



**IOWA  
ASSOCIATION  
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### **ABI's Latest Quarterly Survey Unveils Shifting Landscape in Q2 2024**

DES MOINES, Iowa – The results of the latest Quarterly Survey from the Iowa Association of Business and Industry (ABI) shed light on the strategies and priorities of industry leaders amidst a fluctuating business environment in the second quarter of 2024. The survey was sent to the ABI board of directors in early March.

Key highlights include:

- **Sales Projections:** A significant portion of respondents (50%) anticipates stability in sales.
- **Employment Outlook:** Most respondents (53%) expect to maintain their current number of employees, while others anticipate being able to add to their workforce. Attracting talent, as well as retaining and upskilling current employees will remain a priority.
- **Capital Expenditures:** More than 50% of respondents intend to make capital expenditures in the upcoming quarter, demonstrating a continued focus towards investment in infrastructure, technology, and other strategic assets.

Respondents also shared insight on areas from federal regulations to supply chain reorganization.

"The findings from ABI's latest Quarterly Survey provide valuable insights into the views of Iowa business leaders," said Mike Ralston, ABI President. "As businesses of all sizes navigate through the challenges and opportunities, the state's continued measured approach to tax and regulatory reform will help provide certainty to Iowa employers."

For previous survey results, resources for manufacturers and events, including an upcoming automation summit, visit [www.iowaabi.org](http://www.iowaabi.org).

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The Iowa Association of Business and Industry (ABI) has been the voice of Iowa business since 1903. Its mission is to provide a strong, unified voice to business and industry on issues affecting Iowa employers. ABI is comprised of member companies representing all industries and sizes in Iowa's 99 counties. ABI members employ more than 330,000 Iowans.