

Rushmore Region

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Report Parameters

6 Counties

46019	Butte County, SD	46081	Lawrence County, SD
46033	Custer County, SD	46093	Meade County, SD
46047	Fall River County, SD	46103	Pennington County, SD

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

194,411

Population (2021)

Population **grew by 6,885** over the last 5 years and is projected to **grow by 12,820** over the next 5 years.

102,440

Total Regional Employment

Jobs **grew by 4,243** over the last 5 years and are projected to **grow by 7,669** over the next 5 years.

\$57.4K

Avg. Earnings Per Job (2021)

Regional average earnings per job are **\$20.4K below** the national average earnings of \$77.8K per job.

Takeaways

- As of 2021 the region's population **increased by 3.7%** since 2016, growing by 6,885. Population is expected to **increase by 6.6%** between 2021 and 2026, adding 12,820.
- From 2016 to 2021, jobs **increased by 4.3%** in 6 South Dakota Counties from 98,197 to **102,440**. This change **outpaced the national growth rate of 1.9% by 2.4%**. As the number of jobs increased, the **labor force participation rate increased from 62.8% to 63.5% between 2016 and 2021**.
- Concerning educational attainment, **20.1% of the selected regions' residents possess a Bachelor's Degree** (0.4% below the national average), and **10.4% hold an Associate's Degree** (1.7% above the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Federal Government, Military.

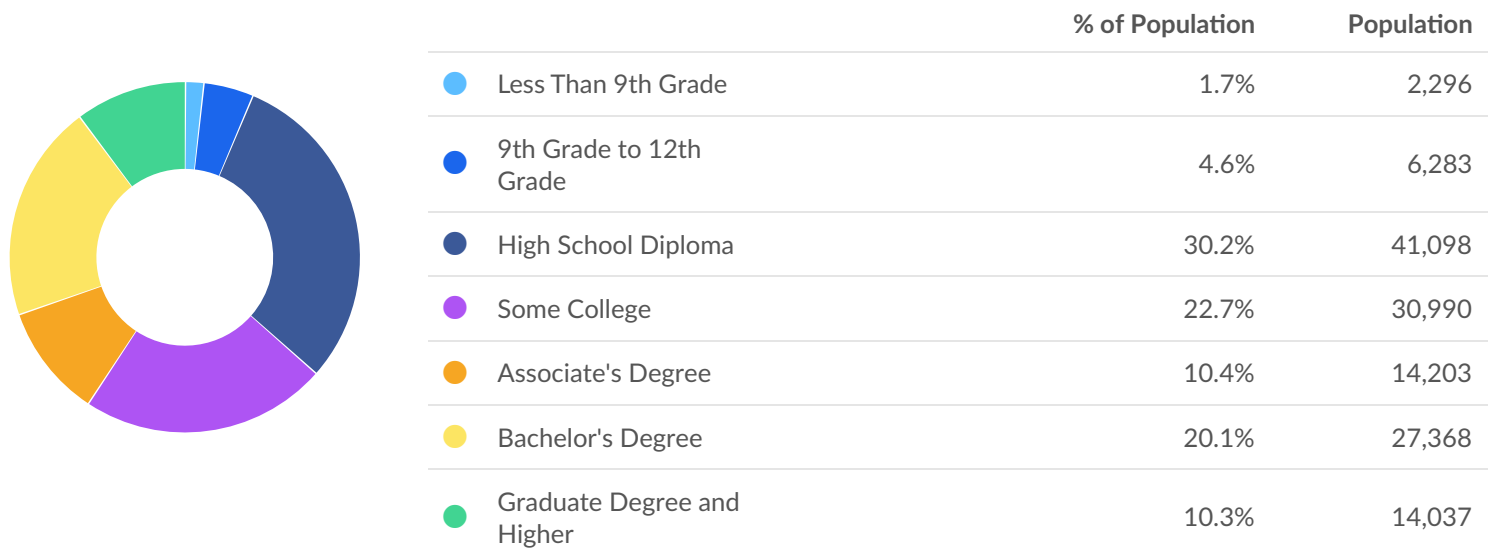
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	197,414	101,777	102,440	97.9	\$11.75B	\$14.55B	\$17.88B
State	906,701	476,640	507,289	99.7	\$60.94B	\$67.51B	\$84.40B

Sep 2022 Labor Force Breakdown



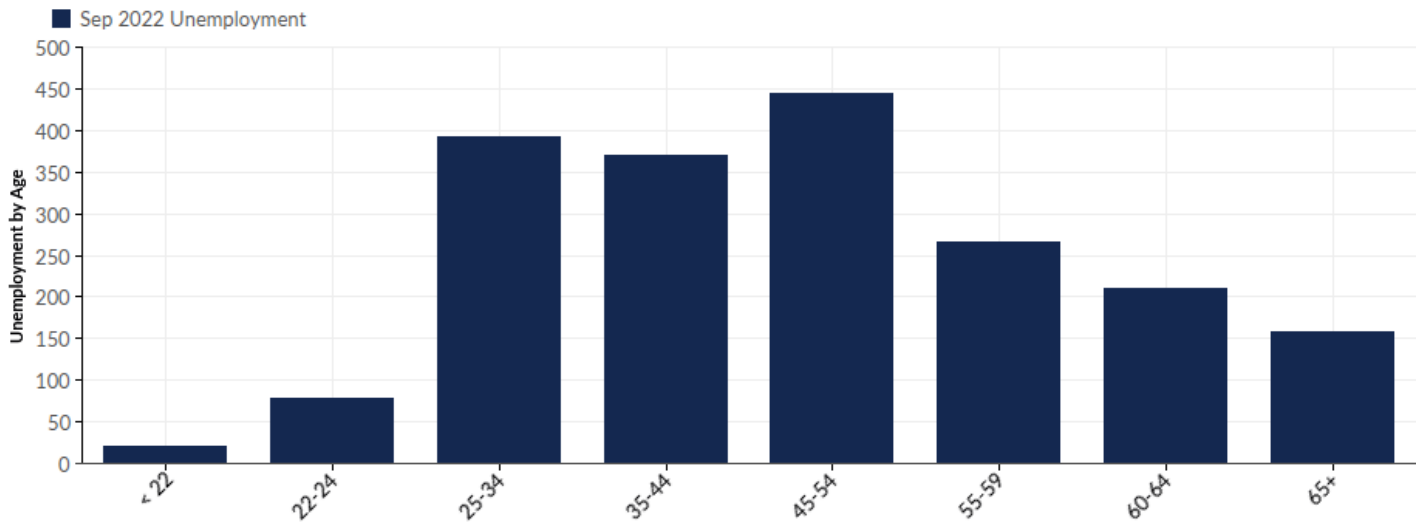
Educational Attainment

Concerning educational attainment, **20.1% of the selected regions' residents possess a Bachelor's Degree** (0.4% below the national average), and **10.4% hold an Associate's Degree** (1.7% above the national average).



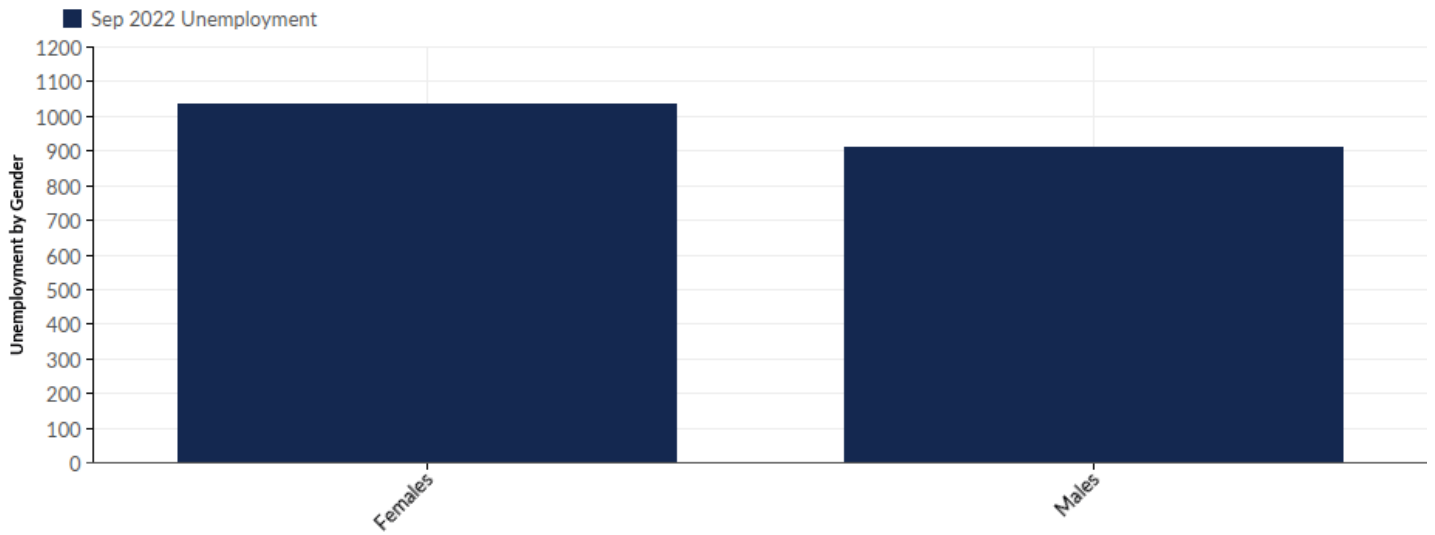
Unemployment by Demographics

Unemployment by Age



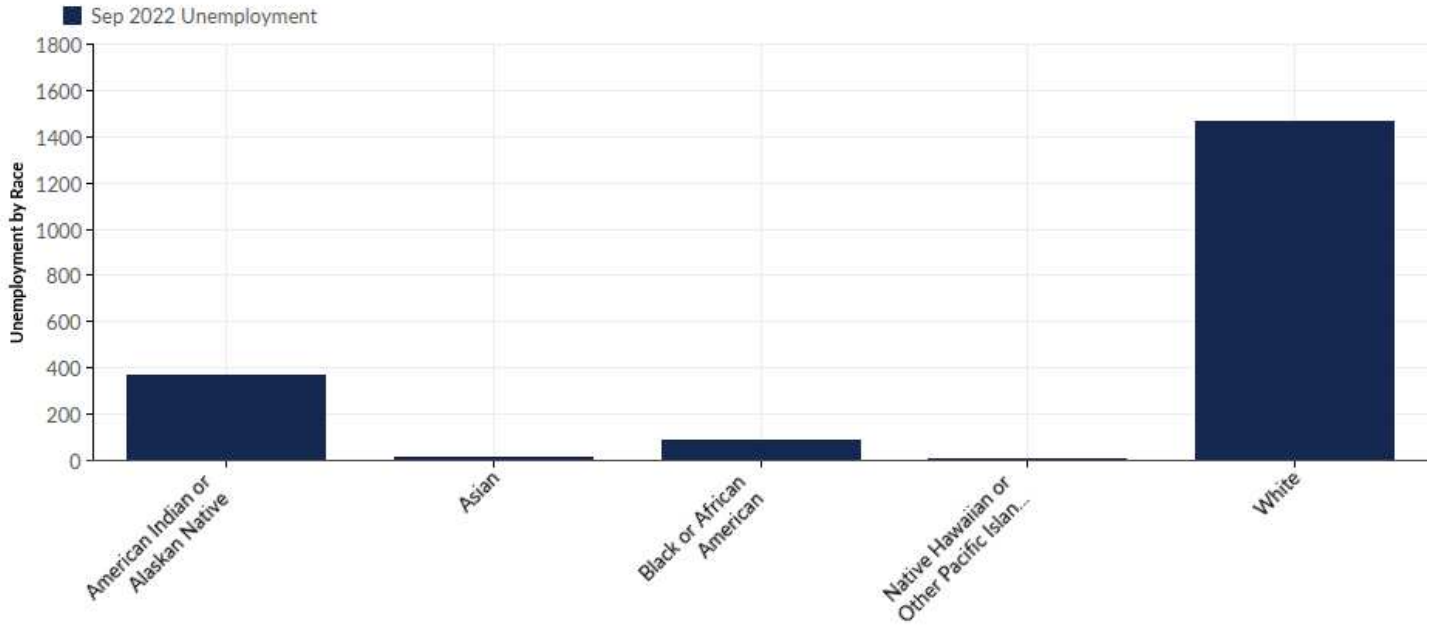
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	21	1.08%
22-24	79	4.07%
25-34	392	20.19%
35-44	371	19.10%
45-54	445	22.91%
55-59	265	13.65%
60-64	210	10.81%
65+	159	8.19%
Total	1,942	100.00%

Unemployment by Gender



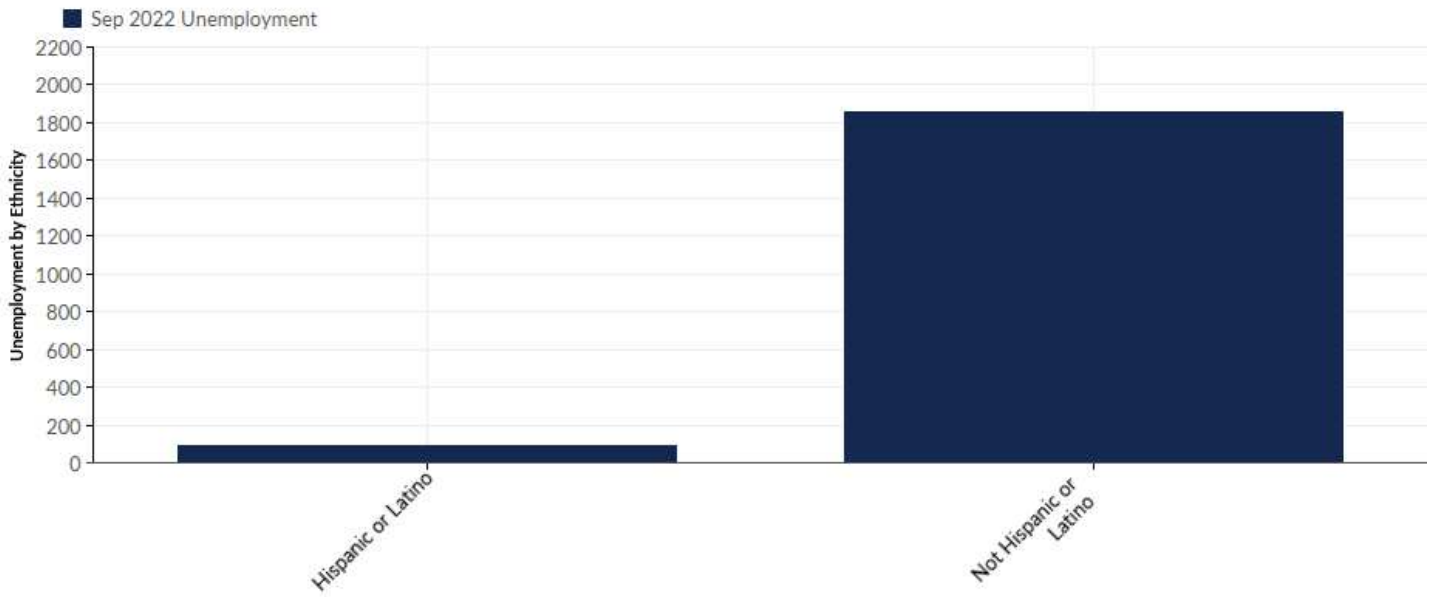
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	1,033	53.19%
Males	909	46.81%
Total	1,942	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	370	19.05%
Asian	10	0.51%
Black or African American	88	4.53%
Native Hawaiian or Other Pacific Islander	6	0.31%
White	1,468	75.59%
Total	1,942	100.00%

Unemployment by Ethnicity

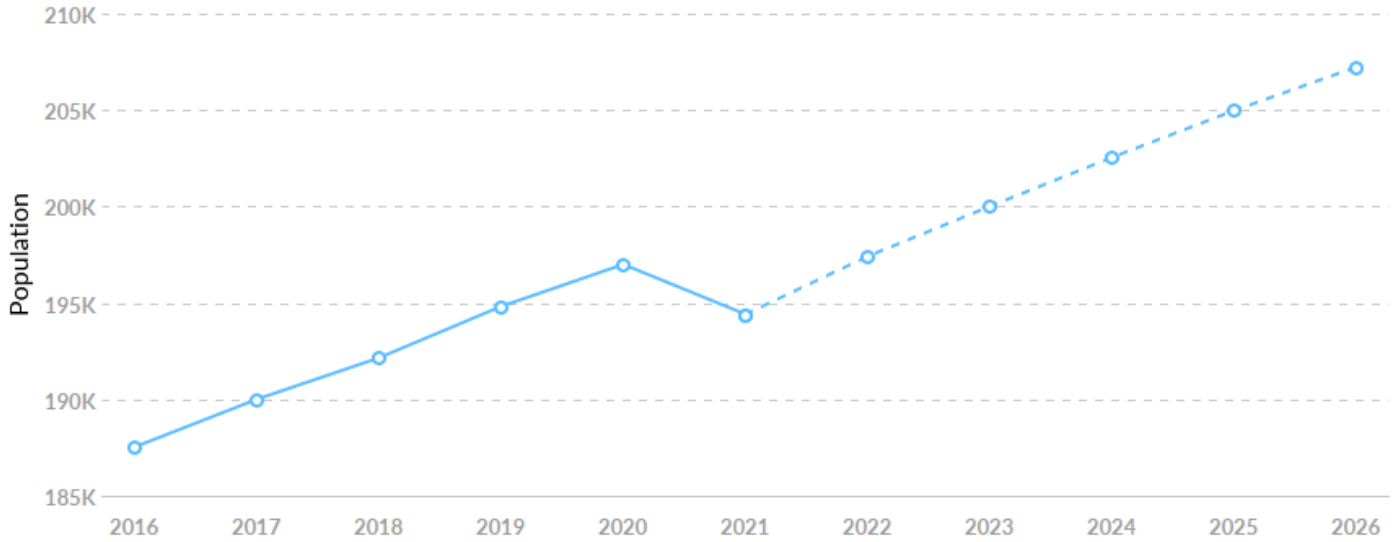


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	87	4.48%
Not Hispanic or Latino	1,855	95.52%
Total	1,942	100.00%

Historic & Projected Trends

Population Trends

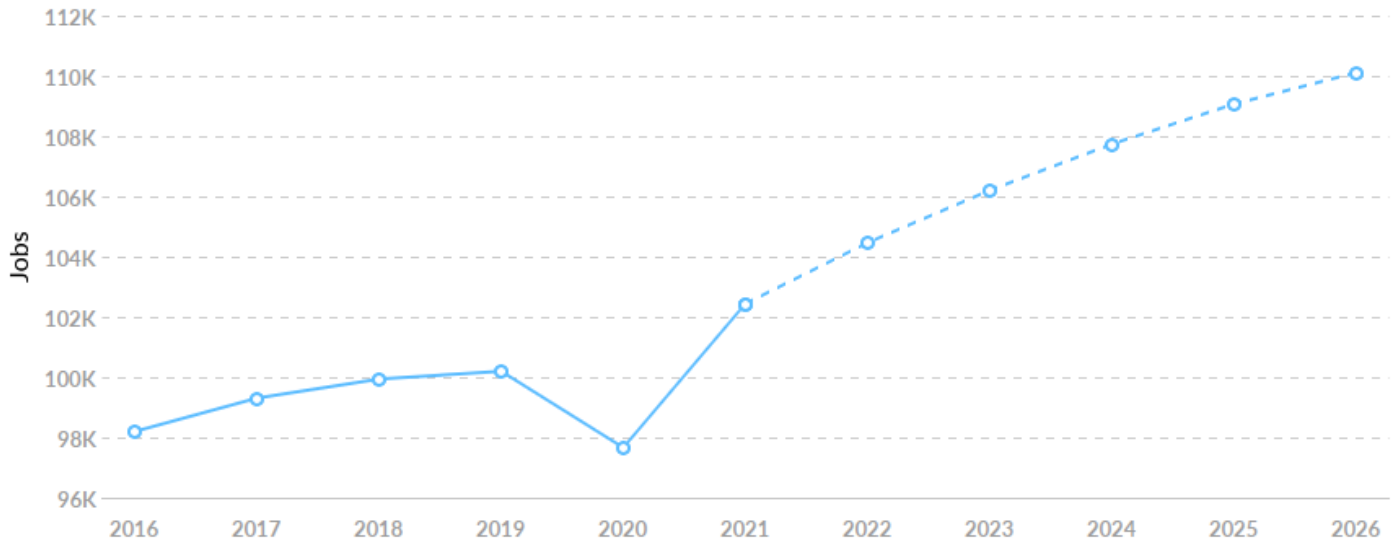
As of 2021 the region's population **increased by 3.7%** since 2016, growing by 6,885. Population is expected to **increase by 6.6%** between 2021 and 2026, adding 12,820.



Timeframe	Population
2016	187,526
2017	190,002
2018	192,151
2019	194,819
2020	196,998
2021	194,411
2022	197,414
2023	200,006
2024	202,545
2025	204,979
2026	207,231

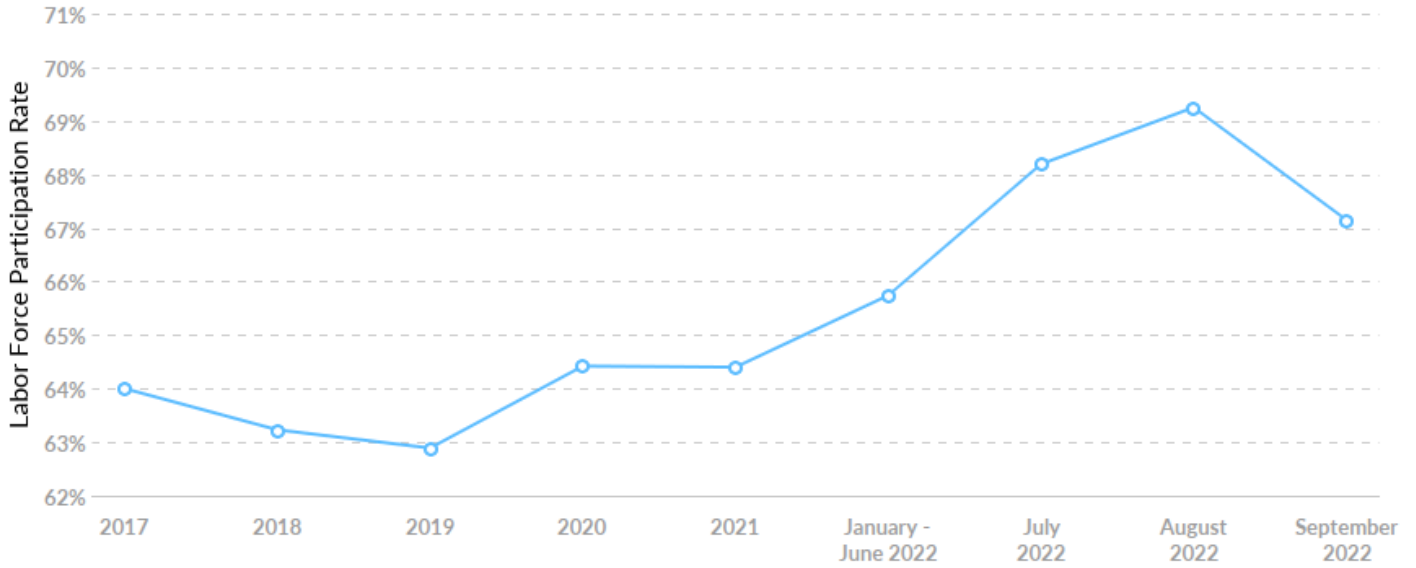
Job Trends

From 2016 to 2021, jobs increased by 4.3% in 6 South Dakota Counties from 98,197 to 102,440. This change **outpaced the national growth rate of 1.9% by 2.4%**.



Timeframe	Jobs
2016	98,197
2017	99,305
2018	99,937
2019	100,198
2020	97,661
2021	102,440
2022	104,465
2023	106,204
2024	107,739
2025	109,068
2026	110,109

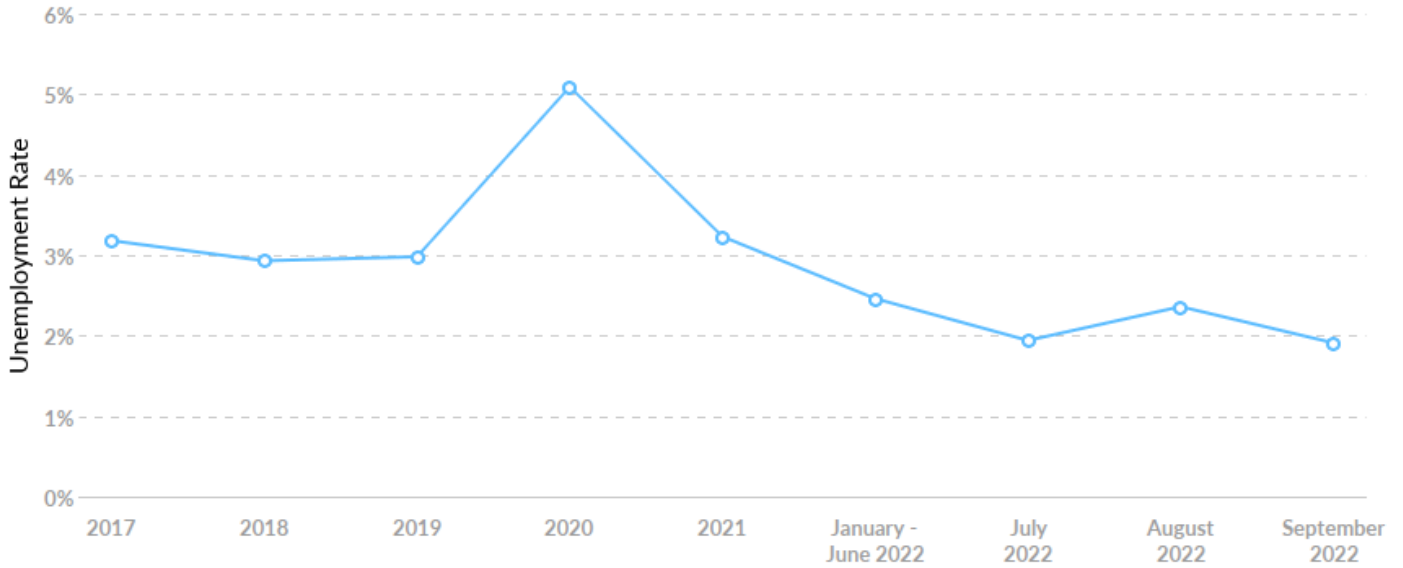
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	64.00%
2018	63.23%
2019	62.89%
2020	64.42%
2021	64.40%
January - June 2022	65.74%
July 2022	68.19%
August 2022	69.25%
September 2022	67.15%

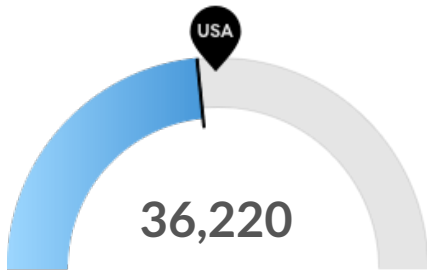
Unemployment Rate Trends

Your areas had a September 2022 unemployment rate of 1.91%, **decreasing from 3.18%** 5 years before.



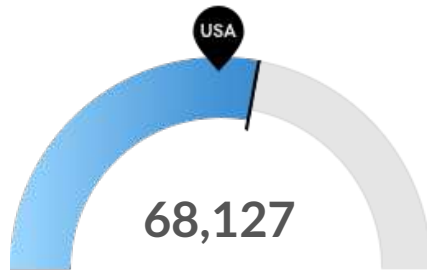
Timeframe	Unemployment Rate
2017	3.18%
2018	2.93%
2019	2.98%
2020	5.09%
2021	3.23%
January - June 2022	2.46%
July 2022	1.94%
August 2022	2.36%
September 2022	1.91%

Population Characteristics



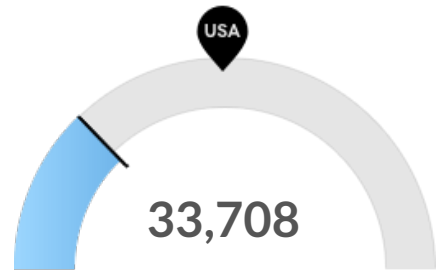
Millennials

Your area has 36,220 millennials (ages 25-39). The national average for an area this size is 39,711.



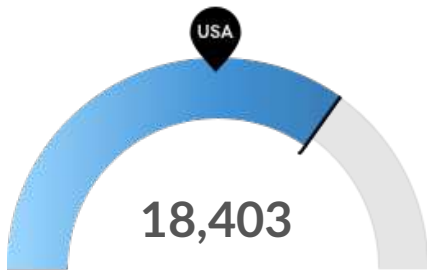
Retiring Soon

Retirement risk is high in your area. The national average for an area this size is 57,786 people 55 or older, while there are 68,127 here.



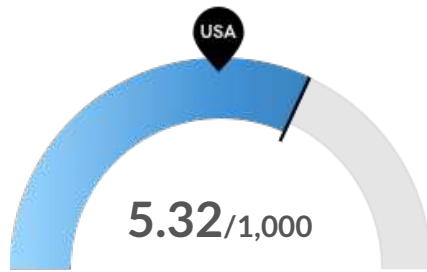
Racial Diversity

Racial diversity is low in your area. The national average for an area this size is 79,113 racially diverse people, while there are 33,708 here.



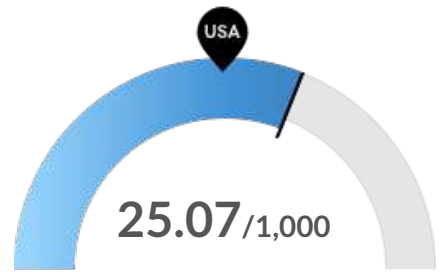
Veterans

Your area has 18,403 veterans. The national average for an area this size is 10,664.



Violent Crime

Your area has 5.32 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

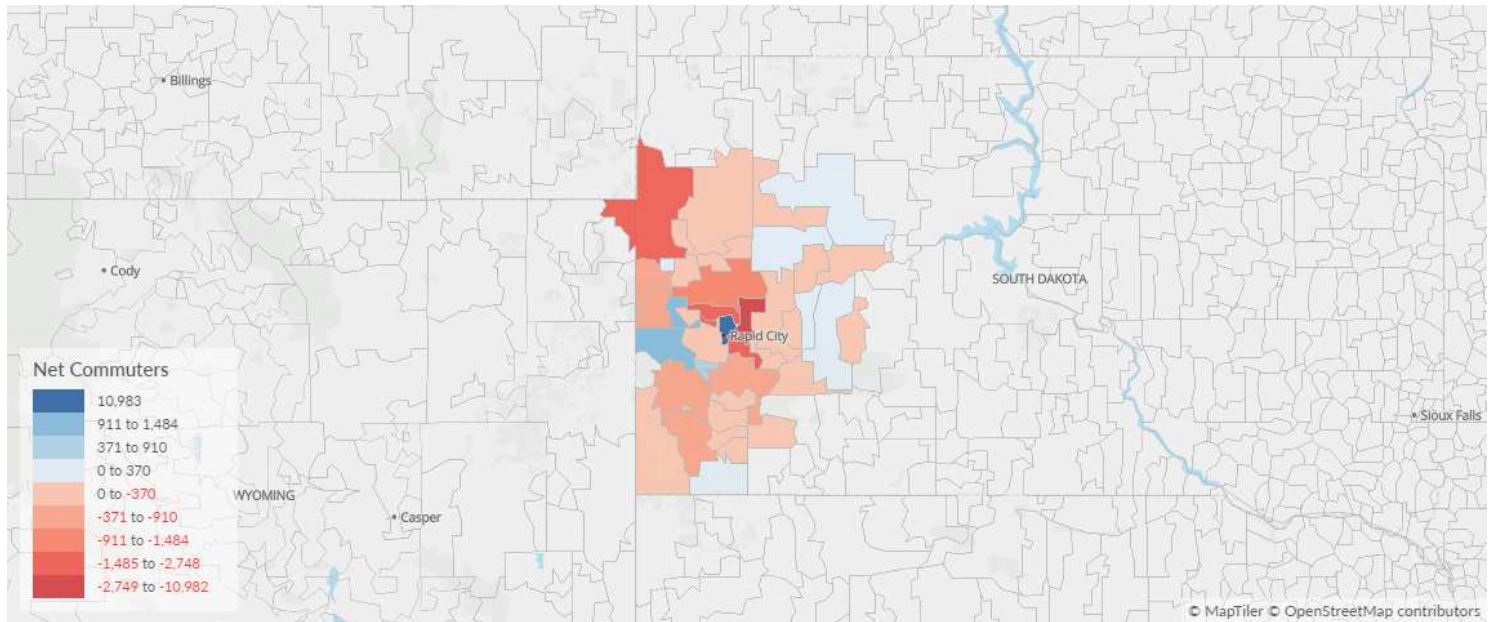


Property Crime

Your area has 25.07 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2021 Employment
57701	Rapid City, SD, SD (in Pe...	35,214
57702	Rapid City, SD, SD (in Pe...	19,351
57703	Rapid City, SD, SD (in Pe...	8,317
57783	Spearfish, SD, SD (in La...	7,838
57785	Sturgis, SD, SD (in Mead...	4,308

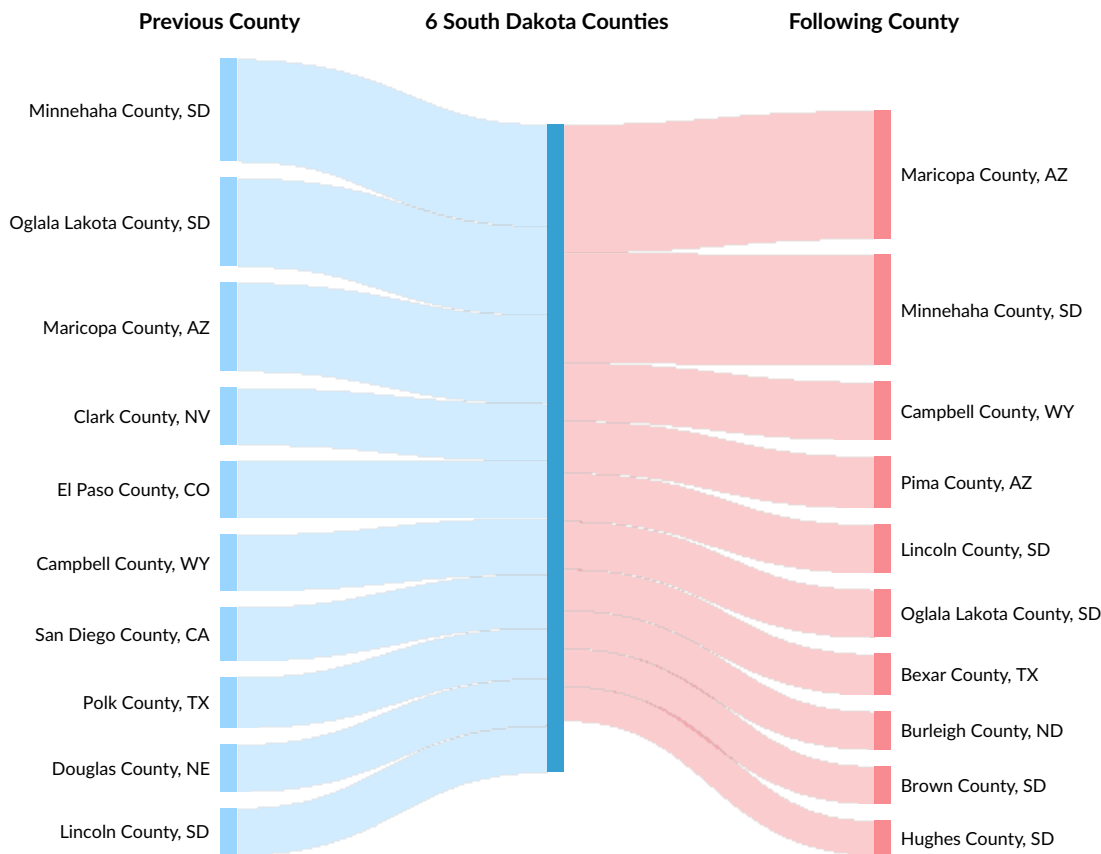
Where Talent Lives

ZIP	Name	2021 Workers
57701	Rapid City, SD, SD (in Pe...	24,232
57702	Rapid City, SD, SD (in Pe...	19,564
57703	Rapid City, SD, SD (in Pe...	10,248
57783	Spearfish, SD, SD (in La...	8,414
57719	Box Elder, SD, SD (in Pe...	5,606

Inbound and Outbound Migration

The table below analyzes past and current residents of 6 South Dakota Counties. The left column shows residents of other counties migrating to 6 South Dakota Counties. The right column shows residents migrating from 6 South Dakota Counties to other counties.

As of 2020, 235 people have migrated from Minnehaha County, SD to 6 South Dakota Counties. In the same year, 294 people left 6 South Dakota Counties migrating to Maricopa County, AZ. The total Net Migration for 6 South Dakota Counties in 2020 was 2,383.



Top Previous Counties	Migrations
Minnehaha County, SD	235
Oglala Lakota County, SD	203
Maricopa County, AZ	203
Clark County, NV	131
El Paso County, CO	131

Top Previous Counties	Migrations
Campbell County, WY	129
San Diego County, CA	123
Polk County, TX	116
Douglas County, NE	109
Lincoln County, SD	108
Arapahoe County, CO	102
Hughes County, SD	102
Jefferson County, CO	96
Hennepin County, MN	93
Weld County, CO	92
Top Following Counties	Migrations
Maricopa County, AZ	294
Minnehaha County, SD	253
Campbell County, WY	133
Pima County, AZ	119
Lincoln County, SD	111
Oglala Lakota County, SD	110
Bexar County, TX	94
Burleigh County, ND	87
Brown County, SD	87
Hughes County, SD	79
Clark County, NV	78
Weld County, CO	76
Lancaster County, NE	73
Cass County, ND	73

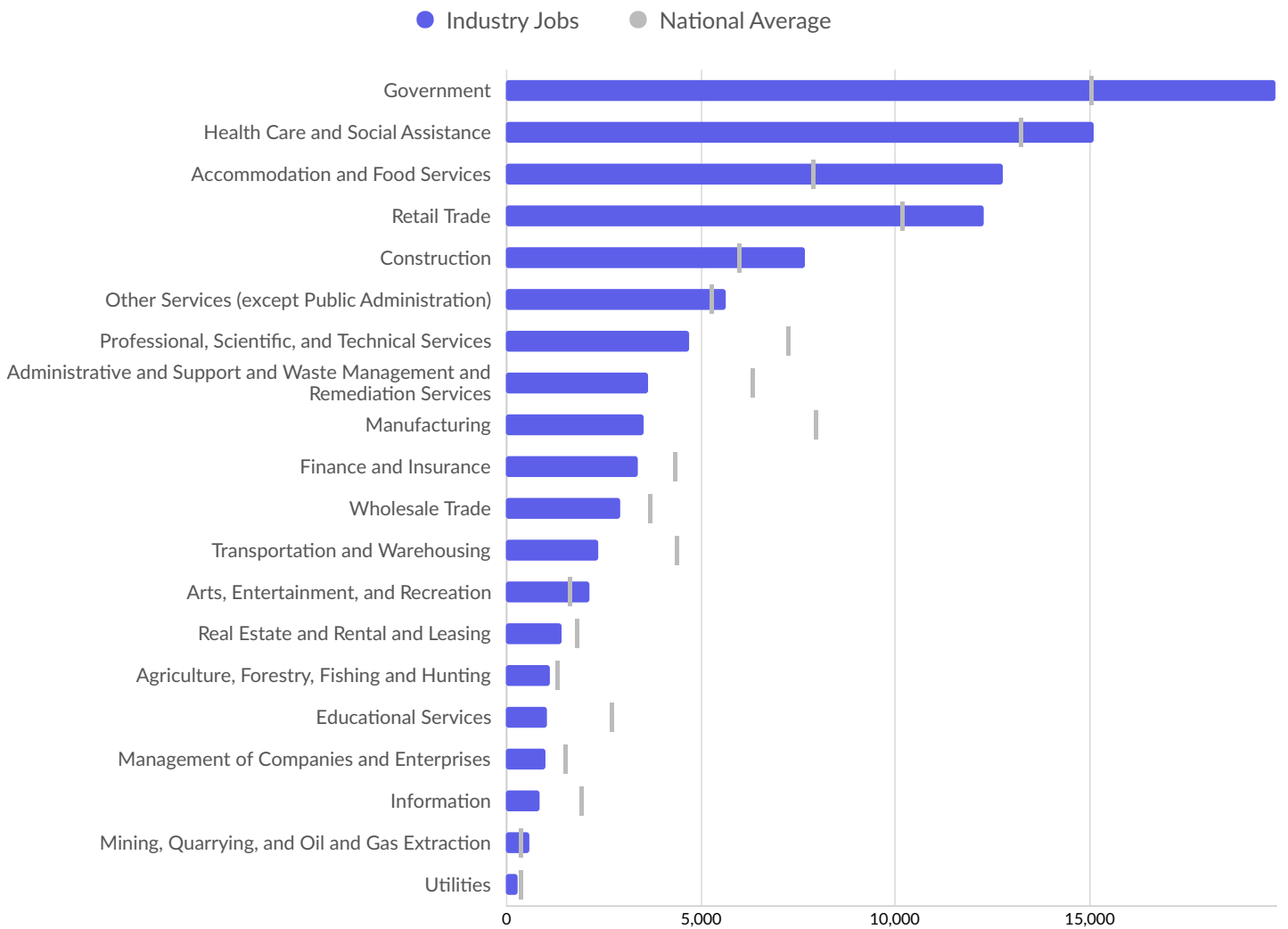
**Top Following Counties****Migrations**

Hennepin County, MN

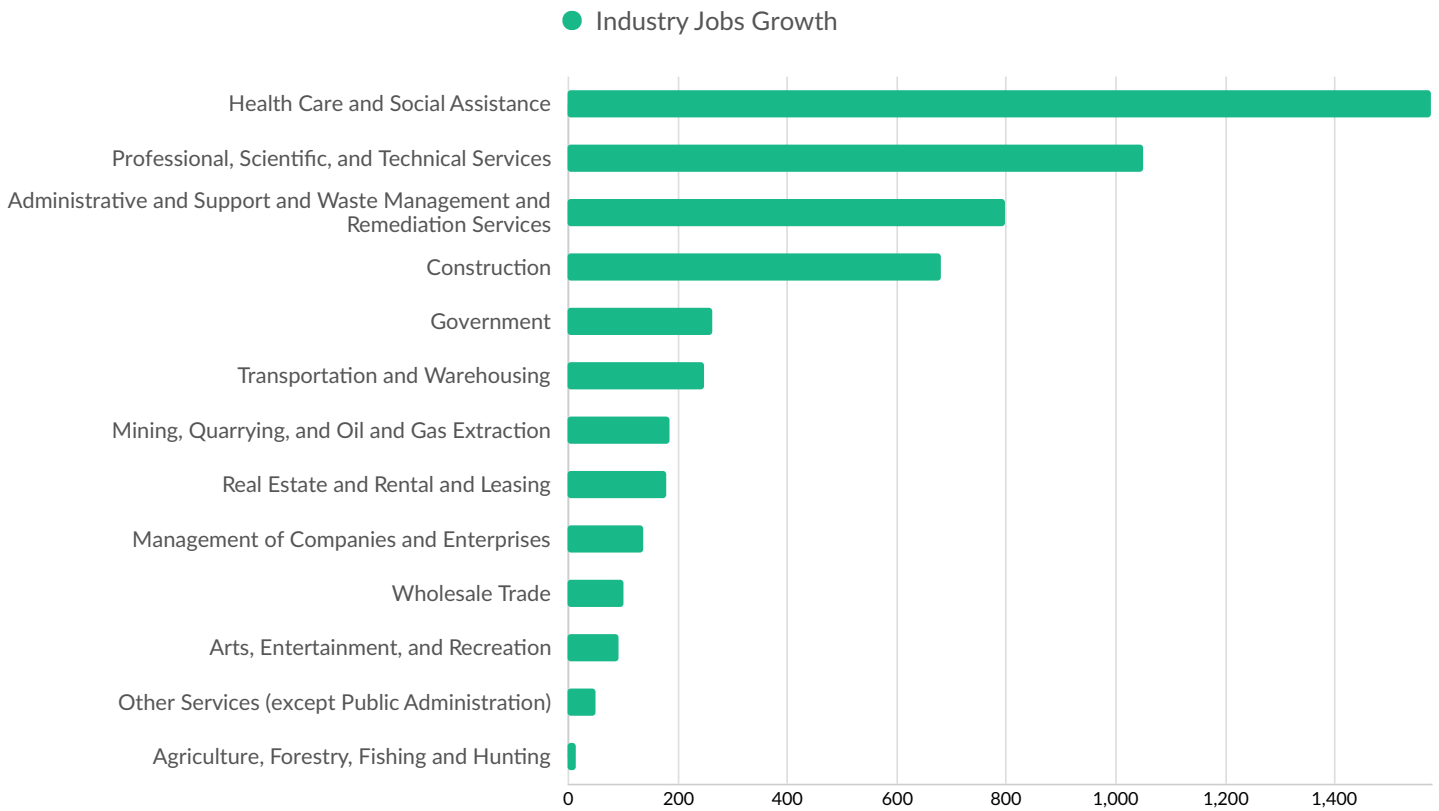
73

Industry Characteristics

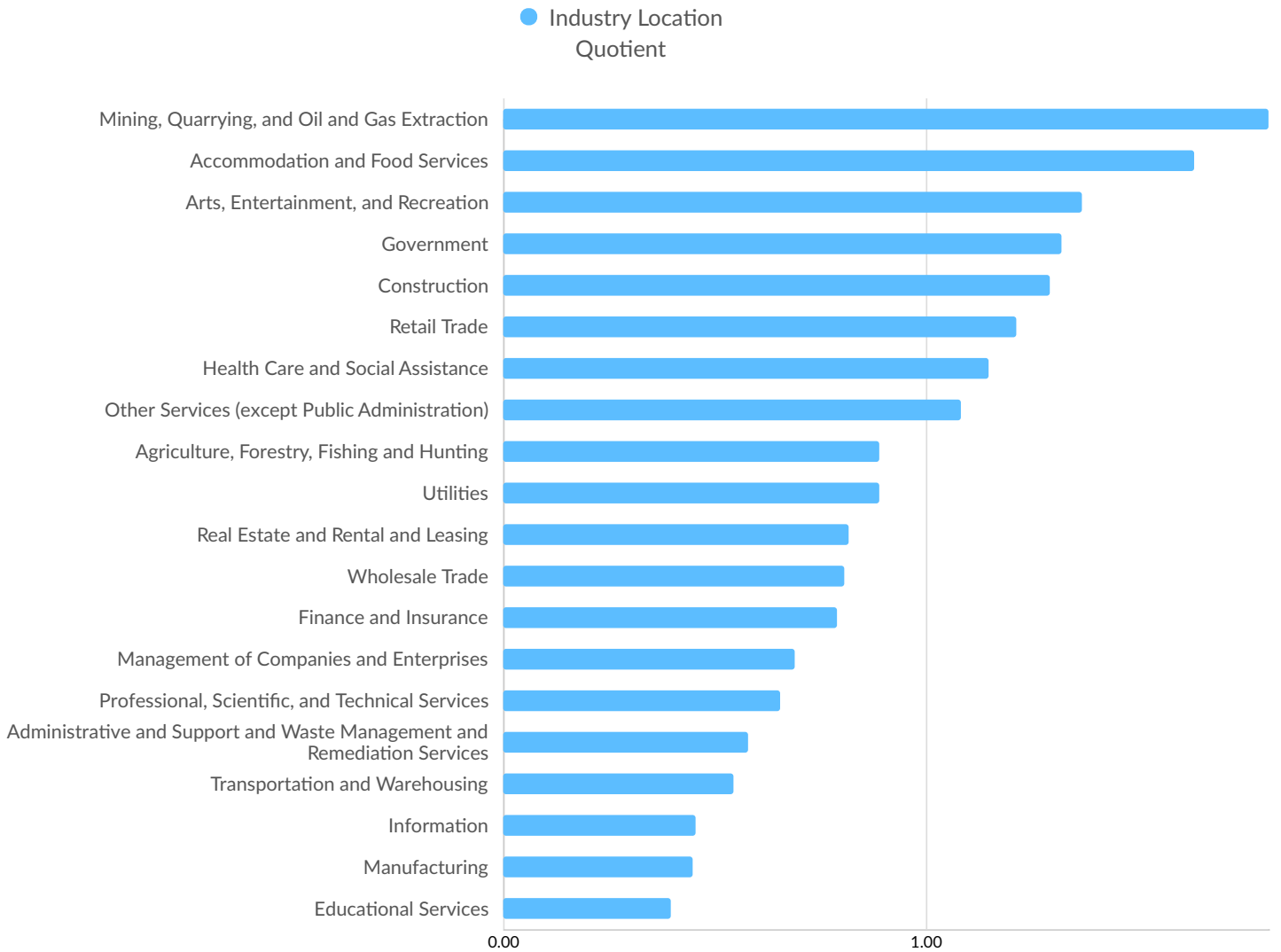
Largest Industries



Top Growing Industries



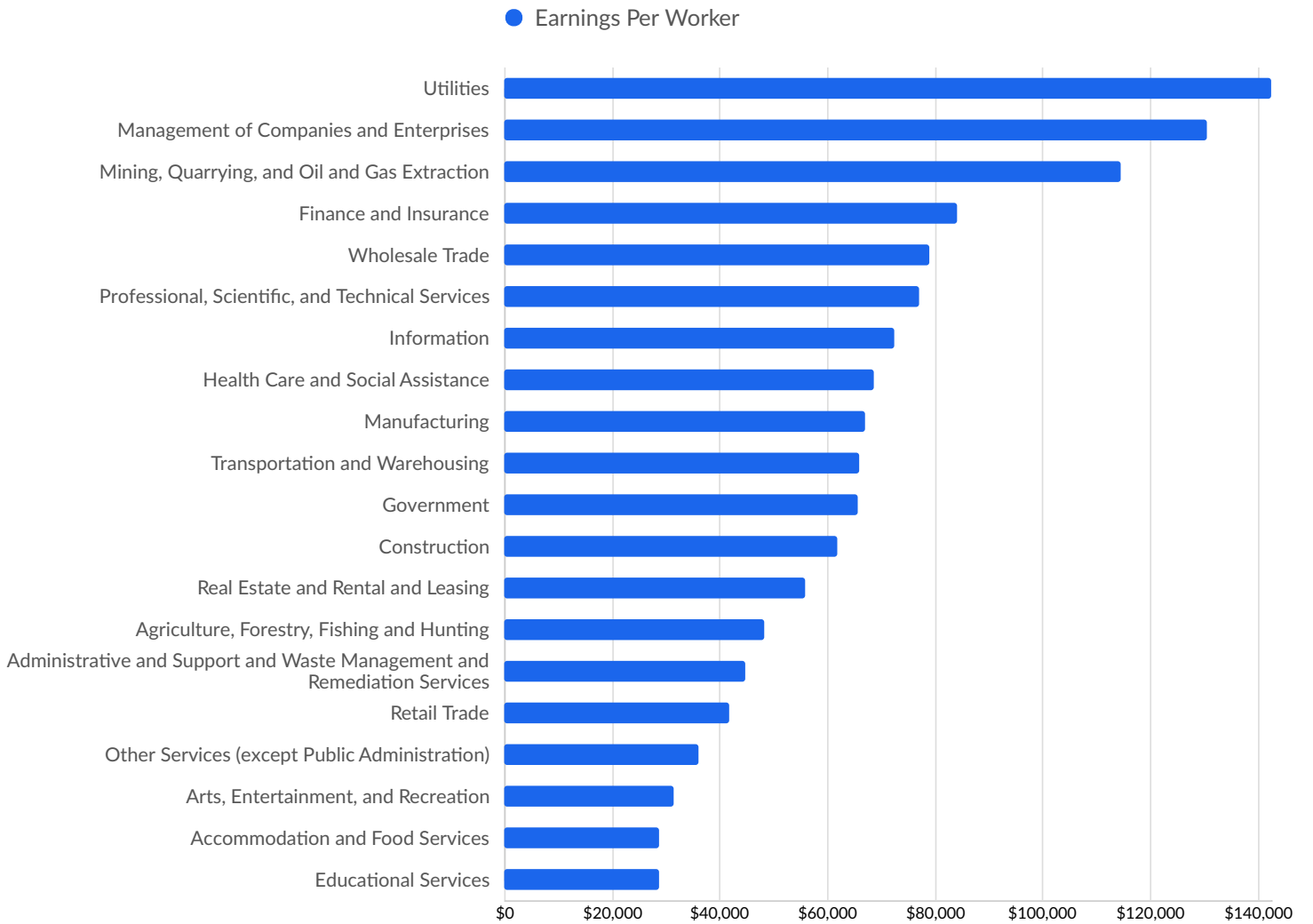
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



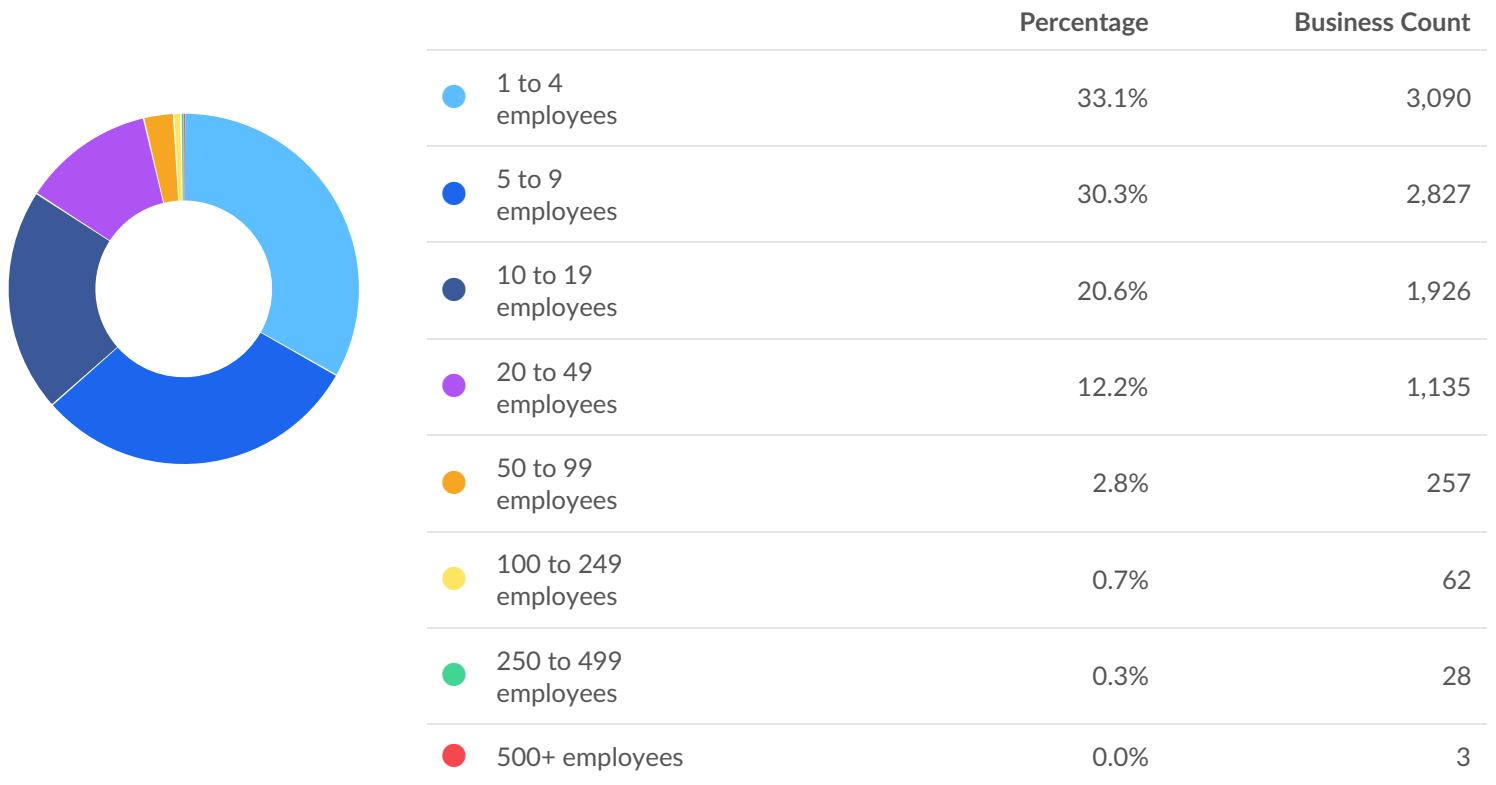
Business Characteristics

9,969 Companies Employ Your Workers

Online profiles for your workers mention 9,969 companies as employers, with the top 10 appearing below. In the last 12 months, 1,133 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Regional Health	1,791 	City Of Rapid City	1,491 
United States Air Force	1,311 	South Dakota Board of Regents	883 
South Dakota School Of Mines ...	633 	Regional Health	785 
Black Hills Corporation	581 	Mass Markets	342 
Black Hills State University	442 	Walmart	255 
Rapid City Area Schools	428 	United States Department of Ve...	241 
United States Department of Ve...	338 	General Dynamics	211 
Walmart	277 	Black Hills Corporation	179 
City Of Rapid City	233 	Regional West Medical Center	172 
Cls	196 	Great Plains Tribal Chairmen's H...	154 

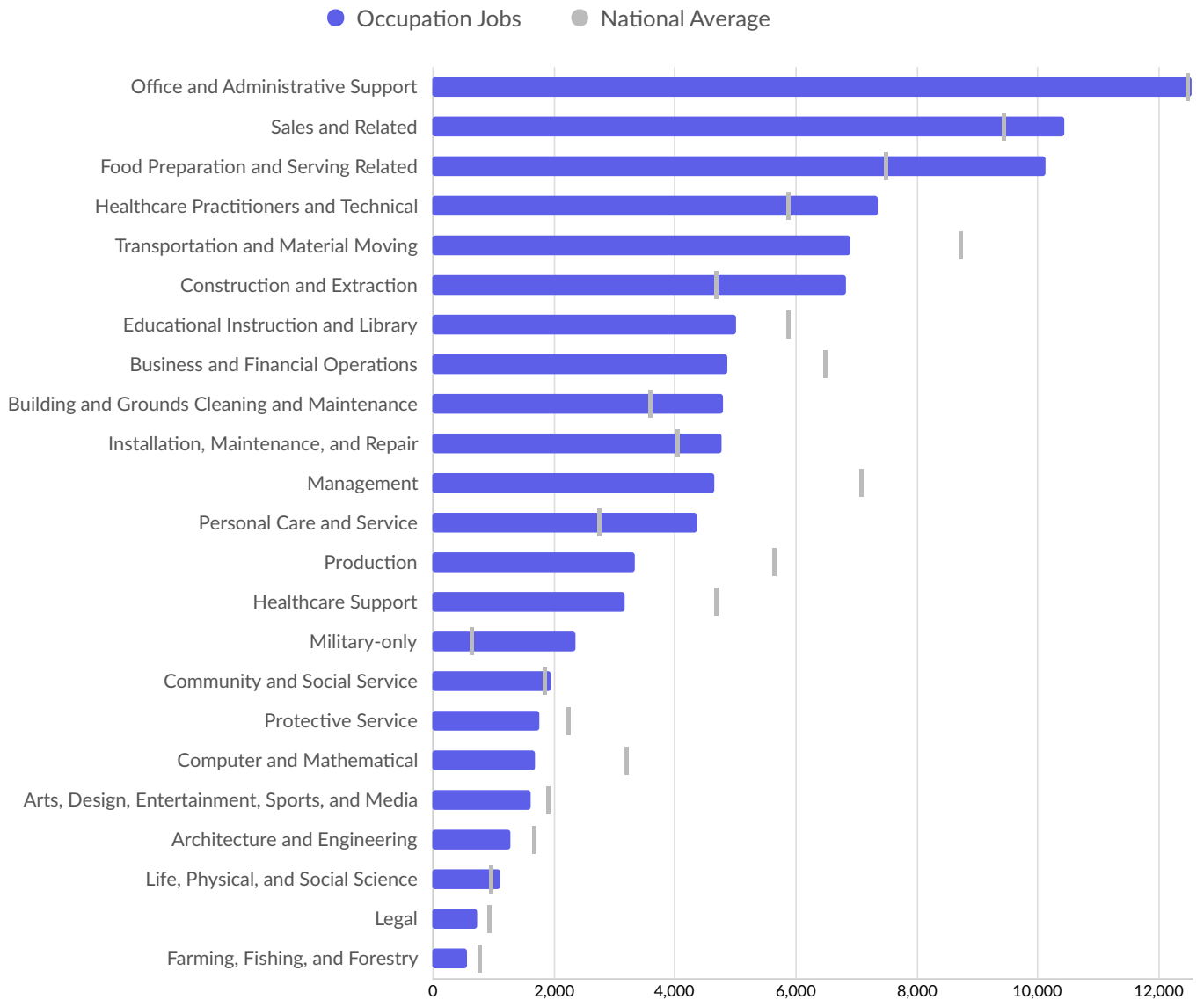
Business Size



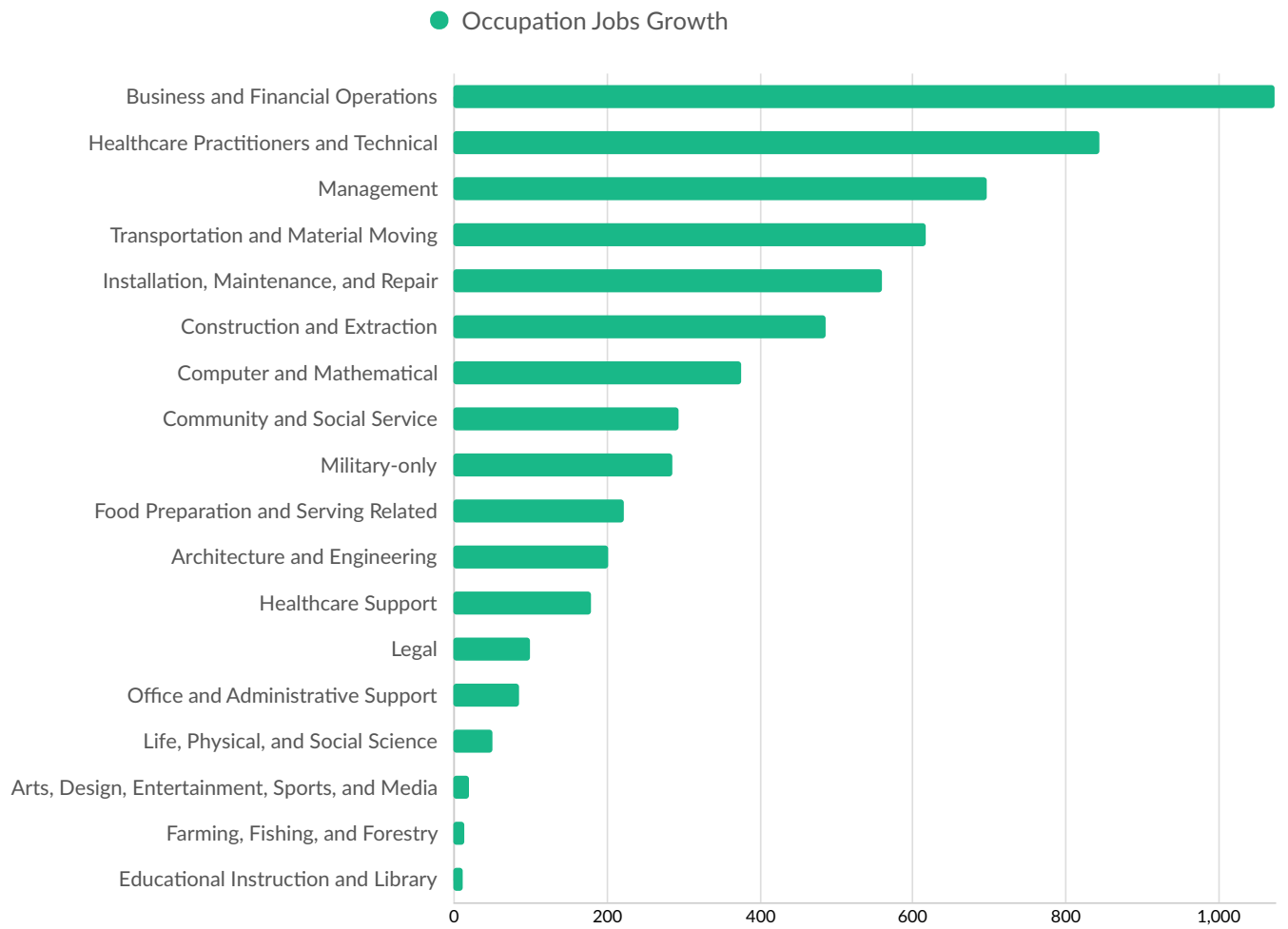
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

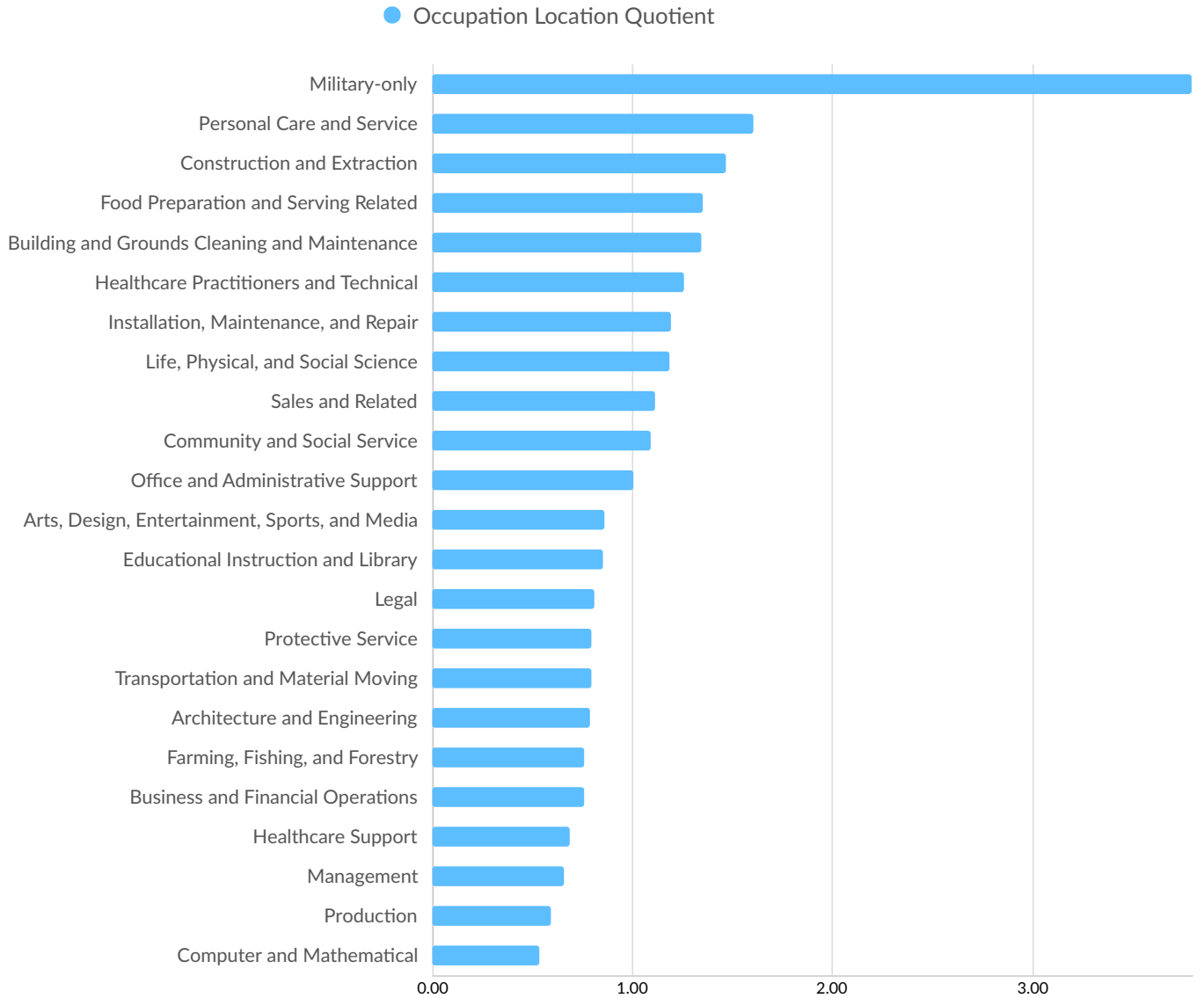
Largest Occupations



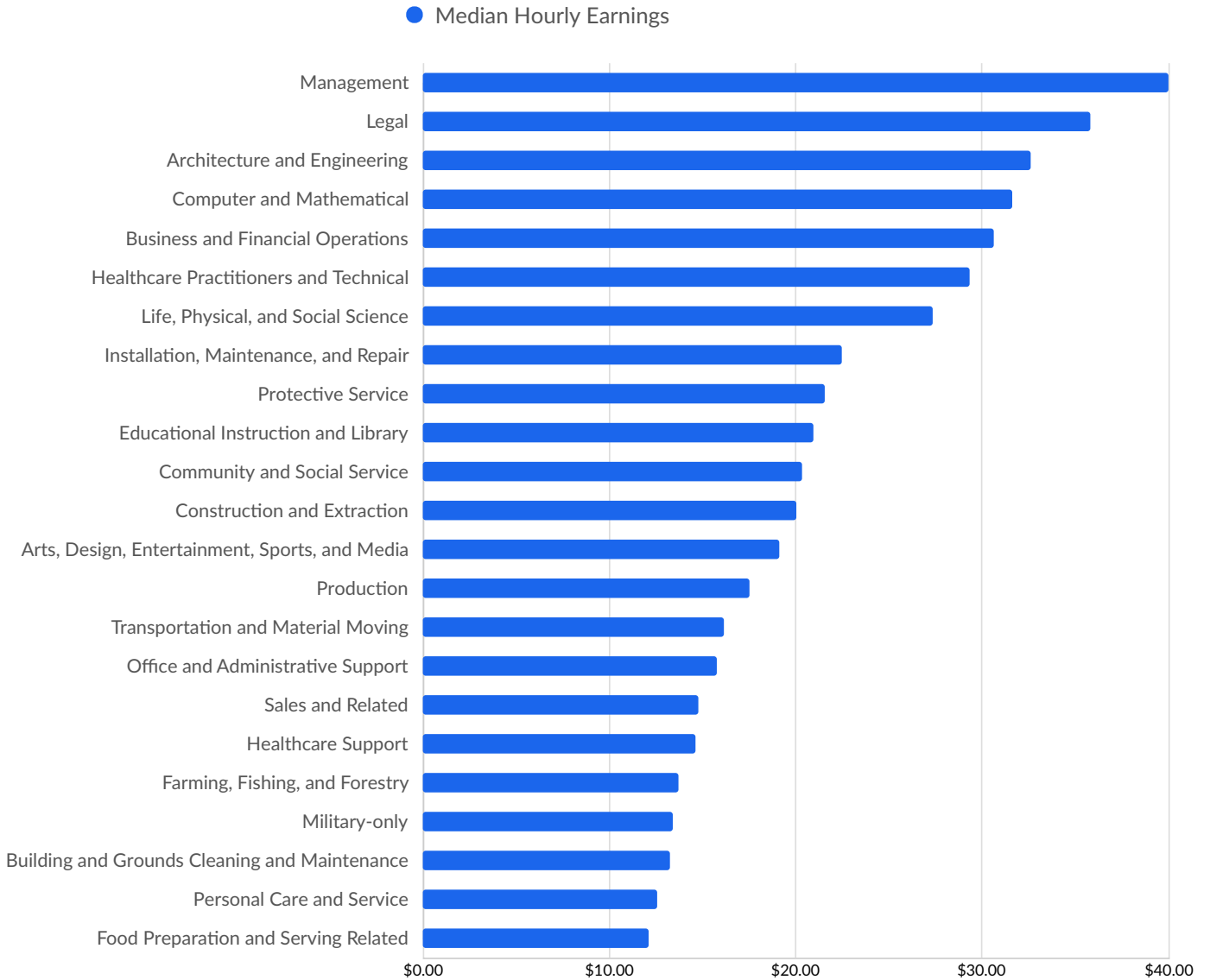
Top Growing Occupations



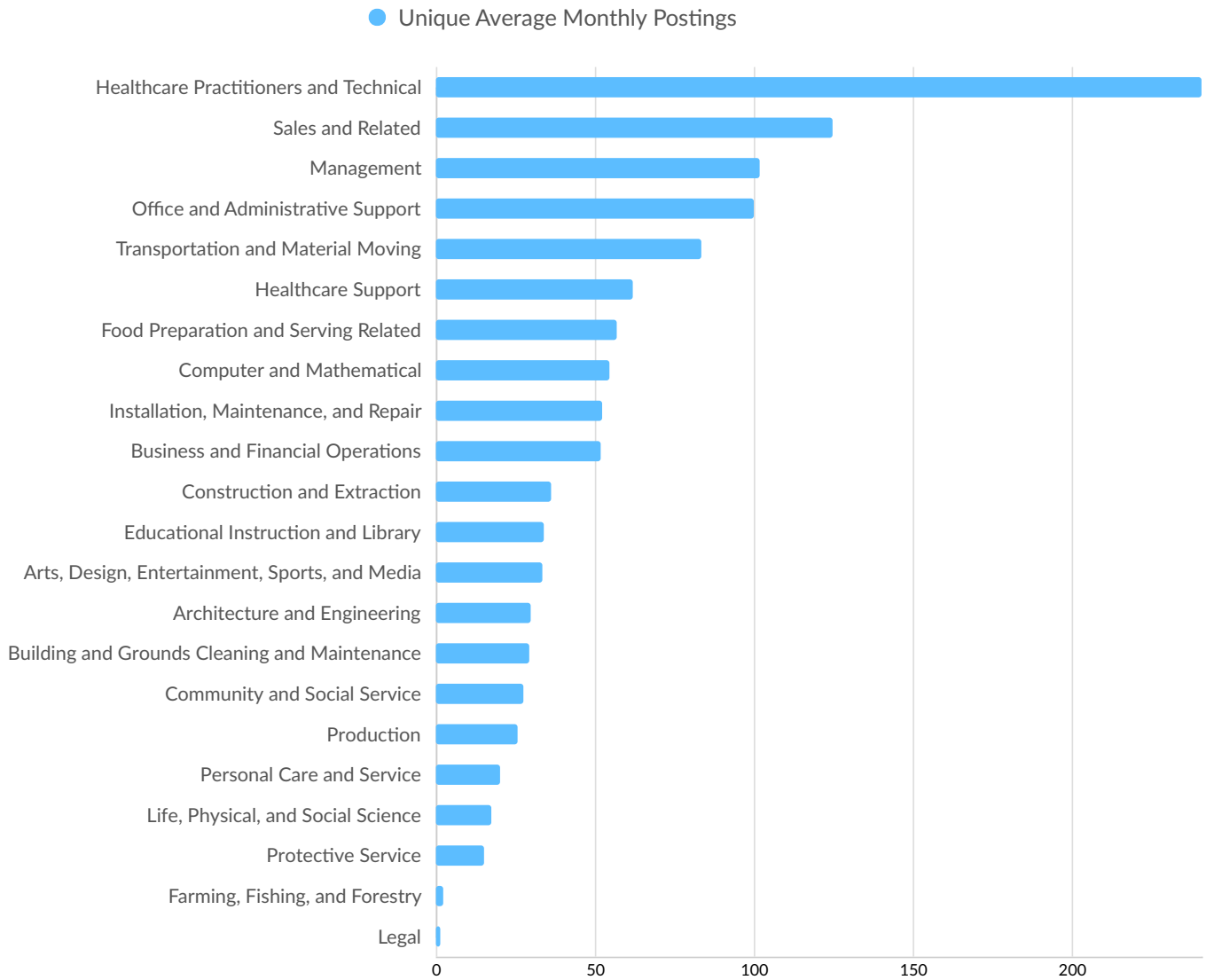
Top Occupation Location Quotient



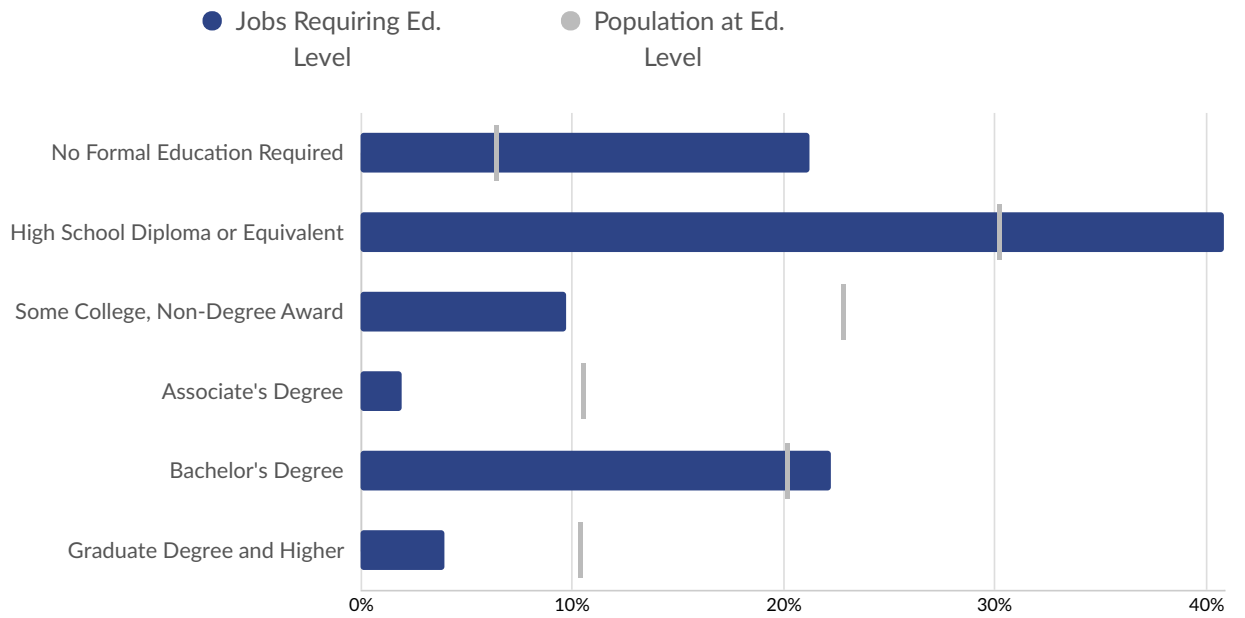
Top Occupation Earnings



Top Posted Occupations


















Underemployment



Educational Pipeline

In 2021, there were 2,163 graduates in 6 South Dakota Counties. This pipeline has grown by 8% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Business Administration and Management, General", and Mechanical Engineering.

School	Total Graduates (2021)	Graduate Trend (2017 - 2021)
Black Hills State University	585 	
National American University-Rapid City	544 	
South Dakota School of Mines and Technology	489 	
Western Dakota Technical College	424 	
The Salon Professional Academy	49 	
Headlines Academy Inc	47 	
National American University-Ellsworth AFB Extension	25 	
National American University-Harold D. Buckingham Graduate School	0	

● Certificate
 ● Associate's
 ● Bachelor's
 ● Master's or Higher

In-Demand Skills

