

What is Market Share?



The Analogy: If we are 90% of the market, we are the 800 lb gorilla. If we are 10% of the market, we are just another guy trying to get a job. Market share is our “bargaining chip.”

The Full Economic Delta (Based on 2025 BLS Data)

Metric	Union Reality	Non-Union Reality	The Delta (Gap)
Average Hourly Wage	\$33.86/hr	\$25.16/hr	\$8.70/hr
Value of Benefits	\$22.26/hr	\$15.11/hr	\$7.15/hr
Total Hourly Package	\$56.12/hr	\$40.27/hr	\$15.85/hr
Median Weekly Wage	\$1,354.40/wk	\$1,006.40/wk	\$348.00/wk
Annual Total Value	\$116,729.60/yr	\$83,761.60/yr	\$32,968.00/yr
Health Care Participation	96% (Affordable)	47% (Actual Use)	49% gap
Pension Access	79% Access	17% Access	62% gap



Contractor Cost

Union Wage

Wages		\$42.00
Workers Comp.	15% of WAGES ONLY	\$6.30
Taxes on WAGES ONLY		
FICA 7.65%		\$3.21
SUTA 3%		\$1.26
FUTA .9%		\$0.38
Fringes (NO WC COMP, NO TAX)		
H&W, Pension, etc.		\$16.00
GL/Pub. Liability 1-2%		\$0.84
Subtotal		\$69.99
Overhead 10-15%		\$10.49
Total Hourly Cost		\$80.48
Profit 3-5%		\$4.02
Total		\$84.48

Non-Union

Wages		\$35.00
Fringe		
H&W, Pension, etc.		\$6.00
	Sub Total (\$41.00)	
Workers Comp 15% of WAGE AND FRINGE		\$6.16
Taxes on WAGE AND FRINGE		
FICA 7.65%		\$3.14
SUTA 3%		\$1.23
FUTA .9%		\$0.37
GL/Pub. Liability 1-2%		\$0.82
SubTotal		\$52.72
Overhead 10-15%		\$7.91
Total Hourly Cost		\$60.63
Profit 3-5%		\$3.04
Total		\$63.04



What do our organizers do?



- Worker Outreach & Relationship Building
- Organizing Campaign Development
- Leadership Identification & Development
- Education & Messaging
- Legal & Strategic Compliance (with support)
- Community, Political, and Ally Engagement
- Internal District Council Coordination
- Administration, Tracking, & Reporting
- Personal & Professional Development

Worker Outreach & Relationship Building



- ID non-union or weakly organized jobsites and contractors
- Conduct 1-on-1 conversations with workers
- Listen for issues, motivations, fears, power dynamics
- Map relationships and informal leadership on the job
- Build long-term relationships with leaders
- Maintain regular follow-ups and structured check-ins
- Recruit workers into organizing committees or actions

Leader Identification & Development



- ID natural leaders and influencers on job sites
- Train workers in:
 - 1-on-1 conversations
 - Handling anti-union messaging
 - Running meetings
 - Leading actions
- Coach worker leaders to organize coworkers
- Develop worker confidence, accountability, and ownership
- Facilitate leadership transitions as campaigns mature

Education & Messaging



- Educate workers on:
 - Union structure and benefits
 - Labor law basics
 - Rights on the job
 - Collective bargaining and contracts
- Counter misinformation and employer anti-union campaigns
- Craft and deliver clear organizing messages
- Prepare talking points, leaflets, and internal materials
- Support workers in telling their own stories