NORTHWOOD, IOWA
LABORSHED AREA

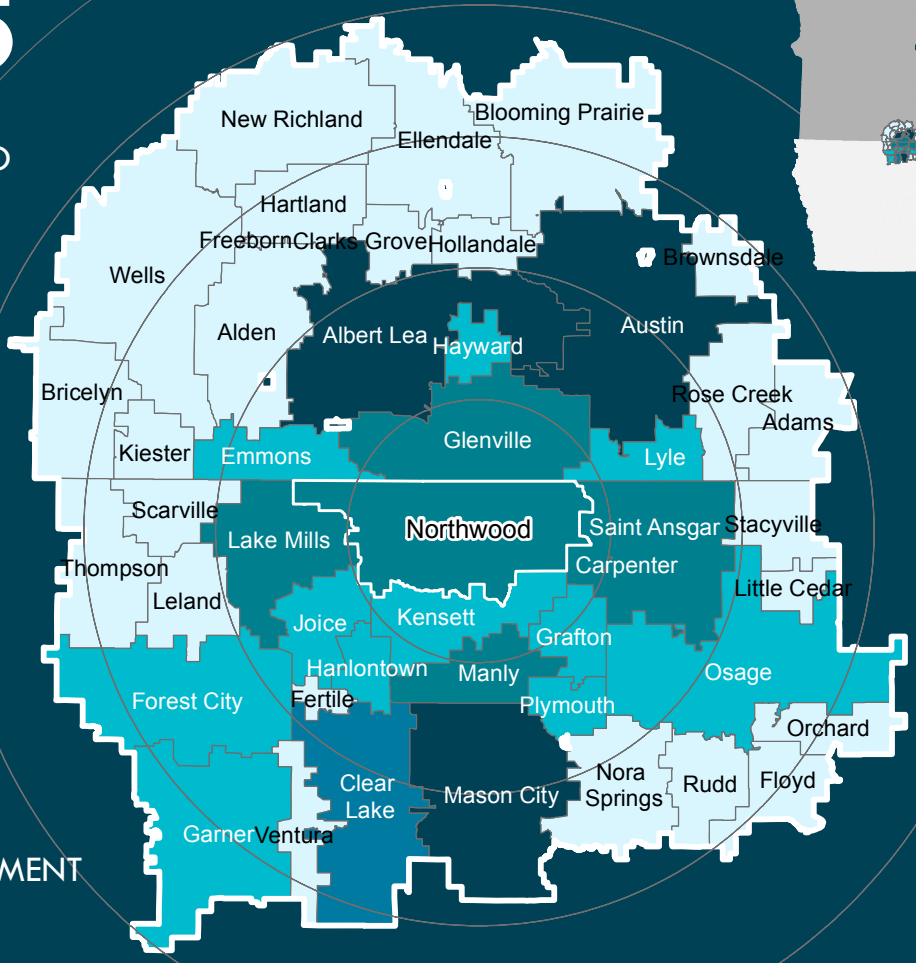
A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY
WWW.IOWALMI.GOV/LABORSHED

RELEASED
2019

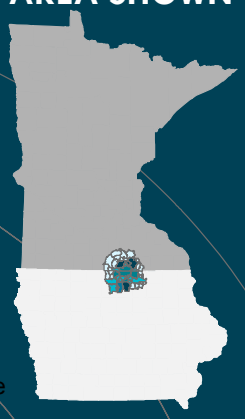
ESTIMATED POPULATION
AGES 18-64
146,625

ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN **NORTHWOOD, IA**
33,800

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



AREA SHOWN



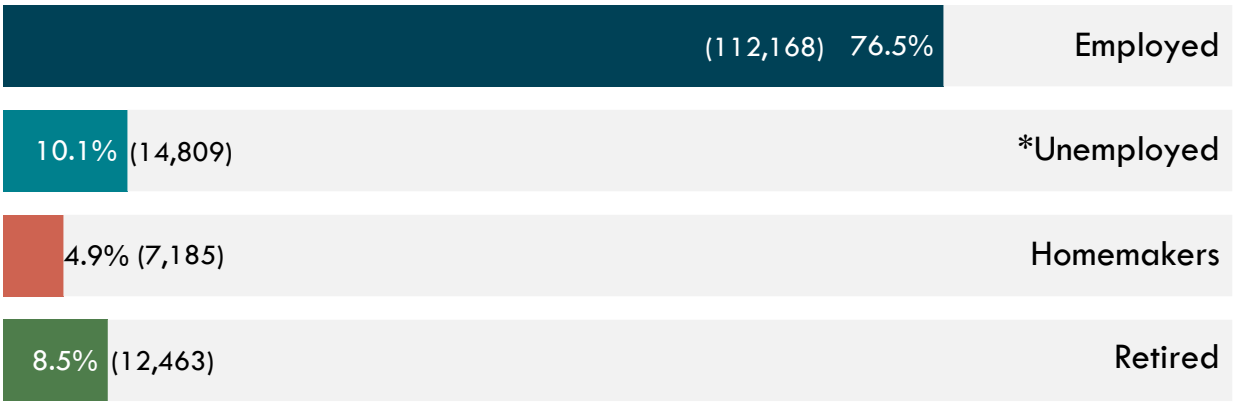
10-Mile Interval Between Rings

- 3 - 99
- 100 - 280
- 281 - 1,080
- 1,081 - 2,826
- 2,827 - 8,857

NORTHWOOD 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 Northwood Laborshed area.

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.

Employed - Likely to Change Employment **27.4%**

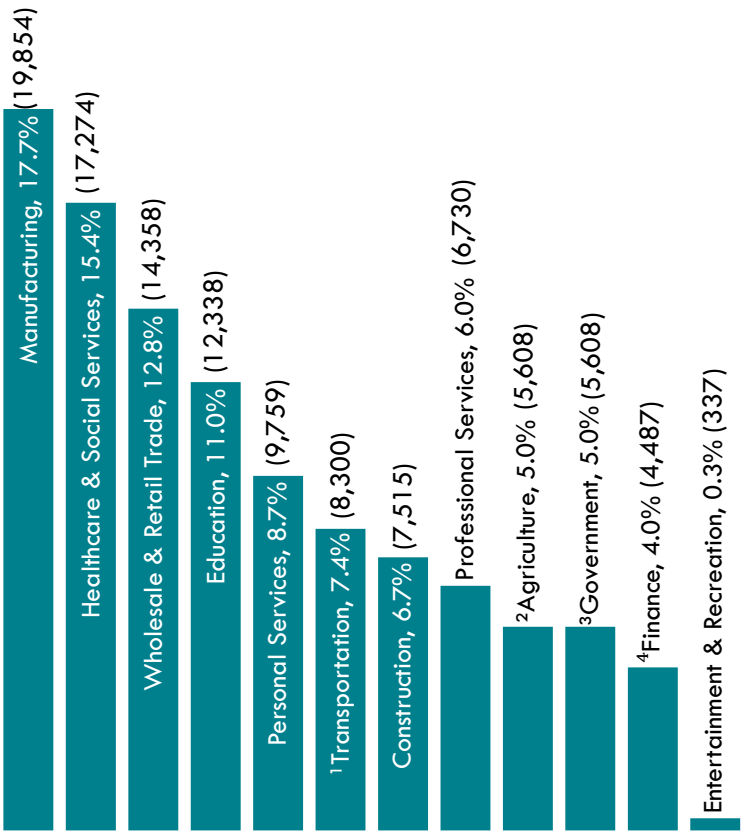
Unemployed - Likely to Accept Employment **56.1%**

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

Retired - Likely to Accept Employment **17.6%**

The employed are willing to commute an average of—

BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



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

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

Health/Medical Insurance	84.3%
Pension/ Retirement/401K	82.1%
Disability Insurance	71.2%
Dental Coverage	70.7%
Life Insurance	70.7%
Paid Holidays	66.8%
Paid Vacation	65.9%
Vision Coverage	65.1%
Paid Sick Leave	55.0%
Prescription Drug Coverage	46.3%

EMPLOYED: LIKELY TO CHANGE

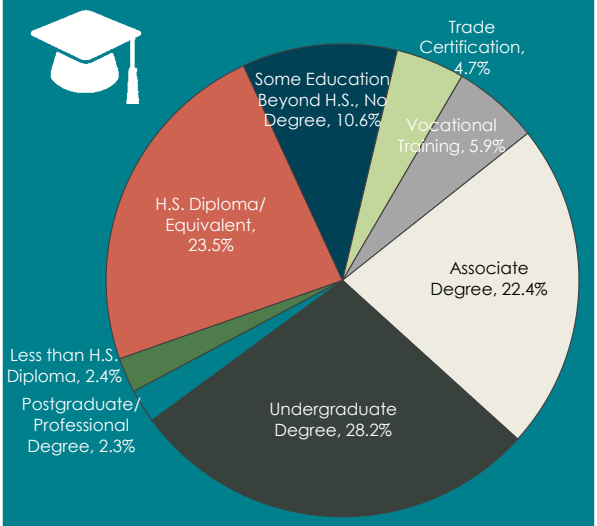
- **An estimated 29,288 employed individuals are likely to change their current employment situation for an opportunity in Northwood**

- Current occupational categories:

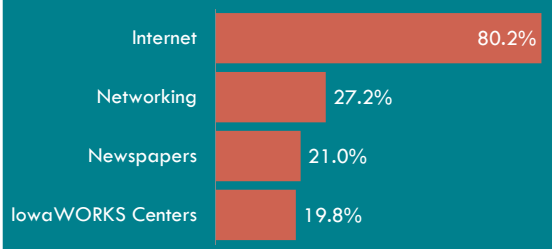
Production, Construction, Material Moving	32.9%
Service	21.5%
Professional, Paraprofessional, Technical	16.5%
Clerical	13.9%
Sales	8.9%
Managerial	6.3%
Agricultural	0.0%

- Current median wages: $
  - $16.47/hour and $56,000/year
  - $18.90/hour - attracts 66%
  - $21.50/hour - attracts 75%

- 74.1% have an education beyond HS



- **36.6% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:

- Top newspapers:

- Commute:
  - Currently commuting an average of **10** miles/**16** minutes (one-way) to work
  - Willing to commute an average of **23** miles/**31** minutes (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

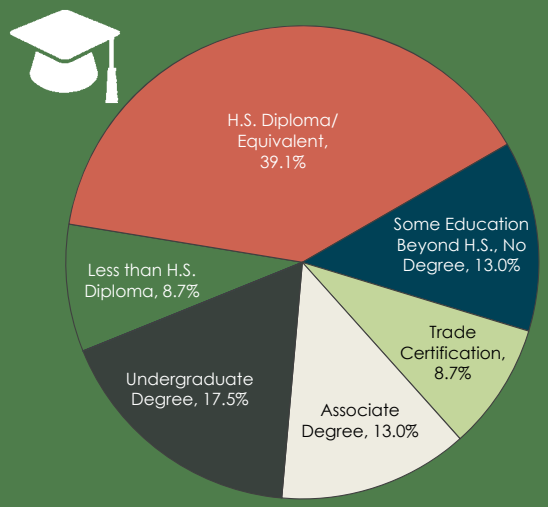
- **An estimated 1,210 unemployed individuals are likely to accept employment in Northwood**

- Former occupational categories:

Production, Construction, Material Moving	47.8%
Service	26.1%
Clerical	13.0%
Sales	8.7%
Managerial	4.4%
Agricultural	0.0%
Professional, Paraprofessional, Technical	0.0%

- Median wages: $
  - $14.50/hour - lowest willing to accept
  - $15.18/hour - attracts 66%
  - $17.25/hour - attracts 75%

- 52.2% have an education beyond HS



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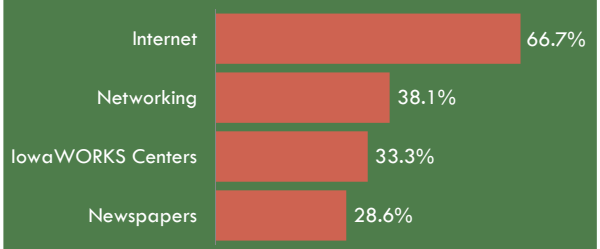


- Top sites:

- Top newspapers:

- Commute:
  - Willing to commute an average of **20** miles/**30** minutes (one-way) to work

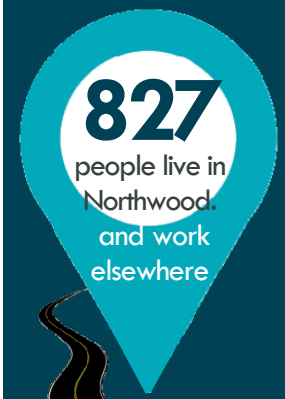
The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Northwood is estimated at 39.3 percent—approximately 827 people living in Northwood work in other communities.

Most of those who are out commuting are working in Mason City or Clear Lake.

Nearly one-fifth (18.2%) of out commuters are likely to change employment (approximately 150 people).

72.7% earn an hourly wage—median wage is **$17.50/hour**



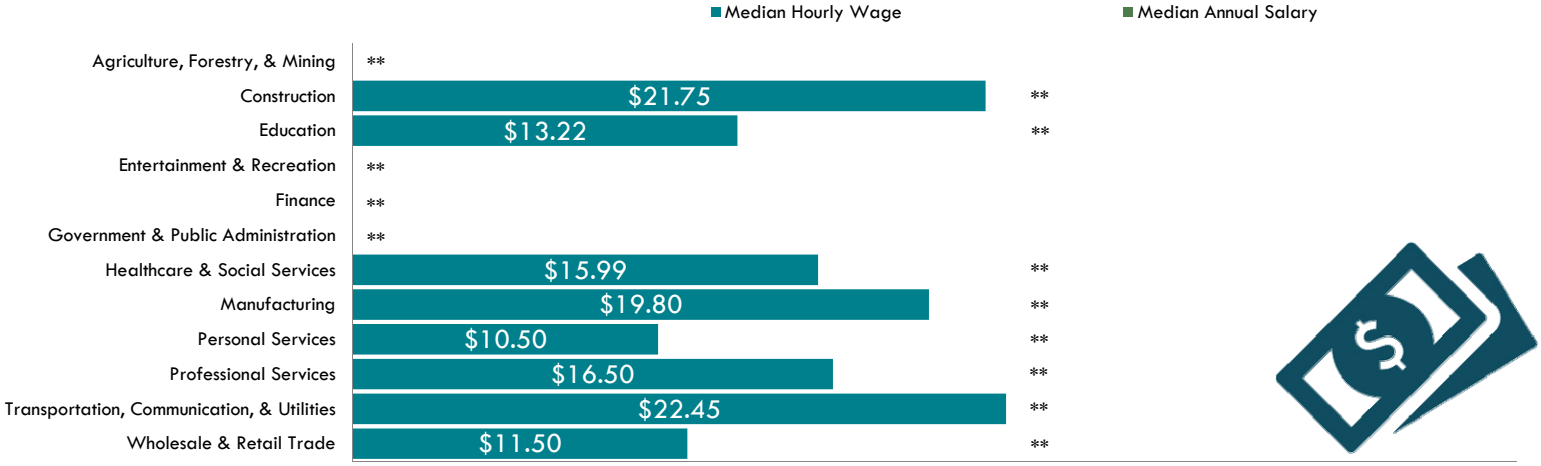
EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

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	Undergraduate Degree or Above
Agriculture, Forestry, & Mining	**	**	**	**	**
Construction	50.0%	0.0%	12.5%	25.0%	12.5%
Education	75.0%	0.0%	0.0%	0.0%	75.0%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	**	**	**	**	**
Government & Public Administration	**	**	**	**	**
Healthcare & Social Services	77.3%	13.7%	18.2%	13.6%	31.8%
Manufacturing	66.7%	7.5%	7.4%	33.3%	18.5%
Personal Services	60.0%	10.0%	0.0%	10.0%	40.0%
Professional Services	88.9%	22.3%	0.0%	33.3%	33.3%
Transportation, Communication, & Utilities	42.9%	42.9%	0.0%	0.0%	0.0%
Wholesale & Retail Trade	68.2%	13.6%	13.6%	13.6%	27.4%

Top percentages among industries per education level are highlighted in the table.

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	1.0%	293
Low Income	0.2%	59
Mismatch of Skills	5.2%	1,523
∑ †Total	6.2%	1,816

†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 WORKFORCE DEVELOPMENT

IOWA economic development

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