

# Western Iowa Advantage Regional Laborshed Analysis



A Study of Workforce Characteristics  
Released November 2008

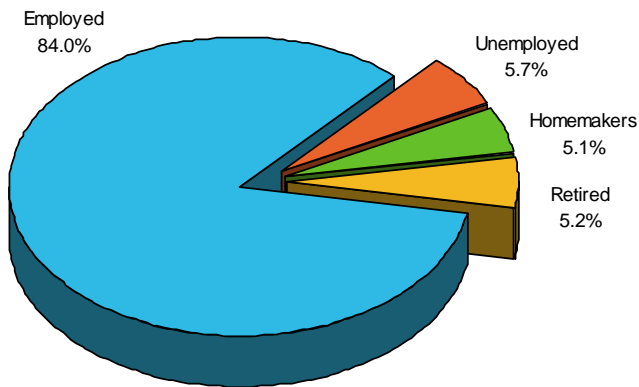
# Laborshed Studies

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 Adair, Audubon, Carroll, Crawford, Greene, Guthrie, Ida, and Sac County Laborshed Studies. 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 production occupational categories. The top industries are health care & social services, education; manufacturing; wholesale & retail trade; and agriculture, forestry, & mining.

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



Occupations	% within Region
Management	16.7%
Office & Administrative Support	15.8%
Production	11.5%
Education, Training, & Library	9.0%
Health Care Practitioner & Technical	6.9%
Sales & Related	4.5%
Health Care Support	4.1%
Business & Financial Operations	3.8%
Installation, Maintenance, & Repair	3.8%
Construction & Extraction	3.6%
Food Preparation & Serving Related	3.6%
Transportation & Material Moving	3.5%
Building/Grounds Cleaning & Maintenance	2.3%
Personal Care & Service	2.0%
Community & Social Services	1.9%
Life, Physical, & Social Science	1.3%
Arts, Design, Entertainment, Sports, & Related	1.3%
Computer & Mathematical Science	1.1%
Protective Service	0.9%
Farming, Fishing, & Forestry	0.9%
Architecture & Engineering	0.8%
Legal	0.7%

### Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; 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 worked for higher wages at previous employment.

- 1.3% Inadequate hours
- 1.7% Mismatch of skills
- 1.3% Low income
- 4.1% Total estimated underemployment

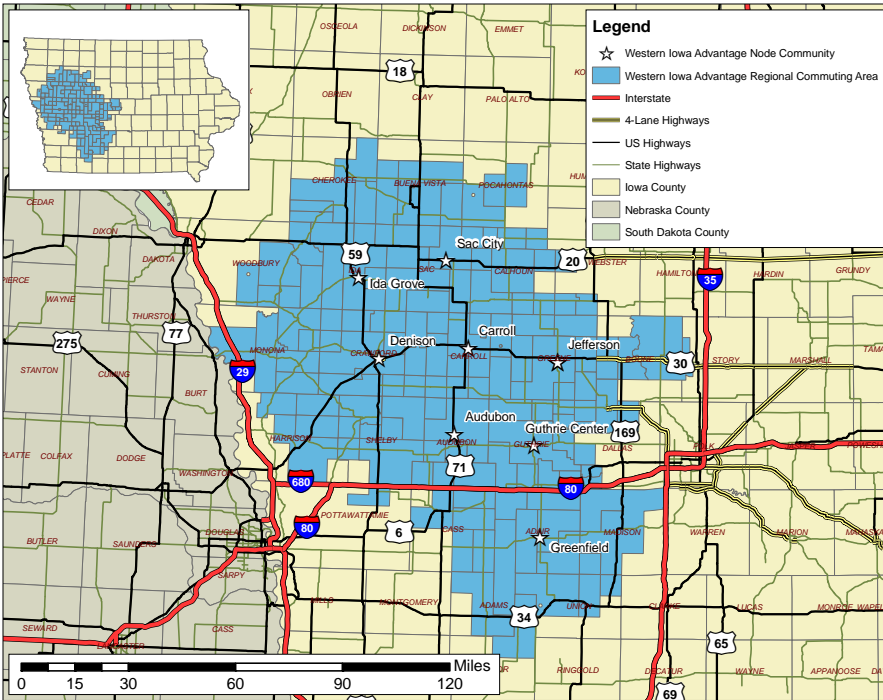
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

### Industrial Classification of the Employed

Industry	% within Region
Health Care & Social Services	16.9%
Education	13.4%
Manufacturing	12.6%
Wholesale & Retail Trade	10.1%
Agriculture, Forestry, & Mining	9.8%
Government & Public Administration	8.5%
Transportation, Communications, & Public Utilities	7.0%
Finance, Insurance, & Real Estate	6.9%
Personal Services	4.8%
Professional Services	4.7%
Construction	4.3%
Other (military, non-profit, etc.)	0.8%
Entertainment & Recreation	0.2%

Survey respondents from the Western Iowa Advantage region were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in health care/social services industry as shown in the table at left.

# Western Iowa Advantage Region Commuting Area



Those who are willing to change or accept employment in the Western Iowa Advantage Region are willing to commute an average of 27 miles one way for employment opportunities.

## Quick Facts:

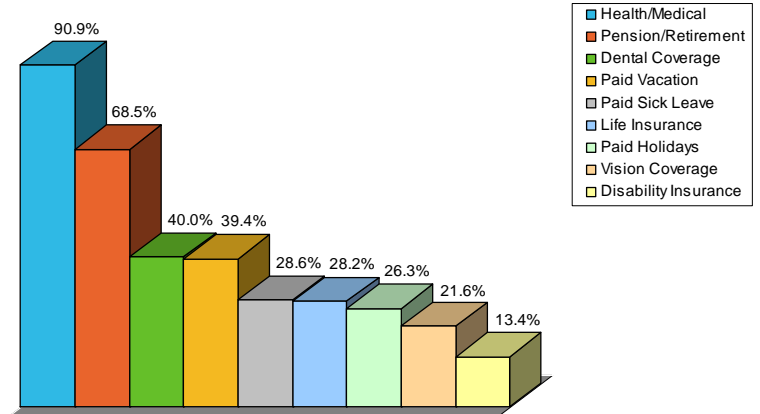
*(Employed - willing to change employment)*

- 18.2% are working multiple jobs;
- Currently working an average of 43 hours per week;
- Average age is 45 years old;
- 27.0% currently working within the production, construction, & material handling occupational category followed by; 25.8% within the professional, paraprofessional, & technical occupational category;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
The Des Moines Register
  - Internet  
[www.monster.com](http://www.monster.com)  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.careerbuilder.com](http://www.careerbuilder.com)
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

## 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 majority (67.9%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 25.0 percent of the employers in the area pay the entire cost of health insurance premiums as a benefit for their employees.



## 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	57.4%	13.9%	13.9%	3.8%	\$44,000	\$11.30
Construction	42.0%	16.0%	3.0%	4.0%	\$40,000	\$15.00
Manufacturing	48.6%	12.8%	8.7%	2.0%	\$50,000	\$13.47
Transportation, Communication, & Utilities	64.1%	11.5%	14.7%	3.8%	\$50,000	\$15.25
Wholesale & Retail Trade	53.5%	12.1%	11.0%	2.3%	\$38,500	\$8.98
Finance, Insurance, & Real Estate	69.3%	15.0%	26.2%	2.6%	\$38,000	\$13.10
Health Care & Social Services	74.8%	21.5%	18.1%	4.5%	\$47,000	\$13.00
Personal Services	64.9%	10.8%	14.4%	9.0%	\$28,000	\$8.84
Entertainment & Recreation	33.3%	8.3%	*	8.3%	*	\$7.50
Professional Services	54.4%	9.6%	17.6%	9.6%	\$37,500	\$11.10
Public Administration & Government	70.2%	19.7%	17.5%	5.6%	\$48,000	\$16.50
Education	87.8%	10.9%	31.6%	32.7%	\$40,000	\$11.00

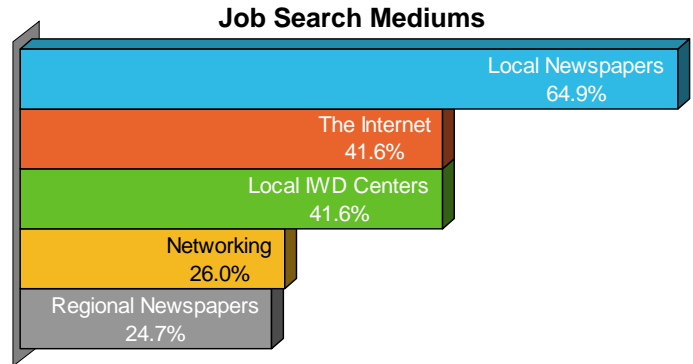
*This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation*

*\*Insufficient survey data/refused*

## Unemployed - Those Willing to Enter/Re-enter Employment:

- 5.8% of the region are unemployed;
- 54.2% have become unemployed within the last year;
- Average age is 44 years old;
- 43.4% are male and 56.6% female;
- Education:
  - 62.7% have some post high school education
  - 4.8% trade certified
  - 8.4% completed vocational training
  - 10.8% have an associate degree
  - 16.9% have an undergraduate degree
  - 1.2% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.11 to \$12.00/hr. with a median lowest wage considered of \$10.65/hr.;
- 66.3% expressed interest in seasonal and 66.3% in temporary employment opportunities;
- 39.8% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 25 miles one way for the right opportunity.

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Pension/retirement options
  - Paid vacation
  - Vision coverage
  - Dental coverage
  - Disability insurance
  - Paid sick leave
  - Paid holidays
- 75.4% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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