

Retail Trade in Yankton County, SD



803 East 4th Street
Yankton, South Dakota 57058

Contents

What is Lightcast Data?	1
Report Parameters	2
Workforce Map	3
Executive Summary	4
Supply (Jobs)	5
Demographic Details	7
Demand	8
What skills are they posting for?	9

What is Lightcast Data?

Lightcast data is a hybrid dataset derived from official government sources such as the US Census Bureau, Bureau of Economic Analysis, and Bureau of Labor Statistics. Leveraging the unique strengths of each source, our data modeling team creates an authoritative dataset that captures more than 99% of all workers in the United States. This core offering is then enriched with data from online social profiles, resumés, and job postings to give you a complete view of the workforce.

Lightcast data is frequently cited in major publications such as *The Atlantic*, *Forbes*, *Harvard Business Review*, *The New York Times*, *The Wall Street Journal*, and *USA Today*.



Report Parameters

1 Industry

44 Retail Trade

1 County

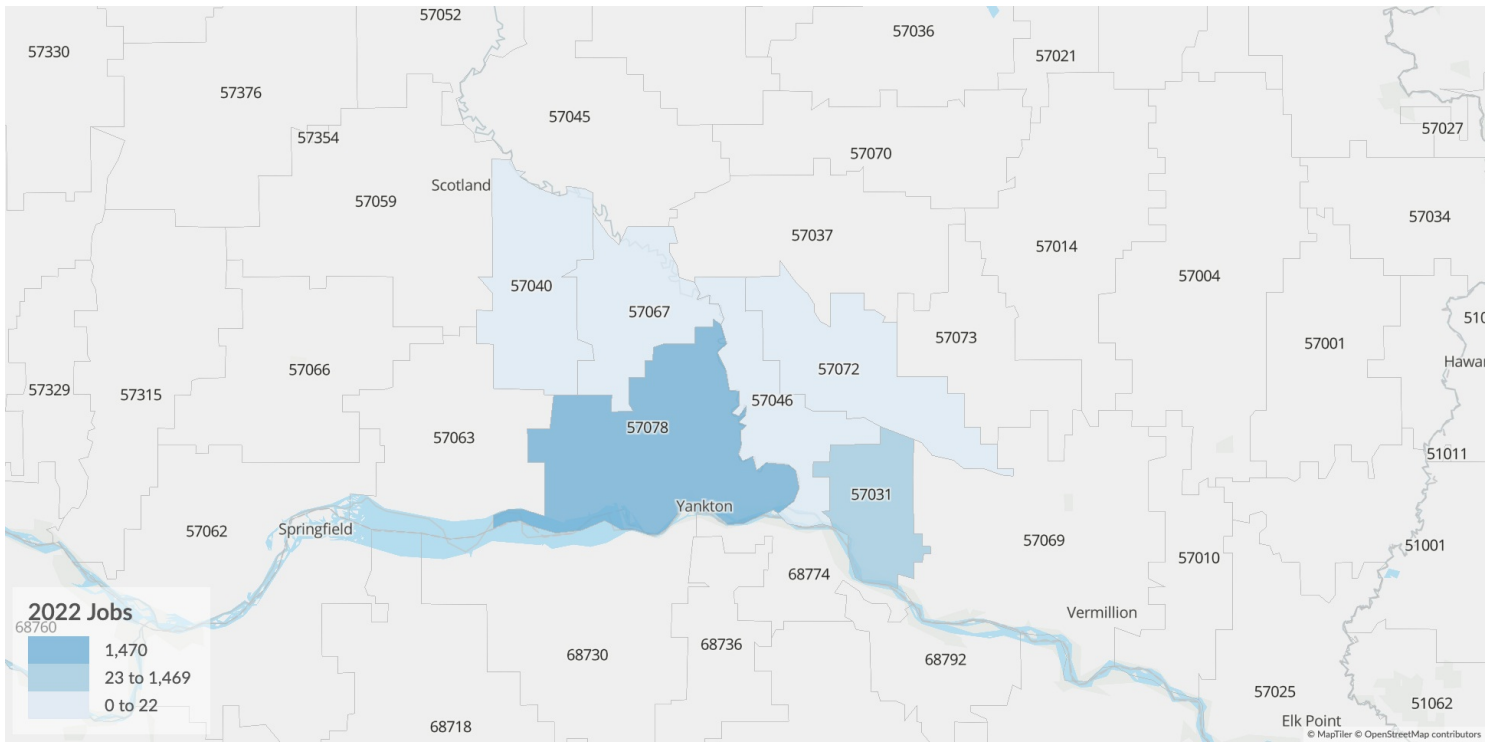
46135 Yankton County, SD

Class of Worker

QCEW Employees and Non-QCEW Employees

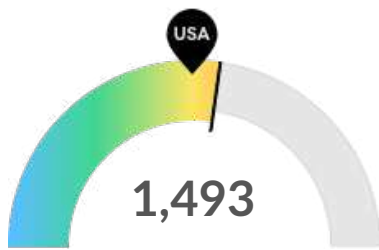
The information in this report pertains to the chosen industry and geographical area.

Workforce Map



Executive Summary

Light Hiring Competition Over a Deep Supply of Regional Talent



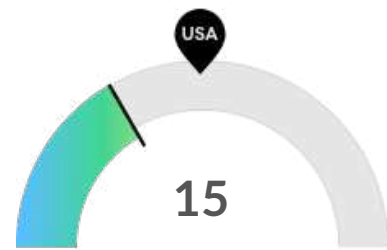
Supply (Jobs)

Yankton County, SD is a hotspot for this kind of talent. The national average for an area this size is 1,313* employees, while there are 1,493 here.



Earnings Per Job

Earnings per job are below the national average. The national average salary for Retail Trade in an area this size is \$48,239, while in Yankton County, SD it is \$39,094. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.



Demand (Job Postings)

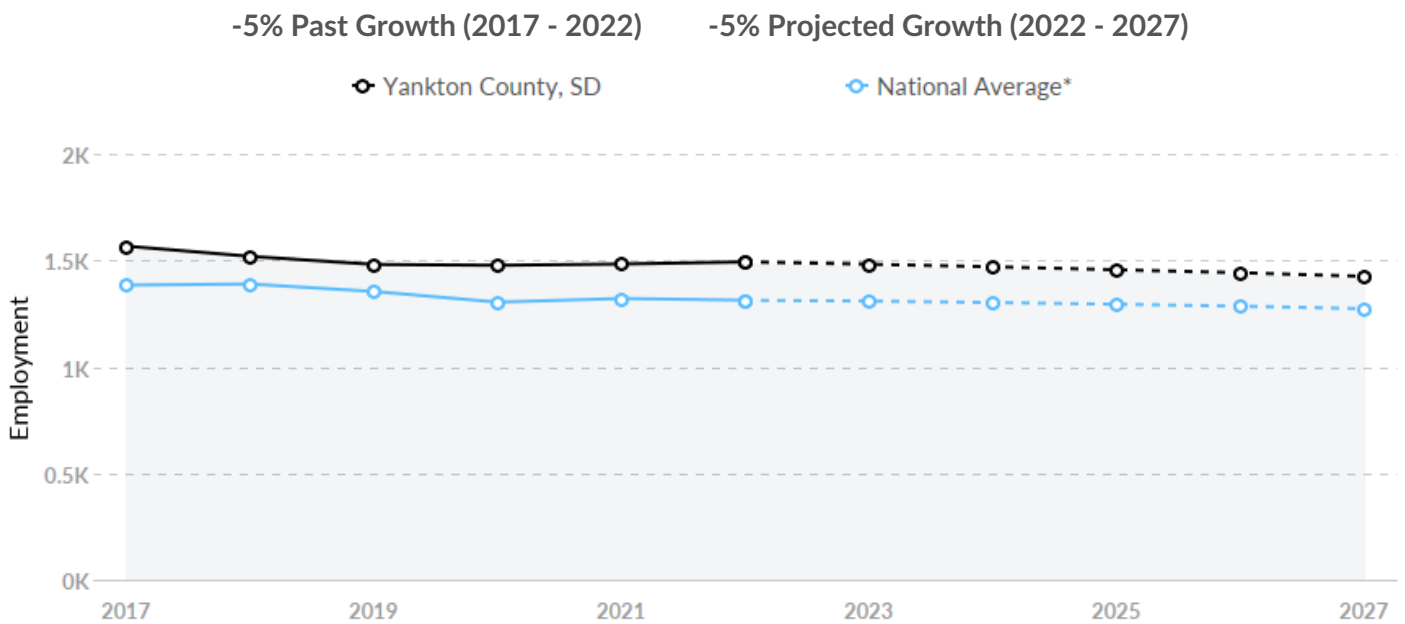
Competition from online job postings is low in Yankton County, SD. The national average for an area this size is 25* job postings/mo, while there are 15 here.

*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Yankton County, SD. In other words, the values represent the national average adjusted for region size.

Supply (Jobs)

Supply Is Higher Than the National Average

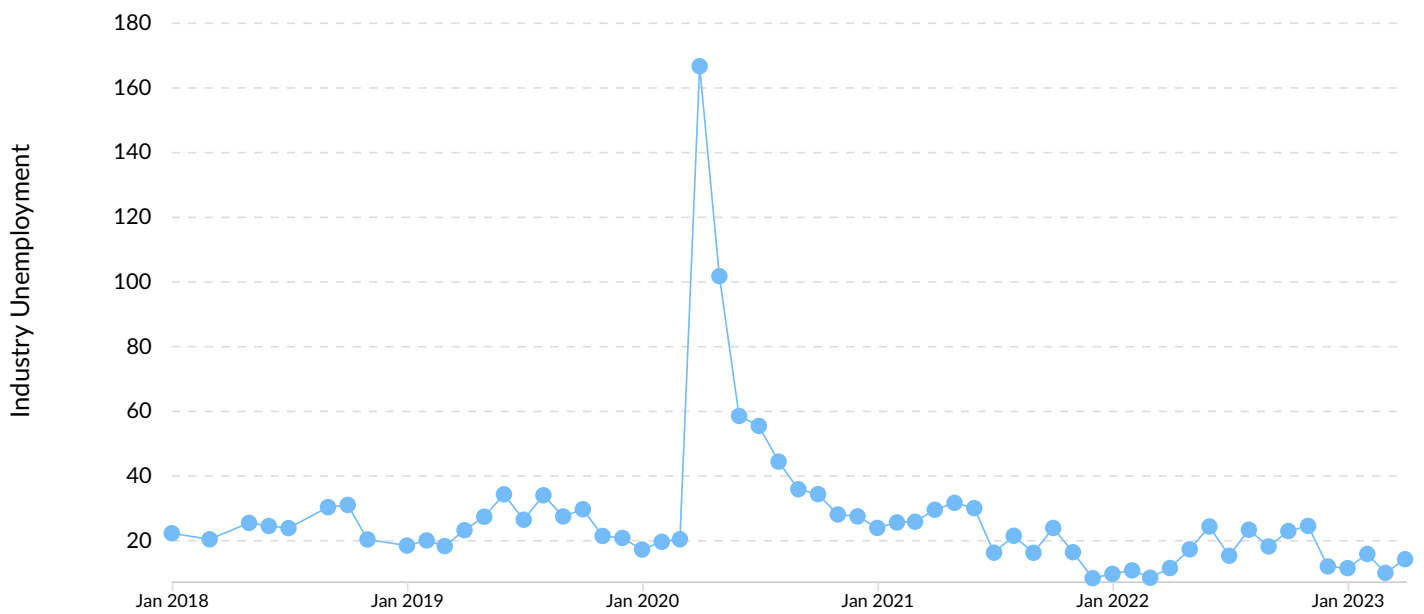
The regional vs. national average employment helps you understand if the supply of Retail Trade is a strength or weakness for Yankton County, SD, and how it is changing relative to the nation. An average area of this size would have 1,313* employees, while there are 1,493 here. This higher than expected supply may make it easier to find candidates. The gap between expected and actual employment is projected to narrow over the next 5 years.



*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Yankton County, SD. In other words, the values represent the national average adjusted for region size.

Unemployment Rate Trends

Unemployment shown at the 2-digit sector level.



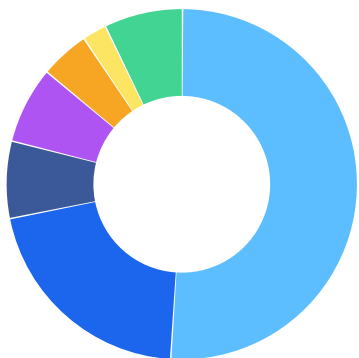
Demographic Details

Industry Age Breakdown



	% of Jobs	Jobs
14-18	9.6%	143
19-24	16.9%	253
25-34	17.1%	256
35-44	16.1%	241
45-54	13.9%	207
55-64	16.5%	246
65+	9.9%	148

Most Jobs are Found in the Sales and Related Occupations Industry Sector



Occupation	% of Industry in Occupation (2022)
Sales and Related Occupations	50.9%
Transportation and Material Moving Occupations	20.8%
Food Preparation and Serving Related Occupations	7.1%
Office and Administrative Support Occupations	7.1%
Installation, Maintenance, and Repair Occupations	4.5%
Healthcare Practitioners and Technical Occupations	2.2%
Other	7.2%

Demand



23 Employers Competing

All employers in the region who posted for this job over the last 12 months.



174 Unique Job Postings

The number of unique postings for this job over the last 12 months.



30 Day Median Duration

Posting duration is 10 days shorter than what's typical in the region.

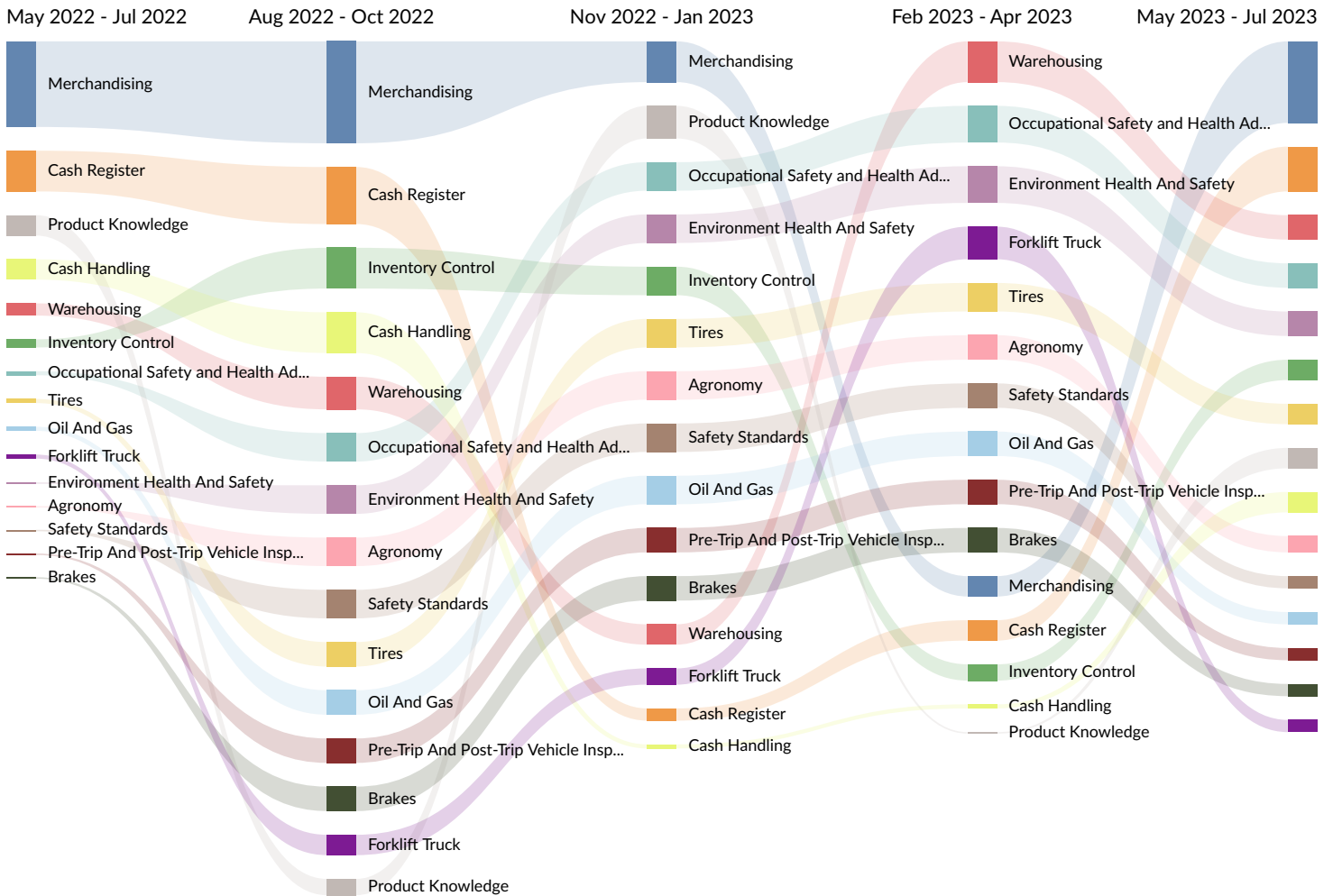
Top Companies	Unique Postings
Walmart	34
Growmark	29
Titan Machinery	21
O'Reilly Auto Parts	17
Walgreens Boots Alliance	14

Top Job Titles	Unique Postings
Custom Applicators	5
General Laborers	5
Support Services Managers	5
Wireless Retail Sales Associates	5
Assistant Store Managers	4

What skills are they posting for?

Top 15 Skills for All Job Types by Quarter

Skills help us understand the direction an industry is headed.



Gross Regional Product (GRP)

\$65.5M
Earnings (2022)

\$34.8M
Property Income
(2022)

\$20.7M
Taxes (2022)

\$121.0M
Total GRP (2022)

