

Iowa City Area Laborshed Analysis



ICAD Iowa City Area
Development Group

Extraordinary opportunities
in unexpected places.

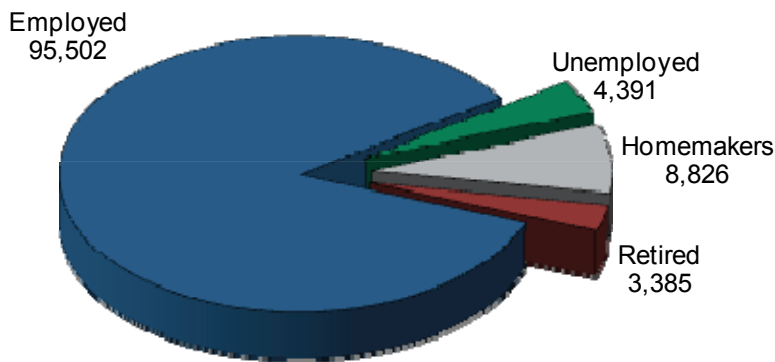
A Study of Workforce Characteristics
Released October 2010

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 Iowa City 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: 358,912 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment 112,104



Quick Facts

(Employed - willing to change employment)

- 10.2% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 42 years old
- 25.2% currently working within the production, construction, & material handling occupational category followed by 23.4% within the professional, paraprofessional, & technical occupational category
- Most frequently identified job search sources:
 - Internet
 - www.monster.com
 - www.careerbuilder.com
 - www.iowaworkforce.org
 - Local/Regional newspapers
 - *The Gazette - Cedar Rapids*
 - *Quad City Times*
 - *Iowa City Press Citizen*
 - Networking through friends, family, and acquaintances
 - Local Iowa Workforce Development Centers

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.

- 2.0% Inadequate hours (1,910 people)
- 3.2% Mismatch of skills (3,056 people)
- 1.5% Low income (1,433 people)
- 5.0% Total estimated underemployment (4,775 people)

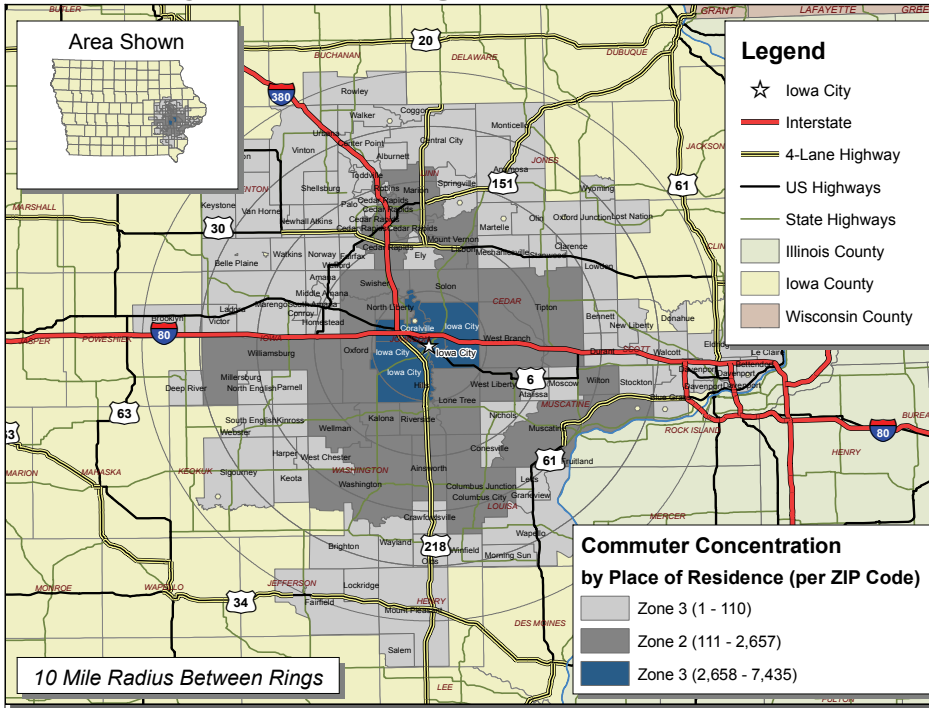
Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	21.0%	54,041
Health Care & Social Services	18.0%	46,321
Manufacturing	15.0%	38,601
Wholesale & Retail Trade	13.5%	34,741
Personal Services	7.5%	19,300
Transportation, Communication, & Utilities	5.4%	13,896
Construction	5.1%	13,124
Public Administration & Government	5.1%	13,124
Professional Services	4.5%	11,580
Finance, Insurance, & Real Estate	2.7%	6,948
Agriculture	1.1%	2,832
Entertainment & Recreation	1.1%	2,832

Survey respondents from the Iowa City 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.

Iowa City Commuting Area



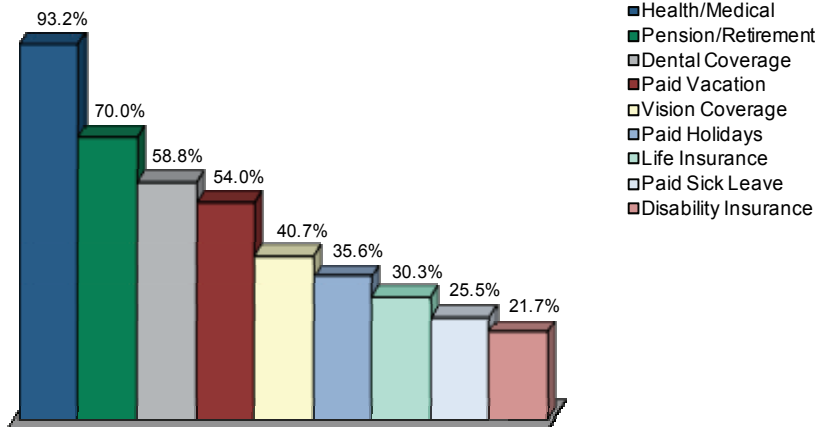
Commuting Statistics

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

Those who are willing to change employment in the Iowa City Laborshed area are willing to commute an average of 21 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 (77.8%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 13.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

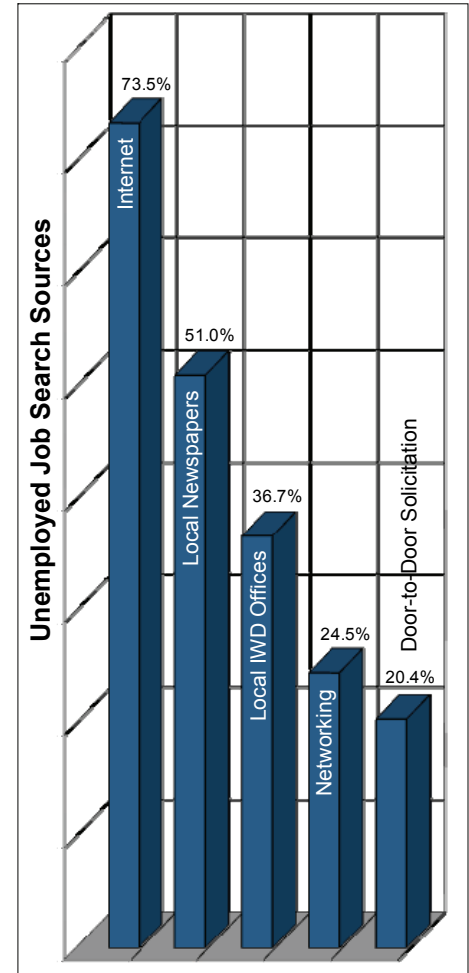
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	50.0%	16.7%	16.7%	*	\$20.00
Manufacturing	56.9%	12.5%	22.2%	\$62,500	\$16.21
Transportation, Communication, & Utilities	81.5%	11.1%	55.5%	\$51,000	\$12.63
Wholesale & Retail Trade	56.9%	16.9%	20.0%	\$52,000	\$9.95
Finance, Insurance, & Real Estate	86.7%	20.0%	60.0%	\$64,000	*
Health Care & Social Services	83.8%	18.9%	44.7%	\$45,000	\$12.18
Personal Services	74.3%	8.6%	28.6%	\$35,000	\$9.75
Entertainment & Recreation	*	*	*	*	*
Professional Services	66.7%	9.5%	23.8%	*	\$9.43
Public Administration & Government	81.8%	4.5%	63.6%	\$75,000	\$17.38
Education	89.0%	8.8%	66.0%	\$50,000	\$11.51

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 4,391 unemployed individuals are willing to accept employment
- Average age is 41 years old
- 56.0% are female; 44.0% are male
- Education:
 - 60.0% have an education beyond high school
 - 6.0% are trade certified
 - 2.0% have completed vocational training
 - 10.0% have an associate degree
 - 16.0% have an undergraduate degree
 - 10.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$11.00/hr. with a median of the lowest wage of \$9.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 78.0% expressed interest in seasonal and 76.0% in temporary employment opportunities
- 62.0% 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
 - Paid holidays
 - Vision coverage
 - Paid sick leave
 - Disability insurance
 - Life insurance
 - Prescription drug coverage
 - Paid time off
 - Tuition assistance/reimbursement
- 66.7% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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