

# MONONA COUNTY

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ECONOMIC DEVELOPMENT



*“Monona County — Where there’s room to grow!”*

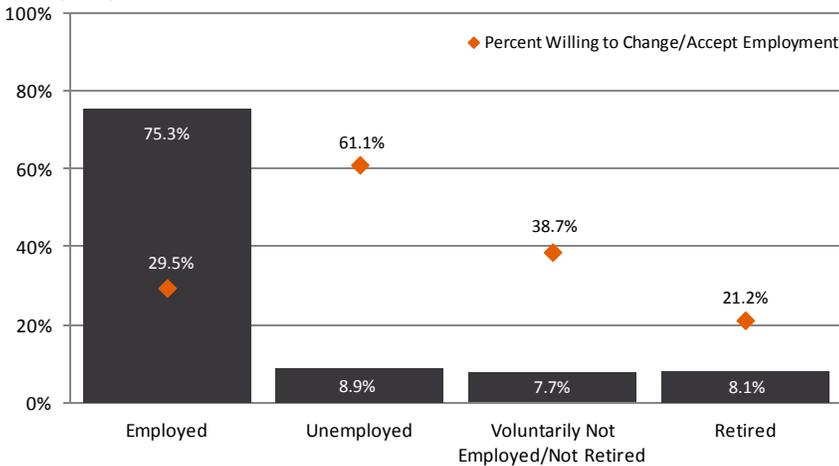
## Laborshed Analysis

A Study of Workforce Characteristics  
Released August 2012

# 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 Monona 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: 54,247 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (4,883)**

- 3,147 Employed
- 422 Unemployed
- 260 Voluntarily Not Employed, Not Retired
- 1,054 Retired

## 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 worked for higher wages at previous employment.

- 2.5% Inadequate hours (79 people)
- 5.7% Mismatch of skills (179 people)
- 1.5% Low income (47 people)
- 7.9% Total estimated underemployment (249 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	23.2%	9,477	89.4%	23.7%	4.5%
Education	14.2%	5,800	75.0%	16.7%	0.0%
Wholesale & Retail Trade	13.8%	5,637	68.6%	48.6%	13.7%
Public Administration & Government	9.4%	3,840	77.4%	25.0%	0.0%
Personal Services	7.9%	3,227	87.0%	35.0%	0.0%
Manufacturing	7.5%	3,064	79.2%	42.1%	4.2%
Finance, Insurance & Real Estate	5.5%	2,247	73.7%	21.4%	5.3%
Transportation, Communication & Utilities	5.5%	2,247	82.4%	21.4%	5.9%
Professional Services	4.7%	1,920	66.7%	25.0%	11.1%
Agriculture, Forestry & Mining	3.5%	1,430	69.2%	22.2%	15.4%
Construction	2.8%	1,144	70.0%	14.3%	30.0%
Entertainment & Recreation	2.0%	817	*	*	*

\*Insufficient survey data/refused

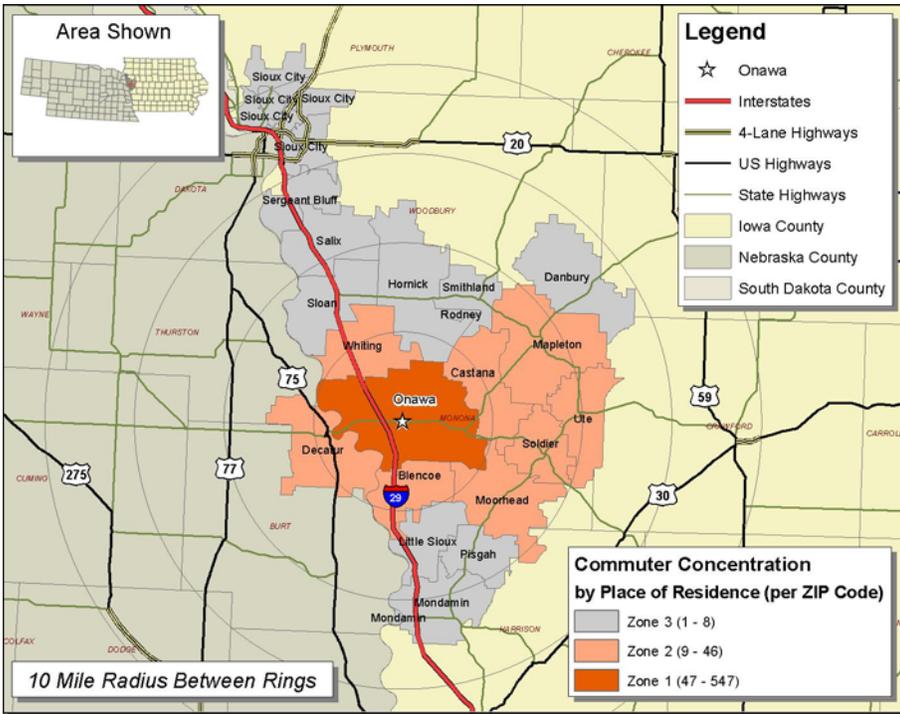
Survey respondents from the Monona County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the healthcare & social services industry.

## Quick Facts

(Employed - willing to change employment)

- 14.4% are working multiple jobs
- Currently working an average of 39 hours per week
- Average age is 45 years old
- 25.6% currently working within the professional, paraprofessional & technical occupational category followed by 21.1% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
  - Local/Regional newspapers
    - Sioux City Journal
    - Omaha World Herald
    - Onawa Democrat
  - Networking through friends, family and acquaintances
  - Local IowaWORKS Centers

# Monona County Laborshed Area



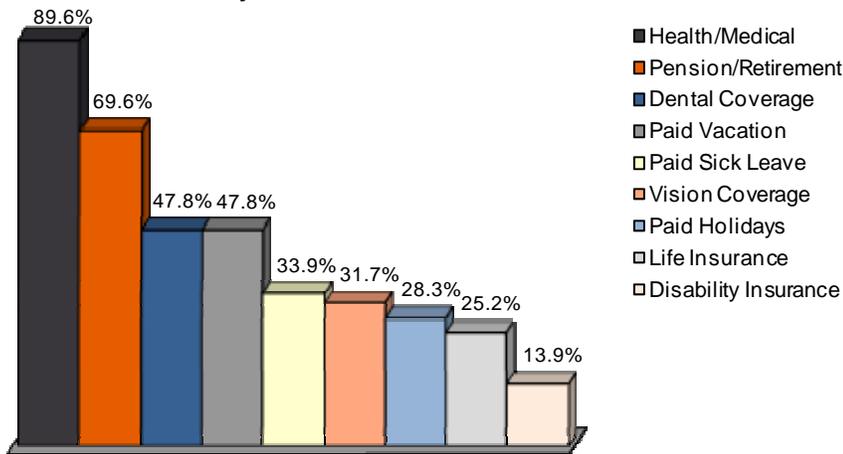
## Commuting Statistics

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

Those who are willing to change/accept employment in the Monona County Laborshed area are willing to commute an average of 27 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 left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (77.1%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 12.8 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

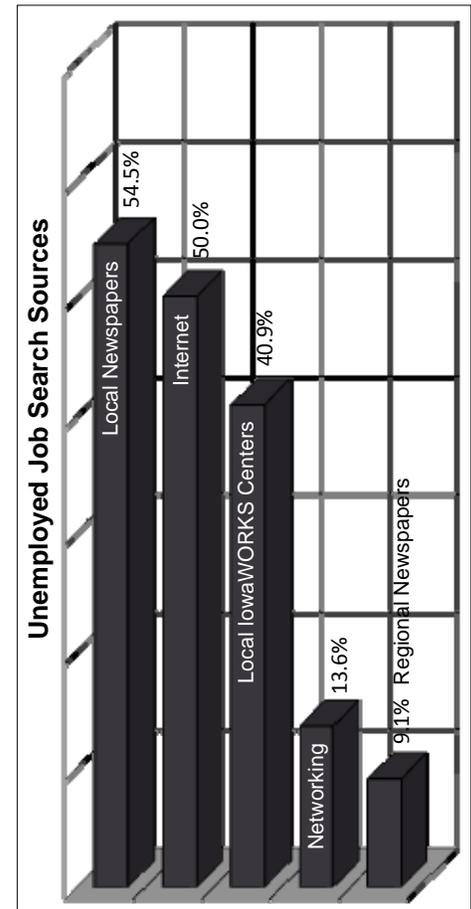
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	53.8%	0.0%	30.8%	\$60,000	*
Construction	70.0%	10.0%	10.0%	*	\$18.00
Manufacturing	45.8%	8.3%	29.2%	\$28,250	\$14.70
Transportation, Communication & Utilities	70.6%	23.5%	23.5%	\$33,000	\$26.35
Wholesale & Retail Trade	51.0%	3.9%	19.6%	\$52,500	\$9.10
Finance, Insurance & Real Estate	78.9%	31.6%	31.6%	\$50,000	\$11.43
Healthcare & Social Services	74.2%	15.2%	30.3%	\$73,000	\$14.40
Personal Services	65.2%	13.0%	21.7%	\$20,000	\$8.60
Entertainment & Recreation	85.7%	14.3%	14.3%	*	\$11.75
Professional Services	66.7%	16.7%	44.5%	\$65,000	\$11.95
Public Administration & Government	64.5%	16.1%	22.6%	\$40,500	\$17.00
Education	85.4%	4.2%	75.0%	\$52,000	\$12.18

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 422 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 54.5% are male; 45.5% are female
- Education:
  - 36.4% have an education beyond high school
  - 4.5% are trade certified
  - 18.2% have an associate degree
  - 9.0% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$13.04 to \$14.50/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 29 miles one way for the right opportunity
- 77.3% expressed interest in seasonal and 63.6% in temporary employment opportunities
- 63.6% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 83.3%
  - Paid vacation - 33.3%
  - Dental coverage - 27.8%
  - Pension/retirement options - 27.8%
  - Vision coverage - 22.2%
  - Paid holidays - 16.7%
  - Disability insurance - 11.1%
  - Life insurance - 11.1%
  - Paid sick leave - 11.1%
  - Paid time off - 11.1%
  - Prescription drug coverage - 5.6%
- 57.1% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



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