ANNUAL REPORT INFOGRAPHIC
DECEMBER 2017

DEMOGRAPHIC OVERVIEW

807 COMPANIES

69 COUNTIES

185 COMMUNITIES

Iowa county map with visit counts by county.

Number of Visits
- 1-5
- 6-10
- 11-49
- Over 50
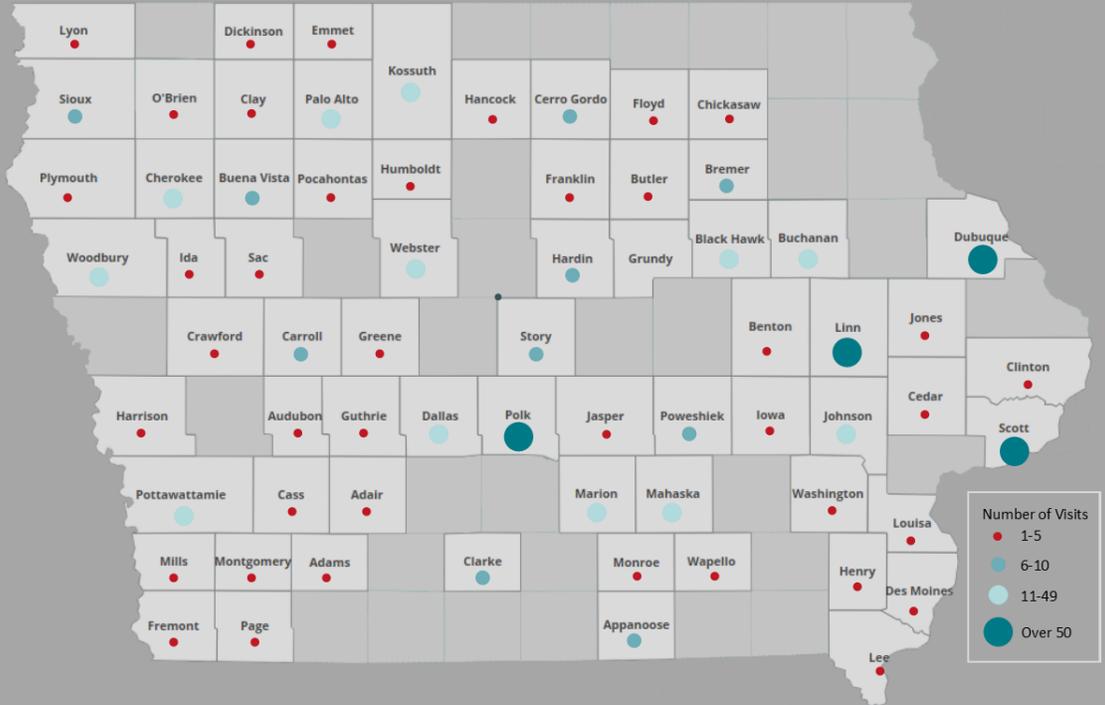
EXPANSION PLANS

PLANS TO EXPAND — 396 COMPANIES

NO ROOM FOR EXPANSION — 186 COMPANIES

COMMUNITIES NOT CONSIDERED — 91 COMPANIES

TOP EXPANSION OBSTACLES

1. **WORKFORCE — 68 COMPANIES** reported not being able to attract and retain workers, lack of skilled labor and an aging workforce.

2. **MARKET/CUSTOMER ISSUES — 33 COMPANIES** reported their market is saturated or mature, there is too much competition, lack of growth in the area or more opportunities elsewhere.

3. **BUSINESS COSTS AND/OR TAXES — 17 COMPANIES** mentioned high business costs, including labor costs, freight costs, cost of utilities, cost of facilities, as well as property taxes and income taxes.

4. **NO ROOM/LAND FOR EXPANSION — 17 COMPANIES** said there is no room to expand as they are landlocked.

PRODUCT LIFE CYCLE

594 Companies stated they had introduced a new product or service over the past five years.

540 Companies stated they anticipated introducing a new product or service over the next two years.

138 Companies stated they had not introducing a new product or service over the past five years and do not anticipate doing so in the next two years.

GROWING – 63.0%
EMERGING – 5.5%

MATURING – 30.3%
DECLINING – 1.2%

MARKET

12% INTERNATIONAL

32% REGIONAL

12% LOCAL

45% NATIONAL

Nearly half of the companies interviewed stated their primary market was a national market.

Nearly all of the companies stated their company's market share was either increasing (65 percent) or stable (28 percent).
▼Among the companies with a growing market share, 72 percent said their primary product/service was growing in its life cycle.
▼The vast majority of the companies with a growing market share stated they had introduced a new product/service in the last five years (87 percent) and anticipated introducing a new product/service in the next two years (79 percent).
▼Forty-three percent of companies who stated their market share was stable said their primary product/service was either maturing or declining in its life cycle.

RESEARCH & DEVELOPMENT

292 Companies do NOT invest in R&D

153 Companies spent 1-2% of sales on R&D

123 Companies spent 3-6% of sales on R&D
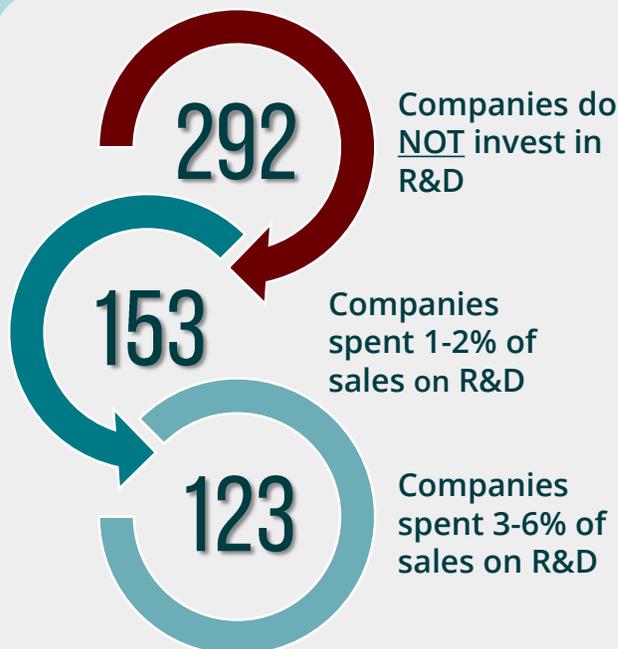
AVERAGE PERCENT SPENDING IN R&D BUDGET

40.4% NEW PRODUCT DEVELOPMENT

30.5% PRODUCTION IMPROVEMENTS

23.6% PRODUCT IMPROVEMENTS