Executive Summary

In 2019, the Information sector remained at 1.4 percent of all public and private sector employment in Iowa with 21,728 jobs and an annual average wage of $60,446, which is 24.2 percent higher than the statewide average for all industries of $48,672.

Dating back to the start of the recession in 2008, this sector continues to see an annual decrease in employment, while corresponding with annual increased wages. In 2008, employment was at 33,936, dropped to 31,047 in 2009, and most recently in 2019 to 21,728. Wages continue to climb for those who remain in this industries, ranging from $43,477 in 2009 to $60,446 in 2019.

The changes among this sector, has been credited to the result of the improved technology over the years, resulting in higher wages for those who kept up with internet, electronics, cellular phones, and other IT systems.

This industry continues to be male dominated as women were at 40.3 percent and men were at 59.7 percent in 2018. These percentage for women dropped to 35.2 percent, while the men represent 64.8 percent in 2019.
What is Information?

The Information sector comprised of establishments primarily 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 processing data.

The main components of this sector are Publishing Industries, which includes Motion Pictures and sound recording industries, Telecommunications, and Data processing, hosting & related services.

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm
In 2018, employers in the **Information** sector had 1,802 locations in Iowa. The sector’s highest employment units was under **Telecommunications** with 541 units and 6,227 employees. The second highest units were under **Publishing Industries (Except Internet)** with 510 units and 7,286 employees. ISP, Web Search Portals, and DP Services were third with 219 units and 3,988 employees.

The employers listed to the left are classified in the subsector that reflects their primary industry, although each company may be engaged in other economic activities.

**Top Occupations in Information Employment**
- Customer Service Representatives: 2,111
- Telecommunications Equipment Installers and Repairers, Except Line Installers: 1,884
- Advertising Sales Agents: 1,168
- Editors: 749
- General and Operations Managers: 672
- Office Clerks, General: 653
- Reporters and Correspondents: 605
- Counter Attendants, Cafeteria, Food Concession, and Coffee Shop: 585
- Computer User Support Specialists: 507
- Sales Representatives, Services, All Other: 503
- Radio and Television Announcers: 488
- First-Line Supervisors of Office and Administrative Support Workers: 424
- Bookkeeping, Accounting, and Auditing Clerks: 424
- Mail Clerks and Mail Machine Operators, Except Postal Service: 389
- Ushers, Lobby Attendants, and Ticket Takers: 374
- Graphic Designers: 365
- Software Developers, Applications: 359
- Production, Planning, and Expediting Clerks: 319
- Word Processors and Typists: 299
- Cashiers: 289

**Source:** Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2018-2028 Long-Term Projections)

---

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

**Sector Statewide:**
- Employment: 22,397
- Average Annual Wage: $58,334

**Source:** Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development
2019 Average Annual Wage for Covered Employment in Information

State Comparisons by Private Ownership

North Dakota
$71,543

South Dakota
$51,535

Nebraska
$66,732

Kansas
$66,434

Iowa
$60,664

Minnesota
$83,846

Wisconsin
$82,512

Michigan
$77,504

Illinois
$96,732

Indiana
$62,444

Ohio
$72,613

United States Average: $119,605

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

Industry Distribution by Age and Gender, 2nd Quarter 2019

Source: Local Employment Dynamics, Iowa Workforce Development and U.S. Census Bureau

https://lehdcensus.gov/

https://www.iowalmi.gov/qcew