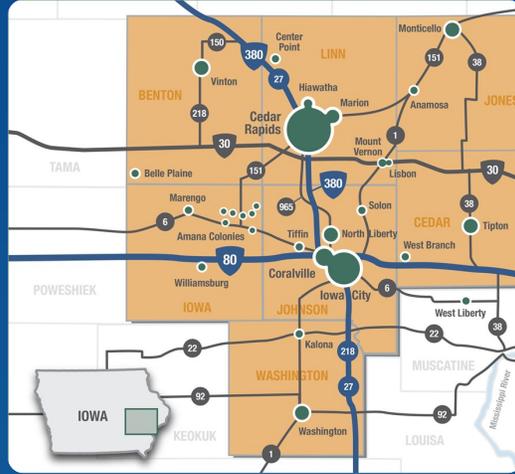


IOWA City Area 2015

Laborshed Analysis



ICAD

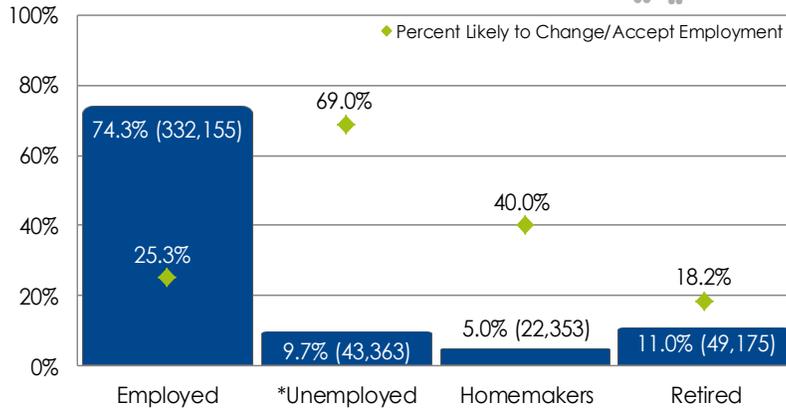
**Iowa City Area
Development Group**

Extraordinary opportunities
in unexpected places.

IOWA CITY 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 Iowa City 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: 447,046 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Iowa City (125,487):

- 113,935 Employed
- 2,712 Unemployed
- 4,369 Homemakers
- 4,471 Retired

EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 30.4% are actively seeking new employment
- 13.4% are working multiple jobs
- Currently working an average of 40 hrs/week
- Average age is 48 years old
- 33.3% currently working within the professional, paraprofessional & technical occupational category followed by 26.1% production, construction & material handling within the occupational category
- Most frequently identified job search resources:

www.indeed.com
www.monster.com
www.iowajobs.org

Internet,
81.3%

Networking,
25.2%

Newspapers,
23.4%
The Gazette - Cedar Rapids
Iowa City Press-Citizen
Quad-City Times

IowaWORKS
Centers,
14.0%



UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.8%	2,051
Mismatch of Skills	2.3%	2,621
Low Income	1.2%	1,367
†Total Underemployment	4.3%	4,899

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

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.

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
Education	16.6%	55,138	80.7%	23.9%	3.6%
Healthcare & Social Services	16.1%	53,477	70.7%	24.6%	9.8%
Manufacturing	14.4%	47,830	73.4%	25.9%	10.1%
Wholesale & Retail Trade	13.9%	46,170	74.7%	35.7%	10.7%
Professional Services	9.2%	30,558	88.1%	24.3%	4.8%
Transportation, Communication & Utilities	7.9%	26,240	72.7%	15.6%	11.4%
Public Administration & Government	5.9%	19,597	64.9%	20.8%	10.8%
Construction	5.2%	17,272	75.0%	19.0%	10.7%
Finance, Insurance & Real Estate	5.2%	17,272	84.0%	38.1%	16.0%
Personal Services	3.2%	10,629	72.2%	23.1%	16.7%
Agriculture, Forestry & Mining	1.7%	5,647	100%	0.0%	0.0%
Entertainment & Recreation	0.7%	2,325	37.5%	**	12.5%

** Insufficient survey data/refused

Survey respondents from the Iowa City 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.

COMMUTING STATISTICS



The map at the right represents the concentration of those who are likely to commute into Iowa City/Coralville from their home ZIP for an employment opportunity.

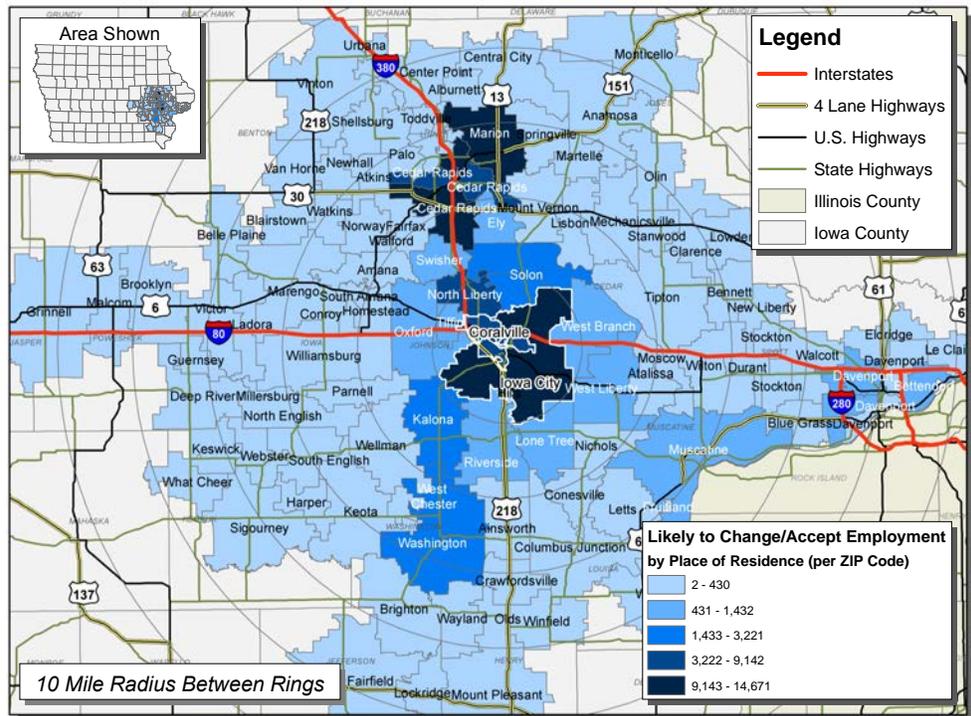
Those who are likely to change/accept employment in the Iowa City Laborshed area are willing to commute an average of 24 miles one-way for employment opportunities.

The out commute for Iowa City/Coralville is estimated at 19.1 percent—approximately 10,525 people living in Iowa City/Coralville work in other communities.

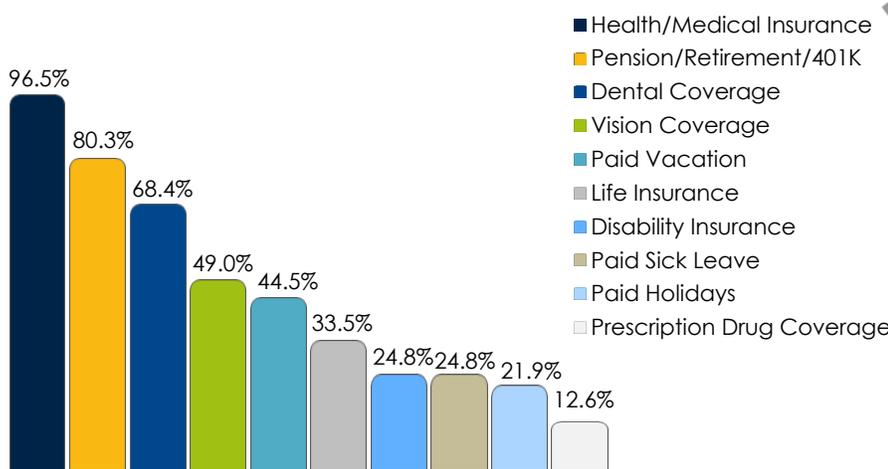
Most of those who are out commuting are working in Cedar Rapids, North Liberty and West Branch.

Over one-third (34.5%) of out commuters are likely to change employment (approximately 3,631 people).

CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN IOWA CITY/CORALVILLE



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 (79.1%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.8 percent indicate their employer pays the entire cost of insurance premiums.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



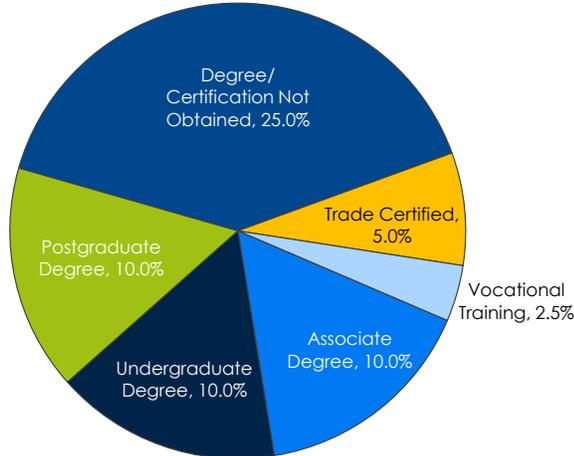
	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
Agriculture, Forestry & Mining	**	**	**	**	**
Construction	60.0%	0.0%	16.0%	\$47,500	\$25.00
Education	90.4%	1.2%	83.1%	\$65,000	\$15.00
Entertainment & Recreation	75.0%	25.0%	12.5%	**	\$10.67
Finance, Insurance & Real Estate	78.6%	10.7%	64.2%	\$54,000	\$17.00
Healthcare & Social Services	90.2%	22.8%	48.9%	\$57,000	\$16.00
Manufacturing	78.5%	17.7%	32.9%	\$86,000	\$20.18
Personal Services	77.8%	11.1%	39.0%	\$46,000	**
Professional Services	71.4%	14.3%	38.1%	\$42,500	\$12.50
Public Administration & Government	86.5%	16.2%	45.9%	\$52,500	\$22.00
Transportation, Communication & Utilities	70.5%	0.0%	43.1%	\$100,000	\$17.00
Wholesale & Retail Trade	70.7%	16.0%	30.7%	\$60,000	\$10.58

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

**Insufficient survey data/refused

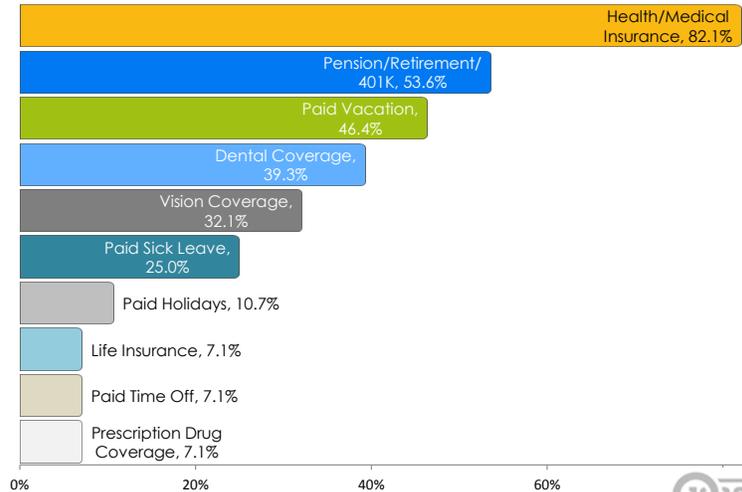
UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 34.8% are actively seeking employment
- An estimated 2,712 unemployed individuals are likely to accept employment in Iowa City/Coralville.
- Average age is 44 years old
- 65.0% are male; 35.0% are female
- **Education:**
 - 62.5% are educated beyond high school

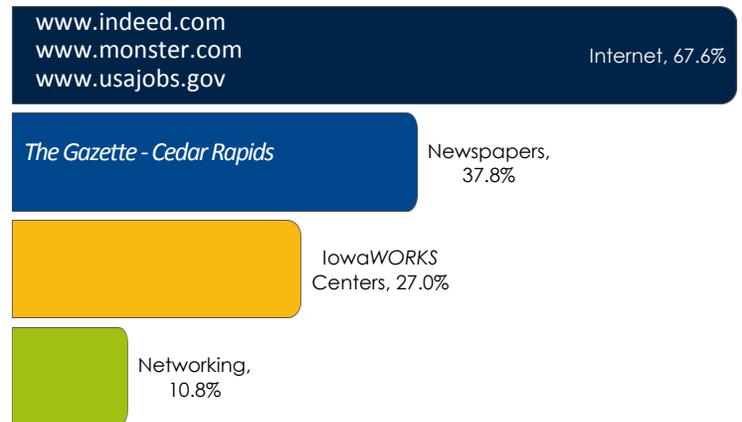


- **Wages:**
 - \$13.10/hr - to attract 66% of applicants
 - \$15.00/hr - to attract 75% of applicants
 - \$10.00/hr - lowest median wage willing to accept
- Willing to commute an average of 27 miles one way for the right opportunity
- 72.5% expressed interest in temporary and 60.0% in seasonal employment opportunities
- 52.5% expressed interest in working varied shifts

DESIRED BENEFITS



TOP UNEMPLOYED JOB SEARCH RESOURCES



SPONSORED IN PARTNERSHIP WITH:



FOR MORE INFORMATION REGARDING THE IOWA CITY LABORSHED ANALYSIS, CONTACT:

Iowa City Area Development Group
 316 E Court Street
 PO Box 260
 Iowa City, IA 52240
 Phone: 319-354-3939
 E-mail: DaLayne Williamson, dwilliamson@icadgroup.com
 E-mail: Mark Nolte, mnolte@icadgroup.com
www.icadgroup.com