# CEDAR FALLS - WATERLOO, IOWA
# LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY
WWW.IOWALMI.GOV/LABORSHED

RELEASED
2021

10-Mile Interval Between Rings

AREA SHOWN

ESTIMATED POPULATION
AGES 18-64

## 500,138

ESTIMATED TOTAL
LIKELY TO ACCEPT
EMPLOYMENT
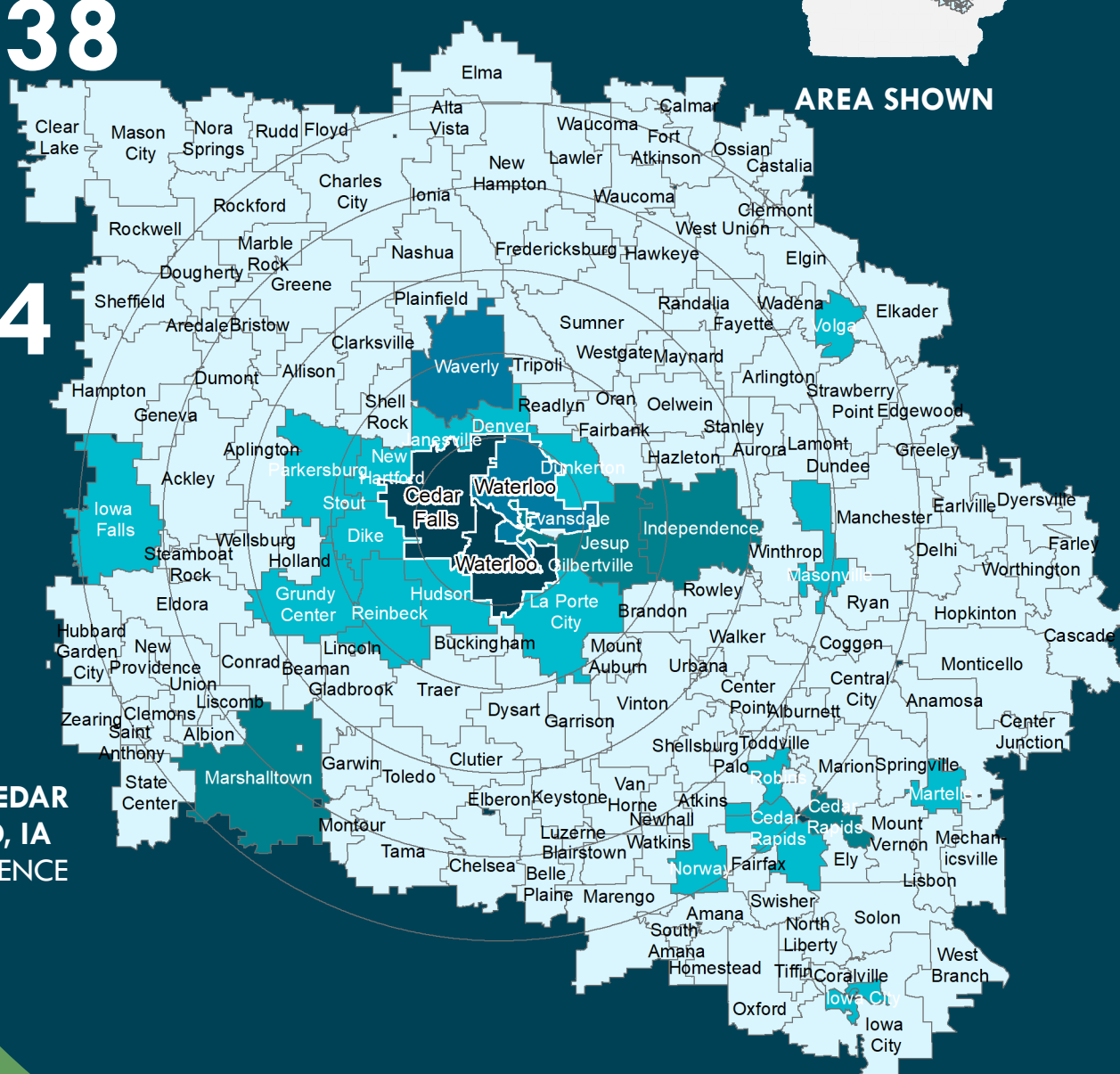IN **CEDAR FALLS -
WATERLOO, IA**

## 55,344

LIKELY TO
CHANGE/ACCEPT
EMPLOYMENT IN **CEDAR
FALLS - WATERLOO, IA**
BY PLACE OF RESIDENCE
(PER ZIP CODE)

- 1 - 260
- 261 - 799
- 800 - 2,010
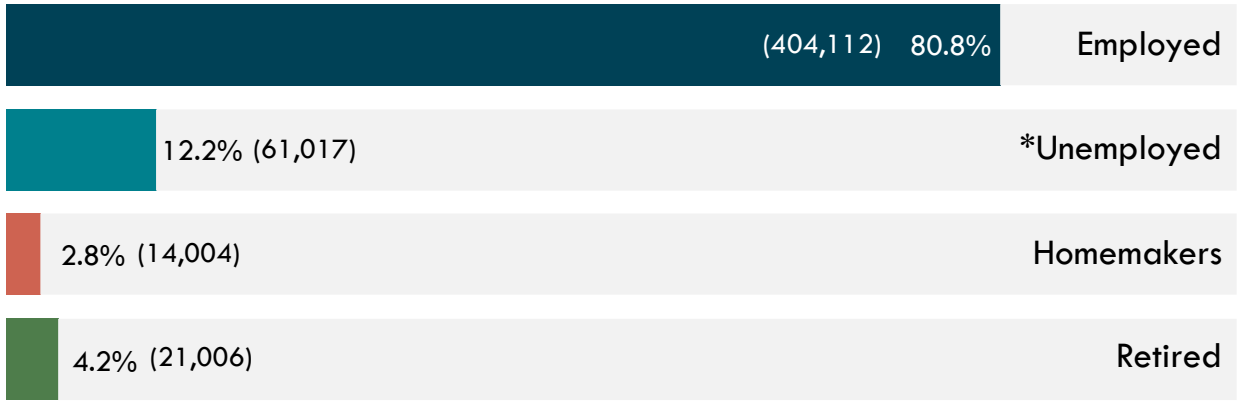- 2,011 - 4,952
- 4,953 - 10,839

# CEDAR FALLS – WATERLOO LABORSHED ANALYSIS

A Laborshed area is defined by its commuting pattern and illustrates which communities contribute to an employment center's workforce and at what level. To determine the boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. The data in this publication reflects characteristics specific to the workforce in the Cedar Falls - Waterloo Laborshed area.

## EMPLOYMENT STATUS (ESTIMATED TOTAL)*

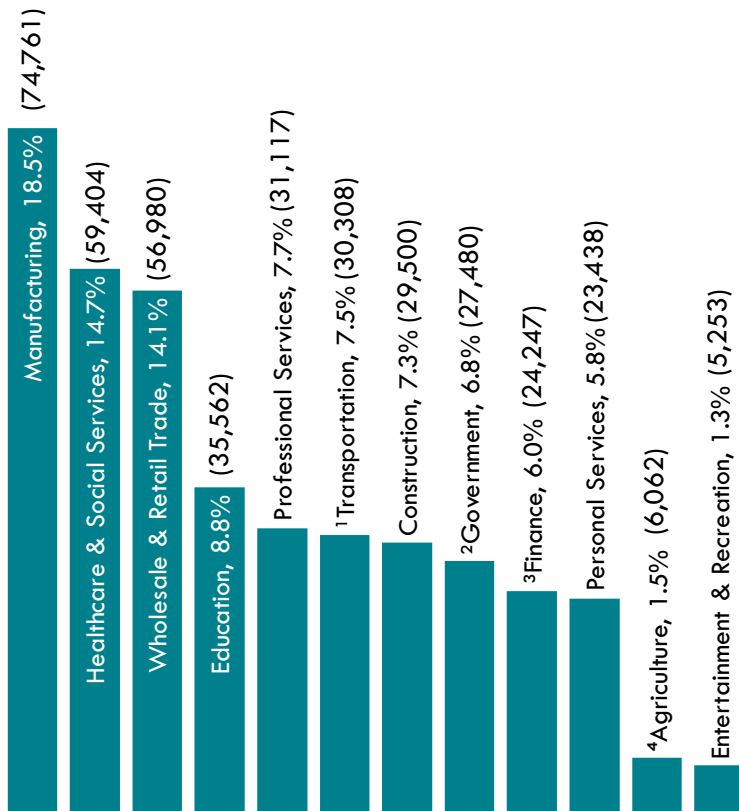| | | |
|---|---|---|
| (404,112) | 80.8% | Employed |
| 12.2% (61,017) | | *Unemployed |
| 2.8% (14,004) | | Homemakers |
| 4.2% (21,006) | | Retired |

*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.*

*Totals may vary due to rounding.*

**Employed -** Likely to Change Employment **33.2%**

**Unemployed -** Likely to Accept Employment **78.1%**

**Homemakers -** Likely to Accept Employment **52.9%**

**Retired -** Likely to Accept Employment **20.0%**

The employed are currently commuting an average of—

**11** miles one-way for an employment opportunity

**&**

**14** minutes

## BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)

- Manufacturing, 18.5% (74,761)
- Healthcare & Social Services, 14.7% (59,404)
- Wholesale & Retail Trade, 14.1% (56,980)
- Education, 8.8% (35,562)
- Professional Services, 7.7% (31,117)
- [1]Transportation, 7.5% (30,308)
- Construction, 7.3% (29,500)
- [2]Government, 6.8% (27,480)
- [3]Finance, 6.0% (24,247)
- Personal Services, 5.8% (23,438)
- [4]Agriculture, 1.5% (6,062)
- Entertainment & Recreation, 1.3% (5,253)

[1]Transportation, Communications, & Utilities
[2]Public Administration, Government
[3]Finance, Insurance, & Real Estate
[4]Agriculture, Forestry, & Mining

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

| Benefit | % |
|---|---|
| Health/Medical Insurance | 93.3% |
| Paid Holiday | 89.4% |
| Paid Vacation | 89.4% |
| Pension/Retirement/401K | 88.3% |
| Dental Coverage | 87.4% |
| Vision Coverage | 81.6% |
| Life Insurance | 79.6% |
| Disability Insurance | 78.8% |
| Prescription Drug Coverage | 60.1% |
| Flex Spending Account | 57.3% |

## EMPLOYED:
### LIKELY TO CHANGE

- An estimated **45,944 employed individuals are likely to change their current employment situation for an opportunity in Cedar Falls - Waterloo**
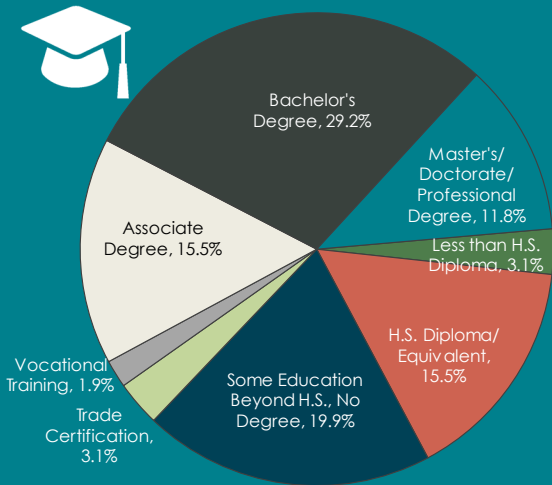
- Current occupational categories:

| | |
|---|---|
| **Production, Construction, Material Moving** | 27.2% |
| **Professional, Paraprofessional, Technical** | 26.5% |
| **Clerical** | 13.9% |
| **Service** | 13.9% |
| **Managerial** | 10.6% |
| **Sales** | 6.6% |
| **Agricultural** | 1.3% |

- Current median wages: $
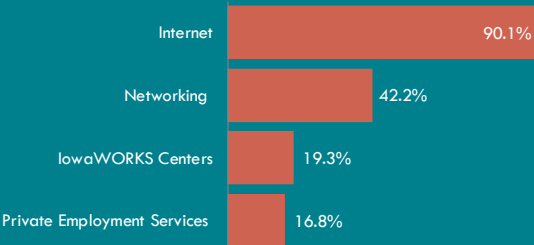  - $16.07/hour and $65,000/year
  - $22.00/hour - attracts 66%
  - $25.00/hour - attracts 75%

- 81.4% have an education beyond HS

Pie chart:
- Bachelor's Degree, 29.2%
- Master's/Doctorate/Professional Degree, 11.8%
- Less than H.S. Diploma, 3.1%
- H.S. Diploma/Equivalent, 15.5%
- Some Education Beyond H.S., No Degree, 19.9%
- Trade Certification, 3.1%
- Vocational Training, 1.9%
- Associate Degree, 15.5%

- **37.5% are actively seeking employment**
- Most frequently identified job search resources:

Bar chart:
- Internet — 90.1%
- Networking — 42.2%
- IowaWORKS Centers — 19.3%
- Private Employment Services — 16.8%

- Top sites:
  - indeed.com
  - linkedin.com
  - monster.com

- Top newspapers:
  - **NEWS**
  - Waterloo-Cedar Falls Courier
  - The Gazette-Cedar Rapids
  - The Des Moines Register

- Commute:
  - Currently commuting an average of **11** miles/**15** minutes (one-way) to work
  - Willing to commute an average of **26** miles/**33** minutes (one-way) to work

## UNEMPLOYED:
### LIKELY TO ACCEPT

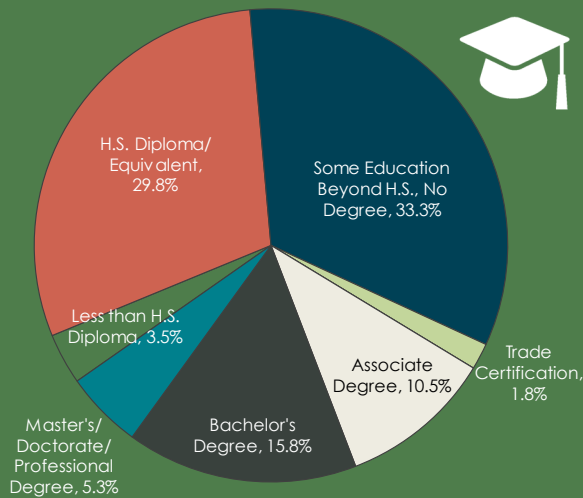- An estimated **1,965 unemployed individuals are likely to accept employment in Cedar Falls - Waterloo**

- Former occupational categories:

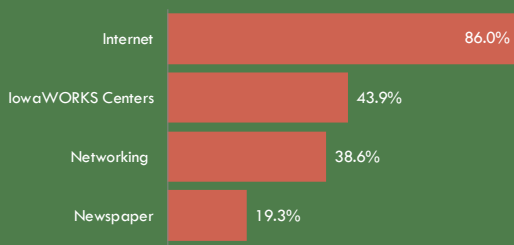| | |
|---|---|
| **Production, Construction, Material Moving** | 33.9% |
| **Service** | 25.0% |
| **Sales** | 16.1% |
| **Clerical** | 12.5% |
| **Professional, Paraprofessional, Technical** | 12.5% |
| **Agricultural** | 0.0% |
| **Managerial** | 0.0% |

- Median wages: $
  - $14.00/hour - lowest willing to accept
  - $15.00/hour - attracts 66% - 75%

- 66.7% have an education beyond HS

Pie chart:
- H.S. Diploma/Equivalent, 29.8%
- Some Education Beyond H.S., No Degree, 33.3%
- Less than H.S. Diploma, 3.5%
- Master's/Doctorate/Professional Degree, 5.3%
- Bachelor's Degree, 15.8%
- Associate Degree, 10.5%
- Trade Certification, 1.8%

- **73.7% are actively seeking employment**
- Most frequently identified job search resources:

Bar chart:
- Internet — 86.0%
- IowaWORKS Centers — 43.9%
- Networking — 38.6%
- Newspaper — 19.3%

- Top sites:
  - indeed.com
  - linkedin.com
  - facebook.com

- Top newspapers:
  - **NEWS**
  - Waterloo-Cedar Falls Courier

- Commute:
  - Willing to commute an average of **24** miles/**32** minutes (one-way) to work

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The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Cedar Falls - Waterloo is estimated at 11.8 percent—approximately 6,761 people living in Cedar Falls - Waterloo work in other communities.

Most of those who are out commuting are working in Waverly.

Over two-fifths (37.5%) of out commuters are likely to change employment (approximately 2,536 people).

50.0% earn an hourly wage—median wage is **$26.35/hour** 25.0% earn an annual salary—median salary is **$62,500/year**

**6,761** people live in Cedar Falls - Waterloo and work elsewhere

## EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.
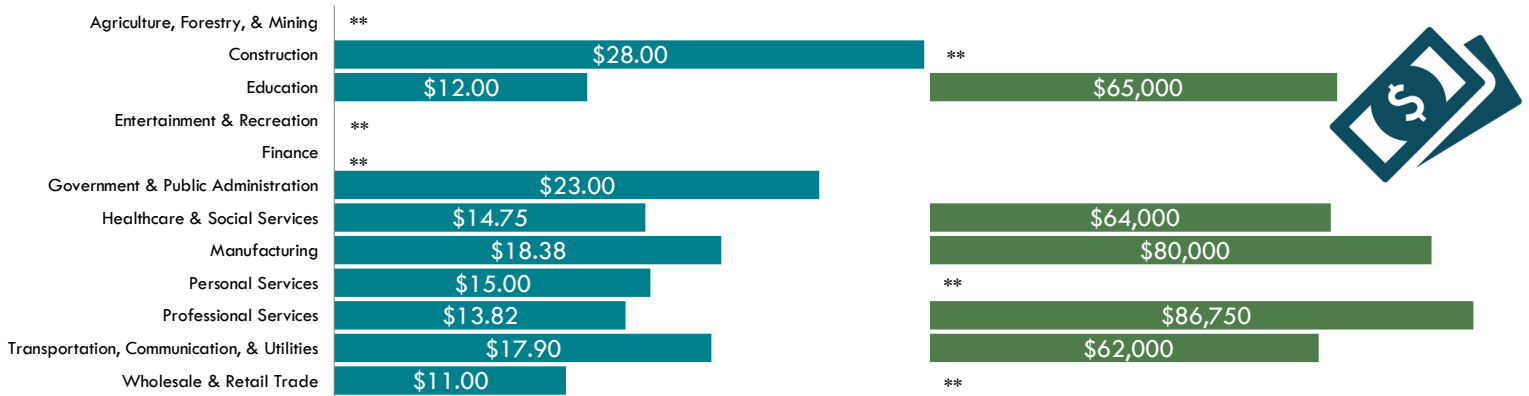
| Industry | Education Beyond HS | Some Education Beyond HS, No | Trade Certification/ Vocational Training | Associate Degree | Bachelor's Degree or Above |
|---|---|---|---|---|---|
| Agriculture, Forestry, & Mining | ** | ** | ** | ** | ** |
| Construction | 75.0% | 12.5% | 12.5% | 37.5% | 12.5% |
| Education | 94.1% | 17.6% | 0.0% | 5.9% | 70.6% |
| Entertainment & Recreation | ** | ** | ** | ** | ** |
| Finance, Insurance, & Real Estate | 100% | 12.5% | 0.0% | 0.0% | 87.5% |
| Government & Public Administration | 100% | 25.0% | 0.0% | 12.5% | 62.5% |
| Healthcare & Social Services | 87.9% | 17.1% | 4.9% | 12.2% | 53.7% |
| Manufacturing | 67.5% | 25.0% | 5.0% | 22.5% | 15.0% |
| Personal Services | 91.6% | 50.0% | 8.3% | 8.3% | 25.0% |
| Professional Services | 75.0% | 25.0% | 5.0% | 10.0% | 35.0% |
| Transportation, Communication, & Utilities | 83.4% | 27.8% | 0.0% | 16.7% | 38.9% |
| Wholesale & Retail Trade | 67.3% | 36.7% | 4.1% | 10.2% | 16.3% |

*Top percentages among industries per education level are highlighted in the table.*   **Insufficient survey data/refused*

## WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

■ Median Hourly Wage   ■ Median Annual Salary

| Industry | Median Hourly Wage | Median Annual Salary |
|---|---|---|
| Agriculture, Forestry, & Mining | ** | |
| Construction | $28.00 | ** |
| Education | $12.00 | $65,000 |
| Entertainment & Recreation | ** | |
| Finance | ** | |
| Government & Public Administration | $23.00 | |
| Healthcare & Social Services | $14.75 | $64,000 |
| Manufacturing | $18.38 | $80,000 |
| Personal Services | $15.00 | ** |
| Professional Services | $13.82 | $86,750 |
| Transportation, Communication, & Utilities | $17.90 | $62,000 |
| Wholesale & Retail Trade | $11.00 | ** |

*\*\*Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change or accept employment.*

*Note: A wide variety of occupations are included within these industry categories. Industry classification is based upon the respondent's reported current or former employer. Two respondents that work for a manufacturer will be classified within the manufacturing industry even if, for example, one respondent is a custodian and the other is an accountant.*

## UNDEREMPLOYMENT

The underemployed are working fewer than 35 hours per week but desire more hours (**inadequate hours**); in positions that do not meet their skill or education level, or have worked for higher wages at previous employment (**mismatch of skills**); or are earning wages equal to or less than the national poverty level and work 35 or more hours per week (**low income**).

| | Percent Surveyed | Estimated Total | | | Percent Surveyed | Estimated Total |
|---|---|---|---|---|---|---|
| Inadequate Hours | 3.5% | 1,608 | | Mismatch of Skills | 10.2% | 4,686 |
| Low Income | 0.2% | 92 | | †Total | 12.0% | 5,513 |

*†Individuals may be underemployed for more than one reason but are counted only once for total estimated underemployment.*
*Note: To be counted as underemployed in any category an individual must be currently employed and likely to change their current employment situation.*

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