

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Population						
Estimated Population (2023)	73,392		119,016		136,938	
Projected Population (2028)	82,073		134,168		154,665	
Census Population (2020)	70,589		112,260		129,770	
Census Population (2010)	64,777		100,577		117,195	
Projected Annual Growth (2023-2028)	8,681	2.4%	15,152	2.5%	17,727	2.6%
Historical Annual Growth (2020-2023)	2,803	-	6,756	2.0%	7,169	1.8%
Historical Annual Growth (2010-2020)	5,812	0.9%	11,683	1.2%	12,574	1.1%
Estimated Population Density (2023)	935 <i>psm</i>		379 <i>psm</i>		70 <i>psm</i>	
Trade Area Size	78.5 <i>sq mi</i>		314.0 <i>sq mi</i>		1,963.3 <i>sq mi</i>	
Households						
Estimated Households (2023)	30,476		48,579		56,744	
Projected Households (2028)	33,960		54,574		64,043	
Census Households (2020)	28,966		45,160		52,287	
Census Households (2010)	26,549		40,444		47,160	
Projected Annual Growth (2023-2028)	3,484	2.3%	5,995	2.5%	7,299	2.6%
Historical Annual Change (2010-2023)	3,926	1.1%	8,135	1.5%	9,584	1.6%
Average Household Income						
Estimated Average Household Income (2023)	\$82,001		\$94,827		\$96,018	
Projected Average Household Income (2028)	\$78,552		\$90,476		\$91,176	
Census Average Household Income (2010)	\$50,768		\$61,532		\$62,573	
Census Average Household Income (2000)	\$41,654		\$47,213		\$47,979	
Projected Annual Change (2023-2028)	-\$3,449	-0.8%	-\$4,350	-0.9%	-\$4,841	-1.0%
Historical Annual Change (2000-2023)	\$40,347	4.2%	\$47,614	4.4%	\$48,039	4.4%
Median Household Income						
Estimated Median Household Income (2023)	\$66,762		\$73,119		\$74,936	
Projected Median Household Income (2028)	\$67,184		\$73,666		\$75,518	
Census Median Household Income (2010)	\$43,355		\$49,869		\$50,774	
Census Median Household Income (2000)	\$34,654		\$38,975		\$39,518	
Projected Annual Change (2023-2028)	\$423	0.1%	\$548	0.1%	\$582	0.2%
Historical Annual Change (2000-2023)	\$32,108	4.0%	\$34,144	3.8%	\$35,418	3.9%
Per Capita Income						
Estimated Per Capita Income (2023)	\$34,673		\$39,324		\$40,335	
Projected Per Capita Income (2028)	\$33,060		\$37,350		\$38,238	
Census Per Capita Income (2010)	\$20,802		\$24,741		\$25,178	
Census Per Capita Income (2000)	\$16,374		\$18,086		\$18,378	
Projected Annual Change (2023-2028)	-\$1,613	-0.9%	-\$1,973	-1.0%	-\$2,096	-1.0%
Historical Annual Change (2000-2023)	\$18,299	4.9%	\$21,238	5.1%	\$21,957	5.2%
Estimated Average Household Net Worth (2023)	\$306,252		\$370,696		\$380,957	

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Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Race and Ethnicity							
Total Population (2023)		73,392		119,016		136,938	
White (2023)		56,263	76.7%	94,785	79.6%	110,990	81.1%
Black or African American (2023)		2,519	3.4%	3,373	2.8%	3,515	2.6%
American Indian or Alaska Native (2023)		4,509	6.1%	5,863	4.9%	6,214	4.5%
Asian (2023)		2,082	2.8%	2,850	2.4%	3,017	2.2%
Hawaiian or Pacific Islander (2023)		36	-	119	-	124	-
Other Race (2023)		1,006	1.4%	1,599	1.3%	1,769	1.3%
Two or More Races (2023)		6,977	9.5%	10,427	8.8%	11,309	8.3%
Population < 18 (2023)		15,150	20.6%	24,860	20.9%	27,611	20.2%
White Not Hispanic		11,882	78.4%	20,258	81.5%	22,782	82.5%
Black or African American		345	2.3%	579	2.3%	603	2.2%
Asian		325	2.1%	554	2.2%	583	2.1%
Other Race Not Hispanic		1,718	11.3%	2,200	8.8%	2,304	8.3%
Hispanic		880	5.8%	1,269	5.1%	1,339	4.8%
Not Hispanic or Latino Population (2023)		68,413	93.2%	111,579	93.8%	128,739	94.0%
Not Hispanic White		53,864	78.7%	91,211	81.7%	107,030	83.1%
Not Hispanic Black or African American		2,474	3.6%	3,279	2.9%	3,412	2.7%
Not Hispanic American Indian or Alaska Native		4,259	6.2%	5,486	4.9%	5,796	4.5%
Not Hispanic Asian		2,048	3.0%	2,801	2.5%	2,966	2.3%
Not Hispanic Hawaiian or Pacific Islander		35	-	118	0.1%	122	-
Not Hispanic Other Race		293	0.4%	560	0.5%	635	0.5%
Not Hispanic Two or More Races		5,440	8.0%	8,123	7.3%	8,778	6.8%
Hispanic or Latino Population (2023)		4,979	6.8%	7,437	6.2%	8,199	6.0%
Hispanic White		2,400	48.2%	3,573	48.0%	3,960	48.3%
Hispanic Black or African American		45	0.9%	93	1.3%	103	1.3%
Hispanic American Indian or Alaska Native		250	5.0%	377	5.1%	418	5.1%
Hispanic Asian		34	0.7%	49	0.7%	51	0.6%
Hispanic Hawaiian or Pacific Islander		-	-	1	-	2	-
Hispanic Other Race		714	14.3%	1,039	14.0%	1,134	13.8%
Hispanic Two or More Races		1,537	30.9%	2,304	31.0%	2,531	30.9%
Not Hispanic or Latino Population (2020)		66,655	94.4%	106,358	94.7%	123,173	94.9%
Hispanic or Latino Population (2020)		3,934	5.6%	5,902	5.3%	6,597	5.1%
Not Hispanic or Latino Population (2010)		61,958	95.6%	96,503	96.0%	112,566	96.1%
Hispanic or Latino Population (2010)		2,819	4.4%	4,073	4.0%	4,629	3.9%
Not Hispanic or Latino Population (2028)		76,509	93.2%	125,694	93.7%	145,312	94.0%
Hispanic or Latino Population (2028)		5,564	6.8%	8,474	6.3%	9,353	6.0%
Projected Annual Growth (2023-2028)		585	2.3%	1,037	2.8%	1,154	2.8%
Historical Annual Growth (2010-2020)		1,115	4.0%	1,828	4.5%	1,968	4.3%

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Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Total Age Distribution (2023)							
Total Population		73,392		119,016		136,938	
Age Under 5 Years		4,567	6.2%	6,798	5.7%	7,323	5.3%
Age 5 to 9 Years		4,229	5.8%	6,957	5.8%	7,727	5.6%
Age 10 to 14 Years		4,042	5.5%	7,071	5.9%	7,955	5.8%
Age 15 to 19 Years		4,276	5.8%	6,858	5.8%	7,659	5.6%
Age 20 to 24 Years		5,571	7.6%	8,775	7.4%	9,481	6.9%
Age 25 to 29 Years		5,609	7.6%	8,560	7.2%	9,237	6.7%
Age 30 to 34 Years		5,420	7.4%	8,509	7.1%	9,395	6.9%
Age 35 to 39 Years		4,746	6.5%	7,903	6.6%	8,977	6.6%
Age 40 to 44 Years		4,219	5.7%	7,184	6.0%	8,398	6.1%
Age 45 to 49 Years		3,742	5.1%	6,195	5.2%	7,332	5.4%
Age 50 to 54 Years		3,841	5.2%	6,290	5.3%	7,577	5.5%
Age 55 to 59 Years		4,250	5.8%	7,277	6.1%	8,847	6.5%
Age 60 to 64 Years		4,964	6.8%	8,627	7.2%	10,696	7.8%
Age 65 to 69 Years		5,044	6.9%	8,471	7.1%	10,506	7.7%
Age 70 to 74 Years		3,749	5.1%	6,004	5.0%	7,231	5.3%
Age 75 to 79 Years		2,168	3.0%	3,398	2.9%	4,018	2.9%
Age 80 to 84 Years		1,324	1.8%	1,924	1.6%	2,169	1.6%
Age 85 Years or Over		1,630	2.2%	2,216	1.9%	2,412	1.8%
Median Age		38.2		39.1		40.5	
Age 19 Years or Less		17,115	23.3%	27,684	23.3%	30,664	22.4%
Age 20 to 64 Years		42,362	57.7%	69,319	58.2%	79,939	58.4%
Age 65 Years or Over		13,915	19.0%	22,013	18.5%	26,335	19.2%
Female Age Distribution (2023)							
Female Population		35,783	48.8%	57,746	48.5%	66,243	48.4%
Age Under 5 Years		2,209	6.2%	3,324	5.8%	3,579	5.4%
Age 5 to 9 Years		2,052	5.7%	3,303	5.7%	3,693	5.6%
Age 10 to 14 Years		1,943	5.4%	3,392	5.9%	3,836	5.8%
Age 15 to 19 Years		1,885	5.3%	3,042	5.3%	3,420	5.2%
Age 20 to 24 Years		2,461	6.9%	3,755	6.5%	4,037	6.1%
Age 25 to 29 Years		2,533	7.1%	3,898	6.8%	4,211	6.4%
Age 30 to 34 Years		2,573	7.2%	4,083	7.1%	4,508	6.8%
Age 35 to 39 Years		2,250	6.3%	3,824	6.6%	4,350	6.6%
Age 40 to 44 Years		1,937	5.4%	3,442	6.0%	4,040	6.1%
Age 45 to 49 Years		1,810	5.1%	3,021	5.2%	3,588	5.4%
Age 50 to 54 Years		1,881	5.3%	3,097	5.4%	3,713	5.6%
Age 55 to 59 Years		2,104	5.9%	3,616	6.3%	4,394	6.6%
Age 60 to 64 Years		2,484	6.9%	4,276	7.4%	5,277	8.0%
Age 65 to 69 Years		2,670	7.5%	4,290	7.4%	5,208	7.9%
Age 70 to 74 Years		1,921	5.4%	2,990	5.2%	3,497	5.3%
Age 75 to 79 Years		1,125	3.1%	1,729	3.0%	2,004	3.0%
Age 80 to 84 Years		787	2.2%	1,104	1.9%	1,213	1.8%
Age 85 Years or Over		1,158	3.2%	1,559	2.7%	1,676	2.5%
Female Median Age		40.1		40.6		41.7	
Age 19 Years or Less		8,090	22.6%	13,061	22.6%	14,529	21.9%
Age 20 to 64 Years		20,033	56.0%	33,012	57.2%	38,117	57.5%
Age 65 Years or Over		7,661	21.4%	11,673	20.2%	13,597	20.5%

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Rushmore Crossing Rapid City, SD 57701		5 mi radius		10 mi radius		25 mi radius	
Male Age Distribution (2023)							
Male Population	37,609	51.2%	61,270	51.5%	70,695	51.6%	
Age Under 5 Years	2,358	6.3%	3,474	5.7%	3,744	5.3%	
Age 5 to 9 Years	2,177	5.8%	3,655	6.0%	4,034	5.7%	
Age 10 to 14 Years	2,098	5.6%	3,679	6.0%	4,119	5.8%	
Age 15 to 19 Years	2,391	6.4%	3,816	6.2%	4,238	6.0%	
Age 20 to 24 Years	3,110	8.3%	5,020	8.2%	5,444	7.7%	
Age 25 to 29 Years	3,075	8.2%	4,662	7.6%	5,026	7.1%	
Age 30 to 34 Years	2,847	7.6%	4,426	7.2%	4,887	6.9%	
Age 35 to 39 Years	2,497	6.6%	4,079	6.7%	4,627	6.5%	
Age 40 to 44 Years	2,282	6.1%	3,742	6.1%	4,357	6.2%	
Age 45 to 49 Years	1,932	5.1%	3,174	5.2%	3,744	5.3%	
Age 50 to 54 Years	1,960	5.2%	3,193	5.2%	3,864	5.5%	
Age 55 to 59 Years	2,145	5.7%	3,661	6.0%	4,453	6.3%	
Age 60 to 64 Years	2,480	6.6%	4,350	7.1%	5,419	7.7%	
Age 65 to 69 Years	2,374	6.3%	4,181	6.8%	5,298	7.5%	
Age 70 to 74 Years	1,828	4.9%	3,014	4.9%	3,734	5.3%	
Age 75 to 79 Years	1,044	2.8%	1,669	2.7%	2,014	2.8%	
Age 80 to 84 Years	537	1.4%	820	1.3%	956	1.4%	
Age 85 Years or Over	471	1.3%	657	1.1%	736	1.0%	
Male Median Age	36.5		37.8		39.4		
Age 19 Years or Less	9,025	24.0%	14,623	23.9%	16,135	22.8%	
Age 20 to 64 Years	22,329	59.4%	36,307	59.3%	41,822	59.2%	
Age 65 Years or Over	6,254	16.6%	10,340	16.9%	12,738	18.0%	
Males per 100 Females (2023)							
Overall Comparison	105		106		107		
Age Under 5 Years	107	51.6%	105	51.1%	105	51.1%	
Age 5 to 9 Years	106	51.5%	111	52.5%	109	52.2%	
Age 10 to 14 Years	108	51.9%	108	52.0%	107	51.8%	
Age 15 to 19 Years	127	55.9%	125	55.6%	124	55.3%	
Age 20 to 24 Years	126	55.8%	134	57.2%	135	57.4%	
Age 25 to 29 Years	121	54.8%	120	54.5%	119	54.4%	
Age 30 to 34 Years	111	52.5%	108	52.0%	108	52.0%	
Age 35 to 39 Years	111	52.6%	107	51.6%	106	51.5%	
Age 40 to 44 Years	118	54.1%	109	52.1%	108	51.9%	
Age 45 to 49 Years	107	51.6%	105	51.2%	104	51.1%	
Age 50 to 54 Years	104	51.0%	103	50.8%	104	51.0%	
Age 55 to 59 Years	102	50.5%	101	50.3%	101	50.3%	
Age 60 to 64 Years	100	50.0%	102	50.4%	103	50.7%	
Age 65 to 69 Years	89	47.1%	97	49.4%	102	50.4%	
Age 70 to 74 Years	95	48.8%	101	50.2%	107	51.6%	
Age 75 to 79 Years	93	48.1%	97	49.1%	100	50.1%	
Age 80 to 84 Years	68	40.6%	74	42.6%	79	44.1%	
Age 85 Years or Over	41	28.9%	42	29.6%	44	30.5%	
Age 19 Years or Less	112	52.7%	112	52.8%	111	52.6%	
Age 20 to 39 Years	117	54.0%	117	53.9%	117	53.9%	
Age 40 to 64 Years	106	51.4%	104	50.9%	104	51.0%	
Age 65 Years or Over	82	44.9%	89	47.0%	94	48.4%	

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Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Household Type (2023)							
Total Households		30,476		48,579		56,744	
Households with Children		7,639	25.1%	13,861	28.5%	15,878	28.0%
Average Household Size		2.3		2.4		2.3	
Household Density per Square Mile		388		155		29	
Population Family		53,868	73.4%	91,381	76.8%	105,903	77.3%
Population Non-Family		15,920	21.7%	23,033	19.4%	26,325	19.2%
Population Group Quarters		3,604	4.9%	4,602	3.9%	4,710	3.4%
Family Households		17,766	58.3%	30,424	62.6%	35,774	63.0%
Married Couple Households		11,813	66.5%	21,860	71.9%	26,349	73.7%
Other Family Households with Children		5,954	33.5%	8,564	28.1%	9,425	26.3%
Family Households with Children		7,573	42.6%	13,719	45.1%	15,703	43.9%
Married Couple with Children		3,858	50.9%	8,524	62.1%	10,146	64.6%
Other Family Households with Children		3,715	49.1%	5,195	37.9%	5,557	35.4%
Family Households No Children		10,193	57.4%	16,705	54.9%	20,071	56.1%
Married Couple No Children		7,955	78.0%	13,336	79.8%	16,203	80.7%
Other Family Households No Children		2,238	22.0%	3,370	20.2%	3,868	19.3%
Non-Family Households		12,709	41.7%	18,155	37.4%	20,970	37.0%
Non-Family Households with Children		66	0.5%	142	0.8%	175	0.8%
Non-Family Households No Children		12,644	99.5%	18,013	99.2%	20,795	99.2%
Average Family Household Size		3.0		3.0		3.0	
Average Family Income		\$96,741		\$113,499		\$116,947	
Median Family Income		\$83,747		\$90,412		\$92,038	
Average Non-Family Household Size		1.3		1.3		1.3	
Marital Status (2023)							
Population Age 15 Years or Over		60,554		98,190		113,933	
Never Married		20,295	33.5%	29,598	30.1%	32,929	28.9%
Currently Married		26,468	43.7%	48,043	48.9%	58,164	51.1%
Previously Married		13,790	22.8%	20,548	20.9%	22,839	20.0%
Separated		1,888	13.7%	2,987	14.5%	3,329	14.6%
Widowed		3,387	24.6%	5,120	24.9%	5,827	25.5%
Divorced		8,515	61.7%	12,441	60.5%	13,684	59.9%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		50,706		82,557		96,793	
Elementary (Grade Level 0 to 8)		791	1.6%	1,281	1.6%	1,536	1.6%
Some High School (Grade Level 9 to 11)		2,168	4.3%	2,938	3.6%	3,404	3.5%
High School Graduate		15,511	30.6%	22,408	27.1%	26,556	27.4%
Some College		11,353	22.4%	17,637	21.4%	20,567	21.2%
Associate Degree Only		5,721	11.3%	9,654	11.7%	11,082	11.4%
Bachelor Degree Only		9,998	19.7%	18,355	22.2%	21,811	22.5%
Graduate Degree		5,164	10.2%	10,284	12.5%	11,836	12.2%
Any College (Some College or Higher)		32,236	63.6%	55,931	67.7%	65,296	67.5%
College Degree + (Bachelor Degree or Higher)		15,161	29.9%	28,639	34.7%	33,647	34.8%

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Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Housing							
Total Housing Units (2023)		32,241		51,026		60,481	
Total Housing Units (2020)		31,044		48,122		56,922	
Historical Annual Growth (2020-2023)		1,196	-	2,904	-	3,559	-
Housing Units Occupied (2023)		30,476	94.5%	48,579	95.2%	56,744	93.8%
Housing Units Owner-Occupied		19,608	64.3%	31,753	65.4%	37,667	66.4%
Housing Units Renter-Occupied		10,867	35.7%	16,826	34.6%	19,077	33.6%
Housing Units Vacant (2023)		1,765	5.5%	2,447	4.8%	3,737	6.2%
Household Size (2023)							
Total Households		30,476		48,579		56,744	
1 Person Households		10,575	34.7%	15,025	30.9%	17,441	30.7%
2 Person Households		10,762	35.3%	18,328	37.7%	22,160	39.1%
3 Person Households		3,908	12.8%	6,234	12.8%	7,028	12.4%
4 Person Households		3,062	10.0%	5,214	10.7%	5,862	10.3%
5 Person Households		1,431	4.7%	2,572	5.3%	2,890	5.1%
6 Person Households		506	1.7%	857	1.8%	969	1.7%
7 or More Person Households		232	0.8%	349	0.7%	394	0.7%
Household Income Distribution (2023)							
HH Income \$200,000 or More		1,513	5.0%	3,447	7.1%	4,176	7.4%
HH Income \$150,000 to \$199,999		1,667	5.5%	3,264	6.7%	4,030	7.1%
HH Income \$125,000 to \$149,999		1,706	5.6%	2,975	6.1%	3,767	6.6%
HH Income \$100,000 to \$124,999		3,295	10.8%	5,028	10.3%	5,914	10.4%
HH Income \$75,000 to \$99,999		4,298	14.1%	7,329	15.1%	8,773	15.5%
HH Income \$50,000 to \$74,999		5,557	18.2%	9,057	18.6%	10,304	18.2%
HH Income \$35,000 to \$49,999		3,678	12.1%	5,426	11.2%	6,246	11.0%
HH Income \$25,000 to \$34,999		3,249	10.7%	4,724	9.7%	5,280	9.3%
HH Income \$15,000 to \$24,999		2,617	8.6%	3,581	7.4%	4,096	7.2%
HH Income \$10,000 to \$14,999		1,544	5.1%	1,981	4.1%	2,155	3.8%
HH Income Under \$10,000		1,351	4.4%	1,767	3.6%	2,003	3.5%
Household Vehicles (2023)							
Households 0 Vehicles Available		2,675	8.8%	3,330	6.9%	3,503	6.2%
Households 1 Vehicle Available		10,104	33.2%	14,609	30.1%	16,065	28.3%
Households 2 Vehicles Available		10,280	33.7%	17,165	35.3%	20,412	36.0%
Households 3 or More Vehicles Available		7,417	24.3%	13,476	27.7%	16,765	29.5%
Total Vehicles Available		56,452		96,227		115,886	
Average Vehicles per Household		1.9		2.0		2.0	
Owner-Occupied Household Vehicles		42,712	75.7%	73,070	75.9%	88,840	76.7%
Average Vehicles per Owner-Occupied Household		2.2		2.3		2.4	
Renter-Occupied Household Vehicles		13,740	24.3%	23,157	24.1%	27,046	23.3%
Average Vehicles per Renter-Occupied Household		1.3		1.4		1.4	
Travel Time (2023)							
Worker Base Age 16 years or Over		37,902		60,977		70,556	
Travel to Work in 14 Minutes or Less		17,167	45.3%	24,730	40.6%	27,041	38.3%
Travel to Work in 15 to 29 Minutes		14,385	38.0%	24,838	40.7%	28,274	40.1%
Travel to Work in 30 to 59 Minutes		2,413	6.4%	5,373	8.8%	7,754	11.0%
Travel to Work in 60 Minutes or More		1,080	2.8%	1,635	2.7%	2,048	2.9%
Work at Home		2,857	7.5%	4,403	7.2%	5,439	7.7%
Average Minutes Travel to Work		14.3		15.4		16.3	

Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Transportation To Work (2023)							
Worker Base Age 16 years or Over		37,902		60,977		70,556	
Drive to Work Alone		29,999	79.1%	49,005	80.4%	56,331	79.8%
Drive to Work in Carpool		3,101	8.2%	4,963	8.1%	5,764	8.2%
Travel to Work by Public Transportation		307	0.8%	370	0.6%	378	0.5%
Drive to Work on Motorcycle		63	0.2%	109	0.2%	156	0.2%
Bicycle to Work		289	0.8%	293	0.5%	305	0.4%
Walk to Work		1,022	2.7%	1,469	2.4%	1,766	2.5%
Other Means		265	0.7%	366	0.6%	417	0.6%
Work at Home		2,857	7.5%	4,403	7.2%	5,439	7.7%
Daytime Demographics (2023)							
Total Businesses		4,593		5,977		6,897	
Total Employees		44,232		54,314		58,948	
Company Headquarter Businesses		196	4.3%	240	4.0%	259	3.8%
Company Headquarter Employees		7,147	16.2%	8,739	16.1%	8,968	15.2%
Employee Population per Business		9.6	to 1	9.1	to 1	8.5	to 1
Residential Population per Business		16.0	to 1	19.9	to 1	19.9	to 1
Adj. Daytime Demographics Age 16 Years or Over		65,346		87,846		98,349	
Labor Force							
Labor Population Age 16 Years or Over (2023)		59,747		96,780		112,319	
Labor Force Total Males (2023)		30,547	51.1%	49,732	51.4%	57,967	51.6%
Male Civilian Employed		19,868	65.0%	32,108	64.6%	37,588	64.8%
Male Civilian Unemployed		459	1.5%	726	1.5%	820	1.4%
Males in Armed Forces		621	2.0%	1,960	3.9%	2,043	3.5%
Males Not in Labor Force		9,599	31.4%	14,938	30.0%	17,516	30.2%
Labor Force Total Females (2023)		29,200	48.9%	47,048	48.6%	54,352	48.4%
Female Civilian Employed		18,039	61.8%	28,874	61.4%	32,972	60.7%
Female Civilian Unemployed		233	0.8%	353	0.7%	388	0.7%
Females in Armed Forces		105	0.4%	306	0.7%	316	0.6%
Females Not in Labor Force		10,823	37.1%	17,516	37.2%	20,677	38.0%
Unemployment Rate		693	1.2%	1,078	1.1%	1,207	1.1%
Occupation (2023)							
Occupation Population Age 16 Years or Over		37,902		60,977		70,556	
Occupation Total Males		19,867	52.4%	32,107	52.7%	37,587	53.3%
Occupation Total Females		18,036	47.6%	28,871	47.3%	32,969	46.7%
Management, Business, Financial Operations		5,046	13.3%	8,630	14.2%	10,351	14.7%
Professional, Related		9,508	25.1%	16,181	26.5%	18,438	26.1%
Service		6,185	16.3%	9,387	15.4%	10,840	15.4%
Sales, Office		7,583	20.0%	12,515	20.5%	14,369	20.4%
Farming, Fishing, Forestry		47	0.1%	140	0.2%	263	0.4%
Construction, Extraction, Maintenance		4,075	10.8%	6,265	10.3%	7,320	10.4%
Production, Transport, Material Moving		5,459	14.4%	7,859	12.9%	8,976	12.7%
White Collar Workers		22,137	58.4%	37,326	61.2%	43,157	61.2%
Blue Collar Workers		15,766	41.6%	23,651	38.8%	27,399	38.8%

Complete Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Units In Structure (2023)							
Total Units		30,476		48,579		56,744	
1 Detached Unit		19,095	62.7%	30,682	63.2%	36,404	64.2%
1 Attached Unit		1,007	3.3%	2,259	4.7%	2,525	4.5%
2 Units		653	2.1%	836	1.7%	917	1.6%
3 to 4 Units		767	2.5%	1,191	2.5%	1,339	2.4%
5 to 9 Units		1,220	4.0%	1,737	3.6%	1,936	3.4%
10 to 19 Units		1,767	5.8%	2,667	5.5%	2,875	5.1%
20 to 49 Units		2,127	7.0%	2,947	6.1%	3,196	5.6%
50 or More Units		1,545	5.1%	2,193	4.5%	2,328	4.1%
Mobile Home or Trailer		2,019	6.6%	3,654	7.5%	4,774	8.4%
Other Structure		275	0.9%	413	0.8%	450	0.8%
Homes Built By Year (2023)							
Homes Built 2014 or later		593	1.8%	702	1.4%	729	1.2%
Homes Built 2010 to 2013		3,853	12.0%	7,047	13.8%	8,046	13.3%
Homes Built 2000 to 2009		4,371	13.6%	7,660	15.0%	9,307	15.4%
Homes Built 1990 to 1999		3,125	9.7%	5,703	11.2%	7,077	11.7%
Homes Built 1980 to 1989		3,018	9.4%	4,886	9.6%	5,874	9.7%
Homes Built 1970 to 1979		5,538	17.2%	8,836	17.3%	10,228	16.9%
Homes Built 1960 to 1969		2,008	6.2%	2,785	5.5%	3,133	5.2%
Homes Built 1950 to 1959		4,613	14.3%	6,051	11.9%	6,583	10.9%
Homes Built 1940 to 1949		1,046	3.2%	1,405	2.8%	1,671	2.8%
Homes Built Before 1939		2,310	7.2%	3,503	6.9%	4,096	6.8%
Median Age of Homes		44.4	yrs	42.2	yrs	41.9	yrs
Home Values (2023)							
Owner Specified Housing Units		19,608		31,753		37,667	
Home Values \$1,000,000 or More		323	1.6%	675	2.1%	893	2.4%
Home Values \$750,000 to \$999,999		193	1.0%	396	1.2%	554	1.5%
Home Values \$500,000 to \$749,999		1,650	8.4%	2,982	9.4%	3,637	9.7%
Home Values \$400,000 to \$499,999		1,551	7.9%	2,997	9.4%	3,772	10.0%
Home Values \$300,000 to \$399,999		2,976	15.2%	5,310	16.7%	6,436	17.1%
Home Values \$250,000 to \$299,999		2,811	14.3%	4,676	14.7%	5,653	15.0%
Home Values \$200,000 to \$249,999		3,491	17.8%	5,304	16.7%	5,957	15.8%
Home Values \$175,000 to \$199,999		1,697	8.7%	2,459	7.7%	2,720	7.2%
Home Values \$150,000 to \$174,999		1,178	6.0%	1,731	5.5%	1,994	5.3%
Home Values \$125,000 to \$149,999		531	2.7%	749	2.4%	828	2.2%
Home Values \$100,000 to \$124,999		716	3.7%	979	3.1%	1,134	3.0%
Home Values \$90,000 to \$99,999		149	0.8%	260	0.8%	312	0.8%
Home Values \$80,000 to \$89,999		144	0.7%	226	0.7%	256	0.7%
Home Values \$70,000 to \$79,999		176	0.9%	254	0.8%	294	0.8%
Home Values \$60,000 to \$69,999		87	0.4%	158	0.5%	230	0.6%
Home Values \$50,000 to \$59,999		204	1.0%	280	0.9%	338	0.9%
Home Values \$35,000 to \$49,999		317	1.6%	414	1.3%	459	1.2%
Home Values \$25,000 to \$34,999		144	0.7%	210	0.7%	325	0.9%
Home Values \$10,000 to \$24,999		556	2.8%	754	2.4%	872	2.3%
Home Values Under \$10,000		717	3.7%	940	3.0%	1,004	2.7%
Owner-Occupied Median Home Value		\$247,804		\$269,901		\$276,699	
Renter-Occupied Median Rent		\$832		\$867		\$849	

Complete Profile

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 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

Rushmore Crossing		5 mi radius		10 mi radius		25 mi radius	
Rapid City, SD 57701							
Total Annual Consumer Expenditure (2023)							
Total Household Expenditure		\$1.86 B		\$3.28 B		\$3.86 B	
Total Non-Retail Expenditure		\$983.02 M		\$1.73 B		\$2.04 B	
Total Retail Expenditure		\$879.84 M		\$1.55 B		\$1.82 B	
Apparel		\$65.03 M		\$115.04 M		\$135.6 M	
Contributions		\$59.99 M		\$107.74 M		\$127.52 M	
Education		\$53.31 M		\$97.27 M		\$114.93 M	
Entertainment		\$104.56 M		\$185.6 M		\$219.23 M	
Food and Beverages		\$275.46 M		\$481.74 M		\$567.49 M	
Furnishings and Equipment		\$65.02 M		\$115.32 M		\$136.23 M	
Gifts		\$44.81 M		\$80.96 M		\$95.79 M	
Health Care		\$159.88 M		\$278.35 M		\$328.23 M	
Household Operations		\$72.73 M		\$128.68 M		\$151.84 M	
Miscellaneous Expenses		\$35.2 M		\$61.98 M		\$73.13 M	
Personal Care		\$25.02 M		\$43.97 M		\$51.87 M	
Personal Insurance		\$12.82 M		\$23.12 M		\$27.4 M	
Reading		\$4.07 M		\$7.19 M		\$8.49 M	
Shelter		\$393.91 M		\$690.85 M		\$814.01 M	
Tobacco		\$11.73 M		\$19.74 M		\$23.11 M	
Transportation		\$339.63 M		\$597.21 M		\$704.5 M	
Utilities		\$139.7 M		\$241.2 M		\$283.64 M	
Monthly Household Consumer Expenditure (2023)							
Total Household Expenditure		\$5,094		\$5,620		\$5,673	
Total Non-Retail Expenditure		\$2,688	52.8%	\$2,967	52.8%	\$2,995	52.8%
Total Retail Expenditures		\$2,406	47.2%	\$2,652	47.2%	\$2,678	47.2%
Apparel		\$178	3.5%	\$197	3.5%	\$199	3.5%
Contributions		\$164	3.2%	\$185	3.3%	\$187	3.3%
Education		\$146	2.9%	\$167	3.0%	\$169	3.0%
Entertainment		\$286	5.6%	\$318	5.7%	\$322	5.7%
Food and Beverages		\$753	14.8%	\$826	14.7%	\$833	14.7%
Furnishings and Equipment		\$178	3.5%	\$198	3.5%	\$200	3.5%
Gifts		\$123	2.4%	\$139	2.5%	\$141	2.5%
Health Care		\$437	8.6%	\$477	8.5%	\$482	8.5%
Household Operations		\$199	3.9%	\$221	3.9%	\$223	3.9%
Miscellaneous Expenses		\$96	1.9%	\$106	1.9%	\$107	1.9%
Personal Care		\$68	1.3%	\$75	1.3%	\$76	1.3%
Personal Insurance		\$35	0.7%	\$40	0.7%	\$40	0.7%
Reading		\$11	0.2%	\$12	0.2%	\$12	0.2%
Shelter		\$1,077	21.1%	\$1,185	21.1%	\$1,195	21.1%
Tobacco		\$32	0.6%	\$34	0.6%	\$34	0.6%
Transportation		\$929	18.2%	\$1,024	18.2%	\$1,035	18.2%
Utilities		\$382	7.5%	\$414	7.4%	\$417	7.3%