

The logo for the Greater Cedar Valley Alliance features the words "GREATER CEDAR VALLEY ALLIANCE" in a green, sans-serif font. A blue wavy line arches over the word "CEDAR".

GREATER  
**CEDAR  
VALLEY**  
ALLIANCE

## **LABORSHED ANALYSIS**

A map of the United States with the state of Iowa highlighted in a solid green color. The rest of the map is in shades of blue and green.

**A Study of Workforce Characteristics**

*Released February 2011*

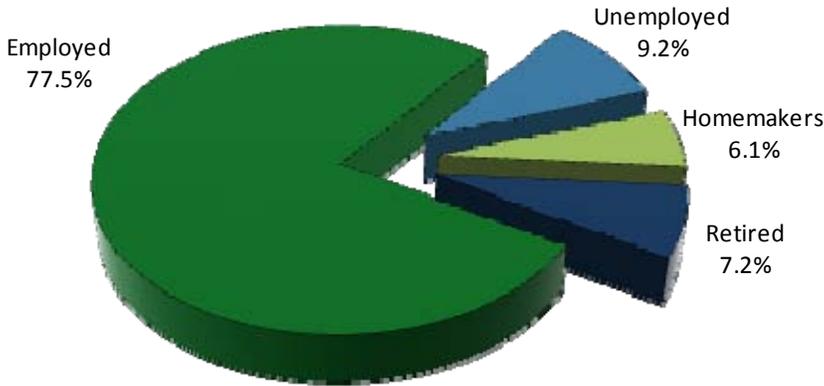
# **Cedar Falls / Waterloo, Iowa**

**BE PART OF SOMETHING GREATER  
THE CEDAR VALLEY OF IOWA**

# 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.*

## Employment Status



**Total Potential Labor Force: 289,873 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (56,080)**

- 47,176 Employed
- 2,628 Unemployed
- 4,305 Homemakers, Not Employed
- 1,971 Retired

## Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are 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.

- 2.0% Inadequate hours (944 people)
- 3.5% Mismatch of skills (1,651 people)
- 1.0% Low income (472 people)
- 5.2% Total estimated underemployment (2,453 people)

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

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	19.9%	44,706
Manufacturing	17.2%	38,640
Health Care & Social Services	13.1%	29,429
Wholesale & Retail Trade	11.2%	25,161
Professional Services	8.0%	17,972
Public Administration & Government	7.5%	16,849
Finance, Insurance, & Real Estate	6.1%	13,704
Transportation, Communication, & Utilities	5.8%	13,030
Personal Services	4.6%	10,334
Construction	2.8%	6,290
Agriculture	2.1%	4,718
Entertainment & Recreation	1.2%	2,696
Active Military Duty	0.5%	1,123

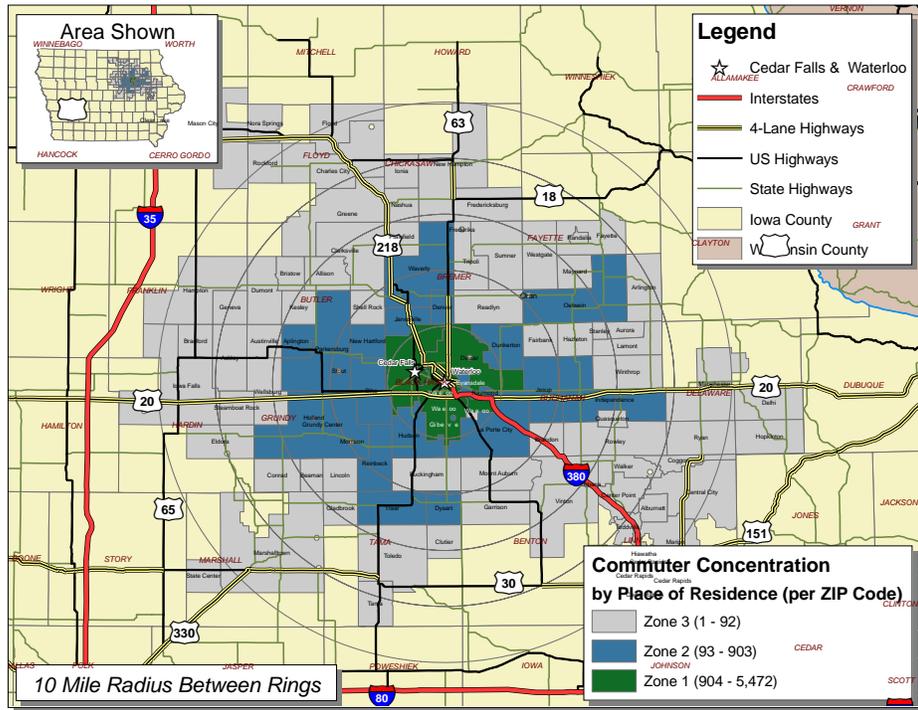
## Quick Facts

*(Employed - willing to change employment)*

- 12.6% are working multiple jobs
- Currently working an average of 41 hours per week
- Average age is 45 years old
- 33.3% currently working within the professional, paraprofessional, & technical occupational category followed by 22.2% within the production, construction, & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.monster.com](http://www.monster.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
  - Local/Regional newspapers
    - Waterloo-Cedar Falls Courier
    - Globe-Gazette - Mason City
    - The Gazette - Cedar Rapids
  - Networking through friends, family, and acquaintances
  - Local Iowa Workforce Development Centers

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 education industry as shown in the table at left.

# Cedar Valley Laborshed Area



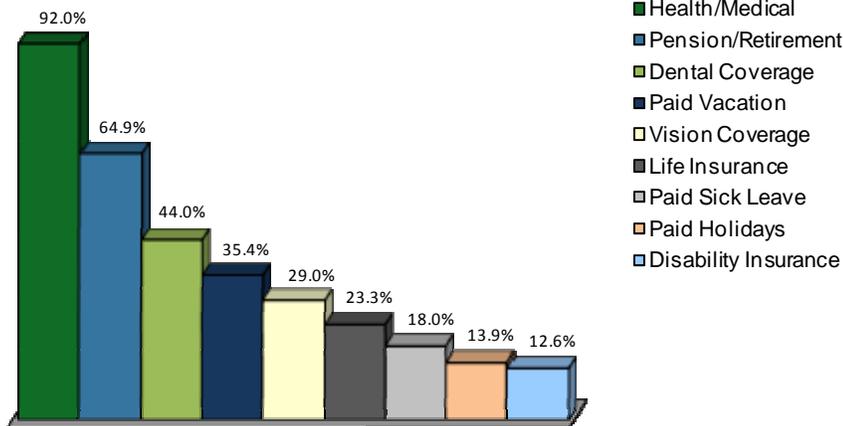
## Commuting Statistics

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/accept employment in the Cedar Valley Laborshed area are willing to commute an average of 25 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 (76.9%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.3 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

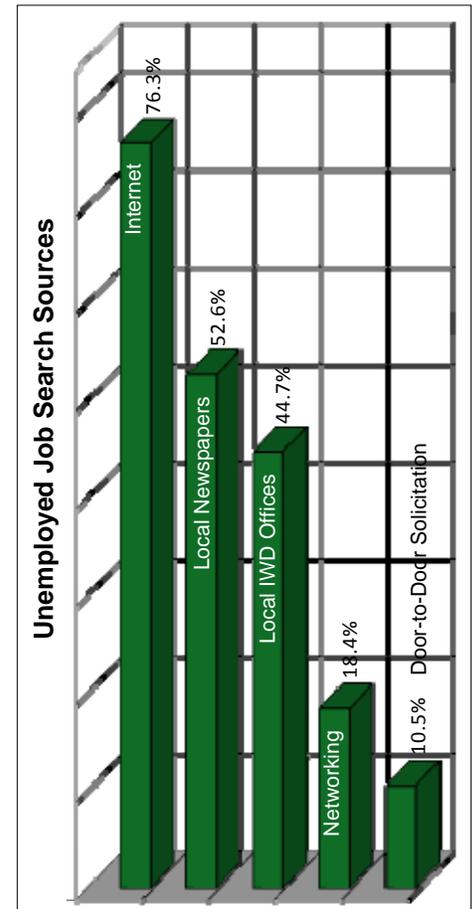
Industry	Education			Median Wages	
	Some Level Beyond High	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	80.0%	13.3%	40.0%	*	\$22.00
Manufacturing	58.2%	12.2%	28.5%	\$59,000	\$16.50
Transportation, Communication, & Utilities	68.4%	18.4%	13.1%	\$51,000	\$17.35
Wholesale & Retail Trade	75.8%	11.3%	32.3%	\$40,000	\$9.63
Finance, Insurance, & Real Estate	86.2%	13.8%	51.7%	\$49,000	\$13.23
Health Care & Social Services	76.8%	21.7%	27.4%	\$35,000	\$15.00
Personal Services	80.0%	16.0%	40.0%	\$28,500	\$14.50
Entertainment & Recreation	*	*	*	*	*
Professional Services	75.7%	18.9%	35.1%	\$38,000	\$13.00
Public Administration & Government	77.5%	17.5%	32.5%	\$55,000	\$20.00
Education	90.7%	5.2%	75.3%	\$50,000	\$12.80

*This table includes all respondents without consideration of employment status or willingness to change/enter employment.*

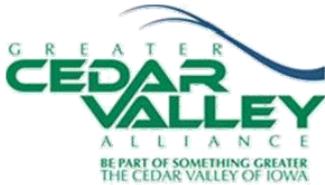
*\*Insufficient survey data/refused*

## Unemployed - Those Willing to Enter/Re-enter Employment

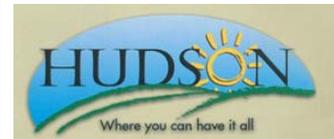
- An estimated 2,628 unemployed individuals are willing to accept employment
- Average age is 48 years old
- 56.4% are male; 43.6% are female
- Education:
  - 66.7% have an education beyond high school
  - 2.6% are trade certified
  - 12.8% have an associate degree
  - 15.4% have an undergraduate degree
  - 5.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$13.00 to \$15.00/hr. with a median of the lowest wage of \$11.00
- Willing to commute an average of 26 miles one way for the right opportunity
- 69.2% expressed interest in temporary and 53.8% in seasonal employment opportunities
- 53.8% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Dental coverage
  - Paid vacation
  - Pension/retirement options
  - Vision coverage
  - Life insurance
  - Paid time off
  - Paid holidays
  - Paid sick leave
  - Prescription drug coverage
  - Tuition assistance/reimbursement
- 64.5% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



## Sponsored in Partnership with



**MidAmerican**  
**ENERGY**  
OBSESSIVELY, RELENTLESSLY **AT YOUR SERVICE.**



## For more information regarding the Cedar Valley Laborshed Analysis, contact:

Greater Cedar Valley Alliance  
10 West Fourth Street, Suite 310  
Waterloo, Iowa 50701  
Phone: (319) 232-1156 / 800-369-0513  
Fax: (319) 232-1829  
Email: [info@cedarvalleyalliance.com](mailto:info@cedarvalleyalliance.com)  
[www.cedarvalleyalliance.com](http://www.cedarvalleyalliance.com)