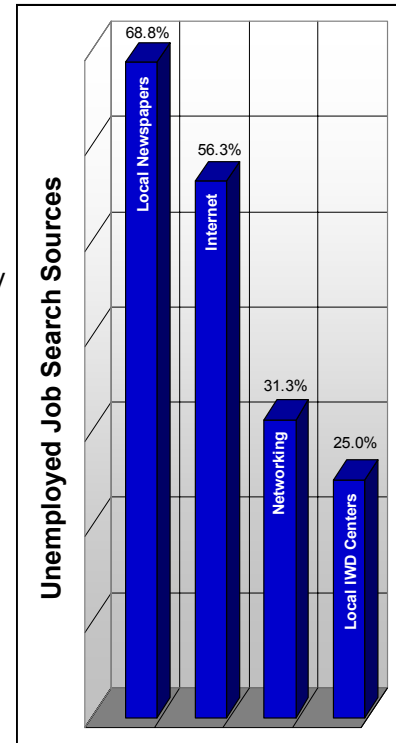


## Unemployed - Those Willing to Enter/Re-enter Employment:

- An estimated 338 unemployed individuals are willing to accept employment;
- Average age is 32 years old;
- Education:
  - 62.5% have some post high school education
  - 25.0% have an associate degree
  - 6.3% are trade certified
  - 25.1% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% of the most qualified hourly wage applicants is \$9.58 to \$10.00/hr., with a median wage of \$7.25/hr.;
- Willing to commute an average of 22 miles one way for the right opportunity;
- 56.3% expressed interest in seasonal and 62.5% in temporary employment opportunities;
- 56.3% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Paid vacation
  - Pension/retirement options
  - Paid sick leave
  - Paid holidays
  - Dental coverage
- 73.3% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



# Northwood Laborshed Analysis



Sponsored in Partnership with:

North Iowa Area Community College

Winn-Worth Betco

### Contact Information

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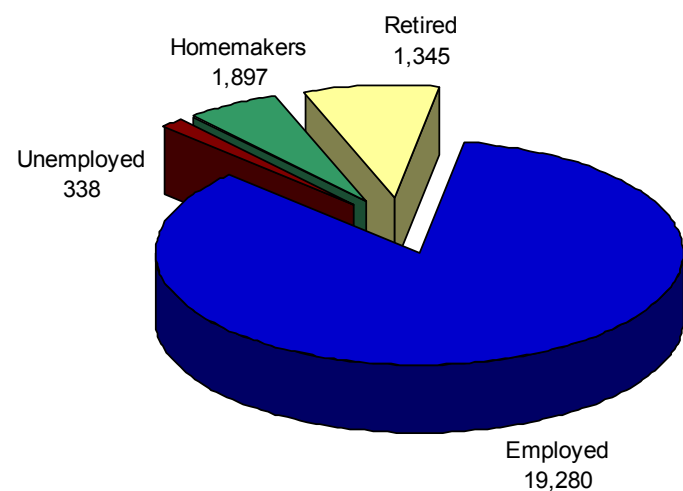
# LABOR AVAILABILITY FACTS

## What is a Laborshed?

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 Northwood 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: 81,700 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (22,860)**



### Quick Facts: (Employed - willing to change employment)

- 19.0% are working multiple jobs;
- Currently working an average of 42 hours per week;
- Average age is 42 years old;
- 48.4% are currently working in production, construction, or material handling occupations, followed by 15.8% in professional, paraprofessional, or technical occupations;
- Most frequently identified job search sources:
  - Internet (61.1%)
  - Local newspapers (48.9%)
  - Local Iowa Workforce Development Centers (37.8%)
  - Regional newspapers (26.7%)
  - Networking through friends, family, or acquaintances (20.0%)

### 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.

- 0.7% Inadequate hours
- 1.2% Low income
- 4.7% Mismatch of skills
- 6.2% Total estimated underemployment

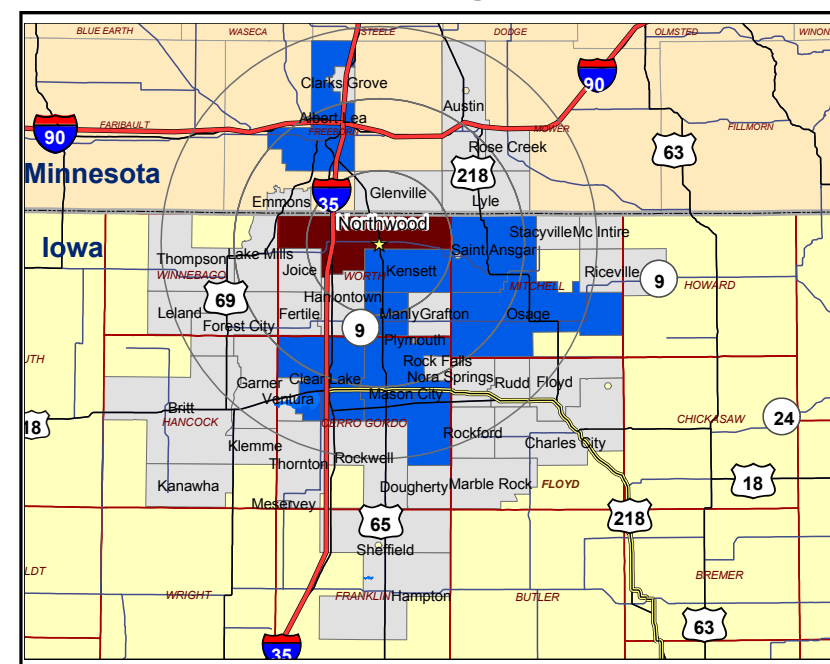
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

### Industrial Classification of the Employed

Industry	% within Laborshed
Manufacturing	23.7%
Wholesale & Retail Trade	14.1%
Health Care & Social Services	13.2%
Education	11.4%
Government & Public Administration	6.6%
Construction	6.3%
Professional Services	5.7%
Finance, Insurance, & Real Estate	4.8%
Agriculture/Forestry, & Mining	4.8%
Transportation, Communications, & Public Utilities	4.8%
Entertainment, Recreation, & Personal Services	4.6%

Survey respondents from the Northwood 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.

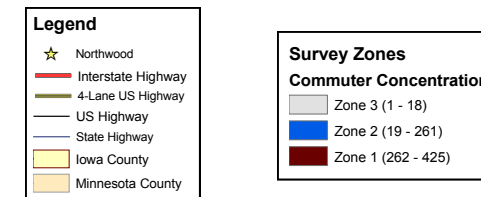
## Northwood Commuting Area



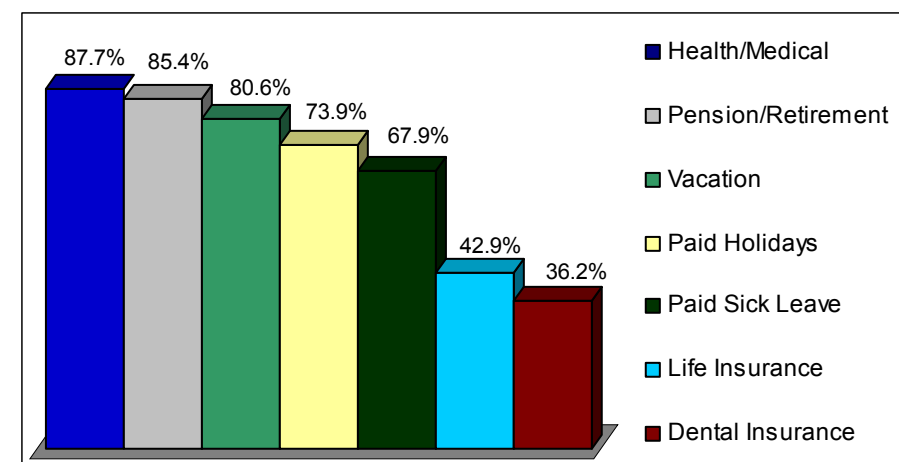
## Commuting Statistics

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 employment in the Northwood Laborshed area are willing to commute an average of 26 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 seven benefits are shown.

The majority (80.8%) of respondents are currently sharing the cost of premiums with the employer and 15.8 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

## Education and Current Median Wage Characteristics by Industry

Industry	Education			Median Wages (Overall)	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages	Non-Salary Wages
Agriculture/Forestry & Mining	50.0%	31.3%	6.3%	*	*
Construction	41.7%	8.3%	8.3%	\$30,000/yr	\$11.63/hr
Manufacturing	51.6%	11.8%	16.2%	\$54,000/yr	\$12.05/hr
Transportation, Communications, & Public Utilities	42.1%	15.8%	10.5%	\$32,500/yr	\$13.61/hr
Wholesale & Retail Trade	60.7%	16.1%	16.1%	\$38,500/yr	\$8.00/hr
Finance, Insurance, & Real Estate	81.8%	22.7%	31.8%	\$34,000/yr	\$11.85/hr
Health Care & Social Services	69.8%	22.6%	22.6%	*	\$11.00/hr
Personal Services	50.0%	16.7%	5.6%	*	\$7.25/hr
Professional Services	73.9%	47.8%	4.3%	*	\$11.13/hr
Education	85.4%	4.9%	58.5%	\$42,000/yr	\$12.00/hr
Government & Public Administration	84.6%	38.5%	23.0%	\$58,000/yr	\$13.70/hr

*This table includes all respondents regardless of employment status or willingness to change/enter employment.*

*\*Insufficient survey data/refused*