

# DES MOINES AND EASTERN POLK COUNTY IOWA

## LABORSHED ANALYSIS

# 2014



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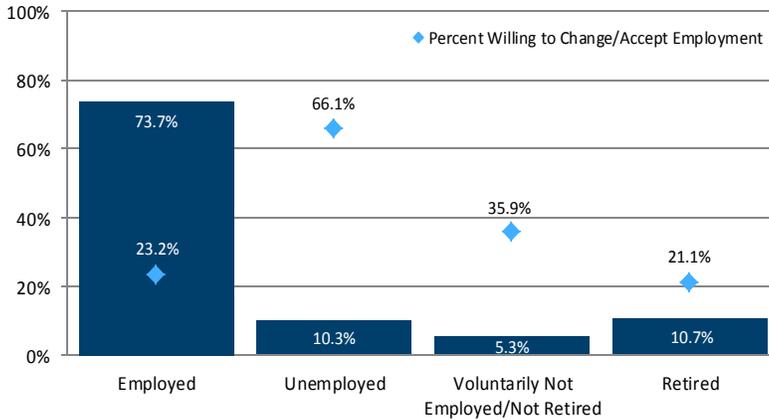
pleasant hill

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 Des Moines & Eastern Polk County 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: 520,727 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (210,126)**

- 181,707 Employed
- 8,414 Unemployed
- 8,220 Voluntarily Not Employed/Not Retired
- 11,785 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.

- 1.3% Inadequate hours (2,362 people)
- 3.8% Mismatch of skills (6,905 people)
- 1.7% Low income (3,089 people)
- 6.0% Total estimated underemployment (10,902 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	16.1%	61,788	75.8%	19.5%	2.7%
Wholesale & Retail Trade	15.8%	60,637	71.6%	31.5%	14.2%
Healthcare & Social Services	12.5%	47,972	77.2%	17.0%	12.3%
Finance, Insurance & Real Estate	12.2%	46,821	78.2%	23.3%	6.4%
Public Administration & Government	9.2%	35,307	75.6%	16.9%	2.3%
Manufacturing	8.7%	33,388	70.1%	26.2%	11.5%
Transportation, Communication & Utilities	6.7%	25,713	70.1%	21.3%	7.5%
Professional Services	6.0%	23,027	70.0%	31.0%	21.7%
Personal Services	5.3%	20,340	72.5%	16.2%	11.8%
Construction	4.0%	15,351	71.8%	21.4%	17.9%
Agriculture, Forestry & Mining	2.8%	10,746	76.9%	25.0%	7.7%
Active Military Duty	0.5%	1,919	*	*	*
Entertainment & Recreation	0.2%	768	*	*	*

\* Insufficient survey data/refused

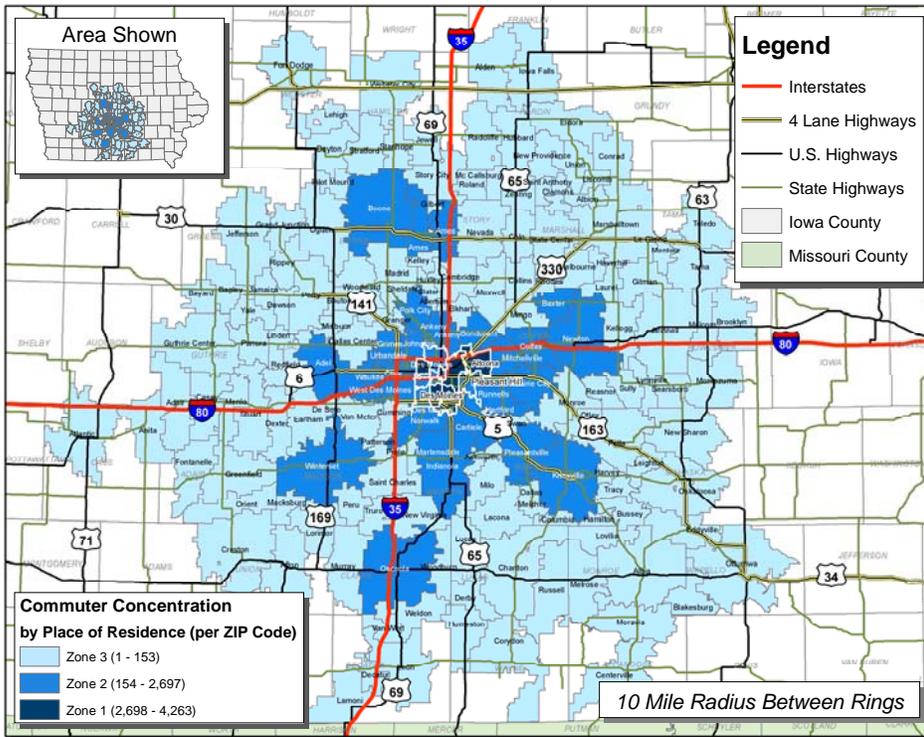
Survey respondents from the Des Moines & Eastern Polk County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 11.7% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 48 years old
- 27.0% currently working within the professional, paraprofessional & technical occupational category followed by 21.0% within the managerial occupational category
- Most frequently identified job search sources:
  - Internet - 86.1%
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.monster.com](http://www.monster.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
  - Local/Regional newspapers - 30.5%
    - *The Des Moines Register*
  - Networking through friends, family and acquaintances - 23.0%
  - Local IowaWORKS Centers - 10.7%

# Des Moines & Eastern Polk County Laborshed Area



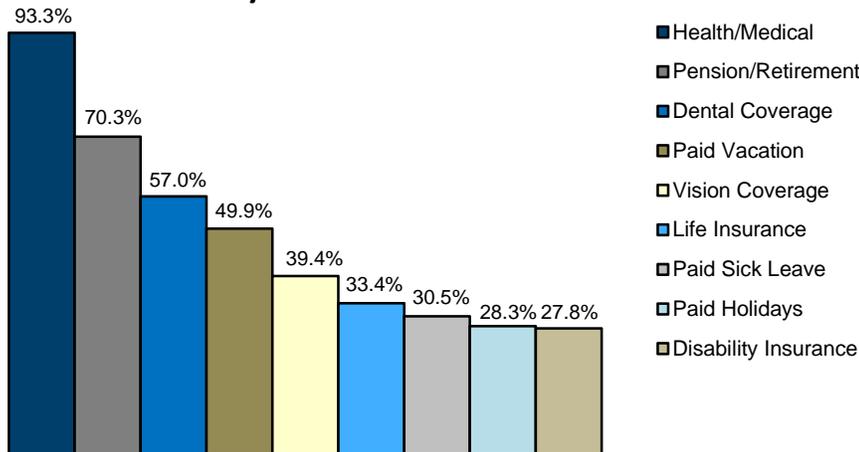
## Commuting Statistics

The map at the left represents commuting patterns into Altoona, Des Moines & Pleasant Hill with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Des Moines & Eastern Polk County Laborshed area are willing to commute an average of 22 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 (74.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

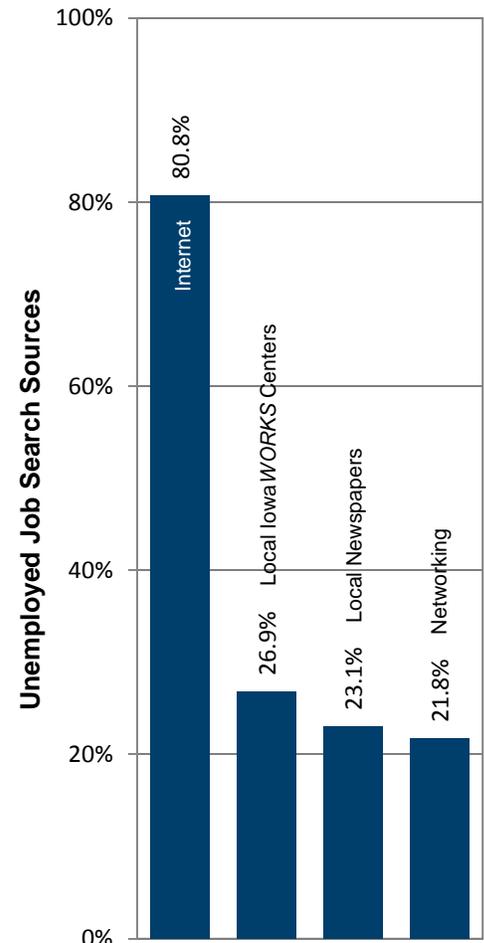
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	61.5%	3.8%	38.4%	\$35,000	\$13.25
Construction	64.1%	7.7%	15.4%	\$53,000	\$16.00
Manufacturing	54.1%	12.6%	27.5%	\$80,000	\$16.91
Transportation, Communication & Utilities	68.7%	10.4%	31.4%	\$75,000	\$21.02
Wholesale & Retail Trade	65.8%	10.3%	25.2%	\$60,000	\$10.00
Finance, Insurance & Real Estate	85.5%	11.8%	55.4%	\$74,500	\$16.40
Healthcare & Social Services	80.7%	13.2%	41.3%	\$63,450	\$15.00
Personal Services	74.5%	11.8%	41.1%	\$49,350	\$12.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	78.3%	6.7%	41.7%	\$75,000	\$14.25
Public Administration & Government	74.4%	10.5%	50.0%	\$67,000	\$21.85
Education	91.9%	4.7%	73.8%	\$55,000	\$12.50

*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 8,414 unemployed individuals are willing to accept employment
- Average age is 46 years old
- 57.3% are female; 42.7% are male
- Education:
  - 54.9% have an education beyond high school
  - 2.4% are trade certified
  - 2.4% have vocational training
  - 4.9% have an associate degree
  - 19.5% have an undergraduate degree
  - 3.7% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.00 to \$13.00/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 72.0% expressed interest in temporary and 65.9% in seasonal employment opportunities
- 61.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 80.6%
  - Dental coverage - 48.6%
  - Paid vacation - 48.6%
  - Pension/retirement options - 40.3%
  - Disability insurance - 26.4%
  - Vision coverage - 26.4%
  - Prescription drug coverage - 25.0%
  - Life insurance - 23.6%
  - Paid sick leave - 18.1%
  - Paid holidays - 13.9%
  - Paid time off - 4.2%
  - Flextime - 2.8%
  - Company car - 1.4%
- 71.4% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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