



# GREATER DES MOINES REGIONAL WORKFORCE ANALYSIS

A STUDY OF WORKFORCE  
CHARACTERISTICS

*RELEASED MARCH 2014*

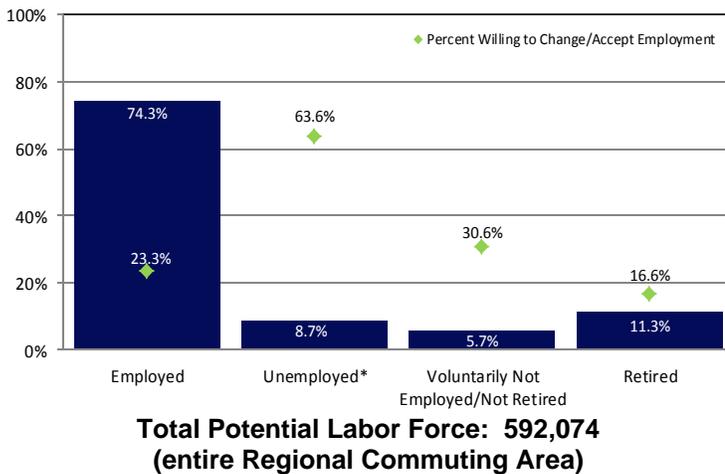
# Laborshed Studies

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 Greater Des Moines Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Adel; Ankeny; Clive, Waukee & West Des Moines; Des Moines & Eastern Polk County; Grimes, Johnston & Urbandale; Jasper County; Madison County; Marshall County; Perry; and Warren County Laborshed studies (2,826 total completed surveys). Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Greater Des Moines Region

Survey respondents from the Greater Des Moines 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 management or office and administrative support occupational categories. The top industries are education; finance, insurance & real estate; wholesale & retail trade; and healthcare/social services.

The chart below shows the percentage of respondents by employment status within the Greater Des Moines commuting area.



Occupations	% within Region
Management	18.1%
Office & Administrative Support	15.5%
Business & Financial Operations	9.6%
Education, Training & Library	9.5%
Sales & Related	6.2%
Healthcare Practitioner & Technical	6.0%
Production	5.2%
Transportation & Material Moving	3.5%
Installation, Maintenance & Repair	3.1%
Computer & Mathematical Science	2.8%
Food Preparation & Serving Related	2.4%
Personal Care & Service	2.4%
Construction & Extraction	2.2%
Healthcare Support	2.0%
Architecture & Engineering	1.9%
Building/Grounds Cleaning & Maintenance	1.9%
Community & Social Services	1.9%
Life, Physical & Social Science	1.6%
Arts, Design, Entertainment, Sports & Related	1.5%
Protective Service	1.1%
Legal	1.0%
Farming, Fishing & Forestry	0.3%
Military Specific	0.3%

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are 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 who worked for higher wages at previous employment.

- 1.5% Inadequate hours
- 3.7% Mismatch of skills
- 1.3% Low income
- 5.6% Total estimated underemployment

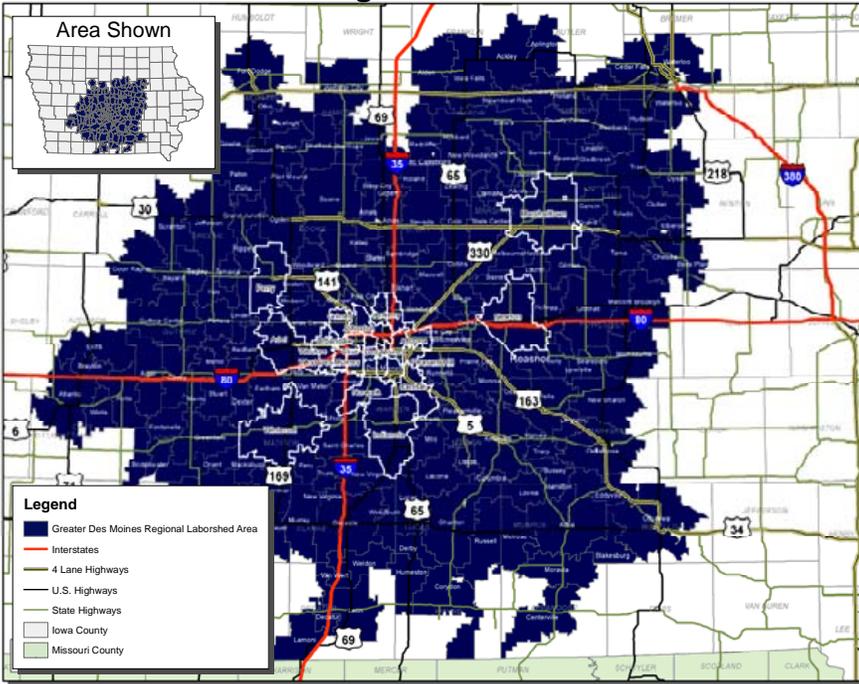
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	15.7%	69,066	76.5%	20.6%	1.4%
Finance, Insurance & Real Estate	15.2%	66,866	79.9%	23.6%	6.5%
Wholesale & Retail Trade	13.6%	59,828	70.5%	33.6%	13.4%
Healthcare & Social Services	13.0%	57,188	76.5%	24.0%	9.3%
Public Administration & Government	8.7%	38,272	73.6%	16.9%	4.5%
Manufacturing	7.7%	33,873	70.8%	20.6%	10.8%
Professional Services	7.5%	32,993	76.0%	32.3%	13.2%
Transportation, Communication & Utilities	6.1%	26,835	70.7%	21.2%	6.8%
Personal Services	5.2%	22,875	74.6%	14.8%	10.2%
Construction	3.2%	14,077	78.6%	16.4%	12.9%
Agriculture	2.8%	12,318	82.5%	10.6%	3.5%
Entertainment & Recreation	0.8%	3,519	68.4%	46.2%	15.8%
Other (Non-profit, Religious, Military, etc.)	0.5%	2,200	75.0%	22.2%	0.0%

Survey respondents from the Greater Des Moines commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry followed closely by finance, insurance & real estate; wholesale & retail trade; and healthcare & social services.

## Greater Des Moines Regional Laborshed Area



## Quick Facts

(Employed - willing to change employment)

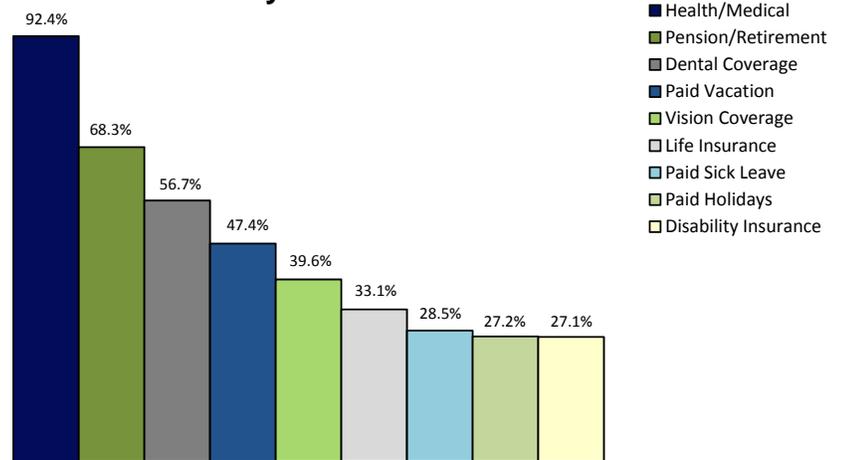
- 23.3% are willing to change employment
- 14.5% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 31.9% currently working in the professional, paraprofessional & technical occupational category, followed by 18.0% in the managerial occupational category
- Most frequently identified job search sources:
  - Internet - 87.2%
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.monster.com](http://www.monster.com)
    - [www.indeed.com](http://www.indeed.com)
    - [www.helpwanted.com](http://www.helpwanted.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
  - Local/Regional newspapers - 28.5%
    - *The Des Moines Register*
  - Networking through friends, family or acquaintances - 25.9%
  - Local IowaWORKS Centers - 9.1%

Those who are employed willing to change employment in the Greater Des Moines Region are willing to commute an average of 24 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 right provides the percentage of responses from those who are currently employed.

The majority (76.0%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 16.7 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Current Median Wage Characteristics by Industry

Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture, Forestry & Mining	66.7%	10.5%	31.6%	1.8%	\$40,000	\$15.15
Construction	61.4%	7.1%	12.9%	2.9%	\$48,000	\$19.00
Manufacturing	61.7%	14.6%	25.4%	2.7%	\$69,500	\$17.00
Transportation, Communication & Utilities	63.9%	9.5%	22.5%	3.4%	\$63,000	\$22.00
Wholesale & Retail Trade	67.5%	9.4%	24.0%	3.6%	\$70,000	\$10.00
Finance, Insurance, & Real Estate	84.2%	11.8%	44.9%	9.0%	\$74,000	\$16.71
Healthcare & Social Services	82.4%	16.3%	27.7%	13.8%	\$60,000	\$16.00
Personal Services	75.5%	12.7%	25.4%	12.7%	\$42,000	\$11.50
Entertainment & Recreation	68.4%	10.5%	31.6%	5.3%	*	\$10.50
Professional Services	77.8%	12.6%	27.5%	16.2%	\$57,000	\$15.25
Public Administration & Government	73.1%	12.4%	33.8%	11.9%	\$69,000	\$22.00
Education	90.5%	4.3%	35.2%	39.3%	\$55,000	\$12.50

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

\*Insufficient survey data/refused

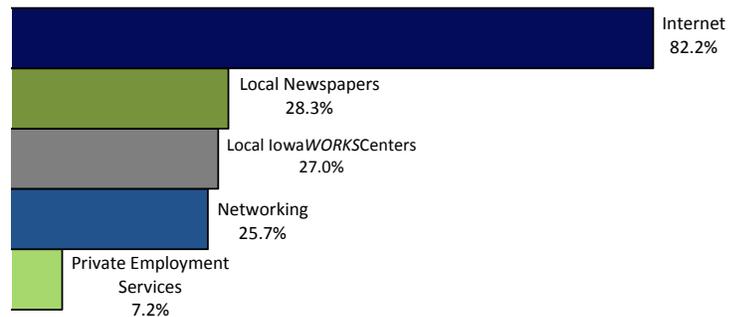
## Unemployed - Those Willing to Enter/Re-enter Employment

- 8.7% of the region are unemployed\*
- 63.6% are willing to accept employment
- 46.5% have become unemployed within the last year;
- Average age is 47 years old
- 63.7% are female and 36.3% are male
- Education:
  - 59.9% have some post high school education
  - 5.7% are trade certified
  - 1.3% completed vocational training
  - 8.3% have an associate degree
  - 20.4% have an undergraduate degree
  - 3.8% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$12.00 to \$13.00 per hour with a median lowest wage considered of \$10.00 per hour
- 72.6% expressed interest in temporary employment opportunities
- 68.2% expressed interest in seasonal employment opportunities
- 52.9% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 22 miles one way for the right opportunity

*\*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.*

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 80.9%
  - Dental coverage - 48.9%
  - Paid vacation - 42.0%
  - Pension/retirement options - 42.0%
  - Vision coverage - 26.7%
  - Disability insurance - 21.4%
  - Life insurance - 18.3%
  - Prescription drug coverage - 17.6%
  - Paid sick leave - 16.8%
  - Paid holidays - 11.5%
- 72.0% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

### Job Search Media



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