



WEST DES MOINES, IOWA and WAUKEE, IOWA



LABORSHED ANALYSIS

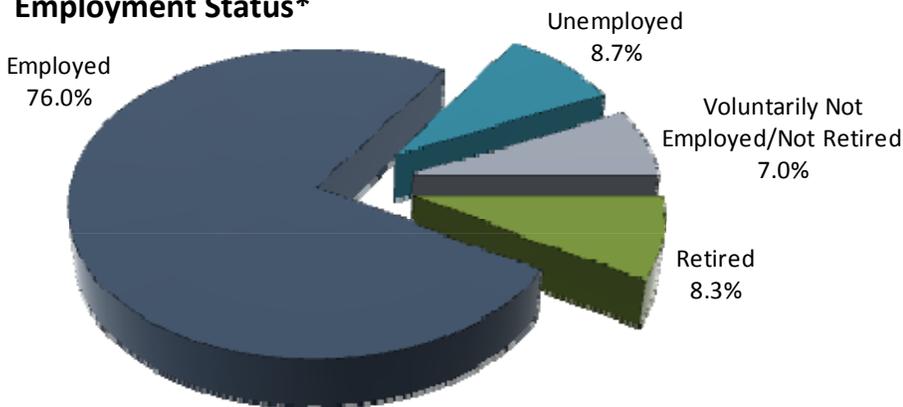
A STUDY OF WORKFORCE CHARACTERISTICS
RELEASED JULY 2012



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 Waukee & West Des Moines 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.

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: 443,841 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (160,263)

- 135,111 Employed
- 5,823 Unemployed
- 7,217 Voluntarily Not Employed, Not Retired
- 12,112 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 (2,972 people)
- 2.3% Mismatch of skills (3,108 people)
- 1.2% Low income (1,621 people)
- 4.2% Total estimated underemployment (5,675 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
Education	20.5%	69,150	84.4%	25.9%	4.2%
Finance, Insurance & Real Estate	14.2%	47,899	81.2%	12.5%	4.3%
Wholesale & Retail Trade	13.6%	45,875	76.1%	25.9%	9.9%
Healthcare & Social Services	9.9%	33,395	73.6%	20.5%	7.5%
Manufacturing	8.6%	29,009	73.9%	26.5%	10.9%
Professional Services	8.6%	29,009	79.1%	29.4%	11.6%
Public Administration & Government	7.3%	24,624	76.3%	27.6%	2.6%
Transportation, Communication & Utilities	6.6%	22,263	61.9%	34.6%	16.7%
Personal Services	5.8%	19,565	79.3%	34.8%	6.9%
Construction	2.5%	8,433	66.7%	0.0%	20.0%
Agriculture, Forestry & Mining	1.5%	5,060	*	*	*
Entertainment & Recreation	0.9%	3,036	*	*	*

*Insufficient survey data/refused

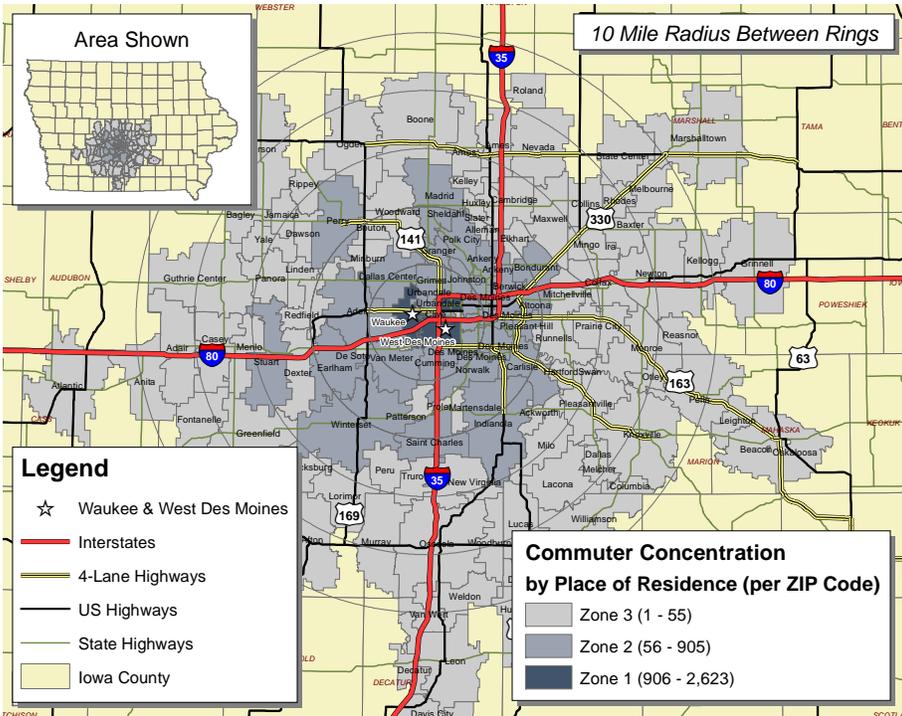
Survey respondents from the Waukee & West Des Moines Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 14.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 45 years old
- 45.5% currently working within the professional, paraprofessional & technical occupational category followed by 16.4% within the managerial/administrative occupational category
- Most frequently identified job search sources:
 - Internet
 - www.careerbuilder.com
 - www.monster.com
 - Local/Regional newspapers
 - *The Des Moines Register*
 - Networking through friends, family and acquaintances
 - Local IowaWORKS Centers

Waukee & West Des Moines Laborshed Area



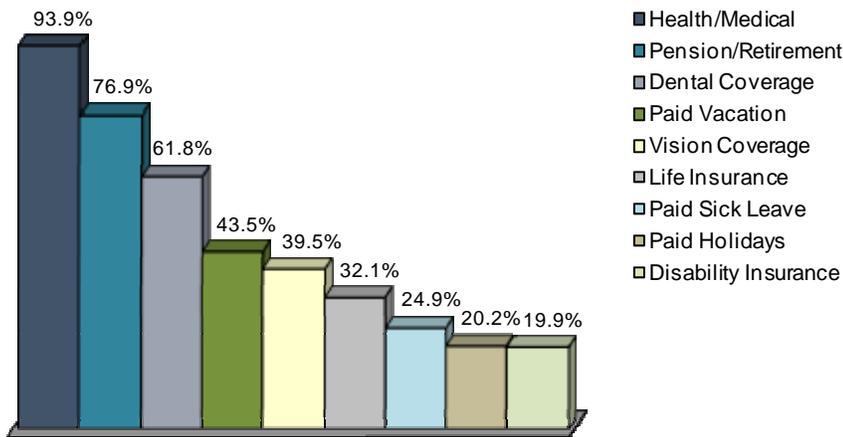
Commuting Statistics

The map at the left represents commuting patterns into Waukee & West Des Moines with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Waukee & West Des Moines Laborshed area are willing to commute an average of 22 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 (78.2%) 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

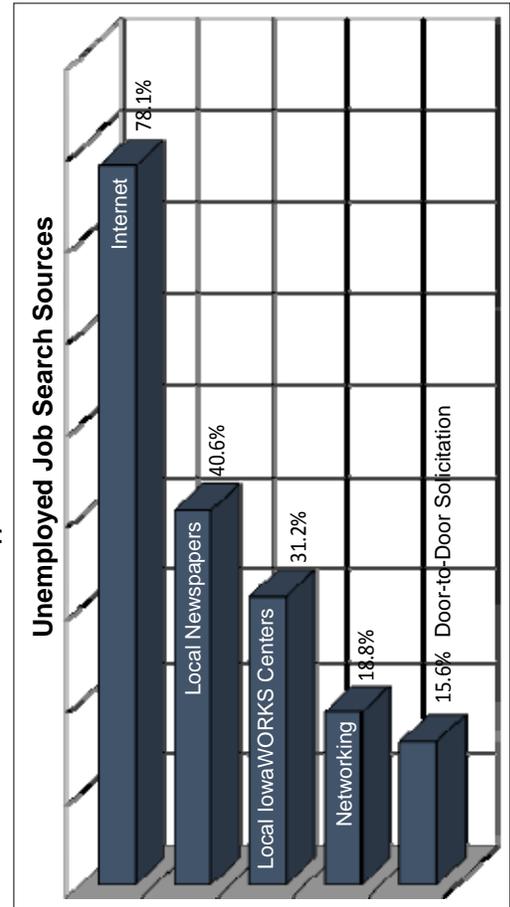
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	46.7%	13.3%	20.0%	\$65,000	\$19.00
Manufacturing	73.9%	21.7%	30.4%	\$63,500	\$18.21
Transportation, Communication & Utilities	73.8%	11.9%	45.2%	\$63,000	\$21.00
Wholesale & Retail Trade	64.8%	15.5%	31.0%	\$58,000	\$11.55
Finance, Insurance & Real Estate	92.8%	17.4%	62.2%	\$67,000	\$14.88
Healthcare & Social Services	92.5%	22.6%	54.7%	\$46,000	\$18.50
Personal Services	79.3%	17.2%	31.0%	\$27,000	\$12.62
Entertainment & Recreation	*	*	*	*	*
Professional Services	88.4%	11.6%	53.5%	\$72,000	\$15.00
Public Administration & Government	84.2%	21.1%	39.5%	\$65,000	\$27.83
Education	89.6%	5.2%	74.0%	\$50,000	\$13.25

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 5,823 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 58.8% are male; 41.2% are female
- Education:
 - 58.9% have an education beyond high school
 - 2.9% are trade certified
 - 11.8% have an associate degree
 - 20.6% have an undergraduate degree
 - 5.9% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$14.40 to \$15.00/hr. with a median of the lowest wage of \$12.00
- Willing to commute an average of 19 miles one way for the right opportunity
- 70.6% expressed interest in seasonal and 64.7% in temporary employment opportunities
- 35.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 96.3%
 - Dental coverage - 44.4%
 - Paid vacation - 29.6%
 - Pension/retirement options - 25.9%
 - Life insurance - 18.5%
 - Vision coverage - 18.5%
 - Disability insurance - 11.1%
 - Prescription drug coverage - 11.1%
 - Paid time off - 7.4%
 - Paid holidays - 3.7%
 - Paid sick leave - 3.7%
- 80.0% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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