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A Survey of Retail Trade Patterns in South Dakota: 2013-2022

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A Survey of Retail Trade Patterns in South Dakota

Ten Years:2013 - 2022



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A Survey of Retail Trade Patterns in South Dakota

2013-2022

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 2013 to 2022. 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, both 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.

2022 South Dakota State and City Retail Sales:

South Dakota retail sales are dominated by the state's largest city, Sioux Falls. However, Rapid City, Aberdeen, and Watertown have much influence on the economy as well. Details on the changes in total retail sales between 2021 and 2022 are provided in the tables below.

The below tables list the South Dakota communities according to their retail sales or population. The chart below divides the communities into two categories. The upper portion of the chart shows the twenty communities with the greatest retail sales (ranked in order of sales) for 2022. The final three communities on the list are those that are top twenty according to population, but not top twenty of retail sales. This distinction provides an interesting study of contrast.

South Dakota City and Town Retail Sales				
	2021 City Total	2022 City Total		Percent
	Retail Sales	Retail Sales	One Year Change	Change
South Dakota	\$ 33,714,659,817.43	\$ 38,659,420,968.46	\$ 4,944,761,151.03	15%
Sioux Falls	7,409,536,310.95	8,028,868,315.58	\$ 619,332,004.63	8%
Rapid City	3,904,789,617.19	4,241,072,888.53	\$ 336,283,271.34	9%
Watertown	1,052,687,548.20	1,210,203,678.64	\$ 157,516,130.44	15%
Aberdeen	1,091,655,368.17	1,156,518,045.58	\$ 64,862,677.41	6%
Mitchell	848,846,297.04	893,728,126.69	\$ 44,881,829.65	5%
Brookings	709,540,621.60	808,156,651.70	\$ 98,616,030.10	14%
Yankton	621,669,363.10	719,566,457.64	\$ 97,897,094.54	16%
Huron	623,300,921.88	655,136,482.98	\$ 31,835,561.10	5%
Spearfish	577,691,919.42	635,656,519.31	\$ 57,964,599.89	10%
Pierre	510,837,951.29	514,423,606.17	\$ 3,585,654.88	1%
Madison	354,969,101.96	332,663,463.18	\$ (22,305,638.78)	-6%
Sturgis	286,224,242.37	314,351,969.98	\$ 28,127,727.61	10%
Belle Fourche	249,000,846.49	296,394,983.58	\$ 47,394,137.09	19%
Milbank	218,344,875.61	268,989,576.14	\$ 50,644,700.53	23%
Brandon	201,080,171.73	268,657,880.01	\$ 67,577,708.28	34%
Vermillion	223,455,007.87	245,515,518.21	\$ 22,060,510.34	10%
Deadwood	193,088,012.88	201,284,747.04	\$ 8,196,734.16	4%
Harrisburg	157,454,219.77	185,587,046.73	\$ 28,132,826.96	18%
Tea	157,227,249.28	177,755,590.03	\$ 20,528,340.75	13%
Winner	178,574,687.63	174,443,067.16	\$ (4,131,620.47)	-2%
Box Elder	102,665,949.72	126,830,725.27	\$ 24,164,775.55	24%
Dell Rapids	97,081,024.65	109,616,275.27	\$ 12,535,250.62	13%
Hot Springs	100,398,776.66	114,336,431.38	\$ 13,937,654.72	14%

Population:

The gross retail sales data provided so far in this report are somewhat misleading for calculating the economic situation in a community because towns with large populations have a natural advantage over small towns. There are more shoppers and more shopping opportunities in large towns. Thus, population data is used to calculate retail pull. South Dakota population changed slightly between 2021 and 2022. The state saw a modest increase in population, where Sioux Falls and Rapid City account for about half of that increase.

State/City Population Estimates	One Year		Percent Change	
	2021	2022		Change
South Dakota	895,376	909,824	14,448	1.61%
Sioux Falls	196,528	202,078	5,550	2.82%
Rapid City	76,184	78,824	2,640	3.47%
Watertown	22,722	23,019	297	1.31%
Aberdeen	28,324	28,210	(114)	-0.40%
Mitchell	15,631	15,659	28	0.18%
Brookings	23,577	23,993	416	1.76%
Yankton	15,453	15,534	81	0.52%
Huron	14,231	14,462	231	1.62%
Spearfish	12,358	12,914	556	4.50%
Pierre	14,000	13,969	(31)	-0.22%
Madison	6,071	6,097	26	0.43%
Sturgis	7,107	7,170	63	0.89%
Belle Fourche	5,699	5,848	149	2.61%
Milbank	3,516	3,484	(32)	-0.91%
Brandon	10,950	11,110	160	1.46%
Vermillion	11,802	11,915	113	0.96%
Deadwood	1,202	1,245	43	3.58%
Harrisburg	7,638	8,451	813	10.64%
Tea	6,256	6,918	662	10.58%
Winner	2889	2,890	1	0.03%
Box Elder	12,334	12,581	247	2.00%
Dell Rapids	3,970	3,931	(39)	-0.98%
Hot Springs	3,498	3,590	92	2.63%

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 \$33,468 in 2022. 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.¹ A profile of the estimated per capita income for the last ten years for the cities and towns in South Dakota is included in the appendix of this document. The chart below shows the estimated changes in per capita income between 2021 and 2022.

¹ 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.

Estimated State/City Per Capita Income				
	2021	2022	One Year Change	Percent Change
South Dakota	\$ 31,415	\$ 33,468	\$ 2,053	7%
Sioux Falls	\$ 33,276	\$ 36,430	\$ 3,154	9%
Rapid City	\$ 31,723	\$ 34,916	\$ 3,193	10%
Watertown	\$ 29,346	\$ 32,547	\$ 3,201	11%
Aberdeen	\$ 31,992	\$ 34,517	\$ 2,525	8%
Mitchell	\$ 29,340	\$ 30,185	\$ 845	3%
Brookings	\$ 27,116	\$ 27,244	\$ 128	0%
Yankton	\$ 31,615	\$ 32,882	\$ 1,267	4%
Huron	\$ 25,143	\$ 27,305	\$ 2,162	9%
Spearfish	\$ 37,077	\$ 40,007	\$ 2,930	8%
Pierre	\$ 33,797	\$ 34,296	\$ 499	1%
Madison	\$ 24,747	\$ 29,023	\$ 4,276	17%
Sturgis	\$ 24,924	\$ 25,402	\$ 478	2%
Belle Fourche	\$ 28,774	\$ 25,015	\$ (3,759)	-13%
Milbank	\$ 38,887	\$ 38,694	\$ (193)	0%
Brandon	\$ 41,762	\$ 43,680	\$ 1,918	5%
Vermillion	\$ 28,684	\$ 24,535	\$ (4,149)	-14%
Deadwood	\$ 30,144	\$ 29,117	\$ (1,027)	-3%
Harrisburg	\$ 28,330	\$ 31,563	\$ 3,233	11%
Tea	\$ 30,144	\$ 33,607	\$ 3,463	11%
Winner	\$ 23,436	\$ 27,221	\$ 3,785	16%
Box Elder	\$ 24,489	\$ 27,103	\$ 2,614	11%
Dell Rapids	\$ 36,690	\$ 31,465	\$ (5,225)	-14%
Hot Springs	\$ 27,060	\$ 32,895	\$ 5,835	22%

Retail Pull For South Dakota in 2020

Retail pull can be calculated using the three data points of retail sales, population. 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 indicates local businesses are pulling trade from beyond their home city borders; visitors are shopping in their community. The formula below indicates how income adjusted retail pull is calculated.

$$\left(\frac{\text{City Retail Sales per capita}}{\text{State Retail Sales per capita}} \right) / \left(\frac{\text{City per capita Income}}{\text{State per capita Income}} \right)$$

Using that formula to calculate retail pull delivers the chart below showing the income adjusted retail pull for the twenty-three communities in this profile.

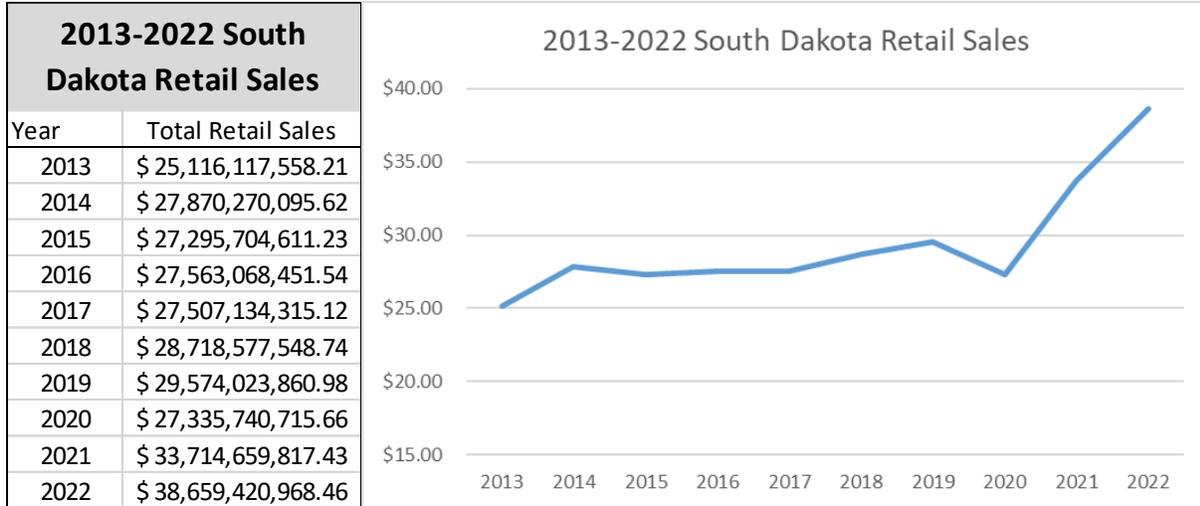
Year 2022	City Total Retail Sales	Estimated Population	Per Capita Income	Retail Pull
South Dakota	\$ 38,659,420,968.46	909,824	\$ 33,468	
Sioux Falls	8,028,868,315.58	202,078	\$ 36,430	0.86
Rapid City	4,241,072,888.53	78,824	\$ 34,916	1.21
Watertown	1,210,203,678.64	23,019	\$ 32,547	1.27
Aberdeen	1,156,518,045.58	28,210	\$ 34,517	0.94
Mitchell	893,728,126.69	15,659	\$ 30,185	1.49
Brookings	808,156,651.70	23,993	\$ 27,244	0.97
Yankton	719,566,457.64	15,534	\$ 32,882	1.11
Huron	655,136,482.98	14,462	\$ 27,305	1.31
Spearfish	635,656,519.31	12,914	\$ 40,007	0.97
Pierre	514,423,606.17	13,969	\$ 34,296	0.85
Madison	332,663,463.18	6,097	\$ 29,023	1.48
Sturgis	314,351,969.98	7,170	\$ 25,402	1.36
Belle Fourche	296,394,983.58	5,848	\$ 25,015	1.60
Milbank	268,989,576.14	3,484	\$ 38,694	1.57
Brandon	268,657,880.01	11,110	\$ 43,680	0.44
Vermillion	245,515,518.21	11,915	\$ 24,535	0.66
Deadwood	201,284,747.04	1,245	\$ 29,117	4.37
Harrisburg	185,587,046.73	8,451	\$ 31,563	0.55
Tea	177,755,590.03	6,918	\$ 33,607	0.60
Winner	174,443,067.16	2,890	\$ 27,221	1.75
Box Elder	126,830,725.27	12,581	\$ 27,103	0.29
Dell Rapids	109,616,275.27	3,931	\$ 31,465	0.70
Hot Springs	114,336,431.38	3,590	\$ 32,895	0.76

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 general 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 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.

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.² Each group has its own code, as shown on the left column in the chart

² See Appendix for description of the eight SIC retail major groups.

below, a healthy retail community will have a mix of each group. The following table shows the retail sales details for South Dakota in 2022. The distribution between the eight categories has been stable during the 2013–2022-time frame. Details on the eight categories of retail sales for each city will be provided next in this document.



2022 South Dakota Retail Sales			
2022 Estimated Population		895,376	
2022 Estimated Per Capita Income		\$	31,415
SIC Code			% of total
52	Bldg. Material & Garden Supplies	\$ 3,601,875,023.32	9.3%
53	General Merchandise Stores	\$ 3,844,875,346.95	9.9%
54	Food Stores	\$ 3,455,883,053.17	8.9%
55	Auto Dealers & Service Stations	\$ 8,950,775,664.80	23.2%
56	Apparel & Accessory Stores	\$ 555,855,989.04	1.4%
57	Furniture & Homefurnishings Stores	\$ 1,514,786,033.35	3.9%
58	Eating & Drinking Places	\$ 2,163,734,176.27	5.6%
59	Misc. Retail	\$14,293,032,360.17	37.0%
Total Retail Sales		\$38,659,420,968.46	

South Dakota Income Adjusted Retail Pull:

The following pages provide a detailed retail pull profile of each of the twenty-three cities in this study.

Sioux Falls

2022 Sioux Falls Retail Sales					Retail Sales	
2022 Population		202,078			Change from Last Year	Difference from Last Year
2022 Per Capita Income		\$ 36,430				
SIC Code			% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	\$ 771,711,670.60	9.6%	0.89	16%	\$ 107,330,417.88
53	General Merchandise Stores	\$ 1,256,950,999.17	15.7%	1.35	12%	\$ 131,985,090.97
54	Food Stores	\$ 834,232,940.39	10.4%	1.00	9%	\$ 67,311,577.80
55	Auto Dealers & Service Stations	\$ 2,465,005,491.85	30.7%	1.14	5%	\$ 125,533,499.27
56	Apparel & Accessory Stores	\$ 235,003,226.98	2.9%	1.75	-2%	\$ (3,973,863.89)
57	Furniture & Homefurnishings Stores	\$ 485,569,528.56	6.0%	1.33	13%	\$ 56,369,121.24
58	Eating & Drinking Places	\$ 706,585,155.00	8.8%	1.35	11%	\$ 70,617,089.66
59	Misc. Retail	\$ 1,273,809,303.04	15.9%	0.37	5%	\$ 64,159,071.70
Total Retail Sales		\$ 8,028,868,315.58		0.86	8%	\$ 619,332,004.63

Ten-Year Population Estimates of Sioux Falls, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
163,478	167,050	170,183	173,503	177,636	180,398	183,793	192,517	196,528	202,078

Sioux Falls Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	1.09	1.11	1.08	1.08	1.07	1.10	1.06	0.94	0.90	0.89
53-General Merchandise Stores	1.32	1.39	1.41	1.42	1.40	1.49	1.53	1.43	1.39	1.35
54-Food Stores	1.14	1.13	1.18	1.17	1.16	1.21	1.24	1.06	1.06	1.00
55-Auto Dealers & Service Stations	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14	0.14
56-Apparel & Accessory Stores	3.50	3.35	3.09	3.00	2.39	2.09	2.06	1.88	1.85	1.75
57-Furniture & Homefurnishings Stores	1.54	1.39	1.33	1.37	0.64	1.43	1.45	1.36	1.38	1.33
58-Eating & Drinking Places	1.50	1.50	1.50	1.51	1.46	1.50	1.52	1.39	1.37	1.35
59-Misc. Retail	1.63	1.35	1.75	1.89	1.36	1.60	1.45	0.65	0.44	0.37
G-Total Retail Sales	1.44	1.35	1.47	1.52	1.28	1.41	1.37	1.04	0.95	0.86

Rapid City

2022 Rapid City Retail Sales					Retail Sales	
2022 Population		78,824			Change from Last Year	Difference from Last Year
2022 Per Capita Income		\$ 34,916				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	\$ 696,564,159.29	16.4%	2.14	2%	\$ 13,438,617.86
53	General Merchandise Stores	\$ 636,825,207.54	15.0%	1.83	6%	\$ 35,654,256.88
54	Food Stores	\$ 362,833,708.75	8.6%	1.16	7%	\$ 22,411,724.83
55	Auto Dealers & Service Stations	\$ 1,361,817,240.76	32.1%	1.68	31%	\$ 325,465,059.49
56	Apparel & Accessory Stores	\$ 81,144,540.32	1.9%	1.62	-3%	\$ (2,259,189.13)
57	Furniture & Homefurnishings Stores	\$ 136,725,289.21	3.2%	1.00	-3%	\$ (3,565,429.89)
58	Eating & Drinking Places	\$ 351,966,076.79	8.3%	1.80	8%	\$ 27,130,513.85
59	Misc. Retail	\$ 613,196,665.88	14.5%	0.47	-12%	\$ (81,992,282.53)
	Total Retail Sales	\$ 4,241,072,888.53		1.21	9%	\$ 336,283,271.34

Ten-Year Population Estimates of Rapid City, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
71,730	72,995	73,370	74,116	75,237	76,170	77,503	74,703	76,184	78,824

Rapid City Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	1.69	1.82	1.85	2.07	2.14	2.08	2.18	2.49	2.49	2.14
53-General Merchandise Stores	2.06	2.13	2.08	2.06	2.01	2.08	2.09	2.05	2.02	1.83
54-Food Stores	1.26	1.33	1.25	1.22	1.25	1.18	1.15	1.28	1.27	1.16
55-Auto Dealers & Service Stations	1.48	1.53	1.58	1.50	1.53	1.48	1.51	1.64	1.53	1.68
56-Apparel & Accessory Stores	1.27	1.35	1.43	1.36	1.67	1.75	1.78	1.56	1.74	1.62
57-Furniture & Homefurnishings Stores	1.46	1.29	1.18	1.22	1.30	1.24	1.28	1.25	1.22	1.00
58-Eating & Drinking Places	1.90	1.96	1.96	1.96	1.94	1.96	1.98	1.99	1.90	1.80
59-Misc. Retail	0.73	0.58	0.63	0.55	0.49	0.46	0.48	0.60	0.68	0.47
G-Total Retail Sales	1.32	1.26	1.29	1.24	1.23	1.19	1.19	1.35	1.35	1.21

Watertown

2021 Watertown Retail Sales					Retail Sales	
2022 Population					23,019	
2022 Per Capita Income					\$ 32,547	
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	\$ 141,101,071.78	11.7%	1.59	15%	\$ 18,693,808.68
53	General Merchandise Stores	\$ 183,042,997.26	15.1%	1.93	8%	\$ 13,344,826.60
54	Food Stores	\$ 141,489,906.31	11.7%	1.66	14%	\$ 17,874,561.47
55	Auto Dealers & Service Stations	\$ 328,246,228.03	27.1%	1.49	11%	\$ 33,713,769.50
56	Apparel & Accessory Stores	\$ 14,219,483.03	1.2%	1.04	7%	\$ 941,172.26
57	Furniture & Homefurnishings Stores	\$ 36,357,924.00	3.0%	0.98	13%	\$ 4,316,089.08
58	Eating & Drinking Places	\$ 79,876,228.13	6.6%	1.50	9%	\$ 6,575,819.48
59	Misc. Retail	\$ 285,869,840.10	23.6%	0.81	28%	\$ 62,056,083.38
Total Retail Sales		\$ 1,210,203,678.64		1.27	15%	\$ 157,516,130.44

Ten-Year Population Estimates of Watertown, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
22,003	22,076	22,047	22,169	22,246	22,180	22,174	22,655	22,722	23,019

Watertown Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	1.71	1.70	1.53	1.50	1.53	1.63	1.65	1.56	1.62	1.59
53-General Merchandise Stores	2.12	2.10	1.98	2.01	1.96	2.08	2.15	2.03	2.06	1.93
54-Food Stores	1.64	1.61	1.53	1.50	1.45	1.60	1.67	1.53	1.67	1.66
55-Auto Dealers & Service Stations	1.43	1.48	1.48	1.47	1.60	1.62	1.76	1.54	1.58	1.49
56-Apparel & Accessory Stores	0.51	0.55	0.60	0.59	0.70	0.82	0.93	0.96	1.01	1.04
57-Furniture & Homefurnishings Stores	0.71	0.74	0.75	0.75	0.80	1.02	1.13	1.06	1.01	0.98
58-Eating & Drinking Places	1.59	1.56	1.52	1.51	1.46	1.52	1.63	1.58	1.55	1.50
59-Misc. Retail	1.06	0.82	0.76	0.66	0.67	0.67	0.71	0.75	0.80	0.81
G-Total Retail Sales	1.39	1.29	1.24	1.19	1.21	1.26	1.31	1.28	1.32	1.27

Aberdeen

2022 Aberdeen Retail Sales					Retail Sales	
2022 Population		28,210			Change from Last Year	Difference from Last Year
2022 Per Capita Income		\$ 34,517				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	97,404,814.73	8.4%	0.85	7%	\$ 6,788,417.94
53	General Merchandise Stores	193,552,158.45	16.7%	1.57	7%	\$ 12,388,856.40
54	Food Stores	105,441,528.02	9.1%	0.95	2%	\$ 1,607,050.33
55	Auto Dealers & Service Stations	315,013,542.84	27.2%	1.10	-3%	\$ (11,000,311.23)
56	Apparel & Accessory Stores	20,436,515.31	1.8%	1.15	3%	\$ 618,215.50
57	Furniture & Homefurnishings Stores	52,167,845.89	4.5%	1.08	15%	\$ 6,761,896.42
58	Eating & Drinking Places	92,849,535.64	8.0%	1.34	10%	\$ 8,355,082.50
59	Misc. Retail	279,652,104.70	24.2%	0.61	16%	\$ 39,343,469.55
Total Retail Sales		1,156,518,045.58		0.94	6%	\$ 64,862,677.41

Ten-Year Population Estimates of Aberdeen, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
27,472	27,650	27,777	28,185	28,490	28,456	28,257	28,495	28,324	28,210

Aberdeen Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	1.27	1.24	1.06	1.10	1.07	1.06	1.14	0.97	0.88	0.85
53-General Merchandise Stores	2.18	2.14	2.00	1.98	1.83	1.75	2.04	1.74	1.62	1.57
54-Food Stores	1.02	1.05	1.09	1.14	1.10	1.10	1.27	1.26	1.03	0.95
55-Auto Dealers & Service Stations	1.62	1.67	1.59	1.55	1.46	1.47	1.59	1.49	1.29	1.10
56-Apparel & Accessory Stores	0.53	0.57	0.63	0.74	0.95	1.11	1.28	1.17	1.11	1.15
57-Furniture & Homefurnishings Stores	1.15	1.22	1.16	1.12	1.13	1.24	1.20	1.15	1.05	1.08
58-Eating & Drinking Places	1.44	1.45	1.41	1.45	1.35	1.39	1.56	1.42	1.32	1.34
59-Misc. Retail	6.54	3.15	2.25	2.01	2.37	2.81	1.65	0.77	0.63	0.61
G-Total Retail Sales	2.91	2.05	1.70	1.63	1.73	1.90	1.56	1.16	1.01	0.94

Mitchell

2022 Mitchell Retail Sales					Retail Sales	
2022 Population		15,659				
2022 Per Capita Income		\$ 30,185				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	121,246,988.97	13.6%	2.17	13%	\$ 13,791,137.36
53	General Merchandise Stores	119,563,690.28	13.4%	2.00	11%	\$ 12,089,778.87
54	Food Stores	67,100,248.20	7.5%	1.25	1%	\$ 356,659.24
55	Auto Dealers & Service Stations	305,050,588.16	34.1%	2.20	3%	\$ 8,540,247.33
56	Apparel & Accessory Stores	4,638,523.24	0.5%	0.54	-5%	\$ (252,280.77)
57	Furniture & Homefurnishings Stores	23,284,328.16	2.6%	0.99	22%	\$ 4,215,342.86
58	Eating & Drinking Places	60,890,481.73	6.8%	1.81	2%	\$ 1,411,208.22
59	Misc. Retail	191,953,277.96	21.5%	0.87	3%	\$ 4,729,736.55
Total Retail Sales		893,728,126.69		1.49	5%	\$ 44,881,829.65

Ten-Year Population Estimates of Mitchell, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
15,625	15,755	15,712	15,805	15,755	15,693	15,679	15,660	15,631	15,659

Mitchell Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	2.62	2.70	2.29	2.04	2.01	2.04	2.20	2.10	2.07	2.17
53-General Merchandise Stores	2.21	2.17	2.11	2.08	1.95	1.93	1.81	1.81	1.90	2.00
54-Food Stores	1.13	1.12	1.18	1.19	1.20	1.21	1.20	1.46	1.31	1.25
55-Auto Dealers & Service Stations	2.05	2.12	2.29	2.28	2.25	2.30	2.21	2.28	2.31	2.20
56-Apparel & Accessory Stores	0.37	0.47	0.54	0.48	0.53	0.52	0.50	0.47	0.54	0.54
57-Furniture & Homefurnishings Stores	0.65	0.71	0.70	0.74	0.77	0.83	0.83	0.93	0.87	0.99
58-Eating & Drinking Places	1.82	1.80	1.86	1.96	1.86	1.86	1.83	1.77	1.83	1.81
59-Misc. Retail	1.20	0.85	0.90	0.87	0.77	0.78	0.68	0.85	0.97	0.87
G-Total Retail Sales	1.62	1.50	1.54	1.49	1.43	1.44	1.36	1.51	1.54	1.49

Brookings

2022 Brookings Retail Sales					Retail Sales	
2022 Population		23,993				
2022 Per Capita Income		\$ 27,244				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	154,180,428.38	19.1%	1.99	30%	\$ 35,152,868.20
53	General Merchandise Stores	159,765,871.72	19.8%	1.94	3%	\$ 4,096,457.49
54	Food Stores	93,794,033.07	11.6%	1.26	3%	\$ 3,134,436.31
55	Auto Dealers & Service Stations	161,107,026.67	19.9%	0.84	15%	\$ 21,491,628.24
56	Apparel & Accessory Stores	6,479,966.16	0.8%	0.54	5%	\$ 328,541.67
57	Furniture & Homefurnishings Stores	21,331,708.05	2.6%	0.66	3%	\$ 668,039.52
58	Eating & Drinking Places	88,640,696.40	11.0%	1.91	11%	\$ 8,969,292.30
59	Misc. Retail	122,856,921.23	15.2%	0.40	25%	\$ 24,774,766.34
Total Retail Sales		808,156,651.70		0.97	14%	\$ 98,616,030.10

Ten-Year Population Estimates of Brookings, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
22,935	23,135	23,532	23,927	24,267	24,406	24,415	23,377	23,577	23,993

Brookings Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	1.15	1.05	1.06	1.30	1.41	1.30	1.38	1.45	1.64	1.99	
53-General Merchandise Stores	1.86	1.79	1.64	1.54	1.72	1.67	1.78	1.84	1.97	1.94	
54-Food Stores	1.18	1.12	1.12	1.14	1.27	1.19	1.20	1.16	1.28	1.26	
55-Auto Dealers & Service Stations	0.56	0.57	0.62	0.56	0.58	0.48	0.64	0.72	0.78	0.84	
56-Apparel & Accessory Stores	0.41	0.42	0.45	0.41	0.52	0.46	0.51	0.40	0.49	0.54	
57-Furniture & Homefurnishings Stores	0.49	0.45	0.45	0.45	0.59	0.58	0.59	0.64	0.68	0.66	
58-Eating & Drinking Places	1.84	1.85	1.73	1.63	1.84	1.79	1.82	1.76	1.76	1.91	
59-Misc. Retail	0.73	0.44	0.36	0.30	0.34	0.29	0.29	0.36	0.36	0.40	
G-Total Retail Sales	0.93	0.80	0.78	0.74	0.82	0.74	0.78	0.86	0.93	0.97	

Yankton

2022 Yankton Retail Sales					Retail Sales	
2022 Population		15,534				
2022 Per Capita Income		\$ 32,882				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	66,413,888.77	9.2%	1.10	10%	\$ 6,302,616.38
53	General Merchandise Stores	122,894,169.12	17.1%	1.91	12%	\$ 12,715,102.47
54	Food Stores	78,360,096.16	10.9%	1.35	6%	\$ 4,485,391.24
55	Auto Dealers & Service Stations	277,565,494.66	38.6%	1.85	32%	\$ 66,493,471.86
56	Apparel & Accessory Stores	5,352,342.74	0.7%	0.57	0%	\$ (24,989.21)
57	Furniture & Homefurnishings Stores	22,103,821.90	3.1%	0.87	27%	\$ 4,716,245.81
58	Eating & Drinking Places	52,212,392.26	7.3%	1.44	10%	\$ 4,908,604.07
59	Misc. Retail	94,664,252.04	13.2%	0.39	-2%	\$ (1,699,348.06)
Total Retail Sales		719,566,457.64		1.11	16%	\$ 97,897,094.54

Ten-Year Population Estimates of Yankton, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
14,541	14,541	14,538	14,547	14,529	14,632	14,687	15,411	15,453	15,534

Yankton Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	1.09	1.15	1.12	1.19	1.26	1.12	1.35	1.22	1.09	1.10
53-General Merchandise Stores	2.21	2.03	2.00	2.15	1.99	1.87	2.13	1.87	1.83	1.91
54-Food Stores	1.40	1.33	1.37	1.56	1.52	1.40	1.57	1.44	1.36	1.35
55-Auto Dealers & Service Stations	0.84	0.95	1.14	1.22	1.31	1.32	1.49	1.56	1.55	1.85
56-Apparel & Accessory Stores	0.36	0.39	0.41	0.38	0.45	0.49	0.58	0.50	0.56	0.57
57-Furniture & Homefurnishings Stores	0.52	0.56	0.53	0.65	0.77	0.70	0.77	0.77	0.75	0.87
58-Eating & Drinking Places	1.35	1.40	1.48	1.59	1.53	1.42	1.57	1.43	1.37	1.44
59-Misc. Retail	0.61	0.49	0.47	0.44	0.42	0.41	0.42	0.49	0.47	0.39
G-Total Retail Sales	1.00	0.94	1.00	1.04	1.04	0.98	1.08	1.11	1.06	1.11

Huron

2022 Huron Retail Sales					Retail Sales	
2022 Population		14,462				
2022 Per Capita Income		\$ 27,305				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	22,864,379.71	3.5%	0.49	28%	\$ 4,997,165.97
53	General Merchandise Stores	98,378,487.34	15.0%	1.97	12%	\$ 10,725,664.71
54	Food Stores	36,899,567.21	5.6%	0.82	-24%	\$ (11,714,508.62)
55	Auto Dealers & Service Stations	138,957,709.82	21.2%	1.20	19%	\$ 22,027,832.84
56	Apparel & Accessory Stores	3,830,809.12	0.6%	0.53	4%	\$ 162,965.09
57	Furniture & Homefurnishings Stores	13,642,705.70	2.1%	0.69	14%	\$ 1,710,931.39
58	Eating & Drinking Places	29,174,492.33	4.5%	1.04	7%	\$ 1,882,153.99
59	Misc. Retail	311,388,331.76	47.5%	1.68	1%	\$ 2,043,355.74
Total Retail Sales		655,136,482.98		1.31	5%	\$ 31,835,561.10

Ten-Year Population Estimates of Huron, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
13,173	13,054	13,103	13,142	13,407	13,366	13,380	14,263	14,231	14,462

Huron Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.66	0.64	0.55	0.54	0.55	0.63	0.59	0.51	0.44	0.49	
53-General Merchandise Stores	3.18	3.10	3.35	3.24	2.82	2.20	2.43	2.10	1.99	1.97	
54-Food Stores	1.32	1.29	1.30	1.28	1.31	1.30	1.39	1.40	1.22	0.82	
55-Auto Dealers & Service Stations	0.84	0.93	1.10	1.11	1.26	1.16	1.18	1.13	1.17	1.20	
56-Apparel & Accessory Stores	0.38	0.39	0.41	0.49	0.61	0.68	0.72	0.63	0.52	0.53	
57-Furniture & Homefurnishings Stores	0.53	0.57	0.57	0.56	0.68	0.67	0.65	0.64	0.70	0.69	
58-Eating & Drinking Places	1.09	1.09	1.08	1.15	1.17	1.20	1.26	1.11	1.08	1.04	
59-Misc. Retail	1.35	0.91	1.01	1.00	7.96	1.67	1.58	1.88	2.05	1.68	
G-Total Retail Sales	1.26	1.13	1.23	1.22	3.77	1.39	1.40	1.42	1.45	1.31	

Spearfish

2022 Spearfish Retail Sales					Retail Sales	
2022 Population		12,914				
2022 Per Capita Income		\$ 40,007				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	50,080,684.51	7.9%	0.82	16%	\$ 6,946,462.59
53	General Merchandise Stores	153,149,217.65	24.1%	2.35	8%	\$ 10,857,923.54
54	Food Stores	68,674,665.55	10.8%	1.17	14%	\$ 8,225,765.11
55	Auto Dealers & Service Stations	234,904,002.77	37.0%	1.55	10%	\$ 22,014,371.76
56	Apparel & Accessory Stores	6,141,913.19	1.0%	0.65	6%	\$ 369,214.65
57	Furniture & Homefurnishings Stores	16,786,321.59	2.6%	0.65	4%	\$ 618,534.08
58	Eating & Drinking Places	54,681,344.75	8.6%	1.49	1%	\$ 664,183.39
59	Misc. Retail	51,238,369.30	8.1%	0.21	19%	\$ 8,268,144.77
Total Retail Sales		635,656,519.31		0.97	10%	\$ 57,964,599.89

Ten-Year Population Estimates of Spearfish, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
11,024	11,031	11,181	11,438	11,646	11,667	11,756	12,193	12,358	12,914

Spearfish Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	1.66	1.01	1.05	1.10	1.31	1.08	0.87	1.02	0.83	0.82	
53-General Merchandise Stores	3.21	2.95	3.25	3.07	2.93	2.74	2.96	2.83	2.52	2.35	
54-Food Stores	1.46	1.49	1.80	1.77	1.64	1.42	1.42	1.40	1.19	1.17	
55-Auto Dealers & Service Stations	1.83	2.02	2.33	2.23	2.22	1.90	1.82	2.03	1.66	1.55	
56-Apparel & Accessory Stores	0.44	0.46	0.59	0.58	0.71	0.72	0.67	0.68	0.64	0.65	
57-Furniture & Homefurnishings Stores	0.56	0.59	0.64	0.58	0.66	0.63	0.71	0.81	0.74	0.65	
58-Eating & Drinking Places	2.12	2.13	2.39	2.41	2.59	2.19	2.15	2.06	1.67	1.49	
59-Misc. Retail	0.28	0.22	0.25	0.27	0.23	0.19	0.20	0.25	0.22	0.21	
G-Total Retail Sales	1.38	1.25	1.43	1.37	1.36	1.16	1.13	1.25	1.05	0.97	

Pierre

2022 Pierre Retail Sales					Retail Sales	
2022 Population		13,969				
2022 Per Capita Income		\$ 34,296				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	43,519,432.47	8.5%	0.77	3%	\$ 1,145,822.94
53	General Merchandise Stores	121,342,534.70	23.6%	2.01	5%	\$ 5,462,991.52
54	Food Stores	54,407,411.14	10.6%	1.00	7%	\$ 3,714,955.67
55	Auto Dealers & Service Stations	112,148,792.45	21.8%	0.80	-22%	\$ (32,321,718.24)
56	Apparel & Accessory Stores	2,776,002.04	0.5%	0.32	-3%	\$ (95,745.56)
57	Furniture & Homefurnishings Stores	30,450,834.97	5.9%	1.28	36%	\$ 8,103,382.28
58	Eating & Drinking Places	40,195,243.67	7.8%	1.18	9%	\$ 3,149,277.56
59	Misc. Retail	109,583,354.74	21.3%	0.49	15%	\$ 14,426,688.72
Total Retail Sales		514,423,606.17		0.85	1%	\$ 3,585,654.88

Ten-Year Population Estimates of Pierre, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
13,898	14,027	13,981	13,987	14,005	14,000	13,867	14,091	14,000	13,969

Pierre Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	0.35	0.39	0.52	0.92	0.96	0.93	0.98	0.92	0.79	0.77
53-General Merchandise Stores	1.99	2.14	2.15	2.02	1.95	1.94	2.09	2.00	1.98	2.01
54-Food Stores	0.89	0.98	1.00	1.02	1.03	1.07	1.14	1.04	0.97	1.00
55-Auto Dealers & Service Stations	1.01	1.01	1.11	1.20	1.21	1.16	1.21	1.15	1.09	0.80
56-Apparel & Accessory Stores	0.27	0.28	0.29	0.29	0.36	0.36	0.37	0.31	0.31	0.32
57-Furniture & Homefurnishings Stores	1.04	1.02	0.93	0.89	10.34	0.83	0.87	1.06	0.99	1.28
58-Eating & Drinking Places	1.16	1.25	1.24	1.20	1.12	1.13	1.16	1.20	1.11	1.18
59-Misc. Retail	0.42	0.37	0.36	0.32	0.30	0.30	0.39	0.49	0.48	0.49
G-Total Retail Sales	0.85	0.84	0.87	0.89	1.23	0.85	0.91	0.95	0.90	0.85

Madison

2022 Madison Retail Sales					Retail Sales	
2022 Population		6,097				
2022 Per Capita Income		\$ 29,023				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	13,024,188.14	3.9%	0.62	30%	\$ 2,976,450.42
53	General Merchandise Stores	30,230,649.82	9.1%	1.35	23%	\$ 5,665,021.74
54	Food Stores	37,911,375.46	11.4%	1.89	11%	\$ 3,844,348.67
55	Auto Dealers & Service Stations	100,035,351.81	30.1%	1.92	-1%	\$ (1,086,815.07)
56	Apparel & Accessory Stores	355,820.20	0.1%	0.11	-24%	\$ (112,373.85)
57	Furniture & Homefurnishings Stores	9,535,968.96	2.9%	1.08	3%	\$ 291,566.05
58	Eating & Drinking Places	17,803,991.02	5.4%	1.42	0%	\$ (11,578.06)
59	Misc. Retail	123,766,117.75	37.2%	1.49	-21%	\$ (33,872,258.70)
Total Retail Sales		332,663,463.18		1.48	-6%	\$ (22,305,638.78)

Ten-Year Population Estimates of Madison, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
6,855	6,957	7,081	7,228	7,312	7,437	7,270	6,191	6,071	6,097

Madison Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.50	0.57	0.47	0.50	0.54	0.49	0.57	0.84	0.59	0.62	
53-General Merchandise Stores	4.32	3.94	4.12	4.09	3.43	1.02	1.00	1.41	1.33	1.35	
54-Food Stores	1.47	1.50	1.46	1.43	1.61	1.64	1.76	2.23	2.04	1.89	
55-Auto Dealers & Service Stations	2.04	2.28	2.23	2.18	2.52	2.30	2.23	2.46	2.41	1.92	
56-Apparel & Accessory Stores	0.26	0.31	0.32	0.32	0.41	0.57	0.41	0.34	0.16	0.11	
57-Furniture & Homefurnishings Stores	0.73	0.87	0.89	1.14	1.21	1.01	1.18	1.56	1.29	1.08	
58-Eating & Drinking Places	1.33	1.31	1.29	1.40	1.53	1.49	1.50	1.93	1.68	1.42	
59-Misc. Retail	1.30	1.15	1.36	0.95	1.24	2.02	1.87	3.00	2.49	1.49	
G-Total Retail Sales	1.71	1.66	1.74	1.58	1.74	1.72	1.68	2.25	1.97	1.48	

Sturgis

2022 Sturgis Retail Sales					Retail Sales	
2022 Population		7,170				
2022 Per Capita Income		\$ 25,402				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	12,201,161.64	3.9%	0.57	15%	\$ 1,545,425.56
53	General Merchandise Stores	18,678,468.47	5.9%	0.81	9%	\$ 1,617,913.34
54	Food Stores	35,733,189.48	11.4%	1.73	4%	\$ 1,410,182.79
55	Auto Dealers & Service Stations	155,785,233.49	49.6%	2.91	14%	\$ 19,463,896.96
56	Apparel & Accessory Stores	8,586,493.21	2.7%	2.58	-3%	\$ (271,246.42)
57	Furniture & Homefurnishings Stores	10,308,921.86	3.3%	1.14	3%	\$ 256,512.19
58	Eating & Drinking Places	29,894,730.98	9.5%	2.31	-3%	\$ (804,026.16)
59	Misc. Retail	43,163,770.86	13.7%	0.50	13%	\$ 4,909,069.36
Total Retail Sales		314,351,969.98		1.36	10%	\$ 28,127,727.61

Ten-Year Population Estimates of Sturgis, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
6,658	6,660	6,603	6,715	6,880	6,904	6,922	7,020	7,107	7,170

Sturgis Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.39	0.34	0.34	0.45	0.43	0.47	0.56	0.58	0.53	0.57	
53-General Merchandise Stores	0.88	0.81	0.73	0.65	0.67	0.72	0.64	0.68	0.78	0.81	
54-Food Stores	1.82	1.93	2.05	1.76	1.85	1.72	1.69	1.82	1.75	1.73	
55-Auto Dealers & Service Stations	2.74	1.42	1.63	1.64	1.72	1.90	2.48	2.64	2.75	2.91	
56-Apparel & Accessory Stores	0.55	0.53	0.88	1.65	2.12	2.00	2.17	2.45	2.53	2.58	
57-Furniture & Homefurnishings Stores	0.27	0.30	0.37	0.78	1.29	1.23	1.42	1.15	1.19	1.14	
58-Eating & Drinking Places	2.28	2.01	2.44	2.13	2.19	2.13	2.21	2.37	2.45	2.31	
59-Misc. Retail	0.96	0.73	0.68	0.61	0.64	0.52	0.45	0.51	0.51	0.50	
G-Total Retail Sales	1.50	1.04	1.11	1.06	1.12	1.11	1.22	1.32	1.35	1.36	

Belle Fourche

2022 Belle Fourche Retail Sales					Retail Sales	
2022 Population		5,848				
2022 Per Capita Income		\$ 25,015				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	33,810,875.68	11.4%	1.95	48%	\$ 11,016,246.09
53	General Merchandise Stores	21,467,297.67	7.2%	1.16	6%	\$ 1,282,792.80
54	Food Stores	48,763,387.93	16.5%	2.93	18%	\$ 7,275,287.03
55	Auto Dealers & Service Stations	132,296,383.97	44.6%	3.08	16%	\$ 17,903,771.25
56	Apparel & Accessory Stores	2,065,206.61	0.7%	0.77	9%	\$ 163,681.45
57	Furniture & Homefurnishings Stores	5,303,968.72	1.8%	0.73	17%	\$ 765,714.40
58	Eating & Drinking Places	12,756,613.58	4.3%	1.23	-4%	\$ (553,064.77)
59	Misc. Retail	39,931,249.43	13.5%	0.58	31%	\$ 9,539,708.85
Total Retail Sales		296,394,983.58		1.60	19%	\$ 47,394,137.09

Ten-Year Population Estimates of Belle Fourche, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
5,683	5,663	5,639	5,586	5,554	5,616	5,702	5,617	5,699	5,848

Belle Fourche Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	0.97	0.86	0.99	0.88	0.87	0.89	0.85	0.95	1.23	1.95
53-General Merchandise Stores	0.53	0.91	1.52	1.54	1.83	1.79	1.25	1.11	1.00	1.16
54-Food Stores	3.02	3.63	3.31	2.68	2.91	2.73	2.24	2.15	2.28	2.94
55-Auto Dealers & Service Stations	2.32	2.35	2.43	1.86	2.12	2.15	2.30	2.22	2.50	3.08
56-Apparel & Accessory Stores	0.13	0.14	0.13	0.12	0.15	0.21	0.27	0.46	0.59	0.77
57-Furniture & Homefurnishings Stores	0.61	0.65	0.82	0.71	0.74	0.71	0.60	0.57	0.58	0.73
58-Eating & Drinking Places	1.19	1.17	1.22	0.99	0.99	0.92	0.92	0.95	1.15	1.23
59-Misc. Retail	0.42	0.35	0.21	0.16	0.18	0.18	0.20	0.40	0.44	0.58
G-Total Retail Sales	1.34	1.34	1.34	1.06	1.18	1.15	1.07	1.16	1.27	1.60

Milbank

2022 Milbank Retail Sales					Retail Sales	
2022 Population		3,484				
2022 Per Capita Income		\$ 38,694				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	16,671,415.80	6.2%	1.05	31%	\$ 3,942,375.75
53	General Merchandise Stores	13,603,396.96	5.1%	0.80	9%	\$ 1,094,406.55
54	Food Stores	17,694,717.08	6.6%	1.16	0%	\$ 78,368.43
55	Auto Dealers & Service Stations	141,195,754.99	52.5%	3.56	20%	\$ 23,790,569.06
56	Apparel & Accessory Stores	862,975.32	0.3%	0.35	3%	\$ 26,161.61
57	Furniture & Homefurnishings Stores	860,804.33	0.3%	0.13	0%	\$ 427.70
58	Eating & Drinking Places	8,177,645.27	3.0%	0.85	13%	\$ 944,055.55
59	Misc. Retail	69,922,866.40	26.0%	1.10	42%	\$ 20,768,335.88
Total Retail Sales		268,989,576.14		1.57	23%	\$ 50,644,700.53

Ten-Year Population Estimates of Milbank, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
3,348	3,291	3,220	3,214	3,188	3,154	3,103	3,525	3,516	3,484

Milbank Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	1.10	1.06	1.04	0.89	1.03	1.05	0.91	0.86	0.82	1.05	
53-General Merchandise Stores	0.84	0.85	1.03	1.13	1.14	1.16	1.09	0.90	0.74	0.80	
54-Food Stores	1.69	1.38	1.54	1.75	1.73	1.57	1.73	1.62	1.16	1.16	
55-Auto Dealers & Service Stations	2.97	2.73	3.34	2.92	3.27	3.09	3.43	3.09	3.07	3.56	
56-Apparel & Accessory Stores	0.23	0.24	0.26	0.26	0.45	0.46	0.47	0.36	0.31	0.35	
57-Furniture & Homefurnishings Stores	0.79	0.89	0.45	0.37	0.31	0.27	0.25	0.13	0.13	0.13	
58-Eating & Drinking Places	1.38	1.31	1.34	1.27	1.23	1.14	1.20	0.95	0.75	0.85	
59-Misc. Retail	2.35	1.76	1.21	1.13	1.09	0.83	0.98	0.95	0.85	1.10	
G-Total Retail Sales	1.96	1.70	1.67	1.52	1.61	1.45	1.59	1.46	1.33	1.57	

Brandon

2022 Brandon Retail Sales					Retail Sales	
2022 Population		11,110				
2022 Per Capita Income		\$ 43,680				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	34,298,065.94	12.8%	0.60	20%	\$ 5,602,132.89
53	General Merchandise Stores	22,821,722.12	8.5%	0.37	15%	\$ 3,048,227.41
54	Food Stores	24,868,791.43	9.3%	0.45	17%	\$ 3,539,189.83
55	Auto Dealers & Service Stations	53,887,939.74	20.1%	0.38	29%	\$ 12,051,714.48
56	Apparel & Accessory Stores	1,284,919.48	0.5%	0.15	-50%	\$ (1,279,160.11)
57	Furniture & Homefurnishings Stores	32,988,980.10	12.3%	1.37	223%	\$ 22,761,592.02
58	Eating & Drinking Places	23,964,665.84	8.9%	0.69	8%	\$ 1,687,392.46
59	Misc. Retail	74,542,795.36	27.7%	0.33	37%	\$ 20,166,619.30
Total Retail Sales		268,657,880.01		0.44	34%	\$ 67,577,708.28

Ten-Year Population Estimates of Brandon, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
9,406	9,641	9,732	9,833	10,012	9,998	10,074	11,048	10,950	11,110

Brandon Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.46	0.46	0.40	0.44	0.49	0.49	0.54	0.51	0.55	0.60	
53-General Merchandise Stores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
54-Food Stores	1.49	1.45	1.23	1.16	0.73	0.70	0.74	0.53	0.42	0.45	
55-Auto Dealers & Service Stations	0.45	0.48	0.51	0.20	0.30	0.33	0.30	0.29	0.33	0.38	
56-Apparel & Accessory Stores	0.03	0.05	0.12	0.17	0.35	0.53	0.64	0.49	0.28	0.15	
57-Furniture & Homefurnishings Stores	0.28	0.35	0.30	0.29	1.29	0.46	0.44	0.40	0.47	1.37	
58-Eating & Drinking Places	0.74	0.69	0.68	0.69	0.70	0.77	0.79	0.79	0.69	0.69	
59-Misc. Retail	0.48	0.40	0.43	0.31	0.30	0.32	0.38	0.46	0.28	0.33	
G-Total Retail Sales	0.56	0.53	0.52	0.40	0.43	0.41	0.44	0.44	0.37	0.44	

Vermillion

2022 Vermillion Retail Sales					Retail Sales	
2022 Population		11,915			Change from Last Year	Difference from Last Year
2022 Per Capita Income		\$ 24,535				
SIC Code		Sales	% of total	Retail Pull		
52	Bldg. Material & Garden Supplies	7,984,993.88	3.3%	0.23	1%	\$ 71,247.05
53	General Merchandise Stores	71,694,864.91	29.2%	1.94	7%	\$ 4,835,346.74
54	Food Stores	22,130,378.88	9.0%	0.67	-5%	\$ (1,087,242.35)
55	Auto Dealers & Service Stations	88,247,168.53	35.9%	1.03	12%	\$ 9,361,899.78
56	Apparel & Accessory Stores	594,233.30	0.2%	0.11	22%	\$ 107,397.76
57	Furniture & Homefurnishings Stores	6,169,055.43	2.5%	0.42	7%	\$ 413,724.65
58	Eating & Drinking Places	36,067,586.20	14.7%	1.74	17%	\$ 5,255,596.89
59	Misc. Retail	12,627,237.07	5.1%	0.09	33%	\$ 3,102,539.82
Total Retail Sales		245,515,518.21		0.66	10%	\$ 22,060,510.34

Ten-Year Population Estimates of Vermillion, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
10,665	10,659	10,587	10,727	10,807	10,762	10,926	11,695	11,802	11,915

Vermillion Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	0.27	0.34	0.38	0.30	0.28	0.31	0.28	0.25	0.21	0.23
53-General Merchandise Stores	1.62	1.70	1.64	1.56	1.45	1.47	1.45	1.40	1.60	1.94
54-Food Stores	1.01	0.95	0.96	0.89	0.84	0.85	0.82	0.76	0.62	0.67
55-Auto Dealers & Service Stations	0.56	0.66	0.85	0.89	0.91	0.93	0.88	0.86	0.83	1.03
56-Apparel & Accessory Stores	0.15	0.15	0.20	0.17	0.18	0.12	0.07	0.08	0.07	0.11
57-Furniture & Homefurnishings Stores	0.43	0.53	0.54	0.57	0.73	0.44	0.47	0.64	0.36	0.42
58-Eating & Drinking Places	2.06	2.11	2.06	1.97	1.82	1.83	1.69	1.42	1.29	1.74
59-Misc. Retail	0.23	0.17	0.19	0.18	0.12	0.11	0.09	0.08	0.07	0.09
G-Total Retail Sales	0.67	0.66	0.71	0.68	0.65	0.63	0.58	0.58	0.55	0.66

Deadwood

2022 Deadwood Retail Sales					Retail Sales	
2022 Population					1,245	
2022 Per Capita Income					\$ 29,117	
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	6,148,904.26	3.1%	1.43	25%	\$ 1,248,126.88
53	General Merchandise Stores	3,542,240.63	1.8%	0.77	-1%	\$ (49,625.42)
54	Food Stores	13,648,852.09	6.8%	3.31	33%	\$ 3,388,474.56
55	Auto Dealers & Service Stations	4,388,466.14	2.2%	0.41	81%	\$ 1,964,221.46
56	Apparel & Accessory Stores	6,169,331.06	3.1%	9.32	-9%	\$ (630,325.83)
57	Furniture & Homefurnishings Stores	247,915.09	0.1%	0.14	-10%	\$ (27,799.83)
58	Eating & Drinking Places	66,424,964.93	33.0%	25.79	0%	\$ (434.49)
59	Misc. Retail	100,714,072.85	50.0%	5.92	2%	\$ 2,304,096.85
Total Retail Sales		201,284,747.04		4.37	4%	\$ 8,196,734.16

Ten-Year Population Estimates of Deadwood, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
1,307	1,282	1,274	1,280	1,314	1,306	1,293	1,152	1,202	1,245

Deadwood Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.58	0.61	0.77	0.66	0.81	0.88	0.99	1.25	1.19	1.43	
53-General Merchandise Stores	0.09	0.26	0.42	0.58	0.58	0.63	0.73	0.86	0.80	0.77	
54-Food Stores	1.64	1.80	1.78	1.97	1.87	1.84	2.04	2.23	2.55	3.32	
55-Auto Dealers & Service Stations	0.37	0.32	0.31	0.21	0.20	0.21	0.26	0.28	0.24	0.41	
56-Apparel & Accessory Stores	2.39	2.53	4.33	3.97	5.35	6.72	7.50	9.12	9.48	9.32	
57-Furniture & Homefurnishings Stores	0.21	0.13	0.09	0.18	0.24	0.24	0.12	0.12	0.16	0.14	
58-Eating & Drinking Places	16.14	16.97	20.80	21.66	20.83	18.81	22.74	25.94	25.92	25.79	
59-Misc. Retail	0.87	0.76	0.84	0.85	0.86	0.86	2.27	5.66	6.44	5.92	
G-Total Retail Sales	1.57	1.56	1.94	1.99	1.99	1.87	2.69	4.07	4.45	4.37	

Harrisburg

2022 Harrisburg Retail Sales					Retail Sales	
2022 Population		8,451				
2022 Per Capita Income		\$ 31,563				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	61,841,024.94	33.3%	1.96	68%	\$ 24,957,837.96
53	General Merchandise Stores	2,377,015.22	1.3%	0.07	21%	\$ 416,108.06
54	Food Stores	13,675,024.39	7.4%	0.45	73%	\$ 5,771,098.52
55	Auto Dealers & Service Stations	63,248,839.31	34.1%	0.81	0%	\$ 282,905.26
56	Apparel & Accessory Stores	236,816.97	0.1%	0.05	-23%	\$ (71,895.05)
57	Furniture & Homefurnishings Stores	7,948,972.98	4.3%	0.60	51%	\$ 2,699,525.17
58	Eating & Drinking Places	4,421,776.77	2.4%	0.23	1%	\$ 63,073.91
59	Misc. Retail	31,837,576.14	17.2%	0.25	-16%	\$ (5,985,826.88)
Total Retail Sales		185,587,046.73		0.55	18%	\$ 28,132,826.96

Ten-Year Population Estimates of Harrisburg, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
4,784	5,117	5,490	5,737	5,965	6,520	6,710	6,732	7,638	8,451

Harrisburg Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	4.04	4.19	3.62	3.68	6.00	5.78	6.19	6.02	6.42	5.88	
53-General Merchandise Stores	3.20	3.38	3.05	3.01	4.64	4.68	4.89	5.35	5.90	5.51	
54-Food Stores	2.79	3.06	3.22	3.40	5.17	4.96	5.12	5.74	6.56	6.13	
55-Auto Dealers & Service Stations	1.30	1.36	1.34	1.39	2.14	2.04	2.04	2.32	2.60	2.37	
56-Apparel & Accessory Stores	12.46	13.44	13.77	13.75	26.37	28.27	28.63	34.60	36.77	38.11	
57-Furniture & Homefurnishings Stores	7.80	8.63	7.83	7.99	13.08	12.56	13.02	14.20	15.26	13.99	
58-Eating & Drinking Places	6.25	6.39	5.66	5.61	8.41	8.28	8.25	9.82	10.29	9.79	
59-Misc. Retail	1.20	0.97	0.95	0.90	1.35	1.26	1.20	1.59	1.72	1.48	
G-Total Retail Sales	0.34	0.33	0.32	0.32	0.49	0.47	0.47	0.55	0.61	0.55	

Tea

2022 Tea Retail Sales					Retail Sales	
2022 Population		6,918				
2022 Per Capita Income		\$ 33,607				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	34,285,210.61	19.3%	1.25	-5%	\$ (1,921,283.79)
53	General Merchandise Stores	5,569,617.68	3.1%	0.19	47%	\$ 1,257,577.51
54	Food Stores	16,597,377.41	9.3%	0.63	188%	\$ 7,559,020.11
55	Auto Dealers & Service Stations	66,379,548.58	37.3%	0.97	63%	\$ 7,626,034.78
56	Apparel & Accessory Stores	7,405,248.25	4.2%	1.74	38%	\$ (99,328.72)
57	Furniture & Homefurnishings Stores	7,034,514.01	4.0%	0.61	95%	\$ 2,039,586.02
58	Eating & Drinking Places	8,068,788.16	4.5%	0.49	42%	\$ 1,391,764.22
59	Misc. Retail	32,415,285.34	18.2%	0.30	30%	\$ 2,674,970.63
Total Retail Sales		177,755,590.03		0.60	68%	\$ 20,528,340.75

Ten-Year Population Estimates of Tea, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
4,427	4,536	4,843	5,031	5,442	5,623	6,031	6,598	6,256	6,918

Tea Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	0.99	1.11	0.40	0.96	0.76	0.70	0.94	0.89	1.69	1.25
53-General Merchandise Stores	0.07	0.07	0.00	0.09	0.09	0.11	0.17	0.18	0.19	0.19
54-Food Stores	0.61	0.53	0.01	0.51	0.46	0.57	0.38	0.30	0.43	0.63
55-Auto Dealers & Service Stations	0.85	0.97	0.00	1.42	1.60	0.71	0.73	0.86	1.11	0.97
56-Apparel & Accessory Stores	0.03	0.14	0.00	0.55	0.93	1.36	1.55	1.69	2.01	1.74
57-Furniture & Homefurnishings Stores	0.34	0.39	0.01	0.39	0.36	0.40	0.43	0.47	0.56	0.61
58-Eating & Drinking Places	0.41	0.46	0.02	0.71	0.67	0.49	0.42	0.51	0.50	0.49
59-Misc. Retail	0.29	0.23	0.00	0.14	0.21	0.22	0.22	0.36	0.37	0.30
G-Total Retail Sales	0.51	0.51	0.04	0.59	0.63	0.43	0.44	0.54	0.70	0.60

Winner

2022 Winner Retail Sales					Retail Sales	
2022 Population		2,890				
2022 Per Capita Income		\$ 27,221				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	11,894,310.81	6.8%	1.28	218%	\$ 8,157,037.09
53	General Merchandise Stores	18,065,511.91	10.4%	1.82	-2%	\$ (306,913.66)
54	Food Stores	10,665,237.81	6.1%	1.19	-38%	\$ (6,538,918.29)
55	Auto Dealers & Service Stations	17,930,066.21	10.3%	0.78	-52%	\$ (19,230,458.87)
56	Apparel & Accessory Stores	448,706.94	0.3%	0.31	5%	\$ 21,426.47
57	Furniture & Homefurnishings Stores	1,950,121.15	1.1%	0.50	-52%	\$ (2,120,991.29)
58	Eating & Drinking Places	9,247,192.17	5.3%	1.65	2%	\$ 167,897.17
59	Misc. Retail	104,241,920.15	59.8%	2.82	18%	\$ 15,719,300.90
Total Retail Sales		174,443,067.16		1.75	-2%	\$ (4,131,620.47)

Ten-Year Population Estimates of Winner, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
2,858	2,817	2,859	2,839	2,852	2850	2824	2908	2889	2,890

Winner Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.72	0.79	0.76	0.72	0.71	0.85	0.70	0.58	0.49	1.28	
53-General Merchandise Stores	1.98	2.01	1.99	1.83	1.82	2.20	2.03	1.86	2.20	1.82	
54-Food Stores	1.98	1.81	1.88	1.93	1.81	1.87	2.03	2.13	2.29	1.19	
55-Auto Dealers & Service Stations	1.24	1.53	1.53	1.45	1.30	1.36	1.15	1.52	1.96	0.78	
56-Apparel & Accessory Stores	0.27	0.29	0.36	0.36	0.38	0.76	0.89	0.42	0.32	0.31	
57-Furniture & Homefurnishings Stores	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
58-Eating & Drinking Places	1.51	1.54	1.56	1.51	1.46	1.61	1.69	1.66	1.90	1.65	
59-Misc. Retail	4.35	3.56	3.36	2.89	2.61	2.91	2.35	2.65	3.10	2.82	
G-Total Retail Sales	2.21	2.18	2.10	1.92	1.80	2.00	1.75	1.86	2.20	1.75	

Box Elder

2022 Box Elder Retail Sales					Retail Sales	
2022 Population		12,581				
2022 Per Capita Income		\$ 27,103				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	13,104,214.33	10.3%	0.32	34%	\$ 3,316,798.25
53	General Merchandise Stores	3,104,775.86	2.4%	0.07	5%	\$ 142,729.20
54	Food Stores	2,157,779.36	1.7%	0.06	-1%	\$ (11,823.73)
55	Auto Dealers & Service Stations	91,878,091.17	72.4%	0.92	25%	\$ 18,229,740.04
56	Apparel & Accessory Stores	297,651.12	0.2%	0.05	-24%	\$ (92,942.26)
57	Furniture & Homefurnishings Stores	1,272,019.20	1.0%	0.07	30%	\$ 296,881.78
58	Eating & Drinking Places	6,809,131.83	5.4%	0.28	-5%	\$ (363,532.85)
59	Misc. Retail	8,207,062.40	6.5%	0.05	48%	\$ 2,646,925.13
Total Retail Sales		126,830,725.27		0.29	24%	\$ 24,164,775.55

Ten-Year Population Estimates of Box Elder, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
9,110	9,268	9,337	9,421	9,606	9,903	10,119	11,937	12,334	12,581

Box Elder Income Adjusted Retail Pull by Year and Major Group										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
52-Bldg. Material & Garden Supplies	0.12	0.12	0.08	0.10	0.15	0.26	0.38	0.32	0.29	0.32
53-General Merchandise Stores	0.01	0.05	0.08	0.09	0.11	0.10	0.11	0.11	0.08	0.07
54-Food Stores	0.23	0.26	0.23	0.24	0.25	0.24	0.22	0.16	0.06	0.06
55-Auto Dealers & Service Stations	0.02	0.03	0.45	0.86	1.07	1.32	1.30	0.95	0.87	0.92
56-Apparel & Accessory Stores	0.01	0.02	0.02	0.01	0.02	0.04	0.04	0.05	0.07	0.05
57-Furniture & Homefurnishings Stores	0.03	0.03	0.04	0.04	0.07	0.06	0.07	0.07	0.07	0.07
58-Eating & Drinking Places	0.52	0.53	0.45	0.24	0.24	0.25	0.38	0.44	0.34	0.28
59-Misc. Retail	0.07	0.05	0.04	0.04	0.03	0.06	0.02	0.05	0.04	0.05
G-Total Retail Sales	0.10	0.10	0.19	0.27	0.32	0.40	0.39	0.33	0.28	0.29

Dell Rapids

2022 Dell Rapids Retail Sales					Retail Sales	
2022 Population		3,931				
2022 Per Capita Income		\$ 31,465				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	17,277,102.34	15.8%	1.18	3%	\$ 567,740.78
53	General Merchandise Stores	7,773,296.00	7.1%	0.50	11%	\$ 787,691.86
54	Food Stores	16,874,377.15	15.4%	1.20	14%	\$ 2,086,819.35
55	Auto Dealers & Service Stations	35,603,200.00	32.5%	0.98	-1%	\$ (244,303.19)
56	Apparel & Accessory Stores	661,415.50	0.6%	0.29	-4%	\$ (28,431.80)
57	Furniture & Homefurnishings Stores	1,797,436.54	1.6%	0.29	56%	\$ 642,017.71
58	Eating & Drinking Places	4,214,635.05	3.8%	0.48	8%	\$ 308,254.76
59	Misc. Retail	25,414,812.70	23.2%	0.44	50%	\$ 8,415,461.16
Total Retail Sales		109,616,275.27		0.70	13%	\$ 12,535,250.62

Ten-Year Population Estimates of Dell Rapids, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
3,691	3,658	3,672	3,690	3,680	3,669	3,646	3,996	3,970	3,931

Dell Rapids Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.81	0.88	1.05	1.31	1.39	1.26	1.17	1.27	1.01	1.18	
53-General Merchandise Stores	0.26	0.31	0.38	0.50	0.60	0.69	0.59	0.55	0.39	0.50	
54-Food Stores	0.70	0.93	1.04	1.15	1.14	1.23	1.33	1.43	0.91	1.20	
55-Auto Dealers & Service Stations	1.20	1.06	1.38	1.30	1.24	1.52	1.75	1.16	0.88	0.98	
56-Apparel & Accessory Stores	0.03	0.04	0.10	0.55	0.37	0.21	0.25	0.23	0.24	0.29	
57-Furniture & Homefurnishings Stores	0.09	0.09	0.10	0.11	0.12	0.14	0.17	0.20	0.17	0.29	
58-Eating & Drinking Places	0.72	0.62	0.60	0.56	0.76	0.55	0.74	0.62	0.38	0.48	
59-Misc. Retail	0.82	0.43	0.46	0.58	0.42	0.43	0.50	0.49	0.28	0.44	
G-Total Retail Sales	0.78	0.65	0.77	0.83	0.78	0.84	0.91	0.81	0.56	0.70	

Hot Springs

2022 Hot Springs Retail Sales					Retail Sales	
2022 Population		3,590				
2022 Per Capita Income		\$ 32,895				
SIC Code		Sales	% of total	Retail Pull	Change from Last Year	Difference from Last Year
52	Bldg. Material & Garden Supplies	10,029,736.38	8.8%	0.72	18%	\$ 1,502,669.85
53	General Merchandise Stores	13,340,405.90	11.7%	0.89	18%	\$ 2,082,471.70
54	Food Stores	60,618,329.41	53.0%	4.52	14%	\$ 7,618,132.95
55	Auto Dealers & Service Stations	16,881,514.47	14.8%	0.49	11%	\$ 1,715,462.15
56	Apparel & Accessory Stores	418,425.15	0.4%	0.19	-16%	\$ (79,680.38)
57	Furniture & Homefurnishings Stores	457,356.43	0.4%	0.08	20%	\$ 77,026.47
58	Eating & Drinking Places	8,202,158.78	7.2%	0.98	7%	\$ 533,428.28
59	Misc. Retail	4,388,504.86	3.8%	0.08	13%	\$ 488,143.70
Total Retail Sales		114,336,431.38		0.76	14%	\$ 13,937,654.72

Ten-Year Population Estimates of Hot Springs, South Dakota									
2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
3,521	3,556	3,514	3,502	3,472	3,509	3487	3,391	3,498	3,590

Hot Springs Income Adjusted Retail Pull by Year and Major Group											
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
52-Bldg. Material & Garden Supplies	0.65	0.78	0.83	0.80	0.62	0.73	0.68	0.70	0.79	0.72	
53-General Merchandise Stores	0.88	0.79	0.86	0.79	0.73	0.81	0.63	0.75	0.96	0.89	
54-Food Stores	3.52	3.22	3.44	3.47	3.55	3.81	4.10	4.28	5.05	4.52	
55-Auto Dealers & Service Stations	0.81	0.68	0.54	0.34	0.33	0.46	0.52	0.46	0.57	0.49	
56-Apparel & Accessory Stores	0.06	0.05	0.05	0.05	0.06	0.12	0.12	0.17	0.27	0.19	
57-Furniture & Homefurnishings Stores	0.15	0.07	0.11	0.09	0.05	0.03	0.03	0.03	0.08	0.08	
58-Eating & Drinking Places	1.56	1.29	1.57	1.56	1.38	1.37	1.32	1.04	1.15	0.98	
59-Misc. Retail	0.31	0.20	0.15	0.20	0.16	0.14	0.09	0.07	0.10	0.08	
G-Total Retail Sales	0.98	0.80	0.78	0.72	0.68	0.74	0.72	0.75	0.88	0.76	

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).

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

Population Estimates of Cities and Towns of South Dakota										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
South Dakota	842,270	849,088	853,933	862,890	873,286	882,235	884,659	886,667	895,376	909,824
Sioux Falls	163,478	167,050	170,183	173,503	177,636	180,398	183,793	192,517	196,528	202,078
Rapid City	71,730	72,995	73,370	74,116	75,237	76,170	77,503	74,703	76,184	78,824
Watertown	22,003	22,076	22,047	22,169	22,246	22,180	22,174	22,655	22,722	23,019
Aberdeen	27,472	27,650	27,777	28,185	28,490	28,456	28,257	28,495	28,324	28,210
Mitchell	15,625	15,755	15,712	15,805	15,755	15,693	15,679	15,660	15,631	15,659
Brookings	22,935	23,135	23,532	23,927	24,267	24,406	24,415	23,377	23,577	23,993
Yankton	14,541	14,541	14,538	14,547	14,529	14,632	14,687	15,411	15,453	15,534
Huron	13,173	13,054	13,103	13,142	13,407	13,366	13,380	14,263	14,231	14,462
Spearfish	11,024	11,031	11,181	11,438	11,646	11,667	11,756	12,193	12,358	12,914
Pierre	13,898	14,027	13,981	13,987	14,005	14,000	13,867	14,091	14,000	13,969
Madison	6,855	6,957	7,081	7,228	7,312	7,437	7,270	6,191	6,071	6,097
Sturgis	6,658	6,660	6,603	6,715	6,880	6,904	6,922	7,020	7,107	7,170
Belle Fourche	5,683	5,663	5,639	5,586	5,554	5,616	5,702	5,617	5,699	5,848
Milbank	3,348	3,291	3,220	3,214	3,188	3,154	3,103	3,525	3,516	3,484
Brandon	9,406	9,641	9,732	9,833	10,012	9,998	10,074	11,048	10,950	11,110
Vermillion	10,665	10,659	10,587	10,727	10,807	10,762	10,926	11,695	11,802	11,915
Deadwood	1,307	1,282	1,274	1,280	1,314	1,306	1,293	1,152	1,202	1,245
Harrisburg	4,784	5,117	5,490	5,737	5,965	6,520	6,710	6,732	7,638	8,451
Tea	4,427	4,536	4,843	5,031	5,442	5,623	6,031	6,598	6,256	6,918
Winner	2,858	2,817	2,859	2,839	2,852	2,850	2,824	2,908	2,889	2,890
Box Elder	9,110	9,268	9,337	9,421	9,606	9,903	10,119	11,937	12,334	12,581
Dell Rapids	3,691	3,658	3,672	3,690	3,680	3,669	3,646	3,996	3,970	3,931
Hot Springs	3,521	3,556	3,514	3,502	3,472	3,509	3,487	3,391	3,498	3,590

Estimated South Dakota Per Capita Income. State, Cities and Towns.

Estimated South Dakota State/City Per Capita Income										
	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
South Dakota	25,740	26,311	26,747	27,516	28,761	29,953	31,550	31,901	31,415	33,468
Sioux Falls	27,559	28,120	28,515	29,625	31,161	31,802	33,069	33,770	33,276	36,430
Rapid City	26,412	25,983	26,379	27,058	28,643	30,077	30,627	31,182	31,723	34,916
Watertown	24,890	25,185	26,389	26,757	28,783	29,230	28,902	30,379	29,346	32,547
Aberdeen	25,230	25,468	26,448	26,669	29,200	29,901	28,225	30,249	31,992	34,517
Mitchell	24,432	24,885	24,879	25,093	27,022	28,322	30,367	30,260	29,340	30,185
Brookings	21,382	21,786	23,689	26,589	24,751	27,102	28,256	29,410	27,116	27,244
Yankton	27,268	26,831	27,044	26,033	28,560	31,986	30,204	31,223	31,615	32,882
Huron	22,204	22,223	22,485	22,883	22,733	24,431	24,253	24,575	25,143	27,305
Spearfish	26,546	26,813	24,316	24,569	26,446	31,801	32,936	32,462	37,077	40,007
Pierre	30,314	28,592	28,801	29,756	31,288	33,103	33,351	33,689	33,797	34,296
Madison	22,271	21,272	22,138	22,330	21,997	23,168	24,590	24,053	24,747	29,023
Sturgis	20,090	23,249	23,598	24,699	25,269	27,743	26,548	26,471	24,924	25,402
Belle Fourche	21,560	21,885	22,113	27,464	27,349	29,221	30,937	32,653	28,774	25,015
Milbank	21,378	24,347	24,943	26,285	27,778	31,114	31,989	33,719	38,887	38,694
Brandon	26,553	27,250	28,550	30,537	32,879	34,306	35,423	37,221	41,762	43,680
Vermillion	17,500	17,454	18,147	20,031	22,029	23,664	25,612	26,439	28,684	24,535
Deadwood	27,103	26,248	25,586	24,226	26,228	29,201	27,306	27,579	30,144	29,117
Harrisburg	24,647	22,007	23,756	24,528	25,825	28,073	28,313	28,907	28,330	31,563
Tea	33,641	31,518	32,015	30,573	33,058	32,382	30,493	31,001	30,144	33,607
Winner	22,872	22,933	22,172	23,242	25,916	26,481	27,270	27,846	23,436	27,221
Box Elder	20,519	21,095	20,837	20,278	20,250	20,875	21,635	21,116	24,489	27,103
Dell Rapids	25,280	25,632	25,122	25,029	26,693	26,218	26,440	26,663	36,690	31,465
Hot Springs	19,913	24,023	21,902	24,332	28,609	29,066	30,836	32,606	27,060	32,895