

NORTHWOOD, IOWA LABORSHED AREA

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

RELEASED
2025

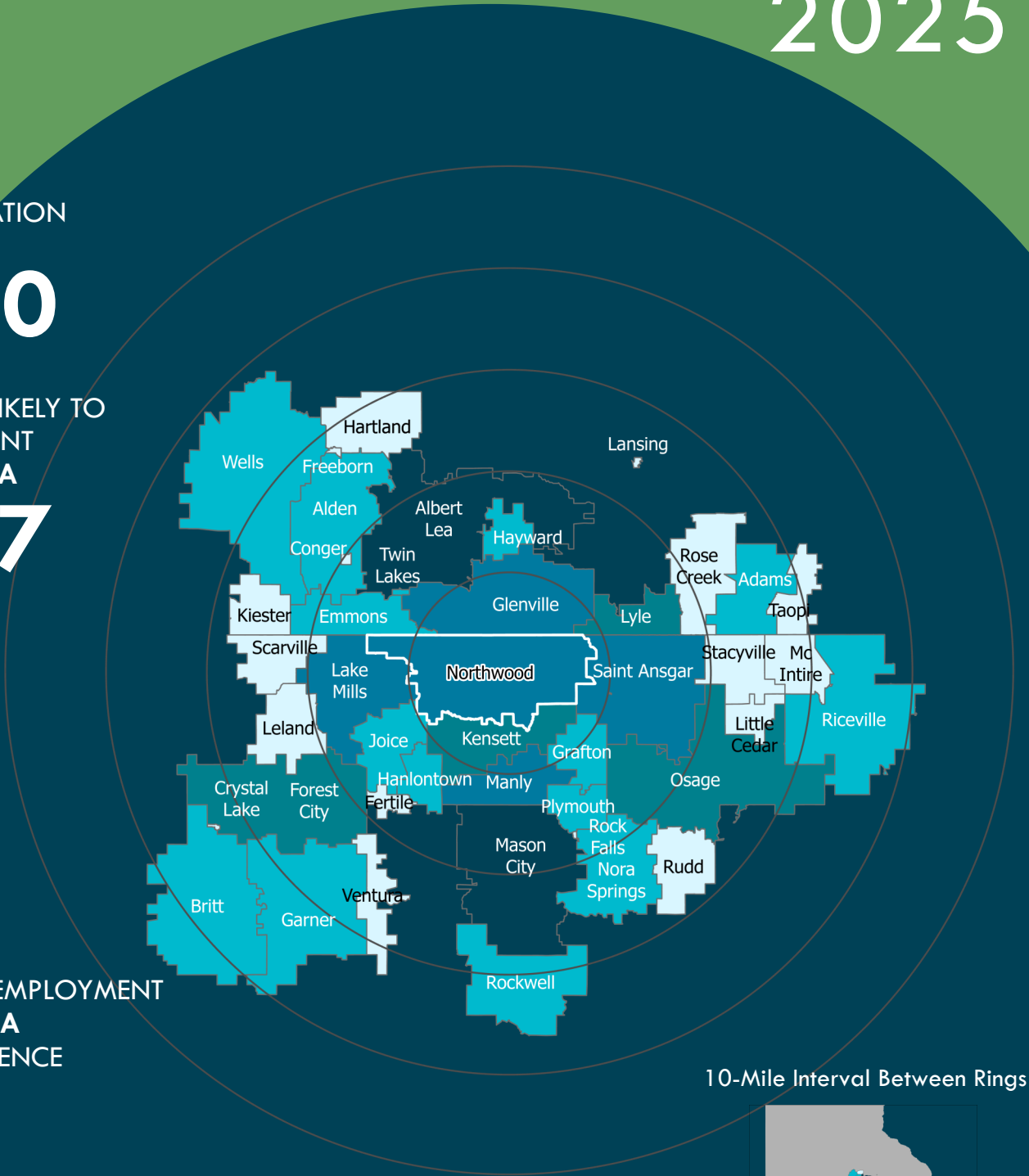
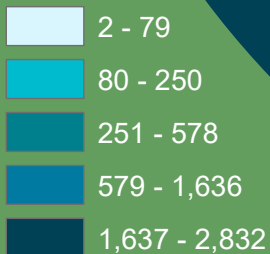
ESTIMATED POPULATION
AGES 18-64

80,060

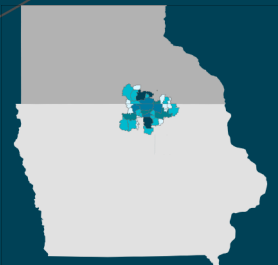
ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN NORTHWOOD, IA

23,647

LIKELY TO
CHANGE/ACCEPT EMPLOYMENT
IN NORTHWOOD, IA
BY PLACE OF RESIDENCE
(PER ZIP CODE)



10-Mile Interval Between Rings



AREA SHOWN

NORTHWOOD LABORSHED ANALYSIS

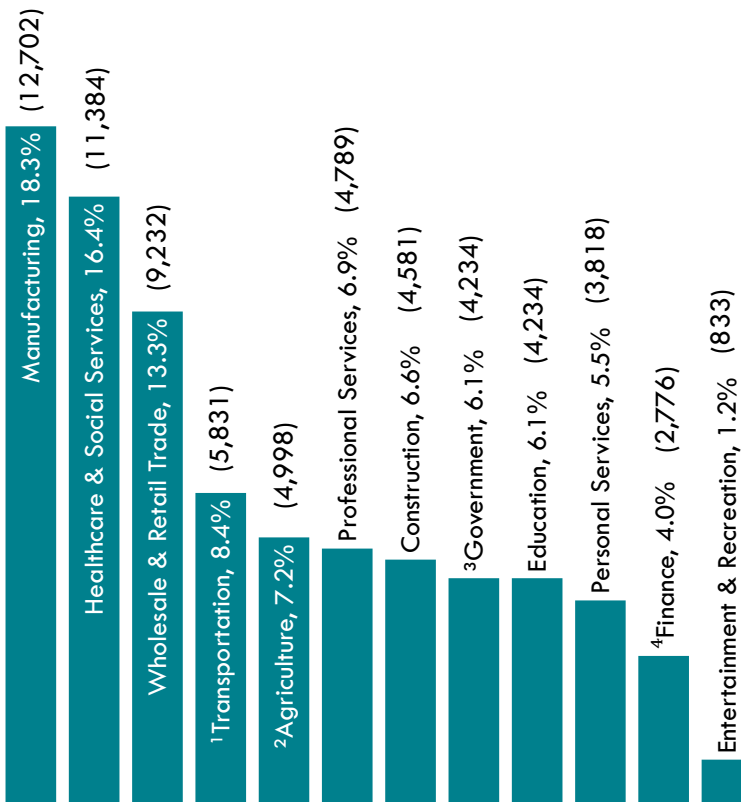
EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*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)



¹Transportation, Communications, & Utilities
³Public Administration, Government

²Agriculture, Forestry, & Mining
⁴Finance, Insurance, & Real Estate

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Paid Sick Leave/PTO/Vacation	94.8%
	Pension/Retirement/401K	87.6%
	Health/Medical Insurance	87.1%
	Dental Coverage	83.9%
	Paid Holiday	82.7%
	Life Insurance	80.7%
	Vision Coverage	79.1%
	Disability Insurance	77.9%
	Flex Spending Account	64.3%
	Prescription Drug Coverage	61.0%

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 Northwood Laborshed area.

The employed are currently commuting an average of—



EMPLOYED: LIKELY TO CHANGE

• An estimated **20,658** employed individuals are likely to change their current employment situation for an opportunity in Northwood

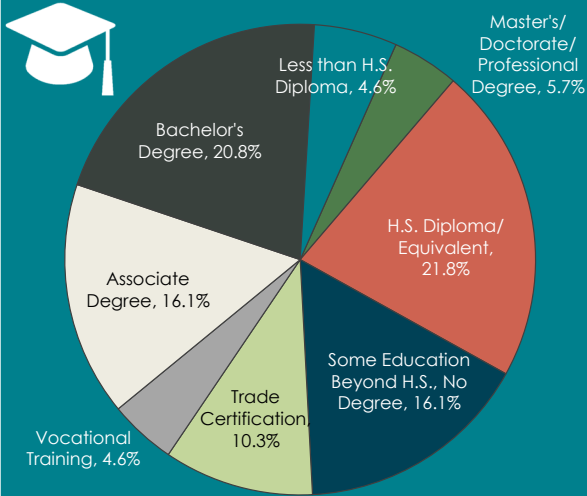
• Current occupational categories:

Professional, Paraprofessional, Technical	27.1%
Production, Construction, Material Moving	34.0%
Clerical	2.4%
Service	9.4%
Managerial	14.1%
Sales	11.8%
Agricultural	1.2%

• Current median wages: \$

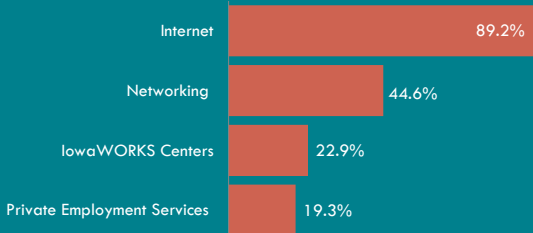
- \$20.50/hour and \$69,996/year
- \$23.00/hour - attracts 66%
- \$25.00/hour - attracts 75%

• 73.6% have an education beyond HS



• **35.6%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Currently commuting an average of **15** miles/**19** minutes (one-way) to work
- Willing to commute an average of **28** miles/**35** minutes (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

• An estimated **929** unemployed individuals are likely to accept employment in Northwood

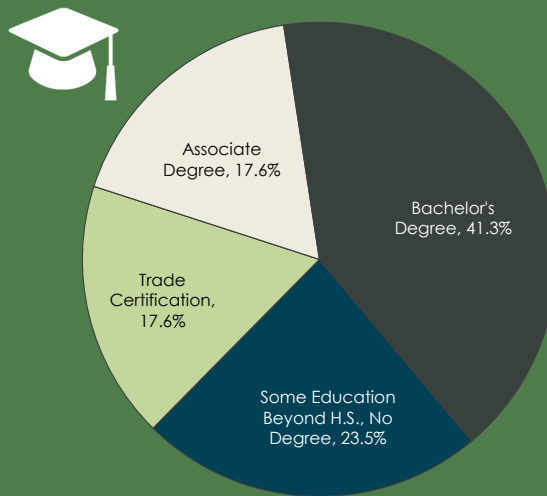
• Former occupational categories:

Production, Construction, Material Moving	25.0%
Clerical	18.8%
Professional, Paraprofessional, Technical	18.8%
Service	18.8%
Managerial	12.5%
Sales	0.0%
Agricultural	6.1%

• Median wages: \$

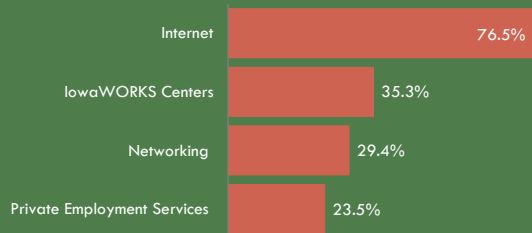
- \$15.00/hour - lowest willing to accept
- \$20.11/hour - attracts 66%
- \$24.25/hour - attracts 75%

• 100.0% have an education beyond HS



• **70.6%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Willing to commute an average of **22** miles/**27** minutes (one-way) to work



The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Northwood is estimated at 44.3 percent—approximately 641 people living in Northwood work in other communities.

Most of those who are out commuting are working in MASON CITY, ALBERT LEA, CLEAR LAKE and SAINT ANSGAR.

Over one-fifths (21.3%) of out commuters are likely to change employment (approximately 137 people).

70.2% earn an hourly wage—median wage is **\$26.49/hour**
23.4% earn an annual salary—median salary is **\$72,000/year**

641

people live in Northwood and work elsewhere

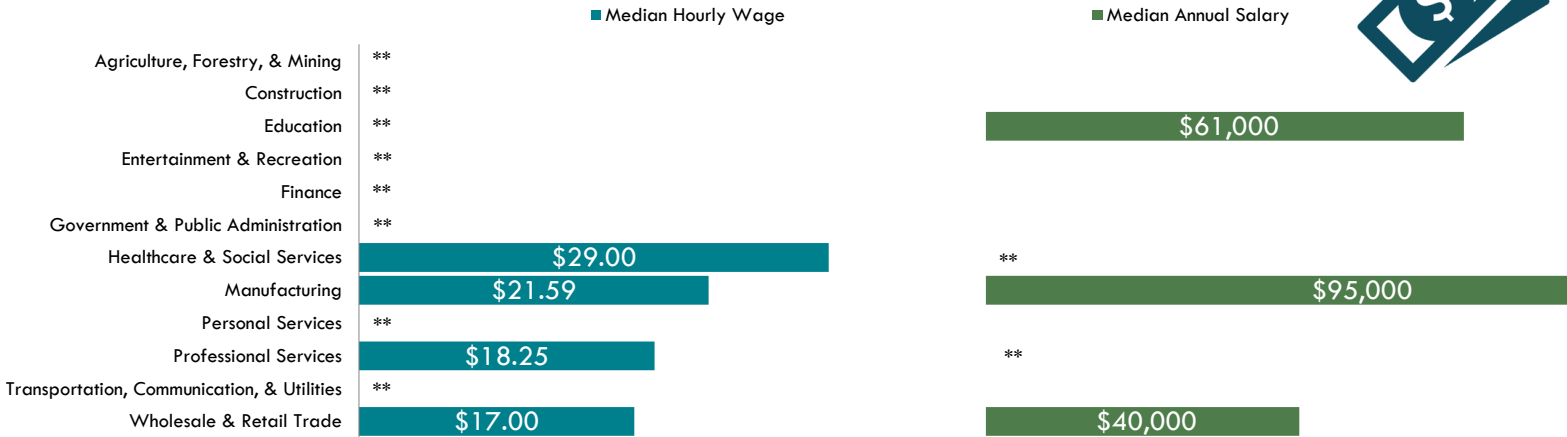
EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

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	**	**	**	**	**
Construction	**	**	**	**	**
Education	100%	12.5%	12.5%	0.0%	75.0%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	**	**	**	**	**
Government & Public Administration	80.0%	0.0%	20.0%	20.0%	40.0%
Healthcare & Social Services	88.3%	5.9%	5.9%	29.4%	47.1%
Manufacturing	73.0%	23.1%	11.5%	19.2%	19.2%
Personal Services	85.8%	28.6%	14.3%	14.3%	28.6%
Professional Services	40.0%	20.0%	0.0%	0.0%	20.0%
Transportation, Communication, & Utilities	87.5%	37.5%	37.5%	12.5%	0.0%
Wholesale & Retail Trade	65.4%	15.4%	23.1%	11.5%	15.4%

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



**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	Estimated Total	Percent Surveyed	Estimated Total	
Inadequate Hours	0.7%	145	Mismatch of Skills	9.4%	1,942
Low Income	0.0%	0	Σ †Total	9.9%	2,045

†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.

