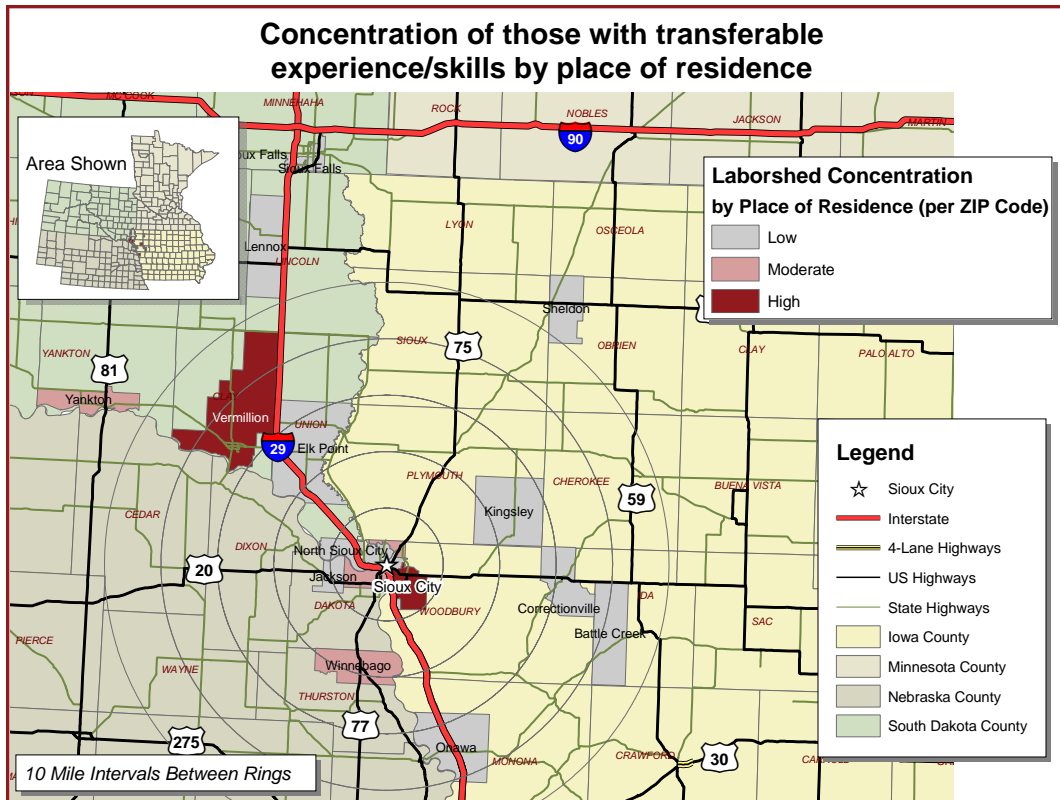


Labor Characteristics

Entertainment, Recreation, & Personal Services Sioux City, IA MSA

No. 1
That's My Siouxland!



Workers who have transferable experience/skills are currently commuting an average of 10 miles one way for work. Those who are willing to change/accept employment are willing to commute an average of 13 miles one way for the right employment opportunity.

Employment Status:

73.5% Employed

- 25.5% of the employed are willing to change employment

14.7% Unemployed

- 8.8% Homemakers, Not Employed
- 2.9% Retired

Education Levels:

- 55.9% Education beyond high school
- 5.9% Associate degree
- 8.8% Trade certified
- 8.8% Undergraduate degree
- 8.8% Post graduate degree

Flexibility in the Workplace:

(by percent of interest)

- Cross-training - 58.8%
- Varied shifts (2nd, 3rd, & split) - 23.5%
- Job sharing - 41.2%
- Job teams - 76.5%
- Seasonal work - 50.0%
- Temporary work - 50.0%

Other Facts:

- 48.4% paid an hourly wage
- 50.0% are/were employed full-time
- 32.4% are/were employed part-time
- 17.6% are/were self-employed
- 24.0% hold more than one job
- Currently working an average of 36 hrs/week

Current Benefits:

- Health/medical insurance - 100%
- Paid vacation - 42.9%
- Pension/retirement/401K - 35.7%
- Dental coverage - 35.7%
- Vision coverage - 35.7%
- Paid sick leave - 21.4%
- Paid holidays - 21.4%
- Life insurance - 21.4%
- Disability insurance - 7.1%
- Prescription drug coverage - 7.1%

Desired Benefits:

(by percent of interest)

- Health/medical insurance - 100%
- Pension/Retirement/401K - 28.6%
- Dental coverage - 14.3%
- Vision coverage - 14.3%
- Paid vacation - 14.3%
- Paid holidays - 7.1%
- Paid sick leave - 7.1%

Top Advertising Media:

(for those seeking employment opportunities)

- Local/Regional Newspapers
 - Sioux City Journal
 - Argus Leader - Sioux Falls, SD
- The Internet
 - www.monster.com
 - www.careerbuilder.com
- Networking through family, friends, acquaintances
- Local Iowa Workforce Development Centers

Potential Available Labor

Per Occupational Category:

Business Operations:

- Managers - 824
- Human Resources - 410
- Clerks & Secretaries - 831

Production:

- Supervisors - 408
- Counselors - 415
- Clergy - 409
- Instructors & Teachers - 835
- Recreational Workers - 425
- Musicians & Singers - 381
- Radio & Television Announcers - 401
- Massage Therapists - 418
- Security Guards - 432
- Cooks & Food Preparers - 1,251
- Bartenders, Waiters, & Waitresses - 823
- Janitors & Housekeeping - 843
- Slot & Gaming Service Workers - 824
- Barbers - 829
- Child Care Workers - 2,094
- Electricians - 407
- Automotive Technicians - 402
- Heating & A/C Mechanics - 396

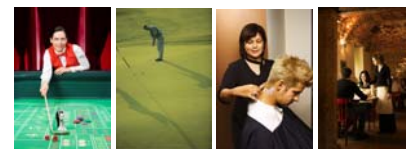
An estimated total of 14,058 people in the Laborshed area

Underemployment:

Total Underemployment - 11.8%

- Low hours - 5.9%
- Mismatch of skills - 2.9%
- Low income - 2.9%

IWD only counts individuals once when estimating Total Underemployment.



The Sioux City Metropolitan Statistical Area aggregate wage data was also extracted from the Iowa Wage Survey and is provided in the table on page 2 which reflects mean, entry, experienced, and median wages.

Siouxland Initiative

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

Occupation	Occupational Code	Mean Wage	Entry Wage	Experienced Wage	Median Wage
Amusement and Recreation Attendants	39-3091	\$ 8.55	\$ 6.39	\$ 9.63	\$ 7.37
Automotive Service Technicians and Mechanics	49-3023	\$ 16.67	\$ 11.30	\$ 19.34	\$ 16.21
Bartenders	35-3011	\$ 8.36	\$ 6.46	\$ 9.31	\$ 8.06
Broadcast Technicians	27-4012	\$ 12.48	\$ 8.21	\$ 14.62	\$ 10.50
Chefs and Head Cooks	35-1011	\$ 16.22	\$ 12.30	\$ 18.17	\$ 14.91
Child Care Workers	39-9011	\$ 7.98	\$ 6.42	\$ 8.77	\$ 7.80
Combined Food Preparation and Serving Workers, Including Fast Food	35-3021	\$ 7.18	\$ 6.41	\$ 7.58	\$ 6.95
Dishwashers	35-9021	\$ 7.58	\$ 6.40	\$ 8.17	\$ 7.58
Entertainment Attendants and Related Workers, All Other	39-3099	\$ 7.36	N.A.	\$ 7.95	\$ 6.80
First-Line Supervisors/Managers of Personal Service Workers	39-1021	\$ 14.17	\$ 10.77	\$ 15.86	\$ 12.00
Floral Designers	27-1023	\$ 8.34	\$ 8.26	\$ 8.38	\$ 8.42
Food Preparation Workers	35-2021	\$ 8.46	\$ 6.47	\$ 9.46	\$ 8.24
Food Service Managers	11-9051	\$ 21.38	\$ 13.11	\$ 25.51	\$ 17.86
Gaming and Sports Book Writers and Runners	39-3012	\$ 8.08	\$ 6.39	\$ 8.92	\$ 8.06
Graphic Designers	27-1024	\$ 15.74	\$ 9.92	\$ 18.65	\$ 15.94
Hairdressers, Hairstylists, and Cosmetologists	39-5012	\$ 10.53	\$ 8.34	\$ 11.62	\$ 9.43
Landscaping and Groundskeeping Workers	37-3011	\$ 10.37	\$ 7.83	\$ 11.65	\$ 9.41
Lifeguards, Ski Patrol, and Other Recreational Protective Service Workers	33-9092	\$ 7.48	N.A.	\$ 8.15	\$ 7.52
Locker Room, Coatroom, and Dressing Room Attendants	39-3093	\$ 8.61	\$ 7.64	\$ 9.09	\$ 8.60
Maids and Housekeeping Cleaners	37-2012	\$ 8.43	\$ 6.83	\$ 9.24	\$ 8.31
Merchandise Displayers and Window Trimmers	27-1026	\$ 12.68	\$ 11.34	\$ 13.36	\$ 13.10
Nonfarm Animal Caretakers	39-2021	\$ 8.97	\$ 6.27	\$ 10.32	\$ 8.81
Personal and Home Care Aides	39-9021	\$ 10.23	\$ 8.42	\$ 11.13	\$ 10.19
Photographers	27-4021	\$ 10.16	\$ 6.93	\$ 11.78	\$ 8.57
Producers and Directors	27-2012	\$ 17.20	\$ 10.25	\$ 20.67	\$ 16.64
Radio and Television Announcers	27-3011	\$ 10.20	\$ 6.32	\$ 12.14	\$ 7.24
Recreation Workers	39-9032	\$ 10.19	\$ 7.76	\$ 11.39	\$ 9.60
Security Guards	33-9032	\$ 11.76	\$ 7.20	\$ 14.03	\$ 9.94
Substance Abuse and Behavioral Disorder Counselors	21-1011	\$ 14.61	\$ 12.85	\$ 15.49	\$ 14.13
Taxi Drivers and Chauffeurs	53-3041	\$ 9.27	\$ 8.13	\$ 9.84	\$ 8.93
Waiters and Waitresses	35-3031	\$ 6.59	\$ 6.33	\$ 6.73	\$ 6.54

This Iowa Wage Survey for the Sioux City Metropolitan Statistical Area (MSA) 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 Sioux City MSA. 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.