FIDELIS

Lat/Lon: 44.0981/-103.1866

Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Population						
Estimated Population (2025)	73,908		117,307		136,958	
Projected Population (2030)	74,144		117,233		136,890	
Census Population (2020)	70,589		112,260		129,770	
Census Population (2010)	64,777		100,577		117,195	
Projected Annual Growth (2025-2030)	236	-	-74	-	-68	-
Historical Annual Growth (2020-2025)	3,319	-	5,047	0.9%	7,188	1.1%
Historical Annual Growth (2010-2020)	5,812	0.9%	11,683	1.2%	12,574	1.1%
Estimated Population Density (2025)	942	*psm*	374	*psm*	70	*psm*
Trade Area Size	78.5	*sq mi*	314.0	*sq mi*	1,963.3	*sq mi*
Households						
Estimated Households (2025)	31,388		48,834		57,122	
Projected Households (2030)	31,627		49,088		57,469	
Census Households (2020)	28,966		45,160		52,287	
Census Households (2010)	26,549		40,444		47,160	
Projected Annual Growth (2025-2030)	240	0.2%	254	0.1%	347	0.1%
Historical Annual Change (2010-2025)	4,838	1.2%	8,390	1.4%	9,962	1.4%
Average Household Income						
Estimated Average Household Income (2025)	$89,236		$102,122		$104,053	
Projected Average Household Income (2030)	$88,399		$100,470		$102,400	
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 (2025-2030)	-$837	-0.2%	-$1,652	-0.3%	-$1,653	-0.3%
Historical Annual Change (2000-2025)	$47,582	4.6%	$54,909	4.7%	$56,075	4.7%
Median Household Income						
Estimated Median Household Income (2025)	$66,200		$75,245		$77,464	
Projected Median Household Income (2030)	$65,932		$74,644		$76,838	
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 (2025-2030)	-$268	-	-$601	-0.2%	-$626	-0.2%
Historical Annual Change (2000-2025)	$31,546	3.6%	$36,270	3.7%	$37,946	3.8%
Per Capita Income						
Estimated Per Capita Income (2025)	$38,286		$43,037		$43,855	
Projected Per Capita Income (2030)	$38,096		$42,594		$43,446	
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 (2025-2030)	-$190	-	-$443	-0.2%	-$409	-0.2%
Historical Annual Change (2000-2025)	$21,913	5.4%	$24,951	5.5%	$25,477	5.5%
Estimated Average Household Net Worth (2025)	$782,677		$943,639		$1.01 M	

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Race and Ethnicity						
Total Population (2025)	73,908		117,307		136,958	
White (2025)	59,144	*80.0%*	95,822	*81.7%*	113,412	*82.8%*
Black or African American (2025)	1,177	*1.6%*	2,025	*1.7%*	2,155	*1.6%*
American Indian or Alaska Native (2025)	4,520	*6.1%*	5,687	*4.8%*	6,057	*4.4%*
Asian (2025)	1,101	*1.5%*	1,848	*1.6%*	2,021	*1.5%*
Hawaiian or Pacific Islander (2025)	34	*-*	88	*-*	94	*-*
Other Race (2025)	1,037	*1.4%*	1,623	*1.4%*	1,863	*1.4%*
Two or More Races (2025)	6,894	*9.3%*	10,214	*8.7%*	11,355	*8.3%*
Population < 18 (2025)	16,084	*21.8%*	25,852	*22.0%*	29,665	*21.7%*
White Not Hispanic	9,815	*61.0%*	16,812	*65.0%*	19,765	*66.6%*
Black or African American	264	*1.6%*	406	*1.6%*	433	*1.5%*
Asian	180	*1.1%*	320	*1.2%*	371	*1.3%*
Other Race Not Hispanic	3,803	*23.6%*	5,352	*20.7%*	5,837	*19.7%*
Hispanic	2,022	*12.6%*	2,961	*11.5%*	3,259	*11.0%*
Not Hispanic or Latino Population (2025)	69,253	*93.7%*	110,222	*94.0%*	129,066	*94.2%*
Not Hispanic White	56,826	*82.1%*	92,444	*83.9%*	109,668	*85.0%*
Not Hispanic Black or African American	1,140	*1.6%*	1,946	*1.8%*	2,073	*1.6%*
Not Hispanic American Indian or Alaska Native	4,359	*6.3%*	5,425	*4.9%*	5,762	*4.5%*
Not Hispanic Asian	1,077	*1.6%*	1,808	*1.6%*	1,979	*1.5%*
Not Hispanic Hawaiian or Pacific Islander	31	*-*	81	*-*	87	*-*
Not Hispanic Other Race	333	*0.5%*	503	*0.5%*	601	*0.5%*
Not Hispanic Two or More Races	5,486	*7.9%*	8,015	*7.3%*	8,896	*6.9%*
Hispanic or Latino Population (2025)	4,655	*6.3%*	7,085	*6.0%*	7,892	*5.8%*
Hispanic White	2,318	*49.8%*	3,377	*47.7%*	3,744	*47.4%*
Hispanic Black or African American	36	*0.8%*	79	*1.1%*	82	*1.0%*
Hispanic American Indian or Alaska Native	162	*3.5%*	262	*3.7%*	295	*3.7%*
Hispanic Asian	24	*0.5%*	40	*0.6%*	42	*0.5%*
Hispanic Hawaiian or Pacific Islander	3	*-*	7	*-*	8	*-*
Hispanic Other Race	704	*15.1%*	1,120	*15.8%*	1,262	*16.0%*
Hispanic Two or More Races	1,408	*30.2%*	2,200	*31.0%*	2,459	*31.2%*
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 (2030)	69,219	*93.4%*	109,708	*93.6%*	128,447	*93.8%*
Hispanic or Latino Population (2030)	4,926	*6.6%*	7,524	*6.4%*	8,443	*6.2%*
Projected Annual Growth (2025-2030)	271	*1.2%*	440	*1.2%*	551	*1.4%*
Historical Annual Growth (2010-2020)	1,115	*4.0%*	1,828	*4.5%*	1,968	*4.3%*

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Total Age Distribution (2025)						
Total Population	73,908		117,307		136,958	
Age Under 5 Years	4,600	6.2%	7,059	6.0%	7,853	5.7%
Age 5 to 9 Years	4,392	5.9%	7,198	6.1%	8,266	6.0%
Age 10 to 14 Years	4,442	6.0%	7,250	6.2%	8,418	6.1%
Age 15 to 19 Years	4,671	6.3%	7,420	6.3%	8,504	6.2%
Age 20 to 24 Years	5,110	6.9%	8,177	7.0%	8,849	6.5%
Age 25 to 29 Years	5,414	7.3%	8,115	6.9%	8,859	6.5%
Age 30 to 34 Years	5,378	7.3%	8,144	6.9%	9,072	6.6%
Age 35 to 39 Years	4,815	6.5%	7,735	6.6%	8,785	6.4%
Age 40 to 44 Years	4,411	6.0%	7,215	6.2%	8,435	6.2%
Age 45 to 49 Years	3,913	5.3%	6,184	5.3%	7,215	5.3%
Age 50 to 54 Years	3,749	5.1%	6,092	5.2%	7,386	5.4%
Age 55 to 59 Years	4,211	5.7%	6,745	5.7%	8,303	6.1%
Age 60 to 64 Years	5,119	6.9%	8,194	7.0%	10,222	7.5%
Age 65 to 69 Years	4,946	6.7%	8,084	6.9%	10,075	7.4%
Age 70 to 74 Years	3,654	4.9%	5,954	5.1%	7,469	5.5%
Age 75 to 79 Years	2,179	2.9%	3,539	3.0%	4,394	3.2%
Age 80 to 84 Years	1,367	1.8%	2,073	1.8%	2,457	1.8%
Age 85 Years or Over	1,538	2.1%	2,130	1.8%	2,396	1.7%
Median Age	38.1		38.7		40.2	
Age 19 Years or Less	18,105	24.5%	28,927	24.7%	33,042	24.1%
Age 20 to 64 Years	42,119	57.0%	66,600	56.8%	77,126	56.3%
Age 65 Years or Over	13,684	18.5%	21,781	18.6%	26,791	19.6%
Female Age Distribution (2025)						
Female Population	35,269	47.7%	56,624	48.3%	66,110	48.3%
Age Under 5 Years	2,229	6.3%	3,455	6.1%	3,836	5.8%
Age 5 to 9 Years	2,137	6.1%	3,562	6.3%	4,079	6.2%
Age 10 to 14 Years	2,194	6.2%	3,592	6.3%	4,117	6.2%
Age 15 to 19 Years	1,978	5.6%	3,172	5.6%	3,681	5.6%
Age 20 to 24 Years	2,106	6.0%	3,273	5.8%	3,561	5.4%
Age 25 to 29 Years	2,422	6.9%	3,703	6.5%	4,051	6.1%
Age 30 to 34 Years	2,496	7.1%	3,880	6.9%	4,333	6.6%
Age 35 to 39 Years	2,244	6.4%	3,765	6.6%	4,302	6.5%
Age 40 to 44 Years	2,147	6.1%	3,550	6.3%	4,140	6.3%
Age 45 to 49 Years	1,911	5.4%	3,084	5.4%	3,615	5.5%
Age 50 to 54 Years	1,829	5.2%	3,037	5.4%	3,698	5.6%
Age 55 to 59 Years	2,105	6.0%	3,440	6.1%	4,226	6.4%
Age 60 to 64 Years	2,597	7.4%	4,135	7.3%	5,122	7.7%
Age 65 to 69 Years	2,533	7.2%	4,163	7.4%	5,136	7.8%
Age 70 to 74 Years	1,838	5.2%	2,999	5.3%	3,701	5.6%
Age 75 to 79 Years	1,120	3.2%	1,774	3.1%	2,145	3.2%
Age 80 to 84 Years	668	1.9%	1,014	1.8%	1,195	1.8%
Age 85 Years or Over	715	2.0%	1,027	1.8%	1,172	1.8%
Female Median Age	39.2		39.8		41.1	
Age 19 Years or Less	8,537	24.2%	13,781	24.3%	15,714	23.8%
Age 20 to 64 Years	19,858	56.3%	31,866	56.3%	37,048	56.0%
Age 65 Years or Over	6,874	19.5%	10,977	19.4%	13,348	20.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Male Age Distribution (2025)						
Male Population	38,639	52.3%	60,683	51.7%	70,848	51.7%
Age Under 5 Years	2,372	6.1%	3,605	5.9%	4,017	5.7%
Age 5 to 9 Years	2,255	5.8%	3,637	6.0%	4,187	5.9%
Age 10 to 14 Years	2,247	5.8%	3,658	6.0%	4,301	6.1%
Age 15 to 19 Years	2,693	7.0%	4,247	7.0%	4,823	6.8%
Age 20 to 24 Years	3,003	7.8%	4,904	8.1%	5,287	7.5%
Age 25 to 29 Years	2,992	7.7%	4,412	7.3%	4,808	6.8%
Age 30 to 34 Years	2,882	7.5%	4,264	7.0%	4,739	6.7%
Age 35 to 39 Years	2,571	6.7%	3,970	6.5%	4,483	6.3%
Age 40 to 44 Years	2,263	5.9%	3,666	6.0%	4,295	6.1%
Age 45 to 49 Years	2,002	5.2%	3,100	5.1%	3,600	5.1%
Age 50 to 54 Years	1,920	5.0%	3,055	5.0%	3,688	5.2%
Age 55 to 59 Years	2,106	5.5%	3,305	5.4%	4,077	5.8%
Age 60 to 64 Years	2,522	6.5%	4,059	6.7%	5,100	7.2%
Age 65 to 69 Years	2,412	6.2%	3,920	6.5%	4,939	7.0%
Age 70 to 74 Years	1,817	4.7%	2,955	4.9%	3,769	5.3%
Age 75 to 79 Years	1,059	2.7%	1,765	2.9%	2,249	3.2%
Age 80 to 84 Years	699	1.8%	1,059	1.7%	1,262	1.8%
Age 85 Years or Over	823	2.1%	1,103	1.8%	1,224	1.7%
Male Median Age	37.2		37.9		39.5	
Age 19 Years or Less	9,567	24.8%	15,146	25.0%	17,328	24.5%
Age 20 to 64 Years	22,261	57.6%	34,734	57.2%	40,078	56.6%
Age 65 Years or Over	6,810	17.6%	10,803	17.8%	13,442	19.0%
Males per 100 Females (2025)						
Overall Comparison	110		107		107	
Age Under 5 Years	106	51.6%	104	51.1%	105	51.1%
Age 5 to 9 Years	106	51.4%	102	50.5%	103	50.6%
Age 10 to 14 Years	102	50.6%	102	50.5%	104	51.1%
Age 15 to 19 Years	136	57.7%	134	57.2%	131	56.7%
Age 20 to 24 Years	143	58.8%	150	60.0%	148	59.8%
Age 25 to 29 Years	124	55.3%	119	54.4%	119	54.3%
Age 30 to 34 Years	115	53.6%	110	52.4%	109	52.2%
Age 35 to 39 Years	115	53.4%	105	51.3%	104	51.0%
Age 40 to 44 Years	105	51.3%	103	50.8%	104	50.9%
Age 45 to 49 Years	105	51.2%	101	50.1%	100	49.9%
Age 50 to 54 Years	105	51.2%	101	50.1%	100	49.9%
Age 55 to 59 Years	100	50.0%	96	49.0%	96	49.1%
Age 60 to 64 Years	97	49.3%	98	49.5%	100	49.9%
Age 65 to 69 Years	95	48.8%	94	48.5%	96	49.0%
Age 70 to 74 Years	99	49.7%	99	49.6%	102	50.5%
Age 75 to 79 Years	95	48.6%	100	49.9%	105	51.2%
Age 80 to 84 Years	105	51.1%	104	51.1%	106	51.4%
Age 85 Years or Over	115	53.5%	107	51.8%	104	51.1%
Age 19 Years or Less	112	52.8%	110	52.4%	110	52.4%
Age 20 to 39 Years	124	55.3%	120	54.6%	119	54.3%
Age 40 to 64 Years	102	50.5%	100	49.9%	100	50.0%
Age 65 Years or Over	99	49.8%	98	49.6%	101	50.2%

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Rushmore Crossing **Rapid City, SD 57701**	**5 mi radius**		**10 mi radius**		**25 mi radius**	
Household Type (2025)						
Total Households	31,388		48,834		57,122	
Households with Children	8,385	26.7%	13,805	28.3%	15,841	27.7%
Average Household Size	2.2		2.3		2.3	
Household Density per Square Mile	400		156		29	
Population Family	52,238	70.7%	86,713	73.9%	102,109	74.6%
Population Non-Family	18,066	24.4%	25,991	22.2%	30,137	22.0%
Population Group Quarters	3,604	4.9%	4,603	3.9%	4,712	3.4%
Family Households	17,847	56.9%	29,446	60.3%	34,714	60.8%
Married Couple Households	12,317	69.0%	21,924	74.5%	26,661	76.8%
Other Family Households with Children	5,530	31.0%	7,522	25.5%	8,053	23.2%
Family Households with Children	8,359	46.8%	13,767	46.8%	15,800	45.5%
Married Couple with Children	4,788	57.3%	8,855	64.3%	10,501	66.5%
Other Family Households with Children	3,571	42.7%	4,912	35.7%	5,299	33.5%
Family Households No Children	9,488	53.2%	15,679	53.2%	18,914	54.5%
Married Couple No Children	7,529	79.4%	13,069	83.4%	16,160	85.4%
Other Family Households No Children	1,959	20.6%	2,610	16.6%	2,754	14.6%
Non-Family Households	13,541	43.1%	19,388	39.7%	22,408	39.2%
Non-Family Households with Children	26	0.2%	38	0.2%	40	0.2%
Non-Family Households No Children	13,515	99.8%	19,350	99.8%	22,368	99.8%
Average Family Household Size	2.9		2.9		2.9	
Average Family Income	$110,464		$126,587		$129,618	
Median Family Income	$87,148		$96,377		$98,870	
Average Non-Family Household Size	1.3		1.3		1.3	
Marital Status (2025)						
Population Age 15 Years or Over	60,474		95,800		112,421	
Never Married	20,243	33.5%	29,100	30.4%	32,668	29.1%
Currently Married	26,460	43.8%	46,587	48.6%	57,175	50.9%
Previously Married	13,772	22.8%	20,113	21.0%	22,579	20.1%
Separated	1,881	13.7%	2,889	14.4%	3,241	14.4%
Widowed	3,335	24.2%	4,917	24.4%	5,660	25.1%
Divorced	8,556	62.1%	12,307	61.2%	13,677	60.6%
Educational Attainment (2025)						
Adult Population Age 25 Years or Over	50,694		80,204		95,068	
Elementary (Grade Level 0 to 8)	969	1.9%	1,434	1.8%	1,647	1.7%
Some High School (Grade Level 9 to 11)	2,024	4.0%	2,640	3.3%	2,967	3.1%
High School Graduate	14,419	28.4%	20,218	25.2%	24,099	25.3%
Some College	12,082	23.8%	18,390	22.9%	22,002	23.1%
Associate Degree Only	5,927	11.7%	9,655	12.0%	11,162	11.7%
Bachelor Degree Only	10,319	20.4%	17,966	22.4%	21,527	22.6%
Graduate Degree	4,953	9.8%	9,901	12.3%	11,665	12.3%
Any College (Some College or Higher)	33,281	65.7%	55,912	69.7%	66,355	69.8%
College Degree + (Bachelor Degree or Higher)	15,272	30.1%	27,867	34.7%	33,192	34.9%

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Housing						
Total Housing Units (2025)	34,574		53,532		63,109	
Total Housing Units (2020)	31,044		48,122		56,922	
Historical Annual Growth (2020-2025)	3,530	-	5,411	-	6,187	-
Housing Units Occupied (2025)	31,388	90.8%	48,834	91.2%	57,122	90.5%
Housing Units Owner-Occupied	18,677	59.5%	30,712	62.9%	37,858	66.3%
Housing Units Renter-Occupied	12,710	40.5%	18,122	37.1%	19,265	33.7%
Housing Units Vacant (2025)	3,187	9.2%	4,698	8.8%	5,986	9.5%
Household Size (2025)						
Total Households	31,388		48,834		57,122	
1 Person Households	10,982	35.0%	15,689	32.1%	18,036	31.6%
2 Person Households	11,199	35.7%	18,119	37.1%	21,607	37.8%
3 Person Households	4,069	13.0%	6,260	12.8%	7,201	12.6%
4 Person Households	2,875	9.2%	4,909	10.1%	5,736	10.0%
5 Person Households	1,399	4.5%	2,398	4.9%	2,804	4.9%
6 Person Households	517	1.6%	910	1.9%	1,094	1.9%
7 or More Person Households	347	1.1%	550	1.1%	644	1.1%
Household Income Distribution (2025)						
HH Income $200,000 or More	2,080	6.6%	4,309	8.8%	5,172	9.1%
HH Income $150,000 to $199,999	1,619	5.2%	3,227	6.6%	4,264	7.5%
HH Income $125,000 to $149,999	1,826	5.8%	3,284	6.7%	4,131	7.2%
HH Income $100,000 to $124,999	3,373	10.7%	5,436	11.1%	6,418	11.2%
HH Income $75,000 to $99,999	4,401	14.0%	7,161	14.7%	8,222	14.4%
HH Income $50,000 to $74,999	5,921	18.9%	8,907	18.2%	10,418	18.2%
HH Income $35,000 to $49,999	4,020	12.8%	5,517	11.3%	6,111	10.7%
HH Income $25,000 to $34,999	2,735	8.7%	3,844	7.9%	4,409	7.7%
HH Income $15,000 to $24,999	2,505	8.0%	3,509	7.2%	4,013	7.0%
HH Income $10,000 to $14,999	1,628	5.2%	1,841	3.8%	1,935	3.4%
HH Income Under $10,000	1,279	4.1%	1,798	3.7%	2,028	3.6%
Household Vehicles (2025)						
Households 0 Vehicles Available	2,915	9.3%	3,418	7.0%	3,515	6.2%
Households 1 Vehicle Available	11,119	35.4%	15,147	31.0%	16,240	28.4%
Households 2 Vehicles Available	10,435	33.2%	17,522	35.9%	21,146	37.0%
Households 3 or More Vehicles Available	6,919	22.0%	12,747	26.1%	16,221	28.4%
Total Vehicles Available	55,866		94,872		115,451	
Average Vehicles per Household	1.8		1.9		2.0	
Owner-Occupied Household Vehicles	39,766	71.2%	70,071	73.9%	88,667	76.8%
Average Vehicles per Owner-Occupied Household	2.1		2.3		2.3	
Renter-Occupied Household Vehicles	16,099	28.8%	24,801	26.1%	26,784	23.2%
Average Vehicles per Renter-Occupied Household	1.3		1.4		1.4	
Travel Time (2025)						
Worker Base Age 16 years or Over	33,734		54,616		64,219	
Travel to Work in 14 Minutes or Less	13,769	40.8%	19,658	36.0%	21,894	34.1%
Travel to Work in 15 to 29 Minutes	12,477	37.0%	21,886	40.1%	25,193	39.2%
Travel to Work in 30 to 59 Minutes	2,464	7.3%	5,649	10.3%	8,091	12.6%
Travel to Work in 60 Minutes or More	1,752	5.2%	2,516	4.6%	2,984	4.6%
Work at Home	3,272	9.7%	4,908	9.0%	6,058	9.4%
Average Minutes Travel to Work	15.3		16.7		17.7	

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Transportation To Work (2025)						
Worker Base Age 16 years or Over	33,734		54,616		64,219	
Drive to Work Alone	25,519	75.6%	42,051	77.0%	49,330	76.8%
Drive to Work in Carpool	3,287	9.7%	5,306	9.7%	6,173	9.6%
Travel to Work by Public Transportation	167	0.5%	286	0.5%	319	0.5%
Drive to Work on Motorcycle	78	0.2%	174	0.3%	195	0.3%
Bicycle to Work	258	0.8%	286	0.5%	290	0.5%
Walk to Work	771	2.3%	1,110	2.0%	1,330	2.1%
Other Means	383	1.1%	498	0.9%	524	0.8%
Work at Home	3,272	9.7%	4,908	9.0%	6,058	9.4%
Daytime Demographics (2025)						
Total Businesses	4,671		6,093		7,014	
Total Employees	44,156		54,418		58,951	
Company Headquarter Businesses	189	4.0%	229	3.8%	250	3.6%
Company Headquarter Employees	7,047	16.0%	8,613	15.8%	8,859	15.0%
Employee Population per Business	9.5	to 1	8.9	to 1	8.4	to 1
Residential Population per Business	15.8	to 1	19.3	to 1	19.5	to 1
Adj. Daytime Demographics Age 16 Years or Over	68,967		91,213		102,378	
Labor Force						
Labor Population Age 16 Years or Over (2025)	59,578		94,330		110,702	
Labor Force Total Males (2025)	31,291	52.5%	49,005	52.0%	57,434	51.9%
Male Civilian Employed	18,112	57.9%	28,822	58.8%	33,986	59.2%
Male Civilian Unemployed	387	1.2%	694	1.4%	795	1.4%
Males in Armed Forces	978	3.1%	2,765	5.6%	2,891	5.0%
Males Not in Labor Force	11,814	37.8%	16,724	34.1%	19,762	34.4%
Labor Force Total Females (2025)	28,287	47.5%	45,324	48.0%	53,268	48.1%
Female Civilian Employed	15,626	55.2%	25,799	56.9%	30,238	56.8%
Female Civilian Unemployed	336	1.2%	482	1.1%	519	1.0%
Females in Armed Forces	52	0.2%	150	0.3%	160	0.3%
Females Not in Labor Force	12,273	43.4%	18,894	41.7%	22,352	42.0%
Unemployment Rate	723	1.2%	1,177	1.2%	1,314	1.2%
Occupation (2025)						
Occupation Population Age 16 Years or Over	33,734		54,616		64,219	
Occupation Total Males	18,108	53.7%	28,818	52.8%	33,981	52.9%
Occupation Total Females	15,626	46.3%	25,799	47.2%	30,238	47.1%
Management, Business, Financial Operations	3,706	11.0%	6,628	12.1%	8,070	12.6%
Professional, Related	8,614	25.5%	14,712	26.9%	17,294	26.9%
Service	6,004	17.8%	9,324	17.1%	10,811	16.8%
Sales, Office	7,569	22.4%	12,186	22.3%	14,263	22.2%
Farming, Fishing, Forestry	91	0.3%	190	0.3%	306	0.5%
Construction, Extraction, Maintenance	3,629	10.8%	5,464	10.0%	6,341	9.9%
Production, Transport, Material Moving	4,120	12.2%	6,114	11.2%	7,136	11.1%
White Collar Workers	19,890	59.0%	33,525	61.4%	39,626	61.7%
Blue Collar Workers	13,844	41.0%	21,092	38.6%	24,593	38.3%

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Rushmore Crossing **Rapid City, SD 57701**	**5 mi radius**		**10 mi radius**		**25 mi radius**	
Units In Structure (2025)						
Total Units	31,388		48,834		57,122	
1 Detached Unit	18,777	59.8%	30,241	61.9%	36,833	64.5%
1 Attached Unit	2,057	6.6%	3,772	7.7%	4,057	7.1%
2 Units	476	1.5%	610	1.2%	638	1.1%
3 to 4 Units	1,178	3.8%	1,663	3.4%	1,722	3.0%
5 to 9 Units	1,708	5.4%	2,296	4.7%	2,387	4.2%
10 to 19 Units	2,530	8.1%	3,418	7.0%	3,476	6.1%
20 to 49 Units	1,211	3.9%	1,547	3.2%	1,589	2.8%
50 or More Units	1,380	4.4%	1,853	3.8%	1,878	3.3%
Mobile Home or Trailer	1,913	6.1%	3,255	6.7%	4,347	7.6%
Other Structure	158	0.5%	180	0.4%	195	0.3%
Homes Built By Year (2025)						
Homes Built 2020 or later	1,829	5.3%	2,462	4.6%	2,596	4.1%
Homes Built 2010 to 2019	4,598	13.3%	8,055	15.0%	9,318	14.8%
Homes Built 2000 to 2009	5,844	16.9%	9,628	18.0%	11,791	18.7%
Homes Built 1990 to 1999	2,495	7.2%	4,503	8.4%	5,529	8.8%
Homes Built 1980 to 1989	3,044	8.8%	4,798	9.0%	5,615	8.9%
Homes Built 1970 to 1979	4,498	13.0%	7,065	13.2%	8,431	13.4%
Homes Built 1960 to 1969	2,659	7.7%	3,665	6.8%	4,013	6.4%
Homes Built 1950 to 1959	3,712	10.7%	4,886	9.1%	5,332	8.4%
Homes Built 1940 to 1949	943	2.7%	1,231	2.3%	1,407	2.2%
Homes Built Before 1939	1,765	5.1%	2,540	4.7%	3,090	4.9%
Median Age of Homes	39.6	yrs	37.8	yrs	37.7	yrs
Home Values (2025)						
Owner Specified Housing Units	18,677		30,712		37,858	
Home Values $1,000,000 or More	229	1.2%	423	1.4%	724	1.9%
Home Values $750,000 to $999,999	410	2.2%	1,132	3.7%	1,644	4.3%
Home Values $500,000 to $749,999	2,187	11.7%	4,503	14.7%	5,959	15.7%
Home Values $400,000 to $499,999	1,404	7.5%	2,910	9.5%	3,888	10.3%
Home Values $300,000 to $399,999	4,766	25.5%	7,719	25.1%	9,046	23.9%
Home Values $250,000 to $299,999	2,869	15.4%	4,672	15.2%	5,560	14.7%
Home Values $200,000 to $249,999	2,740	14.7%	3,811	12.4%	4,279	11.3%
Home Values $175,000 to $199,999	489	2.6%	688	2.2%	840	2.2%
Home Values $150,000 to $174,999	1,101	5.9%	1,379	4.5%	1,633	4.3%
Home Values $125,000 to $149,999	264	1.4%	381	1.2%	439	1.2%
Home Values $100,000 to $124,999	470	2.5%	644	2.1%	812	2.1%
Home Values $90,000 to $99,999	43	0.2%	51	0.2%	73	0.2%
Home Values $80,000 to $89,999	183	1.0%	263	0.9%	302	0.8%
Home Values $70,000 to $79,999	26	0.1%	54	0.2%	128	0.3%
Home Values $60,000 to $69,999	96	0.5%	115	0.4%	206	0.5%
Home Values $50,000 to $59,999	3	-	21	-	34	-
Home Values $35,000 to $49,999	320	1.7%	438	1.4%	505	1.3%
Home Values $25,000 to $34,999	483	2.6%	634	2.1%	738	1.9%
Home Values $10,000 to $24,999	191	1.0%	362	1.2%	477	1.3%
Home Values Under $10,000	404	2.2%	513	1.7%	570	1.5%
Owner-Occupied Median Home Value	$301,133		$331,449		$340,510	
Renter-Occupied Median Rent	$972		$1,047		$1,037	

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Rushmore Crossing Rapid City, SD 57701	5 mi radius		10 mi radius		25 mi radius	
Total Annual Consumer Expenditure (2025)						
Total Household Expenditure	$2.76 B		$4.65 B		$5.53 B	
Total Non-Retail Expenditure	$1.32 B		$2.25 B		$2.68 B	
Total Retail Expenditure	$1.44 B		$2.4 B		$2.86 B	
Alcoholic Beverages	$17.05 M		$28.77 M		$34.21 M	
Apparel	$51.93 M		$87.04 M		$103.24 M	
Contributions	$87.23 M		$149.41 M		$178.53 M	
Education	$62.64 M		$106.65 M		$127.18 M	
Entertainment	$161.07 M		$269.63 M		$319.72 M	
Food Away From Home	$123.24 M		$206.95 M		$245.64 M	
Grocery	$191.06 M		$310.67 M		$364.63 M	
Health Care	$199.41 M		$313.83 M		$370.87 M	
Household Furnishings and Equipment	$74.31 M		$125.07 M		$148.58 M	
Household Operations	$52.52 M		$87.78 M		$103.95 M	
Miscellaneous Expenses	$48.06 M		$80.7 M		$95.85 M	
Personal Care	$37.13 M		$60.85 M		$71.61 M	
Shelter	$460.46 M		$757.07 M		$886.81 M	
Tax and Retirement	$580.13 M		$1.03 B		$1.24 B	
Tobacco and Related	$15.32 M		$23.73 M		$27.36 M	
Transportation	$460.09 M		$786.8 M		$951.22 M	
Utilities	$136.72 M		$221.67 M		$259.9 M	
Monthly Household Consumer Expenditure (2025)						
Total Household Expenditure	$7,323		$7,933		$8,072	
Total Non-Retail Expenditure	$3,509	*47.9%*	$3,843	*48.4%*	$3,903	*48.3%*
Total Retail Expenditures	$3,814	*52.1%*	$4,091	*51.6%*	$4,170	*51.7%*
Alcoholic Beverages	$45	*0.6%*	$49	*0.6%*	$50	*0.6%*
Apparel	$138	*1.9%*	$149	*1.9%*	$151	*1.9%*
Contributions	$232	*3.2%*	$255	*3.2%*	$260	*3.2%*
Education	$166	*2.3%*	$182	*2.3%*	$186	*2.3%*
Entertainment	$428	*5.8%*	$460	*5.8%*	$466	*5.8%*
Food Away From Home	$327	*4.5%*	$353	*4.5%*	$358	*4.4%*
Grocery	$507	*6.9%*	$530	*6.7%*	$532	*6.6%*
Health Care	$529	*7.2%*	$536	*6.8%*	$541	*6.7%*
Household Furnishings and Equipment	$197	*2.7%*	$213	*2.7%*	$217	*2.7%*
Household Operations	$139	*1.9%*	$150	*1.9%*	$152	*1.9%*
Miscellaneous Expenses	$128	*1.7%*	$138	*1.7%*	$140	*1.7%*
Personal Care	$99	*1.3%*	$104	*1.3%*	$104	*1.3%*
Shelter	$1,223	*16.7%*	$1,292	*16.3%*	$1,294	*16.0%*
Tax and Retirement	$1,540	*21.0%*	$1,762	*22.2%*	$1,815	*22.2%*
Tobacco and Related	$41	*0.6%*	$40	*0.5%*	$40	*0.5%*
Transportation	$1,222	*16.7%*	$1,343	*16.9%*	$1,388	*17.2%*
Utilities	$363	*5.0%*	$378	*4.8%*	$379	*4.7%*

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