

Cedar Rapids, Iowa

Laborshed Analysis

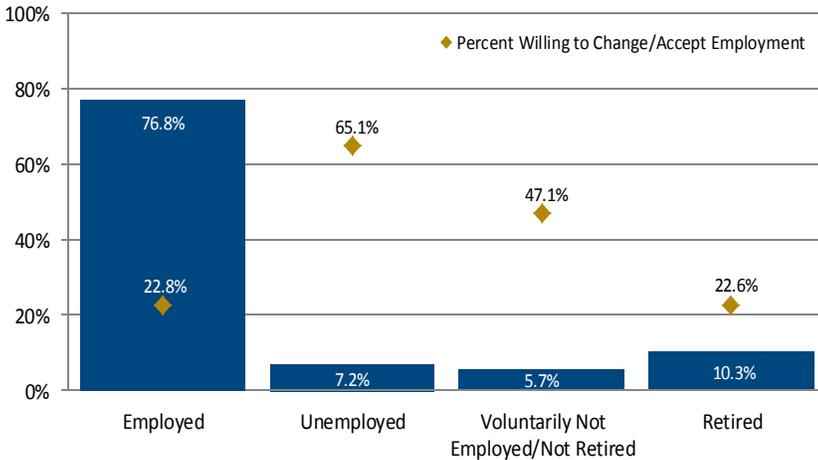


A Study of Workforce Characteristics
Released November 2012

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 Cedar Rapids 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: 513,897 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (101,759)

- 82,322 Employed
- 4,663 Unemployed
- 4,690 Voluntarily Not Employed, Not Retired
- 10,084 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.

- 1.5% Inadequate hours (1,235 people)
- 2.5% Mismatch of skills (2,058 people)
- 1.0% Low income (823 people)
- 4.5% Total estimated underemployment (3,704 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	22.4%	88,407	81.5%	19.3%	4.6%
Manufacturing	16.6%	65,516	75.6%	24.6%	7.0%
Healthcare & Social Services	14.5%	57,228	78.1%	17.5%	5.5%
Wholesale & Retail Trade	13.0%	51,307	79.7%	33.3%	6.3%
Transportation, Communication & Utilities	9.2%	36,310	76.6%	16.7%	6.4%
Finance, Insurance & Real Estate	7.4%	29,206	80.6%	20.7%	0.0%
Professional Services	4.6%	18,155	66.7%	11.1%	29.6%
Personal Services	3.8%	14,998	83.3%	33.3%	11.1%
Public Administration & Government	3.3%	13,024	61.9%	23.1%	4.8%
Construction	3.1%	12,235	66.7%	33.3%	16.7%
Entertainment & Recreation	1.0%	3,947	*	*	*
Agriculture, Forestry & Mining	0.8%	3,157	*	*	*
Active Military Duty	0.3%	1,184	*	*	*

* Insufficient survey data/refused

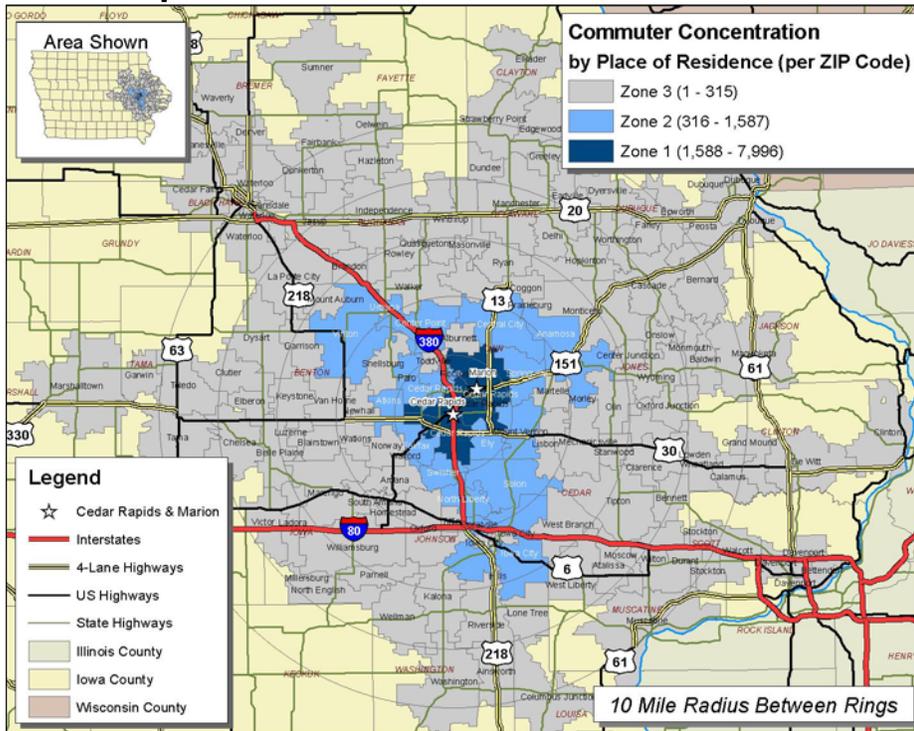
Survey respondents from the Cedar Rapids Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 14.3% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 47 years old
- 32.0% currently working within the professional, paraprofessional & technical occupational category followed by 18.4% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.corridorcareers.com
 - www.monster.com
 - www.iowaworkforce.org
 - Local/Regional newspapers
 - The Gazette - Cedar Rapids
 - The Des Moines Register
 - Networking through friends, family and acquaintances
 - Local IowaWORKS Centers

Cedar Rapids Laborshed Area



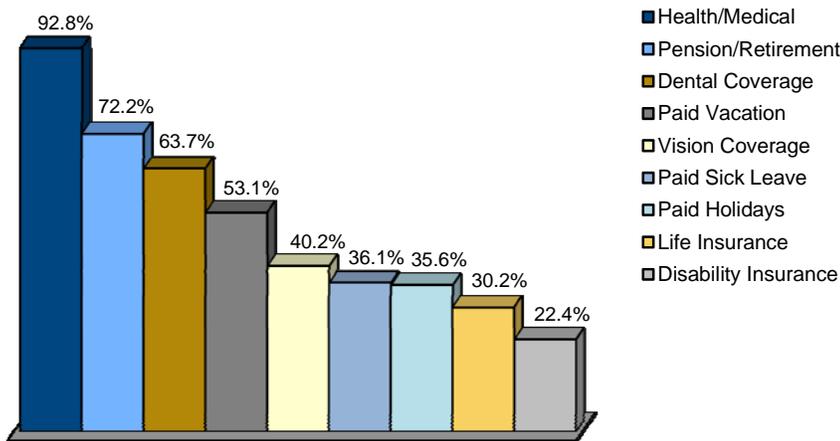
Commuting Statistics

The map at the left represents commuting patterns into Cedar Rapids Laborshed area with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Cedar Rapids Laborshed area are willing to commute an average of 23 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 (79.6%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 12.4 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

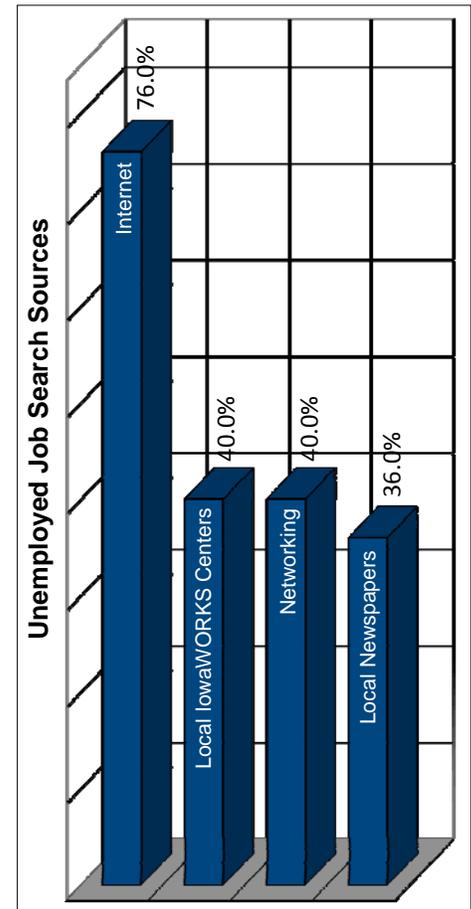
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	33.3%	5.6%	11.1%	\$65,000	\$20.00
Manufacturing	72.1%	11.6%	39.6%	\$90,000	\$18.88
Transportation, Communication & Utilities	80.9%	17.0%	42.6%	\$63,000	\$21.42
Wholesale & Retail Trade	67.2%	12.5%	39.2%	\$57,500	\$10.75
Finance, Insurance & Real Estate	83.3%	33.3%	30.6%	\$87,500	\$13.00
Healthcare & Social Services	93.2%	17.8%	49.3%	\$60,500	\$18.00
Personal Services	77.8%	11.1%	44.5%	\$52,500	\$11.35
Entertainment & Recreation	*	*	*	*	*
Professional Services	77.8%	7.4%	40.7%	\$69,000	\$9.50
Public Administration & Government	95.2%	28.6%	33.4%	\$56,500	\$26.95
Education	90.7%	10.2%	75.1%	\$54,500	\$14.00

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 4,663 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 57.1% are male; 42.9% are female
- Education:
 - 78.6% have an education beyond high school
 - 3.6% are trade certified
 - 7.1% have an associate degree
 - 35.7% 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 \$10.00 to \$12.75/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 53.6% expressed interest in seasonal and 46.4% in temporary employment opportunities
- 46.4% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 78.3%
 - Dental coverage - 43.5%
 - Pension/retirement options - 39.1%
 - Paid vacation - 34.8%
 - Vision coverage - 26.1%
 - Paid holidays - 21.7%
 - Paid sick leave - 17.4%
 - Life insurance - 13.0%
 - Prescription drug coverage - 13.0%
 - Disability insurance - 8.7%
 - Hiring bonuses - 4.3%
 - Paid time off - 4.3%
 - Stock options - 4.3%
- 55.6% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with



For more information regarding the Cedar Rapids Laborshed Analysis, contact:

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