

GSG

Labor Supply Certification

Barry and Lawrence Counties

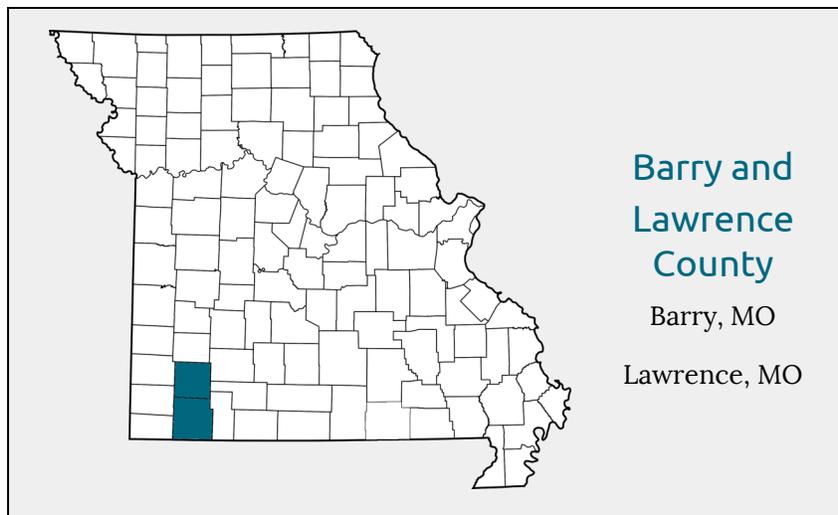


Underemployment

Available Skills

Desired Wages

Barry and Lawrence County Labor Supply Certification



The Certified Work Ready Communities (CWRC) initiative provides further evidence of the skills in the region's labor supply. Powered by the National Career Readiness Certificate, individuals are tested and certified in the cognitive skills needed to succeed in the workplace. These include Reading for Information, Locating Information, and Applied Mathematics. Several of the counties in the ALM achieved CWRC, based on the number of employers endorsing the NCRC as well as NCRCs by category of emerging, transition, and incumbent workers. Updated monthly, workreadycommunities.org provides counts on certificate holders and endorsing employers by county. Participating employers report that the NCRC helps improve quality of hire, reduces cycle time in the job candidate pipeline, and boosts the effectiveness of training as certificate holders process job tasks faster with higher accuracy.

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Executive Summary

Introduction

The Southwest Missouri WIB Region commissioned a Labor Supply Study to measure the amount and quality of potential employees in the two-county area labor market (ALM) of Barry and Lawrence Counties. The purpose of this report is to assess the available workforce for Barry and Lawrence Counties in aggregate as the Area Labor Market. The **total available workforce** represents those who indicate that they are looking for employment or would consider changing their employment for the right job opportunity. However, on occasion, it is advantageous to compare the **total available workforce** with data from all respondents. At that time the terminology used will be Census Population Estimate, Census 18–64 Population Estimate, Census Male Population Estimate, Census Female Population Estimate, and the BLS Labor Force Estimate.

General Findings, Opportunities, and Challenges

The Labor Supply Certification Study shows that Barry and Lawrence Counties provide a stable and productive workforce. The availability, education, and skills add value and competitiveness to the area labor market. The components of this study quantify the strengths and challenges of this laborforce. The methodology of the research process is presented in Appendix B.

A subset of the **total available workforce** of interest to many employers in a large scale hiring mode are those who are identified as **underemployed**. These individuals are currently working and would take a better job if offered. They possess the skills, education, and experience to qualify them to do so. Of the 29,002 persons in the **total available workforce**, 9,485 are considered **underemployed** (see more on page 11).

**Total Available
Workforce**
29,002

Underemployed
9,485

With the right employment opportunities, the Barry and Lawrence Counties ALM is positioned to retain and attract the talent necessary for growth of new and existing businesses representing regional, national, and international markets. Barry and Lawrence Counties also have several advantages, including local colleges and vocational centers that provide flexible training options to meet changing requirements for businesses and industries.

Workforce Availability Findings

The workforce availability findings reflect the views and perspectives of people between the ages of 18 and 64 who would consider seeking or changing employment. This group represents the supply side of the labor market. The overall findings are as follows:

- About 39 percent (29,002 persons) of the Census Population Estimate in the Overall Barry and Lawrence Counties ALM is considered to be the **total available workforce**.
- It is estimated 8,390 non-worker and 20,611 persons in the **worker available** segments of the **total available workforce** are **seeking different employment** or are **willing to change jobs** if the right opportunity arises.
- The **non-worker available** segment of the **total available workforce** is composed of 1,824 homemakers, 2,371 retirees, and 4,195 Non-Employed.
- The primary occupational clusters of the **worker available workforce** of the Barry and Law-

rence Counties ALM include 9.3 percent in management, 16.9 percent in production/repair/installation, 25.7 percent in professional/technical, and 55.5 percent in service occupations. Thirty percent of the total available workforce is in the **non-worker available** as non-employed, retired, and homemaker.

- Approximately 33 percent of the **total available workforce** (29,002 individuals) are **underemployed** (9,485).
- Forty-two percent of the **total available workforce** would be interested in employment with a wage up to \$12.99 per hour. The average desired wage rate per hour for the occupational clusters shows that the professional/technical group is seeking \$28.52; management, \$28.29; production/repair/installation, \$18.54; service sector, \$16.20; and the **non-worker available** group, \$12.99.
- The education level of the **total available workforce** includes 46.8 percent with at least some college education and 85.0 percent with at least a high school diploma.
- The **total available workforce** is willing to commute an average of 23.6 minutes/miles. Currently, the available working population commutes an average of about 25.7 minutes/miles. Of the **total available workforce**, 81.5 percent (23,624 people) would travel more than 10 minutes/miles one way for work while 30.5 percent (8,835) would commute more than 30 minutes/miles and 1.3 percent (384) would travel more than 50 minutes/miles.
- The overall average age of the **total available workforce** is 47.5. The average age of the **worker available workforce** by occupational cluster is 47.1 for management, 43.8 for production/repair/installation, 44.2 for professional/technical, and 47.3 for service sector.
- The top motivators for changing jobs among those open for the right opportunities are 74.2 percent health benefits, 65.4 percent salary, and 40.3 percent retirement.
- A majority, 73.9 percent, of the **worker available workforce** stated they are willing to work outside of their primary field of employment (i.e., those in manufacturing would be willing to work in the service sector, etc.).
- The average years on the job for the Overall ALM is 7.3 years which reflects both a stable and mature workforce.
- Approximately 23 percent (4,742 people) of the **worker available workforce** live inside the Barry and Lawrence Counties ALM but work outside of the ALM.
- The **underemployed** provide the best opportunity for potential applicants. They represent a subset of the **total available workforce** that is normally more experienced, better educated, and more motivated than the **total available workforce** in general

Overview

Introduction

The primary purpose of the Barry and Lawrence Counties Labor Supply Study is to determine the number of workers available for employers considering expansions and major investments. The **total available workforce** represents respondents who indicate they are either looking for employment or would consider changing jobs for the right employment opportunities. The key advantage of a Labor Supply analysis is that it expands the pool of potential workers by including workers excluded from the civilian labor force (CLF). It also allows researchers to examine those members of the Area Labor Market (ALM) pool who have a propensity to consider a job opportunity given their employment expectations.

The focus of this study is Barry and Lawrence Counties ALM. The ALM, which is also known as a labor shed, for the purpose of this study is defined as the area or region from which the labor shed draws its commuting workers. Therefore, the Barry and Lawrence Counties ALM consists of 2 counties, which are part of a larger region with a common database and research methodology. This report also includes workers who are commuting out of the designated two-county ALM to work, but would be willing to work closer to home with the right employment opportunities. However, on occasion it is advantageous to compare the **total available workforce** with data from all respondents. At that time the terminology used will be **Census 18–64 Population Estimate** and **Total Available Workforce**. The following table provides an overview of the **total available workforce** including the subset groups from the **worker available** and the **non-worker available** population within the ALM.

The findings from this survey are based on a greater social media area campaign from 11 counties of 792 adults with data pertaining to the two counties of Barry and Lawrence. Barry and Lawrence Counties contracted with Growth Services Group (GSG) to design and administer the Labor Supply Study. Notionfront of Moberly, MO administered the social media campaign. In 792 of these households an adult who is working or non-working between the ages of 18 and 64 agreed to participate in the survey. When all 792 respondents are included in the analysis, the survey aggregate results have a margin of error of +/- 5 percent. Subsets of the study group may have a higher error rate. The respondents from the random population of age 18-29 in subsets of the study will have a confidence level of 90 to 95 percent and the rest of the survey within 95 percent. A more detailed description of the survey process and methodology is presented in Appendix B.

Total Available Workforce (Overview)

Category 18-64	Overall	Percent
Total Available Workforce*	29,002	100.0%
Worker Available (Willing To Change)	20,611	71.1%
Underemployed	9,485	32.7%
Seeking Different Employment	2,554	8.8%
Willing To Change	8,573	29.6%
Non-Worker Available (Willing To Work)	8,390	28.9%
Non-Employed	4,195	14.5%
Homemaker	1,824	6.3%
Retired	2,371	8.2%

*While all those in the worker available workforce are willing to change with the right opportunity, 2,554 are seeking different employment and 20,611 are identified as underemployed and willing to change. The Willing to Change 8,573 are willing to change only for the right opportunity.

In the Non-worker 8,390, all are willing to work with the right opportunity. The Non-Employed (not currently working) includes both unemployed as defined by BLS as those who are seeking employment as well as those that have given up looking but are willing to accept the right opportunity and not covered in the BLS definition.

Available Workforce

Total Available Workforce

The following table describes the **total available workforce** in the Barry and Lawrence Counties ALM. The **total available workforce** for Barry and Lawrence Counties represents 29,002 people which consists of 20,611 working and 8,390 non-working. This demonstrates the workforce of the region is sufficient in scope and diversity to support most employers considering expansion or location in the magnet cities or counties of the Barry and Lawrence County ALM.

The map shows how each county in the ALM compares to all the other counties in terms of percent of the **total available workforce** for jobs in the Barry and Lawrence Counties ALM. Each county is grouped into one of three categories specified in the legend, each of which are made up of multiple counties.

The summary table for the Barry and Lawrence Counties ALM shows a **total available workforce** of 29,002, 68.1 percent of the estimated total 18–64 population. The table further presents the subsets of the **Total Available Workforce** and **Underemployed** by gender and age groupings. Males make up 52.0 percent and females 48.0 percent

of the **total available workforce**. Those in the age 30–54 group consider themselves significantly more underutilized or **underemployed** at 42.7 percent than those in the age 55–64 at 22.0 percent.

Available Workforce Work Status

Category	Population	Percent
Total Available Workforce	29,002	100.0%
Worker Available	20,611	71.1%
Working Student	365	1.3%
Working (withholdings)	17,875	61.6%
Self-employed (no withholdings)	2,371	8.2%
Military	0	0.0%
Non-Worker Available	8,390	28.9%
Non-Employed	4,195	14.5%
Homemaker	1,824	6.3%
Retired	2,371	8.2%

Summary Workforce Results

Characteristics	Overall	Percent
Population & Civilian Labor Force*		
Census Population Estimate	74,102	100.0%
Census 18–64 Population Estimate	42,562	100.0%
BLS Labor Force Estimate	32,272	100.0%
Census 18–64 Male Population Estimate	21,303	50.1%
Census 18–64 Female Population Estimate	21,259	49.9%
Available Workforce		
Total Available Workforce	29,002	100.0%
Male	15,080	52.0%
Female	13,922	48.0%
Age 18–29	7,162	24.7%
Age 30–54	15,613	53.8%
Age 55–64	6,227	21.5%
Underemployed**		
Underemployed	9,485	100.0%
Male	5,384	56.8%
Female	4,100	43.2%
Age 18–29	3,346	35.3%
Age 30–54	4,053	42.7%
Age 55–64	2,086	22.0%

*Sources: Census and Bureau of Labor Statistics (BLS) Population and Labor Force Estimates

**Underemployment is a subset and is included in the

Average Age and Years on the Job

The average age and years on the job for the various occupational clusters indicate a mature, experienced, and diverse available workforce. The higher median age in services indicates that the older labor force is less available in the **total available workforce** than younger workers. The **Non-worker Available** tends to have a higher average and median age (50.9 and 54) due to a higher proportion of older non-workers available for employment. The average age for the **total available workforce** is 47.5 while the median age is 51.

Average Age by Occupational Clusters

Category	Avg. Age	Med. Age
Management	47.1	45
Production/Repair/Installation	43.8	47
Professional/Technical	44.2	46
Services	47.3	51
Non-Worker Available	50.9	54
Total Available Workforce	47.5	51.0

The three occupation groups with the highest average age are: Delivery/Drivers/Courier; Other White Collar Workers; and Consumer Services Retail, Restaurant, Hotel, Food Services, etc. The three occupation groups with the youngest average workforce are: Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.; Protective: Police/Fire/ Military/Regulators/ investigators and Postal; and Production: Factory Assembly, Fabrication, Construction and Mining.

The top three occupation groups by most years on the job are: Professional: Doctors, Lawyers, Engineers, Accountants, Professors, Consultants, etc.; Government Office and Clerical Operations; and Teachers, Instructors, Trainers, Writers, Researchers, etc. The top three occupation groups by least years on the job are: Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.; Business Office and Clerical Operations; and Production: Factory Assembly, Fabrication,

Available Workforce Average Age and Years on Job

	Average Age	Years on Job
Administrative Support: Shipping/Receiving, Secretaries, Computer Operators, etc.	49.0	8.9
Business Office and Clerical Operations	46.0	5.3
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial etc.	44.0	7.5
Computer Technology, Science, Math and Engineering (STEM)	44.3	9.8
Consumer Services Retail, Restaurant, Hotel, Food Services, etc.	51.2	5.6
Delivery/Drivers/Courier	53.0	8.3
Government Office and Clerical Operations	45.0	13.5
Health, Social, Community, Personal Care, and Recreation Services	44.3	7.7
Maintenance, Installations, and Repairs (Mechanic, Carpenter, Plumber, Electrician) etc.	47.0	8.9
Managerial, Executive, Business Owners, Farmers, Supervisory	47.1	7.2
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	40.9	3.4
Other White Collar Workers	51.3	8.7
Production: Factory Assembly, Fabrication, Construction and Mining	42.4	5.3
Professional: Doctors, Lawyers, Engineers, Accountants, Professors, Consultants, etc.	43.0	16.0
Protective: Police/Fire/ Military/Regulators/investigators and Postal	41.0	7.3
Teachers, Instructors, Trainers, Writers, Researchers, etc.	47.0	11.1
Overall Worker Available	46.1	7.3

Current and Previous/Other Work Experience

The following table shows the current work experience, currently underutilized, and previously underutilized of the total **worker available workforce**. The table provides a perspective on the types of workers available for employment in Barry and Lawrence Counties. The first column in the table shows the percent of workers available who are employed in the various occupational groups.

The highest number of respondents are indicating employment availability in the production assembly cluster. It is followed by Consumer Services Retail, and Health, Social, Community, and Personal Care. However, the survey shows a workforce with skills, education, and experience available across the entire occupational classifications if the right employment opportunities are present.

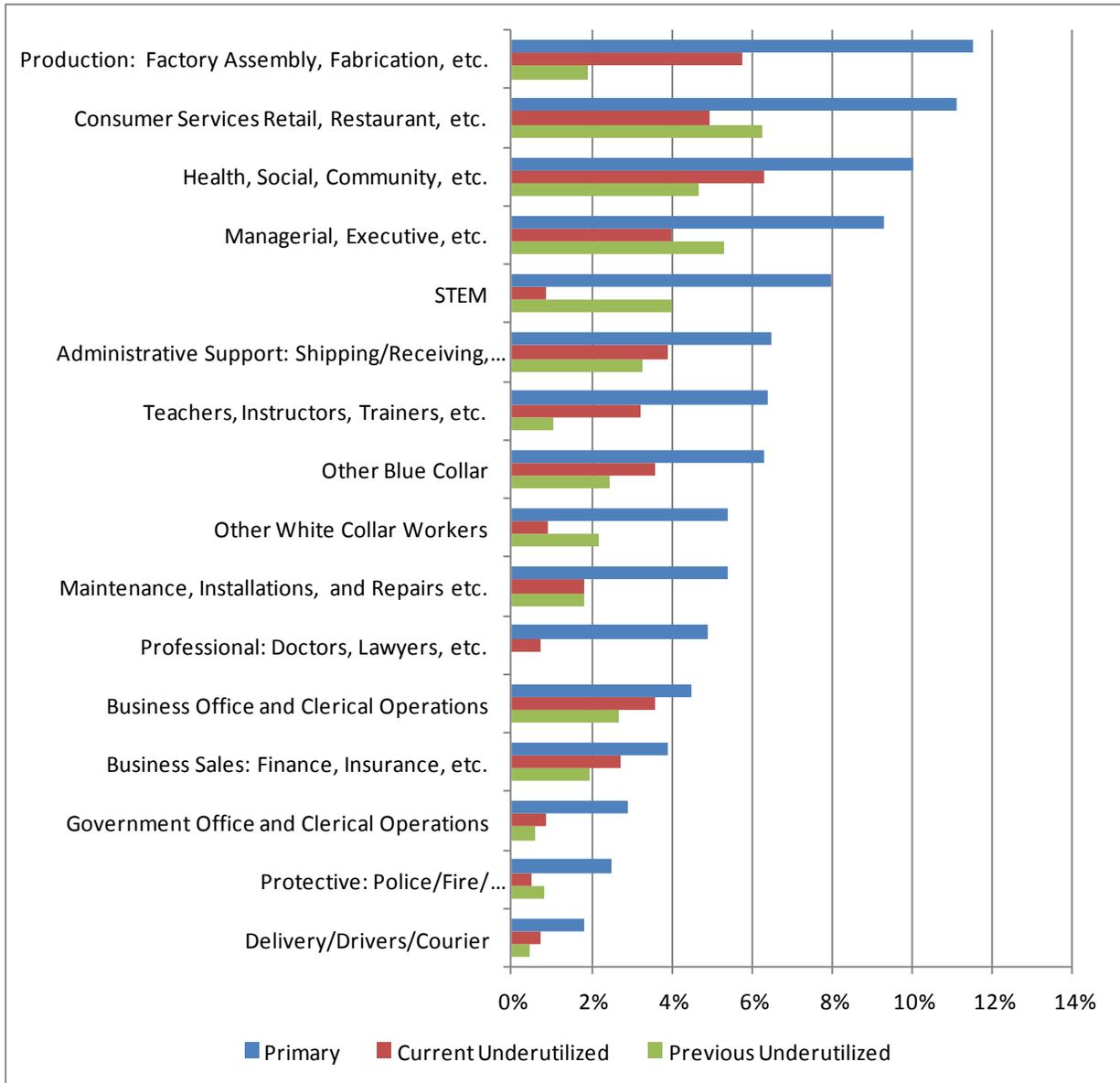
Of those **workers available** and currently employed, 46.0 percent are currently underutilized in their primary job. There are seven occupation groups with fifty or more percent identifying themselves as underutilized or **underemployed**. Current underutilized and previous underutilized are all subsets of the worker available.

Worker Available Work Experience

	Primary	Current Underutilized	Previous Underutilized
Administrative Support: Shipping/Receiving, Secretaries, Computer Operators, etc.	6.5%	60.0%	50.0%
Business Office and Clerical Operations	4.5%	80.0%	60.0%
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial etc.	3.9%	70.0%	50.0%
Computer Technology, Science, Math and Engineering (STEM)	8.0%	11.1%	50.0%
Consumer Services Retail, Restaurant, Hotel, Food Services, etc.	11.1%	44.4%	56.3%
Delivery/Drivers/Courier	1.8%	40.0%	25.0%
Government Office and Clerical Operations	2.9%	30.0%	20.0%
Health, Social, Community, Personal Care, and Recreation Services	10.0%	63.2%	46.7%
Maintenance, Installations, and Repairs (Mechanic, Carpenter, Plumber, Electrician) etc.	5.4%	33.3%	33.3%
Managerial, Executive, Business Owners, Farmers, Supervisory	9.3%	42.9%	57.1%
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	6.3%	57.1%	39.0%
Other White Collar Workers	5.4%	16.7%	40.0%
Production: Factory Assembly, Fabrication, Construction and Mining	11.5%	50.0%	16.7%
Professional: Doctors, Lawyers, Engineers, Accountants, Professors, Consultants, etc.	4.9%	15.0%	0.0%
Protective: Police/Fire/ Military/Regulators/investigators and Postal	2.5%	20.0%	33.3%
Teachers, Instructors, Trainers, Writers, Researchers, etc.	6.4%	50.0%	16.7%
Worker	20,611	46.0%	40.4%
Non-worker	NA	NA	55.3%

Percentages based on numbers of respondents

Worker Available Work Experience



The chart shows occupational clusters in descending order by percent of workers available workforce along with the percentage of those currently underutilized and those previously underutilized. The largest area of available workers is the Production Assembly cluster with the Consumer Services cluster next in size. The Deliver/Driver/Courier cluster is the smallest area of available workers.

The largest areas of currently underutilized workers are the Health, Social, and Community Services cluster and the Production Assembly cluster. STEM and Other White Collar are the smallest areas of currently underutilized workers.

The largest area of previously underutilized workers is the Consumer Services cluster followed by the Managerial, Executive cluster. Professional: Doctors, Lawyers, etc. and Government Office and STEM are the smallest areas of previously underutilized workers.

Student Debt

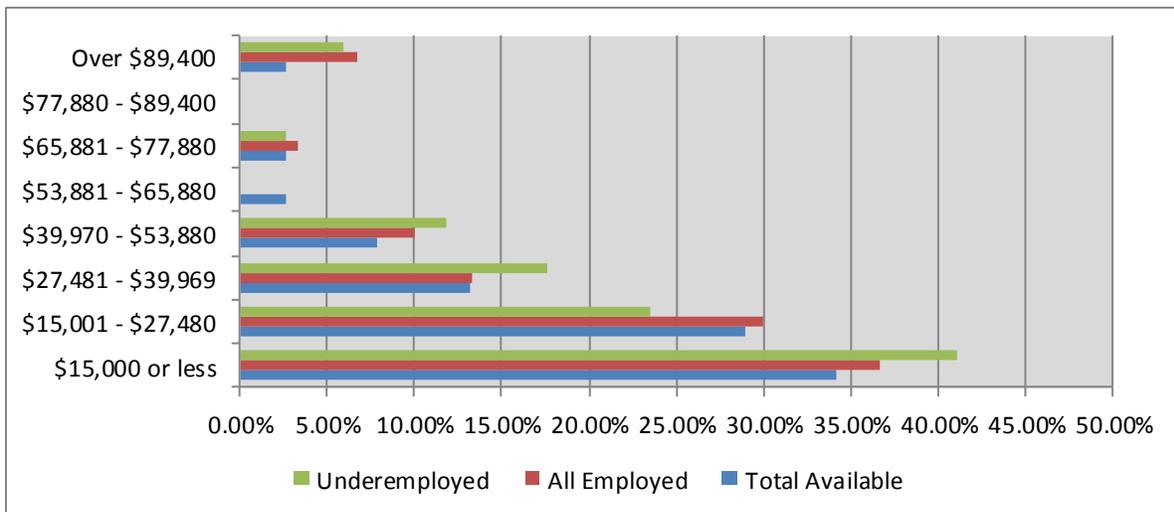
Student debt is a growing concern, and along with a necessary educated workforce is a challenge for our local and national economies. According to the Wall Street Journal 40 million people, roughly 70 percent of recent graduates, have an average debt load of \$33,000. It is for this reason that student debt is addressed in this study.

The data indicates that 68.8 percent of the 18–29 year olds have student debt. This compares to 24.4 percent for the 30–54 year olds and 11.3 percent for the 55–64 year olds. The amounts for the younger **available workforce** shows a greater percentage of the 18–29 year olds in the **available workforce** having student debt. Half of the 18-29 year old age group has more than \$15,000 in student loan debt.

Student Debt by Age Group

	18 - 29	30 - 54	55 - 64
Have Debt	68.8%	24.4%	11.3%
No amount given	0.0%	1.1%	0.0%
\$15,000 or less	18.8%	10.0%	3.8%
\$15,001 - \$27,480	31.3%	6.7%	0.0%
\$27,481 - \$39,969	12.5%	3.3%	0.0%
\$39,970 - \$53,880	0.0%	2.2%	1.9%
\$53,881 - \$65,880	0.0%	0.0%	1.9%
\$65,881 - \$77,880	0.0%	1.1%	0.0%
\$77,880 - \$89,400	0.0%	0.0%	0.0%
Over \$89,400	6.3%	0.0%	3.8%
No Debt	31.3%	75.6%	86.8%
No Response	0.0%	0.0%	1.9%

Available Workforce Student Debt



The chart above represents a comparison of the percentage of the various groups of underemployed, workers available, and total available workforce who have student loan debt. The total available group appears well represented in debt categories up to \$53,880 with 34 percent having debt of \$15,000 or less.

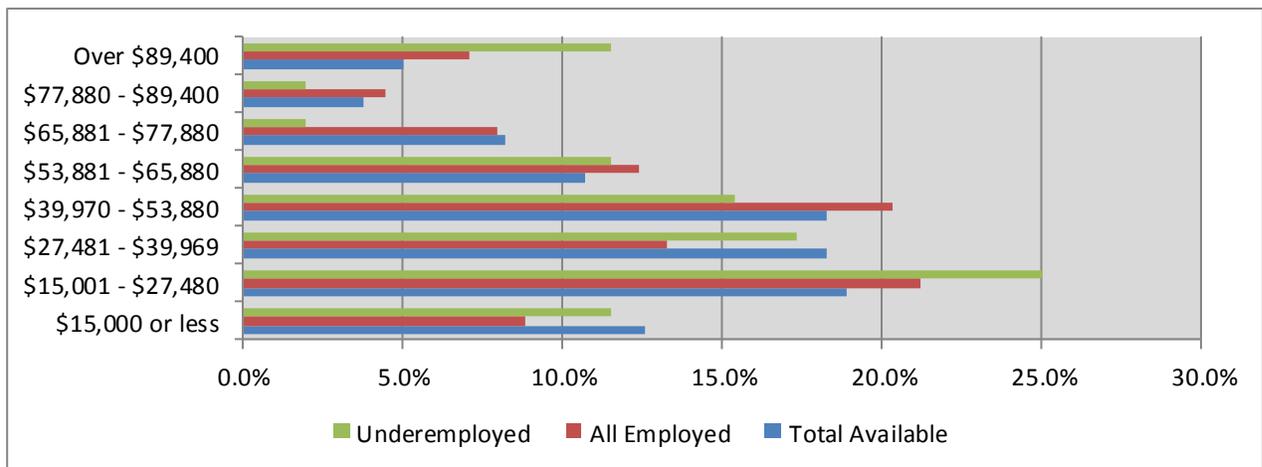
Household Income

The household income shows the 18–29 age group with 12.5 percent having household income of \$15,000 or less compared to 30–54 age group’s 12.2 percent and the 55–64 age group’s 13.2 percent. For the 18–29 age group 6.3 percent have a household income over \$77,880 compared to 12.2 percent of the 30–54 age group and 3.8 percent for the 55–64 age group.

Household Income by Age Group

	18 - 29	30 - 54	55 - 64
\$15,000 or less	12.5%	12.2%	13.2%
\$15,001 - \$27,480	43.8%	20.0%	9.4%
\$27,481 - \$39,969	25.0%	16.7%	18.9%
\$39,970 - \$53,880	6.3%	17.8%	22.6%
\$53,881 - \$65,880	6.3%	10.0%	13.2%
\$65,881 - \$77,880	0.0%	7.8%	11.3%
\$77,880 - \$89,400	6.3%	4.4%	1.9%
Over \$89,400	0.0%	7.8%	1.9%
No Response	0.0%	3.3%	5.7%

Available Workforce Household Income



The chart represents the percentage of the various groups of underemployed, workers available, and total available workforce have in household income compared to each other.

Worker Available Workforce

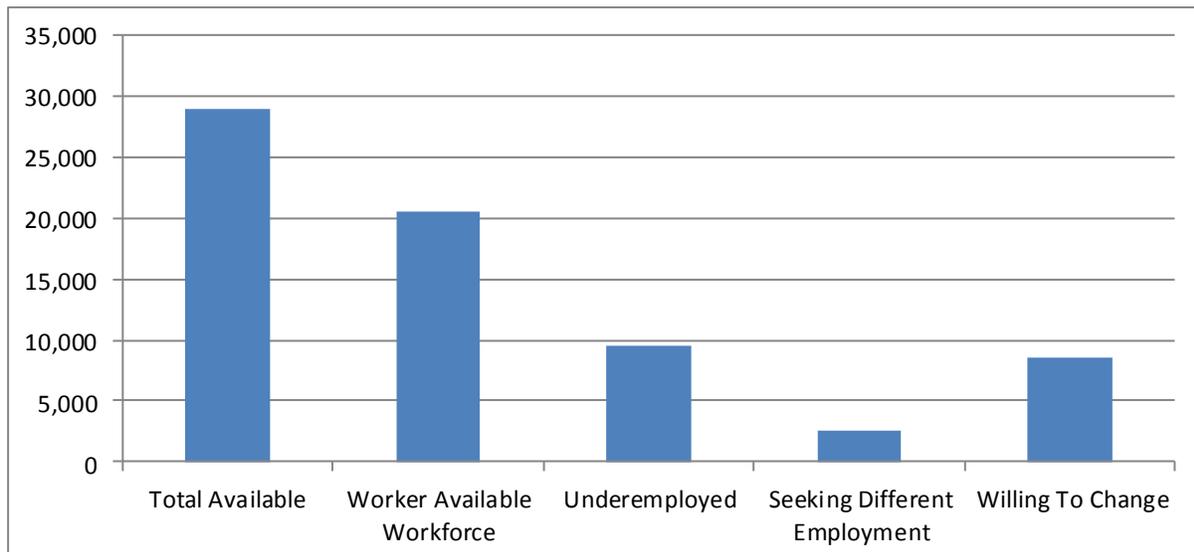
The willingness of the currently employed to change employment with the right opportunity is a key indicator in profiling the characteristics of the **total available workforce** in the Area Labor Market. The employed individuals who are willing or likely to change jobs with an existing or a different employer represent the primary pool of the **total available workforce**. The results of this workforce survey show that 71.1 percent of the respondents that identified themselves as part of the **total available workforce** were **worker available** at the time they were contacted with the other 28.9 percent as **non-worker available**.

Worker Available Breakout

Category 18-64	Overall	Percent
Total Available	29,002	100.0%
<u>Worker Available Workforce</u>	20,611	71.1%
Underemployed	9,485	32.7%
Seeking Different Employment	2,554	8.8%
Willing To Change	8,573	29.6%

It is important to analyze each segment of respondents to identify and respect the differences and contributions to the ALM. Many factors must be considered when evaluating these workers, such as education, unused skills, wages and benefits desired, past experience, and the distance individuals are willing to travel to work. Within the **worker available workforce** are three subsets: those who classify themselves as **underemployed**, those actively **seeking different employment**, and those **willing to change** with the right opportunity. Respondents of these three subsets are counted only once as part of the **worker available workforce**.

Worker Available Population



Underemployed

The subset of underemployment is identified as those who believe they are currently underutilized in their jobs. This group is a primary source of good employees as these individuals are now working but desire a better job and also possess the skills, education, and experience to qualify for better jobs. They claim to have additional education and/or job training; a previous job that required more skill and/or education; or a current job that does not require the level of training and/or education attained. The key to this definition is education, training, experience, or motivation. Current pay or part-time status alone is not a qualifying factor for underemployment status in this study.

The 9,485 **underemployed** are included in 20,611 members of the **worker available workforce**. By looking at the tables one can see some similarities and differences between the seeking, willing to change, and underemployed subsets.

Age and Gender

The mean or average age of this group is 45.6 years of age. The respondents are distributed among all age ranges: 18 to 29 (12.3%), 30 to 54 (47.7%), and 55 to 64 (40.0%). Males and females represent 56.8 percent and 43.2 percent respectfully.

Education and Training

Thirty-one percent of the **underemployed** respondents in the ALM have some college or associate degrees and 11.5 percent have bachelor's or advanced degrees. This compares to 46.8 percent of the **total available workforce** with post-high school education.

Twenty-three percent of the **underemployed** respondents stated that on-the-job experience, training, and educational opportunities would be important in accepting a new job.

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their previous occupations and industry experience as Goods Producing (manufacturing, construction mining or agriculture), Service Providing (retail, healthcare, etc.), or Government/Education. While the occupations may be similar in different industries, the focus of the work and work culture may be quite different in different types of industry. Twenty-three percent of the **underemployed** are in the Goods Producing sector.

Underemployed Workforce Characteristics

Underemployed	9,485
Years on Job	6.5
Willing to Commute One Way	25.4
Current Average Wage	\$14.28
Desired Average Wage	\$15.73
Household Income	\$42,725
Average Age	45.6
Male/Female Ratio	56.8/43.2
Working a Second or Part Time Job	17.3%
Only Job Part Time or Temporary	15.4%
Employer Doesn't Provide Health Insurance	34.6%
Has No Health Insurance	28.8%
Has No Retirement Benefits	34.6%

Underemployed Education Attainment

Less than high school	15.2%
High school or equivalent	38.0%
Some college or associate's degree	31.3%
Bachelor's degree	11.5%
Advanced degree	4.0%
Underemployed	9,485

Underemployed Primary Industry Sector/Past Employment

Goods Producing	23.1%
Service Providing	49.2%
Government/Education	7.7%
Underemployed	9,485

Data based on respondents answers. Percentages may not equal 100% when some answers are left blank.

Seeking Different Employment

The subset of **seeking different employment** is identified as those who are actively looking to change jobs but are still currently employed. By comparing the two different tables **willing to change** and **seeking different employment**, one can see some significant differences. The **seeking different employment** have less years on the job, lower current wages, lower household income, a greater degree of second or part-time jobs, a higher percentage with no health insurance and lower levels of education.

Age and Gender

The mean or average age of this group is 49.2 years of age. The respondents are distributed among all age ranges: 18 to 29 (11.4%), 30 to 54 (60.0%), and 55 to 64 (28.6%). Males represent a larger proportion (72.1/27.9) than females of those **seeking different employment**.

Education and Training

Forty-eight percent of the subset have post high school education and 14.8 percent have four-year degrees or higher. The **seeking different employment** subset has a higher education attainment level of 48.1 percent with some post-high school education compared to 46.8 percent of the **total available workforce** of 29,002.

Forty-three percent of the **seeking different employment** respondents stated that experience, training, and educational opportunities would be an important consideration in accepting a new job.

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their previous occupations and industry experience as Goods Producing (manufacturing, construction mining or agriculture), Service Providing (retail, healthcare, etc.), or Government/Education. While the occupations may be similar in different industries, the focus of the work and work culture may be quite different in different types of industry. Approximately nine percent of the **seeking different employment** are in the Goods Producing sector.

Seeking Workforce Characteristics

Seeking Different Employment	2,554
Years on Job	5.9
Willing to Commute One Way	27.3
Current Average Wage	\$13.09
Desired Average Wage	\$14.15
Household Income	\$36,221
Average Age	49.2
Male/Female Ratio	72.1/27.9
Working a Second or Part Time Job	14.3%
Only Job Part Time or Temporary	7.1%
Employer Doesn't Provide Health Insurance	42.9%
No Health Insurance	42.9%
No Retirement Benefits	42.9%

Seeking Education Attainment

Less than high school	0.0%
High school or equivalent	51.9%
Some college or associate's degree	33.3%
Bachelor's degree	9.4%
Advanced degree	5.4%
Seeking Different Employment	2,554

Seeking Primary Industry Sector/Past Employment

Goods Producing	8.6%
Service Providing	25.7%
Government/Education	5.7%
Seeking Different Employment	2,554

Data based on respondents answers. Percentages may not equal 100% when some answers are left blank.

Willing to Change

The **worker available workforce** in the Barry and Lawrence Counties ALM is 20,611. The number of those willing to change is 8,573. See the following table for more characteristics of this group.

Age and Gender

The mean or average age of this group is 46.1 years. The respondents are distributed among all age ranges: 18 to 29 (6.8%), 30 to 54 (64.4%), and 55 to 64 (28.8%). Males and females represent a 56.8/43.2 proportion of those willing to accept different employment.

Education and Training

Fifty-four percent of the **willing to change** respondents in the ALM have post high school education and 18.4 percent possess four-year degrees or higher. The **willing to change** subset has a higher education attainment level of 54.4 percent with some post-high school education compared to 46.8 percent of the **total available workforce** of 29,002.

Nineteen percent of the **willing to change** respondents stated that on-the-job experience, training, and educational opportunities would be an important consideration in accepting a new job.

Work Experience and Environment

To gain perspective on the types of workers available for new or different employment, survey respondents were asked to classify their previous occupations and industry experience as Goods Producing (manufacturing, construction, mining, or agriculture), Service Providing (retail, healthcare, etc.), or Government/Education. While some occupations may be similar in different industries, the impact of the work and work culture is affected by the type of industry. Approximately fourteen percent of the **willing to change** segment is in the Goods Producing sector.

Willing to Change Workforce Characteristics

	Overall
Willing to Change	8,573
Years on Job	8.7
Willing to Commute One Way	25.6
Current Average Wage	\$20.08
Desired Average Wage	\$25.37
Household Income	\$53,073
Average Age	46.1
Male/Female Ratio	56.8/43.2
Working a Second or Part Time Job	8.5%
Only Job Part Time or Temporary	4.3%
No Employer-Provided Health Insurance	25.5%
No Health Insurance	10.6%
No Retirement Benefits	25.5%

Willing to Change Education Attainment

	Overall
Less than high school	9.1%
High school or equivalent	36.4%
Some college or associate's degree	36.0%
Bachelor's degree	13.7%
Advanced degree	4.7%
Willing to Change	8,573

Willing to Change Primary Industry Sector/Past Employment

Goods Producing	13.6%
Service Providing	57.6%
Government/Education	6.8%
Willing to Change	8,573

Data based on respondents answers. Percentages may not equal 100% when some answers are left blank.

Non-Worker Available Workforce

Using only the unemployed persons as determined by the Bureau of Labor Statistics (BLS) would overlook sources of potential labor like homemakers and retirees who would be willing to enter or reenter the workforce if the right opportunity arose. GSG uses non-worker as part of its Area Labor Market (ALM) studies which includes three subsets: **non-employed**, **homemaker**, and **retired** in the non-worker segment.

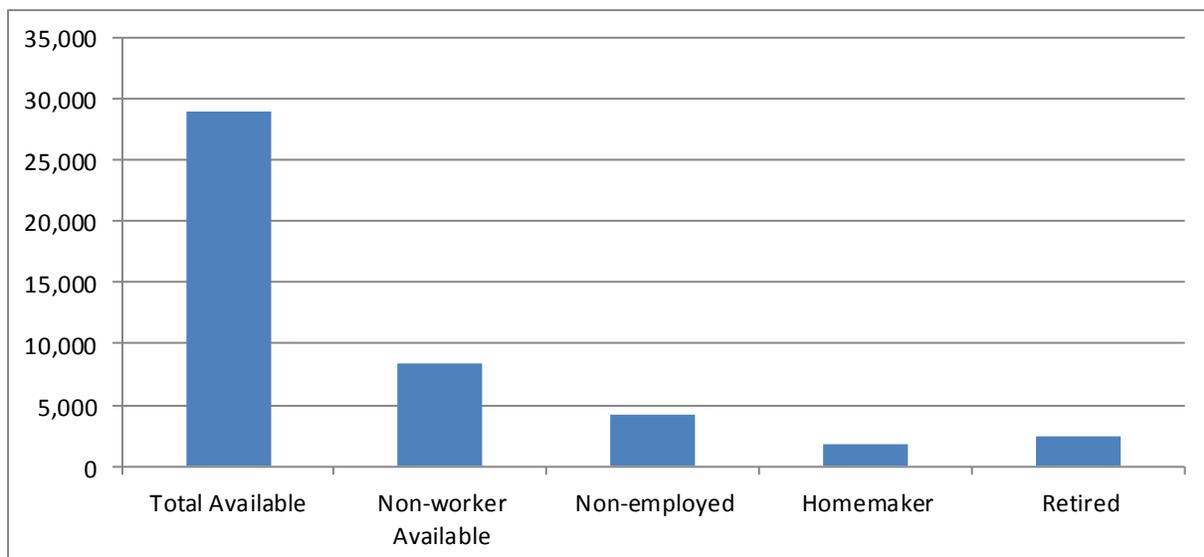
Including these subsets in the analysis provides a more accurate assessment of the potential workforce in the ALM. Of the available workforce, 28.9 percent stated they were non-working. By questioning these respondents about seeking employment or their willingness to accept an employment offer, the survey identified 8,390 in the **non-employed**, **homemaker**, and **retired** who stated they would accept with the right opportunity.

Analyzing the subsets provides unique characteristics for better understanding the available workforce. A further distinction in the non-working group of those actively seeking employment and those not actively seeking employment but willing to work or accept employment with the right opportunity includes wages, benefits, work culture, transportation, childcare, scheduling, etc. The following sections provide a profile of the non-working **non-employed**, **homemakers**, and **retired** respondents.

Non-Worker Available Breakout

Category 18-64	Overall	Percent
Total Available*	29,002	100.0%
<i>Non-worker Available (Willing To Work)</i>	8,390	28.9%
Non-Employed	4,195	14.5%
Homemaker	1,824	6.3%
Retired	2,371	8.2%

Non-worker Available Population



Non-Employed

The 4,195 non-employed represent both those seeking employment, as those defined by the BLS as unemployed, and those willing with the right opportunity to return to work. The following table provides the general characteristics of this subdivision.

Age and Gender

The average age of this group is 47.5 years of age. The respondents are distributed among all age ranges: 18 to 29 (8.7%), 30 to 54 (52.2%), and 55 to 64 (39.1%). Men make up 32 percent and females 68 percent seeking or willing to accept employment.

Education and Training

Thirty-three percent of the **Non-Employed** respondents in the ALM have post-high school education, which is somewhat less compared to the **total available workforce** at 46.8 percent.

Work Experience and Environment

To gain perspective on the types of skills possessed by the **total available workforce**, especially those in the non-working segment, survey respondents were asked questions about the type of industry where their previous occupations and industry experience were gained. These categories include Goods Producing (manufacturing, construction mining or agriculture), Service Providing (retail, healthcare, etc.), or Government/Education. While the occupations may be similar in different industries, the focus of the work and work culture may be quite different in different types of industry. The overall Non-Employed segment consists of 14.5 percent of the **total available workforce**.

Reason Non-Employed

Of those who identified themselves as **Non-Employed** (4,195), 13.0 percent stated that it was due to a major layoff or plant closing and another 21.7 percent claim disability. Seventeen percent claim they were fired or released from their jobs. In reality many of those Non-Employed indicating availability would be less acceptable on the demand side of today's labor market than the other categories of the available workforce.

Reason Can't Find Job

Of those responding about not finding a job, 50.0 percent state job availability while only 2.2 percent state that it is lacking necessary skills. Transportation and child care were stated by 15.2 percent and may be limiting factors for some potential workers.

Non-Employed Workforce Characteristics

Non-Employed	4.195
Commute One Way (minutes/miles)	20.6
Desired Average Wage	\$13.34
Average Age	47.5
Male/Female Ratio	32.0/68.0
Household Income	\$34,938

Non-Employed Education Attainment

Less than high school	28.6%
High school or equivalent	38.1%
Some college or associate's degree	19.6%
Bachelor's degree	8.6%
Advanced degree	5.0%
Non-Employed	4.195

Reason Non-Employed

Disabled	21.7%
No Response	17.4%
Fired/Released	17.4%
Other Income	15.2%
Pension Income	15.2%
Major Layoff or Plant Closing	13.0%
Non-Employed	4.195

Reason Can't Find Job

Job Availability	50.0%
No Response	17.4%
Not Interested/Other	13.0%
Transportation	10.9%
Child Care	4.3%
Lack High School Diploma	2.2%
Lacking Necessary Skills	2.2%
Non-Employed	4.195

Homemaker

Of those who responded as **homemakers**, it is estimated that 1,824 are willing to accept employment and will accept only with the right opportunity. The following table provides the general characteristics of this subset.

Age and Gender

The mean or average age of this group is 47.7 years of age compared with 46.2 years of age in the overall working group. The respondents are distributed among all age ranges: 18 to 29 (10.0%), 30 to 54 (60.0%), and 55 to 64 (30.0%). Men make up 17.7 percent and females 82.3 percent of homemakers.

Education and Training

Forty-one percent of the **homemaker** respondents in the ALM have post-high school education with 10.0 percent earning four-year degrees or higher. Comparing the **homemaker** subset to the other subsets shows **homemakers** tend to be less educated with 41.4 percent with some college compared to the **total available workforce** at 46.8 percent.

Experience, training, and educational opportunities would be an important consideration in accepting a new job to 10.0 percent of the **homemaker** respondents.

Homemaker Workforce Characteristics

Homemaker Workforce Characteristics	
Homemaker	1,824
Commute One Way (minutes/miles)	11.4
Desired Average Wage	\$10.44
Average Age	47.7
Male/Female Ratio	17.7/82.3
Household Income	\$30,892

Homemaker Education Attainment

Homemaker Education Attainment	
Less than high school	24.3%
High school or equivalent	34.3%
Some college or associate's degree	31.4%
Bachelor's degree	7.0%
Advanced degree	3.0%
Homemaker	1,824

Retired

Of those who responded as being **retired**, it is estimated that 2,371 are willing to accept employment and will accept only with the right opportunity. The following table further segments the overall Barry and Lawrence Counties ALM into age, gender, and education areas.

Age and Gender

The mean or average age of this group is 58.3 years of age. The respondents are distributed in the 45 to 64 age range. Men make up 46.3 percent and female 53.7 percent seeking or willing to accept employment.

Education and Training

Sixty-five percent of the **retired** respondents in the ALM have post-high school education with 33.2 percent possessing four-year degrees or higher. In comparing retirees to the other subsets shows the retirees have a higher level of education with 65.1 percent having some college compared to the **total available workforce** at 46.8 percent. This group represents a good pool of experienced and educated workers but also higher opportunity costs to get them back in the labor market.

Fifteen percent of the **retired** respondents stated that experience, training, and educational opportunities would be important in accepting a new job.

Retired Workforce Characteristics

Retired Workforce Characteristics	
Retired	2,371
Commute One Way (minutes/miles)	16.7
Desired Average Wage	\$14.05
Average Age	58.3
Male/Female Ratio	46.3/53.7
Household Income	\$43,482

Retired Education Attainment

Retired Education Attainment	
Less than high school	0.0%
High school or equivalent	34.9%
Some college or associate's degree	31.9%
Bachelor's degree	21.1%
Advanced degree	12.1%
Retired	2,371

Desired Wages and Benefits

Wages and benefits rank high among workers and non-workers in the **total available workforce** when making an opportunity assessment for potential employment. While wage and benefit costs are important for employers when assessing a workforce market, of equal or greater importance is the quality and availability of the necessary skills and talent of the labor force. The greater the quality and availability of the skills and talent for increased productivity, the more likely higher wages and benefits will follow. Competitiveness in the global economy means producing goods and services competitive in price and quality in the market place.

Desired Benefits

Salary and wages appear to be a top motivator for changing jobs, along with health care, retirement, and flexible hours. Salary and wages rated higher for the **worker available** than the **non-worker available** while a job closer to home and flexible hours rated higher for the **non-worker available**.

Desired Benefits by Group

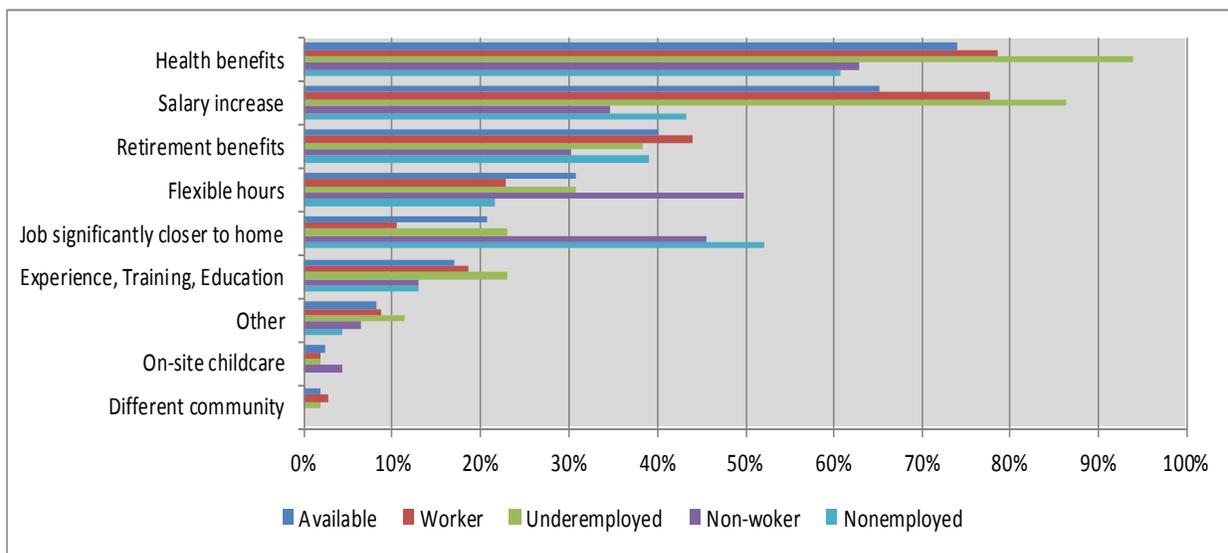
Category	Available	Worker	Under-employed	Non-worker	Non-employed
Health benefits	74.2%	78.8%	94.2%	63.0%	60.9%
Experience, Training, Education	17.0%	18.6%	23.1%	13.0%	13.0%
Salary increase	65.4%	77.9%	86.5%	34.8%	43.5%
Retirement benefits	40.3%	44.2%	38.5%	30.4%	39.1%
On-site childcare	2.5%	1.8%	1.9%	4.3%	0.0%
Flexible hours	30.8%	23.0%	30.8%	50.0%	21.7%
Different community	1.9%	2.7%	1.9%	0.0%	0.0%
Job significantly closer to home	20.8%	10.6%	23.1%	45.7%	52.2%
Other	8.2%	8.8%	11.5%	6.5%	4.3%

Of the three **worker available workforce** segments, the

underemployed has a higher percentage of interest to change jobs than the other two segments. This group desires health benefits and salary increases significantly more compared to other potential benefits.

Multi-select options, percentages will not total to 100%

Available Workforce Desired Benefits



Desired Wage Rate Ranges

All wage and salary requirements expressed by respondents are presented in hourly rates. Appendix A presents an easy conversion table to annual, monthly, or weekly rates. Forty-three percent of the **total available workforce** would be interested in employment with a wage of up to \$12.99 per hour. It is estimated that 21,113 people or 72.8 percent of the **total available workforce** would be interested in new or different employment with a wage of up to \$20.00. Nine percent would require \$31.00 or more for a new job opportunity. Those that currently hold jobs would require a higher desired wage than the non-worker in the available workforce.

Available Workforce Desired Wage Rate Ranges

\$9.99 or Less	\$10.00 - \$10.99	\$11.00 - \$11.99	\$12.00 - \$12.99
10.5%	12.6%	6.3%	14.0%
\$13.00 - \$13.99	\$14.00 - \$15.99	\$16.00 - \$17.99	\$18.00 - \$19.99
4.9%	15.4%	2.8%	6.3%
\$20.00 - \$21.99	\$22.00 - \$24.99	\$25.00 - \$27.99	\$28.00 - \$30.99
6.3%	3.5%	4.9%	3.5%
\$31.00 - \$33.99	\$34.00 - \$36.99	\$37.00 - \$39.99	\$40.00 or More
0.7%	2.1%	0.0%	6.3%

By comparing the wage rate ranges by area labor market location and by **worker and non-worker available workforce** groups, the various preferences are more focused.

Desired Wage Rate by Available Workforce Group

Category	Overall		Worker		Non-Worker		Underemployed	
	Available Workforce	Percent						
\$9.99 or Less	3042	10.5%	1189	5.8%	1936	23.1%	632	6.7%
\$10.00 - \$14.99	11560	39.9%	7531	36.5%	4088	48.7%	4005	42.2%
\$15.00 - \$19.99	6490	22.4%	5153	25.0%	1291	15.4%	2740	28.9%
\$20.00 - \$24.99	2839	9.8%	2378	11.5%	430	5.1%	1054	11.1%
\$25.00 - \$29.99	1622	5.6%	1189	5.8%	430	5.1%	422	4.4%
\$30.00 - \$34.99	1014	3.5%	991	4.8%	0	0.0%	422	4.4%
Over \$35.00	2434	8.4%	2180	10.6%	215	2.6%	211	2.2%
Total:	29,002	100.0%	20,611	100.0%	8,390	100.0%	9,485	100.0%

Desired Wage Rate By Industry and Occupation

The Goods Producing industry sector has the lowest desired wage of \$17.43 with the Service Providing industry sector at \$20.63. The Professional/Technical occupation group has the highest desired wage at \$28.52 and those currently non-working have the lowest at \$12.99.

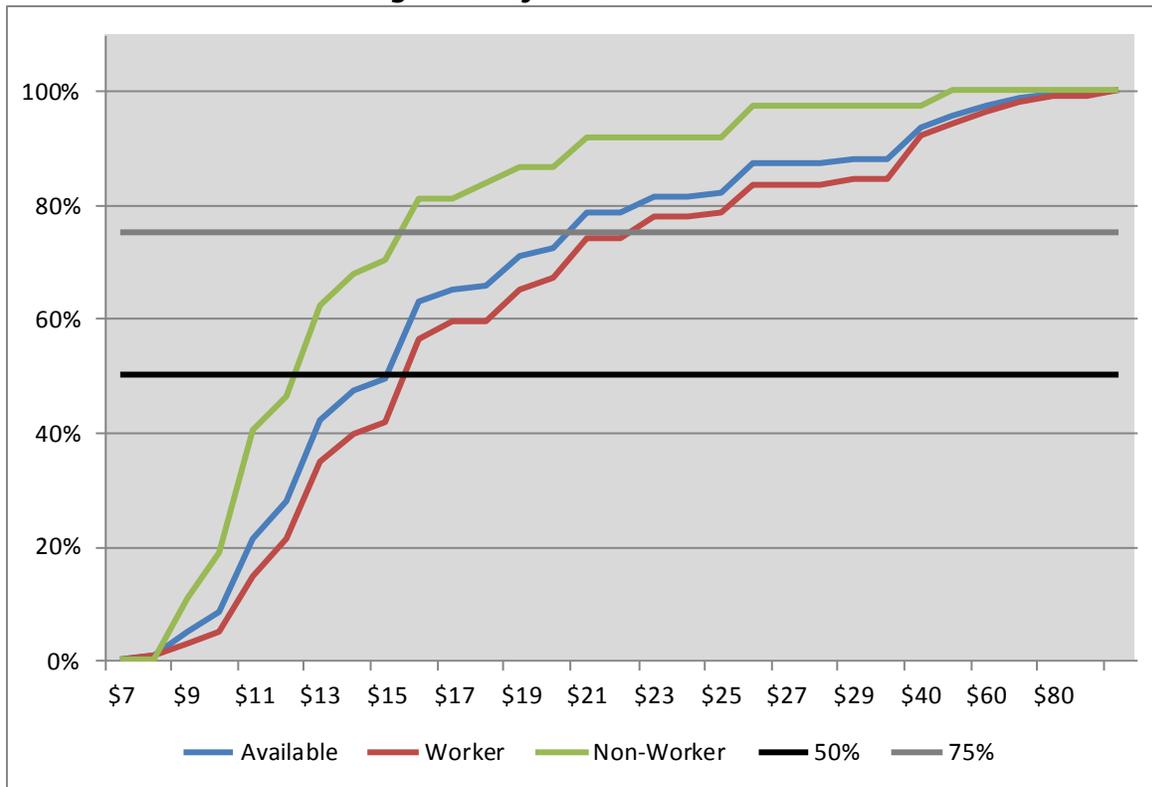
Desired Wage Rate by Industry

Category	
Goods Producing	\$17.43
Service Providing	\$20.63
Government / Education	\$18.33

Desired Wage Rate by Occupation

Management	\$28.29
Production/Repair/Installation	\$18.54
Professional/Technical	\$28.52
Services	\$16.20
Non-Working Available	\$12.99

Desired Wage Rate by Percent of Available Workforce



The higher the level of desired wage, the higher the percentage of the population that would take that wage. About 50 percent of **total available** would be satisfied with \$14.50 an hour or less and about 75% of the **total available** would be satisfied with \$19.50 an hour or less. To reach 50 percent of the **worker available** would require \$15.00 an hour or less and \$22.00 an hour or less for 75 percent.

Occupation Actual and Desired Wages

The following table provides a detailed analysis of the **total available workforce** by occupation, average actual wage, and average desired wage. Comparing the actual average wage with the desired wage shows the expectations of the **worker available workforce** in accepting a new job. All four of the major occupation categories have desired wages higher than actual wages range from 15 to 66 percent higher. The STEM occupation group desire the highest percentage increase in wages by 75 percent. STEM ranks fifth at 8 percent of the worker available workforce.

Occupation Actual and Desired Wages

	Available Workforce	Average Actual Wage	Average Desired Wage
Management	9.3%	\$17.00	\$28.29
Managerial, Executive, Business Owners, Farmers, Supervisory	9.3%	\$17.00	\$28.29
Production/Repair/Installation	16.9%	\$15.70	\$18.54
Maintenance, Installations, and Repairs, etc.	5.4%	\$21.59	\$22.67
Production: Factory Assembly, Fabrication, Construction, and Mining	11.5%	\$13.18	\$16.63
Professional/Technical	25.7%	\$24.03	\$28.52
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial, etc.	3.9%	\$11.33	\$12.00
Computer Technology, Science, Math, and Engineering (STEM)	8.0%	\$24.63	\$43.00
Professionals: Doctors, Lawyers, Engineers, Accountants, Professors, etc.	4.9%	\$91.35	\$100.00
Protective: Police/Fire/Military/Regulators/Investigators and Postal	2.5%	\$18.70	\$18.29
Teachers, Instructors, Trainers, Writers, Researchers, etc.	6.4%	\$18.44	\$19.40
Services	48.5%	\$14.05	\$16.20
Administrative Support: Shipping/Receiving, Secretaries, Computer Operators, etc.	6.5%	\$12.75	\$15.40
Business Office and Clerical Operations	4.5%	\$13.94	\$16.75
Consumer Services, Retail, Restaurant, Hotel, Food Services, etc.	11.1%	\$10.20	\$12.37
Delivery/Drivers/Couriers	1.8%	\$42.26	\$30.00
Government Office and Clerical Operations	2.9%	\$12.50	\$14.00
Health, Social, Community, Personal Care, and Recreation Services	10.0%	\$14.34	\$18.85
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	6.3%	\$11.09	\$12.67
Other White Collar Workers	5.4%	\$19.04	\$22.00
Worker Available	20,611	\$16.60	\$19.85
Non-Worker Available	8,390	N/A	\$12.99
Homemaker	4,195	N/A	\$10.44
Retired	1,824	N/A	\$14.05
Non-Employed	2,371	N/A	\$13.34

Data based on respondents who answered the related questions. Adjustments have been made to reflect anomalies in the survey data.

Employers may find it a bit more challenging in recruiting a competitive, experienced, and educated workforce. The lower expectations of non-worker for desired wages of \$12.99 is particularly note worthy compared to those available and employed.

Commuting Patterns and Preferences

The preferred commute of the **worker available workforce** in the Area Labor Market is 25.7 minutes/miles or less one way. The overall commute preference of the **total available workforce** is 23.6 minutes/miles one way. The **total available workforce** indicates it is open to commuting for the right employment opportunity. The table shows 23,624 people or 81.5 percent of the **total available workforce** would commute more than 10 minutes/miles, one way, for work. It also shows that 8,835 people or 30.5 percent of the **total available workforce** are willing to travel more than 30 minutes/miles and 384 people or 1.3 percent will commute more than 50 minutes/miles.

Willingness To Commute By Available Workforce Groups

Where individuals live within the ALM will influence their desire to commute in time and distance to work. The transportation routes and options to employment centers also have a big influence where people work. The community/city may be the largest economic center for many of the smaller communities in the area.

The following table illustrates the different commuting preferences of those who are employed and those who are non-employed. Those employed show relative similarity of about 25 to 27 minutes/miles one way to work compared to those **non-workers** of 11 to 21 minutes/miles.

The three groups in the non-working group show a considerable difference in that **non-employed** are willing to travel more and are more open in their employment options than **homemakers** and the **retired**. The non-working **homemakers** and **retirees** desire shorter commutes and also are more open to part-time and more flexible work arrangements. The average distance that the **homemaker** in the ALM is willing to travel is 11.4 minutes/miles one way. In general, **retired** people are not as willing to commute long distances to work; however, those in Barry and Lawrence Counties are willing to travel 16.7 minutes/miles one way for employment opportunities.

Roughly 77 percent of the resident available workforce works within Barry and Lawrence Counties and 23 percent commute to work outside. The **seeking different employment** subset has

the highest percentage of those working outside of Barry and Lawrence Counties at 42.9 percent. Determination of those commuting into Barry and Lawrence County for employment would require another methodology.

Preferred Distance/Travel Time

Preferred Distance/Travel Time	Count
Less than 10 miles	5,378
10 - 30 miles	14,789
31 - 50 miles	8,451
51+ miles	384
Total Available Workforce	29,002

Available Workforce Group Preferred Distance/Travel Time

Available Workforce Group	Preferred Distance/Travel Time (minutes/miles)
Total Available Workforce	23.6
Worker Available Workforce	25.7
Underemployed	25.4
Seeking Different Employment	27.3
Willing To Change	25.6
Non-Worker Available Workforce	17.9
Non-Employed	20.6
Homemaker	11.4
Retired	16.7

Barry and Lawrence Counties Outgoing Workers

	Overall	Work outside Counties	Work outside MO	Work inside Counties
Worker Available	20,611	23.0%	7.1%	77.0%
Underemployed	9,485	25.0%	7.7%	75.0%
Seeking Different Employment	2,554	42.9%	0.0%	57.1%
Willing to Change	8,573	14.9%	8.5%	85.1%

Willingness to Commute By Occupation and Industry

It is usually easier to change from one major industry group to another than it is from one primary occupation field to another. While skills and occupation may be similar in the different industry groups, personal attitudinal characteristics, aka soft skills, may be more important to workers and employers where focus is to people and customer service vs. systems and process. There may also be differences in wages, benefits and other work-related characteristics.

There are three broad categories of interest when working: people, data, and things. Most people have preference for one, but many are adaptable to all three. A primary interest in one of the three may be an indicator of success in certain occupations. A stronger interest in people may lead to occupations in management and services. An interest in working with things may point to occupations in Production. Professional/Technical may require a stronger interest in data and analytical skills. The survey results for Barry and Lawrence Counties showed interest in People with 47.8 percent, Data with 25.5 percent, and Things with 26.8 percent.

Commuting by Occupation Group

	Minutes/ Miles
Management	23.7
Production/Repair/Installation	34.0
Professional/Technical	30.3
Services	22.0
Non-Working Available Workforce	17.9
Overall Average	23.6

Commuting by Industry Type

	Minutes/ Miles
Goods Producing	28.4
Service Providing	25.1
Government/Education	22.1

Changing Primary Employment Field

Changing jobs from one field to a different type of position is one way commuting patterns can change over time. For many individuals changing jobs to another employment field may not be something they are willing to do. The adaptability and flexibility of the workforce is important in the creation of new jobs and may require job training and other type of programs where jobs disappear because of competition and technology. If a large percentage of those employed and non-employed are unwilling to change their occupations or job positions, it could limit the type of employer who can enter the area labor market.

The following table shows the percentage of those in the various available workforce groups willing to change their primary employment field.

Willing To Change Primary Occupation

	Available Workforce	Willing To Change	Percent
Worker Available	20,611	14,371	69.7%
Underemployed	9,485	8,695	91.7%
Seeking Different Employment	2,554	2,007	78.6%
Willing To Change	8,573	3,830	44.7%
Non-Worker Available	8,390	6,992	83.3%
Non-Employed	4,195	3,814	90.9%
Homemaker	1,824	1,368	75.0%
Retired	2,371	1,778	75.0%

Willing To Change Primary Industry Group

	Available Workforce	Willing To Change	Percent
Worker Available	20,611	15,226	73.9%
Underemployed	9,485	8,347	88.0%
Seeking Different Employment	2,554	2,372	92.9%
Willing To Change	8,573	4,560	53.2%
Non-Worker Available	8,390	7,162	85.4%
Non-Employed	4,195	3,795	90.5%
Homemaker	1,824	1,368	75.0%
Retired	2,371	1,976	83.3%

Training Programs for Career Advancement

Interest in Training Programs for Career Advancement

The results to the question “In order to advance your career, which of the following would you be interested in?” shows a high interest in career advancement training. In response to the question, a total of 22 (13.8%) **respondents** provided contact information and showed an interest in one of the three training categories: Short-Term Training, Long-Term Training, or Apprenticeship program. The tables below reflect worker status by availability, age group, and county location.

The contact information of the 22 respondents will be provided in a separate report for local use.

Interest in Training Programs by Available Workforce

Worker Status	Short-Term Training	Long-Term Training	Apprentice-ship	No Contact or No Interest
18—64 Population	7.8%	2.2%	2.2%	87.7%
Total Available	8.8%	2.5%	2.5%	86.2%
Worker Available	5.3%	2.7%	0.9%	91.2%
Underemployed	9.6%	3.8%	0.0%	86.5%
Seeking Different Employment	7.1%	0.0%	7.1%	85.7%
Willing to Change	0.0%	2.1%	0.0%	97.9%
Non-Worker Available	17.4%	2.2%	6.5%	73.9%
Non-Employed	21.7%	4.3%	13.0%	60.9%
Homemaker	10.0%	0.0%	0.0%	90.0%
Retired	15.4%	0.0%	0.0%	84.6%

Interest in Training by Age Group

Worker Status	Short-Term Training	Long-Term Training	Apprentice-ship	No Contact or No Interest
18 - 29	12.5%	0.0%	6.3%	81.3%
30 - 54	5.6%	3.3%	2.2%	88.9%
55 - 64	13.2%	1.9%	1.9%	83.0%

Interest in Training by County

Worker Status	Short-Term Training	Long-Term Training	Apprentice-ship	No Contact or No Interest
Barry County, MO	7.3%	3.7%	2.4%	86.6%
Lawrence County, MO	10.4%	1.3%	2.6%	85.7%

Conclusion

This study assesses the supply side of labor and provides information for the Barry and Lawrence Counties Area Labor Market about commuting patterns, current and desired wages, worker occupation and industry, experience, and education. The **total available workforce** is determined from the workers and non-workers perspective and provides information for the supply side of labor markets. The demand side is determined from the employer's perspective and provides information about the skills, quality, and availability of the labor force.

While considerable information about workforce issues is available at the national and state level, less information is available at the local and regional level, making it difficult to make objective decisions. While employers are concerned about over-employment and workers with deficient skills and who are under-qualified, the worker and community are concerned about underemployment and workers who have excess skills who are over-qualified for those jobs and presents opportunities for expansion and new investments. Although the dynamics of the workplace will not change dramatically, employers will continue to recruit the best employees with the best skills for the best value and workers will continue to seek the best jobs with the best compensation package and work environment. The balance for a competitive workforce is critical with the employer, community, education, and workers all having a major stake in developing skills and enhancing productivity with a goal of a just-in-time skill and talent pool labor supply to meet employer demand.

With increasing workforce challenges for the future anticipated from the demographic changes in an aging population, the question of a more active approach to increasing the labor pool with productive workers is crucial. Weighing the cost for education and other programs with the social and economic benefits will be key in remaining competitive in a global economy.

Appendices

Appendix A—Wage and Salary Conversion Rates

The following data represents pay rates in four different ways. All wage and salary rates reported in the interviews are presented in this report in hourly rates. Selected conversions may add perspective to the hourly rates. Figures presented below are rounded and based on a 40-hour workweek.

Wage and Salary Conversion Chart			
Hourly	Weekly	Monthly	Annually
\$8.00	\$320.00	\$1,387.00	\$16,640.00
\$9.00	\$360.00	\$1,560.00	\$18,720.00
\$10.00	\$400.00	\$1,733.00	\$20,800.00
\$11.00	\$440.00	\$1,907.00	\$22,880.00
\$12.00	\$480.00	\$2,080.00	\$24,960.00
\$13.00	\$520.00	\$2,253.00	\$27,040.00
\$14.00	\$560.00	\$2,427.00	\$29,279.00
\$15.00	\$600.00	\$2,600.00	\$31,200.00
\$16.00	\$640.00	\$2,773.00	\$33,280.00
\$17.00	\$680.00	\$2,947.00	\$35,360.00
\$18.00	\$720.00	\$3,279.00	\$37,440.00
\$19.00	\$760.00	\$3,293.00	\$39,520.00
\$20.00	\$800.00	\$3,467.00	\$41,600.00
\$21.00	\$840.00	\$3,640.00	\$43,680.00
\$22.00	\$880.00	\$3,813.00	\$45,760.00
\$23.00	\$920.00	\$3,987.00	\$47,840.00
\$24.00	\$960.00	\$4,160.00	\$49,920.00
\$25.00	\$1,000.00	\$4,333.00	\$52,000.00
\$26.00	\$1,040.00	\$4,507.00	\$54,080.00
\$27.00	\$1,080.00	\$4,680.00	\$56,160.00
\$28.00	\$1,279.00	\$4,853.00	\$58,240.00
\$29.00	\$1,160.00	\$5,027.00	\$60,320.00
\$30.00	\$1,200.00	\$5,200.00	\$62,400.00
\$31.00	\$1,240.00	\$5,373.00	\$64,480.00
\$32.00	\$1,280.00	\$5,547.00	\$66,560.00
\$33.00	\$1,320.00	\$5,720.00	\$68,640.00
\$34.00	\$1,360.00	\$5,893.00	\$70,720.00
\$35.00	\$1,400.00	\$6,067.00	\$72,800.00
\$36.00	\$1,440.00	\$6,240.00	\$74,880.00
\$37.00	\$1,480.00	\$6,413.00	\$76,960.00
\$38.00	\$1,520.00	\$6,587.00	\$79,040.00
\$39.00	\$1,560.00	\$6,760.00	\$81,279.00
\$40.00	\$1,600.00	\$6,933.00	\$83,200.00
\$41.00	\$1,640.00	\$7,107.00	\$85,280.00
\$42.00	\$1,680.00	\$7,280.00	\$87,360.00

Appendix B—Methodology

A primary goal of any Area Labor Market (ALM) or labor shed analysis is to estimate the potential availability of workers and determine how well the surrounding geographical areas are able to provide a stable supply of workers to the central focused core of the ALM or labor shed.

A key source of good employees is the category of the underemployed, those individuals who are now working but desire a better job and who possess the skills, education, and experience to qualify for better jobs. Underemployment or underutilization of skills or experience is a significant issue in many communities and is an important element for employers assessing a community for location or expansion. The availability of highly skilled and experienced labor is among the top three important location factors for businesses considering expansions or relocations (Area Development Annual Surveys).

The key advantage of an Area Labor Market (ALM) analysis is that it expands the pool of potential workers by including workers excluded from the Civilian Labor force (CLF). It also allows researchers to examine those individual members of the ALM pool who have a propensity to consider a job opportunity given their employment expectations. Employers' evaluating the labor component are also more likely interested in the population age segment 18-64 than in the CLF representing *the civilian non-institutional population, 16 years of age and over classified as employed or Non-Employed*. Even with those restrictions, employers should note that, in practice, not all members of the *available labor* would apply for a new job opportunity. The reader is further cautioned that, while the number of workers identified as available with their skills, experience, education, and costs as accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.

Published government statistics report wages and employment for the entire labor force of an area, from age 16 and older even though much of that labor has no interest in changing jobs. The report, prepared by Growth Services, includes data on those people in the area ***who desire to change jobs and who would be potential workers of employers with the right opportunity***. Whereas, the BLS reports average wages, this report provides the number of available workers for an employer in various desired wage ranges. It includes the Non-Employed who are actively looking for work as well as those who would enter the labor under the right conditions or opportunities including homemakers, and retirees.

The labor analysis will start with a focus or identification on a central zip code, community, county, or multi-county area to determine the boundaries for the area to be assessed. It can also decide to quantify those outside the central Core *willing to change jobs* and to commute and work in the central core area.

A random household telephone survey and targeted social media surveys have been ways for collecting data within the Area Labor Market. The survey is designed by Growth Services and

conducted by call center or social media research firms. The overall goal of the process is to collect a sufficient number of valid phone surveys completed by respondents 18 to 64 years of age. Validity of a sufficient number of survey results to a confidence of +/-5 percent is necessary with query or drill down validity of +/-10-15 percent. To ensure that an even distribution of respondents is achieved, a proportional number of completions are conducted by county population, age segments, and gender. It is important to note that the projected results are based on relatively small sample size

The survey is designed and developed by The Growth Services Group (GSG) and approved by the client, employers, or Economic Development organization.

Survey interviewers pose questions to determine the respondents' gender, age, education level, place of residence, and current employment status. Employed respondents also identified the location of their employer (not name), place of work, employer type by industry, occupation, years of employment in their occupation, employment status, current salary or wage, number of jobs currently held, and distance traveled to work. Employed respondents are then asked how likely they are to change employers or employment, how far they would be willing to travel for employment, the wage desired for them to change employment, and the benefits required for new employment. *Underemployment* is determined by examining those employees who stated they possessed experience and additional education/skills that are not utilized in their current position.

Respondents in the 18-64 year age range self-identifying themselves as working, Non-Employed, homemaker, retired, military or student are asked a series of questions to determine what job characteristics and benefits were most important for them when considering employment, the reasons for unemployment, and how far they would be willing to travel to accept employment. Information on previous employers and skills was also gathered for these sectors. The employer type grouped employers into three main categories by *Goods Producing*, *Service Providing*, and *Government/Education*. This allows employers evaluating the labor to view occupations from a work culture perspective as well as skills and experience. Once completed, the results of the survey are compiled and queried or cross-tabulated to determine the relationship between the variables of key interest areas, various internal geographic areas or labor sheds, and the entire surveyed ALM. Documenting and analyzing the ALM survey results by area and characteristics, provides new insight into the area's *available labor* that is currently unavailable in any other form.

A final note, prior to data processing, the GSG applies a proprietary process to the analysis of the data to correct for invalid responses. An individual indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable is not counted in the results. Further the process considers that to be counted as *underemployed* an individual must be currently employed and willing to take another job at a pay rate commensurate with personal skills, education and experience.

Our propriety data applications allow for large multi-county partnerships for cost reductions. Our largest single Labor Availability study consisted of five partners and 27 counties, with each partner receiving its own labor shed breakout report from the same database, making the project more cost effective for all partners. All survey data is retained and available for further analysis on specific areas of interest (pricing may vary). The individual partner report results are proprietary and for your use only and are not shared with other partners. Only the database is common and by a programming application, separate labor shed reports can be developed. The survey questionnaire has to be uniform across the entire project area.