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## A Survey of Retail Trade Patterns in South Dakota: 2012-2021

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# A Survey of Retail Trade Patterns in South Dakota

2012 - 2021



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# A Survey of Retail Trade Patterns in South Dakota

2012-2021

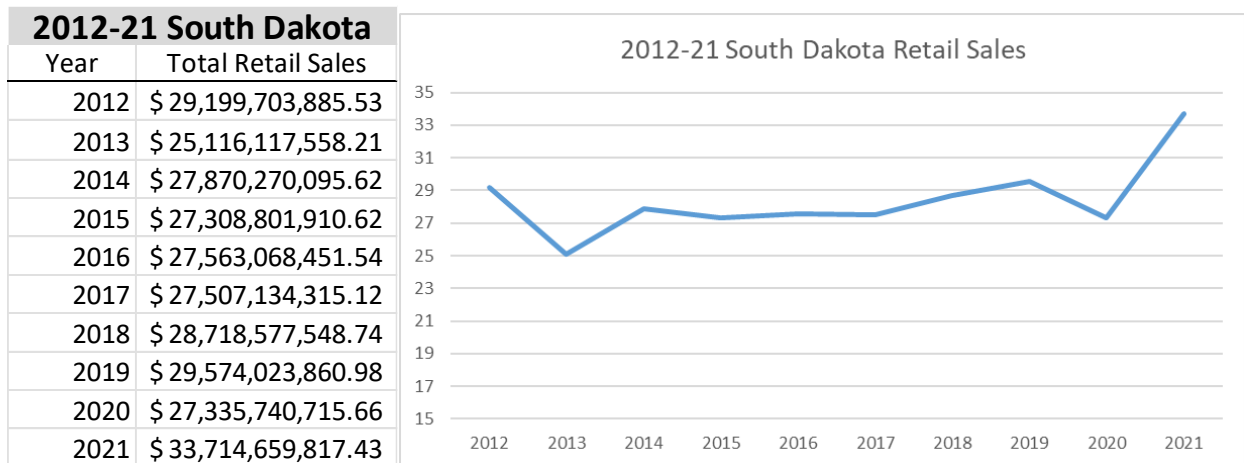
## Introduction and Overview of Retail Pull:

This paper provides an analysis of retail sales and retail trade in the state of South Dakota for the ten years 2012 to 2021. This analysis will provide information to community leaders in the cities and towns of South Dakota.

Retail pull is an economic indicator that provides a measure of community’s economic health and its ability to attract shoppers from its own community and from other communities. A community that has a healthy retail economy is generally able to attract shoppers from its own community as well as surrounding communities. That situation will be indicated with a retail pull factor greater than 1.0. However, a community that is unable to attract nonresident shoppers, and / or retain resident shoppers may have a weak retail economy. That situation is indicated with a retail pull factor less than 1.0. Thus, a community that has a retail pull factor equal to 1.0 gains as many non-resident shoppers as it loses resident shoppers to other communities.

Retail pull is calculated using three sets of data. The first is the gross retail sales data provided by the state’s Department of Revenue, the second is the population of the state and the communities in the state, and the last is the per capita income of both the state and the communities in the state. The last two data sets are provided by the US Census.

## 2021 South Dakota Retail Sales:



An examination of retail sales is helpful, but unless the data has been corrected for inflation, then year to year comparisons can be problematic. The data in the above table and graph is raw data; it is not corrected for inflation. However, some generalizations can be examined. South Dakota has had little volatility in retail sales over the past ten years. The exception is the year 2013 and 2020. The ten-year

history of retail sales in South Dakota shows a peak in 2012, a dip in 2013, and moderate growth until the pandemic year of 2020. Specifically, 2020 retail sales saw a \$2.23 billion or 8% decrease from the year before.<sup>1</sup> Interestingly, the pandemic fueled drop in retail sales between 2019 and 2020 is less than the drop seen between 2012 and 2013. There, the economy lost \$4.1B or 14%. The recovery year of 2021 saw an increase in retail sales of \$6.38 billion, an increase of 23%.

The next level of analysis is to look at the components of retail trade. Retail trade is divided into eight major groups, or facets of the retail economy. These groups are: (1) building materials and garden supplies, (2) general merchandise stores, (3) food stores, (4) automotive dealers and service stations, (5) apparel and accessory stores, (6) furniture and home furnishings stores, (7) eating and drinking places, and (8) miscellaneous retail.<sup>2</sup> Each group has its own code, as shown on the left column in the chart below, a healthy retail community will have a mix of each group. The following table shows the retail sales details for South Dakota in 2021. The distribution between the eight categories has been stable during the 2012-2021-time frame. Details on the eight categories of retail sales for each city will be provided later in this document.

<b>2021 South Dakota Retail Sales</b>			
2021 Population		895,376	
2021 Per Capita Income		\$	31,415
SIC Code			% of total
52	Bldg. Material & Garden Supplies	3,188,242,765.37	9.5%
53	General Merchandise Stores	3,470,694,865.69	10.3%
54	Food Stores	3,121,304,895.89	9.3%
55	Auto Dealers & Service Stations	7,859,687,278.09	23.3%
56	Apparel & Accessory Stores	556,572,963.99	1.7%
57	Furniture & Homefurnishings Stores	1,341,172,769.86	4.0%
58	Eating & Drinking Places	1,989,655,665.05	5.9%
59	Misc. Retail	11,870,249,596.31	35.2%
Total Retail Sales		33,714,659,817.43	

### 2021 South Dakota City and Town Retail Sales:

While examining state level data is interesting, local decision makers and civic leaders often examine city and town level data as well. South Dakota retail sales are dominated by the state’s largest city, Sioux Falls. However, Rapid City and Aberdeen have much influence on the economy as well. Details on the changes in total retail sales are provided in the tables below that includes the South Dakota communities with greater than 5,000 population. The communities are ranked or listed by population, and data for 2020 and 2021 are provided. 2020 is interesting because some communities suffered large decreases in retail sales, while others saw increases. For example, Sioux Falls and Aberdeen had large declines in 2020, while the small bedroom communities of Tea and Harrisburg had sizeable increases.

<sup>1</sup> These numbers do not reflect an adjustment for inflation but are provided for comparisons of the prior years.

<sup>2</sup> See Appendix for description of the eight SIC retail major groups.

<b>South Dakota City and Town Retail Sales</b>				
	<b>2019 City Total Retail Sales</b>	<b>2020 City Total Retail Sales</b>	<b>One Year Change</b>	<b>Percent Change</b>
South Dakota	\$29,574,023,860.98	\$27,335,740,715.66	(2,238,283,145)	-8%
Sioux Falls	\$ 8,806,666,070.33	\$ 6,507,471,227.98	(2,299,194,842)	-26%
Rapid City	\$ 2,995,081,048.08	\$ 3,035,062,293.71	39,981,246	1%
Aberdeen	\$ 1,317,391,034.08	\$ 965,366,268.92	(352,024,765)	-27%
Brookings	\$ 568,115,228.47	\$ 573,263,843.74	5,148,615	1%
Watertown	\$ 890,867,924.03	\$ 848,621,912.45	(42,246,012)	-5%
Mitchell	\$ 687,626,113.10	\$ 690,220,692.39	2,594,579	0%
Yankton	\$ 508,691,815.39	\$ 514,719,903.29	6,028,088	1%
Huron	\$ 480,201,881.21	\$ 481,370,734.60	1,168,853	0%
Pierre	\$ 446,275,939.53	\$ 435,413,197.70	(10,862,742)	-2%
Spearfish	\$ 464,403,727.28	\$ 479,699,399.12	15,295,672	3%
Box Elder	\$ 90,401,505.55	\$ 79,495,598.10	(10,905,907)	-12%
Vermillion	\$ 173,058,778.41	\$ 173,164,624.49	105,846	0%
Brandon	\$ 165,843,505.34	\$ 175,935,406.59	10,091,901	6%
Sturgis	\$ 237,018,530.84	\$ 237,721,027.86	702,497	0%
Harrisburg	\$ 94,170,101.48	\$ 104,168,305.10	9,998,204	11%
Tea	\$ 86,133,526.86	\$ 105,897,484.55	19,763,958	23%
Madison	\$ 317,382,657.07	\$ 323,354,613.04	5,971,956	2%
Belle Fourche	\$ 200,210,513.76	\$ 206,085,455.70	5,874,942	3%

The next year saw a sizeable recovery for the state and for most of the cities in the state. State retail sales were up 23% while every community in this analysis saw a double-digit percent increase.

	<b>2020 City Total Retail Sales</b>	<b>2021 City Total Retail Sales</b>	<b>One Year Change</b>	<b>Percent Change</b>
South Dakota	\$27,335,740,715.66	\$33,714,659,817.43	\$ 6,378,919,101.77	23%
Sioux Falls	\$ 6,507,471,227.98	\$ 7,409,536,310.95	\$ 902,065,082.97	14%
Rapid City	\$ 3,035,062,293.71	\$ 3,904,789,617.19	\$ 869,727,323.48	29%
Aberdeen	\$ 965,366,268.92	\$ 1,091,655,368.17	\$ 126,289,099.25	13%
Brookings	\$ 573,263,843.74	\$ 709,540,621.60	\$ 136,276,777.86	24%
Watertown	\$ 848,621,912.45	\$ 1,052,687,548.20	\$ 204,065,635.75	24%
Mitchell	\$ 690,220,692.39	\$ 848,846,297.04	\$ 158,625,604.65	23%
Yankton	\$ 514,719,903.29	\$ 621,669,363.10	\$ 106,949,459.81	21%
Huron	\$ 481,370,734.60	\$ 623,300,921.88	\$ 141,930,187.28	29%
Pierre	\$ 435,413,197.70	\$ 510,837,951.29	\$ 75,424,753.59	17%
Spearfish	\$ 479,699,399.12	\$ 577,691,919.42	\$ 97,992,520.30	20%
Box Elder	\$ 79,495,598.10	\$ 102,665,949.72	\$ 23,170,351.62	29%
Vermillion	\$ 173,164,624.49	\$ 223,455,007.87	\$ 50,290,383.38	29%
Brandon	\$ 175,935,406.59	\$ 201,080,171.73	\$ 25,144,765.14	14%
Sturgis	\$ 237,721,027.86	\$ 286,224,242.37	\$ 48,503,214.51	20%
Harrisburg	\$ 104,168,305.10	\$ 157,454,219.77	\$ 53,285,914.67	51%
Tea	\$ 105,897,484.55	\$ 157,227,249.28	\$ 51,329,764.73	48%
Madison	\$ 323,354,613.04	\$ 354,969,101.96	\$ 31,614,488.92	10%
Belle Fourche	\$ 206,085,455.70	\$ 249,000,846.49	\$ 42,915,390.79	21%

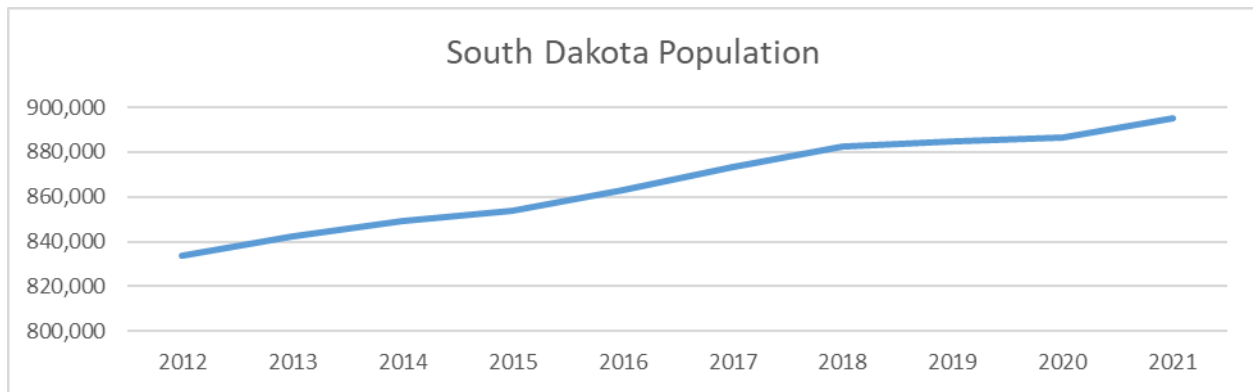
### Population:

The gross retail sales data provided so far in this report are somewhat misleading, because of the influence of inflation as has already been mentioned, but also that towns with large populations have a natural advantage over small towns. There are simply more shoppers and more shopping opportunities in large towns. Thus, population ought to be considered. The population data in this study is provided by the US Census. The state has experienced a steady increase in population during the ten-year survey in this study. Moreover, the state saw an increase of about 2,000 people from 2019-2020, a 0.23% increase. Three communities saw large increases in population for 2020. First, Sioux Falls saw an increase of about 8,700 in population (about 4.75%), Box Elder saw an increase of 1,600 (about 16%), and Brandon saw an increase of about 1,000 (10%). On the other hand, Rapid City saw a decline of about 2,800 (3.61%) and Madison saw a decline of about 1,000 (15%).

2021 provided a much different picture for South Dakota population figures. The state saw an increase of about 8,700 people from 2020-2021, a 0.98% increase. The data suggests that half of those people could have moved to Sioux Falls. That city saw an increase of about 4,000 people, a 2.08% increase, while Rapid City saw an increase of almost 1,500 people (1.98%).

## Population of South Dakota. State, Cities, and Towns.

Population of Cities and Towns of South Dakota										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
South Dakota	833,496	842,270	849,088	853,933	862,890	873,286	882,235	884,659	886,667	895,376
Sioux Falls	159,847	163,478	167,050	170,183	173,503	177,636	180,398	183,793	192,517	196,528
Rapid City	70,739	71,730	72,995	73,370	74,116	75,237	76,170	77,503	74,703	76,184
Aberdeen	26,958	27,472	27,650	27,777	28,185	28,490	28,456	28,257	28,495	28,324
Brookings	22,670	22,935	23,135	23,532	23,927	24,267	24,406	24,415	23,377	23,577
Watertown	21,834	22,003	22,076	22,047	22,169	22,246	22,180	22,174	22,655	22,722
Mitchell	15,636	15,625	15,755	15,712	15,805	15,755	15,693	15,679	15,660	15,631
Yankton	14,528	14,541	14,541	14,538	14,547	14,529	14,632	14,687	15,411	15,453
Huron	13,037	13,173	13,054	13,103	13,142	13,407	13,366	13,380	14,263	14,231
Pierre	13,896	13,898	14,027	13,981	13,987	14,005	14,000	13,867	14,091	14,000
Spearfish	10,679	11,024	11,031	11,181	11,438	11,646	11,667	11,756	12,193	12,358
Box Elder	8,805	9,110	9,268	9,337	9,421	9,606	9,903	10,119	11,746	12,310
Vermillion	10,758	10,665	10,659	10,587	10,727	10,807	10,762	10,926	11,695	11,802
Brandon	9,256	9,406	9,641	9,732	9,833	10,012	9,998	10,074	11,048	10,950
Sturgis	6,586	6,658	6,660	6,603	6,715	6,880	6,904	6,922	7,020	7,107
Harrisburg	4,600	4,784	5,117	5,490	5,737	5,965	6,520	6,710	6,732	7,638
Tea	4,308	4,427	4,536	4,843	5,031	5,442	5,623	6,031	6,598	6,256
Madison	6,788	6,855	6,957	7,081	7,228	7,312	7,437	7,270	6,191	6,071
Belle Fourche	5,647	5,683	5,663	5,639	5,586	5,554	5,616	5,702	5,617	5,699



## Population Detail of South Dakota State, Cities, and Towns: Comparing 2020 & 2021

State/City Population			One Year Change	Percent Change
	2020	2021		
South Dakota	886,667	895,376	8,709	0.98%
Sioux Falls	192,517	196,528	4,011	2.08%
Rapid City	74,703	76,184	1,481	1.98%
Aberdeen	28,495	28,324	(171)	-0.60%
Brookings	23,377	23,577	200	0.86%
Watertown	22,655	22,722	67	0.30%
Mitchell	15,660	15,631	(29)	-0.19%
Yankton	15,411	15,453	42	0.27%
Huron	14,263	14,231	(32)	-0.22%
Pierre	14,091	14,000	(91)	-0.65%
Spearfish	12,193	12,358	165	1.35%
Box Elder	11,746	12,310	564	4.80%
Vermillion	11,695	11,802	107	0.91%
Brandon	11,048	10,950	(98)	-0.89%
Sturgis	7,020	7,107	87	1.24%
Harrisburg	6,732	7,638	906	13.46%
Tea	6,598	6,256	(342)	-5.18%
Madison	6,191	6,071	(120)	-1.94%
Belle Fourche	5,617	5,699	82	1.46%

### Per Capita Income:

The third data point necessary to compute retail pull is per capita income. The U.S. census provides per capita income data that allows a more equitable comparison of retail pull. Per capita income data is helpful because communities that have greater average incomes will likely spend more than communities with low average incomes. The state's per capita income is \$31,415 in 2021. The Sioux Falls suburbs (Tea and Brandon) as well as the state capital area generally have the highest per capita incomes, while Box Elder and Hill City have some of the lowest.<sup>3</sup> A profile of the per capita income for the cities and towns in South Dakota is included in the appendix of this document.

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<sup>3</sup> Other communities in the state have lower per capita income, but they are not included in this analysis due to their small retail footprint in the state.



## South Dakota Per Capita Income Detail. State, Cities and Towns.

South Dakota State/City Per Capita Income										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
<b>South Dakota</b>	<b>25,570</b>	<b>25,740</b>	<b>26,311</b>	<b>26,747</b>	<b>27,516</b>	<b>28,761</b>	<b>29,953</b>	<b>31,550</b>	<b>31,574</b>	31,415
Sioux Falls	28,182	27,559	28,120	28,515	29,625	31,161	31,802	33,069	33,271	33,276
Rapid City	26,331	26,412	25,983	26,379	27,058	28,643	30,077	30,627	30,745	31,723
Aberdeen	24,389	25,230	25,468	26,448	26,669	29,200	29,901	28,225	30,243	31,992
Brookings	21,313	21,382	21,786	23,689	26,589	24,751	26,723	27,715	28,707	27,116
Watertown	24,647	24,890	25,185	26,389	26,757	28,783	29,230	28,902	30,204	29,346
Mitchell	24,651	24,432	24,885	24,879	25,093	27,022	28,322	30,367	29,747	29,340
Yankton	26,835	27,268	26,831	27,044	26,033	28,560	31,986	30,204	30,846	31,615
Huron	24,546	22,204	22,223	22,485	22,883	22,733	24,431	24,253	23,810	25,143
Pierre	30,202	30,314	28,592	28,801	29,756	31,288	33,103	33,351	33,088	33,797
Spearfish	27,536	26,546	26,813	24,316	24,569	26,446	31,801	32,936	32,462	37,077
Box Elder	18,795	20,519	21,095	20,837	20,278	20,250	20,875	21,635	21,530	24,489
Vermillion	16,752	17,500	17,454	18,147	20,031	22,029	23,664	25,612	25,958	28,684
Brandon	25,908	26,553	27,250	28,550	30,537	32,879	34,306	35,423	36,832	41,762
Sturgis	20,197	20,090	23,249	23,598	24,699	25,269	27,743	26,548	26,471	24,924
Harrisburg	24,927	24,647	22,007	23,756	24,528	25,825	28,073	28,313	28,102	28,330
Tea	31,257	33,641	31,518	32,015	30,573	33,058	32,382	30,493	31,414	30,144
Madison	20,906	22,271	21,272	22,138	22,330	21,997	23,168	24,590	24,083	24,747
Belle Fourche	21,176	21,560	21,885	22,113	27,464	27,349	28,472	29,866	31,261	28,774

(Figures in red are estimates.)

## Retail Pull For South Dakota in 2020

Using the three data points of retail sales, population, and per capita income, retail pull can be calculated. Recall that retail pull is ratio comparing the money spent per person in the state to the money spent per person in a community. A ratio of 1.0 indicates balance; the purchases of city residents who shop elsewhere are offset by the purchases of shoppers visiting that community. A retail pull less than 1.0 indicates more trade is lost than pulled into the community; residents are shopping outside of the community. Conversely, a retail pull greater than 1.0 (RP>1.0) indicates local businesses are pulling trade from beyond their home city borders; visitors are shopping in their community. The chart below provides the 2021 income adjusted retail pull factors for selected communities in the state.

Year 2021	Estimated Population	City Total Retail Sales	Per Capita Income	Per Capita Retail Sales by Population	Retail Pull
South Dakota	895,376	\$ 33,714,659,817.43	\$ 31,415	\$ 37,654.19	
Sioux Falls	196,528	7,409,536,310.95	\$ 33,276	\$ 35,593.65	0.95
Rapid City	76,184	3,904,789,617.19	\$ 31,723	\$ 50,757.09	1.35
Aberdeen	28,324	1,091,655,368.17	\$ 31,992	\$ 37,846.58	1.01
Brookings	23,577	709,540,621.60	\$ 27,116	\$ 34,865.84	0.93
Watertown	22,722	1,052,687,548.20	\$ 29,346	\$ 49,595.36	1.32
Mitchell	15,631	848,846,297.04	\$ 29,340	\$ 58,145.92	1.54
Yankton	15,453	621,669,363.10	\$ 31,615	\$ 39,975.19	1.06
Huron	14,231	623,300,921.88	\$ 25,143	\$ 54,724.57	1.45
Pierre	14,000	510,837,951.29	\$ 33,797	\$ 33,916.73	0.90
Spearfish	12,358	577,691,919.42	\$ 37,077	\$ 39,607.79	1.05
Box Elder	12,310	102,665,949.72	\$ 24,489	\$ 10,698.78	0.28
Vermillion	11,802	223,455,007.87	\$ 28,684	\$ 20,736.33	0.55
Brandon	10,950	201,080,171.73	\$ 41,762	\$ 13,813.73	0.37
Sturgis	7,107	286,224,242.37	\$ 24,924	\$ 50,762.08	1.35
Harrisburg	7,638	157,454,219.77	\$ 28,330	\$ 22,859.42	0.61
Tea	6,256	157,227,249.28	\$ 30,144	\$ 26,191.92	0.70
Madison	6,071	354,969,101.96	\$ 24,747	\$ 74,224.08	1.97
Belle Fourche	5,699	249,000,846.49	\$ 28,774	\$ 47,702.26	1.27

There are several items to note regarding retail pull. First, larger cities generally have greater retail pull than smaller cities. The size of the community and the density of shopping opportunities are the reasons behind that difference. Second, communities that have good transportation, that allow easy access to the city and to the city’s shopping opportunities will have greater retail pull. For example, a traffic obstruction, such as a river or railroad crossing, will force traffic into a traffic choke point such as a bridge. That restriction to travel will influence retail pull. Third, tourism-oriented communities will naturally have greater retail pull, as they earn the tourist dollars in greater proportion than spending from citizens.

As such, Sioux Falls generally has a retail pull greater than 1.0. It is the largest city in the state, has a robust retail community, and likely attracts out of state shoppers from southwest Minnesota and northwest Iowa. Next, Rapid City generally has a robust retail pull for similar reasons, and for the tourism income it earns from the Black Hills visitor. Next, Aberdeen generally has a robust retail pull. It is considered a “retail island” in the northcentral part of the state. It attracts shoppers from communities surrounding the city. On the other hand, bedroom communities that do not have much retail presence do poorly on this chart. Box Elder, Harrisburg, and Tea are examples of those types of communities.

**South Dakota Income Adjusted Retail Pull:**

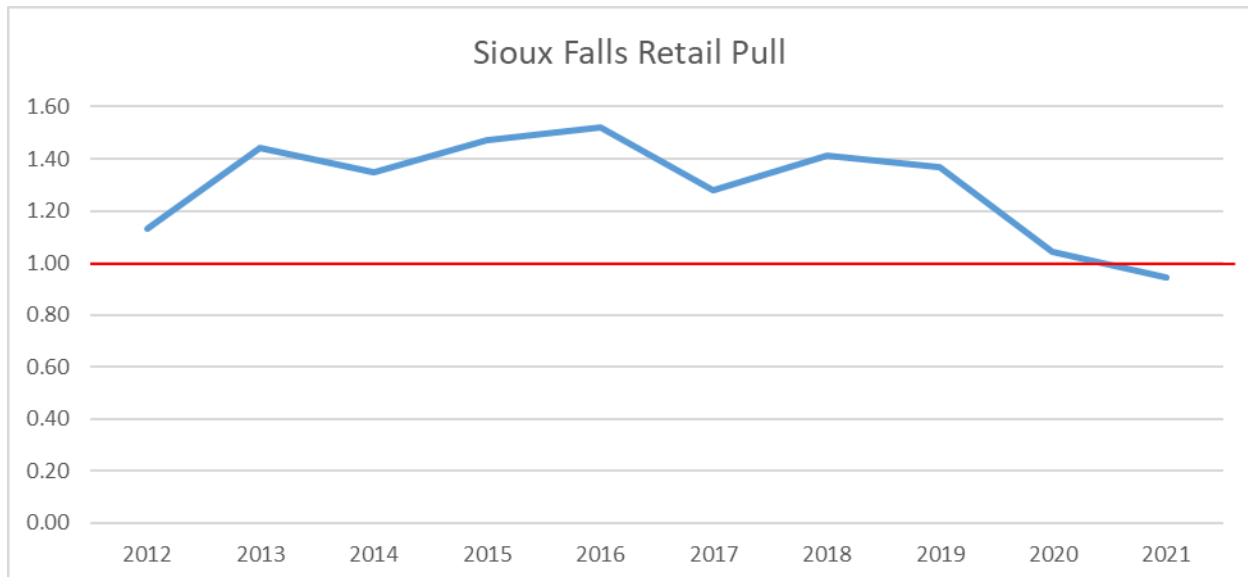
Following the information is a detailed look at each city and town in the state that has a population greater than 5,000. That detail includes pull figures for the eight major groups.

## Sioux Falls

2021 Sioux Falls Retail Sales					Retail Sales	
2021 Population		196,528			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 33,276				
SIC Code			% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	\$ 664,381,252.72	9.0%	0.90	23%	\$ 122,330,380.66
53	General Merchandise Stores	\$ 1,124,965,908.20	15.2%	1.39	21%	\$ 195,899,247.96
54	Food Stores	\$ 766,921,362.59	10.4%	1.06	20%	\$ 125,378,085.13
55	Auto Dealers & Service Stations	\$ 2,339,471,992.58	31.6%	1.28	19%	\$ 377,820,506.00
56	Apparel & Accessory Stores	\$ 238,977,090.87	3.2%	1.85	26%	\$ 50,058,015.75
57	Furniture & Homefurnishings Stores	\$ 429,200,407.32	5.8%	1.38	29%	\$ 95,618,856.06
58	Eating & Drinking Places	\$ 635,968,065.34	8.6%	1.37	29%	\$ 142,341,067.29
59	Misc. Retail	\$ 1,209,650,231.34	16.3%	0.44	-15%	\$ (207,381,075.87)
Total Retail Sales		\$ 7,409,536,310.95		0.95	14%	\$ 902,065,082.97

Ten-Year Population of Sioux Falls, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
159,847	163,478	167,050	170,183	173,503	177,636	180,398	183,793	192,517	196,528

Sioux Falls Income Adjusted Retail Pull by Year and Major Group											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
52-Bldg. Material & Garden Supplies	0.99	1.09	1.11	1.08	1.08	1.07	1.10	1.06	0.94	0.90	
53-General Merchandise Stores	1.41	1.32	1.39	1.41	1.42	1.40	1.49	1.53	1.44	1.39	
54-Food Stores	1.10	1.14	1.13	1.18	1.17	1.16	1.21	1.24	1.06	1.06	
55-Auto Dealers & Service Stations	1.33	1.34	1.30	1.27	1.24	1.22	1.25	1.26	1.32	1.28	
56-Apparel & Accessory Stores	3.53	3.50	3.35	3.09	3.00	2.39	2.09	2.06	1.89	1.85	
57-Furniture & Homefurnishings Stores	1.63	1.54	1.39	1.33	1.37	0.64	1.43	1.45	1.37	1.38	
58-Eating & Drinking Places	1.44	1.50	1.50	1.50	1.51	1.46	1.50	1.52	1.40	1.37	
59-Misc. Retail	0.79	1.63	1.35	1.75	1.89	1.36	1.60	1.45	0.65	0.44	
G-Total Retail Sales	1.13	1.44	1.35	1.47	1.52	1.28	1.41	1.37	1.04	0.95	

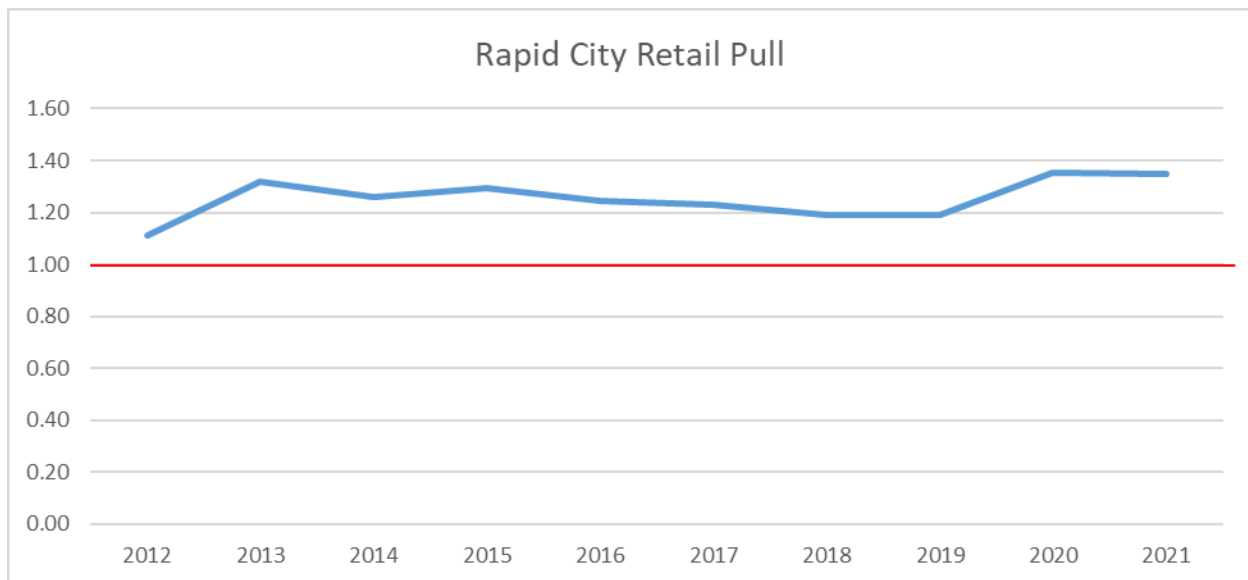


## Rapid City

2021 Rapid City Retail Sales					Retail Sales	
2021 Population		76,184			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 31,723				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	\$ 683,125,541.43	17.5%	2.49	33%	168,474,644.37
53	General Merchandise Stores	\$ 601,170,950.66	15.4%	2.02	26%	123,902,708.97
54	Food Stores	\$ 340,421,983.92	8.7%	1.27	23%	62,681,438.18
55	Auto Dealers & Service Stations	\$ 1,036,352,181.27	26.5%	1.53	18%	157,285,680.95
56	Apparel & Accessory Stores	\$ 83,403,729.45	2.1%	1.74	48%	27,106,297.47
57	Furniture & Homefurnishings Stores	\$ 140,290,719.10	3.6%	1.22	28%	30,706,563.53
58	Eating & Drinking Places	\$ 324,835,562.94	8.3%	1.90	29%	72,139,388.99
59	Misc. Retail	\$ 695,188,948.41	17.8%	0.68	49%	227,430,601.00
Total Retail Sales		\$ 3,904,789,617.19		1.35	29%	869,727,323.48

Ten-Year Population of Rapid City, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
70,739	71,730	72,995	73,370	74,116	75,237	76,170	77,503	74,703	76,184

Rapid City Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	1.65	1.69	1.82	1.85	2.07	2.14	2.08	2.18	2.50	2.49
53-General Merchandise Stores	2.11	2.06	2.13	2.08	2.06	2.01	2.08	2.09	2.06	2.02
54-Food Stores	1.39	1.26	1.33	1.25	1.22	1.25	1.18	1.15	1.28	1.27
55-Auto Dealers & Service Stations	1.45	1.48	1.53	1.58	1.50	1.53	1.48	1.51	1.64	1.53
56-Apparel & Accessory Stores	1.23	1.27	1.35	1.43	1.36	1.67	1.75	1.78	1.57	1.74
57-Furniture & Homefurnishings Stores	1.54	1.46	1.29	1.18	1.22	1.30	1.24	1.28	1.25	1.22
58-Eating & Drinking Places	1.94	1.90	1.96	1.96	1.96	1.94	1.96	1.98	2.00	1.90
59-Misc. Retail	0.44	0.73	0.58	0.63	0.55	0.49	0.46	0.48	0.60	0.68
G-Total Retail Sales	1.11	1.32	1.26	1.29	1.24	1.23	1.19	1.19	1.35	1.35

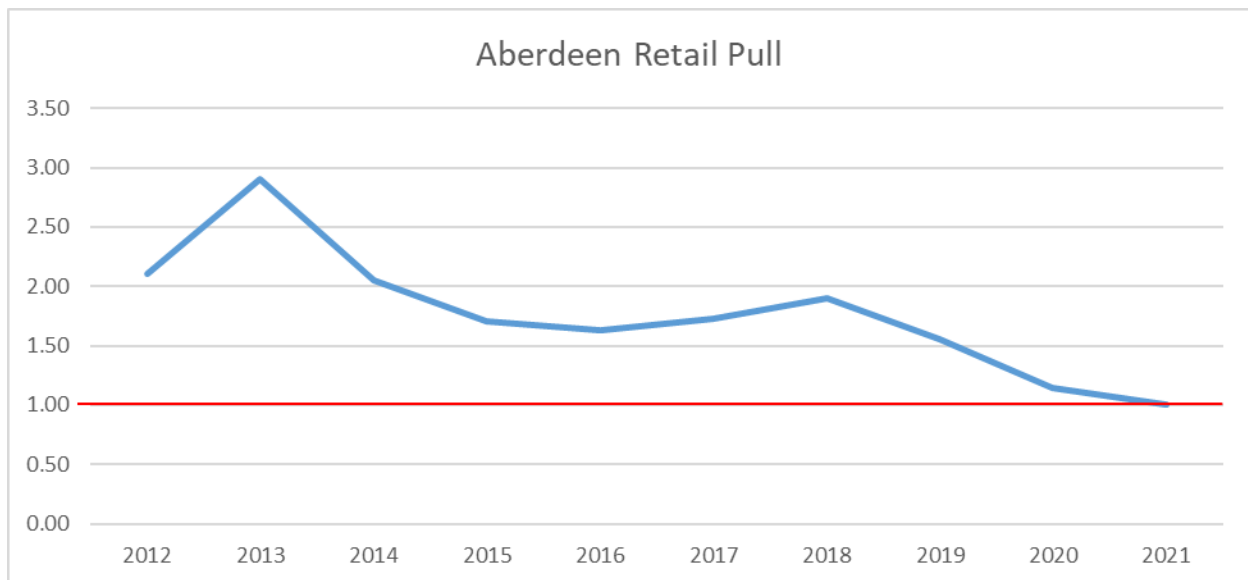


## Aberdeen

2021 Aberdeen Retail Sales					Retail Sales	
2021 Population		28,324			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 31,992				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	\$ 90,616,396.79	8.3%	0.88	21%	15,946,899.02
53	General Merchandise Stores	\$ 181,163,302.05	16.6%	1.62	20%	30,767,965.80
54	Food Stores	\$ 103,834,477.69	9.5%	1.03	3%	2,621,713.13
55	Auto Dealers & Service Stations	\$ 326,013,854.07	29.9%	1.29	10%	29,750,171.11
56	Apparel & Accessory Stores	\$ 19,818,299.81	1.8%	1.11	27%	4,228,538.39
57	Furniture & Homefurnishings Stores	\$ 45,405,949.47	4.2%	1.05	21%	7,955,945.96
58	Eating & Drinking Places	\$ 84,494,453.14	7.7%	1.32	26%	17,634,940.82
59	Misc. Retail	\$ 240,308,635.15	22.0%	0.63	8%	17,382,925.00
Total Retail Sales		\$ 1,091,655,368.17		1.01	13%	126,289,099.25

Ten-Year Population of Aberdeen, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
26,958	27,472	27,650	27,777	28,185	28,490	28,456	28,257	28,495	28,324

Aberdeen Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	1.28	1.27	1.24	1.06	1.10	1.07	1.06	1.14	0.97	0.88
53-General Merchandise Stores	2.46	2.18	2.14	2.00	1.98	1.83	1.75	2.04	1.73	1.62
54-Food Stores	1.02	1.02	1.05	1.09	1.14	1.10	1.10	1.27	1.25	1.03
55-Auto Dealers & Service Stations	1.71	1.62	1.67	1.59	1.55	1.46	1.47	1.59	1.48	1.29
56-Apparel & Accessory Stores	0.53	0.53	0.57	0.63	0.74	0.95	1.11	1.28	1.16	1.11
57-Furniture & Homefurnishings Stores	1.07	1.15	1.22	1.16	1.12	1.13	1.24	1.20	1.14	1.05
58-Eating & Drinking Places	1.50	1.44	1.45	1.41	1.45	1.35	1.39	1.56	1.41	1.32
59-Misc. Retail	2.97	6.54	3.15	2.25	2.01	2.37	2.81	1.65	0.76	0.63
G-Total Retail Sales	2.10	2.91	2.05	1.70	1.63	1.73	1.90	1.56	1.15	1.01

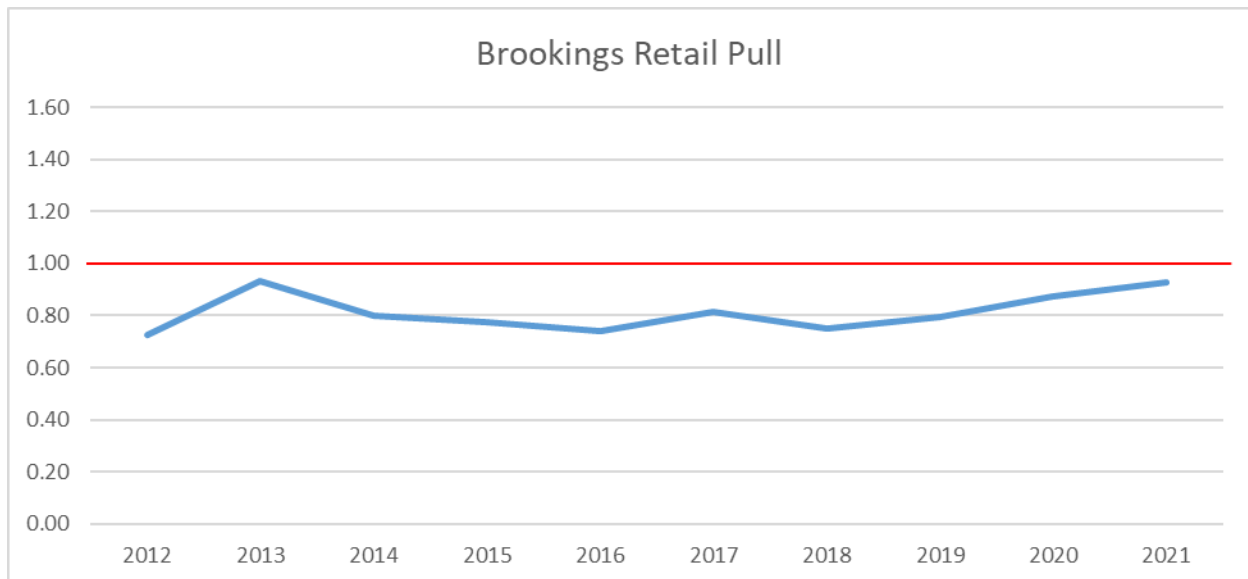


## Brookings

2021 Brookings Retail Sales					Retail Sales	
2021 Population		23,577			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 27,116				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	119,027,560.18	16.8%	1.64	34%	30,323,228.04
53	General Merchandise Stores	155,669,414.23	21.9%	1.97	23%	29,359,784.03
54	Food Stores	90,659,596.76	12.8%	1.28	22%	16,132,661.62
55	Auto Dealers & Service Stations	139,615,398.43	19.7%	0.78	23%	26,224,063.47
56	Apparel & Accessory Stores	6,151,424.49	0.9%	0.49	44%	1,870,743.82
57	Furniture & Homefurnishings Stores	20,663,668.53	2.9%	0.68	25%	4,167,608.94
58	Eating & Drinking Places	79,671,404.10	11.2%	1.76	21%	13,648,184.57
59	Misc. Retail	98,082,154.89	13.8%	0.36	17%	14,550,503.37
Total Retail Sales		709,540,621.60		0.93	24%	136,276,777.86

Ten-Year Population of Brookings, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
22,670	22,935	23,135	23,532	23,927	24,267	24,406	24,415	23,377	23,577

Brookings Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.97	1.15	1.05	1.06	1.30	1.41	1.32	1.41	1.47	1.64
53-General Merchandise Stores	1.89	1.86	1.79	1.64	1.54	1.72	1.69	1.82	1.86	1.97
54-Food Stores	1.17	1.18	1.12	1.12	1.14	1.27	1.21	1.22	1.18	1.28
55-Auto Dealers & Service Stations	0.50	0.56	0.57	0.62	0.56	0.58	0.49	0.65	0.73	0.78
56-Apparel & Accessory Stores	0.46	0.41	0.42	0.45	0.41	0.52	0.46	0.52	0.41	0.49
57-Furniture & Homefurnishings Stores	0.57	0.49	0.45	0.45	0.45	0.59	0.59	0.60	0.65	0.68
58-Eating & Drinking Places	1.79	1.84	1.85	1.73	1.63	1.84	1.82	1.85	1.79	1.76
59-Misc. Retail	0.37	0.73	0.44	0.36	0.30	0.34	0.30	0.29	0.37	0.36
G-Total Retail Sales	0.73	0.93	0.80	0.78	0.74	0.82	0.75	0.79	0.87	0.93

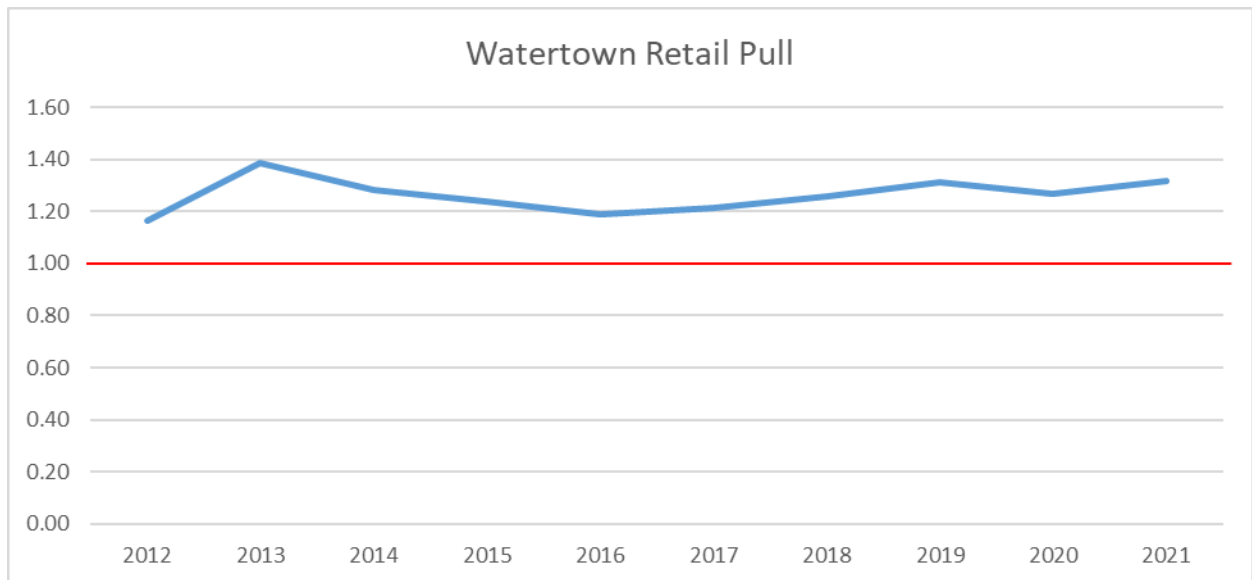


## Watertown

2021 Watertown Retail Sales					Retail Sales	
2021 Population		22,722			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 29,346				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	122,407,263.10	11.6%	1.62	28%	27,022,388.27
53	General Merchandise Stores	169,698,170.66	16.1%	2.06	22%	30,218,267.20
54	Food Stores	123,615,344.84	11.7%	1.67	26%	25,199,514.94
55	Auto Dealers & Service Stations	294,532,458.53	28.0%	1.58	21%	50,297,670.58
56	Apparel & Accessory Stores	13,278,310.77	1.3%	1.01	30%	3,067,913.62
57	Furniture & Homefurnishings Stores	32,041,834.92	3.0%	1.01	17%	4,548,501.14
58	Eating & Drinking Places	73,300,408.65	7.0%	1.55	24%	14,053,102.08
59	Misc. Retail	223,813,756.72	21.3%	0.80	29%	49,658,277.92
Total Retail Sales		1,052,687,548.20		1.32	24%	204,065,635.75

Ten-Year Population of Watertown, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
21,834	22,003	22,076	22,047	22,169	22,246	22,180	22,174	22,655	22,722

Watertown Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	1.63	1.71	1.70	1.53	1.50	1.53	1.63	1.65	1.55	1.62
53-General Merchandise Stores	2.29	2.12	2.10	1.98	2.01	1.96	2.08	2.15	2.02	2.06
54-Food Stores	1.67	1.64	1.61	1.53	1.50	1.45	1.60	1.67	1.53	1.67
55-Auto Dealers & Service Stations	1.48	1.43	1.48	1.48	1.47	1.60	1.62	1.76	1.53	1.58
56-Apparel & Accessory Stores	0.52	0.51	0.55	0.60	0.59	0.70	0.82	0.93	0.95	1.01
57-Furniture & Homefurnishings Stores	0.83	0.71	0.74	0.75	0.75	0.80	1.02	1.13	1.06	1.01
58-Eating & Drinking Places	1.63	1.59	1.56	1.52	1.51	1.46	1.52	1.63	1.57	1.55
59-Misc. Retail	0.58	1.06	0.82	0.76	0.66	0.67	0.67	0.71	0.75	0.80
G-Total Retail Sales	1.16	1.39	1.29	1.24	1.19	1.21	1.26	1.31	1.27	1.32

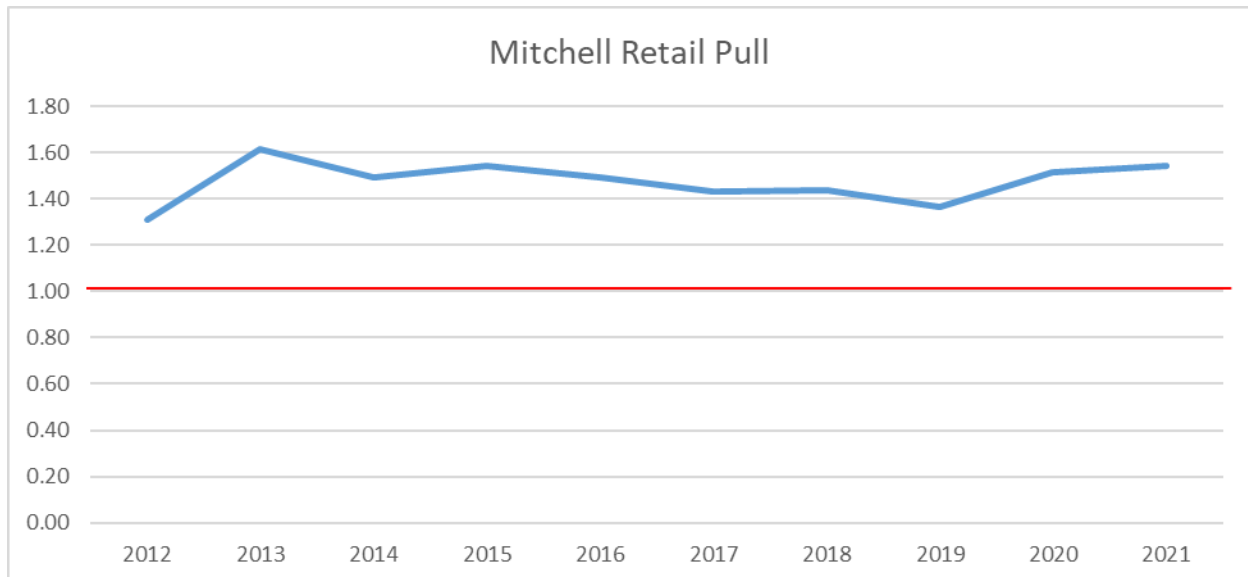


## Mitchell

2021 Mitchell Retail Sales					Retail Sales	
2021 Population		15,631			Change	Difference from Last Year
2021 Per Capita Income		\$ 29,340			from Last Year	
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	107,455,851.61	12.7%	2.07	22%	19,141,314.60
53	General Merchandise Stores	107,473,911.41	12.7%	1.90	25%	21,592,886.25
54	Food Stores	66,743,588.96	7.9%	1.31	3%	2,022,528.29
55	Auto Dealers & Service Stations	296,510,340.83	34.9%	2.31	19%	47,458,933.11
56	Apparel & Accessory Stores	4,890,804.01	0.6%	0.54	41%	1,421,397.89
57	Furniture & Homefurnishings Stores	19,068,985.30	2.2%	0.87	14%	2,406,957.16
58	Eating & Drinking Places	59,479,273.51	7.0%	1.83	30%	13,861,816.47
59	Misc. Retail	187,223,541.41	22.1%	0.97	37%	50,719,770.88
Total Retail Sales		848,846,297.04		1.54	23%	158,625,604.65

Ten-Year Population of Mitchell, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
15,636	15,625	15,755	15,712	15,805	15,755	15,693	15,679	15,660	15,631

Mitchell Income Adjusted Retail Pull by Year and Major Group											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
52-Bldg. Material & Garden Supplies	2.54	2.62	2.70	2.29	2.04	2.01	2.04	2.20	2.11	2.07	
53-General Merchandise Stores	2.39	2.21	2.17	2.11	2.08	1.95	1.93	1.81	1.82	1.90	
54-Food Stores	1.09	1.13	1.12	1.18	1.19	1.20	1.21	1.20	1.47	1.31	
55-Auto Dealers & Service Stations	1.99	2.05	2.12	2.29	2.28	2.25	2.30	2.21	2.30	2.31	
56-Apparel & Accessory Stores	0.35	0.37	0.47	0.54	0.48	0.53	0.52	0.50	0.48	0.54	
57-Furniture & Homefurnishings Stores	0.63	0.65	0.71	0.70	0.74	0.77	0.83	0.83	0.94	0.87	
58-Eating & Drinking Places	1.88	1.82	1.80	1.86	1.96	1.86	1.86	1.83	1.78	1.83	
59-Misc. Retail	0.64	1.20	0.85	0.90	0.87	0.77	0.78	0.68	0.86	0.97	
G-Total Retail Sales	1.31	1.62	1.50	1.54	1.49	1.43	1.44	1.36	1.52	1.54	



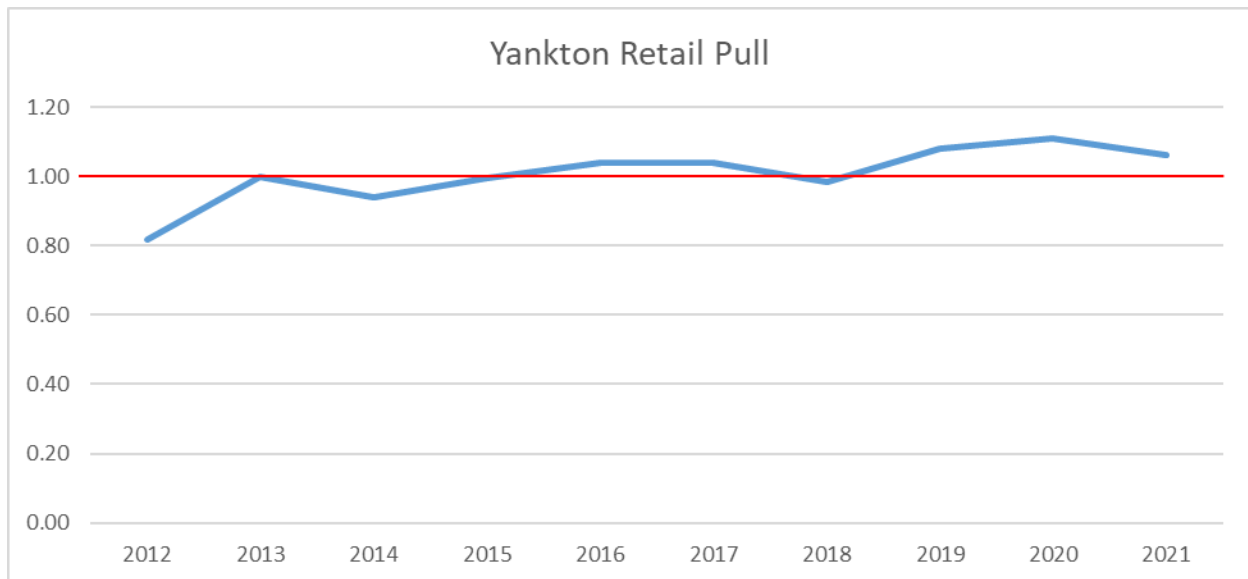


## Yankton

2021 Yankton Retail Sales					Retail Sales	
2021 Population		15,453			Change	
2021 Per Capita Income		\$ 31,615			from Last	Difference from Last
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	60,111,272.39	9.7%	1.09	16%	8,090,307.70
53	General Merchandise Stores	110,179,066.65	17.7%	1.83	23%	20,376,500.66
54	Food Stores	73,874,704.92	11.9%	1.36	14%	9,193,250.66
55	Auto Dealers & Service Stations	211,072,022.80	34.0%	1.55	22%	38,350,758.54
56	Apparel & Accessory Stores	5,377,331.95	0.9%	0.56	43%	1,630,031.09
57	Furniture & Homefurnishings Stores	17,387,576.09	2.8%	0.75	24%	3,419,784.23
58	Eating & Drinking Places	47,303,788.19	7.6%	1.37	26%	9,776,387.44
59	Misc. Retail	96,363,600.10	15.5%	0.47	20%	16,112,439.47
Total Retail Sales		621,669,363.10		1.06	21%	106,949,459.81

Ten-Year Population of Yankton, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
14,528	14,541	14,541	14,538	14,547	14,529	14,632	14,687	15,411	15,453

Yankton Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	1.01	1.09	1.15	1.12	1.19	1.26	1.12	1.35	1.22	1.09
53-General Merchandise Stores	2.14	2.21	2.03	2.00	2.15	1.99	1.87	2.13	1.87	1.83
54-Food Stores	1.43	1.40	1.33	1.37	1.56	1.52	1.40	1.57	1.44	1.36
55-Auto Dealers & Service Stations	0.79	0.84	0.95	1.14	1.22	1.31	1.32	1.49	1.56	1.55
56-Apparel & Accessory Stores	0.47	0.36	0.39	0.41	0.38	0.45	0.49	0.58	0.50	0.56
57-Furniture & Homefurnishings Stores	0.54	0.52	0.56	0.53	0.65	0.77	0.70	0.77	0.77	0.75
58-Eating & Drinking Places	1.38	1.35	1.40	1.48	1.59	1.53	1.42	1.57	1.43	1.37
59-Misc. Retail	0.36	0.61	0.49	0.47	0.44	0.42	0.41	0.42	0.50	0.47
G-Total Retail Sales	0.82	1.00	0.94	0.99	1.04	1.04	0.98	1.08	1.11	1.06

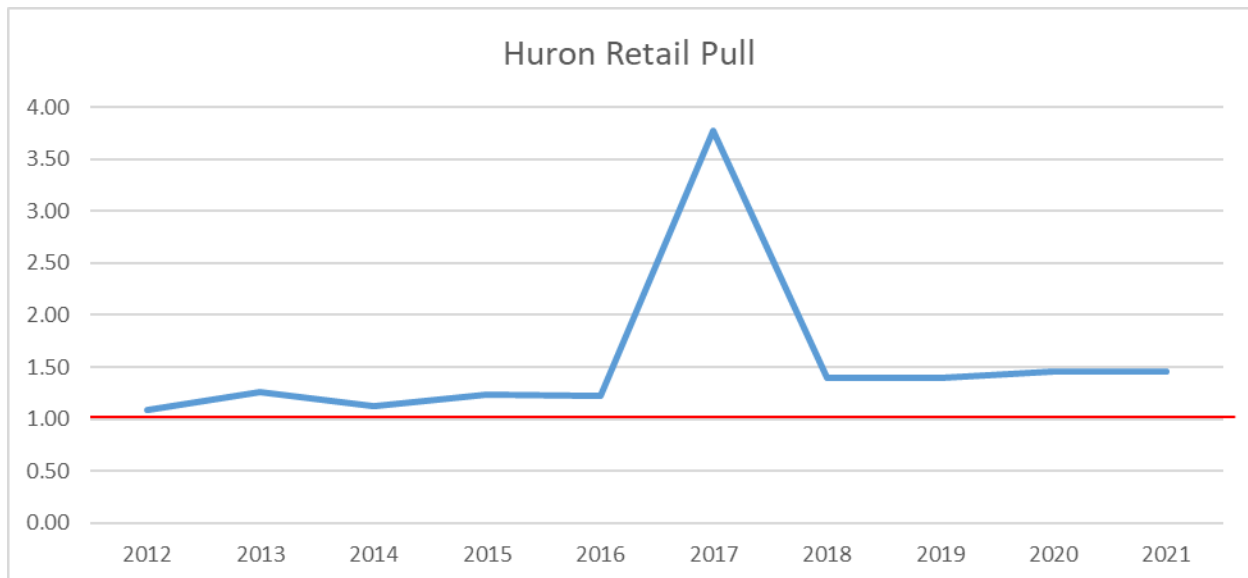


## Huron

2021 Huron Retail Sales					Retail Sales	
2021 Population		14,231			Change	
2021 Per Capita Income		\$ 25,143			from Last	Difference from Last
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	17,867,213.74	2.9%	0.44	12%	1,893,737.43
53	General Merchandise Stores	87,652,822.63	14.1%	1.99	19%	14,210,300.92
54	Food Stores	48,614,075.83	7.8%	1.22	6%	2,763,891.62
55	Auto Dealers & Service Stations	116,929,876.98	18.8%	1.17	29%	25,937,261.25
56	Apparel & Accessory Stores	3,667,844.03	0.6%	0.52	8%	266,742.79
57	Furniture & Homefurnishings Stores	11,931,774.31	1.9%	0.70	40%	3,437,937.66
58	Eating & Drinking Places	27,292,338.34	4.4%	1.08	29%	6,058,067.40
59	Misc. Retail	309,344,976.02	49.6%	2.05	39%	87,362,248.19
Total Retail Sales		623,300,921.88		1.45	29%	141,930,187.28

Ten-Year Population of Huron, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
13,037	13,173	13,054	13,103	13,142	13,407	13,366	13,380	14,263	14,231

Huron Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.59	0.66	0.64	0.55	0.54	0.55	0.63	0.59	0.52	0.44
53-General Merchandise Stores	2.93	3.18	3.10	3.35	3.24	2.82	2.20	2.43	2.14	1.99
54-Food Stores	1.25	1.32	1.29	1.30	1.28	1.31	1.30	1.39	1.43	1.22
55-Auto Dealers & Service Stations	0.84	0.84	0.93	1.10	1.11	1.26	1.16	1.18	1.15	1.17
56-Apparel & Accessory Stores	0.35	0.38	0.39	0.41	0.49	0.61	0.68	0.72	0.64	0.52
57-Furniture & Homefurnishings Stores	0.52	0.53	0.57	0.57	0.56	0.68	0.67	0.65	0.66	0.70
58-Eating & Drinking Places	1.01	1.09	1.09	1.08	1.15	1.17	1.20	1.26	1.14	1.08
59-Misc. Retail	1.02	1.35	0.91	1.01	1.00	7.96	1.67	1.58	1.92	2.05
G-Total Retail Sales	1.50	1.36	1.41	1.59	1.65	4.62	1.86	1.76	1.66	1.57

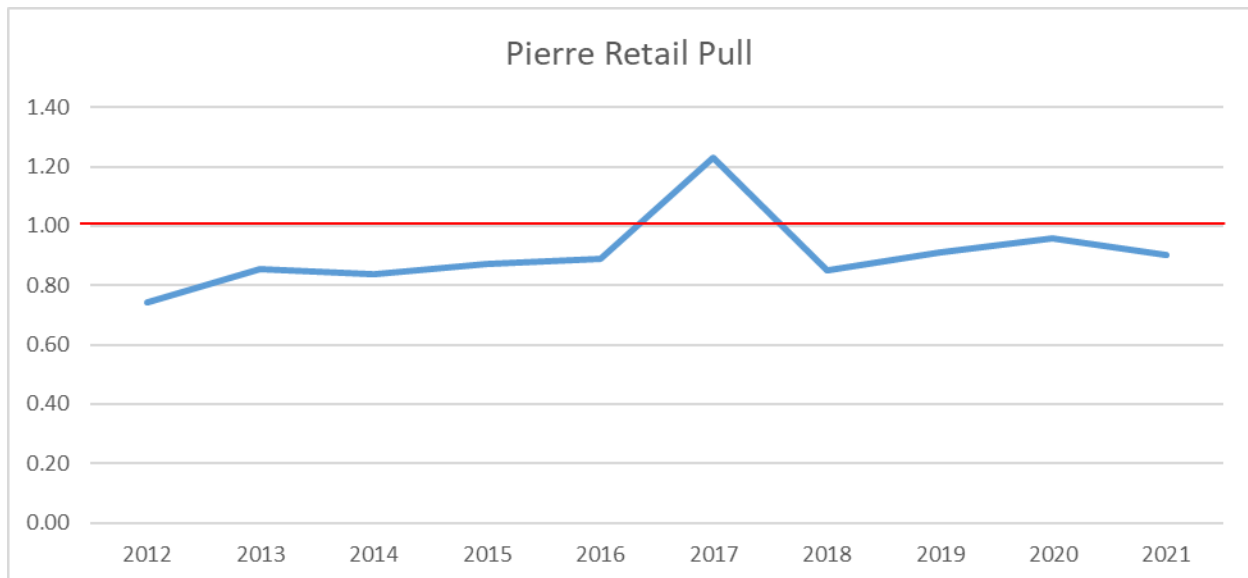


## Pierre

2021 Pierre Retail Sales					Retail Sales	
2021 Population		14,000			Change	Difference from Last
2021 Per Capita Income		33,797			from Last	Year
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	42,373,609.53	8.3%	0.79	10%	3,720,834.49
53	General Merchandise Stores	115,879,543.18	22.7%	1.98	22%	21,144,632.17
54	Food Stores	50,692,455.47	9.9%	0.97	10%	4,498,449.07
55	Auto Dealers & Service Stations	144,470,510.69	28.3%	1.09	15%	18,498,615.66
56	Apparel & Accessory Stores	2,871,747.60	0.6%	0.31	28%	621,524.08
57	Furniture & Homefurnishings Stores	22,347,452.69	4.4%	0.99	18%	3,437,772.81
58	Eating & Drinking Places	37,045,966.11	7.3%	1.11	20%	6,045,296.26
59	Misc. Retail	95,156,666.02	18.6%	0.48	22%	17,457,629.05
Total Retail Sales		510,837,951.29		0.90	17%	75,424,753.59

Ten-Year Population of Pierre, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
13,896	13,898	14,027	13,981	13,987	14,005	14,000	13,867	14,091	14,000

Pierre Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.32	0.35	0.39	0.52	0.92	0.96	0.93	0.98	0.92	0.79
53-General Merchandise Stores	2.12	1.99	2.14	2.15	2.02	1.95	1.94	2.09	2.01	1.98
54-Food Stores	1.10	0.89	0.98	1.00	1.02	1.03	1.07	1.14	1.05	0.97
55-Auto Dealers & Service Stations	0.91	1.01	1.01	1.11	1.20	1.21	1.16	1.21	1.16	1.09
56-Apparel & Accessory Stores	0.23	0.27	0.28	0.29	0.29	0.36	0.36	0.37	0.31	0.31
57-Furniture & Homefurnishings Stores	0.96	1.04	1.02	0.93	0.89	10.34	0.83	0.87	1.07	0.99
58-Eating & Drinking Places	1.16	1.16	1.25	1.24	1.20	1.12	1.13	1.16	1.21	1.11
59-Misc. Retail	0.34	0.42	0.37	0.36	0.32	0.30	0.30	0.39	0.49	0.48
G-Total Retail Sales	0.74	0.85	0.84	0.87	0.89	1.23	0.85	0.91	0.96	0.90

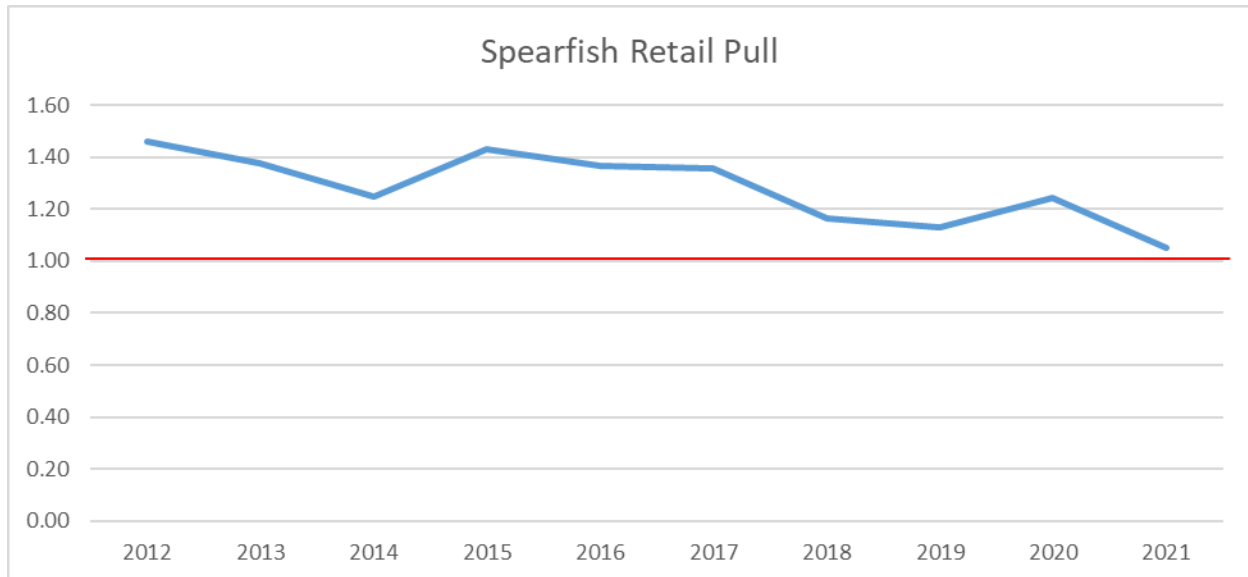


## Spearfish

2021 Spearfish Retail Sales					Retail Sales	
2021 Population		12,358			Change	
2021 Per Capita Income		\$ 37,077			from Last	Difference from Last
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	43,134,221.92	7.5%	0.83	21%	7,352,906.12
53	General Merchandise Stores	142,291,294.11	24.6%	2.52	27%	30,158,789.05
54	Food Stores	60,448,900.44	10.5%	1.19	17%	8,568,244.79
55	Auto Dealers & Service Stations	212,889,631.01	36.9%	1.66	15%	27,263,133.43
56	Apparel & Accessory Stores	5,772,698.54	1.0%	0.64	38%	1,599,833.37
57	Furniture & Homefurnishings Stores	16,167,787.51	2.8%	0.74	34%	4,074,120.59
58	Eating & Drinking Places	54,017,161.36	9.4%	1.67	22%	9,685,663.90
59	Misc. Retail	42,970,224.53	7.4%	0.22	28%	9,289,829.05
Total Retail Sales		577,691,919.42		1.05	20%	97,992,520.30

Ten-Year Population of Spearfish, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
10,679	11,024	11,031	11,181	11,438	11,646	11,667	11,756	12,193	12,358

Spearfish Income Adjusted Retail Pull by Year and Major Group											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
52-Bldg. Material & Garden Supplies	6.19	1.66	1.01	1.05	1.10	1.31	1.08	0.87	1.01	0.83	
53-General Merchandise Stores	3.11	3.21	2.95	3.25	3.07	2.93	2.74	2.96	2.80	2.52	
54-Food Stores	1.51	1.46	1.49	1.80	1.77	1.64	1.42	1.42	1.39	1.19	
55-Auto Dealers & Service Stations	1.83	1.83	2.02	2.33	2.23	2.22	1.90	1.82	2.01	1.66	
56-Apparel & Accessory Stores	0.43	0.44	0.46	0.59	0.58	0.71	0.72	0.67	0.67	0.64	
57-Furniture & Homefurnishings Stores	0.52	0.56	0.59	0.64	0.58	0.66	0.63	0.71	0.80	0.74	
58-Eating & Drinking Places	1.97	2.12	2.13	2.39	2.41	2.59	2.19	2.15	2.03	1.67	
59-Misc. Retail	0.15	0.28	0.22	0.25	0.27	0.23	0.19	0.20	0.25	0.22	
G-Total Retail Sales	1.46	1.38	1.25	1.43	1.37	1.36	1.16	1.13	1.24	1.05	

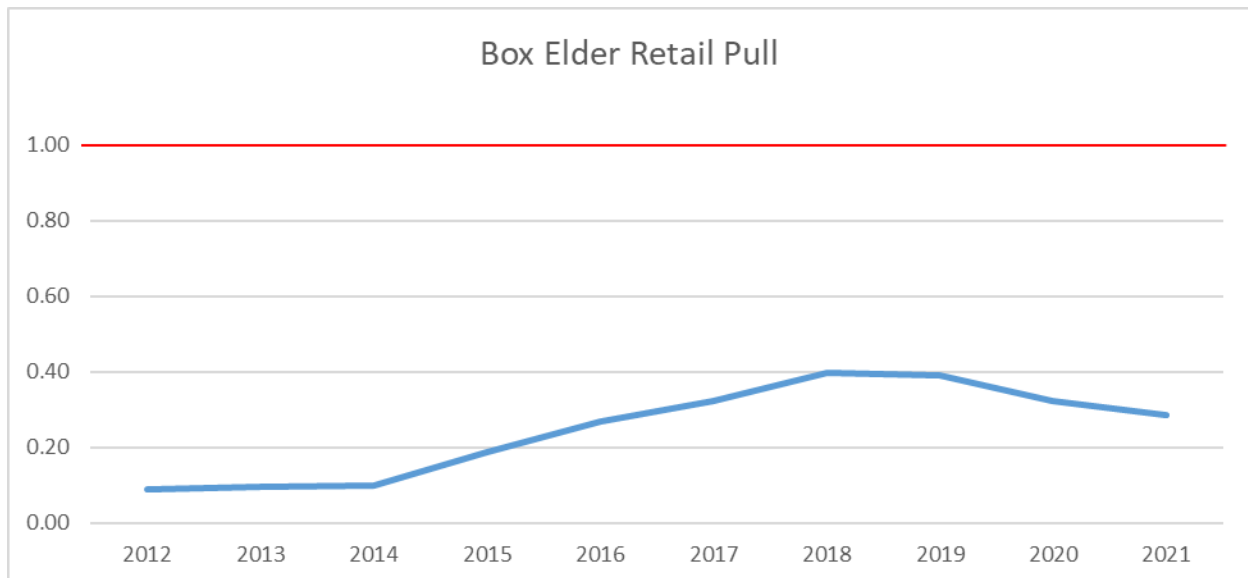


## Box Elder

2021 Box Elder Retail Sales					Retail Sales	
2021 Population		12,310			Change	
2021 Per Capita Income		\$ 24,489			from Last	Difference from Last
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	9,787,416.08	9.5%	0.29	38%	2,694,141.28
53	General Merchandise Stores	2,962,046.66	2.9%	0.08	9%	252,625.97
54	Food Stores	2,169,603.09	2.1%	0.06	-41%	(1,482,748.73)
55	Auto Dealers & Service Stations	73,648,351.13	71.7%	0.87	34%	18,505,774.94
56	Apparel & Accessory Stores	390,593.38	0.4%	0.07	120%	212,824.70
57	Furniture & Homefurnishings Stores	975,137.42	0.9%	0.07	50%	323,915.36
58	Eating & Drinking Places	7,172,664.68	7.0%	0.34	20%	1,180,300.66
59	Misc. Retail	5,560,137.27	5.4%	0.04	36%	1,483,517.43
Total Retail Sales		102,665,949.72		0.28	29%	23,170,351.62

Ten-Year Population of Box Elder, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
8,805	9,110	9,268	9,337	9,421	9,606	9,903	10,119	11,746	12,310

Box Elder Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.13	0.12	0.12	0.08	0.10	0.15	0.26	0.38	0.31	0.29
53-General Merchandise Stores	0.02	0.01	0.05	0.08	0.09	0.11	0.10	0.11	0.11	0.08
54-Food Stores	0.24	0.23	0.26	0.23	0.24	0.25	0.24	0.22	0.15	0.06
55-Auto Dealers & Service Stations	0.03	0.02	0.03	0.45	0.86	1.07	1.32	1.30	0.94	0.87
56-Apparel & Accessory Stores	0.02	0.01	0.02	0.02	0.01	0.02	0.04	0.04	0.04	0.07
57-Furniture & Homefurnishings Stores	0.02	0.03	0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07
58-Eating & Drinking Places	0.64	0.52	0.53	0.45	0.24	0.24	0.25	0.38	0.43	0.34
59-Misc. Retail	0.04	0.07	0.05	0.04	0.04	0.03	0.06	0.02	0.05	0.04
G-Total Retail Sales	0.09	0.10	0.10	0.19	0.27	0.32	0.40	0.39	0.32	0.28

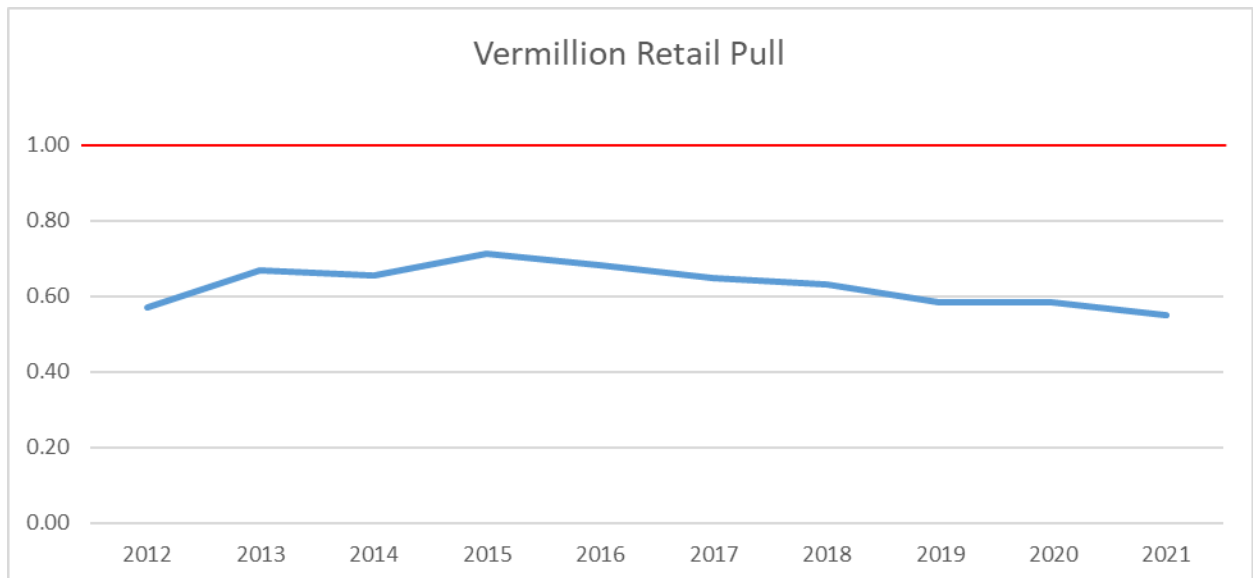


## Vermillion

2021 Vermillion Retail Sales					Retail Sales	
2021 Population		11,802			Change	
2021 Per Capita Income		28,684			from Last	Difference from Last
SIC Code		Sales	% of total	Retail Pull	Year	Year
52	Bldg. Material & Garden Supplies	7,913,746.83	3.5%	0.21	14%	941,902.48
53	General Merchandise Stores	66,859,518.17	29.9%	1.60	54%	23,542,040.33
54	Food Stores	23,217,621.23	10.4%	0.62	6%	1,366,842.51
55	Auto Dealers & Service Stations	78,885,268.75	35.3%	0.83	29%	17,734,425.72
56	Apparel & Accessory Stores	486,835.54	0.2%	0.07	34%	122,497.15
57	Furniture & Homefurnishings Stores	5,755,330.78	2.6%	0.36	-22%	(1,661,610.40)
58	Eating & Drinking Places	30,811,989.31	13.8%	1.29	29%	6,835,091.57
59	Misc. Retail	9,524,697.25	4.3%	0.07	17%	1,409,194.01
	<b>Total Retail Sales</b>	<b>223,455,007.87</b>		<b>0.55</b>	<b>29%</b>	<b>50,290,383.38</b>

Ten-Year Population of Vermillion, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
10,758	10,665	10,659	10,587	10,727	10,807	10,762	10,926	11,695	11,802

Vermillion Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.35	0.27	0.34	0.38	0.30	0.28	0.31	0.28	0.26	0.21
53-General Merchandise Stores	1.81	1.62	1.70	1.64	1.56	1.45	1.47	1.45	1.41	1.60
54-Food Stores	1.06	1.01	0.95	0.96	0.89	0.84	0.85	0.82	0.76	0.62
55-Auto Dealers & Service Stations	0.54	0.56	0.66	0.85	0.89	0.91	0.93	0.88	0.86	0.83
56-Apparel & Accessory Stores	0.18	0.15	0.15	0.20	0.17	0.18	0.12	0.07	0.08	0.07
57-Furniture & Homefurnishings Stores	0.45	0.43	0.53	0.54	0.57	0.73	0.44	0.47	0.64	0.36
58-Eating & Drinking Places	2.11	2.06	2.11	2.06	1.97	1.82	1.83	1.69	1.43	1.29
59-Misc. Retail	0.12	0.23	0.17	0.19	0.18	0.12	0.11	0.09	0.08	0.07
G-Total Retail Sales	0.57	0.67	0.66	0.71	0.68	0.65	0.63	0.58	0.58	0.55

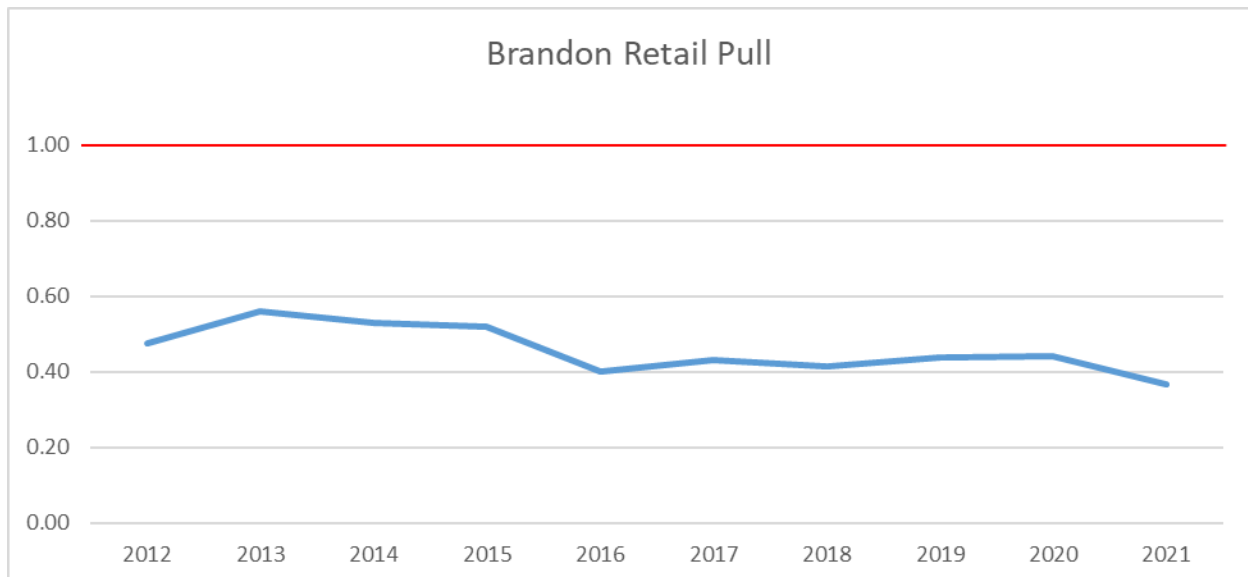


## Brandon

2021 Brandon Retail Sales					Retail Sales	
2021 Population		10,950			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 41,762				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	28,695,933.05	14.3%	0.55	53%	9,882,026.83
53	General Merchandise Stores	19,773,494.71	9.8%	0.35	10%	1,850,848.01
54	Food Stores	21,329,601.60	10.6%	0.42	6%	1,169,523.30
55	Auto Dealers & Service Stations	41,836,225.26	20.8%	0.33	51%	14,119,794.46
56	Apparel & Accessory Stores	2,564,079.59	1.3%	0.28	-18%	(564,360.38)
57	Furniture & Homefurnishings Stores	10,227,388.08	5.1%	0.47	64%	4,004,072.12
58	Eating & Drinking Places	22,277,273.38	11.1%	0.69	26%	4,564,682.15
59	Misc. Retail	54,376,176.06	27.0%	0.28	-15%	(9,881,821.36)
Total Retail Sales		201,080,171.73		0.37	14%	25,144,765.14

Ten-Year Population of Brandon, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
9,256	9,406	9,641	9,732	9,833	10,012	9,998	10,074	11,048	10,950

Brandon Income Adjusted Retail Pull by Year and Major Group											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
52-Bldg. Material & Garden Supplies	0.40	0.46	0.46	0.40	0.44	0.49	0.49	0.54	0.51	0.55	
53-General Merchandise Stores	0.27	0.26	0.26	0.38	0.41	0.45	0.42	0.45	0.44	0.35	
54-Food Stores	1.46	1.49	1.45	1.23	1.16	0.73	0.70	0.74	0.53	0.42	
55-Auto Dealers & Service Stations	0.50	0.45	0.48	0.51	0.20	0.30	0.33	0.30	0.29	0.33	
56-Apparel & Accessory Stores	0.02	0.03	0.05	0.12	0.17	0.35	0.53	0.64	0.49	0.28	
57-Furniture & Homefurnishings Stores	0.29	0.28	0.35	0.30	0.29	1.29	0.46	0.44	0.40	0.47	
58-Eating & Drinking Places	0.70	0.74	0.69	0.68	0.69	0.70	0.77	0.79	0.79	0.69	
59-Misc. Retail	0.28	0.48	0.40	0.43	0.31	0.30	0.32	0.38	0.46	0.28	
G-Total Retail Sales	0.47	0.56	0.53	0.52	0.40	0.43	0.41	0.44	0.44	0.37	

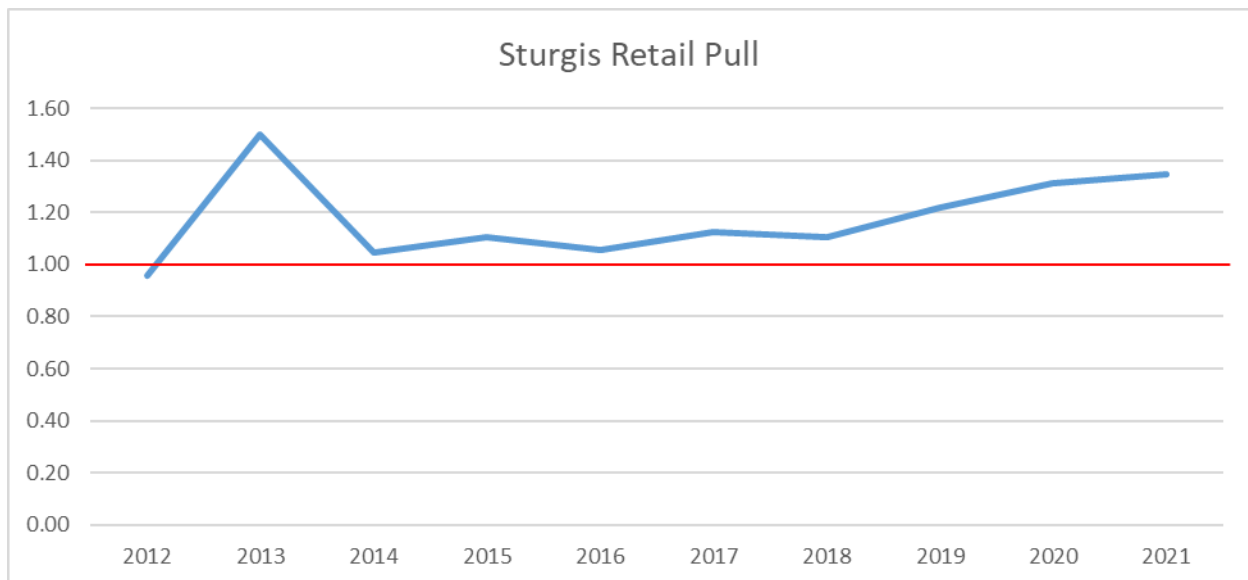


## Sturgis

2021 Sturgis Retail Sales					Retail Sales	
2021 Population		7,107			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 24,924				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	10,655,736.08	3.7%	0.53	11%	1,091,889.90
53	General Merchandise Stores	17,060,555.13	6.0%	0.78	36%	4,511,865.71
54	Food Stores	34,323,006.69	12.0%	1.75	9%	2,701,050.78
55	Auto Dealers & Service Stations	136,321,336.53	47.6%	2.75	21%	23,323,288.25
56	Apparel & Accessory Stores	8,857,739.63	3.1%	2.53	26%	1,801,359.42
57	Furniture & Homefurnishings Stores	10,052,409.67	3.5%	1.19	25%	2,029,099.90
58	Eating & Drinking Places	30,698,757.14	10.7%	2.45	28%	6,654,952.04
59	Misc. Retail	38,254,701.50	13.4%	0.51	20%	6,389,708.51
Total Retail Sales		286,224,242.37		1.35	20%	48,503,214.51

Ten-Year Population of Sturgis, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
6,586	6,658	6,660	6,603	6,715	6,880	6,904	6,922	7,020	7,107

Sturgis Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.34	0.39	0.34	0.34	0.45	0.43	0.47	0.56	0.57	0.53
53-General Merchandise Stores	0.95	0.88	0.81	0.73	0.65	0.67	0.72	0.64	0.67	0.78
54-Food Stores	1.91	1.82	1.93	2.05	1.76	1.85	1.72	1.69	1.81	1.75
55-Auto Dealers & Service Stations	1.33	2.74	1.42	1.63	1.64	1.72	1.90	2.48	2.61	2.75
56-Apparel & Accessory Stores	0.47	0.55	0.53	0.88	1.65	2.12	2.00	2.17	2.43	2.53
57-Furniture & Homefurnishings Stores	0.26	0.27	0.30	0.37	0.78	1.29	1.23	1.42	1.13	1.19
58-Eating & Drinking Places	2.24	2.28	2.01	2.44	2.13	2.19	2.13	2.21	2.35	2.45
59-Misc. Retail	0.59	0.96	0.73	0.68	0.61	0.64	0.52	0.45	0.50	0.51
G-Total Retail Sales	0.96	1.50	1.04	1.11	1.06	1.12	1.11	1.22	1.31	1.35



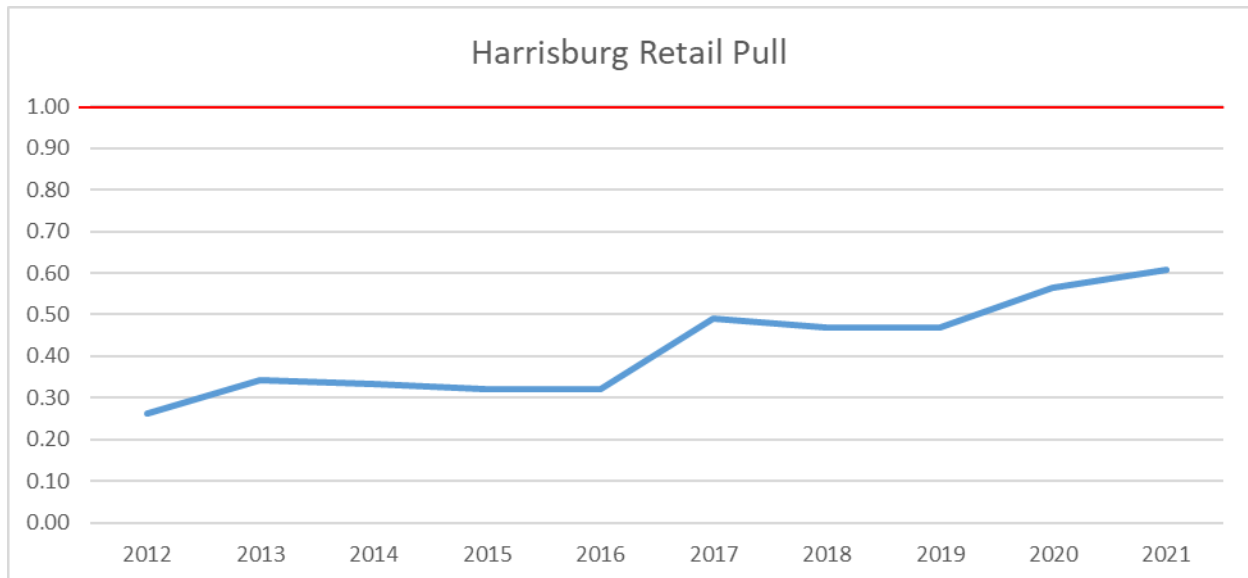


## Harrisburg

2021 Harrisburg Retail Sales					Retail Sales	
2021 Population		7,638			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 28,330				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	36,883,186.98	23.4%	1.50	102%	18,588,004.70
53	General Merchandise Stores	1,960,907.16	1.2%	0.07	289%	1,457,003.07
54	Food Stores	7,903,925.87	5.0%	0.33	856%	7,076,783.63
55	Auto Dealers & Service Stations	62,965,934.05	40.0%	1.04	42%	18,778,212.31
56	Apparel & Accessory Stores	308,712.02	0.2%	0.07	-30%	(133,257.71)
57	Furniture & Homefurnishings Stores	5,249,447.81	3.3%	0.51	46%	1,655,916.27
58	Eating & Drinking Places	4,358,702.86	2.8%	0.28	36%	1,155,926.33
59	Misc. Retail	37,823,403.02	24.0%	0.41	14%	4,707,326.06
Total Retail Sales		157,454,219.77		0.61	51%	53,285,914.67

Ten-Year Population of Harrisburg, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
4,600	4,784	5,117	5,490	5,737	5,965	6,520	6,710	6,732	7,638

Harrisburg Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.86	1.21	1.04	0.82	0.74	1.06	0.69	0.90	1.08	1.50
53-General Merchandise Stores	0.01	0.01	0.01	0.01	0.02	0.02	0.02	0.02	0.03	0.07
54-Food Stores	0.29	0.27	0.09	0.01	0.01	0.01	0.01	0.01	0.05	0.33
55-Auto Dealers & Service Stations	0.51	0.48	0.64	0.72	0.76	0.89	0.85	0.85	1.00	1.04
56-Apparel & Accessory Stores	0.02	0.03	0.04	0.02	0.02	0.03	0.16	0.17	0.15	0.07
57-Furniture & Homefurnishings Stores	0.81	0.93	1.05	0.87	0.98	1.05	1.07	0.58	0.50	0.51
58-Eating & Drinking Places	0.23	0.23	0.24	0.20	0.19	0.28	0.23	0.28	0.31	0.28
59-Misc. Retail	0.04	0.09	0.08	0.08	0.08	0.39	0.43	0.42	0.51	0.41
G-Total Retail Sales	0.26	0.34	0.33	0.32	0.32	0.49	0.47	0.47	0.56	0.61

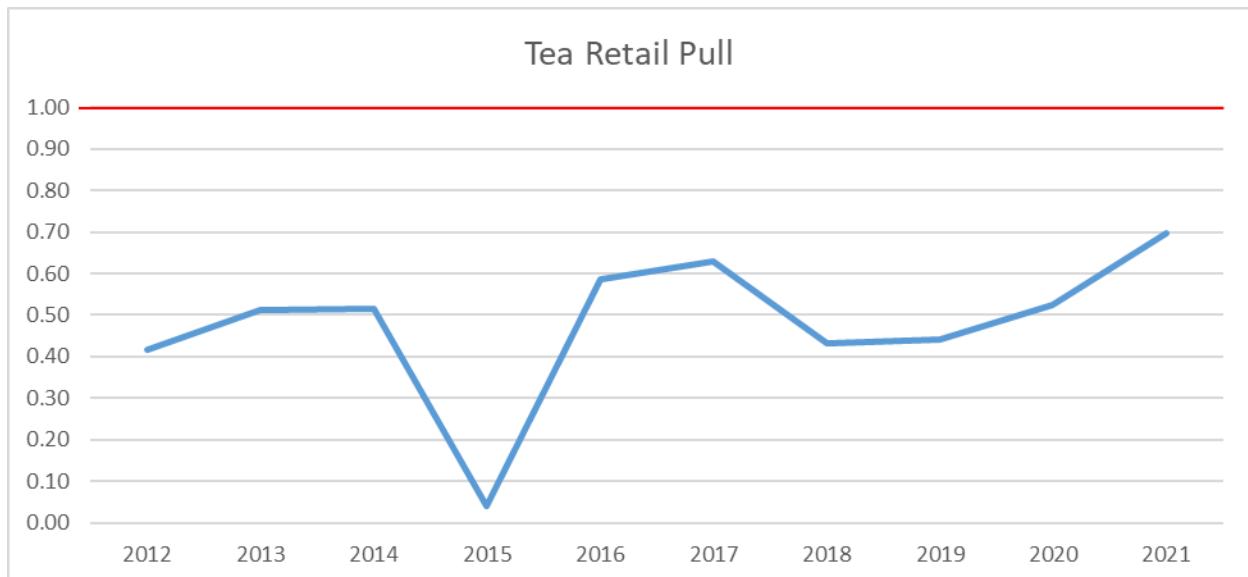


## Tea

2021 Tea Retail Sales					Retail Sales	
2021 Population		6,256			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 30,144				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	36,206,494.40	23.0%	1.69	124%	20,036,347.79
53	General Merchandise Stores	4,312,040.17	2.7%	0.19	14%	532,528.08
54	Food Stores	9,038,357.30	5.7%	0.43	57%	3,266,440.06
55	Auto Dealers & Service Stations	58,753,513.80	37.4%	1.11	45%	18,122,249.59
56	Apparel & Accessory Stores	7,504,576.97	4.8%	2.01	40%	2,153,779.69
57	Furniture & Homefurnishings Stores	4,994,927.99	3.2%	0.56	39%	1,390,966.87
58	Eating & Drinking Places	6,677,023.94	4.2%	0.50	18%	1,009,632.87
59	Misc. Retail	29,740,314.71	18.9%	0.37	19%	4,817,819.79
Total Retail Sales		157,227,249.28		0.70	48%	51,329,764.73

Ten-Year Population of Tea, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
4,308	4,427	4,536	4,843	5,031	5,442	5,623	6,031	6,598	6,256

Tea Income Adjusted Retail Pull by Year and Major Group											
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	
52-Bldg. Material & Garden Supplies	0.90	0.99	1.11	0.40	0.96	0.76	0.70	0.94	0.87	1.69	
53-General Merchandise Stores	0.07	0.07	0.07	0.00	0.09	0.09	0.11	0.17	0.18	0.19	
54-Food Stores	0.52	0.61	0.53	0.01	0.51	0.46	0.57	0.38	0.30	0.43	
55-Auto Dealers & Service Stations	0.85	0.85	0.97	0.00	1.42	1.60	0.71	0.73	0.84	1.11	
56-Apparel & Accessory Stores	0.01	0.03	0.14	0.00	0.55	0.93	1.36	1.55	1.65	2.01	
57-Furniture & Homefurnishings Stores	0.37	0.34	0.39	0.01	0.39	0.36	0.40	0.43	0.46	0.56	
58-Eating & Drinking Places	0.42	0.41	0.46	0.02	0.71	0.67	0.49	0.42	0.50	0.50	
59-Misc. Retail	0.17	0.29	0.23	0.00	0.14	0.21	0.22	0.22	0.35	0.37	
G-Total Retail Sales	0.42	0.51	0.51	0.04	0.59	0.63	0.43	0.44	0.52	0.70	

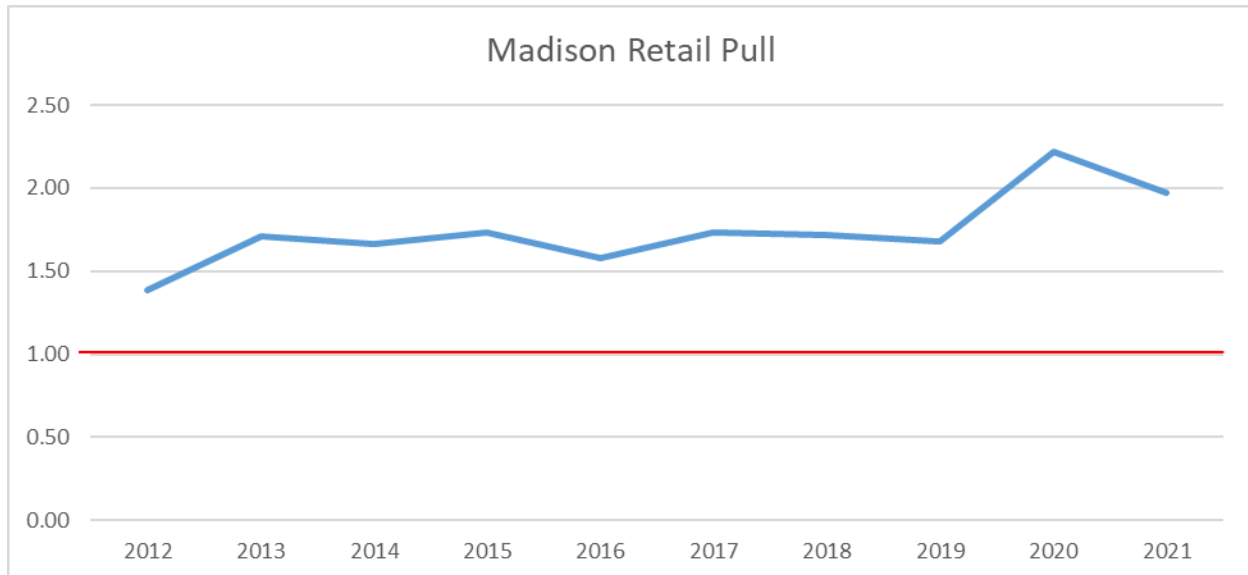


## Madison

2021 Madison Retail Sales					Retail Sales	
2021 Population		6,071			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 24,747				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	10,047,737.72	2.8%	0.59	-9%	(1,048,101.20)
53	General Merchandise Stores	24,565,628.08	6.9%	1.33	17%	3,632,356.51
54	Food Stores	34,067,026.79	9.6%	2.04	10%	3,071,189.79
55	Auto Dealers & Service Stations	101,122,166.88	28.5%	2.41	20%	16,694,893.48
56	Apparel & Accessory Stores	468,194.05	0.1%	0.16	-41%	(324,755.68)
57	Furniture & Homefurnishings Stores	9,244,402.91	2.6%	1.29	6%	495,958.61
58	Eating & Drinking Places	17,815,569.08	5.0%	1.68	14%	2,175,677.12
59	Misc. Retail	157,638,376.45	44.4%	2.49	5%	6,917,270.30
Total Retail Sales		354,969,101.96		1.97	10%	31,614,488.92

Ten-Year Population of Madison, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
6,788	6,855	6,957	7,081	7,228	7,312	7,437	7,270	6,191	6,071

Madison Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.51	0.50	0.57	0.47	0.50	0.54	0.49	0.57	0.83	0.59
53-General Merchandise Stores	3.98	4.32	3.94	4.12	4.09	3.43	1.02	1.00	1.39	1.33
54-Food Stores	1.53	1.47	1.50	1.46	1.43	1.61	1.64	1.76	2.21	2.04
55-Auto Dealers & Service Stations	2.18	2.04	2.28	2.23	2.18	2.52	2.30	2.23	2.43	2.41
56-Apparel & Accessory Stores	0.27	0.26	0.31	0.32	0.32	0.41	0.57	0.41	0.34	0.16
57-Furniture & Homefurnishings Stores	0.75	0.73	0.87	0.89	1.14	1.21	1.01	1.18	1.54	1.29
58-Eating & Drinking Places	1.45	1.33	1.31	1.29	1.40	1.53	1.49	1.50	1.91	1.68
59-Misc. Retail	0.70	1.30	1.15	1.36	0.95	1.24	2.02	1.87	2.97	2.49
G-Total Retail Sales	1.39	1.71	1.66	1.74	1.58	1.74	1.72	1.68	2.22	1.97

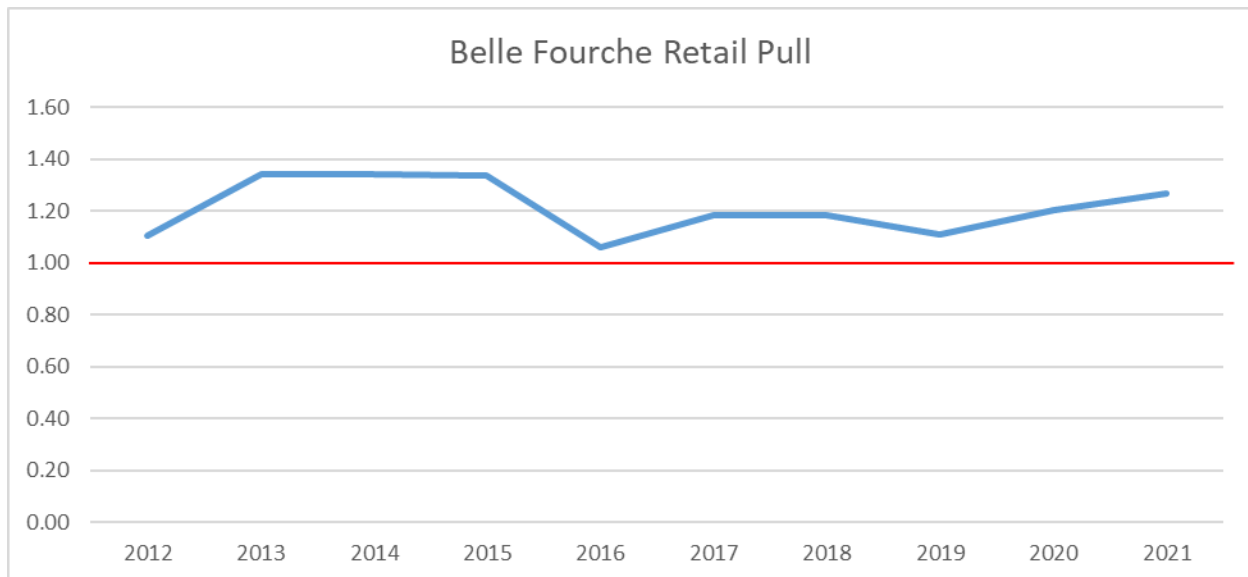


## Belle Fourche

2021 Belle Fourche Retail Sales					Retail Sales	
2021 Population		5,699			Change from Last Year	Difference from Last Year
2021 Per Capita Income		\$ 28,774				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	22,794,629.59	9.2%	1.23	47%	7,320,293.27
53	General Merchandise Stores	20,184,504.87	8.1%	1.00	-1%	(180,902.07)
54	Food Stores	41,488,100.90	16.7%	2.28	13%	4,706,669.45
55	Auto Dealers & Service Stations	114,392,612.72	45.9%	2.50	22%	20,411,407.89
56	Apparel & Accessory Stores	1,901,525.16	0.8%	0.59	47%	606,919.22
57	Furniture & Homefurnishings Stores	4,538,254.32	1.8%	0.58	15%	585,296.73
58	Eating & Drinking Places	13,309,678.35	5.3%	1.15	40%	3,795,642.80
59	Misc. Retail	30,391,540.58	12.2%	0.44	23%	5,670,063.50
Total Retail Sales		249,000,846.49		1.27	21%	42,915,390.79

Ten-Year Population of Belle Fourche, South Dakota									
2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
5,647	5,683	5,663	5,639	5,586	5,554	5,616	5,702	5,617	5,699

Belle Fourche Income Adjusted Retail Pull by Year and Major Group										
	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
52-Bldg. Material & Garden Supplies	0.87	0.97	0.86	0.99	0.88	0.87	0.92	0.88	0.98	1.23
53-General Merchandise Stores	0.63	0.53	0.91	1.52	1.54	1.83	1.83	1.30	1.15	1.00
54-Food Stores	2.87	3.02	3.63	3.31	2.68	2.91	2.80	2.32	2.22	2.28
55-Auto Dealers & Service Stations	2.17	2.32	2.35	2.43	1.86	2.12	2.20	2.39	2.30	2.50
56-Apparel & Accessory Stores	0.12	0.13	0.14	0.13	0.12	0.15	0.21	0.28	0.47	0.59
57-Furniture & Homefurnishings Stores	0.56	0.61	0.65	0.82	0.71	0.74	0.73	0.62	0.59	0.58
58-Eating & Drinking Places	1.21	1.19	1.17	1.22	0.99	0.99	0.95	0.95	0.98	1.15
59-Misc. Retail	0.33	0.42	0.35	0.21	0.16	0.18	0.18	0.20	0.41	0.44
G-Total Retail Sales	1.10	1.34	1.34	1.34	1.06	1.18	1.18	1.11	1.20	1.27



## Appendix A: SIC Code Major Group Descriptions

Major Group 52: Building Materials, Hardware, Garden Supply, and Mobile Home Dealers. This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes.

Major Group 53: General Merchandise Stores. This major group includes retail stores which sell many lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known by such names as department stores, variety stores, general merchandise stores, and general stores.

Major Group 54: Food Stores. This major group includes retail stores primarily engaged in selling food for home preparation and consumption.

Major Group 55: Automotive Dealers and Gasoline Service Stations. This major group includes retail dealers selling new and used automobiles, boats, recreational vehicles, utility trailers, and motorcycles including mopeds; those selling new automobile parts and accessories; and gasoline service stations. Automobile repair shops maintained by establishments engaged in the sale of new automobiles are also included.

Major Group 56: Apparel and Accessory Stores. This major group includes retail stores primarily engaged in selling new clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Furriers and custom tailors carrying stocks of materials are included.

Major Group 57: Home Furniture, Furnishings, and Equipment Stores. This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances.

Major Group 58: Eating and Drinking Places. This major group includes retail establishments selling prepared foods and drinks for consumption on the premises; including lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry, unless they are operated as leased departments by outside operators.

Major Group 59: Miscellaneous Retail. This major group includes retail establishments, not elsewhere classified (NEC). These establishments fall into the following categories: drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores (such as sporting goods, book stores, jewelry and hobby stores), non-store retailers (such as catalog and mail-order houses, vending machines, and direct selling establishments), fuel dealers, and miscellaneous retail stores, not elsewhere classified (such as florists, tobacco stores, news dealers and newsstands and optical goods stores).