



# WORKING **NUMBERS**

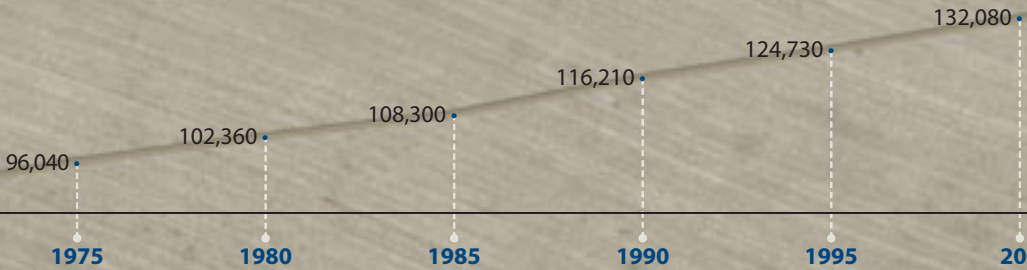
**NUMBER 1**

THE AREA'S RANKING FOR JOB GROWTH (8.9% FOR 2000–2005)  
—THE FEDERAL RESERVE BANK OF CHICAGO (2005)

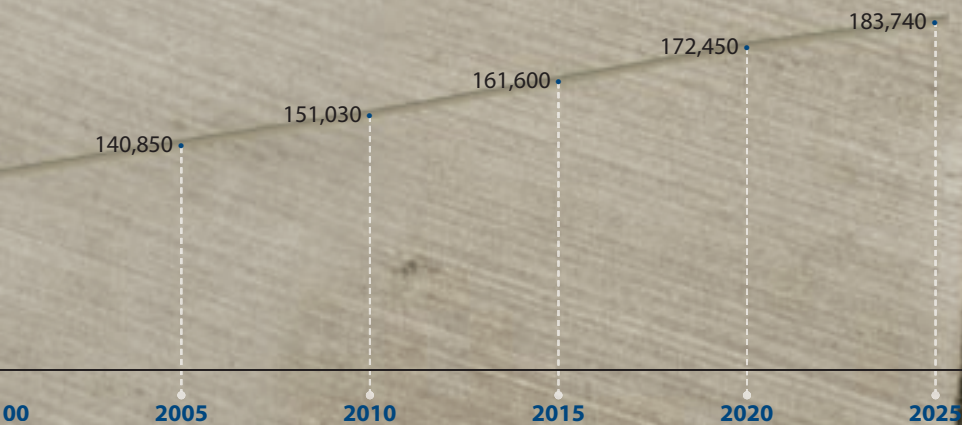


## IOWA CITY MSA\***TOTAL POPULATION**

Source: Woods & Poole Economics. \*Metropolitan statistical area includes populations of Johnson and Washington counties.



Home to the University of Iowa, the Iowa City area has become the epitome of **progress**, technological **advancement** and development while enhancing its character of supreme livability. The area's **eclectic** charm, its pastoral surroundings and reputation as a mecca for **the arts** and **culture**, have made our communities a destination for those seeking creative exploration and **expression**. Our high quality of life is reflected in our jobs, our schools, our steady population **growth**, a reasonable cost of living and our **friendly** neighborhoods.



# COMPARE IOWA CITY, MSA

Iowa City, IA

Chicago, IL

Kansas City, MO

## ECONOMY

Unemployment Rate	2.70%	7.10%	6.20%
Recent Job Growth	4.04%	-0.37%	0.24%
Future Job Growth	14.05%	0.50%	2.25%
Sales Taxes	6.00%	8.75%	7.35%
Income Taxes	7.92%	3.00%	7.00%
Median Rental Costs	\$564	\$783	\$661
Median Monthly Mortgage Costs	\$1,132	\$1,589	\$1,141
% Population in Workforce	73.40%	68.00%	71.00%

## PEOPLE

Median Age	25.6	31.4	34.3
% Population w/ H.S. Diploma	93.70%	84.50%	89.20%
% Population w/ B.A. or higher	47.60%	33.10%	30.80%

**ONE** IOWA CITY IS ONE OF THE NATION'S MOST LIVABLE CITIES — "MARKET GUIDE"

## HEALTH

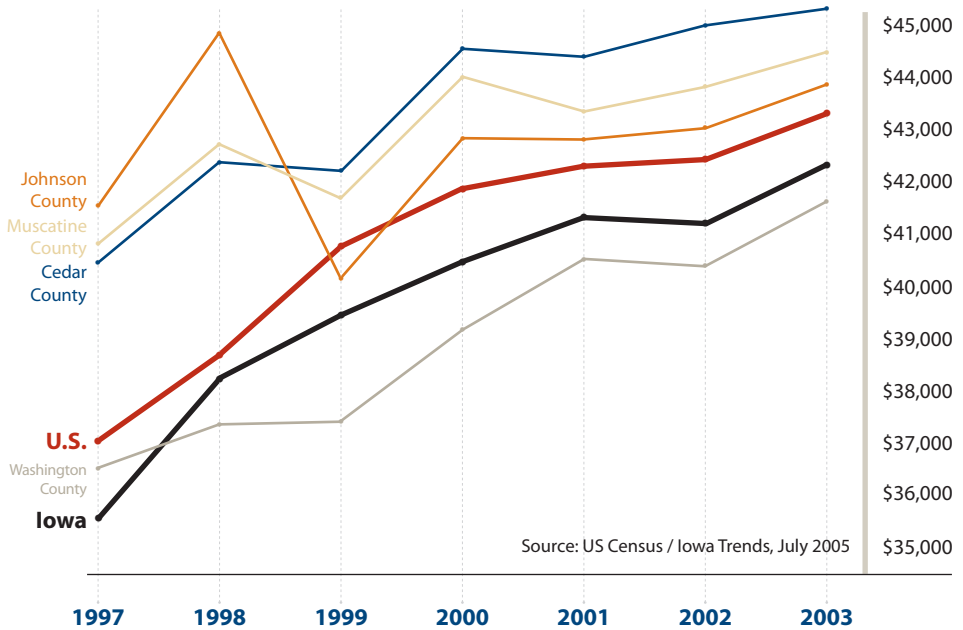
Air Quality (100=best)	49	1	13
Water Quality (100=best)	73	31	20
Superfund (Brownfield) Sites (100=best)	99	10	30
Physicians per 100,000	1088.1	331.8	266.1

## QUALITY OF LIFE

Mean Travel Time to Work (Minutes)	17.7	31.3	21.8
2004 Crimes Reported to FBI	2,060	175,708	41,515

<b>MO</b>	<b>Milwaukee, WS</b>	<b>Minneapolis, MN</b>	<b>Omaha, NE</b>	<b>St. Louis, MO</b>	<b>U.S.</b>
	5.90%	3.50%	4.80%	8.50%	5.00%
	-0.23%	1.49%	2.02%	-0.13%	1.30%
	-4.39%	6.45%	13.10%	-12.49%	9.06%
	5.60%	7.00%	7.00%	7.62%	6.00%
	6.93%	8.00%	6.68%	7.00%	5.02%
	\$726	\$654	\$541	\$601	
	\$1,366	\$1,166	\$987	\$1,019	
	72.50%	73.10%	70.60%	67.10%	
	30.9	31.2	33.5	33.8	37.6
	92.00%	87.30%	87.30%	88.00%	
	34.10%	39.10%	30.60%	35.40%	
<b>DE'S 2006 BETTER LIVING INDEX"</b>					
	12	11	21	29	48
	20	27	50	20	55
	40	20	40	10	71
	320.5	368.2	449.4	552.9	169.7
	22.2	22.2	18.6	24	
	36,705	23,622	25,144	45,701	

## MEDIAN HOUSEHOLD INCOME

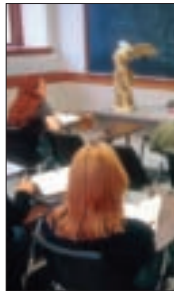


**NUMBER 1** | IOWA CITY WAS NAMED THE BEST TOWN IN THE MIDWEST BY

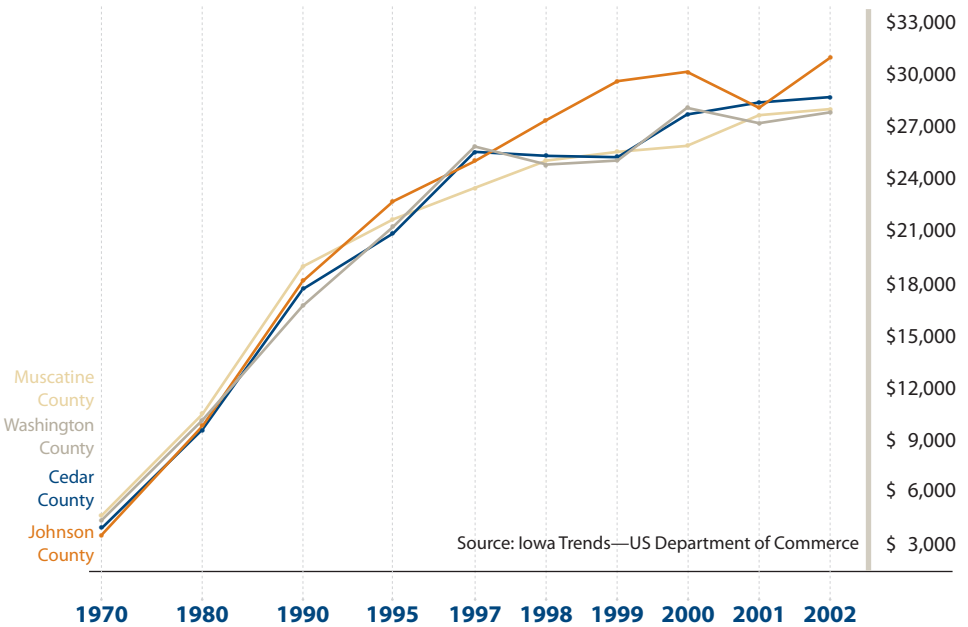
# 70.2% AND 66.5%

PERCENTAGE (LOCAL IOWA CITY AND GREATER IOWA CITY AREA, RESPECTIVELY) EMPLOYED IN WHITE COLLAR JOBS

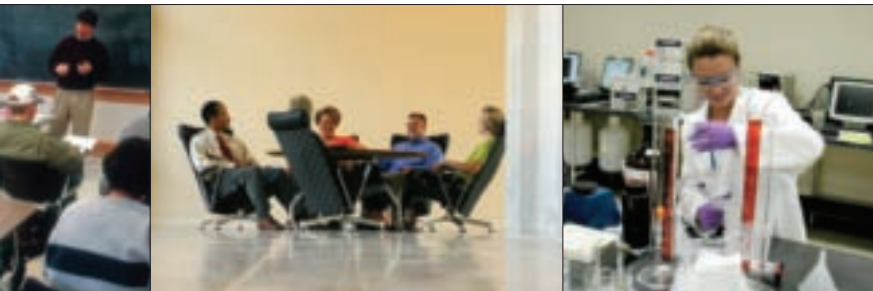
Source: Marketek, Inc. Downtown Market Niche Analysis: (2007); IWD



## PER CAPITA PERSONAL INCOME (DOLLARS PER PERSON)



## OUTSIDE MAGAZINE IN 2007



**EDUCATION OF ADULT (25+) POPULATION 1990–2006**

Source: U.S. Census Bureau/American FactFinder

	HS Graduate			B.A. or Above		
	1990	2000	2006	1990	2000	2006
United States	75.20%	80.40%	84.10%	20.30%	24.40%	27.00%
Iowa	80.10%	86.10%	88.90%	16.90%	21.20%	24.00%
Johnson County	90.60%	93.70%	95.40%	44.00%	47.60%	53.50%
Cedar County	79.30%	87.70%	na	12.80%	16.30%	na
Muscatine County	75.00%	80.30%	na	13.00%	24.40%	na
Washington County	76.90%	82.50%	na	11.70%	16.40%	na

**LOCAL GRADUATION RATES**

	2007–08 K–12 Enrollment	2007–08 K–12 Minority Enrollment	2007 Graduation Rate
Clear Creek Amana	1,439	8.82%	99.80%
College Community	4,212	10.25%	96.00%
Iowa City Community	11,718	30.49%	92.00%
Mid Prairie Community	1,492	5.00%	100.00%
Solon	1,242	3.46%	99.96%
West Branch	761	6.80%	96.40%
West Liberty	1,187	52.60%	95.00%



- Total enrollment at the University of Iowa was **30,409** for the first semester of the 07–08 academic year; **9.3%** of which were minority students.
- The University collected **\$382.2 million** in external funding for research, education, and service in FY06 and has a budget of **\$2.285 billion** for revenues and expenses for FY07.
- Iowa City Community Schools have the **4th-highest** college board scores and graduation rates in the nation.  
— *Expansion Management* magazine.
- Kirkwood Community College is **No. 28** (among 1,200 community colleges) in the nation in total number of degrees conferred.  
— *Community College Week*.

IOWA CITY AREA **HOUSING STATISTICS** 2006

JOHNSON COU

**LISTINGS**

	<b>Sales</b>	<b>Average Sales Price</b>
1-2 Bedroom	224	\$121,117
3 Bedroom	967	\$170,077
4+ Bedroom	725	\$258,397
Condo	718	\$131,270

Total Taxable Retail
Number of Firms
Pull Factor*
*A pull factor great

**5,630,000+**

THE NUMBER OF RIDERS, ANNUALLY VIA THE IOWA CITY,

EASTERN IOWA/QUAD CITIES **AIRPORT STATISTICS** 2006

	<b>Passengers Enplaned</b>	<b>Passengers Deplaned</b>	<b>Total Passengers</b>	<b>Average Passengers Per Day</b>
<b>Eastern Iowa Airport</b>	510,714	513,158	1,023,872	2,805
<b>Quad Cities Airport</b>	456,802	454,720	911,448	2,497

**\$264 MILLION**

THE AMOUNT OF TOURISM EXPENDITURES IN JOHNSON COUNTY IN 2006, RANKING IT NO. 4 IN IOWA— THE TRAVEL INDUSTRY ASSOCIATION OF AMERICA



## NTY TOTAL RETAIL SALES

Source: U.S. Census

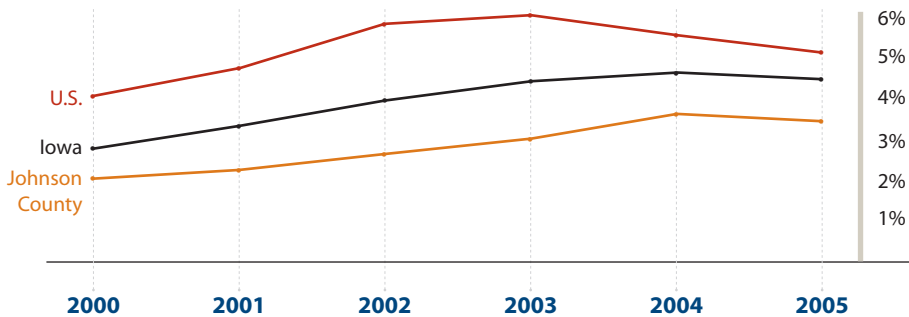
	1980	1990	2000	2002	2003	2004
Sales (\$000,000)	\$312.66	\$613.17	\$1,202.34	\$1,275.76	\$1,307.59	\$1,445.69
	1,714	2,108	2448	2,441	2,311	2,353
	0.85	1	1.15	1.16	1.17	1.27

er than 1.0 reflects local sales greater than the state per capita sales.

## CORALVILLE, AND CAMBUS TRANSIT SYSTEMS

### UNEMPLOYMENT RATES (PERCENTAGE)

Source: Iowa Workforce Development





## WHAT WE DO

	Local*	U.S.
Education	5.9 %	6.2 %
Health Care/Social Services	13.1 %	6.3 %
Wholesale & Retail Trade	12.6 %	10.7 %
Manufacturing	11.8 %	7.9 %
Professional Services	10.8 %	**9.5 %
Transportation, Communication & Utilities	7.6 %	7.4 %
Finance, Insurance, Real Estate	6.7 %	4.2 %
Entertainment, Recreation, Personal Services	6.7 %	.3 %
Construction	5.7 %	4.9 %
Public Administration, Government	4.9 %	4.9 %
Agriculture	3.7 %	.3 %

Sources: 2005 Iowa City Laborshed and U.S. Bureau of the Census, 2000 Decennial Census Prepared by: State Library of Iowa, State Data Center Program  
 \*2005 Iowa City Laborshed report  
 \*\* Combines categories of management, computer & mathematical, life, physical and social sciences and legal

OCCUPATIONAL GROUPS

**\$15 MILLION** | THE AMOUNT OF LICENSE REVENUE EARNED BY THE UNIVERSITY OF

# NUMBER 1

IOWA CITY AREA IS NO. 1 IN LONG-TERM JOB GROWTH (10.4% FOR 00–06) AND NO. 5 IN SHORT-TERM JOB GROWTH (4.2% FOR 03–06) — IOWA WORKFORCE DEVELOPMENT

## IOWA CITY AREA **MANUFACTURING EMPLOYERS**

	<b>Location</b>	<b># of Employees</b>
Rockwell Collins	Coralville	820
IAC (International Automotive Components, formerly Lear Corporation)	Iowa City	750
Procter & Gamble	Iowa City	664
Oral B	Iowa City	485
Centro	North Liberty	376
Integrated DNA Technologies	Coralville	365
Moore Wallace, an R. R. Donnelley & Sons Company	Iowa City	233
Alpla	Iowa City	230
Loparex, Inc.	Iowa City	218
L. L. Pelling	North Liberty	178
CIVCO Medical Instruments	Kalona	178
Economy Advertising/Tru-Art Color Graphics	Iowa City	141
City Carton	Iowa City	140
Roberts Dairy	Iowa City	128

IOWA RESEARCH FOUNDATION IN FY06 (IT ALSO FILED 178 PATENT APPLICATIONS IN FY06).

## IOWA CITY AREA **NON MANUFACTURING**

University of Iowa	Iowa City	20,500
University of Iowa Hospital and Clinics	Iowa City	7,736
Iowa City Community School District	Iowa City	1,700
ACT, Inc. (educational services)	Iowa City	1,646
Mercy Iowa City (healthcare)	Iowa City	1,383
Veterans Affairs Medical Center	Iowa City	1,351
Hy-Vee (grocery)	Iowa City/Coralville	1,166
Pearson Educational Measurement	Iowa City	982
Riverside Casino & Golf Resort	Riverside	815
City of Iowa City	Iowa City	628
Vangent (formerly Pearson Government Services)	Coralville	539
Johnson County	Iowa City	500
Hills Bank & Trust Company	Johnson County	355
GEICO Direct	Coralville	345
Hawkeye Food Service	Coralville	260
Mercer Administration	Iowa City	250
Clear Creek-Amama Community School District	Oxford	240
Heartland Express	North Liberty	232
Scheels	Coralville	200

## NUMBER 3 & NUMBER 5

THE IOWA CITY AREA IS THE NO. 3 BEST PLACE IN THE NATION TO RETIRE ACCORDING TO *MONEY* MAGAZINE AND THE NO. 5 "BEST SMALLER METRO" AREA — *FORBES* MAGAZINE & BERTLAND SPERLING 2007 ANNUAL RANKINGS

Menard's	Iowa City	185
Sheraton Iowa City Hotel/hotelVetro	Iowa City	180
Target	Coralville	175
J M Swank	North Liberty	170
McComas-Lacina Construction	Iowa City	170
Iowa State Bank & Trust Company	Johnson County	168
City of North Liberty	North Liberty	166
Oaknoll Retirement Residence	Iowa City	155
United States Postal Service	Johnson County	150
University of Iowa Community Credit Union	Johnson County	143
Sears	Coralville	140
City of Coralville	Coralville	138
Goodwill Industries	Iowa City/Coralville	137
West Branch Community School District	West Branch	125
Dillards	Coralville	120
Grant Wood Area Education Agency	Coralville	112
Iowa City <i>Press-Citizen</i>	Iowa City	105
West Music	Coralville	100



THE AMOUNT IOWA CITY, CORALVILLE, NORTH LIBERTY,  
AND THE UNIVERSITY OF IOWA WILL INVEST IN PUBLIC  
INFRASTRUCTURE IN FIVE YEARS

\$391,700,00



Iowa City Area Development **Group**

**325 East Washington Street**  
**Iowa City, IA 52240-3959**  
**319.354.3939**  
**[www.iowacityareadevelopment.com](http://www.iowacityareadevelopment.com)**

**Areas served:**

- |                              |                                 |
|------------------------------|---------------------------------|
| Coralville                   | Iowa City                       |
| North Liberty                | Solon                           |
| Tiffin                       | Johnson County                  |
| Amana Colonies (Iowa County) | Kalona (Washington County)      |
| West Branch (Cedar County)   | West Liberty (Muscatine County) |