

Tiffin Area Laborshed Analysis



icad Iowa City Area
Development Group

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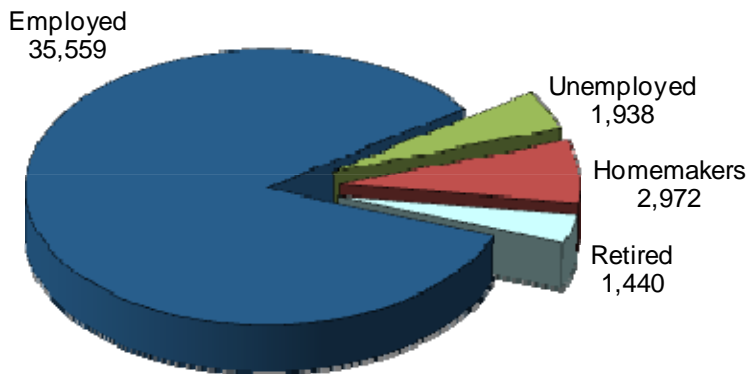
A Study of Workforce Characteristics
Released November 2010

Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Tiffin Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked, and distance willing to commute to work. *See contact information on back.*

Total Potential Labor Force: 122,806 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 41,909



Employment Status:

- 78.8% Employed
- 11.1% Unemployed
- 4.9% Homemakers, Not Employed
- 5.2% Retired

Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are working at wages equal to or less than the national poverty level; and/or who are working in positions that do not meet their skill or education levels, or worked for higher wages at previous employment.

- 2.2% Inadequate hours (782 people)
- 2.0% Mismatch of skills (711 people)
- 1.5% Low income (533 people)
- 4.7% Total estimated underemployment (1,671 people)

Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	25.1%	24,290
Health Care & Social Services	19.4%	18,774
Wholesale & Retail Trade	10.9%	10,548
Manufacturing	9.3%	9,000
Transportation, Communication, & Utilities	9.3%	9,000
Public Administration & Government	5.3%	5,129
Professional Services	5.3%	5,129
Personal Services	4.9%	4,742
Construction	4.0%	3,871
Finance, Insurance, & Real Estate	3.6%	3,484
Agriculture	2.0%	1,935
Entertainment & Recreation	0.9%	869

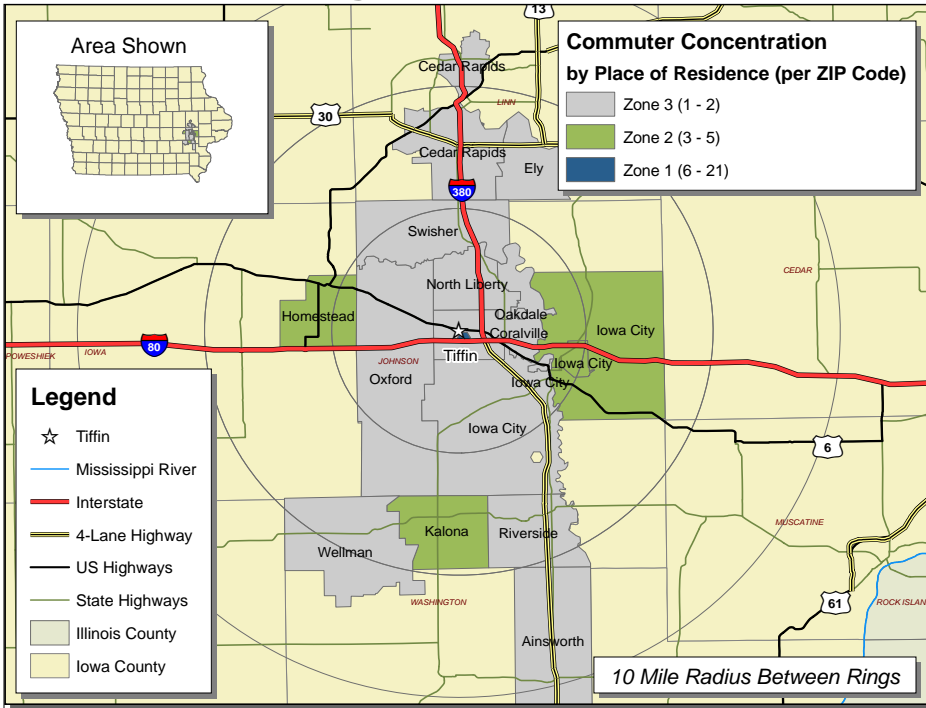
Quick Facts

(Employed - willing to change employment)

- 12.9% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 42 years old
- 35.7% currently working within the professional, paraprofessional, & technical occupational categories followed by 21.4% within the managerial occupational category
- Most frequently identified job search sources:
 - Internet
 - www.monster.com
 - www.corridorcareers.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - *The Gazette* - Cedar Rapids
 - *Iowa City Press Citizen*
 - Networking through friends, family, and acquaintances
 - Local Iowa Workforce Development Centers

Survey respondents from the Tiffin Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry as shown in the table at left.

Tiffin Commuting Area



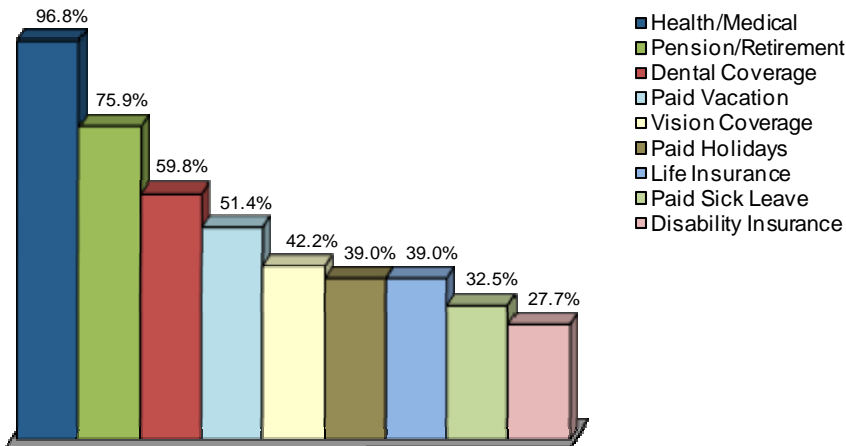
Commuting Statistics

The map at the left represents commuting patterns into Tiffin with the concentration per ZIP code represented in the legend.

Those who are willing to change employment in the Tiffin Laborshed area are willing to commute an average of 23 miles one way for employment opportunities.



Benefits Currently Offered



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (77.7%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.0 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

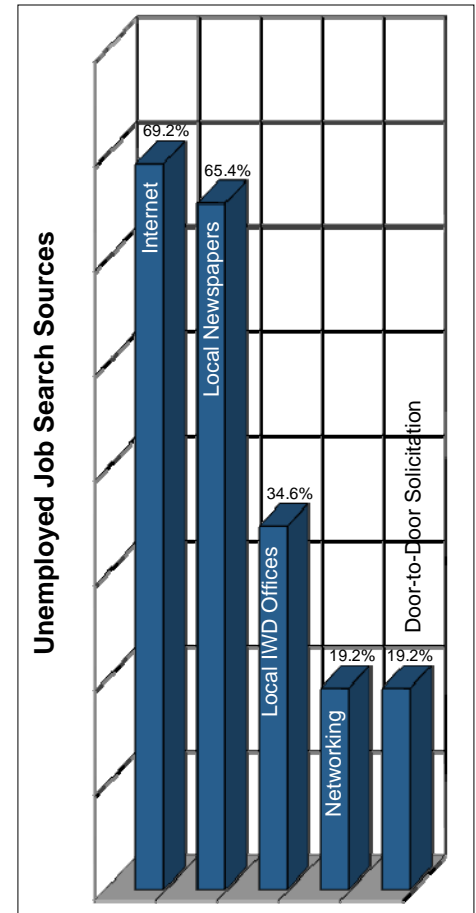
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	58.3%	8.3%	25.0%	\$39,750	\$20.50
Manufacturing	50.0%	12.5%	21.9%	\$67,500	\$15.18
Transportation, Communication, & Utilities	75.0%	3.6%	57.1%	\$63,000	\$21.50
Wholesale & Retail Trade	64.3%	7.1%	30.9%	\$50,500	\$9.13
Finance, Insurance, & Real Estate	80.0%	10.0%	70.0%	\$52,000	*
Health Care & Social Services	89.7%	17.2%	50.0%	\$55,500	\$16.20
Personal Services	87.5%	6.3%	43.8%	\$45,000	\$9.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	53.3%	20.0%	20.0%	\$86,500	\$12.24
Public Administration & Government	82.4%	11.8%	35.2%	*	\$20.00
Education	85.5%	10.5%	63.1%	\$50,000	\$12.50

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 1,938 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 65.5% are female; 34.5% are male
- Education:
 - 55.2% have an education beyond high school
 - 3.4% are trade certified
 - 6.9% have an associate degree
 - 10.3% have an undergraduate degree
 - 17.2% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.18 to \$11.25/hr. with a median of the lowest wage of \$9.50
- Willing to commute an average of 21 miles one way for the right opportunity
- 75.9% expressed interest in both temporary and seasonal employment opportunities
- 48.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Paid vacation
 - Vision coverage
 - Pension/retirement options
 - Paid holidays
 - Paid sick leave
 - Life insurance
 - Paid time off
 - Prescription drug coverage
- 59.1% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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