



2013 DEMOGRAPHIC PROFILE

Secondary Retail Trade Area

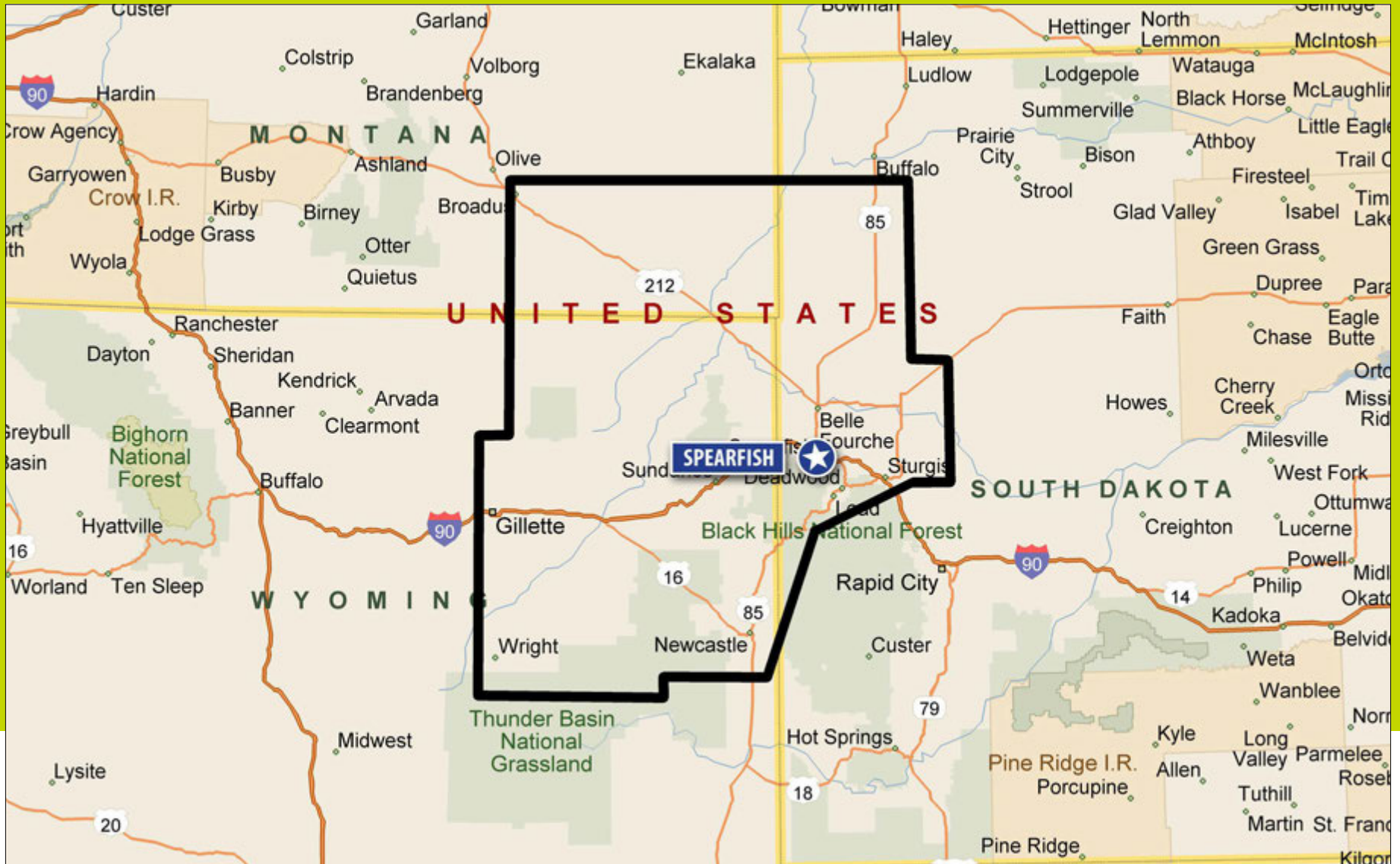
Spearfish, South Dakota

Prepared for
Spearfish Economic Development Corporation
April 2013



SECONDARY RETAIL TRADE AREA MAP

Spearfish, South Dakota



Contact Information

Stephanie Salazar
Executive Director
Spearfish Economic Development Corporation
106 W. Kansas
P. O. Box 550
Spearfish, SD 57783

Tel: 605-642-3832
Fax: 605-642-7310
www.spearfishdevelopment.com
director@spearfishdevelopment.com



SECONDARY RETAIL TRADE AREA DEMOGRAPHICS Spearfish, South Dakota

DESCRIPTION	DATA	%
Population		
2018 Projection	102,771	
2013 Estimate	100,202	
2010 Census	98,852	
2000 Census	83,362	
Growth 2013-2018	2.56%	
Growth 2010-2013	1.37%	
Growth 2000-2010	18.58%	
2013 Est. Pop by Single Race Class	100,202	
White Alone	93,776	93.59
Black or African American Alone	347	0.35
Amer. Indian and Alaska Native Alone	1,489	1.49
Asian Alone	544	0.54
Native Hawaiian and Other Pac. Isl. Alone	35	0.03
Some Other Race Alone	1,744	1.74
Two or More Races	2,268	2.26
2013 Est. Pop Hisp or Latino by Origin	100,202	
Not Hispanic or Latino	94,655	94.46
Hispanic or Latino:	5,546	5.54
Mexican	4,447	80.18
Puerto Rican	67	1.21
Cuban	13	0.24
All Other Hispanic or Latino	1,018	18.36

DESCRIPTION	DATA	%
2013 Est. Hisp or Latino by Single Race Class	5,546	
White Alone	3,094	55.79
Black or African American Alone	41	0.74
American Indian and Alaska Native Alone	193	3.47
Asian Alone	10	0.18
Native Hawaiian and Other Pacific Islander Alone	9	0.16
Some Other Race Alone	1,689	30.46
Two or More Races	511	9.21
2013 Est. Pop. Asian Alone Race by Cat	544	
Chinese, except Taiwanese	84	15.42
Filipino	51	9.34
Japanese	44	8.18
Asian Indian	22	4.11
Korean	13	2.41
Vietnamese	125	22.93
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	204	37.60

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
2013 Est. Population by Ancestry	100,202	
Pop, Arab	155	0.15
Pop, Czech	574	0.57
Pop, Danish	925	0.92
Pop, Dutch	1,180	1.18
Pop, English	6,477	6.46
Pop, French (except Basque)	1,883	1.88
Pop, French Canadian	363	0.36
Pop, German	28,371	28.31
Pop, Greek	81	0.08
Pop, Hungarian	257	0.26
Pop, Irish	8,652	8.63
Pop, Italian	1,856	1.85
Pop, Lithuanian	43	0.04
Pop, United States or American	5,595	5.58
Pop, Norwegian	988	0.99
Pop, Polish	0	0.00
Pop, Portuguese	423	0.42
Pop, Russian	1,310	1.31
Pop, Scottish	1,155	1.15
Pop, Scotch-Irish	37	0.04
Pop, Slovak	72	0.07
Pop, Sub-Saharan African	2,051	2.05
Pop, Swedish	192	0.19
Pop, Swiss	56	0.06
Pop, Ukrainian	5,680	5.67
Pop, Welsh	252	0.25
Pop, West Indian (exc Hisp groups)	63	0.06
Pop, Other ancestries	15,986	15.95
Pop, Ancestry Unclassified	15,527	15.50

DESCRIPTION	DATA	%
2013 Est. Pop Age 5+ by Language Spoken At Home	92,605	
Speak Only English at Home	88,804	95.89
Speak Asian/Pac. Isl. Lang. at Home	267	0.29
Speak IndoEuropean Language at Home	915	0.99
Speak Spanish at Home	2,446	2.64
Speak Other Language at Home	175	0.19
2013 Est. Population by Sex	100,202	
Male	51,130	51.03
Female	49,072	48.97
2013 Est. Population by Age	100,202	
Age 0 - 4	7,597	7.58
Age 5 - 9	6,819	6.81
Age 10 - 14	6,470	6.46
Age 15 - 17	3,884	3.88
Age 18 - 20	4,035	4.03
Age 21 - 24	5,450	5.44
Age 25 - 34	13,583	13.56
Age 35 - 44	11,583	11.56
Age 45 - 54	13,881	13.85
Age 55 - 64	13,835	13.81
Age 65 - 74	7,356	7.34
Age 75 - 84	3,925	3.92
Age 85 and over	1,785	1.78
Age 16 and over	78,090	77.93
Age 18 and over	75,432	75.28
Age 21 and over	71,398	71.25
Age 65 and over	13,066	13.04
2013 Est. Median Age	36.95	
2013 Est. Average Age	37.86	

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
2013 Est. Male Population by Age	51,130	
Age 0 - 4	3,817	7.47
Age 5 - 9	3,605	7.05
Age 10 - 14	3,369	6.59
Age 15 - 17	2,029	3.97
Age 18 - 20	2,058	4.02
Age 21 - 24	2,881	5.63
Age 25 - 34	7,175	14.03
Age 35 - 44	6,033	11.80
Age 45 - 54	7,017	13.72
Age 55 - 64	7,204	14.09
Age 65 - 74	3,669	7.18
Age 75 - 84	1,664	3.25
Age 85 and over	610	1.19
2013 Est. Median Age, Male	36.05	
2013 Est. Average Age, Male	37.11	
2013 Est. Female Population by Age	49,072	
Age 0 - 4	3,780	7.70
Age 5 - 9	3,214	6.55
Age 10 - 14	3,101	6.32
Age 15 - 17	1,855	3.78
Age 18 - 20	1,977	4.03
Age 21 - 24	2,569	5.24
Age 25 - 34	6,408	13.06
Age 35 - 44	5,550	11.31
Age 45 - 54	6,864	13.99
Age 55 - 64	6,631	13.51
Age 65 - 74	3,687	7.51
Age 75 - 84	2,261	4.61
Age 85 and over	1,175	2.39

DESCRIPTION	DATA	%
2013 Est. Median Age, Female	37.94	
2013 Est. Average Age, Female	38.64	
2013 Est. Pop Age 15+ by Marital Status	79,316	
Total, Never Married	19,751	24.90
Males, Never Married	11,270	14.21
Females, Never Married	8,481	10.69
Married, Spouse present	44,086	55.58
Married, Spouse absent	2,255	2.84
Widowed	4,061	5.12
Males Widowed	757	0.95
Females Widowed	3,304	4.17
Divorced	9,163	11.55
Males Divorced	4,989	6.29
Females Divorced	4,174	5.26
2013 Est. Pop. Age 25+ by Edu. Attainment	65,948	
Less than 9th grade	1,808	2.74
Some High School, no diploma	3,878	5.88
High School Graduate (or GED)	23,249	35.25
Some College, no degree	16,877	25.59
Associate Degree	5,707	8.65
Bachelor's Degree	10,196	15.46
Master's Degree	2,912	4.42
Professional School Degree	792	1.20
Doctorate Degree	530	0.80
2013 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	2,642	
CY Pop 25+, Hisp/Lat, Less Than High School Diploma	827	31.29
CY Pop 25+, Hisp/Lat, High School Graduate	802	30.35
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	592	22.40
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	422	15.96

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
Households		
2018 Projection	42,381	
2013 Estimate	40,949	
2010 Census	40,022	
2000 Census	32,271	
Growth 2013-2018	3.50%	
Growth 2010-2013	2.32%	
Growth 2000-2010	24.02%	
2013 Est. Households by Household Type	40,949	
Family Households	26,632	65.04
Nonfamily Households	14,316	34.96
2013 Est. Group Quarters Population	2,017	
2013 HHs by Ethnicity, Hispanic/Latino	1,575	3.85
2013 Est. HHs by HH Income	40,949	
CY HHs, Inc Less Than \$15,000	4,416	10.78
CY HHs, Inc \$15,000 - \$24,999	4,269	10.42
CY HHs, Inc \$25,000 - \$34,999	4,055	9.90
CY HHs, Inc \$35,000 - \$49,999	5,775	14.10
CY HHs, Inc \$50,000 - \$74,999	8,927	21.80
CY HHs, Inc \$75,000 - \$99,999	6,282	15.34
CY HHs, Inc \$100,000 - \$124,999	3,582	8.75
CY HHs, Inc \$125,000 - \$149,999	1,513	3.70
CY HHs, Inc \$150,000 - \$199,999	1,298	3.17
CY HHs, Inc \$200,000 - \$249,999	353	0.86
CY HHs, Inc \$250,000 - \$499,999	377	0.92
CY HHs, Inc \$500,000+	102	0.25

DESCRIPTION	DATA	%
2013 Est. Average Household Income	\$66,365	
2013 Est. Median Household Income	\$55,487	
2012 Est. Per Capita Income	\$25,398	
2013 Median HH Inc by Single Race Class. or Ethn		
White Alone	\$55,753	
Black or African American Alone	\$50,401	
American Indian and Alaska Native Alone	\$49,603	
Asian Alone	\$108,169	
Native Hawaiian and Other Pacific Islander Alone	\$23,133	
Some Other Race Alone	\$40,222	
Two or More Races	\$55,334	
Hispanic or Latino	\$47,663	
Not Hispanic or Latino	\$55,795	
2013 Est. Family HH Type, Presence Own Children	26,632	
Married-Couple Family, own children	8,317	31.23
Married-Couple Family, no own children	13,412	50.36
Male Householder, own children	864	3.25
Male Householder, no own children	576	2.16
Female Householder, own children	2,305	8.65
Female Householder, no own children	1,158	4.35

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
2013 Est. Households by Household Size	40,949	
1-person household	11,750	28.70
2-person household	14,844	36.25
3-person household	6,044	14.76
4-person household	4,837	11.81
5-person household	2,213	5.40
6-person household	861	2.10
7 or more person household	400	0.98
2013 Est. Average Household Size	2.4	
2013 Est. Households by Presence of People	40,949	
Households with 1 or more People under Age 18:	12,588	
Married-Couple Family	9,066	72.02
Other Family, Male Householder	886	7.04
Other Family, Female Householder	2,548	20.24
Nonfamily, Male Householder	81	0.64
Nonfamily, Female Householder	7	0.06
Households no People under Age 18:	28,361	
Married-Couple Family	13,277	46.81
Other Family, Male Householder	598	2.11
Other Family, Female Householder	1,007	3.55
Nonfamily, Male Householder	6,889	24.29
Nonfamily, Female Householder	6,590	23.24

DESCRIPTION	DATA	%
2013 Est. Households by Number of Vehicles	40,949	
No Vehicles	1,695	4.14
1 Vehicle	10,410	25.42
2 Vehicles	14,820	36.19
3 Vehicles	8,513	20.79
4 Vehicles	3,523	8.60
5 or more Vehicles	1,987	4.85
2013 Est. Average Number of Vehicles	2.24	
Family Households		
2018 Projection	27,634	
2013 Estimate	26,632	
2010 Census	25,980	
2000 Census	22,189	
Growth 2013-2018	3.76%	
Growth 2010-2013	2.51%	
Growth 2000-2010	17.09%	
2013 Est. Families by Poverty Status	26,632	
2013 Families at or Above Poverty	24,560	92.22
2013 Families at or Above Poverty with Children	10,537	39.56
2013 Families Below Poverty	2,072	7.78
2013 Families Below Poverty with Children	1,531	5.75
2013 Est. Pop Age 16+ by Employment Status	78,090	
In Armed Forces	153	0.20
Civilian - Employed	52,382	67.08
Civilian - Unemployed	2,247	2.88
Not in Labor Force	23,308	29.85

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
2013 Est. Civ Employed Pop 16+ Class of Worker	53,350	
For-Profit Private Workers	34,175	64.06
Non-Profit Private Workers	3,304	6.19
Local Government Workers	5,841	10.95
State Government Workers	2,019	3.78
Federal Government Workers	1,340	2.51
Self-Emp Workers	6,375	11.95
Unpaid Family Workers	296	0.55
2013 Est. Civ Employed Pop 16+ by Occupation	53,350	
Architect/Engineer	636	1.19
Arts/Entertain/Sports	613	1.15
Building Grounds Maint	1,965	3.68
Business/Financial Ops	1,050	1.97
Community/Soc Svcs	600	1.13
Computer/Mathematical	414	0.78
Construction/Extraction	7,293	13.67
Edu/Training/Library	3,354	6.29
Farm/Fish/Forestry	650	1.22
Food Prep/Serving	3,114	5.84
Health Practitioner/Tec	2,131	4.00
Healthcare Support	703	1.32
Maintenance Repair	3,628	6.80
Legal	275	0.52
Life/Phys/Soc Science	449	0.84
Management	5,318	9.97
Office/Admin Support	7,228	13.55
Production	2,450	4.59
Protective Svcs	821	1.54
Sales/Related	4,833	9.06
Personal Care/Svc	1,591	2.98
Transportation/Moving	4,234	7.94

DESCRIPTION	DATA	%
2013 Est. Pop 16+ by Occupation Classification	53,350	
Blue Collar	17,605	33.00
White Collar	26,901	50.42
Service and Farm	8,843	16.58
2013 Est. Workers Age 16+, Transp. To Work	52,059	
Drove Alone	39,348	75.58
Car Pooled	6,346	12.19
Public Transportation	1,024	1.97
Walked	1,905	3.66
Bicycle	127	0.24
Other Means	902	1.73
Worked at Home	2,406	4.62
2013 Est. Workers Age 16+ by Travel Time to Work *	49,512	
Less than 15 Minutes	25,801	52.11
15 - 29 Minutes	12,619	25.49
30 - 44 Minutes	5,126	10.35
45 - 59 Minutes	2,401	4.85
60 or more Minutes	3,564	7.20
2013 Est. Avg Travel Time to Work in Minutes	21.98	
2013 Est. Tenure of Occupied Housing Units	40,949	
Owner Occupied	28,843	70.44
Renter Occupied	12,106	29.56
2013 Owner Occ. HUs: Avg. Length of Residence	15	
2013 Renter Occ. HUs: Avg. Length of Residence	7	

SECONDARY RETAIL TRADE AREA DEMOGRAPHICS

Spearfish, South Dakota

DESCRIPTION	DATA	%
2013 Est. All Owner-Occupied Housing Values	28,843	
Value Less than \$20,000	2,060	7.14
Value \$20,000 - \$39,999	1,891	6.56
Value \$40,000 - \$59,999	1,448	5.02
Value \$60,000 - \$79,999	1,627	5.64
Value \$80,000 - \$99,999	1,937	6.72
Value \$100,000 - \$149,999	4,683	16.24
Value \$150,000 - \$199,999	5,742	19.91
Value \$200,000 - \$299,999	6,070	21.04
Value \$300,000 - \$399,999	1,939	6.72
Value \$400,000 - \$499,999	548	1.90
Value \$500,000 - \$749,999	417	1.45
Value \$750,000 - \$999,999	95	0.33
Value \$1,000,000 or more	387	1.34
2013 Est. Median All Owner-Occupied Housing Value	\$156,754	
2013 Est. Housing Units by Units in Structure	46,832	
1 Unit Attached	1,923	4.11
1 Unit Detached	26,836	57.30
2 Units	1,058	2.26
3 or 4 Units	1,807	3.86
5 to 19 Units	3,048	6.51
20 to 49 Units	1,900	4.06
50 or More Units	353	0.75
Mobile Home or Trailer	9,808	20.94
Boat, RV, Van, etc.	99	0.21

DESCRIPTION	DATA	%
2013 Est. Housing Units by Year Structure Built	46,832	
Housing Unit Built 2005 or later	4,253	9.08
Housing Unit Built 2000 to 2004	4,451	9.50
Housing Unit Built 1990 to 1999	5,896	12.59
Housing Unit Built 1980 to 1989	8,071	17.23
Housing Unit Built 1970 to 1979	10,325	22.05
Housing Unit Built 1960 to 1969	3,024	6.46
Housing Unit Built 1950 to 1959	2,990	6.39
Housing Unit Built 1940 to 1949	1,750	3.74
Housing Unit Built 1939 or Earlier	6,072	12.97
2013 Est. Median Year Structure Built	1979	



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach - It’s not about data. It’s about your success.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
Tel 662.844.2155 | Fax 662.844.2738 | Email info@theretailcoach.net | Web www.theretailcoach.net



Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2012/2013, ESRI 2011/2012, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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