

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

<b>Rushmore Crossing</b> <b>Rapid City, SD 57701</b>	<b>5 mi radius</b>		<b>10 mi radius</b>		<b>25 mi radius</b>	
<b>Population</b>						
Estimated Population (2021)	69,920		112,466		130,103	
Projected Population (2026)	75,630		121,302		139,647	
Census Population (2020)	69,094		112,020		129,630	
Census Population (2010)	63,338		100,398		117,332	
Projected Annual Growth (2021-2026)	5,711	1.6%	8,836	1.6%	9,544	1.5%
Historical Annual Growth (2020-2021)	825	-	446	0.4%	473	0.4%
Historical Annual Growth (2010-2020)	5,756	0.9%	11,622	1.2%	12,298	1.0%
Estimated Population Density (2021)	891 <i>psm</i>		358 <i>psm</i>		66 <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>	
<b>Households</b>						
Estimated Households (2021)	28,593		45,193		52,399	
Projected Households (2026)	31,309		49,466		57,261	
Census Households (2020)	28,250		45,004		52,215	
Census Households (2010)	25,868		40,376		47,212	
Projected Annual Growth (2021-2026)	2,716	1.9%	4,273	1.9%	4,862	1.9%
Historical Annual Change (2010-2021)	2,725	1.0%	4,817	1.1%	5,187	1.0%
<b>Average Household Income</b>						
Estimated Average Household Income (2021)	\$66,734		\$78,165		\$81,979	
Projected Average Household Income (2026)	\$68,802		\$81,300		\$86,371	
Census Average Household Income (2010)	\$50,432		\$61,506		\$62,570	
Census Average Household Income (2000)	\$40,834		\$47,198		\$47,986	
Projected Annual Change (2021-2026)	\$2,068	0.6%	\$3,136	0.8%	\$4,392	1.1%
Historical Annual Change (2000-2021)	\$25,900	3.0%	\$30,966	3.1%	\$33,993	3.4%
<b>Median Household Income</b>						
Estimated Median Household Income (2021)	\$54,385		\$61,916		\$64,087	
Projected Median Household Income (2026)	\$63,472		\$71,828		\$74,195	
Census Median Household Income (2010)	\$43,118		\$49,853		\$50,782	
Census Median Household Income (2000)	\$34,418		\$38,958		\$39,517	
Projected Annual Change (2021-2026)	\$9,087	3.3%	\$9,913	3.2%	\$10,108	3.2%
Historical Annual Change (2000-2021)	\$19,967	2.8%	\$22,957	2.8%	\$24,570	3.0%
<b>Per Capita Income</b>						
Estimated Per Capita Income (2021)	\$27,865		\$31,873		\$33,427	
Projected Per Capita Income (2026)	\$29,014		\$33,583		\$35,798	
Census Per Capita Income (2010)	\$20,597		\$24,735		\$25,177	
Census Per Capita Income (2000)	\$15,989		\$18,081		\$18,376	
Projected Annual Change (2021-2026)	\$1,148	0.8%	\$1,710	1.1%	\$2,370	1.4%
Historical Annual Change (2000-2021)	\$11,876	3.5%	\$13,791	3.6%	\$15,051	3.9%
Estimated Average Household Net Worth (2021)	\$330,508		\$416,313		\$434,671	

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<b>Rushmore Crossing Rapid City, SD 57701</b>	<b>5 mi radius</b>		<b>10 mi radius</b>		<b>25 mi radius</b>	
<b>Race and Ethnicity</b>						
Total Population (2021)	69,920		112,466		130,103	
White (2021)	49,704	71.1%	85,193	75.8%	100,814	77.5%
Black or African American (2021)	2,371	3.4%	3,120	2.8%	3,251	2.5%
American Indian or Alaska Native (2021)	5,956	8.5%	7,191	6.4%	7,572	5.8%
Asian (2021)	1,952	2.8%	2,558	2.3%	2,672	2.1%
Hawaiian or Pacific Islander (2021)	45	-	148	0.1%	153	0.1%
Other Race (2021)	1,289	1.8%	1,986	1.8%	2,204	1.7%
Two or More Races (2021)	8,601	12.3%	12,270	10.9%	13,437	10.3%
Population < 18 (2021)	15,506 22.2%		25,343 22.5%		28,917 22.2%	
White Not Hispanic	8,625	55.6%	15,807	62.4%	18,594	64.3%
Black or African American	197	1.3%	380	1.5%	403	1.4%
Asian	169	1.1%	303	1.2%	325	1.1%
Other Race Not Hispanic	5,141	33.2%	6,702	26.4%	7,182	24.8%
Hispanic	1,373	8.9%	2,151	8.5%	2,414	8.3%
Not Hispanic or Latino Population (2021)	65,934 94.3%		106,424 94.6%		123,294 94.8%	
Not Hispanic White	48,527	73.6%	83,265	78.2%	98,650	80.0%
Not Hispanic Black or African American	2,317	3.5%	3,013	2.8%	3,112	2.5%
Not Hispanic American Indian or Alaska Native	5,616	8.5%	6,741	6.3%	7,082	5.7%
Not Hispanic Asian	1,915	2.9%	2,504	2.4%	2,615	2.1%
Not Hispanic Hawaiian or Pacific Islander	43	-	146	0.1%	149	0.1%
Not Hispanic Other Race	544	0.8%	897	0.8%	959	0.8%
Not Hispanic Two or More Races	6,971	10.6%	9,858	9.3%	10,728	8.7%
Hispanic or Latino Population (2021)	3,986 5.7%		6,042 5.4%		6,808 5.2%	
Hispanic White	1,177	29.5%	1,928	31.9%	2,164	31.8%
Hispanic Black or African American	54	1.4%	107	1.8%	140	2.0%
Hispanic American Indian or Alaska Native	340	8.5%	451	7.5%	490	7.2%
Hispanic Asian	37	0.9%	53	0.9%	57	0.8%
Hispanic Hawaiian or Pacific Islander	2	-	2	-	4	-
Hispanic Other Race	745	18.7%	1,089	18.0%	1,245	18.3%
Hispanic Two or More Races	1,630	40.9%	2,412	39.9%	2,709	39.8%
Not Hispanic or Latino Population (2020)	65,161 94.3%		106,112 94.7%		123,057 94.9%	
Hispanic or Latino Population (2020)	3,933 5.7%		5,908 5.3%		6,572 5.1%	
Not Hispanic or Latino Population (2010)	60,553 95.6%		96,331 95.9%		112,698 96.1%	
Hispanic or Latino Population (2010)	2,785 4.4%		4,067 4.1%		4,634 3.9%	
Not Hispanic or Latino Population (2026)	71,174 94.1%		114,508 94.4%		132,037 94.6%	
Hispanic or Latino Population (2026)	4,456 5.9%		6,794 5.6%		7,610 5.4%	
Projected Annual Growth (2021-2026)	470 2.4%		752 2.5%		802 2.4%	
Historical Annual Growth (2010-2020)	1,148 4.1%		1,841 4.5%		1,938 4.2%	

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Rushmore Crossing Rapid City, SD 57701		5 mi radius		10 mi radius		25 mi radius	
<b>Total Age Distribution (2021)</b>							
Total Population		69,920		112,466		130,103	
Age Under 5 Years		4,765	6.8%	7,269	6.5%	8,052	6.2%
Age 5 to 9 Years		4,444	6.4%	7,256	6.5%	8,288	6.4%
Age 10 to 14 Years		4,178	6.0%	7,207	6.4%	8,376	6.4%
Age 15 to 19 Years		4,543	6.5%	7,105	6.3%	8,086	6.2%
Age 20 to 24 Years		5,195	7.4%	7,990	7.1%	8,622	6.6%
Age 25 to 29 Years		5,400	7.7%	8,088	7.2%	8,824	6.8%
Age 30 to 34 Years		5,264	7.5%	7,976	7.1%	8,903	6.8%
Age 35 to 39 Years		4,616	6.6%	7,367	6.6%	8,426	6.5%
Age 40 to 44 Years		3,820	5.5%	6,323	5.6%	7,428	5.7%
Age 45 to 49 Years		3,449	4.9%	5,612	5.0%	6,669	5.1%
Age 50 to 54 Years		3,557	5.1%	5,766	5.1%	6,942	5.3%
Age 55 to 59 Years		3,929	5.6%	6,742	6.0%	8,213	6.3%
Age 60 to 64 Years		4,269	6.1%	7,504	6.7%	9,214	7.1%
Age 65 to 69 Years		3,986	5.7%	6,954	6.2%	8,499	6.5%
Age 70 to 74 Years		3,308	4.7%	5,411	4.8%	6,510	5.0%
Age 75 to 79 Years		2,001	2.9%	3,251	2.9%	3,845	3.0%
Age 80 to 84 Years		1,363	1.9%	2,068	1.8%	2,360	1.8%
Age 85 Years or Over		1,833	2.6%	2,578	2.3%	2,846	2.2%
Median Age		36.4		37.7		38.8	
Age 19 Years or Less		17,930	25.6%	28,837	25.6%	32,801	25.2%
Age 20 to 64 Years		39,499	56.5%	63,368	56.3%	73,241	56.3%
Age 65 Years or Over		12,491	17.9%	20,262	18.0%	24,060	18.5%
<b>Female Age Distribution (2021)</b>							
Female Population		34,532	49.4%	55,467	49.3%	63,986	49.2%
Age Under 5 Years		2,353	6.8%	3,635	6.6%	4,011	6.3%
Age 5 to 9 Years		2,149	6.2%	3,455	6.2%	3,952	6.2%
Age 10 to 14 Years		2,000	5.8%	3,418	6.2%	3,955	6.2%
Age 15 to 19 Years		2,042	5.9%	3,231	5.8%	3,690	5.8%
Age 20 to 24 Years		2,281	6.6%	3,499	6.3%	3,782	5.9%
Age 25 to 29 Years		2,655	7.7%	3,969	7.2%	4,329	6.8%
Age 30 to 34 Years		2,540	7.4%	3,881	7.0%	4,336	6.8%
Age 35 to 39 Years		2,294	6.6%	3,666	6.6%	4,198	6.6%
Age 40 to 44 Years		1,779	5.2%	3,069	5.5%	3,653	5.7%
Age 45 to 49 Years		1,644	4.8%	2,721	4.9%	3,266	5.1%
Age 50 to 54 Years		1,762	5.1%	2,891	5.2%	3,460	5.4%
Age 55 to 59 Years		1,940	5.6%	3,342	6.0%	4,066	6.4%
Age 60 to 64 Years		2,079	6.0%	3,649	6.6%	4,444	6.9%
Age 65 to 69 Years		2,143	6.2%	3,588	6.5%	4,281	6.7%
Age 70 to 74 Years		1,785	5.2%	2,843	5.1%	3,360	5.3%
Age 75 to 79 Years		1,057	3.1%	1,723	3.1%	2,017	3.2%
Age 80 to 84 Years		801	2.3%	1,178	2.1%	1,319	2.1%
Age 85 Years or Over		1,227	3.6%	1,709	3.1%	1,865	2.9%
Female Median Age		38.0		39.0		39.9	
Age 19 Years or Less		8,544	24.7%	13,739	24.8%	15,607	24.4%
Age 20 to 64 Years		18,975	54.9%	30,687	55.3%	35,536	55.5%
Age 65 Years or Over		7,013	20.3%	11,041	19.9%	12,842	20.1%

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<b>Rapid City, SD 57701</b>							
<b>Male Age Distribution (2021)</b>							
Male Population		35,387	50.6%	56,999	50.7%	66,117	50.8%
Age Under 5 Years		2,412	6.8%	3,634	6.4%	4,041	6.1%
Age 5 to 9 Years		2,295	6.5%	3,801	6.7%	4,336	6.6%
Age 10 to 14 Years		2,178	6.2%	3,789	6.6%	4,421	6.7%
Age 15 to 19 Years		2,501	7.1%	3,874	6.8%	4,396	6.6%
Age 20 to 24 Years		2,914	8.2%	4,491	7.9%	4,840	7.3%
Age 25 to 29 Years		2,745	7.8%	4,119	7.2%	4,495	6.8%
Age 30 to 34 Years		2,724	7.7%	4,095	7.2%	4,566	6.9%
Age 35 to 39 Years		2,321	6.6%	3,701	6.5%	4,228	6.4%
Age 40 to 44 Years		2,040	5.8%	3,254	5.7%	3,775	5.7%
Age 45 to 49 Years		1,805	5.1%	2,891	5.1%	3,402	5.1%
Age 50 to 54 Years		1,795	5.1%	2,875	5.0%	3,482	5.3%
Age 55 to 59 Years		1,989	5.6%	3,400	6.0%	4,148	6.3%
Age 60 to 64 Years		2,190	6.2%	3,855	6.8%	4,769	7.2%
Age 65 to 69 Years		1,843	5.2%	3,366	5.9%	4,219	6.4%
Age 70 to 74 Years		1,524	4.3%	2,568	4.5%	3,149	4.8%
Age 75 to 79 Years		944	2.7%	1,528	2.7%	1,828	2.8%
Age 80 to 84 Years		562	1.6%	890	1.6%	1,040	1.6%
Age 85 Years or Over		605	1.7%	869	1.5%	982	1.5%
Male Median Age		34.9		36.5		37.8	
Age 19 Years or Less		9,386	26.5%	15,097	26.5%	17,194	26.0%
Age 20 to 64 Years		20,524	58.0%	32,681	57.3%	37,705	57.0%
Age 65 Years or Over		5,478	15.5%	9,220	16.2%	11,218	17.0%
<b>Males per 100 Females (2021)</b>							
Overall Comparison		102		103		103	
Age Under 5 Years		103	50.6%	100	50.0%	101	50.2%
Age 5 to 9 Years		107	51.6%	110	52.4%	110	52.3%
Age 10 to 14 Years		109	52.1%	111	52.6%	112	52.8%
Age 15 to 19 Years		122	55.0%	120	54.5%	119	54.4%
Age 20 to 24 Years		128	56.1%	128	56.2%	128	56.1%
Age 25 to 29 Years		103	50.8%	104	50.9%	104	50.9%
Age 30 to 34 Years		107	51.8%	105	51.3%	105	51.3%
Age 35 to 39 Years		101	50.3%	101	50.2%	101	50.2%
Age 40 to 44 Years		115	53.4%	106	51.5%	103	50.8%
Age 45 to 49 Years		110	52.3%	106	51.5%	104	51.0%
Age 50 to 54 Years		102	50.5%	99	49.9%	101	50.2%
Age 55 to 59 Years		102	50.6%	102	50.4%	102	50.5%
Age 60 to 64 Years		105	51.3%	106	51.4%	107	51.8%
Age 65 to 69 Years		86	46.2%	94	48.4%	99	49.6%
Age 70 to 74 Years		85	46.1%	90	47.5%	94	48.4%
Age 75 to 79 Years		89	47.2%	89	47.0%	91	47.5%
Age 80 to 84 Years		70	41.2%	76	43.0%	79	44.1%
Age 85 Years or Over		49	33.0%	51	33.7%	53	34.5%
Age 19 Years or Less		110	52.3%	110	52.4%	110	52.4%
Age 20 to 39 Years		110	52.3%	109	52.2%	109	52.1%
Age 40 to 64 Years		107	51.6%	104	50.9%	104	50.9%
Age 65 Years or Over		78	43.9%	84	45.5%	87	46.6%

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<b>Rushmore Crossing</b> <b>Rapid City, SD 57701</b>	<b>5 mi radius</b>		<b>10 mi radius</b>		<b>25 mi radius</b>	
<b>Household Type (2021)</b>						
Total Households	28,593		45,193		52,399	
Households with Children	8,482	29.7%	13,576	30.0%	15,472	29.5%
Average Household Size	2.3		2.4		2.4	
Household Density per Square Mile	364		144		27	
Population Family	51,736	74.0%	87,337	77.7%	102,467	78.8%
Population Non-Family	14,580	20.9%	20,528	18.3%	22,920	17.6%
Population Group Quarters	3,604	5.2%	4,602	4.1%	4,716	3.6%
Family Households	16,888	59.1%	28,706	63.5%	34,006	64.9%
Married Couple Households	11,253	66.6%	20,903	72.8%	25,533	75.1%
Other Family Households with Children	5,635	33.4%	7,803	27.2%	8,472	24.9%
Family Households with Children	8,333	49.3%	13,374	46.6%	15,247	44.8%
Married Couple with Children	4,346	52.2%	7,902	59.1%	9,340	61.3%
Other Family Households with Children	3,987	47.8%	5,472	40.9%	5,908	38.7%
Family Households No Children	8,554	50.7%	15,332	53.4%	18,758	55.2%
Married Couple No Children	6,907	80.7%	13,001	84.8%	16,194	86.3%
Other Family Households No Children	1,648	19.3%	2,331	15.2%	2,564	13.7%
Non-Family Households	11,705	40.9%	16,487	36.5%	18,394	35.1%
Non-Family Households with Children	149	1.3%	202	1.2%	225	1.2%
Non-Family Households No Children	11,556	98.7%	16,284	98.8%	18,169	98.8%
Average Family Household Size	3.1		3.0		3.0	
Average Family Income	\$81,410		\$95,140		\$99,644	
Median Family Income	\$69,988		\$78,142		\$80,229	
Average Non-Family Household Size	1.2		1.2		1.2	
<b>Marital Status (2021)</b>						
Population Age 15 Years or Over	56,533		90,734		105,388	
Never Married	19,461	34.4%	28,536	31.5%	31,600	30.0%
Currently Married	23,033	40.7%	42,672	47.0%	51,910	49.3%
Previously Married	14,040	24.8%	19,526	21.5%	21,878	20.8%
Separated	2,258	16.1%	3,142	16.1%	3,458	15.8%
Widowed	3,469	24.7%	5,016	25.7%	5,846	26.7%
Divorced	8,313	59.2%	11,369	58.2%	12,574	57.5%
<b>Educational Attainment (2021)</b>						
Adult Population Age 25 Years or Over	46,795		75,640		88,679	
Elementary (Grade Level 0 to 8)	705	1.5%	948	1.3%	1,164	1.3%
Some High School (Grade Level 9 to 11)	2,915	6.2%	3,577	4.7%	4,110	4.6%
High School Graduate	14,158	30.3%	20,757	27.4%	24,512	27.6%
Some College	11,339	24.2%	17,771	23.5%	20,572	23.2%
Associate Degree Only	5,279	11.3%	8,813	11.7%	10,383	11.7%
Bachelor Degree Only	8,321	17.8%	15,739	20.8%	18,434	20.8%
Graduate Degree	4,077	8.7%	8,035	10.6%	9,504	10.7%
Any College (Some College or Higher)	29,017	62.0%	50,358	66.6%	58,892	66.4%
College Degree + (Bachelor Degree or Higher)	12,398	26.5%	23,774	31.4%	27,938	31.5%

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<b>Rapid City, SD 57701</b>								
<b>Housing</b>								
Total Housing Units (2021)			30,470		48,264		57,142	
Total Housing Units (2020)			30,098		48,063		57,001	
Historical Annual Growth (2020-2021)			372 -		202 -		142 -	
Housing Units Occupied (2021)			28,593 93.8%		45,193 93.6%		52,399 91.7%	
Housing Units Owner-Occupied			16,830 58.9%		28,824 63.8%		34,875 66.6%	
Housing Units Renter-Occupied			11,763 41.1%		16,369 36.2%		17,524 33.4%	
Housing Units Vacant (2021)			1,877 6.2%		3,072 6.4%		4,743 8.3%	
<b>Household Size (2021)</b>								
Total Households			28,593		45,193		52,399	
1 Person Households			9,587 33.5%		13,484 29.8%		15,025 28.7%	
2 Person Households			9,366 32.8%		16,034 35.5%		19,352 36.9%	
3 Person Households			4,154 14.5%		6,562 14.5%		7,515 14.3%	
4 Person Households			3,209 11.2%		5,395 11.9%		6,213 11.9%	
5 Person Households			1,463 5.1%		2,434 5.4%		2,816 5.4%	
6 Person Households			514 1.8%		849 1.9%		979 1.9%	
7 or More Person Households			300 1.0%		435 1.0%		500 1.0%	
<b>Household Income Distribution (2021)</b>								
HH Income \$200,000 or More			888 3.1%		2,120 4.7%		2,596 5.0%	
HH Income \$150,000 to \$199,999			778 2.7%		1,777 3.9%		2,266 4.3%	
HH Income \$125,000 to \$149,999			1,302 4.6%		2,476 5.5%		3,137 6.0%	
HH Income \$100,000 to \$124,999			2,255 7.9%		4,007 8.9%		4,884 9.3%	
HH Income \$75,000 to \$99,999			3,472 12.1%		6,168 13.6%		7,343 14.0%	
HH Income \$50,000 to \$74,999			6,548 22.9%		10,369 22.9%		11,673 22.3%	
HH Income \$35,000 to \$49,999			3,887 13.6%		5,652 12.5%		6,486 12.4%	
HH Income \$25,000 to \$34,999			3,294 11.5%		4,613 10.2%		5,046 9.6%	
HH Income \$15,000 to \$24,999			2,885 10.1%		3,843 8.5%		4,312 8.2%	
HH Income \$10,000 to \$14,999			1,695 5.9%		2,173 4.8%		2,435 4.6%	
HH Income Under \$10,000			1,589 5.6%		1,994 4.4%		2,223 4.2%	
<b>Household Vehicles (2021)</b>								
Households 0 Vehicles Available			2,317 8.1%		2,738 6.1%		2,850 5.4%	
Households 1 Vehicle Available			10,330 36.1%		14,399 31.9%		15,622 29.8%	
Households 2 Vehicles Available			10,097 35.3%		16,418 36.3%		19,066 36.4%	
Households 3 or More Vehicles Available			5,849 20.5%		11,638 25.8%		14,862 28.4%	
Total Vehicles Available			50,723		87,834		106,036	
Average Vehicles per Household			1.8		1.9		2.0	
Owner-Occupied Household Vehicles			36,286 71.5%		66,523 75.7%		82,763 78.1%	
Average Vehicles per Owner-Occupied Household			2.2		2.3		2.4	
Renter-Occupied Household Vehicles			14,436 28.5%		21,311 24.3%		23,273 21.9%	
Average Vehicles per Renter-Occupied Household			1.2		1.3		1.3	
<b>Travel Time (2021)</b>								
Worker Base Age 16 years or Over			35,030		56,316		65,381	
Travel to Work in 14 Minutes or Less			14,016 40.0%		19,867 35.3%		21,526 32.9%	
Travel to Work in 15 to 29 Minutes			15,733 44.9%		26,976 47.9%		30,589 46.8%	
Travel to Work in 30 to 59 Minutes			2,883 8.2%		5,537 9.8%		8,193 12.5%	
Travel to Work in 60 Minutes or More			956 2.7%		1,458 2.6%		1,885 2.9%	
Work at Home			1,442 4.1%		2,478 4.4%		3,187 4.9%	
Average Minutes Travel to Work			15.4		16.4		17.4	

# Complete Profile

2010-2020 Census, 2021 Estimates with 2026 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 44.0981/-103.1866

<b>Rushmore Crossing</b>			<b>5 mi radius</b>		<b>10 mi radius</b>		<b>25 mi radius</b>	
<b>Rapid City, SD 57701</b>								
<b>Transportation To Work (2021)</b>								
Worker Base Age 16 years or Over			35,030		56,316		65,381	
Drive to Work Alone	28,652	81.8%	46,825	83.1%	53,882	82.4%		
Drive to Work in Carpool	3,284	9.4%	4,955	8.8%	5,871	9.0%		
Travel to Work by Public Transportation	274	0.8%	318	0.6%	326	0.5%		
Drive to Work on Motorcycle	145	0.4%	202	0.4%	229	0.3%		
Bicycle to Work	185	0.5%	194	0.3%	219	0.3%		
Walk to Work	874	2.5%	1,067	1.9%	1,351	2.1%		
Other Means	174	0.5%	278	0.5%	315	0.5%		
Work at Home	1,442	4.1%	2,478	4.4%	3,187	4.9%		
<b>Daytime Demographics (2021)</b>								
Total Businesses			4,219		5,528		6,308	
Total Employees			44,554		54,088		58,498	
Company Headquarter Businesses	230	5.5%	274	4.9%	298	4.7%		
Company Headquarter Employees	6,743	15.1%	7,644	14.1%	7,894	13.5%		
Employee Population per Business	10.6 to 1		9.8 to 1		9.3 to 1			
Residential Population per Business	16.6 to 1		20.3 to 1		20.6 to 1			
Adj. Daytime Demographics Age 16 Years or Over			64,702		85,097		94,787	
<b>Labor Force</b>								
Labor Population Age 16 Years or Over (2021)			55,809		89,515		103,979	
Labor Force Total Males (2021)	28,119	50.4%	45,145	50.4%	52,599	50.6%		
Male Civilian Employed	18,159	64.6%	29,142	64.6%	34,245	65.1%		
Male Civilian Unemployed	778	2.8%	1,142	2.5%	1,278	2.4%		
Males in Armed Forces	592	2.1%	1,833	4.1%	1,935	3.7%		
Males Not in Labor Force	8,591	30.6%	13,027	28.9%	15,141	28.8%		
Labor Force Total Females (2021)	27,690	49.6%	44,370	49.6%	51,380	49.4%		
Female Civilian Employed	16,871	60.9%	27,174	61.2%	31,136	60.6%		
Female Civilian Unemployed	614	2.2%	836	1.9%	995	1.9%		
Females in Armed Forces	39	0.1%	357	0.8%	374	0.7%		
Females Not in Labor Force	10,165	36.7%	16,003	36.1%	18,876	36.7%		
Unemployment Rate	1,392	2.5%	1,978	2.2%	2,272	2.2%		
<b>Occupation (2021)</b>								
Occupation Population Age 16 Years or Over			35,030		56,316		65,381	
Occupation Total Males	18,159	51.8%	29,142	51.7%	34,245	52.4%		
Occupation Total Females	16,871	48.2%	27,174	48.3%	31,136	47.6%		
Management, Business, Financial Operations	5,108	14.6%	9,007	16.0%	10,879	16.6%		
Professional, Related	7,272	20.8%	12,132	21.5%	14,006	21.4%		
Service	6,891	19.7%	10,214	18.1%	11,550	17.7%		
Sales, Office	7,775	22.2%	12,903	22.9%	14,632	22.4%		
Farming, Fishing, Forestry	125	0.4%	316	0.6%	538	0.8%		
Construction, Extraction, Maintenance	3,195	9.1%	4,934	8.8%	5,932	9.1%		
Production, Transport, Material Moving	4,664	13.3%	6,810	12.1%	7,844	12.0%		
White Collar Workers	20,155	57.5%	34,042	60.4%	39,517	60.4%		
Blue Collar Workers	14,875	42.5%	22,274	39.6%	25,864	39.6%		

# Complete Profile

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Lat/Lon: 44.0981/-103.1866

Rushmore Crossing Rapid City, SD 57701		5 mi radius		10 mi radius		25 mi radius	
<b>Units In Structure (2021)</b>							
Total Units		25,868		40,376		47,212	
1 Detached Unit		16,036	62.0%	27,043	67.0%	32,308	68.4%
1 Attached Unit		1,522	5.9%	3,105	7.7%	3,428	7.3%
2 Units		850	3.3%	985	2.4%	1,023	2.2%
3 to 4 Units		1,307	5.1%	1,647	4.1%	1,743	3.7%
5 to 9 Units		1,335	5.2%	1,640	4.1%	1,745	3.7%
10 to 19 Units		2,136	8.3%	3,051	7.6%	3,127	6.6%
20 to 49 Units		1,623	6.3%	2,284	5.7%	2,355	5.0%
50 or More Units		888	3.4%	1,141	2.8%	1,159	2.5%
Mobile Home or Trailer		2,896	11.2%	4,295	10.6%	5,510	11.7%
Other Structure		1	-	1	-	1	-
<b>Homes Built By Year (2021)</b>							
Homes Built 2014 or later		1,822	6.0%	3,015	6.2%	3,255	5.7%
Homes Built 2010 to 2013		654	2.1%	1,291	2.7%	1,637	2.9%
Homes Built 2000 to 2009		3,995	13.1%	7,048	14.6%	8,485	14.8%
Homes Built 1990 to 1999		3,790	12.4%	6,322	13.1%	7,754	13.6%
Homes Built 1980 to 1989		3,445	11.3%	5,685	11.8%	6,672	11.7%
Homes Built 1970 to 1979		6,060	19.9%	9,887	20.5%	11,283	19.7%
Homes Built 1960 to 1969		2,516	8.3%	3,459	7.2%	3,865	6.8%
Homes Built 1950 to 1959		3,788	12.4%	5,045	10.5%	5,336	9.3%
Homes Built 1940 to 1949		664	2.2%	951	2.0%	1,140	2.0%
Homes Built Before 1939		1,860	6.1%	2,490	5.2%	2,971	5.2%
Median Age of Homes		36.5	yrs	34.6	yrs	34.3	yrs
<b>Home Values (2021)</b>							
Owner Specified Housing Units		16,830		28,824		34,875	
Home Values \$1,000,000 or More		65	0.4%	115	0.4%	201	0.6%
Home Values \$750,000 to \$999,999		1	-	9	-	18	-
Home Values \$500,000 to \$749,999		326	1.9%	891	3.1%	1,257	3.6%
Home Values \$400,000 to \$499,999		785	4.7%	2,189	7.6%	2,867	8.2%
Home Values \$300,000 to \$399,999		1,561	9.3%	3,678	12.8%	4,974	14.3%
Home Values \$250,000 to \$299,999		1,249	7.4%	2,659	9.2%	3,413	9.8%
Home Values \$200,000 to \$249,999		2,838	16.9%	5,079	17.6%	5,931	17.0%
Home Values \$175,000 to \$199,999		2,027	12.0%	3,310	11.5%	3,655	10.5%
Home Values \$150,000 to \$174,999		2,405	14.3%	3,505	12.2%	3,935	11.3%
Home Values \$125,000 to \$149,999		1,391	8.3%	1,865	6.5%	2,071	5.9%
Home Values \$100,000 to \$124,999		1,072	6.4%	1,360	4.7%	1,544	4.4%
Home Values \$90,000 to \$99,999		309	1.8%	389	1.3%	440	1.3%
Home Values \$80,000 to \$89,999		220	1.3%	275	1.0%	320	0.9%
Home Values \$70,000 to \$79,999		181	1.1%	235	0.8%	286	0.8%
Home Values \$60,000 to \$69,999		285	1.7%	410	1.4%	521	1.5%
Home Values \$50,000 to \$59,999		191	1.1%	265	0.9%	334	1.0%
Home Values \$35,000 to \$49,999		179	1.1%	311	1.1%	443	1.3%
Home Values \$25,000 to \$34,999		307	1.8%	345	1.2%	465	1.3%
Home Values \$10,000 to \$24,999		857	5.1%	1,089	3.8%	1,246	3.6%
Home Values Under \$10,000		582	3.5%	845	2.9%	953	2.7%
Owner-Occupied Median Home Value		\$186,388		\$215,302		\$224,019	
Renter-Occupied Median Rent		\$728		\$777		\$778	



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Lat/Lon: 44.0981/-103.1866

<b>Rushmore Crossing Rapid City, SD 57701</b>	<b>5 mi radius</b>	<b>10 mi radius</b>	<b>25 mi radius</b>
<b>Total Annual Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$1.51 B	\$2.66 B	\$3.19 B
Total Non-Retail Expenditure	\$797.87 M	\$1.4 B	\$1.68 B
Total Retail Expenditure	\$715.2 M	\$1.26 B	\$1.51 B
Apparel	\$52.48 M	\$92.66 M	\$111.13 M
Contributions	\$47.42 M	\$85.05 M	\$102.57 M
Education	\$41.41 M	\$74.85 M	\$90.22 M
Entertainment	\$83.71 M	\$148.88 M	\$179.1 M
Food and Beverages	\$225.18 M	\$393.89 M	\$471.72 M
Furnishings and Equipment	\$52.12 M	\$92.64 M	\$111.45 M
Gifts	\$35.66 M	\$64 M	\$77.03 M
Health Care	\$131.08 M	\$229.03 M	\$274.6 M
Household Operations	\$58.58 M	\$103.57 M	\$124.4 M
Miscellaneous Expenses	\$28.44 M	\$50.12 M	\$60.15 M
Personal Care	\$20.28 M	\$35.66 M	\$42.78 M
Personal Insurance	\$10.06 M	\$18.21 M	\$22.03 M
Reading	\$3.29 M	\$5.8 M	\$6.96 M
Shelter	\$320.98 M	\$561.2 M	\$671.74 M
Tobacco	\$10.1 M	\$16.96 M	\$20.1 M
Transportation	\$276.14 M	\$486.9 M	\$584.35 M
Utilities	\$116.14 M	\$200.66 M	\$239.66 M
<b>Monthly Household Consumer Expenditure (2021)</b>			
Total Household Expenditure	\$4,410	\$4,905	\$5,073
Total Non-Retail Expenditure	\$2,325 52.7%	\$2,584 52.7%	\$2,672 52.7%
Total Retail Expenditures	\$2,084 47.3%	\$2,321 47.3%	\$2,401 47.3%
Apparel	\$153 3.5%	\$171 3.5%	\$177 3.5%
Contributions	\$138 3.1%	\$157 3.2%	\$163 3.2%
Education	\$121 2.7%	\$138 2.8%	\$143 2.8%
Entertainment	\$244 5.5%	\$275 5.6%	\$285 5.6%
Food and Beverages	\$656 14.9%	\$726 14.8%	\$750 14.8%
Furnishings and Equipment	\$152 3.4%	\$171 3.5%	\$177 3.5%
Gifts	\$104 2.4%	\$118 2.4%	\$122 2.4%
Health Care	\$382 8.7%	\$422 8.6%	\$437 8.6%
Household Operations	\$171 3.9%	\$191 3.9%	\$198 3.9%
Miscellaneous Expenses	\$83 1.9%	\$92 1.9%	\$96 1.9%
Personal Care	\$59 1.3%	\$66 1.3%	\$68 1.3%
Personal Insurance	\$29 0.7%	\$34 0.7%	\$35 0.7%
Reading	\$10 0.2%	\$11 0.2%	\$11 0.2%
Shelter	\$935 21.2%	\$1,035 21.1%	\$1,068 21.1%
Tobacco	\$29 0.7%	\$31 0.6%	\$32 0.6%
Transportation	\$805 18.3%	\$898 18.3%	\$929 18.3%
Utilities	\$338 7.7%	\$370 7.5%	\$381 7.5%