



# GREATERTUMWA AREA

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## Laborshed Analysis

A Study of Workforce Characteristics



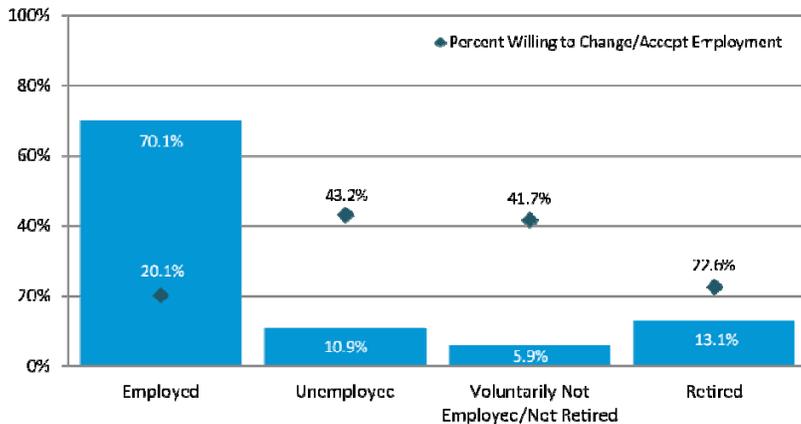
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# Laborshed Studies

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 Greater Ottumwa Area Laborshed, 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.

## Employment Status\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Total Potential Labor Force: 85,193 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (20,693)**

- 16,070 Employed
- 1,402 Unemployed
- 1,064 Voluntarily Not Employed, Not Retired
- 2,157 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.

- 2.2% Inadequate hours (354 people)
- 3.0% Mismatch of skills (482 people)
- 1.7% Low income (273 people)
- 5.9% Total estimated underemployment (948 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	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	20.9%	12,482	67.1%	23.5%	9.2%
Education	16.8%	10,033	71.9%	22.0%	1.8%
Healthcare & Social Services	13.5%	8,062	71.7%	24.2%	8.7%
Wholesale & Retail Trade	12.3%	7,346	65.2%	20.0%	19.6%
Transportation, Communication & Utilities	8.2%	4,897	80.0%	25.0%	4.0%
Personal Services	7.0%	4,180	77.3%	17.6%	9.1%
Professional Services	5.3%	3,165	86.7%	15.4%	0.0%
Construction	4.1%	2,449	71.4%	10.0%	14.3%
Public Administration & Government	4.1%	2,449	58.8%	20.0%	5.9%
Agriculture, Forestry & Mining	3.3%	1,971	100%	0.0%	0.0%
Finance, Insurance & Real Estate	3.3%	1,971	*	*	*
Entertainment & Recreation	1.2%	717	*	*	*

\* Insufficient survey data/refused

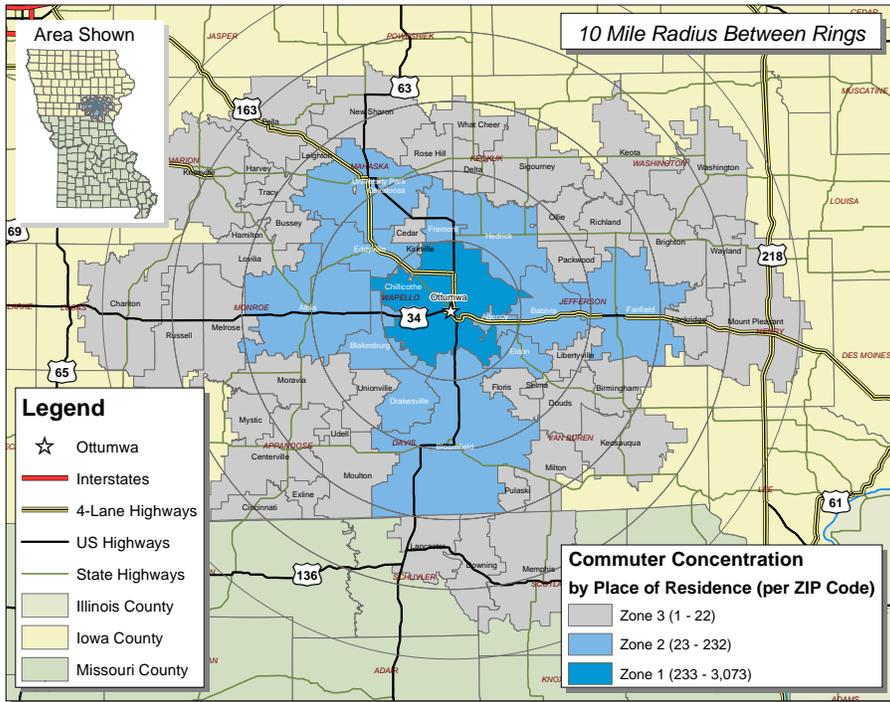
Survey respondents from the Greater Ottumwa Area Laborshed were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

## Quick Facts

(Employed - willing to change employment)

- 19.3% are working multiple jobs
- Currently working an average of 40 hours per week
- Average age is 48 years old
- 28.6% currently working within the production, construction & material handling occupational category followed by 21.4% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.monster.com](http://www.monster.com)
  - Local/Regional newspapers
    - The Ottumwa Courier
    - The Des Moines Register
  - Networking through friends, family and acquaintances
  - Local IowaWORKS Centers

# Greater Ottumwa Area Laborshed



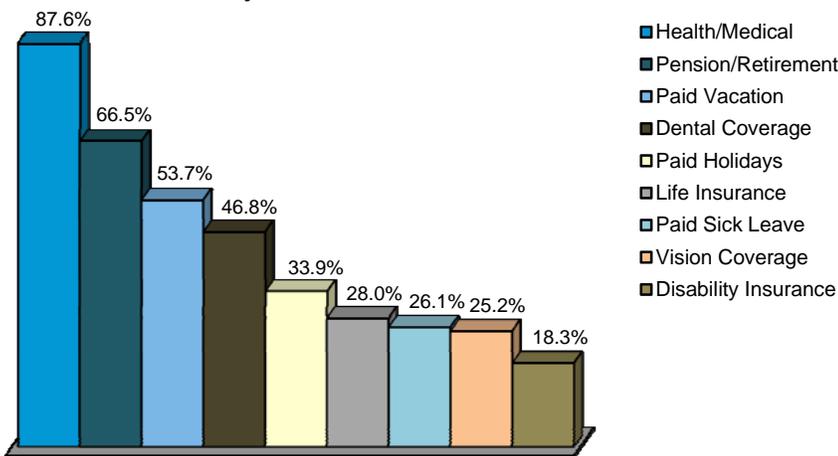
## Commuting Statistics

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

Those who are willing to change/accept employment in the Greater Ottumwa Area Laborshed are willing to commute an average of 28 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 (72.3%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.5 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

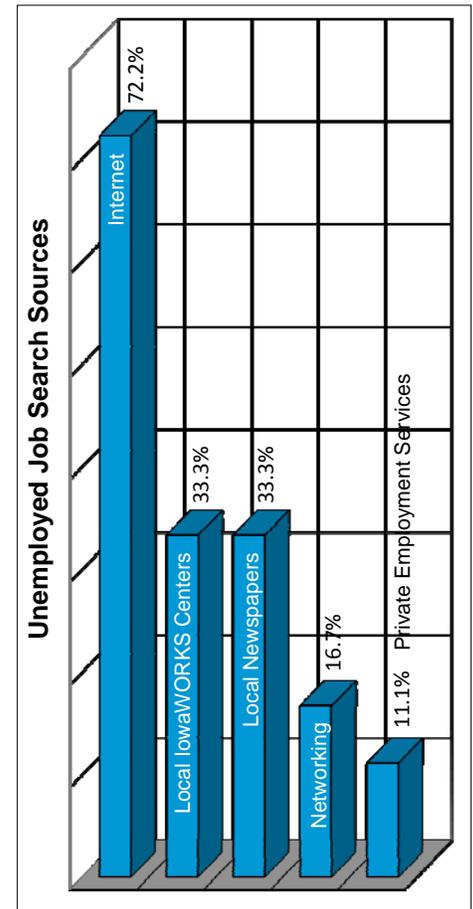
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	50.0%	7.1%	14.3%	*	\$20.00
Manufacturing	55.3%	19.7%	19.7%	\$66,000	\$16.50
Transportation, Communication & Utilities	64.0%	8.0%	24.0%	\$61,000	\$24.00
Wholesale & Retail Trade	41.3%	2.2%	19.6%	\$55,000	\$9.25
Finance, Insurance & Real Estate	78.6%	7.1%	50.0%	\$35,000	\$15.38
Healthcare & Social Services	69.5%	26.1%	23.9%	\$58,000	\$11.50
Personal Services	72.7%	4.5%	36.4%	\$24,000	\$16.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	86.7%	0.0%	66.6%	\$65,000	*
Public Administration & Government	76.5%	23.5%	35.3%	\$60,500	\$20.75
Education	93.0%	14.0%	70.2%	\$50,500	\$13.83

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

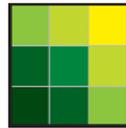
*\*Insufficient survey data/refused*

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

- An estimated 1,402 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 68.4% are male; 31.6% are female
- Education:
  - 36.8% have an education beyond high school
  - 5.3% have vocational training
  - 5.3% are trade certified
  - 10.5% have an associate degree
  - 5.3% have an undergraduate degree
  - 5.3% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$12.50/hr. with a median of the lowest wage of \$9.00
- Willing to commute an average of 25 miles one way for the right opportunity
- 89.5% expressed interest in temporary and 78.9% in seasonal employment opportunities
- 47.4% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 70.6%
  - Dental coverage - 41.2%
  - Paid vacation - 23.5%
  - Disability insurance - 11.8%
  - Pension/retirement options - 11.8%
  - Vision coverage - 11.8%
  - Life insurance - 5.9%
  - Employee discounts - 5.9%
  - Paid holidays - 5.9%
  - Paid sick leave - 5.9%
  - Prescription drug coverage - 5.9%
- 63.6% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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