

# O'Brien County, Iowa

## Laborshed Analysis

Cherokee County

Lyon County

O'Brien County

Osceola County

Plymouth County

Sioux County



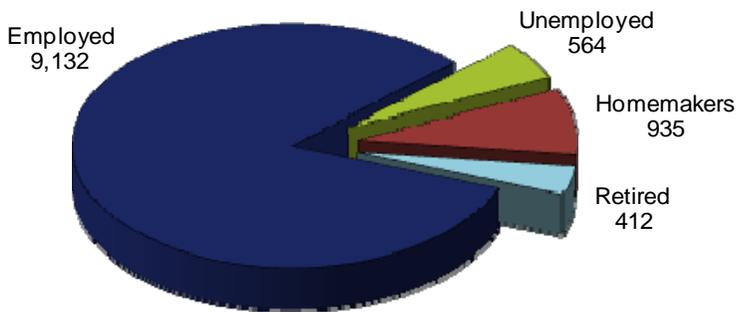
A Study of  
Workforce Characteristics  
*Released March 2010*

# 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 O'Brien 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. *See contact information on back.*

**Total Potential Labor Force: 73,056 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (11,043)**



## Quick Facts:

*(Employed - willing to change employment)*

- 17.5% are working multiple jobs;
- Currently working an average of 39 hours per week;
- Average age is 46 years old;
- 33.9% currently working within the professional, paraprofessional, & technical occupational category followed by 22.6% within the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
  - Local/Regional Newspapers  
*Sioux City Journal*  
*Lake News Shopper - Milford*  
*Sheldon Mail-Sun*
  - Internet  
[www.google.com](http://www.google.com)  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.monster.com](http://www.monster.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.

- 2.2% Inadequate hours (201 people)
- 1.7% Mismatch of skills (155 people)
- 0.2% Low income (18 people)
- 3.7% Total estimated underemployment (338 people)

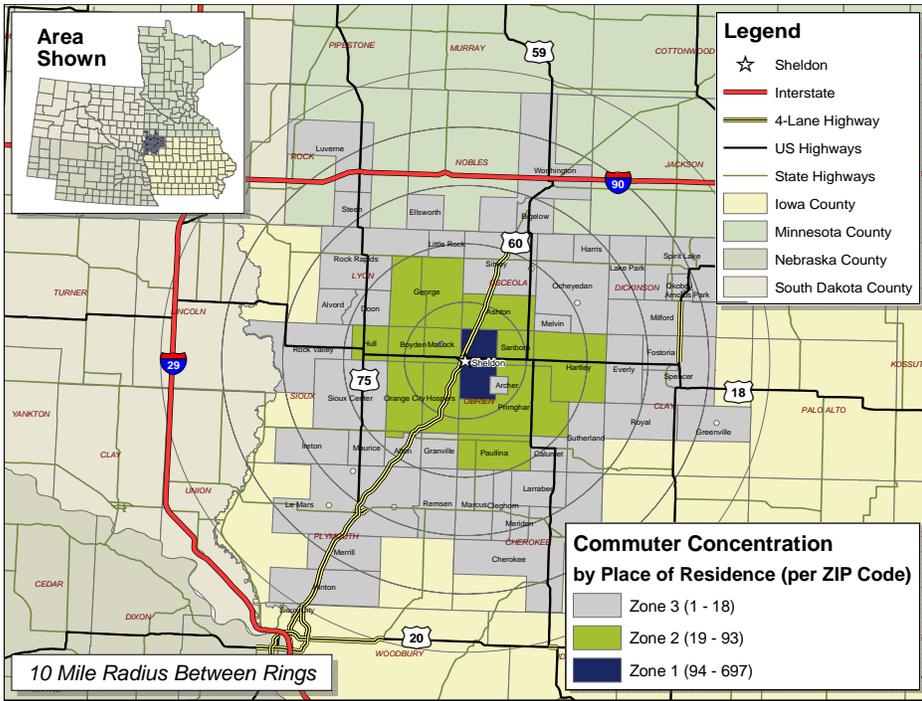
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Health Care & Social Services	18.3%	11,324
Wholesale & Retail Trade	15.3%	9,467
Manufacturing	13.6%	8,415
Education	11.9%	7,364
Agriculture	10.2%	6,312
Transportation, Communication, & Utilities	6.4%	3,960
Construction	6.1%	3,775
Finance, Insurance, & Real Estate	5.8%	3,589
Public Administration & Government	4.7%	2,908
Professional Services	4.4%	2,723
Personal Services	3.0%	1,856
Entertainment & Recreation	0.3%	186

Survey respondents from the O'Brien County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the health care & social services industry as shown in the table at left.

# O'Brien County Commuting Area



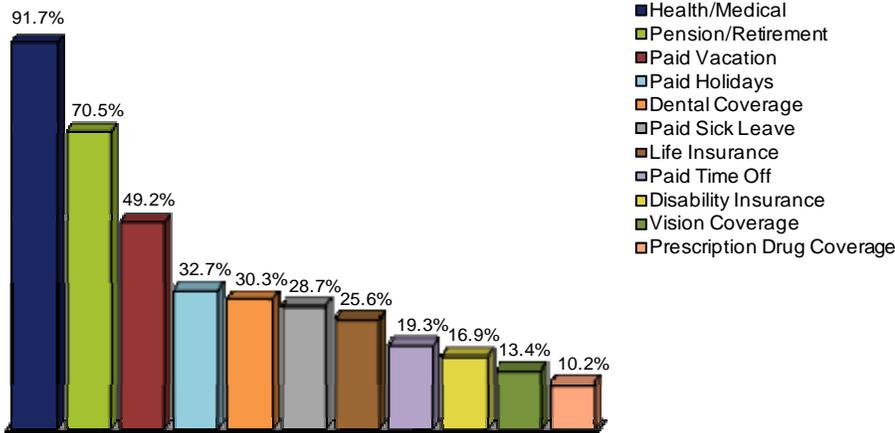
## Commuting Statistics

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

Those who are willing to change employment in the O'Brien 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 (71.1%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 21.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

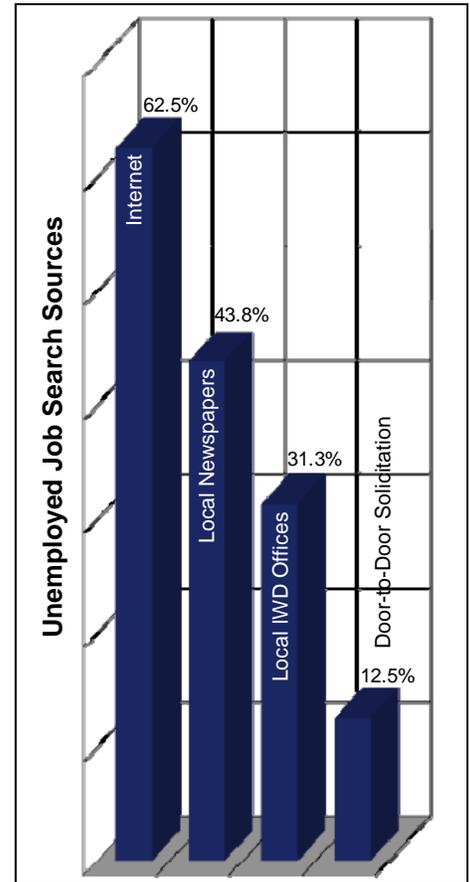
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	65.6%	18.8%	25.1%	\$62,000	\$11.75
Construction	50.0%	9.1%	4.5%	*	\$13.75
Manufacturing	46.2%	13.5%	15.4%	\$56,000	\$15.53
Transportation, Communication, & Utilities	65.0%	15.0%	15.0%	\$58,000	\$14.25
Wholesale & Retail Trade	67.3%	9.1%	9.1%	\$41,000	\$10.00
Finance, Insurance, & Real Estate	88.2%	11.8%	23.5%	\$50,000	\$11.00
Health Care & Social Services	77.8%	25.4%	28.5%	\$60,000	\$13.00
Personal Services	75.0%	*	25.0%	\$23,000	\$13.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	75.0%	18.8%	31.3%	*	\$12.00
Public Administration & Government	81.2%	18.8%	6.3%	*	\$18.78
Education	92.1%	7.9%	73.7%	\$41,000	\$11.78

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 564 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- 64.7% are male; 35.3% are female;
- Education:
  - 64.7% have an education beyond high school
  - 5.9% are trade certified
  - 23.5% have an associate degree
  - 11.8% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.88 to \$14.25/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 31 miles one way for the right opportunity;
- 64.7% expressed interest in seasonal and 58.8% in temporary employment opportunities;
- 64.7% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Dental coverage
  - Pension/retirement options
  - Disability insurance
  - Paid vacation
  - Prescription drug coverage
  - Vision coverage
  - Life insurance
  - Paid holidays
  - Paid time off
  - Tuition assistance/reimbursement
- 63.6% of the unemployed indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the O'Brien County Laborshed Analysis, contact:

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