

STORY

2004 ANNUAL COUNTY PROFILE

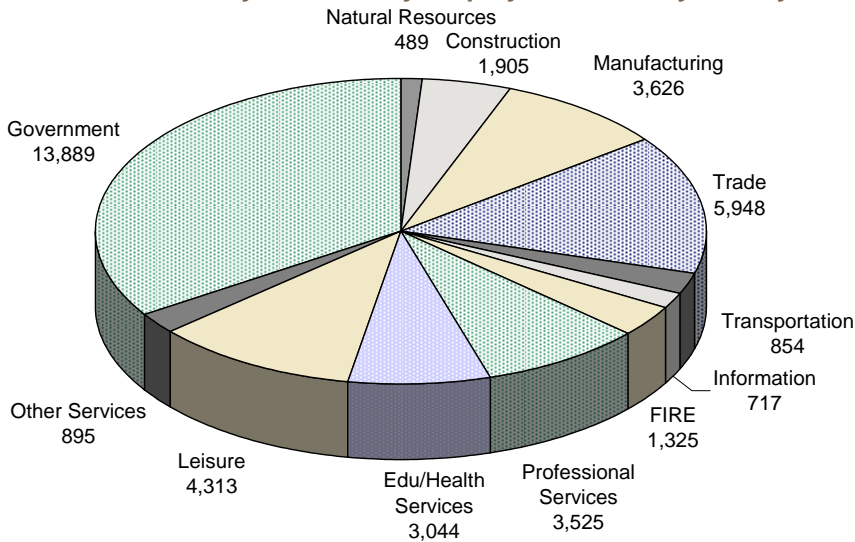
Executive Summary

As of 2003, Story County's largest private sector was Trade, representing 14.68 percent (5,948) of the county's total covered employment of 40,528. The county's total employment has remained essentially the same since 2002, but the average annual wage increased by 4.52 percent to \$31,768 for all industries, 3.45 percent higher than the statewide average.

Story County's average weekly wage for all industries was \$611 for 2003. This was an increase of 4.44 percent since 2002. The highest average weekly wage for a private sector was Wholesale Trade, averaging \$790 with gross total wages of \$37.2 million. The Education & Health Services sector had the largest percentage increase in average weekly wage of 12.89 percent (\$74) between 2002 and 2003.



2003 Industry Breakout by Employment in Story County



Note: Government includes public education and health institutions

Ten Largest Employers by Employment

Based on Annual 2003 Employment by Private Industry

Rank	Name of Company	Industry
1	McFarland Clinic	Health Services
2	Hy Vee Food Stores	Retail Trade
3	Sauer-Danfoss US	Manufacturing
4	SMG	Business Services
5	3M Company	Transport./Warehousing
6	Wal-Mart Stores	Retail Trade
7	Pella Corporation	Manufacturing
8	Burke Marketing Corporation	Manufacturing
9	Access Direct Telemarketing	Business Services
10	Hach Co	Manufacturing

QUICK FACTS

Covered Employment (2003)

		%
Total Employment	40,528	2.89 ¹
Average Weekly Wage	\$611	103.4 ²
Largest Private Sector:		
Wholesale & Retail Trade	5,948	2.42 ³

¹ Percent is based on statewide covered employment of 1,404,476

² Percent is based on statewide average weekly wage of \$591

³ Percent is based on statewide covered sector employment

Census Statistics

		Rank
2003 Population	83,021	9
Growth % since 1990	11.8%	9
2003 Unemployment Rate	2.7%	97
2002 Per Capita Personal Income	\$26,479	38
2000 Median Household Income	\$40,442	18

Ranking based on Iowa's 99 counties

2004 QUARTERLY CENSUS OF EMPLOYMENT AND WAGES PROFILE

2003 Covered Employment and Reporting Units by Industry in Story County

Reporting Units				Employment		
2002	2003	% Change		2002	2003	% Change
2,082	2,150	3.27%	Total All Industries	40,522	40,528	0.01%
1,981	2,051	3.53%	Private Business	26,553	26,639	0.32%
32	32	0.00%	Ag/Natural Resources & Mining	533	489	-8.26%
219	235	7.31%	Construction	1,883	1,905	1.17%
90	91	1.11%	Manufacturing	3,580	3,626	1.28%
476	488	2.52%	Trade	5,845	5,948	1.76%
132	141	6.82%	<i>Wholesale Trade</i>	886	906	2.26%
344	347	0.87%	<i>Retail Trade</i>	4,960	5,042	1.65%
48	49	2.08%	Transportation & Utilities	952	854	-10.29%
45	44	-2.22%	Information	730	717	-1.78%
211	223	5.69%	Finance, Insurance, and Real Estate	1,238	1,325	7.03%
312	336	7.69%	Professional & Business Services	3,258	3,525	8.20%
153	156	1.96%	Education & Health Services	3,157	3,044	-3.58%
225	227	0.89%	Leisure & Hospitality	4,473	4,313	-3.58%
173	172	-0.58%	Other Services	905	895	-1.10%
101	99	-1.98%	Government	13,969	13,889	-0.57%
22	22	0.00%	<i>State</i>	8,293	8,351	0.70%
61	61	0.00%	<i>Local</i>	4,582	4,430	-3.32%
18	16	-11.11%	<i>Federal</i>	1,095	1,108	1.19%

QUICK FACTS

Story County's
Largest
Industries by
Worksites

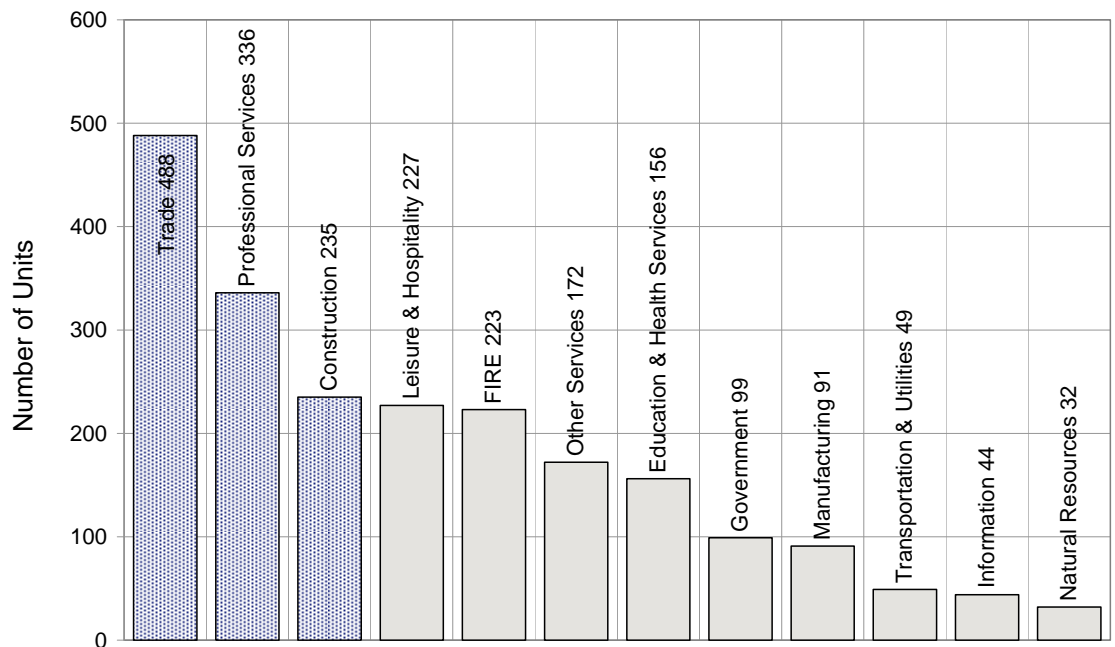
Wholesale & Retail
Trade
488

Professional
Services
336

Construction
235

Reporting Units by Industry in 2003 in Story County

A Unit is Defined as a Worksite



Trade - Wholesale & Retail Trade
F.I.R.E. - Finance, Insurance, & Real Estate;

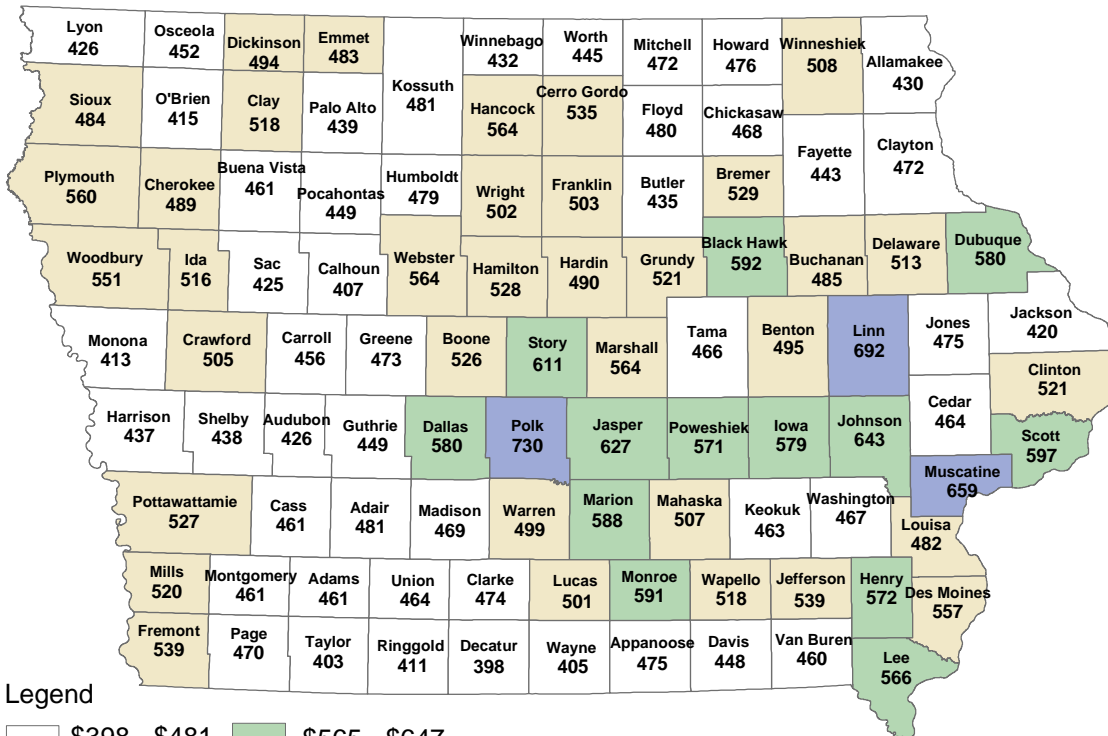
Natural Resources - Agriculture, Natural Resources, & Mining.

2004 QUARTERLY CENSUS OF EMPLOYMENT AND WAGES PROFILE

2003 Average Annual and Weekly Wage by Industry in Story County

Average Annual Wage				Average Weekly Wage		
2002	2003	% Change		2002	2003	% Change
\$ 30,395	\$ 31,768	4.52%	Total All Industries	\$ 585	\$ 611	4.44%
\$ 25,530	\$ 26,441	3.57%	Private Business	\$ 491	\$ 508	3.46%
\$ 28,168	\$ 30,401	7.93%	Ag/Natural Resources & Mining	\$ 542	\$ 585	7.93%
\$ 31,839	\$ 32,889	3.30%	Construction	\$ 612	\$ 632	3.27%
\$ 39,633	\$ 40,237	1.52%	Manufacturing	\$ 762	\$ 774	1.57%
\$ 21,344	\$ 21,725	1.78%	Trade	\$ 410	\$ 418	1.95%
\$ 40,947	\$ 41,062	0.28%	<i>Wholesale Trade</i>	\$ 787	\$ 790	0.38%
\$ 17,838	\$ 18,250	2.31%	<i>Retail Trade</i>	\$ 343	\$ 351	2.33%
\$ 37,578	\$ 36,582	-2.65%	Transportation & Utilities	\$ 723	\$ 704	-2.63%
\$ 30,647	\$ 29,464	-3.86%	Information	\$ 589	\$ 567	-3.74%
\$ 29,538	\$ 32,064	8.55%	Finance, Insurance, Real Estate	\$ 568	\$ 617	8.63%
\$ 26,251	\$ 27,035	2.99%	Professional & Business Services	\$ 505	\$ 520	2.97%
\$ 29,872	\$ 33,704	12.83%	Education & Health Services	\$ 574	\$ 648	12.89%
\$ 9,505	\$ 9,131	-3.93%	Leisure & Hospitality	\$ 183	\$ 176	-3.83%
\$ 21,246	\$ 21,892	3.04%	Other Services	\$ 409	\$ 421	2.93%
\$ 39,643	\$ 41,986	5.91%	Government	\$ 762	\$ 807	5.91%
\$ 43,931	\$ 46,853	6.65%	<i>State</i>	\$ 845	\$ 901	6.63%
\$ 30,156	\$ 32,021	6.18%	<i>Local</i>	\$ 580	\$ 616	6.21%
\$ 46,830	\$ 45,138	-3.61%	<i>Federal</i>	\$ 901	\$ 868	-3.66%

2003 Average Weekly Wage for All Industries by County



QUICK FACTS

Story County's Average Weekly Wage Comparisons

Story
\$611

Rank
Among All 99
Iowa Counties
-6-

Statewide
\$591

Nation*
\$726

* preliminary data

2004 QUARTERLY CENSUS OF EMPLOYMENT AND WAGES PROFILE

CONTACT INFO

Iowa Workforce
Development,
Employment
Statistics Bureau

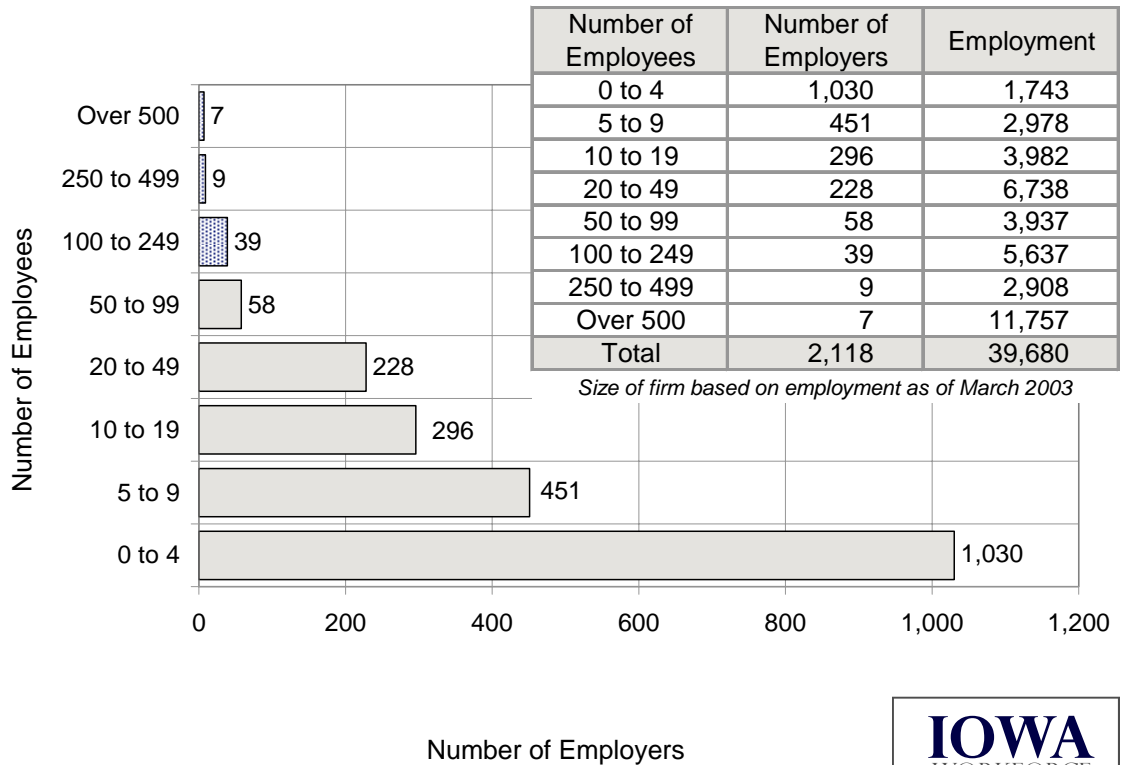
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*Equal opportunity employer/
program. Auxiliary aids and
services are available upon
request to individuals with
disabilities.*

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2003 Size of Firm in Story County



IOWA WORKFORCE DEVELOPMENT
1000 East Grand Avenue
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OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE \$300

