



Household Income Profile

D1364 Rapid City, SD
Area: 34.8 Square Miles

D1364 Rapid City, SD

2017 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	1,854	4,652	3,446	4,411	4,692	3,475	3,470
<\$15,000	734	781	442	588	642	434	726
\$15,000-\$24,999	244	542	247	300	389	297	618
\$25,000-\$34,999	167	521	280	359	363	439	334
\$35,000-\$49,999	304	706	432	456	607	596	553
\$50,000-\$74,999	306	1,154	902	1,125	1,076	1,023	669
\$75,000-\$99,999	56	543	450	649	745	255	381
\$100,000-\$149,999	31	332	424	590	613	215	153
\$150,000-\$199,999	1	31	75	164	111	122	13
\$200,000+	11	42	193	180	147	94	23
Median HH Income	\$22,225	\$44,137	\$56,330	\$58,384	\$55,766	\$49,024	\$36,111
Average HH Income	\$32,711	\$52,621	\$78,349	\$76,673	\$71,053	\$62,638	\$45,114
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	39.6%	16.8%	12.8%	13.3%	13.7%	12.5%	20.9%
\$15,000-\$24,999	13.2%	11.7%	7.2%	6.8%	8.3%	8.5%	17.8%
\$25,000-\$34,999	9.0%	11.2%	8.1%	8.1%	7.7%	12.6%	9.6%
\$35,000-\$49,999	16.4%	15.2%	12.5%	10.3%	12.9%	17.2%	15.9%
\$50,000-\$74,999	16.5%	24.8%	26.2%	25.5%	22.9%	29.4%	19.3%
\$75,000-\$99,999	3.0%	11.7%	13.1%	14.7%	15.9%	7.3%	11.0%
\$100,000-\$149,999	1.7%	7.1%	12.3%	13.4%	13.1%	6.2%	4.4%
\$150,000-\$199,999	0.1%	0.7%	2.2%	3.7%	2.4%	3.5%	0.4%
\$200,000+	0.6%	0.9%	5.6%	4.1%	3.1%	2.7%	0.7%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Housing Profile

D1364 Rapid City, SD
Area: 34.8 Square Miles

D1364 Rapid City, SD

Population		Households	
2010 Total Population	55,686	2012 Median Household Income	\$39,862
2012 Total Population	56,938	2017 Median Household Income	\$49,451
2017 Total Population	60,619	2012-2017 Annual Rate	4.41%
2012-2017 Annual Rate	1.26%		

Housing Units by Occupancy Status and Tenure	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	25,185	100.0%	25,665	100.0%	27,281	100.0%
Occupied	23,747	94.3%	24,190	94.3%	26,000	95.3%
Owner	13,078	51.9%	13,249	51.6%	14,281	52.3%
Renter	10,669	42.4%	10,941	42.6%	11,719	43.0%
Vacant	1,438	5.7%	1,475	5.7%	1,281	4.7%

Owner Occupied Housing Units by Value	2012		2017	
	Number	Percent	Number	Percent
Total	13,241	100.0%	14,281	100.0%
<\$50,000	176	1.3%	152	1.1%
\$50,000-\$99,999	1,411	10.7%	1,366	9.6%
\$100,000-\$149,999	3,806	28.7%	3,209	22.5%
\$150,000-\$199,999	5,042	38.1%	3,552	24.9%
\$200,000-\$249,999	1,727	13.0%	3,785	26.5%
\$250,000-\$299,999	481	3.6%	1,199	8.4%
\$300,000-\$399,999	266	2.0%	510	3.6%
\$400,000-\$499,999	88	0.7%	152	1.1%
\$500,000-\$749,999	85	0.6%	156	1.1%
\$750,000-\$999,999	152	1.1%	191	1.3%
\$1,000,000+	7	0.1%	9	0.1%
Median Value	\$162,168		\$183,973	
Average Value	\$174,983		\$198,369	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Housing Profile

D1364 Rapid City, SD
Area: 34.8 Square Miles

D1364 Rapid City, SD

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	13,078	100.0%
Owned with a Mortgage/Loan	8,626	66.0%
Owned Free and Clear	4,452	34.0%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,438	100.0%
For Rent	615	42.8%
Rented- Not Occupied	54	3.8%
For Sale Only	295	20.5%
Sold - Not Occupied	72	5.0%
Seasonal/Recreational/Occasional Use	99	6.9%
For Migrant Workers	4	0.3%
Other Vacant	280	19.5%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,748	13,079	55.1%
15-24	1,921	230	12.0%
25-34	4,313	1,565	36.3%
35-44	3,435	1,837	53.5%
45-54	4,581	2,912	63.6%
55-64	3,994	2,856	71.5%
65-74	2,507	1,862	74.3%
75-84	2,058	1,393	67.7%
85+	939	424	45.2%

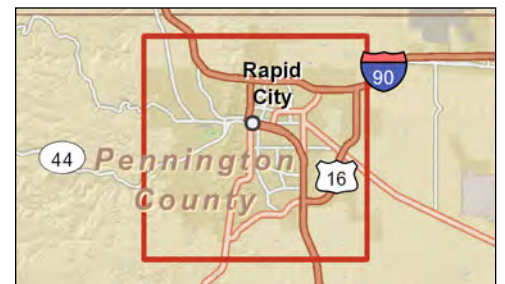
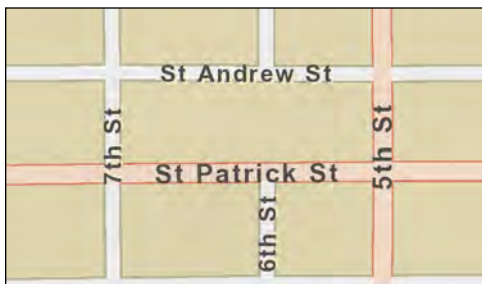
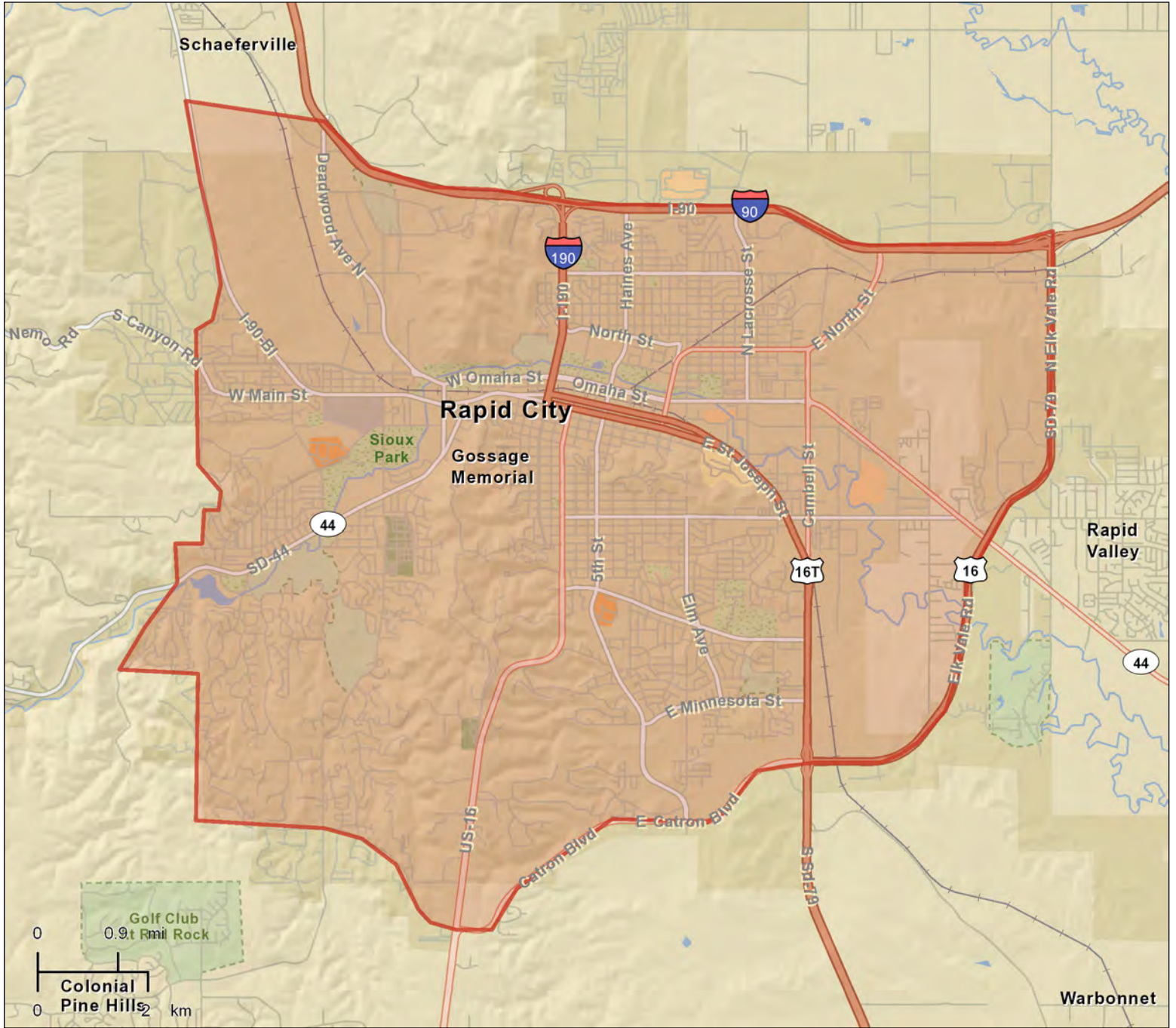
Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,747	13,079	55.1%
White Alone	20,285	12,304	60.7%
Black/African American	269	63	23.4%
American Indian/Alaska	2,188	400	18.3%
Asian Alone	216	81	37.5%
Pacific Islander Alone	19	7	36.8%
Other Race Alone	171	56	32.7%
Two or More Races	599	168	28.0%
Hispanic Origin	703	249	35.4%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	23,748	13,079	55.1%
1-Person	8,141	3,330	40.9%
2-Person	8,145	5,333	65.5%
3-Person	3,310	1,909	57.7%
4-Person	2,427	1,520	62.6%
5-Person	1,112	663	59.6%
6-Person	387	207	53.5%
7+ Person	226	117	51.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

D1364 Rapid City, SD
 Area: 34.80 Square miles
 Shapefile

D1364 Rapid City, SD





Household Income Profile

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

Summary	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	69,637	74,566	4,929	1.38%
Households	29,164	31,507	2,343	1.56%
Median Age	36.5	37.5	1.0	0.54%
Average Household Size	2.30	2.29	-0.01	-0.09%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
Household	29,164	100%	31,507	100%
<\$15,000	4,632	15.9%	4,911	15.6%
\$15,000-\$24,999	3,829	13.1%	3,168	10.1%
\$25,000-\$34,999	3,865	13.3%	3,057	9.7%
\$35,000-\$49,999	4,754	16.3%	4,417	14.0%
\$50,000-\$74,999	5,565	19.1%	7,549	24.0%
\$75,000-\$99,999	2,803	9.6%	3,846	12.2%
\$100,000-\$149,999	2,408	8.3%	3,002	9.5%
\$150,000-\$199,999	548	1.9%	697	2.2%
\$200,000+	760	2.6%	860	2.7%
Median Household Income	\$40,854		\$50,402	
Average Household Income	\$56,616		\$63,818	
Per Capita Income	\$24,313		\$27,544	

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Household Income Profile

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

2012 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	2,173	5,306	4,102	5,448	5,202	3,355	3,577
<\$15,000	800	819	507	687	706	393	720
\$15,000-\$24,999	364	798	420	486	594	378	789
\$25,000-\$34,999	250	831	517	654	577	546	489
\$35,000-\$49,999	394	935	595	681	813	667	668
\$50,000-\$74,999	273	1,030	883	1,151	962	783	483
\$75,000-\$99,999	46	498	438	687	660	211	263
\$100,000-\$149,999	33	317	442	680	614	191	131
\$150,000-\$199,999	2	33	80	199	116	105	14
\$200,000+	11	45	220	223	160	81	20
Median HH Income	\$22,113	\$37,425	\$50,212	\$53,213	\$47,834	\$41,700	\$29,963
Average HH Income	\$30,492	\$47,790	\$68,993	\$70,337	\$64,001	\$56,545	\$39,830
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	36.8%	15.4%	12.4%	12.6%	13.6%	11.7%	20.1%
\$15,000-\$24,999	16.8%	15.0%	10.2%	8.9%	11.4%	11.3%	22.1%
\$25,000-\$34,999	11.5%	15.7%	12.6%	12.0%	11.1%	16.3%	13.7%
\$35,000-\$49,999	18.1%	17.6%	14.5%	12.5%	15.6%	19.9%	18.7%
\$50,000-\$74,999	12.6%	19.4%	21.5%	21.1%	18.5%	23.3%	13.5%
\$75,000-\$99,999	2.1%	9.4%	10.7%	12.6%	12.7%	6.3%	7.4%
\$100,000-\$149,999	1.5%	6.0%	10.8%	12.5%	11.8%	5.7%	3.7%
\$150,000-\$199,999	0.1%	0.6%	2.0%	3.7%	2.2%	3.1%	0.4%
\$200,000+	0.5%	0.8%	5.4%	4.1%	3.1%	2.4%	0.6%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Household Income Profile

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

2017 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	2,122	5,633	4,242	5,365	5,805	4,315	4,028
<\$15,000	805	866	496	652	743	511	839
\$15,000-\$24,999	294	655	292	353	469	381	725
\$25,000-\$34,999	196	662	361	442	452	543	402
\$35,000-\$49,999	353	865	520	548	746	717	668
\$50,000-\$74,999	357	1,401	1,116	1,362	1,330	1,251	733
\$75,000-\$99,999	63	681	566	817	942	354	422
\$100,000-\$149,999	40	408	539	748	784	291	192
\$150,000-\$199,999	2	45	103	220	149	157	21
\$200,000+	12	50	249	223	190	110	26
Median HH Income	\$23,223	\$44,972	\$57,384	\$59,782	\$56,817	\$50,060	\$35,759
Average HH Income	\$33,234	\$53,472	\$80,443	\$78,588	\$72,664	\$63,265	\$45,014
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	37.9%	15.4%	11.7%	12.2%	12.8%	11.8%	20.8%
\$15,000-\$24,999	13.9%	11.6%	6.9%	6.6%	8.1%	8.8%	18.0%
\$25,000-\$34,999	9.2%	11.8%	8.5%	8.2%	7.8%	12.6%	10.0%
\$35,000-\$49,999	16.6%	15.4%	12.3%	10.2%	12.9%	16.6%	16.6%
\$50,000-\$74,999	16.8%	24.9%	26.3%	25.4%	22.9%	29.0%	18.2%
\$75,000-\$99,999	3.0%	12.1%	13.3%	15.2%	16.2%	8.2%	10.5%
\$100,000-\$149,999	1.9%	7.2%	12.7%	13.9%	13.5%	6.7%	4.8%
\$150,000-\$199,999	0.1%	0.8%	2.4%	4.1%	2.6%	3.6%	0.5%
\$200,000+	0.6%	0.9%	5.9%	4.2%	3.3%	2.5%	0.6%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Business Summary

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

Data for all businesses in area		Rapid City, SD (4652980)			
Total Businesses:		4,331			
Total Employees:		57,607			
Total Residential Population:		68,527			
Employee/Residential Population Ratio:		0.84			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	91	2.1%	487	0.8%	
Construction	346	8.0%	3,559	6.2%	
Manufacturing	145	3.3%	2,894	5.0%	
Transportation	114	2.6%	1,139	2.0%	
Communication	52	1.2%	738	1.3%	
Utility	15	0.3%	576	1.0%	
Wholesale Trade	198	4.6%	2,355	4.1%	
Retail Trade Summary	918	21.2%	13,561	23.5%	
Home Improvement	71	1.6%	1,118	1.9%	
General Merchandise Stores	23	0.5%	2,323	4.0%	
Food Stores	72	1.7%	954	1.7%	
Auto Dealers, Gas Stations, Auto Aftermarket	124	2.9%	1,337	2.3%	
Apparel & Accessory Stores	71	1.6%	508	0.9%	
Furniture & Home Furnishings	102	2.4%	757	1.3%	
Eating & Drinking Places	205	4.7%	4,612	8.0%	
Miscellaneous Retail	250	5.8%	1,952	3.4%	
Finance, Insurance, Real Estate Summary	440	10.2%	3,010	5.2%	
Banks, Savings & Lending Institutions	111	2.6%	969	1.7%	
Securities Brokers	47	1.1%	213	0.4%	
Insurance Carriers & Agents	108	2.5%	624	1.1%	
Real Estate, Holding, Other Investment Offices	174	4.0%	1,204	2.1%	
Services Summary	1,774	41.0%	26,297	45.6%	
Hotels & Lodging	61	1.4%	1,349	2.3%	
Automotive Services	145	3.3%	723	1.3%	
Motion Pictures & Amusements	147	3.4%	1,348	2.3%	
Health Services	244	5.6%	11,319	19.6%	
Legal Services	75	1.7%	448	0.8%	
Education Institutions & Libraries	90	2.1%	3,103	5.4%	
Other Services	1,012	23.4%	8,007	13.9%	
Government	183	4.2%	2,817	4.9%	
Other	55	1.3%	174	0.3%	
Totals	4,331	100%	57,607	100%	

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

January 14, 2013



Business Summary

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	14	0.3%	127	0.2%
Mining	7	0.2%	36	0.1%
Utilities	10	0.2%	523	0.9%
Construction	388	9.0%	3,698	6.4%
Manufacturing	160	3.7%	2,842	4.9%
Wholesale Trade	195	4.5%	2,305	4.0%
Retail Trade	679	15.7%	8,716	15.1%
Motor Vehicle & Parts Dealers	97	2.2%	1,044	1.8%
Furniture & Home Furnishings Stores	48	1.1%	371	0.6%
Electronics & Appliance Stores	34	0.8%	229	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	68	1.6%	1,109	1.9%
Food & Beverage Stores	59	1.4%	956	1.7%
Health & Personal Care Stores	59	1.4%	403	0.7%
Gasoline Stations	27	0.6%	293	0.5%
Clothing & Clothing Accessories Stores	89	2.1%	600	1.0%
Sport Goods, Hobby, Book, & Music Stores	65	1.5%	524	0.9%
General Merchandise Stores	23	0.5%	2,323	4.0%
Miscellaneous Store Retailers	102	2.4%	721	1.3%
Nonstore Retailers	8	0.2%	143	0.2%
Transportation & Warehousing	73	1.7%	850	1.5%
Information	90	2.1%	1,354	2.4%
Finance & Insurance	273	6.3%	1,859	3.2%
Central Bank/Credit Intermediation & Related Activities	113	2.6%	1,011	1.8%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	50	1.2%	218	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	110	2.5%	630	1.1%
Real Estate, Rental & Leasing	223	5.1%	1,297	2.3%
Professional, Scientific & Tech Services	359	8.3%	2,648	4.6%
Legal Services	81	1.9%	505	0.9%
Management of Companies & Enterprises	6	0.1%	89	0.2%
Administrative & Support & Waste Management & Remediation Services	202	4.7%	1,988	3.5%
Educational Services	109	2.5%	3,143	5.5%
Health Care & Social Assistance	377	8.7%	13,115	22.8%
Arts, Entertainment & Recreation	111	2.6%	1,165	2.0%
Accommodation & Food Services	274	6.3%	5,998	10.4%
Accommodation	61	1.4%	1,349	2.3%
Food Services & Drinking Places	213	4.9%	4,649	8.1%
Other Services (except Public Administration)	539	12.4%	2,788	4.8%
Automotive Repair & Maintenance	115	2.7%	572	1.0%
Public Administration	185	4.3%	2,845	4.9%
Unclassified Establishments	57	1.3%	221	0.4%
Total	4,331	100%	57,607	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

January 14, 2013



Demographic and Income Profile

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

Summary	Census 2010	2012	2017
Population	67,956	69,637	74,566
Households	28,586	29,164	31,507
Families	16,957	17,112	18,387
Average Household Size	2.29	2.30	2.29
Owner Occupied Housing Units	16,449	16,940	18,382
Renter Occupied Housing Units	12,137	12,224	13,126
Median Age	35.6	36.5	37.5
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.38%	1.10%	0.68%
Households	1.56%	1.26%	0.74%
Families	1.45%	1.21%	0.72%
Owner HHs	1.65%	1.31%	0.91%
Median Household Income	4.29%	3.22%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	4,632	15.9%	4,911	15.6%
\$15,000 - \$24,999	3,829	13.1%	3,168	10.1%
\$25,000 - \$34,999	3,865	13.3%	3,057	9.7%
\$35,000 - \$49,999	4,754	16.3%	4,417	14.0%
\$50,000 - \$74,999	5,565	19.1%	7,549	24.0%
\$75,000 - \$99,999	2,803	9.6%	3,846	12.2%
\$100,000 - \$149,999	2,408	8.3%	3,002	9.5%
\$150,000 - \$199,999	548	1.9%	697	2.2%
\$200,000+	760	2.6%	860	2.7%
Median Household Income	\$40,854		\$50,402	
Average Household Income	\$56,616		\$63,818	
Per Capita Income	\$24,313		\$27,544	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,109	7.5%	5,088	7.3%	5,383	7.2%
5 - 9	4,451	6.5%	4,479	6.4%	4,723	6.3%
10 - 14	4,204	6.2%	4,215	6.1%	4,507	6.0%
15 - 19	4,377	6.4%	4,292	6.2%	4,353	5.8%
20 - 24	5,369	7.9%	5,495	7.9%	5,390	7.2%
25 - 34	9,989	14.7%	10,117	14.5%	10,779	14.5%
35 - 44	7,522	11.1%	7,470	10.7%	7,762	10.4%
45 - 54	9,207	13.5%	9,350	13.4%	9,252	12.4%
55 - 64	7,878	11.6%	8,619	12.4%	9,671	13.0%
65 - 74	4,811	7.1%	5,283	7.6%	6,838	9.2%
75 - 84	3,470	5.1%	3,564	5.1%	4,033	5.4%
85+	1,569	2.3%	1,664	2.4%	1,874	2.5%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	54,658	80.4%	56,140	80.6%	59,208	79.4%
Black Alone	764	1.1%	1,137	1.6%	2,059	2.8%
American Indian Alone	8,416	12.4%	8,325	12.0%	9,000	12.1%
Asian Alone	795	1.2%	829	1.2%	991	1.3%
Pacific Islander Alone	52	0.1%	49	0.1%	53	0.1%
Some Other Race Alone	477	0.7%	457	0.7%	446	0.6%
Two or More Races	2,794	4.1%	2,700	3.9%	2,809	3.8%
Hispanic Origin (Any Race)	2,816	4.1%	2,897	4.2%	3,576	4.8%

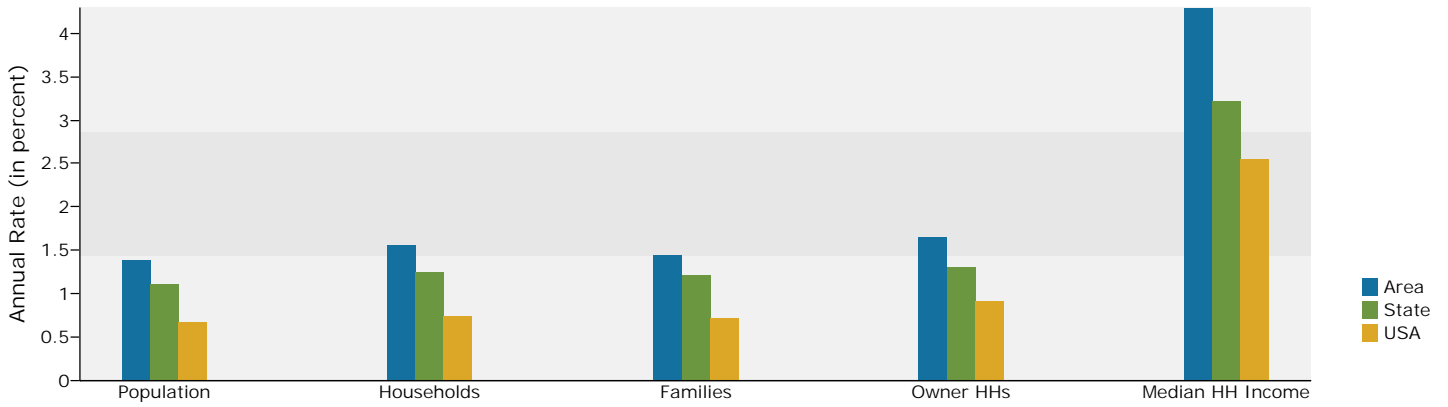
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

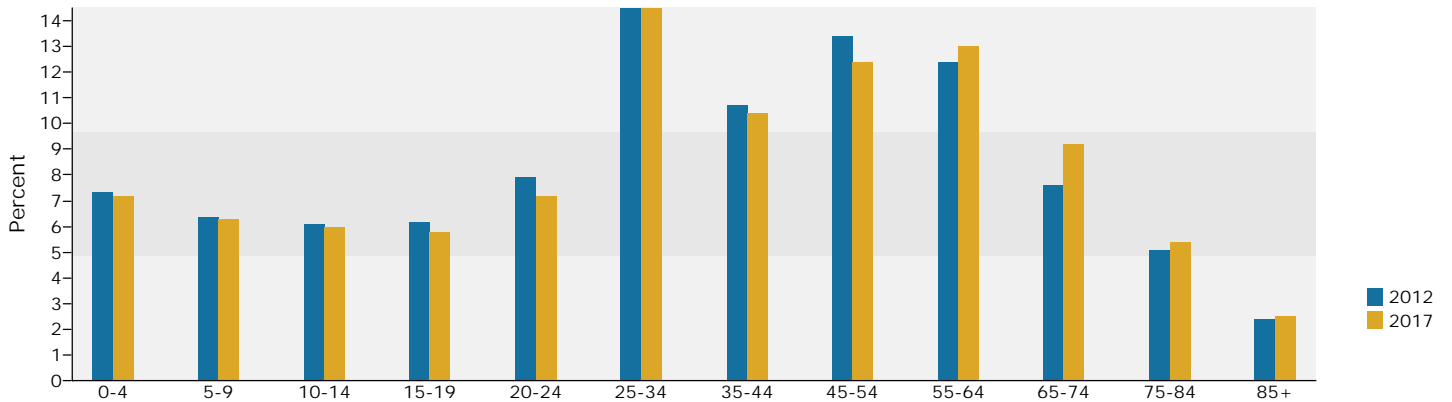
January 14, 2013

Made with Esri Business Analyst

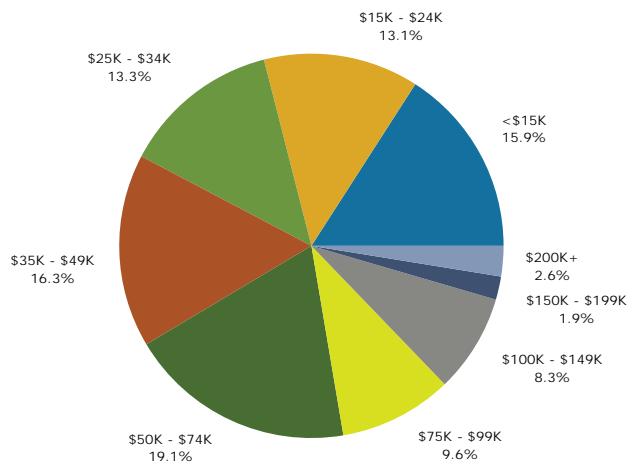
Trends 2012-2017



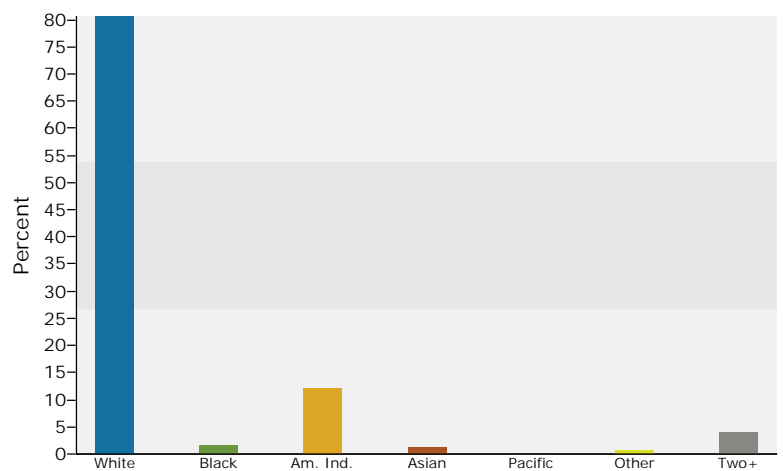
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Housing Profile

Rapid City, SD_2
 Rapid City, SD (4652980)
 Geography: Place

RAPID CITY, SD D1364

Population		Households	
2010 Total Population	67,956	2012 Median Household Income	\$40,854
2012 Total Population	69,637	2017 Median Household Income	\$50,402
2017 Total Population	74,566	2012-2017 Annual Rate	4.29%
2012-2017 Annual Rate	1.38%		

Housing Units by Occupancy Status and Tenure	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	30,254	100.0%	30,868	100.0%	32,976	100.0%
Occupied	28,586	94.5%	29,164	94.5%	31,508	95.5%
Owner	16,449	54.4%	16,940	54.9%	18,382	55.7%
Renter	12,137	40.1%	12,224	39.6%	13,126	39.8%
Vacant	1,668	5.5%	1,704	5.5%	1,469	4.5%

Owner Occupied Housing Units by Value	2012		2017	
	Number	Percent	Number	Percent
Total	16,933	100.0%	18,381	100.0%
<\$50,000	191	1.1%	164	0.9%
\$50,000-\$99,999	1,645	9.7%	1,574	8.6%
\$100,000-\$149,999	4,473	26.4%	3,713	20.2%
\$150,000-\$199,999	6,743	39.8%	4,687	25.5%
\$200,000-\$249,999	2,379	14.0%	5,224	28.4%
\$250,000-\$299,999	632	3.7%	1,576	8.6%
\$300,000-\$399,999	355	2.1%	682	3.7%
\$400,000-\$499,999	111	0.7%	190	1.0%
\$500,000-\$749,999	117	0.7%	214	1.2%
\$750,000-\$999,999	278	1.6%	346	1.9%
\$1,000,000+	9	0.1%	11	0.1%
Median Value	\$165,998		\$189,892	
Average Value	\$181,787		\$206,178	

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Housing Profile

Rapid City, SD_2
Rapid City, SD (4652980)
Geography: Place

RAPID CITY, SD D1364

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	16,449	100.0%
Owned with a Mortgage/Loan	10,995	66.8%
Owned Free and Clear	5,454	33.2%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	1,668	100.0%
For Rent	701	42.0%
Rented- Not Occupied	64	3.8%
For Sale Only	366	21.9%
Sold - Not Occupied	87	5.2%
Seasonal/Recreational/Occasional Use	129	7.7%
For Migrant Workers	5	0.3%
Other Vacant	316	18.9%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	28,586	16,449	57.5%
15-24	2,248	304	13.5%
25-34	5,304	2,102	39.6%
35-44	4,205	2,398	57.0%
45-54	5,443	3,589	65.9%
55-64	4,826	3,543	73.4%
65-74	3,079	2,340	76.0%
75-84	2,414	1,665	69.0%
85+	1,067	508	47.6%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	28,586	16,449	57.5%
White Alone	24,526	15,445	63.0%
Black/African American	349	92	26.4%
American Indian/Alaska	2,516	497	19.8%
Asian Alone	262	108	41.2%
Pacific Islander Alone	23	8	34.8%
Other Race Alone	198	73	36.9%
Two or More Races	712	226	31.7%
Hispanic Origin	809	309	38.2%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	28,586	16,449	57.5%
1-Person	9,406	4,009	42.6%
2-Person	9,997	6,735	67.4%
3-Person	4,028	2,434	60.4%
4-Person	3,011	1,976	65.6%
5-Person	1,397	888	63.6%
6-Person	480	274	57.1%
7+ Person	267	133	49.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Rapid City, SD_2
Rapid City, SD (4652980)
Geography: Place

RAPID CITY, SD D1364

	2000	2010	2000-2010 Annual Rate
Population	61,935	67,956	0.93%
Households	24,821	28,586	1.42%
Housing Units	26,011	30,254	1.52%

Population by Race	Number	Percent
Total	67,956	100.0%
Population Reporting One Race	65,162	95.9%
White	54,658	80.4%
Black	764	1.1%
American Indian	8,416	12.4%
Asian	795	1.2%
Pacific Islander	52	0.1%
Some Other Race	477	0.7%
Population Reporting Two or More Races	2,794	4.1%
Total Hispanic Population	2,816	4.1%

Population by Sex	Number	Percent
Male	33,605	49.5%
Female	34,351	50.5%

Population by Age	Number	Percent
Total	67,956	100.0%
Age 0 - 4	5,109	7.5%
Age 5 - 9	4,451	6.6%
Age 10 - 14	4,204	6.2%
Age 15 - 19	4,377	6.4%
Age 20 - 24	5,369	7.9%
Age 25 - 29	5,540	8.2%
Age 30 - 34	4,449	6.5%
Age 35 - 39	3,903	5.7%
Age 40 - 44	3,619	5.3%
Age 45 - 49	4,487	6.6%
Age 50 - 54	4,720	6.9%
Age 55 - 59	4,383	6.5%
Age 60 - 64	3,495	5.1%
Age 65 - 69	2,580	3.8%
Age 70 - 74	2,231	3.3%
Age 75 - 79	1,895	2.8%
Age 80 - 84	1,575	2.3%
Age 85+	1,569	2.3%
Age 18+	51,715	76.1%
Age 65+	9,850	14.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.6
Male	33.8
Female	37.6
White Alone	39.7
Black Alone	29.8
American Indian Alone	24.1
Asian Alone	29.8
Pacific Islander Alone	30.0
Some Other Race Alone	29.7
Two or More Races	16.6
Hispanic Population	21.0

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Rapid City, SD_2
Rapid City, SD (4652980)
Geography: Place

RAPID CITY, SD D1364

Households by Type		
Total	28,586	100.0%
Households with 1 Person	9,406	32.9%
Households with 2+ People	19,180	67.1%
Family Households	16,957	59.3%
Husband-wife Families	11,769	41.2%
With Own Children	4,357	15.2%
Other Family (No Spouse Present)	5,188	18.1%
With Own Children	3,384	11.8%
Nonfamily Households	2,223	7.8%
All Households with Children	8,543	29.9%
Multigenerational Households	624	2.2%
Unmarried Partner Households	2,209	7.7%
Male-female	2,069	7.2%
Same-sex	140	0.5%
Average Household Size	2.29	

Family Households by Size		
Total	16,957	100.0%
2 People	8,189	48.3%
3 People	3,754	22.1%
4 People	2,912	17.2%
5 People	1,364	8.0%
6 People	475	2.8%
7+ People	263	1.6%
Average Family Size	2.90	

Nonfamily Households by Size		
Total	11,629	100.0%
1 Person	9,406	80.9%
2 People	1,808	15.5%
3 People	274	2.4%
4 People	99	0.9%
5 People	33	0.3%
6 People	5	0.0%
7+ People	4	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type		
Total	67,956	100.0%
In Households	65,485	96.4%
In Family Households	51,014	75.1%
Householder	16,957	25.0%
Spouse	11,769	17.3%
Child	18,927	27.9%
Other relative	1,560	2.3%
Nonrelative	1,801	2.7%
In Nonfamily Households	14,471	21.3%
In Group Quarters	2,471	3.6%
Institutionalized Population	1,331	2.0%
Noninstitutionalized Population	1,140	1.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Rapid City, SD_2
Rapid City, SD (4652980)
Geography: Place

RAPID CITY, SD D1364

Family Households by Age of Householder		
Total		16,957 100.0%
Householder Age	15 - 44	7,346 43.3%
Householder Age	45 - 54	3,502 20.7%
Householder Age	55 - 64	2,892 17.1%
Householder Age	65 - 74	1,770 10.4%
Householder Age	75+	1,447 8.5%

Nonfamily Households by Age of Householder		
Total		11,629 100.0%
Householder Age	15 - 44	4,411 37.9%
Householder Age	45 - 54	1,941 16.7%
Householder Age	55 - 64	1,934 16.6%
Householder Age	65 - 74	1,309 11.3%
Householder Age	75+	2,034 17.5%

Households by Race of Householder		
Total		28,586 100.0%
Householder is	White Alone	24,526 85.8%
Householder is	Black Alone	349 1.2%
Householder is	American Indian Alone	2,516 8.8%
Householder is	Asian Alone	262 0.9%
Householder is	Pacific Islander Alone	23 0.1%
Householder is	Some Other Race Alone	198 0.7%
Householder is	Two or More Races	712 2.5%
Households with	Hispanic Householder	809 2.8%

Husband-wife Families by Race of Householder		
Total		11,769 100.0%
Householder is	White Alone	10,830 92.0%
Householder is	Black Alone	118 1.0%
Householder is	American Indian Alone	469 4.0%
Householder is	Asian Alone	93 0.8%
Householder is	Pacific Islander Alone	9 0.1%
Householder is	Some Other Race Alone	73 0.6%
Householder is	Two or More Races	177 1.5%
Husband-wife Families with	Hispanic Householder	257 2.2%

Other Families (No Spouse) by Race of Householder		
Total		5,188 100.0%
Householder is	White Alone	3,517 67.8%
Householder is	Black Alone	38 0.7%
Householder is	American Indian Alone	1,249 24.1%
Householder is	Asian Alone	49 0.9%
Householder is	Pacific Islander Alone	6 0.1%
Householder is	Some Other Race Alone	57 1.1%
Householder is	Two or More Races	272 5.2%
Other Families with	Hispanic Householder	258 5.0%

Nonfamily Households by Race of Householder		
Total		11,629 100.0%
Householder is	White Alone	10,179 87.5%
Householder is	Black Alone	193 1.7%
Householder is	American Indian Alone	798 6.9%
Householder is	Asian Alone	120 1.0%
Householder is	Pacific Islander Alone	8 0.1%
Householder is	Some Other Race Alone	68 0.6%
Householder is	Two or More Races	263 2.3%
Nonfamily Households with	Hispanic Householder	294 2.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Rapid City, SD_2
Rapid City, SD (4652980)
Geography: Place

RAPID CITY, SD D1364

Total Housing Units by Occupancy

Total	30,254	100.0%
Occupied Housing Units	28,586	94.5%
Vacant Housing Units		
For Rent	701	2.3%
Rented, not Occupied	64	0.2%
For Sale Only	366	1.2%
Sold, not Occupied	87	0.3%
For Seasonal/Recreational/Occasional Use	129	0.4%
For Migrant Workers	5	0.0%
Other Vacant	316	1.0%
Total Vacancy Rate	5.5%	

Households by Tenure and Mortgage Status

Total	28,586	100.0%
Owner Occupied	16,449	57.5%
Owned with a Mortgage/Loan	10,995	38.5%
Owned Free and Clear	5,454	19.1%
Average Household Size	2.42	
Renter Occupied	12,137	42.5%
Average Household Size	2.12	

Owner-occupied Housing Units by Race of Householder

Total	16,449	100.0%
Householder is White Alone	15,445	93.9%
Householder is Black Alone	92	0.6%
Householder is American Indian Alone	497	3.0%
Householder is Asian Alone	108	0.7%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	73	0.4%
Householder is Two or More Races	226	1.4%
Owner-occupied Housing Units with Hispanic Householder	309	1.9%

Renter-occupied Housing Units by Race of Householder

Total	12,137	100.0%
Householder is White Alone	9,081	74.8%
Householder is Black Alone	257	2.1%
Householder is American Indian Alone	2,019	16.6%
Householder is Asian Alone	154	1.3%
Householder is Pacific Islander Alone	15	0.1%
Householder is Some Other Race Alone	125	1.0%
Householder is Two or More Races	486	4.0%
Renter-occupied Housing Units with Hispanic Householder	500	4.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.21
Householder is Black Alone	2.05
Householder is American Indian Alone	2.99
Householder is Asian Alone	2.47
Householder is Pacific Islander Alone	2.65
Householder is Some Other Race Alone	2.67
Householder is Two or More Races	2.61
Householder is Hispanic	2.73

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Household Income Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

Summary	2012	2017	2012-2017 Change	2012-2017 Annual Rate
Population	104,397	113,206	8,809	1.63%
Households	42,427	46,326	3,899	1.77%
Median Age	37.1	37.9	0.8	0.43%
Average Household Size	2.40	2.39	-0.01	-0.08%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
Household	42,427	100%	46,326	100%
<\$15,000	6,253	14.7%	6,610	14.3%
\$15,000-\$24,999	5,237	12.3%	4,333	9.4%
\$25,000-\$34,999	5,550	13.1%	4,315	9.3%
\$35,000-\$49,999	7,283	17.2%	6,809	14.7%
\$50,000-\$74,999	8,400	19.8%	11,614	25.1%
\$75,000-\$99,999	4,239	10.0%	5,877	12.7%
\$100,000-\$149,999	3,581	8.4%	4,491	9.7%
\$150,000-\$199,999	857	2.0%	1,110	2.4%
\$200,000+	1,027	2.4%	1,167	2.5%
Median Household Income	\$42,301		\$51,459	
Average Household Income	\$57,379		\$64,596	
Per Capita Income	\$23,767		\$26,861	

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Household Income Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

2012 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	2,752	7,433	6,323	8,440	7,993	4,911	4,575
<\$15,000	951	1,075	731	957	1,039	590	910
\$15,000-\$24,999	460	1,064	595	694	868	520	1,036
\$25,000-\$34,999	334	1,134	799	968	885	769	661
\$35,000-\$49,999	515	1,431	988	1,115	1,313	1,026	895
\$50,000-\$74,999	374	1,510	1,424	1,903	1,503	1,130	556
\$75,000-\$99,999	62	695	697	1,113	1,037	321	314
\$100,000-\$149,999	41	424	669	1,049	939	303	156
\$150,000-\$199,999	4	48	128	323	185	146	23
\$200,000+	11	52	292	318	224	106	24
Median HH Income	\$23,909	\$38,503	\$50,529	\$54,452	\$48,341	\$41,991	\$29,387
Average HH Income	\$31,330	\$47,979	\$67,755	\$70,906	\$63,837	\$56,194	\$39,013
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	34.6%	14.5%	11.6%	11.3%	13.0%	12.0%	19.9%
\$15,000-\$24,999	16.7%	14.3%	9.4%	8.2%	10.9%	10.6%	22.6%
\$25,000-\$34,999	12.1%	15.3%	12.6%	11.5%	11.1%	15.7%	14.4%
\$35,000-\$49,999	18.7%	19.3%	15.6%	13.2%	16.4%	20.9%	19.6%
\$50,000-\$74,999	13.6%	20.3%	22.5%	22.5%	18.8%	23.0%	12.2%
\$75,000-\$99,999	2.3%	9.4%	11.0%	13.2%	13.0%	6.5%	6.9%
\$100,000-\$149,999	1.5%	5.7%	10.6%	12.4%	11.7%	6.2%	3.4%
\$150,000-\$199,999	0.1%	0.6%	2.0%	3.8%	2.3%	3.0%	0.5%
\$200,000+	0.4%	0.7%	4.6%	3.8%	2.8%	2.2%	0.5%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Household Income Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

2017 Households by Income and Age of Householder							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	2,727	8,017	6,637	8,412	8,998	6,357	5,178
<\$15,000	958	1,137	705	895	1,086	759	1,070
\$15,000-\$24,999	377	874	411	494	680	532	965
\$25,000-\$34,999	261	891	545	637	676	748	557
\$35,000-\$49,999	473	1,341	863	896	1,213	1,105	918
\$50,000-\$74,999	502	2,119	1,865	2,303	2,122	1,845	858
\$75,000-\$99,999	88	979	914	1,343	1,497	544	512
\$100,000-\$149,999	50	552	827	1,155	1,213	461	233
\$150,000-\$199,999	6	66	171	367	245	220	35
\$200,000+	12	58	336	322	266	143	30
Median HH Income	\$25,852	\$46,586	\$57,748	\$60,986	\$57,384	\$50,257	\$34,930
Average HH Income	\$34,314	\$53,677	\$78,882	\$79,137	\$72,501	\$62,749	\$44,048
Percent Distribution							
	15-24	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	35.1%	14.2%	10.6%	10.6%	12.1%	11.9%	20.7%
\$15,000-\$24,999	13.8%	10.9%	6.2%	5.9%	7.6%	8.4%	18.6%
\$25,000-\$34,999	9.6%	11.1%	8.2%	7.6%	7.5%	11.8%	10.8%
\$35,000-\$49,999	17.3%	16.7%	13.0%	10.7%	13.5%	17.4%	17.7%
\$50,000-\$74,999	18.4%	26.4%	28.1%	27.4%	23.6%	29.0%	16.6%
\$75,000-\$99,999	3.2%	12.2%	13.8%	16.0%	16.6%	8.6%	9.9%
\$100,000-\$149,999	1.8%	6.9%	12.5%	13.7%	13.5%	7.3%	4.5%
\$150,000-\$199,999	0.2%	0.8%	2.6%	4.4%	2.7%	3.5%	0.7%
\$200,000+	0.4%	0.7%	5.1%	3.8%	3.0%	2.2%	0.6%

Data Note: Income reported for July 1, 2017 represents annual income for the preceding year, expressed in current (2016) dollars, including an adjustment for inflation.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2012 and 2017.



Business Summary

Pennington County, SD_2
Pennington County, SD (46103)
Geography: County

RAPID CITY, SD D1364

Data for all businesses in area

	Pennington County, SD (46...	
Total Businesses:	5,491	
Total Employees:	65,874	
Total Residential Population:	102,421	
Employee/Residential Population Ratio:	0.64	

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	142	2.6%	650	1.0%
Construction	505	9.2%	4,284	6.5%
Manufacturing	183	3.3%	3,168	4.8%
Transportation	172	3.1%	1,446	2.2%
Communication	57	1.0%	854	1.3%
Utility	23	0.4%	667	1.0%
Wholesale Trade	250	4.6%	2,811	4.3%
Retail Trade Summary	1,149	20.9%	15,201	23.1%
Home Improvement	88	1.6%	1,319	2.0%
General Merchandise Stores	25	0.5%	2,326	3.5%
Food Stores	89	1.6%	1,096	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	162	3.0%	1,526	2.3%
Apparel & Accessory Stores	79	1.4%	533	0.8%
Furniture & Home Furnishings	117	2.1%	816	1.2%
Eating & Drinking Places	273	5.0%	5,338	8.1%
Miscellaneous Retail	316	5.8%	2,247	3.4%
Finance, Insurance, Real Estate Summary	504	9.2%	3,243	4.9%
Banks, Savings & Lending Institutions	119	2.2%	1,010	1.5%
Securities Brokers	49	0.9%	256	0.4%
Insurance Carriers & Agents	116	2.1%	641	1.0%
Real Estate, Holding, Other Investment Offices	220	4.0%	1,336	2.0%
Services Summary	2,189	39.9%	29,877	45.4%
Hotels & Lodging	150	2.7%	2,221	3.4%
Automotive Services	178	3.2%	856	1.3%
Motion Pictures & Amusements	186	3.4%	1,847	2.8%
Health Services	257	4.7%	11,510	17.5%
Legal Services	76	1.4%	450	0.7%
Education Institutions & Libraries	117	2.1%	3,898	5.9%
Other Services	1,225	22.3%	9,095	13.8%
Government	243	4.4%	3,443	5.2%
Other	74	1.3%	230	0.3%
Totals	5,491	100%	65,874	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

January 14, 2013



Business Summary

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	42	0.8%	204	0.3%
Mining	10	0.2%	49	0.1%
Utilities	15	0.3%	552	0.8%
Construction	576	10.5%	4,498	6.8%
Manufacturing	200	3.6%	3,136	4.8%
Wholesale Trade	245	4.5%	2,753	4.2%
Retail Trade	834	15.2%	9,570	14.5%
Motor Vehicle & Parts Dealers	127	2.3%	1,179	1.8%
Furniture & Home Furnishings Stores	51	0.9%	379	0.6%
Electronics & Appliance Stores	37	0.7%	242	0.4%
Bldg Material & Garden Equipment & Supplies Dealers	84	1.5%	1,304	2.0%
Food & Beverage Stores	77	1.4%	1,094	1.7%
Health & Personal Care Stores	61	1.1%	405	0.6%
Gasoline Stations	35	0.6%	347	0.5%
Clothing & Clothing Accessories Stores	100	1.8%	640	1.0%
Sport Goods, Hobby, Book, & Music Stores	81	1.5%	563	0.9%
General Merchandise Stores	25	0.5%	2,326	3.5%
Miscellaneous Store Retailers	146	2.7%	939	1.4%
Nonstore Retailers	10	0.2%	152	0.2%
Transportation & Warehousing	121	2.2%	1,157	1.8%
Information	104	1.9%	1,493	2.3%
Finance & Insurance	292	5.3%	1,962	3.0%
Central Bank/Credit Intermediation & Related Activities	122	2.2%	1,054	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	52	0.9%	261	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	118	2.1%	647	1.0%
Real Estate, Rental & Leasing	269	4.9%	1,428	2.2%
Professional, Scientific & Tech Services	415	7.6%	2,839	4.3%
Legal Services	82	1.5%	507	0.8%
Management of Companies & Enterprises	7	0.1%	95	0.1%
Administrative & Support & Waste Management & Remediation Services	250	4.6%	2,460	3.7%
Educational Services	136	2.5%	3,945	6.0%
Health Care & Social Assistance	413	7.5%	13,561	20.6%
Arts, Entertainment & Recreation	155	2.8%	1,700	2.6%
Accommodation & Food Services	432	7.9%	7,621	11.6%
Accommodation	150	2.7%	2,221	3.4%
Food Services & Drinking Places	282	5.1%	5,400	8.2%
Other Services (except Public Administration)	652	11.9%	3,095	4.7%
Automotive Repair & Maintenance	137	2.5%	638	1.0%
Public Administration	245	4.5%	3,471	5.3%
Unclassified Establishments	78	1.4%	285	0.4%
Total	5,491	100%	65,874	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2012, all rights reserved. Esri forecasts for 2011.

January 14, 2013



Demographic and Income Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

Summary	Census 2010	2012	2017
Population	100,948	104,397	113,206
Households	41,251	42,427	46,326
Families	26,323	26,723	29,072
Average Household Size	2.38	2.40	2.39
Owner Occupied Housing Units	26,792	27,438	30,071
Renter Occupied Housing Units	14,459	14,989	16,255
Median Age	36.7	37.1	37.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.63%	1.10%	0.68%
Households	1.77%	1.26%	0.74%
Families	1.70%	1.21%	0.72%
Owner HHs	1.85%	1.31%	0.91%
Median Household Income	4.00%	3.22%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	6,253	14.7%	6,610	14.3%
\$15,000 - \$24,999	5,237	12.3%	4,333	9.4%
\$25,000 - \$34,999	5,550	13.1%	4,315	9.3%
\$35,000 - \$49,999	7,283	17.2%	6,809	14.7%
\$50,000 - \$74,999	8,400	19.8%	11,614	25.1%
\$75,000 - \$99,999	4,239	10.0%	5,877	12.7%
\$100,000 - \$149,999	3,581	8.4%	4,491	9.7%
\$150,000 - \$199,999	857	2.0%	1,110	2.4%
\$200,000+	1,027	2.4%	1,167	2.5%
Median Household Income	\$42,301		\$51,459	
Average Household Income	\$57,379		\$64,596	
Per Capita Income	\$23,767		\$26,861	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,361	7.3%	7,562	7.2%	8,147	7.2%
5 - 9	6,848	6.8%	7,017	6.7%	7,535	6.7%
10 - 14	6,661	6.6%	6,762	6.5%	7,367	6.5%
15 - 19	6,575	6.5%	6,477	6.2%	6,676	5.9%
20 - 24	7,026	7.0%	7,364	7.1%	7,306	6.5%
25 - 34	13,933	13.8%	14,570	14.0%	15,763	13.9%
35 - 44	11,730	11.6%	11,762	11.3%	12,408	11.0%
45 - 54	14,704	14.6%	14,754	14.1%	14,782	13.1%
55 - 64	12,493	12.4%	13,482	12.9%	15,265	13.5%
65 - 74	7,141	7.1%	7,883	7.6%	10,269	9.1%
75 - 84	4,602	4.6%	4,744	4.5%	5,404	4.8%
85+	1,874	1.9%	2,020	1.9%	2,284	2.0%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	84,350	83.6%	86,945	83.3%	92,892	82.1%
Black Alone	1,050	1.0%	1,689	1.6%	3,132	2.8%
American Indian Alone	9,748	9.7%	9,873	9.5%	10,795	9.5%
Asian Alone	1,052	1.0%	1,150	1.1%	1,404	1.2%
Pacific Islander Alone	80	0.1%	80	0.1%	85	0.1%
Some Other Race Alone	813	0.8%	794	0.8%	796	0.7%
Two or More Races	3,855	3.8%	3,866	3.7%	4,102	3.6%
Hispanic Origin (Any Race)	4,044	4.0%	4,259	4.1%	5,359	4.7%

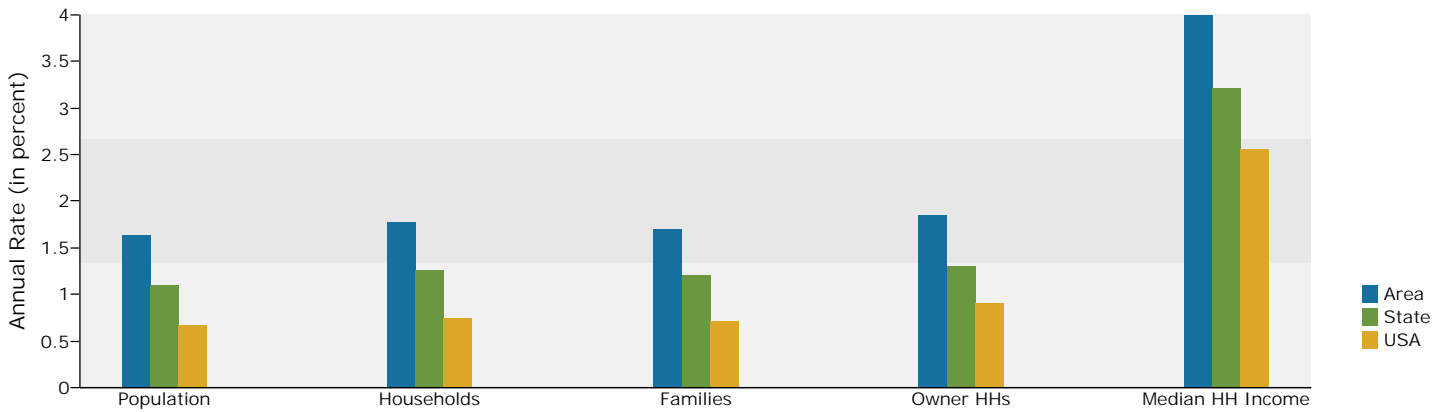
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

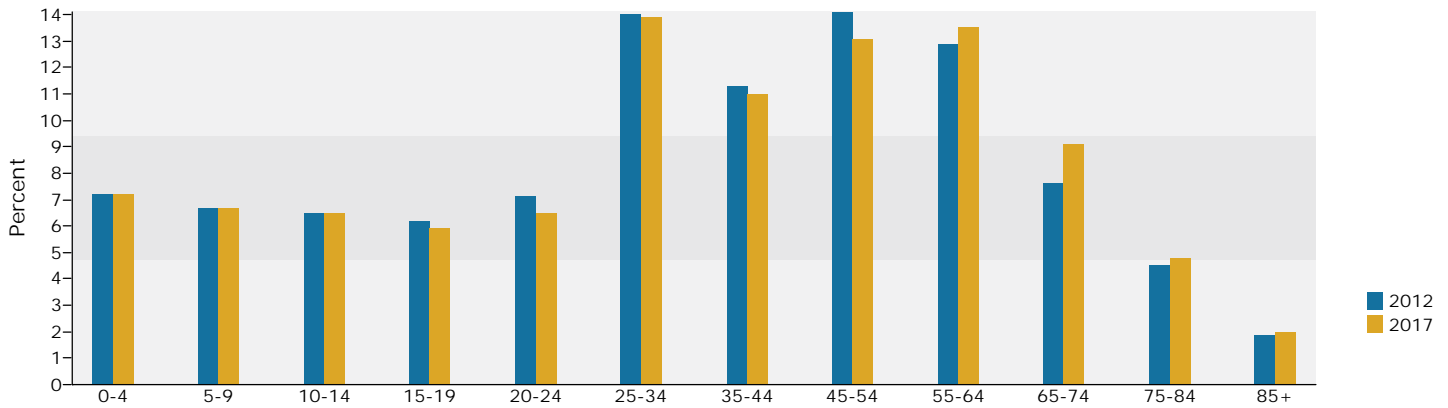
January 14, 2013

Made with Esri Business Analyst

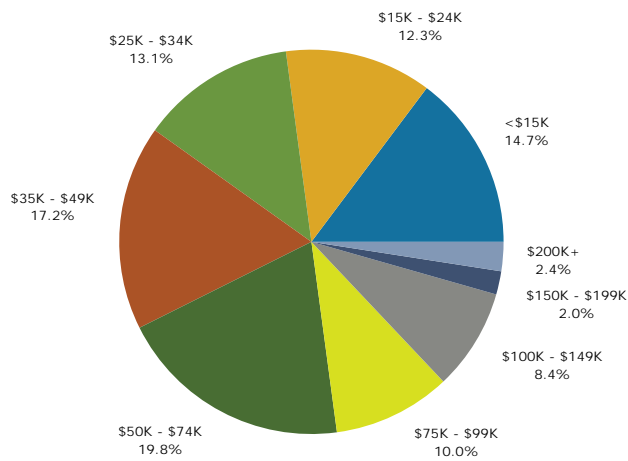
Trends 2012-2017



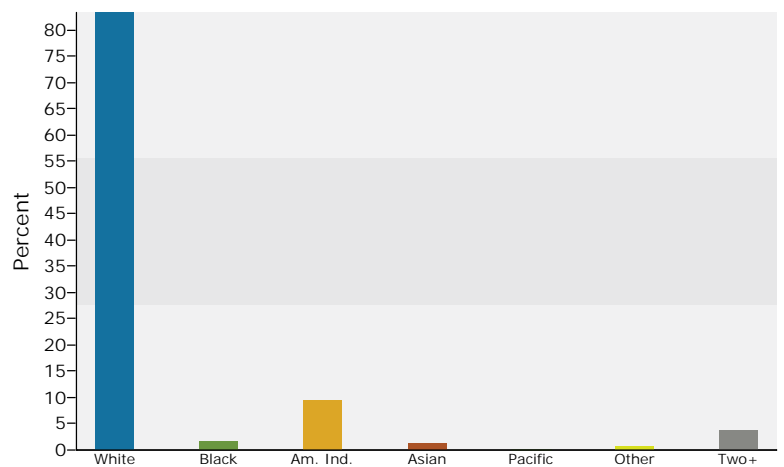
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Housing Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

Population		Households	
2010 Total Population	100,948	2012 Median Household Income	\$42,301
2012 Total Population	104,397	2017 Median Household Income	\$51,459
2017 Total Population	113,206	2012-2017 Annual Rate	4.00%
2012-2017 Annual Rate	1.63%		

Housing Units by Occupancy Status and Tenure	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	44,949	100.0%	46,011	100.0%	49,430	100.0%
Occupied	41,251	91.8%	42,427	92.2%	46,326	93.7%
Owner	26,792	59.6%	27,438	59.6%	30,071	60.8%
Renter	14,459	32.2%	14,989	32.6%	16,255	32.9%
Vacant	3,698	8.2%	3,584	7.8%	3,104	6.3%

Owner Occupied Housing Units by Value	2012		2017	
	Number	Percent	Number	Percent
Total	27,429	100.0%	30,071	100.0%
<\$50,000	311	1.1%	267	0.9%
\$50,000-\$99,999	2,457	9.0%	2,289	7.6%
\$100,000-\$149,999	6,064	22.1%	4,878	16.2%
\$150,000-\$199,999	11,003	40.1%	7,375	24.5%
\$200,000-\$249,999	4,304	15.7%	9,153	30.4%
\$250,000-\$299,999	1,198	4.4%	2,863	9.5%
\$300,000-\$399,999	774	2.8%	1,407	4.7%
\$400,000-\$499,999	267	1.0%	415	1.4%
\$500,000-\$749,999	329	1.2%	555	1.8%
\$750,000-\$999,999	676	2.5%	803	2.7%
\$1,000,000+	46	0.2%	66	0.2%
Median Value		\$172,187		\$201,237
Average Value		\$197,568		\$224,026

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Housing Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

Census 2010 Owner Occupied Housing Units by Mortgage Status		
	Number	Percent
Total	26,792	100.0%
Owned with a Mortgage/Loan	17,968	67.1%
Owned Free and Clear	8,824	32.9%

Census 2010 Vacant Housing Units by Status		
	Number	Percent
Total	3,698	100.0%
For Rent	1,005	27.2%
Rented- Not Occupied	87	2.4%
For Sale Only	554	15.0%
Sold - Not Occupied	142	3.8%
Seasonal/Recreational/Occasional Use	1,306	35.3%
For Migrant Workers	29	0.8%
Other Vacant	575	15.5%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	41,251	26,792	64.9%
15-24	2,746	501	18.2%
25-34	7,167	3,377	47.1%
35-44	6,391	4,176	65.3%
45-54	8,518	6,212	72.9%
55-64	7,500	5,901	78.7%
65-74	4,505	3,621	80.4%
75-84	3,183	2,356	74.0%
85+	1,241	648	52.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	41,251	26,792	64.9%
White Alone	36,348	25,246	69.5%
Black/African American	458	155	33.8%
American Indian/Alaska	2,876	718	25.0%
Asian Alone	326	149	45.7%
Pacific Islander Alone	31	15	48.4%
Other Race Alone	283	128	45.2%
Two or More Races	929	381	41.0%
Hispanic Origin	1,113	514	46.2%

Census 2010 Occupied Housing Units by Size and Home Ownership			
	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	41,251	26,792	64.9%
1-Person	11,966	5,848	48.9%
2-Person	15,012	11,110	74.0%
3-Person	6,031	4,064	67.4%
4-Person	4,840	3,478	71.9%
5-Person	2,201	1,542	70.1%
6-Person	798	517	64.8%
7+ Person	403	233	57.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Pennington County, SD_2
 Pennington County, SD (46103)
 Geography: County

RAPID CITY, SD D1364

	2000	2010	2000-2010 Annual Rate
Population	88,565	100,948	1.32%
Households	34,641	41,251	1.76%
Housing Units	37,249	44,949	1.90%

Population by Race	Number	Percent
Total	100,948	100.0%
Population Reporting One Race	97,093	96.2%
White	84,350	83.6%
Black	1,050	1.0%
American Indian	9,748	9.7%
Asian	1,052	1.0%
Pacific Islander	80	0.1%
Some Other Race	813	0.8%
Population Reporting Two or More Races	3,855	3.8%

Total Hispanic Population	4,044	4.0%
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Population by Sex	Number	Percent
Male	50,306	49.8%
Female	50,642	50.2%

Population by Age	Number	Percent
Total	100,948	100.0%
Age 0 - 4	7,361	7.3%
Age 5 - 9	6,848	6.8%
Age 10 - 14	6,661	6.6%
Age 15 - 19	6,575	6.5%
Age 20 - 24	7,026	7.0%
Age 25 - 29	7,440	7.4%
Age 30 - 34	6,493	6.4%
Age 35 - 39	5,978	5.9%
Age 40 - 44	5,752	5.7%
Age 45 - 49	7,101	7.0%
Age 50 - 54	7,603	7.5%
Age 55 - 59	6,971	6.9%
Age 60 - 64	5,522	5.5%
Age 65 - 69	3,969	3.9%
Age 70 - 74	3,172	3.1%
Age 75 - 79	2,588	2.6%
Age 80 - 84	2,014	2.0%
Age 85+	1,874	1.9%
Age 18+	76,111	75.4%
Age 65+	13,617	13.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.7
Male	35.3
Female	38.1
White Alone	40.1
Black Alone	29.9
American Indian Alone	24.1
Asian Alone	32.0
Pacific Islander Alone	28.9
Some Other Race Alone	28.2
Two or More Races	16.8
Hispanic Population	20.9

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Pennington County, SD_2
Pennington County, SD (46103)
Geography: County

RAPID CITY, SD D1364

Households by Type		
Total	41,251	100.0%
Households with 1 Person	11,966	29.0%
Households with 2+ People	29,285	71.0%
Family Households	26,323	63.8%
Husband-wife Families	19,424	47.1%
With Own Children	7,334	17.8%
Other Family (No Spouse Present)	6,899	16.7%
With Own Children	4,510	10.9%
Nonfamily Households	2,962	7.2%
All Households with Children	13,001	31.5%
Multigenerational Households	952	2.3%
Unmarried Partner Households	3,091	7.5%
Male-female	2,892	7.0%
Same-sex	199	0.5%
Average Household Size	2.38	

Family Households by Size		
Total	26,323	100.0%
2 People	12,588	47.8%
3 People	5,681	21.6%
4 People	4,708	17.9%
5 People	2,158	8.2%
6 People	789	3.0%
7+ People	399	1.5%
Average Family Size	2.93	

Nonfamily Households by Size		
Total	14,928	100.0%
1 Person	11,966	80.2%
2 People	2,424	16.2%
3 People	350	2.3%
4 People	132	0.9%
5 People	43	0.3%
6 People	9	0.1%
7+ People	4	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type		
Total	100,948	100.0%
In Households	98,373	97.4%
In Family Households	79,676	78.9%
Householder	26,323	26.1%
Spouse	19,424	19.2%
Child	29,098	28.8%
Other relative	2,239	2.2%
Nonrelative	2,592	2.6%
In Nonfamily Households	18,697	18.5%
In Group Quarters	2,575	2.6%
Institutionalized Population	1,430	1.4%
Noninstitutionalized Population	1,145	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Pennington County, SD_2
Pennington County, SD (46103)
Geography: County

RAPID CITY, SD D1364

Family Households by Age of Householder		
Total	26,323	100.0%
Householder Age 15 - 44	10,963	41.6%
Householder Age 45 - 54	5,795	22.0%
Householder Age 55 - 64	4,796	18.2%
Householder Age 65 - 74	2,778	10.6%
Householder Age 75+	1,991	7.6%

Nonfamily Households by Age of Householder		
Total	14,928	100.0%
Householder Age 15 - 44	5,341	35.8%
Householder Age 45 - 54	2,723	18.2%
Householder Age 55 - 64	2,704	18.1%
Householder Age 65 - 74	1,727	11.6%
Householder Age 75+	2,433	16.3%

Households by Race of Householder		
Total	41,251	100.0%
Householder is White Alone	36,348	88.1%
Householder is Black Alone	458	1.1%
Householder is American Indian Alone	2,876	7.0%
Householder is Asian Alone	326	0.8%
Householder is Pacific Islander Alone	31	0.1%
Householder is Some Other Race Alone	283	0.7%
Householder is Two or More Races	929	2.3%
Households with Hispanic Householder	1,113	2.7%

Husband-wife Families by Race of Householder		
Total	19,424	100.0%
Householder is White Alone	18,078	93.1%
Householder is Black Alone	177	0.9%
Householder is American Indian Alone	606	3.1%
Householder is Asian Alone	126	0.6%
Householder is Pacific Islander Alone	16	0.1%
Householder is Some Other Race Alone	128	0.7%
Householder is Two or More Races	293	1.5%
Husband-wife Families with Hispanic Householder	430	2.2%

Other Families (No Spouse) by Race of Householder		
Total	6,899	100.0%
Householder is White Alone	4,989	72.3%
Householder is Black Alone	56	0.8%
Householder is American Indian Alone	1,384	20.1%
Householder is Asian Alone	60	0.9%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	77	1.1%
Householder is Two or More Races	326	4.7%
Other Families with Hispanic Householder	331	4.8%

Nonfamily Households by Race of Householder		
Total	14,928	100.0%
Householder is White Alone	13,281	89.0%
Householder is Black Alone	225	1.5%
Householder is American Indian Alone	886	5.9%
Householder is Asian Alone	140	0.9%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	78	0.5%
Householder is Two or More Races	310	2.1%
Nonfamily Households with Hispanic Householder	352	2.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Pennington County, SD_2
Pennington County, SD (46103)
Geography: County

RAPID CITY, SD D1364

Total Housing Units by Occupancy

Total	44,949	100.0%
Occupied Housing Units	41,251	91.8%
Vacant Housing Units		
For Rent	1,005	2.2%
Rented, not Occupied	87	0.2%
For Sale Only	554	1.2%
Sold, not Occupied	142	0.3%
For Seasonal/Recreational/Occasional Use	1,306	2.9%
For Migrant Workers	29	0.1%
Other Vacant	575	1.3%
Total Vacancy Rate	8.2%	

Households by Tenure and Mortgage Status

Total	41,251	100.0%
Owner Occupied	26,792	64.9%
Owned with a Mortgage/Loan	17,968	43.6%
Owned Free and Clear	8,824	21.4%
Average Household Size	2.49	
Renter Occupied	14,459	35.1%
Average Household Size	2.19	

Owner-occupied Housing Units by Race of Householder

Total	26,792	100.0%
Householder is White Alone	25,246	94.2%
Householder is Black Alone	155	0.6%
Householder is American Indian Alone	718	2.7%
Householder is Asian Alone	149	0.6%
Householder is Pacific Islander Alone	15	0.1%
Householder is Some Other Race Alone	128	0.5%
Householder is Two or More Races	381	1.4%
Owner-occupied Housing Units with Hispanic Householder	514	1.9%

Renter-occupied Housing Units by Race of Householder

Total	14,459	100.0%
Householder is White Alone	11,102	76.8%
Householder is Black Alone	303	2.1%
Householder is American Indian Alone	2,158	14.9%
Householder is Asian Alone	177	1.2%
Householder is Pacific Islander Alone	16	0.1%
Householder is Some Other Race Alone	155	1.1%
Householder is Two or More Races	548	3.8%
Renter-occupied Housing Units with Hispanic Householder	599	4.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.32
Householder is Black Alone	2.24
Householder is American Indian Alone	3.01
Householder is Asian Alone	2.54
Householder is Pacific Islander Alone	2.90
Householder is Some Other Race Alone	3.05
Householder is Two or More Races	2.72
Householder is Hispanic	2.92

Source: U.S. Census Bureau, Census 2010 Summary File 1.

GLOSSARY

ABSORPTION PERIOD—The number of months necessary to rent a specific number of units. If over 12 months, the absorption period is adjusted to reflect replacement for turnover (see *aggregate absorption* and *net absorption*).

ABSORPTION RATE—The number of units expected to be rented per month.

AESTHETIC AMENITIES (CURBSIDE APPEAL)—Used as part of the comparability index, this factor assigns a point rating to a project's physical appeal to potential tenants. Included in this rating are an evaluation of grounds appearance and landscaping, quality of maintenance, and quality of architecture and design.

AGGREGATE ABSORPTION—The total number of units absorbed by a subject site without accounting for turnover.

CERTIFICATE—See *HUD Section 8 Certificate*.

COMPARABLE MARKET RENT—The amount a potential renter would expect to pay for the subject unit without income restrictions given current and projected market conditions. Comparable market rent is based on a regression analysis for the market area. Factors influencing a property's potential to achieve the comparable market rent include the number of units at that rent, the step-up base at that rent level and the age and condition of the property and its competitors.

COMPARABILITY INDEX—A factor used to determine the relative competitiveness of any given multifamily project. This index is established based on a scale developed by the Danter Company, LLC that assigns point values to a project's unit amenities, project amenities, and overall aesthetic rating (curbside appeal).

CONTRACT RENT—See *street rent*.

CONVENTIONAL APARTMENT—Rental multifamily unit, typically in a building of four units or greater, that was purpose built as multifamily or converted to multifamily by adaptive reuse.

COOPERATIVE—a type of multifamily housing in which each household is part-owner of the community. A cooperative will usually involve a purchase or “buy-in” of the unit, and decisions affecting the community are typically made by majority votes of unit holders. Unit holders also share in the project’s equity. Government subsidized units typically involve very low cost buy-ins and low rents geared towards low-income households.

DENSITY—The number of units per acre.

ECONOMIC VACANCY—An existing unit that is not collecting book rent. Economic vacancies include manager's units, model units, units undergoing renovation, units being prepared for occupancy, and units being discounted. The Danter Company, LLC determines vacancies based on a *market vacancy* standard (see *vacancy*).

EFFECTIVE MARKET AREA (EMA)SM —The geographic area from which a proposed development is expected to draw between 60% and 70% of its support. Also the area from which an existing project actually draws 60% to 70% of its support. An EMA is determined based on the area's demographic and socioeconomic characteristics, mobility patterns, and existing geographic features (i.e. a river, mountain, or freeway).

EMPTY-NESTER—An older adult (age 55 or over). Typically, households in this age group contain no children under 18.

ENTRY IMPACT—A prospective tenant's perception of a unit's spaciousness on entering a unit; a first impression.

EXTERNAL MOBILITY—Households moving to an area from well outside a market area.

FAIR MARKET RENT—The maximum chargeable gross rent in an area for projects participating in the HUD Section 8 program. Determined by HUD.

FIELD SURVEY—The process of visiting existing developments as part of the information-gathering process. Each project listed in this survey has been visited on-site by an analyst employed by the Danter Company, LLC unless specified otherwise. Also the name of the section detailing information gathered during the field trip.

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FmHA—Farmers Home Administration, former name for RECD. See *RECD*.

GARDEN UNIT—A multifamily unit with living and sleeping space all on a single floor. May be in a multistory building.

GOVERNMENT SUBSIDIZED—Units for which all or part of the rent or operating expenses are paid for directly by a government agency. Government subsidy programs include HUD Sections 8 and 236, RECDs Section 515, and other programs sponsored by local housing authorities or agencies. Typically, tenants are charged a percentage of their income (usually 30%) as rent if they are unable to pay the full cost of a unit.

GROSS RENT—Rent paid for a unit adjusted to include all utilities.

HISTORIC TAX CREDIT—Program which gives income tax credits to investors who restore old or historic buildings in designated areas. This is a separate program from the low-income housing Tax Credit program (see *Tax Credit*).

HOUSING DEMAND ANALYSIS (HDA)SM—A statistical analysis of the relationship of an area's housing demand to its housing supply. This is provided at the county level. The purpose of this analysis is to place the overall housing market within the context of housing demand.

HUD—The United States Department of Housing and Urban Development. The primary agency for sponsoring subsidized housing in the United States, particularly in urban areas.

HUD SECTION 8 CERTIFICATE—A government subsidized housing program administered by local public housing agencies through which low-income households qualify for rent subsidies. Qualified households must pay 30% of adjusted income, 10% of gross income, or the portion of welfare designated for housing, whichever is greatest. Rent subsidies paid to the housing unit owner compensate the owner for the difference in the payment made by the household and the area Fair Market Rent. Qualified housing units must meet quality HUD quality guidelines. Subsidies may be also project-based, in which a project earns the subsidy by renting the unit to qualified households

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HUD SECTION 8 VOUCHER—A government subsidized housing program administered by local public housing agencies through which income-qualified tenants can use government subsidies to reside at any project which meets certain qualifications. Qualified households pay 30% of adjusted income or 10% of gross income, whichever is greater. Government subsidies pay the housing unit owner the difference between what the qualified household pays and the area Payment Standard. Voucher holders may choose housing that rents for more than the area Payment Standard, but they will be responsible for paying the difference between the charged rent and the Payment Standard

INTERNAL MOBILITY—Households moving within the same market area.

MARKET-DRIVEN RENT—The rent for a unit with a given comparability index as determined by the regression analysis.

MARKET VACANCY—See *vacancy*.

MAXIMUM ALLOWABLE INCOME—The highest income a household can make and be eligible for the Tax Credit program. The maximum allowable income is set at 60% of the area's median household income unless otherwise noted.

MEDIAN RENT—The midpoint in the range of rents for a unit type at which exactly half of the units have higher rents and half have lower rents.

MSA—Metropolitan Statistical Area. Denotes an area associated with an urban area. MSA determinations are made by the Census Bureau based on population and interaction. Nonurban areas included in an MSA are marked by a high rate of commuting and interaction. MSA boundaries are particularly important in determining maximum allowable rents for Tax Credit development (see *PMSA*).

NET ABSORPTION—The total number of units absorbed when accounting for turnover.

NET RENT—The rent paid by a tenant adjusted to assume that the landlord pays for water/sewer service and trash removal and that the tenant pays all other utilities.

100% DATA BASE—When the Danter Company, LLC conducts a field survey, we gather data on all (100%) of the modern apartments in an EMA. This methodology allows us to examine the market at all price and amenity levels in order to determine step-up support and to use a regression analysis to determine market-driven rent for any given amenity level.

PMSA—Primary Metropolitan Statistical Area. Used for Metropolitan Statistical Areas that have been combined with other adjacent MSAs into a larger Consolidated MSA. Each PMSA is defined in the same manner as a standard MSA (see *MSA*).

PROJECT AMENITY—An amenity that is available for all residents of a community. Project amenities include laundry facilities, swimming pools, clubhouses, exercise rooms, playgrounds, etc.

RADIAL ANALYSIS—An analysis focusing on the area within a set distance of a site (usually 1, 3, 5, or 10 miles). Such analyses usually disregard mobility patterns, geographic boundaries, or differences in socioeconomic characteristics which separate one area from another.

RD—Rural Development. Formerly Farmers Home Administration. The primary agency of the federal government for overseeing government subsidized housing programs in rural areas, primarily through its Section 515 program.

RENT GAP—The difference in price between a unit type and the next-largest unit type. For example, at a project where one-bedroom units rent for \$350 and two-bedroom units rent at \$425, the rent gap is \$75. May also be used to identify premium rents or special amenities.

REPLACEMENT ABSORPTION—The number of tenants necessary for a project to attract to counteract the number of tenants who chose to break or not renew their lease.

STEP-UP SUPPORT (OR STEP-UP BASE)—The number of multifamily units existing within the EMA with rents within a specified dollar amount below the proposed rents at a proposed multifamily site. Step-up support is calculated separately for each unit type proposed, and may include units of another, smaller unit type (for example, step-up support for proposed one-bedroom units may include not only one-bedroom units but also studio units).

STEP-DOWN SUPPORT—The number of units within a given unit type and comparability index level but with rents above the proposed rent. This total measures the number of tenants in a market who may be willing to move to a new project that provides a similar or higher level of quality at a lower rent.

STREET RENT—The rent quoted by a leasing agent or manager to a prospective tenant, regardless of the utilities included. Also called contract rent.

TAX CREDIT—Short for the low-income housing Tax Credit program (LIHTC) or IRS Section 42. This program gives investors the opportunity to gain tax credits for investing in multifamily housing for low- to moderate-income households meeting certain income restrictions. This designation does not refer to the historic Tax Credit program (see historic tax credit).

TOWNHOUSE UNIT—A multifamily unit with a floor plan of two or more floors. Typically, townhouse floor plans living areas and sleeping areas on different floors.

TREND LINE ANALYSIS—A mathematical analysis in which each project surveyed is plotted on a scatter diagram using rent by unit type and the project's comparability index. From this graph a trend line regression line is identified which identifies the market-driven rent at any given comparability index level.

TURNOVER—Units whose tenants choose to break or not renew their lease.

UNIT AMENITIES—Amenities available within an individual unit, or only to individual tenants. For example, a detached garage and external storage are considered unit amenities because they are generally available only to individual tenants.

UNIT TYPE—Based on the number of bedrooms: studio, one-bedroom, two-bedroom, etc.

UPPER-QUARTILE RENTS—The rent range including the 25% of units at the high end of the range scale.

UTILITY ALLOWANCE—Adjustment for utilities not included in the rent in the Tax Credit program. The adjustment is used to keep proposed rents within gross rent guidelines of the program. It is also used to adjust gross rents to compare with area net rents.

VACANCY—As used by the Danter Company, LLC, a vacancy is a multifamily unit available for immediate occupancy. Manager's units and model units are not counted as vacant units, nor are units that are unrentable due to excessive damage or renovation. This definition of vacancy is often referred to as a market vacancy and is different from an economic vacancy (see economic vacancy).

VOUCHER—See *HUD Section 8 Voucher*.

Qualifications and Services

About Danter Company, LLC

Danter Company, LLC is a national real estate research firm providing market and demographic information for builders, lenders, and developers in a variety of commercial markets. Danter Company, LLC has completed over 17,000 studies in all 50 states, Canada, Puerto Rico, the Virgin Islands, and Mexico.

The Danter Company was founded in 1970 by Kenneth Danter and was one of the first firms in the country to specialize in real estate research. Danter Company, LLC differs from most firms providing real estate research services in two key ways: real estate research is our only area of specialization, and we hold no financial interest in any of the properties for which we do our research. These principles guarantee that our recommendations are based on the existing and expected market conditions, not on any underlying interests or an effort to sell any of our other services.

Housing-related studies, including multifamily, single-family, condominium, and elderly (assisted-living and congregate care), account for about two-thirds of our assignments. We also conduct evaluations for site-specific developments (hotels, office buildings, historic reuse, resorts, commercial, and recreational projects) and major market overviews (downtown revitalization, high-rise housing, and industrial/economic development).

All our site-specific research is enhanced by over 40 years of extensive proprietary research on housing trends and buyer/renter profiles. Results of this research have been widely quoted in *The Washington Post*, *The Boston Globe*, *USA Today*, *Builder Magazine*, *Multi-Housing News*, *Professional Builder*, and publications produced by The Urban Land Institute and *American Demographics*. Based on this research, The Danter Company was named 6 consecutive years to *American Demographics*' "Best 100 Sources for Marketing Information."

Danter Company, LLC's combination of primary site-specific research with our proprietary research into market trends has led us to pioneer significant market evaluation methodologies, particularly the use of the **100% Data Base** for all market analyses. This Danter concept is of primary importance to real estate analyses because new developments interact with market-area projects throughout the rent/price continuum—not just with those normally considered "comparable." Other pioneer methodologies include **Effective Market Area (EMA)SM** analysis, the **Housing Demand Analysis (HDA)SM**, and the **Comparable Rent Analysis**.

About Our Methodology

Overview

Our process begins where it happens: the marketplace. We build the most complete market profile through exhaustive primary research. This information is viewed through the concept of the **Effective Market Area (EMA)**, which identifies the smallest area from which a project is likely to draw the most significant amount of support. We also establish a 100% data base from all development within each project's EMA. We then fine-tune our primary research with the highest-quality, most recent and relevant secondary research for maximum validity.

The 100% Data Base and Other Research Methodologies

Every study conducted by the Danter Company, LLC is based on one simple methodological principle: **The 100% Data Base**. We believe that the only way to determine market strength is to examine the market at every level, so we gather data on all market area properties, not just “selected” properties that are “comparable.” A report based on selected comparables can determine how the market is performing at one price or quality level: the 100% data base determines how the market is performing at all price and quality levels, allowing our analysts to make recommendations that maximize potential support and give the subject property the best opportunity to perform within the overall continuum of housing within the market.

From the 100% Data Base methodology, we have developed significant research methodologies specific to real estate market feasibility analysis. Because we gather rent and amenity data for all market area properties, we can empirically analyze the relationship between rent/price and level of quality/service. For our multifamily market studies, we have developed a proprietary rating system which allows us to determine a project’s **Comparability Rating**, which includes separate ratings for unit amenities, project amenities, and aesthetic amenities/curbside appeal. By plotting the rents and comparability ratings for an area’s properties on a scatter graph, we can use regression analysis to determine market-driven rent at any comparability rating level.

The 100% Data Base also allows us to measure the depth of market support. Our research indicates that most of the support for a new multifamily development typically comes from other apartment renters already within the Effective Market Area. Our previous research has identified the amount of money that renters will typically step-up their rent for a new apartment option that they perceive to be a value within the market. By analyzing this base of **step-up support**, we can quantify the depth of support for new product within the market, as well as offer constructive recommendations to maximize absorption potential.

Proprietary Research and Analytical Support

Once our analysts have obtained the 100% data base in a market area for their project, this information is added to our primary data base on that development type. Our apartment data base alone, for example, contains information on over 12 million units across the US. Data on housing units, condominiums, resorts, offices, and motels is available for recall. In addition, analysts are regularly assigned to update this material in major metropolitan markets. Currently, we have apartment information on 75% of the cities with populations of 250,000 or more. This includes rents, vacancies, year opened, amenities, and quality evaluation.

In addition to our existing data base by unit type, we also maintain a significant base of proprietary research conducted by the Danter Company, LLC over the last 25+ years. These data, provided to our project directors as background information for their recommendations, are collected as ongoing proprietary research due to their cost—which is usually prohibitively high for developers on a per-study basis. Several different surveys have been conducted, among which are the following:

- Apartment Mobility/Demographic Characteristics
- Tax Credit Multifamily
- Rural Development Tenant Profile
- Older Adult Housing Surveys
- Office Tenant Profiles
- Downtown Resident Surveys
- Shopping Habits
- Health-Care Office and Consumer Surveys

Every project surveyed by the Danter Company, LLC analysts are photographed for inclusion in our photographic data base. This data base provides a statistical justification of our findings and a visual representation of the entire market. It is used to train our field analysts to evaluate the aesthetic ratings of projects in the field, and for demonstration purposes when consulting with clients. These extensive data bases, combined with our other ongoing research, allow the Danter Company to develop criteria for present and future development alternatives, and provide our analysts background data to help determine both short and long-range potential for any development type.

Personnel and Training

Our field analysts have completed an in-house training program on data gathering procedures and have completed several studies supervised by senior field analysts before working solo on field assignments. In addition, all field analysts are supervised throughout the data gathering process by the project director for that study.

All project directors, in addition to training in advanced real estate analysis techniques, have spent time serving as a field analyst in order to better understand the data gathering process, and to better supervise the field analysts in obtaining accurate market information. In addition, our project directors regularly conduct field research in order to stay current or to personally analyze particularly complicated markets.

Danter Company, LLC has a highly-skilled production support staff, including demographics retrieval specialists, professional editors, a graphics/mapping specialist, a geographical information systems specialist and secretarial support.

Danter Company, LLC has experienced a great deal of stability and continuity, beginning with Mr. Danter's 40+ years in real estate analysis. Many of our senior project directors and support staff team members have worked for the company for over 10 years. This experience gives the Danter Company the historical perspective necessary to understanding how real estate developments can best survive the market's ups and downs.

Our Product and Services

We conduct several types of real estate research at the Danter Company, LLC: site-specific market studies, in-house research designed either for publication or as public-service media information, proprietary research provided as supplementary data for our Project Directors, real estate marketing and marketing analysis, and real estate market consulting services.

Client-Specified Market Studies

Market Feasibility Analyses—Market feasibility studies are based on an **Effective Market Area (EMA)SM** analysis of a **100% data base**. The EMA methodology was developed by the Danter Company, LLC to determine the smallest geographic area from which a project can expect most of its support. All analyses include a complete area demographic profile. Some of the commercial development analyses we specialize in include the following:

Market-rate/Low Income Housing Tax Credit (LIHTC) Apartments—These studies include the complete 100% data base field survey of existing and proposed area apartments at all rental levels, determination of appropriate unit mix, rent, unit size, and level of amenities, for the proposed development, and expected absorption rate. If necessary, we will also suggest ways to make the proposed community more marketable. We have worked with state housing agencies and national syndicators across the country to ensure that our LIHTC studies comply with their requirements.

Government Subsidized Apartments—Includes all of the above, plus additional demand calculations as required by the presiding government agency

Apartment Repositioning—This study is designed to identify market strategies for underperforming apartment projects. We identify the Effective Market Area based on existing tenants' previous addresses, survey the existing apartment market, shop the project, and evaluate the existing marketing and pricing methods to identify strategies to maximize project performance.

Single-Family Housing—Includes a 100% data base field survey of existing and proposed single-family developments at all price levels, plus a calculation of area demand by price range and an estimated sales rate. We can also identify optimal lot sizes and critique site plans from a marketability standpoint. We also have extensive experience with integrating single-family residential and golf course development.

Hotel/Lodging—Includes a 100% data base field survey of all lodging facilities in the Competitive Market Area, plus area lodging demand calculations, estimated occupancy projections by traveler category, and an analysis of projected room rates.

Condominium Development—Includes a 100% data base field survey of area condominium developments, a demand analysis by price range, an analysis of optimum pricing strategies, and expected sales rate for the proposed development or conversion. We can also identify a project's potential for mixed for-sale/for-rent marketing if requested.

Senior Housing Development—We complete studies for all types of housing designed for seniors, including congregate care, assisted-living, nursing home, and independent-living options. These studies include an estimate of area demand based on a 100% data base field study of the area's existing configuration of elderly-appropriate housing options, an analysis of optimum pricing strategies, and a projected absorption or sales rate.

Recreation—We can conduct analyses for a variety of recreation options, including recreation centers and golf courses. Analyses include 100% data base field survey of comparable development, calculation of demand for additional facilities, and optimal amenity package and pricing.

Resort Development—Resort development studies can include a variety of options as well as integrated lodging or for-sale/for-rent housing development. Analyses will identify demand, sales/absorption/occupancy rate, optimal pricing, and competitive amenity packages.

Conference Center—Conference center feasibility studies typically include a 100% data base field study of existing area meeting space, calculation of demand for additional meeting space, projected occupancy, and optimal amenity package and meeting rental rates.

Office Development—Includes 100% data base field survey of existing and proposed office development, calculation of demand for additional space, projected absorption rate, and optimal pricing strategies.

Retail/Shopping Center—Includes a 100% data base field survey of area retail development, calculation of demand for additional retail development by NAISC Code, and optimal rental rate

Other Analyses Available

Economic-Impact Studies—Economic-impact analysis can determine the dollar effect an industry or organization can have on a community. Our analyses incorporate the Bureau of Economic Analysis' RIMS II methodology for maximum accuracy in determining economic impact.

Survey Research—Although the Danter Company, LLC conducts ongoing in-house surveys (detailed below), we also conduct surveys on a per-project basis for developers who need to know very specific characteristics of their market. Our staff of survey administrators and analysts can develop, conduct, and produce survey results on any subject, providing general data and detailed crosstabs of any survey subject.

Consulting—In addition to market feasibility study, we are also available for consulting. Whether you need help identifying the best development alternative for your site, need to determine the which markets have development or acquisition opportunities, need help identifying why a property is not performing as expected, or need another real estate-related problem solved, our analysts are available at for consultation, in our offices and at your sites.

The Greater Columbus Apartment Reports—These semi-annual analyses of the Greater Columbus apartment markets survey all area multifamily units in projects of 50 units or more (Columbus) and provide aggregate rent and vacancy performance data, as well as performance data for several submarkets within each metro area.