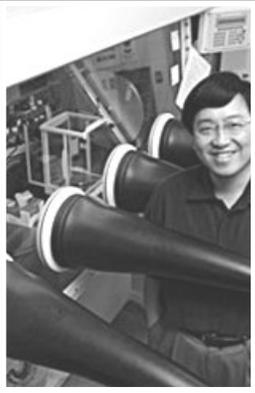
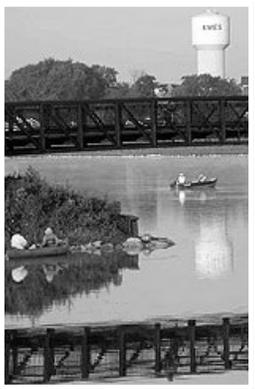


# STORY COUNTY



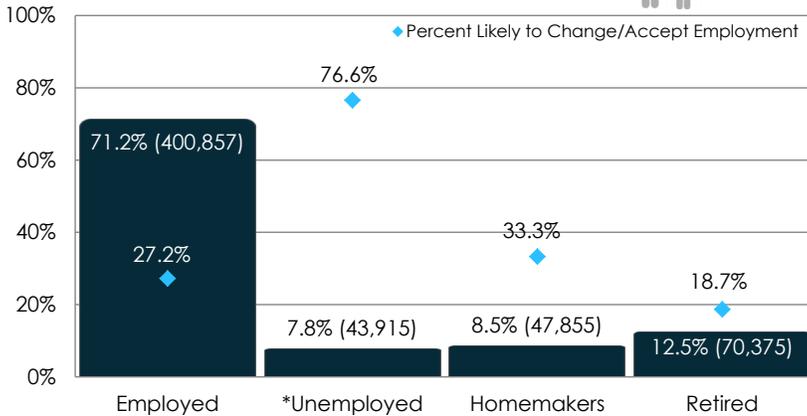
# 2016

# LABORSHED ANALYSIS

# STORY COUNTY LABORSHED ANALYSIS

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Story County Laborshed area.

## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*



\*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.

Estimated Population 18-64: 563,002 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Ames (108,214):

- 99,836 Employed
- 2,058 Unemployed
- 3,000 Homemakers
- 3,320 Retired

## EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- 23.0% are actively seeking new employment
- 19.1% are working multiple jobs
- Currently working an average of 40 hrs/week
- Average age is 46 years old
- 44.8% currently working within the professional, paraprofessional & technical occupational category followed by 18.1% within the clerical occupational category
- Most frequently identified job search resources:

www.indeed.com  
www.careerbuilder.com  
www.monster.com

Internet, 78.6%

Newspapers, 17.9%

Ames Tribune  
The Des Moines Register  
The Messenger - Fort Dodge

Networking, 10.7%

IowaWORKS Centers, 9.8%



## UNDEREMPLOYMENT



	Underemployment	
	% Underemployed	Estimated Underemployed
Inadequate Hours	1.8%	1,797
Mismatch of Skills	4.5%	4,493
Low Income	1.0%	998
†Total Underemployment	6.7%	6,689

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

The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and work 35 or more hours per week.

## EMPLOYMENT LEVELS AND STATUS BY INDUSTRY

Industry	Industry % of Employed	Estimated # of Employed	% Employed within the Industry	% Likely to Change Employment	% Unemployed* within the Industry
Education	17.3%	69,348	70.9%	29.2%	2.9%
Finance, Insurance & Real Estate	15.4%	61,732	80.2%	32.3%	8.6%
Healthcare & Social Services	12.6%	50,508	75.7%	25.5%	2.9%
Wholesale & Retail Trade	12.6%	50,508	65.4%	35.8%	12.3%
Public Administration & Government	9.3%	37,280	73.6%	15.4%	5.7%
Manufacturing	8.3%	33,271	66.0%	25.7%	15.1%
Professional Services	7.4%	29,663	72.1%	48.4%	7.0%
Transportation, Communication & Utilities	5.0%	20,043	61.8%	20.0%	2.9%
Construction	4.8%	19,241	80.0%	5.0%	12.0%
Personal Services	4.0%	16,034	63.0%	29.4%	11.1%
Agriculture, Forestry & Mining	2.1%	8,418	90.0%	0.0%	10.0%
Entertainment & Recreation	1.0%	4,009	**	**	**
Other	0.2%	802	**	**	**

\*\* 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.

## COMMUTING STATISTICS



The map at the right represents the concentration of those who are likely to commute into Ames from their home ZIP for an employment opportunity.

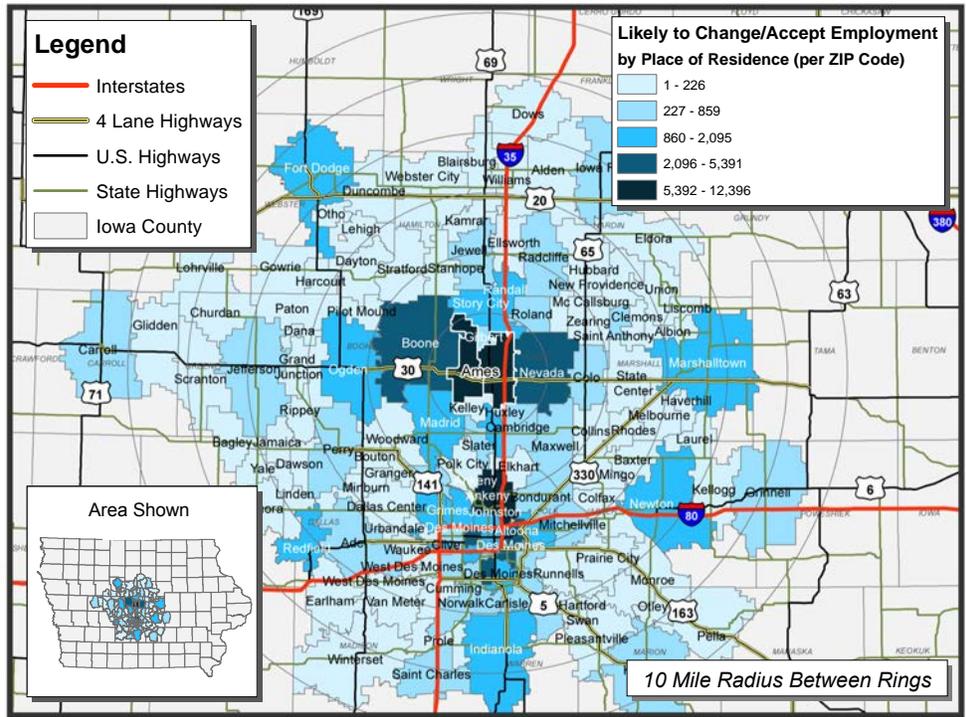
Those who are likely to change/accept employment in the Story County Laborshed area are willing to commute an average of 21 miles one-way for employment opportunities.

The out commute for Ames is estimated at 15.4 percent—approximately 5,663 people living in Ames work in other communities.

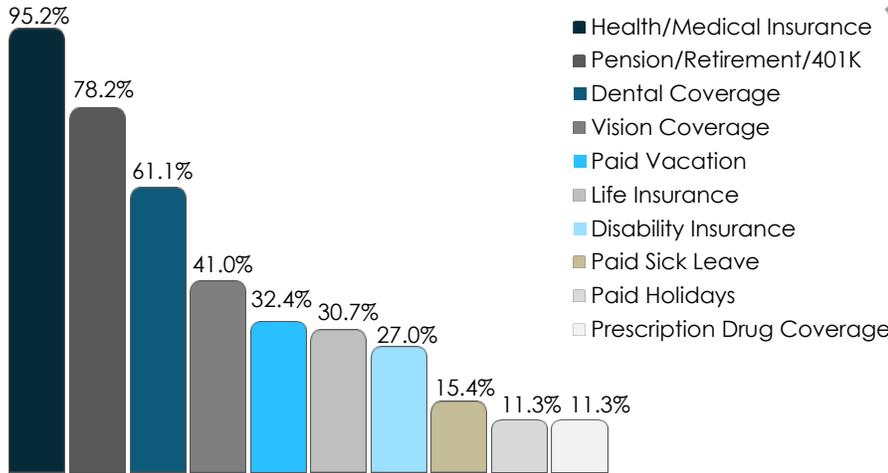
Most of those who are out commuting are working in Boone, Des Moines, Huxley or Nevada.

One-third (33.3%) of out commuters are likely to change employment (approximately 1,886 people).

## CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN AMES



## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED



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 full-time.

The majority (77.8%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 11.9 percent indicate their employer pays the entire cost of insurance premiums.

## EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY



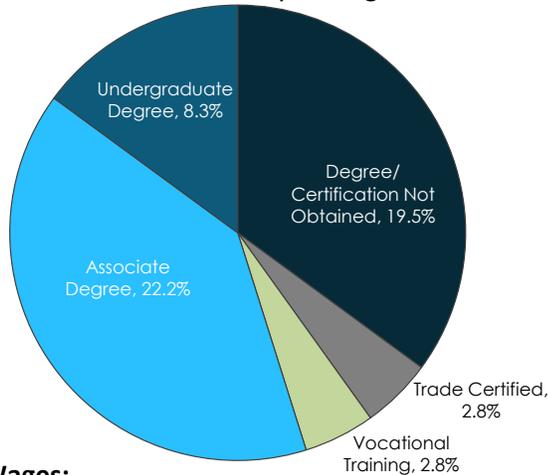
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Annual Salary	Hourly Wage
Agriculture, Forestry & Mining	80.0%	30.0%	10.0%	**	**
Construction	68.0%	12.0%	28.0%	\$70,000	\$23.00
Education	88.2%	6.9%	78.4%	\$60,000	\$12.50
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance & Real Estate	88.9%	9.9%	64.1%	\$71,000	\$19.00
Healthcare & Social Services	90.0%	24.3%	44.3%	\$53,000	\$20.00
Manufacturing	71.7%	24.5%	32.1%	\$78,500	\$16.75
Personal Services	81.5%	29.6%	40.7%	\$40,000	\$10.63
Professional Services	86.0%	16.3%	60.4%	\$75,000	\$17.52
Public Administration & Government	94.1%	21.6%	51.1%	\$68,500	\$28.00
Transportation, Communication & Utilities	88.2%	14.7%	35.3%	\$120,000	\$18.12
Wholesale & Retail Trade	65.0%	12.5%	31.3%	\$70,000	\$10.00

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

\*\*Insufficient survey data/refused

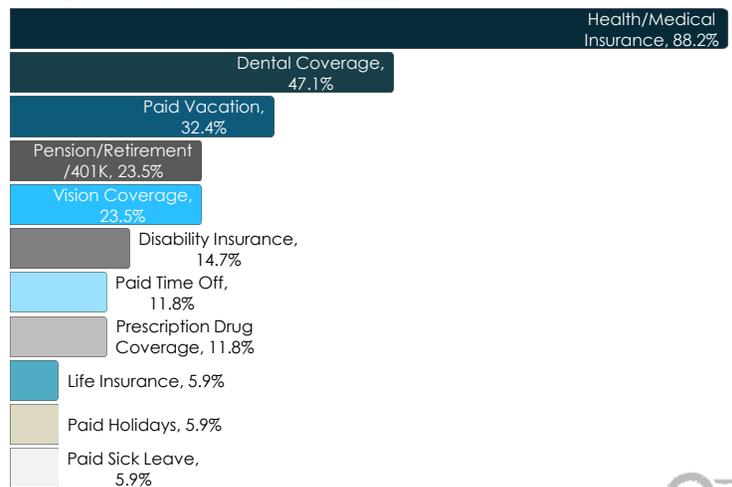
## UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 36.1% are actively seeking employment
- An estimated 2,058 unemployed individuals are likely to accept employment in Ames.
- Average age is 46 years old
- 61.1% are female; 38.9% are male
- **Education:**
  - 55.6% are educated beyond high school

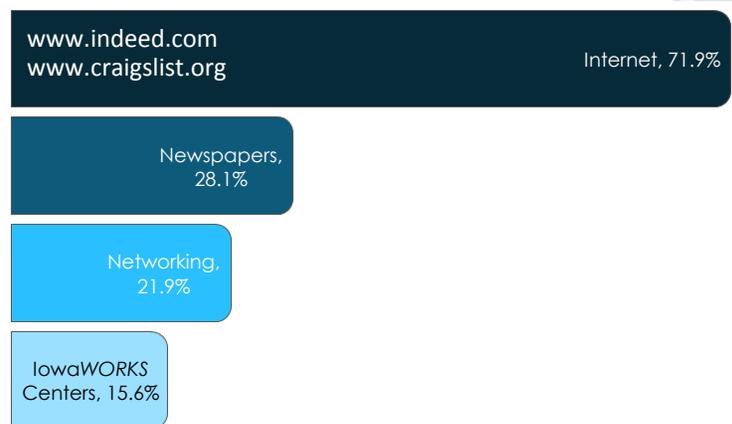


- **Wages:**
  - \$14.80/hr - to attract 66% of applicants
  - \$15.00/hr - to attract 75% of applicants
  - \$12.00/hr - lowest median wage willing to accept
- Willing to commute an average of 20 miles one way for the right opportunity
- 72.2% expressed interest in seasonal and 69.4% in temporary employment opportunities
- 41.7% expressed interest in working varied shifts

## DESIRED BENEFITS



## TOP UNEMPLOYED JOB SEARCH RESOURCES



## SPONSORED IN PARTNERSHIP WITH:



## FOR MORE INFORMATION REGARDING THE STORY COUNTY LABORSHED ANALYSIS, CONTACT:

Ames Economic Development Commission  
 304 Main St  
 Ames, IA 50010  
 Phone: 515-232-2310  
 Fax: 515-233-3203  
 Email: dan@ameschamber.com  
 www.amesedc.com

Nevada Economic Development Council  
 P.O. Box 157  
 Nevada, IA 50201  
 Phone: 515-382-1430  
 Email: lschiltz@iowatelecom.net  
 www.nevadaiaowaedc.com