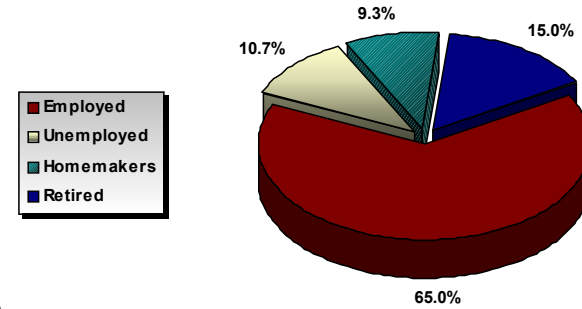


All of the information reported in this brochure reflects answers collected from either survey respondents or population estimates, ages 18-69, living in the Laborshed. For additional labor market information, visit the Iowa Workforce Development Web site at:

WWW.IOWAWORKFORCE.ORG



NOT CURRENTLY EMPLOYED

Includes those in the Story County area who stated they are either Unemployed, Homemakers or Retired Persons who are willing to re-enter the workforce.

UNEMPLOYED:

- ⇒ An estimated 5,337 unemployed are willing to accept employment;
- ⇒ 49.0 percent are female and 51.0 percent male;
- ⇒ Median age is 38 years, 49.0 percent of the unemployed are age 18 to 34 years;
- ⇒ 50.9 percent have been unemployed less than one year;
- ⇒ Willing to commute an average of 25 miles one way;
- ⇒ Have an estimated wage threshold of \$9.44 to \$10.00 per hour;
- ⇒ 78.5 percent have post high school education, 39.2 percent have an undergraduate degree;
- ⇒ Have experience in professional, paraprofessional, technical, clerical and administrative support occupations;
- ⇒ Sources for seeking employment include: local newspapers, Internet, Iowa Workforce Development Centers, and through networking.

HOMEMAKERS:

- ⇒ An estimated 1,864 homemakers are willing to accept employment;
- ⇒ Have prior work experience in clerical/administrative support and service occupations;
- ⇒ 66.7 percent have education/training beyond high school;
- ⇒ Median age is 44 years;
- ⇒ Willing to commute an average of 23 miles one way for employment;
- ⇒ Have an estimated wage threshold of \$9.90 to \$10.00 per hour;
- ⇒ Very interested in cross training, job teams, and job sharing work environments;
- ⇒ Looking for employment opportunities in local newspapers, regional newspapers, the Internet, and through networking;
- ⇒ Obstacles to employment include: child care or other family-related reasons.

RETIRED PERSONS (38-69 YEARS OF AGE):

- ⇒ An estimated 2,361 retired people are willing to accept employment;
- ⇒ Willing to commute an average of 17 miles one way;
- ⇒ Have an estimated wage threshold of \$10.00 to \$11.50 per hour;
- ⇒ Over half (57.9%) have some education beyond high school;
- ⇒ Looking for part-time, seasonal, and temporary employment opportunities;
- ⇒ Looking for occupations which include community involvement and flexibility;
- ⇒ Primary sources for seeking employment are local newspapers, the Internet, and Iowa Workforce Development Centers.

This information is compiled by the Workforce Research Bureau of Iowa Workforce Development (IWD).
1000 E. Grand Avenue, Des Moines, Iowa 50319-0209, (515) 281-4896.

Laborshed Survey & Analysis 2003

prepared for

Story County Economic Development Group



Sponsored in partnership



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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 Area Laborshed, information from local and state sources was aggregated and plotted for geographic analysis (see map at right).

POTENTIAL LABORFORCE	
61, 156	
ESTIMATED NUMBER OF INDIVIDUALS VERY LIKELY OR SOMEWHAT LIKELY TO CHANGE OR ACCEPT EMPLOYMENT	
Employed	15,230
Unemployed	5,337
Homemakers	1,864
Retirees	2,361
Total	24,792

Median Wages (All Employed):

Wages can be a deciding factor in order for some to consider changing or entering into employment. Are your wages competitive?

Industry	Median Wage
Agriculture	\$11.00
Construction	\$16.00
Manufacturing	\$12.99
Transportation, Communication, Public Utilities	\$18.26
Wholesale Trade	\$9.00
Retail Trade	\$8.05
Finance, Insurance, Real Estate & Professional Services	\$10.00
Health Care/Social Services	\$14.88
Entertainment & Recreational Services	\$10.22
Public Administration, Government	\$14.40

Educational Degrees/Fields of Study/Certifications/Vocational Trades:

Field of Study	% of Laborshed
Computer Applications (AA)	1.9%
Medical Technical	7.5%
Business Administrative Support	12.1%
Trade	1.9%
General/Liberal Arts	9.3%
Information Technology	3.7%
Medical Professional	1.9%
Business/Public Administration/Marketing	16.8%
Social Sciences (BA/BS)	11.2%
Education	17.8%
Engineering/Architecture	5.6%
Agriculture	4.7%
Science/Math	5.6%

Out-commuters:

Several residents who live in the Story County area commute outside the area for employment (33.6%). This group currently commutes to Des Moines, Boone, and other surrounding cities for employment. They are primarily employed in professional occupations. The out-commuters of Ames represent an educated, skilled group of available labor. Additional characteristics for out-commuters in the Ames area:

- ⇒ One-third (36.2%) of those commuting out of Ames for employment are willing to change employment;
- ⇒ Education levels: most (91.5%) have education/technical training beyond high school, 76.6% have a college degree;
- ⇒ Median current salary: \$45,000 per year;
- ⇒ Median desired salary: \$38,500 per year;
- ⇒ Out-commuters are willing to travel an average of 32 miles one way.

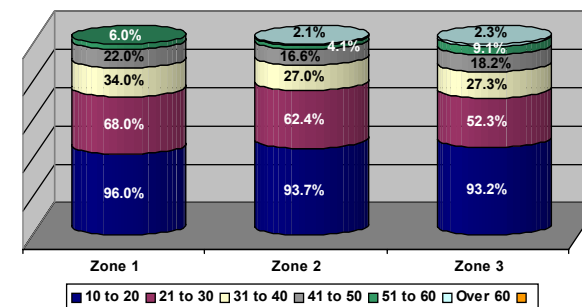
Highlights:

Who's in the Story County area?

- ⇒ Trained and educated (75.7% have education/training beyond high school) employed workforce;
- ⇒ College educated (43.1% have obtained an undergraduate or graduate degree);
- ⇒ Employed are multi-task oriented and open to various different routines ranging from frequently changing to set tasks;
- ⇒ The employed are interested in cross-training and job team work environments;
- ⇒ 16.6 percent of those surveyed are currently employed by two or more employers.

For more information contact:
 Story County Economic Development
 1601 Golden Aspen Dr., Ste. 110
 Ames, IA 50010
 (515) 232-2310
 Web site: www.storycounty.com

Aggregated Commuting Distances by Zone:



Commuting Statistics:

The employed willing to change employment residents of the Story County area are willing to commute great distances for the right employment opportunity.

- ⇒ Zone 1 residents are willing to commute an average of 31 miles one way;
- ⇒ Zone 2 residents are willing to commute an average of 29 miles one way;
- ⇒ Zone 3 residents are willing to travel an average of 28 miles one way;

Overall, 61.3 percent of the employed are willing to commute more than 21 miles one way.

Where do the Story County applicants look for employment opportunities?

Local newspapers, the Internet, regional newspapers, Iowa Workforce Development Centers, and through networking.

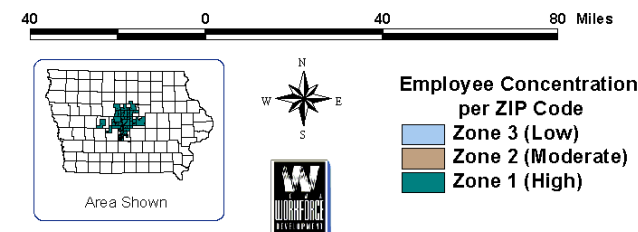
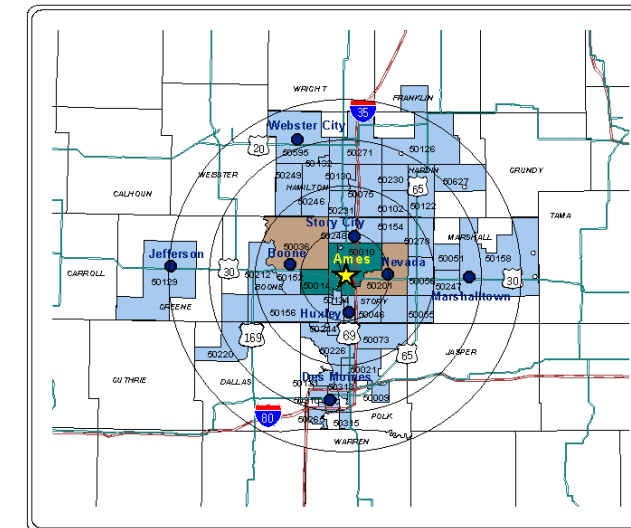
Underemployed:

This group of available labor in the Story County area is comprised of those individuals who are underemployed due to inadequate hours (those working less than 35 hours/week but desiring more hours), low income (those working at wages equal to or less than the national poverty level), and mismatch of skills (those who are working in positions that do not meet their skill or education levels or worked for higher wages at a previous employment). Therefore, individuals may be underemployed for more than one reason; however, they are only counted once.

- ⇒ 3.2 percent (approximately 487 people) are underemployed due to inadequate hours;
- ⇒ 7.0 percent (approximately 1,066 people) are underemployed due to a mismatch of skills;
- ⇒ 1.0 percent (approximately 152 people) are underemployed due to low income;
- ⇒ Wage threshold is \$10.00 to \$11.00 per hour;
- ⇒ 79.7 percent have education/training beyond high school, with 39.0 percent having obtained an undergraduate or graduate degree;
- ⇒ Willing to commute 29 miles one way.

The underemployed in the Story County area represent an underutilized segment of the workforce population that tend to be higher educated and possess a greater desire to change employment.

Survey Zones by ZIP Code Ames/Story County Laborshed



What benefits influence the decision to change employment?

- ⇒ Medical health insurance
- ⇒ Vacation
- ⇒ Pension/retirement
- ⇒ Sick leave

If the employer offered cost-shared medical coverage 77.3 percent of the employed would be influenced to change employment.