

# WEST BRANCH



**acciona**  
Windpower



**ICAD**

## Iowa City Area Development Group

Extraordinary opportunities  
in unexpected places.



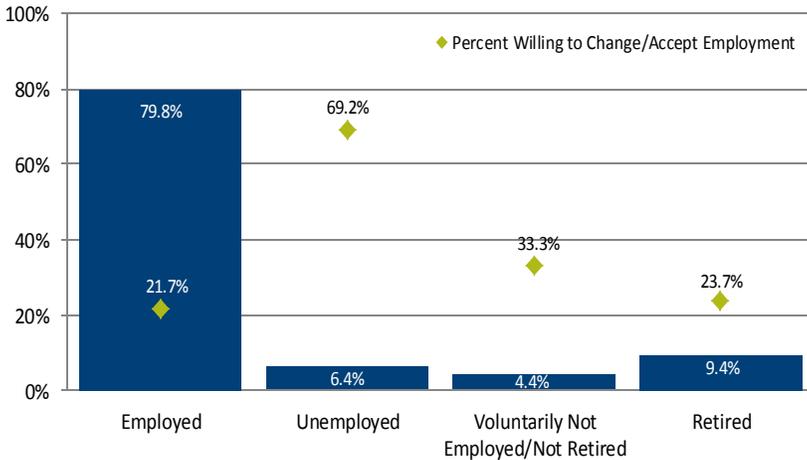
# LABORSHED ANALYSIS

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 West Branch 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: 257,473 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (54,787)**

- 42,674 Employed
- 2,437 Unemployed
- 3,093 Voluntarily Not Employed, Not Retired
- 6,583 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.

- 1.2% Inadequate hours (512 people)
- 2.5% Mismatch of skills (1,067 people)
- 0.2% Low income (85 people)
- 3.7% Total estimated underemployment (1,579 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	23.0%	47,257	81.0%	15.6%	5.1%
Healthcare & Social Services	17.3%	35,545	82.8%	14.6%	1.7%
Manufacturing	15.5%	31,847	81.1%	39.5%	9.4%
Finance, Insurance & Real Estate	9.0%	18,492	86.2%	16.0%	3.4%
Transportation, Communication & Utilities	7.9%	16,232	73.3%	31.8%	6.7%
Wholesale & Retail Trade	7.5%	15,410	70.0%	33.3%	10.0%
Professional Services	5.8%	11,917	80.0%	6.3%	15.0%
Public Administration & Government	5.8%	11,917	80.0%	18.8%	5.0%
Construction	2.5%	5,137	77.8%	28.6%	11.1%
Personal Services	2.2%	4,520	100%	16.7%	0.0%
Agriculture, Forestry & Mining	1.8%	3,698	100%	20.0%	0.0%
Entertainment & Recreation	1.4%	2,876	80.0%	25.0%	0.0%
Active Military Duty	0.3%	616	*	*	*

\* Insufficient survey data/refused

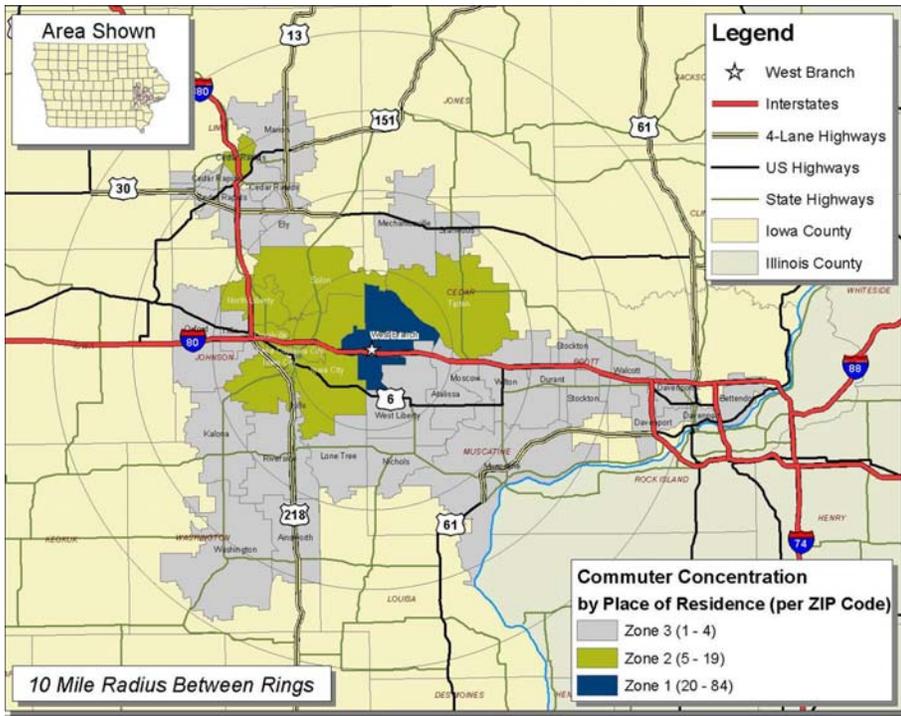
Survey respondents from the West Branch Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 12.9% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 48 years old
- 35.3% currently working within the professional, paraprofessional & technical occupational category followed by 26.5% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.corridorcareers.com](http://www.corridorcareers.com)
    - [www.monster.com](http://www.monster.com)
  - Local/Regional newspapers
    - The Gazette - Cedar Rapids
    - Iowa City Press Citizen
    - Quad City Times
  - Networking through friends, family and acquaintances
  - Local IowaWORKS Centers
  - Private employment services

# West Branch Laborshed Area



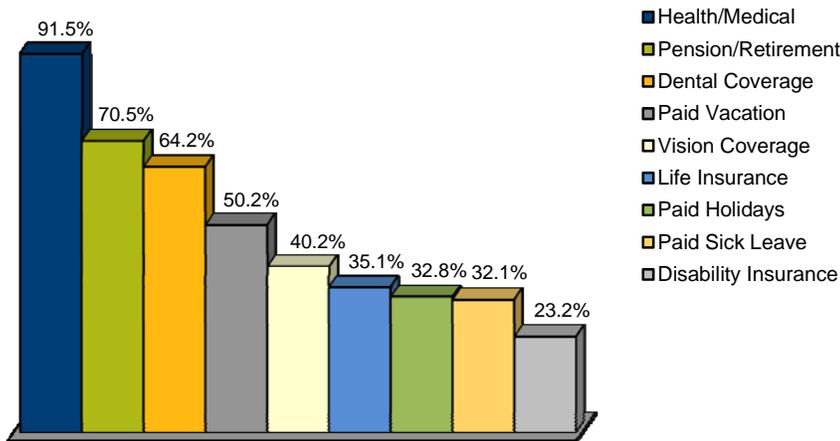
## Commuting Statistics

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

Those who are willing to change/accept employment in the West Branch Laborshed area are willing to commute an average of 25 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 (75.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 17.6 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

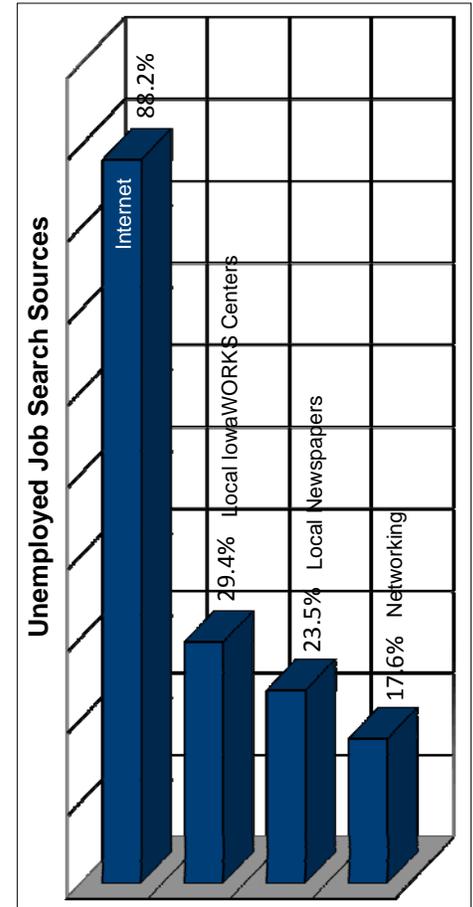
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	66.7%	0.0%	0.0%	*	\$21.25
Manufacturing	52.8%	15.1%	11.4%	\$71,000	\$18.88
Transportation, Communication & Utilities	83.3%	10.0%	56.6%	\$52,000	\$22.50
Wholesale & Retail Trade	70.0%	16.7%	36.7%	\$37,450	\$12.33
Finance, Insurance & Real Estate	86.2%	24.1%	41.3%	\$49,500	\$14.63
Healthcare & Social Services	84.5%	17.2%	55.1%	\$60,000	\$16.50
Personal Services	*	*	*	*	*
Entertainment & Recreation	*	*	*	*	*
Professional Services	80.0%	15.0%	50.0%	*	\$10.00
Public Administration & Government	65.0%	5.0%	40.0%	\$50,000	\$24.00
Education	91.1%	6.3%	75.9%	\$52,500	\$19.13

*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 2,437 unemployed individuals are willing to accept employment
- Average age is 46 years old
- 66.7% are female; 33.3% are male
- Education:
  - 77.8% have an education beyond high school
  - 5.6% have an associate degree
  - 44.5% have an undergraduate degree
  - 5.6% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.16 to \$12.38/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 22 miles one way for the right opportunity
- 61.1% expressed interest in temporary and 44.4% in seasonal employment opportunities
- 38.9% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 73.3%
  - Pension/retirement options - 60.0%
  - Dental coverage - 53.3%
  - Paid vacation - 33.3%
  - Life insurance - 26.7%
  - Paid holidays - 26.7%
  - Vision coverage - 26.7%
  - Paid sick leave - 20.0%
  - Prescription drug coverage - 13.3%
  - Disability insurance - 6.7%
  - Paid time off - 6.7%
- 81.8% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



Sponsored in Partnership with



*Community partner*

For more information regarding the West Branch 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](mailto:dwilliamson@icadgroup.com)  
 E-mail: [mnlte@icadgroup.com](mailto:mnlte@icadgroup.com)  
[www.icadgroup.com](http://www.icadgroup.com)