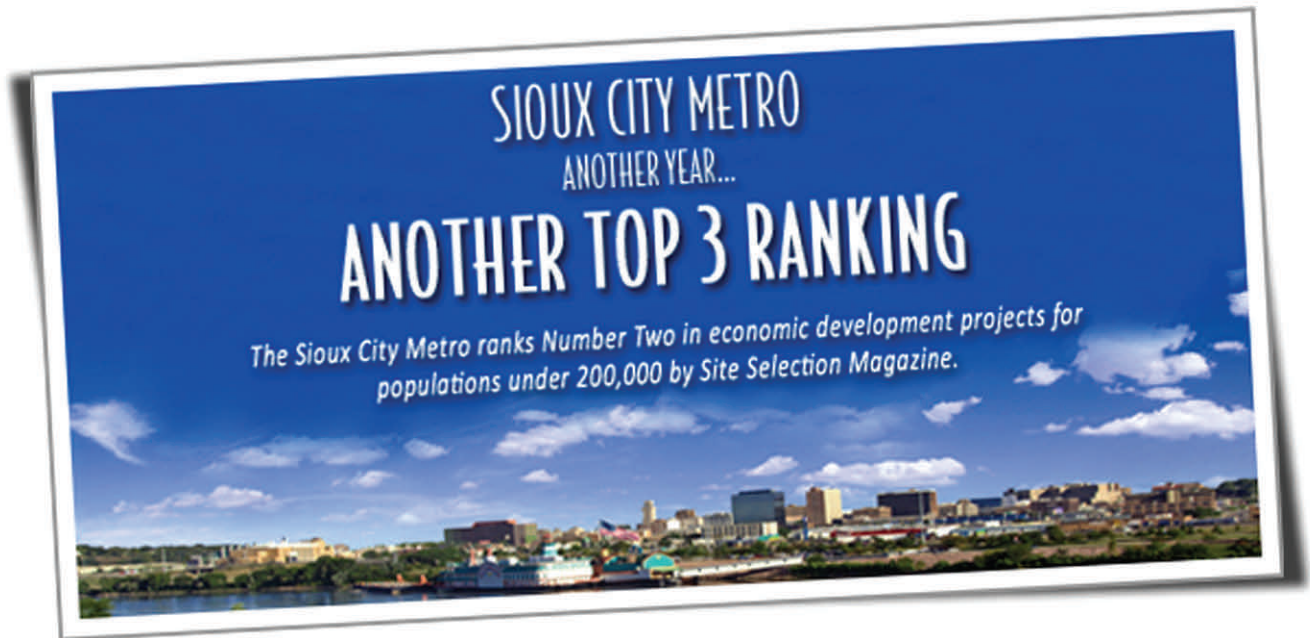


Sioux City MSA (IA-NE-SD) REGIONAL LABORSHED



For the fourth consecutive year, *Site Selection Magazine* ranks the Sioux City Metro as one of the top 3 metros in the nation for economic development.

[Sioux City Metro Includes: Dakota County, Nebraska; Dixon County, Nebraska; Union County, South Dakota and Woodbury County, Iowa]

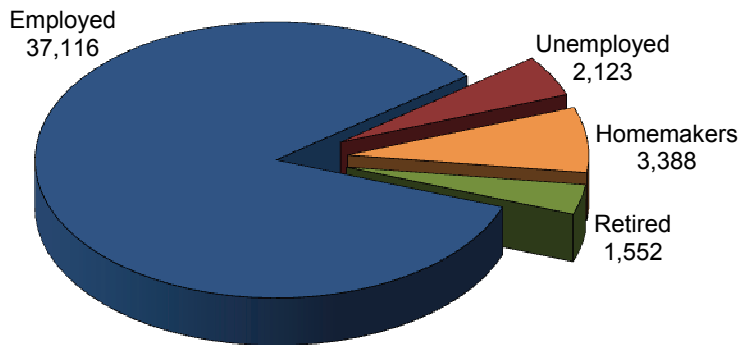
A Study of Workforce Characteristics - Released July 2010

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 Siouxland 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.*

Total Potential Labor Force: 234,056 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 44,179



Quick Facts:

(Employed - willing to change employment)

- 15.5% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 43 years old;
- 28.9% currently working within the production, construction, & material handling occupational category followed by 20.3% within the clerical occupational category;
- Most frequently identified job search sources:
 - Internet
 - www.monster.com
 - www.google.com
 - www.iowaworkforce.org
 - Local/Regional newspapers
 - *Sioux City Journal*
 - *Argus Leader - Sioux Falls, SD*
 - *The Des Moines Register*
 - Networking through friends, family, and acquaintances
 - Local Iowa Workforce Development Centers

Underemployment:

The underemployed are composed 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.

- 2.8% Inadequate hours (1,039 people)
- 4.3% Mismatch of skills (1,596 people)
- 2.8% Low income (1,039 people)
- 8.0% Total estimated underemployment (2,969 people)

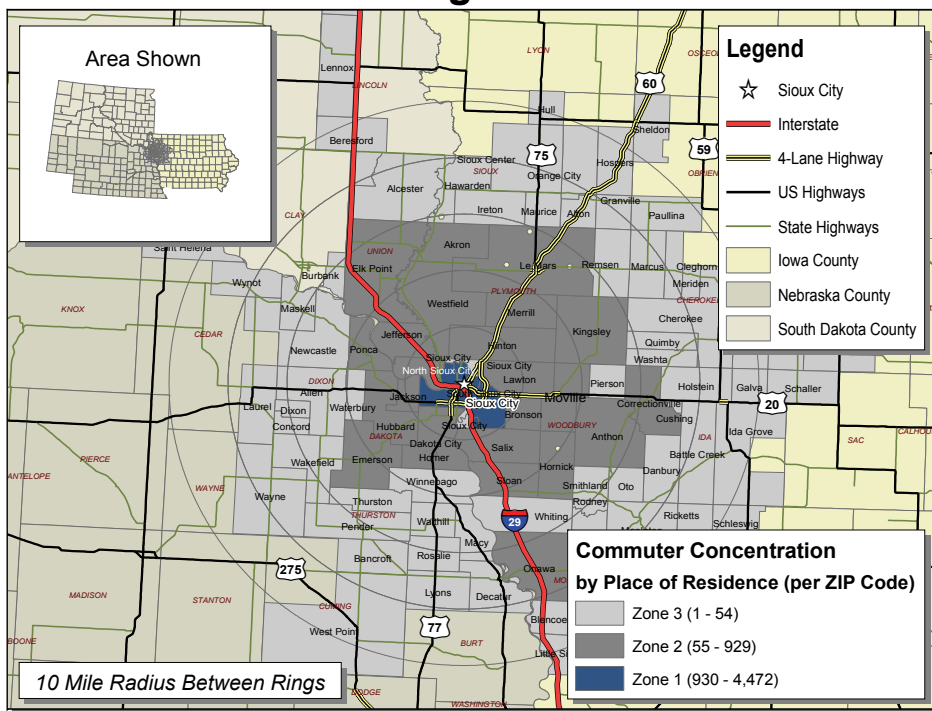
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	17.6%	31,101
Wholesale & Retail Trade	16.3%	28,804
Health Care & Social Services	16.3%	28,804
Education	11.7%	20,675
Transportation, Communication, & Utilities	9.9%	17,494
Finance, Insurance, & Real Estate	6.1%	10,779
Construction	4.8%	8,482
Personal Services	4.5%	7,952
Public Administration & Government	3.7%	6,538
Professional Services	3.7%	6,538
Agriculture, Forestry, & Mining	3.7%	6,538
Entertainment & Recreation	1.1%	1,944
Active Military Duty	0.6%	1,060

Survey respondents from the Siouxland Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry as shown in the table at left.

Siouxland Commuting Area



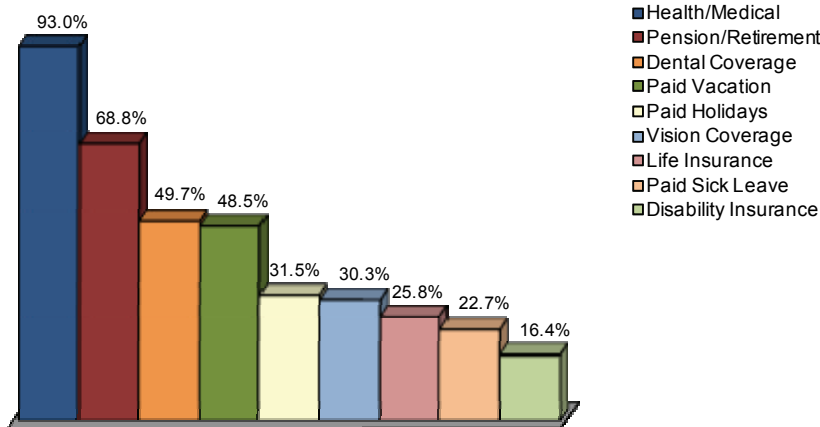
Commuting Statistics

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

Those who are willing to change employment in the Siouxland Laborshed area are willing to commute an average of 23 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 (77.7%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 12.3 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

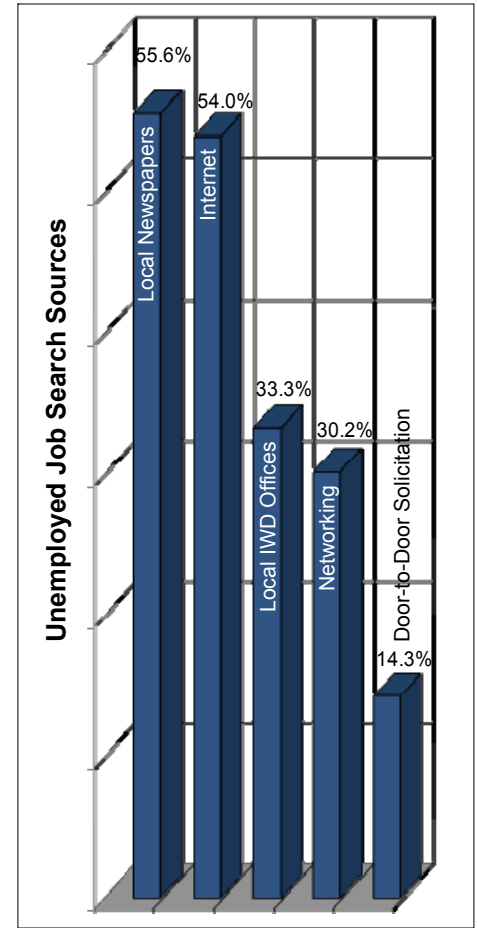
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	60.0%	*	20.0%	*	\$12.50
Construction	55.6%	14.8%	18.5%	\$41,000	\$14.00
Manufacturing	51.1%	12.2%	13.3%	\$46,750	\$13.00
Transportation, Communication, & Utilities	75.0%	6.8%	31.8%	\$53,000	\$14.89
Wholesale & Retail Trade	45.1%	9.9%	16.5%	\$35,000	\$8.88
Finance, Insurance, & Real Estate	96.6%	6.9%	48.3%	\$48,500	\$10.68
Health Care & Social Services	78.1%	15.1%	32.9%	\$50,000	\$14.30
Personal Services	78.9%	*	26.4%	\$28,500	\$9.00
Entertainment & Recreation	37.5%	12.5%	12.5%	*	\$9.75
Professional Services	62.5%	8.3%	33.3%	\$50,000	\$10.00
Public Administration & Government	84.2%	*	63.2%	*	\$16.25
Education	87.2%	*	72.3%	\$44,000	\$10.28

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 2,123 unemployed individuals are willing to accept employment;
- Average age is 41 years old;
- 57.8% are male; 42.2% are female;
- Education:
 - 54.7% have an education beyond high school
 - 9.4% are trade certified
 - 6.3% have an associate degree
 - 12.5% have an undergraduate degree
 - 1.6% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$12.00/hr. with a median of the lowest wage of \$9.48;
- Willing to commute an average of 23 miles one way for the right opportunity;
- 65.6% expressed interest in seasonal and 62.5% in temporary employment opportunities;
- 46.9% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Dental coverage
 - Paid vacation
 - Paid sick leave
 - Paid holidays
 - Vision coverage
 - Paid time off
 - Disability insurance
 - Prescription drug coverage
- 77.1% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with



For more information regarding the Siouxland Laborshed Analysis, contact:

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