

S O U T H E A S T • I O W A

# GREAT RIVER REGION



## REGIONAL LABORSHED ANALYSIS



2014

A STUDY IN WORKFORCE CHARACTERISTICS

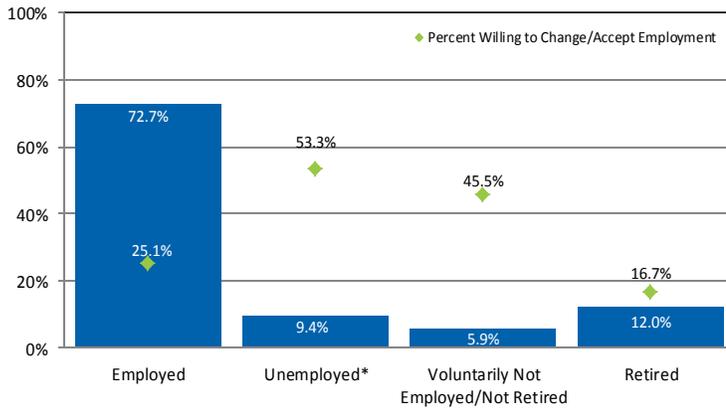
# Laborshed Studies

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 Great River 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 Greater Burlington, Fort Madison, Keokuk, Louisa County and Mount Pleasant Laborshed studies (1,301 total completed surveys). Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Great River Region

Survey respondents from the Great River 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; office and administrative support; or production occupational categories. The top industries are education; manufacturing; healthcare/social services; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the Great River Region commuting area.



**Total Potential Labor Force: 262,839**  
(entire Regional Commuting Area)

Occupations	% within Region
Management	14.2%
Office & Administrative Support	13.7%
Production	10.8%
Education, Training & Library	9.4%
Healthcare Practitioner & Technical	7.4%
Sales & Related	6.6%
Transportation & Material Moving	5.9%
Installation, Maintenance & Repair	4.7%
Business & Financial Operations	4.3%
Construction & Extraction	3.6%
Building/Grounds Cleaning & Maintenance	2.7%
Architecture & Engineering	2.5%
Food Preparation & Serving Related	2.5%
Personal Care & Service	2.4%
Healthcare Support	2.1%
Community & Social Services	1.8%
Protective Service	1.3%
Legal	1.1%
Computer & Mathematical Science	1.0%
Arts, Design, Entertainment, Sports & Related	0.8%
Life, Physical & Social Science	0.8%
Farming, Fishing & Forestry	0.2%
Military Specific	0.2%

## 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.

- 2.4% Inadequate hours
- 4.5% Mismatch of skills
- 1.8% Low income
- 7.1% Total estimated underemployment

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

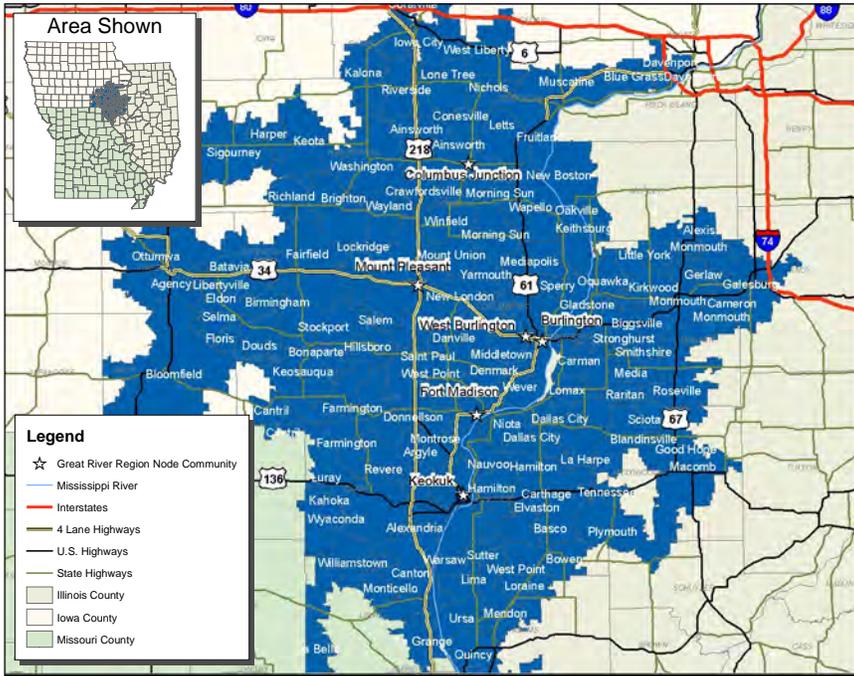
## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	19.8%	37,835	81.2%	20.6%	3.7%
Manufacturing	16.4%	31,338	63.4%	35.2%	12.9%
Healthcare & Social Services	15.2%	29,045	73.5%	23.5%	11.7%
Wholesale & Retail Trade	11.4%	21,784	66.4%	32.6%	11.9%
Transportation, Communication & Utilities	6.8%	12,994	72.6%	20.8%	5.5%
Public Administration & Government	6.4%	12,229	76.9%	28.0%	6.2%
Personal Services	6.0%	11,465	73.4%	21.3%	9.4%
Finance, Insurance & Real Estate	5.6%	10,701	86.3%	13.6%	2.0%
Professional Services	5.6%	10,701	73.3%	34.1%	6.7%
Construction	4.2%	8,026	78.6%	18.2%	4.8%
Agriculture	2.0%	3,822	80.0%	12.5%	10.0%
Entertainment & Recreation	0.4%	764	*	*	*
Other (Non-profit, Religious, Military, etc.)	0.2%	382	*	*	*

*\*Insufficient survey data/refused*

Survey respondents from the Great River Region 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.

# Great River Region Laborshed Area



Those who are employed willing to change employment in the Great River Region are willing to commute an average of 28 miles one way for employment opportunities.

## Quick Facts

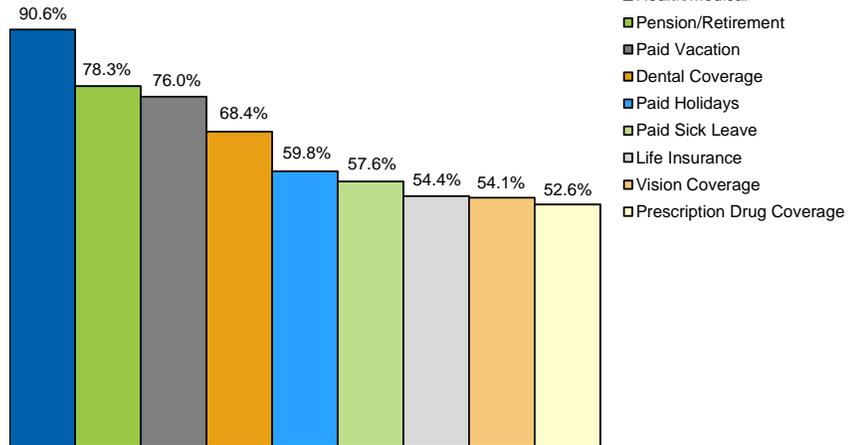
(Employed - willing to change employment)

- 25.1% are willing to change employment
- 15.2% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 49 years old
- 32.3% currently working in the production, construction & material handling occupational category, followed by 27.7% in the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
  - Internet - 85.6%
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local/Regional newspapers - 54.0%
    - The Hawk Eye* - Burlington
    - Daily Gate City* - Keokuk
    - The Des Moines Register*
  - Networking through friends, family or acquaintances - 18.0%
  - Local IowaWORKS Centers - 14.9%

## 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 (76.8%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 14.1 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	75.0%	10.0%	25.0%	0.0%	\$35,000	\$12.50
Construction	42.8%	7.1%	11.9%	0.0%	\$66,000	\$19.64
Manufacturing	54.5%	11.4%	15.4%	4.0%	\$61,000	\$16.09
Transportation, Communication & Utilities	56.2%	11.0%	12.3%	2.7%	\$51,500	\$19.34
Wholesale & Retail Trade	52.2%	10.4%	13.4%	3.0%	\$56,000	\$9.75
Finance, Insurance, & Real Estate	78.4%	19.6%	25.5%	5.9%	\$47,000	\$13.33
Healthcare & Social Services	74.1%	21.6%	21.6%	10.5%	\$58,500	\$16.00
Personal Services	71.4%	11.1%	19.1%	9.5%	\$27,350	\$9.00
Entertainment & Recreation	*	*	*	*	*	*
Professional Services	70.0%	11.7%	25.0%	13.3%	\$69,000	\$10.00
Public Administration & Government	76.9%	24.6%	21.5%	6.2%	\$60,000	\$18.13
Education	86.4%	8.4%	27.2%	37.2%	\$52,000	\$13.00

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

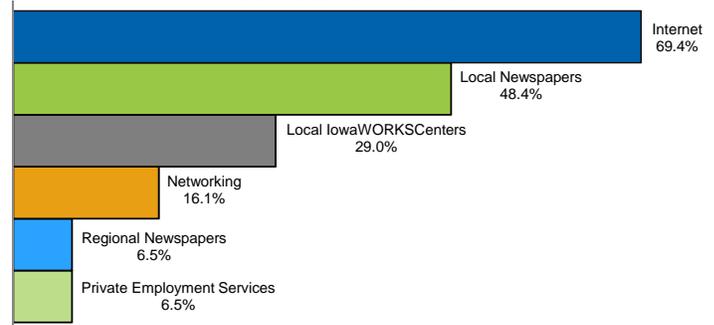
\*Insufficient survey data/reused

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

- 9.4% of the region are unemployed\*
- 53.3% are willing to accept employment
- 44.6% have become unemployed within the last year;
- Average age is 47 years old
- 60.0% are female and 40.0% are male
- Education:
  - 52.3% have some post high school education
  - 1.5% are trade certified
  - 7.7% have an associate degree
  - 18.4% have an undergraduate degree
  - 3.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$10.19 per hour with a median lowest wage considered of \$9.00 per hour
- 80.0% expressed interest in seasonal employment opportunities
- 76.9% expressed interest in temporary employment opportunities
- 47.7% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 25 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 86.4%
  - Paid vacation - 61.0%
  - Dental coverage - 52.5%
  - Vision coverage - 39.0%
  - Disability insurance - 33.9%
  - Pension/retirement options - 33.9%
  - Life insurance - 27.1%
  - Paid sick leave - 23.7%
  - Prescription drug coverage - 22.0%
  - Paid holidays - 18.6%
- 64.6% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

**Job Search Media**



\*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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