

# ROCK RAPIDS, IOWA LABORSHED AREA



A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS  
EXECUTIVE SUMMARY

[WORKFORCE.IOWA.GOV/LABORSHED](http://WORKFORCE.IOWA.GOV/LABORSHED)

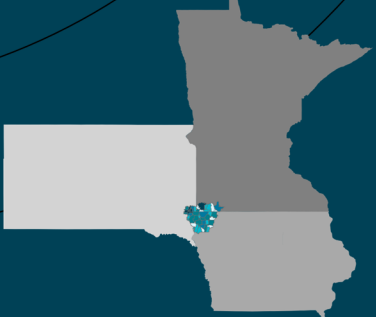
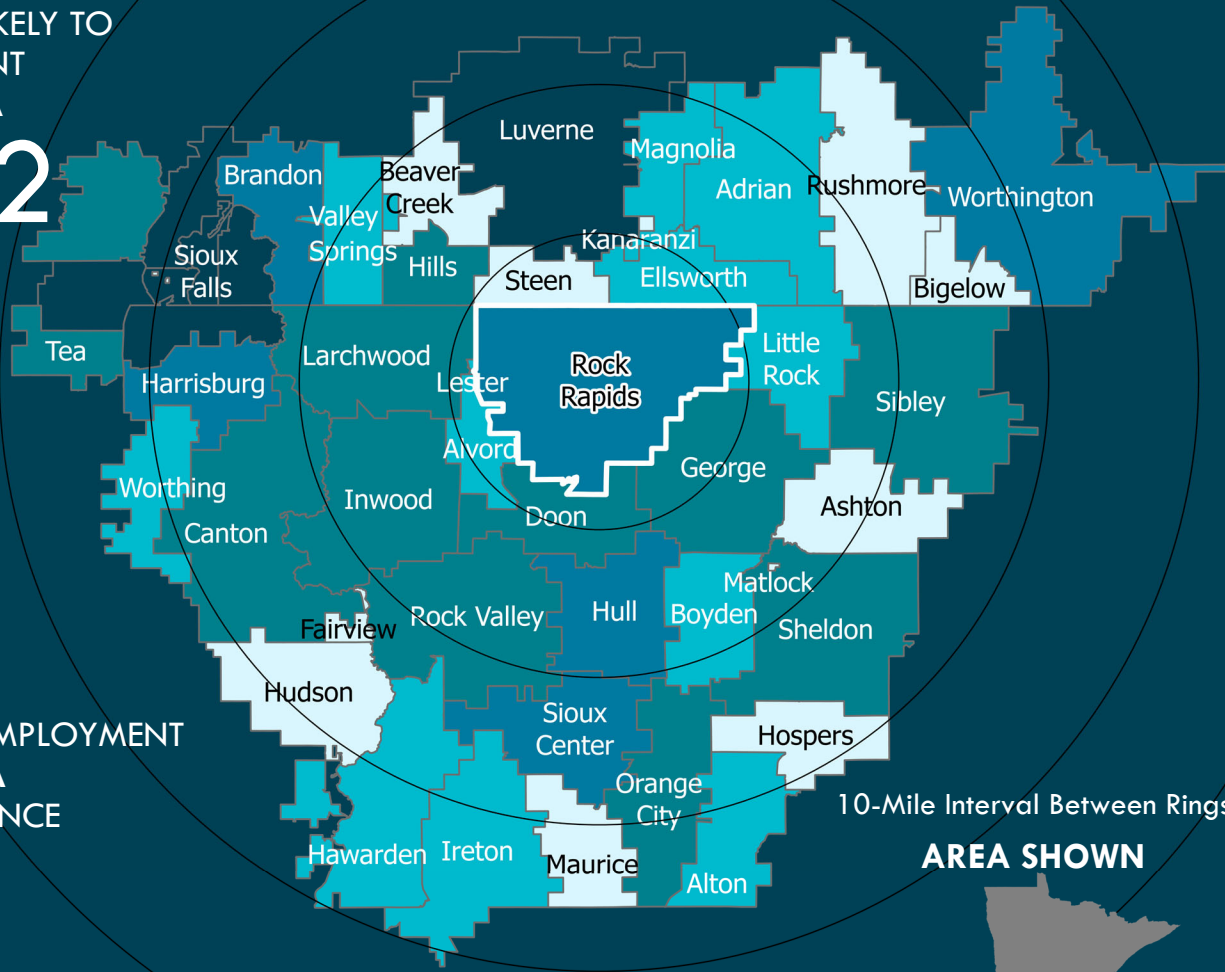
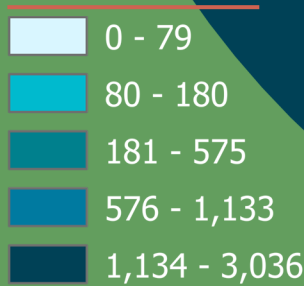
RELEASED  
2025

ESTIMATED POPULATION  
AGES 18-64  
**191,703**

ESTIMATED TOTAL LIKELY TO  
ACCEPT EMPLOYMENT  
IN **ROCK RAPIDS, IA**  
**26,962**

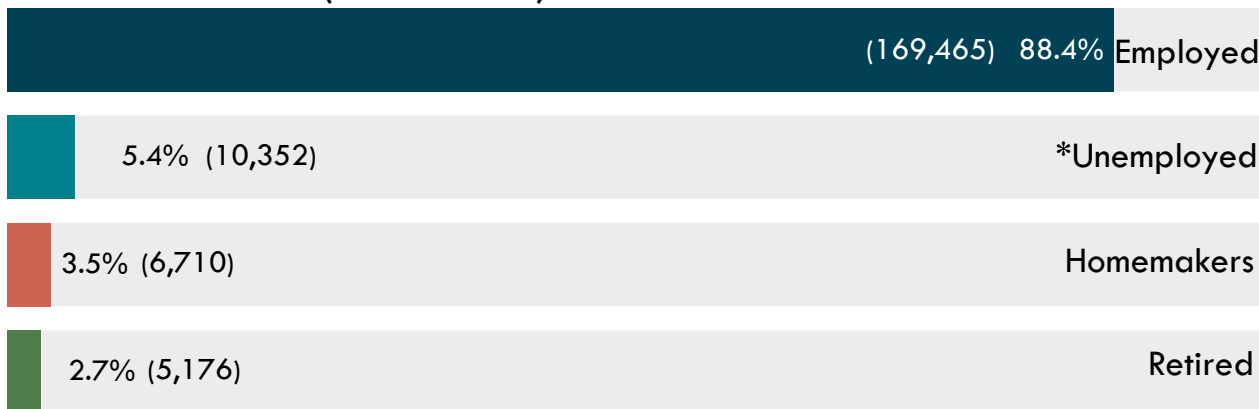


LIKELY TO  
CHANGE/ACCEPT EMPLOYMENT  
IN **ROCK RAPIDS, IA**  
BY PLACE OF RESIDENCE  
(PER ZIP CODE)



# Rock Rapids LABORSHED ANALYSIS

## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*

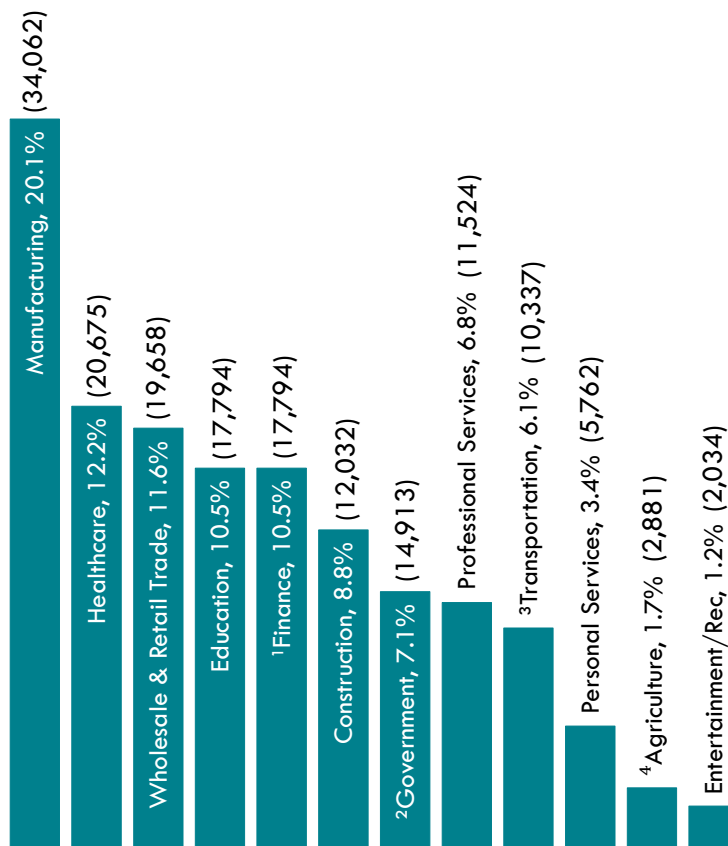


\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.



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

\*Totals may vary due to rounding.



<sup>1</sup>Finance, Insurance, & Real Estate

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

<sup>2</sup>Public Administration, Government

<sup>4</sup>Agriculture, Forestry, & Mining

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Paid Vacation/PTO/Sick Leave	97.5%
	Health/Medical Insurance	91.7%
	Pension/Retirement /401k	91.3%
	Paid Holiday	85.9%
	Dental Coverage	85.1%
	Vision Coverage	82.6%
	Disability Insurance	79.3%
	Life Insurance	79.3%
	Flex Spending Account	59.3%
	Prescription Drug Coverage	58.9%

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 Rock Rapids Laborshed area.

The employed are currently commuting an average of—

**14**

miles one-way for an employment opportunity

&

**19**  
minutes

## EMPLOYED: LIKELY TO CHANGE

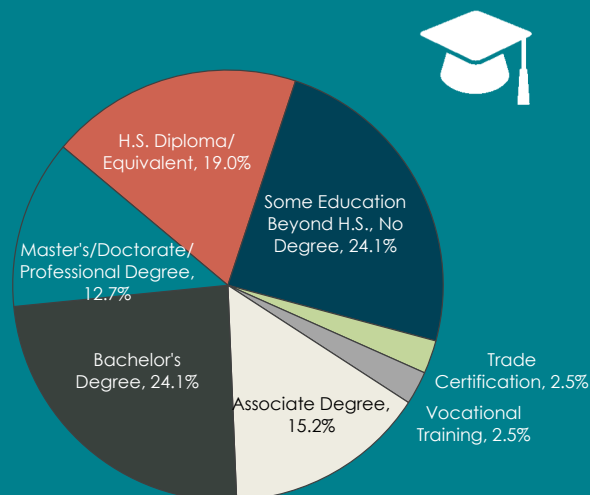
- An estimated **21,248** employed individuals are likely to change their current employment situation for an opportunity in Rock Rapids.

- Current occupational categories:

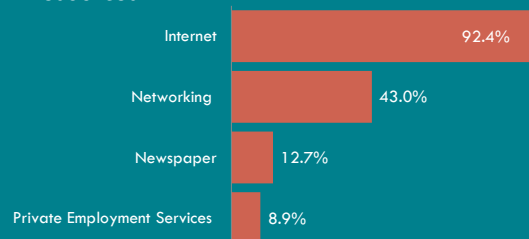
Production, Construction, Material Moving	29.5%
Professional, Paraprofessional, Technical	29.5%
Managerial	15.4%
Services	14.1%
Clerical	7.7%
Sales	3.8%
Agricultural	0.0%

- Current median wages: \$
  - \$23.00/hour and \$70,000/year
  - \$30.00/hour - attracts 66%
  - \$33.00/hour - attracts 75%

- 81.0% have an education beyond HS



- **31.3% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:
  - Currently commuting an average of **15 miles/20 minutes** (one-way) to work
  - Willing to commute an average of **25 miles/32 minutes** (one-way) to work

## UNEMPLOYED: LIKELY TO ACCEPT

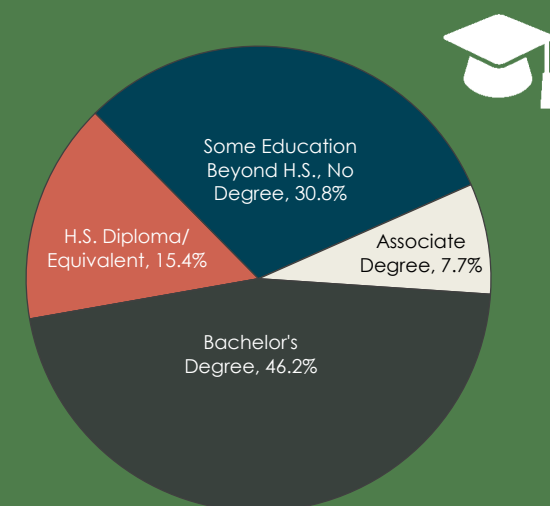
- An estimated **1,358** unemployed individuals are likely to accept employment in Rock Rapids.

- Former occupational categories:

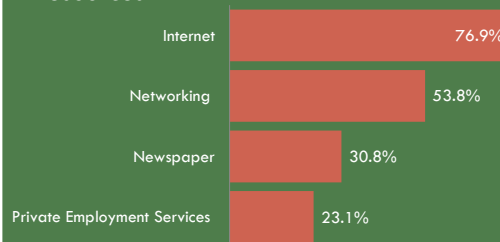
Production, Construction, Material Moving	33.3%
Professional, Paraprofessional, Technical	33.3%
Sales	25.0%
Services	8.4%
Agricultural	0.0%
Clerical	0.0%
Managerial	0.0%

- Median wages: \$
  - \$18.00/hour - lowest willing to accept
  - \$19.00/hour - attracts 66%
  - \$33.00/hour - attracts 75%

- 84.6% have an education beyond HS



- **76.9% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:
  - Willing to commute an average of **26 miles/32 minutes** (one-way) to work



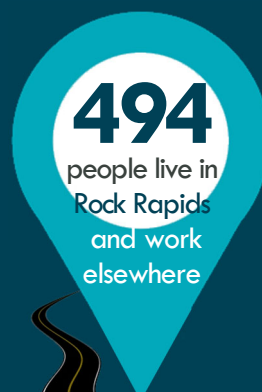
The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Rock Rapids is estimated at 26.3 percent—approximately 494 people living in Rock Rapids work in other communities.

Most of those who are out commuting are working in Sioux Falls, SD, Sheldon, and Sioux Center, IA.

Over one-fourth (30.0%) of out commuters are likely to change employment (approximately 148 people).

67.9% earn an hourly wage—median wage is **\$25.50/hour**  
32.1% earn an annual salary—median salary is **\$70,000/year**.



494 people live in Rock Rapids 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

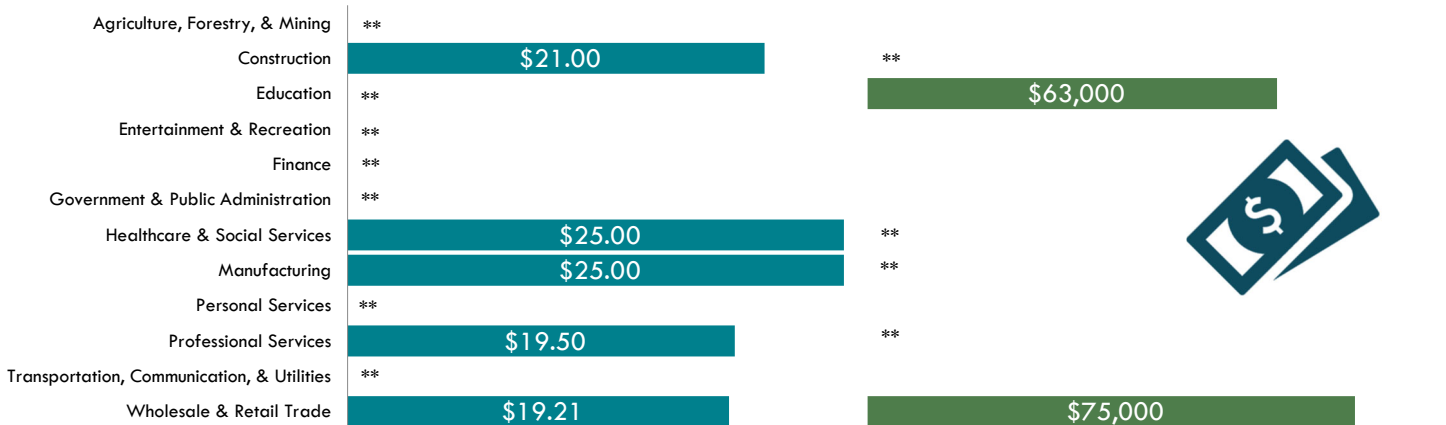
Agriculture, Forestry, & Mining	**	**	**	**	**
Construction	75.0%	25.0%	12.5%	12.5%	25.0%
Education	100%	14.3%	0.0%	0.0%	85.7%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	75.0%	0.0%	0.0%	25.0%	50.0%
Government & Public Administration	**	**	**	**	**
Healthcare & Social Services	93.9%	18.8%	0.0%	31.3%	43.8%
Manufacturing	77.7%	44.4%	11.1%	0.0%	22.2%
Personal Services	**	**	**	**	**
Professional Services	74.9%	8.3%	0.0%	8.3%	58.3%
Transportation, Communication, & Utilities	60.0%	60.0%	0.0%	0.0%	0.0%
Wholesale & Retail Trade	76.0%	24.0%	8.0%	20.0%	24.0%

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



\*\*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	1.0%	212	Mismatch of Skills	8.6%	1,827
Low Income	0.0%	0	$\Sigma$ +Total	9.4%	1,997

\*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.



Data compiled and analyzed by:  
Iowa Workforce Development  
Labor Market Information Division  
1000 E. Grand Avenue, Des Moines, Iowa 50319  
Phone: (515) 281-3035 | Email: laborshed.studies@iwd.iowa.gov  
workforce.iowa.gov/laborshed

For more information regarding this Laborshed study contact:  
Rock Rapids Chamber of Commerce  
411 First Avenue  
Rock Rapids, IA 51246  
Phone: (712) 472-3456 | E-mail: chamber@rockrapids.com  
https://rockrapids.com/business/