

# **GREATER DES MOINES REGIONAL WORKFORCE ANALYSIS**



A STUDY OF WORKFORCE CHARACTERISTICS

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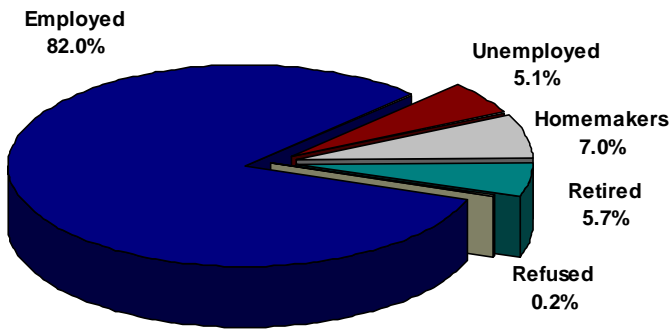
# Laborshed Studies

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 Des Moines Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Adel, Altoona, Ankeny, Carlisle, Des Moines, Grimes, Indianola, Johnston, Norwalk, Perry, Polk City, Urbandale, Waukee, and West Des Moines Laborshed studies. Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Greater Des Moines Region

Survey respondents from the Greater Des Moines Region 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 office & administrative support, management, or education occupational categories. The top industries are finance, insurance, real estate, education, and healthcare/social services.

The chart below shows the percentage of respondents by employment status within the Greater Des Moines Region.



Occupations	% within Region
Office & Administrative Support	16.3%
Management	16.0%
Education, Training, & Library	10.0%
Business & Financial Operations	8.9%
Production	6.9%
Health Care Practitioner & Technical	6.7%
Sales & Related	5.7%
Computer & Mathematical Science	3.5%
Transportation & Material Moving	3.3%
Construction & Extraction	2.7%
Installation, Maintenance, & Repair	2.6%
Health Care Support	2.3%
Arts, Design, Entertainment, Sports, & Related	2.2%
Food Preparation & Serving Related	2.1%
Community & Social Services	2.0%
Personal Care & Service	1.8%
Life, Physical, & Social Science	1.7%
Building/Grounds Cleaning & Maintenance	1.5%
Legal	1.5%
Architecture & Engineering	1.1%
Protective Service	0.9%
Farming, Fishing, & Forestry	0.2%
Military Specific	0.1%

## 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.

- ▶ 1.1% Inadequate hours
- ▶ 2.6% Mismatch of skills
- ▶ 0.9% Low income
- ▶ 4.3% Total estimated regional underemployment

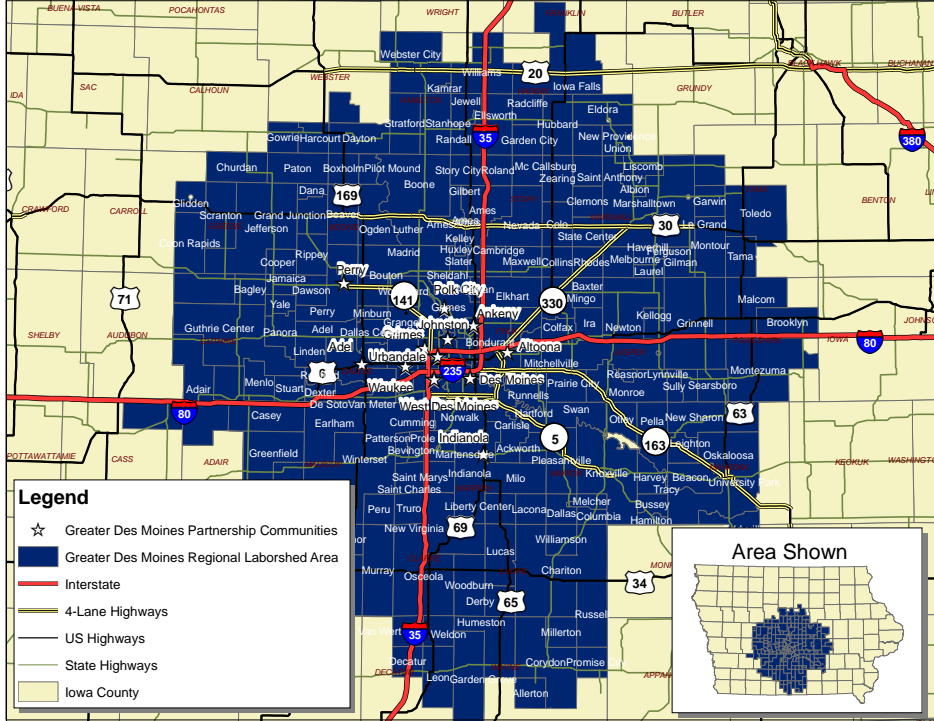
*Individuals may be underemployed for more than one reason. They are only counted once for total estimated underemployment.*

## Job Search Techniques

(Top four for those seeking employment opportunities)

- The Internet
  - [www.careerbuilder.com](http://www.careerbuilder.com)
  - [www.monster.com](http://www.monster.com)
  - [www.desmoineshelpwanted.com](http://www.desmoineshelpwanted.com)
  - [www.iowaworkforce.org](http://www.iowaworkforce.org)
- Local/Regional Newspaper
  - The Des Moines Register
- Networking—through family, friends, and acquaintances
- Local Iowa Workforce Development Centers

# Greater Des Moines Regional Commuting Area



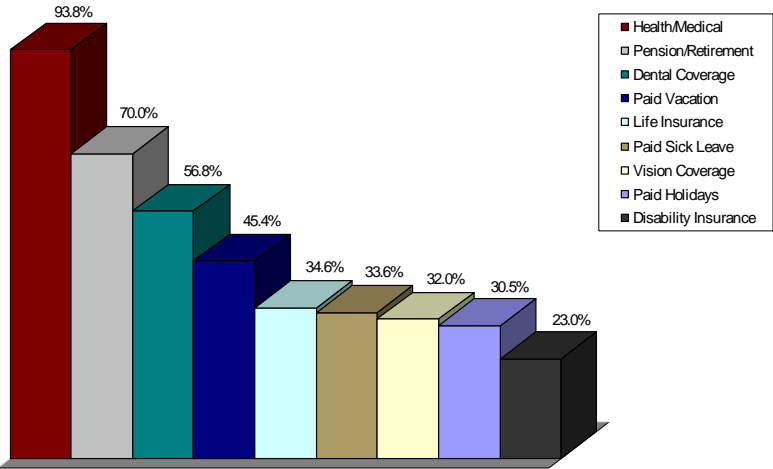
## Commuting Statistics

The map at the left represents the commuting area of the Greater Des Moines Region.

Those who are willing to change or accept employment in the Greater Des Moines Region 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 (73.8%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 20.6 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	75.3%	11.3%	34.1%	15.5%	\$57,500	\$11.00
Construction	53.2%	8.4%	13.6%	1.9%	\$50,000	\$19.12
Manufacturing	56.8%	11.0%	13.3%	4.7%	\$60,000	\$15.00
Transportation, Communication, & Utilities	65.8%	16.1%	23.9%	4.1%	\$57,000	\$17.00
Wholesale & Retail Trade	61.1%	13.9%	15.8%	5.3%	\$48,000	\$10.00
Finance, Insurance, & Real Estate	82.6%	14.3%	38.2%	10.4%	\$55,000	\$14.00
Health Care & Social Services	79.5%	19.6%	24.5%	11.4%	\$49,000	\$16.00
Personal Services	74.0%	8.9%	23.3%	17.1%	\$35,000	\$10.00
Entertainment & Recreation	64.1%	5.1%	25.6%	7.7%	\$44,000	\$10.00
Professional Services	81.1%	14.5%	26.6%	15.3%	\$50,000	\$12.85
Public Administration & Government	78.4%	11.2%	31.7%	17.6%	\$52,500	\$19.00
Education	91.1%	8.2%	37.6%	33.5%	\$42,000	\$12.50

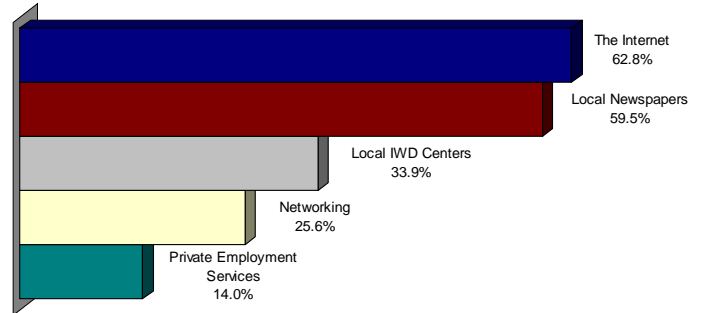
*This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation*

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

- 5.1% of the region are unemployed;
- Average age is 41 years old;
- 46.5% are men and 53.5% are women;
- Education:
  - 49.6% have some post high school education
  - 1.6% are trade certified
  - 1.6% completed vocational training
  - 13.4% have an associate degree
  - 10.2% have an undergraduate degree
  - 7.9% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.99 to \$12.00/hr. with a median lowest wage considered of \$9.75/hr.;
- 54.3% expressed interest in seasonal and 64.6% in temporary employment opportunities;
- 46.5% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 22 miles one way for the right opportunity.

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Pension/retirement options
  - Dental coverage
  - Paid vacation
  - Vision coverage
  - Paid sick leave
  - Holiday pay
- 23.5% of the unemployed are seeking employment offers where the employer pays the cost of medical insurance premiums.

### Job Search Media



## A Project of:



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 Johnston Economic Development Corporation  
 Madison County Development Group  
 Warren County Economic Development Corporation

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