

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

205,176

Population (2024)

Population **grew by 10,357** over the last 5 years and is projected to **grow by 11,801** over the next 5 years.

107,877

Total Regional Employment

Jobs **grew by 8,458** over the last 5 years and are projected to **grow by 5,440** over the next 5 years.

\$64.8K

Avg. Earnings Per Job (2024)

Regional average earnings per job are **\$21.0K below** the national average earnings of \$85.8K per job.

Takeaways

- As of 2024 the region's population **increased by 5.3%** since 2019, growing by 10,357. Population is expected to **increase by 5.8%** between 2024 and 2029, adding 11,801.
- From 2019 to 2024, jobs **increased by 8.5%** in 6 South Dakota Counties from 99,419 to **107,877**. This change **outpaced the national growth rate of 4.1% by 4.4%**. As the number of jobs increased, the **labor force participation rate increased from 60.8% to 64.1% between 2019 and 2024**.
- Concerning educational attainment, **21.4% of the selected regions' residents possess a Bachelor's Degree** (0.1% below the national average), and **11.9% hold an Associate's Degree** (3.1% above the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Federal Government, Civilian.

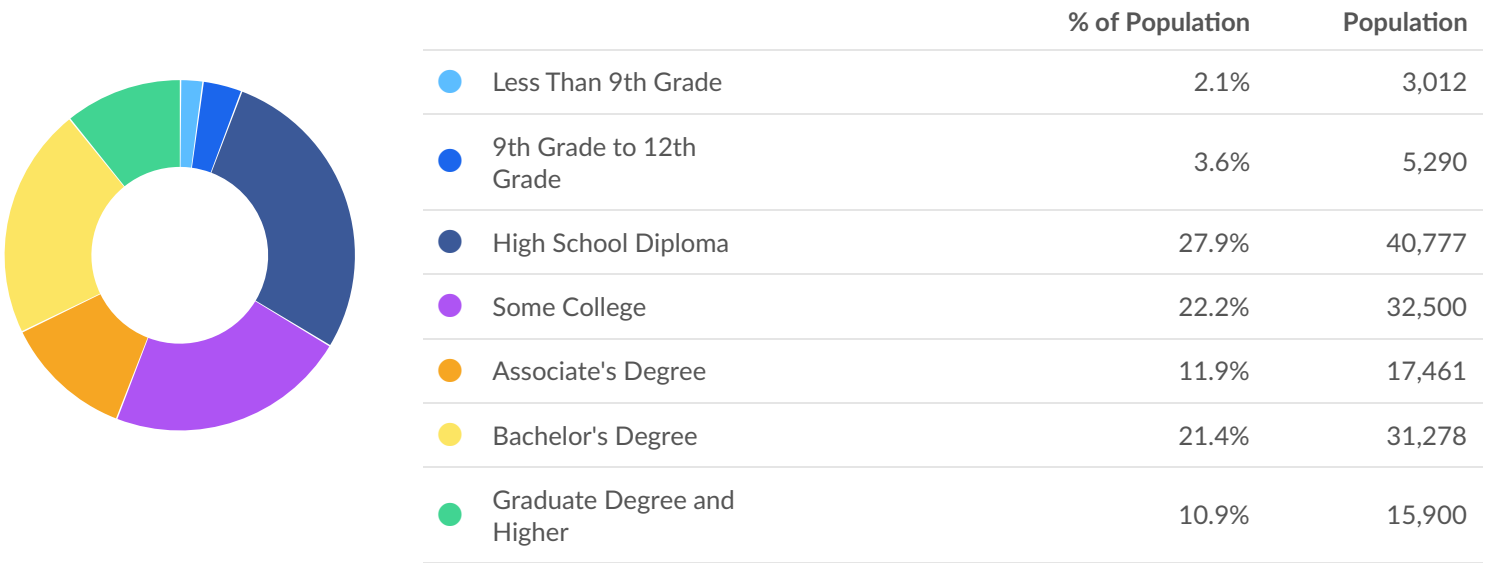
	Population (2025)	Labor Force (Apr 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	207,874	105,436	107,877	98.0	\$15.42B	\$17.94B	\$21.53B
State	943,445	494,113	533,390	99.4	\$77.48B	\$82.00B	\$101.27B

Apr 2025 Labor Force Breakdown



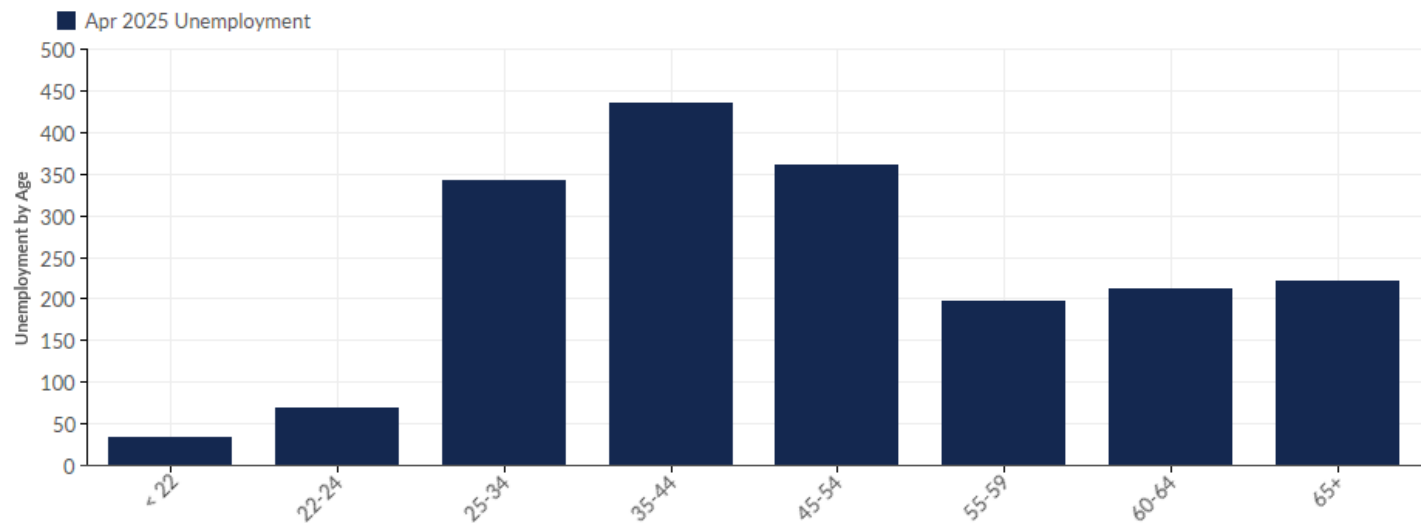
Educational Attainment

Concerning educational attainment, **21.4% of the selected regions' residents possess a Bachelor's Degree** (0.1% below the national average), and **11.9% hold an Associate's Degree** (3.1% above the national average).



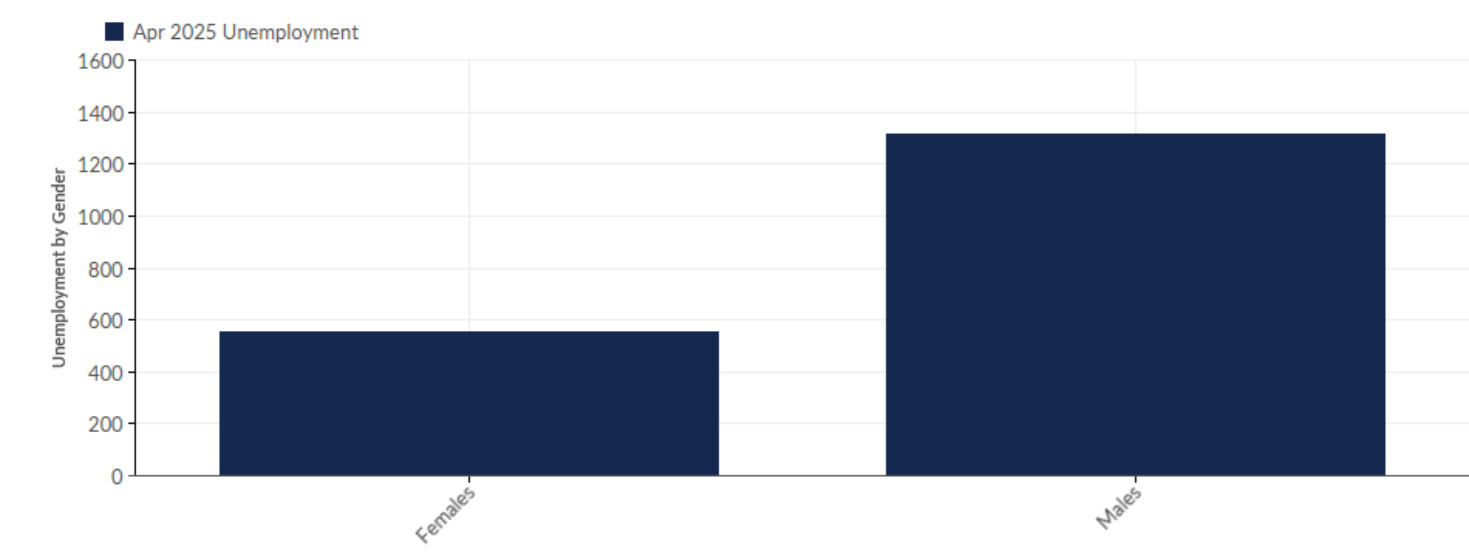
Unemployment by Demographics

Unemployment by Age



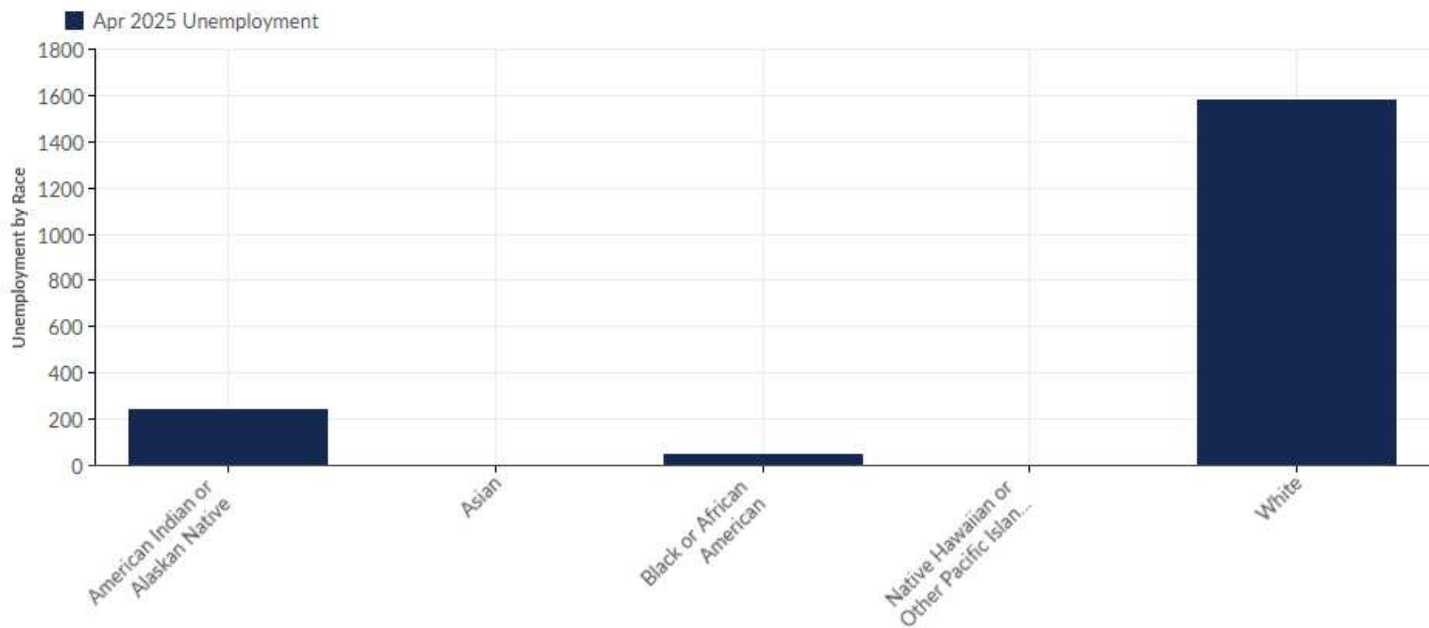
Age	Unemployment (Apr 2025)	% of Unemployed
< 22	34	1.82%
22-24	70	3.74%
25-34	342	18.28%
35-44	435	23.25%
45-54	361	19.29%
55-59	196	10.48%
60-64	211	11.28%
65+	222	11.87%
Total	1,871	100.00%

Unemployment by Gender



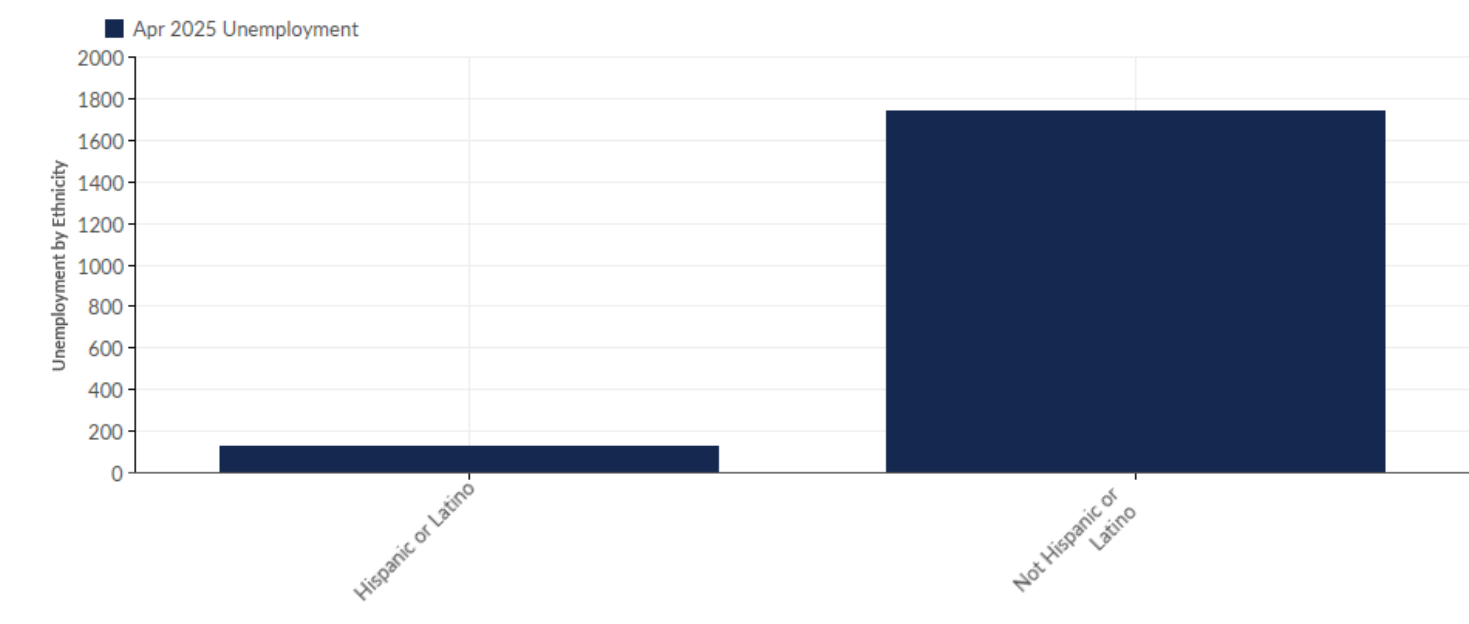
Gender	Unemployment (Apr 2025)	% of Unemployed
Females	555	29.66%
Males	1,316	70.34%
Total	1,871	100.00%

Unemployment by Race



Race	Unemployment (Apr 2025)	% of Unemployed
American Indian or Alaskan Native	244	13.04%
Asian	0	0.00%
Black or African American	46	2.46%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,581	84.50%
Total	1,871	100.00%

Unemployment by Ethnicity

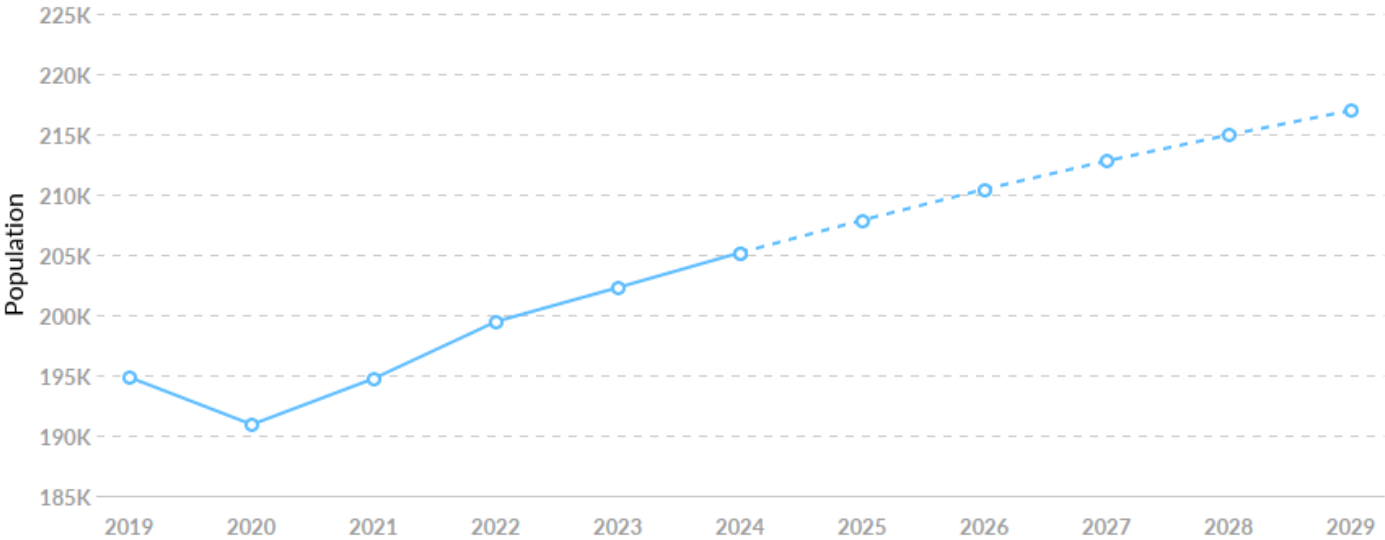


Ethnicity	Unemployment (Apr 2025)	% of Unemployed
Hispanic or Latino	128	6.84%
Not Hispanic or Latino	1,743	93.16%
Total	1,871	100.00%

Historic & Projected Trends

Population Trends

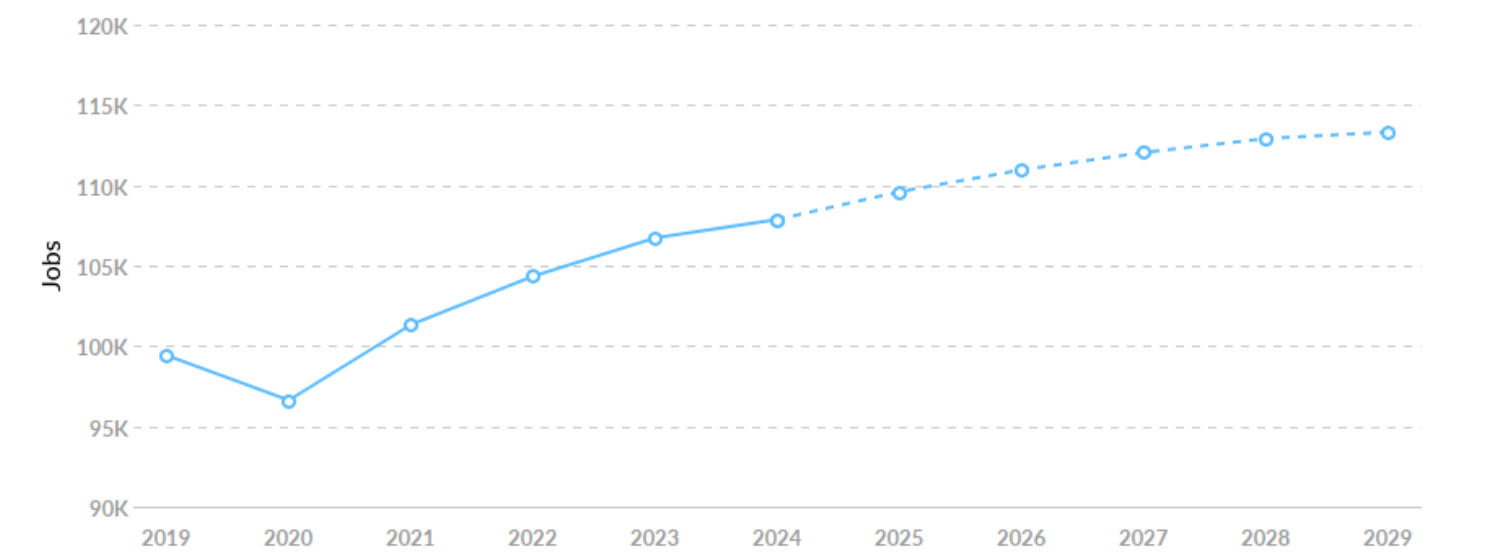
As of 2024 the region's population **increased by 5.3%** since 2019, growing by 10,357. Population is expected to **increase by 5.8%** between 2024 and 2029, adding 11,801.



Timeframe	Population
2019	194,819
2020	190,907
2021	194,731
2022	199,456
2023	202,283
2024	205,176
2025	207,874
2026	210,437
2027	212,787
2028	214,949
2029	216,977

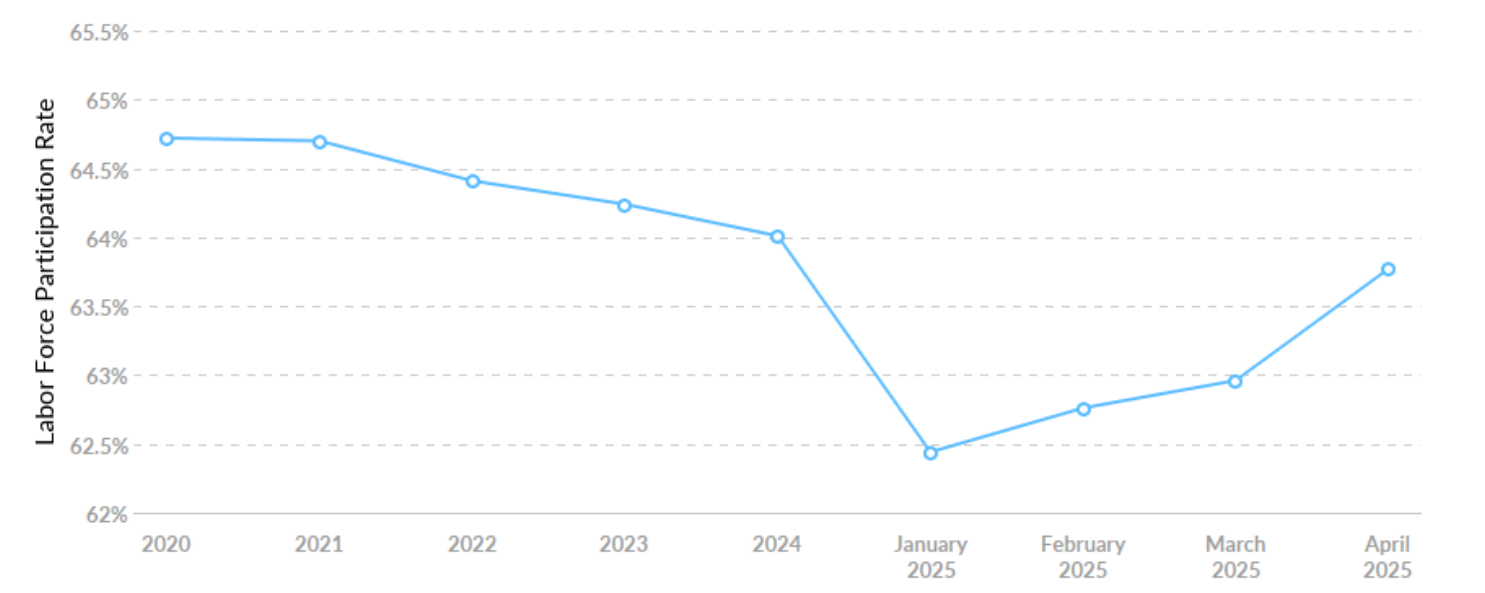
Job Trends

From 2019 to 2024, jobs increased by 8.5% in 6 South Dakota Counties from 99,419 to **107,877**. This change **outpaced the national growth rate of 4.1% by 4.4%**.



Timeframe	Jobs
2019	99,419
2020	96,627
2021	101,331
2022	104,345
2023	106,732
2024	107,877
2025	109,607
2026	110,965
2027	112,049
2028	112,913
2029	113,317

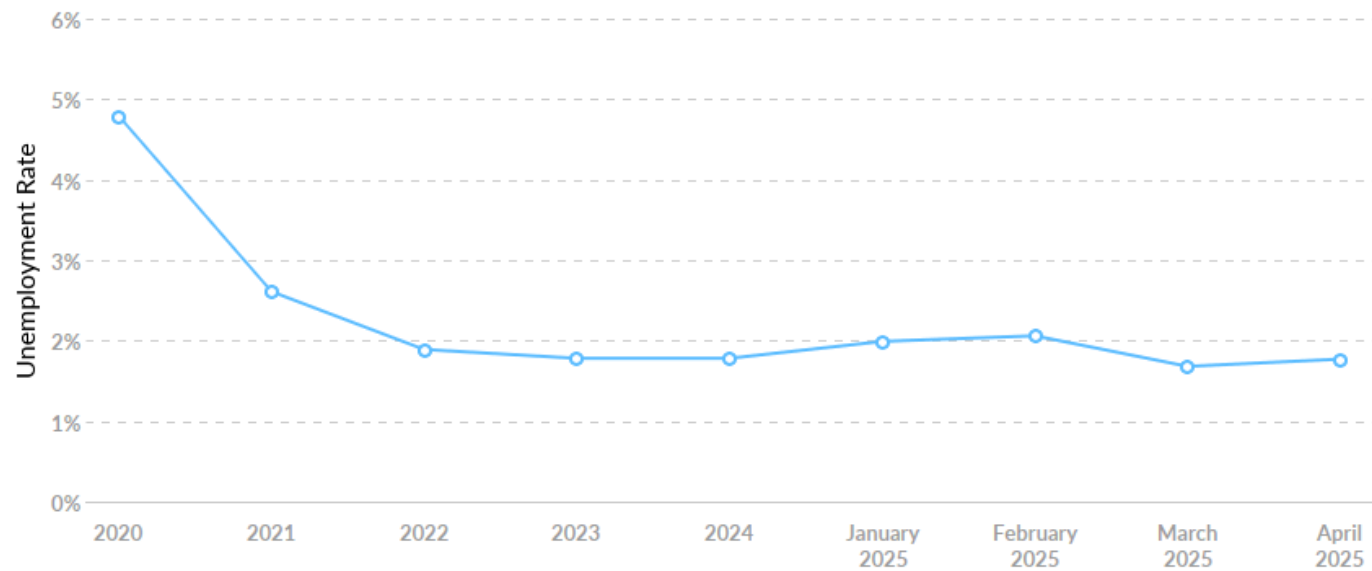
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	64.72%
2021	64.70%
2022	64.41%
2023	64.24%
2024	64.01%
January 2025	62.44%
February 2025	62.76%
March 2025	62.96%
April 2025	63.77%

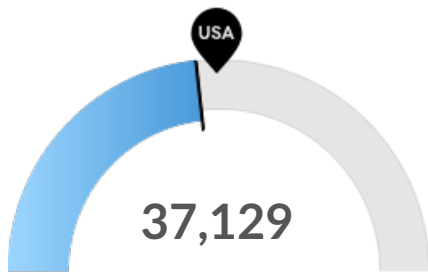
Unemployment Rate Trends

Your areas had an April 2025 unemployment rate of 1.77%, **decreasing from 4.79%** 5 years before.



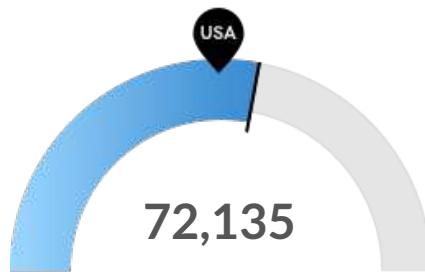
Timeframe	Unemployment Rate
2020	4.79%
2021	2.61%
2022	1.89%
2023	1.78%
2024	1.78%
January 2025	1.99%
February 2025	2.06%
March 2025	1.68%
April 2025	1.77%

Population Characteristics



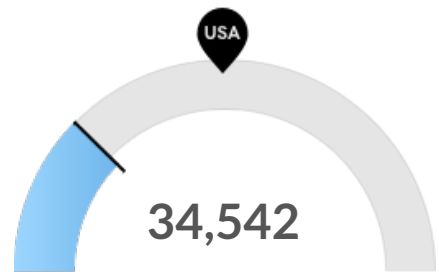
Millennials

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



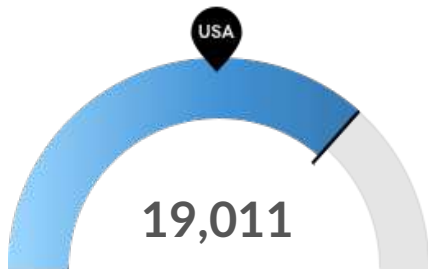
Retiring Soon

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.



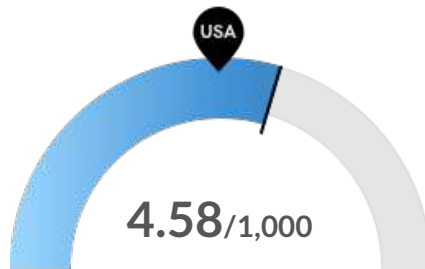
Racial Diversity

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.



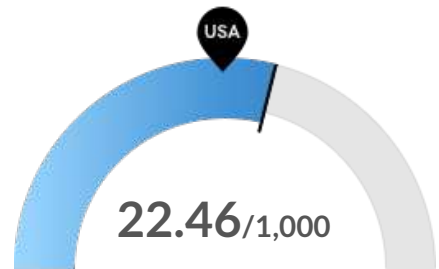
Veterans

Your area has 19,011 veterans. The national average for an area this size is 10,007.



Violent Crime

Your area has 4.58 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

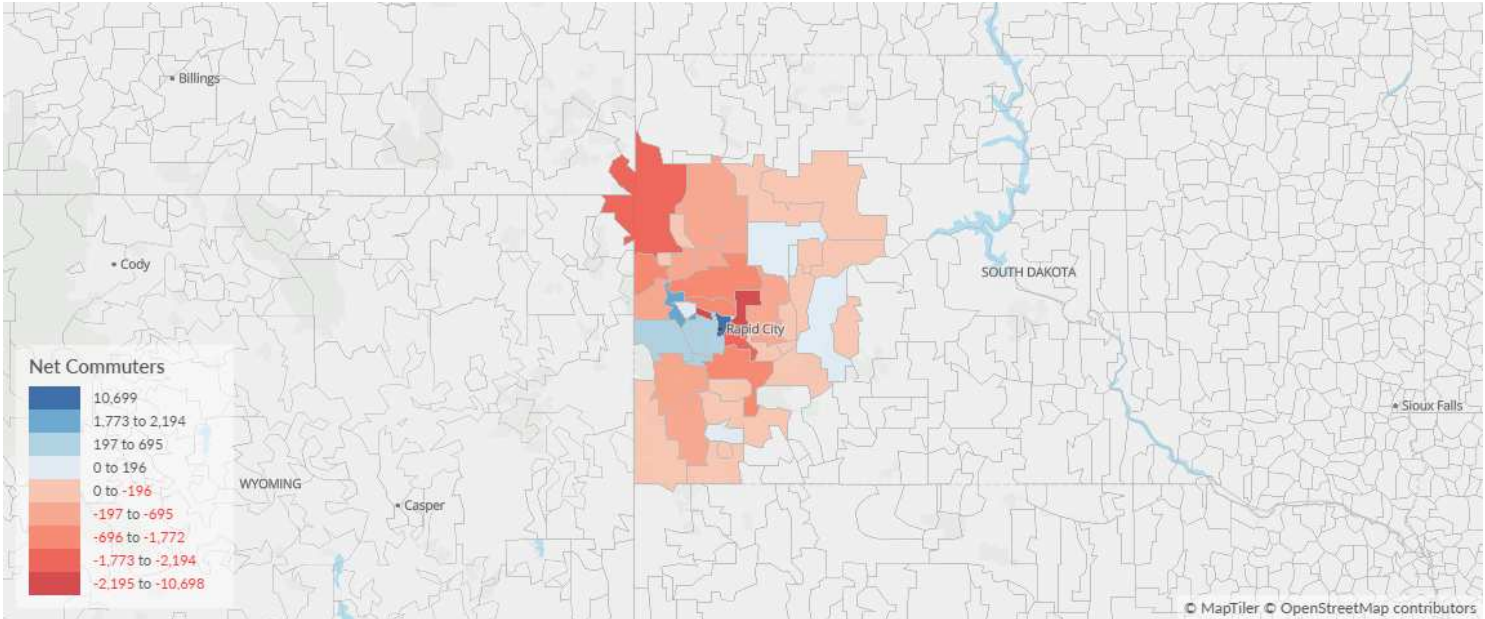


Property Crime

Your area has 22.46 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
57701	Rapid City, SD (in Penni...	35,664
57702	Rapid City, SD (in Penni...	19,487
57703	Rapid City, SD (in Penni...	8,616
57783	Spearfish, SD (in Lawren...	8,404
57785	Sturgis, SD (in Meade c...	5,152

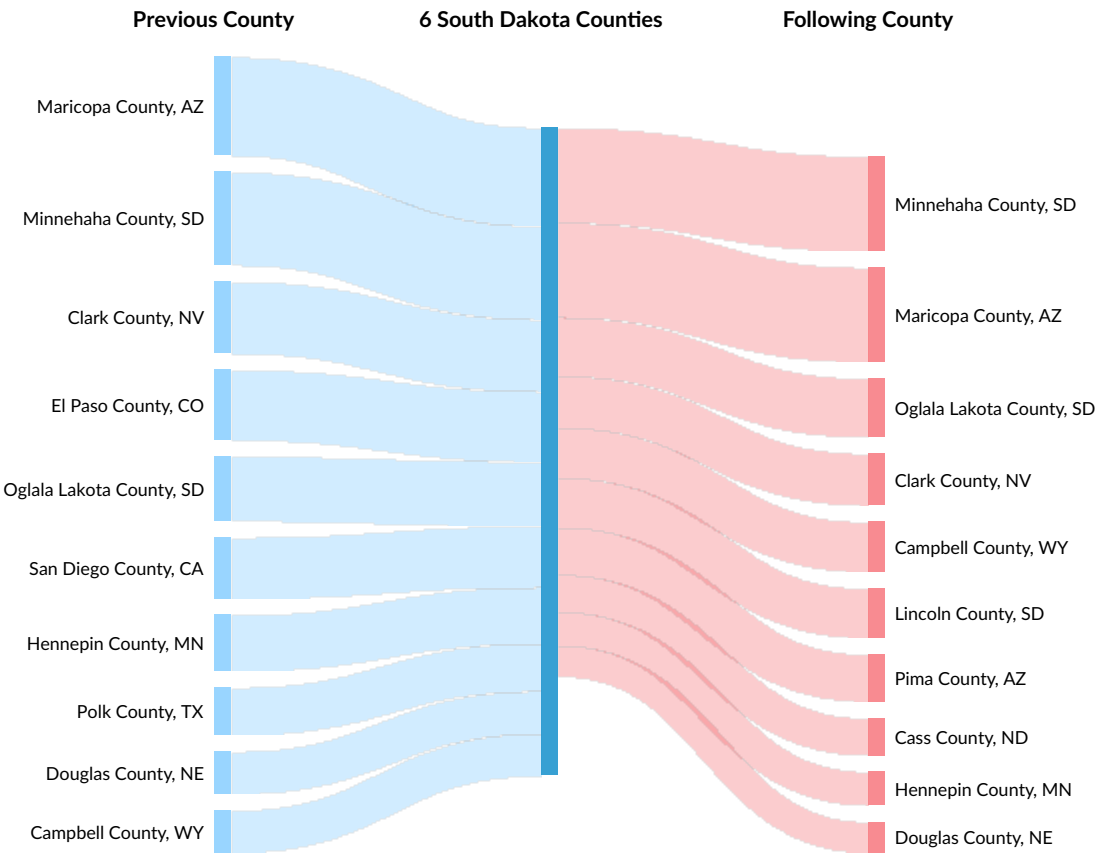
Where Talent Lives

ZIP	Name	2024 Workers
57701	Rapid City, SD (in Penni...	24,965
57702	Rapid City, SD (in Penni...	19,276
57703	Rapid City, SD (in Penni...	10,551
57783	Spearfish, SD (in Lawren...	9,168
57719	Box Elder, SD (in Pennin...	6,206

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, 245 people have migrated from Maricopa County, AZ to 6 South Dakota Counties. In the same year, 236 people left 6 South Dakota Counties migrating to Minnehaha County, SD. The total Net Migration for 6 South Dakota Counties in 2022 was 3,489.



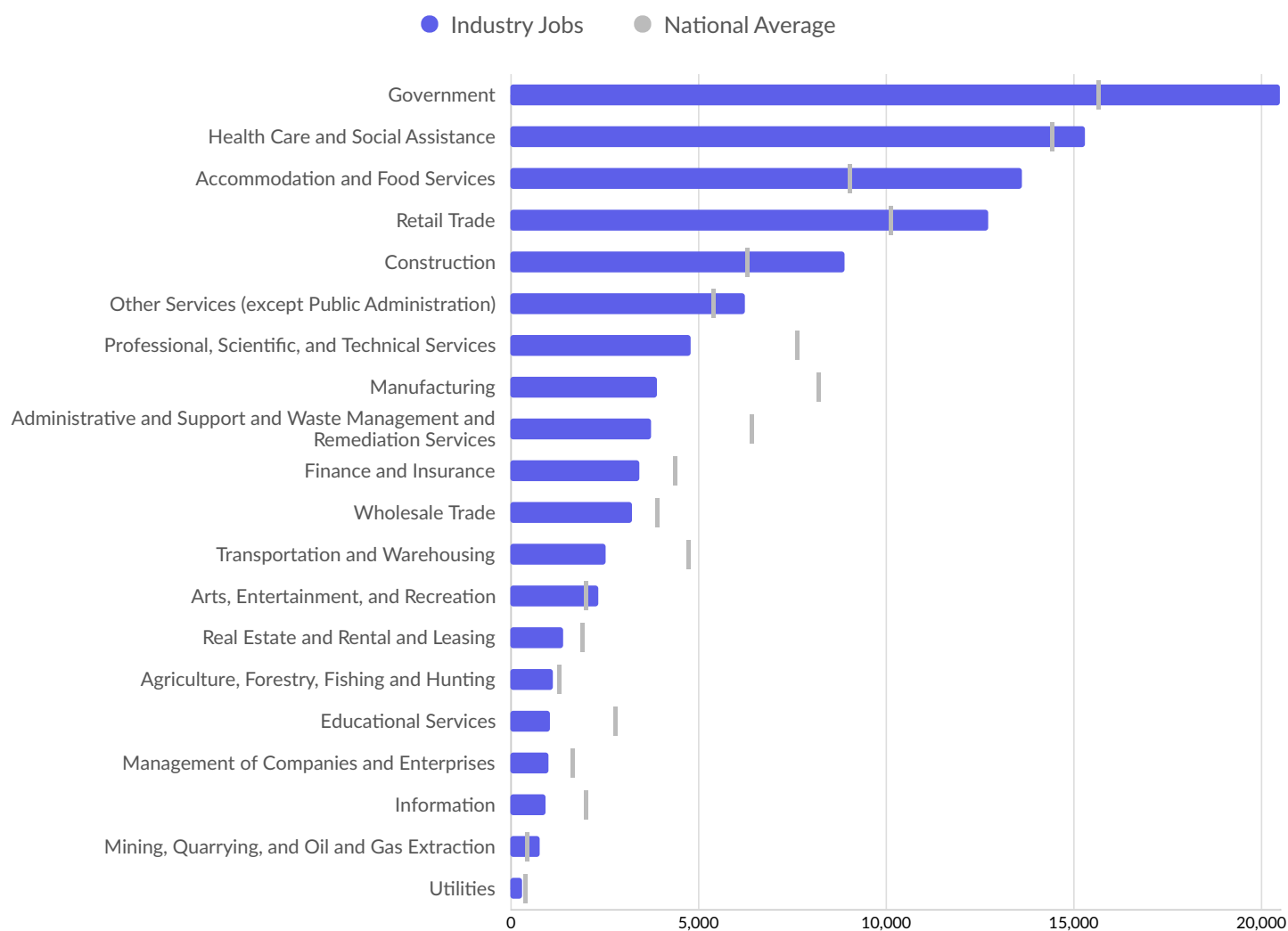
Top Previous Counties	Migrations
Maricopa County, AZ	245
Minnehaha County, SD	232
Clark County, NV	179
El Paso County, CO	175
Oglala Lakota County, SD	161

Top Previous Counties	Migrations
San Diego County, CA	152
Hennepin County, MN	140
Polk County, TX	118
Douglas County, NE	106
Campbell County, WY	105
Los Angeles County, CA	105
Arapahoe County, CO	93
Jefferson County, CO	89
San Bernardino County, CA	88
Riverside County, CA	85
Top Following Counties	Migrations
Minnehaha County, SD	236
Maricopa County, AZ	235
Oglala Lakota County, SD	146
Clark County, NV	129
Campbell County, WY	125
Lincoln County, SD	123
Pima County, AZ	118
Cass County, ND	92
Hennepin County, MN	84
Douglas County, NE	77
Burleigh County, ND	75
Pinal County, AZ	73
Hughes County, SD	73
Lancaster County, NE	72

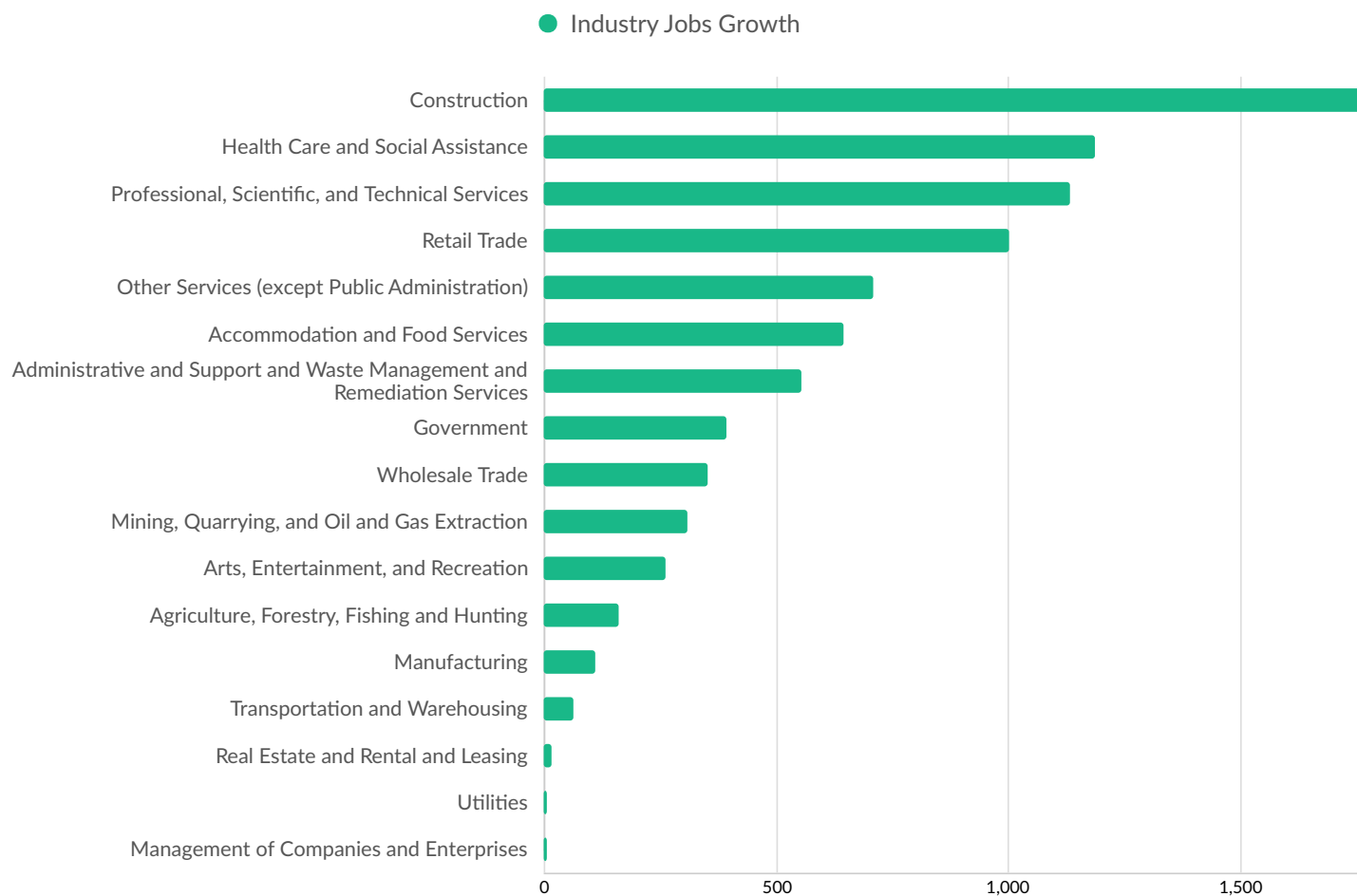
Top Following Counties	Migrations
Brown County, SD	72

Industry Characteristics

Largest Industries



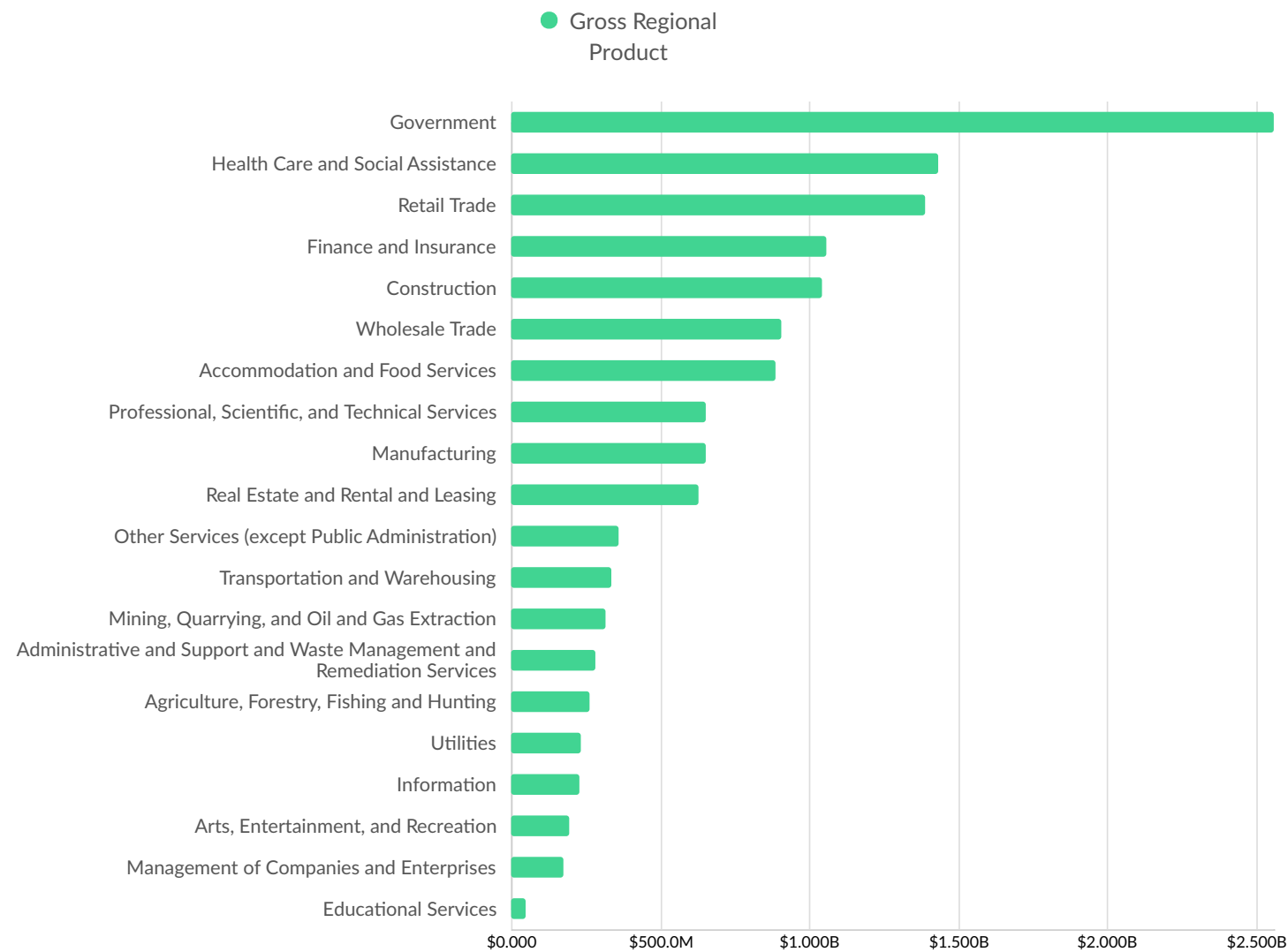
Top Growing Industries



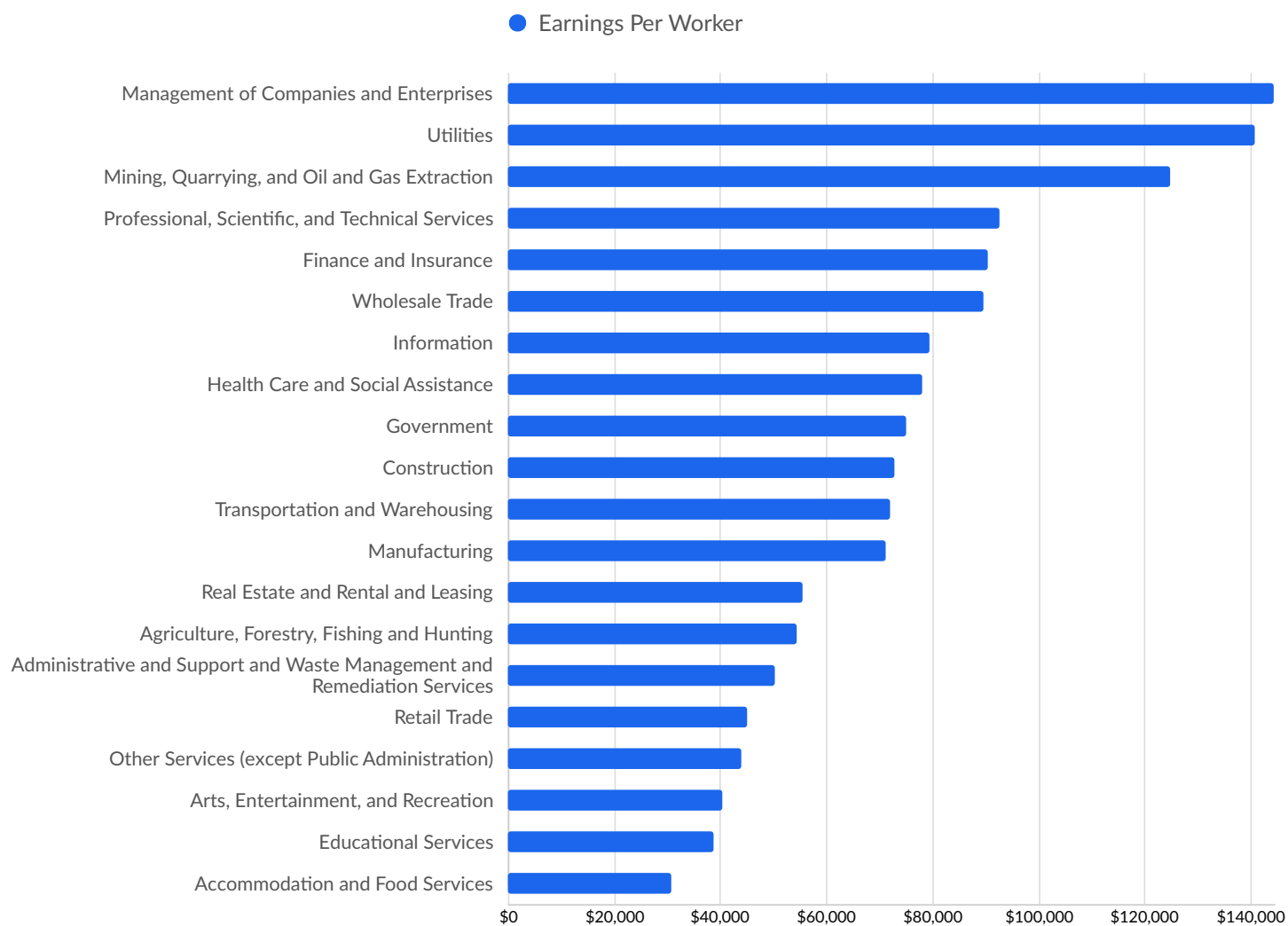
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



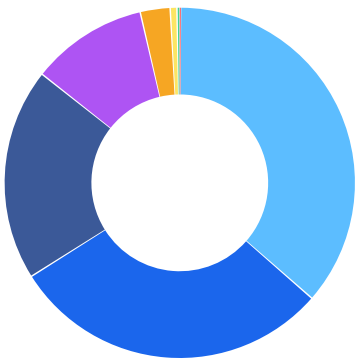
Business Characteristics

11,326 Companies Employ Your Workers

Online profiles for your workers mention 11,326 companies as employers, with the top 10 appearing below. In the last 12 months, 1,148 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Monument Health	1,623 <div></div>	Medtronic	1,165 <div></div>
United States Air Force	1,177 <div></div>	Sanford Health	521 <div></div>
Black Hills Corporation	627 <div></div>	Monument Health	471 <div></div>
South Dakota School of Mines a...	586 <div></div>	GPAC	460 <div></div>
Black Hills State University	465 <div></div>	Walmart	307 <div></div>
Rapid City Area Schools	419 <div></div>	Synchrony	267 <div></div>
United States Department of Ve...	375 <div></div>	Archway Physician Recruitment	191 <div></div>
State Of South Dakota	353 <div></div>	United States Department of Ve...	181 <div></div>
City Of Rapid City	267 <div></div>	State Of South Dakota	169 <div></div>
Walmart	211 <div></div>	Good Samaritan Society	163 <div></div>

Business Size

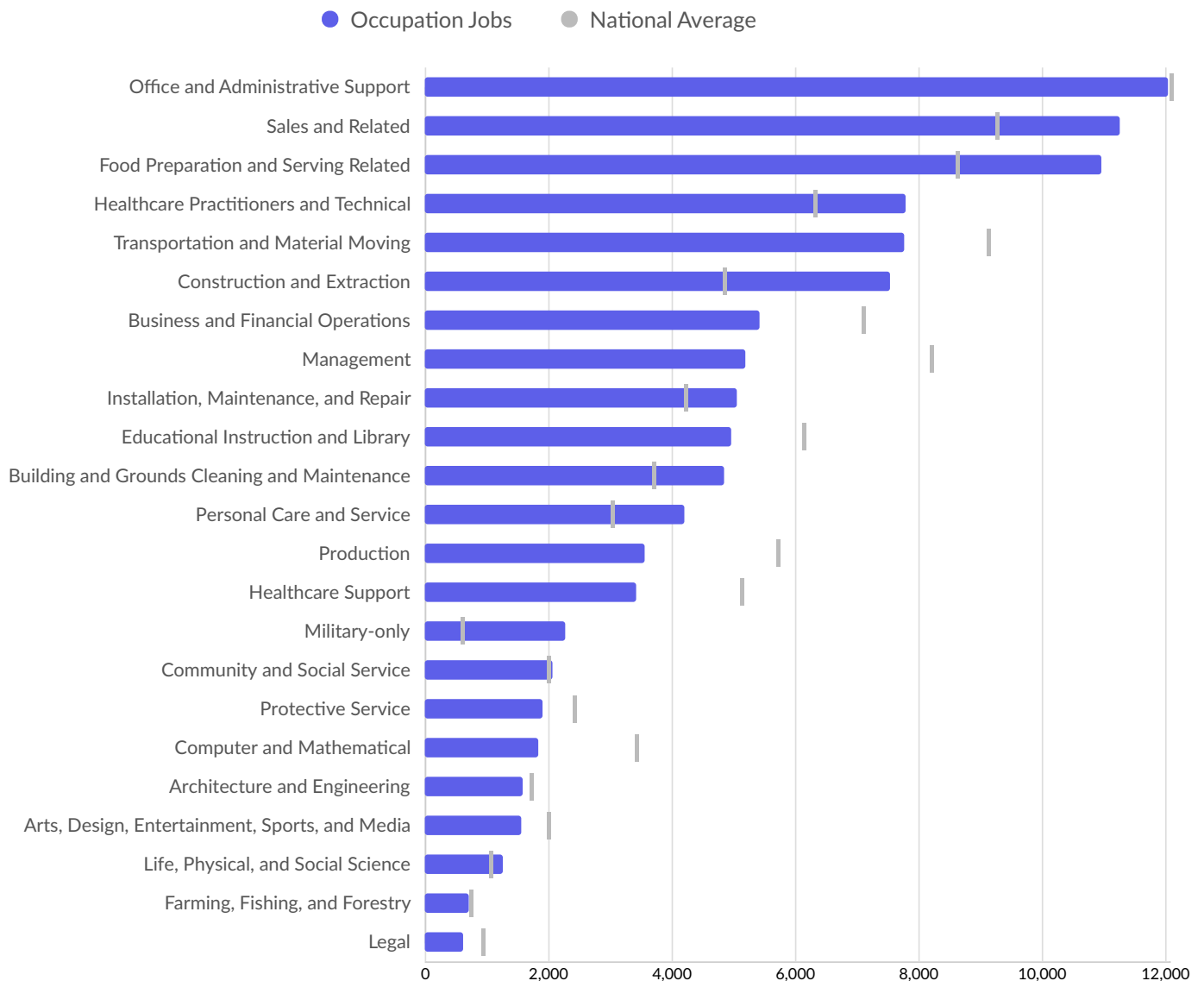


	Percentage	Business Count
1 to 4 employees	36.4%	3,989
5 to 9 employees	29.6%	3,250
10 to 19 employees	19.6%	2,148
20 to 49 employees	10.7%	1,178
50 to 99 employees	2.8%	302
100 to 249 employees	0.6%	68
250 to 499 employees	0.3%	31
500+ employees	0.0%	5

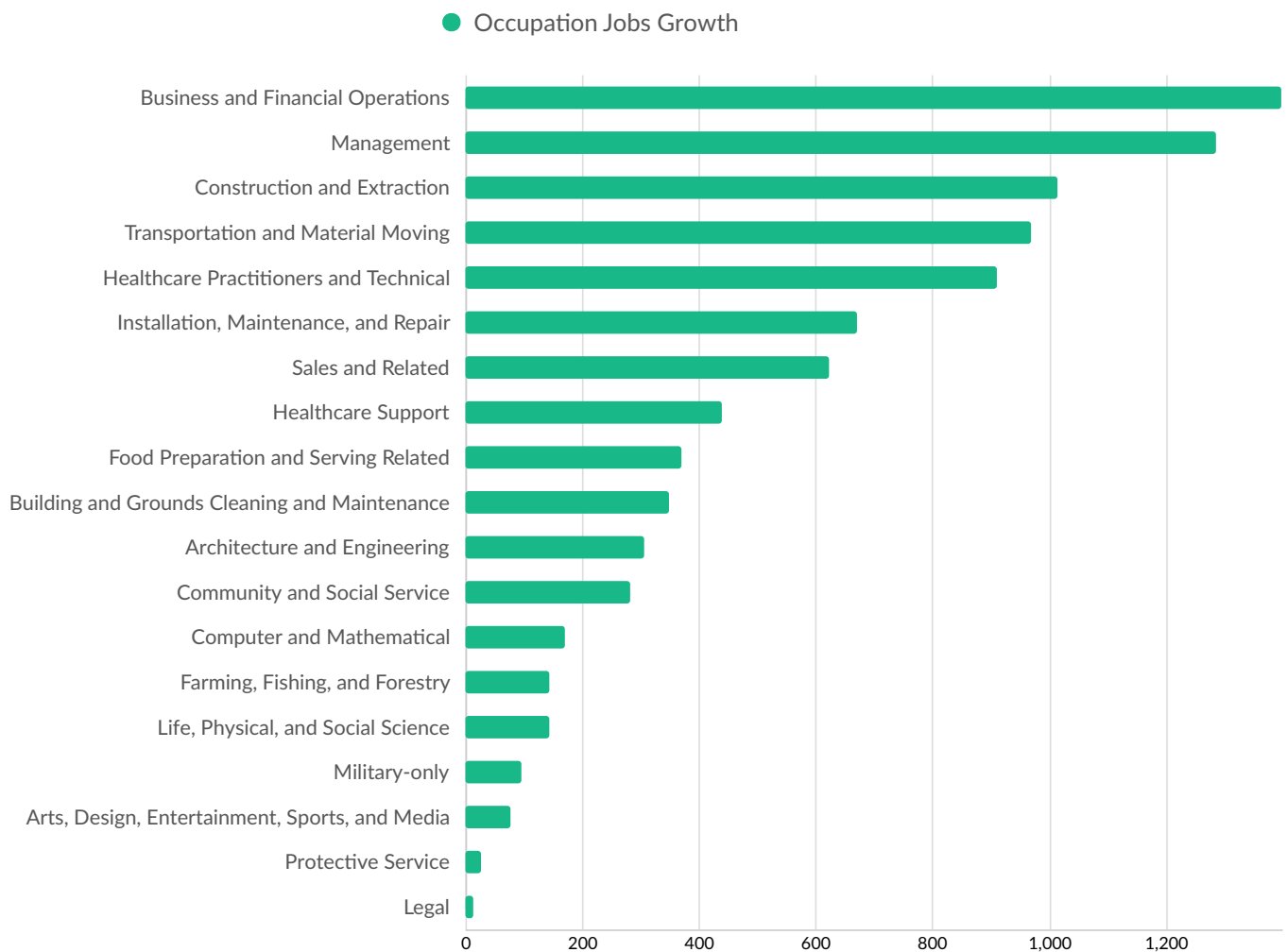
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

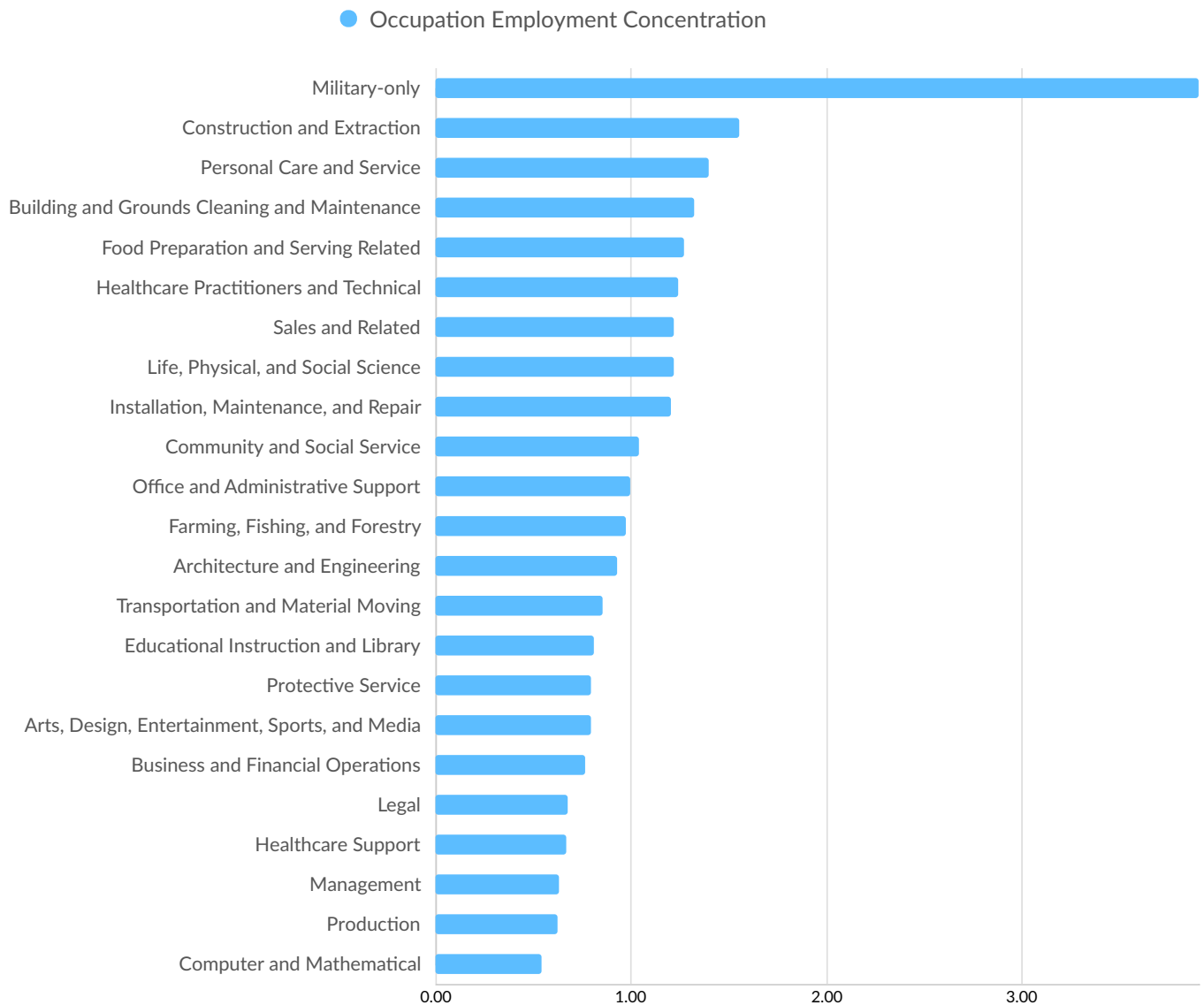
Largest Occupations



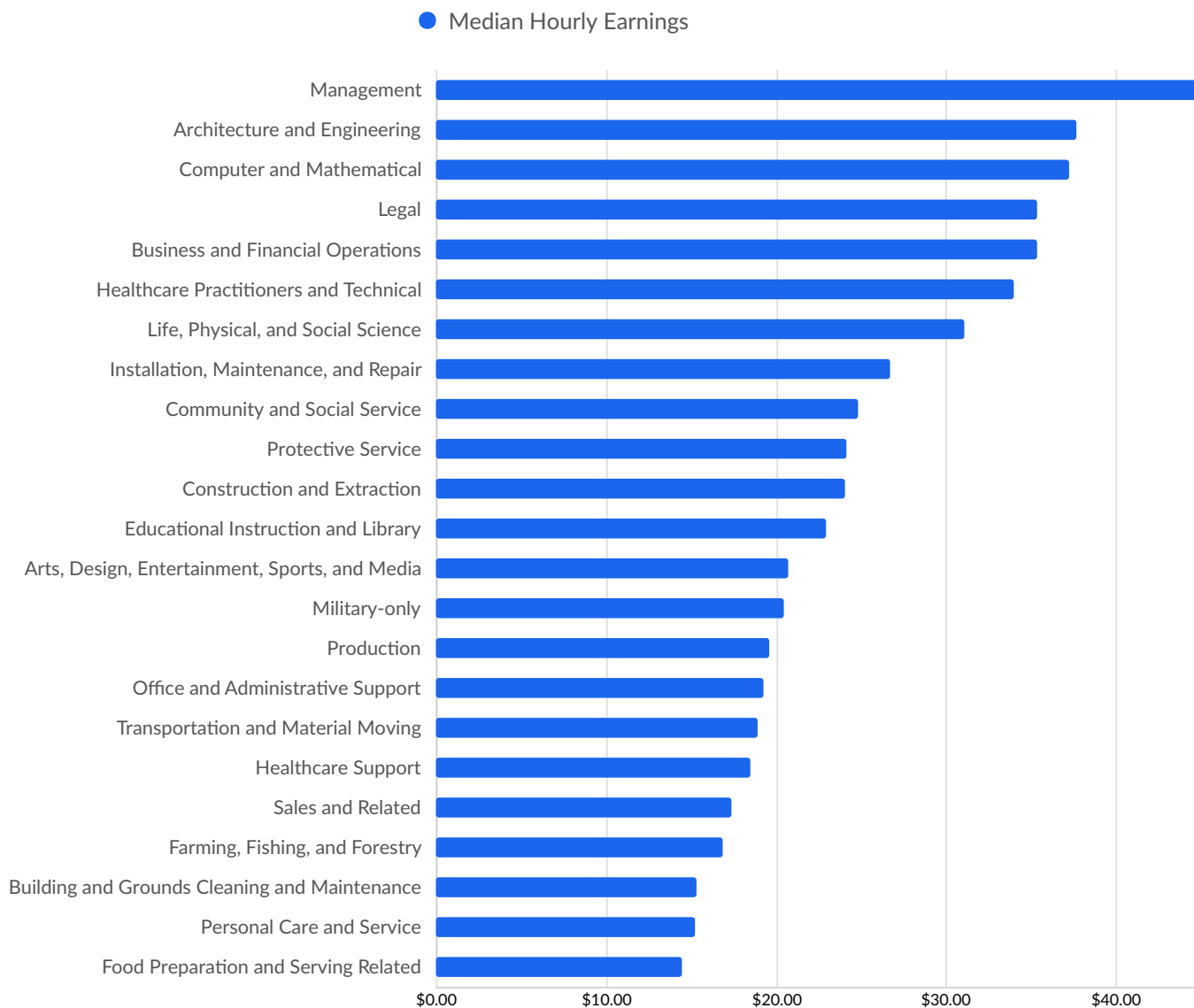
Top Growing Occupations



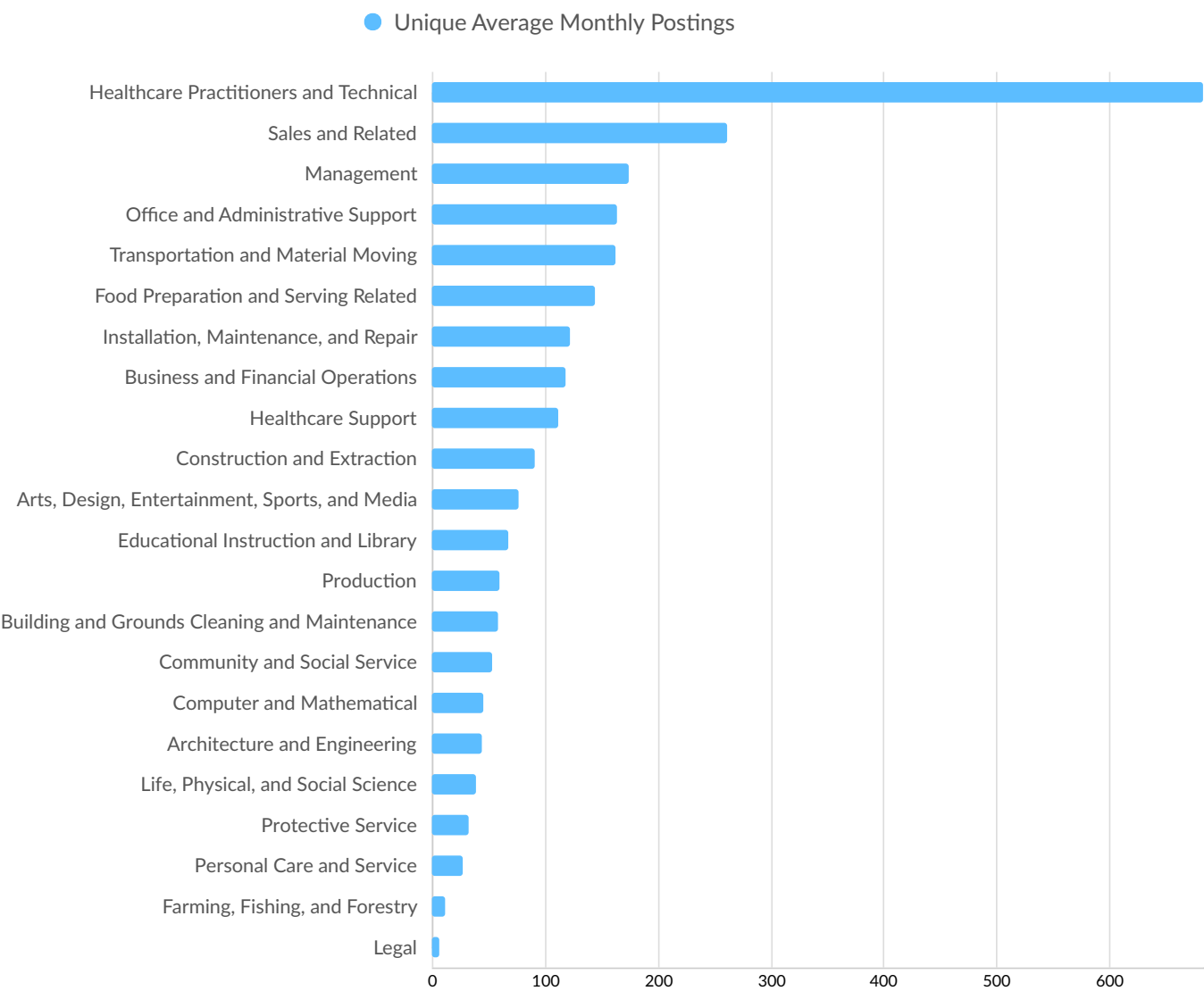
Top Occupation Employment Concentration



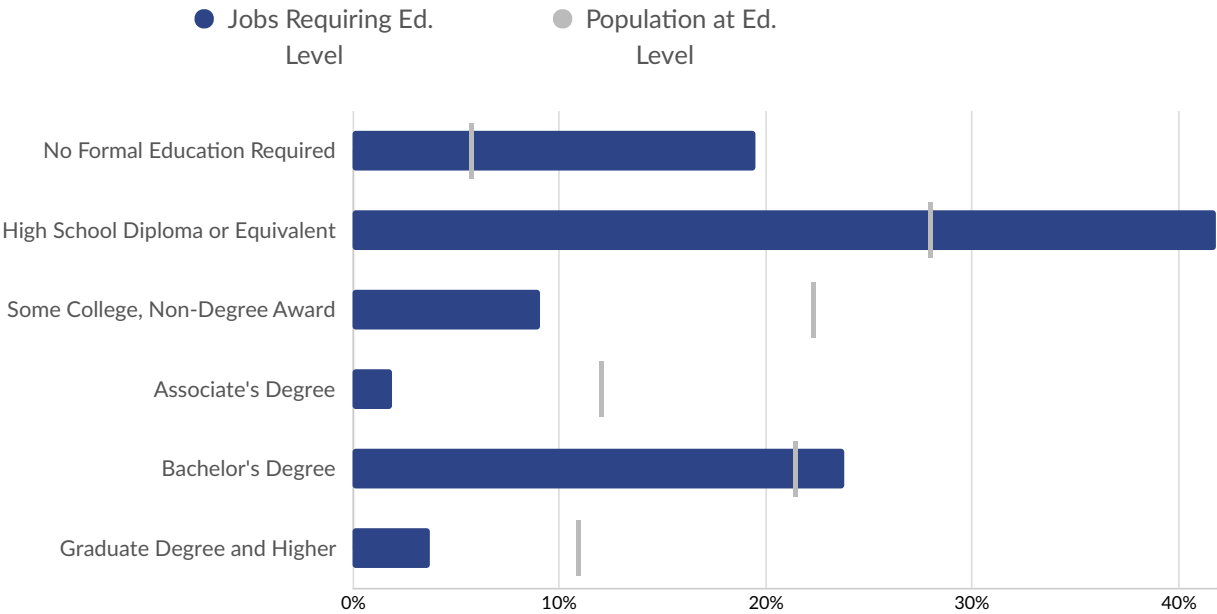
Top Occupation Earnings



Top Posted Occupations

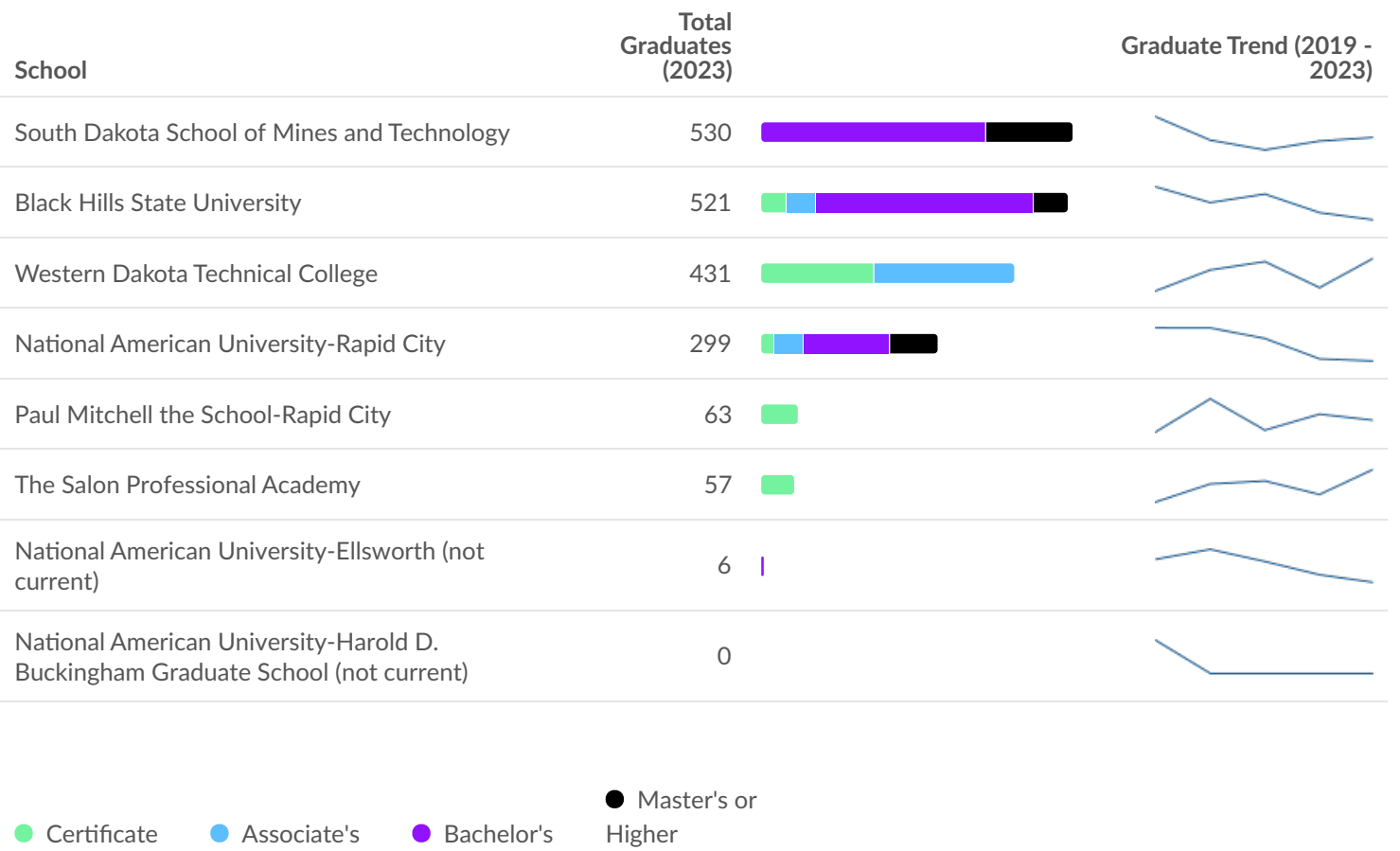


Underemployment



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

