Iowa’s Creative Corridor

2016

Regional Laborshed Analysis
A Study of Workforce Characteristics
A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This regional analysis is based on aggregate data from the Benton, Cedar, Iowa, Johnson, Jones, Linn and Washington county Laborshed studies (2,024 total completed surveys).

Survey respondents from the Creative Corridor were asked to identify their current job title and the industry in which they are currently working. The largest concentration of workers are employed within the office and administrative support; management; or education, training & library occupational categories. The top industries are education; healthcare/social services; manufacturing; and wholesale & retail trade.

The chart below shows the percentage of respondents by employment status within the Creative Corridor commuting area.

**Total Potential Labor Force: 617,155 (entire regional commuting area)**

The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and are working 35 or more hours per week.

### Occupations and Employment Status in the Creative Corridor

- **Employed**: 73.9% (454,544)
- **Unemployed**: 7.9% (48,591)
- **Homemakers**: 6.4% (39,365)
- **Retired**: 11.8% (72,579)

### Occupations

- Office & Administrative Support: 15.6%
- Management: 14.6%
- Education, Training & Library: 8.9%
- Production: 7.7%
- Healthcare Practitioner & Technical: 6.5%
- Sales & Related: 6.0%
- Business & Financial Operations: 5.6%
- Construction & Extraction: 4.3%
- Installation, Maintenance & Repair: 4.3%
- Transportation & Material Moving: 3.8%
- Food Preparation & Serving Related: 2.8%
- Personal Care & Service: 2.8%
- Architecture & Engineering: 2.7%
- Computer & Mathematical Science: 2.4%
- Community & Social Services: 2.2%
- Healthcare Support: 2.2%
- Building/Grounds Cleaning & Maintenance: 1.9%
- Life, Physical & Social Science: 1.6%
- Arts, Design, Entertainment, Sports & Related: 1.5%
- Legal: 1.2%
- Protective Service: 1.0%
- Farming, Fishing & Forestry: 0.3%
- Military Specific: 0.1%

### Total Potential Labor Force

- **Office & Administrative Support**: 15.6%
- **Management**: 14.6%
- **Education, Training & Library**: 8.9%
- **Production**: 7.7%
- **Healthcare Practitioner & Technical**: 6.5%
- **Sales & Related**: 6.0%
- **Business & Financial Operations**: 5.6%
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### Underemployment

- **Inadequate Hours**: 1.4%
- **Mismatch of Skills**: 1.4%
- **Low Income**: 0.7%
- **Total Underemployment**: 3.1%

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

### Employment Levels and Status by Industry

- **Education**: 17.2% of Laborshed, 78,182 employed, 77.3% employed, 18.9% likely to change employment, 2.3% unemployed
- **Healthcare & Social Services**: 15.1% of Laborshed, 68,636 employed, 74.1% employed, 24.9% likely to change employment, 5.7% unemployed
- **Manufacturing**: 13.4% of Laborshed, 60,909 employed, 68.6% employed, 24.7% likely to change employment, 10.3% unemployed
- **Wholesale & Retail Trade**: 13.1% of Laborshed, 59,545 employed, 70.7% employed, 30.1% likely to change employment, 11.6% unemployed
- **Professional Services**: 7.7% of Laborshed, 35,000 employed, 83.6% employed, 19.6% likely to change employment, 7.0% unemployed
- **Transportation, Communication & Utilities**: 6.3% of Laborshed, 28,636 employed, 74.4% employed, 20.7% likely to change employment, 10.3% unemployed
- **Finance, Insurance & Real Estate**: 6.1% of Laborshed, 27,727 employed, 74.3% employed, 17.9% likely to change employment, 6.2% unemployed
- **Public Administration & Government**: 6.0% of Laborshed, 27,273 employed, 68.0% employed, 20.5% likely to change employment, 5.7% unemployed
- **Construction**: 4.8% of Laborshed, 21,818 employed, 76.7% employed, 24.2% likely to change employment, 11.6% unemployed
- **Personal Services**: 4.5% of Laborshed, 20,454 employed, 77.5% employed, 12.9% likely to change employment, 8.8% unemployed
- **Agriculture**: 3.7% of Laborshed, 16,818 employed, 91.2% employed, 9.6% likely to change employment, 1.8% unemployed
- **Other (Non-profit, Religious, Military, etc.)**: 1.1% of Laborshed, 5,000 employed, **%** employed, **%** likely to change employment, **%** unemployed
- **Entertainment, Recreation**: 1.0% of Laborshed, 4,545 employed, 63.6% employed, 14.3% likely to change employment, 9.1% unemployed

*Underemployment data estimated using a 95% confidence interval.
Those who are employed likely to change employment in the Creative Corridor Laborshed area are willing to commute an average of 25 miles one-way for employment opportunities.

**Top Benefits of Full-Time Employed**

The survey provides respondents an opportunity to identify employment benefits they are currently offered. The chart at right shows the percentage of those who are employed full-time that receive each benefit.

The majority (77.7%) of full-time employed respondents state they are currently sharing the cost of health insurance premiums with their employer while 14.9 percent indicate their employer covers the entire cost.

**Education Levels and Median Wages by Industry**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Agriculture, Forestry &amp; Mining</th>
<th>Construction</th>
<th>Education</th>
<th>Entertainment, &amp; Recreation</th>
<th>Finance, Insurance, &amp; Real Estate</th>
<th>Healthcare &amp; Social Services</th>
<th>Manufacturing</th>
<th>Personal Services</th>
<th>Professional Services</th>
<th>Public Administration &amp; Government</th>
<th>Transportation, Communication &amp; Utilities</th>
<th>Wholesale &amp; Retail Trade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Some Level Beyond High School</td>
<td>73.6%</td>
<td>59.3%</td>
<td>88.3%</td>
<td>91.8%</td>
<td>77.0%</td>
<td>86.5%</td>
<td>64.2%</td>
<td>75.0%</td>
<td>78.1%</td>
<td>71.3%</td>
<td>65.0%</td>
<td>63.7%</td>
</tr>
<tr>
<td>Associate Degree</td>
<td>21.1%</td>
<td>7.0%</td>
<td>5.5%</td>
<td>18.2%</td>
<td>8.0%</td>
<td>21.3%</td>
<td>13.3%</td>
<td>12.5%</td>
<td>14.8%</td>
<td>16.4%</td>
<td>3.4%</td>
<td>12.7%</td>
</tr>
<tr>
<td>Undergraduate Degree</td>
<td>26.3%</td>
<td>14.0%</td>
<td>29.5%</td>
<td>31.8%</td>
<td>43.4%</td>
<td>27.0%</td>
<td>19.5%</td>
<td>22.5%</td>
<td>22.7%</td>
<td>22.1%</td>
<td>24.8%</td>
<td>19.3%</td>
</tr>
<tr>
<td>Postgraduate Degree</td>
<td>3.5%</td>
<td>**</td>
<td>38.6%</td>
<td>4.5%</td>
<td>4.4%</td>
<td>14.2%</td>
<td>6.6%</td>
<td>7.5%</td>
<td>17.2%</td>
<td>9.0%</td>
<td>8.5%</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

**Employed - Likely to Change Employment**

- 21.9% are likely to change employment
- 15.1% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 47 years old
- 29.5% currently working in the professional, paraprofessional & technical occupational category, followed by 24.2% in the production, construction & material handling occupational category
- Most frequently identified job search resources:
**Unemployed - Likely to Accept Employment**

- 7.9% of the region are unemployed*
- 57.6% have become unemployed within the last year
- 63.5% are likely to accept employment
- Average age is 47 years old
- 59.4% are male and 40.6% are female

**Education:**
- 53.6% have some post high school education

**Wages:**
- $13.00/hr - to attract 66% of applicants
- $15.00/hr - to attract 75% of applicants
- $10.00/hr - lowest median wage willing to accept

- Willing to commute an average of 26 miles one way for the right opportunity
- 61.4% expressed interest in seasonal and 67.3% in temporary employment opportunities
- 54.5% expressed interest in working varied shifts

**Desired Benefits**

-待遇
-保健
-假期
-医疗保险
-意外保险
-带薪病假
-带薪休假

**Top Unemployed Job Search Resources**

www.indeed.com
www.iowajobs.org
The Gazette - Cedar Rapids
Quad-City Times - Davenport
IowaWORKS Centers
Networking

*Employment status is self-identified by the survey respondent. The unemployment percentage does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

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