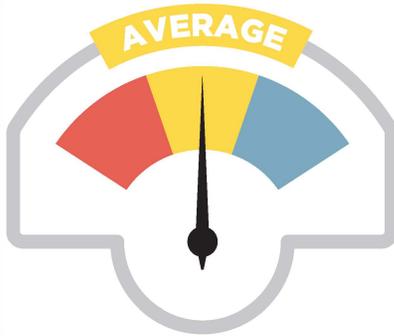


2020 Iowa's Competitive Dashboard

Measuring How Iowa Competes Nationally

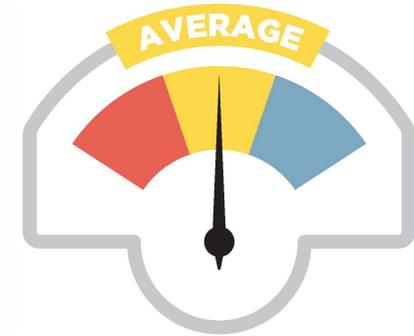
Economic Growth



Education & Workforce



Governance



Health & Wellness



Demographics & Diversity



Overall Performance:  Competitive  Average  Poor

IBC's Recommended Actions

Economic Growth

A strong economic climate drives business decision-making such as hiring, capital investment, availability of jobs and new initiatives. For businesses to locate, expand and thrive in Iowa, a strong economic climate must be created to drive growth.

The availability of adequate housing for the overall labor market leads directly to a community's ability to attract and retain a diverse and growing workforce. The IBC supports efforts to provide increased investment to the State Housing Trust Fund and Workforce Housing Tax Credit programs. The IBC also encourages state and community leaders to work together to develop a collaborative statewide strategy to meet Iowa's workforce housing needs.

Education & Workforce

In today's global, knowledge-based economy, states and local communities are increasingly differentiated based on the ability to educate, train and recruit a qualified workforce that meets the needs of industry. Even as middle and high-skilled jobs grow in Iowa, the availability of a skilled workforce is a major area of concern to Iowa businesses. Identifying the job demands of the future, working with K-16 education systems to engage students and educators, and developing career pathways are essential areas of public/private partnerships for the IBC.

IBC will continue to advocate for the Future Ready Iowa initiative and to fund the Last Dollar Scholarship and Employer Innovation Fund to help upskill current workforce into high-demand jobs. To address businesses' workforce needs, the IBC's Business Education Alliance (BEA) will work with K-12 educational institutions to develop and implement scalable, sustainable solutions to provide work-based learning opportunities for all students. IBC member companies will continue to offer internships, externships and apprenticeships to meet its goal of providing 30,000 work-based learning opportunities by 2025. Finally, the IBC will work with community college and university leadership to streamline communication and develop solutions to strengthen the state's talent pipeline.

Governance

In effort to improve Iowa's competitiveness, job growth, and economy, the IBC supports the creation of a simple, transparent, and stable tax structure. A modernized tax system with competitive tax rates and rules will promote growth through greater investment, higher wages and more jobs in Iowa. The IBC supports the tax reform efforts of 2018 and supports continued efforts to make Iowa's tax code more competitive for all taxpayers. As proposals for further reforms are considered, including sales tax increases, the IBC will analyze the impacts in the context of the overall goal of improving Iowa's competitiveness.

As the state looks to fund other priorities, the IBC will advocate for resources that lead to a healthy climate for individuals to live, work and play. Specifically, IBC will evaluate proposals and partner with organizations that look to build access to affordable workforce housing, child care and mental health resources.

Health & Wellness

To accelerate the state's positive momentum towards a healthy citizenry, it is critical the IBC continue its efforts to support the Healthiest State Initiative. Iowa's lack of workforce permeates into every industry and health care is no exception. The IBC supports efforts to attract and retain more primary care physicians as well as maximizing telehealth strategies to provide increased health care access across the state.

Demographics & Diversity

Population growth must be accelerated in both urban and rural communities to ensure economic prosperity while increasing the percentage of Iowa's ethnic diversity. The IBC will work with members of Congress to modernize the current immigration system so legal immigration can be used as a viable tool to recruit and retain talent. The IBC will work with state elected leaders to engage on innovative policy changes relating to licensing requirements, federally approved refugee resettlement opportunities, and immigration programs.

The Choose Iowa Committee, thought leaders from public and private organizations convened by the IBC, have set goals related to increasing Iowa's net migration. Throughout 2020, the committee will conduct additional research and determine further policy initiatives to accelerate population growth while partnering with stakeholders and organizations.

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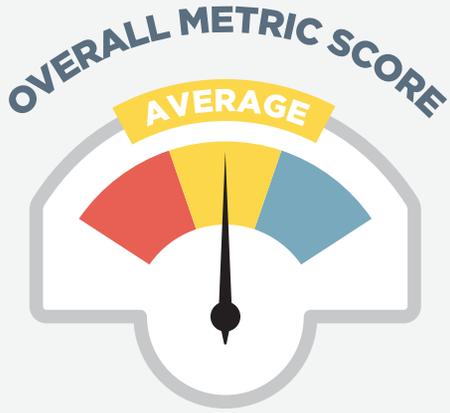
President & CEO,
UnityPoint Health

Michael Wells

President & CEO,
Wells Enterprises, Inc.

Adam Wright

President & CEO,
MidAmerican Energy Company



Economic Growth

Despite geopolitical uncertainty, trade disputes, and volatile weather patterns, Iowa's economy has remained steady, maintaining a \$190 billion gross state product and increasing median household income by nearly \$1,400 over last year. Ranking in the top 5 states for manufacturing value as a percent of gross state product, Iowa solidifies its reputation as an industrial capital.

Iowa continues to rank high for labor force participation but paired with our consistently low unemployment rate, Iowa faces the persistent shortage of available workers for businesses to grow.

Median Household Income



Metric Measurement

2018	2019
\$58,570	\$59,955
State Rank: 25	State Rank: 25

Gross State Product (GSP)



Metric Measurement

2018	2019
\$190 billion	\$190 billion
State Rank: 29	State Rank: 30

Manufacturing Value (as a % of GSP)



Metric Measurement

2018	2019
18.1%	18.8%
State Rank: 8	State Rank: 4 (2-way tie)

Labor Force Participation Rate



Metric Measurement

2018	2019
68.4%	68.5%
State Rank: 7 (2-way tie)	State Rank: 6

Unemployment Rate November Rolling Average Last 12 Months

2.8%	2.4%
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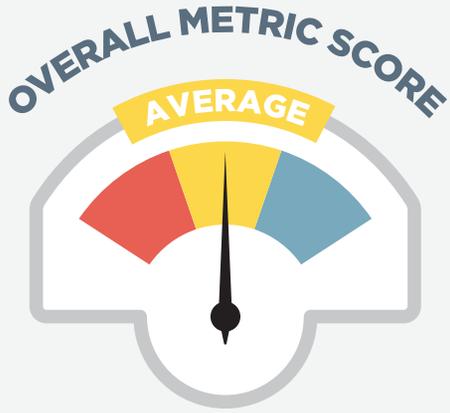
State Technology & Science Index*



Metric Measurement

2018	2019
38.82	38.82
State Rank: 36	State Rank: 36

*Measured every 2 years



Education & Workforce

Iowa is ranked #1 in the country for the state's average composite ACT score, tied with South Dakota. Moreover, Iowa ranks in the top 10 for the percentage of population with a high school degree plus some level of post-secondary credential or degree.

However, Iowa has slipped 4% in both 8th grade reading and 8th grade math proficiency, decreasing our ranking overall and pointing to challenges in educating the future workforce.

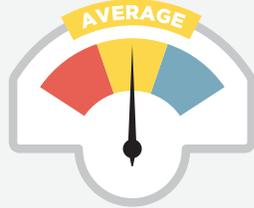
8th Grade Reading Proficiency



Metric Measurement

2018	2019
37.0%	33.0%
State Rank: 18 (3-way tie)	State Rank: 32

8th Grade Math Proficiency



Metric Measurement

2018	2019
37.0%	33.0%
State Rank: 18 (2-way tie)	State Rank: 24 (2-way tie)

ACT Scores 50% Participation



Metric Measurement

2018	2019
21.8	21.6
State Rank: 2	State Rank: 1 (2-way tie)

Education Attainment High School+



Metric Measurement

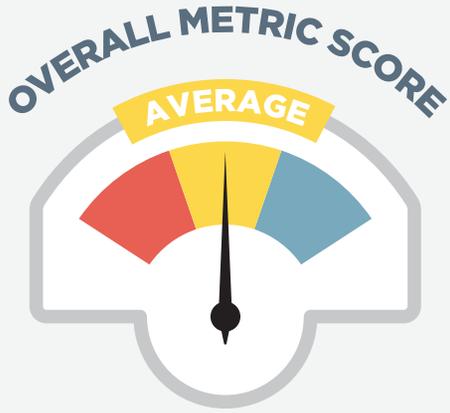
2018	2019
92.1%	92.3%
State Rank: 10 (2-way tie)	State Rank: 9 (3-way tie)

Education Attainment Bachelor Degree+



Metric Measurement

2018	2019
28.9%	29.0%
State Rank: 38	State Rank: 35



Governance

Iowa ranks in the top 10 as a best run state. Qualifying factors include Iowa's low unemployment, high percentage of population with access to health insurance, a triple A credit rating, and the high public-pension funded ratio. In fact, Iowa's state public-pension ratio increased overall and is funded at 82.3%, well above the national average of 69.1%.

Though Iowa's percentage of budget allocated to Medicaid increased this year, it remains less than the national average. The growing percentage of Medicaid expenditures must be taken into account as elected officials look to make funding decisions on other critical areas of Iowa government services. Iowa's corporate and individual income taxes make it less competitive, though tax reforms of 2018 will likely positively affect these numbers once triggers are met.

Best Run States in America



Metric Measurement

2018	2019
5	7
State Rank: 5	State Rank: 7

State Public-Pension Funded Ratio



Metric Measurement

2018	2019
81.6%	82.3%
State Rank: 10	State Rank: 12

Medicaid Expenditures (as % of Total)



Metric Measurement

2018	2019
21.9%	23.5%
State Rank: 13	State Rank: 14
All States	
29.7%	28.9%

Corporate Tax Index



Metric Measurement

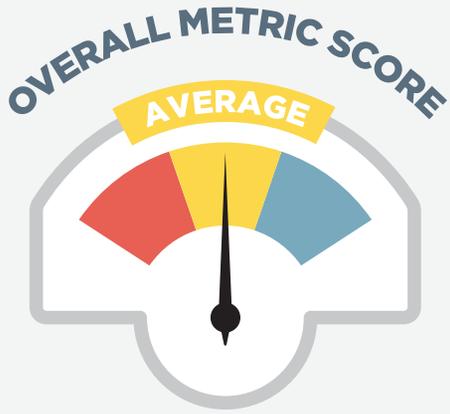
2018	2019
3.77	3.58
State Rank: 48	State Rank: 48

Individual Income Tax Index



Metric Measurement

2018	2019
3.96	4.03
State Rank: 42	State Rank: 42



Health & Wellness

Iowa decreased its percentage of obese individuals in the last year, highlighting the need to continue programs like the Healthiest State Initiative. While the number of smokers decreased in the past year, there is not yet data available on how vaping has affected the overall nicotine consumption in the state or country.

While the number of insured lowans continues to be high, the state struggles to recruit and retain active primary care physicians. Additionally, Iowa's rankings slipped in the Gallup National Health and Well-Being Index, which measures surveyed individuals' overall well-being as it pertains to career, social, financial, community and physical status.

Active Primary Care Physicians
per 100,000



Metric Measurement

2018	2019
82.8	84.8
State Rank: 35	State Rank: 35

Percent Obese



Metric Measurement

2018	2019
36.4%	35.3%
State Rank: 47	State Rank: 44

Percent of Smokers
18 years+



Metric Measurement

2018	2019
17.1%	16.6%
State Rank: 25	State Rank: 28

Percent Lacking Health Insurance



Metric Measurement

2018	2019
4.5%	4.7%
State Rank: 5	State Rank: 6

Gallup
National Health & Well-Being Index



Metric Measurement

2018	2019
21	26
State Rank: 21	State Rank: 26



Demographics & Diversity

Iowa's population growth has consistently trailed the national average and its net migration decreased by nearly 30 percent, over 1,000 people in the past year. Long-term prosperity will be constrained by a lack of people to fill jobs. Growing Iowa's overall population will be critical to building the workforce pipeline and expanding state revenues. Iowa's population growth continues to be outpaced by other states and still does not meet businesses' growth needs.

Although Iowa's ethnic diversity is increasing, with trends pointed toward consistent growth, Iowa ranks again in the bottom six states for the ethnic diversity of the population. Ultimately, the growth and diversification of Iowa's population must be accelerated in both urban and rural communities to ensure continued economic growth for the state.

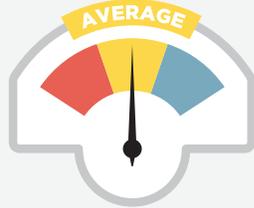
Total Population



Metric Measurement

2018	2019
3,145,711	3,156,145
State Rank: 30	State Rank: 31

Population 5-Year Change



Metric Measurement

2018	2019
2.3%	2.0%
State Rank: 26	State Rank: 25

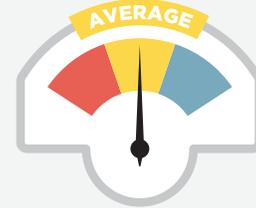
Ethnic Diversity of Population



Metric Measurement

2018	2019
14.1%	14.7%
State Rank: 45	State Rank: 45

Median Age of Population



Metric Measurement

2018	2019
38.3	38.2
State Rank: 25	State Rank: 22
All States	
38.1	38.2

Net Overall Migration



Metric Measurement

2018	2019
4,112	2,942
State Rank: 32	State Rank: 31

Glossary

Active Primary Care Physicians: Physicians are counted as primary care physicians if their self-designated primary specialty is one of the following: adolescent medicine (pediatrics), family medicine, general practice, geriatric medicine (family practice), geriatric medicine (internal medicine), internal medicine, internal medicine/pediatrics, or pediatrics. Residents and fellows are counted as primary care residents and fellows if they are in one of the following programs: adolescent medicine (pediatrics), family medicine, family practice, geriatric medicine (family practice), geriatric medicine (internal medicine), geriatric medicine/family practice, geriatric medicine/internal medicine, internal medicine, internal medicine/family practice, internal medicine/pediatrics, or pediatrics.

Best and Worst Run States: 24/7 Wall St. reviewed economic indicators, budget allocations, and state balance sheets, in addition to a range of social measures to rank how well each state is run. Data came from a wide range of public and private sources, including public policy think tank The Pew Charitable Trusts and the U.S. Census Bureau.

Corporate Tax Rate: A sub-index used by the Tax Foundation to gauge how a state's corporate income tax top marginal rate, bracket structure, and gross receipts rate affect its competitiveness compared to other states.

Education Attainment: Refers to the highest level of education completed in terms of the highest degree or the highest level of schooling achieved.

Ethnic Diversity of Population: Calculated by the difference between 100% population and Census registered "White alone, not Hispanic or Latino"

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).

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).

Individual Income Tax: A sub-index used by the Tax Foundation to measure the impact of tax rates on the marginal dollar of individual income using three criteria: the top tax rate, the graduated rate structure, and the standard deductions and exemptions which are treated as a zero percent tax bracket. The rates and brackets used are for a single taxpayer, not a couple filing a joint return.

Labor Force Participation Rate: The labor force participation rate represents the number of people in the labor force as a percentage of the civilian noninstitutional population. In other words, the participation rate is the percentage of the population that is either working or actively looking for work. The labor force participation rate is calculated as: $(\text{Labor Force} \div \text{Civilian Noninstitutional Population}) \times 100$.

Manufacturing Value as a % of GSP: A breakdown of gross domestic product by manufacturing value. In addition to showing the manufacturing contribution to the state, known as its value added, these statistics include industries' compensation of employees, gross operating surplus, and taxes.

Median Age: The median age is 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. The median age is often used to describe the "age" of a population.

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.

Glossary

Medicaid Expenditures: The total amount spent by state government on Medicaid entitlement programs. Amounts exclude administrative costs but include spending from state funds, federal matching funds and other funds and revenue sources used as a match such as provider taxes, fees, assessments, donations and local funds. Medicaid Part D clawback payments are included in a state's overall Medicaid expenditures.

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: Percentage of 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: Percentage of adults who are smokers (reported smoking at least 100 cigarettes in their lifetime and currently smoke every or some days).

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: Percentage of 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](#), 2018 American Community Survey 1-Year Estimates, Table ID: S1903. “Median Income In The Past 12 Months (In 2018 Inflation-Adjusted Dollars)”
2. Gross State Product: U.S. Bureau of Economic Analysis, “[SAGDP2N Gross domestic product \(GDP\) by state](#),” (accessed December 2, 2019).
3. Gross State Product: U.S. Bureau of Economic Analysis, “[SAGDP2N Gross domestic product \(GDP\) by state](#),” (accessed December 2, 2019). (Numbers calculated from various Bureau statistics by the University of Northern Iowa’s Institute for Decision Making.)
4. Labor Force Participation Rate: [U.S. Bureau of Labor Statistics](#), “Civilian Noninstitutional Population and Associated Rate and Ratio Measures for Model-Based Areas,”(accessed September 27, 2019).
5. Unemployment Rate: Iowa Workforce Development, Labor Market Information Division, [Labor Force Summary Data Tool](#)
6. State Technology and Science Index: Milken Institute Center for Jobs and Human Capital, “[2018 State Technology and Science Index](#)”

Education & Workforce

1. Proficiency in 8th Grade Reading: National Center for Educational Statistics, National Assessment of Educational Progress, “[The Nation’s Report Card](#)”
2. Proficiency in 8th Grade Math: National Center for Educational Statistics, National Assessment of Educational Progress, “[The Nation’s Report Card](#)”
3. ACT Scores with 50% Participation: ACT, The Condition of College & Career Readiness 2019 “[Average ACT Scores by State Graduating Class 2019](#)”

4. Education Attainment High School Plus: [U.S. Census Bureau](#), 2018 American Community Survey 1-Year Estimates, Table ID:DP02 “Selected Social Characteristics in the United States” (accessed December 2, 2019).
5. Education Attainment Bachelor Degree Plus: [U.S. Census Bureau](#), 2018 American Community Survey 1-Year Estimates, Table ID:DP02 “Selected Social Characteristics in the United States” (accessed December 2, 2019).

Governance

1. Best Run States in America: 24/7 Wall St., “[Best and Worst Run States in America: A Survey of All 50](#)”
2. State Public-Pension Funded Ratio: “[The State Pension Funding Gap: 2017](#).” Pew Research Center, Washington, D.C. (June 2019) <https://www.pewtrusts.org/-/media/assets/2019/06/statepensionfundinggap.pdf>, page 19.
3. Medicaid Expenditures as a Percentage of Total Expenditures: National Association of State Budget Officers, “[State Expenditure Report Fiscal 2017-2019](#),” page 55 (Table 29).
4. Corporate Tax Climate Index: Tax Foundation, “[2020 State Business Tax Climate Index](#),” page 19 (Table 3).
5. Individual Income Tax Climate Index: Tax Foundation, “[2020 State Business Tax Climate Index](#),” page 27 (Table 4).

Health & Wellness

1. Active Primary Care Physicians per 100,000 Population: Association of American Medical Colleges, “[2019 State Physician Workforce Data Report](#),” page 13 (Table 1.3).
2. Percent Obese: America’s Health Rankings analysis of America’s Health Rankings composite measure, [United Health Foundation](#), AmericasHealthRankings.org, Accessed 2019. page 61.

3. Percent of Smokers 18 years+: America’s Health Rankings analysis of America’s Health Rankings composite measure, [United Health Foundation](#), AmericasHealthRankings.org, Accessed 2019. page 61.
4. Percent Lacking Health Insurance: America’s Health Rankings analysis of America’s Health Rankings composite measure, [United Health Foundation](#), AmericasHealthRankings.org, Accessed 2019. page 61.
5. Gallup National Health & Well-Being Index: Gallup Organization. “[Gallup National Health and Well-Being Index, 2018](#)”

Demographics & Diversity

1. Total Population: [U.S. Census Bureau](#) 2018 American Community Survey 1-Year Estimates, Table ID: S0101. “Age and Sex”
2. Population 5-Year Change: [U.S. Census Bureau](#) 2018 American Community Survey 1-Year Estimates, Table ID: S0101. “Age and Sex” (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](#) 2018 American Community Survey 1-Year Estimates, Table ID: DP05. “ACS Demographic And Housing Estimates”
4. Median Age of Population: [U.S. Census Bureau](#) 2018 American Community Survey 1-Year Estimates, Table ID: S0101. “Age and Sex”
5. Net Overall Migration: [U.S. Census Bureau \(Factfinder\)](#) 2018 American Community Survey 1-Year Estimates, Table ID: PEPTCOMP. “Estimates of the Components of Resident Population Change”

Baseline Data

		Baseline Year	Baseline Rank	2018 Rank	2019 Rank	Baseline Metric	2018 Metric	2019 Metric
Economic Growth	Median Household Income	2000	21	25	25	42,993	\$58,570	\$59,955
	Gross State Product (GSP)	2000	29	29	30	\$93 billion	\$190 billion	\$190 billion
	Manufacturing Value (as a % of GSP)	2001	8	8	4	23.4%	18.1%	18.8%
	Labor Force Participation Rate	2000	10	7	6	71.2%	68.4%	68.5%
	State Technology & Science Index	2002	31	36	36	42.5	38.82	38.82
Education & Workforce	8th Grade Reading Proficiency	2003	11	18	32	35.6%	36.8%	32.6%
	8th Grade Math Proficiency	2003	12	18	24	33.4%	37.1%	32.5%
	ACT Scores with 50% Participation	2004	3	2	1	22	21.8	21.6
	Education Attainment High School+	2000	9	10	9	86.1%	92.1%	92.3%
	Education Attainment Bachelors Degree+	2000	22	38	35	21.2%	28.9%	29.0%
Governance	Best Run States in America	2010	3	5	7	3	5	7
	State Public-Pension Funded Ratio	2000	29	10	12	97.7%	81.6%	82.3%
	Medicaid Expenditures (as a % of Total Expenditures)	2000	9	13	14	13%	21.9%	23.5%
	Corporate Tax Index	2010	46	48	48	4.23	3.77	3.58
	Individual Income Tax Index	2010	41	42	42	3.89	3.96	4.03
Health & Wellness	Active Primary Care Physicians per 100,000 population	2000	46	35	35	71.3	82.8	84.8
	Percent Obese	2000	39	47	44	21.5%	36.4%	35.3%
	Percent of Smokers 18 years+	2000	30	25	28	23.5%	17.1%	16.6%
	Percent Lacking Health Insurance	2000	4	5	6	6.9%	4.5%	4.7%
	Gallup National Health and Well-Being Index	2009	7	21	26	7	21	26
Demographics & Diversity	Total Population	2000	30	30	31	2,926,324	3,145,711	3,156,145
	Population 5 Year Change	2000	34	26	25	4.5%	2.3%	2.0%
	Ethnic Diversity of Population	2000	45	45	45	6.1%	14.1%	14.7%
	Median Age of Population	2000	40	25	22	36.6	38.3	38.2
	Net Overall Migration	1990-1999	33	32	31	5,609	4,112	2,942