

# Le Mars/Plymouth County, Iowa

## Laborshed Analysis

Cherokee County

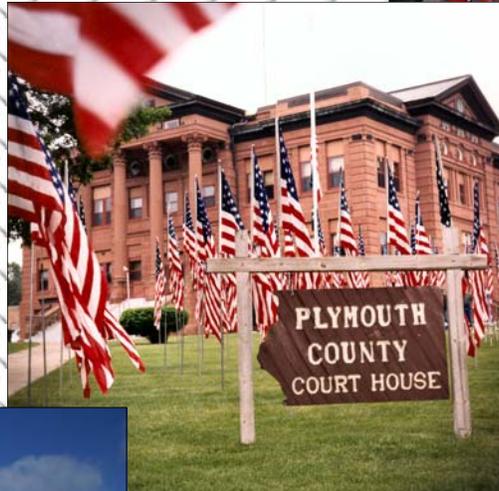
Lyon County

O'Brien County

Osceola County

Plymouth County

Sioux County



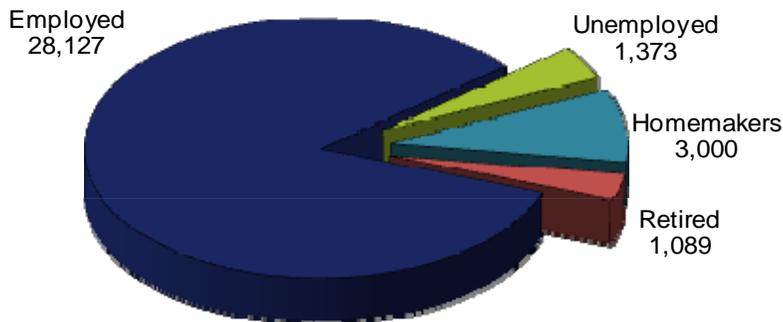
A Study of  
Workforce Characteristics  
*Released March 2010*

# 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 Le Mars 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. See *contact information on back*.

**Total Potential Labor Force: 119,347 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (33,589)**



## Quick Facts:

*(Employed - willing to change employment)*

- 19.6% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 43 years old;
- 28.4% currently working within the production, construction, & material handling occupational category followed by 26.3% within the professional, paraprofessional, & technical occupational category;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
*Sioux City Journal*  
*Le Mars Daily Sentinel*  
*Argus Leader - Sioux Falls, SD*
  - Internet  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.monster.com](http://www.monster.com)  
[www.google.com](http://www.google.com)
  - Networking through friends, family, and acquaintances
  - Local Iowa Workforce Development Centers

## Underemployment:

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

- 3.7% Inadequate hours (1,041 people)
- 4.2% Mismatch of skills (1,181 people)
- 3.5% Low income (984 people)
- 8.9% Total estimated underemployment (2,503 people)

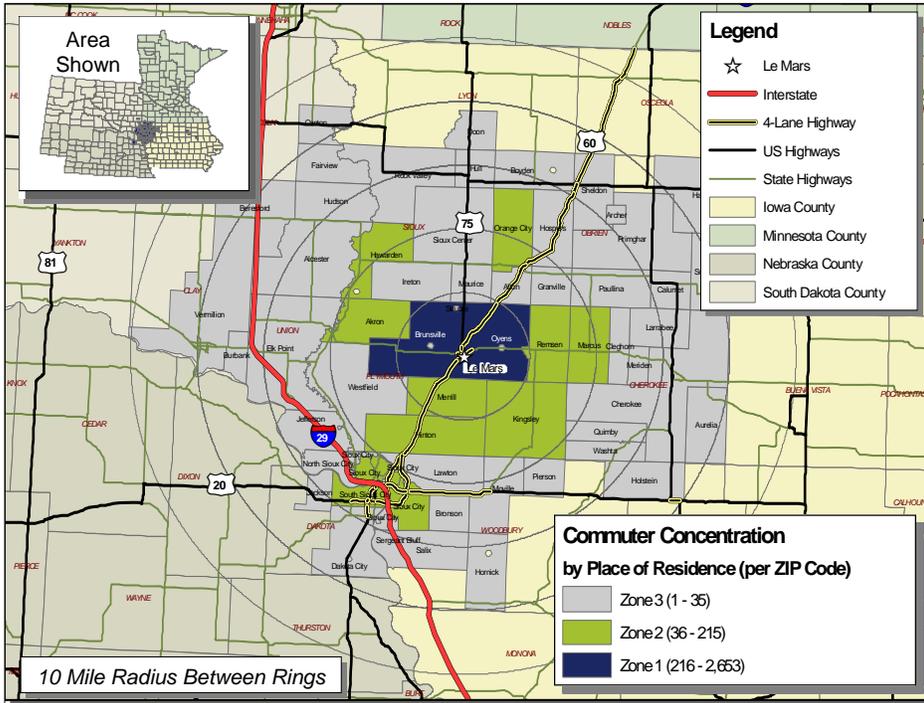
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	17.6%	16,909
Education	15.4%	14,795
Health Care & Social Services	14.7%	14,123
Wholesale & Retail Trade	10.6%	10,184
Agriculture	8.7%	8,358
Personal Services	8.0%	7,686
Transportation, Communication, & Utilities	7.7%	7,398
Construction	5.1%	4,900
Finance, Insurance, & Real Estate	4.8%	4,612
Public Administration & Government	3.5%	3,363
Professional Services	2.6%	2,498
Entertainment & Recreation	1.0%	961
Active Military Duty	0.3%	288

Survey respondents from the Le Mars 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 as shown in the table at left.

# Le Mars Commuting Area



## Commuting Statistics

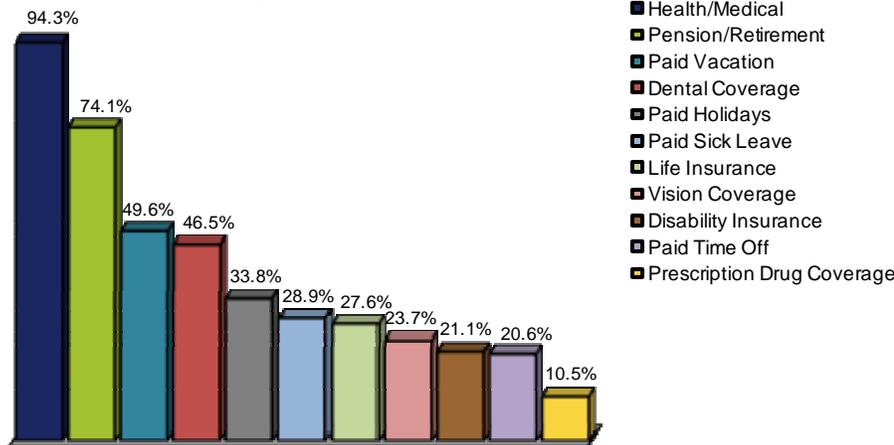
The map at the left represents commuting patterns into Le Mars with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Le Mars Laborshed area are willing to commute an average of 22 miles one way for employment opportunities.



Le Mars, Iowa

## 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 (76.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.7 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

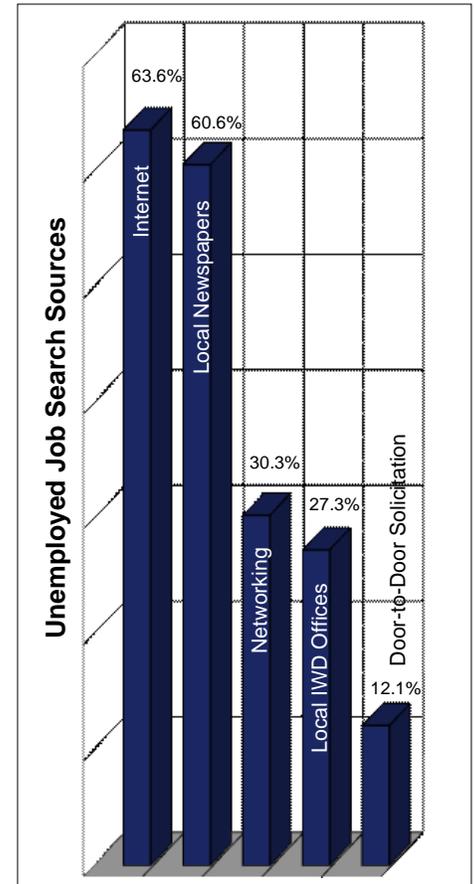
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	64.3%	14.3%	25.0%	*	\$13.85
Construction	56.5%	13.0%	17.4%	*	\$12.50
Manufacturing	51.5%	10.3%	20.6%	\$49,000	\$14.00
Transportation, Communication, & Utilities	64.3%	14.3%	21.4%	*	\$17.75
Wholesale & Retail Trade	49.0%	10.2%	22.5%	\$42,000	\$9.20
Finance, Insurance, & Real Estate	63.2%	10.5%	42.1%	\$51,000	\$10.52
Health Care & Social Services	80.0%	21.8%	30.9%	\$50,000	\$15.00
Personal Services	63.3%	10.0%	10.0%	\$33,000	\$11.00
Entertainment & Recreation	37.5%	12.5%	25.0%	*	\$7.75
Professional Services	68.7%	6.3%	31.3%	\$85,000	\$11.38
Public Administration & Government	91.7%	16.7%	25.0%	*	\$20.00
Education	90.0%	4.0%	66.0%	\$40,000	\$11.00

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 1,373 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- 55.9% are male; 44.1% are female;
- Education:
  - 55.9% have an education beyond high school
  - 2.9% are trade certified
  - 14.7% have an associate degree
  - 11.7% have an undergraduate degree
  - 5.9% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.74 to \$14.00/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 20 miles one way for the right opportunity;
- 64.7% expressed interest in temporary and 61.8% in seasonal employment opportunities;
- 55.9% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Paid vacation
  - Pension/retirement options
  - Dental coverage
  - Paid holidays
  - Paid sick leave
  - Paid time off
  - Tuition assistance/reimbursement
  - Vision coverage
  - Disability insurance
  - Prescription drug coverage
  - Life insurance
- 91.3% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance



## Sponsored in Partnership with



Le Mars, Iowa

## For more information regarding the Le Mars Laborshed Analysis, contact:

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