

IOWA'S creative corridor

2016



regional
laborshed
analysis
a study of workforce characteristics

CREATIVE CORRIDOR LABORSHED ANALYSIS

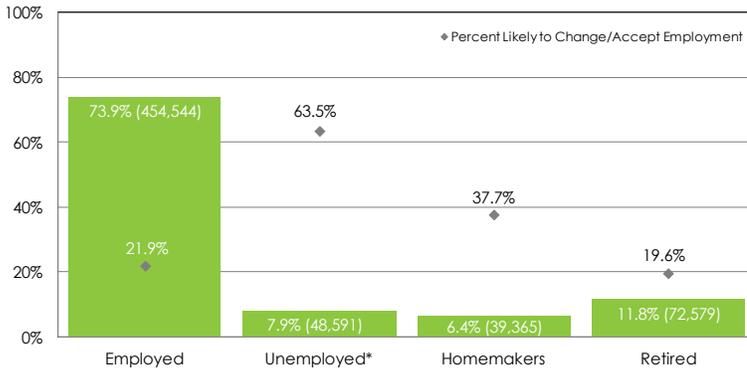
A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This regional analysis is based on aggregate data from the Benton, Cedar, Iowa, Johnson, Jones, Linn and Washington county Laborshed studies (2,024 total completed surveys).

OCCUPATIONS AND EMPLOYMENT STATUS IN THE CREATIVE CORRIDOR



Survey respondents from the Creative Corridor 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, 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 the Creative Corridor commuting area.



TOTAL POTENTIAL LABOR FORCE: 617,155
(ENTIRE REGIONAL COMMUTING AREA)

Occupations	% within Region
Office & Administrative Support	15.6%
Management	14.6%
Education, Training & Library	8.9%
Production	7.7%
Healthcare Practitioner & Technical	6.5%
Sales & Related	6.0%
Business & Financial Operations	5.6%
Construction & Extraction	4.3%
Installation, Maintenance & Repair	4.3%
Transportation & Material Moving	3.8%
Food Preparation & Serving Related	2.8%
Personal Care & Service	2.8%
Architecture & Engineering	2.7%
Computer & Mathematical Science	2.4%
Community & Social Services	2.2%
Healthcare Support	2.2%
Building/Grounds Cleaning & Maintenance	1.9%
Life, Physical & Social Science	1.6%
Arts, Design, Entertainment, Sports & Related	1.5%
Legal	1.2%
Protective Service	1.0%
Farming, Fishing & Forestry	0.3%
Military Specific	0.1%

UNDEREMPLOYMENT



Reason	% Underemployed
Inadequate Hours	1.4%
Mismatch of Skills	1.4%
Low Income	0.7%
+Total Underemployment	3.1%

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 are working 35 or more hours per week.

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

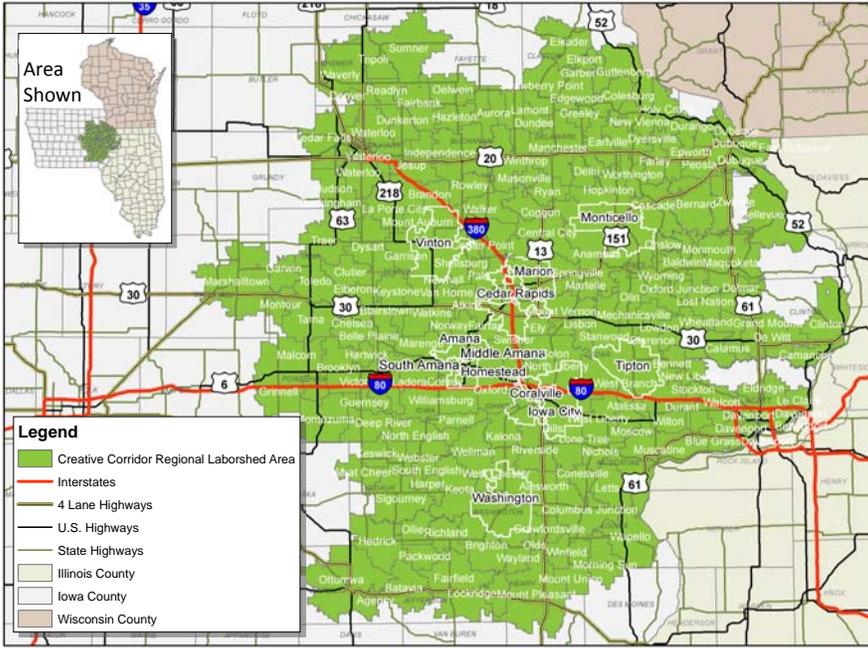
EMPLOYMENT LEVELS AND STATUS BY INDUSTRY



Industry	% of Laborshed	# of Employed	% Employed	% Likely to Change Employment	% Unemployed*
Education	17.2%	78,182	77.3%	18.9%	2.3%
Healthcare & Social Services	15.1%	68,636	74.1%	24.9%	5.7%
Manufacturing	13.4%	60,909	68.6%	24.7%	10.3%
Wholesale & Retail Trade	13.1%	59,545	70.7%	30.1%	11.6%
Professional Services	7.7%	35,000	83.6%	19.6%	7.0%
Transportation, Communication & Utilities	6.3%	28,636	74.4%	20.7%	10.3%
Finance, Insurance & Real Estate	6.1%	27,727	74.3%	17.9%	6.2%
Public Administration & Government	6.0%	27,273	68.0%	20.5%	5.7%
Construction	4.8%	21,818	76.7%	24.2%	11.6%
Personal Services	4.5%	20,454	77.5%	12.9%	8.8%
Agriculture	3.7%	16,818	91.2%	9.6%	1.8%
Other (Non-profit, Religious, Military, etc.)	1.1%	5,000	**	**	**
Entertainment & Recreation	1.0%	4,545	63.6%	14.3%	9.1%

**Insufficient survey data/refused

CREATIVE CORRIDOR REGIONAL LABORSHED



EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 21.9% are likely to change employment
- 15.1% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 29.5% currently working in the professional, paraprofessional & technical occupational category, followed by 24.2% in the production, construction & material handling occupational category
- Most frequently identified job search resources:

www.indeed.com
www.monster.com
www.corridorcareers.com

Internet, 80.3%

The Gazette - Cedar Rapids
Iowa City Press Citizen

Newspapers, 31.2%

Networking, 21.3%

IowaWORKS Centers, 11.8%

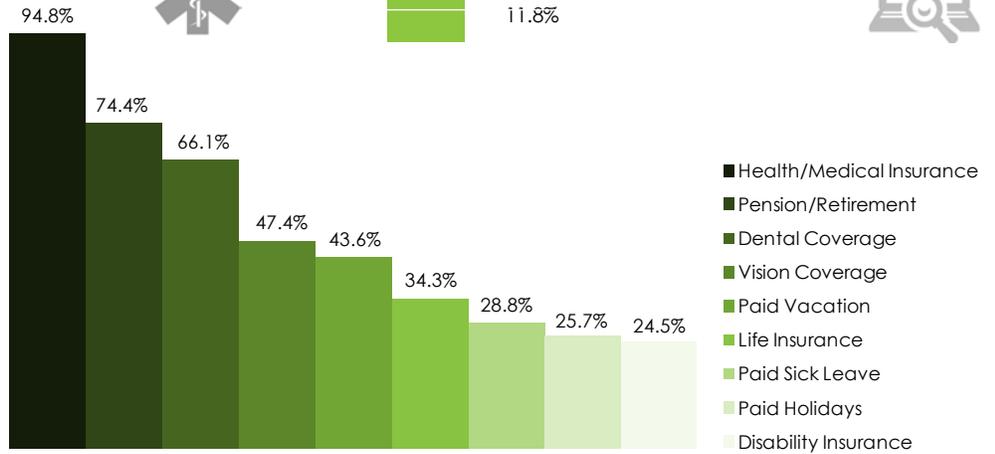


Those who are employed likely to change employment in the Creative Corridor Laborshed area are willing to commute an average of 25 miles one-way for employment opportunities.

TOP BENEFITS OF FULL-TIME EMPLOYED



The survey provides respondents an opportunity to identify employment benefits they are currently offered. The chart at right shows the percentage of those who are employed full-time that receive each benefit.



The majority (77.7%) of full-time employed respondents state they are currently sharing the cost of health insurance premiums with their employer while 14.9 percent indicate their employer covers the entire cost.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY

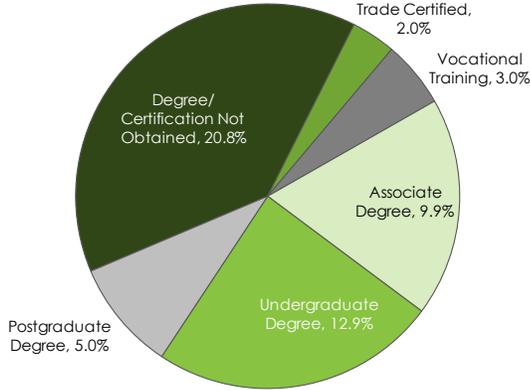


Industry	Education				Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree	Postgraduate Degree	Salary Wage	Hourly Wage
Agriculture, Forestry & Mining	73.6%	21.1%	26.3%	3.5%	\$45,000	\$14.00
Construction	59.3%	7.0%	14.0%	**	\$50,000	\$21.75
Education	88.3%	5.5%	29.5%	38.6%	\$58,000	\$15.00
Entertainment & Recreation	91.8%	18.2%	31.8%	4.5%	**	\$11.33
Finance, Insurance, & Real Estate	77.0%	8.0%	43.4%	4.4%	\$61,250	\$15.25
Healthcare & Social Services	86.5%	21.3%	27.0%	14.2%	\$56,500	\$14.68
Manufacturing	64.2%	13.3%	19.5%	6.6%	\$75,000	\$18.30
Personal Services	75.0%	12.5%	22.5%	7.5%	\$46,000	\$10.50
Professional Services	78.1%	14.8%	22.7%	17.2%	\$56,000	\$13.75
Public Administration & Government	71.3%	16.4%	22.1%	9.0%	\$64,000	\$21.64
Transportation, Communication & Utilities	65.0%	3.4%	24.8%	8.5%	\$77,500	\$17.00
Wholesale & Retail Trade	63.7%	12.7%	19.3%	3.9%	\$60,000	\$11.00

This table includes all respondents without consideration of employment status, willingness to change/enter employment, or occupation
**insufficient survey data/refused

UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

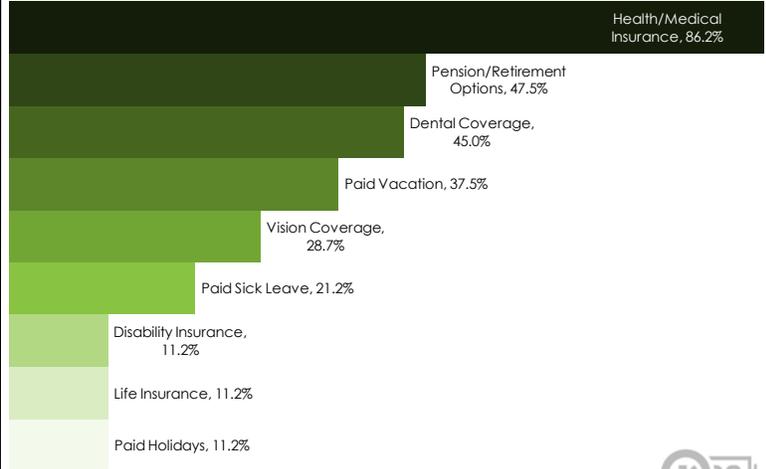
- 7.9% of the region are unemployed*
- 57.6% have become unemployed within the last year
- 63.5% are likely to accept employment
- Average age is 47 years old
- 59.4% are male and 40.6% are female
- **Education:**
 - 53.6% have some post high school education



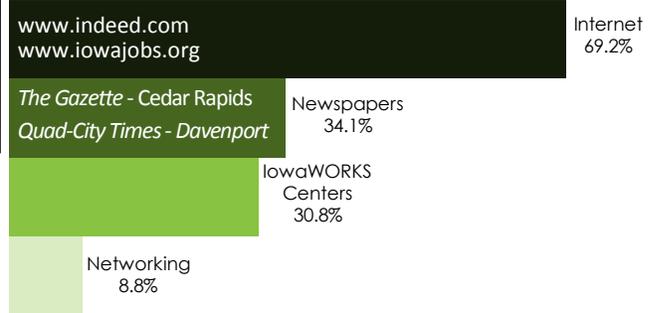
- **Wages:**
 - \$13.00/hr - to attract 66% of applicants
 - \$15.00/hr - to attract 75% of applicants
 - \$10.00/hr - lowest median wage willing to accept
- Willing to commute an average of 26 miles one way for the right opportunity
- 61.4% expressed interest in seasonal and 67.3% in temporary employment opportunities
- 54.5% expressed interest in working varied shifts



DESIRED BENEFITS



TOP UNEMPLOYED JOB SEARCH RESOURCES



*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.

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FOR MORE INFORMATION REGARDING THE CREATIVE CORRIDOR REGIONAL LABORSHED STUDY, CONTACT:

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