

Rock Valley, Iowa

Laborshed Analysis

Cherokee County

Lyon County

O'Brien County

Osceola County

Plymouth County

Sioux County



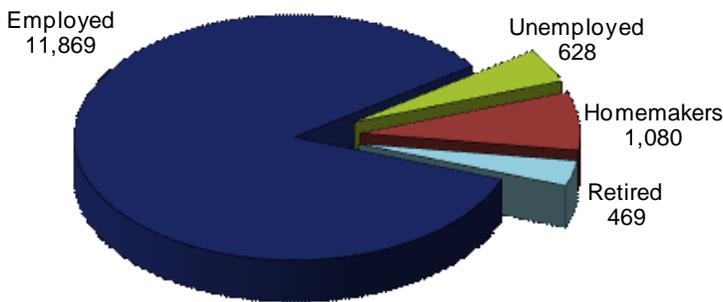
A Study of
Workforce Characteristics
Released March 2010

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 Rock Valley 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. See *contact information on back*.

Total Potential Labor Force: 56,865 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (14,046)



Quick Facts:

(Employed - willing to change employment)

- 17.6% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 42 years old;
- 29.2% currently working within the professional, paraprofessional, & technical occupational category followed by 26.4% within the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
 - Local/Regional Newspapers
 - Sioux City Journal*
 - Argus Leader - Sioux Falls, SD*
 - Sioux Center Shopper*
 - Rock Valley Bee*
 - Internet
 - www.google.com
 - www.iowaworkforce.org
 - Networking through friends, family, and acquaintances
 - Local Iowa Workforce Development Centers

Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; 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 (202 people)
- 2.5% Mismatch of skills (297 people)
- 1.0% Low income (119 people)
- 4.4% Total estimated underemployment (522 people)

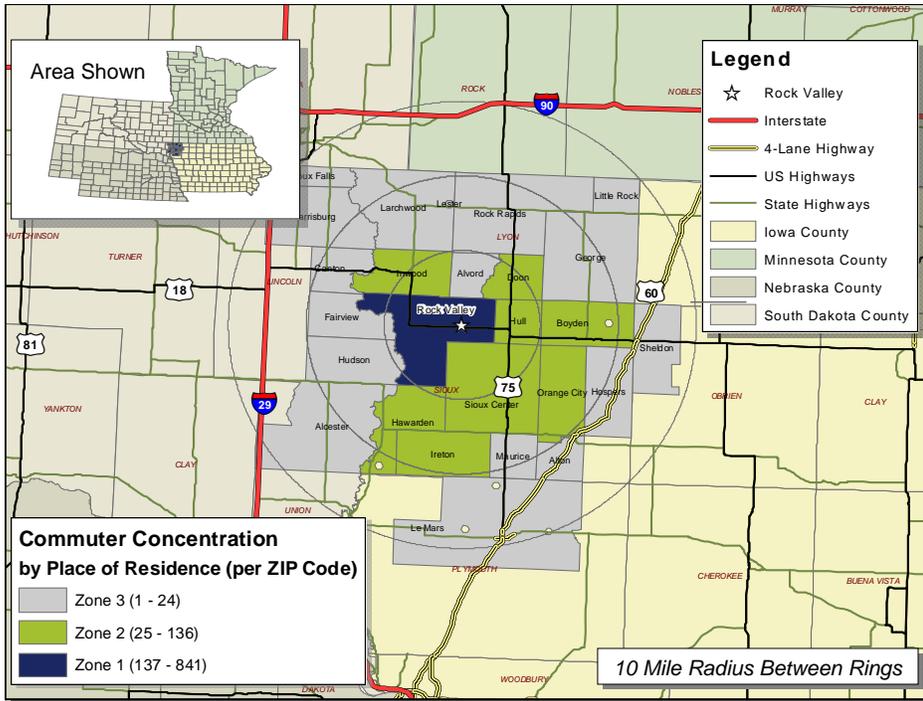
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	18.1%	8,687
Health Care & Social Services	17.8%	8,543
Education	15.1%	7,247
Agriculture	12.2%	5,855
Wholesale & Retail Trade	9.8%	4,703
Personal Services	6.2%	2,976
Finance, Insurance, & Real Estate	6.2%	2,976
Transportation, Communication, & Public Utilities	3.9%	1,872
Professional Services	3.9%	1,872
Construction	3.2%	1,536
Public Administration & Government	3.0%	1,440
Entertainment & Recreation	0.3%	144
Active Military Duty	0.3%	144

Survey respondents from the Rock Valley 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 as shown in the table at left.

Rock Valley Commuting Area



Commuting Statistics

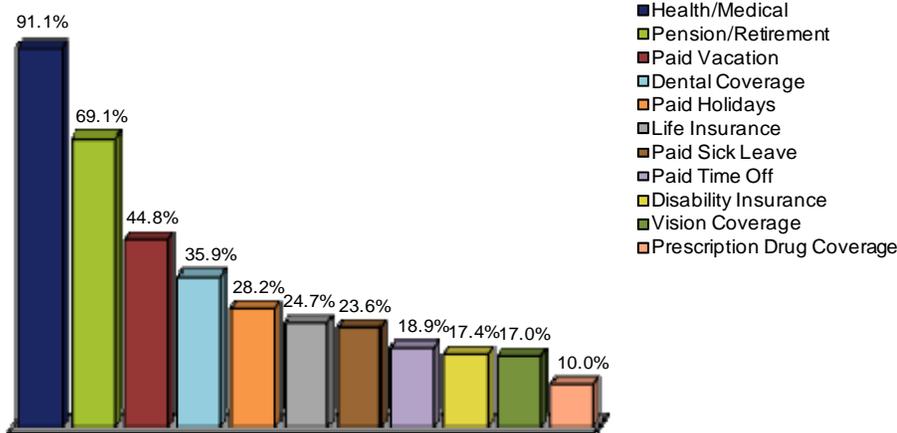
The map at the left represents commuting patterns into Rock Valley with the concentration per ZIP code represented in the legend.

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

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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 (73.6%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 19.5 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

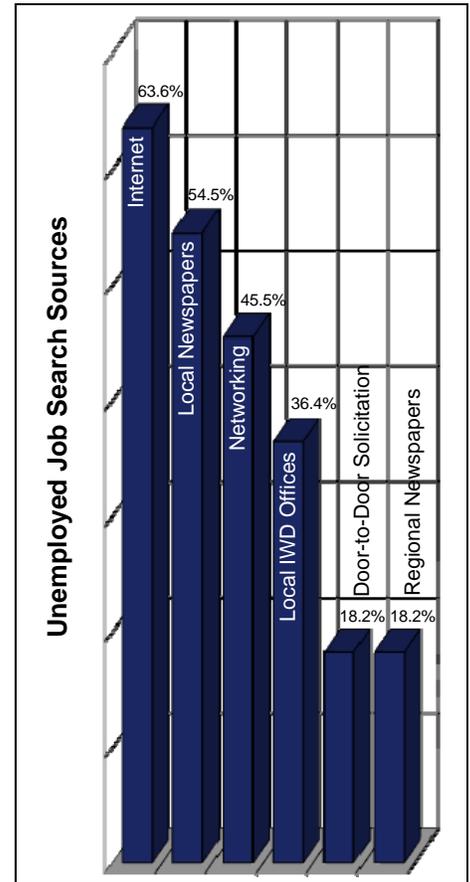
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	50.0%	13.6%	22.7%	\$48,000	\$12.50
Construction	76.9%	15.4%	7.7%	*	\$13.89
Manufacturing	58.3%	16.7%	15.3%	\$42,500	\$14.95
Transportation, Communication, & Utilities	*	*	*	*	*
Wholesale & Retail Trade	53.3%	11.1%	13.3%	\$50,000	\$10.00
Finance, Insurance, & Real Estate	73.1%	26.9%	26.9%	\$64,500	\$12.63
Health Care & Social Services	77.3%	21.2%	36.3%	\$57,000	\$15.00
Personal Services	58.3%	16.7%	25.0%	*	\$11.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	84.2%	5.3%	42.1%	\$85,000	\$11.50
Public Administration & Government	50.0%	0.0%	16.6%	*	\$17.66
Education	87.9%	6.9%	79.3%	\$37,000	\$10.67

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 628 unemployed individuals are willing to accept employment;
- Average age is 45 years old;
- 63.6% are male; 36.4% are female;
- Education:
 - 54.5% have an education beyond high school
 - 9.1% have an associate degree
 - 18.2% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.20 to \$12.50/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 25 miles one way for the right opportunity;
- 45.5% expressed interest in both temporary and seasonal employment opportunities;
- 63.6% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Paid vacation
 - Dental coverage
 - Pension/retirement options
 - Paid sick leave
 - Paid holidays
 - Vision coverage
 - Disability insurance
 - Prescription drug coverage
 - Tuition assistance/reimbursement
- 80.0% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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