County Facts: Potter County, SD
Population 2,000

The Local Economy

- Unemployment rate: 3.4% (Potter County), 3.3% (SD), 4.4% (United States)
- Poverty rate: 10.1% (Potter County), 13.4% (SD), 15.1% (United States)
- Median family income (000s): $54 (Potter County), $55 (SD), $57 (United States)
- Population growth 2000-2017: 15% (Potter County), 16% (SD), 12% (United States)
- Manufacturing share of workforce: 10% (Potter County), 10% (SD), 10% (United States)
- Farming share of workforce: 10% (Potter County), 10% (SD), 10% (United States)
- Great Recession unemployment spike (pp): 15% (Potter County), 16% (SD), 12% (United States)

How Local Kids' Lives Turn Out

- Percent graduating any college: 60% (Potter County), 52% (SD), 46% (United States)
- Percent reaching upper-middle class: 25% (Potter County), 24% (SD), 20% (United States)
- Percent achieving American Dream: 23% (Potter County), 14% (SD), 10% (United States)
- Percent giving birth as a teen: 20% (Potter County), 14% (SD), 4% (United States)
- Percent landing in jail: 1.5% (Potter County), 1.0% (SD), 0.7% (United States)
- Local school expenditure per student (000s): $6.7 (Potter County), $5.1 (SD), $6.4 (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: 11.0%
- Low-income student success rate: 42.2%

South Dakota 4-year-college average: 9.3% 51.3%
U.S. 4-year-college average: 50.1% 51.3%

South Dakota 2-year-college average: 11.0% 32.9%
U.S. 2-year-college average: 15.6% 42.2%

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

Local Demographics

- Percent Black: 1% Potter County, 2% SD, 1% United States
- Percent Hispanic: 2% Potter County, 3% SD, 2% United States
- Percent over age 65: 14.3% Potter County, 13.0% SD, 16% United States
- Percent college grad: 21% Potter County, 19% SD, 19% United States
- Crime rate (arrests per 10K residents): 61 Potter County, 76 SD, 76 United States

SD: South Dakota
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