

2014

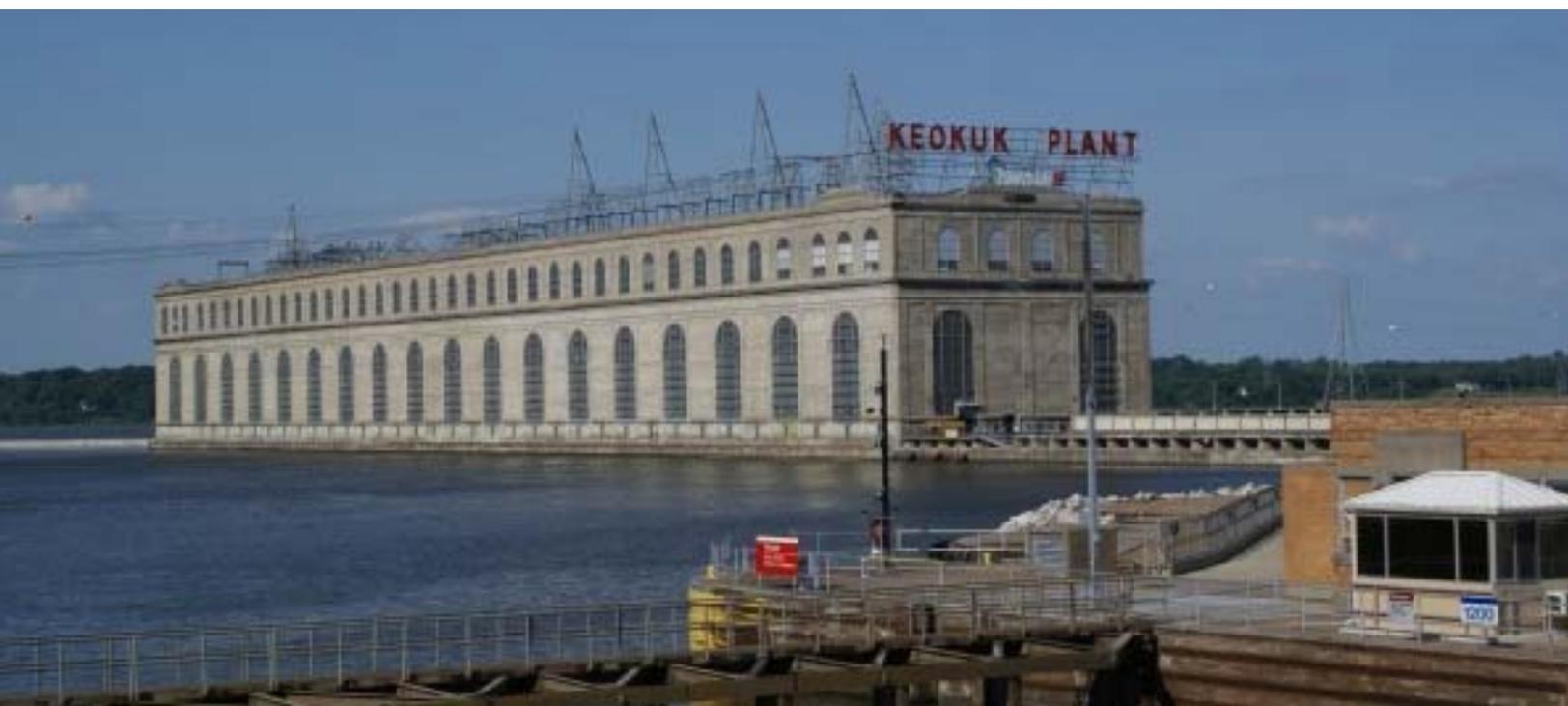


# KEOKUK

## Laborshed Analysis



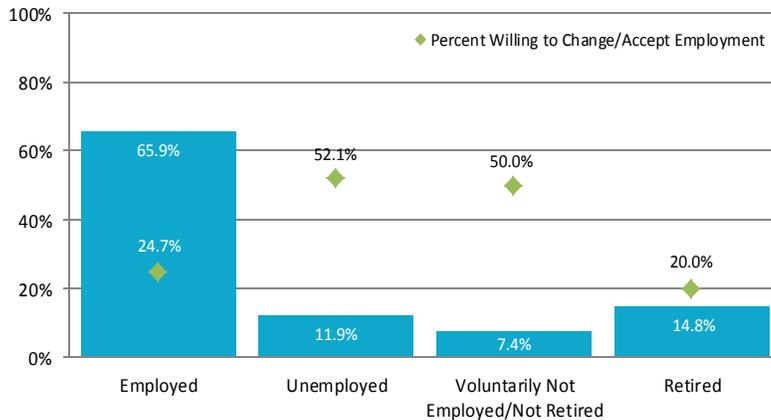
A Study of Workforce Characteristics



# 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 Keokuk 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: 80,129 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (13,165)**

- 9,526 Employed
- 1,021 Unemployed
- 634 Voluntarily Not Employed/Not Retired
- 1,984 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.

- 2.2% Inadequate hours (210 people)
- 4.2% Mismatch of skills (400 people)
- 1.2% Low income (114 people)
- 6.7% Total estimated underemployment (638 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
Manufacturing	18.9%	9,980	58.3%	31.0%	11.1%
Education	18.0%	9,505	75.5%	17.5%	7.5%
Wholesale & Retail Trade	14.4%	7,604	66.7%	28.1%	14.6%
Healthcare & Social Services	12.6%	6,653	65.1%	21.4%	16.3%
Public Administration & Government	8.6%	4,541	79.2%	15.8%	0.0%
Personal Services	7.7%	4,066	63.0%	29.4%	14.8%
Transportation, Communication & Utilities	7.7%	4,066	63.0%	17.6%	7.4%
Finance, Insurance & Real Estate	5.0%	2,640	73.3%	9.1%	6.7%
Professional Services	3.2%	1,690	43.8%	57.1%	12.5%
Construction	2.6%	1,373	66.7%	16.7%	11.1%
Agriculture, Forestry & Mining	1.3%	686	*	*	*

\* Insufficient survey data/refused

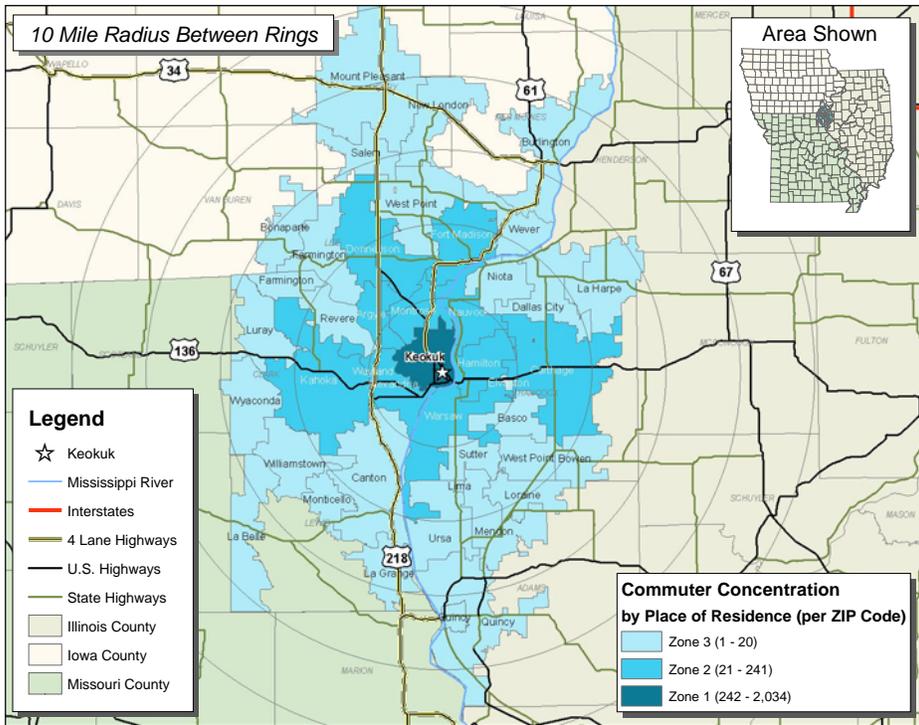
Survey respondents from the Keokuk Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

## Quick Facts

(Employed - willing to change employment)

- 10.6% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 50 years old
- 31.8% currently working within the production, construction & material handling occupational category followed by 24.2% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
  - Internet - 80.6%  
[www.iowajobs.org](http://www.iowajobs.org)  
[www.monster.com](http://www.monster.com)
  - Local/Regional newspapers - 67.7%  
The Hawk Eye - Burlington  
Daily Gate City - Keokuk  
Quincy Herald-Whig
  - Local IowaWORKS Centers - 27.4%
  - Networking through friends, family and acquaintances - 16.1%

# Keokuk Laborshed Area



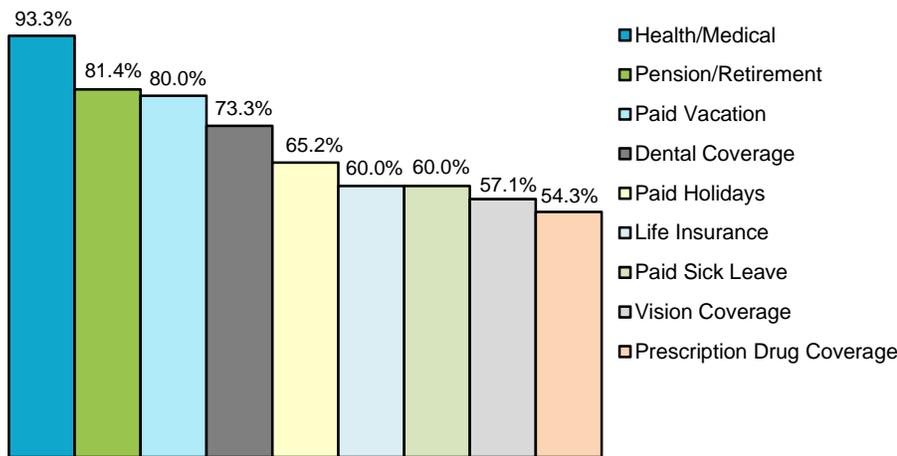
## Commuting Statistics

The map at the left represents commuting patterns into Keokuk with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Keokuk Laborshed area 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 left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (80.2%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.5 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

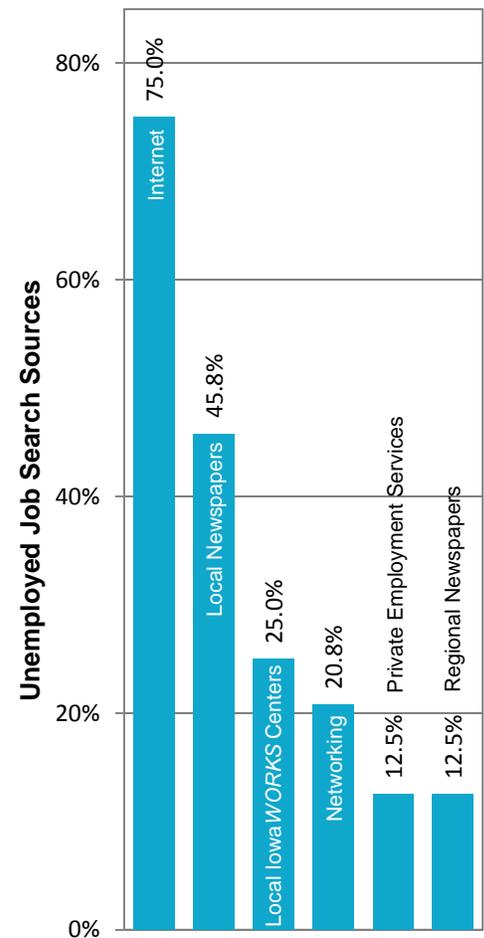
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	44.4%	22.2%	11.1%	\$52,500	\$17.00
Manufacturing	48.6%	13.9%	13.9%	\$57,000	\$17.00
Transportation, Communication & Utilities	55.6%	18.5%	11.1%	\$50,000	\$18.00
Wholesale & Retail Trade	58.3%	12.5%	14.6%	\$67,500	\$9.88
Finance, Insurance & Real Estate	73.3%	6.7%	40.0%	\$65,000	\$12.00
Healthcare & Social Services	60.5%	11.6%	30.2%	\$69,500	\$12.91
Personal Services	57.7%	11.5%	26.9%	\$25,350	\$9.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	62.5%	18.8%	25.1%	*	\$9.00
Public Administration & Government	91.7%	33.3%	33.3%	\$59,000	\$19.93
Education	86.8%	11.3%	64.2%	\$50,000	\$13.24

*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 1,021 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 56.0% are female; 44.0% are male
- Education:
  - 40.0% have an education beyond high school
  - 4.0% have an associate degree
  - 12.0% have an undergraduate degree
  - 4.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$9.52 to \$10.00/hr. with a median of the lowest wage of \$8.50
- Willing to commute an average of 27 miles one way for the right opportunity
- 72.0% expressed interest in temporary or seasonal employment opportunities
- 48.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 86.4%
  - Paid vacation - 59.1%
  - Dental coverage - 50.0%
  - Vision coverage - 40.9%
  - Pension/retirement options - 36.4%
  - Disability insurance - 31.8%
  - Life insurance - 27.3%
  - Prescription drug coverage - 22.7%
  - Paid holidays - 18.2%
  - Paid sick leave - 13.6%
  - Incentive reward programs - 4.5%
  - Paid time off - 4.5%
  - Stock options - 4.5%
- 52.6% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



### For more information regarding the Keokuk Laborshed Analysis, contact:

Stephen W. Bisenius, Executive Director  
 Lee County Economic Development Group  
 307 Bank Street  
 Keokuk, IA 52632  
 Phone: 319-524-2535  
 Email: [sbisenius@LeeCountyEDG.com](mailto:sbisenius@LeeCountyEDG.com)  
[www.LeeCountyEDG.com](http://www.LeeCountyEDG.com)