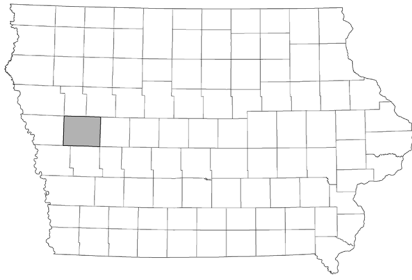


# Data for Decision Makers



## Denison, Iowa City Profile

report created: 12/17/2024

### Population profile

The 2020 population for Denison is 8,373. Between 2010 and 2020 the population increased by 0.9%. The City of Denison is in Crawford County. Crawford County saw a 3.3% population decrease between 2010 and 2020.

**Crawford County Cities - Total Population<sup>1</sup>**

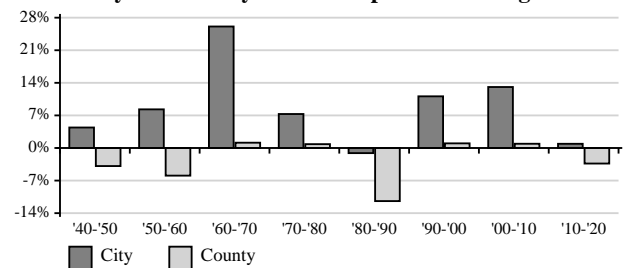
City	2000	2010	2020
<b>Denison</b>	<b>7,339</b>	<b>8,298</b>	<b>8,373</b>
Male Total	3,581	4,211	4,158
Female Total	3,758	4,087	4,215
Arion	136	108	97
Aspinwall	58	40	33
Buck Grove	49	43	34
Charter Oak	530	502	535
Deloit	288	264	250
Dow City	503	510	485
Kiron	273	279	267
Manilla	839	776	775
Ricketts	144	145	109
Schleswig	833	882	830
Vail	452	436	396
Westside	327	299	285
Crawford County Total	16,942	17,096	16,525
State of Iowa Total	2,926,324	3,046,355	3,190,369

<sup>†</sup>City is located in multiple counties, total population is provided.

**Neighboring Cities - Percent Population Change**

	'90-'00	'00-'10	'10-'20
Arion	-8.1%	-20.6%	-10.2%
Buck Grove	145.0%	-12.2%	-20.9%
Deloit	-2.7%	-8.3%	-5.3%
Dow City	14.6%	1.4%	-4.9%
Vail	16.5%	-3.5%	-9.2%
Denison	11.1%	13.1%	0.9%
Crawford County	1.0%	0.9%	-3.3%
State of Iowa	5.4%	4.1%	4.7%

**City and County Percent Population Change<sup>1</sup>**



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# Demographic Profile

# Denison, Iowa

Denison's population is predominantly of Hispanic or Latino origin. The City of Denison, compared to Crawford County, had a higher percentage of young people (17 or younger) and a lower percentage of older people (65 and older) in 2020. New household relationship categories were reported for 2020 that are not comparable with 2010.<sup>3</sup>

**Percentage of Population by Race/Hispanic Origin<sup>1</sup>**

Race Groups	City		County	
	2010	2020	2010	2020
One race only	97.7%	83.6%	98.4%	89.3%
White	70.6%	47.6%	82.9%	68.2%
White alone, not Hispanic	53.9%	41.3%	73.4%	64.3%
Black or African American	2.3%	4.2%	1.2%	2.4%
Asian	1.0%	3.2%	0.6%	1.9%
American Indian or Alaska Native	0.6%	1.7%	0.3%	1.0%
Hawaiian or Pacific Islander	0.2%	0.0%	0.1%	0.0%
Other	23.0%	26.8%	13.2%	15.9%
Two or more races	2.3%	16.4%	1.6%	10.7%
Hispanic origin <sup>a</sup>	42.1%	49.6%	24.2%	29.7%

<sup>a</sup> Hispanics can be of any race.

**Households by Family or Nonfamily Type<sup>1,3</sup>**

	City		County	
	2010	2020	2010	2020
Total households	2,816	2,853	6,413	6,255
Family households <sup>a,b</sup>	66.3%	55.7%	68.0%	66.7%
Married couple family <sup>b</sup>	48.8%	42.9%	54.2%	50.9%
With own children	23.4%	22.2%	21.5%	19.3%
Other family <sup>c</sup>	17.5%	20.0%	13.8%	15.9%
Male householder <sup>c</sup>	6.4%	7.0%	5.4%	6.2%
With own children	3.4%	4.3%	3.1%	3.9%
Female householder <sup>c</sup>	11.1%	13.0%	8.4%	9.7%
With own children	8.0%	10.3%	5.8%	7.2%
Nonfamily households <sup>d</sup>	33.7%	44.3%	32.0%	33.3%
Male living alone	11.6%	13.5%	12.6%	14.4%
Female living alone	16.4%	16.2%	14.5%	14.0%

**Households by Couple or Non-couple Type<sup>1,3</sup>**

	City		County	
	2010	2020	2010	2020
Total households	2,816	2,853	6,413	6,255
Married couple <sup>b</sup>	48.8%	42.9%	54.2%	50.9%
Cohabiting couple <sup>b,f</sup>	NA <sup>e</sup>	6.8%	NA <sup>e</sup>	6.9%
Male householder <sup>g</sup>	NA <sup>e</sup>	19.9%	NA <sup>e</sup>	19.8%
Female householder <sup>g</sup>	NA <sup>e</sup>	27.3%	NA <sup>e</sup>	22.5%

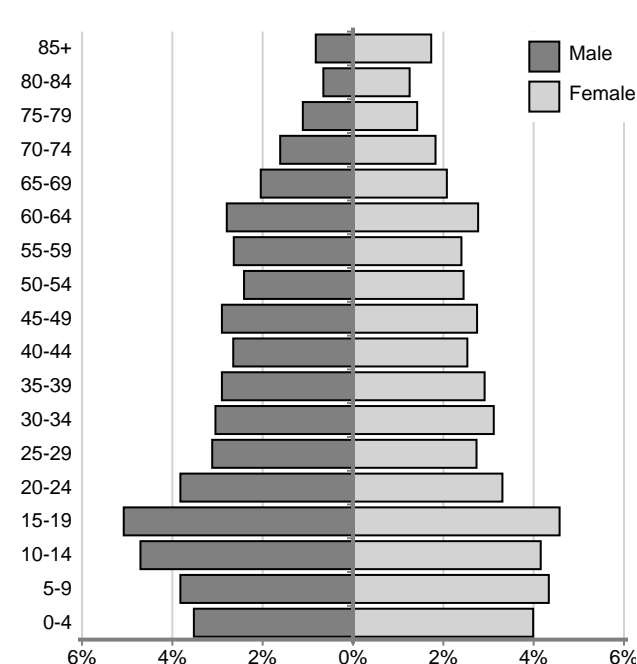
<sup>a</sup>Householder and at least one other person related to the householder. <sup>b</sup>For 2020 includes same-sex couples. <sup>c</sup>No spouse present, but at least one relative present. <sup>d</sup>In 2010 included same-sex couples whether married or not (if no relatives present). <sup>e</sup>2010 not comparable with 2020. <sup>f</sup>For 2020 householder has an unmarried partner. <sup>g</sup>For 2020 no spouse or partner present, but relatives, nonrelatives may be present or householder may be living alone.

**Percentage of Population by Age<sup>1</sup>**

Age Groups	City		County	
	2010	2020	2010	2020
17 or younger	29%	30.2%	26.4%	26.8%
0 - 4	8.9%	7.5%	7.4%	6.7%
5 - 9	8%	8.2%	7.1%	7.2%
10 - 14	7.2%	8.9%	7.3%	7.8%
15 - 17	4.9%	5.6%	4.6%	5.1%
18 - 24	11.4%	11.2%	8.8%	8.8%
25 - 44	24.5%	23.1%	22.1%	21.9%
45 - 64	21.2%	21.1%	26.4%	24.4%
65 or older	13.9%	14.6%	16.3%	18.0%
65 - 84	10.5%	11.9%	13.3%	15.3%
85 or older	3.4%	2.6%	3.0%	2.5%
Median <sup>4</sup> Age (years)	32.6	32.1	38.4	37.8
Age Dependency <sup>a, 5</sup>	75.1	80.9	74.7	81.3
Old-Age	24.3	26.4	28.5	32.7
Child	50.8	54.5	46.2	48.6

<sup>a</sup>Age Dependency Ratio

**Denison, Iowa Population Pyramid,<sup>a</sup> 2020<sup>1</sup>**



<sup>a</sup>Each bar represents the percentage that an age-sex group comprises of the total population.

## Socioeconomic Profile

## Denison, Iowa

The median household income in Denison is less than the median household income of Crawford County. The median value of owner-occupied housing units is lower in Denison than for Crawford County. There is a lower percentage of vacant housing units in Denison than there is for Crawford County. Many housing units in Denison were built between 1960 to 1979. There is a lower percentage of individuals 25 and older with a Bachelor's degree or higher in Denison compared to Crawford County.

**Median Household and Per Capita Income, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Households	3,029	+/- 676	6,214	+/- 940
Less than \$34,999	34.2%	+/- 4.3%	29.1%	+/- 3.2%
\$35,000 To \$49,999	11.0%	+/- 5.9%	11.1%	+/- 3.1%
\$50,000 To \$99,999	30.1%	+/- 3.3%	33.4%	+/- 2.5%
\$100,000 Or More	24.7%	+/- 3.5%	26.5%	+/- 2.7%
Median <sup>4</sup> Household Income	\$57,744	+/- \$10,739	\$61,188	+/- \$4,191
Median Family Income	\$62,141	+/- \$13,409	\$73,892	+/- \$8,639
Per Capita Income	\$25,944	+/- \$3,528	\$30,781	+/- \$2,411

**Educational Attainment, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 25 and older	5,120	+/-461	10,648	+/-309
High School Graduate or Higher	72.7%	+/-5.8%	82.5%	+/-2.8%
Bachelor's Degree or Higher	14.9%	+/-4.4%	16.1%	+/-2.3%

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

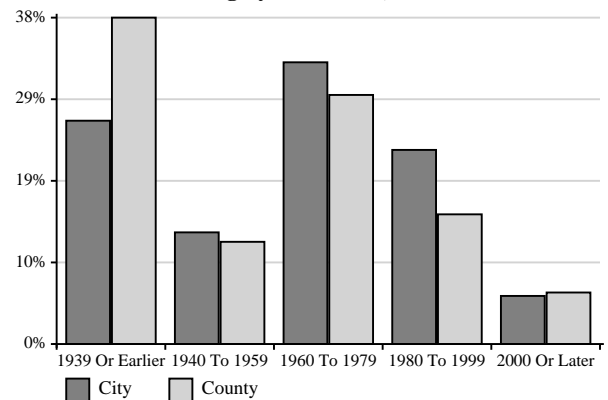
\*\*MOE is high, use county estimate.

**Housing Characteristics, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Units	3,208	+/- 695	6,860	+/- 931
Vacant	5.6%	+/- 4.0%	9.4%	+/- 2.6%
Occupied	94.4%	+/- 4.0%	90.6%	+/- 2.6%
Occupied <sup>a</sup>	3,029	+/- 676	6,214	+/- 940
Owner	66.2%	+/- 7.8%	73.7%	+/- 4.9%
Renter	33.8%	+/- 7.8%	26.3%	+/- 4.9%
Rent <sup>b</sup>	\$775	+/- \$119	\$732	+/- \$80
Value <sup>c</sup>	\$113,300	+/- \$22,277	\$118,400	+/- \$11,428

<sup>a</sup>Occupied Units, <sup>b</sup>Median gross rent of renter-occupied units, <sup>c</sup>Median value of owner-occupied units

**Percent Housing by Year Built, 2018-2022<sup>2</sup>**



In Denison there is a higher percentage of workers in production, transportation, and material moving occupations than any other occupation category. The production, transportation, and material moving occupation category makes up 34.5% of occupations of the civilian employed population in the city.

**Occupation of the Civilian Employed Population, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Civilian employed population 16 years and over	3,802	+/- 390	7,910	+/- 378
Management, business, science, and arts	13.9%	+/- 6.3%	21.1%	+/- 3.6%
Service	**%	+/- **%	18.6%	+/- 8.2%
Sales and office	19.4%	+/- 5.6%	19.1%	+/- 3.6%
Natural resources, construction, and maintenance	9.9%	+/- 3.3%	12.2%	+/- 2.0%
Production, transportation, and material moving	34.5%	+/- 12.3%	29.0%	+/- 6.0%

## Socioeconomic Profile

## Denison, Iowa

Denison has a lower proportion of the population age 16 or older in the labor force than Crawford County. A portion of those who are not in the labor force are people who are retired. Earnings data are provided for the population 16 and over who have earnings. Median earnings in Denison tend to be lower than the median earnings for Crawford County. Families with children tend to have a higher rate of poverty than families without children.

**Median Employment Earnings, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+ <sup>a</sup>	4,265	+/- 366	8,727	+/- 381
Median Earnings	\$32,119	+/- \$32	\$34,756	+/- \$3,127
Female	\$29,947	+/- \$2,966	\$30,029	+/- \$2,403
Female, full time <sup>b</sup>	\$34,363	+/- \$10,401	\$39,540	+/- \$5,156
Male	\$37,134	+/- \$10,533	\$41,866	+/- \$3,821
Male, full time <sup>b</sup>	\$53,478	+/- \$4,758	\$54,888	+/- \$2,963

<sup>a</sup> with earnings, <sup>b</sup> year round, \*\*MOE is high, use county estimate.

**Disability Status and Health Insurance Coverage of the Civilian Noninstitutionalized Population, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population <sup>a</sup>	8,163	+/-280	16,260	+/-28
With a disability <sup>b</sup>	16.6%	+/-5.0%	15.3%	+/-2.7%
With Health Insurance	87.8%	+/-4.7%	91.1%	+/-2.5%
With Private <sup>c</sup> Coverage	61.0%	+/-7.9%	64.7%	+/-4.3%
With Public <sup>d</sup> Coverage	36.4%	+/-7.1%	40.3%	+/-3.8%
No Health Insurance	12.2%	+/-4.7%	8.9%	+/-2.5%

<sup>a</sup>Civilian Noninstitutionalized Population, <sup>b</sup>limitations of activities or inability for full participation, <sup>c</sup>provided by employer, union, bought by individual, and some military plans, <sup>d</sup>includes Medicare, Medicaid, VA Health Care, children's CHIP, and some state plans, \*\*MOE is high, use county estimate.

\*MOE = the margin of error for American Community Survey estimates<sup>2</sup> which is a numerical value that when added to or subtracted from the point estimate value gives the range of a 90% confidence interval around the estimate.

**Employment Status, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Population 16+	6,424	+/- 285	12,937	+/- 161
in labor force	63.1%	+/- 4.5%	63.7%	+/- 2.6%
not in labor force	36.9%	+/- 4.5%	36.3%	+/- 2.6%
Civilian labor force	4,053	+/- 351	8,247	+/- 305
Unemployed	6.2%	+/- 4.0%	4.1%	+/- 2.1%

\*\*MOE is high, use county estimate.

**Individuals and Families Below Poverty Level, 2018-2022<sup>2</sup>**

	City		County	
	Estimate	MOE*	Estimate	MOE*
Total Population <sup>a</sup>	8,163	+/-280	16,244	+/-31
Below poverty	20.9%	+/-7.8%	17%	+/-4%
17 and under	***	+/-***%	25.8%	+/-7.9%
18 - 64	19.9%	+/-7.5%	15.9%	+/-4.2%
65+	***	+/-***%	7.6%	+/-3.3%
All Families	21.5%	+/-10.5%	15.2%	+/-5.6%
with children	***	+/-***%	25.7%	+/-10.6%
Married Couple	***	+/-***%	***	+/-***%
with children	***	+/-***%	***	+/-***%
Female HH <sup>b</sup>	59.0%	+/-27.2%	51.3%	+/-21.4%
with children	60.8%	+/-30.0%	55.7%	+/-23.9%

<sup>a</sup> for whom poverty status is determined, <sup>b</sup> female householder, no husband present, \*\*MOE is high, use county estimate.

### Notes and Source Information:

<sup>1</sup> U.S. Census Bureau; Decennial Censuses 1940 - 2020

<sup>2</sup> U.S. Census Bureau; American Community Survey 2018-2022

<sup>3</sup> For the 2020 Decennial Census, households are divided into subcategories by two different methods. One method (family or nonfamily) is based on the presence or absence of family relationships among the household members and the householder. Using family relationships (birth, marriage, or adoption) has been the usual way to classify households, and the data using this method has good comparability between 2010 and 2020. In 2020, the Census Bureau introduced an additional method to divide households into subcategories. This second method (couple or noncouple) is based on the presence or absence of a couple relationship for the householder. The relationship can be as a married spouse or as an unmarried partner and can be of the opposite or same sex. The 2020 data reported for the second method (except for married couples) does not have good comparability with data from 2010. For smaller towns, the couple or noncouple data are omitted in this profile.

<sup>4</sup> Median is the middle value of a distribution.

<sup>5</sup> The age dependency ratio compares, by age, those typically not in the labor force with those who typically are in the labor force. Old Age dependency is persons 65+ per 100 persons age 18-64. Child dependency is persons under age 18 per 100 persons age 18-64. The total age dependency ratio is persons under age 18 plus persons 65 or older per 100 persons age 18-64.

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