



**Southern Iowa's
Regional Laborshed
Analysis**

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A Study of Workforce Characteristics
Released November 2011

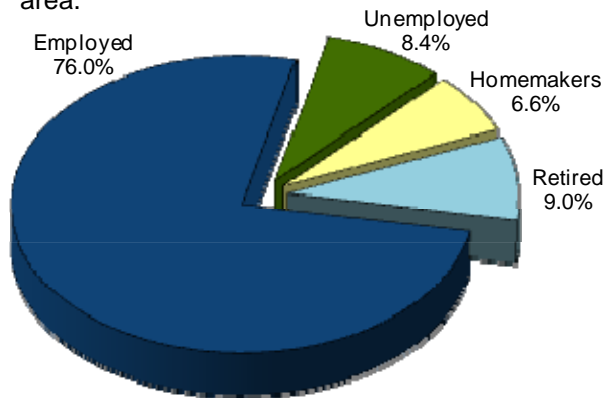
Laborshed Studies

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 Adams, Clarke, Decatur, Lucas, Madison, Ringgold, Taylor, Union, and Wayne County Laborshed studies (2,422 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 healthcare/social services; education; and wholesale & retail trade.

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



Total Potential Labor Force: 345,322
(entire Regional Commuting Area)

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
- 3.6% Mismatch of skills
- 1.7% Low income
- 6.4% 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

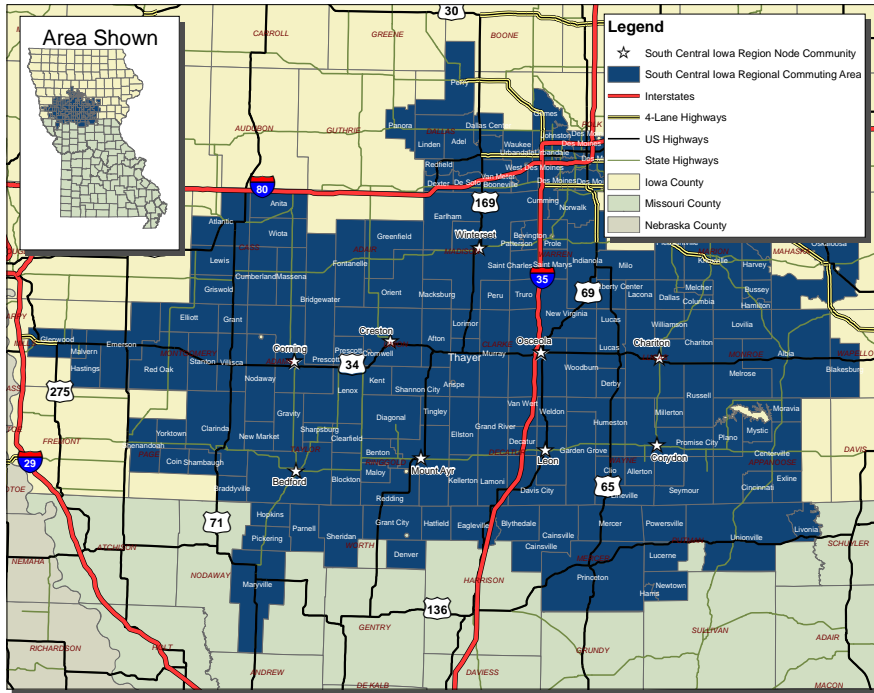
Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Healthcare/Social Services	15.9%	41,729	80.7%	25.8%	8.0%
Education	15.1%	39,629	79.7%	19.0%	2.8%
Wholesale & Retail Trade	12.8%	33,593	71.1%	29.4%	10.6%
Manufacturing	11.4%	29,919	73.4%	29.5%	9.3%
Public Administration/Government	9.0%	23,620	80.6%	19.3%	3.2%
Finance, Insurance, & Real Estate	7.7%	20,208	79.5%	28.9%	8.1%
Transportation, Communication, & Utilities	6.9%	18,109	70.8%	21.1%	8.7%
Personal Services	5.9%	15,484	75.0%	31.3%	6.8%
Agriculture	5.3%	13,910	88.0%	15.9%	3.0%
Professional Services	4.5%	11,810	72.8%	21.3%	13.6%
Construction	4.3%	11,285	82.6%	25.4%	14.0%
Entertainment & Recreation	1.0%	2,624	69.6%	62.5%	4.3%
Other (Non-profit, Religious, Military, etc.)	0.2%	525	50.0%	*	*

**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 healthcare & social services industry as shown in the table above.

Occupations	% within Region
Management	18.7%
Office & Administrative Support	15.5%
Education, Training, & Library	9.9%
Production	7.9%
Healthcare Practitioner & Technical	7.0%
Sales & Related	5.1%
Business & Financial Operations	4.9%
Transportation & Material Moving	4.2%
Food Preparation & Serving Related	3.6%
Construction & Extraction	2.8%
Installation, Maintenance, & Repair	2.7%
Personal Care & Service	2.6%
Computer & Mathematical Science	2.4%
Healthcare Support	2.4%
Building/Grounds Cleaning & Maintenance	1.8%
Life, Physical, & Social Science	1.7%
Community & Social Services	1.5%
Architecture & Engineering	1.2%
Arts, Design, Entertainment, Sports, & Related	1.2%
Farming, Fishing, & Forestry	1.1%
Protective Service	1.0%
Legal	0.7%
Military Specific	0.1%

South Central Iowa Area Partnership Laborshed Area



Quick Facts

(Employed - willing to change employment)

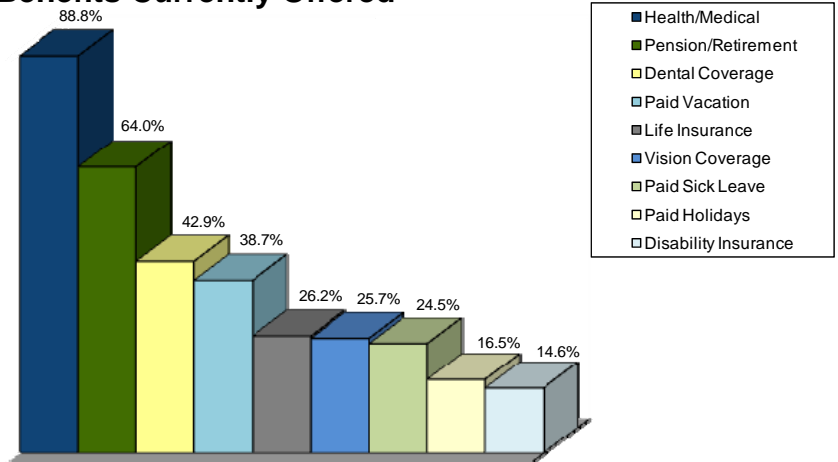
- 25.3% are willing to change employment
- 18.5% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 34.4% currently working in the professional, paraprofessional, & technical occupational category, followed by 17.7% in the production, construction, & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - *The Des Moines Register*
 - *Creston News Advertiser*
 - Networking through friends, family, or acquaintances
 - Local Iowa Workforce Development Centers

Those who are willing to change employment in the South Central Iowa Area Partnership region are willing to commute an average of 27 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 (73.1%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 18.8 percent indicate their employer pays the entire cost of insurance premiums.



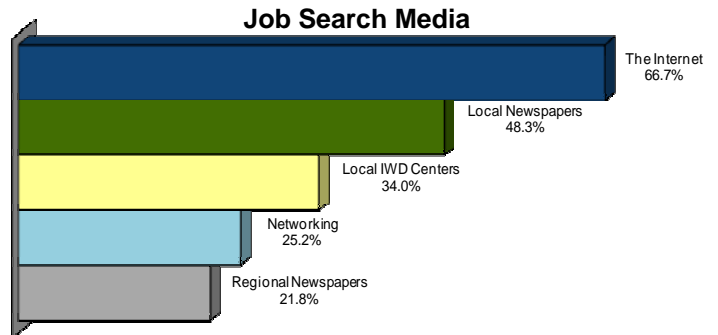
Education and Current Median Wage Characteristics by Industry

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	59.0%	10.0%	22.0%	3.0%	\$32,000	\$11.50
Construction	47.7%	11.6%	14.0%	1.2%	\$40,000	\$17.35
Manufacturing	56.0%	13.5%	16.6%	1.9%	\$50,000	\$14.50
Transportation, Communication, & Utilities	67.1%	13.7%	18.6%	3.1%	\$52,750	\$17.30
Wholesale & Retail Trade	59.1%	12.0%	14.6%	1.7%	\$44,000	\$8.72
Finance, Insurance, & Real Estate	75.8%	14.3%	30.5%	6.2%	\$50,000	\$13.50
Healthcare & Social Services	75.5%	18.7%	18.3%	12.8%	\$54,000	\$14.00
Personal Services	63.6%	11.4%	15.9%	6.1%	\$30,000	\$9.97
Entertainment & Recreation	65.2%	17.4%	21.7%	4.3%	*	\$9.00
Professional Services	78.6%	13.6%	20.3%	20.4%	\$51,000	\$12.75
Public Administration & Government	73.7%	11.3%	24.2%	8.6%	\$50,000	\$18.00
Education	87.7%	5.1%	31.7%	38.9%	\$45,000	\$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

- 8.4% of the region are unemployed
- 75.4% are willing to accept employment
- 45.1% have become unemployed within the last year;
- Average age is 46 years old
- 58.2% are female and 41.8% are male
- Education:
 - 59.4% have some post high school education
 - 5.9% are trade certified
 - 3.3% completed vocational training
 - 7.8% have an associate degree
 - 12.5% have an undergraduate degree
 - 8.5% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.67 to \$12.00 per hour with a median lowest wage considered of \$10.00 per hour
- 80.1% expressed interest in temporary employment opportunities
- 78.8% expressed interest in seasonal employment opportunities
- 47.4% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 26 miles one way for the right opportunity
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 90.2%
 - Dental coverage - 37.9%
 - Pension/retirement options - 33.3%
 - Paid vacation - 28.0%
 - Vision coverage - 19.7%
 - Life insurance - 10.6%
 - Paid holidays - 9.8%
 - Paid sick leave - 9.8%
 - Prescription drug coverage - 5.3%
 - Disability insurance - 4.5%
- 63.2% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with



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