

# The Amanas Area Laborshed Analysis



**icad** Iowa City Area  
Development Group

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in unexpected places.

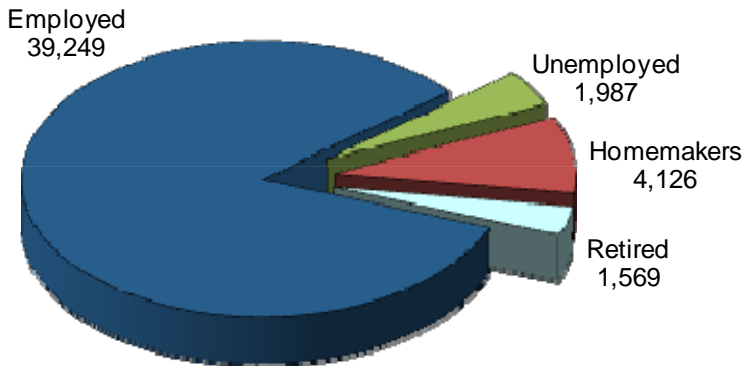
A Study of Workforce Characteristics  
*Released November 2010*

# 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 Amanas 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: 167,557 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 46,931**



## Employment Status:

- 75.3% Employed
- 12.3% Unemployed
- 7.9% Homemakers, Not Employed
- 4.5% 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.

- 1.0% Inadequate hours (392 people)
- 1.2% Mismatch of skills (471 people)
- 1.0% Low income (392 people)
- 2.5% Total estimated underemployment (981 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	21.7%	27,379
Health Care & Social Services	15.7%	19,809
Manufacturing	15.2%	19,178
Wholesale & Retail Trade	9.2%	11,608
Transportation, Communication, & Utilities	9.1%	11,481
Finance, Insurance, & Real Estate	5.7%	7,192
Personal Services	5.2%	6,561
Construction	5.2%	6,561
Professional Services	4.8%	6,056
Public Administration & Government	4.3%	5,425
Agriculture	2.2%	2,776
Entertainment & Recreation	1.7%	2,144

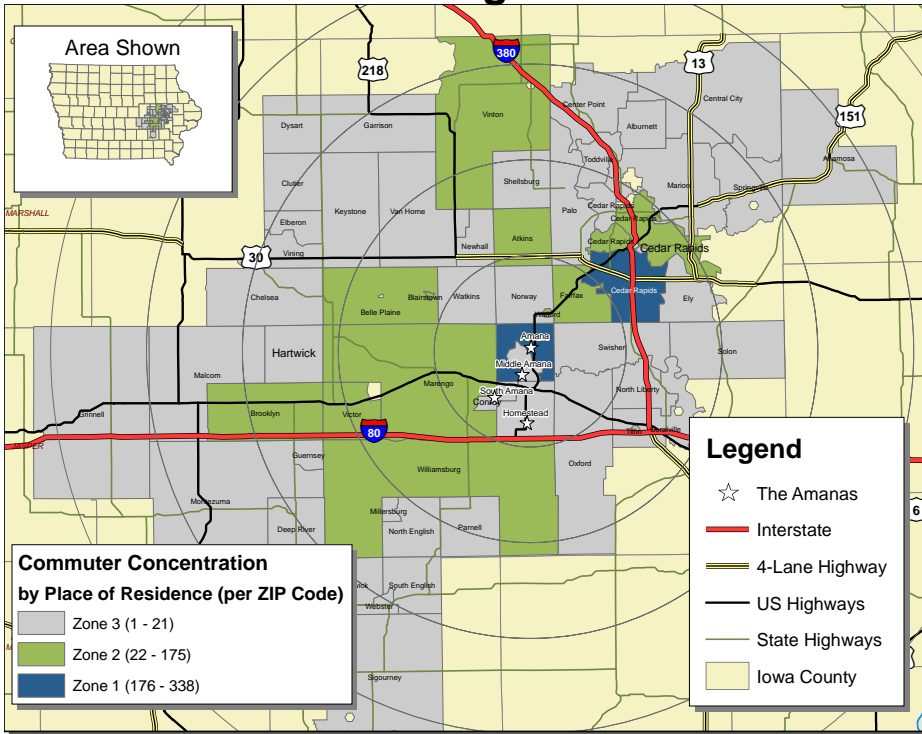
## Quick Facts

*(Employed - willing to change employment)*

- 12.2% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 45 years old
- 32.5% currently working within the professional, paraprofessional, & technical occupational category followed by 22.5% within the service occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.corridorcareers.com](http://www.corridorcareers.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Networking through friends, family, and acquaintances
  - Local/Regional newspapers
    - *The Gazette* - Cedar Rapids
    - *The Des Moines Register*
  - Local Iowa Workforce Development Centers

Survey respondents from the Amanas 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.

# The Amanas Commuting Area



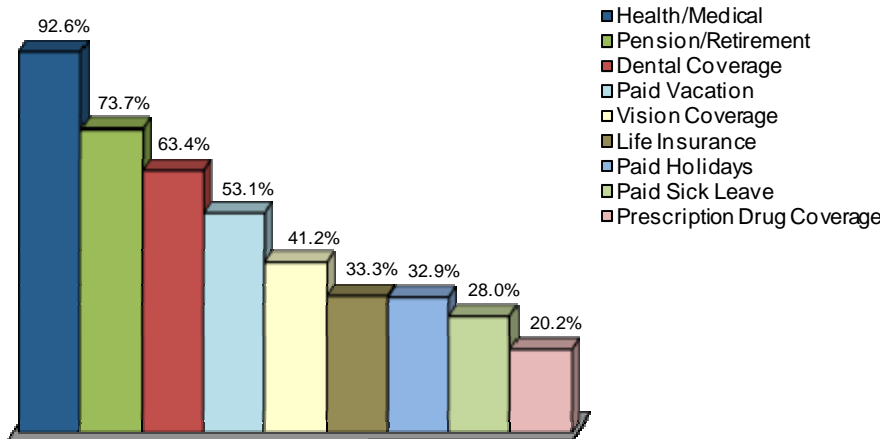
## Commuting Statistics

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

Those who are willing to change employment in the Amanas Laborshed area are willing to commute an average of 28 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 (72.3%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 17.9 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

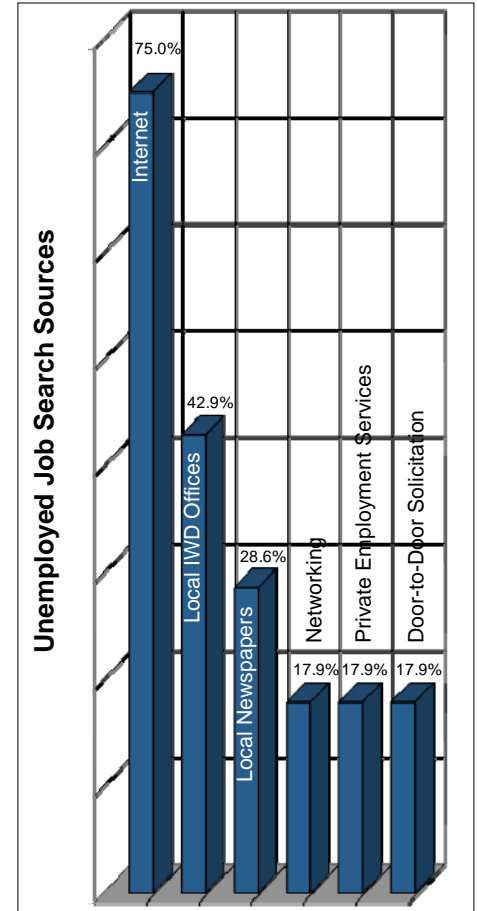
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	78.6%	7.1%	14.3%	*	\$19.25
Manufacturing	47.2%	7.5%	20.8%	\$77,000	\$17.71
Transportation, Communication, & Utilities	90.9%	13.6%	50.0%	\$59,000	\$20.00
Wholesale & Retail Trade	69.4%	8.3%	25.0%	*	\$9.00
Finance, Insurance, & Real Estate	76.5%	11.8%	53.0%	\$73,000	\$13.00
Health Care & Social Services	91.7%	22.9%	43.8%	\$65,000	\$14.00
Personal Services	81.2%	6.3%	50.1%	\$35,000	\$11.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	73.3%	40.0%	26.7%	\$50,000	\$9.50
Public Administration & Government	80.0%	26.7%	26.7%	\$64,000	\$18.00
Education	81.8%	7.3%	61.9%	\$50,000	\$12.47

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 1,987 unemployed individuals are willing to accept employment
- Average age is 43 years old
- 64.3% are female; 35.7% are male
- Education:
  - 57.1% have an education beyond high school
  - 7.1% are trade certified
  - 3.6% have vocational training
  - 3.6% have an associate degree
  - 17.9% have an undergraduate degree
  - 7.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$13.61 to \$15.00/hr. with a median of the lowest wage of \$11.00
- Willing to commute an average of 24 miles one way for the right opportunity
- 64.3% expressed interest in temporary and 53.6% in seasonal employment opportunities
- 42.9% 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
  - Pension/retirement options
  - Vision coverage
  - Disability insurance
  - Prescription drug coverage
  - Life insurance
  - Paid holidays
  - Paid sick leave
  - Flextime
- 54.5% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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