

# IOWA CAREER, INDUSTRY, & POPULATION REPORT

OCTOBER 2024

2022-2032

## Transportation/Health/Social/Const Top Iowa Industries for 2022-2032 Growth; Utilities/Gov't/Apparel/Publishing Lag

### Growth Rate

Iowa's industry sectors mark a return to pre covid-19 growth patterns with transportation, health, social, construction, and other service sector industries topping Iowa's high growth industries for the 2022-2032 projection period.

A top twenty of leading industry sectors include transportation support activities, ambulatory health care, social assistance,

warehousing & storage, truck transportation, accommodation, information services, couriers, construction, management, transit/ground transportation, nursing & residential care, waste management, financial, chemical manufacturing, motion picture, forestry, beverage/tobacco, rental & leasing, transportation equipment manufacturing, and product manufacturing which are all expected to grow in double

digits over the next ten years. Combined, these top twenty industries are projected to produce 54,745 jobs (or 46.9%) of Iowa's total industry employment growth of 116,720. Such increases in employment from many industry sectors would greatly benefit Iowa's total employment picture.

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## Modest Growth in 2022-2032 Iowa Occupational Projections

Figure 1. 2022-2032 Iowa Occupational Group by Annual Growth Rate

Occupational Group	2022 Est	2032 Proj	Chg	GR
Healthcare Support	65,045	77,620	12,580	1.9
Community and Social Service	24,440	28,280	3,840	1.6
Computer and Mathematical	42,395	48,100	5,705	1.3
Healthcare Practitioners and Technical	96,475	109,135	12,660	1.3
Transportation and Material Moving	173,050	190,905	17,855	1.0
Construction and Extraction	85,995	94,785	8,790	1.0
Architecture and Engineering	22,140	24,315	2,175	1.0
Life, Physical, and Social Science	15,480	16,960	1,485	1.0
Personal Care and Service	46,295	50,670	4,380	0.9
Installation, Maintenance, and Repair	74,515	81,535	7,020	0.9
Business and Financial Operations	91,640	98,850	7,210	0.8
Educational Instruction and Library	123,765	133,410	9,645	0.8
Arts, Design, Entertainment, Sports, and Media	26,445	28,420	1,970	0.7
Legal	8,845	9,485	645	0.7
<b>Total, All</b>	<b>1,837,690</b>	<b>1,951,110</b>	<b>113,420</b>	<b>0.6</b>
Building and Grounds Cleaning and Maintenance	57,985	61,390	3,410	0.6
Management	190,425	198,835	8,410	0.4
Protective Service	24,500	25,500	1,000	0.4
Food Preparation and Serving Related	127,120	131,560	4,440	0.3
Production	151,535	155,390	3,855	0.3
Sales and Related	164,410	167,095	2,685	0.2
Farming, Fishing, and Forestry	19,880	19,535	-345	-0.2
Office and Administrative Support	205,320	199,335	-5,990	-0.3

Figure 2. 2022-2032 Iowa Occupational Group by Employment Change

Occupational Group	2022 Est	2032 Proj	Chg	GR
<b>Total, All Occupations</b>	<b>1,837,690</b>	<b>1,951,110</b>	<b>113,420</b>	<b>0.6</b>
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### Growth Rate

Iowa can expect modest employment growth according to its 2022-2032 projection outlook. Occupational employment is projected to increase by 6% from 2022 to 2032 (or .6% annually). Total occupational growth during this period is projected to reach 113,420 jobs with job growth being broad-based across many major occupational groups. Service-providing jobs are generally expected to outperform those considered goods-producing. Figure 1 provides the comparable data.

Major occupational groups expected to grow at or faster than the state annual average are healthcare support, personal care, transportation/material moving, construction, building/grounds maintenance, arts/design/entertainment/sports/media, education, life/physical/social science, business/financial, computer/mathematical, community/social service, legal, architecture/engineering, and installation/maintenance.

Growing at or less than the state average include protective service, sales, production, food

prep, management, farming, and office/administrative support major occupational groups.

### Employment

Regarding the employment side, the 2022-2032 top ten occupational groups for employment change include transportation/material moving, food prep, management, construction, education, healthcare (practitioner/support), computer/mathematical, business/financial, and installation/maintenance. Three of these occupational groups are projected to exceed 10,000 jobs over the next ten years with six falling in between 5-10,000.

Six (or 60%) of the top ten occupational groups with the greatest growth rates also have top ten employment change growth rates. These include healthcare (practitioner/support), transportation/material moving, installation/maintenance, construction, and computer/mathematical. Major occupational groups and their 2022-2032 projected employment change can be found in Figure 2.

## 2022-2032 Iowa Occupational Projections Overview

### Health, Management, Community/Social, Installation/Repair, & Computer/Math Lead High Growth Occupations

Figure 7. 2022-2032 Iowa Occupations/Fastest Annual Growth

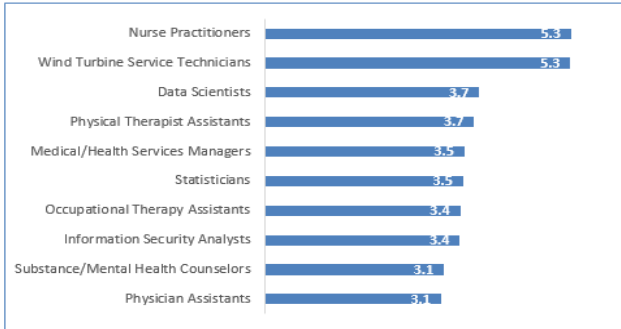


Figure 8. 2022-2032 Iowa Occs/Fastest Declining Annual Growth Rate

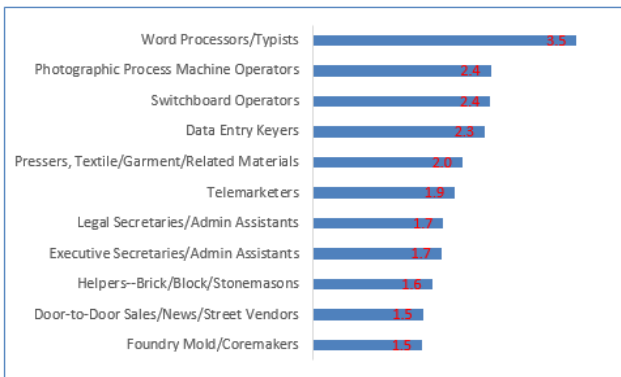


Figure 9. 2022-2032 Iowa Occupations/Largest Emp Growth

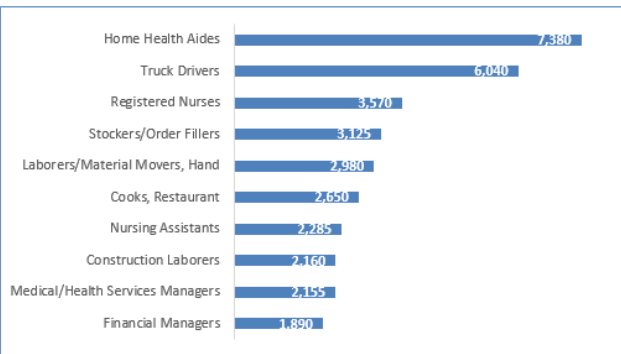
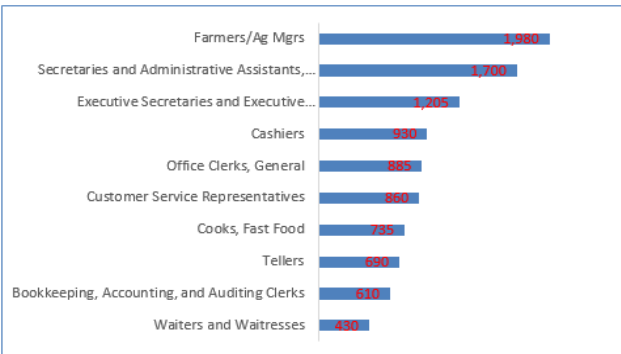


Figure 10. 2022-2032 Iowa Occupations/Largest Declining Emp Growth



#### Growth Rate

Iowa's 2022-2032 top ten occupations expected to have the largest percentage of employment growth are primarily in the health care, management, installation/repair, community/social, and computer/math major occupational groups. See Figure 7. These top occupations include wind turbine technicians, nurse practitioners, data scientists, physical therapist assistants, medical/health services managers, statisticians, substance/mental health counselors, physician assistants, and occupational therapy assistants.

Iowa's 2022-2032 top ten occupations expected to have the largest percentage of employment decline are primarily in the sales and office/administrative major occupational groups as Figure 8 shows. These occupations include photographic process workers, word processors/typists, data entry keyers, switchboard operators, door-to-door sales, textile/garment pressers, helpers-brick/block/stone masons, executive/legal secretaries, foundry mold/core makers, and telemarketers.

#### Employment

Iowa's 2022-2032 top ten occupations expected to have the largest employment growth will account for 34,235 jobs (or 30%) of the projected employment change of 113,420. These include home health aides, truck drivers, laborers/material movers, stockers/order fillers, restaurant cooks, registered nurses, medical/health services managers, financial managers, and construction workers. See Figure 9.

Of the 34,235 employment change, 32,075 (or 94%) will fall into the major occupational groups of food, transportation-material moving, management, and health care.

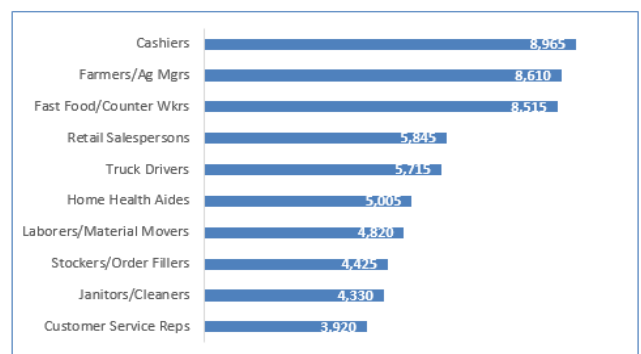
Iowa's 2022-2032 top ten occupations expected to have the largest decline will account for 10,025 (or 56%) of the projected 18,040 lost jobs. Figure 10 indicates that the farming, fast food, and office/administrative occupational groups will account for 9,095 (or 91%) of the top ten's 10,025 jobs expected to be eliminated. Top declining occupations include farmers, secretaries, cashiers, office clerks, customer service reps, fast food cooks, waiters/waitresses, executive secretaries, bookkeeping/accounting/auditing clerks, and tellers.

#### Openings

Iowa's top ten occupations expected to have the most annual openings for 2020-2030 will account for 60,150 (or 28%) of the projected 217,835 openings. Of the 60,150 openings, 51,900 (or 86%) will fall into the major occupational groups of transportation/material moving, food prep, management, health, and sales as Figure 11 illustrates.

Top occupations include farmers/ag managers, cashiers, fast food/counter workers, retail sales, truck drivers, laborers/material movers, stockers/order fillers, home health aides, customer service reps, and janitors/cleaners.

Figure 11. 2022-2032 Iowa Occupations/Most Annual Openings



# 2020 U.S., Iowa Population Census

## Midwest Trails Nation in Growth, MSAs are Bright Spots

### U.S-Regional Pop Growth

The Midwest trails in percentage population growth when compared with other regions of the country as Figure 12 indicates. For the past several decades, the South and West regions grew at substantially higher rates than any other region.

### Iowa's Pop Growth

Since the population losses of the 1980s, Iowa has enjoyed modest population gains. This includes a 5.4% population gain in the 1990s, 4.1% growth in the 2000s, and 4.7% increase in the 2010s. In fact, from 1990 to 2020 Iowa has increased its numbers by 413,538. This marks the greatest three consecutive

decade population growth in Iowa for the last 100 years. And, the trend line indicates continued population growth. See Figure 13.

### Iowa's MSA Pop Growth

The continuance of Iowa's long established MSA-non MSA trends is illustrated in Figure 14. Sub state areas such as Metropolitan Statistical Areas (MSAs) are rising in population growth and non MSA areas are in decline. Ames, Cedar Rapids, Council Bluffs, Davenport, Des Moines, Dubuque, Iowa City, Sioux City, and Waterloo-Cedar Falls make up Iowa's MSAs. The 2020 Census data shows Iowa's fastest population growth is expected for the Ames-Des Moines and Cedar Rapids-Iowa City corridors.

Figure 12. 2020 U.S. & Regional Population Growth by Decade

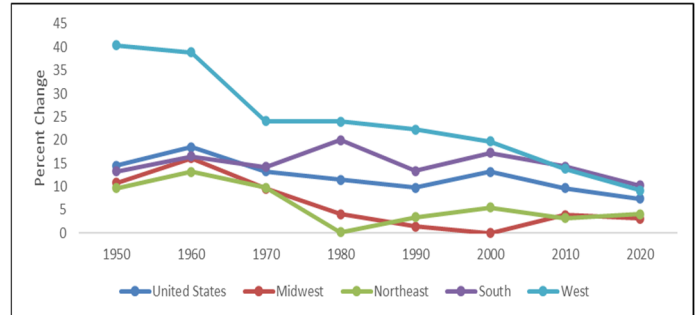


Figure 13. 2020 Iowa Population Growth by Decade

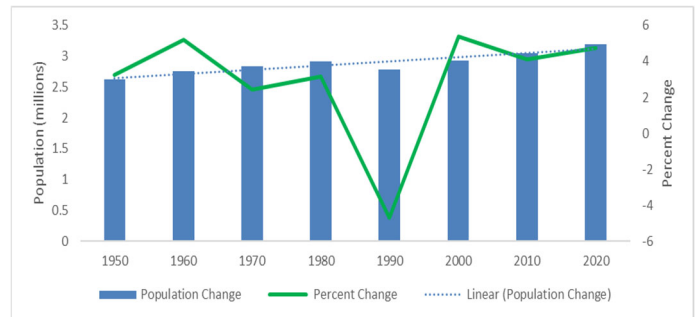


Figure 14. 2020 Iowa MSA Population Growth by Decade

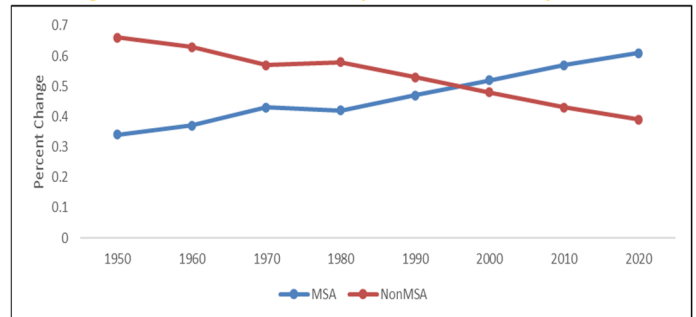


Figure 15. 2020 U.S. Foreign-Born Population & Decade of Entry

	Immigration Period		
	< 2000	2000-2009	2010-2019
All Foreign Born	23,003,330	11,077,720	10,044,070
<b>Place of Origin (%)</b>			
Europe	13.2	8.1	8.5
Asia	28.5	28.9	40.2
Africa	3.2	6.7	8.9
Oceania	0.5	0.6	0.9
Latin America	52.4	54.4	39.7
Northern America	2.2	1.3	1.8

Figure 16. 2020 Race & Hispanic/Latino Origin in Iowa by Decade (%)

Race and Ethnicity	1990	2000	2010	2020
White	96.6	93.9	91.3	84.5
Black	1.7	2.1	2.9	4.1
American Indian	0.3	0.3	0.4	0.5
Asian/Pacific Islander	0.9	1.3	1.8	2.5
Other	0.5	1.3	1.8	2.8
Two or More Races	n/a	1.1	1.8	5.6
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>
<b>Latino and Race</b>				
Latino, Any Race	1.2	2.8	5.0	6.8
White, Non Hispanic	95.9	92.6	88.7	82.7
<b>Total</b>	<b>97.1</b>	<b>95.4</b>	<b>93.7</b>	<b>89.5</b>

## Immigration and Ethnic Origin Growth Trends

### U.S. Foreign-Born Pop

Figure 15 takes a look at the foreign-born population and their decade of entry into the U.S. as of 2019. These immigrants, accounting for much of the nation's (and Iowa's) growth due to the nation's low native born replacement rate, came primarily from Latin America, Asia, and Europe.

### Race & Hispanic/Latino Origin in Iowa

The racial make-up of Iowa's population from 1990 through 2020 is presented in Figure 16. Regarding race and ethnicity, each successive decade since 1990 has seen an increase in the nonwhite minority population. Also listed are Latinos, the largest ethnic immigrant group.

# Health/Education/Social/Trans Lead Iowa's Industries in Employment

**Figure 3. 2022-2032 Iowa Industries with Fastest Growth Rate**

Industry	Total Growth	% Change
Support Activities for Transportation	1,055	22.1%
Ambulatory Health Care Services	13,185	22.1%
Social Assistance	7,970	21.2%
Warehousing and Storage	3,815	19.9%
Truck Transportation	5,630	19.7%
Web Search Portals, Libraries, Archives, and Other Information Services	55	19.3%
Couriers and Messengers	1,375	17.9%
Accommodation, including Hotels and Motels	2,900	16.4%
Construction of Buildings	2,685	16.4%
Management of Companies and Enterprises	3,545	14.7%
Motion Picture and Sound Recording Industries	260	14.4%
Transit and Ground Passenger Transportation	660	14.2%
Nursing and Residential Care Facilities	7,170	14.0%
Waste Management and Remediation Services	575	13.8%
Funds, Trusts, and Other Financial Vehicles	10	13.3%
Chemical Manufacturing	1,570	13.0%
Forestry and Logging	5	12.5%
Transportation Equipment Manufacturing	1,535	12.4%
Rental and Leasing Services	440	11.6%
Beverage and Tobacco Product Manufacturing	305	10.6%

**Figure 4. 2022-2032 Iowa Industries with Fastest Declining Growth**

Industry	Total Growth	% Change
Leather and Allied Product Manufacturing	-25	-9.8%
Printing and Related Support Activities	-465	-7.6%
Apparel Manufacturing	-45	-6.1%
Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	-415	-5.5%
Textile Mills	-5	-5.3%
Publishing Industries	-310	-4.9%
Paper Manufacturing	-110	-3.2%
Utilities	-190	-2.6%
Telecommunications	-115	-2.1%
Postal Service	-130	-1.8%

**Figure 5. 2022-2032 Iowa Industries with Largest Growth**

Industry	Total Growth	% Change
Ambulatory Health Care Services	13,185	22.1%
Educational Services	12,355	7.0%
Social Assistance	7,970	21.2%
Nursing and Residential Care Facilities	7,170	14.0%
Truck Transportation	5,630	19.7%
Professional, Scientific, and Technical Services	5,105	9.1%
Specialty Trade Contractors	4,970	9.5%
Hospitals	4,890	7.0%
Warehousing and Storage	3,815	19.9%
Total Self Employed and Unpaid Family Workers, All Jobs	3,645	2.5%
Management of Companies and Enterprises	3,545	14.7%
Local Government, Excluding Education and Hospitals	3,385	6.2%
Accommodation, including Hotels and Motels	2,900	16.4%
Food Manufacturing	2,880	4.8%
Construction of Buildings	2,685	16.4%
Insurance Carriers and Related Activities	2,500	5.3%
Religious, Grantmaking, Civic, Professional, and Similar Organizations	2,170	7.7%
Machinery Manufacturing	1,985	4.9%
General Merchandise Retailers	1,765	5.2%
Credit Intermediation and Related Activities	1,710	4.1%

**Continued from Page 1**

Regarding slower growth, ten industries expected to lead Iowa's fastest declining industries include manufacturing (leather & allied product, apparel, textile, & paper), printing, clothing retail (including accessories, shoes, & jewelry), publishing, telecommunications, utilities, clothing retail (including accessories, shoes, & jewelry), and postal service. Of these, leather manufacturing, printing, apparel manufacturing, and textile mills are projected to have declining growth rates of five percent or more during the 2022-2032 time frame. Figures 3 and 4 provide a ranking of industries using a growth rate comparison metric.

**Employment**

On the employment side, the top six industries of ambulatory health care, education, social assistance, nursing & residential care, truck transportation, and professional (including scientific & technical) are each projected to grow in excess of

5,000 workers in the next ten years. Rounding out Iowa's top twenty industries by employment include hospitals, specialty trade contractors, accommodation, warehousing & storage, social & professional organizations, food manufacturing, self employed, management, local government, construction, insurance, general merchandise retail, machinery manufacturing, and credit intermediation. Of the projected 116,720 total employment growth for 2022-2032, the top twenty industries are projected to grow 94,260 or 81% of the total.

Conversely, the bottom ten industries of printing, merchant wholesalers, clothing retail (including accessories, shoes, & jewelry), publishing, utilities, state government, sporting goods retail, telecommunications, postal service, and paper manufacturing are projected to lose 2,465 total jobs (or 97% of all projected losses) from 2020-2030. Figures 5 and 6 give an employment breakdown.

**Figure 6. 2022-2032 Iowa Industries with Largest Decline**

Industry	Total Growth	% Change
Printing and Related Support Activities	-465	-7.6%
Merchant Wholesalers, Nondurable Goods	-425	-1.4%
Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	-415	-5.5%
Publishing Industries	-310	-4.9%
Utilities	-190	-2.6%
State Government, Excluding Education and Hospitals	-185	-1.0%
Postal Service	-130	-1.8%
Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers	-120	-0.8%
Telecommunications	-115	-2.1%
Paper Manufacturing	-110	-3.2%

Employment data derived from the 2022-2032 Iowa Industry and Occupational Projections produced by the Labor Market and Workforce Information Division of Iowa Workforce Development (IWD). Population figures are from the 2020 U.S. Census with additional analysis performed by the State Data Center of the State Library of Iowa and IWD. MSAs refer to Metropolitan Statistical Areas (urban areas with 50,000 or more residents).

This publication was produced by the Labor Market and Workforce Information Division of Iowa Workforce Development. Inquiries may be directed to Brent Paulson at 515.281.3439 or Brent.Paulson@iwd.iowa.gov.

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