



## Iowa City Area Development Group

Extraordinary opportunities  
in unexpected places.



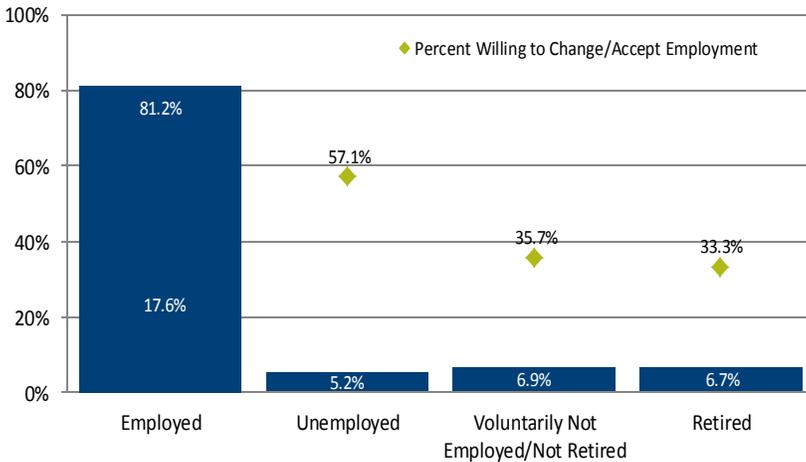
# LABORSHED ANALYSIS

A Study of Workforce Characteristics  
*Released November 2012*

# 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 Kalona 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.

## Employment Status\*



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

**Total Potential Labor Force: 87,974 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (24,162)**

- 19,253 Employed
- 1,014 Unemployed
- 1,301 Voluntarily Not Employed, Not Retired
- 2,594 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.

- 1.7% Inadequate hours (327 people)
- 2.0% Mismatch of skills (385 people)
- 0.2% Low income (39 people)
- 3.5% Total estimated underemployment (674 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	% Employed	% Willing to Change Employment	% Unemployed
Education	33.2%	23,716	81.6%	15.1%	3.5%
Healthcare & Social Services	16.1%	11,501	83.3%	17.8%	1.9%
Manufacturing	9.3%	6,643	86.7%	30.8%	3.3%
Wholesale & Retail Trade	7.8%	5,572	73.3%	18.2%	10.0%
Transportation, Communication & Utilities	7.5%	5,358	84.0%	14.3%	8.0%
Professional Services	6.1%	4,358	85.0%	17.6%	10.0%
Construction	4.3%	3,072	85.7%	8.3%	14.3%
Public Administration & Government	4.3%	3,072	85.7%	25.0%	7.1%
Personal Services	3.9%	2,786	68.8%	18.2%	6.3%
Agriculture, Forestry & Mining	3.2%	2,286	100%	11.1%	0.0%
Finance, Insurance & Real Estate	3.2%	2,286	81.8%	11.1%	0.0%
Entertainment & Recreation	1.1%	786	*	*	*

\* Insufficient survey data/refused

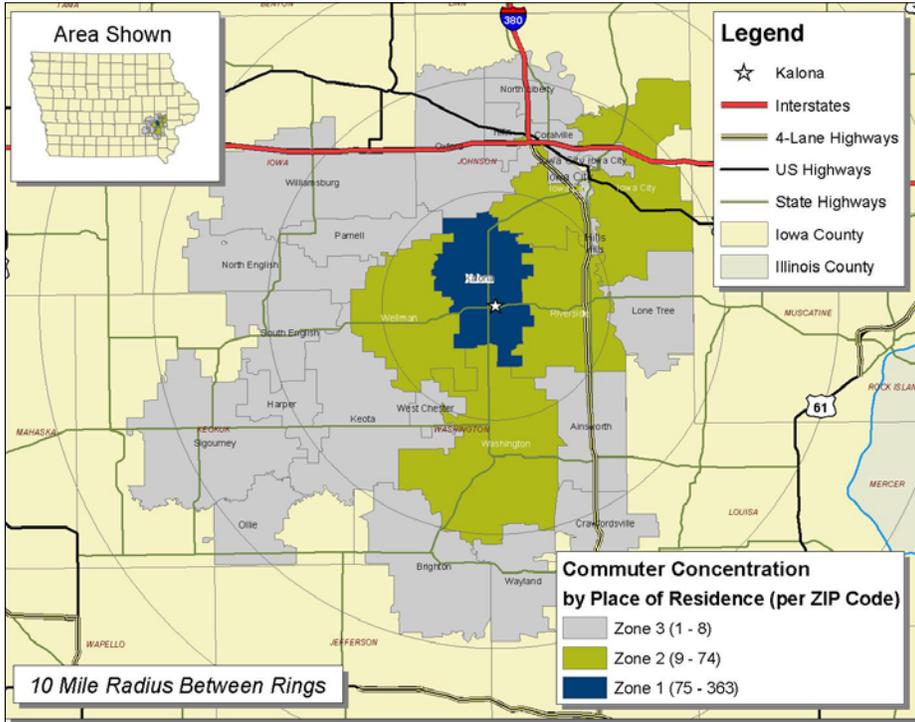
Survey respondents from the Kalona Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

## Quick Facts

(Employed - willing to change employment)

- 13.8% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 47 years old
- 39.7% currently working within the professional, paraprofessional & technical occupational category followed by 20.7% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
  - Internet
    - [www.corridorcareers.com](http://www.corridorcareers.com)
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.iowaworkforce.org](http://www.iowaworkforce.org)
  - Local/Regional newspapers
    - The Gazette - Cedar Rapids
    - Iowa City Press Citizen
  - Networking through friends, family and acquaintances
  - Trade Publications
  - Private Employment Services

# Kalona Laborshed Area



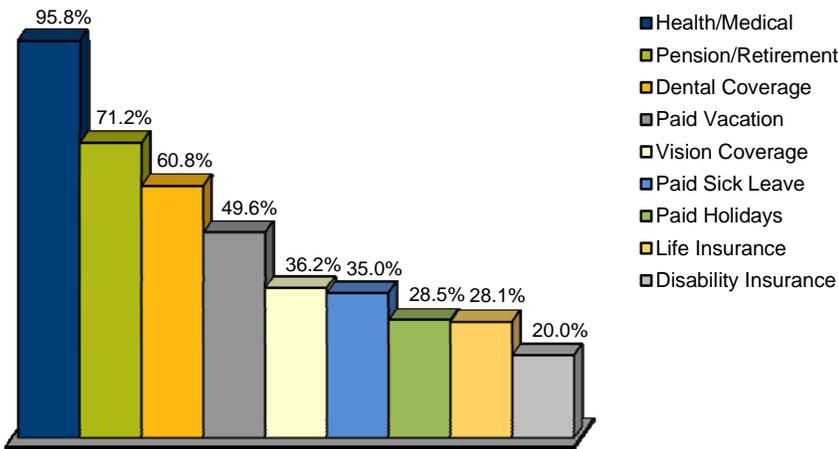
## Commuting Statistics

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

Those who are willing to change/accept employment in the Kalona Laborshed area are willing to commute an average of 27 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 (74.0%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 19.0 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

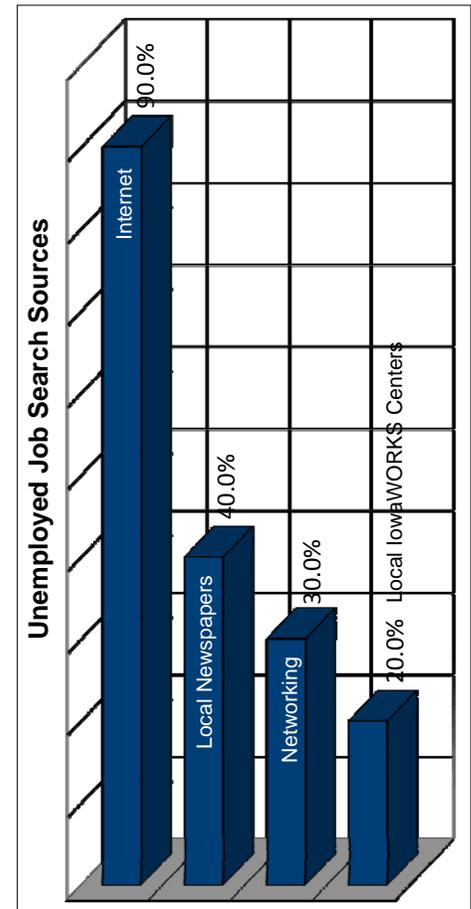
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	35.7%	14.3%	14.2%	\$60,000	\$12.50
Manufacturing	46.7%	3.3%	23.3%	\$90,000	\$15.95
Transportation, Communication & Utilities	84.0%	12.0%	48.0%	\$55,000	\$20.50
Wholesale & Retail Trade	53.3%	6.7%	33.4%	\$67,500	\$11.50
Finance, Insurance & Real Estate	72.7%	0.0%	63.7%	*	\$15.75
Healthcare & Social Services	88.9%	16.7%	55.6%	\$63,000	\$20.00
Personal Services	81.2%	31.3%	31.4%	\$42,500	\$14.85
Entertainment & Recreation	*	*	*	*	*
Professional Services	70.0%	10.0%	35.0%	*	\$12.00
Public Administration & Government	78.6%	14.3%	50.0%	\$71,000	\$14.50
Education	91.2%	9.6%	71.1%	\$59,000	\$14.00

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 1,014 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 50.0% are male; 50.0% are female
- Education:
  - 41.7% have an education beyond high school
  - 8.3% have an associate degree
  - 16.7% have an undergraduate degree
  - 8.3% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.00 to \$12.50/hr. with a median of the lowest wage of \$9.00
- Willing to commute an average of 21 miles one way for the right opportunity
- 83.3% expressed interest in temporary and 75.0% in seasonal employment opportunities
- 50.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance - 90.9%
  - Dental coverage - 81.8%
  - Vision coverage - 63.6%
  - Paid vacation - 45.5%
  - Pension/retirement options - 36.4%
  - Prescription drug coverage - 27.3%
  - Disability insurance - 18.2%
  - Life insurance - 18.2%
  - Paid sick leave - 9.1%
  - Paid holidays - 9.1%
- 55.6% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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For more information regarding the Kalona Laborshed Analysis, contact:

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