WageScape

State of Pay · What employers are advertising this quarter

RETAIL · Q2 2026

Same title. Same quarter. 26% apart.

$46K → $58K

The advertised Store Manager median runs $46K in Dallas–Fort Worth and $58K in New York — a 26% gap inside one role, this quarter. If your geo-differentials come from a national number, every req is mis-priced before it posts.

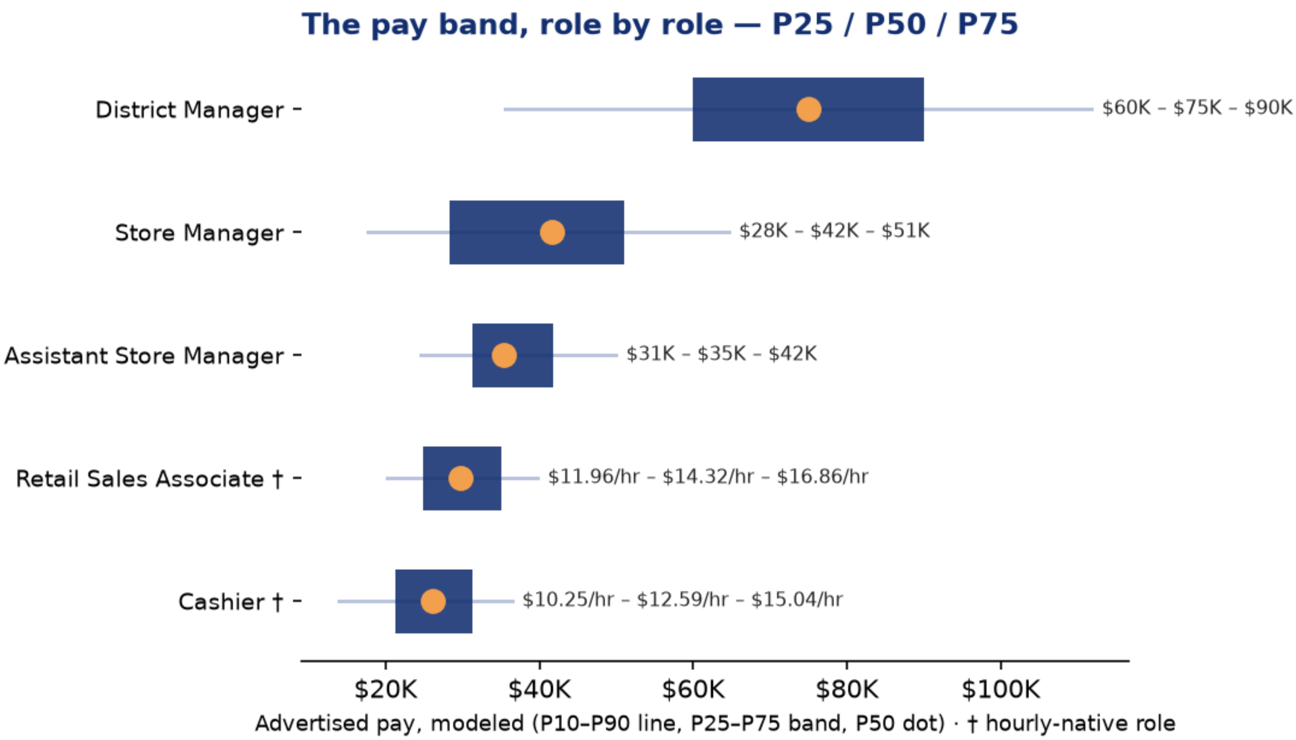
Postings analyzed: Apr 1 – Jun 30, 2026 · Government comparison: BLS OEWS May 2025

n = 1.4M postings · 5 core roles · 110K hiring companies · listing-weighted · WageScape / MarketTrak

Pay levels are modeled from postings and directional — structure (spread, premiums, geography) is the signal. BLS check and method inside.

RETAIL · THE PAY SPECTRUM · ADVERTISED, Q2 2026

No role has one market rate



Three structural reads

1. The widest band: District Manager. P75 ($90K) pays 1.5× P25 ($60K). A single “market rate” for this role is a fiction — set bands, not points.

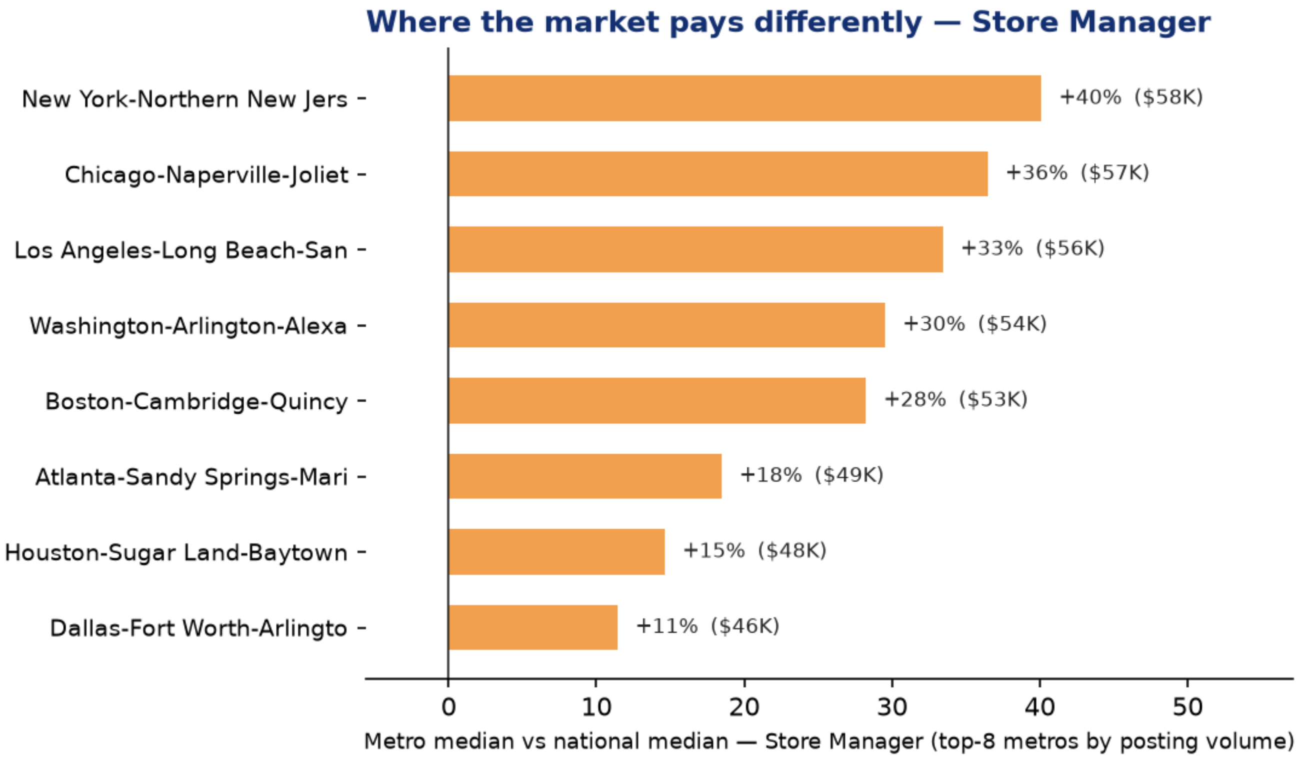
2. The tightest band: Assistant Store Manager (1.3×). Here the market HAS converged — posting outside $31K–$42K is a deliberate strategy, not noise.

3. Where the band skews: Store Manager's midpoint sits high in its band — the bottom half is 1.4× as wide as the top. Offers above midpoint compress fast; the real competition is $42K–$51K. Position reqs against the skew, not just the midpoint.

Note: low tails for Store Manager reflect part-time/hourly postings mixed into the title — read P10/P25 there as posting mix, not the market rate for the full-time role.

RETAIL · GEOGRAPHY & DEMAND

The same job does not pay the same everywhere



Across the top-8 posting markets, the Store Manager median runs from $46K (Dallas-Fort Worth-Arlington) to $58K (New York-Northern New Jersey-Long Island) — a 26% geographic gap inside one role, this quarter. Demand is deep: 537K Store Manager postings from ~41K hiring companies.

What comp teams should do this quarter

• Benchmark to the band, not the point. Quote $28K–$51K for Store Manager, and decide deliberately where in the band each req should sit.

• Localize before you match. A national median mis-prices Store Manager by up to 26% depending on metro — in premium metros, benchmark to the metro band, not the national band.

• Check your reqs against this quarter’s floor. If a posting sits below P25, you are recruiting exclusively from the bottom quartile of advertised offers — make that a decision, not an accident.

The BLS check — we show our work

Every advertised median, next to its government benchmark. Postings measure the hiring market, not the incumbent one: hourly postings quote base starting rates — before differentials, overtime and tenure — and salaried posting cohorts skew junior. Advertised medians therefore typically sit below BLS; the gap is information, not error.

Role	WageScape P50	BLS median	Δ	BLS occupation
District Manager	$75.0K	—		no direct SOC equivalent
Store Manager	$41.6K	$47.3K	**-12.1%**	First-line supervisors, retail sal
Assistant Store Manager	$35.4K	$47.3K	**-25.2%**	First-line supervisors, retail sal
Retail Sales Associate †	$14.32/hr	$16.62/hr	**-13.8%**	Retail salespersons
Cashier †	$12.59/hr	$14.99/hr	**-16.0%**	Cashiers

BLS figures: OEWS May 2025 national medians (bls.gov); * = May 2024, latest published for that occupation. † hourly-native role, both figures per hour. Deltas computed from the printed values.

Methodology

Source: WageScape / MarketTrak — advertised-posting data aggregated from public job postings. Period: Q2 2026 (single quarter; no period-over-period comparisons are made in this report). Sample: 1.4M postings across 5 core retail roles, 110K hiring companies. National figures are listing-count weighted across metros. Every role is reported as a P25 / P50 / P75 spectrum (P10–P90 in charts); we never publish a lone median. Pay levels are modeled from postings (disclosed wages are rare); hourly-native roles are quoted per hour (annualized at 2,080 hours in charts). Structural signals — spread ratios, role premiums, metro differentials, demand concentration — are ratio-based and robust to level bias. Aggregates only; no individual compensation is shown. Every figure reproduces from a saved, dated query snapshot.

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