

# Greater Council Bluffs Regional Economic Development Partnership

## Regional Laborshed Analysis



### Harrison, Pottawattamie, and Mills County

A Study of Workforce Characteristics  
*Released July 2010*

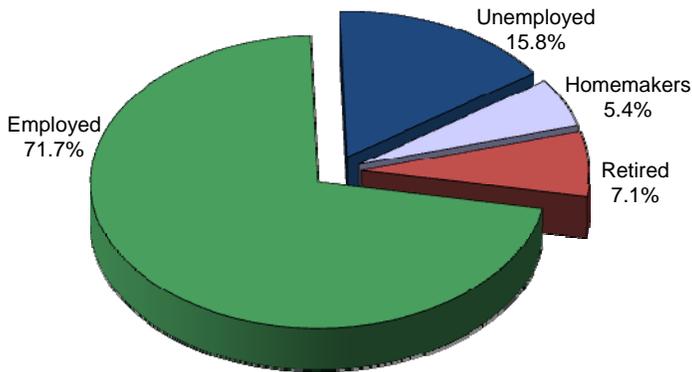
# Laborshed Studies

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 Greater Council Bluffs Regional Economic Development Partnership, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Avoca, Council Bluffs, Glenwood, and Missouri Valley Laborshed Studies encompassing Harrison, Pottawattamie, and Mills counties. Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Greater Council Bluffs Regional Economic Development Partnership

Survey respondents from the Greater Council Bluffs Regional Economic Development Partnership 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 office and administrative support occupational category. The top industries are wholesale & retail trade, health care/social services, education and manufacturing.

The chart below shows the percentage of respondents by employment status within the Greater Council Bluffs Regional Economic Development Partnership.



Occupations	% within Region
Office & Administrative Support	15.8%
Management	14.1%
Education, Training, & Library	8.4%
Production	8.3%
Health Care Practitioner & Technical	7.2%
Sales & Related	6.3%
Construction & Extraction	5.0%
Transportation & Material Moving	4.8%
Food Preparation & Serving Related	4.7%
Business & Financial Operations	4.5%
Installation, Maintenance, & Repair	4.1%
Health Care Support	2.9%
Personal Care & Service	2.6%
Computer & Mathematical Science	2.3%
Community & Social Services	2.1%
Building/Grounds Cleaning & Maintenance	1.6%
Protective Service	1.1%
Arts, Design, Entertainment, Sports, & Related	1.0%
Architecture & Engineering	0.9%
Legal	0.9%
Life, Physical, & Social Science	0.7%
Farming, Fishing, & Forestry	0.4%
Military Specific	0.3%

### 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.

- 2.8% Inadequate hours
- 2.6% Mismatch of skills
- 2.2% Low income
- 6.2% Total estimated underemployment

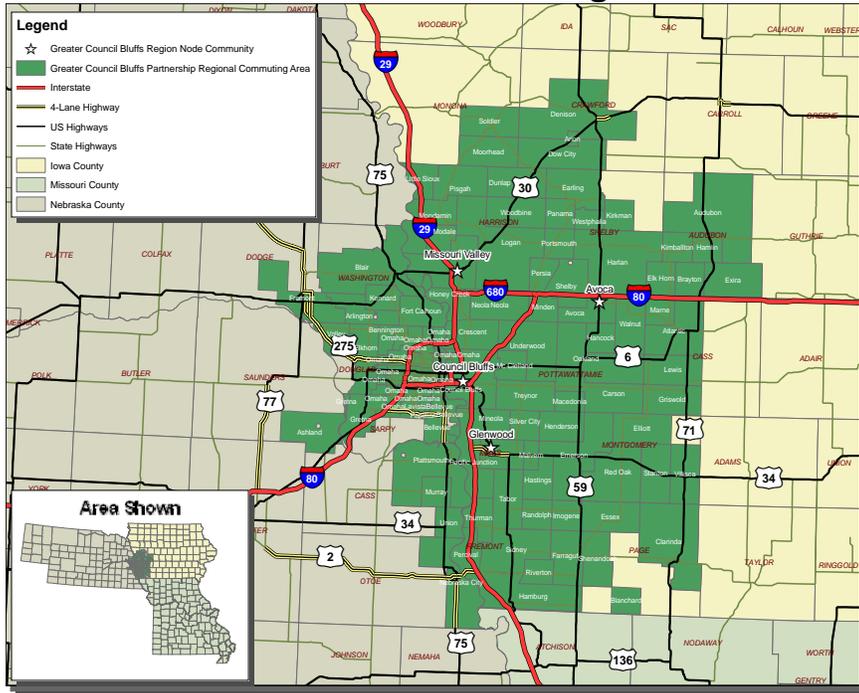
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

### Industrial Classification of the Employed

Industry	% within Region
Wholesale & Retail Trade	18.6%
Health Care/Social Services	16.2%
Education	14.5%
Manufacturing	10.3%
Finance, Insurance, & Real Estate	8.8%
Transportation, Communication, & Utilities	6.6%
Public Administration/Government	5.6%
Personal Services	5.1%
Professional Services	5.1%
Construction	4.9%
Agriculture	2.2%
Entertainment & Recreation	1.2%
Active Military Duty	0.9%

Survey respondents from the Greater Council Bluffs Regional Economic Development Partnership were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in wholesale & retail trade as shown in the table at left.

# Greater Council Bluffs Commuting Area



Those who are willing to change or accept employment in the Greater Council Bluffs Regional Economic Development Partnership are willing to commute an average of 28 miles one way for employment opportunities.

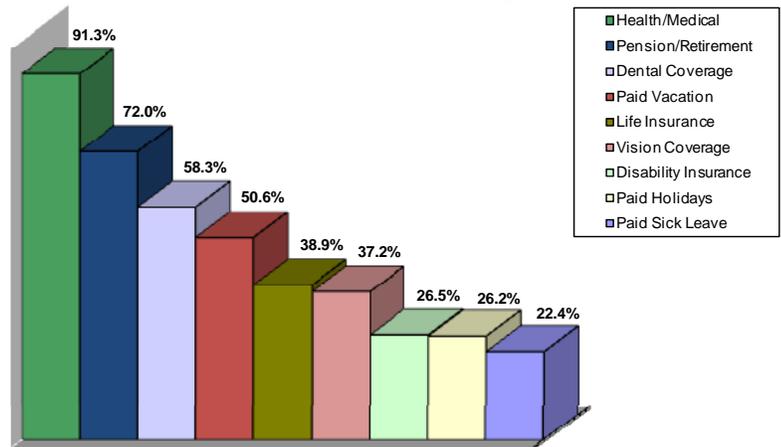
## Quick Facts:

(Employed - willing to change employment)

- 11.9% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 44 years old;
- 25.3% currently working in the production, construction, & material handling occupational category followed by 18.9% in the professional, paraprofessional, & technical occupational category;
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.careerlink.com](http://www.careerlink.com)
  - Local/Regional newspapers
    - *Omaha World-Herald*
    - *The Daily Nonpareil - Council Bluffs*
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

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 (75.4%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 15.7 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Current Median Wage Characteristics by Industry

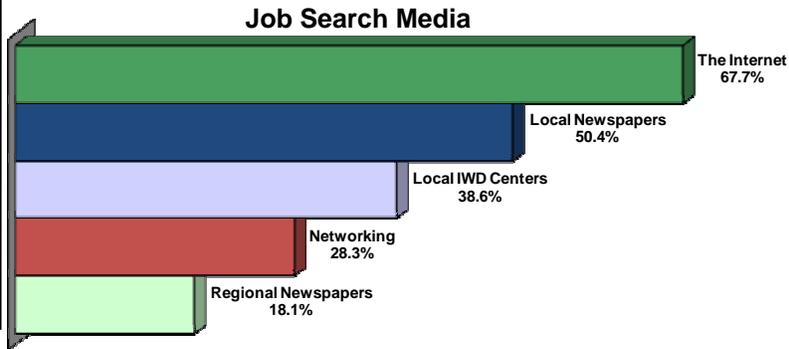
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	60.0%	26.7%	6.7%	*	\$35,000	*
Construction	45.6%	1.8%	12.3%	*	\$65,000	\$18.59
Manufacturing	53.6%	10.3%	10.3%	2.1%	\$49,000	\$13.03
Transportation, Communication, & Utilities	54.8%	8.2%	16.4%	*	\$60,000	\$12.50
Wholesale & Retail Trade	44.3%	9.9%	9.4%	1.6%	\$50,000	\$9.25
Finance, Insurance, & Real Estate	64.3%	17.1%	18.6%	2.9%	\$57,300	\$14.88
Health Care & Social Services	75.7%	16.2%	23.7%	8.1%	\$61,000	\$16.00
Personal Services	62.2%	8.9%	15.6%	6.7%	\$21,000	\$10.50
Entertainment & Recreation	66.7%	*	33.3%	8.3%	\$42,000	\$19.00
Professional Services	68.4%	8.8%	19.3%	1.8%	\$57,000	\$11.01
Public Administration & Government	78.6%	8.9%	25.0%	10.7%	\$50,000	\$18.50
Education	82.9%	4.7%	31.8%	34.1%	\$41,750	\$11.51

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:

- 15.8% of the region are unemployed;
- 54.5% have become unemployed within the last year;
- Average age is 42 years old;
- 51.5% are female and 48.5% are male;
- Education:
  - 49.2% have some post high school education
  - 4.5% are trade certified
  - 2.3% completed vocational training
  - 9.1% have an associate degree
  - 6.1% have an undergraduate degree
  - 0.8% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.00 to \$12.00/hr. with a median lowest wage considered of \$10.00/hr.;
- 68.2% expressed interest in temporary employment opportunities;
- 66.7% interested in seasonal employment opportunities;
- 55.3% are interested 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
  - Paid vacation
  - Dental coverage
  - Pension/retirement options
  - Paid sick leave
  - Vision coverage
  - Life insurance
  - Paid holidays
  - Disability insurance
- 68.0% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



## Sponsored in Partnership with



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