



Laborshed Survey & Analysis 2005

Prepared for

**Story County Economic
Development Group**

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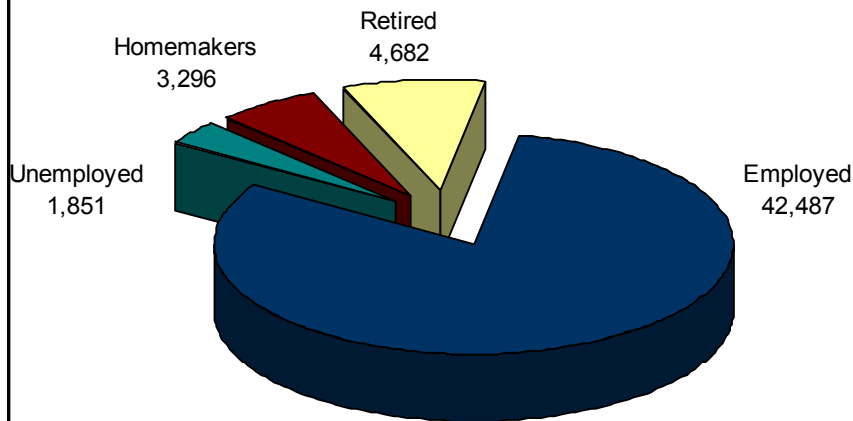


LABOR AVAILABILITY FACTS

What is a Laborshed?

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. The total potential labor force in the Story County Laborshed area is 335, 964.

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (52,316)



Quick Facts:

(Employed - willing to change employment)

- * 9.4% are working multiple jobs;
- * Currently working an average of 40 hours per week;
- * Average age is 39 years old;
- * 37.2% are currently working in professional, paraprofessional, or technical occupations, followed by 16.8% in production, construction, or material handling;
- * Most frequently identified job search sources:
 - * Internet
 - * Local newspapers
 - * 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.

- * 2.3% Inadequate hours
- * 1.1% Low income
- * 3.6% Mismatch of skills
- * 6.0% Total estimated regional underemployment

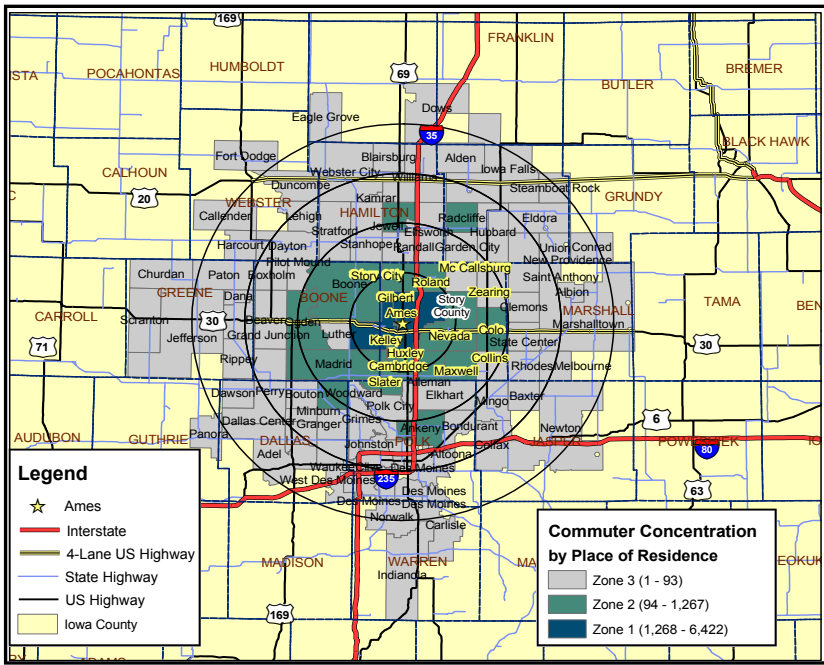
Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.

Industrial Classification of the Employed

Industry	% of Laborshed
Education	21.6%
Wholesale & Retail Trade	13.4%
Health Care & Social Services	11.6%
Government & Public Administration	9.2%
Manufacturing	9.2%
Entertainment, Recreation, & Personal Services	7.9%
Finance, Insurance, & Real Estate	7.1%
Transportation, Communication, & Utilities	5.7%
Agriculture, Forestry, & Mining	4.7%
Construction	4.5%
Professional Services	4.1%

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

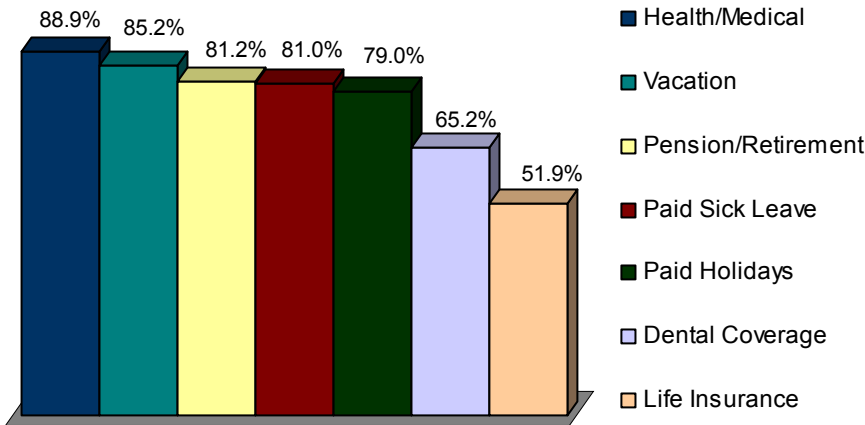


Commuting Statistics

Those who are willing to change employment in the Story County Laborshed area are willing to commute an average of 25 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 seven benefits shown.

The majority (77.2%) of respondents are currently sharing the cost of premiums with the employer. However, there is a small portion (17.3%) of the employers in the area that pay the entire cost of insurance premiums as a benefit for their employees.

Education and Current Median Wage Characteristics by Industry

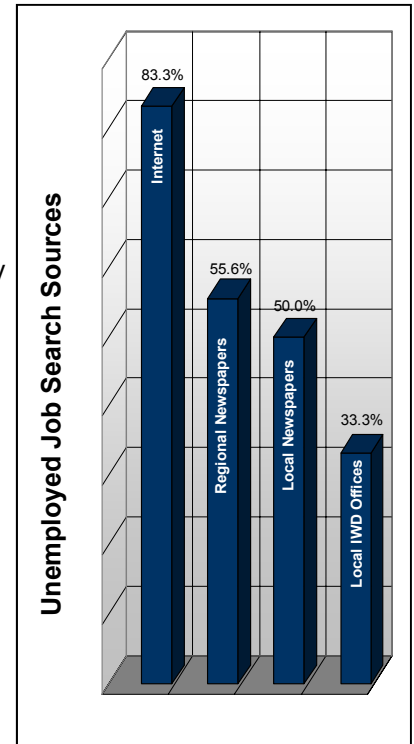
Industry	Education			Median Wages (Overall)	
	Some Level Beyond High School	Undergraduate Degree	Postgraduate Degree	Salary Wages	Non-Salary Wages
Agriculture	59.3%	37.0%	18.5%	\$60,000/yr	\$14.00/hr
Construction	52.0%	20.0%	4.0%	\$45,000/yr	\$14.30/hr
Manufacturing	63.3%	16.7%	1.7%	\$45,000/yr	\$13.42/hr
Transport., Comm., & Utilities	60.5%	13.2%	5.3%	\$60,000/yr	\$11.50/hr
Wholesale/Retail Trade	64.5%	24.1%	1.3%	*	\$9.00/hr
Finance, Insurance, & Real Estate	78.6%	54.7%	7.1%	\$43,500/yr	\$13.00/hr
Health Care & Social Services	85.1%	48.7%	14.9%	\$50,000/yr	\$12.00/hr
Personal Services	74.0%	38.0%	6.0%	\$18,000/yr	\$10.00/hr
Professional Services	68.2%	45.5%	9.1%	\$75,000/yr	\$13.00/hr
Public Admin./Government	74.0%	48.0%	12.0%	\$46,000/yr	\$18.00/hr
Education	93.4%	80.2%	43.8%	\$42,500/yr	\$10.00/hr

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

*Insufficient survey data

Unemployed - Those Willing to Enter/Re-enter Employment:

- * An estimated 1,851 unemployed individuals are willing to accept employment;
- * Average age is 36 years old;
- * Education:
 - 83.3% have some post high school education
 - 39.0% have an undergraduate degree
 - 5.6% have a postgraduate degree
- * Estimated wage range to attract the upper 66-75% of the most qualified hourly wage applicants is \$10.00 to \$10.50/hr. with a median wage of \$8.75/hr.;
- * Willing to commute an average of 28 miles one way for the right opportunity;
- * 55.6% expressed interest in seasonal and 66.7% in temporary employment opportunities;
- * Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance
 - Pension/retirement options
 - Paid holidays
 - Dental coverage
 - Paid sick leave
- * 80.0% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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This information is analyzed and compiled by the
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