

# IDA COUNTY

## BIG NEWS!

We're the most prosperous county in Iowa!\*

\*per capita. Source: Iowa Data Center, 2011



# LABORSHED ANALYSIS

Highly educated workforce. Community support.

**Businesses grow**  
*in Ida County.*



A STUDY IN WORKFORCE CHARACTERISTICS

RELEASED JULY 2013

Home to major  
★ **NATIONWIDE & WORLDWIDE** ★  
**employers.**

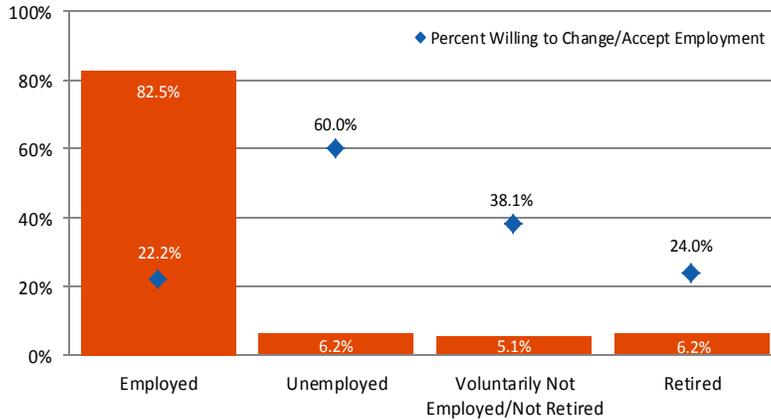
Career opportunity abounds  
in Ida County.



# 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 Ida 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: 24,237 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (5,758)**

- 4,517 Employed
- 227 Unemployed
- 308 Voluntarily Not Employed/Not Retired
- 706 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.

- 2.7% Inadequate hours (122 people)
- 4.0% Mismatch of skills (181 people)
- 1.2% Low income (54 people)
- 6.2% Total estimated underemployment (280 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
Education	18.9%	3,779	88.9%	23.2%	0.0%
Wholesale & Retail Trade	15.2%	3,039	83.3%	22.2%	5.6%
Manufacturing	14.5%	2,899	81.1%	37.2%	9.4%
Healthcare & Social Services	11.8%	2,359	85.4%	11.4%	7.3%
Public Administration & Government	8.4%	1,680	89.3%	28.0%	0.0%
Agriculture, Forestry & Mining	8.1%	1,620	88.9%	8.3%	3.7%
Transportation, Communication & Utilities	5.7%	1,140	77.3%	5.9%	13.6%
Finance, Insurance & Real Estate	5.1%	1,020	83.3%	26.7%	0.0%
Professional Services	5.1%	1,020	83.3%	20.0%	11.1%
Construction	3.7%	740	78.6%	27.3%	0.0%
Personal Services	3.0%	600	90.0%	33.3%	10.0%
Active Military Duty	0.5%	100	*	*	*
Entertainment & Recreation	*	*	*	*	*

\*Insufficient survey data/refused

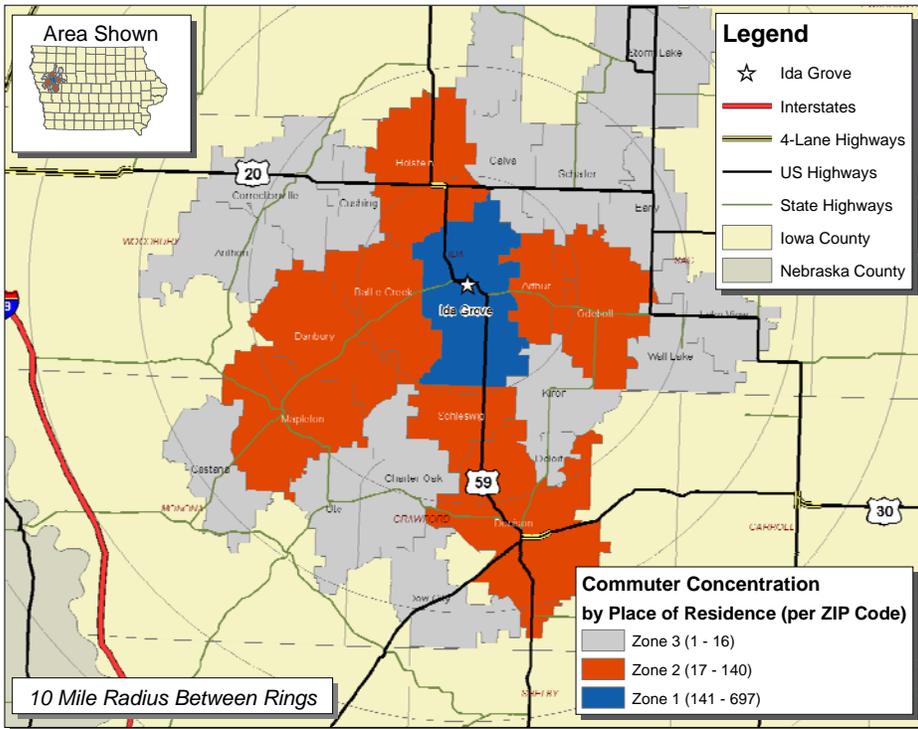
Survey respondents from the Ida County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 17.6% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 24.7% currently working within the professional, paraprofessional & technical occupational category followed by 19.2% within the clerical occupational category
- Most frequently identified job search sources:
  - Internet - 69.0%
    - [www.reap.net](http://www.reap.net)
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.monster.com](http://www.monster.com)
  - Local/Regional newspapers - 66.2%
    - *Sioux City Journal*
    - *The Des Moines Register*
  - Local IowaWORKS Centers - 26.8%
  - Networking through friends, family and acquaintances - 21.1%

# Ida County Laborshed Area



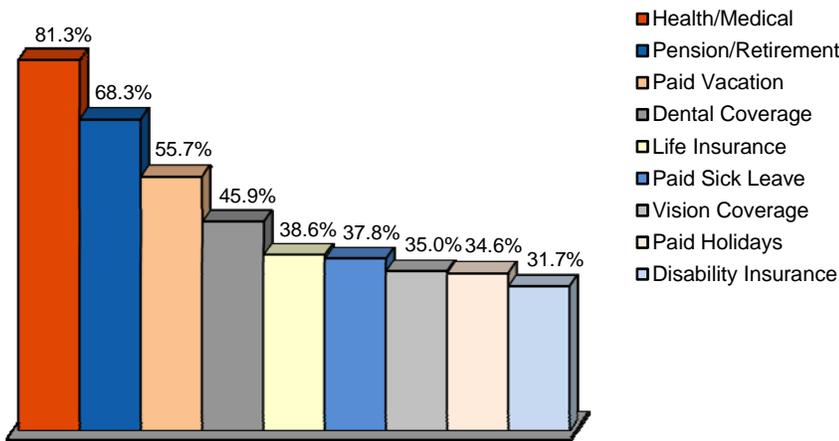
## Commuting Statistics

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

Those who are willing to change/accept employment in the Ida 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 (71.7%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 20.7 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

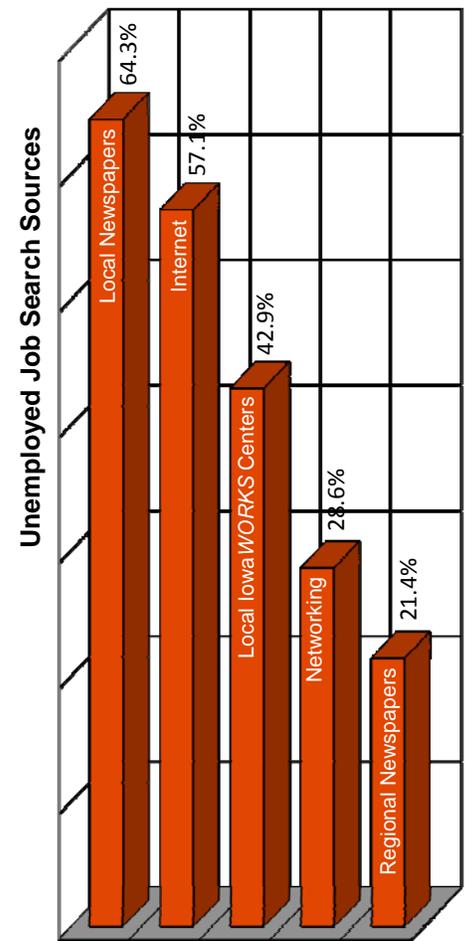
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	51.9%	14.8%	14.8%	*	*
Construction	57.1%	14.3%	0.0%	*	\$23.50
Manufacturing	52.8%	17.0%	13.2%	\$75,000	\$15.61
Transportation, Communication & Utilities	59.1%	4.5%	9.1%	\$46,000	\$19.18
Wholesale & Retail Trade	64.8%	14.8%	11.2%	\$33,000	\$9.00
Finance, Insurance & Real Estate	72.2%	5.6%	33.4%	\$65,000	\$11.75
Healthcare & Social Services	73.2%	29.3%	24.4%	*	\$13.00
Personal Services	60.0%	10.0%	10.0%	*	*
Entertainment & Recreation	*	*	*	*	*
Professional Services	66.7%	22.2%	16.7%	\$50,000	\$12.00
Public Administration & Government	67.9%	17.9%	28.6%	\$50,000	\$15.45
Education	88.9%	9.5%	63.4%	\$50,000	\$10.26

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

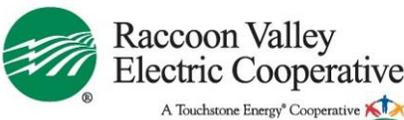
*\*Insufficient survey data/refused*

## Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 227 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 73.3% are male; 26.7% are female
- Education:
  - 53.3% have an education beyond high school
  - 6.7% have vocational training
  - 6.7% have an associate degree
  - 6.7% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.16 to \$12.75/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 26 miles one way for the right opportunity
- 73.3% expressed interest in seasonal and 66.7% in temporary employment opportunities
- 66.7% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 91.7%
  - Dental coverage - 41.7%
  - Pension/retirement options - 33.3%
  - Disability insurance - 16.7%
  - Paid holidays - 16.7%
  - Paid vacation - 16.7%
  - Life insurance - 8.3%
  - Paid sick leave - 8.3%
  - Prescription drug coverage - 8.3%
  - Shift differential pay - 8.3%
  - Stock options - 8.3%
  - Vision coverage - 8.3%
- 63.6% 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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