

# Cass County Laborshed Analysis

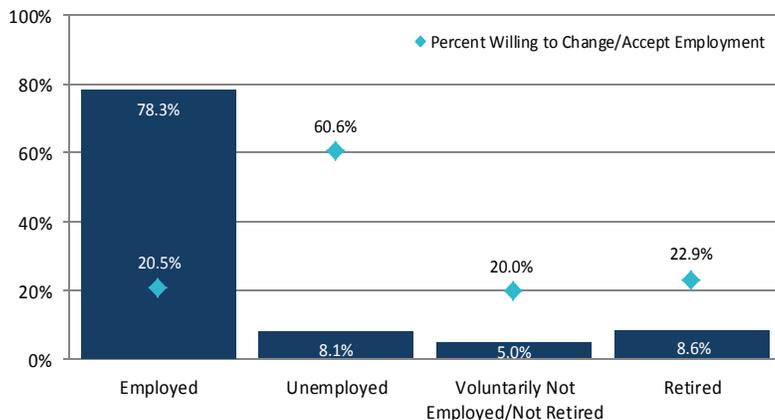


A Study of Workforce Characteristics  
Released November 2013

# 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 Cass 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: 83,566 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (10,110)**

- 7,437 Employed
- 515 Unemployed
- 535 Voluntarily Not Employed/Not Retired
- 1,623 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.

- 1.7% Inadequate hours (126 people)
- 3.2% Mismatch of skills (238 people)
- 1.5% Low income (112 people)
- 4.9% Total estimated underemployment (364 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	17.7%	11,581	88.9%	16.7%	5.6%
Wholesale & Retail Trade	17.4%	11,385	75.8%	25.5%	8.1%
Education	14.0%	9,161	82.6%	21.1%	4.3%
Manufacturing	10.0%	6,543	71.1%	25.9%	13.2%
Transportation, Communication & Utilities	8.5%	5,562	76.7%	21.7%	16.7%
Public Administration & Government	7.4%	4,842	83.3%	20.0%	0.0%
Agriculture, Forestry & Mining	5.9%	3,860	94.1%	12.5%	5.9%
Personal Services	5.9%	3,860	80.0%	31.3%	5.0%
Professional Services	5.5%	3,599	83.3%	13.3%	0.0%
Finance, Insurance & Real Estate	4.1%	2,683	57.9%	0.0%	5.3%
Construction	3.6%	2,356	76.9%	20.0%	15.4%

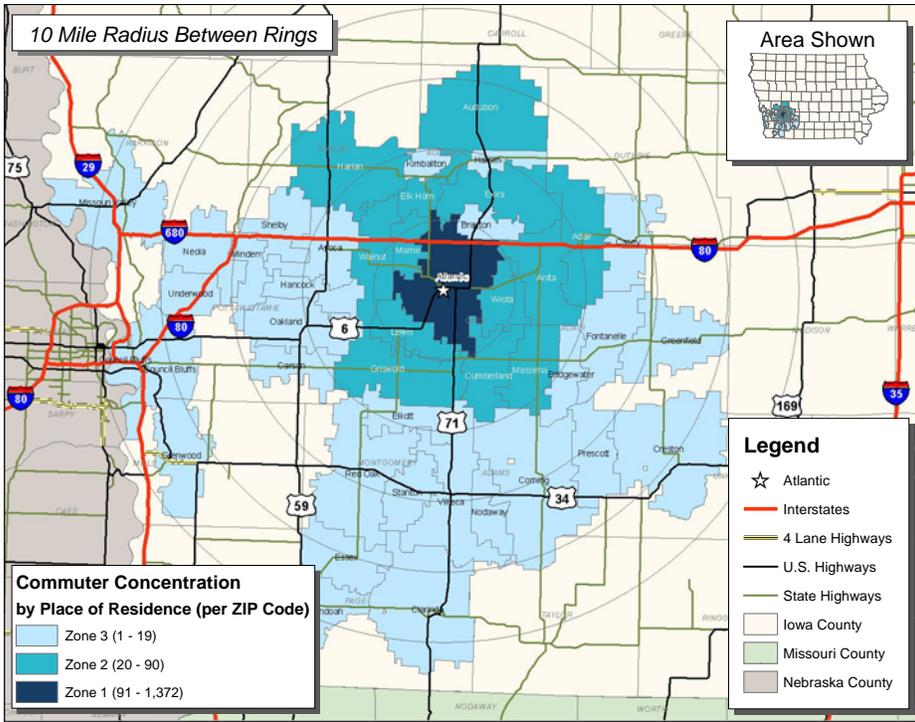
Survey respondents from the Cass County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the healthcare & social services industry.

## Quick Facts

(Employed - willing to change employment)

- 13.8% are working multiple jobs
- Currently working an average of 40 hours per week
- Average age is 48 years old
- 24.6% currently working within the professional, paraprofessional & technical occupational category followed by 21.5% within the clerical occupational category
- Most frequently identified job search sources:
  - Internet - 67.7%
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.careerbulder.com](http://www.careerbulder.com)
    - [www.monster.com](http://www.monster.com)
  - Local/Regional newspapers - 53.2%
    - Atlantic News-Telegraph
    - Omaha World Herald
    - The Des Moines Register
  - Local IowaWORKS Centers - 21.0%
  - Networking through friends, family and acquaintances - 19.4%

# Cass County Laborshed Area



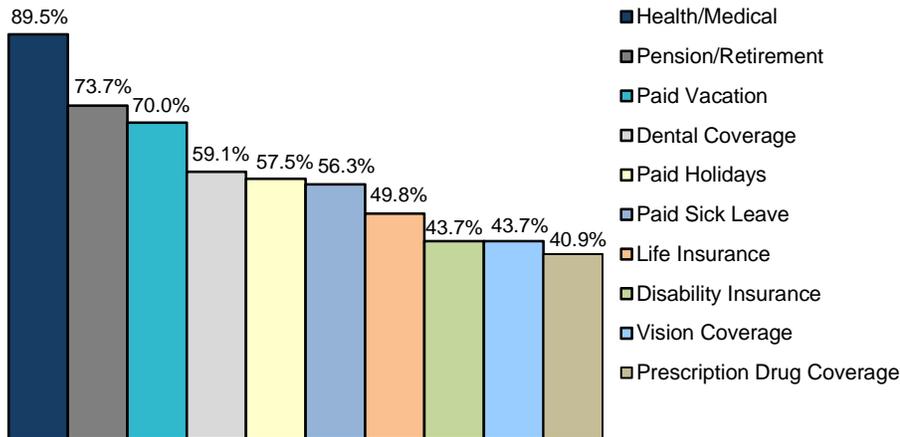
## Commuting Statistics

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

Those who are willing to change/accept employment in the Cass County Laborshed area are willing to commute an average of 23 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 (71.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 20.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

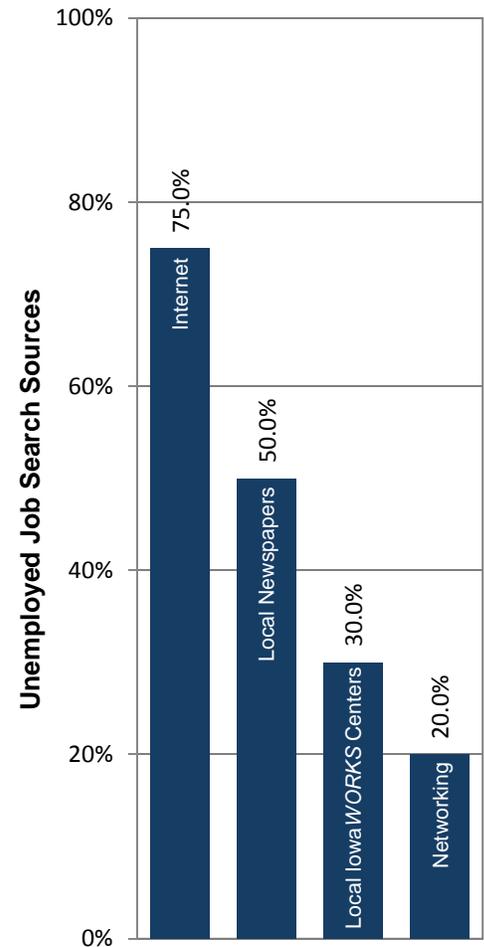
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	58.8%	11.8%	17.6%	*	*
Construction	38.5%	0.0%	7.7%	*	\$11.50
Manufacturing	44.7%	13.2%	10.5%	\$64,500	\$16.02
Transportation, Communication & Utilities	60.0%	16.7%	23.3%	\$70,000	\$19.64
Wholesale & Retail Trade	43.5%	12.9%	16.1%	\$47,500	\$10.00
Finance, Insurance & Real Estate	78.9%	10.5%	31.6%	\$56,000	\$11.01
Healthcare & Social Services	77.8%	27.8%	16.7%	\$50,000	\$13.88
Personal Services	65.0%	15.0%	25.0%	\$43,000	\$7.25
Entertainment & Recreation	*	*	*	*	*
Professional Services	61.1%	11.1%	33.4%	*	\$13.00
Public Administration & Government	83.3%	20.8%	37.5%	\$43,000	\$18.00
Education	76.1%	2.2%	58.7%	\$50,000	\$12.44

*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 515 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 55.0% are male; 45.0% are female
- Education:
  - 30.0% have an education beyond high school
  - 10.0% have an associate degree
  - 5.0% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.50 to \$11.38/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 24 miles one way for the right opportunity
- 75.0% expressed interest in seasonal and 65.0% in temporary employment opportunities
- 50.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 78.9%
  - Dental coverage - 42.1%
  - Paid vacation - 31.6%
  - Pension/retirement options - 26.3%
  - Disability insurance - 21.1%
  - Vision coverage - 21.1%
  - Life insurance - 15.8%
  - Prescription drug coverage - 15.8%
  - Paid sick leave - 10.5%
  - Incentive reward programs - 5.3%
  - Paid holidays - 5.3%
- 53.3% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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For more information regarding the Cass County Laborshed Analysis, contact:

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