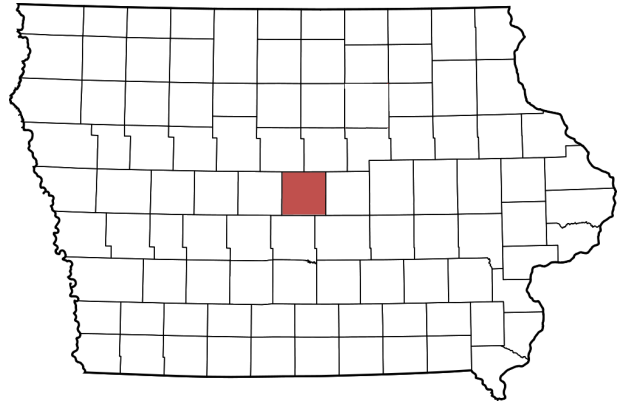


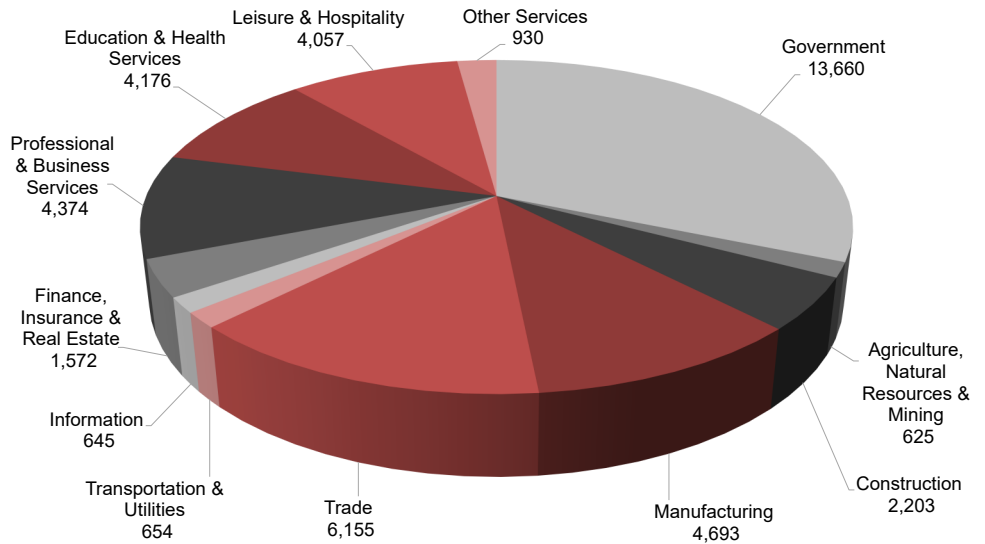
Ames Metropolitan Statistical Area

Iowa Workforce Development 2021 Profile



Jobs Summary

The Ames Metropolitan Statistical Area (MSA) was home to 43,744 jobs in 2020, representing 3.0 percent of covered employment in Iowa. Government accounted for 13,660 positions, making it the MSA's largest supersector by employment. State government alone employed 7,837 individuals, largely due to workforce requirements at the local university. Among private industries, trade was the largest supersector, employing 6,155 people. The coronavirus pandemic caused employment in the MSA to decline by 5.3 percent from 2019 to 2020; however, the MSA's average annual wage increased by 7.3 percent year-over-year.



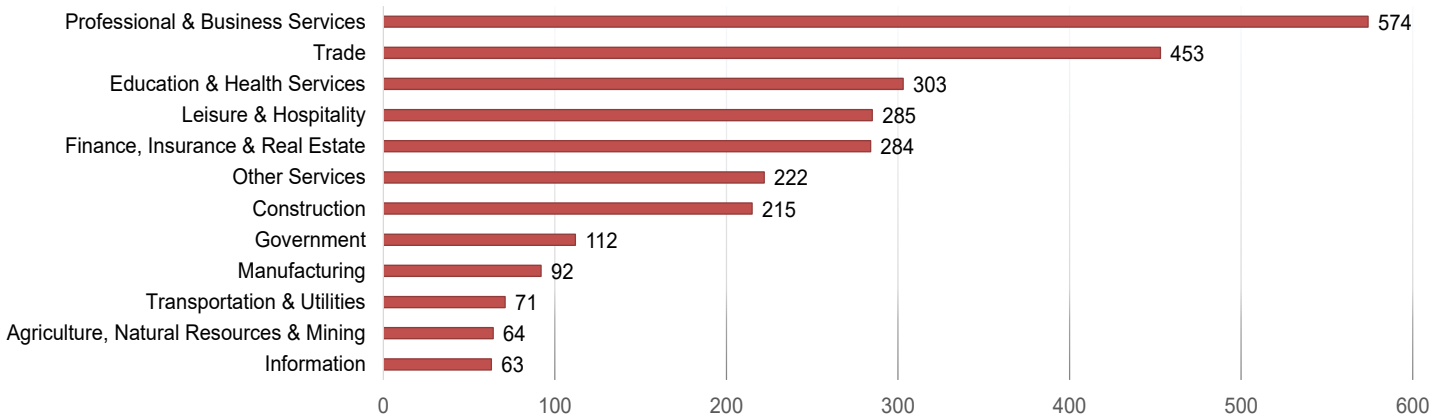
Average Labor Rates, 2020*

Labor Force	56,500
Employment	54,400
Unemployment	2,000
Unemployment Rate	3.6%

Quick Facts About the Ames MSA

- The only county included is Story
 - Had a population of 98,537 in 2020, a 10.0% jump from 2010¹
 - Had the lowest average unemployment rate among Iowa MSAs in 2020
- ¹ U.S. Census Bureau, 2020 Population and Housing State Data

Number of Firms by Industry, 2020

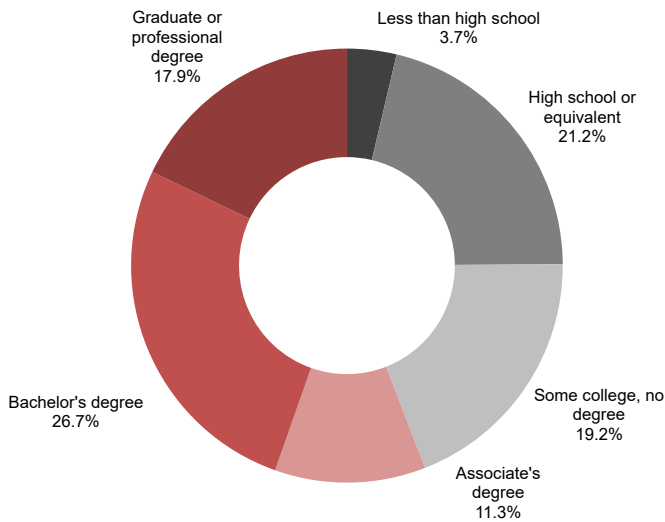


*Includes non-covered employment

Employment and Wage Summary by Industry, 2019-20

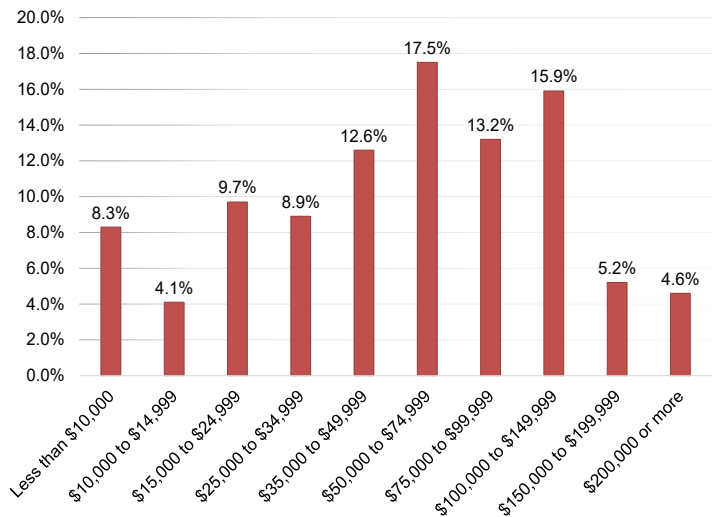
Industry	Average Annual Wage			Employment		
	2019	2020	% Change	2019	2020	% Change
Total, All Industries	\$ 51,938	\$ 55,705	7.3%	46,194	43,744	-5.3%
Private Entities	\$ 47,928	\$ 52,161	8.8%	32,013	30,083	-6.0%
Agriculture, Natural Resources & Mining	\$ 52,239	\$ 60,312	15.5%	597	625	4.7%
Construction	\$ 65,029	\$ 66,288	1.9%	2,173	2,203	1.4%
Manufacturing	\$ 63,486	\$ 66,820	5.3%	4,948	4,693	-5.2%
Trade	\$ 36,611	\$ 38,864	6.2%	6,274	6,155	-1.9%
<i>Wholesale Trade</i>	\$ 77,679	\$ 79,962	2.9%	1,243	1,224	-1.5%
<i>Retail Trade</i>	\$ 26,464	\$ 28,662	8.3%	5,031	4,931	-2.0%
Transportation & Utilities	\$ 42,149	\$ 43,793	3.9%	650	654	0.6%
Information	\$ 56,600	\$ 60,548	7.0%	671	645	-3.9%
Finance, Insurance & Real Estate	\$ 55,857	\$ 59,552	6.6%	1,562	1,572	0.6%
Professional & Business Services	\$ 72,999	\$ 79,240	8.5%	4,477	4,374	-2.3%
Education & Health Services	\$ 49,915	\$ 53,039	6.3%	4,446	4,176	-6.1%
Leisure & Hospitality	\$ 16,094	\$ 16,760	4.1%	5,218	4,057	-22.2%
Other Services	\$ 32,772	\$ 37,955	15.8%	998	930	-6.8%
Government	\$ 60,990	\$ 63,511	4.1%	14,181	13,660	-3.7%
<i>State</i>	\$ 68,740	\$ 70,991	3.3%	8,192	7,837	-4.3%
<i>Local</i>	\$ 46,809	\$ 49,859	6.5%	5,098	4,879	-4.3%
<i>Federal</i>	\$ 70,882	\$ 71,970	1.5%	891	944	5.9%

Educational Attainment Among Those Aged 25+



Source: 2019 American Community Survey 5-Year Estimates

Household Income



Source: 2019 American Community Survey 5-Year Estimates

Commuting Patterns

- 43.2 percent of workers lived fewer than 10 miles from their primary place of employment, while 35.2 percent had a one-way commute of 25 miles or greater.²
- 49.7 percent of the MSA's employees lived in the area, meaning a small majority of the area's employees commute into the region from the surrounding communities.²
- 72.6 percent of workers drove alone to work, while only 13.5 percent utilized carpooling or public transportation.³
 - ↳ 14.3 percent of workers under 25 walked to work, compared to 2.8 percent of those 25 and older.³

² U.S. Census Bureau, 2018 OnTheMap data

³ 2019 American Community Survey 5-Year Estimates