



CEDAR RAPIDS IOWA CITY
TECHNOLOGY CORRIDOR™

**REGIONAL ANALYSIS
RELEASED 2008**

Laborshed Studies

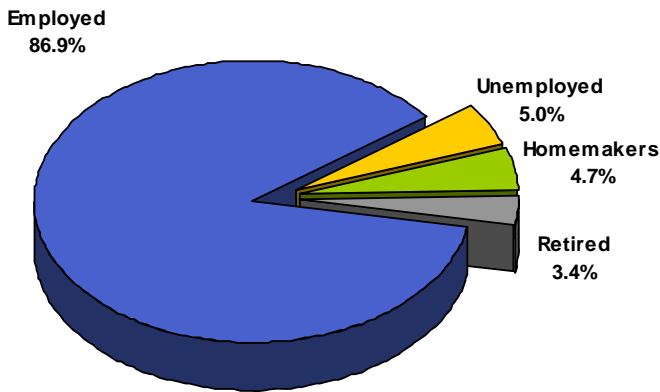
A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Technology Corridor Region, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from Cedar Rapids and Iowa City Laborshed studies. Customized industry specific and community specific information is available upon request. See *contact information on back*.

	Total Potential Laborforce in Laborshed Area	Total Willing to Change/Accept Employment*
Cedar Rapids	499,072	111,632
Iowa City	357,088	100,983

*Total Willing to Change/Accept Employment references the number of people who would be willing to commute into the listed employment center (Zone 1) from their home ZIP Code for an employment opportunity. Labor availability is based on commuting patterns into individual employment centers.

Occupations and Employment Status in the Technology Corridor

Survey respondents from the Technology 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, production, or education, training, and library occupational categories. The top industries are health care, social services, manufacturing, education, and wholesale and retail trade.



Occupations	% within Region
Management	14.9%
Office & Administrative Support	14.3%
Production	9.9%
Education, Training, & Library	9.3%
Health Care Practitioner & Technical	6.5%
Sales & Related	6.0%
Transportation & Material Moving	5.6%
Business & Financial Operations	5.5%
Health Care Support	4.2%
Construction & Extraction	3.5%
Installation, Maintenance, & Repair	2.9%
Architecture & Engineering	2.6%
Arts, Design, Entertainment, Sports, & Related	2.3%
Computer & Mathematical Science	2.1%
Building/Grounds Cleaning & Maintenance	1.9%
Food Preparation & Serving Related	1.9%
Community & Social Services	1.4%
Life, Physical, & Social Science	1.3%
Personal Care & Service	1.3%
Protective Services	1.2%
Legal	0.9%
Farming, Fishing, & Forestry	0.4%
Military Specific	0.1%

Underemployment

The underemployed is comprised of individuals who are working fewer than 35 hours per week but desire more hours; 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.

- ▶ 1.2% Inadequate hours
- ▶ 1.8% Mismatch of skills
- ▶ 0.9% Low income
- ▶ 3.5% Total estimated regional underemployment

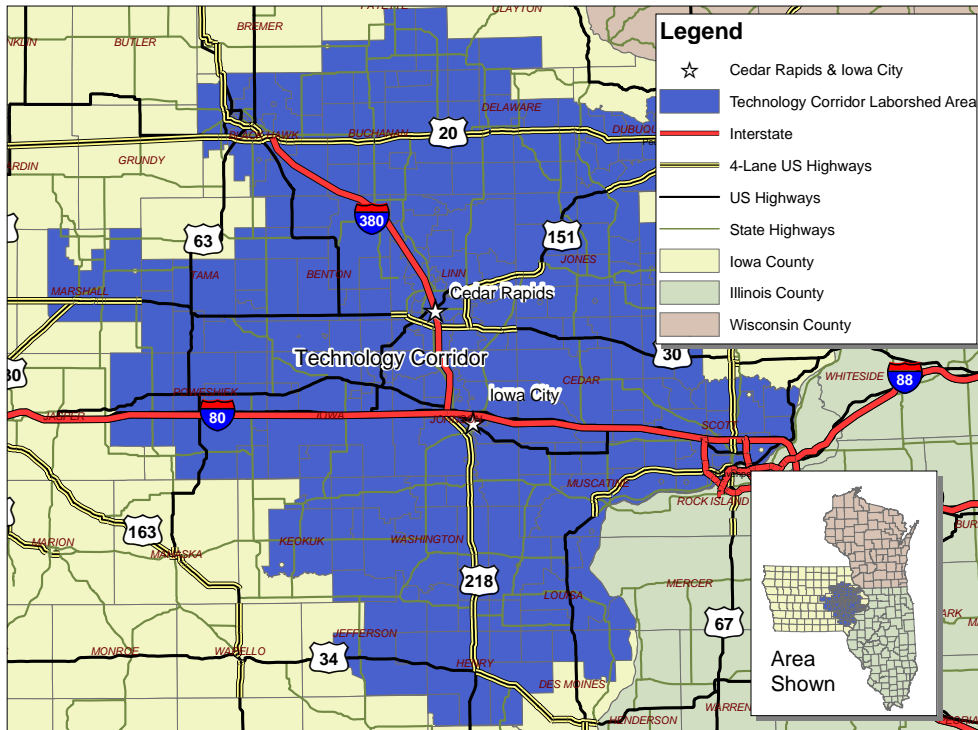
Individuals may be underemployed for more than one reason. They are only counted once for total estimated underemployment.

Job Search Techniques

(Top four for those seeking employment opportunities)

- The Internet
 - www.monster.com
 - www.corridorcareers.com
 - www.careerbuilder.com
 - Company websites
- Local/Regional Newspapers
 - Cedar Rapids Gazette
 - Iowa City Press Citizen
 - Quad City Times
- Networking-through family, friends, and acquaintances
- Local Iowa Workforce Development Centers

Technology Corridor Commuting Area



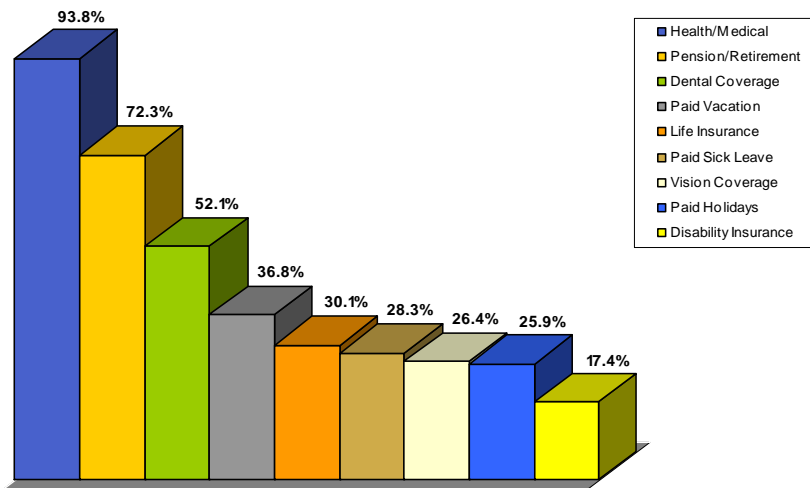
Commuting Statistics

The map at the left represents the commuting area of the Technology Corridor.

Those who are willing to change or accept employment in the Technology Corridor are willing to commute an average of 24 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 majority (72.2%) of respondents are currently sharing the cost of health insurance premiums with the employer. However, 20.5 percent of the employers in the area pay the entire cost of health insurance premiums as a benefit for their employees.

Education and Current Median Wage Characteristics by Industry

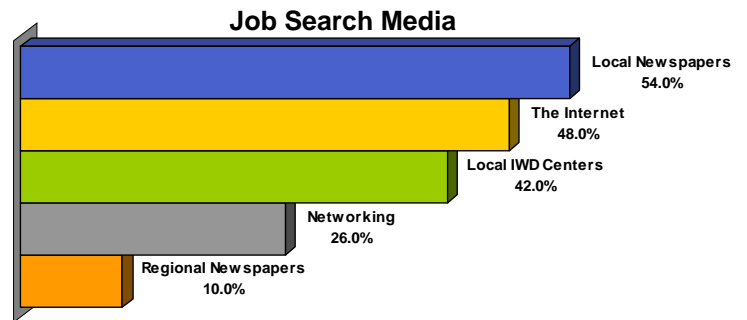
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture, Forestry, & Mining	49.1%	9.1%	10.9%	7.3%	\$40,000	\$12.35
Construction	55.0%	15.6%	15.6%	2.8%	\$57,500	\$20.00
Manufacturing	50.6%	13.1%	11.3%	5.1%	\$57,500	\$15.50
Transportation, Communication, & Utilities	75.0%	10.2%	18.6%	13.9%	\$49,000	\$15.80
Wholesale & Retail Trade	60.6%	16.2%	18.7%	6.1%	\$45,000	\$10.00
Finance, Insurance, & Real Estate	77.9%	23.3%	24.4%	5.8%	\$45,500	\$12.50
Health Care & Social Services	82.8%	22.3%	28.8%	14.2%	\$49,870	\$17.78
Personal Services	66.7%	24.6%	10.6%	17.5%	\$33,000	\$11.20
Entertainment & Recreation	72.2%	22.2%	27.8%	5.6%	\$36,000	\$11.98
Professional Services	76.1%	16.2%	24.8%	17.9%	\$48,950	\$13.00
Public Administration & Government	83.3%	19.4%	23.1%	19.4%	\$53,000	\$18.50
Education	88.2%	7.2%	32.1%	36.7%	\$45,000	\$12.76

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

Unemployed - Those Willing to Enter/Re-enter Employment:

- 5.0% of the region are unemployed;
- Average age is 42 years old;
- 56.9% are men and 43.1% are women;
- Education:
 - 64.7% have some post high school education
 - 3.9% completed vocational training
 - 15.7% have an associate degree
 - 9.8% have an undergraduate degree
 - 11.8% have a postgraduate degree
- Estimated wage range to attract the upper 66 to 75% qualified hourly wage applicants is \$12.35 to \$14.75hr. with a median lowest wage considered of \$12.32hr.;
- 52.9% expressed interest in seasonal and 64.7% in temporary employment opportunities;
- 43.1% are interested in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 20 miles one way for the right opportunity.

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Dental coverage
 - Paid vacation
 - Vision coverage
 - Life insurance
 - Paid sick leave
 - Paid holidays
 - Tuition assistance
- 78.0% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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