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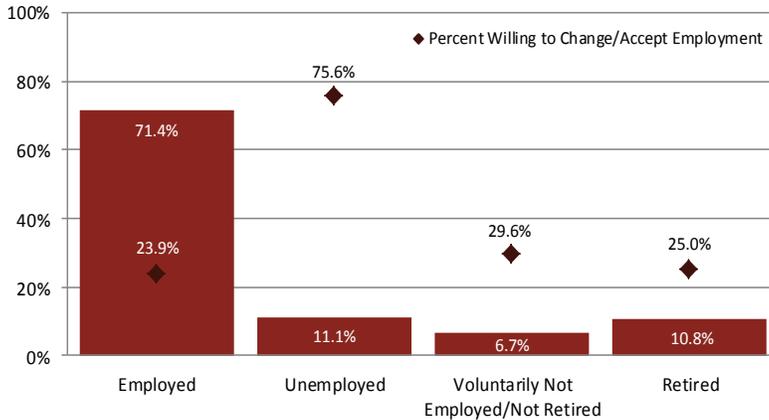
laborshed analysis 2014

a study of workforce characteristics

Laborshed Studies

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 Adel Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked and distance willing to commute to work.

Employment Status*



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

Total Potential Labor Force: 271,771 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (67,698)

- 56,109 Employed
- 2,742 Unemployed
- 3,081 Voluntarily Not Employed/Not Retired
- 5,766 Retired

Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; are working at wages equal to or less than the national poverty level; and/or are working in positions that do not meet their skill or education levels, or worked for higher wages at previous employment.

- 0.7% Inadequate hours (393 people)
- 2.7% Mismatch of skills (1,515 people)
- 0.7% Low income (393 people)
- 4.0% Total estimated underemployment (2,244 people)

Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed*
Education	15.8%	30,659	81.4%	28.6%	4.7%
Finance, Insurance & Real Estate	14.9%	28,913	63.5%	24.2%	19.2%
Wholesale & Retail Trade	14.5%	28,136	60.4%	21.9%	17.0%
Healthcare & Social Services	12.2%	23,673	73.0%	18.5%	10.8%
Professional Services	10.9%	21,151	75.0%	37.5%	12.5%
Public Administration & Government	7.7%	14,941	60.7%	11.8%	0.0%
Transportation, Communication & Utilities	7.7%	14,941	70.8%	29.4%	0.0%
Manufacturing	5.4%	10,478	80.0%	25.0%	13.3%
Personal Services	4.1%	7,956	75.0%	22.2%	16.7%
Construction	3.6%	6,986	61.5%	0.0%	30.8%
Agriculture, Forestry & Mining	1.8%	3,493	80.0%	25.0%	0.0%
Active Military Duty	0.9%	1,746	*	*	*
Entertainment & Recreation	0.5%	970	*	*	*

*Insufficient survey data/refused

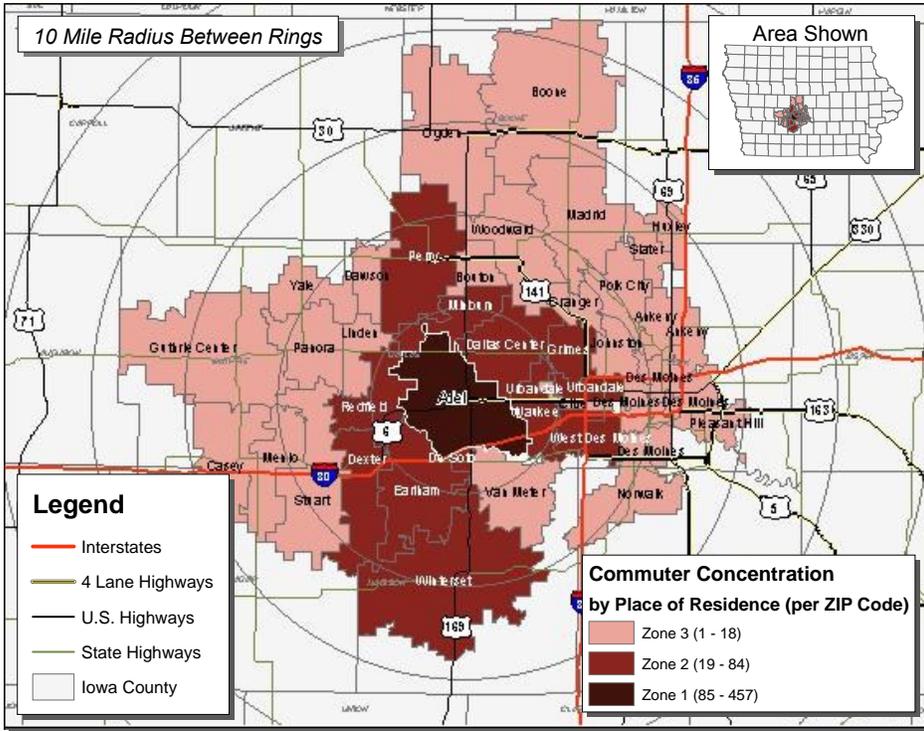
Survey respondents from the Adel Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 20.3% are working multiple jobs
- Currently working an average of 45 hours per week
- Average age is 49 years old
- 30.9% currently working within the professional, paraprofessional & technical occupational category followed by 16.2% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet - 89.6%
 - www.monster.com
 - www.helpwanted.com
 - www.iowajobs.org
 - www.careerbuilder.com
 - www.indeed.com
 - Networking through friends, family and acquaintances - 32.8%
 - Local/Regional newspapers - 16.4%
 - *The Des Moines Register*
 - Local IowaWORKS Centers - 6.0%

Adel Laborshed Area



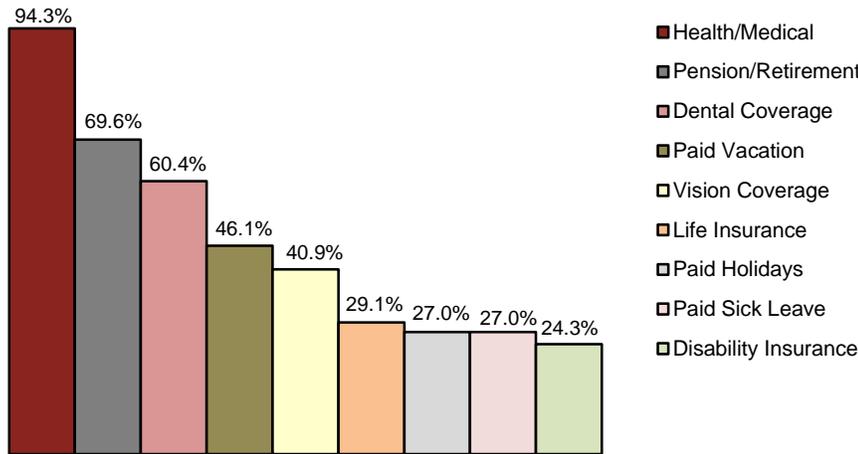
Commuting Statistics

The map at the left represents commuting patterns into Adel with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Adel Laborshed area are willing to commute an average of 21 miles one way for employment opportunities.



Benefits Currently Offered



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (81.0%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.3 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

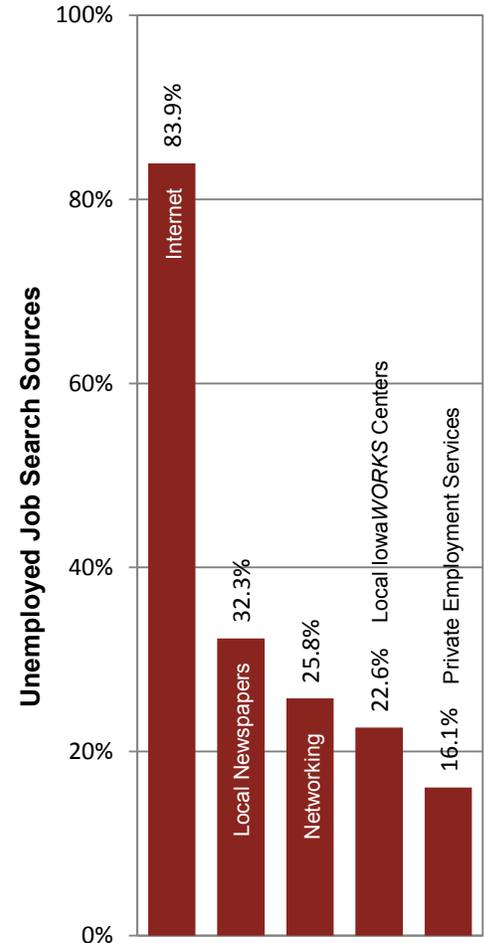
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	69.2%	15.4%	15.4%	*	\$15.50
Manufacturing	66.7%	33.3%	20.0%	\$50,500	\$21.00
Transportation, Communication & Utilities	62.5%	12.5%	29.2%	\$80,000	\$22.00
Wholesale & Retail Trade	71.7%	9.4%	43.4%	\$110,000	\$12.15
Finance, Insurance & Real Estate	86.5%	3.8%	59.6%	\$85,000	\$14.00
Healthcare & Social Services	86.5%	10.8%	54.0%	\$62,000	\$15.00
Personal Services	75.0%	8.3%	58.4%	\$30,000	\$21.75
Entertainment & Recreation	*	*	*	*	*
Professional Services	81.2%	3.1%	43.7%	\$64,250	\$12.65
Public Administration & Government	64.3%	7.1%	46.4%	\$75,000	\$22.00
Education	86.0%	4.7%	67.4%	\$58,000	\$13.30

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

**Insufficient survey data/refused*

Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 2,742 unemployed individuals are willing to accept employment
- Average age is 49 years old
- 61.8% are female; 38.2% are male
- Education:
 - 73.5% have an education beyond high school
 - 8.8% are trade certified
 - 2.9% have vocational training
 - 11.8% have an associate degree
 - 29.4% have an undergraduate degree
 - 2.9% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$15.00 to \$15.50/hr. with a median of the lowest wage of \$11.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 76.5% expressed interest in temporary and 67.6% in seasonal employment opportunities
- 58.8% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 86.2%
 - Pension/retirement options - 41.4%
 - Dental coverage - 37.9%
 - Paid vacation - 34.5%
 - Life insurance - 24.1%
 - Disability insurance - 20.7%
 - Paid sick leave - 17.2%
 - Paid holidays - 13.8%
 - Prescription drug coverage - 10.3%
 - Vision coverage - 10.3%
 - Paid time off - 6.9%
 - Company car - 3.4%
 - Flextime - 3.4%
- 66.7% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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For more information regarding the Adel Laborshed Analysis, contact:

Greater Dallas County Development Alliance
9325 Bishop Drive, Suite 125
West Des Moines, Iowa 50266
Phone: 515-987-2020
Email: lwunsch@dallascounty-ia.org
www.dallascounty-ia.org



This information is analyzed and compiled by the
Iowa Workforce Development
Communications & Labor Market Information Division
Regional Research & Analysis Bureau
1000 E. Grand Avenue, Des Moines, Iowa 50319
(515) 281-7505
www.iowaworkforce.org