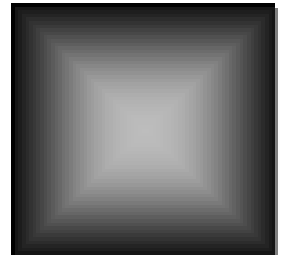
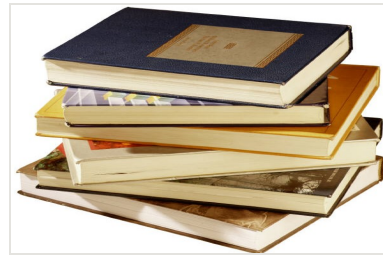
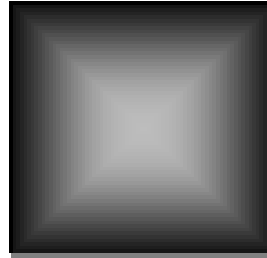


2015 IOWA INDUSTRY PROFILE

INFORMATION

IOWA WORKFORCE DEVELOPMENT



Executive Summary

In 2014, the **information** sector provided 26,110 jobs to Iowans, which represented almost 1.7 percent of all covered employment. This sector reported an average, sector annual wage of \$50,600, which is 19.0 percent higher than the average wage across all industries (both public and private sector) of the state, \$42,536.

Employment in this sector was fairly steady from 2006 through 2008, but since then has dropped precipitously, even as the recession has ended and other industries have regained the jobs they shed during the downturn. The downward trend has not proven true for the average income, which has been steadily rising. Since a recent peak in 2007, employment has decrease by 23.5 percent, while over the same period, wages increased 19.9 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 sector, holding 50.9 percent of the sector's jobs. Women are actually the majority of workers over the age of 45, perhaps reflecting the growing influence of male-dominated tech careers creating the new jobs in this sector.





INFORMATION IOWA INDUSTRY PROFILE

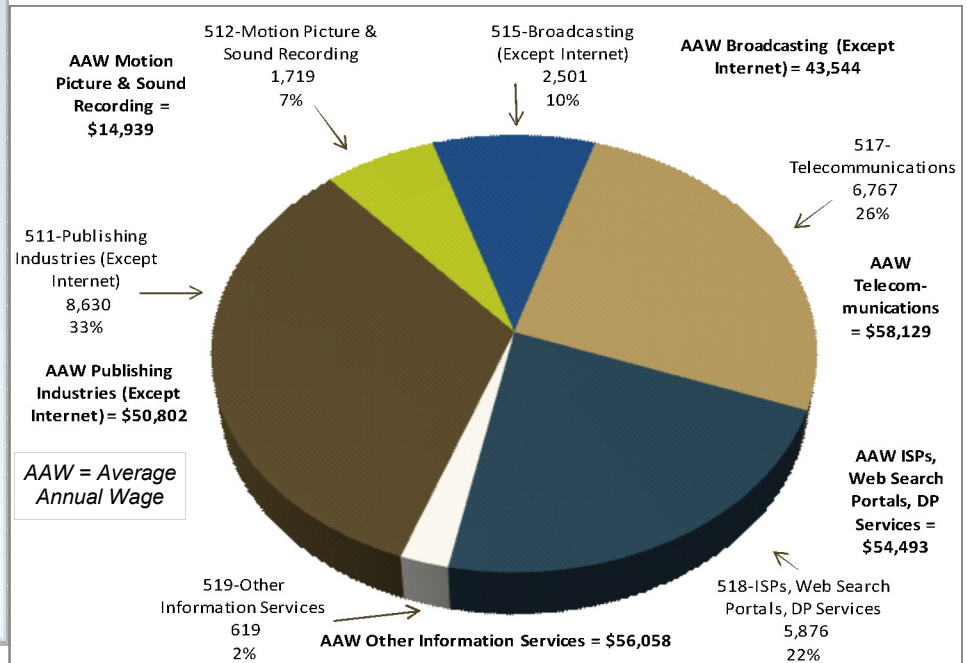
What is Information?

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.

2014 Industry Breakout by Employment in Iowa

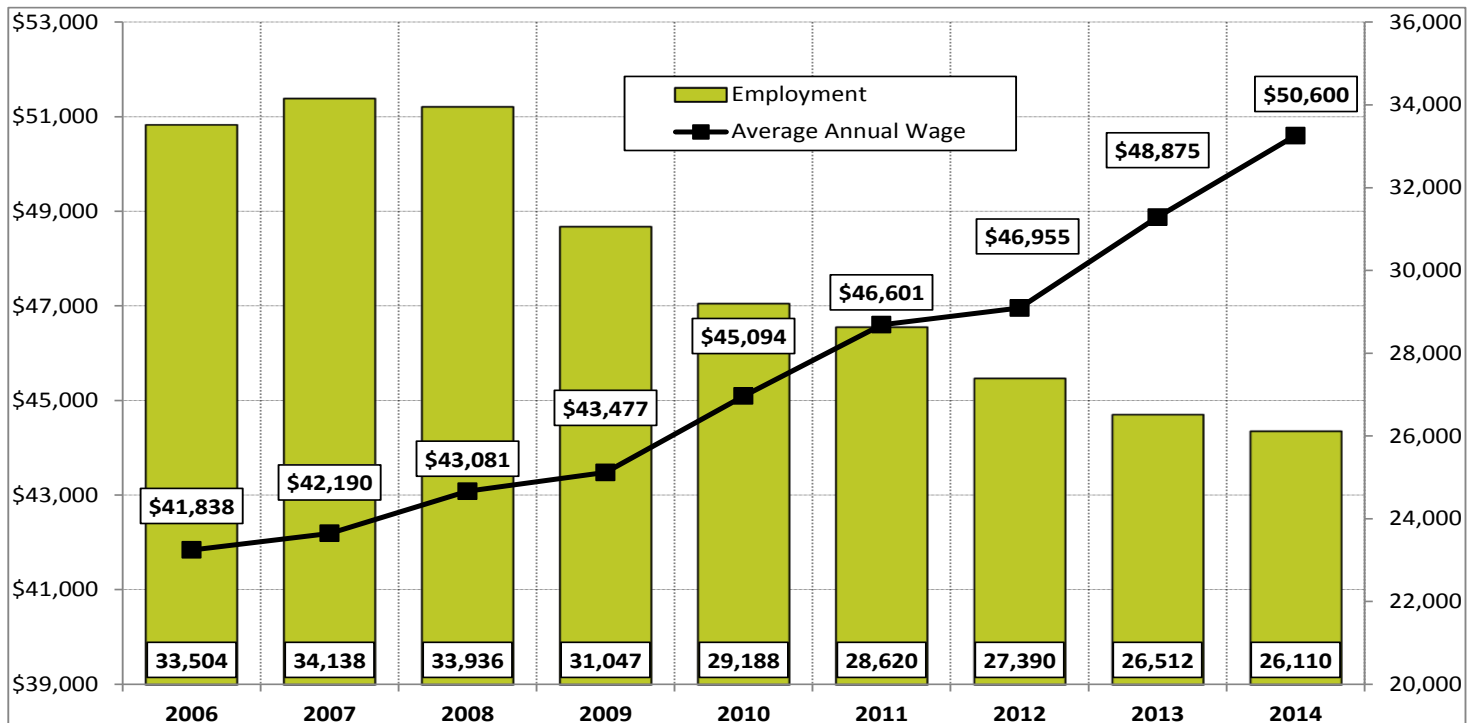
* Percentage Employed by Sub-Sector



Source: www.census.gov/naics

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics

2006-2014 Employment in Information in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics

INFORMATION IOWA INDUSTRY PROFILE



Examples of Major Information Industry Employers

Name of Company	Sub-Sector/Industry
Des Moines Register	Newspaper, Periodical, Book, & Directory Publishers
Gazette Communications Inc	Newspaper, Periodical, Book, & Directory Publishers
Machlink	Data Processing, Hosting & Related Services
McGraw-Hill Education	Newspaper, Periodical, Book, & Directory Publishers
McKesson Provider Tech	Software Publishers
Meredith Corporation	Newspaper, Periodical, Book, & Directory Publishers
Quad-City Times	Newspaper, Periodical, Book, & Directory Publishers
United States Cellular	Wireless Telecommunication Carriers
Windstream Communications	Wired Telecommunication Carriers
Winegard Co.	Cable and Other Subscription Programming

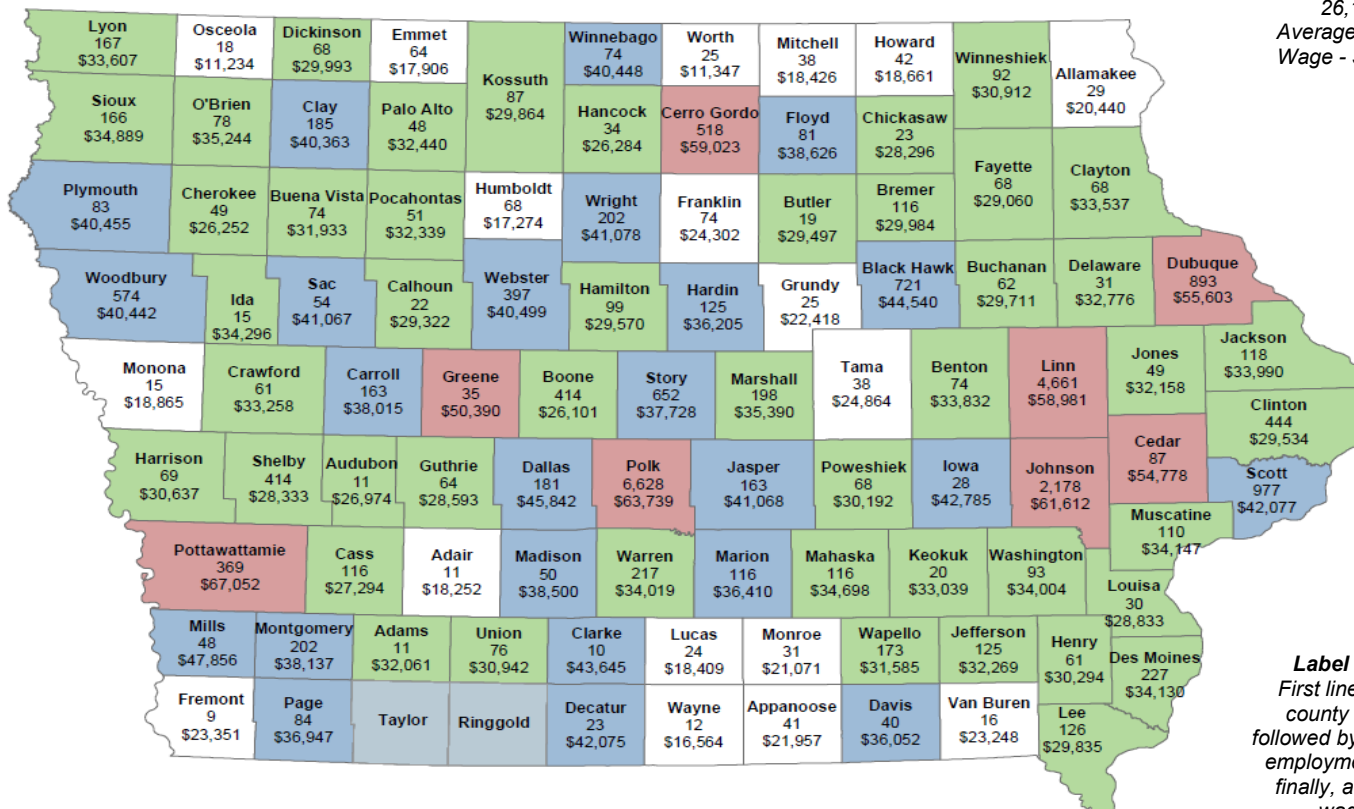
Source: Infogroup USA

2014 Employment in Information by County

Average Annual Wage: Less than \$24,864 \$26,865 to \$35,390
 \$35,391 to \$47,856 Greater than \$47,857

Sector Statewide:

Employment -
26,110
Average Annual
Wage - \$50,600



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

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics

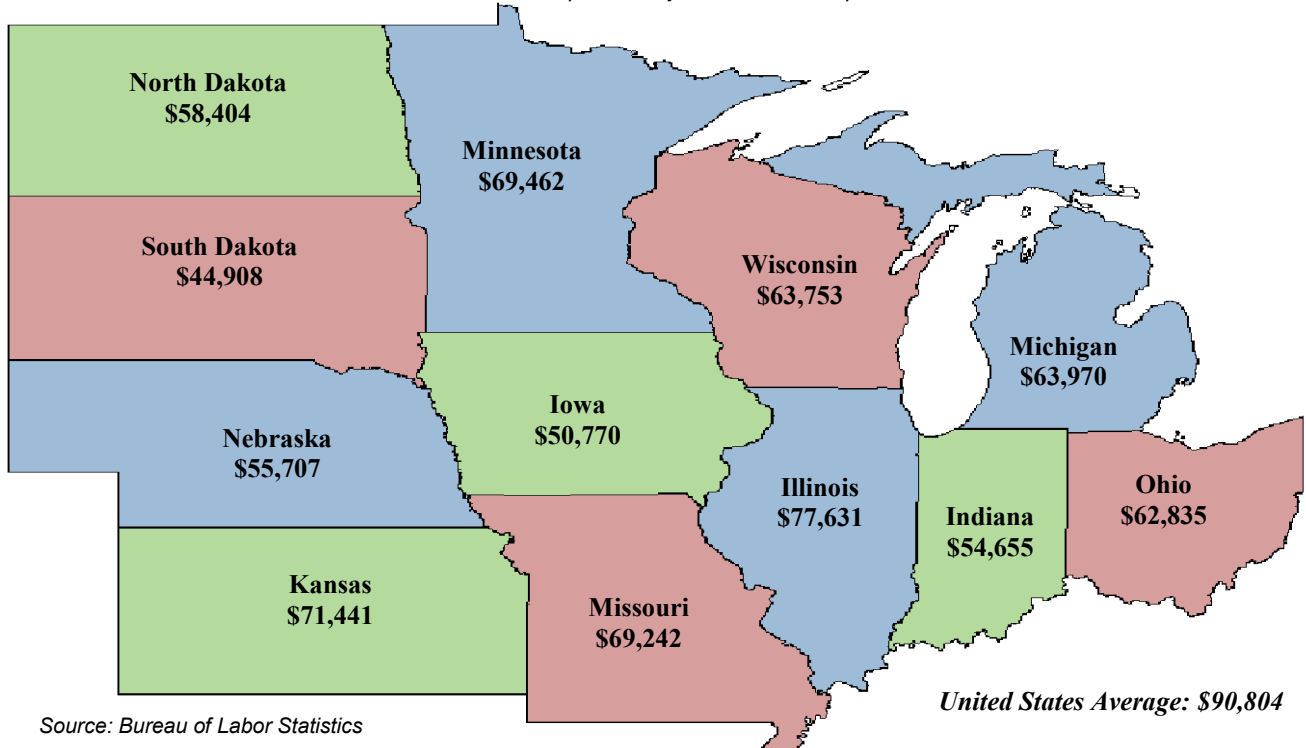
<https://www.iowaworkforcedevelopment.gov/labor-market-information-division>



INFORMATION IOWA INDUSTRY PROFILE

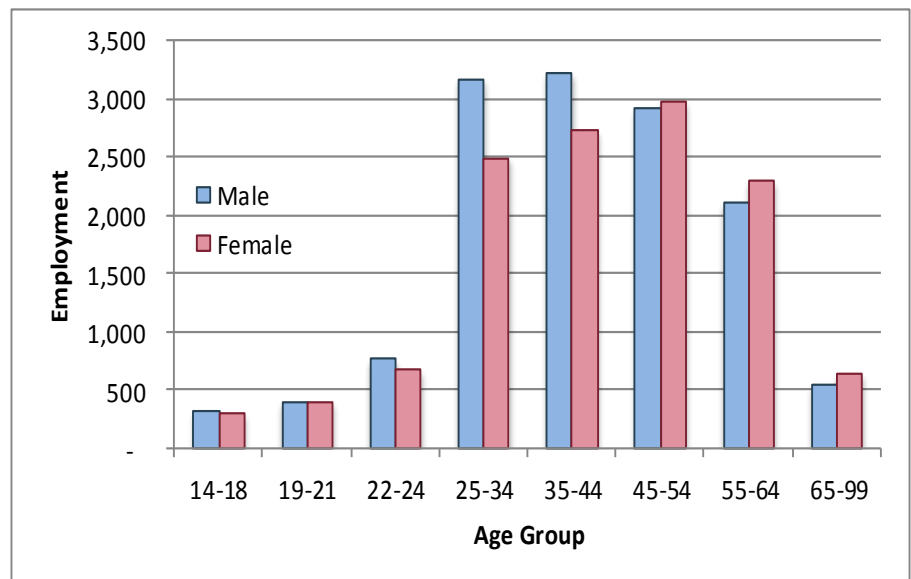
2014 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership



Industry Distribution by Age and Gender

2013 Average Annual



Contact Information

Iowa Workforce Development Employment Statistics Bureau

1000 E Grand Ave
Des Moines, IA 50319
800-532-1249
Fax: 515-281-8195
lwd.lmi@iwd.iowa.gov

www.iowaworkforcedevelopment.gov

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

TTY 515-281-4748
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Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau
<http://lehd.did.census.gov>

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