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Laborshed Analysis



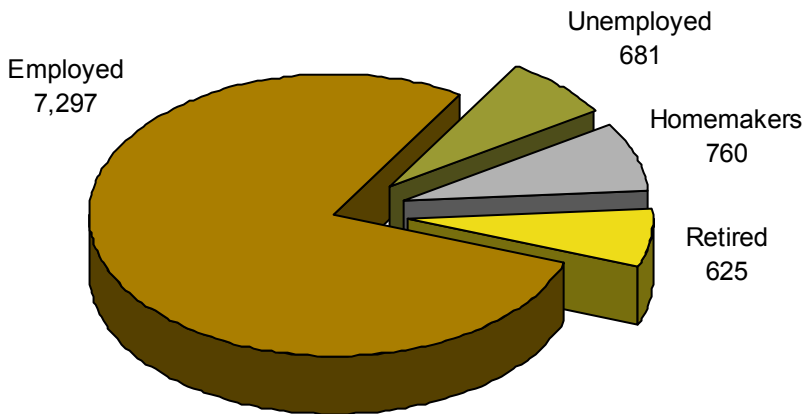
A Study of Workforce Characteristics
Released February 2007

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 Iowa Falls 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: 148,430 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (9,363)



Quick Facts:

(Employed - willing to change employment)

- 12.0% are working multiple jobs;
- Currently working an average of 44 hours per week;
- Average age is 43 years old;
- 23.7% currently working in professional, paraprofessional, or technical occupations, followed by 23.7% in production, construction, or material handling occupations;
- Most frequently identified job search sources:
 - Local/Regional newspapers
The Des Moines Register
Times-Citizen - Iowa Falls
 - Internet
www.iowaworkforce.org
www.monster.com
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, or 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.

- 1.2% Inadequate hours (88 people)
- 3.7% Low income (270 people)
- 2.0% Mismatch of skills (146 people)
- 6.7% Total estimated underemployment (489 people)

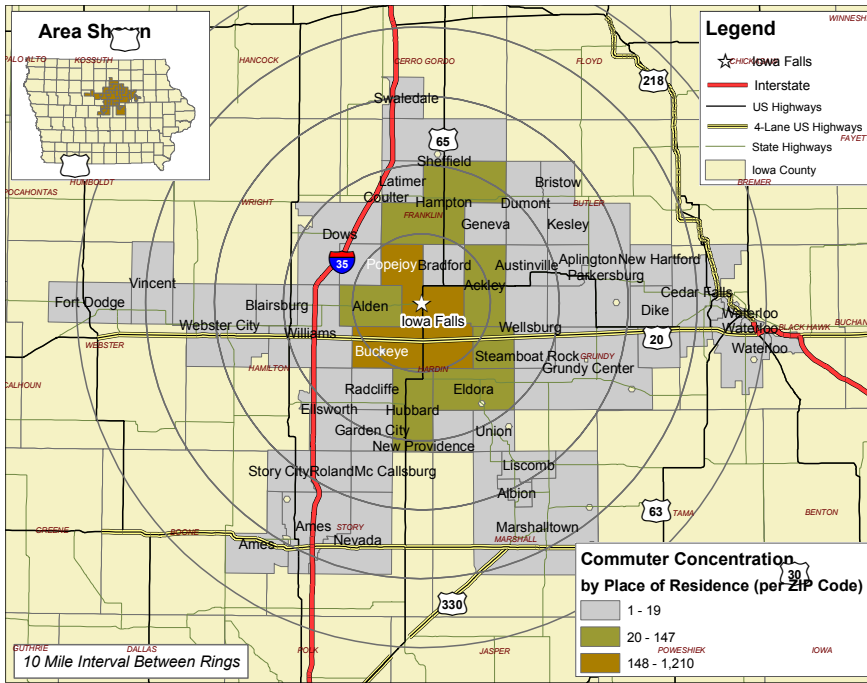
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Wholesale & Retail Trade	14.9%	17,693
Manufacturing	13.0%	15,437
Education	12.7%	15,080
Health Care & Social Services	12.3%	14,606
Agriculture	9.9%	11,756
Transportation, Communication, & Utilities	7.1%	8,431
Professional Services	7.1%	8,431
Public Administration & Government	6.5%	7,718
Finance, Insurance, & Real Estate	5.6%	6,650
Construction	4.6%	5,462
Personal Services	2.8%	3,325
Entertainment & Recreation	1.5%	1,781

Survey respondents from the Iowa Falls 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.

Iowa Falls Commuting Area



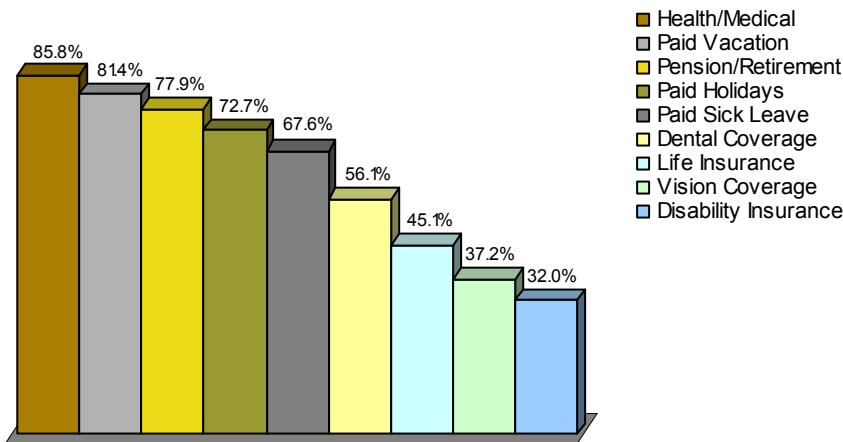
Commuting Statistics

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

Those who are willing to change employment in the Iowa Falls Laborshed area are willing to commute an average of 22 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 (76.6%) of respondents are currently sharing the cost of premiums with the employer. However, 18.8 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

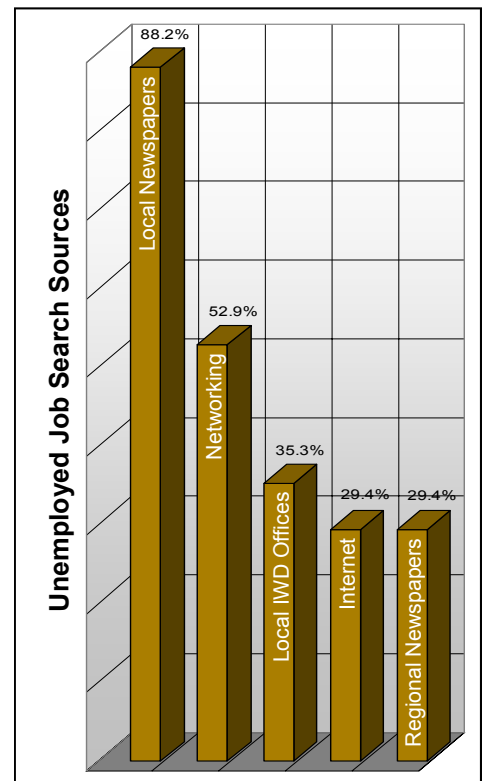
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	67.6%	20.6%	20.6%	\$47,000	\$11.88
Construction	66.7%	28.6%	4.8%	\$37,500	\$10.25
Manufacturing	66.6%	13.0%	20.4%	\$50,000	\$13.00
Transportation, Communication, & Utilities	44.4%	14.8%	11.1%	\$51,000	\$12.00
Wholesale & Retail Trade	53.0%	12.1%	9.1%	\$32,000	\$8.25
Finance, Insurance, & Real Estate	79.2%	16.7%	45.8%	\$52,500	\$9.52
Health Care & Social Services	71.4%	16.3%	38.7%	\$60,000	\$11.10
Personal Services	81.8%	9.1%	27.3%	*	\$10.00
Entertainment & Recreation	60.0%	10.0%	20.0%	*	*
Professional Services	77.8%	14.8%	29.6%	\$65,000	\$15.85
Public Administration & Government	69.6%	21.7%	34.8%	\$41,000	\$14.26
Education	85.7%	10.2%	69.4%	\$40,000	\$13.00

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 681 unemployed individuals are willing to accept employment;
- Average age is 38 years old;
- Education:
 - 41.2% have an education beyond high school
 - 5.9% have an associate degree
 - 5.9% completed vocational training
 - 11.8% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.50/hr. with a median of the lowest wage of \$8.00/hr.;
- Willing to commute an average of 22 miles one way for the right opportunity;
- 58.8% expressed interest in both seasonal and temporary employment opportunities;
- 41.2% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Paid vacation
 - Paid holidays
 - Pension/retirement options
 - Paid sick leave
 - Dental coverage
 - Vision coverage
- 90.9% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Iowa Falls Laborshed Study, contact:

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