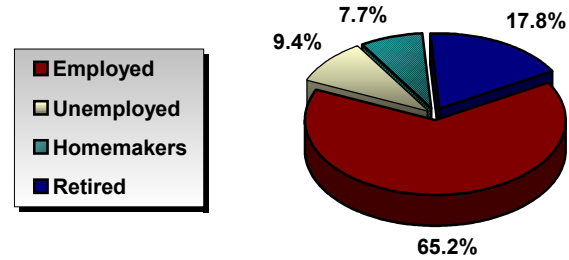


All of the information reported in this brochure reflects answers collected from either survey respondents or population estimates, ages 18-64, living in the Laborshed. For additional labor market information, visit the Iowa Workforce Development Web site at: [WWW.IOWAWORKFORCE.ORG](http://WWW.IOWAWORKFORCE.ORG)



## NOT CURRENTLY EMPLOYED

Includes those in the Marshall County area who stated they are either Unemployed, Homemakers or Retired Persons who are willing to re-enter the workforce.

### UNEMPLOYED:

- ⇒ An estimated 1,475 unemployed are willing to accept employment;
- ⇒ 45.5 percent are female and 54.5 percent male;
- ⇒ Median age is 41 years, 31.8 percent of the unemployed are age 18 to 34 years;
- ⇒ 63.6 percent have been unemployed less than one year;
- ⇒ Willing to commute an average of 32 miles one way;
- ⇒ Desire a median wage of \$8.50 per hour;
- ⇒ 63.7 percent have post high school education, 22.8 percent have an undergraduate degree;
- ⇒ Seeking positions in data entry, technology, management, clerical and administrative support;
- ⇒ Sources for seeking employment include: local newspapers, Iowa Workforce Development Centers, and the Internet.

### HOMEMAKERS:

- ⇒ An estimated 864 homemakers are willing to accept employment;
- ⇒ Have prior work experience in production and service occupations;
- ⇒ 49.9 percent have education/training beyond high school;
- ⇒ Median age is 46 years;
- ⇒ Desire a median wage of \$6.50 per hour;
- ⇒ Very interested in cross training, job teams, and job sharing work environments;
- ⇒ Willing to accept seasonal (90.0%) and temporary (90.0%) work arrangements;
- ⇒ Looking for employment opportunities in local newspapers, Iowa Workforce Development Centers, the Internet, and regional newspapers;
- ⇒ Obstacles to employment include: childcare or other family-related reasons.

### RETIRED PERSONS (49-64 YEARS OF AGE):

- ⇒ An estimated 502 retired people are willing to accept employment;
- ⇒ Desire a median wage of \$9.00 per hour;
- ⇒ Over half (62.5%) have some education/training beyond high school;
- ⇒ Willing to accept seasonal (66.7%) and temporary (83.3%) work arrangements;
- ⇒ Looking for part-time, seasonal, and temporary employment opportunities;
- ⇒ Looking for occupations in clerical and production occupations that offer flexibility;
- ⇒ Primary sources for seeking employment are Iowa Workforce Development Centers, through networking, and local newspapers.

This information is compiled by the Workforce Research Bureau of Iowa Workforce Development (IWD).  
1000 E. Grand Avenue, Des Moines, Iowa 50319-0209, (515) 281-4896.

# Marshall County Laborshed Survey & Analysis 2003

*Marshall Economic Development Impact Committee*



Sponsored in Partnership with



**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 Marshall County Laborshed area, information from local and state sources was aggregated and plotted for geographic analysis (see map at right).

<b>POTENTIAL LABORFORCE</b>	
<b>19,364</b>	
ESTIMATED NUMBER OF INDIVIDUALS VERY LIKELY OR SOMEWHAT LIKELY TO CHANGE OR ACCEPT EMPLOYMENT	
Employed	3,806
Unemployed	1,475
Homemakers	
Retirees	<u>864</u>
<b>Total</b>	<b>6,647</b>

**Median Wages (All Employed):**

Wages can be a deciding factor in order for some to consider changing or entering into employment. Are your wages competitive?

Industry	Median Hourly Wage
Agriculture	\$12.00
Construction	\$13.75
Manufacturing	\$12.50
Transportation, Communication & Public Utilities	\$11.50
Wholesale & Retail Trade	\$7.80
Finance, Insurance, Real Estate & Professional Services	\$10.75
Personal, Entertainment & Recreational Services	\$9.00
Health Care & Social Services	\$11.26
Public Administration & Government	\$10.50

**Educational Degrees/Fields of Study/Certifications/Vocational Trades:**

Field of Study	% of Laborshed
Computer Applications (AA)	2.6%
Medical Technical	10.0%
Business Administrative Support	19.2%
Trade	6.9%
Social Sciences (AA)	3.1%
General/Liberal Arts	6.2%
Information Technology	0.8%
Medical Professional	4.6%
Business/Public Administration/Marketing	9.2%
Social Sciences (BA/BS)	7.7%
Education	19.2%
Engineering/Architecture	3.1%
Agriculture	0.8%
Science/Math	7.7%

**Out-commuters:**

Several residents who live in the Marshall County area commute outside the area for employment (11.7%). This group currently commutes to Des Moines, Ames, Tama, and other surrounding cities for employment. They are primarily employed in professional, health care, production, and recreational occupations. The out-commuters of Marshalltown represent an educated and skilled group of available labor. Additional characteristics for out-commuters in the Marshalltown area:

- ⇒ Almost half (45.5%) of those commuting out of Marshalltown for employment are willing to change employment;
- ⇒ Education levels: 54.6 percent have education/technical training beyond high school;
- ⇒ Median current wage: \$8.50 per hour;
- ⇒ Median current salary: \$40,000 per year;
- ⇒ Out-commuters are willing to travel an average of 24 miles one way.

**Highlights:**

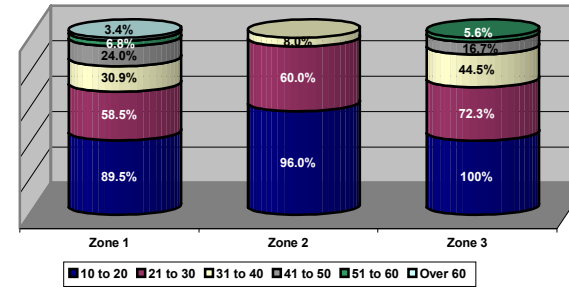
Who's in the Marshall County area?

- ⇒ Trained and educated employed workforce (62.6% have education/training beyond high school);
- ⇒ College educated (21.3% have obtained an undergraduate or graduate degree);
- ⇒ Employed are multi-task oriented and open to various different routines, ranging from frequently changing to set tasks;
- ⇒ The employed are interested in cross-training and job team work environments;
- ⇒ 12.3 percent of those surveyed are currently employed by two or more employers.

**For more information contact:**

Marshall Economic Development Impact Committee  
P.O. Box 1000  
Marshalltown, IA 50158-1000  
(641)753-6645  
Web site: [www.marshalltown.org](http://www.marshalltown.org)

**Aggregated Commuting Distances by Zone:**



**Commuting Statistics:**

The employed, willing to change employment residents of the Marshall County Laborshed area are willing to commute great distances for the right employment opportunity.

- ⇒ Zone 1 residents are willing to commute an average of 29 miles one way;
- ⇒ Zone 2 residents are willing to commute an average of 25 miles one way;
- ⇒ Zone 3 residents are willing to travel an average of 32 miles one way;

Overall, 94.4 percent of the employed are willing to commute more than 20 miles one way.

**Where do the Marshall County applicants look for employment opportunities?**

The Internet, local newspapers, Iowa Workforce Development Centers, and through networking.

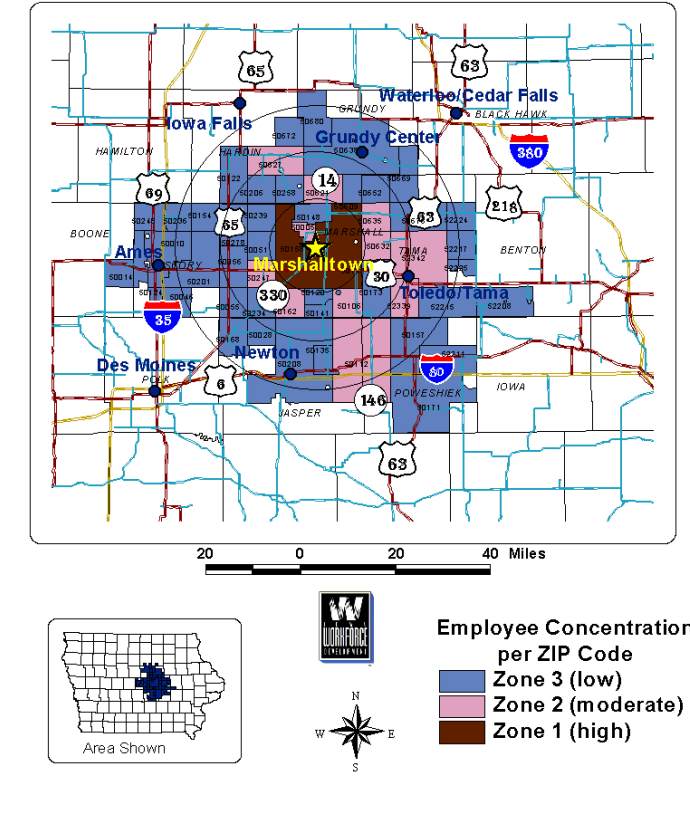
**Underemployed:**

This group of available labor in the Marshall County area is comprised of those individuals who are underemployed due to inadequate hours (those working less than 35 hours/week but desiring more hours), low income (those working at wages equal to or less than the national poverty level), and mismatch of skills (those who are working in positions that do not meet their skill or education levels or worked for higher wages at a previous employment). Therefore, individuals may be underemployed for more than one reason; however, they are only counted once.

- ⇒ 4.0 percent (approximately 152 people) are underemployed due to inadequate hours;
- ⇒ 4.0 percent (approximately 152 people) are underemployed due to a mismatch of skills;
- ⇒ 5.3 percent (approximately 202 people) are underemployed due to low income;
- ⇒ Overall desired median wage is \$9.68 per hour;
- ⇒ All of those underemployed due to mismatch of skills, have education/training beyond high school, with 87.5 percent having obtained an undergraduate or graduate degree;
- ⇒ Willing to commute 23 miles one way.

The underemployed in the Marshall County Laborshed area represent an underutilized segment of the workforce population that tend to be higher educated and possess a greater desire to change employment.

**Survey Zones by ZIP Code Marshall County Laborshed Area**



**What benefits influence the decision to change employment?**

- ⇒ Medical health insurance
- ⇒ Dental insurance
- ⇒ Pension/retirement
- ⇒ Sick leave

If the employer offered cost-shared medical coverage, 77.3 percent of the employed would be influenced to change employment.