



# Rushmore Region

Fran White  
fwhite@wrbsc.com



730 E. Watertown Street, Suite 102  
Rapid City, South Dakota 57701

# Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	17
Business Characteristics .....	22
Workforce Characteristics .....	24
Educational Pipeline .....	30
In-Demand Skills .....	31

## 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

195,467

Population (2022)

Population **grew by 5,465** over the last 5 years and is projected to **grow by 3,795** over the next 5 years.

103,888

Total Regional Employment

Jobs **grew by 5,391** over the last 5 years and are projected to **grow by 6,549** over the next 5 years.

\$60.7K

Avg. Earnings Per Job (2022)

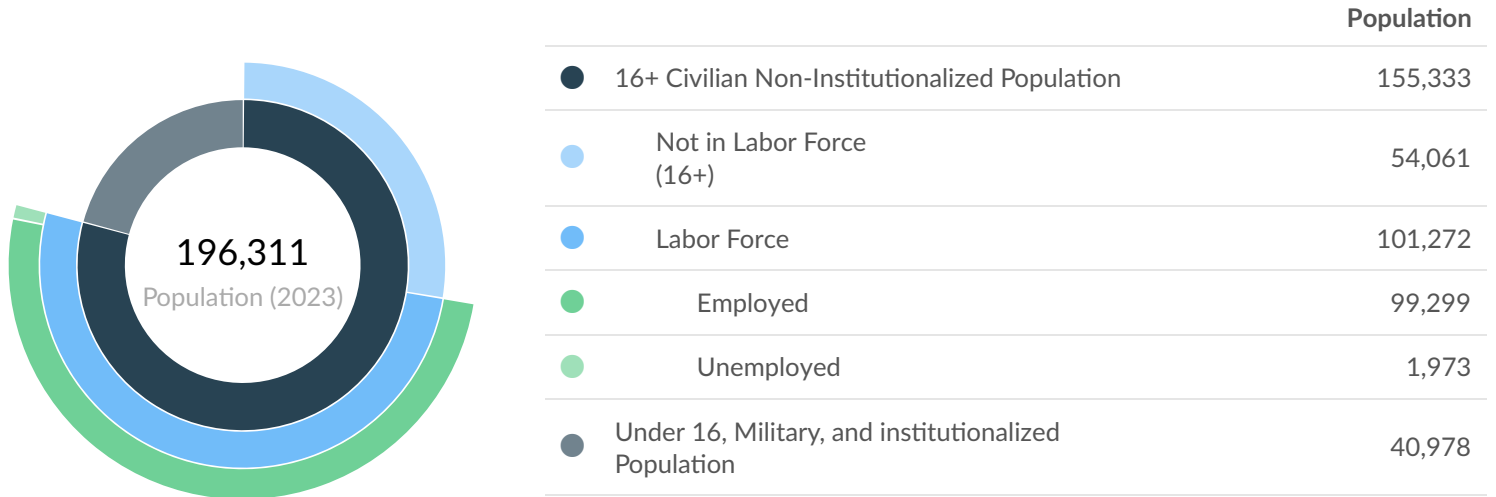
Regional average earnings per job are **\$20.1K below** the national average earnings of \$80.8K per job.

## Takeaways

- As of 2022 the region's population **increased by 2.9%** since 2017, growing by 5,465. Population is expected to **increase by 1.9%** between 2022 and 2027, adding 3,795.
- From 2017 to 2022, jobs **increased by 5.5%** in 6 South Dakota Counties from 98,498 to **103,888**. This change **outpaced the national growth rate of 3.8% by 1.7%**. As the number of jobs increased, the **labor force participation rate increased from 61.7% to 64.6% between 2017 and 2022**.
- Concerning educational attainment, **21.0% of the selected regions' residents possess a Bachelor's Degree** (0.1% above the national average), and **10.8% hold an Associate's Degree** (2.0% above the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

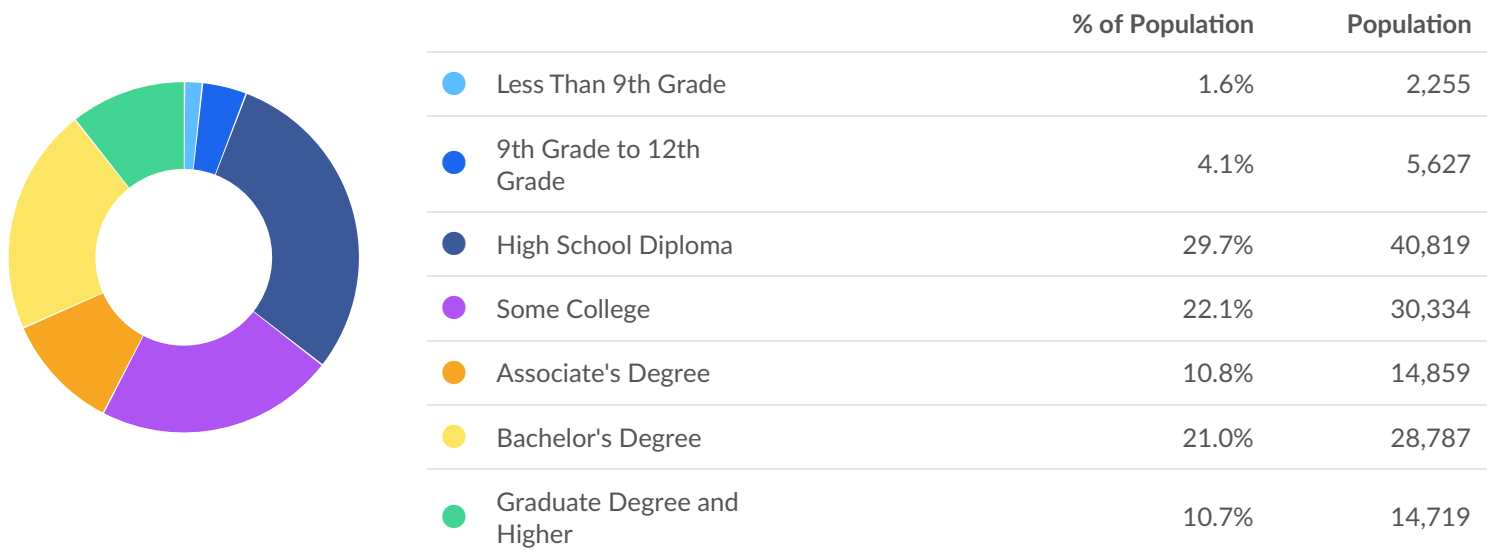
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	196,311	101,272	103,888	98.0	\$13.32B	\$15.42B	\$19.10B
State	912,613	481,542	516,340	99.5	\$68.77B	\$73.26B	\$92.57B

## Apr 2023 Labor Force Breakdown



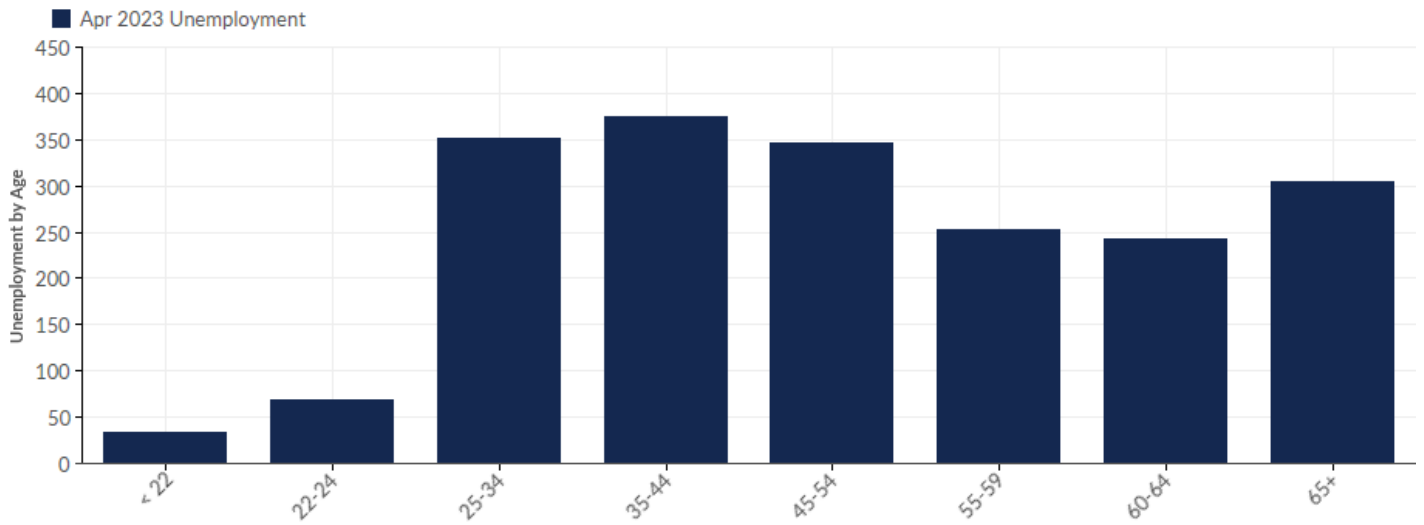
## Educational Attainment

Concerning educational attainment, **21.0%** of the selected regions' residents possess a **Bachelor's Degree** (0.1% above the national average), and **10.8%** hold an **Associate's Degree** (2.0% above the national average).



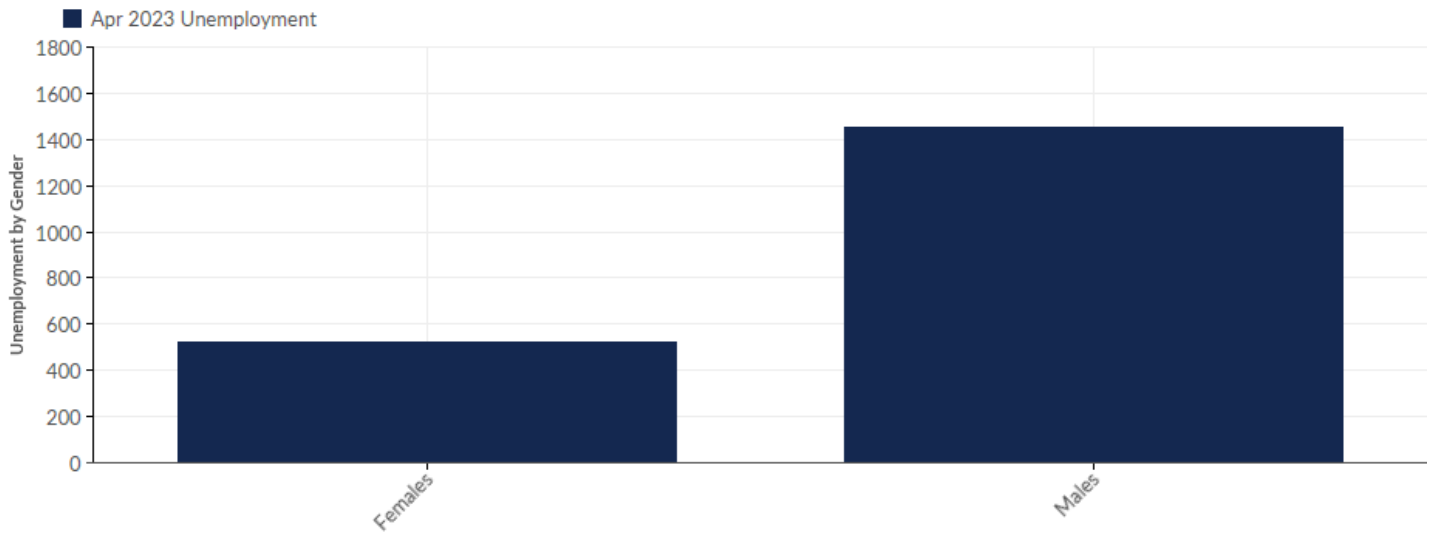
# Unemployment by Demographics

## Unemployment by Age



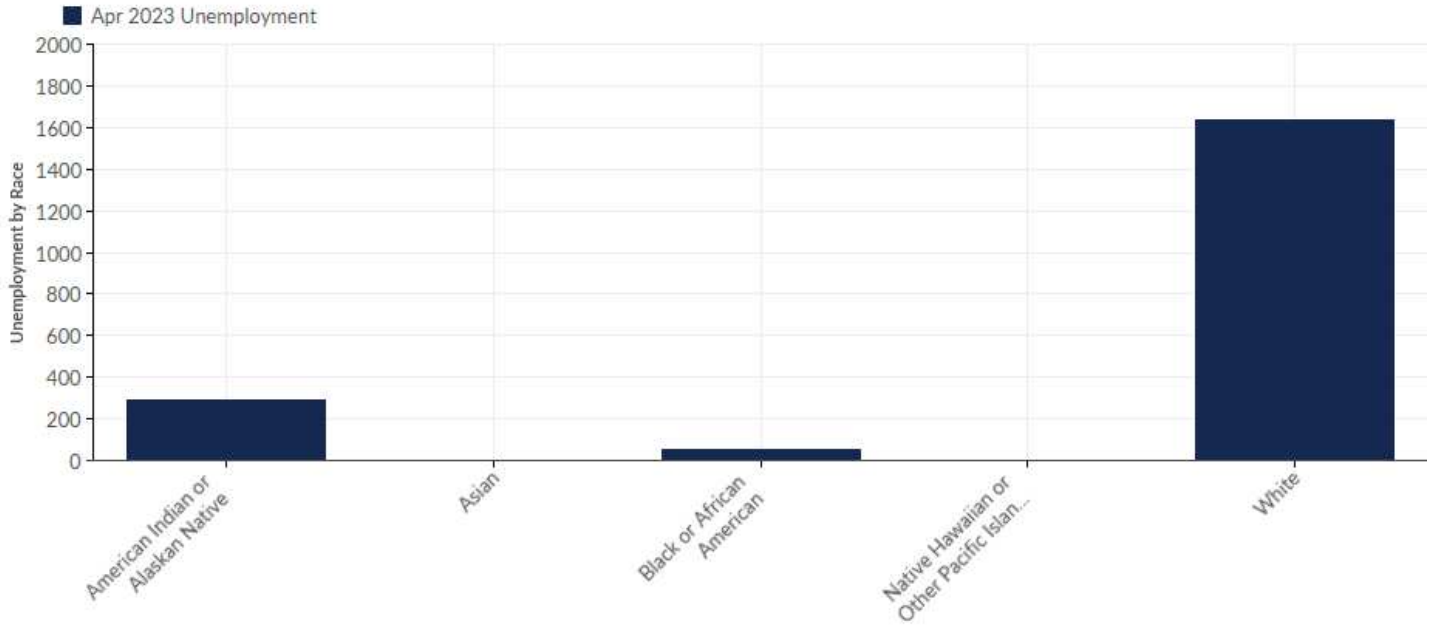
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	33	1.67%
22-24	69	3.50%
25-34	352	17.84%
35-44	375	19.01%
45-54	345	17.49%
55-59	252	12.77%
60-64	243	12.32%
65+	304	15.41%
Total	1,973	100.00%

## Unemployment by Gender



Gender	Unemployment (Apr 2023)	% of Unemployed
Females	524	26.56%
Males	1,449	73.44%
Total	1,973	100.00%

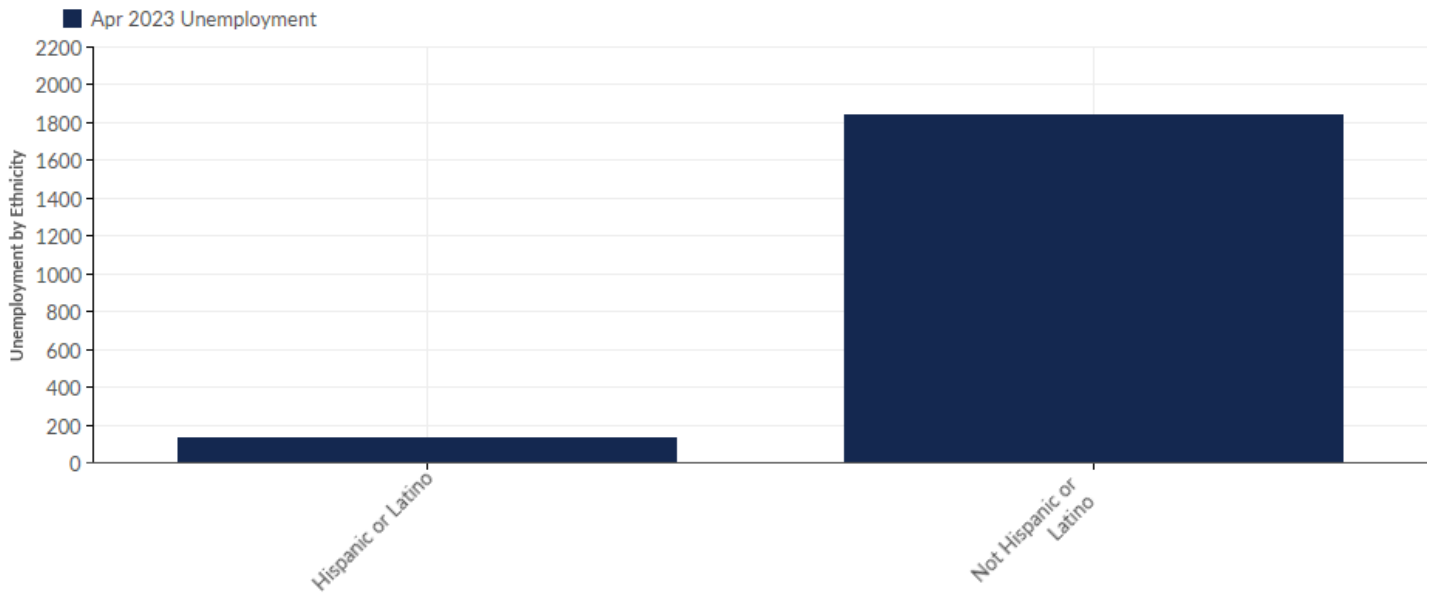
## Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	289	14.65%
Asian	1	0.05%
Black or African American	51	2.58%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,632	82.72%
Total	1,973	100.00%



## Unemployment by Ethnicity

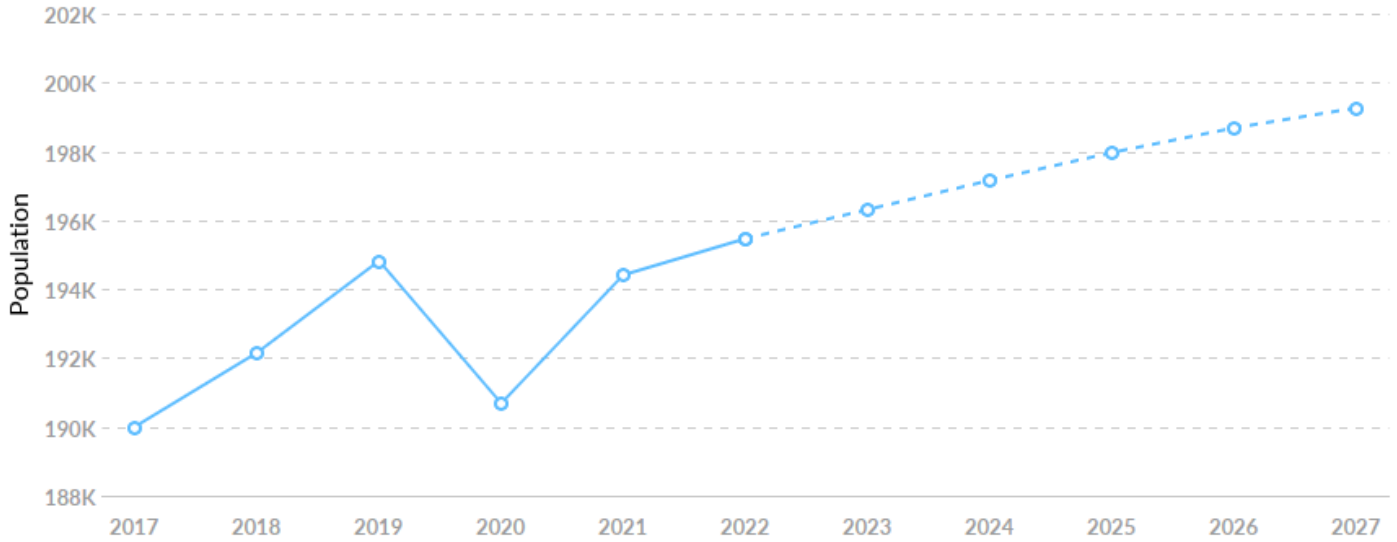


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	133	6.74%
Not Hispanic or Latino	1,840	93.26%
Total	1,973	100.00%

# Historic & Projected Trends

## Population Trends

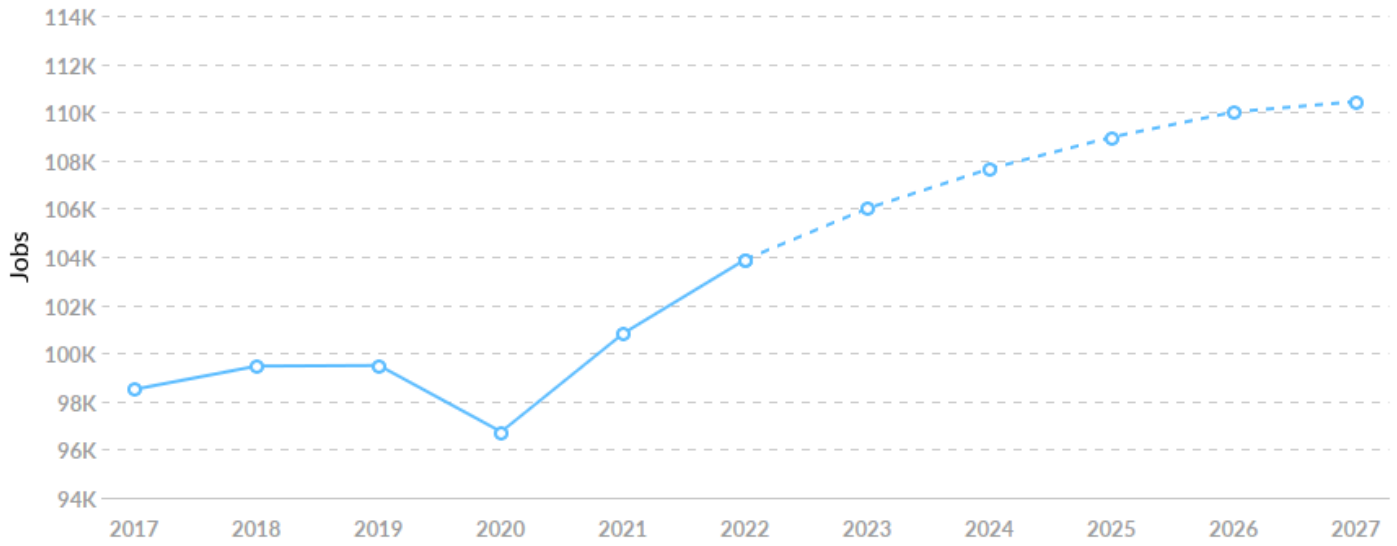
As of 2022 the region's population increased by 2.9% since 2017, growing by 5,465. Population is expected to increase by 1.9% between 2022 and 2027, adding 3,795.



Timeframe	Population
2017	190,002
2018	192,151
2019	194,819
2020	190,681
2021	194,411
2022	195,467
2023	196,311
2024	197,159
2025	197,967
2026	198,683
2027	199,262

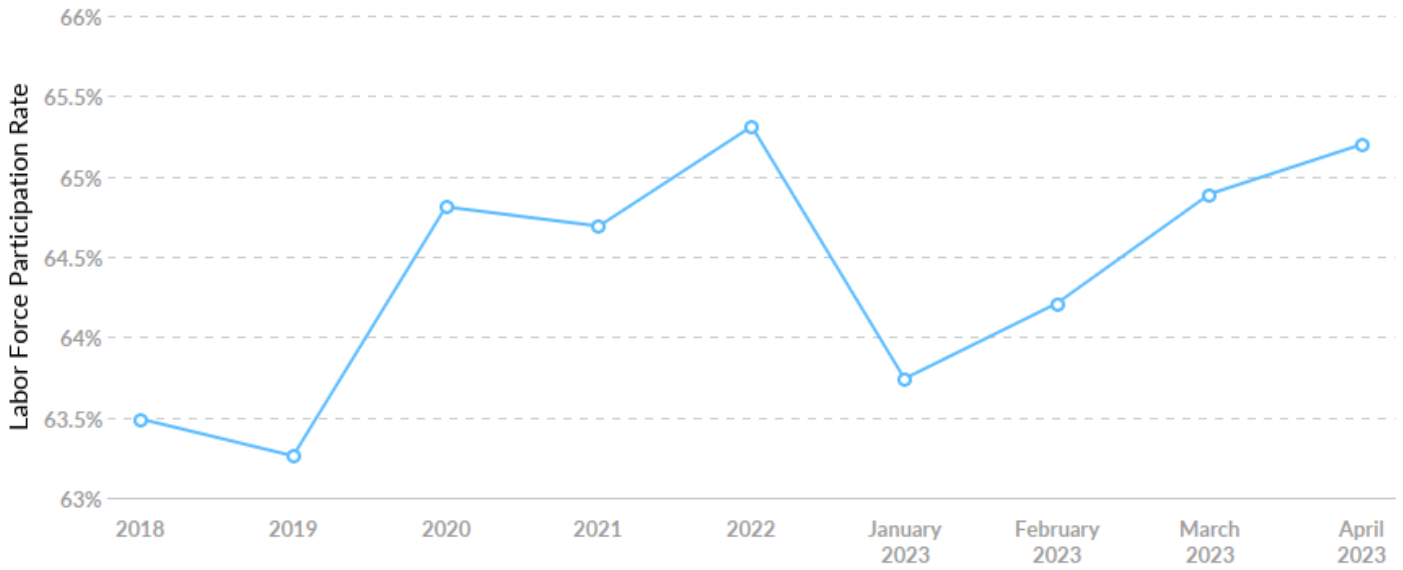
## Job Trends

From 2017 to 2022, jobs increased by 5.5% in 6 South Dakota Counties from 98,498 to **103,888**. This change **outpaced the national growth rate of 3.8% by 1.7%**.



Timeframe	Jobs
2017	98,498
2018	99,461
2019	99,486
2020	96,734
2021	100,818
2022	103,888
2023	106,007
2024	107,651
2025	108,964
2026	110,007
2027	110,437

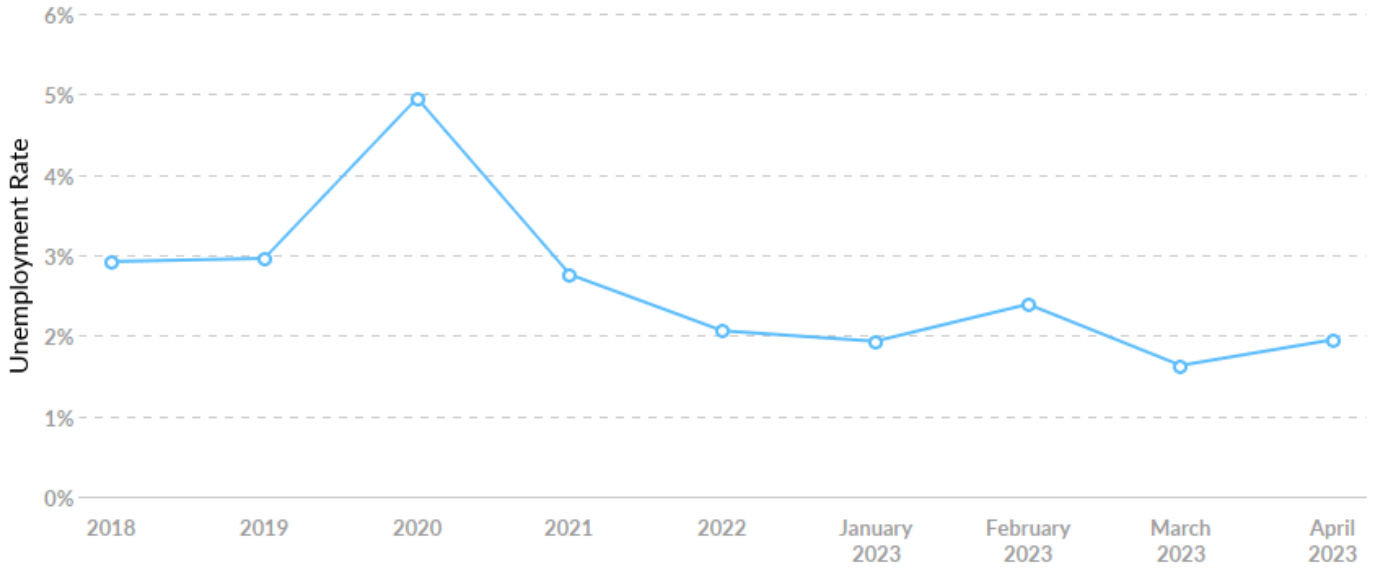
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	63.49%
2019	63.26%
2020	64.81%
2021	64.69%
2022	65.31%
January 2023	63.74%
February 2023	64.21%
March 2023	64.89%
April 2023	65.20%

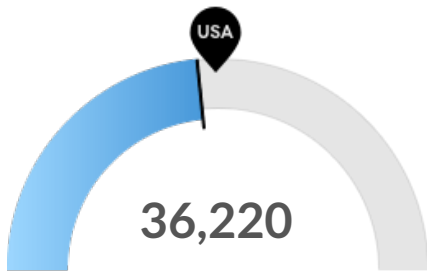
## Unemployment Rate Trends

Your areas had an April 2023 unemployment rate of 1.95%, decreasing from 2.92% 5 years before.



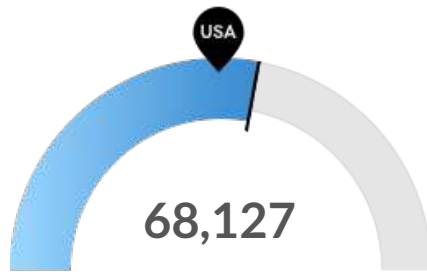
Timeframe	Unemployment Rate
2018	2.92%
2019	2.96%
2020	4.95%
2021	2.76%
2022	2.06%
January 2023	1.93%
February 2023	2.39%
March 2023	1.63%
April 2023	1.95%

## Population Characteristics



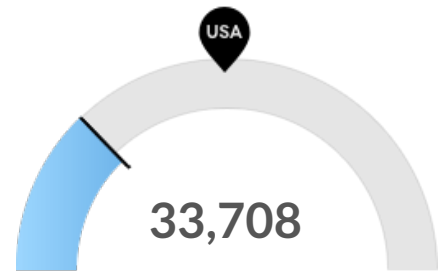
**Millennials**

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



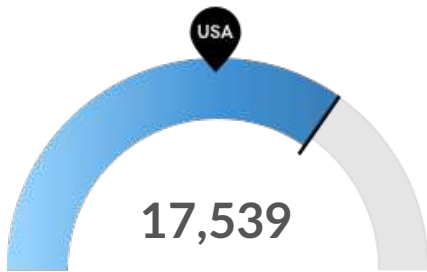
**Retiring Soon**

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.



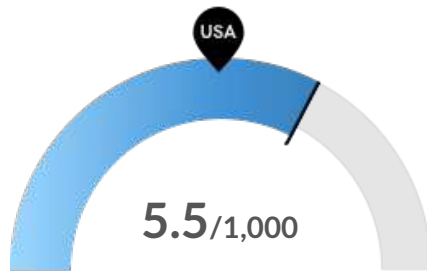
**Racial Diversity**

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.



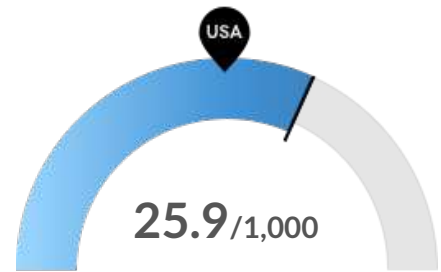
**Veterans**

Your area has 17,539 veterans. The national average for an area this size is 10,211.



**Violent Crime**

Your area has 5.5 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

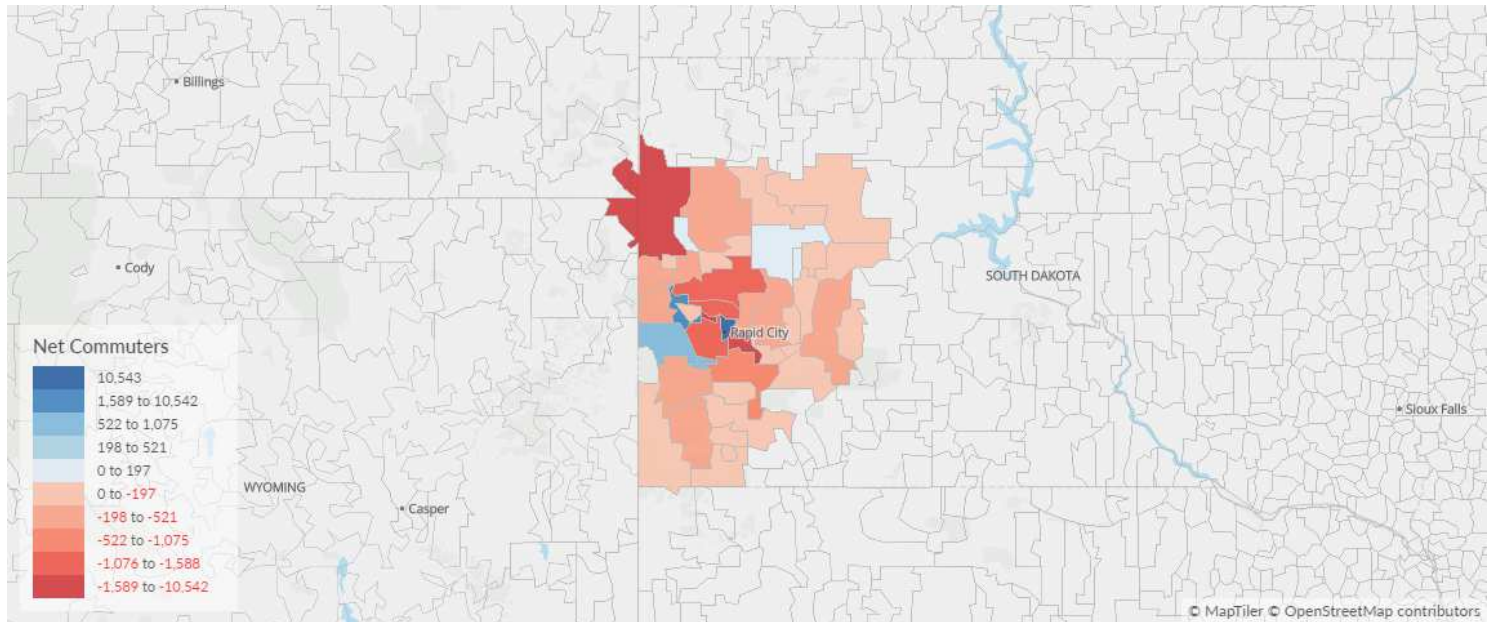


**Property Crime**

Your area has 25.9 property crimes per 1,000 people. The national rate is 17.8 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

### Where Talent Lives

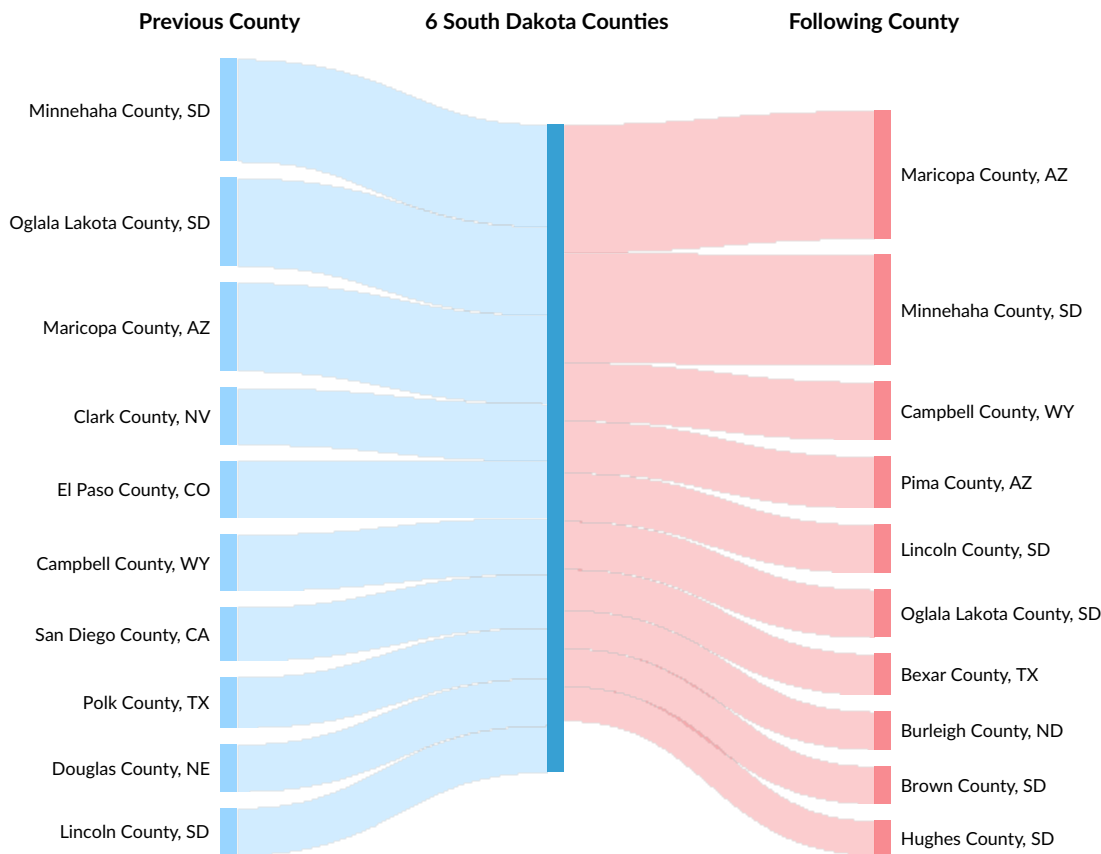
ZIP	Name	2022 Employment
57701	Rapid City, SD (in Penni...	34,928
57702	Rapid City, SD (in Penni...	18,478
57783	Spearfish, SD (in Lawren...	8,333
57703	Rapid City, SD (in Penni...	8,332
57785	Sturgis, SD (in Meade c...	4,994

ZIP	Name	2022 Workers
57701	Rapid City, SD (in Penni...	24,385
57702	Rapid City, SD (in Penni...	19,732
57703	Rapid City, SD (in Penni...	10,242
57783	Spearfish, SD (in Lawren...	8,531
57785	Sturgis, SD (in Meade c...	6,070

# 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

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

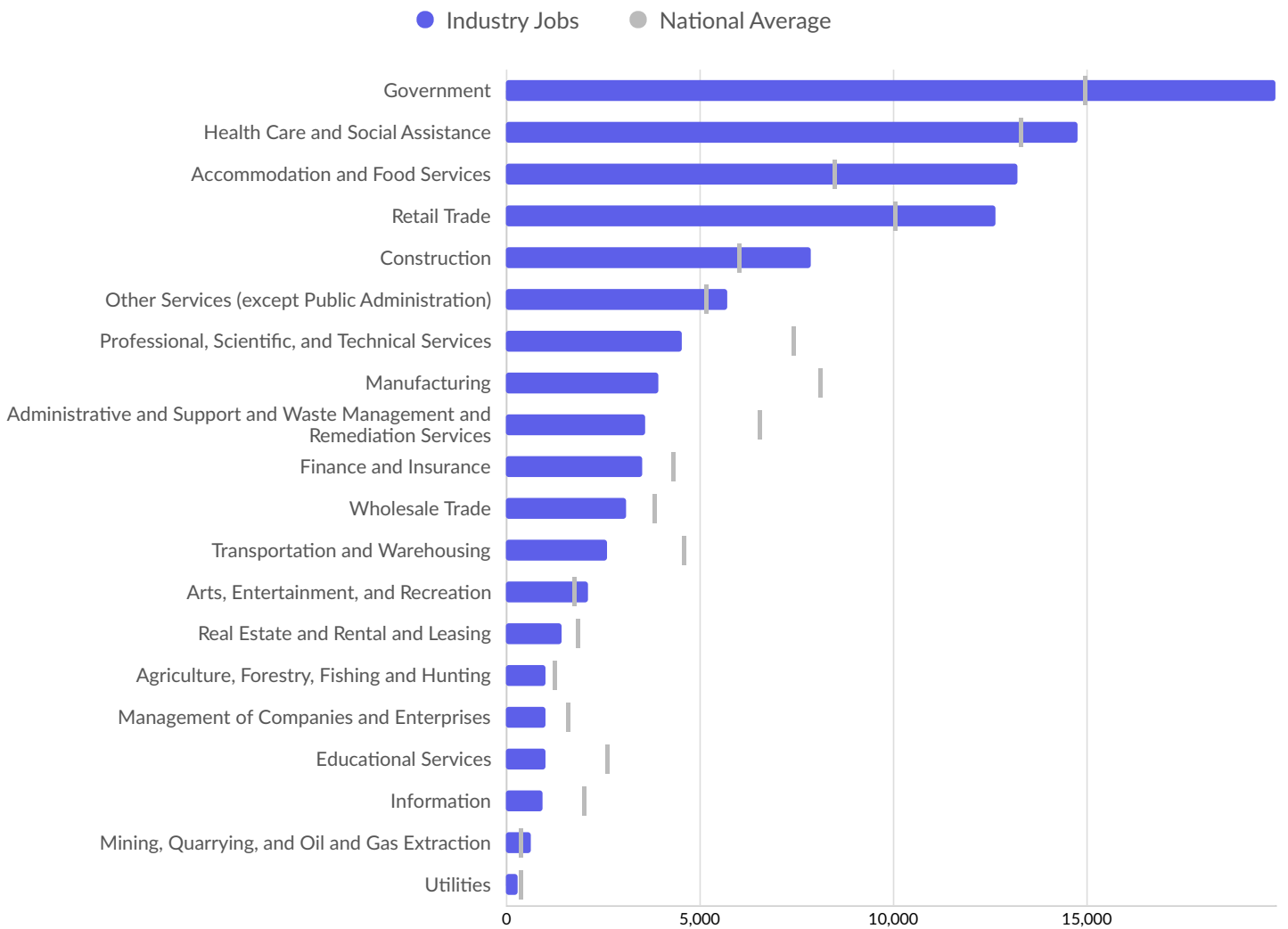
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Hennepin County, MN73

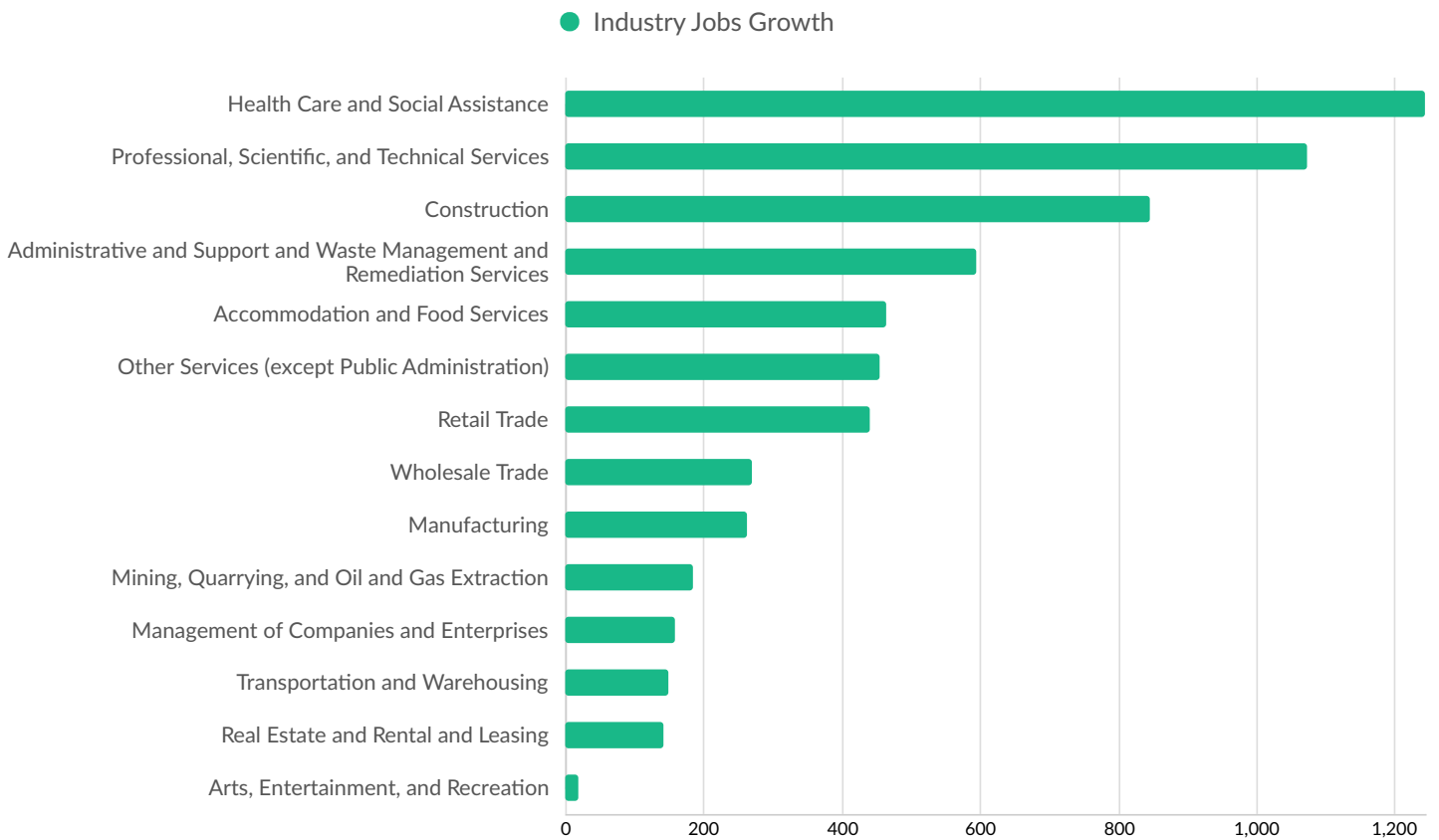
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# Industry Characteristics

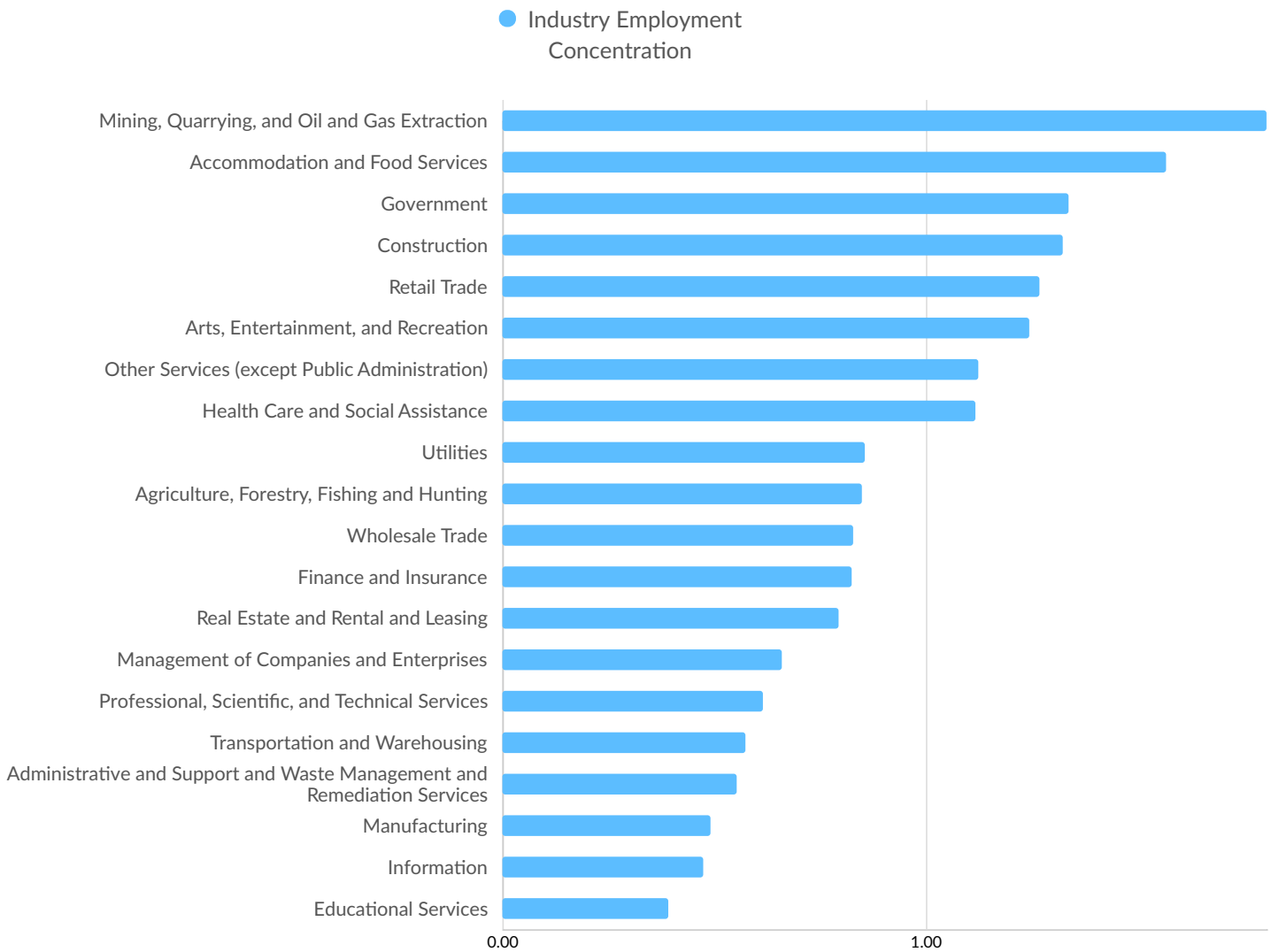
## Largest Industries



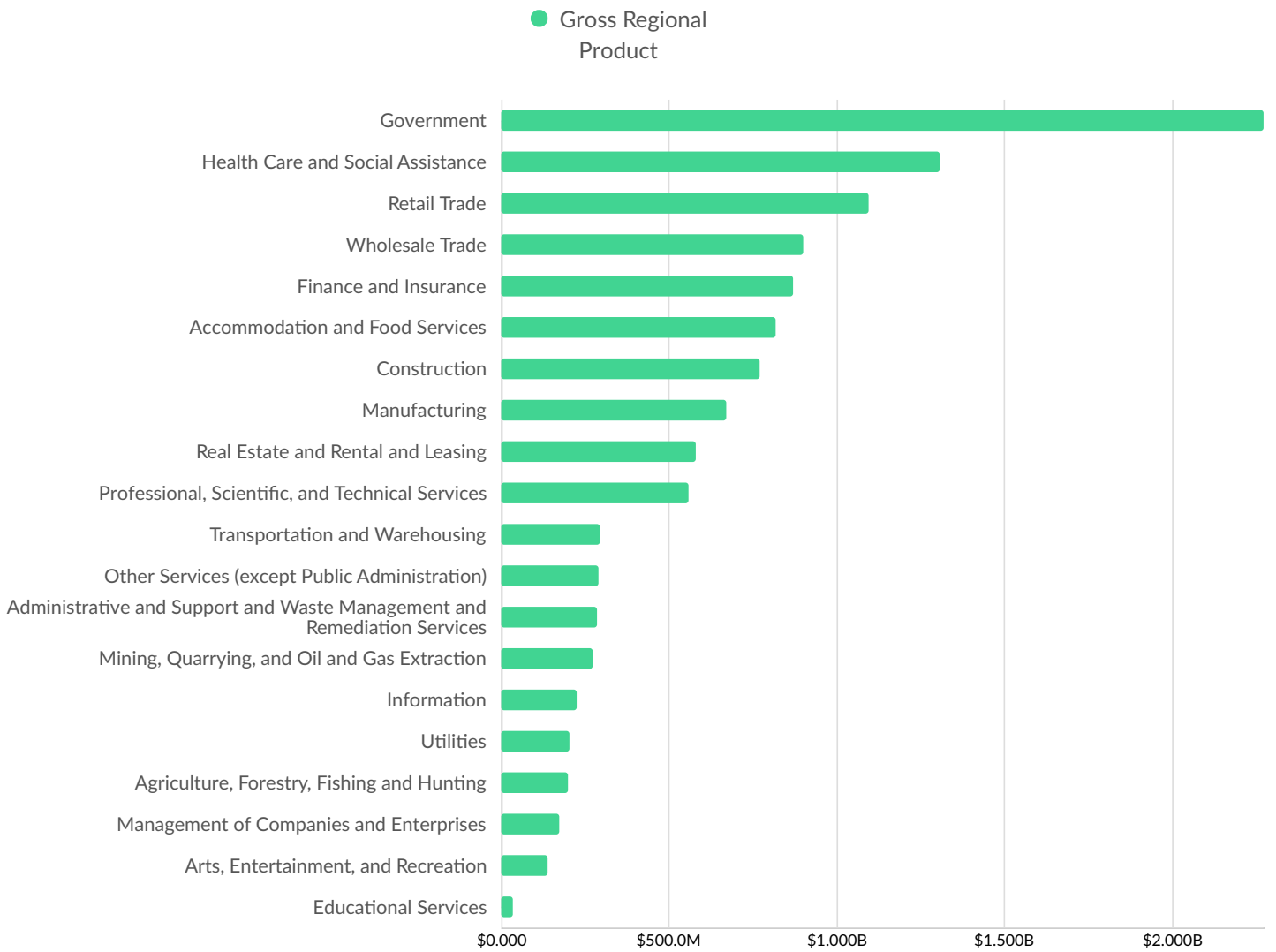
## Top Growing Industries



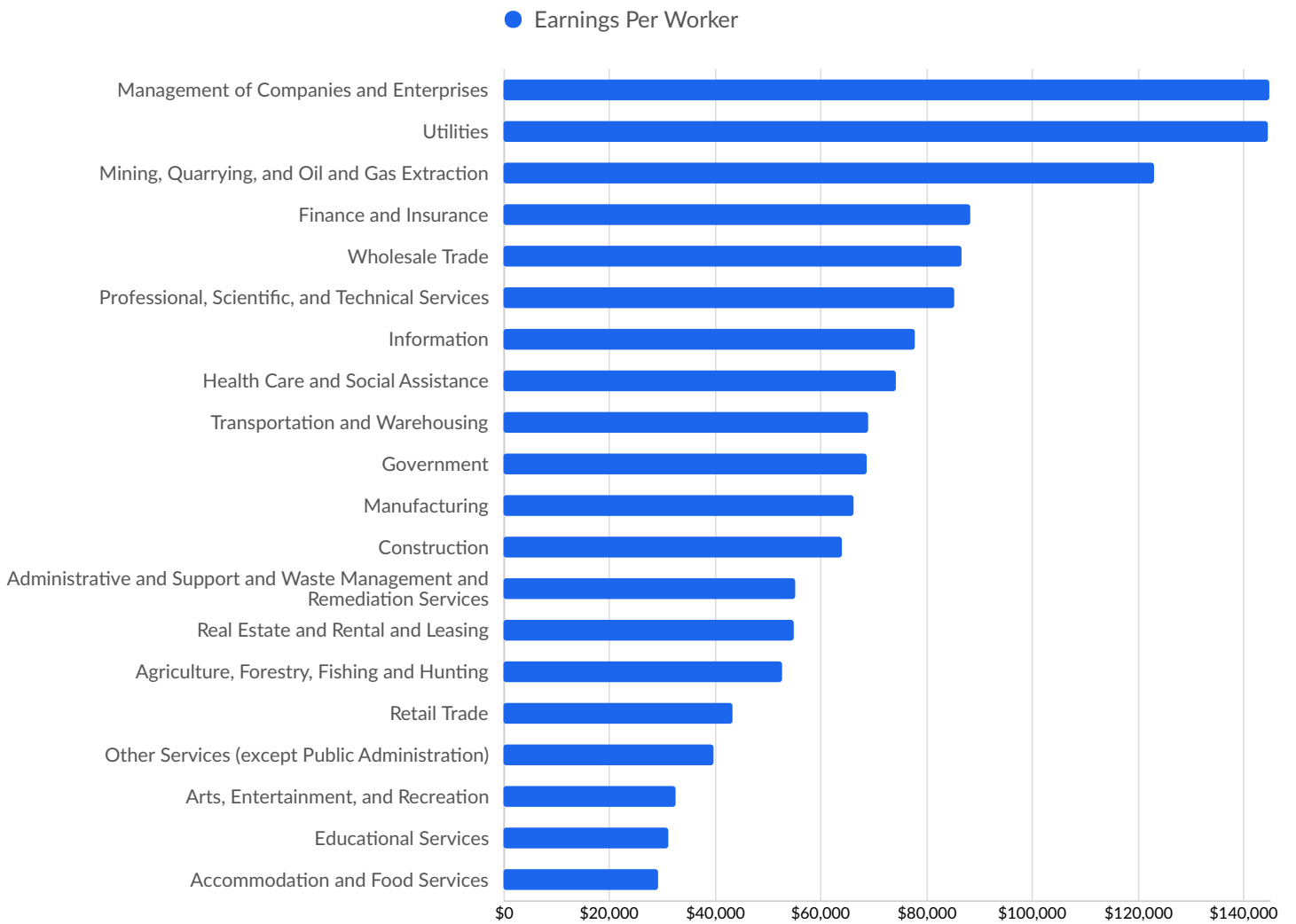
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



# Business Characteristics

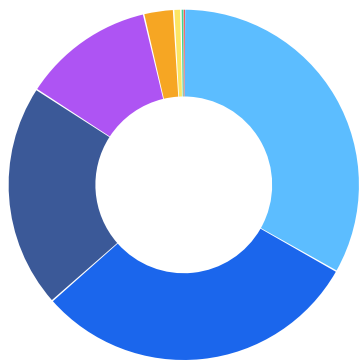
## 10,233 Companies Employ Your Workers

Online profiles for your workers mention 10,233 companies as employers, with the top 10 appearing below. In the last 12 months, 1,314 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Monument Health	1,796 	Monument Health	4,610 
United States Air Force	1,117 	United States Department of Ve...	382 
South Dakota School Of Mines ...	646 	State Of South Dakota	369 
Black Hills Corporation	621 	University of South Dakota	368 
Black Hills State University	447 	General Dynamics	200 
Rapid City Area Schools	429 	City Of Rapid City	166 
United States Department of Ve...	332 	Great Plains Tribal Chairmen's H...	159 
State Of South Dakota	329 	Rapid City Medical Center, Llp	138 
Walmart	261 	Compass Group	131 
City Of Rapid City	239 	Black Hills Corporation	129 



## Business Size

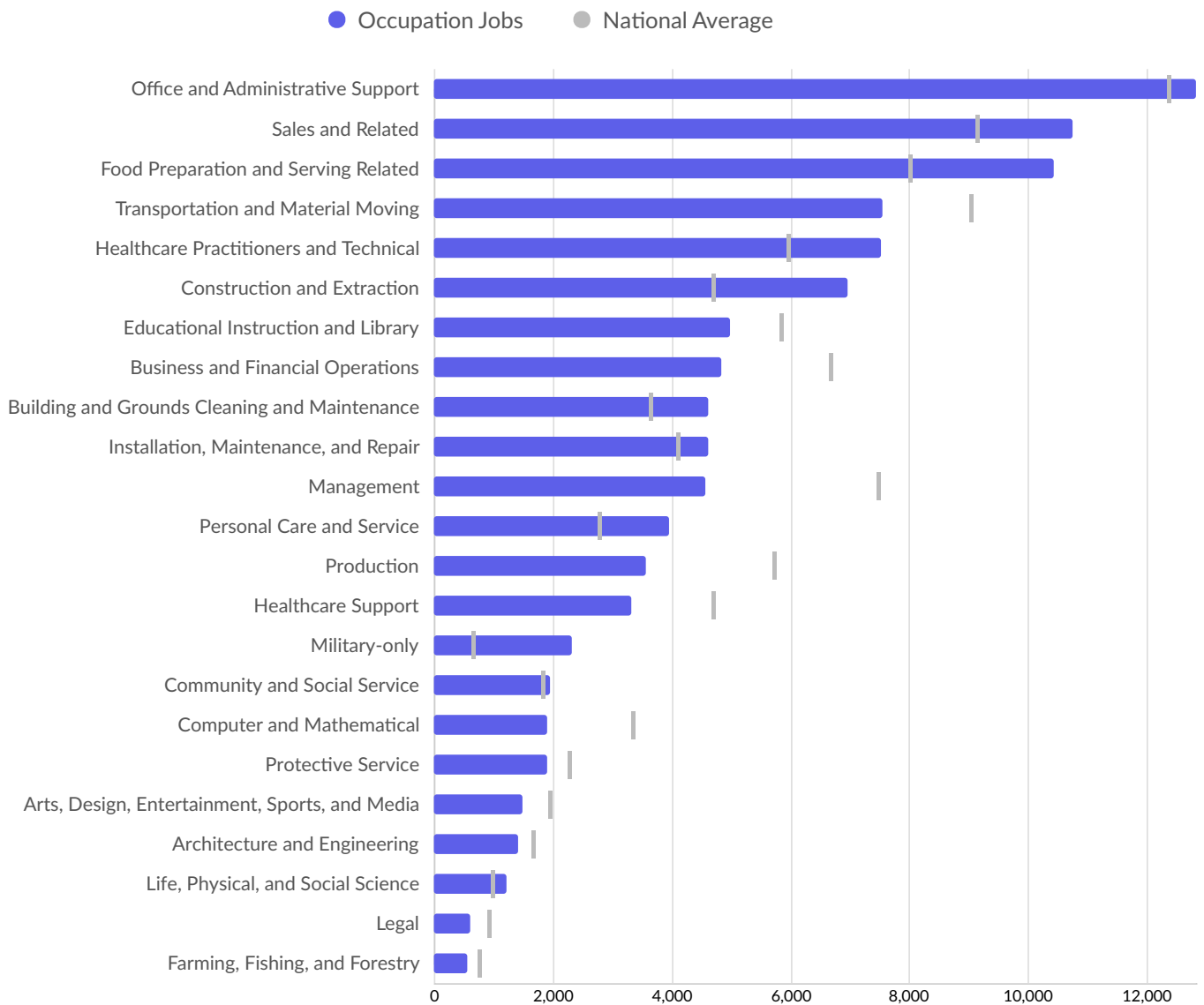


	Percentage	Business Count
<span style="color: #00AEEF;">●</span> 1 to 4 employees	33.1%	3,090
<span style="color: #0070C0;">●</span> 5 to 9 employees	30.3%	2,827
<span style="color: #003366;">●</span> 10 to 19 employees	20.6%	1,926
<span style="color: #800080;">●</span> 20 to 49 employees	12.2%	1,135
<span style="color: #FFA500;">●</span> 50 to 99 employees	2.8%	257
<span style="color: #FFD700;">●</span> 100 to 249 employees	0.7%	62
<span style="color: #008000;">●</span> 250 to 499 employees	0.3%	28
<span style="color: #FF0000;">●</span> 500+ employees	0.0%	3

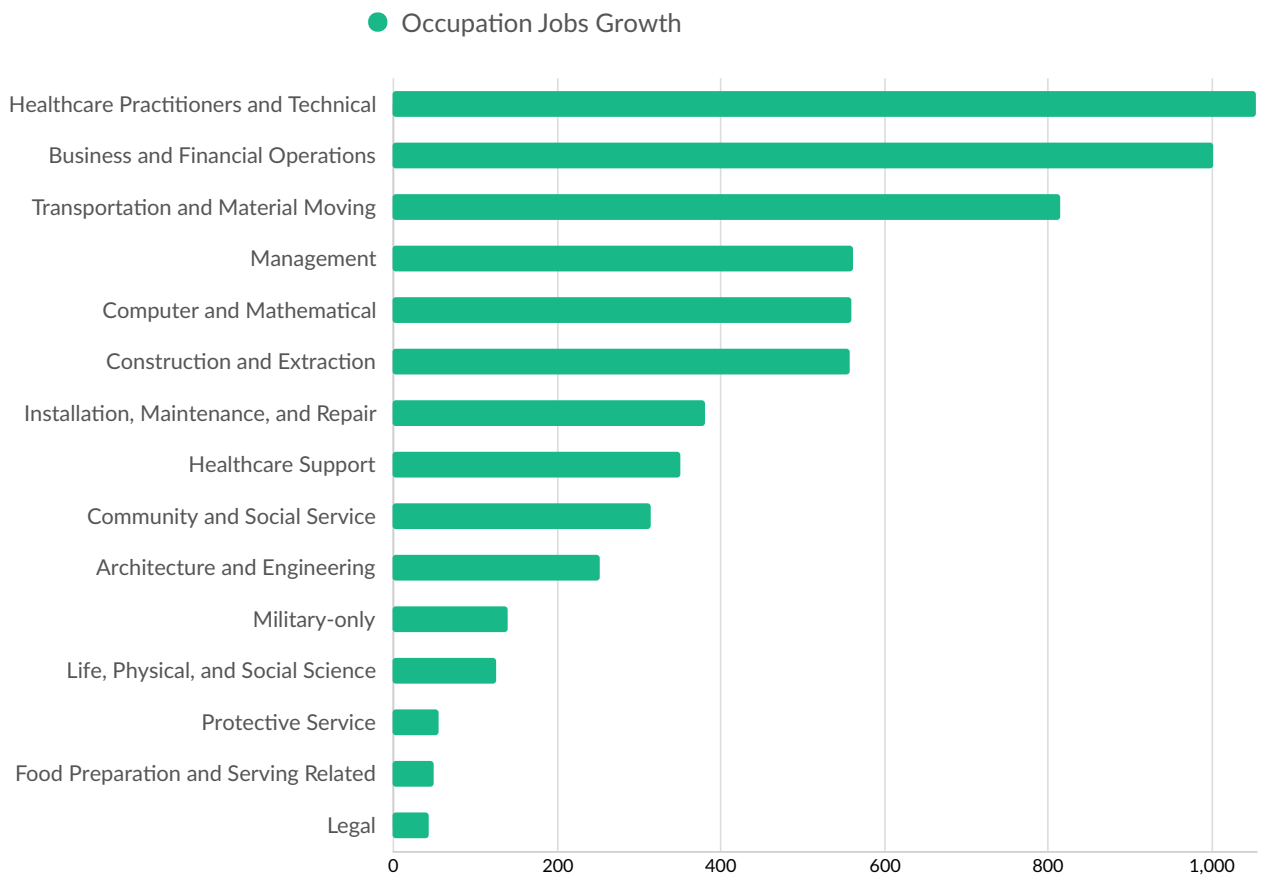
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

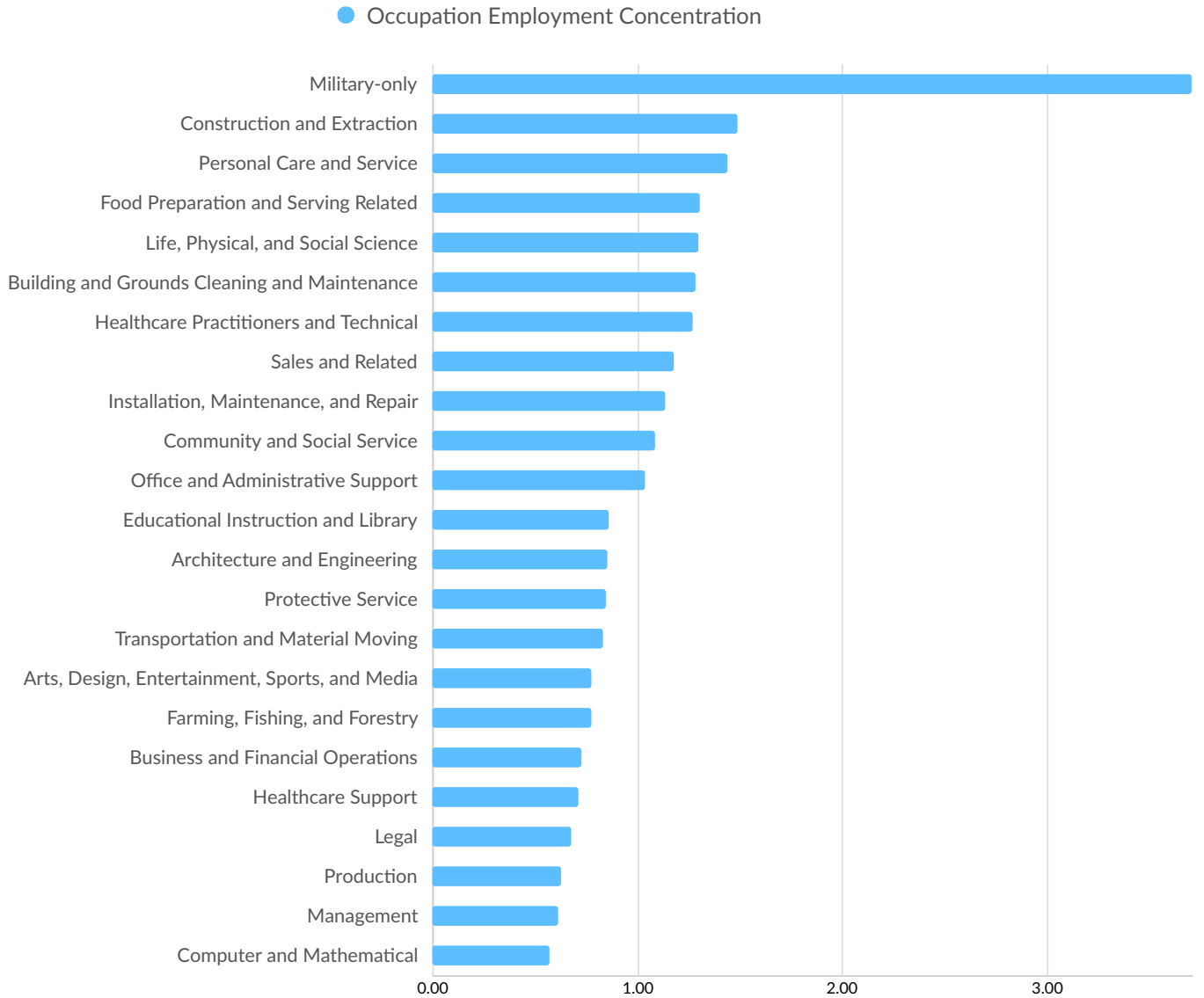
## Largest Occupations



## Top Growing Occupations



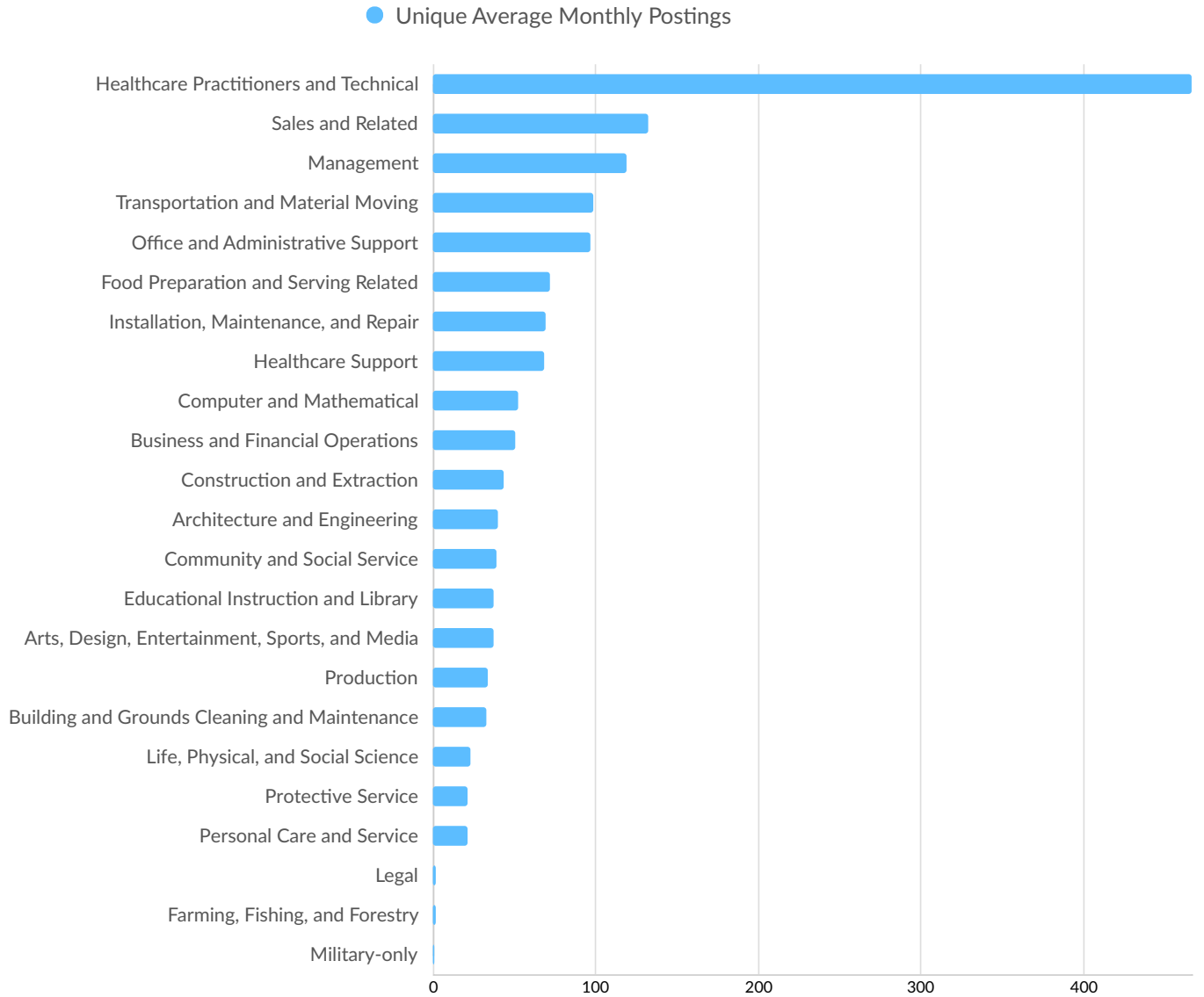
## Top Occupation Employment Concentration



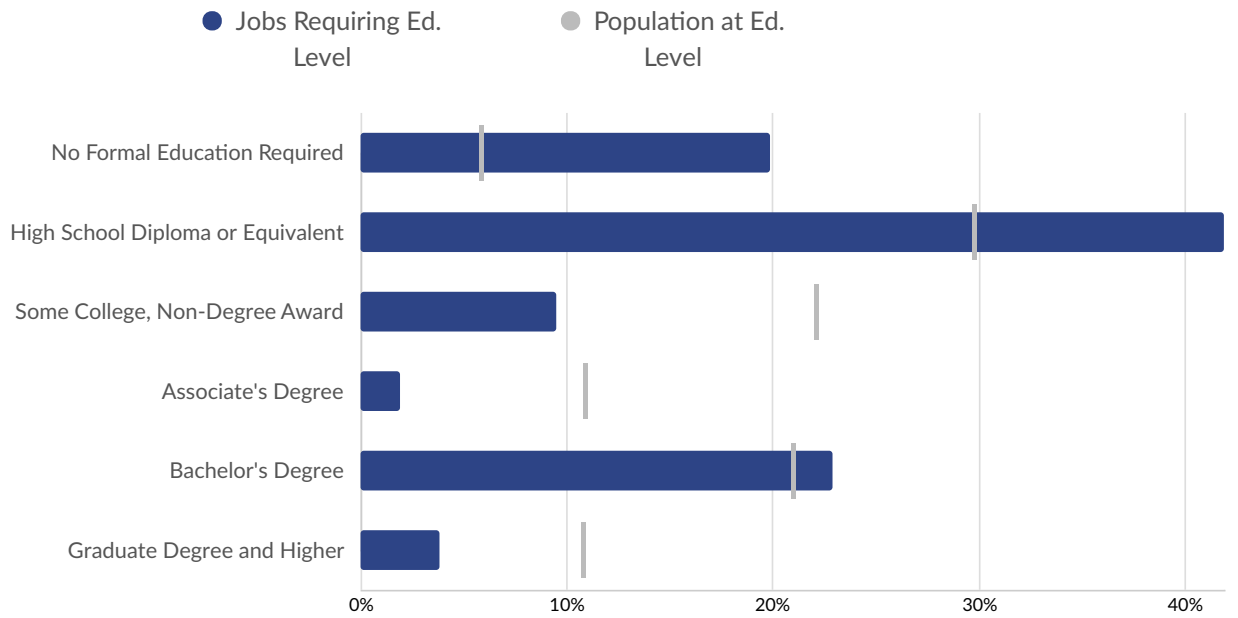
## Top Occupation Earnings



## Top Posted Occupations

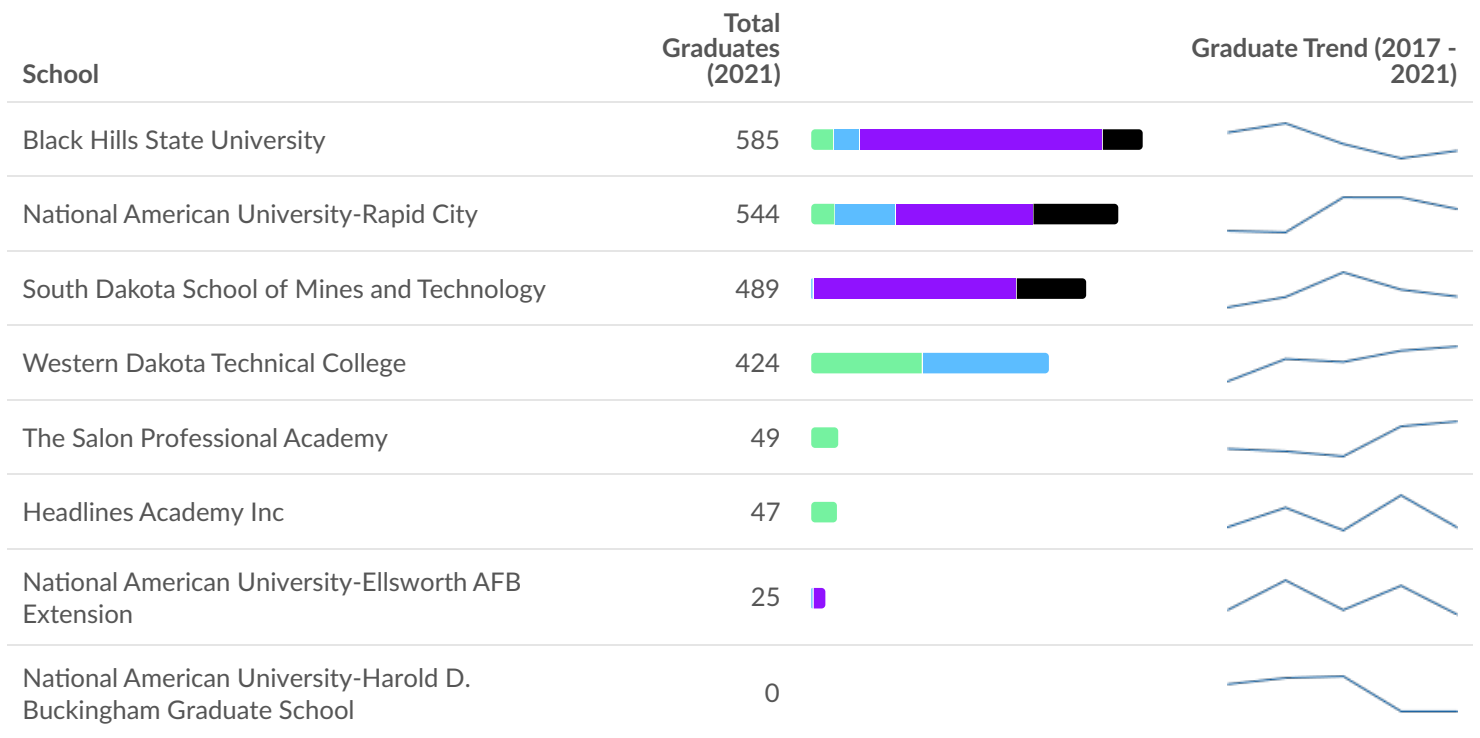


## Underemployment



## 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" (Bachelor's), "Business Administration and Management, General" (Master's or Higher), and "Mechanical Engineering" (Bachelor's).





# In-Demand Skills

