



MID IOWA GROWTH PARTNERSHIP

REGIONAL LABORSHED ANALYSIS
A STUDY OF WORKFORCE CHARACTERISTICS
RELEASED JUNE 2015



MID IOWA GROWTH REGIONAL LABORSHED ANALYSIS

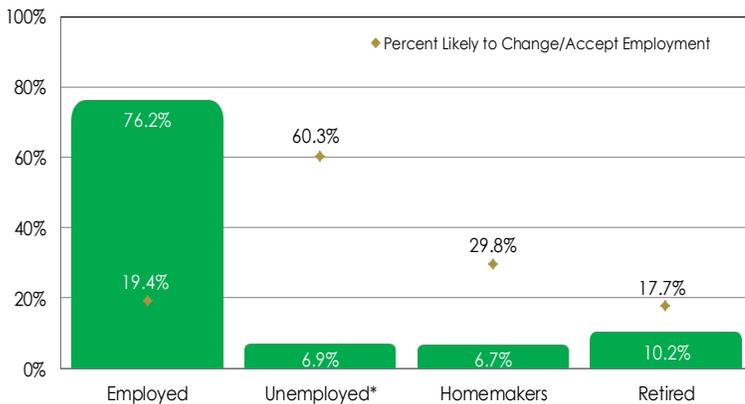
A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This regional analysis is based on aggregate data from the Calhoun, Hamilton, Hardin, Humboldt, Kossuth, Palo Alto, Pocahontas, Webster and Wright counties' Laborshed studies (2,258 total completed surveys).

OCCUPATIONS AND EMPLOYMENT STATUS IN THE MID IOWA GROWTH REGION



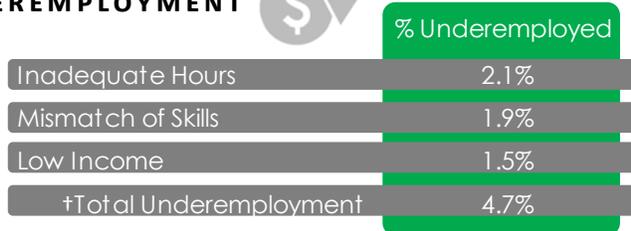
Survey respondents from the Mid Iowa Growth Region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management or office and administrative support occupational categories. The top industries are healthcare/social services; education; wholesale & retail trade; and manufacturing.

The chart below shows the percentage of respondents by employment status within the Mid Iowa Growth Regional commuting area.



TOTAL POTENTIAL LABOR FORCE: 254,554
(ENTIRE REGIONAL COMMUTING AREA)

UNDEREMPLOYMENT



†Individuals may be underemployed for more than one reason but are counted only once for total estimated underemployment.

Occupations	% within Region
Management	20.0%
Office & Administrative Support	13.9%
Education, Training & Library	9.5%
Production	8.0%
Healthcare Practitioner & Technical	7.3%
Sales & Related	6.1%
Transportation & Material Moving	5.0%
Food Preparation & Serving Related	3.7%
Business & Financial Operations	3.5%
Installation, Maintenance & Repair	3.2%
Building/Grounds Cleaning & Maintenance	2.8%
Healthcare Support	2.7%
Construction & Extraction	2.5%
Personal Care & Service	2.5%
Community & Social Services	2.1%
Architecture & Engineering	1.4%
Life, Physical & Social Science	1.2%
Farming, Fishing & Forestry	1.1%
Arts, Design, Entertainment, Sports & Related	1.0%
Computer & Mathematical Science	0.9%
Protective Service	0.9%
Legal	0.6%
Military Specific	0.1%

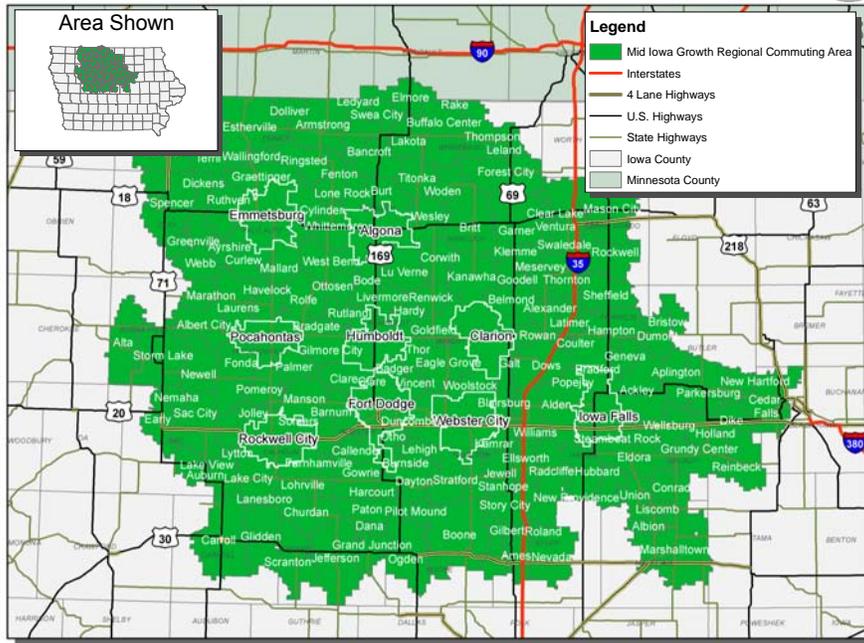
The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and are working 35 or more hours per week.

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY



Industry	% of Laborshed	# of Employed	% Employed	% Likely to Change Employment	% Unemployed*
Healthcare & Social Services	15.6%	30,259	77.5%	23.2%	8.0%
Education	15.3%	29,677	78.6%	12.3%	1.8%
Wholesale & Retail Trade	15.0%	29,096	72.6%	26.5%	9.5%
Manufacturing	11.6%	22,501	70.8%	31.1%	11.9%
Agriculture	8.5%	16,487	90.4%	9.0%	3.7%
Public Administration & Government	8.5%	16,487	81.3%	15.6%	4.0%
Finance, Insurance & Real Estate	5.9%	11,444	85.0%	14.1%	2.0%
Transportation, Communication & Utilities	5.7%	11,056	72.6%	22.0%	6.2%
Personal Services	5.1%	9,892	76.8%	15.1%	3.2%
Professional Services	4.0%	7,759	74.4%	25.9%	10.3%
Construction	3.8%	7,371	85.7%	18.5%	9.5%
Entertainment & Recreation	1.0%	1,941	77.8%	14.3%	5.6%

MID IOWA GROWTH REGIONAL LABORSHED AREA



EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 19.4% are likely to change employment
- 15.3% are working multiple jobs
- Currently working an average of 40 hours per week
- Average age is 50 years old
- 24.6% currently working in the production, construction & material handling occupational category, followed by 22.2% in the professional, paraprofessional & technical occupational category
- Most frequently identified job search resources:

www.monster.com
www.indeed.com
www.iowajobs.org

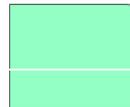
Internet,
82.0%

The Messenger - Fort Dodge
The Des Moines Register
Times Citizen - Iowa Falls
Globe-Gazette - Mason City

Newspapers,
52.8%



Networking,
23.0%



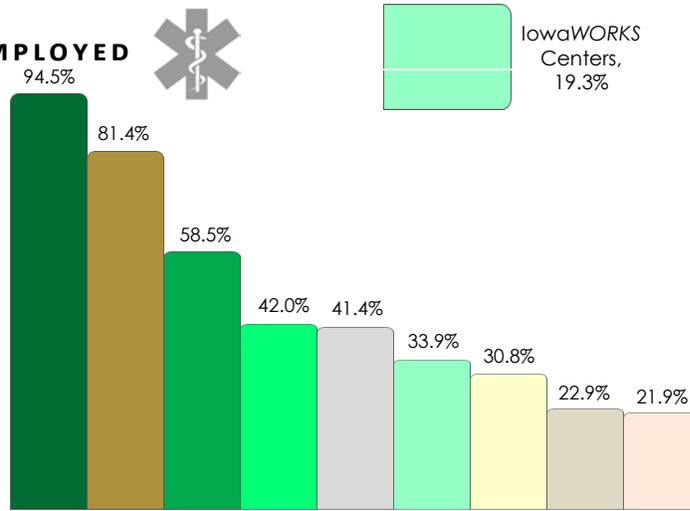
IowaWORKS
Centers,
19.3%



Those who are employed likely to change employment in the Mid Iowa Growth Regional Laborshed area are willing to commute an average of 23 miles one-way for employment opportunities.

TOP BENEFITS OF FULL-TIME EMPLOYED

The survey provides respondents an opportunity to identify employment benefits they are currently offered. The chart at right shows the percentage of those who are employed full-time that receive each benefit.



The majority (74.1%) of full-time employed respondents state they are currently sharing the cost of health insurance premiums with their employer while 19.8 percent indicate their employer covers the entire cost.

- Health/Medical Insurance
- Pension/Retirement
- Dental Coverage
- Paid Vacation
- Vision Coverage
- Life Insurance
- Paid Sick Leave
- Paid Holidays
- Disability Insurance

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY

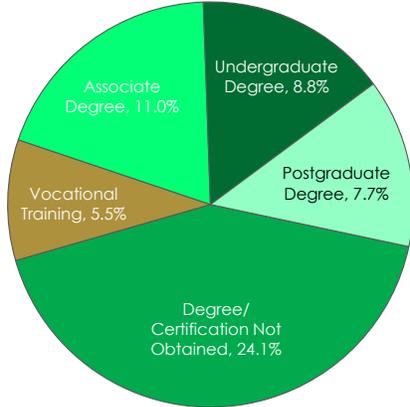


Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wage	Hourly Wage
Agriculture, Forestry & Mining	52.6%	11.1%	17.8%	1.5%	\$55,000	\$15.00
Construction	65.1%	19.0%	17.5%	1.6%	\$56,000	\$18.50
Education	88.2%	6.8%	31.8%	37.5%	\$52,000	\$12.25
Entertainment & Recreation	66.7%	5.6%	22.2%	11.1%	\$25,000	\$10.68
Finance, Insurance, & Real Estate	78.0%	17.0%	30.0%	7.0%	\$55,000	\$13.20
Healthcare & Social Services	83.4%	31.5%	22.5%	9.3%	\$65,500	\$16.10
Manufacturing	53.4%	12.7%	15.2%	5.1%	\$62,000	\$16.26
Personal Services	76.6%	18.1%	12.7%	8.5%	\$35,680	\$10.00
Professional Services	67.5%	18.2%	16.9%	9.1%	\$55,000	\$12.50
Public Administration & Government	74.0%	15.3%	28.7%	8.0%	\$55,000	\$20.53
Transportation, Communication & Utilities	68.1%	15.9%	17.7%	7.1%	\$47,000	\$17.88
Wholesale & Retail Trade	61.2%	14.5%	12.5%	4.1%	\$48,000	\$10.00

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

UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

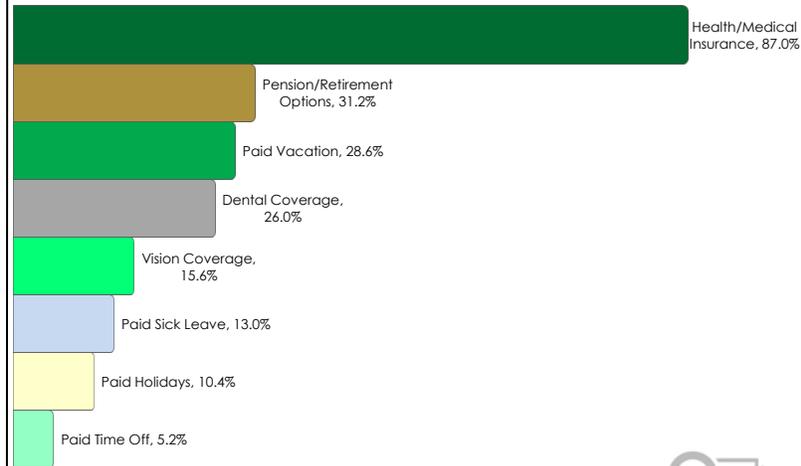
- 6.9% of the region are unemployed*
- 47.9% have become unemployed within the last year
- 60.3% are likely to accept employment
- Average age is 46 years old
- 51.1% are female and 48.9% are male
- **Education:**
 - 57.1% have some post high school education



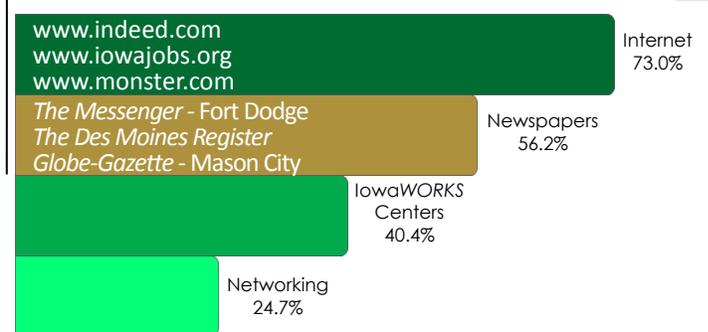
- **Wages:**
 - \$10.00/hr - to attract 66% of applicants
 - \$12.00/hr - to attract 75% of applicants
 - \$9.50/hr - lowest median wage willing to accept
- Willing to commute an average of 23 miles one way for the right opportunity
- 77.7% expressed interest in temporary and 75.5% in seasonal employment opportunities
- 56.4% expressed interest in working varied shifts



DESIRED BENEFITS



TOP UNEMPLOYED JOB SEARCH RESOURCES



*Employment status is self-identified by the survey respondent. The unemployment percentage does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

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Agriculture Commodity Development Foundation
Iowa Central Community College
Iowa State University Extension

MIDAS Council of Governments
North Central Iowa Small Business Development Center
USDA Rural Development



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