**County Facts: Custer County, SD**

**Population 9,000**

### The Local Economy

- **Unemployment rate**: 3.3%
- **Poverty rate**: 12.4%
- **Median family income (000s)**: $53
- **Population growth 2000-2017**: 16%
- **Manufacturing share of workforce**: 10%
- **Farming share of workforce**: 5.0%
- **Great Recession unemployment spike (pp)**: 2.1%

### How Local Kids’ Lives Turn Out

- **Percent graduating any college**: 44%
- **Percent reaching upper-middle class**: 20%
- **Percent achieving American Dream**: 10%
- **Percent giving birth as a teen**: 1.2%
- **Percent landing in jail**: 1.0%
- **Local school expenditure per student (000s)**: $5.3

**Custer County** | **SD** | **United States**
Local Colleges and Upward Mobility

### 4-Year Colleges
- **Low-income share of students**: 7.2%
- **Low-income student success rate**: 50.1%

### 2-Year Colleges
- **Low-income share of students**: 14.9%
- **Low-income student success rate**: 30.5%

#### South Dakota 4-year-college average
- 9.3%
- 51.3%

#### U.S. 4-year-college average
- 11.0%
- 42.2%

#### South Dakota 2-year-college average
- 15.6%
- 32.9%

#### U.S. 2-year-college average
- 30.5%
- 42.2%

---

*: Data refers to the full college system, not just this campus. †: In nearby county

---

Local Demographics

#### Percent Black
- **Custer County**: 2%
- **SD**: 4%
- **United States**: 14%

#### Percent Hispanic
- **Custer County**: 3%
- **SD**: 3%
- **United States**: 4%

#### Percent over age 65
- **Custer County**: 17%
- **SD**: 13.0%
- **United States**: 14.3%

#### Percent college grad
- **Custer County**: 21%
- **SD**: 19%
- **United States**: 20%

#### Crime rate (arrests per 10K residents)
- **Custer County**: 61
- **SD**: 76
- **United States**: 16
The Local Economy

- Unemployment rate (August 2018, BLS)
- Poverty rate (2012-2016 ACS)
- Median family income (2016 ACS)
- Manufacturing share of workforce (2012-2016 ACS)
- Farming share of workforce (2012-2016 ACS)
- Great Recession unemployment spike (BLS LAUS)

How Local Kids’ Lives Turn Out

- Percent graduating any college (2-yr or 4-yr, Tax Data 2, N/A for some counties)
- Percent reaching upper middle-class (top 20% of the U.S. income distribution, Tax Data 1, N/A for some counties)
- Percent achieving American Dream (share of local low-income kids—i.e. those with 25th-income-percentile parents—who reach the top 20% of the U.S. income distribution as adults, Tax Data 1, N/A for some counties)
- Percent (of local female kids) giving birth as a teen (Tax Data 1, N/A for some counties)
- Percent landing in jail (percent of local kids in jail on 1 April 2010, Tax Data 1 and 2010 Census, N/A for some counties)
- Local school expenditure per student (in public schools, NCES, N/A for some counties)

Local Colleges and Upward Mobility

- Low-income share of students (share of age-18-22 students with bottom-20% parents, Tax Data 2)
- Low-income student success rate (share of low-income age-18-22 students who reach the top 40% of the U.S. income distribution as adults, Tax Data 2)

Local Demographics

- Percent Black (2012-2016 ACS)
- Percent Hispanic (2012-2016 ACS)
- Percent over age 65 (2010 Census)
- Percent college grad (4-yr college, 2012-2016 ACS)
- Crime rate (serious violent and property arrests per 10,000 residents, FBI Uniform Crime Reports, N/A for some counties)
- Life expectancy (at age 40, Tax Data 3, N/A for some counties)
- Opioid deaths (per 10,000 residents in 2017, CDC, N/A for some counties and some counties report population weighted commuting zone average)

Sources Legend

- ACS: U.S. Census Bureau American Community Surveys, 2012-2016
- CDC: Centers for Disease Control and Prevention, National Center for Health Statistics. Multiple Cause of Death 1999-2017 on CDC WONDER Online Database.
- Census: U.S. Census Bureau