

2007 ANNUAL PROFILE

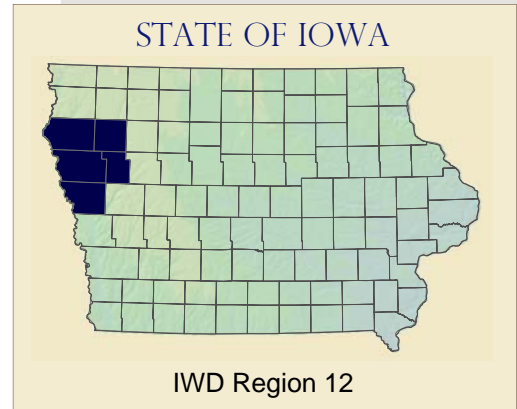
REGION 12

IOWA WORKFORCE DEVELOPMENT

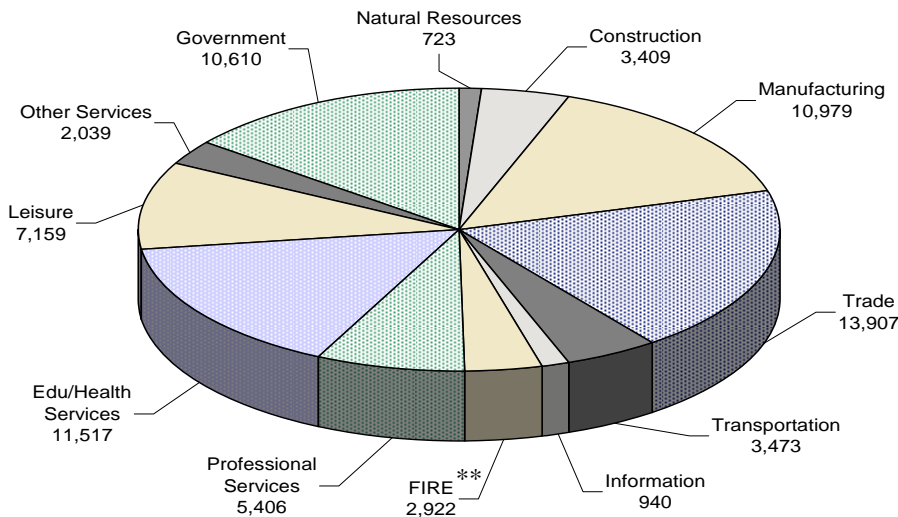
Executive Summary

As of 2006, Iowa Workforce Development's (IWD) Region 12 largest private industry was Wholesale & Retail Trade, representing 19.0 percent (13,907) of the region's total covered employment of 73,084. The region's total employment increased by 0.1 percent since 2005, and the average annual wage increased by 2.5 percent to \$30,706 for all industries.

IWD's Region 12 average weekly wage for all industries was \$591 for 2006. This was an increase of 2.6 percent since 2005. The highest average weekly wage for a private sector was in Transportation & Utilities, averaging \$813 with gross total wages of \$146.8 million. Between 2005 and 2006, the Professional & Business Services sector reported the largest percentage increase in average weekly wage of 6.6 percent (\$35).



2006 Industry Breakout by Employment



Source: Quarterly Census of Employment and Wages

**Finance, Insurance, Real Estate

Ten Largest Employers by Employment

Based on Annual 2006 Employment by Private Industry

Rank	Name of Company	Industry
1	Wells Dairy	Manufacturing
2	John Morrell & Company	Manufacturing
3	Mercy Medical Center	Health Services
4	Hy-Vee Food Stores	Retail Trade
5	St Lukes Regional Medical Center	Health Services
6	Wal-Mart Stores	Retail Trade
7	MidAmerican Energy Company	Utilities
8	Tyson Retail Deli Meats	Manufacturing
9	Wilson Trailer Company	Manufacturing
10	Belle of Sioux City Riverboat/Casino	Arts & Entertainment

Source: Quarterly Census of Employment and Wages

QUICK FACTS

Counties Included in Iowa Workforce Development's Region 12

Cherokee Monona
 Ida Plymouth
 Woodbury

2006 Covered Employment (QCEW)

		%
Total Employment	73,084	5.0 ¹
Average Weekly Wage	\$591	89.5 ²
Largest Private Sector:		
Trade	13,907	5.6 ³

¹ Percent is based on statewide covered employment of 1,470,744

² Percent is based on statewide average weekly wage of \$660

³ Percent is based on statewide covered employment in specified sector

Census Statistics

IWD Region 12 Population (2006)	156,495
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2005 - 2006 Covered Employment and Reporting Units by Industry

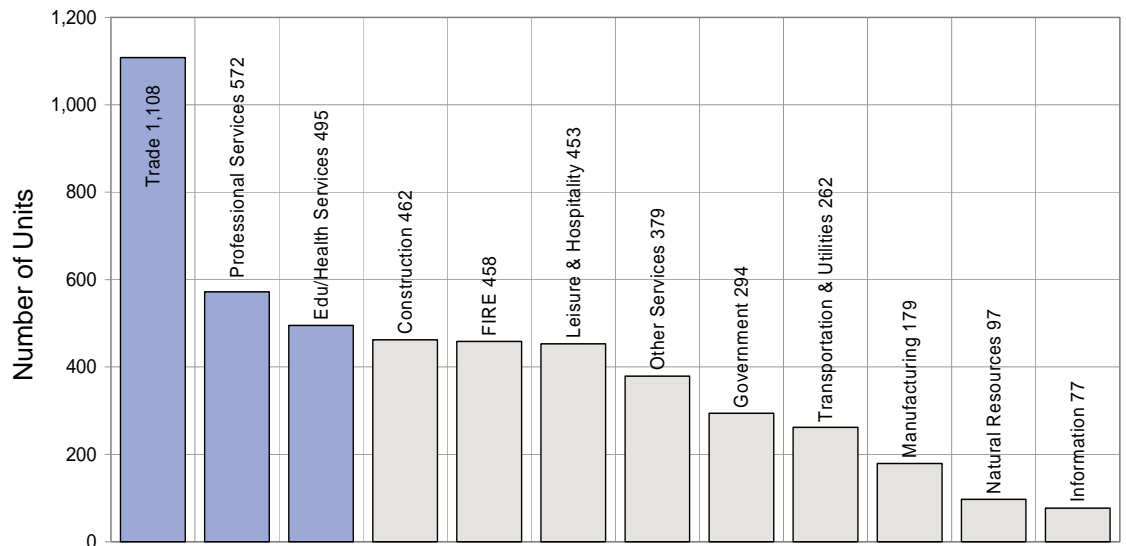
A Unit is Defined as a Worksite

Reporting Units				Employment		
2005	2006	% Change		2005	2006	% Change
4,848	4,835	-0.27%	Total All Industries	72,983	73,084	0.14%
4,552	4,541	-0.24%	Private Business	62,328	62,473	0.23%
98	97	-1.02%	Ag/Natural Resources & Mining	707	723	2.26%
471	462	-1.91%	Construction	3,534	3,409	-3.54%
190	179	-5.79%	Manufacturing	10,971	10,979	0.07%
1,107	1,108	0.09%	Trade	13,763	13,907	1.05%
349	350	0.29%	<i>Wholesale Trade</i>	3,926	3,727	-5.07%
758	758	0.00%	<i>Retail Trade</i>	9,838	10,180	3.48%
255	262	2.75%	Transportation & Utilities	3,360	3,473	3.36%
82	77	-6.10%	Information	924	940	1.73%
458	458	0.00%	Finance, Insurance, and Real Estate	2,927	2,922	-0.17%
565	572	1.24%	Professional & Business Services	5,554	5,406	-2.66%
498	495	-0.60%	Education & Health Services	11,446	11,517	0.62%
450	453	0.67%	Leisure & Hospitality	7,049	7,159	1.56%
381	379	-0.52%	Other Services	2,091	2,039	-2.49%
295	294	-0.34%	Government	10,655	10,610	-0.42%
61	61	0.00%	<i>State</i>	909	955	5.06%
177	176	-0.56%	<i>Local</i>	8,675	8,598	-0.89%
57	58	1.75%	<i>Federal</i>	1,071	1,057	-1.31%

Source: Quarterly Census of Employment and Wages

Reporting Units by Industry in 2006

A Unit is Defined as a Worksite



Trade - Wholesale & Retail Trade
F.I.R.E. - Finance, Insurance, & Real Estate

Natural Resources - Agriculture, Natural Resources, & Mining

Source: Quarterly Census of Employment and Wages

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IWD Region 12's
Greatest Number of
Worksites

Wholesale & Retail
Trade
1,108

Professional Services
572

Education & Health
Services
495

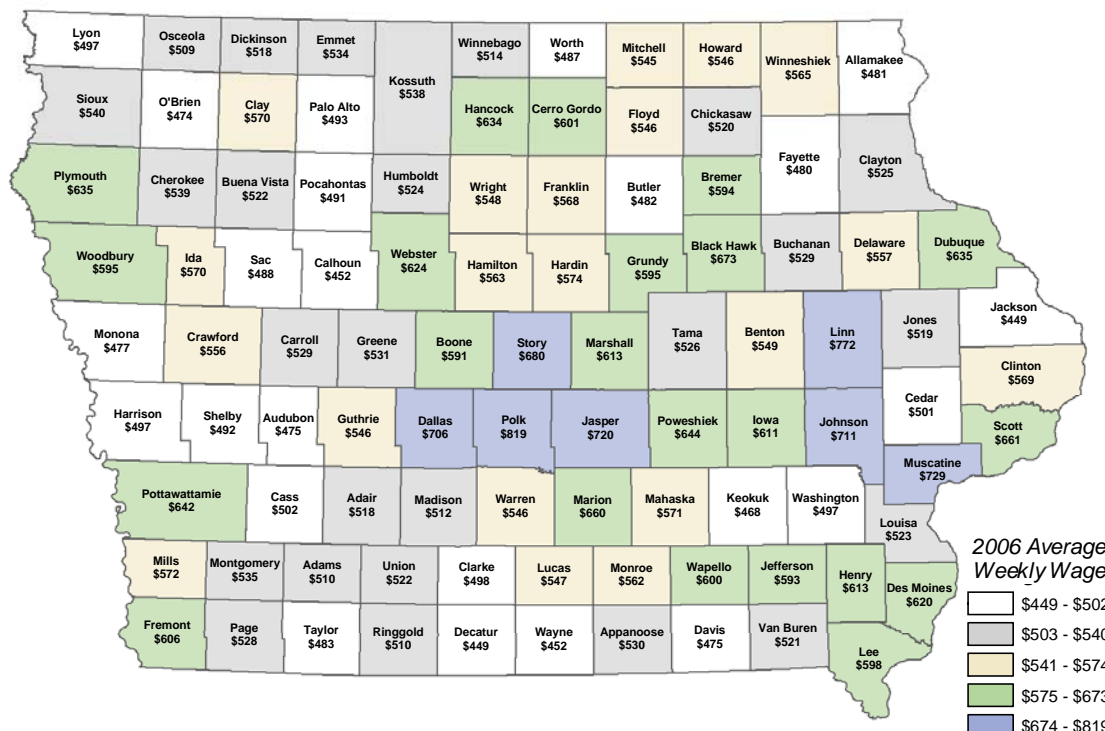
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Average Annual and Weekly Wage by Industry Annual 2006

Average Annual Wage				Average Weekly Wage		
2005	2006	% Change		2005	2006	% Change
\$ 29,954	\$ 30,706	2.51%	Total All Industries	\$ 576	\$ 591	2.60%
\$ 29,378	\$ 30,007	2.14%	Private Business	\$ 565	\$ 577	2.12%
\$ 25,979	\$ 26,134	0.60%	Ag/Natural Resources & Mining	\$ 500	\$ 503	0.60%
\$ 35,903	\$ 36,507	1.68%	Construction	\$ 690	\$ 702	1.74%
\$ 41,055	\$ 40,988	-0.16%	Manufacturing	\$ 790	\$ 788	-0.25%
\$ 24,670	\$ 25,303	2.56%	Trade	\$ 474	\$ 487	2.74%
\$ 38,457	\$ 40,862	6.25%	<i>Wholesale Trade</i>	\$ 740	\$ 786	6.22%
\$ 19,166	\$ 19,607	2.30%	<i>Retail Trade</i>	\$ 369	\$ 377	2.17%
\$ 41,594	\$ 42,273	1.63%	Transportation & Utilities	\$ 800	\$ 813	1.63%
\$ 31,131	\$ 32,830	5.46%	Information	\$ 599	\$ 631	5.34%
\$ 33,645	\$ 36,025	7.07%	Finance, Insurance, Real Estate	\$ 647	\$ 693	7.11%
\$ 27,743	\$ 29,568	6.58%	Professional & Business Services	\$ 534	\$ 569	6.55%
\$ 30,830	\$ 31,427	1.94%	Education & Health Services	\$ 593	\$ 604	1.85%
\$ 10,911	\$ 10,973	0.57%	Leisure & Hospitality	\$ 210	\$ 211	0.48%
\$ 21,527	\$ 22,600	4.98%	Other Services	\$ 414	\$ 435	5.07%
\$ 33,319	\$ 34,828	4.53%	Government	\$ 641	\$ 670	4.52%
\$ 42,875	\$ 44,094	2.84%	<i>State</i>	\$ 825	\$ 848	2.79%
\$ 30,191	\$ 31,450	4.17%	<i>Local</i>	\$ 581	\$ 605	4.13%
\$ 50,545	\$ 53,934	6.71%	<i>Federal</i>	\$ 972	\$ 1,037	6.69%

Source: Quarterly Census of Employment and Wages

Average Weekly Wage for All Industries by County Annual 2006



Source: Quarterly Census of Employment and Wages

QUICK FACTS

Average Weekly Wage Comparisons

IWD Region 12
\$591

Rank
Among All 15
IWD Regions
8th

Statewide
\$660

Nation
\$818

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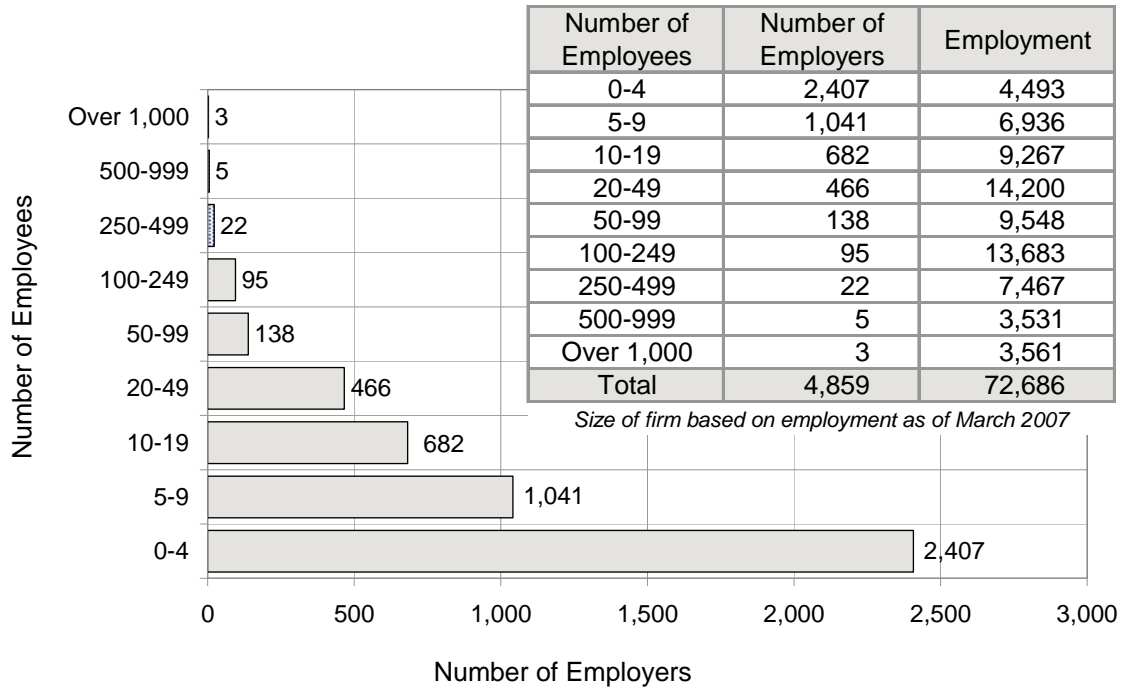
Size of Firm

Eight firms in Region 12 employ 500 or more workers, totaling 7,092 employees, which accounts for 9.8 percent of total employment in the region.

Firms that employ less than 50 workers represent nearly 95 percent of all establishments region-wide.

Size of Firm Based on Employment

March 2007



Source: Quarterly Census of Employment and Wages

2006 Local Employment Dynamics (LED) - Quarterly Workforce Indicators

4th Qtr 2006 and Average of 2006—All Ownerships

QUICK FACTS

Quarterly Workforce Indicators Definitions

Total Employment
Number of workers who are employed by the same employer in both the current and previous quarter

New Hires
Total number of accessions that were also not employed by that employer during the previous four quarters

For additional definitions see source information below the LED tables

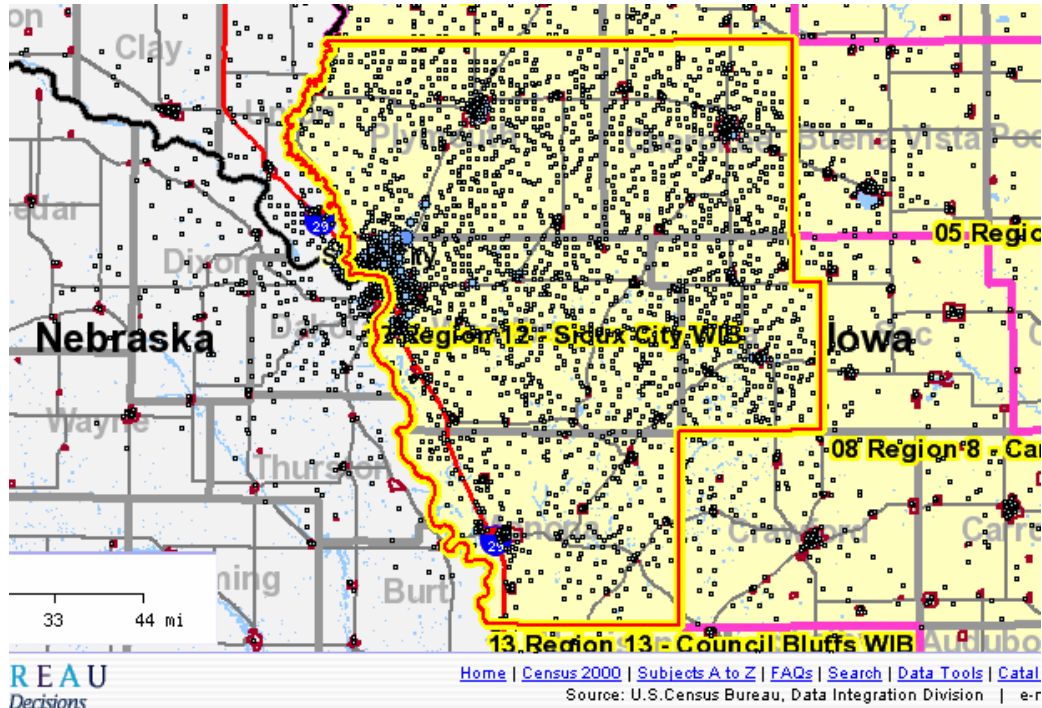
Quarterly Workforce Indicators	Region 12 (Q4)	Region 12 (Avg: 2006)
Total Employment	72,594	72,605
Net Job Flows	-245	302
Job Creation	3,893	3,616
New Hires	12,015	11,538
Separations	14,682	13,607
Turnover	10.20%	9.80%
Average Monthly Earnings	\$2,820.00	\$2,645.00
Average New Hire Earnings	\$1,579.00	\$1,590.25

Quarterly Workforce Indicators	State of Iowa (Q4)	State of Iowa (Avg: 2006)
Total Employment	1,467,228	1,449,165
Net Job Flows	-21,744	6,333
Job Creation	64,529	71,733
New Hires	209,251	214,983
Separations	278,536	255,884
Turnover	10.00%	9.50%
Average Monthly Earnings	\$3,186.00	\$2,991.00
Average New Hire Earnings	\$1,809.00	\$1,823.50

Source: Local Employment Dynamics, www.iowaworkforce.org/lmi/empstat/ledindex.html. For definitions of the Quarterly Workforce Indicators, visit <http://lehd.dsd.census.gov/led/datatools/qwiapp.html> and select the 'i' icon in front of the indicator of interest.

2007 IOWA WORKFORCE DEVELOPMENT REGION 12 PROFILE

ON THE MAP — Region 12 Where Workers Live that are Employed in the Region



For an online tour of the application, please follow this link: http://lehd.dsd.census.gov/led/datatools/learning/On_the_Map/index.htm.

QUICK FACTS

'On the Map'
Interactive Mapping
Application

As of 2004,
there were
60,568
primary jobs
in this region.

49.8 percent of
workers (32,627) live
in Woodbury county,
followed by 12.9
percent (8,441) that
live in Plymouth
county and work in
Region 12.

ON THE MAP Statistics — Region 12 Distribution of Worker's Age and Monthly Earnings

Baseline Count of Jobs	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
All Primary Jobs	65,501	100.0%	65,758	100.0%	66,124	100.0%

Jobs by Worker Age	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
* Age 30 or younger	17,994	27.5%	18,423	28.0%	18,727	28.3%
* Age 31 to 54	36,471	55.7%	36,729	55.9%	37,071	56.1%
* Age 55 or older	11,036	16.8%	10,606	16.1%	10,326	15.6%

Jobs by Earnings Paid	2004		2003		2002	
	Count	Share	Count	Share	Count	Share
* \$1,200 per month or less	19,510	29.8%	20,667	31.4%	21,183	32.0%
* \$1,201 to \$3,400 per month	29,510	45.1%	31,068	47.2%	31,656	47.9%
* More then \$3,400 per month	16,481	25.2%	14,023	21.3%	13,285	20.1%

QUICK FACTS

'On the Map'
Reports

One of the reports
generated from
'On the Map'
displays total primary
jobs of 65,501
in Region 12 and the
distribution of age and
monthly earning of the
workers.

Over 45 percent of
Region 12 workers
earn from \$1,201 to
\$3,400 per month.

Almost 16 percent of
the region's workers
are age 55 and older.

Source: Local Employment Dynamics, On the Map: <http://lehdmap.dsd.census.gov/>. For definitions and instruction on this mapping application, visit <http://lehdmap.dsd.census.gov/help.pl> and select any of the "Help" topics.

2007 IOWA WORKFORCE DEVELOPMENT REGION 12 PROFILE

Top 20 Growing Industries by Employment 2004 - 2014

Industry Description	NAICS Code	2004 Estimated Employment	2014 Projected Employment	Total Growth	Percent Change
Food Services and Drinking Places	722	5,555	6,690	1,135	20.43%
Ambulatory Health Care Services	621	2,775	3,620	845	30.45%
Self Employed and Unpaid Family Workers	671	7,450	8,110	660	8.86%
Nursing and Residential Care Facilities	623	3,085	3,705	620	20.10%
Administrative and Support Services	561	2,825	3,355	530	18.76%
Social Assistance	624	1,325	1,735	410	30.94%
Food Manufacturing	311	6,200	6,605	405	6.53%
Educational Services	616	6,460	6,865	405	6.27%
Specialty Trade Contractors	238	1,865	2,210	345	18.50%
Truck Transportation	484	1,355	1,670	315	23.25%
General Merchandise Stores	452	2,205	2,505	300	13.61%
Hospitals	626	3,625	3,920	295	8.14%
Local Government, Excluding Education & Hospitals	930	3,525	3,785	260	7.38%
Warehousing and Storage	493	865	1,120	255	29.48%
Amusement, Gambling, and Recreation Industries	713	920	1,145	225	24.46%
Food and Beverage Stores	445	1,865	2,035	170	9.12%
Motor Vehicle and Parts Dealers	441	1,160	1,320	160	13.79%
Professional, Scientific, and Technical Services	541	1,255	1,405	150	11.95%
Health and Personal Care Stores	446	565	705	140	24.78%
Management of Companies and Enterprises	551	400	520	120	30.00%

Source: Long-Term Industry Projections

"Hot Jobs" in Region 12 2004 - 2014

Occupational Title	2004 Estimated Employment	2014 Projected Employment	Region 12 2006 Mean Annual Wage	Annual Growth Rate (%)
Bachelor's Degree				
General and Operations Managers	685	790	\$79,278	1.5
Postsecondary Education (Long-term on-the-job training or work experience in a related occupation)				
Registered Nurses	1,895	2,170	\$44,394	1.5
Plumbers, Pipefitters, and Steamfitters	235	270	41,424	1.5
Automotive Service Technicians and Mechanics	625	720	36,263	1.5
Licensed Practical and Licensed Vocational Nurses	435	520	32,631	2.0
Medical Secretaries	290	340	31,436	1.7
Bus and Truck Mechanics and Diesel Engine Specialists	205	235	29,700	1.5
First-Line Supervisors/Managers of Food Prep & Serving Workers	420	505	27,966	2.0
High School Diploma or Equivalent (Moderate-term on-the-job training)				
Sales Reps, Wholesale & Mfg, Technical & Scientific Products	255	295	\$52,242	1.6
Truck Drivers, Heavy and Tractor-Trailer	2,660	3,150	32,955	1.8
Dental Assistants	185	240	32,369	3.0
Construction Laborers	910	1,080	22,508	1.8
Social and Human Service Assistants	190	255	22,011	3.4

Occupations are selected based on growth factors in the IWD Region 12 2004-2014 occupational projections and the 2006 IWD Region 12 mean annual wage. The occupations listed have a higher growth rate than the IWD Regions 12 average of 1.3% and a higher than average IWD Region 12 wage of \$21,956.

2007 IOWA WORKFORCE DEVELOPMENT REGION 12 PROFILE

Employment and Unemployment Statistics Annual 2006

County	Labor Force	Number Unemployed	Unemployment Rate	Number Employed
Cherokee	6,570	280	4.2	6,290
Ida	3,990	140	3.5	3,850
Monona	4,710	260	5.5	4,450
Plymouth	14,420	460	3.2	13,960
Woodbury	54,440	2,320	4.3	52,120
Total	84,130	3,460	Avg 4.1	80,670

Note: The unemployment rate is widely recognized as an important economic indicator that is used to gauge the vitality of the labor market. The release of the monthly unemployment rate causes markets to react and analysts to speculate on the health of the economy. A low jobless rate indicates a strong economy where job seekers can find employment quickly, whereas a high rate may indicate a weaker economy. On the other hand, businesses can find employees more easily when the unemployment rate is high.

Source: Local Area Unemployment Statistics (LAUS), www.iowa workforce.org/lmi/pressrelease/index.html

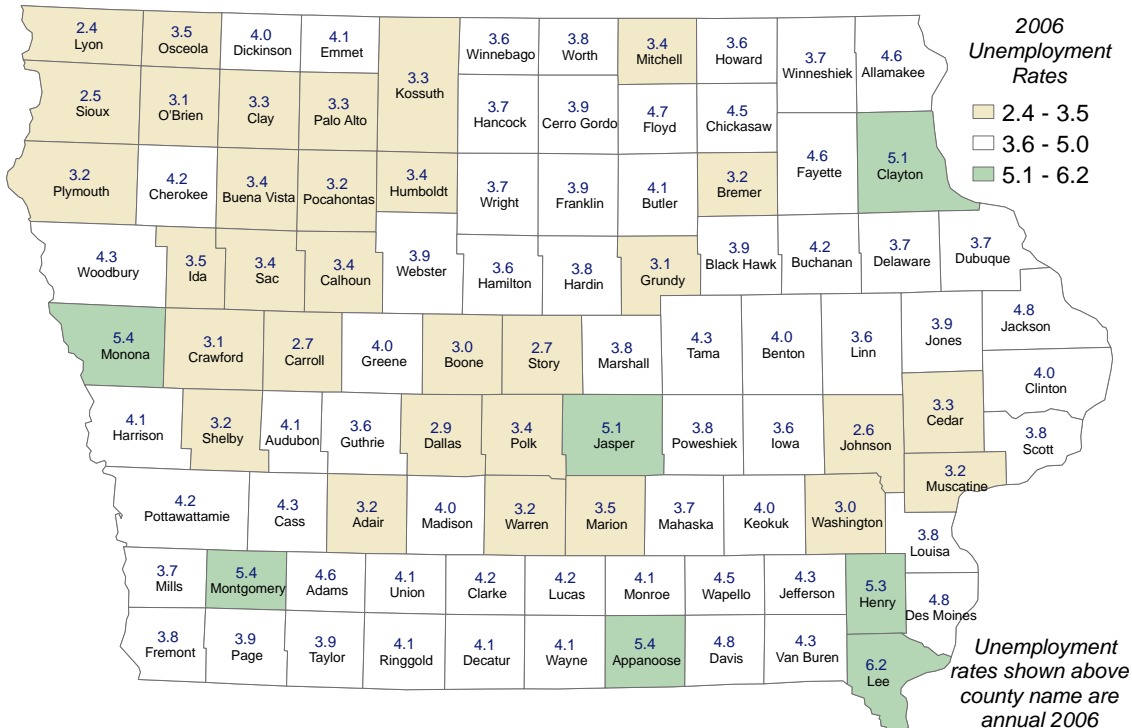
QUICK FACTS

Labor Force 2006

Unemployment averaged 4.1 percent in Region 12 for 2006. The region's jobless rate translated into 3,460 unemployed persons.

The 2006 unemployment rate for Region 12 was significantly higher than the statewide average of 3.7 percent.

Unemployment Rates per Iowa Counties 2006 Annual Average



QUICK FACTS

County Unemployment Rates

Lee County had the highest jobless rate in the state in 2006 at 6.2 percent.

Lyon County had the lowest jobless rate in the state in 2006 at 2.4 percent.

Source: Local Area Unemployment Statistics (LAUS)
*Benchmark Revision September 28, 2007

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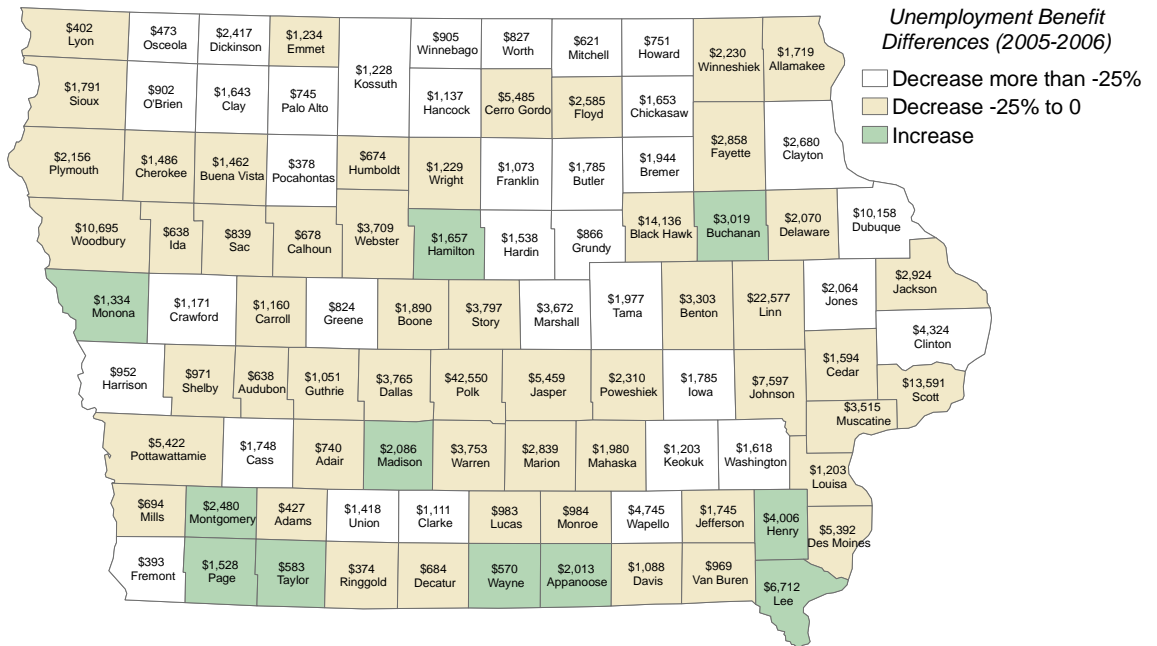
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Annual 2006 UI Benefits

UI Benefits for Iowa increased from \$302 million in 2005 to \$318 million in 2006, an increase of 5.3 percent.

UI Benefits in Region 12 increased from \$14.7 million in 2005 to \$16.3 million in 2006, an increase of 10.9 percent.

Total Unemployment Insurance (UI) Benefit Payouts Annual 2006



Note: Dollar values are in thousands. Total UI Benefit payouts include benefits paid under the Iowa unemployment insurance program and federal benefits paid under the unemployment compensation for federal employees and service personnel programs. Benefit payout is based on claimant's county of residence. Figures do not include the Temporary Emergency Unemployment Compensation program (TEUC).

Source: Unemployment Insurance Statistical Data, www.iowaworkforce.org/lmi/uistats/index.html

CONTACT INFO

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www.iowaworkforce.org

Equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities.

TTY 515-281-4748;
1-800-831-1399



For Additional Information about Region 12—Visit our Website!

<http://iwin.iwd.state.ia.us/iowa/Regions?area=00012>

Region 12
Iowa Workforce Information Network
February 19, 2007

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Region 12 Overview
Region 12 serves the 5 county area of: Cherokee, Ida, Monona, Plymouth and Woodbury.
[Labor Market Information](#)
[Contact Donna Burkett](#)

Demographic Profiles
FROM THE 2000 CENSUS
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