

# Marshall County, Iowa Laborshed Analysis



Marshall Economic Development Impact Committee

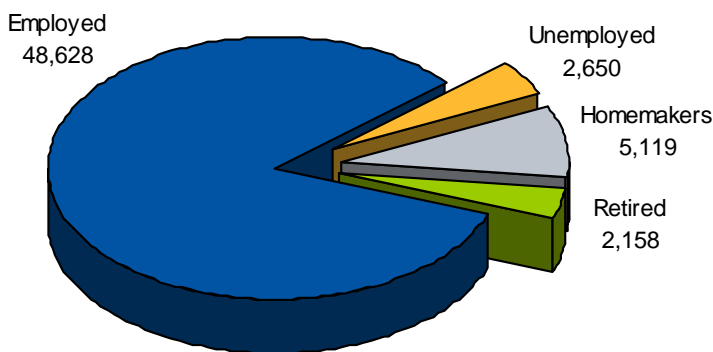
A Study of Workforce Characteristics  
*Released January 2009*

# 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 Marshall 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: 301,571 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (58,555)**



## Quick Facts:

*(Employed - willing to change employment)*

- 8.7% are working multiple jobs;
- Currently working an average of 42 hours per week;
- Average age is 42 years old;
- 25.3% currently working within the production, construction, & material handling occupational category and 25.3% within the professional, paraprofessional, & technical occupational category followed by 17.6% within the service occupational category;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
The Des Moines Register  
Times-Republican - Marshalltown  
Waterloo-Cedar Falls Courier
  - Internet  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.monster.com](http://www.monster.com)
  - Local Iowa Workforce Development Centers
  - Networking through friends, family, and 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.

- 2.7% Inadequate hours (1,313 people)
- 1.5% Mismatch of skills (729 people)
- 3.0% Low income (1,459 people)
- 6.7% Total estimated underemployment (3,258 people)

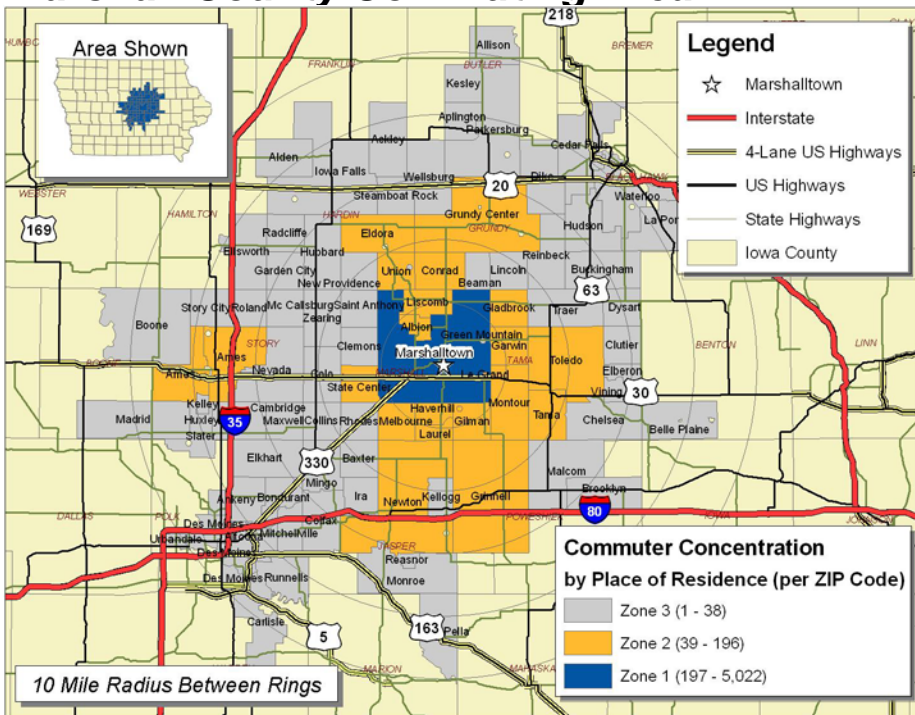
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	16.3%	39,915
Education	16.0%	39,180
Health Care & Social Services	15.7%	38,446
Wholesale & Retail Trade	12.2%	29,875
Government & Public Administration	7.2%	17,631
Finance, Insurance, & Real Estate	6.3%	15,427
Professional Services	6.0%	14,693
Agriculture, Forestry, & Mining	4.4%	10,775
Transportation, Communication, & Public Utilities	4.4%	10,775
Construction	4.1%	10,040
Personal Services	2.8%	6,857
Other (Military, Nonprofit, Etc.)	2.5%	6,122
Entertainment & Recreation	2.1%	5,142

Survey respondents from the Marshall County 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.

# Marshall County Commuting Area



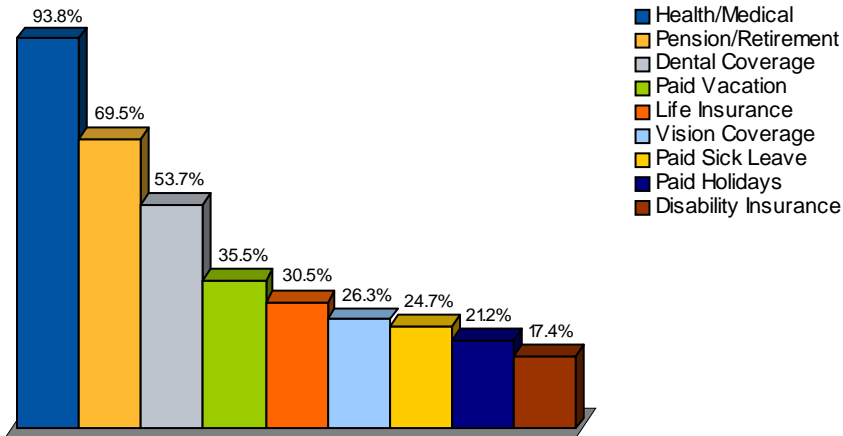
## Commuting Statistics

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

Those who are willing to change employment in the Marshall 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 (71.5%) of respondents are currently sharing the cost of premiums with the employer. However, 22.7 percent of the respondents in the area have employers who pay the entire cost of insurance premiums as a benefit for their employees.

## Education and Median Wage Characteristics by Industry

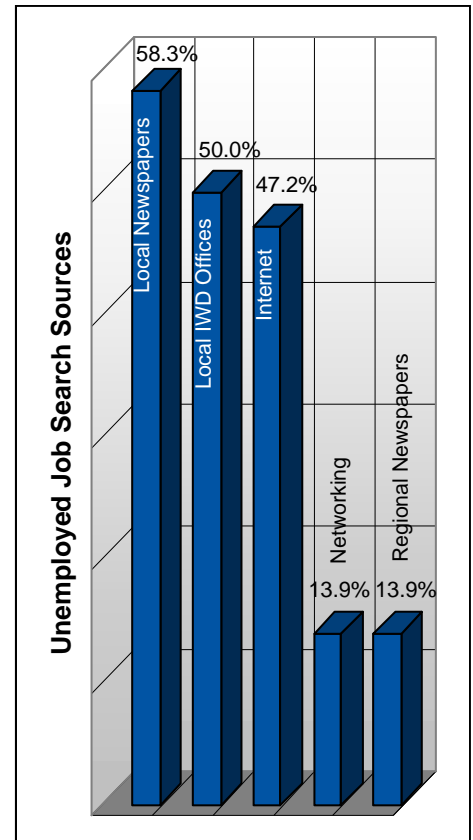
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	73.3%	6.7%	33.3%	\$50,000	*
Construction	66.7%	22.2%	11.1%	*	\$16.00
Manufacturing	46.4%	8.7%	12.9%	\$67,000	\$14.11
Transportation, Communication, & Utilities	42.1%	10.5%	26.3%	*	\$16.00
Wholesale & Retail Trade	56.1%	8.8%	19.3%	\$45,000	\$8.88
Finance, Insurance, & Real Estate	56.5%	8.7%	21.7%	\$46,500	\$12.00
Health Care & Social Services	67.2%	17.2%	32.8%	\$50,000	\$12.06
Personal Services	53.8%	15.4%	30.8%	*	\$8.50
Entertainment & Recreation	71.4%	28.6%	28.6%	*	\$9.00
Professional Services	64.0%	8.0%	40.0%	\$30,000	\$10.00
Public Administration & Government	70.8%	12.5%	50.0%	\$50,000	\$17.88
Education	98.1%	11.3%	73.6%	\$50,000	\$11.53

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 2,650 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- 56.8% are male; 43.2% are female;
- Education:
  - 45.9% have an education beyond high school
  - 8.1% are trade certified
  - 2.7% have completed vocational training
  - 10.8% have an associate degree
  - 2.7% have an undergraduate degree
  - 8.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$10.75/hr. with a median of the lowest wage of \$8.75;
- Willing to commute an average of 20 miles one way for the right opportunity;
- 78.4% expressed interest in seasonal and 73.0% in temporary employment opportunities;
- 56.8% 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
  - Paid vacation
  - Vision coverage
  - Disability insurance
  - Prescription drug coverage
- 72.0% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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## For more information regarding the Marshall County Laborshed Analysis, contact:

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