



It's all in the
details

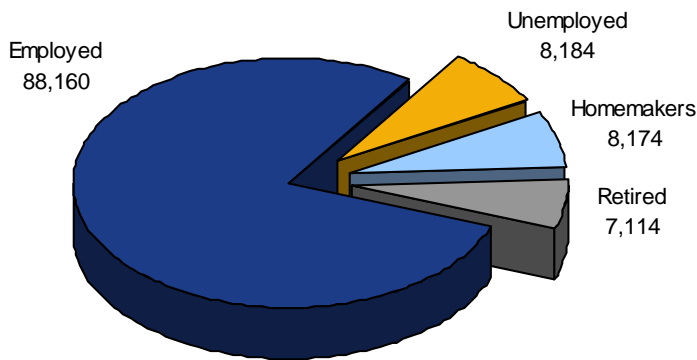
Cedar Rapids, Iowa Area
2008 Laborshed Executive Summary

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 Rapids 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: 499,072 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (111,632)



Quick Facts:

(Employed - willing to change employment)

- 15.0 are working multiple jobs;
- Currently working an average of 43 hours per week;
- Average age is 43 years old;
- 28.6% currently working in professional, paraprofessional, or technical occupations followed by 25.4% in production, construction, or material handling occupations;
- Most frequently identified job search sources:
 - Local/Regional newspapers
 - Internet
 - www.monster.com
 - www.corridorcareers.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.

- 1.7% Inadequate hours (1,499 people)
- 1.0% Low income (882 people)
- 1.2% Mismatch of skills (1,058 people)
- 3.3% Total estimated underemployment (439 people)

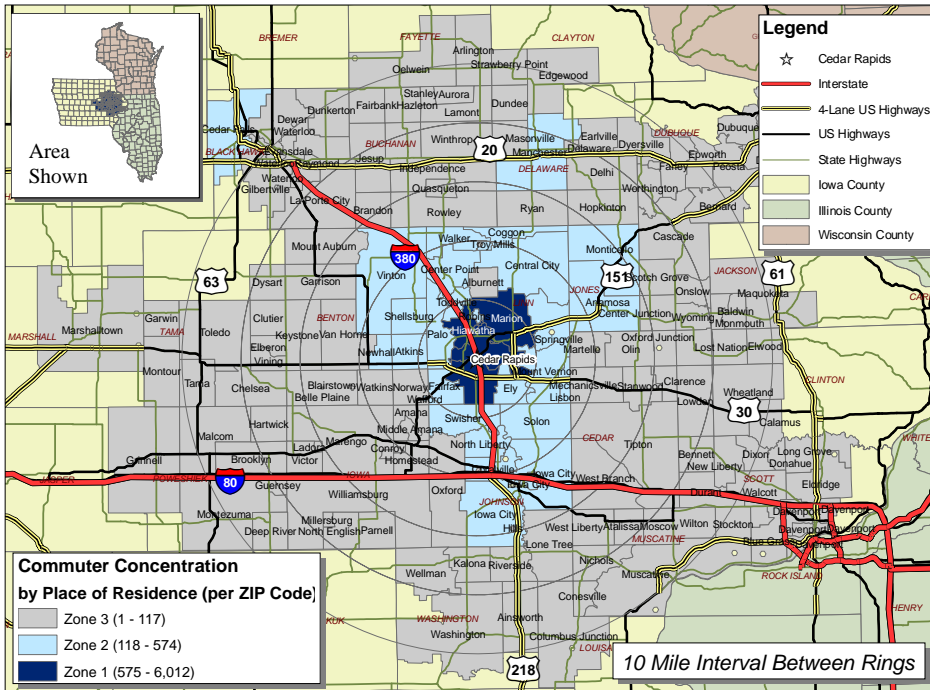
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Manufacturing	16.1%	72,717
Health Care & Social Services	15.7%	70,911
Education	15.0%	67,749
Wholesale & Retail Trade	11.3%	51,038
Transportation, Communications, & Public Utilities	7.9%	35,681
Professional Services	7.6%	34,326
Public Administration & Government	6.8%	30,713
Finance, Insurance, & Real Estate	6.5%	29,358
Construction	6.5%	29,358
Personal Services	2.6%	11,743
Agriculture, Forestry, & Mining	1.8%	8,130
Entertainment & Recreation	1.3%	5,872

Survey respondents from the Cedar Rapids Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the manufacturing industry as shown in the table at left.

Cedar Rapids Commuting Area



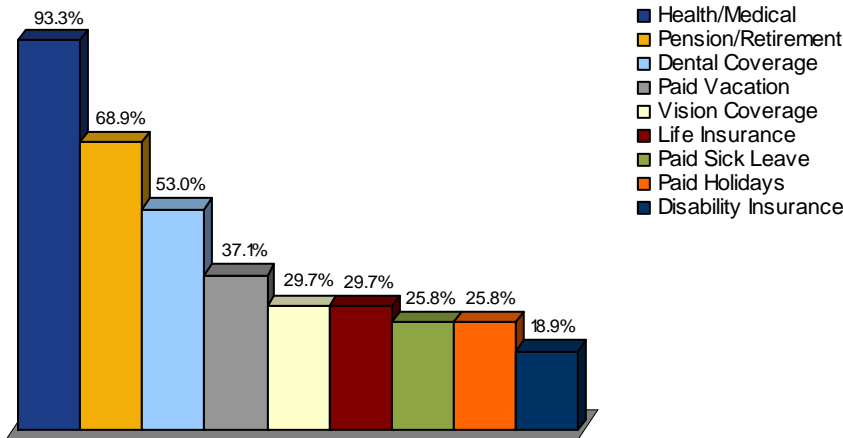
Commuting Statistics

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

Those who are willing to change employment in the Cedar Rapids Laborshed area are willing to commute an average of 26 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 (75.7%) of respondents are currently sharing the cost of premiums with the employer. However, 17.0 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

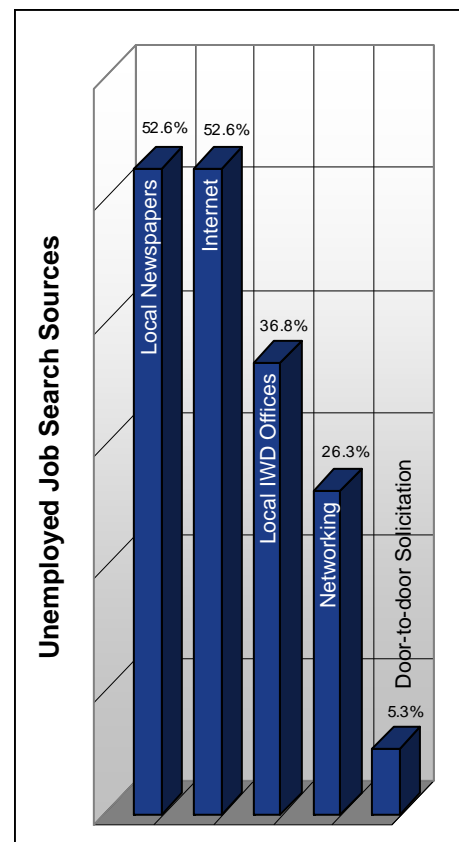
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	58.3%	8.3%	25.0%	\$35,000	*
Construction	57.5%	15.0%	20.0%	\$60,000	\$20.00
Manufacturing	55.8%	14.7%	20.1%	\$76,000	\$14.75
Transportation, Communication, & Utilities	75.5%	13.2%	35.9%	\$50,000	\$14.75
Wholesale & Retail Trade	66.2%	16.2%	33.8%	\$50,000	\$11.00
Finance, Insurance, & Real Estate	77.8%	22.2%	33.3%	\$42,000	\$12.13
Health Care & Social Services	79.1%	22.0%	42.9%	\$40,000	\$14.85
Personal Services	78.6%	14.3%	57.1%	\$40,000	\$9.75
Entertainment & Recreation	75.0%	25.0%	37.5%	*	*
Professional Services	80.4%	23.9%	34.8%	\$50,000	\$12.74
Public Administration & Government	82.9%	26.8%	36.5%	\$62,000	\$17.65
Education	88.6%	6.8%	71.6%	\$44,000	\$12.00

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 8,184 unemployed individuals are willing to accept employment;
- Average age is 42 years old;
- Education:
 - 75.0% have an education beyond high school
 - 15.0% have an undergraduate degree
 - 5.0% have an postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$14.00 to \$14.75/hr. with a median of the lowest wage of \$12.00/hr.;
- Willing to commute an average of 20 miles one way for the right opportunity;
- 45.0. expressed interest in seasonal and 65.0% in temporary employment opportunities;
- 50.0% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Paid vacation
 - Dental coverage
 - Vision coverage
 - Pension/retirement options
 - Paid sick leave
 - Paid holidays
 - Tuition assistance/reimbursement
- 72.2% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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

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