

OPPORTUNITY²
Economic Development in SE Iowa

Regional Laborshed Analysis

Appanoose, Davis, Keokuk, Mahaska, Marion, Monroe, and Wapello Counties



A Study of Workforce Characteristics
Released August 2016

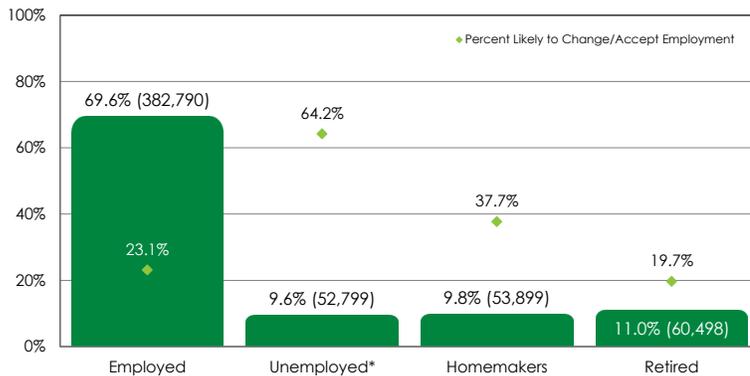
OPPORTUNITY² REGIONAL LABORSHED ANALYSIS

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This regional analysis is based on aggregate data from the Appanoose, Davis, Keokuk, Mahaska, Marion, Monroe and Wapello counties' Laborshed studies (1,709 total completed surveys).

OCCUPATIONS AND EMPLOYMENT STATUS IN THE OPPORTUNITY² REGION

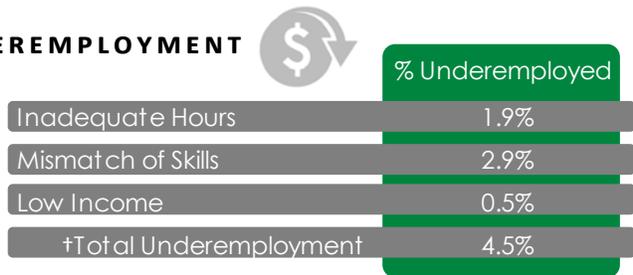
Survey respondents from the Opportunity² Region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the office & administrative support; education, training & library; or production occupational categories. The top industries are manufacturing; education; healthcare & social services; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the region's commuting area.



ESTIMATED POPULATION 18-64: 549,986
TOTAL POTENTIAL LABOR FORCE: 468,359
(ENTIRE REGIONAL LABORSHED AREA)

UNDEREMPLOYMENT



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

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY

| Industry | % of Laborshed | # of Employed | % Employed | % Likely to Change Employment | % Unemployed* |
|---|----------------|---------------|------------|-------------------------------|---------------|
| Manufacturing | 16.7% | 63,926 | 70.9% | 26.4% | 9.8% |
| Education | 16.1% | 61,629 | 71.5% | 19.8% | 5.7% |
| Healthcare & Social Services | 14.9% | 57,036 | 70.7% | 23.6% | 7.3% |
| Wholesale & Retail Trade | 12.7% | 48,614 | 63.4% | 30.9% | 14.0% |
| Finance, Insurance & Real Estate | 7.5% | 28,709 | 76.3% | 18.4% | 7.0% |
| Professional Services | 6.3% | 24,116 | 73.7% | 34.7% | 6.1% |
| Public Administration & Government | 6.3% | 24,116 | 69.8% | 13.5% | 6.6% |
| Personal Services | 5.9% | 22,585 | 74.2% | 26.5% | 9.7% |
| Transportation, Communication & Utilities | 5.4% | 20,671 | 60.0% | 21.3% | 14.3% |
| Agriculture | 3.7% | 14,163 | 87.8% | 4.8% | 4.1% |
| Construction | 3.5% | 13,398 | 66.1% | 22.5% | 19.4% |
| Entertainment & Recreation | 0.5% | 1,914 | 60.0% | ** | 20.0% |
| Other (Non-profit, Religious, Military, etc.) | 0.5% | 1,914 | ** | ** | ** |

**Insufficient survey data/refused
 Totals may vary due to rounding

| Occupation | % within Region |
|---|-----------------|
| Office & Administrative Support | 18.3% |
| Education, Training & Library | 11.3% |
| Production | 11.3% |
| Management | 9.3% |
| Healthcare Practitioner & Technical | 6.7% |
| Sales & Related | 6.0% |
| Business & Financial Operations | 4.6% |
| Food Preparation & Serving Related | 4.5% |
| Transportation & Material Moving | 4.3% |
| Community & Social Services | 3.3% |
| Installation, Maintenance & Repair | 3.0% |
| Personal Care & Service | 2.8% |
| Construction & Extraction | 2.4% |
| Building/Grounds Cleaning & Maintenance | 2.0% |
| Computer & Mathematical Science | 2.0% |
| Healthcare Support | 2.0% |
| Architecture & Engineering | 1.9% |
| Protective Service | 1.2% |
| Arts, Design, Entertainment, Sports & Related | 1.0% |
| Life, Physical & Social Science | 0.8% |
| Legal | 0.7% |
| Farming, Fishing & Forestry | 0.5% |
| Military Specific | 0.1% |

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

OPPORTUNITY² REGIONAL LABORSHED AREA



EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

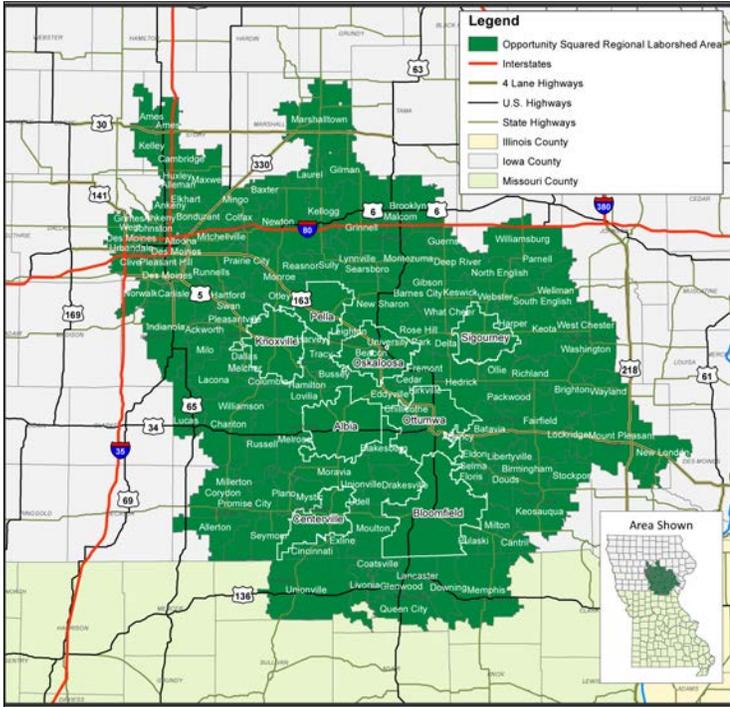
- Median wages: \$13.10/hr & \$50,500/yr
- 23.1% are likely to change employment
- 15.4% are working multiple jobs
- Currently working an average of 41 hours/week
- 32.8% currently working in the professional, paraprofessional & technical occupational category, followed by 23.5% in the production, construction & material handling occupational category
- 28.4% are actively seeking new employment
- Most frequently identified job search resources:

www.indeed.com
www.monster.com
www.iowajobs.org
Internet, 70.6%

Newspapers, 24.7%
The Des Moines Register
The Ottumwa Courier
The Oskaloosa Herald

IowaWORKS Centers, 18.8%

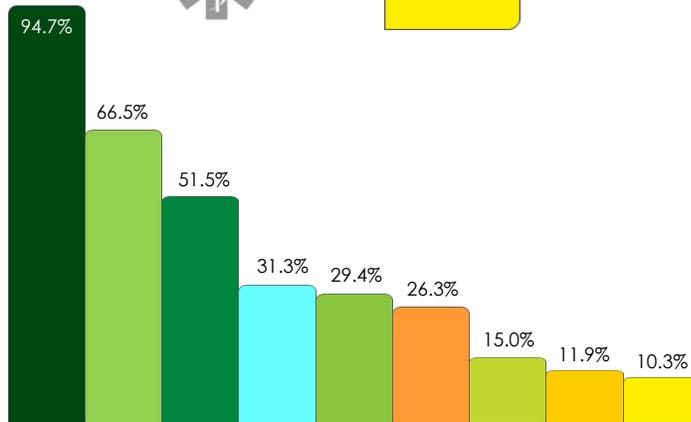
Networking, 16.5%



Those who are employed likely to change employment in the Opportunity² Regional Laborshed area are willing to commute an average of 27 miles one-way for employment opportunities.

TOP BENEFITS OF FULL-TIME EMPLOYED

The survey provides respondents an opportunity to identify employment benefits they are currently offered. The chart at right shows the percentage of those who are employed full-time that receive each benefit.



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

The majority (74.3%) of full-time employed respondents state they are currently sharing the cost of health insurance premiums with their employer while 16.4 percent indicate their employer covers the entire cost.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY

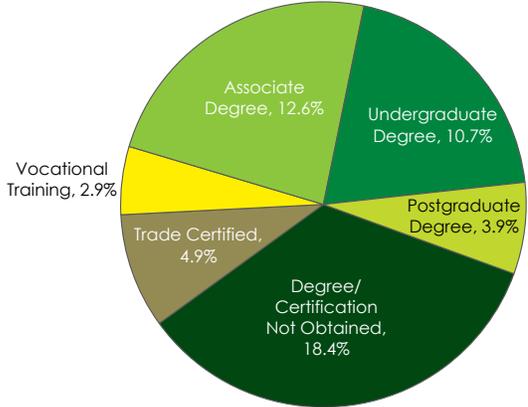


| | Education | | | | Median Wages | |
|---|-------------------------------|------------------|----------------------|---------------------|-----------------|----------------|
| | Some Level Beyond High School | Associate Degree | Undergraduate Degree | Postgraduate Degree | Salary Wage | Hourly Wage |
| All Employed | 75.9% | 19.8% | 23.8% | 11.6% | \$55,000 | \$15.31 |
| Agriculture, Forestry & Mining | 57.1% | 24.5% | 16.3% | 0.0% | \$36,000 | \$11.00 |
| Construction | 58.1% | 25.8% | 11.3% | 0.0% | \$68,750 | \$18.25 |
| Education | 86.7% | 9.5% | 35.3% | 29.3% | \$53,500 | \$12.50 |
| Entertainment & Recreation | ** | ** | ** | ** | ** | ** |
| Finance, Insurance, & Real Estate | 79.8% | 18.4% | 34.3% | 7.9% | \$55,000 | \$13.05 |
| Healthcare & Social Services | 77.5% | 28.3% | 20.1% | 7.0% | \$53,000 | \$14.50 |
| Manufacturing | 62.4% | 21.9% | 15.4% | 2.6% | \$70,500 | \$18.00 |
| Personal Services | 71.0% | 9.7% | 22.6% | 11.8% | \$36,000 | \$13.25 |
| Professional Services | 76.8% | 16.2% | 27.3% | 13.1% | \$65,000 | \$15.00 |
| Public Administration & Government | 81.7% | 22.1% | 21.2% | 11.5% | \$62,000 | \$17.00 |
| Transportation, Communication & Utilities | 68.6% | 20.0% | 17.1% | 4.8% | \$63,000 | \$16.13 |
| Wholesale & Retail Trade | 58.8% | 13.7% | 12.4% | 4.7% | \$55,000 | \$10.00 |

This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation
 **Insufficient survey data/refused

UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

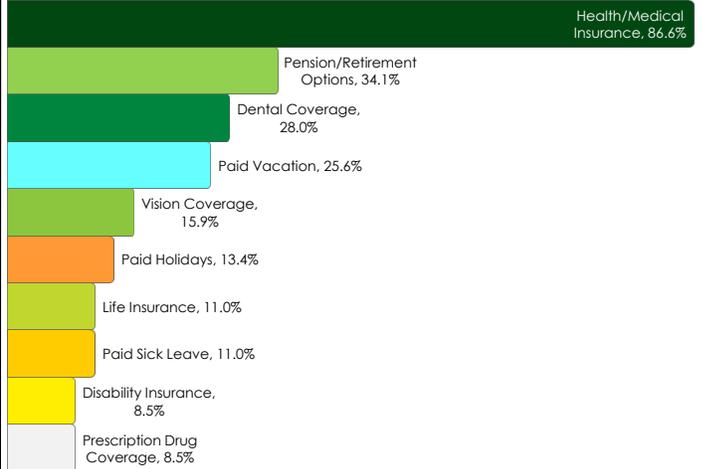
- 9.6% of the region are unemployed*
- 58.3% have become unemployed within the last year
- 64.2% are likely to accept employment
- Average age is 44 years old
- 54.8% are male and 45.2% are female
- **Education:**
 - 53.4% have some post high school education



- **Wages:**
 - \$12.00/hr - to attract 66% of applicants
 - \$13.38/hr - to attract 75% of applicants
 - \$10.00/hr - lowest median wage willing to accept
- Willing to commute an average of 23 miles one way for the right opportunity
- 75.2% expressed interest in temporary and 69.3% in seasonal employment opportunities
- 57.0% expressed interest in working varied shifts

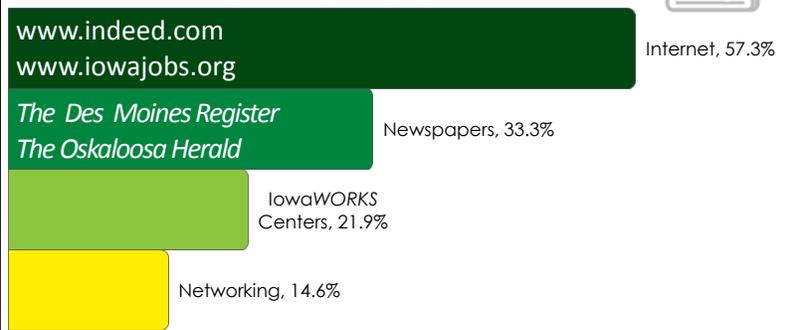


TOP DESIRED BENEFITS



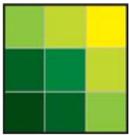
TOP JOB SEARCH RESOURCES

- 60.6% are actively seeking employment



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

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