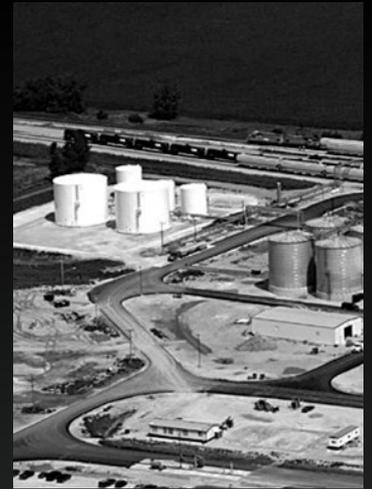


STORY COUNTY IOWA



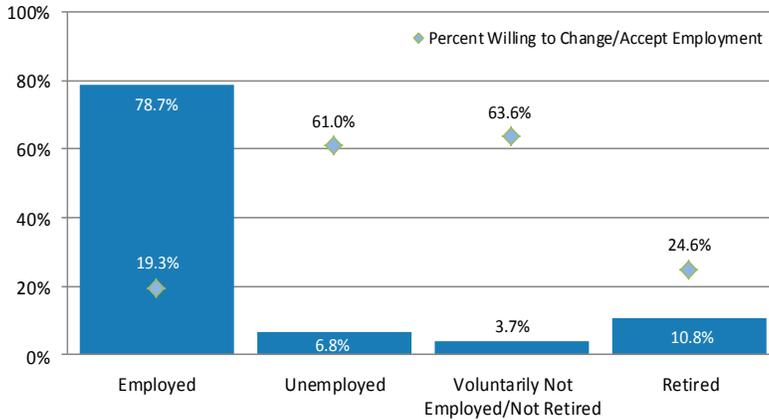
LABORSHED ANALYSIS

A STUDY OF WORKFORCE CHARACTERISTICS
RELEASED JULY 2013

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.

Employment Status*



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

Total Potential Labor Force: 444,455 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (93,463)

- 77,074 Employed
- 2,695 Unemployed
- 3,897 Voluntarily Not Employed/Not Retired
- 9,797 Retired

Underemployment

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

- 0.7% Inadequate hours (540 people)
- 2.5% Mismatch of skills (1,927 people)
- 0.5% Low income (385 people)
- 3.3% Total estimated underemployment (2,543 people)

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

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Education	27.7%	96,891	84.8%	13.2%	0.8%
Healthcare & Social Services	11.5%	40,225	91.7%	22.7%	2.1%
Manufacturing	11.0%	38,476	72.4%	19.0%	10.3%
Finance, Insurance & Real Estate	10.2%	35,678	84.8%	25.6%	4.3%
Wholesale & Retail Trade	9.4%	32,880	72.0%	25.0%	14.0%
Public Administration & Government	9.2%	32,180	77.8%	14.3%	2.2%
Professional Services	7.9%	27,633	78.9%	20.0%	10.5%
Personal Services	4.2%	14,691	94.1%	31.3%	5.9%
Transportation, Communication & Utilities	4.2%	14,691	61.5%	25.0%	7.7%
Construction	2.6%	9,094	58.8%	30.0%	17.6%
Agriculture, Forestry & Mining	1.8%	6,296	87.5%	0.0%	0.0%
Active Military Duty	0.3%	1,049	*	*	*
Entertainment & Recreation	*	*	*	*	*

* Insufficient survey data/refused

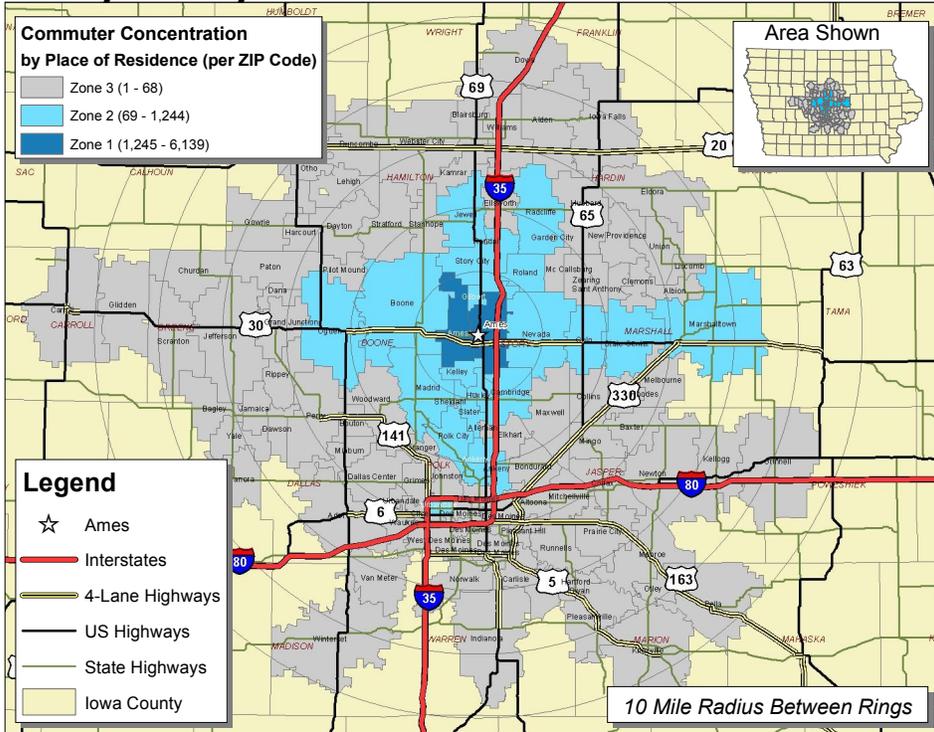
Survey respondents from the Story County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the education industry.

Quick Facts

(Employed - willing to change employment)

- 11.0% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 51 years old
- 37.8% currently working within the professional, paraprofessional & technical occupational category followed by 20.0% within the clerical occupational category
- Most frequently identified job search sources:
 - Internet - 87.8%
 - www.careerbuilder.com
 - www.monster.com
 - www.iowajobs.org
 - Local/Regional newspapers - 30.0%
 - The Des Moines Register
 - Networking through friends, family and acquaintances - 27.8%
 - Local IowaWORKS Centers - 12.2%

Story County Laborshed Area



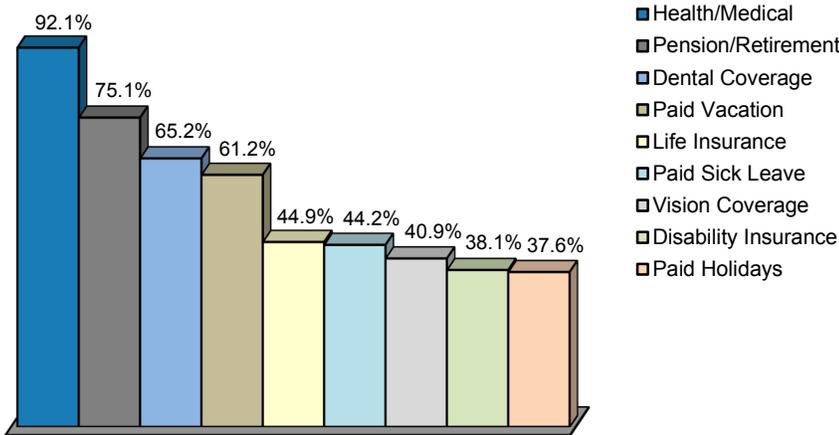
Commuting Statistics

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

Those who are willing to change/accept 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 nine benefits are shown.

The majority (76.1%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 16.3 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

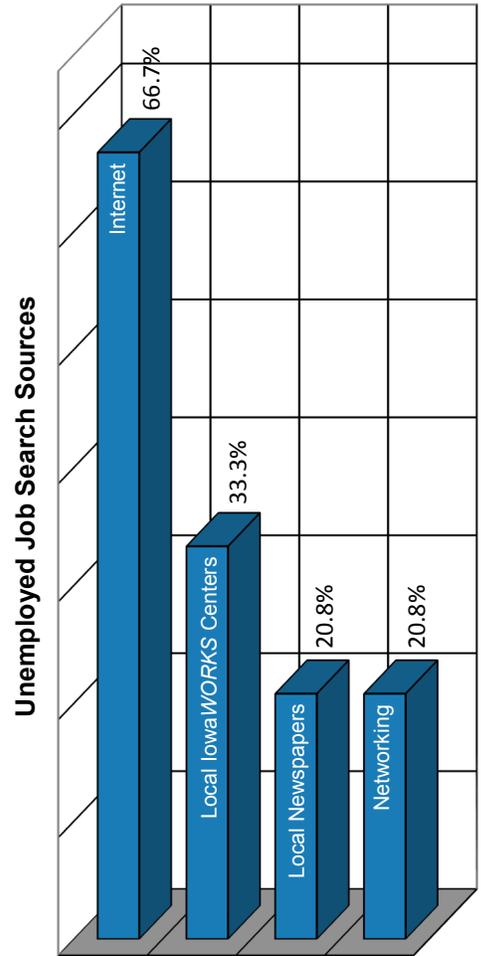
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	*	*	*	*	*
Construction	94.1%	23.5%	35.3%	*	\$27.00
Manufacturing	77.6%	12.1%	43.1%	\$80,000	\$17.00
Transportation, Communication & Utilities	69.2%	7.7%	38.4%	\$50,000	\$23.00
Wholesale & Retail Trade	66.0%	12.0%	38.0%	\$51,000	\$11.38
Finance, Insurance & Real Estate	95.7%	8.7%	69.6%	\$70,000	\$13.00
Healthcare & Social Services	81.2%	16.7%	52.2%	\$62,500	\$16.75
Personal Services	94.1%	11.8%	47.0%	\$61,500	*
Entertainment & Recreation	*	*	*	*	*
Professional Services	81.6%	13.2%	44.7%	\$50,000	\$16.50
Public Administration & Government	88.9%	13.3%	64.5%	\$84,000	\$30.00
Education	95.2%	5.6%	82.4%	\$60,000	\$12.50

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 2,695 unemployed individuals are willing to accept employment
- Average age is 43 years old
- 64.0% are male; 36.0% are female
- Education:
 - 60.0% have an education beyond high school
 - 16.0% have an associate degree
 - 16.0% have an undergraduate degree
 - 4.0% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.18 to \$11.25/hr. with a median of the lowest wage of \$10.00
- Willing to commute an average of 29 miles one way for the right opportunity
- 68.0% expressed interest in temporary and 60.0% in seasonal employment opportunities
- 68.0% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 95.5%
 - Dental coverage - 40.9%
 - Vision coverage - 27.3%
 - Paid holidays - 18.2%
 - Paid vacation - 18.2%
 - Prescription drug coverage - 18.2%
 - Paid sick leave - 13.6%
 - Pension/retirement options - 13.6%
 - Disability insurance - 9.1%
 - Life insurance - 9.1%
- 70.0% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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