



LABORSHED ANALYSIS

Ackley Alden Buckeye
Hubbard Eldora Iowa Falls
New Providence Owaso
Radcliffe Steamboat Rock
Union Whitten



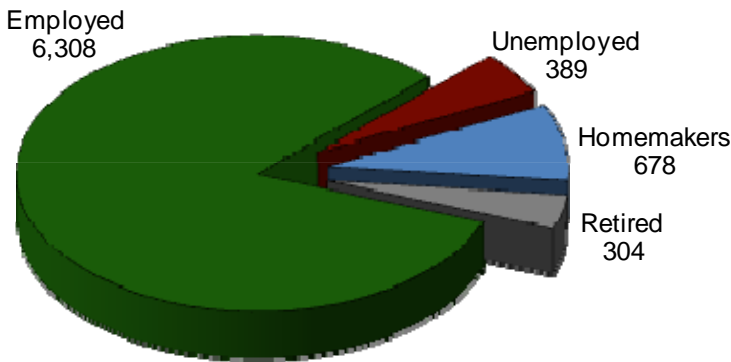
*A Study of Workforce Characteristics
Released January 2011*

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 Hardin 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: 83,230 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (7,679)



Employment Status:

- 75.3% Employed
- 8.4% Unemployed
- 7.9% Homemakers, Not Employed
- 8.4% Retired

Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are 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.

- 1.5% Inadequate hours (95 people)
- 2.0% Mismatch of skills (126 people)
- 1.0% Low income (63 people)
- 4.2% Total estimated underemployment (265 people)

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

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	20.4%	12,785
Health Care & Social Services	13.2%	8,273
Wholesale & Retail Trade	12.4%	7,771
Manufacturing	10.0%	6,267
Public Administration & Government	8.0%	5,014
Finance, Insurance, & Real Estate	8.0%	5,014
Personal Services	6.8%	4,262
Professional Services	5.6%	3,510
Construction	5.2%	3,259
Agriculture	5.2%	3,259
Transportation, Communication, & Utilities	4.0%	2,507
Active Military Duty	0.8%	501
Entertainment & Recreation	0.4%	251

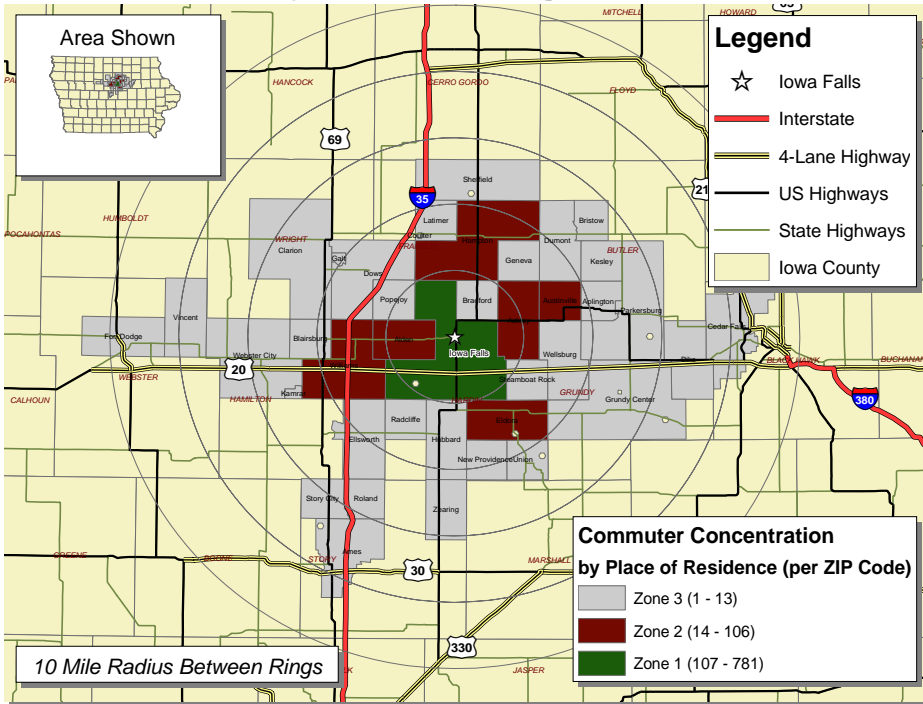
Quick Facts

(Employed - willing to change employment)

- 14.1% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 25.8% currently working within the professional, paraprofessional, & technical occupational category followed by 22.6% within the service occupational category
- Most frequently identified job search sources:
 - Local/Regional newspapers
The Des Moines Register
Times-Citizen - Iowa Falls
Waterloo-Cedar Falls Courier
 - Internet
www.iowaworkforce.org
www.careerbuilder.com
www.google.com
www.monster.com
 - Networking through friends, family, and acquaintances
 - Local Iowa Workforce Development Centers

Survey respondents from the Hardin County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry as shown in the table at left.

Hardin County Commuting Area



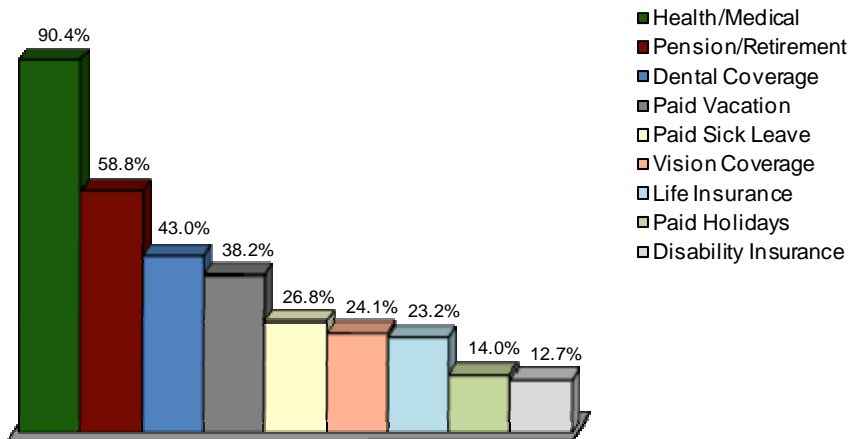
Commuting Statistics

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/accept employment in the Hardin County Laborshed area are willing to commute an average of 24 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 (75.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 20.3 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

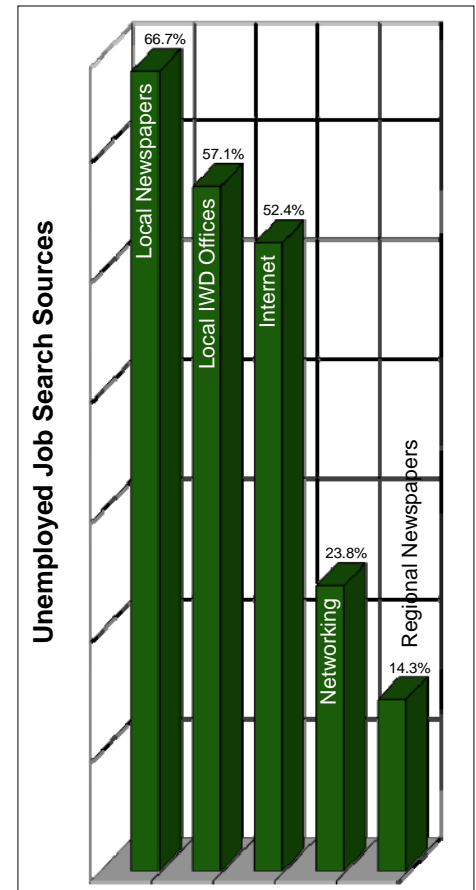
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	68.7%	18.8%	18.8%	\$30,000	*
Construction	31.2%	6.3%	12.5%	*	\$15.48
Manufacturing	66.7%	11.1%	22.3%	\$45,000	\$13.81
Transportation, Communication, & Utilities	68.7%	31.3%	25.1%	\$72,000	\$13.25
Wholesale & Retail Trade	73.0%	16.2%	18.9%	\$32,000	\$11.00
Finance, Insurance, & Real Estate	88.5%	19.2%	38.4%	\$60,000	\$11.50
Health Care & Social Services	79.1%	30.2%	14.0%	\$52,000	\$12.00
Personal Services	82.6%	8.7%	26.0%	\$27,500	\$8.88
Entertainment & Recreation	*	*	*	*	*
Professional Services	88.2%	29.4%	35.3%	\$46,000	\$13.00
Public Administration & Government	79.3%	17.2%	41.3%	\$51,750	\$22.00
Education	92.8%	5.8%	78.2%	\$50,000	\$10.06

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 389 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 52.2% are female; 47.8% are male
- Education:
 - 52.2% have an education beyond high school
 - 8.7% are trade certified
 - 8.7% have an associate degree
 - 21.7% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$14.00 to \$15.00/hr. with a median of the lowest wage of \$12.38
- Willing to commute an average of 24 miles one way for the right opportunity
- 65.2% expressed interest in temporary and 52.2% in seasonal employment opportunities
- 52.2% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Dental coverage
 - Vision coverage
 - Life insurance
 - Paid vacation
 - Disability insurance
 - Paid sick leave
- 70.6% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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