



Industry Spotlight

Retail Trade

Yankton County, South Dakota

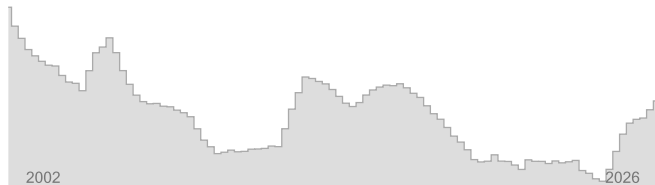


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Retail Trade

Yankton County, South Dakota – 2026Q1

EMPLOYMENT



1,661

Regional employment / **15,978,216** in the nation

-0.2%

Avg Ann % Change Last 10 Years / **-0.3%** in the US

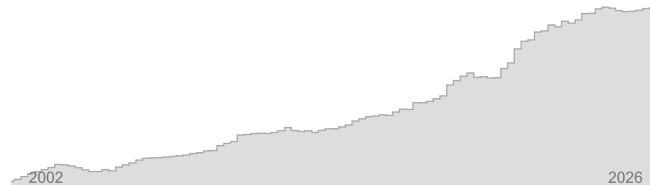


12.0%

% of Total Employment / **9.6%** in the US



WAGES



\$33,915

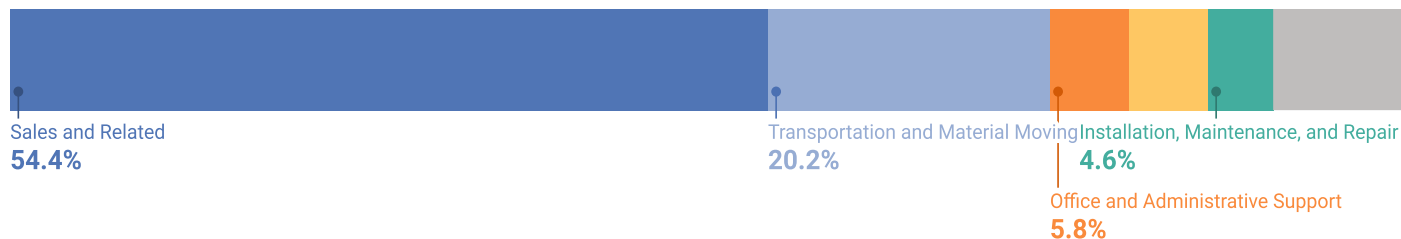
Avg Wages per Worker / **\$43,835** in the nation

4.0%

Avg Ann % Change Last 10 Years / **+3.9%** in the US

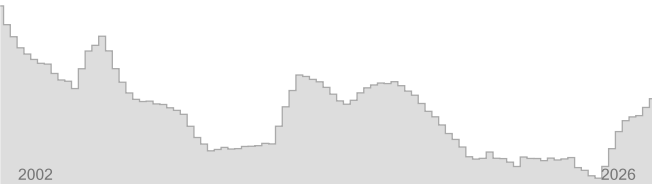


TOP OCCUPATION GROUPS

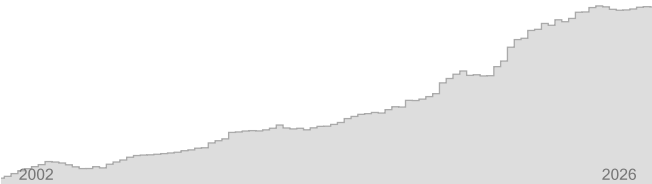


Industry Snapshot

EMPLOYMENT



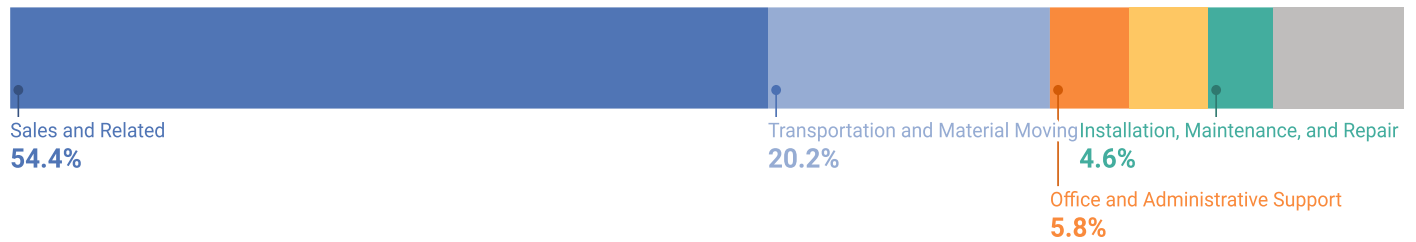
WAGES



2-Digit Industry	Empl	Avg Ann Wages	LQ	5yr History	Annual Demand	Forecast Ann Growth
Retail Trade	1,661	\$33,915	1.25		212	-0.6%

- 💡 Employment is one of the broadest and most timely measures of a region's economy. Fluctuations in the number of jobs shed light on the health of an industry. A growing employment base creates more opportunities for regional residents and helps a region grow its population.
- 💡 Since wages and salaries generally compose the majority of a household's income, the annual average wages of a region affect its average household income, housing market, quality of life, and other socioeconomic indicators.

Staffing Pattern

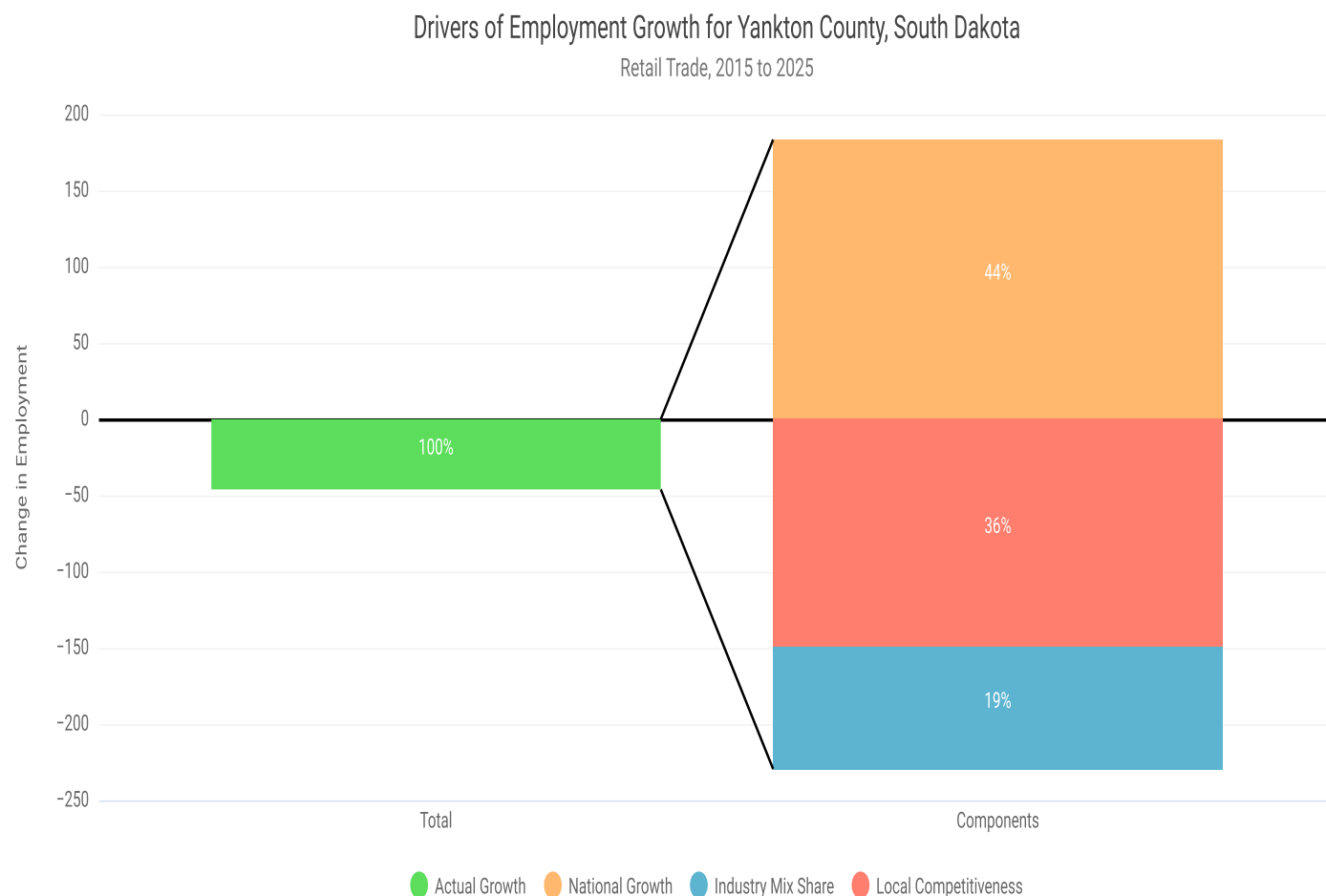


6-digit Occupation	Empl	Avg Ann Wages	Annual Demand
Retail Salespersons	357	\$39,500	48
Cashiers	339	\$30,900	56
Stockers and Order Fillers	223	\$36,900	37
First-Line Supervisors of Retail Sales Workers	127	\$61,700	10
Parts Salespersons	42	\$42,500	4
Fast Food and Counter Workers	40	\$31,200	8
Light Truck Drivers	32	\$33,700	3
Customer Service Representatives	31	\$42,900	3
Automotive Service Technicians and Mechanics	29	\$54,700	2
Food Preparation Workers	29	\$32,300	5
Remaining Component Occupations	385	\$53,400	38
Total	1,633		

 The mix of occupations points to the ability of a region to support an industry and its flexibility to adapt to future demand. Industry wages are a component of the cost of labor for regional employers.

Drivers of Employment Growth

Over the ten years ending 2025, employment in Retail Trade for Yankton County, South Dakota shed 46 jobs. After adjusting for national growth during this period and industry mix share, the part of this employment change due to local competitiveness was a loss of 149 jobs—meaning this industry was less competitive than its national counterpart during this period.



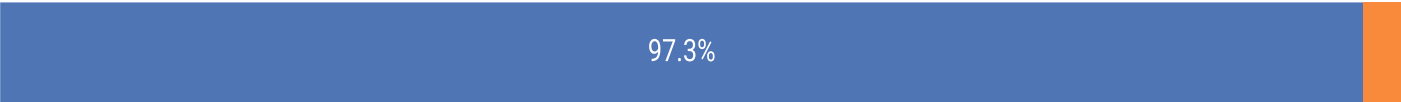
Source: JobsEQ®
Data as of 2025Q4

- Shift-share analysis sheds light on the factors that drive regional employment growth in an industry. A positive change in local competitiveness indicates advantages that may be due to factors such as superior technology, management, and labor pool, etc.
- National growth is due to the overall growth or contraction in the national economy. Industry mix share is the growth attributable to the specific industries examined (based on national industry growth patterns and the industry mix of the region).

Employment Distribution by Type

The table below shows the employment mix by ownership type for Retail Trade for Yankton County, South Dakota. Four of these ownership types — federal, state, and local government and the private sector — together constitute “Covered Employment” (employment covered by the Unemployment Insurance programs of the United States and reported via the Quarterly Census of Employment and Wages).

“Self-Employment” refers to unincorporated self-employment and represents workers whose primary job is self-employment (that is, these data do not include workers whose primary job is a wage-and-salary position that is supplemented with self-employment).



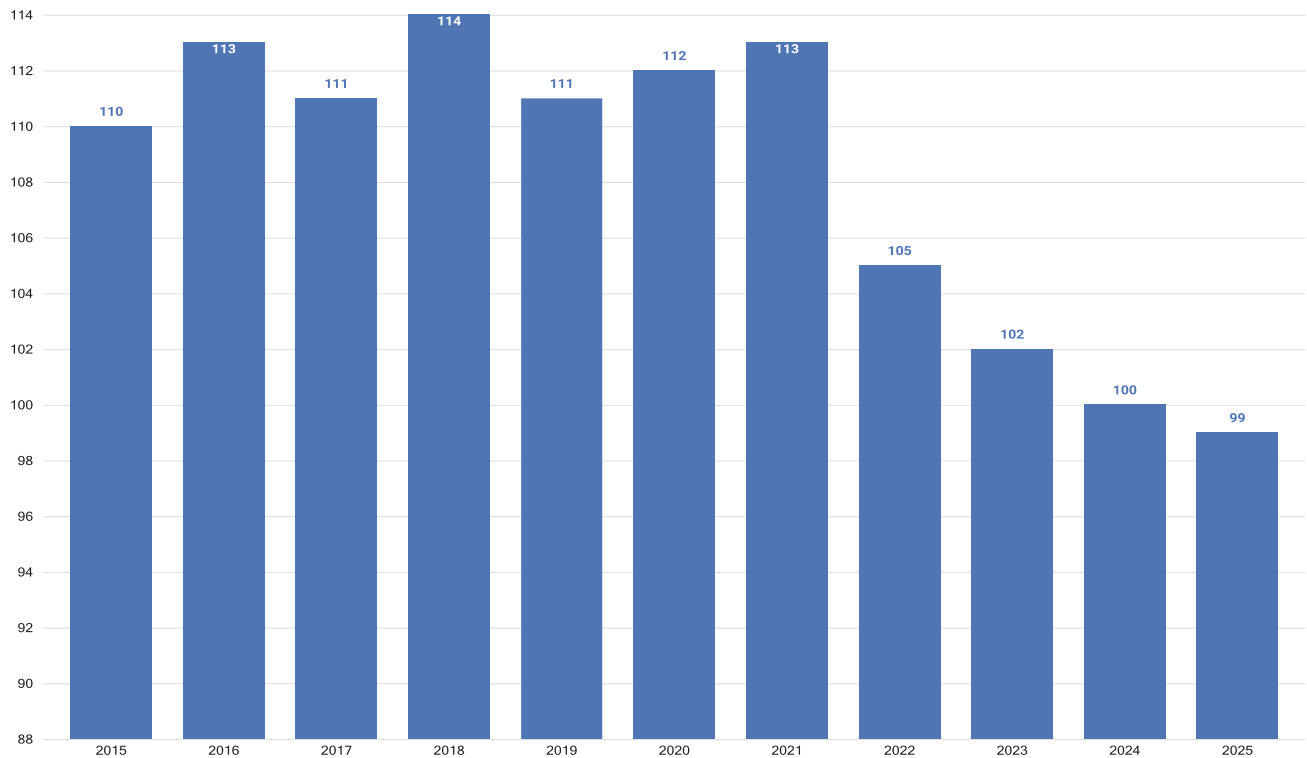
	Empl	%
Private	1,616	97.3%
Self-Employment	45	2.7%

Source: JobsEQ®

 Strong entrepreneurial activity is indicative of growing industries. Using self-employment as a proxy for entrepreneurs, a higher share of self-employed individuals within a regional industry points to future growth.

Establishments

In 2025, there were 99 Retail Trade establishments in Yankton County, South Dakota (per covered employment establishment counts), a decrease from 110 establishments ten years earlier in 2015.



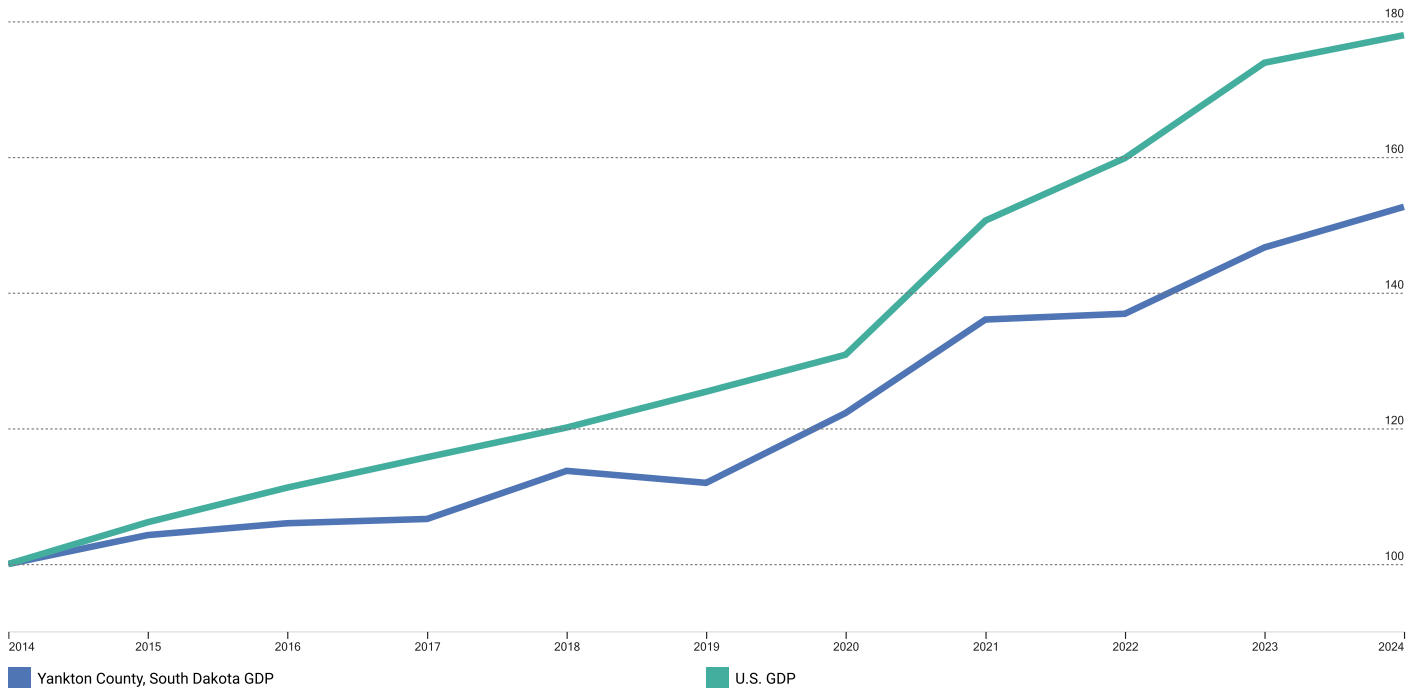
Source: JobsEQ®

 New business formations are an important source of job creation in a regional economy, spurring innovation and competition, and driving productivity growth. Establishment data can provide an indicator of growth in businesses by counting each single location (such as a factory or a store) where business activity takes place, and with at least one employee.

GDP & Productivity

In 2024, Retail Trade produced \$0.1 billion in GDP for Yankton County, South Dakota.

GDP: Indexed 2014 = 100



7.8 %

Industry Share of Total GDP /
6.3 % in the nation



4.3 % ↑

Avg Ann % Change Last 10 Yrs /
5.9 % in the nation



\$141k

Output per Worker /
\$176k in the nation



💡 Gross domestic product (GDP) is the most comprehensive measure of regional economic activity, and an industry's contribution to GDP is an important indicator of regional industry strength. It is a measure of total value-added to a regional economy in the form of labor income, proprietor's income, and business profits, among others. GDP values shown on this page are nominal GDP data.

💡 Growth in productivity (output per worker) leads to increases in wealth and higher average standards of living in a region.

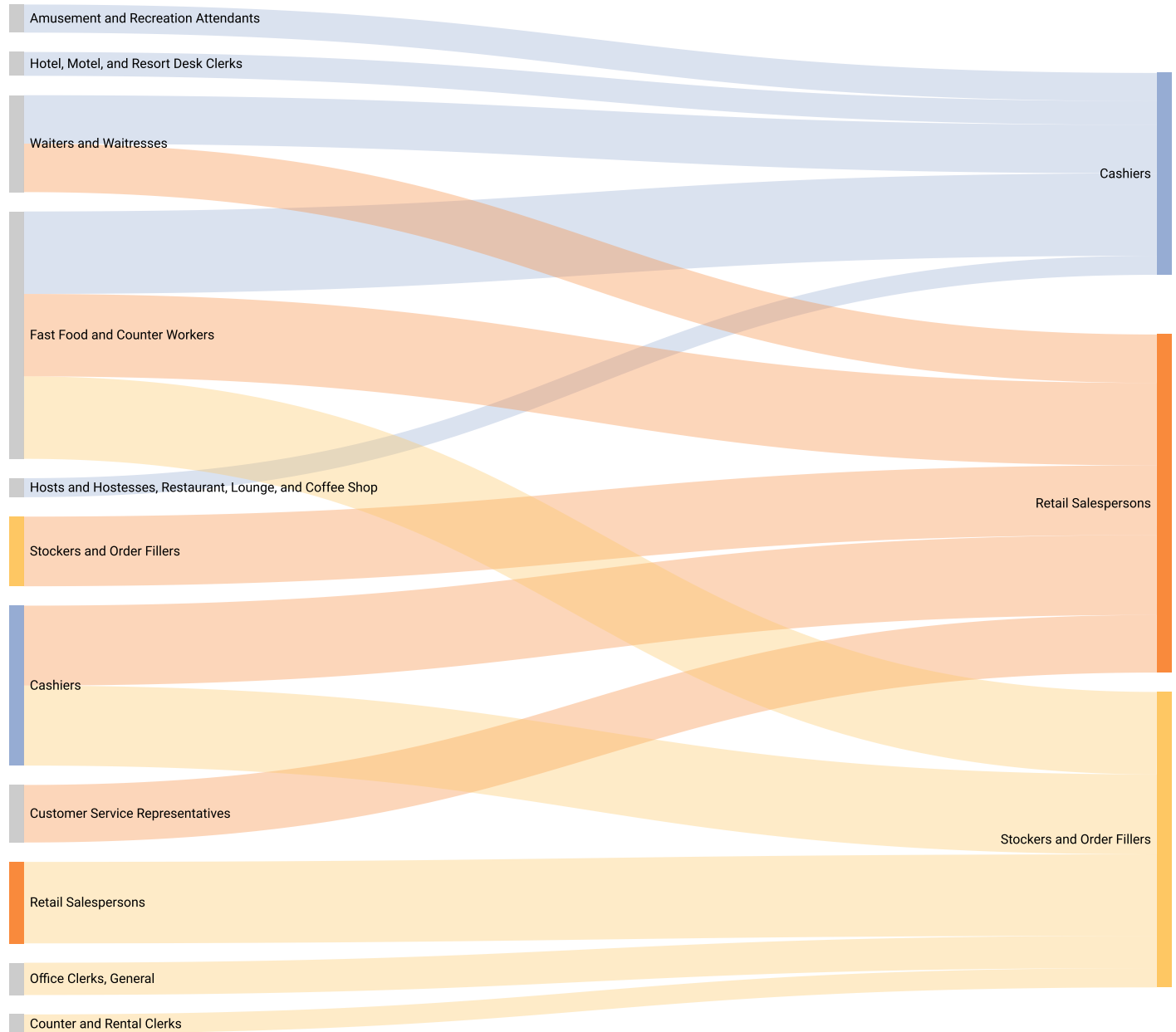
Supply Chain: Top Suppliers

As of 2026Q1, Retail Trade in Yankton County, South Dakota are estimated to make \$102.7 million in annual purchases from suppliers in the United States with about 21% or \$21.7 million of these purchases being made from businesses located in Yankton County, South Dakota.

2-digit Supplier Industries	Purchases from In-Region (\$M)	Purchases from Out-of-Region (\$M)
Real Estate and Rental and Leasing	\$8.7	\$25.9
Manufacturing	\$2.0	\$10.5
Professional, Scientific, and Technical Services	\$2.2	\$8.1
Administrative and Support and Waste Management and Remediation Services	\$1.7	\$5.8
Finance and Insurance	\$1.4	\$5.5
Remaining Supplier Industries	\$5.6	\$25.2
Total	\$21.7	\$81.0

 Supplier-buyer networks can indicate local linkages between industries, regional capacity to support growth in an industry, and potential leakage of sales out of the region.

Sector Strategy Pathways



 The graphics on this page illustrate relationships and potential movement (from left to right) between occupations that share similar skill sets. Developing career pathways as a strategy promotes industry employment growth and workforce engagement.

Postsecondary Programs Linked to Retail Trade

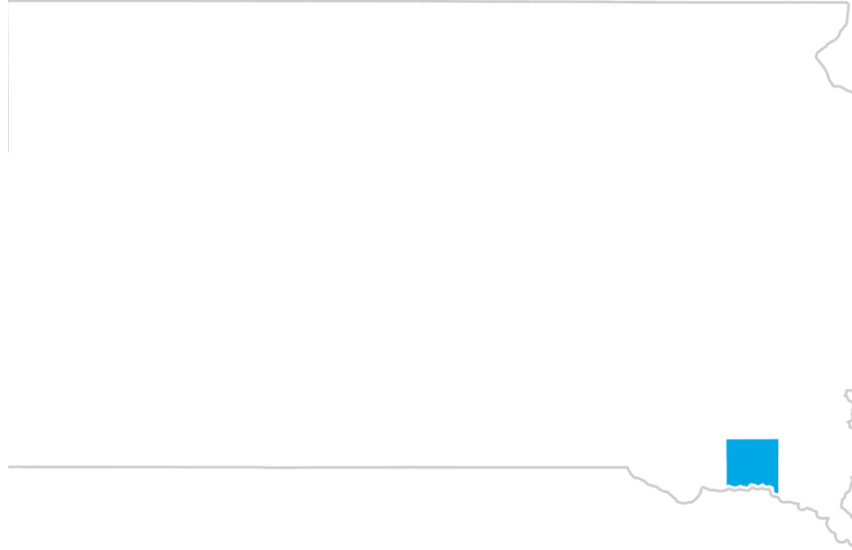
Program	Awards
Mount Marty University	
Accounting	8
Accounting and Business/Management	7
Applied Horticulture/Horticulture Operations, General	3
Business Administration and Management, General	25
Criminal Justice/Safety Studies	6
Parks, Recreation, and Leisure Facilities Management, General	6

Source: [JobsEQ®](#)

 The number of graduates from postsecondary programs in the region identifies the pipeline of future workers as well as the training capacity to support industry demand.

 Among postsecondary programs at schools located in Yankton County, South Dakota, the sampling above identifies those most linked to occupations relevant to Retail Trade. For a complete list see JobsEQ®, <http://www.chmuraecon.com/jobseq>

Yankton County, South Dakota Regional Map



Data Notes

- Industry employment and wages (including total regional employment and wages) are as of 2026Q1 and are based upon BLS QCEW data, imputed by Chmura where necessary, and supplemented by additional sources including Census ZBP data. Employment forecasts are modeled by Chmura and are consistent with BLS national-level 10-year forecasts.
- Occupation employment is as of 2026Q1 and is based on industry employment and local staffing patterns calculated by Chmura and utilizing BLS OEWS data. Wages by occupation are as of 2026, utilizing BLS OEWS data and imputed by Chmura.
- GDP is derived from BEA data and imputations by Chmura. Productivity (output per worker) is calculated by Chmura using industry employment and wages as well as GDP and BLS output data. Supply chain modeling including purchases by industry are developed by Chmura.
- Postsecondary awards are per the NCES and are for the 2023-2024 academic year.
- Establishment counts are per the BLS QCEW data.
- Figures may not sum due to rounding.

FAQ

What is (LQ) location quotient?

Location quotient is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is annual demand?

Annual demand is a of the sum of the annual projected growth demand and separation demand. Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. Growth demand is the increase or decrease of jobs expected due to expansion or contraction of the overall number of jobs.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.