

NORTHWEST IOWA DEVELOPMENT REGIONAL LABORSHED AREA



A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY

WORKFORCE.IOWA.GOV/LABORSHED

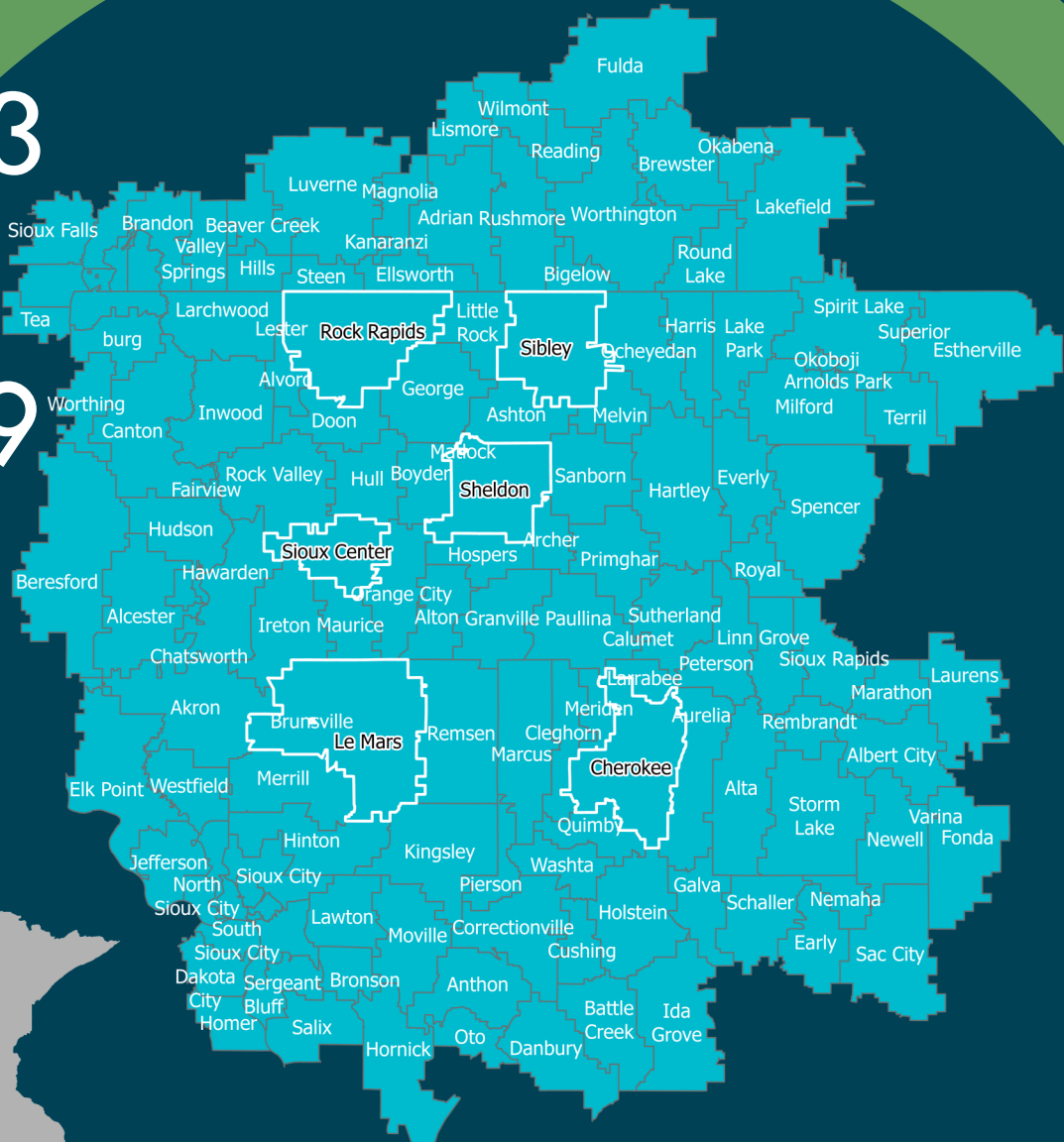
RELEASED
2025

ESTIMATED POPULATION
AGES 18-64

345,463

TOTAL ESTIMATED
LABOR FORCE
AGES 18-64

313,149



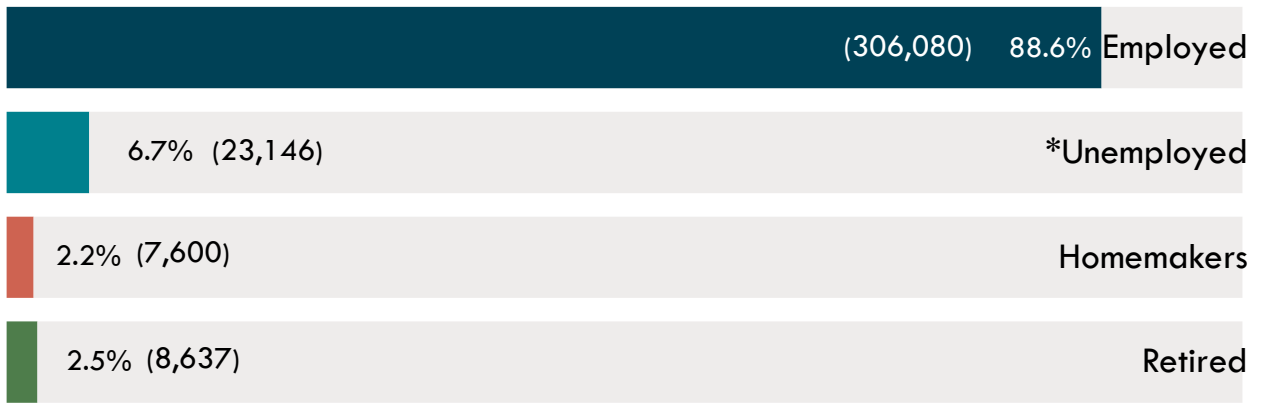
AREA SHOWN

NORTHWEST IOWA DEVELOPMENT 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 Northwest Iowa Development Laborshed area.

The employed are currently commuting an average of—

EMPLOYMENT STATUS (ESTIMATED TOTAL)*

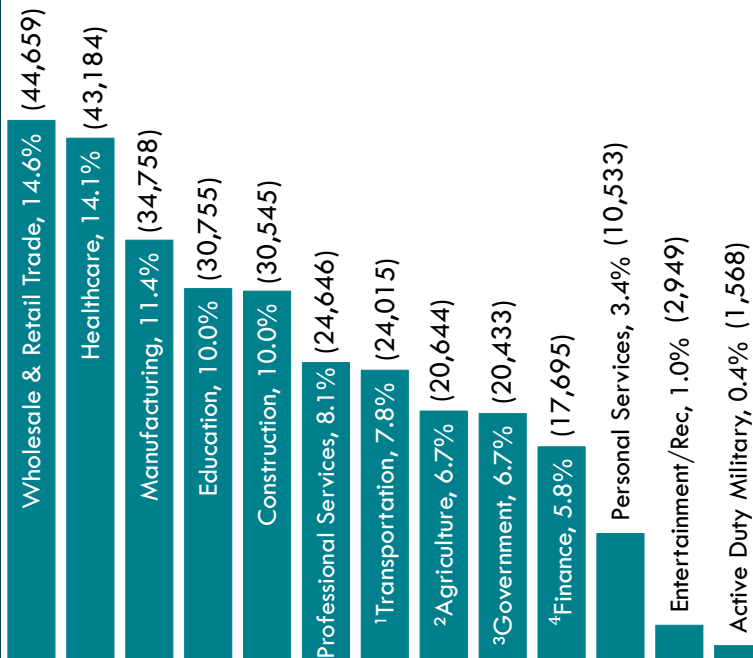


*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.



BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL*)

*Totals may vary due to rounding.



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

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

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Paid Vacation/PTO/Sick Leave	97.2%
	Health/Medical Insurance	91.7%
	Pension/Retirement /401k	89.7%
	Paid Holiday	87.0%
	Dental Coverage	84.6%
	Vision Coverage	80.8%
	Life Insurance	79.7%
	Disability Insurance	78.4%
	Flex Spending Account	63.4%
	Prescription Drug Coverage	59.3%

12

miles one-way
for an
employment
opportunity

16
minutes

EMPLOYED: LIKELY TO CHANGE

24.0% of employed individuals are likely to change their current employment situation for a new opportunity.

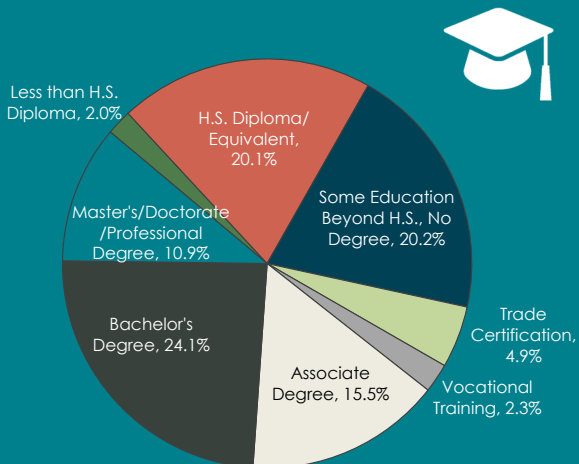
• Current occupational categories:

Professional, Paraprofessional, Technical	30.9%
Production, Construction, Material Moving	29.8%
Managerial	13.6%
Services	11.6%
Sales	7.2%
Clerical	5.2%
Agricultural	1.7%

• Current median wages: \$

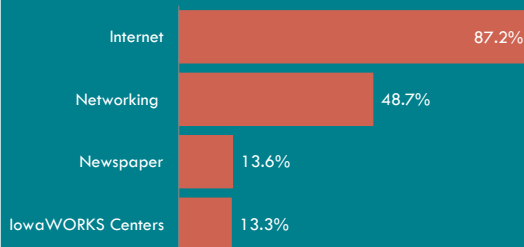
- \$23.00/hour and \$67,024/year
- \$27.77/hour - attracts 66%
- \$30.00/hour - attracts 75%

• 77.9% have an education beyond HS



• 25.1% are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Currently commuting an average of **14 miles/18 minutes** (one-way) to work
- Willing to commute an average of **27 miles/34 minutes** (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

63.6% of unemployed individuals are likely to accept an employment opportunity.

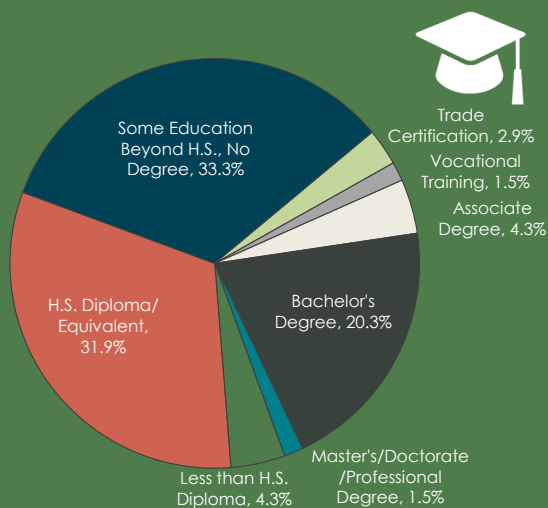
• Former occupational categories:

Production, Construction, Material Moving	29.8%
Sales	19.4%
Services	17.9%
Professional, Paraprofessional, Technical	14.9%
Managerial	9.0%
Clerical	6.0%
Agricultural	3.0%

• Median wages: \$

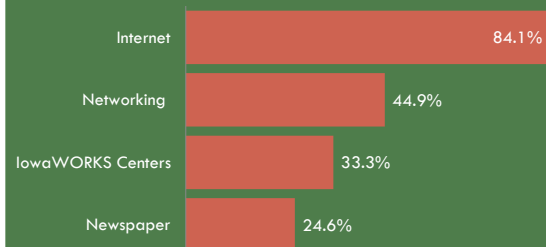
- \$18.00/hour - lowest willing to accept
- \$20.00/hour - attracts 66%
- \$20.00/hour - attracts 75%

• 63.8% have an education beyond HS



• 68.6% are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Willing to commute an average of **24 miles/33 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 **1,652** completed surveys.

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



EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

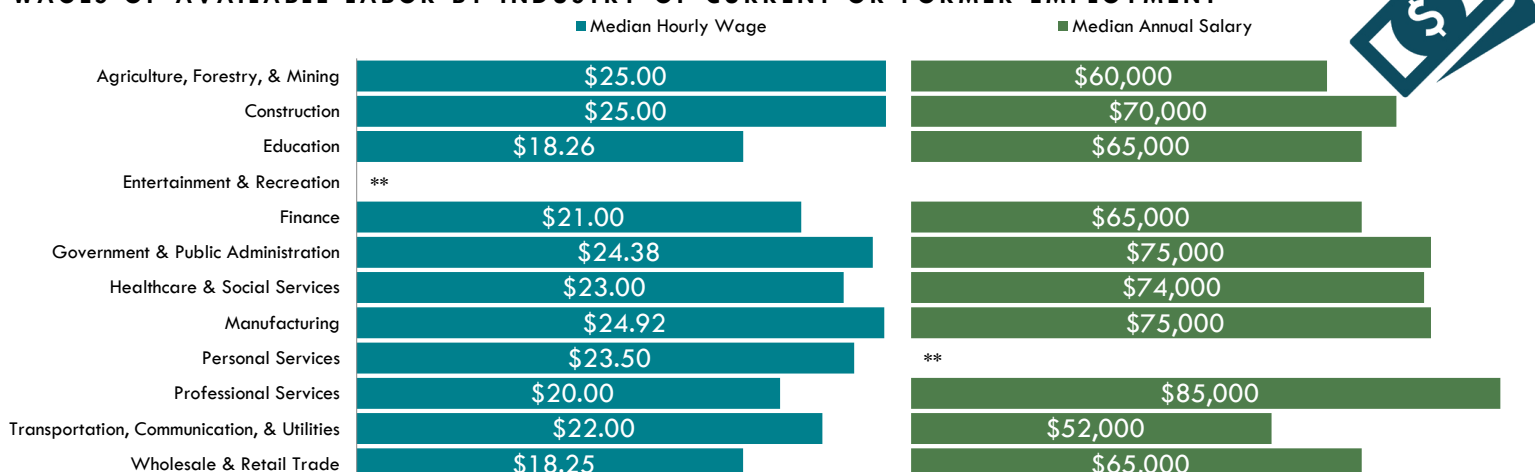
Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.



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	80.0%	26.7%	20.0%	20.0%	13.3%
Construction	46.8%	12.5%	3.1%	15.6%	15.6%
Education	92.9%	7.1%	4.8%	4.8%	76.2%
Entertainment & Recreation	100%	50.0%	0.0%	0.0%	50.0%
Finance, Insurance, & Real Estate	85.0%	0.0%	5.0%	20.0%	60.0%
Government & Public Administration	93.0%	17.2%	13.8%	17.2%	44.8%
Healthcare & Social Services	83.0%	20.3%	1.7%	20.3%	40.7%
Manufacturing	73.4%	31.3%	7.8%	10.9%	23.4%
Personal Services	77.7%	11.1%	22.2%	33.3%	11.1%
Professional Services	70.2%	8.1%	0.0%	13.5%	48.6%
Transportation, Communication, & Utilities	66.6%	33.3%	9.1%	12.1%	12.1%
Wholesale & Retail Trade	69.3%	31.8%	8.0%	10.2%	19.3%

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

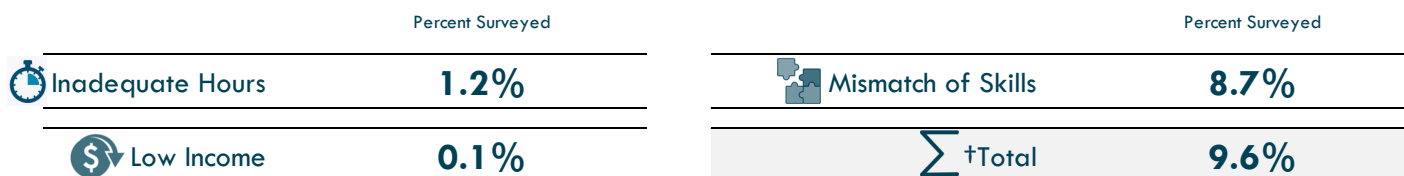


**Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change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



†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.



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