%	3%
Life Insurance	25%	1%
Sick Days	59%	22%
Disability	26%	4%
Paid Vacation	82%	18%
Paid Holidays	70%	30%

When survey takers were asked which benefits their employees consider most important*, paid vacation time (58%) came out on top, while health insurance (51%) and annual bonuses (45%) came in second and third, respectively. It's the second year in a row retailers picked those three in that order.

*Survey takers were asked to check all benefits that apply.

Labor to Net Sales Percentage

(Editor's note: This is a new measurement we added this year—JP)

Below 20%:	14%
20-25%:	23%
26-30%:	29%
31-35%:	23%
36-40%:	6%
41-45%:	3%
46-50%:	1%

Staffing Changes

	2017	2018	2019	2020	2021	2022	2023
Add Staff	26%	31%	29%	29%	40%	47%	43%
Reduce Staff	5%	3%	2%	3%	4%	2%	2%
Keep Same	62%	58%	61%	62%	46%	44%	48%
I Don't Know	6%	8%	8%	6%	10%	7%	7%

