



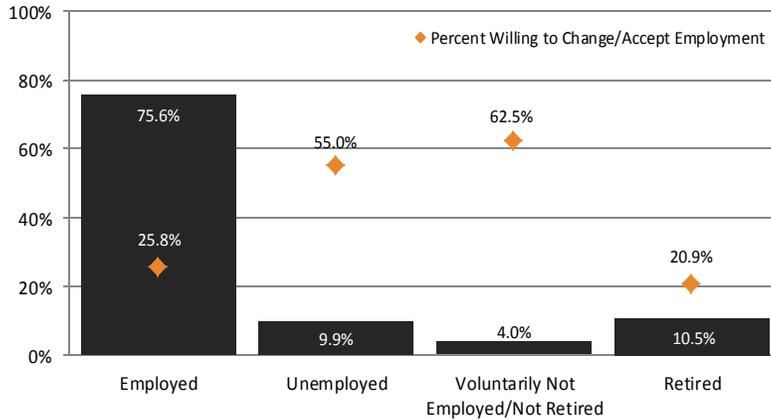
PLEASANT LABORSHED ANALYSIS

A STUDY IN WORKFORCE CHARACTERISTICS

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 Mount Pleasant 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.

Employment Status*



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

Total Potential Labor Force: 142,495 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (25,084)

- 19,459 Employed
- 1,210 Unemployed
- 1,272 Voluntarily Not Employed/Not Retired
- 3,143 Retired

Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; are working at wages equal to or less than the national poverty level; and/or are working in positions that do not meet their skill or education levels, or worked for higher wages at previous employment.

- 2.5% Inadequate hours (486 people)
- 5.9% Mismatch of skills (1,148 people)
- 1.2% Low income (234 people)
- 7.9% Total estimated underemployment (1,537 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	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	18.8%	20,253	67.1%	42.6%	14.3%
Education	16.8%	18,098	80.8%	26.2%	5.8%
Healthcare & Social Services	13.6%	14,651	75.6%	14.7%	11.1%
Wholesale & Retail Trade	10.4%	11,204	60.5%	34.6%	16.3%
Transportation, Communication & Utilities	8.0%	8,618	87.0%	20.0%	4.3%
Public Administration & Government	7.2%	7,756	78.3%	22.2%	13.0%
Professional Services	6.8%	7,325	81.0%	29.4%	4.8%
Personal Services	6.0%	6,464	78.9%	33.3%	5.3%
Construction	5.2%	5,602	81.3%	23.1%	6.3%
Finance, Insurance & Real Estate	4.4%	4,740	100%	9.1%	0.0%
Agriculture, Forestry & Mining	2.4%	2,585	75.0%	0.0%	12.5%
Entertainment & Recreation	0.4%	431	*	*	*

*Insufficient survey data/refused

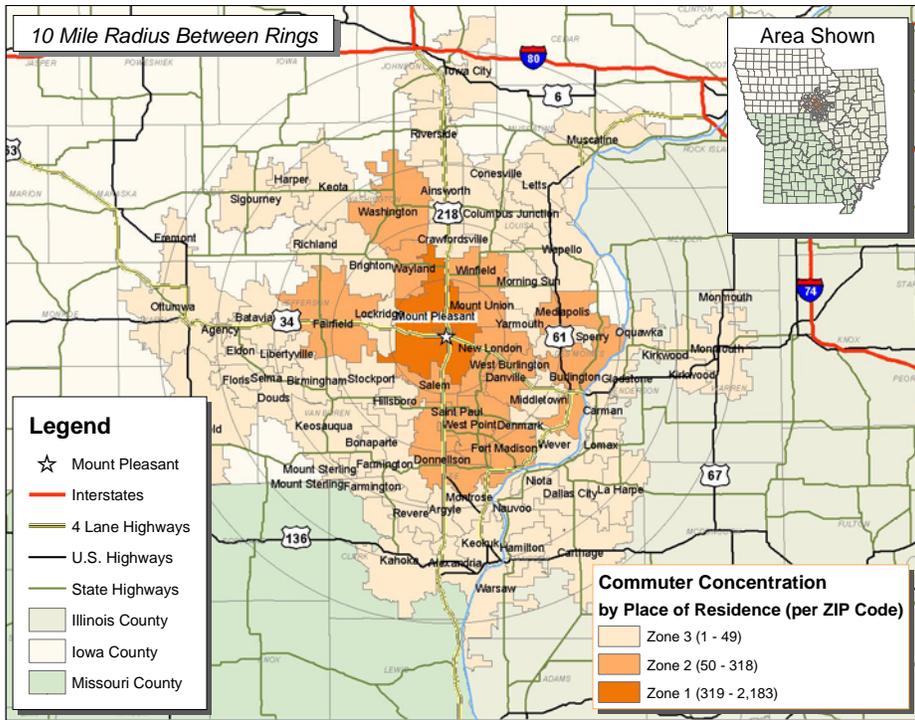
Survey respondents from the Mount Pleasant Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

Quick Facts

(Employed - willing to change employment)

- 13.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 35.4% currently working within the production, construction & material handling occupational category followed by 30.4% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
 - Internet - 83.8%
 - www.iowajobs.org
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers - 41.9%
 - The Hawk Eye - Burlington
 - The Des Moines Register
 - Mount Pleasant News
 - Networking through friends, family and acquaintances - 17.6%
 - Local IowaWORKS Centers - 14.9%

Mount Pleasant Laborshed Area



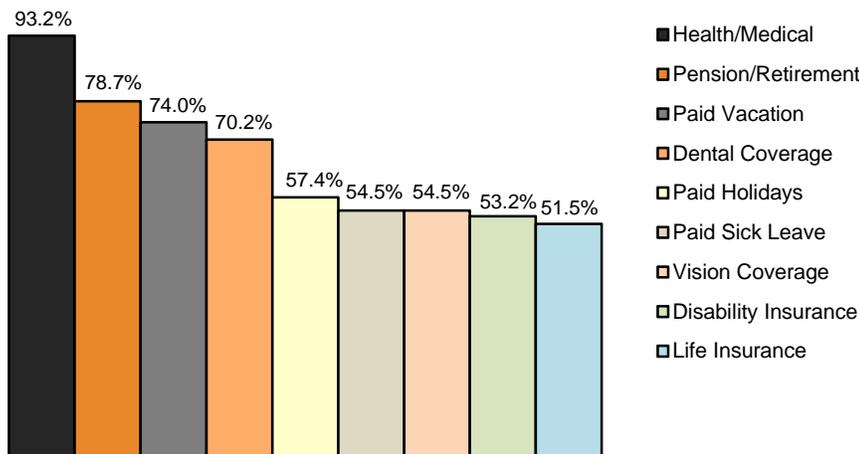
Commuting Statistics

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

Those who are willing to change/accept employment in the Mount Pleasant 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 top nine benefits are shown.

The majority (78.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

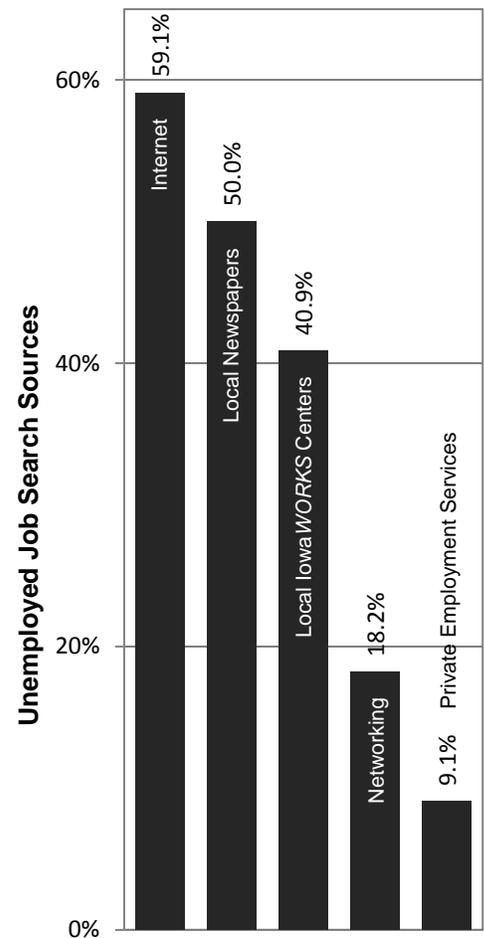
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	62.5%	0.0%	25.0%	*	*
Construction	49.9%	0.0%	6.3%	\$63,500	\$19.64
Manufacturing	61.4%	11.4%	27.2%	\$69,000	\$16.80
Transportation, Communication & Utilities	56.5%	13.0%	17.3%	\$46,500	\$18.15
Wholesale & Retail Trade	51.2%	14.0%	18.6%	\$50,000	\$11.00
Finance, Insurance & Real Estate	90.9%	27.3%	27.3%	\$37,500	*
Healthcare & Social Services	80.0%	26.7%	31.1%	\$54,000	\$15.00
Personal Services	78.9%	10.5%	31.6%	\$18,500	\$9.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	66.7%	4.8%	38.1%	\$69,000	\$12.50
Public Administration & Government	73.9%	30.4%	21.6%	\$80,000	\$18.00
Education	94.2%	9.6%	65.4%	\$50,000	\$10.65

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 1,210 unemployed individuals are willing to accept employment
- Average age is 50 years old
- 59.1% are female; 40.9% are male
- Education:
 - 59.1% have an education beyond high school
 - 13.6% have an associate degree
 - 18.2% have an undergraduate degree
 - 4.5% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.76 to \$15.38/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 22 miles one way for the right opportunity
- 81.8% expressed interest in seasonal and 72.7% in temporary employment opportunities
- 50.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 85.0%
 - Paid vacation - 65.0%
 - Dental coverage - 55.0%
 - Pension/retirement options - 40.0%
 - Paid sick leave - 35.0%
 - Vision coverage - 35.0%
 - Disability insurance - 30.0%
 - Life insurance - 30.0%
 - Prescription drug coverage - 25.0%
 - Paid holidays - 15.0%
 - Company car - 5.0%
- 64.3% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



Sponsored in Partnership with



For more information regarding the Mount Pleasant Laborshed Analysis, contact:

Mount Pleasant Area Development Commission
 124 South Main Street
 Mount Pleasant, IA 52641
 Phone: 319-385-3101 / 877-385-3103
 Fax: 319-385-3012
 Email: mpaca@mountpleasantiowa.org
 www.mountpleasantiowa.org