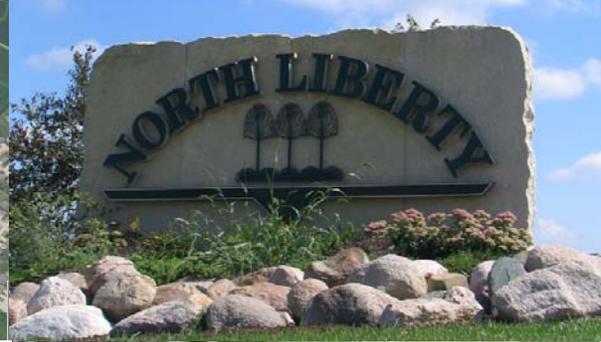


NORTH LIBERTY



ICAD

Iowa City Area Development Group

Extraordinary opportunities
in unexpected places.



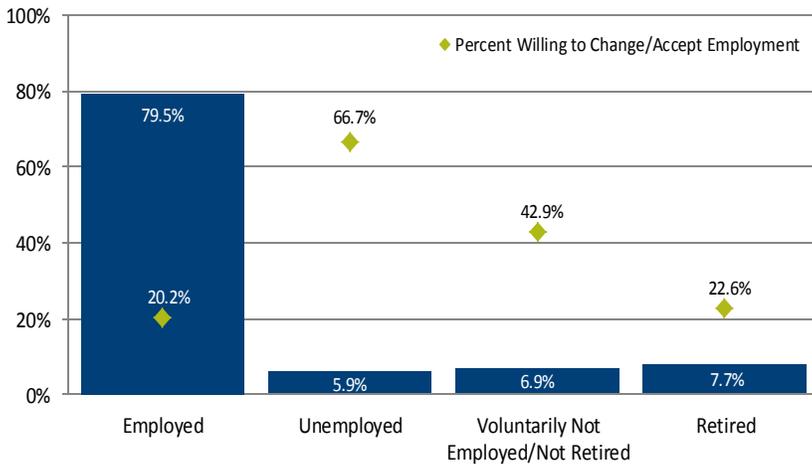
LABORSHED ANALYSIS

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 North Liberty 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: 212,892 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (74,965)

- 62,346 Employed
- 2,388 Unemployed
- 3,765 Voluntarily Not Employed, Not Retired
- 6,466 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.

- 1.0% Inadequate hours (623 people)
- 2.0% Mismatch of skills (1,247 people)
- 0.5% Low income (312 people)
- 3.0% Total estimated underemployment (1,870 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	26.9%	45,528	80.4%	18.9%	2.2%
Healthcare & Social Services	16.0%	27,080	81.5%	25.0%	5.6%
Manufacturing	14.2%	24,033	84.8%	23.1%	2.2%
Wholesale & Retail Trade	10.2%	17,263	77.8%	21.4%	13.9%
Transportation, Communication & Utilities	8.7%	14,725	77.4%	25.0%	6.5%
Finance, Insurance & Real Estate	5.1%	8,632	73.7%	14.3%	0.0%
Professional Services	4.7%	7,955	76.5%	7.7%	17.6%
Personal Services	4.4%	7,447	75.0%	25.0%	6.3%
Public Administration & Government	4.4%	7,447	70.6%	8.3%	5.9%
Entertainment & Recreation	2.9%	4,908	88.9%	0.0%	0.0%
Construction	1.8%	3,046	100%	40.0%	0.0%
Agriculture, Forestry & Mining	0.7%	1,185	*	*	*

* Insufficient survey data/refused

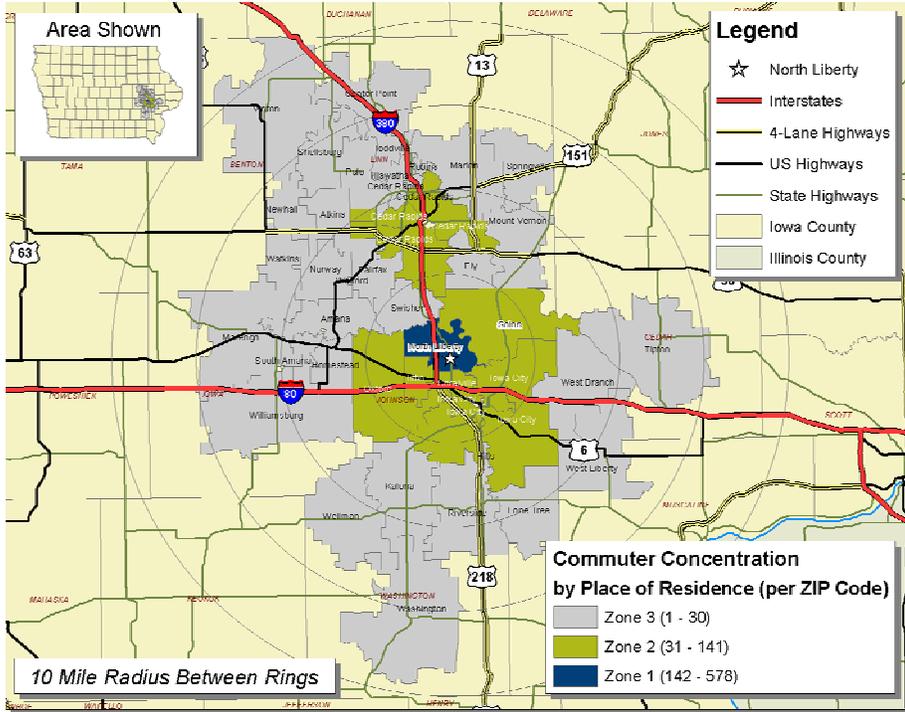
Survey respondents from the North Liberty Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 9.2% 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 19.0% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet
 - www.corridorcareers.com
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - The Gazette - Cedar Rapids
 - Networking through friends, family and acquaintances
 - Local IowaWORKS Centers
 - Private Employment Services

North Liberty Laborshed Area



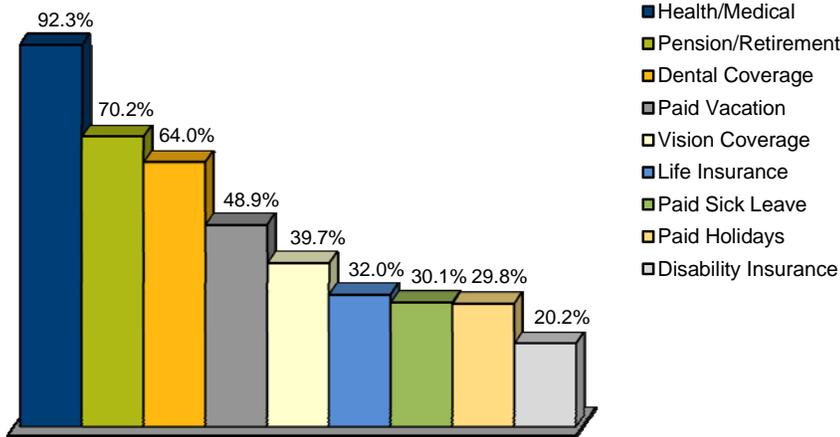
Commuting Statistics

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

Those who are willing to change/accept employment in the North Liberty Laborshed area are willing to commute an average of 28 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 (75.6%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.8 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

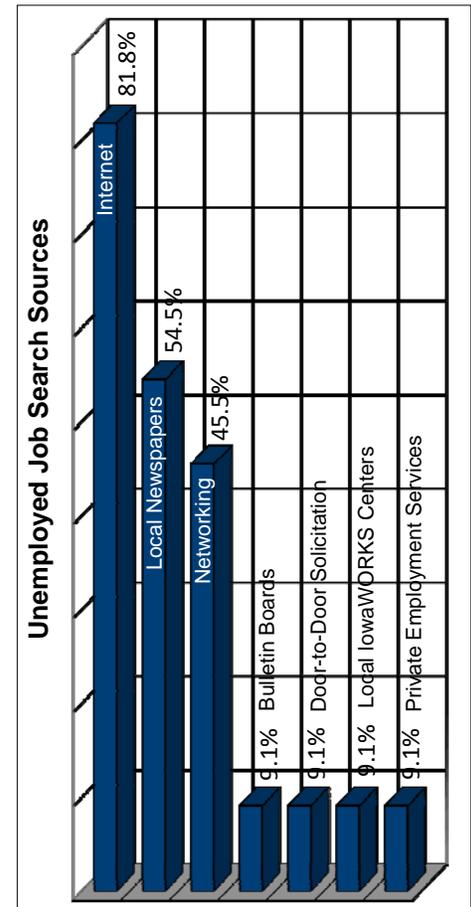
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	*	*	*	*	*
Manufacturing	69.6%	10.9%	41.3%	\$86,000	\$19.00
Transportation, Communication & Utilities	90.3%	12.9%	54.8%	\$72,500	\$21.83
Wholesale & Retail Trade	72.2%	16.7%	41.7%	\$64,000	\$10.00
Finance, Insurance & Real Estate	78.9%	15.8%	47.4%	\$82,500	\$11.22
Healthcare & Social Services	92.6%	24.1%	48.2%	\$58,000	\$23.00
Personal Services	75.0%	6.3%	43.9%	*	\$11.68
Entertainment & Recreation	77.8%	22.2%	44.4%	*	\$10.00
Professional Services	82.4%	5.9%	58.8%	\$61,000	\$12.00
Public Administration & Government	88.2%	23.5%	52.9%	\$67,000	*
Education	91.3%	5.4%	79.3%	\$55,500	\$15.00

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 2,388 unemployed individuals are willing to accept employment
- Average age is 51 years old
- 56.3% are female; 43.8% are male
- Education:
 - 68.7% have an education beyond high school
 - 6.3% have an associate degree
 - 37.6% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$15.00 to \$17.50/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 20 miles one way for the right opportunity
- 43.8% expressed interest in both temporary and seasonal employment opportunities
- 43.8% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 75.0%
 - Pension/retirement options - 58.3%
 - Dental coverage - 50.0%
 - Paid vacation - 50.0%
 - Vision coverage - 50.0%
 - Paid holidays - 25.0%
 - Paid sick leave - 25.0%
 - Life insurance - 8.3%
 - Paid time off - 8.3%
 - Prescription drug coverage - 8.3%
- 44.4% indicated they are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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