

Story County, IA Laborshed Analysis



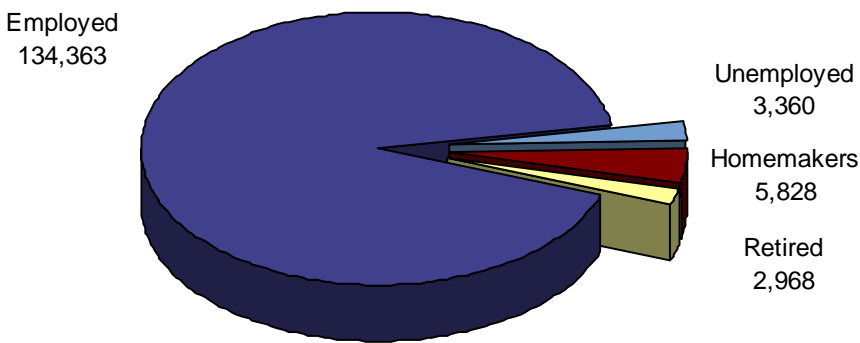
A Study of Workforce Characteristics
Released August 2007

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 Story County 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. *See contact information on back.*

Total Potential Labor Force: 385,292 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (146,519)



Quick Facts:

(Employed - willing to change employment)

- 12.7% are working multiple jobs;
- Currently working an average of 43 hours per week;
- Average age is 41 years old;
- 36.4% currently working in professional, paraprofessional, or technical occupations followed by 17.5% in production, construction, or material handling occupations;
- Most frequently identified job search sources:
 - Internet
 - www.monster.com
 - www.careerbuilder.com
 - Local/Regional newspapers
 - Networking through friends, family, or acquaintances
 - Local Iowa Workforce Development Centers

Underemployment:

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; 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.

- 1.2% Low income (1,612 people)
- 1.7% Inadequate hours (2,284 people)
- 3.7% Mismatch of skills (4,971 people)
- 5.5% Total estimated underemployment (7,390 people)

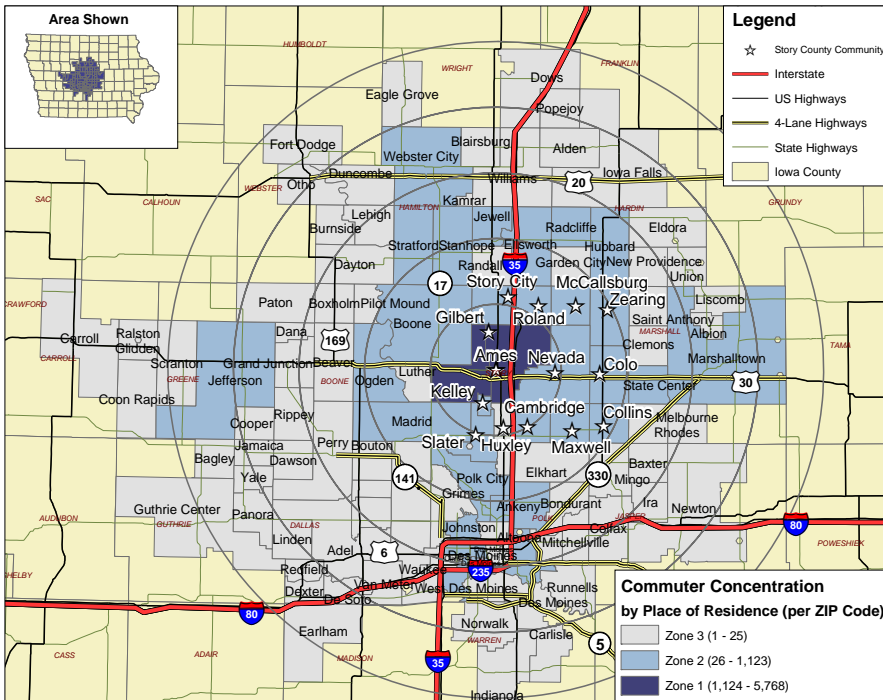
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	17.3%	58,406
Finance, Insurance, & Real Estate	13.5%	45,577
Health Care & Social Services	11.6%	39,163
Wholesale & Retail Trade	10.8%	36,462
Public Administration & Government	8.5%	28,697
Professional Services	8.5%	28,697
Manufacturing	7.8%	26,333
Transportation, Communication, & Utilities	7.2%	24,308
Construction	5.9%	19,919
Agriculture	3.8%	12,829
Personal Services	3.0%	10,128
Entertainment & Recreation	1.1%	3,714

Survey respondents from the Story County 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 as shown in the table at left.

Story County Commuting Area



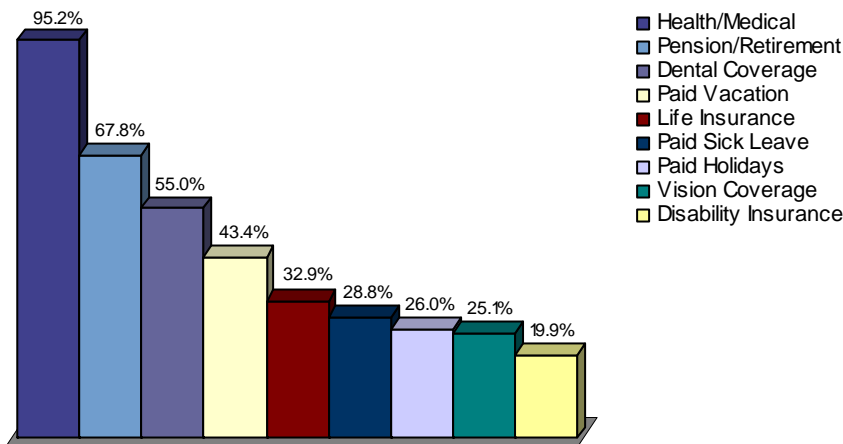
Commuting Statistics

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

Those who are willing to change employment in the Story County Laborshed area are willing to commute an average of 20 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 (74.5%) of respondents are currently sharing the cost of premiums with the employer. However, 19.7 percent of the employers in the area pay the entire cost of insurance premiums as a benefit for their employees.

Education and Median Wage Characteristics by Industry

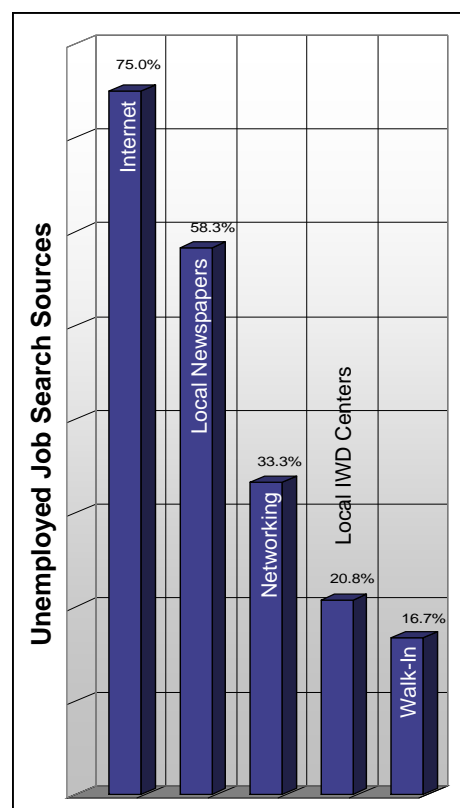
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	59.1%	4.5%	40.8%	\$50,000	\$13.50
Construction	58.8%	17.6%	14.7%	\$57,500	\$21.00
Manufacturing	62.0%	12.0%	24.0%	\$60,000	\$15.00
Transportation, Communication, & Utilities	63.6%	6.8%	29.6%	\$52,500	\$14.50
Wholesale & Retail Trade	67.2%	21.9%	21.9%	\$52,500	\$9.00
Finance, Insurance, & Real Estate	84.2%	7.9%	54.0%	\$50,000	\$13.65
Health Care & Social Services	83.3%	25.0%	40.3%	\$55,000	\$17.15
Personal Services	71.4%	4.8%	38.1%	\$25,500	\$10.00
Entertainment & Recreation	50.0%	12.5%	*	\$34,000	*
Professional Services	84.6%	9.6%	46.1%	\$50,000	\$11.25
Public Administration & Government	82.0%	10.0%	46.0%	\$49,000	\$18.60
Education	92.9%	5.1%	77.6%	\$43,000	\$12.00

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 3,360 unemployed individuals are willing to accept employment;
- Average age is 39 years old;
- Education:
 - 52.0% have an education beyond high school
 - 16.0% have an associate degree
 - 12.0% have an undergraduate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.60 to \$11.00/hr. with a median of the lowest wage of \$9.00/hr.;
- Willing to commute an average of 23 miles one way for the right opportunity;
- 60.0% expressed interest in seasonal and 64.0% in temporary employment opportunities;
- 52.0% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Paid vacation
 - Pension/retirement options
 - Dental coverage
 - Paid holidays
 - Paid sick leave
 - Life insurance
 - Disability insurance
- 77.3% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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