

# NORTH CENTRAL IOWA



## REGIONAL LABORSHED ANALYSIS



A STUDY IN WORKFORCE CHARACTERISTICS  
*Released April 2014*

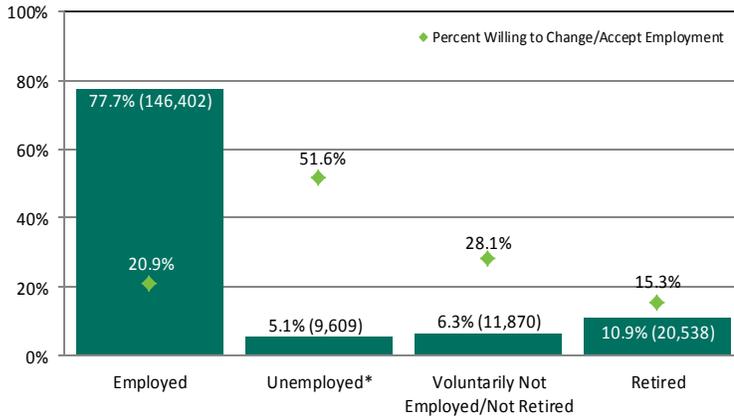
# Laborshed Studies

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 North Central Iowa Alliance region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Charles City, Forest City, Franklin County, Hancock County, Lake Mills, Mitchell County, North Iowa Corridor and Worth County Laborshed studies (1,799 total completed surveys). Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the North Central Iowa Alliance Region

Survey respondents from the North Central Iowa Alliance region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management; office and administrative support; or production occupational categories. The top industries are manufacturing; healthcare/social services; education; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the North Central Iowa Alliance commuting area.



**Total Potential Labor Force: 188,419**  
(entire Regional Commuting Area)

Occupations	% within Region
Management	19.4%
Office & Administrative Support	13.3%
Production	12.1%
Education, Training & Library	9.1%
Healthcare Practitioner & Technical	7.7%
Sales & Related	5.6%
Transportation & Material Moving	4.3%
Installation, Maintenance & Repair	3.6%
Food Preparation & Serving Related	3.2%
Business & Financial Operations	3.0%
Personal Care & Service	2.5%
Construction & Extraction	2.3%
Healthcare Support	2.3%
Building/Grounds Cleaning & Maintenance	2.1%
Community & Social Services	1.7%
Architecture & Engineering	1.5%
Computer & Mathematical Science	1.5%
Arts, Design, Entertainment, Sports & Related	1.4%
Legal	1.0%
Life, Physical & Social Science	1.0%
Farming, Fishing & Forestry	0.7%
Protective Service	0.5%
Military Specific	0.2%

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are 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 who worked for higher wages at previous employment.

- 1.4% Inadequate hours
- 3.6% Mismatch of skills
- 1.4% Low income
- 5.3% Total estimated underemployment

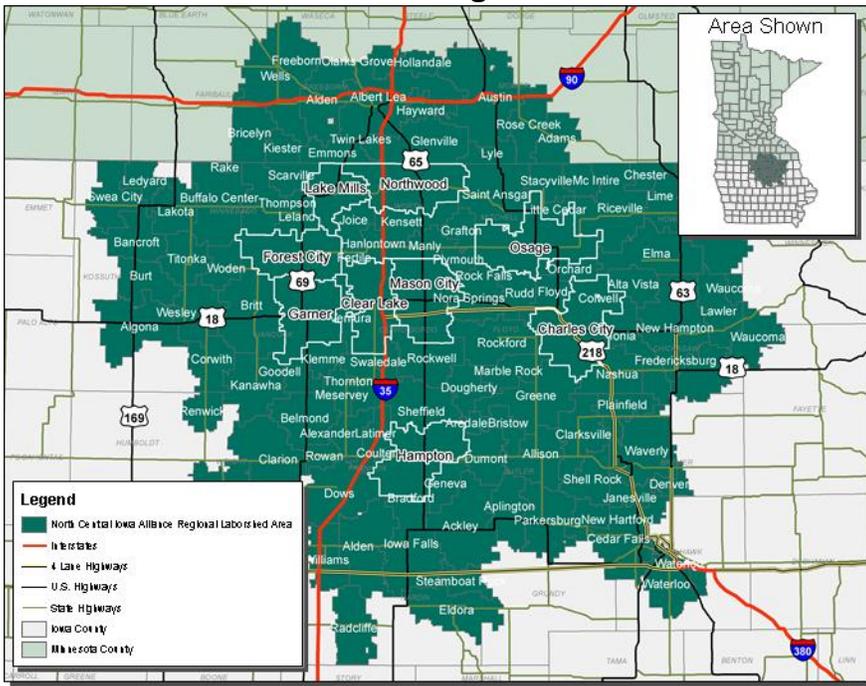
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	19.7%	28,841	78.4%	27.1%	4.8%
Healthcare & Social Services	14.9%	21,814	82.1%	17.2%	2.8%
Education	13.6%	19,911	75.6%	14.6%	1.9%
Wholesale & Retail Trade	11.7%	17,129	72.5%	29.9%	8.5%
Personal Services	7.5%	10,980	84.5%	25.3%	3.9%
Agriculture	7.4%	10,834	93.5%	5.8%	1.1%
Finance, Insurance & Real Estate	6.1%	8,930	80.7%	9.9%	2.3%
Transportation, Communication & Utilities	5.8%	8,491	69.8%	19.4%	5.2%
Public Administration & Government	5.6%	8,198	84.4%	20.0%	1.3%
Construction	3.4%	4,978	76.9%	30.0%	9.6%
Professional Services	3.4%	4,978	80.0%	30.0%	12.0%
Entertainment & Recreation	0.9%	1,318	90.9%	50.0%	0.0%

Survey respondents from the North Central Iowa Alliance commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

# North Central Iowa Alliance Regional Laborshed Area



## Quick Facts

(Employed - willing to change employment)

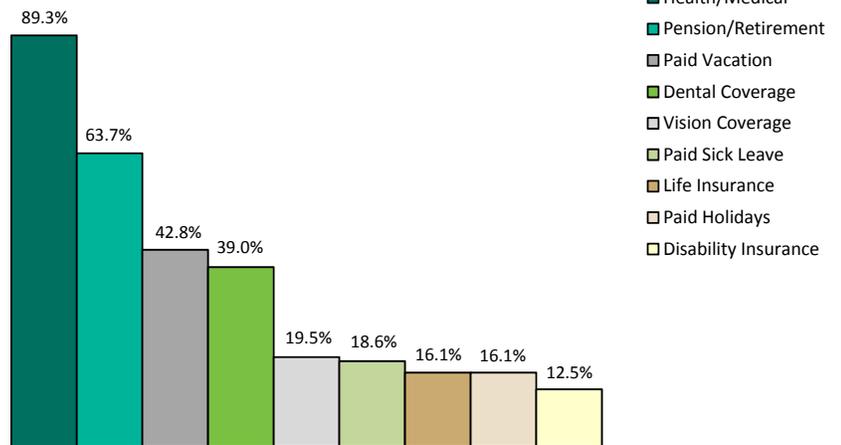
- 20.9% are willing to change employment
- 15.5% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 49 years old
- 29.3% currently working in the production, construction & material handling occupational category, followed by 19.9% in the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
  - Internet - 79.6%
    - [www.monster.com](http://www.monster.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.helpwanted.com](http://www.helpwanted.com)
    - [www.indeed.com](http://www.indeed.com)
  - Local/Regional newspapers - 56.0%
    - *Globe Gazette* - Mason City
    - *The Des Moines Register*
  - Networking through friends, family or acquaintances - 23.7%
  - Local IowaWORKS Centers - 22.9%

Those who are employed willing to change employment in the North Central Iowa Alliance region are willing to commute an average of 24 miles one way for employment opportunities.

## Benefits Currently Offered

The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at right provides the percentage of responses from those who are currently employed.

The majority (75.9%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 16.4 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Current Median Wage Characteristics by Industry

Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture, Forestry & Mining	63.0%	13.0%	22.8%	2.2%	\$50,000	\$15.00
Construction	57.7%	9.6%	13.5%	0.0%	\$48,000	\$17.50
Manufacturing	55.1%	14.0%	12.3%	3.4%	\$60,000	\$16.55
Transportation, Communication & Utilities	67.7%	17.7%	16.6%	4.2%	\$55,000	\$18.50
Wholesale & Retail Trade	62.4%	16.4%	14.8%	1.6%	\$50,000	\$10.00
Finance, Insurance, & Real Estate	80.7%	19.3%	31.8%	3.4%	\$49,500	\$13.25
Healthcare & Social Services	82.1%	23.1%	24.5%	8.5%	\$52,000	\$17.16
Personal Services	69.9%	16.5%	14.6%	9.7%	\$32,000	\$10.00
Entertainment & Recreation	54.5%	9.1%	18.2%	0.0%	*	\$10.67
Professional Services	74.0%	12.0%	24.0%	4.0%	\$51,000	\$15.00
Public Administration & Government	80.5%	18.2%	28.6%	5.2%	\$48,500	\$19.25
Education	87.0%	2.9%	33.0%	39.2%	\$50,500	\$13.50

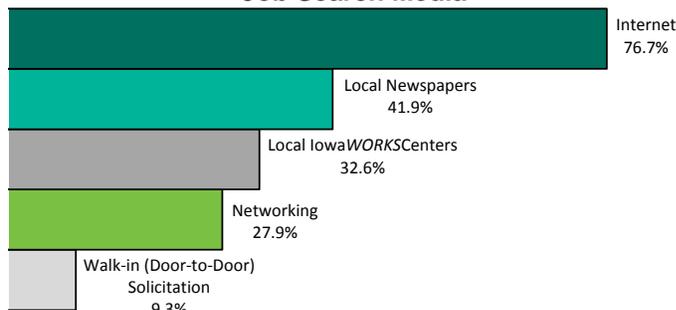
This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation

\*Insufficient survey data/refused

## Unemployed - Those Willing to Enter/Re-enter Employment

- 5.1% of the region are unemployed\*
  - 51.6% are willing to accept employment
  - 53.2% have become unemployed within the last year;
  - Average age is 48 years old
  - 53.2% are male and 46.8% are female
  - Education:
    - 61.7% have some post high school education
    - 2.1% are trade certified
    - 12.8% have an associate degree
    - 17.0% have an undergraduate degree
    - 10.6% have a postgraduate/professional degree
  - Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$12.00 to \$13.63 per hour with a median lowest wage considered of \$11.00 per hour
  - 74.5% expressed interest in seasonal employment opportunities
  - 72.3% expressed interest in temporary employment opportunities
  - 59.6% expressed interest in working varied shifts (2nd, 3rd & split);
  - Willing to commute an average of 25 miles one way for the right opportunity
- Would prefer to enter employment that offers the following benefits:
    - Health/medical insurance - 91.4%
    - Pension/retirement options - 31.4%
    - Dental coverage - 25.7%
    - Paid vacation - 20.0%
    - Paid sick leave - 11.4%
    - Vision coverage - 11.4%
    - Life insurance - 5.7%
    - Disability insurance - 2.9%
    - Paid holidays - 2.9%
    - Paid time off - 2.9%
    - Prescription drug coverage - 2.9%
    - Stock options - 2.9%
  - 69.0% are seeking employment offers where the employer/employee share the cost of medical insurance.

**Job Search Media**



\*Employment status is self-identified by the survey respondent. The unemployment percentage does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

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For more information regarding the North Central Iowa Alliance Regional Laborshed Study, contact:

Terry Schumaker  
Economic Development Director  
North Iowa Area Community College  
500 College Drive  
Mason City, IA 50401  
Phone: 641-422-4170  
Fax: 641-422-4129  
E-mail: [schumter@niacc.edu](mailto:schumter@niacc.edu)  
[www.niacc.edu/](http://www.niacc.edu/)