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Regional Laborshed Analysis

Adair, Audubon, Carroll, Crawford, Guthrie, Greene, Ida and Sac Counties

2016

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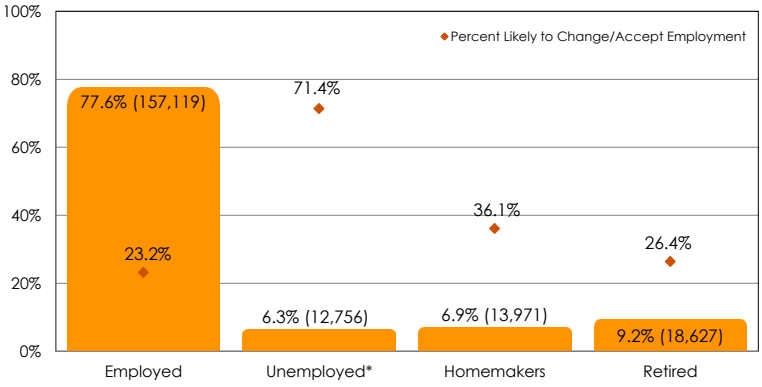
Western Iowa Advantage Regional Laborshed Analysis

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 Adair, Audubon, Carroll, Crawford, Greene, Guthrie, Ida, and Sac counties' Laborshed studies (2,052 total completed surveys).

Occupations and Employment Status in the Western Iowa Advantage Region

Survey respondents from the Western Iowa Advantage Laborshed 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 and administrative support; management; or education, training & library occupational categories. The top industries are healthcare/social services; education; manufacturing; and wholesale & retail trade.

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



	% within Region
Office & Administrative Support	16.7%
Management	11.6%
Education, Training & Library	11.2%
Production	8.7%
Healthcare Practitioner & Technical	7.9%
Sales & Related	7.1%
Transportation & Material Moving	4.2%
Business & Financial Operations	4.1%
Installation, Maintenance & Repair	3.9%
Food Preparation & Serving Related	3.4%
Healthcare Support	3.3%
Community & Social Services	2.7%
Construction & Extraction	2.5%
Personal Care & Service	2.3%
Building/Grounds Cleaning & Maintenance	2.2%
Computer & Mathematical Science	1.8%
Arts, Design, Entertainment, Sports & Related	1.3%
Architecture & Engineering	1.2%
Farming, Fishing & Forestry	1.2%
Life, Physical & Social Science	1.0%
Legal	0.8%
Protective Service	0.7%
Military Specific	0.2%

Estimated Population 18-64: 202,473
Total Potential Labor Force: 178,952
(entire regional laborshed area)

Underemployment

	% Underemployed
Inadequate Hours	1.7%
Mismatch of Skills	2.5%
Low Income	0.8%
†Total Underemployment	4.3%

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

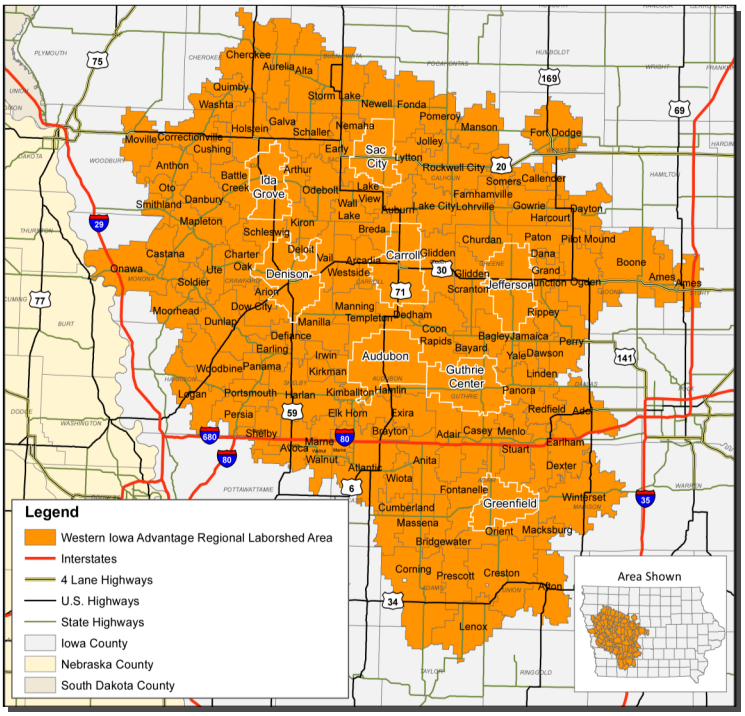
The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level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

Employment Levels and Status by Industry

	% of Laborshed	# of Employed	% Employed	% Likely to Change Employment	% Unemployed*
Healthcare & Social Services	18.7%	29,381	76.8%	25.6%	5.8%
Education	13.1%	20,583	75.6%	18.7%	3.0%
Manufacturing	12.8%	20,111	80.0%	28.9%	8.8%
Wholesale & Retail Trade	12.2%	19,169	75.8%	32.3%	8.7%
Agriculture	9.0%	14,141	92.1%	7.2%	2.0%
Public Administration & Government	7.4%	11,627	78.4%	19.6%	2.0%
Finance, Insurance & Real Estate	7.0%	10,998	83.2%	22.4%	3.1%
Personal Services	6.3%	9,899	76.2%	24.7%	8.5%
Transportation, Communication & Utilities	4.9%	7,699	79.4%	23.0%	5.2%
Professional Services	4.5%	7,070	77.2%	27.1%	5.4%
Construction	3.5%	5,499	67.9%	16.4%	17.3%
Entertainment & Recreation	0.5%	786	66.7%	12.5%	16.7%
Other (Non-profit, Religious, Military, etc.)	0.1%	156	**	**	**

***Insufficient survey data/refused*

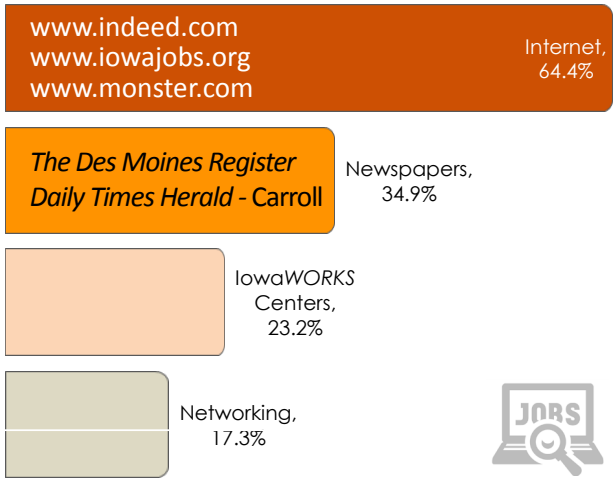
Western Iowa Advantage Regional Laborshed Area



Those who are employed likely to change employment in the Western Iowa Advantage Regional Laborshed area are willing to commute an average of 26 miles one-way for employment opportunities.

Employed - Likely to Change Employment

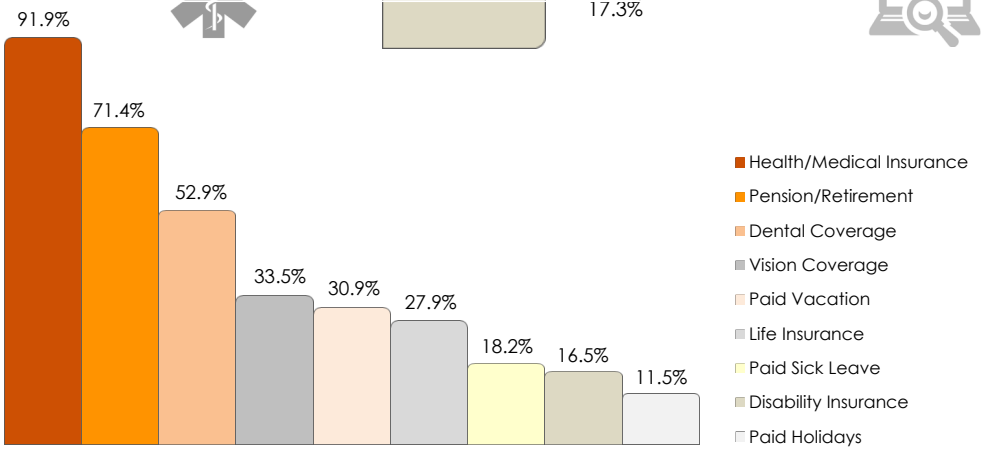
- Median wages: $14.36/hr & $52,000/yr
- 23.2% are likely to change employment
- 18.7% are working multiple jobs
- Currently working an average of 42 hours/week
- 29.6% currently working in the professional, paraprofessional & technical occupational category, followed by 23.8% in the production, construction & material handling occupational category
- 20.4% are actively seeking new employment
- Most frequently identified job search resources:



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.

The majority (72.8%) of full-time employed respondents state they are currently sharing the cost of health insurance premiums with their employer while 16.2 percent indicate their employer covers the entire cost.



Education Levels and Median Wages by Industry

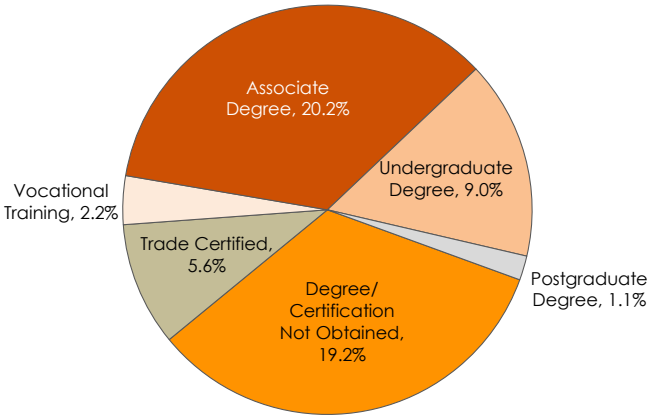
	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wage	Hourly Wage
All Employed	**74.2%**	**18.9%**	**18.9%**	**9.7%**	**$55,000**	**$15.00**
Agriculture, Forestry & Mining	65.7%	19.7%	15.2%	3.3%	$40,000	$12.00
Construction	51.2%	11.3%	11.3%	0.0%	$65,000	$18.75
Education	90.7%	8.9%	37.9%	28.6%	$50,000	$12.02
Entertainment & Recreation	83.3%	8.3%	41.7%	0.0%	**	$9.25
Finance, Insurance, & Real Estate	84.0%	27.5%	27.5%	6.9%	$59,000	$16.00
Healthcare & Social Services	81.4%	25.9%	16.1%	8.5%	$65,000	$15.00
Manufacturing	58.2%	16.1%	11.2%	2.8%	$60,000	$16.25
Personal Services	63.8%	12.3%	11.6%	13.1%	$45,500	$11.00
Professional Services	71.7%	15.2%	26.1%	9.8%	$60,000	$13.68
Public Administration & Government	78.2%	24.5%	15.0%	10.2%	$62,000	$20.14
Transportation, Communication & Utilities	71.1%	19.6%	12.4%	3.1%	$76,500	$17.05
Wholesale & Retail Trade	64.1%	18.3%	12.8%	3.2%	$50,000	$11.00

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

***Insufficient survey data/refused*

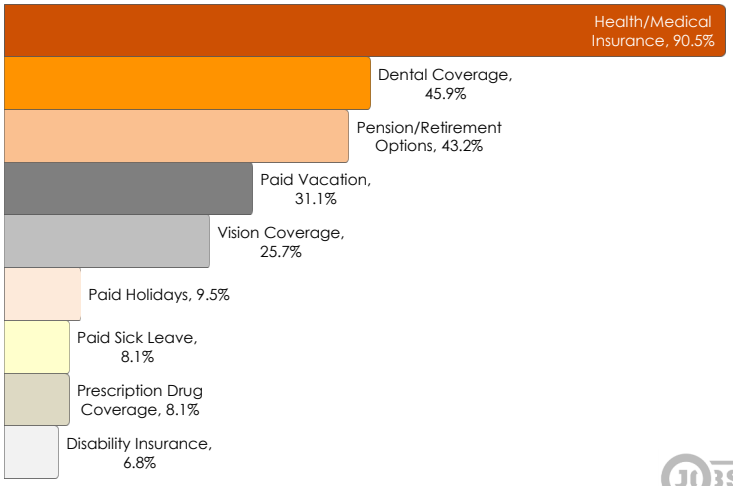
Unemployed - likely to accept employment

- 6.3% of the region are unemployed*
- 61.9% have become unemployed within the last year
- 71.4% are likely to accept employment
- Average age is 43 years old
- 54.4% are female and 45.6% are male
- **Education:**
  - 57.3% have some post high school education



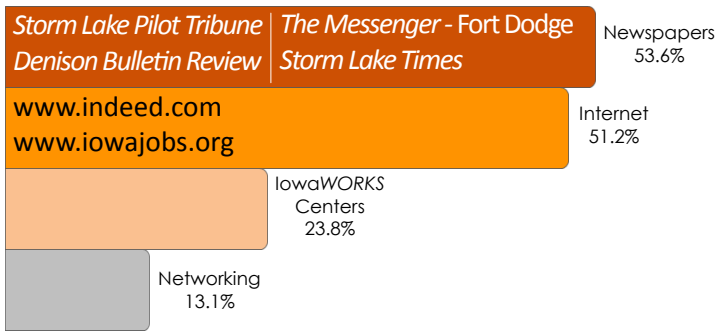
- **Wages:**
  - $13.00/hr - to attract 66% of applicants
  - $14.00/hr - to attract 75% of applicants
  - $11.00/hr - lowest median wage willing to accept
- Willing to commute an average of 25 miles one way for the right opportunity
- 72.7% expressed interest in seasonal and 67.8% in temporary employment opportunities
- 43.7% expressed interest in working varied shifts

Desired Benefits



Top Unemployed Job Search Resources

- 55.3% 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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