

# DENISON, IOWA LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS  
EXECUTIVE SUMMARY  
WORKFORCE.IOWA.GOV/LABORSHED

RELEASED  
2026

10-Mile Interval Between Rings

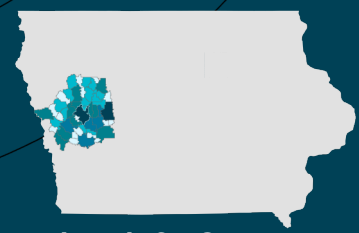
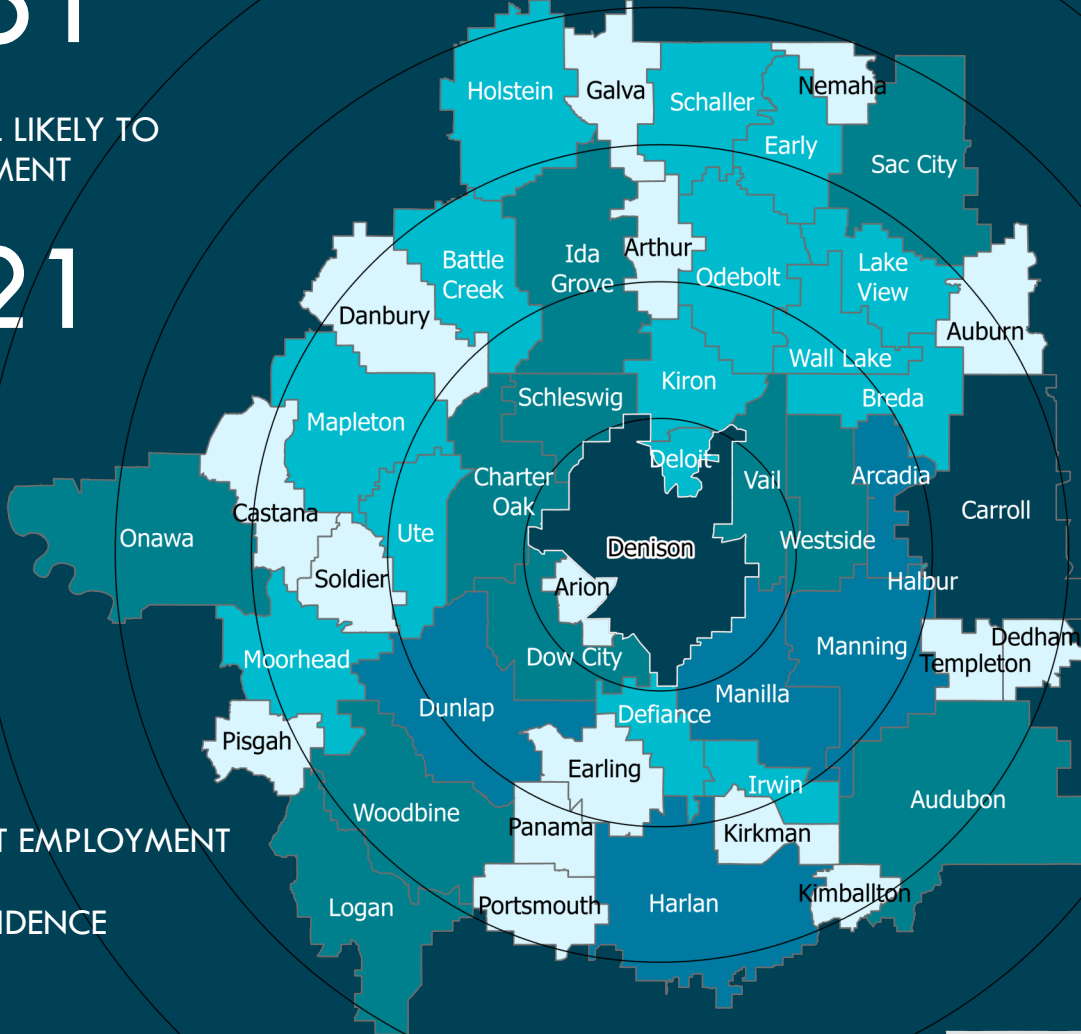
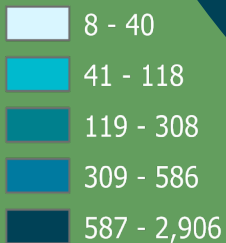
ESTIMATED POPULATION  
AGES 18-64

41,951

ESTIMATED TOTAL LIKELY TO  
ACCEPT EMPLOYMENT  
IN DENISON, IA

11,821

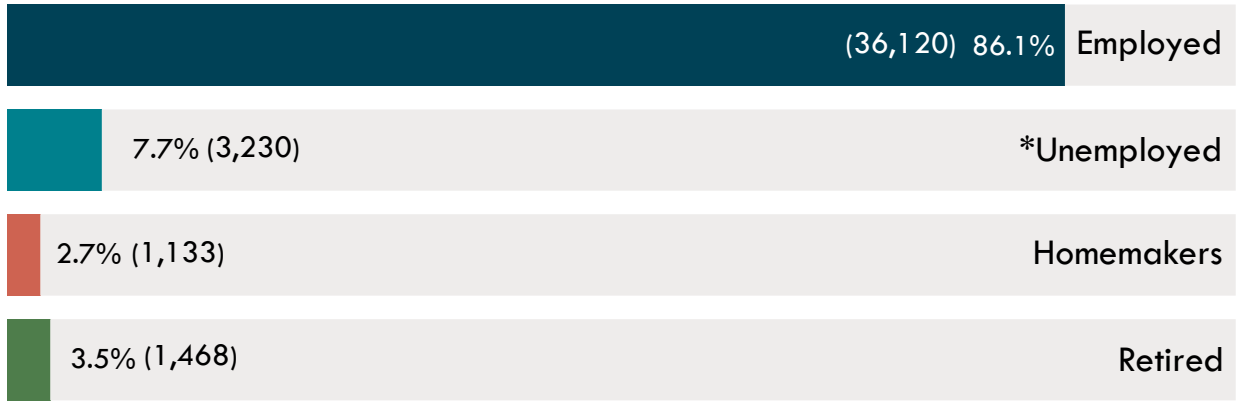
LIKELY TO  
CHANGE/ACCEPT EMPLOYMENT  
IN DENISON, IA  
BY PLACE OF RESIDENCE  
(PER ZIP CODE)



AREA SHOWN

# Denison LABORSHED ANALYSIS

## EMPLOYMENT STATUS (ESTIMATED TOTAL)\*



\*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

**Employed -**  
Likely to Change Employment **25.5%**



**Unemployed -**  
Likely to Accept Employment **54.8%**



**Homemakers -**  
Likely to Accept Employment **63.6%**

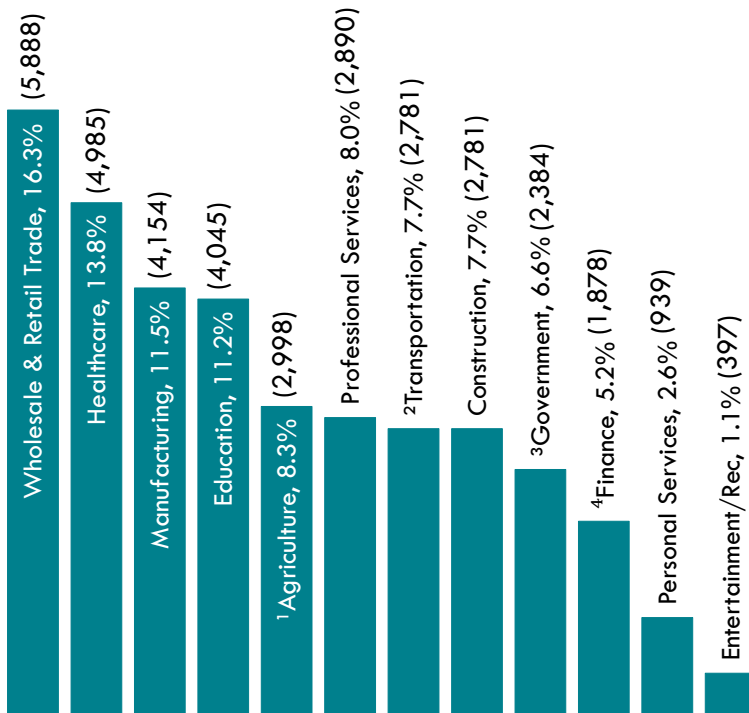


**Retired -**  
Likely to Accept Employment **7.1%**



## BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL\*)

\*Totals may vary due to rounding.



<sup>1</sup>Agriculture, Forestry, & Mining  
<sup>3</sup>Public Administration, Government

<sup>2</sup>Transportation, Communications, & Utilities  
<sup>4</sup>Finance, Insurance, & Real Estate

## TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Paid Vacation/PTO/Sick Leave	<b>97.5%</b>
	Health/Medical Insurance	<b>93.0%</b>
	Pension/Retirement /401k	<b>90.5%</b>
	Paid Holiday	<b>86.8%</b>
	Dental Coverage	<b>85.5%</b>
	Vision Coverage	<b>83.1%</b>
	Life Insurance	<b>81.8%</b>
	Disability Insurance	<b>78.1%</b>
	Prescription Drug Coverage	<b>60.7%</b>
	Flex Spending Account	<b>59.1%</b>

A Laborshed area is defined by its commuting pattern and illustrates which communities contribute to an employment center's workforce and at what level. To determine the boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. The data in this publication reflects characteristics specific to the workforce in the Denison Laborshed area.

The employed are currently commuting an average of—

**14**

miles one-way for an employment opportunity

&

**18**  
minutes

## EMPLOYED: LIKELY TO CHANGE

• An estimated **9,894** employed individuals are likely to change their current employment situation for an opportunity in Denison.

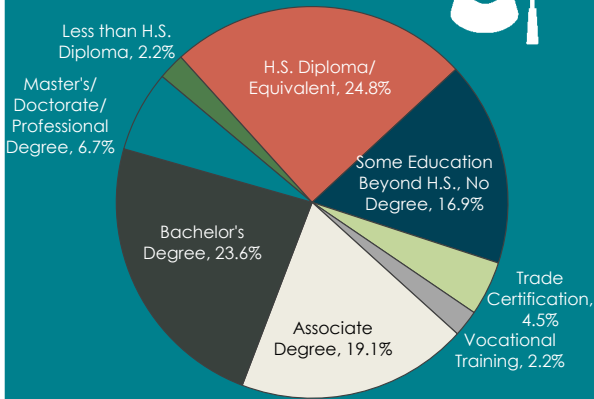
• Current occupational categories:

<b>Production, Construction, Material Moving</b>	<b>31.4%</b>
<b>Professional, Paraprofessional, Technical</b>	<b>30.2%</b>
<b>Services</b>	<b>12.8%</b>
<b>Clerical</b>	<b>9.3%</b>
<b>Managerial</b>	<b>8.1%</b>
<b>Sales</b>	<b>7.0%</b>
<b>Agricultural</b>	<b>1.2%</b>

• Current median wages: \$

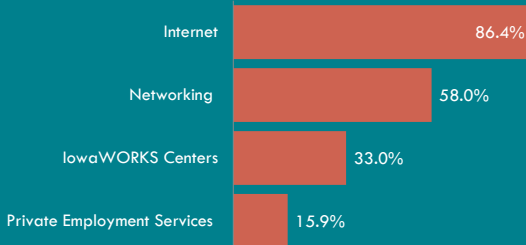
- \$23.00/hour and \$65,500/year
- \$28.25/hour - attracts 66%
- \$30.00/hour - attracts 75%

• 73.0% have an education beyond HS



• **24.7%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Currently commuting an average of **15 miles/19 minutes** (one-way) to work
- Willing to commute an average of **29 miles/35 minutes** (one-way) to work

## UNEMPLOYED: LIKELY TO ACCEPT

• An estimated **785** unemployed individuals are likely to accept employment in Denison.

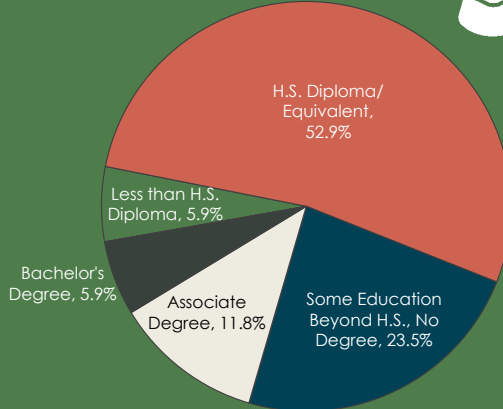
• Former occupational categories:

<b>Professional, Paraprofessional, Technical</b>	<b>33.3%</b>
<b>Services</b>	<b>26.7%</b>
<b>Production, Construction, Material Moving</b>	<b>20.0%</b>
<b>Agricultural</b>	<b>13.3%</b>
<b>Clerical</b>	<b>6.7%</b>
<b>Managerial</b>	<b>0.0%</b>
<b>Sales</b>	<b>0.0%</b>

• Median wages: \$

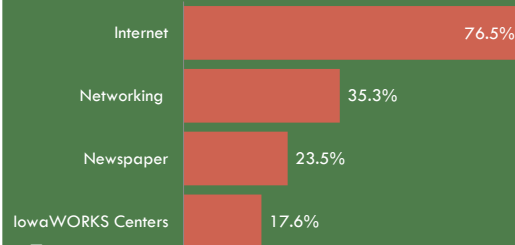
- \$17.00/hour - lowest willing to accept
- \$18.00/hour - attracts 66%
- \$30.00/hour - attracts 75%

• 41.2% have an education beyond HS



• **64.7%** are actively seeking employment

• Most frequently identified job search resources:



• Top sites:



• Top newspapers:



• Commute:

- Willing to commute an average of **29 miles/34 minutes** (one-way) to work



The Laborshed survey collects information regarding the **out commute** for an employment center.

The **out commute** for Denison is estimated at 12.6 percent—approximately 575 people living in Denison work in other communities.

Most of those who are out commuting are working in Carroll, IA.

Almost one-third (30.8%) of out commuters are likely to change employment (approximately 177 people).

53.8% earn an hourly wage—median wage is **\$20/hour**  
38.5% earn an annual salary—median salary is **\$90,000/year**.



## EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

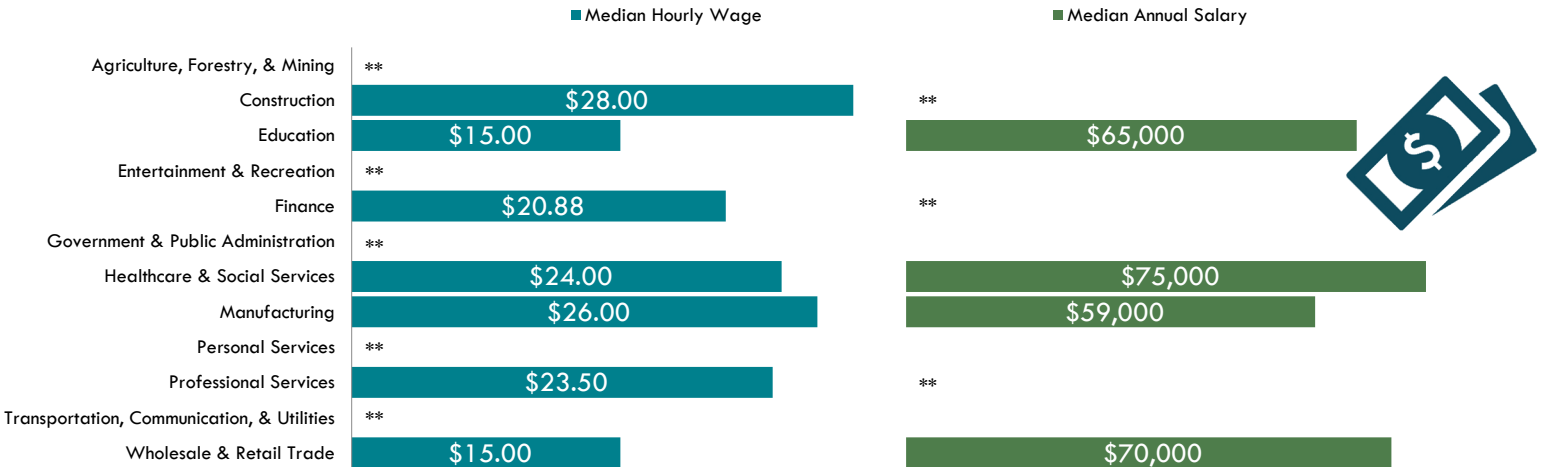
Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.



Industry	Education Beyond HS	Some Education Beyond HS, No Degree Obtained	Trade Certification/Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture, Forestry, & Mining	**	**	**	**	**
Construction	33.4%	16.7%	16.7%	0.0%	0.0%
Education	100%	12.5%	6.3%	0.0%	81.3%
Entertainment & Recreation	**	**	**	**	**
Finance, Insurance, & Real Estate	100%	20.0%	0.0%	40.0%	40.0%
Government & Public Administration	80.0%	20.0%	20.0%	40.0%	0.0%
Healthcare & Social Services	85.0%	15.0%	10.0%	35.0%	25.0%
Manufacturing	77.0%	15.4%	7.7%	38.5%	15.4%
Personal Services	**	**	**	**	**
Professional Services	42.9%	28.6%	0.0%	0.0%	14.3%
Transportation, Communication, & Utilities	62.5%	25.0%	12.5%	25.0%	0.0%
Wholesale & Retail Trade	51.8%	18.5%	0.0%	7.4%	25.9%

Top percentages among industries per education level are highlighted in the table. \*\*Insufficient survey data/refused

## WAGES OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT



\*\*Insufficient survey data/refused. A lack of data for a particular industry is not necessarily indicative that there were no (or few) individuals surveyed within that industry. Rather, it may be that there simply were no respondents within that industry that also reported that they are likely to change or accept employment.

Note: A wide variety of occupations are included within these industry categories. Industry classification is based upon the respondent's reported current or former employer. Two respondents that work for a manufacturer will be classified within the manufacturing industry even if, for example, one respondent is a custodian and the other is an accountant.

## UNDEREMPLOYMENT

The underemployed are working fewer than 35 hours per week but desire more hours (**inadequate hours**); in positions that do not meet their skill or education level, or have worked for higher wages at previous employment (**mismatch of skills**); or are earning wages equal to or less than the national poverty level and work 35 or more hours per week (**low income**).

	Percent Surveyed	Estimated Total		Percent Surveyed	Estimated Total
Inadequate Hours	1.0%	99	Mismatch of Skills	9.4%	930
Low Income	1.2%	119	$\Sigma$ †Total	10.6%	1,049

†Individuals may be underemployed for more than one reason but are counted only once for total estimated underemployment.

Note: To be counted as underemployed in any category an individual must be currently employed and likely to change their current employment situation.



Data compiled and analyzed by:  
Iowa Workforce Development  
Labor Market Information Division  
1000 E. Grand Avenue, Des Moines, Iowa 50319  
Phone: (515) 281-3035 | Email: laborshed.studies@iwd.iowa.gov  
workforce.iowa.gov/laborshed

For more information regarding this Laborshed study contact:  
Chamber & Development Council of Crawford County  
109 N Main St  
Denison, IA 51442  
Phone: 712-263-5621 | E-mail: info@cdcia.org  
www.cdcia.org