

Opportunity²

Regional Analysis



OPPORTUNITY²
Economic Development in SE Iowa

A Study of Workforce Characteristics
Released January 2008

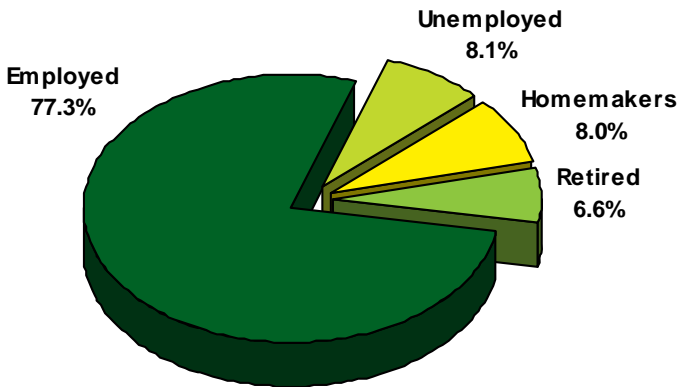
Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of Opportunity², information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data encompassing Albia, Bloomfield, Centerville, Fairfield, Knoxville, Oskaloosa, Ottumwa, Pella, and Sigourney Laborshed Studies. Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in Opportunity²

Survey respondents from Opportunity² were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management, production, office/administrative support, education, training, and library occupational categories. The top industries are manufacturing, health care, social services, and education followed by wholesale and retail trade.

The chart below shows the percentage of respondents by employment status within Opportunity².



Occupations	% within Region
Management	15.1%
Production	13.9%
Office & Administrative Support	13.4%
Education, Training, & Library	9.7%
Health Care Practitioner & Technical	7.0%
Sales & Related	5.5%
Transportation & Material Moving	5.0%
Business & Financial Operations	4.1%
Health Care Support	3.9%
Installation, Maintenance, & Repair	3.5%
Construction & Extraction	3.1%
Food Preparation & Serving Related	3.0%
Building/Grounds Cleaning & Maintenance	2.2%
Community & Social Services	2.1%
Personal Care & Service	1.6%
Arts, Design, Entertainment, Sports, & Related	1.6%
Protective Service	1.1%
Architecture & Engineering	1.1%
Computer & Mathematical Science	1.0%
Life, Physical, & Social Science	0.8%
Legal	0.7%
Farming, Fishing, & Forestry	0.5%

Underemployment

The underemployed is comprised 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.

- ▶ 2.0% Inadequate hours
- ▶ 2.0% Mismatch of skills
- ▶ 1.7% Low income
- ▶ 4.8% Total estimated regional underemployment

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

Job Search Techniques

(Top four for those seeking employment opportunities)

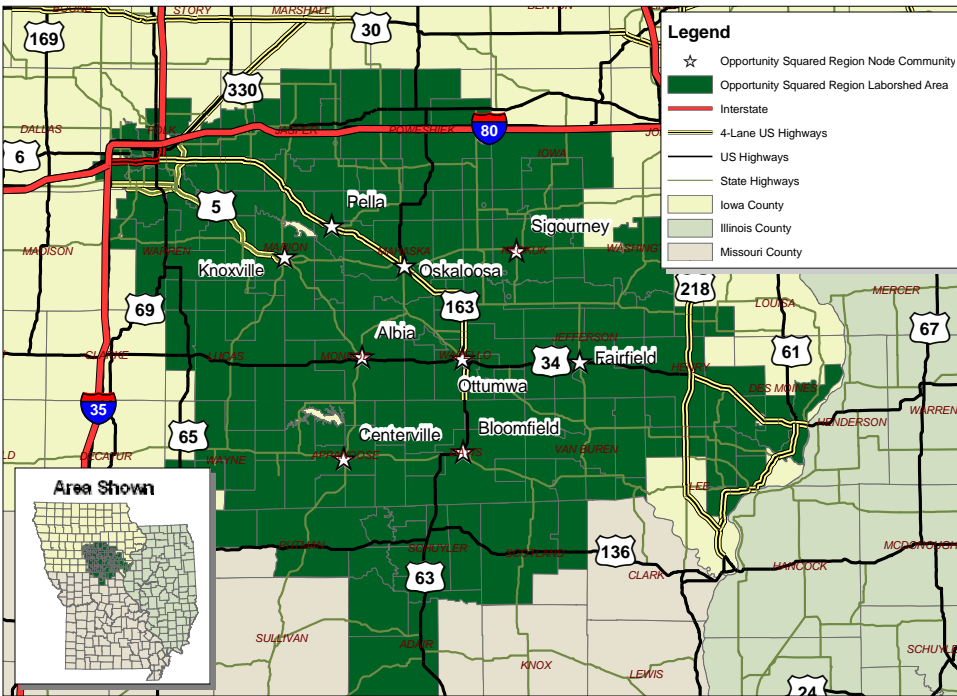
- Local/Regional Newspapers
 - The Des Moines Register
 - The Ottumwa Courier
 - The Fairfield Ledger
 - The Oskaloosa Herald
- The Internet
 - www.monster.com
 - www.iowaworkforce.org
 - www.careerbuilder.com
 - Company specific websites
- Local Iowa Workforce Development Centers
- Networking - through family, friends, and acquaintances

Opportunity² Commuting Area

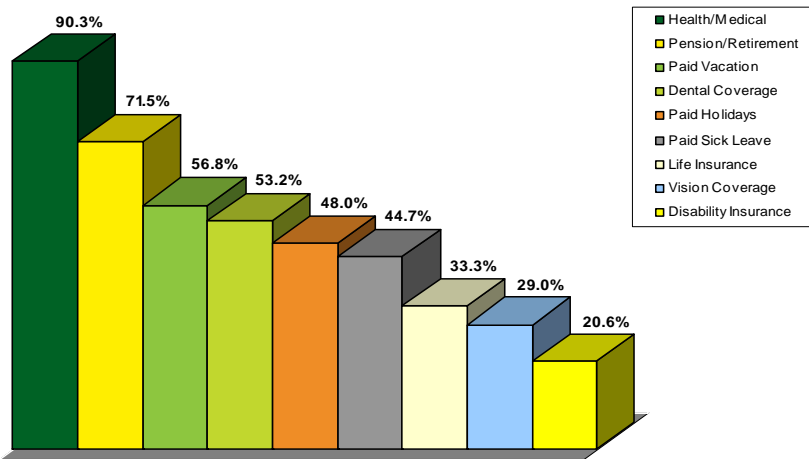
Commuting Statistics

The map at the left represents the aggregate commuting area of Opportunity².

Those who are willing to change or accept employment in the Opportunity² area are willing to commute an average of 26 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 majority (75.3%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 19.0 percent of the employers in the area pay the entire cost of health insurance premiums as a benefit for their employees.

Education and Current Median Wage Characteristics by Industry

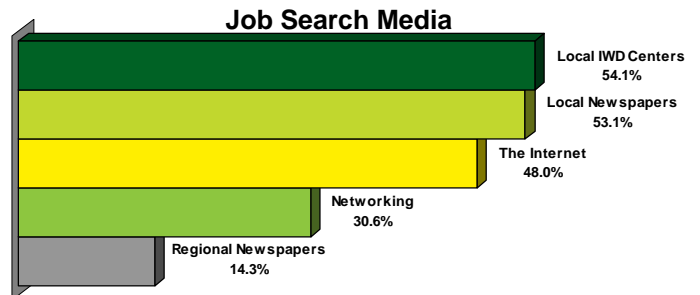
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	52.8%	12.3%	17.9%	4.7%	\$37,000	\$10.00
Construction	45.8%	5.0%	9.2%	0.8%	\$45,000	\$16.00
Manufacturing	46.8%	12.6%	12.1%	2.2%	\$52,500	\$15.00
Transportation, Communication, & Utilities	56.2%	13.8%	13.1%	4.4%	\$48,000	\$13.00
Wholesale & Retail Trade	46.6%	9.2%	11.7%	3.2%	\$33,500	\$8.43
Finance, Insurance, & Real Estate	73.5%	19.1%	26.4%	4.4%	\$45,000	\$12.00
Health Care & Social Services	75.3%	28.5%	16.8%	10.6%	\$43,000	\$13.00
Personal Services	64.2%	18.5%	13.6%	11.1%	\$30,000	\$8.00
Entertainment & Recreation	59.3%	14.8%	25.9%	11.1%	\$30,000	\$10.50
Professional Services	59.7%	13.7%	11.5%	5.0%	\$30,000	\$12.00
Public Administration & Government	65.7%	12.4%	23.7%	5.9%	\$45,000	\$17.04
Education	85.8%	8.7%	34.8%	32.3%	\$40,000	\$10.50

This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation

Unemployed - Those Willing to Enter/Re-enter Employment:

- 8.1% of the region are unemployed;
- Average age is 43 years old;
- 52.9% are men and 47.1% are women;
- Education:
 - 52.0% have some post high school education
 - 2.0% trade certified
 - 1.0% completed vocational training
 - 17.6% have an associate degree
 - 10.8% have an undergraduate degree
 - 3.9% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.50 to \$12.00/hr. with a median lowest wage considered of \$9.00/hr.;
- 55.9% expressed interest in seasonal and 64.7% in temporary employment opportunities;
- 44.1% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 29 miles one way for the right opportunity;

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Pension/retirement options
 - Paid vacation
 - Vision coverage
 - Paid sick leave
 - Paid holidays
 - Tuition assistance/reimbursement
 - Prescription drug plan
- 74.0% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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Area 15
Regional Planning Commission



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