

# 2024

## Quarter 2

### April-May-June

MarionCountyIowa.com



### COMPETITION FOR TALENT:



# +75

Jobs added  
Jan.-June  
2024

# -4

Jobs eliminated  
Jan.-June  
2024

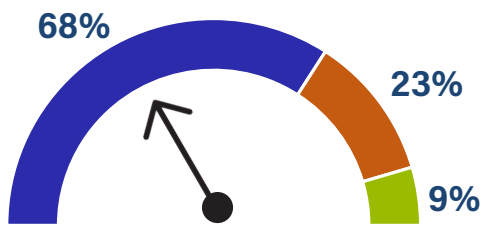
# 56

Current Open  
Positions

### PROFITABILITY:

#### QUARTER 2

#### Operations Profitability

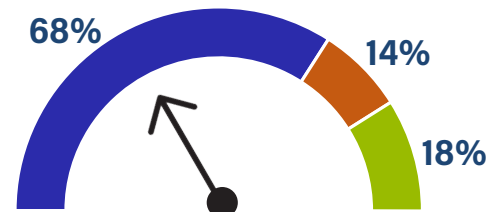


KEY: Profitable Break-even Loss



#### PROJECTED QUARTER 3

#### Operations Profitability



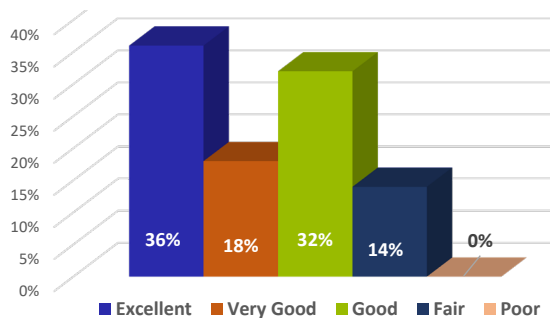
KEY: Increase No Changes Decrease

#### ABOUT THIS SURVEY:

Each quarter Marion County Development (MCD) invites businesses located in Marion County to participate in the Business Pulse Survey to identify trends in workforce, business sales and operations. The survey results will assist in guiding the efforts not only of MCD, but also key regional and state partners working to advance business in Marion County.

Information each quarter will be shared at marioncountyIowa.com, MCD's social media channels and directly to participating businesses. Businesses located in Marion County, Iowa are invited to participate. This is our first quarter completing the survey and we hope to grow the number of participating businesses to enhance the quality of the data. Please contact [cwatkins@marioncountyIowa.gov](mailto:cwatkins@marioncountyIowa.gov) to have your business added to the survey list.

### CURRENT FINANCIAL CONDITION OF BUSINESS



### PARTICIPATING THIS QUARTER:

# 22

Businesses

# 1,750

Representing  
jobs

**EXPANSION:**



**32%**

**Companies Have Expansion Plans  
Within the Next Year**

**TOP OPERATIONAL CHALLENGE:**

1. Hiring & Retaining Qualified Staff (55%)
2. Reaching Customers & Growing Sales (27%)
3. Utilizing Technology (5%)
4. Supply Chain Issues (5%)



**MARION COUNTY, IOWA SNAPSHOT**

**34,495**

Population  
*2024*

**19,470**

Residential Labor Force  
*2023*

**2.2%**

Unemployment Rate  
*June 2024*

**44%**

% of Jobs in Mfg.  
*2023*

**31.7%**

% of Population  
w/ BA or higher  
*2022*

**23%**

Residential Resale  
Prices Up Since 2020

**19,110**

Employment  
*Dec. 2023*

**21,572**

Employment Forecast  
*2030*

**MARION**  
COUNTY DEVELOPMENT