

# Sioux Falls Metro Area Profile using Local Employment Dynamics (LED)

## About the Sioux Falls 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 Sioux Falls MSA consists of McCook, Minnehaha, Lincoln and Turner 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.

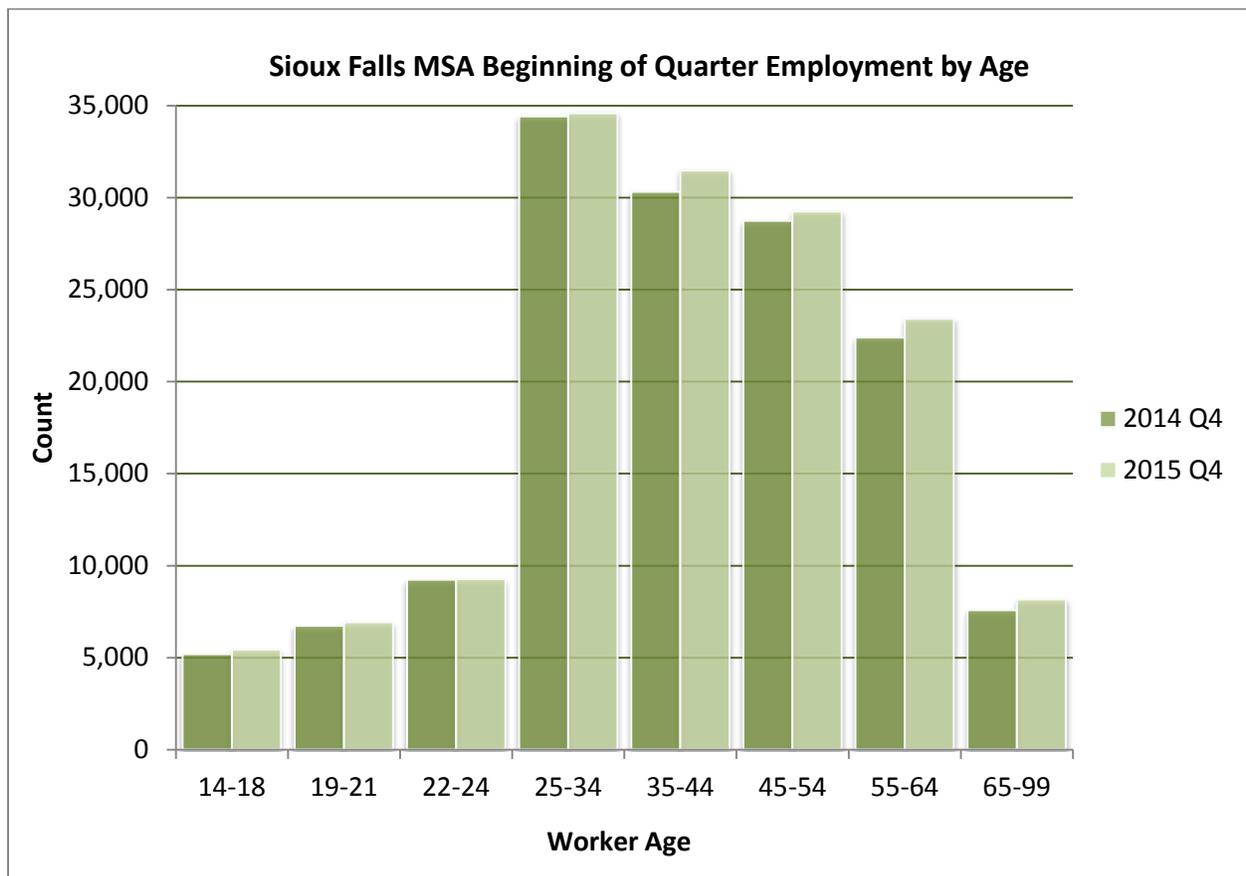
### Employment

*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 148,463 for the Sioux Falls MSA, a 2.7 percent increase (almost 3,900 jobs gained) over the year. The Health Care and Social Assistance sector gained more than 1,300 jobs, while Educational Services added more than 600 jobs. Manufacturing lost the most jobs (208) and had the second highest percentage loss (-1.6%) when compared to the same quarter in 2014. The addition of 63 jobs in the Agriculture, Forestry, Fishing and Hunting sector was the quarter’s highest percentage increase over the year at 13.6 percent; however, this sector made up less than 0.5 percent of total employment in the Sioux Falls MSA.

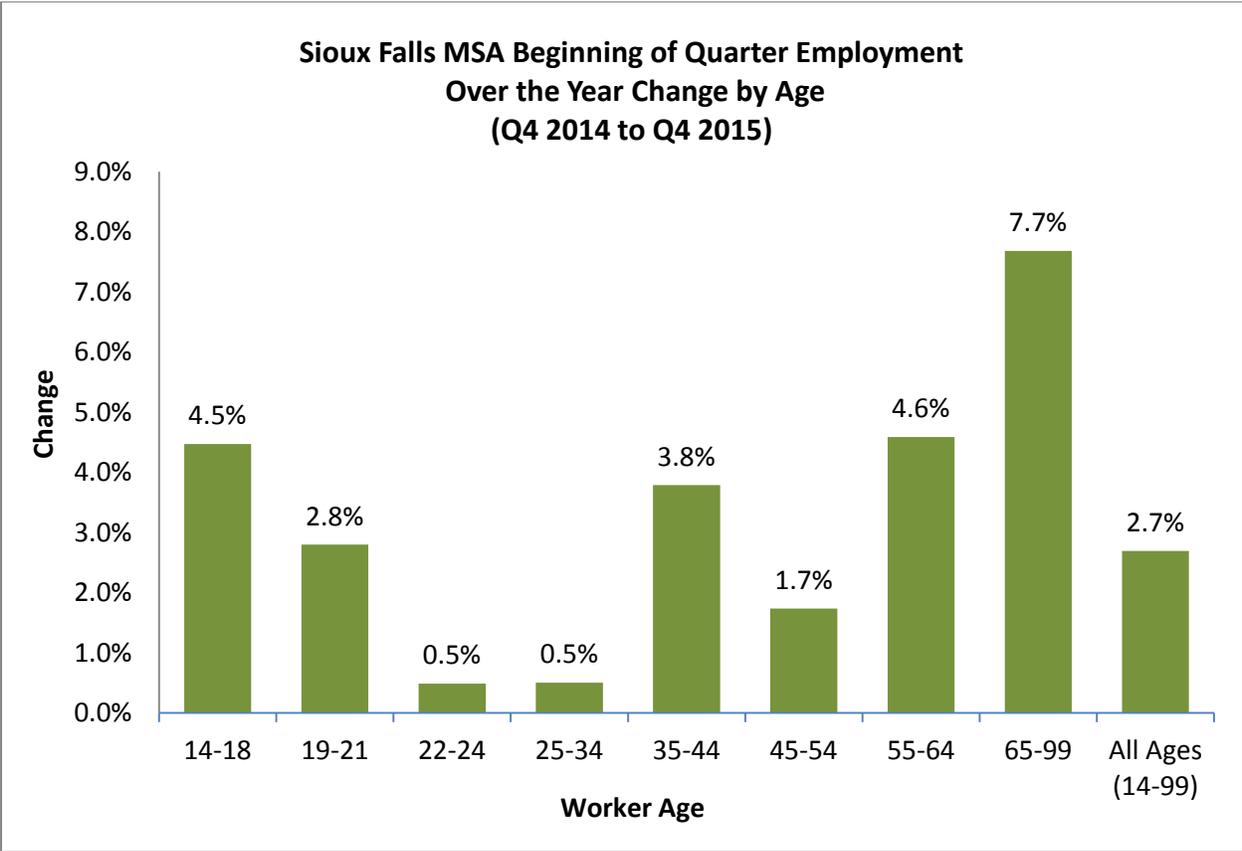
**Employment by Age**

Employment increased over the year for all the age groups. Those 65 to 99 years had the greatest increase at 7.7 percent. The Retail Trade and Health Care and Social Assistance sectors employed more than one-third of the eldest workers in the fourth quarter of 2015. The two age groups comprising 22- to 44-year-olds were the only ones to increase by less than 1 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.

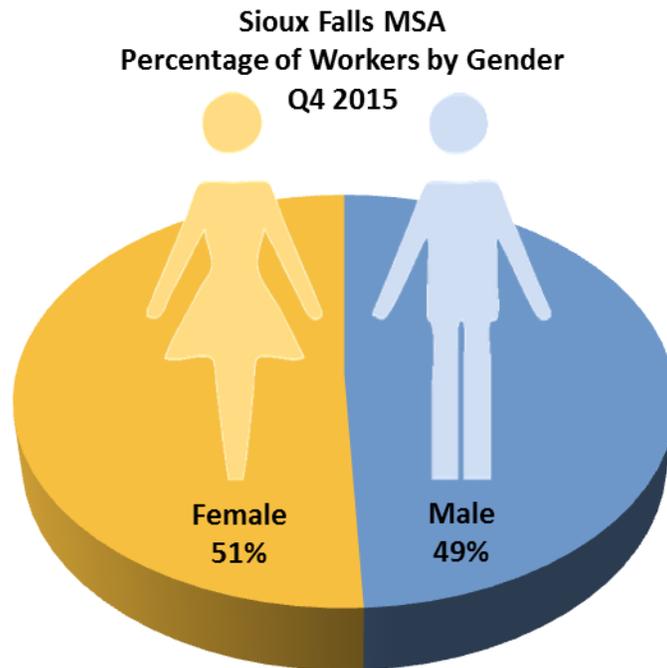


Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

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

## Employment by Gender and Age

In the Sioux Falls MSA, the workforce was 51 percent female and 49 percent male at the beginning of the fourth quarter of 2015.



### ***Females***

More than half of the Sioux Falls MSA's female workforce worked in Health Care and Social Assistance, Retail Trade and Finance and Insurance. The Health Care and Social Assistance sector employed more than one-quarter of the MSA's female workers.

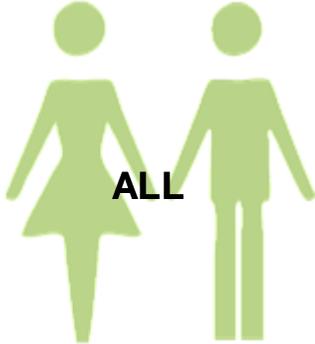
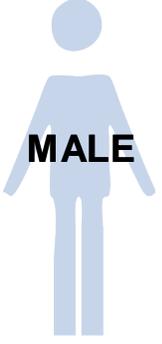
Employment levels for those in the 35-44 age group rose by 687, the most for any female age group. This equated to a 4.6 percent rise. The only age group with a greater percentage increase over the year was the eldest age group. The addition of 289 jobs equaled an 8.2 percent gain, the most for either gender.

### ***Males***

More than half of the Sioux Falls MSA's male workforce worked in Retail Trade, Manufacturing, Construction, Wholesale Trade or Accommodation and Food Services. The Retail Trade and Manufacturing sectors each employed approximately 13 percent of the MSA's male workers.

The 55-64 age group had the biggest increase in numbers with the addition of 543 workers (a 5.0 percent rise). Like their female counterparts, the eldest male age group increased the most over the year at 7.2 percent (293 jobs added).

## Sioux Falls MSA Beginning of Quarter Employment

Demographics		Total Employment			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 <p style="text-align: center;"><b>ALL</b></p>	14-18	5,187	5,419	232	4.5%
	19-21	6,718	6,906	188	2.8%
	22-24	9,225	9,270	45	0.5%
	25-34	34,415	34,589	174	0.5%
	35-44	30,320	31,469	1,149	3.8%
	45-54	28,740	29,240	500	1.7%
	55-64	22,388	23,416	1,028	4.6%
	65-99	7,571	8,153	582	7.7%
	14-99	144,565	148,463	3,898	2.7%
 <p style="text-align: center;"><b>FEMALE</b></p>	14-18	2,739	2,828	89	3.2%
	19-21	3,771	3,865	94	2.5%
	22-24	4,905	4,981	76	1.5%
	25-34	17,246	17,428	182	1.1%
	35-44	14,890	15,577	687	4.6%
	45-54	14,593	14,846	253	1.7%
	55-64	11,622	12,107	485	4.2%
	65-99	3,528	3,817	289	8.2%
	14-99	73,294	75,449	2,155	2.9%
 <p style="text-align: center;"><b>MALE</b></p>	14-18	2,449	2,591	142	5.8%
	19-21	2,947	3,041	94	3.2%
	22-24	4,319	4,289	-30	-0.7%
	25-34	17,169	17,161	-8	0.0%
	35-44	15,430	15,893	463	3.0%
	45-54	14,147	14,394	247	1.7%
	55-64	10,766	11,309	543	5.0%
	65-99	4,043	4,336	293	7.2%
	14-99	71,271	73,015	1,744	2.4%

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.

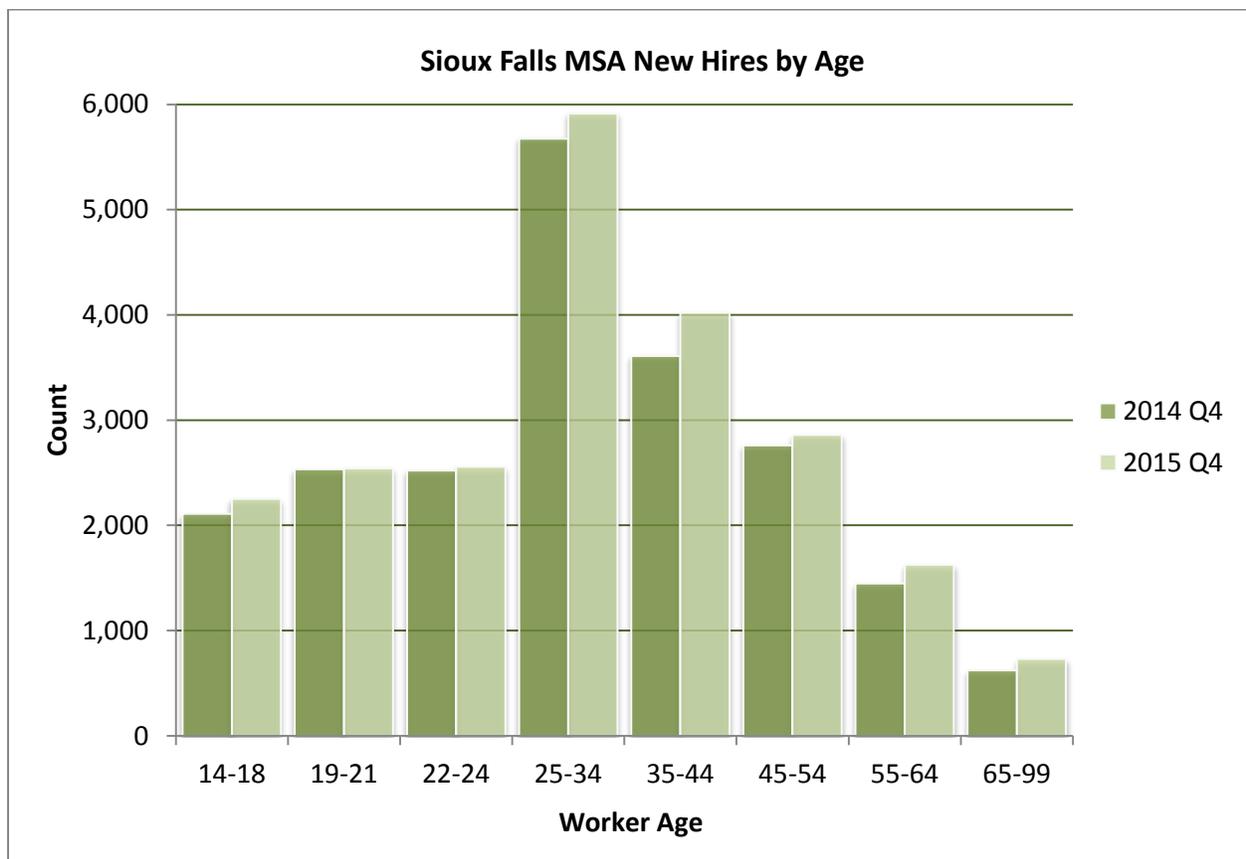
## Hiring Activity

*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 Sioux Falls MSA, total new hires increased 5.7 percent from 2014 to 2015 (fourth quarters). The Retail Trade sector gained the most new hires (488), followed by Health Care and Social Assistance (389); new hires in the Arts, Entertainment and Recreation sector declined the most (down 238) over the year.

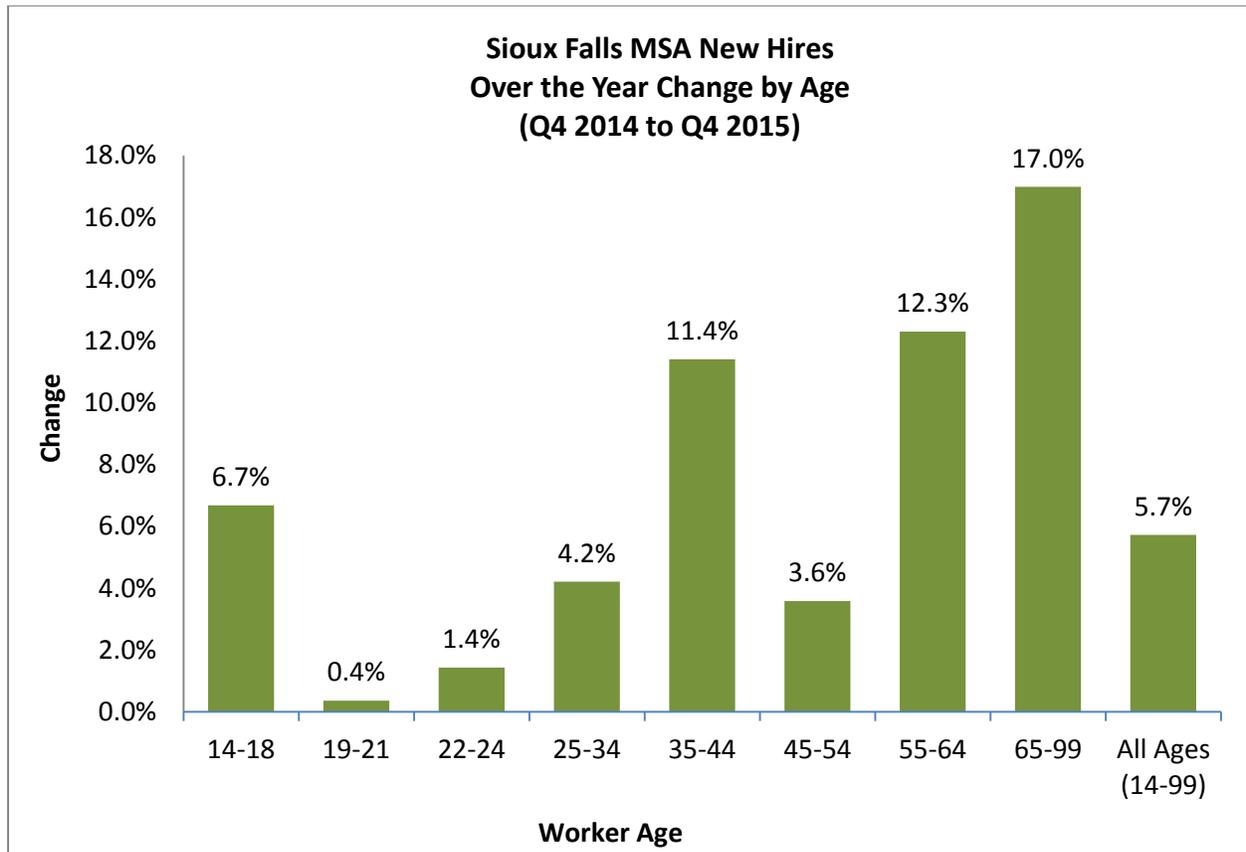
## New Hires by Age

New hire levels increased for all age groups over the year. The 25 to 34 year age group made up 26.3 percent of the new hires in the fourth quarter of 2015 (the most of any age group). With a 17.0 percent gain over the year, the 65- to 99-year-olds took the top spot in new hire growth. New hire levels for the 19- to 21-year-olds grew by less than 0.5 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.

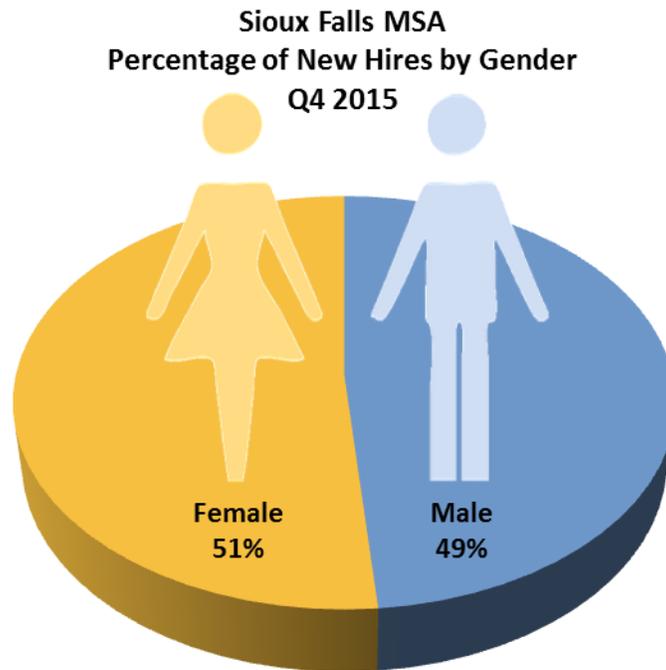


Source: Quarterly Workforce Indicators, U.S. Census Bureau, extracted October 2016.

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

## New Hires by Gender and Age

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



### ***Females***

The Retail Trade and Accommodations and Food Services sectors each employed approximately 20 percent of female new hires in the fourth quarter of 2015. These sectors plus Health Care and Social Assistance employed more than half of all the female new hires in the Sioux Falls MSA.

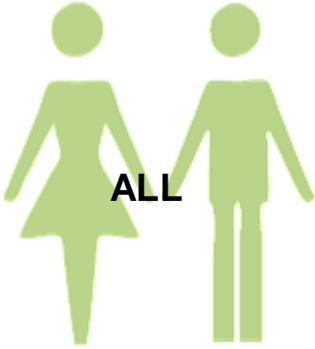
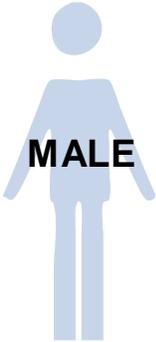
All female age groups increased or stayed the same over the year, with 192 of the 645 female new hires belonging to the 25-34 age group. While the greatest addition numerically, other age groups had greater percentage growth over the year. New hires increased by more than 16 percent each in the two eldest age groups. New hires were unchanged over the year for the second-youngest age group (19- to 21-year-olds).

### ***Males***

The Accommodations and Food Service sector and the Retail Trade sector each accounted for more than 17 percent of the male new hires in the first quarter of 2014; more than half worked in the aforementioned sectors, Administrative and Support and Waste Management and Remediation Services or Construction.

All male age groups also added new hires over the year. While 240 were part of the 35-44 age group, other age groups had bigger percentage increases over the year. At 18.2 percent, those in the eldest age group years had the highest percentage increase in new hire levels, followed by 14-18 and 35-44 groups at 13.8 and 13.6, respectively. New hires in the 19-21 and 22-24 age groups each increased by less than 1 percent.

### Sioux Falls MSA New Hires

Demographics		New Hires			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 <b>ALL</b>	14-18	2,110	2,251	141	6.7%
	19-21	2,533	2,542	9	0.4%
	22-24	2,521	2,557	36	1.4%
	25-34	5,675	5,914	239	4.2%
	35-44	3,610	4,022	412	11.4%
	45-54	2,761	2,860	99	3.6%
	55-64	1,447	1,625	178	12.3%
	65-99	624	730	106	17.0%
	14-99	21,282	22,501	1,219	5.7%
 <b>FEMALE</b>	14-18	1,163	1,174	11	0.9%
	19-21	1,352	1,352	0	0.0%
	22-24	1,291	1,317	26	2.0%
	25-34	2,769	2,961	192	6.9%
	35-44	1,842	2,014	172	9.3%
	45-54	1,448	1,515	67	4.6%
	55-64	756	884	128	16.9%
	65-99	305	354	49	16.1%
	14-99	10,926	11,571	645	5.9%
 <b>MALE</b>	14-18	946	1,077	131	13.8%
	19-21	1,181	1,190	9	0.8%
	22-24	1,230	1,240	10	0.8%
	25-34	2,907	2,953	46	1.6%
	35-44	1,768	2,008	240	13.6%
	45-54	1,313	1,345	32	2.4%
	55-64	691	741	50	7.2%
	65-99	319	377	58	18.2%
	14-99	10,356	10,929	573	5.5%

Numbers may not sum due to rounding

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

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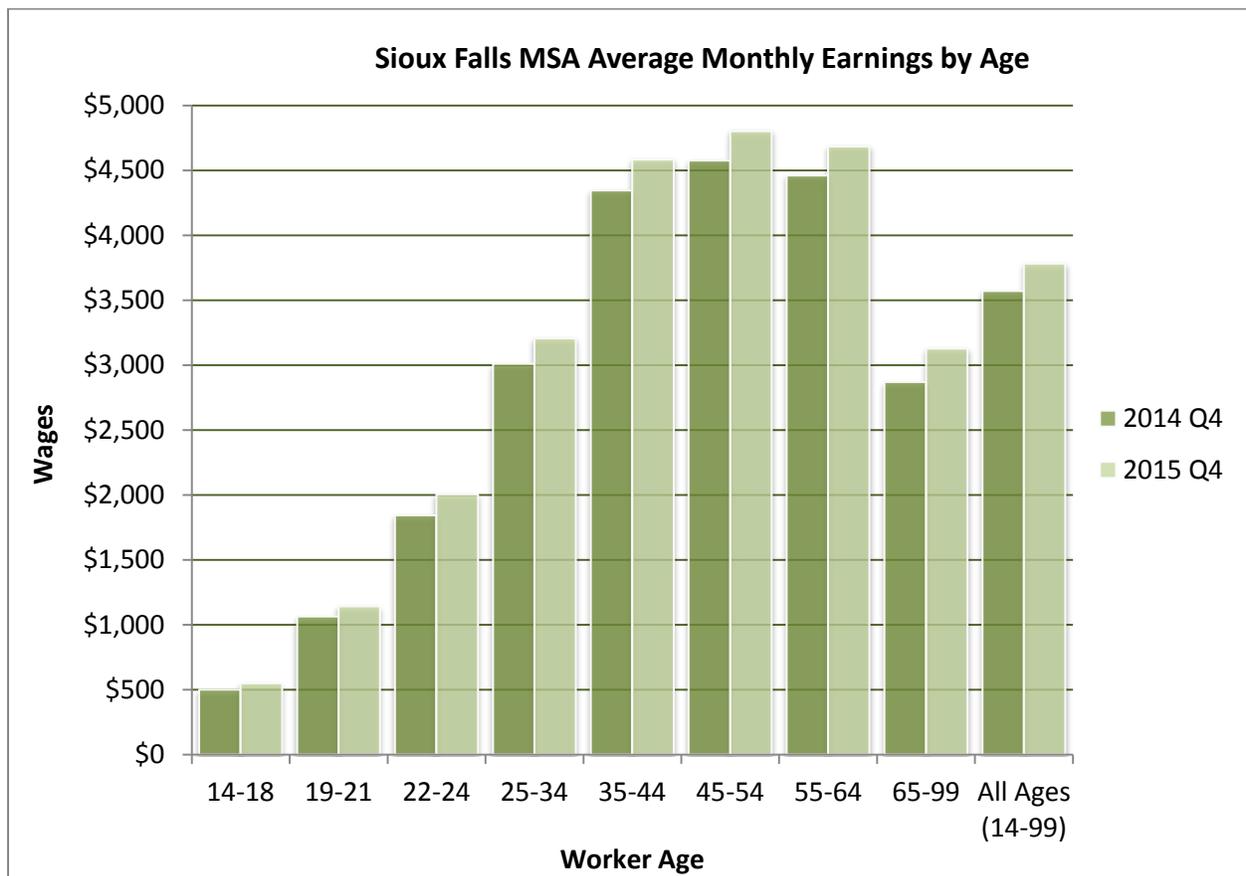
## Earnings

*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 Sioux Falls MSA, earnings rose 5.9 percent from 2014 to 2015 (fourth quarters).

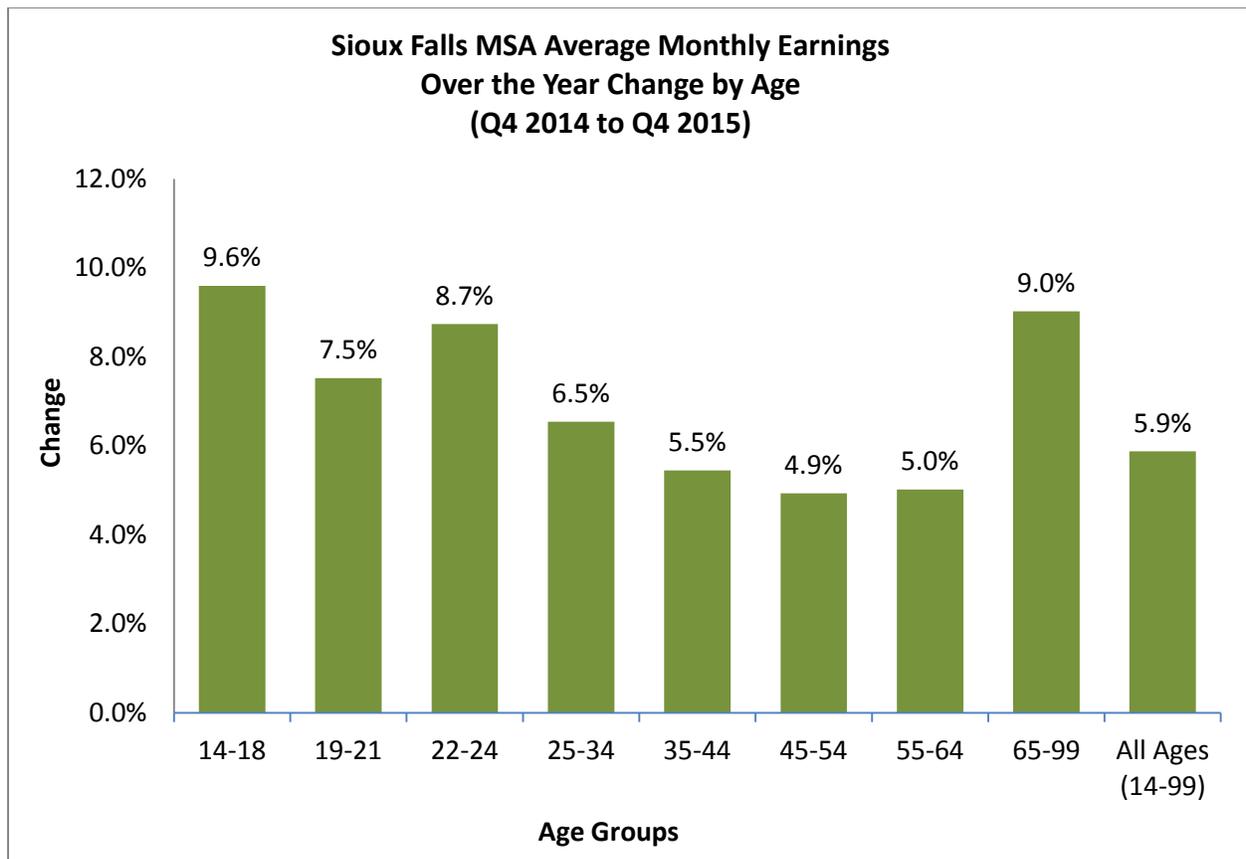
## Earnings by Age

Earnings rose by nearly 5 percent or more over the year for each age group. The three age groups comprised of those 35 to 64 years old earned more than \$4,500 per month on average for the fourth quarter of 2015. On the opposite end of the age scale, the youngest workforce members (14- to 18-year-olds) earned a little more than \$500 per month on average. This was an increase of 9.6 percent over the year, the greatest percentage increase among the age groups.



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

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## Earnings by Gender and Age

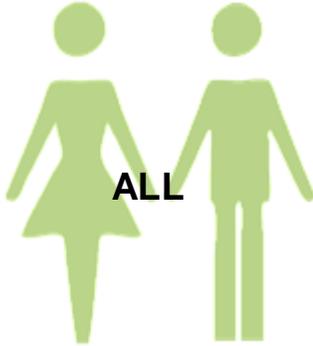
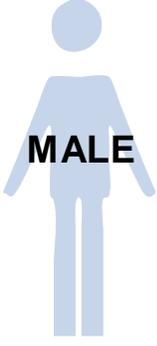
### **Females**

Overall, women's average monthly earnings increased by 8.2 percent; none of the female age groups earnings declined over the year. Earnings for women 14 to 18 years old increased the most at 12.1 percent.

### **Males**

Overall, men's average monthly earnings increased 4.4 percent. None of the male earnings declined over the year. The 65- to 99-year-olds' average earnings increased the most at 10.7 percent.

**Sioux Falls MSA Average Monthly Earnings  
Beginning of Quarter Workers**

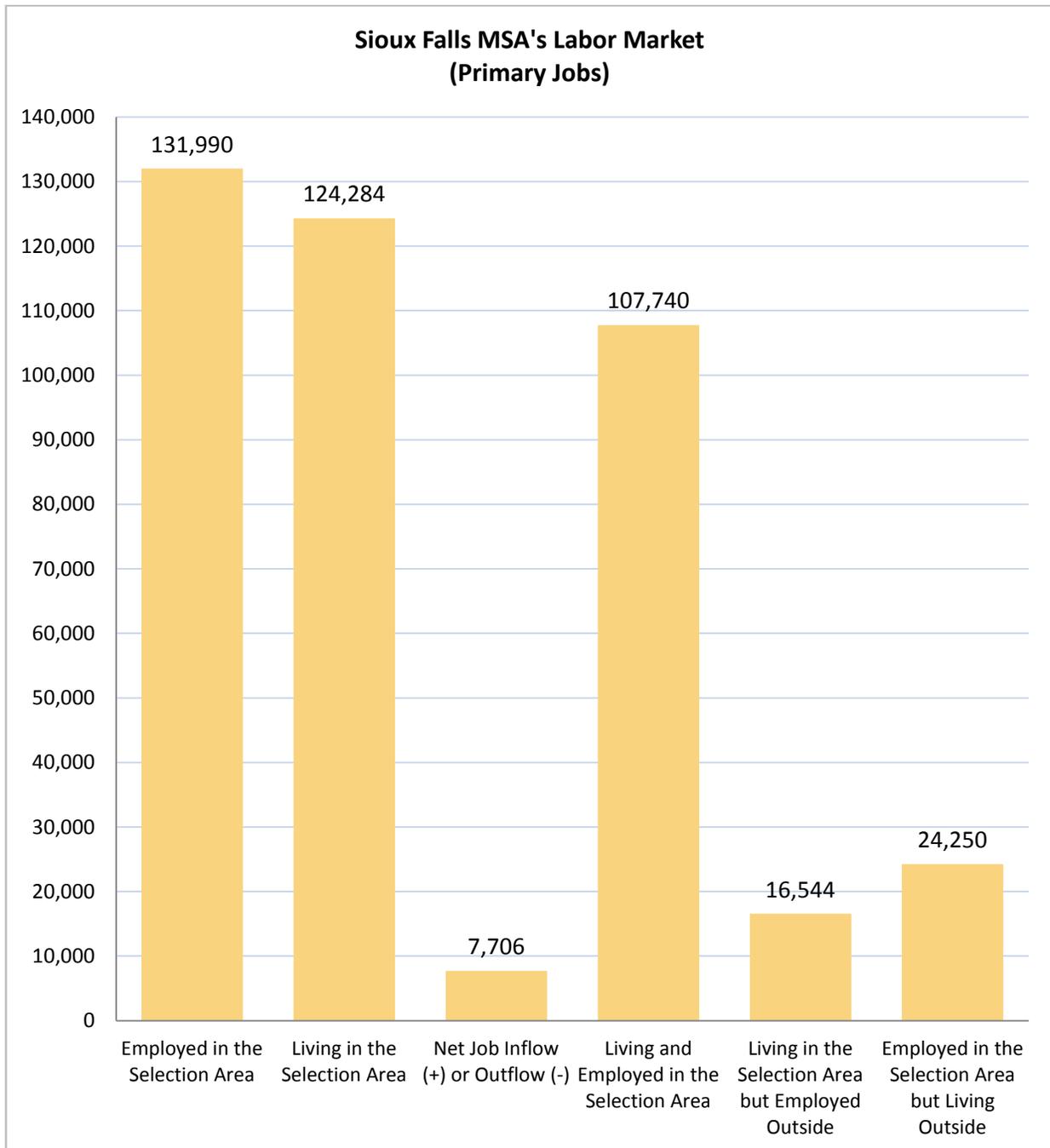
Demographics		Average Wages			
Gender	Age	Fourth Quarter		Numeric Change	Percentage Change
		2014	2015		
 <b>ALL</b>	14-18	\$500	\$548	\$48	9.6%
	19-21	\$1,063	\$1,143	\$80	7.5%
	22-24	\$1,843	\$2,004	\$161	8.7%
	25-34	\$3,009	\$3,206	\$197	6.5%
	35-44	\$4,346	\$4,583	\$237	5.5%
	45-54	\$4,576	\$4,802	\$226	4.9%
	55-64	\$4,461	\$4,685	\$224	5.0%
	65-99	\$2,869	\$3,128	\$259	9.0%
	14-99	\$3,572	\$3,782	\$210	5.9%
 <b>FEMALE</b>	14-18	\$471	\$528	\$57	12.1%
	19-21	\$878	\$956	\$78	8.9%
	22-24	\$1,652	\$1,822	\$170	10.3%
	25-34	\$2,626	\$2,836	\$210	8.0%
	35-44	\$3,419	\$3,695	\$276	8.1%
	45-54	\$3,390	\$3,636	\$246	7.3%
	55-64	\$3,118	\$3,415	\$297	9.5%
	65-99	\$2,030	\$2,153	\$123	6.1%
	14-99	\$2,759	\$2,986	\$227	8.2%
 <b>MALE</b>	14-18	\$532	\$570	\$38	7.1%
	19-21	\$1,301	\$1,381	\$80	6.1%
	22-24	\$2,063	\$2,219	\$156	7.6%
	25-34	\$3,398	\$3,587	\$189	5.6%
	35-44	\$5,245	\$5,459	\$214	4.1%
	45-54	\$5,804	\$6,010	\$206	3.5%
	55-64	\$5,915	\$6,051	\$136	2.3%
	65-99	\$3,599	\$3,984	\$385	10.7%
	14-99	\$4,413	\$4,609	\$196	4.4%

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

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## Sioux Falls MSA OnTheMap

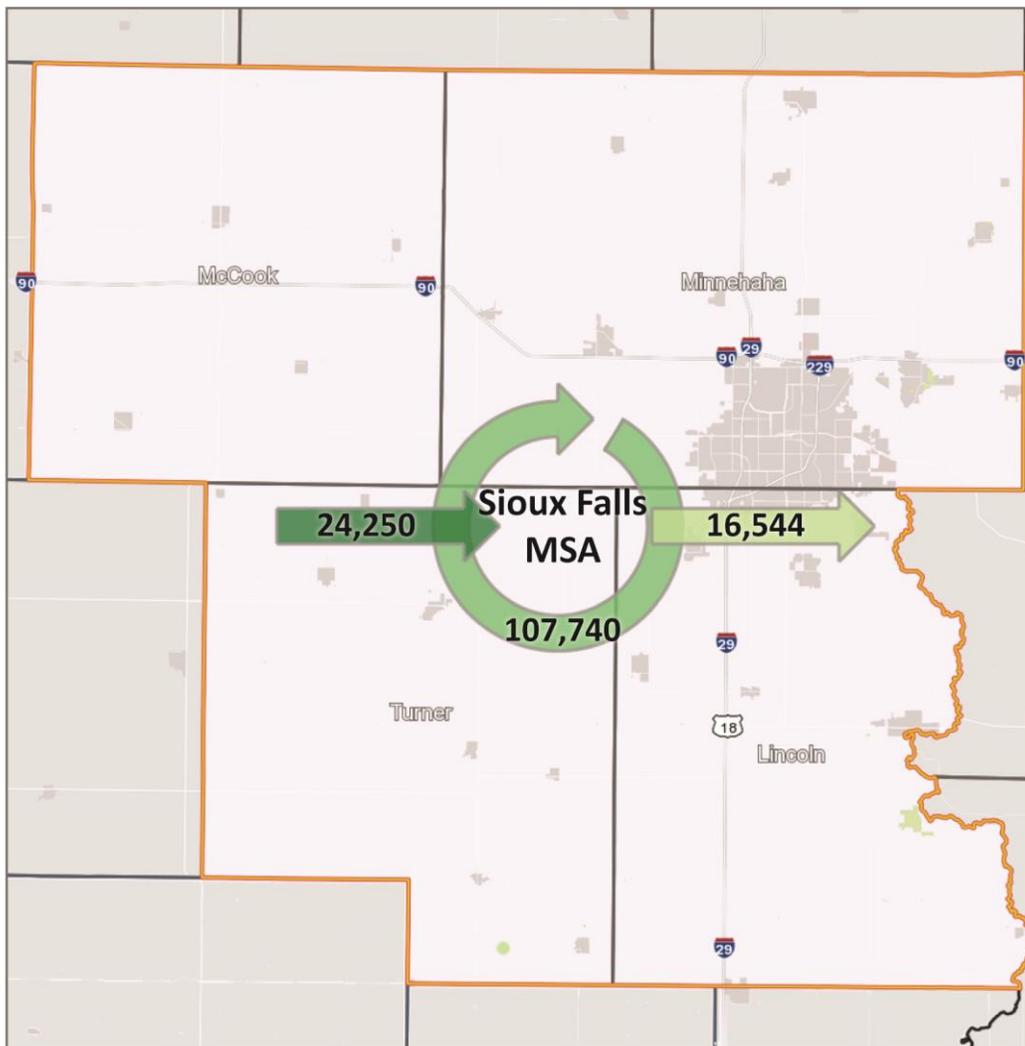
The following graphics provide labor shed data (where people in the area live and work) for the Sioux Falls MSA. At the beginning of the second quarter in 2014 (the most current data available), 86.7 percent of the workers who lived in the Sioux Falls MSA had a primary job in the MSA. The other 13.3 percent lived in the MSA, but worked outside the area. Of those employed in the area, 18.4 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 Sioux Falls MSA



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

2014

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.