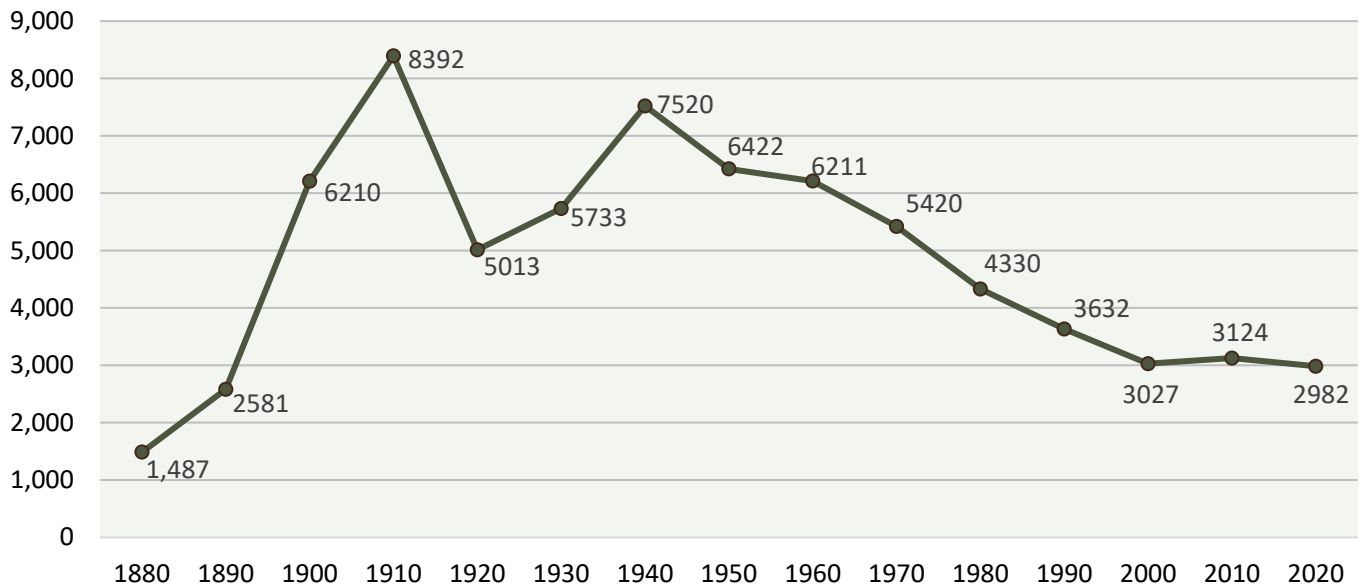


LEAD COMMUNITY PROFILE

This information will help to provide an overview of the existing conditions in Lead. This data will assist in the creation of the Lead Comprehensive Plan. The Lead Community Profile was created from various sources, included U.S. Census Bureau's Decennial Census (DEC), American Community Survey (ACS) 5-year estimates, Lightcast (labor market analytics and economic data), Zillow.com Housing Value Index, Lead-Deadwood Economic Development Corporation, and the City of Lead.

DEMOGRAPHICS

POPULATION (1880-2020)



DEC - 1880-2020

TOTAL POPULATION (2020)

Lead: 2,982	- *(-)4.54%
Hot Springs: 3,395	- *(-)8.52%
Deadwood: 1,156	- *(-)9.86%
Spearfish: 12,193	- *(+)16.19%
Lawrence County: 25,768	- *(+)6.93%
South Dakota: 886,667	- *(+)8.90%

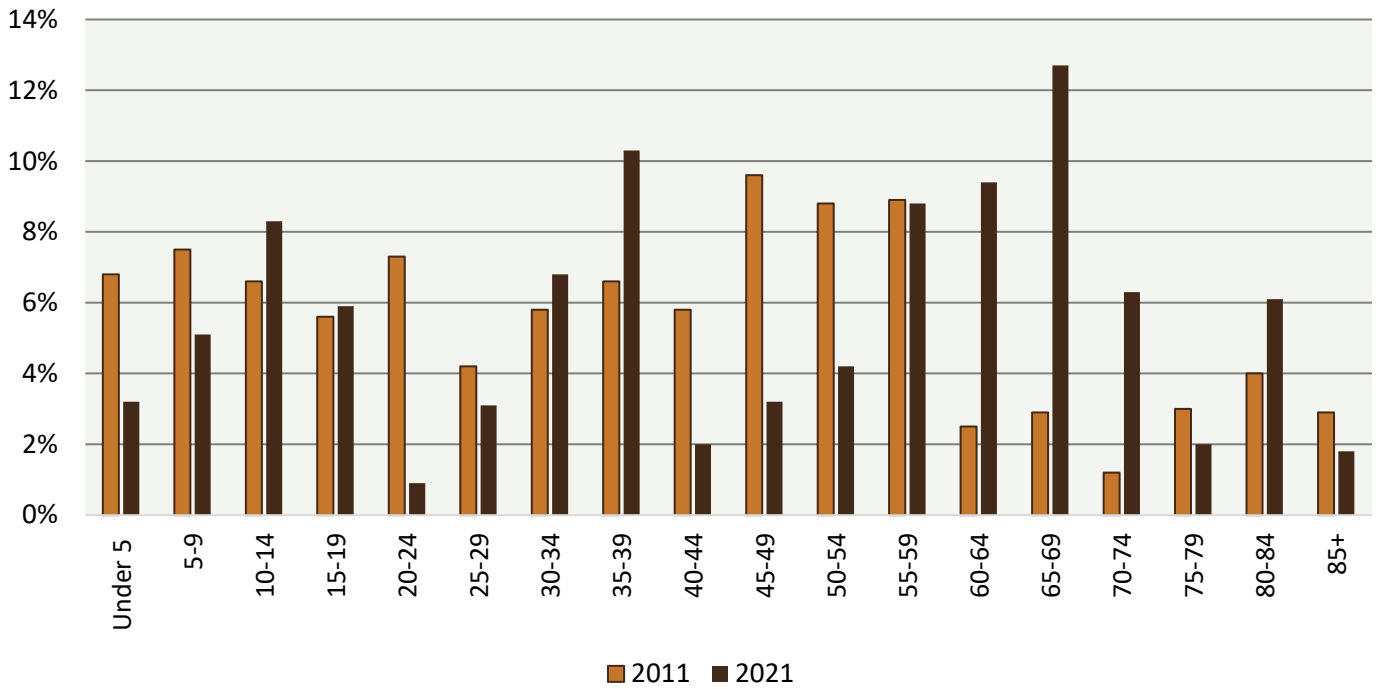
DEC - H1 *percent change from 2010

MEDIAN AGE (2021)

52.5 - Lead	*39.7
54.9 - Hot Springs	*49.9
50.4 - Deadwood	*51.3
36.8 - Spearfish	*35.2
42.3 - Lawrence County	*40.6
37.1 - South Dakota	*37.1

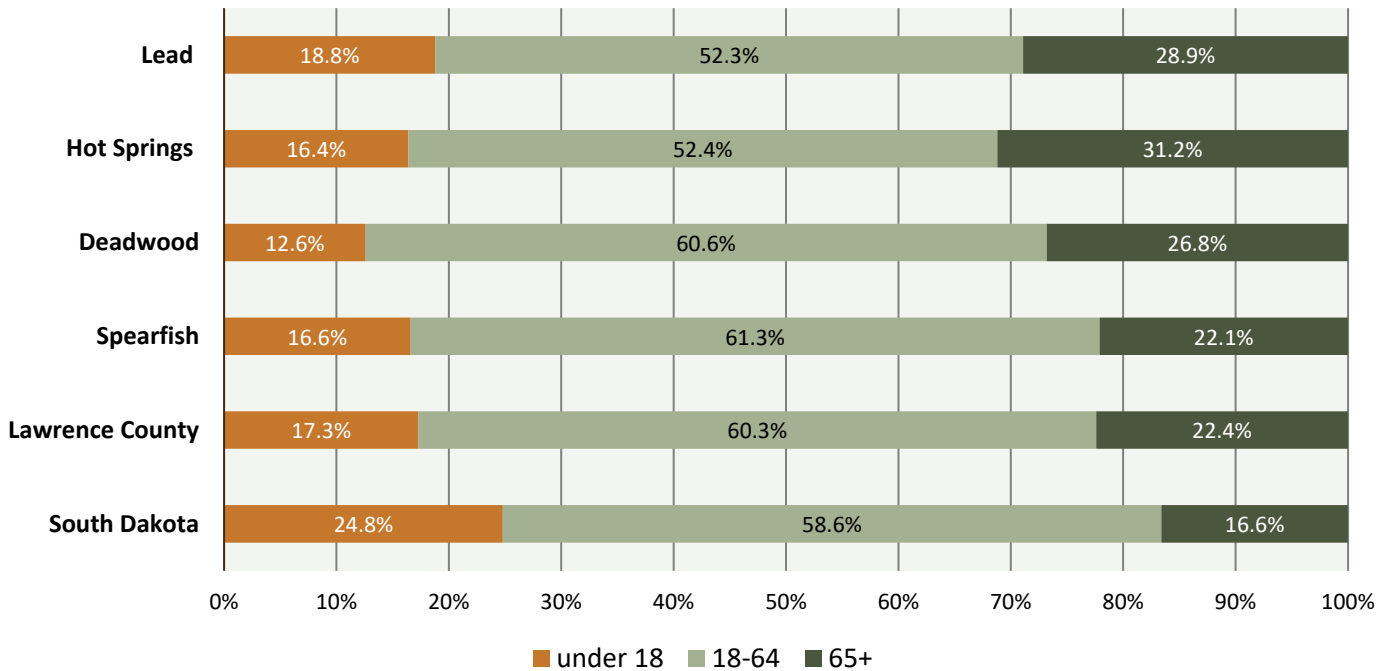
ACS - S0101 *2011

AGE RANGES (2011 & 2021)



ACS - S0101

AGE COHORTS (2021)



ACS - S0101

AVERAGE HOUSEHOLD SIZE (2021)

1.96 - Lead *2.28
 1.96 - Hot Springs *1.89
 1.86 - Deadwood *1.82
 2.14 - Spearfish *1.89
 2.20 - Lawrence County *2.10
 2.46 - South Dakota *2.43

ACS - S1101 *2011

HOUSEHOLDS WITH PEOPLE UNDER 18 YEARS (2021)

17.7% - Lead 28.2%
 13.8% - Hot Springs *21.8%
 18.6% - Deadwood *14.3
 19.8% - Spearfish *20.8%
 21.2% - Lawrence County *23.5%
 29.6% - South Dakota *31.7%

ACS - S1101 *2011

HOUSEHOLDS WITH PEOPLE AGE 60+ YEARS (2021)

58.9% - Lead *31.1%
 57.6% - Hot Springs *48.4%
 51.2% - Deadwood *37.8%
 45.5% - Spearfish *33.0%
 49.7% - Lawrence County *33.6%
 39.8% - South Dakota *32.8%

ACS - S1101 *2011

HOUSEHOLDS WITH PEOPLE AGE 65+ YEARS LIVING ALONE (2021)

25.7% - Lead *14.5%
 23.0% - Hot Springs *20.3%
 31.9% - Deadwood *11.5%
 15.6% - Spearfish *14.3%
 15.9% - Lawrence County *12.5%
 12.0% - South Dakota *10.8%

ACS - S1101 *2011

INDUSTRY & ECONOMY

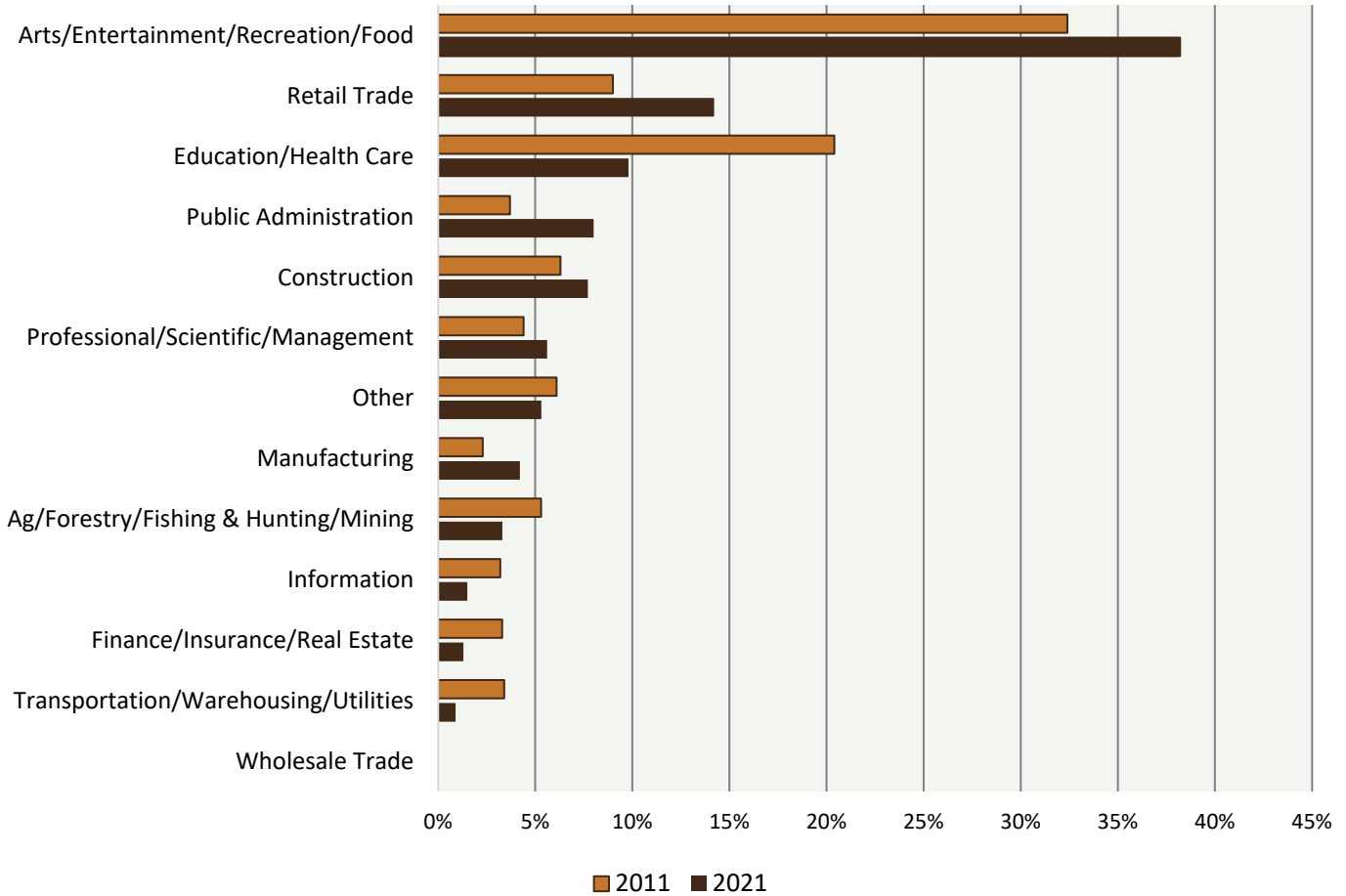
PERCENT OF WORKERS PER INDUSTRY (2021) (civilian 16+)

Industry	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty	South Dakota
Arts/Entertainment/Recreation/Food	38.2%	20.6%	42.3%	18.9%	19.8%	8.9%
Retail Trade	14.2%	6.3%	10.9%	12.6%	11.7%	11.6%
Education/Health Care	9.8%	29.0%	12.1%	27.3%	21.0%	24.1%
Public Administration	8.0%	5.8%	3.4%	2.2%	3.9%	4.8%
Construction	7.7%	8.4%	3.7%	4.8%	8.8%	7.1%
Professional/Scientific/Management	5.6%	0.8%	5.3%	7.9%	7.4%	6.7%
Other	5.3%	12.0%	3.8%	6.5%	6.5%	4.5%
Manufacturing	4.2%	0.0%	1.5%	5.2%	5.4%	10.1%
Ag/Forestry/Fishing & Hunting/Mining	3.3%	1.2%	3.3%	4.9%	5.2%	6.3%
Information	1.5%	7.8%	0.5%	2.7%	1.7%	1.5%
Finance/Insurance/Real Estate	1.3%	1.1%	5.7%	2.8%	3.8%	7.4%
Transportation/Warehousing/Utilities	0.9%	7.0%	5.3%	2.7%	3.4%	4.4%
Wholesale Trade	0.0%	0.0%	2.0%	1.7%	1.4%	2.7%

ACS - DP03

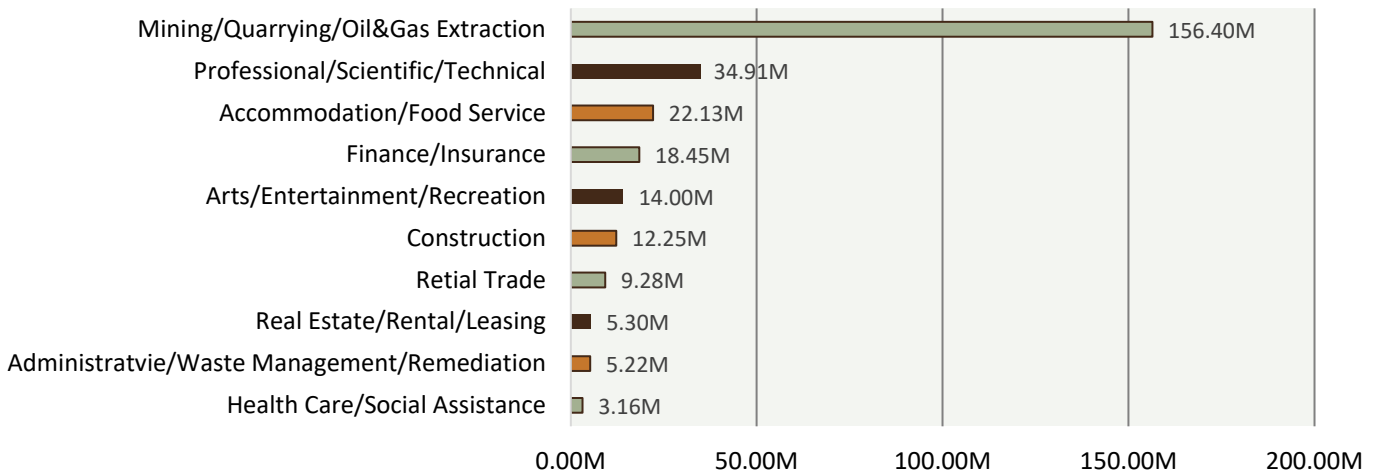
LEAD - PERCENT OF WORKERS PER INDUSTRY

(2011 & 2021) (civilian 16+)



ACS – DP03

LEAD - TOP 10 INDUSTRIES BY GROSS REGIONAL PRODUCT (by Million Dollars) (2022)



Lightcast – *Information exceeds outside of Lead City Limits, including all areas located in the 57754 zip code.

GROSS REGIONAL PRODUCT (2022)

\$319.1M - Lead
\$294.0M - Hot Springs
\$263.5M - Deadwood
\$959.4M - Spearfish
\$1.7B - Lawrence County
\$67.8B - South Dakota

Lightcast – *including all areas located in the 57754 zip code.

LEAD - TOP EMPLOYERS (2023)

Coeur Wurf
SURF
Lead-Deadwood School District

Lead-Deadwood Economic Development Corp
*including all areas located in the 57754 zip code.

IN LABOR FORCE (2021)

59.9% - Lead *67.9%
50.6% - Hot Springs *55.9%
63.8% - Deadwood *65.7%
62.2% - Spearfish *67.3%
64.9% - Lawrence County *67.6%
67.9% - South Dakota *69.5%

The labor force includes all people classified in the civilian labor force, plus members of the U.S. Armed Forces. The civilian labor force consists of people classified as employed or unemployed.

ACS – DP03 *2011

NOT IN LABOR FORCE (2021)

40.1% - Lead *32.1%
49.4% - Hot Springs *44.1%
36.2% - Deadwood *34.3%
37.8% - Spearfish *32.7%
35.1% - Lawrence County *32.4%
32.1% - South Dakota *30.5%

Not in labor force includes all people 16 years old and over who are not classified as members of the labor force. This category consists mainly of students, housewives, retired workers, seasonal workers interviewed in an off season who were not looking for work, institutionalized people, and people doing only incidental unpaid family work (less than 15 hours during the reference week).

ACS – DP03 *2011

MEAN TRAVEL TIME TO WORK (2021)

17.8 min - Lead *15 min
15.3 min - Hot Springs *11.2 min
14.2 min - Deadwood *19.2 min
16.1 min - Spearfish *14.5 min
18.3 min - Lawrence County *18 min
17.4 min - South Dakota *16.7 min

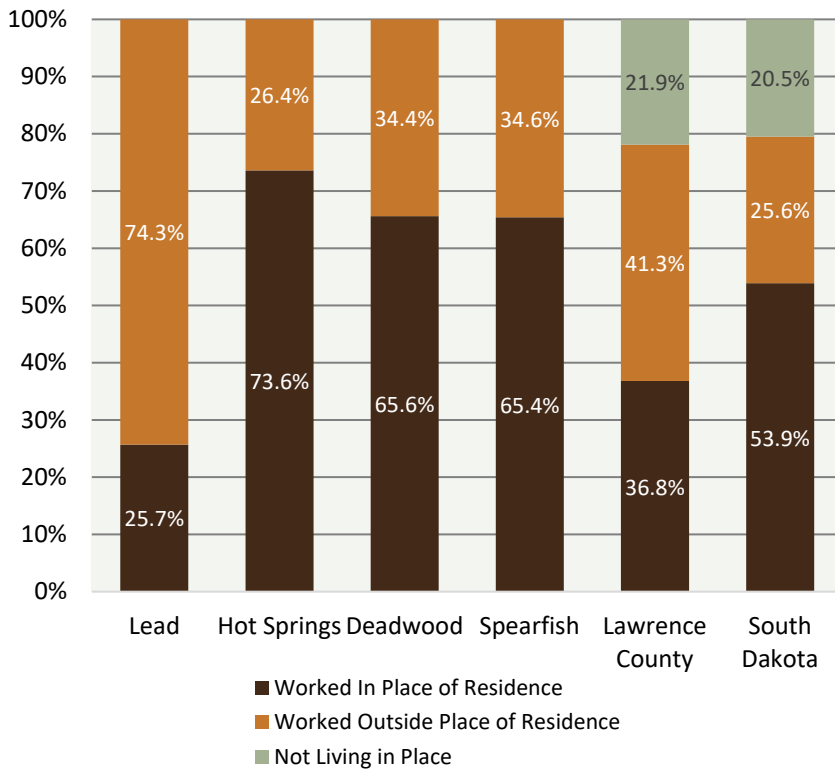
ACS – DP03 *2011

WORKED FROM HOME (2021)

0.0% - Lead *2.7%
12.7% - Hot Springs *3.3%
5.6% - Deadwood *3.4%
4.8% - Spearfish *5.5%
5.1% - Lawrence County *7.3%
7.7% - South Dakota *5.8%

ACS – DP03 *2011

PLACE OF WORK (2021)



ACS – S0801

UNEMPLOYED RATE (2021)

- 4.9% - Lead *1.5%
- 5.2% - Hot Springs *6.8%
- 3.0% - Deadwood *0.9%
- 2.0% - Spearfish *5.8%
- 2.6% - Lawrence County *4.5%
- 3.2% - South Dakota *4.8%

ACS – DP03 *2011

LEAD – PLACE OF WORK (2011 & 2021)

	2011	2021	% Change
Worked in Place of Residence	29.1%	25.7%	(-)11.7%
Worked Outside of Place of Residence	70.9%	74.3%	(+)4.8%

ACS – S0801

COMMUTING TO WORK (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
Drove Alone	74.5%	81.9%	66.1%	82.8%	81.0%	79.4%
Carpool	25.5%	2.6%	9.1%	5.7%	8.8%	8.0%
Public Transportation	0.0%	0.0%	0.0%	1.2%	0.5%	0.4%
Walked	0.0%	2.8%	18.4%	4.9%	3.8%	3.3%
Other	0.0%	0.0%	0.8%	0.7%	0.8%	1.2%
Worked from Home	0.0%	12.7%	5.6%	4.8%	5.1%	7.7%

ACS – DP03

EDUCATION

HIGH SCHOOL GRAD OR HIGHER (25 years or older) (2021)

- 94.5% - Lead *90.9%
- 91.0% - Hot Springs *89.9%
- 92.9% - Deadwood *89.6%
- 95.0% - Spearfish *92.8%
- 94.4% - Lawrence County *92.7%
- 92.5% - South Dakota *89.8%

ACS – S1501 *2011

BACHELOR'S DEGREE OR HIGHER (25 years or older) (2021)

- 21.3% - Lead *19.8%
- 20.3% - Hot Springs *20.3%
- 21.3% - Deadwood *26.3%
- 42.6% - Spearfish *34.7%
- 34.5% - Lawrence County *31.2%
- 30.0% - South Dakota *25.8%

ACS – S1501 *2011

EDUCATIONAL ATTAINMENT (25 years or older) (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
Less than 9 th grade	0.6%	2.7%	2.5%	0.7%	1.3%	2.7%
9 th to 12 th grade, no diploma	4.9%	6.3%	4.5%	4.2%	4.4%	4.8%
High school grad (including equivalency)	37.0%	33.8%	31.3%	23.3%	28.2%	30.1%
Some college, no degree	28.3%	23.2%	31.3%	22.3%	22.6%	20.7%
Associate's degree	7.9%	13.7%	9.1%	6.8%	9.0%	11.8%
Bachelor's degree	19.8%	11.5%	13.4%	28.8%	23.4%	20.6%
Graduate or Professional Degree	1.5%	8.8%	7.9%	13.8%	11.1%	9.4%

ACS – S1501

MEDIAN EARNINGS BY EDUCATION LEVEL (25 years or older) (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
Less than high school graduate	\$31,141	NA	\$28,125	\$37,531	\$32,785	\$28,912
High school grad (including equivalency)	\$34,423	\$27,120	\$28,125	\$28,614	\$33,342	\$33,846
Some college or Associate's degree	\$35,018	\$18,666	\$20,417	\$42,798	\$31,669	\$38,812
Bachelor's degree	\$34,643	\$63,281	\$52,670	\$38,264	\$43,022	\$50,578
Graduate or Professional Degree	NA	NA	\$80,938	\$56,641	\$53,694	\$62,807

ACS – S1501

SCHOOL ENROLLMENT (3 years and over enrolled in school) (2021)

- 20.9% - Lead** *23.1%
- 19.2% - Hot Springs** *14.7%
- 15.9% - Deadwood** *15.3%
- 27.6% - Spearfish** *31.0%
- 22.5% - Lawrence County** *26.1%
- 24.7% - South Dakota** *26.1%

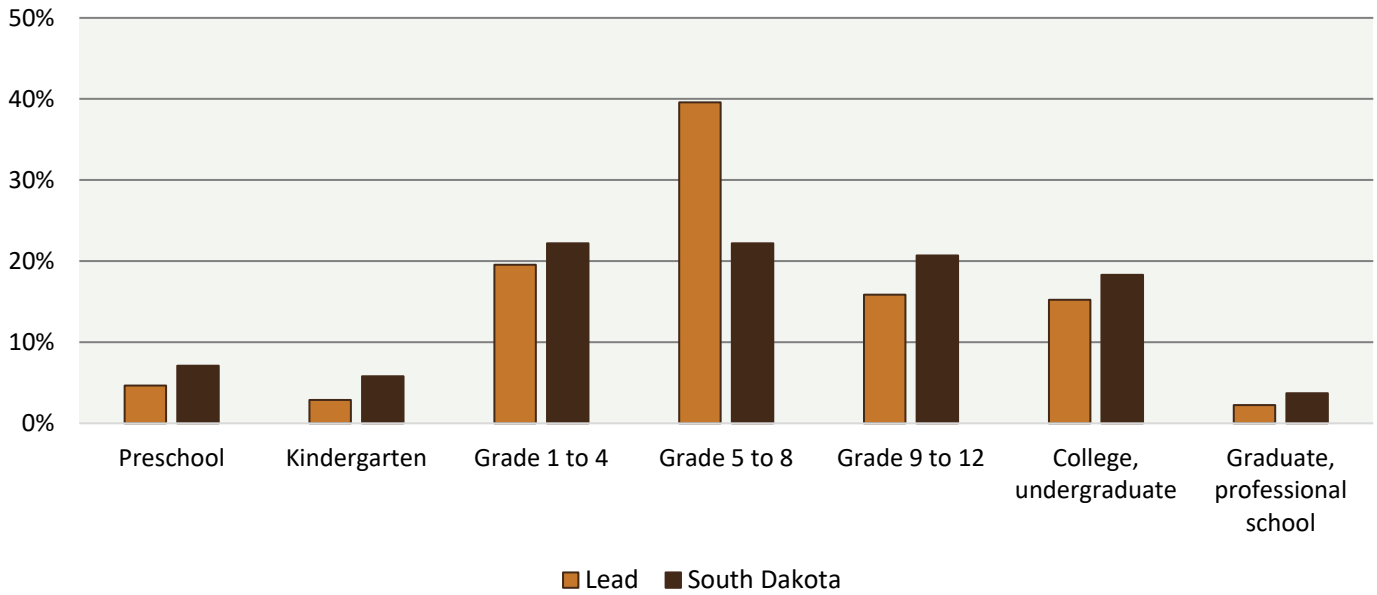
ACS – S0101/S1401 *2011

LEAD - SCHOOL ENROLLMENT (18 and over enrolled in school) (2021)

Population Ranges	Enrolled in School
18-19	68.5%
20-24	100.0%
25-34	0.0%
35 +	2.0%

ACS – S1401 *2011

POPULATION AGE 3 & OVER - ENROLLED IN SCHOOL (2021)



ACS - S1401

INCOME

MEDIAN HOUSEHOLD INCOME (2021)

\$43,125 - Lead *40,875
\$44,167 - Hot Springs *\$29,632
\$47,273 - Deadwood *\$38,542
\$52,258 - Spearfish *\$35,467
\$56,166 - Lawrence County *\$45,137
\$63,920 - South Dakota *\$48,010

ACS - S1901 *2011

BELOW POVERTY LEVEL (2021)

13.6% - Lead *12.8%
21.0% - Hot Springs *18.4%
15.8% - Deadwood *13.2%
15.4% - Spearfish *15.1%
13.2% - Lawrence County *14.1%
12.5% - South Dakota *13.9%

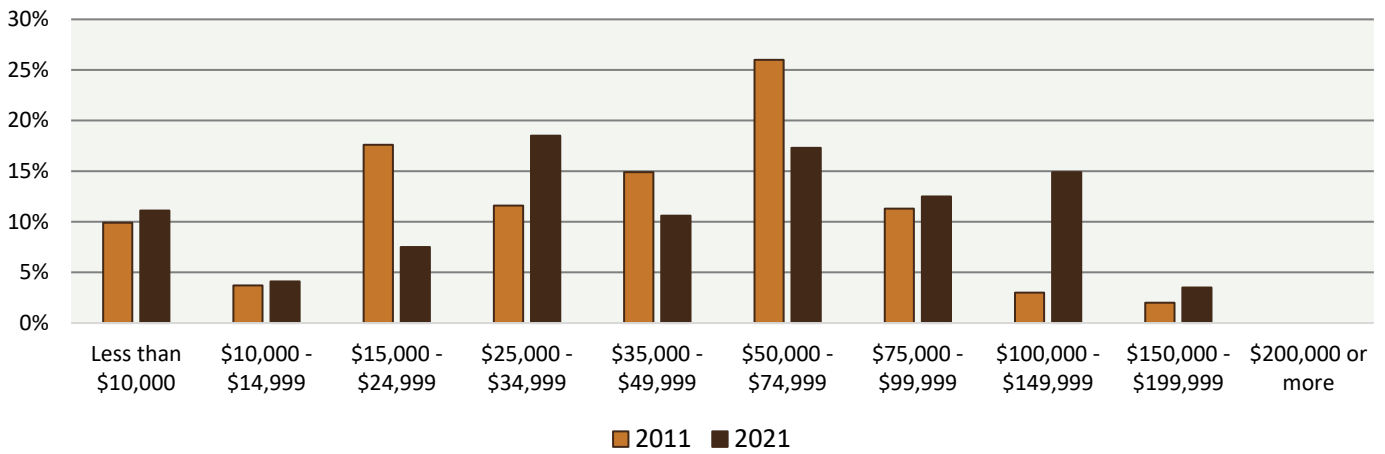
ACS - S1701/B17001 *2011

HOUSEHOLD INCOME (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
Less than \$10,000	11.1%	2.9%	6.7%	2.9%	5.0%	4.7%
\$10,000 - \$14,999	4.1%	18.3%	2.5%	7.8%	4.8%	3.9%
\$15,000 - \$24,999	7.5%	7.2%	21.3%	11.6%	9.9%	8.2%
\$25,000 - \$34,999	18.5%	11.2%	11.2%	10.1%	11.0%	9.3%
\$35,000 - \$49,999	10.6%	15.2%	13.2%	15.6%	14.2%	13.0%
\$50,000 - \$74,999	17.3%	11.8%	19.3%	15.4%	18.1%	18.6%
\$75,000 - \$99,999	12.5%	17.0%	14.8%	11.5%	12.0%	14.8%
\$100,000 - \$149,999	14.9%	15.5%	7.2%	15.1%	15.0%	16.6%
\$150,000 - \$199,999	3.5%	0.8%	2.0%	2.4%	3.9%	5.7%
\$200,000 or more	0.0%	0.0%	1.9%	7.9%	6.0%	5.2%

ACS - S1901

LEAD - MEDIAN HOUSEHOLD INCOME (Percent of Households)



ACS - S1901

HOUSING & DEVELOPMENT

OWNER-OCCUPIED UNITS (2021)

62.9% - Lead *66.8%
65.1% - Hot Springs *55.9%
50.7% - Deadwood *65.7%
51.2% - Spearfish *51.5%
63.7% - Lawrence County *65.5%
68.4% - South Dakota *68.7%

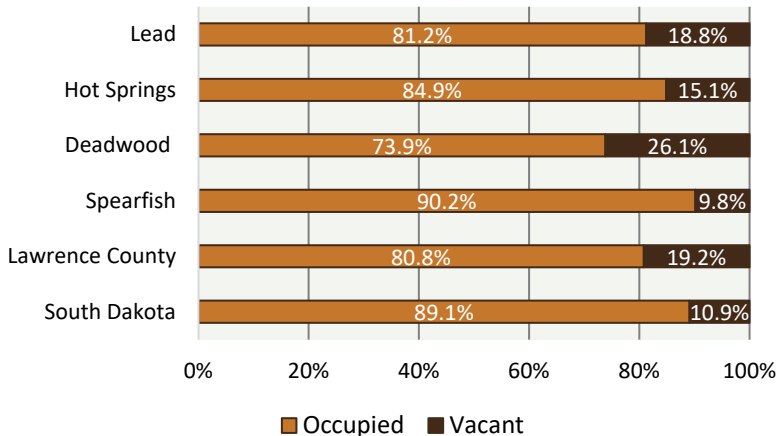
ACS - DP04 *2011

RENTER-OCCUPIED UNITS (2021)

37.1% - Lead *33.2%
34.9% - Hot Springs *44.1%
49.3% - Deadwood *34.3%
48.8% - Spearfish *48.5%
36.3% - Lawrence County *34.5%
31.6% - South Dakota *31.3%

ACS - DP04 *2011

HOUSING OCCUPANCY (2020)



DEC - DP04

TOTAL HOUSING UNITS (2020)

1,727 - Lead *1,694
1,896 - Hot Springs *1,958
849 - Deadwood *803
5,934 - Spearfish *5,045
14,163 - Lawrence County *12,756
393,375 - South Dakota *363,438

DEC - H1 *2010

UNITS IN STRUCTURE (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
1-unit, detached	70.0%	67.6%	64.9%	46.9%	62.7%	67.3%
1-unit, attached	0.0%	1.4%	3.0%	11.6%	5.1%	4.1%
2-unit	6.8%	2.4%	2.7%	3.4%	2.5%	1.8%
3 to 4 units	10.2%	5.0%	13.0%	6.2%	4.9%	3.6%
5 to 9 units	2.7%	8.6%	2.6%	2.7%	2.1%	3.8%
10 to 19 units	2.9%	1.0%	1.5%	7.8%	3.9%	4.4%
20 or more units	5.1%	9.4%	7.8%	11.7%	5.9%	6.7%
Mobile homes	2.4%	4.5%	4.5%	9.8%	12.8%	8.2%
Boat, RV, van, etc.	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%

ACS – DP04

YEAR STRUCTURE BUILT (2021)

	Lead	Hot Springs	Deadwood	Spearfish	Lawrence Cty.	South Dakota
Built 2020 or later	0.0%	0.0%	0.0%	0.6%	0.3%	0.2%
Built 2010 to 2019	2.4%	2.5%	3.8%	12.2%	8.8%	10.7%
Built 2000 to 2009	1.8%	7.5%	2.8%	16.7%	15.5%	13.8%
Built 1990 to 1999	7.9%	3.7%	3.6%	17.1%	13.5%	12.7%
Built 1980 to 1989	0.0%	8.0%	4.1%	11.8%	12.0%	9.6%
Built 1970 to 1979	7.3%	18.2%	10.5%	10.1%	12.4%	15.6%
Built 1960 to 1969	4.6%	6.9%	3.4%	9.1%	6.0%	7.9%
Built 1950 to 1959	2.6%	11.7%	6.7%	10.2%	6.5%	8.6%
Built 1940 to 1949	3.8%	8.6%	5.7%	2.1%	2.4%	4.1%
Built 1939 or earlier	69.6%	33.0%	59.4%	10.1%	22.6%	16.9%

ACS – DP04

LEAD - VEHICLES AVAILABLE

(Occupied Housing Units) (2021)

	2011	2021
No vehicle available	5.2%	9.2%
1 vehicle available	36.7%	23.5%
2 vehicles available	28.6%	47.6%
3 or more vehicles available	29.5%	19.8%

ACS – DP04 *2011

LEAD – BEDROOMS (2021)

0.0% - No bedroom

18.1% - 1 bedroom

34.0% - 2 bedrooms

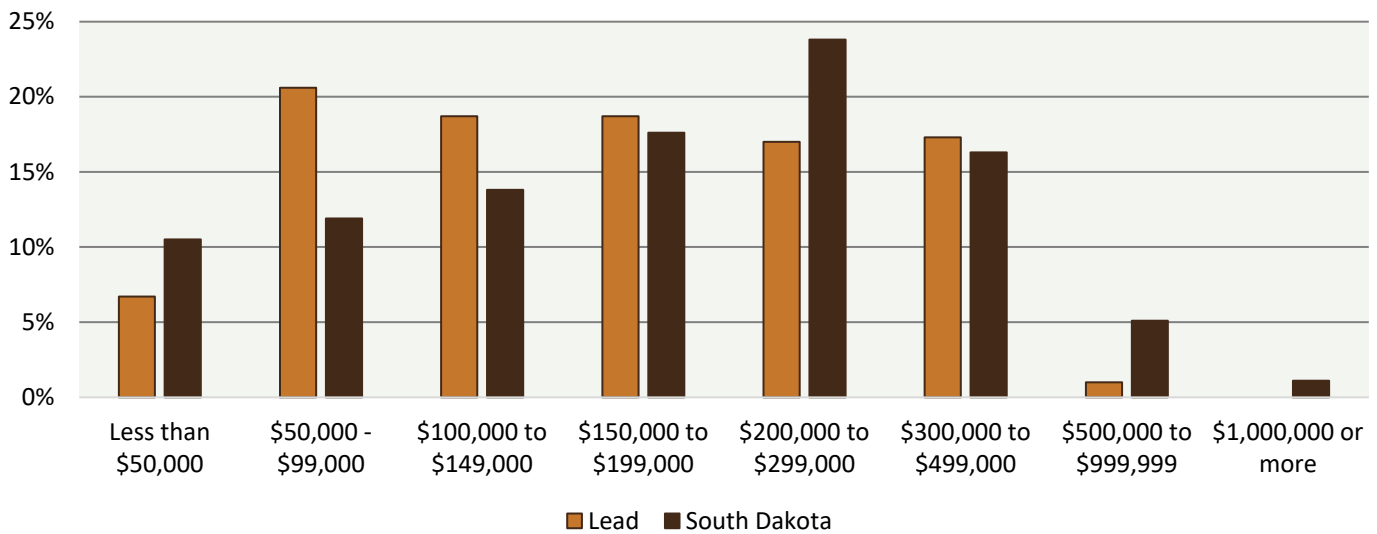
34.3% - 3 bedrooms

7.4% - 4 bedrooms

6.2% - 5 or more bedrooms

ACS – DP04 *2011

HOUSING VALUES (OWNER OCCUPIED UNITS) (2021)



ACS – DP04 *2011

MEDIAN HOME VALUE (2021)

\$157,800 - Lead *\$98,800
\$130,200 - Hot Springs *\$85,600
\$168,000 - Deadwood *\$123,400
\$237,100 - Spearfish *\$165,600
\$237,200 - Lawrence County *\$163,700
\$187,800 - South Dakota *\$127,000

ACS – DP04 *2011

MEDIAN GROSS RENT¹ (2021)

\$773 - Lead *\$602
\$756 - Hot Springs *\$401
\$625 - Deadwood *\$519
\$864 - Spearfish *\$530
\$837 - Lawrence County *\$543
\$809 - South Dakota *\$595

ACS – DP04 *2011

HOUSING COST-BURDENED (Renters) (2021)

30.5% - Lead *39.9%
59.7% - Hot Springs *37.3%
21.8% - Deadwood *38.5%
44.3% - Spearfish *50.0%
40.5% - Lawrence County *45.9%
38.9% - South Dakota *40.1%

ACS – DP04 *2011

HOUSING COST-BURDENED (With Mortgage) (2021)

25.4% - Lead *20.0%
38.1% - Hot Springs *35.0%
47.0% - Deadwood *23.5%
27.3% - Spearfish *25.5%
33.3% - Lawrence County *31.6%
21.4% - South Dakota *25.7%

ACS – DP04 *2011

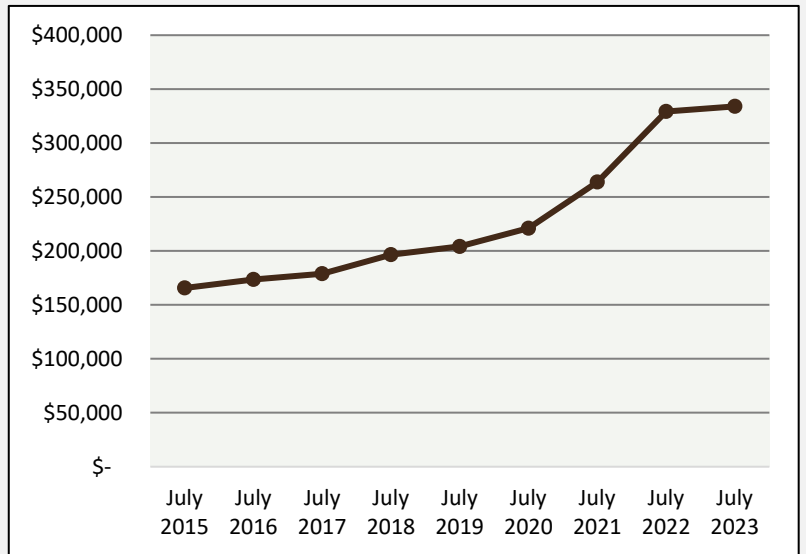
Housing Cost-Burdened is when a household spends 30% or more of its income on housing expenses.

HOUSING COST-BURDENED (Without Mortgage) (2021)

- 40.3% - Lead** *14.5%
- 2.8% - Hot Springs** *17.5%
- 3.3% - Deadwood** *10.0%
- 7.0% - Spearfish** *11.6%
- 15.2% - Lawrence County** *13.5%
- 10.3% - South Dakota** *12.0%

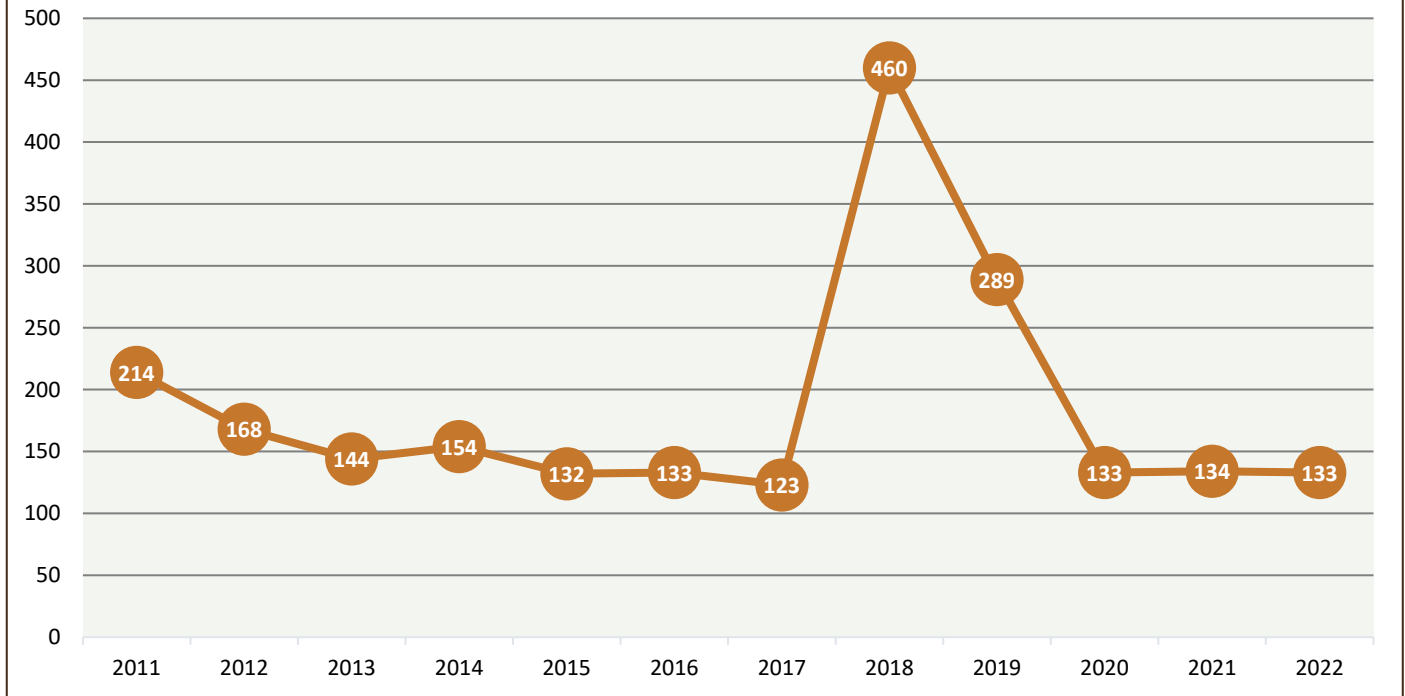
ACS – DP04 *2011

LEAD - HOME VALUE INDEX (Zillow.com)



Zillow.com Home Value Index (Zip

LEAD - BUILDING PERMITS (2011-2022)



City of Lead