

Monona County, Iowa Laborshed Analysis



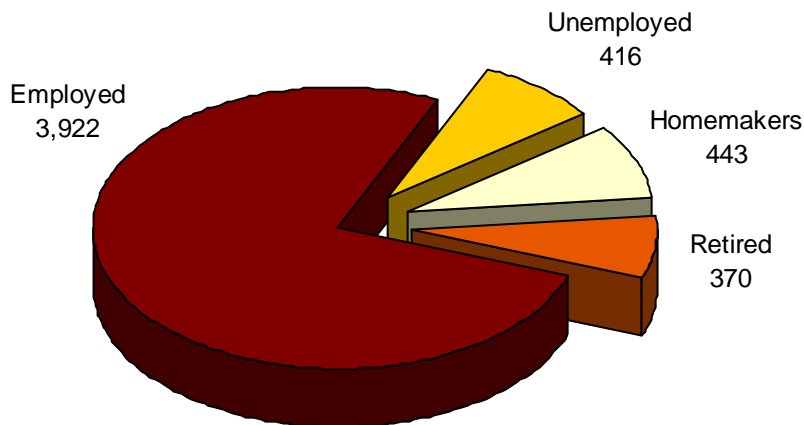
A Study of Workforce Characteristics
Released August 2008

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 Monona 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. *See contact information on back.*

Total Potential Labor Force: 74,264 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (5,151)



Quick Facts:

(Employed - willing to change employment)

- 11.5% are working multiple jobs;
- Currently working an average of 44 hours per week;
- Average age is 45 years old;
- 29.9% currently working within the professional, paraprofessional, & technical occupational category followed by; 24.1% within the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
 - Local/Regional newspapers
 - Internet
 - www.monster.com
 - www.hotjobs.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.

- 1.2% Inadequate hours (47 people)
- 0.2% Mismatch of skills (8 people)
- 2.2% Low income (86 people)
- 3.5% Total estimated underemployment (137 people)

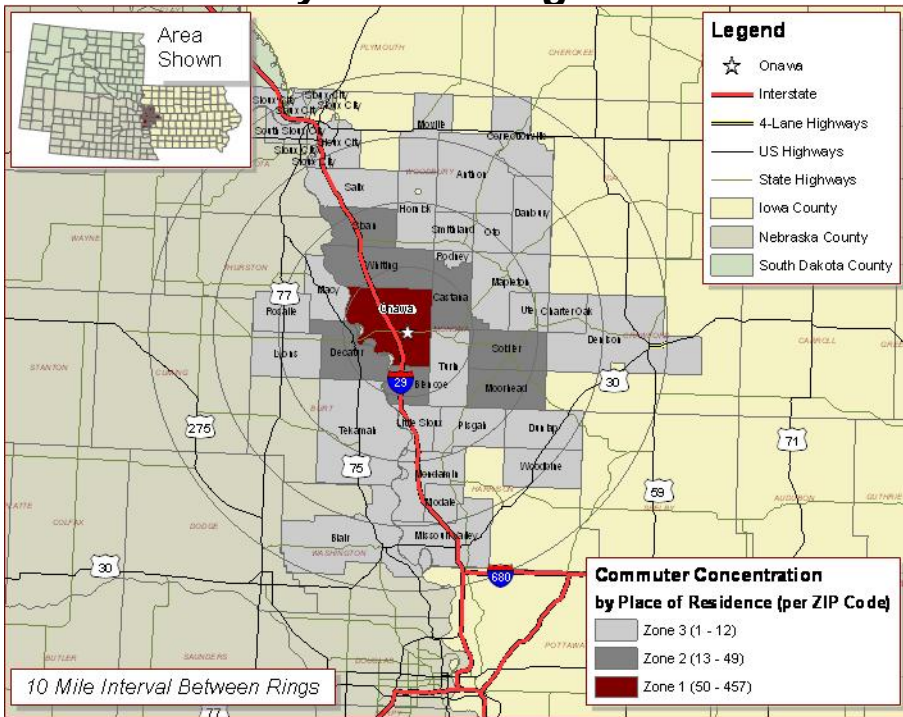
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	16.4%	9,719
Health Care & Social Services	14.2%	8,415
Manufacturing	9.7%	5,748
Wholesale & Retail Trade	9.4%	5,571
Public Administration & Government	8.5%	5,037
Agriculture	7.9%	4,682
Finance, Insurance, & Real Estate	6.9%	4,089
Transportation, Communication, & Utilities	6.6%	3,911
Personal Services	6.3%	3,734
Construction	4.7%	2,785
Professional Services	4.7%	2,785
Entertainment & Recreation	3.8%	2,252

Survey respondents from the Monona County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in education as shown in the table at left.

Monona County Commuting Area



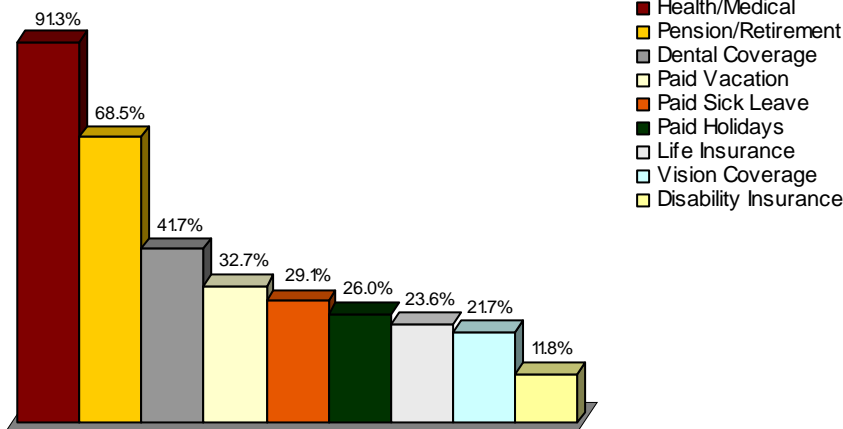
Commuting Statistics

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

Those who are willing to change employment in the Monona County Laborshed area are willing to commute an average of 25 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 (59.5%) of respondents are currently sharing the cost of premiums with the employer. However, 30.6 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

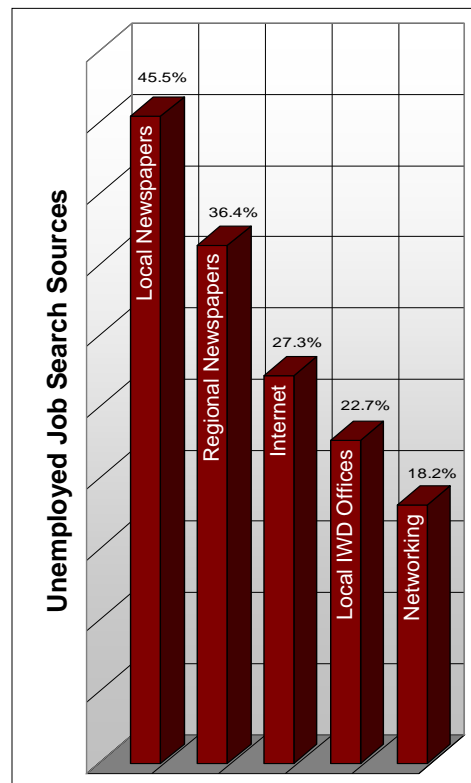
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	50.0%	3.6%	17.9%	\$65,000	\$10.88
Construction	38.9%	16.7%	5.6%	\$35,000	\$16.33
Manufacturing	50.0%	7.9%	15.8%	\$50,000	\$14.17
Transportation, Communication, & Utilities	53.8%	11.5%	19.1%	\$49,000	\$18.50
Wholesale & Retail Trade	65.3%	16.3%	14.3%	\$34,947	\$10.00
Finance, Insurance, & Real Estate	64.3%	21.4%	17.9%	\$36,250	\$10.25
Health Care & Social Services	75.9%	14.8%	24.1%	\$55,000	\$13.12
Personal Services	61.9%	14.3%	14.3%	\$31,000	\$10.70
Entertainment & Recreation	42.9%	4.8%	9.6%	\$50,000	\$9.50
Professional Services	64.7%	23.5%	29.4%	*	\$13.25
Public Administration & Government	77.4%	6.5%	45.2%	\$38,000	\$13.23
Education	84.7%	10.2%	66.1%	\$41,000	\$10.68

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 416 unemployed individuals are willing to accept employment;
- Average age is 37 years old;
- Education:
 - 54.2% have an education beyond high school
 - 4.2% have an associate degree
 - 4.2% are trade certified
 - 4.2% have completed vocational training
 - 12.5% have an undergraduate degree
 - 4.2% have an postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.50/hr. with a median of the lowest wage of \$9.00/hr.;
- Willing to commute an average of 25 miles one way for the right opportunity;
- 70.8% expressed interest in seasonal and 50.0% in temporary employment opportunities;
- 54.2% 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
 - Dental coverage
 - Vision coverage
 - Prescription drug coverage
 - Paid sick leave
- 73.3% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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