WHY SOUTHWEST IOWA
REGIONAL LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY
HTTPS://WORKFORCE.IOWA.GOV/LABORSHED

RELEASED
2023

ESTIMATED POPULATION
AGES 18-64
164,997

TOTAL ESTIMATED LABOR FORCE
AGES 18-64
135,872

Denison
Carroll
Manning
Templeton
Dedham
Manilla
Coon Rapids
Defiance
Earling
Irwin
Audubon
Kirkman
Harlan
Hamlin
Guthrie Center
Elk Horn
Exira
Shelby
Marne
Brayton
Adair
Casey
Menlo
Stuart
Avoca
Walnut
Atlantic
Anita
Earlham
Minden
Hancock
Wiota
Dexter
Oakland
Lewis
Fontanelle
Greenfield
Winterset
Council Bluffs
Treynor
Carson
Griswold
Massena
Bridgewater
Silver City
Macedonia
Cumberland
Orient
Mineola
Henderson
Elliott Grant
Glenwood
Emerson
Red Oak
Prescott
Creston
Pacific Junction
Malvern
Stanton
Corning
Cromwell
Afton
Thayer
Hastings
Nodaway
Lenox
Shannon City
Tabor
Imogene
Villisca
Tingley
Ellston
Union
Thurman
Randolph
Essex
Diagonal
Grand River
Van Wert
Percival
Sidney
Shenandoah
Sharpsburg
Gravity
Clearfield
Kellerton
Decatur
Leon
Riverton
Farragut
Yorktown
Clarinda
New Market
Benton
Mount Ayr
Nebraska City
Coin
Bedford
Blockton
Redding
Lamoni
Davis City
Hamburg
Blanchard
Braddyville
Clearmont
Eagleville
Westboro
Elmo
Hopkins
Sheridan
Grant City
Hatfield
Watson
Peru
Rock Port
Tarkio
Burlington Junction
Parnell
Brownville
Pickering
Worth
Auburn
Maryville
Ravenwood
Nemaha
Fairfax
Skidmore

AREA SHOWN

WHY SOUTHWEST IOWA LABORSHED ANALYSIS

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 Why Southwest Iowa Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*

(137,607)	83.4%	Employed
7.5% (12,375)		*Unemployed
3.3% (5,445)		Homemakers
5.8% (9,570)		Retired

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.

Employed - Likely to Change Employment **29.0%**

Unemployed - Likely to Accept Employment **53.6%**

Homemakers - Likely to Accept Employment **46.8%**

Retired - Likely to Accept Employment **25.0%**

The employed are currently commuting an average of—

16 miles one-way for an employment opportunity

&

19 minutes

BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)

- Healthcare & Social Services, 18.0% (24,769)
- Wholesale & Retail Trade, 14.7% (20,228)
- Manufacturing, 13.1% (18,027)
- Education, 12.1% (16,650)
- [1]Government, 10.8% (14,862)
- [2]Transportation, 7.8% (10,733)
- Construction, 7.1% (9,770)
- Professional Services, 5.9% (8,119)
- [3]Finance, 4.4% (6,055)
- [4]Agriculture, 2.9% (3,991)
- Personal Services, 2.0% (2,752)
- Entertainment & Recreation, 1.0% (1,376)
- Active Military Duty, 0.2% (275)

[1]Public Administration, Government
[3]Finance, Insurance, & Real Estate

[2]Transportation, Communications, & Utilities
[4]Agriculture, Forestry, & Mining

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Paid Sick Leave/ PTO/ Vacation	95.1%
	Health/Medical Insurance	91.8%
	Pension/ Retirement/401K	90.2%
	Paid Holiday	86.1%
	Dental Coverage	84.5%
	Life Insurance	83.5%
	Vision Coverage	80.1%
	Disability Insurance	77.2%
	Flex Spending Account	62.3%
	Prescription Drug Coverage	53.5%

EMPLOYED:
LIKELY TO CHANGE

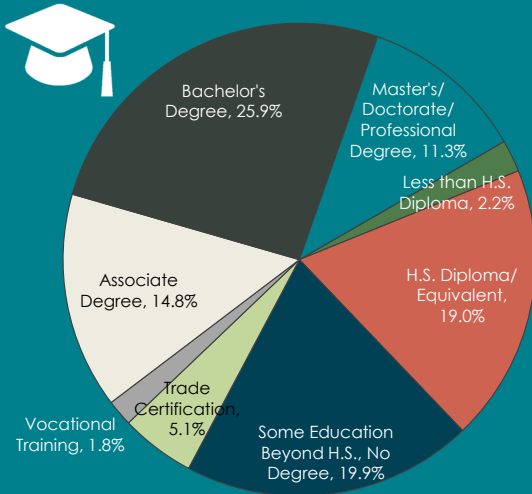- **29.0%** of employed individuals are likely to change their current employment situation for a new opportunity.

- Current occupational categories:

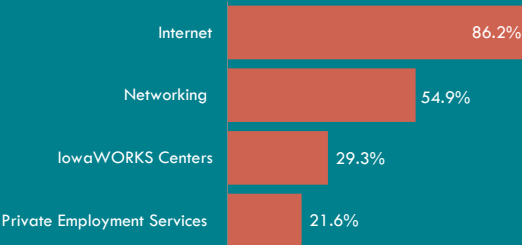|	
Professional, Paraprofessional, Technical	32.3%
Production, Construction, Material Moving	29.3%
Service	13.4%
Clerical	9.3%
Managerial	8.2%
Sales	5.9%
Agricultural	1.6%

- Current median wages: $
  - $19.27/hour and $59,000/year
  - $25.00/hour - attracts 66%
  - $26.45/hour - attracts 75%

- 78.8% have an education beyond HS

Bachelor's Degree, 25.9%
Master's/Doctorate/Professional Degree, 11.3%
Less than H.S. Diploma, 2.2%
H.S. Diploma/Equivalent, 19.0%
Associate Degree, 14.8%
Trade Certification, 5.1%
Vocational Training, 1.8%
Some Education Beyond H.S., No Degree, 19.9%

- **26.1% are actively seeking employment**
- Most frequently identified job search resources:

Internet	86.2%
Networking	54.9%
IowaWORKS Centers	29.3%
Private Employment Services	21.6%

- Top sites:

  indeed.com
  linkedin.com
  facebook.com

- Top newspapers:

  NEWS
  The Des Moines Register
  Omaha World Herald
  Creston News Advertiser

- Commute:
  - Currently commuting an average of **16** miles/**20** minutes (one-way) to work
  - Willing to commute an average of **31** miles/**37** minutes (one-way) to work

UNEMPLOYED:
LIKELY TO ACCEPT

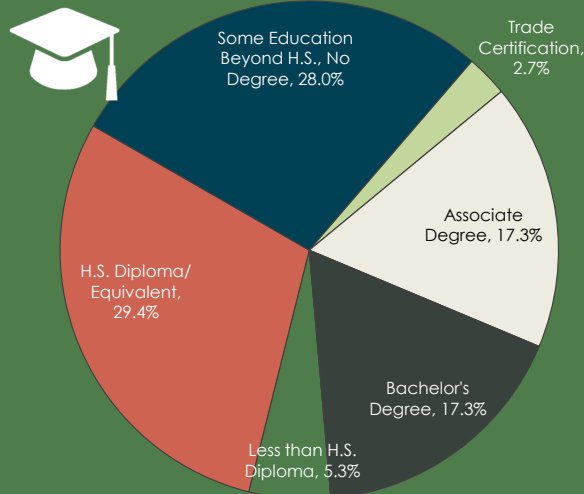- **53.6%** of unemployed individuals are likely to accept an employment opportunity.

- Former occupational categories:

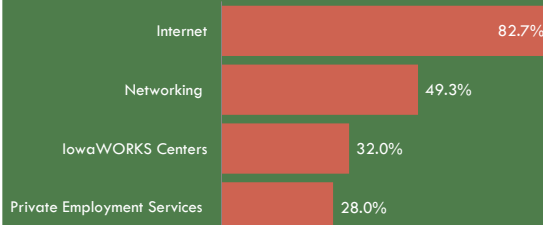|	
Production, Construction, Material Moving	26.9%
Sales	23.9%
Service	17.9%
Professional, Paraprofessional, Technical	14.9%
Clerical	10.4%
Managerial	6.0%
Agricultural	0.0%

- Median wages: $
  - $15.00/hour - lowest willing to accept
  - $17.00/hour - attracts 66%
  - $20.00/hour - attracts 75%

- 65.3% have an education beyond HS

Some Education Beyond H.S., No Degree, 28.0%
Trade Certification, 2.7%
Associate Degree, 17.3%
H.S. Diploma/Equivalent, 29.4%
Bachelor's Degree, 17.3%
Less than H.S. Diploma, 5.3%

- **61.3% are actively seeking employment**
- Most frequently identified job search resources:

Internet	82.7%
Networking	49.3%
IowaWORKS Centers	32.0%
Private Employment Services	28.0%

- Top sites:

  indeed.com
  linkedin.com

- Top newspapers:

  NEWS
  Atlantic News Telegraph
  Omaha World Herald
  The Des Moines Register

- Commute:
  - Willing to commute an average of **27** miles/**34** minutes (one-way) to work

This regional analysis is based on aggregated data from the Atlantic, Clarinda, Corning, Hamburg, Lenox, Mount Ayr, and Red Oak Laborshed studies.

These results are based upon a total of
1,866
completed surveys.

For more data visit: https://workforce.iowa.gov/laborshed

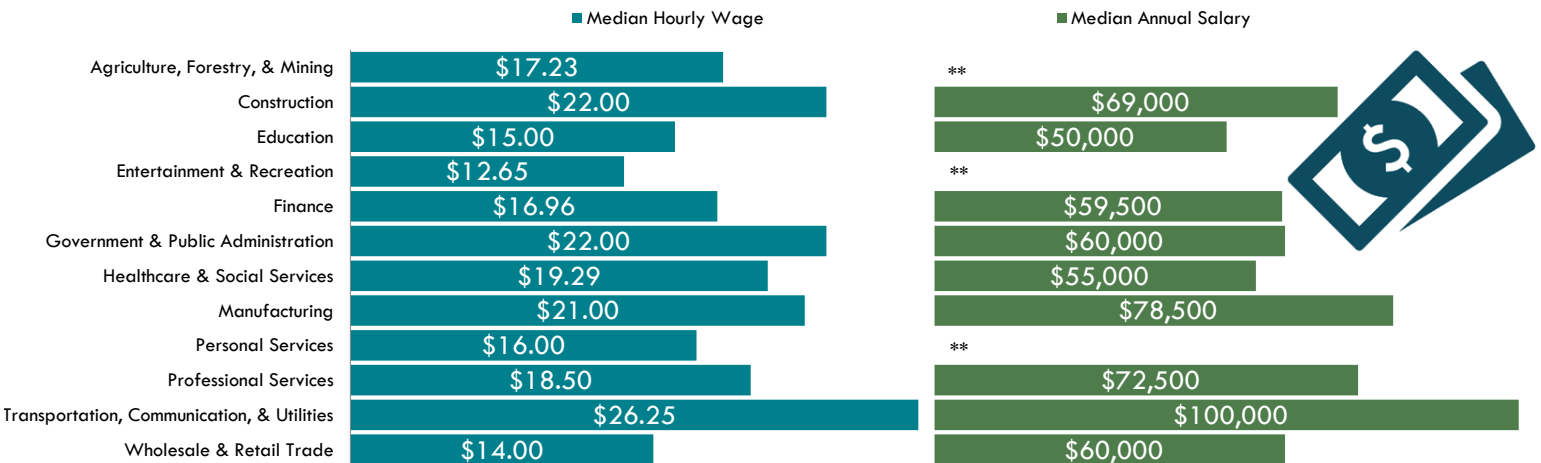# EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

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	55.5%	33.3%	0.0%	0.0%	22.2%
Construction	60.6%	23.7%	13.2%	15.8%	7.9%
Education	95.7%	7.1%	8.6%	7.1%	72.9%
Entertainment & Recreation	75.0%	12.5%	0.0%	12.5%	50.0%
Finance, Insurance, & Real Estate	92.3%	7.7%	0.0%	53.8%	30.8%
Government & Public Administration	83.1%	13.6%	6.8%	16.9%	45.8%
Healthcare & Social Services	86.7%	21.1%	5.6%	20.0%	40.0%
Manufacturing	73.2%	32.1%	6.4%	10.3%	24.4%
Personal Services	66.6%	44.4%	0.0%	22.2%	0.0%
Professional Services	84.4%	15.6%	9.4%	21.9%	37.5%
Transportation, Communication, & Utilities	67.8%	22.6%	9.7%	9.7%	25.8%
Wholesale & Retail Trade	60.2%	26.9%	2.8%	14.8%	15.7%

Top percentages among industries per education level are highlighted in the table.   **Insufficient survey data/refused*

WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

- Median Hourly Wage
- Median Annual Salary

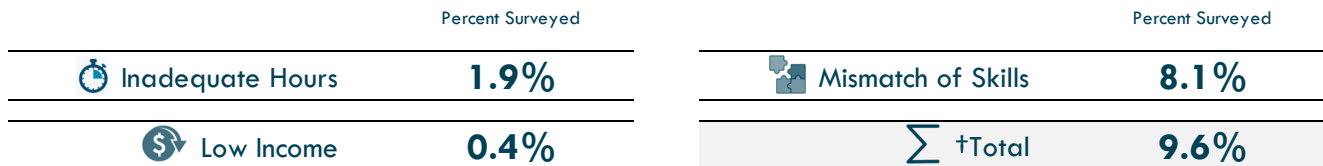| Industry	Median Hourly Wage	Median Annual Salary
Agriculture, Forestry, & Mining	$17.23	**
Construction	$22.00	$69,000
Education	$15.00	$50,000
Entertainment & Recreation	$12.65	**
Finance	$16.96	$59,500
Government & Public Administration	$22.00	$60,000
Healthcare & Social Services	$19.29	$55,000
Manufacturing	$21.00	$78,500
Personal Services	$16.00	**
Professional Services	$18.50	$72,500
Transportation, Communication, & Utilities	$26.25	$100,000
Wholesale & Retail Trade	$14.00	$60,000

**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**).

	Percent Surveyed			Percent Surveyed
⏱ Inadequate Hours	**1.9%**		🗪 Mismatch of Skills	**8.1%**
💲 Low Income	**0.4%**		∑ †Total	**9.6%**

†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.