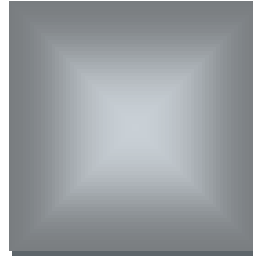


# 2016 IOWA INDUSTRY PROFILE

## INFORMATION

### IOWA WORKFORCE DEVELOPMENT



#### Executive Summary

In 2015, the **information** sector provided 25,371 jobs to Iowans, which represented just 1.7 percent of all covered employment in the state of Iowa. Although a minor sector in Iowa's economy, it reported an average sector annual wage of \$52,803, which is 19.8 percent higher than the average wage across all industries (both public and private sector) in the state, \$44,094.

Employment in this sector was steady from 2006 through 2008, but has since dropped precipitously, even as the recession ended and other industries regained the jobs they lost. The downward trend has not proven true for the average income, which has steadily risen. Since a recent peak in 2007, employment has decreased by 25.7 percent, while over the same period, wages have increased 25.2 percent. This likely reflects the fact that the well-paid data and web industries have actually added employment as the sector as a whole has shrunk.

Male workers account for a slight majority of the employees in this industry, holding 52.8 percent of the sector's jobs. Women represent the majority of workers over the age of 55, perhaps reflecting the growing influence of male-dominated tech careers creating the new jobs in this sector.





# INFORMATION IOWA INDUSTRY PROFILE

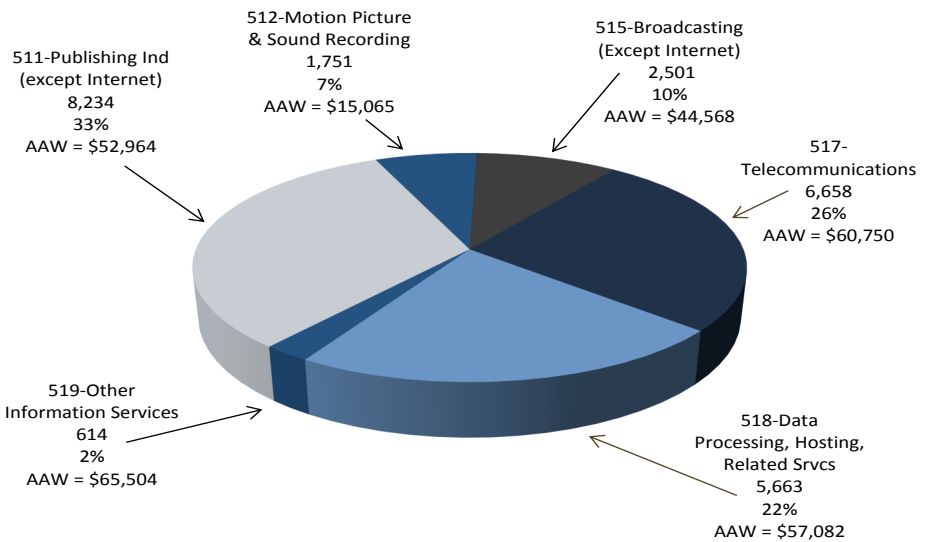
## What are Information Services?

The **information** sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The main components of this sector are the **publishing industries**, including software publishing, the motion picture and sound recording industries, the **telecommunications industries**, and the **information services and data processing industries**.

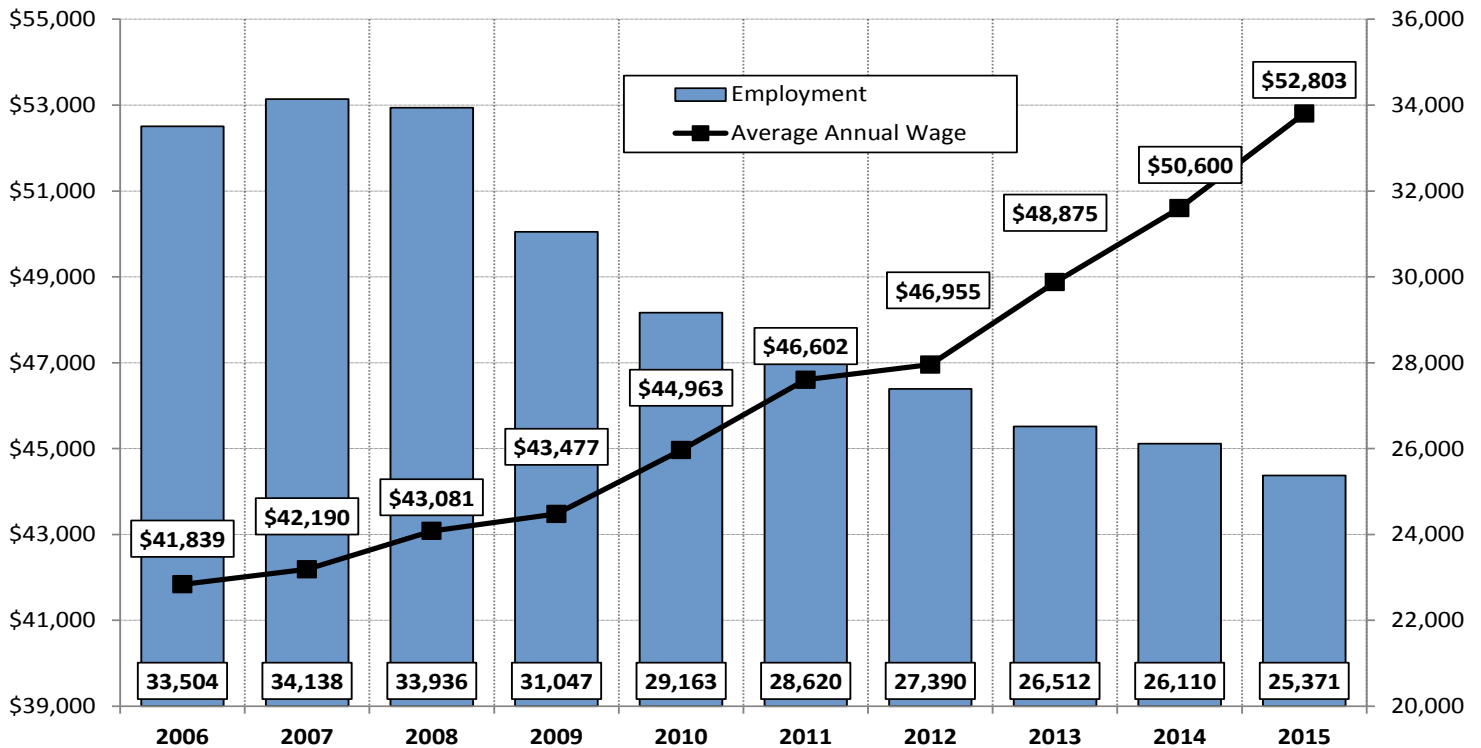
## 2015 Industry Breakout by Employment in Iowa

Information  
Percentage Employed & Average Annual Wage (AAW) by Subsector



Source: [www.bls.gov/cew/bls\\_naics/bls\\_naics\\_app.htm](http://www.bls.gov/cew/bls_naics/bls_naics_app.htm) Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

## 2006-2015 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

# INFORMATION IOWA INDUSTRY PROFILE



## Examples of Major Information Employers

Name of Company	Industry
Data Dimensions	Data processing, hosting, related services
Fiserv	Data processing, hosting, related services
Gazette Communications Inc	Newspaper, book and directory publishers
Meredith Corporation	Newspaper, book and directory publishers
Quad-City Times	Newspaper, book and directory publishers
Telegraph Herald	Newspaper, book and directory publishers

Source: [www.iowaworkforcedevelopment.gov/employer-database](http://www.iowaworkforcedevelopment.gov/employer-database)

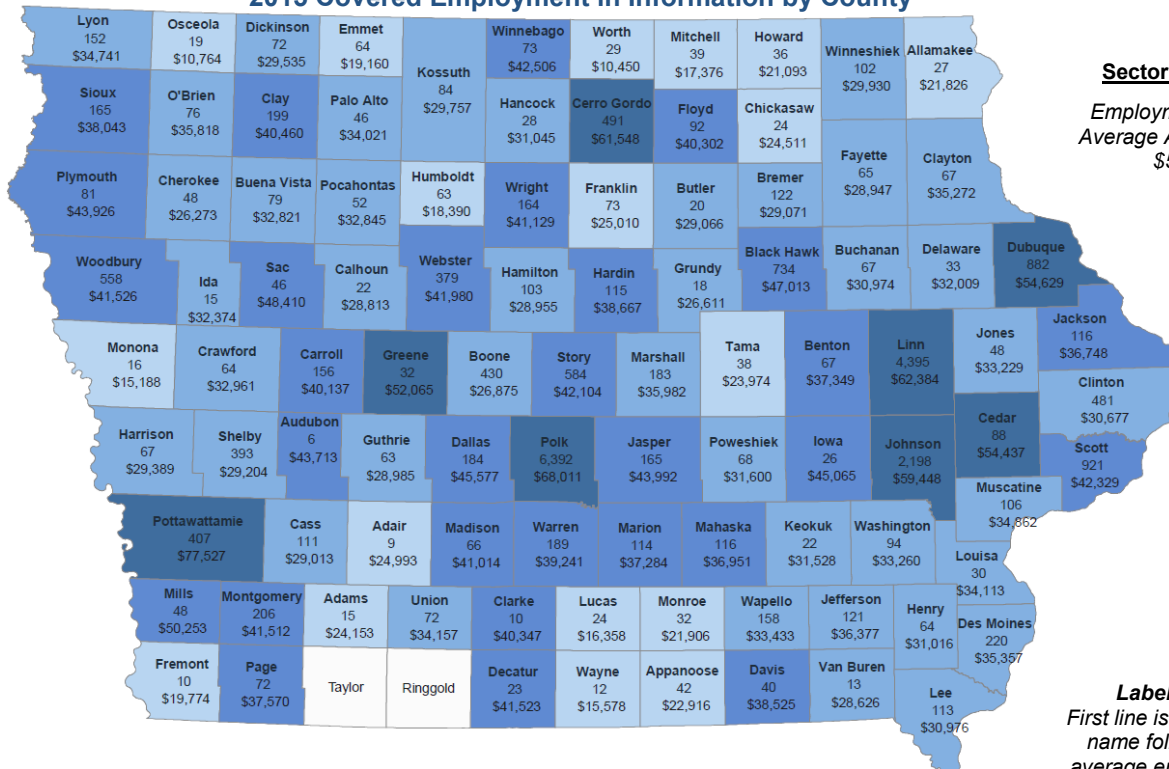
## Employers

The **information** sector consisted of 1,722 units, employing 25,371 workers in 2015. The largest subsector was **publishing industries (except internet)** with 490 establishments (28.5 percent of the industry's total) and 8,234 employees (32.5 percent of the industry total). **Telecommunications and data processing, hosting, and related services** also make up a significant portion of this sector's employment (26.2 and 22.3 percent, respectively).

After holding steady for a few years, employment in this sector began to contract in 2009 and has continued to shed jobs every year since then. At the same time, wages have grown steadily, bolstered by steady employment in the well-paying **data processing, hosting, and related services**.

Note that many other information technology jobs are classified in the **professional and technical services** sector.

## 2015 Covered Employment in Information by County



### Sector Statewide:

Employment - 25,371  
Average Annual Wage - \$52,803

### Label Key:

First line is the county name followed by average employment and finally, average wage.

Wages: Less than \$25,010 | \$25,011 - \$36,377 | \$36,378 - \$50,253 | Greater than \$50,254

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

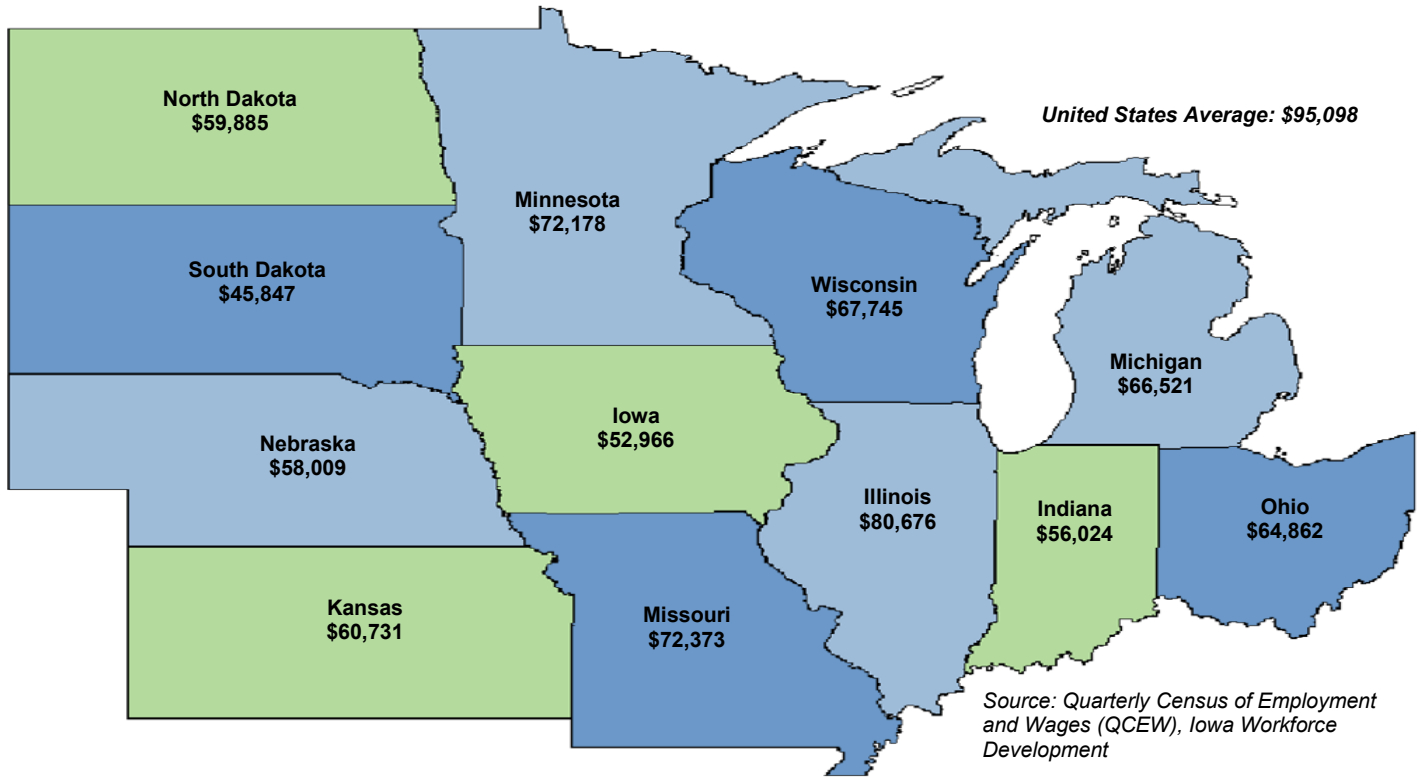
<https://www.iowaworkforcedevelopment.gov/labor-market-information-division>



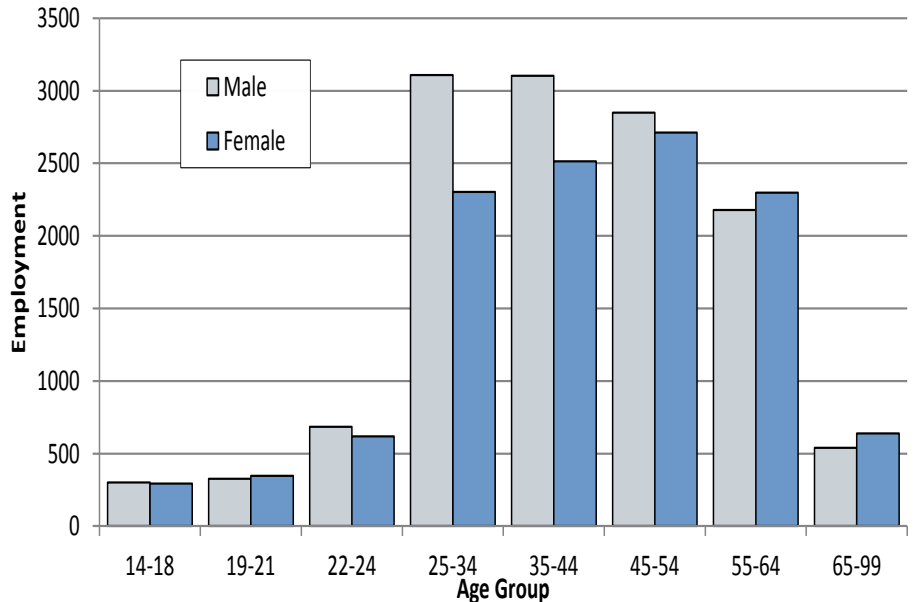
# INFORMATION IOWA INDUSTRY PROFILE

## 2015 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



## Industry Distribution by Age & Gender 4th Qtr. 2015



Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau  
<http://lehd.did.census.gov>

### Contact Information

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