

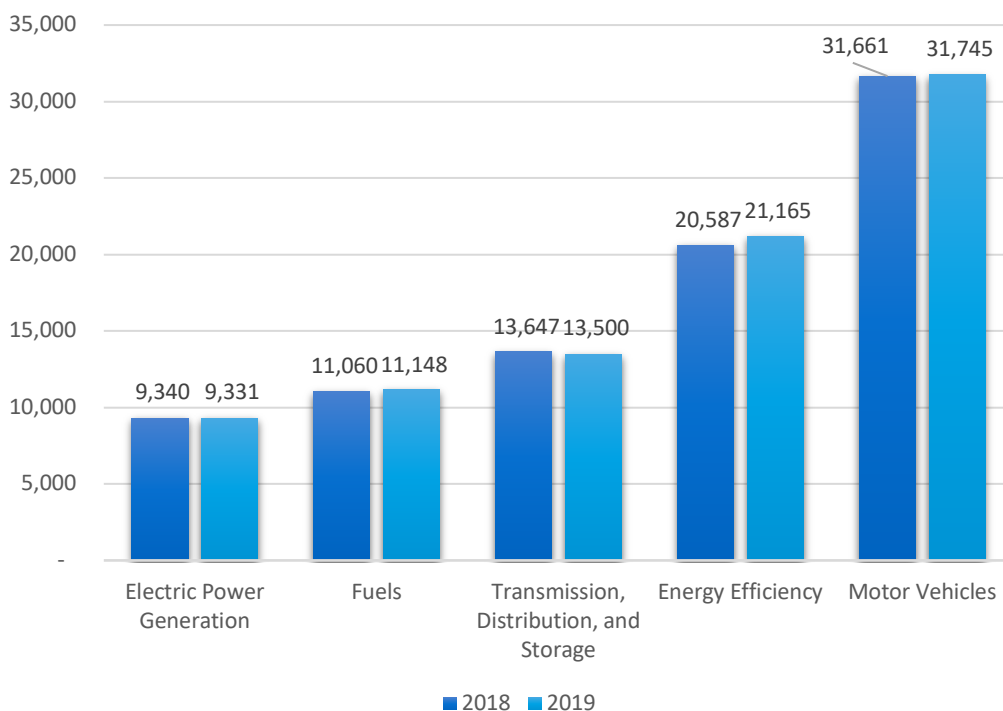
# Iowa

## ENERGY AND EMPLOYMENT — 2020

### Overview

Iowa has an average concentration of energy employment, with 33,979 Traditional Energy workers statewide (representing 1.0 percent of all U.S. Traditional Energy jobs). Of these Traditional Energy workers, 9,331 are in Electric Power Generation, 11,148 are in Fuels, and 13,500 are in Transmission, Distribution, and Storage. The Traditional Energy sector in Iowa is 2.1 percent of total state employment (compared to 2.3 percent of national employment). Iowa has an additional 21,165 jobs in Energy Efficiency (0.9 percent of all U.S. Energy Efficiency jobs) and 31,745 jobs in Motor Vehicles (1.2 percent of all U.S. Motor Vehicle jobs).

**Figure IA-1.**  
**Employment by Major Energy Technology Application**



Overall, Traditional Energy jobs declined by 0.2 percent since the 2019 report, decreasing by 68 jobs over the period. Energy Efficiency jobs added 578 jobs (2.8 percent) and motor vehicles added 83 jobs (0.3 percent).

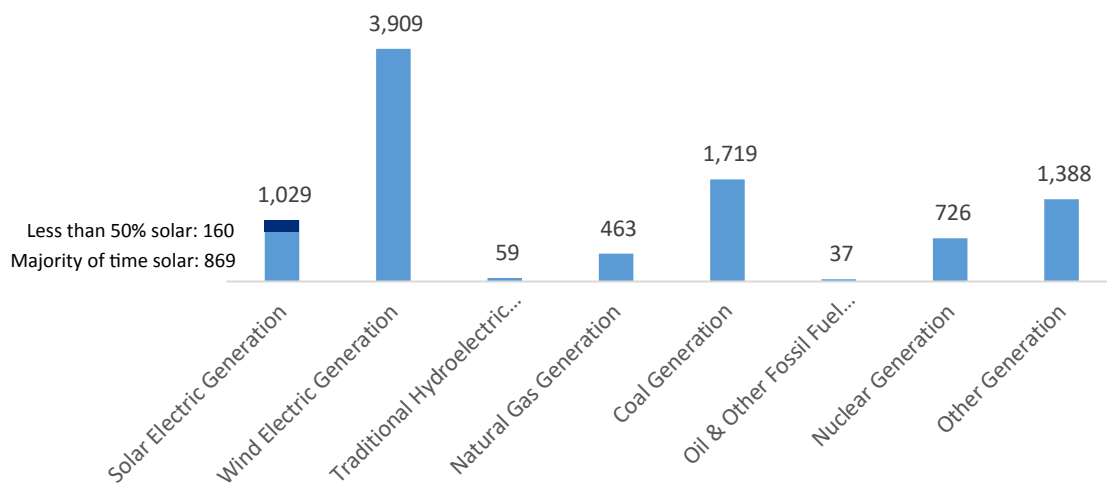
## Breakdown by Technology Applications

### ELECTRIC POWER GENERATION

Electric Power Generation employs 9,331 workers in Iowa, 1.0 percent of the national total and losing 9 jobs over the past year (-0.1 percent). Wind makes up the largest segment of employment related to Electric Power Generation, with 3,909 jobs (down -0.6 percent), followed by traditional fossil fuel generation at 2,219 jobs (down -5.6 percent).

**Figure IA-2.**

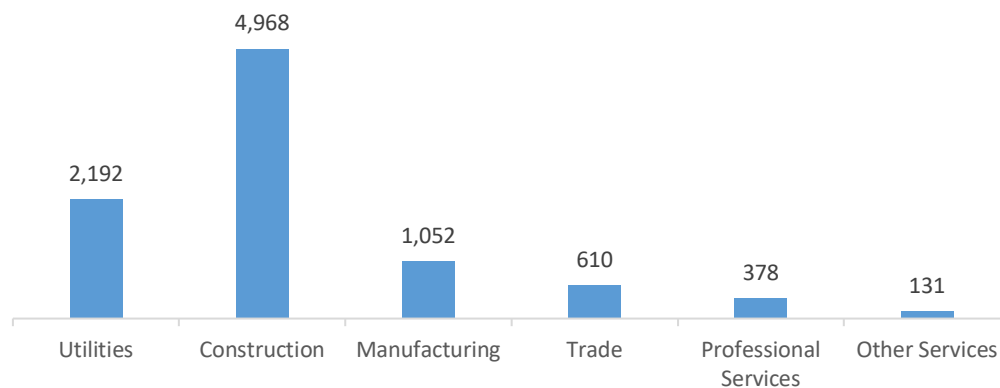
**Electric Power Generation Employment by Detailed Technology Application**



Construction is the largest industry sector in Electric Power Generation, with 53.2 percent of jobs. Utilities are next with 23.5 percent.

**Figure IA-3.**

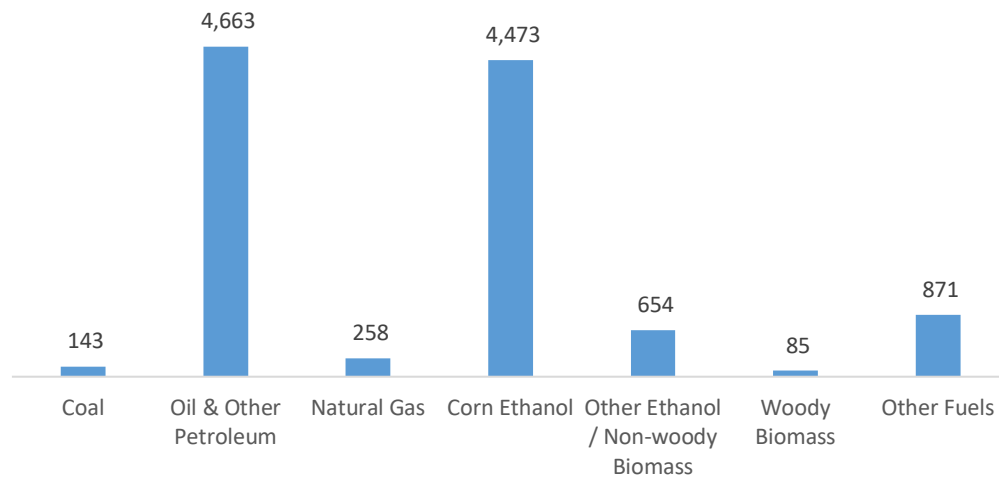
**Electric Power Generation by Industry Sector**



## FUELS

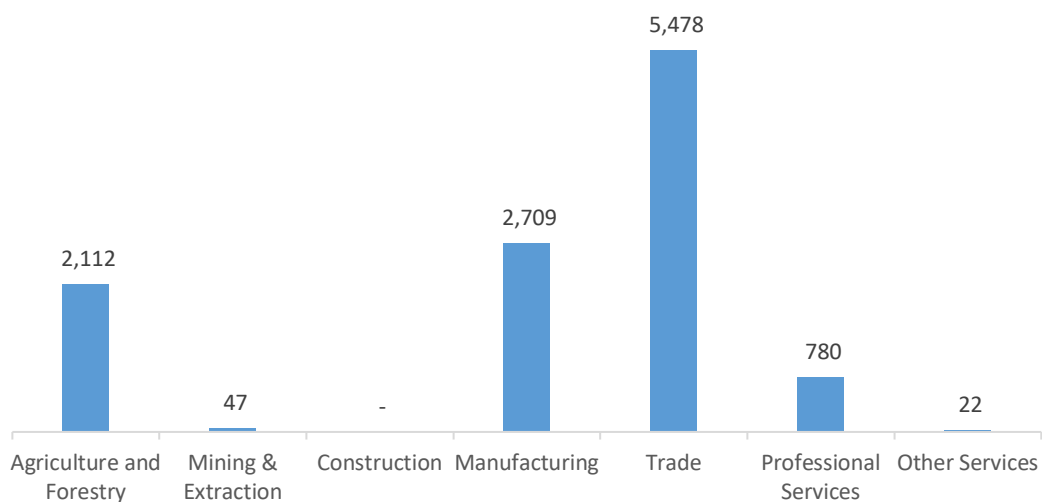
Fuels employs 11,148 workers in Iowa, 1.0 percent of the national total, up 0.8 percent over the past year. Petroleum and other fossil fuels makes up the largest segment of employment related to Fuels.

**Figure IA-4.**  
**Fuels Employment by Detailed Technology Application**



Wholesale trade jobs represent 49.1 percent of Fuels jobs in Iowa.

**Figure IA-5.**  
**Fuels Employment by Industry Sector**

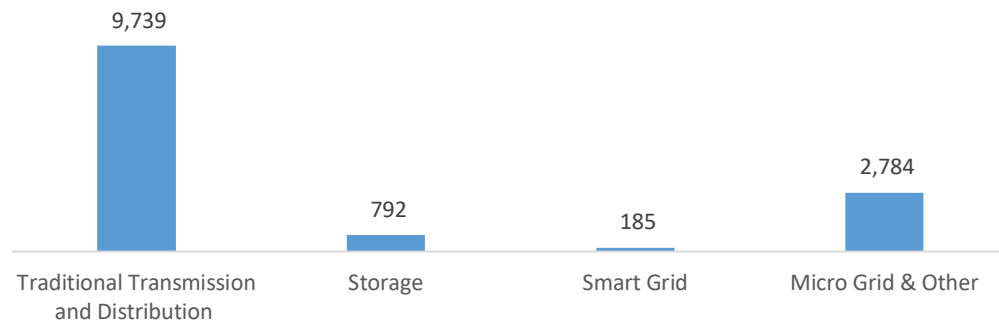


## TRANSMISSION, DISTRIBUTION AND STORAGE

Transmission, Distribution, and Storage employs 13,500 workers in Iowa, 1.0 percent of the national total, down 1.1 percent or 147 jobs since the 2018 report.

**Figure IA-6.**

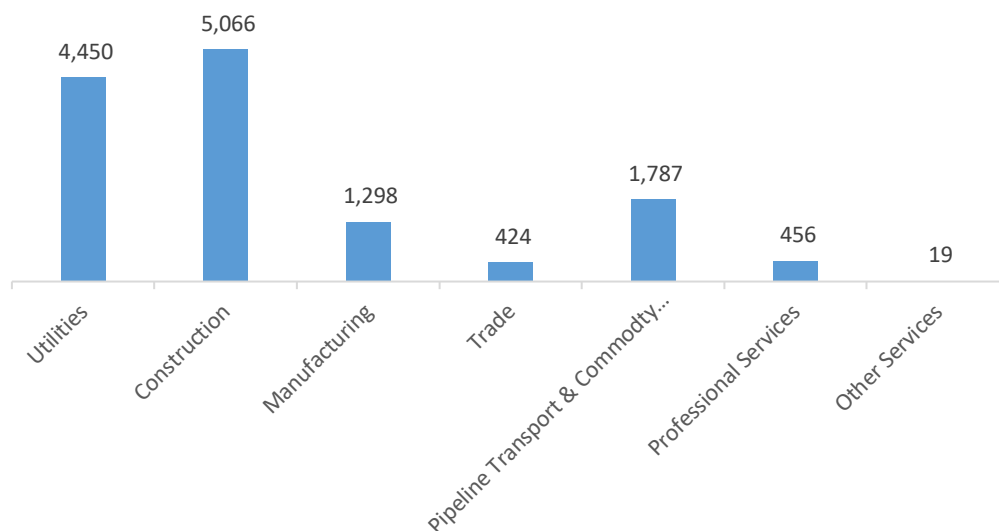
**Transmission, Distribution and Storage Employment by Detailed Technology**



Construction is responsible for the largest percentage of Transmission, Distribution, and Storage jobs in Iowa, with 37.5 percent of such jobs statewide.

**Figure IA-7.**

**Transmission, Distribution and Storage Employment by Industry Sector**

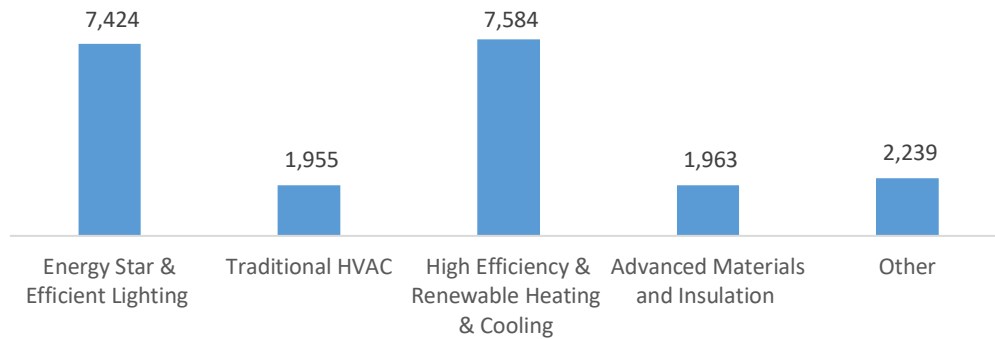


## ENERGY EFFICIENCY

The 21,165 Energy Efficiency jobs in Iowa represent 0.9 percent of all U.S. Energy Efficiency jobs, adding 578 jobs (2.8 percent) since last year. The largest number of these employees work in (high efficiency HVAC and renewable heating and cooling firms, followed by ENERGY STAR and efficient lighting.

**Figure IA-8.**

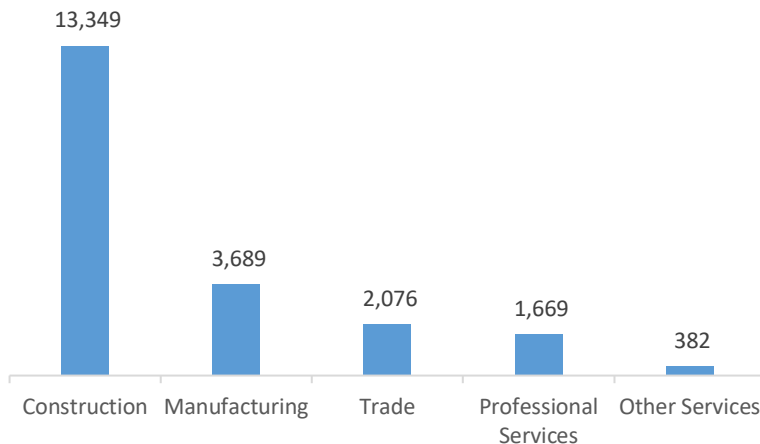
### Energy Efficiency Employment by Detailed Technology Application



Energy Efficiency employment is primarily found in the construction industry.

**Figure IA-9.**

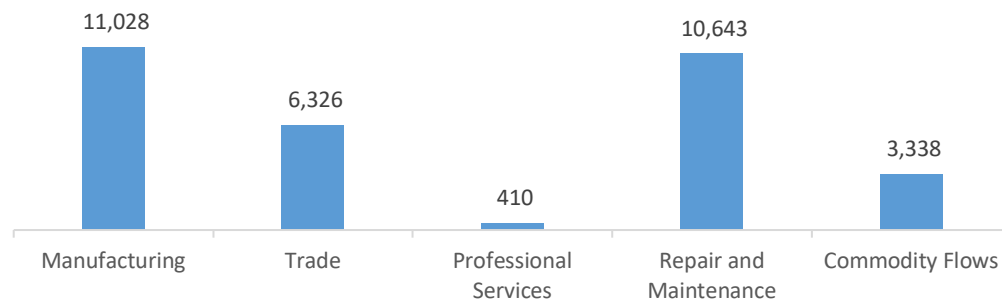
### Energy Efficiency Employment by Industry Sector



## MOTOR VEHICLES

Motor Vehicle employment accounts for 31,745 jobs in Iowa, up 83 jobs over the past year (0.3 percent). The industry sector that accounts for the largest fraction of Motor Vehicle jobs is manufacturing.

**Figure IA-10.**  
**Motor Vehicle Employment by Industry Sector**



## Workforce Characteristics

### EMPLOYER GROWTH

Employers in Iowa are more optimistic to their peers across the country in regards to their job growth over the next year in Traditional Energy (3.8 percent versus 3.2 percent nationally). Energy Efficiency employers expect to add 674 jobs in Energy Efficiency (3.2 percent) and Motor Vehicles employers expect to add 1,245 jobs (3.9 percent) over the next year.

**Table IA-1**  
**Projected Growth by Major Technology Application.**

Technology	State Projected Growth Next 12 Months (percent)	U.S. Projected Growth Next 12 Months (percent)
Electric Power Generation	6.4	4.8
Electric Power Transmission, Distribution, and Storage	1.0	3.5
Energy Efficiency	3.2	3.0
Fuels	4.9	1.7
Motor Vehicles	3.9	3.1

## HIRING DIFFICULTY

Over the last year, 60.0 percent of energy-related employers in Iowa hired new employees. These employers reported the greatest overall difficulty in hiring workers for jobs in Electric Power Generation.

**Table IA-2**  
**Hiring Difficulty by Major Technology Application.**

Technology	Very Difficult (percent)	Somewhat Difficult (percent)	Not at All Difficult (percent)
Electric Power Generation	38.5	50.6	11.0
Electric Power Transmission, Distribution, and Storage	35.1	48.9	16.0
Energy Efficiency	29.0	50.0	21.0
Fuels	25.7	40.9	33.4
Motor Vehicles	51.7	37.3	11.0

Employers in Iowa gave the following as the top three reasons for their reported difficulty:

1. Insufficient non-technical skills (work ethic, dependability, critical thinking)
2. Lack of experience, training, or technical skills
3. Competition/ small applicant pool

Employers reported the following as the three most difficult occupations to hire for:

1. Technician or mechanical support — \$21.52 median hourly wage
2. Sales, marketing, or customer service — \$33.71 median hourly wage
3. Installation workers — \$25.92 median hourly wage