

*Council Bluffs*  
IOWA'S LEADING EDGE



## Laborshed Analysis

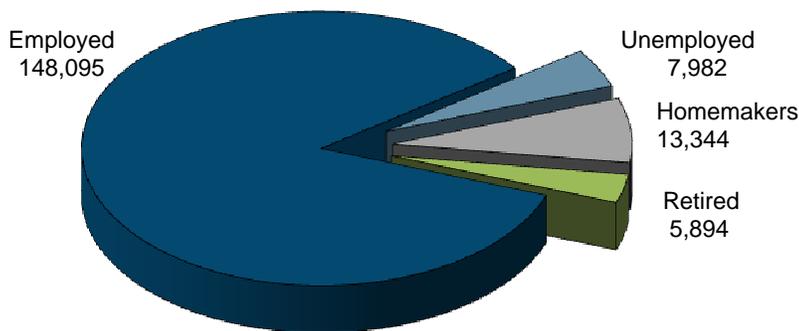
A Study of Workforce Characteristics  
*Released July 2010*

# 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 Council Bluffs 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. *See contact information on back.*

**Total Potential Labor Force: 457,249 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 175,315)**



## Quick Facts:

*(Employed - willing to change employment)*

- 11.7% are working multiple jobs;
- Currently working an average of 39 hours per week;
- Average age is 44 years old;
- 24.5% currently working within the production, construction, & material handling occupational category followed by 20.9% within the service occupational categories;
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.careerlink.com](http://www.careerlink.com)
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local/Regional newspapers
    - *Omaha World-Herald*
    - *The Daily Nonpareil* - Council Bluffs
  - Local Iowa Workforce Development Centers
  - Networking through friends, family, and acquaintances

## Underemployment:

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

- 4.0% Inadequate hours (5,924 people)
- 4.0% Mismatch of skills (5,924 people)
- 3.5% Low income (5,183 people)
- 9.2% Total estimated underemployment (13,625 people)

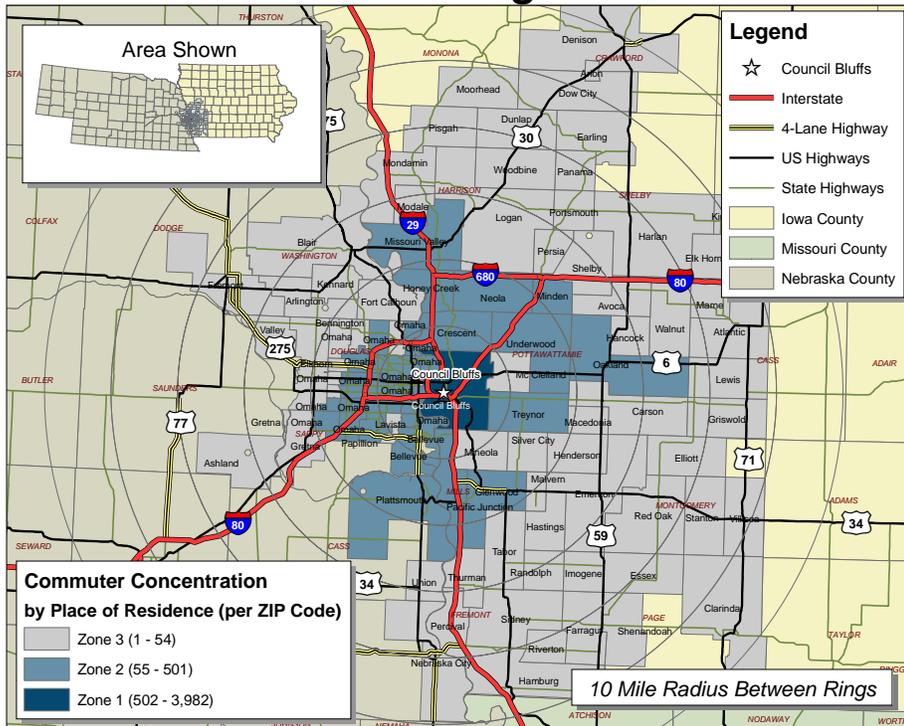
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Wholesale & Retail Trade	21.7%	68,464
Health Care & Social Services	15.6%	49,218
Education	13.5%	42,593
Manufacturing	11.0%	34,705
Finance, Insurance, & Real Estate	8.6%	27,133
Personal Services	5.8%	18,299
Professional Services	5.5%	17,353
Transportation, Communications, & Public Utilities	4.9%	15,460
Construction	4.9%	15,460
Government & Public Administration	4.0%	12,620
Agriculture, Forestry, & Mining	1.8%	5,679
Entertainment & Recreation	1.5%	4,733
Active Military Duty	1.2%	3,785

Survey respondents from the Council Bluffs Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the wholesale & retail trade industry as shown in the table at left.

# Council Bluffs Commuting Area



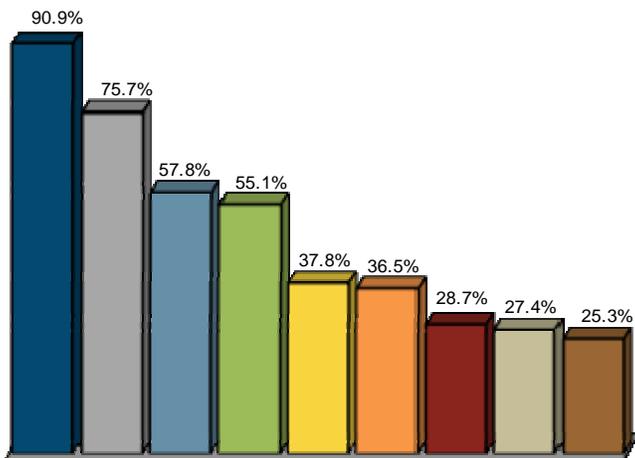
## Commuting Statistics

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

Those who are willing to change employment in the Council Bluffs Laborshed area are willing to commute an average of 23 miles one way for employment opportunities.



## Benefits Currently Offered



- Health/Medical
- Pension/Retirement
- Dental Coverage
- Paid Vacation
- Life Insurance
- Vision Coverage
- Paid Holidays
- Disability Insurance
- Paid Sick Leave

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 (80.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 10.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

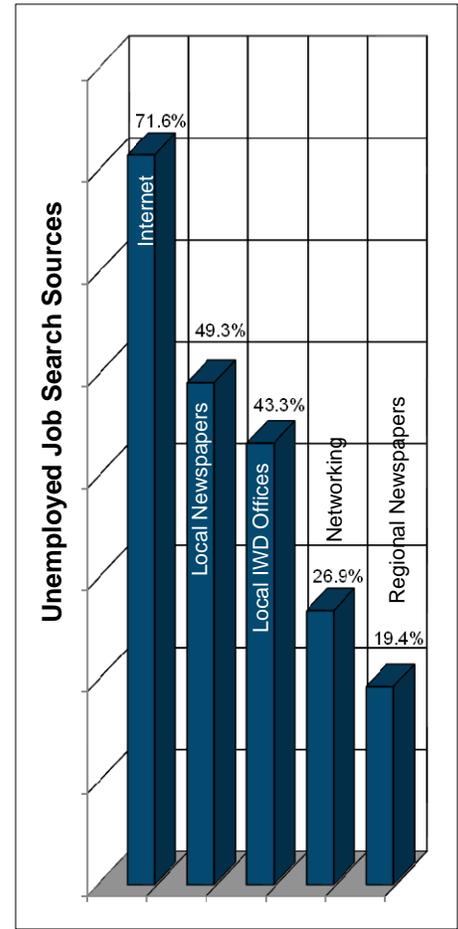
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	42.9%	*	10.7%	*	\$17.97
Manufacturing	53.2%	4.3%	12.8%	\$50,000	\$13.00
Transportation, Communication, & Utilities	51.6%	6.5%	16.1%	\$40,000	\$12.50
Wholesale & Retail Trade	40.4%	7.3%	10.1%	\$45,000	\$9.00
Finance, Insurance, & Real Estate	74.2%	9.7%	42.0%	\$75,000	\$17.02
Health Care & Social Services	80.6%	14.9%	37.4%	\$60,000	\$13.60
Personal Services	59.1%	4.5%	31.8%	\$18,000	\$10.50
Entertainment & Recreation	57.1%	*	14.3%	*	\$14.50
Professional Services	71.0%	6.5%	22.6%	\$45,000	\$11.50
Public Administration & Government	86.4%	4.5%	59.0%	\$50,000	\$17.63
Education	87.7%	3.5%	68.4%	\$41,000	\$11.57

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 7,982 unemployed individuals are willing to accept employment;
- Average age is 41 years old;
- 62.3% are female; 37.7% are male;
- Education:
  - 44.9% have an education beyond high school
  - 1.4% have vocational training
  - 7.2% are trade certified
  - 1.4% have an undergraduate degree
  - 7.2% have an associate degree
  - 1.4% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$11.50/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 22 miles one way for the right opportunity;
- 63.8% expressed interest in temporary and 62.3 in seasonal employment opportunities;
- 60.9% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Paid vacation
  - Dental coverage
  - Pension/retirement options
  - Vision coverage
  - Paid sick leave
  - Life insurance
  - Paid holidays
  - Disability insurance
  - Prescription drug coverage
- 60.4% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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Pottawattamie County Growth Alliance



For more information regarding the Council Bluffs Laborshed Analysis, contact:

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