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Iowa's Laborshed Studies Guide

Understanding Workforce Availability

Iowa's Laborshed Studies Guide

why a laborshed?

For over a decade, Laborshed studies have proven to be a unique and effective tool for Iowa communities working to expand their existing businesses, attract prospective employers into the state, and maintain/recruit a high-quality workforce.

The availability of labor is among the most critical location factors for a business. Communities that have the ability to document and illustrate that area residents are willing to accept new or different employment opportunities, as well as identifying their current and desired wage levels, work experience and level of education have a distinct competitive advantage over those that rely on anecdotal information, unemployment rates or outdated data/information.

Unfortunately, just having a Laborshed does little to help you retain or attract businesses. How you choose to use the information and incorporate it into your strategies will be the most significant factor that determines if the Laborshed study was a good investment for your community. The real success of the Laborshed study is not in the methodology or maps created but in the efforts of communities and economic developers to truly serve their existing businesses and prospects.

Iowa Workforce Development (IWD) developed this guide to offer suggestions and insight from experienced economic developers across Iowa on how Laborshed studies have and can be used to educate others about the results of the study, understand the limitations of the study and answer tailored questions about a community's labor force.

There can be multiple audiences for Laborshed information including community development groups, employers, site selectors, utility companies, educational institutions, state and

local government agencies, policy makers, grant writers, media and employees. While the Laborshed study cannot answer every question, it can be customized to enhance labor availability information. It can provide insight into workforce characteristics whether the approach is an aggressive marketing campaign or an existing industry program.

Speaking from Experience:

"I had a company once ask, 'How do you know that you can provide me with the workforce with the skills necessary for my business?' I handed him a copy of the study and he later commented that he understood why I could be so sure about my response."

"We find that the information that identifies the wage rate the local market will bear is extremely important when comparing the wage rates that those willing to change jobs are willing to accept."



laborshed history and definition

In early 1998, the Institute for Decision Making (IDM) at the University of Northern Iowa completed the first pilot Laborshed study in Iowa. The Laborshed approach and methodology was developed to meet the specific needs of economic development groups trying to understand and detail the unique characteristics of their area labor force. The Laborshed process soon gained national attention for its innovative approach and studies began to be conducted across the state. In July 2001, IWD assumed all responsibility for conducting Laborshed studies in Iowa, and has since worked with IDM to continually improve the Laborshed methodology used. IWD strives to provide Iowa communities with innovative and informative labor data.

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. The commuting maps provided with each study illustrate the distribution of the workers throughout the area, irrespective of natural or political boundaries such as rivers or state borders. A Laborshed is very similar to how a magnet attracts metal shavings on a piece of paper. Every Laborshed area has a community that serves as a "magnet." The make up of a community's local employer base (including type of employment and wage rates) determines how strong a "magnet" the community will be and where it has the greatest potential to attract labor.

The node (employment center) community typically has the largest geographic draw of labor in the Laborshed area (the region from which an employment center draws its commuting workers). Smaller, nearby communities may have their own Laborsheds but fall within the umbrella of the node community. In most cases, Laborshed information collected on the node community helps to explain the general characteristics of the surrounding communities. For example, a Laborshed conducted for Storm Lake would assist Alta, Early and Sac City to understand their labor markets.

It is important to analyze the characteristics of the community's employers in order to understand its Laborshed and how the amount of available labor may

change over time. Two communities that appear to have similar Laborsheds may be very different economically. A Laborshed may be dominated by only one or two employers that account for a very significant percentage of the labor force, while another community may be more diversified and have a number of small to medium sized employers. Geography also plays an important part in determining the commuting patterns in the Laborshed. Obstacles such as rivers and roads can impact commuters and commute time into a Laborshed area. Understanding how geography and industrial make-up of the Laborshed will provide insight to changes that may occur within the Laborshed area due to hiring, layoffs, expansions and relocations.

A focus group consisting of community economic developers, utility companies, business leaders and state agencies determined that the best practice rule of thumb is that Laborshed data remains accurate for 18 months to two years, recognizing that communities may experience special events (new business locating into the area, plant closings/layoffs, etc.) that may reduce a study's shelf life.

As a Development Tool:

"It gave me a clear picture of how important our community is to providing a job base to area communities, communities that funnel employees into our community."

"It gives us a better understanding of what employees want or expect and what they are willing to do to get or keep jobs."

"Laborsheds should not be looked at as the one true answer, but in conversations with consultants it already is setting us (Iowa) apart from other regions and states."

promoting community involvement

Communities request Laborshed studies for a variety of reasons.

- *Active users:* those who frequently use the data to attract, recruit and retain industry, create media opportunities to promote the available labor within their area, source for grant writing opportunities, highway expansion, and other educational opportunities. This group looks for a multitude of ways to disseminate the Laborshed information to most effectively promote economic growth to the area.
- *Prospect demand users:* those who request Laborshed information as a result of a request from a prospect. This group also includes businesses looking for available labor information. This information is prepared more for on-demand requests than for wide-spread community marketing campaigns.
- *Internal users:* these groups want the information, not to share with outside entities but to see what/where the community is with regard to available labor. This group may consist of businesses within the Laborshed area, businesses looking at moving to the Laborshed area, or the community itself looking to further define its labor force.

Many employers serve as members of economic development organizations, chambers of commerce and industrial boards. Their involvement in the initial discussions and presentations that occur prior to the survey are imperative.

Educating employers, the media and the community prior to the survey will help answer questions, identify potential funding sources, and create community support that will assist them in better understanding the interests and desires of their own employees. It is also important to inform, educate and involve local and county officials about the process as many will financially support your organization and the study and will undoubtedly receive labor and Laborshed related questions down the road.

Working with your local and regional media helps to educate business owners, inform residents (potential respondents), create publicity of your efforts, and

recognize and thank financial contributors. Economic developers use many combinations of print, radio, television and on-line media. It may be necessary to meet with local media organizations to educate them about the Laborshed process and provide documentation that can be incorporated into articles and news clips. Iowa Workforce Development's Regional Research and Analysis Bureau staff are always available to help with labor data related inquiries Laborshed.Studies@iwd.iowa.gov.

Many economic developers use the "unveiling" of the Laborshed study as an event to bring together business leaders, government officials, service providers, media and the community to showcase the results from the Laborshed and to discuss the local/regional economy. Others take the next step in promoting the study by scheduling presentations given by IWD research staff to community leaders. Outside of the promotional benefits, these events help economic development groups become familiar with presenting the new information, fielding labor related questions and getting feedback on the results, all of which will be important when communicating with existing industries and prospects. All approaches can be very effective.

Strategies for Promotion:

"Radio advertising, guest spots on the radio and newspaper articles."

"Several press releases and three radio interviews, as well as emails and faxes to all Chamber members. We also notified major employers during our annual retention/expansion period."

"We did a press conference when the study was complete. A great deal of interest about the study was generated and many questions were fielded about its applications and results."

developing a laborshed strategy

The Laborshed study should be used in conjunction with information and feedback received from existing industries and new prospects. Consulting with IWD research staff will provide a better understanding of what is going on in your Laborshed area, as labor trends may be more complex than they first appear.

For example, though a mass layoff which displaces many workers in your Laborshed area may seem like an increase in the total number of individuals looking for employment, the economic downturn that led to the layoff may have made currently employed residents more conservative and less likely to accept a new employment opportunity.

Economic developers can create a competitive advantage for their organization, community or region by using recommendations from the following section which examines a tailored approach to using Laborshed data.



a tailored approach

One of the most important things to recognize is that the Laborshed report and executive summary are general documents designed to touch on only the high points or common element of any Laborshed. The initial reports are far from stand-alone documents and will not be able to fully convince site locators or business officials because they are not created to address the specific and unique needs of individual projects.

Many economic developers post the executive summaries on their website to entice site locators to contact them for additional information. Additionally, all current Iowa Laborshed executive summaries are posted on IWD's website, www.iowaworkforce.org/lmi/labsur/index.html. Archived studies are available upon request.

Sending a prospect one of the general Laborshed reports or executive summaries produced by IWD without explanation or the offer of additional analysis may cause more questions, especially if the recipient is unfamiliar with the Laborshed concept. While now commonplace in Iowa, the Laborshed methodology is less common outside the state. You may want to work with IWD's research staff to develop one or two hypothetical project scenarios, such as advanced manufacturing or health care, that you can refer to when explaining what the Laborshed is and how it can be a strategic advantage to businesses.

Economic developers can use this tool to create educational opportunities for existing businesses on the available labor characteristics. Some may consider incorporating Laborshed data into existing industry survey summaries. By providing Laborshed data on specific types of industries surveyed, the economic developer creates a value added element to the report instead of simply repackaging the employers' comments.

The purpose of a *regional analysis* is to provide insight into the overall industry makeup and occupational clusters within the region and how the availability and characteristics of workers within the region can affect industry growth. The information contained in this type of summary is based on all respondents from multiple Laborshed areas. A more detailed look at the industries within the region can be analyzed in order to provide business and local development officials with necessary labor force characteristics upon request.

understanding the laborshed study

The study is based upon a random telephone survey of individuals, ages 18 to 64, living within the Laborshed area. The 18 to 64 age range is used because it reflects the segment of the population that is most likely to be employed or re-enter the workforce. The survey is a random sampling of households, not a complete census of all households. The sample is a statistically valid representation of the population age 18 to 64 years (+/- 5% margin of error). The number of calls made into a particular ZIP code is based on the population age 18 to 64 years within that ZIP code and the total of each zone.

The individual survey questions include but are not limited to: willingness to change or accept employment, desired hours, education levels, current and previous occupations, employment status, current and desired benefits and job search methods. These, among other labor statistics, are combined into a report covering the entire Laborshed area.

A common question about the Laborshed is, "How do you know how many people will be willing to work in a node community?" The Laborshed methodology estimates the number of people within the Laborshed that have the potential to work in the node community. This total estimated potential labor force is derived from a logistic regression model created and updated annually by the University of Northern Iowa.

The model's estimates are based on education level, gender, age, commuting distances, employment status and wage data collected from over 20,000 Laborshed respondents across Iowa. It projects how many individuals would be willing to change or accept employment and travel a distance that would get them to the node community given the location of communities within the Laborshed.

The survey data also provides information that highlights the strengths of your labor force (i.e., education, work experience, training, hours desired, workplace preferences/flexibility and willingness to commute to work). Respondents that are not employed share additional information on their previous work experience and why they are not working.



Advice from Colleagues:

"The more that local economic developers can do to understand the industry such as business cost trends, business climate trends and site location factors and prove why their community is unique to that industry, the more successful they will be. Customized Laborshed data will help."

"Continually monitor how labor data is used by others in the community and media. Be prepared to educate, clarify or correct."

"Don't pretend to be an expert. Call on your resources to answer specific needs."

"Learn how others are using the results of the Laborshed in their programming, and what customized questions others have included to spark local ideas."

There are several fundamental concepts worth expanding upon as they are areas most likely to generate questions.

Total Estimated Potential Labor Force:

This figure identifies the estimated number of individuals (18 to 64 years of age) living within the Laborshed and who have the potential of working in the node community. A statistical model calculates the availability of workers, taking into consideration employment demographic variables such as employment status, age, educational attainment and miles driven to work. The total estimated potential labor force includes workers from all industries irrespective of natural or political boundaries, such as county and/or state lines.

Type of Survey Instrument: IWD works closely with a private vendor to complete a random telephone survey of residents 18 to 64 years of age living in the Laborshed area. Cell phone numbers have begun to be incorporated into this sample. The telephone interview is approximately 10 to 12 minutes in length requiring the interviewee to respond to a variety of workforce demographic issues such as: employment status; availability and willingness to change or re-enter employment; current and desired occupations; education and training needs; wages and benefits; and the distance respondents are willing to commute to work in addition to many other variables not specifically listed here.

Survey Zones: The Laborshed area is divided into three survey zones for the purpose of collecting and organizing responses. Iowa Workforce Development staff determine the zones through a process of categorizing the ZIP codes in the Laborshed based on distance, accessibility and concentration of people living in their respective ZIP code and working within the node community.

- Zone 1 - everyone living in the nodal zip code(s).
- Zone 2 - ZIP codes adjacent or near Zone 1 that have a moderate number of residents working in the node community.
- Zone 3 - ZIP codes in outlying areas with a low concentration of residents working in the node community.

This distribution of surveys is an attempt to avoid a clustering of respondents in Zone 1 or in the surrounding areas. Utilizing this survey distribution method also provides the basis for comparisons among the zones and offers a more valid means of applying the survey results within each individual zone.

Employment Categories: The survey asks the respondent to report if they are employed, unemployed, retired or a homemaker. The respondent then answers a series of questions based on the employment category they selected. In some sections of the report the unemployed, retired and homemakers are collectively referred to as "not employed."

Unemployed vs. Unemployment Rate: Often, there is some confusion about the percentage of unemployed in the Laborshed and the official unemployment rate (the Laborshed unemployed figure is typically higher than the official unemployment rate). The difference is that the Laborshed study asks the respondent to self identify their employment status (unemployed), without setting rigid definitions for each category.

The U.S. Bureau of Labor Statistics defines unemployed persons as, "all persons who had no employment during a reference week, were available for work, except for temporary illness, and had made specific efforts to find employment some time during the 4-week period ending with the reference week. Persons who were waiting to be recalled to a job from which they had been laid off need not have been looking for work to be classified as unemployed."

Commute Information: The Laborshed survey asks respondents how far they currently commute or have commuted one way to work (in miles and minutes), and respondents who are willing to accept or change employment how far they would be willing to travel one way for the right employment opportunity. Major roadways may increase the node's ability to attract from greater distances because of reduced travel time. No Laborshed is made up of a perfectly concentric ring around the node.

Willingness to Change or Accept Employment: Each respondent is asked to rate their willingness to change or accept employment, using a scale of 1 (very likely to change/accept) to 4 (very unlikely to change/accept).

Wage Data: The Laborshed survey also asks respondents to identify their current wages and the lowest wage they would desire to change or accept employment. Wage data may be broken down into the respondents' occupation and industry type. Existing employers and prospects may use the data to assess their own wages and determine what wage levels are considered competitive in the area.

Wage Threshold: A wage range in which employer would have success in attracting 66% to 75% of the most experienced applicants.

Out Commute: The out commute of a community represents the percentage of residents living in the node community, but working for employers located in other communities.

Underemployment: Comprised of individuals who are working less than 35 hours/week but desiring more hours (inadequate hours), households having equal to or less than the national poverty level (low income), those who are working in positions that do not meet their skill or education levels, or worked for higher wages at a previous employment (mismatch of skills). Individuals may be underemployed for more than one reason; however, they are only counted once in order to determine total underemployment.

Workplace Flexibility: The survey asks respondents to describe their current and desired workplace environment including: cross training (trained to perform more than one position), job teams (group of individuals accomplishing a common goal), and job sharing (involved two or more individuals who split one full-time position). The respondents are also asked questions regarding their current and desired work schedule including: seasonal, temporary, full-time, part-time, and a combination of 2nd, 3rd or split shifts.

What the Laborshed is Not:

As stated previously, the Laborshed survey is not a census of those age 18 to 64, living in the Laborshed area. Instead it is a random sample of the population between the ages of 18 to 64. Those responding to the survey come from different zip codes. Iowa Workforce Development takes care to ensure sure that respondents in all ZIP codes within the Laborshed have a chance to participate in the survey.

The Laborshed study does not provide a list of names of potential applicants. It is a confidential survey; no identifiable information is requested of survey participants (e.g. name, social security number, birth date, or address).

The Laborshed report cannot forecast how the area and local economy will change due to large economic events (i.e., mass hiring or layoffs). The Laborshed methodology does not currently measure how surrounding communities' Laborsheds impact residents living in your Laborshed. Though these Laborsheds can easily be identified, their final impact is less clear. Therefore, it is important to keep in mind that the potential workers in the Laborshed area (especially those living in Zones 2 and 3) are also residents of several different Laborshed areas that attract residents in all directions. Workers commute irrespective of political boundaries for employment.

"I am always learning of more capabilities. I am amazed at what a great tool this is and why developers even question wanting to do it (a Laborshed)."

"We use this information almost on a daily basis in our organization."

"It was about what we expected, but it helped to confirm those expectations."

funding your laborshed

Communities vary considerably in how they fund their Laborshed studies. Basic planning can assist most communities and economic development organizations in coordinating funding.

Spend time building a case as to why your community should have a Laborshed with the economic development board, government officials, local businesses, schools, community college and utility service providers. Doing your homework, clearly outlining why the study is needed, and documenting that need, will be worth your time and effort. Visit with other economic developers that have recently been through the process to gain their insight and suggestions.

Economic development organizations, cities, counties and state agencies have all pooled their resources to finance studies. Iowa's electric and gas utility service providers have also been very active in helping communities fund Laborshed studies. Partnering with contiguous communities to conduct simultaneous Laborsheds as part of regional efforts gives IWD the ability to produce regional analyses.

It may be beneficial to keep your organization's research budget in mind when developing your annual budget. Most communities budget half of the cost of the Laborshed study in the year prior to conducting a study and the other half in the year the study is to be performed. This spreads out the cost over two budget years.

The fundraising process alone may be an opportunity to draw attention to the Laborshed process and to publicly thank partners and service providers. Additionally, you should be mindful of recognizing contributors on the publication and at the unveiling of the Laborshed study and subsequent public/private meetings.

Finally, the time to begin thinking about the funding of your next Laborshed is when you are planning your current study. As stated previously, the shelf life of a study is estimated to be 18 months to two years. How well an economic developer uses the Laborshed and

educates supporters helps determine how uncomplicated fundraising will be for the next Laborshed. Contributors are more likely to support a project they perceive as a valuable tool that has been utilized.

Notes on Funding:

"Cost is a factor and your partners need to realize its importance."

"It is a must do and it is a must do on a regular basis. Be sure and budget for updates. Don't be afraid to ask (IWD) for assistance when working with specific prospects or existing employers."

"Make sure local employers trust the organization enough to cooperate; establish credibility prior to the study."

"The cost of a Laborshed Study is minimal compared to the cost of a private company's research and you can contact the Regional Research Bureau for specific follow-up information at no additional cost."



using your laborshed study

The value of the Laborshed information is reflected on how it is used. Laborshed studies include a wide variety of employment related responses that may assist you and your community in understanding some of the characteristics of your local labor force and respond to specific inquiries.

Iowa Workforce Development assigns the appropriate Standardized Occupational Code (SOC) for each occupation the respondents identify as their current/previous position, and the type of job that they would be interested in accepting given the right conditions. This creates a data set that may be filtered to look at characteristics of respondents employed in specific or similar jobs and industries.

This information can also benefit existing employers and prospects, as it can give additional insight into the wages and desires of potential employees. This data provides detailed information regarding the pockets of unused skill sets within an area and how to tap into this pool of potential labor.

If you anticipate working with a particular prospect, provide IWD's research staff with as much information as possible about the position(s) for which business and prospects are interested. Simply providing broadly defined estimates based on industry assumptions will not produce the detailed results the prospect may need to make an expansion or relocation decision.

A request should include details on all types of positions within the company (i.e., assembly, maintenance, clerical, engineering, transportation, custodial). Research staff can produce a more complete understanding of the labor market for that particular request. Too specific a focus will occasionally cause limitations of the analysis due to insufficient sample size.

A clear understanding of a community's Laborshed study can help policymakers frame economic development strategies. Community colleges and universities may use this data to tailor courses to fit the needs of workers and to encourage upward mobility within the workforce, or as the basis for coordinating

local career fairs and career counseling.

Underemployment estimates relating to mismatches of skills, low hours and low incomes may assist communities in initiatives to reduce poverty and to develop higher skilled jobs. Underemployment estimates draw attention to some of the primary motivators as to why people are willing to change employment or their career fields.

The Laborshed allows examination of potential workers in the area by occupation, education and wages. It also allows data to be extracted by where respondents live in relationship to the node community. The survey identifies out-commuters as those individuals who are currently living in the employment center but who are working elsewhere. All of the characteristics previously identified can be determined for those who are leaving the node community for employment opportunities. Out commuters can be another source of potential labor if an employer understands the characteristics of those leaving the community.

"Nothing replaces the actual experiences of employers in finding qualified workers. We attempt to be specific in conversations with companies and involve IWD in assisting companies to tailor their approach to pockets of labor as determined by the analysis."

"We use it (Laborshed study) for businesses who want to expand to let them know what the labor pool would be for the occupations in which they are interested."

"We included general Laborshed information in the initial response packet to address the availability and the geographical range that the local Laborshed covers."

laborshed products and services

Initial Consultation/Presentation

IWD research staff will meet with the community to explain in detail the importance of a Laborshed Study and the steps that need to be taken to start the Laborshed process.

Laborshed Map

Using Geographic Information Systems (GIS) software, a map is constructed using home ZIP codes of employees working in the node community. Employers are mailed a request to supply IWD with the home ZIP codes of their employees to determine the commuting patterns. These ZIP codes are then aggregated and a map created to illustrate the concentration of workers commuting into the node community to work. It is also used when determining where the survey will be administered.

Laborshed Report

A comprehensive report detailing availability and characteristics of workers within an employment center's commuting area. This report contains detailed sections for the employed, unemployed, homemakers, and retirees separately. Additionally, it contains the commuting maps and detailed tables and charts illustrating the outcome of the study. The data generated aids local development officials in their facilitation of existing industry expansion and recruitment of prospective industry into the area. The data can also provide information to assist with grants, highway expansion, and employee recruitment, to name a few alternative uses.

Laborshed Executive Summary

A summary of the Laborshed report which can be used as a marketing piece for prospective and existing business recruitment and expansion.

Laborshed CD

Contains the Laborshed Report, executive summary, and regional executive summary where applicable.

Laborshed Presentation

Iowa Workforce Development research staff will present the findings of the study upon request to groups determined by the economic development

organization. The presentation of data usually takes up to one hour describing the characteristics of available labor within the overall Laborshed area.

Tailored Products and Services

Available upon request for up to two years once a Laborshed Study has been completed.

Industry/Occupation Specific Summary

A summary using Laborshed data designed specifically toward a particular request for existing business visits or prospective industry recruitment effort.

Regional Laborshed Summary

This summary provides insight into the overall industry makeup and occupational clusters within a determined region as well as the availability and characteristics of the workforce. The information contained in this type of summary is based on all respondents from multiple (contiguous) Laborshed areas.

Regional Industry/Occupation Specific Summary

A brief summary of the occupational clusters data that can be used as a marketing piece for prospective and existing business recruitment and expansion.

Occupational Wage Reports

Provides local information on wages by occupation based upon the Laborshed area defined by the commuting patterns. The wage reports contain entry, experienced, mean and median wages, in addition to estimated current employment for each occupation by standard occupational code (SOC) by Laborshed area.

"Many times I have requested specific wage information (from IWD) for prospects."

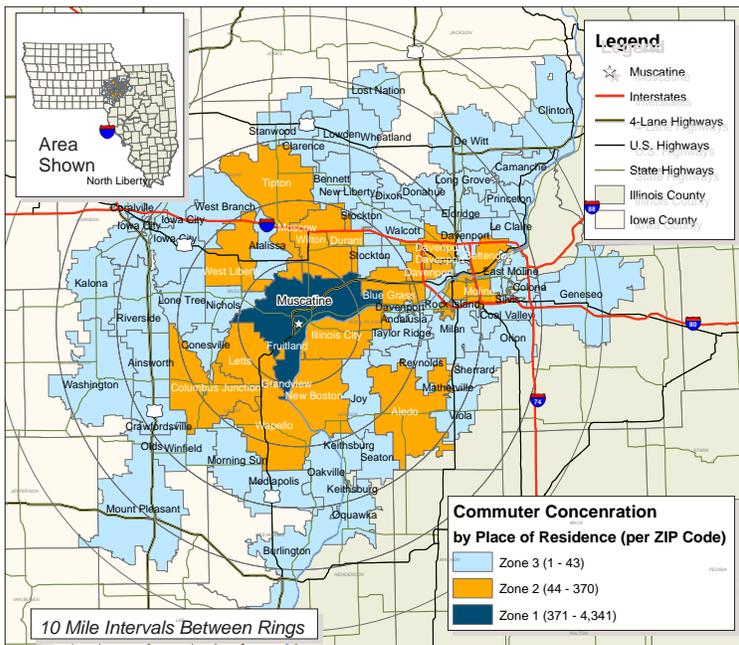
"We use the Laborshed studies commuting patterns to inform policymakers of where the community's workforce resides and the frequency of commute."

Individual Business - Employee Commuting Map

Research staff will create commuting maps for an individual business based on the ZIP codes furnished by the employer then extrapolate data for the specific industry that would most represent that employer.

Community Commuting Pattern Map (see map below)

Using Geographic Information Systems (GIS) software, a map is constructed using home ZIP codes of employees working in the node community. This map illustrates the concentration of workers commuting into the node community to work. Additional maps of non-nodal communities within the county are included in the comprehensive report if sufficient data is received from employers.



Examples of a regional trend analysis and Laborshed industry-specific labor characteristics reports are on the next five pages. Data can be extracted from Laborshed surveys and then analyzed longitudinally (over time) or by using respondents for a specific industry by experience within the Laborshed area(s). Wage data is pulled from the Iowa Wage Survey provided by the Labor Force and Occupational Analysis Bureau in order to report the entry, experienced, mean and median wages by job title within a particular industry selection.

How do I get started?

Call the Regional Research & Analysis Bureau at Iowa Workforce Development (contact on back).

Research staff will:

- Draw up a letter of agreement for you to sign based on population
- Begin mailing the request for ZIP code information to your employers
- Aggregate data received from the employers and produce commuting pattern maps
- Determine the Laborshed area
- Begin surveying the residents in your Laborshed area
- Contact you to develop your customized report cover with logos
- Collect, code, clean and analyze your survey data
- Write a comprehensive report, executive summary, and regional summary
- Print, bind and mail/e-mail publications

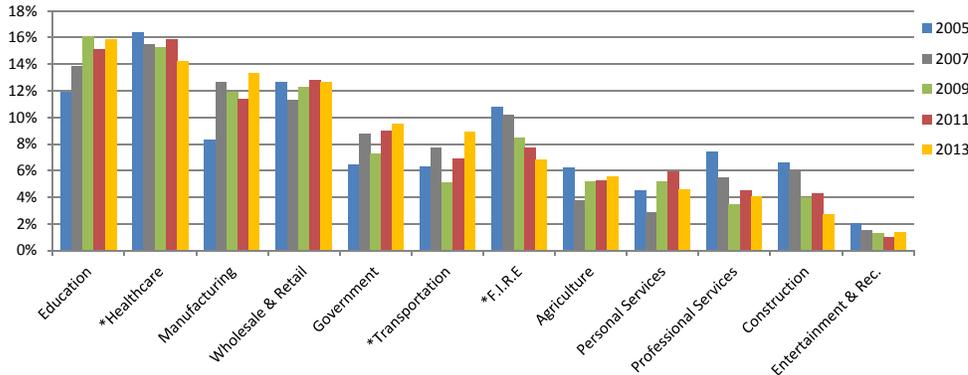
Start using your Laborshed by:

- Scheduling a presentation for your community leaders
- Request industry specific analyses for existing businesses and prospects
- Post reports to your website
- Share results with stakeholders and policymakers

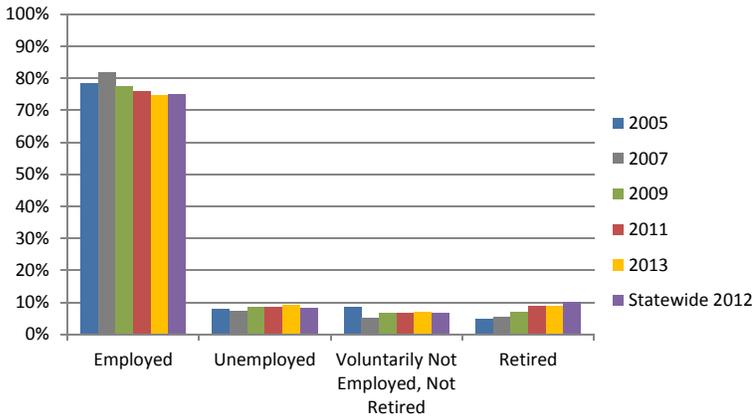
LABORSHED TRENDS: 2005-2013

SOUTH CENTRAL IOWA REGIONAL LABORSHED AREA*

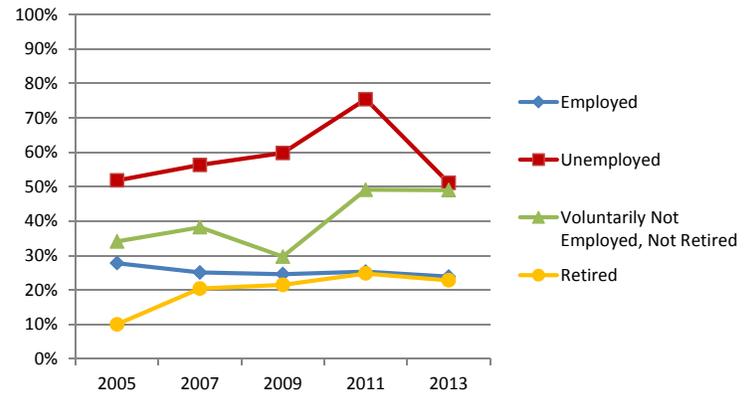
Industrial Make Up:



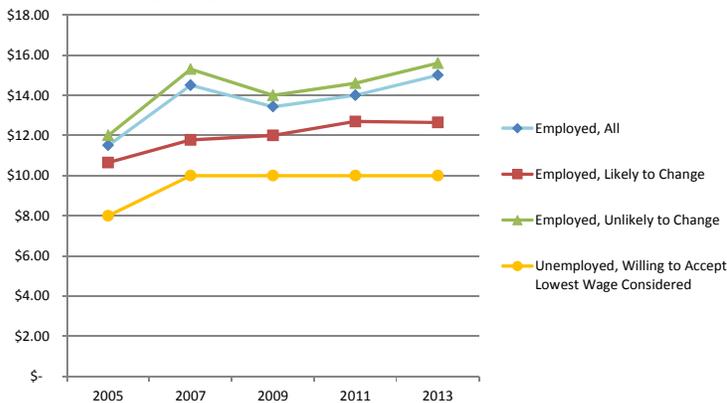
Employment Status:



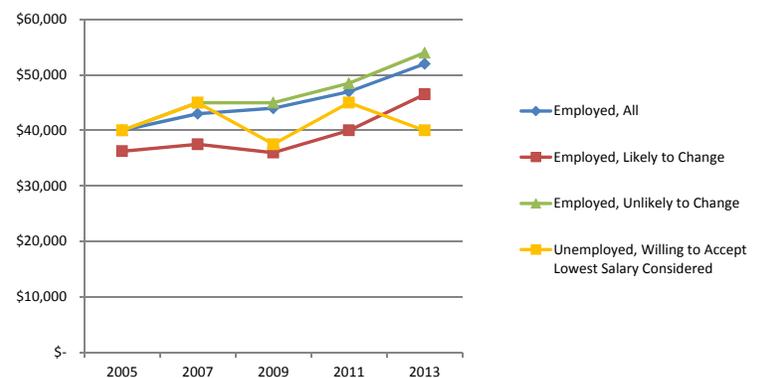
Willingness to Change/Accept Employment:



Median Wages (per hour):



Median Salaries (per year):



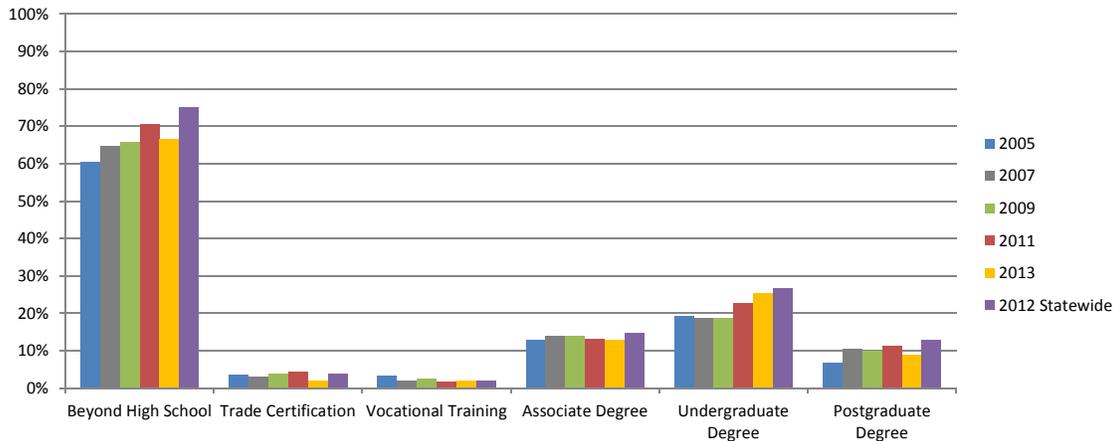
Current Benefits (top ten):

2005		2007		2009		2011		2013	
Health/medical insurance	86.1%	Health/medical insurance	90.9%	Health/medical insurance	90.6%	Health/medical insurance	88.8%	Health/medical insurance	88.6%
Paid vacation	78.9%	Retirement/pension	67.4%	Retirement/pension	67.2%	Retirement/pension	64.0%	Retirement/pension	81.6%
Retirement/pension	73.0%	Dental insurance	46.1%	Dental insurance	43.6%	Dental insurance	42.9%	Paid vacation	74.0%
Paid holidays	65.4%	Paid vacation	42.3%	Paid vacation	32.3%	Paid vacation	38.7%	Dental insurance	61.1%
Paid sick leave	65.3%	Paid holidays	30.4%	Life insurance	26.4%	Life insurance	26.2%	Paid holidays	56.9%
Dental insurance	50.7%	Paid sick leave	30.3%	Vision insurance	23.2%	Vision insurance	25.7%	Paid sick leave	53.7%
Life insurance	46.1%	Life insurance	29.9%	Paid holidays	22.4%	Paid sick leave	24.5%	Life insurance	53.2%
Disability insurance	37.3%	Vision insurance	24.7%	Paid sick leave	18.8%	Paid holidays	16.5%	Vision insurance	49.3%
Vision insurance	34.5%	Disability insurance	16.1%	Disability insurance	14.4%	Disability insurance	14.6%	Disability insurance	46.8%
Tuition assistance	23.4%	Tuition assistance	7.8%	Prescription drug coverage	8.6%	Prescription drug coverage	6.5%	Prescription drug coverage	44.9%

*South Central Iowa Area Partnership participating counties may vary slightly between regional Laborshed Studies.

LABORSHED TRENDS: 2005-2013

Education Level of Employed:



Example

Require Additional Education/Training

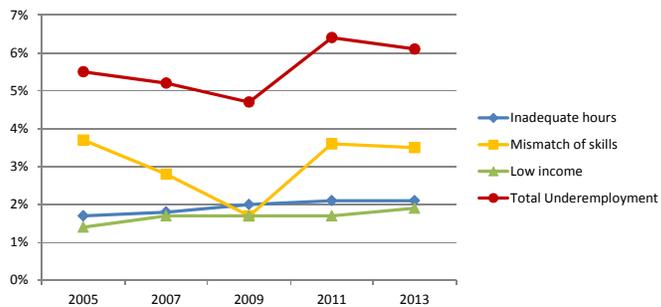
Employed Willing to Change:

Require Additional Education/Training in order to Attain Desired Occupation	
2005	44.6%
2007	45.2%
2009	46.7%
2011	42.4%
2013	41.9%

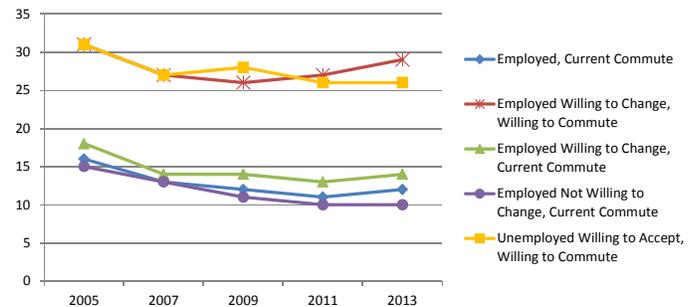
Unemployed Willing to Change:

Require Additional Education/Training in order to Attain Desired Occupation	
2005	28.8%
2007	27.5%
2009	30.6%
2011	34.6%
2013	28.2%

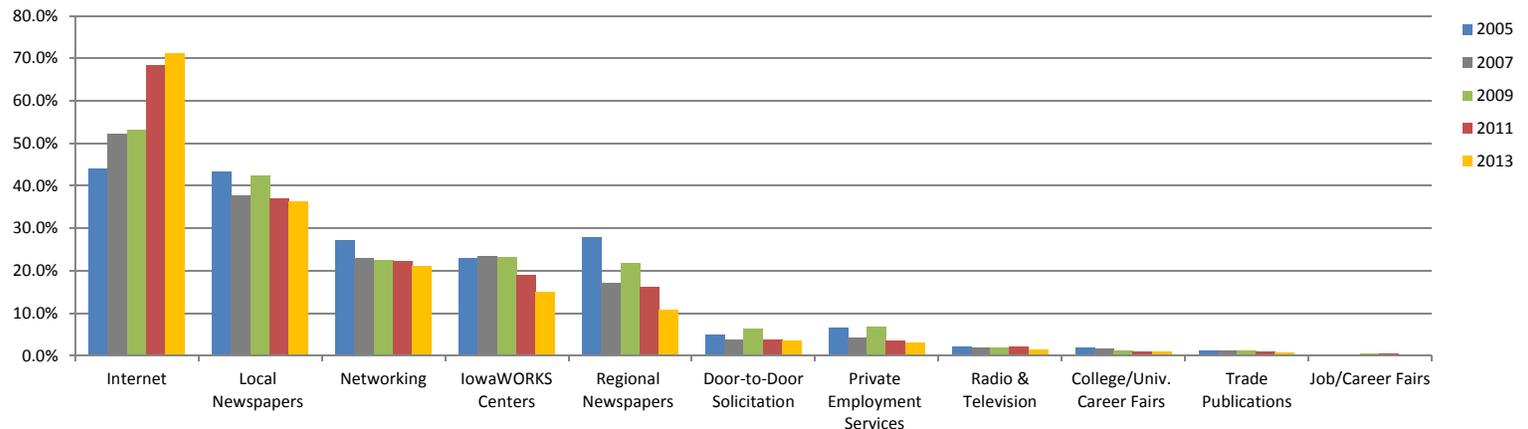
Underemployment:



Average Commute (in miles):



Job Search Sources - For Those Willing to Change/Accept Employment:



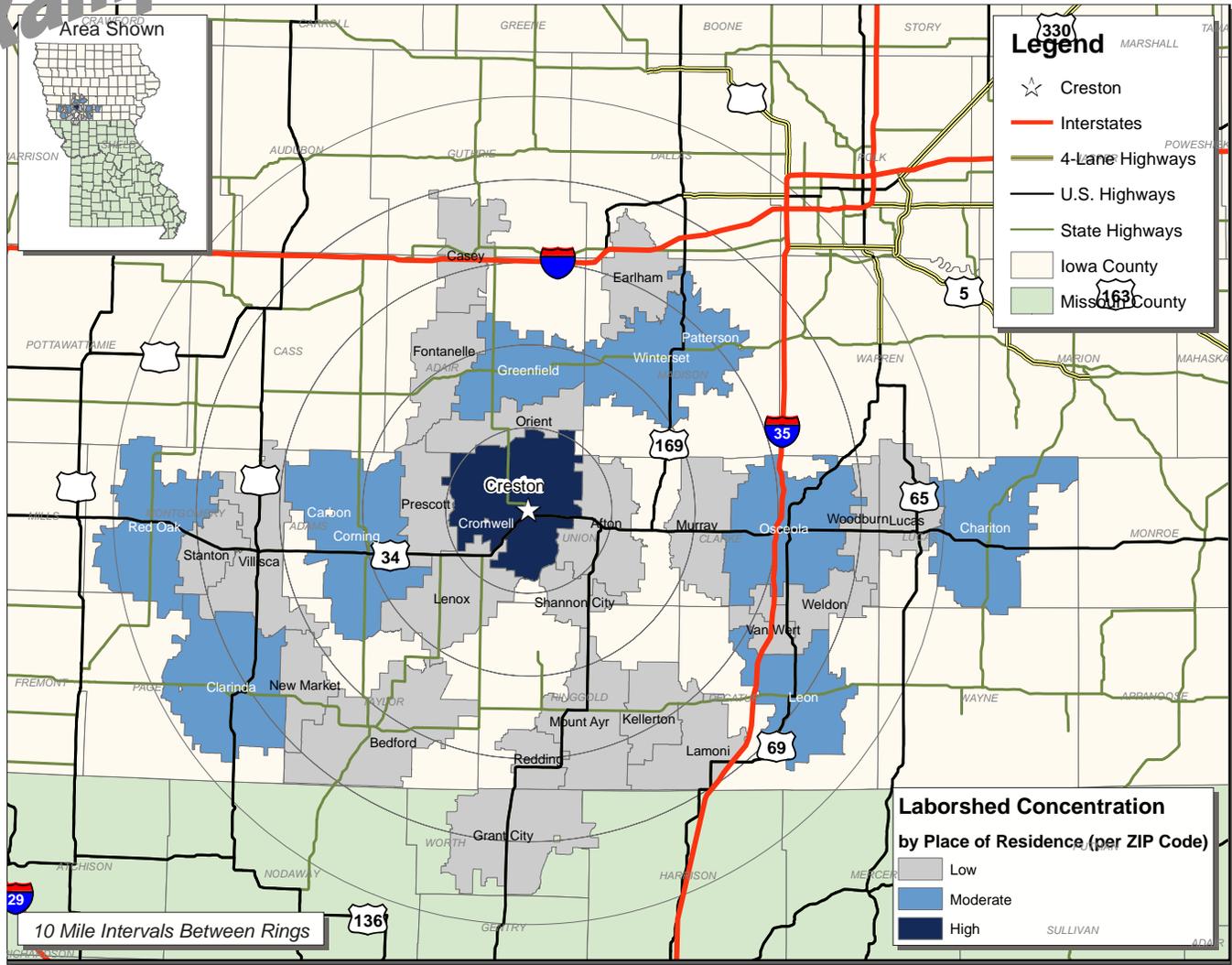
LABOR CHARACTERISTICS



ADVANCED MANUFACTURING UNION COUNTY, IOWA LABORSHED AREA

Example

Concentration of those with transferable experience/skills by place of residence



Workers who have transferable experience/skills in the industry are currently commuting an average of 13 miles one way for work. Those who are willing to change/accept employment are willing to commute an average of 31 miles one way for the right employment opportunity.

For More Information Regarding the Union County Laborshed, contact:

Union County Development Association
208 W. Taylor, P.O. Box 471
Creston, IA 50801-0471
Phone: 641-782-2003
Fax: 641-782-9927
E-mail: wpantini@unioncountyiowa.com
www.unioncountyiowa.com

LABOR CHARACTERISTICS

ADVANCED MANUFACTURING

Estimated Potential Available Labor Per Occupational Category:

Business Operations:

- Managers - 776
- Accountants & Auditors - 220
- Clerks - 776
- Customer Service Reps - 336
- Office & Administrative Support Workers - 119
- Purchasing Agents - 116
- Secretaries - 997

Production:

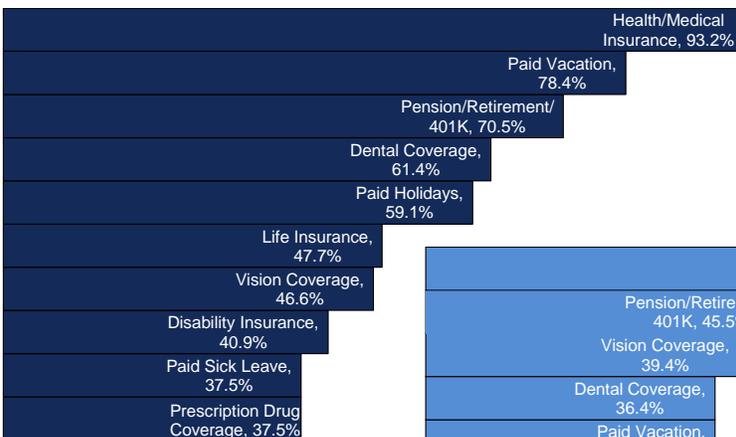
- Managers - 440
- Supervisors - 777
- Assemblers & Fabricators - 556
- Cutting, Punching & Press Machine Operators - 221
- Engineers - 120
- Electrical & Electronic Engineering Techs - 112
- Electrical & Electronics Repairers - 113
- Electricians - 118
- Lay-Out Workers, Metal & Plastic - 114
- Milling & Planing Machine Operators - 115
- Mobile Heavy Equipment Mechanics - 117
- Multiple Machine Operators - 219
- Production Workers, All Other - 2,538
- Water & Liquid Waste Treatment Plant & System Operators - 335
- Welding Machine Operators - 218

Material Movers:

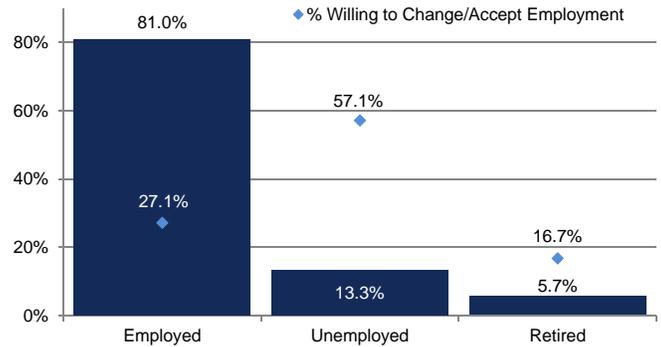
- Supervisors - 224
- Forklift Operators - 112
- Heavy Truck Drivers - 1,437
- Laborers & Material Movers, Hand - 338
- Light Truck Drivers - 111

An estimated total of
11,675 people in the Laborshed area

Current Benefits:

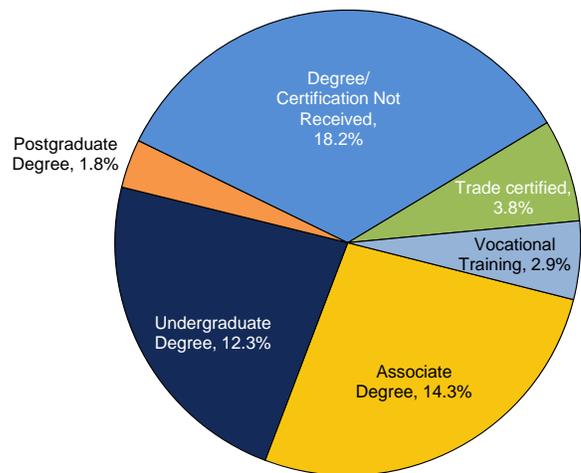


Employment Status:



Educational Level:

(53.3% Have an education beyond high school)



Workplace Flexibility:

(by percent of interest)

- Job teams - 78.1%
- Cross-training - 71.9%
- Job sharing - 43.8%
- Varied shifts - 31.3%
- Seasonal work - 43.8%
- Temporary work - 37.5%

Additional Facts:

- 76.5% paid an hourly wage
- 84.8% are/were employed full-time
- 5.7% are/were employed part-time
- 5.7% are/were self-employed
- 12.9% hold two or more jobs
- Currently working an average of 44 hours/week

Underemployment:

Total Underemployment - 7.6%

- Low hours - 1.9%
- Mismatch of skills - 4.8%
- Low income - 1.9%

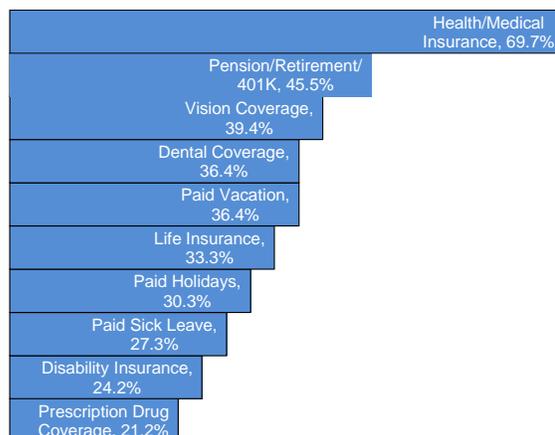
IWD only counts individuals once when estimating Total Underemployment.

Top Advertising Media:

(for those seeking employment opportunities by use)

- Internet - 64.6%
 - www.iowajobs.org
 - www.monster.com
- Local/Regional Newspapers - 59.4%
 - *The Des Moines Register*
 - *Creston News Advertiser*
- IowaWORKS Centers - 27.1%
- Networking through friends, family or acquaintances - 14.6%

Desired Benefits:



LABOR CHARACTERISTICS

ADVANCED MANUFACTURING

Occupation	Occupational Code	Mean Wage	Entry Wage	Experienced Wage	Median Wage
Accountants and Auditors	13-2011	\$ 30.53	\$ 19.29	\$ 36.15	\$ 26.20
Administrative Services Managers	11-3011	\$ 24.98	\$ 17.27	\$ 28.84	\$ 22.67
Assemblers and Fabricators, All Other	51-2099	\$ 10.51	\$ 10.47	\$ 10.53	\$ 10.57
Coating, Painting, and Spraying Machine Setters, Operators and Tenders	51-9121	\$ 13.99	\$ 11.32	\$ 15.33	\$ 13.95
Computer-Controlled Machine Tool Operators, Metal and Plastic	51-4011	\$ 17.67	\$ 13.60	\$ 19.71	\$ 18.48
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	51-4031	\$ 16.20	\$ 12.67	\$ 17.97	\$ 15.92
Electrical and Electronics Engineering Technicians	17-3023	\$ 20.09	\$ 16.46	\$ 21.90	\$ 18.41
Extruding, Forming, Pressing, and Compacting Machine Setters, Operators and Tenders	51-9041	\$ 14.82	\$ 11.86	\$ 16.30	\$ 14.90
First-Line Supervisors of Helpers, Laborers and Material Movers, Hand	53-1021	\$ 19.60	\$ 13.56	\$ 22.62	\$ 19.82
First-Line Supervisors of Mechanics, Installers, and Repairers	49-1011	\$ 25.86	\$ 16.52	\$ 30.53	\$ 27.32
First-Line Supervisors of Production and Operating Workers	51-1011	\$ 21.09	\$ 15.73	\$ 23.78	\$ 20.56
First-Line Supervisors of Transportation and Material-Moving Machinery	53-1031	\$ 20.98	\$ 12.86	\$ 25.04	\$ 19.08
General and Operations Managers	11-1021	\$ 34.20	\$ 20.01	\$ 41.30	\$ 28.69
Heavy and Tractor-Trailer Truck Drivers	53-3032	\$ 18.35	\$ 12.28	\$ 21.38	\$ 17.92
Helpers-Production Workers	51-9198	\$ 13.53	\$ 10.87	\$ 14.86	\$ 13.42
Human Resources Managers	11-3121	\$ 26.82	\$ 18.76	\$ 30.86	\$ 26.58
Industrial Engineering Technicians	17-3026	\$ 19.62	\$ 15.37	\$ 21.74	\$ 17.62
Industrial Engineers	17-2112	\$ 31.28	\$ 25.15	\$ 34.34	\$ 30.10
Industrial Machinery Mechanics	49-9041	\$ 17.29	\$ 13.04	\$ 19.41	\$ 17.84
Industrial Production Managers	11-3051	\$ 38.17	\$ 28.75	\$ 42.88	\$ 36.97
Industrial Truck and Tractor Operators	53-7051	\$ 13.28	\$ 8.95	\$ 15.45	\$ 11.65
Inspectors, Testers, Sorters, Samplers, and Weighers	51-9061	\$ 16.70	\$ 12.57	\$ 18.77	\$ 16.19
Laborers and Freight, Stock and Material Movers, Hand	53-7062	\$ 12.97	\$ 8.52	\$ 15.20	\$ 11.28
Lathe and Turning Machine Tool Setters, Operators and Tenders, Metal and Plastic	51-4034	\$ 18.84	\$ 15.42	\$ 20.55	\$ 19.61
Light Truck or Delivery Services Drivers	53-3033	\$ 18.02	\$ 9.23	\$ 22.42	\$ 13.51
Machinists	51-4041	\$ 16.71	\$ 12.73	\$ 18.70	\$ 16.57
Maintenance and Repair Workers, General	49-9071	\$ 16.54	\$ 10.77	\$ 19.43	\$ 16.65
Maintenance Workers, Machinery	49-9043	\$ 16.05	\$ 13.08	\$ 17.53	\$ 16.15
Mechanical Drafters	17-3013	\$ 19.06	\$ 14.40	\$ 21.39	\$ 18.41
Mechanical Engineers	17-2141	\$ 33.36	\$ 25.01	\$ 37.53	\$ 31.53
Molding, Coremaking, and Casting Machine Setters, Operators and Tenders, Metal and Plastic	51-4072	\$ 11.17	\$ 7.94	\$ 12.79	\$ 10.77
Multiple Machine Tool Setters, Operators and Tenders, Metal and Plastic	51-4081	\$ 16.72	\$ 15.71	\$ 17.23	\$ 16.72
Packaging and Filling Machine Operators and Tenders	51-9111	\$ 15.40	\$ 13.43	\$ 16.38	\$ 15.79
Painters, Transportation Equipment	51-9122	\$ 16.53	\$ 12.73	\$ 18.43	\$ 16.72
Purchasing Agents, Except Wholesale, Retail and Farm Products	13-1023	\$ 22.19	\$ 15.16	\$ 25.70	\$ 21.41
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012	\$ 23.71	\$ 13.24	\$ 28.95	\$ 24.13
Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products	41-4011	\$ 27.69	\$ 20.42	\$ 31.33	\$ 22.30
Structural Metal Fabricators and Fitters	51-2041	\$ 15.91	\$ 12.44	\$ 17.65	\$ 16.00
Team Assemblers	51-2092	\$ 13.63	\$ 11.20	\$ 14.84	\$ 13.33
Tool and Die Makers	51-4111	\$ 21.35	\$ 18.40	\$ 22.82	\$ 21.16
Tool Grinders, Filers, and Sharpeners	51-4194	\$ 19.37	\$ 17.23	\$ 20.45	\$ 19.62
Transportation, Storage and Distribution Managers	11-3071	\$ 42.47	\$ 21.88	\$ 52.77	\$ 38.93
Water and Wastewater Treatment Plant and System Operators	51-8031	\$ 18.74	\$ 15.43	\$ 20.40	\$ 18.78
Welders, Cutters, Solderers and Brazers	51-4121	\$ 16.76	\$ 12.92	\$ 18.68	\$ 16.45

The 2013 Iowa Wage data for the Union County Laborshed area was produced by the Labor Force & Occupational Analysis Bureau to provide communities local information on wages by occupation. The source of the wage and employment data is based on the May 2012 OES estimates. Additional occupational wage and employment data can be found at <http://iwin.iwd.state.ia.us/iowa/OlmisZine>.



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