



# IOWA COUNTY LABORSHED ANALYSIS

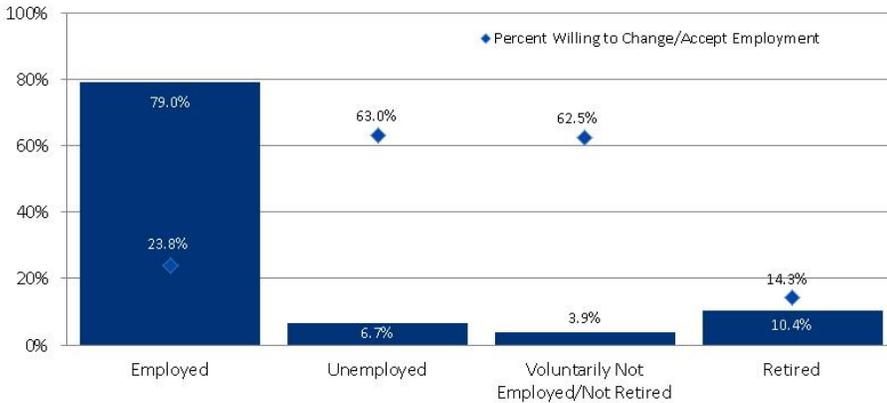
A STUDY OF WORKFORCE CHARACTERISTICS  
RELEASED NOVEMBER 2012



# 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 County 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.

## Employment Status\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Total Potential Labor Force: 223,065 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (53,571)**

- 41,315 Employed
- 2,721 Unemployed
- 3,130 Voluntarily Not Employed, Not Retired
- 6,405 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 (413 people)
- 3.0% Mismatch of skills (1,239 people)
- 0.7% Low income (289 people)
- 4.4% Total estimated underemployment (1,818 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	% Employed	% Willing to Change Employment	% Unemployed
Education	25.2%	47,394	79.5%	15.2%	6.0%
Manufacturing	19.1%	35,922	75.8%	26.0%	6.1%
Wholesale & Retail Trade	11.4%	21,440	76.9%	50.0%	12.8%
Healthcare & Social Services	10.7%	20,124	77.8%	21.4%	2.8%
Transportation, Communication & Utilities	8.0%	15,046	80.8%	28.6%	0.0%
Finance, Insurance & Real Estate	6.5%	12,225	89.5%	11.8%	0.0%
Public Administration & Government	5.3%	9,968	82.4%	0.0%	5.9%
Professional Services	4.2%	7,899	61.1%	18.2%	27.8%
Personal Services	3.4%	6,394	90.0%	33.3%	0.0%
Construction	3.2%	6,018	80.0%	37.5%	10.0%
Agriculture, Forestry & Mining	1.5%	2,821	*	*	*
Entertainment & Recreation	1.5%	2,821	*	*	*

\* Insufficient survey data/refused

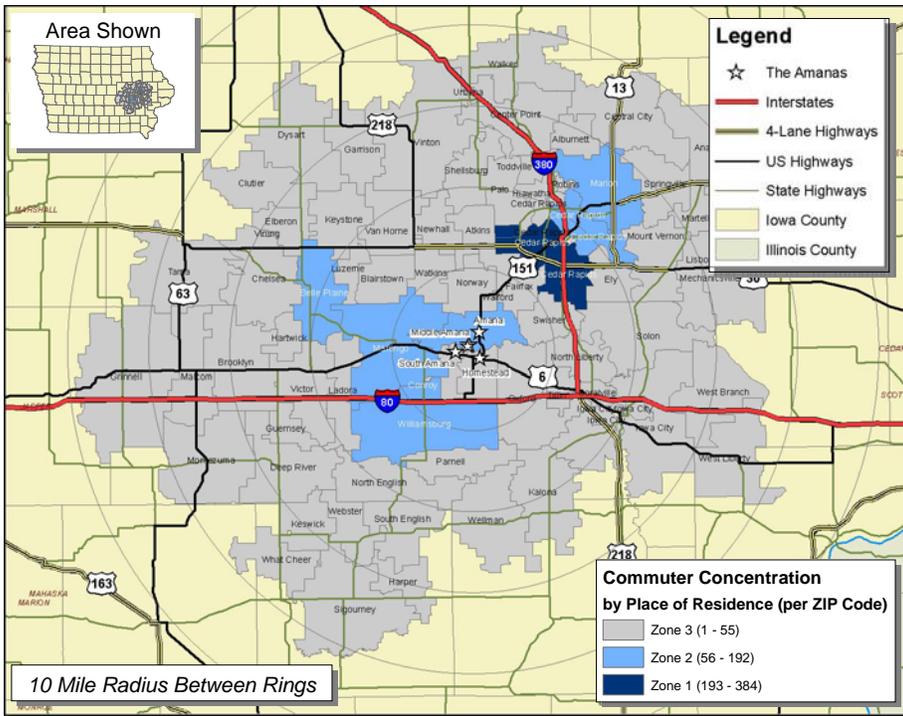
Survey respondents from the Iowa County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 13.2% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 48 years old
- 39.5% currently working within the professional, paraprofessional & technical occupational category followed by 22.4% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.corridorcareers.com](http://www.corridorcareers.com)
    - [www.monster.com](http://www.monster.com)
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
  - Local/Regional newspapers
    - The Gazette - Cedar Rapids
    - Iowa City Press Citizen
  - Networking through friends, family and acquaintances
  - Local IowaWORKS Centers
  - Trade Publications

# Iowa County Laborshed Area



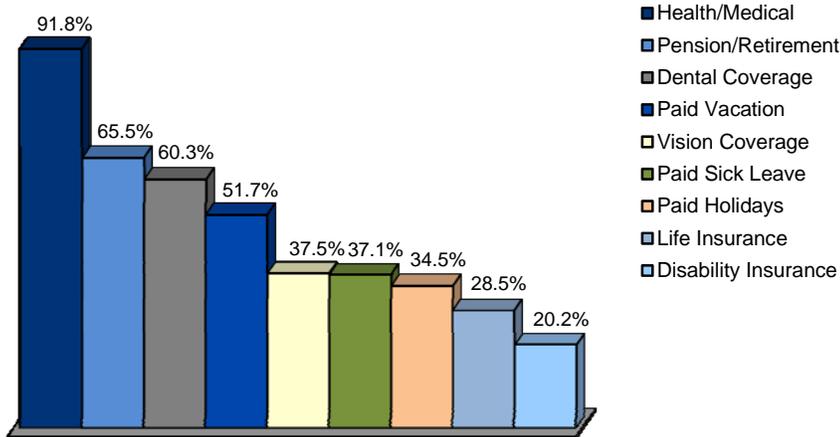
## Commuting Statistics

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/accept employment in the Iowa County Laborshed area 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 top nine benefits are shown.

The majority (80.6%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 12.5 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

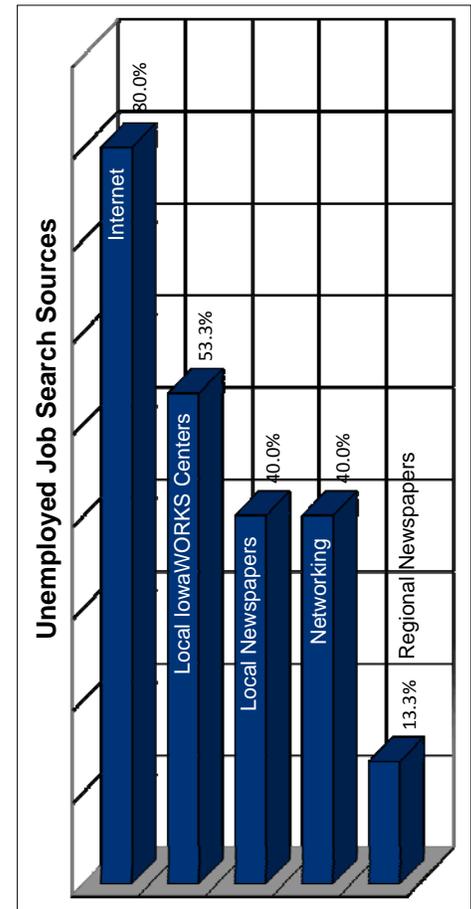
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	70.0%	0.0%	50.0%	*	\$17.25
Manufacturing	72.7%	10.6%	31.8%	\$80,000	\$18.65
Transportation, Communication & Utilities	84.6%	19.2%	38.4%	\$85,500	\$22.50
Wholesale & Retail Trade	69.2%	10.3%	35.9%	\$58,500	\$10.50
Finance, Insurance & Real Estate	78.9%	21.1%	47.3%	\$40,000	\$12.50
Healthcare & Social Services	91.7%	22.2%	50.0%	\$60,000	\$18.57
Personal Services	*	*	*	*	*
Entertainment & Recreation	*	*	*	*	*
Professional Services	77.7%	5.6%	50.0%	\$58,000	\$9.08
Public Administration & Government	58.8%	11.8%	41.2%	\$65,500	\$14.00
Education	89.2%	9.6%	71.1%	\$53,500	\$13.75

*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 2,721 unemployed individuals are willing to accept employment
- Average age is 46 years old
- 70.6% are male; 29.4% are female
- Education:
  - 76.5% have an education beyond high school
  - 5.9% have an associate degree
  - 35.3% have an undergraduate degree
- Estimated wage range to attract the upper 66 75% qualified hourly wage applicants is \$12.00 to \$15.00/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 22 miles one way for the right opportunity
- 64.7% expressed interest in seasonal and 52.9% in seasonal employment opportunities
- 23.5% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance 91.7%
  - Paid vacation 50.0%
  - Pension/retirement options 41.7%
  - Dental coverage 33.3%
  - Paid sick leave 25.0%
  - Prescription drug coverage 25.0%
  - Disability insurance 16.7%
  - Life insurance 16.7%
  - Paid holidays 16.7%
  - Vision coverage 16.7%
  - Paid time off 8.3%
  - Stock options 8.3%
- 45.5% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



### Sponsored in Partnership with



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