

Mason City LABORSHED ANALYSIS



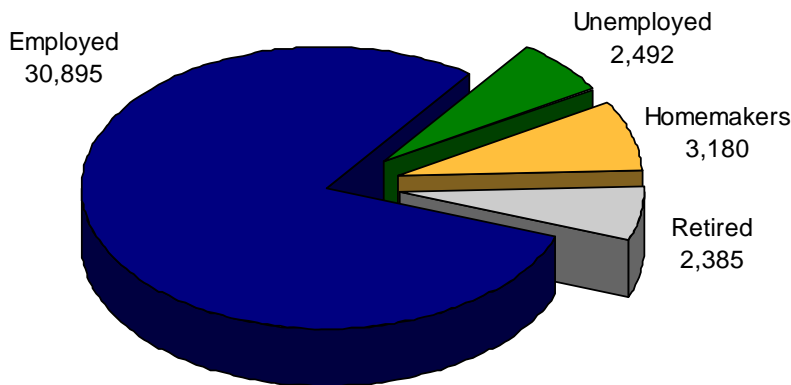
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Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Mason City Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked, and distance willing to commute to work. *See contact information on back.*

Total Potential Labor Force: 188,021 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (38,952)



Quick Facts:

(Employed - willing to change employment)

- 18.7% are working multiple jobs;
- Currently working an average of 42 hours per week;
- Average age is 45 years old;
- 37.1% currently working in production, construction, or material handling occupations followed by 14.6% in professional, paraprofessional, and technical occupations;
- Most frequently identified job search sources:
 - Local/Regional newspapers
Mason City Globe Gazette
 - Internet
www.iowaworkforce.org
www.google.com
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, or acquaintances

Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; working at wages equal to or less than the national poverty level; and/or who are working in positions that do not meet their skill or education levels or worked for higher wages at previous employment.

- 2.5% Inadequate hours (772 people)
- 1.5% Low income (463 people)
- 3.7% Mismatch of skills (1,143 people)
- 6.7% Total estimated underemployment (2,070 people)

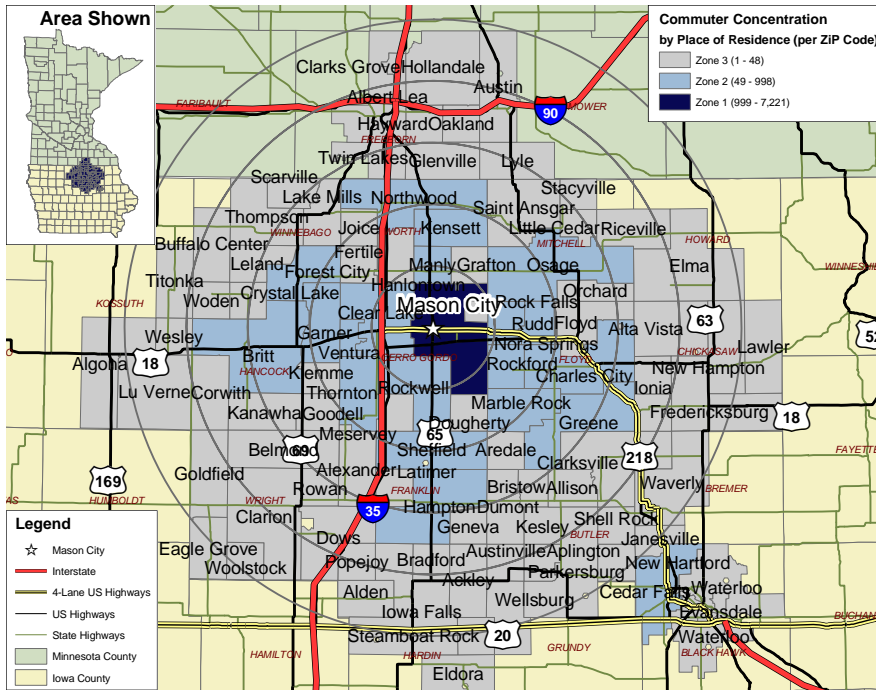
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	19.9%	31,579
Health Care & Social Services	14.0%	22,217
Wholesale & Retail Trade	11.6%	18,408
Education	11.1%	17,615
Agriculture, Forestry, & Mining	9.6%	15,234
Construction	6.7%	10,632
Public Administration & Government	6.1%	9,680
Finance, Insurance, & Real Estate	5.6%	8,887
Transportation, Communications, & Public Utilities	4.7%	7,458
Professional Services	4.4%	6,982
Personal Services	3.8%	6,030
Entertainment & Recreation	0.9%	1,428

Survey respondents from the Mason City Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry as shown in the table at left.

Mason City Commuting Area

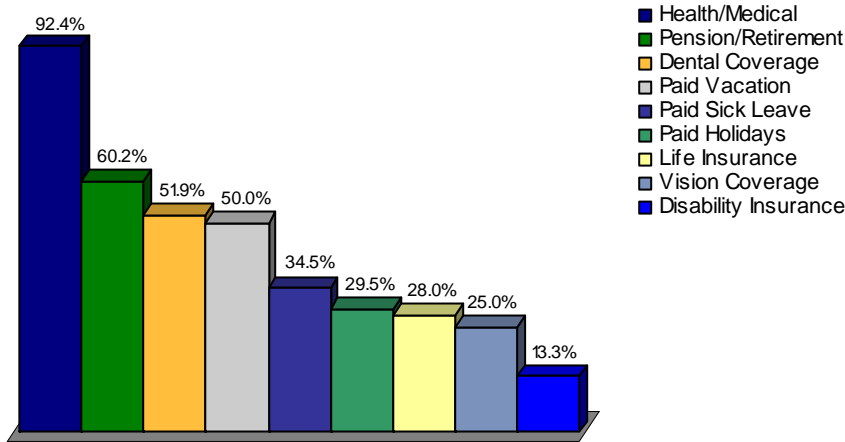


Commuting Statistics

The map at the left represents commuting patterns into Mason City with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Mason City Laborshed area are willing to commute an average of 22 miles one way for employment opportunities.

Benefits Currently Offered



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (74.0%) of respondents are currently sharing the cost of premiums with the employer. However, 16.5 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

Education and Median Wage Characteristics by Industry

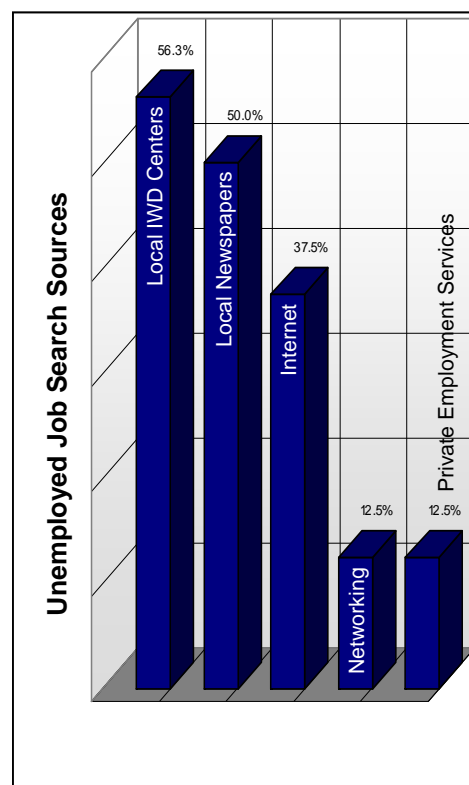
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	63.6%	15.2%	15.1%	\$46,000	\$11.63
Construction	48.1%	7.4%	11.1%	\$37,000	\$13.25
Manufacturing	42.4%	12.5%	5.1%	\$44,500	\$13.48
Transportation, Communication, & Utilities	40.0%	5.0%	20.0%	\$41,500	\$14.38
Wholesale & Retail Trade	51.9%	14.8%	18.5%	\$36,000	\$9.55
Finance, Insurance, & Real Estate	69.6%	26.1%	26.0%	\$52,000	\$10.88
Health Care & Social Services	83.0%	30.2%	32.0%	\$38,000	\$14.00
Personal Services	86.7%	*	60.0%	\$37,500	\$8.00
Professional Services	76.2%	*	33.4%	\$50,000	\$12.32
Public Administration & Government	64.0%	28.0%	12.0%	\$49,300	\$17.00
Education	95.6%	13.3%	68.9%	\$40,000	\$11.00

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment:

- An estimated 2,492 unemployed individuals are willing to accept employment;
- Average age is 47 years old;
- Education:
 - 50.0% have an education beyond high school
 - 18.8% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$12.00/hr. with a median of the lowest wage of \$8.25/hr.;
- Willing to commute an average of 14 miles one way for the right opportunity;
- 62.5% expressed interest in seasonal and 56.3% in temporary employment opportunities;
- 37.5% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Pension/retirement options
 - Disability insurance
 - Vision insurance
 - Life insurance
 - Paid sick leave
 - Prescription drug coverage
- 73.3% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Mason City Laborshed Study, contact:

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