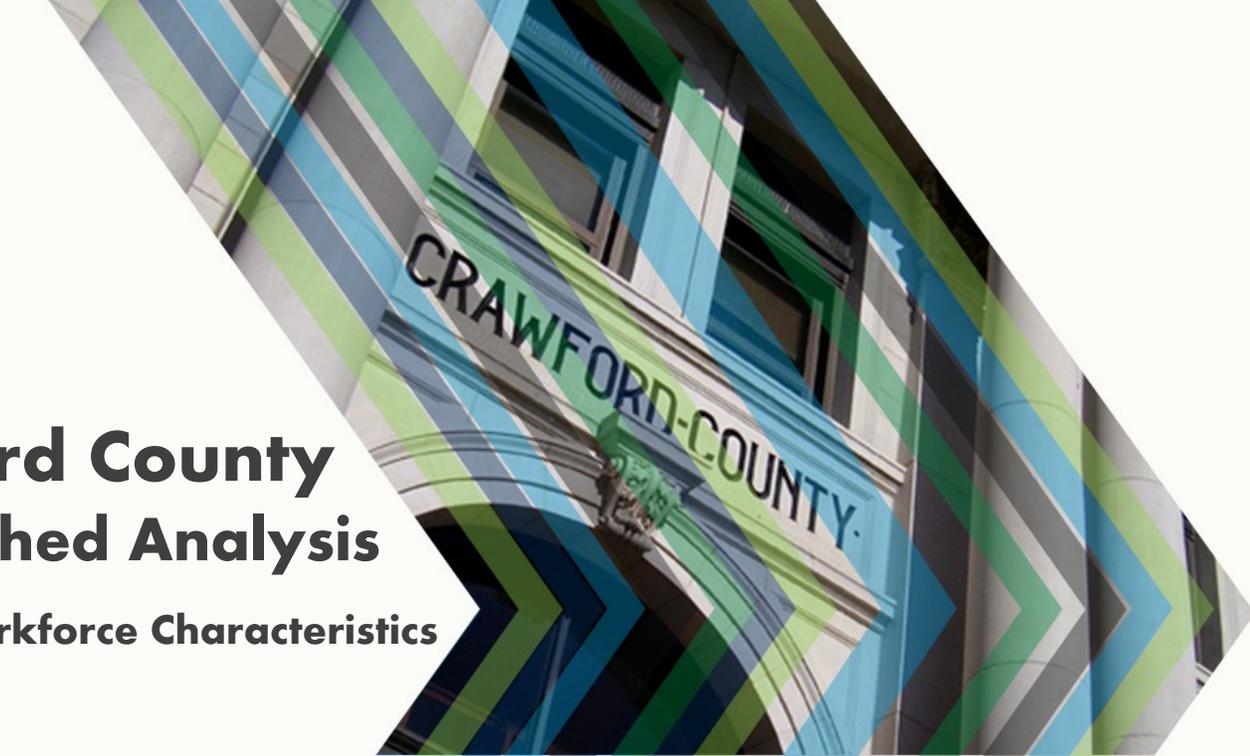


DENISON



CRAWFORD-COUNTY

Crawford County
> Laborshed Analysis

A Study of Workforce Characteristics

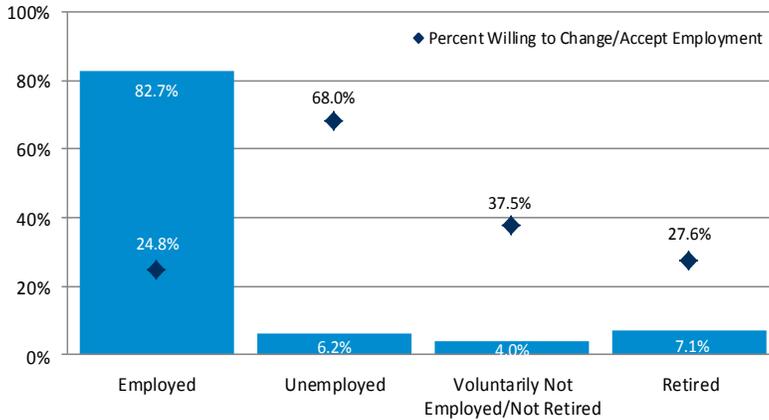


Released July 2013

Laborshed Studies

A Laborshed is defined as the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of the Crawford County Laborshed area, local employers supplied the ZIP code listings of where each of their employees reside. This Laborshed analysis addresses underemployment, the availability and willingness of current and prospective employees to change employment within the workforce, current and desired occupations, wages, hours worked and distance willing to commute to work.

Employment Status*



*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.

Total Potential Labor Force: 47,883 (entire Laborshed Area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment (12,057)

- 9,676 Employed
- 490 Unemployed
- 603 Voluntarily Not Employed/Not Retired
- 1,288 Retired

Underemployment

The underemployed are composed of individuals who are working fewer than 35 hours per week but desire more hours; who are working at wages equal to or less than the national poverty level; and/or who are working in positions that do not meet their skill or education levels, or worked for higher wages at previous employment.

- 2.7% Inadequate hours (261 people)
- 2.7% Mismatch of skills (261 people)
- 0.5% Low income (48 people)
- 4.9% Total estimated underemployment (474 people)

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

Industrial Classification of the Employed

Industry	% of Laborshed	# of Employed	% Employed	% Willing to Change Employment	% Unemployed
Wholesale & Retail Trade	18.7%	7,405	81.8%	27.8%	10.6%
Education	16.6%	6,573	90.6%	16.7%	0.0%
Manufacturing	14.5%	5,742	79.2%	42.9%	7.5%
Healthcare & Social Services	12.8%	5,069	90.2%	21.6%	2.4%
Agriculture, Forestry & Mining	8.0%	3,168	92.0%	4.3%	4.0%
Personal Services	5.9%	2,336	94.4%	29.4%	0.0%
Public Administration & Government	5.5%	2,178	80.0%	43.8%	5.0%
Transportation, Communication & Utilities	5.5%	2,178	94.1%	12.5%	0.0%
Construction	4.8%	1,901	93.3%	14.3%	6.7%
Professional Services	3.8%	1,505	78.6%	27.3%	14.3%
Finance, Insurance & Real Estate	3.1%	1,228	90.0%	33.3%	10.0%
Active Military Duty	0.4%	158	*	*	*
Entertainment & Recreation	0.4%	158	*	*	*

*Insufficient survey data/refused

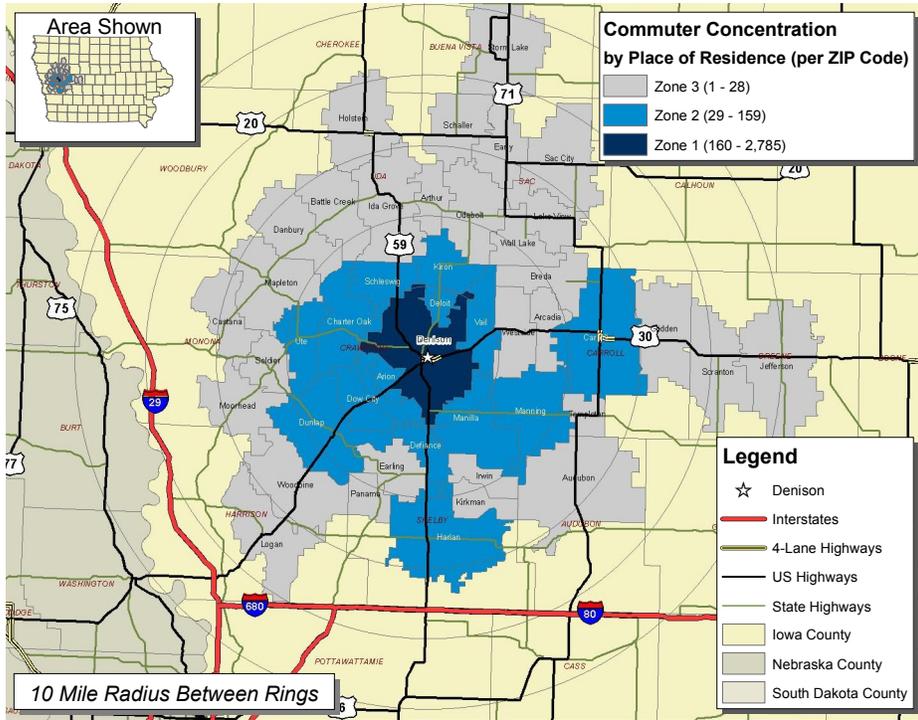
Survey respondents from the Crawford County Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the wholesale & retail trade industry.

Quick Facts

(Employed - willing to change employment)

- 20.5% are working multiple jobs
- Currently working an average of 43 hours per week
- Average age is 46 years old
- 23.8% currently working within the clerical or professional, paraprofessional & technical occupational categories each followed by 22.5% within the production, construction & material handling occupational category
- Most frequently identified job search sources:
 - Internet - 70.9%
 - www.iowajobs.org
 - www.monster.com
 - Local/Regional newspapers - 54.4%
 - The Times Herald - Carroll
 - Denison Bulletin
 - The Des Moines Register
 - Local IowaWORKS Centers - 27.8%
 - Networking through friends, family and acquaintances - 17.7%

Crawford County Laborshed Area



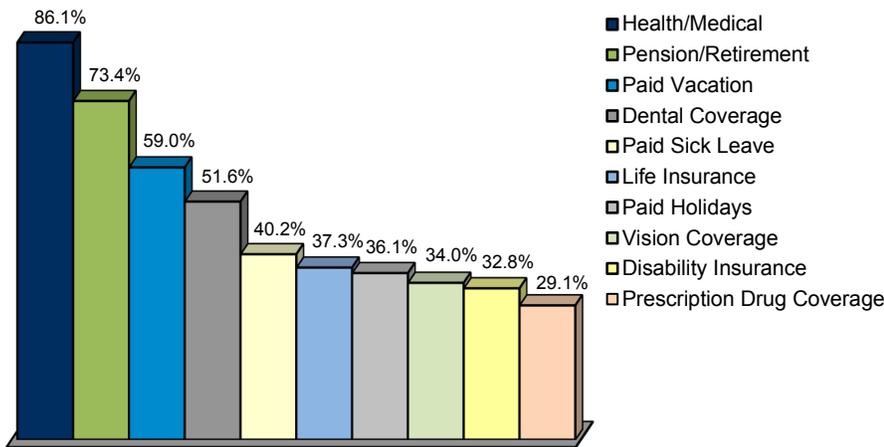
Commuting Statistics

The map at the left represents commuting patterns into Denison with the concentration per ZIP code represented in the legend.

Those who are willing to change/accept employment in the Crawford County Laborshed area are willing to commute an average of 24 miles one way for employment opportunities.



Benefits Currently Offered



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed. The top nine benefits are shown.

The majority (76.6%) of respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 18.2 percent indicate their employer pays the entire cost of insurance premiums.

Education and Median Wage Characteristics by Industry

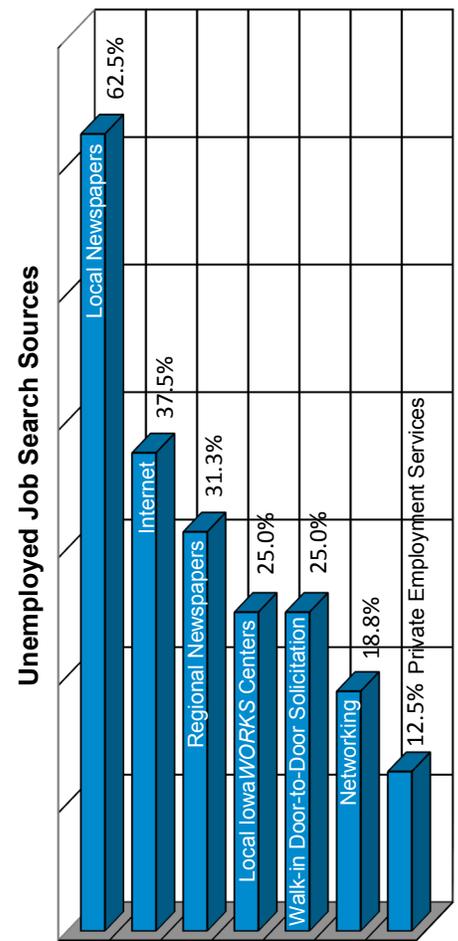
Industry	Education			Median Wages	
	Some Level Beyond High School	Associate Degree	Undergraduate Degree or Higher	Salary Wages (per year)	Non-Salary Wages (per hour)
Agriculture	64.0%	8.0%	32.0%	\$50,000	*
Construction	33.3%	13.3%	6.7%	\$50,000	\$20.25
Manufacturing	49.0%	17.0%	17.0%	\$62,500	\$16.04
Transportation, Communication & Utilities	64.7%	17.6%	11.8%	\$50,000	\$22.50
Wholesale & Retail Trade	53.0%	15.2%	12.1%	\$51,500	\$11.25
Finance, Insurance & Real Estate	90.0%	20.0%	30.0%	\$45,000	*
Healthcare & Social Services	70.7%	19.5%	24.4%	*	\$14.00
Personal Services	61.1%	22.2%	11.1%	\$41,500	\$12.00
Entertainment & Recreation	*	*	*	*	*
Professional Services	64.3%	14.3%	14.2%	*	\$12.75
Public Administration & Government	55.0%	15.0%	20.0%	\$52,000	\$15.50
Education	90.6%	5.7%	71.7%	\$52,500	\$12.15

This table includes all respondents without consideration of employment status or willingness to change/enter employment.

**Insufficient survey data/refused*

Unemployed - Those Willing to Enter/Re-enter Employment

- An estimated 490 unemployed individuals are willing to accept employment
- Average age is 45 years old
- 58.8% are male; 41.2% are female
- Education:
 - 41.2% have an education beyond high school
 - 5.9% have vocational training
 - 5.9% have an associate degree
- Estimated wage range to attract the upper 66-75% qualified hourly wage applicants is \$10.44 to \$12.75/hr. with a median of the lowest wage of \$9.50
- Willing to commute an average of 26 miles one way for the right opportunity
- 76.5% expressed interest in seasonal and 70.6% in temporary employment opportunities
- 64.7% expressed interest in working varied shifts (2nd, 3rd & split)
- Would prefer to enter employment that offers the following benefits:
 - Health/medical insurance - 90.9%
 - Dental coverage - 27.3%
 - Pension/retirement options - 27.3%
 - Life insurance - 18.2%
 - Paid holidays - 18.2%
 - Prescription drug coverage - 18.2%
 - Disability insurance - 9.1%
 - Paid sick leave - 9.1%
 - Paid vacation - 9.1%
 - Vision coverage - 9.1%
- 52.9% indicated they prefer employment offers where the employer and employee share the cost of medical insurance premiums.



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