

North Iowa Corridor Regional Laborshed Analysis



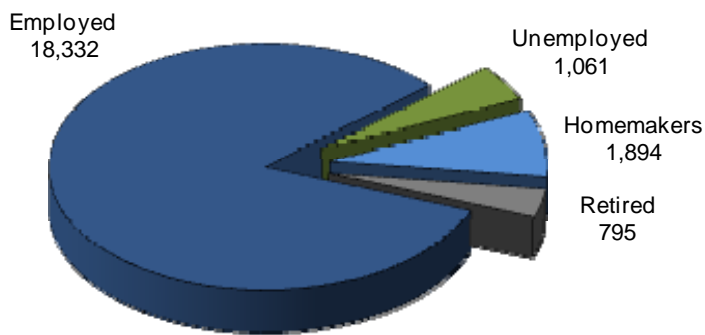
A Study of Workforce Characteristics
Released December 2009

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 Iowa Corridor Regional 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: 149,937(entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (22,082)



Quick Facts:

(Employed - willing to change employment)

- 14.8% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 45 years old;
- 28.5% are currently working within the production, construction, & material handling occupational category followed by 22.2% within the professional, paraprofessional, & technical occupational category;
- Most frequently identified job search sources:
 - Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.hotjobs.com
 - Local/Regional Newspapers
 - *Globe-Gazette - Mason City*
 - *Waterloo-Cedar Falls Courier*
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, and 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 (458 people)
- 2.0% Mismatch of skills (367 people)
- 2.0% Low income (367 people)
- 5.7% Total estimated underemployment (1,045 people)

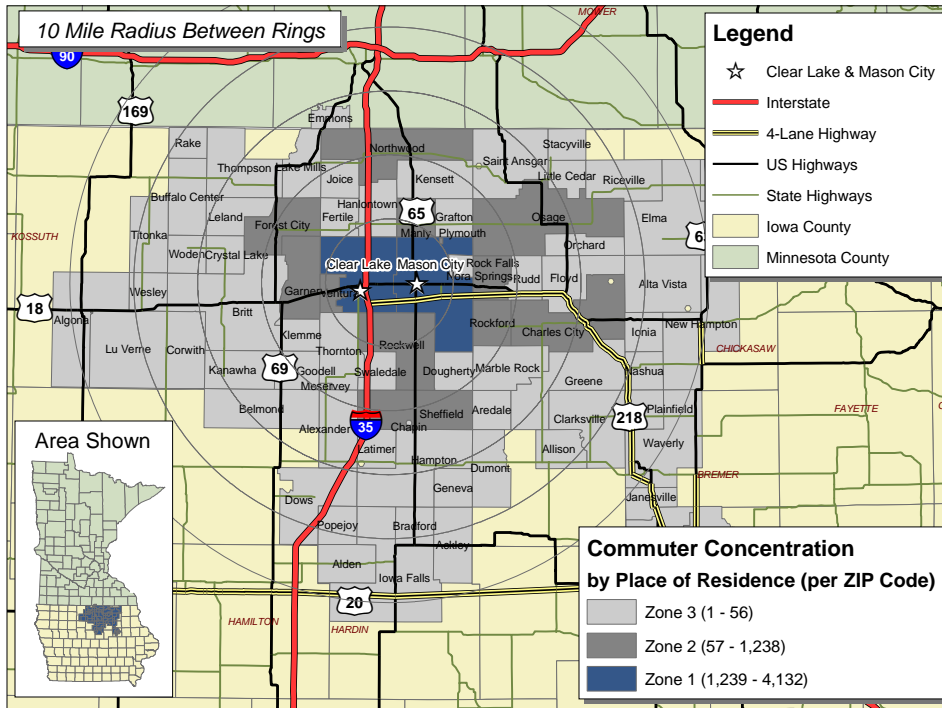
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	20.7%	23,526
Health Care & Social Services	18.3%	20,798
Education	14.6%	16,593
Wholesale & Retail Trade	14.6%	16,593
Finance, Insurance, & Real Estate	6.2%	7,046
Transportation, Communication, & Public Utilities	5.4%	6,137
Professional Services	4.4%	5,001
Construction	4.4%	5,001
Agriculture, Forestry, & Mining	4.0%	4,546
Public Administration & Government	4.0%	4,546
Personal Services	2.5%	2,841
Entertainment & Recreation	0.7%	796
Active Military Duty	0.2%	227

Survey respondents from the North Iowa Corridor 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.

North Iowa Corridor Commuting Area

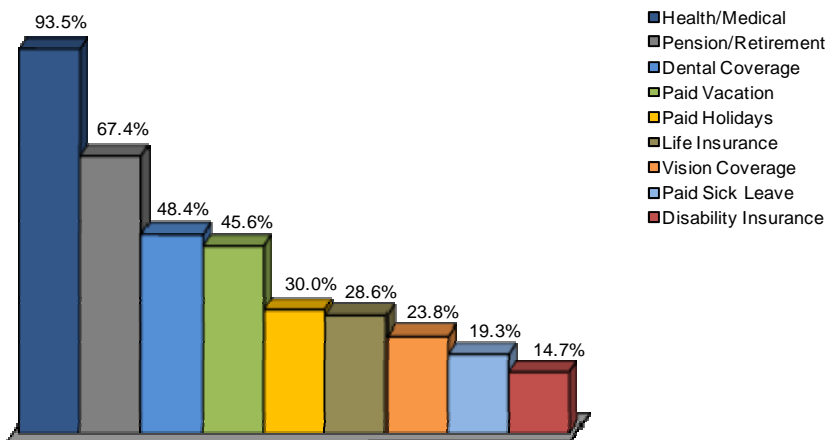


Commuting Statistics

The map at the left represents commuting patterns into North Iowa Corridor with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the North Iowa Corridor Laborshed area are willing to commute an average of 18 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 (80.3%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

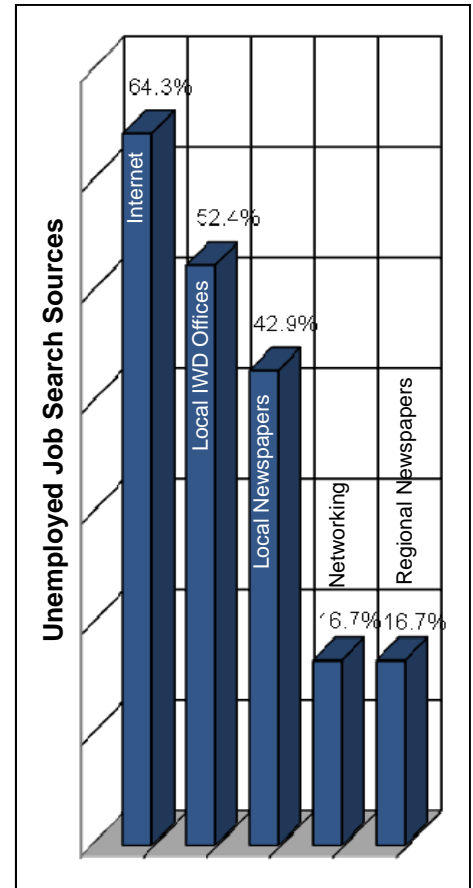
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	63.2%	10.5%	21.1%	\$60,000	*
Construction	60.0%	16.0%	20.0%	\$40,000	\$14.75
Manufacturing	48.7%	9.6%	14.8%	\$40,000	\$15.00
Transportation, Communication, & Utilities	73.1%	11.5%	19.2%	\$36,500	\$13.55
Wholesale & Retail Trade	54.8%	17.9%	16.7%	\$31,000	\$9.00
Finance, Insurance, & Real Estate	75.9%	17.2%	27.6%	\$47,000	\$12.00
Health Care & Social Services	71.0%	20.4%	25.9%	\$50,000	\$12.00
Personal Services	71.4%	7.1%	14.3%	*	\$9.73
Entertainment & Recreation	*	*	*	*	*
Professional Services	44.8%	17.2%	17.2%	\$50,000	\$10.45
Public Administration & Government	79.2%	25.0%	16.7%	*	\$17.00
Education	88.3%	3.9%	74.1%	\$45,600	\$11.63

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 1,061 unemployed individuals are willing to accept employment;
- Average age is 45 years old;
- 52.3% are female; 47.7% are male;
- Education:
 - 56.8% have an education beyond high school
 - 18.2% are trade certified
 - 9.1% have completed vocational training
 - 11.4% have an associate degree
 - 4.5% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.88/hr. with a median of the lowest wage of \$9.00;
- Willing to commute an average of 22 miles one way for the right opportunity;
- 72.7% expressed interest in temporary and 68.2% in seasonal employment opportunities;
- 61.4% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Disability insurance
 - Vision coverage
 - Life insurance
 - Prescription drug coverage
 - Paid vacation
 - Pension/retirement options
 - Paid sick leave
 - Paid holidays
- 75.0% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the North Iowa Corridor Regional Laborshed Analysis, contact:

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