

**UCDA**

UNION COUNTY DEVELOPMENT ASSOCIATION

# Union County, Iowa Laborshed Analysis

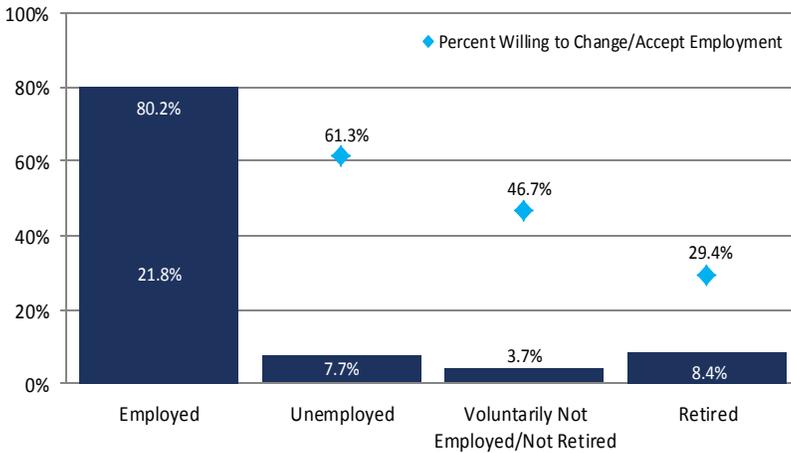


**A Study of Workforce Characteristics**  
Released October 2013

# 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 Union County 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.

## Employment Status\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Total Potential Labor Force: 44,751 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (10,863)**

- 8,642 Employed
- 530 Unemployed
- 567 Voluntarily Not Employed/Not Retired
- 1,124 Retired

## Underemployment

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

- 2.2% Inadequate hours (190 people)
- 3.5% Mismatch of skills (302 people)
- 1.7% Low income (147 people)
- 6.4% Total estimated underemployment (553 people)

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

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	17.0%	6,101	85.5%	25.5%	10.9%
Education	13.0%	4,666	81.8%	11.1%	0.0%
Healthcare & Social Services	13.0%	4,666	76.6%	25.0%	12.8%
Transportation, Communication & Utilities	10.5%	3,768	96.7%	20.7%	3.3%
Wholesale & Retail Trade	9.3%	3,338	61.9%	19.2%	9.5%
Agriculture, Forestry & Mining	7.9%	2,835	95.7%	9.1%	4.3%
Public Administration & Government	7.9%	2,835	73.3%	18.2%	3.3%
Finance, Insurance & Real Estate	5.8%	2,082	84.2%	37.5%	10.5%
Personal Services	5.4%	1,938	83.3%	13.3%	5.6%
Professional Services	5.4%	1,938	88.2%	26.7%	5.9%
Construction	2.9%	1,041	66.7%	12.5%	16.7%
Entertainment & Recreation	1.1%	395	*	*	*
Active Military Duty	0.8%	287	*	*	*

\* Insufficient survey data/refused

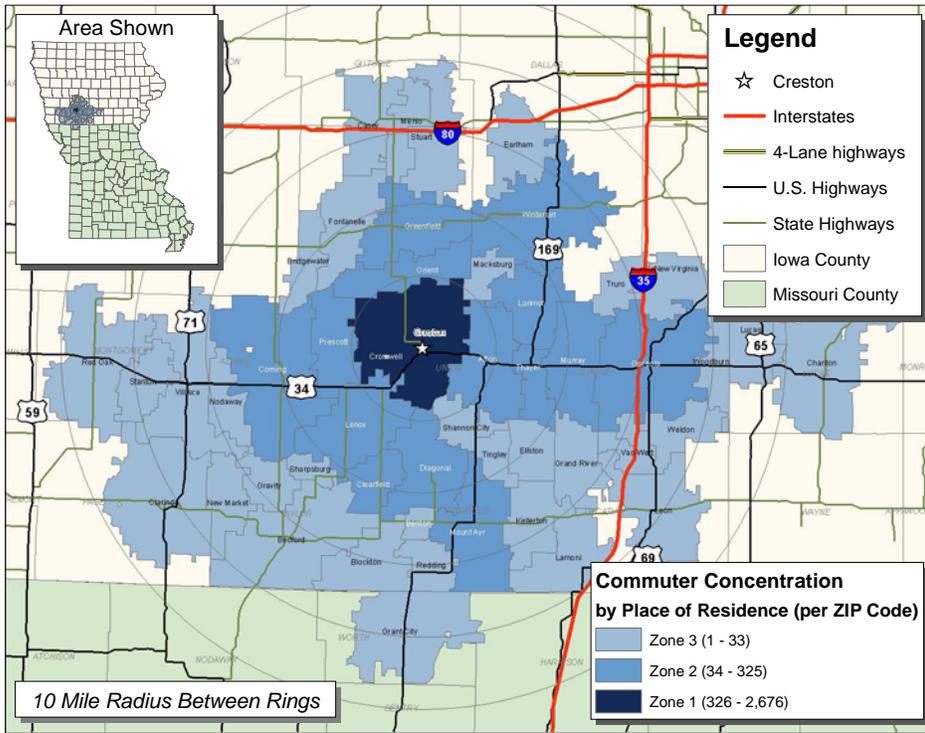
Survey respondents from the Union County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

## Quick Facts

(Employed - willing to change employment)

- 16.9% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 48 years old
- 35.3% currently working within the production, construction & material handling occupational category followed by 29.4% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
  - Internet - 77.6%
    - [www.monster.com](http://www.monster.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local/Regional newspapers - 65.7%
    - The Des Moines Register
    - Creston News Advertiser
  - Local IowaWORKS Centers - 17.9%
  - Networking through friends, family and acquaintances - 16.4%

# Union County Laborshed Area



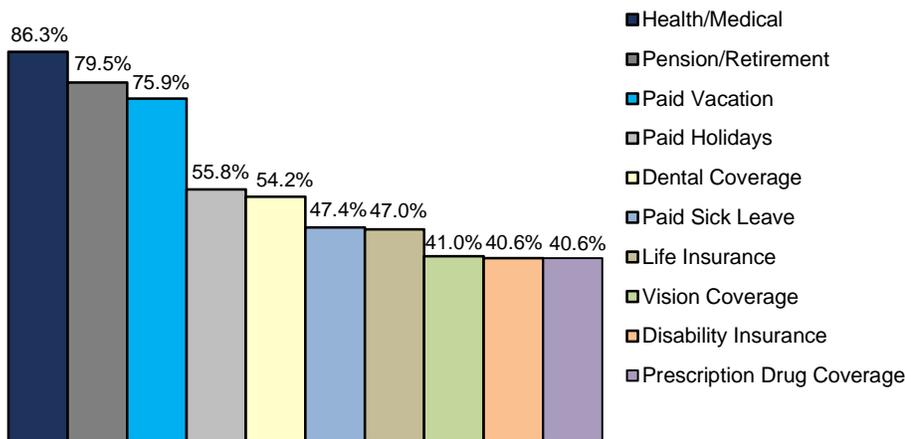
## Commuting Statistics

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

Those who are willing to change/accept employment in the Union County Laborshed area are willing to commute an average of 26 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 (76.7%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.3 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

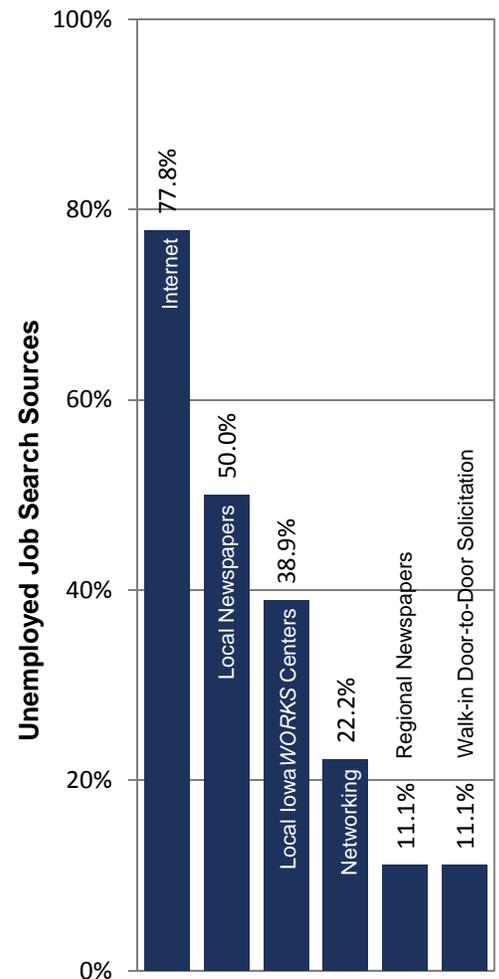
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	47.8%	8.7%	30.4%	\$30,000	\$10.88
Construction	41.7%	25.0%	8.3%	*	*
Manufacturing	38.2%	10.9%	5.5%	\$59,000	\$16.03
Transportation, Communication & Utilities	66.7%	13.3%	40.0%	\$60,500	\$25.22
Wholesale & Retail Trade	50.0%	19.0%	9.6%	\$39,000	\$12.00
Finance, Insurance & Real Estate	84.2%	10.5%	52.7%	\$42,000	\$17.00
Healthcare & Social Services	76.6%	14.9%	40.5%	\$55,000	\$13.53
Personal Services	72.2%	11.1%	38.9%	\$54,000	\$7.40
Entertainment & Recreation	*	*	*	*	*
Professional Services	41.2%	0.0%	29.4%	*	\$15.50
Public Administration & Government	66.7%	10.0%	30.0%	\$61,000	\$17.35
Education	84.1%	6.8%	68.2%	\$45,000	\$12.35

*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 530 unemployed individuals are willing to accept employment
- Average age is 49 years old
- 57.9% are female; 42.1% are male
- Education:
  - 63.2% have an education beyond high school
  - 21.1% have an associate degree
  - 21.1% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$14.28 to \$15.00/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 23 miles one way for the right opportunity
- 57.9% expressed interest in temporary and 47.4% in seasonal employment opportunities
- 42.1% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 80.0%
  - Dental coverage - 53.3%
  - Paid vacation - 53.3%
  - Pension/retirement options - 53.3%
  - Life insurance - 40.0%
  - Vision coverage - 33.3%
  - Disability insurance - 20.0%
  - Paid sick leave - 20.0%
  - Paid holidays - 13.3%
  - Prescription drug coverage - 6.7%
- 75.0% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



For more information regarding the Union County Laborshed Analysis, contact:

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