

Siouxland Regional Laborshed Survey & Analysis – 2008

Siouxland Ranks
Number One in the Nation
for Economic Development.

No. 1



JOB
CREATION



CAPITAL
INVESTMENT



COMMERCIAL
CONSTRUCTION

Internationally recognized Site Selection magazine, *March 2008*,
ranks Siouxland as the number one metro in the nation.

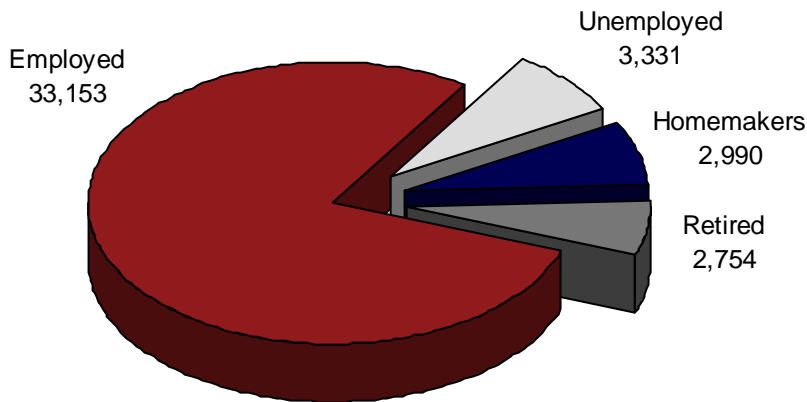
That's My Siouxland!

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: 245,215 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (42,228)



Quick Facts:

(Employed - willing to change employment)

- 16.0% are working multiple jobs;
- Currently working an average of 43 hours per week;
- Average age is 44 years old;
- 32.7% currently working in production, construction, or material handling occupations followed by 26.9% in professional, paraprofessional, or technical occupations;
- Most frequently identified job search sources:
 - Local/Regional newspapers
Sioux City Journal
Sioux Falls Argus Leader
 - Internet
www.monster.com
www.careerbuilder.com
 - Networking through friends, family, or 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.

- 1.7% Inadequate hours (564 people)
- 1.0% Low income (332 people)
- 1.5% Mismatch of skills (497 people)
- 4.0% Total estimated underemployment (1,326 people)

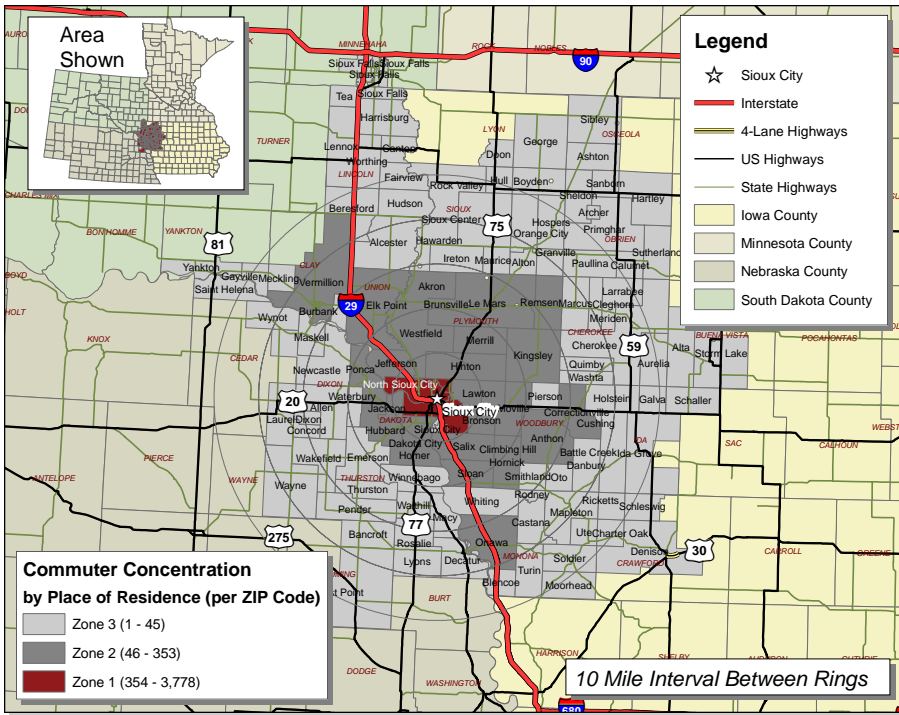
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	17.0%	34,850
Health Care & Social Services	14.2%	29,110
Manufacturing	11.9%	24,395
Wholesale & Retail Trade	9.5%	19,475
Transportation, Communication, & Utilities	7.5%	15,375
Construction	7.1%	14,555
Professional Services	7.1%	14,555
Public Administration & Government	6.7%	13,735
Finance, Insurance, & Real Estate	6.5%	13,325
Agriculture	4.0%	8,200
Personal Services	3.6%	7,380
Entertainment & Recreation	1.4%	2,870

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 education industry as shown in the table at left.

Siouxland Commuting Area



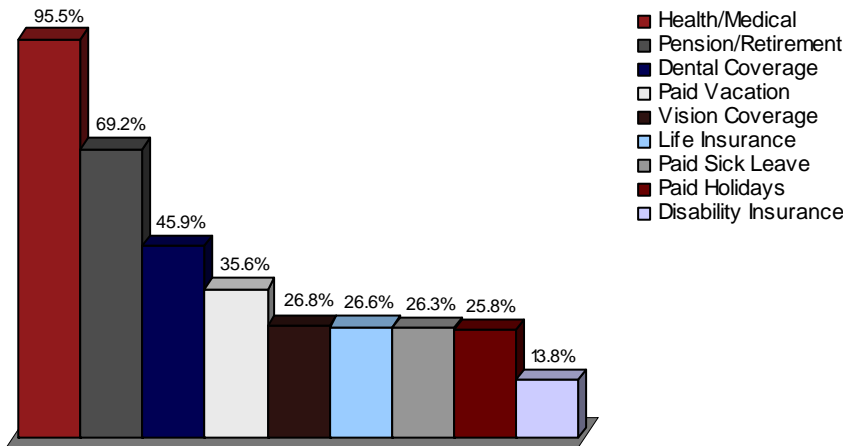
Commuting Statistics

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 (70.1%) of respondents are currently sharing the cost of premiums with the employer. However, 24.8 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

Education and Median Wage Characteristics by Industry

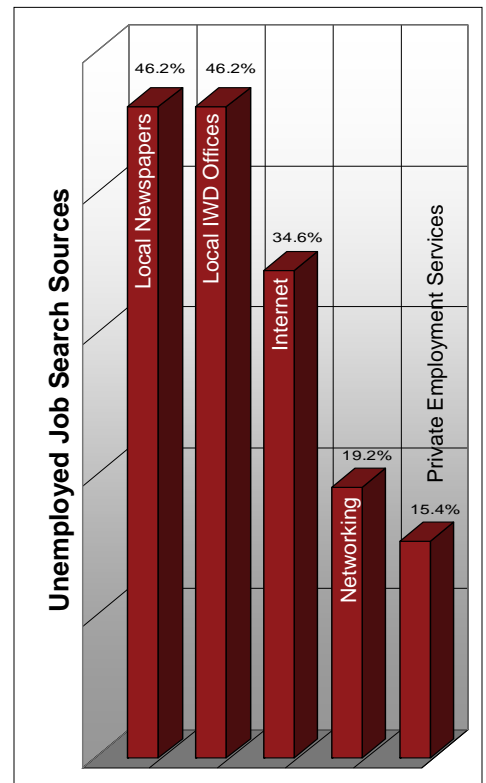
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	62.5%	*	29.2%	\$43,000	\$15.38
Construction	36.6%	9.8%	7.3%	\$35,000	\$15.25
Manufacturing	42.9%	4.3%	14.3%	\$52,500	\$12.80
Transportation, Communication, & Utilities	72.1%	20.9%	25.6%	\$42,000	\$14.17
Wholesale & Retail Trade	51.5%	10.6%	15.1%	\$40,000	\$9.00
Finance, Insurance, & Real Estate	72.2%	30.6%	22.2%	\$36,250	\$10.61
Health Care & Social Services	82.8%	21.0%	39.5%	\$43,500	\$16.50
Personal Services	65.0%	*	25.0%	\$25,000	\$8.50
Entertainment & Recreation	42.9%	14.3%	7.1%	*	\$9.00
Professional Services	69.0%	19.0%	19.0%	\$27,000	\$10.75
Public Administration & Government	66.7%	17.9%	25.6%	\$40,000	\$16.88
Education	91.6%	10.5%	72.6%	\$42,000	\$11.69

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 3,331 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- Education:
 - 46.4% have an education beyond high school
 - 3.6% completed vocational training
 - 3.6% have an associate degree
 - 14.3% have an undergraduate degree
 - 3.6% have an postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.75/hr. with a median of the lowest wage of \$10.00/hr.;
- Willing to commute an average of 20 miles one way for the right opportunity;
- 67.9% expressed interest in seasonal and 60.7% in temporary employment opportunities;
- 50.0% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Pension/retirement options
 - Vision coverage
 - Paid vacation
 - Paid sick leave
 - Disability insurance
 - Prescription drug coverage
 - Life insurance
- 77.8% of the unemployed 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 Study, contact:

Siouxland Chamber of Commerce/The Siouxland Initiative
101 Pierce Street
Sioux City, Iowa 51101
Phone: 712-255-7903 / 800-228-7903
Fax: 712-258-7578
www.siouxlandchamber.com