



# STORY COUNTY

*Laborshed Analysis*

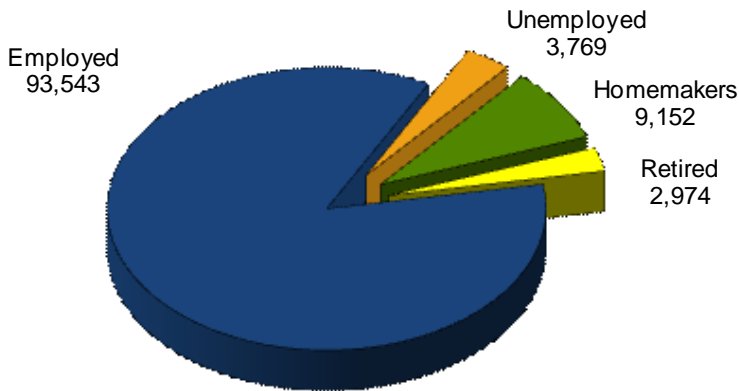
A Study of Workforce Characteristics  
*Released July 2009*

# 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: 407,463 (entire Laborshed Area)**

**Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (109,438)**



## Quick Facts:

(Employed - willing to change employment)

- 9.4% are working multiple jobs;
- Currently working an average of 41 hours per week;
- Average age is 45 years old;
- 34.8% currently working within the professional, paraprofessional, & technical occupational category followed by 20.9% within the production, construction, & material handling occupational category;
- Most frequently identified job search sources:
  - Internet
    - [www.careerbuilder.com](http://www.careerbuilder.com)
    - [www.monster.com](http://www.monster.com)
  - Local/Regional newspapers
    - *The Des Moines Register*
    - *The Daily Tribune - Ames*
  - Networking through friends, family, and 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.

- 1.3% Inadequate hours (1,216 people)
- 2.3% Mismatch of skills (2,151 people)
- 0.8% Low income (748 people)
- 4.3% Total estimated underemployment (4,022 people)

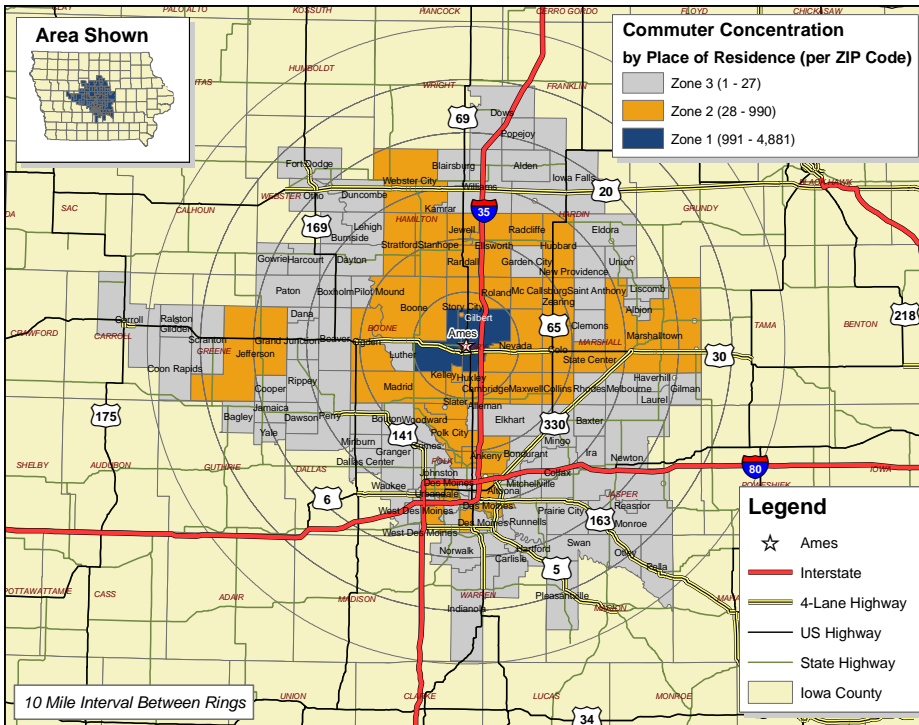
*Individuals may be underemployed for more than one reason; but are only counted once for total estimated underemployment.*

## Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed
Education	18.0%	60,142
Health Care & Social Services	13.5%	45,106
Wholesale & Retail Trade	12.5%	41,765
Finance, Insurance, & Real Estate	12.0%	40,094
Manufacturing	10.2%	34,080
Public Administration & Government	8.5%	28,400
Transportation, Communication, & Utilities	6.2%	20,715
Personal Services	5.2%	17,374
Professional Services	4.7%	15,704
Construction	3.0%	10,024
Other (Military, Nonprofit, etc.)	2.5%	8,353
Agriculture	2.0%	6,682
Entertainment & Recreation	1.7%	5,680

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



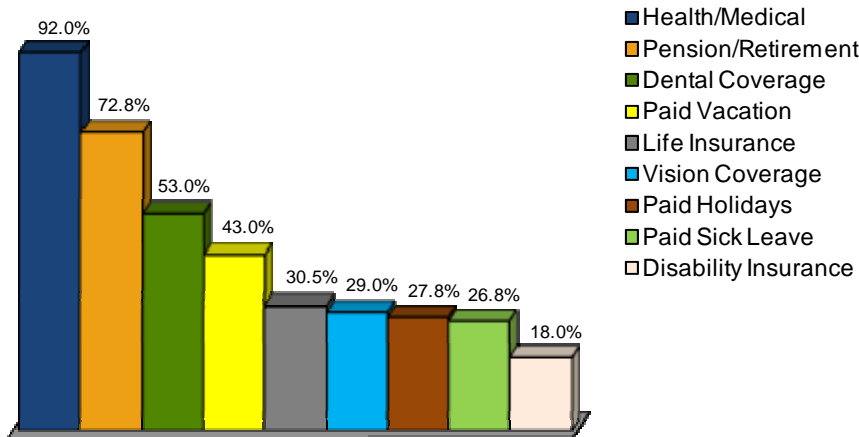
## Commuting Statistics

The map at the left represents commuting patterns into Ames 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 23 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 (72.4%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 22.7 percent indicate their employer pays the entire cost of insurance premiums.

## Education and Median Wage Characteristics by Industry

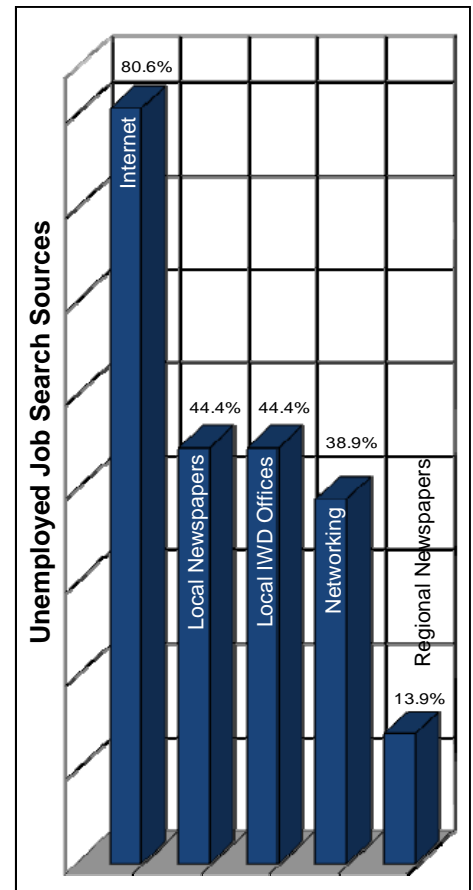
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	77.8%	11.1%	66.7%	\$65,000	*
Construction	64.7%	5.9%	29.4%	*	\$23.25
Manufacturing	66.7%	11.8%	29.4%	\$63,000	\$16.00
Transportation, Communication, & Utilities	58.8%	11.8%	23.5%	\$52,000	\$13.86
Wholesale & Retail Trade	62.7%	17.9%	26.9%	\$40,000	\$10.25
Finance, Insurance, & Real Estate	85.2%	20.4%	46.3%	\$64,500	\$16.00
Health Care & Social Services	82.8%	17.2%	46.9%	\$63,000	\$15.70
Personal Services	82.1%	10.7%	42.8%	\$21,000	\$12.50
Entertainment & Recreation	45.5%	*	45.5%	*	\$8.25
Professional Services	72.0%	16.0%	36.0%	\$50,000	\$12.42
Public Administration & Government	94.6%	13.5%	43.2%	\$72,000	\$16.79
Education	91.7%	*	82.1%	\$47,500	\$11.00

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 3,769 unemployed individuals are willing to accept employment;
- Average age is 45 years old;
- 52.8% are male; 47.2% are female;
- Education:
  - 72.2% have an education beyond high school
  - 5.6% are trade certified
  - 5.6% have completed vocational training
  - 8.3% have an associate degree
  - 16.7% have an undergraduate degree
  - 11.1% have a postgraduate/professional degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$13.80 to \$15.00/hr. with a median of the lowest wage of \$10.00;
- Willing to commute an average of 27 miles one way for the right opportunity;
- 58.3% expressed interest in seasonal employment opportunities;
- 69.4% expressed interest in temporary employment opportunities;
- 41.7% are interested in working varied shifts (2nd, 3rd & split);
- Would prefer to enter employment that offers the following benefits:
  - Health/medical insurance
  - Dental coverage
  - Vision coverage
  - Disability insurance
  - Prescription drug coverage
  - Life insurance
  - Paid vacation
  - Pension/retirement options
- 76.7% of the unemployed are seeking employment offers where the employer/employee share the cost of medical insurance premiums.



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## For more information regarding the Story County Laborshed Analysis, contact:

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