

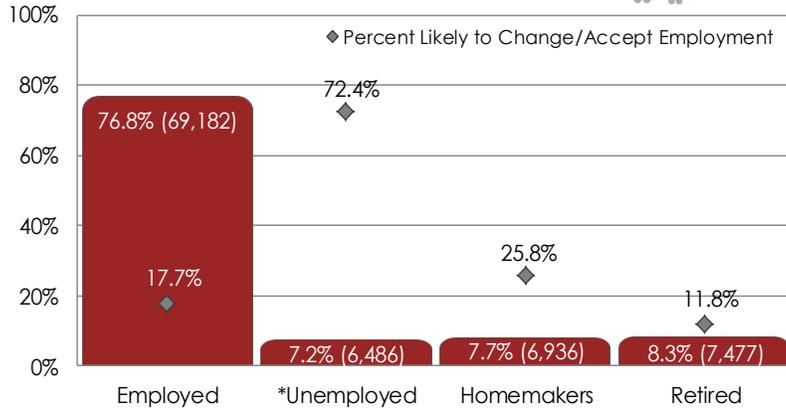


2015  
HARDIN COUNTY  
IOWA  
LABORSHED  
ANALYSIS

# HARDIN 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 Hardin 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.

**Total Potential Labor Force: 90,081 (entire Laborshed area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Iowa Falls (7,870):**

- 6,468 Employed
- 474 Unemployed
- 388 Homemakers
- 540 Retired

## EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 14.5% are working multiple jobs
- Currently working an average of 40 hrs/week
- Average age is 51 years old
- 37.3% currently working within the production, construction & material handling occupational category followed by 23.5% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search resources:

www.monster.com  
www.indeed.com

Internet,  
83.3%

Times Citizen - Iowa Falls  
Hampton Chronicle  
Globe-Gazette - Mason City

Local  
Newspapers,  
55.6%

Networking,  
16.7%

IowaWORKS  
Centers,  
11.1%



## UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.7%	110
Mismatch of Skills	2.5%	162
Low Income	1.2%	78
†Total Underemployment	4.4%	285

† 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
Healthcare & Social Services	17.2%	11,899	78.2%	16.3%	5.5%
Wholesale & Retail Trade	16.4%	11,346	73.2%	22.0%	12.5%
Manufacturing	12.4%	8,579	73.8%	25.8%	11.9%
Education	12.0%	8,302	71.4%	20.0%	2.4%
Public Administration & Government	10.0%	6,918	89.3%	12.0%	3.6%
Agriculture, Forestry & Mining	9.6%	6,641	85.7%	8.3%	3.6%
Finance, Insurance & Real Estate	5.6%	3,874	87.5%	7.1%	0.0%
Professional Services	5.2%	3,597	65.0%	23.1%	15.0%
Transportation, Communication & Utilities	3.6%	2,491	64.3%	33.3%	7.1%
Personal Services	3.6%	2,491	69.2%	22.2%	0.0%
Construction	3.2%	2,214	88.9%	12.5%	11.1%
Entertainment & Recreation	1.2%	830	**	**	**

\*\* Insufficient survey data/refused

Survey respondents from the Hardin 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 and social services industry.

## COMMUTING STATISTICS



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

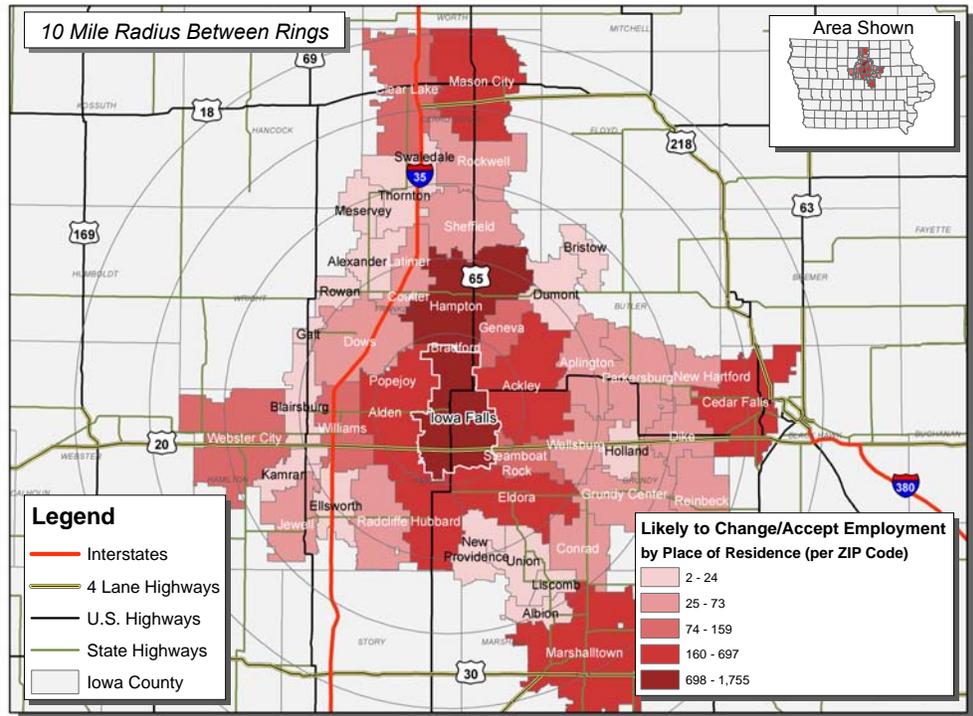
Those who are likely to change/accept employment in the Hardin County Laborshed area are willing to commute an average of 22 miles one-way for employment opportunities.

The out commute for Iowa Falls is estimated at 19.4 percent—approximately 510 people living in Iowa Falls work in other communities.

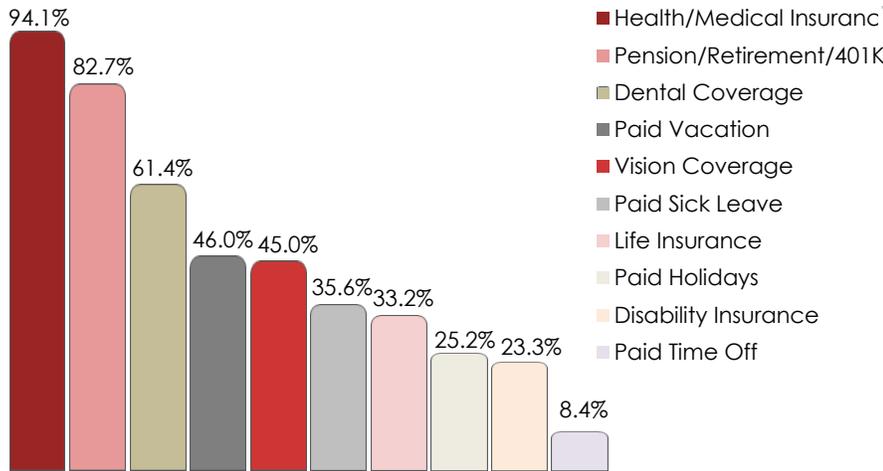
Most of those who are out commuting are working in Eldora, Alden or Ames.

Nearly one-fifth (15.0%) of out commuters are likely to change employment (approximately 76 people).

## CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN IOWA FALLS



## 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 (78.4%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 15.1 percent indicate their employer pays the entire cost of insurance premiums.

## EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



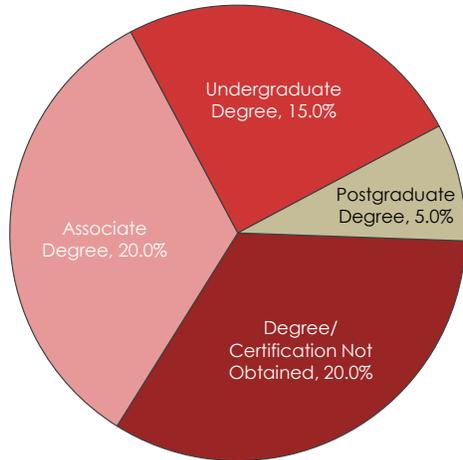
	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
Agriculture, Forestry & Mining	46.4%	3.6%	14.3%	\$41,500	**
Construction	88.9%	33.3%	22.2%	\$60,000	**
Education	85.7%	4.8%	76.2%	\$48,000	\$12.07
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance & Real Estate	75.0%	25.0%	18.8%	**	\$14.63
Healthcare & Social Services	80.0%	27.3%	34.5%	**	\$15.99
Manufacturing	42.9%	4.8%	21.4%	\$38,000	\$15.85
Personal Services	69.2%	7.7%	30.8%	**	\$10.00
Professional Services	52.6%	21.1%	15.8%	**	\$14.50
Public Administration & Government	67.9%	21.4%	32.1%	\$69,000	\$19.48
Transportation, Communication & Utilities	57.1%	14.3%	21.4%	\$43,500	\$20.00
Wholesale & Retail Trade	60.7%	12.5%	26.9%	\$60,000	\$11.50

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

\*\*Insufficient survey data/refused

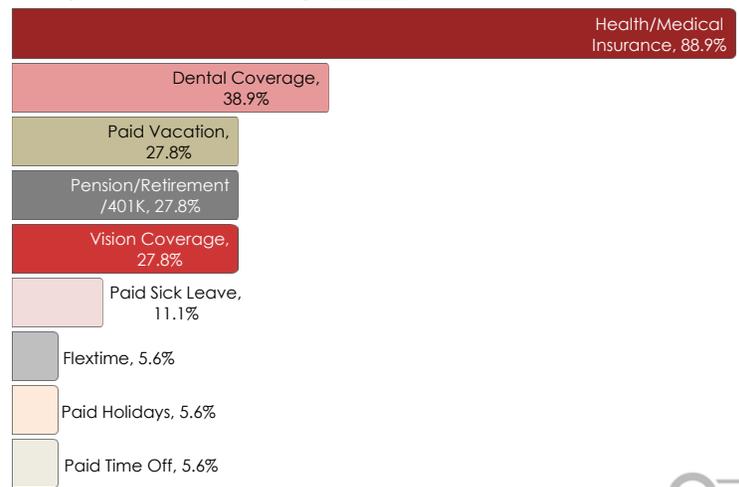
## UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- An estimated 474 unemployed individuals are likely to accept employment
- Average age is 43 years old
- 52.4% are male; 47.6% are female
- **Education:**
  - 60.0% are educated beyond high school



- **Wages:**
  - \$10.00/hr - to attract 66% of applicants
  - \$12.75/hr - to attract 75% of applicants
  - \$9.00/hr - lowest median wage willing to accept
- Willing to commute an average of 23 miles one way for the right opportunity
- 81.0% expressed interest in temporary and 61.9% in seasonal employment opportunities
- 52.4% expressed interest in working varied shifts

## DESIRED BENEFITS



## TOP UNEMPLOYED JOB SEARCH RESOURCES



## SPONSORED IN PARTNERSHIP WITH:



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

Ackley Development Commission  
208 State Street  
Ackley, Iowa 50601  
Phone: 641-847-2214  
Fax: 641-847-3204  
Email: ackley@mchsi.com  
www.ackleyiowa.net

Iowa Falls Area Development Corporation  
520 Rocksylvania Avenue  
Iowa Falls, IA 50126  
Phone: 641-373-3455  
Fax: 641-648-3702  
Email: director@iowafallsdevelopment.com  
www.iowafallsdevelopment.com

Eldora Economic Development  
1442 Washington  
Eldora, Iowa 50627  
Phone: 641-939-3241  
Email: eldoraecondev@heartofiowa.net  
www.eldoraiowa.com



Data compiled and analyzed by:  
Iowa Workforce Development  
Labor Market Information Division  
Regional Research & Analysis Bureau  
1000 E. Grand Avenue, Des Moines, Iowa 50319  
Phone: (515) 281-7505 | Email: Laborshed.Studies@iwd.iowa.gov  
www.iowaworkforce.org | www.iowaworkforcedevelopment.gov