

Employment, Incomes, and Characteristics of Workers and Owners of Florists in the Gulf of Mexico and the United States

Definition of Florists

Florists (NAICS 453110) “comprise establishments primarily engaged in retailing cut flowers, floral arrangements, and potted plants purchased from others. These establishments usually prepare the arrangements they sell.” (<https://www.census.gov/eos/www/naics/index.html>).

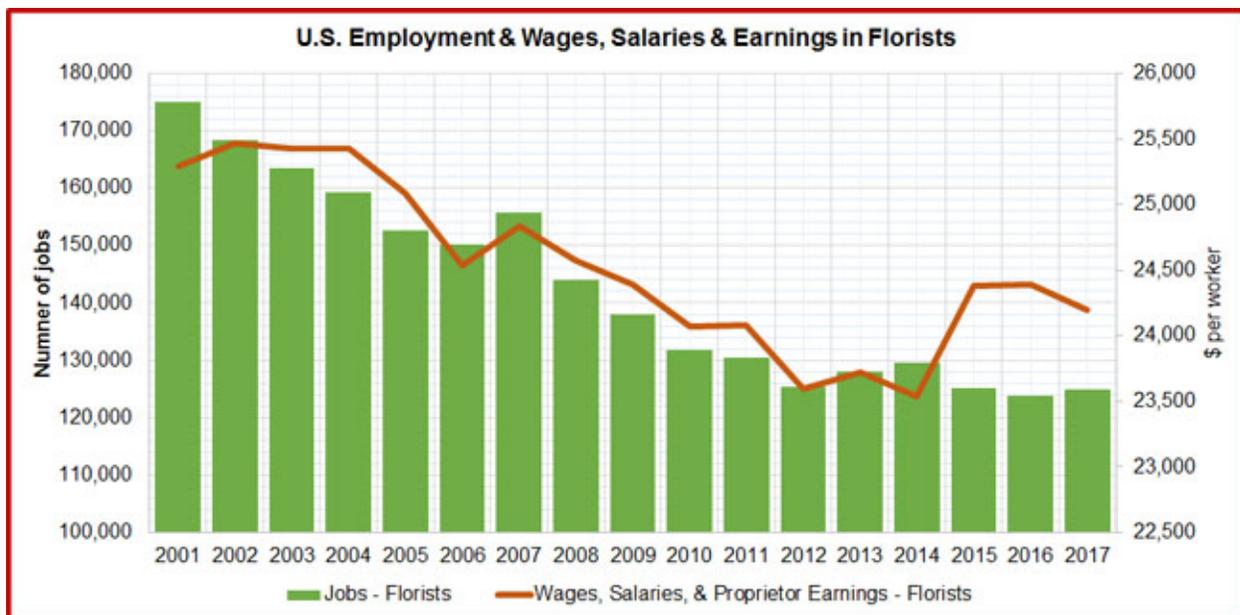


Figure 1. U.S. Annual employment and wages, salaries, and earnings of QCEW employees, non-QCEW employees, self-employed, and extended proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Employment and Wages, Salaries, and Earnings

Figure 1 shows the annual number of jobs in the florist industry which had been declining since 2001. On average, the florist industry directly created more than 140,000 jobs per year in the United States. Figure 2 shows the top 10 states which provided jobs in the florist industry in 2017. The state of California topped the list contributing 11.87% of all the jobs in the industry and followed by the state of Texas with 8.19 percent of all the industry jobs.

The average wages, salaries, and earnings in the industry in the entire United States have been falling during most of the early part of the period. The combined wages, salaries, and proprietor earnings (at constant 2017 prices) of all the QCEW employees, non-QCEW employees, self-employed, and extended proprietors averaged more than \$24,500 per person during the entire period (Figure 1).

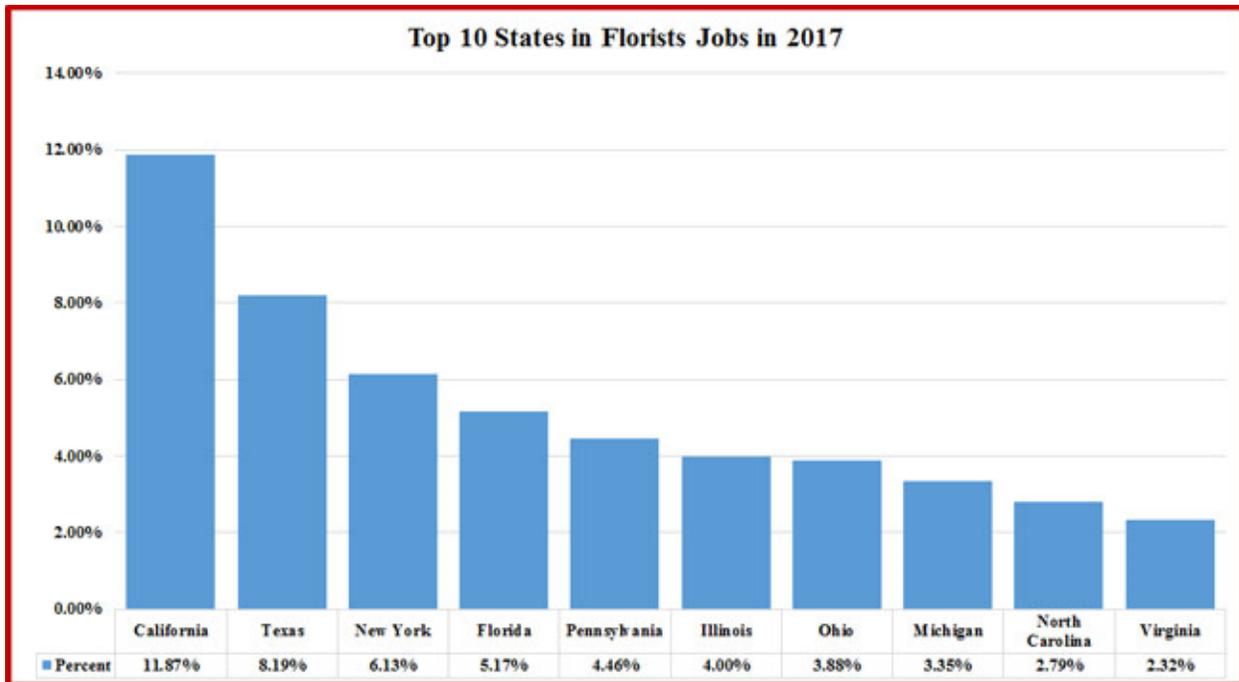


Figure 2. U.S. top 10 states in fruit and vegetable markets by percent of jobs in 2017.

Source of raw data: EMSI. <https://e.economicmodeling.com>.

The five Gulf of Mexico States (AL, FL, LA, MS, and TX) contributed more than 24,800 jobs or 17.51 percent of all the jobs during the period (Figure 3). The activities in Mississippi and Alabama during the same period added 1.19 and 1.89 percent of the total number of jobs, respectively.

Among the workers in the industry in the Gulf of Mexico States, the average wages, salaries, and earnings have been fluctuating during the period. The annual earnings of workers and owners in the Gulf of Mexico States during the period averaged about \$24,000 per person (at constant 2017 prices) or 97.96 percent of the national average (Figure 3). During the same

period, Mississippi and Alabama workers and owners received average annual pay amounting to 83.11 and 81.69 percent of the national average, respectively.



Figure 3. Annual employment and wages, salaries, and earnings of QCEW employees, non-QCEW employees, self-employed, and extended proprietors in the Gulf of Mexico Region. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Gender

The most recent industrial overview released by EMSI (Mar. 2018) showed that among workers and owners, 28.6 percent were males (Figure 4). Majority of the workers and owners were females (71.4%). In the Gulf States, similar proportions of men and women worked and owned these businesses.

Socio-Demographic Characteristics of Workers and Owners of Florists				
Industry Gender Breakdown	United States		Gulf of Mexico States	
Gender	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
Males	38,746	28.6%	7,176	29.3%
Females	96,605	71.4%	17,313	70.7%
Total	135,351	100.0%	24,488	100.0%

Figure 4. Gender distribution of QCEW employees, non-QCEW employees, self-employed, and extended proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Race or Ethnicity

The latest industrial overview posted by EMSI (Mar. 2018) sorted workers and owners by race or ethnicity (Figure 5). The majority of the workers and owners are White (81.2%), followed by Hispanic or Latino (12.9%), African American (2.5%), and Asian (2.0%). In the Gulf States, relatively fewer White (72.4%) and Asian (0.8%) and more Hispanic (21.4%) and African American (4.8%) people are working in these businesses.

Socio-Demographic Characteristics of Workers and Owners of Florists				
Industry Race Breakdown	United States		Gulf of Mexico States	
Race/Ethnicity	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
White	109,953	81.2%	17,735	72.4%
Hispanic or Latino	17,514	12.9%	5,239	21.4%
Black or African American	3,336	2.5%	1,185	4.8%
Asian	2,660	2.0%	207	0.8%
Two or More Races	1,446	1.1%	69	0.3%
American Indian or Alaska Native	203	0.1%	43	0.2%
Native Hawaiian or Other Pacific Islander	239	0.2%	10	0.0%
Total	135,351	100.0%	24,488	100.0%

Figure 5. Race or ethnic distribution of QCEW Employees, non-QCEW Employees, self-employed, and extended proprietors. Source of raw data: EMSI.

<https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Distribution of Workers and Owners by Age

The technical overview circulated by EMSI (Mar. 2018) grouped workers and owners by age (Figure 6). About 43.7 percent of the workers and owners are 55 years old and above. The “45-54” year-old workers and owners involved 20.7 percent of the total. The “35-44” year-old group added 16.5 percent of the total. The younger workers and owners included 19.0 percent of the rest. The workers and owners in the Gulf States are slightly younger (48.44 years) as compared to the national average (48.86 years).

Socio-Demographic Characteristics of Workers and Owners of Florists				
Industry Age Breakdown	United States		Gulf of Mexico States	
Age	2017 Jobs	2017 Percent	2017 Jobs	2017 Percent
14-18	3,227	2.4%	332	1.4%
19-24	8,796	6.5%	1,171	4.8%
25-34	13,728	10.1%	4,115	16.8%
35-44	22,297	16.5%	3,688	15.1%
45-54	28,079	20.7%	4,734	19.3%
55-64	37,673	27.8%	6,353	25.9%
65+	21,552	15.9%	4,096	16.7%
Total	135,351	100.0%	24,488	100.0%
Average Age (yr)	48.86		48.44	

Figure 6. Age distribution of QCEW Employees, non-QCEW employees, self-employed, and extended proprietors. Source of raw data: EMSI. <https://e.economicmodeling.com>. Legend: QCEW – U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

Businesses Registered in MarketMaker

If you need an online directory of these businesses, you can perform the following search at the Mississippi MarketMaker (<https://ms.foodmarketmaker.com/>) or other member states (<https://foodmarketmaker.com/>). Click this link to start your search -- <https://ms.foodmarketmaker.com/main/mmsearch/>. Then type the name of the food product you are interested, for example, cut flowers, edible flowers.

The results of the search show that there are 336 cut and edible flower growers registered in MarketMaker respectively (Figure 7). About 38 cut and edible flower growers are registered in the five Gulf of Mexico States. There are 10 and four cut and edible flower growers registered in Mississippi and Alabama MarketMaker, respectively.

Frequently Asked Questions

What is MarketMaker?

MarketMaker is the most extensive and most in-depth database of its kind featuring a diverse community of food-related businesses: buyers, farmers/ranchers, fisheries, farmers markets, processors/packers, wineries, restaurants and more. **MarketMaker** provides simple yet powerful search tools to connect with others across the production and distribution chain (<http://ms.foodmarketmaker.com/>).

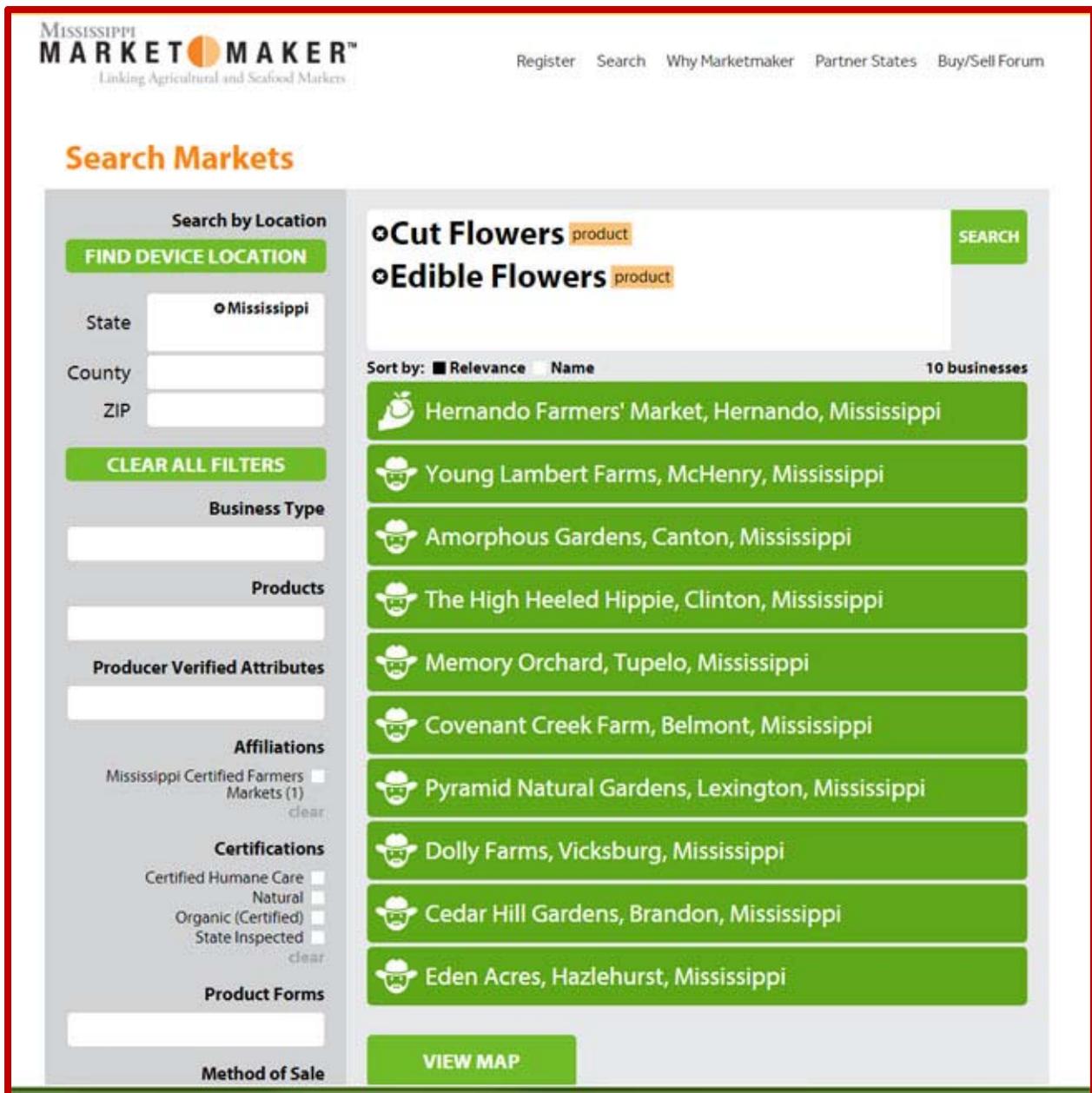


Figure 7. Directory of cut and edible flower businesses registered in MarketMaker. Click this link to start your search -- <https://ms.foodmarketmaker.com/main/mmsearch/>.

Where can you find Mississippi MarketMaker?

MarketMaker is located at <http://ms.foodmarketmaker.com/>. Ask Siri or Cortana to search for “Mississippi MarketMaker” on your smartphone.

How do you register your food business in Mississippi MarketMaker?

Click [Register](#) and type your email address and a password in the spaces under Register. Be prepared to enter information (and pictures) about your business.

What are the benefits of registering your food business in Mississippi MarketMaker?

Producers register their businesses in [MarketMaker](#) because food buyers of all types access our database to find products and services to meet their specific needs. Through [MarketMaker](#), producers can reach more customers and more efficient form successful business alliances.

How do you search for your business profile in Mississippi MarketMaker?

Click [Search](#) and type the name of your company in the space under Search MarketMaker.

How do you update your business profile in Mississippi MarketMaker?

Click [Register](#) and then click UPDATE YOUR PROFILE. Type your email address and password in the spaces under Account Login. Be prepared to enter updated information (and pictures) about your business.

MarketMaker Training Workshops

This training workshop is available upon request by a group of 6-12 producers, extension agents, state regulatory agencies staff, and teachers. Each workshop will best fit the needs of the participants. Email Dr. Ben Posadas for details at ben.posadas@msstate.edu.

How do you search for local food businesses in Mississippi MarketMaker?

Click [Search](#) and type a keyword in the space under Search MarketMaker.

What is the Market Research tool of MarketMaker?

The MarketMaker research tool is an interactive mapping resource for identifying target markets, developing customized census profiles, and mapping food related businesses over demographic maps.

Where do you find the Market Research tool in MarketMaker?

Look for the Market Research section in MarketMaker and click [Research your market now](#) or [Use the previous version](#).

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