

# Red Oak

## Laborshed Analysis

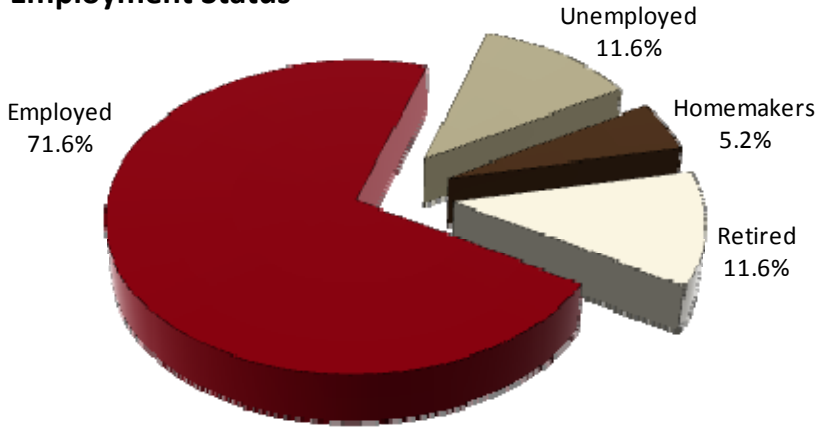


A Study of Workforce Characteristics  
*Released June 2011*

# 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 Red Oak 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.*

## Employment Status



**Total Potential Labor Force: 25,706 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (6,669)**

- 5,513 Employed
- 398 Unemployed
- 351 Homemakers, Not Employed
- 407 Retired

## Quick Facts

*(Employed - willing to change employment)*

- 16.7% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 33.3% currently working within the professional, paraprofessional, & technical occupational category followed by 25.6% within the production, construction, & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.google.com](http://www.google.com)
  - Local/Regional newspapers
    - Omaha World Herald
    - The Red Oak Express
    - The Des Moines Register
  - Local Iowa Workforce Development Centers
  - Networking through friends, family, and acquaintances

## 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.

- 2.7% Inadequate hours (149 people)
- 2.7% Mismatch of skills (149 people)
- 1.7% Low income (94 people)
- 5.4% Total estimated underemployment (298 people)

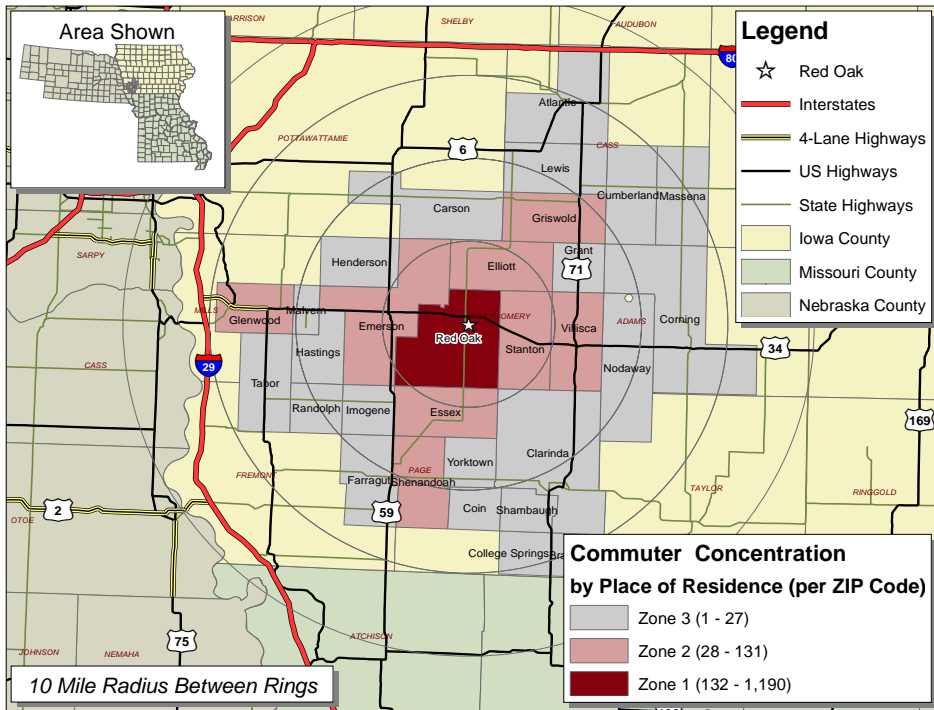
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Health Care & Social Services	17.6%	3,239
Education	14.9%	2,742
Manufacturing	11.1%	2,043
Wholesale & Retail Trade	10.0%	1,841
Public Administration & Government	9.5%	1,749
Agriculture	8.4%	1,546
Transportation, Communication, & Utilities	6.1%	1,123
Construction	5.7%	1,049
Professional Services	5.7%	1,049
Personal Services	5.3%	975
Finance, Insurance, & Real Estate	4.1%	755
Entertainment & Recreation	0.8%	147
Active Military Duty	0.8%	147

Survey respondents from the Red Oak 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.

# Red Oak Laborshed Area



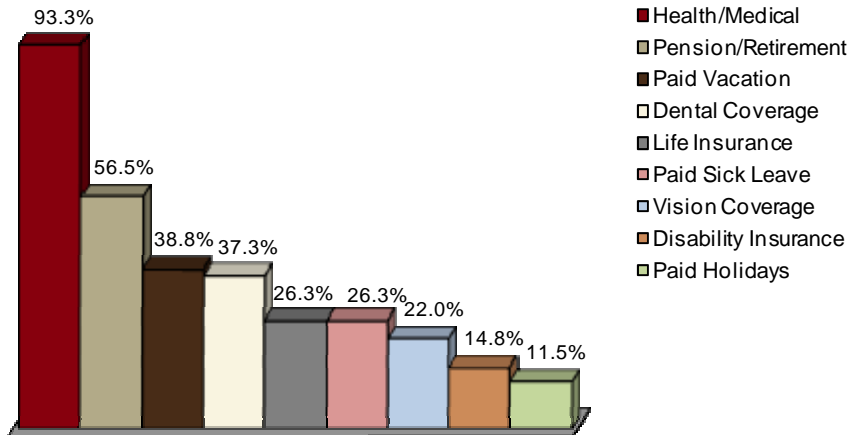
## Commuting Statistics

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

Those who are willing to change/accept employment in the Red Oak Laborshed area are willing to commute an average of 29 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 (68.0%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 23.7 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

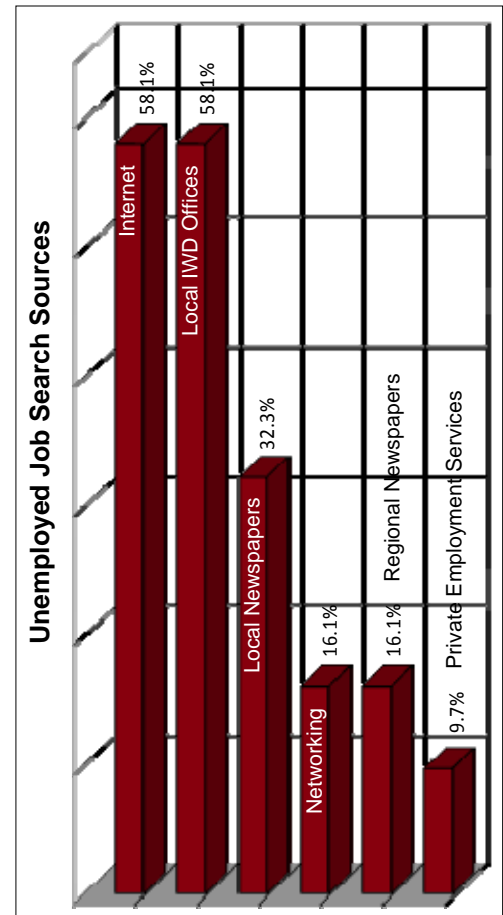
Industry	Education			Median Wages	
	Some Level Beyond High	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	70.8%	25.0%	16.7%	\$50,000	*
Construction	66.7%	22.2%	22.2%	\$50,000	\$12.09
Manufacturing	71.4%	21.4%	19.1%	\$46,000	\$15.42
Transportation, Communication, & Utilities	69.2%	19.2%	19.2%	\$52,000	\$13.49
Wholesale & Retail Trade	62.5%	17.5%	10.0%	\$60,000	\$9.00
Finance, Insurance, & Real Estate	65.0%	10.0%	40.0%	\$58,500	\$11.00
Health Care & Social Services	70.9%	14.5%	20.0%	\$70,500	\$12.50
Personal Services	68.4%	21.1%	5.3%	\$32,500	\$10.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	81.0%	19.0%	42.8%	\$36,000	\$15.00
Public Administration & Government	73.2%	17.1%	26.9%	\$55,000	\$17.83
Education	92.0%	14.0%	74.0%	\$45,000	\$10.90

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 398 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 63.6% are female; 36.4% are male
- Education:
  - 69.7% have an education beyond high school
  - 3.0% are trade certified
  - 3.0% have vocational training
  - 9.1% have an associate degree
  - 12.1% have an undergraduate degree
  - 3.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.22 to \$11.50/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 31 miles one way for the right opportunity
- 75.8% expressed interest in both temporary and seasonal employment opportunities
- 51.5% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 96.7%
  - Dental coverage - 40.0%
  - Vision coverage - 30.0%
  - Pension/retirement options - 26.7%
  - Paid vacation - 20.0%
  - Life insurance - 16.7%
  - Paid holidays - 13.3%
  - Paid sick leave - 3.3%
  - Paid time off - 3.3%
  - Prescription drug coverage - 3.3%
- 69.0% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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