

# HANCOCK COUNTY

Laborshed Analysis  
A Study in Workforce Characteristics

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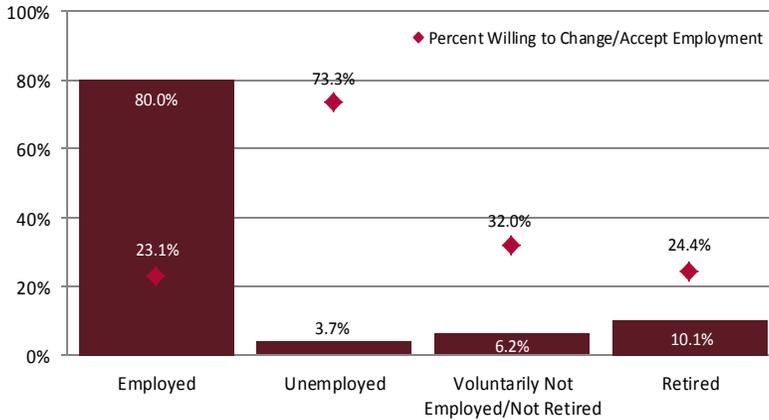
April 2014



# 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 Hancock 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: 42,385 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (13,746)**

- 11,402 Employed
- 636 Unemployed
- 703 Voluntarily Not Employed/Not Retired
- 1,005 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.

- 1.2% Inadequate hours (137 people)
- 4.4% Mismatch of skills (502 people)
- 1.7% Low income (194 people)
- 6.7% Total estimated underemployment (764 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*
Manufacturing	22.4%	7,595	79.7%	22.0%	4.1%
Wholesale & Retail Trade	14.0%	4,747	74.0%	51.4%	10.0%
Healthcare & Social Services	11.8%	4,001	86.1%	22.6%	0.0%
Education	11.0%	3,730	69.0%	17.2%	2.4%
Agriculture, Forestry & Mining	9.1%	3,086	88.9%	4.2%	0.0%
Finance, Insurance & Real Estate	7.6%	2,577	80.0%	5.0%	4.0%
Transportation, Communication & Utilities	7.6%	2,577	83.3%	30.0%	0.0%
Personal Services	6.5%	2,204	89.5%	29.4%	5.3%
Construction	3.8%	1,289	100%	40.0%	0.0%
Professional Services	3.0%	1,017	88.9%	25.0%	11.1%
Public Administration & Government	2.3%	780	75.0%	33.3%	0.0%
Entertainment & Recreation	0.9%	305	*	*	*

\*Insufficient survey data/refused

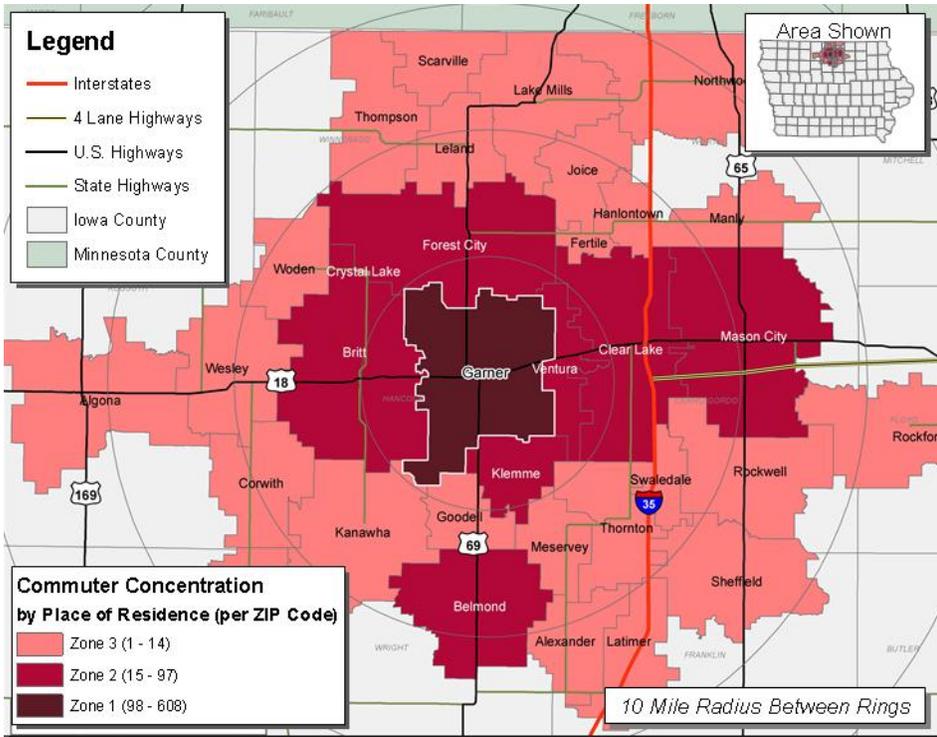
Survey respondents from the Hancock County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

## Quick Facts

(Employed - willing to change employment)

- 25.3% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 50 years old
- 30.1% currently working within the production, construction & material handling occupational category followed by 27.4% within the managerial occupational category
- Most frequently identified job search sources:
  - Internet - 78.9%
    - [www.monster.com](http://www.monster.com)
    - [www.helpwanted.com](http://www.helpwanted.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
  - Local/Regional newspapers - 64.8%
    - *Globe Gazette* - Mason City
    - *The Des Moines Register*
  - Local IowaWORKS Centers - 28.2%
  - Networking through friends, family and acquaintances - 23.9%

# Hancock County Laborshed Area



## Commuting Statistics

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

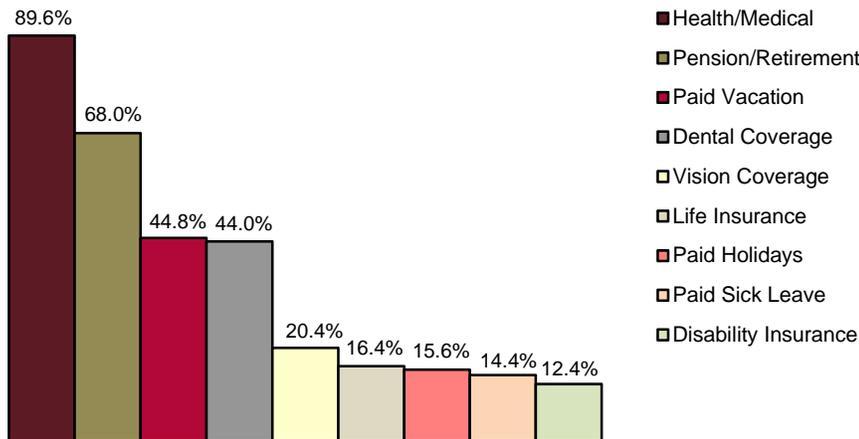
Those who are willing to change/accept employment in the Hancock County Laborshed area are willing to commute an average of 25 miles one way for employment opportunities.

The out commute for Garner is estimated at 42.3 percent—approximately 679 people living in Garner who work in other communities.

Most of those who are out commuting are working in Mason City or Clear Lake.

Nearly one-fifth (19.1%) of out commuters are willing to change employment (approximately 130 people).

## 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 (79.3%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.3 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

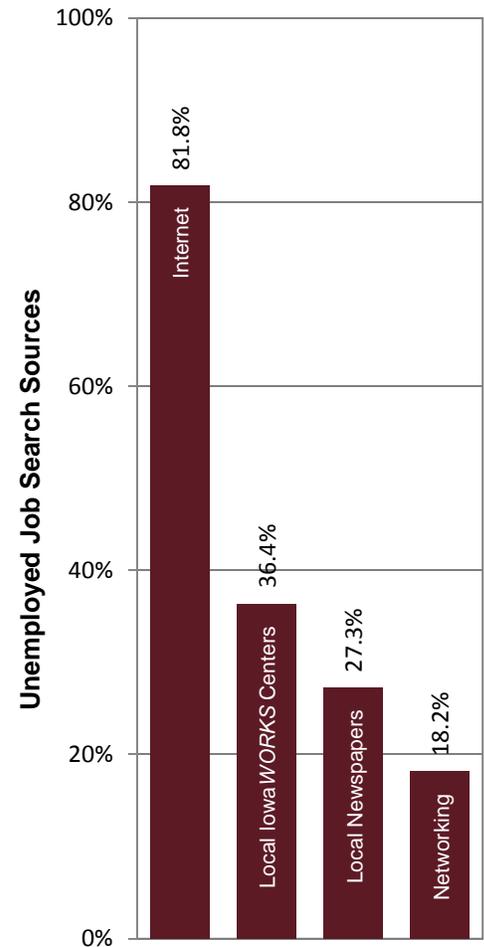
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	66.7%	14.8%	22.2%	*	\$16.00
Construction	70.0%	10.0%	10.0%	*	\$19.00
Manufacturing	51.3%	17.6%	16.2%	\$57,500	\$16.78
Transportation, Communication & Utilities	83.3%	37.5%	8.3%	\$64,000	\$16.35
Wholesale & Retail Trade	72.0%	20.0%	18.0%	\$80,000	\$9.65
Finance, Insurance & Real Estate	76.0%	20.0%	24.0%	\$51,000	\$15.00
Healthcare & Social Services	86.1%	27.8%	36.1%	\$52,000	\$20.33
Personal Services	94.7%	31.6%	42.1%	\$50,000	\$15.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	44.4%	33.3%	11.1%	*	\$14.25
Public Administration & Government	75.0%	12.5%	25.0%	*	\$24.85
Education	85.7%	2.4%	71.5%	\$50,000	\$14.75

*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 636 unemployed individuals are willing to accept employment
- Average age is 49 years old
- 81.8% are male; 18.2% are female
- Education:
  - 63.6% have an education beyond high school
  - 18.2% have an undergraduate degree
  - 18.2% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$12.75/hr. with a median of the lowest wage of \$11.00
- Willing to commute an average of 28 miles one way for the right opportunity
- 54.5% expressed interest in temporary and 45.5% in seasonal employment opportunities
- 63.6% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 100%
  - Pension/retirement options - 22.2%
  - Dental coverage - 11.1%
  - Life insurance - 11.1%
  - Paid vacation - 11.1%
  - Prescription drug coverage - 11.1%
  - Stock options - 11.1%
- 50.0% 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 Hancock County Laborshed Analysis, contact:

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