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# Laborshed Analysis

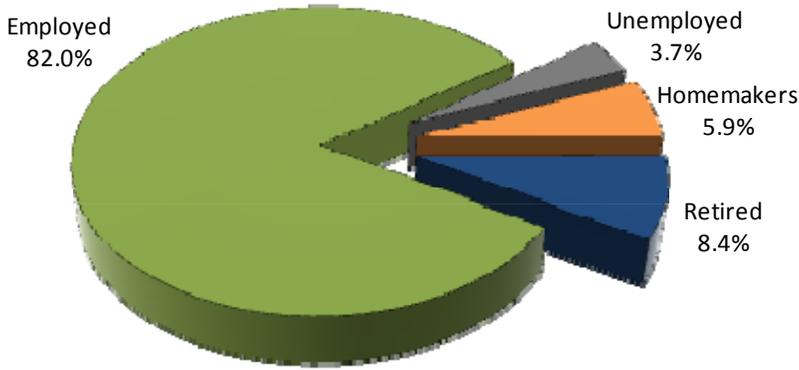


A Study of Workforce Characteristics  
*Released July 2011*

# 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 Winneshiek 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.*

## Employment Status



**Total Potential Labor Force: 83,304 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (13,182)**

- 11,089 Employed
- 582 Unemployed
- 678 Homemakers, Not Employed
- 833 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 (166 people)
- 3.7% Mismatch of skills (410 people)
- 2.2% Low income (244 people)
- 6.9% Total estimated underemployment (765 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
Education	18.4%	12,569
Wholesale & Retail Trade	16.7%	11,408
Health Care & Social Services	15.3%	10,451
Manufacturing	14.9%	10,178
Public Administration & Government	9.0%	6,148
Agriculture	6.3%	4,303
Personal Services	4.9%	3,347
Professional Services	4.2%	2,869
Construction	3.8%	2,596
Transportation, Communication, & Utilities	3.8%	2,596
Finance, Insurance, & Real Estate	2.4%	1,639
Entertainment & Recreation	0.3%	205

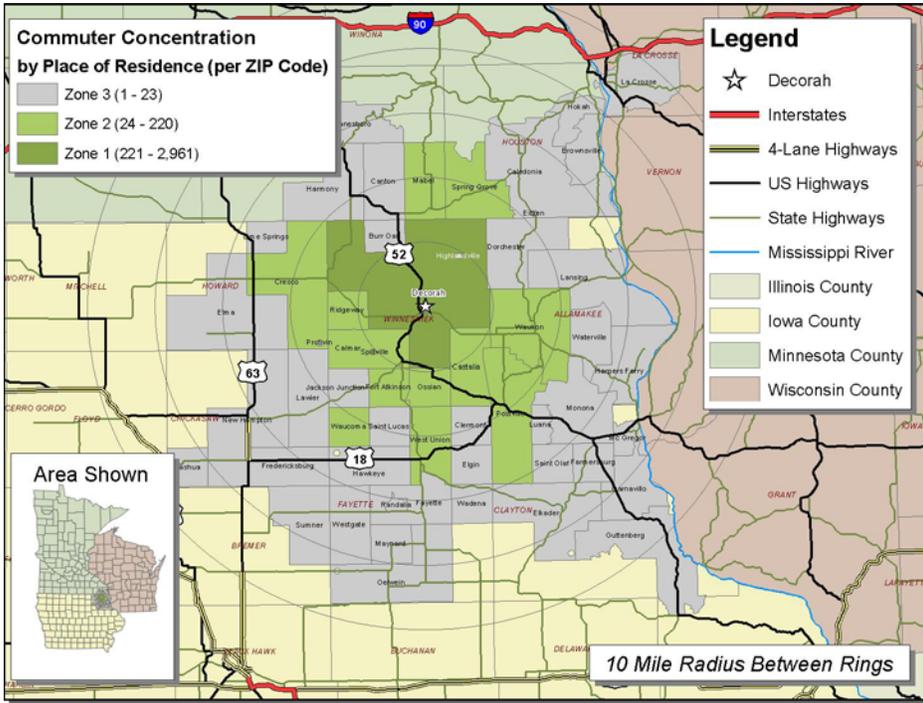
## Quick Facts

*(Employed - willing to change employment)*

- 27.7% are working multiple jobs
- Currently working an average of 44 hours per week
- Average age is 46 years old
- 23.8% currently working within the professional, paraprofessional, & technical and production, construction, & material handling occupational categories followed by 18.8% within the service occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local/Regional newspapers
    - Decorah Journal
    - Decorah Public Opinion
    - La Crosse Tribune
    - The Gazette - Cedar Rapids
  - Networking through friends, family, and acquaintances
  - Local Iowa Workforce Development Centers

Survey respondents from the Winneshiek 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 as shown in the table at left.

# Winneshiek County Laborshed Area



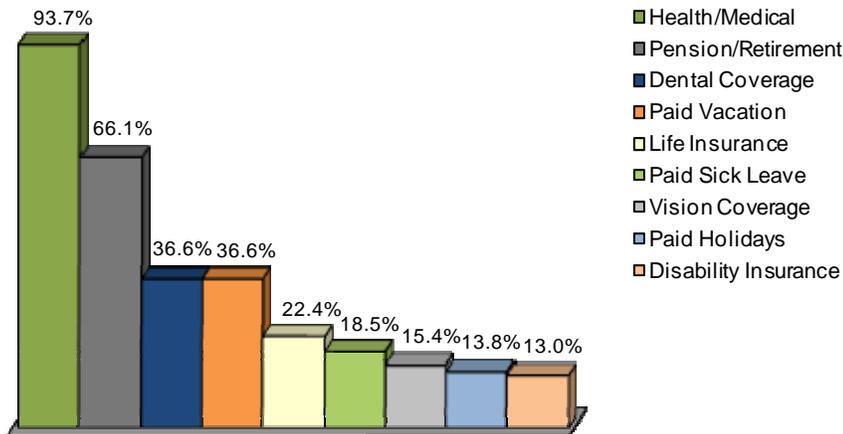
## Commuting Statistics

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

Those who are willing to change/accept employment in the Winneshiek County Laborshed area are willing to commute an average of 26 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 (73.4%) 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

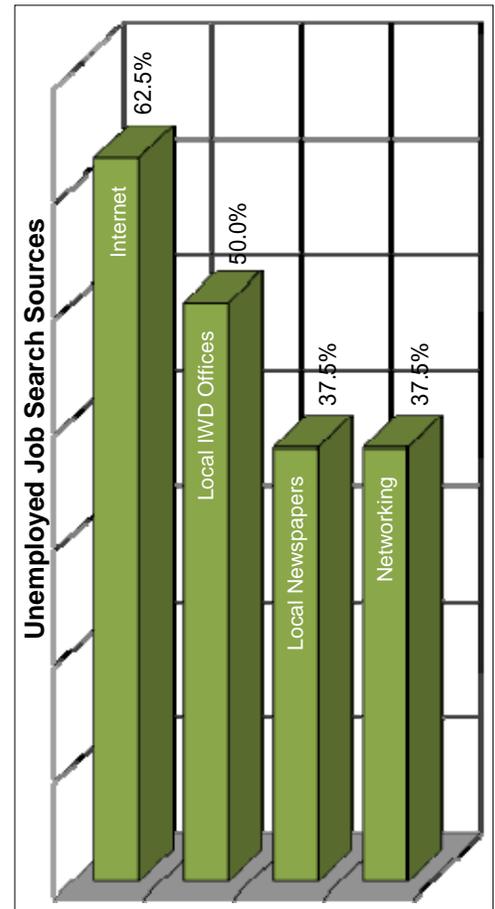
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	57.9%	15.8%	26.4%	\$50,000	*
Construction	60.0%	6.7%	33.3%	*	\$23.00
Manufacturing	50.9%	11.3%	11.3%	\$51,000	\$15.54
Transportation, Communication, & Utilities	72.7%	18.2%	18.2%	*	\$20.58
Wholesale & Retail Trade	63.5%	9.6%	30.7%	\$41,000	\$10.88
Finance, Insurance, & Real Estate	85.7%	14.3%	42.9%	*	*
Health Care & Social Services	81.0%	20.7%	37.9%	\$40,000	\$15.23
Personal Services	94.1%	5.9%	41.2%	\$36,000	\$10.33
Entertainment & Recreation	*	*	*	*	*
Professional Services	64.3%	14.3%	42.8%	\$24,000	\$12.00
Public Administration & Government	82.8%	17.2%	37.9%	\$50,000	\$19.45
Education	91.0%	13.4%	71.7%	\$50,000	\$11.55

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 582 unemployed individuals are willing to accept employment
- Average age is 46 years old
- 55.6% are male; 44.4% are female
- Education:
  - 66.7% have an education beyond high school
  - 11.1% are trade certified
  - 11.1% have an associate degree
  - 11.1% have an undergraduate degree
  - 11.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.84 to \$15.00/hr. with a median of the lowest wage of \$12.00
- Willing to commute an average of 26 miles one way for the right opportunity
- 100% expressed interest in seasonal and 77.8% in temporary employment opportunities
- 33.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 66.7%
  - Pension/retirement options - 50.0%
  - Dental coverage - 16.7%
  - Paid holidays - 16.7%
  - Paid vacation - 16.7%
- 50.0% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



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