

# Iowa City Area Laborshed Analysis



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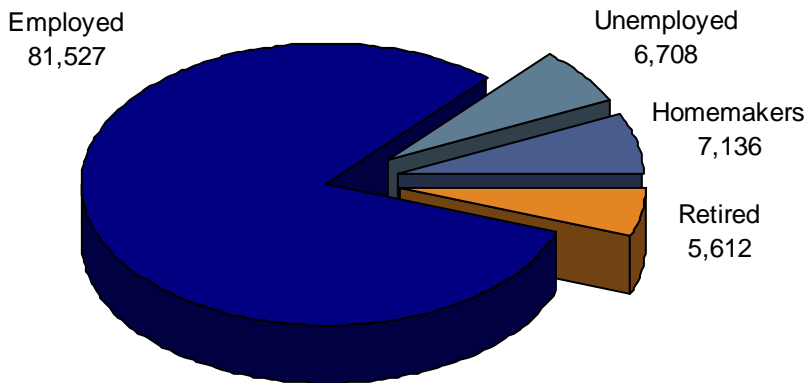
A Study of Workforce Characteristics  
*Released February 2008*

# 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 Iowa City 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: 357,088 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (100,983)**



## Quick Facts:

*(Employed - willing to change employment)*

- 13.1% are working multiple jobs;
- Currently working an average of 43 hours per week;
- Average age is 43 years old;
- 31.2% currently working in production, construction, or material handling occupations followed by 23.4% in professional, paraprofessional, or technical occupations;
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
  - Local newspapers
    - The Cedar Rapids Gazette
    - The Iowa City Press Citizen
  - 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.

- 1.0% Inadequate hours (815 people)
- 1.5% Low income (1,223 people)
- 2.0% Mismatch of skills (1,631 people)
- 4.0% Total estimated underemployment (3,261 people)

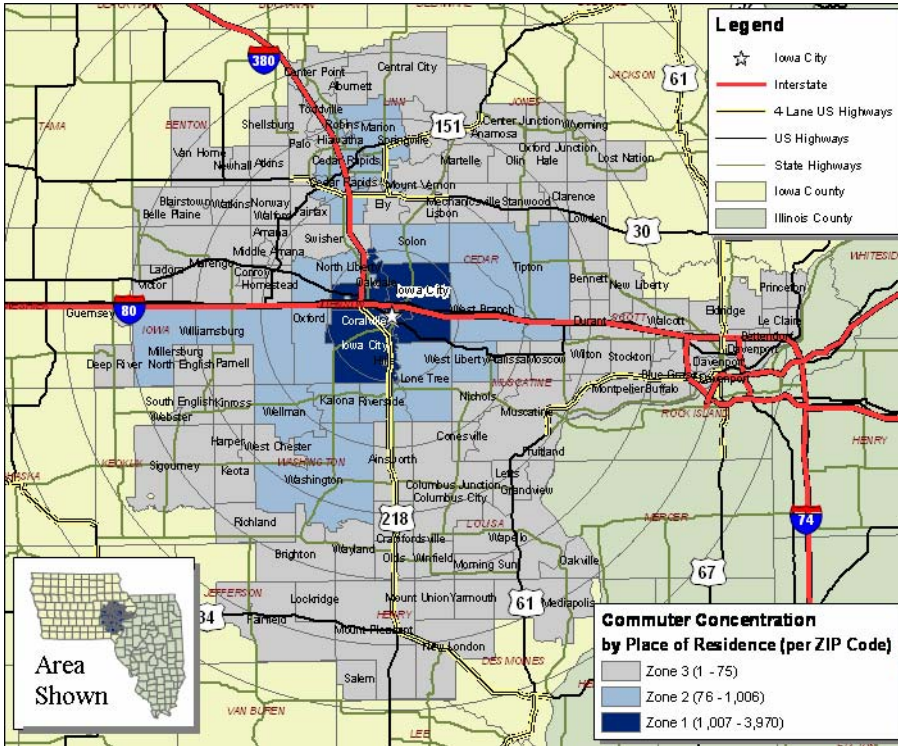
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	15.3%	48,242
Health Care & Social Services	14.9%	46,981
Manufacturing	14.0%	44,143
Wholesale & Retail Trade	12.1%	38,152
Professional Services	9.4%	29,639
Public Administration & Government	7.4%	23,333
Transportation, Communication, & Utilities	6.8%	21,441
Construction	5.8%	18,288
Finance, Insurance, & Real Estate	5.7%	17,973
Personal Services	3.6%	11,351
Agriculture	2.6%	8,198
Entertainment & Recreation	1.3%	4,099

Survey respondents from the Iowa City 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 as shown in the table at left.

# Iowa City Commuting Area



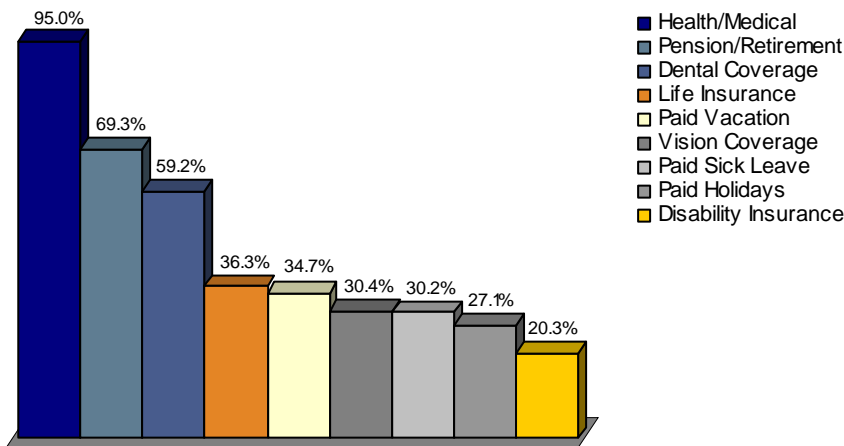
## Commuting Statistics

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

Those who are willing to change employment in the Iowa City Laborshed area are willing to commute an average of 23 miles one way for employment opportunities.

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## 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 (75.8%) of respondents are currently sharing the cost of premiums with the employer. However, 18.4 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

## Education and Median Wage Characteristics by Industry

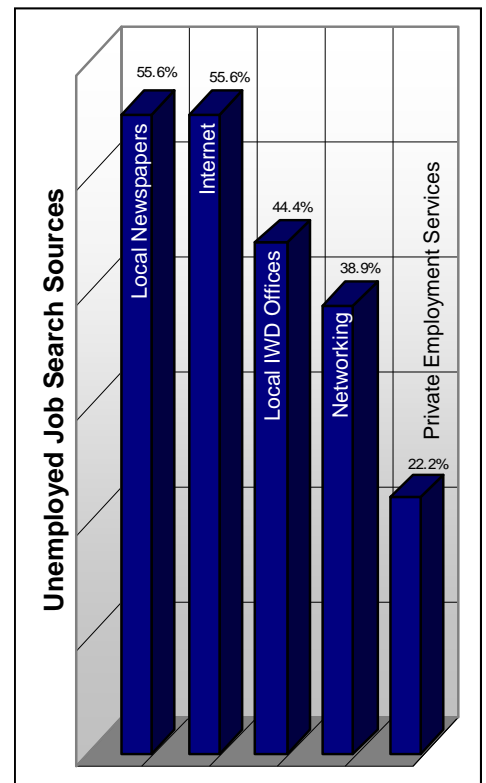
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	55.6%	5.6%	33.3%	\$37,500	\$11.25
Construction	66.7%	30.3%	30.3%	\$105,000	\$20.07
Manufacturing	50.6%	12.0%	16.8%	\$54,000	\$14.75
Transportation, Communication, & Utilities	76.2%	9.5%	33.4%	\$42,000	\$17.00
Wholesale & Retail Trade	63.9%	20.8%	20.9%	\$40,000	\$11.00
Finance, Insurance, & Real Estate	80.6%	22.2%	27.8%	\$37,000	\$14.26
Health Care & Social Services	78.9%	22.2%	42.2%	\$45,250	\$15.00
Personal Services	63.6%	18.2%	40.9%	\$34,000	\$11.15
Entertainment & Recreation	87.5%	12.5%	62.5%	*	\$17.48
Professional Services	78.0%	20.3%	42.3%	\$47,500	\$14.03
Public Administration & Government	82.5%	20.0%	45.0%	\$46,000	\$17.00
Education	88.5%	8.0%	74.6%	\$50,000	\$13.50

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 6,708 unemployed individuals are willing to accept employment;
- Average age is 43 years old;
- Education:
  - 77.8% have an education beyond high school
  - 16.7% have an associate degree
  - 11.1% have an undergraduate degree
  - 11.1% have an postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$11.00 to \$12.75/hr. with a median of the lowest wage of \$10.00/hr.;
- Willing to commute an average of 23 miles one way for the right opportunity;
- 38.9% expressed interest in seasonal and 55.6% in temporary employment opportunities;
- 38.9% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Pension/retirement options
  - Dental coverage
  - Paid vacation
  - Paid sick leave
  - Life insurance
  - flextime
  - Paid holidays
- 92.3% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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