



# 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.

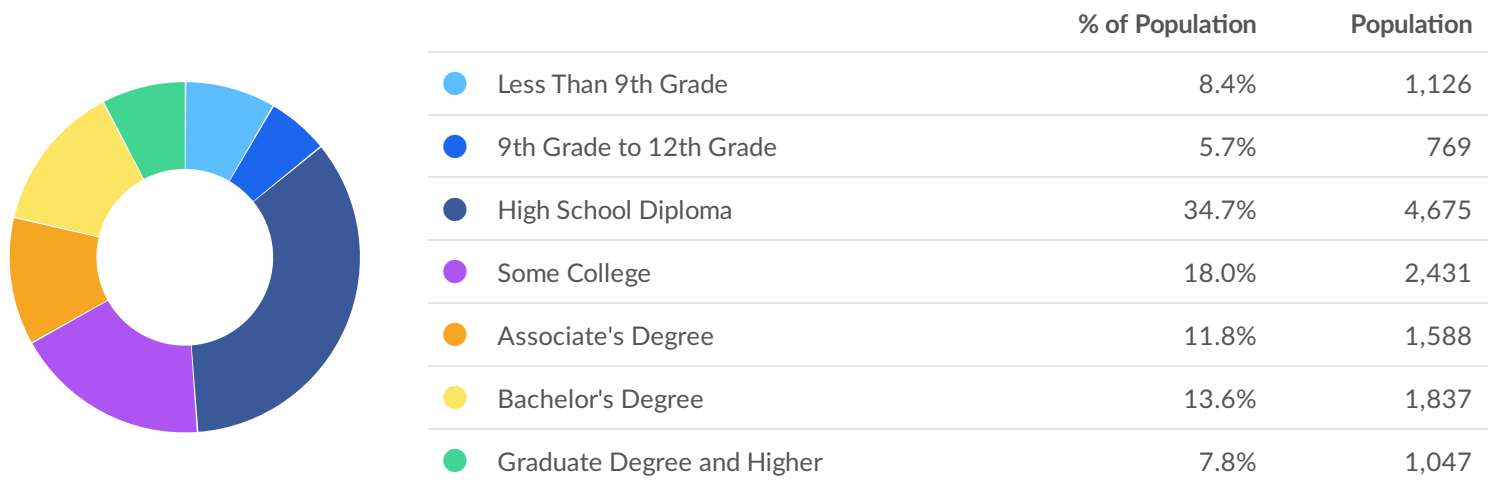
|        | Population (2021) | Labor Force (2021) | Jobs (2021) | Cost of Living | GRP      | Imports  | Exports  |
|--------|-------------------|--------------------|-------------|----------------|----------|----------|----------|
| Region | 20,484            | 10,717             | 11,828      | 104.0          | \$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



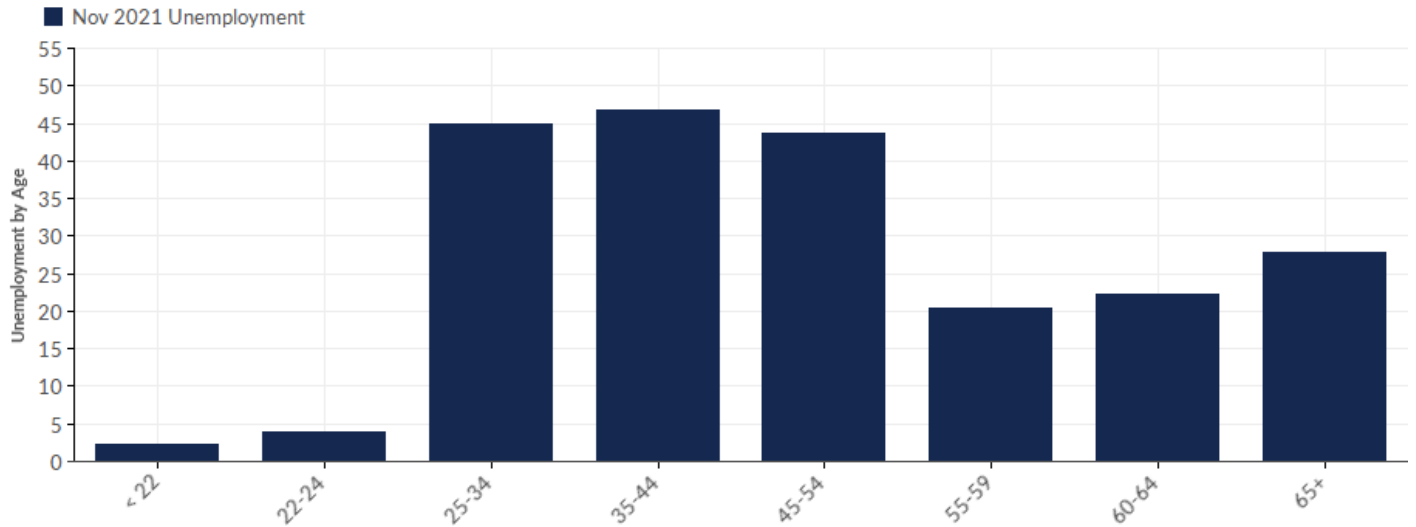
## Educational Attainment

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).



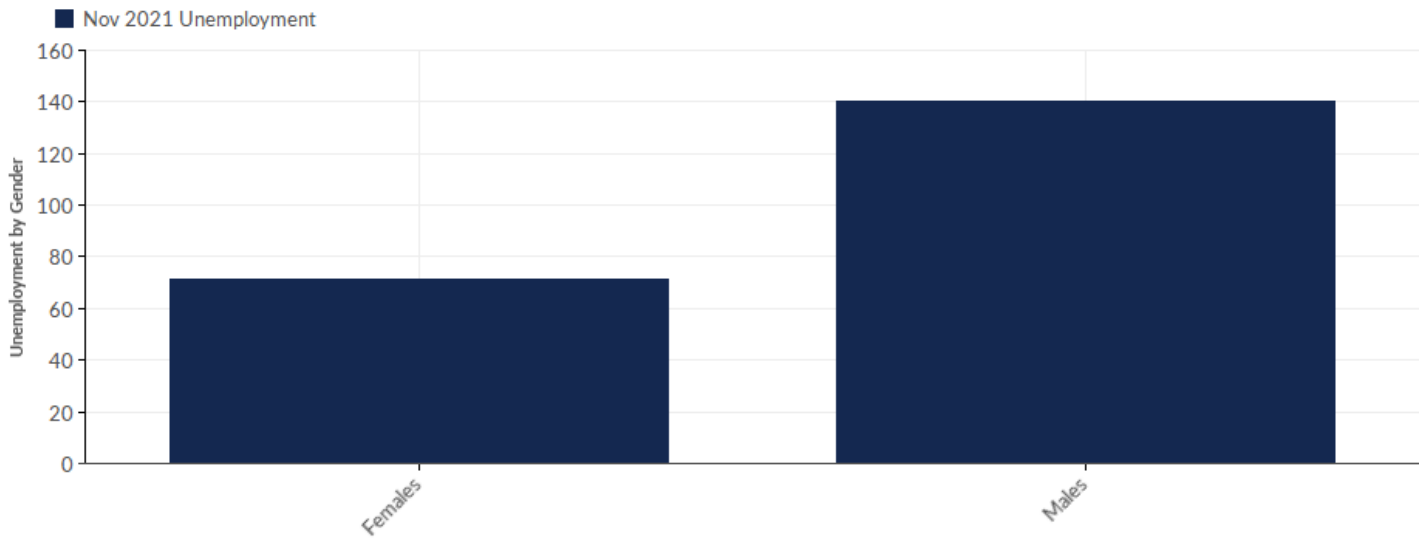
# Unemployment by Demographics

## Unemployment by Age



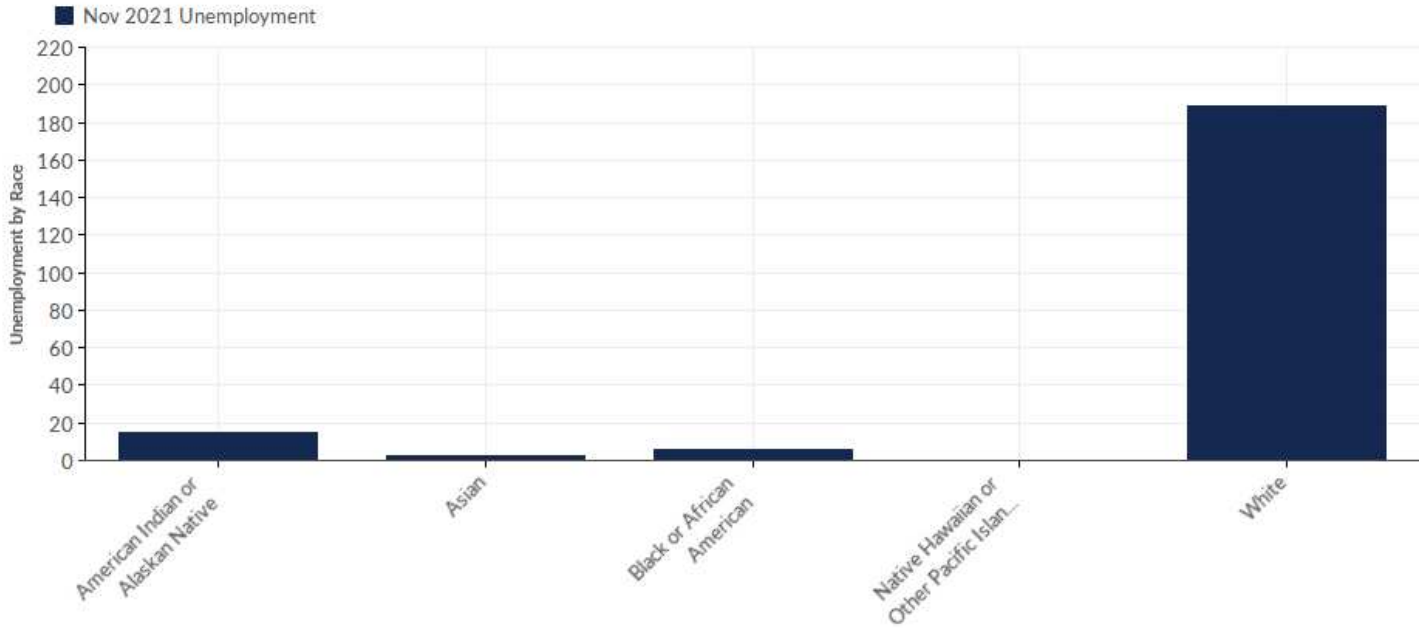
| Age   | Unemployment (Nov 2021) | % of Cohort |
|-------|-------------------------|-------------|
| < 22  | 2                       | 0.94%       |
| 22-24 | 4                       | 1.89%       |
| 25-34 | 45                      | 21.23%      |
| 35-44 | 47                      | 22.17%      |
| 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%     |

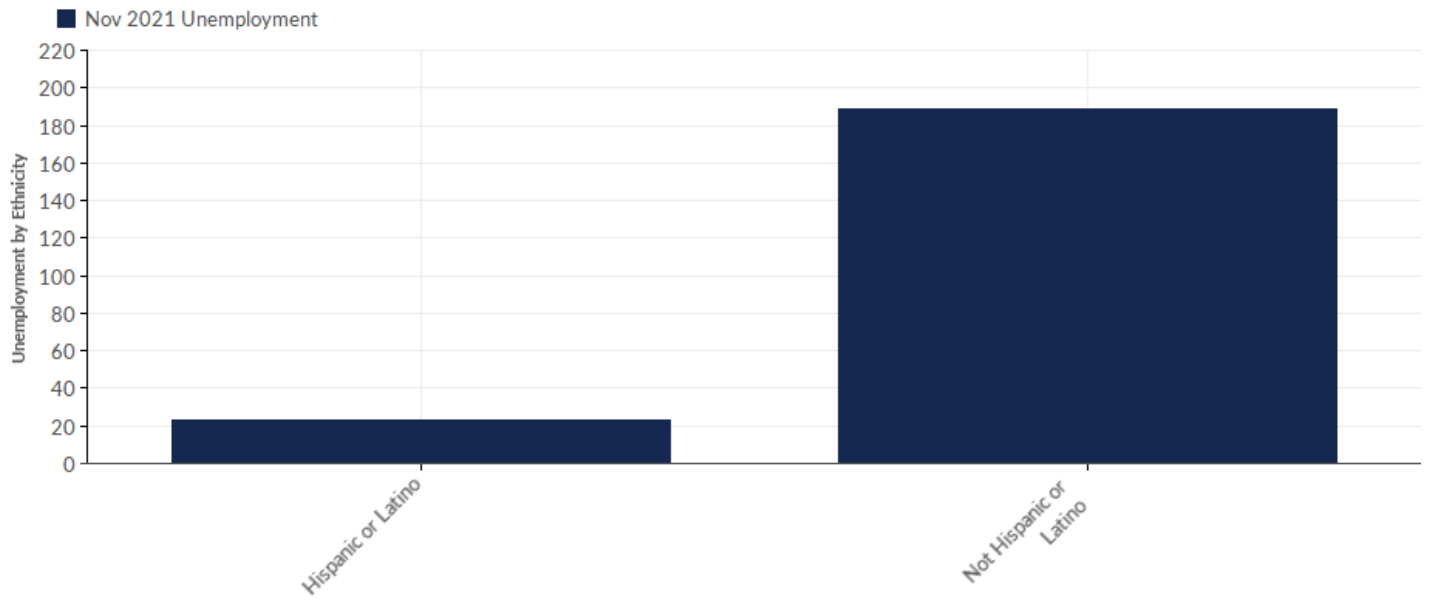
## Unemployment by Race



| 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%         |
| <b>Total</b>                              | <b>212</b>              | <b>100.00%</b> |



## Unemployment by Ethnicity

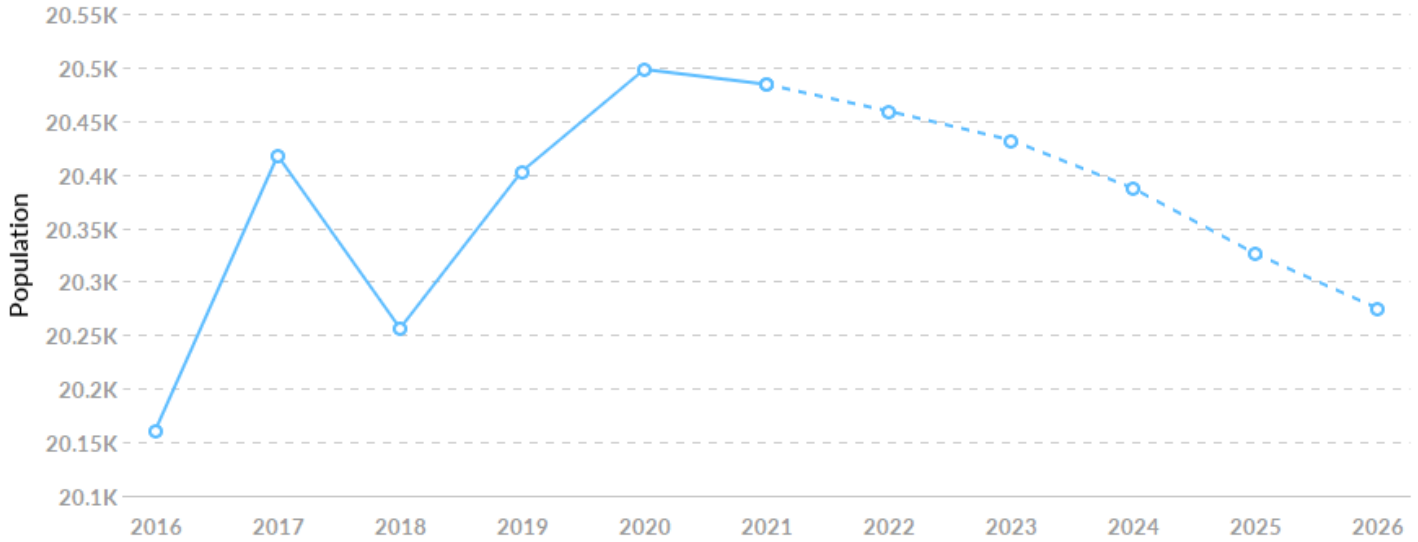


| Ethnicity              | Unemployment (Nov 2021) | % of Cohort |
|------------------------|-------------------------|-------------|
| Hispanic or Latino     | 23                      | 10.85%      |
| Not Hispanic or Latino | 189                     | 89.15%      |
| Total                  | 212  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

# Historic & Projected Trends

## Population Trends

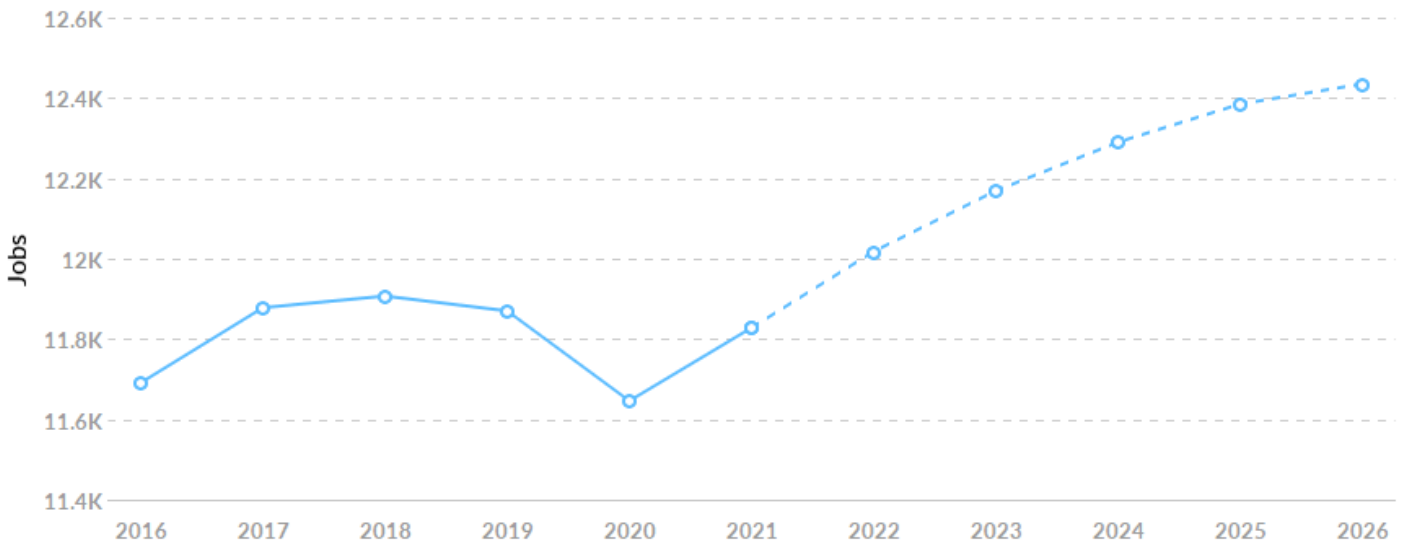
As of 2021 the region's population **increased by 1.6%** since 2016, growing by 323. Population is expected to **decrease by 1.0%** between 2021 and 2026, losing 209.



| 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     |

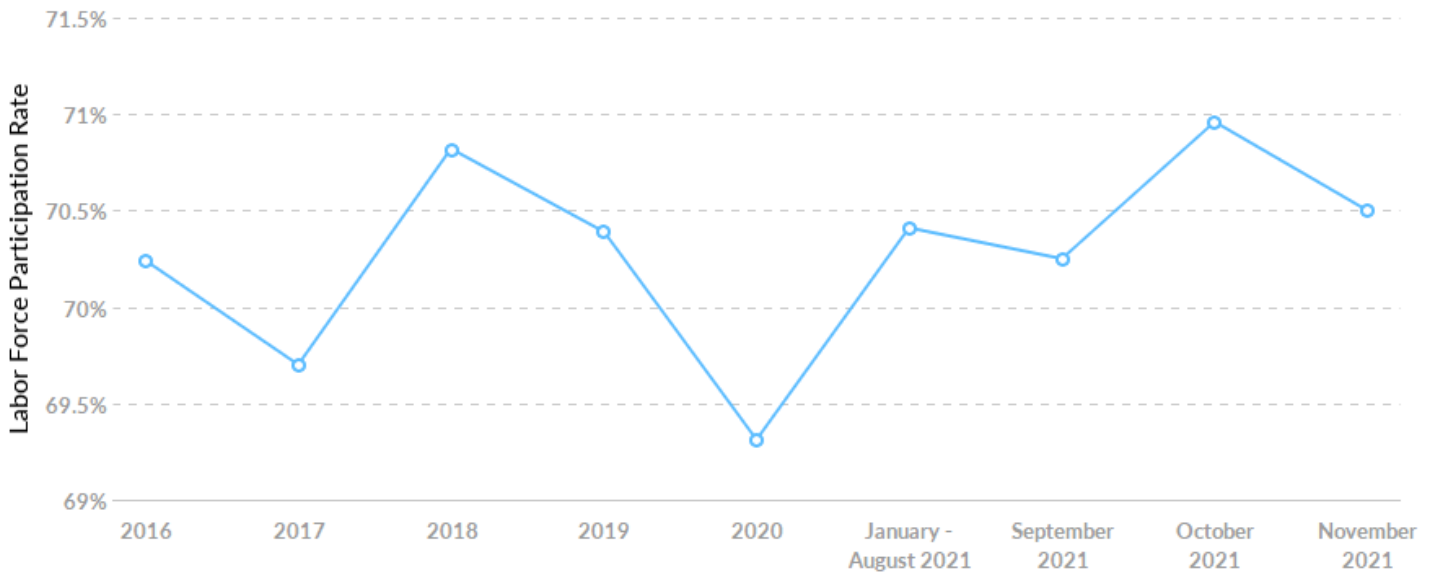
## Job Trends

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 |

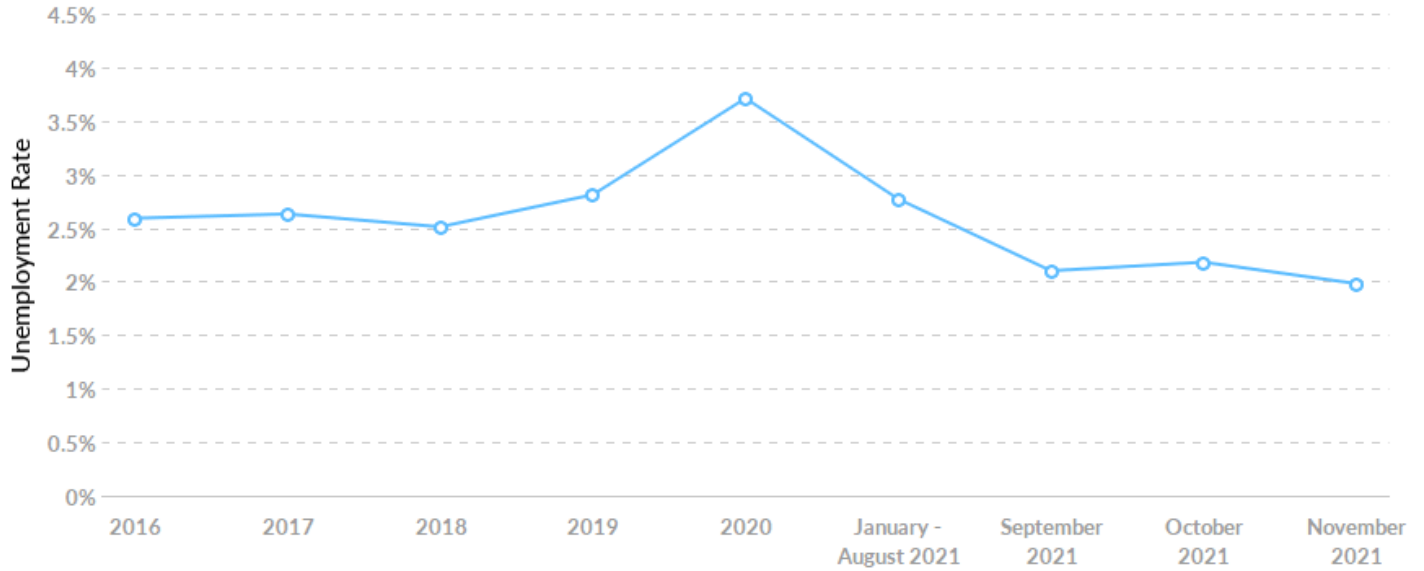
## Labor Force Participation Rate Trends



| 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%                         |

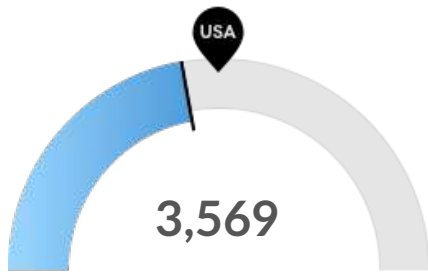
## Unemployment Rate Trends

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



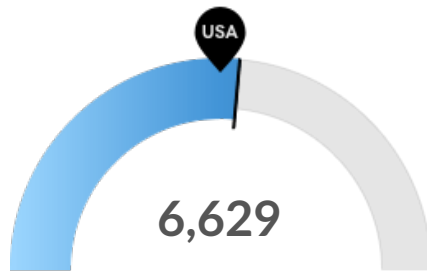
| Timeframe             | Unemployment Rate |
|-----------------------|-------------------|
| 2016                  | 2.59%             |
| 2017                  | 2.63%             |
| 2018                  | 2.51%             |
| 2019                  | 2.81%             |
| 2020                  |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

## Population Characteristics



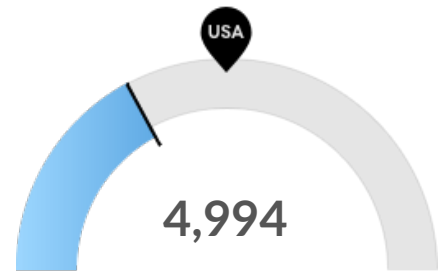
**Millennials**

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



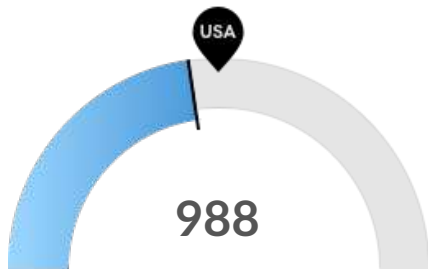
**Retiring Soon**

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.



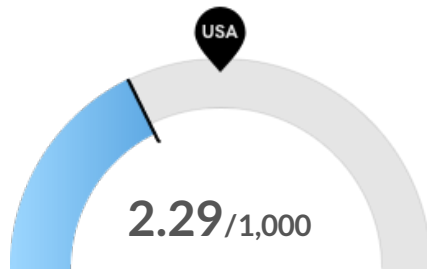
**Racial Diversity**

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.



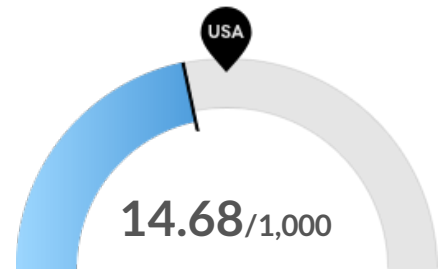
**Veterans**

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.

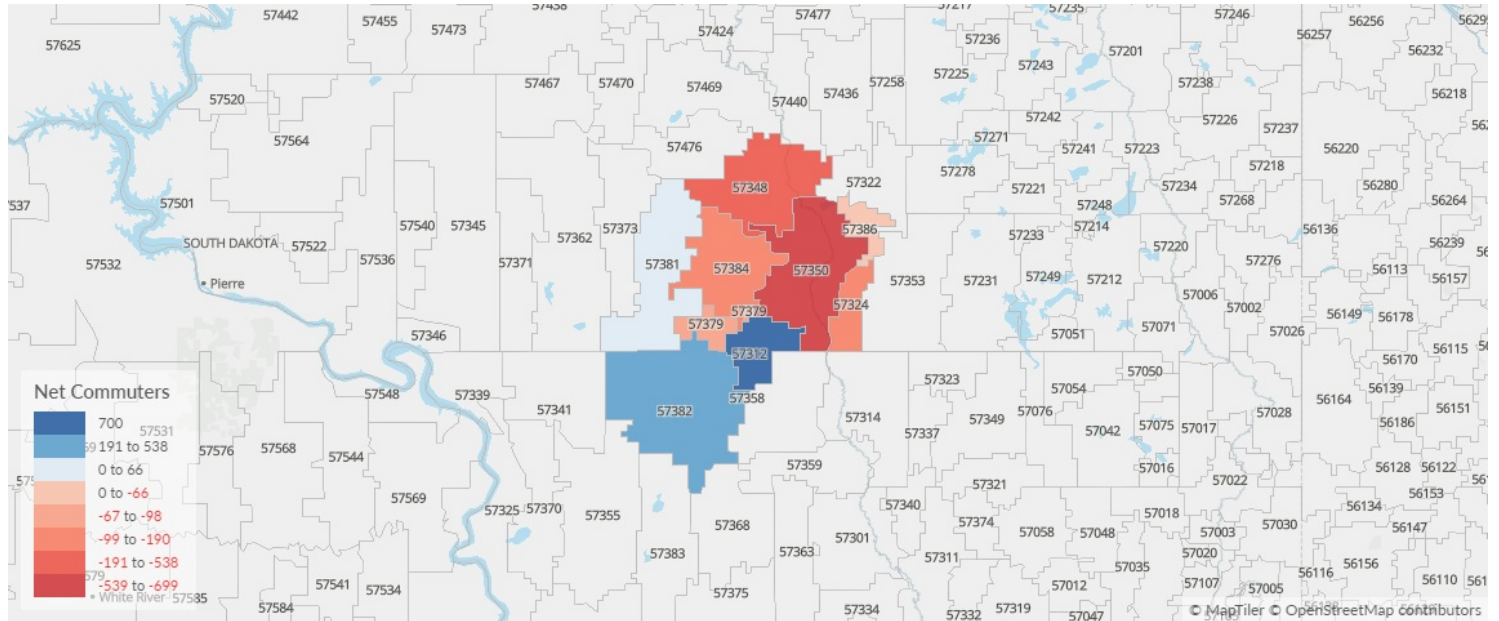


**Property Crime**

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

Where Talent Lives

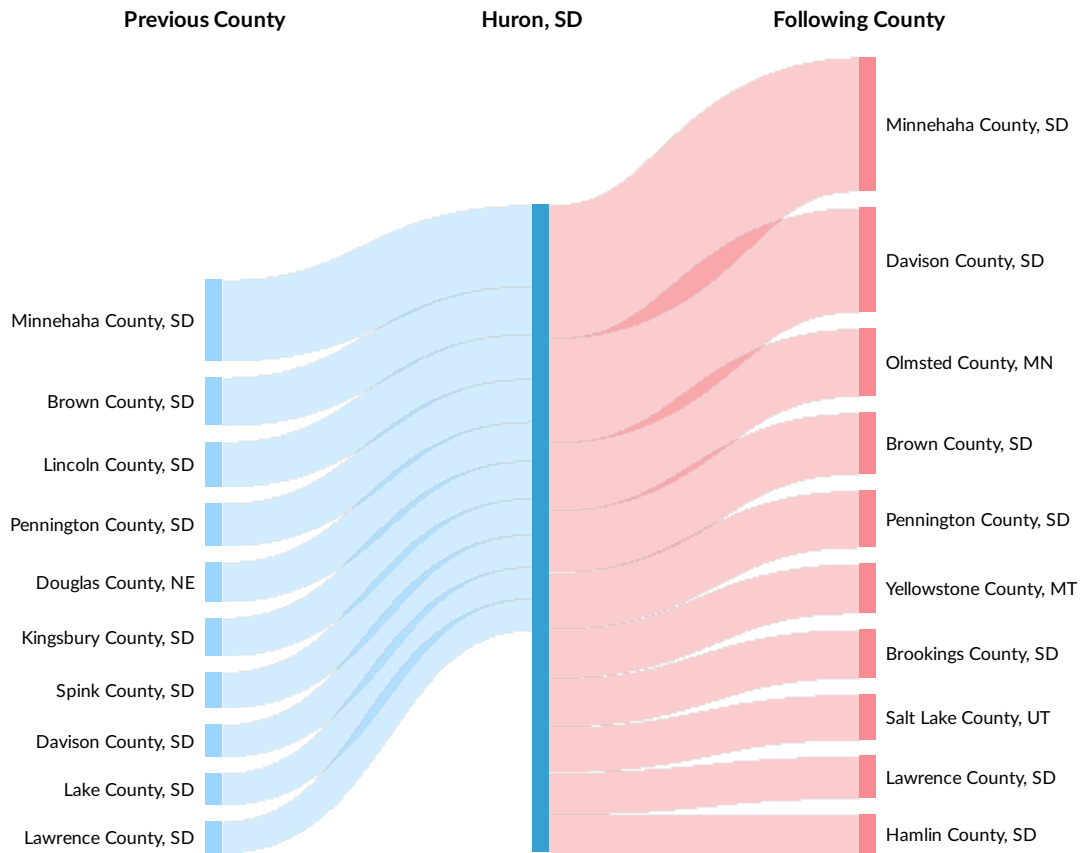
| ZIP   | Name                        | 2021 Employment |
|-------|-----------------------------|-----------------|
| 57350 | Huron, SD (in Beadle co...  | 8,491           |
| 57382 | Wessington Springs, SD...   | 1,042           |
| 57312 | Alpena, SD (in Jerauld c... | 999             |
| 57384 | Wolsey,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

| 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.



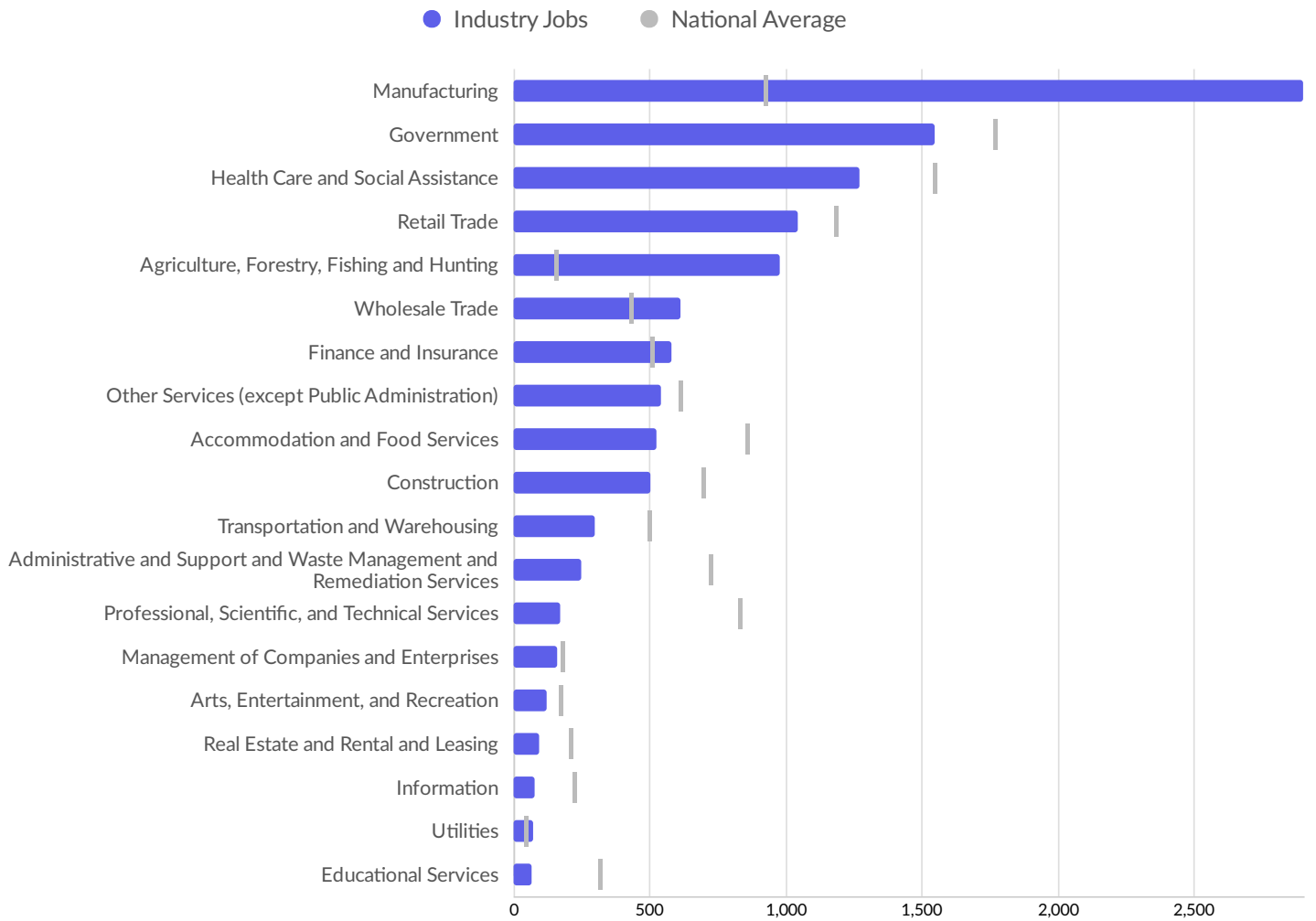
| Top Previous Counties | Migrations |
|-----------------------|------------|
| Minnehaha County, SD  | 41         |
| Brown County, SD      | 24         |
| Lincoln County, SD    | 23         |
| Pennington County, SD | 22         |
| Douglas County, NE    | 20         |
| Kingsbury County, SD  | 19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



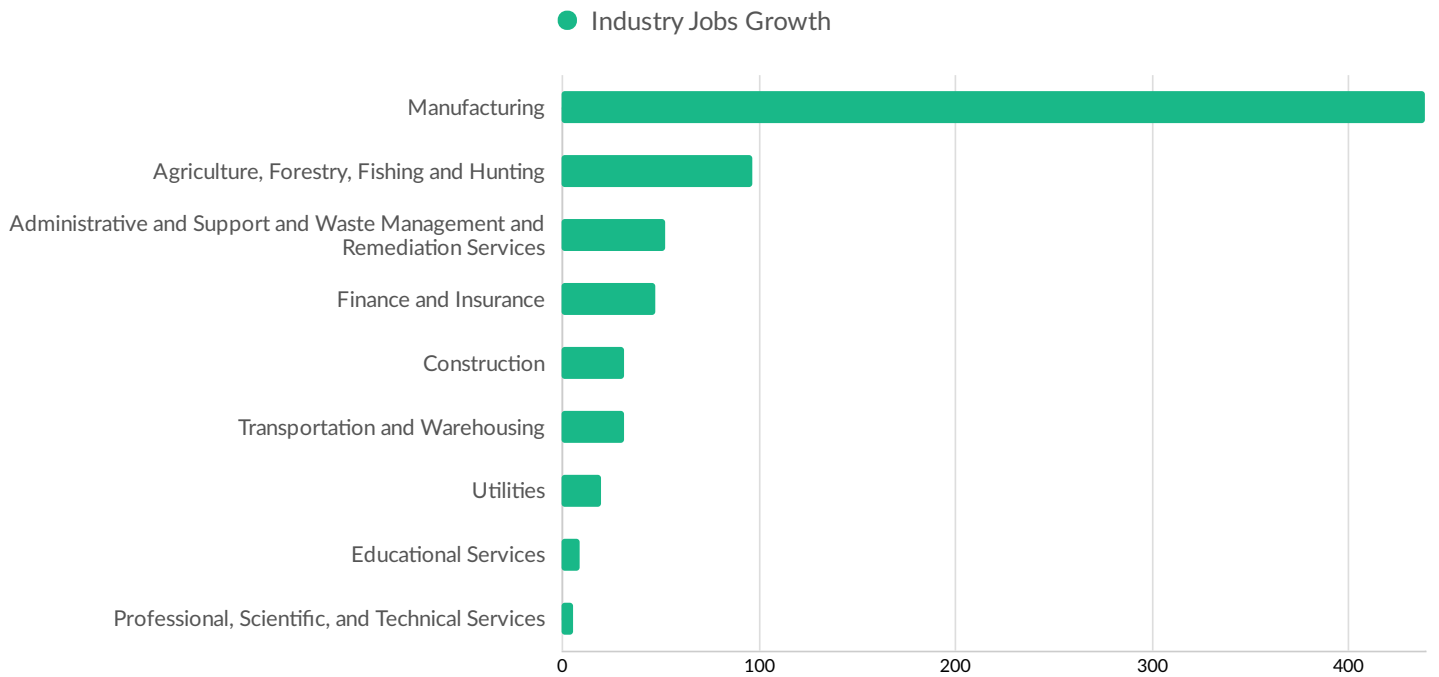
| <b>Top Previous Counties</b>  | <b>Migrations</b> |
|-------------------------------|-------------------|
| Spink County, SD              | 18                |
| Davison County, SD            | 16                |
| Lake County, SD               | 16                |
| Lawrence County, SD           | 16                |
| McCook County, SD             | 15                |
| Ramsey County, MN             | 15                |
| El Paso County, CO            | 13                |
| Maricopa County, AZ           | 13                |
| Brookings County, SD          | 10                |
| <b>Top Following Counties</b> | <b>Migrations</b> |
| 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

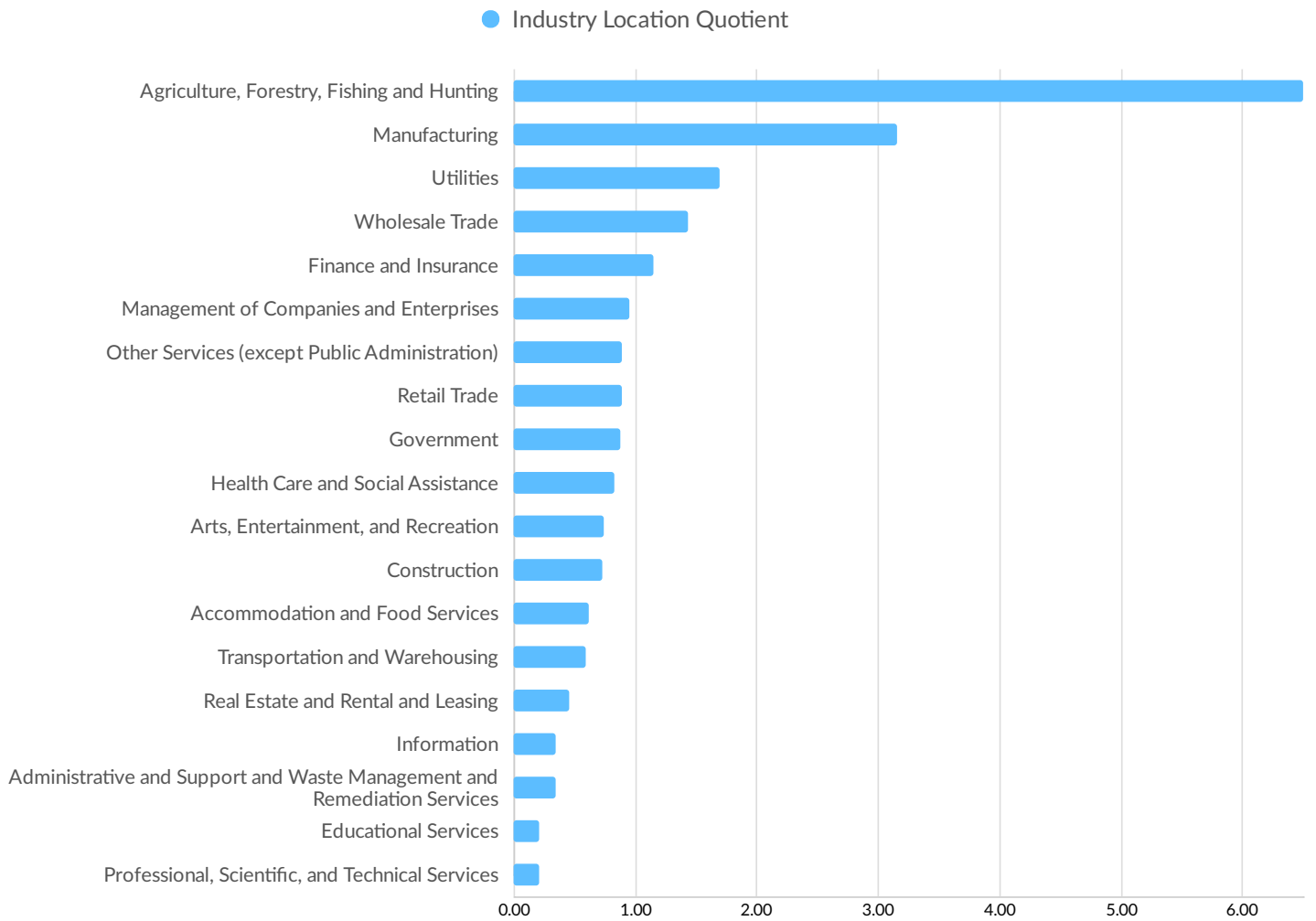
## Largest Industries



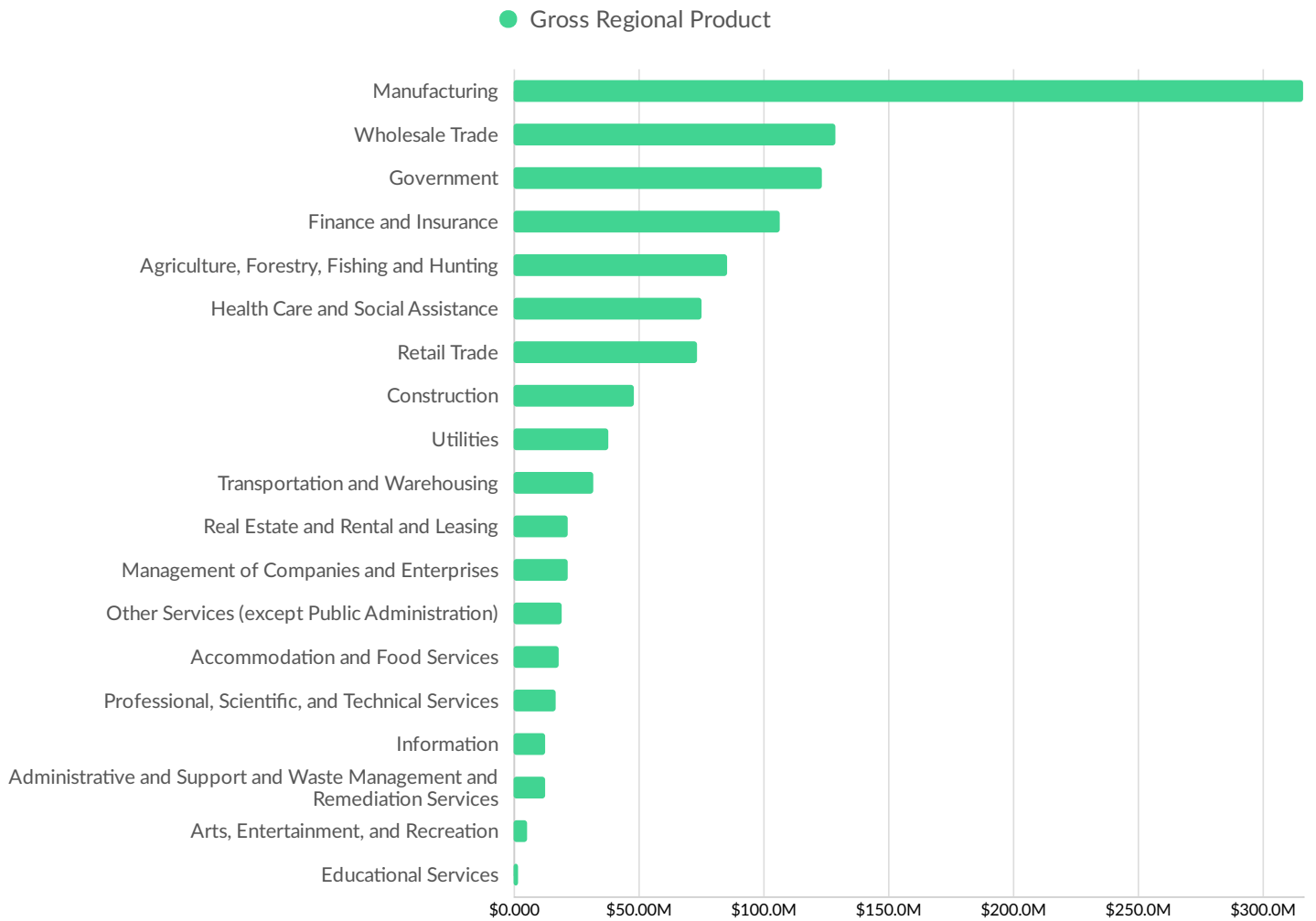
## Top Growing Industries



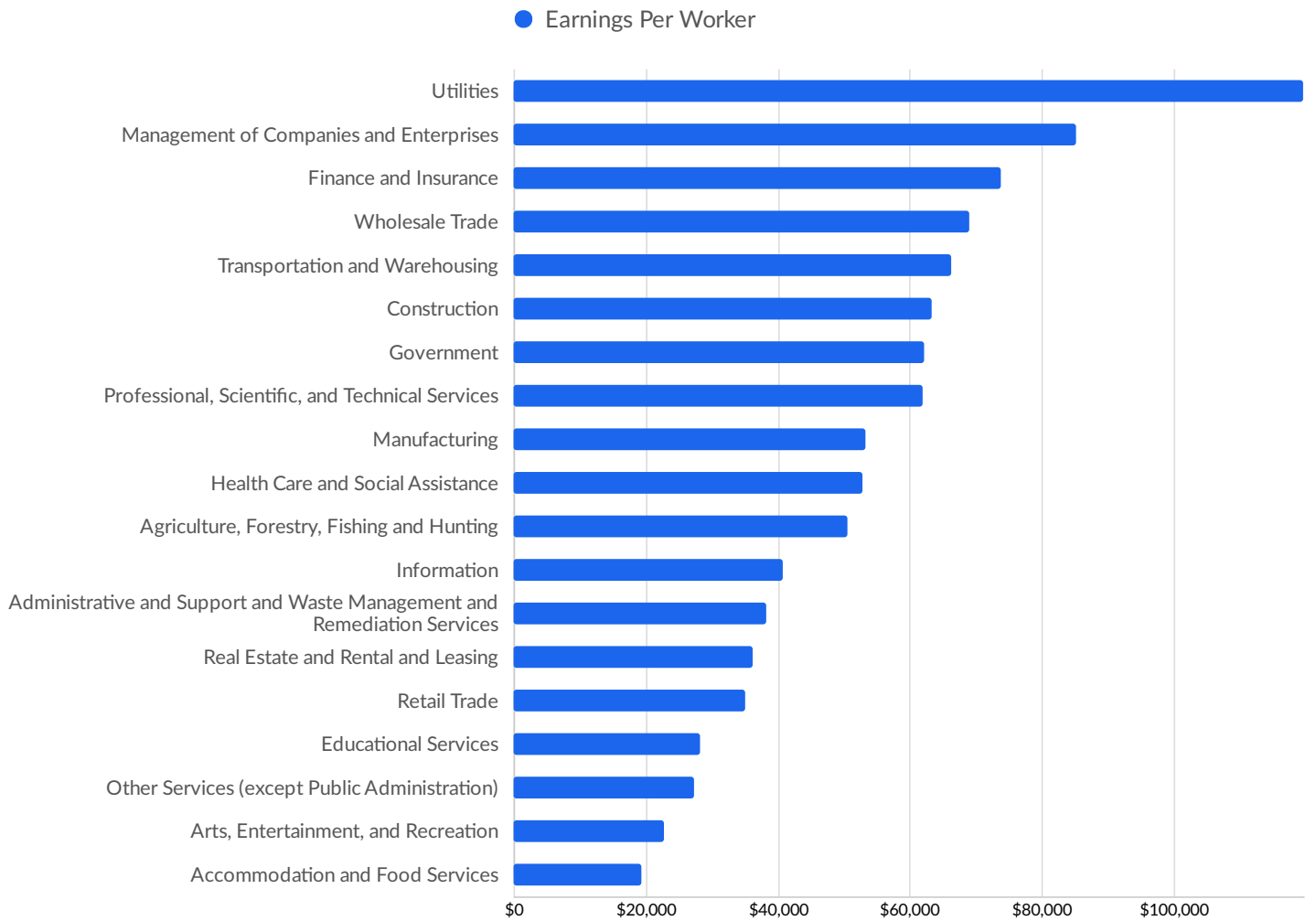
## Top Industry Location Quotient



## Top Industry GRP





## Top Industry Earnings



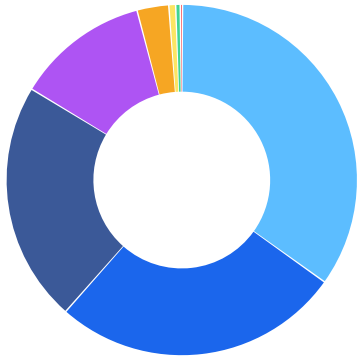
# Business Characteristics

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

## Business Size



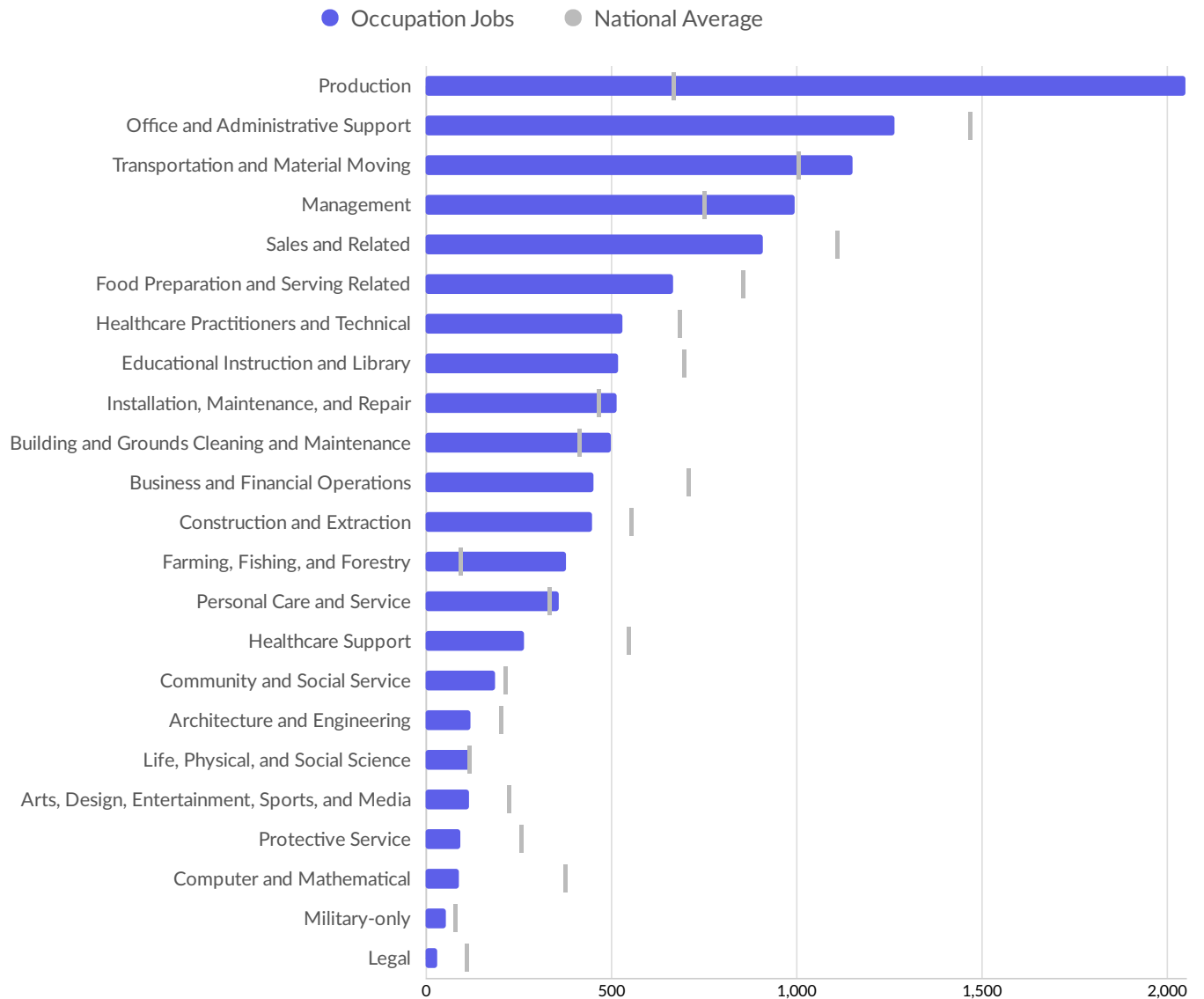
|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 34.8%      | 333            |
| 5 to 9 employees     | 26.6%      | 255            |
| 10 to 19 employees   | 22.2%      | 212            |
| 20 to 49 employees   | 12.2%      | 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.

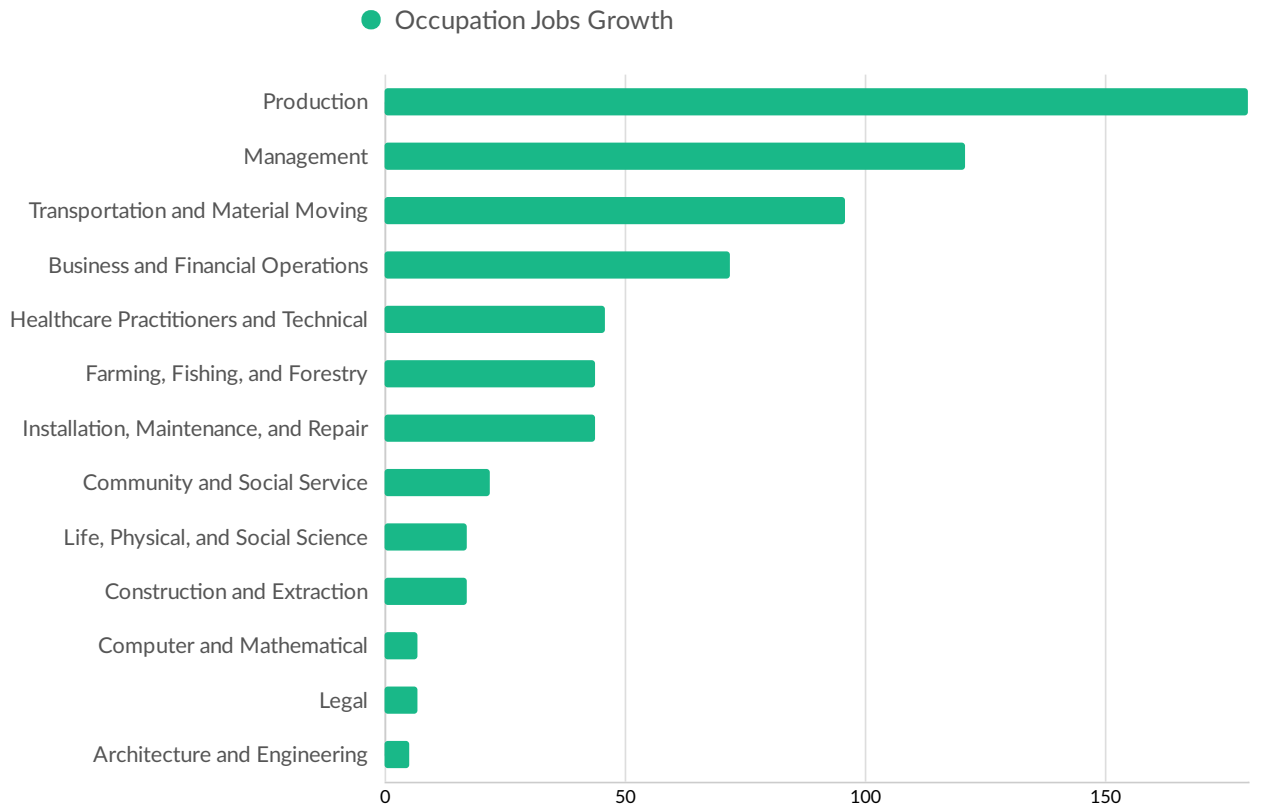


# Workforce Characteristics

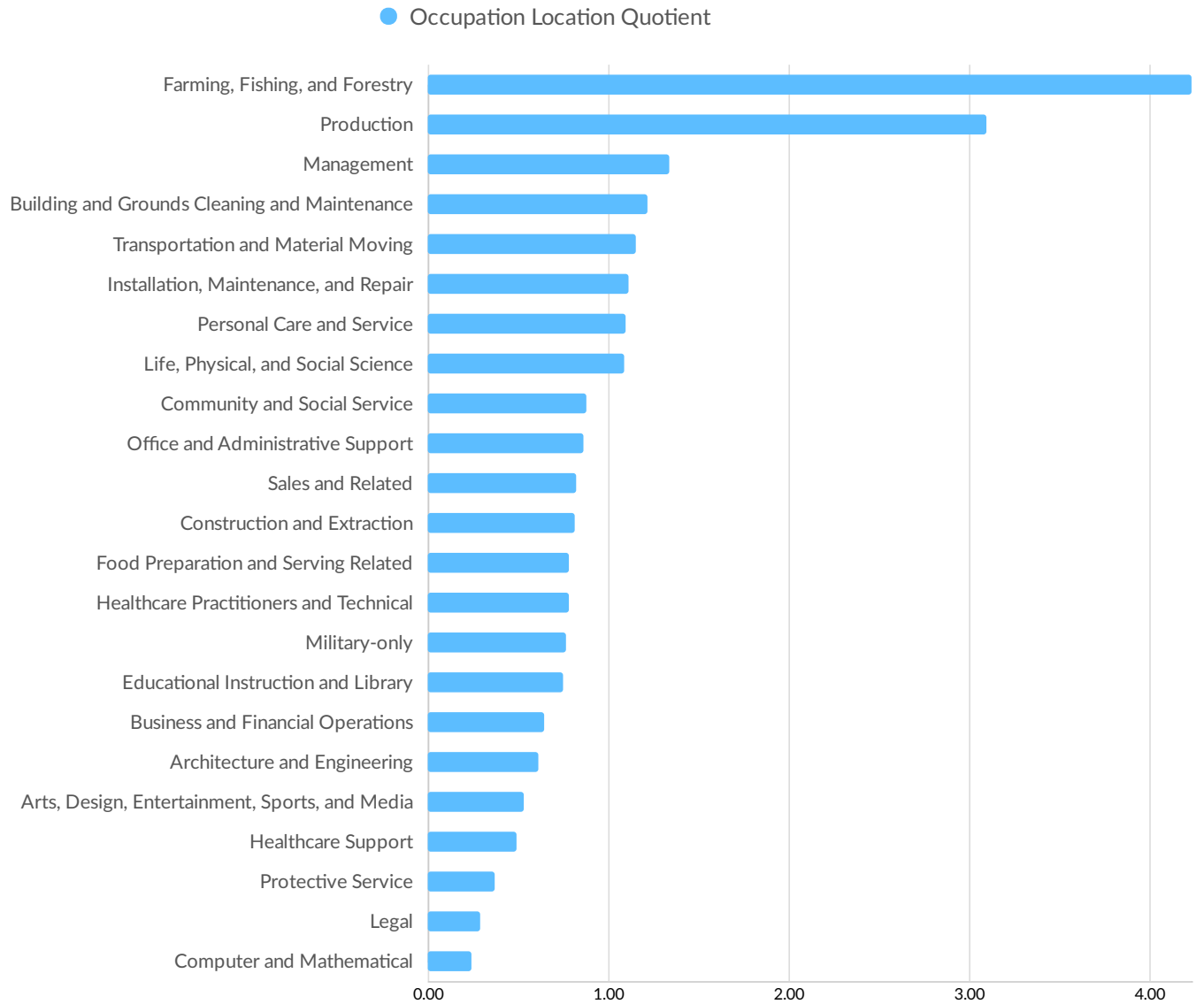
## Largest Occupations



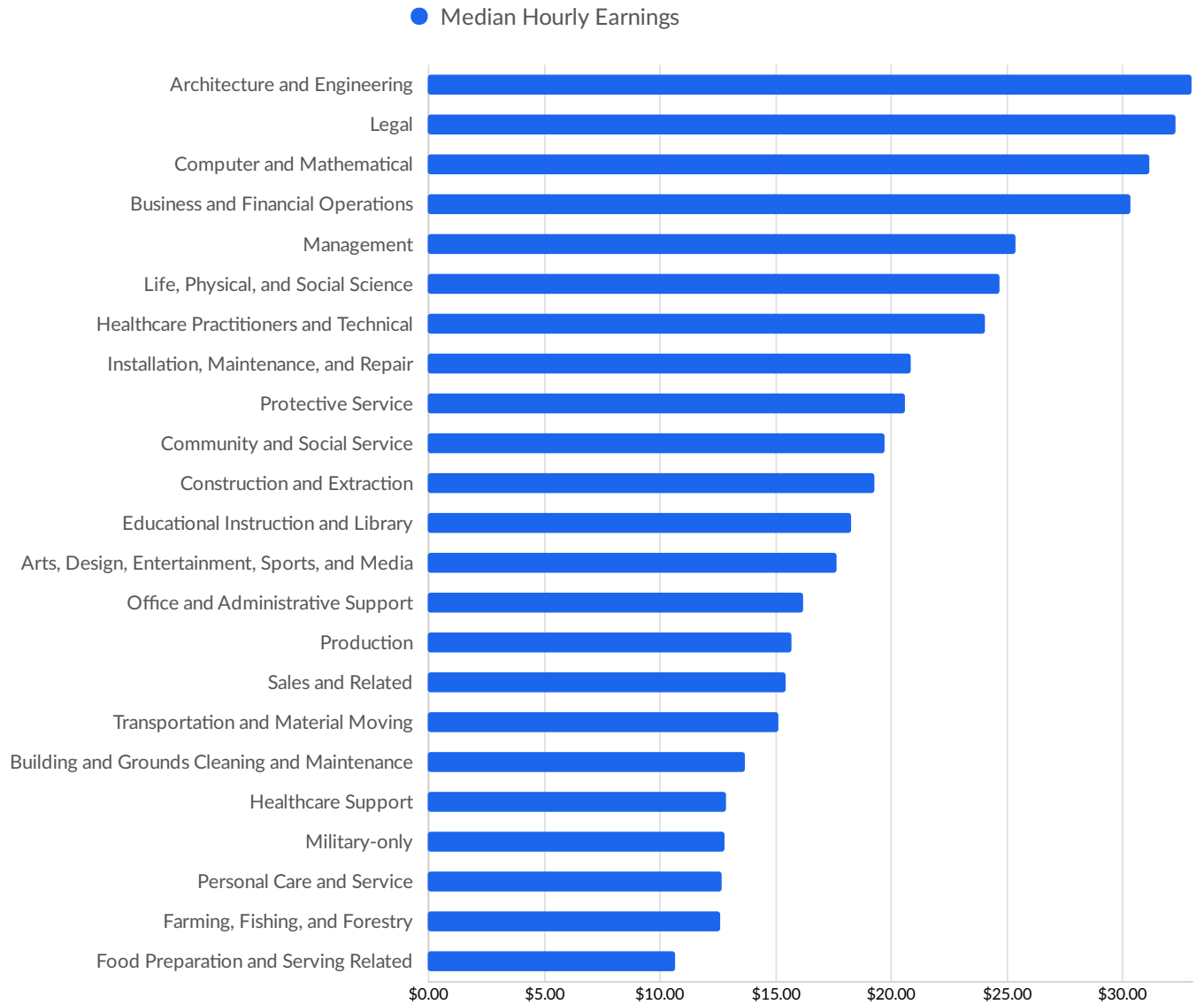
## Top Growing Occupations



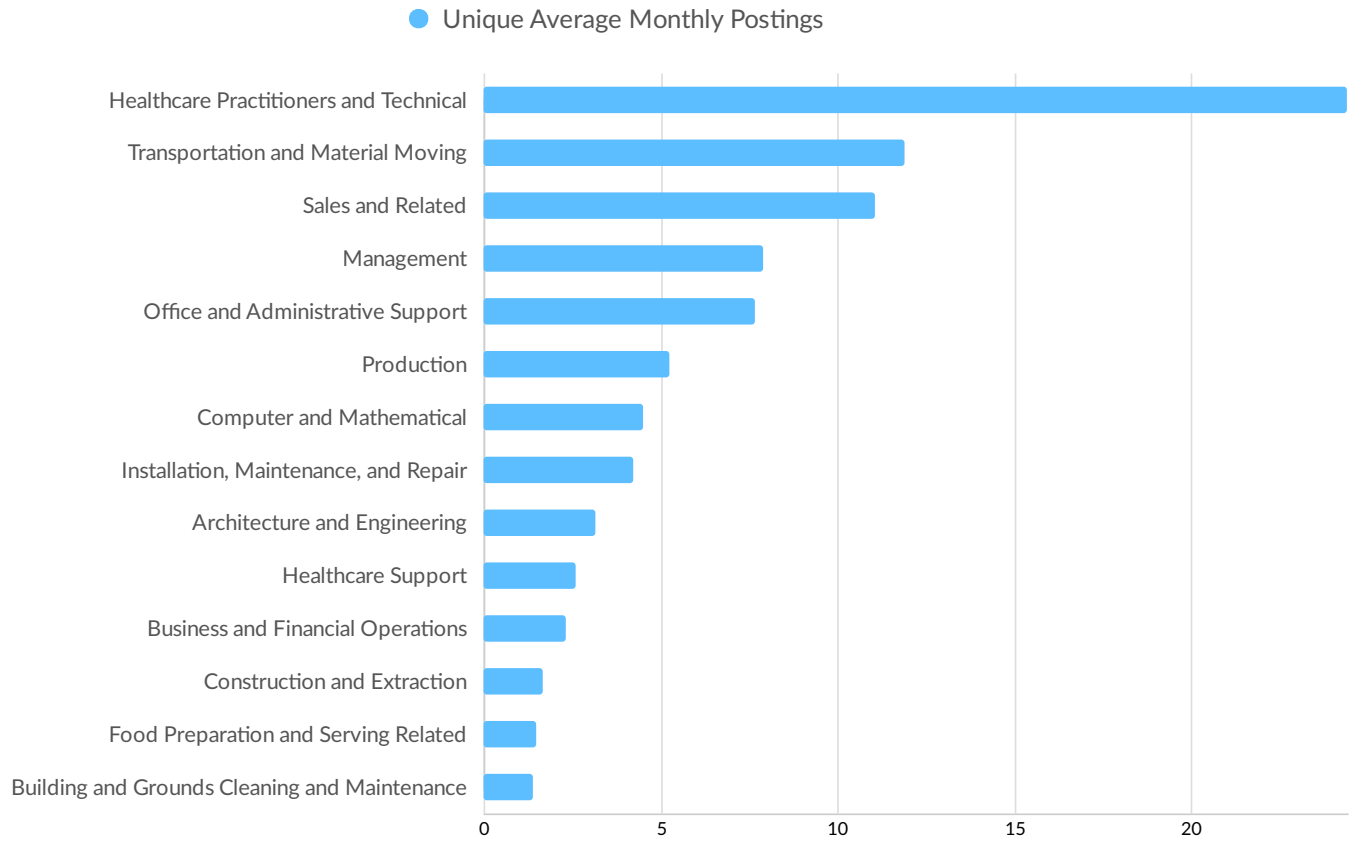
## Top Occupation Location Quotient



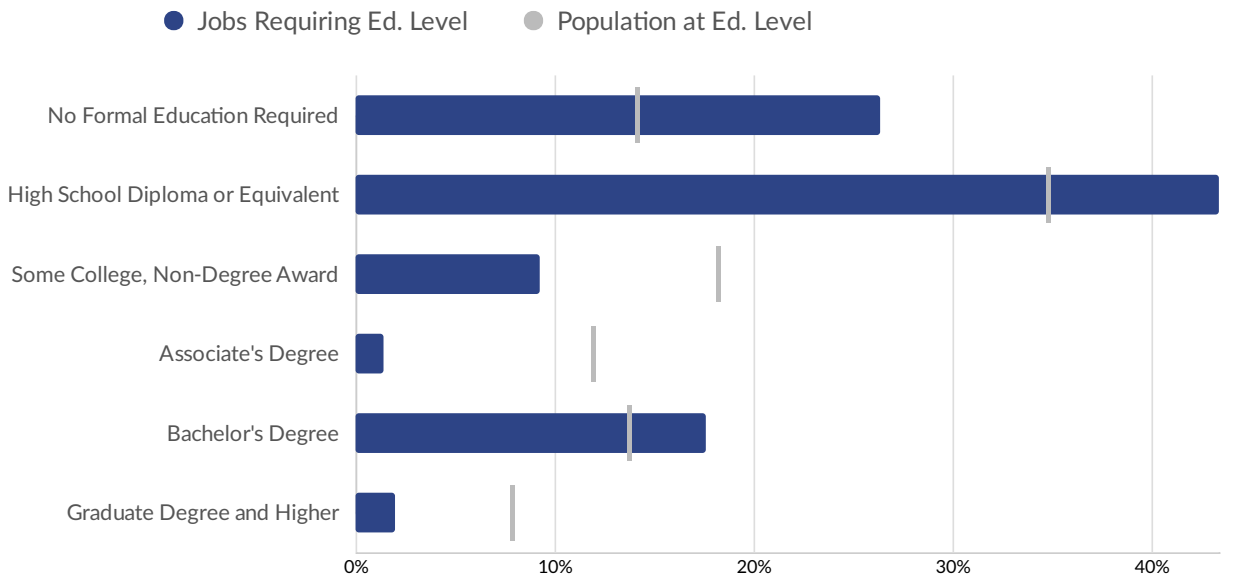
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

