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A Survey of Retail Trade Patterns in South Dakota

Ten Years:2014 – 2023



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A Survey of Retail Trade Patterns in South Dakota

2014-2023

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 2014 to 2023. 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 last is the per capita income. The last two data sets are provided by the US Census. The following chart gives a ten-year presentation of the three data points for the state of South Dakota.

Ten-Year Data Estimates for South Dakota										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$27,870	\$27,296	\$27,563	\$27,507	\$28,719	\$29,574	\$27,336	\$33,715	\$38,659	\$39,719
Population	849,088	853,933	862,890	873,286	882,235	884,659	886,667	895,376	909,824	919,318
Per Capita Income	\$26,311	\$26,747	\$27,516	\$28,761	\$29,953	\$31,550	\$32,179	\$31,415	\$33,468	\$36,850

Retail Pull and Trade Capture Area For South Dakota

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 2023	Retail Sales	Estimated Population	Per Capita Income	Retail Pull	Trade Area
South Dakota	\$ 39,719,057,112.91	919,318	\$ 36,850		
Sioux Falls	8,260,116,520.24	206,410	\$ 40,198	0.85	175,261
Rapid City	3,986,179,964.10	79,404	\$ 38,421	1.11	88,490
Watertown	1,285,308,303.43	23,230	\$ 35,599	1.33	30,795
Aberdeen	1,201,423,089.85	28,110	\$ 35,366	1.03	28,974
Mitchell	904,216,453.70	15,621	\$ 32,423	1.52	23,786
Brookings	861,526,533.37	24,312	\$ 29,284	1.03	25,092
Yankton	734,235,078.02	15,630	\$ 36,680	1.09	17,073
Huron	717,432,927.19	14,618	\$ 29,576	1.42	20,689
Spearfish	676,316,443.83	13,282	\$ 44,700	0.97	12,905
Pierre	531,227,665.44	13,880	\$ 37,285	0.88	12,152
Madison	354,776,684.18	6,091	\$ 33,897	1.47	8,927
Sturgis	317,641,026.22	7,067	\$ 29,576	1.30	9,160
Belle Fourche	299,084,602.64	5,873	\$ 34,987	1.24	7,291
Brandon	293,530,476.56	10,958	\$ 46,599	0.49	5,373
Vermillion	271,351,795.86	12,011	\$ 24,781	0.78	9,339

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.

Trade Area Capture is an estimate of the population that would be served given the communities retail pull. For example, if the retail pull is 1.0, then the retail capture area is the same as the population. If the retail pull is greater than 1.0, then the retail capture area will be greater than the community’s population.

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.¹ Each group has its own code, as shown on the left column in the chart below, a healthy retail community will have a mix of each group. The following table shows the retail

¹ See Appendix for description of the eight SIC retail major groups.

sales details for South Dakota in 2023. The distribution between the eight categories has been stable during the 2014–2023-time frame. Details on the eight categories of retail sales for each city will be provided next in this document.

2023 South Dakota Retail Sales			
2023 Estimated Population		919,318	
2023 Estimated Per Capita Income		\$	36,850
SIC Code			% of total
52	Bldg. Material & Garden Supplies	\$ 3,460,144,269.57	8.7%
53	General Merchandise Stores	\$ 4,012,463,033.15	10.1%
54	Food Stores	\$ 3,354,405,586.88	8.4%
55	Auto Dealers & Service Stations	\$ 8,804,776,886.15	22.2%
56	Apparel & Accessory Stores	\$ 551,738,885.94	1.4%
57	Furniture & Homefurnishings Stores	\$ 1,426,382,235.50	3.6%
58	Eating & Drinking Places	\$ 2,236,459,732.21	5.6%
59	Misc. Retail	\$15,512,156,555.11	39.1%
	Total Retail Sales	\$39,719,057,112.91	

South Dakota Income Adjusted Retail Pull and Trade Area Capture:

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

Sioux Falls

2023 Sioux Falls Retail Sales					
2023 Estimated Population		206,410			
2023 Estimated Per Capita Income		\$ 40,198			
SIC Code			% of total	Trade Area	Retail Pull
52	Bldg. Material & Garden Supplies	\$ 763,510,317.34	9.2%	185,960	0.90
53	General Merchandise Stores	\$ 1,323,984,809.58	16.0%	278,081	1.35
54	Food Stores	\$ 788,075,518.18	9.5%	197,994	0.96
55	Auto Dealers & Service Stations	\$ 2,552,505,470.09	30.9%	244,313	1.18
56	Apparel & Accessory Stores	\$ 232,106,143.92	2.8%	354,529	1.72
57	Furniture & Homefurnishings Stores	\$ 461,011,085.09	5.6%	272,379	1.32
58	Eating & Drinking Places	\$ 718,519,759.92	8.7%	270,755	1.31
59	Misc. Retail	\$ 1,420,403,416.12	17.2%	77,168	0.37
Total Retail Sales		\$ 8,260,116,520.24		175,261	0.85

Ten-Year Data Estimates for Sioux Falls										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$7,894	\$8,539	\$9,065	\$7,754	\$8,806	\$8,807	\$6,507	\$7,410	\$8,029	\$8,260
Population	167,050	170,183	173,503	177,636	180,398	183,793	192,517	196,528	202,078	206,410
Per Capita Income	\$28,120	\$28,515	\$29,625	\$31,161	\$31,802	\$33,069	\$33,996	\$33,276	\$36,430	\$40,198
Retail Pull	1.35	1.47	1.52	1.28	1.41	1.37	1.04	0.95	0.86	0.85

Sioux Falls Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.11	1.08	1.08	1.07	1.10	1.06	0.94	0.90	0.89	0.90
53-General Merchandise Stores	1.39	1.41	1.42	1.40	1.49	1.53	1.43	1.39	1.35	1.35
54-Food Stores	1.13	1.18	1.17	1.16	1.21	1.24	1.06	1.06	1.00	0.96
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	3.35	3.09	3.00	2.39	2.09	2.06	1.88	1.85	1.75	1.72
57-Furniture & Homefurnishings Stores	1.39	1.33	1.37	0.64	1.43	1.45	1.36	1.38	1.33	1.32
58-Eating & Drinking Places	1.50	1.50	1.51	1.46	1.50	1.52	1.40	1.37	1.35	1.31
59-Misc. Retail	1.35	1.75	1.89	1.36	1.60	1.45	0.65	0.44	0.37	0.37
G-Total Retail Sales	1.35	1.47	1.52	1.28	1.41	1.37	1.04	0.95	0.86	0.85

Rapid City

2023 Rapid City Retail Sales					
2023 Estimated Population		79,404			
2023 Estimated Per Capita Income		\$ 38,421			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 596,120,887.54	15.0%	151,906	1.91
	General Merchandise Stores	\$ 665,560,760.15	16.7%	146,255	1.84
	Food Stores	\$ 357,872,173.45	9.0%	94,069	1.18
	Auto Dealers & Service Stations	\$ 1,109,337,356.90	27.8%	111,091	1.40
	Apparel & Accessory Stores	\$ 78,095,021.28	2.0%	124,803	1.57
	Furniture & Homefurnishings Stores	\$ 135,189,295.44	3.4%	83,568	1.05
	Eating & Drinking Places	\$ 359,377,887.88	9.0%	141,685	1.78
	Misc. Retail	\$ 684,626,581.46	17.2%	18,830	0.49
	Total Retail Sales	\$ 3,986,179,964.10		88,490	1.11

Ten-Year Data Estimates for Rapid City										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$2,981	\$2,990	\$2,897	\$2,907	\$2,962	\$2,995	\$3,035	\$3,905	\$4,241	\$3,986
Population	72,995	73,370	74,116	75,237	76,170	77,503	74,703	76,184	78,824	79,404
Per Capita Income	\$25,983	\$26,379	\$27,058	\$28,643	\$30,077	\$30,627	\$31,718	\$31,723	\$34,916	\$38,421
Retail Pull	1.26	1.29	1.24	1.23	1.19	1.19	1.34	1.35	1.21	1.11

Rapid City Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.82	1.85	2.07	2.14	2.08	2.18	2.47	2.49	2.14	1.91
53-General Merchandise Stores	2.13	2.08	2.06	2.01	2.08	2.09	2.03	2.02	1.83	1.84
54-Food Stores	1.33	1.25	1.22	1.25	1.18	1.15	1.27	1.27	1.16	1.18
55-Auto Dealers & Service Stations	1.53	1.58	1.50	1.53	1.48	1.51	1.62	1.53	1.68	1.40
56-Apparel & Accessory Stores	1.35	1.43	1.36	1.67	1.75	1.78	1.55	1.74	1.62	1.57
57-Furniture & Homefurnishings Stores	1.29	1.18	1.22	1.30	1.24	1.28	1.24	1.22	1.00	1.05
58-Eating & Drinking Places	1.96	1.96	1.96	1.94	1.96	1.98	1.97	1.90	1.80	1.78
59-Misc. Retail	0.58	0.63	0.55	0.49	0.46	0.48	0.59	0.68	0.47	0.49
G-Total Retail Sales	1.26	1.29	1.24	1.23	1.19	1.19	1.34	1.35	1.21	1.11

Watertown

2023 Watertown Retail Sales					
2023 Estimated Population		23,230			
2023 Estimated Per Capita Income		\$ 35,599			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 133,905,456.81	10.4%	36,827	1.59
	General Merchandise Stores	\$ 197,332,952.78	15.4%	46,801	0.59
	Food Stores	\$ 148,842,562.27	11.6%	42,226	0.53
	Auto Dealers & Service Stations	\$ 358,155,974.29	27.9%	38,710	0.49
	Apparel & Accessory Stores	\$ 13,937,861.81	1.1%	24,040	0.30
	Furniture & Homefurnishings Stores	\$ 31,281,253.21	2.4%	20,870	0.26
	Eating & Drinking Places	\$ 82,128,454.54	6.4%	34,946	0.44
	Misc. Retail	\$ 319,723,787.72	24.9%	30,058	0.25
	Total Retail Sales	\$ 1,285,308,303.43		30,795	1.33

Ten-Year Data Estimates for Watertown										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$891	\$862	\$817	\$850	\$886	\$891	\$849	\$1,053	\$1,210	\$1,285
Population	22,076	22,047	22,169	22,246	22,180	22,174	22,655	22,722	23,019	23,230
Per Capita Income	\$25,185	\$26,389	\$26,757	\$28,783	\$29,230	\$28,902	\$30,454	\$29,346	\$32,547	\$35,599
Retail Pull	1.29	1.24	1.19	1.21	1.26	1.31	1.28	1.32	1.27	1.33

Watertown Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.70	1.53	1.50	1.53	1.63	1.65	1.57	1.62	1.59	1.59
53-General Merchandise Stores	2.10	1.98	2.01	1.96	2.08	2.15	2.04	2.06	1.93	2.01
54-Food Stores	1.61	1.53	1.50	1.45	1.60	1.67	1.54	1.67	1.66	1.82
55-Auto Dealers & Service Stations	1.48	1.48	1.47	1.60	1.62	1.76	1.55	1.58	1.49	1.67
56-Apparel & Accessory Stores	0.55	0.60	0.59	0.70	0.82	0.93	0.96	1.01	1.04	1.03
57-Furniture & Homefurnishings Stores	0.74	0.75	0.75	0.80	1.02	1.13	1.07	1.01	0.98	0.90
58-Eating & Drinking Places	1.56	1.52	1.51	1.46	1.52	1.63	1.59	1.55	1.50	1.50
59-Misc. Retail	0.82	0.76	0.66	0.67	0.67	0.71	0.76	0.80	0.81	0.84
G-Total Retail Sales	1.29	1.24	1.19	1.21	1.26	1.31	1.28	1.32	1.27	1.33

Aberdeen

2023 Aberdeen Retail Sales					
2023 Estimated Population		28,110			
2023 Estimated Per Capita Income		\$ 35,366			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 95,411,693.73	7.9%	26,413	0.94
	General Merchandise Stores	\$ 201,083,852.09	16.7%	48,005	1.71
	Food Stores	\$ 110,094,657.83	9.2%	31,439	1.12
	Auto Dealers & Service Stations	\$ 345,270,961.33	28.7%	37,563	1.34
	Apparel & Accessory Stores	\$ 25,686,204.03	2.1%	44,595	1.59
	Furniture & Homefurnishings Stores	\$ 48,783,823.94	4.1%	32,761	1.17
	Eating & Drinking Places	\$ 107,122,099.88	8.9%	45,881	1.63
	Misc. Retail	\$ 267,969,797.01	22.3%	20,819	0.59
	Total Retail Sales	\$ 1,201,423,089.85		28,974	1.03

Ten-Year Data Estimates for Aberdeen										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$1,802	\$1,494	\$1,418	\$1,573	\$1,756	\$1,317	\$965	\$1,092	\$1,157	\$1,201
Population	27,650	27,777	28,185	28,490	28,456	28,257	28,495	28,324	28,210	28,110
Per Capita Income	\$25,468	\$26,448	\$26,669	\$29,200	\$29,901	\$28,225	\$30,319	\$31,992	\$34,517	\$35,366
Retail Pull	2.05	1.70	1.63	1.73	1.90	1.56	1.17	1.01	0.94	1.03

Aberdeen Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.24	1.06	1.10	1.07	1.06	1.14	0.98	0.88	0.85	0.94
53-General Merchandise Stores	2.14	2.00	1.98	1.83	1.75	2.04	1.76	1.62	1.57	1.71
54-Food Stores	1.05	1.09	1.14	1.10	1.10	1.27	1.27	1.03	0.95	1.12
55-Auto Dealers & Service Stations	1.67	1.59	1.55	1.46	1.47	1.59	1.50	1.29	1.10	1.34
56-Apparel & Accessory Stores	0.57	0.63	0.74	0.95	1.11	1.28	1.18	1.11	1.15	1.59
57-Furniture & Homefurnishings Stores	1.22	1.16	1.12	1.13	1.24	1.20	1.16	1.05	1.08	1.17
58-Eating & Drinking Places	1.45	1.41	1.45	1.35	1.39	1.56	1.43	1.32	1.34	1.63
59-Misc. Retail	3.15	2.25	2.01	2.37	2.81	1.65	0.77	0.63	0.61	0.59
G-Total Retail Sales	2.05	1.70	1.63	1.73	1.90	1.56	1.17	1.01	0.94	1.03

Mitchell

2023 Mitchell Retail Sales					
2023 Estimated Population		15,621			
2023 Estimated Per Capita Income		\$ 32,423			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 114,995,002.75	12.7%	34,724	2.22
	General Merchandise Stores	\$ 128,515,970.20	14.2%	33,465	2.14
	Food Stores	\$ 63,963,652.59	7.1%	19,924	1.28
	Auto Dealers & Service Stations	\$ 315,684,120.08	34.9%	37,461	2.40
	Apparel & Accessory Stores	\$ 4,184,529.44	0.5%	7,924	0.51
	Furniture & Homefurnishings Stores	\$ 22,315,351.19	2.5%	16,346	1.05
	Eating & Drinking Places	\$ 61,007,228.59	6.7%	28,502	1.82
	Misc. Retail	\$ 193,550,598.84	21.4%	27,059	0.83
	Total Retail Sales	\$ 904,216,453.70		23,786	1.52

Ten-Year Data Estimates for Mitchell										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$732	\$721	\$688	\$667	\$695	\$688	\$690	\$849	\$894	\$904
Population	15,755	15,712	15,805	15,755	15,693	15,679	15,660	15,631	15,659	15,621
Per Capita Income	\$24,885	\$24,879	\$25,093	\$27,022	\$28,322	\$30,367	\$30,728	\$29,340	\$30,185	\$32,423
Retail Pull	1.50	1.54	1.49	1.43	1.44	1.36	1.50	1.54	1.49	1.52

Mitchell Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	2.70	2.29	2.04	2.01	2.04	2.20	2.08	2.07	2.17	2.22
53-General Merchandise Stores	2.17	2.11	2.08	1.95	1.93	1.81	1.80	1.90	2.00	2.14
54-Food Stores	1.12	1.18	1.19	1.20	1.21	1.20	1.45	1.31	1.25	1.28
55-Auto Dealers & Service Stations	2.12	2.29	2.28	2.25	2.30	2.21	2.26	2.31	2.20	2.40
56-Apparel & Accessory Stores	0.47	0.54	0.48	0.53	0.52	0.50	0.47	0.54	0.54	0.51
57-Furniture & Homefurnishings Stores	0.71	0.70	0.74	0.77	0.83	0.83	0.93	0.87	0.99	1.05
58-Eating & Drinking Places	1.80	1.86	1.96	1.86	1.86	1.83	1.75	1.83	1.81	1.82
59-Misc. Retail	0.85	0.90	0.87	0.77	0.78	0.68	0.85	0.97	0.87	0.83
G-Total Retail Sales	1.50	1.54	1.49	1.43	1.44	1.36	1.50	1.54	1.49	1.52

Brookings

2023 Brookings Retail Sales					
2023 Estimated Population		24,312			
2023 Estimated Per Capita Income		\$ 29,284			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 162,955,398.68	18.9%	54,481	2.24
	General Merchandise Stores	\$ 167,240,477.76	19.4%	48,217	1.98
	Food Stores	\$ 90,061,633.89	10.5%	31,060	1.28
	Auto Dealers & Service Stations	\$ 171,036,855.52	19.9%	22,472	0.92
	Apparel & Accessory Stores	\$ 11,403,239.77	1.3%	23,909	0.98
	Furniture & Homefurnishings Stores	\$ 20,181,968.81	2.3%	16,368	0.67
	Eating & Drinking Places	\$ 99,729,186.39	11.6%	51,586	2.12
	Misc. Retail	\$ 138,917,772.55	16.1%	10,360	0.43
	Total Retail Sales	\$ 861,526,533.37		25,092	1.03

Ten-Year Data Estimates for Brookings										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$503	\$517	\$547	\$537	\$531	\$568	\$573	\$710	\$808	\$862
Population	23,135	23,532	23,927	24,267	24,406	24,415	23,377	23,577	23,993	24,312
Per Capita Income	\$21,786	\$23,689	\$26,589	\$24,751	\$27,153	\$28,332	\$29,512	\$27,116	\$27,244	\$29,284
Retail Pull	0.80	0.78	0.74	0.82	0.74	0.78	0.87	0.93	0.97	1.03

Brookings Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.05	1.06	1.30	1.41	1.30	1.38	1.46	1.64	1.99	2.24
53-General Merchandise Stores	1.79	1.64	1.54	1.72	1.67	1.78	1.85	1.97	1.94	1.98
54-Food Stores	1.12	1.12	1.14	1.27	1.19	1.20	1.17	1.28	1.26	1.28
55-Auto Dealers & Service Stations	0.57	0.62	0.56	0.58	0.48	0.64	0.72	0.78	0.84	0.92
56-Apparel & Accessory Stores	0.42	0.45	0.41	0.52	0.46	0.51	0.40	0.49	0.54	0.98
57-Furniture & Homefurnishings Stores	0.45	0.45	0.45	0.59	0.58	0.59	0.64	0.68	0.66	0.67
58-Eating & Drinking Places	1.85	1.73	1.63	1.84	1.79	1.81	1.77	1.76	1.91	2.12
59-Misc. Retail	0.44	0.36	0.30	0.34	0.29	0.29	0.36	0.36	0.40	0.43
G-Total Retail Sales	0.80	0.78	0.74	0.82	0.74	0.78	0.87	0.93	0.97	1.03

Yankton

2023 Yankton Retail Sales					
2023 Estimated Population		15,630			
2023 Estimated Per Capita Income		\$ 36,680			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 65,682,045.34	8.9%	17,532	1.12
	General Merchandise Stores	\$ 135,274,278.20	18.4%	31,137	1.99
	Food Stores	\$ 76,384,112.91	10.4%	21,031	1.35
	Auto Dealers & Service Stations	\$ 287,563,008.13	39.2%	30,164	1.93
	Apparel & Accessory Stores	\$ 5,595,957.14	0.8%	9,367	0.60
	Furniture & Homefurnishings Stores	\$ 19,897,223.38	2.7%	12,883	0.82
	Eating & Drinking Places	\$ 55,731,409.21	7.6%	23,015	1.47
	Misc. Retail	\$ 88,107,043.70	12.0%	5,246	0.34
	Total Retail Sales	\$ 734,235,078.02		17,073	1.09

Ten-Year Data Estimates for Yankton										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$458	\$468	\$457	\$473	\$500	\$509	\$515	\$622	\$720	\$734
Population	14,541	14,538	14,547	14,529	14,632	14,687	15,411	15,453	15,534	15,630
Per Capita Income	\$26,831	\$27,044	\$26,033	\$28,560	\$31,986	\$30,204	\$31,865	\$31,615	\$32,882	\$36,680
Retail Pull	0.94	1.00	1.04	1.04	0.98	1.08	1.09	1.06	1.11	1.09

Yankton Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.15	1.12	1.19	1.26	1.12	1.35	1.20	1.09	1.10	1.12
53-General Merchandise Stores	2.03	2.00	2.15	1.99	1.87	2.13	1.84	1.83	1.91	1.99
54-Food Stores	1.33	1.37	1.56	1.52	1.40	1.57	1.42	1.36	1.35	1.35
55-Auto Dealers & Service Stations	0.95	1.14	1.22	1.31	1.32	1.49	1.54	1.55	1.85	1.93
56-Apparel & Accessory Stores	0.39	0.41	0.38	0.45	0.49	0.58	0.50	0.56	0.57	0.60
57-Furniture & Homefurnishings Stores	0.56	0.53	0.65	0.77	0.70	0.77	0.76	0.75	0.87	0.82
58-Eating & Drinking Places	1.40	1.48	1.59	1.53	1.42	1.57	1.41	1.37	1.44	1.47
59-Misc. Retail	0.49	0.47	0.44	0.42	0.41	0.42	0.49	0.47	0.39	0.34
G-Total Retail Sales	0.94	1.00	1.04	1.04	0.98	1.08	1.09	1.06	1.11	1.09

Huron

2023 Huron Retail Sales						
2023 Estimated Population		14,618				
2023 Estimated Per Capita Income		\$		29,576		
			% of total	Trade Area	Retail Pull	
	Bldg. Material & Garden Supplies	\$	22,787,252.99	3.2%	7,543	0.52
	General Merchandise Stores	\$	110,147,536.22	15.4%	31,443	2.15
	Food Stores	\$	36,111,899.39	5.0%	12,331	0.84
	Auto Dealers & Service Stations	\$	122,801,124.95	17.1%	15,975	1.09
	Apparel & Accessory Stores	\$	3,556,633.39	0.5%	7,384	0.51
	Furniture & Homefurnishings Stores	\$	11,889,854.17	1.7%	9,548	0.65
	Eating & Drinking Places	\$	31,486,783.53	4.4%	16,126	1.10
	Misc. Retail	\$	378,651,842.55	52.8%	27,960	1.91
	Total Retail Sales	\$	717,432,927.19		20,689	1.42

Ten-Year Data Estimates for Huron										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$408	\$434	\$426	\$1,259	\$494	\$480	\$481	\$623	\$655	\$717
Population	13,054	13,103	13,142	13,407	13,366	13,380	14,263	14,231	14,462	14,618
Per Capita Income	\$22,223	\$22,485	\$22,883	\$22,733	\$24,431	\$24,253	\$24,752	\$25,143	\$27,305	\$29,576
Retail Pull	1.13	1.23	1.22	3.77	1.39	1.40	1.42	1.45	1.31	1.42

Huron Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.64	0.55	0.54	0.55	0.63	0.59	0.51	0.44	0.49	0.52
53-General Merchandise Stores	3.10	3.35	3.24	2.82	2.20	2.43	2.10	1.99	1.97	2.15
54-Food Stores	1.29	1.30	1.28	1.31	1.30	1.39	1.40	1.22	0.82	0.84
55-Auto Dealers & Service Stations	0.93	1.10	1.11	1.26	1.16	1.18	1.13	1.17	1.20	1.09
56-Apparel & Accessory Stores	0.39	0.41	0.49	0.61	0.68	0.72	0.63	0.52	0.53	0.51
57-Furniture & Homefurnishings Stores	0.57	0.57	0.56	0.68	0.67	0.65	0.64	0.70	0.69	0.65
58-Eating & Drinking Places	1.09	1.08	1.15	1.17	1.20	1.26	1.11	1.08	1.04	1.10
59-Misc. Retail	0.91	1.01	1.00	7.96	1.67	1.58	1.88	2.05	1.68	1.91
G-Total Retail Sales	1.13	1.23	1.22	3.77	1.39	1.40	1.42	1.45	1.31	1.42

Spearfish

2023 Spearfish Retail Sales					
2023 Estimated Population		13,282			
2023 Estimated Per Capita Income		\$ 44,700			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 52,905,361.57	7.8%	11,588	0.87
	General Merchandise Stores	\$ 165,637,650.39	24.5%	31,286	2.36
	Food Stores	\$ 70,666,551.67	10.4%	15,966	1.20
	Auto Dealers & Service Stations	\$ 243,794,226.21	36.0%	20,985	1.58
	Apparel & Accessory Stores	\$ 6,470,466.41	1.0%	8,888	0.67
	Furniture & Homefurnishings Stores	\$ 17,221,051.29	2.5%	9,150	0.69
	Eating & Drinking Places	\$ 61,912,588.20	9.2%	20,980	1.58
	Misc. Retail	\$ 57,708,548.10	8.5%	2,819	0.21
	Total Retail Sales	\$ 676,316,443.83		12,905	0.97

Ten-Year Data Estimates for Spearfish										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$460	\$466	\$446	\$458	\$469	\$464	\$480	\$578	\$636	\$676
Population	11,031	11,181	11,438	11,646	11,667	11,756	12,193	12,358	12,914	13,282
Per Capita Income	\$26,813	\$24,316	\$24,569	\$26,446	\$31,801	\$32,936	\$32,462	\$37,077	\$40,007	\$44,700
Retail Pull	1.25	1.43	1.37	1.36	1.16	1.13	1.26	1.05	0.97	0.97

Spearfish Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	1.01	1.05	1.10	1.31	1.08	0.87	1.03	0.83	0.82	0.87
53-General Merchandise Stores	2.95	3.25	3.07	2.93	2.74	2.96	2.86	2.52	2.35	2.36
54-Food Stores	1.49	1.80	1.77	1.64	1.42	1.42	1.42	1.19	1.17	1.20
55-Auto Dealers & Service Stations	2.02	2.33	2.23	2.22	1.90	1.82	2.05	1.66	1.55	1.58
56-Apparel & Accessory Stores	0.46	0.59	0.58	0.71	0.72	0.67	0.69	0.64	0.65	0.67
57-Furniture & Homefurnishings Stores	0.59	0.64	0.58	0.66	0.63	0.71	0.82	0.74	0.65	0.69
58-Eating & Drinking Places	2.13	2.39	2.41	2.59	2.19	2.15	2.07	1.67	1.49	1.58
59-Misc. Retail	0.22	0.25	0.27	0.23	0.19	0.20	0.25	0.22	0.21	0.21
G-Total Retail Sales	1.25	1.43	1.37	1.36	1.16	1.13	1.26	1.05	0.97	0.97

Pierre

2023 Pierre Retail Sales					
2023 Estimated Population		13,880			
2023 Estimated Per Capita Income		\$ 37,285			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 45,971,862.53	8.7%	12,072	0.87
	General Merchandise Stores	\$ 128,747,416.01	24.2%	29,154	2.10
	Food Stores	\$ 50,815,488.49	9.6%	13,764	0.99
	Auto Dealers & Service Stations	\$ 115,437,567.83	21.7%	11,912	0.86
	Apparel & Accessory Stores	\$ 2,474,213.08	0.5%	4,074	0.29
	Furniture & Homefurnishings Stores	\$ 29,185,748.13	5.5%	18,591	1.34
	Eating & Drinking Places	\$ 42,489,957.67	8.0%	17,262	1.24
	Misc. Retail	\$ 116,105,411.69	21.9%	6,801	0.49
	Total Retail Sales	\$ 531,227,665.44		12,152	0.88

Ten-Year Data Estimates for Pierre										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$419	\$420	\$431	\$591	\$429	\$446	\$435	\$511	\$514	\$531
Population	14,027	13,981	13,987	14,005	14,000	13,867	14,091	14,000	13,969	13,880
Per Capita Income	\$28,592	\$28,801	\$29,756	\$31,288	\$33,103	\$33,351	\$34,638	\$33,797	\$34,296	\$37,285
Retail Pull	0.84	0.87	0.89	1.23	0.85	0.91	0.93	0.90	0.85	0.88

Pierre Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.39	0.52	0.92	0.96	0.93	0.98	0.90	0.79	0.77	0.87
53-General Merchandise Stores	2.14	2.15	2.02	1.95	1.94	2.09	1.96	1.98	2.01	2.10
54-Food Stores	0.98	1.00	1.02	1.03	1.07	1.14	1.02	0.97	1.00	0.99
55-Auto Dealers & Service Stations	1.01	1.11	1.20	1.21	1.16	1.21	1.13	1.09	0.80	0.86
56-Apparel & Accessory Stores	0.28	0.29	0.29	0.36	0.36	0.37	0.30	0.31	0.32	0.29
57-Furniture & Homefurnishings Stores	1.02	0.93	0.89	10.34	0.83	0.87	1.04	0.99	1.28	1.34
58-Eating & Drinking Places	1.25	1.24	1.20	1.12	1.13	1.16	1.18	1.11	1.18	1.24
59-Misc. Retail	0.37	0.36	0.32	0.30	0.30	0.39	0.48	0.48	0.49	0.49
G-Total Retail Sales	0.84	0.87	0.89	1.23	0.85	0.91	0.93	0.90	0.85	0.88

Madison

2023 Madison Retail Sales					
2023 Estimated Population			6,091		
2023 Estimated Per Capita Income			\$ 33,897		
			%	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 11,957,758.11	3.4%	3,454	0.57
	General Merchandise Stores	\$ 32,392,527.55	9.1%	8,068	1.32
	Food Stores	\$ 38,476,826.70	10.8%	11,464	1.88
	Auto Dealers & Service Stations	\$ 108,479,041.06	30.6%	12,313	2.02
	Apparel & Accessory Stores	\$ 333,761.87	0.1%	605	0.10
	Furniture & Homefurnishings Stores	\$ 8,201,589.34	2.3%	5,747	0.94
	Eating & Drinking Places	\$ 16,240,123.30	4.6%	7,257	1.19
	Misc. Retail	\$ 138,695,056.24	39.1%	8,936	1.47
	Total Retail Sales	\$ 354,776,684.18		8,927	1.47

Ten-Year Data Estimates for Madison										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$307	\$325	\$296	\$306	\$321	\$317	\$323	\$355	\$333	\$355
Population	6,957	7,081	7,228	7,312	7,437	7,270	6,191	6,071	6,097	6,091
Per Capita Income	\$21,272	\$22,138	\$22,330	\$21,997	\$23,168	\$24,590	\$24,517	\$24,747	\$29,023	\$33,897
Retail Pull	1.66	1.74	1.58	1.74	1.72	1.68	2.22	1.97	1.48	1.47

Madison Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.57	0.47	0.50	0.54	0.49	0.57	0.83	0.59	0.62	0.57
53-General Merchandise Stores	3.94	4.12	4.09	3.43	1.02	1.00	1.39	1.33	1.35	1.32
54-Food Stores	1.50	1.46	1.43	1.61	1.64	1.76	2.21	2.04	1.89	1.88
55-Auto Dealers & Service Stations	2.28	2.23	2.18	2.52	2.30	2.23	2.43	2.41	1.92	2.02
56-Apparel & Accessory Stores	0.31	0.32	0.32	0.41	0.57	0.41	0.34	0.16	0.11	0.10
57-Furniture & Homefurnishings Stores	0.87	0.89	1.14	1.21	1.01	1.18	1.54	1.29	1.08	0.94
58-Eating & Drinking Places	1.31	1.29	1.40	1.53	1.49	1.50	1.91	1.68	1.42	1.19
59-Misc. Retail	1.15	1.36	0.95	1.24	2.02	1.87	2.97	2.49	1.49	1.47
G-Total Retail Sales	1.66	1.74	1.58	1.74	1.72	1.68	2.22	1.97	1.48	1.47

Sturgis

2023 Sturgis Retail Sales					
2023 Estimated Population		7,067			
2023 Estimated Per Capita Income		\$ 29,576			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 12,837,507.93	4.0%	4,250	0.60
	General Merchandise Stores	\$ 19,396,095.62	6.1%	5,537	0.78
	Food Stores	\$ 36,309,246.54	11.4%	12,398	1.75
	Auto Dealers & Service Stations	\$ 157,199,632.34	49.5%	20,450	2.89
	Apparel & Accessory Stores	\$ 8,186,069.78	2.6%	16,994	2.40
	Furniture & Homefurnishings Stores	\$ 11,642,099.25	3.7%	9,349	1.32
	Eating & Drinking Places	\$ 31,162,305.16	9.8%	15,960	2.26
	Misc. Retail	\$ 40,908,069.60	12.9%	3,021	0.43
	Total Retail Sales	\$ 317,641,026.22		9,160	1.30

Ten-Year Data Estimates for Sturgis										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$202	\$206	\$203	\$214	\$230	\$237	\$238	\$286	\$314	\$318
Population	6,660	6,603	6,715	6,880	6,904	6,922	7,020	7,107	7,170	7,067
Per Capita Income	\$23,249	\$23,598	\$24,699	\$25,269	\$27,743	\$26,548	\$26,471	\$24,924	\$25,402	\$29,576
Retail Pull	1.04	1.11	1.06	1.12	1.11	1.22	1.34	1.35	1.36	1.30

Sturgis Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.34	0.34	0.45	0.43	0.47	0.56	0.58	0.53	0.57	0.60
53-General Merchandise Stores	0.81	0.73	0.65	0.67	0.72	0.64	0.68	0.78	0.81	0.78
54-Food Stores	1.93	2.05	1.76	1.85	1.72	1.69	1.84	1.75	1.73	1.75
55-Auto Dealers & Service Stations	1.42	1.63	1.64	1.72	1.90	2.48	2.66	2.75	2.91	2.89
56-Apparel & Accessory Stores	0.53	0.88	1.65	2.12	2.00	2.17	2.48	2.53	2.58	2.40
57-Furniture & Homefurnishings Stores	0.30	0.37	0.78	1.29	1.23	1.42	1.16	1.19	1.14	1.32
58-Eating & Drinking Places	2.01	2.44	2.13	2.19	2.13	2.21	2.40	2.45	2.31	2.26
59-Misc. Retail	0.73	0.68	0.61	0.64	0.52	0.45	0.51	0.51	0.50	0.43
G-Total Retail Sales	1.04	1.11	1.06	1.12	1.11	1.22	1.34	1.35	1.36	1.30

Belle Fourche

2023 Belle Fourche Retail Sales					
2023 Estimated Population		5,873			
2023 Estimated Per Capita Income		\$ 34,987			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 28,078,616.82	9.4%	7,857	1.34
	General Merchandise Stores	\$ 23,393,740.53	7.8%	5,645	0.96
	Food Stores	\$ 45,012,414.84	15.1%	12,993	2.21
	Auto Dealers & Service Stations	\$ 127,699,943.83	42.7%	14,043	2.39
	Apparel & Accessory Stores	\$ 2,166,772.92	0.7%	3,803	0.65
	Furniture & Homefurnishings Stores	\$ 6,114,247.72	2.0%	4,151	0.71
	Eating & Drinking Places	\$ 17,672,212.47	5.9%	7,651	1.30
	Misc. Retail	\$ 48,946,653.52	16.4%	3,055	0.52
	Total Retail Sales	\$ 299,084,602.64		7,291	1.24

Ten-Year Data Estimates for Belle Fourche										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$207	\$199	\$189	\$197	\$205	\$200	\$206	\$249	\$296	\$299
Population	5,663	5,639	5,586	5,554	5,616	5,702	5,617	5,699	5,848	5,873
Per Capita Income	\$21,885	\$22,113	\$27,464	\$27,349	\$30,139	\$32,313	\$34,487	\$28,774	\$25,015	\$34,987
Retail Pull	1.34	1.34	1.06	1.18	1.12	1.03	1.11	1.27	1.60	1.24

Belle Fourche Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.86	0.99	0.88	0.87	0.86	0.82	0.91	1.23	1.95	1.34
53-General Merchandise Stores	0.91	1.52	1.54	1.83	1.73	1.20	1.06	1.00	1.16	0.96
54-Food Stores	3.63	3.31	2.68	2.91	2.65	2.14	2.05	2.28	2.93	2.21
55-Auto Dealers & Service Stations	2.35	2.43	1.86	2.12	2.08	2.21	2.12	2.50	3.08	2.39
56-Apparel & Accessory Stores	0.14	0.13	0.12	0.15	0.20	0.26	0.44	0.59	0.77	0.65
57-Furniture & Homefurnishings Stores	0.65	0.82	0.71	0.74	0.69	0.57	0.55	0.58	0.73	0.71
58-Eating & Drinking Places	1.17	1.22	0.99	0.99	0.89	0.88	0.91	1.15	1.23	1.30
59-Misc. Retail	0.35	0.21	0.16	0.18	0.17	0.19	0.38	0.44	0.58	0.52
G-Total Retail Sales	1.34	1.34	1.06	1.18	1.12	1.03	1.11	1.27	1.60	1.24

Brandon

2023 Brandon Retail Sales					
2023 Estimated Population		10,958			
2023 Estimated Per Capita Income		\$ 46,599			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 31,494,951.67	10.7%	6,617	0.60
	General Merchandise Stores	\$ 25,232,319.79	8.6%	4,572	0.42
	Food Stores	\$ 25,814,171.28	8.8%	5,595	0.51
	Auto Dealers & Service Stations	\$ 60,983,652.36	20.8%	5,035	0.46
	Apparel & Accessory Stores	\$ 426,139.65	0.1%	561	0.05
	Furniture & Homefurnishings Stores	\$ 28,383,278.73	9.7%	14,466	1.32
	Eating & Drinking Places	\$ 26,649,215.67	9.1%	8,663	0.79
	Misc. Retail	\$ 94,546,747.41	32.2%	4,431	0.40
	Total Retail Sales	\$ 293,530,476.56		5,373	0.49

Ten-Year Data Estimates for Brandon										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$173	\$173	\$140	\$155	\$154	\$166	\$176	\$201	\$269	\$294
Population	9,641	9,732	9,833	10,012	9,998	10,074	11,048	10,950	11,110	10,958
Per Capita Income	\$27,250	\$28,550	\$30,537	\$32,879	\$34,306	\$35,423	\$37,538	\$41,762	\$43,680	\$46,599
Retail Pull	0.53	0.52	0.40	0.43	0.41	0.44	0.44	0.37	0.44	0.49

Brandon Income Adjusted Retail Pull by Year and Major Group										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
52-Bldg. Material & Garden Supplies	0.46	0.40	0.44	0.49	0.49	0.54	0.51	0.55	0.60	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	1.45	1.23	1.16	0.73	0.70	0.74	0.53	0.42	0.45	0.51
55-Auto Dealers & Service Stations	0.48	0.51	0.20	0.30	0.33	0.30	0.29	0.33	0.38	0.46
56-Apparel & Accessory Stores	0.05	0.12	0.17	0.35	0.53	0.64	0.49	0.28	0.15	0.05
57-Furniture & Homefurnishings Stores	0.35	0.30	0.29	1.29	0.46	0.44	0.40	0.47	1.37	1.32
58-Eating & Drinking Places	0.69	0.68	0.69	0.70	0.77	0.79	0.79	0.69	0.69	0.79
59-Misc. Retail	0.40	0.43	0.31	0.30	0.32	0.38	0.46	0.28	0.33	0.40
G-Total Retail Sales	0.53	0.52	0.40	0.43	0.41	0.44	0.44	0.37	0.44	0.49

Vermillion

2023 Vermillion Retail Sales					
2023 Estimated Population		12,011			
2023 Estimated Per Capita Income		\$ 24,781			
			% of total	Trade Area	Retail Pull
	Bldg. Material & Garden Supplies	\$ 7,164,262.46	2.6%	2,830	0.24
	General Merchandise Stores	\$ 78,936,830.16	29.1%	26,894	2.24
	Food Stores	\$ 19,391,146.70	7.1%	7,903	0.66
	Auto Dealers & Service Stations	\$ 95,324,328.73	35.1%	14,800	1.23
	Apparel & Accessory Stores	\$ 513,378.66	0.2%	1,272	0.11
	Furniture & Homefurnishings Stores	\$ 4,458,289.35	1.6%	4,273	0.36
	Eating & Drinking Places	\$ 45,533,422.76	16.8%	27,833	2.32
	Misc. Retail	\$ 20,030,137.04	7.4%	1,765	0.15
	Total Retail Sales	\$ 271,351,795.86		9,339	0.78

Ten-Year Data Estimates for Vermillion										
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Retail Sales in millions	\$152	\$164	\$170	\$169	\$174	\$173	\$173	\$223	\$246	\$271
Population	10,659	10,587	10,727	10,807	10,762	10,926	11,695	11,802	11,915	12,011
Per Capita Income	\$17,454	\$18,147	\$20,031	\$22,029	\$23,664	\$25,612	\$27,090	\$28,684	\$24,535	\$24,781
Retail Pull	0.66	0.71	0.68	0.65	0.63	0.58	0.57	0.55	0.66	0.78

Vermillion Income Adjusted Retail Pull by Year and Major Group											
	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	
52-Bldg. Material & Garden Supplies	0.34	0.38	0.30	0.28	0.31	0.28	0.25	0.21	0.23	0.24	
53-General Merchandise Stores	1.70	1.64	1.56	1.45	1.47	1.45	1.38	1.60	1.94	2.24	
54-Food Stores	0.95	0.96	0.89	0.84	0.85	0.82	0.75	0.62	0.67	0.66	
55-Auto Dealers & Service Stations	0.66	0.85	0.89	0.91	0.93	0.88	0.84	0.83	1.03	1.23	
56-Apparel & Accessory Stores	0.15	0.20	0.17	0.18	0.12	0.07	0.07	0.07	0.11	0.11	
57-Furniture & Homefurnishings Stores	0.53	0.54	0.57	0.73	0.44	0.47	0.63	0.36	0.42	0.36	
58-Eating & Drinking Places	2.11	2.06	1.97	1.82	1.83	1.69	1.40	1.29	1.74	2.32	
59-Misc. Retail	0.17	0.19	0.18	0.12	0.11	0.09	0.08	0.07	0.09	0.15	
G-Total Retail Sales	0.66	0.71	0.68	0.65	0.63	0.58	0.57	0.55	0.66	0.78	

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, bookstores, 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).