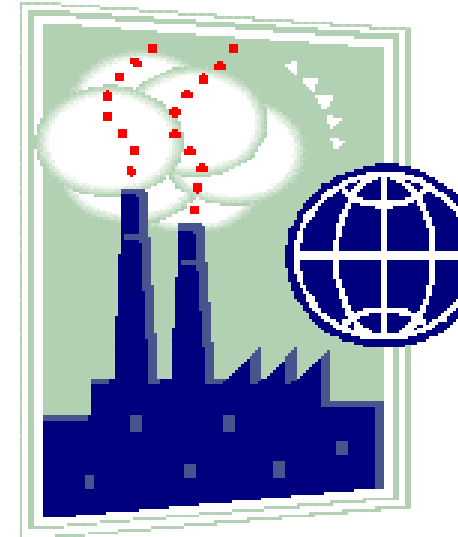


# Iowa Wage Survey

This sample of the Iowa Wage Survey was produced by the Labor Market Information Bureau in order to provide communities local information on wages by occupation. This publication was developed specifically for the Union County Laborshed area, which includes Montgomery, Adams, Union, Clarke, Page, Taylor, Ringgold, Decatur, Adair, Madison, Lucas and Warren counties.

The source of the wage and employment data is the 2000 Occupational Employment Statistics (OES) Survey and is aged to the fourth quarter of 2001. This is a national survey operated cooperatively by the U.S. Department of Labor, Bureau of Labor Statistics and Iowa Workforce Development. As part of this annual national survey, approximately 6,000 Iowa employers are asked to respond to questions regarding occupational employment and wages.

While data were collected by the OES survey, this publication was done independently to provide information on entry-level wages and experienced level wages. The entry and experienced wage levels are computed by determining the mean average of the lower one-third and upper two-thirds respectively of the responses for each occupation. 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)



**Union County**  
**“At the Center of it All”**

Union County Area Laborshed - Telemarketing/Customer Service			
Occupational Title	Entry Wage	Experienced Wage	Median Wage
Advertising and Promotions Managers	10.22	21.43	18.38
Sales Managers	15.92	29.34	23.04
Public Relations Managers	6.18	17.82	12.76
Administrative Services Managers	12.34	26.34	21.62
Financial Managers	12.49	28.03	23.76
Human Resources Managers	18.54	25.57	21.27
Industrial Production Managers	16.36	25.72	21.18
Transportation, Storage, and Distribution Managers	17.85	27.78	22.64
Purchasing Agents, Except Wholesale, Retail, and Farm Products	11.15	19.62	16.97
Claims Adjusters, Examiners, and Investigators	16.20	23.19	20.32
Cost Estimators	12.31	21.19	15.81
Employment, Recruitment, and Placement Specialists	14.36	18.99	17.51
Training and Development Specialists	9.15	15.67	11.54
Business Operations Specialists, All Other	10.76	17.94	15.74
Computer Programmers	15.39	23.84	19.36
Computer Support Specialists	13.55	19.23	17.57
Computer Systems Analysts	11.77	18.92	15.86
Database Administrators	17.08	31.14	25.42
Network and Computer Systems Administrators	17.49	26.05	23.08
Sales and Related Workers, All Other	5.99	12.09	6.71
Court, Municipal, and License Clerks	6.08	13.10	10.50
Customer Service Representatives	7.63	11.66	9.42
Receptionists and Information Clerks	7.31	10.91	9.69
Executive Secretaries and Administrative Assistants	9.24	13.51	11.54
Medical Secretaries	8.09	9.83	9.01
Secretaries, Except Legal, Medical, and Executive	6.76	10.91	9.76
Computer Operators	7.98	12.44	9.24
Data Entry Keyers	8.15	8.91	8.61
Office Clerks, General	7.53	10.55	9.45
Office Machine Operators, Except Computer	6.83	10.60	9.37
All Other Secretaries, Administrative Assistants, and Other Office Support	6.07	14.25	8.60

## Telemarketing/Customer Service Labor Availability

*Sponsored in Partnership*



**A** Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Union County Laborshed area, information from local and state sources was aggregated and plotted for geographic analysis (see map). Telemarketing/Customer Service industry occupational data was then extracted and analyzed for this summary.

**POTENTIAL LABORFORCE  
TELEMARKETING/CUSTOMER  
SERVICE INDUSTRY  
707**

**Employment Status:**

The potential laborforce of 707 includes all those who have education, training and skills pertaining to the Telemarketing/Customer Service industry who are between the ages of 18 and 69. The majority (57.5%) are currently employed. However, when looking to fill these skilled positions, do not overlook the 42.5% who are not currently employed (which includes the unemployed, homemakers and retirees) as a viable source of skilled/educated available labor.

More than half (55.0%) of the potential labor force possessing skills in the Telemarketing/Customer Service industry are willing to change/enter into employment. See what the knowledge base of 707 can add to your facility!

The unemployment rate for Union County as of March 2003 was 7.1%. The unemployment rate for Iowa during the same time period was 4.0%.

**Benefits that influence a decision to change/enter/re-enter employment:**

Medical health insurance, pension/retirement, dental coverage, vacation, vision, life insurance and sick leave.

**Highlights:**

Characteristics of individuals in the Union County area with experience in the Telemarketing/Customer Service industry:

- ⇒ Educated and trained source of available labor (62.5% education/training beyond high school, 15.0% undergraduate/postgraduate or professional degree);
- ⇒ 41.7% have received educational training in Business Administrative support, 12.5% have educational training in computer applications, 12.5% have general educational training (Liberal Arts);
- ⇒ Task preference: varied routine with changing tasks (54.5%), defined routines/tasks (2.5%) and varied routine with set tasks (5.0%);
- ⇒ Prefer full-time employment (57.1%);
- ⇒ Would consider seasonal (50.0%) and/or temporary (40.9%) employment opportunities;
- ⇒ Would consider working a variety of work schedules (14.3%) - combinations of 2nd, 3rd, or split shifts;
- ⇒ 35.0% of those who live in Union County that have experience in the Telemarketing/Customer Service industry are commuting out to surrounding communities for employment opportunities —out commute (excellent pool of educated/skilled available labor). This group is willing to work closer to home. (Approximately 248 people).

**Occupations:**

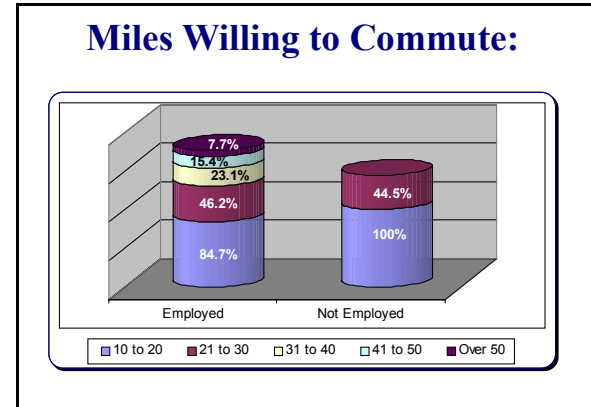
**What skills are in the Union County area?**

Account Manager, Administrative Assistant, Computer Programmer, Customer Service Representative, Field Representative, Insurance Adjusting, Receptionist, Secretary, Data base Manager

Occupations	Estimated # of Individuals Possessing Experience in Telemarketing/Customer Service
Management	71
Professional/Technical	124
Clerical	513
Total	707

Residents of the Union County area who are willing to change/enter employment are willing to commute great distances for the right Telemarketing/Customer Service industry employment opportunity.

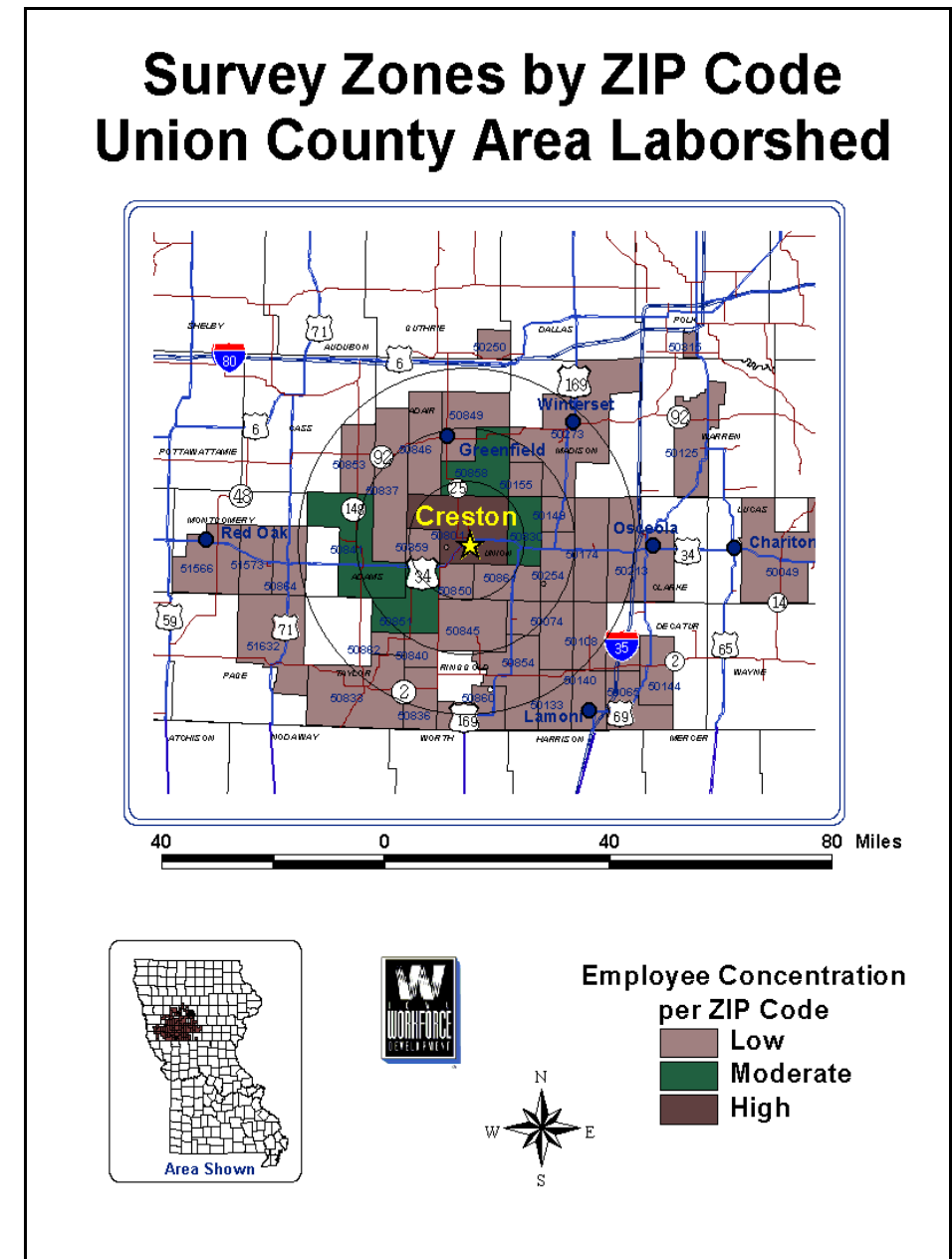
- ⇒ Employed are willing to commute 26 miles one way;
- ⇒ Not Employed are willing to commute 23 miles one way.



**Underemployed:**

- ⇒ Overall, 17.5 percent of those who are employed in the Telemarketing/Customer Service industry are underemployed for one reason or another;
- ⇒ 12.5 percent are underemployed due to mismatch of skills (those who are working in positions that do not meet their skill or education levels or worked for higher wages at a previous job);
- ⇒ 7.5 percent are underemployed due to low income (those working at wages equal to or less than the national poverty level).

(Double counting has been eliminated. Therefore, individuals may be underemployed for more than one reason, however they are only counted once.)



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