



SERVING CLEAR LAKE, MASON CITY & CERRO GORDO COUNTY

LABORSHED ANALYSIS

A STUDY OF WORKFORCE CHARACTERISTICS

NORTHIOWACORRIDOR.COM

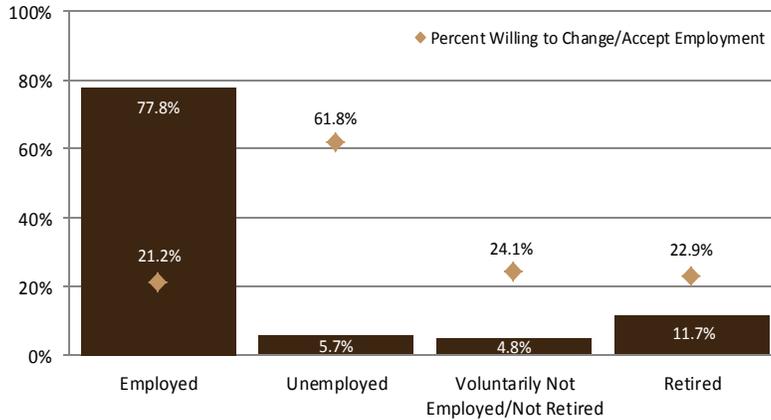


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Laborshed Studies

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 Iowa Corridor 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: 115,290 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (23,603)

- 19,357 Employed
- 1,366 Unemployed
- 1,150 Voluntarily Not Employed/Not Retired
- 1,730 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.

- 1.8% Inadequate hours (348 people)
- 3.8% Mismatch of skills (736 people)
- 1.7% Low income (329 people)
- 6.3% Total estimated underemployment (1,219 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*
Manufacturing	19.1%	17,132	76.5%	26.7%	4.1%
Education	15.6%	13,993	82.4%	11.5%	2.7%
Healthcare & Social Services	15.1%	13,544	84.3%	20.3%	0.0%
Wholesale & Retail Trade	10.7%	9,597	70.0%	33.3%	11.7%
Transportation, Communication & Utilities	7.7%	6,907	65.2%	13.3%	6.5%
Agriculture, Forestry & Mining	6.9%	6,189	96.4%	11.1%	0.0%
Personal Services	6.4%	5,741	86.2%	16.0%	6.9%
Finance, Insurance & Real Estate	6.1%	5,471	80.0%	16.7%	0.0%
Public Administration & Government	4.8%	4,305	90.5%	31.6%	0.0%
Professional Services	3.8%	3,408	68.2%	20.0%	22.7%
Construction	2.8%	2,511	73.3%	45.5%	13.3%
Entertainment & Recreation	1.0%	897	*	*	*

* Insufficient survey data/refused

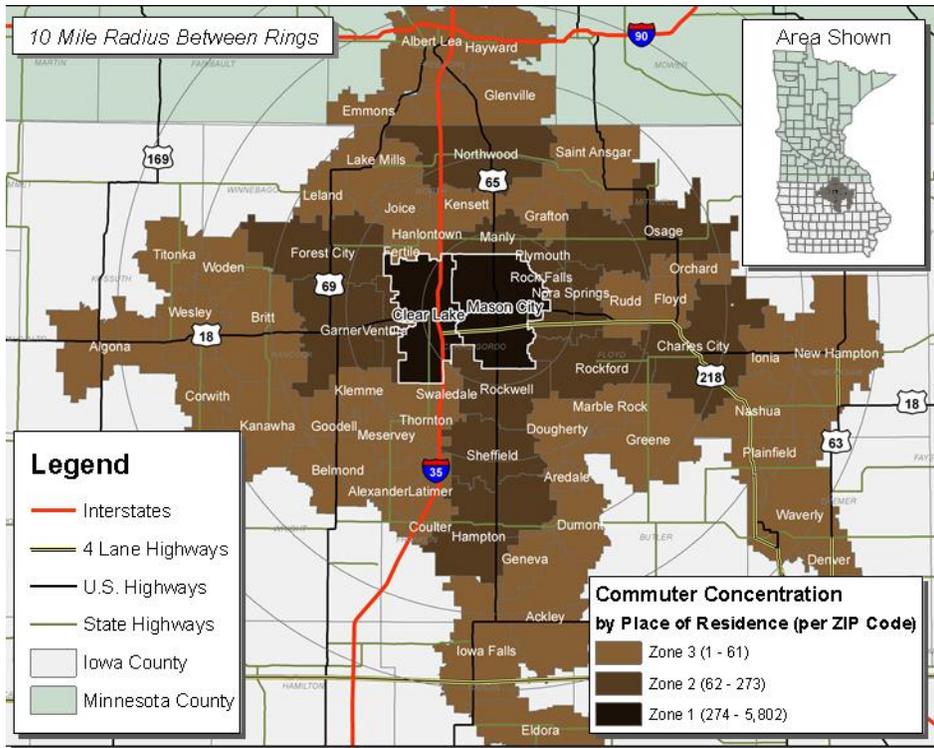
Survey respondents from the North Iowa Corridor Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

Quick Facts

(Employed - willing to change employment)

- 15.2% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 50 years old
- 32.3% currently working within the production, construction & material handling occupational category followed by 23.2% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
 - Internet - 86.5%
www.monster.com
www.iowajobs.org
 - Local/Regional newspapers - 63.5%
Globe Gazette - Mason City
The Des Moines Register
 - Networking through friends, family and acquaintances - 25.0%
 - Local IowaWORKS Centers - 21.9%

North Iowa Corridor Laborshed Area



Commuting Statistics

The map at the left represents commuting patterns into Clear Lake/Mason City with the concentration per ZIP code represented in the legend.

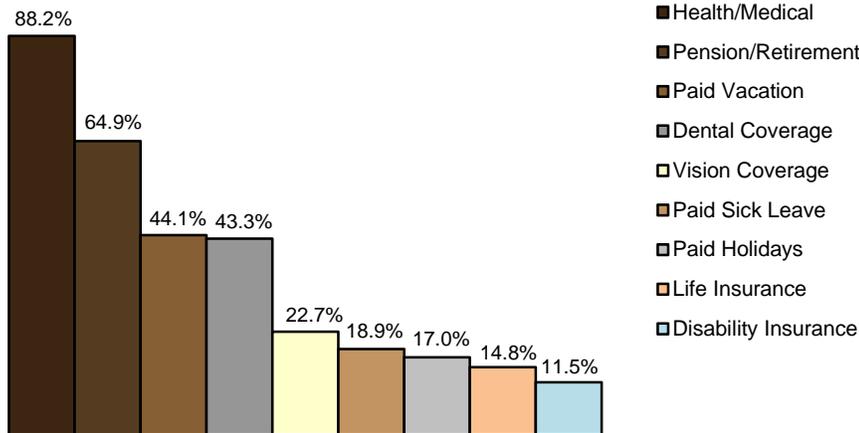
Those who are willing to change/accept employment in the North Iowa Corridor Laborshed area are willing to commute an average of 22 miles one way for employment opportunities.

The out commute for Clear Lake/Mason City is estimated at 8.4 percent—approximately 1,300 people living in Clear Lake/Mason City who work in other communities.

Most of those who are out commuting are working in Forest City or Garner.

Nearly one-third (30.8%) of out commuters are willing to change employment (approximately 400 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 (78.1%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

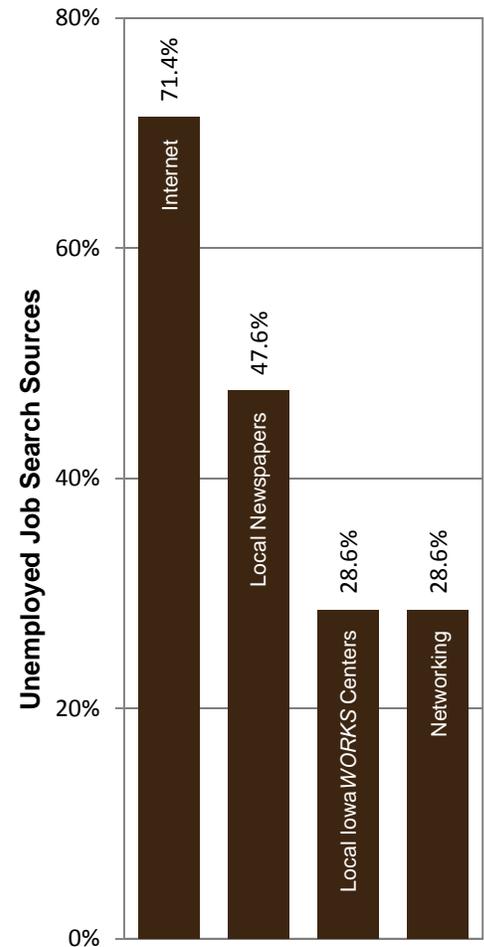
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	57.1%	3.6%	28.5%	\$47,500	*
Construction	60.0%	13.3%	6.7%	*	\$17.00
Manufacturing	52.1%	13.3%	11.3%	\$65,000	\$16.68
Transportation, Communication & Utilities	80.4%	21.7%	21.7%	\$55,000	\$19.82
Wholesale & Retail Trade	66.7%	21.7%	15.0%	\$80,000	\$10.00
Finance, Insurance & Real Estate	76.7%	3.3%	50.0%	\$49,500	\$12.70
Healthcare & Social Services	77.1%	15.7%	40.0%	\$62,500	\$16.75
Personal Services	72.4%	20.7%	27.6%	\$45,000	\$10.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	72.7%	9.1%	36.3%	\$52,000	\$13.88
Public Administration & Government	85.7%	19.0%	38.1%	\$60,000	\$22.00
Education	86.5%	0.0%	74.3%	\$50,000	\$15.00

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 1,366 unemployed individuals are willing to accept employment
- Average age is 50 years old
- 52.4% are male; 47.6% are female
- Education:
 - 71.4% have an education beyond high school
 - 9.5% have an associate degree
 - 19.0% have an undergraduate degree
 - 14.3% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.20 to \$14.00/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 22 miles one way for the right opportunity
- 66.7% expressed interest in temporary and 61.9% in seasonal employment opportunities
- 52.4% 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 - 37.5%
 - Pension/retirement options - 31.3%
 - Paid vacation - 25.0%
 - Vision coverage - 12.5%
 - Life insurance - 6.3%
 - Paid sick leave - 6.3%
 - Paid time off - 6.3%
 - Prescription drug coverage - 6.3%
 - Stock options - 6.3%
- 57.1% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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For more information regarding the North Iowa Corridor Laborshed Analysis, contact:

North Iowa Corridor Economic Development Corporation

9 North Federal Avenue

Mason City, IA 50401

Phone: 641-423-0315 / 800-944-1708

Fax: 641-423-5725

Email: info@northiowacorridor.com

www.NorthIowaCorridor.com