

**THE  
FORNEY, TEXAS  
AREA  
LABOR AVAILABILITY REPORT**

**December, 2009**

**Compiled and Prepared by**



**THE PATHFINDERS**

[www.thepathfindersus.com](http://www.thepathfindersus.com)

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**TABLE OF CONTENTS**

**I. INTRODUCTION ..... 1**

**II. KEY FINDINGS ..... 2**

**III. METHODOLOGY..... 3**

**IV. NUMBER OF AVAILABLE WORKERS..... 4**

**V. ASSESSMENT OF THE UNDEREMPLOYED WORKFORCE ..... 5**

**A. Desired Wages..... 5**

**B. Characteristics..... 7**

**C. Experience and Skills ..... 10**

**D. Factors Affecting Job Desirability ..... 11**

**VI. ASSESSMENT OF THE UNEMPLOYED WORKFORCE ..... 12**

**A. Individuals Who Would Consider Re-entering the Workforce.... 13**

**B. Individuals Actively Seeking Work..... 15**

**VII. NATIONAL COMPARISONS OF UNDEREMPLOYED WORKFORCE..... 17**

**A. Desired Wages ..... 17**

**B. Experience ..... 18**

**C. Skills ..... 21**

**VIII. EMPLOYERS’ RATINGS OF THE WORKFORCE..... 24**



## INTRODUCTION

The Pathfinders has employed its many years of experience in workforce assessments for corporate site-selection clients and civilian workforce assessments for the Department of Defense in locations that faced military base closures to produce this evaluation of the Forney, Texas area workforce. In site-selection projects, the question that most often drives the search is whether the candidate location has the workforce needed for a new or expanding operation; consequently, an analysis of an area's workforce became a key component of site searches conducted by The Pathfinders. Senior human resources executives from among corporate clients assisted in refining the methodology and report format.

While unemployed workers are a source considered in hiring, companies typically also staff a new operation with individuals who are working but who desire better jobs and who appear to possess the skills, education, and experience to qualify them for those better jobs. **By that definition**, those individuals can be considered "underemployed" and are identified as such in this report.

The Pathfinders was retained by the Forney Economic Development Corporation to quantify the extent to which both unemployment and underemployment exist in the Forney area. This report also represents the objective and professional view of The Pathfinders with regard to workforce quality, availability, costs, experience and skills that a new or expanding employer can expect in the Forney region.

**The information presented in this report has been developed independently of the client, and the client has not influenced the findings.**



## KEY FINDINGS

- The Forney area, referred to in this report as the “labor shed”, has a household population of approximately 31,700; a civilian labor force of approximately 15,400; and a pool of approximately 1,300 unemployed persons who are actively seeking work.
- The results of this survey indicate that a new or expanding employer will be able to attract employees from an additional pool of about 4,700 underemployed workers.
- The desired pay rates of the underemployed workers are reasonable when compared to their existing pay rates. The median current pay rate of the underemployed workers is \$24.54 per hour, and their median desired pay rate is \$25.90 per hour.
- The median desired pay rate of the unemployed workers who are actively seeking work is \$15.23 per hour.
- Survey results indicate almost half (47%) of the underemployed workers in the labor shed work in Dallas, Texas.
- In addition to the underemployed and those unemployed individuals who are actively seeking work, survey results indicate approximately 400 unemployed individuals in the labor shed who are not actively seeking work but would consider re-entering the workforce.
- In total, the Forney area has approximately 6,400 available workers for new or expanding businesses.



## METHODOLOGY

The first step in assessing the workforce of the Forney area was to determine the boundaries of the area to be assessed. The Forney survey area is referred to in this report as the “labor shed”. This labor shed consists of zip code 75126, 97% of which is located in Kaufman County, Texas and 3% is located in Rockwall County, Texas.

Selected online resources were used in this project. Additionally, The Pathfinders conducted face-to-face and telephone interviews with individuals throughout the labor shed. The purpose of these surveys was to ascertain availability for work with a new employer; determine desired pay rates; and, collect information on such factors as age, education, commuting patterns, experience, and skills.

The data obtained as a result of those interviews enabled The Pathfinders to apply and employ a proprietary methodology that accurately determined the existence of underemployment and the quality and characteristics of both the underemployed and unemployed workers in the area. Further, The Pathfinders applied a proprietary process to the analysis of the data to correct for invalid responses. For example, those persons indicating they would take a new job but also indicating the desire for increased or decreased pay that is unreasonable are not included in the results.

It is important to note that companies making location decisions based upon these surveys have reported that when staffing actually began, the numbers reported by The Pathfinders proved to be accurate.



## NUMBER OF AVAILABLE WORKERS

### The Forney Area Labor Shed

The Forney area labor shed has a household population of approximately 31,700. The civilian labor force numbers approximately 15,400, and the labor shed contains approximately 1,300 unemployed people who are actively seeking work.

The results of this assessment determined that approximately 4,700 workers can be defined as underemployed: those individuals who are currently working but would take a better job if offered by a new or existing employer and who appear to possess the skills, education, and experience to qualify them to do so. Another 400 individuals would consider re-entering the workforce. Together with the unemployed, actively seeking work individuals, the Forney area has approximately 6,400 available workers for new or existing employers.

#### TOTAL AVAILABLE WORKERS

Number of underemployed workers	4,700
Number of unemployed, actively seeking work individuals	1,300
Number of unemployed individuals who are considering re-entering the workforce	400
<b>Total Number of Workers Available for Employers*</b>	<b>6,400</b>

\* The reader is cautioned that, while the number of workers identified in the region, as well as their skills, experience, education, and costs, is accurate, all of those individuals may not be acceptable candidates for an employer. Their previous work records, stability, integrity, intelligence, appearance, and other factors are not considered in this report.



## ASSESSMENT OF THE UNDEREMPLOYED WORKFORCE

### The Forney Area Labor Shed

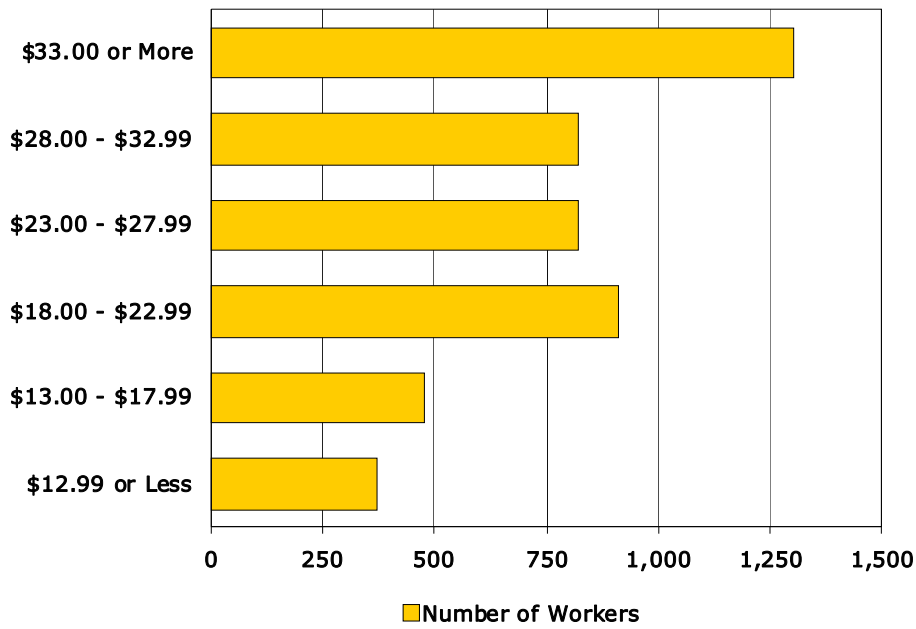
The 4,700 underemployed workers identified in this report might also be termed “upgraders”. They desire to move into an upgraded job and appear to possess the skills, education, and experience to enable them to do so. The following charts represent the desired pay rates of the underemployed individuals in the labor shed. Desired wages are shown by specific rates, range and percentiles.

#### NUMBER OF UNDEREMPLOYED WORKERS AVAILABLE AT SPECIFIC WAGE RATES PER HOUR (rounded)

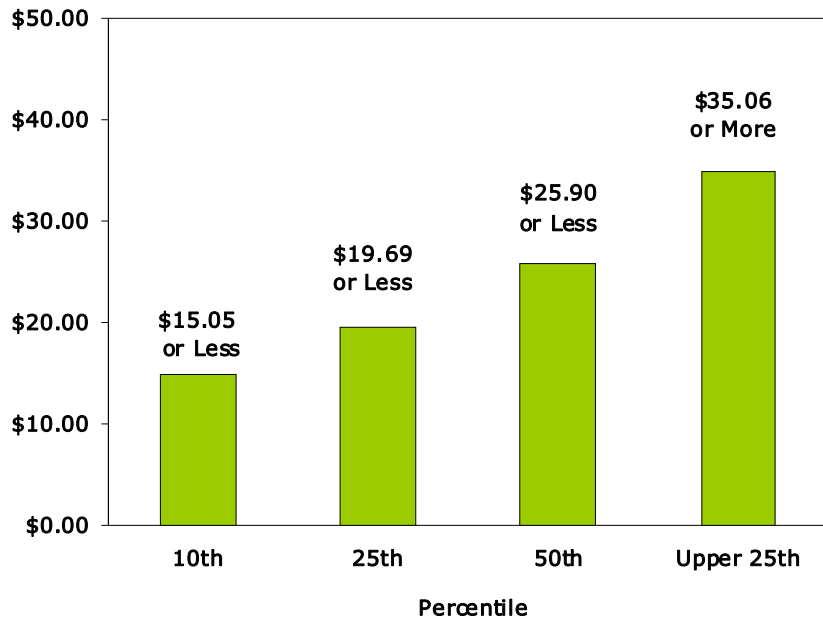
Desired Pay Rate	Number Available
\$8.99 or Less	30
\$9.00 - \$10.99	190
\$11.00 - \$12.99	150
\$13.00 - \$14.99	90
\$15.00 - \$16.99	300
\$17.00 - \$18.99	210
\$19.00 - \$20.99	580
\$21.00 - \$22.99	210
\$23.00 - \$24.99	410
\$25.00 - \$26.99	260
\$27.00 - \$28.99	550
\$29.00 - \$30.99	270
\$31.00 - \$32.99	150
\$33.00 - \$34.99	120
\$35.00 - \$36.99	240
\$37.00 or More	940



**DESIRED WAGE RATES PER HOUR BY RANGE**  
**4,700 Underemployed Workers**



**DESIRED WAGE RATES PER HOUR BY PERCENTILE**  
**4,700 Underemployed Workers**





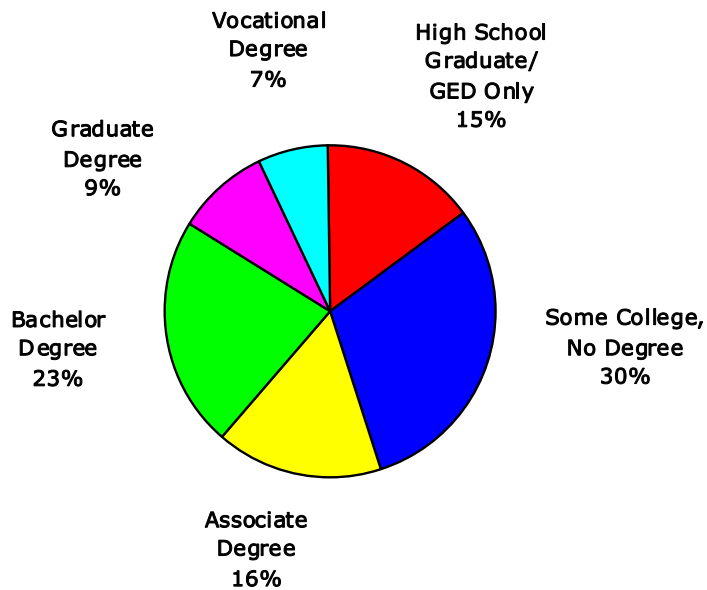
## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### The Forney Area Labor Shed

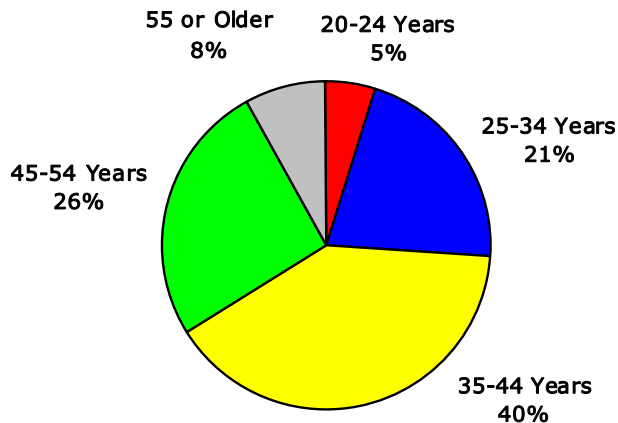
### 4,700 Underemployed Workers

The following charts provide information on various characteristics of the underemployed workers in the labor shed. As these data relate solely to those individuals in the labor shed who are underemployed, they will vary from data representative of the population and civilian labor force as a whole.

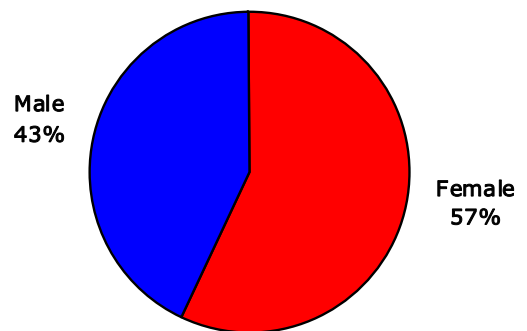
#### EDUCATION



#### AGE



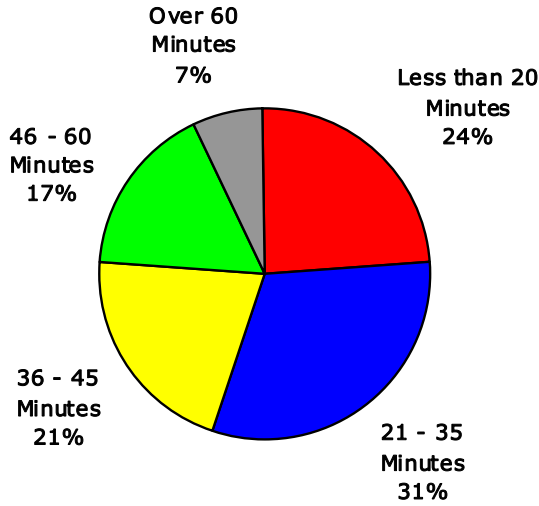
#### GENDER



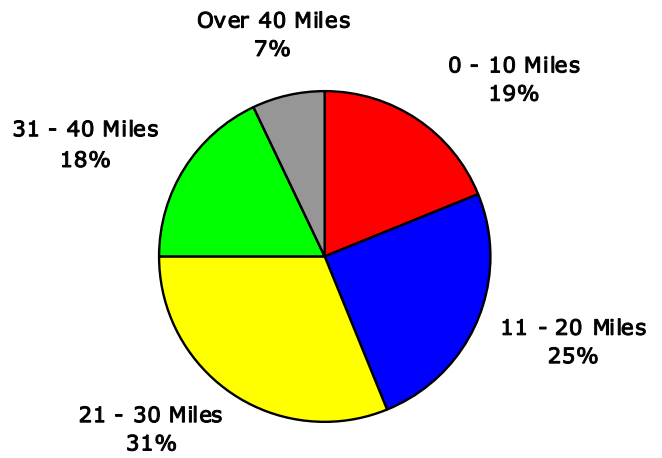
## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

### 4,700 Underemployed Workers

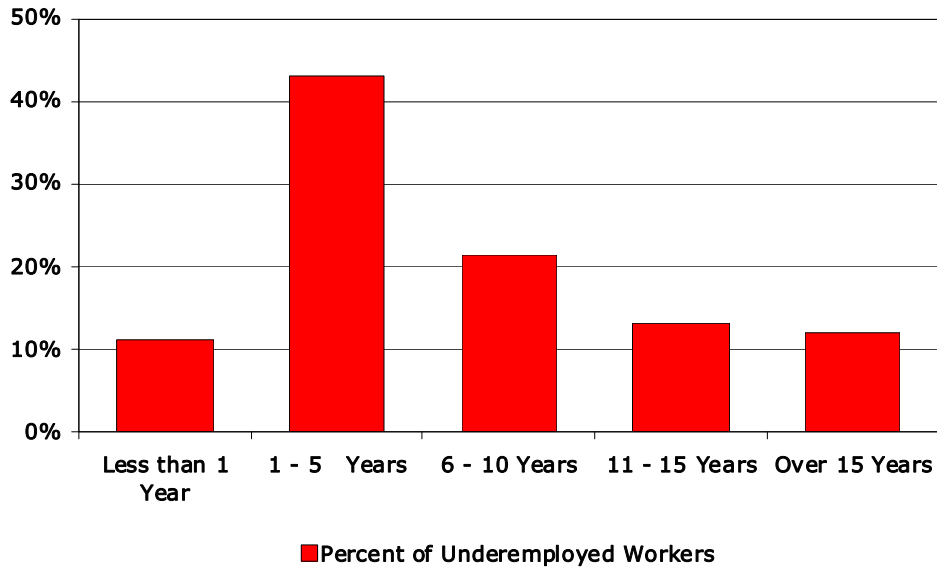
**CURRENT COMMUTE TIME**



**CURRENT COMMUTE DISTANCE**



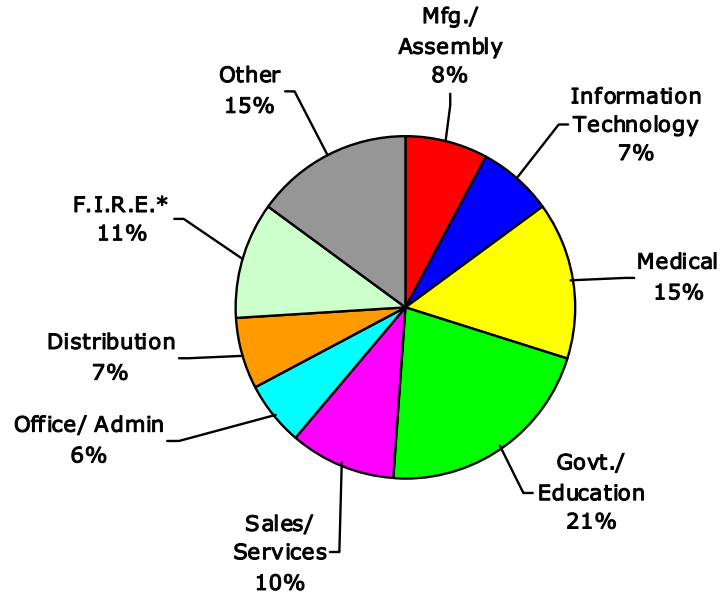
**LENGTH OF TIME IN CURRENT JOB**



## CHARACTERISTICS OF UNDEREMPLOYED WORKERS

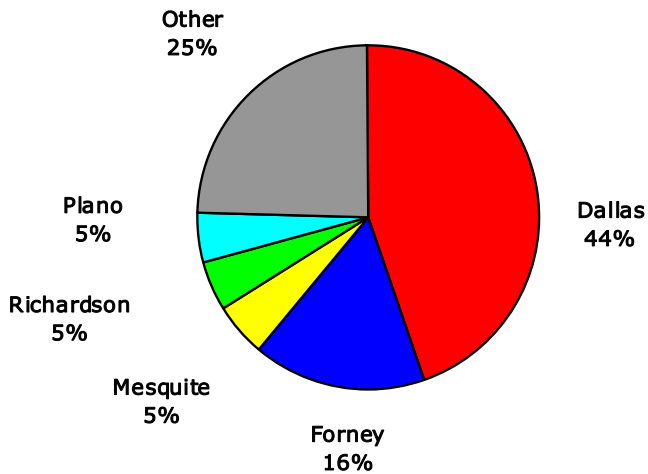
### 4,700 Underemployed Workers

#### CURRENT AREA OF EMPLOYMENT

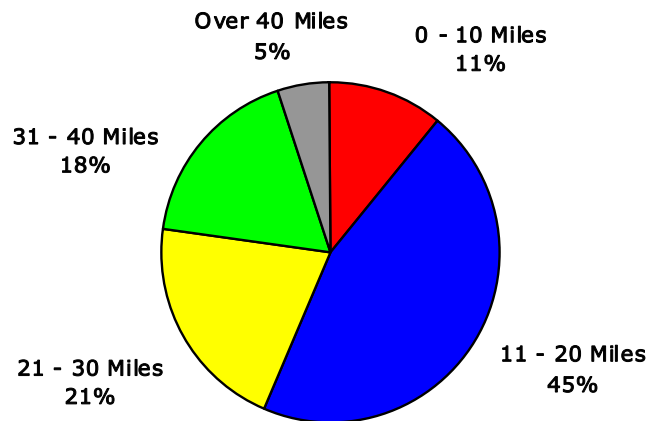


\*Finance, Insurance, Real Estate

#### CITY OF EMPLOYMENT



#### MILES WILLING TO COMMUTE



**EXPERIENCE AND SKILLS – UNDEREMPLOYED WORKERS****4,700 Underemployed Workers**

Experience Category	Number of Workers (Rounded)	Percentage of Total	Average Years of Experience
Office Operations	3,600	76%	11
Customer Service	3,400	73%	11
Warehouse/Distribution/Transportation	1,600	34%	7
Information Technology	1,600	34%	8
Call Center	1,500	31%	5
Manufacturing/Assembly/Fabrication	1,400	29%	7
Medical/Health Sciences	1,400	29%	9
Maintenance/Installation/Repair	1,000	22%	10

The similarities between the experience and skills categories are designed to ensure inclusiveness considering the multitude of tasks and job titles present in most business, government and institutional operations. It should be noted that individuals polled normally have experience and/or skills in multiple categories.

Skills	Number of Workers (Rounded)	Percentage of Total
Office Operations	3,500	74%
Warehouse/Materials Handling	1,600	34%
Information Technology	1,600	34%
Manufacturing/Assembly/Fabrication	1,400	29%
Medical/Health Sciences	1,300	27%
Technician/Quality Assurance	900	20%
Maintenance/Installation/Repair	800	18%
Electronics/Engineering	600	12%



## FACTORS AFFECTING JOB DESIRABILITY

### 4,700 Underemployed Workers

In an effort to identify those factors most important to the Forney area's underemployed workers relative to consideration of an employer's desirability, the surveyed individuals were asked to rate the following job factors on a scale of 1 to 5, with 5 being "extremely important" and 1 being "not important". The table below presents the ratings for each factor.

Factor	5 Extremely Important	4 Very Important	3 Important	2 Somewhat Important	1 Not Important
Financial Stability of the Company	67%	27%	4%	1%	1%
Salary	63%	30%	5%	1%	1%
Insurance Benefits	56%	27%	13%	3%	1%
Opportunity for Advancement	52%	32%	12%	2%	2%
Retirement Benefits	51%	34%	13%	1%	1%
Location	46%	32%	16%	5%	1%
Physical Working Environment	32%	33%	27%	6%	2%
Flexible Work Schedule	28%	34%	27%	8%	3%

As shown above, the underemployed workers in the Forney labor shed rated financial stability of the company and salary as the two factors most important to them in consideration of a job change. This does not mean that the remaining factors are unimportant to the underemployed workers.



## ASSESSMENT OF THE UNEMPLOYED WORKFORCE

### The Forney Area Labor Shed

This report documents two groups of unemployed individuals in the Forney area labor shed who would be available workers for a new or expanding business. The groups are classified as:

- Individuals who are actively seeking work
- Individuals who are considering re-entering the workforce

Published statistics document 1,300 unemployed workers in the labor shed who are actively seeking work. This number could possibly be higher due to individuals looking for work who are not on the roles of the state unemployment agencies. Survey results suggest that an additional 400 people, who are not currently employed or actively seeking work, would consider re-entering the workforce.

In total, the labor shed has approximately 1,700 unemployed individuals who would be considered potential workers for a new or expanding operation.

#### UNEMPLOYED INDIVIDUALS

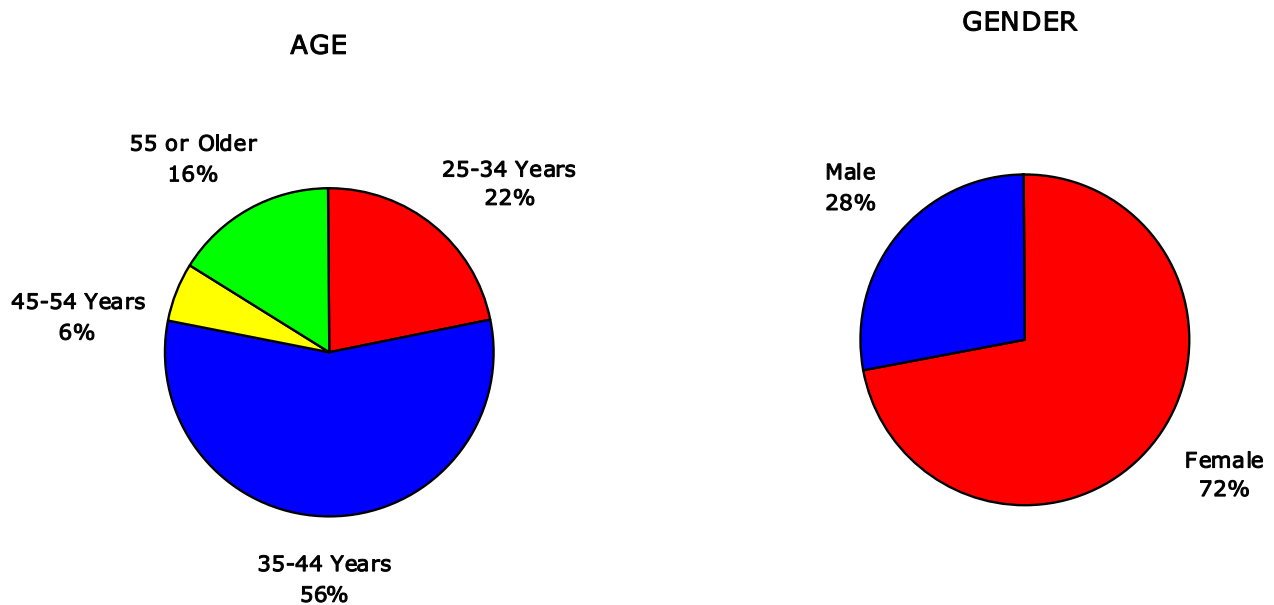
Number of unemployed, actively seeking work individuals	1,300
Number of unemployed individuals who would considering re-entering the workforce	400
	_____
<b>Total Number of Unemployed Individuals Available for Employers</b>	<b>1,700</b>

The determinations for these two segments of the workforce have a larger statistical variance than that for the underemployed.



**CHARACTERISTICS OF INDIVIDUALS WHO  
WOULD CONSIDER RE-ENTERING THE WORKFORCE  
400 Potential Workers**

The following charts provide information on that segment of unemployed individuals in the labor shed who would consider re-entering the workforce. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.** In the Forney labor shed, there are approximately 400 individuals who are currently unemployed, not actively seeking work, but would consider re-entering the workforce. They are predominately female and their average age is 41 years.



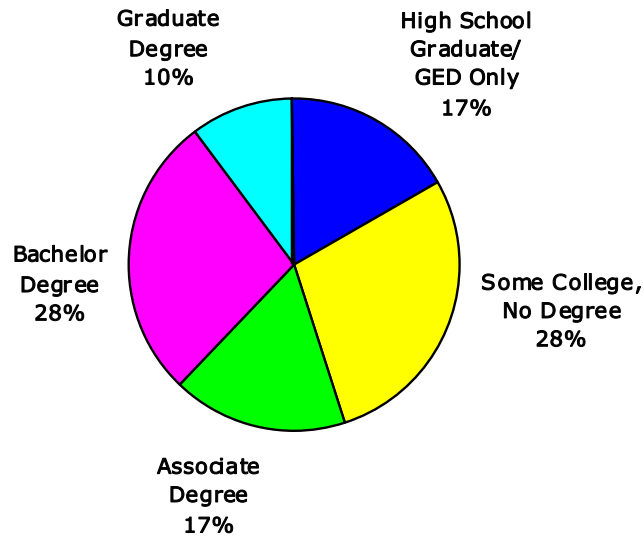
The median desired pay rate of the unemployed individuals in the labor shed who would consider re-entering the workforce is \$18.90 per hour.



**CHARACTERISTICS OF INDIVIDUALS WHO  
WOULD CONSIDER RE-ENTERING THE WORKFORCE**

**400 Potential Workers**

**EDUCATION**



Skills	Number of Individuals (Rounded)	Percentage of Total
Office Operations	240	61%
Information Technology	130	33%
Medical/Health Sciences	110	28%
Electronics/Engineering	110	27%
Maintenance/Installation/Repair	70	17%
Technician/Quality Assurance	60	16%
Manufacturing/Assembly/Fabrication	40	11%
Warehouse/Materials Handling	40	11%

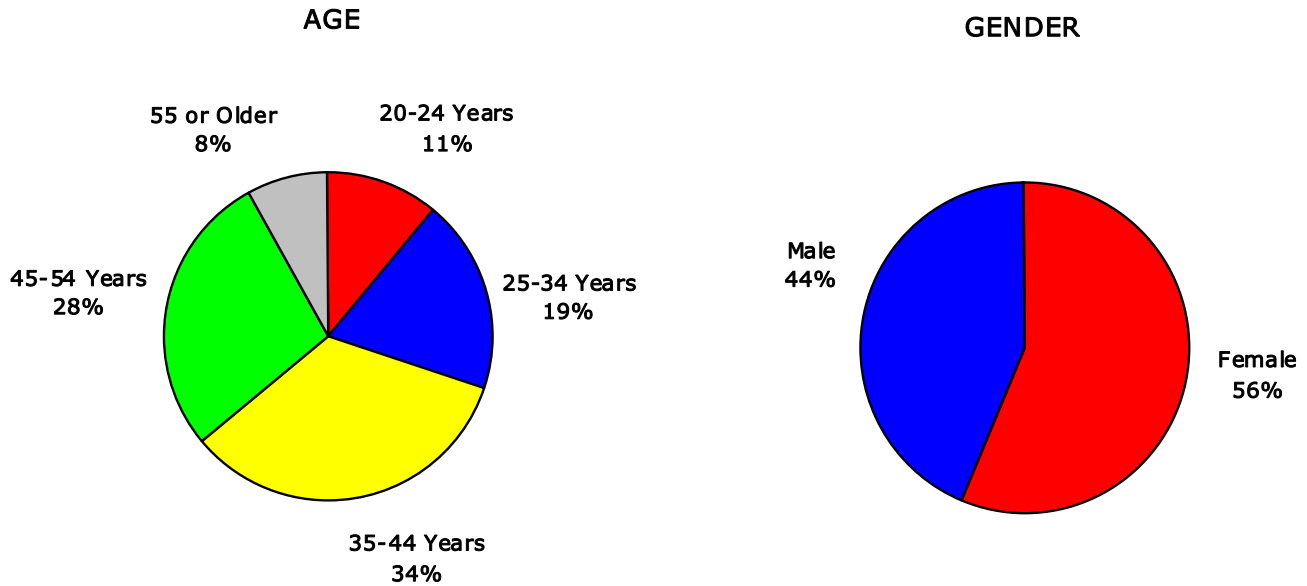




**CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE  
ACTIVELY SEEKING WORK**

**1,300 Workers**

According to survey results, the following charts provide information on those unemployed workers in the labor shed who are actively seeking work. **As these data relate solely to those individuals in the labor shed who are unemployed, they will vary from data representative of the population and civilian labor force as a whole.** In the Forney labor shed, according to published sources, there are approximately 1,300 individuals who are actively seeking work. These individuals are relatively equal in gender, and their average age is 40 years. They have been unemployed for an average of 10 months.



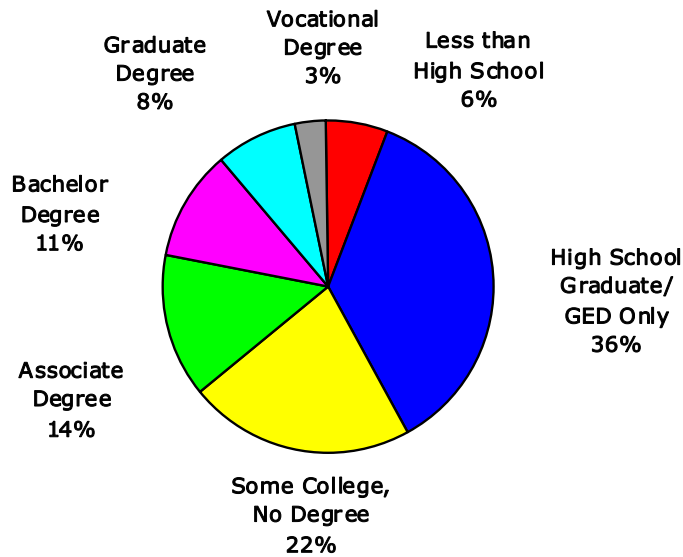
The median desired pay rate of the unemployed workers in the labor shed who are actively seeking work is \$15.23 per hour.



## CHARACTERISTICS OF UNEMPLOYED INDIVIDUALS WHO ARE ACTIVELY SEEKING WORK

1,300 Workers

### EDUCATION



Skills	Number of Individuals (Rounded)	Percentage of Total
Office Operations	730	56%
Warehouse/Materials Handling	360	28%
Manufacturing/Assembly/Fabrication	330	25%
Medical/Health Sciences	290	22%
Technician/Quality Assurance	290	22%
Maintenance/Installation/Repair	290	22%
Information Technology	220	17%
Electronics/Engineering	140	11%

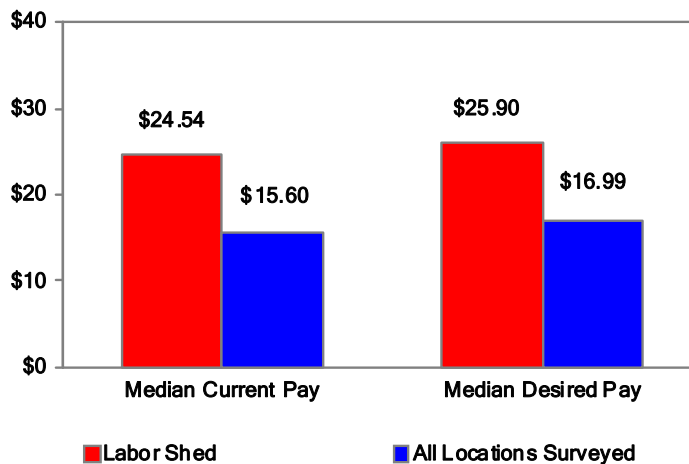


## NATIONAL COMPARISONS OF UNDEREMPLOYED WORKFORCE

This section of the report provides comparisons of the pay rates, experience and skills of the labor shed’s underemployed workforce with the underemployed workforces in other areas previously surveyed by The Pathfinders. A prospect company considering the Forney region as a location will judge its workforce on a comparative basis. The comparative data for other locations used in the following charts reflect information accumulated over the past eighteen months. The Pathfinders maintains a continuing database of over 700 surveyed counties and communities and more than 30 million workers. In the charts, the Forney region is referred to as “labor shed”.

The chart below illustrates the median current and desired wages of the underemployed workers in the Forney labor shed as compared to those underemployed workers in all locations surveyed by The Pathfinders over the past eighteen months. As indicated, the median current pay of all surveyed, underemployed workers over the past eighteen months is \$15.60 per hour, and the median desired pay of these workers is \$16.99 per hour. As shown, survey results indicate that the Forney region’s underemployed workers have higher pay rates in both median current pay and desired pay than other locations surveyed.

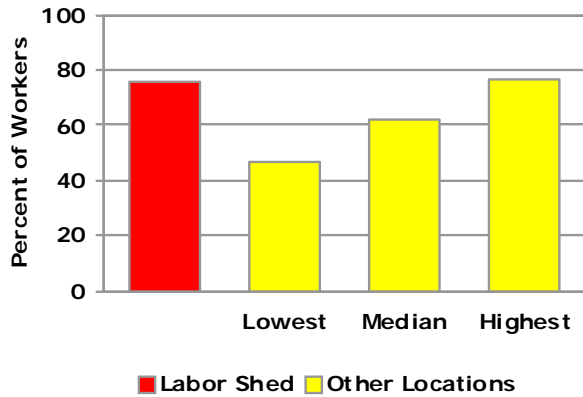
### COMPARISON OF MEDIAN CURRENT / DESIRED WAGES (per hour)



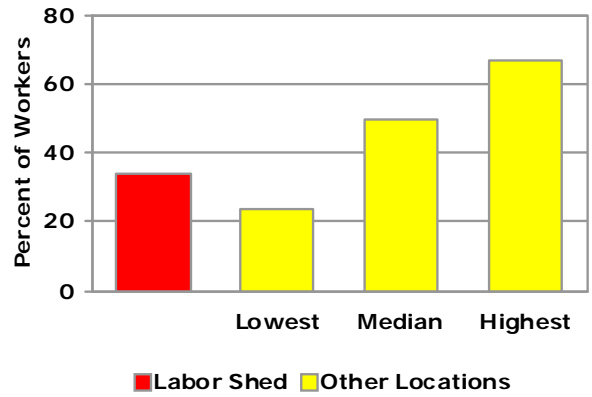
**COMPARISON OF EXPERIENCE  
UNDEREMPLOYED WORKERS**

**The Forney Area /  
Locations Surveyed Over the Past 18 Months**

**OFFICE**



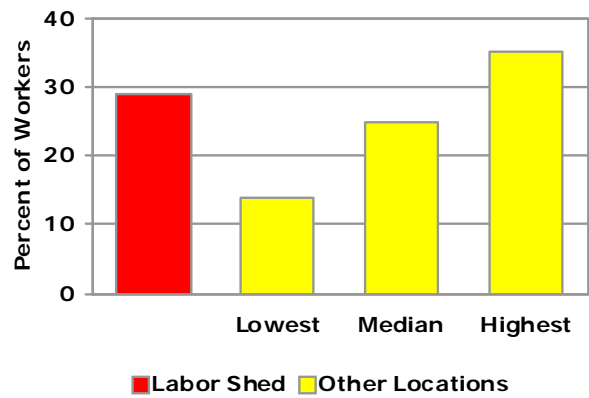
**WAREHOUSE / DISTRIBUTION /  
TRANSPORTATION**



**MANUFACTURING / ASSEMBLY /  
FABRICATION**



**MEDICAL /  
HEALTH SCIENCES**



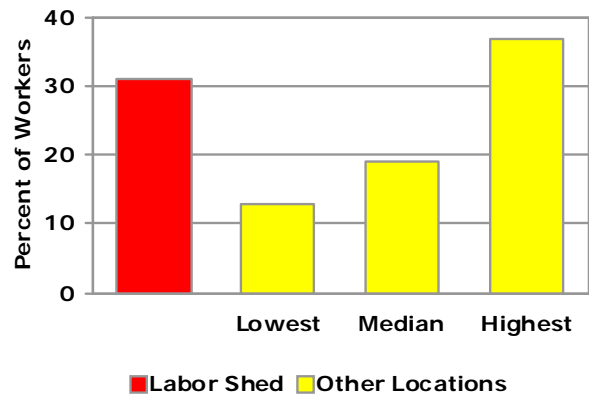
## COMPARISON OF EXPERIENCE UNDEREMPLOYED WORKERS

The Forney Area /  
Locations Surveyed Over the Past 18 Months

**MAINTENANCE /  
INSTALLATION / REPAIR**



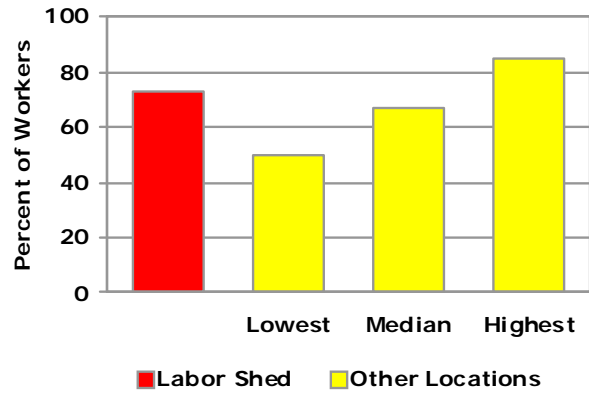
**CALL CENTER**



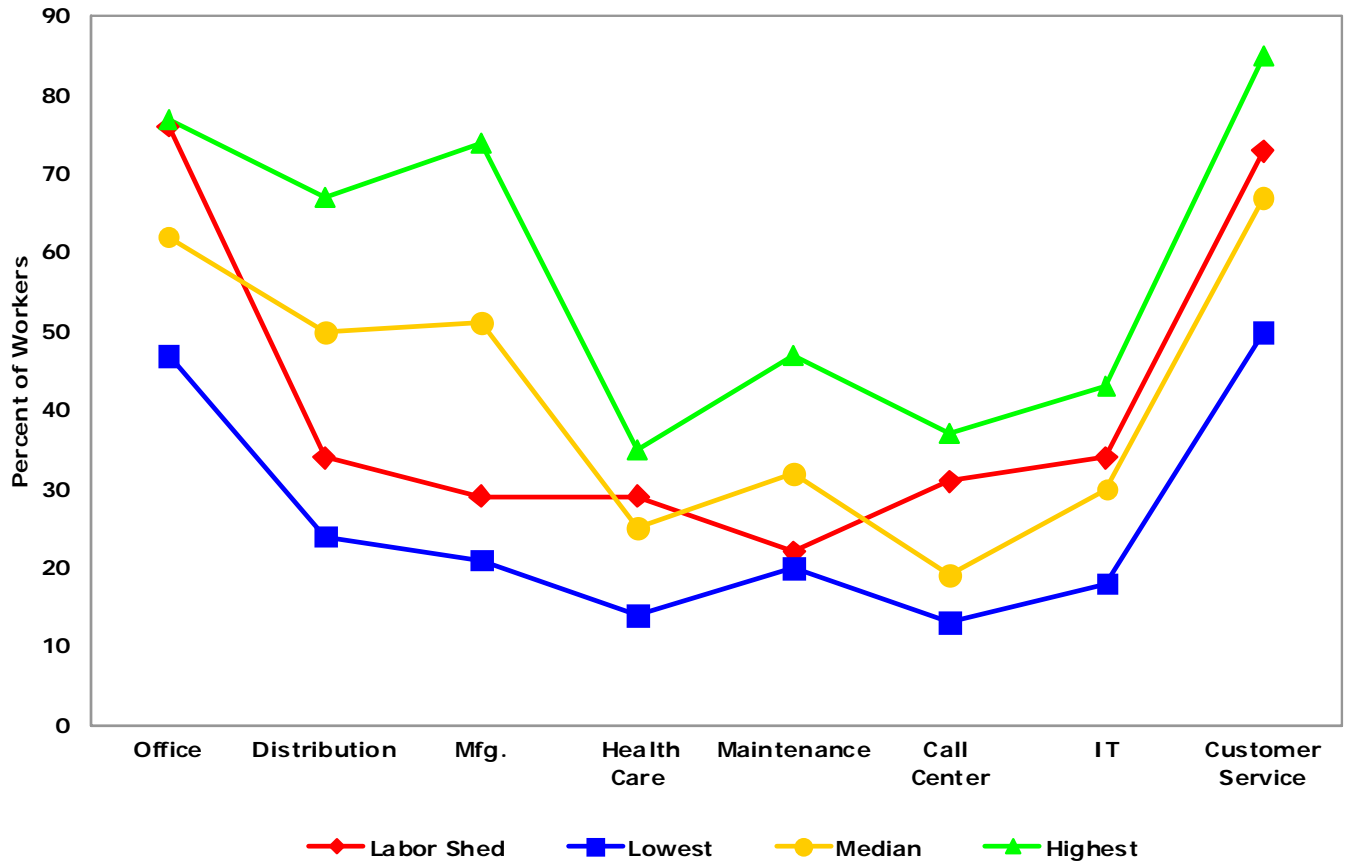
**INFORMATION TECHNOLOGY**



**CUSTOMER SERVICE**



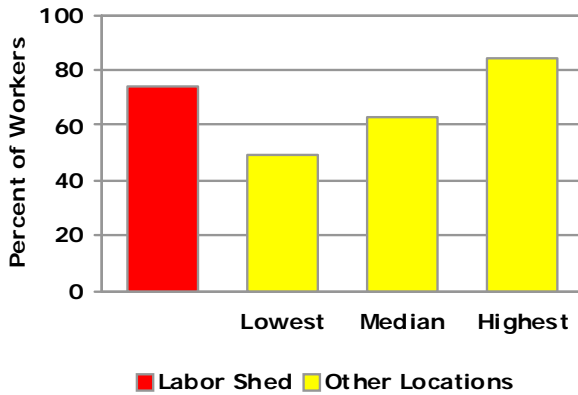
**SUMMARY COMPARISON OF EXPERIENCE**  
**UNDEREMPLOYED WORKERS**  
 The Forney Area /  
 Locations Surveyed Over the Past 18 Months



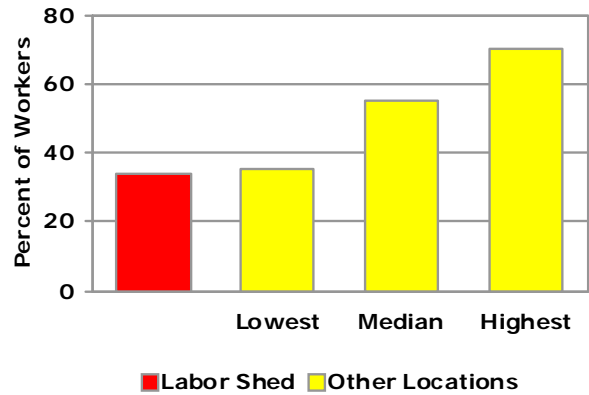
## COMPARISON OF SKILLS UNDEREMPLOYED WORKERS

The Forney Area /  
Locations Surveyed Over the Past 18 Months

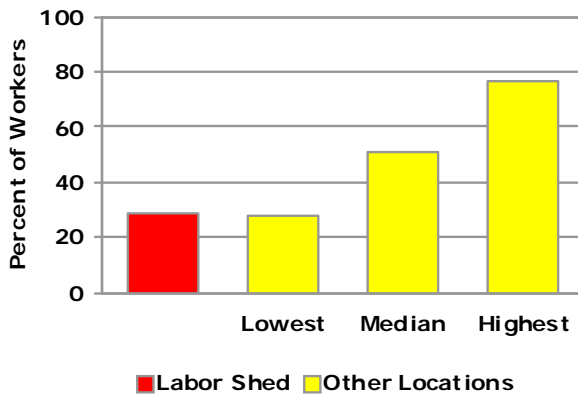
### OFFICE



### WAREHOUSE / MATERIALS HANDLING



### MANUFACTURING / ASSEMBLY / FABRICATION



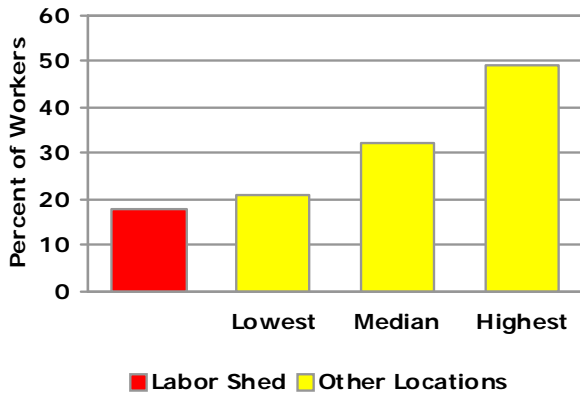
### MEDICAL / HEALTH SCIENCES



## COMPARISON OF SKILLS UNDEREMPLOYED WORKERS

The Forney Area /  
Locations Surveyed Over the Past 18 Months

**MAINTENANCE /  
INSTALLATION / REPAIR**



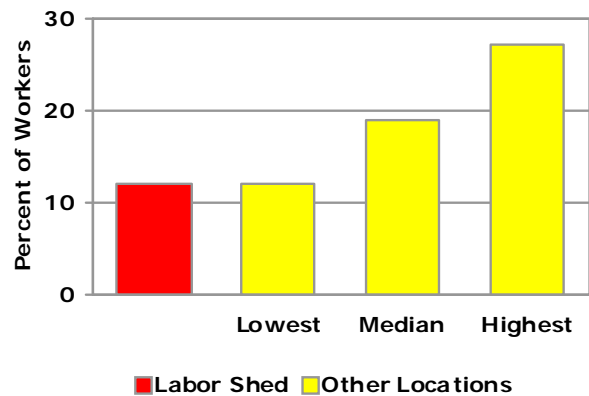
**TECHNICIAN / QUALITY  
ASSURANCE**



**INFORMATION TECHNOLOGY**

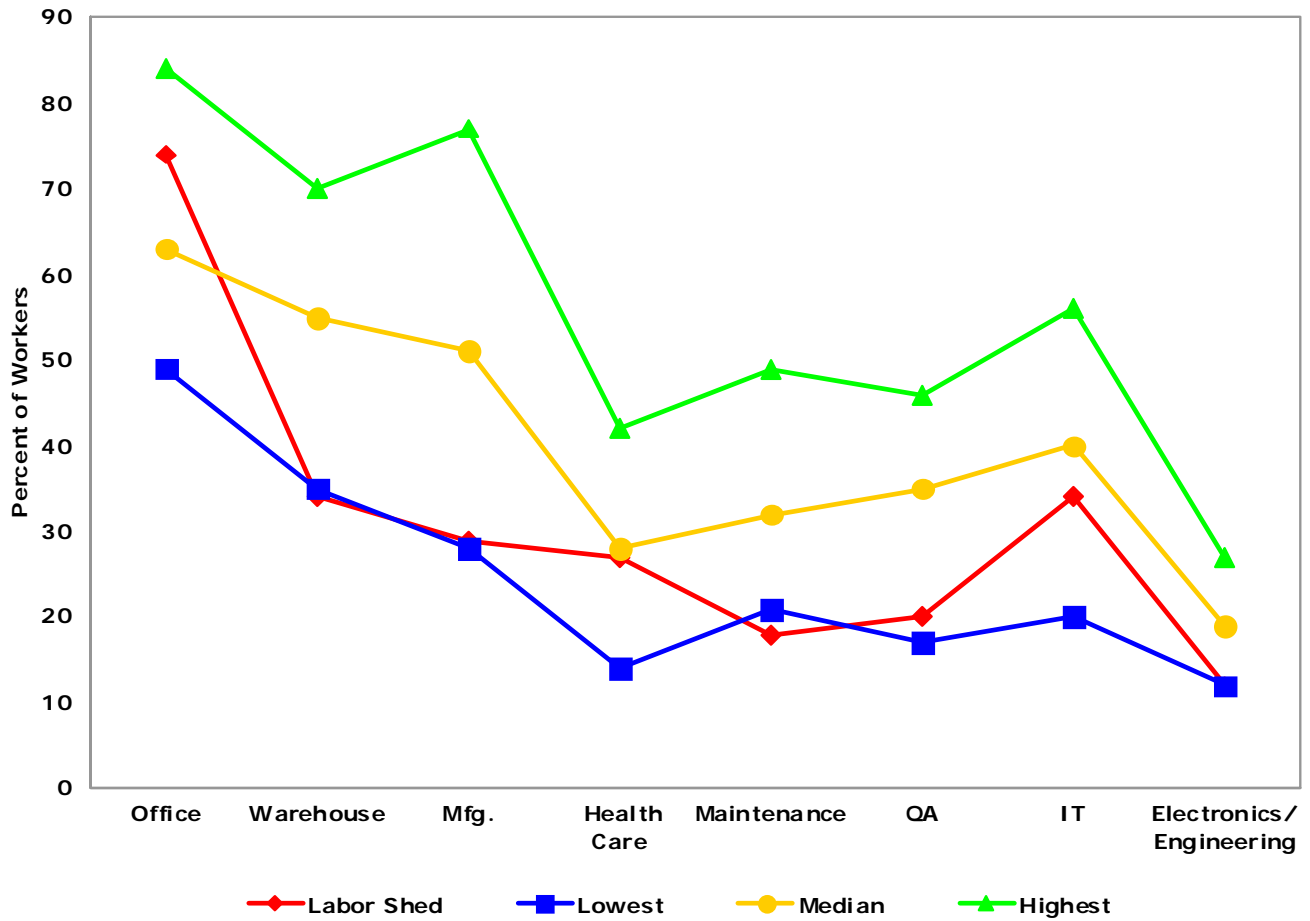


**ELECTRONICS /  
ENGINEERING**





**SUMMARY COMPARISON OF SKILLS  
UNDEREMPLOYED WORKERS  
The Forney Area /  
Locations Surveyed Over the Past 18 Months**



## EMPLOYERS' VIEWS OF THE THE FORNEY AREA TOTAL WORKFORCE

In developing a profile of existing workers in the Forney region, The Pathfinders considered such factors as labor availability, productivity, unionization, attitudes, costs, and education. The analysis was based upon interviews conducted with senior management and human resources professionals from companies located in the labor shed. As determined from the employer interviews, the tables below reflect the top methods used to recruit hourly and salaried workers in the Forney region and the percent of employers utilizing each method. Employers may use multiple recruitment methods.

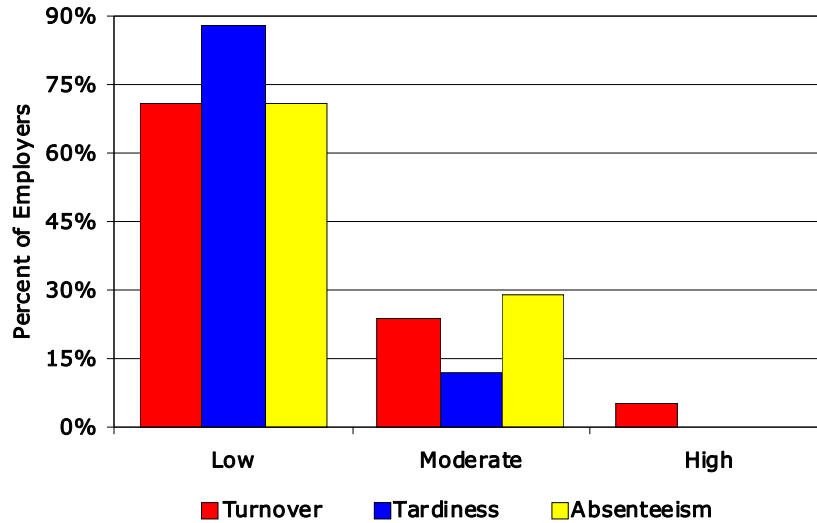
Recruiting Methods – Hourly Workers	% of Employers
Word of Mouth	35%
Walk-Ins	35%
Newspaper Ads	29%

Recruiting Methods – Salaried Workers	% of Employers
Internet	47%
Newspaper Ads	24%
Word of Mouth	24%

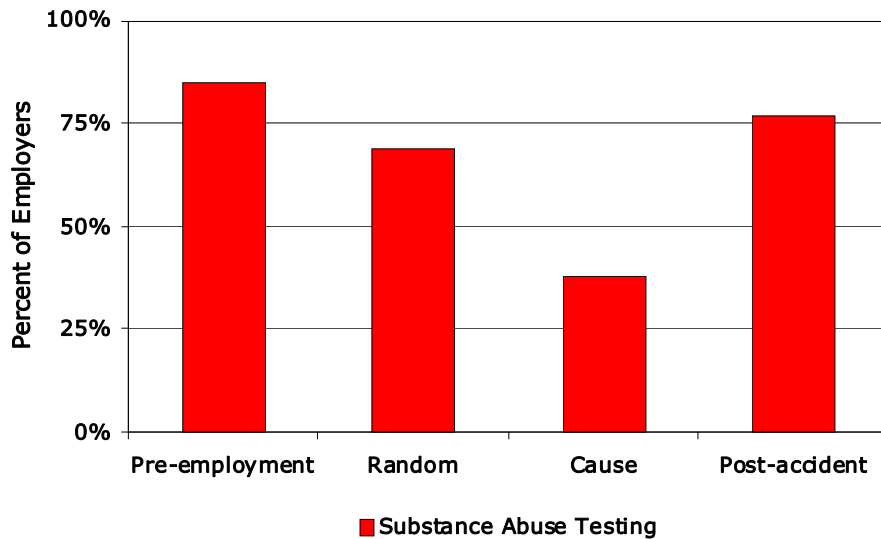
41% of the employers interviewed stated their companies had operations in other regions of the United States. Of these employers, those familiar with the workforces in those other locations reported that their Forney area operations were comparable to or better than the other regions in terms of profitability and production.



Based upon the experience of The Pathfinders in evaluating labor forces in numerous locations, a definite correlation between productivity, absenteeism, tardiness, turnover, and substance abuse appears to exist. That correlation goes beyond the fact that an absent worker is obviously unproductive. Rather, those factors are indicative of an employee’s attitude toward the job. The chart below shows the percent of employers’ ratings for turnover, tardiness and absenteeism.

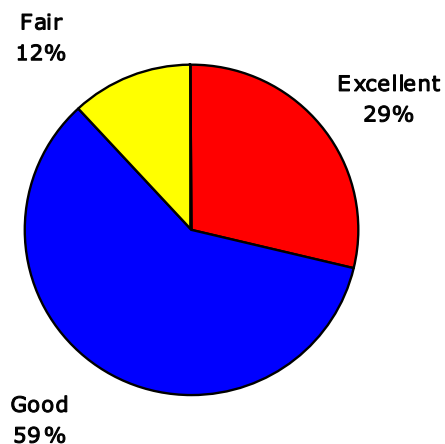


Additionally, in the Forney region, 76% of the employers interviewed stated their companies tested for substance abuse, primarily pre-employment. Substance abuse within the workforce was reported as very low by the participating employers.

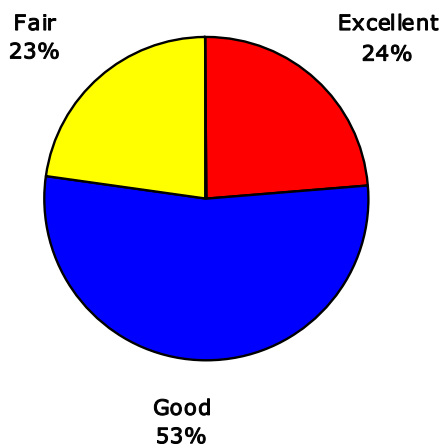


In consideration of all factors, 88% of the employers in the Forney area rated the productivity of the workforce as "Good" to "Excellent". Worker reliability received high marks from 77% of the employers.

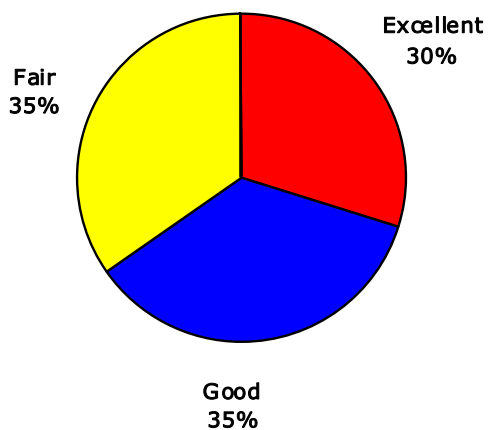
### WORKER PRODUCTIVITY



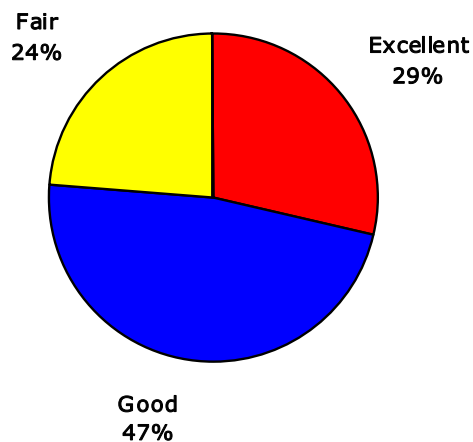
### WORKER RELIABILITY



### WORKER ATTITUDES

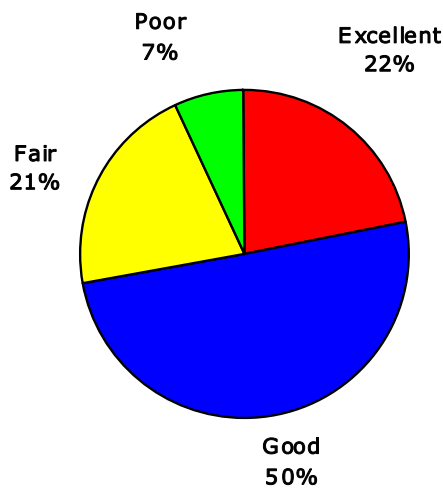


### TEAMWORK SKILLS

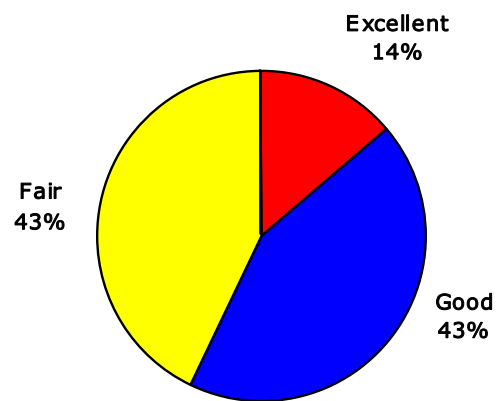


The educational competencies of employees are additional factors used to evaluate an area’s labor force. In the Forney area, 72% of the employers interviewed rated the local public schools as “Excellent” or “Good”, and 57% of the employers rated the local community colleges and technical schools as “Excellent” or “Good”. Ratings for basic skills and other factors are also shown.

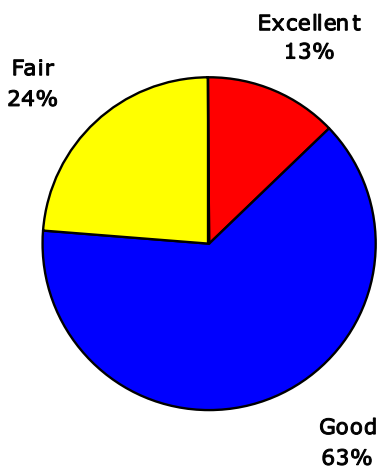
**LOCAL PUBLIC SCHOOLS**



**LOCAL COMMUNITY COLLEGES AND TECH SCHOOLS**

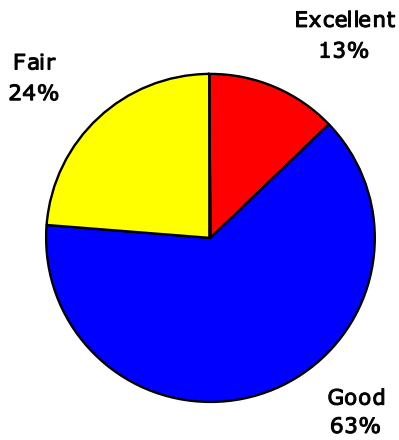


**READING SKILLS**

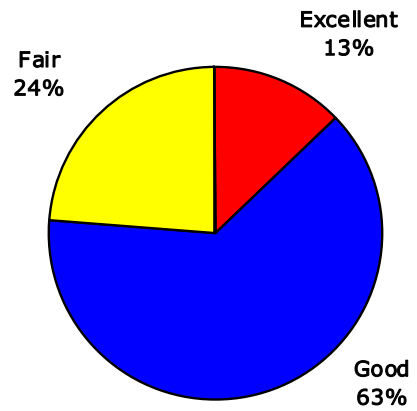


### EMPLOYERS' RATINGS The Forney Area Labor Shed

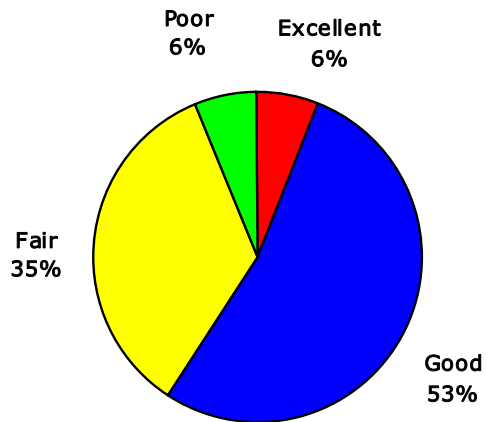
#### WRITING SKILLS



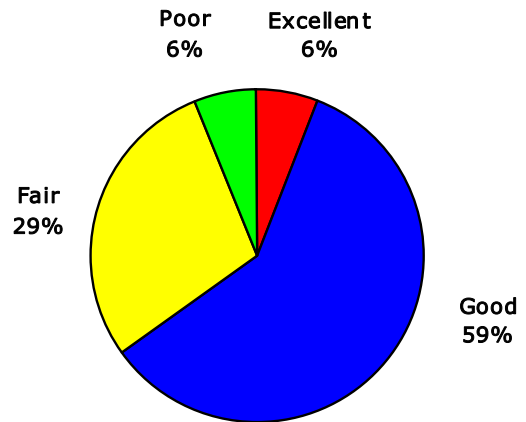
#### MATH SKILLS



#### JOB READINESS SKILLS



#### ENTRY LEVEL SKILLS





## **THE PATHFINDERS**

P.O. Box 702317  
Dallas, Texas 75370

Telephone: 972-387-3750  
Fax: 469-916-6878

E-Mail: [info@thepathfindersus.com](mailto:info@thepathfindersus.com)

Web site: [www.thepathfindersus.com](http://www.thepathfindersus.com)