ECONOMIC
DEVELOPMENT
MARSHALL

MARSHALL COUNTY, IOWA

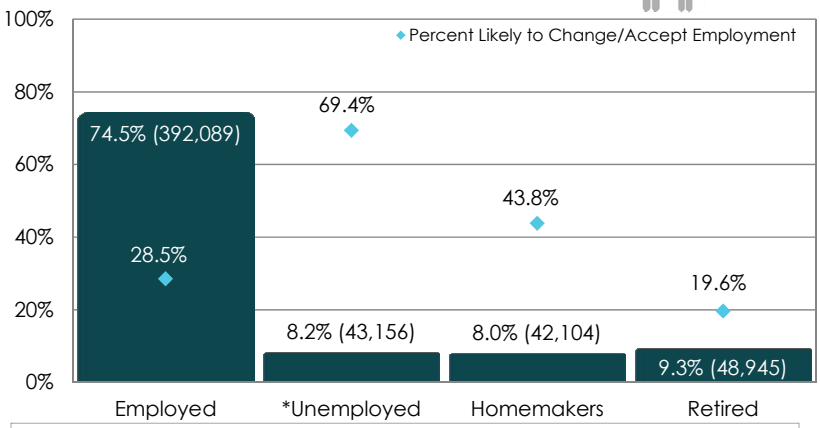
LABORSHED ANALYSIS

2016

Marshall County Laborshed Analysis

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Marshall County Laborshed area.

Employment Status (estimated total)*



**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.*

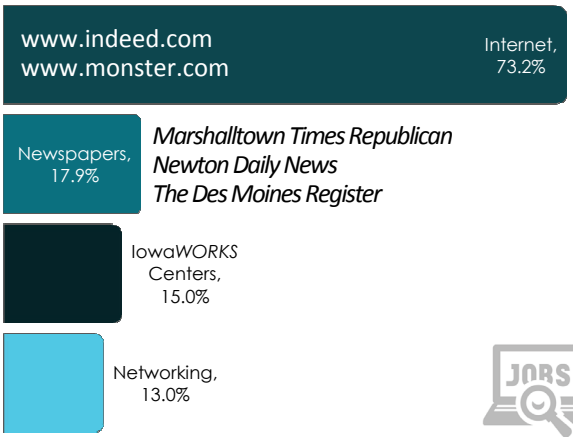
Estimated Population 18-64: 526,294 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Marshalltown (40,222):

- 34,453 Employed
- 1,916 Unemployed
- 1,620 Homemakers
- 2,233 Retired

Employed - likely to change employment

- Median wages: $13.25/hr & $46,000/yr
- 29.6% are actively seeking new employment
- 15.1% are working multiple jobs
- Currently working an average of 41 hrs/week
- 28.9% currently working within the professional, paraprofessional & technical occupational category followed by 24.0% within the production, construction & material handling occupational category
- Most frequently identified job search resources:



Underemployment

	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	2.5%	861
Mismatch of Skills	5.0%	1,723
Low Income	0.3%	103
†Total Underemployment	6.7%	2,308

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

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

Employment Levels and Status by Industry

	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Wholesale & Retail Trade	15.4%	60,382	69.8%	40.9%	10.4%
Education	14.9%	58,421	79.3%	27.7%	2.4%
Manufacturing	14.4%	56,461	70.0%	36.5%	7.8%
Healthcare & Social Services	11.7%	45,874	66.2%	19.6%	16.9%
Finance, Insurance & Real Estate	10.6%	41,561	88.5%	23.9%	5.8%
Professional Services	8.9%	34,896	86.7%	25.6%	4.4%
Public Administration & Government	8.7%	34,112	74.5%	23.7%	3.9%
Transportation, Communication & Utilities	4.6%	18,036	80.0%	25.0%	4.0%
Construction	3.9%	15,291	81.0%	41.2%	9.5%
Personal Services	3.0%	11,763	54.2%	23.1%	16.7%
Agriculture, Forestry & Mining	2.8%	10,978	92.3%	16.7%	7.7%
Entertainment & Recreation	1.1%	4,313	62.5%	0.0%	12.5%

Totals may vary due to rounding.

Survey respondents from the Marshall County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the wholesale & retail trade industry.

Commuting Statistics

The map at the right represents the concentration of those who are likely to commute into Marshalltown from their home ZIP for an employment opportunity.

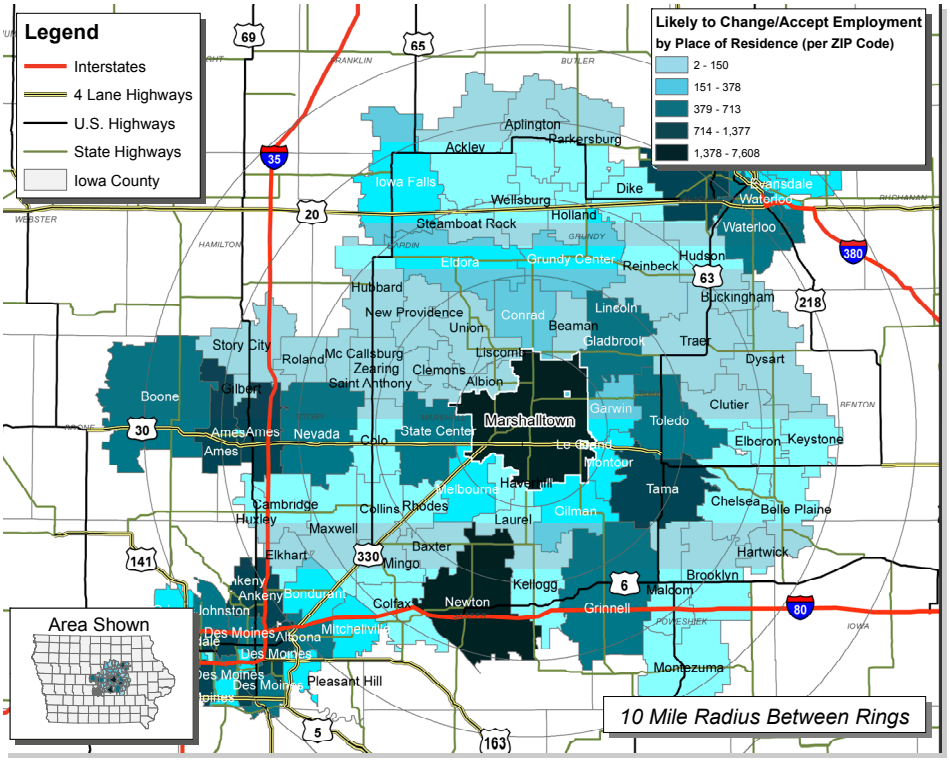
Those who are likely to change/accept employment in the Marshall County Laborshed area are willing to commute an average of 25 miles one-way for employment opportunities.

The out commute for Marshalltown is estimated at 14.0 percent—approximately 1,680 people living in Marshalltown work in other communities.

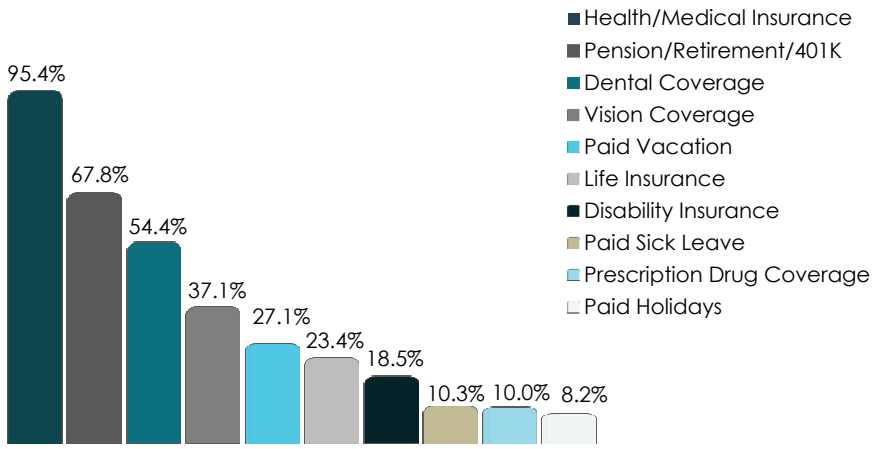
Most of those who are out commuting are working in Tama, Des Moines and West Des Moines.

Over two-fifths (41.2%) of out commuters are likely to change employment (approximately 692 people).

Concentration of Those Likely to Change/Accept Employment in Marshalltown



Top Current Benefits of the Full-Time Employed



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 full-time.

The majority (77.1%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 15.8 percent indicate their employer pays the entire cost of insurance premiums.

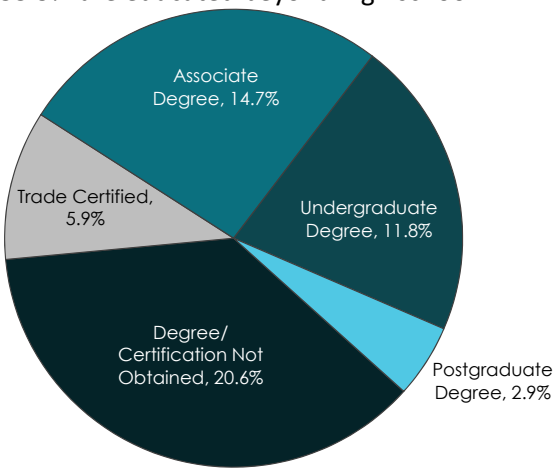
Education Levels and Median Wages by Industry

	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
All Employed	**77.9%**	**20.8%**	**38.3%**	**$60,000**	**$15.55**
Agriculture, Forestry & Mining	76.9%	7.7%	38.5%	$40,000	$12.00
Construction	52.4%	19.0%	14.3%	**	$21.72
Education	89.0%	14.6%	64.7%	$51,000	$12.50
Entertainment & Recreation	62.5%	0.0%	25.0%	$43,500	**
Finance, Insurance & Real Estate	88.5%	21.2%	59.6%	$57,500	$17.54
Healthcare & Social Services	80.5%	28.6%	33.8%	$62,000	$17.26
Manufacturing	64.4%	20.0%	13.3%	$68,000	$18.00
Personal Services	75.0%	12.5%	25.0%	$100,000	$11.50
Professional Services	77.8%	26.7%	35.5%	$45,000	$14.00
Public Administration & Government	84.3%	21.6%	47.1%	$66,000	$18.81
Transportation, Communication & Utilities	84.0%	16.0%	28.0%	$70,000	$15.88
Wholesale & Retail Trade	52.1%	15.6%	17.7%	$66,000	$10.00

The education and wage data by industry within the above table includes all respondents without consideration of employment status or willingness to change/enter employment.
***Insufficient survey data/refused*

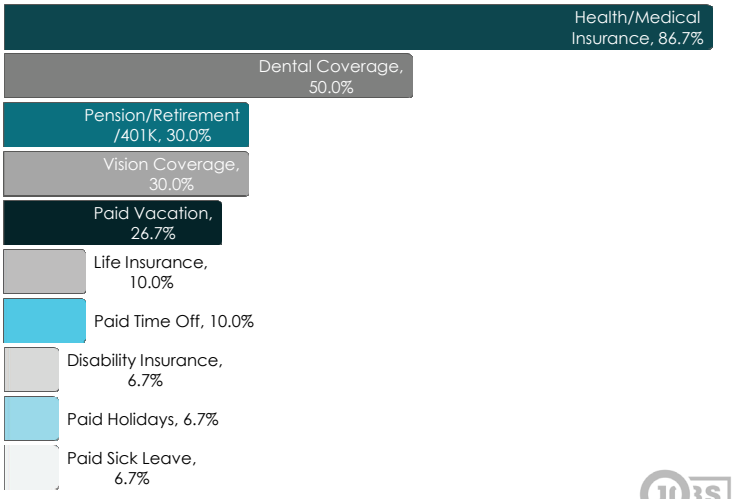
Unemployed - likely to accept employment

- 70.6% are actively seeking employment
- An estimated 1,916 unemployed individuals are likely to accept employment in Marshalltown.
- Average age is 43 years old
- 58.8% are female; 41.2% are male
- **Education:**
  - 55.9% are educated beyond high school

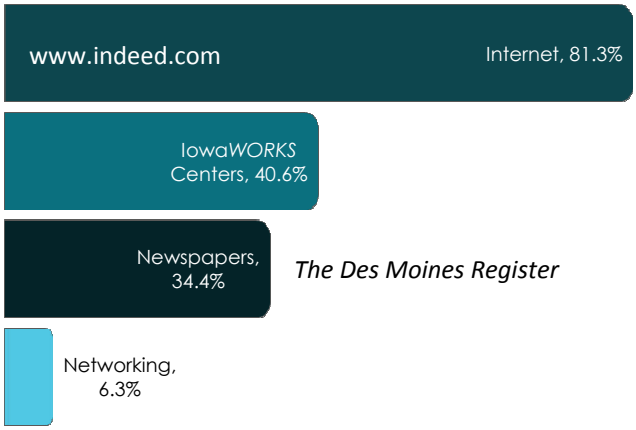


- **Wages:**
  - $11.39/hr - to attract 66% of applicants
  - $13.75/hr - to attract 75% of applicants
  - $10.00/hr - lowest median wage willing to accept
- Willing to commute an average of 22 miles one way for the right opportunity
- 79.4% expressed interest in temporary and 72.7% in seasonal employment opportunities
- 47.1% expressed interest in working varied shifts

Desired Benefits



Top Job Search Resources



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