



# Northeast Iowa

## BUSINESS NETWORK

# Regional Laborshed Analysis

A Study of Workforce Characteristics  
*Released July 2011*

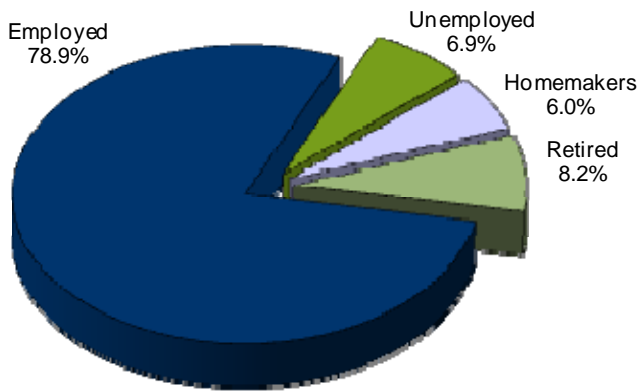
# Laborshed Studies

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 Northeast Iowa Business Network regional commuting area, information collected from local employers was plotted for geographic analysis. The information contained within this summary is based on aggregate data from the Allamakee, Clayton, Delaware, Fayette, Howard, and Winneshiek County Laborshed studies (1,894 total completed surveys). Customized industry specific and community specific information is available upon request.

## Occupations and Employment Status in the Northeast Iowa Business Network Region

Survey respondents from the 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; or production occupational categories. The top industries are healthcare/social services; education; wholesale & retail trade; and manufacturing.

The chart below shows the percentage of respondents by employment status within the regional commuting area.



**Total Potential Labor Force: 350,948**  
(entire Regional Commuting Area)

Occupations	% within Region
Management	17.1%
Office & Administrative Support	15.4%
Production	12.0%
Education, Training, & Library	9.6%
Healthcare Practitioner & Technical	7.5%
Sales & Related	6.0%
Transportation & Material Moving	3.6%
Construction & Extraction	3.4%
Healthcare Support	3.3%
Business & Financial Operations	3.3%
Food Preparation & Serving Related	3.3%
Installation, Maintenance, & Repair	3.0%
Building/Grounds Cleaning & Maintenance	2.5%
Personal Care & Service	2.0%
Community & Social Services	1.9%
Architecture & Engineering	1.1%
Life, Physical, & Social Science	1.0%
Computer & Mathematical Science	1.0%
Arts, Design, Entertainment, Sports, & Related	0.9%
Protective Services	0.8%
Legal	0.7%
Farming, Fishing, & Forestry	0.6%

## 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.

- 2.2% Inadequate hours
- 3.4% Mismatch of skills
- 1.6% Low income
- 6.1% Total estimated underemployment

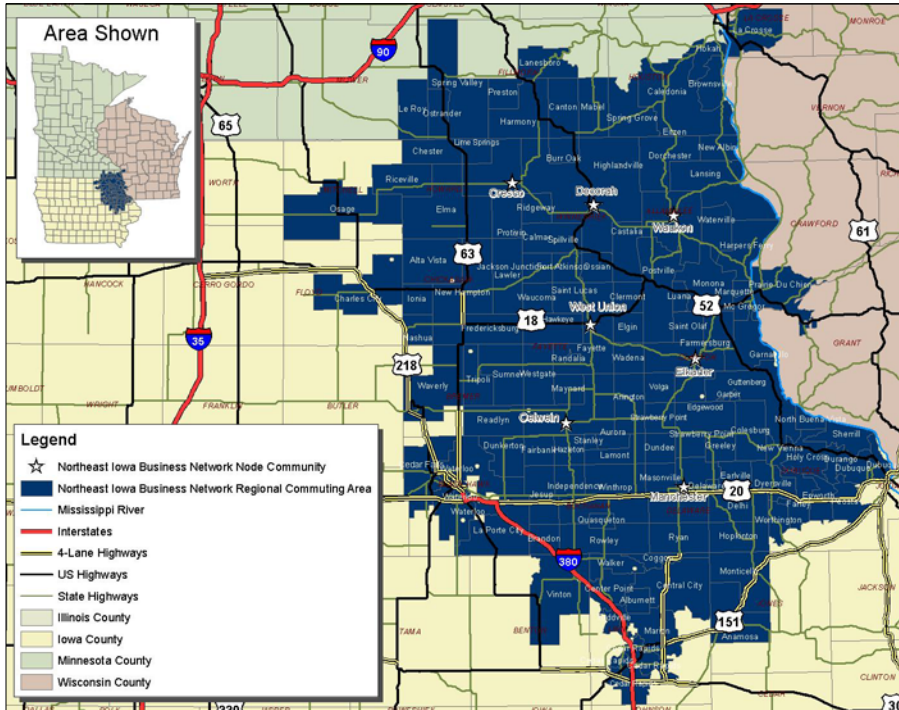
*Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% within Region	# of Employed
Healthcare/Social Services	17.8%	49,288
Education	15.3%	42,365
Wholesale & Retail Trade	15.0%	41,535
Manufacturing	15.0%	41,535
Public Administration/Government	6.8%	18,829
Personal Services	5.6%	15,506
Agriculture	5.6%	15,506
Finance, Insurance, & Real Estate	5.2%	14,399
Transportation, Communication, & Utilities	4.5%	12,460
Professional Services	4.4%	12,184
Construction	4.0%	11,076
Entertainment & Recreation	0.7%	1,938
Other (Non-profit, Religious, Military, etc.)	0.1%	277

Survey respondents from the Northeast Iowa Business Network regional commuting area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed within the healthcare & social services industry as shown in the table at left.

# Northeast Iowa Business Network Regional Laborshed Area



## Quick Facts

(Employed - willing to change employment)

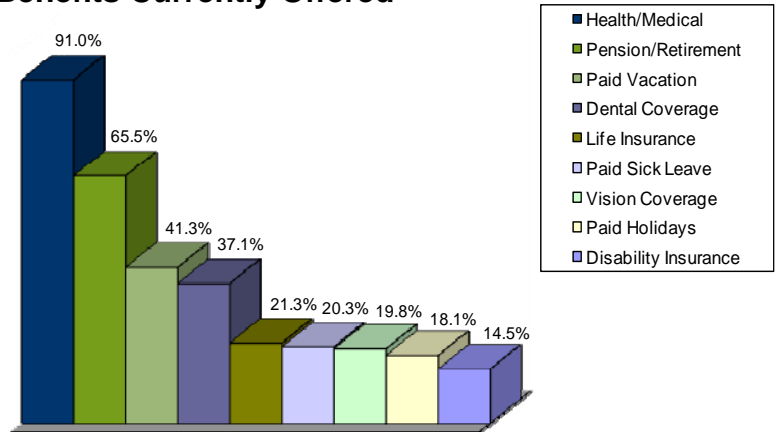
- 26.2% are willing to change employment
- 18.4% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 46 years old
- 25.8% currently working in the production, construction, & material handling occupational category, followed by 22.5% in the professional, paraprofessional, & technical occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
    - [www.monster.com](http://www.monster.com)
    - [www.accessdubuque.com](http://www.accessdubuque.com)
  - Local/Regional newspapers
    - *The Gazette - Cedar Rapids*
    - *Waterloo-Cedar Falls Courier*
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

Those who are willing to change employment in the region are willing to commute an average of 28 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 (73.9%) of respondents state they are currently sharing the cost of health insurance premiums with their employer. However, 19.4 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	40.5%	13.1%	14.3%	2.4%	\$48,000	\$10.50
Construction	64.6%	12.3%	10.8%	1.5%	\$49,500	\$19.67
Manufacturing	50.0%	13.8%	13.8%	3.0%	\$55,000	\$15.00
Transportation, Communication, & Utilities	58.2%	12.7%	12.7%	5.1%	\$50,000	\$18.25
Wholesale & Retail Trade	53.0%	12.9%	15.7%	1.6%	\$43,250	\$10.00
Finance, Insurance, & Real Estate	68.4%	21.1%	22.4%	3.9%	\$43,000	\$11.50
Healthcare & Social Services	79.9%	26.4%	19.0%	6.6%	\$59,000	\$15.00
Personal Services	72.5%	16.5%	17.6%	9.9%	\$38,500	\$10.62
Entertainment & Recreation	70.6%	*	17.6%	5.9%	*	\$9.13
Professional Services	70.3%	14.9%	25.7%	12.2%	\$35,000	\$12.00
Public Administration & Government	79.4%	17.8%	22.4%	7.5%	\$50,000	\$18.32
Education	86.3%	11.2%	35.2%	32.0%	\$50,000	\$11.60

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

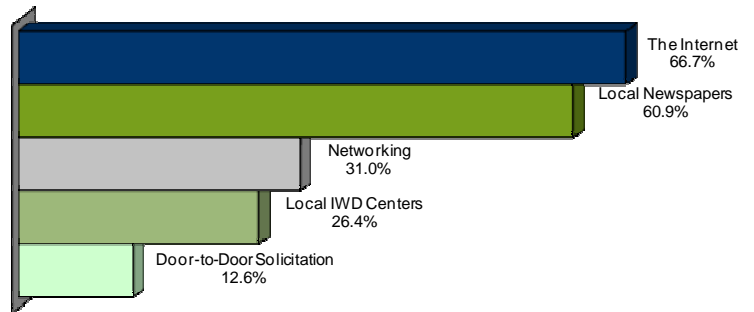
\*Insufficient survey data/refused

## Unemployed - Those Willing to Enter/Re-enter Employment

- 6.9% of the region are unemployed
- 71.5% are willing to accept employment
- 50.5% have become unemployed within the last year;
- Average age is 48 years old
- 54.8% are female and 45.2% are male
- Education:
  - 52.7% have some post high school education
  - 2.2% are trade certified
  - 7.5% completed vocational training
  - 16.1% have an associate degree
  - 8.6% have an undergraduate degree
  - 5.4% have a postgraduate degree
- Estimated wage range to attract the upper 66-75% of qualified hourly wage applicants is \$10.00 to \$11.50 per hour with a median lowest wage considered of \$10.00 per hour
- 68.5% expressed interest in seasonal employment opportunities
- 73.9% expressed interest in temporary employment opportunities
- 63.0% are expressed interest in working varied shifts (2nd, 3rd & split);
- Willing to commute an average of 24 miles one way for the right opportunity

- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 88.6%
  - Pension/retirement options - 31.6%
  - Dental coverage - 29.1%
  - Paid vacation - 29.1%
  - Paid holidays - 19.0%
  - Vision coverage - 16.5%
  - Life insurance - 10.1%
  - Paid sick leave - 6.3%
  - Paid time off - 5.1%
- 61.8% are seeking employment offers where the employer/employee share the cost of medical insurance premiums.

### Job Search Media



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