

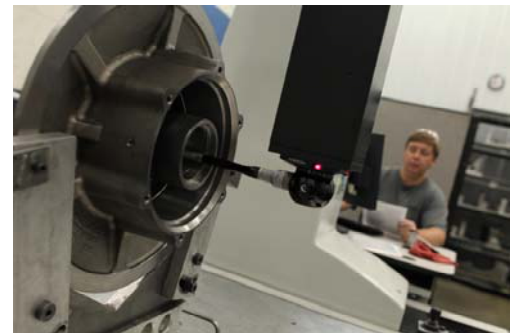
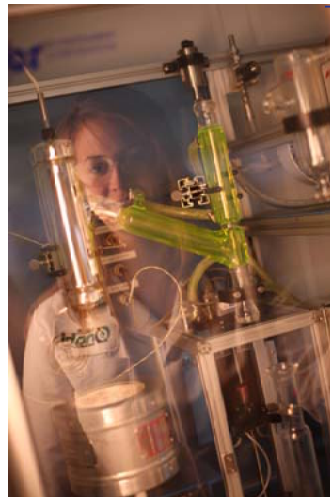
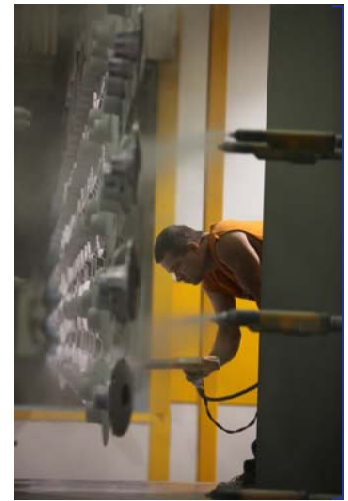
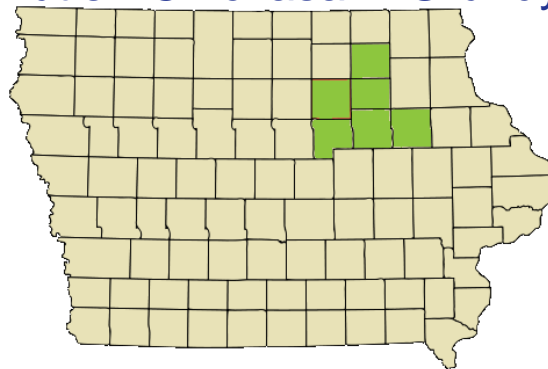
# Cedar Valley Regional Partnership Laborshed Analysis

## Cedar Valley Region of Iowa, USA

*Strategically Connected...to Work Force.*



Counties:  
Black Hawk • Bremer • Buchanan  
Butler • Chickasaw • Grundy



[www.cedarvalleyregion.com](http://www.cedarvalleyregion.com)

A Study of Workforce Characteristics  
*Released February 2011*

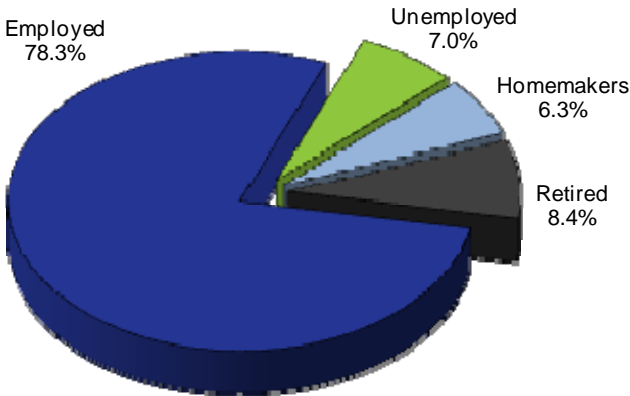
# Laborshed Studies

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 Valley Regional Partnership, information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Allison, Cedar Valley (Waterloo/Cedar Falls), Grundy Center, Independence, New Hampton, and Waverly Laborshed studies (1,781 total completed surveys). Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Cedar Valley Regional Partnership

Survey respondents from the Cedar Valley Regional Partnership 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 office and administrative support; management; or education occupational categories. The top industries are education; manufacturing; health care/social services; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the Cedar Valley Regional Partnership commuting area.



**Total Potential Labor Force: 317,886**  
(entire Regional Commuting Area)

Occupations	% within Region
Office & Administrative Support	16.2%
Management	14.6%
Education, Training, & Library	10.6%
Production	10.0%
Health Care Practitioner & Technical	6.8%
Sales & Related	5.5%
Business & Financial Operations	4.3%
Construction & Extraction	4.0%
Transportation & Material Moving	3.9%
Installation, Maintenance, & Repair	3.7%
Health Care Support	3.3%
Food Preparation & Serving Related	3.2%
Personal Care & Service	3.0%
Architecture & Engineering	1.9%
Arts, Design, Entertainment, Sports, & Related	1.7%
Community & Social Services	1.6%
Building/Grounds Cleaning & Maintenance	1.4%
Computer & Mathematical Science	1.2%
Life, Physical, & Social Science	1.2%
Protective Service	0.8%
Legal	0.5%
Farming, Fishing, & Forestry	0.5%
Military Specific	0.1%

## 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.

- 2.1% Inadequate hours
- 2.6% Mismatch of skills
- 1.5% Low income
- 5.3% Total estimated underemployment

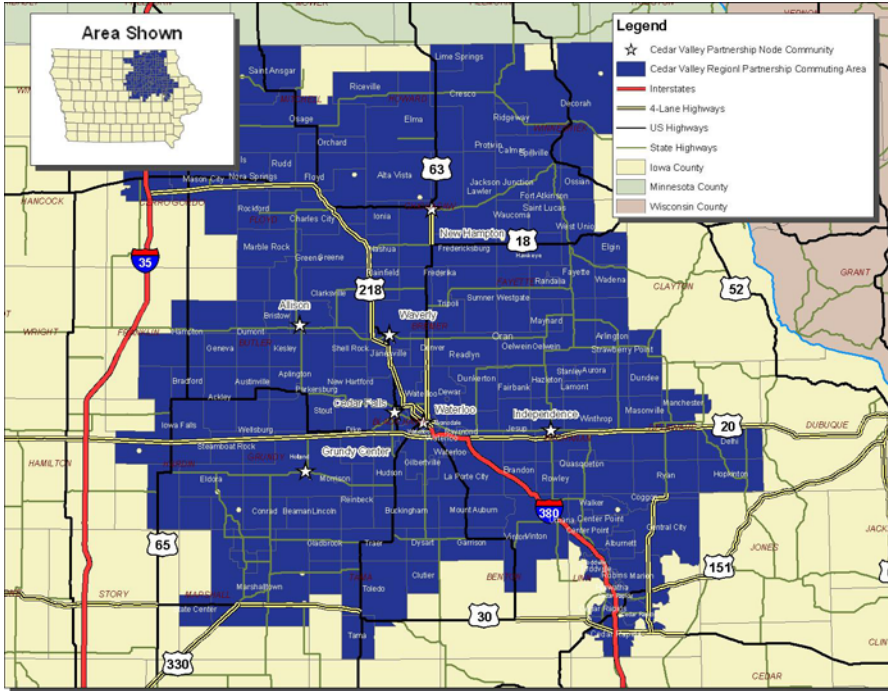
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% within Region	# of Employed
Education	17.9%	44,554
Manufacturing	16.3%	40,572
Health Care/Social Services	15.4%	38,331
Wholesale & Retail Trade	12.7%	31,611
Public Administration/Government	7.1%	17,672
Professional Services	6.2%	15,432
Finance, Insurance, & Real Estate	5.9%	14,685
Personal Services	5.3%	13,192
Transportation, Communication, & Utilities	5.1%	12,694
Construction	4.3%	10,703
Agriculture	3.0%	7,467
Entertainment & Recreation	0.5%	1,245
Active Military Duty	0.3%	747

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

# Cedar Valley Regional Partnership Laborshed Area



## Quick Facts

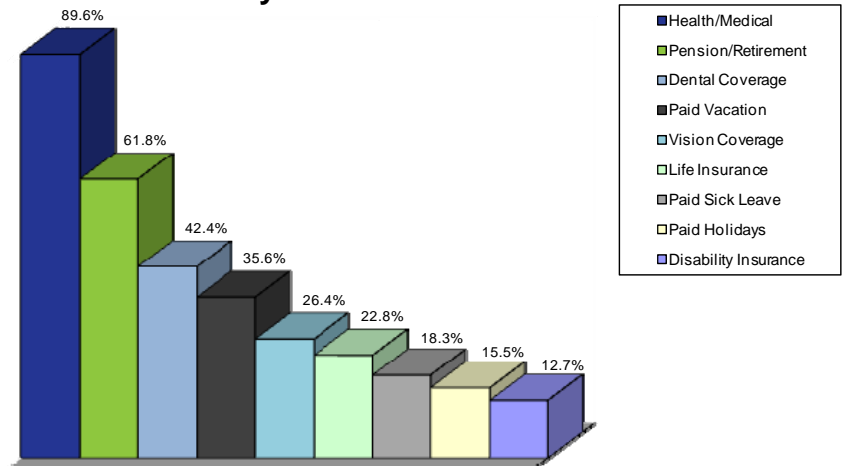
- (Employed - willing to change employment)
- 23.9% are willing to change employment
  - 12.3% are working multiple jobs
  - Currently working an average of 40 hours per week
  - Average age is 47 years old
  - 28.8% currently working in the professional, paraprofessional, & technical occupational category, followed by 23.6% in the production, construction, & material handling occupational category
  - Most frequently identified job search sources:
    - Internet
      - [www.iowaworkforce.org](http://www.iowaworkforce.org)
      - [www.monster.com](http://www.monster.com)
    - Local/Regional newspapers
      - *Waterloo-Cedar Falls Courier*
      - *The Des Moines Register*
      - *The Gazette - Cedar Rapids*
    - Local Iowa Workforce Development Centers
    - Networking through friends, family, or acquaintances

Those who are willing to change employment in the Cedar Valley Regional Partnership are willing to commute an average of 27 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 right provides the percentage of responses from those who are currently employed.

The majority (72.9%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 19.7 percent indicate their employer pays the entire cost of insurance premiums.



## Education and Current Median Wage Characteristics by Industry

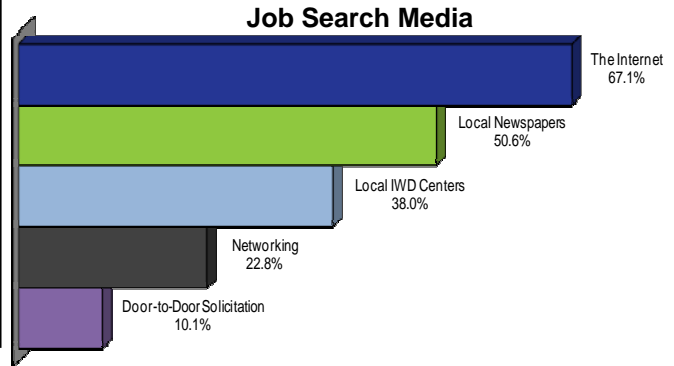
Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture, Forestry, & Mining	46.3%	12.2%	7.3%	*	\$35,000	\$11.75
Construction	53.3%	8.3%	16.7%	1.7%	\$50,000	\$19.00
Manufacturing	55.2%	13.9%	12.8%	6.4%	\$58,000	\$16.00
Transportation, Communication, & Utilities	63.6%	17.0%	11.3%	2.3%	\$50,000	\$18.60
Wholesale & Retail Trade	62.4%	15.2%	15.2%	3.0%	\$45,500	\$9.95
Finance, Insurance, & Real Estate	69.4%	15.3%	25.9%	5.9%	\$45,000	\$13.00
Health Care & Social Services	75.5%	23.1%	19.7%	7.4%	\$39,000	\$14.85
Personal Services	70.3%	13.5%	16.2%	8.1%	\$20,000	\$9.00
Entertainment & Recreation	87.5%	12.5%	25.0%	12.5%	*	*
Professional Services	79.0%	18.6%	30.3%	9.3%	\$47,000	\$12.00
Public Administration & Government	75.2%	16.2%	36.2%	1.9%	\$49,000	\$19.00
Education	84.1%	5.7%	35.1%	31.7%	\$47,000	\$11.61

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

- 7.0% of the region are unemployed
- 65.3% are willing to accept employment
- 56.8% have become unemployed within the last year;
- Average age is 48 years old
- 51.9% are male and 48.1% are female
- Education:
  - 60.5% have some post high school education
  - 3.7% are trade certified
  - 1.2% completed vocational training
  - 12.3% have an associate degree
  - 14.8% have an undergraduate degree
  - 2.5% have a postgraduate degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$12.00 to \$13.00 per hour with a median lowest wage considered of \$10.00 per hour
- 77.8% expressed interest in temporary employment opportunities
- 64.2% expressed interest in seasonal employment opportunities
- 49.4% are expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 26 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Dental coverage
  - Paid vacation
  - Pension/retirement options
  - Life insurance
  - Vision coverage
  - Paid holidays
  - Paid sick leave
  - Paid time off
- 65.5% 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 Valley Regional Partnership Laborshed Study, contact:

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