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AREA MANPOWER REVIEW



MASON CITY

J O B S E R V I C E O F I O W A
J O B P L A C E M E N T D I V I S I O N

Affiliated with
Employment and Training Administration
United States Department of Labor

AREA MANPOWER REVIEW

MASON CITY, IOWA LABOR AREA
CERRO GORDO COUNTY

SEPTEMBER 1976

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P R E F A C E

The Area Manpower Review is an analytical and statistical report designed to summarize manpower developments and problems in the Mason City area. This report contains information on the employment situation, unemployment trends, characteristics of the unemployed, area manpower problems, and manpower program activities.

Information in this report is intended for public distribution to community organizations, educators, employers, and other officials.

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UPDATE

This section updates the report to reflect more current employment and unemployment figures. Table 1a is similar to table 1 except the August data is now available and the July data is revised slightly. The following is an update of appropriate sections of this report in the light of August data.

RECENT MANPOWER DEVELOPMENTS

EMPLOYMENT DEVELOPMENTS: Total manufacturing employment decreased by 10 from 3,300 in July 1976 to 3,290 in August 1976. The employment level in food and kindred products manufacturing has rebounded to the June level, but a decrease in fabricated metals and machinery nullified the effect of the increase.

Total nonmanufacturing employment decreased by 70 from July to August. Government employment decreased by 160 for seasonal reasons similar to last month. Increases occurred in trade (+40), construction (+20), transportation (+20) and services (+20).

UNEMPLOYMENT DEVELOPMENTS: The unemployment rate decreased from 6.2% in July to 5.7% in August and the number of unemployed persons dropped to 1,330 in August. The reason for the decrease is a combination of (1) seasonal drops in the number of persons in the labor force and (2) actual improvements in the area's economy. The September 1976 rate will still be a better indicator of the economy's level of improvement.

AREA MANPOWER OUTLOOK

EMPLOYMENT OUTLOOK: The employment outlook remains basically the same as it was outlined in the report. Fabricated metals and machinery employment has decreased, but it is expected to recover during the remainder of the year. Food and kindred products did rebound from the July drop, but it may drop again before the year ends. The nonmanufacturing outlook remains unchanged.

UNEMPLOYMENT OUTLOOK: The unemployment outlook is unchanged by this update. The 1976 annual average can still reasonably be expected to fall between 6.5% and 7.0%.

TABLE 1a
MASON CITY, IOWA LABOR FORCE SUMMARY 1/
AUGUST 1976

ITEM	AUG 1976	JULY 6/ 1976	AUG 6/ 1975	Net Change To	
				Aug 1976 From JULY 1976	Aug 1975
<u>PLACE OF RESIDENCE</u>					
Resident Civilian Labor Force 2/	23,230	23,650	22,520	-420	+710
Resident Unemployed	1,330	1,470	1,290	-140	+ 40
Percent Unemployed	5.7%	6.2%	5.7%		
Resident Total Employment 3/	21,900	22,170	21,230	-270	+670
Nonagricultural Wage & Salary 4/	18,470	18,530	17,810	- 60	+660
Self-employed, Unpaid Family, & Domestic Workers 5/	2,030	2,090	2,020	- 60	+ 10
Agriculture	1,400	1,550	1,400	-150	0
<u>PLACE OF WORK</u>					
Nonagricultural Wage and Salary Workers (Except Domestic)	20,230	20,310	19,710	- 80	+520
Manufacturing	3,290	3,300	3,500	- 10	-210
Durable Goods	1,870	1,930	1,480	- 60	+390
Stone, Clay and Glass Prod	830	830	810	0	+ 20
Fabricated Metals & Machinery	790	850	560	- 60	+230
Other Durable Goods	250	240	120	+ 10	+130
Nondurable Goods	1,420	1,370	2,020	+ 50	-600
Food and Kindred Products	890	810	1,530	+ 80	-640
Printing and Publishing	200	210	220	- 10	- 20
Other Nondurable Goods	340	360	280	- 20	+ 60
Nonmanufacturing	16,940	17,010	16,210	- 70	+730
Construction	1,510	1,490	1,290	+ 20	+220
Trans. Communication, & Pub Util.	1,440	1,420	1,440	+ 20	0
Transportation	940	920	930	+ 20	+ 10
Communication & Public Util.	500	500	510	0	- 10
Wholesale and Retail Trade	5,990	5,950	5,780	+ 40	+210
Wholesale Trade	1,170	1,180	1,160	- 10	+ 10
Retail Trade	4,820	4,770	4,620	+ 50	+200
Finance, Ins. and Real Estate	910	910	850	0	+ 60
Services and Mining	4,420	4,400	4,260	+ 20	+160
Government	2,680	2,840	2,590	-160	+ 90
Persons Involved in Labor- Management Disputes	0	0	0	0	0

Place of Residence Concept: Method by which an individual, unemployed or employed, is counted in the area where he lives regardless of the area where he works.

Place of Work Concept: Method by which an employed individual is counted in the area where he works regardless of the area where he lives.

See Footnotes on table 1.

AREA MANPOWER PROFILE

Labor Area: The Mason City, Iowa Labor Area
is defined as Cerro Gordo County

	<u>Mason City</u>	<u>Cerro Gordo Co.</u>	<u>Iowa</u>	<u>United States</u>
Population:				
1960	30,642	49,894	2,757,537	179,323,175
1970	30,379	49,223	2,825,041	203,235,298
Change	-0.9%	-1.3%	+2.4%	+13.3%
1970	30,379	49,223	2,825,041	203,235,298
1974 (est)	N/A	49,700	2,857,000	211,381,000
Change	N/A	+1.0%	+1.1%	+4.0%

	<u>Cerro Gordo Co.</u> (Place of Residence)	<u>Iowa</u>	<u>United States</u>
Civilian Labor Force:			
1973	22,620	1,289,900	88,714,000
1974	22,930	1,309,600	91,011,000
1975	22,220	1,301,700	92,613,000
Change ('74 to '75)	-3.1%	-0.6%	+1.8%
Resident Employment:			
1973	21,750	1,253,000	84,409,000
1974	22,010	1,270,400	85,936,000
1975	20,790	1,230,900	84,783,000
Change ('74 to '75)	-5.5%	-3.1%	-1.3%
Resident Unemployment:			
1973	870	36,800	4,304,000
1974	920	39,200	5,076,000
1975	1,430	70,800	7,830,000
Change ('74 to '75)	+55.4%	+80.6%	+54.3%
Unemployment Rate:			
1973	3.8%	2.9%	4.9%
1974	4.0%	3.0%	5.6%
1975	6.4%	5.4%	8.5%

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AREA MANPOWER PROFILE (CONTINUED)

	<u>Cerro Gordo Co.</u> (Place of Work)	<u>Iowa</u>	<u>United States</u>
Nonagricultural Wage & Salary Workers:			
1973	19,190	975,100	76,833,000
1974	19,530	1,000,400	78,413,000
1975	19,370	993,100	76,984,000
Change ('74 to '75)	-0.8%	-0.7%	-1.8%
Manufacturing Employment::			
1973	4,090	240,200	20,054,000
1974	3,850	248,700	20,046,000
1975	3,290	229,600	18,344,000
Change ('74 to '75)	-14.5%	-7.7%	-8.5%
Manufacturing % of Nonagricultural Wage & Salary:			
1973	21.3%	24.6%	26.1%
1974	19.7%	24.9%	25.6%
1975	17.0%	23.1%	23.8%
Change ('74 to '75)	-13.7%	-7.2%	-7.0%

Significant Industries in Terms of Employment:

	1973	1974	1975	% Change	
	<u>Annual</u> <u>Average</u>	<u>Annual</u> <u>Average</u>	<u>Annual</u> <u>Average</u>	<u>'73 - '74</u>	<u>'74 - '75</u>
Retail Trade	4,350	4,420	4,560	+1.6%	+3.2%
Services	4,070	4,110	4,170	+1.0%	+1.5%
Manufacturing	4,090	3,850	3,290	-5.9%	-14.5%

Most Important Industry: Retail Trade

AREA CLASSIFICATION (UNOFFICIAL): GROUP D (Substantial Unemployment)

COMMUTING PATTERN (1970 CENSUS): Net Outcommutation (-140)

TABLE 1
MASON CITY, IOWA LABOR FORCE SUMMARY 1/
JULY, 1976

ITEM	JULY 1976	JUNE <u>6/</u> 1976	JULY <u>6/</u> 1975	Net Change To	
				JUNE 1976	JULY 1975
<u>PLACE OF RESIDENCE</u>					
Resident Civilian Labor Force <u>2/</u>	23,640	23,880	22,710	-240	+930
Resident Unemployed	1,480	1,590	1,270	-110	+210
Percent Unemployed	6.2%	6.6%	5.6%		
Resident Total Employment <u>3/</u>	22,160	22,290	21,440	-130	+720
Nonagricultural Wage & Salary <u>4/</u>	18,520	18,660	17,830	-140	+690
Self-employed, Unpaid Family, & Domestic Workers <u>5/</u>	2,090	2,070	2,060	+ 20	+ 30
Agriculture	1,550	1,570	1,550	- 20	0
<u>PLACE OF WORK</u>					
Nonagricultural Wage and Salary Workers (Except Domestic)	20,310	20,500	19,810	-190	+500
Manufacturing	3,300	3,300	3,520	0	-220
Durable Goods	1,920	1,850	1,450	+ 70	+470
Stone, Clay and Glass Prod	830	820	790	+ 10	+ 40
Fabricated Metals & Machinery	850	820	550	+ 30	+300
Other Durable Goods	240	210	120	+ 30	+120
Nondurable Goods	1,370	1,450	2,070	- 80	-700
Food and Kindred Products	810	880	1,560	- 70	-750
Printing and Publishing	210	210	220	0	- 10
Other Nondurable Goods	360	370	300	- 10	+ 60
Nonmanufacturing	17,010	17,200	16,290	-190	+720
Construction	1,490	1,440	1,330	+ 50	+160
Trans. Communication, & Pub Util.	1,420	1,440	1,440	- 20	- 20
Transportation	920	940	930	- 20	- 10
Communications & Public Util.	500	500	510	0	- 10
Wholesale and Retail Trade	5,950	5,980	5,750	- 30	+200
Wholesale Trade	1,180	1,180	1,160	0	+ 20
Retail Trade	4,770	4,800	4,590	- 30	+180
Finance, Ins. and Real Estate	910	910	870	0	+ 40
Services and Mining	4,400	4,350	4,190	+ 50	+210
Government	2,840	3,080	2,710	-240	+130
Persons Involved in Labor- Management Disputes	0	0	0	0	0

Place of Residence Concept: Method by which an individual, unemployed or employed, is counted in the area where he lives regardless of the area where he works.

Place of Work Concept: Method by which an employed individual is counted in the area where he works regardless of the area where he lives.

FOOTNOTES TO LABOR FORCE SUMMARY (Table 1)

- 1/ Mason City, Iowa area is defined as Cerro Gordo County. Data based on a March 1974 benchmark. Detail may not add to total due to rounding.
- 2/ Includes unemployed and employed individuals. Establishment employment (place of work) data is adjusted for commuting, multiple job-holding, and unpaid absence patterns.
- 3/ Includes nonagricultural wage and salary; self-employed, unpaid family, and domestic workers; and agriculture.
- 4/ Includes all full and part-time wage and salary workers (excluding domestics) who were employed or involved in labor management disputes during the week including the 12th of the month.
- 5/ Includes nonagricultural self-employed persons, unpaid family workers, and domestic workers in private households.
- 6/ Revised to most current information available.

RECENT MANPOWER DEVELOPMENTS

EMPLOYMENT DEVELOPMENTS

Manufacturing: During 1975 manufacturing industries employed 17.0% of the nonagricultural wage and salary workers in Cerro Gordo County. The manufacturing percentage ran between 21% and 22% during the years of 1970 through 1973. In 1974 it fell to 19.7% and it fell again in 1975. Total manufacturing employment dropped from an average of 4,090 in 1973 to an average of 3,850 in 1974. Manufacturing then dropped by 560 from the 1974 average to the 1975 average of 3,290. These decreases occurred in the nondurable goods sector of manufacturing.

Nondurable goods include food and kindred products; printing and publishing; and other nondurable goods. Since 1973 food and kindred products has dropped in employment by over 35%. Printing and publishing and other durable goods have changed little over the past few years. In 1973 food and kindred product manufacturing averaged 2,110. By March 1975 it had dropped to 1,610 and in September 1975 it dropped again to 820. Food and kindred products slowly rose again to 880 in June 1976 and then dropped again to 810 in July. The drops which occurred during 1975 were primarily caused by the closing of the Armour plant in Mason City.

Durable goods include stone, clay and glass products; fabricated metals and machinery; and other durable goods. The stone, clay and glass products industry has been important in this area for many years. Average employment in this industry has ranged from 800 to 740 between 1970 and 1975 and it has been fairly stable. The fastest growing manufacturing industry group in this area is fabricated metals and machinery. Employment in this group increased from an average of 250 in 1970 to 350 in 1973. From 1973 the annual average then increased to 440 in 1974 and to 550 in 1975. Employment in fabricated metals and machinery has reached 850 in July 1976. Most of the employment increase in this group has been caused by the expansion of firms new to the area including the E.F. Johnson Company in Clear Lake. Other durable goods has risen during the past year by 120 from 120 in July 1975 to 240 in July 1976.

Recently, durable goods employment has increased by 70 from 1,850 in June 1976 to 1,920 in July 1976. The increases primarily occurred in fabricated metals and machinery, and other durable goods. In nondurable goods, food and kindred products dropped by 70 from 880 in June 1976 to 810 in July 1976 due to a temporary layoff.

Nonmanufacturing: The annual average of nonmanufacturing employment has grown each year since 1970. Most of the growth has been in trade and services. Trade is the fastest growing nonmanufacturing industry in the area. Trade employment has increased by over 1,000 from the 1970 average of 4,620 to the 1975 average of 5,710. This represents almost a 25% rise in trade employment during the period. Service employment increased by 370 from an average of 3,800 in 1970 to 4,170 in 1975. Both trade and service employment have increased throughout Iowa. Service includes medical and health services, business services, hotels, recreational services, personal services and other services. Trade includes wholesale trade and retail trade.

Table 2
 Nonagricultural Wage and Salary Employment 1/
 -Mason City, Iowa Labor Area-
 Annual Averages - By PLACE OF WORK

ITEM	1970	1971	1972	1973	1974	1975
Nonagricultural Wage and Salary Workers (except domestic)	18020	17970	18920	19190	19530	19370
Manufacturing	3960	3870	4160	4090	3850	3290
Durable Goods	1190	1220	1410	1390	1340	1460
Stone, clay & glass prod	800	790	750	750	740	760
Fabricated Metals & Mach.	250	280	340	350	440	550
Other durable goods	140	150	320	280	150	140
Nondurable Goods	2760	2650	2740	2700	2520	1840
Food and kindred prod	2250	2200	2170	2110	1980	1320
Printing and publishing	190	190	200	230	230	220
Other nondurable goods	320	260	380	370	310	290
Nonmanufacturing	14060	14100	14770	15110	15670	16080
Construction	1050	860	870	940	1170	1160
Trans. Comm. & Pub Util.	1270	1280	1360	1390	1400	1380
Transportation	740	730	830	860	880	880
Comm. & Public Utilities	490	550	530	530	520	500
Wholesale and retail trade	4620	4670	5060	5300	5500	5710
Wholesale trade	970	910	950	950	1070	1150
Retail Trade	3660	3750	4110	4350	4420	4560
Finance, Ins. & Real Estate	700	730	750	800	850	850
Services and mining	3800	3840	4040	4070	4110	4170
Government	2610	2730	2700	2620	2650	2820
Persons involved in labor-management disputes	40	0	0	30	70	20

Place of Work Concept: Method by which an employed individual is counted in the area where he works regardless of the area where he lives.

1/ Revised to most current information available at publication. Data includes all full and part-time wage and salary workers employed during the week containing the 12th of the month. Proprietors, self-employed, domestic workers and the armed forces are excluded. Detail may not add up to total due to rounding. Mason City, Iowa Labor Area is defined as Cerro Gordo County. (Benchmark March 1974)

Construction employment averaged 1,050 in 1970 and then dipped to an average of 860 in 1971. Since 1971 construction has improved to averages of 940 in 1973, 1,170 in 1974 and 1,160 in 1975. Within each year construction employment ranges from lows in February and March to highs during the summer. In 1975 the difference between March and July construction employment was 350. The transportation, communication and public utilities annual average has been around 1,380 since 1972. Communications and public utilities employment has had few month-to-month or year-to-year changes. Transportation employment is very seasonal and has ranged from 770 in January to 960 in September during 1975. The seasonal changes in transportation follow the seasonal cycle in construction, since cement is one of the major products transported from this area.

The government employment annual average ranged from 2,610 in 1970 to 2,820 in 1975. In addition to regular changes, government employment is affected by variable items such as seasonal changes in school employment or summer youth programs sponsored by cities and counties. Finance, insurance, and real estate employment has increased by over 20% from the 1970 average to the 1975 average. This increase has been steady and no large month-to-month changes have been noted.

Total nonmanufacturing employment decreased by 190 from 17,200 in June 1976 to 17,010 in July 1976. This decrease occurred due to a seasonal drop in school employment. The increases, which occurred in construction (+50) and services (+50), could not counteract the decrease.

UNEMPLOYMENT DEVELOPMENTS

The annual average of the area's unemployment rate was between 3.7% and 4.2% during 1970 through 1974. In 1975 the annual average rose to 6.4%.

During 1975 the unemployment rate rose from 5.8% in January to 6.9% in February and March. In February 1975 the first large drop in food and kindred products employment took place. During April and May the unemployment rate decreased seasonally to 6.6% and 5.1%. An increase in the number of persons entering the labor force during the summer caused the unemployment rate to rise to 5.6%, 5.6%, and 5.7% during June, July, and August. The unemployment rate usually falls in September in Iowa counties, but during 1975 the Cerro Gordo County rate rose from 5.7% in August to 6.6% in September. This unemployment rise was caused by the second large employment drop which occurred in food and kindred products during 1975. The rate continued to rise to 6.7% and 7.1% during October and November 1975. In December 1975, unemployment again jumped sharply. This increase to 8.4% was caused by seasonal decreases in construction and transportation employment. The annual average unemployment rate for 1975 was 6.4%, up from 4.0% in 1974. Total unemployment increased by 510 from an average of 920 during 1974 to the 1975 average unemployment of 1,430.

Unemployment remained high during the first quarter of 1976 and unemployment rates were 7.9%, 8.5% and 7.6% for the first three months of the year. Seasonal improvement caused the rates to drop to 6.7% in April and 6.1% in May. The 1976 May rate was one full percentage point higher than the May 1975 rate of 5.1% which was the 1975 low. The unemployment rate then rose

Table 3

Labor Force Summary 1/ 4/
Mason City, Iowa Labor Area

<u>Date</u>	<u>Labor Force 2/</u>	<u>Employment 3/</u>	<u>Unemployment</u>	<u>% Unemployed</u>
<u>Year</u>				
1970	21,430	20,630	790	3.7%
1971	21,380	20,490	900	4.2%
1972	22,400	21,510	890	4.0%
1973	22,620	21,750	870	3.8%
1974	22,930	22,010	920	4.0%
1975	22,220	20,790	1,430	6.4%
<u>Month</u>				
<u>1975</u>				
January	22,050	20,760	1,290	5.8%
February	21,680	20,180	1,500	6.9%
March	21,830	20,340	1,500	6.9%
April	22,140	20,670	1,470	6.6%
May	22,240	21,110	1,130	5.1%
June	22,740	21,460	1,280	5.6%
July	22,710	21,440	1,270	5.6%
August	22,520	21,230	1,290	5.7%
September	21,970	20,510	1,460	6.6%
October	22,230	20,730	1,500	6.7%
November	22,270	20,690	1,580	7.1%
December	22,260	20,390	1,870	8.4%
<u>1976</u>				
January	21,630	19,910	1,720	7.9%
February	21,890	20,030	1,860	8.5%
March	22,070	20,390	1,690	7.6%
April	22,470	20,970	1,500	6.7%
May	22,970	21,570	1,400	6.1%
June	23,880	22,290	1,590	6.6%
July	23,650	22,170	1,470	6.2%

1/ Mason City, Iowa labor area is defined as Cerro Gordo County. Data is based on a March 1974 benchmark. Detail may not add to total due to rounding. A place of residence concept is used; an individual, unemployed or employed, is counted in the area where he lives regardless of the area where he works.

2/ Includes unemployed and employed individuals. Establishment employment data is adjusted for commuting, multiple job-holding, and unpaid absence patterns.

3/ Includes nonagriculture wage and salary; self-employed, unpaid family, and domestic workers; agriculture; and workers involved in labor management disputes.

4/ Revised to most current information available.

seasonally to 6.6% in June. The average unemployment rate for the first half of 1976 was 7.2% compared to 6.2% for the first half of 1975.

The unemployment rate dropped from 6.6% in June 1976 to 6.2% in July 1976. Total unemployment decreased by 110 from 1,590 in June to 1,470 in July. It is too soon to determine if this is a true improvement in the unemployment situation caused by the expansion in some manufacturing industries. The drop could be caused by a seasonal decrease in the number of unemployed persons entering the labor force in July. If the September 1976 unemployment rate is somewhat below the year ago rate then it can be assumed the area's unemployment situation is improving.

CHARACTERISTICS OF THE UNEMPLOYED

Listed in Table 4 are the characteristics of the unemployed as represented by job seekers in the active file of Job Service of Iowa's Placement Division. All Cerro Gordo County residents who were in the active file of one of our offices on the dates listed are included in Table 4. Although this is not a complete count of unemployed individuals in the county, it should yield a sample of their characteristics.

About 59% of the active applicants were male. On April 30, 22.7% of persons in the active file were under 20 years of age. This rose to 24.7% by June 30 due to the number of youth leaving school for the summer. Over 70% of active applicants were under 30. The ethnic make-up of the group was almost 99% white and about 1% black. Spanish Americans accounted for between 3.1% and 3.8% of the active applicants. The percentage of Job Insurance claimants rose from 31.1% in April to 36.8% in May and 44.9% in June. Other characteristics can be found in table 4.

TABLE 4

CHARACTERISTICS OF THE ACTIVE FILE
Cerro Gordo County
Second Quarter 1976

	<u>April 30, 1976</u>		<u>May 31, 1976</u>		<u>June 30, 1976</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Male	477	58.9	541	58.7	598	59.0
Female	333	41.1	380	41.3	416	41.0
Under 20	184	22.7	226	24.5	250	24.7
20 - 21	121	14.9	146	15.9	144	14.2
22 - 24	135	16.7	158	17.2	152	15.0
25 - 29	136	16.8	137	14.9	168	16.6
30 - 39	94	11.6	97	10.5	113	11.1
40 - 44	44	5.4	50	5.4	41	4.0
45 - 54	48	5.9	55	6.0	82	8.1
55 - 64	41	5.1	46	5.0	56	5.5
65 and over	7	0.9	6	0.7	8	0.8
0 - 7th grade	20	2.5	24	2.6	30	3.0
8th - 11th grade	261	32.2	280	30.4	282	27.8
12th grade	355	43.8	393	42.7	438	43.2
Over 12th grade	174	21.5	224	24.3	264	26.0
White	801	98.9	911	98.9	1001	98.7
Black	7	0.9	8	0.9	10	1.0
American Indian	1	0.1	1	0.1	0	0.0
Other	1	0.1	1	0.1	3	0.3
INA	0	0.0	0	0.0	0	0.0
Spanish American	25	3.1	35	3.8	38	3.7
Job Insurance Claimant	252	31.1	339	36.8	455	44.9
Veteran	33	4.1	31	3.4	42	4.1
Recently Seperated	14	1.7	15	1.6	18	1.8
Viet-Nam Era	21	2.6	22	2.4	26	2.6
Handicapped	59	7.3	73	7.9	74	7.3
Welfare	52	6.4	45	4.9	65	6.4
Economically Disadvantaged	51	6.3	52	5.6	51	5.0
Total	810	100.0	921	100.0	1014	100.0

The following table represents the distribution of applicants in the active file on March 31, 1976 and June 30, 1976 by occupational group. This table also consists of Cerro Gordo County residents only. The largest group was structural work, which includes most construction occupations and mobile-home installer. The next largest group, services, includes food service occupations and cleaning occupations. The clerical group and the packaging and material handling group followed.

OCCUPATIONAL GROUP

	<u>March 31, 1976</u>		<u>June 30, 1976</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Professional; technical; managerial	50	6.5%	80	7.9%
Clerical	108	14.1%	120	11.8%
Sales	60	7.8%	67	6.6%
Service.....	123	16.1%	164	16.2%
Farming; Fishing; Forestry	22	2.9%	44	4.3%
Processing.....	47	6.1%	71	7.0%
Machine Trades.....	33	4.3%	36	3.6%
Bench Work	27	3.5%	60	5.9%
Structural Work	134	17.5%	189	18.6%
Motor Freight; Transportation.....	45	5.9%	64	6.3%
Packaging; Material Handling	110	14.4%	115	11.3%
Miscellaneous	7	0.9%	4	0.4%
	<hr/>	<hr/>	<hr/>	<hr/>
Total	766	100.0%	1014	100.0%

AREA MANPOWER PROBLEMS

UNDER-UTILIZED MANPOWER RESOURCES

This section will list the occupations of applicants which Job Service of Iowa has found hard-to-place in Cerro Gordo County. The occupations listed had a relatively large number of Cerro Gordo County residents in the active file on June 30, 1976. The highest six occupations all had over 30 applicants in the file.

The occupation with the highest number of applicants was construction worker with about 90 applicants. This figure does not include skilled construction trades such as plumber, roofer or carpenter, but includes unskilled construction jobs such as laborer. About two-thirds are classified as construction worker II which often requires little experience. Material handler is the group with the second highest number of applicants (80). An additional 20 applicants are registered as laborer, stores, a similar occupation. Both groups are involved in material movement, loading and unloading materials, and stacking materials. Jobs such as laborer and material handler are usually sought by unskilled persons and there is a nationwide oversupply of persons in occupations which require little skill.

The third large group of hard-to-place applicants are laborer, meat packing (55 applicants). This surplus is the result of the recent declines in food and kindred products manufacturing employment. Assembler, production is not an occupation in which there is a large oversupply. In the past two years more jobs have been created by expansion in assembly than probably any other occupation in this area. But in the active file there are about 20 persons who are not fully qualified assemblers, but are seeking work in this occupation because they feel they have a good chance of getting a job. Over 30 experienced assemblers are in the active file. Some have worked for but left one or more of the area's employers for one reason or another. If they cannot or do not wish to return to their former employer, their job chances are decreased.

An oversupply of food service workers may also exist, but the supply is often lessened because workers may be selective in hours, working conditions, or pay. Some workers may also have transportation difficulty. There are also more than 30 persons seeking work who are considered as clerks, general. This clerical job does not always require experience or training. As a person's clerical and secretarial skills increase, so do chances of placement. Experience as well as typing and shorthand skills are definitely a help.

UNMET MANPOWER NEEDS

Unmet manpower needs is determined from a list of hard-to-fill job openings in the Mason City area. These are openings which have been unfilled for 30 days or more. A job opening may be hard-to-fill for many reasons including; shortage of qualified persons, employers which are very selective, and jobs which applicants feel are not desirable.

Manager trainee jobs are sometimes hard-to-fill because applicants are hesitant to take a job which may require relocation. Some food service jobs offer lower wages or more irregular hours than applicants are willing to accept. Commission sales jobs are also often hard-to-fill. A shortage of qualified applicants

cause difficulty in filling highly skilled jobs such as industrial engineer technicians. Jobs are also harder to fill in the rural counties than in Mason City. Statewide occupational demand information can be found in Occupational Outlook 1975-1980 published by the Iowa Employment Security Commission.

MANPOWER PROGRAM ACTIVITIES

JOB SERVICE OF IOWA ACTIONS

The primary function of the Job Placement Division of Job Service of Iowa is to find jobs for people and people for jobs. In addition to job placement the following programs are the Job Placement Division's responsibility.

Veterans Service: The Job Service of Iowa office in Mason City currently has two veteran employment representatives who work exclusively with veterans. All employer orders are first screened by the veteran representatives to locate and refer qualified veterans who are registered with the local Job Service office.

Older Workers Program: The Mason City office of Job Service of Iowa now has a part-time older worker specialist. The job of this person is working exclusively with older people in the area of job placement. Their goal is to work out job situations which will be of benefit to both employer and employee. The program is a joint effort of the Iowa Council on Aging, the American Association of Retired Persons, and Job Service of Iowa.

Job Corps: The Job Corps is a training program designed to help disadvantaged youth. Youths between the ages of 16 and 22 who are unemployed or under-employed may benefit from this program. Many, but not all, Job Corps enrollees are high school dropouts. Basic education, vocational training, and valuable work experience are offered to them at the Job Corps Centers.

Young men from this area are sent to Box Elder Job Corps Center located near Nemo, South Dakota, and the Pine Ridge Center in Chadron, Nebraska. Young women go to Excelsior Springs, Missouri.

One of Job Corps' most valuable accomplishments is its remedial education system. Programmed instruction permits each corpsmember to learn at his, or her, own pace. Studies are integrated with vocational training to make course work more relevant. For girls, training is offered in the following fields: Business occupations, health occupations, food service, welding, electrical assembly, and a program sponsored by the Brotherhood of Railway and Airline Clerks. Occupations for which boys are trained include carpentry, painting, heavy equipment, masonry, welding, motor vehicle repair, stock clerk, cooking and custodial maintenance.

MANPOWER TRAINING ACTIVITIES - C.E.T.A.

General Explanation: The Comprehensive Employment and Training Act (CETA) combines several manpower program activities under one title. Under CETA the Secretary of Labor issues block grants for manpower to state and local prime sponsors. CETA prime sponsors are either a state, a unit of general local government (city or county) with 100,000 population or more, or any combination of local government units that includes one with 100,000 or more population. Multi-county Area 2 (Cerro Gordo, Floyd, Franklin, Hancock, Kossuth, Mitchell, Winnebago, and Worth Counties) is under the prime sponsorship of the Governor through the Office of Planning and Programming.

Title I: Title I establishes a comprehensive manpower service program including, but not limited to; employment counseling, employment related supportive service, classroom education and skill training, subsidized on-the-job training, work experience, and public service employment. For more information contact the CETA team at 215 15th St SE in Mason City or call 423-5457.

Title II: Title II provides funds for transitional jobs in needed public services to unemployed and under-employed persons in areas of substantial unemployment. This program is currently administrated through Job Service of Iowa.

The remaining titles of CETA concern special federal responsibilities, Job Corps, the National Commission for Manpower Policy, emergency job programs and services, and general provisions.

AREA MANPOWER OUTLOOK

EMPLOYMENT OUTLOOK

Total manufacturing employment should fluctuate during the remainder of 1976. Stone, clay and glass products should remain at the present employment level through this fall and then it is expected to fall slightly due to seasonal decreases in the construction industry. Fabricated metals and machinery employment is expected to continue to grow during the next year, but temporary layoffs may occur during the next few months. Other durable goods should grow slowly during the fall.

Food and kindred products should rebound from the decrease which occurred in July and return to June's level of about 880. This industry will probably both increase and decrease before the year ends, but during the remainder of the year the employment level should not greatly exceed 900. Both printing and publishing, and other durable goods should remain at approximately their present levels.

Yearly increases can be expected in most if not all nonmanufacturing industries. Trade and services should continue their long term growth causing total employment to continue to grow.

Trade employment may decline slightly in October, but should increase in November and December. Trade employment also usually drops in January after the Christmas sales rush. Construction employment should begin to decline seasonally by November due to curtailment of outdoor work. Transportation employment may drop in September and continue to drop in October. The decreases could occur in railroad and trucking employment, however some of the drop will be seasonal. Services and finance, insurance, and real estate employment fluctuate very little seasonally and should increase slowly during the next year.

Government employment should increase in September due to the beginning of another school year.

UNEMPLOYMENT OUTLOOK

The unemployment rate in August is expected to be lower than the July rate of 6.2%. The expected drop in unemployment is partially in response to improvements in the area's economy. There is a chance unemployment will continue to decline in September and October, but layoffs this fall could prevent this. Recoveries are often plagued by temporary layoffs and they cannot be ruled out this fall. Some employers are recalling workers who have been laid off and hiring new workers, while others have temporarily laid off workers. The unemployment rate will probably rise seasonally in November and December due to drops in construction and transportation employment. The December 1976 unemployment rate will not likely exceed the December 1975 rate of 8.4%.

Despite any improvements, which we may reasonably expect to occur, the 1976 annual average unemployment rate will exceed 6.0%. The 1976 rate will probably also exceed last year's unemployment rate of 6.1% and it would not be unreasonable to expect a 1976 annual average between 6.5% and 7.0%.

TECHNICAL NOTES & EXPLANATORY MATERIAL

The area manpower, employment, and unemployment information in this Area Manpower Review was compiled by the Job Service Area One office, of the Iowa Department of Job Service, affiliated with the Employment and Training Administration, U.S. Department of Labor. It is based in part on monthly survey data collected from a sample of local employers as well as information developed in the course of normal operations of the public job placement service and Job Insurance programs operated by the office. These data were supplemented by other information from organizations and agencies which work cooperatively with the Iowa Department of Job Service to implement various manpower training, vocational education, anti-poverty, and welfare programs and community development activities.

An explanation of some of the technical terminology and the sources of data for various items discussed in the Area Manpower Review is given below:

Labor Area: A labor area is a geographical area consisting of a central city or cities and the surrounding territory in which there is a concentration of economic activity and in which workers can generally change jobs without changing residence. Basic emphasis is on commuting patterns and the relationship between the worker's place of residence and place of work.

Resident Employment: Employment estimates are developed principally from a sample of establishments which report regularly on their employment to this agency. These estimates are periodically compared with comprehensive data on employment obtained from tax records, which provide benchmarks for various nonagricultural industries. Appropriate adjustments are made to compute resident employment from the total establishment employment in the county.

Nonagricultural wage and salary employment (Place of Work) refers only to employees on establishment payrolls during the sample week in each month (week including the 12th), and excludes self-employed, unpaid family workers, domestic workers, agricultural workers, and workers involved in labor-management disputes. Payroll records may include an individual more than once in the event of multiple job holding during the payroll period. Payroll data also includes commuters who live outside the labor area, but not residents of the labor area who commute to work outside of the area.

Nonagricultural wage and salary employment (Place of Residence) refers to employees in the area where they live regardless of the area where they work. Workers holding multiple jobs are counted only once, and the effects of substantial in-or out-commuting in the area are negated. This figure represents the actual number of employees living in an area working for establishments both in or outside the area. It includes full and part-time wage and salary workers (except domestics) and workers who were involved in labor-management disputes during the sample week.

Self-employed, unpaid family and domestic workers include persons who work in non-farm industries in the area who are not on payrolls, such as the self-employed worker, domestic worker in a private household, and unpaid family worker.

Resident Unemployment: Unemployment data included in this report for the Mason City area are conceptually comparable to those released by the U.S. Department of Labor each month for the country as a whole. However, they are developed on the basis of a different procedure.

The national data are based on a sample of 52,000 households throughout the country. The area information starts with the count of persons eligible for Job Insurance benefits. To this total are added appropriate estimates for unemployed persons who have exhausted their Job Insurance benefits and are still unemployed; persons who have delayed filing for benefits but were not working; unemployed persons who applied for benefits

but were not qualified to receive them; workers separated from industries not covered by Job Insurance; and unemployed persons newly entering or re-entering the labor force. The area estimates thus include all workers who were not at work but were actively seeking work in the sample week of each month, or had made specific efforts to find a job during the preceding four weeks.

The unemployment data also include those who did not work during the week, but were waiting to be called back to a job, or would have looked for work except for illness, or were waiting to report to a new job to start within the following 30 days.

Unemployed workers are counted by their place of residence. The unemployment rate represents the number of unemployed as a percent of the civilian labor force.

Civilian Labor Force: The civilian labor force represents the sum of the employed (exclusive of the Armed Forces), the unemployed, and persons involved in labor-management disputes.

Hard-To-Fill Openings and Hard-To-Place Applicants: This information is based primarily on job openings listed and applicants registered for work at the local Job Service of Iowa office. While such openings are often reasonably representative of the kinds of occupations in demand in the area, employment service unfilled openings (the total of employer orders which are on file and which have not been filled as of a particular day) may understate needs in some occupations for which hiring is normally handled through other channels, such as union hiring halls. Openings unfilled one month or more are generally considered hard-to-fill.

Applicants: Individuals registered at the local Job Service of Iowa office are reasonably representative of available worker supply in most occupational categories and for most sections of the area. These job seekers include an estimated 70% of all workers in the area suffering a period of unemployment each year, as well as labor force entrants and currently employed workers seeking a job change. Persons who are not presently in the labor force, but may be available for work if appropriate new job opportunities develop, are not included in these estimates.

Placement: The hiring by an employer of an individual referred by the employment office for a job or an interview, providing that the employment office completed all of the following steps: (a) made prior arrangement with the employer for the referral of an individual or individuals; (b) referred an individual who had not been specifically designated by the employer; (c) verified from a reliable source, preferably the employer, that the individual had entered on a job, and (d) recorded the transaction on an employer order form and other appropriate J.S. forms.

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