



AMERICAN
TRUCK DEALERS
A DIVISION OF NADA



ENROLL NOW! 2024 ATD Dealership Workforce Study is now open!

Key figures from last year's participating truck dealerships



What is it?

The most comprehensive and authoritative study on dealership workforce trends. It is a collection and analysis of compensation, retention, turnover, benefits, demographics data. Participation is free and for ATD members only. Participation is key to the success of the study, so please consider enrolling today.



PARTICIPATION

Two Components:

1. Online Questionnaire on Benefits, Hiring, Training, Bonuses, Schedules and more
2. Payroll Template - enter employee salary data. All data is confidential. No personal or dealer identifiable data is shared or reported



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www.atdworkforcestudy.com

DEADLINE

Complete both the questionnaire and payroll template by **March 29, 2024**

CONTACT

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PREVIEW OF WHAT YOU RECEIVE

Custom Comparison Report: *How Your Dealership Compares:*

B-Technician Total Compensation	Average	% of National	Lower 25%	Median	Upper 25%	Top 10%
Your Dealership	\$50,677	78%	---	---	---	---
All Truck Dealerships	\$65,124	100%	\$50,764	\$62,405	\$75,556	\$92,806
Low-Vol.	\$62,056	95%	\$48,174	\$59,263	\$71,103	\$85,951
E.N.C. Low-Vol.	\$56,202	86%	\$46,954	\$54,235	\$63,872	\$71,563
OH Low-Vol.	\$47,764	73%	\$42,105	\$47,840	\$52,596	\$60,320
E.N.C. International	\$51,806	80%	\$43,846	\$51,642	\$58,854	\$63,781
OH International	\$46,026	71%	\$41,348	\$45,158	\$52,414	\$53,067

Key Employment Metrics	Position	Your Dealership	Your Peer Group	Your Percentile Rank 25 50 75
Average Compensation	All Positions	\$84,066	\$90,795	<div><div></div></div>
Average Tenure	All Positions	11.2 yrs	6.7 yrs	<div><div></div></div>
Median Tenure	All Positions	9.5 yrs	4.0 yrs	<div><div></div></div>
One-year Retention	All Positions	90.9 %	82.5 %	<div><div></div></div>
Three-year Retention	All Positions	73.9 %	58.0 %	<div><div></div></div>
Annualized Turnover	All Positions	25.0 %	36.6 %	<div><div></div></div>

National & Regional Trends Report:

2023

DEALERSHIP
WORKFORCE
STUDY

2022 CALENDAR YEAR DATA

Truck Retail:

NATIONAL & REGIONAL TRENDS IN COMPENSATION, BENEFITS & RETENTION REPORT

COMPENSATION | RETENTION & TURNOVER | REGIONAL ANALYSIS | DEMOGRAPHICS | BENEFITS



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II. Executive Summary

Commercial truck sales increased in 2022, despite the industry experiencing significant supply-chain issues through the year. As a result, average weekly and median earnings increased significantly for all key positions.

- The 2022 average weekly earnings in participating dealerships increased 16 percent after an 11 percent increase in 2021.
- Similar levels of increase were seen in Same Store[®] average and median weekly earnings.
- 2022 earnings growth in commercial truck dealerships exceeded earnings growth in the U.S. Private Sector[®] and exceeded the eight percent rate of inflation.
- Truck dealership median weekly earnings in 2022 were 26 percent higher than the U.S. private sector median weekly earnings.

Data Source	Average Weekly Earnings			Median Weekly Earnings		
	2021	2022	Growth	2021	2022	Growth
All Truck Dealerships	\$1,514	\$1,761	↑ 16%	\$1,205	\$1,334	↑ 11%
Truck Same Stores	\$1,518	\$1,723	↑ 14%	\$1,203	\$1,333	↑ 11%
BLS U.S. Private Sector	\$1,063	\$1,114	↑ 5%	\$988	\$1,059	↑ 7%

The double-digit growth rates in 2022 earnings were seen across all key positions. General managers and sales consultants had the highest increases in weekly earnings at 36 percent and 35 percent respectively.

- Detail B-Technician average annual earnings increased 12 percent in 2022 after increasing only four percent in 2021.
- Service manager average annual earnings increased 14 percent after increasing six percent in 2021 and service advisor earnings increased 12 percent after a six percent increase in 2021.
- Parts manager average annual earnings increased 22 percent on top of a nine percent increase in 2021 while parts consultant earnings increased 12 percent after a 10 percent increase in 2021.



FOR YOUR PARTICIPATION:

Custom Comparison Report:

How Your Dealership Compares - Your data vs. peer group of data

National & Regional Trends:

2023 ATD National & Regional Trends in Compensation, Benefits & Retention Report - Summary and Analysis of all participants' collective data broken down by sales volume, nationally and regionally.

Online Database Search Tool:

Custom search 60+ positions for compensation and tenure data filtering by state, brand, sales volume, zip code radius and more. One year access. [Click here for demo.](#)

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Online Database Search Tool: [Click Here for Demo](#)

DWS Database and Search Tool

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Select Your Report Parameters:

Calendar Year Data:

Report Type:

Dealership Selection:

Dealership Type:

Franchise Brand(s): Type:

Sales Volume:

Location:

Regions: [How do I find my region?](#)

States:

Zip Code Radius: Zip Code:

Employee Selection:

Departments:

Job Titles:

Tenure:

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