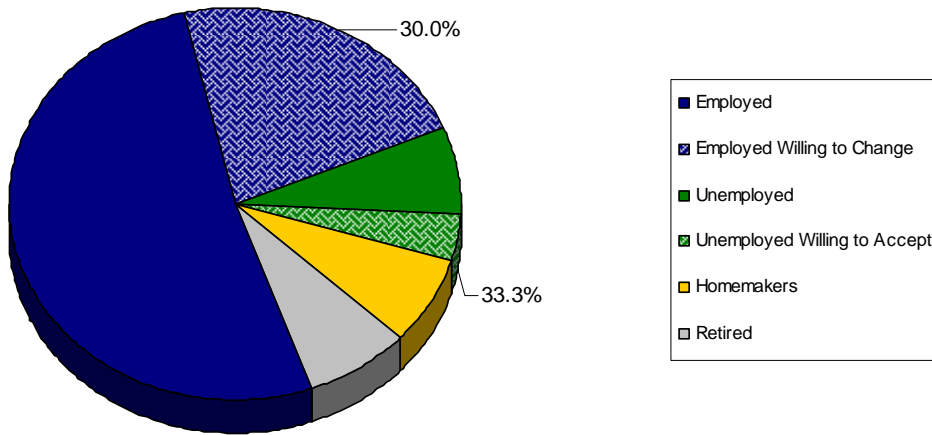


Workforce Characteristics Wholesale & Retail Trade

Those Willing to Change/Accept Employment
per Category



Employment Status:

- 74.1% Employed
- 11.1% Unemployed
- 7.4% Homemakers
- 7.4% Retired

Top Advertising Media:

(for those seeking employment opportunities)

- Local/Regional Newspapers
 - Mason City Globe Gazette
 - Waterloo Courier
 - Albert Lea Evening Tribune
- The Internet
 - www.monster.com
 - www.iowaworkforce.org
 - www.google.com
- Local Iowa Workforce Development Centers
- Networking through family, friends, and acquaintances

Education Levels:

- 51.9% Education beyond high school
- 14.8% Associate degree
- 3.7% Trade certified
- 1.9% Vocational Training
- 14.8% Undergraduate degree
- 3.7% Postgraduate degree

Flexibility in the Workplace:

(by percent of interest)

- Cross-training - 45.0%
- Varied shifts (2nd, 3rd, & split) - 20.0%
- Job sharing - 25.0%
- Job teams - 55.0%
- Seasonal work - 33.3%
- Temporary work - 29.4%

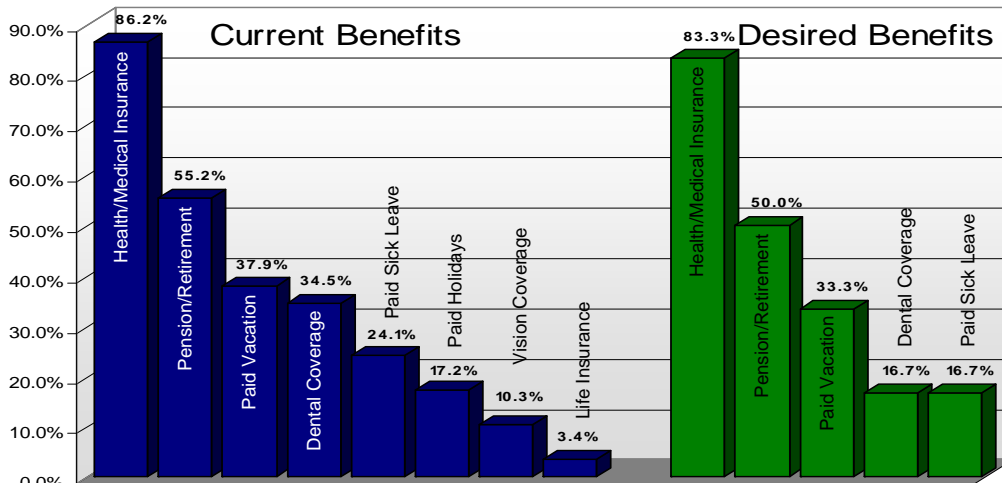
Underemployment:

Total Underemployment - 13.0%

- Low hours - 3.7%
- Mismatch of skills - 5.6%
- Low income - 5.6%

Current & Desired Benefits:

IWD only counts individuals once when estimating Total Underemployment.



Information was compiled by Iowa Workforce Development using 2007 Laborshed data.

Potential Available Labor Per Occupational Category:

Sales & Business Operations:

- Chief Executives/Owners - 808
- Managers - 3,635
- Barbers - 404
- Bartenders - 398
- Butchers - 395
- Cashiers - 2,423
- Dining Room & Cafeteria Attendants - 409
- Dishwashers - 406
- Engineers - 412
- Medical & Clinical Laboratory Techs - 397
- Merchandise Displayers - 402
- Packers & Packagers - 413
- Pharmacy Technicians - 400
- Retail Salespeople - 2,019
- Sales Representatives - 408
- Sewing Machine Operators - 403
- Stock Clerks - 411
- Waiters/Waitresses - 808

Office Admin./Support:

- Clerks - 809
- Data Entry Keyers - 401
- Executive Secretaries & Administrative Assistants - 410
- Janitors & Maids - 404

Production & Material Movers:

- Supervisors - 1,212
- Automotive Service & Repair - 807
- Cargo & Freight Agents - 396
- Couriers & Messengers - 405
- Material Moving Workers - 407
- Production Workers - 1,212
- Truck Drivers - 399

An estimated total of 21,813 people in the Laborshed area

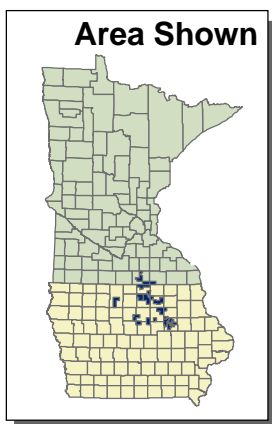
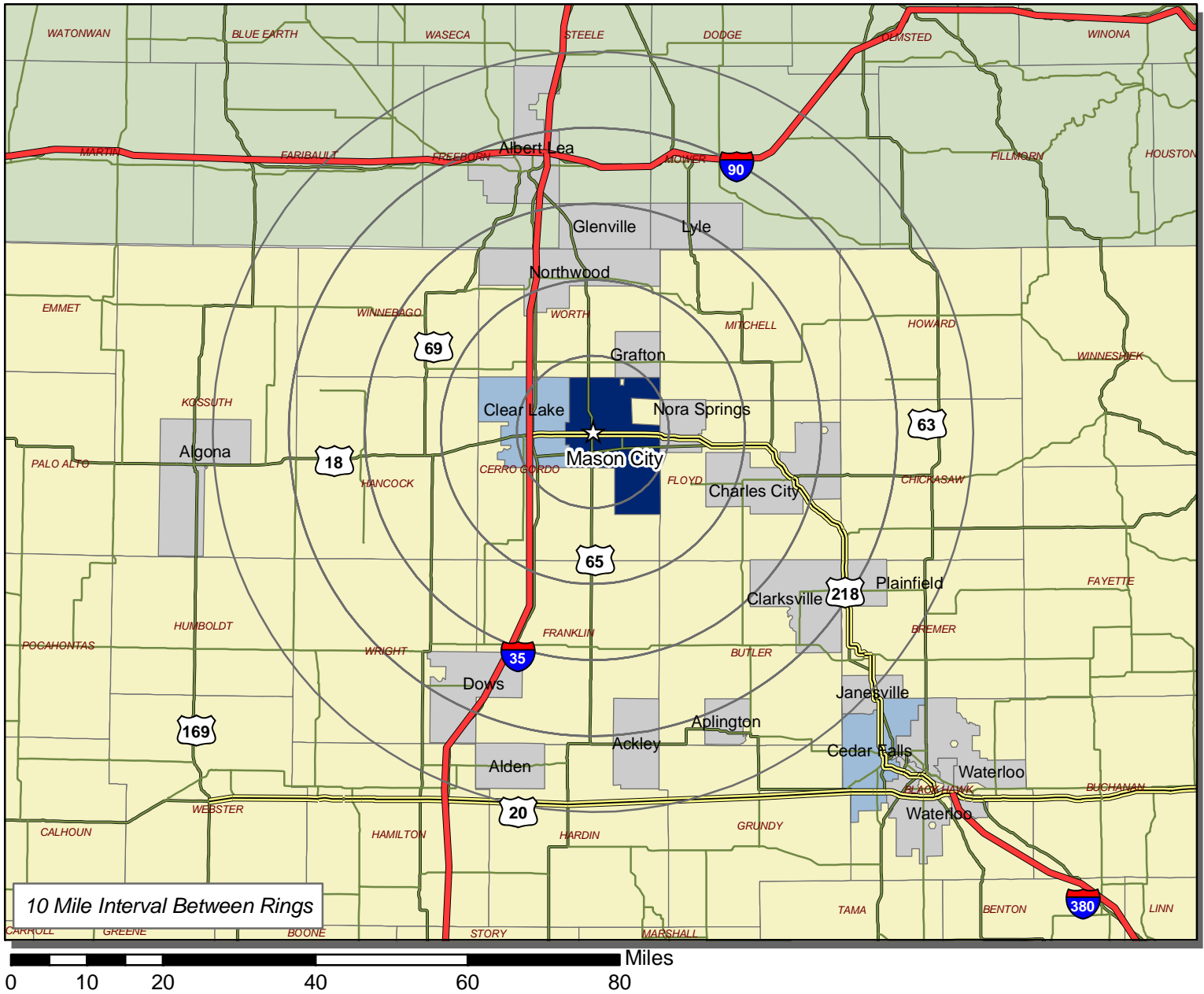
Commuting:

- Workers who have transferable experience/skills 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 17 miles one way for the right employment opportunity.

Other Facts:

- 69.6% paid an hourly wage
- 57.4% are/were employed full-time
- 33.3% are/were employed part-time
- 9.3% are/were self-employed
- Currently working an average of 37 hrs/week
- 2.5% hold two or more jobs

Wholesale & Retail Concentration of those with transferable experience/skills by place of residence



Legend

- ☆ Mason City
- Interstate
- 4-Lane US Highways
- State Highways
- Minnesota County
- Iowa County

Laborshed Concentration

by Place of Residence (per ZIP Code)

- Low
- Moderate
- High

Occupation	Occupational Code	Mean Wage	Entry Wage	Experienced Wage	Median Wage
General and Operations Managers	11-1021	\$ 37.82	\$ 15.70	\$ 48.89	\$ 29.05
Business Operations Specialists, All Other	13-1199	\$ 16.52	\$ 9.40	\$ 20.07	\$ 14.70
Merchandise Displayers and Window Trimmers	27-1026	\$ 11.93	\$ 10.07	\$ 12.86	\$ 11.38
Pharmacy Technicians	29-2052	\$ 11.04	\$ 7.96	\$ 12.59	\$ 10.72
Combined Food Preparation and Serving Workers, Including Fast Food	35-3021	\$ 7.17	\$ 6.30	\$ 7.61	\$ 6.89
First-Line Supervisors/Managers of Retail Sales Workers	41-1011	\$ 17.08	\$ 11.54	\$ 19.87	\$ 15.10
Cashiers	41-2011	\$ 7.39	\$ 6.35	\$ 7.91	\$ 7.09
Parts Salespersons	41-2022	\$ 12.70	\$ 7.30	\$ 15.41	\$ 11.21
Retail Salespersons	41-2031	\$ 10.67	\$ 6.66	\$ 12.67	\$ 8.85
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012	\$ 23.89	\$ 12.33	\$ 29.67	\$ 20.23
Bookkeeping, Accounting, and Auditing Clerks	43-3031	\$ 12.81	\$ 7.58	\$ 15.42	\$ 11.50
Customer Service Representatives	43-4051	\$ 12.70	\$ 8.34	\$ 14.87	\$ 12.84
Shipping, Receiving, and Traffic Clerks	43-5071	\$ 11.02	\$ 8.96	\$ 12.05	\$ 10.79
Stock Clerks and Order Fillers	43-5081	\$ 8.94	\$ 6.48	\$ 10.17	\$ 8.43
Executive Secretaries and Administrative Assistants	43-6011	\$ 15.40	\$ 13.21	\$ 16.51	\$ 14.96
Office Clerks, General	43-9061	\$ 11.30	\$ 8.18	\$ 12.85	\$ 11.46
First-Line Supervisors/Managers of Mechanics, Installers, and Repairers	49-1011	\$ 29.10	\$ 15.53	\$ 35.88	\$ 19.58
Automotive Body and Related Repairers	49-3021	\$ 15.73	\$ 12.17	\$ 17.52	\$ 16.68
Automotive Service Technicians and Mechanics	49-3023	\$ 16.78	\$ 10.89	\$ 19.72	\$ 15.26
First-Line Supervisors/Managers of Production and Operating Workers	51-1011	\$ 20.51	\$ 14.40	\$ 23.56	\$ 20.66
Butchers and Meat Cutters	51-3021	\$ 11.99	\$ 8.47	\$ 13.76	\$ 11.56
First-Line Supervisors/Managers of Transportation and Material-Moving Machine and Vehicle Operators	53-1031	\$ 25.07	\$ 17.68	\$ 28.76	\$ 23.19
Truck Drivers, Heavy and Tractor-Trailer	53-3032	\$ 14.67	\$ 10.70	\$ 16.65	\$ 14.30
Truck Drivers, Light or Delivery Services	53-3033	\$ 12.25	\$ 9.33	\$ 13.71	\$ 11.37
Laborers and Freight, Stock, and Material Movers, Hand	53-7062	\$ 11.25	\$ 8.81	\$ 12.48	\$ 11.02

This Iowa Wage Survey for the Mason City Laborshed area was produced by the Labor Market & Economic Research Bureau to provide communities local information on wages by occupation. This publication was developed specifically for the Mason City Laborshed area.

The source of the wage and employment data is the 2005 Iowa Wage Survey which is data collected in 2004 and is aged to the second quarter of 2007. While data were collected for the Iowa Wage Survey, this publication was done independently to provide information on occupational wages for the Mason City Laborshed area. 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.