

ROCK RAPIDS, IOWA LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY

WWW.IOWALMI.GOV/LABORSHED

RELEASED
2020



ESTIMATED POPULATION
AGES 18-64

148,582

ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN ROCK RAPIDS, IA

11,625



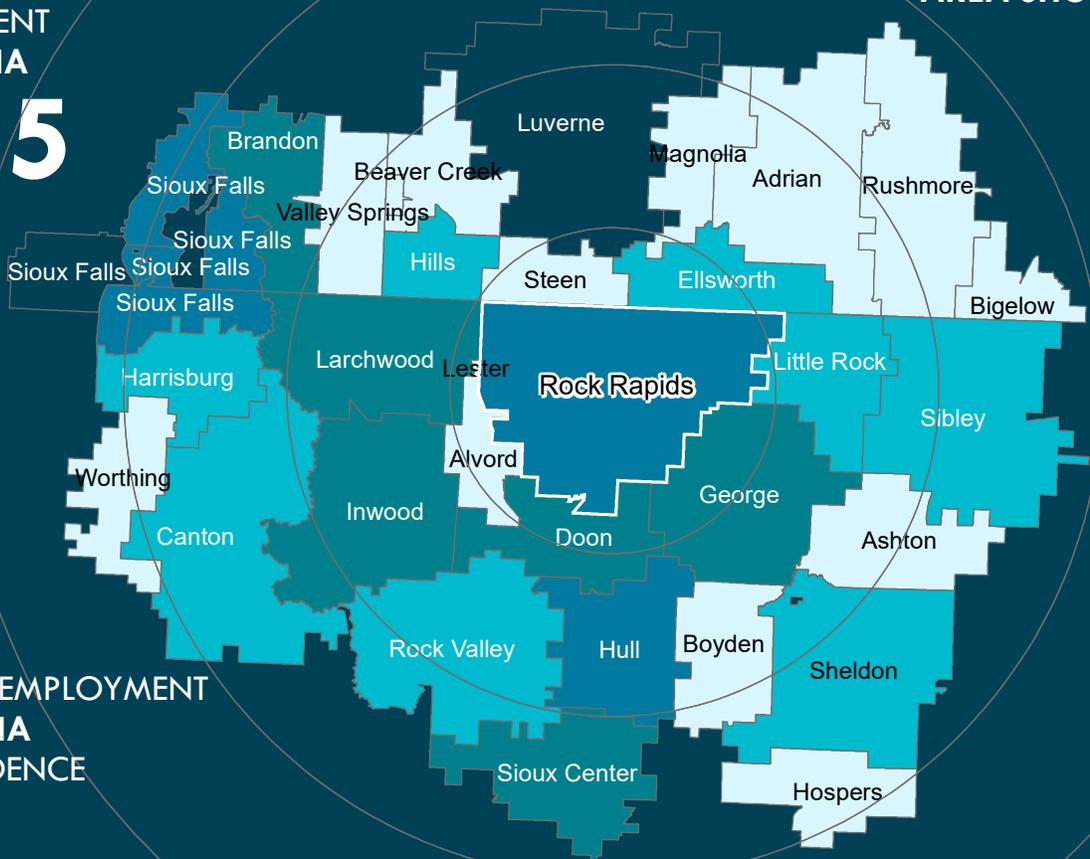
LIKELY TO
CHANGE/ACCEPT EMPLOYMENT
IN ROCK RAPIDS, IA
BY PLACE OF RESIDENCE
(PER ZIP CODE)

- 11 - 92
- 93 - 253
- 254 - 465
- 466 - 791
- 792 - 1,173

10-Mile Interval Between Rings



AREA SHOWN

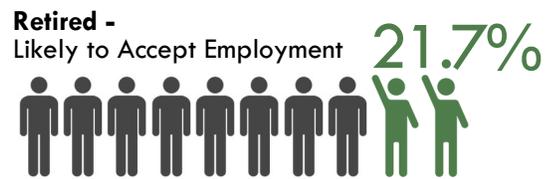


ROCK RAPIDS LABORSHED ANALYSIS

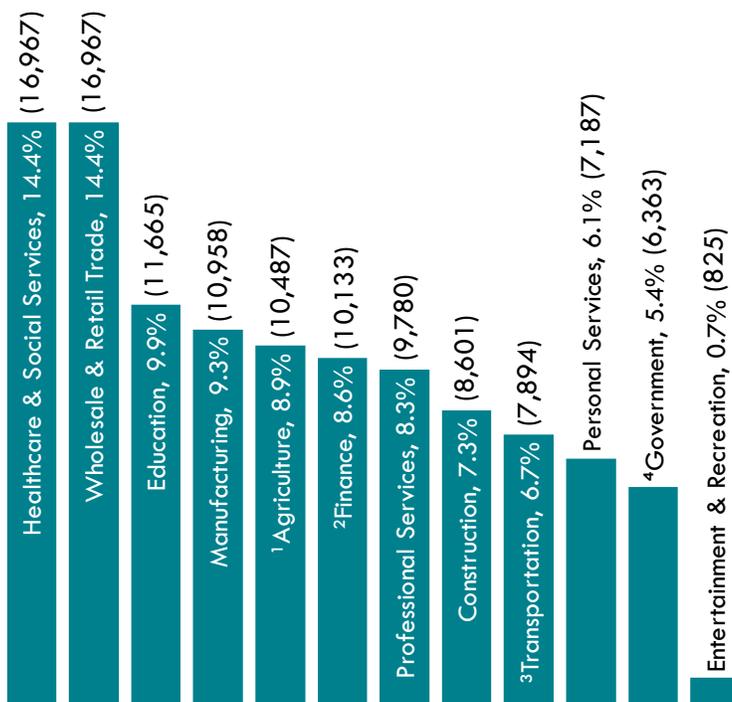
EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*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.



BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



Totals may vary due to rounding.

¹Agriculture, Forestry, & Mining

³Transportation, Communications, & Utilities

²Finance, Insurance, & Real Estate

⁴Public Administration, Government

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Health/Medical Insurance	81.4%
	Pension/Retirement/401K	75.2%
	Paid Holidays	72.6%
	Life Insurance	67.7%
	Dental Coverage	62.8%
	Disability Insurance	62.4%
	Paid Vacation	60.6%
	Paid Sick Leave	57.1%
	Vision Coverage	56.2%
	Paid Time Off	43.8%

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 Rock Rapids Laborshed area.

The employed are currently commuting an average of—



EMPLOYED: LIKELY TO CHANGE

• An estimated **8,034** employed individuals are likely to change their current employment situation for an opportunity in Rock Rapids

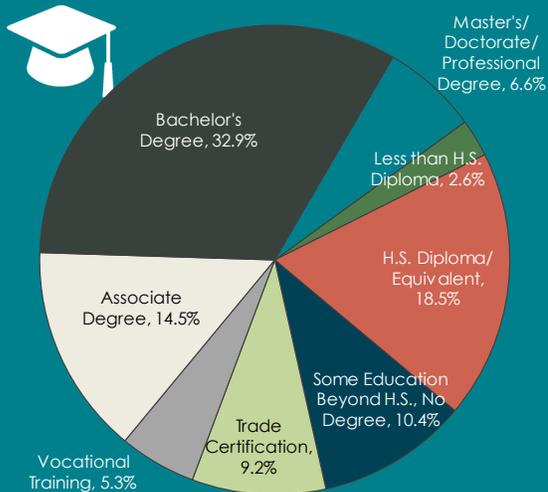
• Current occupational categories:

Professional, Paraprofessional, Technical	32.9%
Production, Construction, Material Moving	17.9%
Clerical	13.7%
Managerial	13.7%
Service	8.2%
Agricultural	6.8%
Sales	6.8%

• Current median wages: \$

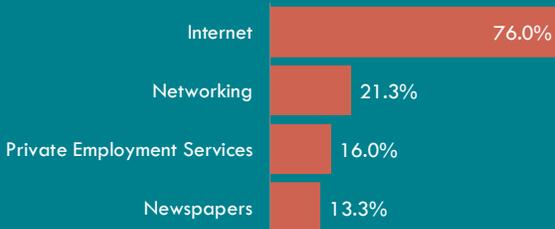
- \$17.22/hour and \$70,000/year
- \$19.07/hour - attracts 66%
- \$20.25/hour - attracts 75%

• 78.9% have an education beyond HS



• **22.4%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Currently commuting an average of **13 miles/18 minutes** (one-way) to work
- Willing to commute an average of **26 miles/33 minutes** (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

• An estimated **542** unemployed individuals are likely to accept employment in Rock Rapids

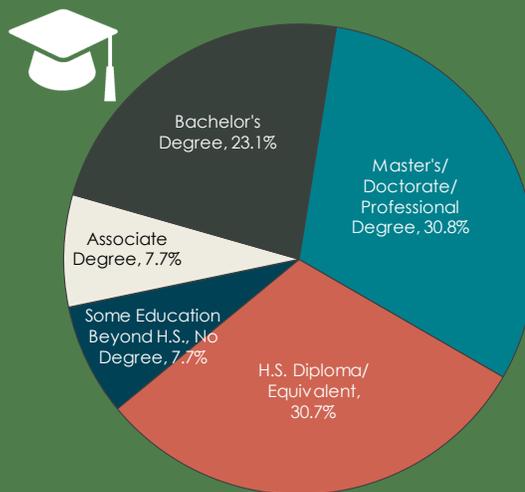
• Former occupational categories:

Managerial	30.0%
Production, Construction, Material Moving	30.0%
Professional, Paraprofessional, Technical	20.0%
Sales	10.0%
Service	10.0%
Agricultural	0.0%
Clerical	0.0%

• Median wages: \$

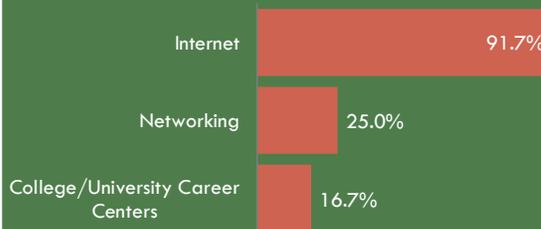
- \$13.50/hour - lowest willing to accept
- \$20.82/hour - attracts 66%
- \$25.25/hour - attracts 75%

• 69.2% have an education beyond HS



• **58.3%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Willing to commute an average of **26 miles/38 minutes** (one-way) to work



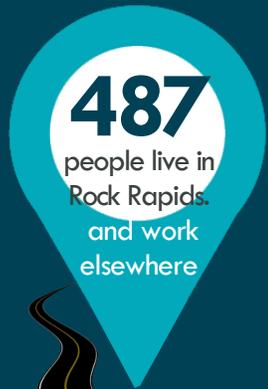
The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Rock Rapids is estimated at 33.6 percent—approximately 487 people living in Rock Rapids work in other communities.

Most of those who are out commuting are working in Sioux Falls (SD), Sioux Center (IA), Luverne (MN).

Nearly one-third (32.4%) of out commuters are likely to change employment (approximately 158 people).

48.6% earn an hourly wage—median wage is **\$18.00/hour**
45.9% earn an annual salary—median salary is **\$63,500/year**



487
people live in
Rock Rapids,
and work
elsewhere

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	Bachelor's Degree or Above
Agriculture, Forestry, & Mining	71.4%	0.0%	42.8%	14.3%	14.3%
Construction	66.8%	16.7%	16.7%	16.7%	16.7%
Education	90.9%	0.0%	9.1%	0.0%	81.8%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	88.9%	11.1%	0.0%	33.3%	44.5%
Government & Public Administration	80.0%	0.0%	20.0%	30.0%	30.0%
Healthcare & Social Services	88.9%	16.7%	5.5%	16.7%	50.0%
Manufacturing	75.0%	8.3%	16.7%	0.0%	50.0%
Personal Services	57.1%	14.3%	0.0%	14.3%	28.5%
Professional Services	100%	12.5%	25.0%	25.0%	37.5%
Transportation, Communication, & Utilities	71.4%	14.3%	0.0%	14.3%	42.8%
Wholesale & Retail Trade	66.7%	16.7%	8.3%	16.7%	25.0%

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		Percent Surveyed	Estimated Total
Inadequate Hours	1.2%	96	Mismatch of Skills	3.0%	241
Low Income	0.7%	56	Σ †Total	4.4%	353

†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.

