



Franklin County Development

Building Business in Franklin County Iowa

Laborshed Analysis

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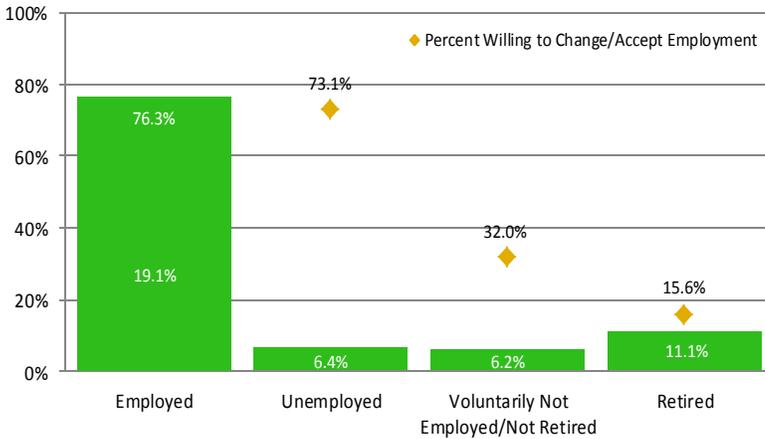
A Study of Workforce Characteristics



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 Franklin 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: 56,427 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (14,676)

- 11,945 Employed
- 895 Unemployed
- 752 Voluntarily Not Employed/Not Retired
- 1,084 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.

- 1.2% Inadequate hours (143 people)
- 4.0% Mismatch of skills (478 people)
- 0.7% Low income (84 people)
- 5.2% Total estimated underemployment (621 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*
Healthcare & Social Services	17.1%	7,362	80.4%	11.1%	1.8%
Education	15.6%	6,716	83.7%	9.8%	2.0%
Wholesale & Retail Trade	12.6%	5,425	67.3%	30.3%	12.2%
Manufacturing	11.0%	4,736	70.7%	27.6%	12.2%
Transportation, Communication & Utilities	9.9%	4,262	74.3%	23.1%	0.0%
Agriculture, Forestry & Mining	7.2%	3,100	90.5%	10.5%	0.0%
Personal Services	6.5%	2,798	77.3%	29.4%	0.0%
Public Administration & Government	6.5%	2,798	89.5%	17.6%	5.3%
Finance, Insurance & Real Estate	5.3%	2,282	73.7%	7.1%	5.3%
Professional Services	4.6%	1,980	92.3%	0.0%	7.7%
Construction	3.4%	1,464	75.0%	33.3%	16.7%
Entertainment & Recreation	0.3%	129	*	*	*

*Insufficient survey data/refused

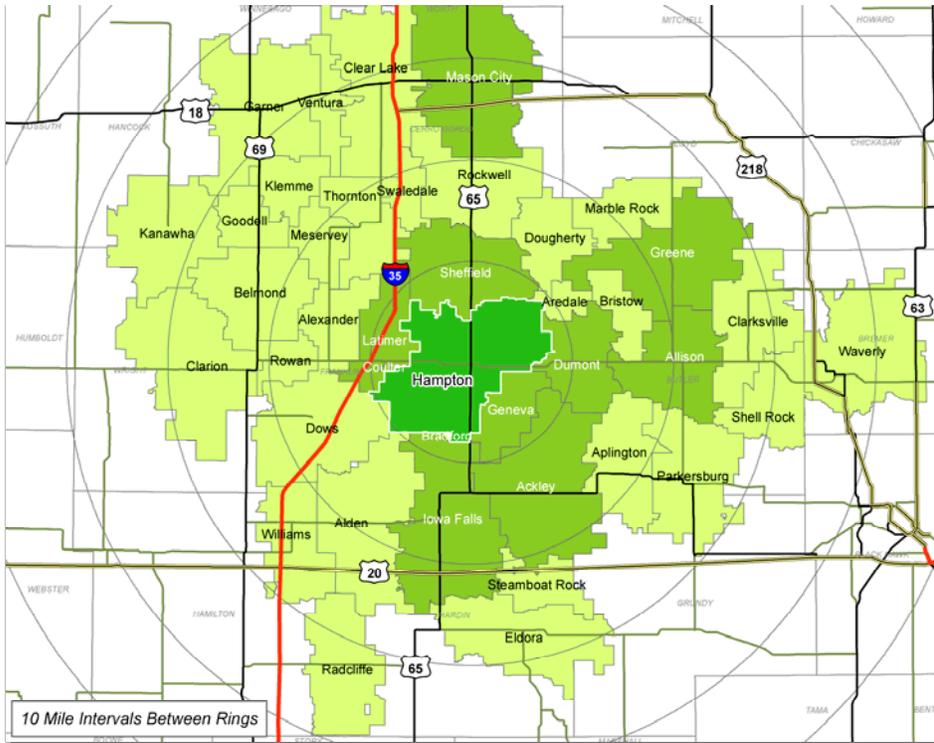
Survey respondents from the Franklin County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the healthcare & social sciences industry.

Quick Facts

(Employed - willing to change employment)

- 15.3% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 50 years old
- 32.8% currently working within the production, construction & material handling occupational category followed by 22.4% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet - 75.0%
 - www.monster.com
 - www.iowajobs.org
 - www.craigslist.org
 - Local/Regional newspapers - 64.2%
 - Globe Gazette - Mason City
 - Hampton Chronicle
 - The Des Moines Register
 - Local IowaWORKS Centers - 30.4%
 - Networking through friends, family and acquaintances - 14.3%

Franklin County Laborshed Area



Commuting Statistics

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

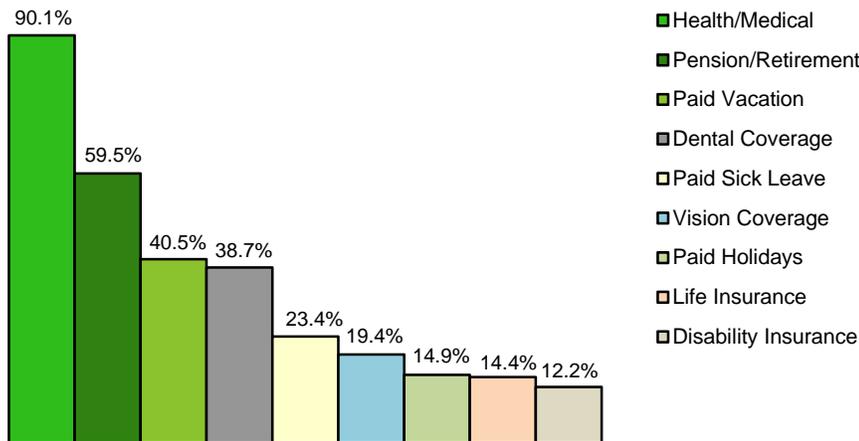
Those who are willing to change/accept employment in the Franklin County Laborshed area are willing to commute an average of 23 miles one way for employment opportunities.

The out commute for Hampton is estimated at 31.4 percent—approximately 685 people living in Hampton who work in other communities.

Most of those who are out commuting are working in Mason City, Iowa Falls or Sheffield.

One-fourth (25.0%) of out commuters are willing to change employment (approximately 171 people).

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 (74.7%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 19.1 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

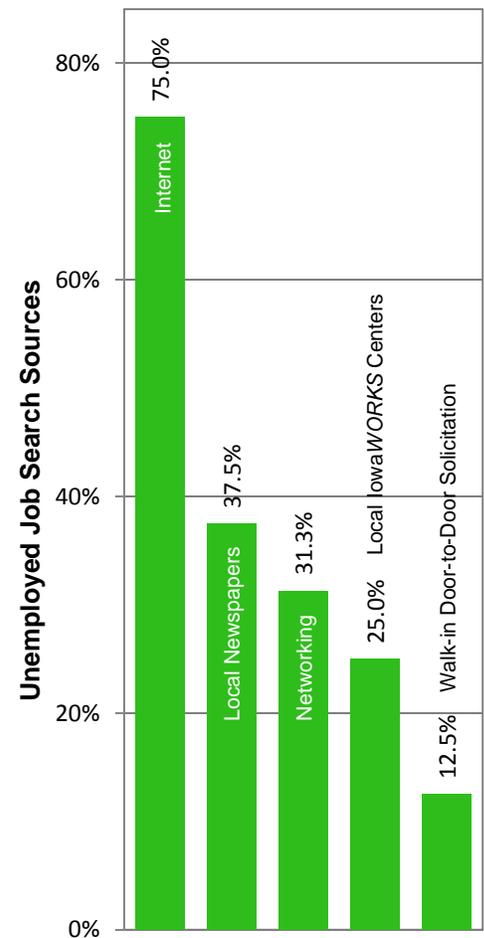
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	61.9%	14.3%	23.8%	*	*
Construction	50.0%	8.3%	8.3%	*	\$10.00
Manufacturing	51.3%	12.2%	4.8%	\$50,000	\$16.00
Transportation, Communication & Utilities	68.6%	20.0%	17.1%	\$55,000	\$18.50
Wholesale & Retail Trade	73.5%	16.3%	26.5%	\$71,250	\$10.50
Finance, Insurance & Real Estate	68.4%	26.3%	31.6%	*	\$12.00
Healthcare & Social Services	82.1%	19.6%	35.7%	\$66,000	\$16.00
Personal Services	68.2%	22.7%	22.6%	\$29,000	\$10.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	76.9%	23.1%	23.1%	*	\$16.25
Public Administration & Government	78.9%	21.1%	26.4%	\$48,000	\$20.50
Education	85.8%	2.0%	71.4%	\$54,500	\$13.75

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 895 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 57.9% are male; 42.1% are female
- Education:
 - 57.9% have an education beyond high school
 - 5.3% are trade certified
 - 10.5% have an associate degree
 - 10.5% have an undergraduate degree
 - 10.5% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$13.50/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
- 68.4% expressed interest in temporary and 57.9% in seasonal employment opportunities
- 57.9% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 100%
 - Dental coverage - 18.2%
 - Pension/retirement options - 18.2%
 - Life insurance - 9.1%
 - Paid sick leave - 9.1%
 - Prescription drug coverage - 9.1%
 - Stock options - 9.1%
 - Vision coverage - 9.1%
- 77.8% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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