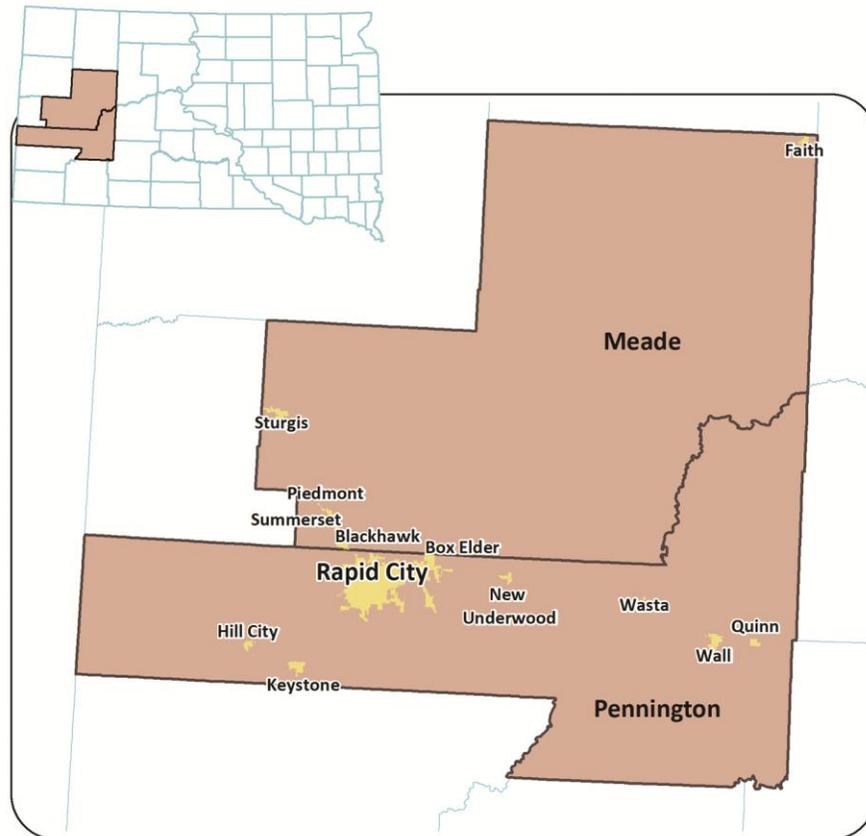


## The Rapid City Metropolitan Statistical Area's Older Workers (ages 55 to 99)

This report covers older worker information for the **Rapid City Metropolitan Statistical Area (MSA)**. To qualify as an MSA, an area must have at least one urbanized area with a population of 50,000 or more, plus adjacent territory that has a high degree of social and economic integration with the core as measured by commuting ties. The Rapid City MSA consists of Pennington and Meade counties.



Map created by the Labor Market Information Center,  
South Dakota Department of Labor and Regulation, October 2012

South Dakota's Labor Market Information Center (LMIC) compiled this report with data from the U.S. Census Bureau's Local Employment Dynamics (LED) application. This partnership between state labor market information agencies and the U.S. Census Bureau supplies measures called Quarterly Workforce Indicators (QWI). The LED data compiled throughout this report by the U.S. Census Bureau is not reflective of labor market reports from other Bureau of Labor Statistics (BLS) programs.

**Older workers:** This report defines older workers as those who are 55 to 99 years old. In most instances, this broad age range is split into two subcategories, 55 to 64 years and 65 to 99 years. Unless otherwise noted, worker counts/total employment figures for the Rapid City MSA are an average of the third quarter of 2011 plus the three prior quarters.

# General Worker Levels

## Age Composition of the Rapid City MSA Workforce

Of the more than 56,900 of workers in the Rapid City MSA, 21.1 percent were 55 years and older.

**Rapid City MSA  
Total Employment by Age**

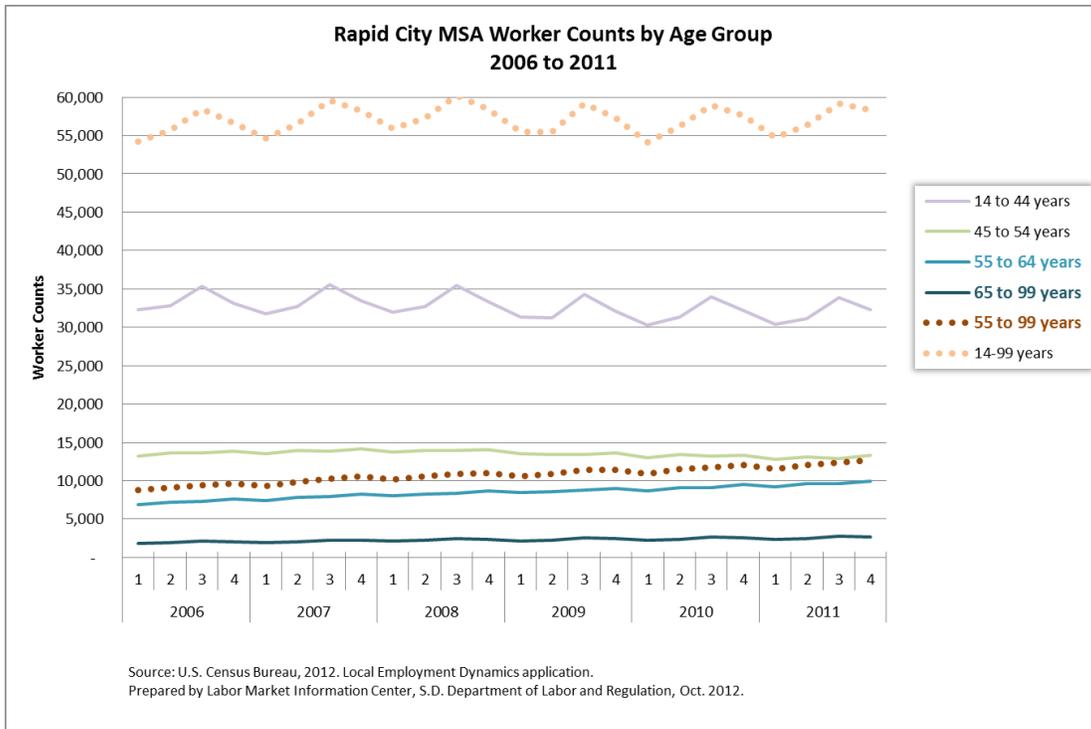
Age	Total Employment	Percent of Rapid City MSA Workforce
14-18	1,986	3.5%
19-21	3,011	5.3%
22-24	3,668	6.4%
25-34	12,438	21.8%
35-44	10,766	18.9%
45-54	13,039	22.9%
55-64	9,501	16.7%
65-99	2,521	4.4%
14-99	56,930	100.0%

Numbers may not sum due to rounding.

Source: U.S. Census Bureau, 2012. Local Employment Dynamics (LED) program, average of the third quarter of 2011, plus the three prior quarters.

Prepared by the Labor Market Information Center, S.D. Department of Labor and Regulation, Oct. 2012.

The chart below shows worker levels by age group from 2006 to 2011 in the Rapid City MSA. In the older worker groups, the worker counts generally have been on a steady increase.



## South Dakota Area Older Worker Count Comparison

When looking at all the MSAs and Micropolitan Statistical Areas (MiSAs) in South Dakota, the Rapid City MSA ranked second in the number and percentage of workers in both older age groups. If you include the non-MSAs/non-MiSA areas, the Rapid City MSA slid to third.

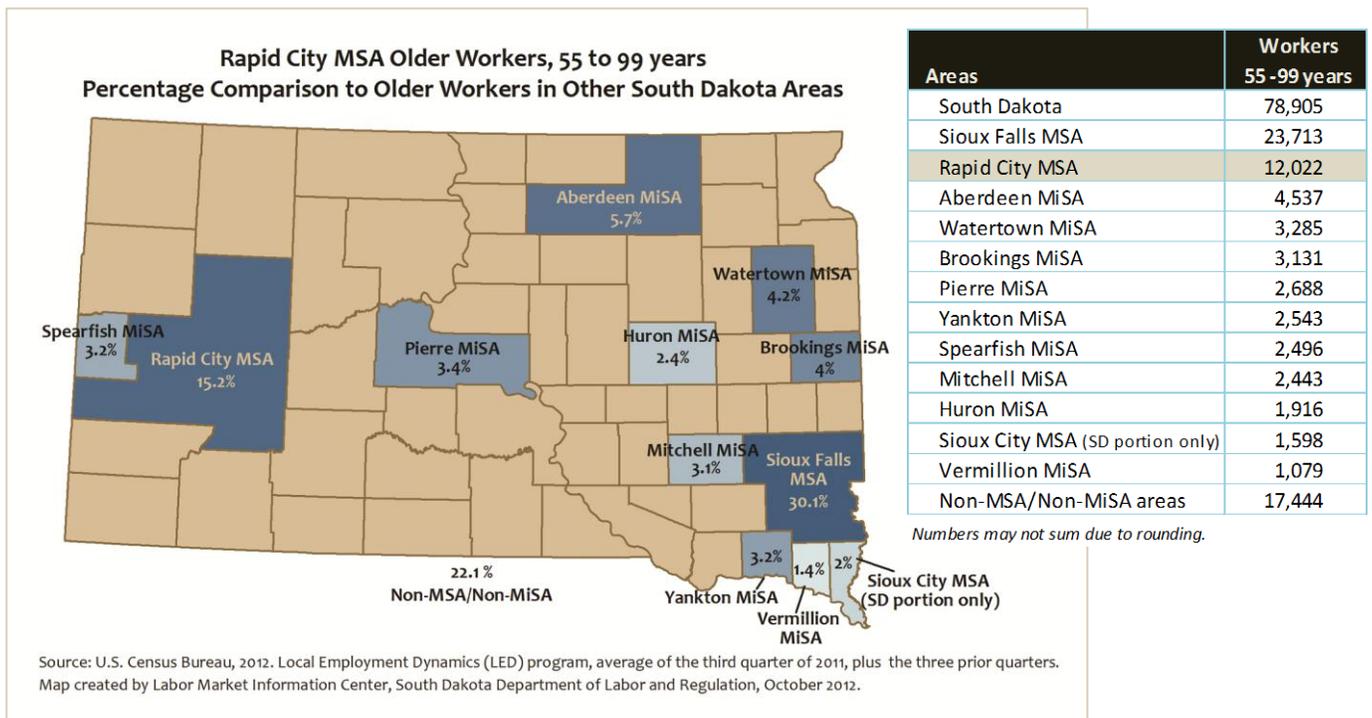
**Comparison of Rapid City MSA Worker Levels to Other MSAs and MiSAs in South Dakota**

Areas	Workers 55-64 years	Percent of Workforce 55-64 years	Areas	Workers 65-99 years	Percent of Workforce 65-99 years
South Dakota	60,621	100.0%	South Dakota	18,284	100.0%
Sioux Falls MSA	18,525	30.6%	Sioux Falls MSA	5,188	28.4%
Rapid City MSA	9,501	15.7%	Rapid City MSA	2,521	13.8%
Aberdeen MiSA	3,460	5.7%	Aberdeen MiSA	1,077	5.9%
Watertown MiSA	2,550	4.2%	Watertown MiSA	735	4.0%
Brookings MiSA	2,511	4.1%	Mitchell MiSA	620	3.4%
Pierre MiSA	2,077	3.4%	Brookings MiSA	611	3.3%
Yankton MiSA	1,950	3.2%	Pierre MiSA	593	3.2%
Spearfish MiSA	1,930	3.2%	Yankton MiSA	566	3.1%
Mitchell MiSA	1,913	3.2%	Spearfish MiSA	530	2.9%
Huron MiSA	1,442	2.4%	Huron MiSA	474	2.6%
Sioux City MSA (SD portion only)	1,266	2.1%	Sioux City MSA (SD portion only)	332	1.8%
Vermillion MiSA	873	1.4%	Vermillion MiSA	206	1.1%
Non-MSA/Non-MiSA areas	12,619	20.8%	Non-MSA/ Non-MiSA areas	4,825	26.4%

Figures may not sum due to rounding.

Source: U.S. Census Bureau. 2012. Local Employment Dynamics (LED) program, average of the third quarter of 2011, plus the three prior quarters.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2012



## Industry Focus

### Rapid City MSA's Older Worker Count by Industry Sector

Industries are classified according to the North American Industry Classification system (NAICS).

The top three industries for older workers by job count included Health Care and Social Assistance, Retail Trade and Educational Services for both older worker groups.

#### Older Worker Count by Industry Sector in the Rapid City MSA

Workers by Industry in the Rapid City MSA, Age 55 to 64 years		Workers by Industry in the Rapid City MSA, Age 65 to 99 years	
Industry Sector	Total Employment, 55-64	Industry Sector	Total Employment, 65-99
Health Care and Social Assistance	1,956	Retail Trade	527
Retail Trade	1,392	Health Care and Social Assistance	357
Educational Services	1,238	Educational Services	246
Construction	620	Accommodation and Food Services	227
Accommodation and Food Services	564	Construction	142
Public Administration	500	Public Administration	118
Manufacturing	482	Wholesale Trade	113
Finance and Insurance	422	Other Services (except Public Administration)	109
Wholesale Trade	420	Transportation and Warehousing	105
Professional, Scientific and Technical Services	419	Professional, Scientific and Technical Services	102
Administrative and Support and Waste Management and Remediation Services	321	Administrative and Support and Waste Management and Remediation Services	96
Other Services (except Public Administration)	295	Manufacturing	87
Transportation and Warehousing	239	Arts, Entertainment and Recreation	79
Information	138	Finance and Insurance	73
Real Estate and Rental and Leasing	133	Real Estate and Rental and Leasing	57
Arts, Entertainment and Recreation	120	Information	30
Management of Companies and Enterprises	116	Management of Companies and Enterprises	25
Utilities	89	Agriculture, Forestry, Fishing and Hunting	15
Agriculture, Forestry, Fishing and Hunting	27	Utilities	6
Mining, Quarrying, and Oil and Gas Extraction	5	Mining, Quarrying, and Oil and Gas Extraction	1
Other	N/A	Other	N/A
<b>All NAICS Sectors</b>	<b>9,501</b>	<b>All NAICS Sectors</b>	<b>2,521</b>

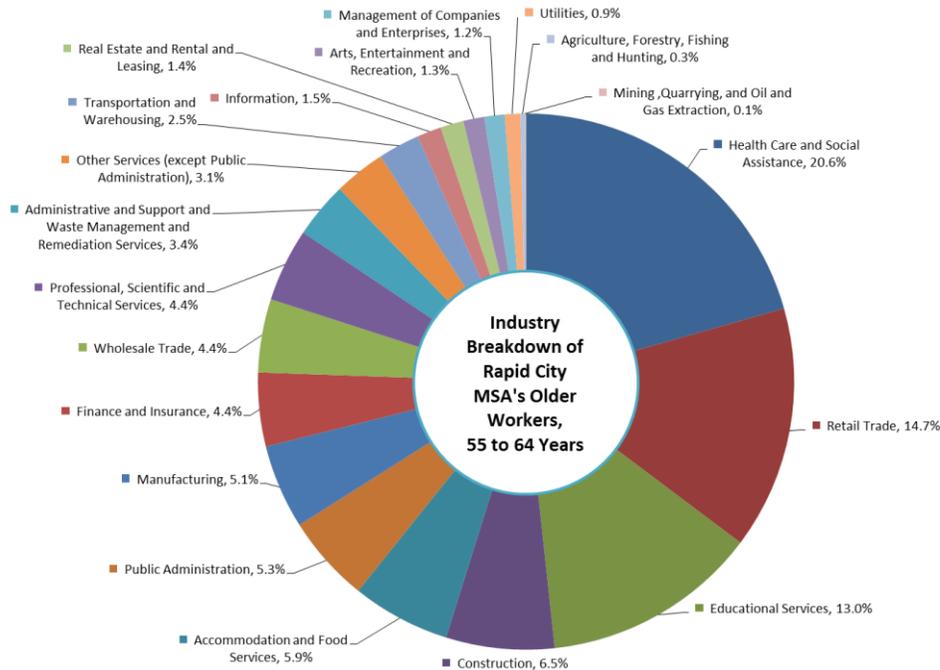
Figures may not sum due to rounding.

"N/A" indicates the data is inadequate or incomplete for the period, or that disclosure measures might prevent publication of the data.

Source: U.S. Census Bureau, 2012. Local Employment Dynamics (LED) program, average of the third quarter of 2011, plus the three prior quarters.

Prepared by the Labor Market Information Center, South Dakota Department of Labor and Regulation, October 2012.

The corresponding pie charts illustrate each industry sector percentage in the older worker age groups for the Rapid City MSA.



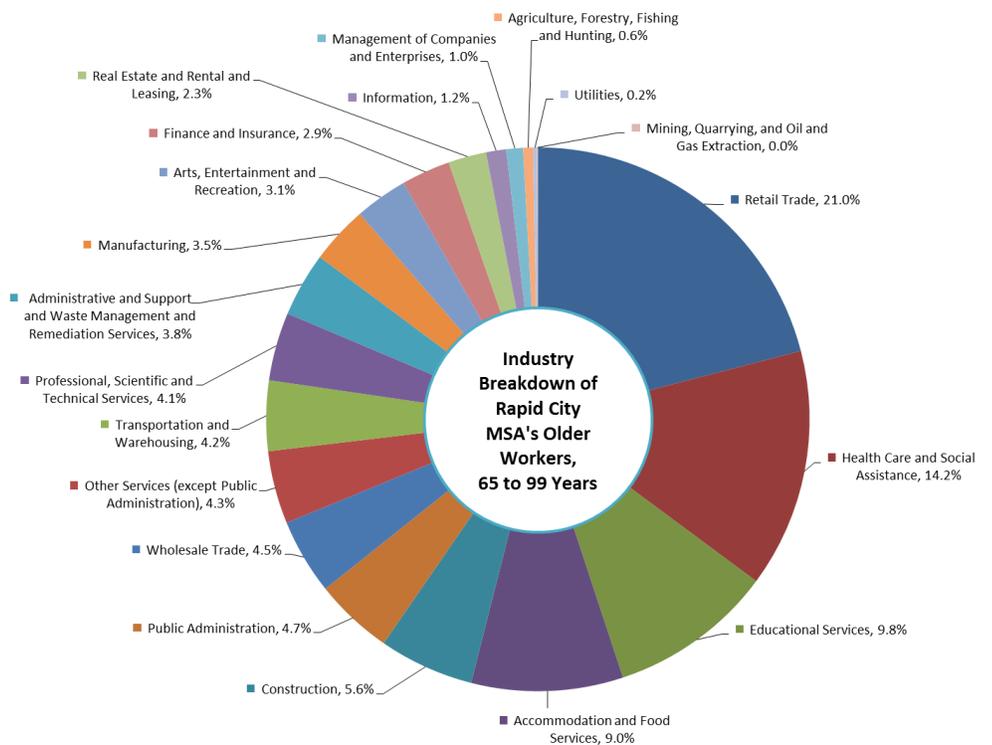
Almost half of the 55- to 64-year-old workers in the Rapid City MSA were employed in three industry sectors, with Health Care and Social Assistance at the top:

- Health Care and Social Assistance, 20.6 percent
- Retail Trade, 14.7 percent
- Educational Services, 13 percent

## 55 to 64

These industries also placed in the top three for 65- to 99-year-old workers in the Rapid City MSA. Retail Trade took the top spot and Health Care and Social Services dropped to second. Accommodation and Food Services ranked a close fourth. More than half the jobs held by those 65 and older were in these four industry sectors:

- Retail Trade, 21 percent
- Health Care and Social Assistance, 14.2 percent
- Educational Services, 9.8 percent
- Accommodation and Food Services, 9 percent



## 65 to 99

## Rapid City MSA's Older Workers by Industry Sector, Comparison to Total Workforce (14 to 99 years)

The next two tables highlight the industries that employed the greatest percentage of older workers compared to all workers in an industry sector.

Workers by Industry in the Rapid City MSA Ages 55 to 64 Compared to All Workers			
Industry Sector	Total Employment, Age 55-64	Total Employment, Age 14-99	Percentage of Total Employment Age 55-64
Educational Services	1,238	4,688	26.4%
Utilities	89	357	24.9%
Health Care and Social Assistance	1,956	9,985	19.6%
Manufacturing	482	2,465	19.6%
Wholesale Trade	420	2,153	19.5%
Transportation and Warehousing	239	1,243	19.2%
Public Administration	500	2,614	19.1%
Professional, Scientific and Technical Services	419	2,220	18.9%
Real Estate and Rental and Leasing	133	711	18.7%
Mining, Quarrying, and Oil and Gas Extraction	5	27	18.5%
Management of Companies and Enterprises	116	642	18.1%
Agriculture, Forestry, Fishing and Hunting	27	150	18.0%
Administrative and Support and Waste Management and Remediation Services	321	1,957	16.4%
Retail Trade	1,392	8,891	15.7%
Information	138	925	14.9%
Finance and Insurance	422	2,883	14.6%
Other Services (except Public Administration)	295	2,098	14.1%
Construction	620	4,525	13.7%
Arts, Entertainment and Recreation	120	923	13.0%
Accommodation and Food Services	564	7,463	7.6%
Other	N/A	N/A	N/A
<b>All NAICS Sectors</b>	<b>9,501</b>	<b>56,930</b>	<b>16.7%</b>

Rapid City MSA top five industry sectors for workers 55 to 64 years as percentage of workforce across all age groups

Figures may not sum due to rounding.

"N/A" indicates the data is inadequate or incomplete for the period, or that disclosure measures might prevent publication of the data.

Source: U.S. Census Bureau, 2012. Local Employment Dynamics (LED) program, average of the third quarter of 2011, plus the three prior quarters.

Prepared by the Labor Market Information Center, S.D. Department of Labor and Regulation, October 2012

<b>Workers by Industry in the Rapid City MSA Ages 65 to 99 Compared to All Workers</b>			
<b>Industry Sector</b>	<b>Total Employment, Age 65-99</b>	<b>Total Employment, Age 14-99</b>	<b>Percentage of Total Employment Age 65-99</b>
Agriculture, Forestry, Fishing and Hunting	15	150	10.0%
Arts Entertainment and Recreation	79	923	8.6%
Transportation and Warehousing	105	1,243	8.4%
Real Estate and Rental and Leasing	57	711	8.0%
Retail Trade	527	8,891	5.9%
Wholesale Trade	113	2,153	5.2%
Educational Services	246	4,688	5.2%
Other Services (except Public Administration)	109	2,098	5.2%
Administrative and Support and Waste Management and Remediation Services	96	1,957	4.9%
Professional, Scientific and Technical Services	102	2,220	4.6%
Public Administration	118	2,614	4.5%
Management of Companies and Enterprises	25	642	3.9%
Mining, Quarrying, and Oil and Gas Extraction	1	27	3.7%
Health Care and Social Assistance	357	9,985	3.6%
Manufacturing	87	2,465	3.5%
Information	30	925	3.2%
Construction	142	4,525	3.1%
Accommodation and Food Services	227	7,463	3.0%
Finance and Insurance	73	2,883	2.5%
Utilities	6	357	1.7%
Other	N/A	N/A	N/A
<b>All NAICS Sectors</b>	<b>2,521</b>	<b>56,930</b>	<b>4.4%</b>

Rapid City MSA top five industry sectors for workers 65 to 99 years as percentage of workforce across all age groups

Figures may not sum due to rounding.

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## Average Earnings of Older Workers by Industry Sector

Overall, Rapid City MSA older workers 55 to 64 years earned an average of \$3,515 per month, while those 65 to 99 years earned an average of \$2,373 per month. When excluding industry sectors that employed fewer than 100 workers ages 55 and older, Management of Companies and Enterprises topped the earning category for workers 55 to 64; Professional, Scientific and Technical Services was the industry with highest average earnings for those 65 to 99.

### Older Workers' Earnings by Industry In the Rapid City MSA

Older Workers' Earnings by Industry Rapid City MSA, Age 55 to 64 years	
Industry	Avg. Monthly Earnings
Mining, Quarrying, and Oil and Gas Extraction	\$10,863
Management of Companies and Enterprises	\$6,791
Utilities	\$6,035
Finance and Insurance	\$4,610
Health Care and Social Assistance	\$4,289
Wholesale Trade	\$4,187
Professional, Scientific and Technical Services	\$4,097
Construction	\$3,962
Information	\$3,707
Educational Services	\$3,485
Manufacturing	\$3,342
Transportation and Warehousing	\$3,054
Public Administration	\$3,008
Other Services (except Public Administration)	\$2,958
Agriculture, Forestry, Fishing and Hunting	\$2,740
Administrative and Support and Waste Management and Remediation Services	\$2,680
Retail Trade	\$2,567
Arts, Entertainment and Recreation	\$2,196
Real Estate and Rental and Leasing	\$2,174
Accommodation and Food Services	\$1,586
Other	N/A
<b>All NAICS Sectors</b>	<b>\$3,515</b>

Older Workers' Earnings by Industry Rapid City MSA, Age 65 to 99 years	
Industry	Avg. Monthly Earnings
Utilities	\$7,613
Manufacturing	\$4,323
Management of Companies and Enterprises	\$4,281
Professional, Scientific and Technical Services	\$3,641
Health Care and Social Assistance	\$3,124
Wholesale Trade	\$3,263
Finance and Insurance	\$3,088
Educational Services	\$3,006
Construction	\$2,756
Information	\$2,335
Transportation and Warehousing	\$1,900
Mining, Quarrying, and Oil and Gas Extraction	\$1,846
Retail Trade	\$1,777
Other Services (except Public Administration)	\$1,652
Real Estate and Rental and Leasing	\$1,446
Arts, Entertainment and Recreation	\$1,373
Public Administration	\$1,371
Accommodation and Food Services	\$1,293
Agriculture, Forestry, Fishing and Hunting	\$1,221
Administrative and Support and Waste Management and Remediation Services	\$1,172
Other	N/A
<b>All NAICS Sectors</b>	<b>\$2,373</b>

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Prepared by the Labor Market Information Center, S.D. Department of Labor and Regulation, October 2012.

## New Hires by Industry Sector and Age Group

New hires are the estimated number of workers who started a new job. It's the number of hires who worked for an employer in the specified quarter and were not employed by that employer in any of the previous four quarters.

New hires 55 to 99 years in the Rapid City MSA comprised 1.5 percent of South Dakota's new hires (all ages). The Rapid City MSA comprised 17.3 percent of the 55- to 99-year-old new hires statewide. Of the 9,985 new hires in the Rapid City MSA, 8.1 percent were between 55 and 99 years old.

The shaded cells denote the top five industries for these new hires. In both age groups, the Accommodation and Food Services and Retail Trade industries employed the most new hires in the older worker groups.

New Hires by Industry in the Rapid City MSA Age 55 to 64 years	
Industry by NAICS Code	New Hires
Accommodation and Food Services	107
Retail Trade	101
Construction	62
Health Care and Social Assistance	62
Administrative and Support and Waste Management and Remediation Services	59
Educational Services	26
Manufacturing	24
Professional, Scientific and Technical Services	24
Other Services (except Public Administration)	24
Transportation and Warehousing	23
Public Administration	21
Wholesale Trade	20
Finance and Insurance	17
Arts, Entertainment and Recreation	16
Real Estate and Rental and Leasing	11
Management of Companies and Enterprises	5
Information	3
Agriculture, Forestry, Fishing and Hunting	N/A
Mining, Quarrying, and Oil and Gas Extraction	N/A
Utilities	N/A
Other	N/A
All NAICS Sectors	612

New Hires by Industry in the Rapid City MSA Age 65 to 99 years	
Industry by NAICS Code	New Hires
Accommodation and Food Services	52
Retail Trade	27
Administrative and Support and Waste Management and Remediation Services	16
Health Care and Social Assistance	15
Construction	13
Educational Services	9
Arts, Entertainment and Recreation	8
Public Administration	8
Wholesale Trade	6
Transportation and Warehousing	6
Professional, Scientific and Technical Services	6
Other Services (except Public Administration)	6
Agriculture, Forestry, Fishing and Hunting	N/A
Finance and Insurance	N/A
Information	N/A
Management of Companies and Enterprises	N/A
Manufacturing	N/A
Mining, Quarrying, and Oil and Gas Extraction	N/A
Other	N/A
Real Estate and Rental and Leasing	N/A
Utilities	N/A
All NAICS Sectors	192

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Source: U.S. Census Bureau, 2012. Local Employment Dynamics (LED) program, average of the third quarter of 2011, plus the three prior quarters.

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## Average Monthly New Hire Earnings by Industry Sector and Age Group

On average, new hires ages 55 to 64 earned \$2,185 per month. New hires in Management of Companies and Enterprises earned the most at \$4,089.

New hires in the 65 to 99 age group earned \$1,518 per month on average. Those in Professional, Scientific and Technical Services earned the most at \$4,700.

New Hire Earnings for Older Workers by Industry in the Rapid City MSA Age 55 to 64 years	
Industry	Avg. New Hire Earnings
Management of Companies and Enterprises	\$4,089
Finance and Insurance	\$3,453
Health Care and Social Assistance	\$3,234
Professional, Scientific and Technical Services	\$3,185
Construction	\$2,991
Information	\$2,567
Other Services (except Public Administration)	\$2,490
Transportation and Warehousing	\$2,192
Manufacturing	\$2,124
Educational Services	\$2,057
Wholesale Trade	\$1,995
Administrative and Support and Waste Management and Remediation Services	\$1,949
Retail Trade	\$1,506
Public Administration	\$1,462
Real Estate and Rental and Leasing	\$1,168
Agriculture, Forestry, Fishing and Hunting	\$1,033
Accommodation and Food Services	\$1,014
Arts, Entertainment and Recreation	\$952
Mining, Quarrying, and Oil and Gas Extraction	N/A
Utilities	N/A
Other	N/A
<b>All NAICS Sectors</b>	<b>\$2,185</b>

New Hire Earnings for Older Workers by Industry in the Rapid City MSA Age 65 to 99 years	
Industry	Avg. New Hire Earnings
Professional, Scientific and Technical Services	\$4,700
Health Care and Social Assistance	\$3,084
Wholesale Trade	\$1,818
Manufacturing	\$1,744
Construction	\$1,577
Administrative and Support and Waste Management and Remediation Services	\$1,178
Arts, Entertainment and Recreation	\$1,142
Transportation and Warehousing	\$1,131
Educational Services	\$1,022
Retail Trade	\$981
Public Administration	\$861
Accommodation and Food Services	\$778
Other Services (except Public Administration)	\$732
Finance and Insurance	\$602
Agriculture, Forestry, Fishing and Hunting	\$530
Real Estate and Rental and Leasing	\$457
Management of Companies and Enterprises	\$453
Information	N/A
Mining, Quarrying, and Oil and Gas Extraction	N/A
Utilities	N/A
Other	N/A
<b>All NAICS Sectors</b>	<b>\$1,518</b>

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