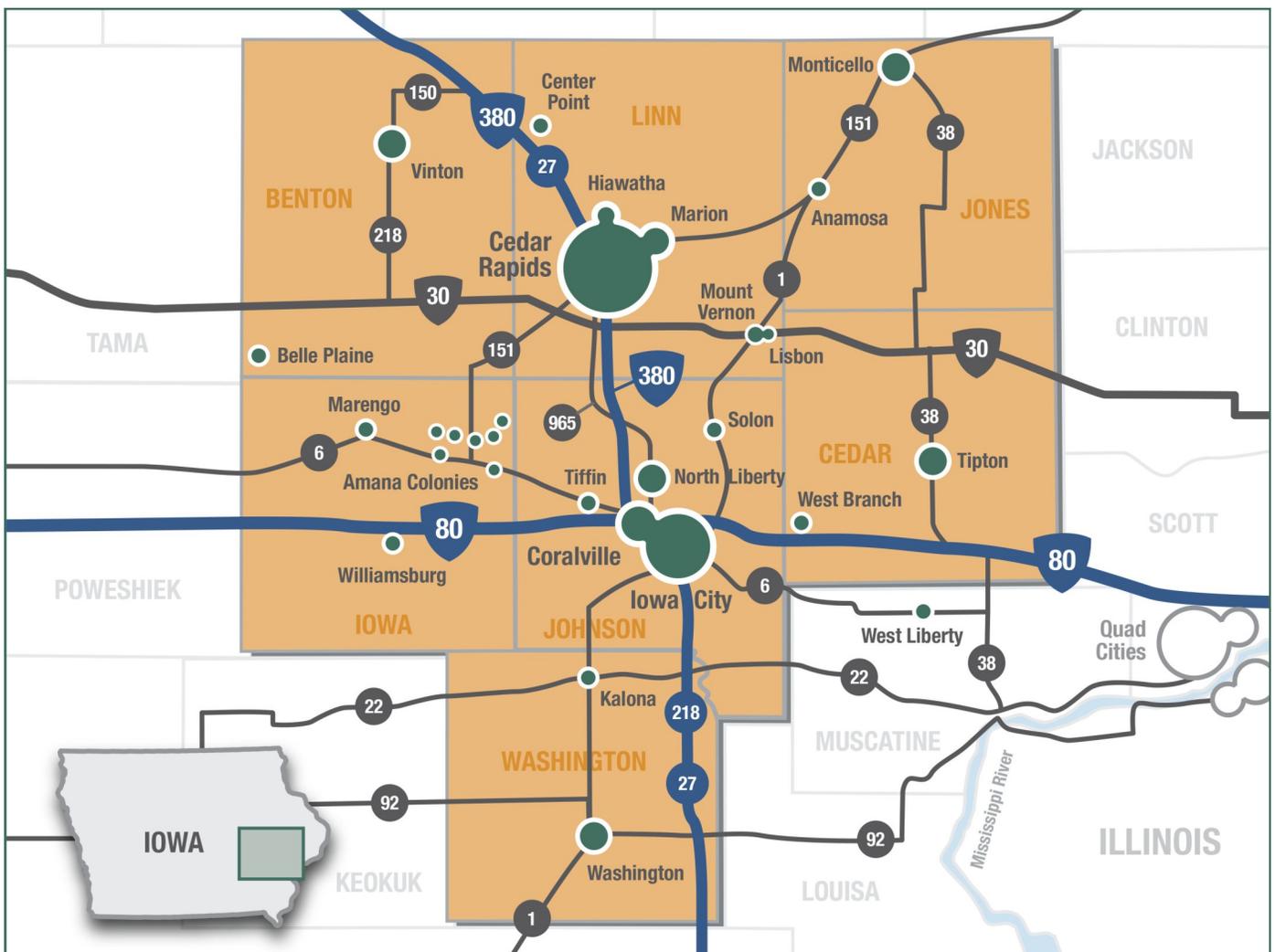


The logo features a stylized human figure composed of three curved, overlapping shapes in shades of green and gold, positioned to the left of the text.

Iowa's creative corridor

regional laborshed analysis



a study in workforce characteristics
released november 2012

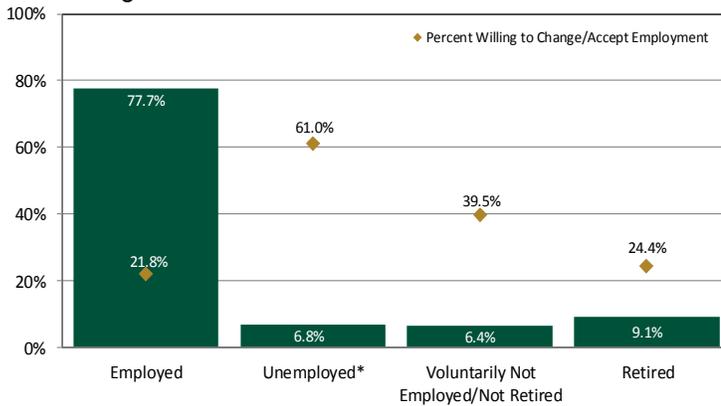
Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of Iowa's Creative Corridor information from local and state sources were plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Amanas, Anamosa, Cedar Rapids, Iowa City, Kalona, North Liberty, Solon, Tiffin, Tipton, Vinton, Washington, West Branch and West Liberty Laborshed studies (2,667 total completed surveys). Customized industry specific and community specific information is available upon request.

Occupations and Employment Status in Iowa's Creative Corridor Region

Survey respondents from Iowa's Creative Corridor region 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; education, training & library occupational categories. The top industries are education; healthcare/social services; manufacturing; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within Iowa's Creative Corridor regional commuting area.



Total Potential Labor Force: 643,248
(entire Regional Commuting Area)

Occupations	% within Region
Management	19.0%
Office & Administrative Support	14.4%
Education, Training & Library	11.0%
Healthcare Practitioner & Technical	8.7%
Production	8.6%
Sales & Related	5.1%
Business & Financial Operations	4.4%
Installation, Maintenance & Repair	3.5%
Transportation & Material Moving	3.2%
Construction & Extraction	2.8%
Architecture & Engineering	2.5%
Computer & Mathematical Science	2.3%
Food Preparation & Serving Related	2.3%
Building/Grounds Cleaning & Maintenance	2.1%
Community & Social Services	1.9%
Healthcare Support	1.6%
Life, Physical & Social Science	1.6%
Personal Care & Service	1.6%
Arts, Design, Entertainment, Sports & Related	1.4%
Protective Service	0.9%
Legal	0.8%
Farming, Fishing & Forestry	0.2%
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.

- 1.8% Inadequate hours
- 2.5% Mismatch of skills
- 1.0% Low income
- 4.5% Total estimated underemployment

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

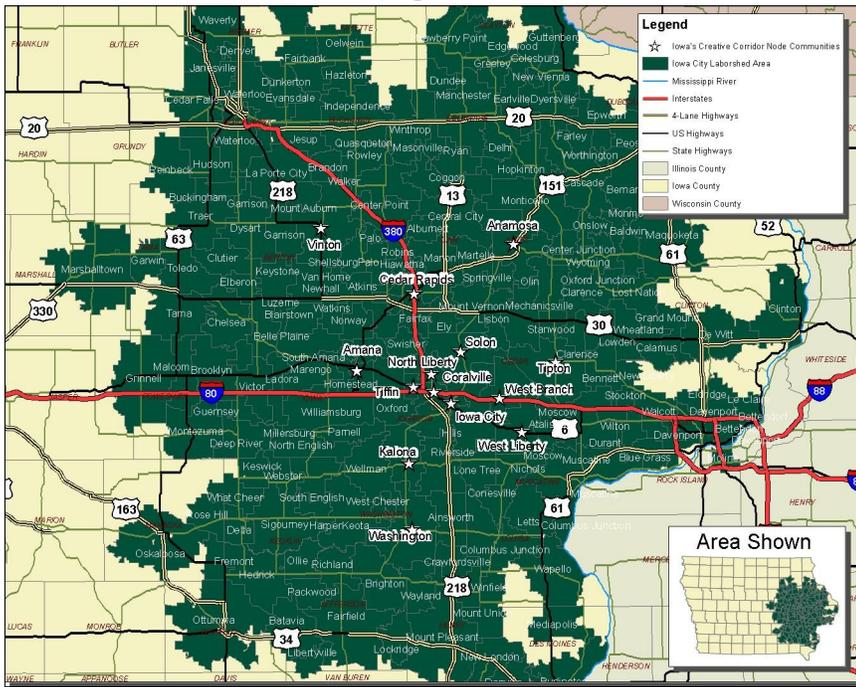
Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	20.9%	104,459	78.3%	16.9%	3.2%
Healthcare & Social Services	16.2%	80,968	82.8%	16.8%	3.8%
Manufacturing	14.8%	73,971	74.9%	26.5%	9.5%
Wholesale & Retail Trade	10.9%	54,479	71.3%	30.9%	12.7%
Transportation, Communication & Utilities	7.0%	34,986	74.8%	19.7%	8.0%
Finance, Insurance & Real Estate	6.7%	33,487	86.8%	24.6%	2.9%
Public Administration & Government	5.8%	28,989	71.1%	15.8%	4.2%
Personal Services	5.1%	25,490	82.4%	27.0%	2.8%
Professional Services	4.8%	23,991	75.0%	22.6%	17.0%
Construction	4.5%	22,491	84.9%	13.9%	5.4%
Agriculture	2.5%	12,495	93.6%	6.8%	2.1%
Entertainment & Recreation	0.7%	3,499	73.7%	21.4%	5.3%
Other (Non-profit, Religious, Military, etc.)	0.1%	500	*	*	*

**Insufficient survey data/refused*

Survey respondents from Iowa's Creative Corridor regional commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Iowa's Creative Corridor Regional Laborshed Area



Quick Facts

(Employed - willing to change employment)

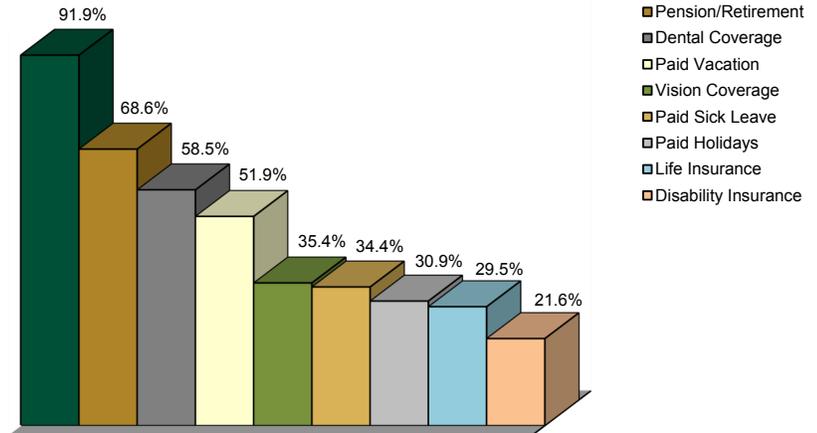
- 21.8% are willing to change employment
- 13.3% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 48 years old
- 32.6% currently working in the professional, paraprofessional & technical occupational category, followed by 20.6% in the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.monster.com
 - www.corridorcareers.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - *The Gazette - Cedar Rapids*
 - *Iowa City Press Citizen*
 - Networking through friends, family or acquaintances
 - Local IowaWORKS Centers

Those who are employed willing to change employment in Iowa's Creative Corridor region are willing to commute an average of 26 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 (75.2%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 17.6 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	61.7%	19.1%	17.1%	4.3%	\$50,000	\$14.50
Construction	52.7%	11.8%	17.2%	0.0%	\$40,000	\$20.75
Manufacturing	57.3%	11.2%	19.0%	5.8%	\$75,000	\$18.00
Transportation, Communication & Utilities	78.5%	16.6%	28.2%	6.7%	\$64,000	\$17.50
Wholesale & Retail Trade	59.7%	14.2%	17.9%	3.7%	\$51,750	\$10.50
Finance, Insurance, & Real Estate	80.9%	22.1%	35.3%	5.1%	\$62,000	\$14.75
Healthcare & Social Services	88.9%	22.4%	34.0%	13.4%	\$55,000	\$17.47
Personal Services	68.5%	13.9%	23.2%	12.0%	\$35,500	\$11.18
Entertainment & Recreation	89.5%	26.3%	15.8%	31.6%	\$40,000	\$10.00
Professional Services	71.4%	12.5%	24.1%	12.5%	\$64,000	\$11.50
Public Administration & Government	75.4%	19.0%	23.9%	10.6%	\$60,000	\$20.00
Education	87.6%	9.6%	32.7%	35.0%	\$52,500	\$13.50

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

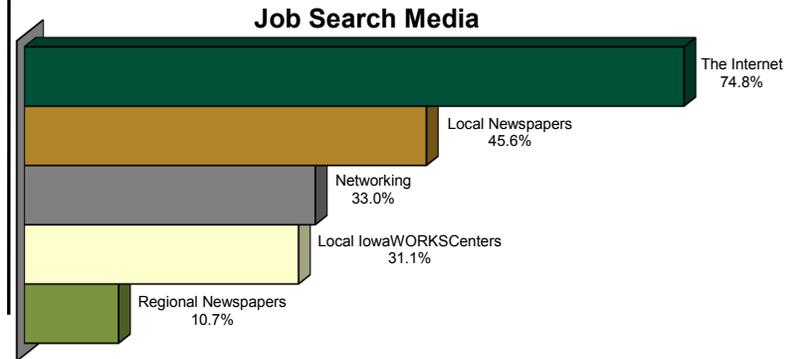
*Insufficient survey data/refused

Unemployed - Those Willing to Enter/Re-enter Employment

- 6.8% of the region are unemployed*
- 61.0% are willing to accept employment
- 55.6% have become unemployed within the last year;
- Average age is 49 years old
- 51.4% are male and 48.6% are female
- Education:
 - 59.5% have some post high school education
 - 0.9% are trade certified
 - 9.9% have an associate degree
 - 21.6% have an undergraduate degree
 - 4.5% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$12.00 per hour with a median lowest wage considered of \$10.00 per hour
- 67.6% expressed interest in temporary employment opportunities
- 64.0% expressed interest in seasonal employment opportunities
- 46.8% expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 23 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 83.0%
 - Dental coverage - 41.5%
 - Paid vacation - 39.4%
 - Pension/retirement options - 37.2%
 - Vision coverage - 25.5%
 - Life insurance - 16.0%
 - Paid sick leave - 16.0%
 - Paid holidays - 12.8%
 - Prescription drug coverage - 10.6%
 - Disability insurance - 6.4%
- 69.9% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

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



A Project of:

The Corridor Alliance

Iowa's Creative Corridor
Benton Development Group
Cedar Rapids Metro Economic Alliance
Iowa County Economic Development Commission

Iowa City Area Development Group
Jones County Economic Development
Tipton Economic Development Corporation
Washington Economic Development Group

Sponsored in Partnership with:

Alliant Energy
Benton County Community Foundation
Black Hills Energy
City of Kalona
City of Washington

City of West Liberty
Central Iowa Power Cooperative
Kirkwood Community College
Mid American Energy
Washington County Riverboat Foundation

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