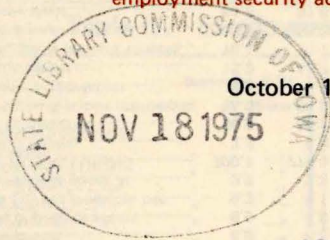


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	IOWA			LABOR MARKET			

employment and unemployment
hours and earnings
labor turnover
unemployment insurance
employment security activities



**IOWA
EMPLOYMENT
SECURITY
COMMISSION**
Research & Statistics Department

**1000 East Grand Avenue
Des Moines, Iowa 50319**

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Iowa Manpower Projections Call For Career Guidance

November 16-22 is National Career Guidance Week.

Career guidance is a major factor in helping workers—particularly young workers—select careers that match their interests and abilities. Career guidance may assist them in the choice of work in which they and their employers will profit most.

Career guidance seeks out the answers to difficult questions: What kind of job is the worker best equipped to handle? What training will be needed and where can it be found? Is the kind of work desired available in the vicinity? If so, will it last? Or will it fade to obsolescence in a few years? And after finding answers to these and other questions, career guidance can point the way to the type of job in which the worker has a better chance of succeeding, of being happier and more productive.

The need for career guidance is greater today than ever before. Today's world of work is bewildering. An estimated 20,000 different jobs make up the labor market—and that number continues to grow.

The Iowa Scene

In Iowa, for example, total employment over the next five years is expected to increase 8.1%, a gain of approximately 104,000 workers. Nearly 30% of these workers are projected to take jobs newly created by business and industrial growth.*

In addition, 256,371 workers will be needed in the state during the interval from 1975 to 1980 to replace others who die, retire or leave their jobs for other reasons.

Iowa's manpower requirements are projected to a count of over 360,300 . . . or an average of more than 72,000 annually.

The projection indicates the greatest demand will be in the areas of clerical and service jobs. The need for professional, technical and kindred workers will also be high with much of the hiring stemming from expanding business and industry. Craftsmen will represent about 20% of the total need while job openings for salespersons will be mainly for replacements. Laborers, except farm, will decline to about

2% of the total demand and farming occupations will decrease over the five year period.

This, then, is a projected image of what can be expected in Iowa through 1980. More jobs will be available. More workers will be needed to fill these jobs. Many of these workers will need professional guidance to help them find careers in which they can excel.

Help Is Near

Professional career guidance is as close as the nearest State Employment Service office. Professional employment service staff are available to help workers make realistic decisions about their futures. By expanding their knowledge of existing job options and matching these with their skills and interests, unwise selection is unlikely. Avenues of more rewarding work can be opened to those trapped in unfulfilling careers.

Valuable information on nontraditional jobs for women is available for those who are unaware of the employment possibilities. Women frequently qualify for jobs traditionally held by men and their interests and skills can be matched with these occupations.

Another area of help is where jobs are becoming outmoded and the workers in them need retraining for other and more enduring work. Training programs are also open to persons who have little or no job skills. These programs can provide skill training, added education and open the way for needed support services.

The State Employment Service is designed to serve all Iowans, in every employment level. In helping workers, the agency also serves employers, matching their job needs with employees who have the interests and skills to get the work done.

*This Iowa information is from "Occupational Outlook for Iowa, 1975-1980" published by the Iowa Employment Security Commission. Copies are available without charge by contacting Information Services, Iowa Employment Security Commission, 1000 East Grand Avenue, Des Moines, Iowa 50319.

Table I - Iowa Nonagricultural Employment 1/

	Thousands			Change From:	
	Sept.	Aug.	Sept.	Aug.	Sept.
	1975	1975	1974	1975	1975
TOTAL NONAGRICULTURAL.....	1,026.1	1,006.7	1,019.8	19,400	6,300
MANUFACTURING.....	235.5	232.7	251.8	2,800	-16,300
Durable Goods.....	144.0	141.0	157.9	3,000	-13,900
Lumber & furniture.....	9.0	8.9	10.0	100	-1,000
Stone, clay & glass products.....	7.2	7.3	7.3*	-100	-100
Primary metal industries.....	7.7	7.8	9.2	-100	-1,500
Fabricated metal products.....	16.1	15.9	18.0*	200	-1,900
Machinery (except electrical).....	59.4	56.7	63.8	2,700	-4,400
Farm machinery.....	28.5	26.9	30.5*	1,600	-2,000
Construction & related machinery	17.8	16.8	19.3	1,000	-1,500
Electrical equipment & supplies.....	25.5*	25.7*	27.6	-200	-2,100
Transportation equipment.....	7.8	7.6	9.8	200	-2,000
Other durable goods 2/.....	11.2	11.2	12.3	0	-1,100
Nondurable Goods.....	91.5	91.7	93.9	-200	-2,400
Food & kindred products.....	51.1	51.4	51.9*	-300	-800
Meat products.....	25.4*	25.8*	26.1*	-400	-700
Grain mill products.....	11.2	11.2	11.2	0	0
Bakery products.....	3.1	3.1	3.1	0	0
Apparel & other textile products....	4.0	3.9	4.2	100	-200
Paper & allied products.....	3.7	3.6	3.9*	100	-200
Printing & publishing.....	14.7	14.7	14.8	0	-100
Newspapers.....	6.5	6.5	6.5	0	0
Chemicals & allied products.....	6.5	6.6	6.6*	-100	-100
Rubber & plastics products, nec.....	9.2	9.1	10.1	100	-900
Other nondurable goods 3/.....	2.2	2.2	2.4	0	-200
NONMANUFACTURING.....	790.7	774.0	767.9	16,700	22,800
Nonmetallic mining.....	3.2	3.3	3.2	-100	0
Contract construction.....	56.9	58.7	56.5	-1,800	400
Transportation & public utilities....	55.5	55.5	56.5	0	-1,000
Railroad transportation.....	8.6	8.6	9.7	0	-1,100
Communication.....	13.2	13.2	13.2	0	0
Electric, gas & sanitary services...	10.5	10.7	10.5	-200	0
Wholesale & retail trade.....	256.6	255.0	246.2	1,600	10,400
Wholesale trade.....	51.5	51.6	49.1	-100	2,400
Retail trade.....	205.1	203.3	197.1	1,800	8,000
Retail general merchandise.....	29.4	28.7	28.7*	700	700
Finance, insurance & real estate....	47.7	48.3	47.1	-600	600
Banking.....	15.8	16.0	15.3	-200	500
Insurance carriers & agents.....	18.5	18.8	18.5	-300	0
Services.....	181.0	177.5	173.8*	3,500	7,200
Medical & other health services...	56.8	56.8	54.0	0	2,800
Government.....	189.8	175.7	184.5	14,100	5,300
Federal government.....	20.2	20.3	19.8	-100	400
State government.....	46.7	43.5	45.0	3,200	1,700
Local government.....	122.9	112.0	119.6	10,900	3,300
Persons Involved in Labor-					
Management Disputes.....	400	400	2,300	0	-1,900

1/ Revised to most current information available at publication. Data include all full and part-time wage and salary workers employed during the week containing the 12th of the month. Proprietors, self-employed, domestic workers and the armed forces are excluded. Detail may not add up to total due to rounding. (March, 1974 benchmark levels)

2/ Includes ordnance & accessories, instruments & related products and miscellaneous manufacturing.

3/ Includes textile mill products, petroleum & coal products and leather & leather products.

* Strike

The state's total actual **EMPLOYMENT** showed a gain of 1,900 over the August count of 1,303,700 . . . the boost mainly stemming from the seasonal return of public school personnel to their jobs. Little over the month change occurred on Iowa's economic front . . . indicating a measure of stability. In the nonag sector, the resumption of public and private schools brought a lift to nonmanufacturing employment . . . the increase was seasonal and expected. Manufacturing industries continued to rise . . . with the majority of the boost coming from workers back on the job after vacation and inventory shutdowns. Compared to a year ago, especially in durable goods, significantly fewer manufacturing jobs are available. The number of labor-management disputes contrast sharply with those active in September 1974 . . . showing 400 workers involved this September . . . as opposed to 2,300 last September.

UNEMPLOYMENT declined in Iowa during September to 70,900 . . . compared to 77,000 in August . . . with the downturn partially attributed to the ending of vacation layoffs . . . partially to students leaving the labor market. The September 1974 employment count was 30,100. The seasonally adjusted **UNEMPLOYMENT RATE** was estimated at 6.6% of the labor force . . . one-tenth of a percentage point higher than the adjusted rate of 6.5% registered in August . . . and substantially greater than the adjusted rate of 2.9% of September 1974. Iowa's unadjusted rate for September was 5.2% . . . for August, 5.6% . . . for September 1974, 2.3%.

The **CIVILIAN LABOR FORCE**, the combined count of employed and unemployed workers, totaled 1,376,500 for a loss of 4,100 from the August level of 1,380,600. In September 1974, the civilian labor force tallied 1,327,000.

UNEMPLOYMENT INSURANCE (UI) payments to Iowans in September totaled \$6,565,966 . . . down 5½% from the August level of \$6,944,948. Manufacturing workers received 10% less in UI payments than in August . . . while construction workers had a small increase of 0.7%. The average weekly UI payment was \$77.43 . . . compared to the August average of \$75.73. During the survey week, 21,607 workers filed UI claims . . . 5,409 less than in the August survey week. In the current month, all industries showed declines . . . ranging from 12.8% in services to 25.3% in manufacturing. UI payments in September 1974 totaled \$1,404,640.

HOURS and EARNINGS: In nonmanufacturing, hourly earnings were higher than in August . . . with two exceptions: trade and mining. The largest hourly increase—10¢ in services—came from substantial employment upturns in education. Increase in overtime and the return of higher paid employees from vacation/inventory shutdowns raised manufacturing hours by 54 minutes and earnings by 8¢ an hour. Overtime increases were especially a factor in nondurables . . . with rubber and plastics up 22¢ an hour.

The demand for labor was seen to have increased from August . . . with accessions up slightly . . . and separations down. New hires, however, remained unchanged . . . indicating that the labor demand increase stemmed mainly from recalls of vacationing workers. Separations were mixed . . . experiencing a marked decline in quits . . . and a slight increase in the layoff rate. Please note that the layoff rate is more in line with preceding years . . . not running two or three times higher as it was doing earlier in the year. **TURNOVER** activity was modest in September.

WHAT'S UP AHEAD? . . . Although no sizeable upturn is in sight, the state's stable economy has sparked optimism . . . at least for the immediate future. The demand for workers increased in September . . . partially due to replacement needs for departing summer workers . . . particularly in construction. Hiring in construction, sales, clerical and service occupations—coupled with manufacturing recalls—has stirred ripples of hope. But with the ability to clearly see distant economic trends still clouded by inflation uncertainty, caution remains the watchword.

Table VII - Gross and Spendable Average Weekly Earnings of Production or Nonsupervisory Workers in Iowa

	Gross Average Weekly Earnings			Spendable Average Weekly Earnings					
				Worker With No Dependents			Married Worker With Three Dependents		
	Sept. 1975	Aug. 1975	Sept. 1974	Sept. 1975	Aug. 1975	Sept. 1974	Sept. 1975	Aug. 1975	Sept. 1974
TOTAL PRIVATE	\$163.07	\$160.16	\$149.40	\$128.15	\$125.97	\$118.85	\$141.30	\$138.85	\$128.94
MANUFACTURING	219.89	211.83	205.44	166.59	160.53	158.35	181.53	175.26	169.61
Durable Goods	223.41	214.49	208.90	169.01	162.35	160.79	183.98	177.11	172.17
Nondurable Goods	214.12	208.40	198.99	162.61	158.19	153.82	177.52	172.88	164.91
NONMANUFACTURING	145.73	144.49	130.76	116.14	115.13	105.85	128.56	127.42	115.25
Mining	242.03	241.55	224.47	181.66	180.67	171.68	197.30	196.28	183.65
Contract Construction	301.46	289.94	262.30	221.52	213.25	197.37	240.89	231.48	211.59
Transportation & Public Utilities	239.10	233.94	222.35	179.68	175.52	170.20	195.19	190.77	182.08
Wholesale & Retail Trade	123.03	123.51	112.22	100.34	100.61	92.94	111.58	111.82	101.45
Finance & Real Estate	120.89	120.58	118.42	98.83	98.55	97.31	109.97	109.62	106.10
Services	110.22	107.54	95.29	91.20	89.28	80.86	101.84	99.38	88.54

Table VIII - Hours and Earnings of Iowa Production or Nonsupervisory Workers 1/

	Average Weekly Earnings			Average Weekly Hours			Average Hourly Earnings			Average Weekly Overtime Hours 1/		
	Sept. 1975	Aug. 1975	Sept. 1974	Sept. 1975	Aug. 1975	Sept. 1974	Sept. 1975	Aug. 1975	Sept. 1974	Sept. 1975	Aug. 1975	Sept. 1974
TOTAL PRIVATE	\$163.07	\$160.16	\$149.40	36.4	36.4	36.0	\$4.48	\$4.40	\$4.15	*	*	*
MANUFACTURING	219.89	211.83	205.44	40.2	39.3	40.6	5.47	5.39	5.06	3.3	2.9	3.7
Durable Goods	223.41	214.49	208.90	40.4	39.5	40.8	5.53	5.43	5.12	2.7	2.4	3.3
Lumber & furniture	180.85	161.48	160.09	40.1	36.7	38.3	4.51	4.40	4.18	2.3	2.3	2.1
Stone, clay & glass products	225.25	226.45	199.15	43.4	43.8	43.2	5.19	5.17	4.61	6.9	6.5	6.2
Primary metal industries	228.15	222.34	227.10	39.0	38.6	41.9	5.85	5.76	5.42	2.6	2.4	5.4
Fabricated metal products	198.68	196.61	175.05	40.3	39.8	38.9	4.93	4.94	4.50	2.2	2.0	2.7
Machinery except electrical	263.74	258.22	262.14	40.7	40.6	43.4	6.48	6.36	6.04	2.4	2.6	3.7
Farm machinery	278.24	271.60	273.27	40.5	40.0	42.9	6.87	6.79	6.37	3.1	3.0	4.7
Construction & related machinery	274.85	271.01	284.03	40.9	41.0	44.8	6.72	6.61	6.34	1.7	2.0	2.5
Electrical equipment & supplies	185.33	170.57	151.01	39.1	37.0	36.3	4.74	4.61	4.16	2.4	1.2	2.0
Transportation equipment	175.54	169.24	163.15	41.4	40.2	41.2	4.24	4.21	3.96	2.0	1.5	2.2
Other durable goods	163.15	159.03	148.61	39.6	38.6	38.4	4.12	4.12	3.87	2.3	1.7	1.7
Nondurable goods	214.12	208.40	198.99	39.8	39.1	40.2	5.38	5.33	4.95	4.2	3.7	4.3
Food & kindred products	231.78	227.88	217.83	40.1	39.7	41.1	5.78	5.74	5.30	4.9	4.8	5.1
Meat products	251.04	240.26	242.00	38.8	37.6	40.4	6.47	6.39	5.99	4.0	3.8	4.9
Grain mill products	243.95	254.83	228.46	41.7	42.9	43.6	5.85	5.94	5.24	5.0	5.8	6.3
Apparel & other textile products	106.02	100.88	105.56	37.2	35.9	37.7	2.85	2.81	2.80	1.2	1.0	1.3
Paper & allied products	202.18	197.12	170.14	43.2	42.3	40.8	4.68	4.66	4.17	5.0	4.6	4.5
Printing & publishing	195.83	196.10	179.16	38.1	38.3	38.2	5.14	5.12	4.69	2.9	2.8	2.9
Newspapers	174.25	177.48	154.49	33.9	34.8	32.8	5.14	5.10	4.71	2.5	2.5	1.7
Chemicals & allied products	239.56	223.51	214.14	42.4	40.2	41.5	5.65	5.56	5.16	4.0	2.1	2.7
Rubber & plastics products, nec.	215.73	196.51	200.07	38.8	36.8	39.0	5.56	5.34	5.13	4.5	2.1	4.8
Other nondurable goods	100.36	100.10	92.12	38.6	38.5	36.7	2.60	2.60	2.51	1.1	1.1	1.3
NONMANUFACTURING	145.73	144.49	130.76	35.2	35.5	34.5	4.14	4.07	3.79	*	*	*
Mining	242.03	241.55	224.47	49.8	49.6	50.9	4.86	4.87	4.41	*	*	*
Contract construction	301.46	289.94	262.30	39.1	38.0	37.1	7.71	7.63	7.07	*	*	*
Transportation & public utilities	239.10	233.94	222.35	41.8	41.7	41.1	5.72	5.61	5.41	*	*	*
Wholesale and retail trade	123.03	123.51	112.22	33.8	34.5	33.3	3.64	3.58	3.34	*	*	*
Finance, insurance & real estate	120.89	120.58	118.42	38.5	38.4	38.2	3.14	3.14	3.10	*	*	*
Services	110.22	107.54	95.29	33.3	33.5	32.3	3.31	3.21	2.95	*	*	*

1/ Estimates are based upon a sample of full and part-time production and related employees, who worked during or received pay for the payroll period which includes the 12th of the month. Besides changes in basic hourly and incentive wage rates, average hourly earnings reflect such variable factors as overtime premium pay, late shift work, and changes in output of workers paid on an incentive basis. They also reflect changing employment of workers between relatively high-paid and low-paid work, and full-time and part-time status. Revised to most current information available at publication. (March, 1974 benchmark levels) * Data not available ** Not Comparable

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