

Urbandale, Iowa



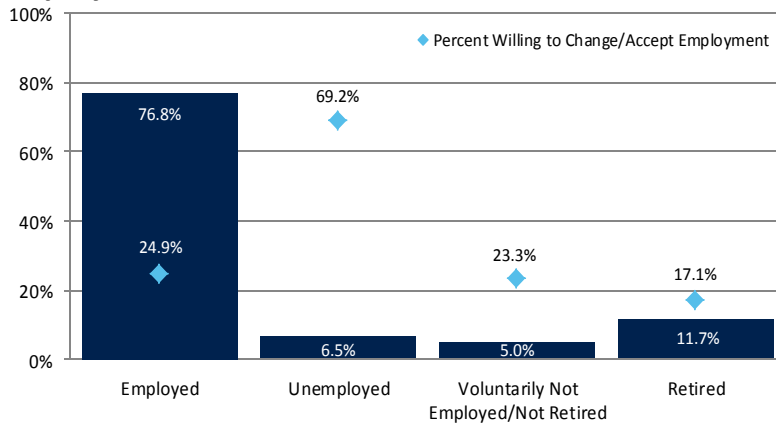
Laborshed Analysis

A Joint Study of Workforce Characteristics
in Grimes, Johnston and Urbandale, Iowa

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 Grimes, Johnston & Urbandale 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: 452,703 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (169,398)

- 145,352 Employed
- 7,052 Unemployed
- 6,630 Voluntarily Not Employed/Not Retired
- 10,364 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.

- 1.5% Inadequate hours (2,180 people)
- 3.5% Mismatch of skills (5,087 people)
- 1.0% Low income (1,454 people)
- 4.8% Total estimated underemployment (6,977 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*
Wholesale & Retail Trade	18.5%	64,320	78.0%	28.1%	7.3%
Finance, Insurance & Real Estate	16.2%	56,323	84.8%	19.6%	0.0%
Education	13.3%	46,241	69.7%	34.8%	0.0%
Healthcare & Social Services	9.5%	33,029	82.5%	21.2%	10.0%
Professional Services	9.2%	31,986	76.2%	43.8%	14.3%
Public Administration & Government	9.0%	31,291	68.9%	16.1%	4.4%
Manufacturing	7.2%	25,033	80.6%	32.0%	6.5%
Transportation, Communication & Utilities	6.1%	21,208	67.7%	28.6%	3.2%
Personal Services	4.0%	13,907	70.0%	14.3%	15.0%
Construction	3.2%	11,126	68.8%	18.2%	31.3%
Agriculture, Forestry & Mining	2.3%	7,997	72.7%	37.5%	0.0%
Active Military Duty	1.5%	5,215	*	*	*

* Insufficient survey data/refused

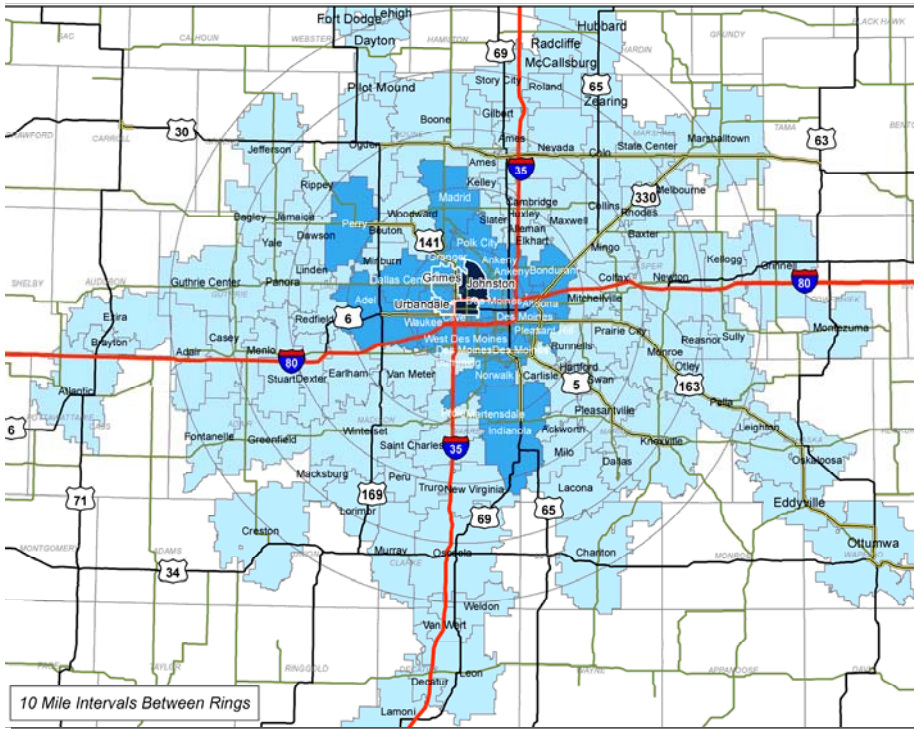
Survey respondents from the Grimes, Johnston & Urbandale Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the wholesale & retail trade industry.

Quick Facts

(Employed - willing to change employment)

- 13.0% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 48 years old
- 30.1% currently working within the professional, paraprofessional & technical occupational category followed by 24.8% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet - 88.1%
 - www.monster.com
 - www.careerbuilder.com
 - www.helpwanted.com
 - www.indeed.com
 - Local/Regional newspapers - 30.3%
 - *The Des Moines Register*
 - Networking through friends, family and acquaintances - 28.4%
 - Local IowaWORKS Centers - 7.3%

Grimes, Johnston & Urbandale Laborshed Area



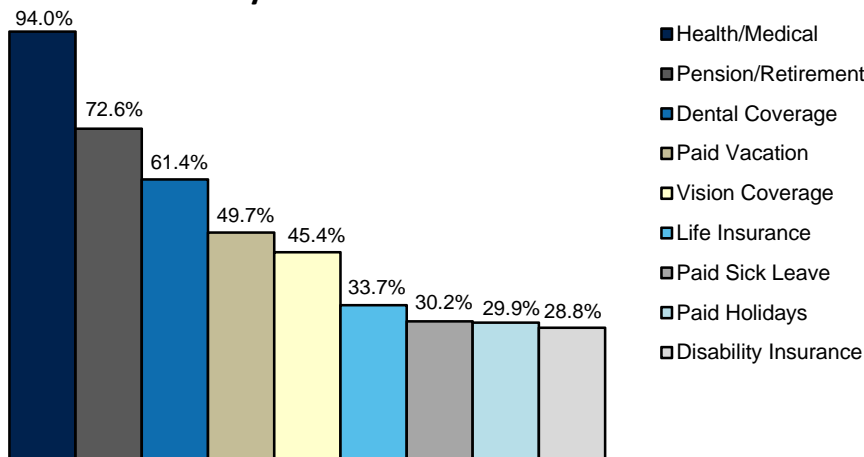
Commuting Statistics

The map at the left represents commuting patterns into Grimes, Johnston & Urbandale with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Grimes, Johnston & Urbandale Laborshed area are willing to commute an average of 21 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 (78.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 15.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

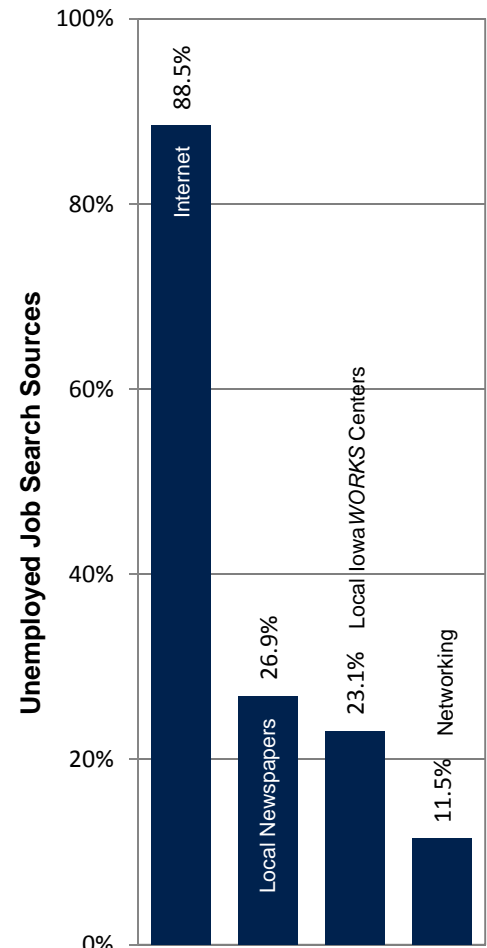
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	63.6%	9.1%	36.4%	*	*
Construction	56.2%	12.5%	12.5%	*	\$15.00
Manufacturing	64.5%	3.2%	48.3%	\$69,500	\$18.00
Transportation, Communication & Utilities	77.4%	6.5%	35.5%	\$57,250	\$18.51
Wholesale & Retail Trade	75.6%	9.8%	37.8%	\$81,000	\$11.00
Finance, Insurance & Real Estate	87.9%	7.6%	63.6%	\$82,600	\$15.00
Healthcare & Social Services	92.5%	17.5%	50.0%	\$75,000	\$17.17
Personal Services	80.0%	20.0%	50.0%	\$40,000	\$13.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	81.0%	11.9%	42.9%	\$64,000	\$12.50
Public Administration & Government	77.8%	4.4%	62.2%	\$70,000	\$22.00
Education	92.4%	3.0%	78.8%	\$56,000	\$15.00

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 7,052 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 51.9% are male; 48.1% are female
- Education:
 - 59.3% have an education beyond high school
 - 3.7% are trade certified
 - 3.7% have vocational training
 - 7.4% have an associate degree
 - 29.6% have an undergraduate degree
 - 7.4% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.54 to \$15.00/hr. with a median of the lowest wage of \$10.50
- Willing to commute an average of 20 miles one way for the right opportunity
- 88.9% expressed interest in seasonal and 74.1% in temporary employment opportunities
- 63.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 71.4%
 - Dental coverage - 61.9%
 - Vision coverage - 42.9%
 - Pension/retirement options - 38.1%
 - Life insurance - 33.3%
 - Disability insurance - 28.6%
 - Paid vacation - 28.6%
 - Prescription drug coverage - 23.8%
 - Company car - 4.8%
 - Paid holidays - 4.8%
 - Paid sick leave - 4.8%
 - Paid time off - 4.8%
- 84.6% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



Sponsored in Partnership with



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