

2024 IOWA INDUSTRY PROFILE



INFORMATION

IOWA WORKFORCE DEVELOPMENT

What is Information?

The **Information** sector comprises 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. basis.

Source: www.bls.gov/cew/bls_naics/bls_naics_app.htm

Industry Employment & Wages

1.2% - Of all covered public and private employment in Iowa, with 18,469 jobs.

39.7% higher - than the statewide average of \$61,352 for all industries, the 2024 average annual wage for the sector was \$85,714.

27.2% increase - In employment between 2015 and 2025, resulting from a downward trend with 6,902 jobs lost over the last 10 years. Wages over this same period have increased by 62.3 percent.

Establishment Facts



2,654

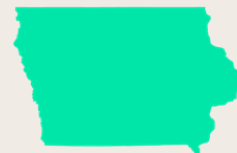
Information locations across Iowa in 2024

1,133

Publishing Industries locations made up the majority of establishments within the sector across Iowa in 2024, employing 5,616 individuals. The second largest subsector is Telecommunications with 549 locations. Computing Infrastructure Providers Data Processing, Web Hosting, and Related Services is third with 423 establishments. The remaining 3 subsectors, Broadcasting and Content Providers, Motion Picture and Sound Recording Industries, and Web Search Portals, Libraries, Archives, and Other Information Services, made up the remaining 549 locations.



\$174,448 - National Annual Average Wage*



\$86,195 - Iowa Annual Average Wage*

50.6% lower annual average wage in Iowa for this sector than the national average. Iowa is the third lowest annual average wage for this sector compared to its neighboring states, with Indiana and South Dakota being lower. Illinois had the highest annual average wage reporting \$143,190

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

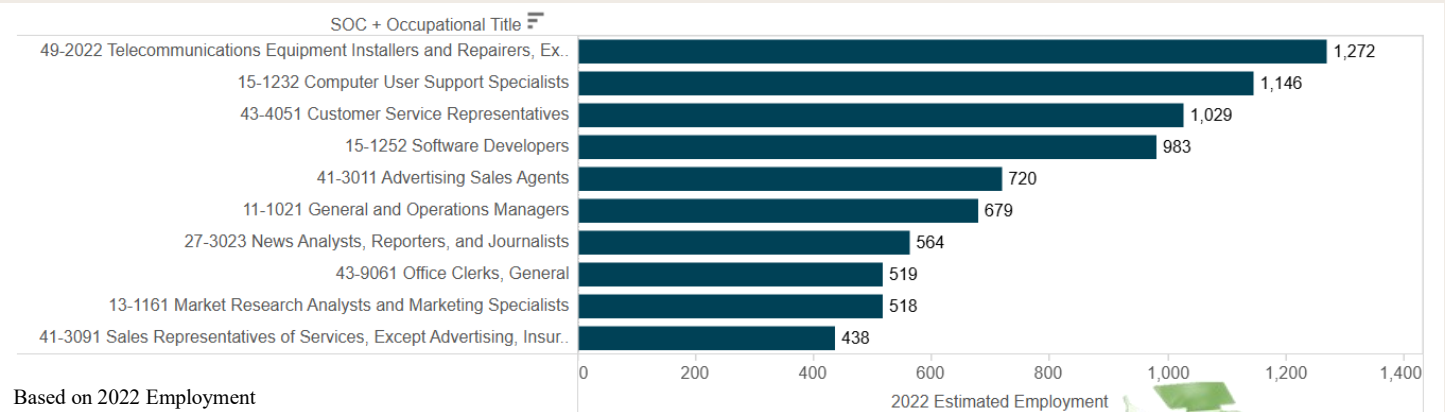
*Annual Average Wage only includes private employment

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

INFORMATION

Iowa Industry Profile

Top 10 Occupations for Information



6.5% - of all employment within the sector is comprised of the Telecommunications Equipment Installers, Except Line Installers Occupations.

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

Industry Description	Locations	Average Monthly Employment	Average Weekly Wage Calculation
Grand Total	2,702	18,601	\$1,608
Publishing Industries	1,163	5,604	\$1,713
Telecommunications	549	5,311	\$1,612
Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	434	3,545	\$2,254
Broadcasting and Content Providers	226	2,044	\$1,250
Motion Picture and Sound Recording Industries	207	1,778	\$428
Web Search Portals, Libraries, Archives, and Other Information Services	123	319	\$1,407

30.1% - of employment within this industry was in the, Publishing Industries which employed 5,604 workers.

\$2,254 - average weekly wages in the Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services subsector was highest in the industry

Contact Information

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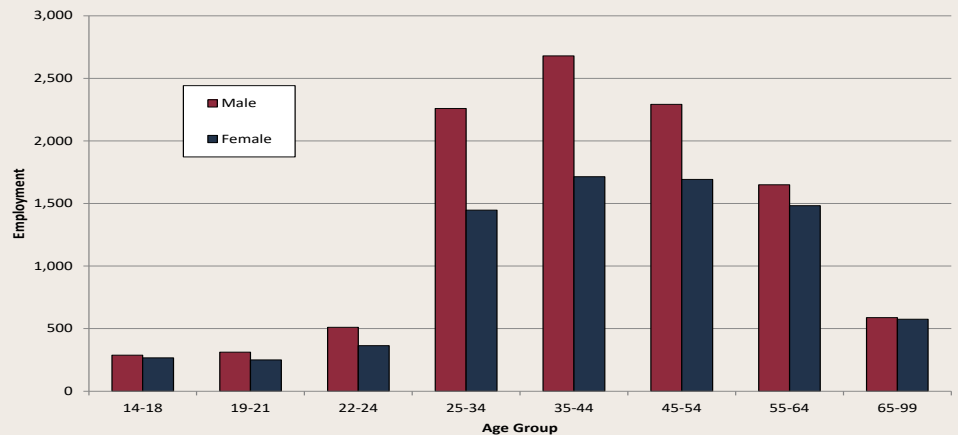
www.iowaworkforcedevelopment.gov

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



57.6%- of employment in this sector was held by males, while women females accounted for 42.4 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/>