

# PELLA

## LABORSHED ANALYSIS

*A STUDY OF WORKFORCE CHARACTERISTICS*

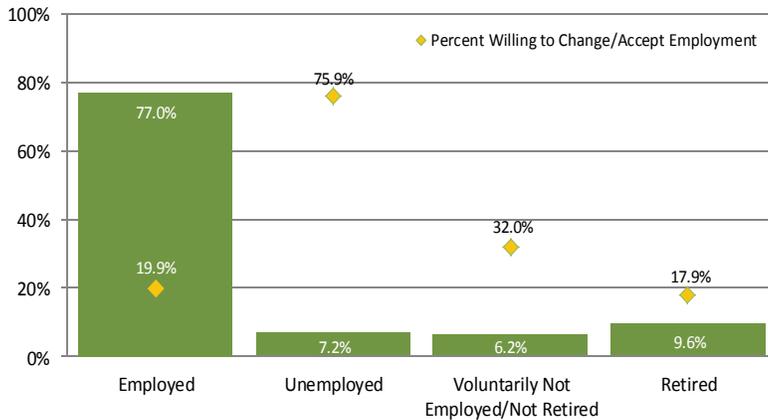
*Released February 2013*



# 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 Pella 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: 384,857 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (35,289)**

- 25,028 Employed
- 1,497 Unemployed
- 2,038 Voluntarily Not Employed, Not Retired
- 6,726 Retired

## 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 worked for higher wages at previous employment.

- 1.7% Inadequate hours (425 people)
- 2.7% Mismatch of skills (676 people)
- 0.7% Low income (175 people)
- 4.4% Total estimated underemployment (1,101 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	26.0%	77,048	79.3%	23.2%	6.9%
Education	17.0%	50,378	84.9%	20.0%	0.0%
Wholesale & Retail Trade	12.1%	35,857	82.1%	12.5%	5.1%
Healthcare & Social Services	10.6%	31,412	77.8%	21.4%	0.0%
Finance, Insurance & Real Estate	5.7%	16,891	65.2%	40.0%	8.7%
Transportation, Communication & Utilities	5.7%	16,891	88.2%	20.0%	0.0%
Construction	5.3%	15,706	73.7%	14.3%	10.5%
Public Administration & Government	4.5%	13,335	60.0%	25.0%	15.0%
Personal Services	4.1%	12,150	68.8%	27.3%	12.5%
Professional Services	4.1%	12,150	61.1%	18.2%	16.7%
Agriculture, Forestry & Mining	3.4%	10,076	100%	11.1%	0.0%
Entertainment & Recreation	1.1%	3,260	*	*	*
Active Military Duty	0.4%	1,185	*	*	*

\* Insufficient survey data/refused

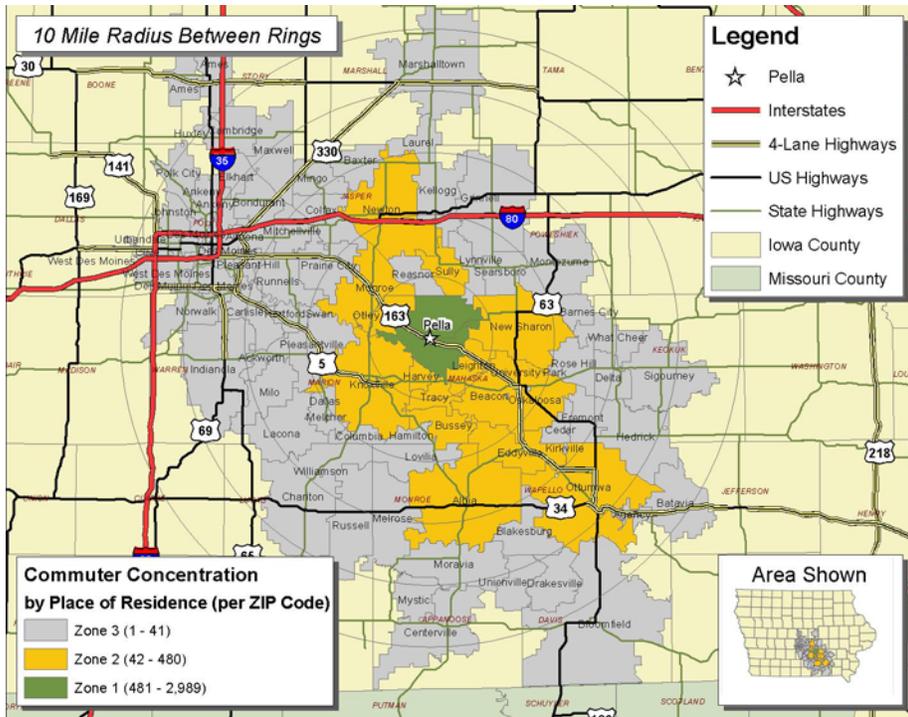
Survey respondents from the Pella Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

## Quick Facts

(Employed - willing to change employment)

- 16.1% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 49 years old
- 41.7% currently working within the professional, paraprofessional & technical occupational category followed by 21.7% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet - 83.6%
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
  - Local/Regional newspapers - 34.4%
    - *The Des Moines Register*
    - *Town Crier* - Pella
  - Networking through friends, family and acquaintances - 16.4%
  - Local IowaWORKS Centers - 9.8%

# Pella Laborshed Area



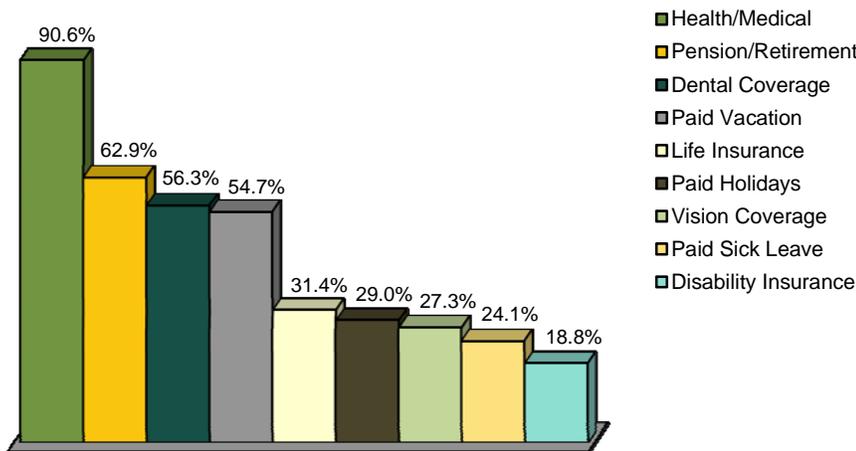
## Commuting Statistics

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

Those who are willing to change/accept employment in the Pella Laborshed area are willing to commute an average of 25 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 (79.0%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.2 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

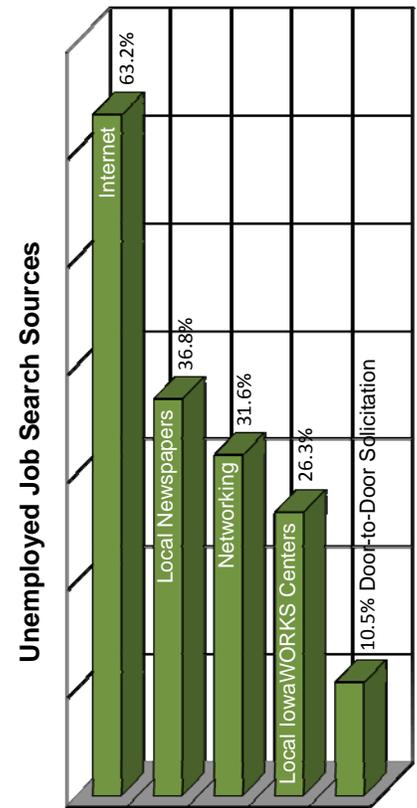
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	63.2%	15.8%	15.8%	\$72,000	\$18.25
Manufacturing	62.1%	12.6%	27.5%	\$60,000	\$18.51
Transportation, Communication & Utilities	58.8%	*	35.3%	\$50,000	\$21.04
Wholesale & Retail Trade	51.3%	5.1%	28.2%	\$50,000	\$10.00
Finance, Insurance & Real Estate	65.2%	8.7%	43.5%	\$46,500	\$18.00
Healthcare & Social Services	83.3%	22.2%	36.2%	\$61,000	\$15.00
Personal Services	75.0%	6.3%	43.8%	*	\$15.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	72.2%	16.7%	44.5%	\$39,500	\$12.00
Public Administration & Government	80.0%	10.0%	60.0%	\$76,000	\$17.50
Education	94.3%	7.5%	84.9%	\$51,000	\$13.50

*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 1,497 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 59.1% are male; 40.9% are female
- Education:
  - 54.6% have an education beyond high school
  - 13.6% are trade certified
  - 9.1% have an associate degree
  - 9.1% have an undergraduate degree
  - 9.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$14.00/hr. with a median of the lowest wage of \$9.50
- Willing to commute an average of 21 miles one way for the right opportunity
- 72.7% expressed interest in seasonal and 68.2% in temporary employment opportunities
- 45.5% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 64.7%
  - Paid vacation - 52.9%
  - Pension/retirement options - 47.1%
  - Dental coverage - 35.3%
  - Paid holidays - 29.4%
  - Life insurance - 17.6%
  - Paid sick leave - 17.6%
  - Prescription drug coverage - 11.8%
  - Vision coverage - 11.8%
  - Disability insurance - 5.9%
  - Paid time off - 5.9%
- 50.0% indicated they prefer employment offers where the employer pays the cost of medical insurance premiums.



## Sponsored in Partnership with



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