

WEST LIBERTY



ICAD

Iowa City Area Development Group

Extraordinary opportunities
in unexpected places.



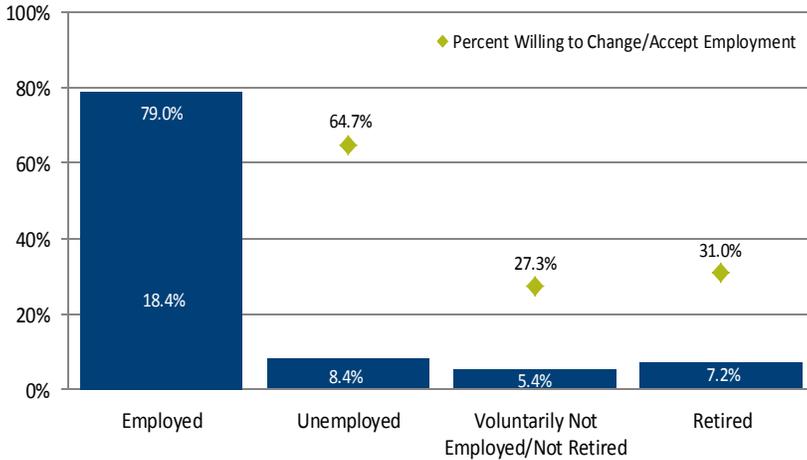
LABORSHED ANALYSIS

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 Liberty 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: 95,840 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (35,583)

- 27,758 Employed
- 2,339 Unemployed
- 1,843 Voluntarily Not Employed, Not Retired
- 3,643 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 (416 people)
- 2.0% Mismatch of skills (555 people)
- 1.2% Low income (333 people)
- 4.0% Total estimated underemployment (1,110 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	36.2%	27,408	83.6%	14.7%	3.3%
Healthcare & Social Services	14.2%	10,751	90.9%	17.5%	2.3%
Manufacturing	11.3%	8,556	69.6%	28.1%	10.9%
Transportation, Communication & Utilities	7.1%	5,376	74.1%	15.0%	18.5%
Wholesale & Retail Trade	7.1%	5,376	69.0%	35.0%	17.2%
Personal Services	4.6%	3,483	86.7%	15.4%	0.0%
Professional Services	4.3%	3,256	80.0%	8.3%	20.0%
Public Administration & Government	3.9%	2,953	91.7%	18.2%	8.3%
Agriculture, Forestry & Mining	3.5%	2,650	100%	0.0%	0.0%
Construction	3.5%	2,650	71.4%	10.0%	21.4%
Finance, Insurance & Real Estate	3.2%	2,423	81.8%	22.2%	9.1%
Entertainment & Recreation	1.1%	833	75.0%	33.3%	25.0%

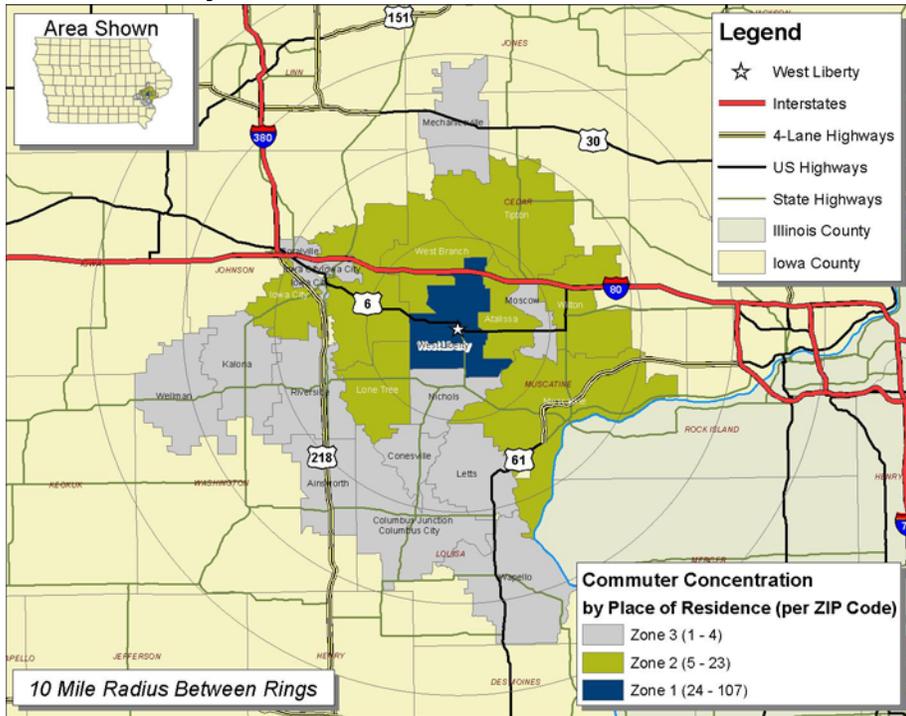
Survey respondents from the West Liberty Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 16.9% are working multiple jobs
- Currently working an average of 42 hours per week
- Average age is 47 years old
- 45.8% currently working within the professional, paraprofessional & technical occupational category followed by 15.3% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.corridorcareers.com
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - Iowa City Press Citizen
 - Muscatine Journal
 - Quad City Times
 - Networking through friends, family and acquaintances
 - Local IowaWORKS Centers

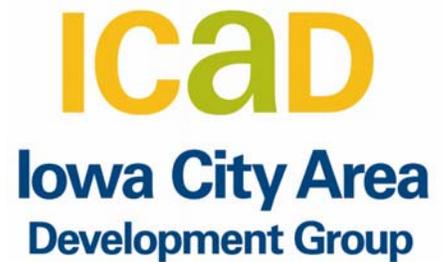
West Liberty Laborshed Area



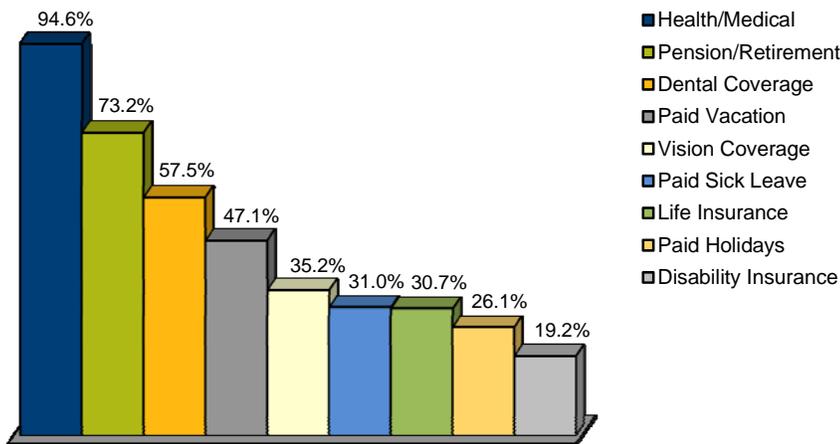
Commuting Statistics

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

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

The majority (72.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 21.0 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

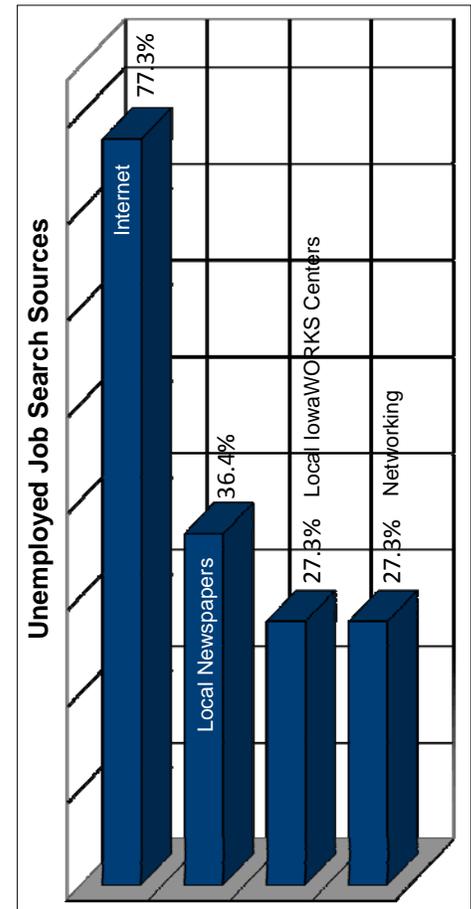
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	35.7%	7.1%	14.3%	*	\$16.25
Manufacturing	54.3%	10.9%	19.6%	\$65,000	\$19.38
Transportation, Communication & Utilities	70.4%	3.7%	44.4%	\$54,000	\$17.00
Wholesale & Retail Trade	62.1%	10.3%	31.0%	\$42,500	\$8.42
Finance, Insurance & Real Estate	63.6%	18.2%	36.4%	\$51,000	*
Healthcare & Social Services	90.9%	18.2%	54.5%	\$60,000	\$23.50
Personal Services	86.7%	0.0%	46.7%	\$27,500	\$12.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	66.7%	13.3%	33.3%	*	\$16.50
Public Administration & Government	66.7%	8.3%	50.0%	\$58,000	\$16.50
Education	91.0%	10.7%	70.6%	\$55,000	\$11.83

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 2,339 unemployed individuals are willing to accept employment
- Average age is 47 years old
- 50.0% are female; 50.0% are male
- Education:
 - 40.9% have an education beyond high school
 - 9.1% have an associate degree
 - 13.6% have an undergraduate degree
 - 9.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.54 to \$12.13/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 24 miles one way for the right opportunity
- 77.3% expressed interest in temporary and 68.2% in seasonal employment opportunities
- 45.5% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 94.7%
 - Dental coverage - 52.6%
 - Paid vacation - 36.8%
 - Pension/retirement options - 31.6%
 - Vision coverage - 26.3%
 - Life insurance - 21.1%
 - Prescription drug coverage - 15.8%
 - Disability insurance - 10.5%
 - Paid sick leave - 10.5%
 - Paid holidays - 5.3%
- 62.5% 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 Liberty 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