

# FOR IMMEDIATE RELEASE

- **FOR IMMEDIATE RELEASE-**

2/10/2014

**CONTACT:**

Ryan Murphy, Project Manager  
Iowa Workforce Development  
1000 E Grand Avenue, Des Moines, IA 50319  
Telephone: 515-281-7505  
FAX: 515-281-9656

Or

Brenda Dryer, Executive Director  
Mitchell County Economic Development Commission  
509 State Street, Osage, IA 50461  
641.732.4790 / mcedc@osage.net

## **TELEPHONE SURVEYS TO BE CONDUCTED FOR ECONOMIC DEVELOPMENT**

The Mitchell County Economic Development Commission is working with Iowa Workforce Development's Regional Research Bureau to conduct telephone surveys to conduct a laborshed employment study. This study examines where area businesses draw their employees from, and is based on commuting patterns into the area. If contacted to participate in the telephone survey, it is important to consider doing so because the study will assist existing and potential businesses and economic development officials in better understanding the size and characteristics of the area's labor force which may lead to future job opportunities in the area.

Confidential household telephone surveys will be conducted in the area by SmartLead, a firm in Cedar Rapids. Questions will cover topics such as: employment status, current and desired wages, current and desired benefits, education level, and type of occupation.

Survey results are then applied to demographic data to determine the total potential labor force of the laborshed area, as well as various labor force characteristics. Iowa Workforce Development will not be asking survey takers any identifiable information such as: name, social security number, or date of birth.

To determine the Laborshed area, letters will be sent to the employers in Mitchell County asking that they provide us with aggregate counts of their employees' residential ZIP codes. This is based on the place of residence of individuals commuting into the laborshed area for employment. This reporting will give us an understanding of where each community's work force resides.

The results for each county and regional Laborshed analysis can be found at <http://www.iowaworkforce.org/lmi/labsur/index.html>. If you have any question about

the Laborshed employment study project, please contact Ryan Murphy at 515-281-7505 or Brenda Dryer at 641.732.4790.

Thank you for your support and participation.