

Rapid City Metro Area Profile using Local Employment Dynamics (LED)

About the Rapid City Metro Area

In order to qualify as a Metropolitan Statistical Area (MSA), an area must have at least one urbanized area with a population of 50,000 or more, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. The Rapid City MSA consists of Custer, Meade and Pennington counties.



Created by the Labor Market Information Center. South Dakota Department of Labor and Regulation. February 2015.

Employment

The following tables compare the area's total employment, new hires and average wages by age and gender for the fourth quarters of 2014 and 2015.

Employment

Beginning of Quarter Employment: The estimate of the total number of jobs on the first day of the reference quarter. Each job a person has is included; therefore, multiple jobholders are counted more than once.

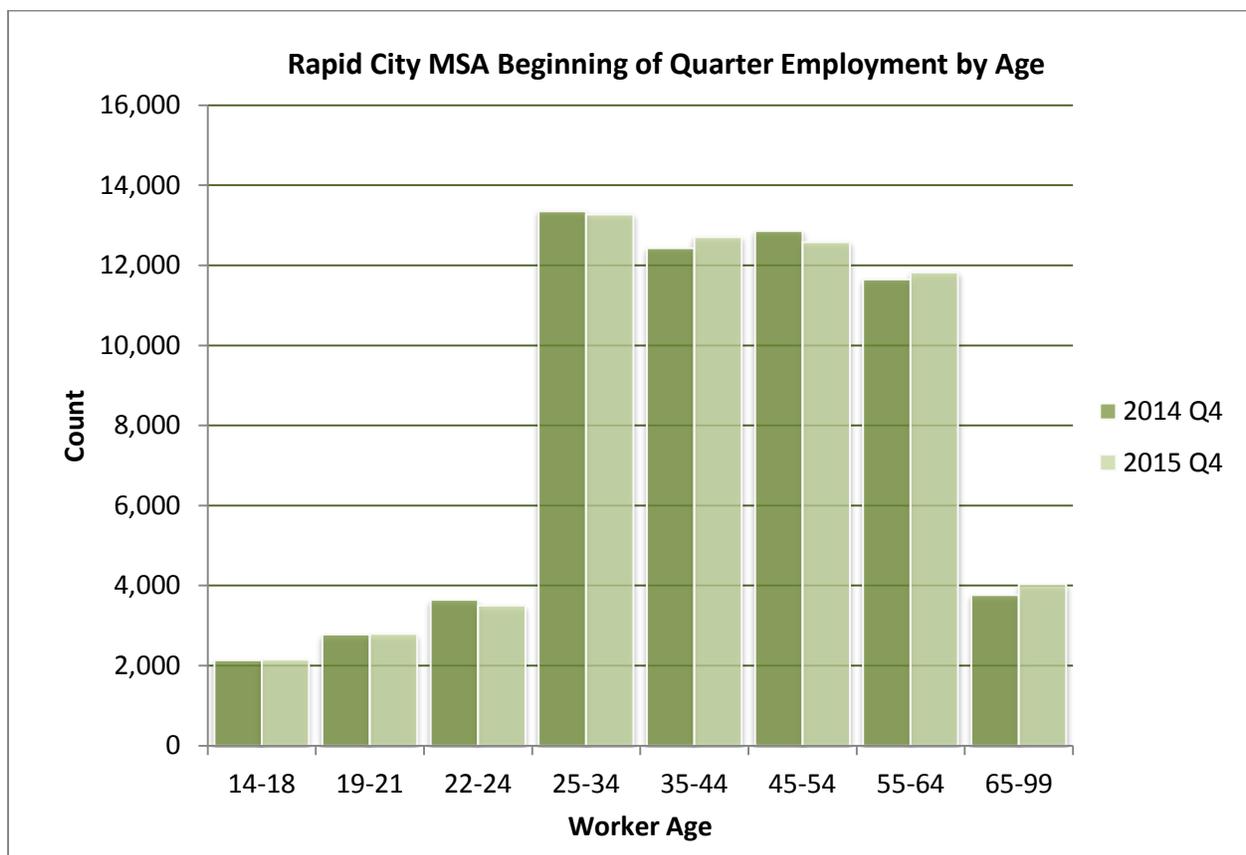
In the fourth quarter of 2015, jobs totaled 62,866 for the Rapid City MSA, a 0.4 percent increase (240 jobs gained) over the year. The Retail Trade sector gained more than 300 jobs, while the Health Care and Social Assistance sector and the

Construction sector each gained more than 100 jobs. Finance and Insurance lost the most jobs (138) and had the third highest percentage loss (-4.4 percent) when compared to the same quarter in 2014. The Retail Trade sector's increase over the year also equated to the highest percentage increase at 3.2 percent, with Construction on its heels with a 3.1 percent uptick. With a loss of 6 jobs, the Mining, Quarrying, and Oil and Gas Extraction sector lost about 10 percent of its jobs over the year. This sector only made up 0.1 percent total employment in the Rapid City MSA. The only other sector to decline by more than 5 percent was the Professional, Scientific and Technical Services sector at 5.3 percent.

Employment by Age

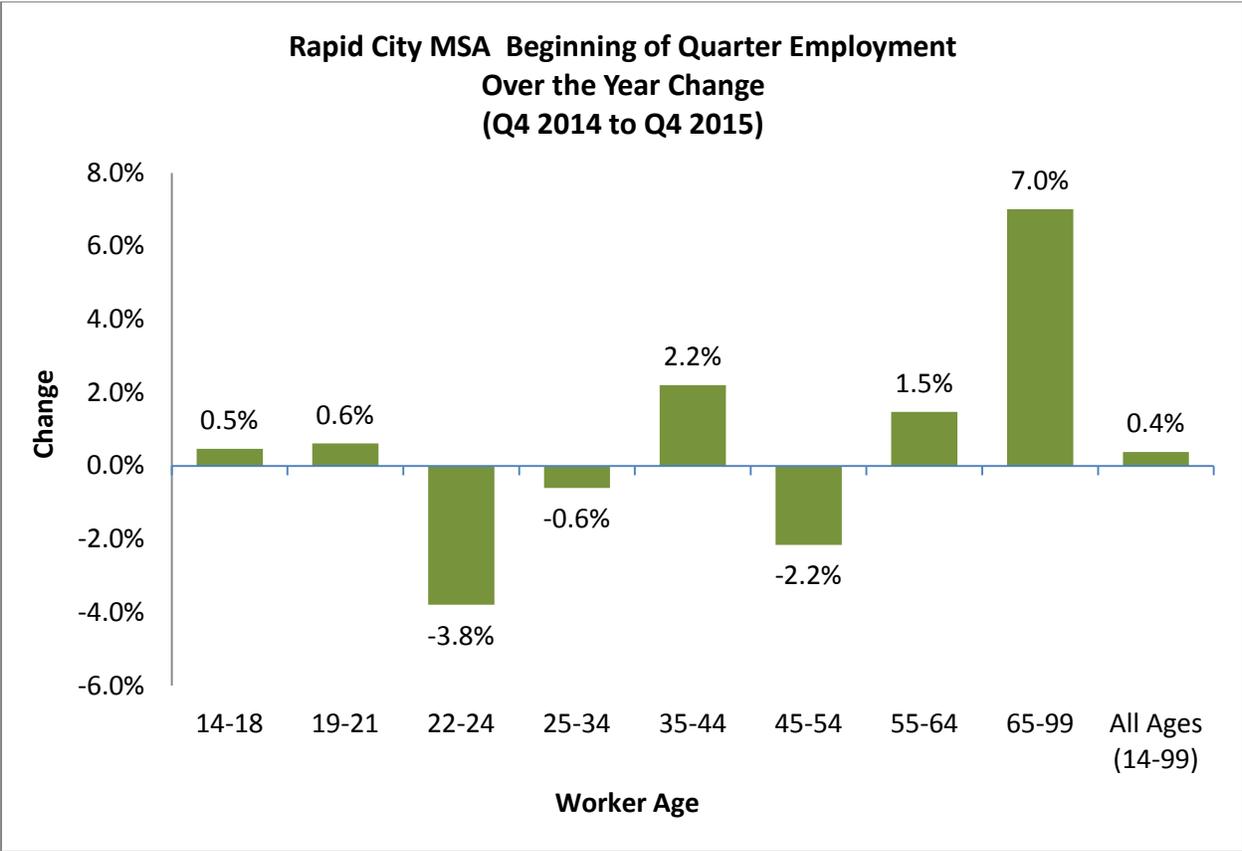
Those 65 to 99 years had the greatest increase at 7.0 percent. The Retail Trade and Health Care and Social Assistance sectors provided jobs for more than one-third of the eldest workers.

Two age groups had job losses of more than 1 percent over the year. The 45- to 54-year-olds experienced the greatest job losses numerically (277 jobs lost, equaling a 2.2 percent decline). The greatest losses occurred in Educational Services, Manufacturing and Retail Trade in this age group. The 22- to 24-year olds had a greater percentage drop (138 jobs for 3.8 percent loss). Of sectors that employ 5 percent or more of those in this age group, the Retail Trade sector had the greatest percentage loss (down 5.8 percent), followed closely by the Finance and Insurance sector (down 5.4 percent).



Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

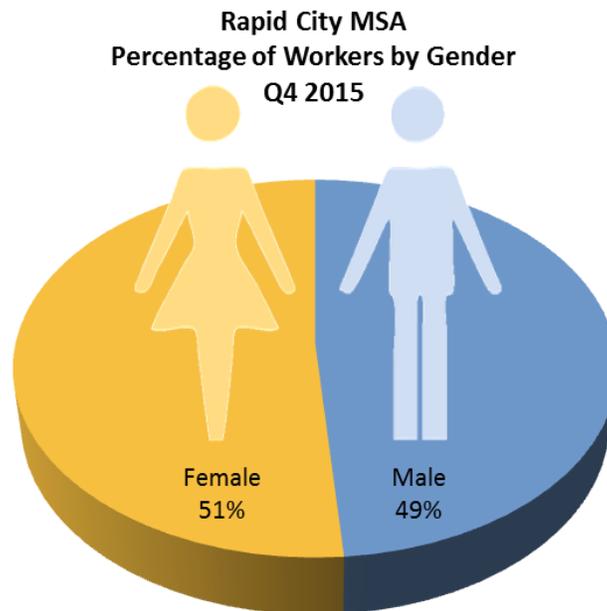


Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

Employment by Gender and Age

In the Rapid City MSA, the workforce was 51 percent female and 49 percent male during the fourth quarter of 2015.



Females

More than half of the Rapid City MSA's female workforce worked in Health Care and Social Assistance, Retail Trade or Accommodation and Food Services. The Health Care and Social Assistance sector employed more than one-quarter of female workers.

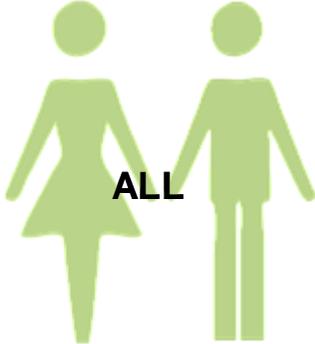
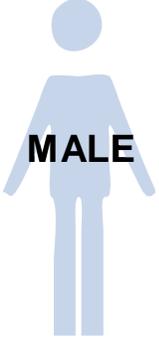
Women ages 22 to 24 years had the greatest decline with a 6.8 percent loss. The eldest age group's employment levels increased the most over the year at 8.2 percent.

Males

Just more than half of the Rapid City MSA's male workforce worked in Retail Trade, Construction, Accommodation and Food Services, or Health Care and Social Assistance. The Retail Trade sector employed the greatest percentage of the MSA's male workers (more than 16 percent).

With a 1.8 percent decline in employment levels, males 45 to 54 years were the only male age group to decline by more than 1 percent over the year. Like their female counterparts, the eldest male age group levels increased the most at 6 percent.

Rapid City MSA Beginning of Quarter Employment

Demographics		Total Employment			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 ALL	14-18	2,139	2,149	10	0.5%
	19-21	2,776	2,793	17	0.6%
	22-24	3,642	3,504	-138	-3.8%
	25-34	13,355	13,275	-80	-0.6%
	35-44	12,433	12,707	274	2.2%
	45-54	12,858	12,581	-277	-2.2%
	55-64	11,652	11,824	172	1.5%
	65-99	3,769	4,033	264	7.0%
	14-99	62,626	62,866	240	0.4%
 FEMALE	14-18	1,124	1,110	-14	-1.2%
	19-21	1,474	1,429	-45	-3.1%
	22-24	1,913	1,782	-131	-6.8%
	25-34	6,781	6,748	-33	-0.5%
	35-44	6,364	6,393	29	0.5%
	45-54	6,772	6,605	-167	-2.5%
	55-64	6,203	6,280	77	1.2%
	65-99	1,778	1,923	145	8.2%
	14-99	32,408	32,271	-137	-0.4%
 MALE	14-18	1,015	1,038	23	2.3%
	19-21	1,302	1,364	62	4.8%
	22-24	1,730	1,722	-8	-0.5%
	25-34	6,575	6,526	-49	-0.7%
	35-44	6,069	6,314	245	4.0%
	45-54	6,086	5,976	-110	-1.8%
	55-64	5,449	5,544	95	1.7%
	65-99	1,991	2,111	120	6.0%
	14-99	30,217	30,596	379	1.3%

Numbers may not sum due to rounding

Source: Quarterly Workforce Indicators, U.S. Census Bureau, data extracted October 2016

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

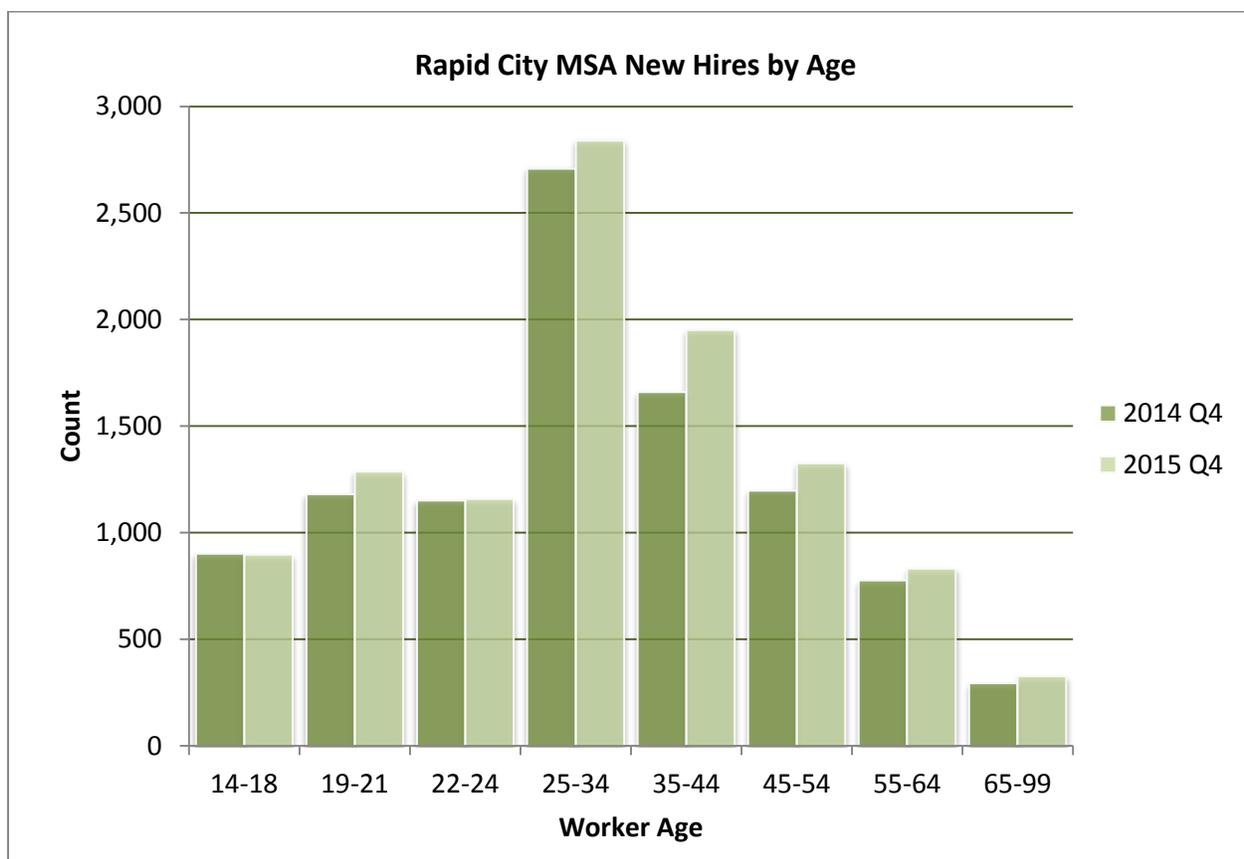
Hiring Activity

New Hires: The estimated number of workers who started a new job. More specifically, the total hires who worked for an employer in the specified quarter and were not employed by that employer in any of the previous four quarters. New hire activity is heavily affected by seasonality and economic influences.

In the Rapid City MSA, total new hires increased 7.6 percent from 2014 to 2015 (fourth quarters). The Accommodation and Food Services sector gained the most new hires (324), followed by Health Care and Social Assistance (230); new hire jobs in the Manufacturing sector declined the most (down 139) when compared to the fourth quarter of 2014.

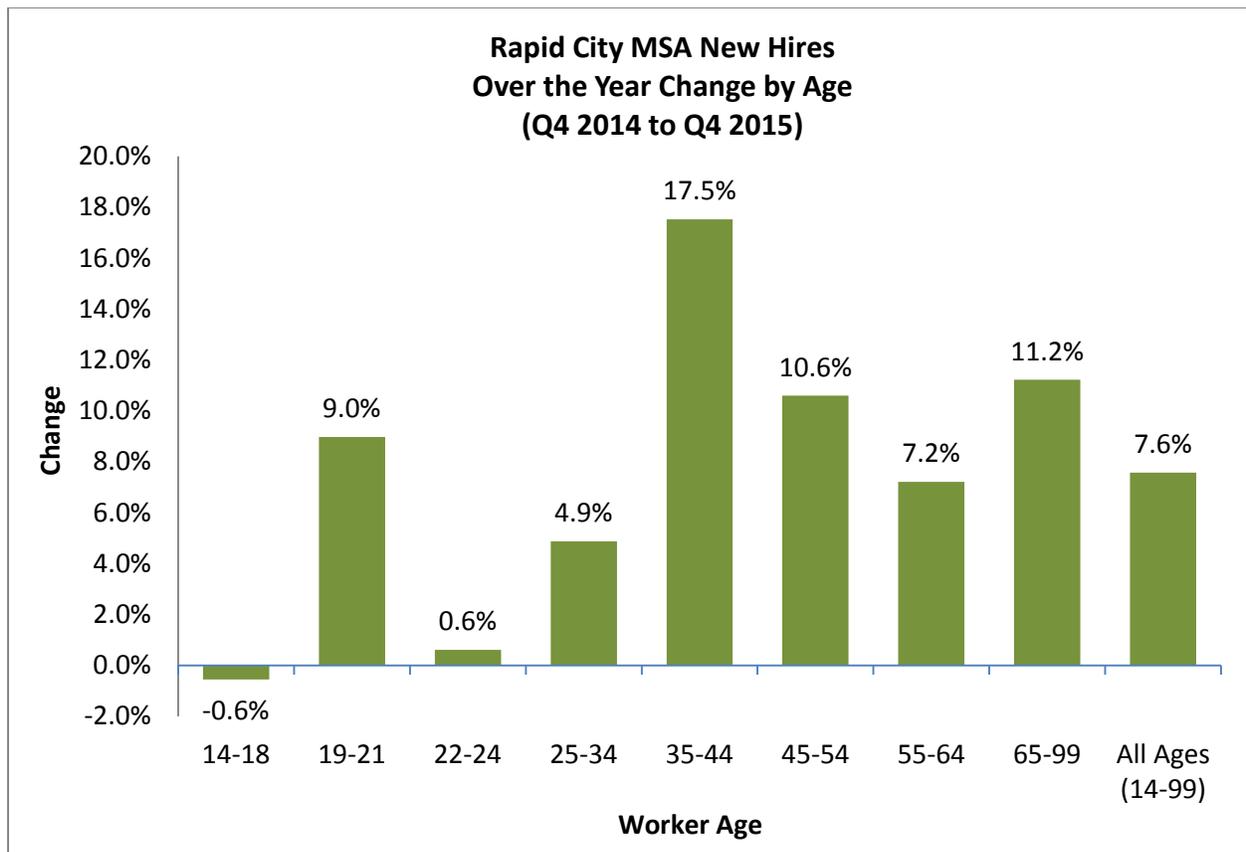
New Hires by Age

The 25 to 34 year age group made up 26.7 percent of the new hires in the fourth quarter of 2015 (the most of any age group). With a 17.5 percent gain over the year, the 35- to 44-year-olds took the top spot in new hire growth. The 14- to 18-year-olds were the only age group with lower new hire levels over the year.



Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

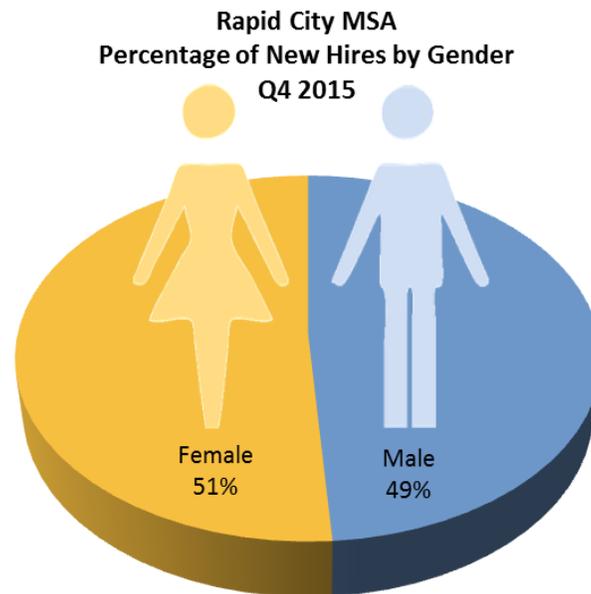


Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

New Hires by Gender and Age

In the Rapid City MSA, the new hires for the fourth quarter of 2015 were 51 percent female and 49 percent male.



Females

Almost 30 percent of female new hires were employed in the Accommodations and Food Services sector. More than 20 percent of the Rapid City MSA's female new hire jobs were in Retail Trade.

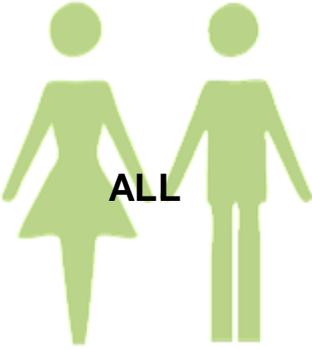
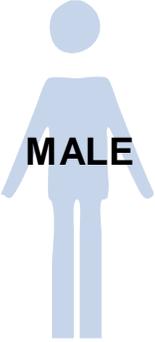
New hires for females increased by more than 20 percent in for the 35-44 and 45-54 age groups. New hires fell 6.8 percent in the 14-18 year age group, the only group to decline over the year.

Males

The Accommodations and Food Services sector also employed the most male new hires (more than 25 percent); more than half of the Rapid City MSA's male new hires worked in Accommodations and Food Services, Retail Trade or Construction.

At 22.4 percent, the eldest age group had the highest percentage increase in new hire levels for males. With just over 1 percent drops, the 25- to 35-year olds and 45- to 54-year-olds were the only male new hire groups to decline over the year.

Rapid City MSA New Hires

Demographics		New Hires			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 ALL	14-18	902	897	-5	-0.6%
	19-21	1,181	1,287	106	9.0%
	22-24	1,151	1,158	7	0.6%
	25-34	2,708	2,840	132	4.9%
	35-44	1,660	1,951	291	17.5%
	45-54	1,198	1,325	127	10.6%
	55-64	776	832	56	7.2%
	65-99	294	327	33	11.2%
	14-99	9,870	10,618	748	7.6%
 FEMALE	14-18	498	464	-34	-6.8%
	19-21	558	652	94	16.8%
	22-24	560	561	1	0.2%
	25-34	1,282	1,431	149	11.6%
	35-44	804	990	186	23.1%
	45-54	587	721	134	22.8%
	55-64	408	460	52	12.7%
	65-99	151	153	2	1.3%
	14-99	4,849	5,432	583	12.0%
 MALE	14-18	404	432	28	6.9%
	19-21	623	636	13	2.1%
	22-24	591	597	6	1.0%
	25-34	1,426	1,409	-17	-1.2%
	35-44	856	961	105	12.3%
	45-54	611	604	-7	-1.1%
	55-64	368	373	5	1.4%
	65-99	143	175	32	22.4%
	14-99	5,022	5,186	164	3.3%

Numbers may not sum due to rounding

Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016

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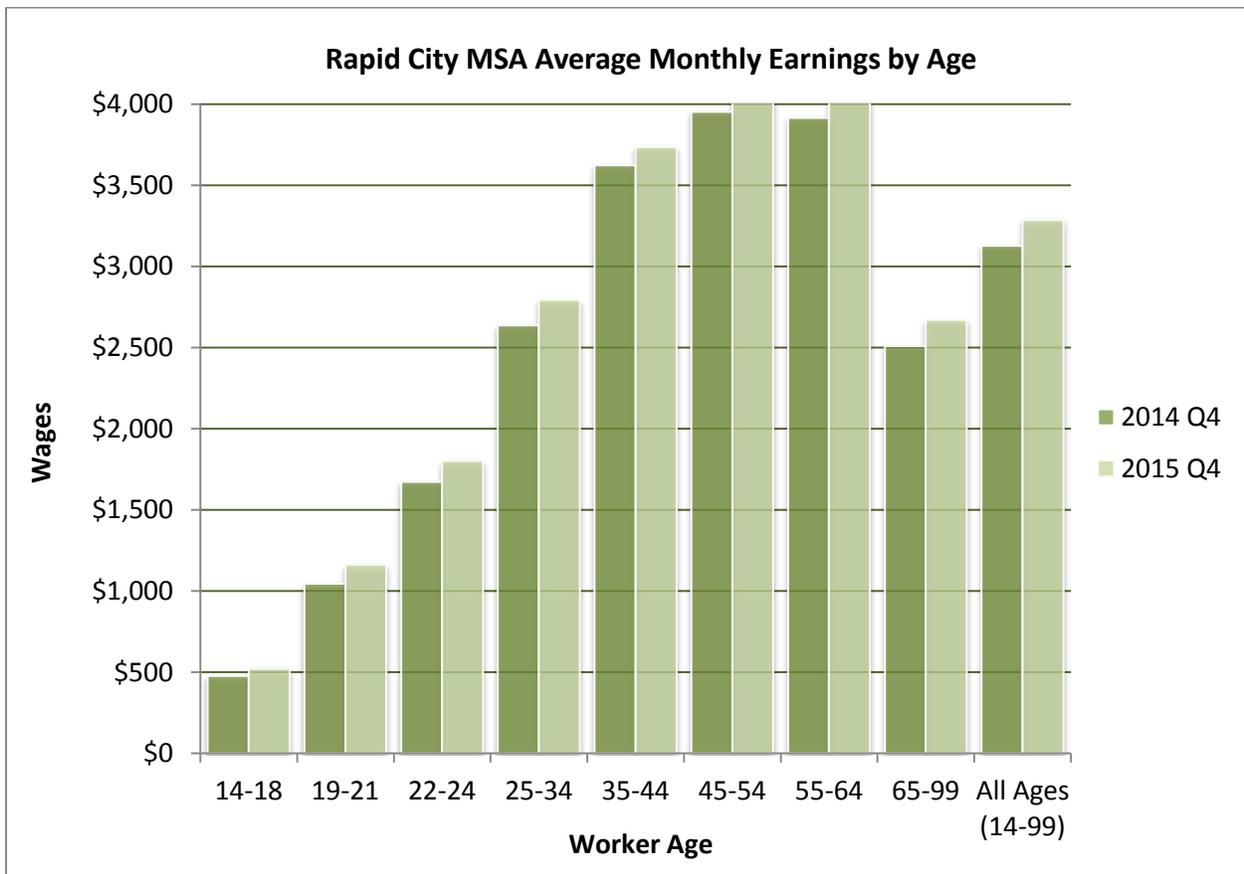
Earnings

Average monthly earnings for beginning of quarter employees: The average monthly earnings of employees who worked on the first day of the reference quarter. Earnings measures are a mix of full-time and part-time jobs (not adjusted for hours).

In the Rapid City MSA, earnings rose 5.1 percent from 2014 to 2015 (fourth quarters).

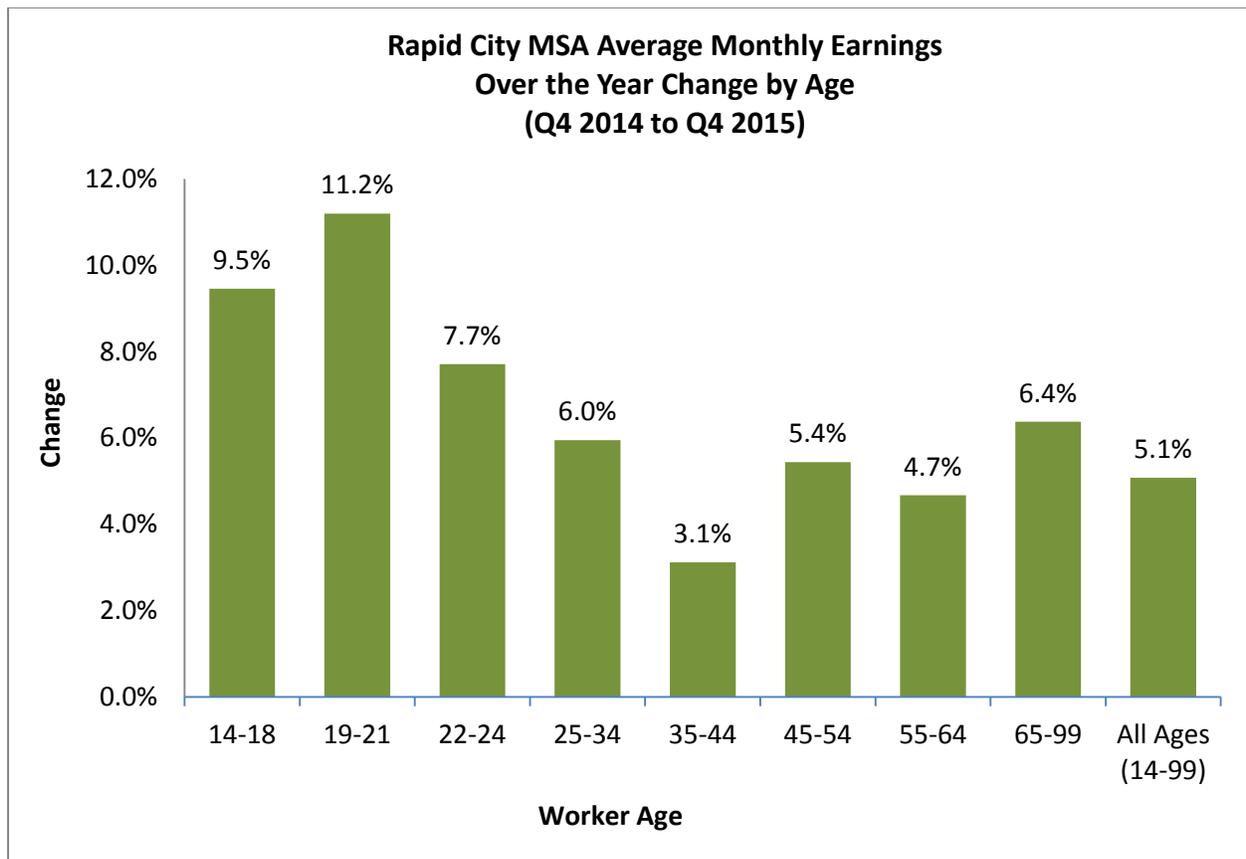
Earnings by Age

Earnings rose by more than 3 percent over the year for each age group. The two age groups comprised of those 45 to 64 years old earned wages that surpassed \$4,000 per month on average for the fourth quarter of 2015. On the opposite end of the pay scale, the youngest workforce members (14- to 18-year-olds) earned a little more than \$500 per month on average. The 19- to 21-year-olds' wages increased by 11.2 percent over the year, the greatest percentage increase among the age groups.



Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.



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Earnings by Gender and Age

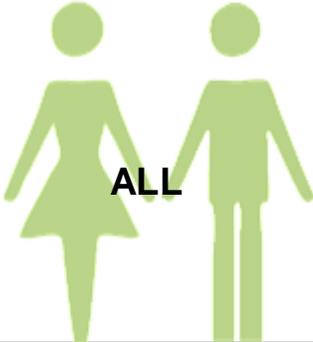
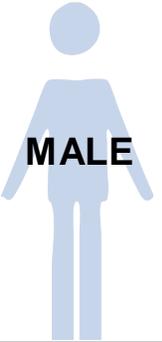
Females

Overall, women's average monthly earnings increased by 6.1 percent; none of the female age groups earnings declined over the year. Earnings for women 19 to 21 years old increased the most at 12.8 percent.

Males

Overall, men's average monthly earnings increased 4.0 percent. None of the male earnings declined over the year. The 14- to 18-year-olds' average earnings increased the most at 10.6 percent.

**Rapid City MSA Average Monthly Earnings
Beginning of Quarter Workers**

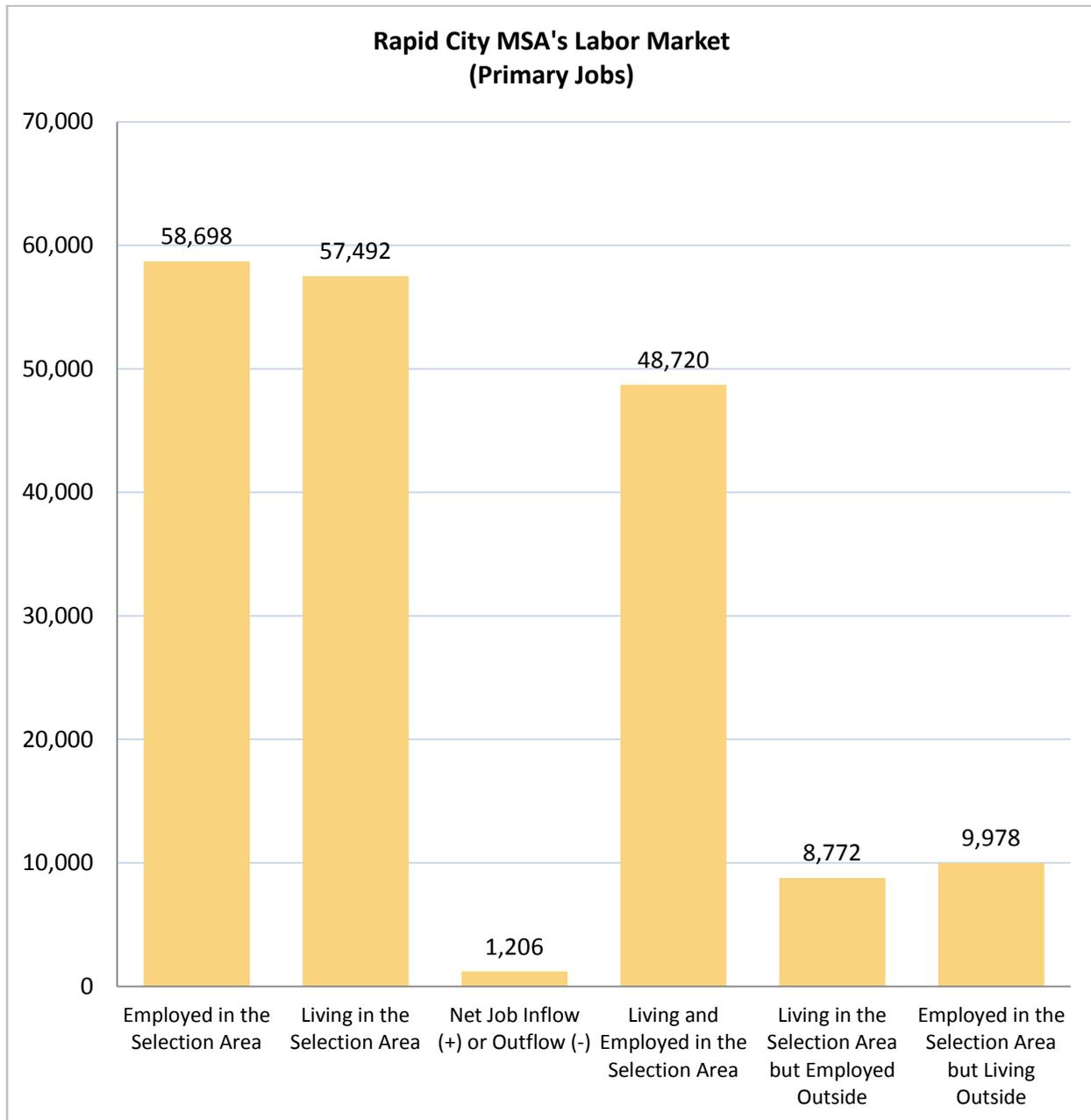
Demographics		Average Wages			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 ALL	14-18	\$476	\$521	\$45	9.5%
	19-21	\$1,045	\$1,162	\$117	11.2%
	22-24	\$1,673	\$1,802	\$129	7.7%
	25-34	\$2,638	\$2,795	\$157	6.0%
	35-44	\$3,623	\$3,736	\$113	3.1%
	45-54	\$3,954	\$4,169	\$215	5.4%
	55-64	\$3,916	\$4,099	\$183	4.7%
	65-99	\$2,510	\$2,670	\$160	6.4%
	14-99	\$3,128	\$3,287	\$159	5.1%
 FEMALE	14-18	\$455	\$491	\$36	7.9%
	19-21	\$919	\$1,037	\$118	12.8%
	22-24	\$1,582	\$1,689	\$107	6.8%
	25-34	\$2,328	\$2,503	\$175	7.5%
	35-44	\$2,918	\$3,067	\$149	5.1%
	45-54	\$3,140	\$3,344	\$204	6.5%
	55-64	\$3,019	\$3,146	\$127	4.2%
	65-99	\$1,810	\$1,949	\$139	7.7%
	14-99	\$2,539	\$2,695	\$156	6.1%
 MALE	14-18	\$499	\$552	\$53	10.6%
	19-21	\$1,187	\$1,293	\$106	8.9%
	22-24	\$1,773	\$1,918	\$145	8.2%
	25-34	\$2,954	\$3,092	\$138	4.7%
	35-44	\$4,351	\$4,401	\$50	1.1%
	45-54	\$4,851	\$5,070	\$219	4.5%
	55-64	\$4,925	\$5,164	\$239	4.9%
	65-99	\$3,131	\$3,324	\$193	6.2%
	14-99	\$3,753	\$3,903	\$150	4.0%

Source: Quarterly Workforce Indicators, U.S. Census Bureau, data extracted October 2016

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Rapid City MSA OnTheMap

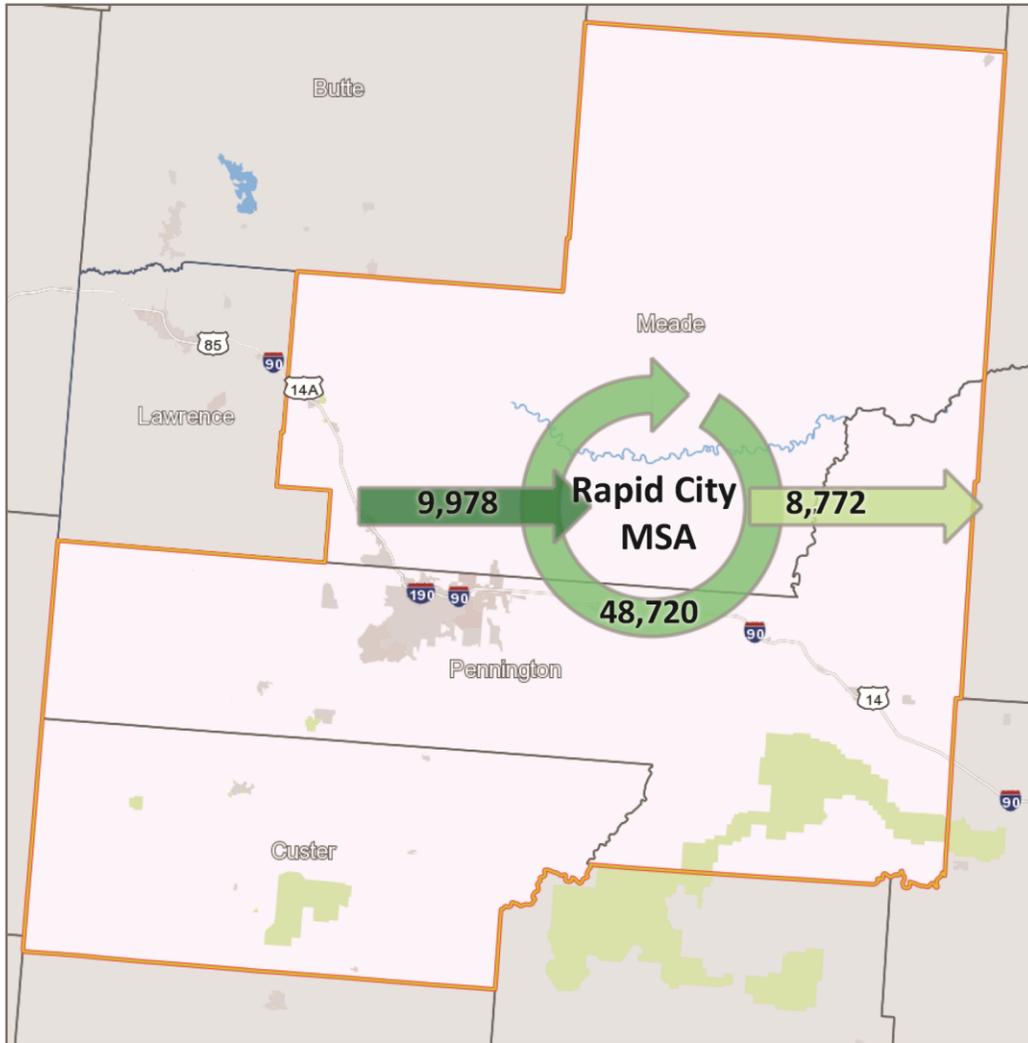
The following graphics provide labor shed data (where people in the area live and work) for the Rapid City MSA. At the beginning of the second quarter in 2014 (the most current data available), 84.7 percent of the workers who lived in the Rapid City MSA had a primary job in the MSA. The other 15.3 percent lived in the MSA, but worked outside the area. Of those employed in the area, 17.0 percent commuted from outside the MSA. A primary job is the highest paying job for an individual worker. Primary jobs are public- and private-sector jobs, one job per worker.



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (beginning of quarter employment, second quarter 2014).

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2016.

Inflow and Outflow of Primary Jobs in the Rapid City MSA



2014

- █ Selection Area
- █ Employed and Live in Selection Area
- █ Employed in Selection Area, Live Outside
- █ Live in Selection Area, Employed Outside

Note: Arrows do not indicate directionality of worker flow between home and employment locations.

Primary Jobs: Public- and private-sector jobs, one job per worker. A primary job is the highest paying job for an individual worker

Source: U.S. Census Bureau, OnTheMap application and LEHD Origin-Destination Employment Statistics (beginning of quarter employment, second quarter 2014); extracted October 2016.

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About the Local Employment Dynamics (LED) Data

The LED partnership is the cornerstone of a program designed to develop new information about local labor markets. This partnership between state labor market information agencies and the Census Bureau supplies new measures known as Quarterly Workforce Indicators (QWI). The LED data compiled throughout this report by the U.S. Census Bureau is not reflective of labor market reports from other Bureau of Labor Statistics (BLS) programs.

The LED Partnership builds its data infrastructure based upon several core datasets provided by its state partners. These include Unemployment Insurance wage data and the Quarterly Census of Employment in Wages. With the release of Office of Personnel Management (OPM)-sourced data, OnTheMap now includes Federal Civilian Employees (in 2010 and later). Coverage under these datasets currently excludes several groups of workers. These included uniformed military, self-employed workers and informally employed workers. If a worker is employed at more than one job during the referenced period and those jobs are covered by the core datasets, then all of those jobs will be captured in the dataset.

How is confidentiality addressed in the data?

The Census Bureau and the state partners are committed to protecting the confidentiality of the data in the LED files. Technically, the approach to avoid disclosure of individual information combines cell suppression methodology with the addition of statistical noise, controlling key measures to county employment levels as reported by the Bureau of Labor Statistics.

You can easily [access the LED data tools on the U.S. Census Bureau's website](#). The Labor Market Information Center's economic analysts are familiar with the tools and are available to assist you. Please [contact us](#) as needed for assistance.