

Cedar Rapids/Iowa City/Washington

TECHCORRIDOR

Regional Analysis



A Study of Workforce Characteristics
Released October 2010

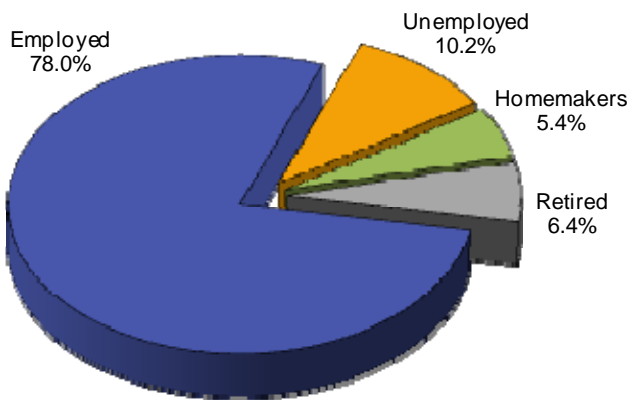
Laborshed Studies

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 Tech Corridor, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Cedar Rapids, Iowa City, and Washington Laborshed Studies (total survey respondents, 1,472). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in the Tech Corridor

Survey respondents from the Tech Corridor were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the management; office and administrative support; or production occupational categories. The top industries are education; health care/social services; manufacturing; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the Tech Corridor.



Occupations	% within Region
Management	15.2%
Office & Administrative Support	14.4%
Production	10.5%
Education, Training, & Library	9.4%
Health Care Practitioner & Technical	8.1%
Sales & Related	5.3%
Business & Financial Operations	4.3%
Installation, Maintenance, & Repair	3.6%
Food Preparation & Serving Related	3.4%
Transportation & Material Moving	3.4%
Health Care Support	3.1%
Construction & Extraction	3.0%
Personal Care & Service	2.5%
Architecture & Engineering	2.4%
Building/Grounds Cleaning & Maintenance	2.4%
Computer & Mathematical Science	2.0%
Arts, Design, Entertainment, Sports, & Related	1.8%
Life, Physical, & Social Science	1.6%
Community & Social Services	1.6%
Protective Service	1.0%
Legal	0.6%
Farming, Fishing, & Forestry	0.4%
Military Specific	0.0%

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 who worked for higher wages at previous employment.

- 1.4% Inadequate hours
- 2.4% Mismatch of skills
- 1.4% Low income
- 4.3% Total estimated underemployment

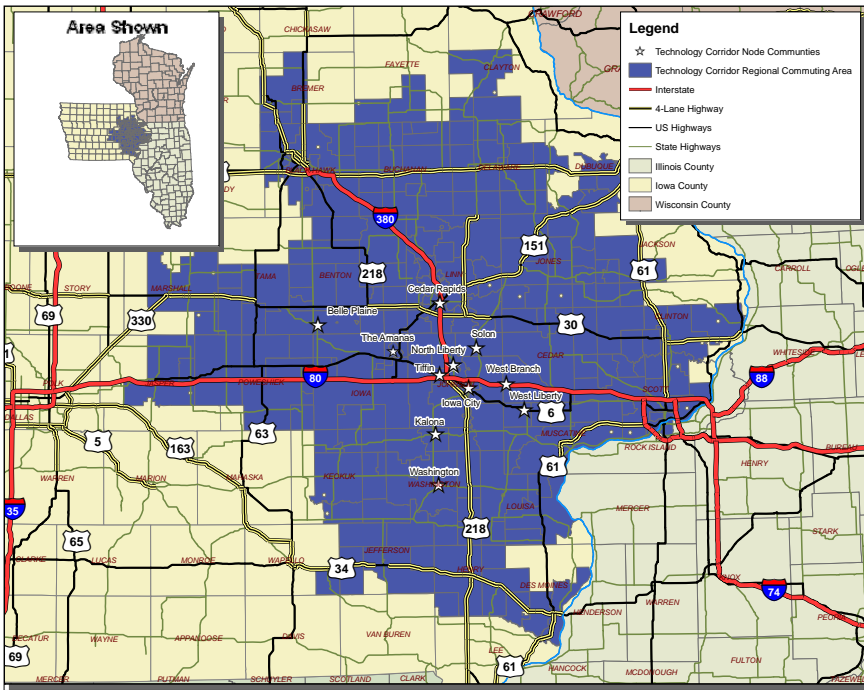
Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% within Region
Education	21.2%
Health Care/Social Services	19.0%
Manufacturing	12.9%
Wholesale & Retail Trade	12.1%
Transportation, Communication, & Utilities	6.2%
Personal Services	5.9%
Public Administration/Government	5.3%
Professional Services	5.2%
Construction	4.8%
Finance, Insurance, & Real Estate	4.3%
Agriculture	2.0%
Entertainment & Recreation	1.1%

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

Tech Corridor Commuting Area



Those who are willing to change or accept employment in the Tech Corridor are willing to commute an average of 26 miles one way for employment opportunities.

Quick Facts

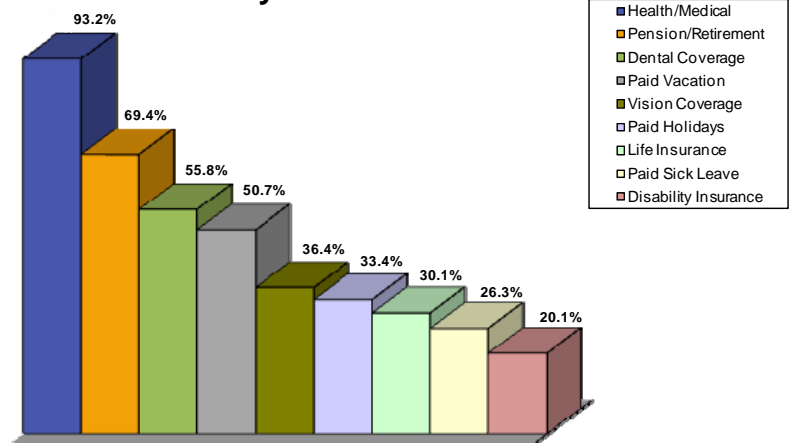
(Employed - willing to change employment)

- 10.9% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 44 years old
- 30.6% currently working in the professional, paraprofessional, & technical occupational category, followed by 19.7% in the production, construction, & material handling 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, or acquaintances
 - Local Iowa Workforce Development Centers

Benefits Currently Offered

The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at right provides the percentage of responses from those who are currently employed.

The majority (73.9%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 19.1 percent indicate their employer pays the entire cost of insurance premiums.



Education and Current Median Wage Characteristics by Industry

Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	54.5%	15.2%	12.1%	3.0%	\$30,000	\$13.25
Construction	58.9%	9.6%	15.1%	5.5%	\$50,000	\$20.00
Manufacturing	52.3%	11.0%	13.5%	4.9%	\$58,000	\$16.18
Transportation, Communication, & Utilities	73.3%	9.5%	29.5%	13.3%	\$54,000	\$19.50
Wholesale & Retail Trade	58.4%	14.0%	17.2%	4.5%	\$50,000	\$9.75
Finance, Insurance, & Real Estate	71.6%	11.9%	43.3%	9.0%	\$55,000	\$14.00
Health Care & Social Services	83.4%	19.6%	26.6%	13.3%	\$50,000	\$15.30
Personal Services	71.4%	12.2%	23.5%	8.2%	\$36,000	\$10.00
Entertainment & Recreation	77.3%	4.5%	18.1%	13.6%	*	\$10.01
Professional Services	74.1%	15.1%	32.3%	8.6%	\$65,000	\$11.47
Public Administration & Government	67.7%	6.5%	23.7%	9.7%	\$57,500	\$18.00
Education	86.4%	7.5%	32.1%	34.7%	\$50,000	\$12.50

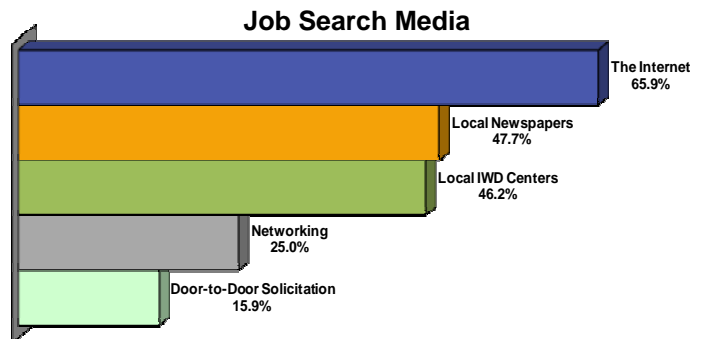
This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation

*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment

- 10.2% of the region are unemployed
- 55.6% have become unemployed within the last year
- Average age is 43 years old
- 51.9% are female and 48.1% are male
- Education:
 - 54.9% have some post high school education
 - 6.7% are trade certified
 - 0.7% completed vocational training
 - 12.6% have an associate degree
 - 14.1% have an undergraduate degree
 - 5.9% have a postgraduate degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$11.26 to \$12.40 per hour with a median lowest wage considered of \$10.00 per hour
- 75.6% expressed interest in seasonal employment opportunities
- 74.8% expressed interest in temporary employment opportunities
- 56.3% are expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 23 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Dental coverage
 - Pension/retirement options
 - Paid vacation
 - Vision coverage
 - Paid holidays
 - Prescription drug coverage
 - Disability insurance
 - Life insurance
 - Paid sick leave
- 71.2% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with

**TECH
CORRIDOR**
Cedar Rapids/Iowa City

A partnership between:



ICAD
Iowa City Area
Development Group

**MidAmerican
ENERGY**
OBSESSIVELY, RELENTLESSLY **AT YOUR SERVICE.**



Community partner

For more information regarding the Tech Corridor Regional Laborshed Study, contact:

Priority One
Economic Development Division
Cedar Rapids Area of Commerce
424 First Avenue NE
Cedar Rapids, Iowa 52401
Phone: 319-730-1427
Fax: 319-398-5228
E-mail: klammer@cedarrapids.org
www.priority1.com

Washington Economic Development Group
205 West Main Street
Washington, IA 52353-1722
Phone: (319) 653-3942
Email: wedg@iowatelecom.net
www.washingtoniowa.org

Iowa City Area Development Group
325 East Washington Street, Ste. 101
Iowa City, IA 52240
Phone: 319-354-3939
Fax: 319-338-9958
E-mail: jraso@iowacityarea.com
E-mail: dwilliamson@iowacityarea.com
www.iowacityareadevelopment.com

www.tech-corridor.com



This information is analyzed and compiled by the
Iowa Workforce Development
Labor Market & Workforce Information Division
Regional Research & Analysis Bureau
1000 E. Grand Avenue, Des Moines, Iowa 50319
(515) 281-7505
www.iowaworkforce.org