

DENISON, IOWA LABORSHED AREA

A STUDY IN LABOR AVAILABILITY AND WORKFORCE CHARACTERISTICS
EXECUTIVE SUMMARY

WWW.IOWALMI.GOV/LABORSHED

RELEASED
2020

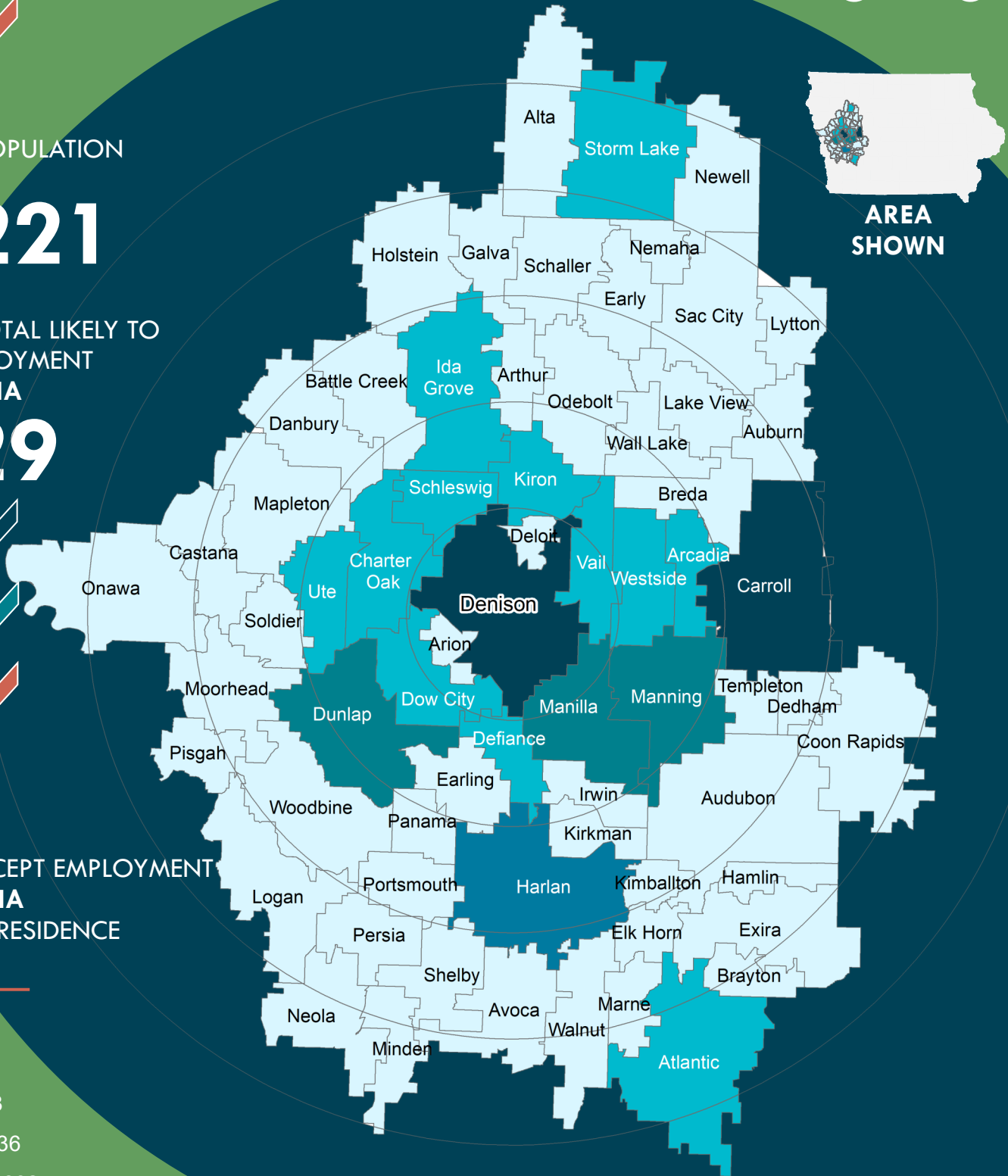
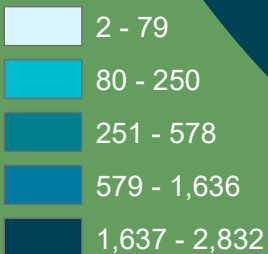
ESTIMATED POPULATION
AGES 18-64

66,221

ESTIMATED TOTAL LIKELY TO
ACCEPT EMPLOYMENT
IN DENISON, IA

9,929

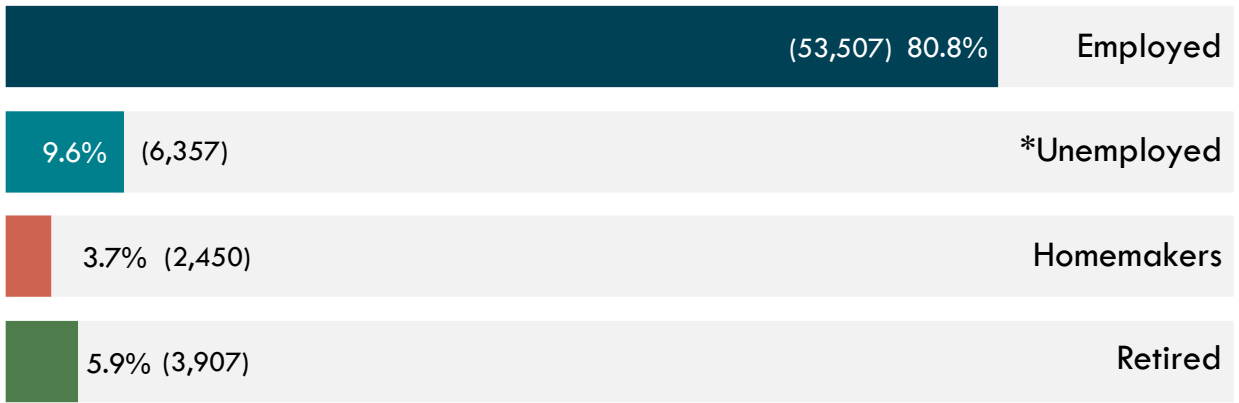
LIKELY TO
CHANGE/ACCEPT EMPLOYMENT
IN DENISON, IA
BY PLACE OF RESIDENCE
(PER ZIP CODE)



AREA
SHOWN

DENISON LABORSHED ANALYSIS

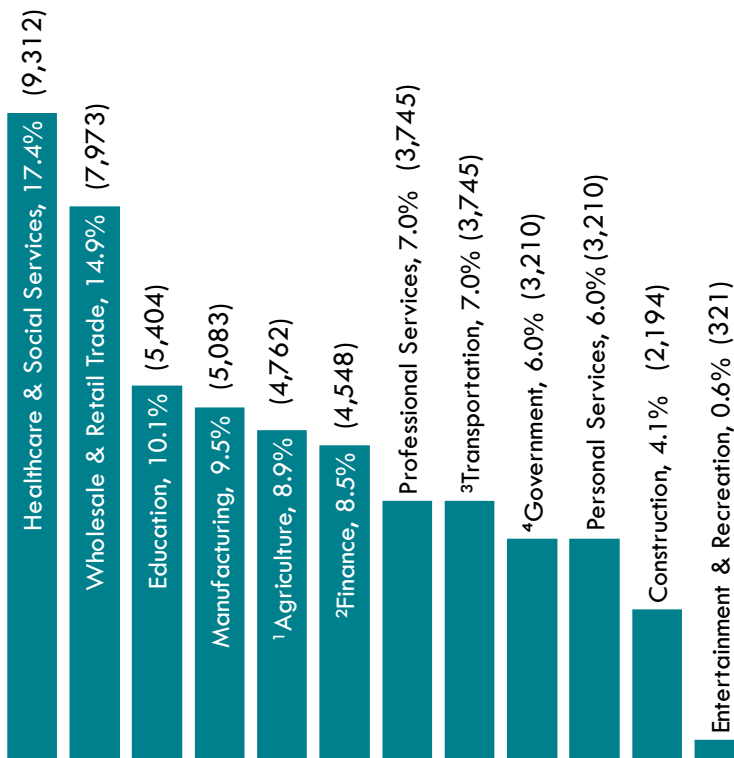
EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*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.



BREAKOUT OF THE EMPLOYED BY INDUSTRY (ESTIMATED TOTAL)



¹Agriculture, Forestry, & Mining
³Transportation, Communications, & Utilities

²Finance, Insurance, & Real Estate
⁴Public Administration, Government

TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED

	Health/Medical Insurance	82.5%
	Pension/Retirement/401K	75.0%
	Paid Holidays	70.8%
	Dental Coverage	66.7%
	Paid Vacation	65.0%
	Life Insurance	64.2%
	Paid Sick Leave	61.3%
	Vision Coverage	58.3%
	Disability Insurance	57.9%
	Paid Time Off	44.2%

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—

10 miles one-way for an employment opportunity

14 minutes

EMPLOYED:

- An estimated **7,969** employed individuals are likely to change their current employment situation for an opportunity in Denison

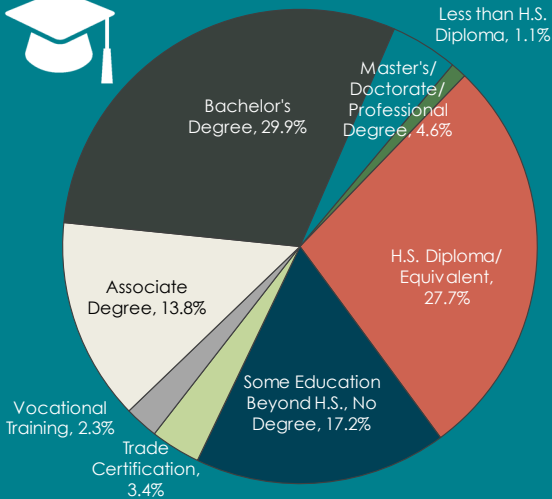
- Current occupational categories:

Professional, Paraprofessional, Technical	36.5%
Production, Construction, Material Moving	15.9%
Service	15.9%
Managerial	13.4%
Clerical	9.8%
Sales	7.3%
Agricultural	1.2%

- Current median wages: \$

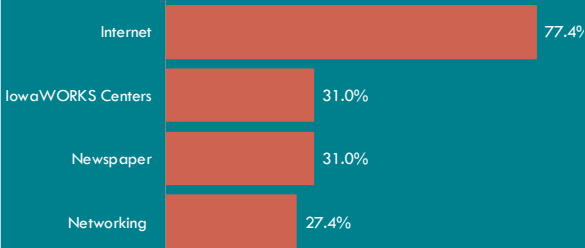
- \$16.00/hour and \$53,200/year
- \$17.29/hour - attracts 66%
- \$20.00/hour - attracts 75%

- 71.2% have an education beyond HS



- 28.7% are actively seeking employment**

- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

- Currently commuting an average of **9 miles/12 minutes** (one-way) to work
- Willing to commute an average of **24 miles/33 minutes** (one-way) to work

UNEMPLOYED: LIKELY TO ACCEPT

- An estimated **623** unemployed individuals are likely to accept employment in Denison

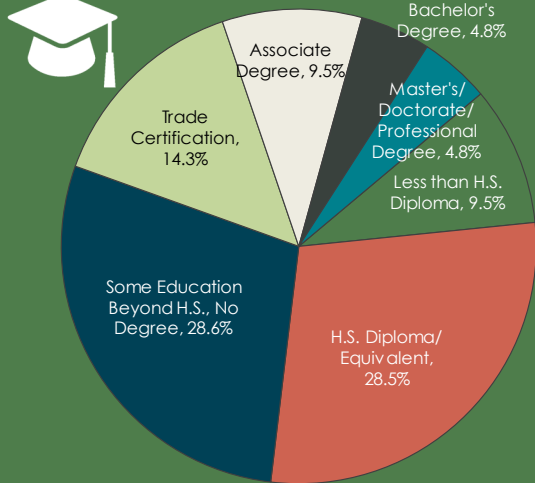
- Former occupational categories:

Production, Construction, Material Moving	22.2%
Service	22.2%
Professional, Paraprofessional, Technical	16.7%
Sales	16.7%
Clerical	11.1%
Managerial	11.1%
Agricultural	0.0%

- Median wages: \$

- \$11.75/hour - lowest willing to accept
- \$16.62/hour - attracts 66%
- \$18.00/hour - attracts 75%

- 62.0% have an education beyond HS



- 66.7% are actively seeking employment**

- Most frequently identified job search resources:



- Top sites:



- Top newspapers:



- Commute:

- Willing to commute an average of **20 miles/29 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 **26.5 percent**—approximately **1,153 people** living in Denison work in other communities.

Most of those who are out commuting are working in Carroll, IA; Omaha, NE; Harlan, IA; and Sioux City, IA.


Nearly one-fifth (19.2%) of out commuters are likely to change employment (approximately 221 people).

42.3% earn an hourly wage—median wage is **\$15.00/hour**
50.0% earn an annual salary—median salary is **\$81,500/year**



EDUCATION OF AVAILABLE LABOR BY INDUSTRY OF CURRENT OR FORMER EMPLOYMENT

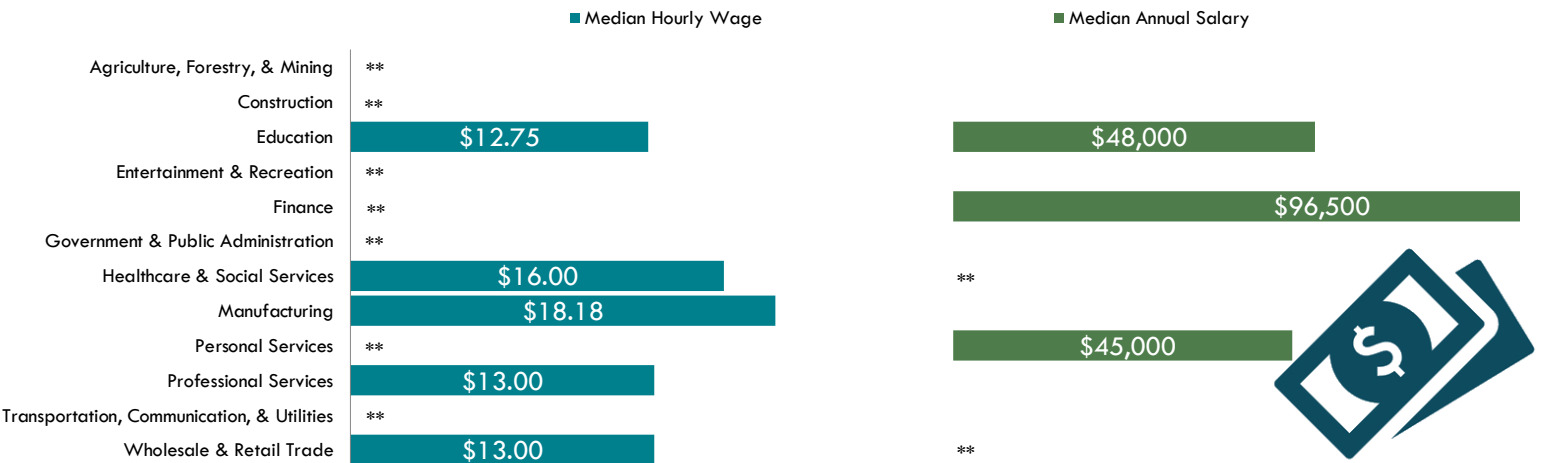
Data on this page is specific to only those survey respondents that reported they are likely to change or accept employment.



Industry	Education Beyond HS	Some Education Beyond HS, No Degree Obtained	Trade Certification/ Vocational Training	Associate Degree	Bachelor's Degree or Above
Agriculture	**	**	**	**	**
Construction	**	**	**	**	**
Education	83.3%	25.0%	0.0%	8.3%	50.0%
Entertainment & Recreation	**	**	**	**	**
Finance	72.7%	18.2%	0.0%	0.0%	54.5%
Government	88.9%	22.3%	11.1%	33.3%	22.2%
Healthcare & Social Services	77.3%	9.2%	13.6%	22.7%	31.8%
Manufacturing	45.5%	18.2%	0.0%	9.1%	18.2%
Personal Services	87.5%	12.5%	0.0%	12.5%	62.5%
Professional Services	66.7%	16.7%	16.7%	0.0%	33.3%
Transportation	71.4%	42.8%	0.0%	14.3%	14.3%
Wholesale & Retail Trade	59.1%	22.8%	9.1%	4.5%	22.7%

Top percentages among industries per education level are highlighted in the table.

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	2.0%	159	 Mismatch of Skills	5.2%	414
 Low Income	0.7%	56	Σ †Total	7.4%	590

†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.

