

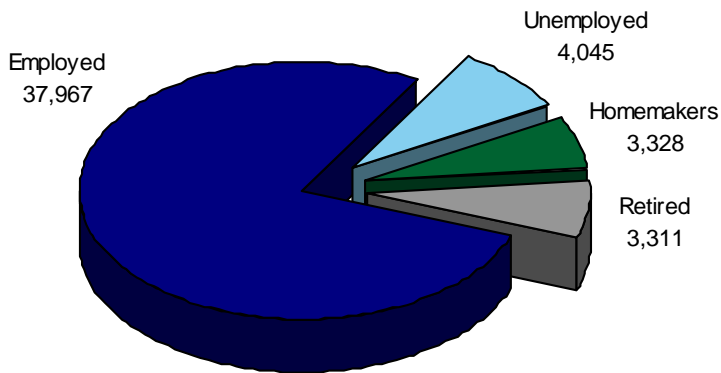
A Study of Workforce Characteristics  
*Released February 2008*

# 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 Cedar Valley 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. *See contact information on back.*

**Total Potential Labor Force: 248,248 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (48,651)**



## Quick Facts:

*(Employed - willing to change employment)*

- 12.1% are working multiple jobs;
- Currently working an average of 42 hours per week;
- Average age is 44 years old;
- 28.2% currently working in production, construction, or material handling occupations followed by 26.0% in professional, paraprofessional, or technical occupations;
- Most frequently identified job search sources:
  - Local/Regional newspapers  
Waterloo-Cedar Falls Courier  
Cedar Rapids Gazette
  - Internet  
[www.iowaworkforce.org](http://www.iowaworkforce.org)  
[www.monster.com](http://www.monster.com)
  - Networking through friends, family, or acquaintances
  - Local Iowa Workforce Development Centers

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; 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 (570 people)
- 0.7% Low income (266 people)
- 2.5% Mismatch of skills (949 people)
- 4.2% Total estimated underemployment (1,595 people)

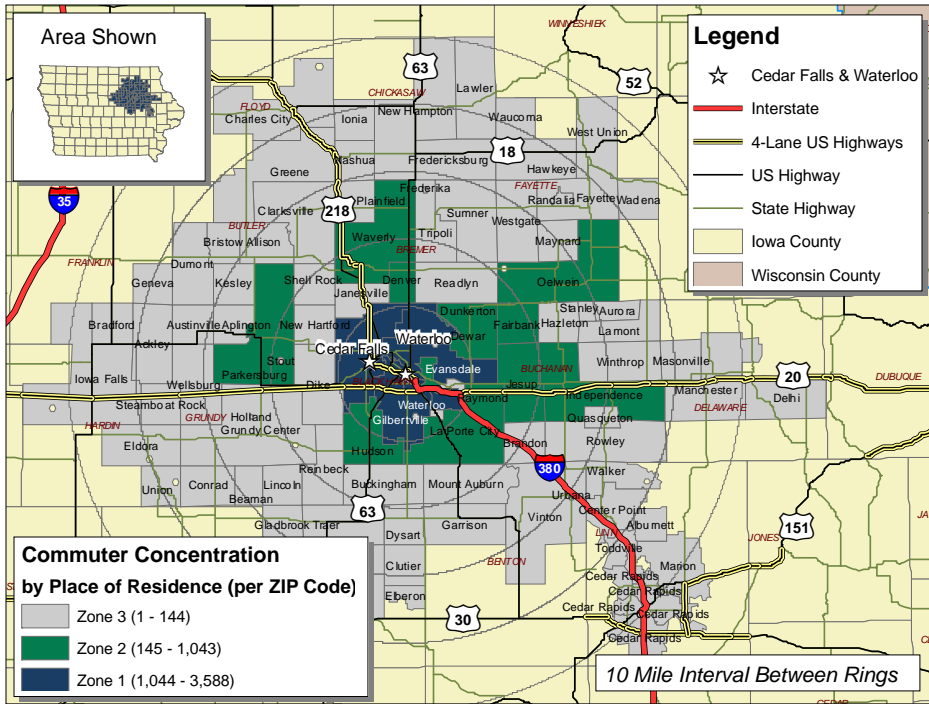
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Health Care & Social Services	14.6%	30,336
Manufacturing	14.0%	29,090
Education	13.8%	28,674
Wholesale & Retail Trade	11.8%	24,519
Finance, Insurance, & Real Estate	10.6%	22,025
Professional Services	8.0%	16,623
Government & Public Administration	6.2%	12,883
Construction	5.8%	12,051
Transportation, Communication, & Public Utilities	5.8%	12,051
Agriculture, Forestry, & Mining	4.4%	9,142
Personal Services	3.2%	6,649
Entertainment & Recreation	1.2%	2,493

Survey respondents from the Cedar Valley Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the health care and social services industry as shown in the table at left.

# Cedar Valley Commuting Area



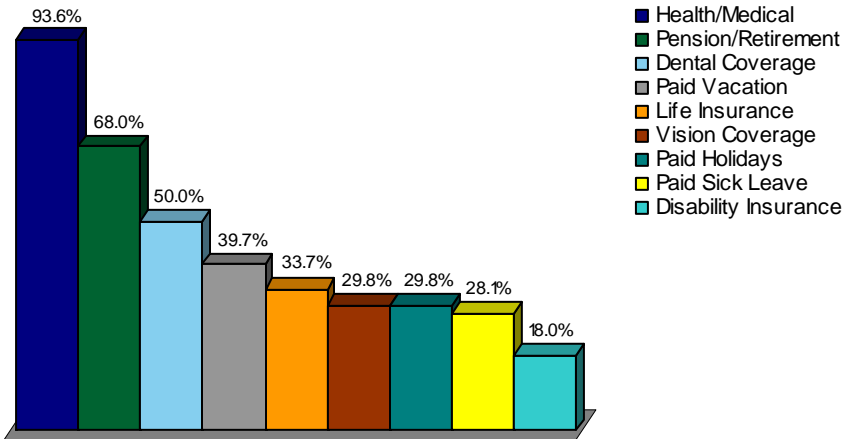
## Commuting Statistics

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

Those who are willing to change employment in the Cedar Valley Laborshed area are willing to commute an average of 23 miles one way 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 (72.2%) of respondents are currently sharing the cost of premiums with the employer. However, 19.3 percent of the respondents in the area have employers who pay the entire cost of insurance premiums as a benefit for their employees.

## Education and Median Wage Characteristics by Industry

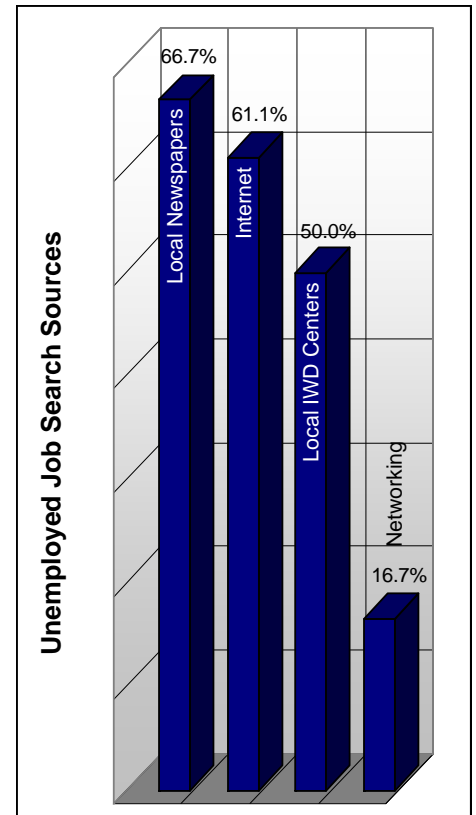
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	60.9%	17.4%	30.4%	\$55,000	\$15.35
Construction	40.0%	10.0%	10.0%	*	\$17.13
Manufacturing	57.6%	10.7%	19.0%	\$50,000	\$15.00
Transportation, Communication, & Utilities	51.4%	8.6%	22.9%	\$57,000	\$13.66
Wholesale & Retail Trade	69.4%	22.2%	12.5%	\$40,000	\$10.00
Finance, Insurance, & Real Estate	74.6%	19.0%	36.5%	\$40,000	\$12.59
Health Care & Social Services	72.9%	25.0%	25.0%	\$48,000	\$14.00
Personal Services	63.1%	10.5%	36.9%	\$35,000	\$10.25
Entertainment & Recreation	37.5%	*	25.0%	*	\$10.00
Professional Services	75.5%	12.2%	38.7%	\$39,500	\$13.00
Public Administration & Government	69.7%	12.1%	39.4%	\$65,000	\$19.00
Education	88.9%	11.1%	35.8%	\$40,000	\$10.73

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 4,045 unemployed individuals are willing to accept employment;
- Average age is 45 years old;
- Education:
  - 72.2% have an education beyond high school
  - 16.7% have an associate degree
  - 5.6% are trade certified
  - 16.7% 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 \$10.95 to \$12.25/hr. with a median of the lowest wage of \$10.00/hr.;
- Willing to commute an average of 21 miles one way for the right opportunity;
- 44.4% expressed interest in seasonal and 66.7% in temporary employment opportunities;
- 33.3% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Dental coverage
  - Paid vacation
  - Vision coverage
  - Pension/retirement options
  - Paid holidays
- 83.3 of the unemployed are willing to accept employment offers where the employer/employee share the cost of medical insurance premiums.



## Sponsored in Partnership with



For more information regarding the Cedar Valley Laborshed Study, contact:

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