

For more information contact:

www.tech-corridor.com

A project of

**CEEDAR RAPIDS IOWA CITY
TECHNOLOGY CORRIDOR®**

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|---|--|

P PRIORITY ONE **IGA** GROUP

In partnership with:

MidAmerican ENERGY



Iowa Workforce Development
100 East Grande Avenue
Des Moines, Iowa 50319-0209

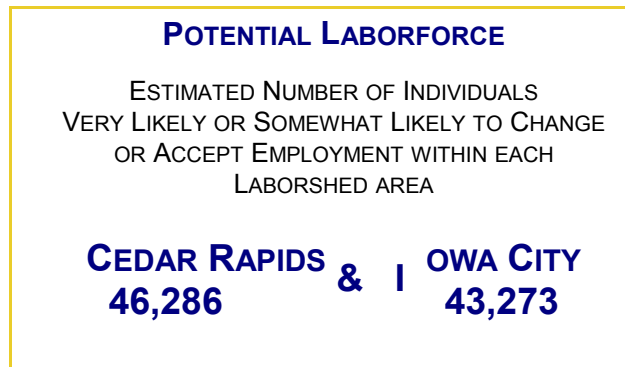
CEEDAR RAPIDS IOWA CITY
TECHNOLOGY CORRIDOR™

**REGIONAL ANALYSIS
2003**

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

Iowa Workforce Development (IWD).
1000 E. Grand Avenue, Des Moines, Iowa 50319-0209, (515) 281-4896.

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 Technology Corridor analysis area, information from local and state sources was aggregated and plotted for geographic analysis (see map at right). The information contained within this summary is based on all data collected from the Cedar Rapids and Iowa City Laborshed studies.



Commuting:

- ⇒ Very few of those who live in the employment centers of this region commute out to work in other communities. This region is the employment center for many of the surrounding communities.
- ⇒ Many are willing to commute great distances to the Technology Corridor for employment opportunities.

| Occupational Categories | Average miles willing to commute one way for employment |
|---|---|
| Managerial & Administrative | 27 |
| Professional, Paraprofessional & Technical | 25 |
| Sales & Related | 24 |
| Clerical & Administrative Support | 18 |
| Service | 25 |
| Agriculture, Forestry & Fishing | 23 |
| Production, Maintenance & Material Handling | 28 |

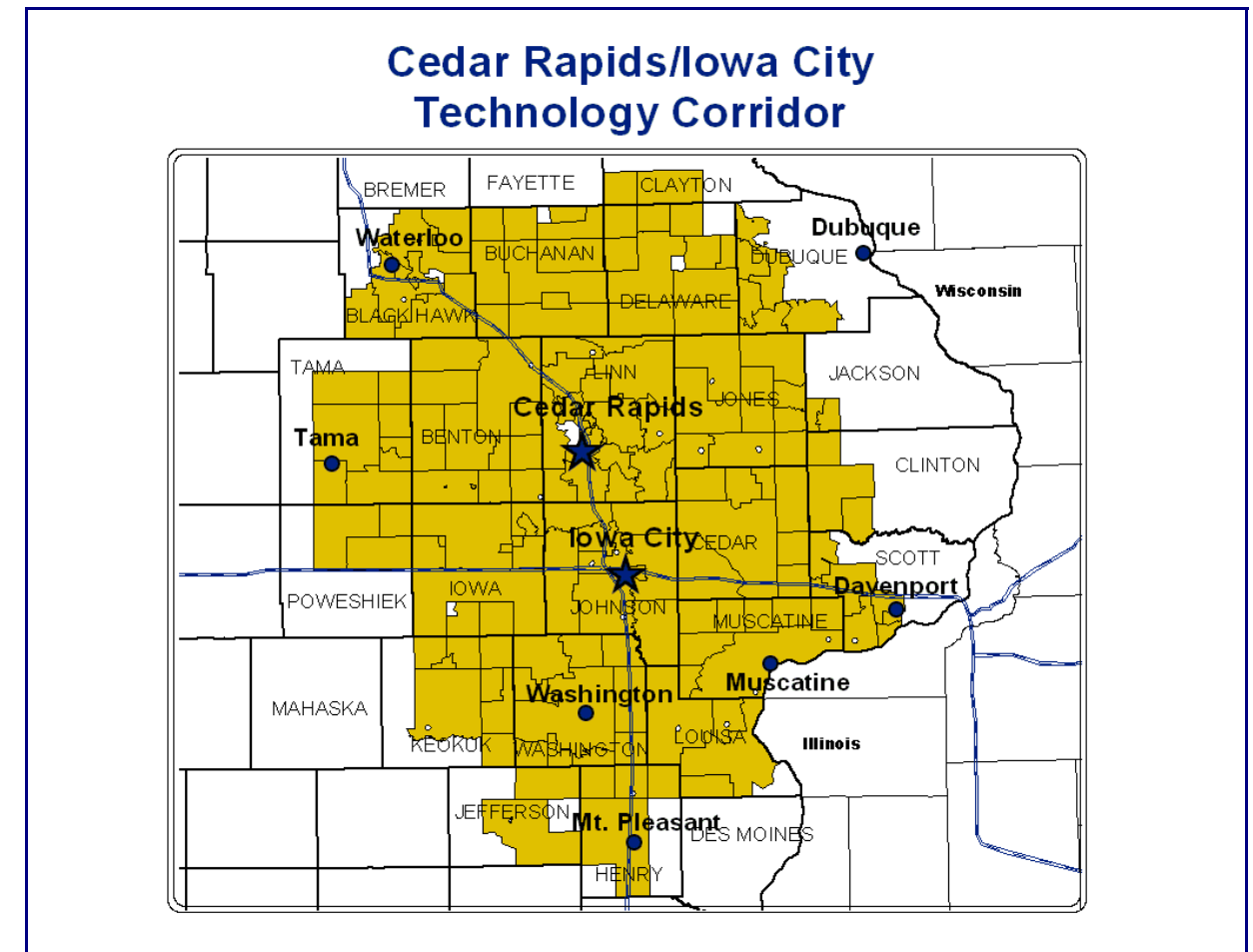
Where do Technology Corridor applicants look for employment opportunities?

Local newspapers, the Internet, regional newspapers, Iowa Workforce Development Centers, and through networking connections.

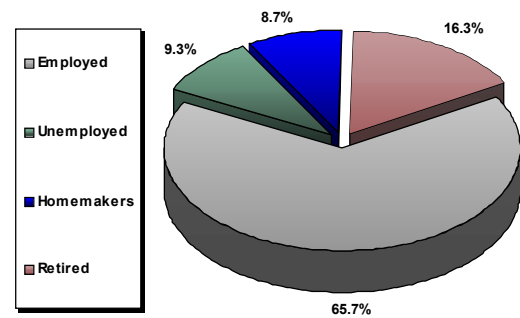
Median Wages:

Wages can be a deciding factor for some to consider changing or entering employment. The following table shows the current median wage by industry.

| Industry | Median Wage/Salary |
|--|--------------------|
| Health Care & Social Services | \$12.63/hr |
| Manufacturing | \$13.50/hr |
| Education (K thru 12) | \$37,000/yr |
| Education (Post Secondary) | \$42,000/yr |
| Finance, Insurance & Real Estate | \$37,000/yr |
| Professional Services | \$35,000/yr |
| Transportation, Communication & Public Utilities | \$12.50/hr |
| Wholesale & Retail Trade | \$8.00/hr |
| Construction | \$15.00/hr |
| Agriculture | \$12.90/hr |
| Personal, Entertainment & Recreational Services | \$7.50/hr |
| Public Administration & Government | \$16.00/hr |



Employment Status of Technology Corridor:



Highlights:

- Who's in the Technology Corridor area?
- ⇒ 35.8% of employed are willing to change employment;
- ⇒ 81.3% of unemployed are willing to re-enter workforce;
- ⇒ 46.8% of both homemakers and retirees are willing to enter/re-enter workforce;
- ⇒ Trained and educated employed workforce (68.1% have education/training beyond high school);
- ⇒ 35.4% have undergraduate degree;
- ⇒ 15.5% have post-graduate/professional degree;
- ⇒ Workers are multi-task oriented and open to various different routines, ranging from frequently changing to set tasks;
- ⇒ The workforce is interested in cross-training and team work environments;
- ⇒ The Technology Corridor is host to a robust entrepreneurial spirit that includes several new business start-ups.

Occupational skills:

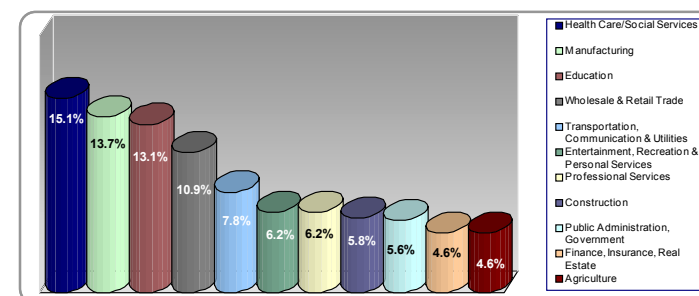
| Occupational Categories | % within Technology Corridor |
|---|------------------------------|
| Managerial & Administrative | 8.0% |
| Professional, Paraprofessional & Technical | 26.8% |
| Sales & Related | 5.8% |
| Clerical & Administrative Support | 15.5% |
| Service | 14.5% |
| Agriculture, Forestry & Fishing | 0.4% |
| Production, Maintenance & Material Handling | 29.0% |

Underemployed:

This group of available labor in the Technology Corridor 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). Therefore, individuals may be underemployed for more than one reason; however, they are only counted once.

- ⇒ 3.6 percent are underemployed due to inadequate hours;
- ⇒ 3.1 percent are underemployed due to a mismatch of skills;
- ⇒ 2.4 percent are underemployed due to low income;
- ⇒ 73.6 percent have education/training beyond high school, 33.5 percent having obtained an undergraduate degree, and 13.1 percent possess a graduate/professional degree;
- ⇒ Willing to commute 24 miles one way.

Industry Composition:



The underemployed in the Technology Corridor area represent an underutilized segment of the workforce population that tend to be higher educated and possess a greater desire to change employment (59.1% willing to change employment).