



**Project 1842263 - Prepared For Princeton Partners
N Lacrosse St. and I-90 W - Rapid City, SD
50 & 100 Mile Radii**

Pop Facts: Demographic Snapshot	N Lacrosse St. and I-90 W 0.00 - 50.00 mi	N Lacrosse St. and I-90 W 0.00 - 100.00 mi
Population		
2009 Projection	160,830	215,846
2004 Estimate	155,662	209,190
2000 Census	151,425	204,015
1990 Census	138,596	187,890
Growth 2004-2009	3.32%	3.18%
Growth 2000-2004	2.80%	2.54%
Growth 1990-2000	9.26%	8.58%
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2004 Estimated Population by Single Race Classification	155,662	209,190
White Alone	138,555 89.01%	173,045 82.72%
Black or African American Alone	1,676 1.08%	1,824 0.87%
American Indian and Alaska Native Alone	8,428 5.41%	26,047 12.45%
Asian Alone	1,238 0.80%	1,333 0.64%
Native Hawaiian and Other Pacific Islander Alone	122 0.08%	152 0.07%
Some Other Race Alone	967 0.62%	1,244 0.59%
Two or More Races	4,676 3.00%	5,545 2.65%
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2004 Estimated Population Hispanic or Latino by Origin*	155,662	209,190
Not Hispanic or Latino	151,876 97.57%	204,468 97.74%
Hispanic or Latino	3,786 2.43%	4,722 2.26%
Hispanic or Latino by Origin	3,786	4,722
Mexican	2,391 63.15%	3,029 64.15%
Puerto Rican	251 6.63%	281 5.95%
Cuban	47 1.24%	50 1.06%
All Other Hispanic or Latino	1,097 28.98%	1,362 28.84%
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2004 Estimated Hispanic or Latino by Single Race Classification	3,786	4,722
White Alone	1,776 46.91%	2,113 44.75%
Black or African American Alone	62 1.64%	67 1.42%
American Indian and Alaska Native Alone	481 12.70%	743 15.73%
Asian Alone	18 0.48%	24 0.51%
Native Hawaiian and Other Pacific Islander Alone	4 0.11%	10 0.21%
Some Other Race Alone	884 23.35%	1,120 23.72%
Two or More Races	561 14.82%	645 13.66%



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2004 Estimated Population, Asian Alone Race by Category*	1,238	1,333
Chinese, except Taiwanese	181 14.62%	190 14.25%
Filipino	320 25.85%	338 25.36%
Japanese	178 14.38%	192 14.40%
Asian Indian	161 13.00%	173 12.98%
Korean	160 12.92%	172 12.90%
Vietnamese	54 4.36%	56 4.20%
Cambodian	5 0.40%	5 0.38%
Hmong	0 0.00%	0 0.00%
Laotian	10 0.81%	15 1.13%
Thai	72 5.82%	73 5.48%
Other Asian	84 6.79%	95 7.13%
Two or more Asian categories	13 1.05%	24 1.80%
2004 Estimated Population by Ancestry	155,662	209,190
Arab	276 0.18%	308 0.15%
Czech	1,786 1.15%	2,430 1.16%
Danish	1,763 1.13%	2,288 1.09%
Dutch	2,868 1.84%	3,672 1.76%
English	9,404 6.04%	12,619 6.03%
French (except Basque)	3,054 1.96%	3,778 1.81%
French Canadian	745 0.48%	914 0.44%
German	42,394 27.23%	52,593 25.14%
Greek	109 0.07%	128 0.06%
Hungarian	102 0.07%	180 0.09%
Irish	11,001 7.07%	13,607 6.50%
Italian	2,380 1.53%	2,885 1.38%
Lithuanian	91 0.06%	104 0.05%
Norwegian	12,654 8.13%	14,648 7.00%
Polish	1,677 1.08%	2,123 1.01%
Portuguese	154 0.10%	166 0.08%
Russian	713 0.46%	803 0.38%
Scottish	1,437 0.92%	1,877 0.90%
Scotch-Irish	1,639 1.05%	2,156 1.03%
Slovak	21 0.01%	27 0.01%
Subsaharan African	147 0.09%	227 0.11%
Swedish	3,181 2.04%	4,116 1.97%
Swiss	302 0.19%	417 0.20%
Ukrainian	95 0.06%	100 0.05%
United States of America	7,619 4.89%	9,682 4.63%
Welsh	528 0.34%	716 0.34%
West Indian (exc Hisp groups)	60 0.04%	83 0.04%
Other	20,177 12.96%	37,685 18.01%
Ancestry Unclassified	29,285 18.81%	38,858 18.58%
2004 Estimated Population by Language Spoken At Home (Age 5+)	145,496	195,043
Speak Only English	138,668 95.31%	182,807 93.73%
Speak Asian or Pacific Island Language	808 0.56%	901 0.46%
Speak IndoEuropean Language	2,299 1.58%	2,771 1.42%
Speak Spanish	2,207 1.52%	2,810 1.44%
Speak Other Language	1,514 1.04%	5,754 2.95%



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2004 Estimated Population by Sex	155,662	209,190
Male	77,463 49.76%	104,180 49.80%
Female	78,199 50.24%	105,010 50.20%
Male/Female Ratio	0.99	0.99
2004 Estimated Population by Age	155,662	209,190
Age 0 to 4	10,166 6.53%	14,147 6.76%
Age 5 to 9	9,881 6.35%	13,797 6.60%
Age 10 to 14	11,216 7.21%	15,783 7.54%
Age 15 to 17	7,607 4.89%	11,107 5.31%
Age 18 to 20	7,852 5.04%	11,066 5.29%
Age 21 to 24	9,508 6.11%	12,728 6.08%
Age 25 to 34	18,673 12.00%	23,975 11.46%
Age 35 to 44	22,345 14.35%	29,122 13.92%
Age 45 to 49	12,481 8.02%	16,319 7.80%
Age 50 to 54	10,990 7.06%	14,346 6.86%
Age 55 to 59	8,236 5.29%	10,914 5.22%
Age 60 to 64	6,507 4.18%	8,782 4.20%
Age 65 to 74	10,591 6.80%	14,120 6.75%
Age 75 to 84	6,856 4.40%	9,231 4.41%
Age 85 and over	2,753 1.77%	3,753 1.79%
Age 16 and over	121,884 78.30%	161,797 77.34%
Age 18 and over	116,792 75.03%	154,356 73.79%
Age 21 and over	108,940 69.98%	143,290 68.50%
Age 65 and over	20,200 12.98%	27,104 12.96%
2004 Estimated Median Age	36.31	35.68
2004 Estimated Average Age	37.11	36.70



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**Pop Facts:
Demographic Snapshot**

**N Lacrosse St. and
I-90 W
0.00 - 50.00 mi** **N Lacrosse St. and
I-90 W
0.00 - 100.00 mi**

	N Lacrosse St. and I-90 W 0.00 - 50.00 mi		N Lacrosse St. and I-90 W 0.00 - 100.00 mi	
2004 Estimated Male Population by Age	77,463		104,180	
Age 0 to 4	5,222	6.74%	7,254	6.96%
Age 5 to 9	5,107	6.59%	7,121	6.84%
Age 10 to 14	5,808	7.50%	8,171	7.84%
Age 15 to 17	3,928	5.07%	5,758	5.53%
Age 18 to 20	4,146	5.35%	5,779	5.55%
Age 21 to 24	4,881	6.30%	6,536	6.27%
Age 25 to 34	9,463	12.22%	12,131	11.64%
Age 35 to 44	10,949	14.13%	14,300	13.73%
Age 45 to 49	6,182	7.98%	8,122	7.80%
Age 50 to 54	5,600	7.23%	7,311	7.02%
Age 55 to 59	4,143	5.35%	5,487	5.27%
Age 60 to 64	3,170	4.09%	4,295	4.12%
Age 65 to 74	5,005	6.46%	6,693	6.42%
Age 75 to 84	2,996	3.87%	4,037	3.88%
Age 85 and over	863	1.11%	1,185	1.14%
2004 Estimated Median Age, Male	35.16		34.46	
2004 Estimated Average Age, Male	36.07		35.68	
2004 Estimated Female Population by Age	78,199		105,010	
Age 0 to 4	4,944	6.32%	6,893	6.56%
Age 5 to 9	4,774	6.10%	6,676	6.36%
Age 10 to 14	5,408	6.92%	7,612	7.25%
Age 15 to 17	3,679	4.70%	5,349	5.09%
Age 18 to 20	3,706	4.74%	5,287	5.03%
Age 21 to 24	4,627	5.92%	6,192	5.90%
Age 25 to 34	9,210	11.78%	11,844	11.28%
Age 35 to 44	11,396	14.57%	14,822	14.11%
Age 45 to 49	6,299	8.06%	8,197	7.81%
Age 50 to 54	5,390	6.89%	7,035	6.70%
Age 55 to 59	4,093	5.23%	5,427	5.17%
Age 60 to 64	3,337	4.27%	4,487	4.27%
Age 65 to 74	5,586	7.14%	7,427	7.07%
Age 75 to 84	3,860	4.94%	5,194	4.95%
Age 85 and over	1,890	2.42%	2,568	2.45%
2004 Estimated Median Age, Female	37.41		36.79	
2004 Estimated Average Age, Female	38.14		37.72	



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2004 Estimated Population Age 15 and Over by Marital Status*	124,399	165,463
Total, Never Married	29,808 23.96%	41,926 25.34%
Married, Spouse present	68,373 54.96%	88,394 53.42%
Married, Spouse absent	5,178 4.16%	7,226 4.37%
Widowed	7,308 5.87%	10,352 6.26%
Divorced	13,732 11.04%	17,565 10.62%
Males, Never Married	16,863 13.56%	23,481 14.19%
Previously Married	8,562 6.88%	11,403 6.89%
Females, Never Married	12,945 10.41%	18,445 11.15%
Previously Married	14,246 11.45%	18,826 11.38%
2004 Estimated Population Age 25 and Over by Educational Attainment*	99,432	130,562
Less than 9th grade	4,400 4.43%	6,524 5.00%
Some High School, no diploma	8,253 8.30%	12,165 9.32%
High School Graduate (or GED)	30,689 30.86%	41,146 31.51%
Some College, no degree	26,076 26.22%	33,641 25.77%
Associate Degree	7,197 7.24%	9,082 6.96%
Bachelor's Degree	15,677 15.77%	19,264 14.75%
Master's Degree	4,702 4.73%	5,812 4.45%
Professional School Degree	1,707 1.72%	1,952 1.50%
Doctorate Degree	731 0.74%	976 0.75%
Households		
2009 Projection	64,201	83,131
2004 Estimate	61,261	79,715
2000 Census	58,924	77,117
1990 Census	51,045	67,644
Growth 2004-2009	4.80%	4.29%
Growth 2000-2004	3.97%	3.37%
Growth 1990-2000	15.44%	14.00%
2004 Estimated Households by Household Type*	61,261	79,715
Family Households	41,383 67.55%	54,251 68.06%
Non-family Households	19,878 32.45%	25,464 31.94%
2004 Estimated Group Quarters Population	5,467	7,623
2004 Estimated Households: Hispanic or Latino	991 1.62%	1,212 1.52%



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2004 Estimated Households by Household Income	61,261	79,715
Less than \$15,000	9,071 14.81%	13,630 17.10%
\$15,000 to \$24,999	8,552 13.96%	11,495 14.42%
\$25,000 to \$34,999	9,448 15.42%	12,275 15.40%
\$35,000 to \$49,999	11,309 18.46%	14,167 17.77%
\$50,000 to \$74,999	11,994 19.58%	14,829 18.60%
\$75,000 to \$99,999	5,458 8.91%	6,723 8.43%
\$100,000 to \$149,999	3,476 5.67%	4,327 5.43%
\$150,000 to \$249,999	1,330 2.17%	1,575 1.98%
\$250,000 to \$499,999	464 0.76%	526 0.66%
\$500,000 or more	159 0.26%	168 0.21%
2004 Estimated Average Household Income	\$ 51,418	\$ 49,045
2004 Estimated Median Household Income	\$ 39,721	\$ 37,602
2004 Estimated Per Capita Income	\$ 20,563	\$ 19,021
2004 Estimated Households by Type and Presence of Own Children*	61,261	79,715
Single Male Householder	7,398 12.08%	9,652 12.11%
Single Female Householder	8,871 14.48%	11,414 14.32%
Married Couple Families	32,845 53.61%	42,339 53.11%
With own children	14,421 23.54%	18,682 23.44%
No own children	18,424 30.07%	23,657 29.68%
Male Householder	2,295 3.75%	3,262 4.09%
With own children	1,454 2.37%	1,993 2.50%
No own children	841 1.37%	1,269 1.59%
Female Householder	6,243 10.19%	8,650 10.85%
With own children	4,395 7.17%	5,922 7.43%
No own children	1,848 3.02%	2,728 3.42%
Nonfamily: Male Householder	2,190 3.57%	2,670 3.35%
Nonfamily: Female Householder	1,419 2.32%	1,728 2.17%
2004 Estimated Households by Household Size*	61,261	79,715
1-person household	16,269 26.56%	21,066 26.43%
2-person household	21,974 35.87%	27,938 35.05%
3-person household	9,733 15.89%	12,270 15.39%
4-person household	8,177 13.35%	10,457 13.12%
5-person household	3,444 5.62%	4,817 6.04%
6-person household	1,155 1.89%	1,831 2.30%
7-or-more person household	509 0.83%	1,336 1.68%
2004 Estimated Average Household Size*	2.45	2.53



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Pop Facts: Demographic Snapshot	N Lacrosse St. and I-90 W 0.00 - 50.00 mi	N Lacrosse St. and I-90 W 0.00 - 100.00 mi
2004 Estimated Households by Presence of People*	61,261	79,715
Households with 1 or more People Age 18 or under:	21,577.000 35.22%	28,783.000 36.11%
Married-Couple Family	14,942 24.39%	19,492 24.45%
Other Family, Male Householder	1,574 2.57%	2,213 2.78%
Other Family, Female Householder	4,750 7.75%	6,690 8.39%
Nonfamily, Male Householder	246 0.40%	302 0.38%
Nonfamily, Female Householder	65 0.11%	86 0.11%
Households with no People Age 18 or under:	39,684 64.78%	50,932 63.89%
Married-Couple Family	17,903 29.22%	22,847 28.66%
Other Family, Male Householder	721 1.18%	1,049 1.32%
Other Family, Female Householder	1,493 2.44%	1,960 2.46%
Nonfamily, Male Householder	9,342 15.25%	12,020 15.08%
Nonfamily, Female Householder	10,225 16.69%	13,056 16.38%
2004 Estimated Households by Number of Vehicles*	61,261	79,715
No Vehicles	3,367 5.50%	4,632 5.81%
1 Vehicle	17,786 29.03%	23,328 29.26%
2 Vehicles	23,892 39.00%	30,140 37.81%
3 Vehicles	11,093 18.11%	14,386 18.05%
4 Vehicles	3,479 5.68%	4,700 5.90%
5 or more Vehicles	1,644 2.68%	2,529 3.17%
2004 Estimated Average Number of Vehicles*	2.00	2.02
Family Households		
2009 Projection	43,038	56,191
2004 Estimate	41,383	54,251
2000 Census	40,047	52,770
1990 Census	36,481	48,545
Growth 2004-2009	4.00%	3.58%
Growth 2000-2004	3.34%	2.81%
Growth 1990-2000	9.77%	8.70%



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2004 Estimated Family Households by Household Income	41,383	54,251
Less than \$15,000	3,235 7.82%	5,647 10.41%
\$15,000 to \$24,999	4,457 10.77%	6,368 11.74%
\$25,000 to \$34,999	5,579 13.48%	7,478 13.78%
\$35,000 to \$49,999	8,222 19.87%	10,475 19.31%
\$50,000 to \$74,999	10,213 24.68%	12,547 23.13%
\$75,000 to \$99,999	4,889 11.81%	5,994 11.05%
\$100,000 to \$149,999	3,156 7.63%	3,875 7.14%
\$150,000 to \$249,999	1,117 2.70%	1,306 2.41%
\$250,000 to \$499,999	380 0.92%	423 0.78%
\$500,000 or more	135 0.33%	138 0.25%
2004 Estimated Average Family Household Income	\$ 60,257	\$ 56,809
2004 Estimated Median Family Household Income	\$ 48,538	\$ 45,930
2004 Estimated Families by Poverty Status*	41,383	54,251
Income above poverty level	37,734 91.18%	48,111 88.68%
Married couple family	31,560 76.26%	40,077 73.87%
With own children	14,285 34.52%	18,081 33.33%
No own children	17,275 41.74%	21,996 40.54%
Male Householder	1,804 4.36%	2,405 4.43%
With own children	1,212 2.93%	1,574 2.90%
No own children	592 1.43%	831 1.53%
Female Householder	4,370 10.56%	5,629 10.38%
With own children	2,952 7.13%	3,802 7.01%
No own children	1,418 3.43%	1,827 3.37%
Income below poverty level	3,649 8.82%	6,140 11.32%
Married couple family	1,285 3.11%	2,262 4.17%
With own children	837 2.02%	1,535 2.83%
No own children	448 1.08%	727 1.34%
Male Householder	491 1.19%	857 1.58%
With own children	446 1.08%	726 1.34%
No own children	45 0.11%	131 0.24%
Female Householder	1,873 4.53%	3,021 5.57%
With own children	1,747 4.22%	2,799 5.16%
No own children	126 0.30%	222 0.41%
2004 Estimated Population Age 16 and Over by Employment*	121,884	161,797
In Armed Forces	2,685 2.20%	2,731 1.69%
Civilian - Employed	77,285 63.41%	98,850 61.10%
Civilian - Unemployed	4,287 3.52%	6,797 4.20%
Not in Labor Force	37,627 30.87%	53,419 33.02%



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2004 Estimated Employed Civilian Population 16+ Years by Class of Worker	77,285	98,850
For-Profit Private Workers	50,440 65.26%	61,103 61.81%
Non-Profit Private Workers	6,773 8.76%	8,435 8.53%
Local Government Workers	5,268 6.82%	7,998 8.09%
State Government Workers	3,123 4.04%	4,533 4.59%
Federal Government Workers	4,139 5.36%	5,770 5.84%
Self-Employed Workers	7,199 9.31%	10,456 10.58%
Unpaid Family Workers	343 0.44%	555 0.56%
2004 Estimated Employed Population Age 16 and over by Occupation*	77,285	98,850
Management, Business, and Financial Operations	9,568 12.38%	13,006 13.16%
Professional and Related Occupations	14,268 18.46%	17,991 18.20%
Service	13,681 17.70%	17,449 17.65%
Sales and Office	20,836 26.96%	25,384 25.68%
Farming, Fishing, and Forestry	1,080 1.40%	1,929 1.95%
Construction, Extraction, and Maintenance	8,147 10.54%	10,737 10.86%
Production, Transportation, and Material Moving	9,705 12.56%	12,354 12.50%
2004 Estimated Employed Civilian Population 16+ Years by Occupation Classification	77,285	98,850
Blue Collar	17,852 23.10%	23,091 23.36%
White Collar	43,120 55.79%	53,077 53.69%
Service & Farm	16,313 21.11%	22,682 22.95%
2004 Estimated Workers Age 16+ by Transportation To Work	78,713	99,937
Drove Alone	63,453 80.61%	77,577 77.63%
Car Pooled	8,595 10.92%	11,720 11.73%
Public Transportation	321 0.41%	557 0.56%
Walked	2,521 3.20%	4,355 4.36%
Motorcycle	58 0.07%	76 0.08%
Bicycle	114 0.14%	150 0.15%
Other Means	355 0.45%	525 0.53%
Worked at Home	3,296 4.19%	4,977 4.98%
2004 Estimated Workers Age 16+ by Travel Time to Work	75,417	94,960
Less than 15 minutes	35,751 47.40%	48,086 50.64%
15 to 29 Minutes	27,899 36.99%	30,940 32.58%
30 to 44 Minutes	6,634 8.80%	8,478 8.93%
45 to 59 Minutes	2,269 3.01%	3,166 3.33%
60 or more Minutes	2,864 3.80%	4,290 4.52%
2004 Estimated Average Travel Time to Work in Minutes	19.66	19.60
2004 Estimated Tenure of Occupied Housing Units	61,261	79,715
Owner Occupied	41,502 67.75%	53,897 67.61%
Renter Occupied	19,759 32.25%	25,818 32.39%



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2004 Owner Occupied Housing - Average Length of Residence

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2004 Estimated All Owner-Occupied Housing Units by Value	41,502	53,897
Less than \$20,000	3,383 8.15%	5,698 10.57%
\$20,000 to \$39,999	2,955 7.12%	5,053 9.38%
\$40,000 to \$59,999	3,196 7.70%	4,925 9.14%
\$60,000 to \$79,999	5,358 12.91%	7,038 13.06%
\$80,000 to \$99,999	6,659 16.05%	7,945 14.74%
\$100,000 to \$149,999	10,816 26.06%	12,576 23.33%
\$150,000 to \$199,999	4,503 10.85%	5,092 9.45%
\$200,000 to \$299,999	2,983 7.19%	3,399 6.31%
\$300,000 to \$399,999	781 1.88%	931 1.73%
\$400,000 to \$499,999	374 0.90%	449 0.83%
\$500,000 to \$749,999	204 0.49%	320 0.59%
\$750,000 to \$999,999	123 0.30%	188 0.35%
\$1,000,000 or more	167 0.40%	283 0.53%
2004 Estimated Median Owner Occupied Housing Value	97,597	90,660
2004 Estimated Housing Units by Units in Structure*	68,078	90,227
1 Unit Attached	2,822 4.15%	3,109 3.45%
1 Unit Detached	40,244 59.11%	55,048 61.01%
2 Units	2,183 3.21%	2,662 2.95%
3 to 19 Units	6,214 9.13%	7,438 8.24%
20 to 49 Units	2,680 3.94%	2,902 3.22%
50 or More Units	1,797 2.64%	1,823 2.02%
Mobile Home or Trailer	12,003 17.63%	17,045 18.89%
Boat, RV, Van, etc.	135 0.20%	200 0.22%
Dominant structure type	1 Unit Det...	1 Unit Det...
2004 Estimated Housing Units by Year Structure Built*	68,078	90,227
1999 to March 2004	5,267 7.74%	6,625 7.34%
1995 to 1998	5,500 8.08%	6,840 7.58%
1990 to 1994	5,519 8.11%	6,527 7.23%
1980 to 1989	9,606 14.11%	12,216 13.54%
1970 to 1979	15,946 23.42%	20,944 23.21%
1960 to 1969	6,905 10.14%	9,342 10.35%
1950 to 1959	8,261 12.13%	10,663 11.82%
1940 to 1949	3,499 5.14%	5,168 5.73%
1939 or Earlier	7,575 11.13%	11,902 13.19%
2004 Estimated Median Year Structure Built*	1,975	1,974
Dominant Year Structure Built	1970 to 19...	1970 to 19...

**In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.*