

# IOWA CAREER, INDUSTRY, & POPULATION REPORT

SEPTEMBER 2016

2014-2024

## Trans, Finance, Health, Ag Top Iowa's Growth Industries

Inside this issue:

### Growth Rate

The state of Iowa's service sector claims the top high growth industries for the 2014-2024 projection period.

Leading the top fifteen are the transportation (scenic), financial investment, management, ambulatory health care, support agriculture, investments, non store retail, warehousing,

transportation (support), nursing care, wholesale electronic markets, insurance carriers, specialty trade contractors, professional/scientific/technical, and forestry industries which are all expected to grow above 15% (with nine above 20%) over the next ten years. In all, these top fifteen industries are projected to

produce 63,253 total jobs (or 40%) of the entire employment growth total of 156,828.

Regarding Iowa's slower growth industries, manufacturing (apparel, textile, leather, plastics/rubber, machinery, nonmetallic mineral product, and miscellaneous), printing,

Continued on Page 4

Steady Incremental Occupational Growth	1
Iowa's Top Growth Industries	1, 4
2014-2024 Iowa Occupational Projections Overview	2
2010 U.S. Population Census: Population and Immigration	3

## Steady Broad-based Growth Depicts 2014-2024 Iowa Occupational Projections

Figure 1. 2014-2024 Iowa Occupational Group by Growth Rate

Occupational Title	2014 Estimated	2024 Projected	Numeric Change	Annual Growth Rate (%)
Computer and Mathematical Occupations	33,550	39,630	6,080	1.8
Healthcare Practitioners and Technical Occupations	86,030	98,955	12,925	1.5
Community and Social Service Occupations	31,495	36,095	4,600	1.5
Construction and Extraction Occupations	80,275	91,315	11,040	1.4
Personal Care and Service Occupations	55,530	62,200	6,670	1.2
Business and Financial Operations Occupations	77,025	85,995	8,975	1.2
Installation, Maintenance, and Repair Occupations	70,155	77,670	7,510	1.1
Transportation and Material Moving Occupations	135,375	149,085	13,710	1.0
Building/Grounds Cleaning & Maintenance Occupations	58,465	64,230	5,760	1.0
Life, Physical, and Social Science Occupations	12,830	14,060	1,230	1.0
Legal Occupations	8,055	8,780	720	0.9
Education, Training, and Library Occupations	113,595	123,735	10,140	0.9
<b>Total, All Occupations</b>	<b>1,795,100</b>	<b>1,949,240</b>	<b>154,140</b>	<b>0.9</b>
Food Preparation and Serving Related Occupations	134,480	145,925	11,445	0.9
Sales and Related Occupations	178,350	192,550	14,200	0.8
Architecture and Engineering Occupations	19,925	21,300	1,375	0.7
Protective Service Occupations	22,265	23,745	1,475	0.7
Arts, Design, Entertainment, Sports, and Media Occupations	26,770	28,250	1,475	0.6
Office and Administrative Support Occupations	249,885	262,910	13,030	0.5
Management Occupations	164,320	171,670	7,350	0.4
Production Occupations	167,720	172,880	5,160	0.3
Farming, Fishing, and Forestry Occupations	18,860	18,915	50	0.0

Figure 2. 2014-2024 Iowa Occupational Group by Employment Change

Occupational Title	2014 Estimated	2024 Projected	Numeric Change	Annual Growth Rate (%)
Sales and Related Occupations	178,350	192,550	14,200	0.8
Transportation and Material Moving Occupations	135,375	149,085	13,710	1.0
Office and Administrative Support Occupations	249,885	262,910	13,030	0.5
Healthcare Practitioners and Technical Occupations	86,030	98,955	12,925	1.5
Food Preparation and Serving Related Occupations	134,480	145,925	11,445	0.9
Construction and Extraction Occupations	80,275	91,315	11,040	1.4
Education, Training, and Library Occupations	113,595	123,735	10,140	0.9
Healthcare Support Occupations	50,140	59,355	9,215	1.8
Business and Financial Operations Occupations	77,025	85,995	8,975	1.2
Installation, Maintenance, and Repair Occupations	70,155	77,670	7,510	1.1
Management Occupations	164,320	171,670	7,350	0.4
Personal Care and Service Occupations	55,530	62,200	6,670	1.2
Computer and Mathematical Occupations	33,550	39,630	6,080	1.8
Building/Grounds Cleaning & Maintenance Occupations	58,465	64,230	5,760	1.0
Production Occupations	167,720	172,880	5,160	0.3
Community and Social Service Occupations	31,495	36,095	4,600	1.5
Arts, Design, Entertainment, Sports, and Media Occupations	26,770	28,250	1,475	0.6
Protective Service Occupations	22,265	23,745	1,475	0.7
Architecture and Engineering Occupations	19,925	21,300	1,375	0.7
Life, Physical, and Social Science Occupations	12,830	14,060	1,230	1.0
Legal Occupations	8,055	8,780	720	0.9
Farming, Fishing, and Forestry Occupations	18,860	18,915	50	0.0

### Growth Rate

Steady incremental growth describes the current occupational projections outlook. Iowa's occupational employment is expected to increase by 8.6% from 2014 to 2024, or .9% annually. The total growth for all occupations during this period is projected to reach 154,140 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 faster than the state annual average are management, business/financial, computer/mathematical, life/physical/social science, community/social service, healthcare practitioner, healthcare support, building/grounds maintenance, personal care, construction, installation/maintenance/repair, and transportation/material moving. Growing less than the state average include architecture/engineering, arts/design/

entertainment/sports/media, protective service, sales, office/administrative, farming/fishing/forestry, and production major occupational groups.

### Employment

Iowa's fastest growing occupational groups do not necessarily correlate with the state's top employment change occupational groups. In fact, two of the top five occupational groups with the greatest employment change have a growth rate less than the state average (office/administrative, sales). Major occupational groups and their projected 2014-2024 employment change can be found in Figure 2.

The top five occupational groups related to employment change include sales, transportation/material moving, office/administrative, healthcare practitioner, and food prep/serving. All are projected to exceed 10,000 jobs over ten years yet two are expected to grow slower than the state average.

## 2014-2024 Iowa Occupational Projections Overview

### Health, IT, Personal Care, Wind Energy viewed as High Growth with Postal, Mfg, Media seen as Non Growth

Figure 7. 2014-2024 Iowa Occupations/Fastest Annual Growth Rate

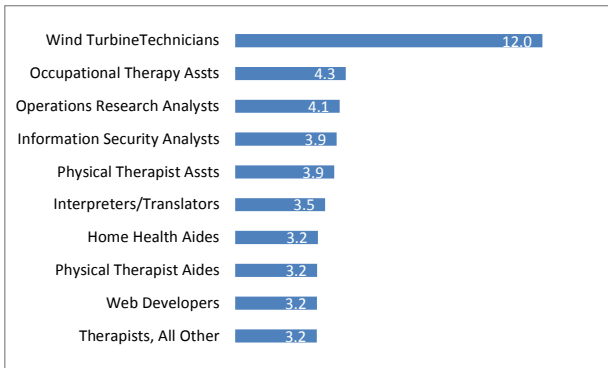


Figure 8. 2014-2024 Iowa Occupations/Fastest Declining Annual Growth Rate

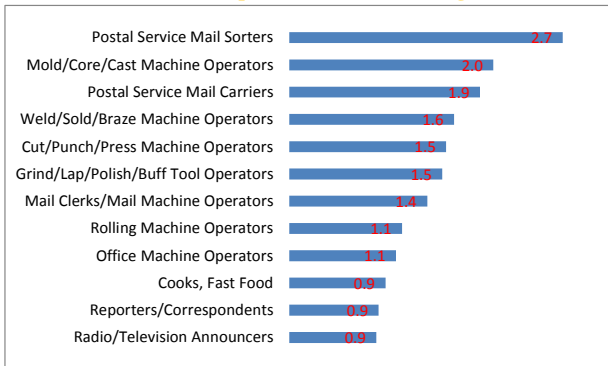


Figure 9. 2014-2014 Iowa Occupations/Largest Emp Growth

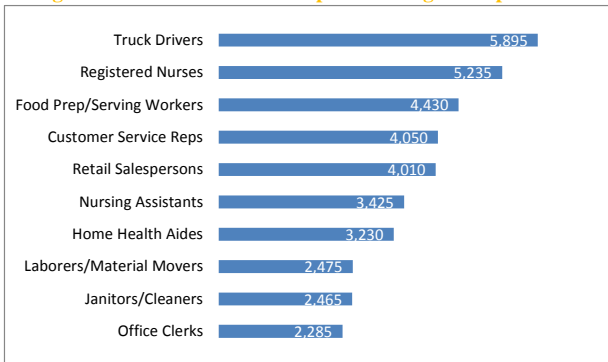
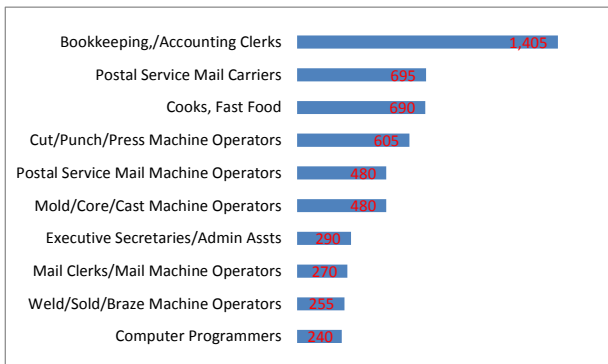


Figure 10. 2014-2014 Iowa Occupations/Largest Declining Emp Growth



### Growth Rate

Iowa’s top ten occupations expected to have the largest percentage of employment growth for 2014-2024 are primarily in the business/financial, health, personal care, computer/math, and installation/repair major occupational groups. See Figure 7. These top occupations include wind turbine technicians, occupational therapy assistants, operations research analysts, information security analysts, physical therapist assistants, interpreters/translators, home health aides, physical therapist aides, web developers, and therapists, all other.

Iowa’s top ten occupations expected to have the largest percentage of employment decline for 2014-2024 are primarily in the arts/design/entertainment/media, food, production, and office/administration major occupational groups as Figure 8 shows. These include postal mail carriers/sorters, mold/core/cast machine operators, weld/sold/braze machine operators, cut/punch/press machine operators, grind/buff tool operators, mail clerks, rolling machine operators, office machine operators, fast food cooks, reporters, and radio/television announcers.

### Employment

Iowa’s top ten occupations expected to have the largest employment growth for 2014-2024 will account for 37,500 jobs (or 24%) of the projected employ-

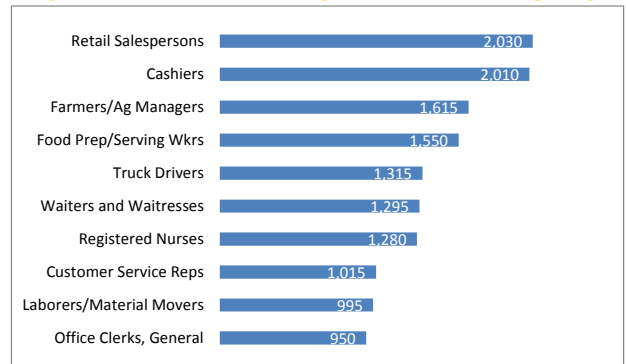
ment change of 154,140. See Figure 9. Of the 37,500 change of employment, 35,035 (or 93%) will fall into the major occupational groups of transportation, healthcare, food, sales, and office/administrative.

Iowa’s top ten occupations expected to have the largest decline for 2014-2024 will account for 5,410 (or 72%) of the projected 7,565 lost jobs. Figure 10 indicates that the bookkeeping/accounting clerks occupation alone will account for 1,405 (or 26%) of the top ten’s 5,410 jobs expected to be eliminated. Other top declining occupations include postal mail carriers, fast food cooks, cut/punch/press machine operators, postal mail machine operators, mold/core/cast machine operators, executive secretaries, mail clerks, weld/sold/braze machine operators, and computer programmers.

### Openings

Iowa’s top ten occupations expected to have the most annual openings for 2014-2024 will account for 14,055 (or 24%) of the projected 58,145 openings. Of the 14,055 openings, 11,160 (or 79%) will fall into the major occupational groups of food, office/administrative, sales, and transportation/material moving as Figure 11 illustrates. Top occupations include retail sales, cashiers, farm managers, food prep, truck drivers, wait staff, registered nurses, customer service reps, laborers, and office clerks.

Figure 11. 2014-2014 Iowa Occupations/Most Annual Openings



# 2010 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

Iowa enjoyed a 5.4 percent population gain in the 1990s and a more recent 4.1 percent increase from 2000 to 2010. See Figure 13. These back-to-back periods saw Iowa increase its population by 269,524. At no time in the last 100 years has Iowa enjoyed greater population increases in number for consecutive

periods than in the past two decades. Also, the trend line indicates continued population growth.

### Iowa's MSA Pop Growth

Looking at Figure 14, long-established trends continue in Iowa's sub state areas. Metropolitan Statistical Areas (MSAs) are rising in population growth. Ames, Cedar Rapids, Council Bluffs, Davenport, Des Moines, Dubuque, Iowa City, Sioux City, and Waterloo-Cedar Falls make up Iowa's MSAs. The 2010 Census data shows Iowa's fastest population growth is expected for the Ames-Des Moines and Cedar Rapids-Iowa City corridors.

Figure 12. 2010 U.S. & Regional Population Growth by Decade

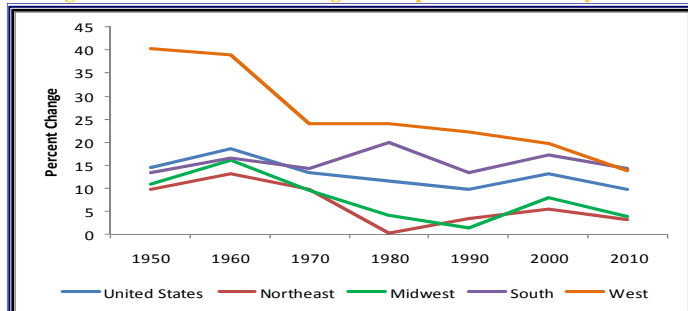


Figure 13. 2010 Iowa Population Growth by Decade

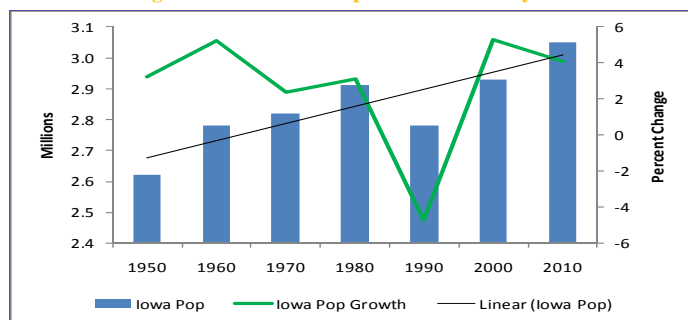
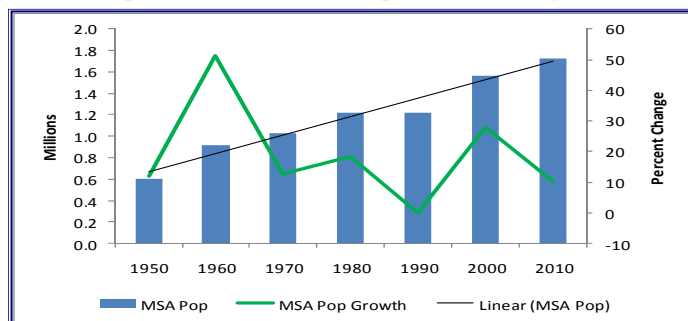


Figure 14. 2010 Iowa MSA Population Growth by Decade



## 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 2009. More foreign immigrants entered the U.S. during the past two decades than before. These (legal) immigrants, accounting for much of the nation's (and Iowa's) growth, came from Latin America (51%), Asia (27%), Europe (15%), and Other (7%). Mexico led all countries at 28 percent.

### Race & Hispanic/Latino Origin in Iowa

The racial make-up of Iowa's population from 1990 through 2010 is presented in Figure 16. All minority racial groups increased in number. Also listed are Latinos, the largest ethnic immigrant group.

Figure 15. 2010 U.S. Foreign-Born Population & Decade of Entry

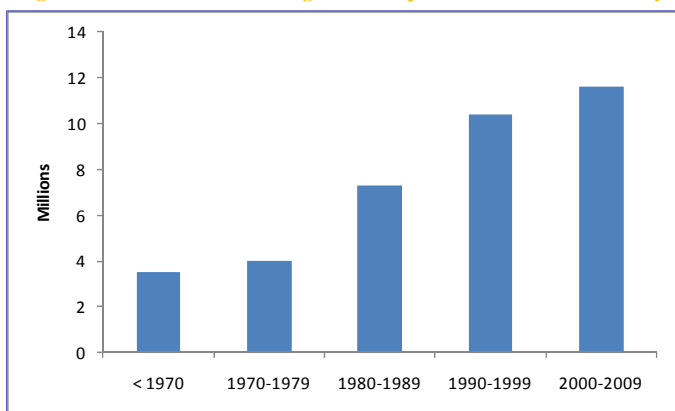


Figure 16. 2010 Race & Hispanic/Latino Origin in Iowa by Decade (%)

Race/Ethnicity	1990	2000	2010
White	96.6	93.9	91.3
Black	1.7	2.1	2.9
American Indian	0.3	0.3	0.4
Asian/Pacific Islander	0.9	1.3	1.8
Other	0.5	1.3	1.8
Two or More Races	n/a	1.1	1.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>
Latino, Any Race	1.2	2.8	5.0

## Trans, Fin/Mgmt, Health, Ag Top Iowa's Growth Industries

**Figure 3. 2014-2024 Iowa Industries with Fastest Growth Rate**

Industry	Percent Change	Total Growth
Scenic and Sightseeing Transportation	54.5%	18
Funds, Trusts, and Other Financial Vehicles	28.1%	9
Management of Companies and Enterprises	26.6%	4,826
Ambulatory Health Care Services	26.3%	14,537
Support Activities for Agriculture	21.0%	769
Securities, Commodity Contracts, and Other Investments	20.7%	984
Nonstore Retailers	20.5%	986
Warehousing and Storage	20.4%	2,423
Support Activities for Transportation	20.1%	663
Nursing and Residential Care Facilities	19.9%	11,150
Wholesale Electronic Markets and Agents	19.2%	1,565
Insurance Carriers and Related Activities	19.1%	7,969
Specialty Trade Contractors	18.4%	8,581
Professional, Scientific, and Technical Services	18.1%	8,767
Forestry and Logging	17.6%	6

**Figure 4. 2014-2024 Iowa Industries with Fastest Declining Growth**

Industry	Percent Change	Total Growth
Apparel Manufacturing	-33.3%	-301
Postal Service	-20.9%	-1,595
Textile Product Mills	-20.0%	-131
Leather and Allied Product Manufacturing	-14.7%	-35
Textile Mills	-13.9%	-17
Telecommunications	-11.1%	-739
Printing and Related Support Activities	-10.9%	-734
Paper Manufacturing	-9.6%	-355
Plastics and Rubber Products	-8.1%	-876
Federal Government	-7.5%	-742
Miscellaneous Manufacturing	-6.9%	-271
Utilities	-5.2%	-335
Broadcasting (except Internet)	-4.1%	-98
Machinery Manufacturing	-2.5%	-1,038
Publishing Industries	-2.5%	-212
Miscellaneous Store Retailers	-2.2%	-164
Nonmetallic Mineral Product Manufacturing	-1.9%	-96
Rail Transportation	-1.7%	-66
State Government, Excluding Education and Hospitals	-1.2%	-230
Merchant Wholesalers, Nondurable Goods	-0.9%	-254

**Figure 5. 2014 -2024 Iowa Industries with Largest Growth**

Industry	Total Growth	Percent Change
Ambulatory Health Care Services	14,537	26.3%
Educational Services	13,026	7.5%
Nursing and Residential Care Facilities	11,150	19.9%
Administrative and Support Services	9,672	14.5%
Self Employed and Unpaid Family Workers	9,238	6.5%
Professional, Scientific, and Technical Services	8,767	18.1%
Specialty Trade Contractors	8,581	18.4%
Insurance Carriers and Related Activities	7,969	19.1%
Food Services and Drinking Places	7,686	7.8%
Social Assistance	5,555	16.7%
Truck Transportation	5,064	16.8%
Management of Companies and Enterprises	4,826	26.6%
Hospitals	4,407	6.9%
Credit Intermediation and Related Activities	3,872	8.9%
Food and Beverage Stores	3,397	8.6%

### Continued from Page 1

publishing, government (state, federal, and postal service), telecommunications, broadcasting, rail transportation, merchant wholesalers, and miscellaneous store retailers are all expected to have declining employment numbers and growth rates. In fact, seven industries are projected for double-digit rates of decline including manufacturing (apparel, leather, textiles mills/products), printing, telecommunications, and postal service. Figures 3 and 4 provide a ranking of industries evaluated from a growth rate perspective.

### Employment

On the employment front, the top three industries of ambulatory health care, education, and nursing/residential care are each projected to grow in excess of

10,000 workers in the next ten years. Rounding out Iowa's top fifteen industries by employment number include administrative support, self employed, professional/scientific/technical, specialty trade, insurance carriers, food services, social assistance, truck transportation, management, hospitals, credit intermediation, and food/beverage stores.

On the downside, government, manufacturing, and utilities are expected to contribute the bulk of declining occupations from 2014-2024 with the top six industries making up 69% of this total decline. The manufacturing and government industries together make up the bulk of Iowa's projected 8,289 job decline with an expected combined loss of 6,633 jobs (or 80%). Figures 5 and 6 give an employment breakdown.

**Figure 6. 2014-2024 Iowa Industries with Largest Decline**

Industry	Total Growth	Percent Change
Postal Service	-1,595	-20.9%
Machinery Manufacturing	-1,038	-2.5%
Plastics and Rubber Products	-876	-8.1%
Federal Government	-742	-7.5%
Telecommunications	-739	-11.1%
Printing and Related Support Activities	-734	-10.9%
Paper Manufacturing	-355	-9.6%
Utilities	-335	-5.2%
Apparel Manufacturing	-301	-33.3%
Miscellaneous Manufacturing	-271	-6.9%
Merchant Wholesalers, Nondurable Goods	-254	-0.9%
State Government, Excluding Education and Hospitals	-230	-1.2%
Publishing Industries	-212	-2.5%
Miscellaneous Store Retailers	-164	-2.2%
Textile Product Mills	-131	-20.0%
Broadcasting (except Internet)	-98	-4.1%
Nonmetallic Mineral Product Manufacturing	-96	-1.9%
Rail Transportation	-66	-1.7%
Leather and Allied Product Manufacturing	-35	-14.7%
Textile Mills	-17	-13.9%

Employment data derived from the 2014-2024 Iowa Industry and Occupational Projections produced by the Labor Market and Workforce Information Division of Iowa Workforce Development (IWD). Population figures are from the 2010 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.

Visit [www.iowalmi.gov](http://www.iowalmi.gov) to obtain the latest workforce data and trends including this document under the **Publications** tab. Updated 9/2016.