

URBANDALE, IOWA LABORSHED ANALYSIS



A STUDY OF WORKFORCE CHARACTERISTICS

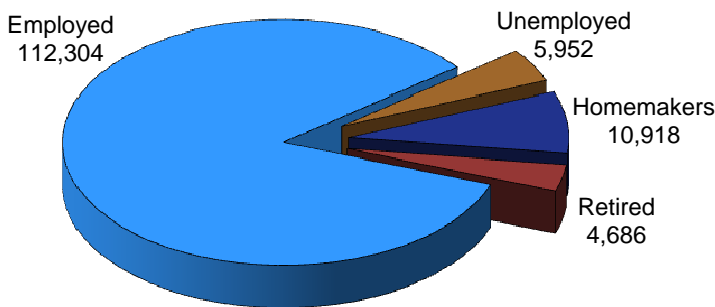
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Laborshed Studies

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 Urbandale 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: 386,087 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (133,860)



Quick Facts:

(Employed - willing to change employment)

- 8.6% are working multiple jobs;
- Currently working an average of 39 hours per week;
- Average age is 41 years old;
- 33.7% currently working within the professional, paraprofessional, & technical occupational category followed by 26.0% within the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
 - Internet
 - www.careerbuilder.com
 - www.monster.com
 - www.desmoineshelpwanted.com
 - Local/Regional Newspapers
The Des Moines Register
 - Networking through friends, family, and 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.

- 2.2% Inadequate hours (2,471 people)
- 2.5% Mismatch of skills (2,808 people)
- 1.2% Low income (1,348 people)
- 5.2% Total estimated underemployment (5,840 people)

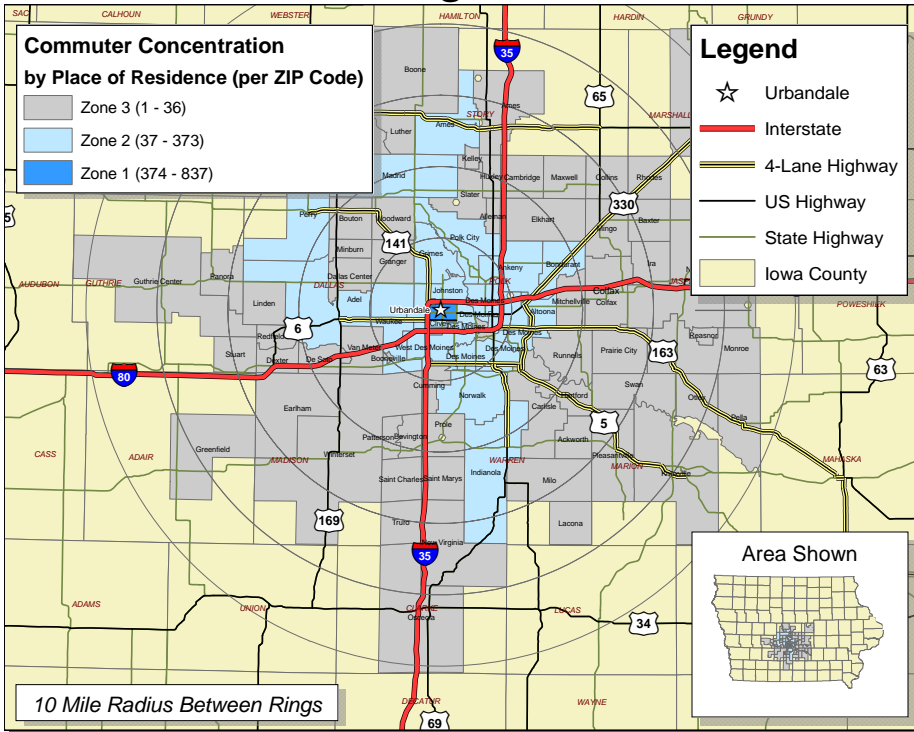
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Health Care & Social Services	18.0%	49,828
Wholesale & Retail Trade	15.2%	42,077
Education	12.8%	35,434
Finance, Insurance, & Real Estate	11.6%	32,112
Personal Services	9.1%	25,191
Public Administration & Government	8.2%	22,700
Manufacturing	7.6%	21,039
Professional Services	5.8%	16,056
Transportation, Communication, & Utilities	5.5%	15,225
Construction	4.3%	11,903
Agriculture	0.9%	2,491
Entertainment & Recreation	0.6%	1,661
Active Military Duty	0.4%	1,107

Survey respondents from the Urbandale 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.

Urbandale Commuting Area



Commuting Statistics

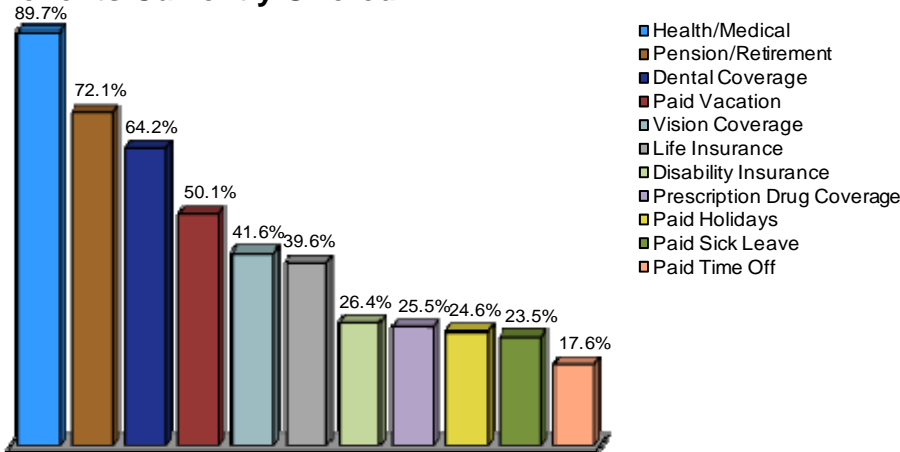
The map at the left represents commuting patterns into Urbandale with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Urbandale Laborshed area are willing to commute an average of 21 miles one way for employment opportunities.



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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 (76.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.4 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

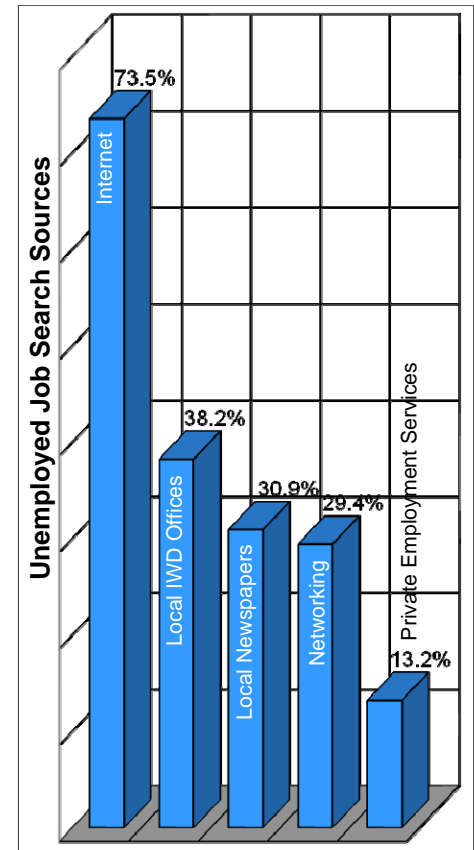
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	29.2%	*	16.7%	\$56,250	\$20.00
Manufacturing	53.7%	14.6%	17.1%	*	\$15.25
Transportation, Communication, & Utilities	70.4%	11.1%	25.9%	\$52,000	\$14.50
Wholesale & Retail Trade	61.8%	2.9%	29.4%	\$50,000	\$9.50
Finance, Insurance, & Real Estate	92.0%	10.0%	60.0%	\$59,000	\$13.00
Health Care & Social Services	85.5%	19.7%	35.5%	\$50,000	\$16.25
Personal Services	78.4%	13.5%	35.1%	\$33,100	\$10.30
Entertainment & Recreation	*	*	*	*	*
Professional Services	89.3%	10.7%	46.5%	\$80,000	\$11.00
Public Administration & Government	78.9%	10.5%	42.1%	\$63,000	\$19.00
Education	88.9%	3.7%	76.0%	\$41,000	\$11.00

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 5,952 unemployed individuals are willing to accept employment;
- Average age is 46 years old;
- 57.4% are male; 42.6% are female;
- Education:
 - 66.2% have an education beyond high school
 - 4.4% have are trade certified
 - 2.9% have completed vocational training
 - 1.5% have an associate degree
 - 29.4% have an undergraduate degree
 - 8.8% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$14.00/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 21 miles one way for the right opportunity;
- 66.2% expressed interest in seasonal and 63.2% in temporary employment opportunities;
- 63.2% 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
 - Dental coverage
 - Paid vacation
 - Vision coverage
 - Life insurance
 - Prescription drug coverage
 - Disability insurance
 - Paid time off
 - Paid holidays
 - Paid sick leave
- 69.4% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Urbandale Laborshed Analysis, contact:

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