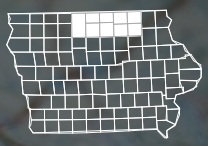

North-central Iowa: Heartland Power Service Territory (Cerro Gordo, Chickasaw, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago & Worth Counties) (Report provided courtesy of the 7 Rivers Alliance)

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Economy Overview

133,983

Population (2018)

Population **decreased by 2,300** over the last 5 years and is projected to **decrease by 1,659** over the next 5 years.

72,870

Jobs (2018)

Jobs **grew by 1,041** over the last 5 years and are projected to **grow by 2,674** over the next 5 years.

$48.5K

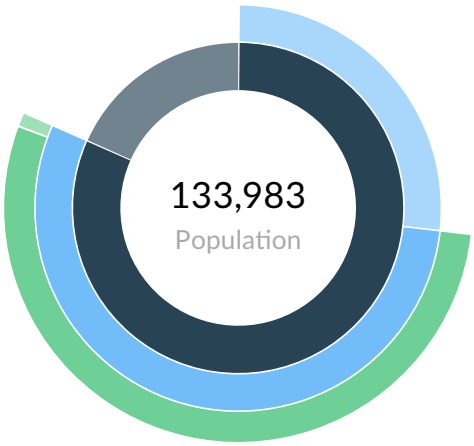
Avg. Earnings Per Job (2018)

Regional average earnings per job are **$16.6K below** the national average earnings of $65.1K per job.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	133,983	73,523	72,870	99.0	$8.11B	$10.90B	$11.72B
State	3,158,599	1,697,150	1,730,572	97.7	$194.90B	$189.73B	$229.50B
Nation	328,038,851	162,722,799	162,139,168	100.0	$19.94T	$0	$8.59T

Economy Overview - Cont.

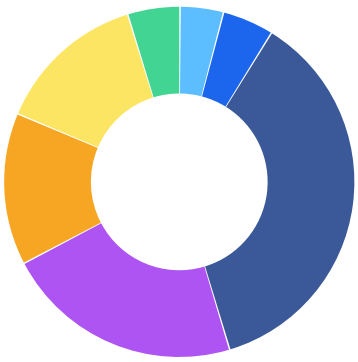
2018 Labor Force Breakdown



	Population
Total Working Age Population	109,319
Not in Labor Force (15+)	35,796
Labor Force	73,523
Employed	72,187
Unemployed	1,336
Under 15	24,664

Educational Attainment

Concerning educational attainment, **13.9% of the selected regions' residents possess a Bachelor's Degree** (4.7% below the national average), and **14.0% hold an Associate's Degree** (6.0% above the national average).

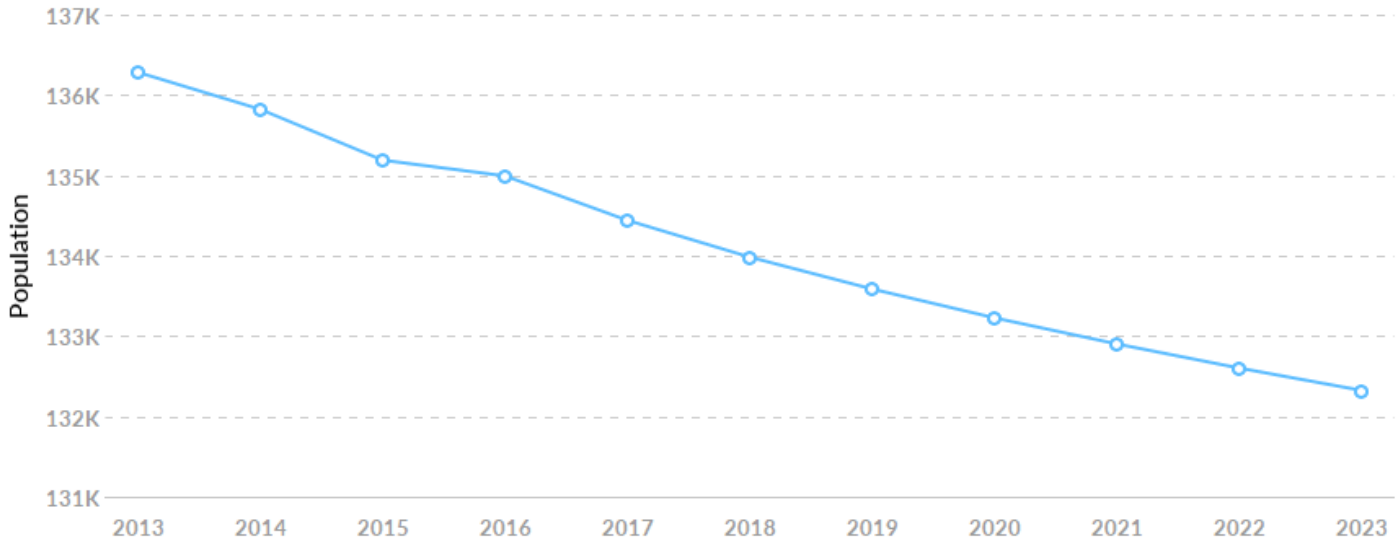


	% of Population	Population
Less Than 9th Grade	4.0%	3,767
9th Grade to 12th Grade	4.7%	4,466
High School Diploma	36.5%	34,353
Some College	22.0%	20,652
Associate's Degree	14.0%	13,204
Bachelor's Degree	13.9%	13,076
Graduate Degree and Higher	4.8%	4,538

Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 1.7%** since 2013, falling by 2,300. Population is expected to **decrease by 1.2%** between 2018 and 2023, losing 1,659.

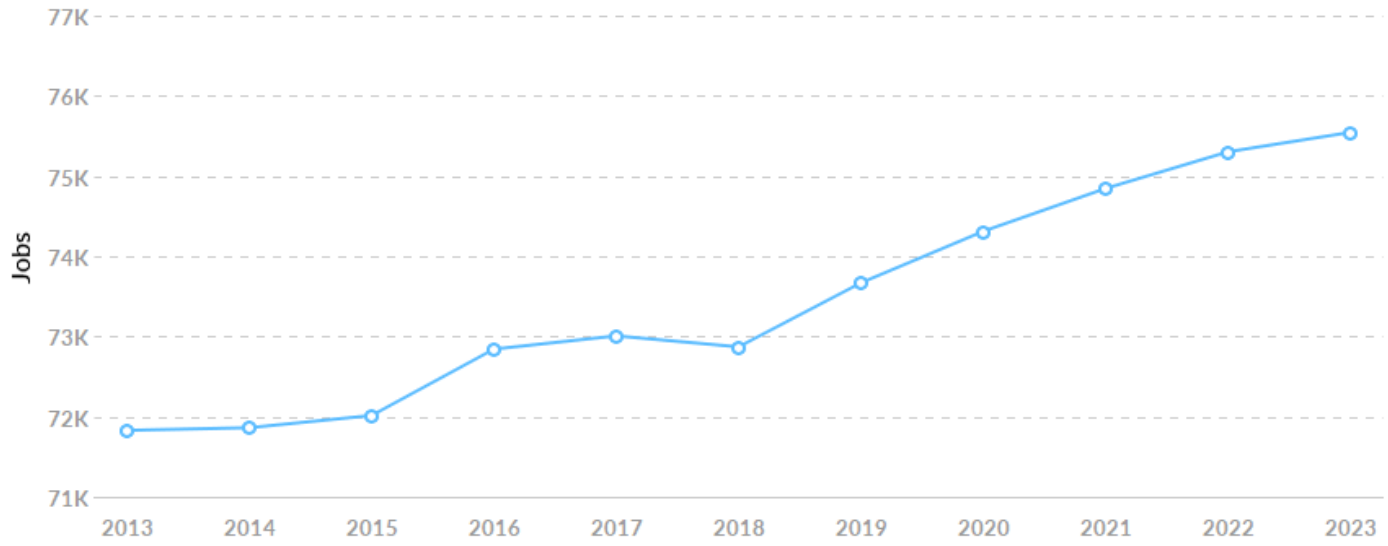


Timeframe	Population
2013	136,283
2014	135,822
2015	135,189
2016	134,993
2017	134,441
2018	133,983
2019	133,586
2020	133,227
2021	132,902
2022	132,602
2023	132,324

Historic & Projected Trends - Cont.

Job Trends

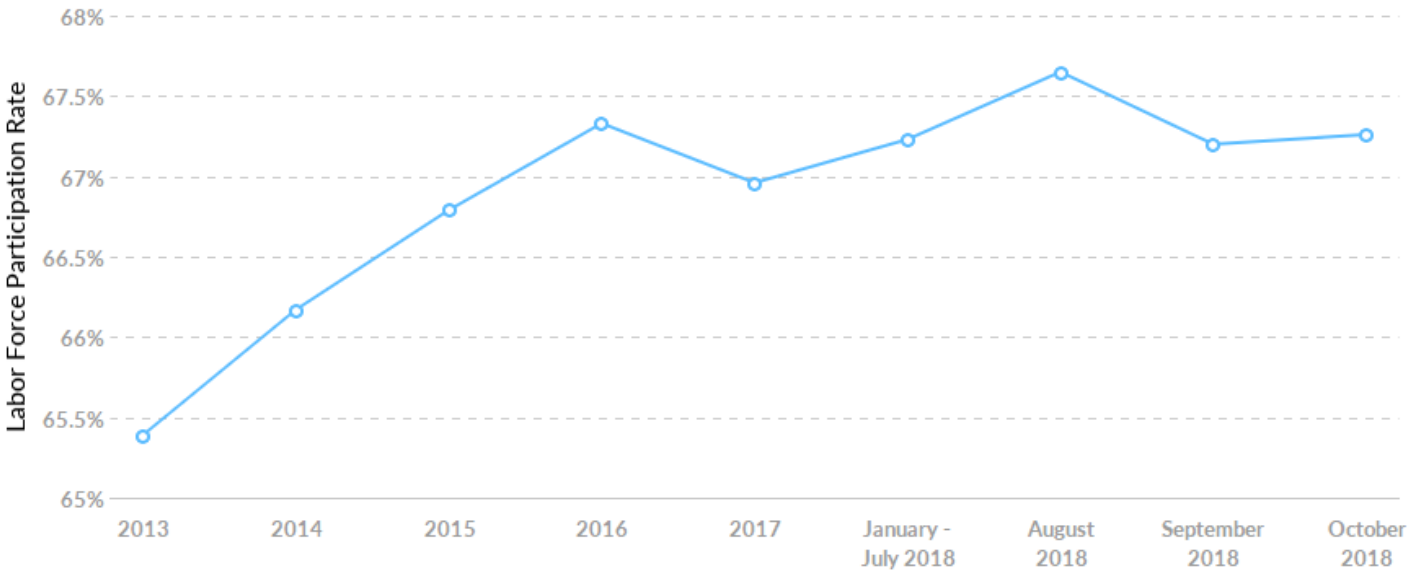
From 2013 to 2018, jobs **increased by 1.4%** in North-central Iowa: Heartland Power Service Territory (Cerro Gordo, Chickasaw, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago & Worth Counties) (Report provided courtesy of the 7 Rivers Alliance) from 71,829 to **72,870**. This change **fell short of the national growth rate of 7.8% by 6.4%**.



Timeframe	Jobs
2013	71,829
2014	71,862
2015	72,014
2016	72,842
2017	73,007
2018	72,870
2019	73,668
2020	74,311
2021	74,845
2022	75,302
2023	75,544

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

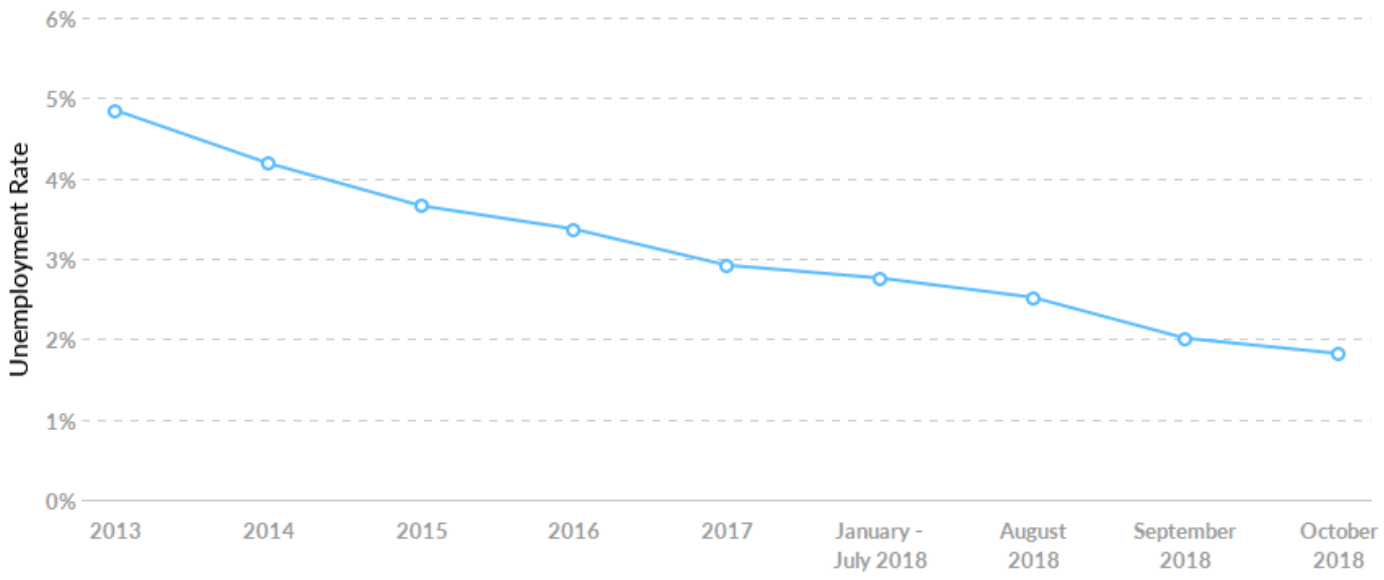


Timeframe	Labor Force Participation Rate
2013	65.39%
2014	66.17%
2015	66.79%
2016	67.33%
2017	66.96%
January - July 2018	67.23%
August 2018	67.65%
September 2018	67.20%
October 2018	67.26%

Historic & Projected Trends - Cont.

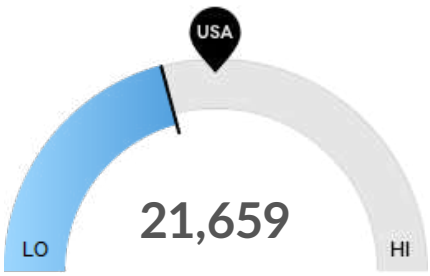
Unemployment Rate Trends

Your areas had an October 2018 unemployment rate of 1.82%, **decreasing from 4.85%** 5 years before.



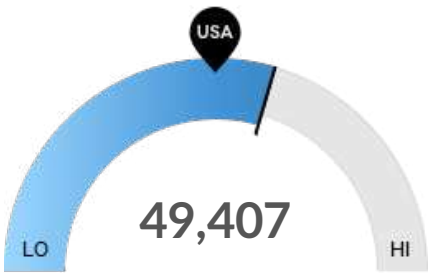
Timeframe	Unemployment Rate
2013	4.85%
2014	4.19%
2015	3.66%
2016	3.37%
2017	2.92%
January - July 2018	2.76%
August 2018	2.52%
September 2018	2.01%
October 2018	1.82%

Population Characteristics



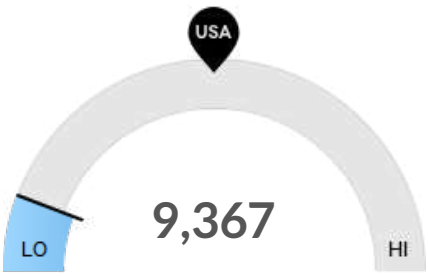
Millennials

Your area has 21,659 millennials (ages 20-34). The national average for an area this size is 27,845.



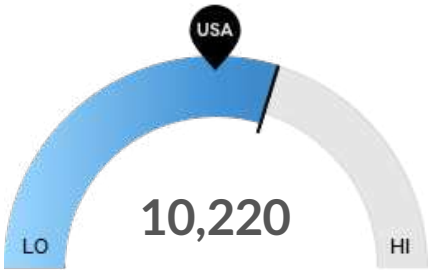
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 38,326 people 55 or older, while there are 49,407 here.



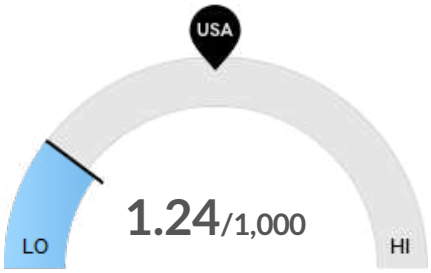
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 52,797 racially diverse people, while there are 9,367 here.



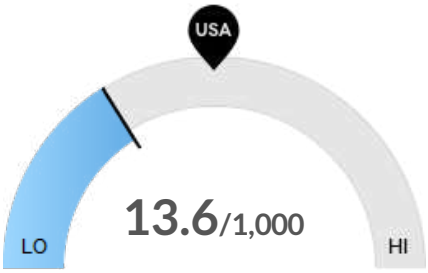
Veterans

Your area has 10,220 veterans. The national average for an area this size is 7,817.



Violent Crime

Your area has 1.24 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

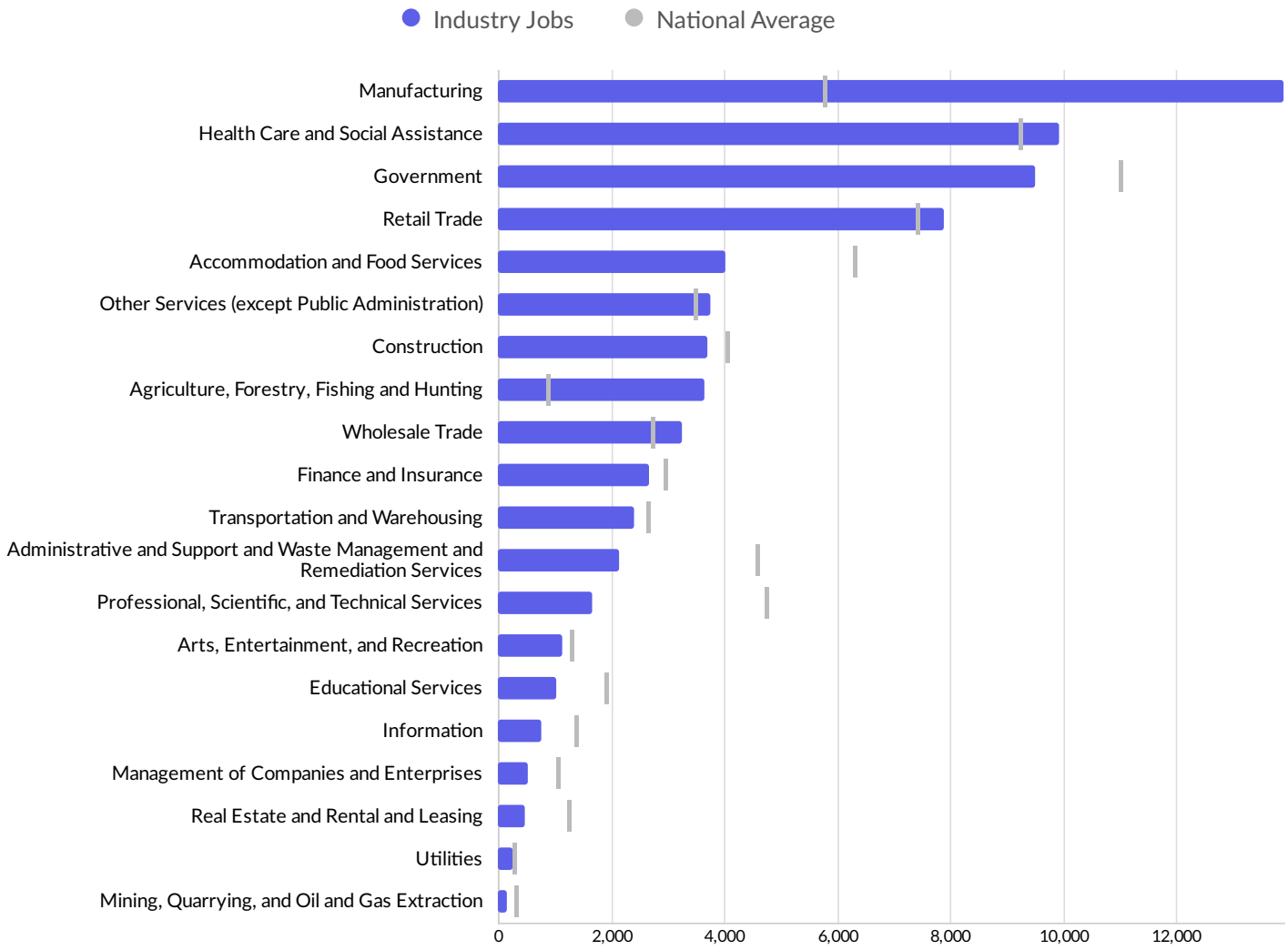


Property Crime

Your area has 13.6 property crimes per 1,000 people. The national rate is 24.21 per 1,000 people.

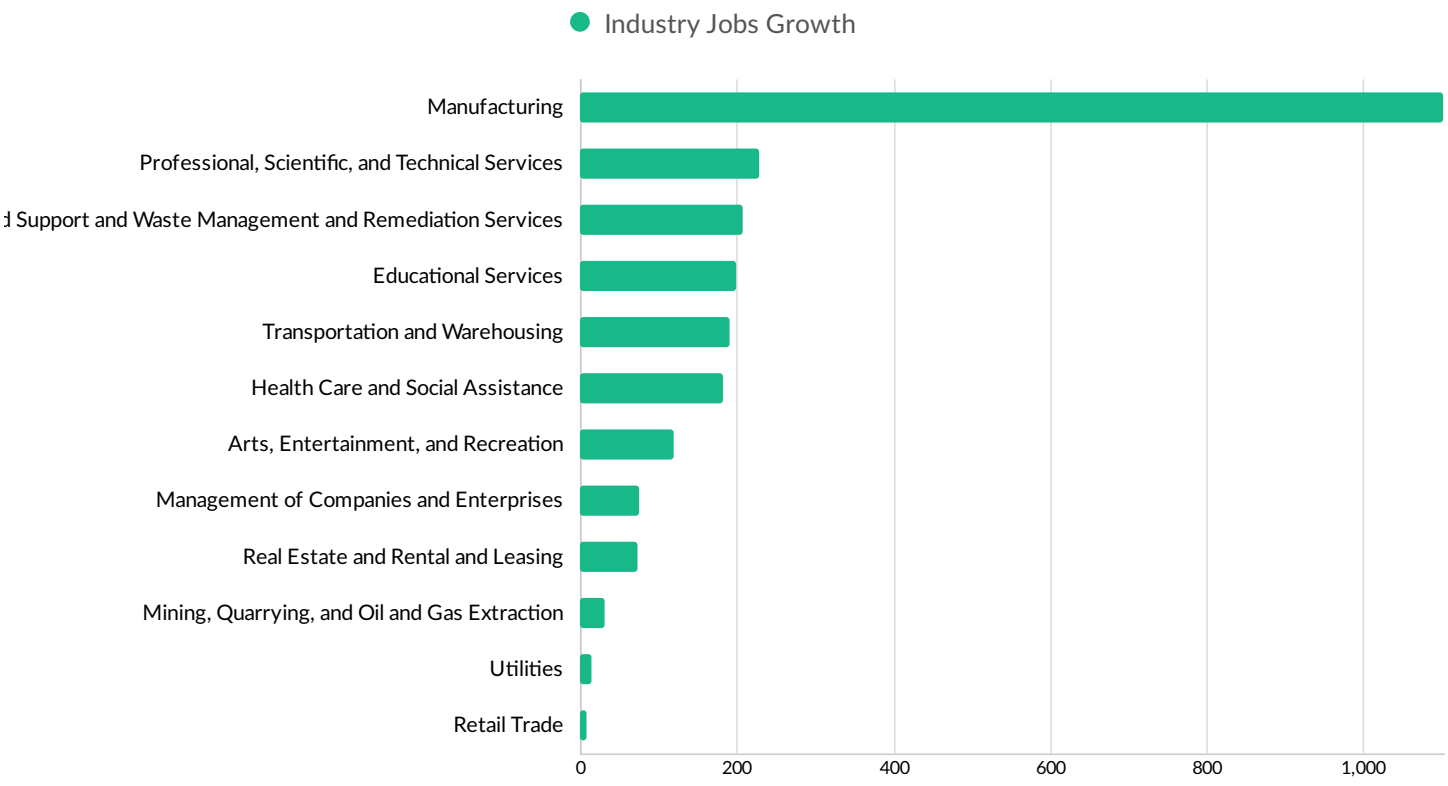
Industry Characteristics

Largest Industries



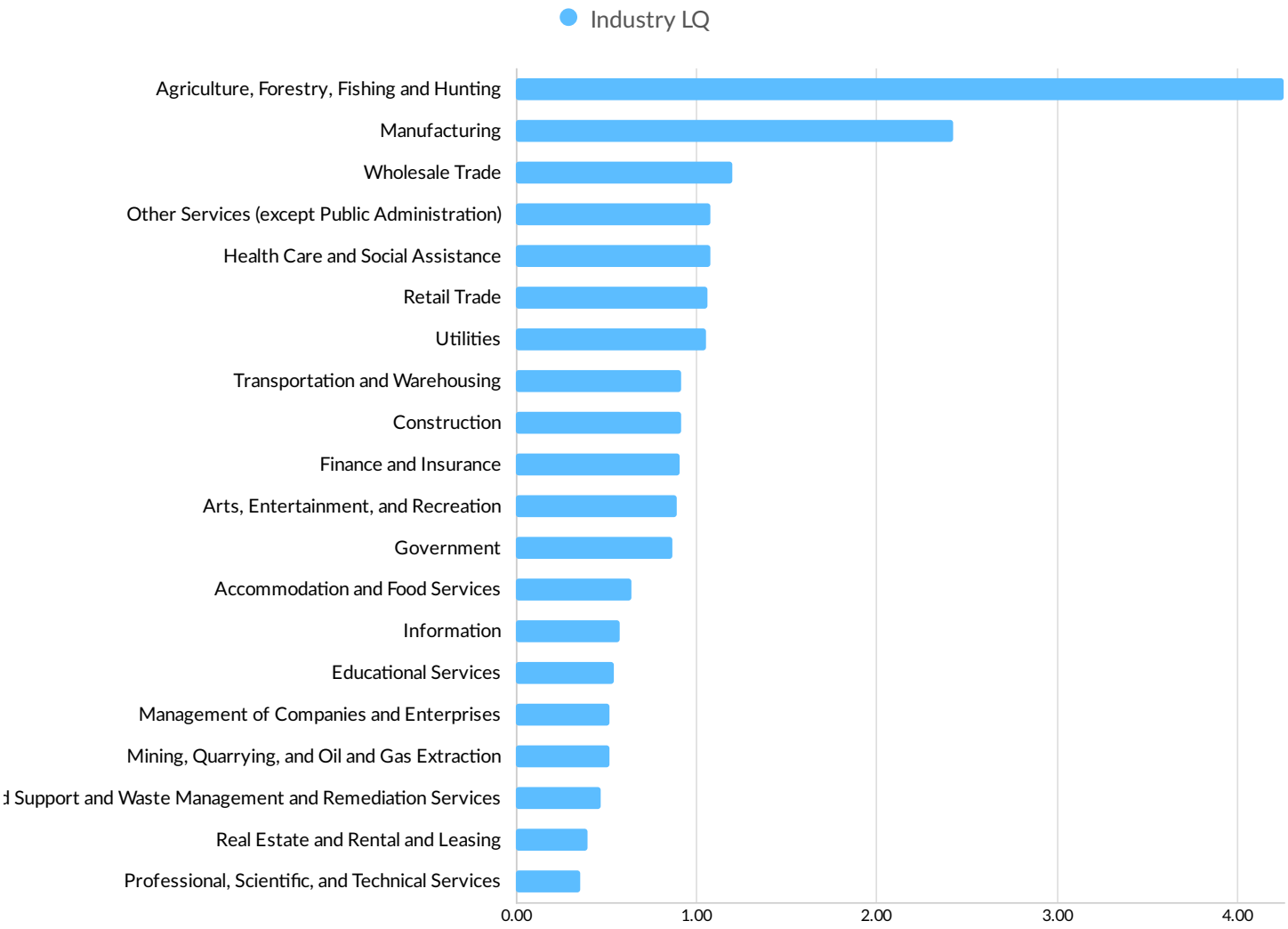
Industry Characteristics - Cont.

Top Growing Industries



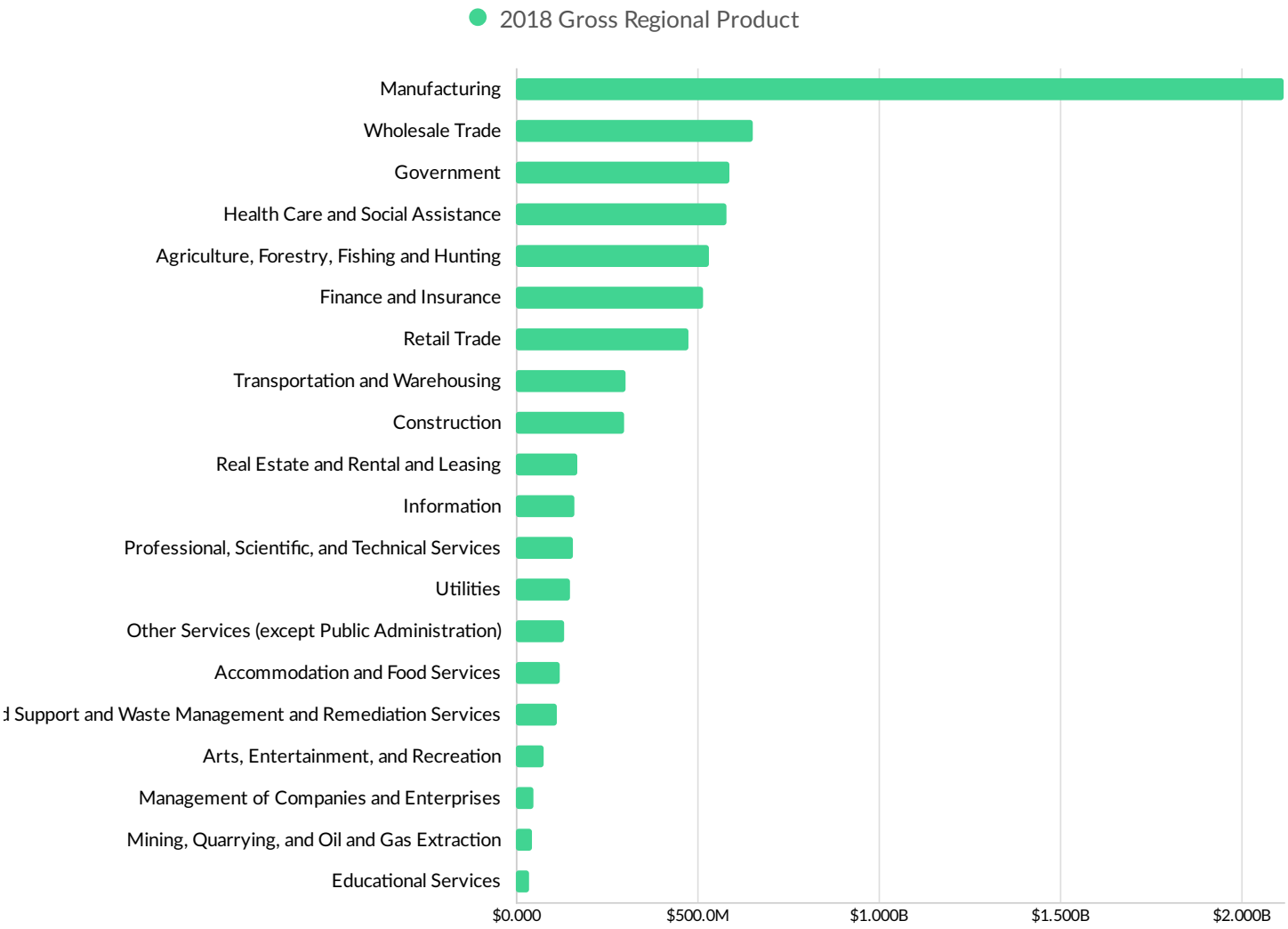
Industry Characteristics - Cont.

Top Industry LQ



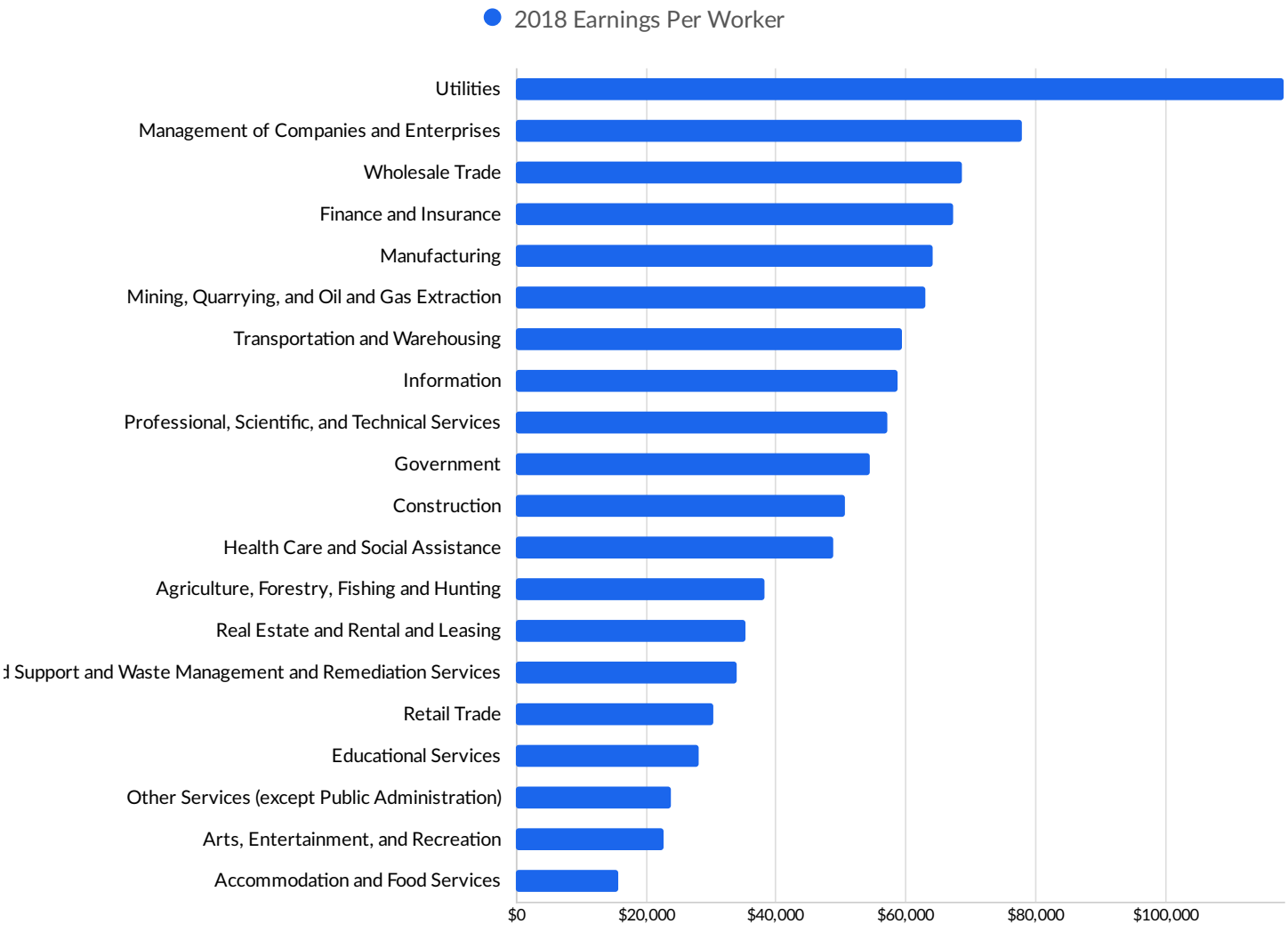
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	12,801	13,903	1,102	+9%	2.42	$64,330	$2.12B
Health Care and Social Assistance	9,744	9,926	182	+2%	1.08	$48,942	$581.47M
Government	9,554	9,494	-60	-1%	0.86	$54,551	$587.29M
Retail Trade	7,875	7,883	8	+0%	1.07	$30,399	$475.25M
Accommodation and Food Services	4,251	4,029	-222	-5%	0.64	$15,738	$120.23M
Other Services (except Public Administration)	4,009	3,764	-245	-6%	1.08	$23,858	$132.27M
Construction	3,989	3,708	-281	-7%	0.92	$50,740	$298.08M
Agriculture, Forestry, Fishing and Hunting	3,945	3,665	-280	-7%	4.26	$38,252	$533.59M
Wholesale Trade	3,322	3,255	-67	-2%	1.20	$68,692	$652.96M
Finance and Insurance	2,742	2,669	-73	-3%	0.91	$67,496	$515.28M
Transportation and Warehousing	2,214	2,405	191	+9%	0.92	$59,612	$301.10M
Administrative and Support and Waste Management and Remediation Services	1,927	2,134	207	+11%	0.47	$33,947	$113.42M
Professional, Scientific, and Technical Services	1,442	1,671	229	+16%	0.35	$57,327	$156.96M
Arts, Entertainment, and Recreation	1,010	1,129	119	+12%	0.89	$22,823	$77.34M
Educational Services	822	1,021	199	+24%	0.55	$28,113	$36.76M
Information	928	767	-161	-17%	0.57	$58,753	$160.70M
Management of Companies and Enterprises	466	541	75	+16%	0.52	$77,888	$46.81M
Real Estate and Rental and Leasing	414	487	73	+18%	0.40	$35,359	$168.84M
Utilities	251	265	14	+6%	1.05	$118,342	$149.81M

Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Mining, Quarrying, and Oil and Gas Extraction	122	154	32	+26%	0.52	$63,098	$42.51M

Business Characteristics

4,721 Companies Employ Your Workers

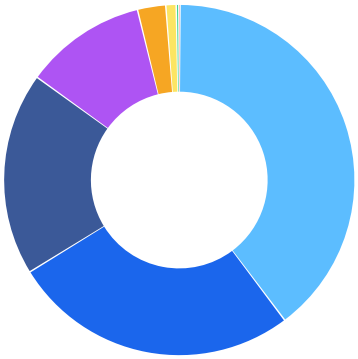
Online profiles for your workers mention 4,721 companies as employers, with the top 10 appearing below. In the last 12 months, 2,528 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Mercy Medical Center Foundat...	366
Winnebago Industries, Inc.	240
Opportunity Village	102
North Iowa Area Community C...	97
Principal Financial Group Inc	84
Zoetis Inc.	72
Cambrex Corporation	69
Hy-Vee, Inc.	64
Mason City Community School...	53
Pharmacists Mutual Insurance ...	45

Top Companies Posting	Unique Postings
CRST International, Inc.	2,502
Koch Trucking, Inc.	1,416
C.R. England, Inc.	782
Platinum Supplemental Insuran...	692
Teach For America, Inc.	568
U. S. Xpress, Inc.	519
Trinity Health Corporation	492
USA Truck, Inc.	434
Dollar General Corporation	432
K.B. Transportation, Inc.	399

Business Characteristics - Cont.

Business Size

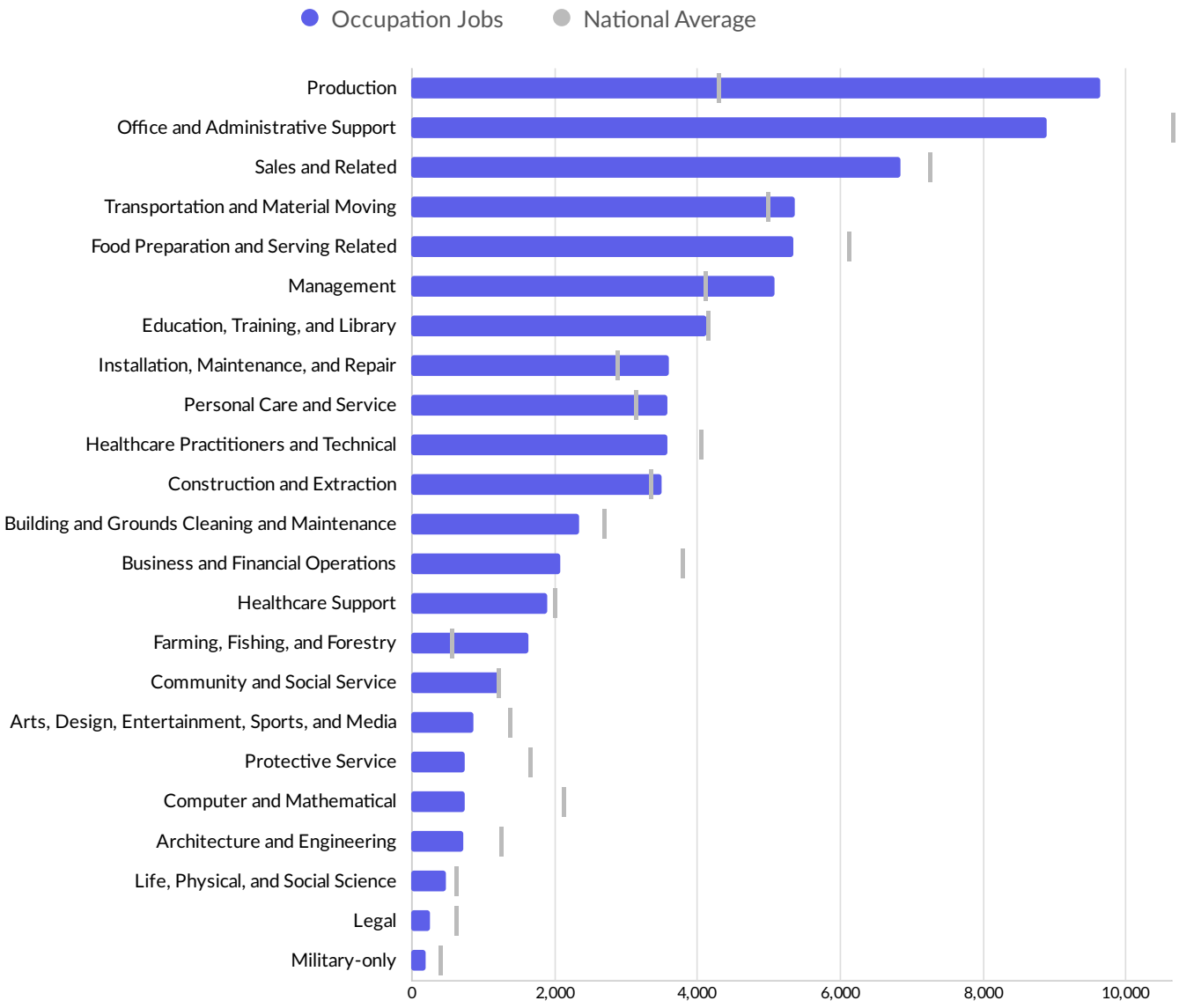


	Percentage	Business Count
1 to 4 employees	39.7%	2,958
5 to 9 employees	26.5%	1,976
10 to 19 employees	18.7%	1,397
20 to 49 employees	11.2%	836
50 to 99 employees	2.6%	194
100 to 249 employees	1.0%	71
250 to 499 employees	0.2%	18
500+ employees	0.1%	8

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

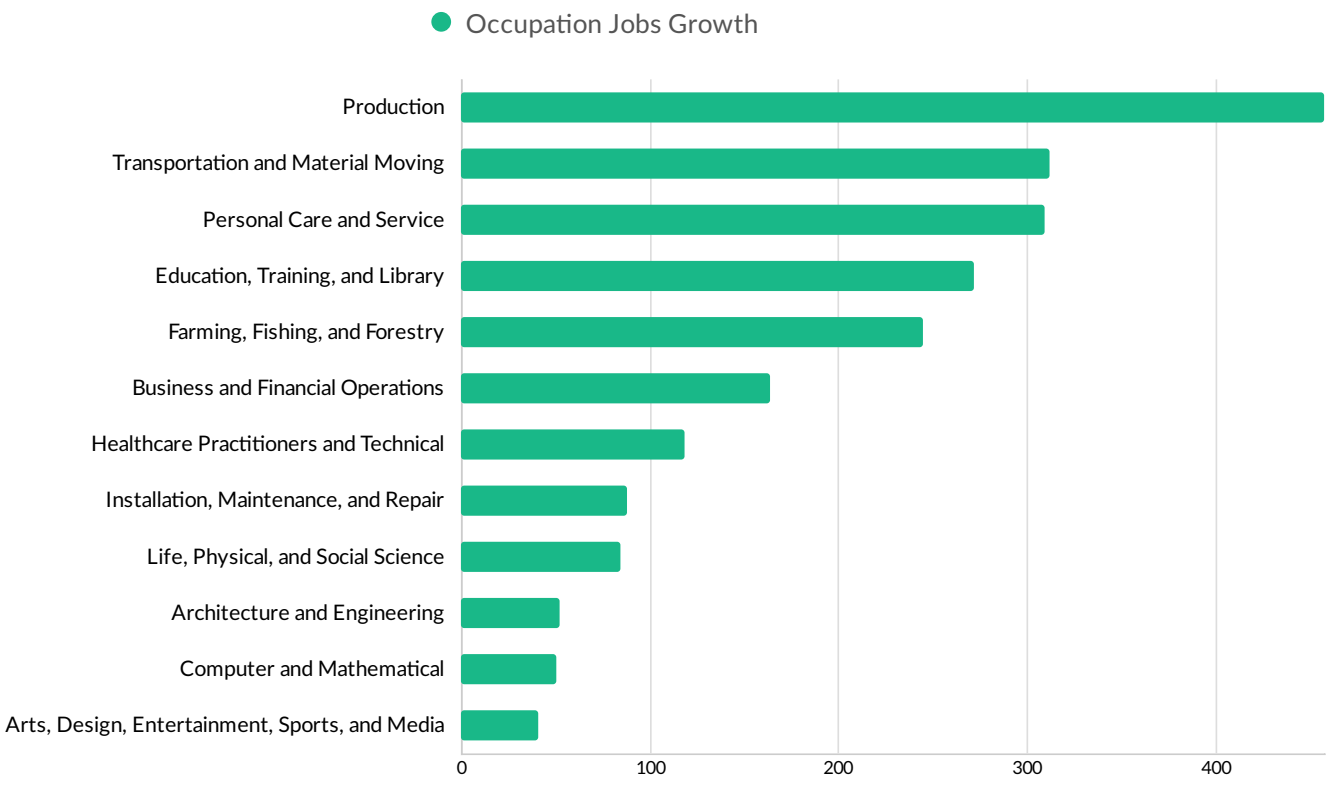
Workforce Characteristics

Largest Occupations



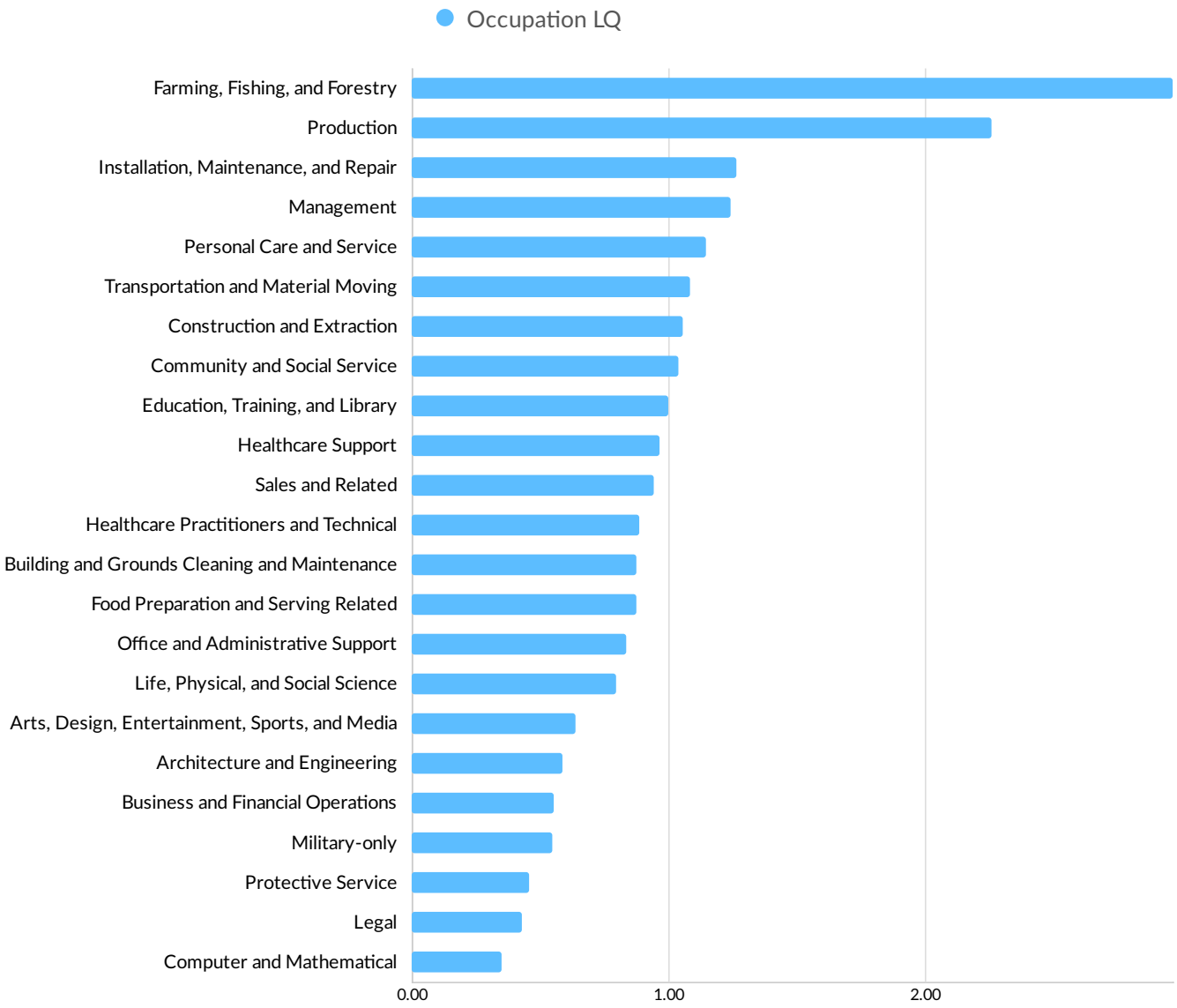
Workforce Characteristics - Cont.

Top Growing Occupations



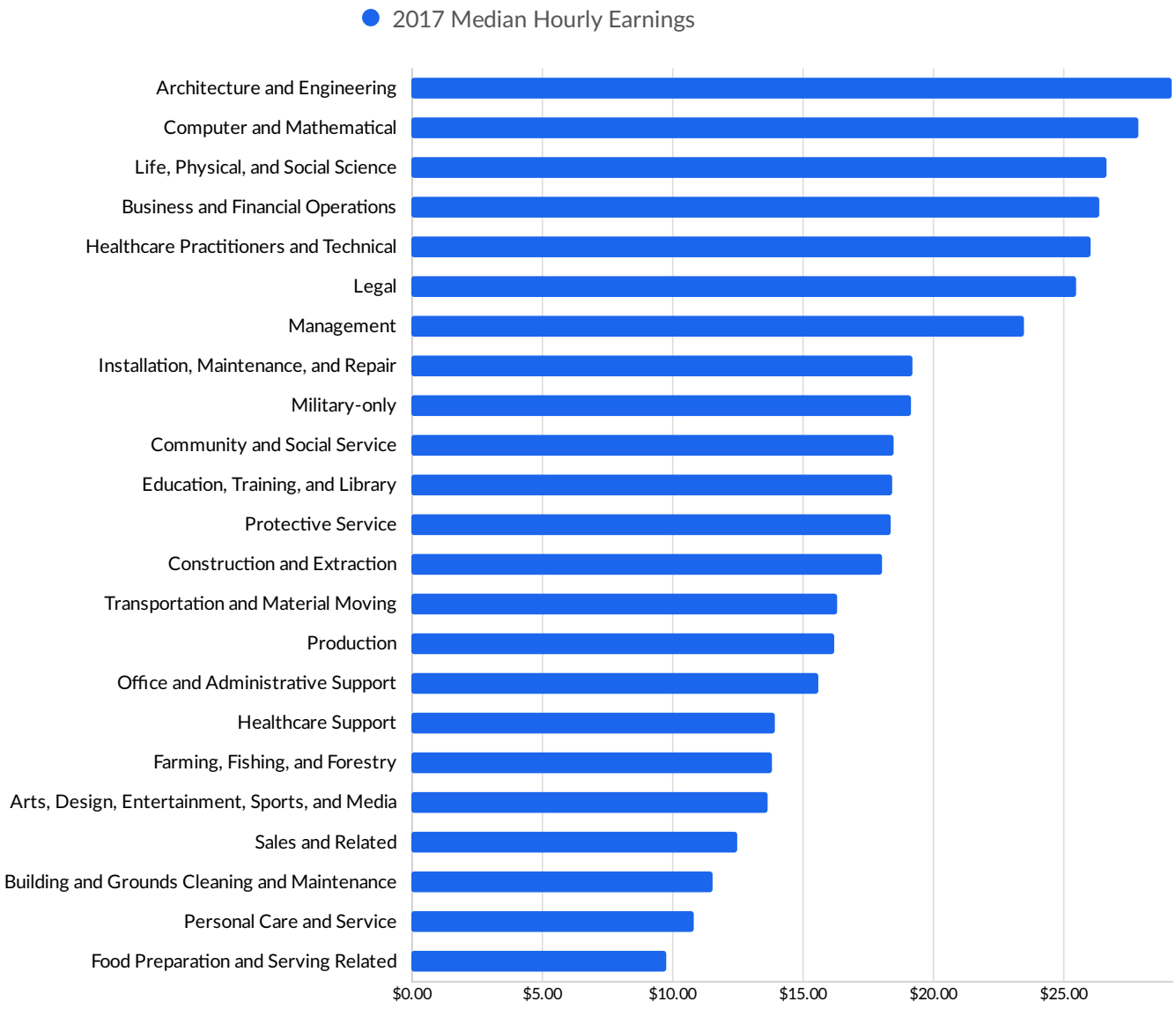
Workforce Characteristics - Cont.

Top Occupation LQ



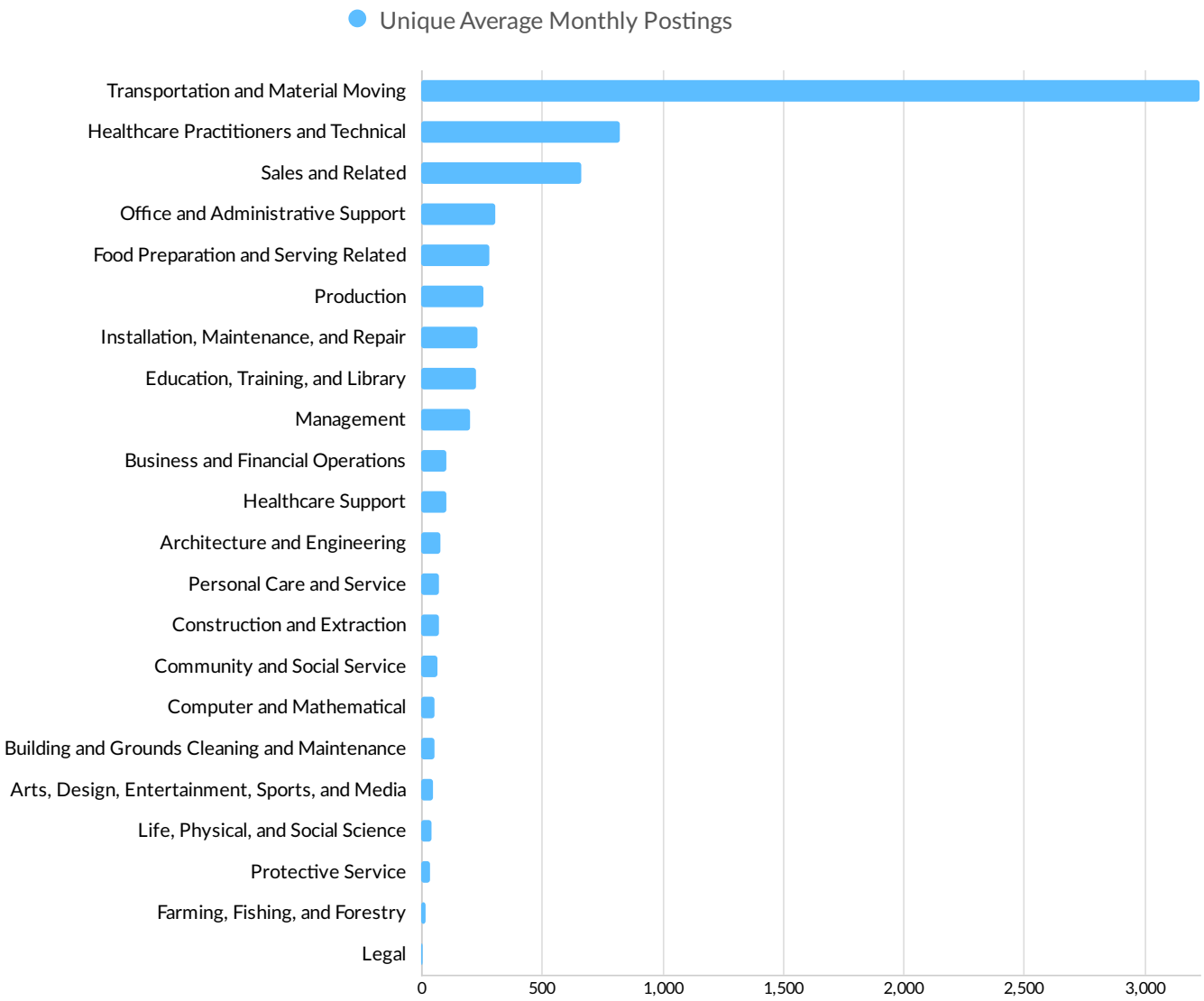
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Production	9,187	9,645	458	+5%	2.26	$16.21	257
Office and Administrative Support	9,087	8,908	-179	-2%	0.84	$15.59	308
Sales and Related	6,913	6,844	-69	-1%	0.94	$12.51	664
Transportation and Material Moving	5,051	5,363	312	+6%	1.08	$16.33	3,231
Food Preparation and Serving Related	5,353	5,342	-11	0%	0.88	$9.78	283
Management	5,303	5,079	-224	-4%	1.24	$23.49	201
Education, Training, and Library	3,870	4,142	272	+7%	1.00	$18.44	229
Installation, Maintenance, and Repair	3,525	3,613	88	+2%	1.27	$19.24	231
Personal Care and Service	3,278	3,588	310	+9%	1.15	$10.86	72
Healthcare Practitioners and Technical	3,465	3,584	119	+3%	0.89	$26.05	823
Construction and Extraction	3,726	3,511	-215	-6%	1.06	$18.09	71
Building and Grounds Cleaning and Maintenance	2,461	2,345	-116	-5%	0.88	$11.58	53
Business and Financial Operations	1,931	2,095	164	+8%	0.56	$26.39	108
Healthcare Support	2,187	1,904	-283	-13%	0.96	$13.98	105
Farming, Fishing, and Forestry	1,390	1,635	245	+18%	2.96	$13.82	21
Community and Social Service	1,255	1,249	-6	0%	1.04	$18.51	70

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Mar 2018 - Feb 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	821	862	41	+5%	0.64	$13.67	50
Protective Service	763	745	-18	-2%	0.46	$18.39	36
Computer and Mathematical	689	740	51	+7%	0.35	$27.88	57
Architecture and Engineering	677	729	52	+8%	0.59	$29.18	79
Life, Physical, and Social Science	394	479	85	+22%	0.80	$26.67	46
Legal	273	260	-13	-5%	0.43	$25.54	6
Military-only	229	208	-21	-9%	0.55	$19.19	1

Educational Pipeline

In 2017, there were 1,746 graduates in North-central Iowa: Heartland Power Service Territory (Cerro Gordo, Chickasaw, Floyd, Hancock, Howard, Kossuth, Mitchell, Winnebago & Worth Counties) (Report provided courtesy of the 7 Rivers Alliance). This pipeline has grown by 28% over the last 5 years. The highest share of these graduates come from Liberal Arts and Sciences/Liberal Studies, Nursing Assistant/Aide and Patient Care Assistant/Aide, and Fire Services Administration.

School	Total Graduates (2017)		Graduate Trend (2013 - 2017)
North Iowa Area Community College	880		
Waldorf University	757		
Kaplan University-Mason City Campus	73		
La James College of Hairstyling and Cosmetology	36		
Total Look School of Cosmetology & Massage Therapy	0		