

IOWA CAREER, INDUSTRY, & POPULATION REPORT

OCTOBER 2022

2020-2030

Entertainment/Recreation Lead Iowa Industry Rebound, Manufacturing, Government Lag for 2020-2030

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Growth Rate

Iowa's top high growth industries for the 2020-2030 projection period are strong in the service sector. Leading the top fifteen are the performing arts, fishing, motion picture, accommodation, courier, leather manufacturing, warehousing, water transportation, agriculture

support, air transportation, ground passenger textile mills, transportation, amusement/gambling/recreation, forestry, and administrative support industries which are all expected to grow above 30% (with five above 50%) over the next ten years. In all, these top fifteen industries are projected to

produce 46,159 jobs (or 21%) of Iowa's total industry employment growth of 223,247.

Much of this growth in several unexpected industries (i.e., performing arts, motion picture) can be attributed to being the hardest hit during the Covid period beginning in 2020. A

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2020-2030 Iowa Occupational Projections Show Modest Growth

Figure 1. 2020-2030 Iowa Occupational Group by Growth Rate

Occupational Group	2020	2030	Change	Growth Rate
Healthcare Support Occupations	63,835	78,090	14,255	2.2
Personal Care & Service Occupations	42,130	51,190	9,060	2.2
Transportation & Material Moving Occupations	161,350	192,710	31,365	1.9
Construction & Extraction Occupations	80,910	95,975	15,065	1.9
Computer & Mathematical Occupations	41,030	48,540	7,510	1.8
Community & Social Service Occupations	24,295	28,575	4,280	1.8
Building & Grounds Cleaning & Maintenance Occupations	53,235	62,590	9,355	1.8
Protective Service Occupations	23,255	27,280	4,020	1.7
Arts, Design, Entertainment, Sports, & Media Occupations	24,430	28,650	4,220	1.7
Legal Occupations	9,025	10,505	1,480	1.6
Food Preparation & Serving Related Occupations	120,945	140,425	19,475	1.6
Healthcare Practitioners & Technical Occupations	87,080	100,360	13,280	1.5
Architecture & Engineering Occupations	21,920	25,105	3,190	1.5
Installation, Maintenance, & Repair Occupations	73,610	84,215	10,605	1.4
Business & Financial Operations Occupations	78,230	88,545	10,315	1.3
Life, Physical, & Social Science Occupations	13,745	15,535	1,795	1.3
Total, All Occupations	1,757,895	1,981,145	223,245	1.3
Education, Training, & Library Occupations	123,695	138,585	14,885	1.2
Management Occupations	180,120	197,070	16,955	0.9
Sales & Related Occupations	159,770	172,555	12,785	0.8
Production Occupations	144,560	153,875	9,310	0.6
Farming, Fishing, & Forestry Occupations	21,245	22,495	1,250	0.6
Office & Administrative Support Occupations	209,485	218,280	8,795	0.4

Figure 2. 2020-2030 Iowa Occupational Group by Employment

Occupational Group	2020	2030	Change	Growth Rate
00-0000 Total, All Occupations	1,757,895	1,981,145	223,245	1.3
53-0000 Transportation & Material Moving Occupations	161,350	192,710	31,365	1.9
35-0000 Food Preparation & Serving Related Occupations	120,945	140,425	19,475	1.6
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23-0000 Legal Occupations	9,025	10,505	1,480	1.6
45-0000 Farming, Fishing, & Forestry Occupations	21,245	22,495	1,250	0.6

Growth Rate

Modest gradual growth describes the current 2020-2030 occupational projections outlook. Iowa's occupational employment is expected to increase by 12.7% from 2020 to 2030 (or 1.3% annually). The total growth for all occupations during this period is projected to reach 223,245 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 healthcare support, personal care, transportation/material moving, construction, computer/mathematical, community/social service, building/grounds maintenance, protective service, arts/design/entertainment/sports/media, legal, food prep, architecture/engineering, and installation/maintenance.

Growing at or less than the state average include business/financial, life/physical/social science, education, production, management, sales, farming, and office/administrative support major occupational groups.

Employment

Regarding the employment side, the 2020-2030 top ten occupational groups for employment change include transportation/material moving, food prep, management, construction, education, healthcare (practitioner/support), sales, and installation/maintenance. All ten of these occupational groups are projected to exceed 10,000 jobs over the next ten years even though four are expected to grow at or slower than the state average (management, sales, education, business/financial).

Finding matches or a relationship between Iowa's fastest growing occupational groups with the state's top employment change occupational groups is mixed. Three (or one third) of the top ten occupational groups with the greatest growth rates also have top ten employment change growth rates. These include healthcare support, transportation/material moving, and construction. Major 2020-2030 occupational groups and their projected employment change can be found in Figure 2.

2020-2030 Iowa Occupational Projections Overview

High Growth in Installation/Repair, Health, Personal Care, Professional, Office, Arts, & Computer/Math

Figure 7. 2020-2030 Iowa Occupations/Fastest Annual Growth

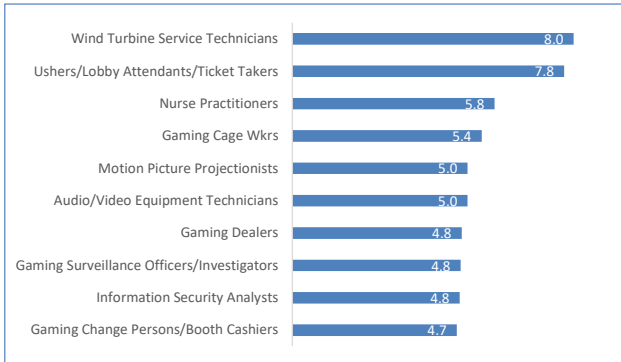


Figure 8. 2020-2030 Iowa Occs/Fastest Declining Annual Growth Rate

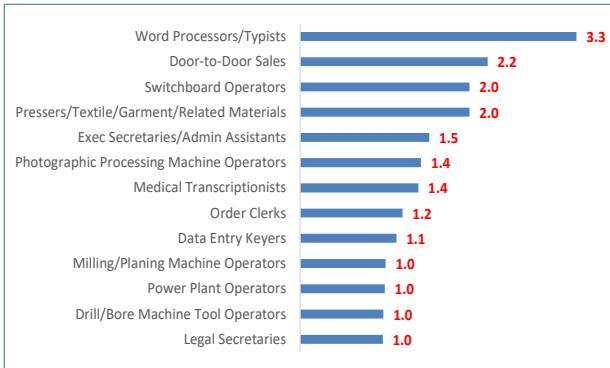


Figure 9. 2020-2030 Iowa Occupations/Largest Emp Growth

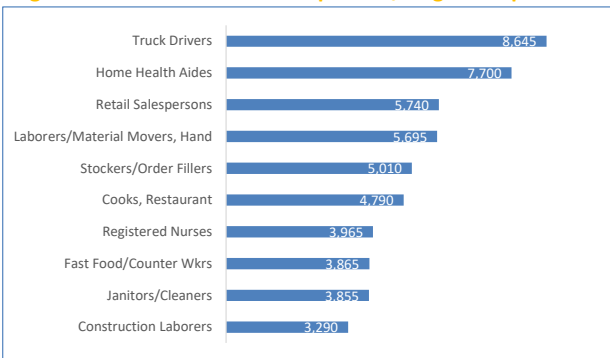


Figure 10. 2020-2030 Iowa Occupations/Largest Declining Emp Growth

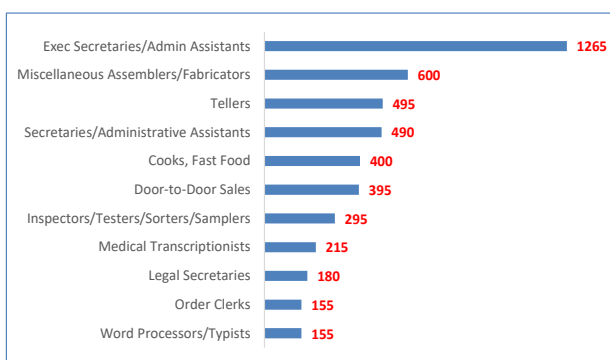
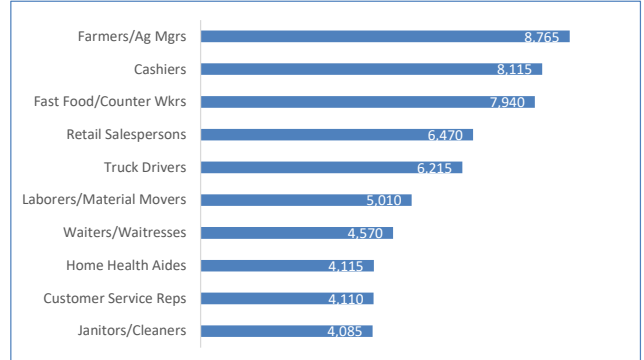


Figure 11. 2020-2030 Iowa Occupations/Most Annual Openings



Growth Rate

Iowa's top ten occupations expected to have the largest percentage of employment growth for 2020-2030 are primarily in the installation/repair, personal care, health practitioner, professional, office/administrative, arts/design/entertainment/sports/media, sales, and computer/math major occupational groups. See Figure 7. These top occupations include wind turbine technicians, ushers/lobby attendants, nurse practitioners, gaming cage workers, motion picture projectionists, audio/video equipment technicians, gaming dealers, gaming surveillance officers, information security analysts, and gaming change/booth cashiers.

Iowa's top ten occupations expected to have the largest percentage of employment decline for 2020-2030 are primarily in the manufacturing, office/administrative, production, and sales major occupational groups as Figure 8 shows. These occupations include word processors, door-to-door sales, switchboard operators, textile/garment pressers, executive secretaries, photographic process workers, medical transcriptionists, order clerks, data entry keyers, milling/planing machine operators, power plant operators, drill/bore machine operators, and legal secretaries.

Employment

Iowa's top ten occupations expected to have the largest employment growth for 2020-2030 will account for 52,555 jobs (or

24%) of the projected employment change of 223,245. These include truck drivers, home health aides, retail sales, laborers/material movers, stockers, restaurant cooks, registered nurses, fast food/counter workers, janitors, construction workers. See Figure 9. Of the 52,555 change of employment, 45,410 (or 86%) will fall into the major occupational groups of food, sales, transportation, and healthcare.

Iowa's top ten occupations expected to have the largest decline for 2020-2030 will account for 4,645 (or 72%) of the projected 6,425 lost jobs. Figure 10 indicates that the production and office/administrative occupational groups will account for 3,635 (or 78%) of the top ten's 6,425 jobs expected to be eliminated. Top declining occupations include executive secretaries, miscellaneous assemblers, tellers, secretaries, fast food cooks, door-to-door sales, inspectors/testers, medical transcriptionists, legal secretaries, order clerks, and word processors.

Openings

Iowa's top ten occupations expected to have the most annual openings for 2020-2030 will account for 59,395 (or 26%) of the projected 225,840 openings. Of the 59,395 openings, 51,200 (or 86%) will fall into the major occupational groups of transportation/material moving, food, management, health, and sales as Figure 11 illustrates. Top occupations include farmers/ag managers, cashiers, food prep, retail sales, truck drivers, wait staff, laborers, home health aides, customer service reps, and janitors.

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 percent population gain in the 1990s, 4.1 percent growth in the 2000s, and 4.7 percent 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

Looking at Figure 14, long-established trends continue in Iowa. 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

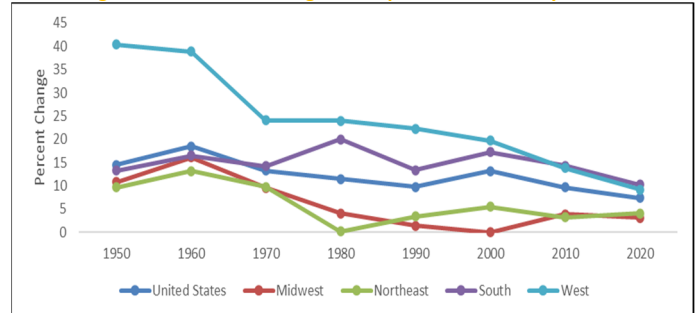


Figure 13. 2020 Iowa Population Growth by Decade

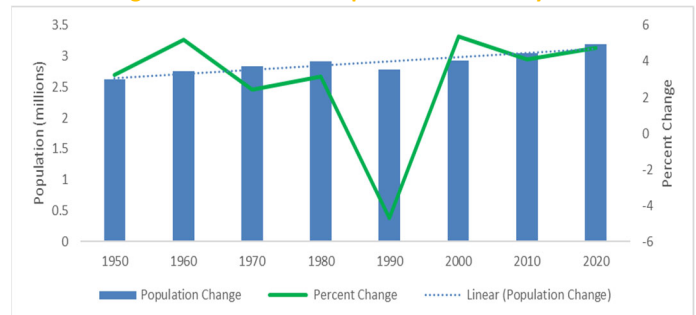


Figure 14. 2020 Iowa MSA Population Growth by Decade

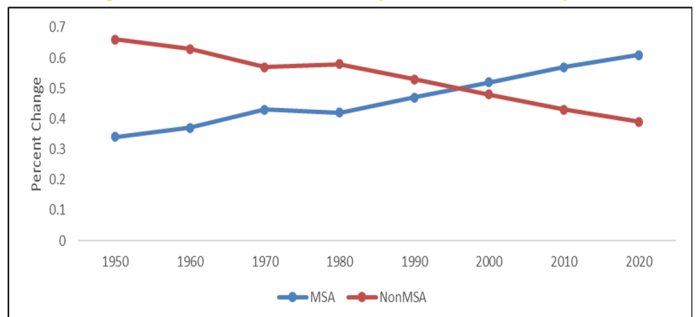


Figure 15. 2020 U.S. Foreign-Born Population & Decade of Entry

	Immigration Period		
	< 2000	2000-2009	2010-2019
All Foreign Born	23,003,330	11,077,720	10,044,070
Place of Origin (%)			
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
Total	100	100	100	100
Latino and Race				
Latino, Any Race	1.2	2.8	5.0	6.8
White, Non Hispanic	95.9	92.6	88.7	82.7
Total	97.1	95.4	93.7	89.5

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.

Entertainment/Recreation Lead Iowa's Industries in Growth

Figure 3. 2020-2030 Iowa Industries with Fastest Growth Rate

Industry	Total Growth	Percent Change
Performing Arts, Spectator Sports, and Related Industries	1,652	77.5%
Fishing, Hunting and Trapping	19	76.0%
Motion Picture and Sound Recording Industries	919	74.9%
Accommodation, including Hotels and Motels	7,976	52.5%
Couriers and Messengers	3,565	51.5%
Warehousing and Storage	7,323	49.7%
Leather and Allied Product Manufacturing	114	48.1%
Water Transportation	62	44.0%
Support Activities for Agriculture and Forestry	1,512	43.0%
Air Transportation	142	41.0%
Transit and Ground Passenger Transportation	805	35.8%
Textile Mills	25	34.2%
Amusement, Gambling, and Recreation Industries	4,530	33.6%
Forestry and Logging	15	32.6%
Administrative and Support Services	17,500	30.2%
Clothing and Clothing Accessories Stores	1,951	29.6%

Figure 4. 2020-2030 Iowa Industries with Fastest Declining Growth

Industry	Total Growth	Percent Change
315000 Apparel Manufacturing	-215	-28.3%
314000 Textile Product Mills	-44	-8.6%
511000 Publishing Industries (except Internet)	-408	-6.4%
334000 Computer and Electronic Product Manufacturing	-723	-5.8%
999100 Federal Government, Excluding Post Office	-577	-5.4%
515000 Broadcasting (except Internet)	-40	-2.0%
491100 Postal Service	-50	-0.7%
517000 Telecommunications	-18	-0.3%
423000 Merchant Wholesalers, Durable Goods	-97	-0.3%

Figure 5. 2020-2030 Iowa Industries with Largest Growth

Industry	Total Growth	Percent Change
Educational Services	18,700	10.9%
Administrative and Support Services	17,500	30.2%
Ambulatory Health Care Services	15,979	28.0%
Food Services and Drinking Places	13,512	15.5%
Professional, Scientific, and Technical Services	11,182	21.3%
Specialty Trade Contractors	10,880	22.0%
Nursing and Residential Care Facilities	8,689	16.4%
Accommodation, including Hotels and Motels	7,976	52.5%
Truck Transportation	7,771	25.9%
Warehousing and Storage	7,323	49.7%
Total Self Employed and Unpaid Family Workers, All Jobs	7,126	4.9%
Social Assistance	7,110	19.9%
Local Government, Excluding Education and Hospitals	5,077	9.6%
Management of Companies and Enterprises	4,967	23.7%
Amusement, Gambling, and Recreation Industries	4,530	33.6%

Continued from Page 1

rebounding effect for these industries since ensued which is captured in the 2020-2030 occupational projections.

Regarding Iowa's slower growth industries, nine industries including manufacturing (apparel, textile, publishing, computer/electronic), federal government, broadcasting, telecommunications, postal service, and merchant wholesaling are all expected to lead the state's declining industry growth rates with apparel manufacturing projected for a double-digit rate of decline. Figures 3 and 4 provide a ranking of industries using a growth rate comparison metric.

Employment

On the employment spectrum, the top six industries of education, administrative support, ambulatory health care, food services, professional services, and specialty

trade contractors 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 accommodation, truck transportation, warehousing, self employed, social assistance, local government, management, and amusement/recreation. Of the 223,227 total employment growth projected for 2020-2030, the top fifteen industries are projected to grow 148,322 or 66% of the total.

On the flipside, manufacturing (computer/electronic, publishing apparel, textile), postal service, federal government, merchant wholesaling, telecommunications, broadcasting, and mining support industries are projected to lose 2,178 total jobs for the period 2020-2030. Figures 5 and 6 give an employment breakdown.

Figure 6. 2020-2030 Iowa Industries with Largest Decline

Industry	Total Growth	Percent Change
Computer and Electronic Product Manufacturing	-723	-5.8%
Federal Government, Excluding Post Office	-577	-5.4%
Publishing Industries (except Internet)	-408	-6.4%
Apparel Manufacturing	-215	-28.3%
Merchant Wholesalers, Durable Goods	-97	-0.3%
Postal Service	-50	-0.7%
Textile Product Mills	-44	-8.6%
Broadcasting (except Internet)	-40	-2.0%
Telecommunications	-18	-0.3%
Support Activities for Mining	-6	0

Employment data derived from the 2020-2030 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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