



Iowa Chamber Alliance  
2022 Talent Poll Results



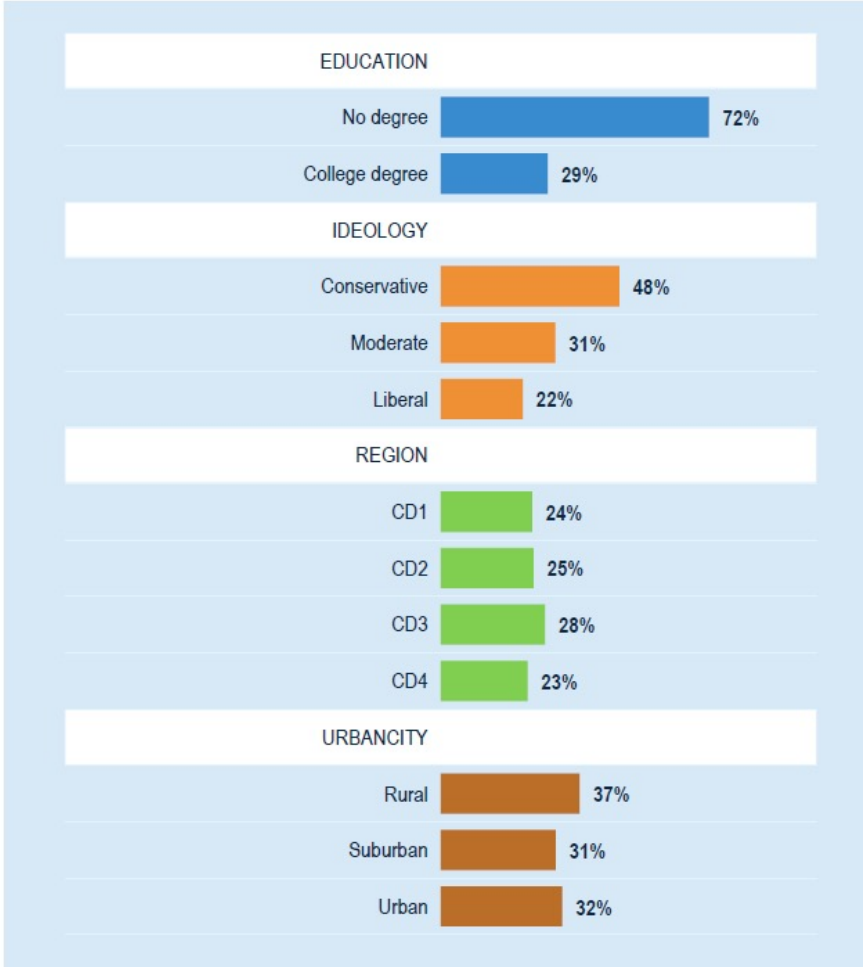
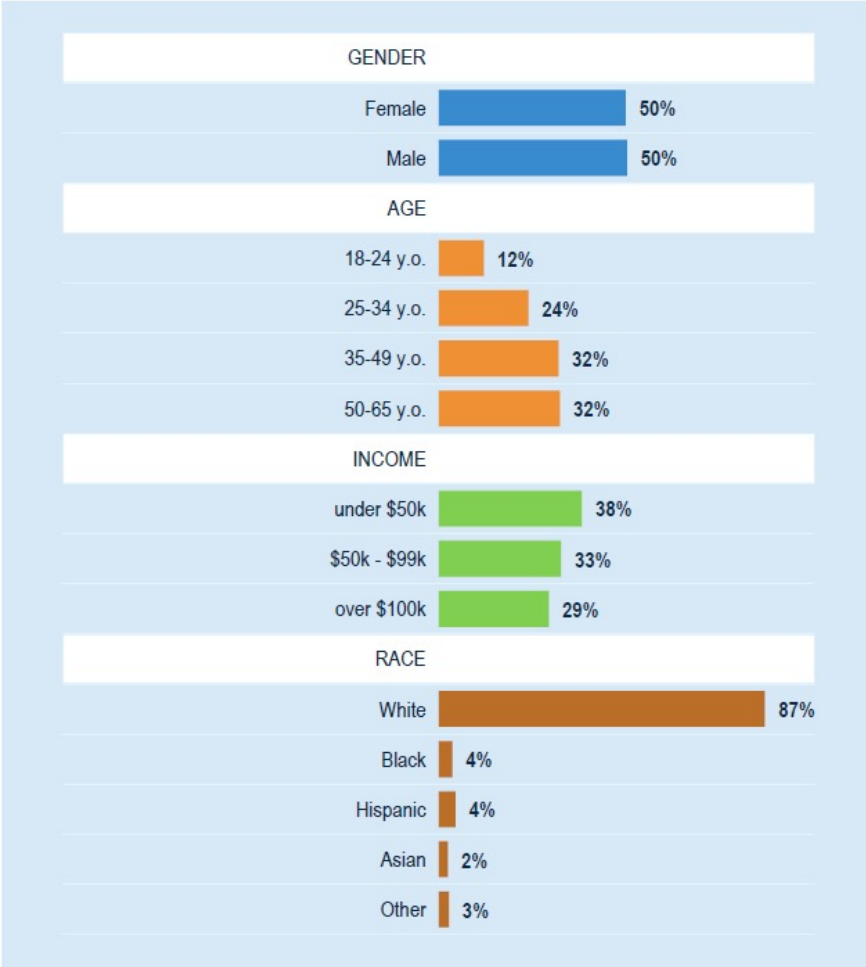
# ..... Poll Overview

Iowa is the only state in the union that has not doubled in population since 1900. The Iowa Chamber Alliance created the annual Talent Poll to help determine what attracts Iowans to the state and better understand Iowa's strengths and weaknesses.

Iowa's slow population growth has created an acute workforce shortage that limits economic growth and expansion opportunities. ICA's top priority since 2019 is talent attraction. The annual Talent Poll will be used to ensure our efforts are reflective of what attracts Iowans.

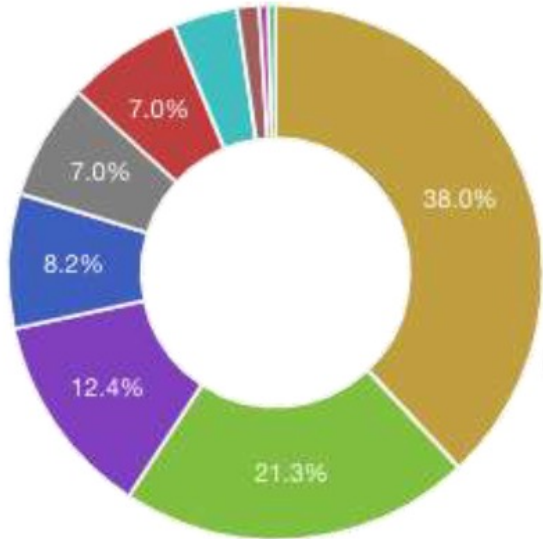
We polled 826 registered voters in Iowa between the ages of 18-65. The results were weighted to get a sample structure representative of gender, age, race, ideology, education, income, and region.

# Sample Structure



# 69% of Iowans Believe Iowa Is on the Right Track

- Body Sense
- Void
- Disgust
- Anger
- Fear
- Sadness
- Surprise
- Trust
- Joy
- Love



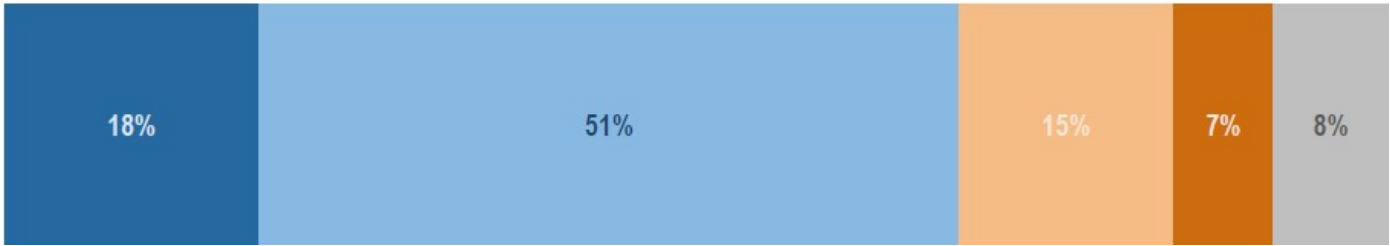
Most Iowans believe the state is on the right track and feel joy and trust about living in Iowa.

27.9% of respondents believe future Iowans will have a better standard of living and more economic stability, and 42.4% believe the standard of living and economy will remain the same.

69%

23%

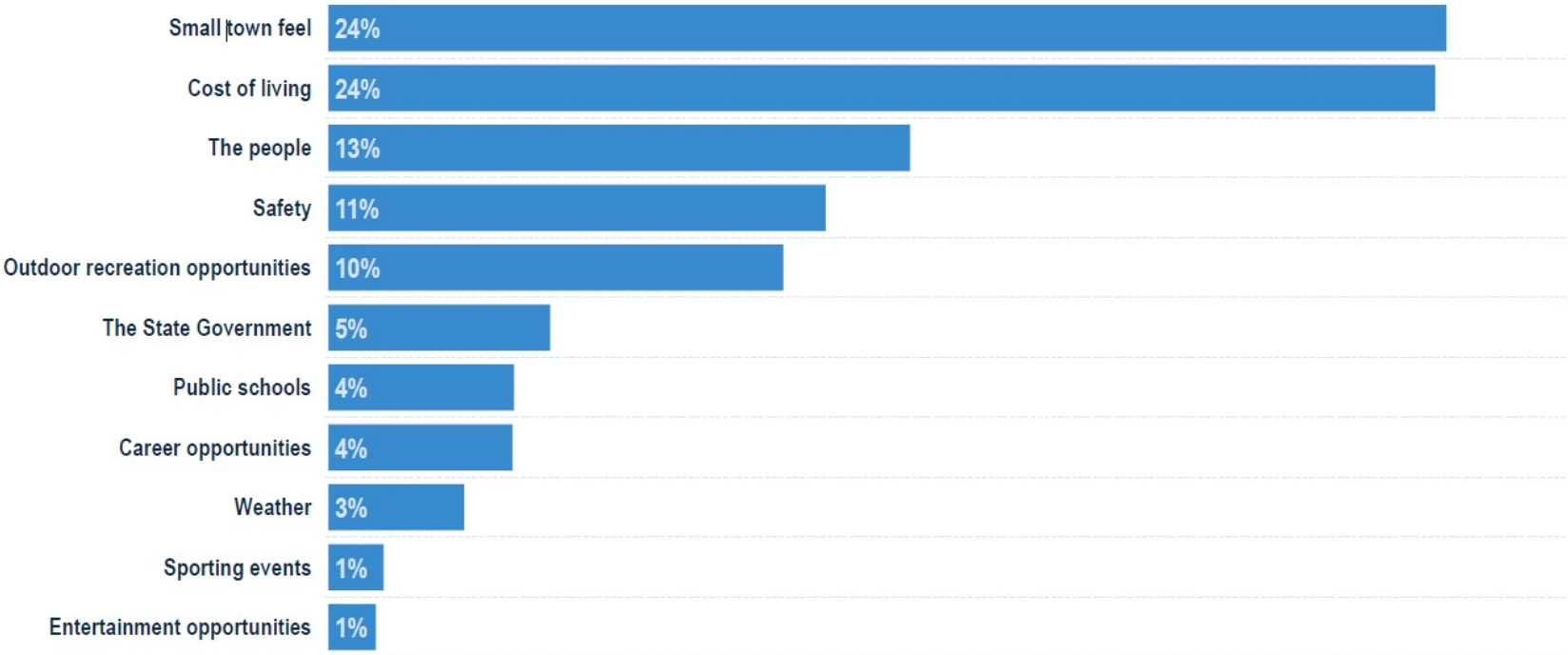
- Definitely the right direction
- Mostly the right direction
- Mostly the wrong track
- Definitely the wrong track
- Unsure



Is this Heaven?  
No, It's Iowa!

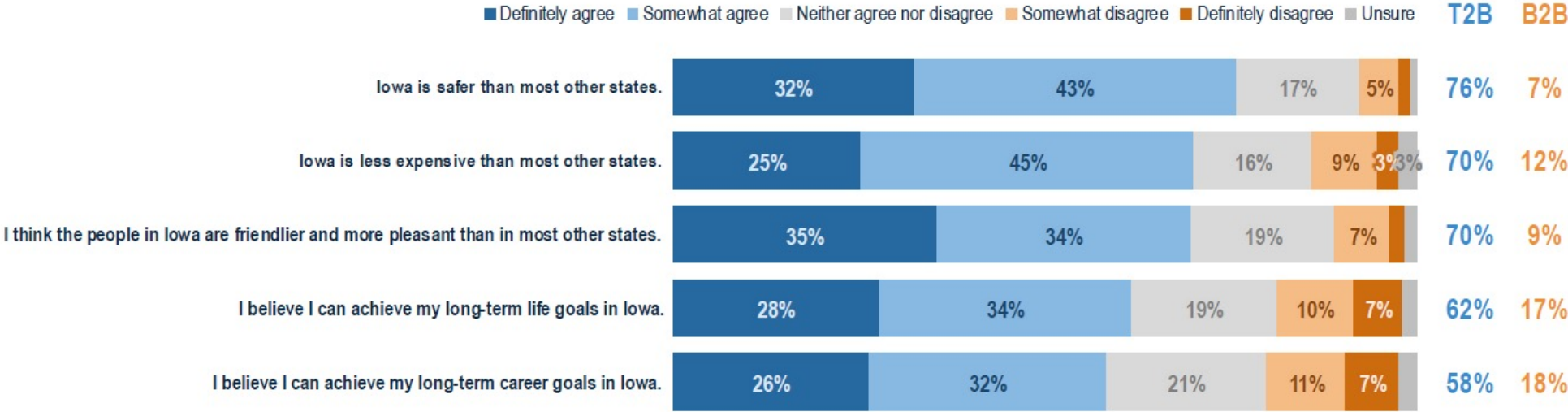
# Why Iowa?

When asked what state attributes were the most appealing to Iowans, the small town feel, cost of living, and people ranked highest, while Iowa's career and entertainment opportunities ranked low. While Iowa's public schools ranked low, 47% of Iowans feel our public colleges and universities are superior to those in other states and 42% of Iowans feel our public k-12 schools are superior.



# Why Iowa?

Overall, the majority of Iowan's agree with the provided statements regarding the experience of Iowa and ability to achieve goals in Iowa.



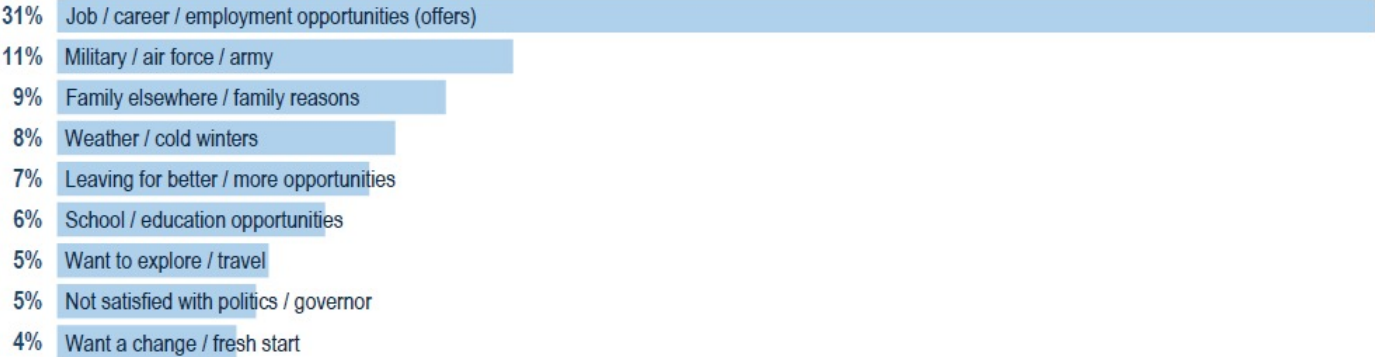
# Career Opportunities

Iowans are dissatisfied with job opportunities in the state, especially among those without a college degree and lower-income earners.

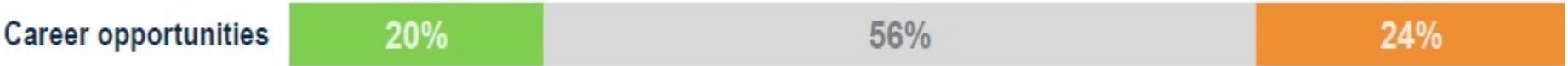
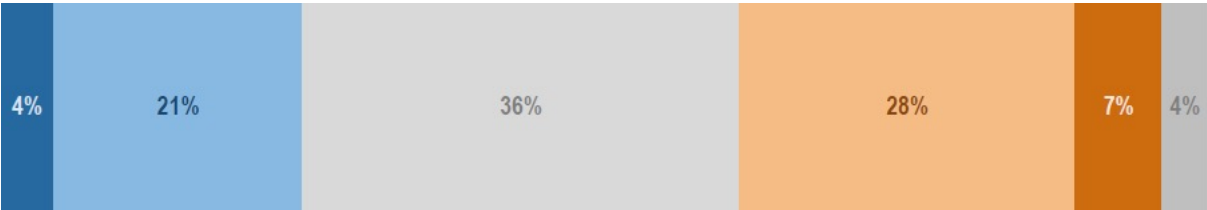
Only 25% of respondents believe Iowa's professional opportunities are superior to those in other states while 35% believe they are inferior.

When given the option, only 20% choose career opportunities as the best state attribute while 24% choose it as the worst state attribute.

Reasons for considering leaving Iowa:

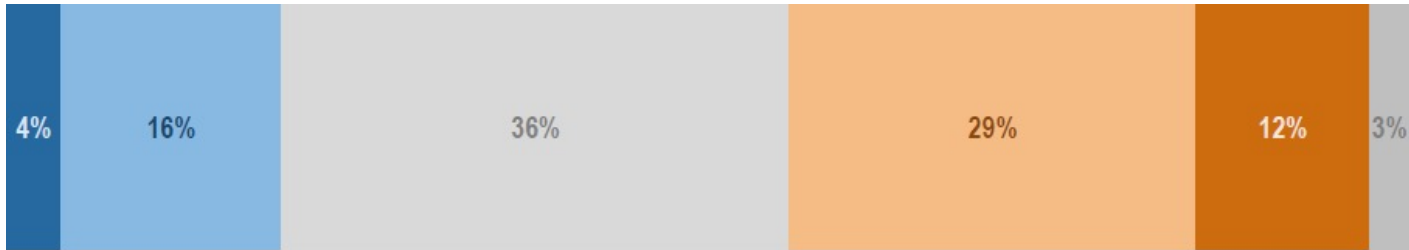


Legend: ■ Very superior ■ Somewhat superior ■ About the same ■ Somewhat inferior ■ Very inferior ■ Unsure



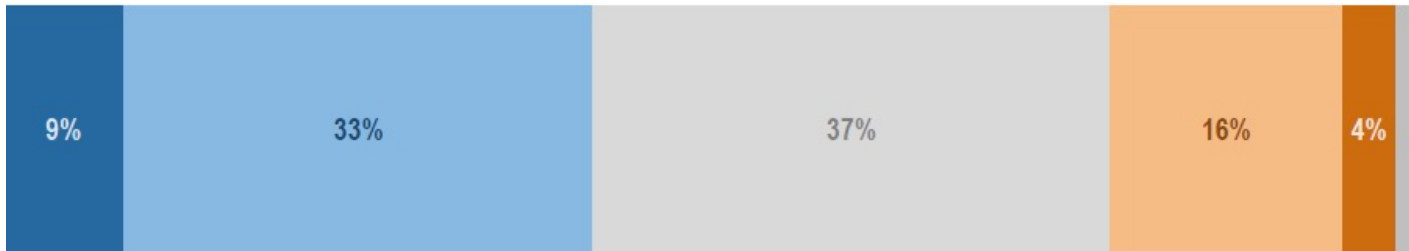
# Entertainment Opportunities

41% of Iowans believe Iowa has inferior entertainment opportunities compared to other states.



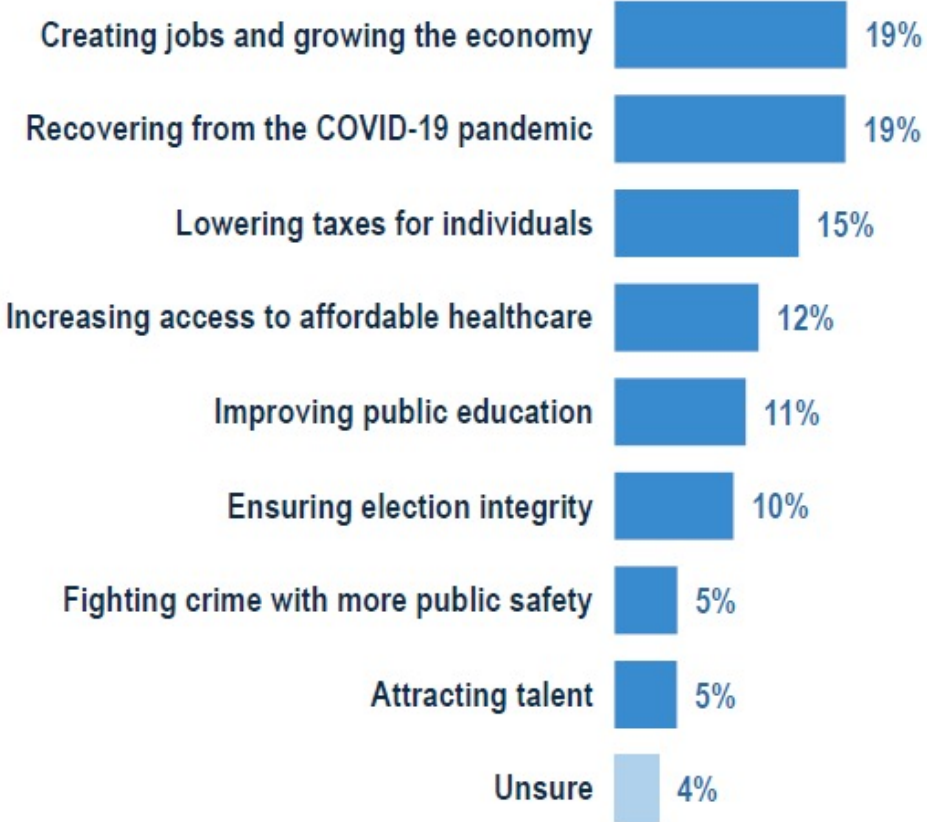
■ Very superior   ■ Somewhat superior   ■ About the same   ■ Somewhat inferior   ■ Very inferior   ■ Unsure

But 42% believe Iowa has superior outdoor recreational opportunities.





# Top Priorities



58% of respondents believe taxes on individuals are too high, and 41% believe taxes on businesses are too high.