



# IOWA

	Interactive Entertainment Software Locations	Direct Employment	Direct + Indirect Employment
Publisher Group	1	107	238
Developer Group	3	99	219
<b>Total</b>	<b>4</b>	<b>206</b>	<b>457</b>
	2009 Average Compensation per Employee (Direct Only)	2009 Total Direct Compensation (000)	2009 Total Direct + Indirect Compensation (000)
<b>Total</b>	\$83,335	\$17,186	\$26,486
Interactive Entertainment Software Industry	2005	2008	2009
Value Added* (Current Dollars)	\$21.4	\$31.8	\$29.1
Real Value Added (Inflation Adjusted Dollars)	\$21.4	\$32.8	\$30.0
Real Annual Growth	N/A	15.28%	8.82%
State	2005	2008	2009
GDP* (Current Dollars)	\$115,770.0	\$135,702.0	\$133,788.3
Compensation (Current Dollars)	\$62,318.9	\$71,293.4	\$70,288.0
Real GDP (Inflation Adjusted Dollars)	\$115,770.0	\$125,094.0	\$121,902.8
Real Annual Growth	N/A	2.62%	1.30%
Information Sector	2005	2008	2009
GDP* (Current Dollars)	\$3,563.0	\$3,864.0	\$3,543.2
Compensation (Current Dollars)	N/A	\$1,787.3	\$1,638.9
Real GDP (Inflation Adjusted Dollars)	\$3,563.0	\$3,988.8	\$3,650.5
Real Annual Growth	N/A	3.83%	0.61%

*\*Estimates based on changes in information sector compensation (Game & Information) and total compensation (States) levels in 2008-2009*