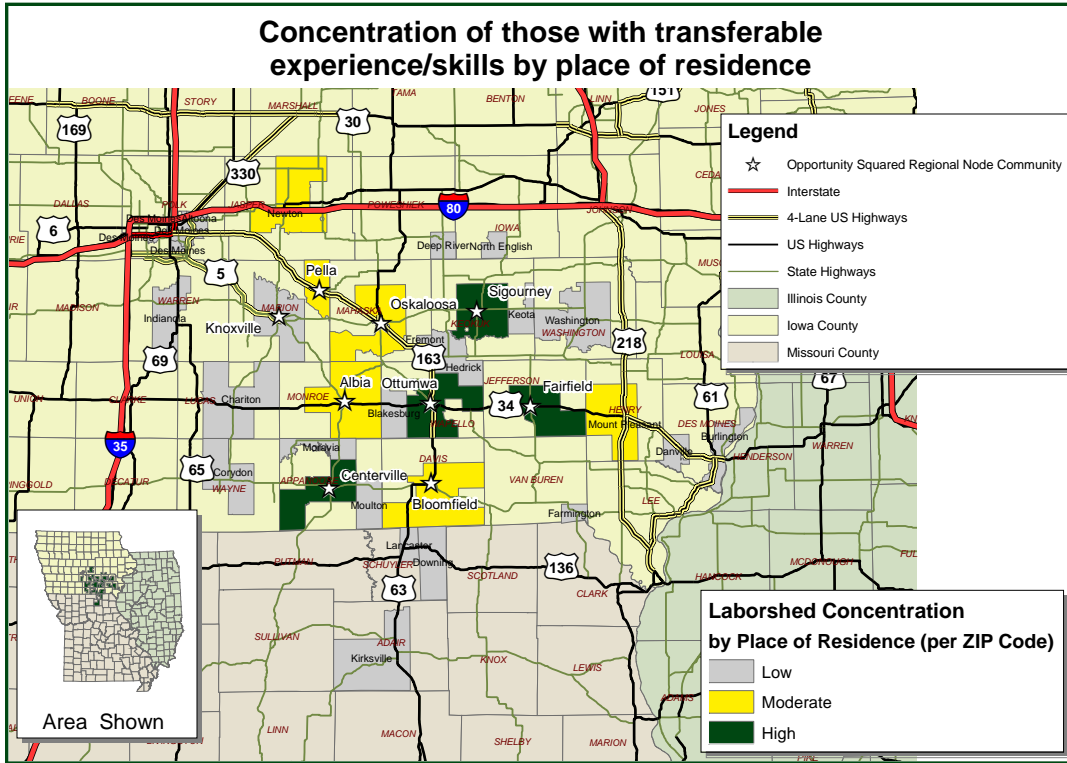


# Labor Characteristics

## Personal Services

### Opportunity<sup>2</sup> Region



#### Potential Available Labor Business Operations:

- Managers & Directors - 4,129
- Business Operation Specialists - 288
- Sales Supervisors - 281
- Salespersons - 302
- Customer Service Representatives - 608
- Secretaries & Office Support - 1,488
- Office Clerks - 594
- Accountants & Auditors - 277

#### Personal Services:

- Clergy - 2,377
- Instructors - 280
- Teaching Assistants - 603
- Editors - 269
- Photographers - 292
- Dietitians & Nutritionists - 607
- Home Health Aides - 283
- Security Guards - 295
- Chefs & Head Cooks - 582
- Cooks - 576
- Janitors & Housekeeping - 1,777
- Nonfarm Animal Caretakers - 290
- Dressing Room & Coatroom Attendants - 274
- Hair Stylists - 1,784
- Child Care Workers - 4,154
- Fitness Instructors - 272
- Sewing Machine Operators - 594
- Installation, Maintenance, & Repair - 564

**An estimated total of 23,840 people in the Laborshed area**

Workers who have transferable experience/skills in the industry are currently commuting an average of 7 miles one way for work. Those who are willing to change/accept employment are willing to commute an average of 16 miles one way for the right employment opportunity.

#### Employment Status:

##### 70.4% Employed

- 33.3% of the employed are willing to change employment

##### 11.1% Unemployed

##### 12.3% Homemakers, Not Employed

##### 6.2% Retired

#### Education:

- 64.2% Education beyond high school
- 18.5% Associate degree
- 8.6% Trade certified
- 1.2% Vocational training
- 13.6% Undergraduate degree
- 11.1% Postgraduate degree

#### Flexibility in the Workplace:

(by percent of interest)

- Cross-training - 69.0%
- Varied shifts (2nd, 3rd, & split) - 10.3%
- Job sharing - 48.3%
- Job teams - 69.0%
- Seasonal work - 31.0%
- Temporary work - 27.6%

#### Other Facts:

- 54.1% paid an hourly wage
- 39.5% are/were employed full-time
- 27.2% are/were employed part-time
- 32.1% are/were self-employed
- 9.1% hold two or more jobs
- Currently working an average of 39 hrs/week

#### Current Benefits:

- Health/medical insurance - 82.8%
- Pension/retirement/401K - 48.3%
- Dental coverage - 41.4%
- Paid vacation - 31.0%
- Life insurance - 24.1%
- Disability insurance - 17.2%
- Vision coverage - 13.8%
- Prescription drug coverage - 10.3%
- Paid holidays - 6.9%
- Paid sick leave - 6.9%

#### Desired Benefits:

(by percent of interest)

- Health/medical insurance - 96.2%
- Pension/retirement/401K - 38.5%
- Paid vacation - 23.1%
- Vision coverage - 15.4%
- Dental coverage - 15.4%
- Prescription drug coverage - 11.5%
- Disability insurance - 11.5%
- Paid sick leave - 7.7%
- Paid holidays - 7.7%

#### Top Advertising Media:

(for those seeking employment opportunities)

- Local/Regional Newspapers
  - The Des Moines Register
  - Ottumwa Courier
- The Internet
  - [www.iowaworkforce.org](http://www.iowaworkforce.org)
  - [www.monster.com](http://www.monster.com)
- Networking through family, friends, acquaintances
- Local Iowa Workforce Development Centers

#### Underemployment

Total Underemployment - 6.2%

- Low hours - 4.9%
- Mismatch of skills - 1.2%
- Low income - 1.2%

IWD only counts individuals once when estimating Total Underemployment.



**For more information regarding the Opportunity<sup>2</sup> Regional Laborshed Analysis, contact:**

Opportunity<sup>2</sup>

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Information was compiled by Iowa Workforce Development using data released 2008.

Occupation	Occupational Code	Mean Wage	Entry Wage	Experienced Wage	Median Wage
Administrative Services Managers	11-3011	\$ 25.29	\$ 14.77	\$ 30.55	\$ 24.32
Amusement and Recreation Attendants	39-3091	\$ 8.61	\$ 7.67	\$ 9.07	\$ 8.34
Automotive Service Technicians and Mechanics	49-3023	\$ 14.91	\$ 10.05	\$ 17.34	\$ 13.81
Bill and Account Collectors	43-3011	\$ 12.94	\$ 10.94	\$ 13.94	\$ 12.49
Billing and Posting Clerks and Machine Operators	43-3021	\$ 12.44	\$ 10.22	\$ 13.55	\$ 12.09
Child Care Workers	39-9011	\$ 7.75	\$ 6.33	\$ 8.46	\$ 7.27
Couriers and Messengers	43-5021	\$ 9.57	\$ 8.17	\$ 10.26	\$ 9.74
Executive Secretaries and Administrative Assistants	43-6011	\$ 15.85	\$ 11.58	\$ 17.98	\$ 15.50
First-Line Supervisors/Managers of Housekeeping and Janitorial Workers	37-1011	\$ 17.58	\$ 12.03	\$ 20.35	\$ 14.76
First-Line Supervisors/Managers of Non-Retail Sales Workers	41-1012	\$ 25.72	\$ 7.47	\$ 34.84	\$ 28.78
Fitness Trainers and Aerobics Instructors	39-9031	\$ 7.02	\$ 6.46	\$ 7.31	\$ 6.80
Graphic Designers	27-1024	\$ 13.70	\$ 9.83	\$ 15.64	\$ 12.34
Hairdressers, Hairstylists, and Cosmetologists	39-5012	\$ 10.93	\$ 7.90	\$ 12.44	\$ 10.65
Information and Record Clerks, All Other	43-4199	\$ 13.39	\$ 11.10	\$ 14.54	\$ 13.09
Installation, Maintenance, and Repair Workers, All Other	49-9099	\$ 13.67	\$ 9.85	\$ 15.58	\$ 14.27
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	37-2011	\$ 9.58	\$ 6.30	\$ 11.23	\$ 8.91
Landscaping and Groundskeeping Workers	37-3011	\$ 13.08	\$ 8.27	\$ 15.48	\$ 14.80
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	33-9092	\$ 7.58	\$ 6.41	\$ 8.15	\$ 7.11
Maids and Housekeeping Cleaners	37-2012	\$ 9.27	\$ 7.64	\$ 10.09	\$ 9.23
Office and Administrative Support Workers, All Other	43-9199	\$ 8.99	\$ 6.27	\$ 10.35	\$ 6.85
Office Clerks, General	43-9061	\$ 10.34	\$ 6.83	\$ 12.11	\$ 10.23
Parts Salespersons	41-2022	\$ 13.58	\$ 9.62	\$ 15.56	\$ 13.17
Personal and Home Care Aides	39-9021	\$ 8.78	\$ 8.07	\$ 9.15	\$ 8.31
Receptionists and Information Clerks	43-4171	\$ 10.84	\$ 8.23	\$ 12.14	\$ 11.08
Recreation Workers	39-9032	\$ 10.45	\$ 8.32	\$ 11.51	\$ 10.44
Retail Salespersons	41-2031	\$ 11.06	\$ 6.30	\$ 13.43	\$ 8.52
Secretaries, Except Legal, Medical, and Executive	43-6014	\$ 11.94	\$ 9.09	\$ 13.36	\$ 11.75
Security Guards	33-9032	\$ 13.15	\$ 10.46	\$ 14.50	\$ 13.17

This Iowa Wage Survey for the Iowa Workforce Development (IWD) Region 15 service area was produced by the Workforce Data & Business Development Bureau to provide communities local information on wages by occupation. This publication was developed specifically for the IWD Region 15. The source of the wage and employment data is the 2007 Iowa Wage Survey. Additional data from the Iowa Wage Survey for individual counties, Iowa Workforce Development regions, and by industry statewide are available on the Iowa Workforce Development web site located at [www.iowaworkforce.org](http://www.iowaworkforce.org).