

6 South Dakota Counties

Elevate Rapid City



South Dakota

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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

202,283

Population (2023)

Population **grew by 10,132** over the last 5 years and is projected to **grow by 12,713** over the next 5 years.

106,425

Total Regional Employment

Jobs **grew by 7,032** over the last 5 years and are projected to **grow by 5,568** over the next 5 years.

\$63.1K

Avg. Earnings Per Job (2023)

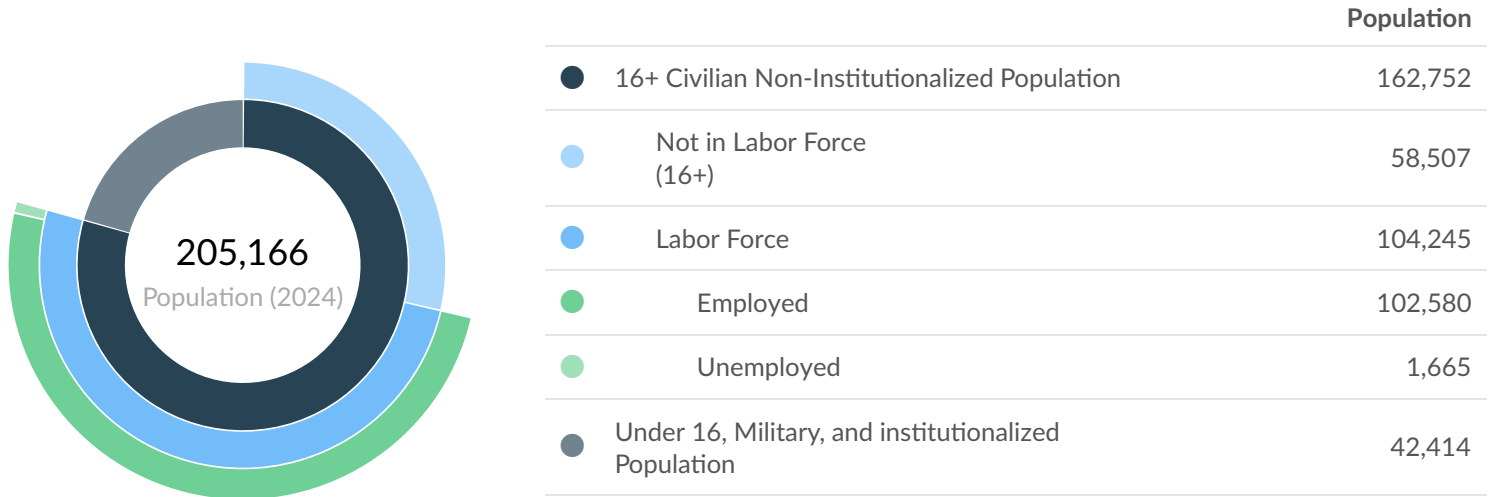
Regional average earnings per job are **\$20.2K below** the national average earnings of \$83.3K per job.

Takeaways

- As of 2023 the region's population **increased by 5.3%** since 2018, growing by 10,132. Population is expected to **increase by 6.3%** between 2023 and 2028, adding 12,713.
- From 2018 to 2023, jobs **increased by 7.1%** in 6 South Dakota Counties from 99,394 to **106,425**. This change **outpaced the national growth rate of 4.5% by 2.6%**. As the number of jobs increased, the **labor force participation rate increased from 61.1% to 63.2% between 2018 and 2023**.
- Concerning educational attainment, **21.0% of the selected regions' residents possess a Bachelor's Degree** (0.1% below the national average), and **11.6% hold an Associate's Degree** (2.8% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Federal Government, Military.

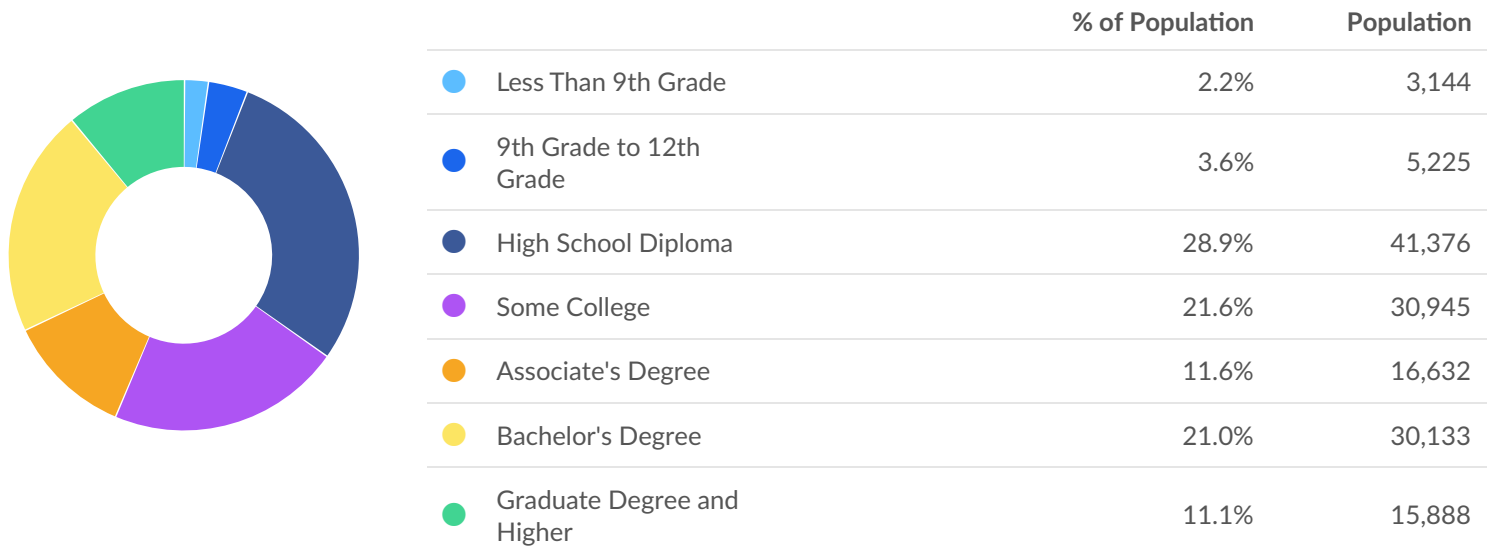
| | Population (2024) | Labor Force (Oct 2024) | Jobs (2023) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|------------------------|-------------|----------------|----------|----------|----------|
| Region | 205,166 | 104,245 | 106,425 | 97.8 | \$14.77B | \$17.28B | \$20.82B |
| State | 931,767 | 488,754 | 525,752 | 99.7 | \$73.67B | \$79.84B | \$98.75B |

Oct 2024 Labor Force Breakdown



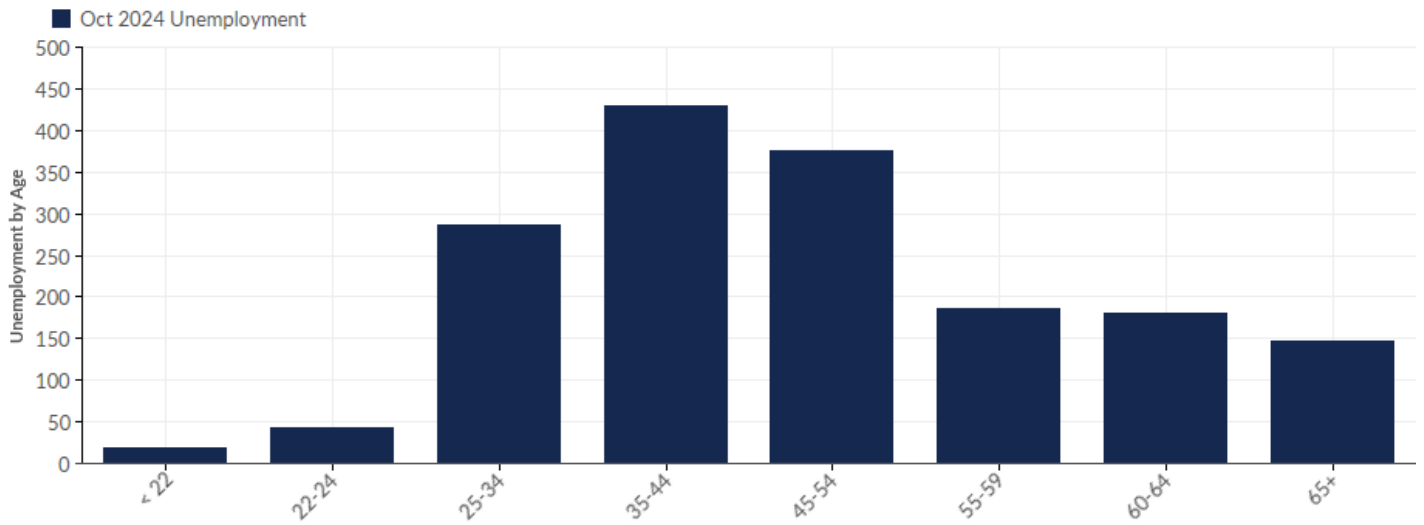
Educational Attainment

Concerning educational attainment, **21.0% of the selected regions' residents possess a Bachelor's Degree** (0.1% below the national average), and **11.6% hold an Associate's Degree** (2.8% above the national average).



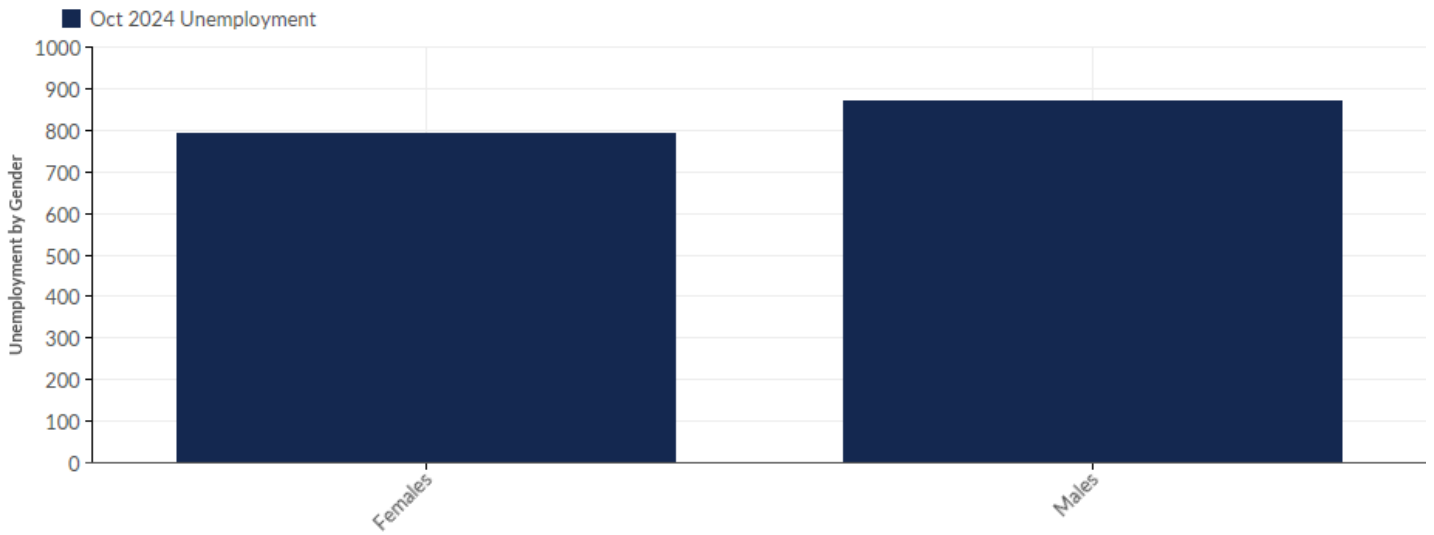
Unemployment by Demographics

Unemployment by Age



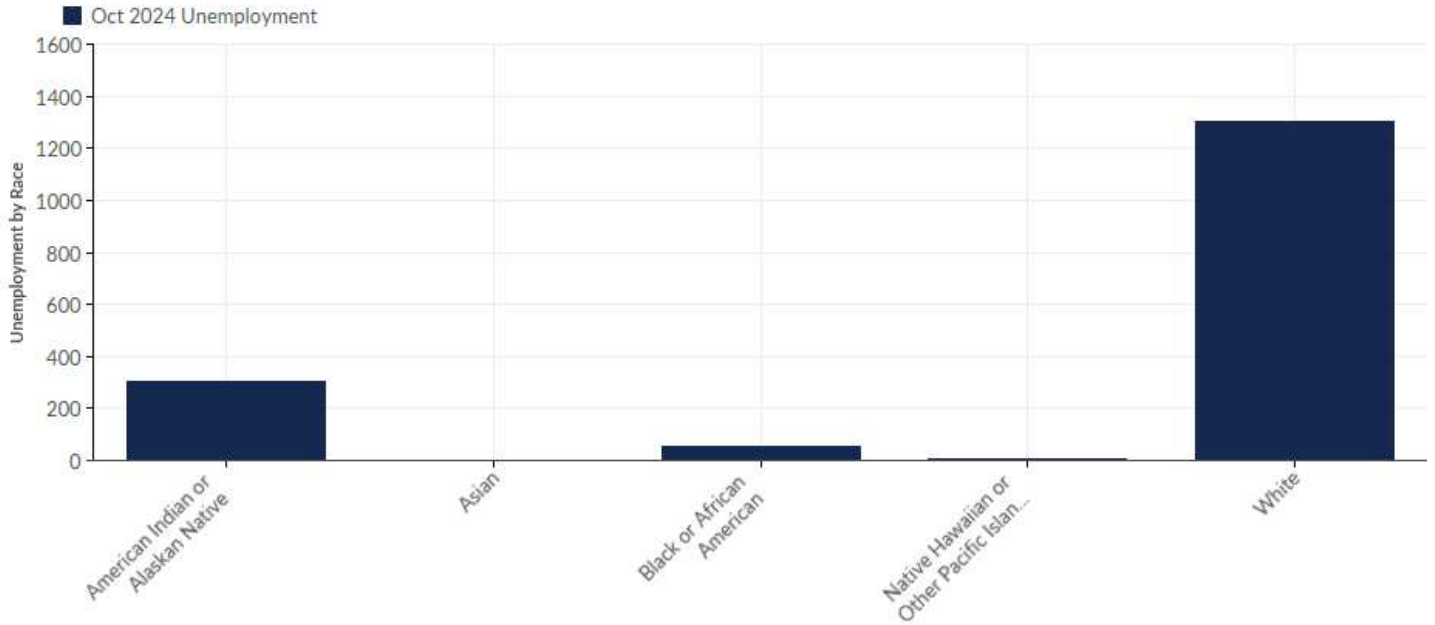
| Age | Unemployment (Oct 2024) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 18 | 1.08% |
| 22-24 | 43 | 2.58% |
| 25-34 | 287 | 17.24% |
| 35-44 | 430 | 25.83% |
| 45-54 | 375 | 22.52% |
| 55-59 | 186 | 11.17% |
| 60-64 | 180 | 10.81% |
| 65+ | 146 | 8.77% |
| Total | 1,665 | 100.00% |

Unemployment by Gender



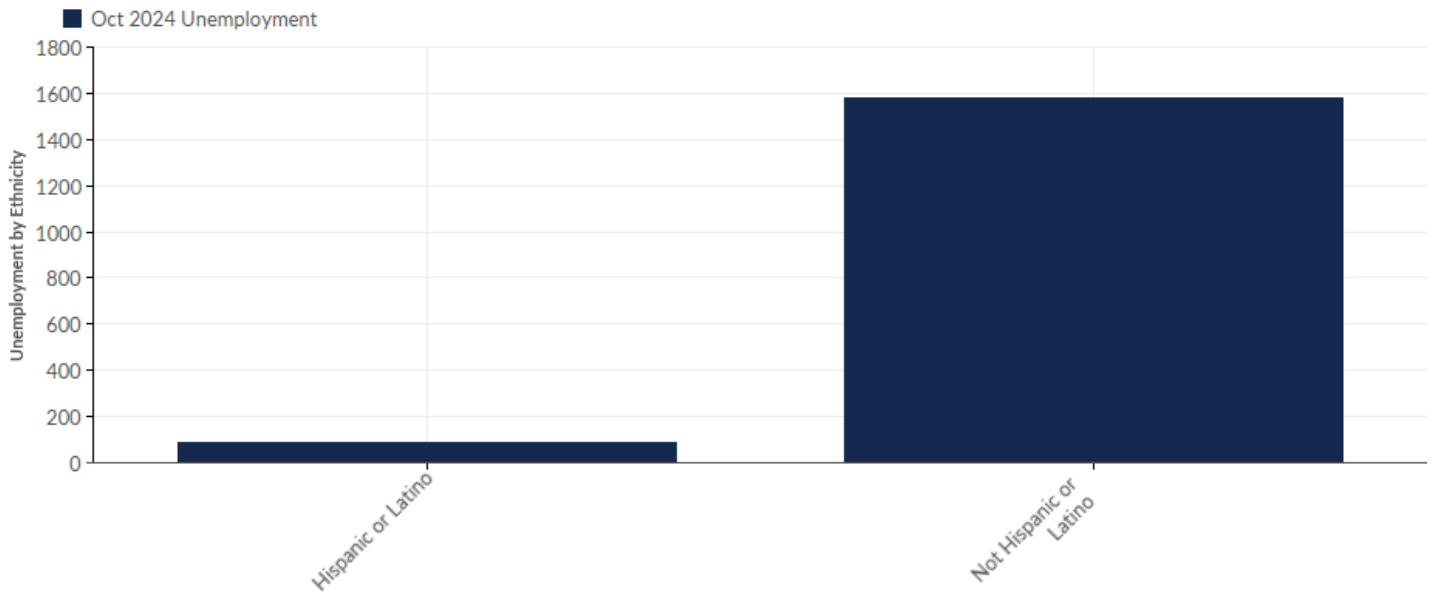
| Gender | Unemployment (Oct 2024) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 793 | 47.63% |
| Males | 872 | 52.37% |
| Total | 1,665 | 100.00% |

Unemployment by Race



| Race | Unemployment (Oct 2024) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 301 | 18.08% |
| Asian | 0 | 0.00% |
| Black or African American | 56 | 3.36% |
| Native Hawaiian or Other Pacific Islander | 4 | 0.24% |
| White | 1,304 | 78.32% |
| Total | 1,665 | 100.00% |

Unemployment by Ethnicity

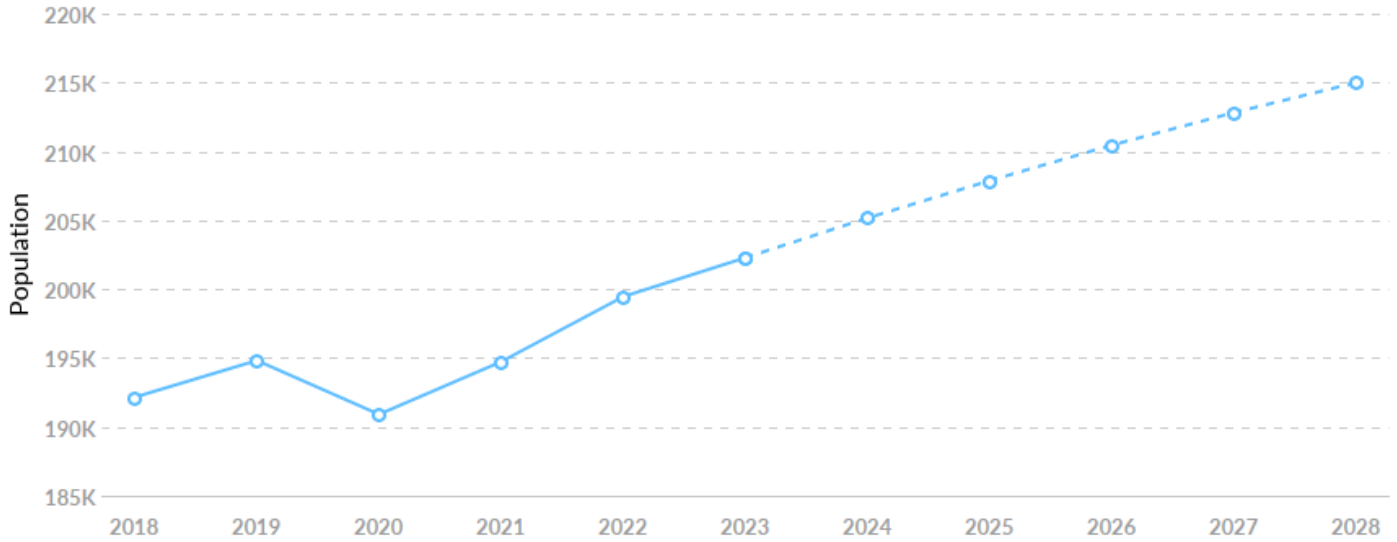


| Ethnicity | Unemployment (Oct 2024) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 88 | 5.29% |
| Not Hispanic or Latino | 1,577 | 94.71% |
| Total | 1,665 | 100.00% |

Historic & Projected Trends

Population Trends

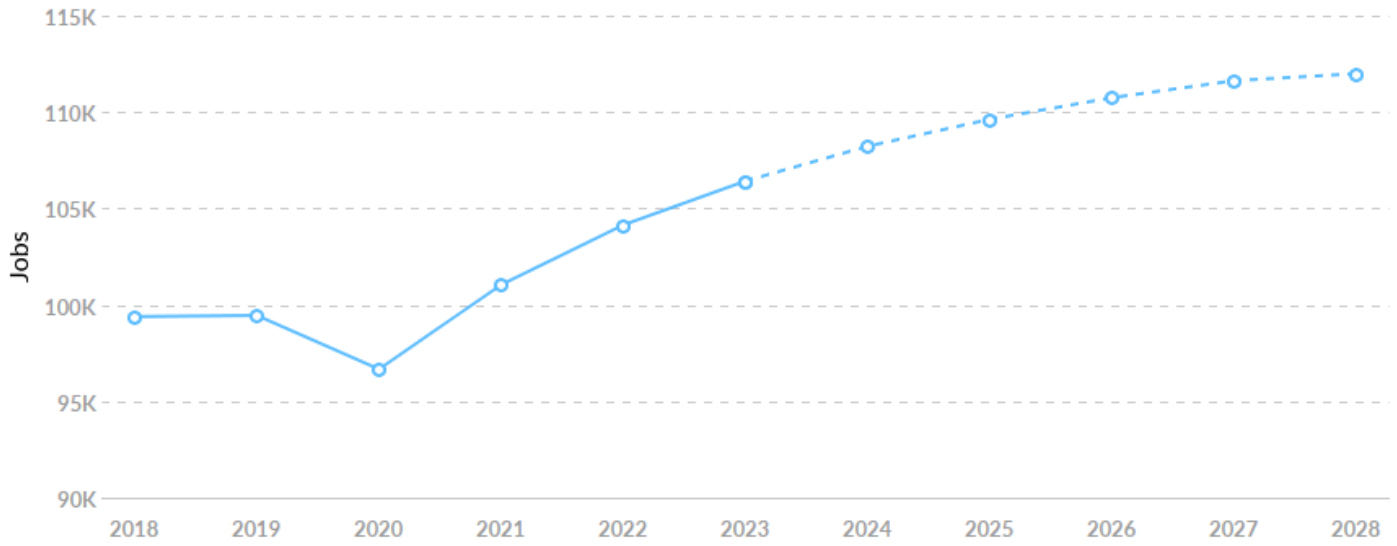
As of 2023 the region's population increased by 5.3% since 2018, growing by 10,132. Population is expected to increase by 6.3% between 2023 and 2028, adding 12,713.



| Timeframe | Population |
|-----------|------------|
| 2018 | 192,151 |
| 2019 | 194,819 |
| 2020 | 190,907 |
| 2021 | 194,731 |
| 2022 | 199,456 |
| 2023 | 202,283 |
| 2024 | 205,166 |
| 2025 | 207,879 |
| 2026 | 210,457 |
| 2027 | 212,822 |
| 2028 | 214,996 |

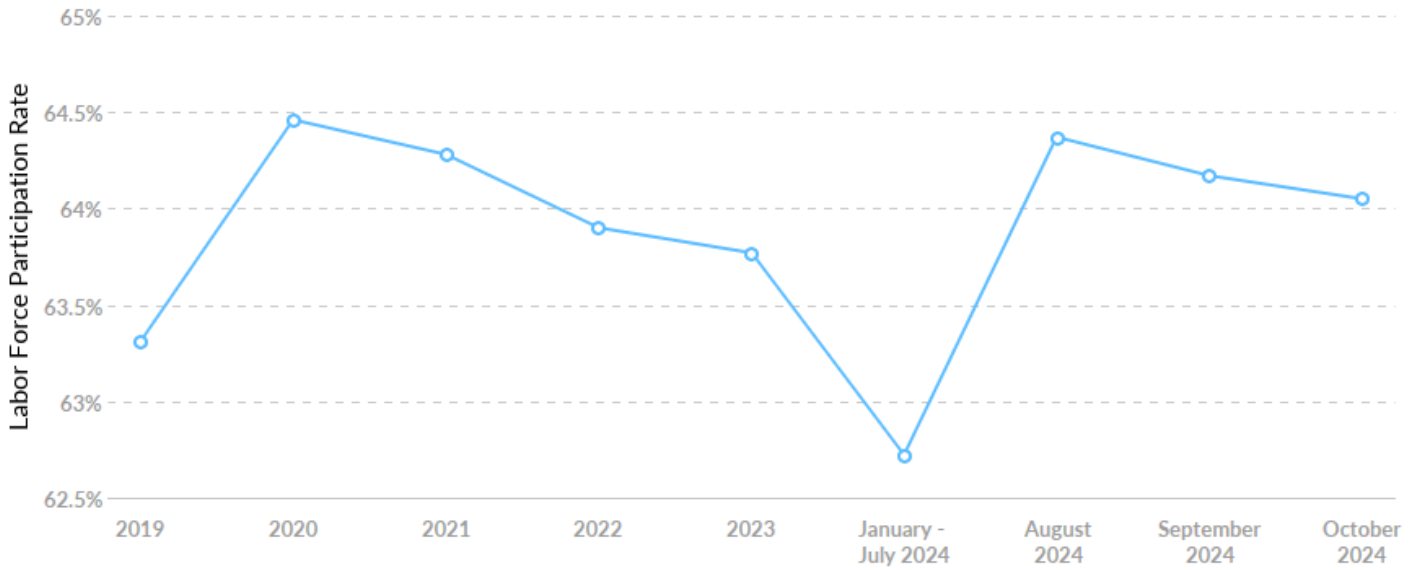
Job Trends

From 2018 to 2023, jobs increased by 7.1% in 6 South Dakota Counties from 99,394 to **106,425**. This change **outpaced the national growth rate of 4.5% by 2.6%**.



| Timeframe | Jobs |
|-----------|---------|
| 2018 | 99,394 |
| 2019 | 99,453 |
| 2020 | 96,666 |
| 2021 | 101,046 |
| 2022 | 104,146 |
| 2023 | 106,425 |
| 2024 | 108,226 |
| 2025 | 109,627 |
| 2026 | 110,746 |
| 2027 | 111,629 |
| 2028 | 111,993 |

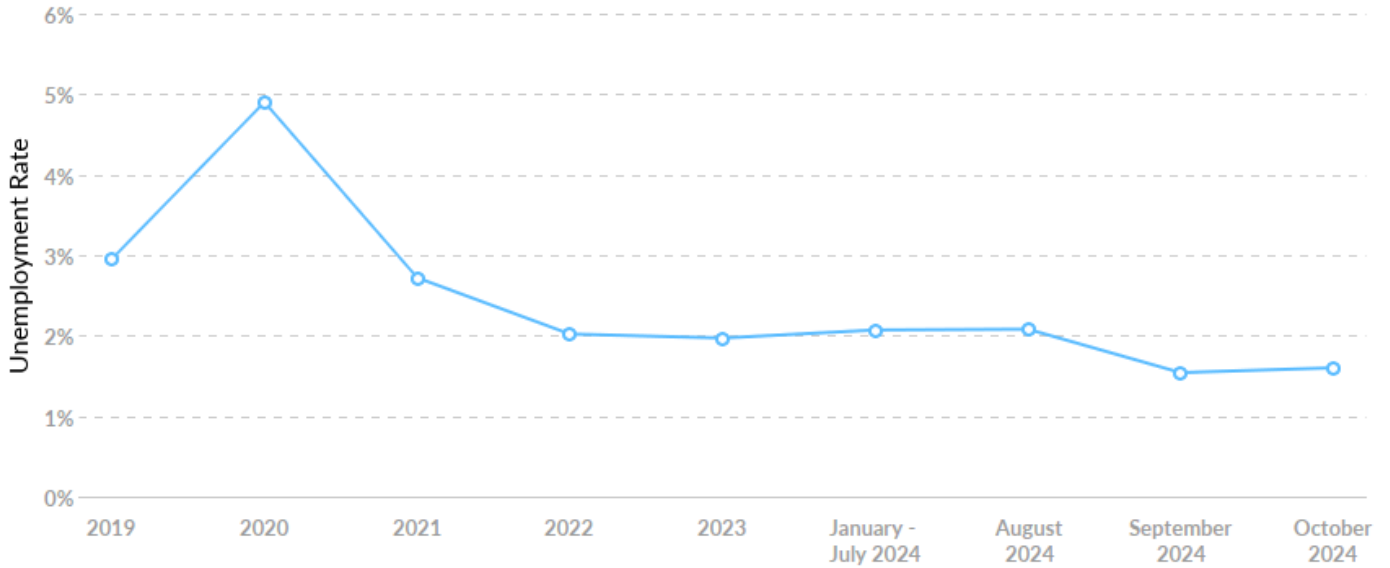
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2019 | 63.31% |
| 2020 | 64.46% |
| 2021 | 64.28% |
| 2022 | 63.90% |
| 2023 | 63.77% |
| January - July 2024 | 62.72% |
| August 2024 | 64.37% |
| September 2024 | 64.17% |
| October 2024 | 64.05% |

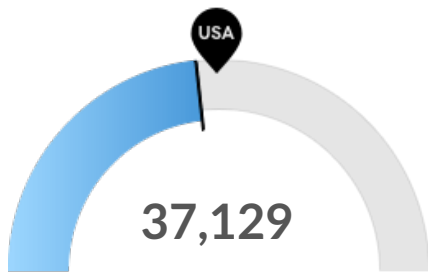
Unemployment Rate Trends

Your areas had an October 2024 unemployment rate of 1.60%, decreasing from 2.95% 5 years before.



| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2019 | 2.95% |
| 2020 | 4.90% |
| 2021 | 2.72% |
| 2022 | 2.02% |
| 2023 | 1.97% |
| January - July 2024 | 2.07% |
| August 2024 | 2.08% |
| September 2024 | 1.54% |
| October 2024 | 1.60% |

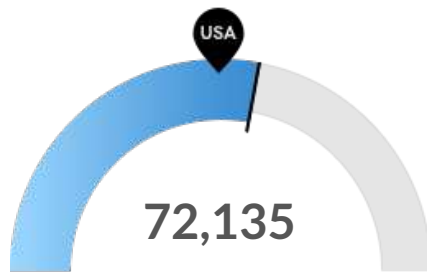
Population Characteristics



37,129

Millennials

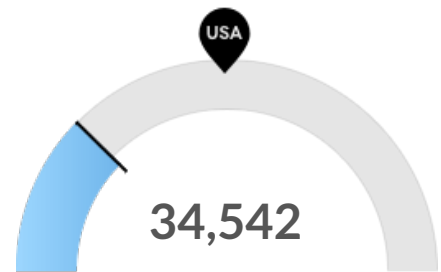
Your area has 37,129 millennials (ages 25-39). The national average for an area this size is 41,101.



72,135

Retiring Soon

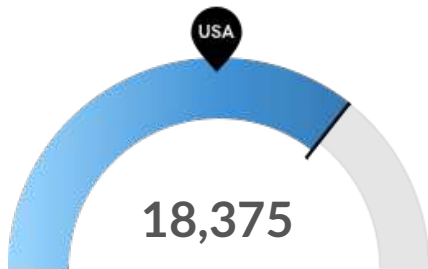
Retirement risk is high in your area. The national average for an area this size is 61,064 people 55 or older, while there are 72,135 here.



34,542

Racial Diversity

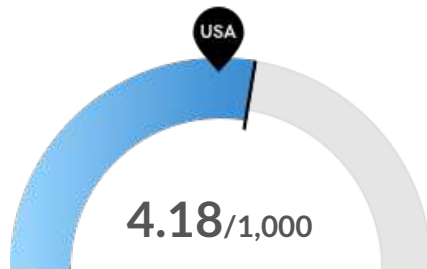
Racial diversity is low in your area. The national average for an area this size is 84,245 racially diverse people, while there are 34,542 here.



18,375

Veterans

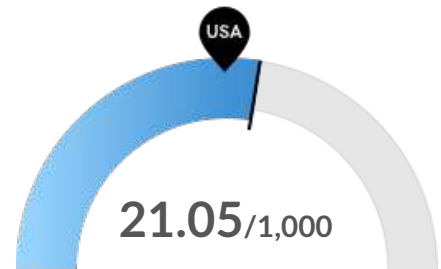
Your area has 18,375 veterans. The national average for an area this size is 10,197.



4.18/1,000

Violent Crime

Your area has 4.18 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.



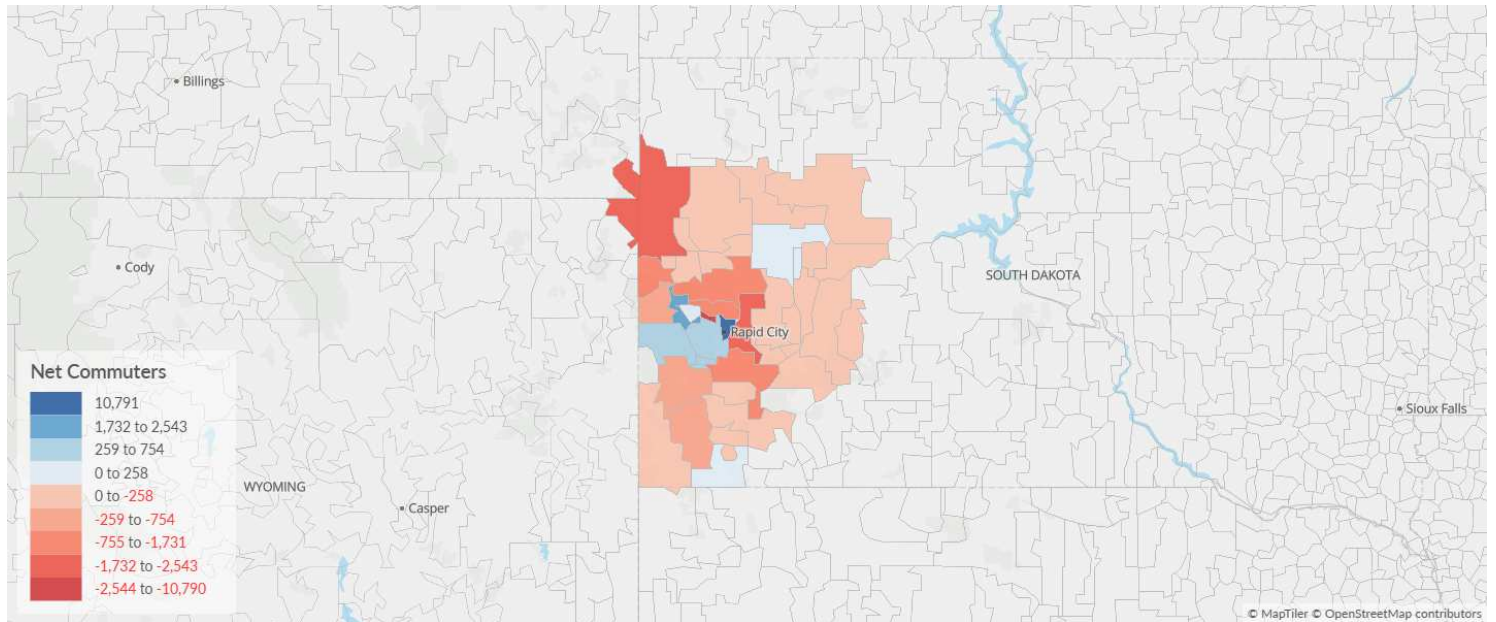
21.05/1,000

Property Crime

Your area has 21.05 property crimes per 1,000 people. The national rate is 18.22 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 | 2023 Employment |
|-------|-----------------------------|-----------------|
| 57701 | Rapid City, SD (in Penni... | 35,174 |
| 57702 | Rapid City, SD (in Penni... | 19,217 |
| 57703 | Rapid City, SD (in Penni... | 8,637 |
| 57783 | Spearfish, SD (in Lawren... | 8,320 |
| 57785 | Sturgis, SD (in Meade c... | 4,932 |

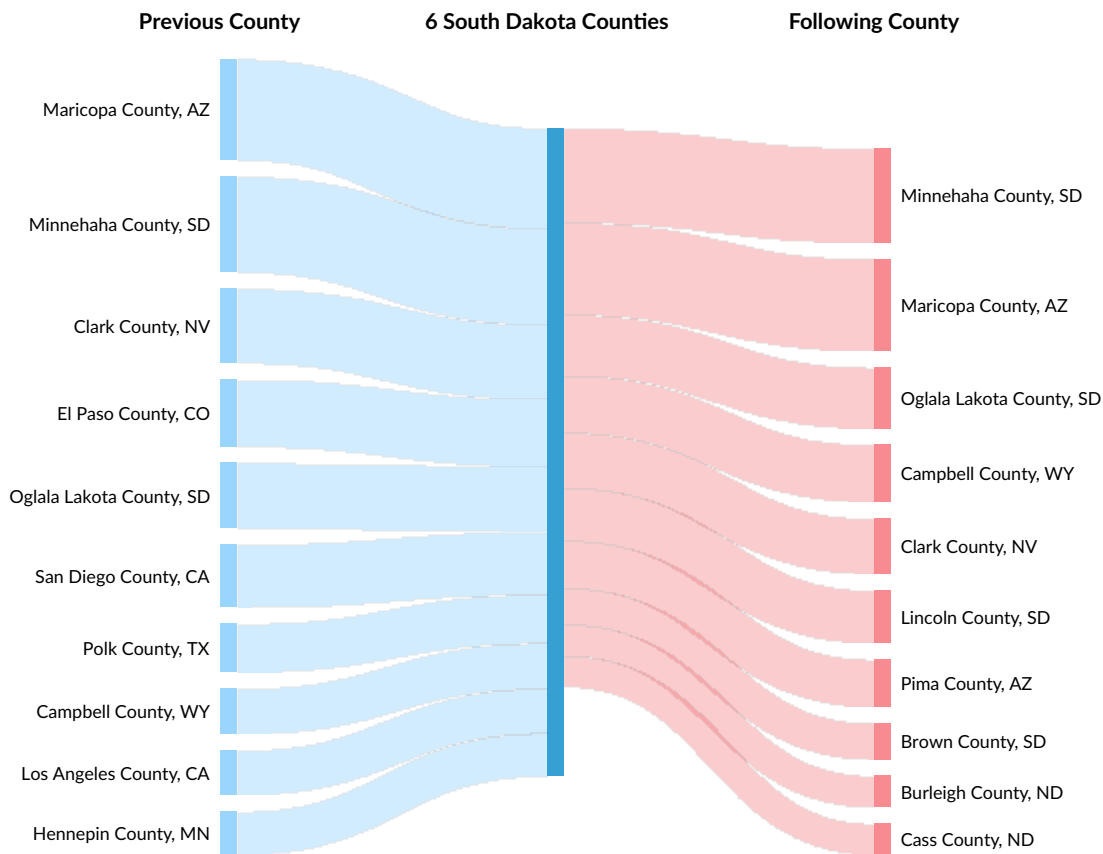
Where Talent Lives

| ZIP | Name | 2023 Workers |
|-------|-----------------------------|--------------|
| 57701 | Rapid City, SD (in Penni... | 24,383 |
| 57702 | Rapid City, SD (in Penni... | 18,731 |
| 57703 | Rapid City, SD (in Penni... | 10,479 |
| 57783 | Spearfish, SD (in Lawren... | 9,303 |
| 57719 | Box Elder, SD (in Pennin... | 6,086 |

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 2022, 248 people have migrated from Maricopa County, AZ to 6 South Dakota Counties. In the same year, 232 people left 6 South Dakota Counties migrating to Minnehaha County, SD. The total Net Migration for 6 South Dakota Counties in 2022 was 3,453.



| Top Previous Counties | Migrations |
|--------------------------|------------|
| Maricopa County, AZ | 248 |
| Minnehaha County, SD | 236 |
| Clark County, NV | 183 |
| El Paso County, CO | 165 |
| Oglala Lakota County, SD | 161 |

| Top Previous Counties | Migrations |
|---------------------------|------------|
| San Diego County, CA | 155 |
| Polk County, TX | 119 |
| Campbell County, WY | 112 |
| Los Angeles County, CA | 110 |
| Hennepin County, MN | 106 |
| Arapahoe County, CO | 100 |
| Jefferson County, CO | 95 |
| Larimer County, CO | 92 |
| San Bernardino County, CA | 92 |
| King County, WA | 91 |
| Top Following Counties | Migrations |
| Minnehaha County, SD | 232 |
| Maricopa County, AZ | 227 |
| Oglala Lakota County, SD | 150 |
| Campbell County, WY | 141 |
| Clark County, NV | 136 |
| Lincoln County, SD | 130 |
| Pima County, AZ | 117 |
| Brown County, SD | 89 |
| Burleigh County, ND | 77 |
| Cass County, ND | 77 |
| Pinal County, AZ | 74 |
| Hughes County, SD | 72 |
| Comal County, TX | 70 |
| Natrona County, WY | 66 |

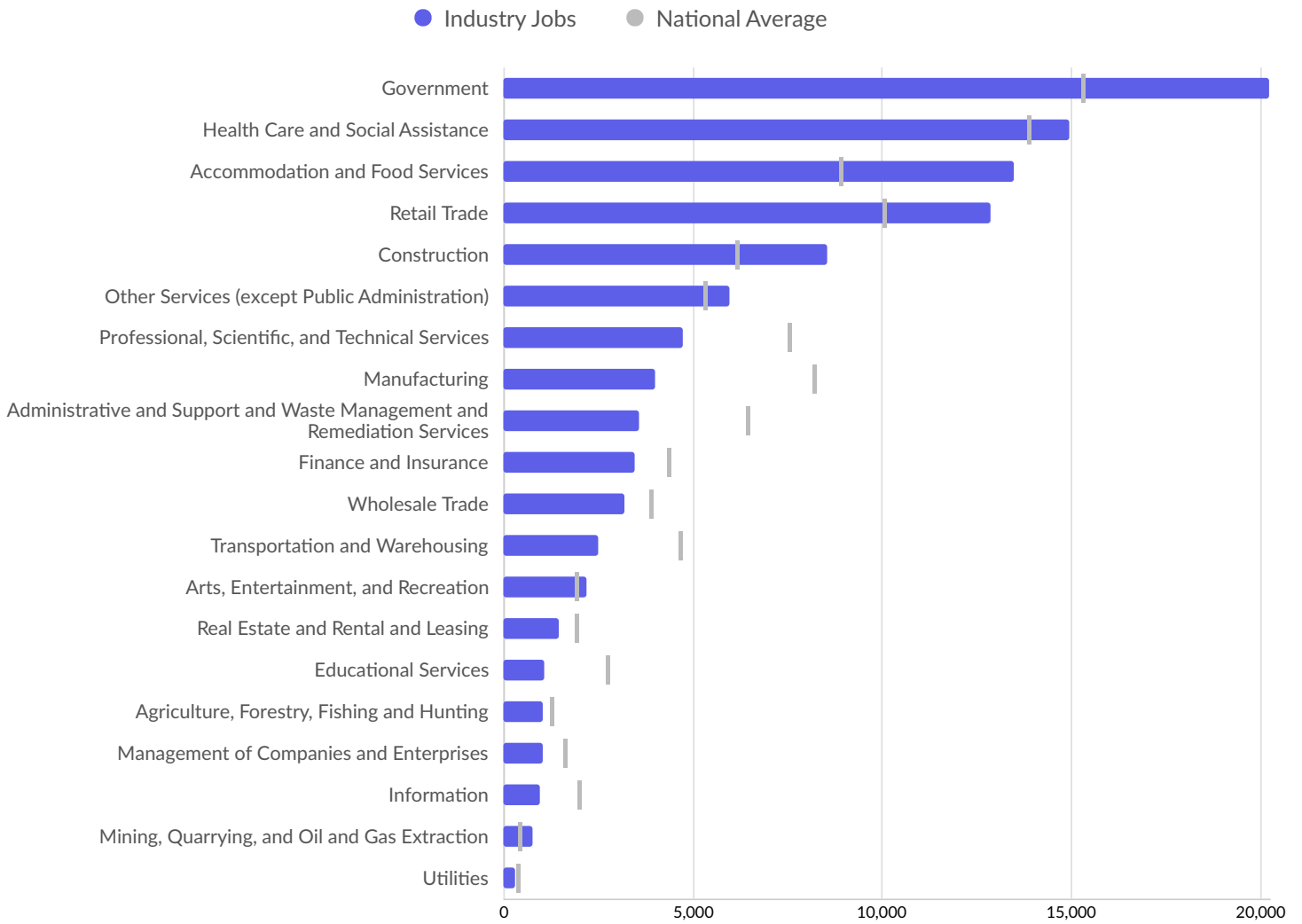
Top Following Counties**Migrations**

Yellowstone County, MT

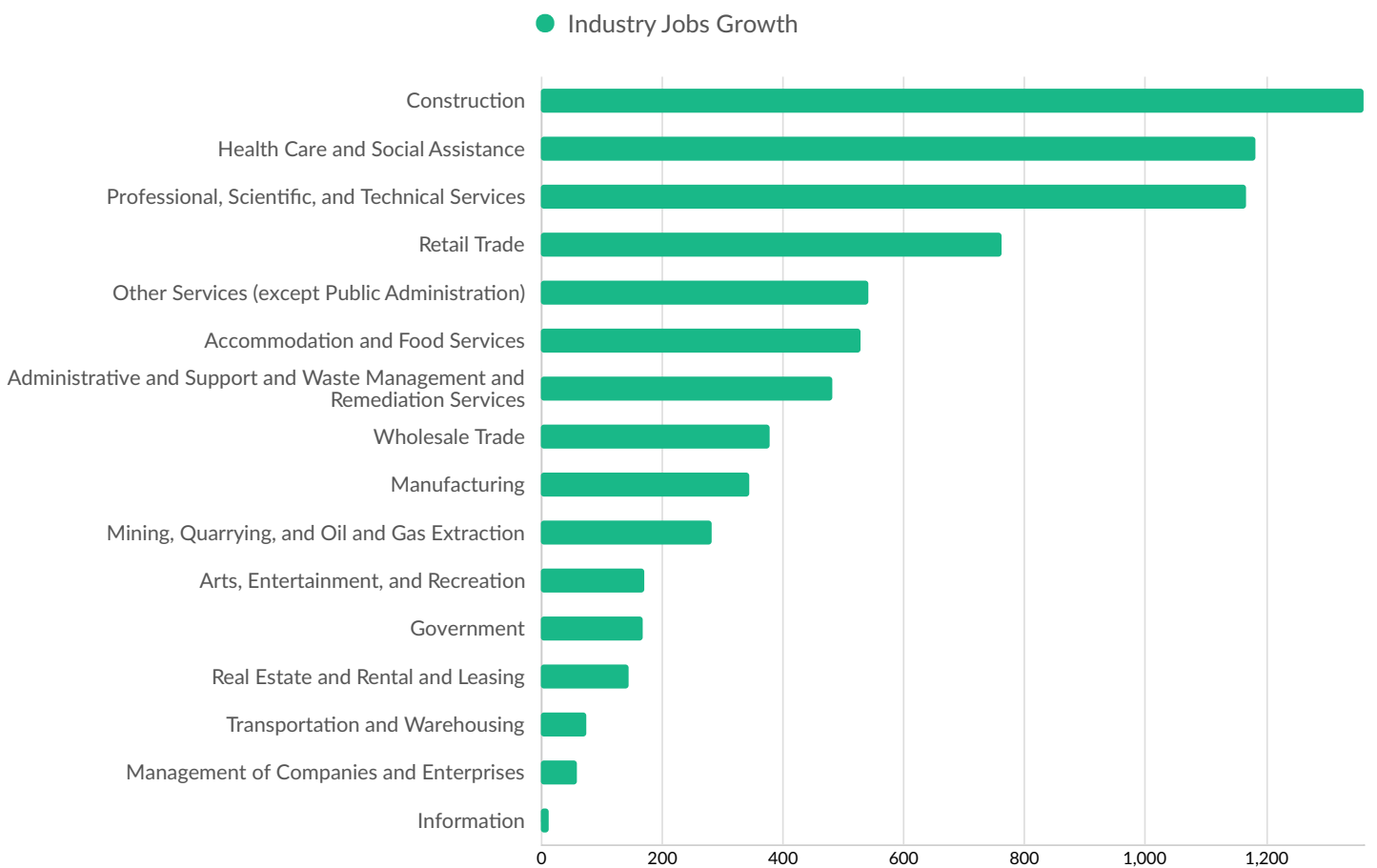
66

Industry Characteristics

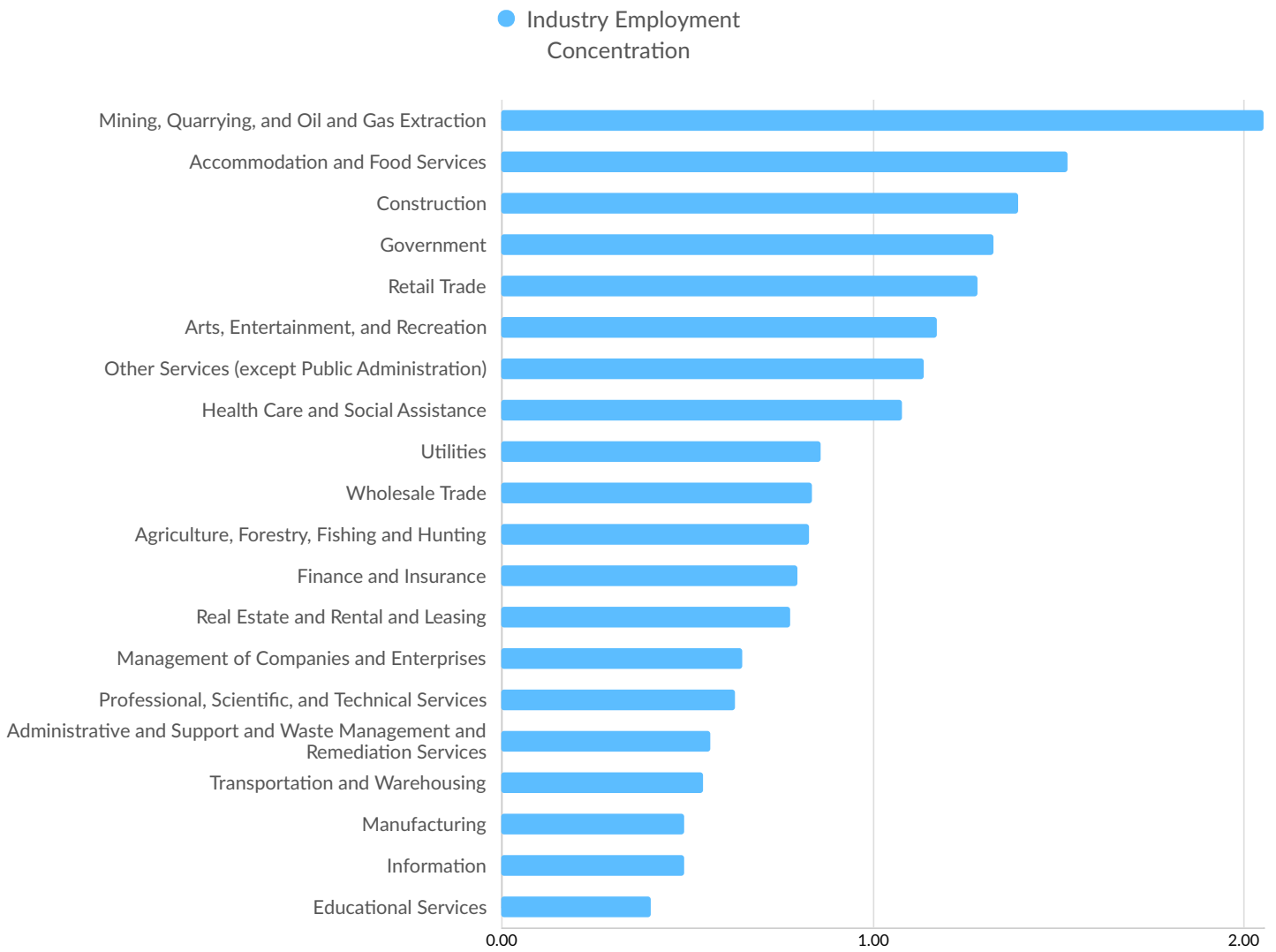
Largest Industries



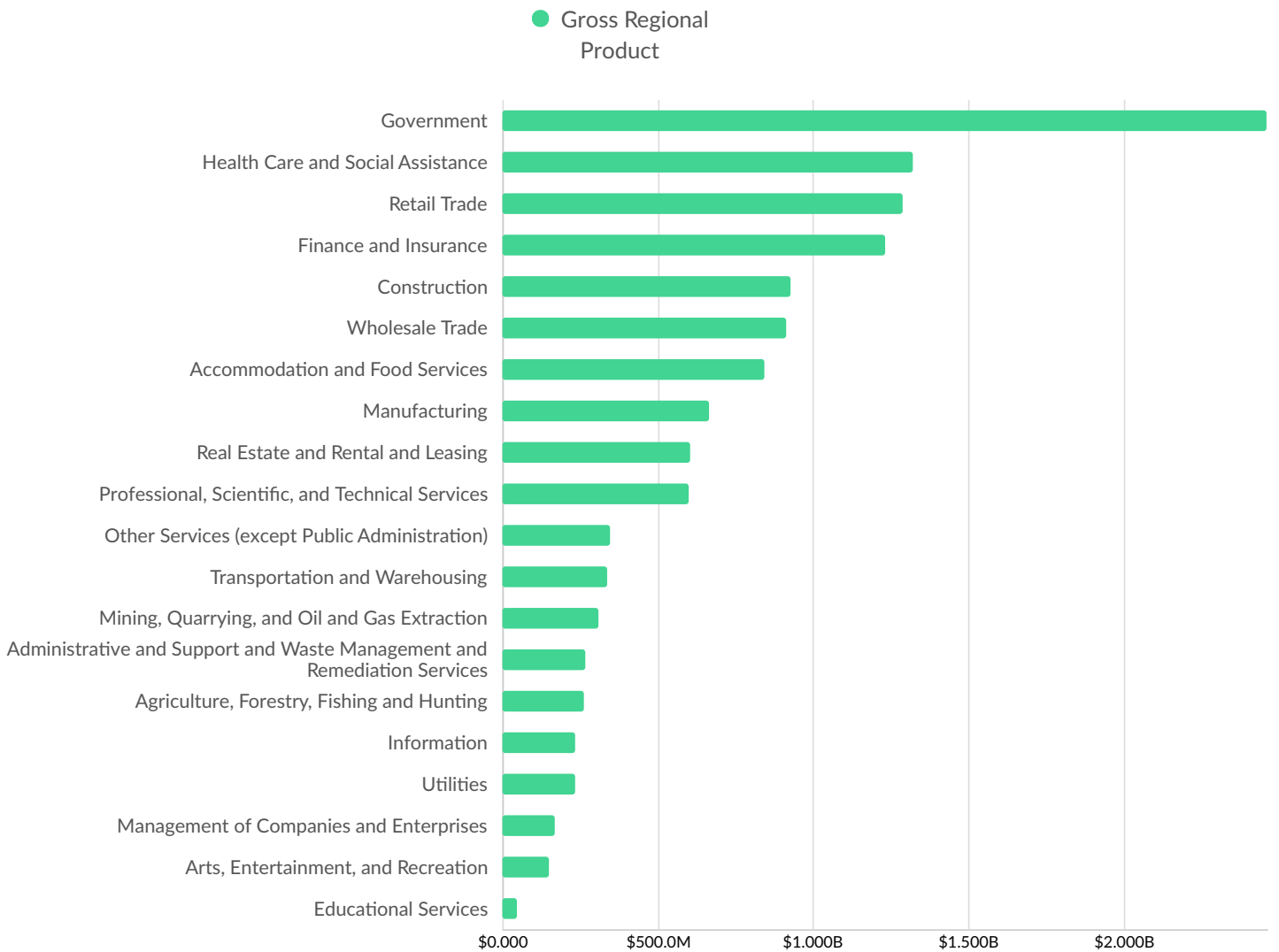
Top Growing Industries



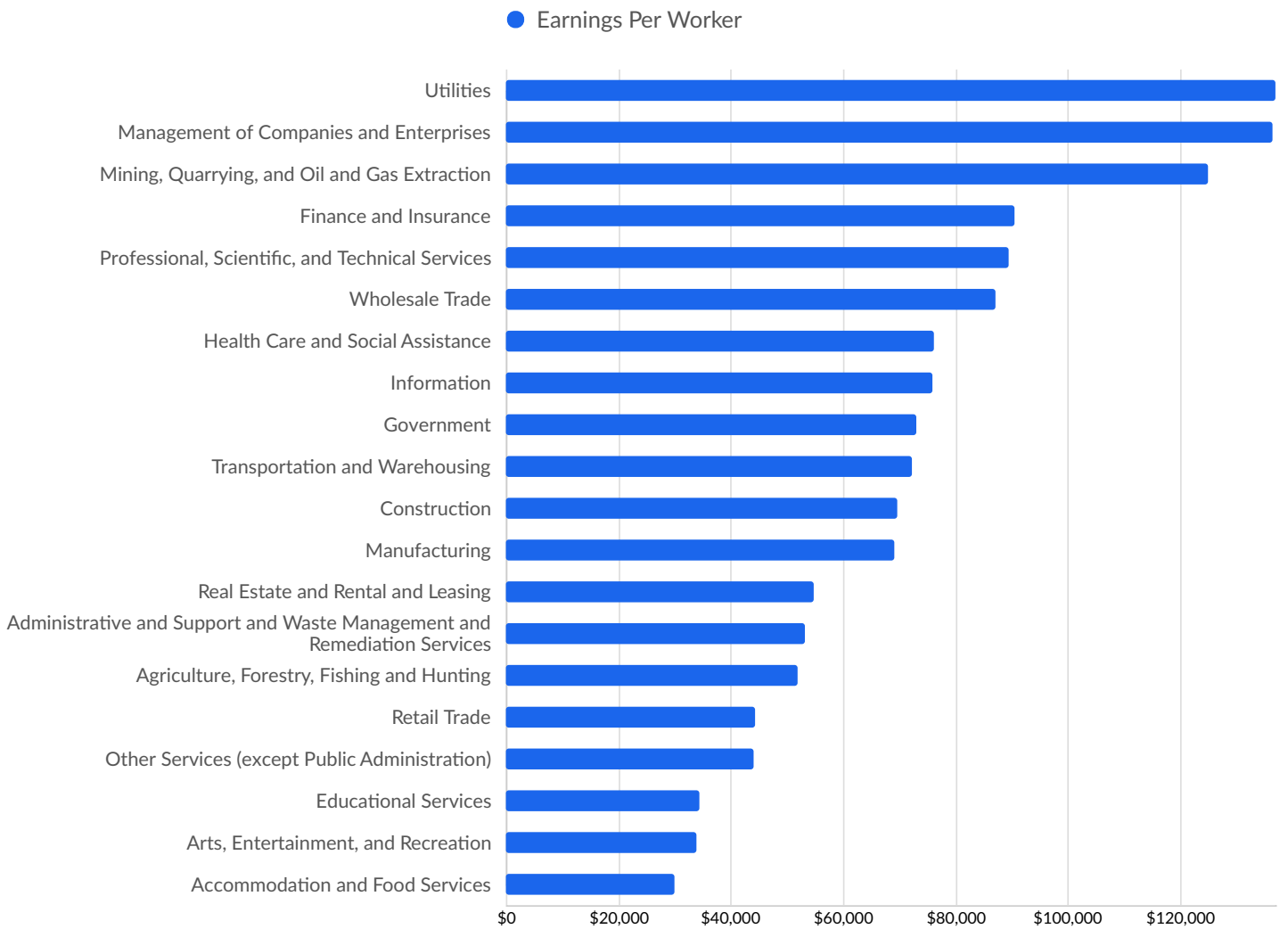
Top Industry Employment Concentration



Top Industry GRP





Top Industry Earnings



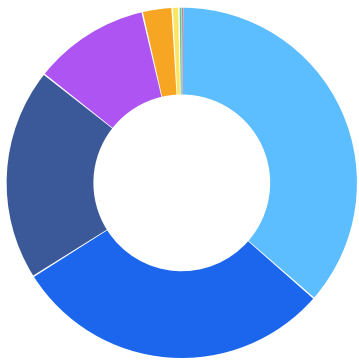
Business Characteristics

11,443 Companies Employ Your Workers

Online profiles for your workers mention 11,443 companies as employers, with the top 10 appearing below. In the last 12 months, 1,217 companies in your area posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|-----------------------------------|---|-------------------------------------|---|
| Monument Health | 1,845  | Monument Health | 970  |
| United States Air Force | 1,202  | Acrisure, LLC | 741  |
| Black Hills Corporation | 625  | Sanford Health | 453  |
| South Dakota School Of Mines ... | 624  | Evergreen Technologies | 386  |
| Black Hills State University | 481  | GPAC | 297  |
| Rapid City Area Schools | 429  | United States Department of Ve... | 204  |
| United States Department of Ve... | 395  | Great Plains Tribal Chairmen's H... | 202  |
| State Of South Dakota | 359  | State Of South Dakota | 173  |
| City Of Rapid City | 269  | Walmart | 168  |
| Walmart | 247  | Archway Physician Recruitment | 145  |

Business Size

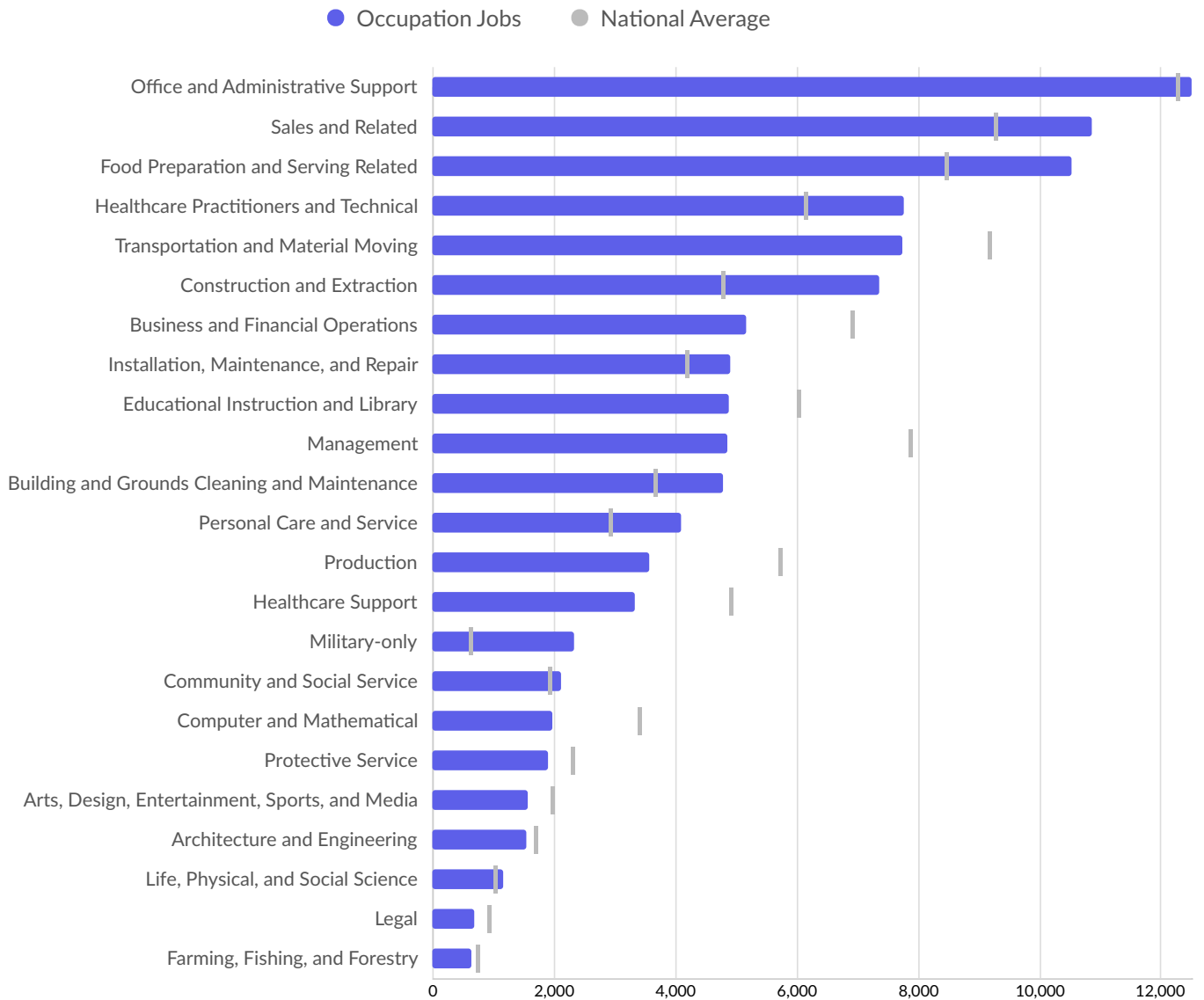


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 36.4% | 3,989 |
| ● 5 to 9 employees | 29.6% | 3,250 |
| ● 10 to 19 employees | 19.6% | 2,148 |
| ● 20 to 49 employees | 10.7% | 1,178 |
| ● 50 to 99 employees | 2.8% | 302 |
| ● 100 to 249 employees | 0.6% | 68 |
| ● 250 to 499 employees | 0.3% | 31 |
| ● 500+ employees | 0.0% | 5 |

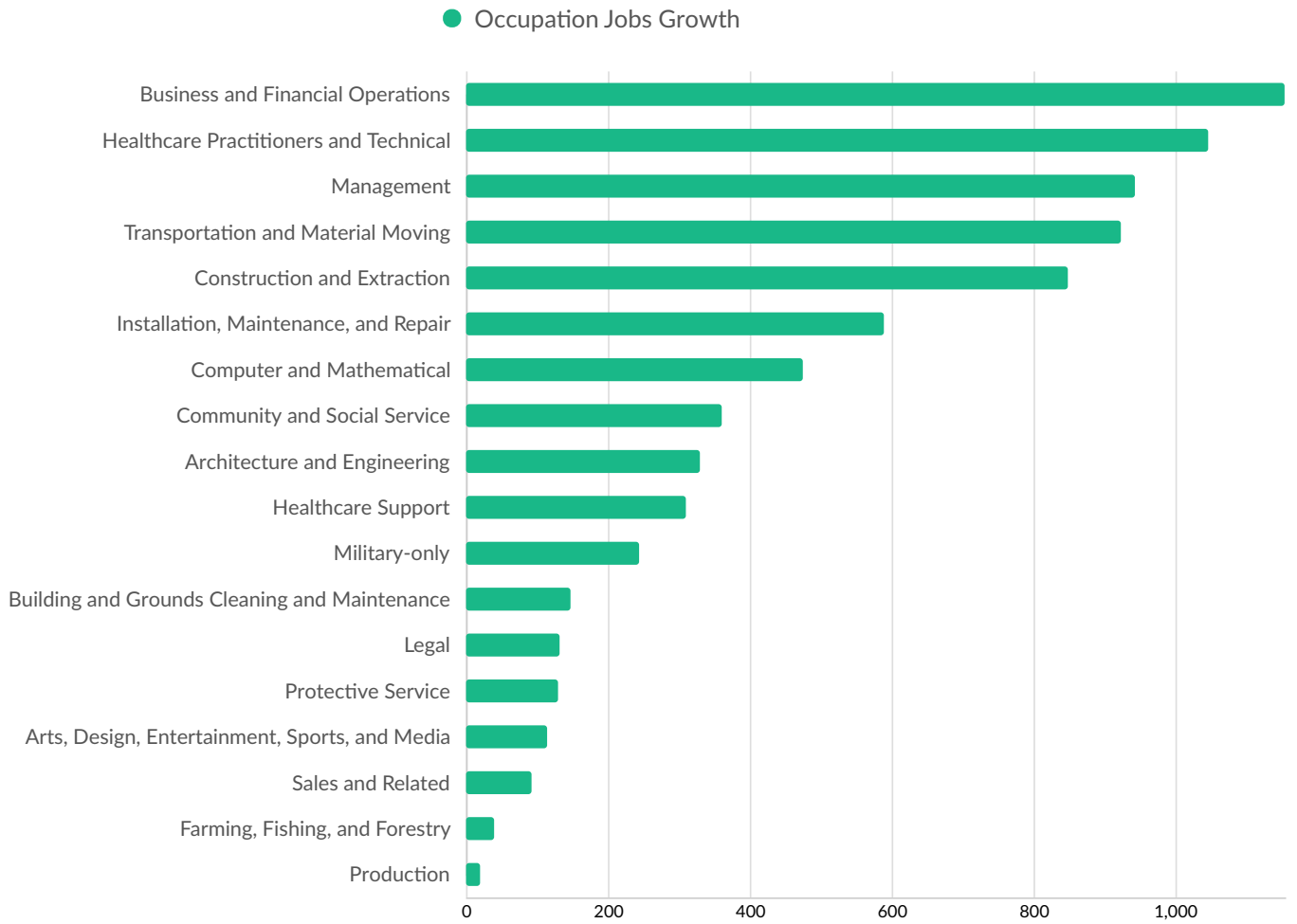
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

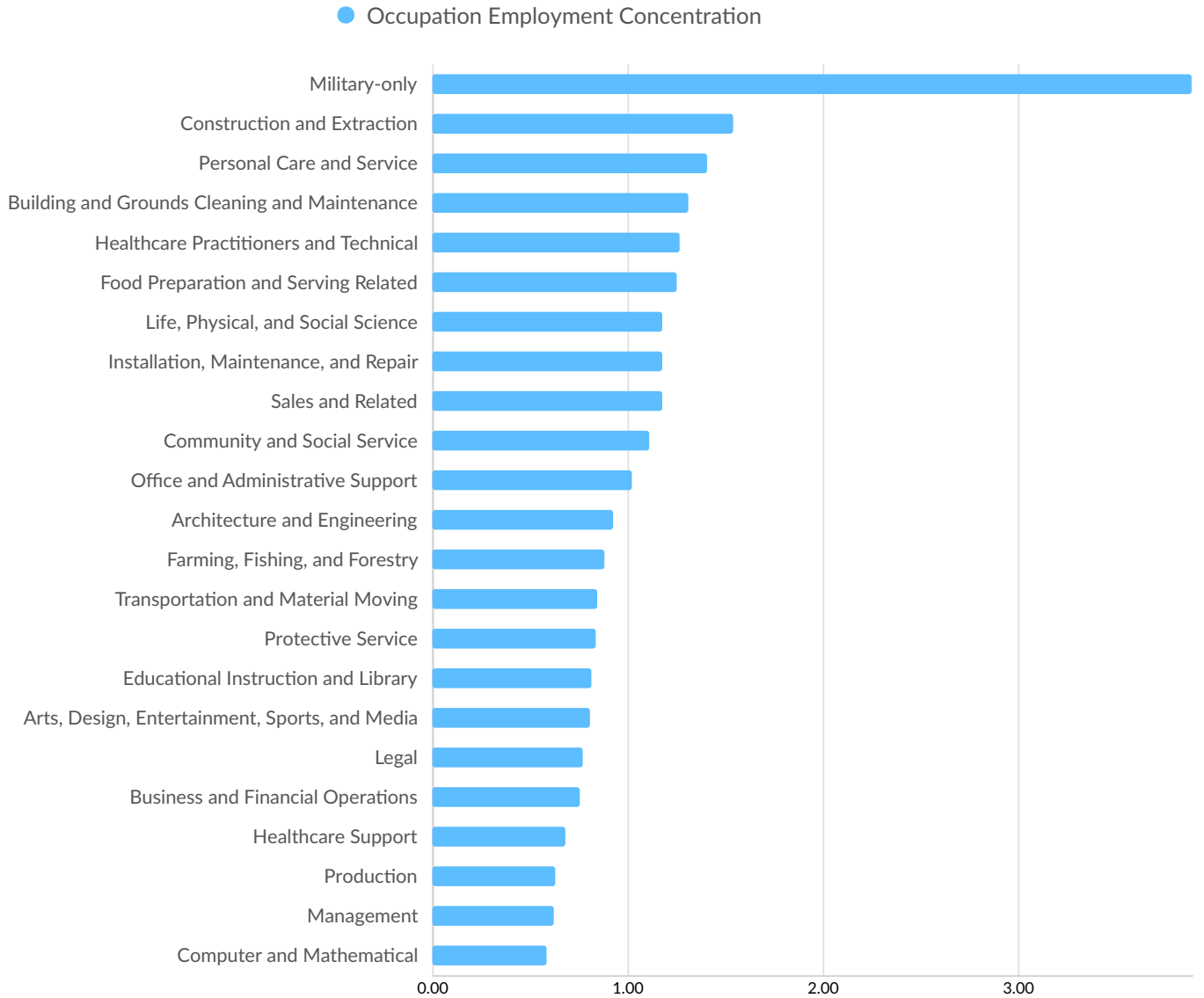
Largest Occupations



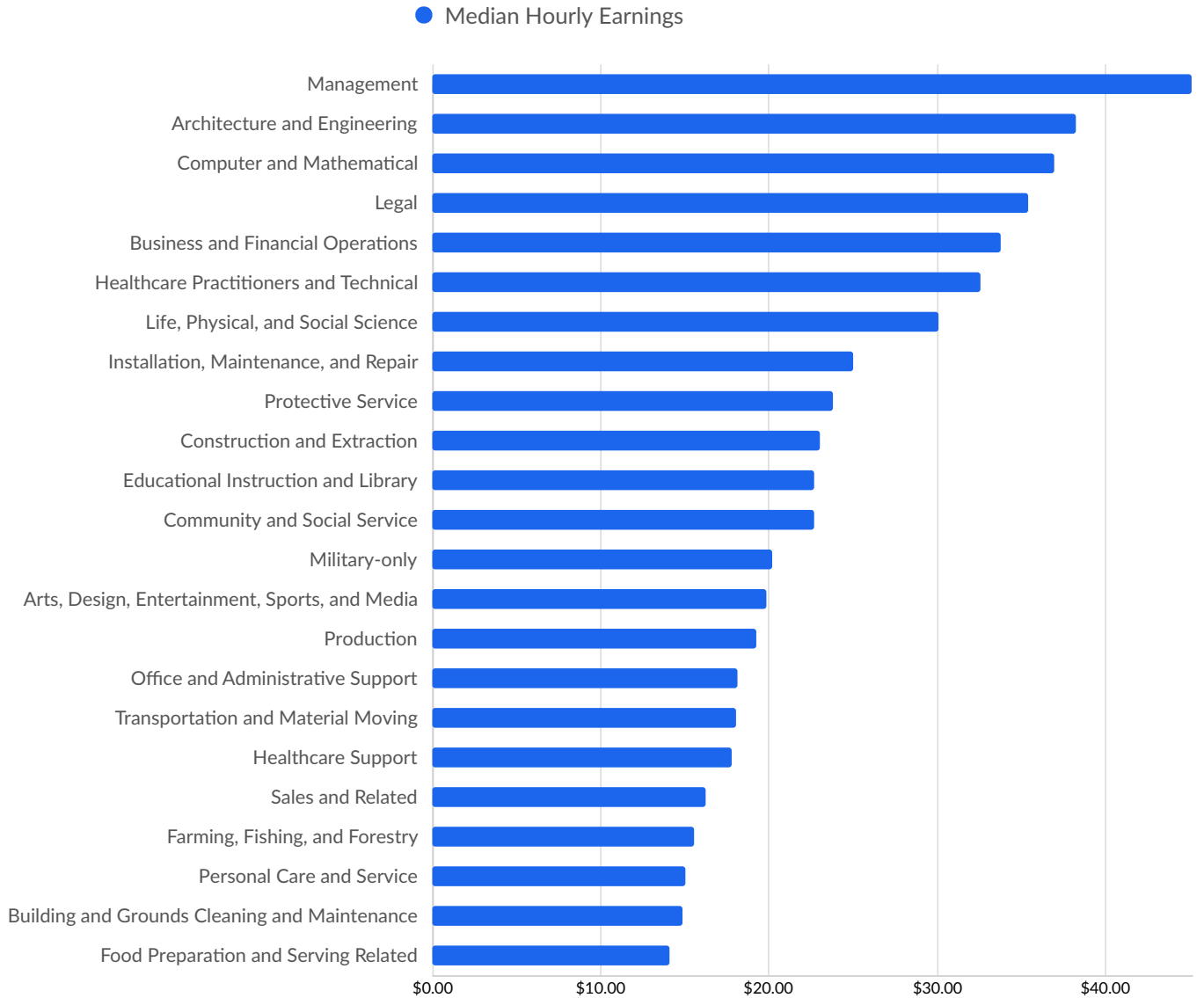
Top Growing Occupations



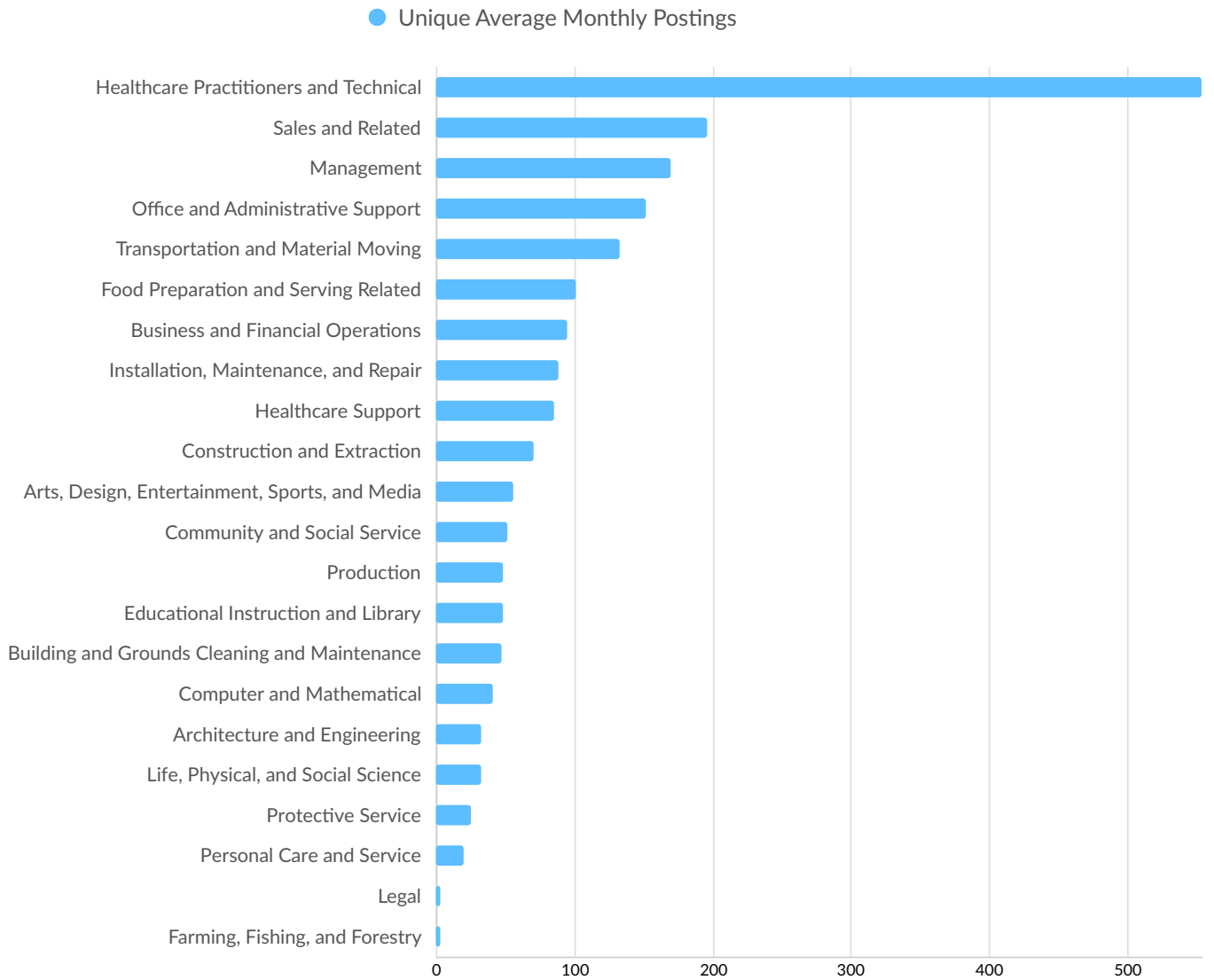
Top Occupation Employment Concentration



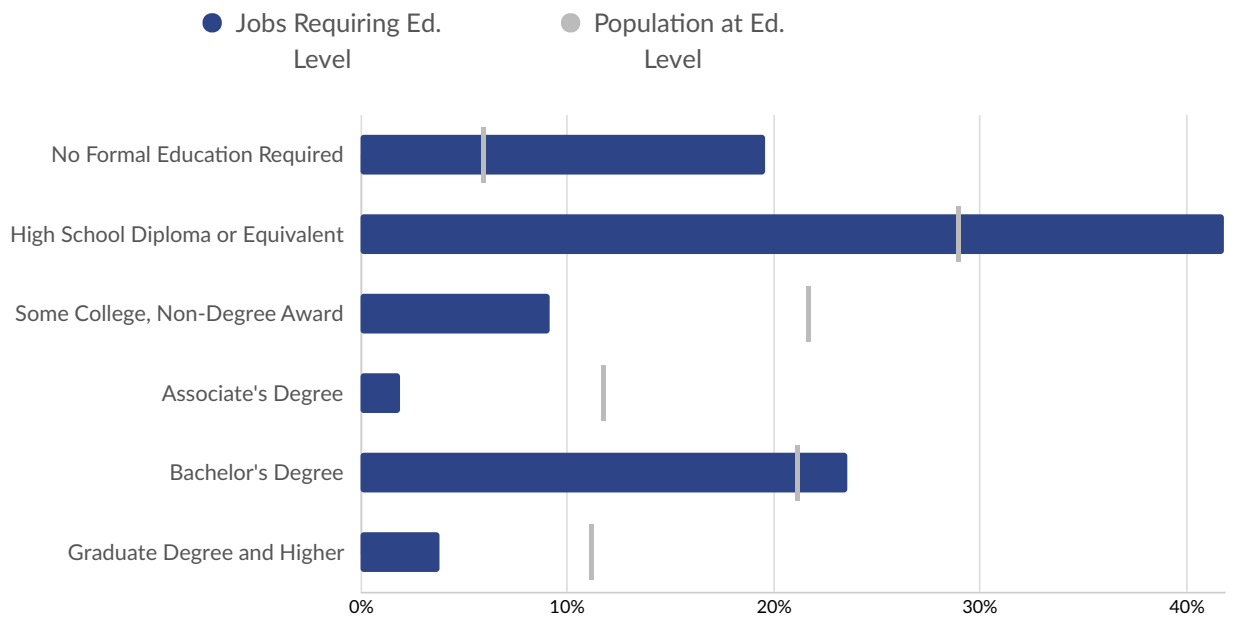
Top Occupation Earnings



Top Posted Occupations

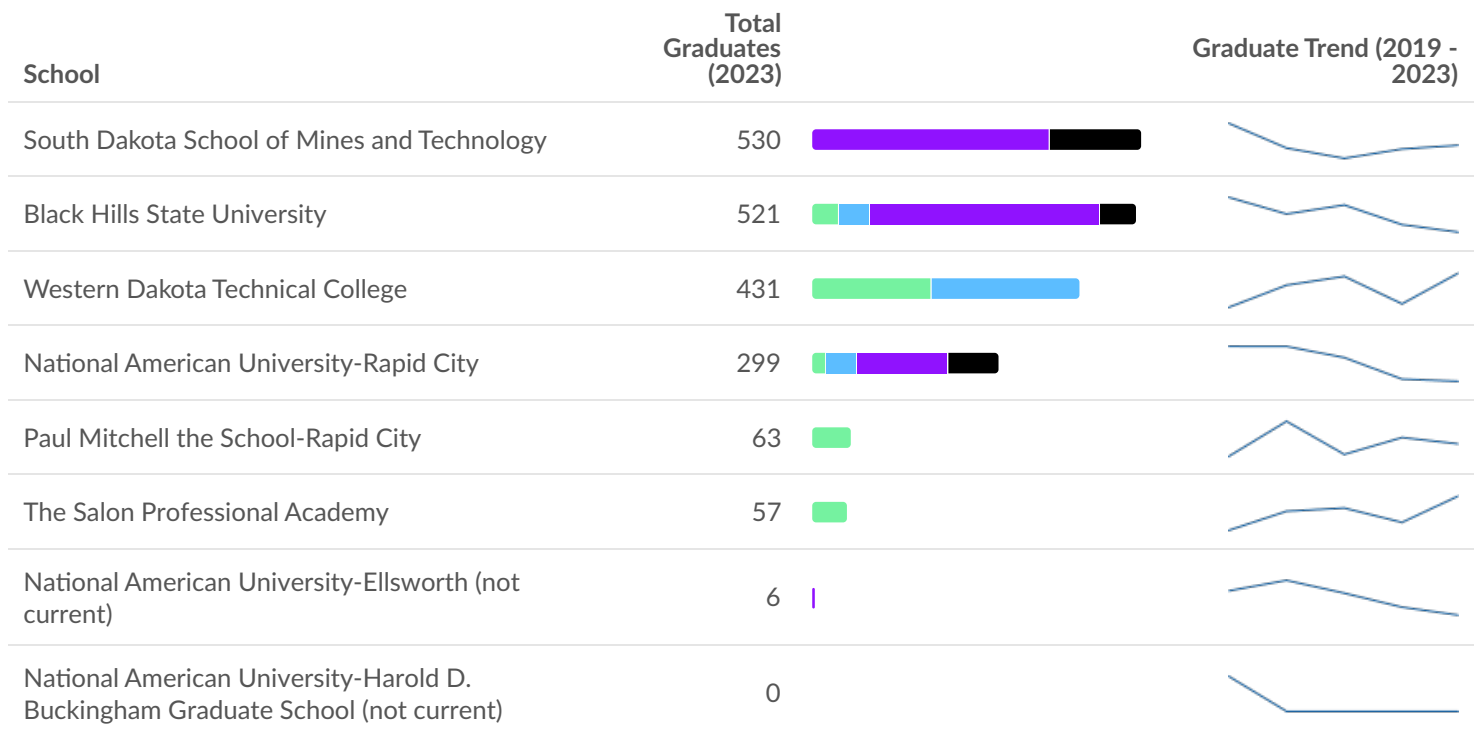


Underemployment



Educational Pipeline

In 2023, there were 1,907 graduates in 6 South Dakota Counties. This pipeline has shrunk by 25% 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

