

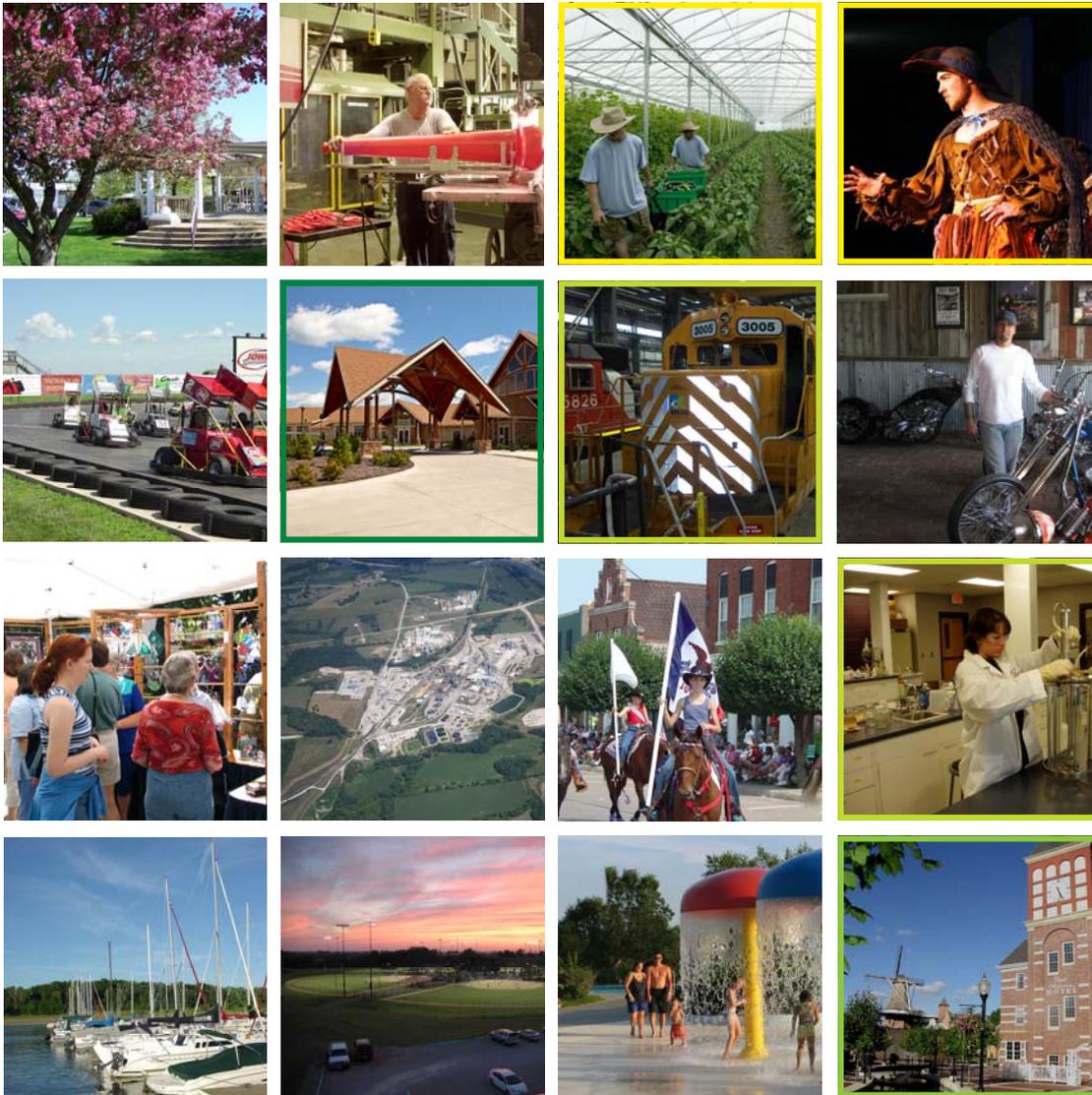
OPPORTUNITY²

Economic Development in SE Iowa

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Regional Laborshed Analysis

Appanoose, Davis, Jefferson, Keokuk, Mahaska, Marion, Monroe, and Wapello Counties



A Study of Workforce Characteristics
Released January 2013

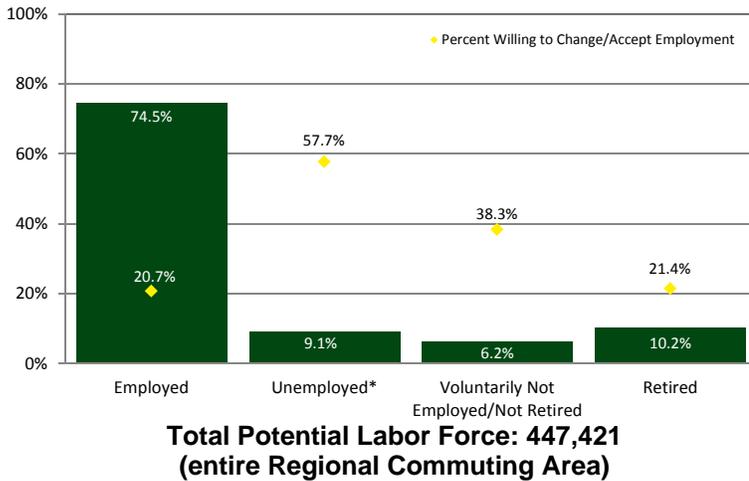
Laborshed Studies

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 Opportunity² 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 Albia, Bloomfield, Centerville, Fairfield, Knoxville, Ottumwa, Oskaloosa and Sigourney Laborshed studies (1,924 total completed surveys). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the Opportunity² Region

Survey respondents from the Opportunity² 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 education, training & library occupational categories. The top industries are manufacturing, education and healthcare & social services

The chart below shows the percentage of respondents by employment status within the Opportunity² Region commuting area.



Occupations	% within Region
Management	18.4%
Office & Administrative Support	13.5%
Education, Training & Library	10.6%
Production	10.6%
Healthcare Practitioner & Technical	7.1%
Sales & Related	4.9%
Business & Financial Operations	4.8%
Transportation & Material Moving	3.5%
Food Preparation & Serving Related	3.1%
Installation, Maintenance & Repair	2.9%
Personal Care & Service	2.7%
Construction & Extraction	2.7%
Architecture & Engineering	2.4%
Healthcare Support	2.3%
Computer & Mathematical Science	1.8%
Community & Social Services	1.7%
Arts, Design, Entertainment, Sports & Related	1.6%
Building/Grounds Cleaning & Maintenance	1.6%
Life, Physical & Social Science	1.2%
Protective Service	1.2%
Legal	0.8%
Farming, Fishing & Forestry	0.4%
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.

- 1.6% Inadequate hours
- 2.5% Mismatch of skills
- 1.0% Low income
- 4.1% Total estimated underemployment

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

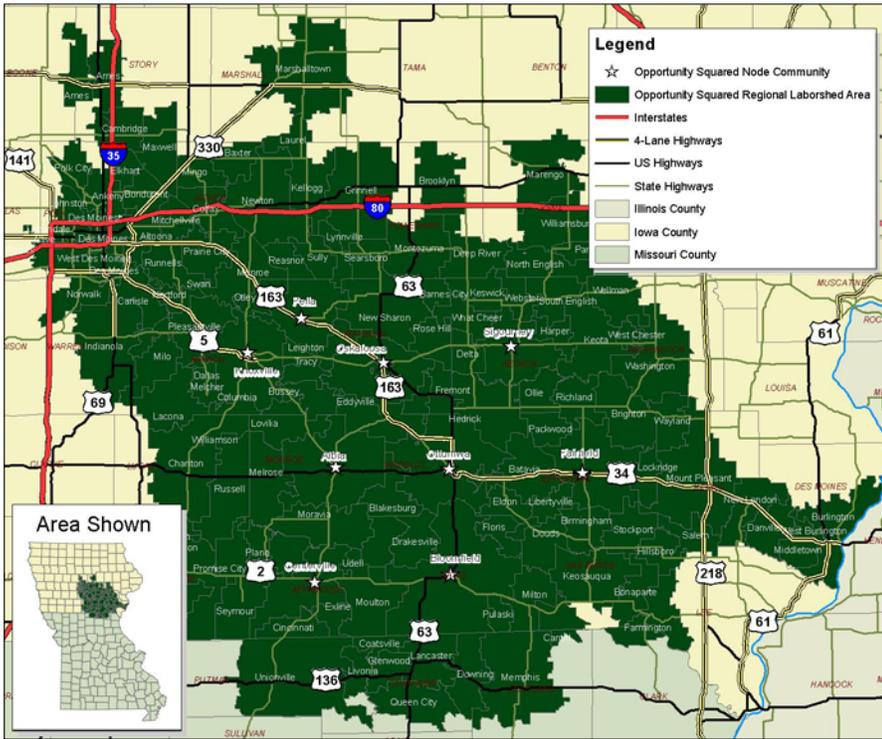
Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	18.7%	62,332	75.7%	26.0%	7.3%
Education	17.2%	57,333	77.6%	16.8%	2.6%
Healthcare & Social Services	14.9%	49,666	79.4%	18.8%	8.3%
Wholesale & Retail Trade	11.8%	39,333	67.5%	25.2%	15.1%
Personal Services	6.7%	22,333	81.0%	24.7%	7.0%
Public Administration & Government	6.4%	21,333	74.3%	20.5%	3.8%
Finance, Insurance & Real Estate	5.9%	19,666	74.0%	15.5%	8.3%
Transportation, Communication & Utilities	5.7%	19,000	71.1%	14.5%	10.3%
Professional Services	4.5%	15,000	72.0%	11.1%	5.3%
Construction	3.7%	12,333	72.6%	26.7%	14.5%
Agriculture	3.3%	11,000	90.9%	2.5%	4.5%
Entertainment & Recreation	1.1%	3,667	60.9%	21.4%	21.7%
Other (Non-profit, Religious, Military, etc.)	0.1%	333	*	*	*

**Insufficient survey data/refused*

Survey respondents from the Opportunity² Region commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

Opportunity² Region Regional Laborshed Area



Quick Facts

(Employed - willing to change employment)

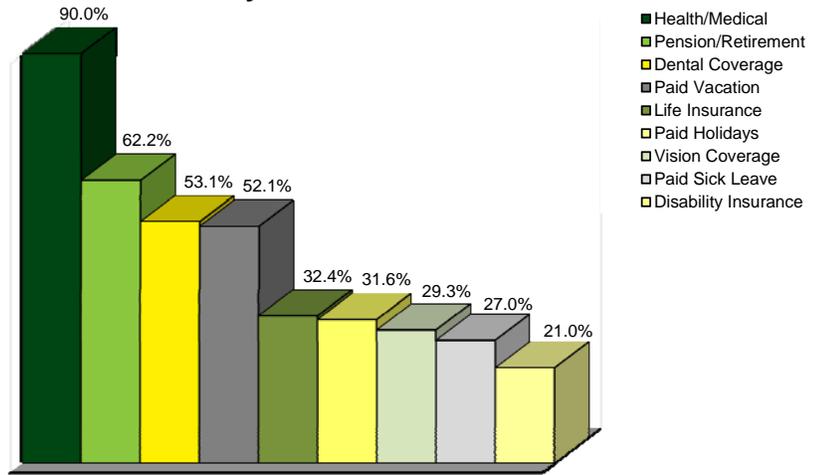
- 20.7% are willing to change employment
- 15.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 27.7% currently working in the professional, paraprofessional & technical occupational category, followed by 22.8% in the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.iowajobs.org
 - www.careerbuilder.com
 - www.monster.com
 - Local/Regional newspapers
 - *Des Moines Register*
 - *Ottumwa Courier*
 - Networking through friends, family or acquaintances
 - Local IowaWORKS Centers

Those who are employed willing to change employment in the Opportunity² Region are willing to commute an average of 28 miles one way for employment opportunities.

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 (77.2%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 14.2 percent indicate their employer pays the entire cost of insurance premiums.

Benefits Currently Offered



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	63.6%	11.4%	18.2%	6.8%	\$44,000	\$11.50
Construction	53.2%	9.7%	12.9%	*	\$61,000	\$18.63
Manufacturing	54.0%	15.3%	17.0%	1.3%	\$60,000	\$17.15
Transportation, Communication & Utilities	63.9%	10.3%	22.6%	5.2%	\$50,000	\$22.00
Wholesale & Retail Trade	52.4%	9.4%	16.5%	1.4%	\$48,000	\$9.92
Finance, Insurance, & Real Estate	67.7%	9.4%	36.5%	6.3%	\$50,000	\$15.75
Healthcare & Social Services	82.1%	25.4%	19.3%	11.8%	\$65,500	\$14.00
Personal Services	74.0%	9.0%	22.0%	6.0%	\$30,000	\$14.00
Entertainment & Recreation	69.6%	17.4%	21.7%	4.3%	\$35,000	\$11.50
Professional Services	80.0%	14.7%	36.0%	13.3%	\$45,000	\$13.63
Public Administration & Government	74.3%	12.4%	30.5%	6.7%	\$60,000	\$18.00
Education	89.2%	6.0%	38.4%	32.8%	\$50,000	\$12.58

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

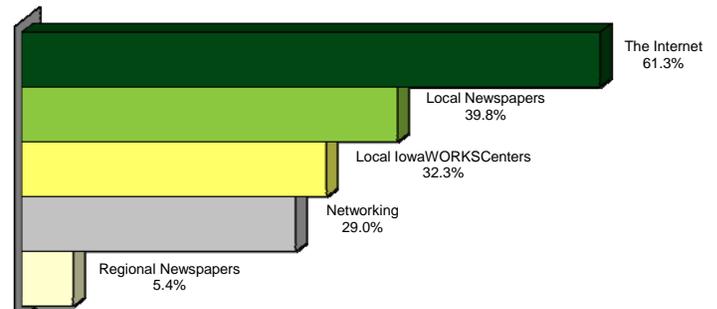
*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment

- 9.1% of the region are unemployed*
- 57.7% are willing to accept employment
- 46.5% have become unemployed within the last year;
- Average age is 48 years old
- 52.5% are female and 47.5% are male
- Education:
 - 50.5% have some post high school education
 - 5.9% are trade certified
 - 2.0% completed vocational training
 - 11.9% have an associate degree
 - 11.9% have an undergraduate degree
 - 5.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$11.04 to \$12.00 per hour with a median lowest wage considered of \$9.35 per hour
- 76.2% expressed interest in seasonal employment opportunities
- 79.2% expressed interest in temporary employment opportunities
- 60.4% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 23 miles one way for the right opportunity

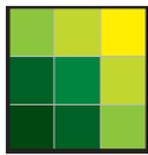
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 80.5%
 - Dental coverage - 36.6%
 - Paid vacation - 34.1%
 - Pension/retirement options - 30.5%
 - Vision coverage - 15.9%
 - Paid holidays - 14.6%
 - Life insurance - 13.4%
 - Paid sick leave - 11.0%
 - Prescription drug coverage - 7.3%
 - Disability insurance - 7.3%
- 61.9% 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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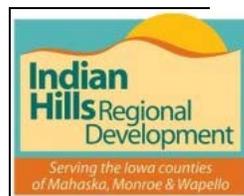
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For more information regarding the Opportunity² Region Regional Laborshed Study, contact:

Opportunity²
PO Box 1110
Ottumwa, IA 52501
Phone: 641.684.6551
Fax: 641.684.4894
Email: efoudree@indianhills.edu
www.op2iowa.com
www.area15rpc.com