

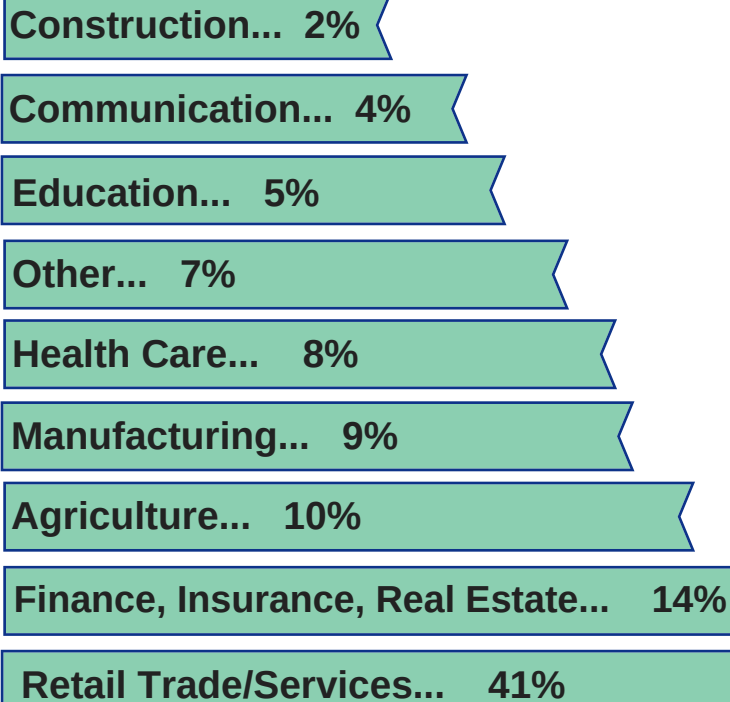
2022 Business Survey



Kossuth/Palo Alto County
Economic Development

The 2021 Business Survey is a brief overview of information collected from area businesses surveyed in Kossuth and Palo Alto counties. The counties are comprised of many diverse business sectors. The statistics compiled and recorded into percentage form are the result of businesses responding to a short survey distributed by Kossuth/Palo Alto County EDC. It would be ideal if this document could represent every business in both counties, but that is not possible. **In reviewing this material, remember the 200 responding businesses do not speak for all of the businesses in the county, but do speak for a majority of them.**

Company by Industry that Completed the Survey



Business Compared to Last Year

Growing
48%

Have a growing primary product.
69 companies in
11 communities

Only 5 companies
reported decline.
They employ 227
full time employees in
2 communities

Declining
2%

Same
50%

These companies will
seek to defend their
market share while
maximizing profit

Primary Products

84

Companies
anticipate new
products/services
state their primary
product is
GROWING

73

Companies
anticipate new
products/services
state their primary
product is
MATURING

9

Companies
anticipate new
products/service
state their
primary product
is **EMERGING**

7

Companies stated
their primary
products/service is
DECLINING

Products & Services

100

Companies anticipate new products or
services over the next 2 years

18

Business are interested in
hiring interns



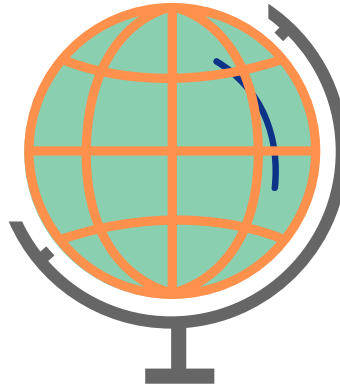
Market

97% Local

80% Regional

52% National

28% International



Market Share

Over half of the companies interviewed stated their company's primary market is in the State of Iowa

Future Business Factors

59%

Own Sufficient Property, 84 Companies

25%

Plan to Expand/Modernize, 36 Companies

15%

Will Add Employees, 22 Companies

1%

Considering Closing/Relocating, 2 Companies

Workforce

Another factor in rating Kossuth and Palo Alto counties is the perception of the area workforce. Every business within each of the communities in our counties possess a structural workforce (organization) which aids in success of operations. These individual organizations must be open to interaction with each distinct business industry in Kossuth and Palo Alto counties. Training in all sectors continues to be a need due to growing and expanding industries. There may be numerous complex tiers making up each individual organization, competitiveness, etc. Whatever the structure may be, the organizations must work together providing services that are available along with having the highest quality in mind.

Age Groups Hired in Past Year

