



# HOWARD COUNTY IOWA

## Laborshed Analysis

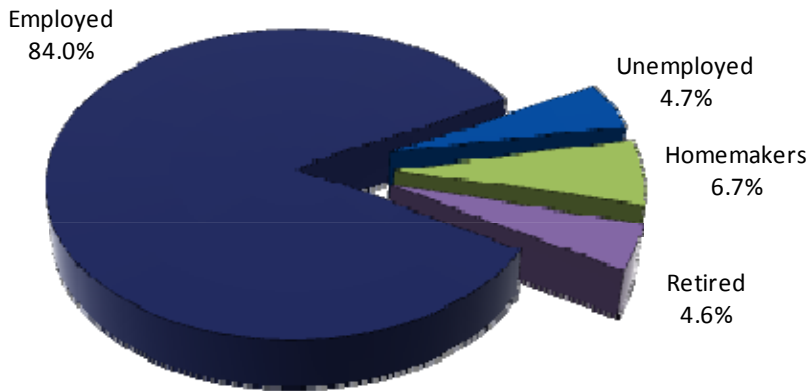


A Study of Workforce Characteristics  
*Released August 2011*

# 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 Howard 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: 42,994 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (9,776)**

- 8,062 Employed
- 598 Unemployed
- 519 Homemakers, Not Employed
- 597 Retired

## Quick Facts

*(Employed - willing to change employment)*

- 12.9% are working multiple jobs
- Currently working an average of 40 hours per week
- Average age is 46 years old
- 27.4% within the production, construction, & material handling occupational category followed by 22.6% currently working within the professional, paraprofessional, & technical occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.monster.com](http://www.monster.com)
    - [www.helpwanted.com](http://www.helpwanted.com)
  - Local/Regional newspapers
    - *Times-Plain Dealer* - Cresco
    - *The Tribune* - New Hampton
    - *Decorah Public Opinion*
  - Local Iowa Works Centers
  - Networking through friends, family, and acquaintances

## 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.

- 2.5% Inadequate hours (202 people)
- 3.5% Mismatch of skills (282 people)
- 2.2% Low income (177 people)
- 6.4% Total estimated underemployment (516 people)

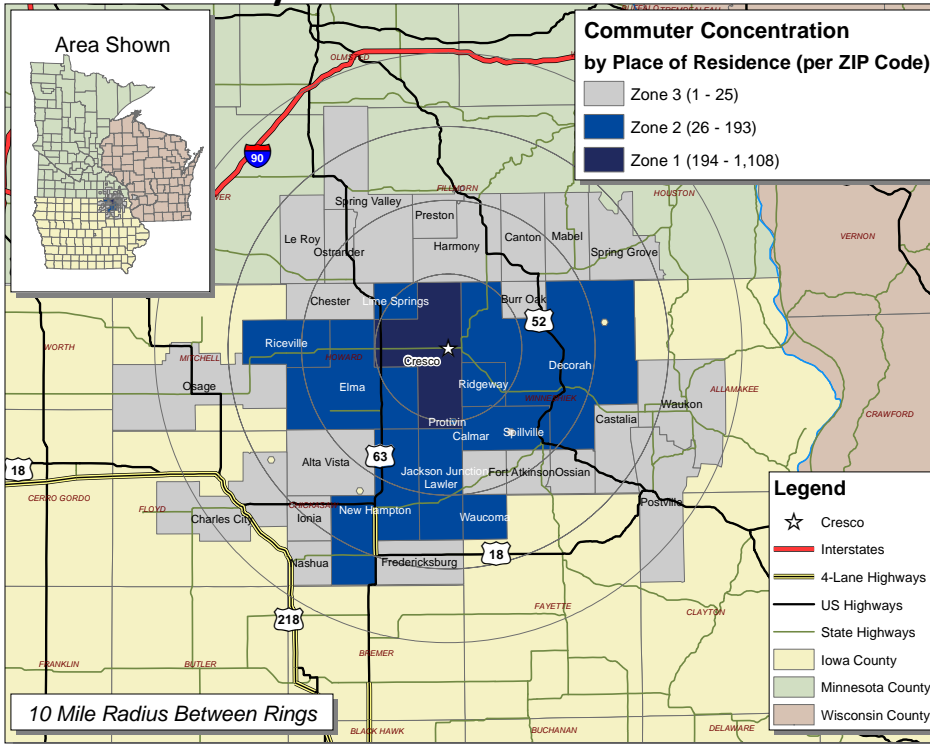
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

| Industry                                   | % of Laborshed | # of Employed |
|--------------------------------------------|----------------|---------------|
| Manufacturing                              | 17.8%          | 6,428         |
| Wholesale & Retail Trade                   | 17.4%          | 6,284         |
| Healthcare & Social Services               | 16.4%          | 5,923         |
| Education                                  | 14.1%          | 5,092         |
| Agriculture                                | 8.9%           | 3,214         |
| Public Administration & Government         | 5.9%           | 2,131         |
| Personal Services                          | 5.3%           | 1,914         |
| Finance, Insurance, & Real Estate          | 3.9%           | 1,408         |
| Transportation, Communication, & Utilities | 3.6%           | 1,300         |
| Construction                               | 3.3%           | 1,192         |
| Professional Services                      | 2.6%           | 939           |
| Entertainment & Recreation                 | 0.8%           | 289           |

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

# Howard County Laborshed Area



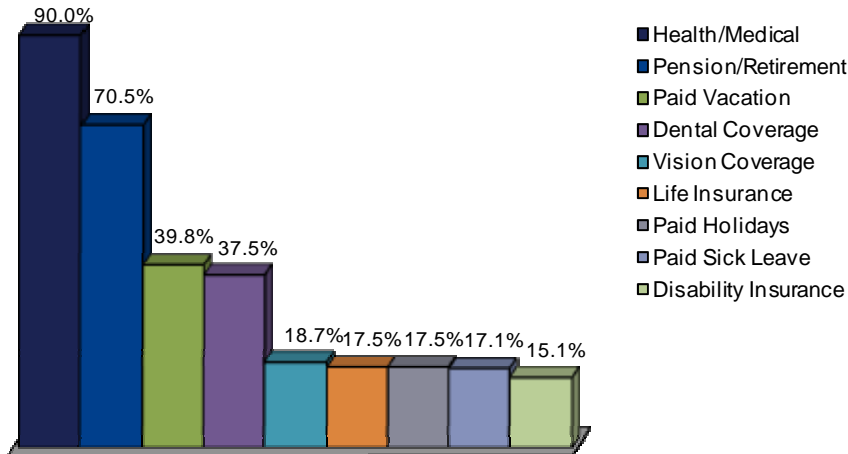
## Commuting Statistics

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

Those who are willing to change/accept employment in the Howard County Laborshed area are willing to commute an average of 27 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, 18.2 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

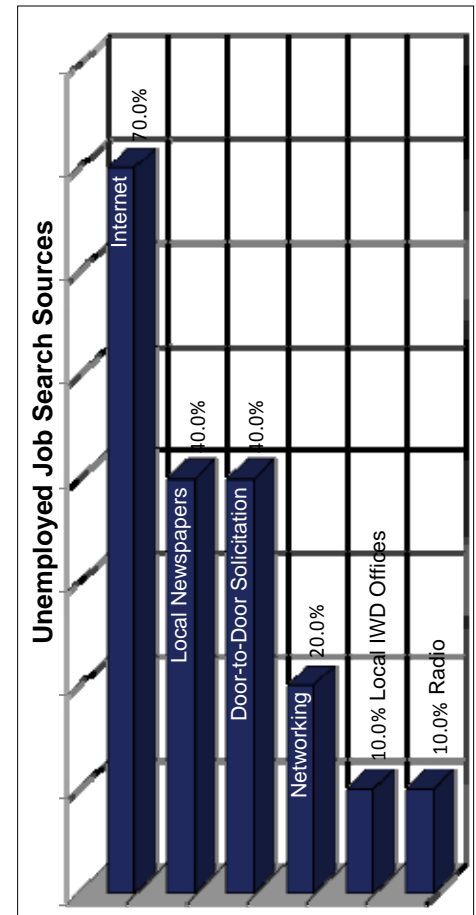
| Industry                                   | Education                     |                  |                                | Median Wages            |                             |
|--------------------------------------------|-------------------------------|------------------|--------------------------------|-------------------------|-----------------------------|
|                                            | Some Level Beyond High School | Associate Degree | Undergraduate Degree or Higher | Salary Wages (per year) | Non-Salary Wages (per hour) |
| Agriculture                                | 55.2%                         | 24.1%            | 20.7%                          | \$50,000                | \$11.50                     |
| Construction                               | 64.3%                         | *                | 21.4%                          | *                       | \$16.50                     |
| Manufacturing                              | 42.9%                         | 11.1%            | 15.9%                          | \$51,500                | \$16.00                     |
| Transportation, Communication, & Utilities | 66.7%                         | 8.3%             | 8.3%                           | \$50,000                | \$17.00                     |
| Wholesale & Retail Trade                   | 54.0%                         | 9.5%             | 19.0%                          | \$47,500                | \$11.00                     |
| Finance, Insurance, & Real Estate          | 69.2%                         | 23.1%            | 15.4%                          | \$47,000                | \$14.24                     |
| Healthcare & Social Services               | 78.0%                         | 27.1%            | 27.1%                          | \$48,500                | \$15.89                     |
| Personal Services                          | 84.2%                         | 10.5%            | 42.1%                          | \$36,000                | \$7.25                      |
| Entertainment & Recreation                 | *                             | *                | *                              | *                       | *                           |
| Professional Services                      | 60.0%                         | 20.0%            | 30.0%                          | \$35,000                | *                           |
| Public Administration & Government         | 65.0%                         | 35.0%            | 10.0%                          | \$46,000                | \$16.13                     |
| Education                                  | 85.7%                         | 12.2%            | 57.1%                          | \$48,000                | \$11.00                     |

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 598 unemployed individuals are willing to accept employment
- Average age is 52 years old
- 54.5% are male; 45.5% are female
- Education:
  - 54.5% have an education beyond high school
  - 18.2% have an associate degree
  - 9.1% 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 \$11.80 to \$13.50/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 72.7% expressed interest in temporary and 63.6% in seasonal employment opportunities
- 81.8% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 80.0%
  - Pension/retirement options - 50.0%
  - Dental coverage - 20.0%
  - Paid time off - 20.0%
  - Paid holidays - 10.0%
  - Paid vacation - 10.0%
- 62.5% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Howard County Laborshed Analysis, contact:

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