

Pennington County, SD



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

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Economy Overview

110,785

Population (2017)

Population **grew by 6,382** over the last 5 years and is projected to **grow by 4,515** over the next 5 years.

65,765

Jobs (2017)

Jobs **grew by 3,318** over the last 5 years and are projected to **grow by 2,460** over the next 5 years.

\$51.1K

Median Household Income (2016)

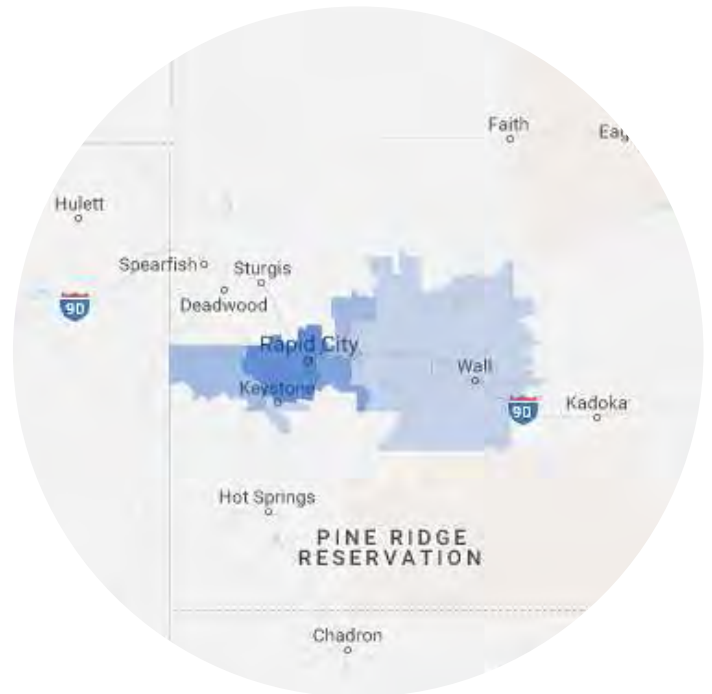
Median household income is **\$4.2K below** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 6.1%** since 2012, growing by 6,382. Population is expected to **increase by 4.1%** between 2017 and 2022, adding 4,515.

From 2012 to 2017, jobs **increased by 5.3%** in Pennington County, SD from 62,447 to **65,765**. This change **fell short of the national growth rate of 7.9% by 2.6%**. As the number of jobs increased, the **labor force participation rate decreased from 62.3% to 62.3% between 2012 and 2017**.

Concerning educational attainment, **19.6% of Pennington County, SD residents possess a Bachelor's Degree** (1.2% above the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

The top three industries in 2017 are Restaurants and Other Eating Places, Federal Government, Military, and General Medical and Surgical Hospitals.

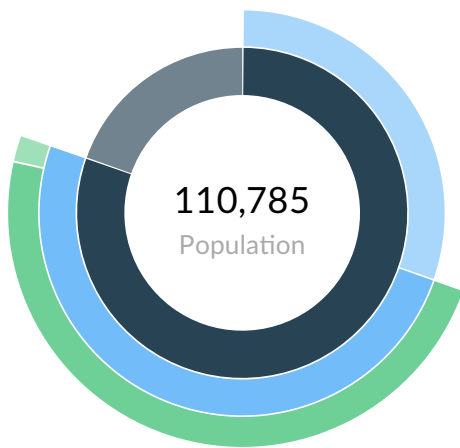


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	110,785	55,419	65,765	105.3	\$6.69B	\$6.79B	\$8.53B
150-Mile Radius from Rapid City	599,674	289,635	294,597	102.6	\$33.00B	\$37.24B	\$45.52B
Rapid City MSA	147,383	72,926	77,414	104.2	\$7.99B	\$9.13B	\$11.54B
Rushmore Region	189,861	93,838	97,331	103.6	\$9.92B	\$11.36B	\$13.99B
Spearfish, South Dakota	15,915	N/A	8,582	105.0	\$661.64M	\$880.11M	\$809.76M
Rapid City Zip Codes	98,588	N/A	60,938	105.3	\$5.60B	\$6.01B	\$7.56B
State	872,972	456,862	489,935	105.4	\$50.42B	\$54.18B	\$67.70B
Nation	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T
2-Hour Drive Time from Rapid City	278,084	N/A	134,420	102.9	\$13.39B	\$16.35B	\$20.33B

Economy Overview - Cont.

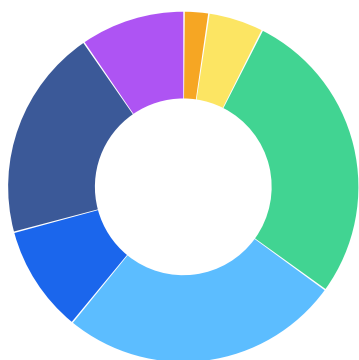
2017 Labor Force Breakdown



	Population
● Total Working Age Population	88,971
● Not in Labor Force (15+)	33,552
● Labor Force	55,419
● Employed	53,359
● Unemployed	2,060
● Under 15	21,813

Educational Attainment

Concerning educational attainment, **19.6% of Pennington County, SD residents possess a Bachelor's Degree** (1.2% above the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

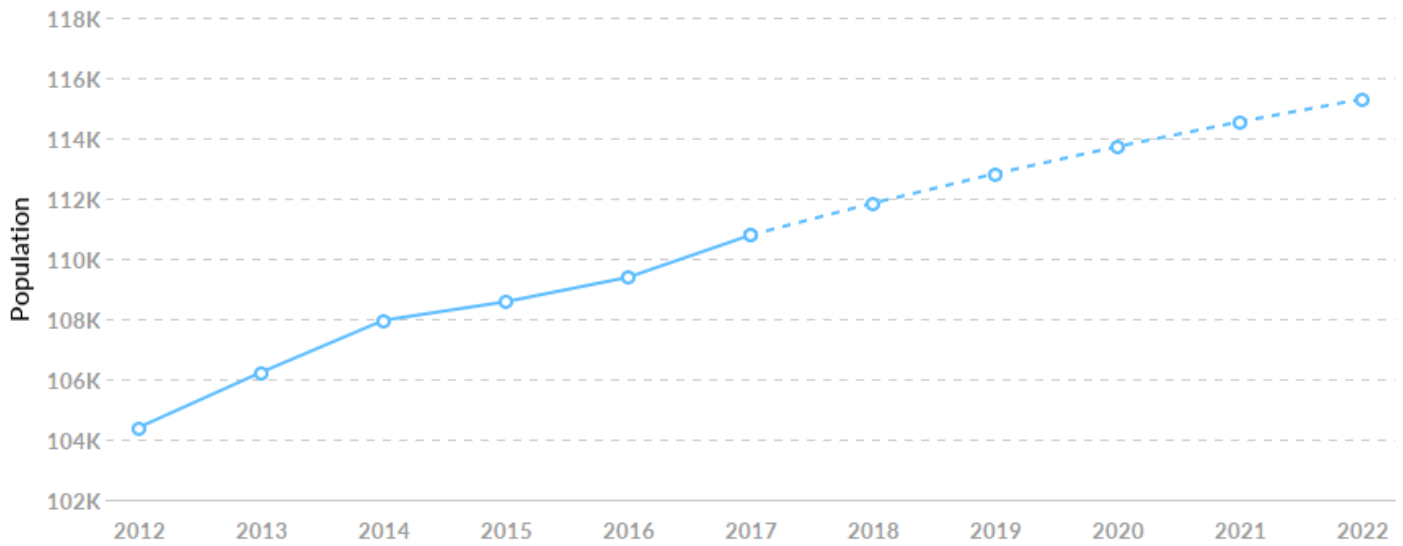


	% of Population	Population
● Less Than 9th Grade	2.3%	1,722
● 9th Grade to 12th Grade	5.1%	3,869
● High School Diploma	27.5%	20,874
● Some College	25.9%	19,660
● Associate's Degree	9.9%	7,509
● Bachelor's Degree	19.6%	14,842
● Graduate Degree and Higher	9.7%	7,326

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 6.1% since 2012, growing by 6,382. Population is expected to increase by 4.1% between 2017 and 2022, adding 4,515.

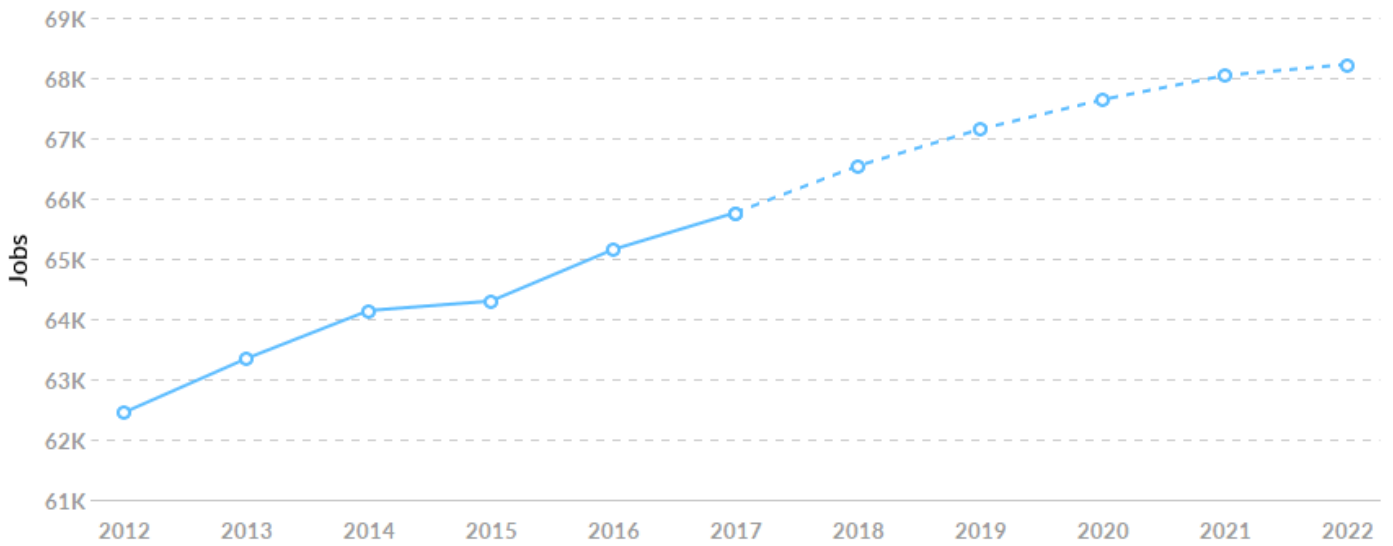


Timeframe	Population
2012	104,402
2013	106,231
2014	107,956
2015	108,572
2016	109,384
2017	110,785
2018	111,844
2019	112,823
2020	113,724
2021	114,547
2022	115,299

Historic & Projected Trends - Cont.

Job Trends

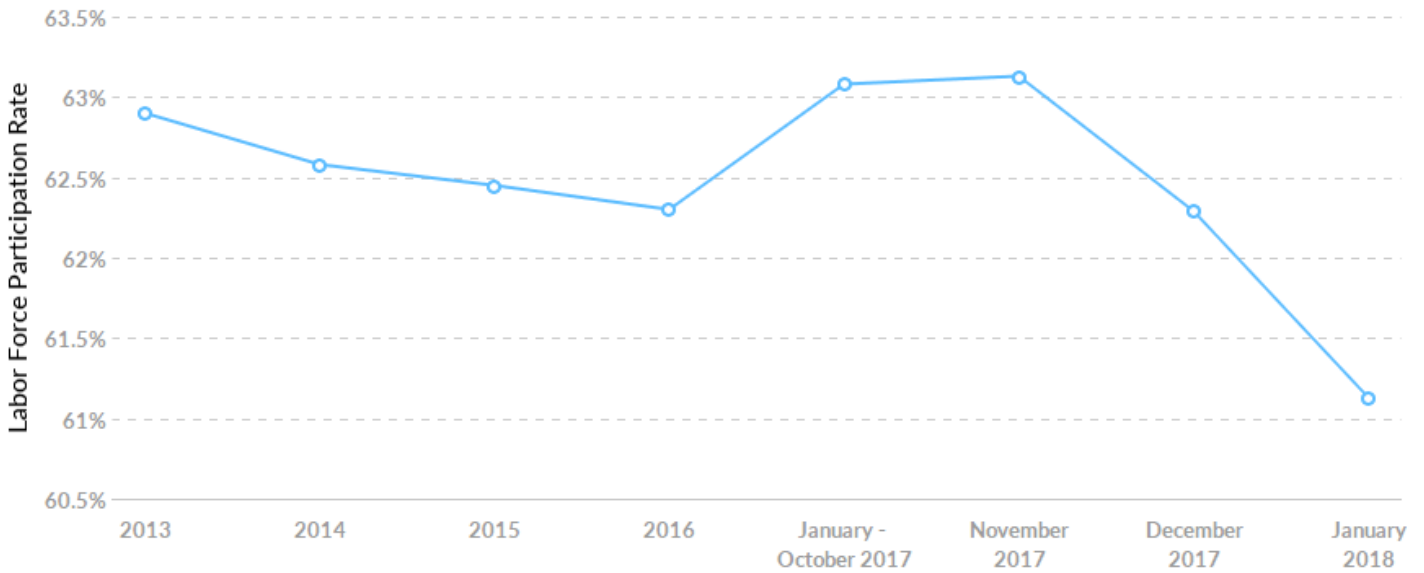
From 2012 to 2017, jobs increased by 5.3% in Pennington County, SD from 62,447 to 65,765. This change fell short of the national growth rate of 7.9% by 2.6%.



Timeframe	Jobs
2012	62,447
2013	63,342
2014	64,139
2015	64,297
2016	65,153
2017	65,765
2018	66,541
2019	67,149
2020	67,640
2021	68,041
2022	68,225

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

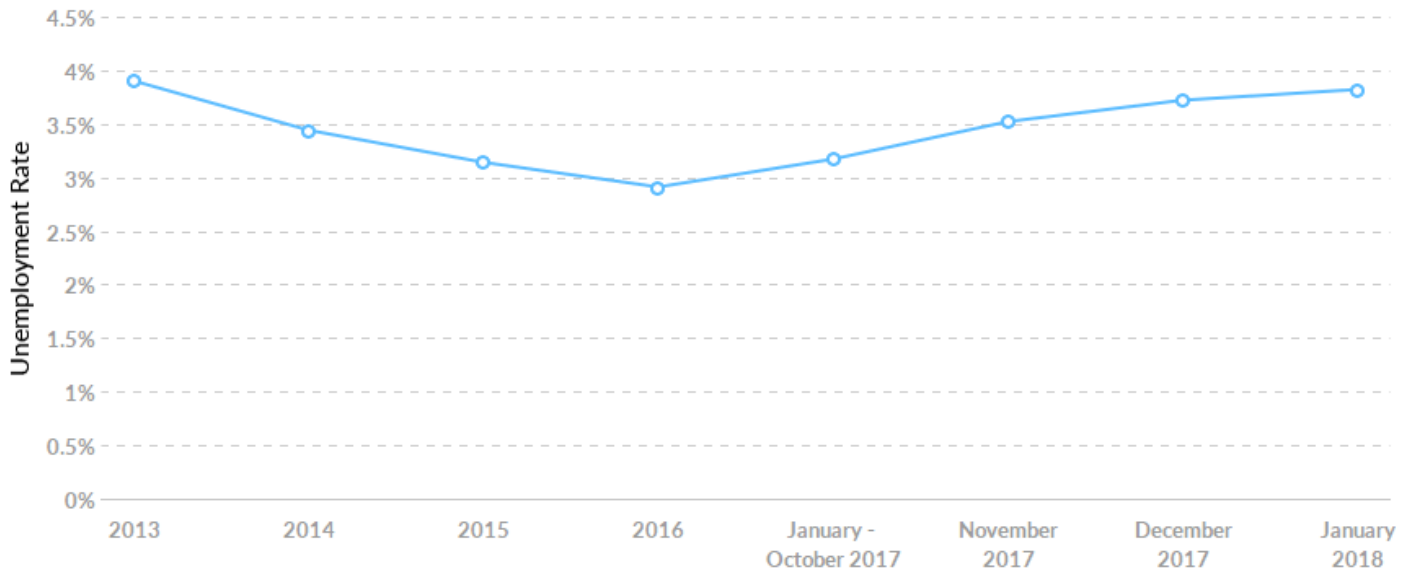


Timeframe	Labor Force Participation Rate
2013	62.90%
2014	62.58%
2015	62.45%
2016	62.30%
January - October 2017	63.08%
November 2017	63.13%
December 2017	62.29%
January 2018	61.13%

Historic & Projected Trends - Cont.

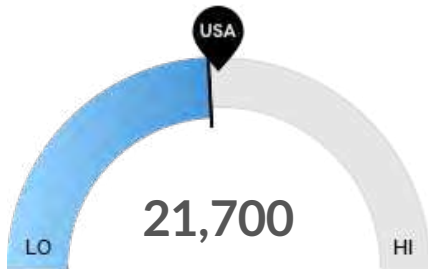
Unemployment Rate Trends

Pennington County, SD had a January 2018 unemployment rate of 3.82%, **decreasing from 3.90%** 5 years before.



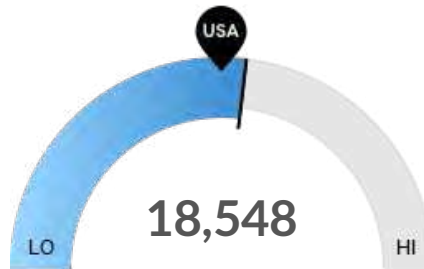
Timeframe	Unemployment Rate
2013	3.90%
2014	3.44%
2015	3.14%
2016	2.91%
January - October 2017	3.17%
November 2017	3.52%
December 2017	3.72%
January 2018	3.82%

Population Characteristics



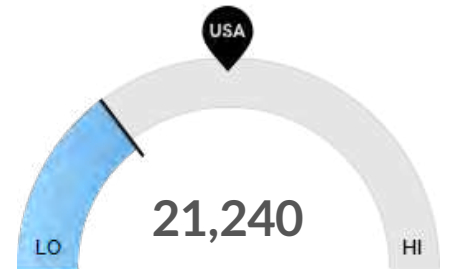
Millennials

Pennington County, SD has 21,700 millennials (ages 20-34). The national average for an area this size is 22,700.



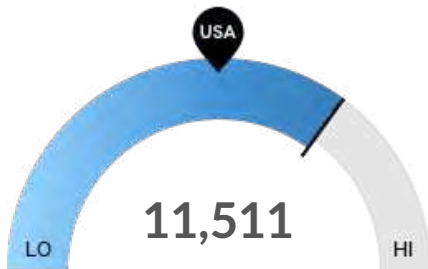
Retiring Soon

Retirement risk is high in Pennington County, SD. The national average for an area this size is 16,670 people 65 or older, while there are 18,548 here.



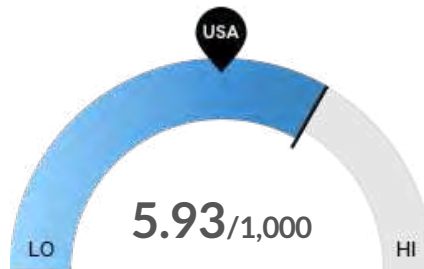
Racial Diversity

Racial diversity is low in Pennington County, SD. The national average for an area this size is 42,368 racially diverse people, while there are 21,240 here.



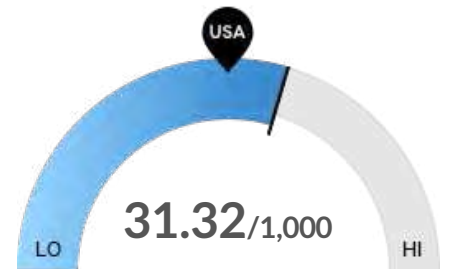
Veterans

Pennington County, SD has 11,511 veterans. The national average for an area this size is 6,613.



Violent Crime

Pennington County, SD has 5.93 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



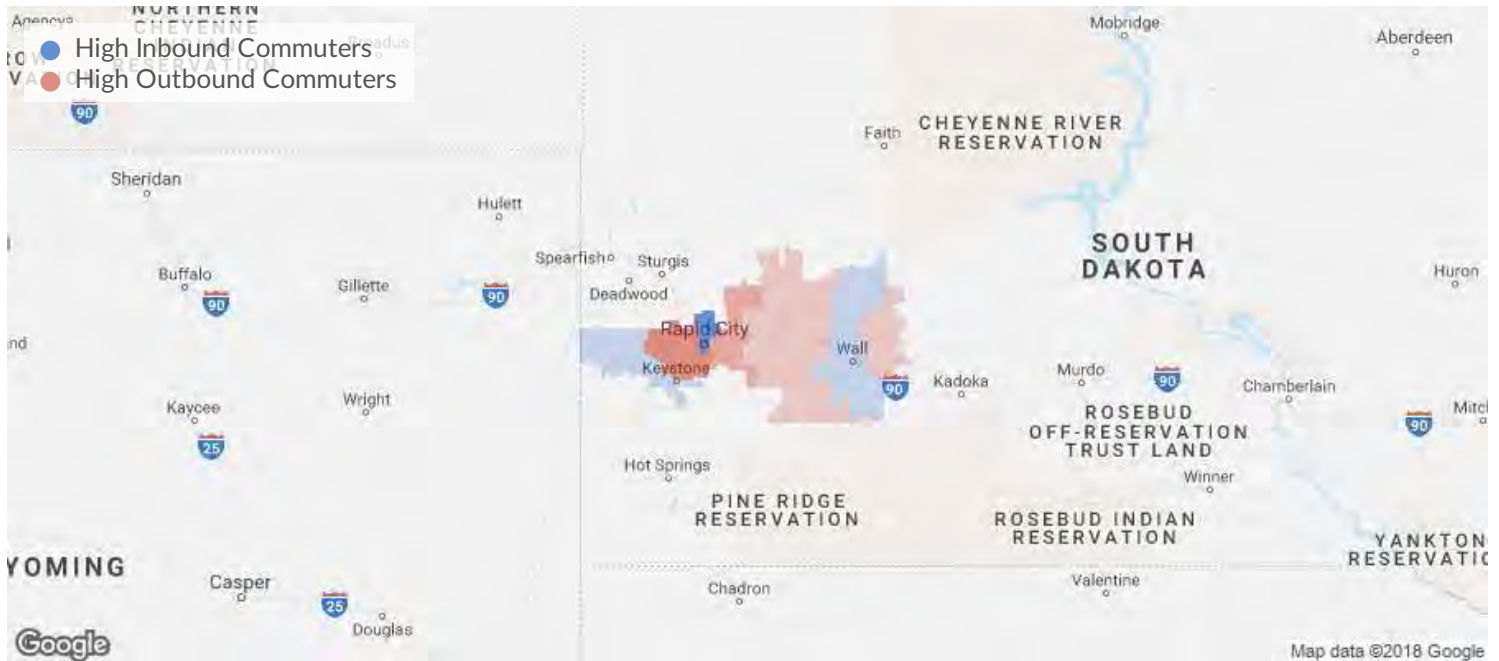
Property Crime

Pennington County, SD has 31.32 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Pennington County, SD currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

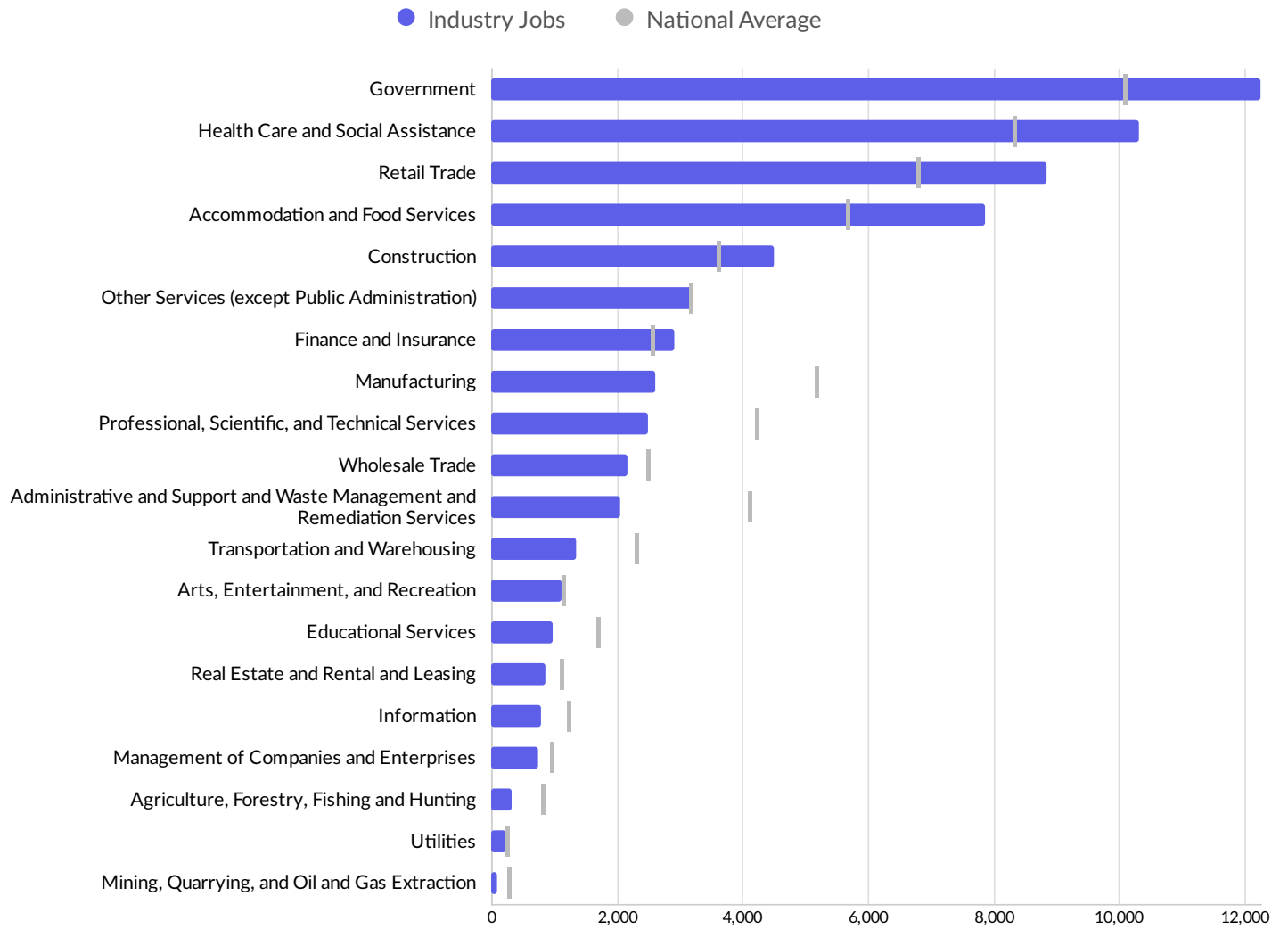
ZIP	Name	2017 Employment
57701	Rapid City, SD (in Penn...	35,864
57702	Rapid City, SD (in Penn...	15,376
57703	Rapid City, SD (in Penn...	7,591
57719	Box Elder, SD (in Penni...	2,235
57709	Rapid City, SD (in Penn...	2,107

Where Talent Lives

ZIP	Name	2017 Workers
57701	Rapid City, SD (in Penn...	23,581
57702	Rapid City, SD (in Penn...	19,404
57703	Rapid City, SD (in Penn...	9,141
57719	Box Elder, SD (in Penni...	4,857
57709	Rapid City, SD (in Penn...	1,148

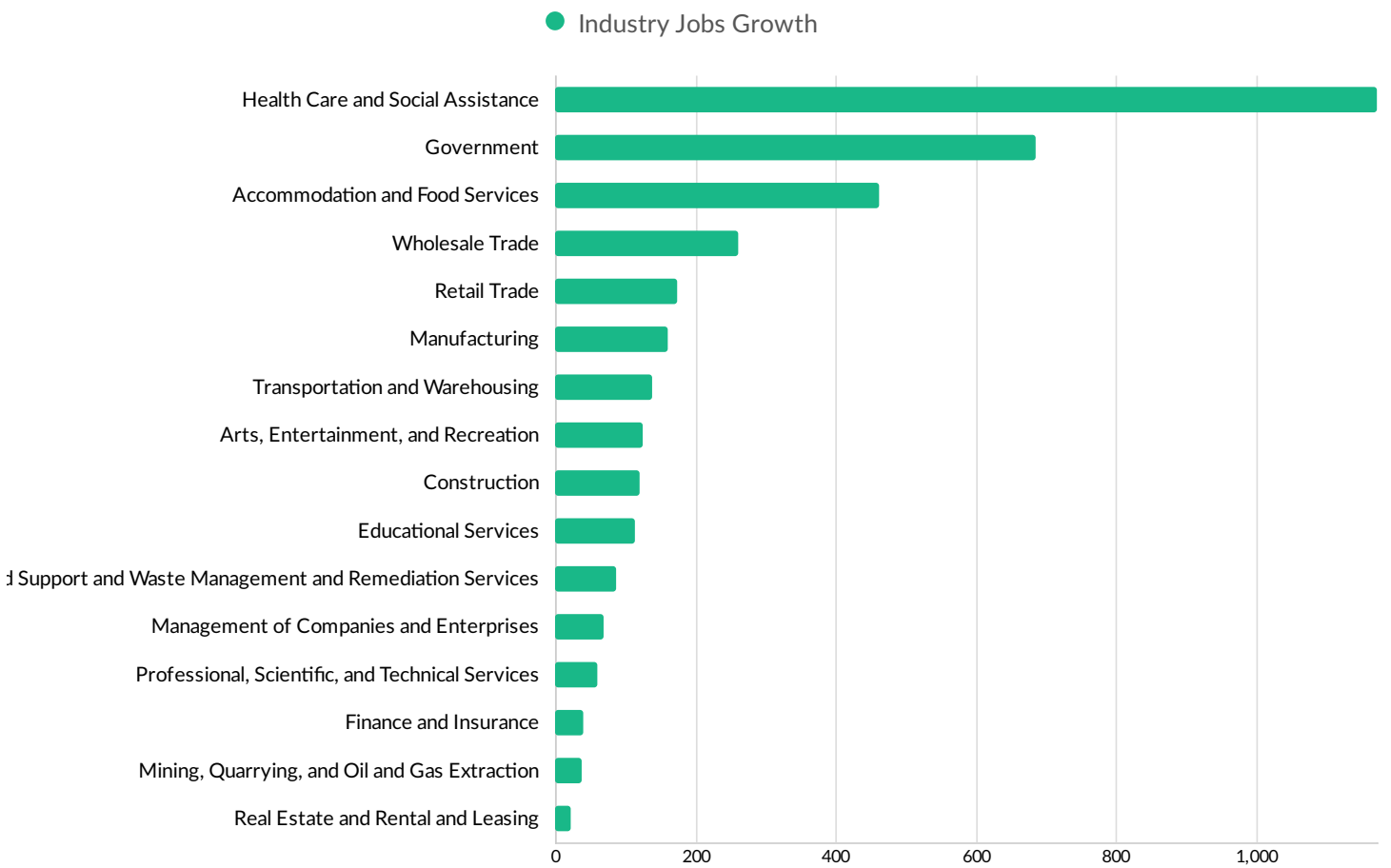
Industry Characteristics

Largest Industries



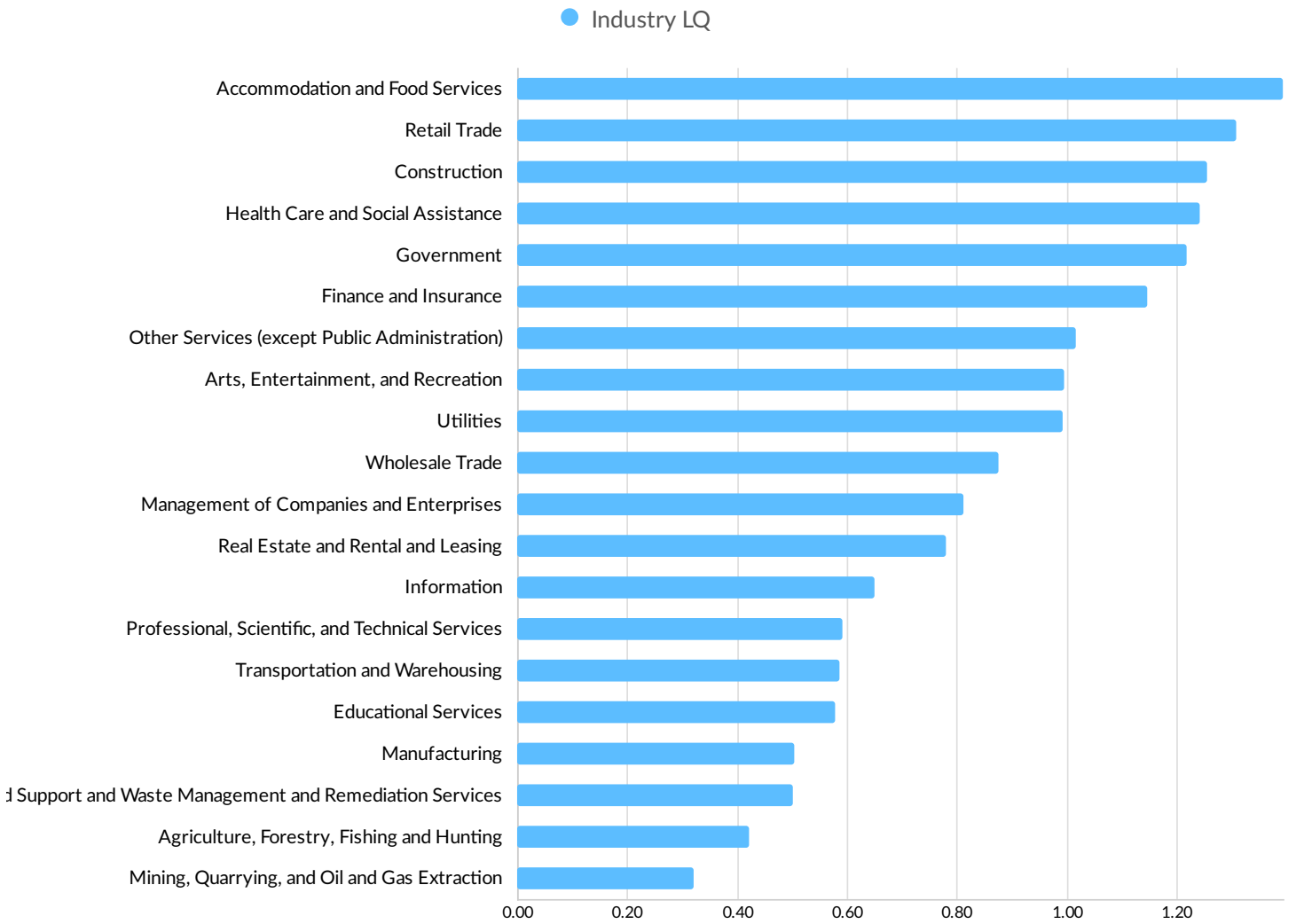
Industry Characteristics - Cont.

Top Growing Industries



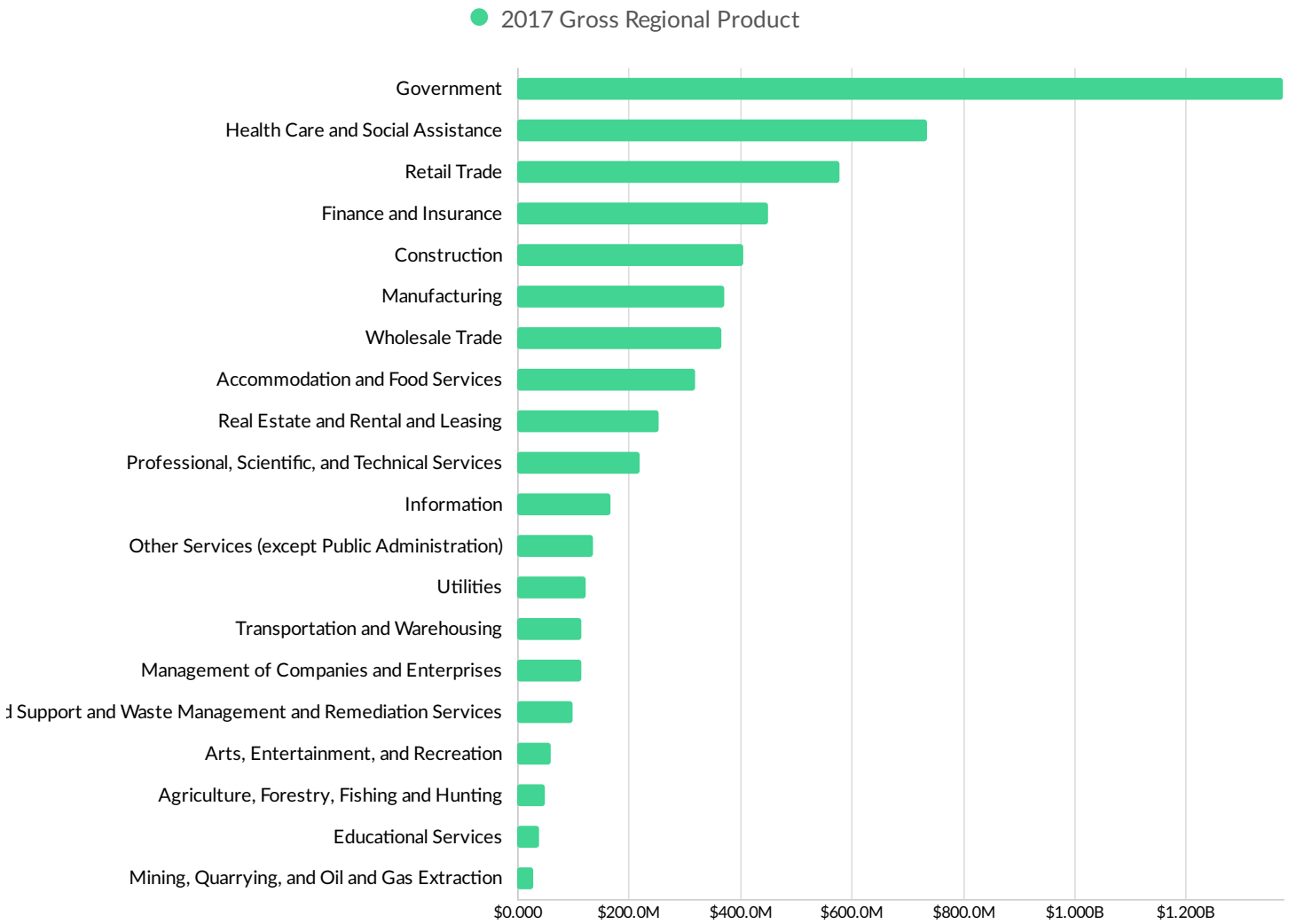
Industry Characteristics - Cont.

Top Industry LQ



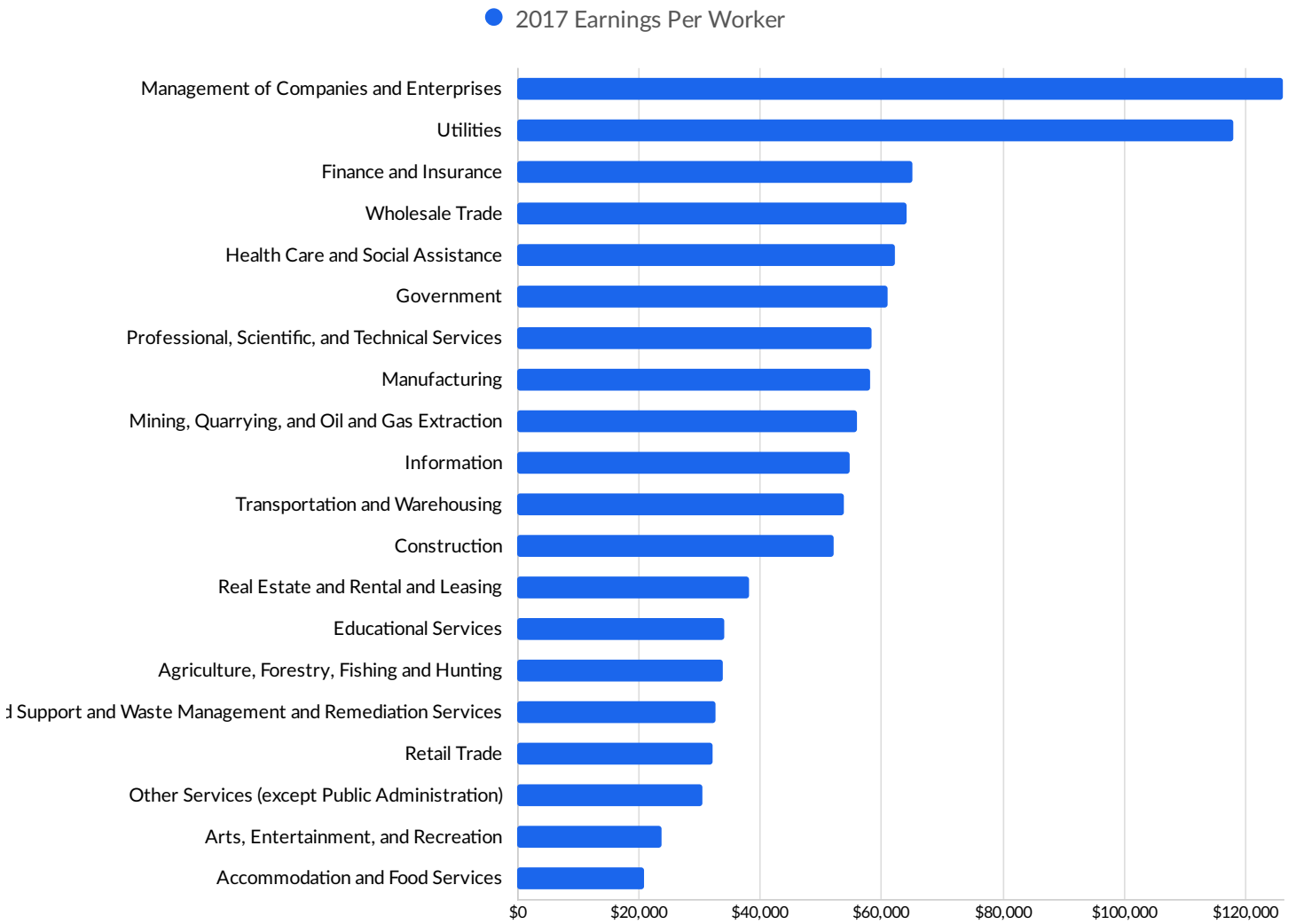
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	11,571	12,257	686	+6%	1.22	\$61,019	\$1.37B
Health Care and Social Assistance	9,154	10,326	1,172	+13%	1.24	\$62,213	\$735.46M
Retail Trade	8,680	8,854	174	+2%	1.31	\$32,271	\$578.94M
Accommodation and Food Services	7,405	7,866	461	+6%	1.39	\$21,031	\$319.18M
Construction	4,393	4,514	121	+3%	1.26	\$52,129	\$405.42M
Other Services (except Public Administration)	3,318	3,206	-112	-3%	1.02	\$30,574	\$135.72M
Finance and Insurance	2,886	2,926	40	+1%	1.15	\$65,164	\$449.51M
Manufacturing	2,448	2,609	161	+7%	0.50	\$58,124	\$370.91M
Professional, Scientific, and Technical Services	2,432	2,492	60	+2%	0.59	\$58,430	\$220.99M
Wholesale Trade	1,904	2,165	261	+14%	0.88	\$64,319	\$366.48M
Administrative and Support and Waste Management and Remediation Services	1,967	2,054	87	+4%	0.50	\$32,656	\$98.49M
Transportation and Warehousing	1,205	1,343	138	+11%	0.59	\$53,809	\$115.75M
Arts, Entertainment, and Recreation	1,000	1,124	124	+12%	1.00	\$23,915	\$59.61M
Educational Services	867	980	113	+13%	0.58	\$34,100	\$39.94M
Real Estate and Rental and Leasing	832	855	23	+3%	0.78	\$38,170	\$254.57M

Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	889	793	-96	-11%	0.65	\$54,887	\$167.74M
Management of Companies and Enterprises	687	756	69	+10%	0.81	\$126,257	\$115.16M
Agriculture, Forestry, Fishing and Hunting	517	334	-183	-35%	0.42	\$34,002	\$49.29M
Utilities	248	228	-20	-8%	0.99	\$118,011	\$122.60M
Mining, Quarrying, and Oil and Gas Extraction	45	83	38	+84%	0.32	\$56,083	\$28.00M

Business Characteristics

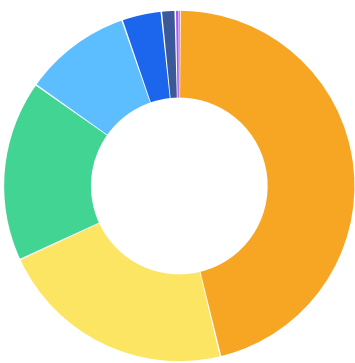
907 Companies Employ Your Workers

Online profiles for your workers mention 907 companies as employers, with the top 10 appearing below. In the last 12 months, 1,963 companies in Pennington County, SD posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Rapid City Regional Hospital, In...	33 	Rapid City Regional Hospital, In...	790 
Black Hills Corporation	17 	Forward Air Corporation	533 
Ditech	15 	Travel Nurse Inc	247 
South Dakota School of Mines ...	15 	Platinum Supplemental Insuran...	212 
United States Department of t...	14 	United States Department of t...	184 
National American University	8 	Cabela's Incorporated	173 
Wal-Mart Stores, Inc.	8 	HealthCare Employment Netw...	154 
Black Hills Surgical Hospital, L...	7 	Black Hills Special Services Coo...	137 
Western Dakota Technical Insti...	6 	Kelly Services, Inc.	135 
Green Tree Servicing LLC	5 	Black Hills Corporation	124 

Business Characteristics - Cont.

Business Size

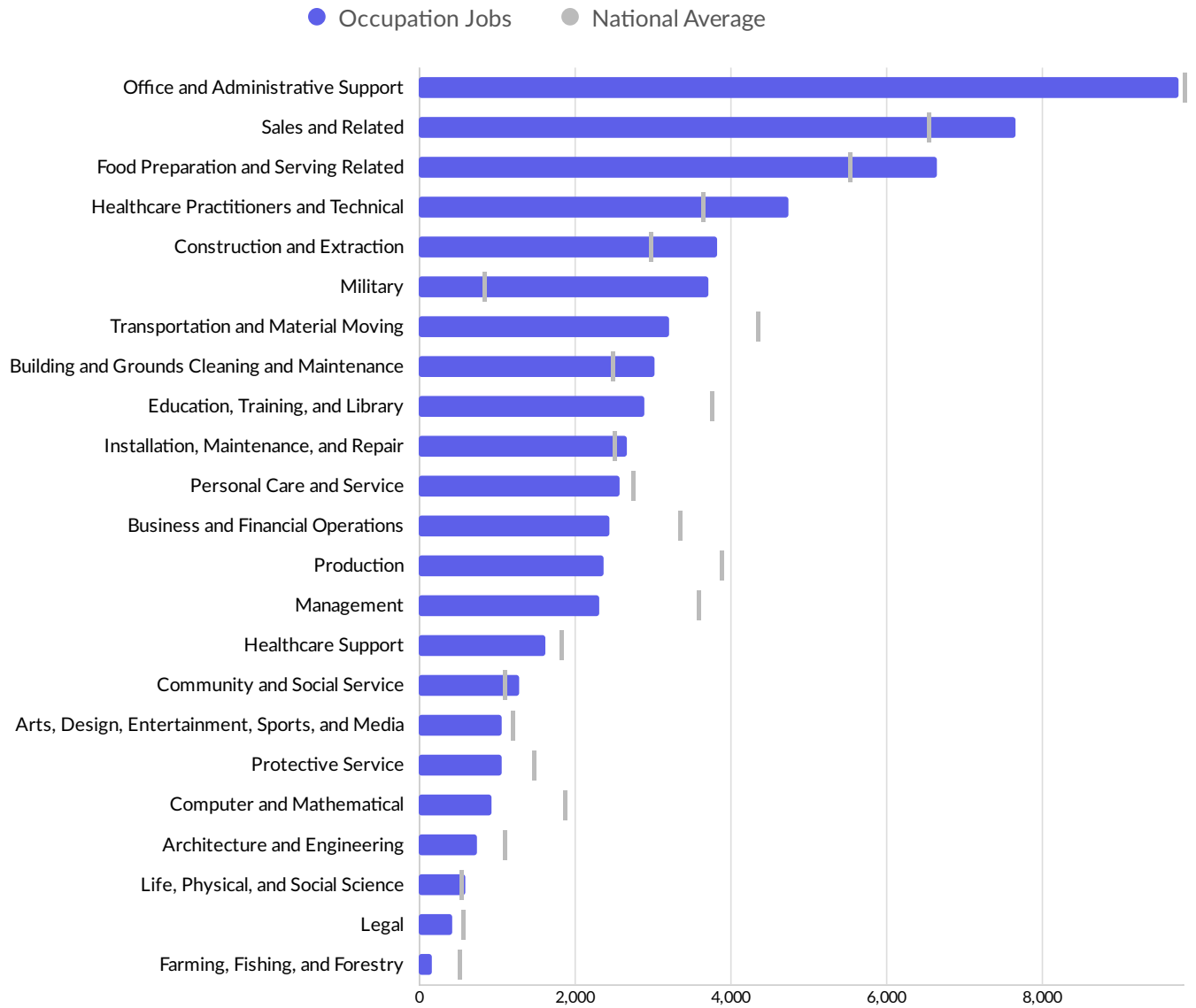


	Percentage	Business Count
● 1 to 4 employees	46.1%	2,514
● 5 to 9 employees	21.9%	1,193
● 10 to 19 employees	16.7%	908
● 20 to 49 employees	9.9%	541
● 50 to 99 employees	3.7%	199
● 100 to 249 employees	1.3%	69
● 250 to 499 employees	0.4%	20
● 500+ employees	0.1%	4

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

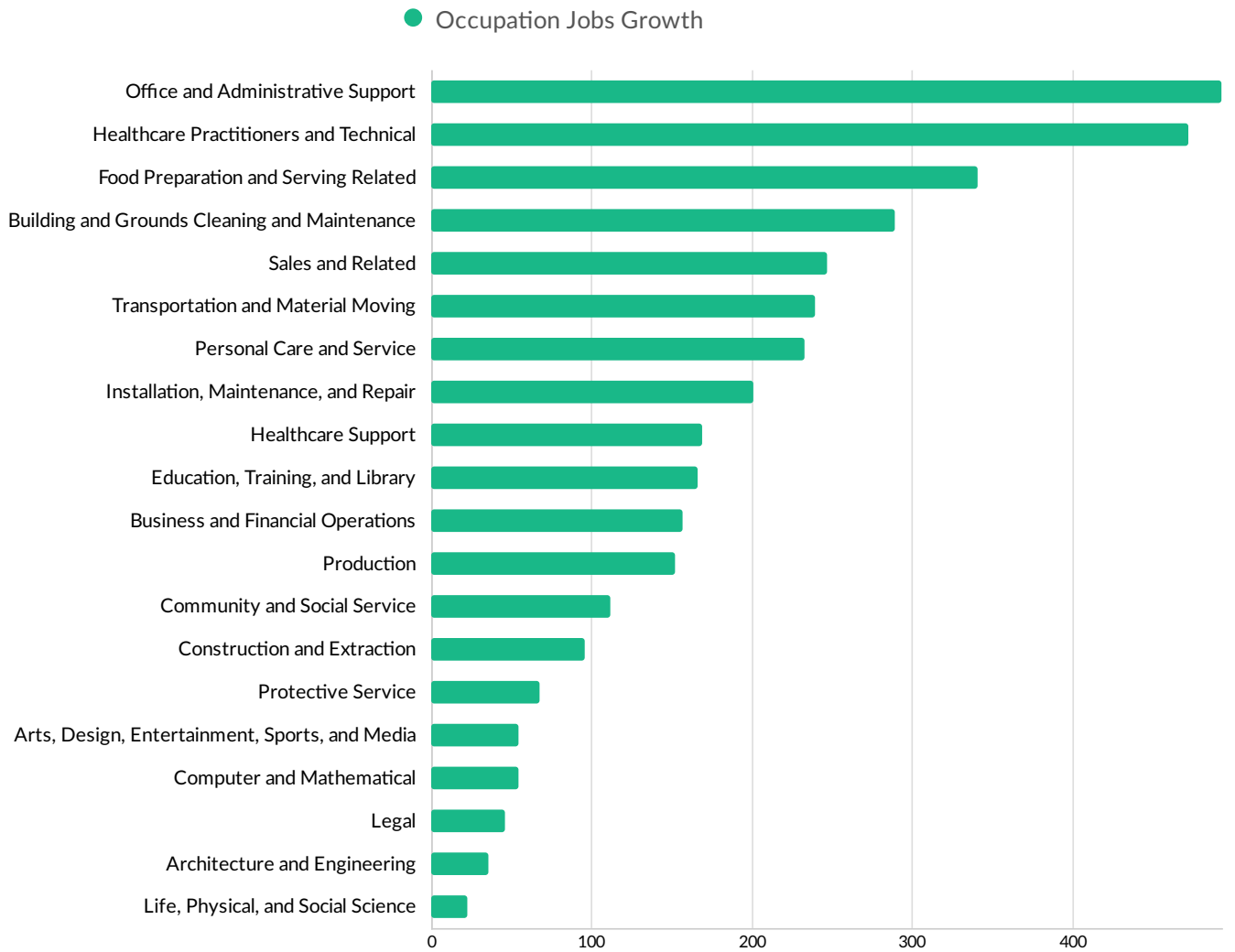
Workforce Characteristics

Largest Occupations



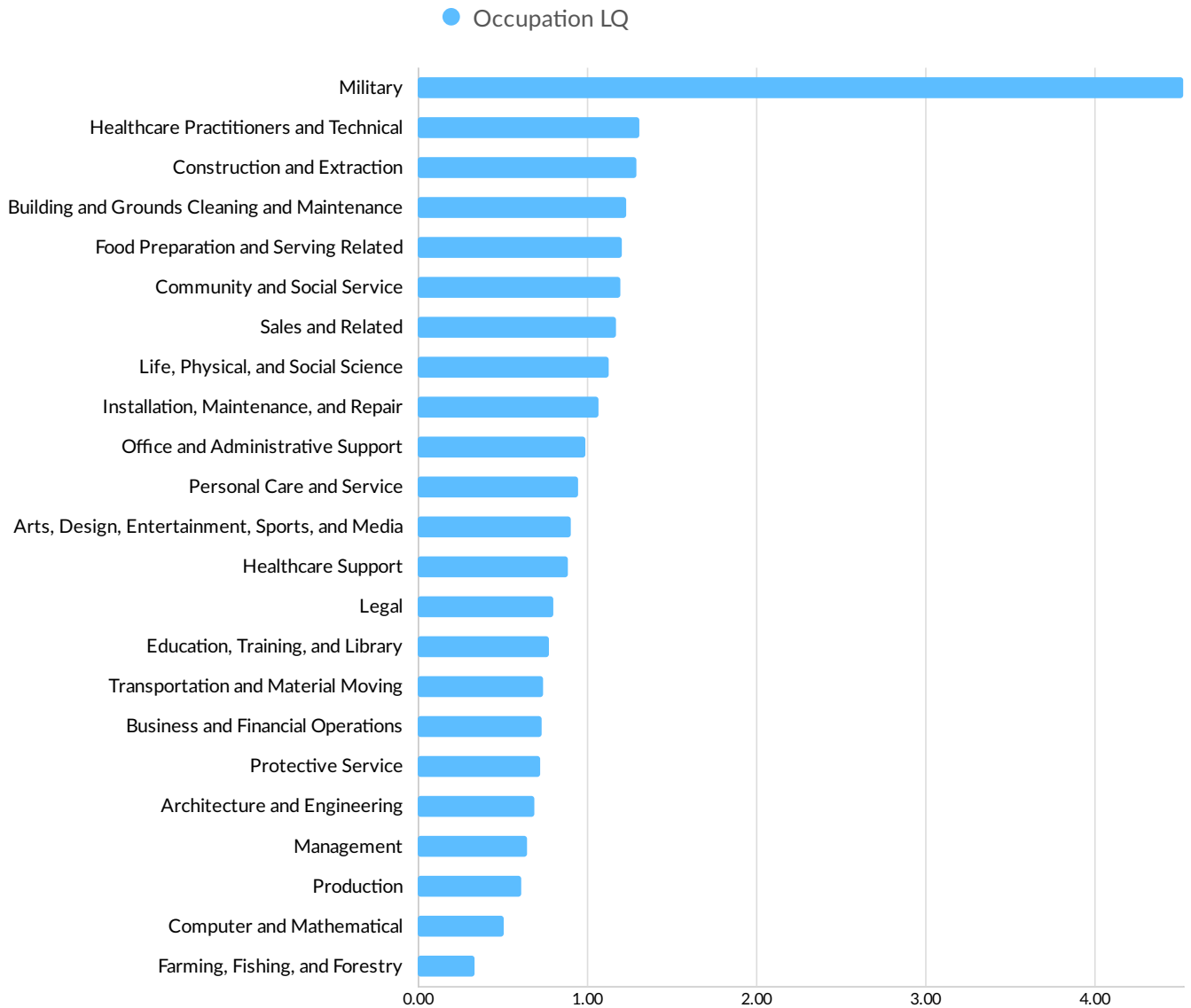
Workforce Characteristics - Cont.

Top Growing Occupations



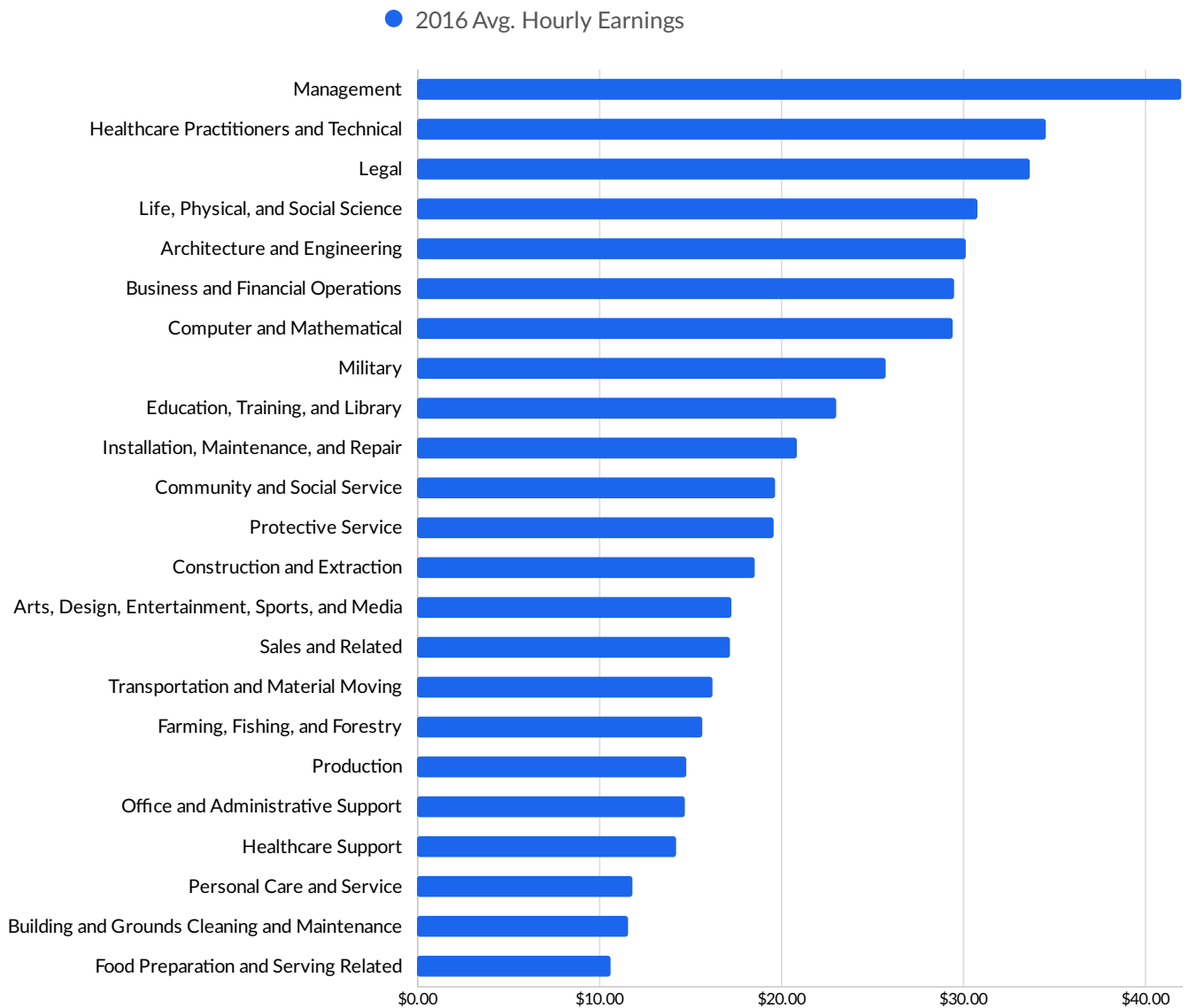
Workforce Characteristics - Cont.

Top Occupation LQ



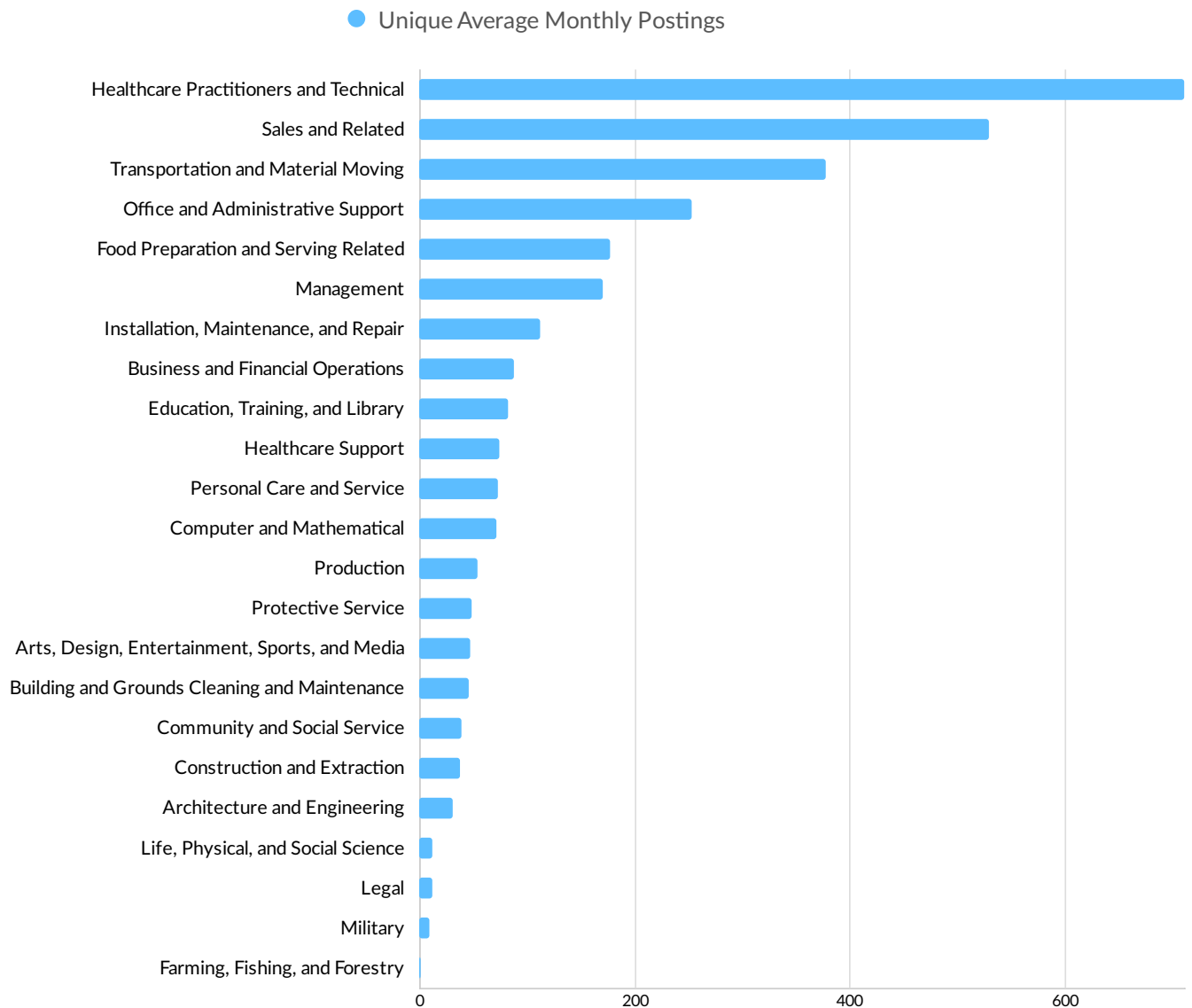
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Jun 2017 - May 2018 Unique Average Monthly Postings
Office and Administrative Support	9,260	9,753	493	+5%	0.99	\$14.72	254
Sales and Related	7,400	7,647	247	+3%	1.17	\$17.17	530
Food Preparation and Serving Related	6,311	6,652	341	+5%	1.21	\$10.63	177
Healthcare Practitioners and Technical	4,272	4,744	472	+11%	1.31	\$34.53	711
Construction and Extraction	3,725	3,821	96	+3%	1.30	\$18.55	38
Military	3,976	3,711	-265	-7%	4.53	\$25.76	9
Transportation and Material Moving	2,978	3,217	239	+8%	0.74	\$16.25	378
Building and Grounds Cleaning and Maintenance	2,734	3,023	289	+11%	1.23	\$11.63	46
Education, Training, and Library	2,729	2,895	166	+6%	0.77	\$23.08	82
Installation, Maintenance, and Repair	2,473	2,674	201	+8%	1.07	\$20.93	112
Personal Care and Service	2,348	2,581	233	+10%	0.95	\$11.83	74
Business and Financial Operations	2,293	2,450	157	+7%	0.74	\$29.57	88
Production	2,228	2,380	152	+7%	0.62	\$14.81	55
Management	2,352	2,306	-46	-2%	0.65	\$42.02	171
Healthcare Support	1,447	1,616	169	+12%	0.89	\$14.23	75

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Jun 2017 - May 2018 Unique Average Monthly Postings
Community and Social Service	1,178	1,290	112	+10%	1.20	\$19.71	40
Arts, Design, Entertainment, Sports, and Media	1,016	1,070	54	+5%	0.90	\$17.27	48
Protective Service	987	1,055	68	+7%	0.72	\$19.64	49
Computer and Mathematical	884	938	54	+6%	0.51	\$29.47	72
Architecture and Engineering	711	747	36	+5%	0.69	\$30.16	31
Life, Physical, and Social Science	569	592	23	+4%	1.13	\$30.81	13
Legal	388	434	46	+12%	0.81	\$33.70	12
Farming, Fishing, and Forestry	187	170	-17	-9%	0.34	\$15.71	1

Educational Pipeline

In 2017, there were 1,171 graduates in Pennington County, SD. This pipeline has grown by 7% over the last 5 years. The highest share of these graduates come from "Cosmetology/Cosmetologist, General", Mechanical Engineering, and "Business Administration and Management, General".

