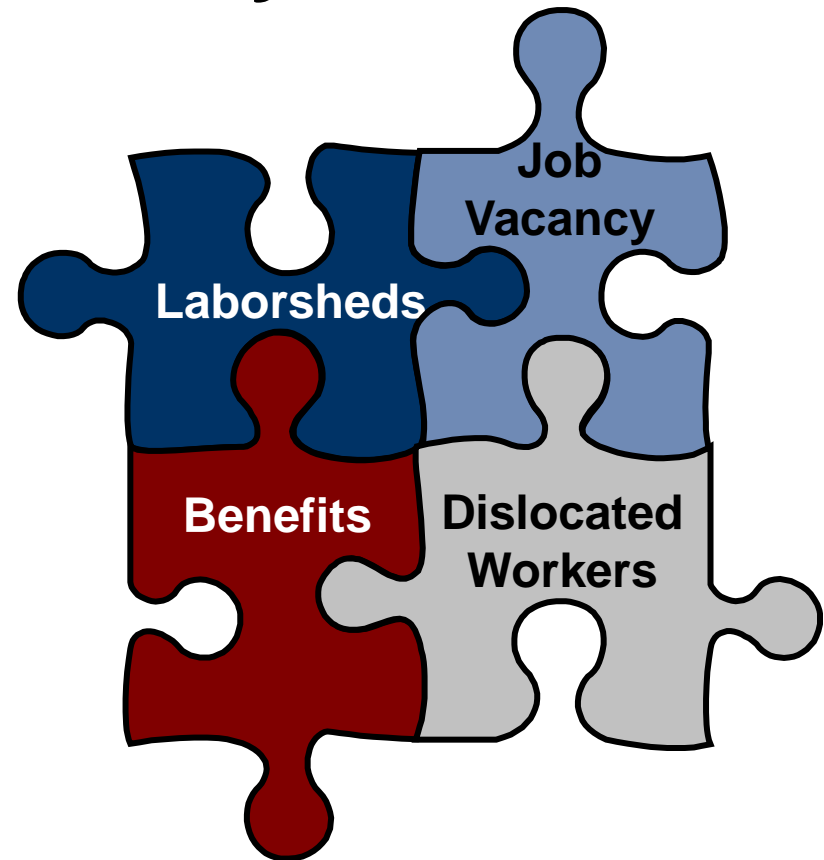


Iowa Workforce Development's Surveys & Analysis

*Unique Pieces of the
Workforce & Economic
Development Puzzle*



Purpose of a Workforce Surveys

Gives communities the ability to *document* and *illustrate* the characteristics of their labor force which in turn has proven to be a unique and effective tool for retaining and expanding their existing businesses while also attracting prospective new employers into the area.

What Types of Surveys?

- Laborshed Studies/Industry Analysis
 - Community
 - Regional
- Fringe Benefit Profile
 - State
 - Region
- Dislocated Worker Survey
 - Small & Large Employers
- Job Vacancy Survey
 - On-line pilot – Western Iowa Advantage Region (Carroll area)
 - Paper pilot – Quad City Region

How can this information be used

Workforce & Economic Development

Business Retention
Business Expansion
Business Recruitment
College Curriculum Decisions
Strategic Planning
the list goes on and on.....

These surveys make Iowa unique!!

Laborshed Studies Address

- Potential available labor
- Availability & willingness to change/enter employment
- Occupations (previous/current)
- Wages (current/desired)
- Benefits (traditional/non-traditional)
- Distance willing to commute
- Out commute
- Education/training needs
- Underemployment
- Job search techniques



Community Assistance via Laborshed Study

- Community Workforce Analysis
- Regional Analysis (Multiple Laborsheds)
 - By industry
 - Occupational clusters
 - Advanced Manufacturing
 - Biotechnology/Pharmaceuticals
 - Information Solutions
- Industry Specific (for a community or region)
 - Business expansion
 - Prospect recruitment

Industry Specific Analysis

Sample listed below

- Value Added Agriculture
- Biotechnology
- Construction
- Manufacturing/Advanced Manufacturing
- Transportation, Communication, & Utilities
- Wholesale & Retail Trade
- Finance, Insurance & Real Estate
- Personal Services
- Entertainment & Recreational Services
- Professional Services
- Health Care & Social Services
- Public Administration/Government
- Etc.

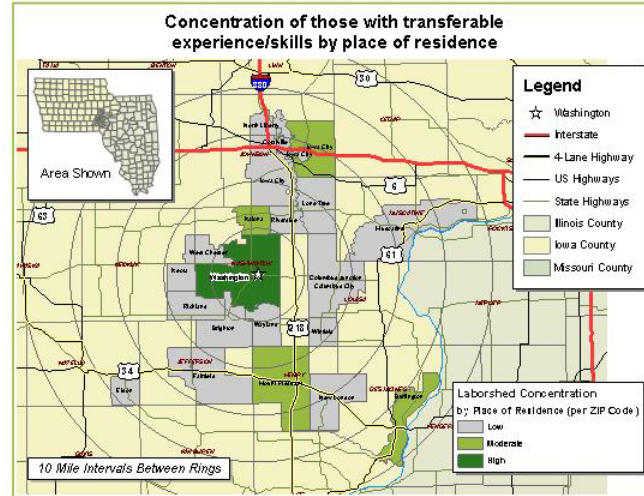
Prospect Recruitment

- Customized marketing materials highlighting labor availability tailored to the prospective industry

- Map reflects where employees live that have experience in that industry

- Map can be used to advertise for these positions

Labor Characteristics Advanced Manufacturing Washington, Iowa Laborshed



Workers who have transferable experience/skills in the industry are currently commuting an average of 11 miles one way for work. Those who are willing to change/accept employment are willing to commute an average of 15 miles one way for the right employment opportunity.

Employment Status:

- 14.8% Employed**
 - 26.0% of the employed are willing to change employment
- 15.5% Unemployed**
 - 62.5% of the unemployed are willing to accept employment
- 3.9% Homemakers, Not Employed**
- 5.8% Retired**
- Education Levels:**
 - 58.3% Education beyond high school
 - 1.0% Trade certified
 - 3.9% Vocational training
 - 16.5% Associate degree
 - 14.6% Undergraduate degree
 - 3.9% Postgraduate degree

Workplace Flexibility:

- (By percent of interest)*
 - Cross-training - 82.4%
 - Varied shifts (2nd, 3rd, & split) - 29.4%
 - Job sharing - 47.1%
 - Job teams - 94.1%
 - Seasonal work - 41.2%
 - Temporary work - 47.1%

Other Facts:

- 74.3% paid an hourly wage
- 82.5% are/were employed full-time
- 12.6% are/were employed part-time
- 3.9% are/were self-employed
- 9.1% hold two or more jobs
- Currently working an average of 41 hrs/week

Current Benefits:

- Health/medical insurance - 87.7%
- Pension/retirement/401K - 65.8%
- Paid vacation - 42.5%
- Dental coverage - 34.2%
- Paid holidays - 19.2%
- Life insurance - 17.8%
- Vision coverage - 16.4%
- Paid sick leave - 13.7%
- Disability insurance - 8.2%
- Paid time off - 4.1%

Desired Benefits:

- (By percent of interest)*
 - Health/medical insurance - 96.8%
 - Pension/retirement/401K - 48.4%
 - Paid vacation - 35.5%
 - Dental coverage - 32.3%
 - Vision coverage - 25.8%
 - Paid holidays - 16.1%
 - Life insurance - 16.1%

Top Advertising Media:

- (for those seeking employment opportunities)*
 - The Internet
 - www.iowaworkforce.com
 - www.craigslist.com
 - Local/Regional Newspapers
 - Washington Evening Journal
 - Iowa City Press Citizen
 - The Gazette - Cedar Rapids
 - Iowa Workforce Development Centers
 - Networking through friends, family, or acquaintances

Estimated Potential Available Labor Per Occupational Category:

Business Operations:

- General Operation Managers - 645
- Financial Managers - 641
- Sales Representatives - 342
- Accounting Clerks - 1,664
- Customer Service Representatives - 986
- Shipping & Receiving Clerks - 981
- Secretaries & Office Support - 6,926

Production:

- Supervisors - 1,969
- Mechanical Engineers - 338
- Engineers & Drafters, All Other - 676
- Engineering Technicians - 1,664
- Electricians - 346
- Painters - 974
- Maintenance & Repair Workers - 1,972
- Structural Metal Fabricators - 344
- Assemblers & Fabricators - 639
- Milling & Planing Machine Operators - 336
- Machinists - 978
- Multiple Machine Operators - 3,293
- Welders - 346
- Press Technicians - 334
- Water & Liquid System Operators - 339
- Inspectors & Testers - 990
- Production Workers - 2,649

Material Movers:

- Supervisors - 343
- Heavy Truck Drivers - 1,973
- Light Truck Drivers - 982
- Fork Lift Operators - 340

An estimated total of **34,010** people in the Laborshed area



Underemployment:

- Total Underemployment - 6.8%
 - Low hours - 1.0%
 - Mismatch of skills - 1.9%
 - Low income - 4.9%

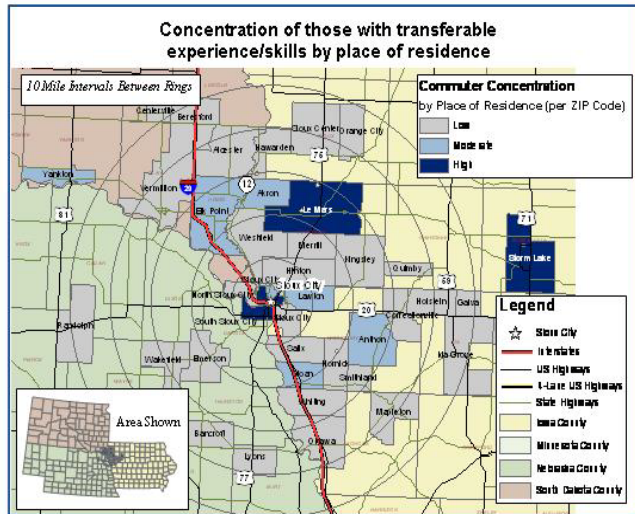
MVD only counts individuals once when estimating Total Underemployment.

Washington Economic Development Group

205 Main Street
Washington, Iowa 52353
Phone: 319-653-3942
Email: wedg@iowatelecom.net
www.washingtoniowa.org

Information compiled by Iowa Workforce Development using Laborshed data released 2010.

Labor Characteristics Advanced Manufacturing Sioux City MSA



Workers who have transferable experience/skills 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 24 miles one way for the right employment opportunity.

Employment Status

80.9% Employed

- 33.3% of the employed are willing to change employment

6.7% Unemployed

Flexibility in the Workplace

(by percent of interest)

- Cross-training - 67.7%
- Varied shifts (2nd, 3rd, & split) - 32.3%
- Job sharing - 29.0%
- Job teams - 83.9%
- Seasonal work - 20.0%
- Temporary work - 16.7%

Education Levels:

- 52.8% Education beyond high school
- 6.7% Associate degree
- 12.4% Trade certified
- 2.2% Vocational training
- 10.0% Undergraduate degree
- 2.2% Postgraduate degree

Other Facts:

- 82.4% paid hourly wage
- 92.1% are/were employed full-time
- Currently working an average of 45 hrs/week
- 6.9% hold more than one job

Top Advertising Mediums:

(for those seeking employment opportunities)

- Local/Regional Newspapers
 - Sioux City Journal
 - The Des Moines Register
 - Omaha World Herald
- The Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.siouxcityjournal.com
- Local Iowa Workforce Development Centers
- Networking thru family, friends, acquaintances

Underemployment:

- Total Underemployment - 1.1%
 - Low hours - 0.0%
 - Mismatch of skills - 1.1%
 - Low income - 0.0%

WWD only counts individuals once when estimating Total Underemployment.

Desired Benefits (by percent of interest):

- Health/medical insurance - 89.3%
- Dental coverage - 50.0%
- Vision coverage - 39.3%
- Paid vacation - 39.3%
- Pension/Retirement/401K - 39.3%
- Paid sick leave - 25.0%
- Paid holidays - 21.4%

Potential Available Labor Per Occupational Category:

Business Operations:

- Managers - 699
- Customer Service Reps - 2,372
- Clerks, Office & Administrative Support - 3,558

Computer:

- Computer Programmers - 953
- Computer Software Engineers - 233

Production:

- Supervisors - 466
 - Engineers - 468
 - Electric Motor Repairers - 235
 - Aircraft Mechanics - 231
 - Heavy Equipment Mechanics - 237
 - Machinery Maintenance Workers - 1,906
 - General Maintenance Workers - 720
 - Millwrights - 235
 - Coil Winders - 228
 - Assemblers & Fabricators - 1,419
 - Cutting Machine Operators - 236
 - Machinists - 229
 - Welders - 470
 - Mixing & Blending Machine Operators - 230
 - Tool & Die Makers - 234
 - Inspectors - 1,186
 - General Production Workers - 1,673
- #### Material Movers:
- Truck Drivers - 2,605
 - Hoist & Wench Operators - 229

An estimated total of 21,052 people in the Laborshed area

The Siouxland Laborshed area aggregate wage data was also extracted from the Iowa Wage Survey and is provided in the table on page 2 which reflects mean, entry, experienced, and median wages.

For more information regarding the Siouxland Laborshed Study contact:

Siouxland Chamber of Commerce
Siouxland Initiative
101 Pierce St.
Sioux City, IA 51101
Phone: 800.228.7903
Fax: 712.258.7578
chamber@siouxlandchamber.com
www.siouxlandchamber.com

Information was compiled by Iowa Workforce Development using 2006 Laborshed data.



Business Expansion

- Customized marketing materials highlighting labor availability tailored to existing industry
- Map reflects where *your* employees are coming from using their home ZIP Code

Current Laborshed Studies



Fringe Benefit Profiles Address

Employers

Statewide & regional analyses

Industry

Employment size

Urban vs. rural

Information analyzed

Insurance

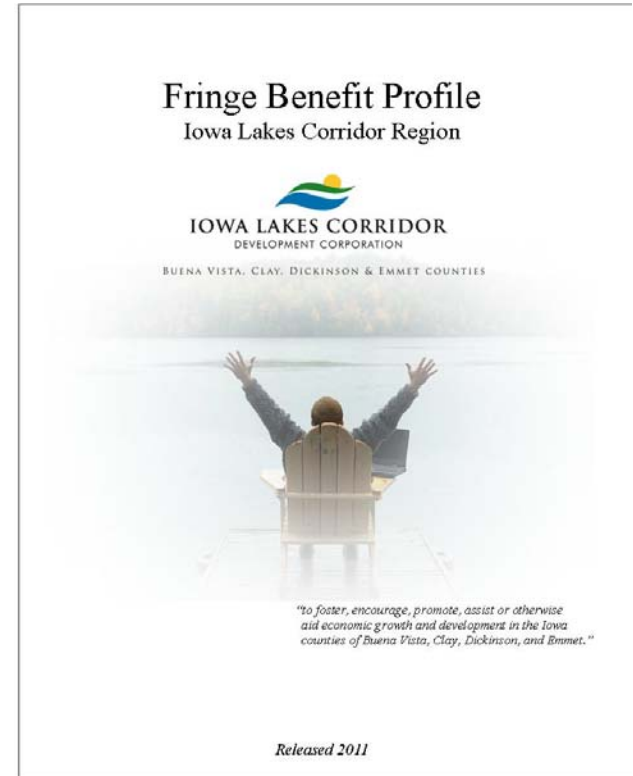
Vacation

Sick leave

Paid leave

Retirement

Additional benefits.



Statewide & Regional Data

Dislocated Worker Facts Address

- Occupations/experience
- Wages (hourly or salaried)
- Education level
- Distance willing to commute
- Training needs
- Job search techniques
- Willingness to relocate within Iowa



Also called Occupations

Related Jobs

Jobs Related to Structural Metal Fabricators and Fitters

Sheet Metal Workers
Welders, Cutters, and Welder Fitters
Solderers and Brazers
Model Makers, Metal and Plastic
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders
Lay-Out Workers, Metal and Plastic
Precious Metal Workers
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic
Stone Cutters and Carvers, Manufacturing
Team Assemblers
Drilling and Boring Machine Tool Setters, Operators, and Tenders, Metal and Plastic
Crushing, Grinding, and Polishing Machine Setters, Operators, and Tenders
Molding and Casting Workers

Jobs Related to Electricians

Helpers—Electricians
Electric Motor, Power Tool, and Related Repairers
Electrical and Electronics Installers and Repairers, Transportation Equipment
Electrical and Electronics Repairers, Powerhouse, Substation, and Relay
Electrical and Electronics Repairers, Commercial and Industrial Equipment
Control and Valve Installers and Repairers, Except Mechanical Door
Signal and Track Switch Repairers
Electronic Equipment Installers and Repairers, Motor Vehicles
Electro-Mechanical Technicians
Electromechanical Equipment Assemblers
Maintenance Workers, Machinery

Jobs Related to Fork Lift Operator

Laborers and Freight, Stock, and Material Movers, Hand
Hoist and Winch Operators

Jobs Related to Welder

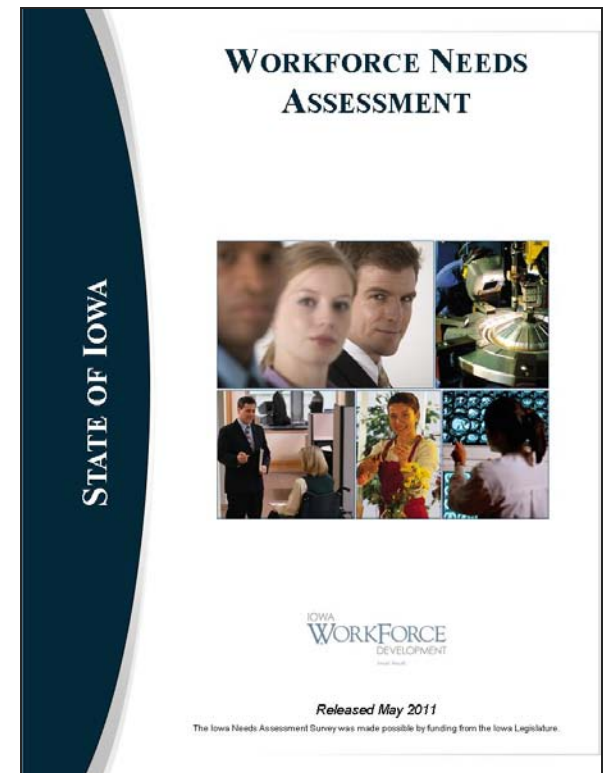
Welders, Cutters, and Welder Fitters
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders
Sheet Metal Workers
Structural Metal Fabricators and Fitters
Solderers and Brazers
Boilermakers
Lay-Out Workers, Metal and Plastic
Pipe Fitters and Steamfitters
Structural Iron and Steel Workers
Industrial Machinery Mechanics
Reinforcing Iron and Rebar Workers
Control and Valve Installers and Repairers, Except Mechanical Door
Maintenance Workers, Machinery
Computer-Controlled Machine Tool Operators, Metal and Plastic
Team Assemblers
Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic

Source: <http://www.onetcenter.com/ocw/>

lers
Metal and Plastic
al and Plastic
ders
ment
y
rent
lers
Metal and Plastic

Workforce Needs Assessment

- By industry and region
 - Current vacancies
 - Employment type
 - Education level requirements
 - Experience needed
 - Is the company providing training
 - Reasons positions are hard to fill
 - Employee recruitment sources
 - Upcoming expansion expectations
 - Upcoming retirement expectations



Contact Information



Paula Nissen, CPM
Paula.Nissen@iwd.iowa.gov
(515) 281-4896

Regional Research & Analysis Bureau
1000 E Grand Avenue
Des Moines, Iowa 50319

www.iowaworkforce.org/lmi/labsur/researchbureau.htm