



MEDIA RELEASE

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Major Expansion Growth in Dubuque Area Laborforce: New Information Illustrates Potential Workforce

DUBUQUE, IOWA — The new 2006 Laborshed Analysis shows the potential workforce for the Greater Dubuque area has increased by more than 72,000 people in just 2 years.

A laborshed is defined as the area from which a community draws its workforce. The latest analysis demonstrates that 199,187 potential employees live within the boundaries of Dubuque's laborshed—an increase from a potential workforce of 127,049 in 2004.

Other findings from the survey indicate that while the concentration of workers has grown, the total area of Dubuque's laborshed has decreased in size, meaning that employees are not driving as far for employment in Dubuque as they have in the past. In addition, more job seekers are turning to the internet to locate opportunity with accessdubuquejobs.com and monster.com as the web sites most frequently used within the laborshed.

Greater Dubuque Development completes this analysis every two years from survey data collected, compiled and analyzed by Iowa Workforce Development. The information gathered is used to measure the changes and trends of our area workforce and well as to assist our employers and prospects identify potential employees or overcome challenges when recruiting staff.

A Laborshed Executive Summary and the complete Laborshed Analysis can be found on Greater Dubuque Development's web site: www.greaterdubuque.org. These documents include workforce characteristics, maps, averages wages, desired benefits, and more. Other information is also available that specifically profiles a single industry or an industry cluster.