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LABORSHED ANALYSIS

POCAHONTAS COUNTY

A Great Place to Live, Work and Play



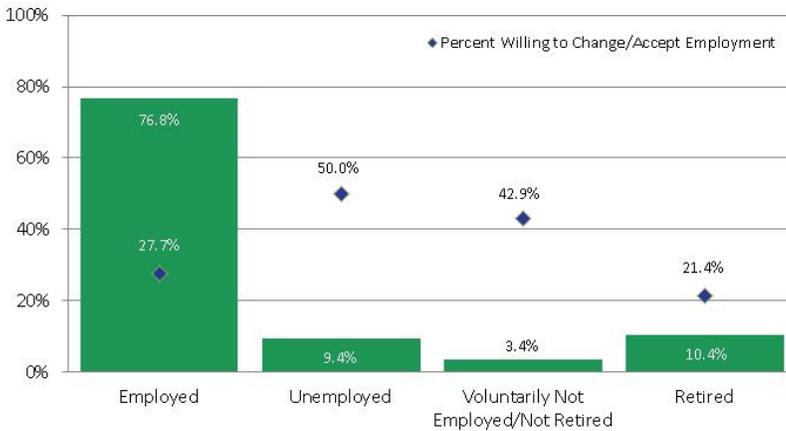
A Study of Workforce Characteristics

Released April 2013

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 Pocahontas 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: 26,555 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (4,349)

- 3,225 Employed
- 233 Unemployed
- 230 Voluntarily Not Employed/Not Retired
- 660 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.

- 1.5% Inadequate hours (48 people)
- 3.5% Mismatch of skills (113 people)
- 0.7% Low income (23 people)
- 4.4% Total estimated underemployment (142 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
Education	16.4%	3,345	78.6%	34.1%	3.6%
Wholesale & Retail Trade	13.0%	2,651	76.1%	40.0%	15.2%
Manufacturing	12.6%	2,570	73.9%	50.0%	21.7%
Healthcare & Social Services	11.9%	2,427	78.0%	21.9%	4.9%
Transportation, Communication & Utilities	11.2%	2,284	81.1%	33.3%	2.7%
Public Administration & Government	10.0%	2,039	73.0%	11.1%	2.7%
Agriculture, Forestry & Mining	8.2%	1,672	88.0%	9.1%	8.0%
Personal Services	4.8%	979	68.4%	23.1%	10.5%
Professional Services	4.5%	918	70.6%	16.7%	11.8%
Construction	3.7%	755	90.9%	20.0%	9.1%
Finance, Insurance & Real Estate	3.7%	755	90.9%	40.0%	0.0%

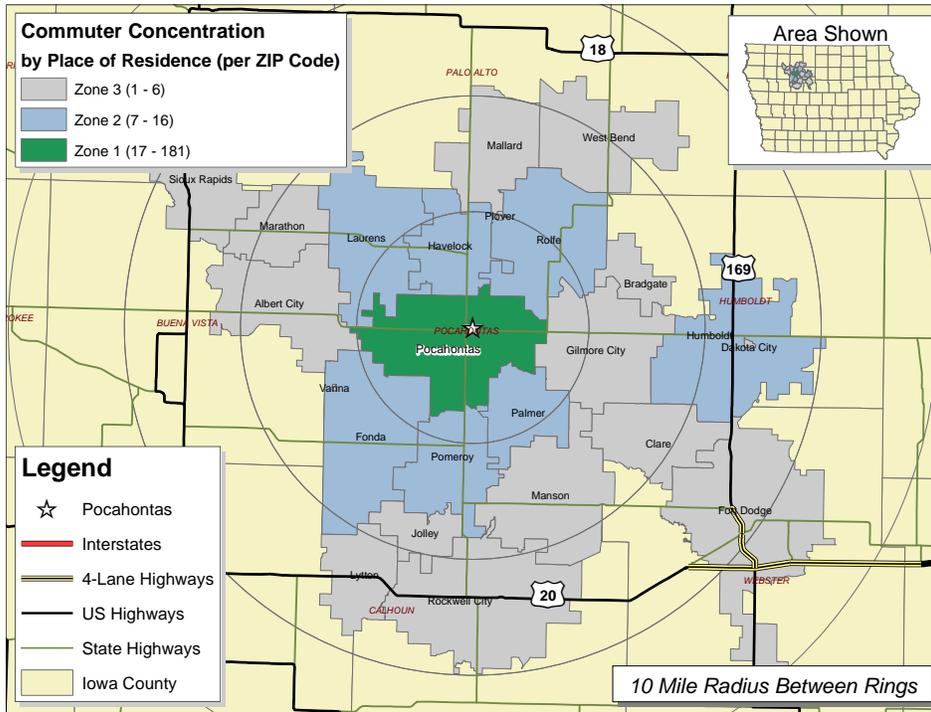
Survey respondents from the Pocahontas County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 22.3% are working multiple jobs
- Currently working an average of 44 hours per week
- Average age is 49 years old
- 29.4% currently working within the production, construction & material handling occupational category followed by 28.2% within the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
 - Internet - 84.3%
 - www.monster.com
 - www.iowajobs.org
 - www.careerbuilder.com
 - Local/Regional newspapers - 61.5%
 - The Messenger - Fort Dodge
 - The Des Moines Register
 - Pocahontas Record Democrat
 - Networking through friends, family and acquaintances - 22.9%
 - Local IowaWORKS Centers - 15.7%

Pocahontas County Laborshed Area



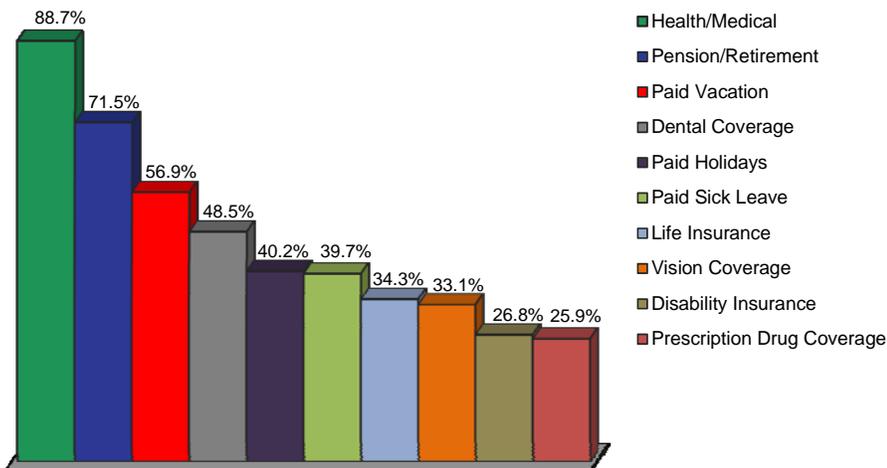
Commuting Statistics

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

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

The majority (66.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 28.0 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

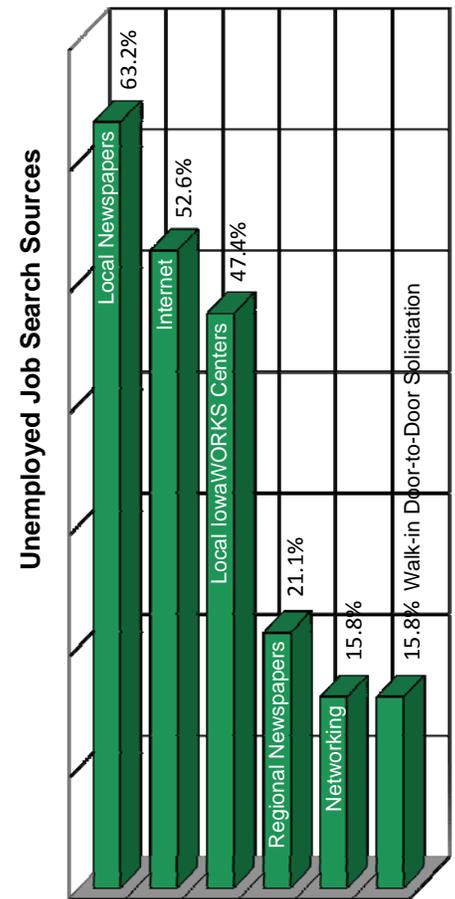
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	64.0%	20.0%	16.0%	\$50,000	*
Construction	54.5%	0.0%	27.3%	*	*
Manufacturing	58.7%	10.9%	19.5%	\$57,000	\$17.00
Transportation, Communication & Utilities	64.9%	18.9%	5.4%	\$61,000	\$16.85
Wholesale & Retail Trade	63.0%	15.2%	21.7%	\$53,500	\$11.50
Finance, Insurance & Real Estate	90.9%	27.3%	36.4%	*	\$12.00
Healthcare & Social Services	80.5%	36.6%	17.0%	*	\$14.65
Personal Services	63.2%	10.5%	21.1%	\$60,000	\$9.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	88.2%	11.8%	47.0%	*	\$9.25
Public Administration & Government	73.0%	10.8%	35.1%	\$62,000	\$18.00
Education	91.1%	7.1%	71.5%	\$48,000	\$10.51

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 233 unemployed individuals are willing to accept employment
- Average age is 44 years old
- 63.2% are male; 36.8% are female
- Education:
 - 52.6% have an education beyond high school
 - 5.3% are trade certified
 - 5.3% have vocational training
 - 21.1% have an associate degree
 - 5.3% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.20 to \$13.00/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
- 68.4% expressed interest in temporary and 68.4% in seasonal employment opportunities
- 57.9% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 100%
 - Pension/retirement options - 43.8%
 - Dental coverage - 37.5%
 - Paid vacation - 37.5%
 - Paid holidays - 25.0%
 - Paid sick leave - 18.8%
 - Vision coverage - 18.8%
 - Disability insurance - 12.5%
 - Prescription drug coverage - 12.5%
 - Life insurance - 6.3%
- 73.3% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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