

# Marshall County

## *Laborshed Analysis*

*A Study of Workforce Characteristics*



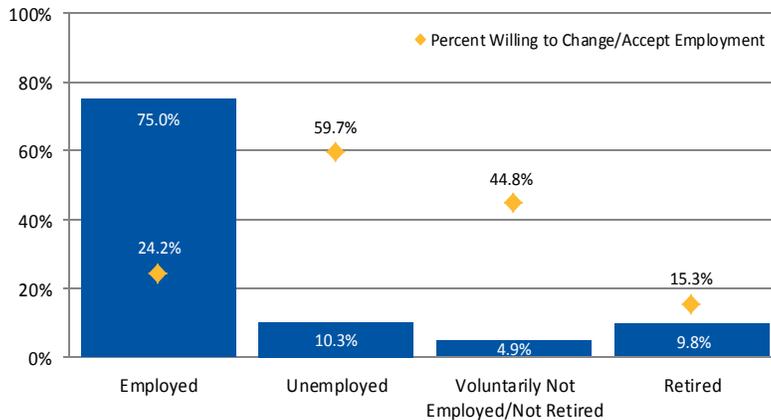
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# Laborshed Studies

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 Marshall 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: 411,037 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (29,327)**

- 22,208 Employed
- 2,238 Unemployed
- 1,474 Voluntarily Not Employed/Not Retired
- 3,407 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.

- 1.5% Inadequate hours (333 people)
- 3.3% Mismatch of skills (733 people)
- 1.7% Low income (378 people)
- 5.5% Total estimated underemployment (1,221 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	13.5%	41,617	76.9%	26.0%	9.2%
Wholesale & Retail Trade	13.2%	40,693	67.1%	24.5%	13.7%
Manufacturing	12.7%	39,151	69.1%	19.1%	10.3%
Education	11.9%	36,685	72.1%	22.7%	1.6%
Public Administration & Government	10.2%	31,444	74.5%	13.2%	7.8%
Finance, Insurance & Real Estate	9.7%	29,903	87.8%	25.0%	2.4%
Transportation, Communication & Utilities	8.9%	27,437	86.8%	27.3%	10.5%
Professional Services	8.6%	26,512	80.0%	31.3%	15.0%
Personal Services	3.8%	11,715	73.7%	21.4%	10.5%
Agriculture, Forestry & Mining	3.2%	9,865	92.3%	8.3%	0.0%
Construction	3.0%	9,248	68.8%	27.3%	18.8%
Entertainment & Recreation	1.0%	3,083	*	*	*
Active Military Duty	0.3%	925	*	*	*

\* Insufficient survey data/refused

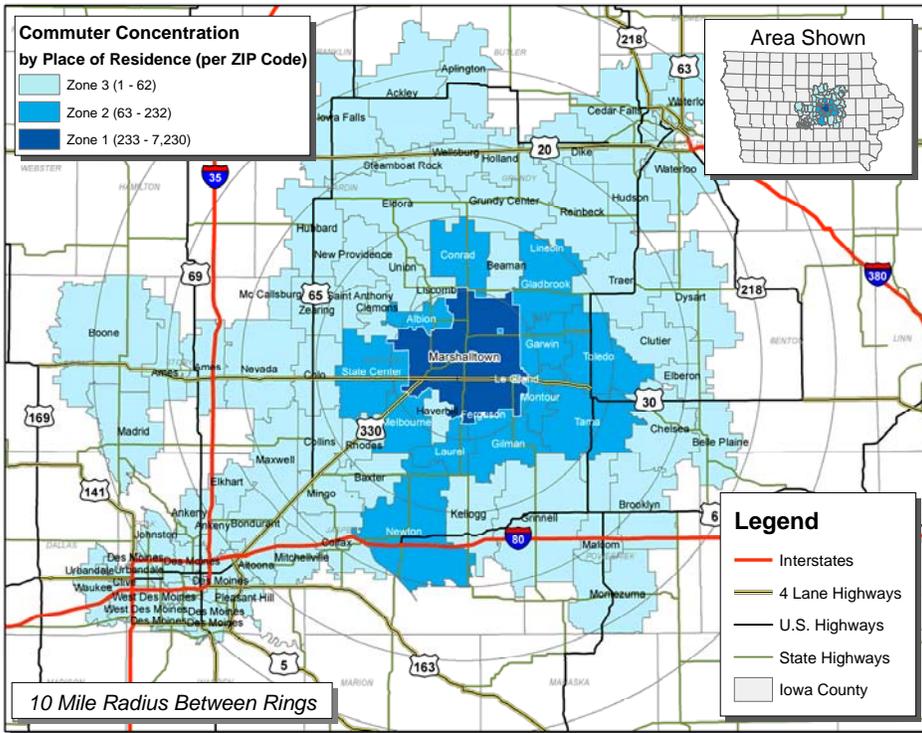
Survey respondents from the Marshall County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the healthcare & social services industry.

## Quick Facts

(Employed - willing to change employment)

- 11.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 50 years old
- 27.8% currently working within the professional, paraprofessional & technical occupational category followed by 25.0% within the managerial occupational category
- Most frequently identified job search sources:
  - Internet - 83.3%
    - [www.monster.com](http://www.monster.com)
    - [www.iowajobs.org](http://www.iowajobs.org)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.indeed.com](http://www.indeed.com)
  - Local/Regional newspapers - 34.3%
    - The Des Moines Register
    - Times-Republican - Marshalltown
  - Networking through friends, family and acquaintances - 24.5%
  - Local IowaWORKS Centers - 13.7%

# Marshall County Laborshed Area



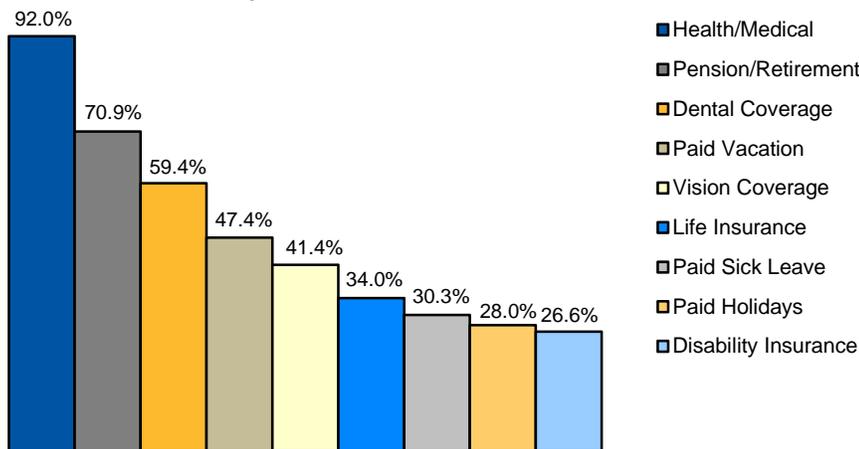
## Commuting Statistics

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

Those who are willing to change/accept employment in the Marshall County Laborshed area are willing to commute an average of 25 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 (76.0%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.0 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

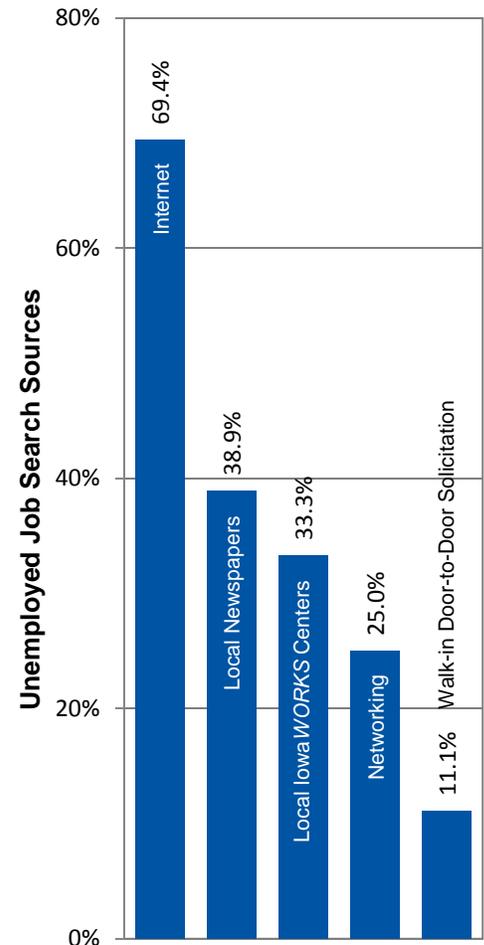
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	76.9%	15.4%	30.8%	*	*
Construction	56.2%	6.3%	25.0%	*	\$15.00
Manufacturing	69.1%	19.1%	26.5%	\$60,000	\$16.75
Transportation, Communication & Utilities	76.3%	7.9%	34.2%	\$74,000	\$20.00
Wholesale & Retail Trade	67.1%	5.5%	31.5%	\$55,000	\$11.01
Finance, Insurance & Real Estate	78.0%	9.8%	58.5%	\$78,000	\$12.45
Healthcare & Social Services	92.3%	24.6%	40.0%	\$56,000	\$16.13
Personal Services	78.9%	0.0%	42.2%	\$49,000	\$11.50
Entertainment & Recreation	50.0%	12.5%	25.0%	*	\$9.10
Professional Services	77.5%	15.0%	47.5%	\$55,000	\$15.00
Public Administration & Government	76.4%	15.7%	45.1%	\$68,000	\$21.85
Education	90.2%	3.3%	68.8%	\$53,660	\$11.35

*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 2,238 unemployed individuals are willing to accept employment
- Average age is 44 years old
- 51.4% are female; 48.6% are male
- Education:
  - 51.4% have an education beyond high school
  - 8.1% are trade certified
  - 13.5% have an associate degree
  - 13.5% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$12.13/hr. with a median of the lowest wage of \$9.00
- Willing to commute an average of 22 miles one way for the right opportunity
- 78.4% expressed interest in temporary and 73.0% in seasonal employment opportunities
- 56.8% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 70.4%
  - Dental coverage - 40.7%
  - Paid vacation - 33.3%
  - Pension/retirement options - 33.3%
  - Life insurance - 25.9%
  - Paid sick leave - 18.5%
  - Disability insurance - 14.8%
  - Vision coverage - 14.8%
  - Paid holidays - 11.1%
  - Paid time off - 11.1%
  - Prescription drug coverage - 7.4%
  - Company car - 3.7%
  - Stock options - 3.7%
- 72.2% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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