



WORTH COUNTY, IOWA

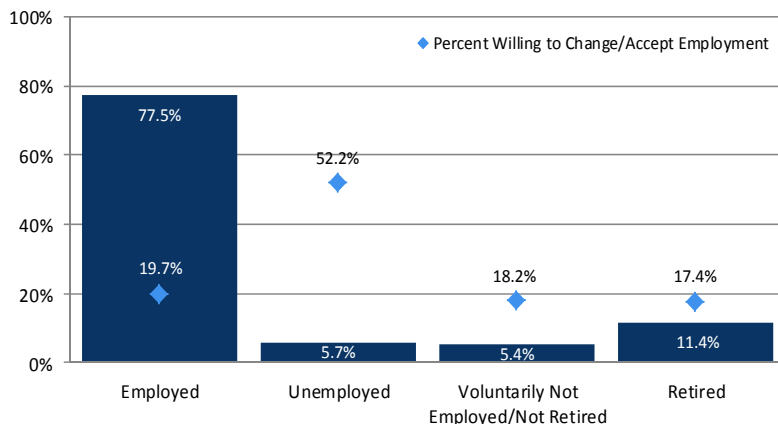
LABORSHED ANALYSIS

A STUDY IN WORKFORCE CHARACTERISTICS

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 Worth 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: 67,892 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (26,111)

- 21,509 Employed
- 1,692 Unemployed
- 1,292 Voluntarily Not Employed/Not Retired
- 1,618 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 (323 people)
- 3.2% Mismatch of skills (688 people)
- 1.0% Low income (215 people)
- 4.4% Total estimated underemployment (946 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*
Manufacturing	19.9%	10,471	84.1%	30.2%	3.2%
Healthcare & Social Services	14.3%	7,524	88.4%	13.2%	2.3%
Wholesale & Retail Trade	13.1%	6,893	74.5%	31.4%	10.6%
Agriculture, Forestry & Mining	8.6%	4,525	95.8%	4.3%	4.2%
Education	7.9%	4,157	70.0%	14.3%	10.0%
Transportation, Communication & Utilities	7.9%	4,157	63.6%	9.5%	6.1%
Personal Services	7.1%	3,736	90.5%	15.8%	0.0%
Public Administration & Government	6.0%	3,157	84.2%	18.8%	0.0%
Construction	5.3%	2,789	87.5%	21.4%	6.3%
Finance, Insurance & Real Estate	5.3%	2,789	77.8%	14.3%	0.0%
Professional Services	2.6%	1,368	87.5%	14.3%	0.0%
Entertainment & Recreation	2.0%	1,052	*	*	*

*Insufficient survey data/refused

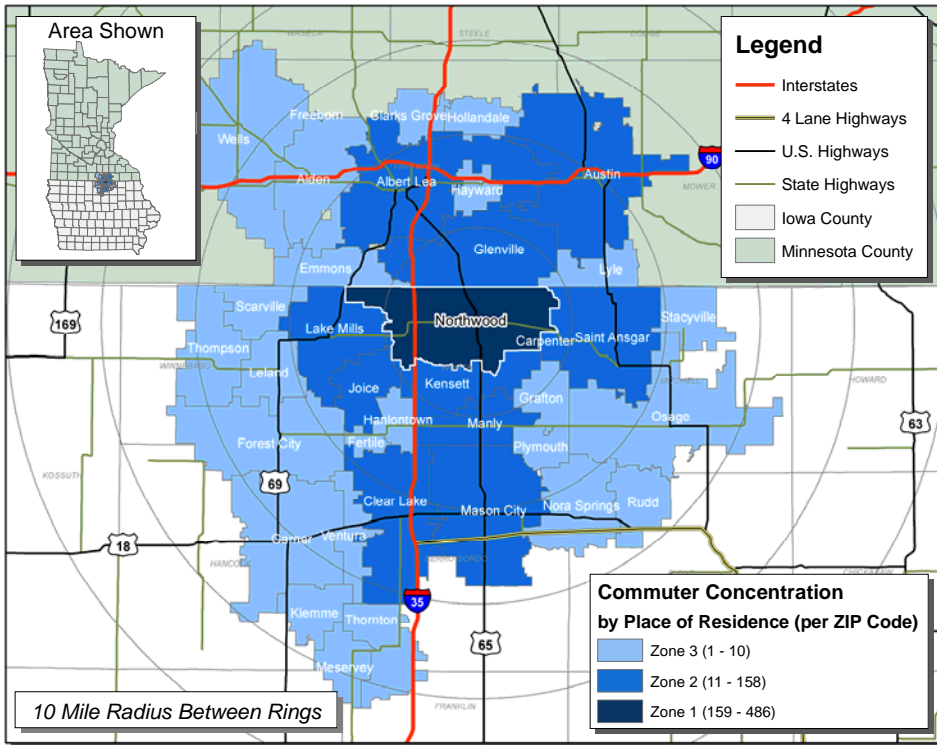
Survey respondents from the Worth County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry.

Quick Facts

(Employed - willing to change employment)

- 11.3% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 33.9% currently working within the production, construction & material handling occupational category followed by 15.3% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet - 86.2%
 - www.monster.com
 - www.iowajobs.org
 - Local/Regional newspapers - 55.1%
 - Globe Gazette - Mason City
 - Northwood Anchor
 - Local IowaWORKS Centers - 19.0%
 - Networking through friends, family and acquaintances - 17.2%

Worth County Laborshed Area



Commuting Statistics

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

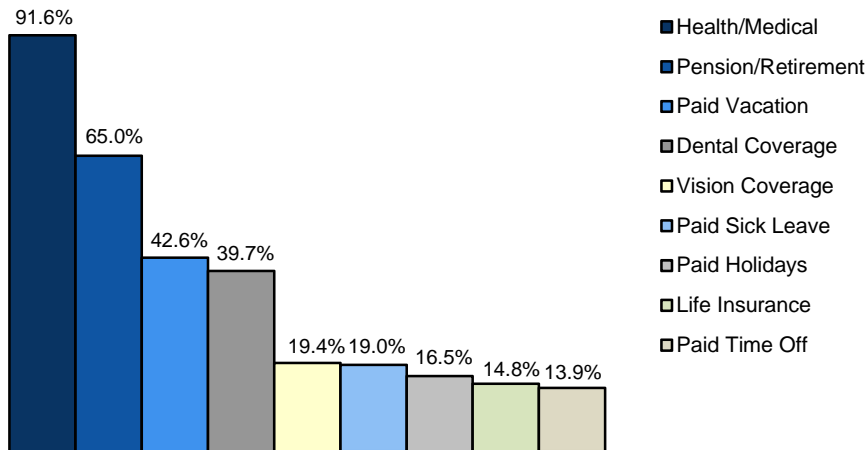
Those who are willing to change/accept employment in the Worth County Laborshed area are willing to commute an average of 25 miles one way for employment opportunities.

The out commute for Northwood is estimated at 42.0 percent—approximately 535 people living in Northwood who work in other communities.

Most of those who are out commuting are working in Mason City (IA), Albert Lea (MN) or Lake Mills (IA).

Over one-fifth (21.3%) of out commuters are willing to change employment (approximately 114 people).

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 (74.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 17.1 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

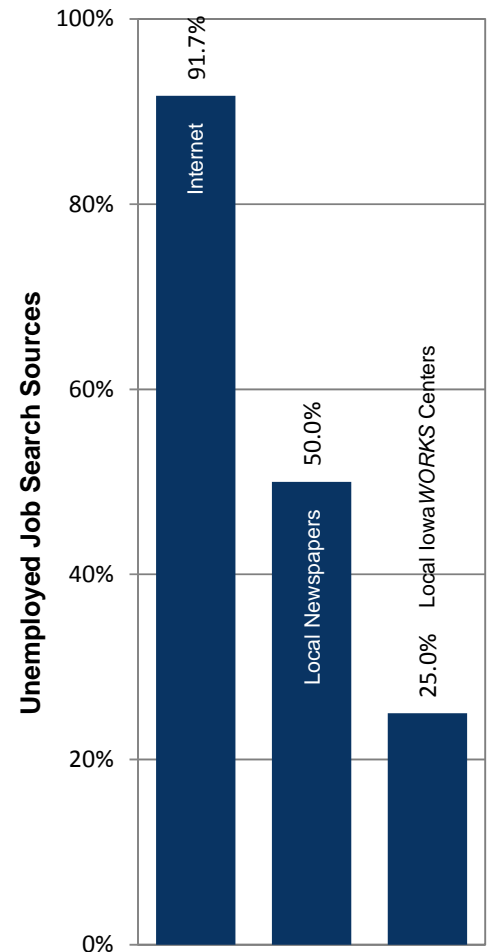
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	54.2%	12.5%	25.0%	*	*
Construction	50.0%	0.0%	25.0%	*	\$17.00
Manufacturing	60.3%	14.3%	15.9%	\$60,000	\$16.62
Transportation, Communication & Utilities	63.6%	24.2%	6.0%	\$60,000	\$19.75
Wholesale & Retail Trade	55.3%	17.0%	17.0%	\$41,000	\$10.25
Finance, Insurance & Real Estate	72.2%	16.7%	44.5%	\$45,000	\$15.00
Healthcare & Social Services	72.1%	23.3%	18.7%	\$37,500	\$16.00
Personal Services	71.4%	14.3%	38.1%	\$47,500	\$10.00
Entertainment & Recreation	83.3%	0.0%	33.3%	*	\$11.84
Professional Services	62.5%	25.0%	12.5%	*	\$15.75
Public Administration & Government	84.2%	15.8%	36.9%	\$61,500	\$19.50
Education	93.3%	3.3%	80.0%	\$55,000	\$13.50

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 1,692 unemployed individuals are willing to accept employment
- Average age is 50 years old
- 66.7% are male; 33.3% are female
- Education:
 - 66.7% have an education beyond high school
 - 33.3% have an undergraduate degree
 - 25.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$12.00 to \$12.75/hr. with a median of the lowest wage of \$12.00
- Willing to commute an average of 32 miles one way for the right opportunity
- 58.3% expressed interest in seasonal and 50.0% in temporary employment opportunities
- 58.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 81.8%
 - Pension/retirement options - 45.5%
 - Dental coverage - 18.2%
 - Paid sick leave - 18.2%
 - Paid vacation - 18.2%
 - Disability insurance - 9.1%
 - Life insurance - 9.1%
 - Vision coverage - 9.1%
- 62.5% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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

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