

WARREN COUNTY, IOWA

LABORSHED ANALYSIS

RELEASED MONTH 2014

A STUDY OF WORKFORCE CHARACTERISTICS

NORWALK, IOWA

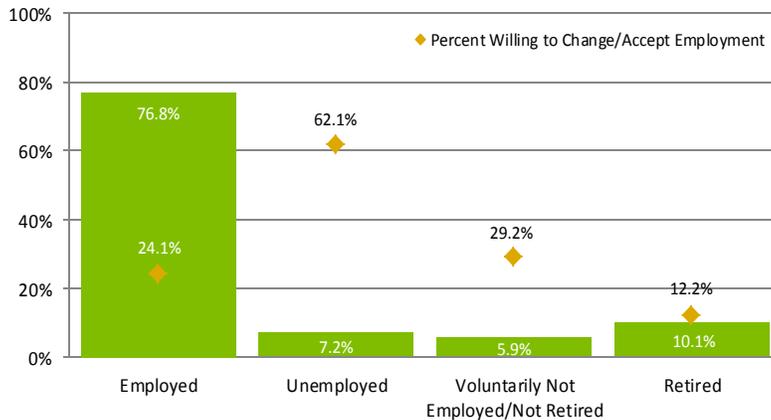
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WARREN COUNTY ECONOMIC DEVELOPMENT CORP.

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 Norwalk 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: 283,291 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (78,441)

- 63,682 Employed
- 4,106 Unemployed
- 3,638 Voluntarily Not Employed/Not Retired
- 7,015 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.

- 1.2% Inadequate hours (764 people)
- 3.5% Mismatch of skills (2,229 people)
- 1.0% Low income (637 people)
- 5.2% Total estimated underemployment (3,311 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*
Finance, Insurance & Real Estate	21.0%	45,689	77.9%	17.0%	4.4%
Wholesale & Retail Trade	17.1%	37,204	78.2%	20.9%	9.1%
Education	16.3%	35,464	83.7%	29.3%	0.0%
Healthcare & Social Services	9.9%	21,539	80.6%	16.0%	9.7%
Public Administration & Government	9.1%	19,799	85.2%	13.0%	0.0%
Professional Services	7.9%	17,188	76.9%	55.0%	15.4%
Transportation, Communication & Utilities	5.2%	11,314	68.4%	23.1%	0.0%
Manufacturing	4.4%	9,573	73.3%	18.2%	6.7%
Construction	4.0%	8,703	71.4%	10.0%	14.3%
Personal Services	3.5%	7,615	75.0%	11.1%	8.3%
Active Military Duty	0.8%	1,741	*	*	*
Entertainment & Recreation	0.8%	1,741	*	*	*

*Insufficient survey data/refused

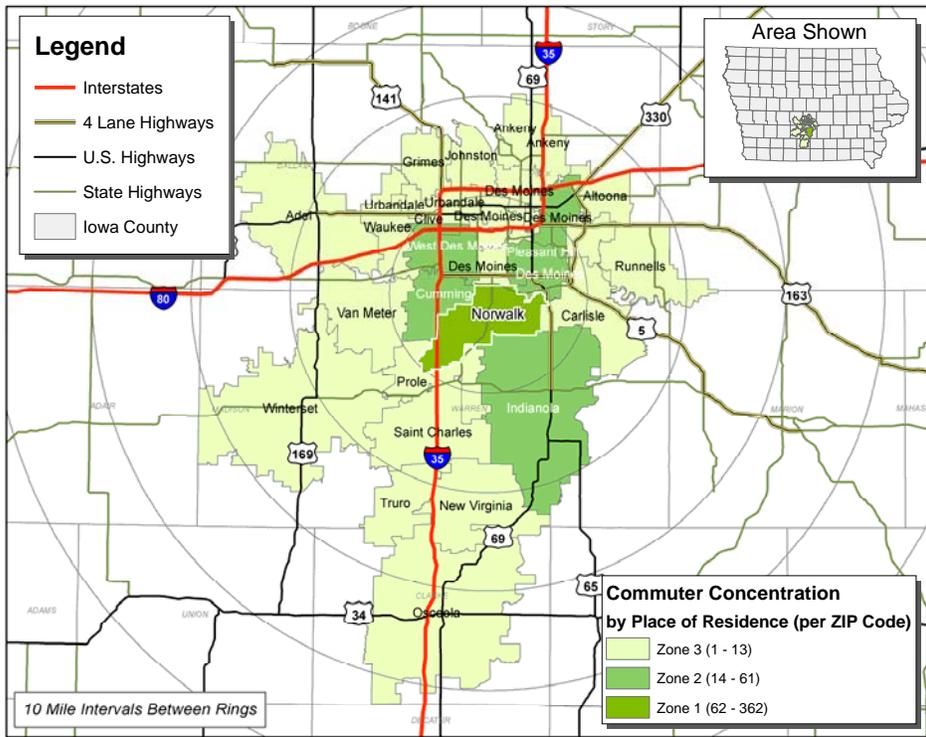
Survey respondents from the Norwalk Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the finance, insurance & real estate industry.

Quick Facts

(Employed - willing to change employment)

- 18.7% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 43.2% currently working within the professional, paraprofessional & technical occupational category followed by 18.9% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet - 90.3%
 - www.careerbuilder.com
 - www.helpwanted.com
 - www.monster.com
 - www.indeed.com
 - www.iowajobs.org
 - Networking through friends, family and acquaintances - 33.3%
 - Local/Regional newspapers - 12.5%
 - *The Des Moines Register*
 - Local IowaWORKS Centers - 9.7%

Norwalk Laborshed Area



Commuting Statistics

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

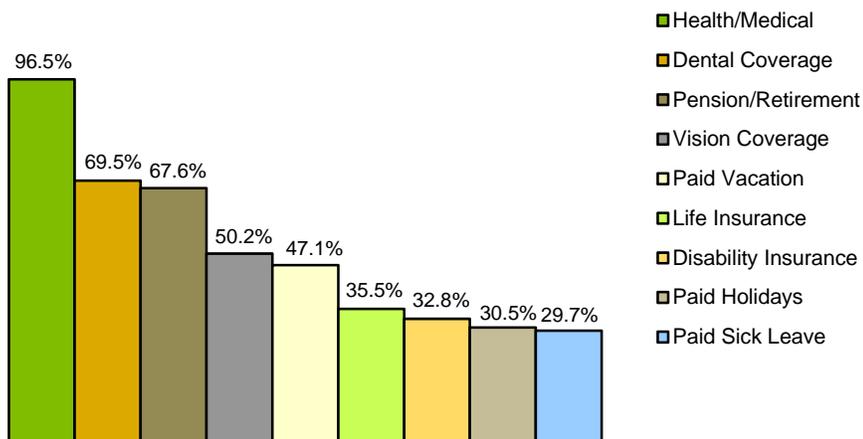
Those who are willing to change/accept employment in the Norwalk Laborshed area are willing to commute an average of 24 miles one way for employment opportunities.

The out commute for Norwalk is estimated at 81.3 percent—approximately 4,173 people living in Norwalk who work in other communities.

Most of those who are out commuting are working in Des Moines or West Des Moines.

Over one-fourth (28.6%) of out commuters are willing to change employment (approximately 1,193 people).

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 (75.2%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 18.6 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

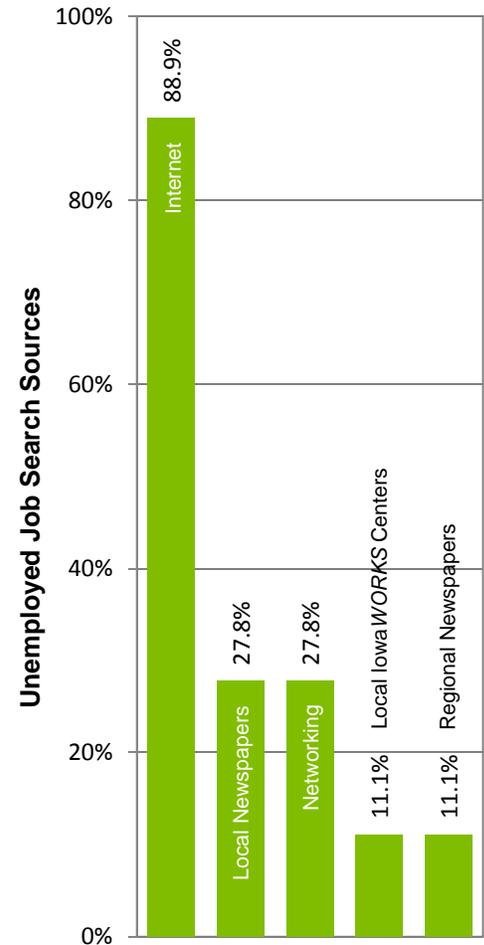
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	78.6%	7.1%	42.9%	*	\$13.75
Manufacturing	60.0%	13.3%	33.4%	\$52,000	\$16.86
Transportation, Communication & Utilities	84.2%	10.5%	21.1%	\$85,000	\$21.04
Wholesale & Retail Trade	63.6%	10.9%	25.4%	\$72,500	\$12.00
Finance, Insurance & Real Estate	86.8%	7.4%	61.8%	\$75,500	\$19.00
Healthcare & Social Services	87.1%	19.4%	51.6%	\$75,000	\$17.00
Personal Services	66.7%	16.7%	33.3%	\$55,000	\$11.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	80.8%	19.2%	46.2%	\$55,000	\$17.00
Public Administration & Government	66.7%	3.7%	55.5%	\$65,000	\$24.25
Education	87.8%	4.1%	71.4%	\$59,500	\$16.25

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 4,106 unemployed individuals are willing to accept employment
- Average age is 46 years old
- 50.0% are male; 50.0% are female
- Education:
 - 50.0% have an education beyond high school
 - 5.6% are trade certified
 - 5.6% have an associate degree
 - 33.4% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.48 to \$12.00/hr. with a median of the lowest wage of \$8.50
- Willing to commute an average of 19 miles one way for the right opportunity
- 83.3% expressed interest in seasonal and 66.7% in temporary employment opportunities
- 55.6% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 73.3%
 - Dental coverage - 40.0%
 - Paid vacation - 40.0%
 - Pension/retirement options - 33.3%
 - Disability insurance - 20.0%
 - Life insurance - 20.0%
 - Vision coverage - 20.0%
 - Paid holidays - 13.3%
 - Prescription drug coverage - 13.3%
 - Flextime - 6.7%
 - Paid sick leave - 6.7%
 - Paid time off - 6.7%
- 77.8% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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