

# *Audubon County Laborshed Analysis*

*A Study of Workforce Characteristics*

*Released July 2013*

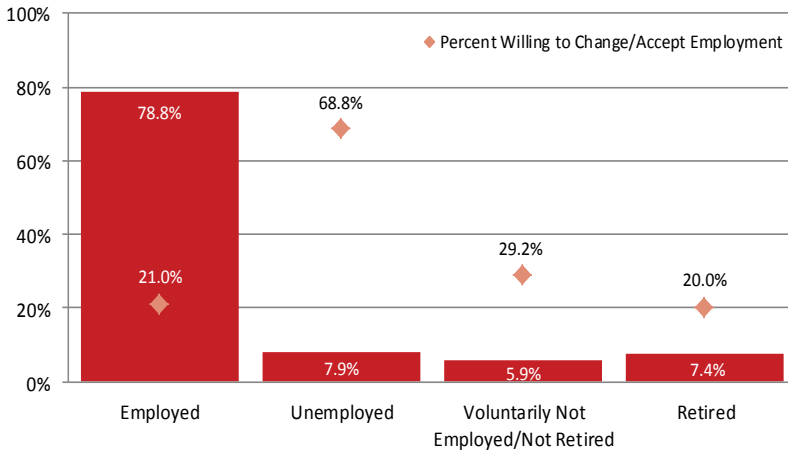


*Audubon County*<sup>™</sup>  
ECONOMIC DEVELOPMENT

# 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 Audubon 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.

## Employment Status\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Total Potential Labor Force: 27,925 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (5,790)**

- 4,347 Employed
- 335 Unemployed
- 315 Voluntarily Not Employed/Not Retired
- 793 Retired

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are 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.

- 1.0% Inadequate hours (43 people)
- 2.2% Mismatch of skills (96 people)
- 0.7% Low income (30 people)
- 4.0% Total estimated underemployment (174 people)

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

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Wholesale & Retail Trade	18.9%	4,159	73.6%	17.0%	11.1%
Healthcare & Social Services	17.8%	3,917	87.7%	24.0%	7.0%
Education	13.5%	2,971	86.4%	15.8%	2.3%
Agriculture, Forestry & Mining	9.3%	2,046	100%	7.7%	0.0%
Manufacturing	8.9%	1,958	71.4%	48.0%	22.9%
Professional Services	7.5%	1,650	87.5%	4.8%	0.0%
Finance, Insurance & Real Estate	5.7%	1,254	72.7%	31.3%	9.1%
Personal Services	5.7%	1,254	80.0%	31.3%	0.0%
Public Administration & Government	5.0%	1,100	77.8%	7.1%	5.6%
Construction	4.2%	924	80.0%	16.7%	13.3%
Transportation, Communication & Utilities	3.1%	682	75.0%	11.1%	16.7%
Active Military Duty	0.4%	88	*	*	*
Entertainment & Recreation	*	*	*	*	*

\*Insufficient survey data/refused

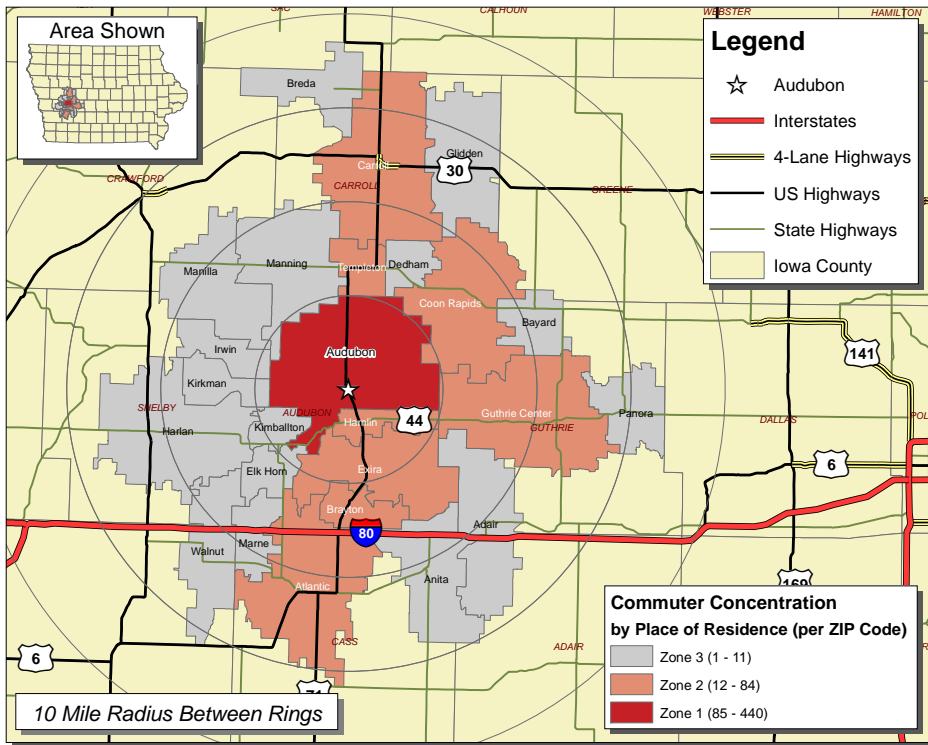
Survey respondents from the Audubon County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the wholesale & retail trade industry.

## Quick Facts

(Employed - willing to change employment)

- 17.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 47 years old
- 23.9% currently working within the professional, paraprofessional & technical occupational category followed by 22.4% within the service occupational category
- Most frequently identified job search sources:
  - Internet - 71.9%  
[www.iowajobs.org](http://www.iowajobs.org)
  - Local/Regional newspapers - 65.6%  
The Times Herald - Carroll  
The Des Moines Register  
Atlantic News Telegraph
  - Local IowaWORKS Centers - 28.1%
  - Networking through friends, family and acquaintances - 15.6%

# Audubon County Laborshed Area



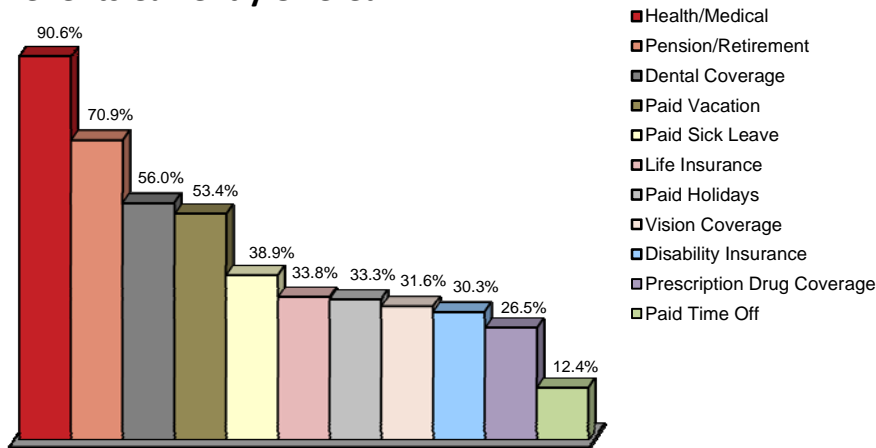
## Commuting Statistics

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

Those who are willing to change/accept employment in the Audubon County 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 nine benefits are shown.

The majority (70.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 20.6 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

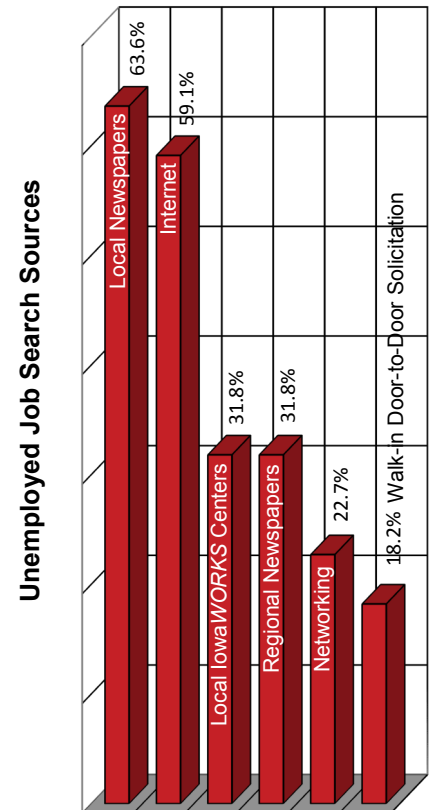
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	65.4%	7.7%	26.9%	\$95,000	*
Construction	26.7%	6.7%	6.7%	\$50,000	\$15.00
Manufacturing	45.7%	8.6%	22.9%	*	\$14.95
Transportation, Communication & Utilities	50.0%	16.7%	0.0%	*	\$13.50
Wholesale & Retail Trade	51.4%	19.4%	12.5%	\$62,500	\$11.75
Finance, Insurance & Real Estate	63.6%	13.6%	27.3%	\$58,000	\$11.75
Healthcare & Social Services	73.6%	22.8%	26.3%	\$68,500	\$16.00
Personal Services	60.0%	5.0%	40.0%	\$38,500	\$9.13
Entertainment & Recreation	*	*	*	*	*
Professional Services	54.2%	4.2%	41.7%	\$55,000	\$11.00
Public Administration & Government	61.1%	16.7%	16.7%	\$43,000	\$18.00
Education	84.1%	2.3%	70.4%	\$50,000	\$11.74

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

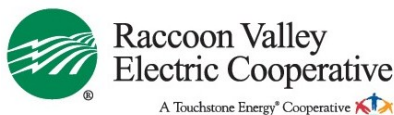
*\*Insufficient survey data/refused*

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

- An estimated 335 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 63.6% are female; 36.4% are male
- Education:
  - 27.3% have an education beyond high school
  - 4.5% are trade certified
  - 4.5% have an associate degree
  - 4.5% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$9.18 to \$10.00/hr. with a median of the lowest wage of \$8.25
- Willing to commute an average of 28 miles one way for the right opportunity
- 77.3% expressed interest in seasonal and 72.7% in temporary employment opportunities
- 72.7% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 87.5%
  - Dental coverage - 37.5%
  - Paid vacation - 25.0%
  - Vision coverage - 18.8%
  - Disability insurance - 12.5%
  - Incentive reward programs - 6.3%
  - Paid holidays - 6.3%
  - Pension/retirement options - 6.3%
  - Prescription drug coverage - 6.3%
- 71.4% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



## Sponsored in Partnership with



For more information regarding the Audubon County Laborshed Analysis, contact:

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