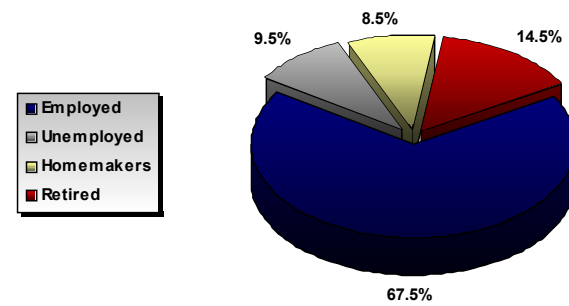


All of the information reported in this brochure reflects answers collected from either survey respondents or population estimates, ages 18-69, living in the Laborshed. For additional labor market information, visit the Iowa Workforce Development web site at: WWW.IOWAWORKFORCE.ORG



NOT CURRENTLY EMPLOYED

The current methods to determine the unemployment rate exclude those who have been unemployed longer than six months, those who did not register with the unemployment office and students who are looking for employment. The figures for the Laborshed unemployed percent includes anyone who stated they were unemployed and incorporates all the counties within the Laborshed area, where as the unemployment rate only takes into consideration individual counties.

UNEMPLOYED:

- ⇒ An estimated 9,313 unemployed are willing to accept employment;
- ⇒ 54.3 percent are male;
- ⇒ Median age is 40 years, 36.2 percent of the unemployed are age 18 to 34 years;
- ⇒ 80.6 percent desire full-time hours;
- ⇒ Willing to commute an average of 31 miles one way;
- ⇒ Have an estimated wage threshold of \$10.00 to \$12.00 per hour;
- ⇒ Experience in maintenance, production, computer programming, nursing and clerical occupations;
- ⇒ 37.1 percent would consider positions that require a variety of work schedules (combinations of 2nd, 3rd, or split shifts);
- ⇒ Sources for seeking employment include: local newspapers, the Internet, Iowa Workforce Development centers and regional newspapers;

HOMEMAKERS:

- ⇒ An estimated 4,670 homemakers are willing to accept employment;
- ⇒ Have prior work experience in banking, clerical/administrative support and service occupations;
- ⇒ 73.1 percent have education/training beyond high school, while 40.4 percent hold an undergraduate/graduate degree;
- ⇒ Median age is 40 years;
- ⇒ Willing to commute an average of 18 miles one way for employment;
- ⇒ Have an estimated wage threshold of \$10.46 to \$12.00 per hour;
- ⇒ Very interested in team work arrangements, job sharing and cross training work environments;
- ⇒ Looking for employment opportunities by utilizing the local newspaper, regional newspapers, the Internet, networking and Iowa Workforce Development centers;
- ⇒ Benefits that would influence decision to enter workforce include: health, dental, pension/retirement options and vacation.

RETIRED PERSONS (18-69 YEARS OF AGE):

- ⇒ An estimated 4,779 retired people are willing to accept employment;
- ⇒ Willing to commute an average of 17 miles one way;
- ⇒ Have an estimated wage threshold of \$12.00 to \$14.00 per hour;
- ⇒ Educated pool of available labor, 26.1 percent have an undergraduate degree, 19.0 percent possess a graduate/professional degree;
- ⇒ Looking for part-time seasonal and temporary employment opportunities;
- ⇒ Prior work experiences include: teaching, law enforcement, nursing and clerical;
- ⇒ Primary sources for seeking employment is local newspapers, networking, Iowa Workforce Development centers, and the Internet/www.

This information is compiled by the Workforce Research Bureau of Iowa Workforce Development (IWD), 1000 E. Grand Avenue, Des Moines, Iowa 50319-0209, (515) 281-4896.

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Cedar Rapids Area Laborshed Survey & Analysis 2003

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WHAT IS A LABORSHED?

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 Cedar Rapids Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed 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.

TOTAL LABORSHED POTENTIAL LABORFORCE

108,799

ESTIMATED NUMBER OF INDIVIDUALS

VERY OR SOMEWHAT LIKELY TO CHANGE EMPLOYMENT

Employed	27,524
Unemployed	9,313
Homemakers	4,670
Retirees	4,779
Total	46,286

CURRENTLY EMPLOYED

The following information inside this brochure was extracted from the Cedar Rapids Area Laborshed survey data representing those who are currently employed and willing to change employment.

Wage Thresholds:

Wages can be a deciding factor for some when considering changing employment. The wage threshold reflects the estimated wages required to attract 66%-75% of the potential applicants who are likely to change or accept employment.

Industry	Wage Threshold
Manufacturing	\$15.25 - \$16.13/hr
Finance & Insurance	\$44,640 - \$50,000/yr
Health Care/Social Services	\$12.00 - \$15.00/hr
Transportation, Communication, Utilities	\$10.40 - \$14.50/hr
Construction	\$15.86 - \$17.85/hr
Wholesale & Retail Trade	\$13.20 - \$15.00/hr
Real Estate & Professional Services	\$14.48 - \$16.25/hr
Education	\$42,000 - \$50,000/yr
Personal, Entertainment & Recreational Services	\$8.20 - \$9.25/hr
Public Administration, Government	\$14.00 - \$14.15/hr

Potential Available Labor by Occupation:

This table shows potential available labor by occupation. The occupational categories listed provide transferable skills to a multitude of industries.

Respondent's Occupation	% of Respondents	Potential Total in Laborshed
Managerial & Administrative	10.4%	2,862
Professional, Paraprofessional, & Technical	27.9%	7,679
Sales & Related	6.3%	1,734
Clerical & Administrative Support	14.6%	4,019
Service	15.0%	4,129
Agriculture, Forestry, Fishing & Related	0.4%	110
Production, Construction, Operating, Maintenance, & Material Handling	25.4%	6,991
Total		27,524

Out-commuters:


A small segment of the residents who live in the Cedar Rapids area, commute outside of Cedar Rapids for employment (15.9%). They are taking with them skills in the areas of teaching, management, engineering, research & development, clerical, machining, marketing, sales and production operations. Additional characteristics of out-commuters in the Cedar Rapids area:

- ⇒ Over one-third (35.0%) of those commuting out of Cedar Rapids for employment are willing to change;
- ⇒ Cedar Rapids out-commuters are commuting to Iowa City for employment;
- ⇒ Education levels: 68.6% have education/technical training beyond high school, 37.9% have a college degree and 15.7% have graduate/professional education;
- ⇒ Out-commuters are willing to travel an average of 26 miles one way.

Highlights:

- ⇒ Trained and educated employed workforce (68.9% education/training beyond high school);
- ⇒ College educated (35.3% have obtained an undergraduate degree and 13.3% have a postgraduate/professional degree);
- ⇒ The Cedar Rapids area takes great pride in its efforts to promote a continuing education/training environment, 52.0% of the area residents are interested in seeking additional education/training;
- ⇒ Employed are multi-task oriented and are open to various different routines ranging from frequently changing to set tasks, 89.1% currently have positions that involve managing multiple tasks;
- ⇒ 78.6% of those age 25 - 54 are willing to change employment;
- ⇒ There is interest (19.8%) of the employed willing to change to work a variety of work schedules (combinations of 2nd, 3rd, or split shifts) - other Laborshed areas have an interest level around 12.0% or less.

For more information regarding the Cedar Rapids Area Laborshed Study contact:


Priority One
 Economic Development Division
 Cedar Rapids Area Chamber of Commerce
 424 First Avenue NE, Cedar Rapids, Iowa 52401,
 T: (319) 398-5317, Fax: (319) 398-5228
 E-mail: infodesk@priority1.com
 Web: www.priority1.com/

Commuting:

The employed willing to change employment residents of the Cedar Rapids area are willing to commute great distances for the right employment opportunity.

- ⇒ Zone 1 residents are willing to commute an average of 22 miles one way (approximately 17,090 people);
- ⇒ Zone 2 residents are willing to commute an average of 23 miles one way (approximately 9,737 people);
- ⇒ Zone 3 residents are willing to travel an average of 30 miles one way (approximately 697 people);

Nearly three-fourths (73.6%) of the employed are willing to commute more than 21 miles one way for the right employment opportunity.

Where do the Cedar Rapids applicants look for employment?

Local newspapers and the internet are the main avenues applicants use for a job search followed by networking, Iowa Workforce Development and regional newspapers.

The Gazette and the Iowa City Press Citizen are the most frequently used local papers.

The most utilized internet search sites for employment in the Cedar Rapids area include www.corridorcareers.com and www.yahoo.com.

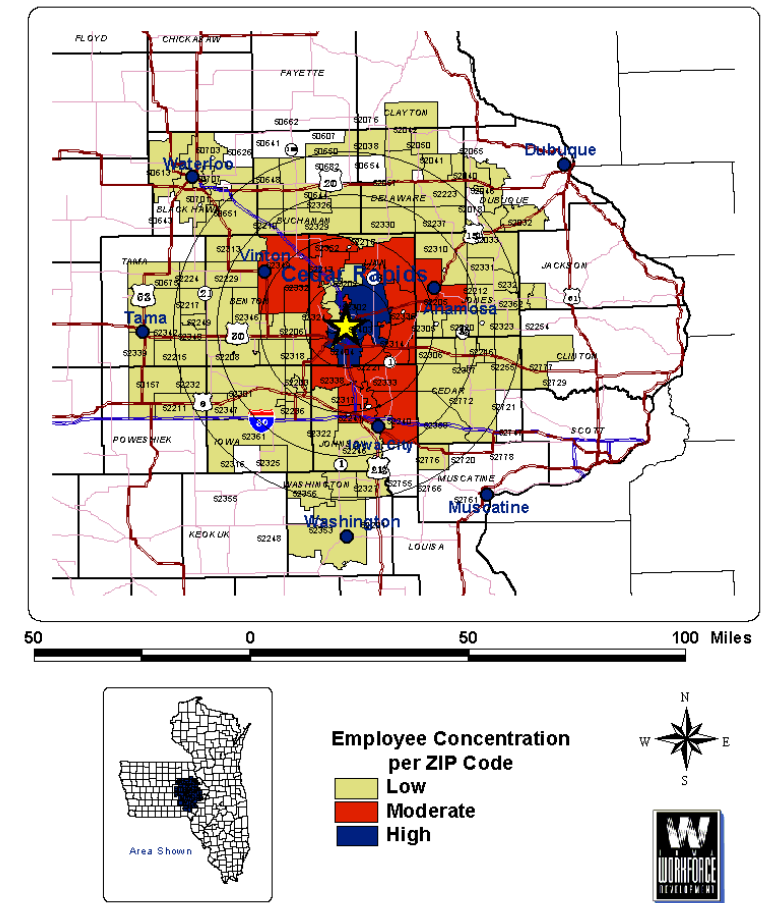
Underemployed:

This group of available labor in the Cedar Rapids area is comprised of those individuals who are underemployed due to inadequate hours (those working less than 35 hours/week but desiring more hours), low income (those working at wages equal to or less than the national poverty level), and mismatch of skills (those who are working in positions that do not meet their skill or education levels or worked for higher wages at a previous employment).

- ⇒ 4.1 percent (approximately 1,088 people) are underemployed due to inadequate hours;
- ⇒ 4.6 percent (approximately 1,221 people) are underemployed due to a mismatch of skills;
- ⇒ 2.2 percent (approximately 564 people) are underemployed due to low income;
- ⇒ Wage threshold is \$10.00 to \$13.75 per hour;
- ⇒ 72.9 percent have education/training beyond high school, with 39.9 percent having obtained an undergraduate degree and 11.9 percent a graduate or professional degree;
- ⇒ Willing to commute 25 miles one way.

The underemployed in the Cedar Rapids area represent an underutilized segment of the workforce population that tend to be higher educated and possess a greater desire to change (84.7%).

Survey Zone by ZIP Code Cedar Rapids Laborshed



Benefits that influence a decision to change/enter/re-enter employment:

Health/medical insurance, pension/retirement, dental, vacation, vision insurance, life insurance, prescription drug coverage and sick leave.

- ⇒ 98.1% of those who are employed and willing to change employment would be influenced to change employment if the employer/employee participated in cost sharing of health/medical insurance premiums.