



*Madison  
County  
Development  
Group*

2014



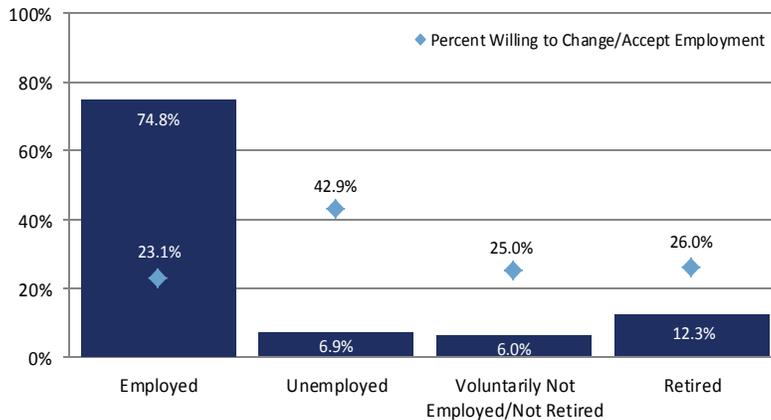
# MADISON COUNTY LABORSHED ANALYSIS

A STUDY IN WORKFORCE CHARACTERISTICS

# 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 Madison 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: 252,287 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (25,250)**

- 18,838 Employed
- 1,719 Unemployed
- 1,269 Voluntarily Not Employed/Not Retired
- 3,424 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.

- 0.5% Inadequate hours (94 people)
- 3.5% Mismatch of skills (659 people)
- 1.0% Low income (188 people)
- 4.4% Total estimated underemployment (829 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*
Finance, Insurance & Real Estate	21.3%	40,195	85.0%	15.7%	6.7%
Wholesale & Retail Trade	13.7%	25,853	76.7%	36.4%	7.0%
Education	12.5%	23,589	69.8%	23.3%	2.3%
Healthcare & Social Services	11.7%	22,079	77.8%	17.9%	2.8%
Professional Services	9.2%	17,361	73.3%	27.3%	16.7%
Public Administration & Government	9.2%	17,361	73.3%	18.2%	3.3%
Manufacturing	6.7%	12,644	76.2%	31.3%	4.8%
Transportation, Communication & Utilities	5.8%	10,945	66.7%	14.3%	0.0%
Personal Services	4.2%	7,926	71.4%	10.0%	14.3%
Agriculture, Forestry & Mining	2.9%	5,473	77.8%	0.0%	0.0%
Construction	2.1%	3,963	62.5%	20.0%	25.0%
Active Military Duty	0.7%	1,321	*	*	*

\*Insufficient survey data/refused

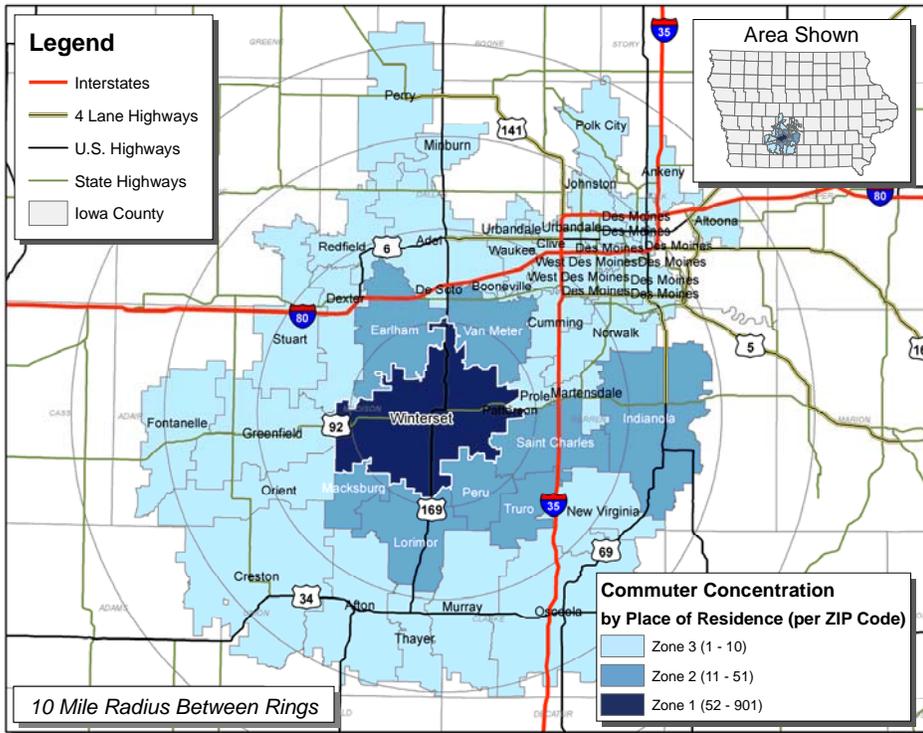
Survey respondents from the Madison County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the finance, insurance & real estate industry.

## Quick Facts

(Employed - willing to change employment)

- 20.0% are working multiple jobs
- Currently working an average of 44 hours per week
- Average age is 47 years old
- 30.4% currently working within the professional, paraprofessional & technical occupational category followed by 21.7% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet - 83.8%
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.helpwanted.com](http://www.helpwanted.com)
    - [www.monster.com](http://www.monster.com)
  - Networking through friends, family and acquaintances - 30.9%
  - Local/Regional newspapers - 29.4%
    - *The Des Moines Register*
    - *Winterset Madisonian*
  - Local IowaWORKS Centers - 7.4%

# Madison County Laborshed Area



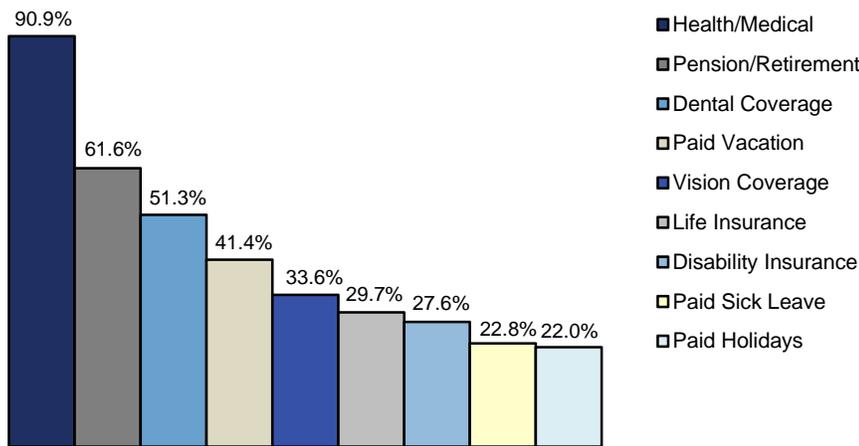
## Commuting Statistics

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

Those who are willing to change/accept employment in the Madison County Laborshed area are willing to commute an average of 22 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 (76.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 15.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

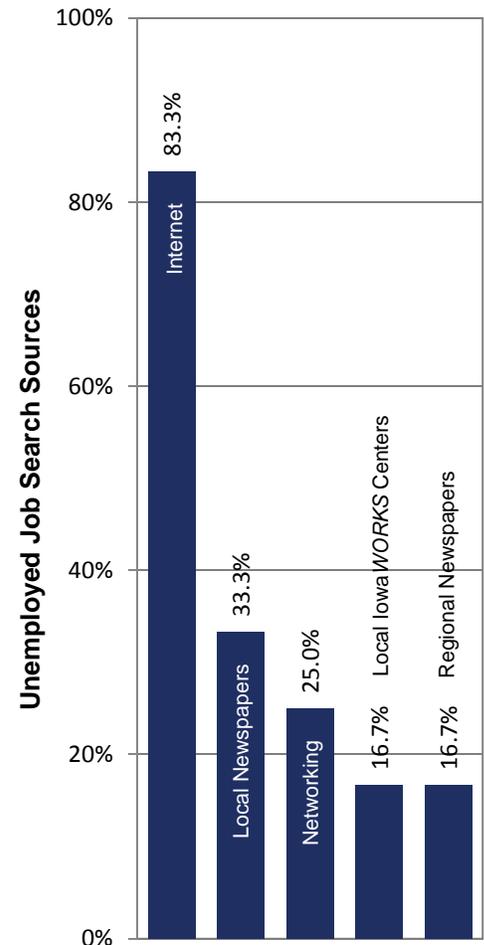
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	77.8%	11.1%	33.3%	*	*
Construction	50.0%	25.0%	0.0%	*	\$12.25
Manufacturing	52.4%	19.0%	14.3%	*	\$17.00
Transportation, Communication & Utilities	76.2%	19.0%	23.8%	\$94,000	\$28.50
Wholesale & Retail Trade	74.4%	9.3%	30.2%	\$72,500	\$9.75
Finance, Insurance & Real Estate	78.3%	11.7%	53.3%	\$88,750	\$17.98
Healthcare & Social Services	83.3%	22.2%	41.7%	\$77,000	\$15.50
Personal Services	92.9%	28.6%	35.7%	*	\$11.90
Entertainment & Recreation	*	*	*	*	*
Professional Services	70.0%	3.3%	39.9%	\$53,000	\$17.00
Public Administration & Government	66.7%	13.3%	36.6%	\$61,000	\$22.68
Education	86.0%	4.7%	67.5%	\$60,000	\$13.50

*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 1,719 unemployed individuals are willing to accept employment
- Average age is 40 years old
- 50.0% are male; 50.0% are female
- Education:
  - 50.0% have an education beyond high school
  - 16.7% are trade certified
  - 8.3% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.78 to \$15.00/hr. with a median of the lowest wage of \$9.50
- Willing to commute an average of 24 miles one way for the right opportunity
- 75.0% expressed interest in temporary and 66.7% in seasonal employment opportunities
- 58.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 80.0%
  - Dental coverage - 50.0%
  - Pension/retirement options - 40.0%
  - Vision coverage - 30.0%
  - Disability insurance - 20.0%
  - Paid vacation - 20.0%
  - Life insurance - 10.0%
  - Paid sick leave - 10.0%
  - Prescription drug coverage - 10.0%
- 85.7% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



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