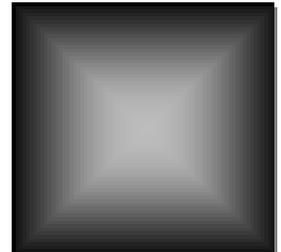
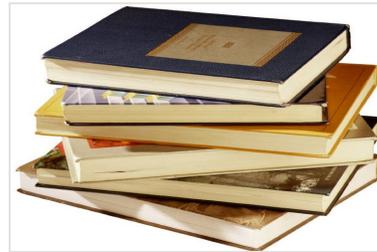
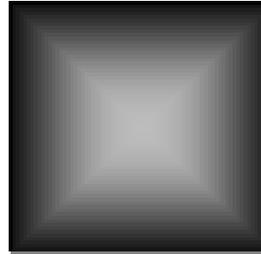


2015 IOWA INDUSTRY PROFILE

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

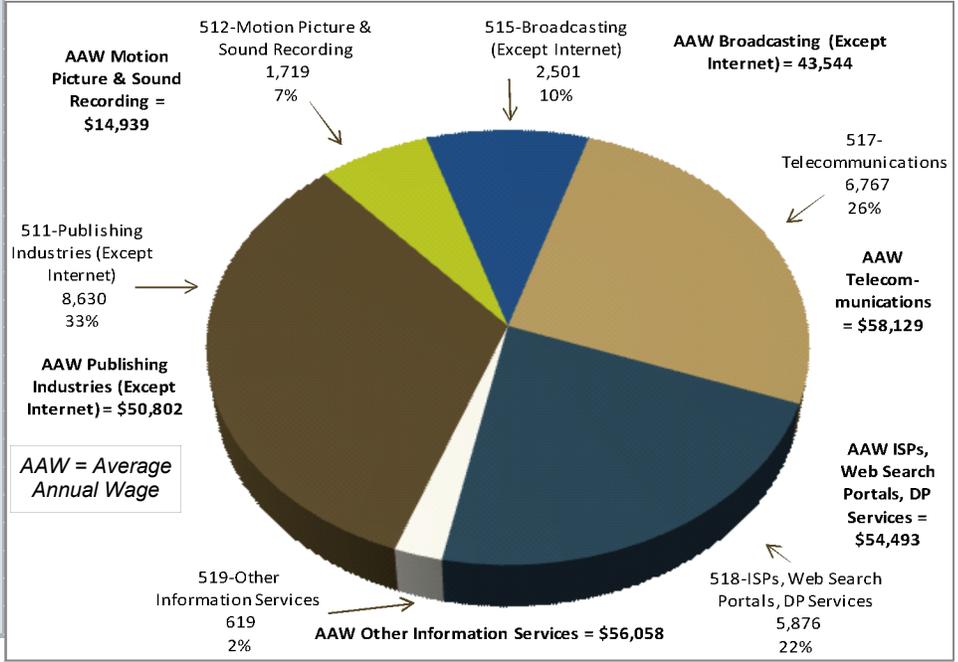
What is Information?

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

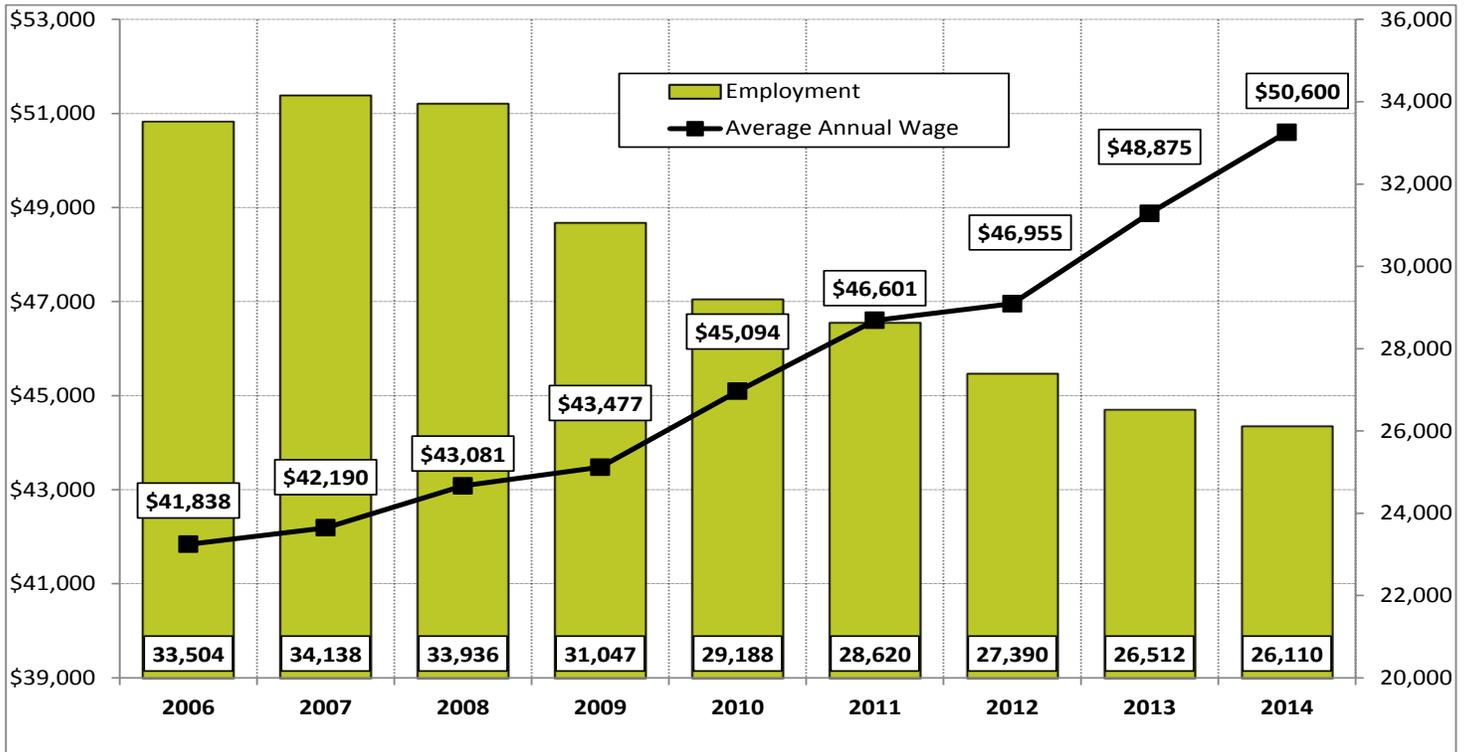
* Percentage Employed by Sub-Sector



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 Corporation | Wireless Telecommunication Carriers |
| Windstream Communications | Wired Telecommunication Carriers |
| Winegard Co. | Cable and Other Subscription Programming |

Source: *Infogroup USA*

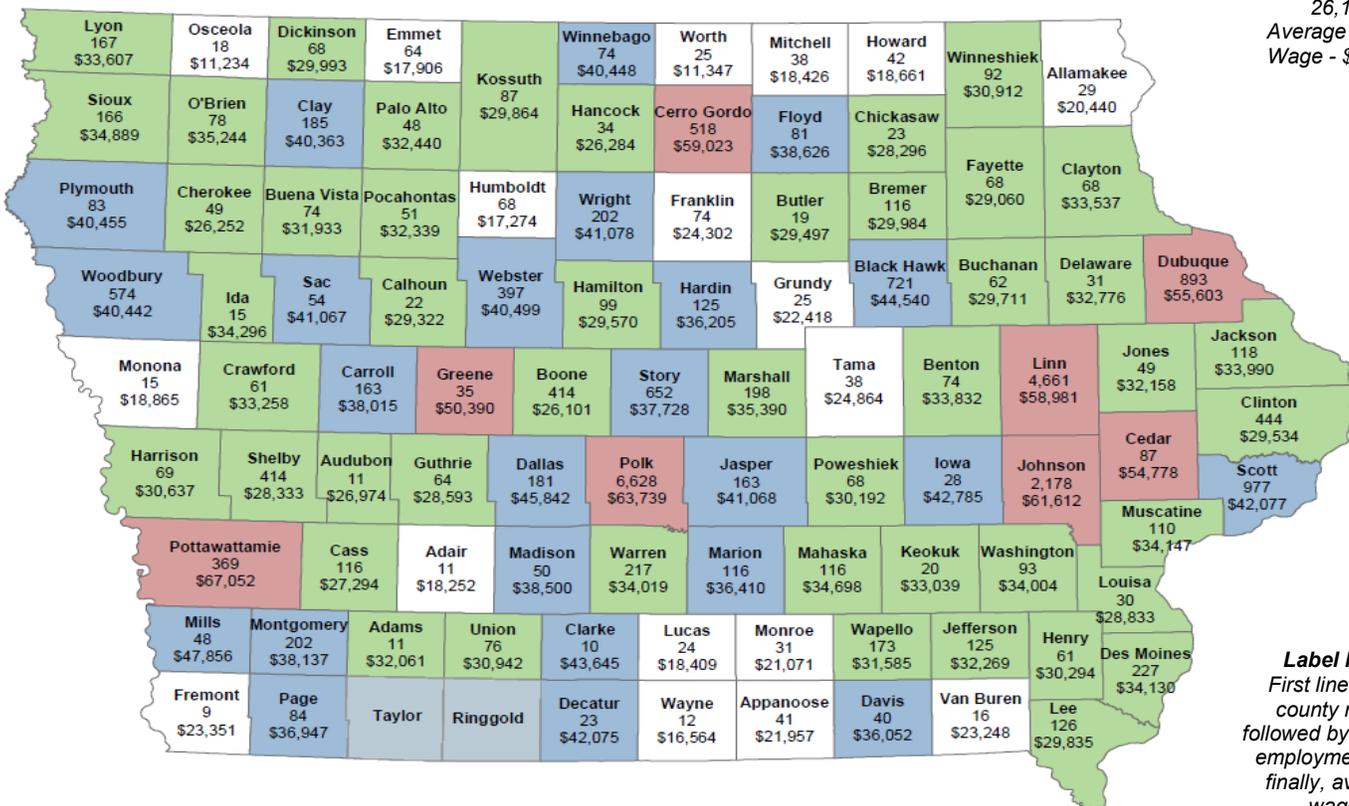
2014 Employment in Information by County

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.

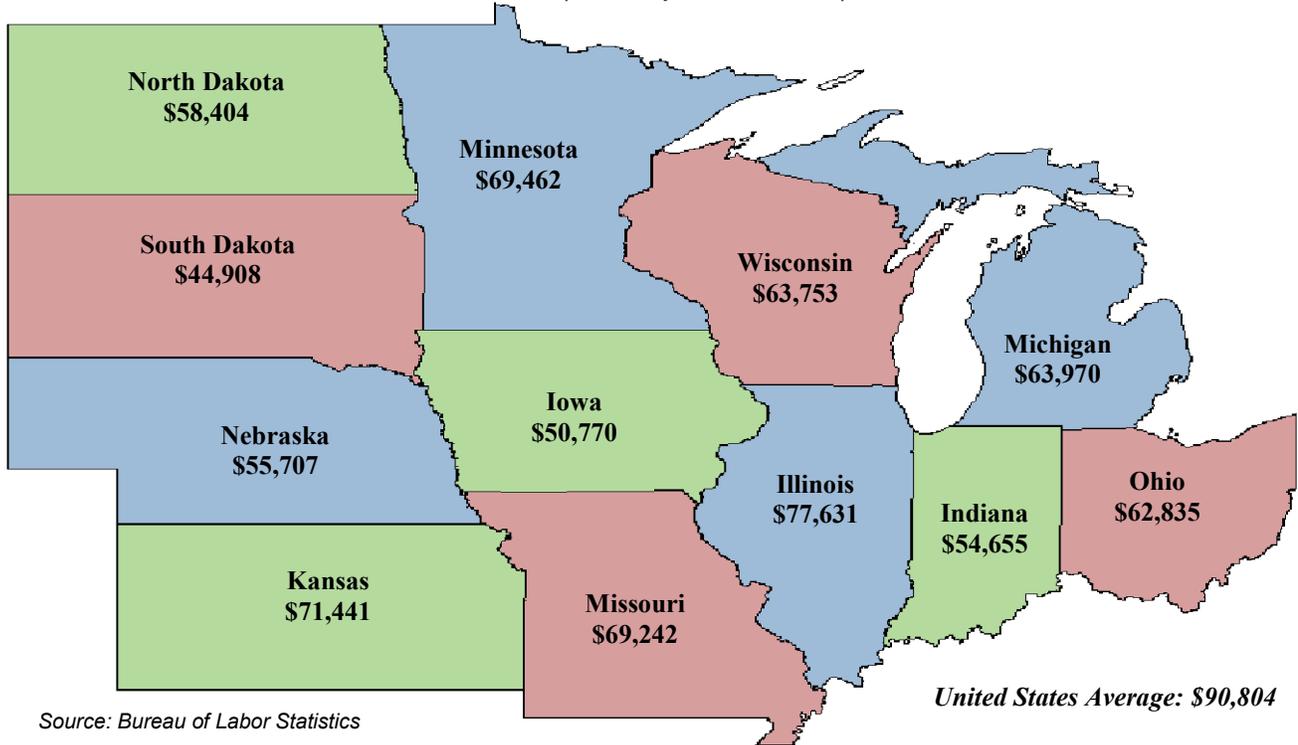
Source: *Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics*



INFORMATION IOWA INDUSTRY PROFILE

2014 Average Annual Wage for Covered Employment in Information

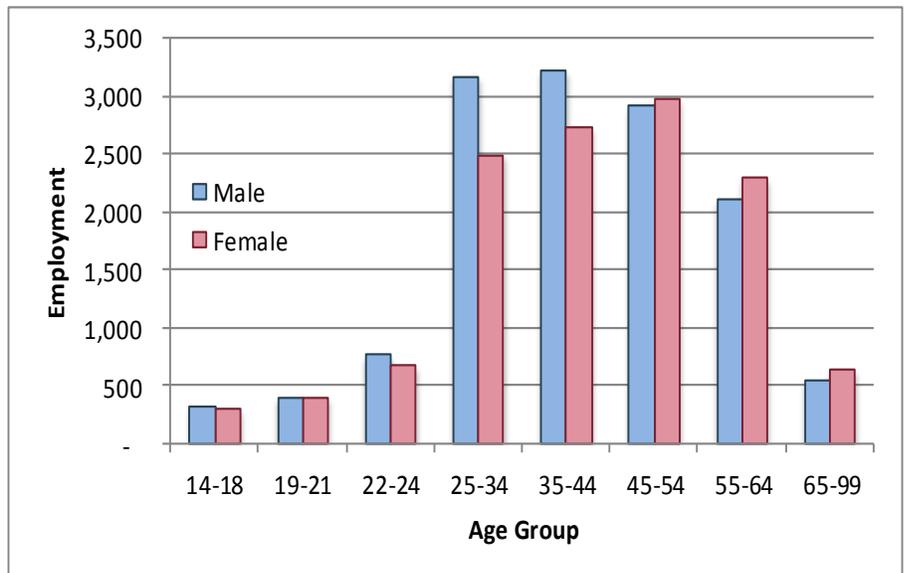
State Comparisons by Private Ownership



Source: Bureau of Labor Statistics

Industry Distribution by Age and Gender

2013 Average Annual



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

Contact Information

Iowa Workforce Development Employment Statistics Bureau

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www.iowaworkforce.org

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