WINTERSET, IOWA
LABORSHED AREA

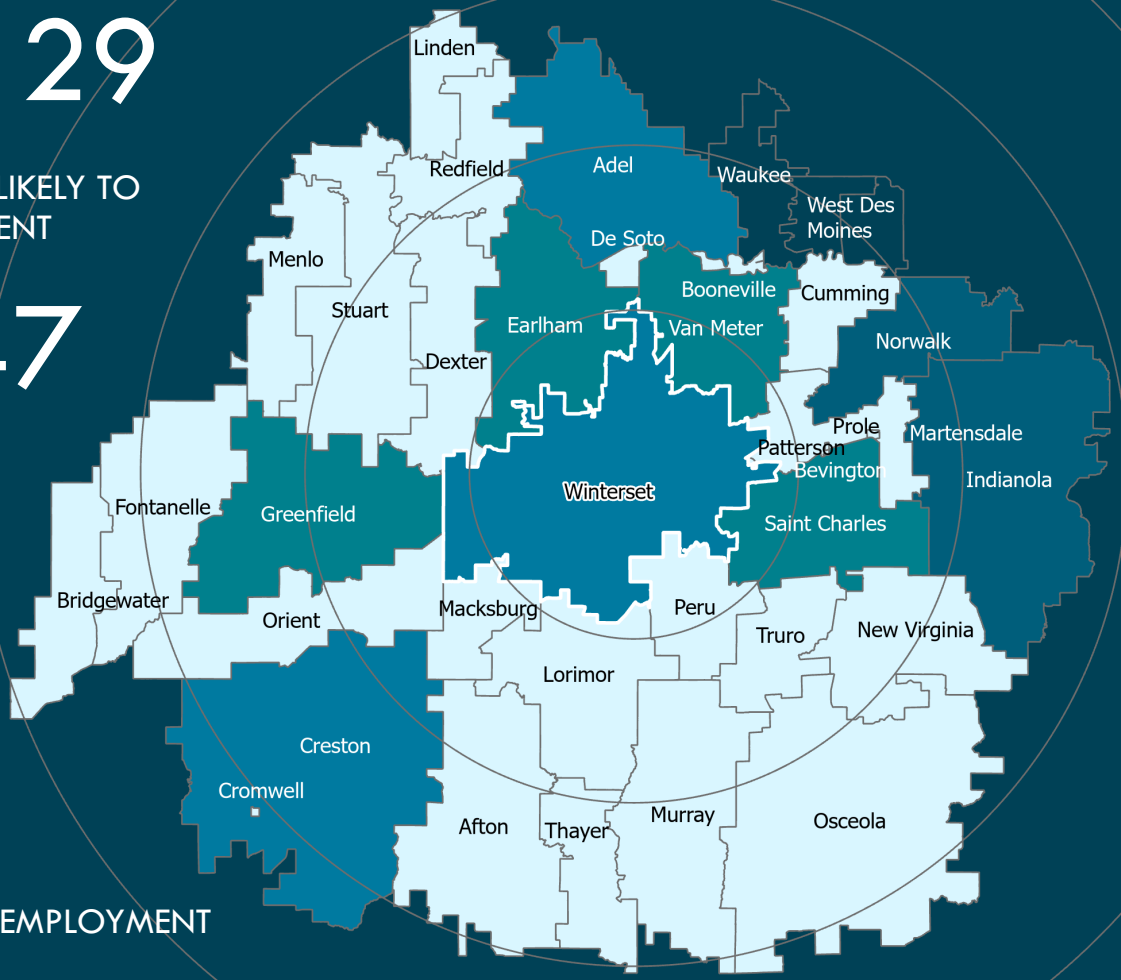
A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY
WORKFORCE.IOWA.GOV/LABORSHED

RELEASED
2026

10-Mile Interval Between Rings

ESTIMATED POPULATION
AGES 18-64
124,129

ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN **WINTERSET, IA**
53,347



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

- 2 - 428
- 429 - 1,016
- 1,017 - 2,858
- 2,859 - 5,450
- 5,451 - 12,067

AREA SHOWN



Winterset 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 Winterset Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*

(104,765) 84.4%	Employed
7.2% (8,937)	*Unemployed
4.0% (4,965)	Homemakers
4.4% (5,462)	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 **28.7%**



Unemployed - Likely to Accept Employment **69.0%**



Homemakers - Likely to Accept Employment **50.0%**

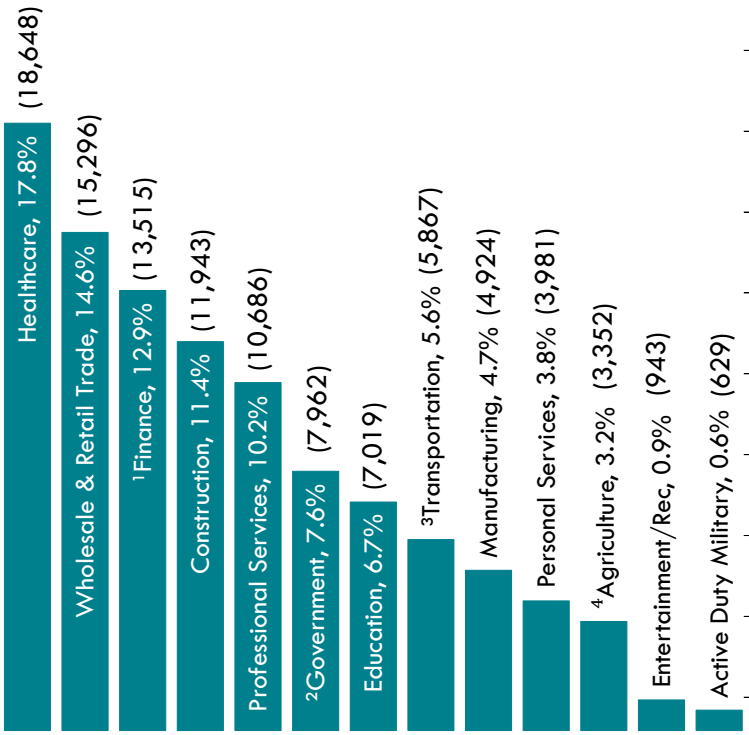


Retired - Likely to Accept Employment **33.3%**



BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL*)

*Totals may vary due to rounding.



[1]Finance, Insurance, & Real Estate
[2]Public Administration, Government
[3]Transportation, Communications, & Utilities
[4]Agriculture, Forestry, & Mining

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

Paid Vacation/PTO/Sick Leave	93.9%
Pension/Retirement/401k	92.7%
Health/Medical Insurance	92.3%
Dental Coverage	89.7%
Paid Holiday	85.8%
Vision Coverage	85.8%
Life Insurance	83.1%
Disability Insurance	81.6%
Flex Spending Account	65.1%
Prescription Drug Coverage	59.8%

The employed are currently commuting an average of—

19 miles one-way for an employment opportunity

&

24 minutes



EMPLOYED: LIKELY TO CHANGE

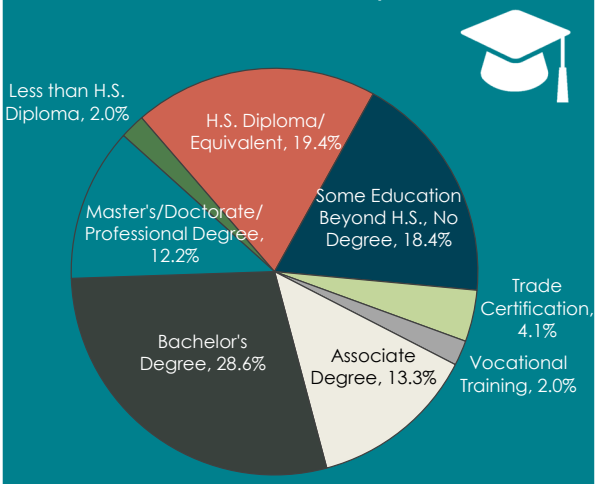
- **An estimated 47,691 employed individuals are likely to change their current employment situation for an opportunity in Winterset.**

- Current occupational categories:

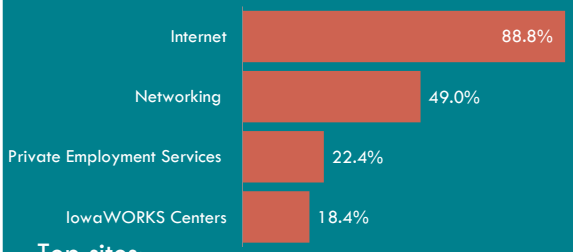
Professional, Paraprofessional, Technical	**32.5%**
Production, Construction, Material Moving	**21.1%**
Managerial	**15.8%**
Clerical	**13.7%**
Services	**13.7%**
Sales	**3.2%**
Agricultural	**0.0%**

- Current median wages: $
  - $24.00/hour and $97,500/year
  - $30.00/hour - attracts 66%
  - $30.00/hour - attracts 75%

- 78.6% have an education beyond HS



- **29.6% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:

www.indeed.com
www.linkedin.com
www.ziprecruiter.com

- Top newspapers:

NEWS
The Des Moines Register
Winterset Madisonian

- Commute:
  - Currently commuting an average of **25** miles/**29** minutes (one-way) to work
  - Willing to commute an average of **31** miles/**38** minutes (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

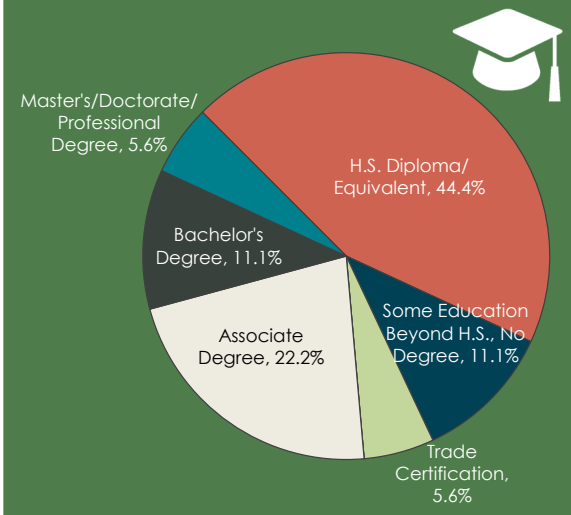
- **An estimated 1,685 unemployed individuals are likely to accept employment in Winterset.**

- Former occupational categories:

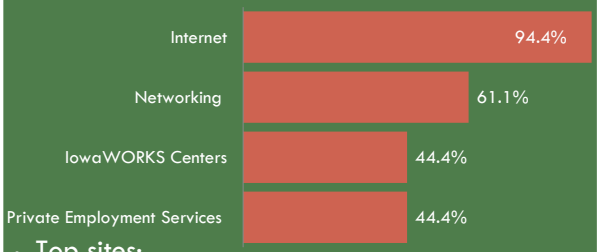
Sales	**38.9%**
Production, Construction, Material Moving	**33.3%**
Managerial	**11.1%**
Professional, Paraprofessional, Technical	**11.1%**
Services	**5.6%**
Agricultural	**0.0%**
Clerical	**0.0%**

- Median wages: $
  - $17.25/hour - lowest willing to accept
  - $18.90/hour - attracts 66%
  - $20.00/hour - attracts 75%

- 55.6% have an education beyond HS



- **90.0% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:

www.indeed.com
www.linkedin.com
Company/ Organization Web-sites

- Top newspapers:

NEWS
Winterset Madisonian

- Commute:
  - Willing to commute an average of **30** miles/**37** minutes (one-way) to work

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

The **out commute** for Winterset is estimated at 44.6 percent—approximately 1,884 people living in Winterset work in other communities.

Most of those who are out commuting are working in West Des Moines, Des Moines, Urbandale and Indianola, IA.

Over one-fourth (30.0%) of out commuters are likely to change employment (approximately 565 people).

54.0% earn an hourly wage—median wage is **$23.50/hour**
38.0% earn an annual salary—median salary is **$90,000/year.**

1,884 people live in Winterset and work elsewhere

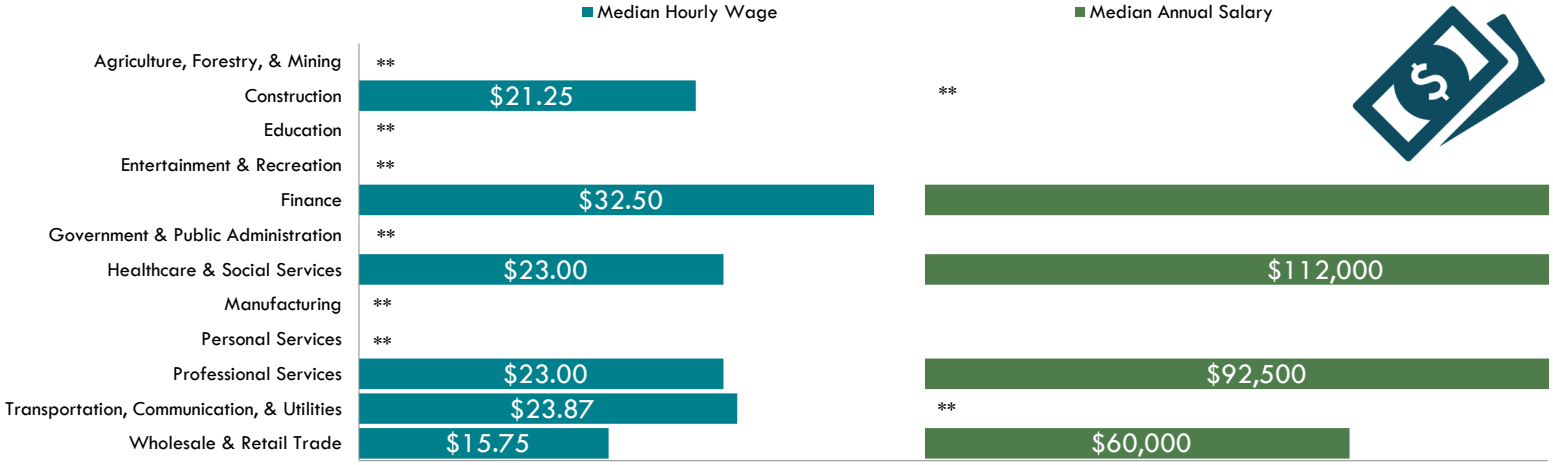
EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

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	54.6%	9.1%	18.2%	18.2%	9.1%
Education	100%	0.0%	0.0%	0.0%	100%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	92.3%	7.7%	0.0%	30.8%	53.8%
Government & Public Administration	83.3%	16.7%	0.0%	33.3%	33.3%
Healthcare & Social Services	88.8%	22.2%	11.1%	7.4%	48.1%
Manufacturing	83.3%	33.3%	0.0%	16.7%	33.3%
Personal Services	**	**	**	**	**
Professional Services	99.9%	25.0%	8.3%	33.3%	33.3%
Transportation, Communication, & Utilities	36.4%	9.1%	0.0%	0.0%	27.3%
Wholesale & Retail Trade	58.6%	27.6%	6.9%	10.3%	13.8%

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
Inadequate Hours	0.2%	95
Low Income	0.0%	0

	Percent Surveyed	Estimated Total
Mismatch of Skills	8.9%	4,244
†Total	8.9%	4,244

†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.

IOWA™ IOWA™ Economic Development

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