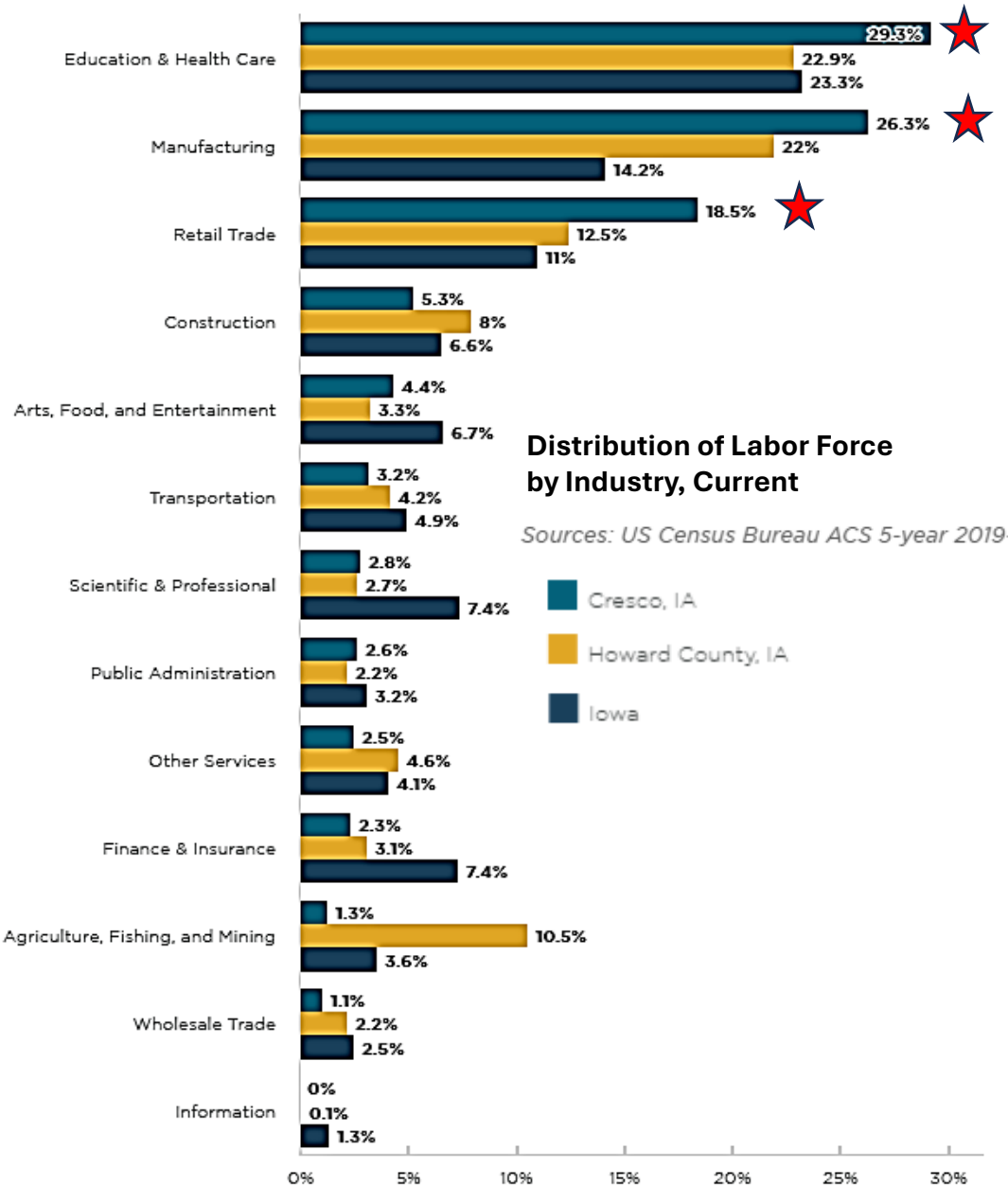
Employment

Paid Employees by Industry Over Time, Howard Co.

Source: U.S. Census Bureau, County Business Patterns

Meaning of NAICS code	2021	2020	2019	2018	2017
Total for all sectors	3,100	3,083	3,080	2,999	2,996
Construction	134	120	124	126	125
Manufacturing	1,241	1,258	1,155	1,033	1,017
Wholesale trade	117	127	130	134	143
Retail trade	446	424	447	442	430
Transportation and warehousing	47	55	66	78	78
Information	23	25	29	26	25
Finance and insurance	112	117	128	114	124
Real estate and rental and leasing		2	5	4	4
Professional, scientific, and technical services	43	39	43	39	44
Administrative and support and waste manage..	45	36	37	33	37
Educational services	22	18	28	29	26
Health care and social assistance	524	534	531	556	564
Arts, entertainment, and recreation	4	15	9	11	15
Accommodation and food services	146	144	164	181	182
Other services (except public administration)	156	165	167	179	170



Distribution of Labor Force by Industry, Current

Sources: US Census Bureau ACS 5-year 2019-2023

Cresco, IA
Howard County, IA
Iowa

Self-Employment

2.3%
of Employed people
Cresco, IA

10.1%
of Employed people
Howard County, IA

6.4%
of Employed people
Iowa

Blue Collar Employment

40.8%
of Employed people
Cresco, IA

42%
of Employed people
Howard County, IA

26.6%
of Employed people
Iowa

Unemployment Rate

0.2%
of People within working age
Cresco, IA

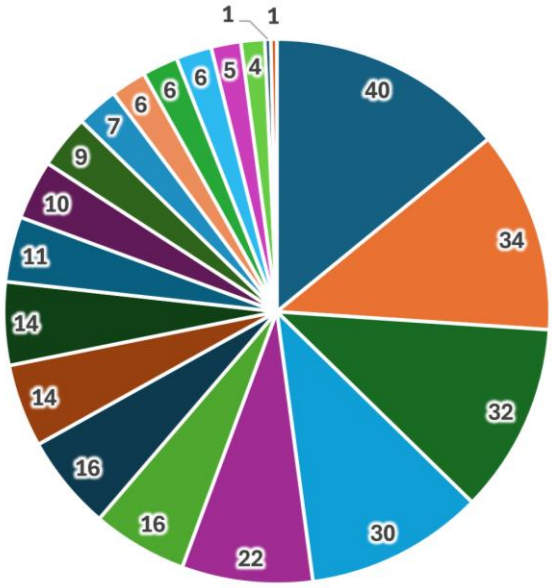
1.6%
of People within working age
Howard County, IA

3.6%
of People within working age
Iowa

Sources: US Census Bureau ACS 5-year 2019-2023

Employers

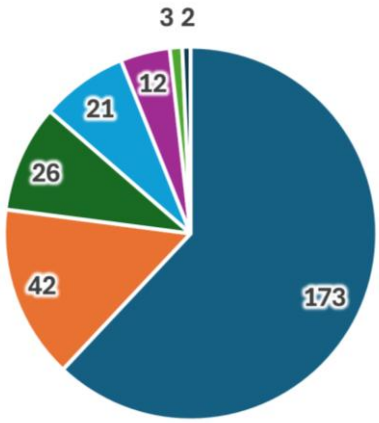
Employers by Industry



- Other Services, Ex. Public Admin
- Retail Trade
- Health Care and Social Assistance
- Public Administration
- Manufacturing
- Construction
- Professional and Technical Services
- Finance and Insurance
- Wholesale Trade
- Real Estate and Rental and Leasing
- Accommodation and Food Services
- Administrative & Waste Services
- Educational Services
- Agriculture, Forestry, Fishing & Hunting
- Arts, Entertainment, and Recreation
- Transportation and Warehousing
- Information
- Unclassified
- Management of Companies
- Utilities

CRESCO

Employers by Size Class



Percent Change in Number of Jobs

-5%
From 2012 to 2022
Cresco, IA

1.4%
From 2012 to 2022
Howard County, IA

3%
From 2012 to 2022
Iowa

Sources: LODES Version 8.0 Difference 2022-2012

Number of Establishments Over Time, Howard Co.

Source: U.S. Census Bureau, County Business Patterns

Meaning of NAICS code	2021	2020	2019	2018	2017
Total for all sectors	253	255	262	265	258
Construction	37	37	37	40	36
Manufacturing	24	22	22	21	22
Wholesale trade	18	20	20	20	21
Retail trade	47	45	47	46	46
Transportation and warehousing	9	10	10	9	8
Information	4	4	4	4	3
Finance and insurance	15	19	19	18	18
Real estate and rental and leasing		3	4	5	4
Professional, scientific, and technical services	10	9	11	12	12
Administrative and support and waste management and remediation services	6	6	4	3	3
Educational services	3	3	4	4	4
Health care and social assistance	20	19	19	20	20
Arts, entertainment, and recreation	4	4	4	4	4
Accommodation and food services	17	19	21	22	22
Other services (except public administration)	33	31	31	31	31

Retail Indicators

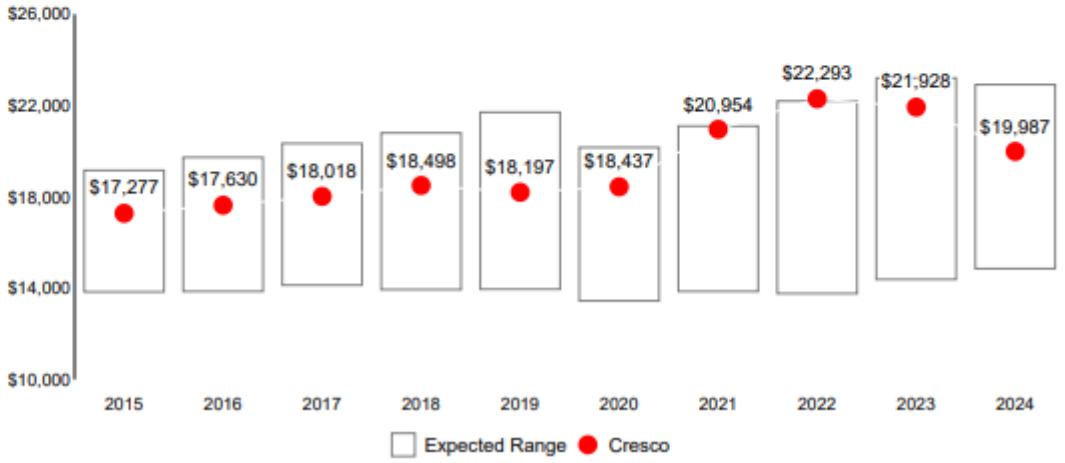
Peer Group Comparisons

Expected Sales

Using peer group data to describe an expected sales range, this benchmark helps determine whether local sales have been higher than, lower than, or typical for cities of similar size and urbanization characteristics. **Figure 6** illustrates whether recent local sales trends align with peer group expectations.

Figure 6. Expected and Actual Sales Per Capita

Figure 6 compares local sales with typical values for peer cities. The gray rectangles illustrate the 25th to the 75th percentile range of values for the peer group. The solid red circles show actual local per capita sales.

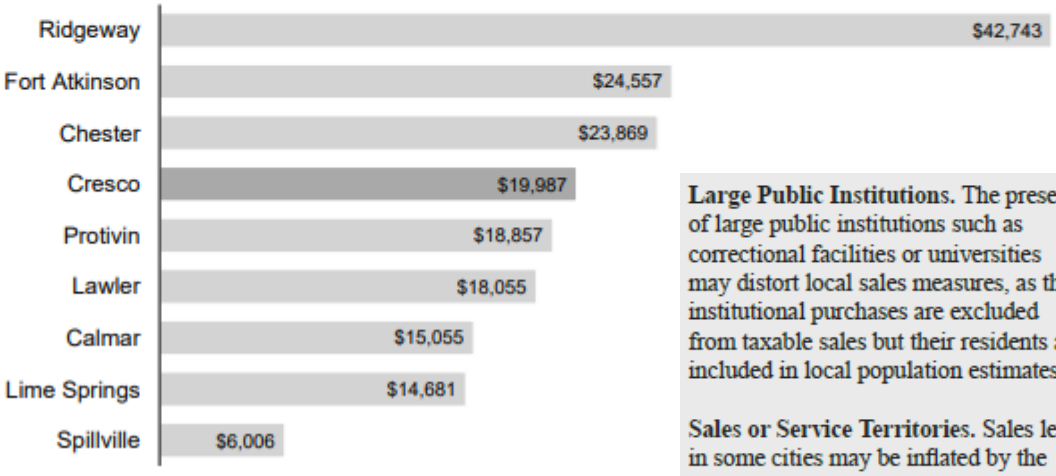


Regional Competition

This section explores broadly regional trade patterns competitive forces at work within the region. **Figure 7** compares city per capita sales to averages in neighboring cities. **Table 5** lists cities within the county that reported taxable sales activity during the most recent fiscal year.

Figure 7. Per Capita Retail Sales for Nearby Cities

Figure 7 shows the ten nearest cities as measured from the center of each city. The cities are listed in descending order by their average per capita sales.

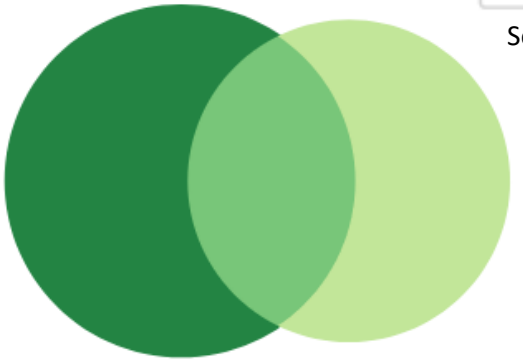


Large Public Institutions. The presence of large public institutions such as correctional facilities or universities may distort local sales measures, as their institutional purchases are excluded from taxable sales but their residents are included in local population estimates.

Sales or Service Territories. Sales levels in some cities may be inflated by the administrative presence of firms serving a much larger geographic service territory, such as rural telecommunications and other cable or internet service providers.

Source: Iowa State University Extension

Inflow / Outflow Job Counts in 2022



1,585 - Employed in Selection Area, Live Outside
1,173 - Live in Selection Area, Employed Outside
877 - Employed and Live in Selection Area

Source: Census Onthemap

Resident's Workplace Destinations:

	2022 Count	2022 Share
All Places (Cities, CDPs, etc.)	2,050	100.0%
Cresco city, IA	877	42.8%
Decorah city, IA	166	8.1%
Lime Springs city, IA	67	3.3%
Cedar Rapids city, IA	47	2.3%
Waterloo city, IA	46	2.2%
New Hampton city, IA	33	1.6%
Cedar Falls city, IA	31	1.5%
Mason City city, IA	31	1.5%
Dubuque city, IA	21	1.0%
Des Moines city, IA	19	0.9%
All Other Locations	712	34.7%

Worker's Home Destinations:

	2022 Count	2022 Share
All Places (Cities, CDPs, etc.)	2,462	100.0%
Cresco city, IA	877	35.6%
Lime Springs city, IA	73	3.0%
Decorah city, IA	71	2.9%
Protivin city, IA	36	1.5%
Calmar city, IA	29	1.2%
New Hampton city, IA	26	1.1%
Waukon city, IA	25	1.0%
Elma city, IA	22	0.9%
Waterloo city, IA	19	0.8%
Riceville city, IA	16	0.6%
All Other Locations	1,268	51.5%

Resident's Distance to Jobs:

	2022 Count	2022 Share
Total All Jobs	2,462	100.0%
Less than 10 miles	1,258	51.1%
10 to 24 miles	685	27.8%
25 to 50 miles	212	8.6%
Greater than 50 miles	307	12.5%

Worker's Home-Destination Distance:

	2022 Count	2022 Share
Total All Jobs	2,050	100.0%
Less than 10 miles	990	48.3%
10 to 24 miles	426	20.8%
25 to 50 miles	136	6.6%
Greater than 50 miles	498	24.3%

Source: Census Onthemap