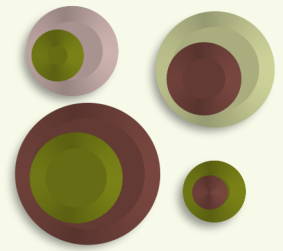
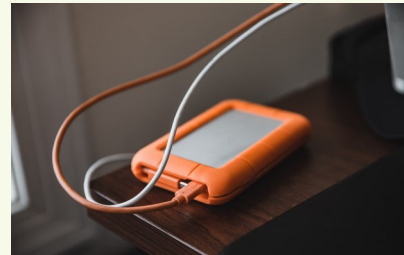
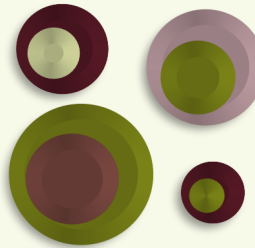


# 2022 IOWA INDUSTRY PROFILE

## INFORMATION

### IOWA WORKFORCE DEVELOPMENT



#### Executive Summary

In 2022, the **Information** sector comprised 1.3 percent of all covered public and private employment in Iowa. This sector reported an average annual wage of \$75,286 for 2022, which was an increase from the statewide average of \$57,378 for all industries.

An interesting point is that there continues to be a decrease with the annual employment, while having a continued annual wage increase. Employment decreased by 7,060 jobs from 2013 thru 2022, while wages continue to increase. The average wages in 2013 was \$48,875 and increases each year to \$75,286 in 2022. This change is credited to the result of improved technology with internet, electronics, cellular phones, and other IT systems.

**Publishing Industries** (Except Internet) remains the largest subsector within this industry, employing 6,292, with an average annual wage of \$83,271. **Telecommunications** brought in the second highest average employment with 5,489 and an average annual wage of \$77,824.

Men account for 56.6% of the working employment, while women are slightly lower at 43.4% of the workforce.



# IOWA INFORMATION INDUSTRY PROFILE



## What is Information?

The **Information** sector comprises establishments primarily engaged in the following processes:

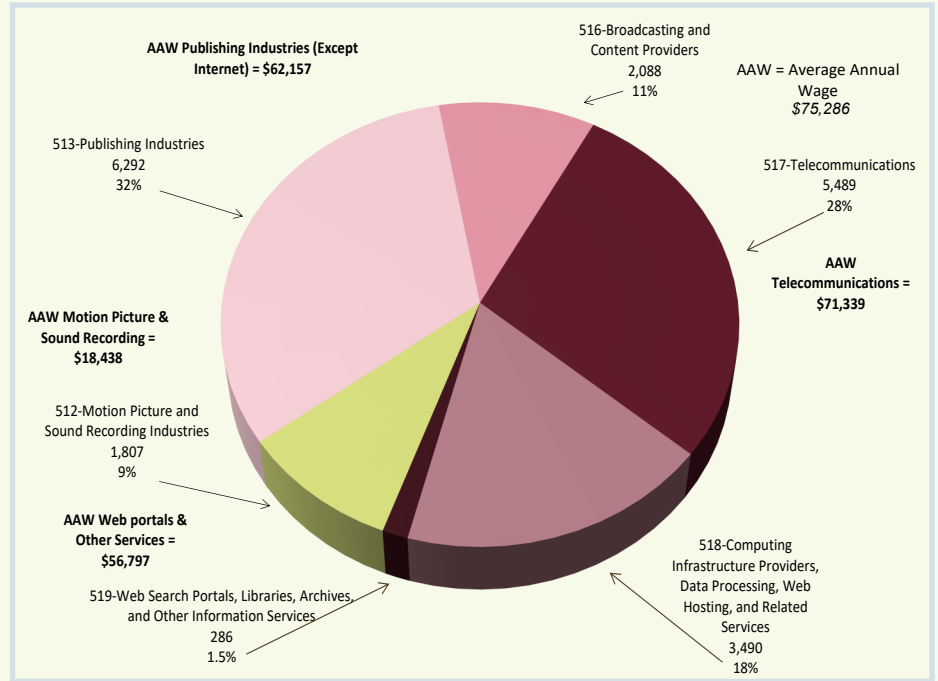
- (a) Producing and distributing information and cultural products,
- (b) Providing the means to transmit or Distribute these products as well as data or communications, and processing data.

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.

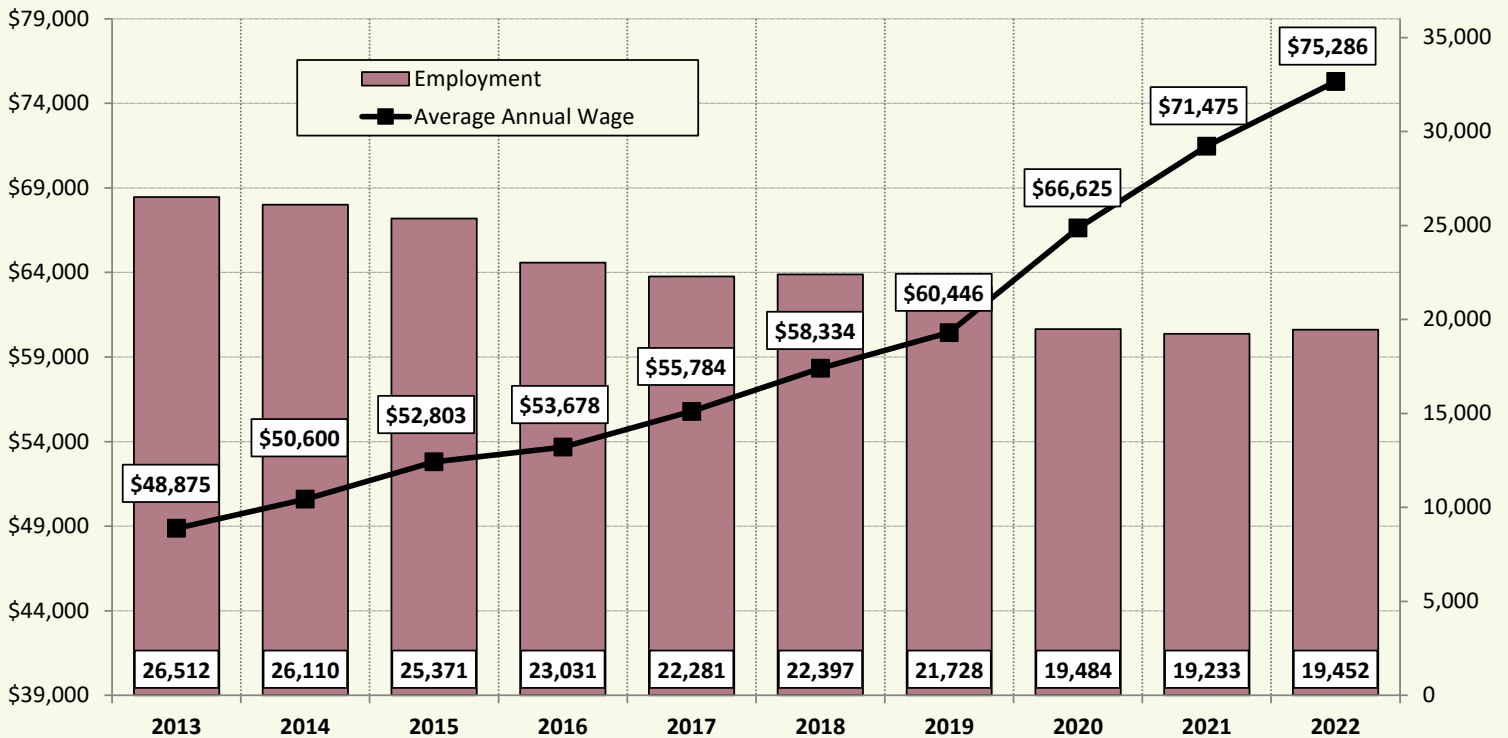
Source: [www.bls.gov/cew/bls\\_naics/bls\\_naics\\_app.htm](http://www.bls.gov/cew/bls_naics/bls_naics_app.htm)

## 2022 Industry Breakout by Employment in Iowa

Information NAICS Industry Coding  
Percentage Employed and Average Annual Wage by Subsector



## 2013–2022 Information Employment in Iowa



Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

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

# IOWA INFORMATION INDUSTRY PROFILE



Top Occupations in Information	Employment
Telecommunications Equipment Installers and Repairers, Except Line Installers	1,794
Customer Service Representatives	1,566
Advertising Sales Agents	983
Software Developers and Software Quality Assurance Analysts and Testers	933
Computer User Support Specialists	774
Sales Representatives of Services, Except Advertising, Insurance, Financial Service	737
General and Operations Managers	603
News Analysts, Reporters, and Journalists	554
Editors	493
Office Clerks, General	462
Market Research Analysts and Marketing Specialists	382
Producers and Directors	368
Ushers, Lobby Attendants, and Ticket Takers	361
Radio and Television Announcers	360
Graphic Designers	344
Bookkeeping, Accounting, and Auditing Clerks	337
First-Line Supervisors of Office and Administrative Support Workers	320
Telecommunications Line Installers and Repairers	248
Computer Systems Analysts	220
First-Line Supervisors of Mechanics, Installers, and Repairers	219

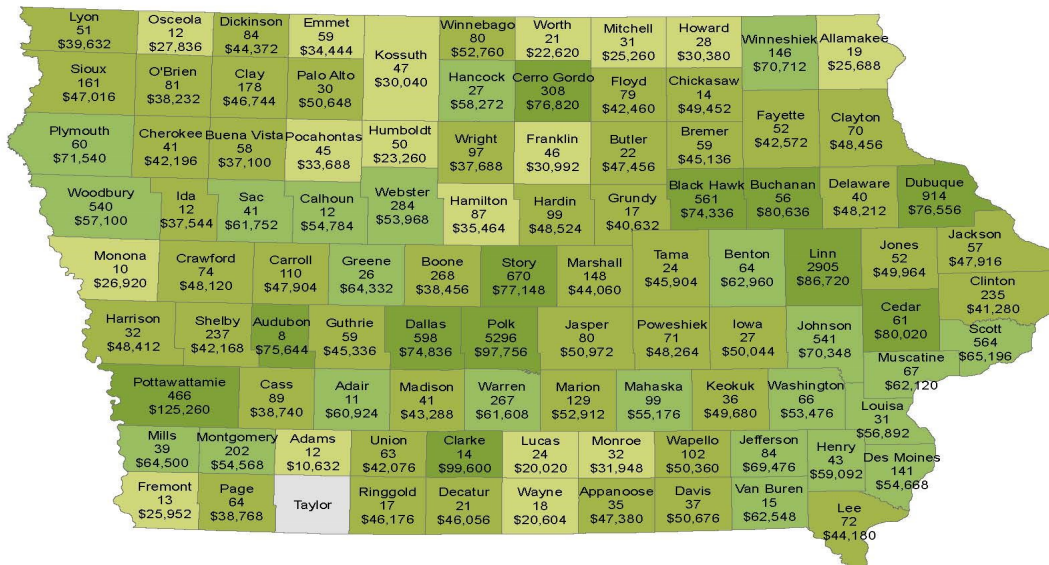
Source: Iowa Workforce Development, Labor Market Information Industry and Occupational Projections (2020-2030 Long-Term Projections)

## Establishment Facts:

In 2022, employers in the Information **Publishing Industries** (Except Internet) has the most establishments in Iowa with 1,012 with 6,292 employees. The second highest was **Telecommunications** with 569 locations and 5,489 employees.

The 3rd spot was **Computing Infrastructure Providers Data Processing Web Hosting and Related Services** with 401 locations and 3,490 employees, but came in first as the subsector with the highest annual average wage of \$98,507.

## 2022 Covered Employment in Information



**Sector Statewide:**  
 Employment - 19,452  
 Average Annual Wage - \$75,286

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

**Wages** ■ Less than \$35,464 ■ \$35,465 - \$52,912 ■ \$52,913 - \$71,540 ■ Greater than \$71,541

Source: Labor Market Information Division, Iowa Workforce Development

Source: Quarterly Census of Employment and Wages (QCEW), Iowa Workforce Development

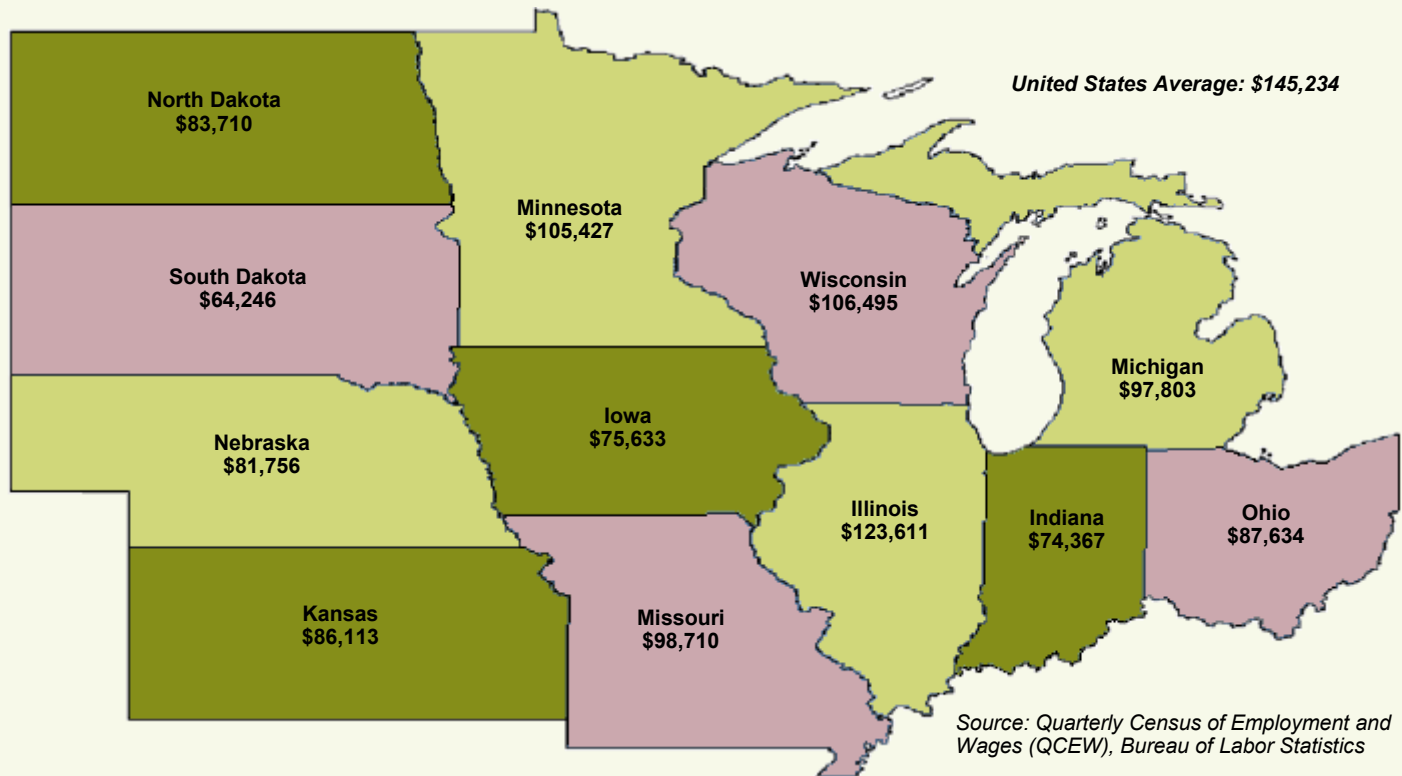
<https://www.iowalmi.gov/qcew>

# IOWA INFORMATION INDUSTRY PROFILE



## 2022 Average Annual Wage for Covered Employment in the Information Industry

State Comparisons by Private Ownership



### Contact Information

#### Iowa Workforce Development, Employment Statistics Bureau

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

Fax: 515-281-8195  
lwd.lmi@iwd.iowa.gov

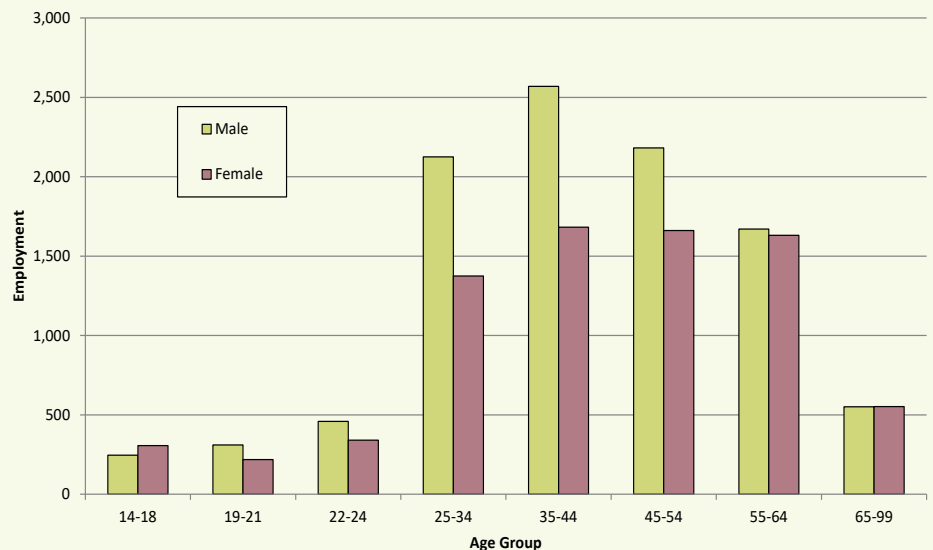
[www.iowaworkforcedevelopment.gov](http://www.iowaworkforcedevelopment.gov)

*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, 2nd Quarter 2022



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

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