



# NORTHWEST IOWA DEVELOPMENT

Beyond Expectations.

## Regional Analysis

Cherokee County

Lyon County

O'Brien County

Osceola County

Plymouth County

Sioux County



A Study of  
Workforce Characteristics  
*Released March 2010*

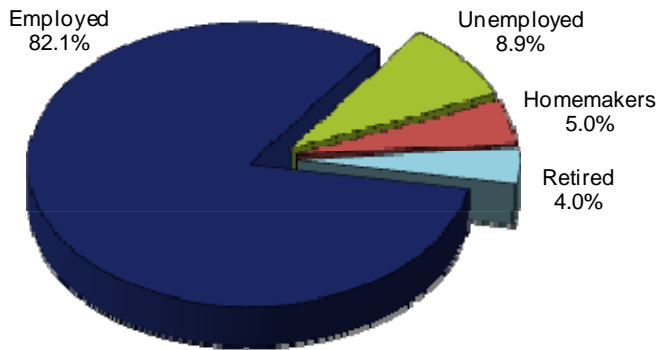
# Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Northwest Iowa Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Cherokee, Hawarden, Le Mars, Orange City/Alton, Rock Rapids, Rock Valley, Sheldon, and Sibley Laborshed Studies encompassing Cherokee, Lyon, O'Brien, Osceola, Plymouth, and Sioux counties. Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Northwest Iowa Region

Survey respondents from the Northwest Iowa Region were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management, office & administrative support, or production occupational categories. The top industries are professional, paraprofessional, or technical; production, construction, or material handling; and clerical.

The chart below shows the percentage of respondents by employment status within the Northwest Iowa Region.



Occupational Category	% within Region
Management	16.7%
Office & Administrative Support	15.7%
Production	11.4%
Education, Training, & Library	9.0%
Health Care Practitioner & Technical	7.3%
Sales & Related	6.4%
Transportation & Material Moving	4.1%
Business & Financial Operations	4.1%
Food Preparation & Serving Related	3.5%
Building/Grounds Cleaning & Maintenance	3.3%
Construction & Extraction	3.2%
Health Care Support	2.7%
Installation, Maintenance, & Repair	2.7%
Personal Care & Service	2.3%
Community & Social Services	1.5%
Life, Physical, & Social Science	1.2%
Architecture & Engineering	1.2%
Computer & Mathematical Science	1.1%
Arts, Design, Entertainment, Sports, & Related	1.0%
Protective Service	0.7%
Farming, Fishing, & Forestry	0.4%
Legal	0.4%
Military Specific	0.1%

## Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; working at wages equal to or less than the national poverty level; and/or who are working in positions that do not meet their skill or education levels or worked for higher wages at previous employment.

- 2.2% Inadequate hours
- 2.8% Mismatch of skills
- 1.7% Low income
- 5.9% Total estimated underemployment

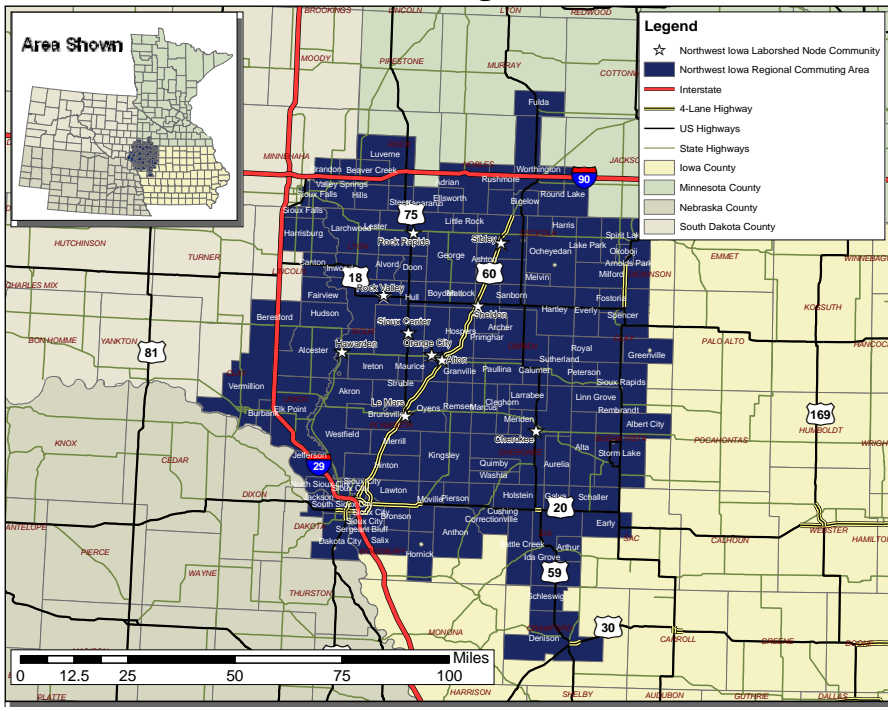
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed
Health Care & Social Services	17.4%
Manufacturing	17.4%
Wholesale & Retail Trade	13.7%
Education	12.6%
Agriculture	8.4%
Personal Services	5.7%
Finance, Insurance, & Real Estate	5.7%
Transportation, Communication, & Utilities	5.3%
Public Administration & Government	4.9%
Construction	4.6%
Professional Services	3.4%
Entertainment & Recreation	0.6%
Other (Non-profit, Religious, Military, etc.)	0.3%

Survey respondents from the Northwest Iowa Region were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in health care & social services as shown in the table at left.

# Northwest Iowa Commuting Area



## Quick Facts:

(Employed - willing to change employment)

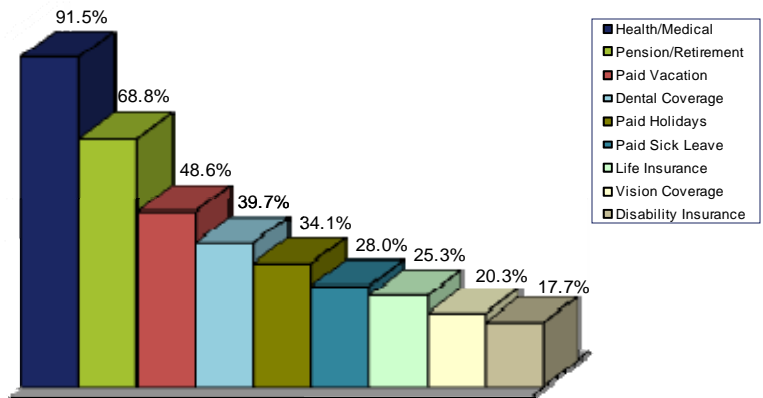
- 18.1% are working multiple jobs;
- Currently working an average of 40 hours per week;
- Average age is 44 years old;
- 26.8% currently working in the professional, paraprofessional, & technical occupational category followed by; 24.1% in the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
*Sioux City Journal*  
*Argus Leader - Sioux Falls, SD*
  - Internet  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.monster.com](http://www.monster.com)
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

Those who are willing to change or accept employment in the Northwest Iowa Region are willing to commute an average of 24 miles one way for employment opportunities.

## Benefits Currently Offered

The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed.

The majority (74.3%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 18.7 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Current Median Wage Characteristics by Industry

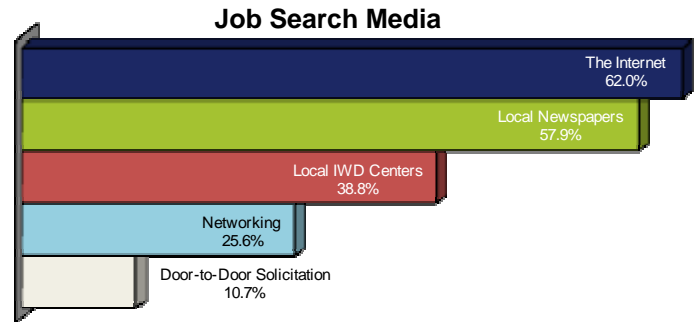
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	56.8%	11.0%	19.2%	4.1%	\$46,500	\$13.00
Construction	55.7%	9.3%	12.3%	3.1%	\$46,000	\$13.75
Manufacturing	50.6%	11.6%	11.9%	2.3%	\$50,000	\$13.50
Transportation, Communication, & Utilities	67.0%	10.0%	21.0%	1.0%	\$50,000	\$15.50
Wholesale & Retail Trade	53.3%	11.0%	12.1%	1.7%	\$38,570	\$9.26
Finance, Insurance, & Real Estate	78.9%	17.4%	35.8%	2.8%	\$48,500	\$12.00
Health Care & Social Services	76.0%	23.4%	19.7%	9.5%	\$48,000	\$15.00
Personal Services	64.2%	10.4%	16.9%	4.7%	\$31,500	\$10.19
Entertainment & Recreation	58.8%	5.9%	23.5%	5.9%	*	\$8.95
Professional Services	69.5%	15.9%	20.7%	4.9%	\$55,000	\$11.88
Public Administration & Government	70.3%	11.0%	18.7%	3.3%	\$45,639	\$19.00
Education	88.2%	6.6%	41.9%	26.2%	\$44,000	\$11.00

This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation

\*Insufficient survey data/refused

## Unemployed - Those Willing to Enter/Re-enter Employment:

- 8.9% of the region are unemployed;
- 66.7% have become unemployed within the last year;
- Average age is 42 years old;
- 54.0% are men and 46.0% women;
- Education:
  - 50.8% have some post high school education
  - 7.9% trade certified
  - 8.7% have an associate degree
  - 9.5% have an undergraduate degree
  - 3.2% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$11.00 to \$12.00/hr. with a median lowest wage considered of \$10.00/hr.;
- 63.5% expressed interest in temporary and 61.1% in seasonal employment opportunities;
- 55.6% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 25 miles one way for the right opportunity;
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Paid vacation
  - Pension/retirement options
  - Dental coverage
  - Paid holidays
  - Paid sick leave
  - Paid time off
  - Vision coverage
  - Disability insurance
  - Life insurance
- 77.2% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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