

# Laborshed Analysis

## Iowa Lakes Corridor Region



**IOWA LAKES CORRIDOR**  
DEVELOPMENT CORPORATION

BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES



*“to foster, encourage, promote, assist or otherwise aid economic growth and development in the Iowa counties of Buena Vista, Clay, Dickinson, and Emmet.”*

A Study of Workforce Characteristics  
*Released June 2009*

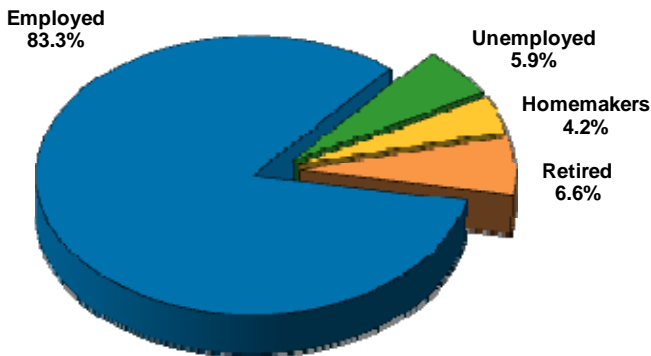
# Laborshed Studies

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 Iowa Lakes Corridor Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Estherville, Spencer, Spirit Lake, and Storm Lake Laborshed Studies. Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Iowa Lakes Corridor Region

Survey respondents from the Iowa Lakes Corridor 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; office & administrative support; or education, training & library occupational categories. The top industries are health care/social services, education, manufacturing, and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the Iowa Lakes Corridor Region.



Occupations	% within Region
Management	21.6%
Office & Administrative Support	16.4%
Education, Training, & Library	9.7%
Production	9.3%
Health Care Practitioner & Technical	6.8%
Sales & Related	5.1%
Business & Financial Operations	4.2%
Installation, Maintenance, & Repair	3.4%
Transportation & Material Moving	3.4%
Health Care Support	2.7%
Food Preparation & Serving Related	2.7%
Personal Care & Service	2.2%
Construction & Extraction	2.0%
Building/Grounds Cleaning & Maintenance	1.8%
Community & Social Services	1.5%
Protective Service	1.3%
Life, Physical, & Social Science	1.2%
Legal	1.2%
Computer & Mathematical Science	1.1%
Arts, Design, Entertainment, Sports, & Related	1.1%
Architecture & Engineering	0.8%
Farming, Fishing, & Forestry	0.5%

## 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.

- 2.2% Inadequate hours
- 2.5% Mismatch of skills
- 0.8% Low income
- 4.7% Total estimated underemployment

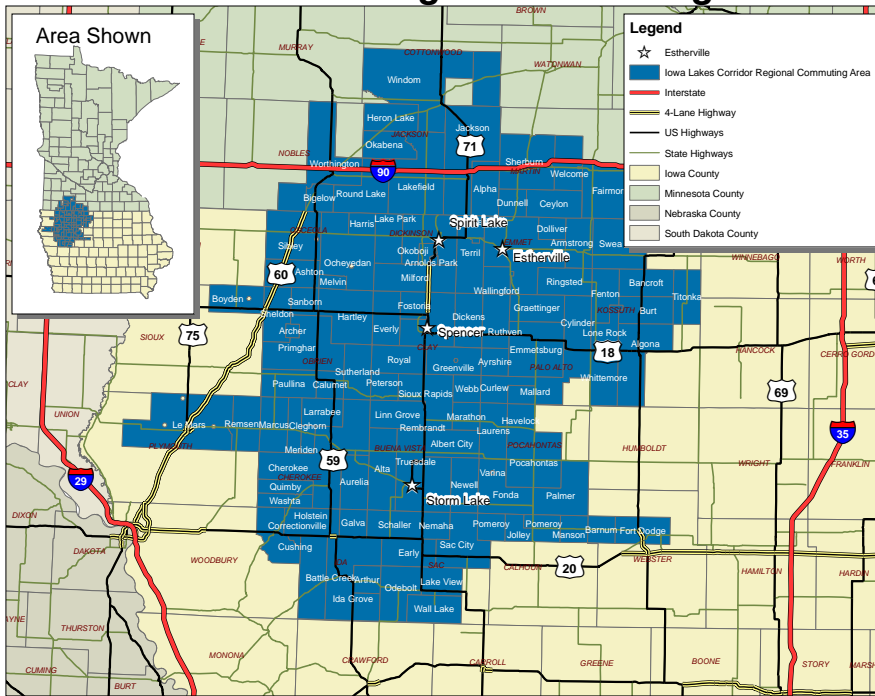
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% within Region
Health Care/Social Services	14.7%
Education	14.3%
Manufacturing	13.2%
Wholesale & Retail Trade	11.2%
Agriculture	8.5%
Public Administration/Government	7.4%
Transportation, Communication, & Utilities	6.7%
Personal Services	5.9%
Finance, Insurance, & Real Estate	5.8%
Professional Services	5.1%
Construction	3.5%
Other (Non-profit, Religious, Military, etc.)	2.3%
Entertainment & Recreation	1.4%

Survey respondents from the Iowa Lakes Corridor Region Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in health care/social services as shown in the table at left.

# Iowa Lakes Corridor Region Commuting Area



## Quick Facts:

(Employed - willing to change employment)

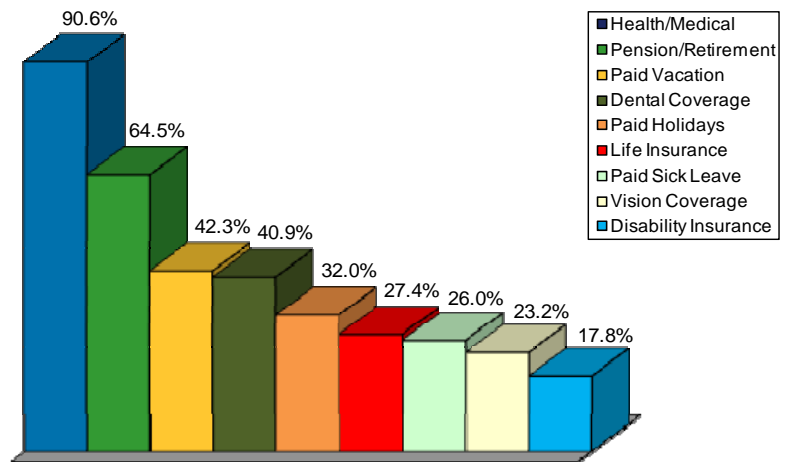
- 18.6% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 46 years old;
- 24.5% currently working in the professional, paraprofessional, & technical occupational category followed by 21.6% in the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
*The Des Moines Register*
  - Internet  
[www.monster.com](http://www.monster.com)  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.exploreokoboji.com](http://www.exploreokoboji.com)
  - Local Iowa Workforce Development Centers
  - Networking through friends, family, or acquaintances

Those who are willing to change or accept employment in the Iowa Lakes Corridor Region are willing to commute an average of 21 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 right provides the percentage of responses from those that are currently employed.

The majority (68.8) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 23.5 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Median Wage Characteristics by Industry

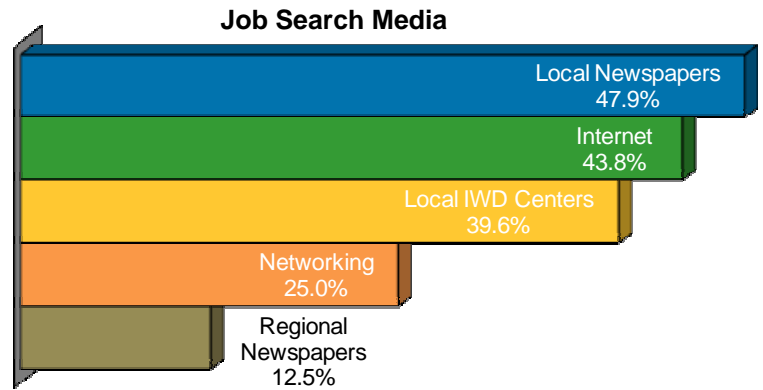
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	62.5%	13.8%	15.1%	6.3%	\$50,000	\$12.50
Construction	75.0%	11.1%	11.1%	11.1%	\$39,000	\$15.00
Manufacturing	62.3%	13.9%	19.9%	2.0%	\$54,500	\$14.00
Transportation, Communication, & Utilities	75.0%	20.8%	16.7%	5.6%	\$55,000	\$18.00
Wholesale & Retail Trade	67.5%	15.4%	8.9%	4.9%	\$40,000	\$9.75
Finance, Insurance, & Real Estate	86.2%	20.0%	38.4%	6.2%	\$40,000	\$10.48
Health Care & Social Services	86.8%	28.3%	14.5%	12.5%	\$45,000	\$15.00
Personal Services	72.4%	8.6%	24.1%	13.8%	\$30,000	\$9.63
Entertainment & Recreation	68.7%	6.3%	12.5%	6.3%	*	\$9.50
Professional Services	82.8%	20.7%	13.8%	13.8%	\$50,000	\$12.00
Public Administration & Government	72.5%	18.8%	20.0%	6.3%	\$50,000	\$19.39
Education	87.8%	9.5%	31.3%	38.8%	\$48,000	\$11.07

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

\*Insufficient survey data/refused

## Unemployed - Those Willing to Enter/Re-enter Employment:

- 5.9% of the region are unemployed;
- 81.3% have become unemployed within the last year;
- Average age is 45 years old;
- 56.3% are male and 43.7% are female;
- Education:
  - 70.8% have some post high school education
  - 6.3% are trade certified
  - 4.2% completed vocational training
  - 18.8% have an associate degree
  - 10.4% have an undergraduate degree
  - 4.2% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$12.00 to \$12.50/hr. with a median lowest wage considered of \$10.00/hr.;
- 39.6% expressed interest in seasonal and 54.2% in temporary employment opportunities;
- 43.8% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 24 miles one way for the right opportunity;
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Paid vacation
  - Pension/retirement options
  - Dental coverage
  - Vision coverage
  - Life insurance
- 82.1% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



## Sponsored in Partnership:



BUENA VISTA, CLAY, DICKINSON & EMMET COUNTIES



For more information regarding the Iowa Lakes Corridor Regional Laborshed Study, contact:

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