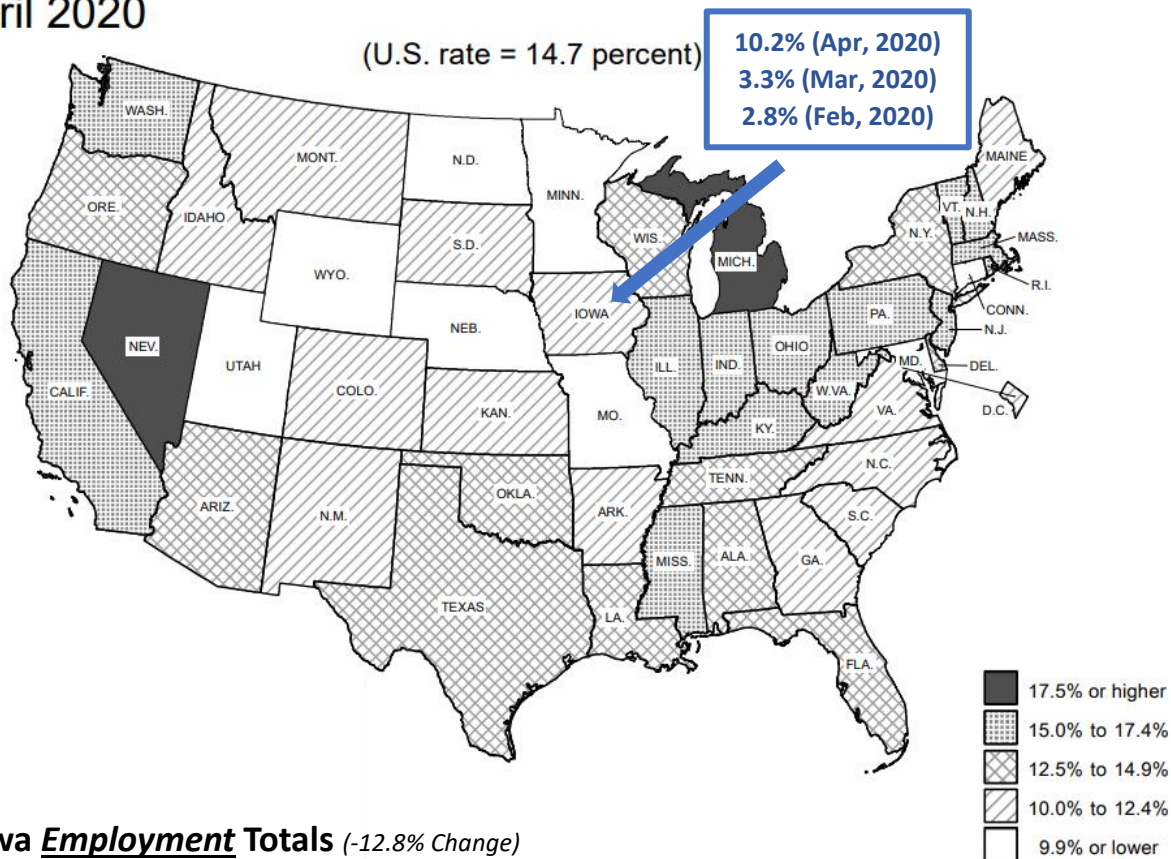


Iowa Market Analysis

Current U.S. Unemployment Rates

April 2020



Iowa **Employment Totals** (-12.8% Change)

April, 2020	1,395,300
March, 2020	1,572,400

Summary/ Thoughts:

- There are **177,100 people** who lost their jobs between March and April – increasing the talent pool.
- Leisure & Hospitality Industry dropped from **142.2K people** (March) to **73.7K people** (April) – large candidate pool to potentially pull from based on individuals losing their jobs/ timid to re-enter that industry due to lack of stability if COVID strikes again. Average hourly wage of **\$18/hour**.
- Professional & Business Services Industry dropped from **133.2K people** (March) to **122.6K people** (April) – while not as large of a drop as Leisure & Hospitality, still a potential candidate pool with stronger, more relevant experience (especially ones looking to continue working remote).

% Change in Average Weekly Earnings (year-over-year)

Metropolitan Area	% change	March, 2019	March, 2020
Ames, IA	11.2	824.92	917.23
Cedar Rapids, IA	0.3	862.95	865.32
Des Moines-West Des Moines, IA	9.3	933.30	1,020.01
Dubuque, IA	-1.5	843.88	831.08
Iowa City, IA	-6.0	683.39	642.11
Sioux City, IA-NE-SD	8.2	745.97	807.10
Waterloo-Cedar Falls, IA	2.5	798.79	818.38
Lawrence, KS	8.6	669.71	727.36



Summary/ Thoughts:

- Ideal candidate pool in the following areas: **Cedar Rapids, Dubuque, Iowa City, Waterloo-Cedar Falls, and Davenport**; all of which are experiencing smaller increases, or even decreases in weekly income.
- More likely to be within the ideal income range than the others
- Population in the workforce (January, 2020):
 - Cedar Rapids – 148.8K people
 - Dubuque – 57.5K people
 - Iowa City – 98.7K people
 - Waterloo – 90.2K people
 - Davenport – 193.1K people

Omaha Area Weekly & Hourly Summary

Average hourly wages for selected occupations

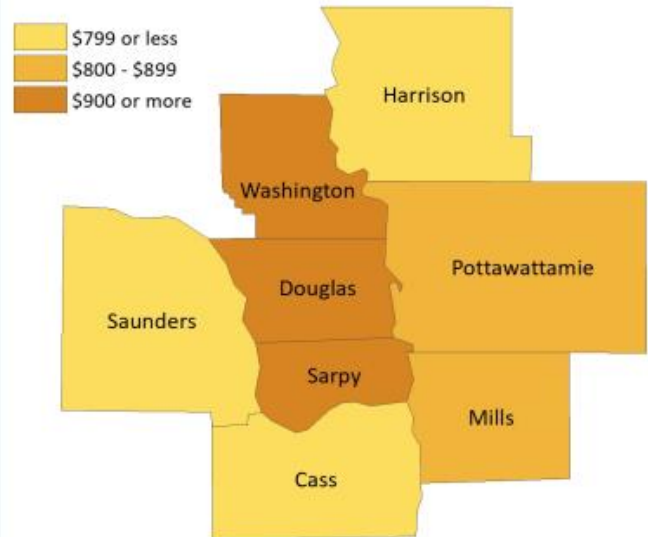
Occupation	Omaha area	United States
All occupations	\$24.30	\$25.72
Compliance officers	33.54	35.03
Registered nurses	32.33	37.24
Heavy and tractor-trailer truck drivers	21.53	22.52
Customer service representatives	17.60	17.94
Packaging and filling machine operators and tenders	17.20	16.15
Retail salespersons	14.11	14.12

Source: U.S. BLS, Occupational Employment Statistics, May 2019.

Average weekly wages for all industries by county

Omaha area, third quarter 2019

(U.S. = \$1,093; Area = \$983)



Source: U.S. BLS, Quarterly Census of Employment and Wages.

Des Moines Area Weekly & Hourly Summary

Average hourly wages for selected occupations

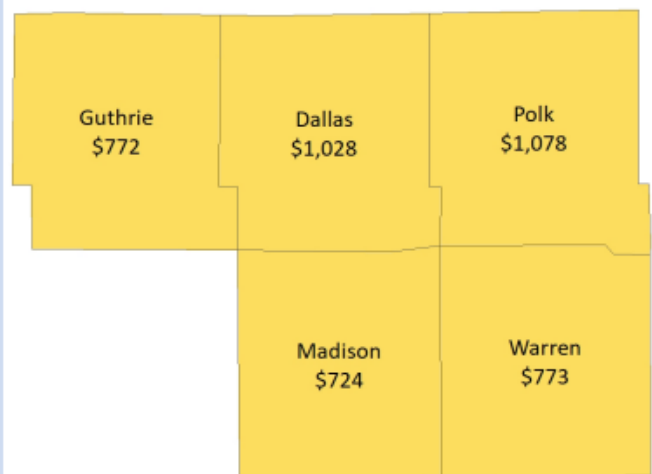
Occupation	Des Moines area	United States
All occupations	\$25.43	\$25.72
Computer and information systems managers	65.71	75.19
Personal financial advisors	48.00	57.35
Heavy and tractor-trailer truck drivers	24.30	22.52
Licensed practical and licensed vocational nurses	22.46	23.32
Customer service representatives	20.37	17.94
Substitute teachers, short-term	15.69	15.61

Source: U.S. BLS, Occupational Employment Statistics, May 2019.

Average weekly wages for all industries by county

Des Moines area, third quarter 2019

(U.S. = \$1,093; Area = \$1,056)



Source: U.S. BLS, Quarterly Census of Employment and Wages.

Davenport Area Weekly & Hourly Summary

Average hourly wages for selected occupations

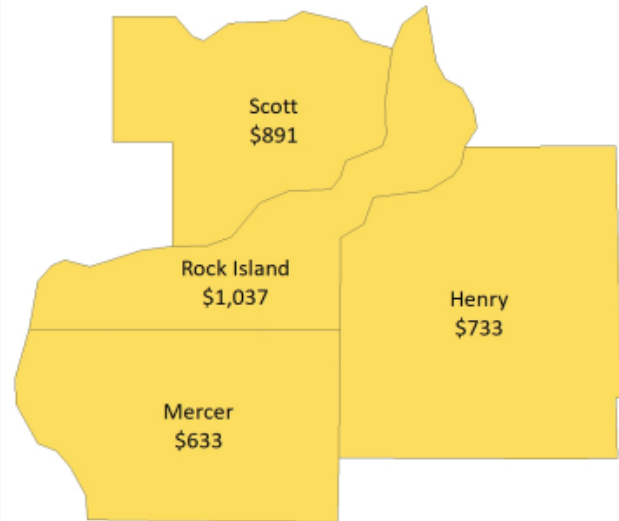
Occupation	Davenport area	United States
All occupations	\$22.86	\$25.72
Human resources specialists	31.17	32.58
Heavy and tractor-trailer truck drivers	22.23	22.52
Machinists	21.76	22.17
Licensed practical and licensed vocational nurses	21.46	23.32
Retail salespersons	14.65	14.12
Stockers and order fillers	12.96	14.26

Source: U.S. BLS, Occupational Employment Statistics, May 2019.

Average weekly wages for all industries by county

Davenport area, third quarter 2019

(U.S. = \$1,093; Area = \$933)



Source: U.S. BLS, Quarterly Census of Employment and Wages.

Summary/ Thoughts:

- Industries to target for comparable wages across each area:
 - Retail salespersons (*customer service oriented*)
 - Stockers and order fillers (*individuals looking to leave day labor, good work ethic*)
 - Substitute teachers, short-term (*potentially seeking more stable hours*)
 - Customer service representatives (*potential to find individuals within payrate with experience*)