

North Central Iowa Alliance Regional Workforce Analysis

Charles City

Clear Lake

Forest City

Garner



Hampton

Lake Mills

Mason City

Northwood

Osage

A Study of Workforce Characteristics
Released December 2009

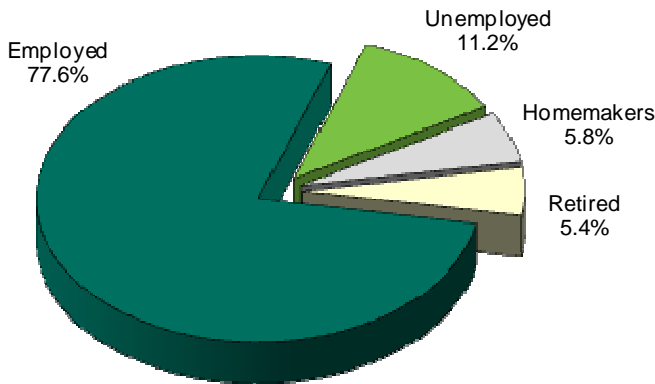
Laborshed Studies

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 Central Iowa Alliance Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Charles City, Clear Lake, Forest City, Garner, Hampton, Lake Mills, Mason City, Northwood, and Osage Laborshed Studies encompassing Cerro Gordo, Floyd, Franklin, Hancock, Mitchell, Winnebago and Worth counties. Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the North Central Iowa Alliance Region

Survey respondents from the North Central Iowa Alliance 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; management; or office & administrative support occupational categories. The top industries are manufacturing; healthcare & social services; education; and wholesale & retail trade.

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



Occupational Category	% within Region
Production	17.5%
Management	15.4%
Office & Administrative Support	13.2%
Education, Training, & Library	8.6%
Health Care Practitioner & Technical	5.9%
Sales & Related	5.2%
Health Care Support	4.6%
Transportation & Material Moving	4.5%
Food Preparation & Serving Related	3.7%
Personal Care & Service	3.2%
Construction & Extraction	3.1%
Installation, Maintenance, & Repair	2.7%
Business & Financial Operations	2.6%
Building/Grounds Cleaning & Maintenance	2.6%
Community & Social Services	1.9%
Farming, Fishing, & Forestry	1.1%
Life, Physical, & Social Science	1.0%
Architecture & Engineering	0.8%
Arts, Design, Entertainment, Sports, & Related	0.8%
Computer & Mathematical Science	0.5%
Legal	0.5%
Protective Service	0.5%
Military Specific	0.1%

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.

- 3.2% Inadequate hours
- 2.0% Mismatch of skills
- 1.9% Low income
- 6.1% Total estimated underemployment

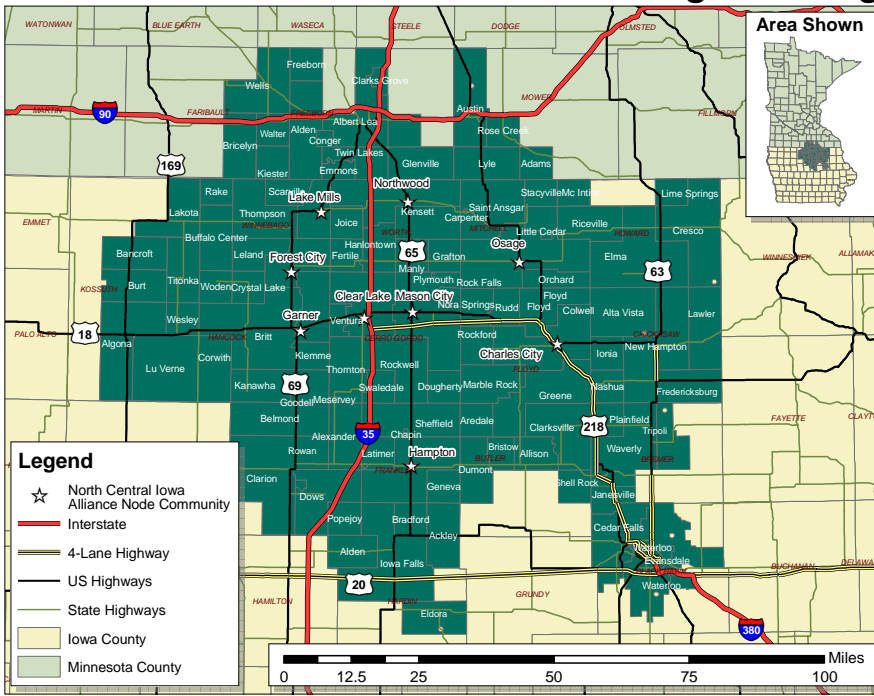
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed
Manufacturing	19.8%
Health Care & Social Services	19.5%
Education	12.4%
Wholesale & Retail Trade	11.8%
Agriculture	8.7%
Transportation, Communication, & Utilities	5.5%
Public Administration & Government	4.8%
Finance, Insurance, & Real Estate	4.4%
Construction	4.1%
Professional Services	3.7%
Personal Services	3.3%
Entertainment & Recreation	1.3%
Other (Non-profit, Religious, Military, etc.)	0.7%

Survey respondents from the North Central Iowa Alliance Region were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in manufacturing as shown in the table at left.

North Central Iowa Alliance Commuting Area Region



Quick Facts:

(Employed - willing to change employment)

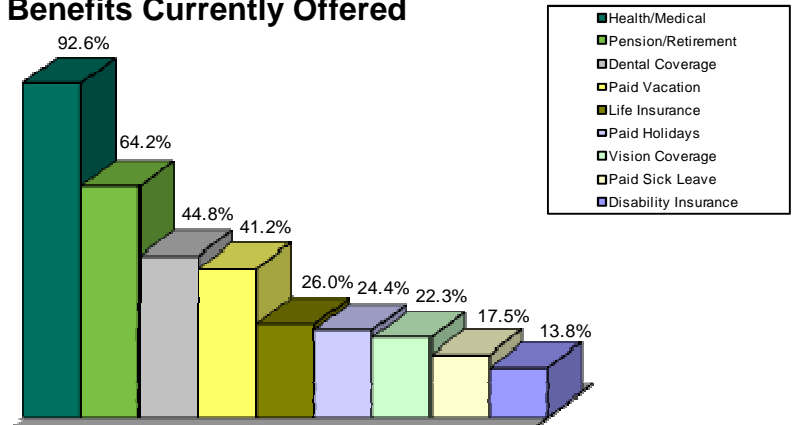
- 15.7% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 45 years old;
- 30.5% currently working in the production, construction, & material handling occupational category followed by; 20.5% in the professional, paraprofessional, & technical occupational category;
- Most frequently identified job search sources:
 - Internet
 - www.iowaworkforce.org
 - www.monster.com
 - Local/Regional newspapers
 - *Globe Gazette* - Mason City
 - *The Des Moines Register*
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, or acquaintances

Those who are willing to change or accept employment in the North Central Iowa Alliance Region 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 majority (77.1%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 16.0 percent indicate their employer pays the entire cost of insurance premiums.



Education and Current Median Wage Characteristics by Industry

Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	55.5%	14.6%	14.6%	3.6%	\$49,750	\$13.00
Construction	52.6%	11.5%	14.1%	1.3%	\$47,500	\$14.50
Manufacturing	42.3%	8.2%	9.6%	2.7%	\$50,000	\$14.75
Transportation, Communication, & Utilities	58.0%	8.6%	15.1%	3.2%	\$63,000	\$14.13
Wholesale & Retail Trade	57.2%	12.2%	14.0%	2.3%	\$39,500	\$9.00
Finance, Insurance, & Real Estate	79.7%	23.0%	27.1%	4.1%	\$46,000	\$12.00
Health Care & Social Services	74.1%	23.4%	16.3%	8.0%	\$50,000	\$13.00
Personal Services	75.4%	12.3%	17.6%	1.8%	\$28,000	\$9.00
Entertainment & Recreation	63.0%	22.2%	14.8%	3.7%	\$41,000	\$9.63
Professional Services	57.3%	16.0%	13.3%	10.7%	\$49,000	\$11.50
Public Administration & Government	73.3%	24.4%	15.1%	5.8%	\$36,000	\$16.37
Education	87.3%	6.9%	45.1%	26.0%	\$44,500	\$11.69

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

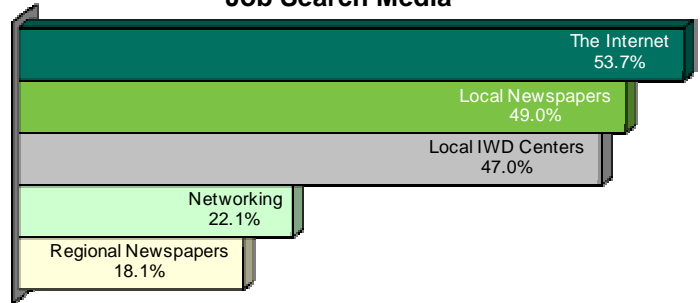
*Insufficient survey data/refused

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

- 11.2% of the region are unemployed;
- 9.1% have become unemployed within the last year;
- Average age is 45 years old;
- 51.3% are women and 48.7% men;
- Education:
 - 49.4% have some post high school education
 - 8.4% have an associate degree
 - 5.8% are trade certified
 - 6.5% completed vocational training
 - 8.4% have an undergraduate degree
 - 0.6% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$10.00 to \$10.25/hr. with a median lowest wage considered of \$9.55/hr.;
- 69.5% expressed interest in temporary and 65.6% in seasonal employment opportunities;
- 55.2% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 25 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
 - Life insurance
 - Disability insurance
 - Prescription drug coverage
 - Paid sick leave
- 80.4% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

Job Search Media



In Partnership With:



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