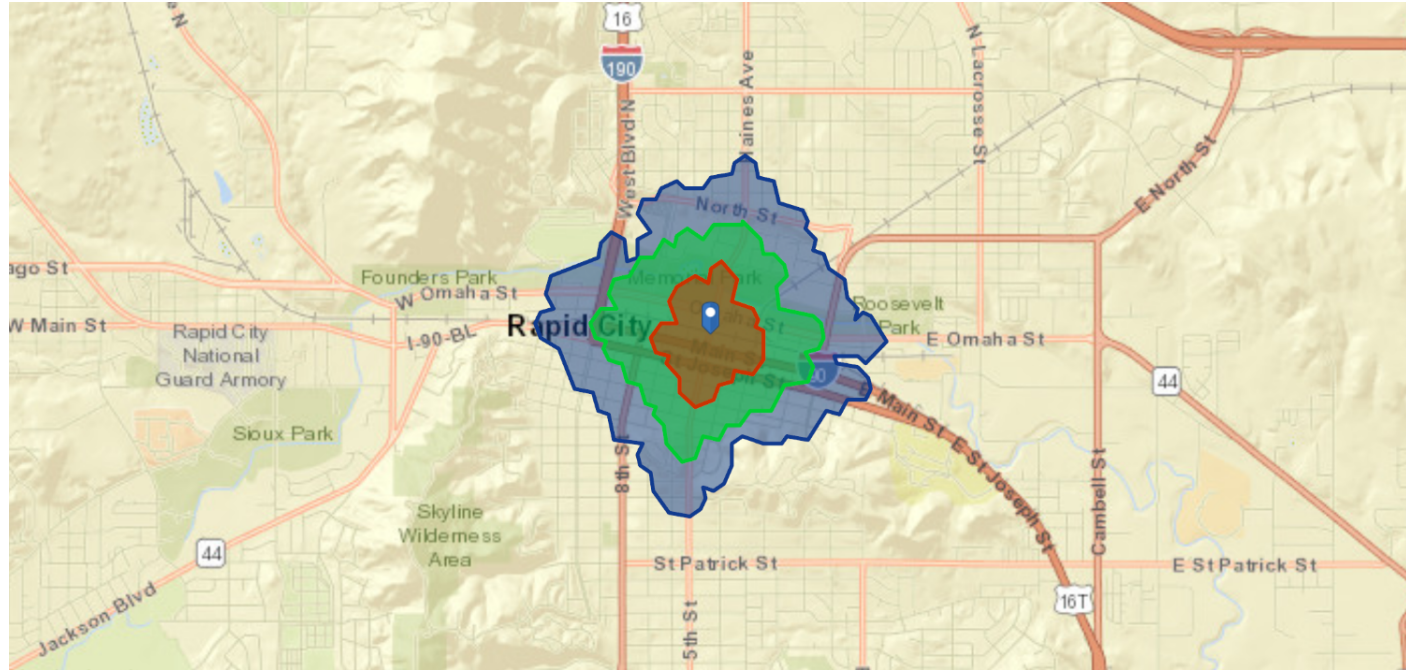


Benchmark Demographics

410 5th St, Rapid City, South Dakota, 57701



Generations	5 minutes	10 minutes	15 minutes	Counties Pennington Coun	States South Dakota	Whole country United States
Generation Alpha (Aged 0-2)	2.06%	2.22%	2.92%	3.96%	4.01%	3.57%
Generation Z (Aged 3-20)	19.59%	19.87%	20.29%	22.97%	23.83%	22.62%
Millennial (Aged 21-37)	44.33%	43.35%	37.04%	24.21%	23.24%	24.56%
Generation X (Aged 38-54)	21.65%	21.02%	19.06%	18.42%	18.31%	19.77%
Baby Boomer (Aged 55-73)	11.34%	11.74%	15.63%	22.60%	22.30%	21.99%
Silent & Greatest (Aged 73 or more)	2.06%	1.81%	5.02%	7.82%	8.31%	7.48%

Household Income	5 minutes	10 minutes	15 minutes	Counties Pennington Coun	States South Dakota	Whole country United States
<\$15,000	25.5%	26.9%	31.5%	11.2%	10.4%	10.7%
\$15,000-\$24,999	15.7%	15.2%	18.2%	10.1%	9.7%	9.0%
\$25,000-\$34,999	11.8%	12.6%	14.1%	10.1%	10.5%	8.9%
\$35,000-\$49,999	0.0%	1.0%	5.6%	11.7%	13.4%	12.4%
\$50,000-\$74,999	13.7%	14.2%	14.9%	20.1%	19.4%	17.5%
\$75,000-\$99,999	5.9%	6.5%	4.8%	14.5%	14.4%	12.6%
\$100,000-\$149,999	13.7%	12.3%	6.4%	14.7%	14.0%	15.1%
\$150,000-\$199,999	11.8%	11.7%	4.4%	3.6%	4.3%	6.5%
\$200,000+	0.0%	0.0%	0.1%	4.0%	3.9%	7.3%

Key Facts	5 minutes	10 minutes	15 minutes	Counties Pennington Coun	States South Dakota	Whole country United States
Population	97	1,218	3,326	113,604	899,158	332,417,793
Daytime Population	2,276	7,285	11,061	118,973	897,453	330,484,536
Employees	30	380	1,374	58,774	468,737	160,548,951
Households	51	309	1,411	46,162	356,925	125,168,557
Average HH Size	1.00	2.06	1.78	2.41	2.42	2.59
Median Age	29.8	29.7	32.4	38.2	38.2	38.5

Housing Facts	5 minutes	10 minutes	15 minutes	Counties Pennington Coun	States South Dakota	Whole country United States
Median Home Value	137,500	147,917	156,250	201,337	178,545	234,154
Owner Occupied %	9.80%	11.97%	20.62%	64.30%	67.37%	63.48%
Renter Occupied %	90.20%	88.03%	79.38%	35.70%	32.63%	36.52%
Total Housing Units	62	341	1,508	50,197	402,155	140,954,564

Income Facts	5 minutes	10 minutes	15 minutes	Counties Pennington Coun	States South Dakota	Whole country United States
Median HH Income	31,010	30,720	25,181	56,436	55,722	60,548
Per Capita Income	18,725	18,527	17,786	29,967	29,452	33,028
Median Net Worth	11,136	11,397	11,093	99,124	110,269	109,495