

Council Bluffs
IOWA'S LEADING EDGE



Laborshed Analysis

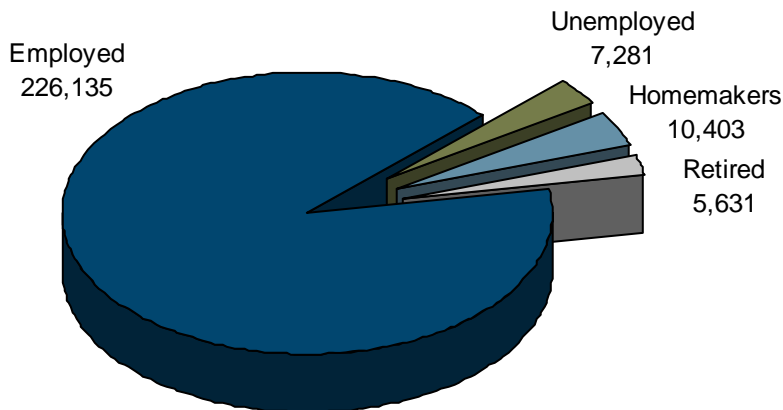
A Study of Workforce Characteristics
Released April 2008

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 Council Bluffs 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: 385,116 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (249,450)



Quick Facts:

(Employed - willing to change employment)

- 10.3% are working multiple jobs;
- Currently working an average of 41 hours per week;
- Average age is 42 years old;
- 30.5% currently working in professional, paraprofessional, and technical occupations followed by 19.0% in clerical/administrative support occupations;
- Most frequently identified job search sources:
 - Internet
 - www.careerlink.com
 - www.monster.com
 - Local/Regional newspapers
 - Networking through friends, family, or acquaintances
 - Local Iowa Workforce Development Centers

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.

- 0.8% Inadequate hours (1,809 people)
- 0.7% Low income (1,583 people)
- 2.3% Mismatch of skills (5,201 people)
- 3.5% Total estimated underemployment (7,915 people)

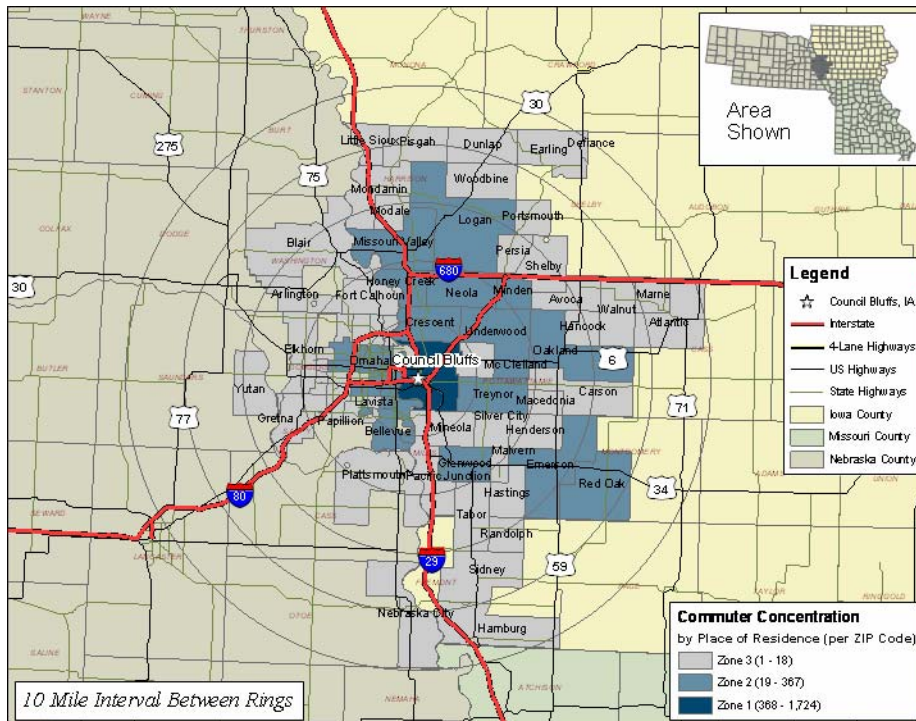
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Health Care & Social Services	14.5%	47,354
Education	13.6%	44,415
Wholesale & Retail Trade	10.6%	34,617
Finance, Insurance, & Real Estate	10.6%	34,617
Transportation, Communication, & Utilities	9.8%	32,005
Professional Services	8.3%	27,106
Manufacturing	8.1%	26,453
Public Administration & Government	6.9%	22,534
Construction	6.3%	20,574
Agriculture	5.1%	16,655
Personal Services	2.9%	9,471
Active Military Duty & Other	1.9%	6,205
Entertainment & Recreation	1.4%	4,572

Survey respondents from the Council Bluffs Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the health care & social services industry as shown in the table at left.

Council Bluffs Commuting Area



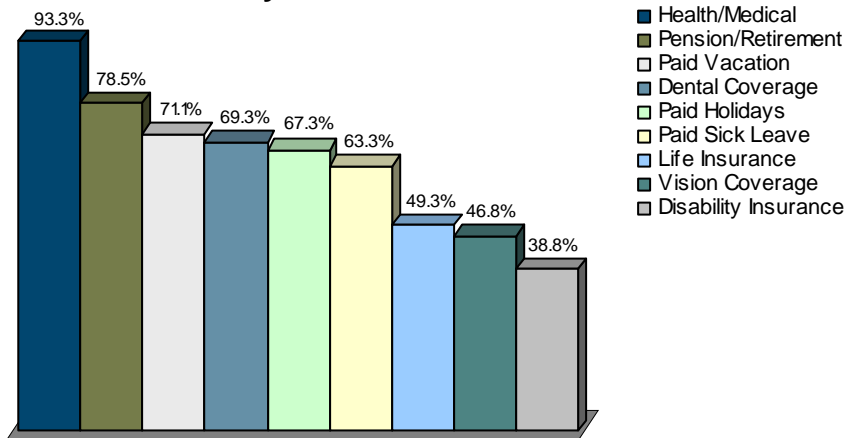
Commuting Statistics

The map at the left represents commuting patterns into Council Bluffs with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Council Bluffs Laborshed area are willing to commute an average of 23 miles



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 (77.8%) of respondents are currently sharing the cost of premiums with the employer. However, 16.8 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

Education and Median Wage Characteristics by Industry

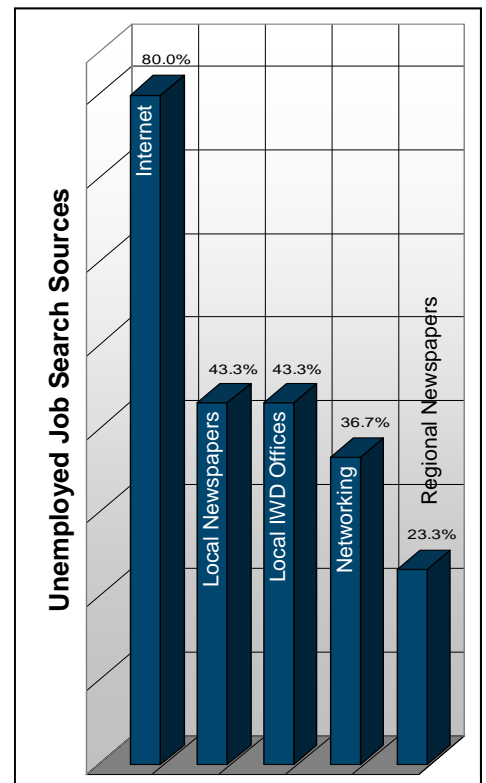
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	48.1%	*	29.6%	*	\$11.50
Construction	55.6%	2.8%	27.8%	\$50,000	\$14.44
Manufacturing	44.2%	11.5%	9.6%	\$50,000	\$14.15
Transportation, Communication, & Utilities	63.2%	5.3%	35.2%	\$51,500	\$13.50
Wholesale & Retail Trade	65.7%	11.4%	28.6%	\$26,000	\$9.53
Finance, Insurance, & Real Estate	78.5%	7.7%	49.2%	\$56,000	\$12.78
Health Care & Social Services	80.5%	24.1%	34.4%	\$40,000	\$15.00
Personal Services	89.5%	5.3%	58.0%	\$51,500	\$10.00
Professional Services	79.6%	2.0%	46.9%	\$46,000	\$14.25
Public Administration & Government	84.6%	7.7%	33.4%	\$64,000	\$13.07
Education	88.4%	9.0%	65.3%	\$40,000	\$11.25

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 7,281 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- Education:
 - 65.6% have an education beyond high school
 - 3.1% are trade certified
 - 21.9% have an associate degree
 - 6.3% have an undergraduate degree
 - 12.5% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$12.78/hr. with a median of the lowest wage of \$10.38/hr.;
- Willing to commute an average of 24 miles one way for the right opportunity;
- 46.9% expressed interest in seasonal and 62.5% in temporary employment opportunities;
- 43.8% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Paid vacation
 - Paid sick leave
 - Dental coverage
 - Prescription drug coverage
 - Paid holidays
- 86.4% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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