Economic Census Snapshot
Iowa

The Economic Census provides detailed data on Sales and other measures of business output for nearly every sector of the U.S. economy at the national, state, and local area levels by 2-thru 6-digit NAICS code. Detailed product lines data are also available at the national and state levels.

Value of Sales, Shipments, Receipts, Revenue, or Business Done in Selected Sectors: 2012 ($ Billion)

- Manufacturing: $116.7 billion
- Wholesale trade: $76.7 billion
- Retail trade: $44.9 billion
- Health care and social assistance: $18.6 billion
- Construction: $15.6 billion

(Note: excludes the Utilities, Information, and Finance and Insurance sectors where state-level revenue data are not published. Source: 2012 Economic Census)

DID YOU KNOW
Manufacturing businesses in Iowa reported average shipments per employee of $573,000 in 2012

The Health Care and Social Assistance sector had the most employees of any sector in Iowa in 2012 (206,906)

The Health Care and Social Assistance sector reported the highest annual payroll of any sector in Iowa in 2012 (nearly $7.9 billion)

There were more Retail Trade establishments in Iowa in 2012 than any other sector (12,046)

Number of Employees in Top 5 Sectors: 2012

- Finance and insurance: 91,750
- Accommodation and food services: 115,134
- Retail trade: 174,556
- Health care and social assistance: 206,906
- Manufacturing: 203,722

(Source: 2012 Economic Census)
Detailed industry data are not only shown at the national and state level by 2-thru 6-digit NAICS but also at the county, city/town, and even ZIP Code levels. (Note: Data are often suppressed at the detailed 6-digit NAICS levels for local areas to protect the privacy of individual businesses.)

The Economic Census is conducted every 5 years, on the years ending in “2” and “7”. Data are shown for comparable industries back to 2002, and data between the Economic Census years are available in our Monthly, Quarterly, and Annual business surveys.

For more information, contact our Data User Outreach and Education Staff at 800.242.2184 or via email at ewd.outreach@census.gov