



REGIONAL LABORSHED ANALYSIS



A STUDY IN WORKFORCE CHARACTERISTICS
Released April 2012

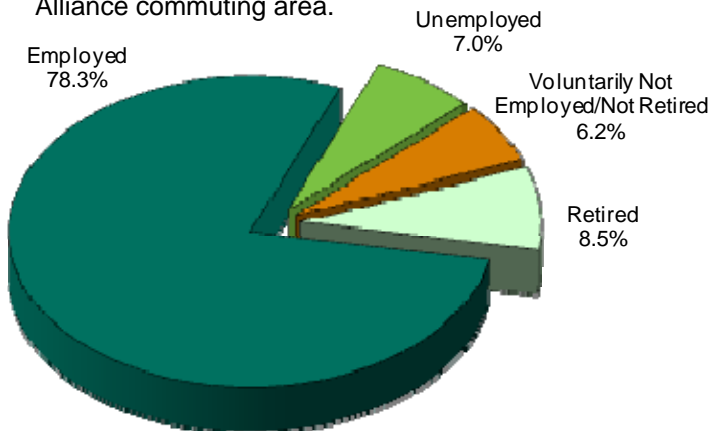
Laborshed Studies

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 North Central Iowa Alliance Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Charles City, Forest City, Garner, Hampton, Lake Mills, Mason City/Clear Lake, Northwood and Osage Laborshed Studies (1,892 total completed surveys). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the North Central Iowa Alliance Region

Survey respondents from the North Central Iowa Alliance Region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management; office and administrative support or production occupational categories. The top industries are manufacturing; healthcare/social services; wholesale & retail trade and education.

The chart below shows the percentage of respondents by employment status within the North Central Iowa Alliance commuting area.



Total Potential Labor Force: 172,804
(entire Regional Commuting Area)

Occupations	% within Region
Management	20.0%
Office & Administrative Support	14.1%
Production	12.3%
Education, Training & Library	9.2%
Healthcare Practitioner & Technical	6.9%
Sales & Related	5.9%
Transportation & Material Moving	4.7%
Business & Financial Operations	3.3%
Installation, Maintenance & Repair	2.9%
Food Preparation & Serving Related	2.8%
Personal Care & Service	2.7%
Community & Social Services	2.4%
Construction & Extraction	2.3%
Healthcare Support	2.2%
Building/Grounds Cleaning & Maintenance	2.0%
Architecture & Engineering	1.2%
Computer & Mathematical Science	1.2%
Arts, Design, Entertainment, Sports & Related	1.0%
Farming, Fishing & Forestry	0.9%
Life, Physical & Social Science	0.7%
Legal	0.6%
Protective Service	0.6%
Military Specific	0.1%

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 who worked for higher wages at previous employment.

- 2.8% Inadequate hours
- 3.8% Mismatch of skills
- 1.3% Low income
- 6.1% Total estimated underemployment

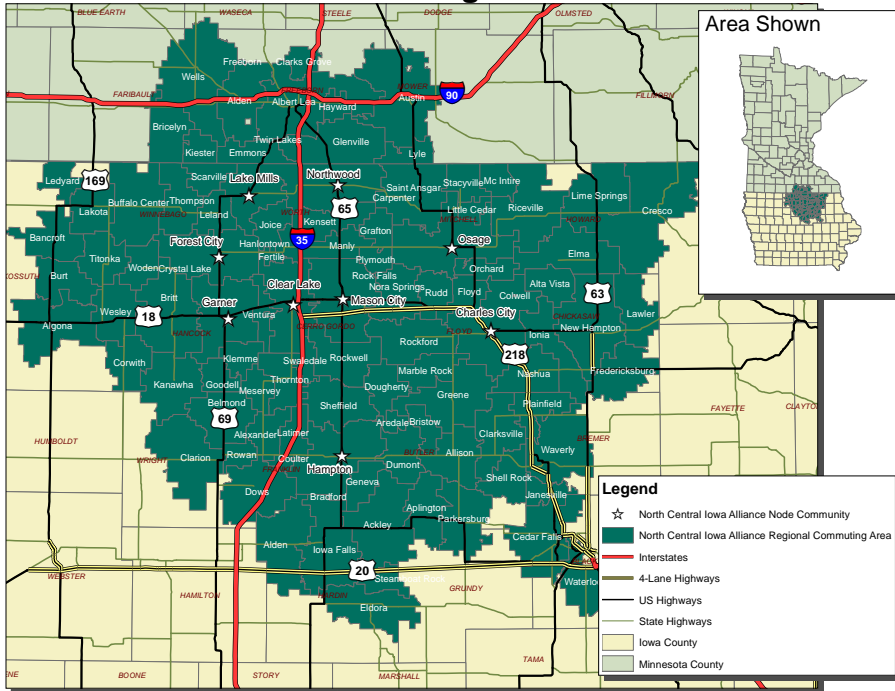
Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Manufacturing	19.2%	25,979	78.4%	33.2%	9.7%
Healthcare/Social Services	17.7%	23,949	81.3%	25.1%	4.9%
Wholesale & Retail Trade	13.1%	17,725	74.3%	39.2%	11.3%
Education	12.0%	16,237	72.6%	26.3%	1.4%
Personal Services	6.6%	8,930	90.5%	30.2%	1.1%
Agriculture	6.4%	8,660	93.3%	7.2%	2.2%
Public Administration/Government	5.8%	7,848	86.4%	21.1%	3.4%
Finance, Insurance & Real Estate	5.3%	7,171	87.3%	24.6%	2.5%
Transportation, Communication & Utilities	5.2%	7,036	73.9%	19.1%	5.4%
Professional Services	4.1%	5,548	74.6%	20.8%	5.6%
Construction	3.7%	5,006	77.4%	18.8%	14.5%
Entertainment & Recreation	0.9%	1,218	92.3%	33.3%	0.0%

Survey respondents from the North Central Iowa Alliance commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry as shown in the table above.

North Central Iowa Alliance Regional Laborshed Area



Quick Facts

(Employed - willing to change employment)

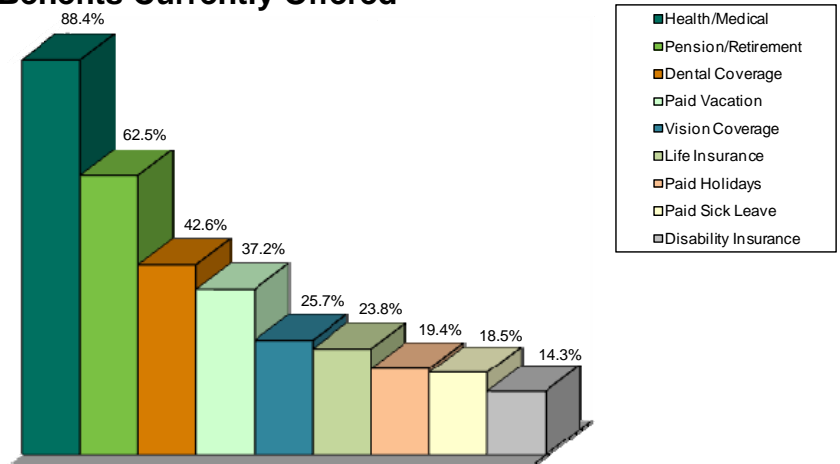
- 27.4% are willing to change employment
- 18.0% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 49 years old
- 26.3% currently working in the production, construction & material handling occupational category, followed by 24.1% in the professional, paraprofessional & technical occupational category
- Most frequently identified job search sources:
 - Internet
 - www.iowaworkforce.org
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - *Globe Gazette* - Mason City
 - *The Des Moines Register*
 - Local IowaWORKS Centers
 - Networking through friends, family or acquaintances

Those who are willing to change employment in the North Central Iowa Alliance Region 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 right provides the percentage of responses from those who are currently employed.

The majority (74.2%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 18.4 percent indicate their employer pays the entire cost of insurance premiums.



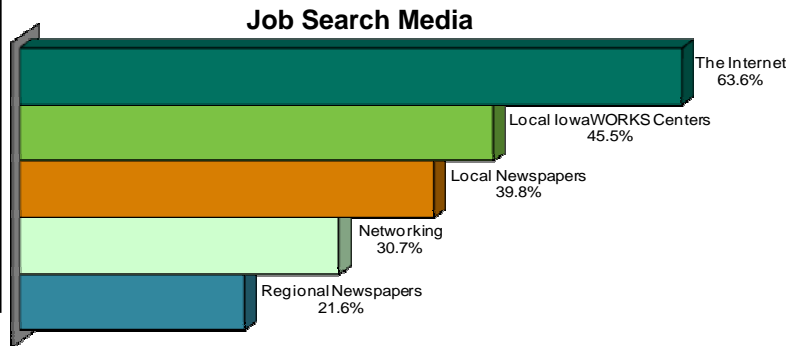
Education and Current Median Wage Characteristics by Industry

Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry & Mining	59.6%	15.7%	12.4%	1.1%	\$57,000	\$10.00
Construction	67.7%	12.9%	14.5%	1.6%	\$50,000	\$16.50
Manufacturing	53.6%	13.2%	12.8%	1.6%	\$53,500	\$15.92
Transportation, Communication & Utilities	67.4%	18.5%	16.3%	2.2%	\$49,000	\$18.17
Wholesale & Retail Trade	58.3%	10.9%	16.9%	2.6%	\$40,000	\$10.00
Finance, Insurance, & Real Estate	86.1%	20.3%	39.2%	1.3%	\$50,000	\$12.80
Healthcare & Social Services	80.3%	23.9%	22.5%	9.2%	\$46,000	\$15.52
Personal Services	75.8%	11.6%	20.0%	12.6%	\$40,000	\$11.00
Entertainment & Recreation	76.9%	15.4%	30.8%	0.0%	\$32,500	\$8.00
Professional Services	81.7%	18.3%	29.5%	9.9%	\$59,000	\$12.08
Public Administration & Government	71.6%	15.9%	31.8%	4.5%	\$50,000	\$18.19
Education	89.3%	8.4%	44.7%	27.4%	\$48,000	\$12.45

This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation

Unemployed - Those Willing to Enter/Re-enter Employment

- 7.0% of the region are unemployed
- 72.2% are willing to accept employment
- 49.0% have become unemployed within the last year;
- Average age is 49 years old
- 51.0% are female and 49.0% are male
- Education:
 - 54.1% have some post high school education
 - 5.2% are trade certified
 - 3.1% completed vocational training
 - 9.4% have an associate degree
 - 17.7% have an undergraduate degree
 - 2.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$11.00 per hour with a median lowest wage considered of \$10.00 per hour
- 69.8% expressed interest in seasonal employment opportunities
- 68.8% expressed interest in temporary employment opportunities
- 45.8% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 22 miles one way for the right opportunity
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 90.4%
 - Dental coverage - 36.1%
 - Pension/retirement options - 24.1%
 - Paid vacation - 22.9%
 - Vision coverage - 22.9%
 - Life insurance - 18.1%
 - Disability insurance - 12.0%
 - Paid holidays - 8.4%
 - Prescription drug coverage - 8.4%
 - Paid sick leave - 7.2%
- 71.6% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the North Central Iowa Alliance Regional Laborshed Study, contact:

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