



Rural Pottawattamie County 2010 Laborshed Analysis



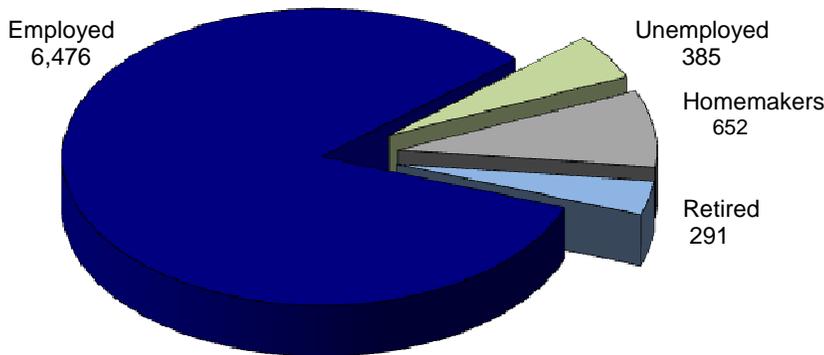
A Study of Workforce Characteristics
Released July 2010

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 Rural Pottawattamie County 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. See *contact information on back*.

Total Potential Labor Force: 60,067 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 7,804



Quick Facts:

(Employed - willing to change employment)

- 16.2% are working multiple jobs;
- Currently working an average of 42 hours per week;
- Average age is 45 years old;
- 43.3% currently working within the production, construction, & material handling occupational category followed by 14.9% within the professional, paraprofessional, & technical and clerical occupational categories;
- Most frequently identified job search sources:
 - Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - Omaha World-Herald
 - The Daily Nonpareil - Council Bluffs
 - The Des Moines Register
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, and acquaintances

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.

- 1.7% Inadequate hours (110 people)
- 3.2% Mismatch of skills (207 people)
- 1.0% Low income (65 people)
- 4.9% Total estimated underemployment (317 people)

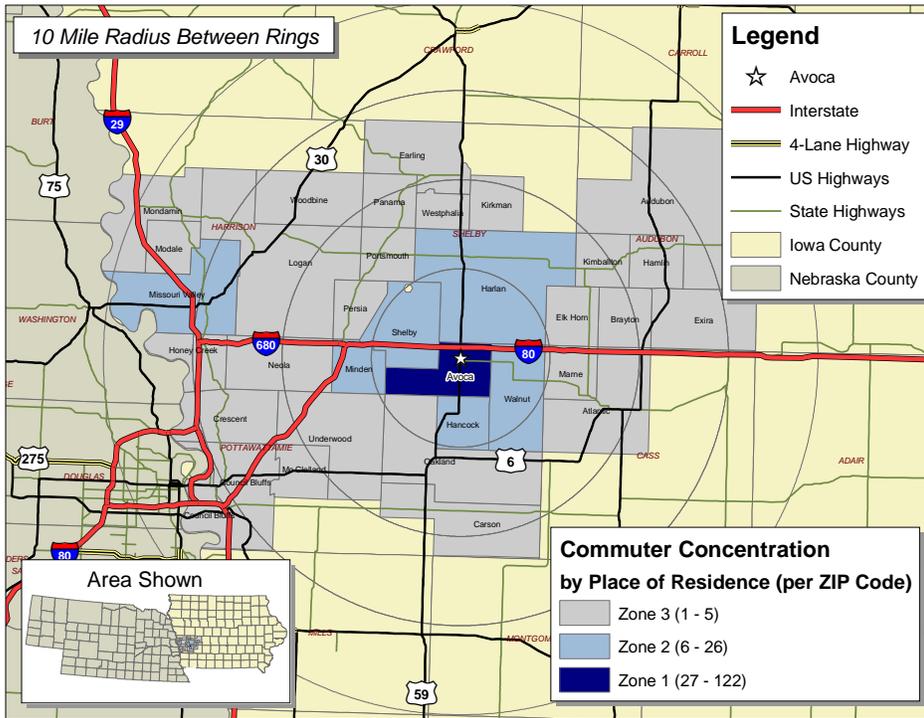
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Wholesale & Retail Trade	18.9%	8,526
Health Care & Social Services	18.5%	8,345
Manufacturing	12.5%	5,639
Education	12.1%	5,458
Finance, Insurance, & Real Estate	9.5%	4,285
Transportation, Communications, & Public Utilities	8.2%	3,699
Government & Public Administration	4.3%	1,940
Construction	3.9%	1,759
Personal Services	3.4%	1,534
Professional Services	3.4%	1,534
Agriculture, Forestry, & Mining	3.0%	1,353
Entertainment & Recreation	2.3%	1,038

Survey respondents from the Rural Pottawattamie County 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 as shown in the table at left.

Rural Pottawattamie County Commuting Area



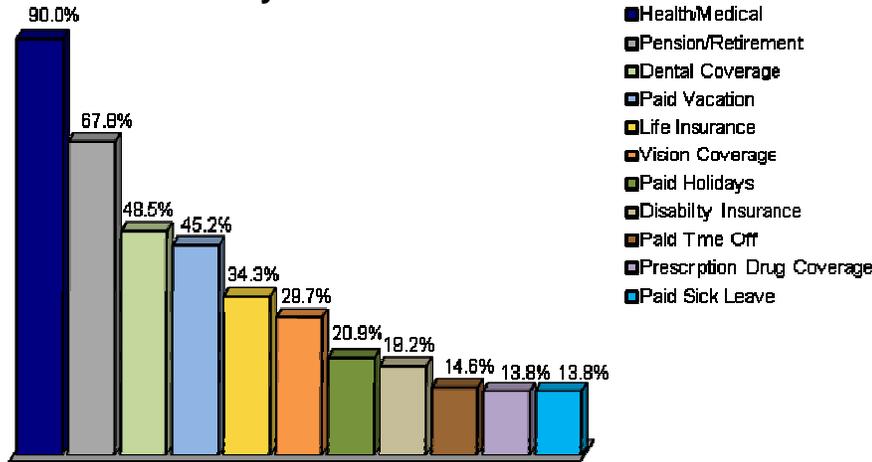
Commuting Statistics

The map at the left represents commuting patterns into Rural Pottawattamie County with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Rural Pottawattamie County Laborshed area are willing to commute an average of 28 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 (73.5%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 15.2 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

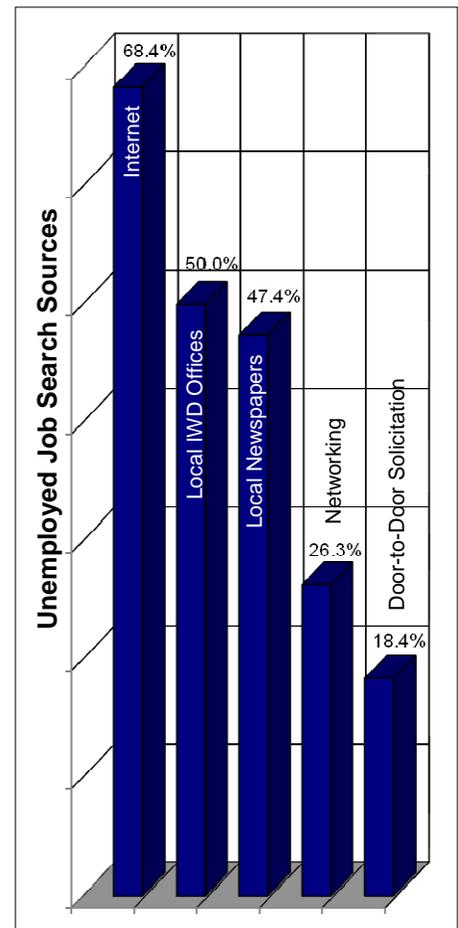
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	38.9%	*	11.1%	\$67,500	\$18.25
Manufacturing	45.5%	9.1%	9.1%	\$48,500	\$13.57
Transportation, Communication, & Utilities	55.6%	3.7%	11.1%	*	\$14.39
Wholesale & Retail Trade	50.8%	16.9%	11.9%	\$46,000	\$9.58
Finance, Insurance, & Real Estate	64.0%	28.0%	12.0%	\$43,500	\$13.91
Health Care & Social Services	72.7%	16.4%	27.3%	\$51,000	\$15.13
Personal Services	75.0%	25.0%	25.0%	*	\$16.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	83.3%	16.7%	16.7%	*	\$10.63
Public Administration & Government	84.6%	15.4%	38.5%	\$45,000	*
Education	88.2%	11.8%	70.6%	\$48,000	\$12.33

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 385 unemployed individuals are willing to accept employment;
- Average age is 45 years old;
- 56.4% are male; 43.6% are female;
- Education:
 - 48.7% have an education beyond high school
 - 2.6% have vocational training
 - 12.8% have an associate degree
 - 5.1% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.86 to \$12.00/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 29 miles one way for the right opportunity;
- 74.4% expressed interest in seasonal and 69.2% in temporary employment opportunities;
- 53.8% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Paid vacation
 - Pension/retirement options
 - Dental coverage
 - Vision coverage
 - Disability insurance
 - Life insurance
 - Paid sick leave
 - Paid holidays
 - Prescription drug coverage
 - Incentive reward programs
- 74.3% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Rural Pottawattamie County Laborshed Analysis, contact:

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