

Labor Market Conditions in Trempealeau County



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A Study of Labor Market Conditions in Trempealeau County

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We appreciate the support and assistance from the Survey Research Center at the University of Wisconsin-River Falls. We also wish to extend a thank you to the businesses and individuals who participated in our study.

EXECUTIVE SUMMARY

In order to examine the demand for and supply of labor in Trempealeau County, the University of Wisconsin-Extension conducted a study of labor market conditions in the region in the fall of 2006. A similar study was completed ten years ago. This report summarizes the results of surveys of employers and workers in the region. Forty-eight employers completed the survey (response rate of 52%). For the household surveys, 403 were completed (response rate of 36%).

Although employers have increased the size of their workforce from five years ago a bit, they anticipate having about the same number of full-time workers one year from now. The most significant change has been in the number of part-time workers. Trempealeau County employers will have almost doubled the number of part-time workers in their firms. About 41% of the employers report they are having difficulty in recruiting qualified workers. This percentage has declined significantly in the past decade. Most employers faced difficulty in recruiting skilled and professional workers. In terms of the current number of vacancies, most were in the health care area, especially health aids and other health care professionals. Employers reported the most difficulty in recruiting RNs, teachers and LPNs.

We asked employers whether they had difficulty retaining workers in the labor market. About 18% of the employers report they are having difficulty retaining qualified workers. The average turnover rate in the county was 7%. This figure is about half of what it was a decade ago when the rate was 13%. Existing turnover is largely due to resignations. The overall wage increase for Trempealeau County employers averaged 3.4% in 2005 and is projected to be 3.7% in 2006. In Table 8 we report the entry and maximum wages for various positions in Trempealeau County. RNs started at \$13.77 per hour a decade ago and today the starting wage is \$19.31. LPNs started at less than \$10.00 per hour a decade ago and today they start at \$14.58. Most skilled positions experienced similar types of increases.

Only six percent of the workers reported that they had not obtained a high school diploma. A rather large percentage—57%--have attended a technical college. About an equal number of respondents had obtained a vocational certificate or an associate degree (2-year degree). More than two-thirds of the respondents (68.6%) were currently employed. For those respondents who were out of the labor force (out of work and not looking for work), we asked what the primary reason was for their status: health, retirement, school, unable to find work or some other reason. The most common responses were either that they were retired or they had health problems. Almost 18% of the respondents out of the workforce reported health problems and 79% said it was due to retirement.

Almost three-fourths of the respondents indicated that their education/training matched their job requirements. Only about 20% thought they were overqualified (education/training exceeds job needs) and about 5% believed they needed additional training or education for their job.

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Approximately 75% of the workers received health insurance through their current employer. On average, workers paid about \$200 per month for their health insurance.

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INTRODUCTION

Labor market conditions in Wisconsin are changing rapidly. In recent years, Wisconsin has lost many of its manufacturing jobs while the service sector has continued to grow. Although Wisconsin has lost many manufacturing jobs, the ones that remain required more training and education. The state has an aging workforce and is not experiencing the high levels of immigration that many western and southern states have over the past decade. Wages have not increased significantly over the past five years or so and income inequality continues to grow in many regions of the state.

In order to examine the demand for and supply of labor in Trempealeau County, the University of Wisconsin-Extension conducted a study of labor market conditions in the region in the fall of 2006. The University of Wisconsin-Extension conducted a similar study of labor market conditions in Trempealeau and Buffalo Counties a decade ago (summer of 1996). In this report, we will compare some of the results with the previous study.

Data were obtained from a survey of all the employers in the county with more than 20 employees. The University of Wisconsin-River Falls Survey Research Center conducted the survey and sent questionnaires to 97 public and private employers. After the initial survey was mailed, a follow-up letter was sent to those employers not responding to the initial mailing. A few weeks later a replacement questionnaire was mailed to those employers who had not responded to either wave. Five surveys could not be delivered for a variety of reasons. We were able to obtain responses from 48 employers for a response rate of 52%, which compares favorably to similar surveys of employers.

To obtain labor supply information, the Survey Research Center mailed questionnaires were sent to 1131 households in Trempealeau County and 403 were completed (36% response rate). We used the Dillman method, which is a three wave process. In the first wave a survey is sent to the entire sample. The second wave is a post card reminder to the nonrespondents. In the third wave we sent a second survey to the people that still have not responded.

CHARACTERISTICS OF EMPLOYERS

Among the employers interviewed, one-half (52%) are for-profit organizations. About 28% are governments and the rest are nonprofit organizations. Most (54%) firms are independently owned, 15% are owned by a multi-establishment firm, 2% are locally owned but franchised and 29% own branch firms. There is a wide variation in the number of years the firm has been in the county, with the oldest one being established in 1883.

We obtained information on the past, current, and anticipated employment in the firm, and different types of employment: full-time, part-time and temporary/seasonal workers. See Table 1 for the average for each of these categories. The size of the full-time workforce ranged from 3 to

244 employees. Although employers have increased the size of their workforce from five years ago a bit, they anticipate having about the same number of full-time workers one year from now. The most significant change has been in the number of part-time workers. Trempealeau County employers will have almost doubled the number of part-time workers in their firms. On average, full-time workers are about 71% of the workforce.

Table 1. Number of Past, Current and Future Employees among Employers

	5 years ago	Current	One Year
Full-time	51	53	54
Part-time	23	39	44
Temporary/Seasonal	5	5	5

Trempealeau County employers often rely on staffing or temporary agencies for hiring. About 18% of the employers report they are using temporary agencies. Among those firms, about one-fifth report they have hired temporary employees as a recruitment method for locating permanent employees. These figures are down a bit from a decade ago when 23% of the employers reported using temporary workers.

Recent census data suggest that immigration in the Midwest has increased dramatically over the past decade. We were interested in assessing the extent to which employers in the region were hiring immigrant workers. Over the past five years, 11% of the employers report they have hired immigrant workers at some time. Most firms hiring immigrant workers did not do it on a large scale. Only one employer has hired any guest workers (defined as someone with a H1 visa) during this time period.

Several projections suggest that a relatively large percentage of the labor force will retire in the next five years or so, as the baby boom begins to reach retirement age. We asked each employer to identify the percentage of their workforce in various age categories. Overall, we find that the majority of residents are in prime working age. Approximately 16% of the workforce is older than 55 years old, which suggests the potential of a relatively large number of retirees in the next decade. Population projections suggest that the region may have a difficult time replacing these workers, especially the skilled workforce.

VACANT POSITIONS AND RECRUITMENT

Several changes in the region have made it more difficult to recruit workers over the past decade. Although the population in the area has grown rapidly during the past decade it has not kept pace with employment growth. The aging of the population has reduced the growth rate in the number of young workers, and the labor force participation rates among women have peaked. Computerization and other technological changes have affected the demand for skilled

workers in the area. In the following section we briefly examine how employers in the region have responded to these changes, the current and anticipated vacancies in the firm, how they recruit workers, and the attributes and skills they look for in applicants.

About 41% of the employers report they are having difficulty in recruiting qualified workers. This percentage has declined significantly in the past decade. Fifty-two percent of the employers report they were having difficulty recruiting qualified workers in 1996. For those employers reporting difficulty in hiring, we asked them to identify the reason for this difficulty. About 17% said that there were simply too few applicants and 9% reported that the applicants lacked the necessary skills for the available positions. A few employers (11%) indicated that applicants were unwilling to work for the existing wages/benefits or work conditions. We asked employers for what type of position they had the most difficulty in recruiting. Almost all of the employers responding to this question indicated they had a difficult time recruiting skilled and/or professional workers to the region.

We asked employers to identify the position that had been vacant the longest. Nine employers reported information on this vacancy. The positions ranged from mechanics and maintenance personnel to quality assurance technicians. On average, the position vacant the longest had been open for 10 weeks, with a range from 2 to 26 weeks. Why was this position vacant? Employers were most likely to report that the position was vacant because the previous employee left for another job.

How do Trempealeau County employers recruit new workers? We asked employers to identify all the strategies they use to recruit new workers. In Table 2, we report the responses to this question. Employers are most likely to rely on newspapers and current employees to recruit new workers. The strategies for searching for workers have not changed much over the past decade.

Table 2. Methods Employers Use To Recruit New Workers

	Percentage
Newspaper Ads	89
Current Employees	61
Walk-ins	37
Schools	37
Internet	26
Hiring Bonus	11
Temp Agency	11
Job Center	9
Job Fair	7
Recruiting Firm	7
Referral Bonus	7

Recruiting Firm	7
Radio Ads	4
Community Agency	4

In Table 3, we present a list of the current and anticipated (one year) vacancies among the employers interviewed in this study. In terms of the current number of vacancies, most were in the health care area, especially health aids and other health care professionals. Employers reported the most difficulty in recruiting RNs, teachers and LPNs. Compared to a decade ago, there appears to be much more demand for professional and skilled workers.

Table 3. Current and Anticipated (One Year) Vacancies in Trempealeau County

	Current	Anticipated	Difficulty Recruiting (%Very)
Teachers	13	10	50
Bookkeeping & Accounting	2	1	0
Receptionist/Desk Clerk	1	1	0
Sales Representatives/Wholesale	1	0	33
Chefs & Cooks	0	1	0
Kitchen Workers	0	1	0
Cleaning/Janitorial	1	1	0
RN	3	4	100
LPN	2	1	50
CNA and Health Aids	52	4	33
Other Health Care	50	0	0
Vehicle Maintenance Repair	1	3	0
Other Precision Production	0	2	0
Truck Driver (CDL)	7	8	14
Other Laborers & Helpers & Prod. Workers	2	2	17

We asked employers whether or not they use pre-employment screening techniques (Table 4). Employers are most likely to check references and perform drug and alcohol testing. Co-worker interviews are also widely used.

Table 4. Employer Pre-Employment Screening Techniques

	Percentage
Reference Checks	89
Drug & Alcohol Test	39
Co-Worker Interviews	39
Job-Specific Skills Test	15
Basic Skills Test	26
Job Trails/Internships	22
Personality Test	4
Other	13

There is substantial evidence that the skills demanded by employers are changing rapidly. To understand what skills are most valued by employers, we asked them to evaluate how important a variety of attributes were in their hiring decisions (Table 5). There were three levels of importance: very important, somewhat important, and not at all important. Employers value many of the standard skills, such as reading, writing and math. However, there appears to be much more emphasis placed on basic work skills, such as punctuality, productivity, safety awareness and motivation.

Table 5. Employer Ratings of Importance of Employee Skills

	Percent Very Important
Attendance/Punctuality	96
Integrity/Honesty	96
Productivity	93
Quality/Customer Satisfaction	93
Proper use of tools, equipment, and technology	87
Initiative/Motivation	86
Safety Awareness	82
Reading Skills	82
Teamwork	81
Listening	81
Ability to learn and apply new concepts	71
Ability to organize and use info	64
Specific Job-Required Skills	60
Speaking	58
Mathematics	58
Decision Making Skills	57
Ability to interact with individuals from diverse backgrounds	57
Writing Skills	55
Problem Solving Skills	52

Computer Skills	42
Creativity	25

TRAINING

Given the technological change in the workplace and internationalization of markets there is a growing need for job training. To assess how much and what type of training Trempealeau County employers offered we asked a series of questions regarding their training activities. Over half (57%) of employers provide some type of informal training and 33% provide some type of formal training to new hires. On average, a new hire receives 11 hours of formal training. Twenty-four percent of the employers reported that they provide new hires with a mentor. Many employers also provide new hires with some type of orientation to the workplace. Fifty percent provided a formal orientation, with an average of five hours of orientation, and 44% gave new hires an informal orientation.

Similarly, almost all (91%) employers report they provide on-going training and skill development in their firm. They are more likely to offer training for job specific skills than for general skill development. On average, employers provided some formal training to more than 39% of their employees and spent an average of \$10,658 on training last year. This average amount spent on training, however, is not evenly distributed. About one-half of the employers spent less than \$4,000 on training last year.

In Table 6, we provide descriptive information on the educational and experience requirements for various positions in Trempealeau County. College and technical degrees are not required for most service and laborer positions.

Table 6. Education & Experience Required for Positions in Trempealeau County

	Percent Requiring Technical College or Above	Experience Required (#Years)
Technical		
Computer Specialists	88	1.6
Teachers	100	
Engineering	100	5.0
Drafting Technicians	100	2.0
Other Professional/Technical Specialty	88	3.0
Clerical & Administrative Support		
Secretarial/Wordprocessing	55	1.0
Bookkeeping & Accounting	50	2.0
General Office	25	1.7

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Computer Operation & Data Entry	17	3.0
Receptionist/Desk Clerk	22	2.0
Shipping, Receiving, Stock & Inventory	29	
Other Clerical & Administrative Support	33	2.0

Sales, Marketing, and Tellers

Retail sales	100	
Sales Representatives/Wholesale	67	4.0
Commission Sales	75	2.0
Cashiers/Tellers	0	
Other Sales & Marketing	25	2.0

Service

Chefs & Cooks	0	
Kitchen Workers	0	
Housekeeping	0	
Cleaning/Janitorial	0	

Health Care

RN	75	
LPN	67	
CNA and Health Aids	50	
Other Health Care	50	

Mechanics & Repair:

Vehicle Maintenance Repair	80	1.0
Industrial Machinery Maintenance & Repair	29	2.8

Machine Operation:

CNC Programmer/Operator	100	2.5
Tool & Die Makers	100	2.0
Machinists	100	1.0
Welder-Combination	50	1.0
Other Precision Production	0	
Woodworking Machine Setter/Operator	25	2.3
Other Skilled Trades	50	1.0

Assemblers, Processors & Laborers

General Machine Feeders/Offbearers	25	
Assemblers	0	
Truck Driver (CDL)	14	2.0
Forklift Operators/Material Movers	25	1.5

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Hand Packers & Packagers	0
Other Laborers & Helpers & Prod. Workers	0
Other Oper., Assem., Processors & Laborers	0

RETENTION

The tight labor market of the late 1990s has placed a great deal of pressure on employers to retain good workers. This pressure was eased a bit with the recession but most projections suggest that the labor market in this region will be tight again in the near future. We asked employers whether they had difficulty retaining workers in the labor market. About 18% of the employers report they are having difficulty retaining qualified workers. The average turnover rate in the county was 7%. This figure is about half of what it was a decade ago when the rate was 13%. Existing turnover is largely due to resignations. Among the employers in the study who had some turnover in the last year, the average number of resignations was 10, versus about 3 terminations and 3 retirements.

Approximately one-fourth (23%) of the Trempealeau County employers have had to lay off employees in the past 12 months. Among those firms, they laid off an average of four workers. In about half of those cases, they have recalled some workers back.

The average absentee rate among Trempealeau County employers was 3.7% in 2005. Among the possible reasons for absenteeism, employers were most likely to report that illness (80%), child care (63%) and transportation (15%) were the most frequent causes.

BENEFITS AND WAGES

Benefits

Employers were asked to report whether they provided a variety of benefits to workers in their firm. Table 7 summarizes these findings. Almost all of employers offer paid vacations and health insurance to their employees. Ninety-three percent of employers extend health insurance to employee family members. Somewhat surprisingly, we did not find significant shifts in the benefit packages offered employees over the past decade. Three-fourths of the employers indicated that they required new employees to work a specified time period before receiving benefits. Most firms required a period of about one month. When asked about the relative importance of benefits and wages, the majority (56%) report they are about equal. And about 16% of the firms said that benefits were more important while 29% said wages were more important. Sixty percent of the employers report that their benefit package has become more important in the past five years to attract good workers. And about 47% said they have made significant changes in their package during this period. Most of the changes were adopting lower cost health insurance programs.

Table 7. Benefits Offered by Trempealeau County Employers

	Percent
Health insurance to employees	93
(% employee pays ____%)	19
Health insurance to family members of employees	89
(% employee pays ____%)	24
Paid vacations	89
Retirement plan	93
401k/403(b) match	38
Company provided	49
401k/403(b) plan	36
Maternity or family leave (paid or unpaid)	78
Disability	67
Long-term	47
Short-term	44
Dental care coverage	62
Paid sick leave	73
Section 125 Flex-benefits	56
Tuition reimbursements	38
Vision care	27
Employee assistance programs	31
Time off to attend classes	31
Cafeteria benefit plan	42
Profit sharing	9
Technology assistance	9
Stock options	2
Transportation assistance	7
Housing assistance	2

Wages

The overall wage increase for Trempealeau County employers averaged 3.4% in 2005 and is projected to be 3.7% in 2006. In Table 8 we report the entry and maximum wages for various positions in Trempealeau County. We need to point out a few occupations that experienced significant increases in wages over the past decade. RNs started at \$13.77 per hour a decade ago and today the starting wage is \$19.31. LPNs started at less than \$10.00 per hour a decade ago and today they start at \$14.58. Most skilled positions experienced similar types of increases.

Table 8. Entry Wage, Maximum Wage, and Current Employment among Trempealeau County Employers

	Entry Wage	Maximum Wage	# Workers
Technical			
Computer Specialists	13.04	21.56	12
Teachers	15.98	27.87	267
Engineering	21.00	26.00	13
Drafting Technicians	16.50	22.00	4
Other Professional/Technical Specialty	13.93	19.50	27
Clerical & Administrative Support			
Secretarial/Wordprocessing	10.66	14.03	34
Bookkeeping & Accounting	11.77	16.97	44
General Office	9.74	13.04	17
Computer Operation & Data Entry	9.92	14.07	7
Receptionist/Desk Clerk	9.64	13.05	16
Shipping, Receiving, Stock & Inventory	10.56	13.21	23
Other Clerical & Administrative Support	11.03	14.47	45
Sales, Marketing, and Tellers			
Sales Representatives/Wholesale	24.67	28.33	13
Commission Sales	21.00	40.13	22
Cashiers/Tellers	9.00	11.58	23
Other Sales & Marketing	13.88	27.63	8
Service			
Chefs & Cooks	10.20	11.67	24
Kitchen Workers	9.39	11.27	49
Housekeeping	8.90	10.54	18
Cleaning/Janitorial	9.50	13.13	32
Customer Service Representative	14.50	18.75	9
Health Care			
RN	19.31	31.98	28
LPN	14.58	19.90	30
CNA and Health Aids	10.85	13.16	614
Other Health Care	11.80	22.93	807

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Mechanics & Repair:

Vehicle Maintenance Repair	13.74	18.70	26
Industrial Machinery Maintenance & Repair	13.14	17.07	16
Other Mechanics & Repair	11.70	15.99	23

Machine Operation:

CNC Programmer/Operator	13.50	18.00	4
Tool & Die Makers	18.00	23.00	4
Machinists	11.50	18.00	26
Welder-Combination	15.64	20.00	19
Woodworking Machine Setter/Operator	9.75	15.75	13
Other Precision Production	8.00	10.00	12
Other Skilled Trades	13.00	19.00	13

Assemblers, Processors & Laborers

General Machine Feeders/Offbearers	8.38	11.38	28
Assemblers	9.43	14.08	16
Misc. Assemblers & Fabricators	12.00	25.00	3
Truck Driver (CDL)	17.10	25.25	102
Forklift Operators/Material Movers	9.38	16.67	12
Hand Packers & Packagers	8.83	12.67	19
Other Laborers & Helpers & Prod. Workers	8.21	10.75	36
Other Oper., Assem., Processors & Laborers	8.00	15.00	56

EMPLOYER NEEDS

We asked employers in what areas they would be interested in receiving assistance in addressing their employer needs (Table 9). Two topics were frequently identified by employers: assistance in recruiting workers and help with increasing employee productivity.

Table 9. Areas in Need of Assistance

	Percent Yes
Recruiting Workers	21.7
Increasing Employee Productivity	21.7
Reducing Turnover	17.4
Screening/Matching applicants	17.4
Providing Training	13.0
Reducing Absenteeism	13.0
Analyzing Skill Requirements	8.7
Determining Training Needs	6.5
Out-placement Assistance	2.2

DEMOGRAPHIC CHARACTERISTICS OF THE WORKFORCE

The average age of respondents was 52 years old, with a range from 23 to 93. Sixty-four percent of the respondents were male and 36% were female. Approximately 75% of the respondents were married, 11% were divorced and 8% were single. Approximately 88% of the respondents had children, with an average of about two dependents living at home. All of the respondents were U.S. citizens. All but four of the respondents were White.

We asked respondents whether they had a disability that limits one or more life activities. Almost 14% reported that they did. Nineteen percent were veterans. Respondents had lived approximately 18 years at their current residence.

Only six percent of the respondents reported that they had not obtained a high school diploma. A rather large percentage—57%--have attended a technical college. About an equal number of respondents had obtained a vocational certificate or an associate degree (2-year degree). Approximately 50% of the respondents had attended a four-year college or university. These figures are remarkably similar to data collected from Trempealeau County households a decade ago.

Respondents had lived at their current residence for an average of four years, but the range was from 1 to 70 years. Ninety-three percent of the workers owned their home.

EMPLOYMENT STATUS

More than two-thirds of the respondents (68.6%) were currently employed. Almost 90% had been fully employed for the past two years. For those respondents who were out of the labor force (out of work and not looking for work), we asked what the primary reason was for their status: health, retirement, school, unable to find work or some other reason [. The most common responses were either that they were retired or they had health problems. Almost 18% of the respondents out of the workforce reported health problems and 79% said it was due to retirement.

We asked respondents if they currently have any employment limitations. Only 57 respondents reported they had some form of limitation. The most frequently reported limitations were training (22/57) and access to high speed internet (17/57). Only a handful of respondents reported problems with child care, transportation or other limitations.

We next asked respondents to identify the sources they used when searching for their last job [they could report more than one source]. Respondents were most likely to use friends or newspapers to search for a job. More than 57% of the job seekers used friends or acquaintances, while 46% used a newspaper. Only 7.5% used the Job Center, 13% used the internet, 6% used a temporary agency, and 16% used some other source. When asked which of these sources was the most influential, workers were most likely to say that friends and acquaintances were the critical source. These responses match up fairly well to the search strategies of employers in the region. Employers rely much more on newspapers and less on informal contacts than do job seekers. Perhaps what is most discouraging is the low level of use of the Job Center by both job seekers and employers. A decade ago, about 18% of the employers and 9% of the workers were using the Job Center. When asked which source of job information was most helpful, the respondents provided similar answers. About half (48%) said that friends and acquaintances were the best source and 32% thought newspapers were the most useful source.

About two-thirds of the employed respondents reported that they had two or more wage earners in the family. We asked respondents if they had any children not residing in the area who would move here if adequate employment were available. Among those who have children working outside the area, about 28% thought the children would be interested.

Within our household sample, we had 23 self-employed workers, most of whom were farmers. About one-third of those self-employed did not hire any workers and most hired only a

few. Only a few respondents reported they were interested in starting their own business.

We asked a series of about employment conditions in the various jobs that the respondents had. For their primary job, respondents worked an average of 44 hours in the week before the survey. About one-half worked 40 hours or less, while the other half worked more than 40 hours per week. Only 7% worked 30 hours or less. The average income for workers was \$43,866 and the median was \$40,000 per year.

Only 17 respondents (about 11% of the workers) reported having a second job. This figure was essentially the same as the 13% of the workers reporting a second job in 1996. Most of these jobs were farming, although there were a few nursing aids, substitute teachers and truck drivers. Among these respondents with a second job, they worked an average of 16 hours per week at this job and earned an average of almost \$15,000 in the job. There were seven respondents reporting that they had a third job.

Most workers were relatively satisfied with their primary job. Thirty-seven percent were very satisfied and 50% were satisfied with their primary job. Only about 10% were either dissatisfied or very dissatisfied.

Respondents had been working an average of 13 years in their primary job. About one-half had worked 10 years or less in this position. The average distance to work (one-way) was 14 miles. A decade ago, workers traveled an average of 11 miles one way to their job. The vast majority (86%) drove themselves to work. Only about 2% carpooled. The rest walked, rode a bicycle or worked out of their home.

Finally, we asked workers who were interested in changing jobs what their desired job situation would be. Only 18 workers responded to these questions. The preferred occupations were quite varied, but most were either professional (nurses, medical assistants, teaching, police officer, etc.). When asked if their education and/or training matched the requirements for this job, 50% said yes and 50% said no (they needed additional training).

JOB TRAINING

We asked workers a series of questions regarding the job training and education requirements for their job(s). First, we asked whether their education and/or training match their current job. Almost three-fourths of the respondents indicated that their education/training matched their job requirements. Only about 20% thought they were overqualified (education/training exceeds job needs) and about 5% believed they needed additional training and/or education for their job. When asked if they were currently receiving training or education for their job, about 30% said they were.

Next, we asked workers under what conditions they would pursue additional training or education. Interestingly, they are most likely to obtain additional training in order to become

more productive in their current position. Forty-five percent reported that they would obtain additional training or education to be more productive, 23% would do it to retain their current job, 32% would do it to obtain a wage increase, 17% for more responsibility in their current position and 40% for a promotion. Asked if they would take additional training at their own expense, almost 47% said they would.

BENEFITS

Respondents were asked a series of questions about the benefits they received through their employer in their primary job (Table 10). It should be recognized that some workers (about 27%) of the workers interviewed, received benefits (such as health insurance) from their spouse or partner’s job, not their own. Approximately 75% of the workforce received health insurance through their current employer. On average, workers paid about \$200 per month for their health insurance. A little more than half (57%) had dental insurance and one-third (34%) had vision insurance. Workers paid an average of \$27 per month for dental insurance and \$12 per month for vision insurance.

Table 10. Benefits with Primary Job

Benefit	Percent	Satisfaction (% Positive)	Importance (%Important)
Health Insurance	75	40	95
Dental Insurance	57	33	90
Vision Insurance	34	18	78
Retirement	68	47	96
Vacation	78	54	95
Sick/Medical Leave	54	43	89
Employer Pays for Training/Education	44	32	71
Employer Provides Training/Education	35	30	68
Flexible Benefits	40	33	73
Other Benefits	41	30	67

More than two-thirds (68%) of the workforce received retirement benefits through their employer and three-fourths (78%) received a vacation in their primary job. Workers paid an average of \$134 per month towards their retirement fund. Average number of vacation days was 18. Fifty-four percent of the workers received sick or medical leave with their primary job.

Relatively few of the employers in the region paid for training and/or education of workers. Forty-four percent of the workers reported that their employer paid for training and/or education and about one-third (35%) said that their employer provided them with time off for education and training.

About 40% of the workers received flexible benefits through their employer, which means they can have an option for which benefits they receive. Forty-percent of the workers received some other benefits through their employer. The other benefits most often cited were flexible schedule and benefits for spouse.

Overall, workers in 2006 were more likely to receive benefits through their employer than they were in 1996. For example, 62% of the workers received health insurance through their employer in 1996, while 75% received health care benefits in 2006. We did not obtain information in 1996 on the worker's contribution, however. Most of the evidence suggests that workers are paying for an increasing share of this benefit.

In addition to obtaining basic information on benefits offered through their primary job, we asked workers how satisfied they were with their benefits and how important these benefits were to them. Looking at this information should provide us with some insights as to how accurate employers were in assessing the importance of their benefit package. Overall, workers did not express a lot of dissatisfaction with their benefit package. Workers were least satisfied with their vision insurance and most satisfied with their vacation.

In terms of importance, workers placed less emphasis on training and education and much more on the core benefits of health care, vacation and retirement. Interestingly, although workers were least satisfied with vision insurance, they did not rate it very highly in importance. For most of the benefits that were rated highly in terms of importance, workers were generally satisfied with those benefits.

Next, we asked workers to assess their skills for variety of tasks that are found in a variety of jobs (Table 11). We asked workers to rate their skills: high skilled, skilled, average, or weak. For all of the skills, workers were most likely to report that they were skilled or highly skilled. But there was some variation in how they responded. Workers were most likely to report that they were highly skilled in self-management and reasoning. They were least likely to indicate they were highly skilled in creativity or mechanical skills.

Table 11. Self-Assessment Skill Inventory

Skills	Highly Skilled (%)	Skilled (%)	Average (%)	Weak (%)	NA(%)
Detail	40	44	13	2	2
Reasoning	44	40	13	2	2
Creativity	26	42	28	3	2
Organize					
Information	34	43	19	2	2
Mechanical	23	38	29	7	3
Self-management	45	43	11	0	1
Self-initiative	35	44	19	1	2
Interpersonal	35	41	22	1	1
Leadership	30	40	28	1	2
Communication	32	39	26	3	2

SUMMARY AND CONCLUSIONS

The evidence from the Trempealeau County labor market study suggests that labor market conditions in the region are improving. Fewer employers are laying off workers and many expect to hire more workers in the next year or so. Wages are increasing, but at a lower rate than ten years ago. The cost of providing benefits to employers is rising rapidly (about 15% last year), but employers are not passing on many of these increased costs to workers. Most employers continue to see their benefit package as a critical mechanism for recruiting and retaining qualified workers.

The demand for labor in the region has begun to shift to more skilled work, although not as quickly as some other regions in the state. There appears to be much more demand for semi-skilled and skilled workers in the area than there was four years ago. This shift will probably change the character of the demand for labor in the area, but also the number of workers that will be needed in the future. As employers adopt new technology and hire more skilled workers, they will probably need fewer workers in the future. To make this transition, employers will need an educated and trained work force to fill the skilled position in the region.

The labor market conditions in Trempealeau County have changed significantly over the past decade. One of the most significant changes has been the increased demand for skilled and professional workers in the region. The survey of workers indicates that most workers have attended a technical or four-year college or university. Most (about $\frac{3}{4}$) workers say that their education/training matches their job requirements. About 20%, however, indicate that they are overqualified. It is important to retain these workers in the local labor market and find appropriate positions for their qualifications. Most workers are interested in obtaining additional

training and education, but only about 30% reported that they were currently receiving training. Finding new ways to encourage and provide training will be essential to building the regional labor market.

The self-assessment of skills reveals some interesting patterns. Workers pointed to several skills that may need further development through training programs: creativity, mechanical, leadership and communication. Employers are placing an increasing amount of emphasis on soft skills additional training in these areas may be needed.

Most workers considered the benefit package offered by their employer as very important to their well-being. Clearly, workers value their health insurance and retirement benefits the most. The level of satisfaction with these benefits, however, is relatively low and employers will need to find new ways of providing these benefits to compete for the most qualified workers in the future.

APPENDIX A: SURVEY OF TREMPEALEAU COUNTY WORK ESTABLISHMENTS

A. CHARACTERISTICS OF THE ESTABLISHMENT

Q1. Which category best describes this establishment? (Check only one)

- 1. For-profit organization
- 2. Government organization (including public educational institutions)
- 3. Other non-profit organization
- 4. Other (please specify _____)

Q2. Which description best fits this establishment's situation? (Check only one)

- 1. It is an independent, single establishment firm.
- 2. It is owned by a multi-establishment firm.
- 3. It is locally owned, but franchised to offer "brand-name" products or services.
- 4. It owns one or more branch establishments besides the one at this location.
- 5. It is a franchise that sells the right to use its concept to one or more franchisees.

Q3. What is your establishment's main product or service? Please describe this activity as specifically as possible. _____

Q4. In what year did it begin operations in this community? 19__ 20__

All of the following questions refer to your establishment only.

Q5. What are the current number of employees working in your establishment now and the expected numbers one year from now, and the number five years ago in each of the following categories?

	Current	Anticipated 1 Year	Five Years Ago
Full-time payroll employees	_____	_____	_____
Part-time (<35 hours/week) payroll employees	_____	_____	_____
Temporary/seasonal employees (hired for a specific time period)	_____	_____	_____
Contract workers (hired for specific job/employed by another firm)	_____	_____	_____
TOTAL	_____	_____	_____

Q6. Over the past five years, have you used "staffing" (temporary) agencies for hiring temporary workers?

- 1. Yes
- 2. No
- 3. Don't know

Q7. During the past five years, have you used temporary employees as a recruitment method for locating permanent employees?

- 1. Yes
- 2. No
- 3. Don't know

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Q8. During the past five years, have you hired any seasonal workers for a specific time period, such as the summer?

- ___ 1. Yes
- ___ 2. No
- ___ 3. Don't know

Q8a. If yes, are you generally able to retain the same workers from year to year?

- ___ 1. Yes
- ___ 2. No
- ___ 3. Don't know

Q9. During the past five years, have you hired any immigrant workers (defined as someone who was not born in the United States and did not have their citizenship when you hired them?)

- ___ 1. Yes
- ___ 2. No
- ___ 3. Don't know

Q9a. If yes, how many immigrant workers have you hired? _____

Q10. During the past five years, have you hired any guest workers (defined as someone who has a H1 visa)?

- ___ 1. Yes
- ___ 2. No
- ___ 3. Don't know

Q10a. If yes, please identify their country or origin and the number from each country.

Country	#
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Q11. Please estimate what percentage of your workforce is in the following age categories.

	Percent
1. Under 25 years old	_____%
2. 25-34	_____%
3. 35-54	_____%
4. 55-64	_____%
5. 65 years or older	_____%

Q12. Please estimate what percentage of your workforce is in the following racial/ethnic categories.

	Percent
African American	_____%
Asian and Pacific Islander	_____%
Native American	_____%
White (Non-Hispanic)	_____%
Hispanic/Latino	_____%
Other	_____%

B. VACANT POSITIONS AND RECRUITMENT

Q13. Are qualified workers easy to **recruit** in this labor market (within an hour's commuting distance)?

1. Yes

2. No

Q13a. If no, what specific types of employees are you having difficulty finding?

Q13b. What have you done differently in the past three years to recruit workers?

Q13c. What do you consider the most important reason for this difficulty? (Check only one)

1. Too few applicants

2. Applicants lack necessary skills

3. Applicants unwilling to work for the wages/benefits offered

4. Applicants unwilling to accept working conditions/requirements

5. Other (please specify _____)

Q14. Among positions that do not require a college degree, which position has been vacant for the longest period of time (leave blank if no vacancies)? _____

Q14a. How many weeks has this position been vacant? _____ weeks

Q14b. Why is this position vacant?

1. New position

2. Previous employee left

3. Previous employee was fired

4. Other reason (please specify _____)

Q15. Which of the following methods do you normally use to recruit new workers? (Check all methods that apply and underline the three most effective strategies)

1. Post help-wanted signs

2. List advertisements in newspapers

3. Consider walk-ins without referrals

4. Referrals from Job Center

5. Referrals from temp/staffing agency

6. Referrals from a community agency

7. Referrals from schools

8. Referrals from employee in your firm

9. Used recruiting firm

10. Internet

11. Job fair

12. Hiring bonuses

13. Referral bonuses

14. Television advertising

15. Radio advertising

16. Other sources (please specify _____)

17. Don't know

The next few questions are about some factors that might or might not be important in your evaluation of a prospective employee.

Q16. Do you use any of the following pre-employment screening techniques? (Check all that apply)

1. Basic skills testing

2. Aptitude testing

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- ___3. Job specific skills testing
- ___4. Personality testing
- ___5. Drug & alcohol testing
- ___6. Reference Checks
- ___7. Job trails/internships
- ___8. Co-worker/team member interviews
- ___9. Other (please specify _____)

Q17. How important are the following attributes in selecting employees?

	<u>Very</u> <u>Important</u>	<u>Somewhat</u> <u>Important</u>	<u>Not at all</u> <u>Important</u>
1. Reading skills	1	2	3
2. Writing skills	1	2	3
3. Mathematics	1	2	3
4. Speaking	1	2	3
5. Listening	1	2	3
6. Attendance/punctuality	1	2	3
7. Productivity	1	2	3
8. Initiative/motivation	1	2	3
9. Integrity/honesty	1	2	3
10. Quality/customer satisfaction	1	2	3
11. Teamwork	1	2	3
12. Ability to interact with individuals from diverse backgrounds	1	2	3
13. Ability to organize and use information	1	2	3
14. Problem solving skills	1	2	3
15. Creativity	1	2	3
16. Decision making skills	1	2	3
17. Ability to learn and apply new concepts	1	2	3
18. Proper use of tools, equipment, and technology	1	2	3
19. Safety awareness	1	2	3
20. Computer skills	1	2	3
21. Specific skills required for job	1	2	3
22. Other – specify below			
_____	1	2	3
_____	1	2	3
_____	1	2	3
_____	1	2	3

Q18. Do you customarily use a probationary period when hiring new workers?

- ___1. Yes
- ___2. No
- ___3. Don't know

Q19. Do starting salaries/wages vary for individuals in the same position based on the applicant/s skills,

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experience and/or training?

- 1. Yes
- 2. No
- 3. Don't know

C. TRAINING

Q20. Have the skill demands in your establishment changed in the past five years?

1. Yes

2. No

Q20a. If yes, would you say that the following skills are more in demand today? (Check all that apply)

1. Basic reading

2. Writing

3. Numeric skills

4. Social and verbal skills

5. Problem solving skills

6. Basic computer skills

7. Other (please specify _____)

Q20b. Have the skill needs of this job changed because of? (Check all that apply)

1. New technology

2. More use of computers

3. New products produced

4. Higher level of product quality

5. New services provided

6. Change in the organization of work, such as broader job categories or new duties in this job

7. Increased domestic or foreign competition (outsourcing)

Q21. Do you provide any of the following for new hires? (Check all that apply)

1. Formal Orientation # hours

2. Informal Orientation

3. Formal Training # hours

4. Informal Training

5. Mentors

Q22. Do you provide workers with on-going training and skill development?

1. Yes

2. No

3. Don't know

Q23. Do you offer on-site training at your establishment for any of the following (Check all that apply)?

1. Basic academic skills

2. Job specific skills

3. Other (please specify _____)

Q24. Do you provide pay or other incentives for employees who participate in training to acquire new knowledge and skills?

1. Yes

2. No

Q25. How many of your employees received formal training last year? _____ workers

Q26. How much did your firm spend on formal training last year (2005)? \$_____

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Q27. Please indicate any areas that you would be interested in receiving assistance in addressing your employment needs. (Check all that apply)

- 1. Recruiting workers
- 2. Screening or matching applicant skills to job requirements
- 3. Analyzing skill requirements for jobs in my firm
- 4. Determining skill training needs of workers in my firm
- 5. Providing training to upgrade the skills of workers in my firm
- 6. Reducing employee absenteeism
- 7. Reducing turnover
- 8. Increasing employee productivity
- 9. Out-placement assistance for employees who may lose employment
- 10. Other (Please specify _____)

D. RETENTION

Q28. Are qualified workers difficult to **retain** in this labor market?

- 1. Yes
- 2. No

Q28a. What is the primary reason for this difficulty?

Q28b. What have you done differently in the past three years to retain workers?

Q29. What was the turnover rate (% of positions vacated) in your establishment in 2005? ____%

Q30. Among the positions that were vacated, how many were due to resignations, retirees, or terminations?

- # of resignations _____
- # of retirees _____
- # of terminations _____

Q31. Did your establishment lay-off any employees in the past 12 months?

- 1. Yes
- 2. No

Q31a. If yes, how many workers were laid off? _____

Q31b. If yes, how many workers were recalled? _____

Q32. What was the average absenteeism rate (% of workdays missed) in your firm last year (2005)? ____%

Q33. What are your major reasons for absenteeism? (Check all those that apply)

- 1. Personal problems (illness, substance abuse, etc.)
- 2. Family problems (child care, care of a relative, etc.)
- 3. Transportation problems
- 4. Poor work ethic
- 5. Other

E. BENEFITS AND WAGES

Q34. Please indicate whether any of the following benefits are provided to workers in this position? (Check all that apply)

- 1. Health insurance to employees (% employee pays _____ %)
- 2. Health insurance to family members of employees (% employee pays _____ %)
- 3. Dental care coverage
- 4. Vision care
- 5. Disability 5a. Short-term 5b. Long-term
- 6. Retirement plan
 - 6a. Company provided
 - 6b. 401k/403(b) plan
 - 6c. 401k/403(b) match
- 7. Paid vacations
- 8. Paid sick leave
- 9. Maternity or family leave (paid or unpaid)
- 10. Employee assistance programs
- 11. Tuition reimbursements
- 12. Time off to attend classes
- 13. Profit sharing
- 14. Cafeteria benefit plan (giving the employee the option of choosing benefits)
- 15. Company-provided childcare
- 16. Stock options
- 17. Section 125 Flex-benefits
- 18. Housing assistance
- 19. Transportation assistance
- 20. Technology assistance (providing employees with home computer, internet access, etc.)
- 21. Other (please specify _____)

Q35. Do you offer flextime at your establishment?

- 1. Yes
- 2. No

Q36. Do you offer job sharing at your establishment?

- 1. Yes
- 2. No

Q37. Do you offer tele-commuting or other options that allow individuals to work out of their homes on a regular basis?

- 1. Yes
- 2. No

Q38. Do you require most new employees in your establishment to work for a specified time before receiving benefits?

- 1. Yes Q38a. If yes, what is the period? _____
- 2. No

Q39. In your experience with workers in this region, do you find that benefits are more important, less important, or equally important to wages?

- 1. Benefits are more important than wages
- 2. Benefits are equally important as wages

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- 3. Wages are more important than benefits
- 4. Don't know/no response

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Q40. Over the past five years, has your benefit package become more important to attract good workers?

- 1. Yes
- 2. No
- 3. Don't know/no response

Q41. Have you made any significant changes in your benefit package over the past five years?

- 1. Yes
- 2. No

Q41a. If yes, what changes have you made? _____

Q42. Do you anticipate making any significant changes in your benefit package in the near year?

- 1. Yes
- 2. No

Q42a. If yes, what types of change? _____

Q43. What was your overall wage increase (percentage) for 2005? ____%

Q44. What is your anticipated wage increase (percentage) for 2006? ____%

Q45. Please estimate how much the cost of providing benefits (health insurance, retirement, etc.) increased during the year 2005. _____%

Q46. How much you anticipate the cost of benefits will increase in 2006? _____%

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WAGE INFORMATION

The following table is an effort to summarize the occupational employment of your establishment. We need to establish the wage range, current employment level, current and anticipated vacancies, recruitment difficulty, and desired education and experience for each position in your workforce. For the question on recruitment difficulty, circle the appropriate answer—evaluate whether it is not difficult (N), somewhat difficult (S), or very difficult (V) to recruit for each position in your firm. What type of education, work experience, and special skills/abilities do you look for in hiring new employees? Circle whether an educational level of none (N), high school (H), technical college (T), college (C), or an advanced degree (A) is absolutely required and the number of years of experience you absolutely require. Use blank lines for occupations not listed.

Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required	Exp. Require (Years)
<i>EXAMPLE:</i> Bookkeeper	\$6/hour	\$8/hour	2	1	1	S	T	5
Technical								
Computer Specialists	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Teachers	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Engineering	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Drafting Technicians	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Professional/Technical Specialty	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Clerical & Administrative Support								
Secretarial/Word processing	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Bookkeeping & Accounting	_____	_____	_____	_____	_____	N S V	NHTCA	_____
General Office	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Computer Operation & Data Entry	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Receptionist/Desk clerk	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Shipping, Receiving, Stock & Inventory	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Clerical & Administrative	_____	_____	_____	_____	_____	N S V	NHTCA	_____

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Support

NSV

NHTCA

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Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required	Exp. Require (Years)
Sales, Marketing, and Tellers								
Retail Sales	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Sales Representatives/ Wholesale	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Commission Sales	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Cashiers/Teller	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Sales & Marketing	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Service								
Chefs & Cooks	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Kitchen Workers	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Wait Staff	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Bartenders	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Food & Beverage	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Housekeeping/cleaners	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Cleaning/Janitorial	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Domestic Service	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Child Care	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Protective Service	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Customer Service Representative	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Gardening/Grounds	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Service	_____	_____	_____	_____	_____	N S V	NHTCA	_____

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Position Description	Entry Wage	Maximum Wage	Current Number Employed	Current Vacancy	Anticipated Vacancies (1 year)	Difficulty to Recruit	Education Required	Exp. Require (Years)
Health Care								
RN	_____	_____	_____	_____	_____	N S V	NHTCA	_____
LPN	_____	_____	_____	_____	_____	N S V	NHTCA	_____
CNA & Health Aides	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Health Care Technician & Technologist	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Health Care	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Mechanics & Repair:								
Vehicle Maintenance & Repair	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Industrial Machinery Maintenance & Repair	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Electrical & Electrical Equipment Repair	_____	_____	_____	_____	_____	N S V	NHTCA	_____
HVAC & Refrigeration	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Mechanics & Repair	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Machine Operation:								
CNC Programmer/Operator	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Tool & Die Makers	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Machinists	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Machine Tool Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Welder-Tig/Mig	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Welder-Wire	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Welder-Combination	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Woodworking Machine Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Extruding Machine Setter/Operator	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Precision Production	_____	_____	_____	_____	_____	N S V	NHTCA	_____
Other Skilled Trades	_____	_____	_____	_____	_____	N S V	NHTCA	_____

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APPENDIX B: TREMPEALEAU COUNTY HOUSEHOLD SURVEY

Trempealeau County Workforce Talent Survey

The availability of skilled workers is the primary factor effecting decisions of businesses to locate and expand operations in a geographic area. This survey will provide information to guide workforce and economic development efforts in Trempealeau County. The information is intended to inform existing and potential businesses of the availability of workers, their interests, and talents in order to assist in the effort to attract and retain high-paying, high quality employment opportunities for Trempealeau County residents. Your assistance in providing the information requested in this survey will be instrumental in these efforts and is much appreciated. Your responses will be anonymous and confidential.

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Characteristics

1. Age _____
2. Gender Male Female
3. Marital Status:
 Single Married Divorced Separated Widowed/Widower
4. Family Status: Parent Y N # Children/Dependents (total) _____
Children/Dependents (living at home) _____
5. Are You a US Citizen? Y N
a. If yes, were you: born in the U.S. naturalized
b. If not born in US indicate Country Origin _____ and
length of residence in US _____
6. Is English your native language? Y N
If no, what is your Primary Language? _____
If English is not your native language, how would you rate your proficiency?
Excellent Good Fair Poor
7. Race/Ethnicity (check all that apply): White Black Asian
Alaska Native/Native American Hispanic Pacific Islander
8. Do you have a disability that limits one or more life activities? Y N

Residence

9. County of Residence _____ Zip Code _____
10. Length of time at this residence _____
11. Own? Rent?
12. Is this a primary residence? Y N
If not primary residence, _____ % of year occupied/present in area

Education

13. Education: Less than High School Diploma High School or GED
Diploma
Year Attained: _____
14. Highly Skilled Education (check levels of education attained, areas of study,
dates)
- Technical College Attended From _____ to _____
Credential Earned (check below):
 Vocational Certificate
Area of study _____ Year Attained: _____
- Vocational Diploma
Area of study _____ Year Attained: _____
- Associate Degree (2-year degree) in
Area of study _____ Year Attained: _____
- College/University Attended From _____ to _____
Credential Earned (check below):
 Associate Degree (2-year degree)
Area of study _____ Year Attained: _____
- Bachelor's Degree (4-year degree)
Area of study _____ Year Attained: _____
- Master's Degree
Area of study _____ Year Attained: _____
- Doctorate or Equivalent
Area of study _____ Year Attained: _____
- Other Post Secondary Training _____
Credential Attained Date Attained: _____
- Other Post Secondary Training _____
Credential Attained Date Attained _____

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15. Employment/Workforce Status - Are you currently:
- a. Employed Weeks employed in the last 104 weeks _____
 - Self-Employed Weeks employed in the last 104 weeks _____
 - Unemployed Weeks unemployed in the last 104 weeks _____
 - My current or most recent employment is outside of Trempealeau

County, Wisconsin in _____, _____, _____
(city) (state) (zip)

Currently out of the workforce (unemployed and not looking for work) due to:

- Health/Medical Condition
- Retirement
- Enrollment in School
- Unable to Find Work
- Other (identify): _____

Period of time out of the workforce _____

b. If currently out of the workforce, would you enter/re-enter the workforce if you could find employment that used your skills, met your financial needs and interests? Y N

If yes, please complete the applicable questions on this page and then complete the employment profile chart on the next page titled "Desired Employment" column.

16. Self Employment

If you are self employed:

Business Area _____

Number of Employees _____

Are you interested in Business Development Assistance Y N

Type of Assistance Desired _____

If not currently Self-Employed:

Are you interested in starting your own business Y N

Are you interested in Business Development Assistance Y N

Type of Assistance Desired _____

If you would like to be contacted about any employment, training or business development assistance please provide contact information below(optional):

Name:

Address:

Telephone:

Email:

17. Employment limitations – Check any items below that currently limit your employment opportunities

- I need additional education/training
- My disability/medical condition that limits employment options
- I lack adequate child care and/or funding for childcare
- I lack transportation to work and/or funding for transportation
- I have difficulty speaking/comprehending the English language
- I lack a stable residence
- Other Limitations (Please List): _____

18. Which of the following source(s) did you use when seeking your last job? Check all that apply.

- Newspaper listings
- Internet
- Job Center
- Temporary Employment/Staffing Services
- Friends/Acquaintances
- Other employment source (please list): _____

- 18a. Which source did you find most useful/effective? Please check only one.

- Newspaper listings
- Internet
- Job Center
- Temporary Employment/Staffing Services
- Friends/Acquaintances
- Other employment source (please list): _____

19. Family Related Employment Issues

a. Number of wage earners in the family _____

b. If a non-permanent resident, Do you have a spouse who would also like employment in the area? Y N NA

c. Do you have children not residing in the area who would move here if adequate employment were available Y N NA

20. Please add any other comments relating to employment in Trempealeau County:

Trempealeau County Labor Market Study

Employment Profile: Please complete the following information regarding your current employment (including information on a second job if you hold one). In addition, if you are interested in changing employment, provide information on the employment you desire. If you are currently unemployed, not in the workforce, or not employed in Trempealeau County, provide information on your employment interest in the "Desired Employment" Column.

Employment Conditions	Current Employment #1	Current Employment #2	Desired Employment
Occupation – Job Title			
Type of Industry Employed In			
Number of Hours Worked Last Week			
Income/Year			
Employment Opinions	Current Employment #1	Current Employment #2	Desired Employment

How satisfied are you with your current job

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

- Very Satisfied
- Satisfied
- Dissatisfied
- Very Dissatisfied

Length of Current Employment

Job location – City or Zip Code(s)

Distance traveled to work

Primary method of travel to work (check the most appropriate)

- _____ Miles One Way
- Drive self
 - Car Pool
 - Public Transportation
 - Walk/Bicycle
 - Other :

- _____ Miles One Way
- Drive self
 - Car Pool
 - Public Transportation
 - Walk/Bicycle
 - Other:

Willing to travel _____ miles one way