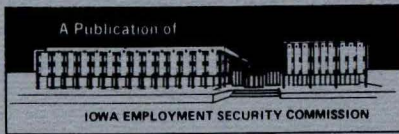


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ANNUAL
MANPOWER
PLANNING
REPORT

IOWA EMPLOYMENT SECURITY COMMISSION

CEDAR RAPIDS



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ANNUAL MANPOWER PLANNING REPORT
CEDAR RAPIDS, IOWA LABOR AREA
for Fiscal Year 1976

IOWA EMPLOYMENT SECURITY COMMISSION

Affiliated with the
MANPOWER ADMINISTRATION
U. S. DEPARTMENT OF LABOR

Mike Millard
Local Office Manager
Cedar Rapids Local Office

Report Prepared By:
Larry D. Venenga
Manpower Research Economist

Iowa State Employment Service
601 Eighth Avenue S.E.
P. O. Box 729
Cedar Rapids, Iowa 52406
Telephone: (319) 365-9474

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I HIGHLIGHTS AND CONCLUSIONS

The number of commercial starts and announcements made in 1974 is up from 1973, however the estimated value of these starts and announcements is below the 1973 figure.

Population in Linn County rose 19.2% from 1960 to 1970. The city of Marion had a significant increase in population during this period, a gain of 65.7%.

During the 1970's employment has continued to climb. The 1974 annual average employment for the Cedar Rapids area totaled 75,300.

Occupations in the clerical and sales field are expected to have the largest increase during 1975.

The annual average unemployment rate for the Cedar Rapids area increased from 1973 to 1974.

It is estimated that over 14,000 different individuals will need assistance in finding employment during fiscal year 1976

II DESCRIPTION OF AREA

A. Definition of Area

The area covered by this report is the Cedar Rapids, Iowa area which is defined as Linn County and is classified as a Standard Metropolitan Statistical Area (SMSA). Linn County covers an area of 717 square miles and is located in the East-Central part of the state. Approximately 80% of Linn County's population resides in Cedar Rapids and Marion. Cedar Rapids, the largest city and county seat of Linn County, is also one of the major industrial centers in the state of Iowa.

The Cedar Rapids office of the Iowa State Employment Service also serves four surrounding counties which are Benton, Cedar, Jones, and Iowa. These four counties are predominantly rural in nature.

B. Economic Developments and Outlook

In the Cedar Rapids area 88 commercial starts and announcements were made in 1974, compared to 64 in 1973. The estimated value of these announcements is \$9.7 million, below the 1973 estimated value of \$13.5 million. The 1973 estimated value of \$13.5 million was the largest in Cedar Rapids history. If the economy remains in an unstable condition several of these announcements may be delayed.

Cedar Rapids dollar volume of retail sales increased from \$379 million in fiscal year 1973 to \$449 million in fiscal year 1974. Linn County totaled \$469 million in fiscal year 1973 and \$532 million in fiscal year 1974. Inflation is accountable for 8% to 9% of this increase.

The number of conventions held in Cedar Rapids rose from 103 in 1973 to 198 in 1974. A national formula is used to compute the amount of money spent by these delegates and in 1974 the total is estimated at \$2.9 million, compared to \$2.7 million in 1973.

Construction of new houses in the Cedar Rapids area has remained near the level recorded in 1973. In 1973 approximately 250 homes were built and for 1974 this figure is estimated at 240. The number of homes built in 1974 is well below the number built in 1970 (500 homes) and 1971 (400 homes), however in 1972 only 220 homes were constructed.

The number of apartment units constructed in 1973 totaled 770, compared to 550 units in 1974. More apartment complexes were built in 1974, however many of these complexes were small and contained fewer units than those constructed in 1973.

C. Population and Population Characteristics

Table A. Population

	<u>1970</u>	<u>1960</u>	<u>Percent Change</u>
United States	203,211,926	179,323,175	13.3%
State of Iowa	2,825,041	2,757,537	2.4%
Linn County	163,213	136,899	19.2%
Cedar Rapids *	110,642	92,035	20.2%
Marion	18,028	10,882	65.7%
Benton County	22,885	23,422	- 2.3%
Vinton *	4,845	4,781	1.3%
Jones County	19,868	20,693	- 4.0%
Anamosa *	4,389	4,616	- 4.9%
Cedar County	17,655	17,791	- 0.8%
Tipton *	2,877	2,862	0.5%
Iowa County	15,419	16,396	- 6.0%
Marengo *	2,235	2,264	- 1.3%

Standard Metropolitan Statistical Areas in Iowa

Scott County	142,687	119,067	19.8%
Linn County	163,213	136,899	19.2%
Dubuque County	90,609	80,048	13.2%
Blackhawk County	132,916	122,482	8.5%
Polk County	286,101	266,315	7.4%
Pottawatomie County	86,991	83,102	4.7%
Woodbury County	103,052	107,849	- 4.4%

* County Seat

Table B. Population Characteristics

<u>Sex</u>	<u>1970</u>	<u>% of Total</u>	<u>1960</u>	<u>% of Total</u>
Linn County				
Male	78,667	48.2%	66,812	48.8%
Female	84,546	51.8%	70,087	51.2%
Cedar Rapids				
Male	52,589	47.5%	44,325	48.2%
Female	58,053	52.5%	47,710	51.8%
 <u>Race</u>				
Linn County				
White	160,834	98.5%	135,567	99.0%
Negro	1,807	1.1%	1,183	.9%
Other	572	.4%	149	.1%
Cedar Rapids				
White	108,427	98.0%	90,759	98.6%
Negro	1,746	1.6%	1,145	1.3%
Other	469	.4%	131	.1%
 <u>Age</u>				
Linn County				
Under 5	15,774	9.7%	16,713	12.2%
Under 18	59,029	36.2%	48,539	35.5%
18 - 19	5,869	3.6%	4,024	2.9%
20 - 29	25,598	15.7%	18,573	13.6%
30 - 44	28,520	17.5%	26,716	19.5%
45 - 64	29,385	18.0%	25,552	18.7%
65 and over	14,812	9.1%	13,495	9.9%
Median Age	26.3		28.5	
Cedar Rapids				
Under 5	10,398	9.4%	10,547	11.5%
Under 18	38,593	34.8%	31,049	33.7%
18 - 19	4,074	3.7%	2,672	2.9%
20 - 29	17,618	15.9%	12,269	13.3%
30 - 44	18,990	17.2%	18,370	20.0%
45 - 64	20,881	18.9%	18,129	19.7%
65 and over	10,486	9.5%	9,546	10.4%
Median Age	26.9		30.0	

Outlook

Many of the industries in the Cedar Rapids area had a year of growth in 1974. Manufacturing and nonmanufacturing employment rose considerably from January, 1974 through October, 1974. Then the unstable national economy started to affect local manufacturing sales and as a result several firms instituted lay-offs. The outlook for 1975 is not favorable, however many employers in the Cedar Rapids area are hopeful that they will remain at their present level in regard to employment. The rate of growth in 1975 is expected to be slower than it has been in 1973 and 1974.

C. Population and Population Characteristics

Table A. contains a comparison of the 1960 and 1970 census of population. In Linn County the population rose by 26,314 during the 1960's to a record 163,213 in 1970. This represents a 19.2% increase over the ten year period.

Population in Cedar Rapids increased by 20.2% bringing the total to 110,642. The city of Marion reported the largest increase in population from 1960 to 1970 with a gain of 65.7%.

The surrounding counties in the Employment Service Administrative area all recorded a decline in population from 1960 to 1970. The population in Iowa County declined 6.0%, Jones County 4.0%, Benton County 2.3%, and Cedar County .8%.

Linn County is one of the standard metropolitan statistical areas (SMSA) in Iowa. Scott County recorded the largest percentage of gain and Woodbury County experienced the only loss. Linn County has the second largest increase in total population.

Characteristics of the population by sex, race, and age are shown in Table B. The female population in Cedar Rapids and Linn County is larger than the male population. The majority of the population is white, however, a slight increase in Negro and Other Races occurred during this ten year period. The median age for Linn County declined by 2.2 years and in Cedar Rapids the median age dropped from 30.0 years in 1960 to 26.9 years in 1970.

III EMPLOYMENT DEVELOPMENTS BY INDUSTRY

Employment trends in the Cedar Rapids area are presented in Graphs I through X. These graphs show the changes that took place from January, 1970 through December, 1974. Annual averages for these years is given in Table C.

Manufacturing employment declined from January 1970 through the first half of 1972. Since 1972 employment in manufacturing has climbed rapidly and it is now expected to increase at a slower rate. Construction employment is below the high level recorded in 1972 because inflation has hit the construction industries the hardest. Transportation, communication, public utilities, finance, insurance, and real estate employment has been stable from January, 1970 through December, 1974.

Table C. Cedar Rapids, Iowa Labor Force Summary

	1974 Annual <u>Average</u>	1973 Annual <u>Average</u>	1972 Annual <u>Average</u>	1971 Annual <u>Average</u>	1970 Annual <u>Average</u>
<u>Place of Residence</u>					
Resident civilian labor force	77.2	74.4	72.0	69.4	70.3
Resident unemployed	1.9	1.8	2.9	3.3	2.6
Percent unemployed	2.5	2.4	4.0	4.8	3.7
Resident total employment	75.3	72.6	69.2	66.0	67.7
Nonagricultural wage and salary	67.2	64.5	61.2	58.1	59.7
Self-employed, unpaid family, & domestic workers	5.6	5.5	5.4	5.3	5.4
Agriculture	2.6	2.7	2.6	2.6	2.6
<u>Place of Work</u>					
Nonagricultural wage and salary workers (except domestic)	73.1	70.2	66.6	63.2	64.7
Manufacturing	26.4	24.6	22.4	22.4	24.9
Durable goods	19.1	17.4	15.5	15.2	17.4
Fabricated metal products	1.8	1.7	1.4	1.0	1.0
Machinery	16.3	14.7	13.1	13.0	15.1
Other durable goods	.9	.9	1.0	1.2	1.3
Nondurable goods	7.3	7.2	7.0	7.2	7.5
Food and kindred products	5.6	5.5	5.4	5.6	5.8
Printing and publishing	.8	.8	.8	.8	.9
Other nondurable goods	.9	.9	.7	.8	.9
Nonmanufacturing	46.6	45.6	44.2	40.8	39.8
Construction	3.6	3.9	4.0	3.2	3.0
Transportation, communication & public utilities	3.7	3.6	3.6	3.4	3.2
Transportation	1.9	2.0	1.9	1.8	1.6
Communication & public utilities	1.8	1.7	1.6	1.6	1.6
Wholesale and retail trade	15.2	14.6	14.0	13.6	13.5
Wholesale trade	3.9	3.6	3.4	3.2	3.0
Retail trade	11.3	10.9	10.6	10.4	10.4
Finance, insurance, and real estate	3.4	3.3	3.1	2.9	3.0
Services	11.6	11.4	11.0	10.0	9.9
Government	9.2	8.8	8.6	7.7	7.3
Persons involved in labor- management disputes	<u>1/</u>	.1	.1	<u>1/</u>	.1

1/ Less than 50 workers

III EMPLOYMENT DEVELOPMENTS BY INDUSTRY (continued)

Wholesale and retail trade employment has increased gradually. Also, employment in retail trade is influenced by seasonal trends and this causes employment to rise and drop on Graph VII. Service and government employment have each increased considerably since January, 1970.

IV EMPLOYMENT DEVELOPMENTS AND OUTLOOK BY OCCUPATION

The following is a categorical count of jobs that were in demand during January, 1975. This list contains jobs of at least two openings that were recently available for over 30 days at the Iowa State Employment Service Cedar Rapids office.

<u>Occupational Title</u>	<u>Reason Unfilled</u>
Mechanical Draftsmen	Highly skilled
Industrial Engineer	Highly skilled
Key Punch Operator	Experience and hours of work
Secretary	Experience and typing requirement are high
Salesman	Hours of work and commission pay
Housekeeper	Low pay and working conditions
Waitress	Low pay and working conditions
Cocktail Waitress	Low pay and working conditions
Route Salesman	Low pay
Tool & Die Maker	Highly skilled
Material Handler	Low pay

Professional or highly skilled jobs are usually the most difficult to fill since these jobs require special qualifications. Occupations which require lower skills often remain vacant because the wage rate is low, poor working conditions exist or working hours are unfavorable.

Outlook

Clerical and Sales: Occupations in this field are expected to have the largest increase during this coming year. Replacement needs in this occupational grouping are high since a large number of these workers are inclined to leave the labor force creating a high separation rate. The greatest need in this grouping is for secretaries, retail sales clerks, bank tellers & cashiers and bookkeepers & billing clerks.

Professional, Technical, & Managerial: Replacement needs should be slightly higher than expansion needs in professional, technical, and managerial occupations. Expansion needs are expected from the addition of new industries in the Cedar Rapids area. Individuals who leave their present job, retire, or die will create the replacement needs. Demand should be for individuals with skills in engineering, accounting, and nursing.

Outlook (continued)

Service: High employee turnover is characteristic of many service occupations, which leads to the high number of workers needed for replacing currently employed workers. Waiter, waitress, food counter worker, fountain worker, hospital attendant, and janitorial occupations are expected to be in greater demand.

Structural Work: Occupations in this area relate to the number of construction projects in the area and several products produced in manufacturing. During the coming year expansion should be greater than replacement needs. Welding, carpentering, and electrical occupations should produce a large number of job openings.

Bench Work: Replacement needs are expected to be greater than expansion needs. Employment in assembling occupations should have a sizable number of job openings.

Machine Trades: Replacement and expansion needs in this grouping are expected to be equal. The addition of new industries and expansion of present firms account for the expansion needs. Machinist, die setters, inspectors in manufacturing, auto mechanics, and auto body repairmen will create the largest need.

Miscellaneous: Occupations in this grouping are jobs which require very little skill and education. Replacement needs are expected to be higher than expansion needs.

V. RECENT TRENDS IN UNEMPLOYMENT

The unemployment rates from January, 1970 to December, 1974 are shown on Graph XI. Also, the annual averages for these years are given in Table C.

Unemployment from January, 1970 through December, 1974 -- During this period in the 1970's the highest unemployment rate obtained occurred in June, 1971 when it was 6.1% of the labor force. The lowest rate recorded was in October, 1973 and in October, 1974 when the jobless rate was 1.6%. Unemployment has dropped substantially since the large lay-offs that took place in 1970 and 1971. These lay-offs were responsible for the high unemployment rate and a very favorable economy produced the low unemployment rates in 1973 and 1974.

The annual average unemployment rate for 1973 is the lowest rate recorded during this time period of the 1970's. The annual rate for 1973 is 2.4%, compared to 2.5% in 1974.

Table D. Trends in Unemployment

Unemployment Rates for 1974

	<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
Linn County	2.2	2.4	2.5	2.4	2.5	3.4	2.9	2.5	2.1	1.6	2.4	2.7
Iowa	3.8	3.6	3.1	2.7	2.6	3.4	3.3	2.7	2.4	2.1	3.0	3.6
U. S.	5.2	5.2	5.1	5.0	5.2	5.2	5.3	5.4	5.8	6.0	6.5	7.1

VI UNIVERSE OF NEED FOR MANPOWER SERVICES

The following table, entitled the "Plan of Service Manpower Data Summary", contains a projection of the universe of need for manpower services. This projection represents the total number of different individuals who may need employment related assistance during fiscal year 1976.

It is estimated that over 14,000 different individuals will need some type of assistance in finding employment during fiscal year 1976. Estimates show that there will be approximately 2,200 poor disadvantaged individuals, 4,300 near-poverty, and 7,300 non-poor individuals in Linn County. Most of the disadvantaged, unemployed, and underutilized individuals will require special assistance because they lack the necessary training, education, or work experience.

VII CHARACTERISTICS OF THE DISADVANTAGED

For manpower program purposes an individual is considered disadvantaged if he is a poor person without suitable employment, and has one or more of the following characteristics: (1) a member of a minority, (2) a school dropout, (3) under 22 years of age, (4) 45 years of age or over, (5) handicapped, (6) has a Spanish Surname. A poor person is an individual who is a member of a family which receives cash welfare payments, or whose annual net income does not exceed a set amount. Annual income is adjusted for family size and location.

The characteristics of the disadvantaged applicants registered at the Iowa State Employment Service Cedar Rapids Office are given in Table F. This information is based on a sample of the registered applicants, and should be viewed as an estimation only.

Cedar Rapids Area
(Linn County)

Table E. Plan of Service Manpower Data Summary

Base Period: Fiscal Year 1974

For Fiscal Year: 1976

Item	Number of Individuals
1. Total Civilian Population (as of April, 1970)	163,213
a. Age Distribution	
16 through 21 years	17,057
22 through 44 years	48,802
45 years and over	44,197
b. Member of Minority - Total	3,494
16 years and over	1,788
2. Total Civilian Labor Force (12 mo. average for FY 1976)	78,789
a. Employed, Total (12 month average)	76,441
Nonfarm Wage and Salary Workers	68,981
b. Unemployed (12 month average)	2,348
Unemployment Rate	3.0%
3. Universe of Need for Manpower Services for Fiscal Year Ending 1976 (number of different individuals in year)	14,450
a. Poor	2,820
(1) Disadvantaged	2,210
(2) Other Poor	600
b. Non-Poor	11,640
(1) Near-Poverty	4,330
(2) All Other Non-Poor	7,310
4. Unemployed & Underutilized Disadvantaged (12 mo. avg.)	2,210
a. Unemployed	430
b. Underutilized	1,780
(1) Employed part-time for economic reasons	580
(2) Employed full-time, but with family income at or below poverty level	510
(3) Not in labor force but should be	690
5. Estimated Welfare Recipients Needing Manpower Services (Forecast Period)	2,091
6. Estimated School Dropouts (Forecast Period)	596
7. Estimated Number of Veterans Needing Manpower Services (Forecast Period)	1,601
Number of Vietnam-Era Veterans	995
8. Estimated Number of Minorities Needing Manpower Services (Forecast Period)	965
9. Total Number of Different Individuals Unemployed During Year	9,390

Table F. Characteristics of the Disadvantaged

<u>Characteristic</u>	<u>Percent of Total</u>
Ethnic Group	
White	91%
Negro	7%
Other	2%
Sex	
Male	66%
Female	34%
Education	
Grades 0 - 7	3%
Grades 8 - 11	55%
Grades 12 & over	42%
Age	
Under 22	47%
22 - 44	36%
45 & over	17%
Handicapped	21%
Veteran	19%

VIII CHARACTERISTICS OF INDIVIDUALS OTHER THAN DISADVANTAGED IN THE UNIVERSE OF NEED FOR MANPOWER SERVICES

Approximately 12,200 individuals in the categories of other poor, near poverty, and all other non-poor will need manpower services. Definitions of these categories are given below.

Other Poor. A poor white person who is not a high school dropout, whose age is greater than 22 but less than 45, not handicapped, not a member of a minority group, and does not have a Spanish surname.

Near-Poverty. A person who is not poor but is a member of a family whose annual income falls within a set criteria. Annual income is adjusted for family size and location.

All Other Non-Poor. A person who is not poor and does not meet the annual average income limits for near-poverty.

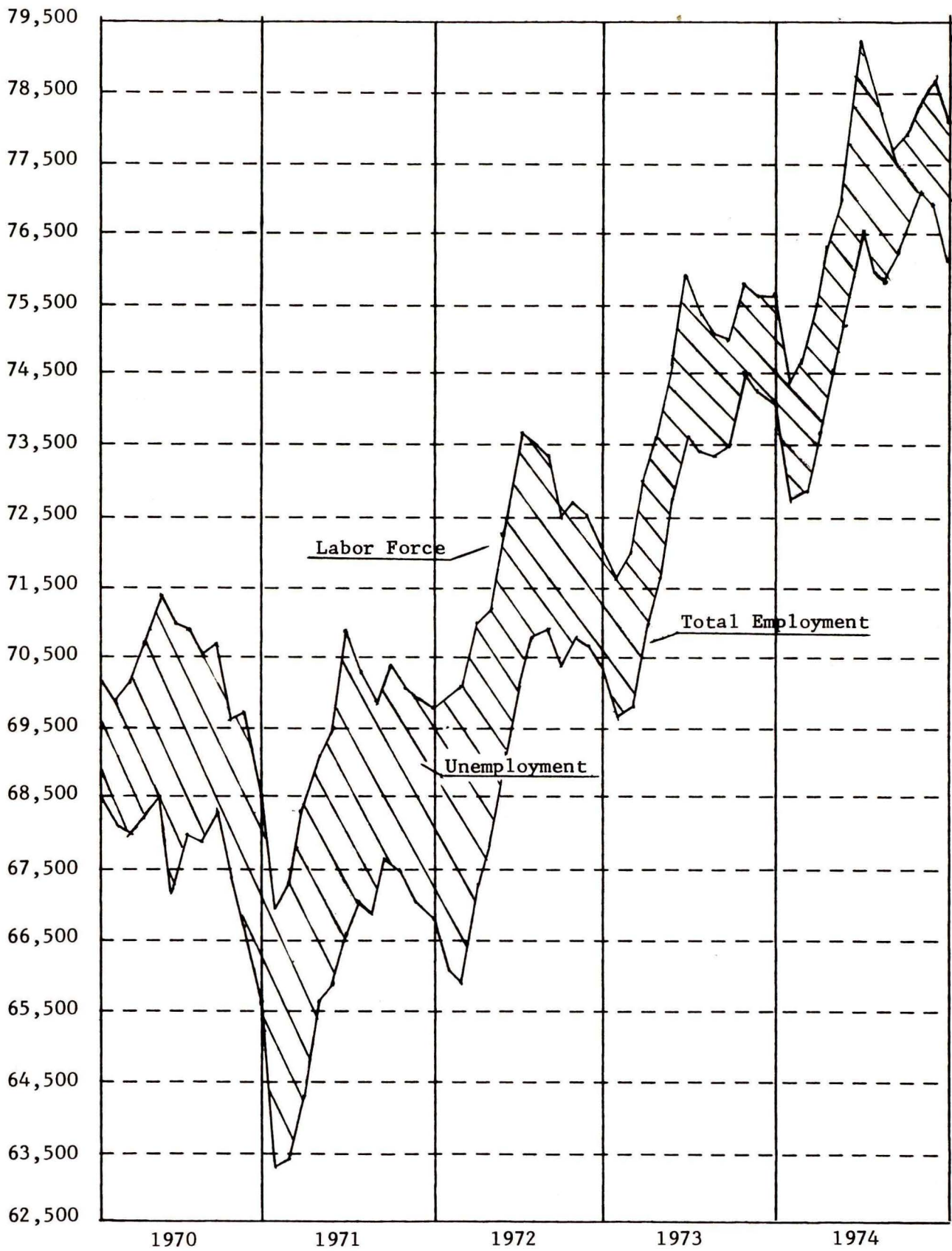
IX BARRIERS TO EMPLOYMENT OF THE DISADVANTAGED

Employment of the disadvantaged and the economy seem to be directly related since during a growing economy more jobs are available and the disadvantaged chances of employment are increased. In an unstable economy employment usually declines and more qualified individuals apply for lower-skilled jobs when no other employment is available. The economy, not a characteristic of the disadvantaged, is a major barrier for these individuals. Some of the barriers that the disadvantaged possess are listed below.

Barriers to Employment

- Lack of education or training
- Lack of skills or experience
- Lack of motivation
- Transportation problems
- Handicapped
- Criminal record
- Family responsibilities
- Age
- Sex
- Race

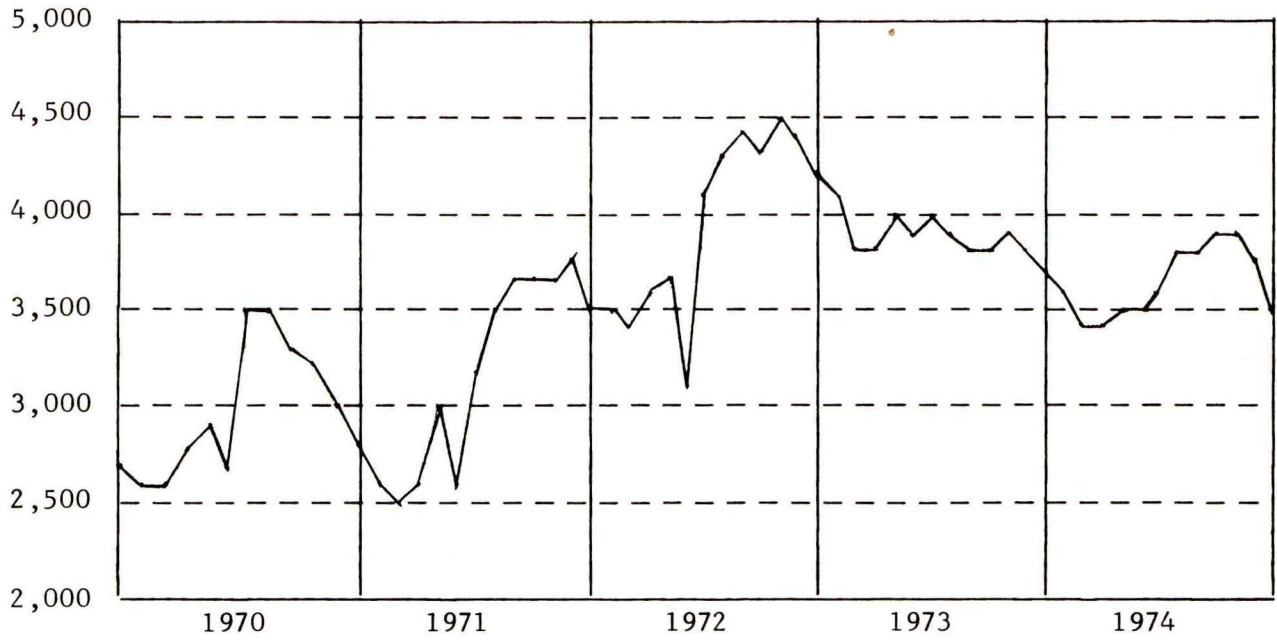
Graph I
Labor Force



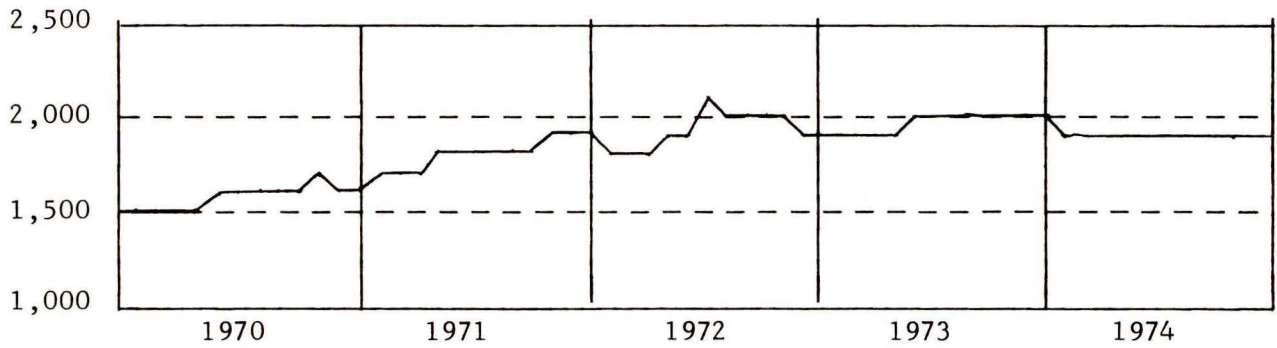
Graph II
Manufacturing Employment



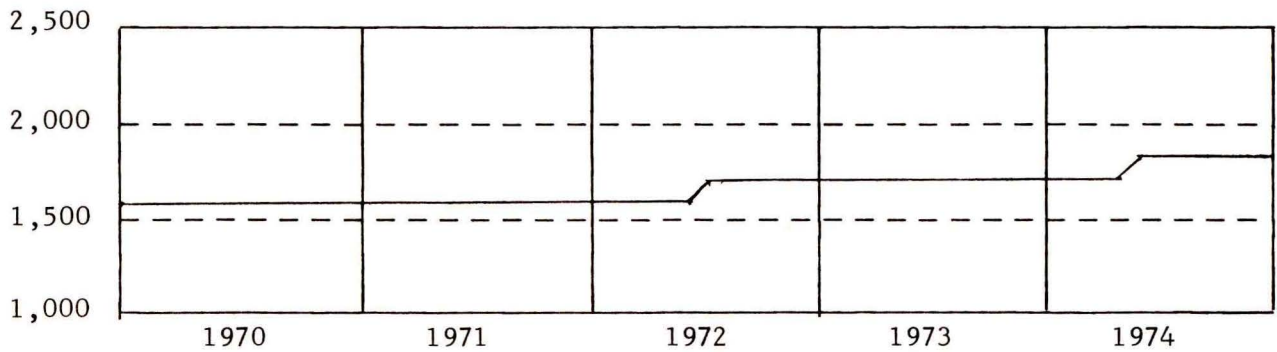
Graph III
Construction Employment



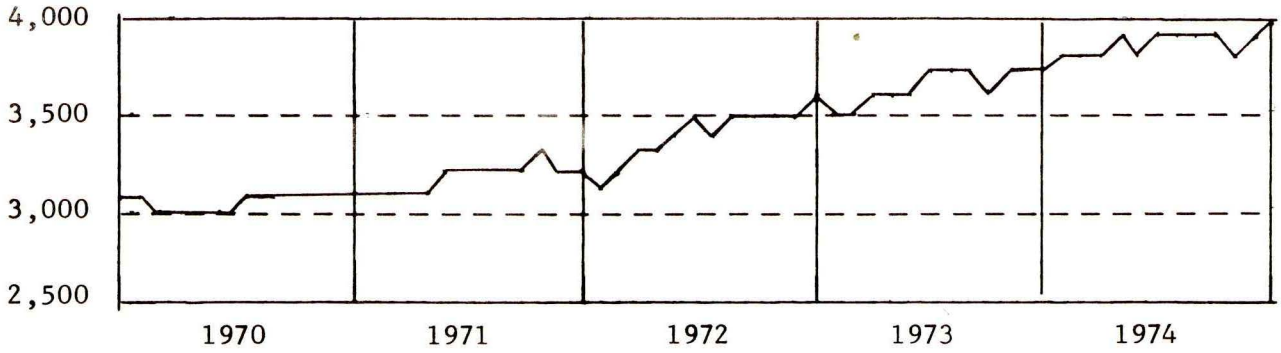
Graph IV
Transportation Employment



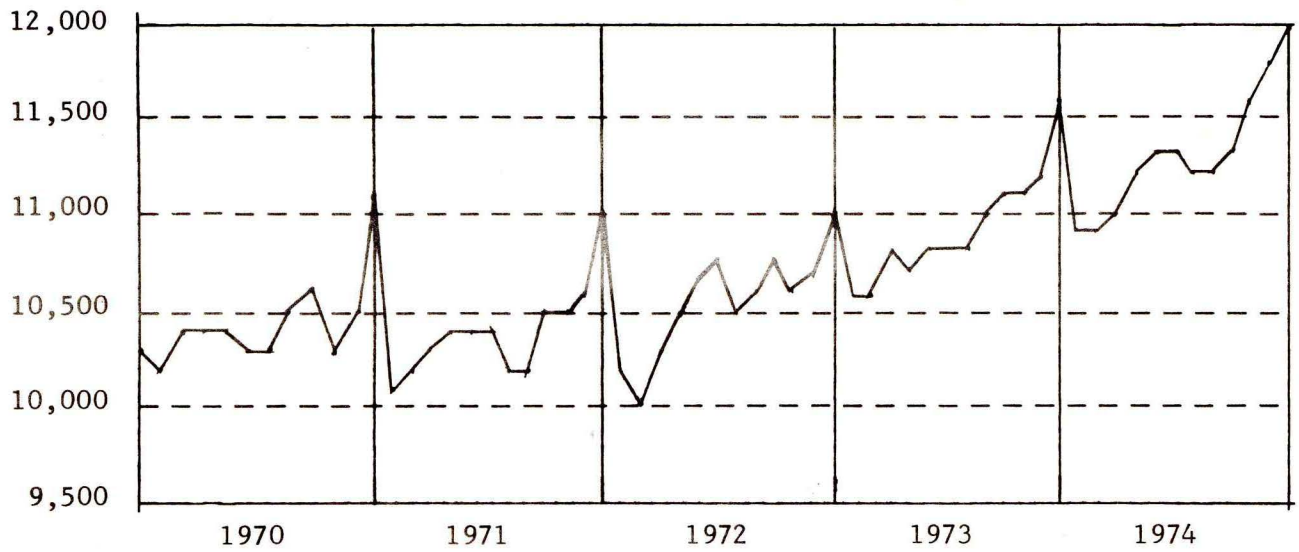
Graph V
Communication & Public Utilities
Employment



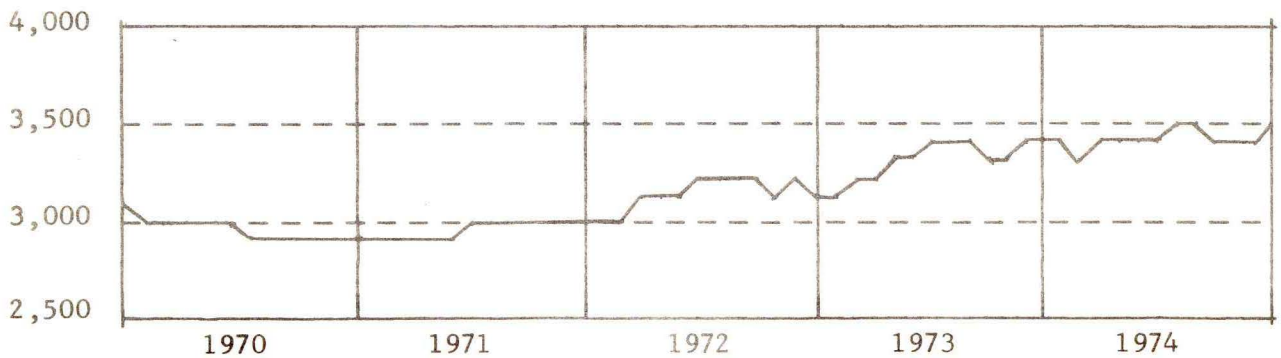
Graph VI
Wholesale Trade
Employment



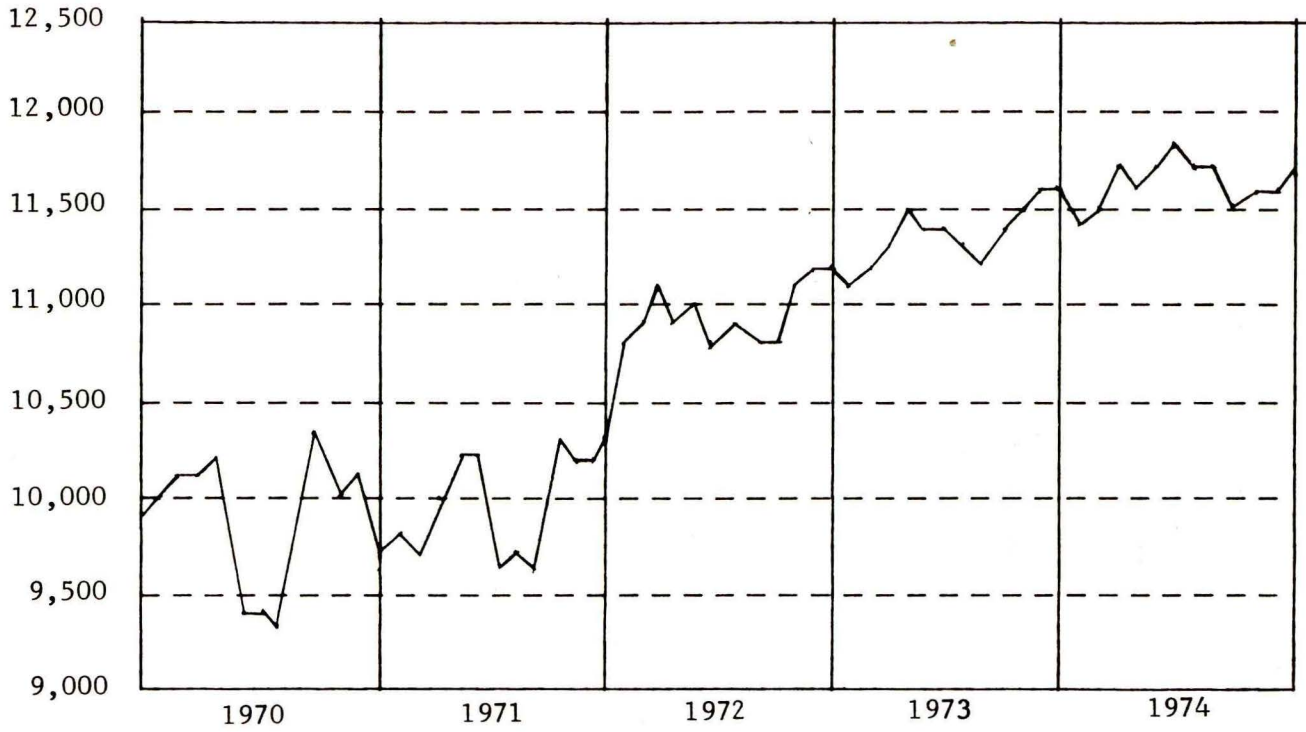
Graph VII
Retail Trade Employment



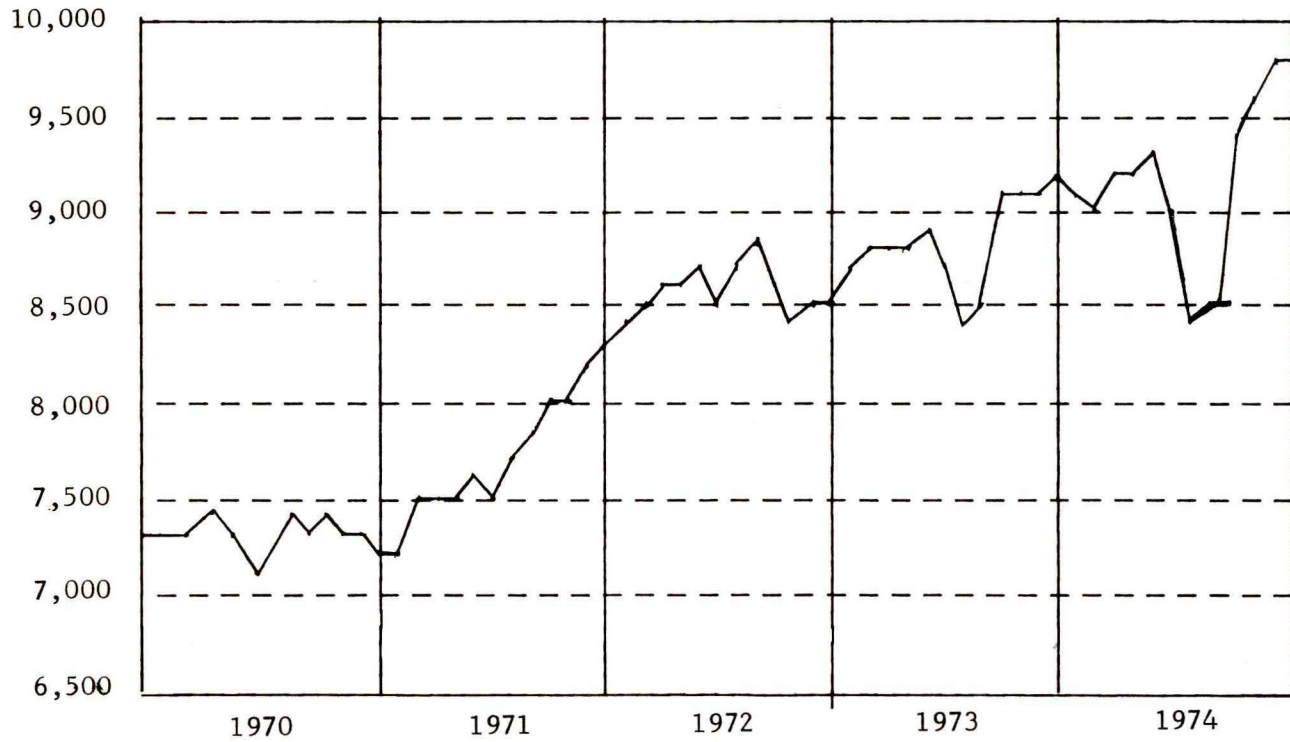
Graph VIII
Finance, Insurance, & Real Estate
Employment



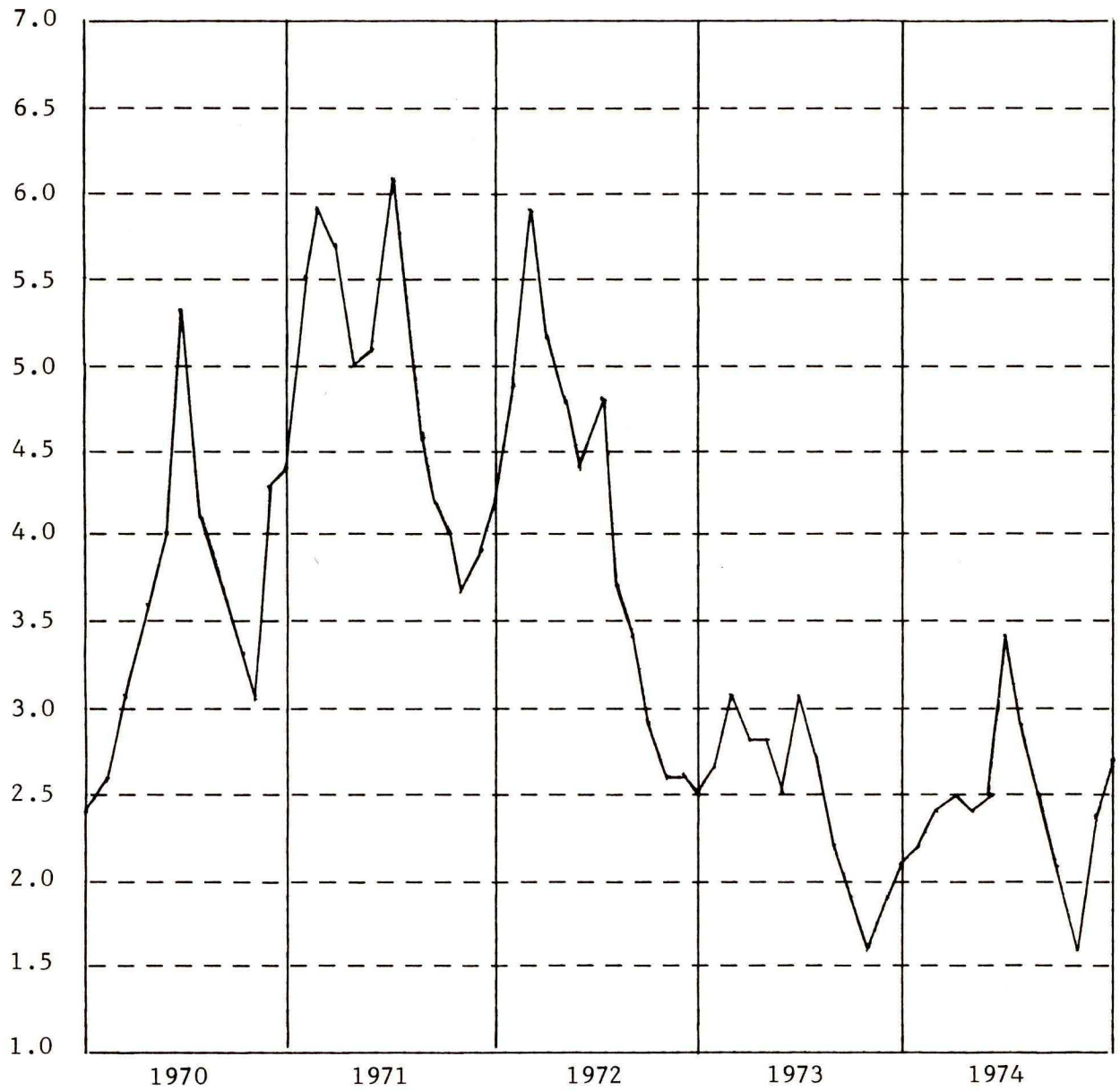
Graph IX
Service Employment



Graph X
Government Employment



Graph XI
Unemployment Rate
Cedar Rapids Area
1970--1974



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