

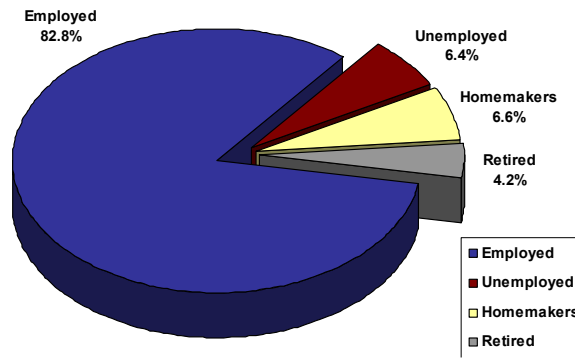
Laborshed Studies

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 Iowa Connections Laborshed Area, information from local and state sources were plotted for geographic analysis. The regional information contained within this summary is based on aggregate data from the Benton, Jasper, Marshall, Poweshiek, and Tama Counties Laborshed Studies comprised of 1,510 surveys. Customized industry specific and community specific information is available upon request. *Contact information on back*

Occupations and Employment Status in the Iowa Connections Laborshed Area

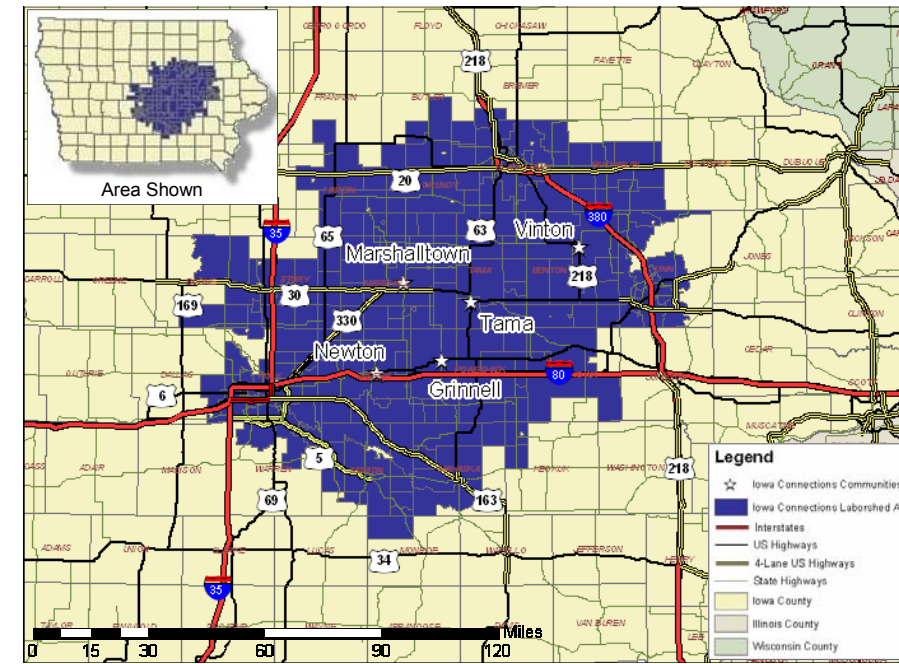
Survey respondents from the Iowa Connections Laborshed Area were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the office and administrative support, management, or production occupational categories. The top industries are Manufacturing; Health Care and Social Services; Education; Wholesale and Retail Trade; and Finance, Insurance, and Real Estate.

The chart below shows the percentage of respondents by employment status within the Iowa Connections Laborshed Area.



| Occupations | % within Region |
|--|-----------------|
| Office & Administrative Support | 13.7% |
| Management | 13.6% |
| Production | 12.5% |
| Sales & Related | 8.3% |
| Education, Training, & Library | 7.2% |
| Health Care Practitioner & Technical | 6.2% |
| Business & Financial Operations | 4.8% |
| Construction & Extraction | 3.8% |
| Transportation & Material Moving | 3.8% |
| Food Preparation & Serving Related | 3.6% |
| Computer & Mathematical Science | 3.0% |
| Health Care Support | 3.0% |
| Installation, Maintenance, & Repair | 3.0% |
| Building/Grounds Cleaning & Maintenance | 2.6% |
| Community & Social Services | 2.0% |
| Personal Care & Service | 1.9% |
| Architecture & Engineering | 1.7% |
| Arts, Design, Entertainment, Sports, & Related | 1.5% |
| Life, Physical, & Social Science | 1.3% |
| Protective Service | 0.9% |
| Legal | 0.7% |
| Farming, Fishing, & Forestry | 0.5% |

Iowa Connections Laborshed Area Commuting Area



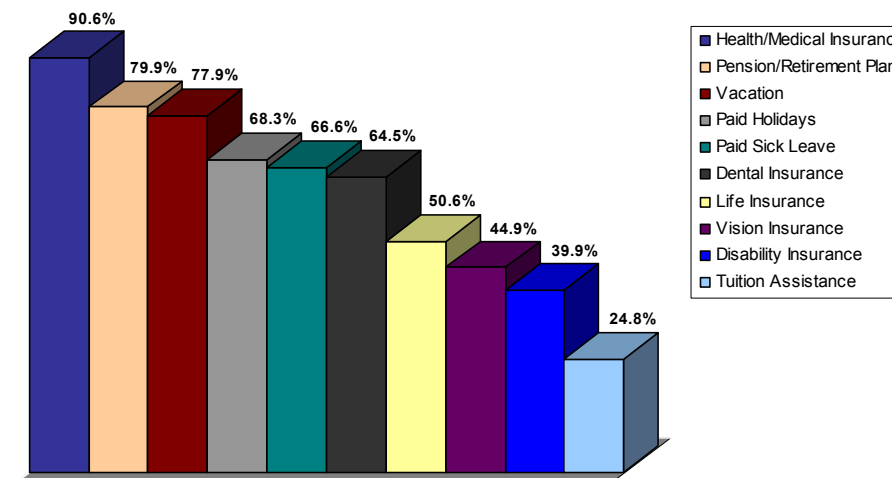
Commuting Statistics

The map at the left represents the commuting area of the Iowa Connections Laborshed Area.

Those who are willing to change or accept employment in the Iowa Connections Laborshed Area are willing to commute an average of 26 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 majority (81.8%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 14.2 percent of the employers in the area pay the entire cost of health insurance premiums as a benefit for their employees.

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.

- ▶ 1.8% Inadequate hours
- ▶ 1.1% Low income
- ▶ 2.8% Mismatch of skills
- ▶ 5.1% 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)

- Local/Regional Newspapers
 - The Des Moines Register
 - Cedar Rapids Gazette
 - Times-Republican — Marshalltown
 - Waterloo-Cedar Falls Courier
- The Internet
 - www.monster.com
 - www.iowaworkforce.org
 - www.careerbuilder.com
- Local Iowa Workforce Development Centers
- Networking - through family, friends, and acquaintances

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 | 49.3% | 9.3% | 21.4% | 2.7% | \$40,000 | \$13.00 |
| Construction | 45.6% | 14.1% | 8.7% | 2.2% | \$52,000 | \$17.00 |
| Manufacturing | 49.0% | 8.7% | 13.9% | 2.4% | \$60,000 | \$15.55 |
| Transportation, Communication, & Utilities | 69.9% | 19.3% | 24.1% | 2.4% | \$47,000 | \$12.30 |
| Wholesale & Retail Trade | 49.7% | 8.4% | 16.2% | 2.1% | \$40,000 | \$8.00 |
| Finance, Insurance, & Real Estate | 81.1% | 11.2% | 47.6% | 9.1% | \$50,000 | \$12.95 |
| Health Care & Social Services | 72.9% | 21.6% | 26.6% | 9.0% | \$41,500 | \$13.01 |
| Personal Services | 82.9% | 12.5% | 27.0% | 8.3% | \$28,000 | \$9.50 |
| Entertainment & Recreation | 51.7% | 13.8% | 13.8% | * | * | \$9.38 |
| Professional Services | 70.4% | 15.3% | 32.6% | 9.2% | \$35,000 | \$10.00 |
| Public Administration & Government | 62.7% | 17.6% | 30.4% | 3.9% | \$52,000 | \$17.25 |
| Education | 76.6% | 4.7% | 57.9% | 26.9% | \$41,000 | \$10.00 |

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

*Insufficient survey data/refused

Iowa Connections Regional Laborshed Analysis

| | Total Potential Laborforce in Laborshed Area | Total Willing to Change/Accept Employment* | | Total Potential Laborforce in Laborshed Area | Total Willing to Change/Accept Employment* |
|------------------------|--|--|-------------------------|--|--|
| Benton County | 188,321 | 11,413 | Poweshiek County | 95,198 | 12,727 |
| Jasper County | 287,711 | 27,650 | Tama County | 130,018 | 14,238 |
| Marshall County | 129,537 | 14,041 | | | |

* Total Willing to Change/Accept Employment references the number of people who would be willing to commute into the listed employment center (Zone 1) from their home ZIP Code for an employment opportunity. Labor availability is based on commuting patterns into individual employment centers. Therefore, an aggregate potential laborforce is not available due to overlapping commuting areas.

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

- 6.4% of the region are unemployed;
 - Average age is 39 years old;
 - 47.5% are men and 52.5% women;
 - Education:
 - 47.5% have some post high school education
 - 8.2% have an associate degree
 - 6.6% are trade certified
 - 3.3% have completed vocational training
 - 11.5% have an undergraduate degree
 - 3.3% have a postgraduate degree
 - Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.00 to \$12.00/hr. with a median lowest wage considered of \$8.75/hr.;
 - Willing to commute an average of 26 miles one way for the right opportunity;
- 54.1% expressed interest in seasonal and temporary employment opportunities;
 - 62.3% in working varied shifts (2nd, 3rd & split);
 - 32.8% 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
 - Paid sick leave
 - Vision coverage
 - Paid vacation
 - Job Search Techniques
 - Local Iowa Workforce Development Centers
 - Internet
 - Local/Regional Newspapers

Marshall Economic Development Impact Committee

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A Study of Workforce Characteristics
Released in August 2006



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