



Regional Laborshed Analysis

A Study of Workforce Characteristics

Released July 2013



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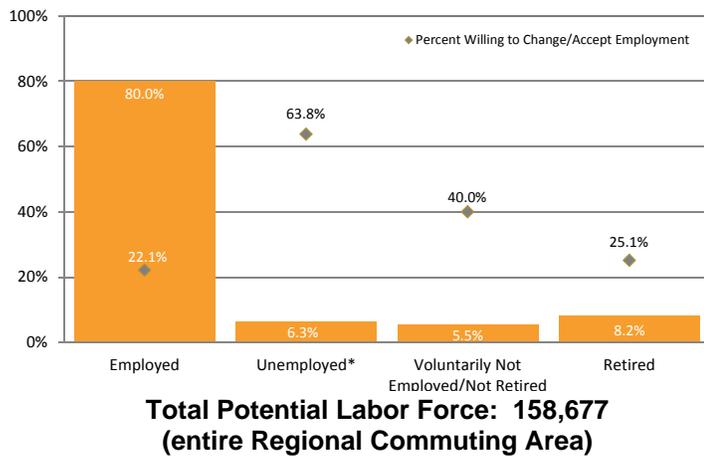
Laborshed Studies

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 Western Iowa Advantage 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 Western Iowa Advantage Region Laborshed studies (2,182 total completed surveys). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the Western Iowa Advantage Region

Survey respondents from the Western Iowa Advantage 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 and library occupational categories. The top industries are education; healthcare/social services; wholesale & retail trade; and manufacturing.

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



Occupations	% within Region
Management	18.6%
Office & Administrative Support	15.9%
Education, Training & Library	9.5%
Production	7.7%
Sales & Related	7.1%
Healthcare Practitioner & Technical	6.5%
Business & Financial Operations	4.2%
Transportation & Material Moving	3.5%
Installation, Maintenance & Repair	3.4%
Construction & Extraction	3.0%
Food Preparation & Serving Related	2.9%
Healthcare Support	2.9%
Personal Care & Service	2.7%
Building/Grounds Cleaning & Maintenance	2.4%
Community & Social Services	2.0%
Arts, Design, Entertainment, Sports & Related	1.4%
Life, Physical & Social Science	1.4%
Legal	1.2%
Protective Service	1.1%
Architecture & Engineering	0.9%
Computer & Mathematical Science	0.9%
Farming, Fishing & Forestry	0.7%
Military Specific	0.1%

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.

- 1.9% Inadequate hours
- 2.6% Mismatch of skills
- 1.4% Low income
- 5.0% Total estimated underemployment

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

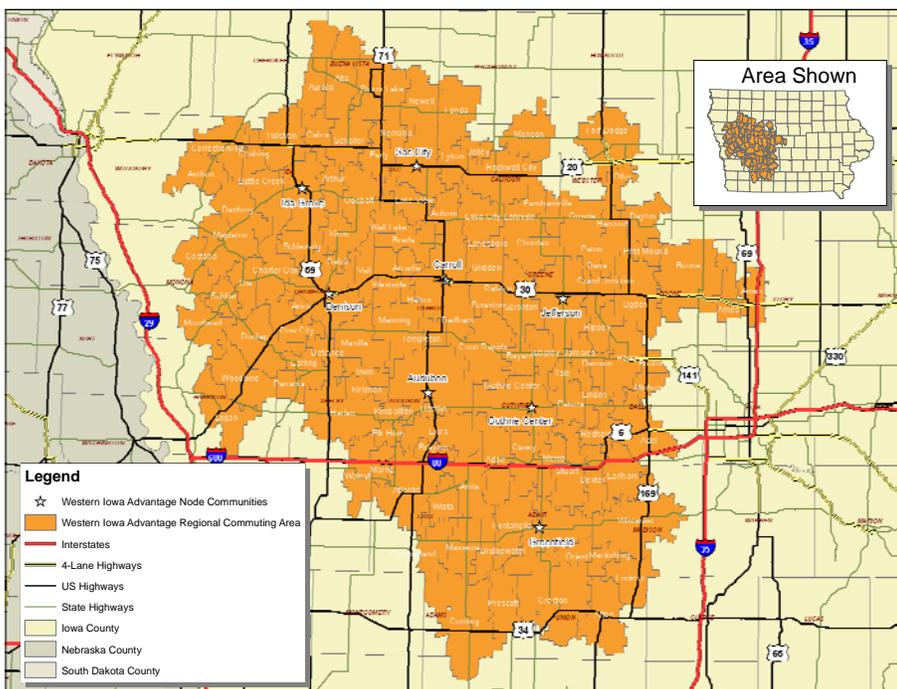
Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	16.6%	21,072	82.6%	20.7%	1.6%
Healthcare & Social Services	15.8%	20,057	85.9%	22.7%	4.0%
Wholesale & Retail Trade	14.5%	18,407	75.4%	26.1%	9.7%
Manufacturing	10.7%	13,583	76.8%	35.2%	10.9%
Agriculture	8.0%	10,155	93.1%	6.6%	1.5%
Public Administration & Government	7.8%	9,901	80.3%	20.3%	2.0%
Finance, Insurance & Real Estate	6.0%	7,616	85.0%	20.9%	2.8%
Professional Services	5.5%	6,982	80.6%	20.5%	9.7%
Transportation, Communication & Utilities	5.4%	6,855	77.9%	11.1%	7.7%
Personal Services	5.2%	6,601	84.9%	24.1%	5.4%
Construction	3.9%	4,951	80.3%	19.3%	11.3%
Entertainment & Recreation	0.3%	381	*	*	*
Other (Non-profit, Religious, Military, etc.)	0.3%	381	*	*	*

**Insufficient survey data/refused*

Survey respondents from the Western Iowa Advantage Region 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.

Western Iowa Advantage Regional Laborshed Area



Quick Facts

(Employed - willing to change employment)

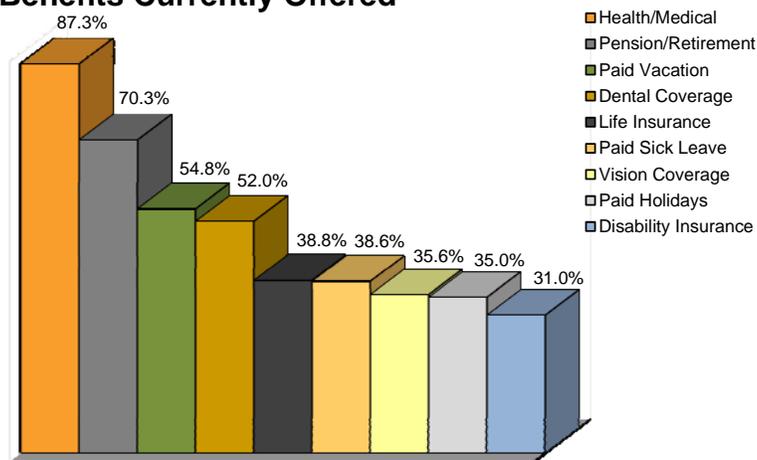
- 22.1% are willing to change employment
- 21.8% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 47 years old
- 30.1% currently working in the professional, paraprofessional & technical occupational category, followed by 20.2% in the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet - 75.3%
 - www.iowajobs.org
 - www.careerbuilder.com
 - www.monster.com
 - Local/Regional newspapers - 63.3%
 - *The Des Moines Register*
 - *The Times Herald* - Carroll
 - Networking through friends, family or acquaintances - 22.6%
 - Local Iowa WORKS Centers - 19.0%

Those who are employed willing to change employment in the Western Iowa Advantage Region are willing to commute an average of 26 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 right provides the percentage of responses from those who are currently employed.

The majority (71.9%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 20.6 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	64.6%	11.5%	20.8%	2.3%	\$51,000	\$12.00
Construction	42.3%	11.3%	8.5%	*	\$50,000	\$16.75
Manufacturing	51.2%	10.0%	13.7%	1.4%	\$65,000	\$15.35
Transportation, Communication & Utilities	57.7%	10.6%	13.5%	3.8%	\$55,000	\$17.90
Wholesale & Retail Trade	58.5%	15.2%	11.8%	2.1%	\$47,500	\$10.28
Finance, Insurance, & Real Estate	67.3%	11.2%	26.2%	5.6%	\$56,000	\$12.38
Healthcare & Social Services	75.4%	24.9%	18.4%	8.7%	\$56,000	\$14.50
Personal Services	68.8%	11.8%	18.3%	12.9%	\$38,000	\$11.25
Entertainment & Recreation	77.8%	11.1%	33.3%	*	*	\$7.75
Professional Services	61.2%	9.7%	19.4%	11.7%	\$50,000	\$12.25
Public Administration & Government	68.0%	14.3%	23.2%	8.2%	\$50,000	\$17.00
Education	89.1%	7.6%	35.2%	33.2%	\$50,000	\$10.66

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

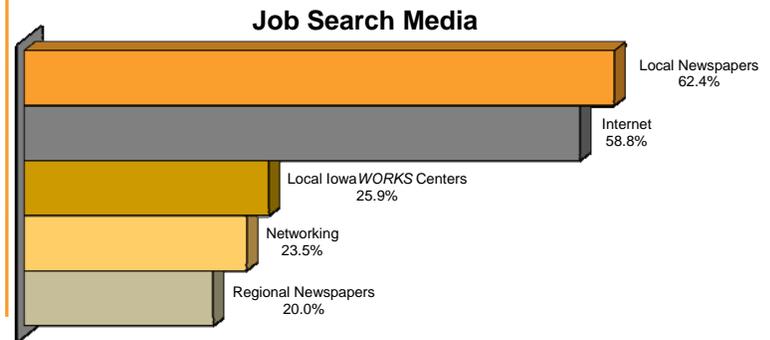
*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment

- 6.3% of the region are unemployed*
- 63.8% are willing to accept employment
- 54.5% have become unemployed within the last year;
- Average age is 44 years old
- 53.4% are female and 46.6% are male
- Education:
 - 43.2% have some post high school education
 - 1.1% are trade certified
 - 1.1% completed vocational training
 - 6.8% have an associate degree
 - 5.7% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$10.13 per hour with a median lowest wage considered of \$9.00 per hour
- 73.9% expressed interest in seasonal employment opportunities
- 69.3% expressed interest in temporary employment opportunities
- 64.8% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 28 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 89.6%
 - Dental coverage - 41.8%
 - Paid vacation - 25.4%
 - Vision coverage - 22.4%
 - Pension/retirement options - 19.4%
 - Disability insurance - 14.9%
 - Life insurance - 14.9%
 - Prescription drug coverage - 13.4%
 - Paid holidays - 11.9%
- 75.9% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

*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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