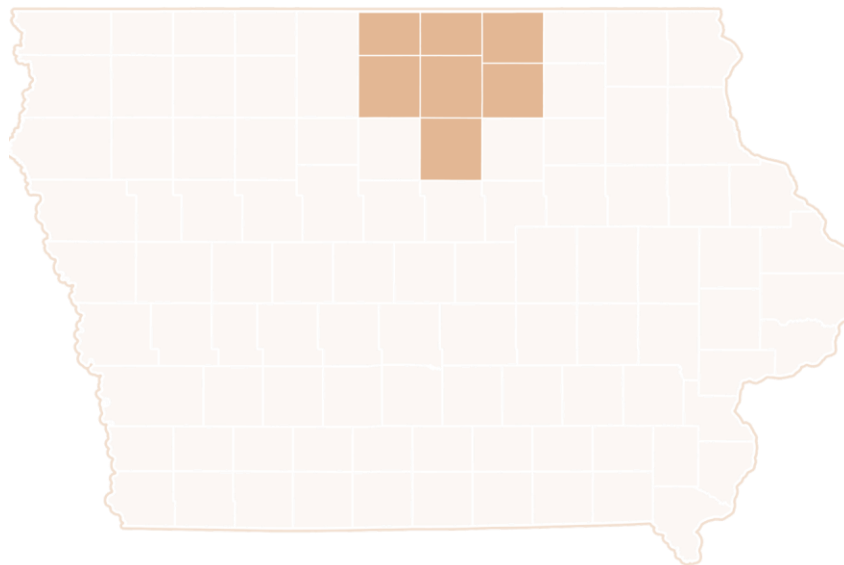




North Central Iowa Alliance
Regional Economic and
Workforce Report



DEMOGRAPHIC PROFILE	3
EMPLOYMENT TRENDS	5
UNEMPLOYMENT RATE	5
WAGE TRENDS	6
COST OF LIVING INDEX	6
INDUSTRY SNAPSHOT	7
OCCUPATION SNAPSHOT	9
INDUSTRY CLUSTERS	11
EDUCATION LEVELS	11
GROSS DOMESTIC PRODUCT	12
REGION DEFINITION	13
FAQ	14

Demographic Profile

The population in the NCIA was 109,605 per American Community Survey data for 2012-2016.

The region has a civilian labor force of 57,419 with a participation rate of 64.8%. Of individuals 25 to 64 in the NCIA, 21.5% have a bachelor's degree or higher which compares with 31.8% in the nation.

The median household income in the NCIA is \$48,958 and the median house value is \$105,169.

Summary¹

	Percent			Value		
	NCIA	Iowa	USA	NCIA	Iowa	USA
Demographics						
Population (ACS)	—	—	—	109,605	3,106,589	318,558,162
Male	49.4%	49.7%	49.2%	54,092	1,542,988	156,765,322
Female	50.6%	50.3%	50.8%	55,513	1,563,601	161,792,840
Median Age ²	—	—	—	44.0	38.0	37.7
Under 18 Years	22.0%	23.4%	23.1%	24,078	727,514	73,612,438
18 to 24 Years	7.8%	10.3%	9.8%	8,572	320,235	31,296,577
25 to 34 Years	10.5%	12.6%	13.6%	11,536	391,277	43,397,907
35 to 44 Years	10.7%	11.7%	12.7%	11,774	364,624	40,548,400
45 to 54 Years	13.6%	13.1%	13.6%	14,909	406,148	43,460,466
55 to 64 Years	15.1%	13.1%	12.6%	16,569	406,010	40,061,742
65 to 74 Years	10.0%	8.4%	8.3%	10,991	259,860	26,355,308
75 Years, and Over	10.2%	7.4%	6.2%	11,176	230,921	19,825,324
Race: White	95.3%	90.9%	73.3%	104,471	2,823,890	233,657,078
Race: Black or African American	1.2%	3.3%	12.6%	1,335	103,052	40,241,818
Race: American Indian and Alaska Native	0.3%	0.3%	0.8%	324	9,951	2,597,817
Race: Asian	0.9%	2.1%	5.2%	988	66,570	16,614,625
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	13	2,422	560,021
Race: Some Other Race	0.8%	1.3%	4.8%	867	39,410	15,133,856
Race: Two or More Races	1.5%	2.0%	3.1%	1,607	61,294	9,752,947
Hispanic or Latino (of any race)	4.3%	5.6%	17.3%	4,686	172,707	55,199,107
Population Growth						
Population (Pop Estimates) ⁵	—	—	—	108,914	3,134,693	323,127,513
Population Annual Average Growth ⁵	-0.4%	0.5%	0.8%	-425	15,205	2,474,760
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over)	64.8%	67.6%	63.3%	57,419	1,662,467	159,807,099
Armed Forces Labor Force	0.0%	0.1%	0.4%	39	1,703	1,011,641
Veterans, Age 18-64	5.5%	5.2%	5.1%	3,505	97,514	10,165,671
Median Household Income ²	—	—	—	\$48,958	\$54,570	\$55,322
Per Capita Income	—	—	—	\$27,265	\$28,872	\$29,829
Poverty Level (of all people)	12.1%	12.3%	15.1%	12,944	369,828	46,932,225
Households Receiving Food Stamps	10.9%	11.7%	13.0%	5,145	145,394	15,360,951
Mean Commute Time (minutes)	—	—	—	17.2	18.9	26.1
Commute via Public Transportation	0.7%	1.1%	5.1%	353	17,521	7,476,312
Union Membership ³	8.6%	9.2%	10.7%	—	—	—
Educational Attainment, Age 25-64						

Summary¹

	Percent			Value		
	NCIA	Iowa	USA	NCIA	Iowa	USA
No High School Diploma	6.9%	7.0%	11.6%	3,770	110,042	19,478,050
High School Graduate	30.5%	28.1%	26.1%	16,709	441,298	43,788,541
Some College, No Degree	23.6%	22.2%	21.5%	12,917	347,854	36,025,193
Associate's Degree	17.5%	13.1%	8.9%	9,600	206,003	14,962,488
Bachelor's Degree	16.3%	20.5%	20.2%	8,936	321,430	33,845,524
Postgraduate Degree	5.2%	9.0%	11.6%	2,856	141,432	19,368,719
Housing						
Total Housing Units	—	—	—	53,573	1,362,619	134,054,899
Median House Value (of owner-occupied units) ²	—	—	—	\$105,169	\$132,800	\$184,700
Homeowner Vacancy	1.6%	1.5%	1.8%	573	13,779	1,395,797
Rental Vacancy	7.0%	6.1%	6.2%	948	23,780	2,855,844
Renter-Occupied Housing Units (% of Occupied Units)	26.1%	28.9%	36.4%	12,296	359,522	42,835,169
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	6.4%	5.7%	9.0%	3,022	70,658	10,562,847
Social						
Enrolled in Grade 12 (% of total population)	1.2%	1.3%	1.4%	1,344	38,881	4,433,703
Disconnected Youth ⁴	1.8%	1.8%	2.8%	100	3,179	485,589
Children in Single Parent Families (% of all children)	29.1%	29.8%	34.7%	6,771	207,659	24,318,038
With a Disability, Age 18-64	10.7%	9.4%	10.3%	6,740	176,443	20,188,257
With a Disability, Age 18-64, Labor Force Participation Rate and Size	53.8%	50.7%	41.0%	3,626	89,382	8,278,834
Foreign Born	2.1%	4.9%	13.2%	2,290	151,167	42,194,354
Speak English Less Than Very Well (population 5 yrs and over)	1.6%	3.2%	8.5%	1,650	92,162	25,440,956

Source: [JobsEQ®](#)

1. American Community Survey 2012-2016, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

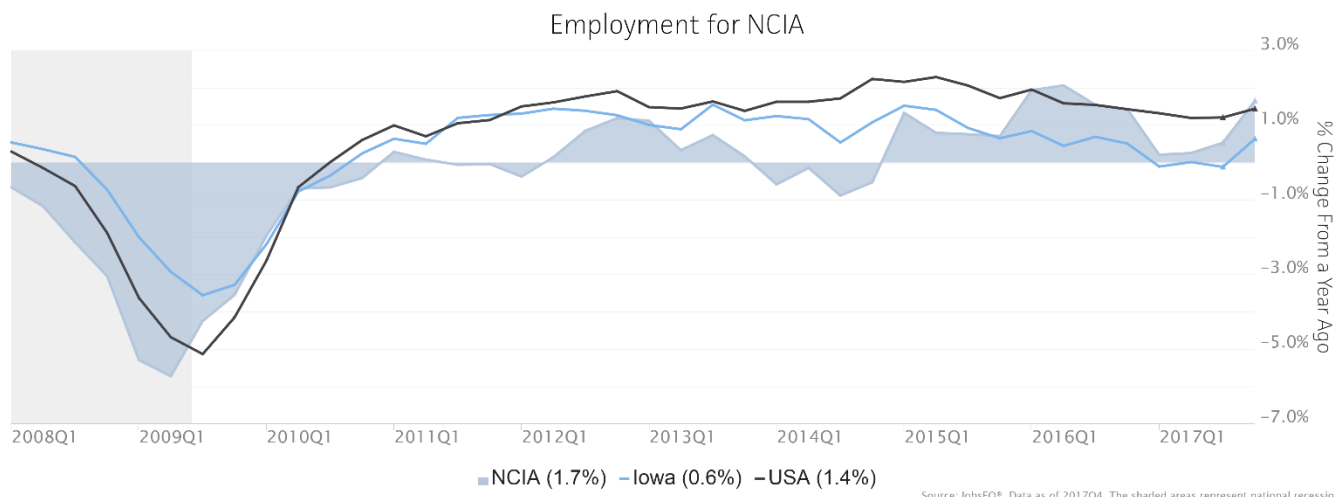
3. 2016; Current Population Survey, unionstats.com, and Chmura; county- and zip-level data are best estimates based upon industry-, MSA-, and state-level data

4. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

5. Census 2016, annual average growth rate since 2006

Employment Trends

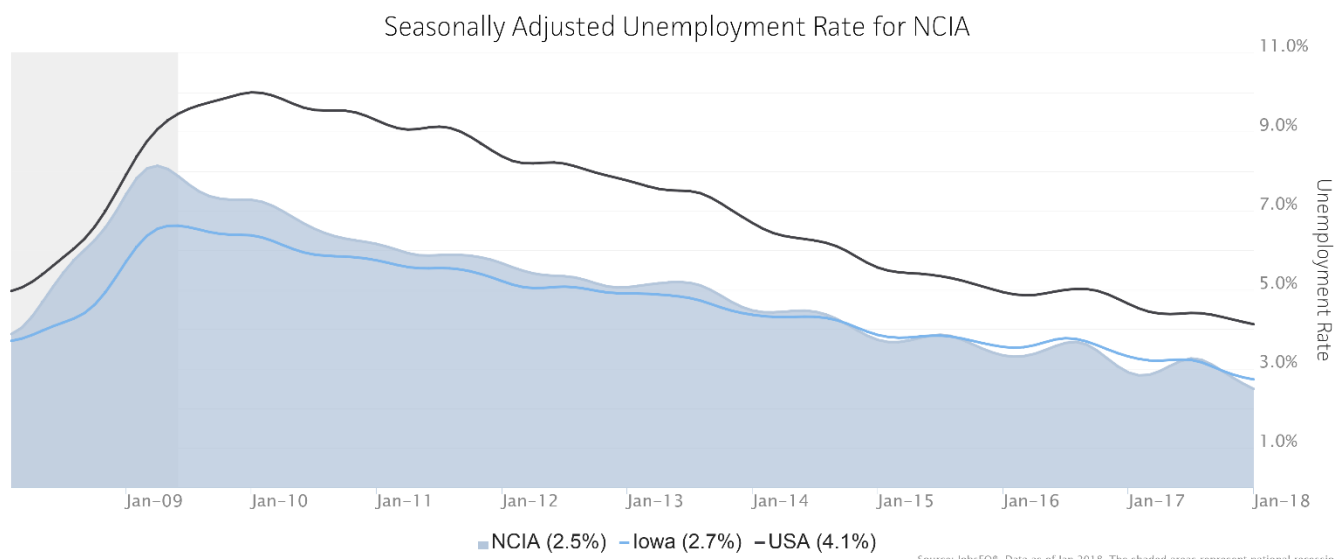
As of 2017Q4, total employment for the NCIA was 58,285 (based on a four-quarter moving average). Over the year ending 2017Q4, employment increased 1.7% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q2 with preliminary estimates updated to 2017Q4.

Unemployment Rate

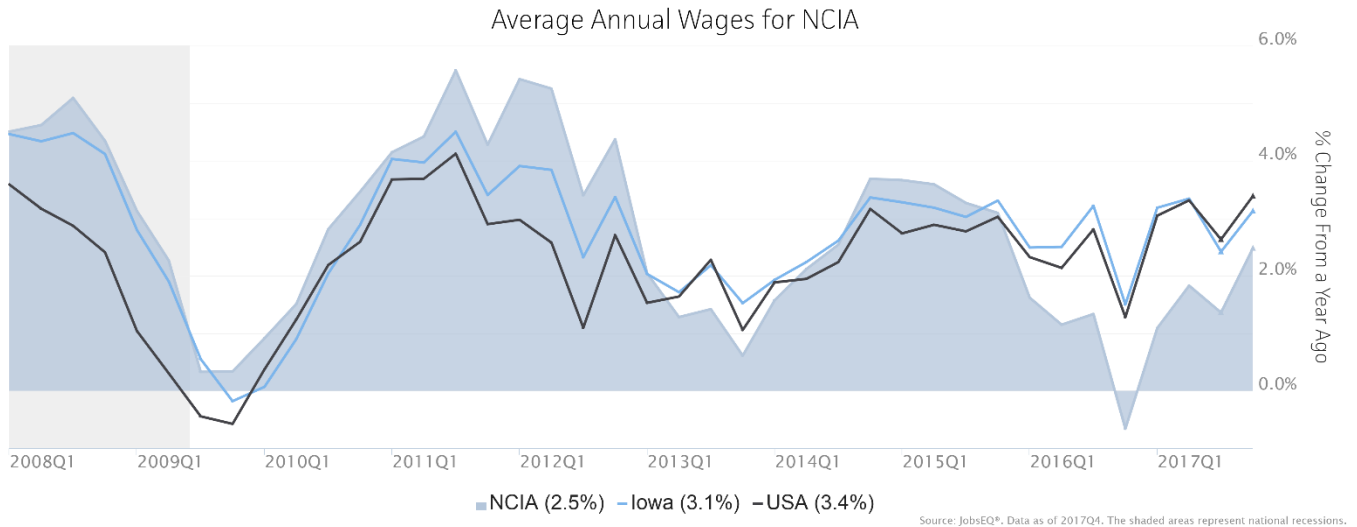
The seasonally adjusted unemployment rate for the NCIA was 2.5% as of January 2018. The regional unemployment rate was lower than the national rate of 4.1%. One year earlier, in January 2017, the unemployment rate in the NCIA was 2.9%.



Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2018.

Wage Trends

The average worker in the NCIA earned annual wages of \$41,354 as of 2017Q4. Average annual wages per worker increased 2.5% in the region during the preceding four quarters. For comparison purposes, annual average wages were \$54,343 in the nation as of 2017Q4.



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q2 with preliminary estimates updated to 2017Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 12.6% lower in NCIA than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
NCIA	\$41,354	87.4	\$47,322
Iowa	\$46,010	90.0	\$51,102
USA	\$54,343	100.0	\$54,343

Source: [JobsEQ®](#)

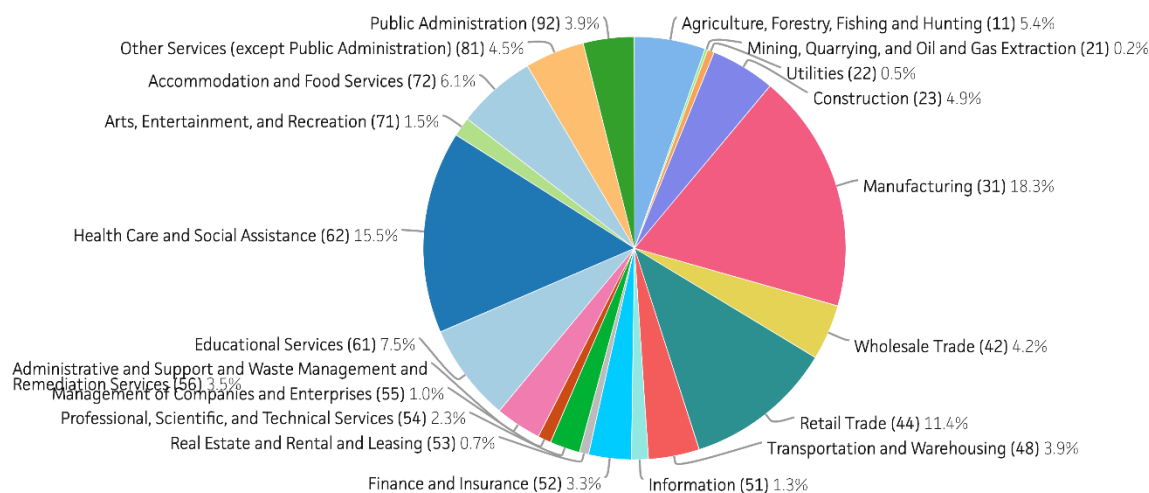
Data as of 2017Q4

Cost of Living per C2ER, data as of 2017q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in the NCIA is Manufacturing, employing 10,681 workers. The next-largest sectors in the region are Health Care and Social Assistance (9,023 workers) and Retail Trade (6,643). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 3.86), Manufacturing (2.23), and Wholesale Trade (1.09).

Total Workers for NCIA by Industry



Source: JobsEQ®, Data as of 2017Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q2 with preliminary estimates updated to 2017Q4.

Sectors in the NCIA with the highest average wages per worker are Utilities (\$88,259), Agriculture, Forestry, Fishing and Hunting (\$63,864), and Management of Companies and Enterprises (\$59,038). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+1,311 jobs), Health Care and Social Assistance (+533), and Transportation and Warehousing (+191).

Over the next 5 years, employment in the NCIA is projected to contract by 1,090 jobs. The fastest growing sector in the region is expected to be Utilities with a +2.4% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+107 jobs), Construction (+54), and Utilities (+38).

NAICS	Industry	Current			5-Year History		5-Year Forecast				
		Four Quarters Ending with 2017Q4			Total Change	Avg Ann % Chg in Empl	Separations (Approximate)			---Growth---	
		Empl	Avg Ann Wages	LQ	Empl	Region	Total New Demand	Exits	Transfers	Empl	Avg Ann Rate
11	Agriculture, Forestry, Fishing and Hunting	3,165	\$63,864	3.86	80	0.5%	1,669	735	966	-33	-0.2%
21	Mining, Quarrying, and Oil and Gas Extraction	119	\$46,051	0.49	39	8.2%	50	19	39	-8	-1.4%
22	Utilities	300	\$88,259	0.97	-7	-0.4%	181	52	91	38	2.4%
23	Construction	2,875	\$47,070	0.89	-230	-1.5%	1,477	511	912	54	0.4%
31	Manufacturing	10,681	\$50,541	2.23	1,311	2.7%	4,832	2,005	3,419	-592	-1.1%
42	Wholesale Trade	2,476	\$52,836	1.09	25	0.2%	1,103	476	785	-158	-1.3%
44	Retail Trade	6,643	\$24,740	1.06	45	0.1%	4,214	1,934	2,443	-163	-0.5%
48	Transportation and Warehousing	2,274	\$49,278	0.93	191	1.8%	1,144	509	683	-48	-0.4%
51	Information	745	\$46,265	0.65	-170	-4.0%	283	126	221	-64	-1.8%
52	Finance and Insurance	1,902	\$55,619	0.82	-72	-0.7%	821	337	545	-61	-0.7%
53	Real Estate and Rental and Leasing	409	\$40,225	0.41	27	1.4%	191	94	111	-14	-0.7%
54	Professional, Scientific, and Technical Services	1,345	\$49,052	0.35	169	2.7%	600	217	363	20	0.3%
55	Management of Companies and Enterprises	592	\$59,038	0.69	4	0.1%	259	99	167	-7	-0.2%
56	Administrative and Support and Waste Management and Remediation Services	2,056	\$29,370	0.55	178	1.8%	1,210	505	684	20	0.2%
61	Educational Services	4,355	\$37,356	0.91	124	0.6%	1,928	962	1,035	-69	-0.3%
62	Health Care and Social Assistance	9,023	\$43,683	1.08	533	1.2%	4,366	2,093	2,166	107	0.2%
71	Arts, Entertainment, and Recreation	860	\$22,742	0.75	33	0.8%	594	269	330	-6	-0.1%
72	Accommodation and Food Services	3,533	\$13,478	0.68	-43	-0.2%	2,801	1,258	1,584	-41	-0.2%
81	Other Services (except Public Administration)	2,651	\$22,482	1.03	-205	-1.5%	1,453	682	811	-40	-0.3%
92	Public Administration	2,279	\$40,752	0.83	-124	-1.1%	986	440	596	-50	-0.4%
Total - All Industries		58,285	\$41,354	1.00	1,908	0.7%	30,419	13,502	18,007	-1,090	-0.4%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2017Q2 with preliminary estimates updated to 2017Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in the NCIA is Office and Administrative Support Occupations, employing 7,383 workers. The next-largest occupation groups in the region are Production Occupations (7,314 workers) and Sales and Related Occupations (5,484). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Farming, Fishing, and Forestry Occupations (LQ = 2.26), Production Occupations (2.06), and Management Occupations (1.38).

Occupation groups in the NCIA with the highest average wages per worker are Management Occupations (\$80,300), Healthcare Practitioners and Technical Occupations (\$69,800), and Computer and Mathematical Occupations (\$65,400). The unemployment rate in the region varied among the major groups from 0.7% among Management Occupations to 4.2% among Food Preparation and Serving Related Occupations.

Over the next 5 years, the fastest growing occupation group in the NCIA is expected to be Legal Occupations with a +0.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Personal Care and Service Occupations (+40 jobs) and Healthcare Practitioners and Technical Occupations (+32). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Office and Administrative Support Occupations (3,906 jobs) and Production Occupations (3,857).

Occupation Snapshot in NCIA, 2017q4

SOC Occupation		Current						5-Year History		5-Year Forecast				
		Four Quarters Ending with						Total Change	Avg Ann % Chg in Empl	--Separations--				Avg Ann Rate
		2017q4		-----2017q4-----						Total New Demand	Exits	Transfer	Empl	
		Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²							
Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²	Empl	Region	Total New Demand	Exits	Transfer	Empl	Avg Ann Rate		
11-0000	Management	4,826	\$80,300	1.38	33	0.7%	114	157	0.7%	1,785	935	866	-17	-0.1%
13-0000	Business and Financial Operations	1,880	\$57,200	0.63	33	1.7%	55	60	0.7%	807	274	546	-13	-0.1%
15-0000	Computer and Mathematical	725	\$65,400	0.43	14	1.9%	53	-6	-0.2%	239	62	173	4	0.1%
17-0000	Architecture and Engineering	667	\$64,300	0.68	11	1.7%	36	42	1.3%	236	84	153	-2	-0.1%
19-0000	Life, Physical, and Social Science	414	\$61,400	0.87	5	1.3%	22	52	2.7%	180	55	130	-5	-0.3%
21-0000	Community and Social Service	924	\$41,500	0.99	11	1.2%	81	51	1.1%	511	190	311	10	0.2%
23-0000	Legal	198	\$56,800	0.42	3	1.3%	1	-17	-1.6%	67	26	38	3	0.3%
25-0000	Education, Training, and Library	3,107	\$46,300	0.95	33	1.1%	69	162	1.1%	1,280	663	640	-23	-0.1%
27-0000	Arts, Design, Entertainment, Sports, and Media	768	\$33,400	0.74	13	1.7%	37	-48	-1.2%	344	158	212	-26	-0.7%
29-0000	Healthcare Practitioners and Technical	3,180	\$69,800	0.96	37	1.2%	501	121	0.8%	877	432	412	32	0.2%
31-0000	Healthcare Support	1,910	\$30,000	1.17	56	2.9%	178	6	0.1%	1,104	556	522	27	0.3%
33-0000	Protective Service	685	\$38,500	0.55	15	2.1%	32	14	0.4%	356	180	187	-11	-0.3%
35-0000	Food Preparation and Serving Related	4,210	\$20,700	0.84	186	4.2%	254	45	0.2%	3,454	1,545	1,949	-40	-0.2%
37-0000	Building and Grounds Cleaning and Maintenance	1,783	\$25,600	0.87	63	3.4%	122	23	0.3%	1,074	538	555	-19	-0.2%
39-0000	Personal Care and Service	2,360	\$24,700	1.04	59	2.5%	107	64	0.6%	1,744	888	816	40	0.3%

Occupation Snapshot in NCIA, 2017q4

SOCOccupation		Current						5-Year History		5-Year Forecast				
		Four Quarters Ending with						Total Change	Avg Ann % Chg in Empl					
		2017q4		-----2017q4-----										
		Empl	Avg Ann Wages ¹	LQ	Unempl	Unempl Rate	Online Job Ads ²			Total New Demand	--Separations--		---Growth---	
41-0000	Sales and Related	5,484	\$35,600	0.92	146	2.6%	503	10	0.0%	3,586	1,651	2,071	-136	-0.5%
43-0000	Office and Administrative Support	7,383	\$33,800	0.86	185	2.4%	236	226	0.6%	3,540	1,838	2,068	-366	-1.0%
45-0000	Farming, Fishing, and Forestry	874	\$29,800	2.26	37	4.0%	58	52	1.2%	569	153	462	-47	-1.1%
47-0000	Construction and Extraction	2,654	\$41,200	1.01	102	3.7%	106	-76	-0.6%	1,365	471	869	25	0.2%
49-0000	Installation, Maintenance, and Repair	2,575	\$42,100	1.16	54	2.1%	147	3	0.0%	1,207	447	759	2	0.0%
51-0000	Production	7,314	\$34,700	2.06	188	2.6%	177	704	2.0%	3,422	1,370	2,487	-435	-1.2%
53-0000	Transportation and Material Moving	4,362	\$33,700	1.11	159	3.5%	526	263	1.2%	2,405	1,009	1,507	-111	-0.5%
Total - All Occupations		58,285	\$40,500	1.00	n/a	n/a	3,415	1,908	0.7%	30,170	13,525	17,735	-1,090	-0.4%

Source: [JobsEQ®](#)

Data as of 2017Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

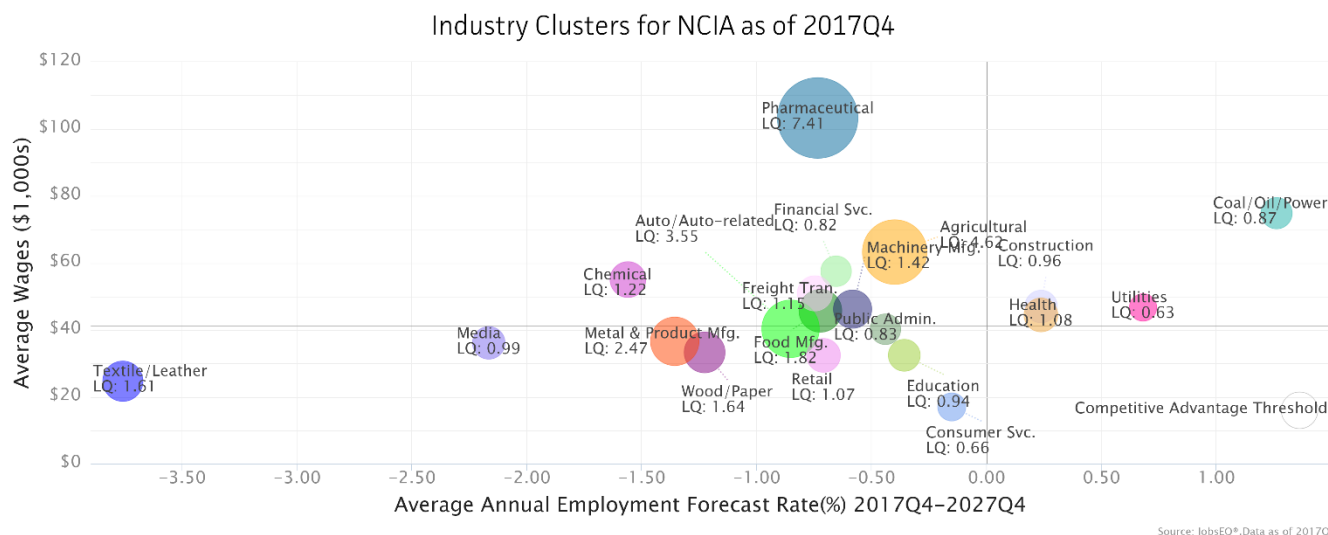
1. Occupation wages are as of 2016 and should be taken as the average for all Covered Employment

2. Data represent found online ads active within the last thirty days in any zip code intersecting or within the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2017Q2, imputed where necessary with preliminary estimates updated to 2017Q4. Wages by occupation are as of 2016 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the NCIA with the highest relative concentration is Pharmaceutical with a location quotient of 7.41. This cluster employs 820 workers in the region with an average wage of \$103,284. Employment in the Pharmaceutical cluster is projected to contract in the region about 0.7% per year over the next ten years.

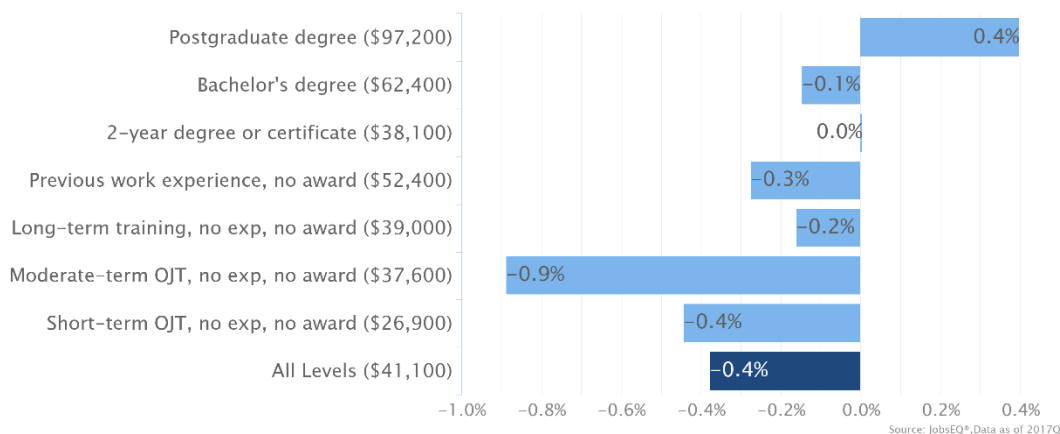


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2017Q2 with preliminary estimates updated to 2017Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the NCIA is projected to contract 0.4% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.4% per year, those requiring a bachelor's degree are forecast to contract 0.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.0% per year.

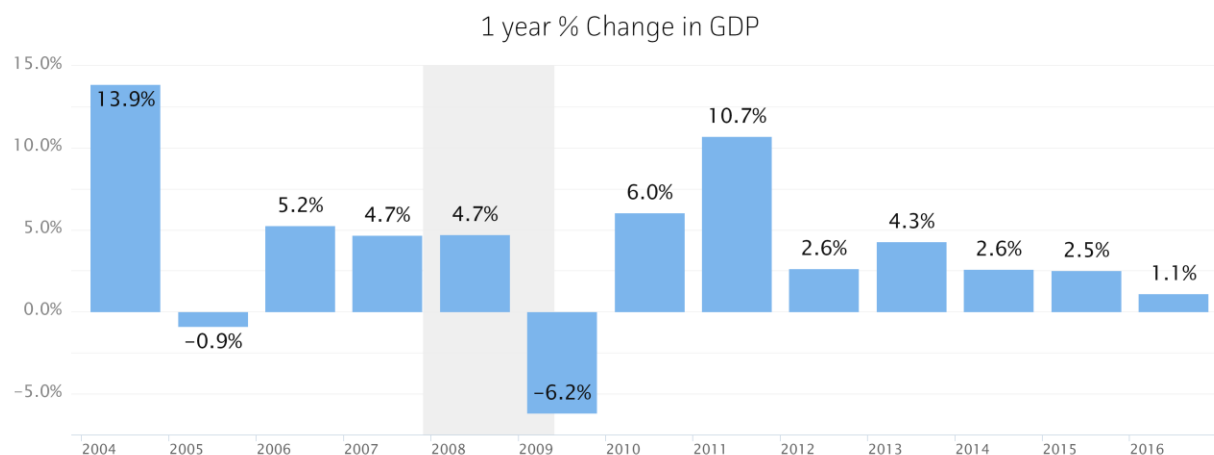
Annual Average Projected Job Growth by Training Required for NCIA



Employment by occupation data are estimates as of 2017Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

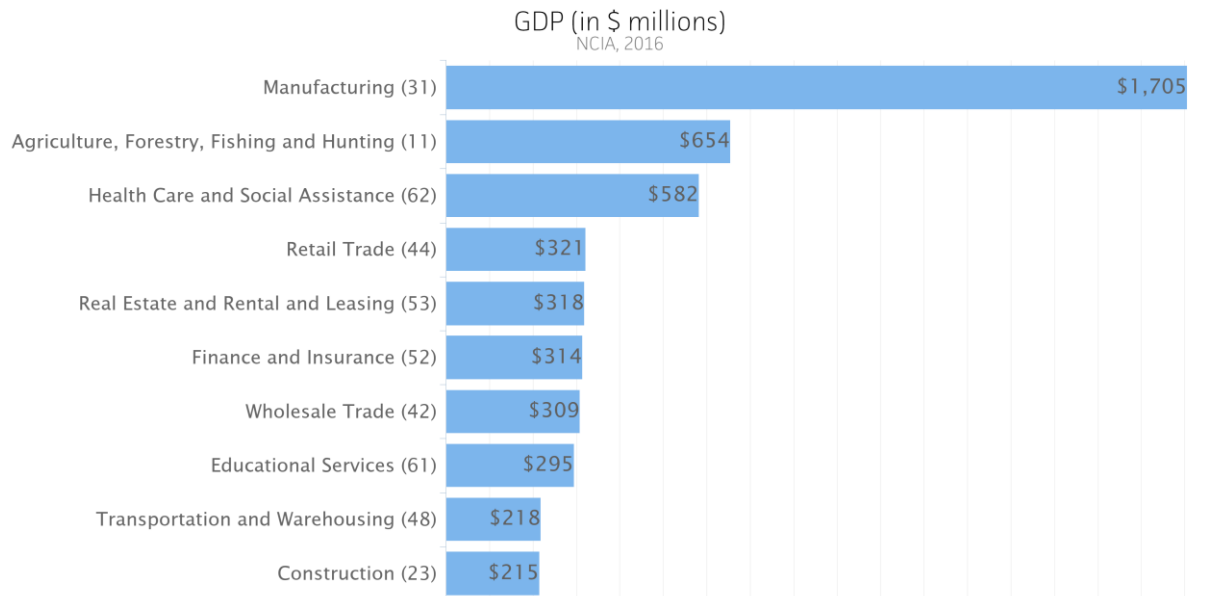
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2016, nominal GDP in the NCIA expanded 1.1%. This follows growth of 2.5% in 2015. As of 2016, total GDP in the NCIA was \$5,893,235,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2016.

Of the sectors in the NCIA, Manufacturing contributed the largest portion of GDP in 2016, \$1,705,108,000. The next-largest contributions came from Agriculture, Forestry, Fishing and Hunting (\$654,048,000); Health Care and Social Assistance (\$581,926,000); and Retail Trade (\$321,023,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2016.

Region Definition

NCIA is defined as the following counties: Cerro Gordo County, Iowa; Floyd County, Iowa; Franklin County, Iowa; Hancock County, Iowa; Mitchell County, Iowa; Winnebago County, Iowa; Worth County, Iowa

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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