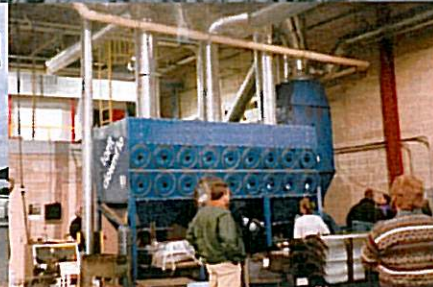


HOWARD COUNTY • IOWA

# *Laborshed Analysis*



A Study of Workforce Characteristics  
Released July 2008

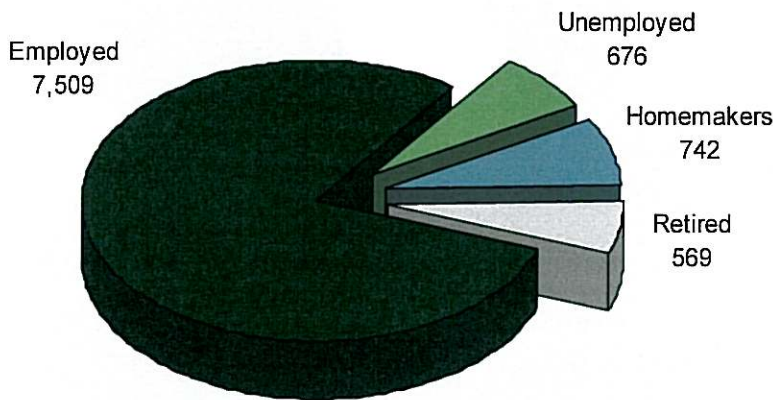


# Laborshed Studies

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.*

**Total Potential Labor Force: 49,738 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (9,496)**



## Quick Facts:

*(Employed - willing to change employment)*

- 13.5% are working multiple jobs;
- Currently working an average of 44 hours per week;
- Average age is 44 years old;
- 39.6% currently working in production, construction, or material handling occupations followed by 21.9% in professional, paraprofessional, or technical occupations;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
Cresco Times Plain Dealer  
Decorah Journal
  - Internet  
[www.monster.com](http://www.monster.com)  
[www.careerbuilder.com](http://www.careerbuilder.com)  
[www.iowaworkforce.org](http://www.iowaworkforce.org)
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

## Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; 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.

- 1.7% Inadequate hours (128 people)
- 1.0% Low income (75 people)
- 0.7% Mismatch of skills (53 people)
- 3.2% Total estimated underemployment (240 people)

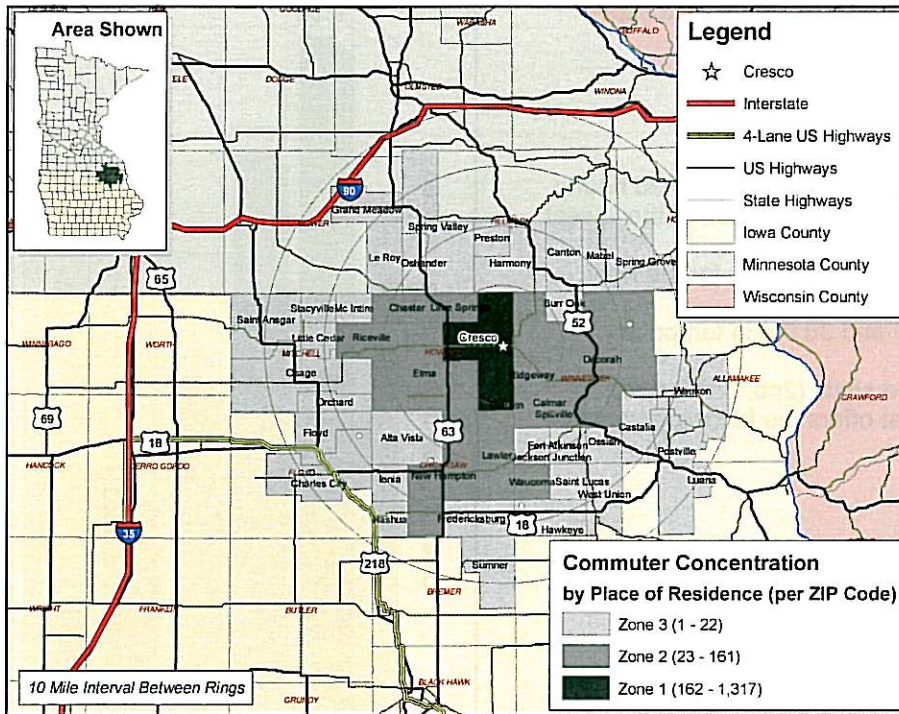
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	20.4%	8,868
Health Care & Social Services	15.3%	6,651
Education	13.3%	5,782
Agriculture	10.2%	4,434
Wholesale & Retail Trade	8.8%	3,825
Finance, Insurance, & Real Estate	6.2%	2,695
Public Administration & Government	5.9%	2,565
Construction	5.4%	2,347
Professional Services	5.4%	2,347
Transportation, Communication, & Utilities	4.2%	1,826
Personal Services	3.1%	1,348
Entertainment & Recreation	1.4%	609

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 Commuting Area



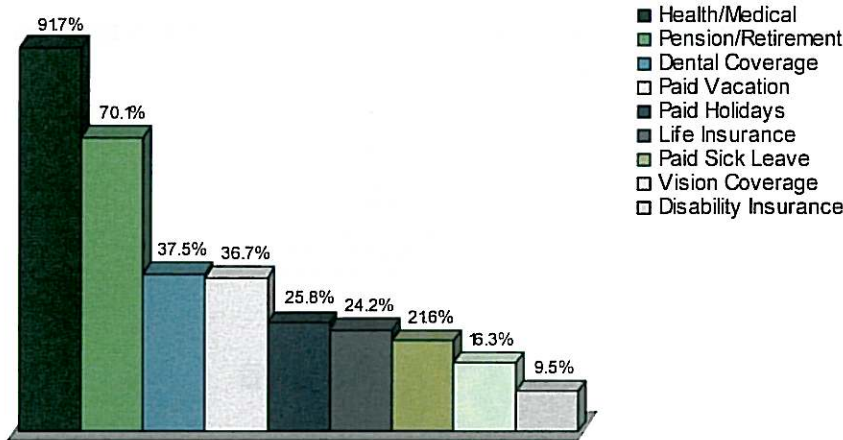
## Commuting Statistics

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

Those who are willing to change employment in the Howard County Laborshed area are willing to commute an average of 24 miles one



## 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 (68.3%) of respondents are currently sharing the cost of premiums with the employer. However, 22.9 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

## Education and Median Wage Characteristics by Industry

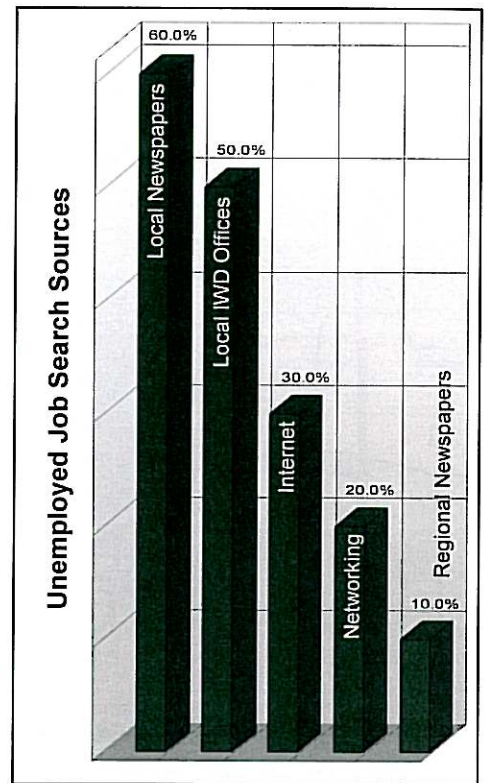
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	35.9%	10.3%	15.4%	\$40,000	\$12.00
Construction	47.6%	4.8%	9.6%	*	\$14.75
Manufacturing	31.6%	8.9%	3.8%	\$43,000	\$13.70
Transportation, Communication, & Utilities	52.9%	5.9%	17.7%	\$50,000	\$14.69
Wholesale & Retail Trade	43.9%	7.3%	17.0%	*	\$7.75
Finance, Insurance, & Real Estate	72.0%	8.0%	36.0%	\$43,200	\$11.00
Health Care & Social Services	82.5%	21.1%	31.6%	\$50,000	\$15.00
Personal Services	64.3%	21.4%	21.4%	\$35,000	*
Entertainment & Recreation	60.0%	20.0%	*	*	*
Professional Services	65.2%	13.0%	21.7%	\$29,000	\$10.50
Public Administration & Government	70.8%	12.5%	33.4%	\$47,500	\$18.99
Education	83.6%	1.8%	72.7%	\$41,000	\$12.00

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 676 unemployed individuals are willing to accept employment;
- Average age is 39 years old;
- Education:
  - 20.0% have an education beyond high school
  - 10.0% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.94 to \$13.75/hr. with a median of the lowest wage of \$9.75/hr.;
- Willing to commute an average of 31 miles one way for the right opportunity;
- 70.0% expressed interest in seasonal and 30.0% in temporary employment opportunities;
- 40.0% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Disability insurance
  - Life insurance
  - Pension/retirement options
  - Paid vacation
  - Dental coverage
  - Vision coverage
  - Prescription drug coverage
  - Paid holidays
- 71.4% of the unemployed are seeking employment offers where the employer covers the entire cost of medical insurance premiums.



### Sponsored in Partnership with



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