

**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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## Report Parameters

### 9 Counties

19033	Cerro Gordo County, IA	19109	Kossuth County, IA
19037	Chickasaw County, IA	19131	Mitchell County, IA
19067	Floyd County, IA	19189	Winnebago County, IA
19081	Hancock County, IA	19195	Worth County, IA
19089	Howard County, IA		

### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

## Economy Overview

**133,222**

**Population (2019)**

Population decreased by **2,663** over the last 5 years and is projected to **decrease by 2,045** over the next 5 years.

**73,591**

**Total Regional Employment**

Jobs **grew by 1,622** over the last 5 years and are projected to **grow by 3,168** over the next 5 years.

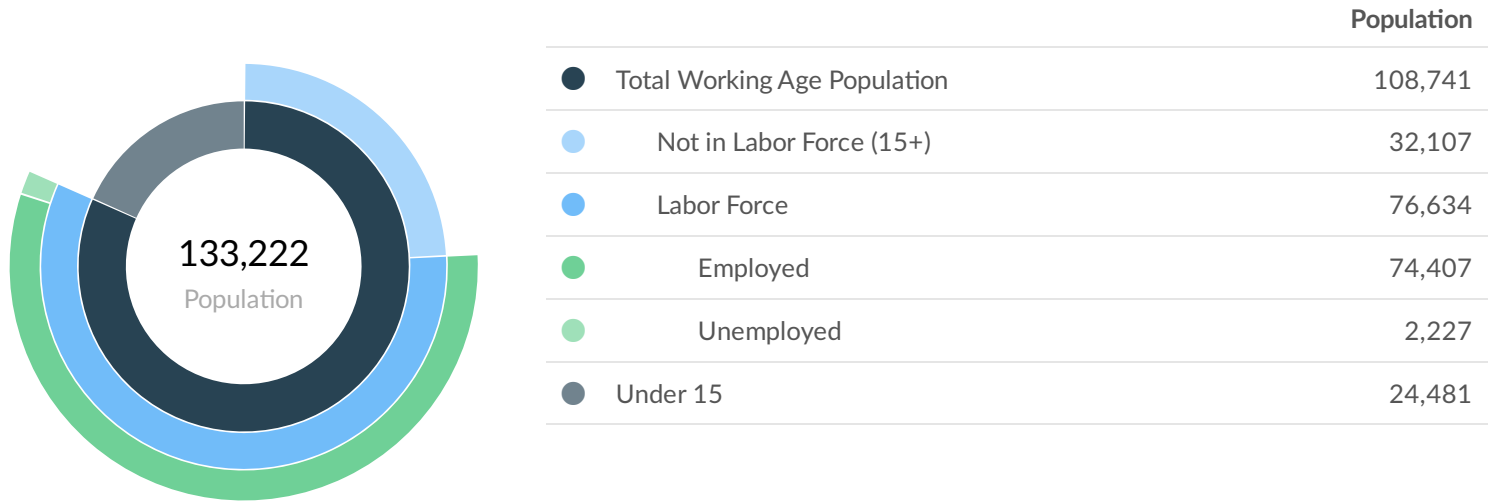
**\$51.5K**

**Avg. Earnings Per Job (2019)**

Regional average earnings per job are **\$17.6K below** the national average earnings of \$69.1K per job.

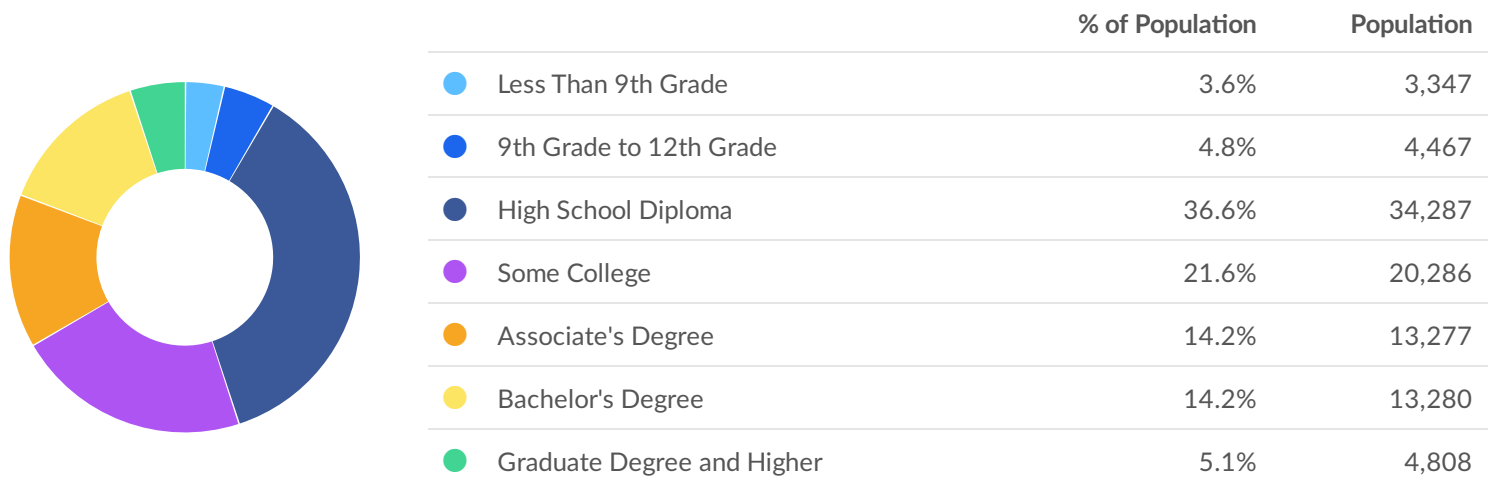
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	133,222	76,634	73,591	99.9	\$8.04B	\$11.07B	\$11.46B
State	3,168,230	1,745,729	1,755,976	98.3	\$193.48B	\$196.92B	\$227.90B
United States	329,399,330	163,493,315	165,694,988	100.0	\$21.12T	\$0	\$8.96T

## 2019 Labor Force Breakdown



## Educational Attainment

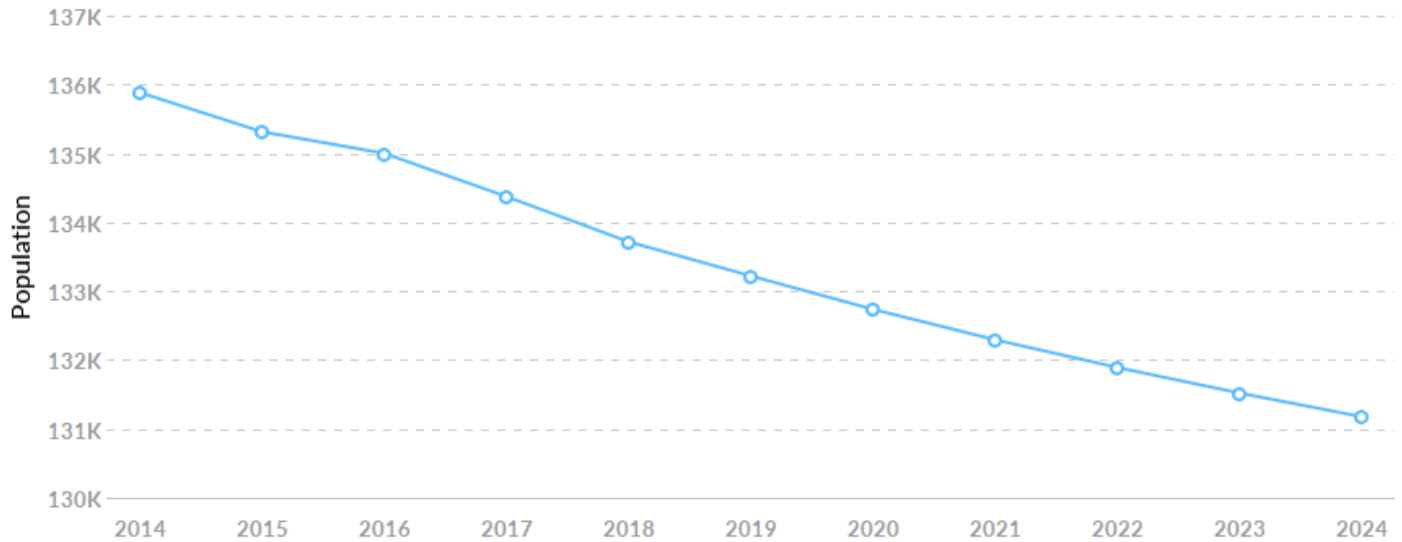
Concerning educational attainment, **14.2% of the selected regions' residents possess a Bachelor's Degree** (4.7% below the national average), and **14.2% hold an Associate's Degree** (6.1% above the national average).



# Historic & Projected Trends

## Population Trends

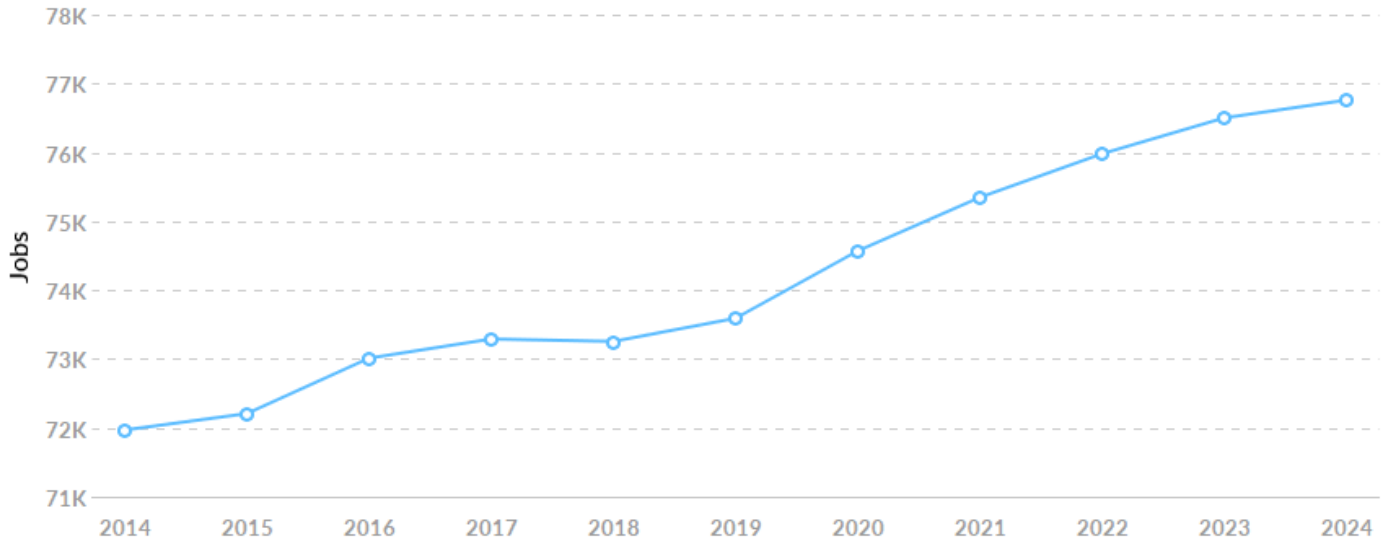
As of 2019 the region's population **declined by 2.0%** since 2014, falling by 2,663. Population is expected to **decrease by 1.5%** between 2019 and 2024, losing 2,045.



Timeframe	Population
2014	135,885
2015	135,315
2016	135,001
2017	134,375
2018	133,718
2019	133,222
2020	132,737
2021	132,295
2022	131,892
2023	131,521
2024	131,177

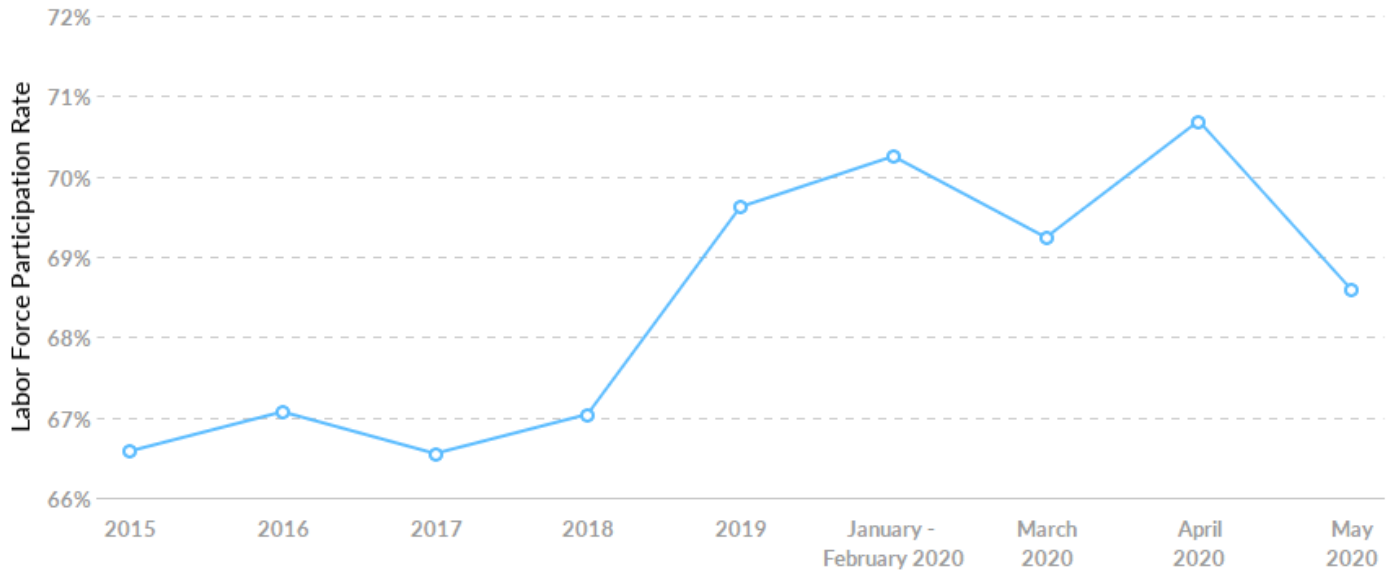
## Job Trends

From 2014 to 2019, jobs **increased by 2.3%** 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 71,969 to **73,591**. This change **fell short of the national growth rate of 7.9% by 5.6%**.



Timeframe	Jobs
2014	71,969
2015	72,207
2016	73,012
2017	73,290
2018	73,255
2019	73,591
2020	74,569
2021	75,347
2022	75,980
2023	76,501
2024	76,759

## Labor Force Participation Rate Trends

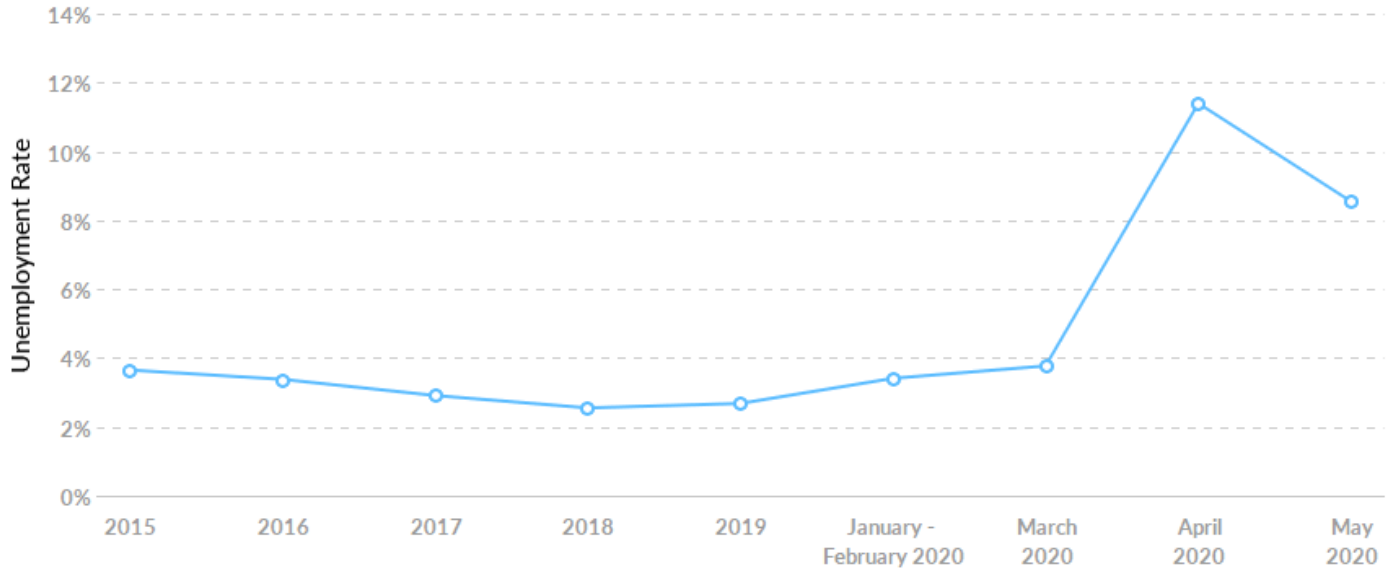


Timeframe	Labor Force Participation Rate
2015	66.58%
2016	67.07%
2017	66.55%
2018	67.04%
2019	69.62%
January - February 2020	70.25%
March 2020	69.24%
April 2020	70.69%
May 2020	68.59%



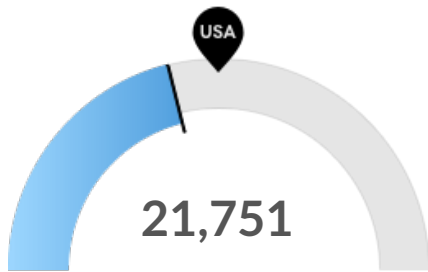
## Unemployment Rate Trends

Your areas had a May 2020 unemployment rate of 8.54%, **increasing from 3.65% 5 years before.**



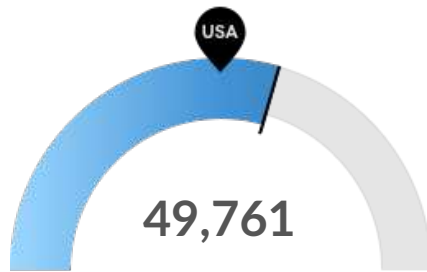
Timeframe	Unemployment Rate
2015	3.65%
2016	3.38%
2017	2.91%
2018	2.55%
2019	2.68%
January - February 2020	3.41%
March 2020	3.77%
April 2020	11.39%
May 2020	8.54%

## Population Characteristics



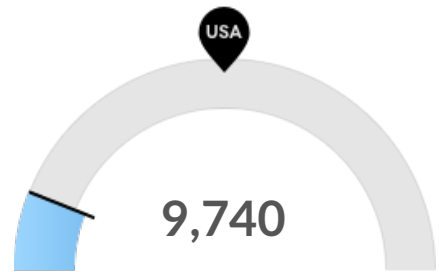
**Millennials**

Your area has 21,751 millennials (ages 25-39). The national average for an area this size is 27,491.



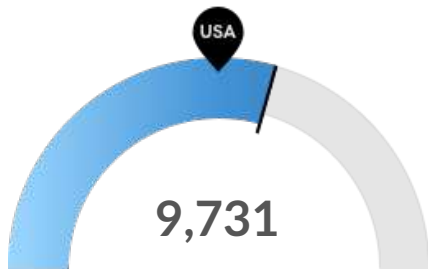
**Retiring Soon**

Retirement risk is high in your area. The national average for an area this size is 38,707 people 55 or older, while there are 49,761 here.



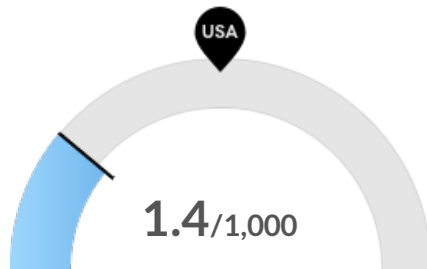
**Racial Diversity**

Racial diversity is low in your area. The national average for an area this size is 52,978 racially diverse people, while there are 9,740 here.



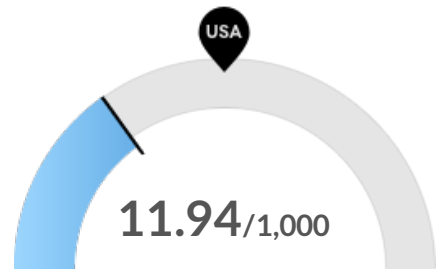
**Veterans**

Your area has 9,731 veterans. The national average for an area this size is 7,607.



**Violent Crime**

Your area has 1.4 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

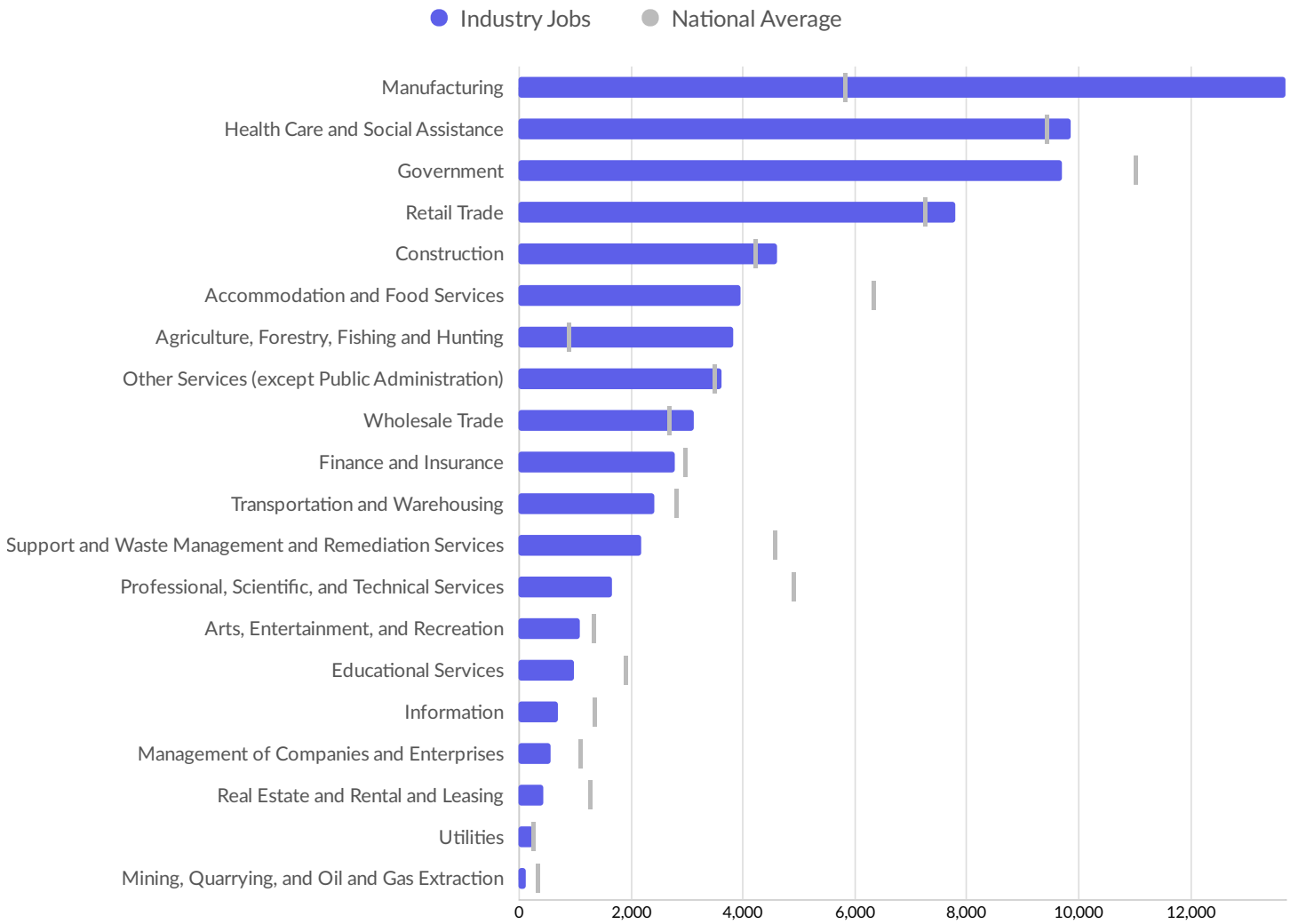


**Property Crime**

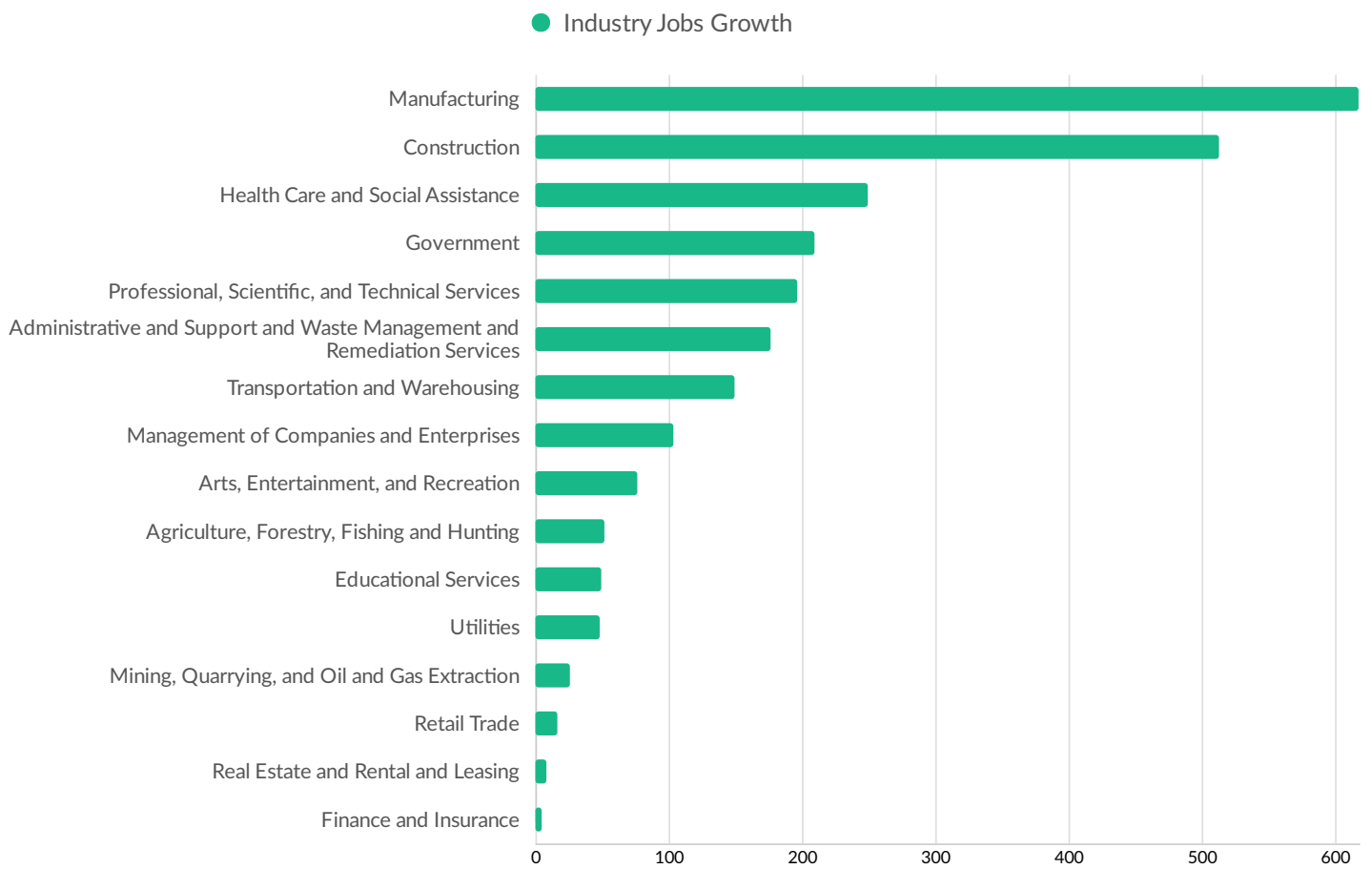
Your area has 11.94 property crimes per 1,000 people. The national rate is 22.98 per 1,000 people.

# Industry Characteristics

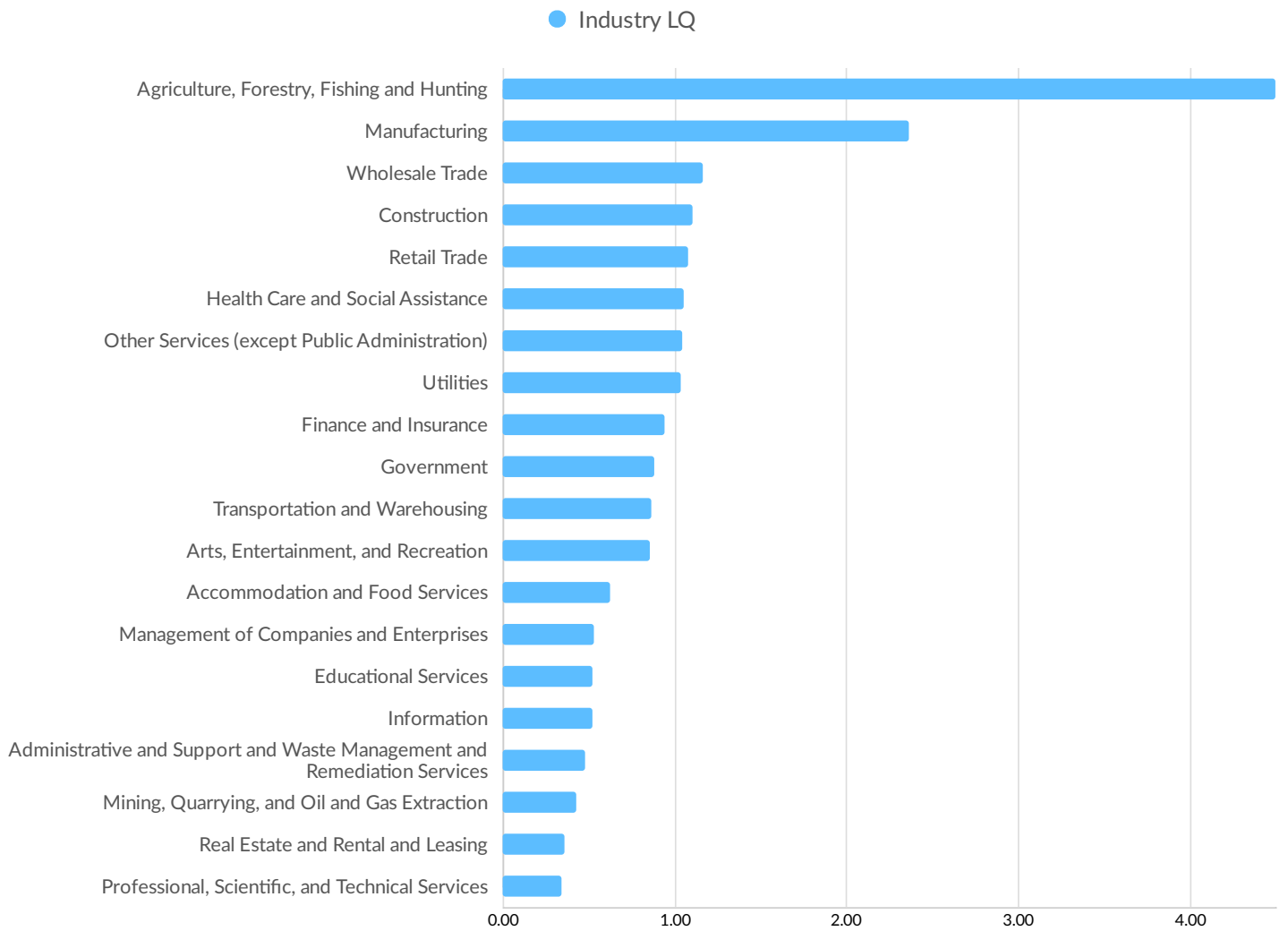
## Largest Industries



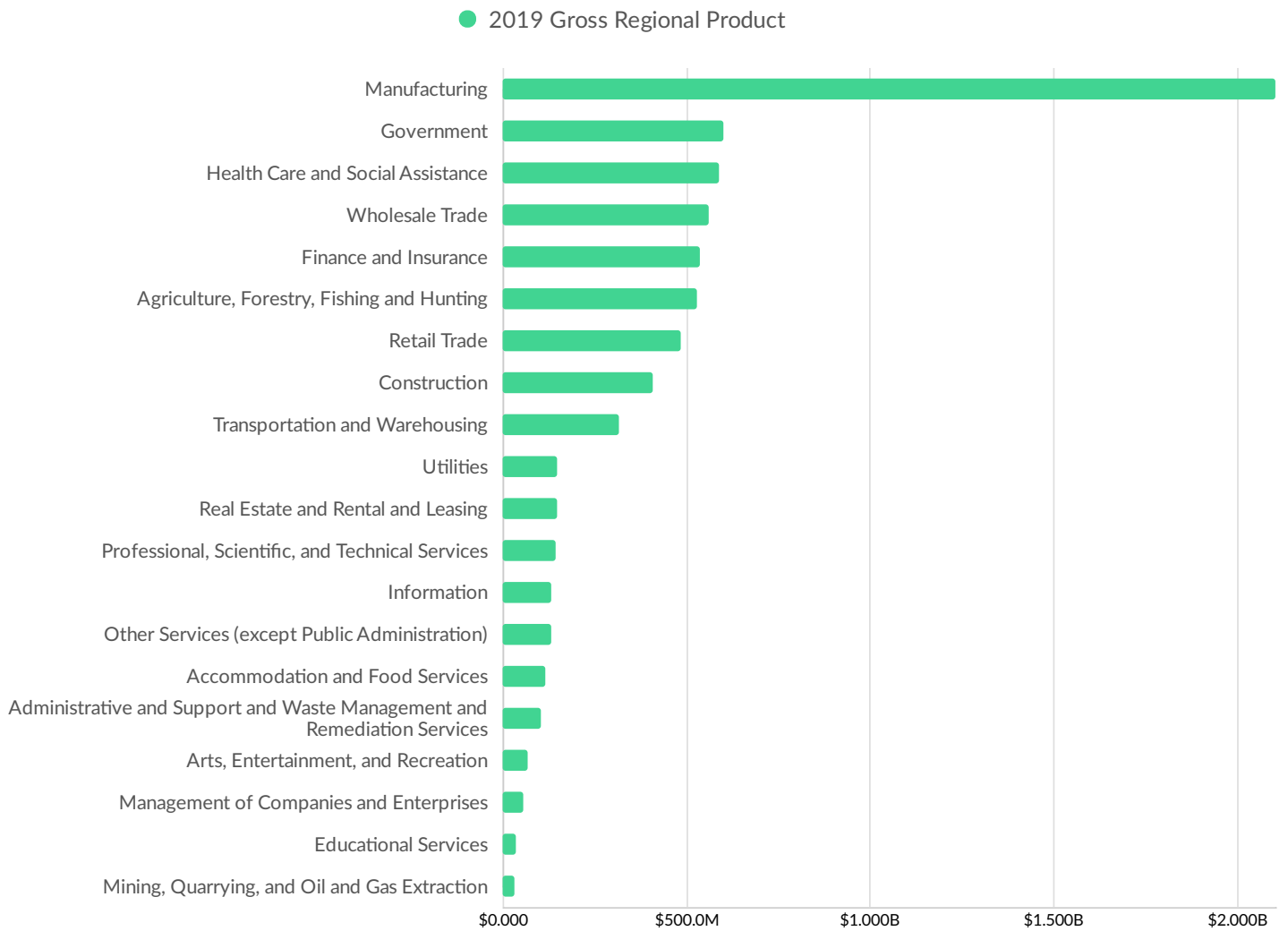
## Top Growing Industries



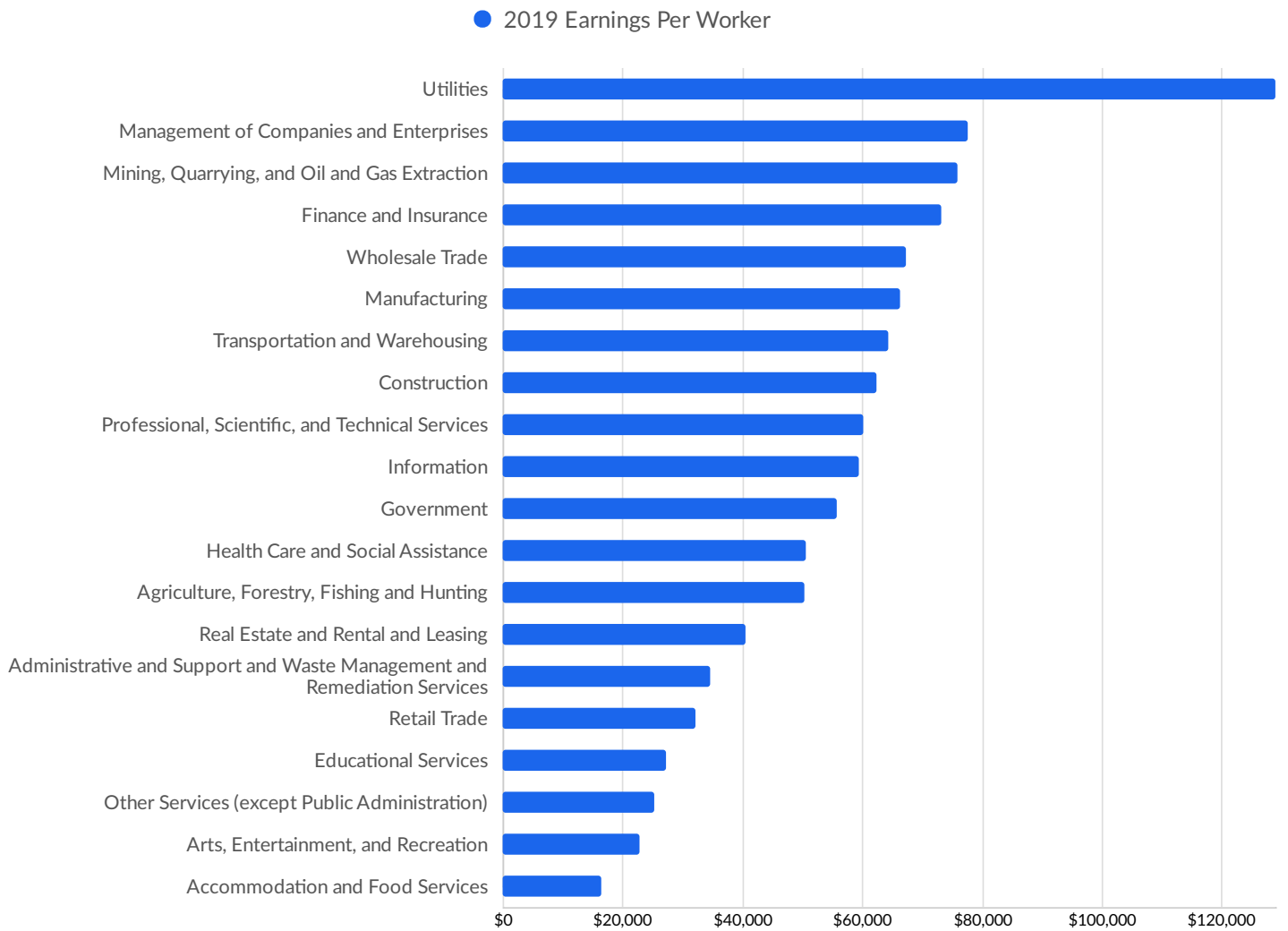
## Top Industry LQ



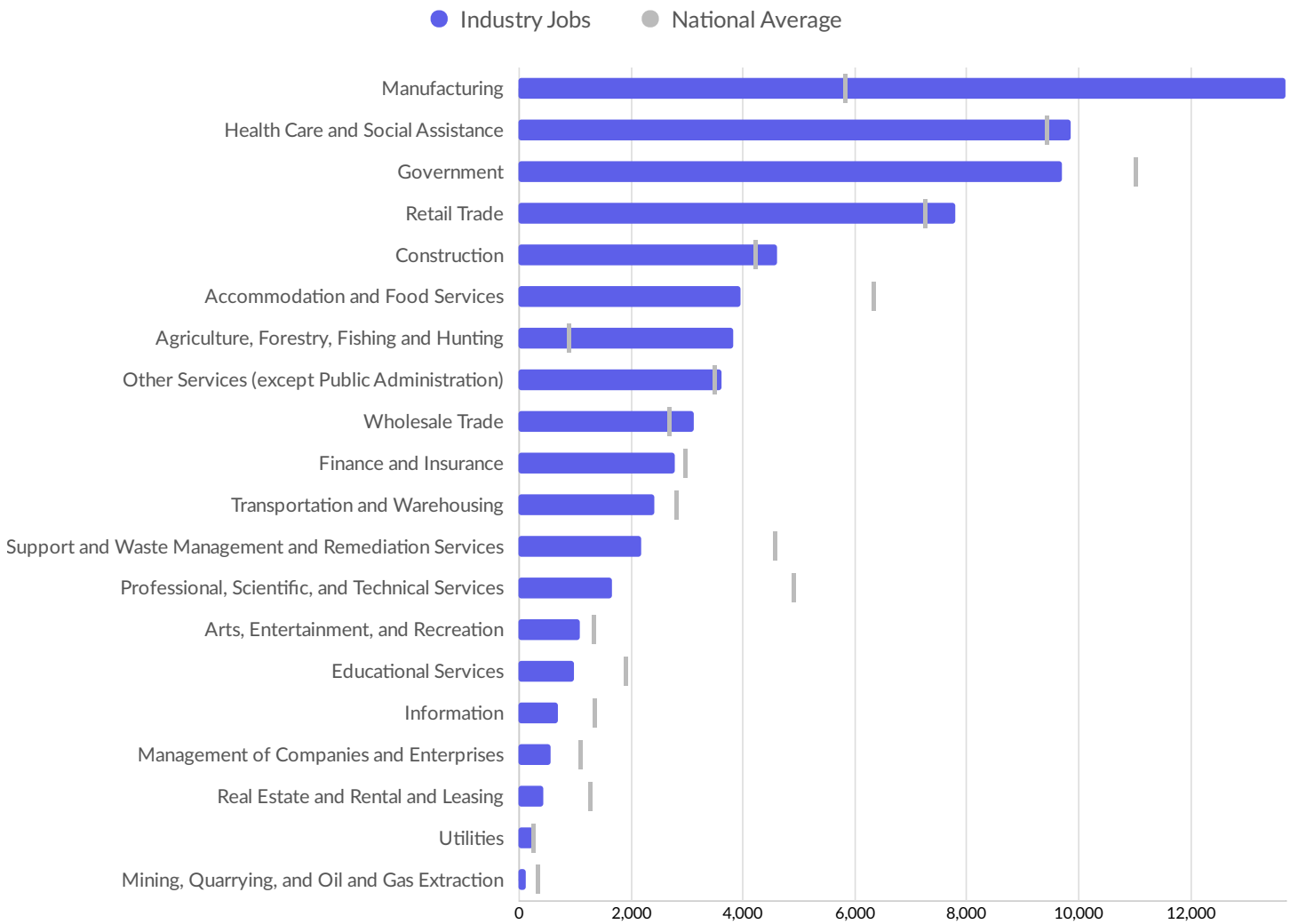
## Top Industry GRP



## Top Industry Earnings



## Largest Industries
























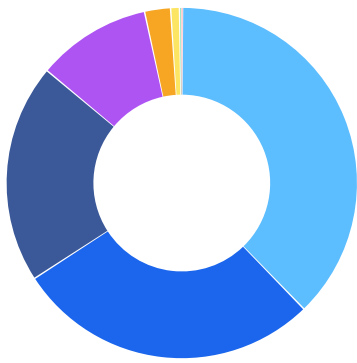
## Business Characteristics

### 7,542 Companies Employ Your Workers

Online profiles for your workers mention 7,542 companies as employers, with the top 10 appearing below. In the last 12 months, 2,586 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ministry Health Care, Inc.	318 	CRST International, Inc.	2,076 
Winnebago Industries, Inc.	257 	Platinum Supplemental Insuranc...	1,567 
North Iowa Area Community Co...	156 	Trinity Health Corporation	642 
Mercy Medical Center Foundati...	140 	U.S. Xpress, Inc.	623 
Opportunity Village	115 	C.R. England, Inc.	498 
Principal Financial Group Inc	84 	Blair Logistics, Inc.	481 
Hy-Vee, Inc.	78 	Pegasus Transportation, Inc.	481 
Association For Waldorf Educati...	71 	Hy-Vee, Inc.	388 
Mason City Community School ...	66 	HomeAdvisor, Inc.	342 
Zoetis Inc.	65 	K.B. Transportation, Inc.	338 

## Business Size

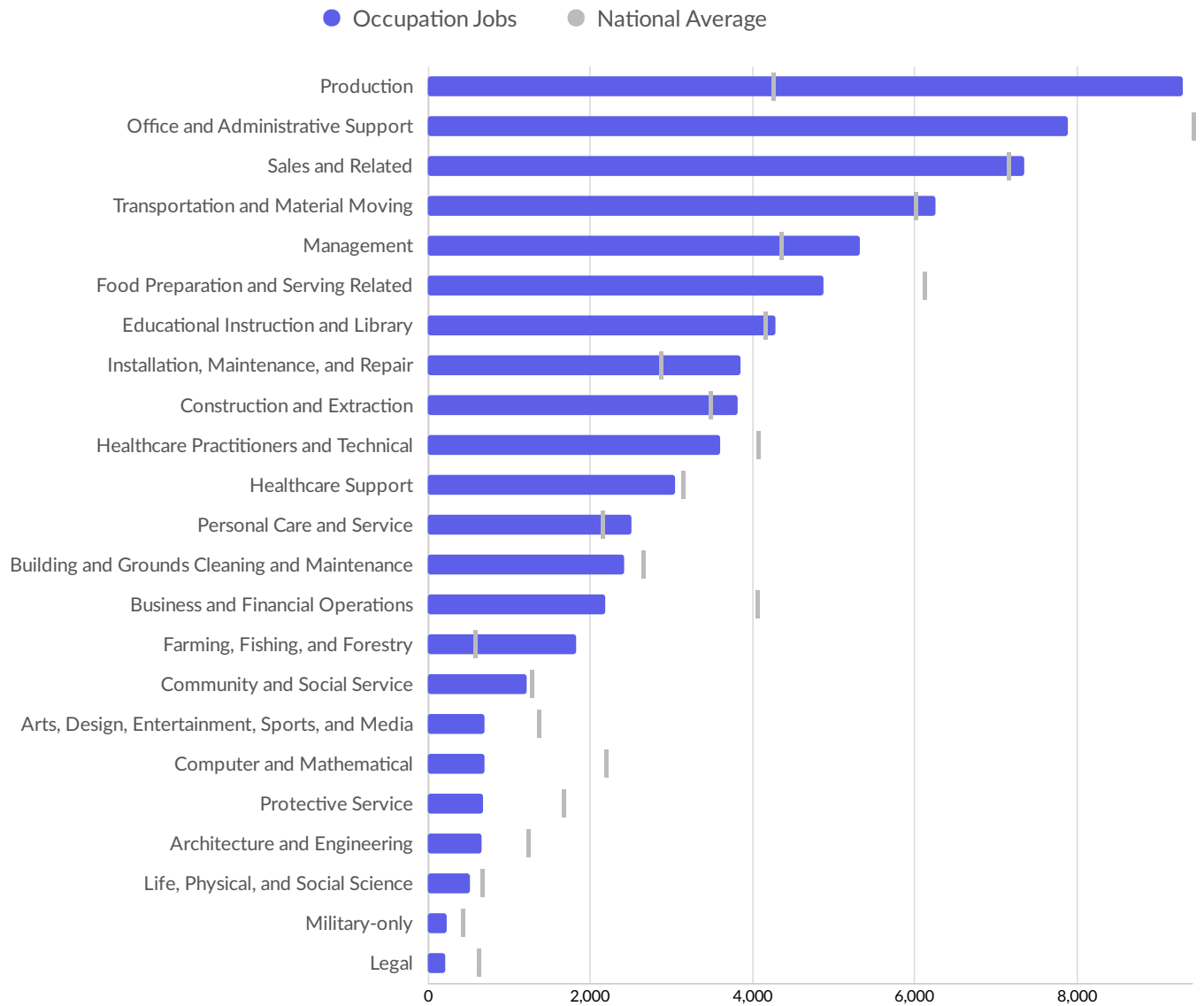


	Percentage	Business Count
1 to 4 employees	37.7%	2,835
5 to 9 employees	28.1%	2,115
10 to 19 employees	20.2%	1,521
20 to 49 employees	10.5%	792
50 to 99 employees	2.4%	180
100 to 249 employees	0.8%	61
250 to 499 employees	0.2%	14
500+ employees	0.1%	7

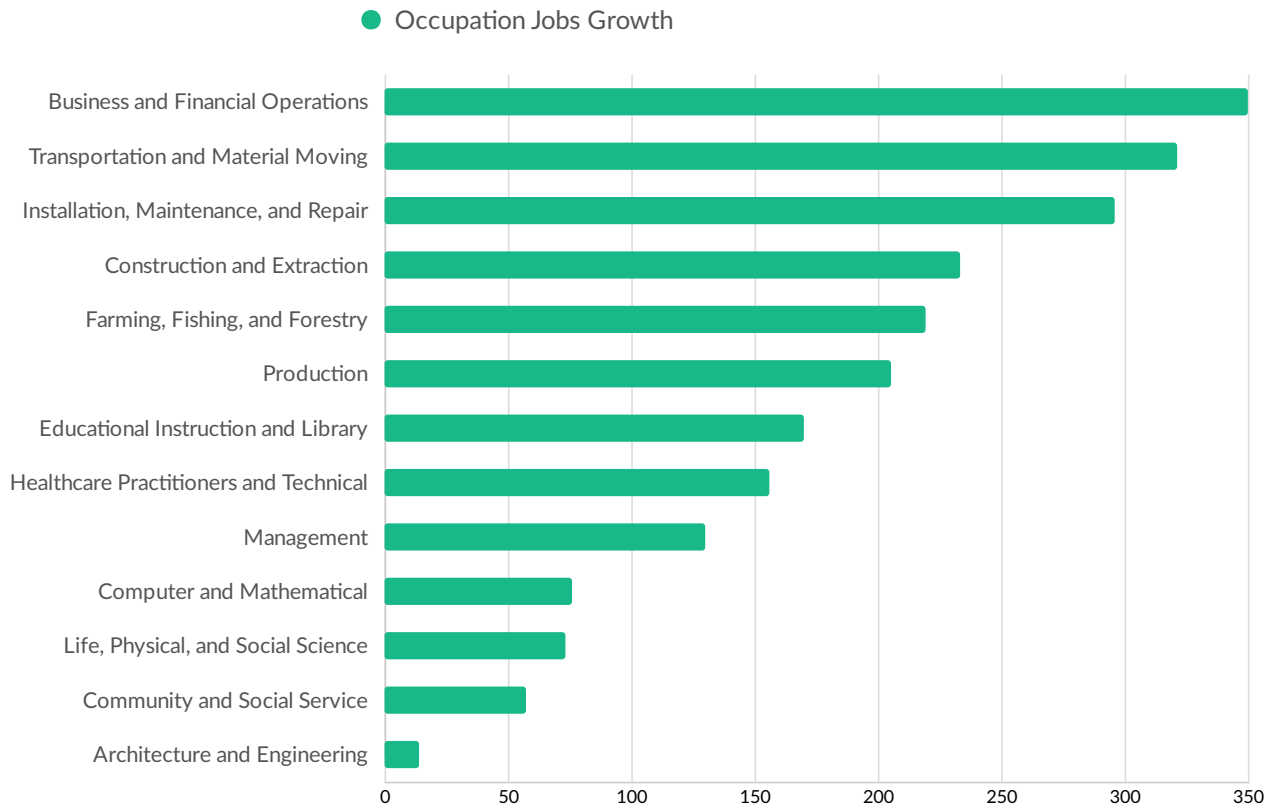
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

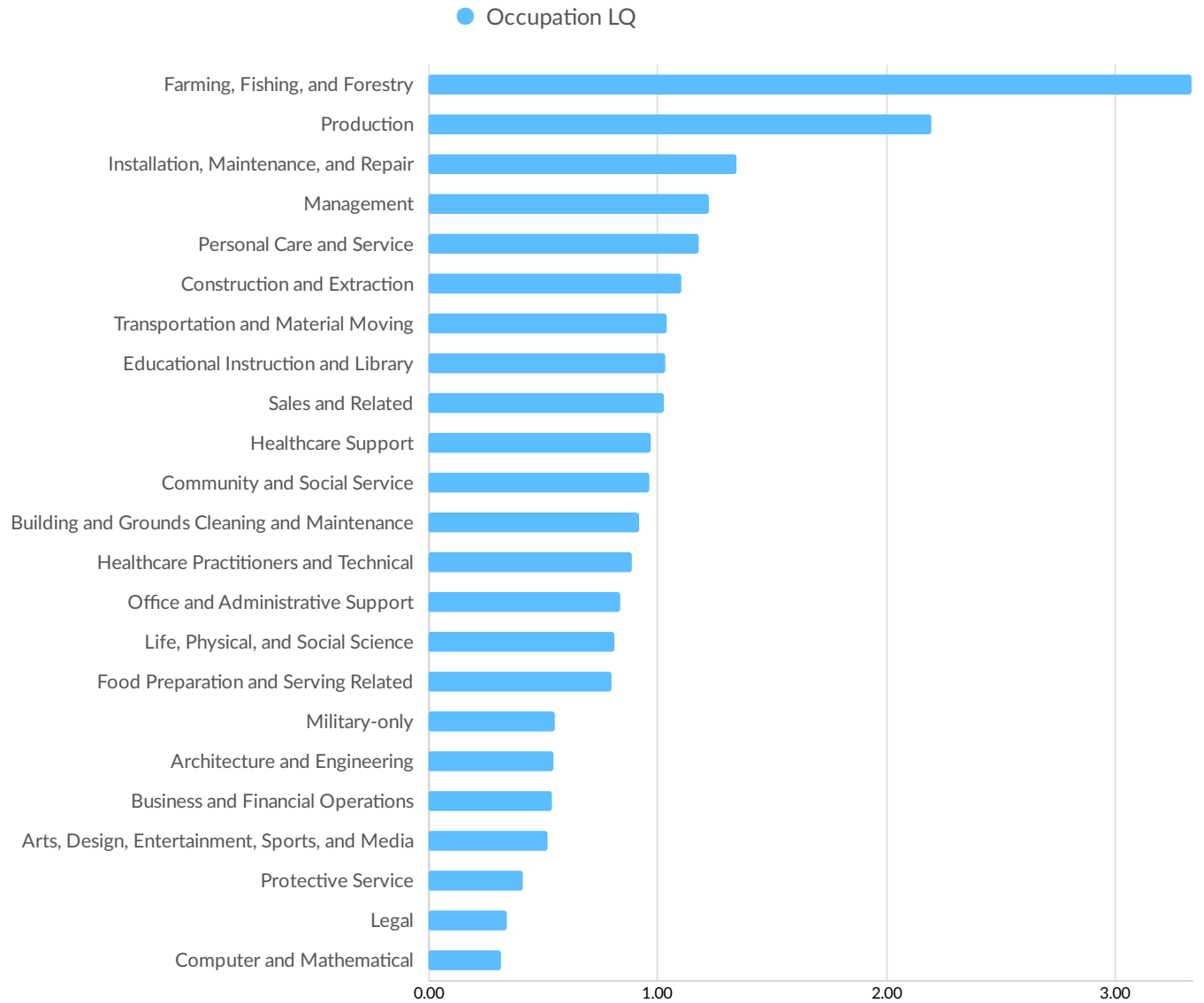
## Largest Occupations



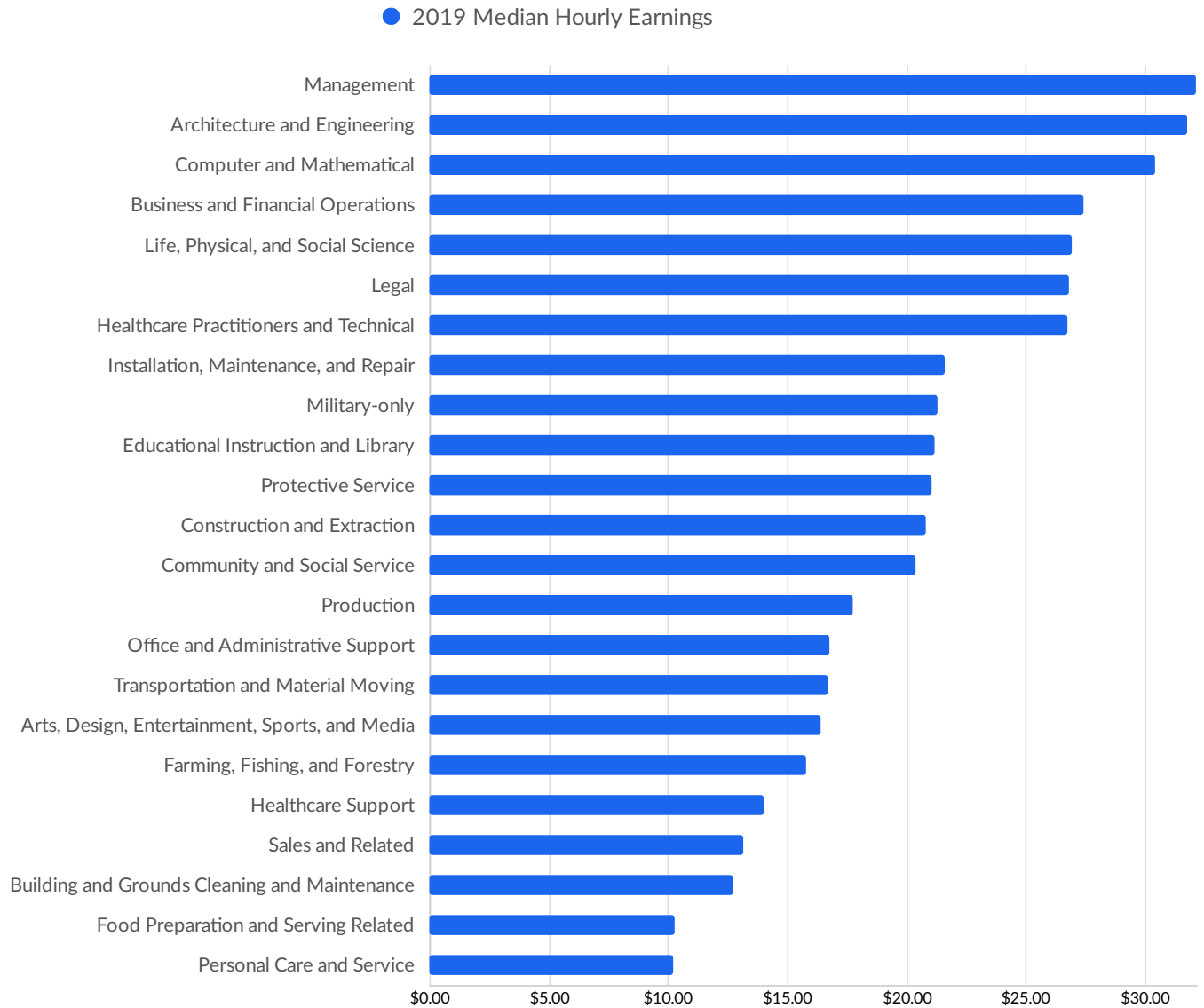
## Top Growing Occupations



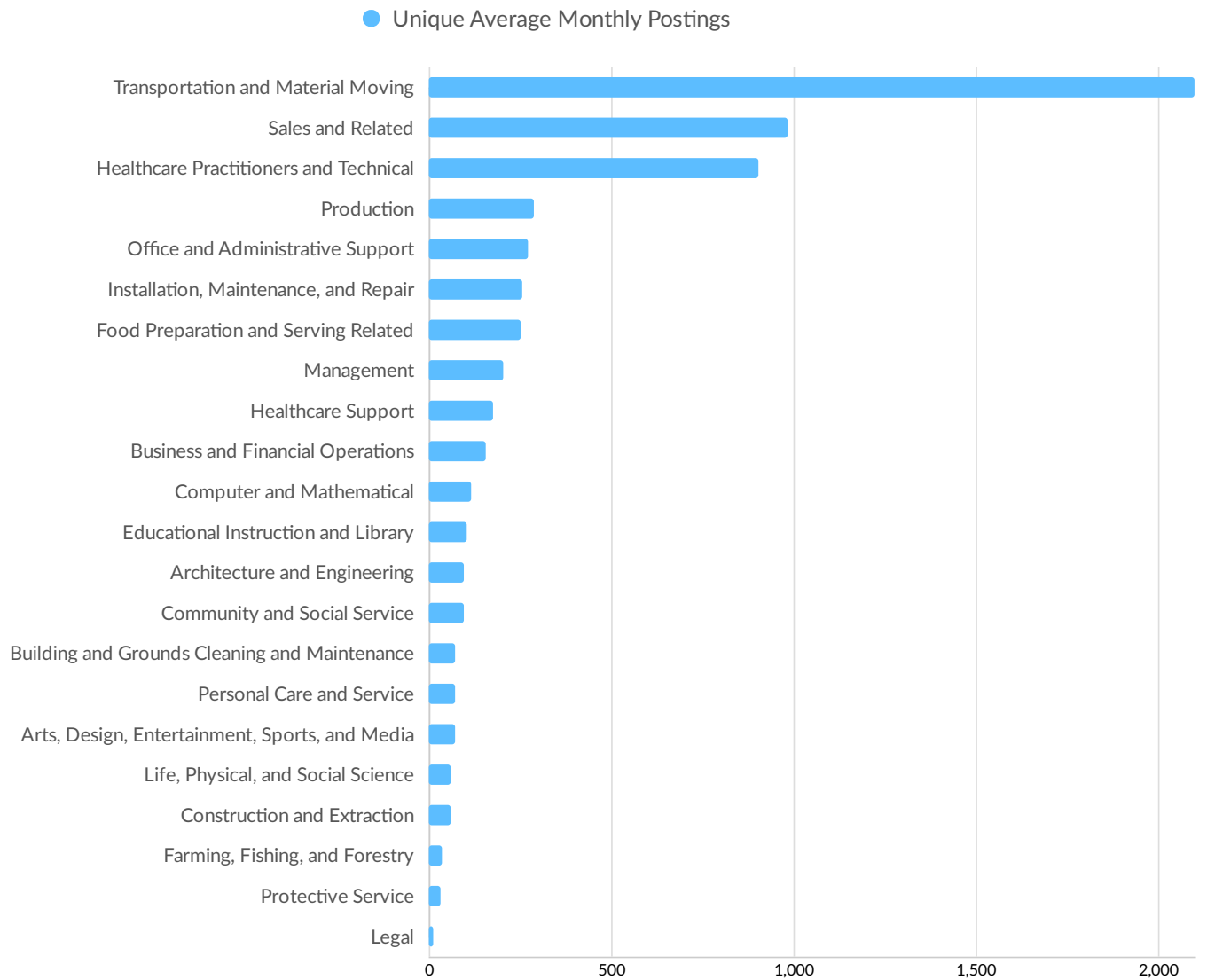
## Top Occupation LQ



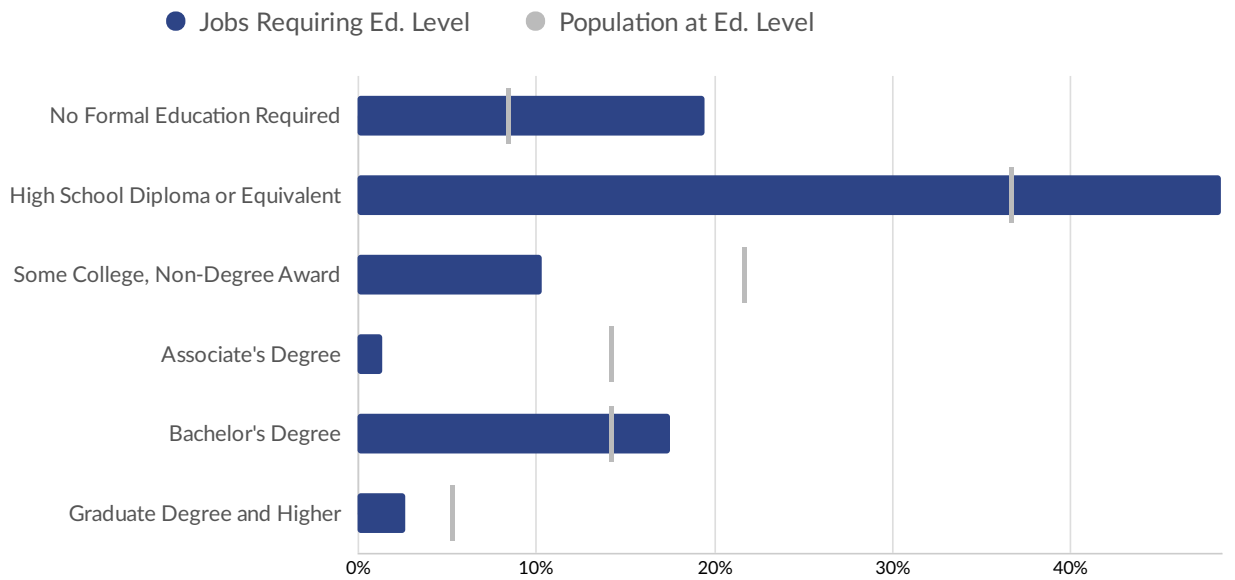
## Top Occupation Earnings



## Top Posted Occupations

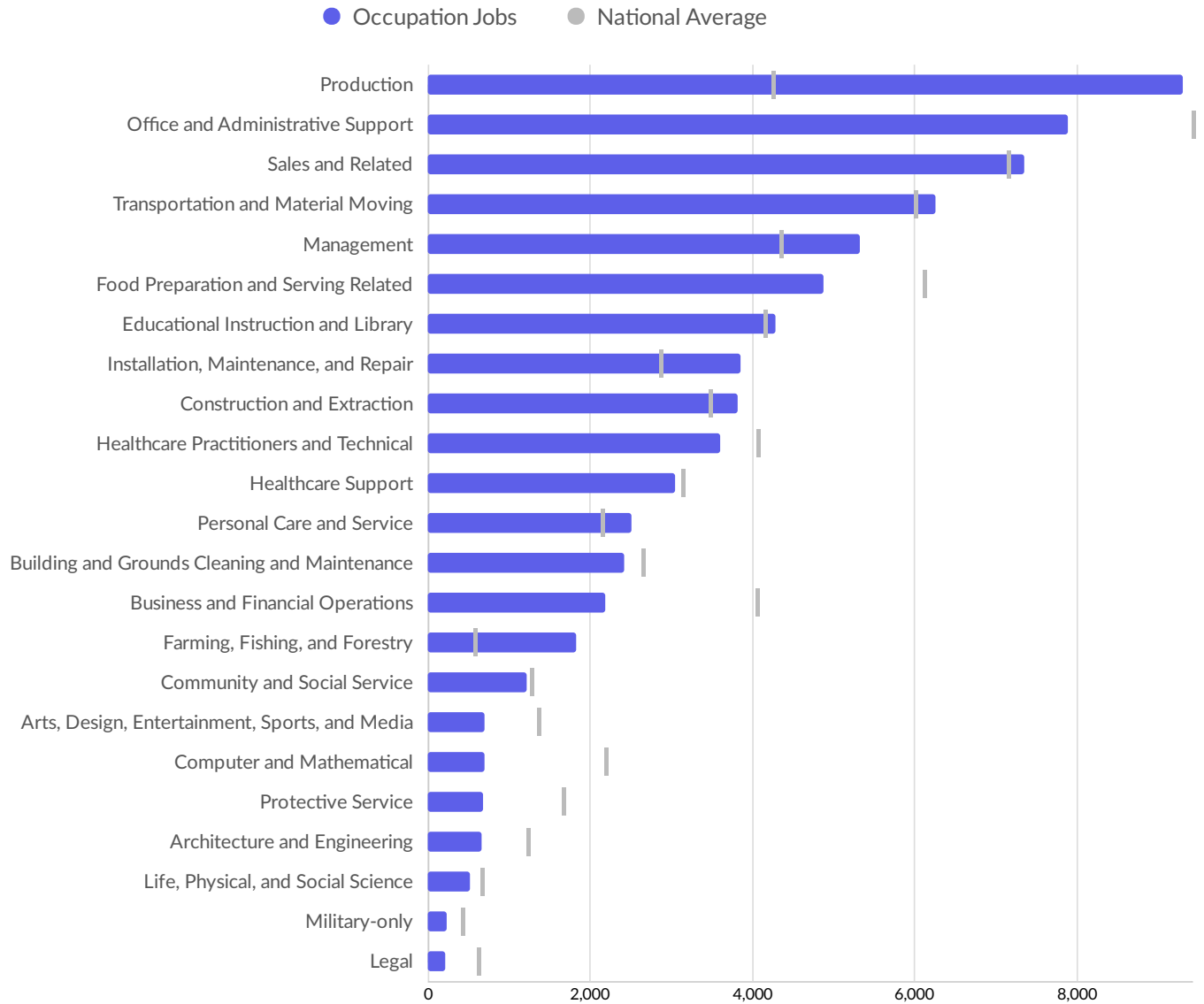


## Underemployment





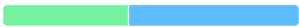







## Largest Occupations



## Educational Pipeline

In 2019, there were 1,910 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 37% 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 (2019)	Graduate Trend (2015 - 2019)
Waldorf University	993 	
North Iowa Area Community College	889 	
La James College of Hairstyling and Cosmetology	28 	
Kaplan University-Mason City Campus	0	
Total Look School of Cosmetology & Massage Therapy	0	

● Certificate   
 ● Associate's   
 ● Bachelor's   
 ● Master's or Higher

# In-Demand Skills

