

GSG

Labor Supply Certification

Southwest Missouri WIB Region,
Missouri

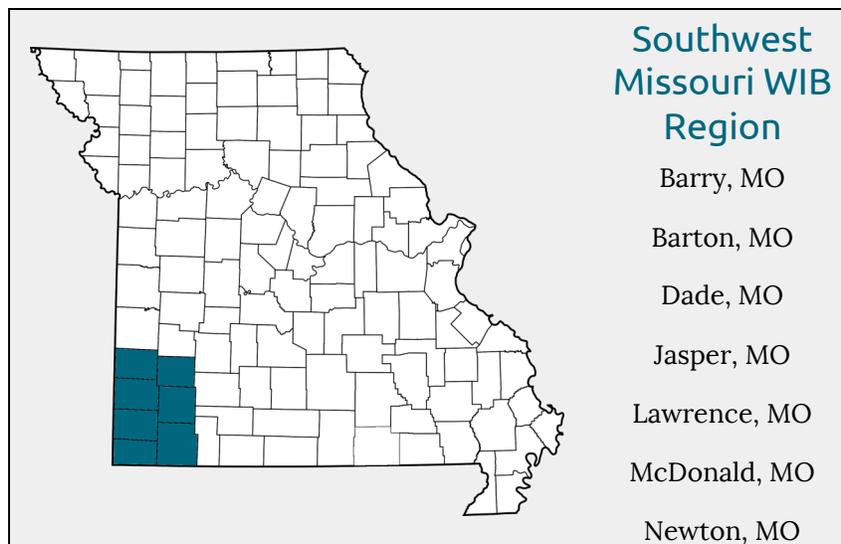


Underemployment

Available Skills

Desired Wages

Southwest Missouri WIB Region 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 a 7-county area labor market (ALM) within Missouri. The 7 counties are: Barry, Barton, Dade, Jasper, Lawrence, McDonald, and Newton. The purpose of this report is to assess the available workforce for Southwest Missouri WIB Region, which in aggregate includes all 7 counties 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 Southwest Missouri WIB Region provides 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 124,711 persons in the **total available workforce**, 41,169 are considered **underemployed** (see more on page 11).

**Total Available
Workforce**
124,711

Underemployed
41,169

With the right employment opportunities, the Southwest Missouri WIB Region ALM is positioned to retain and attract the talent necessary for growth of new and existing businesses representing regional, national, and international markets. The Southwest Missouri WIB Region has several advantages. As home to several post-secondary schools, including Missouri Southern State University, and a variety of occupational training centers, the region provides access to 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 43 percent (124,711 persons) of the Census Population Estimate in the Southwest Missouri WIB Region ALM is considered to be the **total available workforce**.
- It is estimated 38,039 non-worker and 86,672 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 8,667 homemakers, 6,500 retirees, and 22,872 Non-Employed.

- The primary occupational clusters of the **worker available workforce** of the Southwest Missouri WIB Region ALM include 9.6 percent in management, 16.9 percent in production/repair/installation, 22.3 percent in professional/technical, and 51.2 percent in service occupations. Thirty-one percent of the total available workforce are in the **non-worker available** as non-employed, retired, and homemaker.
- Approximately 33 percent of the **total available workforce** (124,711 individuals) are **underemployed** (41,169).
- Forty-one 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 \$29.15; production/repair/installation, \$18.56; service sector, \$15.69; and the **non-worker available** group, \$14.27.
- The education level of the **total available workforce** includes 47.1 percent with at least some college education and 84.9 percent with at least a high school diploma.
- The **total available workforce** is willing to commute an average of 24.8 minutes/miles. Currently, the available working population commutes an average of about 26.1 minutes/miles. Of the **total available workforce**, 83.9 percent (104,633 people) would travel more than 10 minutes/miles one way for work while 32.7 percent (40,781) would commute more than 30 minutes/miles and 4.9 percent (6,111) would travel more than 50 minutes/miles.
- The overall average age of the **total available workforce** is 44.5. The average age of the **worker available workforce** by occupational cluster is 45.0 for management, 42.8 for production/repair/installation, 43.3 for professional/technical, and 43.8 for service sector.
- The top motivators for changing jobs among those open for the right opportunities are 71.2 percent health benefits, 64.3 percent salary increase, and 40.0 percent retirement benefits.
- 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 7.0 years which reflects both a stable and mature workforce.
- Approximately 15 percent (13,000 people) of the **worker available workforce** who live inside the Southwest Missouri WIB Region ALM but work outside of the 7-county 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 Southwest Missouri WIB Region 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 the Southwest Missouri WIB Region 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 Southwest Missouri WIB Region ALM consists of 7 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 7-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 7 counties of the Southwest Missouri WIB Region ALM. The Southwest Missouri WIB Region 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*	124,711	100.0%
Worker Available (Willing To Change)	86,672	69.5%
Underemployed	41,169	33.0%
Seeking Different Employment	15,649	12.5%
Willing To Change	29,854	23.9%
Non-Worker Available (Willing To Work)	38,039	30.5%
Non-Employed	22,872	18.3%
Homemaker	8,667	6.9%
Retired	6,500	5.2%

*While all those in the worker available workforce are willing to change with the right opportunity, 15,649 are seeking different employment and 41,169 are identified as underemployed and willing to change. The Willing to Change 29,854 are willing to change only for the right opportunity.

In the Non-worker 38,039, 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

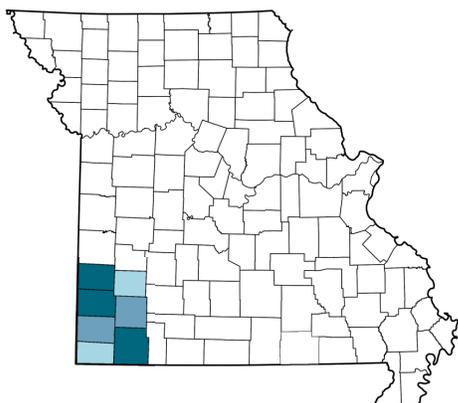
Total Available Workforce

The following table describes the **total available workforce** in the Southwest Missouri WIB Region 7-county ALM. The **total available workforce** for Southwest Missouri WIB Region represents 124,711 people which consists of 86,672 working and 38,039 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 Southwest Missouri WIB Region 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 Southwest Missouri WIB Region 7-county 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 Southwest Missouri WIB Region ALM shows a **total available workforce** of 124,711, 72.0 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 50.4 percent and females 49.6 percent of the **total available workforce**. Those in the age 30–54 group consider themselves significantly more underutilized or **underemployed** at 51.0 percent than those in the age 55–64 at 19.6 percent.

Sources of Available Workforce in Southwest Missouri WIB Region by County



Category	Color
Less than 10%	Lightest Blue
10% to 15%	Medium Blue
Greater than 15%	Darkest Blue

Available Workforce Work Status

Category	Population	Percent
Total Available Workforce	124,711	100.0%
Worker Available	86,672	69.5%
Working Student	8,667	4.2%
Working (withholdings)	72,226	57.9%
Self-employed (no withholdings)	8,908	7.1%
Military	241	0.2%
Non-Worker Available	38,039	30.5%
Non-Employed	22,872	18.3%
Homemaker	8,667	6.9%
Retired	6,500	5.2%

Summary Workforce Results

Characteristics	Overall	Percent
Population & Civilian Labor Force*		
Census Population Estimate	292,461	100.0%
Census 18–64 Population Estimate	173,183	100.0%
BLS Labor Force Estimate	137,943	100.0%
Census 18–64 Male Population Estimate	86,254	49.8%
Census 18–64 Female Population Estimate	86,929	50.2%
Available Workforce		
Total Available Workforce	124,711	100.00%
Male	62,839	50.4%
Female	61,872	49.6%
Age 18–29	30,201	24.2%
Age 30–54	68,952	55.3%
Age 55–64	25,558	20.5%
Underemployed**		
Underemployed	41,169	100.00%
Male	22,536	54.7%
Female	18,633	45.3%
Age 18–29	12,097	29.4%
Age 30–54	21,014	51.0%
Age 55–64	8,057	19.6%

*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 management and 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 (46.6 and 49.0) due to a higher proportion of older non-workers available for employment. The average age for the **total available workforce** is 43.7 while the median age is 46.0.

Average Age by Occupational Clusters

Category	Avg. Age	Med. Age
Management	45.0	45.0
Production/Repair/Installation	42.8	47.0
Professional/Technical	43.3	45.0
Services	43.8	46.0
Non-Worker Available	46.6	49.0
Total Available Workforce	43.7	46.0

The three occupation groups with the highest average age are: Government Office and Clerical Operations; Business Office and Clerical Operations; and Administrative Support: Shipping/Receiving, Secretaries, etc. The three occupation groups with the youngest average workforce are: Business Sales: Finance, Insurance, etc.; Other Blue Collar: Laborers, Farm Hand, etc.; and Protective: Police/Fire, etc.

The top three occupation groups by most years on the job are: Professional: Doctors, Lawyers, etc.; Teachers, Instructors, Trainers, etc.; and Government Office and Clerical Operations. The top three occupation groups by least years on the job are: Other Blue Collar: Laborers, Farm Hand, etc.; Business Sales: Finance, Insurance, etc.; and Consumer Services Retail, Restaurant, Hotel, etc.

Available Workforce Average Age and Years on Job

	Average Age	Years on Job
Administrative Support: Shipping/Receiving, Secretaries, Computer Operators, etc.	46.4	8.3
Business Office and Clerical Operations	47.8	7.1
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial etc.	34.5	4.7
Computer Technology, Science, Math and Engineering (STEM)	45.9	8.5
Consumer Services Retail, Restaurant, Hotel, Food Services, etc.	42.9	5.3
Delivery/Drivers/Courier	46.3	8.7
Government Office and Clerical Operations	54.2	9.6
Health, Social, Community, Personal Care, and Recreation Services	43.6	6.5
Maintenance, Installations, and Repairs (Mechanic, Carpenter, Plumber, Electrician) etc.	42.4	6.3
Managerial, Executive, Business Owners, Farmers, Supervisory	45.0	8.0
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	38.5	4.0
Other White Collar Workers	43.5	6.1
Production: Factory Assembly, Fabrication, Construction and Mining	43.1	5.8
Professional: Doctors, Lawyers, Engineers, Accountants, Professors, Consultants, etc.	45.2	11.4
Protective: Police/Fire/ Military/Regulators/investigators and Postal	40.7	8.2
Teachers, Instructors, Trainers, Writers, Researchers, etc.	44.0	10.1
Overall Worker Available	43.6	7.0

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 the Southwest Missouri WIB Region ALM. The first column in the table shows the number of workers available employed in the various occupational groups.

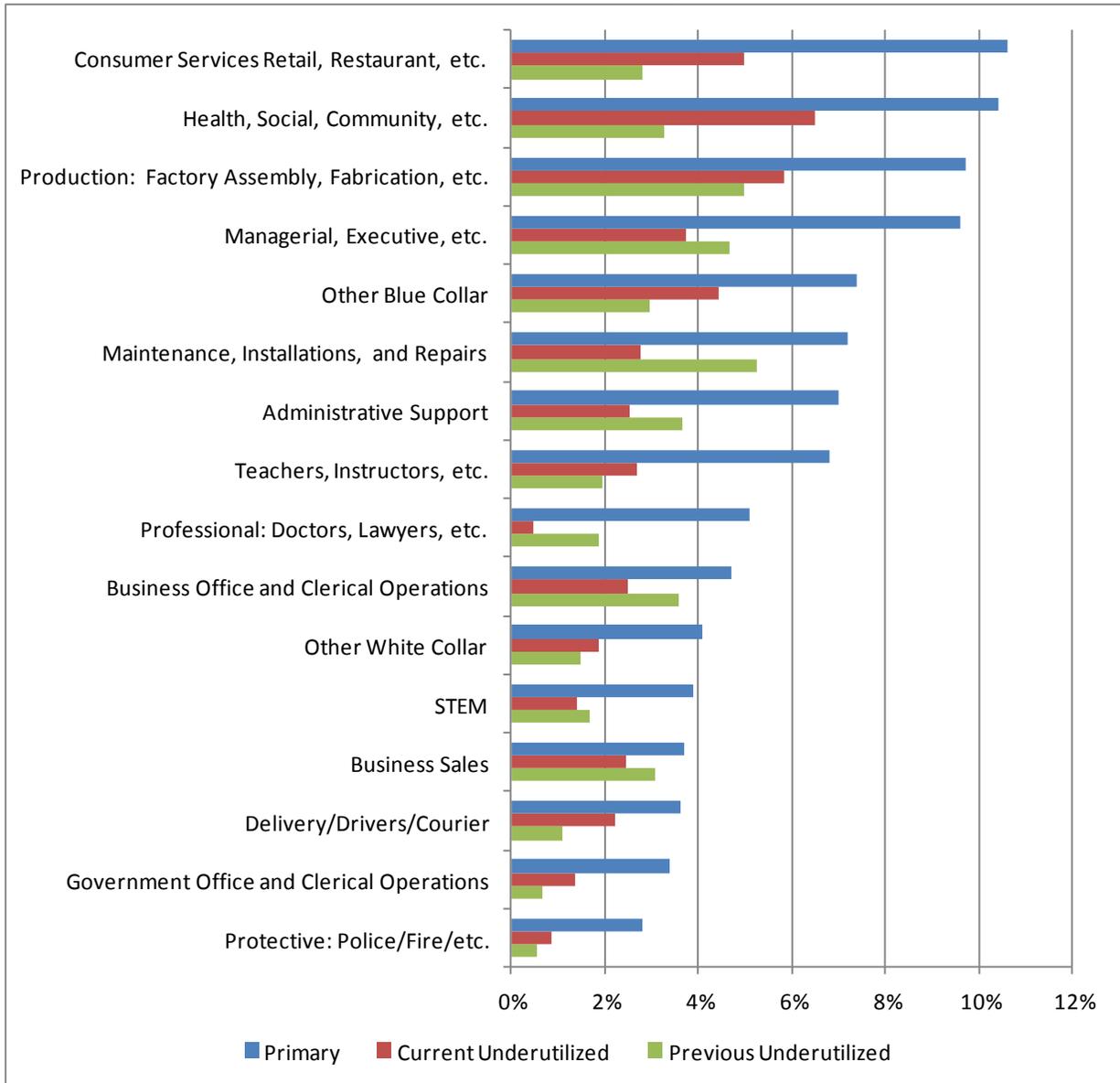
Respondents are indicating a high level of employment availability from the service sector in areas of the retail, hospitality, and food service; health, social, and community care; and production assembly occupations. However, the survey shows a workforce with skills, education, and experience available across the entire occupational classifications if the right employment opportunities are present.

Of those **workers available** and currently employed, 47.6 percent are currently underutilized in their primary job. A relatively high 66.7 percent of business sales: finance, insurance, etc. occupations identify themselves as underutilized or underemployed. There are another five occupation groups with over fifty 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.	7.0%	36.0%	52.0%
Business Office and Clerical Operations	4.7%	52.9%	76.5%
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial etc.	3.7%	66.7%	83.3%
Computer Technology, Science, Math and Engineering (STEM)	3.9%	35.7%	42.9%
Consumer Services Retail, Restaurant, Hotel, Food Services, etc.	10.6%	46.9%	26.5%
Delivery/Drivers/Courier	3.6%	61.5%	30.8%
Government Office and Clerical Operations	3.4%	40.0%	20.0%
Health, Social, Community, Personal Care, and Recreation Services	10.4%	62.5%	31.3%
Maintenance, Installations, and Repairs (Mechanic, Carpenter, Plumber, Electrician) etc.	7.2%	38.5%	73.1%
Managerial, Executive, Business Owners, Farmers, Supervisory	9.6%	38.7%	48.4%
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	7.4%	60.0%	40.0%
Other White Collar Workers	4.1%	45.5%	36.4%
Production: Factory Assembly, Fabrication, Construction and Mining	9.7%	60.0%	51.4%
Professional: Doctors, Lawyers, Engineers, Accountants, Professors, Consultants, etc.	5.1%	9.1%	36.4%
Protective: Police/Fire/ Military/Regulators/investigators and Postal	2.8%	30.0%	20.0%
Teachers, Instructors, Trainers, Writers, Researchers, etc.	6.8%	39.3%	28.6%
Worker	86,672	47.6%	42.3%
Non-worker	N/A	N/A	39.2%

Worker Available Work Experience



The chart shows occupational clusters in descending order by percent of the worker available workforce with the percentage of those currently underutilized and those previously underutilized. The largest area of available workers is the Consumer Services Retail, Restaurant, etc. cluster with the Health, Social, and Community services cluster next in size. The Protective, Police, and Fire cluster is the smallest area of available workers.

The largest area of currently underutilized workers is the Health, Social, Community, etc. cluster followed by the Production Assembly cluster. Professional: Doctors, Lawyers, etc. is the smallest area of currently underutilized workers.

The largest area of previously underutilized workers is the Maintenance, Installation, and Repair cluster followed by the Production Assembly cluster. Protective: Police/Fire, etc. is the smallest area of previously underutilized workers.

Student Debt

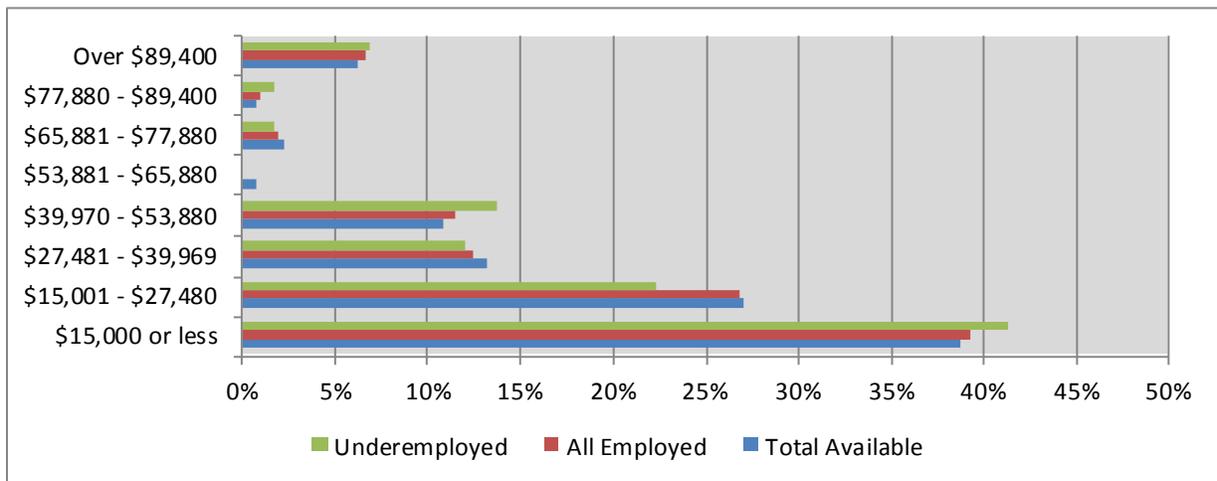
Student debt is a growing concern, and along with a necessary educated workforce is a challenge for our local and national economy. According to the Wall Street Journal 40 million people, roughly 70 percent of recent graduates, have an average debt load of \$33,000. It is for this reason that student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

The data indicates that 40.6 percent of the 18–29 year olds have student debt. This compares to 28.4 percent for the 30–54 year olds and 9.5 percent for the 55–64 year olds. The debt amounts for the younger **available workforce** shows a greater percentage of the 18–29 year olds in the **available workforce** having student debt.

Student Debt by Age Group

	18 - 29	30 - 54	55 - 64
Have Debt	40.6%	28.4%	9.5%
\$15,000 or less	17.7%	10.5%	2.7%
\$15,001 - \$27,480	12.5%	7.3%	2.0%
\$27,481 - \$39,969	4.2%	4.0%	1.4%
\$39,970 - \$53,880	3.1%	3.3%	1.4%
\$53,881 - \$65,880	0.0%	0.0%	0.7%
\$65,881 - \$77,880	0.0%	1.1%	0.0%
\$77,880 - \$89,400	0.0%	0.4%	0.0%
Over \$89,400	2.1%	1.5%	1.4%
Did not indicate amount	1.0%	0.4%	0.0%
No Debt	56.3%	71.3%	88.4%
No Response	3.1%	0.4%	2.0%

Available Workforce Student Debt



The chart represents the percentage of the various groups of underemployed, workers available, and total available workforce have in debt compared to each other. The total available group appears well represented in all debt categories with 38.8 percent having debt of \$15,000 or less.

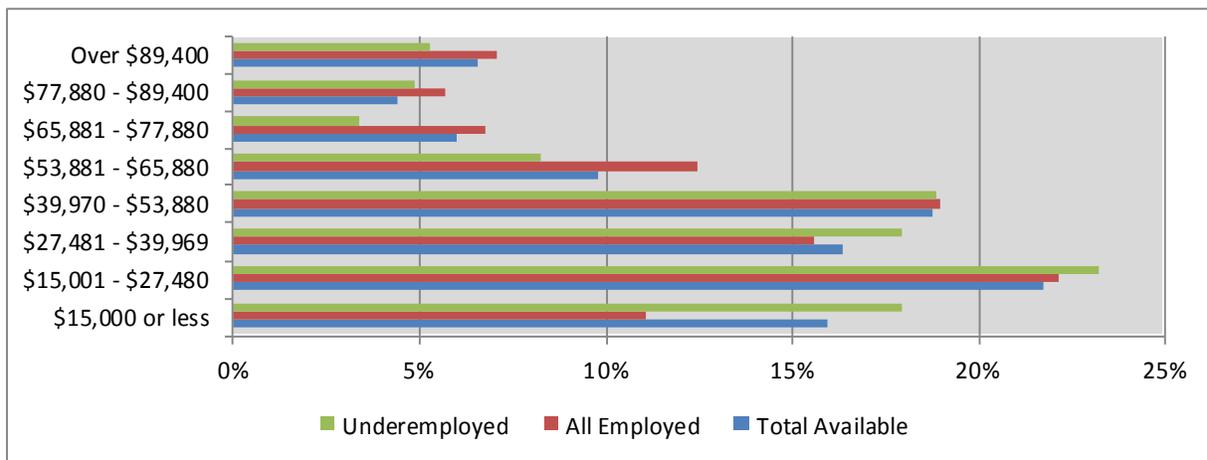
Household Income

The household income clearly shows the younger 18–29 age group with 21.9 percent having household income of \$15,000 or less compared to 30–54 age group’s 15.6 percent and the 55–64 age group’s 10.9 percent. For the 18–29 age group 7.3 percent have a household income over \$77,880 compared to 10.2 percent of the 30–54 age group and 13.6 percent for the 55–64 age group.

Household Income by Age Group

	18 - 29	30 - 54	55 - 64
\$15,000 or less	21.9%	15.6%	10.9%
\$15,001 - \$27,480	35.4%	20.4%	12.9%
\$27,481 - \$39,969	11.5%	16.4%	17.7%
\$39,970 - \$53,880	12.5%	20.0%	18.4%
\$53,881 - \$65,880	4.2%	8.4%	15.0%
\$65,881 - \$77,880	0.0%	7.3%	6.8%
\$77,880 - \$89,400	4.2%	2.9%	6.8%
Over \$89,400	3.1%	7.3%	6.8%
No Response	7.3%	1.8%	4.8%

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. The underemployed appear to be represented in lower numbers in the lower income levels than the all employed and greater in the higher income levels above \$65,881.

Worker Available Workforce

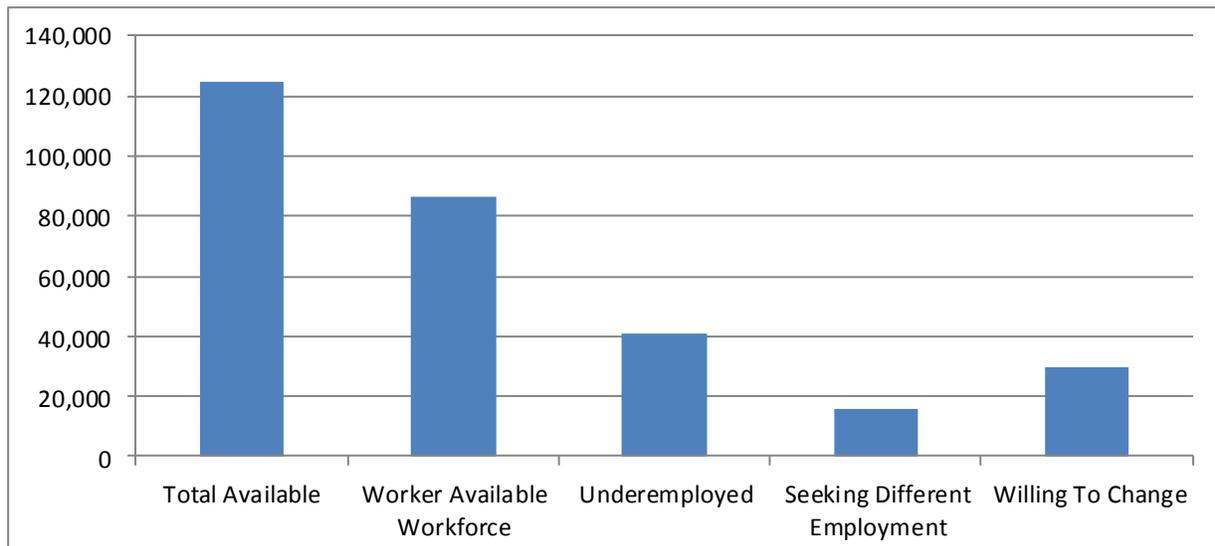
The willingness of the currently employed to change employment with the right opportunity is a key indicator in profiling the characteristics of the **total available workforce** in the Area Labor Market. The employed individuals who are willing or likely to change jobs with an existing or a different employer represent the primary pool of the **total available workforce**. The results of this workforce survey show that 69.5 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 30.5 percent as **non-worker available**.

Worker Available Breakout

Category 18-64	Overall	Percent
Total Available	124,711	100.0%
<u>Worker Available Workforce</u>	86,672	69.5%
Underemployed	41,169	33.0%
Seeking Different Employment	15,649	12.5%
Willing To Change	29,854	23.9%

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 41,169 **underemployed** are included in 86,672 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 43.9 years of age. The respondents are distributed among all age ranges: 18 to 29 (29.4%), 30 to 54 (51.0%), and 55 to 64 (19.6%). Males and females represent 55 percent and 45 percent, respectively.

Education and Training

Thirty percent of the **underemployed** respondents in the ALM have some college or associate degrees and 15.8 percent have bachelor's or advanced degrees. This compares to 47.1 percent of the **total available workforce** with post-high school education.

Twenty-six percent (25.7) 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. Thirty-two percent of the **underemployed** are in the Goods Producing sector.

Underemployed Workforce Characteristics

Underemployed	41,169
Years on Job	6.2
Willing to Commute One Way	24.8
Current Average Wage	\$14.04
Desired Average Wage	\$16.37
Household Income	\$39,749
Average Age	43.9
Male/Female Ratio	54.7/45.3
Working a Second or Part Time Job	24.5%
Only Job Part Time or Temporary	12.7%
Employer Doesn't Provide Health Insurance	46.7%
Has No Health Insurance	23.6%
Has No Retirement Benefits	46.7%

Underemployed Education Attainment

Less than high school	15.2%
High school or equivalent	38.9%
Some college or associate's degree	30.2%
Bachelor's degree	11.7%
Advanced degree	4.1%
Underemployed	41,169

Underemployed Primary Industry Sector/Past Employment

Goods Producing	32.2%
Service Providing	56.1%
Government/Education	11.7%
Underemployed	41,169

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. The 15,649 in this group are already included in 86,672 and are not counted twice. 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 44.7 years of age. The respondents are distributed among all age ranges: 18 to 29 (16.5%), 30 to 54 (60.7%), and 55 to 64 (22.8%). Males represent a larger proportion (59/41) than females of those **seeking different employment**.

Education and Training

Forty-five percent of the subset have post high school education and 13.5 percent have four-year degrees or higher. The **seeking different employment** subset has a lower education attainment level of 45.5 percent with some post-high school education compared to 47.1 percent of the **total available workforce** of 124,711.

Twenty-six percent (26.2%) 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. Thirty-one percent of the **seeking different employment** are in the Goods Producing sector.

Seeking Workforce Characteristics

Seeking Different Employment	15,649
Years on Job	6.5
Willing to Commute One Way	24.0
Current Average Wage	\$14.24
Desired Average Wage	\$15.81
Household Income	\$36,406
Average Age	44.7
Male/Female Ratio	58.7/41.3
Working a Second or Part Time Job	16.7%
Only Job Part Time or Temporary	10.1%
Employer Doesn't Provide Health Insurance	73.9%
No Health Insurance	18.1%
No Retirement Benefits	73.9%

Seeking Education Attainment

Less than high school	8.4%
High school or equivalent	46.0%
Some college or associate's degree	32.1%
Bachelor's degree	9.3%
Advanced degree	4.2%
Seeking Different Employment	15,649

Seeking Primary Industry Sector/Past Employment

Goods Producing	30.8%
Service Providing	58.5%
Government/Education	10.8%
Seeking Different Employment	15,649

Willing to Change

The **worker available workforce** in the Southwest Missouri WIB Region ALM is 86,672. The number of those willing to change is 29,854. See the following table for more characteristics of this group.

Age and Gender

The mean or average age of this group is 45.3 years. The respondents are distributed among all age ranges: 18 to 29 (22.6%), 30 to 54 (63.1%), and 55 to 64 (14.2%). Males and females represent a 51/49 proportion of those willing to accept different employment.

Education and Training

Sixty-five percent of the **willing to change** respondents in the ALM have post high school education and 27.4 percent possess four-year degrees or higher. The **willing to change** subset has a higher education attainment level of 64.8 percent with some post-high school education compared to 47.1 percent of the **total available workforce** of 124,711.

Twenty-one percent (21.0%) 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. Twenty-four percent of the **willing to change** segment is in the Goods Producing sector.

Willing to Change Workforce Characteristics

	Overall
Willing to Change	29,854
Years on Job	8.3
Willing to Commute One Way	25.5
Current Average Wage	\$15.08
Desired Average Wage	\$21.52
Household Income	\$50,249
Average Age	45.3
Male/Female Ratio	50.7/49.3
Working a Second or Part Time Job	12.5%
Only Job Part Time or Temporary	4.8%
No Employer-Provided Health Insurance	44.0%
No Health Insurance	10.1%
No Retirement Benefits	44.0%

Willing to Change Education Attainment

	Overall
Less than high school	4.8%
High school or equivalent	30.4%
Some college or associate's degree	37.4%
Bachelor's degree	18.5%
Advanced degree	8.9%
Willing to Change	29,854

Willing to Change Primary Industry Sector/Past Employment

Goods Producing	23.6%
Service Providing	59.3%
Government/Education	17.1%
Willing to Change	29,854

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.

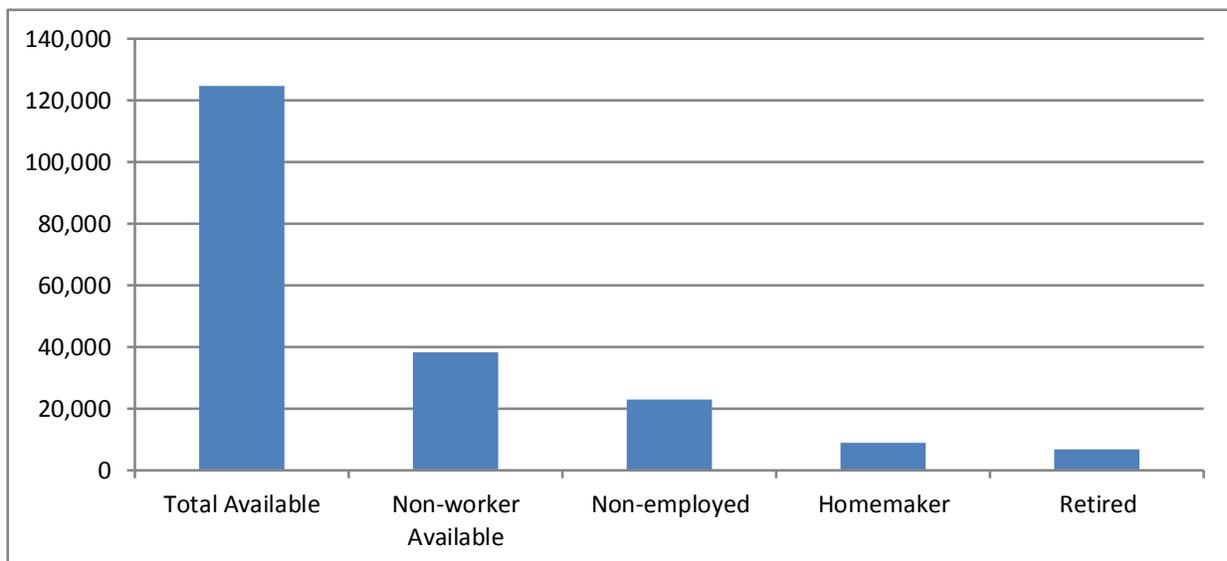
Including these subsets in the analysis provides a more accurate assessment of the potential workforce in the ALM. Of the available workforce, 30.4 percent stated they were non-working. By questioning these respondents about seeking employment or their willingness to accept an employment offer, the survey identified 38,039 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*	124,711	100.0%
<i>Non-worker Available (Willing To Work)</i>	38,039	30.5%
Non-Employed	22,872	18.3%
Homemaker	8,667	6.9%
Retired	6,500	5.2%

Non-worker Available Population



Non-Employed

The 22,872 non-employed represent both those seeking employment, as those defined by the BLS as unemployed, and those willing with the right opportunity willing to return to work. The following table provides the general characteristics of this subdivision.

Age and Gender

The average age of this group is 44.6 years of age. The respondents are distributed among all age ranges: 18 to 29 (22.9%), 30 to 54 (51.3%), and 55 to 64 (25.8%). Men make up 42 percent and females 58 percent seeking or willing to accept employment.

Education and Training

Thirty percent of the **Non-Employed** respondents in the ALM have a post-high school education with 7.5 percent having a 4-year degree or higher. Comparing the **Non-Employed** subset to other subsets shows the **Non-Employed** tend to be less educated with 30.1 percent having at least some college compared to the **total available workforce** at 47.1 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 18.3 percent of the **total available workforce**.

Reason Non-Employed

Of those who identified themselves as **Non-Employed** (22,872) 17.7 percent stated that it was due to a major layoff or plant closing and another 22.8 percent claim disability. Thirteen 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 8.2 percent state that it is lacking necessary skills. Transportation and child care were stated by 13.3 percent and may be limiting factors for some potential workers.

Non-Employed Workforce Characteristics

Non-Employed	22,872
Commute One Way	24.4
Desired Average Wage	\$14.69
Average Age	44.6
Male/Female Ratio	41.7/58.3
Household Income	\$29,936

Non-Employed Education Attainment

Less than high school	31.4%
High school or equivalent	38.6%
Some college or associate's degree	22.6%
Bachelor's degree	5.8%
Advanced degree	1.7%
Non-Employed	22,872

Reason Non-Employed

Major Layoff or Plant Closing	17.7%
Fired/Released	13.3%
Never Employed	3.2%
Disabled	22.8%
Pension Income	7.0%
Other Income	12.7%
No Response	23.4%
Non-Employed	22,872

Reason Can't Find Job

Job Availability	50.0%
Lacking Necessary Skills	8.2%
Compatibility/Personality	1.3%
Lack High School Diploma	1.9%
Transportation	8.2%
Child Care	5.1%
Not Interested/Other	12.7%
No Response	12.7%
Non-Employed	22,872

Homemakers

Of those who responded as **homemakers**, it is estimated that 8,667 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 42.4 years of age compared with 43.7 years of age in the overall working group. The respondents are distributed among all age ranges: 18 to 29 (28.2%), 30 to 54 (56.2%), and 55 to 64 (15.6%) . Men make up 15 percent and females 85 percent of homemakers.

Education and Training

Forty-eight percent of the **homemaker** respondents in the ALM have post-high school education with 7.2 percent earning four-year degrees or higher. Comparing the **homemaker** subset to the other subsets shows **homemakers** tend to be more educated with forty-eight percent with some college compared to the **total available workforce** at 47.1 percent.

Experience, training, and educational opportunities would be an important consideration in accepting a new job to 19.4 percent of the **homemaker** respondents.

Homemaker Workforce Characteristics

Homemaker Workforce Characteristics	
Homemaker	8,667
Commute One Way	17.9
Desired Average Wage	\$12.66
Average Age	42.4
Male/Female Ratio	14.7/85.3
Household Income	\$43,566

Homemaker Education Attainment

Homemaker Education Attainment	
Less than high school	14.8%
High school or equivalent	37.5%
Some college or associate's degree	40.4%
Bachelor's degree	5.4%
Advanced degree	1.8%
Homemaker	8,667

Retired

Of those who responded as being **retired**, it is estimated that 6,500 are willing to accept employment and will accept only with the right opportunity. The following table further segments the overall Southwest Missouri WIB Region ALM into age, gender, and education areas.

Age and Gender

The mean or average age of this group is 58.7 years of age. The respondents are distributed in the 45 to 64 age range. Men make up 45 percent and female 55 percent seeking or willing to accept employment.

Education and Training

Sixty-one percent of the **retired** respondents in the ALM have post-high school education with 23.9 percent possessing four-year degrees or higher. In comparing retirees to the other subsets shows the retirees have a higher level of education with 61.4 percent having some college compared to the **total available workforce** at 47.1 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.

Nineteen percent (18.5) 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	6,500
Commute One Way	17.3
Desired Average Wage	\$14.94
Average Age	58.7
Male/Female Ratio	44.7/55.3
Household Income	\$43,352

Retired Education Attainment

Retired Education Attainment	
Less than high school	0.0%
High school or equivalent	38.6%
Some college or associate's degree	37.5%
Bachelor's degree	12.6%
Advanced degree	11.3%
Retired	6,500

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**.

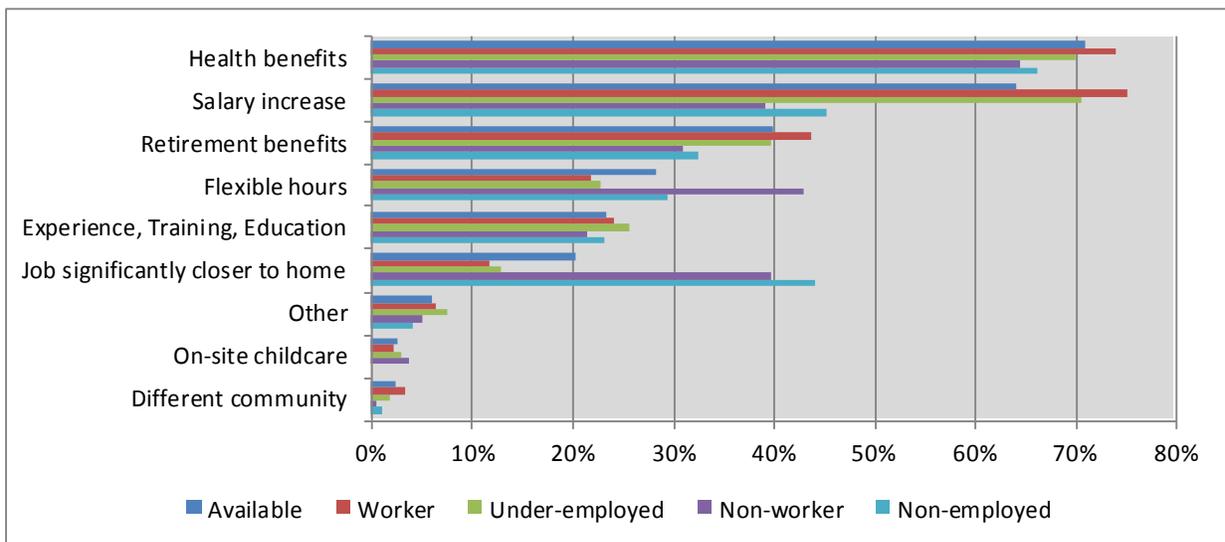
Of the three **worker available workforce** segments, the **underemployed** has a higher percentage of interest to change jobs than the other two segments. Flexible hours is a major consideration for available non-workers compared to available workers and all available workers.

Desired Benefits by Group

Category	Available	Worker	Under-employed	Non-worker	Non-employed
Health benefits	71.2%	74.2%	70.2%	64.6%	66.3%
Experience, Training, Education	23.4%	24.2%	25.7%	21.5%	23.2%
Salary increase	64.3%	75.3%	70.8%	39.2%	45.3%
Retirement benefits	40.0%	43.9%	39.8%	31.0%	32.6%
On-site childcare	2.7%	2.2%	2.9%	3.8%	0.0%
Flexible hours	28.4%	21.9%	22.8%	43.0%	29.5%
Different community	2.5%	3.3%	1.8%	0.6%	1.1%
Job significantly closer to home	20.3%	11.7%	12.9%	39.9%	44.2%
Other	6.0%	6.4%	7.6%	5.1%	4.2%

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-one 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 89,917 people or 72.1 percent of the **total available workforce** would be interested in new or different employment with a wage of up to \$20.00. Eight 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
7.1%	14.7%	5.3%	14.0%
\$13.00 - \$13.99	\$14.00 - \$15.99	\$16.00 - \$17.99	\$18.00 - \$19.99
4.6%	16.7%	4.6%	5.1%
\$20.00 - \$21.99	\$22.00 - \$24.99	\$25.00 - \$27.99	\$28.00 - \$30.99
7.1%	1.8%	6.4%	4.6%
\$31.00 - \$33.99	\$34.00 - \$36.99	\$37.00 - \$39.99	\$40.00 or More
0.5%	1.4%	0.0%	6.2%

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	8,867	7.1%	3,682	4.2%	5,267	13.8%	2,319	5.6%
\$10.00 - \$14.99	52,058	41.7%	31,723	36.6%	20,483	53.8%	17,105	41.5%
\$15.00 - \$19.99	28,889	23.2%	22,376	25.8%	6,437	16.9%	11,017	26.8%
\$20.00 - \$24.99	11,155	8.9%	9,347	10.8%	1,756	4.6%	4,639	11.3%
\$25.00 - \$29.99	8,867	7.1%	7,081	8.2%	1,756	4.6%	3,189	7.7%
\$30.00 - \$34.99	5,435	4.4%	4,532	5.2%	878	2.3%	1,450	3.5%
Over \$35.00	9,439	7.6%	7,931	9.2%	1,463	3.8%	1,450	3.5%
Total:	124,711	100.0%	86,672	100.0%	38,039	100.0%	41,169	100.0%

Desired Wage Rate By Industry and Occupation

The Goods Producing industry sector has the lowest desired wage of \$19.05 with the Service Providing industry sector at \$19.34. The professional/technical occupation group has the highest desired wage at \$29.15 and those currently non-working have the lowest at \$14.27.

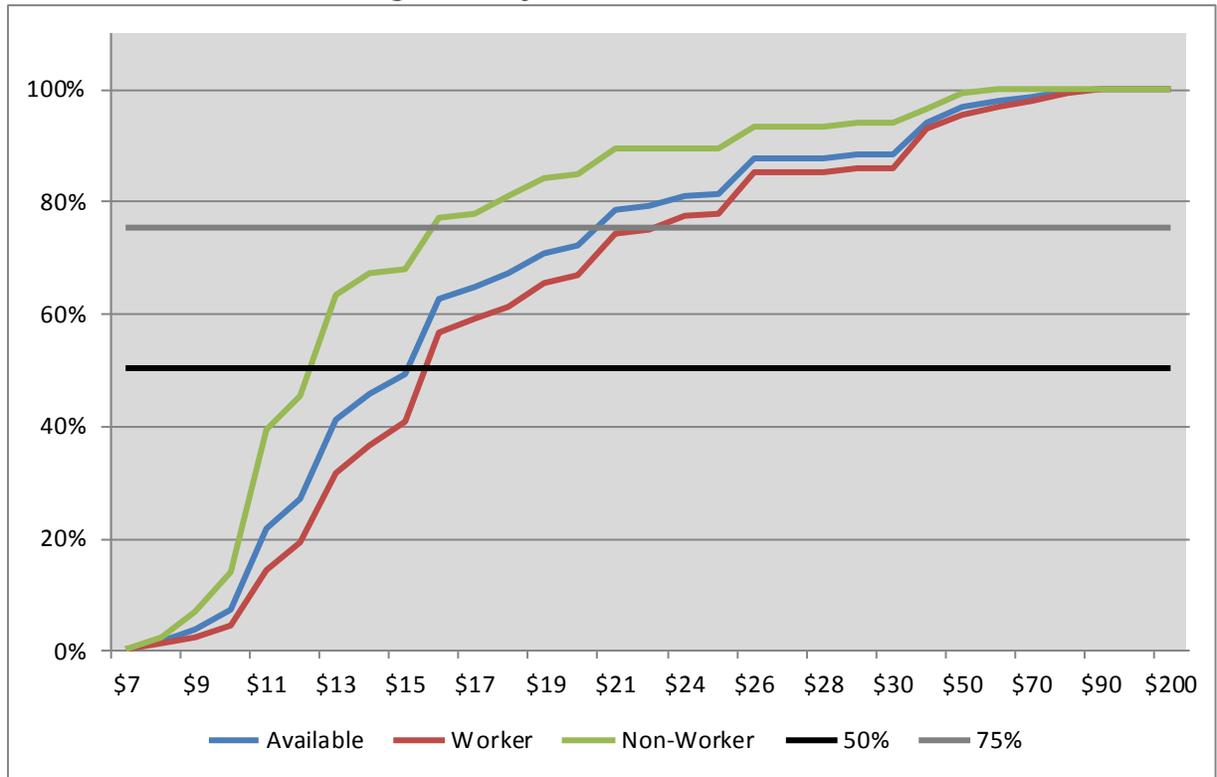
Desired Wage Rate by Industry

Category	
Goods Producing	\$19.05
Service Providing	\$19.34
Government / Education	\$20.88

Desired Wage Rate by Occupation

Management	\$25.97
Production/Repair/Installation	\$18.56
Professional/Technical	\$29.15
Services	\$15.69
Non-Working Available	\$14.27

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 \$15.50 an hour or less and about 75% of the **total available** would be satisfied with \$20.00 an hour or less. To reach 50 percent of the **worker available** would require \$16.00 an hour or less and \$22.50 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 17.5 to 40.1 percent higher. Management occupation group desire the highest percentage increase in wages by 40.1 percent.

The Professionals: Doctors, Lawyers, etc. occupation sub-group has the highest actual average wage of \$22.34 with an average desired wage of \$29.15. This may indicate a higher demand and lower supply for those occupations.

Occupation Actual and Desired Wages

	Available Workforce	Average Actual Wage	Average Desired Wage
Management	9.6%	\$18.54	\$25.97
Managerial, Executive, Business Owners, Farmers, Supervisory	9.6%	\$18.54	\$25.97
Production/Repair/Installation	16.9%	\$15.42	\$18.56
Maintenance, Installations, and Repairs, etc.	7.2%	\$17.64	\$20.94
Production: Factory Assembly, Fabrication, Construction, and Mining	9.7%	\$13.74	\$16.72
Professional/Technical	22.3%	\$22.34	\$29.15
Business Sales: Finance, Insurance, Real Estate, Wholesale, Industrial, etc.	3.7%	\$25.15	\$20.00
Computer Technology, Science, Math, and Engineering (STEM)	3.9%	\$23.57	\$41.05
Professionals: Doctors, Lawyers, Engineers, Accountants, Professors, etc.	5.1%	\$36.62	\$41.39
Protective: Police/Fire/Military/Regulators/Investigators and Postal	2.8%	\$16.33	\$17.79
Teachers, Instructors, Trainers, Writers, Researchers, etc.	6.8%	\$17.48	\$23.95
Services	51.2%	\$13.35	\$15.69
Administrative Support: Shipping/Receiving, Secretaries, Computer Operators, etc.	7.0%	\$15.76	\$17.27
Business Office and Clerical Operations	4.7%	\$13.93	\$16.53
Consumer Services, Retail, Restaurant, Hotel, Food Services, etc.	10.6%	\$10.31	\$12.29
Delivery/Drivers/Couriers	3.6%	\$20.39	\$18.72
Government Office and Clerical Operations	3.4%	\$12.06	\$12.25
Health, Social, Community, Personal Care, and Recreation Services	10.4%	\$13.60	\$17.57
Other Blue Collar: Laborers, Farm Hand, Janitor, Warehouse Workers, etc.	7.4%	\$11.92	\$14.41
Other White Collar Workers	4.1%	\$15.98	\$17.88
Worker Available	86,672	\$15.94	\$19.52
Non-Worker Available	38,039	N/A	\$14.27
Non-Employed	22,872	N/A	\$14.69
Homemaker	8,667	N/A	\$12.66
Retired	6,500	N/A	\$14.94

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

All occupation groups have higher desired wages than actual wages. 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 \$14.27 is particularly note worthy compared to those available and employed.

Commuting Patterns and Preferences

The preferred commute of the **worker available workforce** in the 7-county Area Labor Market ALM is 24.8 minutes/miles or less one way. The overall commute preference of the **worker available workforce** is 26.1 minutes/miles one way. The available working population indicates it is open to commuting for the right employment opportunity. The table shows 104,633 people or 83.9 percent of the **total available workforce** would commute more than 10 minutes/miles, one way, for work. It also shows that 40,781 people or 32.7 percent of the **total available workforce** are willing to travel more than 30 minutes/miles and 6,111 people 4.9 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 28 minutes/miles one-way to work compared to those **non-workers** of 17 to 25 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 17.9 minutes/miles one way. In general, **retired** people are not as willing to commute long distances to work; however, those in the 7-county ALM are willing to travel 17.3 minutes/miles one way for employment opportunities.

Roughly eighty-five percent of the resident available workforce works within Southwest Missouri WIB Region and sixteen percent commute to work outside Southwest Missouri WIB Region. The

seeking different employment subset has the highest percentage of those working outside of Southwest Missouri WIB Region at 17.2 percent with 7.1 percent working outside of Missouri. Those commuting into Southwest Missouri WIB Region for employment would require another methodology.

Preferred Distance/Travel Time

Less than 10 miles	16.1%
10 - 30 miles	51.2%
31 - 50 miles	27.8%
51+ miles	4.9%
Total Available Workforce	124,711

Available Workforce Group Preferred Distance/Travel Time

Total Available Workforce	24.8
Worker Available Workforce	26.1
Underemployed	25.0
Seeking Different Employment	26.4
Willing To Change	27.4
Non-Worker Available Workforce	21.8
Non-Employed	24.4
Homemaker	17.9
Retired	17.3

Southwest Missouri WIB Region Outgoing Workers

	Overall	Work outside SWWIB, inside MO	Work outside SWWIB, outside MO	Work inside of SWWIB
Worker Available	86,672	9.0%	6.5%	84.5%
Underemployed	41,169	14.1%	1.6%	84.4%
Seeking Different Employment	15,649	10.1%	7.1%	82.7%
Willing to Change	29,854	4.9%	8.2%	86.9%

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 Southwest Missouri WIB Region showed interest in People with 49.4 percent, Data with 21.4 percent, and Things with 29.2 percent.

Commuting by Occupation Group

	Minutes/ Miles
Management	27.6
Production/Repair/Installation	28.0
Professional/Technical	31.1
Services	23.6
Non-Working Available Workforce	21.8
Overall Average	24.8

Commuting by Industry Type

	Minutes/ Miles
Goods Producing	27.2
Service Providing	24.9
Government/Education	28.8

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	86,672	64,051	73.9%
Underemployed	41,169	33,717	81.9%
Seeking Different Employment	15,649	13,239	84.6%
Willing To Change	29,854	17,106	57.3%
Non-Worker Available	38,039	29,861	78.5%
Non-Employed	22,872	19,030	83.2%
Homemaker	8,667	6,258	72.2%
Retired	6,500	4,576	70.4%

Willing To Change Primary Industry Group

	Available Workforce	Willing To Change	Percent
Worker Available	86,672	68,644	79.2%
Underemployed	41,169	34,911	84.8%
Seeking Different Employment	15,649	14,444	92.3%
Willing To Change	29,854	19,256	64.5%
Non-Worker Available	38,039	30,089	79.1%
Non-Employed	22,872	19,030	83.2%
Homemaker	8,667	6,743	77.8%
Retired	6,500	4,336	66.7%

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 124 (21.3%) **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 124 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	12.2%	3.9%	5.1%	78.7%
Total Available	13.5%	4.1%	5.8%	76.6%
Worker Available	10.0%	4.7%	4.7%	80.6%
Underemployed	11.7%	6.4%	5.8%	76.0%
Seeking Different Employment	13.8%	3.1%	7.7%	75.4%
Willing to Change	5.6%	3.2%	1.6%	89.5%
Non-Worker Available	21.5%	2.5%	8.2%	67.7%
Non-Employed	26.3%	3.2%	9.5%	61.1%
Homemaker	16.7%	2.8%	5.6%	75.0%
Retired	11.1%	0.0%	7.4%	81.5%

Interest in Training by Age Group

Worker Status	Short-Term Training	Long-Term Training	Apprentice-ship	No Contact or No Interest
18 - 29	10.6%	7.6%	22.7%	59.1%
30 - 54	8.1%	6.1%	17.7%	68.2%
55 - 64	6.9%	3.9%	19.6%	69.6%

Interest in Training by County

Worker Status	Short-Term Training	Long-Term Training	Apprentice-ship	No Contact or No Interest
Barry, MO	4.3%	6.4%	12.8%	76.6%
Barton, MO	7.4%	5.9%	19.1%	67.6%
Dade, MO	0.0%	3.6%	28.6%	67.9%
Jasper, MO	10.5%	6.3%	16.8%	66.3%
Lawrence, MO	5.3%	2.6%	21.1%	71.1%
McDonald, MO	12.5%	10.0%	17.5%	60.0%
Newton, MO	12.0%	4.0%	24.0%	60.0%

Conclusion

This study assesses the supply side of labor and provides information for the Southwest Missouri WIB Region 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 laborforce.

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.