IOWA CITY, IOWA
LABORSHED AREA

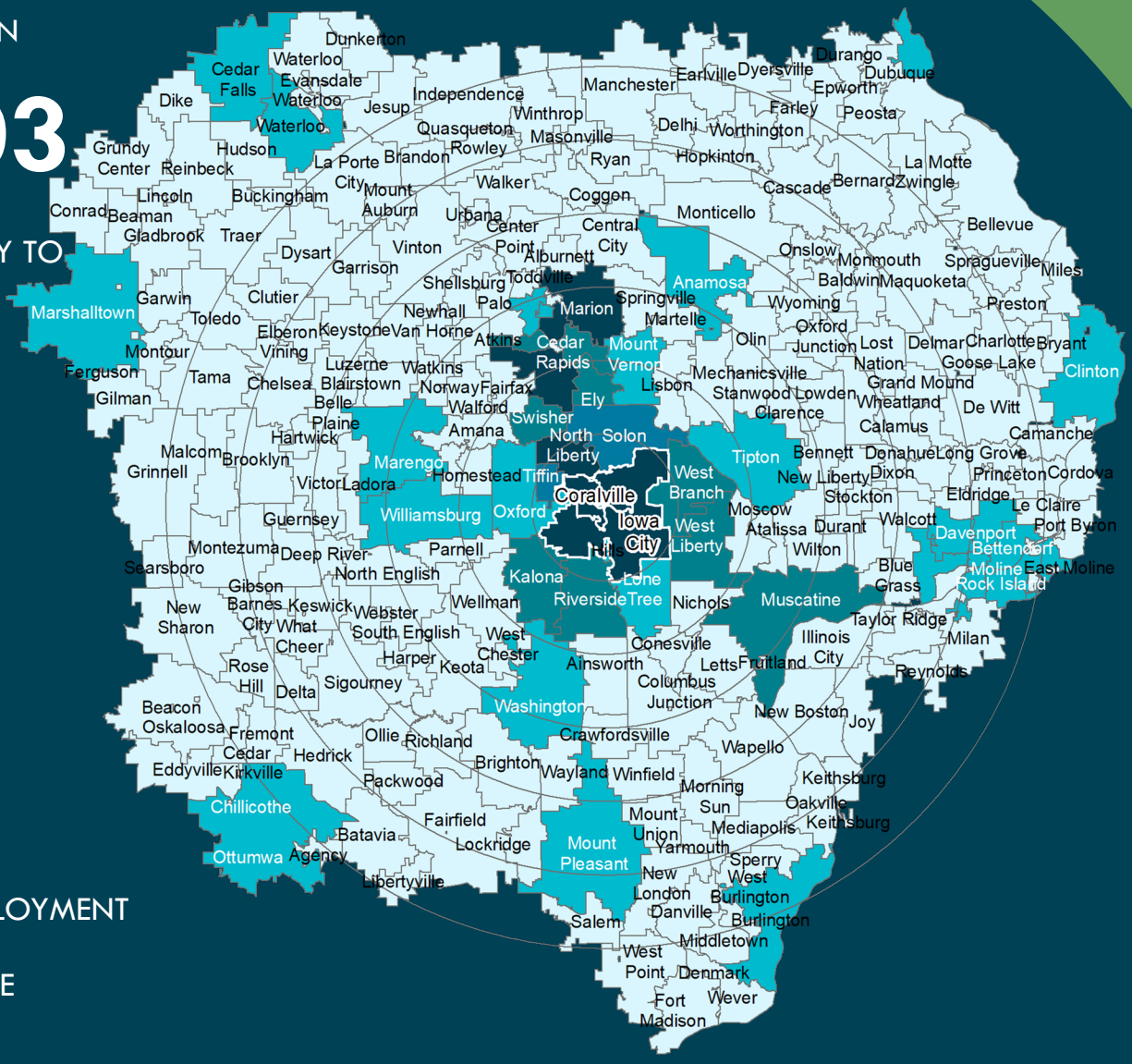
A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY
WORKFORCE.IOWA.GOV/LABORSHED

RELEASED
2024

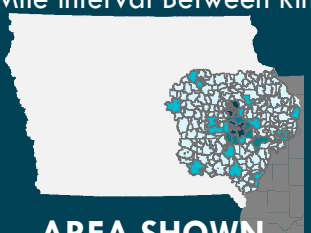
ESTIMATED POPULATION
AGES 18-64
834,203

ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN **IOWA CITY, IA**
81,772

LIKELY TO
CHANGE/ACCEPT EMPLOYMENT
IN **IOWA CITY, IA**
BY PLACE OF RESIDENCE
(PER ZIP CODE)



10-Mile Interval Between Rings



AREA SHOWN

- 0 - 128
- 129 - 439
- 440 - 1,035
- 1,036 - 1,722
- 1,723 - 11,075

Iowa City 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 Iowa City Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*

87.2%	(727,425)	Employed
7.8%	(65,068)	*Unemployed
2.3%	(19,187)	Homemakers
2.7%	(22,523)	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.

Employed -
Likely to Change Employment **40.5%**

Unemployed -
Likely to Accept Employment **80.9%**

Homemakers -
Likely to Accept Employment **28.6%**

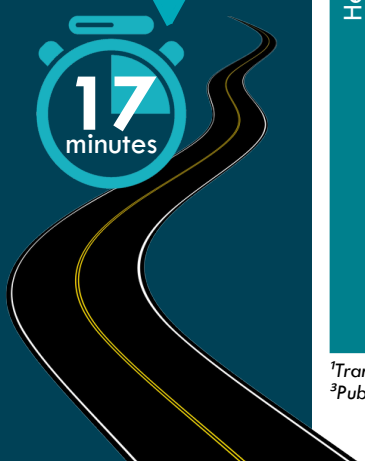
Retired -
Likely to Accept Employment **31.3%**

The employed are currently commuting an average of—

12 miles one-way for an employment opportunity

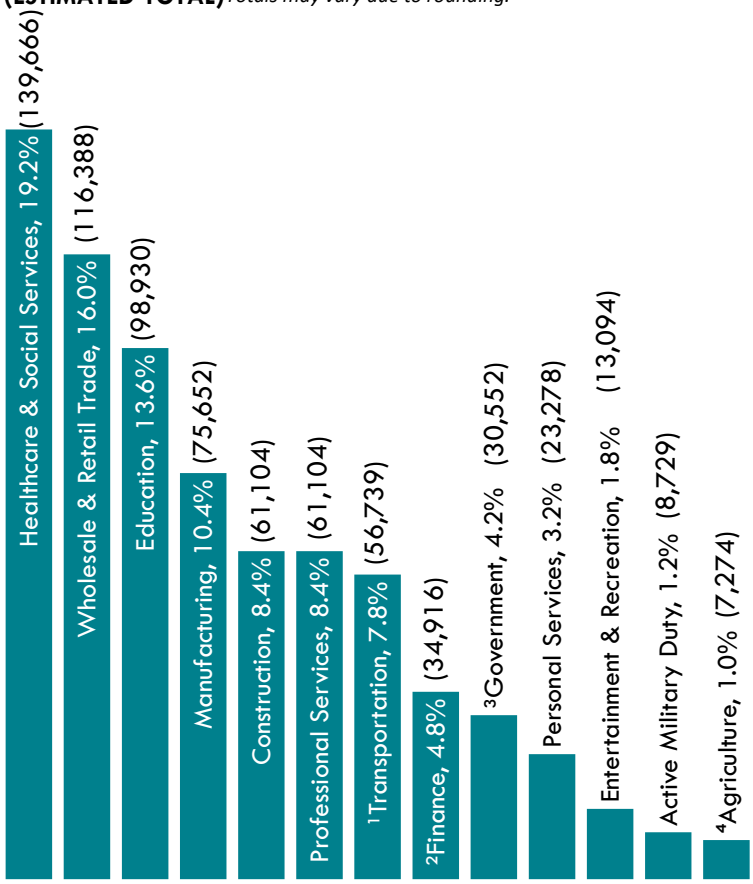
&

17 minutes



BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)

Totals may vary due to rounding.



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

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

Health/Medical Insurance	93.4%
Paid Sick Leave/ PTO/ Vacation	92.3%
Pension/ Retirement/401K	90.5%
Dental Coverage	87.0%
Vision Coverage	84.1%
Paid Holiday	82.8%
Life Insurance	79.3%
Disability Insurance	76.9%
Flex Spending Account	63.1%
Prescription Drug Coverage	61.5%

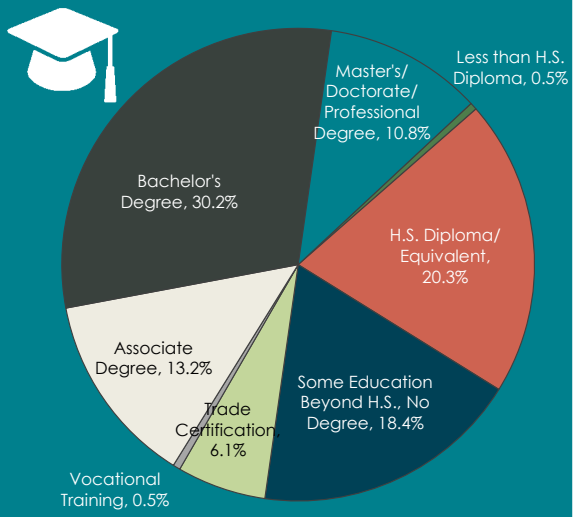
EMPLOYED: LIKELY TO CHANGE

- **An estimated 65,746 employed individuals are likely to change their current employment situation for an opportunity in City**
- Current occupational categories:

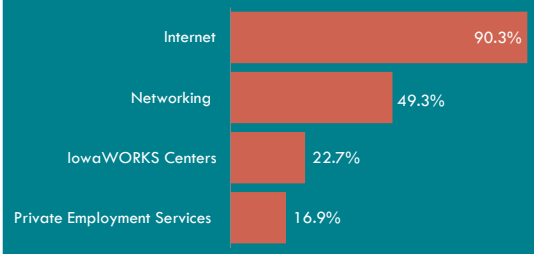
Professional, Paraprofessional, Technical	33.0%
Production, Construction, Material Moving	21.8%
Clerical	13.1%
Service	14.1%
Managerial	10.2%
Sales	7.3%
Agricultural	0.5%

- Current median wages: $
  - $18.00/hour and $60,000/year
  - $22.46/hour - attracts 66%
  - $25.00/hour - attracts 75%

- 79.2% have an education beyond HS



- **37.7% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:

- Top newspapers:

- Commute:
  - Currently commuting an average of **12** miles/**17** minutes (one-way) to work
  - Willing to commute an average of **24** miles/**34** minutes (one-way) to work

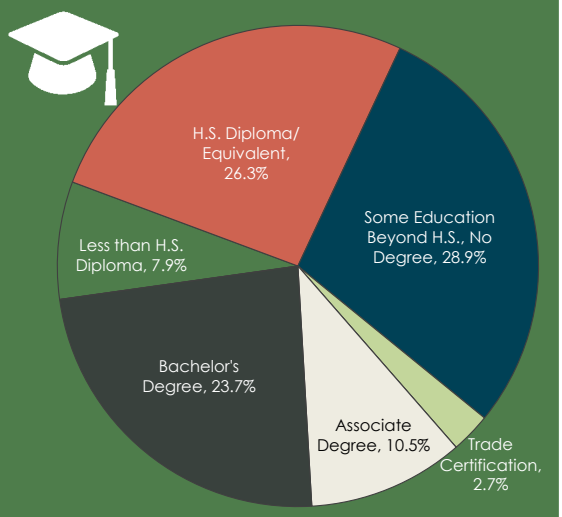
UNEMPLOYED: LIKELY TO ACCEPT

- **An estimated 3,720 unemployed individuals are likely to accept employment in City**
- Former occupational categories:

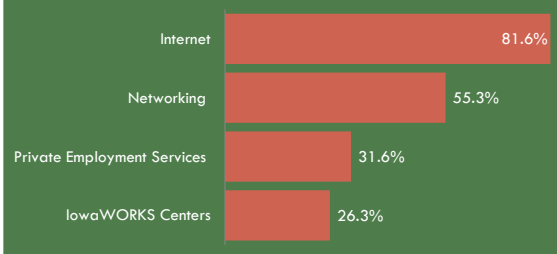
Professional, Paraprofessional, Technical	27.2%
Service	27.2%
Production, Construction, Material Moving	15.2%
Sales	15.2%
Clerical	9.1%
Managerial	6.1%
Agricultural	0.0%

- Median wages: $
  - $15.00/hour - lowest willing to accept
  - $19.00/hour - attracts 66%
  - $20.00/hour - attracts 75%

- 65.8% have an education beyond HS



- **60.5% are actively seeking employment**
- Most frequently identified job search resources:



- Top sites:

- Top newspapers:

- Commute:
  - Willing to commute an average of **20** miles/**32** minutes (one-way) to work

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

The **out commute** for Iowa City is estimated at 14.7 percent—approximately 7,389 people living in Iowa City work in other communities.

Most of those who are out commuting are working in Cedar Rapids, North Liberty, and Muscatine.

Over one-fourth (28.0%) of out commuters are likely to change employment (approximately 2,069 people).

40.0% earn an hourly wage—median wage is **$21.00/hour**
60.0% earn an annual salary—median salary is **$80,000/year**

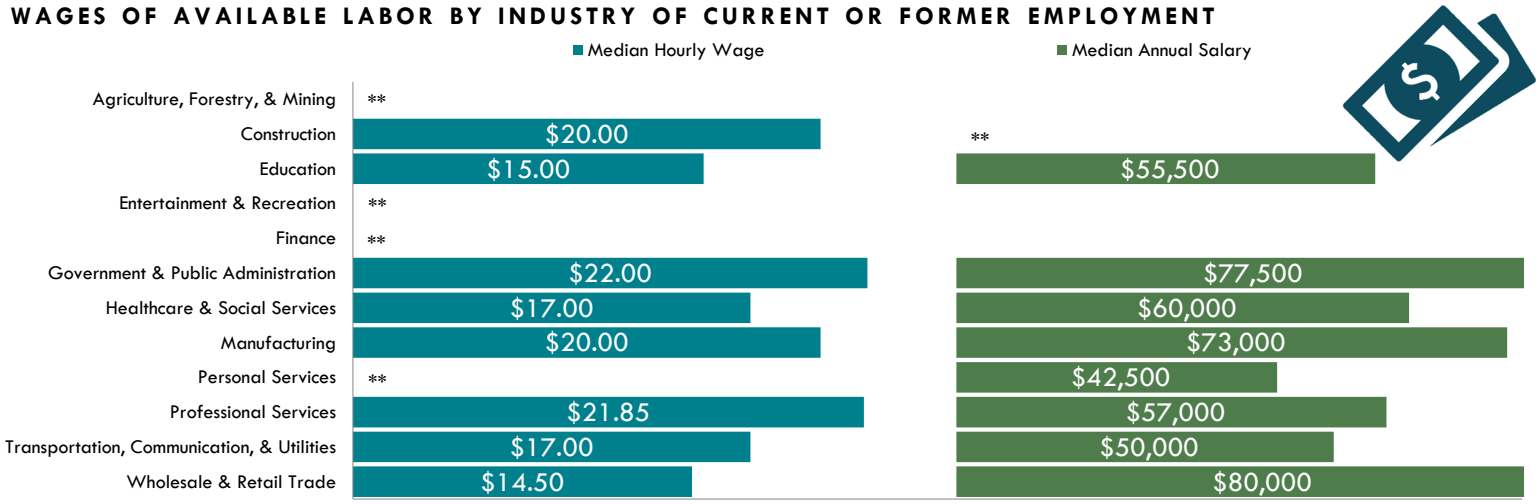
EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

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 Degree Obtained	Trade Certification/ Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture, Forestry, & Mining	**	**	**	**	**
Construction	71.4%	35.7%	35.7%	0.0%	0.0%
Education	93.8%	9.4%	3.1%	0.0%	81.3%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	100%	50.0%	16.7%	0.0%	33.3%
Government & Public Administration	81.9%	9.1%	9.1%	18.2%	45.5%
Healthcare & Social Services	88.3%	21.6%	2.0%	13.7%	51.0%
Manufacturing	72.3%	13.8%	10.3%	10.3%	37.9%
Personal Services	71.5%	14.3%	14.3%	14.3%	28.6%
Professional Services	84.3%	15.8%	0.0%	21.1%	47.4%
Transportation, Communication, & Utilities	64.7%	11.8%	5.9%	23.5%	23.5%
Wholesale & Retail Trade	57.5%	27.8%	0.0%	16.7%	13.0%

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



***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
Inadequate Hours	4.2%	2,761
Low Income	0.5%	329

	Percent Surveyed	Estimated Total
Mismatch of Skills	13.0%	8,547
†Total	15.3%	10,059

†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.

Data compiled and analyzed by:
Iowa Workforce Development
Labor Market Information Division
1000 E. Grand Avenue, Des Moines, Iowa 50319
Phone: (515) 281-3035 | Email: laborshed.studies@iwd.iowa.gov
workforce.iowa.gov/laborshed

For more information regarding this Laborshed study contact:
Greater Iowa City, Inc.
136 S Dubuque St
Iowa City, IA 52240
Phone: (319) 337-9637 | E-mail: info@greateriowacity.com
https://www.greateriowacity.com