

# NORTHWEST IOWA DEVELOPMENT REGIONAL LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS  
EXECUTIVE SUMMARY

[WWW.IOWALMI.GOV/LABORSHED](http://WWW.IOWALMI.GOV/LABORSHED)

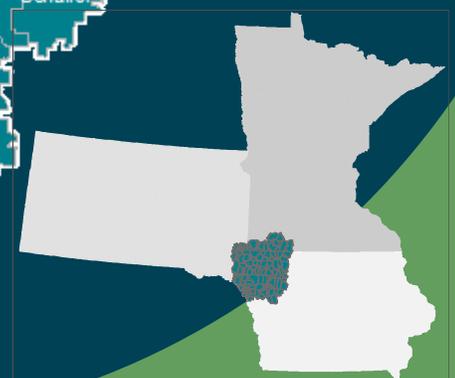
RELEASED  
2020

ESTIMATED POPULATION  
AGES 18-64

**323,172**

TOTAL ESTIMATED LABOR FORCE  
AGES 18-64

**300,752**



AREA SHOWN

# NORTHWEST IOWA DEVELOPMENT LABORSHED ANALYSIS

## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*

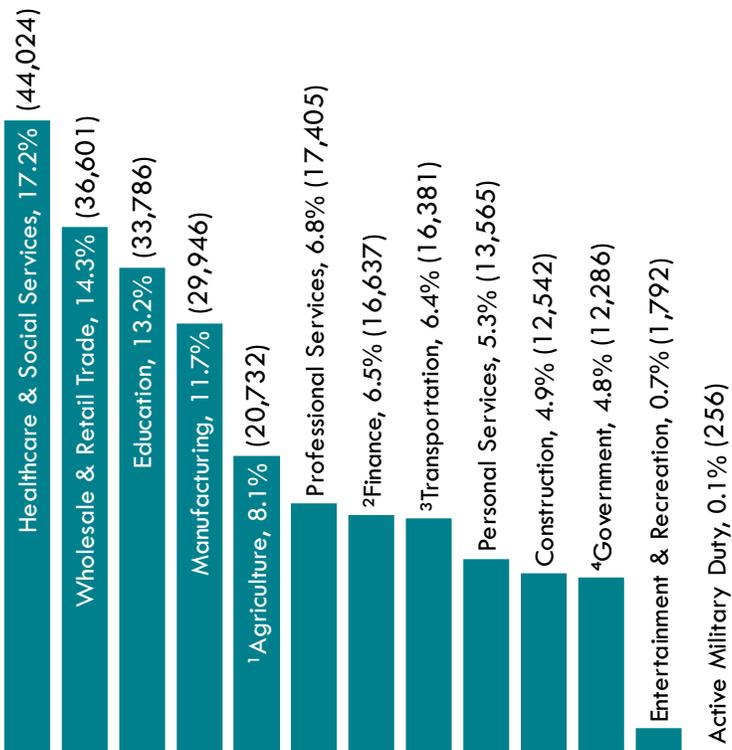


Totals may vary due to rounding.

\*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.



## BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



Totals may vary due to rounding.

<sup>1</sup>Agriculture, Forestry, & Mining

<sup>2</sup>Finance, Insurance, & Real Estate

<sup>3</sup>Transportation, Communications, & Utilities

<sup>4</sup>Public Administration, Government

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Health/Medical Insurance <b>84.9%</b>
	Pension/Retirement/401K <b>78.4%</b>
	Paid Holidays <b>70.7%</b>
	Life Insurance <b>70.5%</b>
	Dental Coverage <b>67.6%</b>
	Disability Insurance <b>63.5%</b>
	Paid Vacation <b>61.6%</b>
	Vision Coverage <b>60.7%</b>
	Paid Sick Leave <b>57.6%</b>
	Flex Spending Accounts <b>44.6%</b>

A Laborshed area is defined by its commuting pattern and illustrates which communities contribute to an employment center's workforce and at what level. To determine the boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. The data in this publication reflects characteristics specific to the workforce in the Northwest Iowa Development Regional Laborshed area.

The employed are currently commuting an average of—

**9** miles one-way for an employment opportunity

**13** minutes

## EMPLOYED: LIKELY TO CHANGE

• **20.9%** of employed individuals are likely to change their current employment situation for a new opportunity.

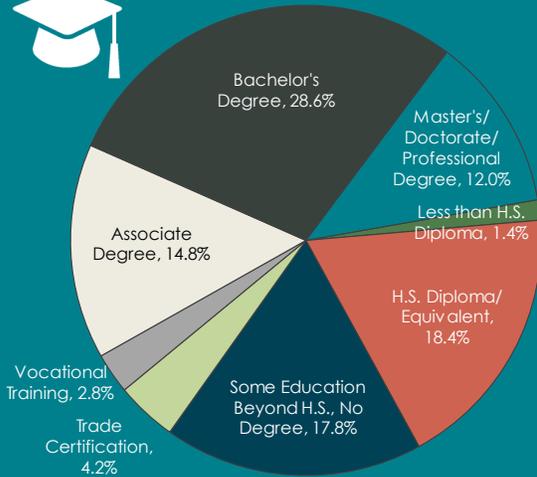
• Current occupational categories:

Professional, Paraprofessional, Technical	32.6%
Production, Construction, Material Moving	20.6%
Clerical	16.5%
Service	10.5%
Managerial	10.1%
Sales	6.4%
Agricultural	3.3%

• Current median wages: \$

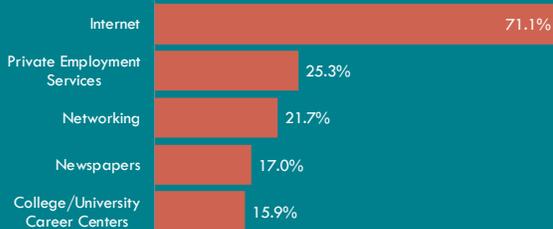
- \$17.00/hour and \$60,000/year
- \$18.00/hour - attracts 66%
- \$20.00/hour - attracts 75%

• 80.2% have an education beyond HS



• **26.3%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Currently commuting an average of **12 miles/16 minutes** (one-way) to work
- Willing to commute an average of **25 miles/32 minutes** (one-way) to work

## UNEMPLOYED: LIKELY TO ACCEPT

• **57.7%** of unemployed individuals are likely to accept an employment opportunity.

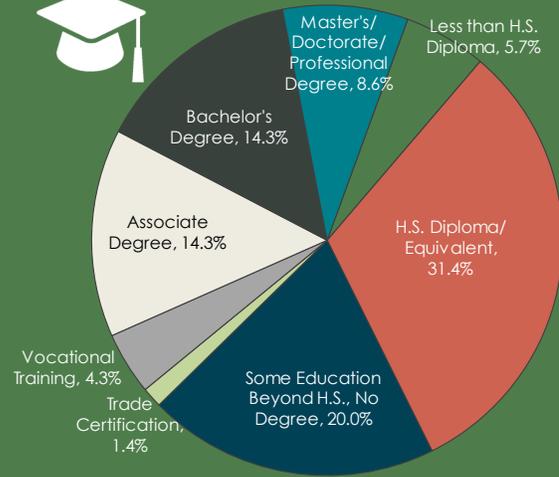
• Former occupational categories:

Production, Construction, Material Moving	25.8%
Clerical	19.4%
Service	19.4%
Managerial	16.1%
Professional, Paraprofessional, Technical	11.3%
Sales	8.0%
Agricultural	0.0%

• Median wages: \$

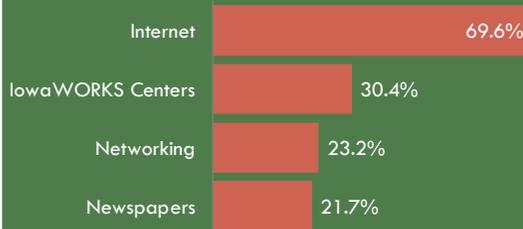
- \$13.00/hour - lowest willing to accept
- \$15.00/hour - attracts 66%
- \$16.00/hour - attracts 75%

• 62.9% have an education beyond HS



• **57.7%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Willing to commute an average of **20 miles/30 minutes** (one-way) to work



This regional analysis is based on aggregated data from the Cherokee, Le Mars, Rock Rapids, Sheldon, Sibley and Sioux Center Laborshed studies.

These results are based upon a total of

**1,709**  
completed surveys.

For more data visit:  
[www.iowalmi.gov/laborshed](http://www.iowalmi.gov/laborshed)



## EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

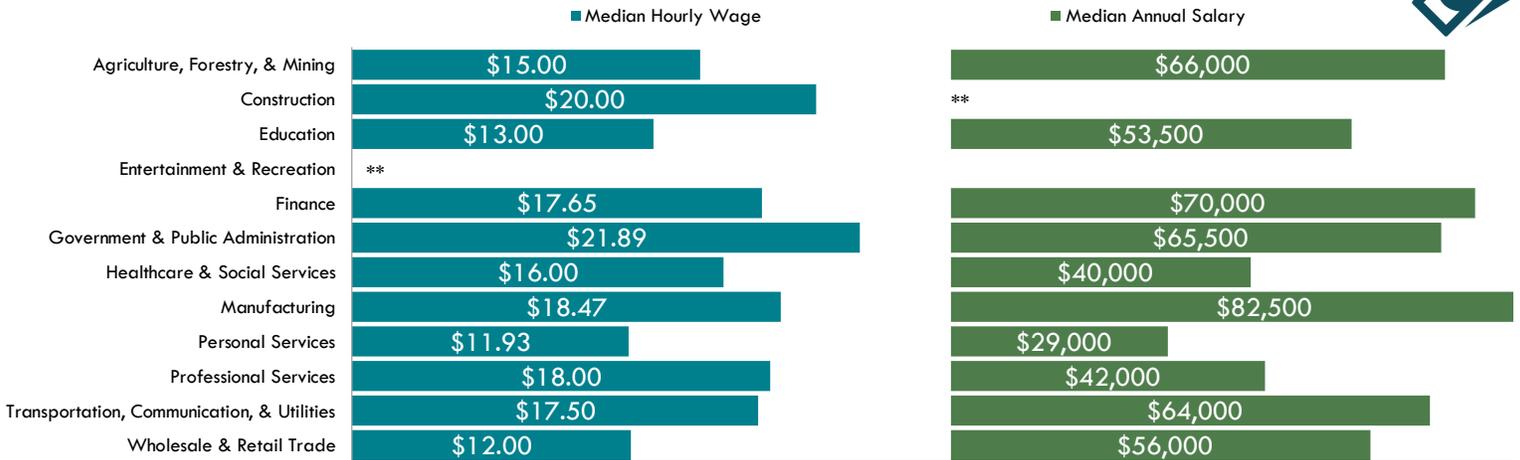
Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.



Industry	Education Beyond HS	Some Education Beyond HS, No Degree Obtained	Trade Certification/ Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture, Forestry, & Mining	77.3%	13.6%	13.6%	9.2%	40.9%
Construction	61.1%	22.2%	11.1%	16.7%	11.1%
Education	87.5%	8.3%	4.2%	4.2%	70.8%
Entertainment & Recreation	60.0%	20.0%	20.0%	20.0%	0.0%
Finance, Insurance, & Real Estate	91.3%	8.7%	0.0%	21.7%	60.9%
Government & Public Administration	81.8%	4.5%	13.6%	36.4%	27.3%
Healthcare & Social Services	85.1%	18.9%	4.0%	23.0%	39.2%
Manufacturing	64.3%	17.9%	7.1%	8.9%	30.4%
Personal Services	77.8%	16.7%	16.7%	16.7%	27.7%
Professional Services	78.6%	7.2%	10.7%	14.3%	46.4%
Transportation, Communication, & Utilities	60.0%	16.0%	8.0%	12.0%	24.0%
Wholesale & Retail Trade	72.6%	34.2%	5.5%	15.1%	17.8%

Top percentages among industries per education level are highlighted in the table.

## WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

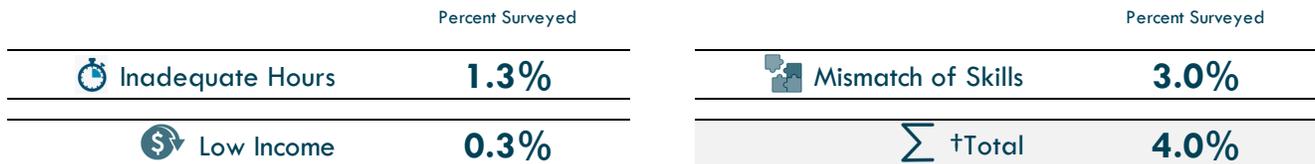


\*\*Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change or accept employment.

Note: A wide variety of occupations are included within these industry categories. Industry classification is based upon the respondent's reported current or former employer. Two respondents that work for a manufacturer will be classified within the manufacturing industry even if, for example, one respondent is a custodian and the other is an accountant.

## UNDEREMPLOYMENT

The underemployed are working fewer than 35 hours per week but desire more hours (**inadequate hours**); in positions that do not meet their skill or education level, or have worked for higher wages at previous employment (**mismatch of skills**); or are earning wages equal to or less than the national poverty level and work 35 or more hours per week (**low income**).



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

Note: To be counted as underemployed in any category an individual must be currently employed and likely to change their current employment situation.

