



WHY SERVICES ARE IMPORTANT TO IOWA



IOWA

SERVICES SNAPSHOT

66.6% of Iowa's GDP is generated by the service sector

76% of Iowa's employment is in the service sector

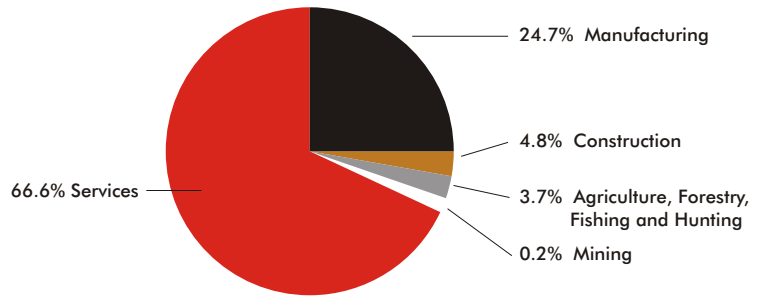
16,000 Jobs in Iowa are supported by foreign investment in services

A LEADING SERVICES EXPORTER

In 2005, Iowa exported \$2.8 billion in services including:

- Business, professional, and technical services
- Travel services
- Royalties and license fees
- Transportation services
- Financial services

IOWA ECONOMY



Source: U.S. Bureau of Economic Analysis

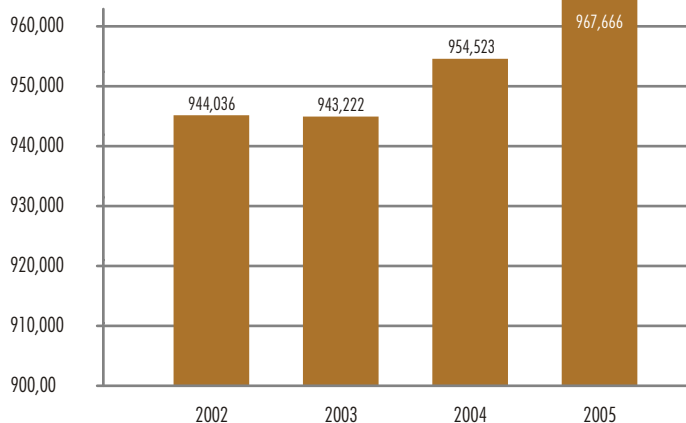
MANY SERVICES JOBS PAY WELL

Highest Paying Services Occupations	Compensation (2005)
Utilities (electric power generation, natural gas, water, sewage, and related services)	\$89,000
Management of Companies and Enterprises (investment management services, private equity firms, etc.)	\$72,700
Finance and Insurance	\$61,100
Wholesale Trade	\$52,100
Professional and Technical Services (legal services, accounting, consulting services, research services, advertising, engineering, etc.)	\$51,100

Source: U.S. Bureau of Economic Analysis

IOWA'S SERVICES EMPLOYMENT IS GROWING

Number of service sector employees, 2002 - 2005



Source: U.S. Bureau of Economic Analysis

Selected Services Employers and Exporters

- Aegon USA Investment Management
- Berkshire Hathaway
- Citigroup Inc.
- Communications Data Services Inc.
- Principal International Inc.
- UPS
- Wells Fargo & Co.

Source: Dun & Bradstreet and company data