

# 2024 IOWA INDUSTRY PROFILE

## ARTS, ENTERTAINMENT & RECREATION



### IOWA WORKFORCE DEVELOPMENT

#### What is Arts, Entertainment & Recreation

The Arts, Entertainment and Recreation sector comprises: (a) establishments that are involved in producing, promoting, or participating in live performances, events, or exhibits intended for public viewing, (b) establishments that preserve and exhibit objects and sites of historical, cultural, or educational interest; and (c) establishments that operate facilities or provide services that enable patrons to participate in recreational activities or pursue amusement, hobby, and leisure time interests.

The main components of this sector are Performing arts and spectator sports, Museums, historical sites, zoos and parks, and Amusements, gambling, and recreation.

Source: [www.bls.gov/cew/bls\\_naics/bls\\_naics\\_app.htm](http://www.bls.gov/cew/bls_naics/bls_naics_app.htm)

#### Industry Employment & Wages

**1.4%** - Of all covered public and private employment in Iowa, with 22,531 jobs.

**59.8% lower** - 2024 average annual wage for the sector of \$24,667, which was 59.8 percent lower than the statewide average of \$61,352 for all industries.

**32.6% increase** - In employment since the pandemic, adding 5,540 jobs in that time. Employment in this sector has finally peaked above pre-pandemic levels, with the previous high being in 2019 at 22,311 employees, and 2024 employment being 22,531

#### Establishment Facts



**1,557**

Arts, Entertainment & Recreation locations across Iowa in 2024

**1,056**

Amusement, Gambling, and Recreation locations, representing the majority of the establishments within the sector across Iowa in 2024. The other two subsectors, Performing Arts, Spectator Sports & Related Industries, and Museums, Historical Sites & Similar Institutions, only include 129 and 372 locations, respectively.



**\$50,483** - National Annual Average Wage\*



**\$24,059** - Iowa Annual Average Wage\*

**52.3% lower** annual average wage in Iowa for this sector than the national average. Iowa had one of the lowest annual average wages for this sector compared to its neighboring states. Only North Dakota had a lower annual average wage. Illinois had the highest annual average wage of \$47,945

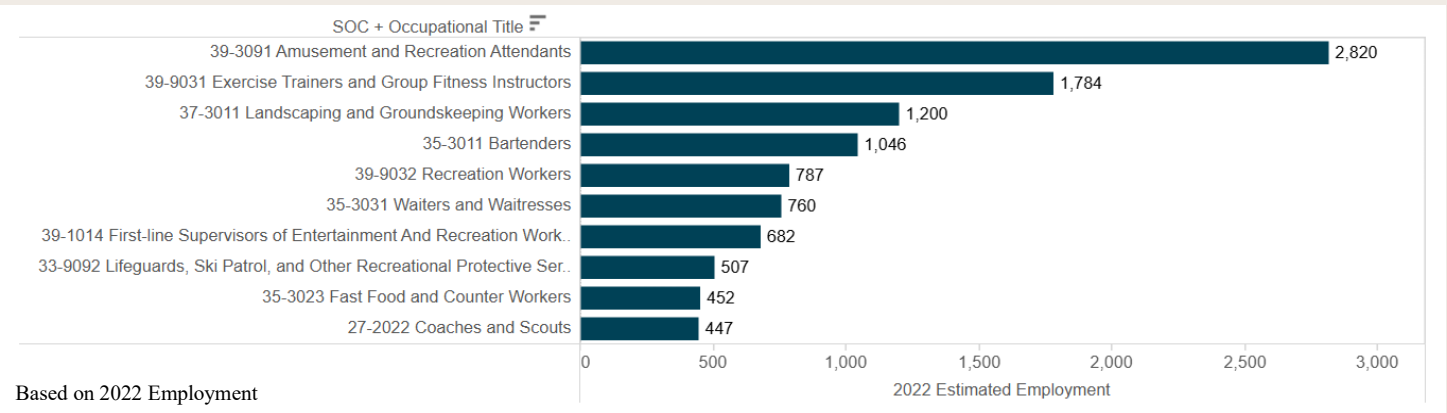
Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics  
Iowa Workforce Development  
<https://workforce.iowa.gov/labor-market-information/>

\*Annual Average Wage only includes private employment

<https://www.iowalmi.gov/qcew>

# ARTS, ENTERTAINMENT & RECREATION Iowa Industry Profile

## Top 10 Occupations for Arts, Entertainment & Recreation



**13.6%** - of sector employment is within the Amusement and Recreation Attendants occupation

## 2024-4th Qtr Industry Subsector Breakout by Employment & Wages

Industry Description	Locations	Average Monthly Employment	Average Weekly Wage Calculation
Grand Total	1,567	20,708	\$501
Amusement, Gambling, and Recreation Industries	1,055	15,522	\$454
Performing Arts, Spectator Sports, and Related Industries	382	3,877	\$635
Museums, Historical Sites, and Similar Institutions	130	1,309	\$655

**25%** - of sector employment is within the Amusement, Gambling, and Recreation Industries subsector which employed 15,522 workers.

**\$655** - average weekly pay, the highest in the industry, was in the Museums, Historical Sites, and Similar Institutions subsector

## Contact Information

### Iowa Workforce Development, Employment Statistics Bureau

1000 E Grand Ave  
Des Moines, IA 50319  
800-532-1249

Fax: 515-281-8195

iw.d.lmi@iwd.iowa.gov

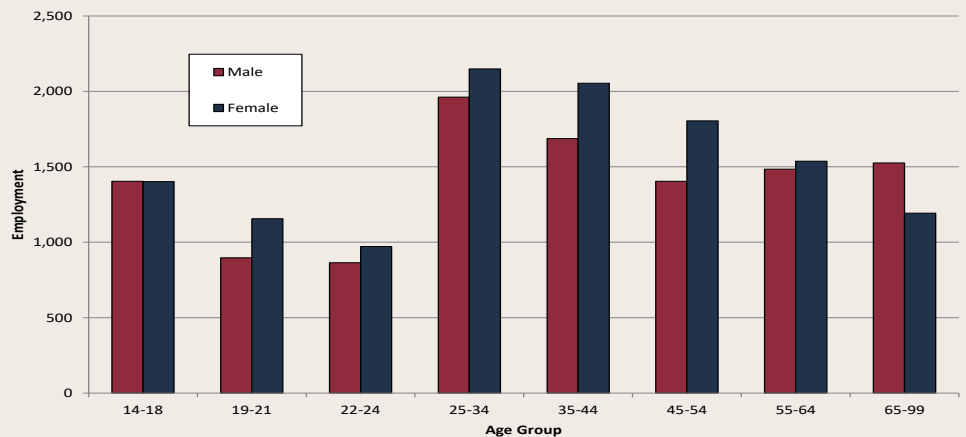
[www.iowaworkforcedevelopment.gov](http://www.iowaworkforcedevelopment.gov)

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

TTY 515-281-4748

1-800-831-1399

## Industry Distribution by Age and Gender, 4th Quarter 2024



**52.2%**- of positions in the sector are held by females, representing the majority of employment for this sector, while males accounted for 47.8 percent of the workforce.

Source: Quarterly Census of Employment and Wages (QCEW), Bureau of Labor Statistics Iowa Workforce Development  
<https://workforce.iowa.gov/labor-market-information/>