



## ECONOMIC DEVELOPMENT SERVICES

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### **2001 “Inbound” Workforce Availability Study Midlothian, Texas**

#### **Overview**

During the latter part of 2001, Economic Development Services was retained to undertake a “labor market” availability assessment of the Midlothian area. Additionally, Baseline & Associates (an independent research firm located in Austin, Texas) was retained to develop and implement the survey process. The study was designed to respond to the question:

#### **Is there an adequate supply of potential employees in the Midlothian area to supply future development activity?**

**The study findings indicate:**

- **A large supply of labor is available to fill the Midlothian job market for almost any size company.**
- **The Midlothian labor force has a wide range of skills.**
- **A large percentage of the available labor, located in the area, will commute to Midlothian for employment.**

Based on average distance driven to work in the area<sup>1</sup>, the study defines the Midlothian “labor force” as a 20-mile radius of Midlothian. The data obtained from the study is statistically sound and representative of the entire population of adults living in the 20-mile radius. Therefore, true labor availability data can be extrapolated. The margin of error for n=1,005 completed surveys at +/- 3.1% under the most pessimistic assumptions regarding variance.

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<sup>1</sup> Respondents travel an average of 17.4 miles from place of residence to place of employment. That is up nearly a mile from 16.5 miles reported in 1999. Average commute to work in minutes is reported at 25.4.

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## **The Midlothian Labor Force**

### ***A 20-mile radius of Midlothian, Texas (Based on a workforce of 496,500)***

#### **Major labor market findings include:**

- There are 118,838 potential employees ready, willing, and able to work in Midlothian for under \$35,000 per year.
- There are 19,135 potential blue-collar employees will to work in Midlothian for under \$35,000 per year.
- There are 75,535 potential blue-collar employees who would work in Midlothian for \$35,000 or more a year.
- Average salary requirements of blue-collar employees willing to work in Midlothian for less than \$35,000 per year is \$23,211.
- Major skills represented by area blue collar workforce include:
  - o Hardwood/Construction/Carpentry
  - o Precision/Production/Craft & Repair
  - o Machinist
  - o Transportation & Material Moving
  - o Printing
  - o Drivers (heavy machinery)

#### **Major demographic findings: include:**

- Total 2000 estimated population for the area is 927,950
- Total civilian labor force for the area is estimated at 496,500
- The area has experienced significant population and household growth:
  - o Population Growth within a 20-mile radius of Midlothian:
    - 1990 Population = 781,081
    - 2000 Population = 927,950
  - o Household Growth within a 20-mile radius of Midlothian:
    - 1990 Households = 267,058
    - 2000 Households = 321,861
- 52% of the population is in their prime working years (the 25 to 54 age group)
- Education attainment in the 20-mile radius of Midlothian exceeds state and national levels at 12.6 years of school completed (National average is 12.4 years and State of Texas average is 12.2 years)

***BASELICE & ASSOCIATES, INC.*** / Opinion Research for Decision

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**A TABULATION OF  
SURVEY RESULTS AMONG  
ADULTS IN A TWENTY-MILE RADIUS OF  
MIDLOTHIAN, TEXAS**

**September 15 - 17, 2001**

**A Confidential Report  
Prepared by**

**Baselice & Associates, Inc.**

## Orientation

Economic Development Services and Baslice & Associates, Inc. were retained to conduct survey research for the purpose of obtaining information and opinions of the workforce in a twenty-mile radius around Midlothian, Texas. This survey was conducted among N=1,004 randomly selected adults on September 15-17, 2001. A similar survey was conducted among N=1,005 randomly selected adults on March 4-9, 1999. Both surveys carry a margin of error of  $\pm 3.1\%$  at the .95 test level.

## Conclusions

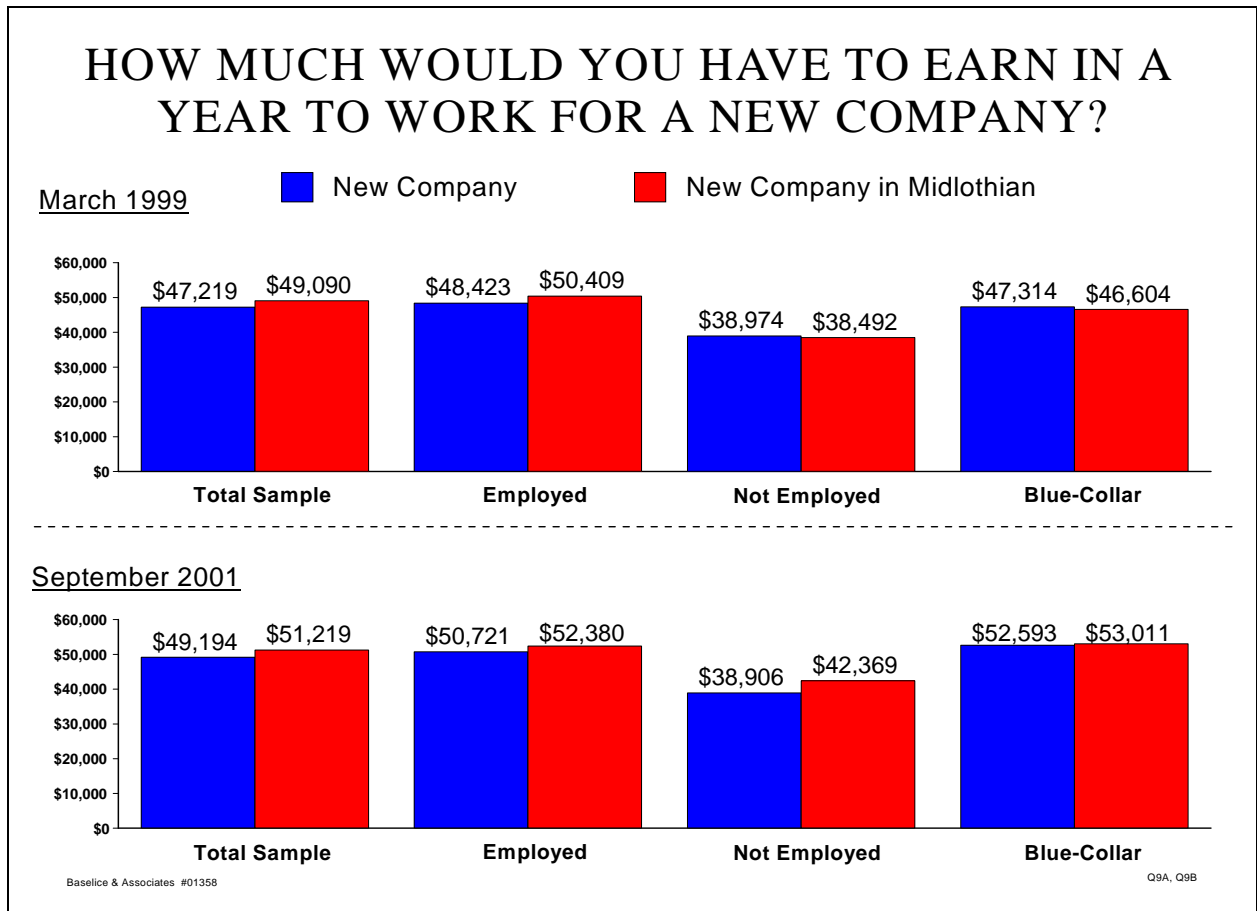
The following table reveals there are 19,135 blue-collar employees residing within a 20-mile radius of Midlothian who would work in Midlothian for under \$35,000 per year. There are also 75,532 blue-collar persons who would work in Midlothian for \$35,000 or more per year.

<b>ESTIMATED WORKFORCE AVAILABILITY IN MIDLOTHIAN (based on WF of 496,500)</b>						
Classification	%	Estimated Workforce Under \$35,000	%	Estimated Workforce \$35,000 or more	%	Estimated Workforce All Amounts
Non-BC Self-employed	1.2%	6,043	5.1%	25,177	6.3%	31,220
White Collar - Management	2.2%	11,078	18.3%	90,639	20.5%	101,717
Clerical - Retail	8.9%	44,312	10.5%	52,369	19.5%	96,682
Professional / Law-Medical	2.8%	14,099	12.6%	62,440	15.4%	76,540
Government - Education	4.1%	20,142	11.8%	58,412	15.8%	78,554
Non-BC Constrctn - Manufctring	0.8%	4,028	2.6%	13,092	3.4%	17,121
Blue Collar (defined)	3.9%	19,135	15.2%	75,532	19.1%	94,667
All responses	23.9%	118,838	76.1%	377,662	100.0%	496,500

The second table indicates the average salary requirements of blue-collar employees willing to work in Midlothian for less than \$35,000 per year is approximately \$23,211. The average salary requirements for blue-collar persons willing to work in Midlothian for \$35,000 or more is approximately \$60,560 per year.

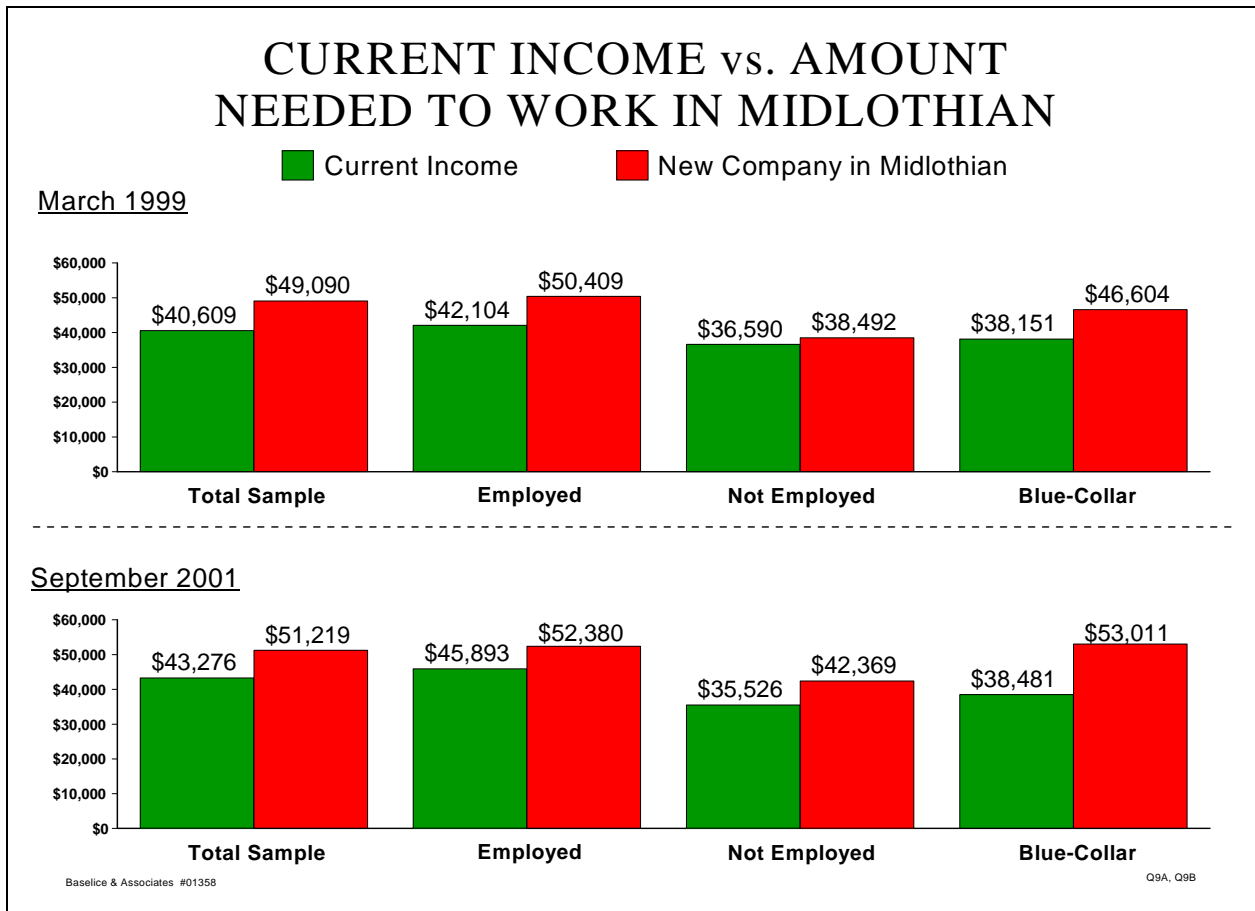
<b>AVERAGE SALARY REQUIREMENTS TO WORK IN MIDLOTHIAN</b>						
Classification	n =	Under \$35,000	n =	\$35,000 or more	N =	All Amounts
Non-BC Self-employed	6	\$13,333	25	\$65,000	31	\$55,000
White-Collar - Management	11	\$24,363	90	\$69,644	101	\$64,713
Clerical - Retail	44	\$21,965	52	\$51,462	96	\$37,942
Professional / Law -Medical	14	\$16,071	62	\$66,355	76	\$57,092
Government - Education	20	\$19,450	58	\$55,879	78	\$46,358
Non-BC Constrctn - Manufctring	4	\$20,500	13	\$59,231	17	\$50,118
Blue-Collar (defined)	19	\$23,211	75	\$60,560	94	\$53,011
All responses	118	\$21,398	375	\$60,877	493	\$51,219

## Income Requirements



1. Assuming there are 496,500 individuals willing to work in the twenty-mile radius of Midlothian, we can estimate 118,838 potential employees would be available to work in Midlothian *for under \$35,000 per year*. This is based on the survey findings which show 23.9% of respondents willing to work for a new company in Midlothian and provide a desired salary amount to work for a new company in Midlothian for under \$35,000.
2. The number of blue-collar respondents willing to work for a new company in Midlothian *for under \$35,000 per year* is 3.9% of the workforce. This percentage yields an estimated 19,135 potential blue-collar employees willing to work in Midlothian for this income amount.
3. The mean annual income required by respondents who provide an amount of money to work for a new company where their work would be similar to their current jobs is \$50,721. Non-employed workers could be enticed to work for a new company if they could earn an average of \$38,906.
4. Blue-collar respondents require \$52,593 per year to switch to a new employer while employed blue-collar workers want \$55,093.

5. Moreover, blue-collar workers want \$53,011 per year to work for a new company in Midlothian. Employed blue-collar workers want \$54,556 per year to work for a new company in Midlothian. This later figure is a 15% increase over the \$47,424 figure ascertained in a similar survey conducted 30 months ago. This is a significant increase considering all employed respondents want a 4% increase to work for a new company in Midlothian.
6. Respondents who are willing to work for a new company in Midlothian *for under \$35,000 per year*, the average desired salary amount is \$21,398 – slightly less than the \$22,028 in the March 1999 survey.



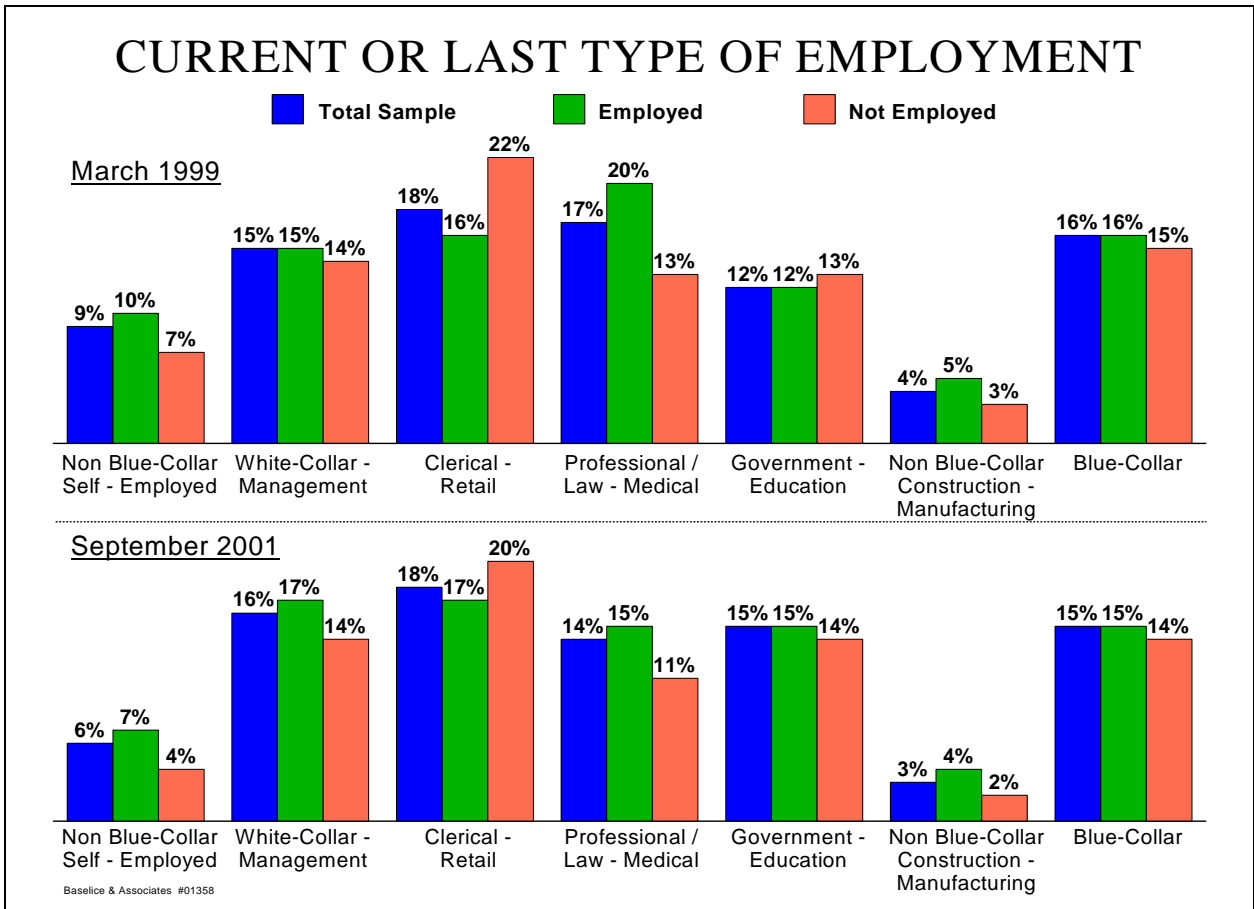
7. Thirty months ago, switching to a new job in Midlothian would have required a raise of approximately \$8,305 dollars for employed respondents (\$50,409 desired income minus \$42,104 current income). In the current survey, to entice respondents to take a job in Midlothian, their income would have to increase \$6,487 (\$52,380 in desired income minus \$45,893 current income).
8. In 1999, blue-collar workers wanted an average of \$8,454 on top of their then-current incomes to work for a new company in Midlothian (\$46,604 desired income minus \$38,150 current income). In the most recent survey, blue-collar workers desire an average of \$14,530 on top of their current incomes to work for a new company in Midlothian (\$53,011 desired income minus \$38,481 current income).

9. Thirty months ago, then-employed blue-collar workers wanted, on average, an additional \$7,030 per year to switch from their jobs to a new job in Midlothian (\$47,424 desired income minus \$40,394 current income). Currently, employed blue-collar workers desire an additional \$11,445 (\$54,556 desired income minus \$43,111 current income). The significant increase in the desired income to switch to a job in Midlothian may be a response to the notion of leaving a manufacturing job when reports of economic slowdowns are more prevalent.
10. The mean current income reported among the respondents willing to work for a new company in Midlothian *for under \$35,000 per year* is \$31,488. Several individuals provided responses on the final income demographic that inflated the average current income, causing this figure to be substantially higher than the average amount these respondents want to work in Midlothian (\$21,398).

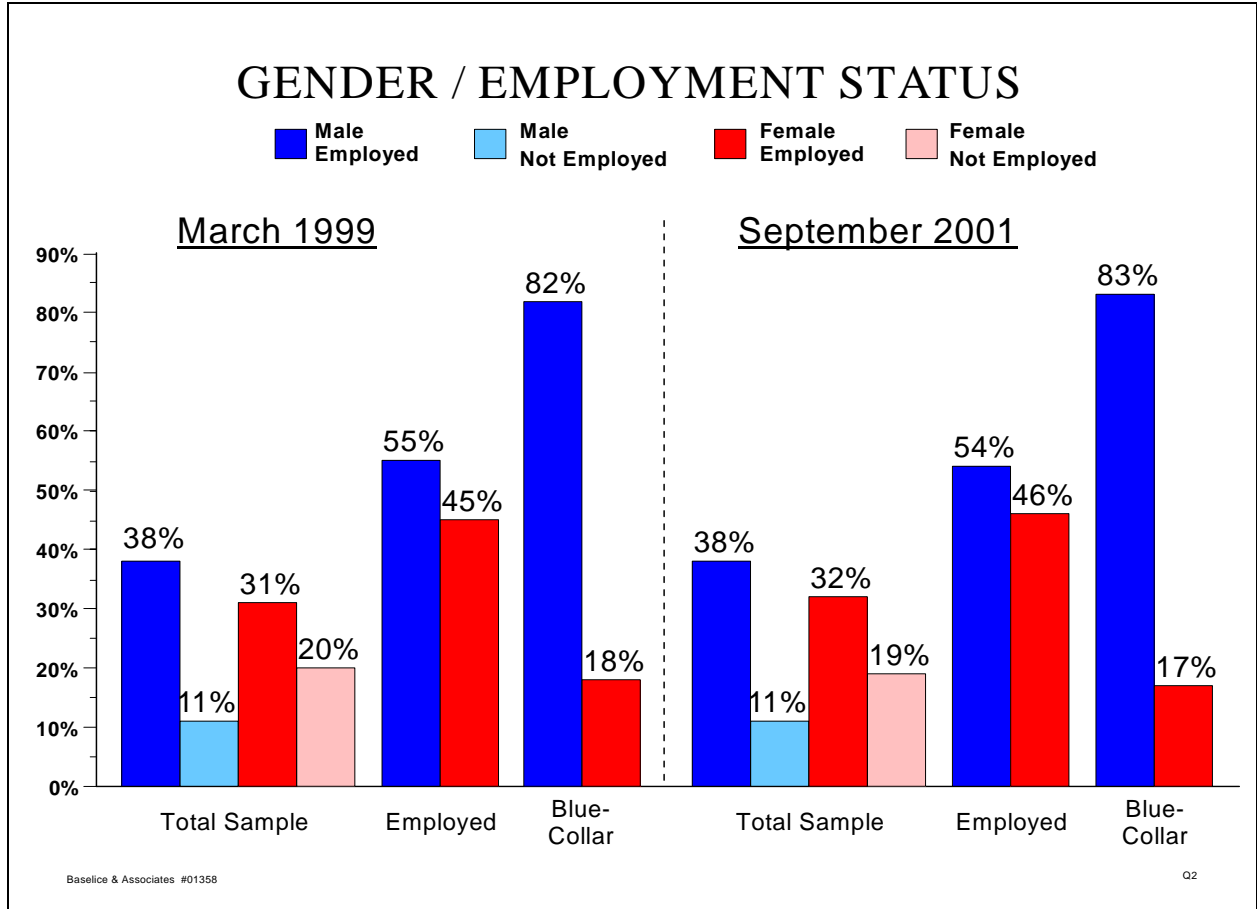
### **Type of Employment**

1. As in 1999, the Midlothian region in 2001 has a fairly balanced distribution of different worker types. This distribution for seven distinct employment classifications ranges from 3% in non-blue-collar construction and manufacturing to 18% in clerical/retail.
2. "Farming / ranching" and "other" respondent classifications are not shown on the following chart.
3. Initially, 13% of respondents currently employed or previously employed describe their type of work as either construction or manufacturing. Each respondent who selected this category was asked in open-ended fashion to specifically describe the type of work performed at their current or most recent job. Self-employed individuals (11% of the sample) were also asked this question.
4. The open-ended responses indicate approximately 15% of all respondents could be classified as working in, or having last worked in, a *true* blue-collar position that might qualify them as candidates for jobs in a new Midlothian manufacturing facility. Overall, **10%** of all respondents are currently employed **and** classified as "blue-collar workers." Another **5%** of all respondents are currently non-employed **and** classified as "blue-collar workers." See the questionnaire for a complete listing of the various responses constituting the category "blue-collar."

5. The following chart shows the breakout of blue-collar respondents as defined by their open-ended responses along with the responses to Question 3. The 13% of respondents who chose manufacturing or construction as the category that best described their type of employment is reduced to 3% of the sample after their open-ended response allowed **10%** of respondents to be re-categorized into a defined blue-collar category. Similarly, self-employed respondents is reduced from 11% to 6% after open-ended responses allowed **5%** of respondents to be re-categorized into a defined blue-collar category. This chart shows how **15%** of respondents are categorized in a variable that combines Questions 3 and 4 into a variable known as Q3TOTQ4T.



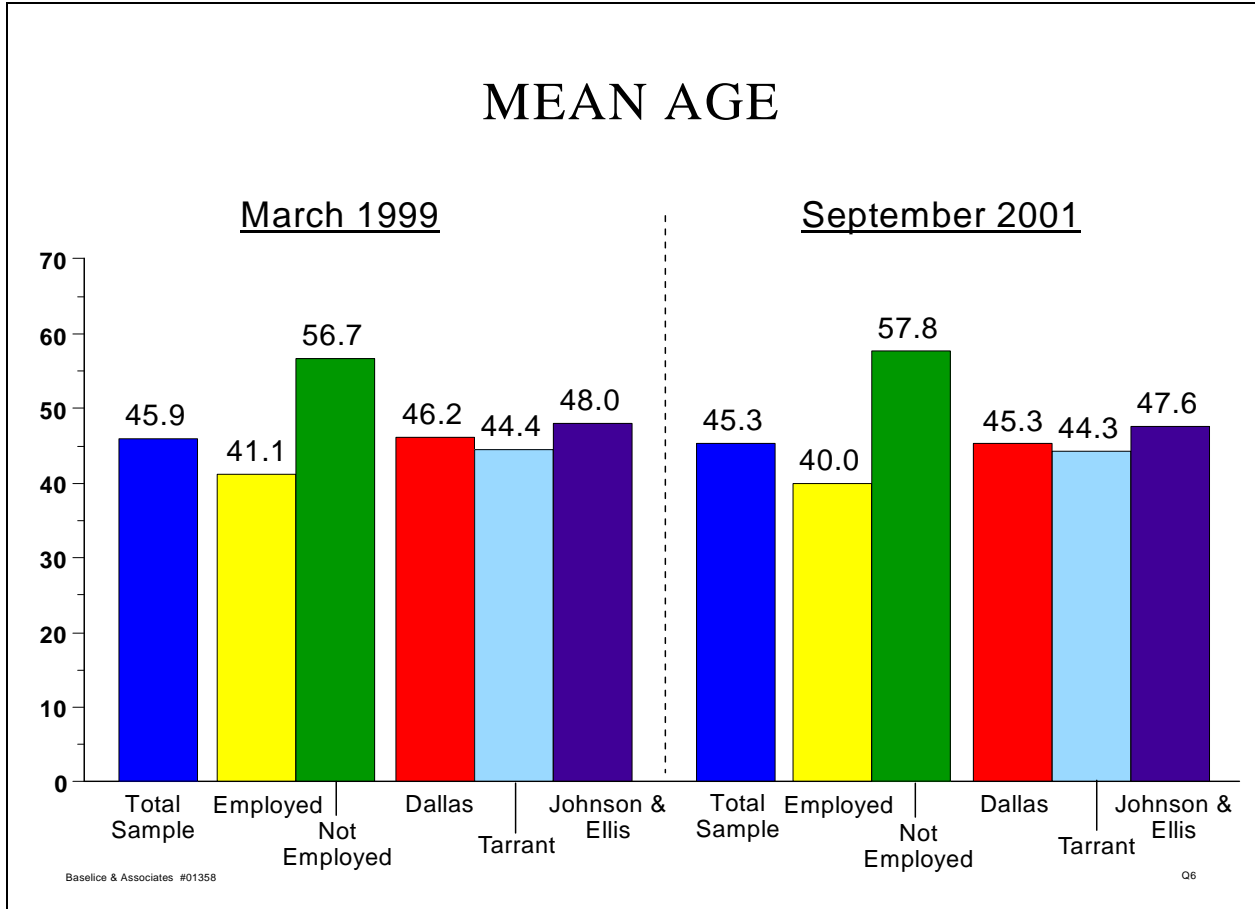
## Gender / Employment Status



1. Approximately half (54%) of all employed respondents are males.
2. Eighty-three percent (83%) of all blue-collar workers are males. Furthermore, 88% of the currently employed blue-collar workers are males.
3. Eighty-six percent (86%) of all respondents in the broad construction / manufacturing job classification are males. Conversely, 76% of the retail / clerical positions are held by females. Females (65%) also dominate the government / education positions.
4. Fifty-nine percent (59%) of professional positions are held by females whereas 55% of self-employed individuals and 59% of white-collar / management positions are held by males.

Note: Except for the females in retail / clerical positions, these subgroup results are within three percentage points of the 1999 results.

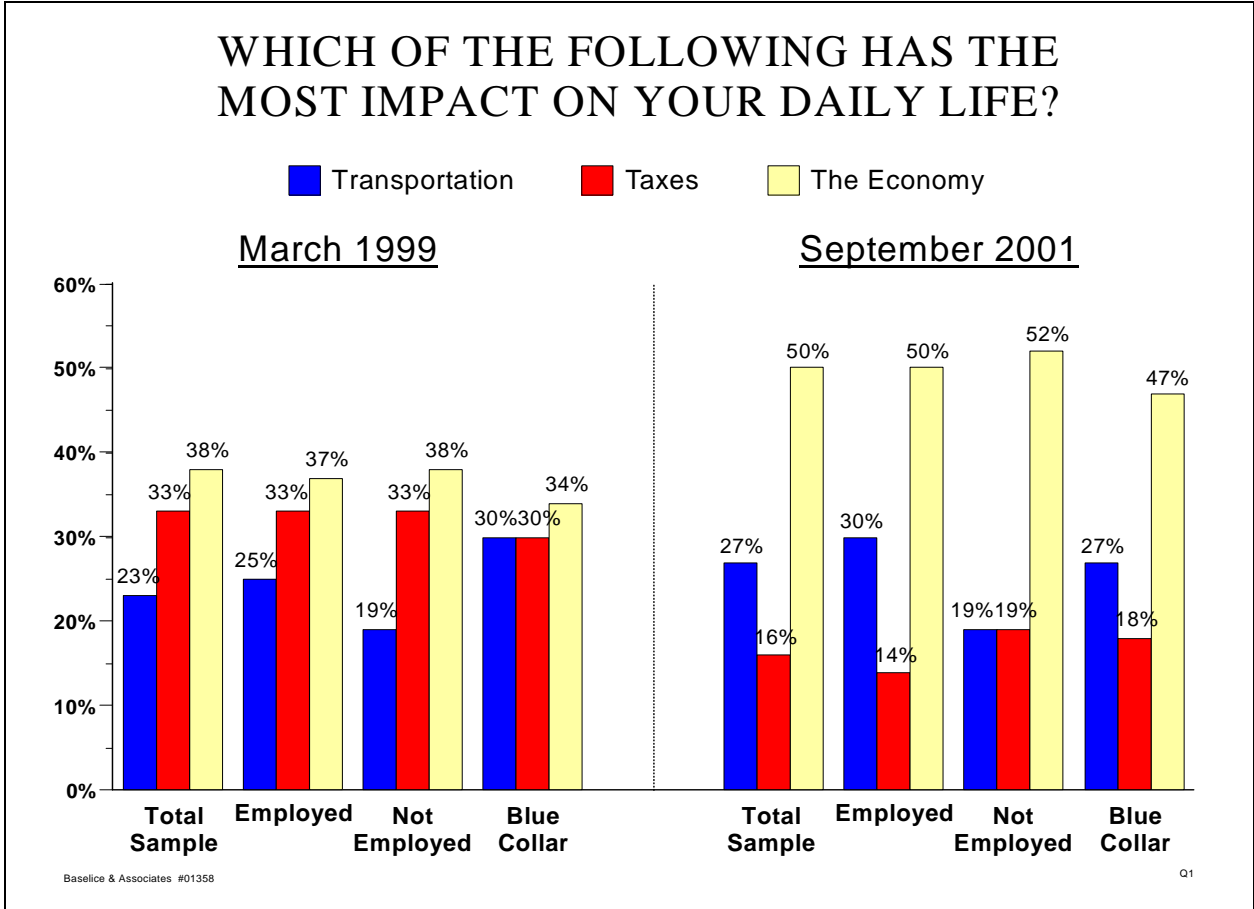
## Mean Age



1. The average age of the respondents in the sample is several years higher than the 1990 population figures show for the twenty-mile radius around Midlothian. This indicates the information in this survey provides the user with a conservative estimate of the local workforce. In other words, if younger workers are a target for planning purposes, then this survey reports the status of the minimum number of younger workers in the Midlothian area.
2. The mean age of employed respondents is 40.0 (it was 41.1 in 1999).
3. The mean age of the blue-collar workers is 43.6 (it was 45.7 in 1999).
4. The mean age of the employed, blue-collar workers is 38.7 (it was 41.6 in 1999).
5. The mean age of the non-employed, blue-collar workers is 55.6 (it was 55.9 in 1999).



**Initial Issue that Impacts Your Daily Life**



1. Clearly, the economy is a greater concern now than in 1999. Non-blue-collar self-employed respondents and white-collar / management respondents are more concerned about the economy than the average (55% each).
2. Transportation issues are more important to employed respondents (30%) than to non-employed respondents (19%).
3. On this question, respondents who are employed, or who were last employed, in a blue-collar position respond similarly to the sample average.

# DISTRIBUTION OF COMPLETED INTERVIEWS

