



Huron, SD



South Dakota

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## Report Parameters

### 1 MSA

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26700	Huron, SD
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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

20,484

Population (2021)

Population **grew by 323** over the last 5 years but is projected to **decrease by 209** over the next 5 years.

11,828

Total Regional Employment

Jobs **grew by 137** over the last 5 years and are projected to **grow by 608** over the next 5 years.

\$51.7K

Median Household Income (2019)

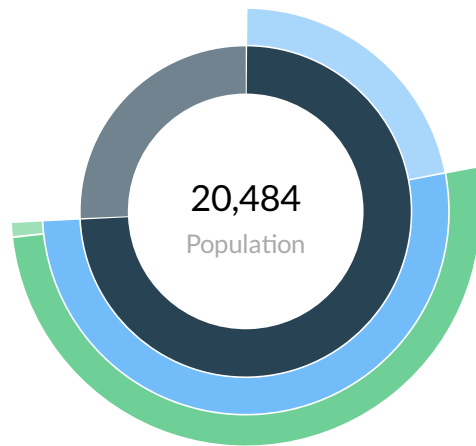
Median household income is **\$11.2K below** the national median household income of \$62.8K.

## Takeaways

- As of 2021 the region's population **increased by 1.6%** since 2016, growing by 323. Population is expected to **decrease by 1.0%** between 2021 and 2026, losing 209.
- From 2016 to 2021, jobs **increased by 1.2%** in Huron, SD from 11,691 to **11,828**. This change **outpaced the national growth rate of 0.4% by 1.6%**. As the number of jobs increased, the **labor force participation rate increased from 69.1% to 70.5% between 2016 and 2021**.
- Concerning educational attainment, **13.6% of Huron, SD residents possess a Bachelor's Degree** (6.7% below the national average), and **11.8% hold an Associate's Degree** (3.1% above the national average).
- The top three industries in 2021 are Animal Slaughtering and Processing, Education and Hospitals (Local Government), and Crop Production.

	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	20,484	10,717	11,828	104.0	\$1.29B	\$2.05B	\$2.35B
State	903,208	470,275	499,998	99.7	\$58.74B	\$65.51B	\$81.94B

## Nov 2021 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	15,201
Not in Labor Force (16+)	4,484
Labor Force	10,717
Employed	10,505
Unemployed	212
Under 16, Military, and institutionalized Population	5,283

## Educational Attainment

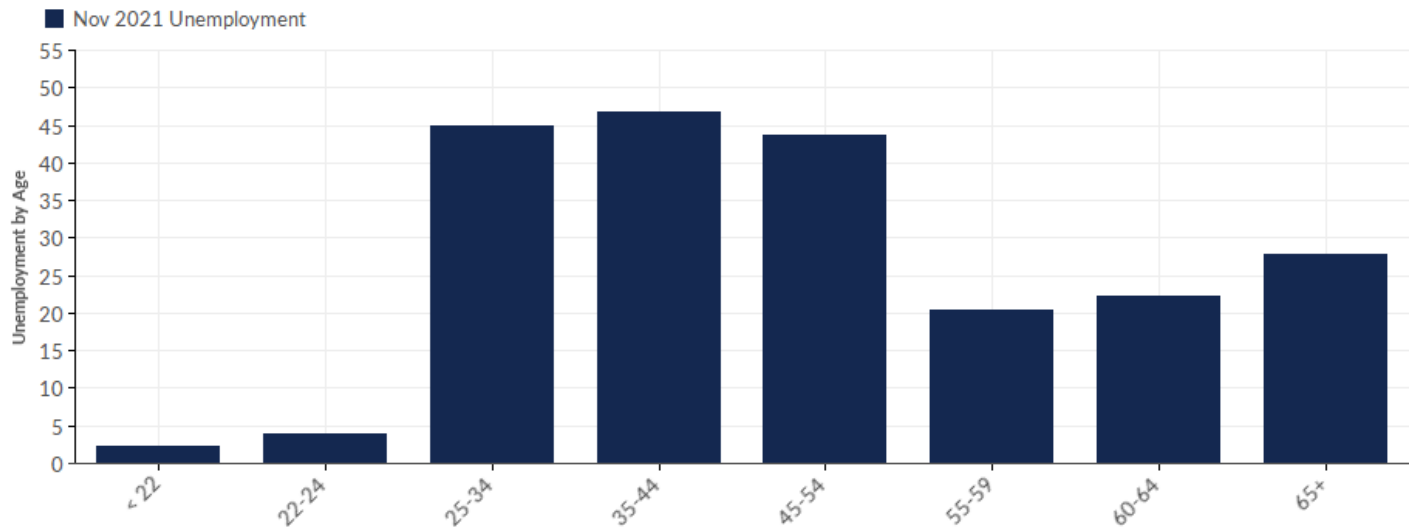
Concerning educational attainment, **13.6% of Huron, SD residents possess a Bachelor's Degree** (6.7% below the national average), and **11.8% hold an Associate's Degree** (3.1% above the national average).



	% of Population	Population
Less Than 9th Grade	8.4%	1,126
9th Grade to 12th Grade	5.7%	769
High School Diploma	34.7%	4,675
Some College	18.0%	2,431
Associate's Degree	11.8%	1,588
Bachelor's Degree	13.6%	1,837
Graduate Degree and Higher	7.8%	1,047

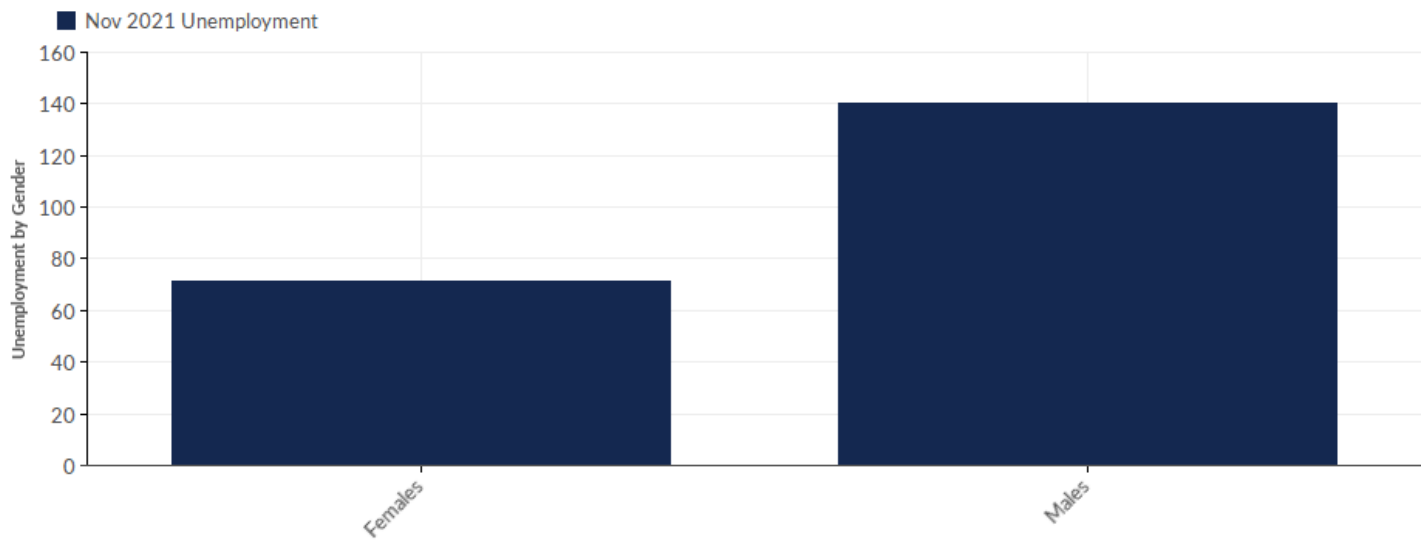
# Unemployment by Demographics

## Unemployment by Age



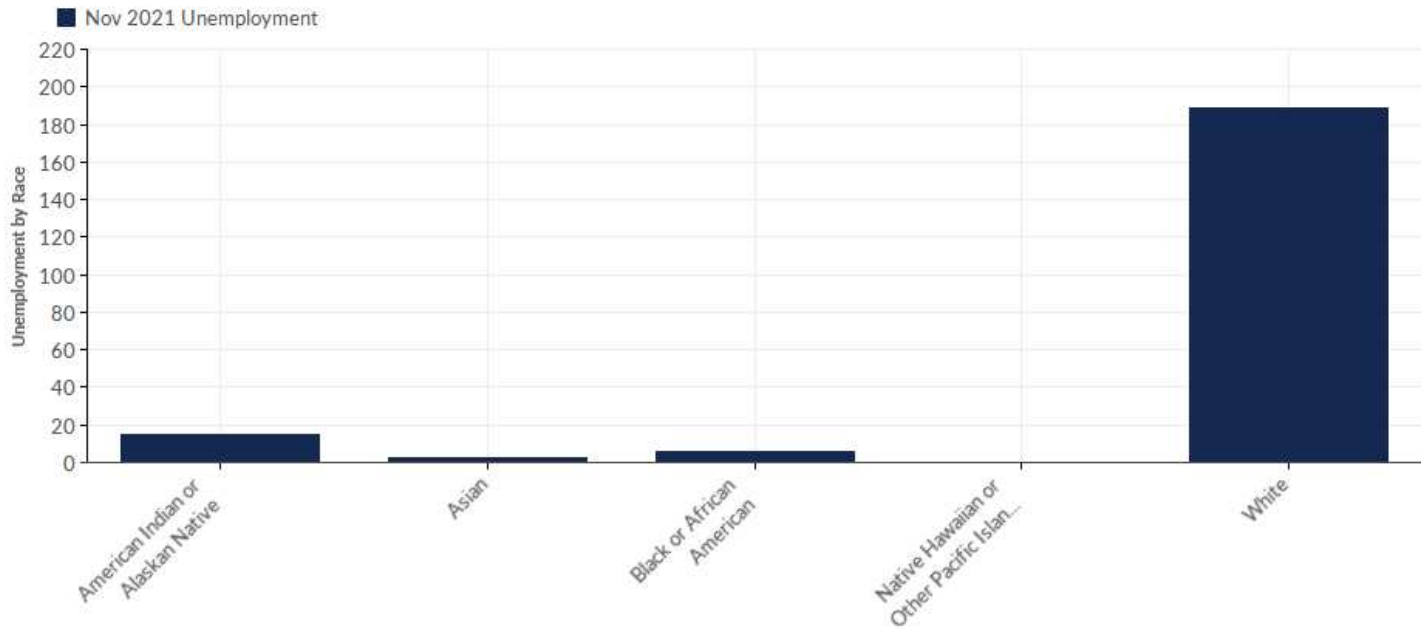
Age	Unemployment (Nov 2021)	% of Cohort
< 22	2	0.94%
22-24	4	1.89%
25-34	45	21.23%
35-44	47	22.17%
45-54	44	20.75%
55-59	20	9.43%
60-64	22	10.38%
65+	28	13.21%
Total	212	100.00%

## Unemployment by Gender



Gender	Unemployment (Nov 2021)	% of Cohort
Females	72	33.96%
Males	140	66.04%
Total	212	100.00%

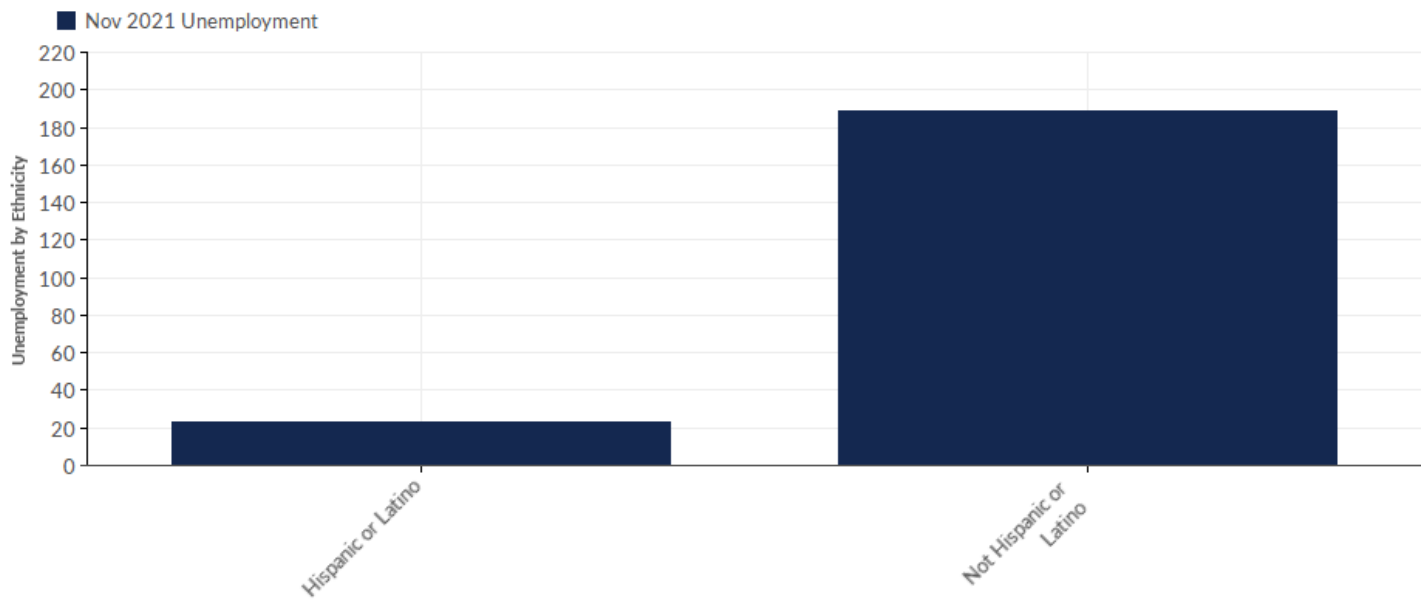
## Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	15	7.08%
Asian	3	1.42%
Black or African American	6	2.83%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	189	89.15%
Total	212	100.00%



## Unemployment by Ethnicity

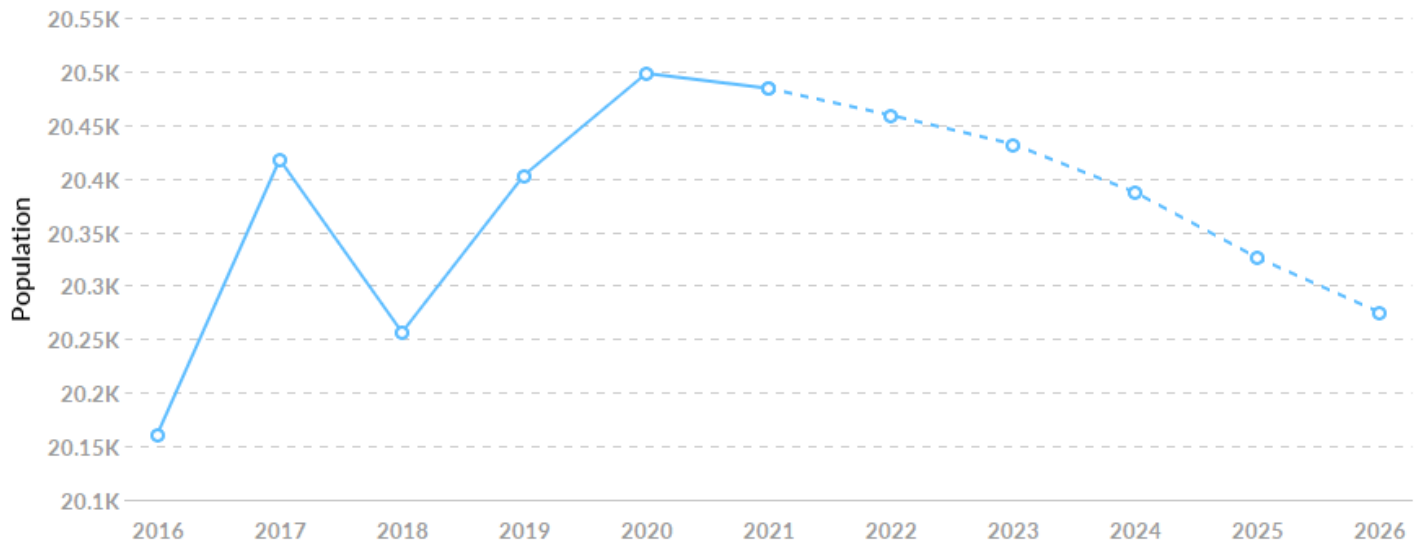


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	23	10.85%
Not Hispanic or Latino	189	89.15%
Total	212	100.00%

# Historic & Projected Trends

## Population Trends

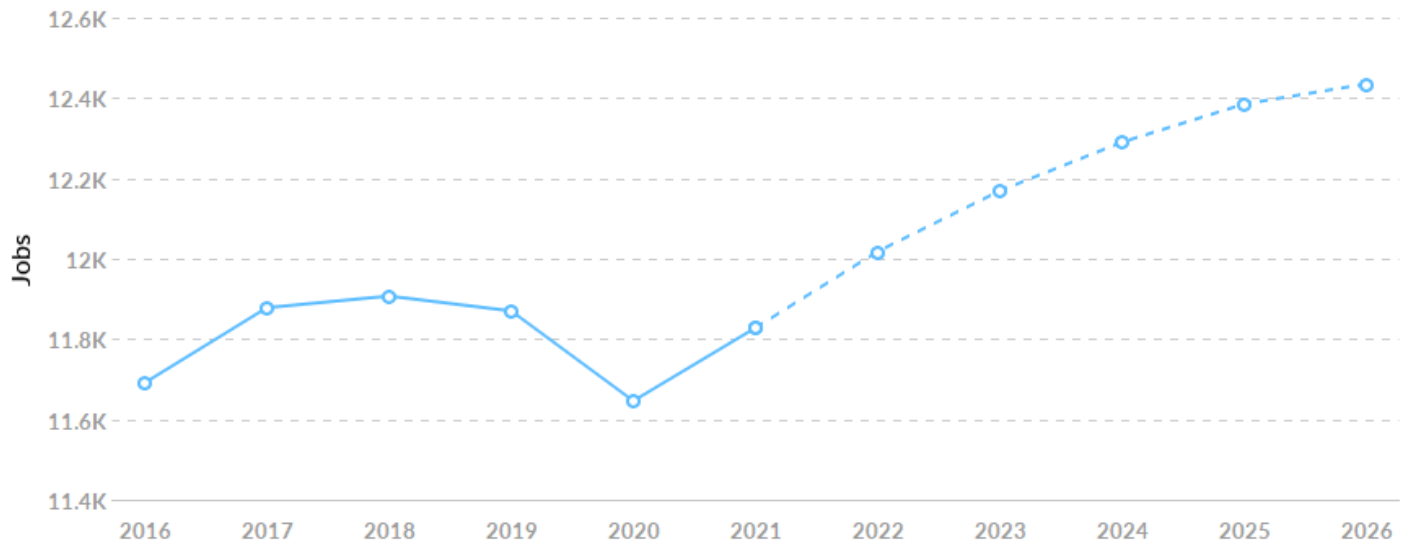
As of 2021 the region's population **increased by 1.6%** since 2016, growing by 323. Population is expected to **decrease by 1.0%** between 2021 and 2026, losing 209.



Timeframe	Population
2016	20,161
2017	20,417
2018	20,256
2019	20,403
2020	20,498
2021	20,484
2022	20,459
2023	20,432
2024	20,387
2025	20,326
2026	20,275

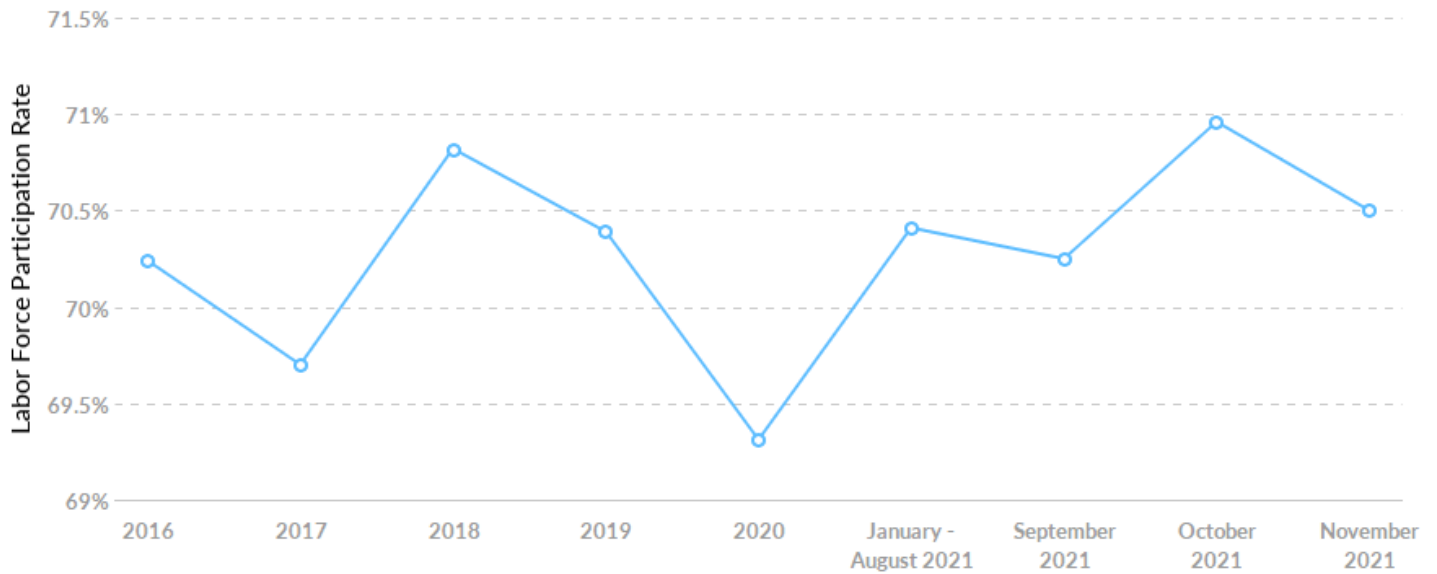
## Job Trends

From 2016 to 2021, jobs increased by 1.2% in Huron, SD from 11,691 to 11,828. This change outpaced the national growth rate of 0.4% by 1.6%.



Timeframe	Jobs
2016	11,691
2017	11,878
2018	11,907
2019	11,870
2020	11,646
2021	11,828
2022	12,018
2023	12,169
2024	12,290
2025	12,385
2026	12,435

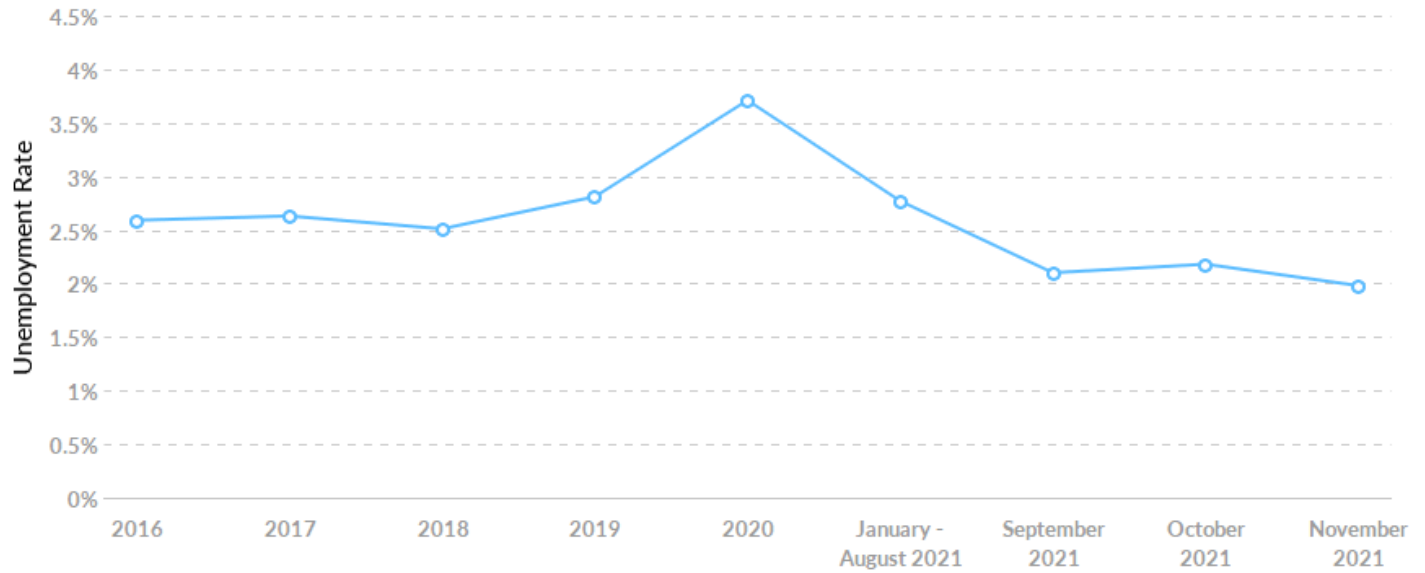
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	70.24%
2017	69.70%
2018	70.82%
2019	70.39%
2020	69.31%
January - August 2021	70.41%
September 2021	70.25%
October 2021	70.96%
November 2021	70.50%

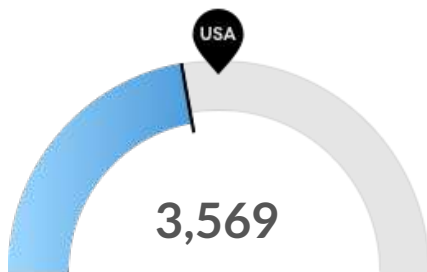
## Unemployment Rate Trends

Huron, SD had a November 2021 unemployment rate of 1.98%, decreasing from 2.59% 5 years before.



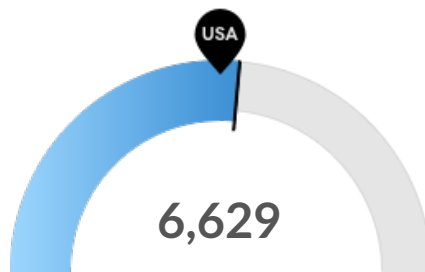
Timeframe	Unemployment Rate
2016	2.59%
2017	2.63%
2018	2.51%
2019	2.81%
2020	3.71%
January - August 2021	2.77%
September 2021	2.10%
October 2021	2.18%
November 2021	1.98%

## Population Characteristics



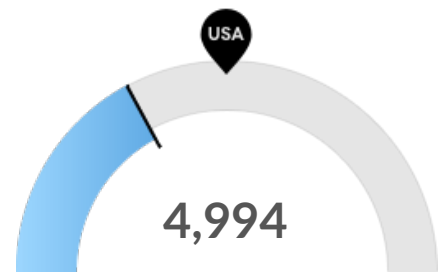
**Millennials**

Huron, SD has 3,569 millennials (ages 25-39). The national average for an area this size is 4,224.



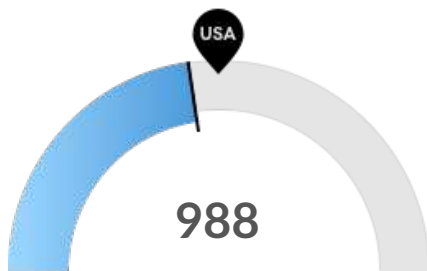
**Retiring Soon**

Retirement risk is about average in Huron, SD. The national average for an area this size is 6,101 people 55 or older, while there are 6,629 here.



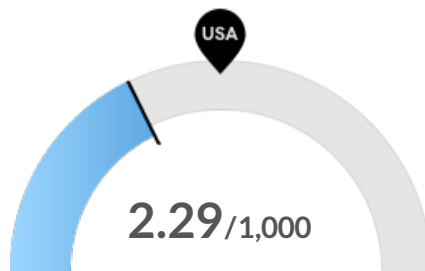
**Racial Diversity**

Racial diversity is low in Huron, SD. The national average for an area this size is 8,256 racially diverse people, while there are 4,994 here.



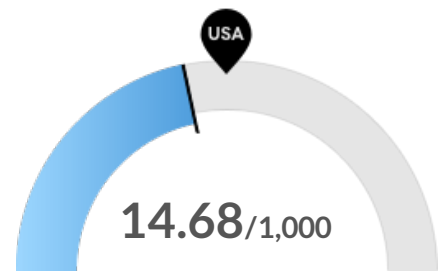
**Veterans**

Huron, SD has 988 veterans. The national average for an area this size is 1,133.



**Violent Crime**

Huron, SD has 2.29 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

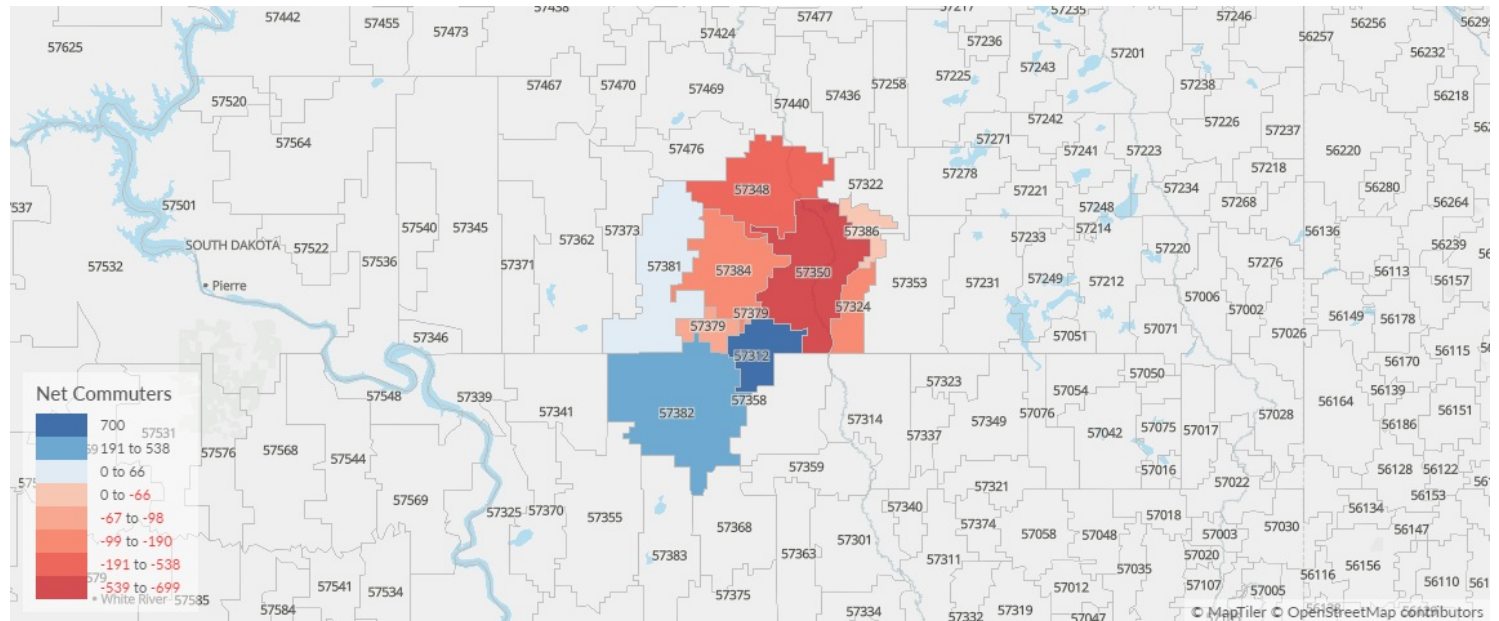


**Property Crime**

Huron, SD has 14.68 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Huron, SD currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

ZIP	Name	2021 Employment
57350	Huron, SD (in Beadle co...	8,491
57382	Wessington Springs, SD...	1,042
57312	Alpena, SD (in Jerauld c...	999
57384	Wolsey, SD (in Beadle c...	471
57381	Wessington, SD (in Bea...	434

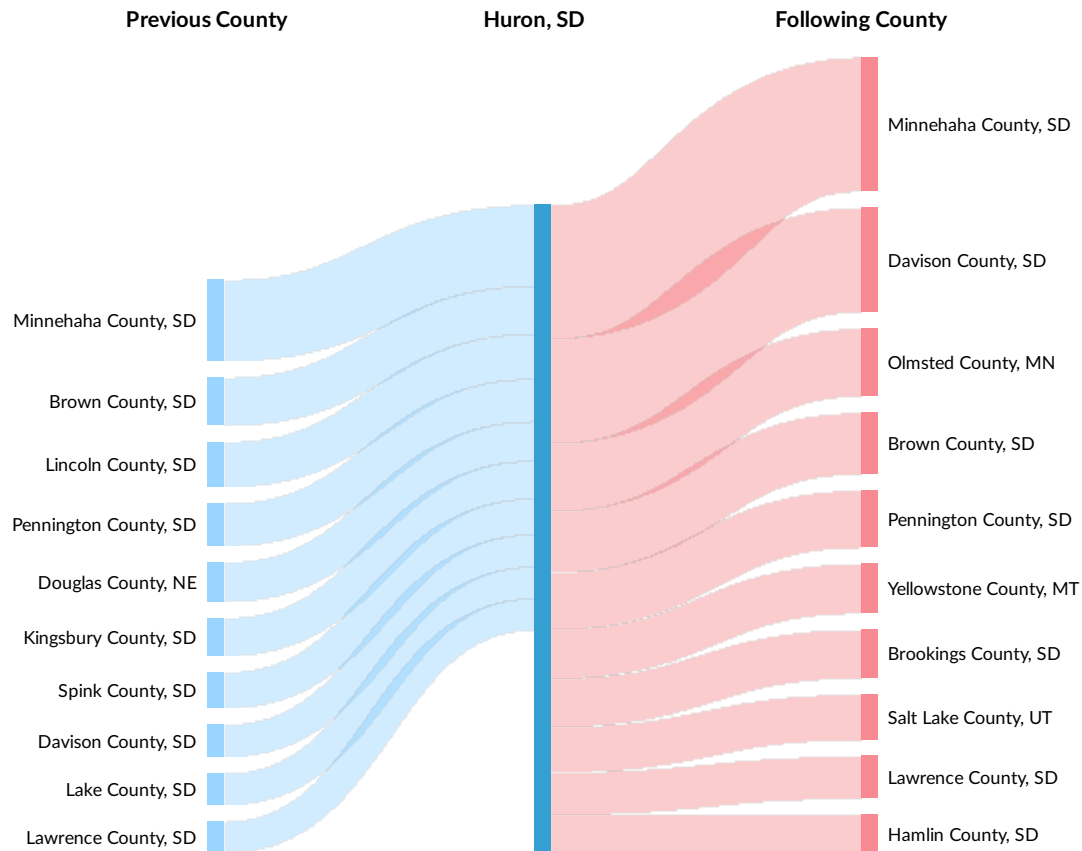
### Where Talent Lives

ZIP	Name	2021 Workers
57350	Huron, SD (in Beadle co...	9,030
57382	Wessington Springs, SD...	807
57384	Wolsey, SD (in Beadle c...	571
57381	Wessington, SD (in Bea...	398
57348	Hitchcock, SD (in Beadl...	386

## Inbound and Outbound Migration

The table below analyzes past and current residents of Huron, SD. The left column shows residents of other counties migrating to Huron, SD. The right column shows residents migrating from Huron, SD to other counties.

As of 2019, **41** people have migrated from Minnehaha County, SD to Huron, SD. In the same year, **68** people left Huron, SD migrating to Minnehaha County, SD. The total Net Migration for Huron, SD in 2019 was **-170**.



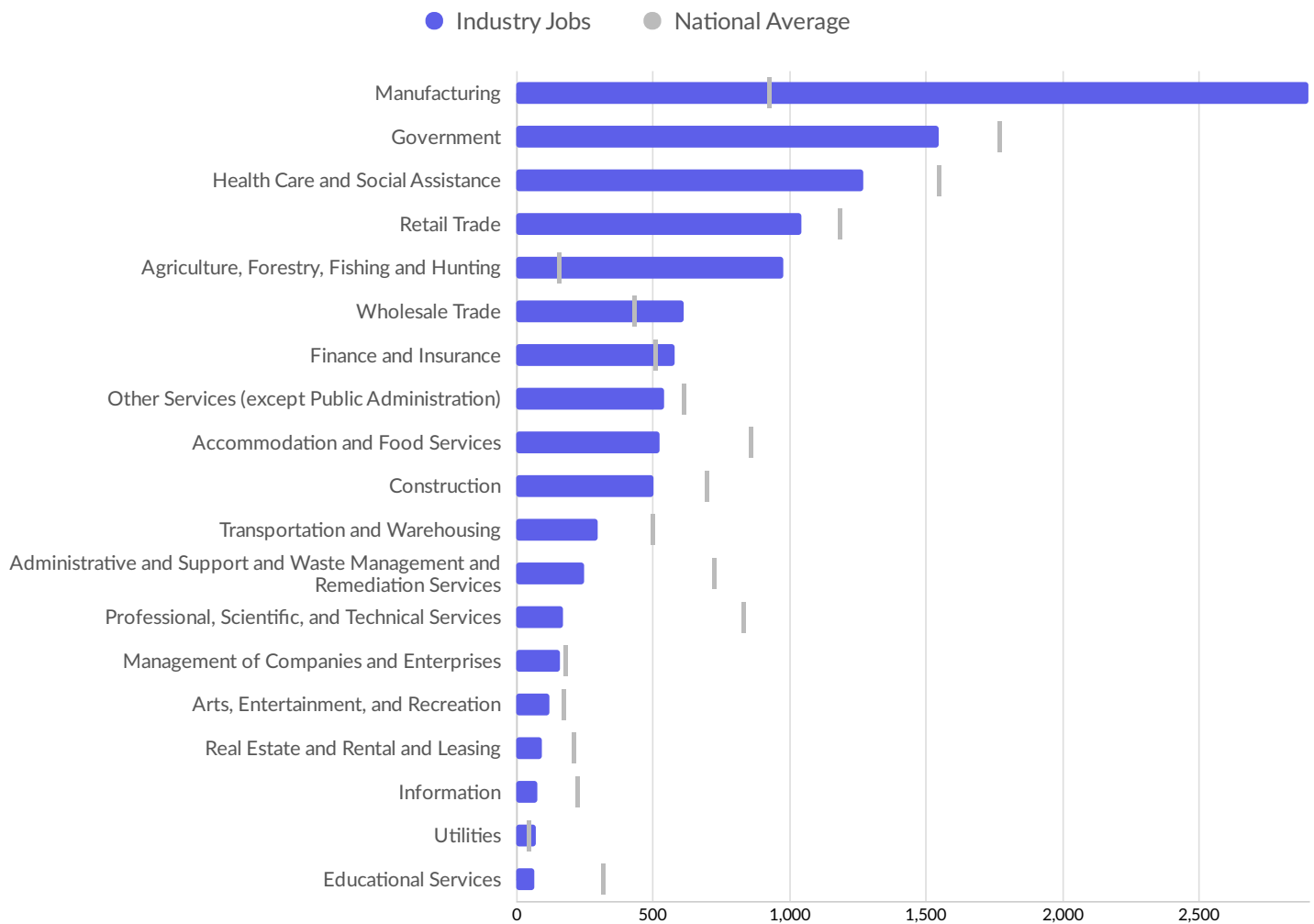
Top Previous Counties	Migrations
Minnehaha County, SD	41
Brown County, SD	24
Lincoln County, SD	23
Pennington County, SD	22
Douglas County, NE	20
Kingsbury County, SD	19



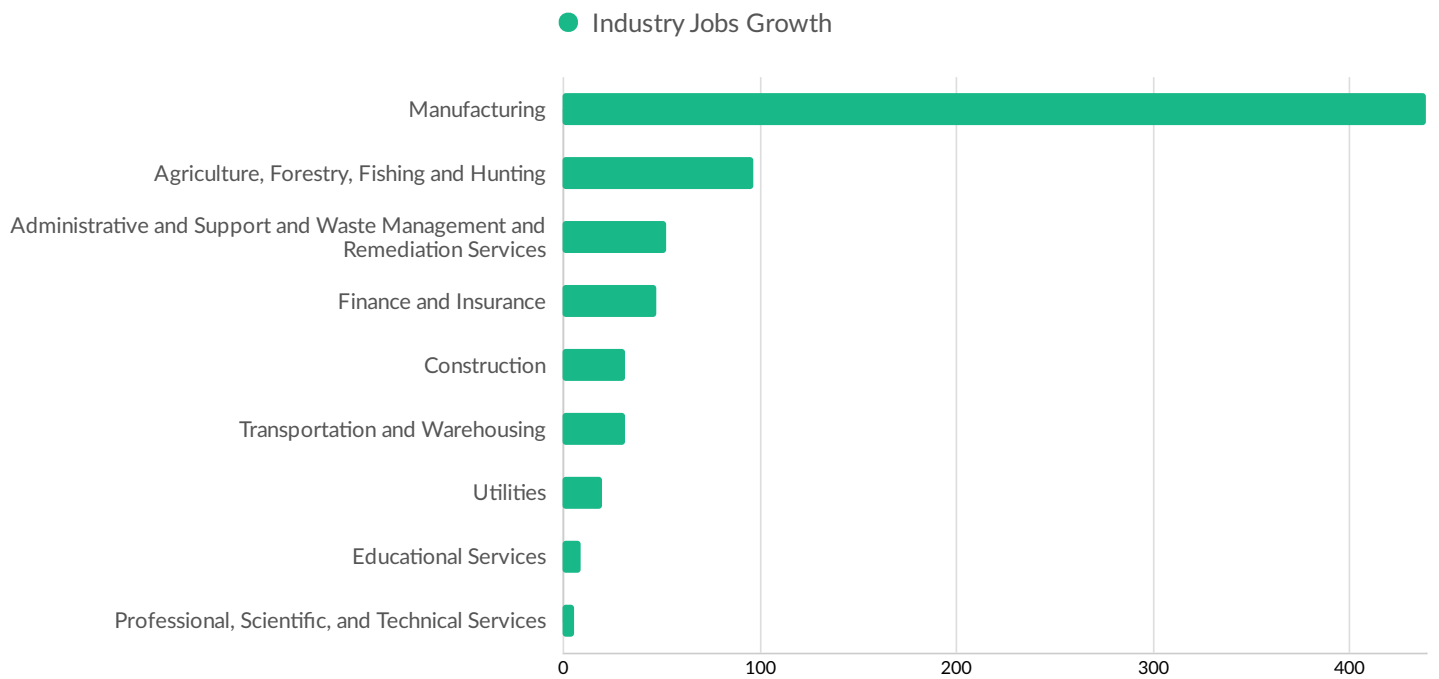
Top Previous Counties	Migrations
Spink County, SD	18
Davison County, SD	16
Lake County, SD	16
Lawrence County, SD	16
McCook County, SD	15
Ramsey County, MN	15
El Paso County, CO	13
Maricopa County, AZ	13
Brookings County, SD	10
Top Following Counties	Migrations
Minnehaha County, SD	68
Davison County, SD	53
Olmsted County, MN	34
Brown County, SD	31
Pennington County, SD	29
Yellowstone County, MT	25
Brookings County, SD	25
Salt Lake County, UT	23
Lawrence County, SD	21
Hamlin County, SD	19
Cass County, ND	18
Maricopa County, AZ	11
Denver County, CO	10
Hand County, SD	10
Sanborn County, SD	10

# Industry Characteristics

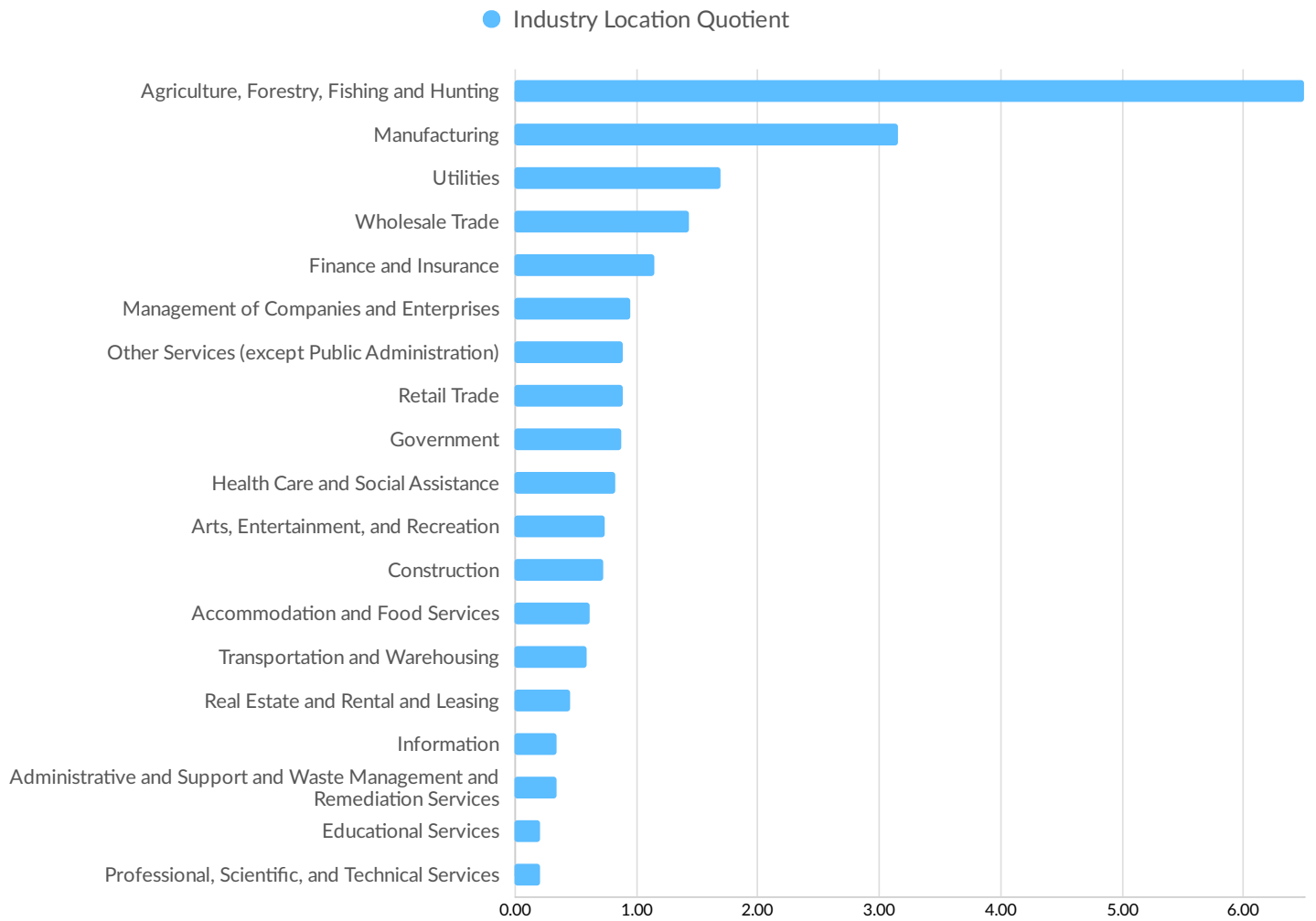
## Largest Industries



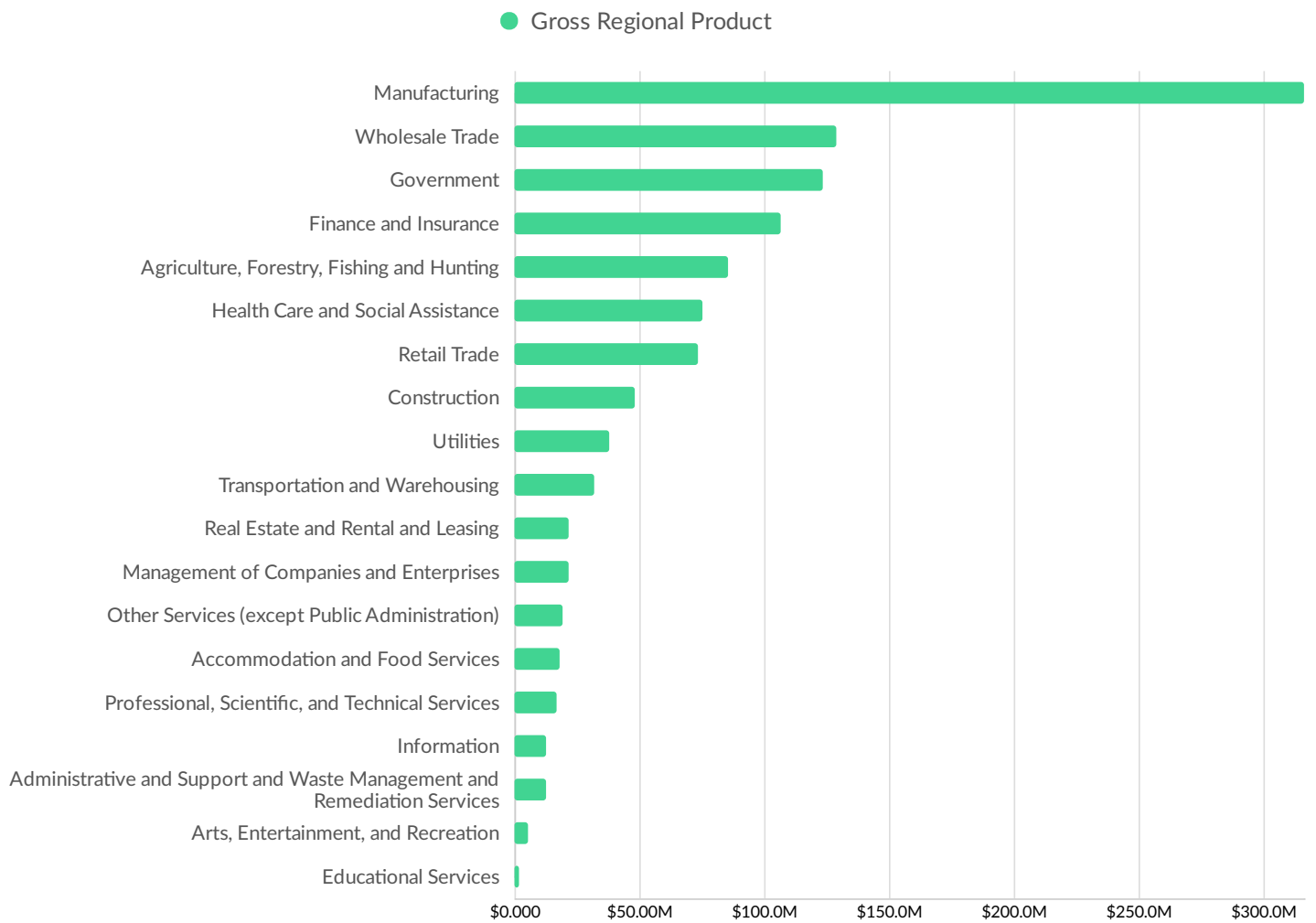
## Top Growing Industries



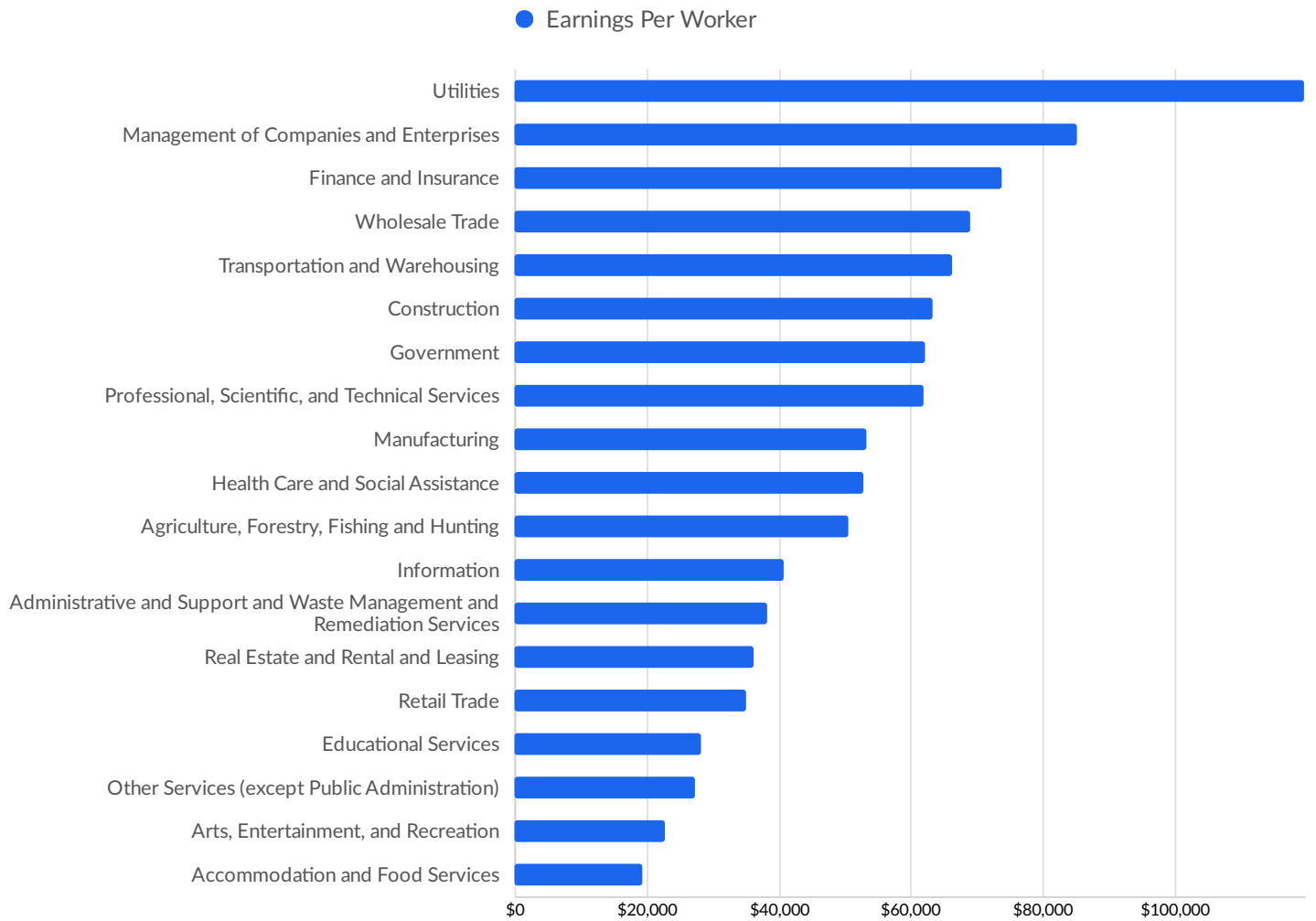
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



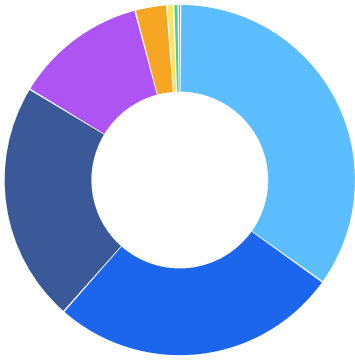
## Business Characteristics

### 940 Companies Employ Your Workers

Online profiles for your workers mention 940 companies as employers, with the top 10 appearing below. In the last 12 months, 172 companies in Huron, SD posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Dakota Provisions	104 <div></div>	Huron Regional Medical Center	109 <div></div>
Huron School District	48 <div></div>	Healthcare Employment Network	47 <div></div>
Huron Regional Medical Center	44 <div></div>	Agtegra Cooperative	41 <div></div>
Northwestern Energy	38 <div></div>	Terex	39 <div></div>
Jack Link's Protein Snacks	35 <div></div>	Coborn's	37 <div></div>
State Of South Dakota	24 <div></div>	GPAC	33 <div></div>
Terex	23 <div></div>	Wilbur-Ellis Company	32 <div></div>
Banner Engineering	21 <div></div>	First Premier Bank	30 <div></div>
Dakotaland Federal Credit Union	21 <div></div>	Walmart	28 <div></div>
Walmart	21 <div></div>	Assurance	23 <div></div>

## Business Size



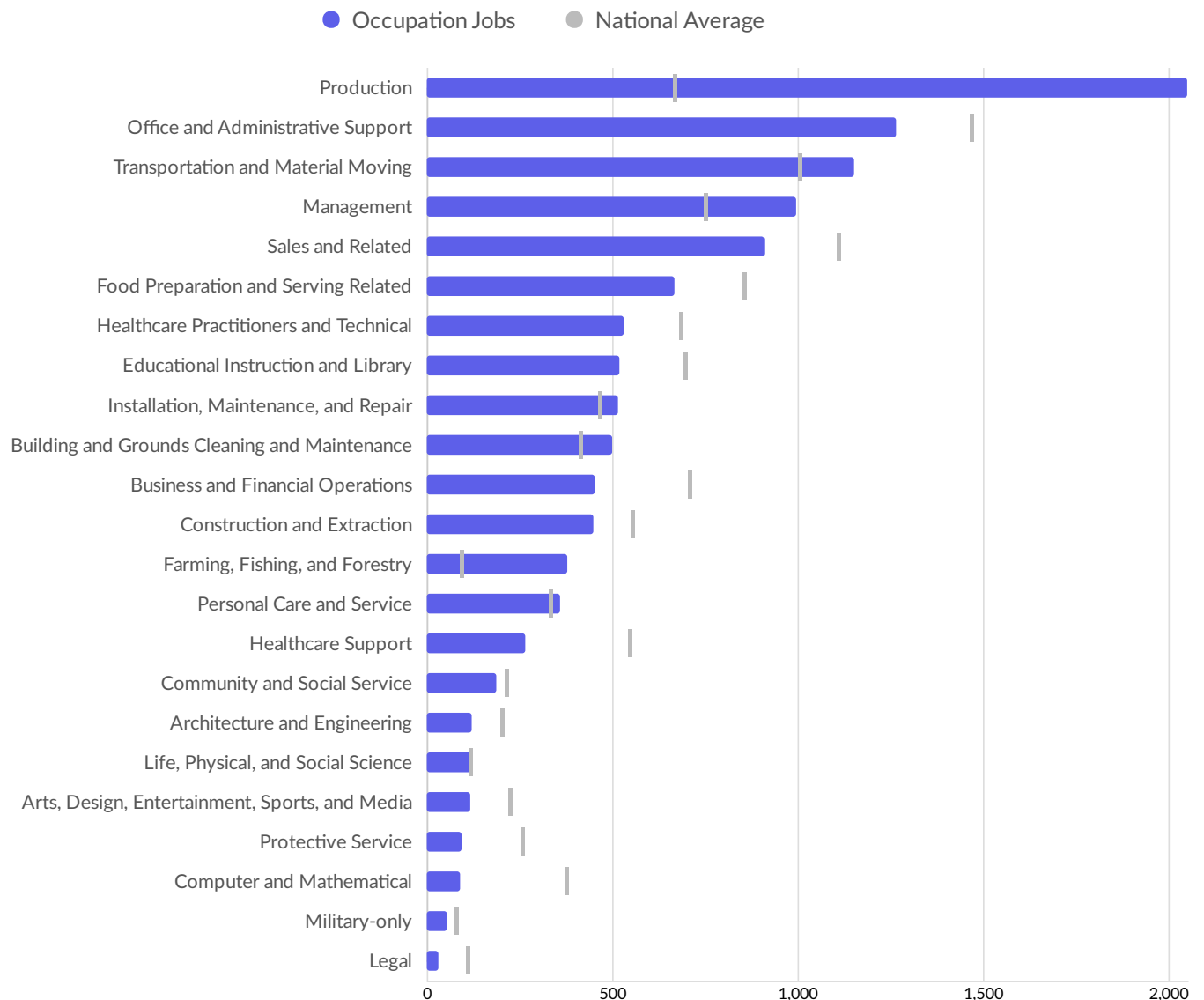
	Percentage	Business Count
1 to 4 employees	34.8%	333
5 to 9 employees	26.6%	255
10 to 19 employees	22.2%	212
20 to 49 employees	12.2%	117
50 to 99 employees	2.9%	28
100 to 249 employees	0.6%	6
250 to 499 employees	0.4%	4
500+ employees	0.2%	2

*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

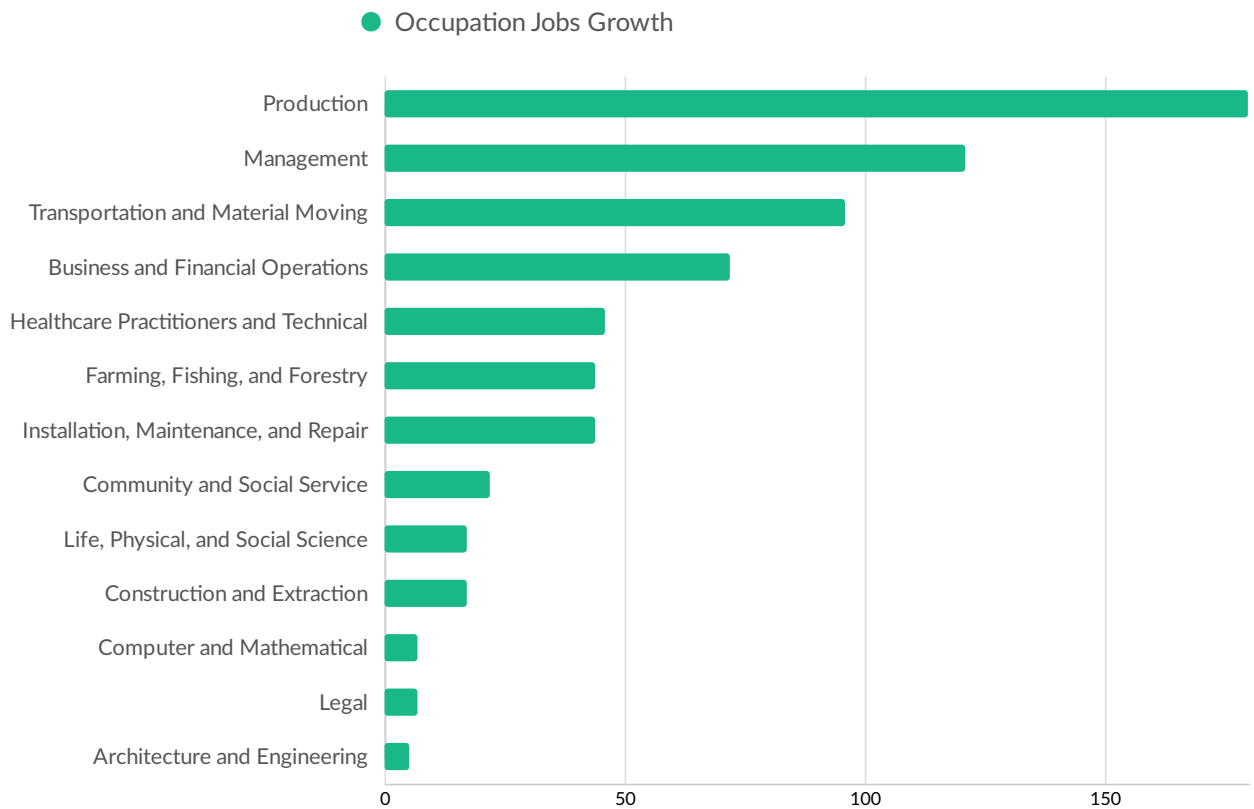


# Workforce Characteristics

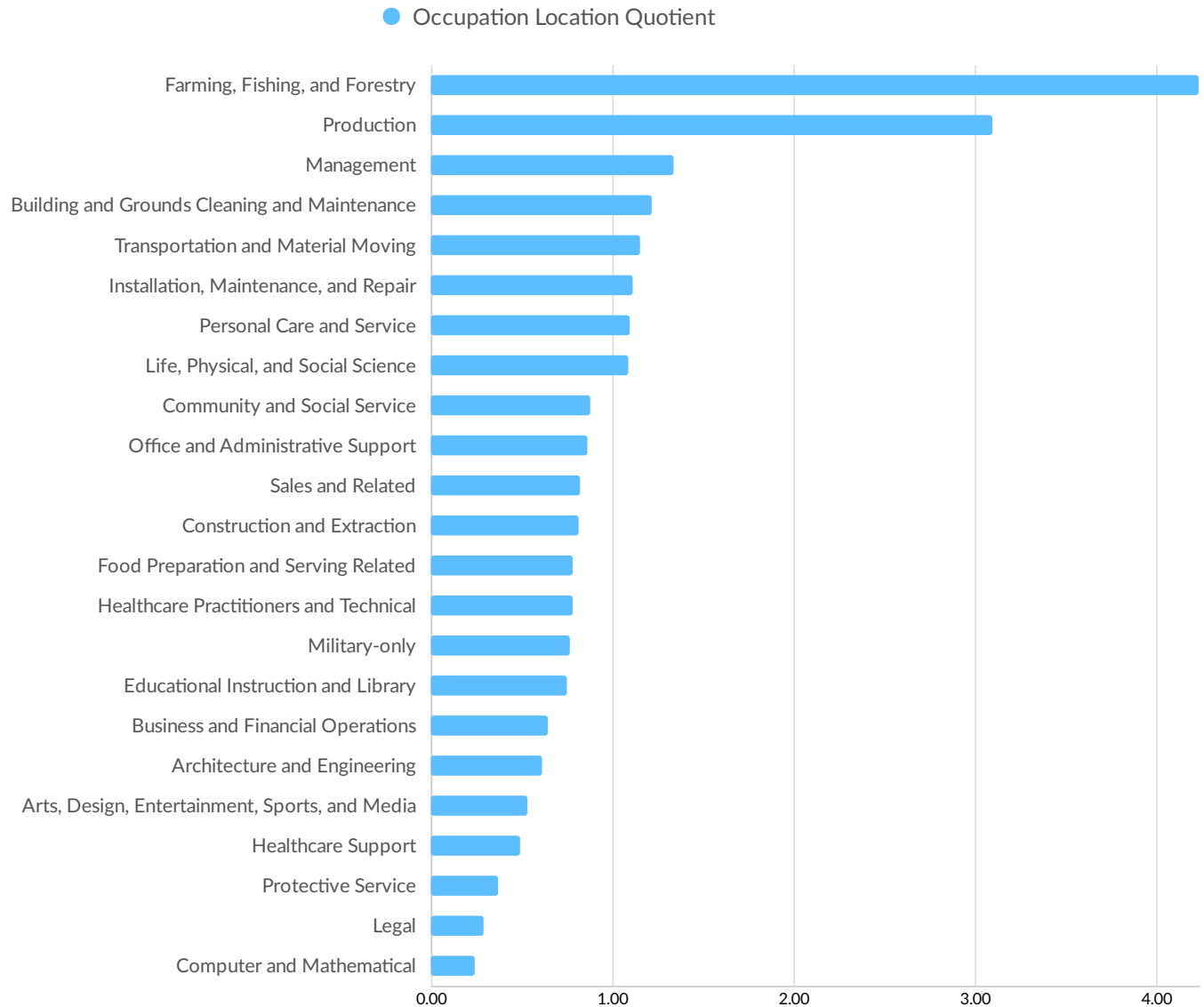
## Largest Occupations



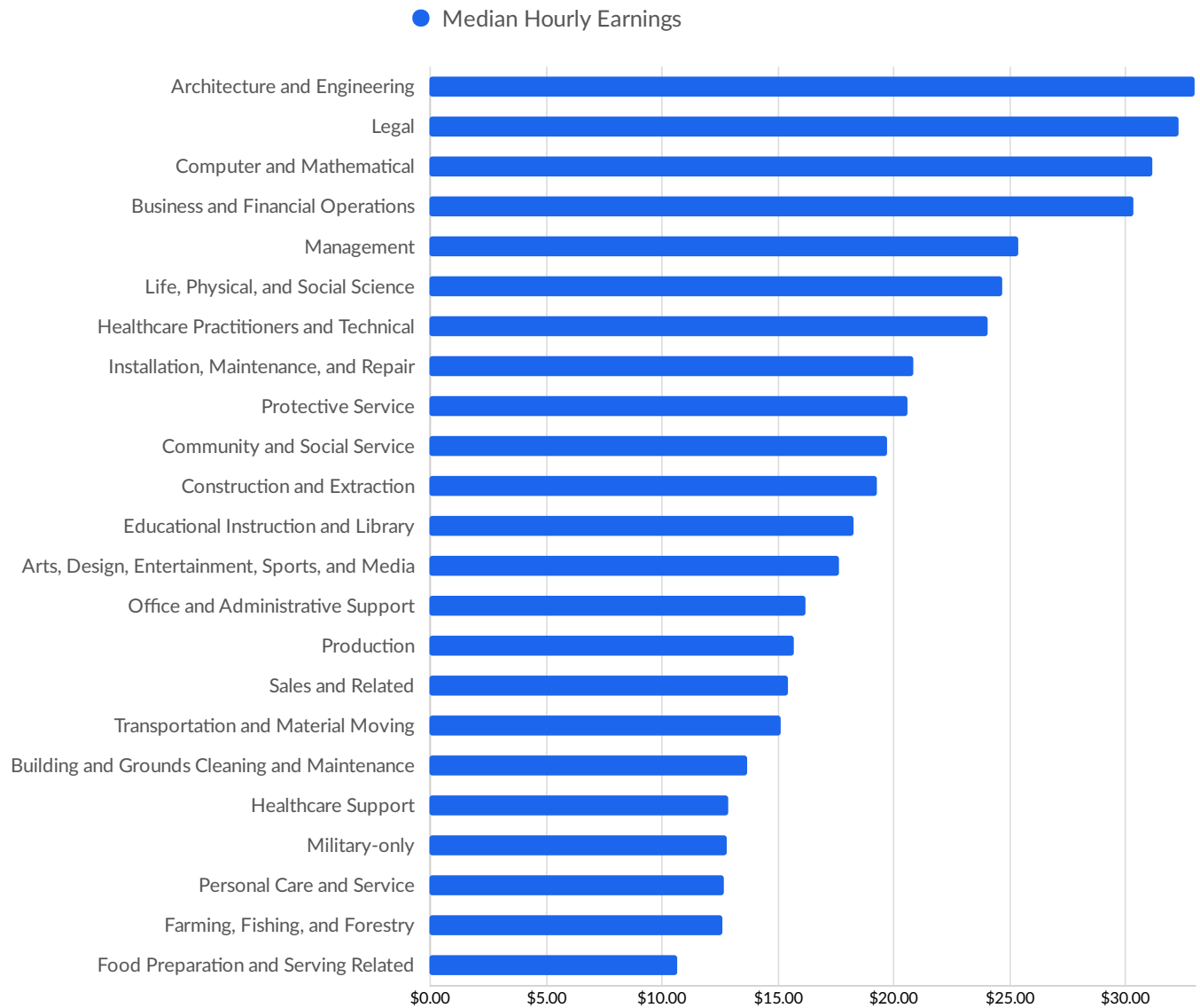
## Top Growing Occupations



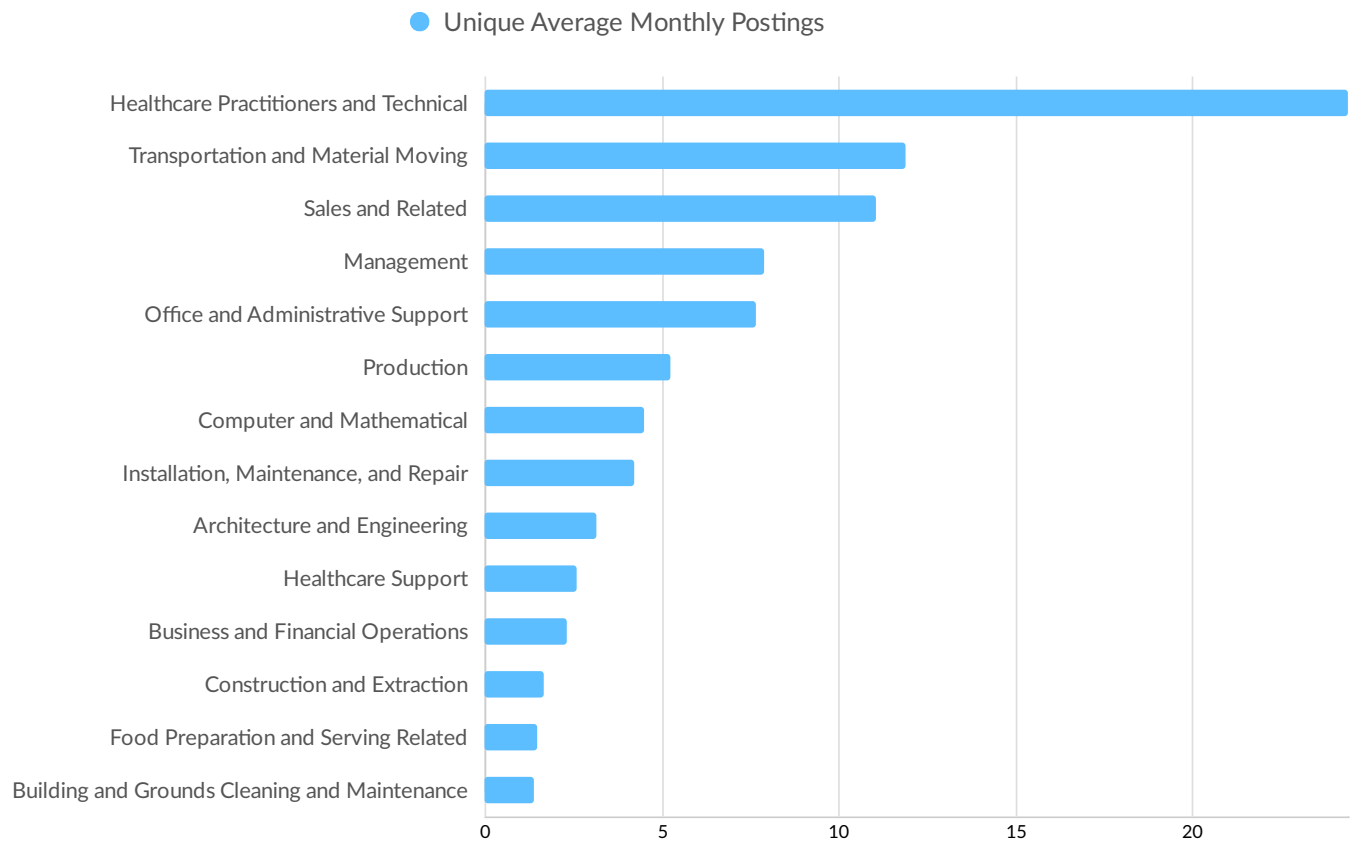
## Top Occupation Location Quotient



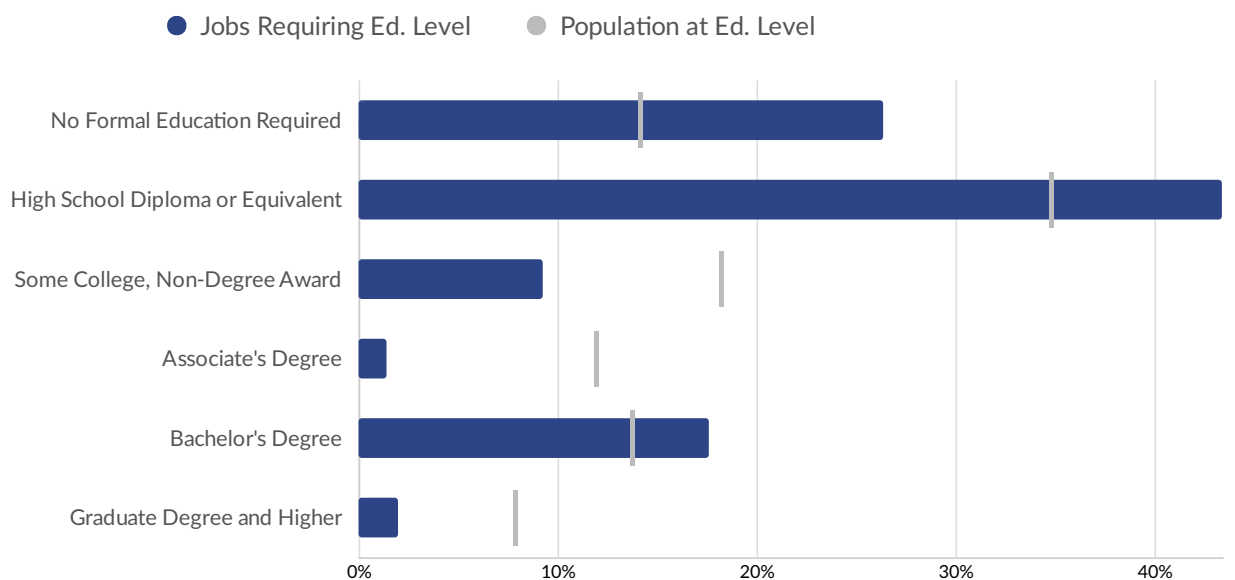
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

Over the last 5 years, no schools in Huron, SD produced graduates.

## In-Demand Skills

