



# MADISON COUNTY·IOWA 2016

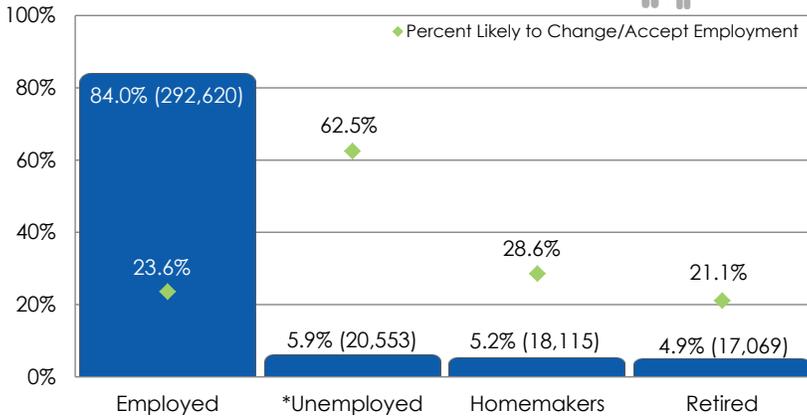
## LABORSHED ANALYSIS

A STUDY OF  
WORKFORCE  
CHARACTERISTICS

# MADISON 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 Madison 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: 348,357 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Winterset (42,910):

- 37,669 Employed
- 1,421 Unemployed
- 1,511 Homemakers
- 2,309 Retired

## EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- Median wages: \$16.13/hr & \$60,000/yr
- 23.1% are actively seeking new employment
- 10.0% are working multiple jobs
- Currently working an average of 41 hrs/week
- 31.0% currently working within the professional, paraprofessional & technical occupational category followed by 16.9% within the clerical occupational category
- Most frequently identified job search resources:

www.indeed.com  
www.linkedin.com  
www.craigslist.org

Internet,  
82.4%



Newspapers,  
13.5%

The Des Moines Register  
Winterset Madisionian



Networking,  
9.5%



IowaWORKS  
Centers, 5.4%



## UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.7%	640
Mismatch of Skills	3.0%	1,130
Low Income	0.2%	75
†Total Underemployment	4.4%	1,657

† 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	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Wholesale & Retail Trade	15.4%	45,063	83.3%	40.0%	11.7%
Finance, Insurance & Real Estate	14.5%	42,430	88.7%	23.4%	1.9%
Healthcare & Social Services	14.5%	42,430	85.5%	19.1%	1.8%
Education	9.2%	26,921	90.9%	23.3%	3.0%
Professional Services	9.2%	26,921	83.3%	23.3%	5.6%
Manufacturing	8.0%	23,410	81.3%	23.1%	6.3%
Public Administration & Government	8.0%	23,410	86.7%	26.9%	3.3%
Personal Services	6.2%	18,142	95.2%	10.5%	4.8%
Construction	5.5%	16,094	90.0%	11.1%	5.0%
Transportation, Communication & Utilities	4.3%	12,583	56.0%	21.4%	4.0%
Agriculture, Forestry & Mining	3.7%	10,827	85.7%	0.0%	0.0%
Entertainment & Recreation	1.5%	4,389	**	**	**

\*\* Insufficient survey data/refused

Survey respondents from the Madison 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 Winterset from their home ZIP for an employment opportunity.

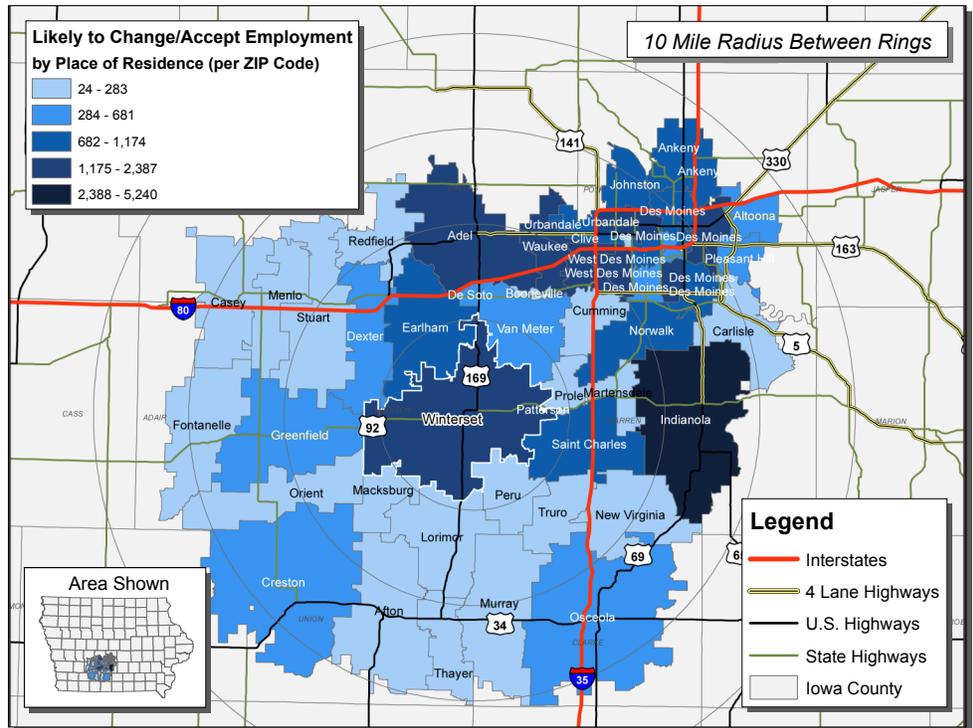
Those who are likely to change/accept employment in the Madison County Laborshed area are willing to commute an average of 26 miles one-way for employment opportunities.

The out commute for Winterset is estimated at 47.4 percent—approximately 1,760 people living in Winterset work in other communities.

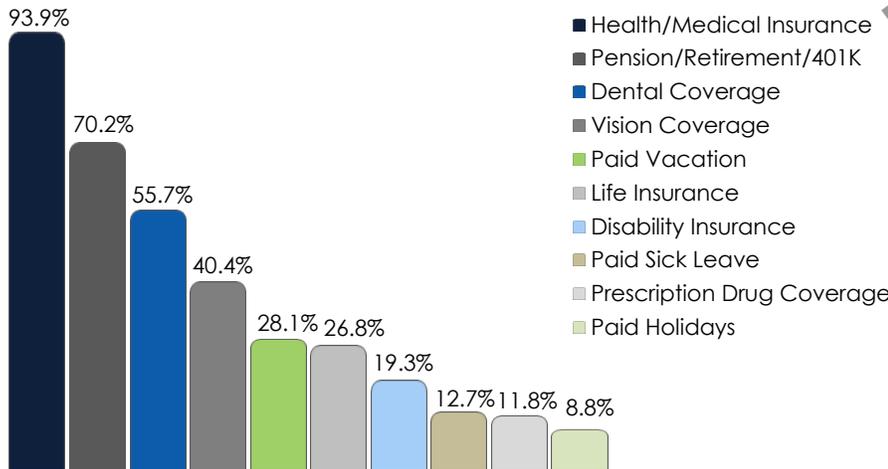
Most of those who are out commuting are working in Des Moines or West Des Moines.

Nearly one-fifth (16.7%) of out commuters are likely to change employment (approximately 294 people).

## CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN WINTERSET



## 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 (79.1%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.3 percent indicate their employer pays the entire cost of insurance premiums.

## EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY

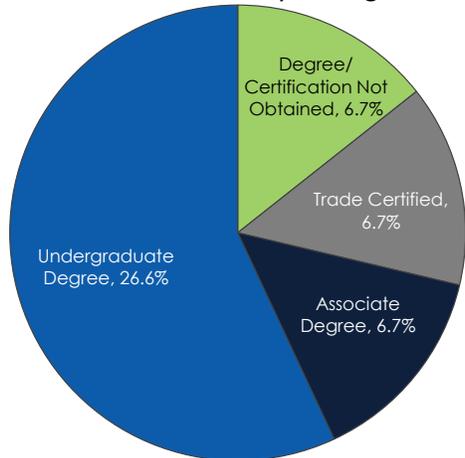


	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
<b>All Employed</b>	<b>79.6%</b>	<b>14.2%</b>	<b>45.8%</b>	<b>\$65,000</b>	<b>\$17.00</b>
Agriculture, Forestry & Mining	85.7%	7.1%	64.2%	**	**
Construction	80.0%	25.0%	20.0%	\$40,000	\$20.75
Education	93.9%	3.0%	75.8%	\$60,000	\$15.00
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance & Real Estate	84.9%	13.2%	52.8%	\$59,000	\$20.93
Healthcare & Social Services	83.3%	20.4%	40.8%	\$61,000	\$18.00
Manufacturing	65.6%	9.4%	21.9%	**	\$17.77
Personal Services	52.4%	4.8%	33.3%	\$68,000	\$11.50
Professional Services	75.0%	16.7%	41.7%	\$62,500	\$17.93
Public Administration & Government	86.7%	3.3%	70.0%	\$70,000	\$25.00
Transportation, Communication & Utilities	60.0%	12.0%	36.0%	**	\$14.75
Wholesale & Retail Trade	65.0%	18.3%	26.7%	\$70,000	\$13.25

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

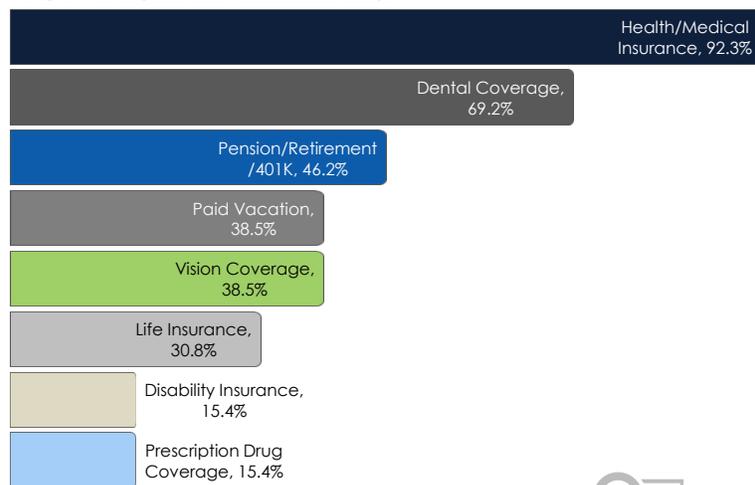
## UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 78.6% are actively seeking employment
- An estimated 1,421 unemployed individuals are likely to accept employment in Winterset.
- Average age is 39 years old
- 53.3% are female; 46.7% are male
- **Education:**
  - 46.7% are educated beyond high school



- **Wages:**
  - \$9.92/hr - to attract 66% of applicants
  - \$11.00/hr - to attract 75% of applicants
  - \$9.00/hr - lowest median wage willing to accept
- Willing to commute an average of 29 miles one way for the right opportunity
- 80.0% expressed interest in temporary and 66.7% in seasonal employment opportunities
- 71.4% expressed interest in working varied shifts

## TOP DESIRED BENEFITS



## TOP JOB SEARCH RESOURCES



## SPONSORED IN PARTNERSHIP WITH:



## FOR MORE INFORMATION REGARDING THE MADISON COUNTY LABORSHED ANALYSIS, CONTACT:

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