

CEDAR RAPIDS I • O • W • A



A STUDY IN WORKFORCE CHARACTERISTICS

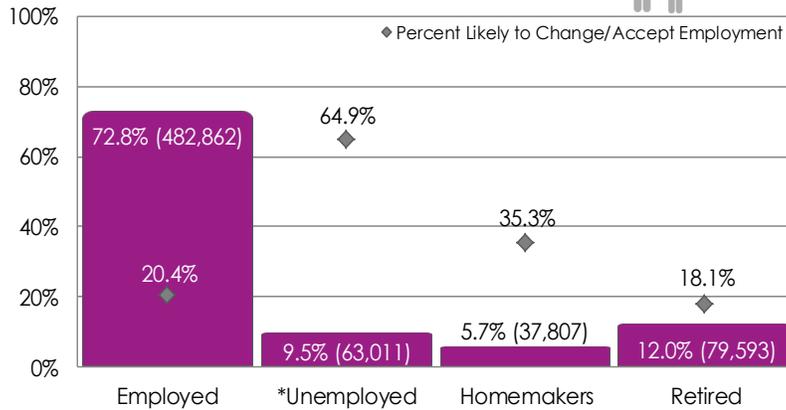


RELEASED
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CEDAR RAPIDS LABORSHED ANALYSIS

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Cedar Rapids Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*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.

Estimated Population 18-64: 663,272 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Cedar Rapids/Hiawatha/Marion/Robins (114,117):

- 101,314 Employed
- 4,095 Unemployed
- 4,223 Homemakers
- 4,485 Retired

UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.3%	1,304
Mismatch of Skills	1.3%	1,304
Low Income	0.8%	802
†Total Underemployment	3.2%	3,209

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

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY



Industry	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Manufacturing	16.4%	79,189	71.1%	25.0%	12.2%
Healthcare & Social Services	15.4%	74,361	74.1%	23.3%	7.4%
Education	14.4%	69,532	76.7%	19.6%	2.7%
Wholesale & Retail Trade	13.9%	67,118	76.1%	27.8%	11.3%
Professional Services	8.7%	42,009	85.0%	8.8%	5.0%
Transportation, Communication & Utilities	8.5%	41,043	75.0%	18.2%	9.1%
Finance, Insurance & Real Estate	6.9%	33,317	77.1%	18.5%	11.4%
Public Administration & Government	5.6%	27,040	59.5%	13.6%	5.4%
Construction	4.6%	22,212	75.0%	27.8%	16.7%
Personal Services	3.3%	15,934	86.7%	23.1%	6.7%
Agriculture, Forestry & Mining	1.5%	7,243	85.7%	16.7%	0.0%
Entertainment & Recreation	0.8%	3,863	**	**	**

** Insufficient survey data/refused

EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 20.5% are actively seeking new employment
- 12.5% are working multiple jobs
- Currently working an average of 42 hrs/week
- Average age is 45 years old
- 35.2% currently working within the professional, paraprofessional & technical occupational category followed by 27.3% within the production, construction & material handling occupational category
- Most frequently identified job search resources:

indeed.com
monster.com
corridorcareers.com

careerbuilder.com
linkedin.com

Internet, 79.5%

Newspapers, 26.5%

The Gazette - Cedar Rapids
Iowa City Press-Citizen
Quad City Times

Networking, 25.3%

IowaWORKS Centers, 13.3%



The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and work 35 or more hours per week.

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 manufacturing industry.

COMMUTING STATISTICS



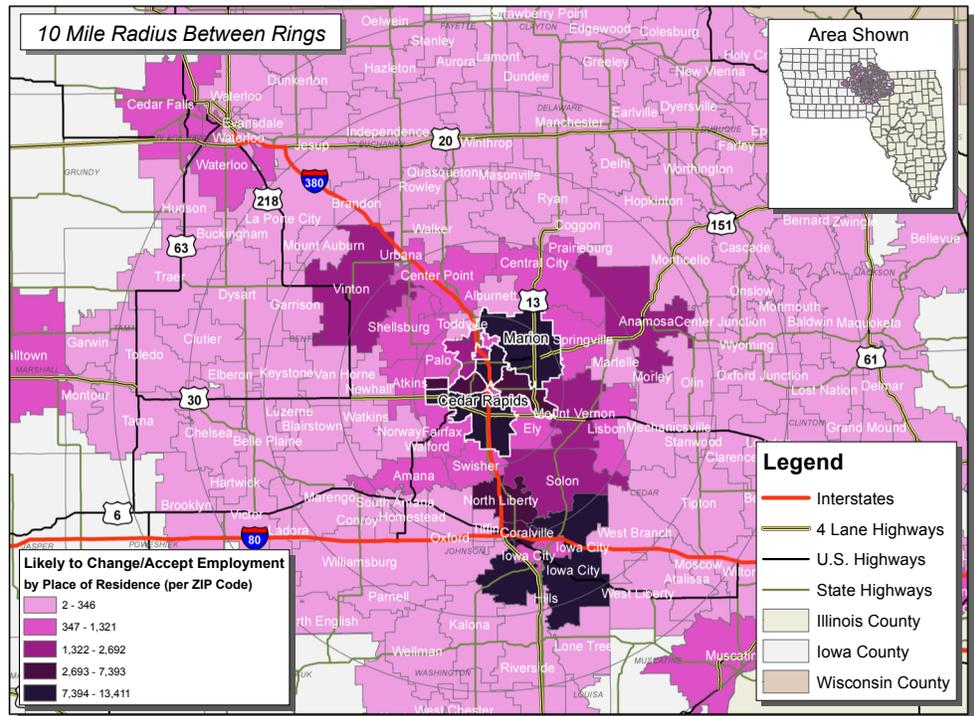
The map at the right represents the concentration of those who are likely to commute into Cedar Rapids/Hiawatha/Marion/Robins from their home ZIP for an employment opportunity.

Those who are likely to change/accept employment in the Cedar Rapids Laborshed area are willing to commute an average of 25 miles one-way for employment opportunities.

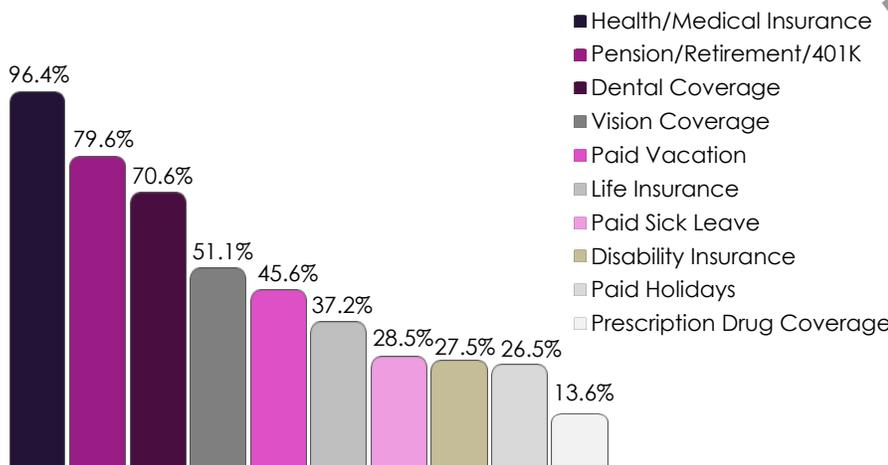
The out commute for Cedar Rapids/Hiawatha/Marion/Robins is estimated at 9.7 percent—approximately 8,017 people living in Cedar Rapids/Hiawatha/Marion/Robins work in other communities. Most of those who are out commuting are working in Iowa City, Coralville and Swisher.

Nearly two-fifths (35.7%) of out commuters are likely to change employment (approximately 2,862 people).

CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN CEDAR RAPIDS/HIAWATHA/MARION/ROBINS



TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED



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 full-time.

The majority (82.3%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 10.9 percent indicate their employer pays the entire cost of insurance premiums.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



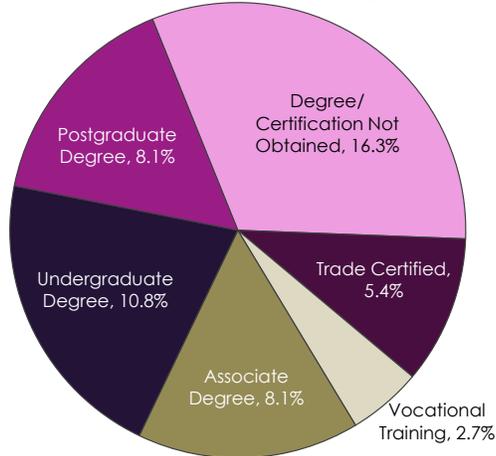
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
Agriculture, Forestry & Mining	**	**	**	**	**
Construction	58.3%	4.2%	12.5%	**	\$22.00
Education	91.8%	6.8%	78.0%	\$65,000	\$16.00
Entertainment & Recreation	71.4%	28.6%	28.6%	**	\$11.00
Finance, Insurance & Real Estate	80.0%	14.3%	57.2%	\$68,750	\$17.00
Healthcare & Social Services	91.4%	19.8%	45.6%	\$60,000	\$19.30
Manufacturing	72.2%	14.4%	32.2%	\$85,000	\$21.00
Personal Services	80.0%	13.3%	20.0%	**	\$8.74
Professional Services	75.0%	15.0%	40.0%	\$60,000	\$14.75
Public Administration & Government	70.3%	16.2%	35.1%	\$64,000	\$24.00
Transportation, Communication & Utilities	75.0%	0.0%	45.5%	\$104,000	\$16.71
Wholesale & Retail Trade	64.8%	8.5%	31.0%	\$80,000	\$11.00

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

**Insufficient survey data/refused

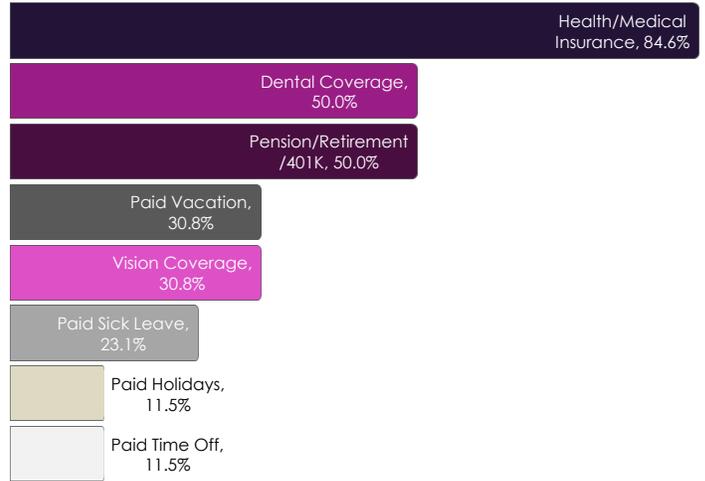
UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 46.7% are actively seeking employment
- An estimated 4,192 unemployed individuals are likely to accept employment in Cedar Rapids/Hiawatha/Marion/Robins
- Average age is 45 years old
- 70.3% are male; 29.7% are female
- **Education:**
 - 51.4% are educated beyond high school

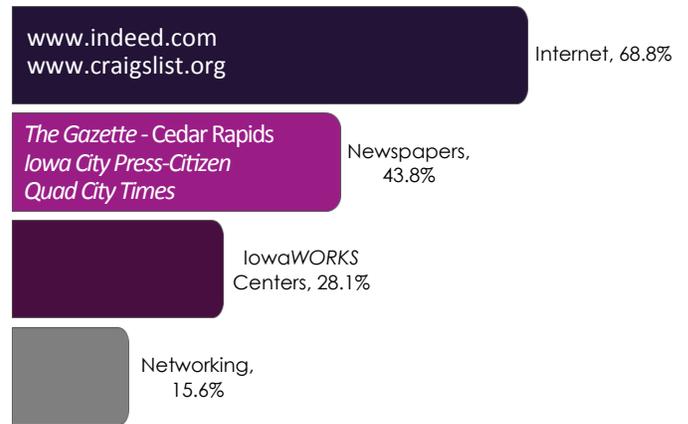


- **Wages:**
 - \$14.00/hr - to attract 66% of applicants
 - \$16.00/hr - to attract 75% of applicants
 - \$12.00/hr - lowest median wage willing to accept
- Willing to commute an average of 28 miles one way for the right opportunity
- 64.9% expressed interest in temporary and 56.8% in seasonal employment opportunities
- 62.2% expressed interest in working varied shifts

DESIRED BENEFITS



TOP UNEMPLOYED JOB SEARCH RESOURCES



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FOR MORE INFORMATION REGARDING THE CEDAR RAPIDS LABORSHED ANALYSIS, CONTACT:

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