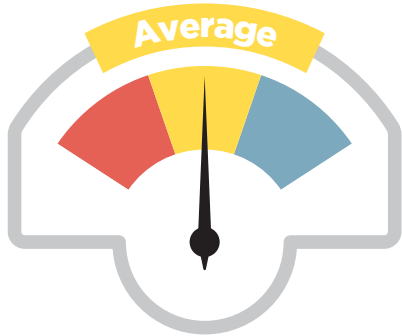
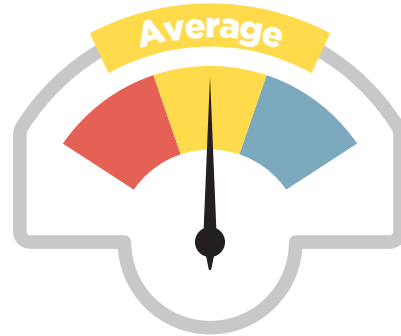


2018
Iowa's Competitive Dashboard
Measuring How Iowa Competes Nationally.

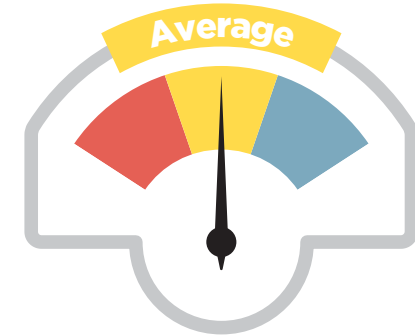
**Economic
Growth**



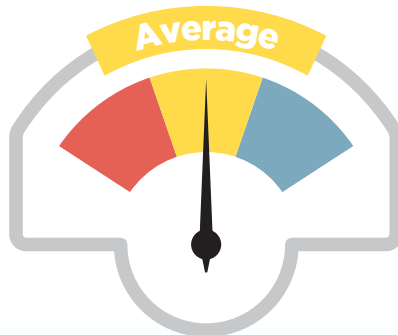
**Education &
Workforce**



Governance



**Health &
Wellness**



**Demographics
& Diversity**



Overall Performance: ■ Competitive ■ Average ■ Poor

IBC's Recommended Actions

Economic Growth

In order to sustain and grow business and industry in Iowa, we need workers of all skill levels. So, IBC supports initiatives that align both business and education to address current and future workforce needs in Iowa. We also recommend developing strategies to engage both public and private institutions that work to enhance career pathways and sector partnerships, including all levels of education. This includes supporting the implementation of the recommendations from the Future Ready Iowa Alliance.

Education & Workforce

In order to address businesses' high-skill, high-priority workforce needs, we need to outline and deploy models of strategic business engagement with education. The implementation of these strategies should increase post-secondary education attainment, and create undergraduate pathways to produce a diverse, highly skilled talent pool. It is also important to develop tactics to retain and attract students to live and work in Iowa. One such strategy is increasing the percentage of Iowa jobs that require a Bachelor's degree or higher.

Governance

The IBC recommends simplifying the tax code and lowering the tax rates to create an environment that is desirable for businesses to locate and grow. Making Iowa more attractive to business would ultimately help us retain and increase our population.

Health & Wellness

It is important to note that workforce issues impact a variety of metrics in our Competitive Dashboard, including access to primary care physicians. We need to train, attract and retain more physicians to meet the health needs of Iowans. Also, to improve our individual health, we need to reinvigorate our efforts as a state to support and engage in the healthiest state initiative. Inspiring individuals to adopt healthier habits is critical.

Demographics & Diversity

Significant improvements need to be made in this area to address our workforce needs. It is critical that we bring together a public/private partnership that will conduct research and determine key policy initiatives that will grow our population and increase the state's diversity. From there, we can leverage those partnerships to promote the job opportunities and quality of life that Iowa has to offer.

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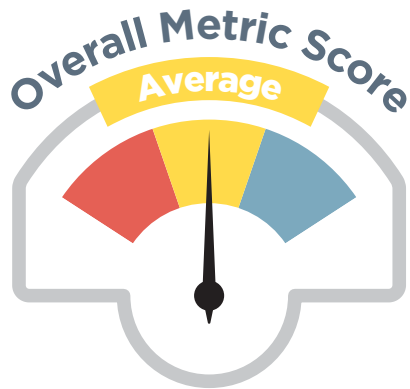
President & CEO,
Wells Enterprises, Inc.

W. Timothy Yaggi

President & CEO,
Pella Corporation

**University of Iowa
Hospitals and Clinics**

Wells Fargo

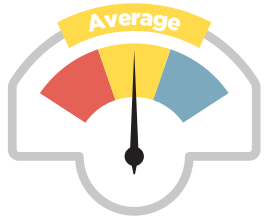


Economic Growth

Iowa's labor force participation rate is competitive and the state has a historically low unemployment rate. While these factors are positive for our economy, they also present challenges. To grow our economy, we need an expanding labor pool from which businesses of all sizes can hire. So, developing and implementing strategies to both up-skill Iowans and attract others into the workforce remains a critical component to economic growth.

The largest decline in the economic growth section is attributed to the State Technology and Science Index, which measures five key factors. Risk Capital and Entrepreneurial Infrastructure is the factor where Iowa declined the most, moving from 37 to 46. This metric measures the environment for entrepreneurial success, including access to risk capital. For years, the state has passed different policies to help foster an entrepreneurial climate in Iowa and increase the amount of risk capital available. While some improvements have been made in areas of the state, overall, we continue to struggle with commercializing technology and attracting capital for investment.

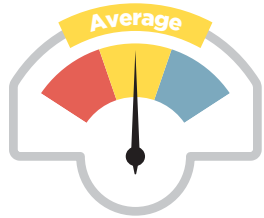
Median Household Income



Metric Measurement

2016	2017
\$54,736	\$56,247
State Rank: 25	State Rank: 26

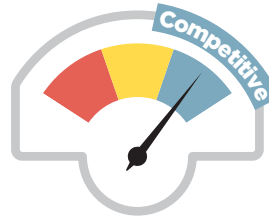
Gross State Product



Metric Measurement

2016	2017
\$174 billion	\$179 billion
State Rank: 30	State Rank: 30

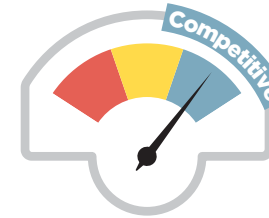
Manufacturing Value as a % of GSP



Metric Measurement

2016	2017
18.3%	18.3%
State Rank: 8	State Rank: 7

Labor Force Participation Rate



Metric Measurement

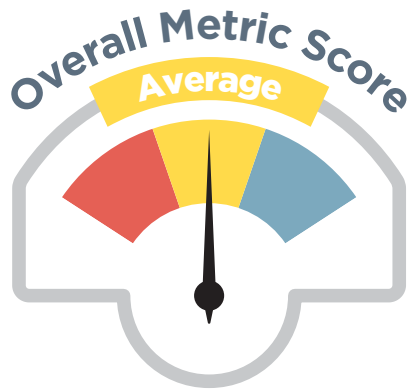
2016	2017
69.8%	69.2%
State Rank: 4	State Rank: 4
Unemployment Rate - Nov. rolling average Last 12 months	
3.8%	3.3% November

State Technology & Science Index



Metric Measurement

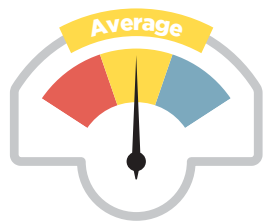
2016	2017
48.0	43.5 <i>(highest score 83.66)</i>
State Rank: 31	State Rank: 36



Education & Workforce

While the overall education and workforce ranking is average, the state made improvements in two areas. Our progress in the rankings for 8th grade reading and math reflect the renewed focus by policymakers to strengthen our education policies to compete with other states. While our high school graduation rate is one of the highest in the nation, our percentage of the population with education and training past high school, and of those obtaining Bachelor degrees, is slipping. Therefore, the education attainment metrics indicate that the state is not keeping up with the talent needs of the future.

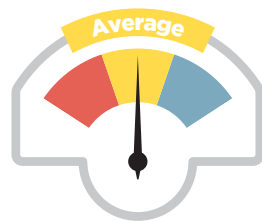
8th Grade Reading Proficiency



Metric Measurement

2016	2017
37%	36%
State Rank: 18	State Rank: 17 (8-way tie)

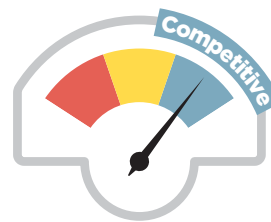
8th Grade Math Proficiency



Metric Measurement

2016	2017
36%	37%
State Rank: 22 (7-way tie)	State Rank: 14 (tie with CO)

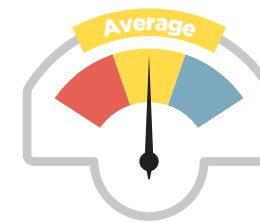
ACT Scores 50% Participation



Metric Measurement

2016	2017
22.1	21.9 (OH score 22)
State Rank: 1	State Rank: 2

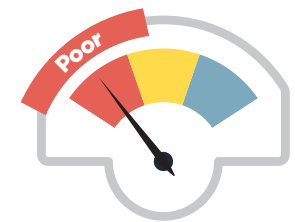
Education Attainment High School+



Metric Measurement

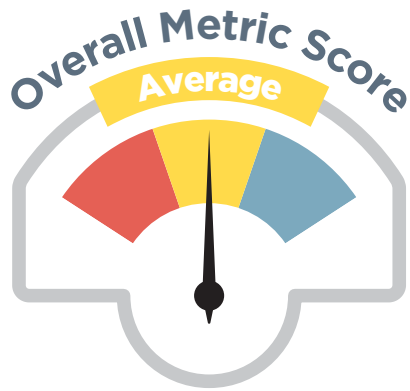
2016	2017
91.7%	91.8%
State Rank: 7	State Rank: 11

Education Attainment Bachelor Degree+



Metric Measurement

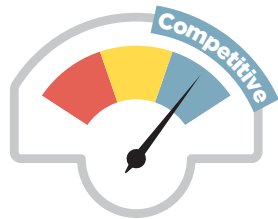
2016	2017
26.8%	28.4%
State Rank: 36 (3-way tie)	State Rank: 34



Governance

In facing the budget challenges that are a result of the weaker agriculture economy, policymakers have been strategic in addressing the budget issues, rather than implementing blanket cuts. This strategic approach helped Iowa remain competitive in the best run state indicator, with the state ranking third in the nation. In looking at the state's budget items, Iowa's percentage of budget allocated to Medicaid is less than the national average, improving our ranking from last year. Nevertheless, the percentage of the budget dedicated to Medicaid is of concern as its growth is stifling investment in other areas of the state budget, like economic development and higher education. Unfortunately, the state's business tax climate remains poor and Iowa ranks in the bottom 10 when compared to other states. Also, while our public-pension funded ratio ranking remained the same, it is important to note that policymakers adopted new assumptions that impact the funding ratio.

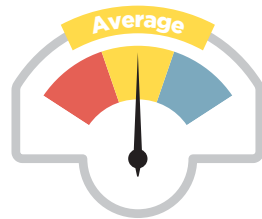
Best Run States in America



Metric Measurement

2016	2017
6	3
State Rank: 6	State Rank: 3

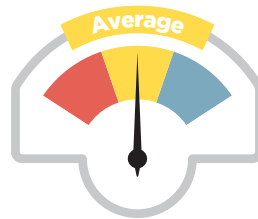
State Public-Pension Funded Ratio



Metric Measurement

2016	2017
87.4%	85.0%
State Rank: 13	State Rank: 13

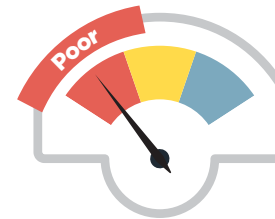
Medicaid Expenditures as % of Total



Metric Measurement

2016	2017
22.8%	21.7%
State Rank: 18	State Rank: 14
<i>All States</i>	
28.7%	29.0%

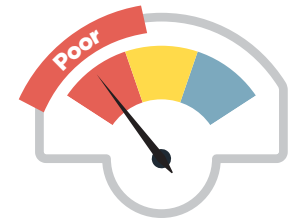
State Business Tax Climate Index



Metric Measurement

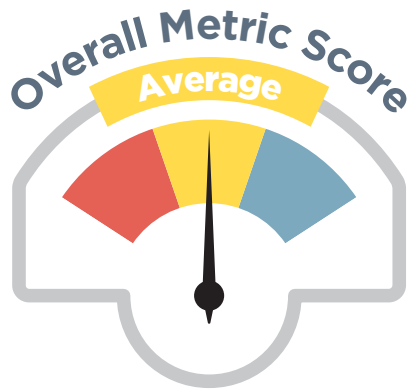
2016	2017
4.51	4.53
State Rank: 40	State Rank: 40

Government FTEEs per 10,000



Metric Measurement

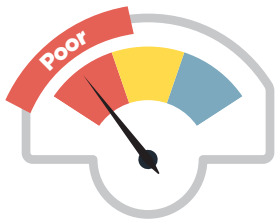
2016	2017
585	584
State Rank: 41	State Rank: 41



Health & Wellness

The overall takeaway from this section is that Iowans have excellent health care coverage, but are not healthy. As a state we continue to rank poorly regarding access to primary care physicians, even though this ranking has improved over time. Yet, policy initiatives like increasing the tobacco tax attributed to a noticeable decrease in the number of Iowans that smoke, improving our ranking from 29 to 22. Our rank in the Gallup-Healthways Well-Being Index declined as more Iowans reported a lack of supportive relationships and overall unhealthy habits.

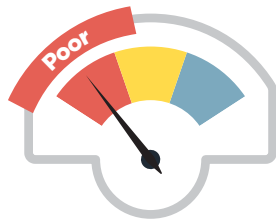
Active Primary Care Physicians per 100,000



Metric Measurement

2016	2017
84.8	82.8
State Rank: 34	State Rank: 35

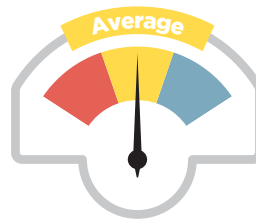
Percentage Obese



Metric Measurement

2016	2017
32.1%	32.0%
State Rank: 39	State Rank: 37

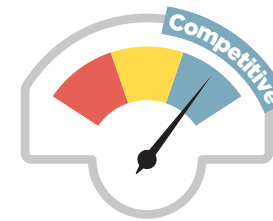
Percentage of Smokers 18 Years & Older



Metric Measurement

2016	2017
18.1%	16.7%
State Rank: 29	State Rank: 22

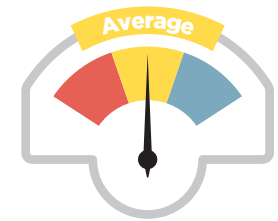
Percentage Lacking Health Insurance



Metric Measurement

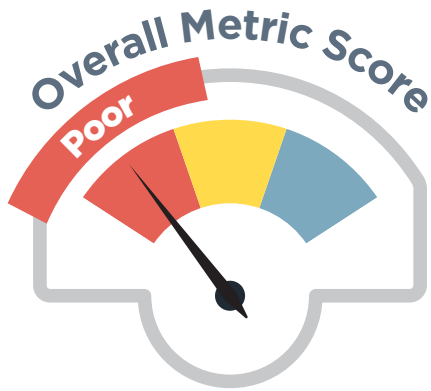
2016	2017
5.6%	4.7%
State Rank: 5	State Rank: 5

Gallup-Healthways Well-Being Index



Metric Measurement

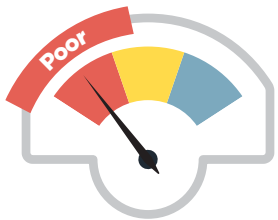
2016	2017
62.4	62.6
State Rank: 14	State Rank: 19



Demographics & Diversity

It will come as no surprise that Iowa continues to rank poorly among states in regards to increasing the size and diversity of our population. Growing our overall population is critical to increasing school populations, attracting a workforce, and expanding state revenues. While our median age and net overall migration remain average when compared to other states, Iowa's current standings in these two metrics have increased from our base year rankings. The positive changes in these two metrics reflect that, though our population remains stagnant, we are replacing an older population with younger people and retaining more Iowans. In order to keep up with the workforce needs of today and the future, we must grow and diversify our population.

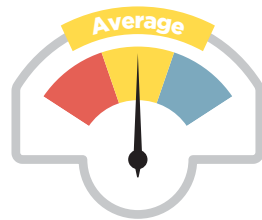
Total Population



Metric Measurement

2016	2017
3,123,899	3,134,693
State Rank: 30	State Rank: 30

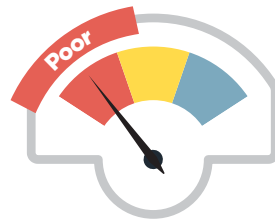
Population 5-Year Change



Metric Measurement

2016	2017
2.5%	2.4%
State Rank: 29	State Rank: 28

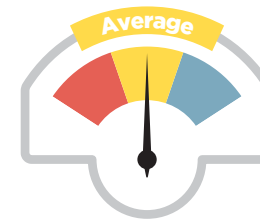
Ethnic Diversity of Population



Metric Measurement

2016	2017
13.2%	13.6%
State Rank: 46	State Rank: 46 (tie with MT)

Median Age of Population



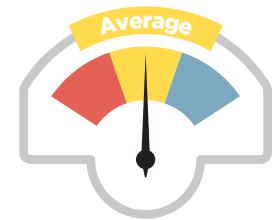
Metric Measurement

2016	2017
38.1	38.0
State Rank: 26	State Rank: 23 (tie with AR)

All States

37.8	37.9
------	------

Net Overall Migration



Metric Measurement

2016	2017
2,460	2,944
State Rank: 27	State Rank: 25

Glossary

- **Active Primary Care Physicians:** Includes general practice, family practice, obstetrics and gynecology, pediatrics, geriatrics and internal medicine.
- **Education Attainment:** Refers to the highest level of education completed in terms of the highest degree or the highest level of schooling achieved.
- **Gallup-Healthways Well-Being Index:** This report examines well-being across the nation as determined by five elements. The five elements include: purpose (liking what you do each day and being motivated to achieve your goals); social (having supportive relationships and love in your life); financial (managing your economic life to reduce stress and increase security); community (liking where you live, feeling safe, and having pride in your community); and physical (having good health and enough energy to get things done daily).
- **Government Full-Time Equivalent Employment:** Full-time government employees and those who would have been employed if the number of hours worked by part-time government employees had been worked by full-time employees.
- **Gross State Product (GSP):** A measurement of a state's output; it is the sum of value added from all industries in the state. GSP by state is the state counterpart to the Nation's gross domestic product (GDP).
- **Labor Force Participation Rate:** The ratio of the labor force to the working age population, expressed in percentages.
- **Median Age:** The age at the midpoint of the population. Half of the population is older than the median age and half of the population is younger.
- **Median Household Income:** Household income is a measure of the combined incomes of all people sharing a particular household or place of residence. It includes every form of income, e.g., salaries and wages, retirement income, near cash government transfers like food stamps, and investment gains. Median income is the amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount.
- **Net Migration:** The difference between immigration into and emigration from the area during the year (net migration is therefore negative when the number of emigrants exceeds the number of immigrants).
- **Obesity:** Adults with a body mass index of 30.0 or higher based on reported height and weight.
- **Population Change:** The difference between the size of the population at the end and the beginning of a period. It is equal to the algebraic sum of natural increase and net migration (including corrections). There is negative change when both of these components are negative or when one is negative and has a higher absolute value than the other.
- **Proficiency:** One of the three National Assessment of Educational Progress achievement levels, representing solid academic performance for each grade assessed. Students reaching this level have demonstrated competency over challenging subject matter, including subject-matter knowledge, application of such knowledge to real-world situations, and analytical skills appropriate to the subject matter.
- **Smoking:** Adults who are smokers report smoking at least 100 cigarettes in their lifetime and currently smoke every or some days.
- **State Business Tax Climate Index:** An annual index by the Tax Foundation measuring the impact of each state's tax system on business activity, e.g., location decisions, job creation & retention, international competitiveness.
- **State Public-Pension Funded Ratio:** The funded ratio measures the level of assets in proportion to accrued liability.
- **State Technology and Science Index:** Benchmark that measures states' science and technology capabilities and broader commercialization ecosystems that contribute to company growth, high-value-added job creation, and overall economic growth. It is a measure of a state's innovation pipeline. The STSI's 107 individual indicators are sorted into five composites: Research and Development Inputs; Risk Capital and Entrepreneurial Infrastructure; Human Capital Investment; Technology and Science Workforce; and Technology Concentration and Dynamism.
- **Total Population:** The total population of a state consists of all persons falling within the scope of the census.
- **Uninsured:** The population that does not have health insurance privately, through their employer or through the government.
- **Value Added:** The net output of a sector after adding up all outputs and subtracting intermediate inputs. It is calculated without making deductions for depreciation of fabricated assets or depletion and degradation of natural resources.

Appendix

Economic Growth

1. Median Household Income: U.S. Census Bureau (Table S1903 – Median Income in the Past 12 Months 2016 ACS 1-year estimates).
2. Gross State Product: U.S. Dept. of Commerce Bureau of Economic Analysis, under Interactive Data – Regional Data – GDP & Personal Income.
3. Manufacturing Value as a percentage of Gross State Product: U.S. Dept. of Commerce Bureau of Economic Analysis. (Numbers calculated from various data points by the University of Northern Iowa’s Institute for Decision Making.)
4. Labor Force Participation Rate: Iowa Workforce Development, “Labor Force Summary Data Tool” (The metric uses a 12 month rolling average.)
5. State Technology and Science Index: Milken Institute Center for Jobs and Human Capital, “2016 State Technology and Science Index”

Education & Workforce

1. Proficiency in 8th Grade Reading: National Center for Educational Statistics, “State Education Data Profiles”
2. Proficiency in 8th Grade Math: National Center for Educational Statistics, “State Education Data Profiles”
3. ACT Scores with 50% Participation: ACT, “Average ACT Scores by State”

4. Education Attainment High School Plus: U.S. Census Bureau (Table S1501 – Educational Attainment 2016 ACS 1-year estimates).
5. Education Attainment Bachelor Degree Plus: U.S. Census Bureau (Table S1501 – Educational Attainment 2016 ACS 1-year estimates).

Governance

1. Best Run States in America: 24/7 Wall St., “The Best – and Worst – Run States in America: A Survey of All 50”
2. State Public-Pension Funded Ratio: The PEW Charitable Trusts, “The State Pension Funding Gap: 2015”
3. Medicaid Expenditures as a Percentage of Total Expenditures: National Association of State Budget Officers, “State Expenditure Report”
4. State Business Tax Climate Index: Tax Foundation, “2017 State Business Tax Climate Index”
5. Government Full-Time Equivalent Employment per 10,000: U.S. Census Bureau (Numbers calculated from various census statistics by the University of Northern Iowa’s Institute for Decision Making.)

Health & Wellness

1. Active Primary Care Physicians per 100,000 Population: Association of American Medical Colleges, “2017 State Physician Workforce Data Report”

2. Percent Obese: America’s Health Rankings (AHR), “AHR 2017 Annual Report,” page 54.
3. Percent of Smokers 18 years+: America’s Health Rankings (AHR), “AHR 2017 Annual Report,” page 58.
4. Percent Lacking Health Insurance: America’s Health Rankings (AHR), “AHR 2017 Annual Report,” page 76.
5. Gallup-Healthways Well-Being Index: Gallup Sharecare, “State of American Well-Being: 2016 State Well-Being Rankings”

Demographics & Diversity

1. Total Population: U.S. Census Bureau (Table B01003 – Total Population 2016 ACS 1-year estimates) or (Table S0101 – Age and Sex 2016 ACS 1-year estimates).
2. Population 5-Year Change: U.S. Census Bureau (Numbers calculated from various census statistics by the University of Northern Iowa’s Institute for Decision Making.)
3. Ethnic Diversity of Population: U.S. Census Bureau (Table DP05 – Demographic and Housing Estimates 2016 ACS 1-year estimates).
4. Median Age of Population: U.S. Census Bureau (Table S0101 – Age and Sex, 2016 ACS 1-year estimates).
5. Net Overall Migration: U.S. Census Bureau (Table PEPTCOMP).

		Baseline Year	Baseline Rank	2016 Rank	2017 Rank	Baseline Metric	2016 Metric	2017 Metric
Economic Growth	Median Household Income	2000	21	25	26	42,993	\$54,736	\$56,247
	Gross State Product (GSP)	2000	29	30	30	\$93 billion	\$174 billion	\$179 billion
	Manufacturing Value (as a % of GSP)	2001	8	8	7	23.4%	18.3%	18.3%
	Labor Force Participation Rate	2000	10	4	4	71.2%	69.8%	69.2%
	State Technology & Science Index	2002	31	31	35	42.5	48	43.5
Education & Workforce	8th Grade Reading Proficiency	2003	11	18	17 (8-way tie)	36%	37%	36%
	8th Grade Math Proficiency	2003	12	22 (7-way tie)	14 (tie with CO)	33%	36%	37%
	ACT Scores with 50% Participation	2004	3	1	2	22	22.1	21.9
	Education Attainment High School+	2000	9	7	11	86.1%	91.7%	91.8%
	Education Attainment Bachelor Degree+	2000	22	36 (3-way tie)	34	21.2%	26.8%	28.4%
Fiscal Stability	Best Run States in America	2010	3	6	3	3	6	3
	State Public-Pension Funded Ratio	2000	29	13	13	97.7%	87.4%	85.0%
	Medicaid Expenditures (as a % of Total Expenditures)	2000	9	18	14	13%	22.8%	21.7%
	State Business Tax Climate Index	2010	46	40	40	4.23	4.51	4.53
	Government Full-Time Equivalent Employment per 10,000	2000	41	41	41	601	585	584
Health & Wellness	Active Primary Care Physicians per 100,000 population	2000	46	34	35	71.3	84.8	82.8
	Percent Obese	2000	39	39	37	21.5%	32.1%	32.0%
	Percent of Smokers 18 years+	2000	30	29	22	23.5%	18.1%	16.7%
	Percent Lacking Health Insurance	2000	4	5	5	6.9%	5.6%	4.7%
	Gallup-Healthways Well-Being Index	2009	7	14	19	67.8	62.4	62.6
Demographics & Diversity	Total Population	2000	30	30	30	2,926,324	3,123,899	3,134,693
	Population 5 Year Change	2000	34	29	28	4.5%	2.5%	2.4%
	Ethnic Diversity of Population	2000	45	46	46	6.1%	13.2%	13.6%
	Median Age of Population	2000	40	26	23	36.6	38.1	38
	Net Overall Migration	1990-1999	33	27	25	5,609	2460	2944