



## Economic Overview

# Greater Des Moines Partnership Region 2025

**DSM USA**

The Greater Des Moines Partnership - <https://www.dsmpartnership.com/>

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# Demographic Profile

The population in the Greater Des Moines Partnership Region 2025 was 851,641 per American Community Survey data for 2019-2023.

The region has a civilian labor force of 465,481 with a participation rate of 70.0%. Of individuals 25 to 64 in the Greater Des Moines Partnership Region 2025, 39.3% have a bachelor’s degree or higher which compares with 36.5% in the nation.

The median household income in the Greater Des Moines Partnership Region 2025 is \$82,833 and the median house value is \$240,535.

## Summary<sup>1</sup>

Demographics	Percent			Value		
	Greater Des Moines Partnership Region 2025	Iowa	USA	Greater Des Moines Partnership Region 2025	Iowa	USA
Population (ACS)	—	—	—	851,641	3,195,937	332,387,540
Male	50.0%	50.1%	49.5%	425,430	1,601,453	164,545,087
Female	50.0%	49.9%	50.5%	426,211	1,594,484	167,842,453
Median Age <sup>2</sup>	—	—	—	37.3	38.6	38.7
Under 18 Years	24.6%	23.0%	22.2%	209,373	736,579	73,645,238
18 to 24 Years	8.6%	10.0%	9.1%	73,511	318,882	30,307,641
25 to 34 Years	13.8%	12.4%	13.7%	117,476	395,871	45,497,632
35 to 44 Years	14.0%	12.6%	13.1%	119,209	402,851	43,492,887
45 to 54 Years	12.0%	11.3%	12.3%	102,311	362,625	40,847,713
55 to 64 Years	11.9%	12.8%	12.8%	101,671	410,048	42,626,382
65 to 74 Years	9.0%	10.4%	10.0%	76,535	331,863	33,293,127
75 Years and Over	6.1%	7.4%	6.8%	51,555	237,218	22,676,920
Race: White	82.4%	85.6%	63.4%	701,390	2,735,263	210,875,446
Race: Black or African American	5.0%	3.9%	12.4%	42,839	123,234	41,070,890
Race: American Indian and Alaska Native	0.3%	0.3%	0.9%	2,542	10,998	2,924,996
Race: Asian	3.9%	2.4%	5.8%	33,129	78,267	19,352,659
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.1%	0.2%	237	4,396	629,292
Race: Some Other Race	2.6%	2.0%	6.6%	21,960	64,571	21,940,536
Race: Two or More Races	5.8%	5.6%	10.7%	49,544	179,208	35,593,721
Hispanic or Latino (of any race)	8.6%	7.0%	19.0%	73,613	223,471	63,131,589
<b>Population Growth</b>						
Population (Pop Estimates) <sup>4</sup>	—	—	—	868,252	3,207,004	334,914,895
Population Annual Average Growth <sup>4</sup>	1.2%	0.4%	0.6%	9,855	11,307	1,885,495
People per Square Mile <sup>4</sup>	—	—	—	125.9	57.4	94.8
<b>Economic</b>						
Labor Force Participation Rate and Size (civilian population 16 years and over)	70.0%	66.5%	63.3%	465,481	1,691,052	168,567,852
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54)	88.5%	87.3%	83.0%	299,024	1,012,147	107,055,165
Work from Home	13.5%	10.4%	13.5%	59,271	166,940	21,267,373
Armed Forces Labor Force	0.2%	0.1%	0.5%	1,441	3,139	1,287,774
Veterans, Age 18-64	4.2%	4.1%	4.2%	21,690	77,928	8,410,268
Veterans Labor Force Participation Rate and Size, Age 18-64	83.7%	82.3%	77.0%	18,158	64,124	6,478,181
Median Household Income <sup>2</sup>	—	—	—	\$82,833	\$73,147	\$78,538
Per Capita Income	—	—	—	\$43,490	\$39,728	\$43,289

## Summary<sup>1</sup>

	Percent			Value		
	Greater Des Moines Partnership Region 2025	Iowa	USA	Greater Des Moines Partnership Region 2025	Iowa	USA
Mean Commute Time (minutes)	—	—	—	20.7	19.8	26.6
Commute via Public Transportation	0.4%	0.7%	3.5%	1,793	11,860	5,528,841
<b>Educational Attainment, Age 25-64</b>						
No High School Diploma	6.9%	6.6%	10.0%	30,303	103,330	17,176,172
High School Graduate	24.1%	26.9%	25.0%	105,983	422,972	43,057,491
Some College, No Degree	18.4%	20.0%	19.3%	80,925	313,631	33,315,654
Associate's Degree	11.4%	13.5%	9.2%	50,068	211,904	15,894,085
Bachelor's Degree	27.0%	22.5%	22.8%	119,113	353,692	39,256,774
Postgraduate Degree	12.3%	10.6%	13.8%	54,275	165,866	23,764,438
<b>Housing</b>						
Total Housing Units	—	—	—	366,483	1,427,175	142,332,876
Median House Value (of owner-occupied units) <sup>2,5</sup>	—	—	—	\$240,535	\$195,900	\$303,400
Homeowner Vacancy	0.7%	0.9%	1.0%	1,789	8,621	850,724
Rental Vacancy	5.4%	5.7%	5.5%	5,995	22,918	2,605,688
Renter-Occupied Housing Units (% of Occupied Units)	30.0%	28.5%	35.0%	102,621	371,145	44,590,828
Owner-Occupied Housing Units (% of Occupied Units)	70.0%	71.5%	65.0%	239,728	932,618	82,892,037
Occupied Housing Units with No Vehicle Available (% of Occupied Units)	5.1%	5.4%	8.3%	17,460	70,962	10,602,826
<b>Social</b>						
Poverty Level (of all people)	9.1%	11.0%	12.4%	76,014	340,362	40,390,045
Households Receiving Food Stamps/SNAP	9.3%	9.2%	11.8%	31,700	119,631	15,004,950
Enrolled in Grade 12 (% of total population)	1.3%	1.3%	1.3%	10,817	40,406	4,405,676
Disconnected Youth <sup>3</sup>	2.5%	2.4%	2.4%	1,144	4,292	420,352
Children in Single Parent Families (% of all children)	27.9%	28.9%	34.0%	56,217	204,524	23,701,745
Uninsured	4.5%	4.9%	8.6%	37,567	153,063	28,000,876
With a Disability, Age 18-64	9.6%	10.4%	10.7%	48,682	194,367	21,269,700
With a Disability, Age 18-64, Labor Force Participation Rate and Size	58.3%	53.7%	47.0%	28,358	104,465	10,001,264
Foreign Born	8.2%	5.7%	13.9%	70,118	182,594	46,108,901
Speak English Less Than Very Well (population 5 yrs and over)	5.2%	3.6%	8.4%	41,216	108,424	26,299,012

Source: [JobsEQ®](https://www.jobseq.com)

1. American Community Survey 2019-2023, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

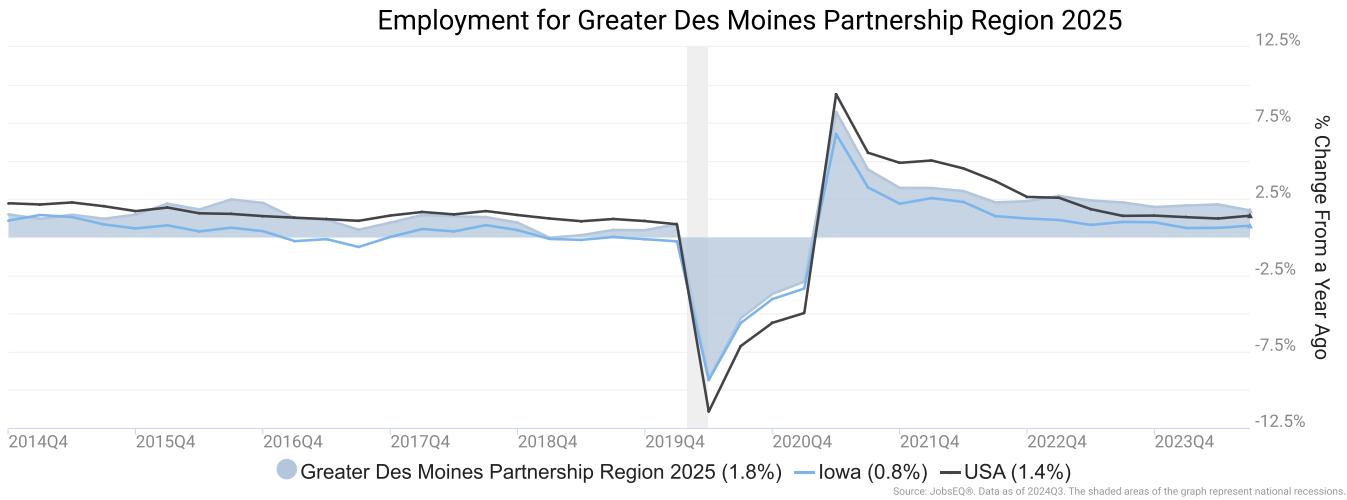
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census Population Estimate for 2023, annual average growth rate since 2013.

5. The Census's method for calculating median house values changed with the 2022 data set, so pre-2022 values are not directly comparable with later data.

# Employment Trends

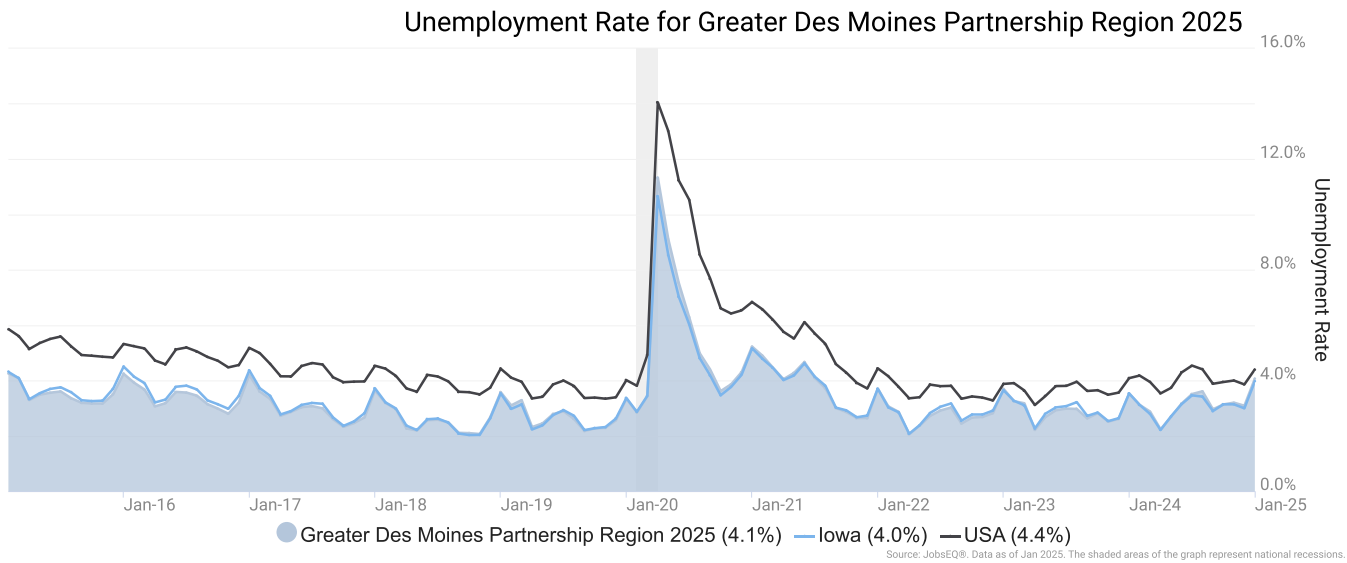
As of 2024Q3, total employment for the Greater Des Moines Partnership Region 2025 was 492,287 (based on a four-quarter moving average). Over the year ending 2024Q3, employment increased 1.8% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q4 with preliminary estimates updated to 2024Q3.

# Unemployment Rate

The unemployment rate for the Greater Des Moines Partnership Region 2025 was 4.1% as of January 2025. The regional unemployment rate was lower than the national rate of 4.4%. One year earlier, in January 2024, the unemployment rate in the Greater Des Moines Partnership Region 2025 was 3.5%.

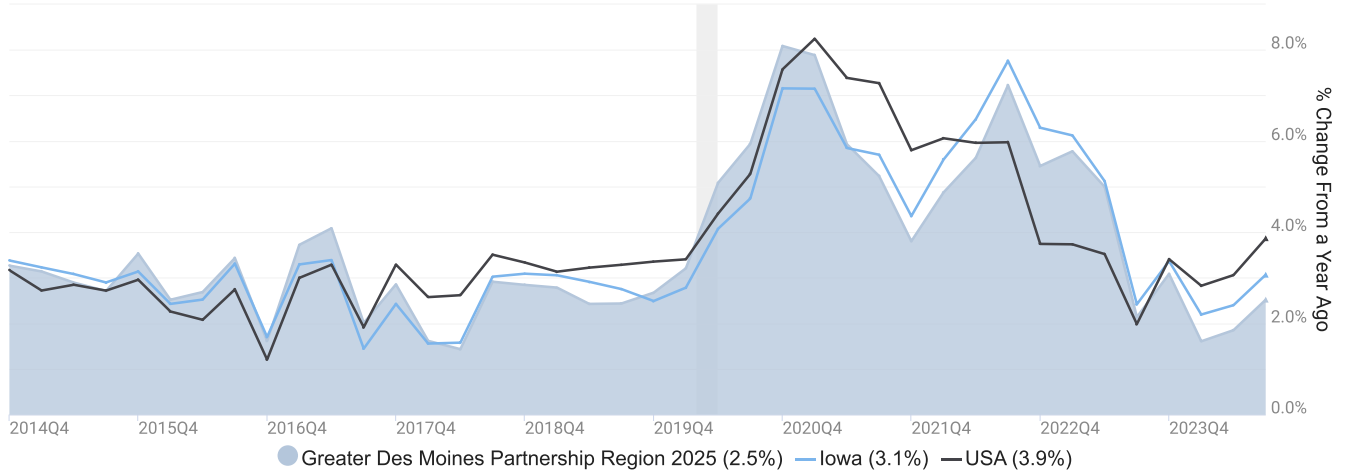


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through January 2025.

# Wage Trends

The average worker in the Greater Des Moines Partnership Region 2025 earned annual wages of \$67,392 as of 2024Q3. Average annual wages per worker increased 2.5% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$72,609 in the nation as of 2024Q3.

Average Annual Wages for Greater Des Moines Partnership Region 2025



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q2 with preliminary estimates updated to 2024Q3.

# Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 14.4% lower in Greater Des Moines Partnership Region 2025 than the U.S. average.

## Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Greater Des Moines Partnership Region 2025	\$67,392	85.6	\$78,689
Iowa	\$60,560	87.7	\$69,038
USA	\$72,609	100.0	\$72,609

Source: [JobsEQ®](#)

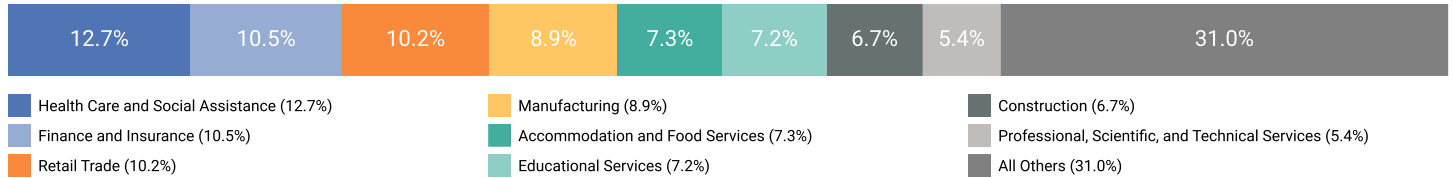
Data as of 2024Q3

Cost of Living per [COLI](#), data as of 2024Q4, imputed by Chmura where necessary.

# Industry Snapshot

The largest sector in the Greater Des Moines Partnership Region 2025 is Health Care and Social Assistance, employing 62,404 workers. The next-largest sectors in the region are Finance and Insurance (51,781 workers) and Retail Trade (50,360). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Finance and Insurance (LQ = 2.67), Management of Companies and Enterprises (1.44), and Wholesale Trade (1.19).

Total Workers for Greater Des Moines Partnership Region 2025 by Industry



Source: JobsEQ®  
 Data as of 2024Q3  
 Note: Figures may not sum due to rounding.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q2 with preliminary estimates updated to 2024Q3.

Sectors in the Greater Des Moines Partnership Region 2025 with the highest average wages per worker are Management of Companies and Enterprises (\$121,385), Finance and Insurance (\$118,200), and Utilities (\$104,449). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Transportation and Warehousing (+6,351 jobs), Construction (+5,311), and Health Care and Social Assistance (+2,563).

Over the next 1 year, employment in the Greater Des Moines Partnership Region 2025 is projected to expand by 3,313 jobs. The fastest growing sector in the region is expected to be Professional, Scientific, and Technical Services with a +1.2% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+709 jobs), Finance and Insurance (+502), and Professional, Scientific, and Technical Services (+315).



Greater Des Moines Partnership Region 2025, 2024Q3<sup>1</sup>

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
62	Health Care and Social Assistance	62,404	\$60,378	0.84	2,563	0.8%	6,805	2,778	3,318	709	1.1%
52	Finance and Insurance	51,781	\$118,200	2.67	-1,685	-0.6%	4,785	1,642	2,641	502	1.0%
44	Retail Trade	50,360	\$36,707	1.04	1,369	0.6%	6,912	2,887	3,990	35	0.1%
31	Manufacturing	43,780	\$72,651	1.13	2,314	1.1%	4,487	1,625	2,788	73	0.2%
72	Accommodation and Food Services	35,925	\$25,269	0.84	580	0.3%	6,677	2,722	3,668	287	0.8%
61	Educational Services	35,431	\$50,741	0.89	1,538	0.9%	3,463	1,502	1,817	144	0.4%
23	Construction	33,028	\$72,504	1.12	5,311	3.6%	3,070	1,042	1,782	245	0.7%
54	Professional, Scientific, and Technical Services	26,753	\$96,320	0.75	2,116	1.7%	2,473	800	1,358	315	1.2%
56	Administrative and Support and Waste Management and Remediation Services	24,010	\$52,830	0.80	-16	0.0%	2,888	1,090	1,639	158	0.7%
48	Transportation and Warehousing	23,720	\$59,230	0.97	6,351	6.4%	2,744	1,043	1,531	170	0.7%
42	Wholesale Trade	21,987	\$97,513	1.19	1,725	1.6%	2,290	819	1,376	95	0.4%
92	Public Administration	21,359	\$73,135	0.93	2,377	2.4%	2,037	784	1,173	80	0.4%
81	Other Services (except Public Administration)	19,292	\$45,897	0.92	-685	-0.7%	2,335	897	1,297	141	0.7%
55	Management of Companies and Enterprises	11,025	\$121,385	1.44	2,055	4.2%	1,030	347	582	101	0.9%
71	Arts, Entertainment, and Recreation	9,187	\$26,422	0.91	-245	-0.5%	1,460	540	814	106	1.2%
53	Real Estate and Rental and Leasing	7,098	\$71,314	0.81	337	1.0%	730	300	378	51	0.7%
51	Information	7,052	\$89,283	0.74	-658	-1.8%	670	223	388	58	0.8%
11	Agriculture, Forestry, Fishing and Hunting	6,439	\$69,316	1.08	-295	-0.9%	786	373	416	-3	0.0%
22	Utilities	1,316	\$104,449	0.52	126	2.0%	126	43	73	11	0.8%
21	Mining, Quarrying, and Oil and Gas Extraction	340	\$82,273	0.19	-63	-3.3%	34	11	21	2	0.6%
<b>Total - All Industries</b>		<b>492,287</b>	<b>\$67,392</b>	<b>1.00</b>	<b>25,116</b>	<b>1.1%</b>	<b>56,799</b>	<b>22,016</b>	<b>31,470</b>	<b>3,313</b>	<b>0.7%</b>

Source: [JobsEQ®](#)

Data as of 2024Q3

Note: Figures may not sum due to rounding.

1. All data based upon a four-quarter moving average

Exits and transfers are approximate estimates based upon occupation separation rates.

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2024Q2 with preliminary estimates updated to 2024Q3. Forecast employment growth uses national projections adapted for regional growth patterns.

# Occupation Snapshot

The largest major occupation group in the Greater Des Moines Partnership Region 2025 is Office and Administrative Support Occupations, employing 62,334 workers. The next-largest occupation groups in the region are Sales and Related Occupations (44,914 workers) and Transportation and Material Moving Occupations (43,038). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Business and Financial Operations Occupations (LQ = 1.16), Production Occupations (1.15), and Construction and Extraction Occupations (1.13).

Occupation groups in the Greater Des Moines Partnership Region 2025 with the highest average wages per worker are Management Occupations (\$121,300), Computer and Mathematical Occupations (\$104,400), and Legal Occupations (\$102,800). The unemployment rate in the region varied among the major groups from 1.0% among Healthcare Practitioners and Technical Occupations to 6.6% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in the Greater Des Moines Partnership Region 2025 is expected to be Healthcare Support Occupations with a +1.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Management Occupations (+401 jobs) and Business and Financial Operations Occupations (+366). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (7,191 jobs) and Office and Administrative Support Occupations (6,860).

Greater Des Moines Partnership Region 2025, 2024Q3<sup>1</sup>

SOC	Occupation	Current					5-Year History			1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
43-0000	Office and Administrative Support	62,334	\$50,100	1.08	1,443	2.4%	1,730	-3,239	-1.0%	6,818	2,948	3,912	-42	-0.1%
41-0000	Sales and Related	44,914	\$54,100	1.04	1,618	3.6%	3,251	396	0.2%	5,894	2,512	3,324	58	0.1%
53-0000	Transportation and Material Moving	43,038	\$50,000	1.01	1,876	4.4%	1,854	6,299	3.2%	5,713	2,101	3,307	305	0.7%
11-0000	Management	39,609	\$121,300	1.04	522	1.3%	2,693	5,058	2.8%	3,590	1,141	2,049	401	1.0%
35-0000	Food Preparation and Serving Related	36,730	\$33,300	0.91	1,751	4.8%	2,083	828	0.5%	7,466	3,083	4,108	276	0.8%
13-0000	Business and Financial Operations	36,635	\$85,900	1.16	704	1.9%	1,941	4,147	2.4%	3,321	1,034	1,920	366	1.0%
51-0000	Production	30,804	\$49,300	1.15	1,212	3.9%	516	304	0.2%	3,420	1,238	2,162	20	0.1%
25-0000	Educational Instruction and Library	26,968	\$55,000	1.01	515	1.9%	1,059	991	0.8%	2,624	1,146	1,346	132	0.5%
47-0000	Construction and Extraction	24,844	\$62,400	1.13	1,057	4.3%	398	2,865	2.5%	2,300	775	1,327	199	0.8%
29-0000	Healthcare Practitioners and Technical	24,579	\$97,200	0.84	231	1.0%	5,789	1,541	1.3%	1,661	727	669	265	1.1%
49-0000	Installation, Maintenance, and Repair	19,599	\$60,500	1.02	425	2.3%	1,196	1,481	1.6%	1,903	705	1,034	164	0.8%
31-0000	Healthcare Support	18,531	\$41,500	0.81	501	2.8%	891	1,646	1.9%	2,910	1,186	1,445	279	1.5%
15-0000	Computer and Mathematical	16,102	\$104,400	1.03	310	1.9%	1,384	1,457	1.9%	1,197	354	600	243	1.5%
37-0000	Building and Grounds Cleaning and Maintenance	15,384	\$39,000	0.95	619	4.1%	619	-98	-0.1%	2,221	939	1,181	101	0.7%
39-0000	Personal Care and Service	11,991	\$36,400	0.95	469	4.0%	575	-220	-0.4%	2,261	824	1,324	112	0.9%
27-0000	Arts, Design, Entertainment, Sports, and Media	8,494	\$59,800	0.95	224	2.5%	533	-58	-0.1%	888	333	494	61	0.7%

### Greater Des Moines Partnership Region 2025, 2024Q3<sup>1</sup>

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Mean Ann Wages <sup>2</sup>	LQ	Unempl	Unempl Rate	Online Job Ads <sup>3</sup>	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
21-0000	Community and Social Service	7,767	\$59,500	0.85	132	1.7%	862	130	0.3%	790	298	411	80	1.0%
33-0000	Protective Service	7,020	\$56,600	0.66	194	2.8%	329	0	0.0%	840	334	475	32	0.5%
17-0000	Architecture and Engineering	6,839	\$92,700	0.88	95	1.4%	489	705	2.2%	519	172	292	55	0.8%
19-0000	Life, Physical, and Social Science	3,903	\$78,300	0.87	86	2.1%	306	625	3.6%	394	65	291	38	1.0%
23-0000	Legal	3,615	\$102,800	0.88	40	1.1%	148	106	0.6%	256	92	139	24	0.7%
45-0000	Farming, Fishing, and Forestry	2,588	\$44,200	0.91	190	6.6%	52	151	1.2%	394	159	235	1	0.0%
<b>Total - All Occupations</b>		<b>492,287</b>	<b>\$63,600</b>	<b>1.00</b>	<b>14,214</b>	<b>2.9%</b>	<b>28,699</b>	<b>25,116</b>	<b>1.1%</b>	<b>57,427</b>	<b>22,166</b>	<b>32,044</b>	<b>3,218</b>	<b>0.7%</b>

Source: [JobsEQ®](https://www.jobseq.com)

Data as of 2024Q3 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data represent the average for all Covered Employment

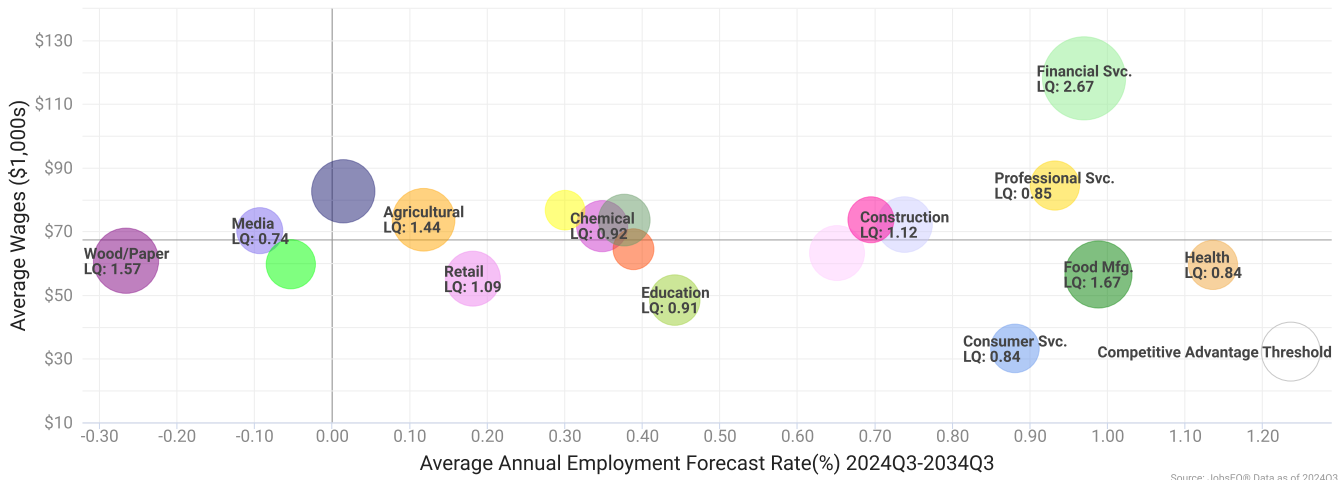
3. Data represent found online ads active within the last thirty days in the selected region. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list). Ad counts for ZCTA-based regions are estimates.

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2024Q2, imputed where necessary with preliminary estimates updated to 2024Q3. Wages by occupation are as of 2024 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in the Greater Des Moines Partnership Region 2025 with the highest relative concentration is Financial Svc. with a location quotient of 2.67. This cluster employs 51,797 workers in the region with an average wage of \$118,032. Employment in the Financial Svc. cluster is projected to expand in the region about 1.0% per year over the next ten years.

Industry Clusters for Greater Des Moines Partnership Region 2025 as of 2024Q3



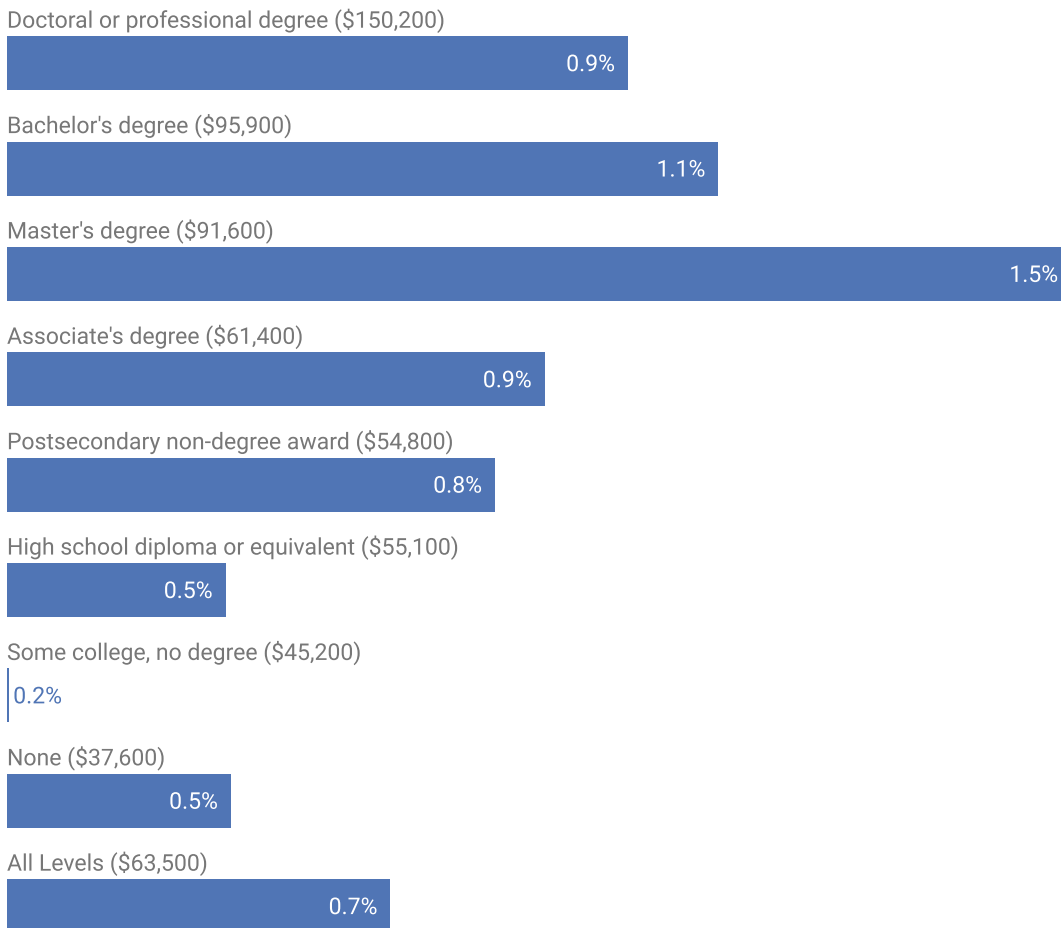
Source: JobsEQ® Data as of 2024Q3

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2024Q2 with preliminary estimates updated to 2024Q3. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in the Greater Des Moines Partnership Region 2025 is projected to grow 0.7% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 0.9% per year, those requiring a bachelor's degree are forecast to grow 1.1% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.9% per year.

## Annual Average Projected Job Growth by Education Levels

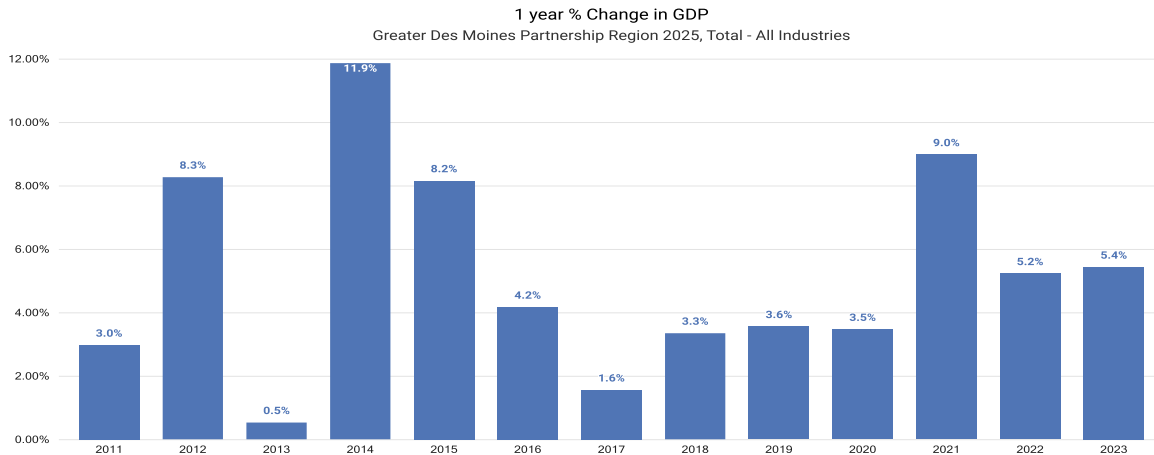


Source: JobsEQ®  
Data as of 2024Q3

Employment by occupation data are estimates as of 2024Q3. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

# Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2023, nominal GDP in the Greater Des Moines Partnership Region 2025 expanded 5.4%. This follows growth of 5.2% in 2022. As of 2023, total GDP in the Greater Des Moines Partnership Region 2025 was \$81,828,774,000.



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

Of the sectors in the Greater Des Moines Partnership Region 2025, Finance and Insurance contributed the largest portion of GDP in 2023, \$20,531,120,000. The next-largest contributions came from Real Estate and Rental and Leasing (\$8,991,374,000); Manufacturing (\$7,397,653,000); and Wholesale Trade (\$5,746,874,000).

# GDP (in \$ millions)

## Greater Des Moines Partnership Region 2025, 2023

Finance and Insurance (52)



Real Estate and Rental and Leasing (53)



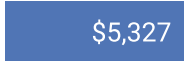
Manufacturing (31)



Wholesale Trade (42)



Health Care and Social Assistance (62)



Retail Trade (44)



Professional, Scientific, and Technical Services (54)



Construction (23)



Educational Services (61)

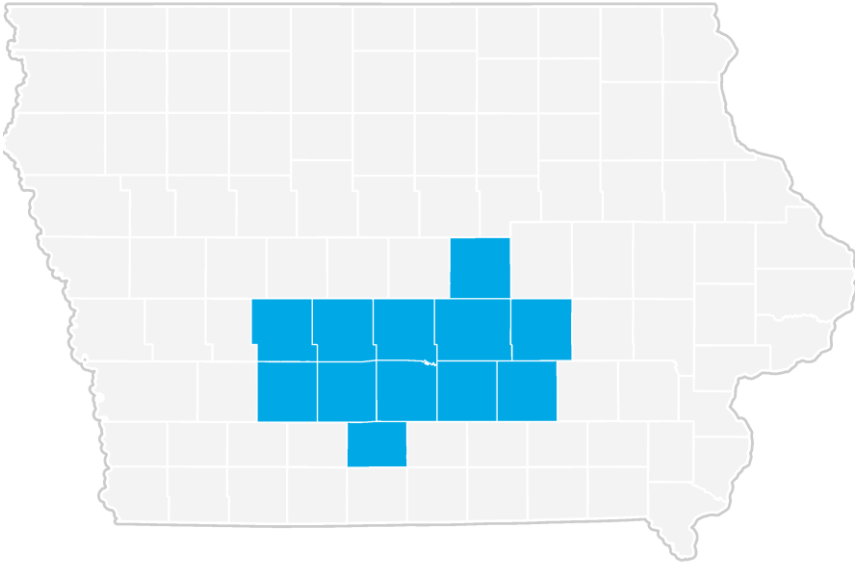


Transportation and Warehousing (48)



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2023.

# Greater Des Moines Partnership Region 2025 Regional Map





# Region Definition

**Greater Des Moines Partnership Region 2025 is defined as the following counties:**

Adair County, Iowa

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Clarke County, Iowa

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Dallas County, Iowa

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Guthrie County, Iowa

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Jasper County, Iowa

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Madison County, Iowa

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Mahaska County, Iowa

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Marion County, Iowa

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Marshall County, Iowa

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Polk County, Iowa

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Poweshiek County, Iowa

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Warren County, Iowa

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# FAQ

## What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

## What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

## What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

## What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

## What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

## What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 804 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 22 major groups, 95 minor groups, and 452 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

## About This Report

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