

Forest City, Iowa

Laborshed Analysis



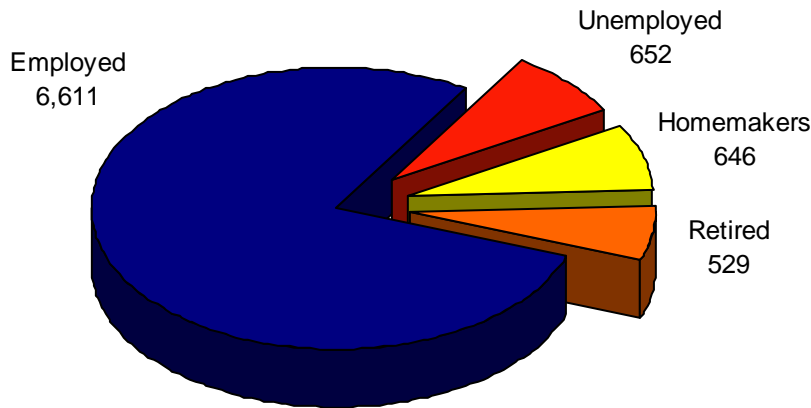
A Study of Workforce Characteristics
Released October 2007

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 Forest City 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: 42,215 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (8,438)



Quick Facts:

(Employed - willing to change employment)

- 26.1% are working multiple jobs;
- Currently working an average of 41 hours per week;
- Average age is 43 years old;
- 35.9% currently working in production, construction, or material handling occupations followed by 20.7% in professional, paraprofessional, and technical occupations;
- Most frequently identified job search sources:
 - Local/Regional newspapers
Mason City Globe Gazette
The Des Moines Register
 - Internet
www.iowaworkforce.org
www.monster.com
 - Local Iowa Workforce Development Centers
 - Networking through friends, family, or acquaintances

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.

- 3.7% Inadequate hours (245 people)
- 1.7% Low income (112 people)
- 4.2% Mismatch of skills (278 people)
- 7.7% Total estimated underemployment (509 people)

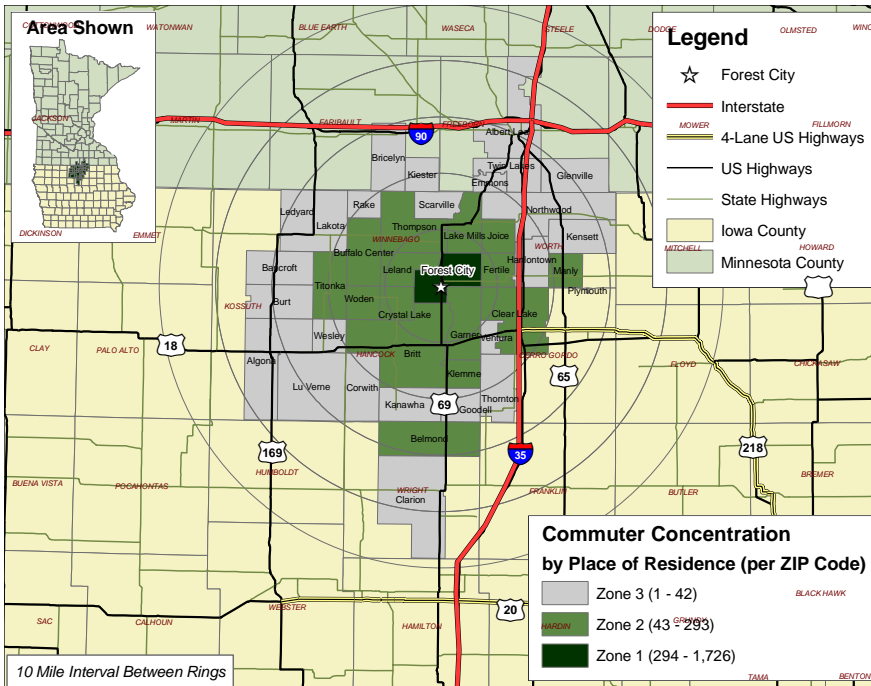
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	26.7%	9,930
Health Care & Social Services	13.5%	5,021
Education	13.2%	4,909
Wholesale & Retail Trade	10.6%	3,942
Public Administration & Government	6.7%	2,492
Finance, Insurance, & Real Estate	5.6%	2,083
Transportation, Communication, & Utilities	5.3%	1,971
Personal Services	4.8%	1,785
Agriculture	4.5%	1,674
Professional Services	4.5%	1,674
Construction	3.9%	1,450
Entertainment & Recreation	0.6%	223

Survey respondents from the Forest City 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.

Forest City Commuting Area



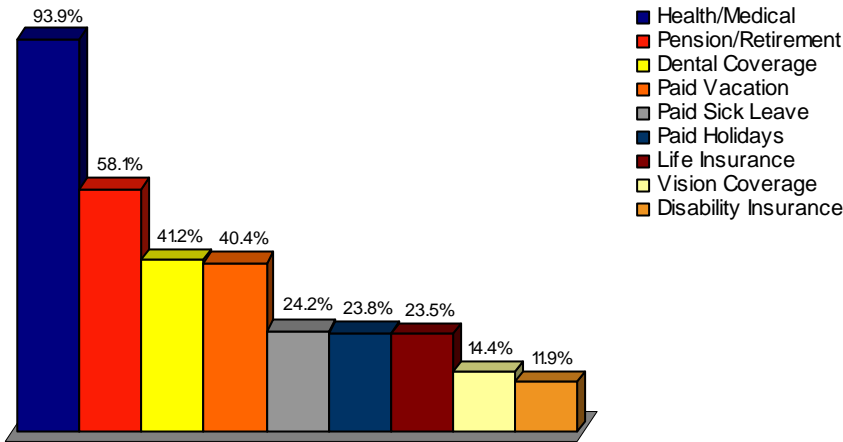
Commuting Statistics

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

Those who are willing to change employment in the Forest City Laborshed area are willing to commute an average of 20 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 (75.1%) of respondents are currently sharing the cost of premiums with the employer. However, 20.6 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

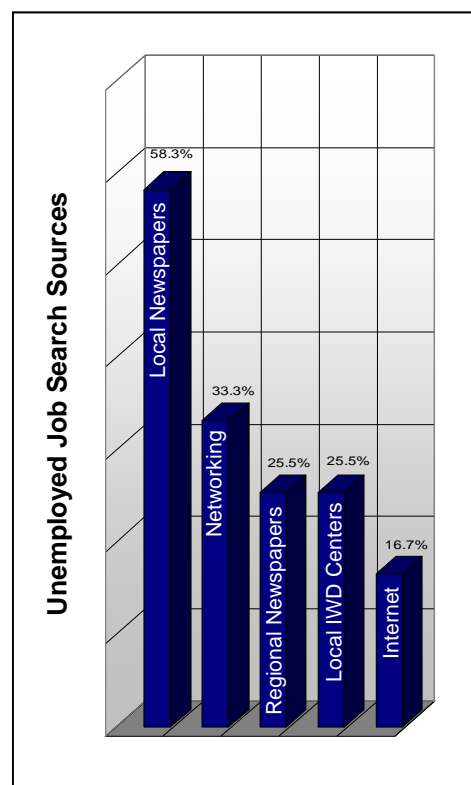
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	70.6%	17.6%	17.6%	\$62,500	\$14.50
Construction	68.7%	12.5%	12.5%	*	\$15.70
Manufacturing	62.0%	13.0%	20.4%	\$42,500	\$14.95
Transportation, Communication, & Utilities	63.2%	15.8%	15.8%	\$23,750	\$20.00
Wholesale & Retail Trade	58.3%	22.9%	8.4%	\$45,000	\$9.50
Finance, Insurance, & Real Estate	85.7%	28.6%	33.3%	\$45,000	\$10.50
Health Care & Social Services	89.3%	25.0%	37.5%	\$50,000	\$13.00
Personal Services	72.2%	11.1%	27.8%	*	\$9.00
Professional Services	70.0%	20.0%	25.0%	*	\$12.75
Public Administration & Government	66.7%	16.7%	20.9%	\$49,500	\$18.25
Education	92.5%	13.2%	69.8%	\$44,000	\$11.25

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 652 unemployed individuals are willing to accept employment;
- Average age is 54 years old;
- Education:
 - 50.0% have an education beyond high school
 - 8.3% have an associate degree
 - 16.7% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.60/hr. with a median of the lowest wage of \$8.00/hr.;
- Willing to commute an average of 16 miles one way for the right opportunity;
- 50.0% expressed interest in seasonal and 50.0% in temporary employment opportunities;
- 33.3% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Paid vacation
- 100% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with



Aquila



For more information regarding the Forest City Laborshed Study, contact:

Beth Bilyeu
Forest City Economic Development
145 East K Street
Forest City, Iowa 50436
Phone (641) 585-5560
Fax (641) 585-2687
E-mail: fced@wctatel.net
www.forestcityia.com



This information is analyzed and compiled by the
Iowa Workforce Development
Research & Strategic Initiatives Unit
1000 E. Grand Avenue, Des Moines, Iowa 50319
(515) 281-4896
www.iowaworkforce.org