



# INFOACTION DASHBOARD

Results of interviews with CEOs, business owners, and top managers in the Greater Dubuque region

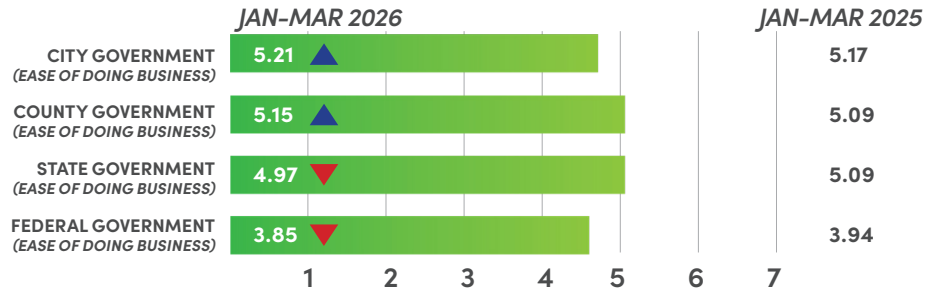
JAN  
FEB  
MAR  
2026



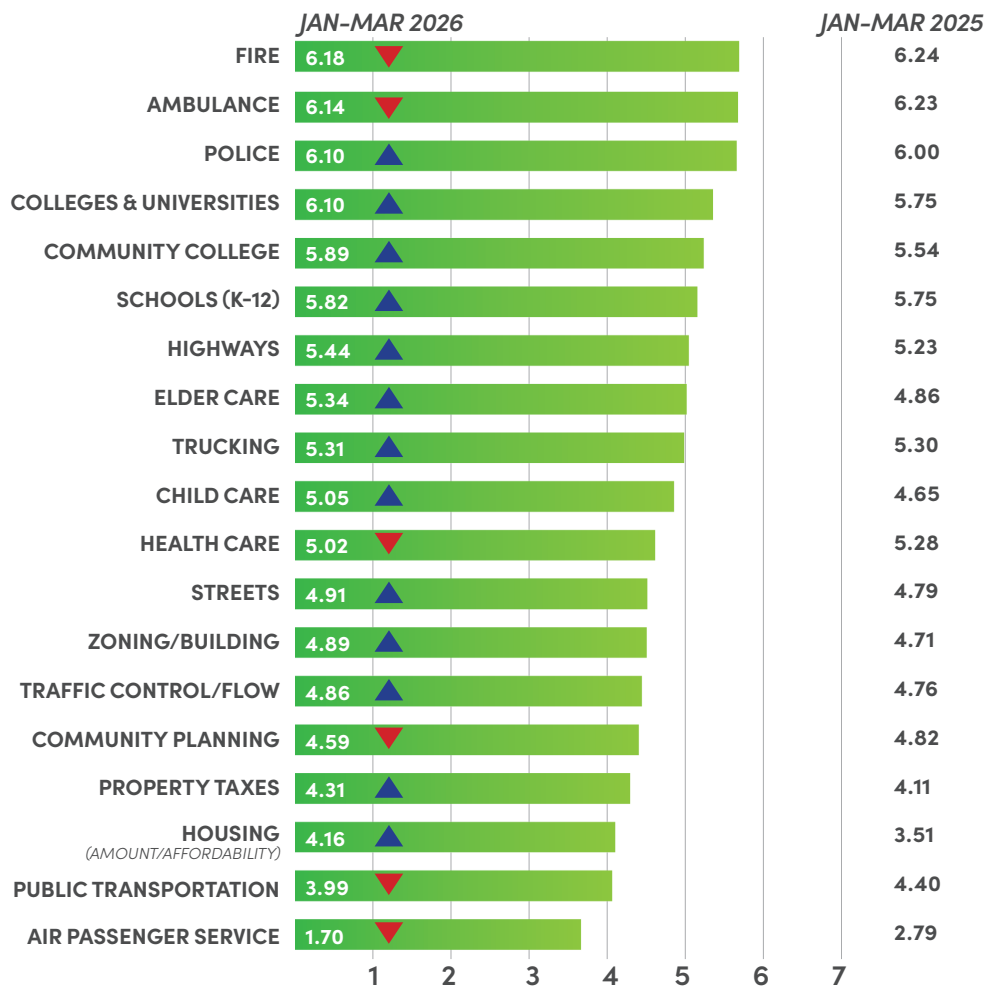
**Company Visits**  
January through March, 2026

**48** TOTAL INTERVIEWS

## Government Relations Index *Scale of 1 to 7: 1 is Low, 7 is High*



## Public Services Index *Scale of 1 to 7: 1 is Low, 7 is High*



▲ = Up from Jan-Mar 2025

▼ = Down from Jan-Mar 2025

**59%**  
of Area Businesses reporting  
**Sales are Increasing**  
32% Stable, 9% Decreasing

**61%**  
of Area Businesses reporting  
**Market Share is Increasing**  
34% Stable, 5% Decreasing

**44%**  
of Area Businesses  
reporting plan to  
**Expand** in the next year

**67%**  
of Area Businesses reporting  
anticipate **Adding New  
Products, Services or  
Capabilities** in the  
next two years



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JAN  
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## 60%

reported the community is attractive for hiring workers from outside the region

Area Businesses Ranked the Following as the Top\* Ongoing Priorities for the Community with Percentage of Reporting Companies Citing:

1. Increase Housing Opportunities for Workforce, 52%
2. Recreation Opportunities, 48%
3. Air Service, 46%
4. Community Sports Complex, 35%
5. Arts & Entertainment Venues, 33%

\*Excludes 'Other' category which represents varied, multiple responses.

### Top 3 Community Strengths

1. Market Size / Location / Customer Loyalty
2. Quality of Life / Amenities
3. Community Leadership / Partnerships

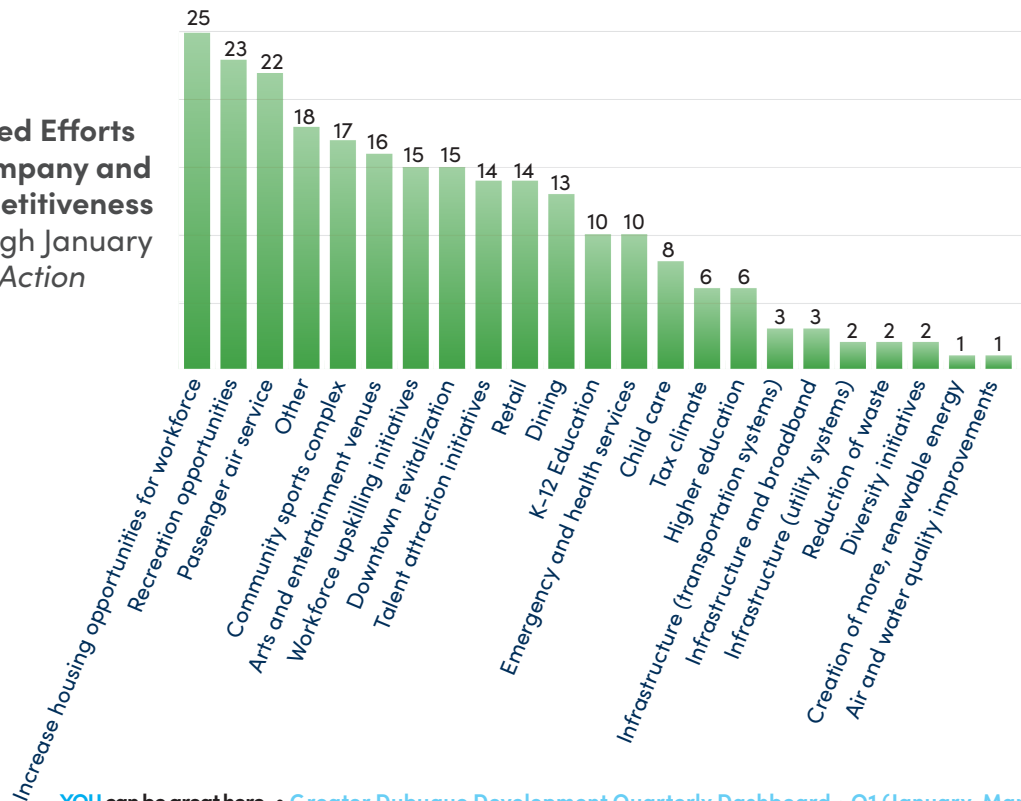
### Top 3 Barriers to Growth

1. Population / Market Size / Capacity
2. Workforce / Labor Pool
3. Available Land / Land-locked for Development

### Top 3 Weaknesses

1. Population / Market Size / Capacity
2. Workforce / Labor Pool
3. Air Service

Business-Prioritized Efforts for Enhancing Company and Community Competitiveness as identified through January - March 2026 InfoAction interviews :



# TOP FINDINGS AS RELATED TO GREATER DUBUQUE DEVELOPMENT'S STRATEGIC GOALS

## BUSINESS SERVICES

**59% of businesses noted increasing sales levels** with 32% citing stable levels and 9% noted decreasing sales, improving from the same quarter in 2025.

Additionally, **61% of companies noted increasing market share** positions with 34% citing stable levels and only 5% noting decreasing market share.

**44% percent of businesses have some plans to expand and invest** in new space, new machinery and equipment, or technology and modernization. This is up slightly from the same quarter in 2025.

**Air service remains a community challenge** and concern. It was **cited by 46% of businesses** as one of the top 5 priorities for the community, **ranking #3 on the list**.

**Air service registers the lowest score** on the Public Services Index (1 poor / 7 excellent) with a score of 1.70. Air Service is also noted as the **#3 weakness of doing business** in our market.

A **majority of businesses (67%) noted plans to offer new products**, services, or enhanced capabilities in the next two years.

## WORKFORCE SOLUTIONS

**Sixty (60) percent** of businesses noted that the community is **attractive for hiring workers from outside** of the region.

Workforce continues to be identified **in the top 3 barriers to growth** in this market.

**67% of companies** interviewed face **workforce recruitment challenges** with specific positions or skills. Yet, **49% still anticipate adding net new jobs** in the coming year.

## STRATEGIC INITIATIVES

Businesses **ranked community strengths** as our location, our business ecosystem, quality of life and amenities, and community partnerships and leadership.

Due to efforts by the public and private sector, the **score for childcare is trending up** on the Public Services Index (1 poor / 7 excellent), scoring 5.05 versus 4.65 in the same quarter the previous year.

**Housing was cited by 52% of businesses** as one of the top 5 priorities for the community, **ranking #1 on the list**.

As for **top community priorities**, businesses ranked housing, recreation opportunities, air service, a community sports complex, and arts & entertainment venues in the top 5 (in that order).