

North Central Iowa Regional Workforce Analysis

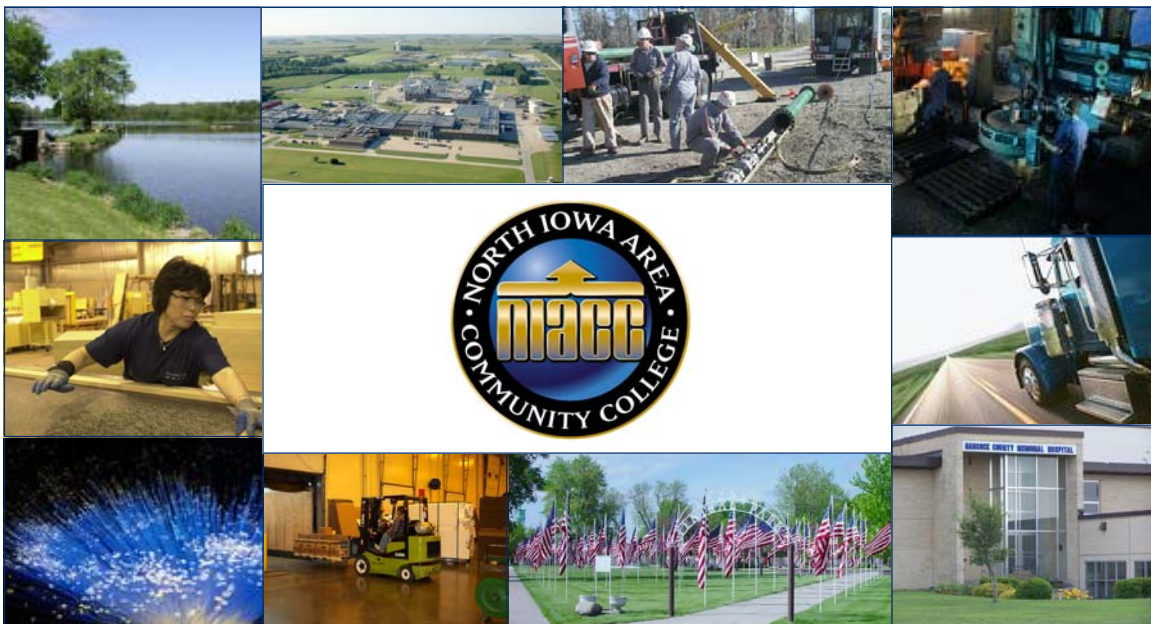
Belmond

Britt

Charles City

Clear Lake

Forest City



Hampton

Lake Mills

Mason City

New Hampton

Northwood

Osage

A Study of Workforce Characteristics
Released December 2007

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 North Central Iowa Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Belmond, Britt, Charles City, Clear Lake, Forest City, Hampton, Lake Mills, Mason City, New Hampton, Northwood, and Osage Laborshed Studies encompassing Cerro Gordo, Chickasaw, Floyd, Franklin, Hancock, Mitchell, Winnebago, Worth, and Wright Counties. Customized industry specific and community specific information is available upon request. *Contact information is on the back.*

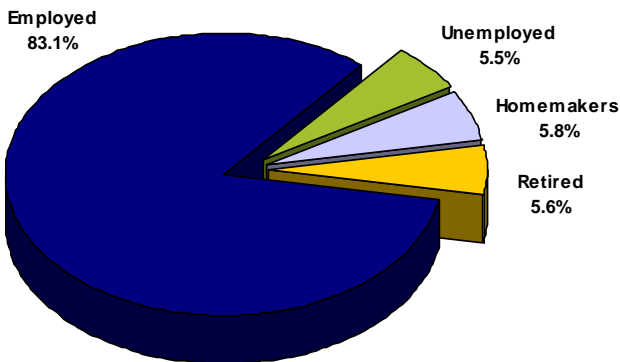
	Total Potential Laborforce in Laborshed Area	Total Willing to Change/Accept Employment*		Total Potential Laborforce in Laborshed Area	Total Willing to Change/Accept Employment*
Belmond	41,551	6,041	Lake Mills	56,455	10,376
Britt	41,676	6,325	Mason City	188,021	38,952
Charles City	144,166	23,005	New Hampton	133,538	9,782
Clear Lake	72,332	15,164	Northwood	77,709	16,885
Forest City	42,215	8,438	Osage	59,184	13,559
Hampton	52,934	12,748			

* Total Willing to Change/Accept Employment references the number of people who would be willing to commute into the listed employment center (Zone 1) from their home ZIP Code for an employment opportunity. Labor availability is based on commuting patterns into individual employment centers. Therefore, an aggregate potential laborforce is not available due to overlapping commuting areas.

Occupations and Employment Status in the North Central Iowa Region

Survey respondents from the North Central Iowa Region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the production, office and administrative support, management, or education, training, and library occupational categories. The top industries are Manufacturing, Health Care and Social Services, Education, and Wholesale/Retail Trade.

The chart below shows the percentage of respondents by employment status within the North Central Iowa Region.



Occupations	% within Region
Production	15.6%
Office & Administrative Support	14.6%
Management	14.3%
Education, Training, & Library	8.0%
Health Care Practitioner & Technical	6.6%
Sales & Related	5.8%
Transportation & Material Moving	4.5%
Health Care Support	4.1%
Business & Financial Operations	3.3%
Personal Care & Service	3.2%
Construction & Extraction	2.9%
Food Preparation & Serving Related	2.8%
Installation, Maintenance, & Repair	2.7%
Building/Grounds Cleaning & Maintenance	2.2%
Community & Social Services	2.0%
Arts, Design, Entertainment, Sports, & Related	1.5%
Architecture & Engineering	1.4%
Life, Physical, & Social Science	1.1%
Computer & Mathematical Science	1.0%
Protective Service	0.9%
Farming, Fishing, & Forestry	0.8%
Legal	0.6%

Underemployment

The underemployed is comprised 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
- 1.4% Low income
- 3.8% Mismatch of skills
- 6.6% Total estimated regional underemployment

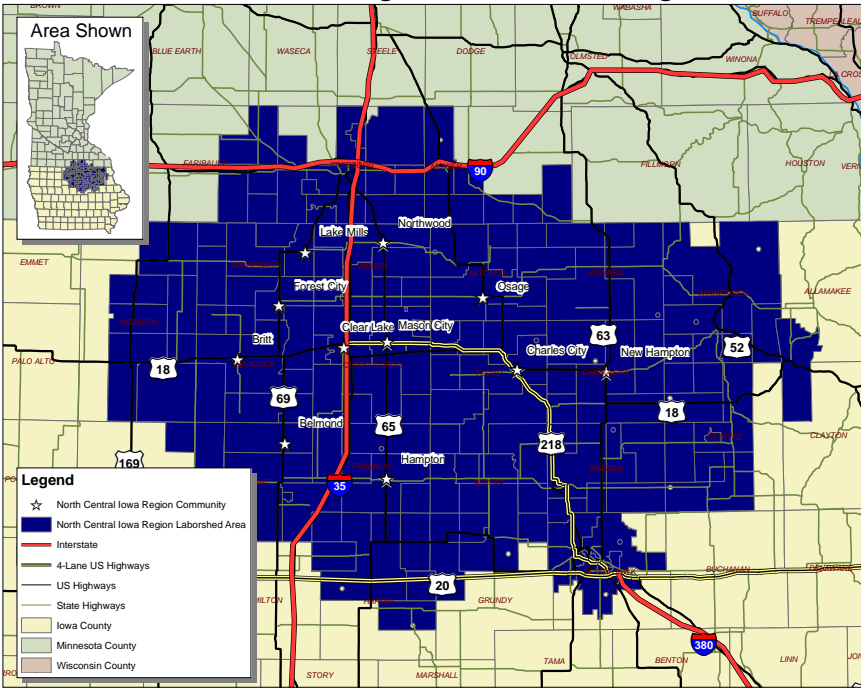
Individuals may be underemployed for more than one reason. They are only counted once for total estimated underemployment.

Job Search Techniques

(Top four for those seeking employment opportunities)

- Local/Regional Newspapers
 - Globe Gazette - Mason City
 - The Des Moines Register
 - Cedar Falls/Waterloo Courier
 - Charles City Press
 - New Hampton Tribune
- The Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.hotjobs.com
 - www.careerbuilder.com
- Local Iowa Workforce Development Centers
- Networking - through family, friends, and acquaintances

North Central Iowa Regional Commuting Area



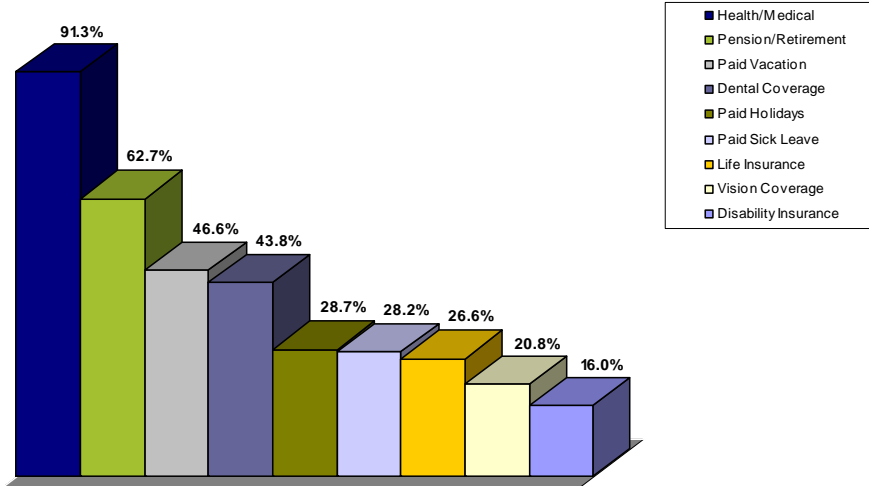
Commuting Statistics

The map at the left represents the commuting area of the North Central Iowa Region.

Those who are willing to change or accept employment in the North Central Iowa Region are willing to commute an average of 23 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 majority (73.8%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 19.3 percent of the employers in the area pay the entire cost of health insurance premiums as a benefit for their employees.

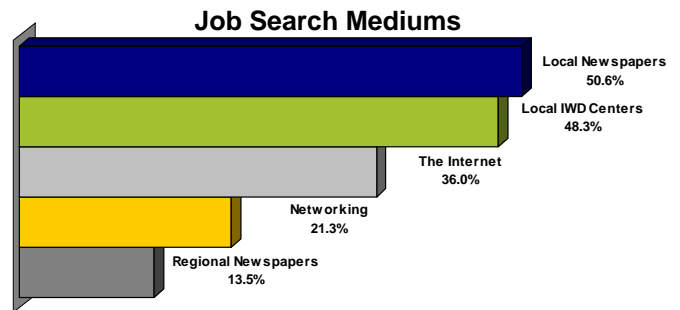
Education & Current Median Wage Characteristics by Industry

Industry	Education			Median Wages	
	Some Level Beyond High School	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	58.5%	16.4%	6.3%	\$45,000	\$11.50
Construction	57.3%	7.7%	3.4%	\$37,000	\$15.00
Manufacturing	49.9%	11.5%	2.4%	\$42,500	\$14.00
Transportation, Communication, & Utilities	71.0%	13.0%	4.9%	\$39,000	\$14.05
Wholesale & Retail Trade	53.8%	11.0%	3.1%	\$35,500	\$8.25
Finance, Insurance, & Real Estate	76.9%	27.0%	6.2%	\$45,700	\$10.50
Health Care & Social Services	78.3%	21.2%	7.1%	\$49,000	\$12.50
Personal Services	71.7%	19.2%	9.1%	\$29,000	\$8.68
Entertainment & Recreation	62.2%	21.6%	8.1%	\$22,500	\$6.50
Professional Services	70.1%	16.7%	4.2%	\$35,000	\$10.50
Public Administration & Government	73.0%	21.2%	3.6%	\$46,000	\$17.00
Education	85.6%	37.8%	27.7%	\$40,000	\$11.30

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

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

- 5.5% of the region are unemployed;
- Average age is 43 years old;
- 50.0% are men and 50.0% women;
- Education:
 - 42.2% have some post high school education
 - 11.1% have an associate degree
 - 2.2% have are trade certified
 - 4.4% have vocational training
 - 8.9% have an undergraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.00 to \$10.50/hr. with a median lowest wage considered of \$8.00/hr.;
- 65.6% expressed interest in seasonal and 58.9% in temporary employment opportunities;
- 48.9% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 24 miles one way for the right opportunity;
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Paid vacation
 - Pension/retirement options
 - Vision coverage
 - Disability insurance
 - Life insurance
 - Prescription drug coverage
 - Paid holidays
 - Paid sick leave
- 77.5% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Contact Information:

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Mason City Economic Development Corporation
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Clear Lake Economic Development Corporation
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