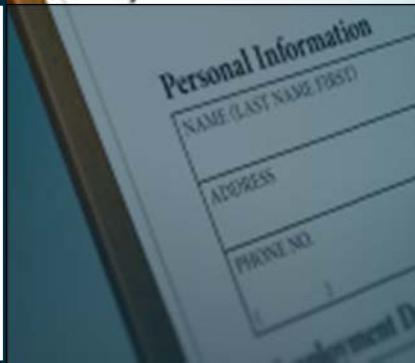


Greater Des Moines Partnership

Dallas, Guthrie, Jasper, Madison, Marshall, Polk & Warren Counties

Workforce Needs Assessment



Released

2013

Table of Contents

Greater Des Moines Partnership

Figure 1	Survey Respondents by Industry and Percentage of Current Vacancies	1
Figure 2	Percent of Current Vacancies by Occupational Category	2
Figure 3	Reported Job Vacancies by Workplace Size	2
Figure 4	Vacancy Rate by Industry	3
Figure 5	Vacancy Rate by Occupational Category	3
Figure 6	Hiring Demand Index by Occupational Category	4
Figure 7	Education Required - Current Vacancies	5
Figure 8	Experience Required - Current Vacancies	5
Figure 9	Perception of Applicants	5
Figure 10	Basic Skills Lacked by Applicants	5
Figure 11	Soft Skills Lacked by Applicants	6
Figure 12	Occupational Skills Lacked by Applicants	6
Figure 13	Where Additional Training is Offered	6

Recruitment

Figure 14	Recruitment Period for Current Vacancies	7
Figure 15	Recruitment Media Utilization	7
Figure 16	Average Wages by Occupational Category	8

Benefits Offered

Figure 17	Insurance Benefits Offered by Employers	9
Figure 18	Paid Leave Benefits Offered by Employers	9
Figure 19	Other Benefits Offered by Employers	9

Future Plans

Figure 20	Future Workforce Plans	10
Figure 21	Net Reported Payroll Change	10
Figure 22	Reasons for Planned Expansion Ranked by Relative Importance	11
Figure 23	Constraints Preventing Expansion Ranked by Relative Importance	11
Figure 24	Planned Payroll Expansion	12
Figure 25	Timing of Planned Expansion	12
Figure 26	Planned Payroll Expansion by Occupational Category	12
Figure 27	Reasons for Workforce Reduction Ranked by Relative Importance	13
Figure 28	Planned Payroll Reduction	14
Figure 29	Planned Payroll Reduction by Occupational Category	14

Retirements

Figure 30	Estimate of Those Newly Eligible to Retire	15
Figure 31	Retirement Eligibility by Industry	15
Figure 32	Retirement Eligibility within Each Occupational Category	16
Figure 33	Retiree Retention Efforts by Employers	16
Figure 34	How Companies Plan to Replace Those Who Retire	16

Conclusion

Figure 35	Estimated Reported Vacancies	18
-----------	------------------------------	----

Appendix A: Wage Comparisons

22

Appendix B: Payroll Change Maps

23

Greater Des Moines Partnership

Iowa Workforce Development conducted the fourth annual Workforce Needs Assessment from August 2012 through December 2012. In addition to vacancy and retirement data, this year's survey included questions pertaining to average hourly starting wage and enhanced emphasis on fringe benefits. Analysis of the survey illustrates the demand for workers and skills required in the workforce. This information can be used by economic developers, government leaders, educators and state agencies to guide their decision making on issues related to workforce development, vocational training and employee recruitment programs.

Beginning in August 2012, 8,017 employers in the Greater Des Moines Partnership area were contacted and asked to complete the survey. Three attempts were made to contact each employer. By the end of the survey period (December 15, 2012), the survey had received 1,061 responses, yielding a 13.2 percent response rate.

Throughout this report, estimates and data are given by industry and by occupational category. Industry groups are developed around a specific product and employ many different occupations. Occupational categories are focused on the actual tasks done by a worker. The two formats are given to satisfy different end users of the data. Industry groups are of particular importance to economic developers and policy-makers. Occupational categories may be of more use to job seekers and educators.

Figure 1 details the survey respondents by industry, including the percentage of total current vacancies that are accounted for by each industry in the state. Vacancies are classified as current if they are, or will become, available within 12 months of the survey date.

These estimates are only valid if it is assumed that the vacancy rate for survey respondents and non-respondents is the same on average. The vacancy rate may be lower among non-respondents, as businesses that do not have current vacancies may be less likely to respond to the Workforce Needs Assessment Survey.

Figure 1
Survey Respondents by Industry and Percentage of Current Vacancies

Industry	Percent of Respondents	Percent of Total Vacancies Reported	Estimated Vacancies
Healthcare & Social Services	11.0%	26.1%	1,647
Wholesale & Retail Trade	19.6%	10.7%	672
Construction	11.6%	10.6%	665
Manufacturing	7.1%	7.9%	499
Accommodation & Food Services	5.3%	6.6%	416
Finance, Insurance & Real Estate	8.9%	6.4%	400
Public Administration	3.8%	6.1%	385
Professional & Technical Services	10.5%	5.8%	363
Information	1.4%	4.1%	257
Transportation & Warehousing	2.9%	3.8%	242
Administrative & Waste Services	3.8%	3.4%	212
Personal Services	8.2%	3.4%	212
Arts, Entertainment & Recreation	2.5%	2.2%	144
Educational Services	2.1%	2.2%	144
Agriculture & Mining	0.8%	0.5%	30
Utilities	0.4%	0.2%	14
Management	0.1%	*	*
Total	100%	100%	6,302

* Insufficient data reported

Totals may vary due to rounding methods

Figure 2 (next page) shows estimated vacancies by occupational category. By breaking the data into separate occupational groups, we can see the majority of vacancies are within the office & administrative support, personal care & service, healthcare support and healthcare practitioner & technical occupational categories, likewise, the highest number of vacancies by industry are in the healthcare & social services and wholesale & retail trade industries. The occupational categories are clustered using the Standard Occupational Classification (SOC) system. Each broad category includes detailed occupations requiring similar job duties, skills, education or experience.

Figure 2
Percentage of Current Vacancies by Occupational Category

Occupational Category	Percent of Total Vacancies Reported	Estimated Vacancies
Office & Administrative Support	15.0%	945
Personal Care & Service	9.1%	574
Healthcare Support	8.4%	529
Healthcare Practitioner & Technical	8.3%	521
Construction & Extraction	7.3%	461
Sales & Related	7.0%	438
Transportation & Material Moving	6.8%	431
Installation, Maintenance & Repair	5.3%	332
Management	5.2%	325
Computer & Mathematical Science	4.6%	287
Food Preparation & Serving Related	4.6%	287
Production	3.8%	242
Protective Service	3.0%	189
Business & Financial Operations	2.9%	181
Building & Grounds Cleaning & Maintenance	2.6%	166
Architecture & Engineering	1.8%	113
Arts, Design, Entertainment, Sports & Related	1.1%	76
Education, Training & Library	1.1%	76
Community & Social Science	1.0%	60
Legal	0.5%	30
Life, Physical & Social Science	0.4%	23
Farming, Fishing & Forestry	0.2%	16
Total	100%	6,302

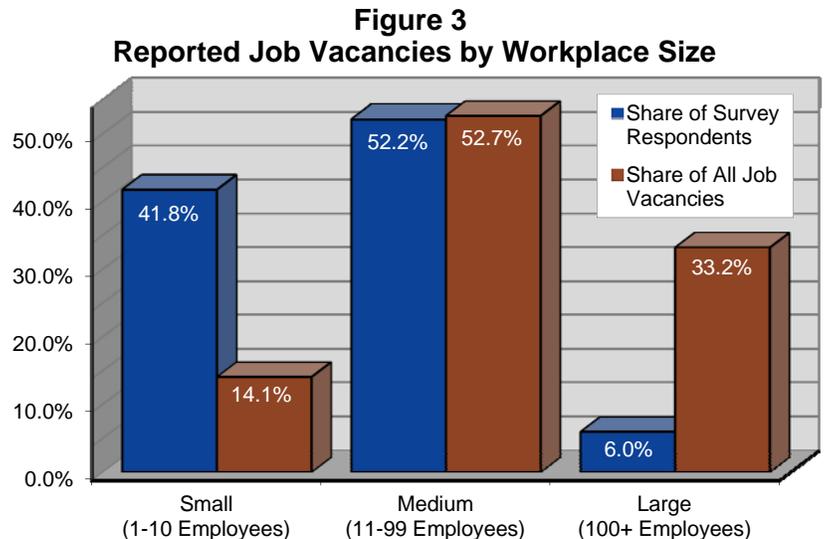
**Insufficient data reported
Totals may vary due to rounding methods*

Of the survey respondents, 264 (24.9%) reported having one or more current or anticipated job vacancies, while 797 respondents (75.1%) reported having no job vacancies. A total of 834 current job vacancies were reported for the region, consisting of 65.9 percent full-time, 27.7 percent part-time and 6.4 percent seasonal or temporary positions. When asked why positions are currently vacant, employers responded as follows:

- 53.0% - Replacing worker who has left (not retired)
- 34.1% - Permanent business growth/expansion
- 10.7% - Seasonal business growth/expansion
- 2.2% - Replacing retiring employee

Figure 3 shows the breakdown of job vacancies by employer size. Of employers that responded with job vacancies, 41.8 percent were businesses with 10 or fewer employees, 52.2 percent had between 11 and 99 employees and 6.0 percent had 100 employees or more.

Figure 3 shows the distribution of reported job vacancies by employer size. The response rate for each employer size category is shown next to the respective percentage share of reported job vacancies. While large employers only accounted for 6.0 percent of the survey responses, they reported almost one-third (33.2%) of the total job vacancies in the Greater Des Moines Partnership area.



One measure of workforce demand is determined by the job vacancy rate. With an estimated 6,302 job vacancies and a regional employment total of 353,092¹, there is a 1.8 percent vacancy rate or approximately two jobs available for every 100 filled positions. A low vacancy rate indicates a lack of jobs while a high vacancy rate may indicate a shortage of qualified workers or simply an industry with a high employee turnover. Conversely, a low vacancy rate may indicate contraction within the industry, an oversupply of workers, or lower than average turnover. It should be noted that many states do not use the same methods when calculating job vacancy rates and many states do not perform such calculations annually.

**Figure 4
Vacancy Rate by Industry**

Industry	Regional Employment ¹	Vacancy Rate
Construction	14,735	4.5%
Healthcare & Social Services	44,636	3.7%
Information	8,589	3.0%
Professional & Technical Services	15,092	2.4%
Public Administration	17,071	2.3%
Transportation & Warehousing	10,752	2.3%
Arts, Entertainment & Recreation	6,485	2.2%
Accommodation & Food Services	23,416	1.8%
Manufacturing	27,963	1.8%
Personal Services	12,294	1.7%
Agriculture & Mining	1,848	1.6%
Utilities	1,084	1.3%
Wholesale & Retail Trade	63,081	1.1%
Administrative & Waste Services	21,269	1.0%
Finance, Insurance & Real Estate	51,983	0.8%
Educational Services	26,879	0.5%
Management	5,915	*

* Insufficient data reported

It is important to note the difference between the number of vacant positions and the vacancy rate. An industry may have a low vacancy rate but have many vacant positions. This is because, when compared to their total workforce, the number of vacant positions is small in comparison.

Figure 4 shows the vacancy rate and how many jobs are available per 100 filled positions by industry. The industries within the state with the highest vacancy rates are construction (4.5%), healthcare & social services (3.7%) and information (3.0%). These industries currently have relatively more vacant positions when compared to the size of their workforce. When looking at vacancy rates, it is important to understand the various reasons an industry might have many vacant positions open relative to their total staff.

**Figure 5
Vacancy Rate by Occupational Category**

Figure 5 breaks down the vacancy rate by occupational category. The categories with the highest vacancy rates are healthcare support (6.3%); personal care & service (5.9%); and construction & extraction (3.7%). The services and construction categories typically have high vacancy rates due to high employee turnover. Employers are constantly hiring for many of these positions, while the high vacancy rate for the healthcare category is usually attributed to growth in employment and lack of workforce. Total employment by occupational category may differ from total employment by industry because of confidentiality issues in employer surveys.

Occupational Category	Regional Employment ²	Vacancy Rate
Healthcare Support	8,450	6.3%
Personal Care & Service	9,650	5.9%
Construction & Extraction	12,540	3.7%
Architecture & Engineering	3,480	3.2%
Protective Service	6,350	3.0%
Healthcare Practitioner & Technical	19,240	2.7%
Computer & Mathematical Science	11,810	2.4%
Farming, Fishing & Forestry	660	2.4%
Installation, Maintenance & Repair	14,730	2.3%
Transportation & Material Moving	21,710	2.0%
Management	19,360	1.7%
Building & Grounds Cleaning & Maintenance	10,670	1.6%
Office & Administrative Support	65,510	1.4%
Arts, Design, Entertainment, Sports & Related	6,080	1.3%
Legal	2,750	1.1%
Sales & Related	38,600	1.1%
Community & Social Science	5,960	1.0%
Food Preparation & Serving Related	27,440	1.0%
Production	24,600	1.0%
Life, Physical & Social Science	2,690	0.9%
Business & Financial Operations	25,330	0.7%
Education, Training & Library	19,250	0.4%

¹ Annual 2012 total regional employment from Iowa Workforce Development

² Regional employment by occupational category computed from 2011-2012 Iowa Local Employment Dynamics

Figure 6 presents the Hiring Demand Index (HDI)³ by occupational category. The HDI is another way of looking at the workforce needs within the economy. The vacancy rate shows us the overall demand for workers, but can be misleading because of employee turnover. To account for this, we adjust the vacancy rate by employee turnover to see which industries or jobs are in high demand, using the following equation:

$$(Industry\ Vacancy\ Rate \div Avg.\ Vacancy\ Rate) \div (Industry\ Turnover\ Rate \div Avg.\ Turnover\ Rate)$$

Example: The farming, fishing & forestry occupational category has an above average vacancy rate of 2.4 percent, while the vacancy rate for all categories is 1.8 percent. This implies that the workers within the category have a greater hiring demand than workers in other occupational categories. However, the turnover rate for employees in this category (defined as how often the industry hires for the same job within a year) is also much higher than others. The category has a turnover rate of 32.6 percent, while the turnover rate for all occupations is 27.1 percent. The HDI for the farming, fishing & forestry occupational category, is calculated as follows:

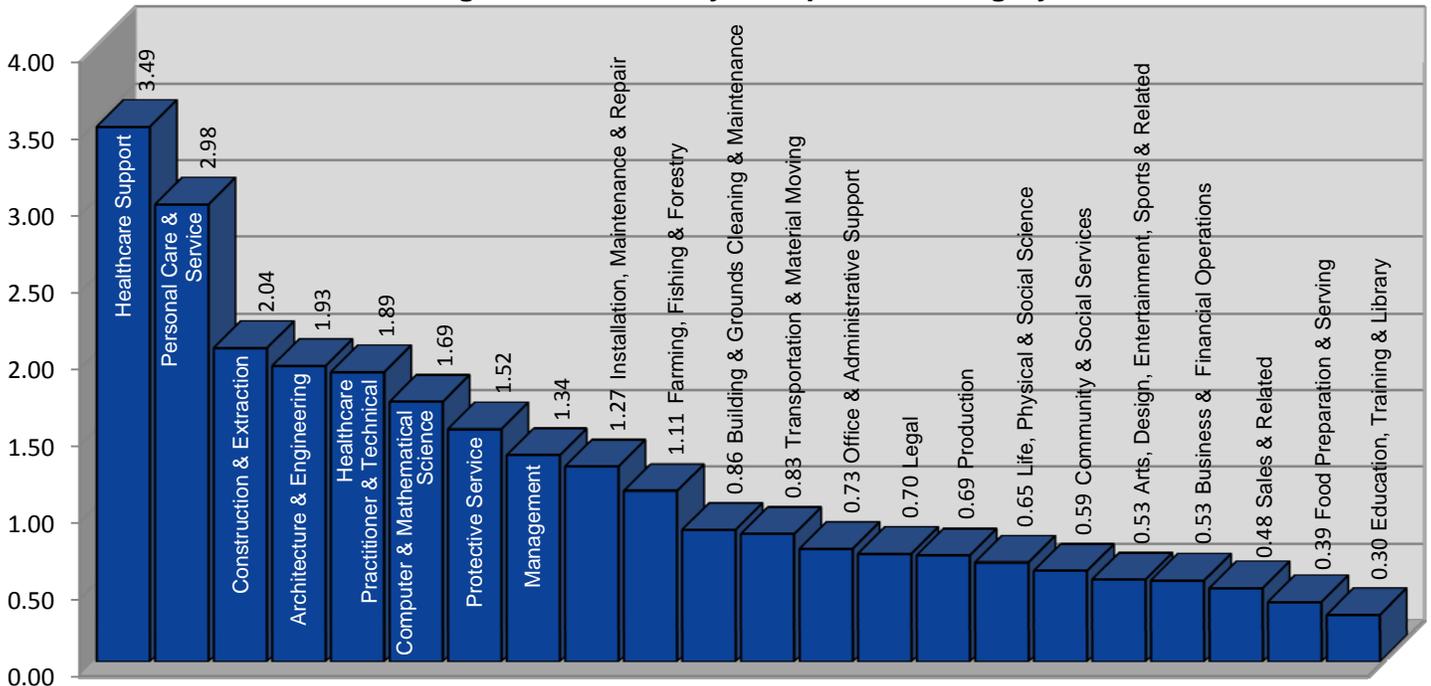
$$(2.4\% \div 1.8\%) \div (32.6\% \div 27.1\%) = 1.11$$

Using the HDI, we can see that the hiring demand for the farming, fishing & forestry occupations is not as high as it may have previously appeared. Note, the vacancy rate is calculated as the total estimated vacancies over the total estimated employment within the state. Using the average of the vacancy rates in each occupational category would be inaccurate due to very high and very low rates and the lack of data in some categories.

A value of one is the average demand for all industries or occupations. A value greater than one means a higher demand for workers, while a value lower than one means a lower than average demand for workers.

By comparing the Hiring Demand Index with the vacancy rates of an occupational category, we can see in which occupations is there a real unmet need for workers. It is also in these occupations that employers will need to pay a higher wage to attract qualified workers. This analysis can be an important tool for economic developers, policy-makers, educators and job seekers.

Figure 6
Hiring Demand Index by Occupational Category



*Insufficient data reported

³The Hiring Demand Index (HDI) adjusts industry vacancy rates, from this survey, by industry employee turnover rates which are computed from 2011 Iowa Local Employment Dynamics.

Requirements, Skills & Training

Employers were asked about the education/training and experience requirements of applicants for their reported job vacancies. The results for current job vacancies are shown below in **Figure 7** and **Figure 8**.

Figure 7
Education Required - Current Vacancies

Education Required	Percent
No Educational Requirement	15.7%
High School Education/GED	45.0%
Vocational/Technical Training	15.9%
Associate Degree	6.6%
Undergraduate Degree	13.6%
Postgraduate/Professional Degree	3.2%

Figure 8
Experience Required - Current Vacancies

Experience Required	Percent
No Experience Required	42.8%
Less than 1 Year	12.0%
1-2 Years	26.5%
3-5 Years	12.2%
More than 5 Years	6.5%

Employers were asked their perceptions on the degree to which job applicants possessed soft, basic and occupational skills. In addition, employers were asked if applicants, who may or may not possess the necessary skills for the job vacancy, were being disqualified due to the results of controlled substance testing or background checks. The results for all employers are shown below in **Figure 9**.

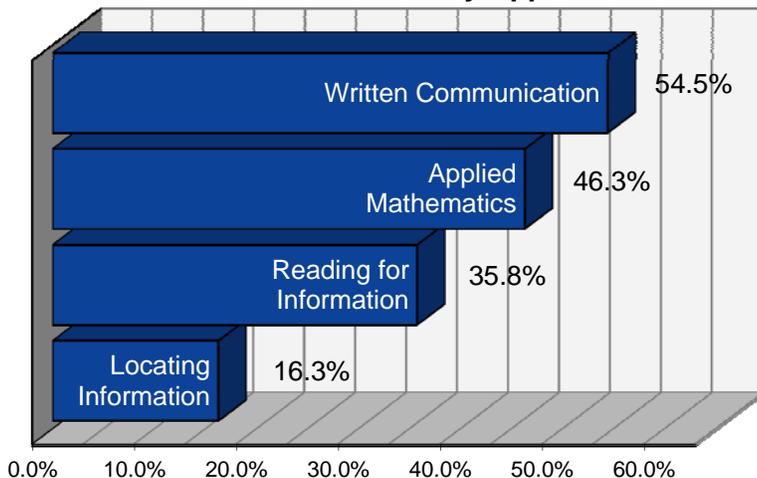
We can begin to analyze any workforce gaps by comparing the inventory of skills needed by employers and those skills held by the population of workers as presented in a Laborshed analysis. This gap is then analyzed and the necessary training and education programs can be formalized through a Skillshed study.

Figure 9
Perception of Applicants

Employer's Perceptions of Job Applicants	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
In general, applicants fulfill all necessary requirements for the job.	14.4%	34.9%	32.2%	13.8%	4.7%
In general, applicants possess the basic skills required for the job.	15.8%	40.7%	31.3%	10.5%	1.7%
In general, applicants possess the soft skills required for the job.	8.9%	31.6%	41.8%	14.5%	3.2%
In general, applicants possess the occupational skills required for the job.	9.7%	30.6%	36.1%	18.2%	5.4%
There is often a problem filling this position because applicants are disqualified due to controlled substance testing.	2.7%	6.1%	27.7%	19.4%	44.1%
There is often a problem filling this position because applicants are disqualified for failure to pass a background check.	5.5%	8.8%	28.5%	22.8%	34.4%

Figures 10, 11 and 12 break down basic, soft and occupational skills that employers reported were lacking by applicants to fill open positions.

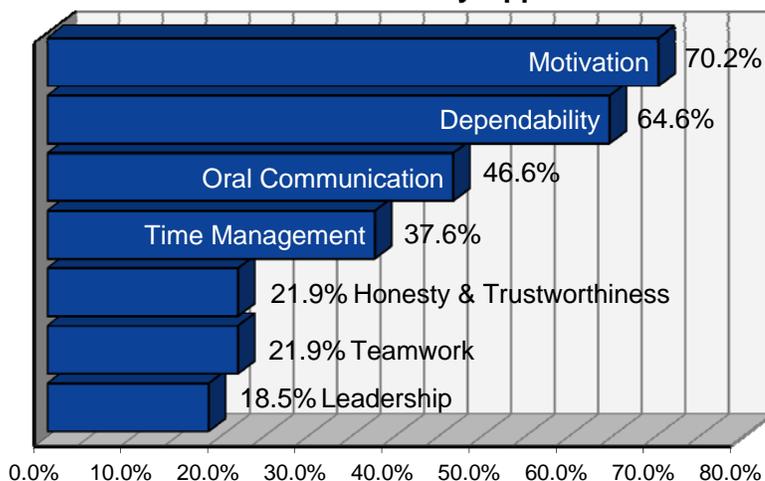
Figure 10
Basic Skills Lacked by Applicants



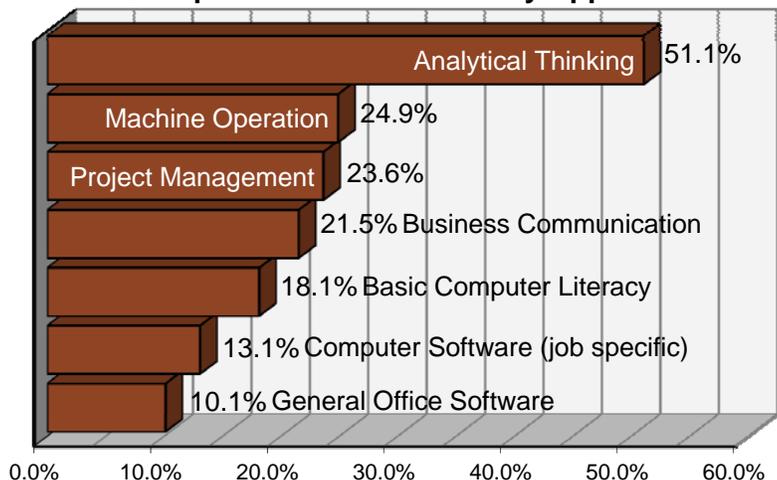
Basic skills are those skills developed during the elementary and middle part of an individual's education. These skills include literacy, numeracy (the ability to do arithmetic and reason with numbers), basic computer skills and organization. Over one-tenth (12.2%) of employers surveyed feel that applicants lack basic skills needed for the job. The Skilled Iowa initiative provides a means to benchmark and certify applicant's skills in Applied Mathematics, Reading for Information and Locating Information through the National Career Readiness Certificate testing program. More information on Skilled Iowa can be found at www.skillediowa.org.

Soft skills refer to skills associated with an individual’s habits, personality and character. Soft skills include timeliness, responsibility, integrity and self-esteem. Also included are interpersonal skills such as leadership ability, customer service and teamwork. Individuals with strong soft skills are better suited for working within an organization, as well as with customers and, therefore, are valued by employers. Less than one-fifth (17.7%) of employers surveyed feel that applicants lack soft skills needed for the job.

**Figure 11
Soft Skills Lacked by Applicants**



**Figure 12
Occupational Skills Lacked by Applicants**



Occupational skills are the technical and know-how skills that apply directly to a job. Occupational skills are often referred to as “hard skills” and are primarily job-specific. In general, occupational skills include analytical skills, managerial ability, physical ability, knowledgeable and experience. The exact meaning behind these skills varies, depending on the job in question. Under one-fourth (23.6%) of employers surveyed feel that applicants lack occupational skills needed for the job.

In the event that current or newly hired employees are lacking the soft, basic and occupational skills necessary to fill current job vacancies, employers were asked where they send employees to upgrade these skills. These results are listed in **Figure 13**.

**Figure 13
Where Additional Training is Offered**

Training Provider	Percent
In-house training	51.9%
Commercial training provider	22.3%
Employee self-directed training	21.1%
Online	21.0%
No training provided	14.4%
Other	10.1%
Trade school	9.0%
College/University	8.9%

Figure 13 indicates where employers are sending their employees for training to satisfy job requirements. When training is provided, most employers are currently using in-house training or commercial training providers. A majority (88.3%) of employers report taking employee input under consideration when planning what training to provide. More than one-fifth (20.1%) of employers also expressed an interest in working more closely with local education providers to implement training programs.

Recruitment

The time span from when a job vacancy becomes available to the time it is filled is referred to as the recruitment period.

Figure 14 details the recruitment periods reported by employers within the State of Iowa.

Figure 14
Recruitment Period for Current Vacancies

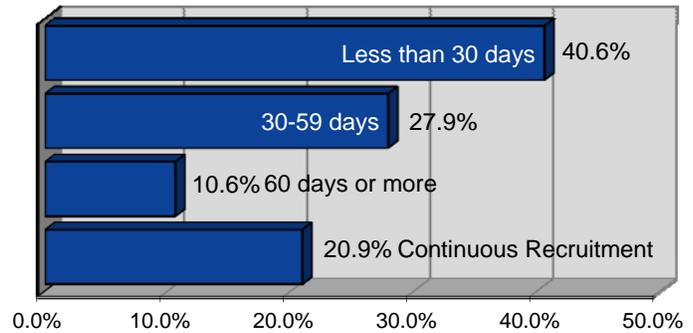
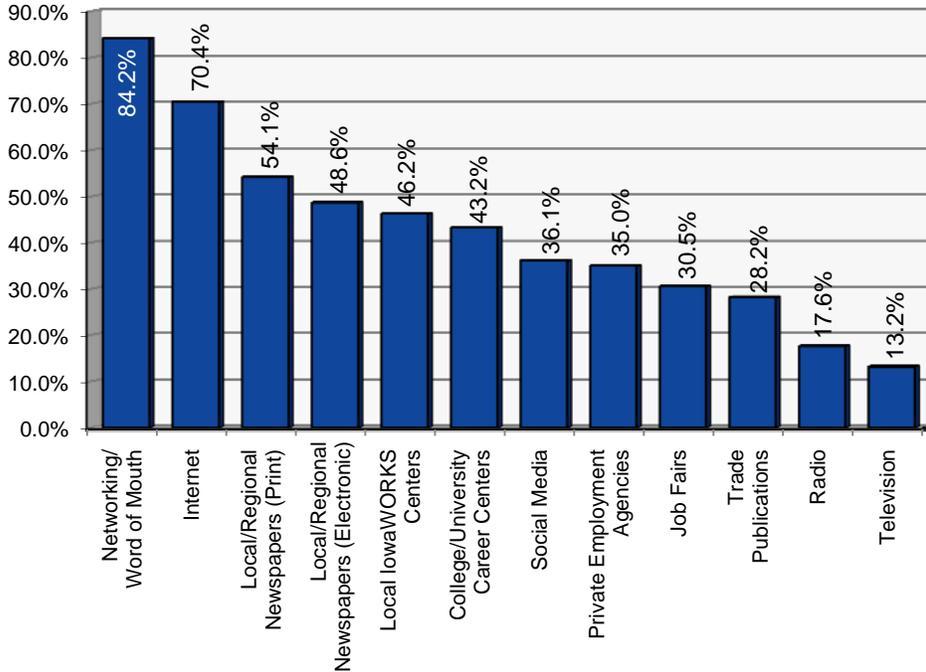


Figure 15
Recruitment Media Utilization



Employers who have a clear understanding of the job search resources used by workers in their respective industry will maximize their effectiveness and efficiency in attracting qualified applicants. Understanding and utilizing traditional and non-traditional advertising media will provide employers with a more focused and effective recruitment tool. Residents living in the state are exposed to numerous sources by which employers communicate job openings and new hiring. Therefore, it is important to understand what sources potential workers rely on when looking for jobs in the area.

Figure 15 details employer media use for recruitment purposes versus the media use of those looking for employment opportunities.

Employers utilized a variety of media to recruit potential employees. Respondents indicated that the most useful media outlets were networking/word of mouth, followed by the internet, print editions of local and regional newspapers, electronic editions of local/regional newspapers, local IowaWORKS centers, college/university career centers and social media.

Potential employees, on the other hand, were most likely to go first to the internet, followed by local/regional newspapers, networking/word of mouth, local IowaWORKS centers and private employment agencies when looking for jobs.

These mismatches in advertising versus search media usage can increase recruitment time periods and cost. More information on job search media usage can be found in the Greater Des Moines Partnership Laborshed Report (<http://www.iowaworkforce.org/imi/labsur/greaterdesmoinesregionalexecsum2012.pdf>).

Figure 16
Average Wages by Occupational Category

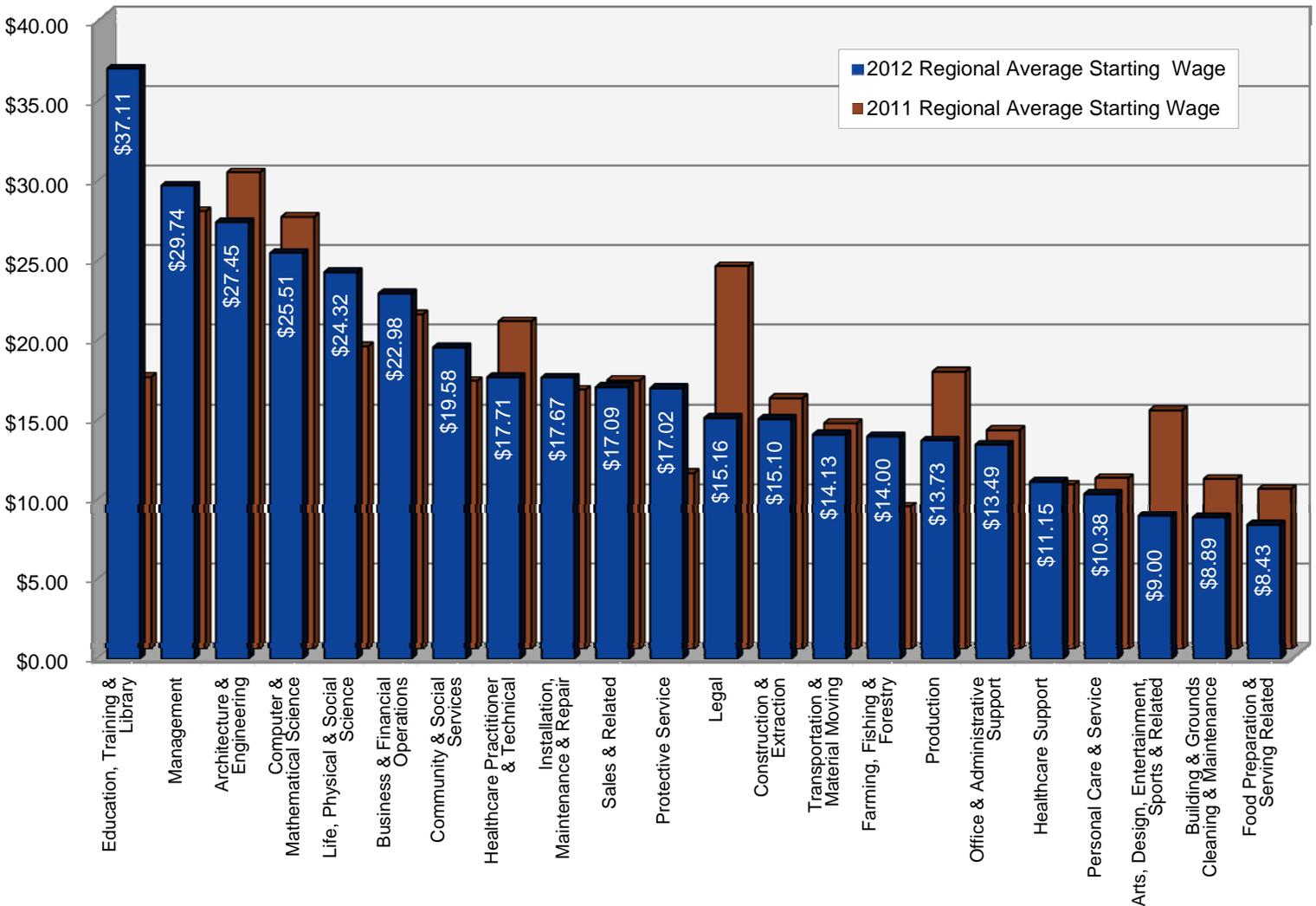


Figure 16 is the 2012 survey-reported average starting wages by occupational category with 2011 survey-reported average starting wages for comparison. This is important for job seekers in determining what jobs can provide a livable wage and have higher earning potential. Employers can use the information to determine their competitiveness with wages among all other categories. From the graph, we see that the education, training & library; management; architecture & engineering; and computer & mathematical science occupational categories pay the highest average starting wages. **Appendix A** (page 19) shows occupations in management; architecture & engineering; computer & mathematical science; business & financial operations; and healthcare practitioner & technical categories provide the highest entry level wages. More wage information including a comparison between average occupational wages to statewide average entry level wages and statewide average hourly wages can be found in **Appendix A**.

Benefits Offered

Employers may also use benefits to attract potential employees. Employers were asked about the types of benefits being offered for their current full time and part time job vacancies. These results are shown in **Figures 17, 18 & 19**.

Figure 17
Insurance Benefits Offered by Employers

Insurance Benefits Offered	Full-Time Positions	Part-Time Positions
Health/Medical	93.1%	11.8%
Prescription Drug Plans	78.5%	10.8%
Dental	70.1%	11.0%
Life Insurance	68.8%	10.8%
Accidental Death & Dismemberment	57.8%	8.8%
Long Term Disability	54.3%	8.2%
Short-Term Disability	46.7%	7.8%
Vision	40.4%	5.6%

Paid leave is another common form of employee benefit. Holiday leave varies by company in both the number of days and the particular holidays recognized. Some employers may also offer increased holiday pay in lieu of time off. Similarly, the specifics of maternity/paternity leave programs vary widely among different employers. Combined paid time off (PTO) refers to programs that allow employees to accumulate paid time off in a single pool to be used for either vacation or sick leave versus situations in which employees accrue time in separate pools.

Figure 19
Other Benefits Offered by Employers

Other Benefits Offered	Full-Time Positions	Part-Time Positions
Bonuses	68.3%	36.5%
Company Vehicle	64.3%	32.7%
Flex Spending Accounts/Cafeteria Plans	50.2%	15.8%
Retirement Package	48.6%	19.3%
Tuition Assistance	33.7%	10.5%
Uniform Allowances	30.7%	14.8%
Employee Assistance Program	27.2%	17.6%
Profit Sharing/Stock Options	24.8%	8.9%
Wellness Programs	18.6%	12.1%
Relocation/Moving Expenses	14.6%	2.3%
Shift Differential Pay	12.8%	7.7%
Childcare	3.3%	1.3%

The Regional Laborshed Analysis was used to identify current benefit packages being offered to employees within the state. These benefits include; health/medical insurance (92.4%), pension/retirement options (73.9%), dental coverage (59.3%), paid vacation (45.7%), vision coverage (39.4%), life insurance (35.2%), paid sick leave (27.5%), paid holidays (23.4%), disability insurance (19.3%), paid time off (8.0%) and prescription drug coverage (5.9%). Over three-quarters (78.0%) of the employers and employees are reported as sharing in the premium costs of health/medical insurance, 15.5 percent of the employers are reported as covering the entire cost of insurance premiums while 6.5 percent of the employers/employees have made other arrangements.

Insurance is a common benefit offered by employers. Different types of health care insurance (vision, dental, etc.) may be offered as part of an umbrella plan. Respondents were asked to indicate those separately if included in a combined package. Employers were not asked about workers compensation insurance as that program is intended to cover employer liability and not employee needs directly.

Figure 18
Paid Leave Benefits Offered by Employers

Paid Leave Benefits Offered	Full-Time Positions	Part-Time Positions
Holiday	91.2%	31.8%
Vacation	81.0%	21.5%
Bereavement/Funeral	77.1%	26.1%
Sick Leave	58.8%	16.2%
Combined Paid Time Off (PTO)	55.4%	17.5%
Maternity/Paternity	50.9%	16.0%
Personal Days/Floating Holidays	46.5%	14.2%
Training	40.5%	14.8%

In addition to insurance and paid leave employers offer a range of other benefits. Bonuses are common and are offered on a wide range of criteria including individual performance incentives, longevity awards and company-wide success. Company vehicle benefits include mileage reimbursement for the use of employee owned vehicles. Retirement packages may be either defined benefit (traditional pensions) or defined contribution (401K). Depending on the type of retirement package payments may or may not include either employer or employee matching contributions. Childcare benefits include both reimbursement programs and on-site facilities.

Future Plans

Employers were asked a series of questions about their plans for future payroll changes. They were asked whether they planned on increasing or decreasing the number of workers on payroll or if they planned to keep their workforce at its current strength, timeframe for the change, reasons for the change and jobs that would be affected by the change.

When analyzing reported workforce changes, it is important to note not only the specific reasons provided by employers but also the business and economic environment during which the employers were surveyed. Because of the great uncertainty surrounding the near-term economic health of the state, many employers were not able to state their workforce plans in any definite way.

Figure 20 shows the proportion of employers planning to expand, reduce or maintain the size of their workforce. Over two-thirds (70.6%) of employers are planning to keep the size of their workforce steady while 25.5 percent of employers plan to expand their workforce and only 3.9 percent plan to reduce their workforce.

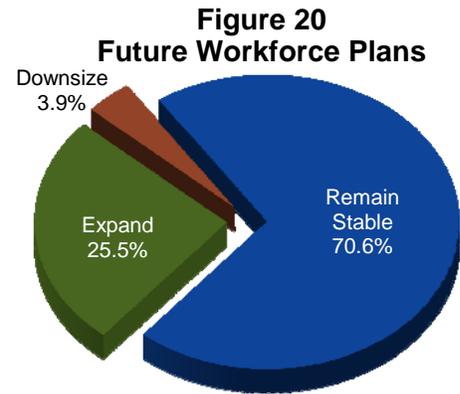


Figure 21
Net Reported Payroll Change

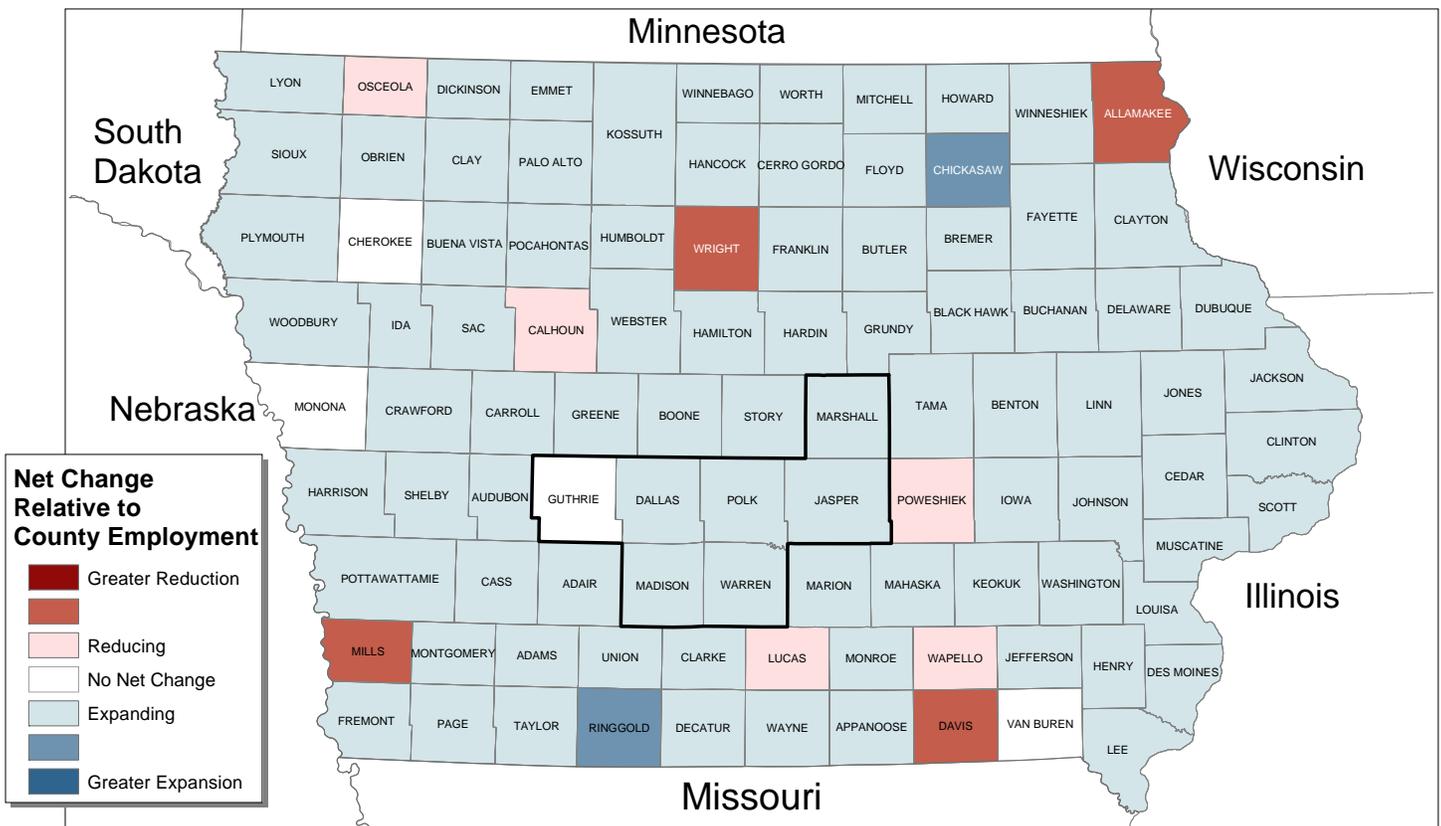


Figure 21 The Net Reported Payroll Change map shows the relative intensity of plans by employers to expand or reduce their workforces in each county in terms of total jobs to be created or cut, normalized by the total employment of the county. The darker red indicates greater expected reductions, relative to local employment, while the darker blue indicates counties in which employers plan to expand most heavily, relative to local employment. Counties in white indicate a net-zero or no response. Separate maps of expansion and reduction can be found in **Appendix B**.

Planned Workforce Expansion

Over one-fourth (25.5%) of the employers surveyed are planning to expand their workforce in the future. Of those employers planning on expanding their workforce, 53.1 percent indicated they were planning to do within 12 months, 32.7 percent indicated that they were planning to expand in one to two years, 10.0 percent are planning to expand in two to three years and 4.2 percent plan to expand in more than three years. Almost one-third (31.2%) of the companies planning to expand would be interested in working with a local education provider to set up a program for training/educating potential employees to fill these needs.

Figure 22
Reasons for Payroll Expansion
Ranked by Relative Importance

Reasons for Expansion
Meet current market demands
Increase share of existing market
Entry into new markets
Opening a new location
Insourcing of business operations
Reduction of overtime
Merger/Acquisition
Changes in tax or regulatory incentives

Respondents were asked to rank, in order of significance, possible reasons for expanding, maintaining or reducing the size of their workforce. **Figures 22, 23** and **27** (on page 13) show the average importance of reasons for each case.

Figure 22 compares employers' stated reasons for planning to increase the size of their workforce. The reasons indicated as being of the greatest importance in deciding to expand include meeting current market demands, increasing shares of existing markets and entry into new markets.

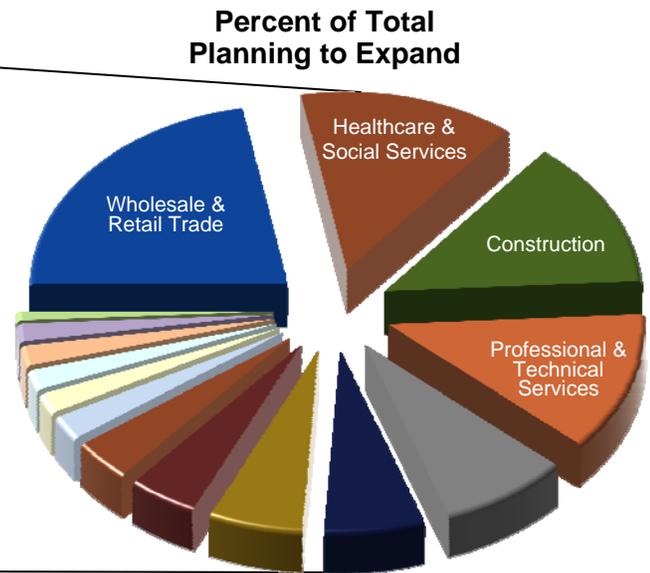
Figure 23
Constraints Preventing Payroll Expansion
Ranked by Relative Importance

Figure 23 compares employers' stated constraints to increasing the size of their workforce. The reasons indicated as being of the greatest importance in preventing the expansion of workforces include cost of additional labor, expenses related to benefits and competition within existing markets.

Impediments for Expansion
Cost of additional labor
Expense related to benefits
Competition within existing markets
Uncertainty in current market demands
Tax or regulatory issues
Lack of available skilled workforce
Limited access to capital
No desire to expand
Barriers to entering new markets
Insufficient space at current location/inability to find appropriate new location
Supply chain limitations
Planned merger/acquisition or business sale/transfer
Don't know steps/processes needed to expand

**Figure 24
Planned Payroll Expansion**

Industry	Percent of Each Industry	Percent of Total
Wholesale & Retail Trade	28.8%	22.1%
Healthcare & Social Services	31.6%	13.7%
Construction	29.3%	13.3%
Professional & Technical Services	30.6%	12.5%
Manufacturing	29.3%	8.1%
Finance, Insurance & Real Estate	18.1%	6.3%
Personal Services	18.4%	5.9%
Administrative & Waste Services	30.0%	4.4%
Transportation & Warehousing	32.3%	3.7%
Information	40.0%	2.2%
Accommodation & Food Services	8.9%	1.8%
Arts, Entertainment & Recreation	19.2%	1.8%
Educational Services	22.7%	1.8%
Public Administration	10.0%	1.6%
Agriculture & Mining	20.0%	0.8%
Management	*	*
Utilities	*	*



* Insufficient data reported

Figure 24 shows those employers who are planning to expand by industry. The “Percent of Each Industry” column shows what percentage of employers in each industry are planning to expand their payroll. The “Percent of Total” column shows what percentage of all businesses planning to expand their payroll is accounted for by each industry. For example, 31.6 percent of all businesses in the healthcare & social services industry are planning to expand their payroll in the future. Those businesses within the healthcare & social services industry make up 13.7 percent of all the businesses in the survey that are planning to expand their payrolls in the future.

**Figure 25
Timing of Planned Expansion**

Estimated Time for Expansion	Percent of Respondents
Within 12 months	53.1%
1-2 years	32.7%
2-3 years	10.0%
More than 3 years	4.2%

Figure 25 shows the timeframe for those employers who are planning to expand their payrolls.

**Figure 26
Planned Payroll Expansion by Occupational Category**

Occupational Category	Percent of Planned Expansion
Food Preparation & Serving Related	15.7%
Construction & Extraction	11.4%
Personal Care & Service	11.0%
Transportation & Material Moving	9.9%
Production	8.5%
Sales & Related	7.6%
Office & Administrative Support	6.5%
Installation, Maintenance & Repair	5.2%
Healthcare Support	4.5%
Healthcare Practitioner & Technical	3.8%
Management	3.0%
Building & Grounds Cleaning & Maintenance	2.5%
Architecture & Engineering	2.4%
Business & Financial Operations	2.1%
Computer & Mathematical Science	1.4%
Farming, Fishing & Forestry	1.3%
Legal	1.3%
Community & Social Science	0.5%
Education, Training & Library	0.5%
Life, Physical & Social Science	0.5%
Protective Service	0.3%
Arts, Design, Entertainment, Sports & Related	0.1%

* Insufficient data reported

Figure 26 shows the percent of planned expansion by occupational category. Office & administrative support represents the largest category among current vacancies (**Figure 2**, page 2) and the category accounts for 6.5 percent of the planned payroll expansion positions. Food preparation & serving related occupations, on the other hand, represent 4.6 percent of current vacancies and employers planning to expand their payrolls indicated they plan on increasing payroll most frequently within this category. The occupational categories that will be most affected are: food preparation & serving related, construction & extraction, personal care & service and transportation & material moving.

Planned Workforce Reduction

Very few (3.9%) of the employers surveyed are planning to reduce their workforce in the future. Of those employers planning on reducing their workforce, 89.7 percent indicated they were planning to do so within 12 months, 5.1 percent in the next one to two years, 2.6 percent in the next two to three years and 2.6 percent plan to reduce the size of their workforce in more than three years. Less than one-fifth (17.9%) of the companies planning to downsize would be interested in working with a local education provider to set up programs to train/educate employees to transition to new jobs.

Figure 27
Reasons for Workforce Reduction
Ranked by Relative Importance

Figure 27 compares employer's stated reasons for planning to reduce the size of their workforce. The reasons indicated as being of greatest importance in deciding to reduce the size of workforces include responding to reduced market demands, expenses related to benefits and changes in tax or regulatory burdens. Commonly cited other reasons for companies reducing their workforce include productivity improvements in technology.

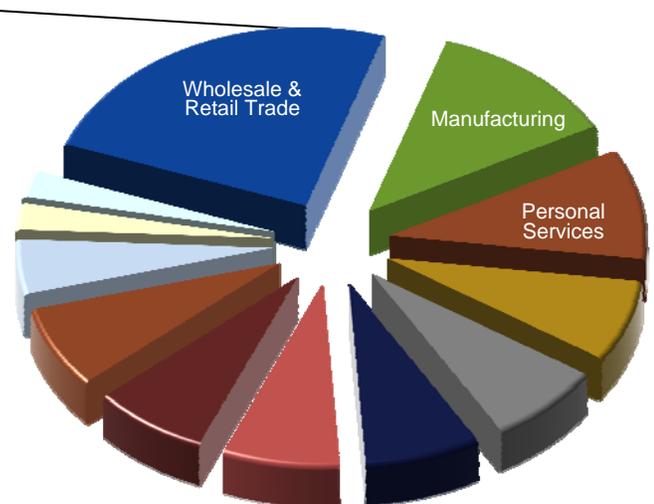
Reasons for Downsizing
Respond to reduced market demands
Expenses related to benefits
Changes in tax or regulatory burdens
Exit from existing markets or business division closing
Reduced profits from current operations
Reduced share of existing market
Business sale or closure
Closing an existing location
Outsourcing of business operations

The middle column in **Figure 28**, "Percent of Each Industry," shows what percentage of each industry is planning to reduce their payroll in the future. The far right column, "Percent of Total," shows what percentage of all businesses planning to reduce their payroll is accounted for by each industry. For example, 6.7 percent of all businesses in the manufacturing industry are planning to reduce their payroll in the future. Those businesses within the manufacturing industry make up 12.2 percent of all the businesses in the survey that are planning to reduce their payrolls in the future.

Figure 28
Planned Payroll Reduction

Industry	Percent of Each Industry	Percent of Total
Wholesale & Retail Trade	4.8%	24.4%
Manufacturing	6.7%	12.2%
Personal Services	4.6%	9.9%
Accommodation & Food Services	5.4%	7.3%
Construction	2.4%	7.3%
Educational Services	13.6%	7.3%
Finance, Insurance & Real Estate	3.2%	7.3%
Professional & Technical Services	2.7%	7.3%
Transportation & Warehousing	9.7%	7.3%
Healthcare & Social Services	1.7%	4.9%
Agriculture & Mining	10.0%	2.4%
Public Administration	2.5%	2.4%
Administrative & Waste Services	*	*
Arts, Entertainment & Recreation	*	*
Information	*	*
Management	*	*
Utilities	*	*

**Percent of Total
Planning to Downsize**



* Insufficient data reported

Retirement

Currently, there are 14,608 individuals over the age of 64 working throughout the Greater Des Moines Partnership area. They represent approximately 4.1 percent of the total workforce. The arts, entertainment & recreation (7.9%); educational services (5.9%); and personal services (5.3%) industries have the highest percentage of their workforce over the age of 64. There are more males than females in this portion of the workforce, with 51.3 and 48.7 percent respectively⁴.

Of those employees eligible to retire, almost all (93.6%) of them meet the current skill requirements of the positions they occupy. It's also notable that retirement eligibility requirements do vary by employer and industry.

While the number of retirees can be somewhat hard for employers to gauge as they look toward the future, **Figure 30** presents the annual estimated number of eligible retirees through 2016. Recognizing that some employees will not retire the year that they first become eligible, employers were asked not to double count employees who were eligible to retire in subsequent years.

There are an estimated 8,606 employees already eligible to retire who have remained in their positions. These retirement-eligible employees may be choosing to remain in the workforce due to their employer's retention efforts or due to personal reasons. According to the survey, an average of 0.6 percent of the region's workforce becomes eligible for retirement each year (2,152 divided by total employment of about 353,092 workers). Future analysis of trend data will help us understand how many retirement eligible workers are remaining in the workforce and for how long.

The future year estimates in subsequent reports will reflect employees who did not retire in the year they actually were eligible as they may choose to continue their employment because of retention efforts by employers.

Figure 30
Estimate of Those Newly Eligible to Retire

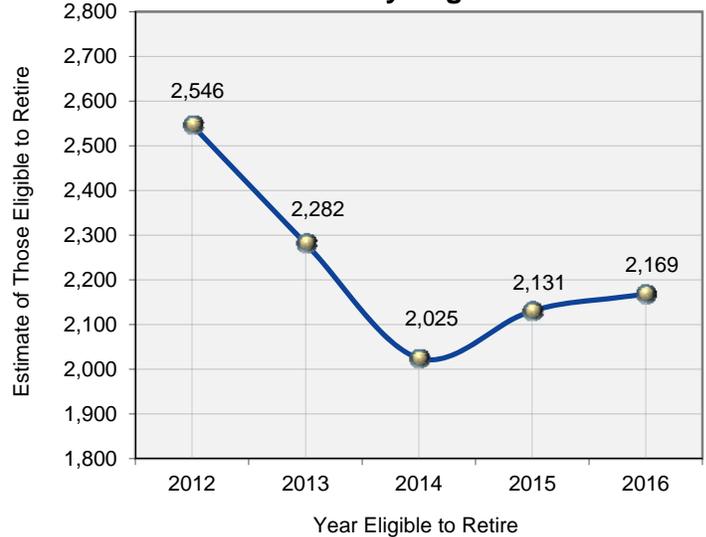


Figure 31 shows the estimated percentage of potential worker loss due to retirement by industry. In the next five years, there will be a significant number of workers eligible for retirement from the manufacturing, wholesale & retail trade, healthcare & social services and finance, insurance & real estate industries.

Figure 31
Retirement Eligibility by Industry

Industry	Percent of Expected Retirements
Manufacturing	18.1%
Wholesale & Retail Trade	15.4%
Healthcare & Social Services	14.4%
Finance, Insurance & Real Estate	11.1%
Professional & Technical Services	7.9%
Educational Services	6.4%
Construction	6.1%
Public Administration	6.1%
Personal Services	4.8%
Utilities	3.8%
Transportation & Warehousing	2.7%
Arts, Entertainment & Recreation	1.4%
Information	0.7%
Administrative & Waste Services	0.4%
Accommodation & Food Services	0.3%
Agriculture & Mining	0.3%
Management	0.1%



⁴ 2011-2012 Iowa Local Employment Dynamics

Figure 32
Retirement Eligibility within Each Occupational Category

Occupational Category	Percent Affected by Retirements
Management	19.0%
Office & Administrative Support	17.7%
Production	10.5%
Transportation & Material Moving	8.5%
Installation, Maintenance & Repair	7.9%
Healthcare Practitioner & Technical	6.3%
Sales & Related	5.7%
Business & Financial Operations	4.8%
Education, Training & Library	3.7%
Architecture & Engineering	3.3%
Construction & Extraction	1.8%
Healthcare Support	1.8%
Legal	1.8%
Computer & Mathematical Science	1.6%
Building & Grounds Cleaning & Maintenance	1.4%
Arts, Design, Entertainment, Sports & Related	1.1%
Personal Care & Service	0.9%
Protective Service	0.9%
Community & Social Science	0.7%
Farming, Fishing & Forestry	0.2%
Food Preparation & Serving Related	0.2%
Life, Physical & Social Science	0.2%

Figure 32 shows the percent of eligible retirement within each occupational category. Management positions represent the ninth largest occupational category among current vacancies (5.2%) (**Figure 2**, page 2) and is the largest occupational category among jobs potentially affected by retiring workers. While Personal care & service occupations make up 9.1 percent of the state’s current vacancies (**Figure 2**, page 2), they are not significantly affected by workers potentially retiring (0.9%). The occupational categories that will potentially be the most affected are: management, office & administrative support, production and transportation & material moving.

Over two-thirds (68.4%) of employers indicated that they are engaged in retiree retention efforts. **Figure 33** details employer responses regarding the strategies used to retain retirees. Nearly half (45.3%) of the employers are offering retirees flexible work schedules; followed by increased wages and/or bonuses; a change in duties/responsibilities; additional training to upgrade their skills; more recognition for work done; benefits to part-time employees; allowing telecommuting/working from home; seasonal work schedules; benefits to retirees; and other efforts.

Figure 33
Retiree Retention Efforts by Employers

Efforts to Keep/Attract Retirees	Percent
Flexible work schedules	45.3%
Increase wages and/or bonuses	42.9%
Change in duties/responsibilities	30.4%
Offer additional training	25.5%
More recognition	23.3%
Benefits to part-time employees	13.0%
Telecommuting/working from home	10.0%
Seasonal work schedules	9.8%
Benefits to retirees	5.4%
Other	0.7%

Figure 34
How Companies Plan to Replace Those Who Retire

Replacing Vacancies Due to Retirements	Percent
Combination of hiring outside workers and promoting from within the company	39.9%
Hire workers from outside of the company	31.7%
Not currently planning to fill these positions	17.9%
Promote employees from within the company	10.5%

Figure 34 shows how companies plan to fill vacant positions left behind from those who have retired. Of those who reported, 39.9 percent plan to use a combination of hiring outside workers along with promoting from within the company, 31.7 percent plan only to hire workers from outside the company, 17.9 percent do not currently plan on filling these positions and 10.5 percent plan on only promoting from within the company.

Conclusion

The Workforce Needs Assessment gives us an idea of the demand for workers within an industry. The survey shows a relative high demand in the healthcare & social services, wholesale & retail trade and construction industries. There are an estimated 1,647 vacancies in the healthcare & social services industry and another 672 in the wholesale & retail trade industry. Together these two industries account for over one-third (36.8%) of all vacancies in the Greater Des Moines Partnership area.

By occupational category the survey shows a relative high demand in the office & administrative support, personal care & service and healthcare support occupational categories. Office & administrative support occupations account for an estimated 945 vacant positions and personal care & service accounts for another 574 positions. Office & administrative support and personal care & service occupations together make up nearly one-fourth (24.1%) of the area's vacancies.

Over four-fifths (83.2%) of the current job vacancies reported require an education level at or below an associates degree. Almost one-fifth (16.8%) of current job vacancies require an undergraduate degree or higher. More than two-fifths (42.8%) of the current job vacancies reported require no experience, while 38.5 percent require experience totaling less than two years.

Positions open due to retirement have slightly higher education requirements. Slightly less than one-third (30.8%) of vacancies due to retirement require an undergraduate degree or higher. Similarly, positions open due to retirement require more experience. Less than one-fifth (15.4%) of vacancies due to retirement can be filled by those with no experience and 53.9 percent are open to applicants with some, but less than two years of, experience.

As a result of this survey, the region will be able to identify the gap between the existing workforce, the skills it possesses and the existing needs of industries. Identifying this gap will allow Iowa to assist community colleges, universities and other educational institutions in preparing upcoming workers with the necessary and appropriate skills to make them successful in the workforce.

This Workforce Needs Assessment Survey was conducted by Iowa Workforce Development's Regional Research & Analysis Bureau in partnership with the Iowa Association of Business and Industry.

Job Vacancies

The following section shows estimated vacancies for each reported job title utilizing data from the Workforce Needs Assessment Survey.

For more information use O*Net (<http://www.onetonline.org/>), which provides information on the following for each job title:

- Abilities
- Skills
- Education
- Tools & Technology Used
- Interests
- Wages & Employment - State/National
- Job Tasks
- Work Activities
- Job Zone
- Work Context
- Knowledge
- Work Styles
- Related Occupations
- Work Values

Figure 35
Estimated Reported Vacancies

Job Title	SOC Code	Estimated Vacancies
Personal Care Aides	39-9021	408
Registered Nurses	29-1141	249
Customer Service Representatives	43-4051	242
Nursing Assistants	31-1014	219
Home Health Aides	31-1011	204
Heavy and Tractor-Trailer Truck Drivers	53-3032	166
Correctional Officers and Jailers	33-3012	121
Light Truck or Delivery Services Drivers	53-3033	113
Loan Interviewers and Clerks	43-4131	113
Structural Iron and Steel Workers	47-2221	113
Construction Laborers	47-2061	91
Retail Salespersons	41-2031	91
Sales and Related Workers, All Other	41-9099	83
Tellers	43-3071	83
Combined Food Preparation and Serving Workers, Including Fast Food	35-3021	76
Heating, Air Conditioning, and Refrigeration Mechanics and Installers	49-9021	76
Production Workers, All Other	51-9199	76
Receptionists and Information Clerks	43-4171	76
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41-4011	76
Bookkeeping, Accounting, and Auditing Clerks	43-3031	68
Landscaping and Groundskeeping Workers	37-3011	68
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	37-2011	63
Computer Occupations, All Other	15-1199	60
Cooks, All Other	35-2019	60
Licensed Practical and Licensed Vocational Nurses	29-2061	60
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012	60
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	43-6014	60
Automotive Service Technicians and Mechanics	49-3023	52
Bus Drivers, Transit and Intercity	53-3021	52
Computer Systems Analysts	15-1121	52
Health Specialties Teachers, Postsecondary	25-1071	52
Stock Clerks and Order Fillers	43-5081	52
Waiters and Waitresses	35-3031	52
Amusement and Recreation Attendants	39-3091	44
Computer Software Engineers, Applications	15-1031	44
Plumbers, Pipefitters, and Steamfitters	47-2152	44
Sales Managers	11-2022	44
Table Continued, Next Page		

**Figure 35 (continued)
Estimated Reported Vacancies**

Job Title	SOC Code	Estimated Vacancies
Business Operations Specialists, All Other	13-1199	37
Childcare Workers	39-9011	37
Dietetic Technicians	29-2051	37
Industrial Machinery Mechanics	49-9041	37
Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	51-4081	37
Occupational Therapist Aides	31-2012	37
Office Clerks, General	43-9061	37
Social and Community Service Managers	11-9151	37
Accountants and Auditors	13-2011	29
Administrative Services Managers	11-3011	29
Anesthesiologists	29-1061	29
Assemblers and Fabricators, All Other	51-2099	29
Cargo and Freight Agents	43-5011	29
Cashiers	41-2011	29
Coaches and Scouts	27-2022	29
Computer Programmers	15-1131	29
Driver/Sales Workers	53-3031	29
Financial Managers	11-3031	29
First-Line Supervisors of Food Preparation and Serving Workers	35-1012	29
Hairdressers, Hairstylists, and Cosmetologists	39-5012	29
Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	47-3015	29
Marketing Managers	11-2021	29
Police and Sheriff's Patrol Officers	33-3051	29
Telecommunications Equipment Installers and Repairers, Except Line Installers	49-2022	29
Telemarketers	41-9041	29
Therapists, All Other	29-1129	29
Veterinary Technologists and Technicians	29-2056	29
Architectural and Civil Drafters	17-3011	23
Bartenders	35-3011	23
Carpenters	47-2031	23
Community and Social Service Specialists, All Other	21-1099	23
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	51-4031	23
Firefighters	33-2011	23
First-Line Supervisors of Construction Trades and Extraction Workers	47-1011	23
First-Line Supervisors of Helpers, Laborers, and Material Movers, Hand	53-1021	23
First-Line Supervisors of Office and Administrative Support Workers	43-1011	23
Floor Layers, Except Carpet, Wood, and Hard Tiles	47-2042	23
Hotel, Motel, and Resort Desk Clerks	43-4081	23
Laborers and Freight, Stock, and Material Movers, Hand	53-7062	23
Marriage and Family Therapists	21-1013	23
Mechanical Engineers	17-2141	23
Mobile Heavy Equipment Mechanics, Except Engines	49-3042	23
Network and Computer Systems Administrators	15-1142	23
Occupational Therapists	29-1122	23
Phlebotomists	31-9097	23
Printing Press Operators	51-5112	23
Recreation Workers	39-9032	23
Securities, Commodities, and Financial Services Sales Agents	41-3031	23
Septic Tank Servicers and Sewer Pipe Cleaners	47-4071	23
Sheet Metal Workers	47-2211	23
Software Developers, Applications	15-1132	23
Audio and Video Equipment Technicians	27-4011	15
Automotive Body and Related Repairers	49-3021	15
Bus and Truck Mechanics and Diesel Engine Specialists	49-3031	15
Chief Executives	11-1011	15
Claims Adjusters, Examiners, and Investigators	13-1031	15
Computer and Information Systems Managers	11-3021	15
Computer User Support Specialists	15-1151	15

Table Continued, Next Page

**Figure 35 (continued)
Estimated Reported Vacancies**

Job Title	SOC Code	Estimated Vacancies
Cooks, Restaurant	35-2014	15
Credit Analysts	13-2041	15
Crossing Guards	33-9091	15
Dental Assistants	31-9091	15
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	45-2092	15
First-Line Supervisors of Mechanics, Installers, and Repairers	49-1011	15
Food Service Managers	11-9051	15
General and Operations Managers	11-1021	15
Human Resources Managers	11-3121	15
Industrial Engineers	17-2112	15
Industrial Production Managers	11-3051	15
Labor Relations Specialists	13-1075	15
Legislators	11-1031	15
Library Assistants, Clerical	43-4121	15
Maids and Housekeeping Cleaners	37-2012	15
Mail Clerks and Mail Machine Operators, Except Postal Service	43-9051	15
Market Research Analysts and Marketing Specialists	13-1161	15
Mechanical Door Repairers	49-9011	15
Medical and Health Services Managers	11-9111	15
Medical Assistants	31-9092	15
Nonfarm Animal Caretakers	39-2021	15
Operating Engineers and Other Construction Equipment Operators	47-2073	15
Packers and Packagers, Hand	53-7064	15
Paralegals and Legal Assistants	23-2011	15
Parts Salespersons	41-2022	15
Paving, Surfacing, and Tamping Equipment Operators	47-2071	15
Physician Assistants	29-1071	15
Public Relations and Fundraising Managers	11-2031	15
Public Relations Specialists	27-3031	15
Security and Fire Alarm Systems Installers	49-2098	15
Training Development Specialists	13-1151	15
Welders, Cutters, Solderers, and Brazers	51-4121	15
Wholesale and Retail Buyers, Except Farm Products	13-1022	15
Actuaries	15-2011	8
Aircraft Mechanics and Service Technicians	49-3011	8
Architectural and Engineering Managers	11-9041	8
Art Directors	27-1011	8
Bakers	51-3011	8
Billing and Posting Clerks and Machine Operators	43-3021	8
Cement Masons and Concrete Finishers	47-2051	8
Child, Family, and School Social Workers	21-1021	8
Computer Network Architects	15-1143	8
Computer Network Support Specialists	15-1152	8
Computer, Automated Teller, and Office Machine Repairers	49-2011	8
Construction and Building Inspectors	47-4011	8
Cooks, Fast Food	35-2011	8
Cooks, Institution and Cafeteria	35-2012	8
Cost Estimators	13-1051	8
Counter and Rental Clerks	41-2021	8
Court, Municipal, and License Clerks	43-4031	8
Database Administrators	15-1141	8
Dishwashers	35-9021	8
Dispatchers, Except Police, Fire, and Ambulance	43-5032	8
Drafters, All Other	17-3019	8
Earth Drillers, Except Oil and Gas	47-5021	8
Electrical and Electronic Engineering Technicians	17-3023	8
Electrical Engineers	17-2071	8
Electrical Power-Line Installers and Repairers	49-9051	8

Table Continued, Next Page

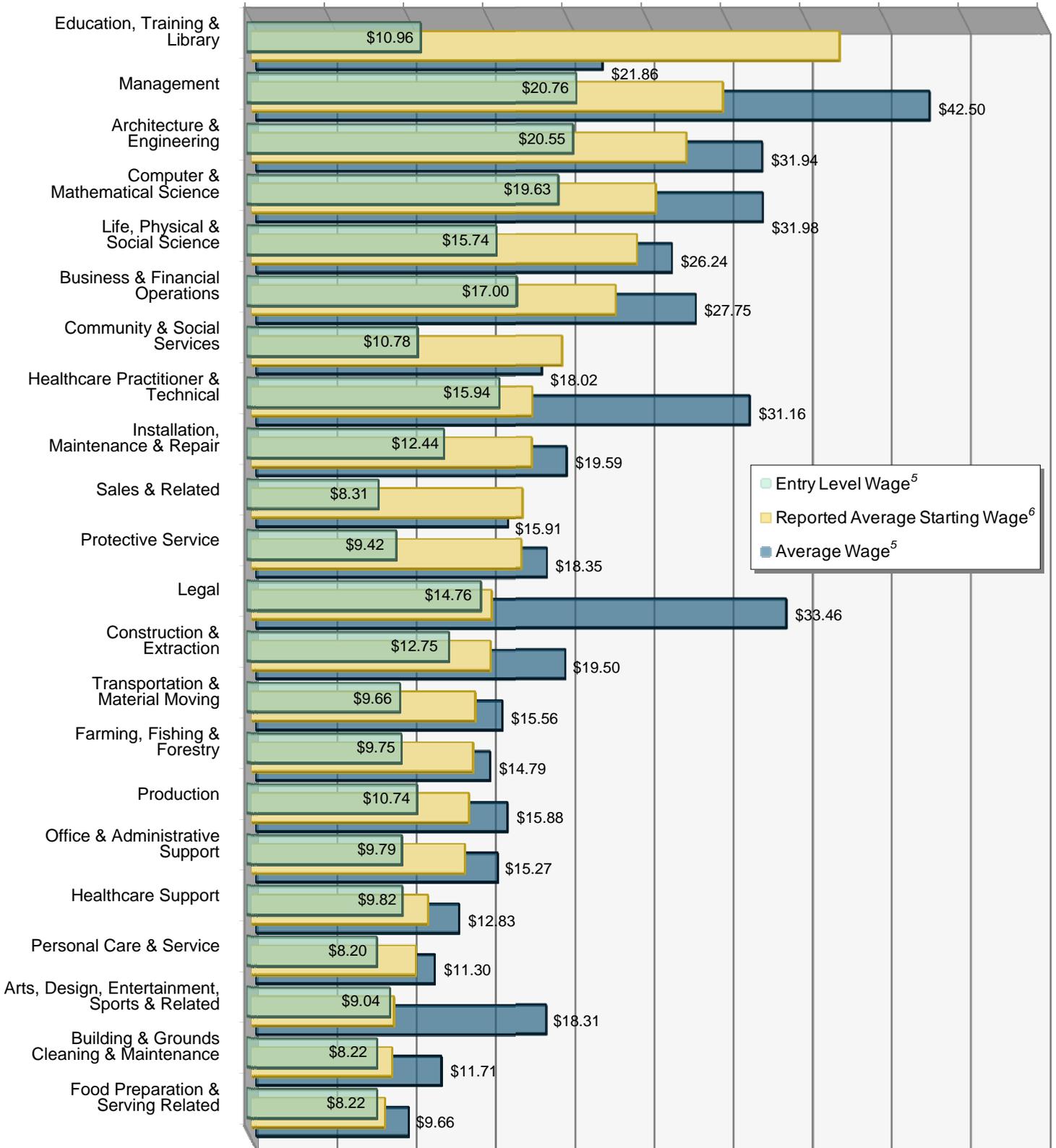
**Figure 35 (continued)
Estimated Reported Vacancies**

Job Title	SOC Code	Estimated Vacancies
Electricians	47-2111	8
Engineering Technicians, Except Drafters, All Other	17-3029	8
Environmental Engineers	17-2081	8
Epidemiologists	19-1041	8
File Clerks	43-4071	8
Financial Specialists, All Other	13-2099	8
First-Line Supervisors of Landscaping, Lawn Service, and Groundskeeping Workers	37-1012	8
First-Line Supervisors/Managers of Personal Service Workers	39-1021	8
Food Preparation Workers	35-2021	8
Food Scientists and Technologists	19-1012	8
Furniture Finishers	51-7021	8
Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	17-2111	8
Highway Maintenance Workers	47-4051	8
Human Resources Assistants, Except Payroll and Timekeeping	43-4161	8
Industrial Engineering Technicians	17-3026	8
Industrial Truck and Tractor Operators	53-7051	8
Information and Record Clerks, All Other	43-4199	8
Installation, Maintenance, and Repair Workers, All Other	49-9099	8
Instructional Coordinators	25-9031	8
Insurance Appraisers, Auto Damage	13-1032	8
Insurance Claims and Policy Processing Clerks	43-9041	8
Interviewers, Except Eligibility and Loan	43-4111	8
Laundry and Dry-Cleaning Workers	51-6011	8
Lawyers	23-1011	8
Legal Secretaries	43-6012	8
Librarians	25-4021	8
Management Analysts	13-1111	8
Medical Records and Health Information Technicians	29-2071	8
Medical Secretaries	43-6013	8
Merchandise Displayers and Window Trimmers	27-1026	8
Millwrights	49-9044	8
Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	51-4072	8
Morticians, Undertakers, and Funeral Directors	39-4031	8
New Accounts Clerks	43-4141	8
Nurse Practitioners	29-1171	8
Occupational Therapist Assistants	31-2011	8
Opticians, Dispensing	29-2081	8
Order Clerks	43-4151	8
Payroll and Timekeeping Clerks	43-3051	8
Physical Therapists	29-1123	8
Probation Officers and Correctional Treatment Specialists	21-1092	8
Production, Planning, and Expediting Clerks	43-5061	8
Respiratory Therapists	29-1126	8
Sales Engineers	41-9031	8
Sales Representatives, Services, All Other	41-3099	8
Social Science Research Assistants	19-4061	8
Surgical Technologists	29-2055	8
Title Examiners, Abstractors, and Searchers	23-2093	8
Transportation, Storage, and Distribution Managers	11-3071	8
Travel Agents	41-3041	8
Tree Trimmers and Pruners	37-3013	8
Veterinary Assistants and Laboratory Animal Caretakers	31-9096	8
Vocational Education Teachers, Postsecondary	25-1194	8
Web Developers	15-1134	8
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	51-4122	8
Estimated Total Vacancies		6,302

* Totals may vary due to rounding methods

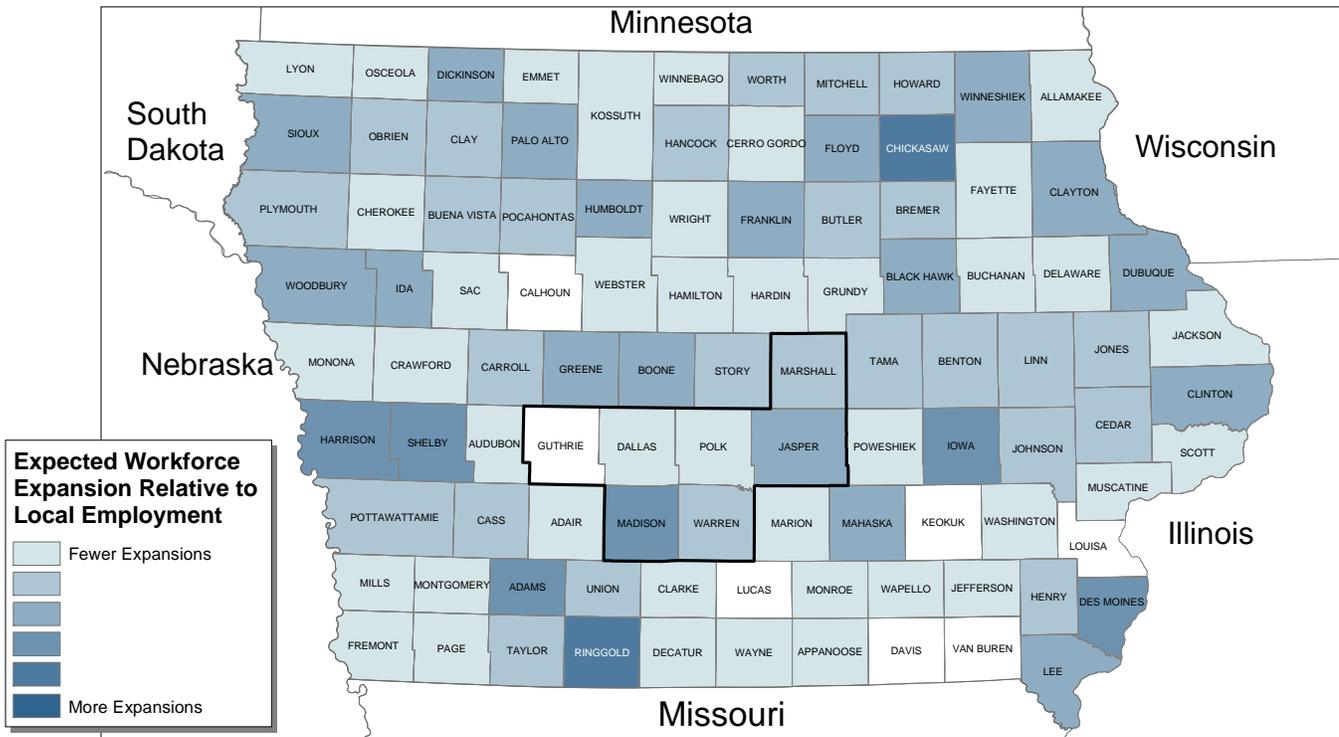
Average Regional Starting Wages Compared to Statewide Entry Level & Statewide Average Hourly Wages

\$0.00 \$5.00 \$10.00 \$15.00 \$20.00 \$25.00 \$30.00 \$35.00 \$40.00 \$45.00 \$50.00



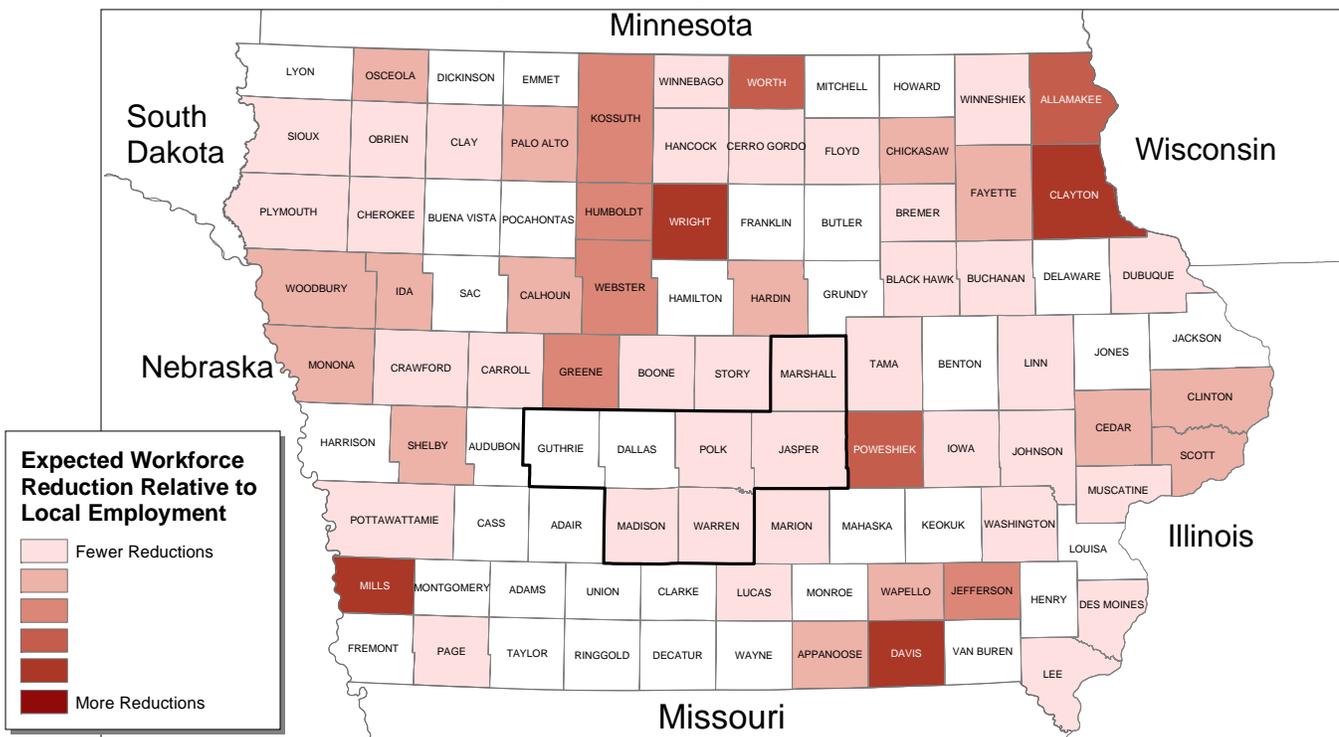
⁵Entry Level Wage and Average Wage taken from 2012 Iowa Wage Survey.
⁶Average Starting Wage is taken from the Workforce Needs Assessment survey data.

Reported Payroll Expansion



The Reported Payroll Expansion map shows the relative intensity of plans by employers to expand their workforce in each county, normalized by the total employment of the county. The darker the shade of blue, the greater expected new hires relative to local employment.

Reported Payroll Reduction



The Reported Payroll Reduction map (above) shows the relative intensity of plans by employers to reduce their workforce in each county, normalized by the total employment of the county. The darker the shade of red, the greater expected reductions relative to local employment.



Iowa Workforce Development
Labor Market & Workforce Information Division
Regional Research & Analysis Bureau
1000 E. Grand Avenue
Des Moines, Iowa 50319
(515) 281-4896
www.iowaworkforce.org