



2013



SOUTH CENTRAL IOWA AREA PARTNERSHIP REGIONAL LABORSHED ANALYSIS



A STUDY OF WORKFORCE CHARACTERISTICS

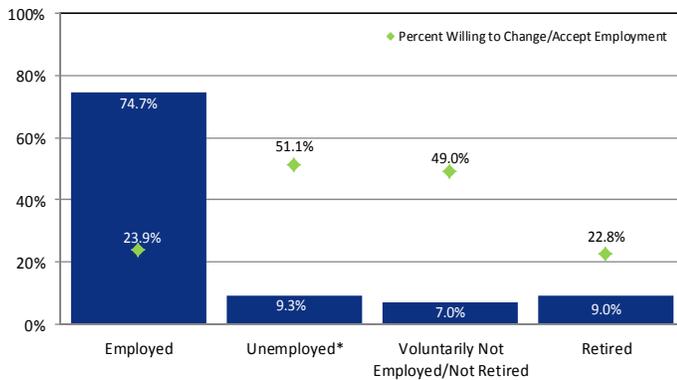
Laborshed Studies

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 South Central Iowa Area Partnership, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the South Central Iowa Area Partnership Laborshed studies (1,496 total completed surveys). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the South Central Iowa Area Partnership

Survey respondents from the South Central Iowa Area Partnership 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 education; healthcare/social services; manufacturing; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the South Central Iowa Area Partnership region commuting area.



Total Potential Labor Force: 316,232
(entire Regional Commuting Area)

Occupations	% within Region
Management	17.0%
Office & Administrative Support	14.2%
Education, Training & Library	10.1%
Production	9.5%
Sales & Related	6.8%
Healthcare Practitioner & Technical	5.6%
Transportation & Material Moving	5.1%
Business & Financial Operations	4.6%
Installation, Maintenance & Repair	4.1%
Food Preparation & Serving Related	3.0%
Construction & Extraction	2.7%
Building/Grounds Cleaning & Maintenance	2.4%
Healthcare Support	2.3%
Community & Social Services	2.2%
Personal Care & Service	2.1%
Life, Physical & Social Science	1.4%
Computer & Mathematical Science	1.3%
Architecture & Engineering	1.2%
Arts, Design, Entertainment, Sports & Related	1.1%
Farming, Fishing & Forestry	1.1%
Protective Service	1.1%
Legal	0.8%
Military Specific	0.3%

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.

- 2.1% Inadequate hours
- 3.5% Mismatch of skills
- 1.9% Low income
- 6.1% Total estimated underemployment

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

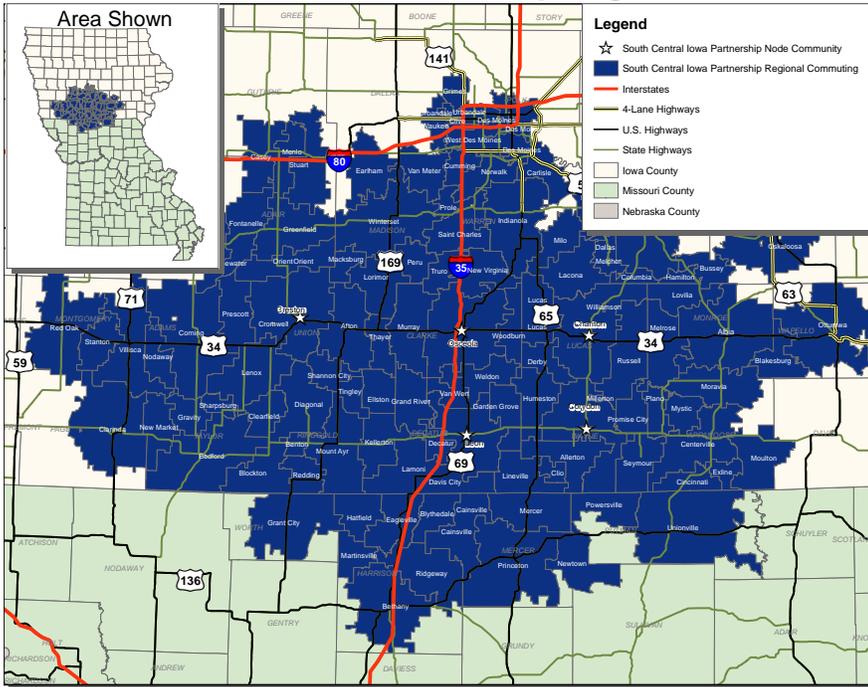
Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	15.9%	21,922	77.7%	16.3%	1.5%
Healthcare & Social Services	14.2%	19,578	71.7%	27.0%	11.0%
Manufacturing	13.3%	18,337	71.1%	27.3%	15.6%
Wholesale & Retail Trade	12.6%	17,372	68.2%	27.9%	14.0%
Public Administration & Government	9.5%	13,098	81.3%	15.4%	2.7%
Transportation, Communication & Utilities	8.9%	12,271	78.9%	16.3%	6.4%
Finance, Insurance & Real Estate	6.8%	9,375	80.2%	27.7%	7.4%
Agriculture	5.6%	7,721	87.1%	16.7%	6.5%
Personal Services	4.6%	6,342	74.6%	15.9%	6.8%
Professional Services	4.1%	5,653	78.0%	23.1%	6.0%
Construction	2.7%	3,723	72.2%	19.2%	16.7%
Entertainment & Recreation	1.4%	1,930	81.3%	69.2%	12.5%
Other (Non-profit, Religious, Military, etc.)	0.4%	551	80.0%	50.0%	0.0%

**Insufficient survey data/refused*

Survey respondents from the South Central Iowa Area Partnership commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

South Central Iowa Area Partnership Regional Laborshed



Those who are employed willing to change employment in the South Central Iowa Area Partnership region are willing to commute an average of 29 miles one way for employment opportunities.

Quick Facts

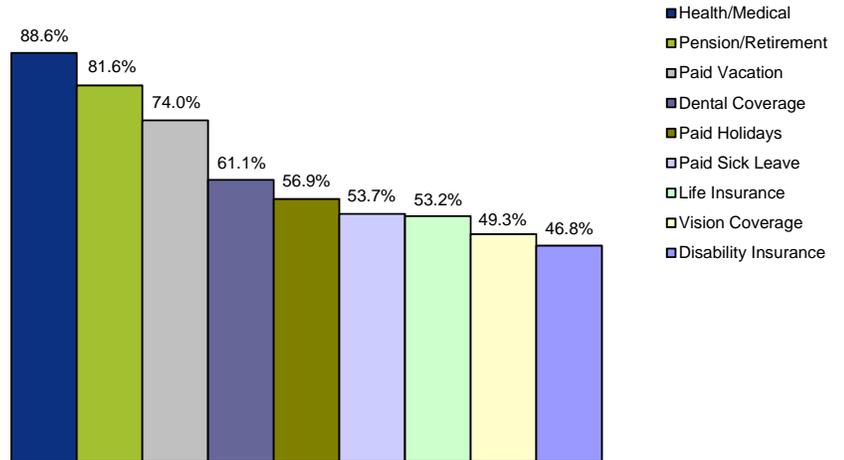
(Employed - willing to change employment)

- 23.9% are willing to change employment
- 18.0% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 47 years old
- 28.8% currently working in the professional, paraprofessional & technical occupational category, followed by 23.5% in the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet - 80.5%
 - www.monster.com
 - www.iowajobs.org
 - www.careerbuilder.com
 - Local/Regional newspapers - 61.0%
 - The Des Moines Register*
 - Creston News Advertiser*
 - Networking through friends, family or acquaintances - 19.9%
 - Local IowaWORKS Centers -13.7%

Benefits Currently Offered

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 (77.8%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 16.2 percent indicate their employer pays the entire cost of insurance premiums.



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	43.6%	11.3%	12.9%	1.6%	\$33,600	\$12.87
Construction	38.9%	16.7%	11.1%	2.8%	\$40,000	\$20.00
Manufacturing	44.4%	11.1%	11.7%	*	\$65,000	\$15.46
Transportation, Communication & Utilities	57.8%	14.7%	21.1%	1.8%	\$58,000	\$22.00
Wholesale & Retail Trade	49.1%	10.6%	12.9%	2.2%	\$42,500	\$9.55
Finance, Insurance, & Real Estate	80.2%	17.3%	39.5%	8.6%	\$65,000	\$16.25
Healthcare & Social Services	77.0%	20.4%	19.9%	9.4%	\$65,000	\$13.05
Personal Services	71.2%	10.2%	18.6%	16.9%	\$31,000	\$9.50
Entertainment & Recreation	75.0%	12.5%	31.3%	*	\$63,000	\$10.49
Professional Services	64.0%	4.0%	36.0%	14.0%	\$60,000	\$14.88
Public Administration & Government	65.2%	12.5%	24.1%	8.0%	\$48,000	\$18.00
Education	87.8%	6.1%	42.1%	27.4%	\$48,250	\$11.00

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

*Insufficient survey data/refused

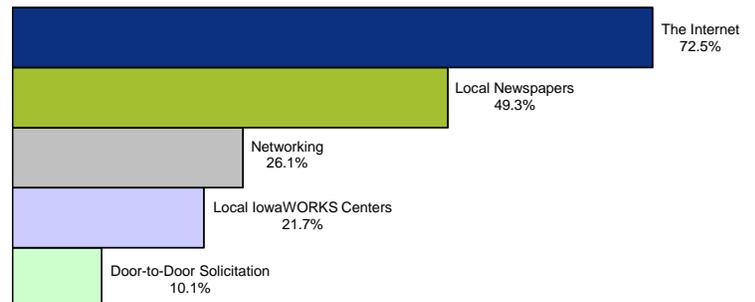
Unemployed - Those Willing to Enter/Re-enter Employment

- 9.3% of the region are unemployed*
- 51.1% are willing to accept employment
- 46.5% have become unemployed within the last year;
- Average age is 48 years old
- 52.1% are female and 47.9% are male
- Education:
 - 59.2% have some post high school education
 - 2.8% are trade certified
 - 2.8% completed vocational training
 - 18.3% have an associate degree
 - 9.9% have an undergraduate degree
 - 2.8% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$12.00 to \$14.00 per hour with a median lowest wage considered of \$10.00 per hour
- 67.6% expressed interest in temporary employment opportunities
- 66.2% expressed interest in seasonal employment opportunities
- 50.7% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 26 miles one way for the right opportunity

**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.*

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 85.2%
 - Dental coverage - 49.2%
 - Paid vacation - 49.2%
 - Life insurance - 37.7%
 - Pension/retirement options - 34.4%
 - Vision coverage - 32.8%
 - Disability insurance - 24.6%
 - Prescription drug coverage - 24.6%
 - Paid holidays - 21.3%
 - Paid sick leave - 18.0%
- 69.2% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

Job Search Media



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For more information regarding the South Central Iowa Area Partnership Regional Laborshed Study, contact:

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