

TIFFIN



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Iowa City Area Development Group

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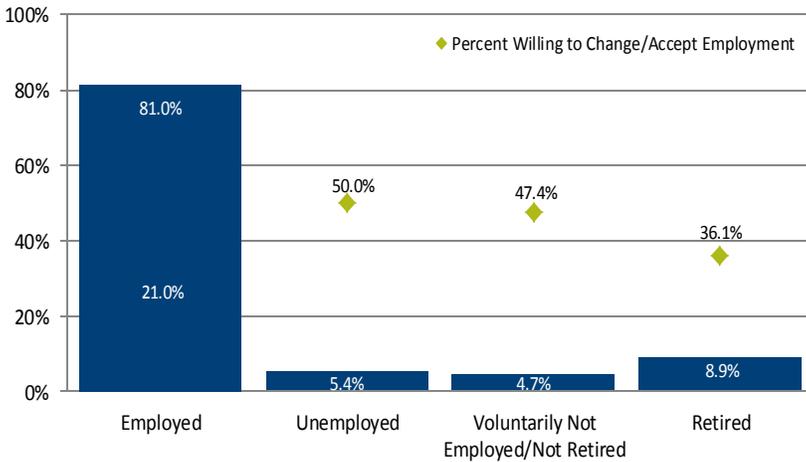
LABORSHED ANALYSIS

A Study of 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 the Tiffin Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked and distance willing to commute to work.

Employment Status*



*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.

Total Potential Labor Force: 122,531 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (32,184)

- 25,513 Employed
- 1,418 Unemployed
- 1,554 Voluntarily Not Employed, Not Retired
- 3,699 Retired

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 worked for higher wages at previous employment.

- 1.5% Inadequate hours (383 people)
- 2.2% Mismatch of skills (561 people)
- 1.0% Low income (255 people)
- 4.4% Total estimated underemployment (1,123 people)

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	32.2%	31,959	84.4%	14.1%	2.8%
Healthcare & Social Services	16.4%	16,277	90.4%	17.0%	0.0%
Wholesale & Retail Trade	9.8%	9,727	84.8%	17.9%	3.0%
Transportation, Communication & Utilities	7.7%	7,642	75.9%	27.3%	3.4%
Manufacturing	7.3%	7,245	72.4%	38.1%	6.9%
Finance, Insurance & Real Estate	7.0%	6,948	80.0%	25.0%	4.0%
Professional Services	5.6%	5,558	76.2%	31.3%	14.3%
Construction	3.5%	3,474	90.9%	10.0%	9.1%
Personal Services	3.5%	3,474	83.3%	40.0%	0.0%
Public Administration & Government	3.5%	3,474	71.4%	10.0%	14.3%
Entertainment & Recreation	2.8%	2,779	100%	12.5%	0.0%
Agriculture, Forestry & Mining	0.7%	695	*	*	*

* Insufficient survey data/refused

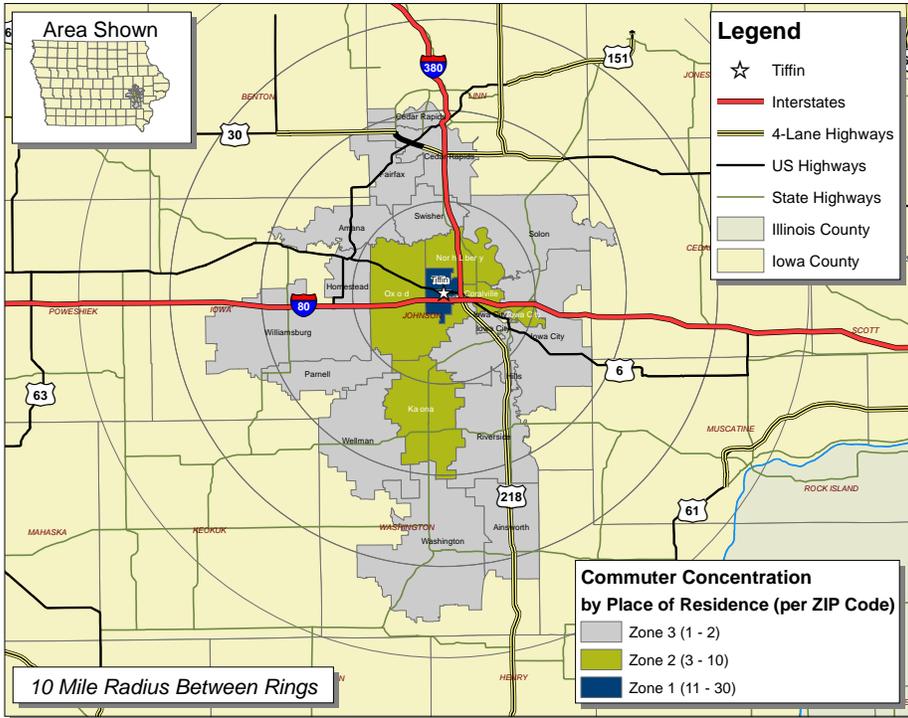
Survey respondents from the Tiffin Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 7.2% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 47 years old
- 38.8% currently working within the professional, paraprofessional & technical occupational category followed by 14.9% within the clerical; managerial; and production, construction & material handling occupational categories
- Most frequently identified job search sources:
 - Internet
 - www.corridorcareers.com
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - The Gazette - Cedar Rapids
 - Iowa City Press Citizen
 - Networking through friends, family and acquaintances
 - Trade publications
 - Private employment services

Tiffin Laborshed Area



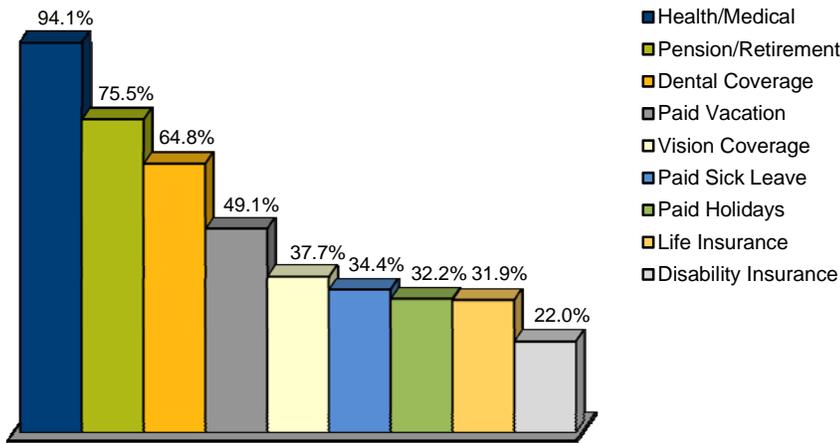
Commuting Statistics

The map at the left represents commuting patterns into Tiffin with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Tiffin Laborshed area 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 left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (75.1%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 19.0 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

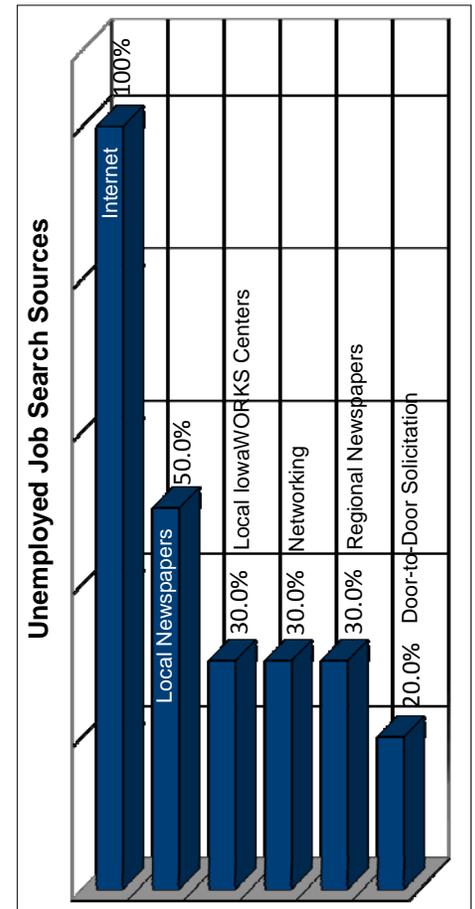
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	72.7%	36.4%	9.1%	*	\$28.50
Manufacturing	62.1%	10.3%	34.5%	\$90,000	\$18.76
Transportation, Communication & Utilities	89.7%	10.3%	48.2%	\$70,000	\$19.13
Wholesale & Retail Trade	63.6%	18.2%	33.3%	\$49,631	\$13.00
Finance, Insurance & Real Estate	84.0%	24.0%	44.0%	\$62,000	\$15.30
Healthcare & Social Services	94.2%	17.3%	57.7%	\$61,500	\$16.50
Personal Services	91.7%	8.3%	66.7%	\$45,000	\$10.93
Entertainment & Recreation	*	*	*	*	*
Professional Services	81.0%	9.5%	42.9%	*	\$12.00
Public Administration & Government	71.4%	7.1%	50.0%	\$69,000	*
Education	95.4%	10.1%	77.1%	\$50,000	\$15.00

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

**Insufficient survey data/refused*

Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 1,418 unemployed individuals are willing to accept employment
- Average age is 43 years old
- 54.5% are female; 45.5% are male
- Education:
 - 72.7% have an education beyond high school
 - 9.1% have an associate degree
 - 27.3% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$9.62 to \$10.50/hr. with a median of the lowest wage of \$9.00
- Willing to commute an average of 20 miles one way for the right opportunity
- 63.6% expressed interest in both temporary and seasonal employment opportunities
- 27.3% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 90.0%
 - Pension/retirement options - 60.0%
 - Dental coverage - 50.0%
 - Paid vacation - 50.0%
 - Vision coverage - 40.0%
 - Paid holidays - 20.0%
 - Disability insurance - 10.0%
 - Life insurance - 10.0%
 - Paid sick leave - 10.0%
 - Prescription drug coverage - 10.0%
 - Stock options - 10.0%
- 66.7% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Tiffin Laborshed Analysis, contact:

Iowa City Area Development Group
 316 E Court Street
 Iowa City, IA 52240
 Phone: 319-354-3939
 Fax: 319-338-9958
 E-mail: dwilliamson@icadgroup.com
 E-mail: mnlte@icadgroup.com
www.icadgroup.com