

## Complete Demographic Comparison Report for Watertown Mall, 1300 9th Ave SE, Watertown, SD, 57201:

	10 mile(s)	20 mile(s)	60 mile(s)
Total Population	25,536	31,450	132,020
Total Households	10,790	12,956	53,830
Female Population	12,811	15,680	65,257
% Female	50.1%	49.8%	49.4%
Male Population	12,725	15,770	66,763
% Male	49.8%	50.1%	50.5%
Population Density (per Sq. Mi.)	75.65	27.03	12.02
<b>Age:</b>			
Age 0 - 4	7.4%	7.5%	6.5%
Age 5 - 14	13.1%	13.6%	12.3%
Age 15 - 19	6.0%	6.3%	7.6%
Age 20 - 24	7.1%	6.6%	8.6%
Age 25 - 34	13.3%	12.6%	11.6%
Age 35 - 44	11.3%	11.4%	10.0%
Age 45 - 54	14.2%	14.5%	13.5%
Age 55 - 64	12.2%	12.3%	12.7%
Age 65 - 74	7.1%	7.2%	7.9%
Age 75 - 84	5.0%	4.9%	5.7%
Age 85 +	2.7%	2.5%	3.0%
Median Age	37.4	37.8	38.2
<b>Housing Units</b>			
Total Housing Units	11,673	14,131	64,482
Occupied Housing Units	92.4%	91.6%	83.4%
Vacant Housing Units	7.5%	8.3%	16.5%
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	10,790	12,956	53,830
Owner Occupied free and clear	21.7%	23.7%	31.8%
Owner Occupied with a mortgage or loan	45.0%	46.1%	39.6%
Renter Occupied Housing Units	33.2%	30.1%	28.4%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	2.2%	1.9%	4.0%
Asian	0.5%	0.5%	1.0%
Black	0.6%	0.5%	0.5%

	10 mile(s)	20 mile(s)	60 mile(s)
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.3%	94.7%	92.0%
Other	0.6%	0.7%	0.8%
Multi-Race	1.4%	1.3%	1.4%
Hispanic Ethnicity	1.7%	1.8%	2.1%
Not of Hispanic Ethnicity	98.2%	98.1%	97.8%
<b>Race of Hispanics</b>			
Hispanics	456	579	2,824
American Indian	7.0%	5.8%	6.3%
Asian	0.0%	0.1%	0.1%
Black	2.1%	1.7%	1.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	42.1%	39.7%	42.7%
Other	37.9%	41.8%	38.5%
Multi-Race	10.6%	10.5%	10.6%
<b>Race of Non Hispanics</b>			
Non Hispanics	25,080	30,871	129,196
American Indian	2.2%	1.9%	4.0%
Asian	0.6%	0.5%	1.0%
Black	0.5%	0.5%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	95.3%	95.7%	93.1%
Other	0.0%	0.0%	0.0%
Multi-Race	1.2%	1.2%	1.2%
<b>Marital Status:</b>			
Age 15 + Population	20,264	24,806	107,086
Divorced	11.5%	10.5%	8.7%
Never Married	28.5%	27.6%	31.3%
Now Married	53.5%	55.6%	53.2%
Now Married - Separated	1.5%	1.4%	0.9%
Widowed	6.4%	6.2%	6.5%
<b>Educational Attainment:</b>			
Total Population Age 25+	16,885	20,711	85,537
Grade K - 8	3.8%	4.0%	4.7%
Grade 9 - 12	5.1%	5.0%	4.8%
High School Graduate	34.6%	35.4%	35.9%

	10 mile(s)	20 mile(s)	60 mile(s)
Associates Degree	11.1%	11.0%	10.3%
Bachelor's Degree	20.5%	19.3%	17.7%
Graduate Degree	5.0%	5.0%	6.4%
Some College, No Degree	18.2%	18.8%	19.1%
No Schooling Completed	1.4%	1.2%	0.8%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	7.0%	6.6%	7.4%
Income \$ 10,000 - \$14,999	7.2%	6.7%	6.7%
Income \$ 15,000 - \$24,999	12.3%	12.0%	11.7%
Income \$ 25,000 - \$34,999	12.1%	11.7%	11.7%
Income \$ 35,000 - \$49,999	14.2%	14.7%	15.6%
Income \$ 50,000 - \$74,999	22.0%	22.6%	22.6%
Income \$ 75,000 - \$99,999	11.1%	11.3%	11.4%
Income \$100,000 - \$124,999	7.2%	7.2%	6.3%
Income \$125,000 - \$149,999	3.1%	3.1%	2.6%
Income \$150,000 +	3.3%	3.6%	3.4%
Average Household Income	\$61,847	\$63,241	\$58,875
Median Household Income	\$46,150	\$47,786	\$46,560
Per Capita Income	\$26,283	\$26,201	\$24,520
<b>Vehicles Available</b>			
0 Vehicles Available	6.5%	5.9%	5.2%
1 Vehicle Available	30.2%	28.0%	26.8%
2+ Vehicles Available	63.2%	66.0%	67.9%
Average Vehicles Per Household	2.04	2.13	2.23
Total Vehicles Available	22,017	27,681	120,247

## 2018 Demographics:

Total Population	26,240	32,262	132,902
Total Households	11,186	13,432	54,603
Female Population	13,135	16,054	65,602
% Female	50.0%	49.7%	49.3%
Male Population	13,106	16,208	67,299
% Male	49.9%	50.2%	50.6%

## Age:

	10 mile(s)	20 mile(s)	60 mile(s)
Age 0 - 4	7.4%	7.4%	6.5%
Age 5 - 14	13.3%	13.7%	12.4%
Age 15 - 19	5.7%	6.0%	7.4%
Age 20 - 24	6.9%	6.5%	8.5%
Age 25 - 34	13.3%	12.7%	11.8%
Age 35 - 44	11.1%	11.2%	9.7%
Age 45 - 54	13.3%	13.5%	12.4%
Age 55 - 64	12.8%	12.9%	13.1%
Age 65 - 74	7.9%	8.1%	8.8%
Age 75 - 84	5.0%	5.0%	5.8%
Age 85 +	2.7%	2.6%	3.1%
Median Age	37.7	38.1	38.2
<b>Housing Units Trend</b>			
Total Housing Units	12,081	14,635	65,603
Owner Occupied Housing Units	92.5%	91.7%	83.2%
Renter Occupied Housing Units	33.1%	30.0%	28.4%
Vacant Housing Units	7.4%	8.2%	16.7%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	2.3%	2.0%	4.1%
Asian	0.6%	0.5%	1.1%
Black	0.7%	0.6%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	93.9%	94.3%	91.5%
Other	0.7%	0.8%	0.8%
Multi-Race	1.5%	1.4%	1.5%
Hispanic Ethnicity	1.9%	2.0%	2.3%
Not of Hispanic Ethnicity	98.0%	97.9%	97.6%
<b>Race of Hispanics</b>			
Hispanics	499	649	3,162
American Indian	7.2%	5.8%	7.1%
Asian	0.0%	0.1%	0.1%
Black	3.2%	2.5%	1.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	41.6%	39.7%	43.9%
Other	37.0%	40.7%	35.5%
Multi-Race	10.7%	10.9%	11.4%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Race of Non Hispanics</b>			
Non Hispanics	25,741	31,612	129,740
American Indian	2.2%	1.9%	4.0%
Asian	0.6%	0.6%	1.1%
Black	0.6%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	94.9%	95.4%	92.7%
Other	0.0%	0.0%	0.0%
Multi-Race	1.3%	1.2%	1.3%
<b>Marital Status:</b>			
Age 15 + Population	20,774	25,437	107,739
Divorced	11.6%	10.5%	8.8%
Never Married	28.7%	27.8%	31.6%
Now Married	53.4%	55.5%	52.9%
Now Married - Separated	1.5%	1.4%	1.0%
Widowed	6.2%	6.0%	6.4%
<b>Educational Attainment:</b>			
Total Population Age 25+	17,443	21,388	86,497
Grade K - 9	3.6%	3.9%	4.5%
Grade 9 - 12	5.1%	5.0%	4.7%
High School Graduate	34.3%	35.1%	35.5%
Associates Degree	11.2%	11.1%	10.4%
Bachelor's Degree	20.9%	19.6%	18.1%
Graduate Degree	5.0%	5.0%	6.6%
Some College, No Degree	18.0%	18.7%	18.9%
No Schooling Completed	1.4%	1.2%	0.8%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	5.5%	5.2%	5.8%
Income \$ 10,000 - \$14,999	6.5%	6.0%	6.1%
Income \$ 15,000 - \$24,999	11.1%	10.7%	10.5%
Income \$ 25,000 - \$34,999	11.1%	10.6%	10.6%
Income \$ 35,000 - \$49,999	13.2%	13.5%	14.3%
Income \$ 50,000 - \$74,999	22.6%	23.2%	23.6%
Income \$ 75,000 - \$99,999	12.6%	13.0%	13.0%
Income \$100,000 - \$124,999	8.7%	8.7%	7.9%
Income \$125,000 - \$149,999	4.0%	4.0%	3.5%
Income \$150,000 +	4.2%	4.5%	4.2%

	10 mile(s)	20 mile(s)	60 mile(s)
Average Household Income	\$68,524	\$70,290	\$65,395
Median Household Income	\$52,756	\$54,231	\$52,519
Per Capita Income	\$29,358	\$29,409	\$27,379

### Vehicles Available

0 Vehicles Available	6.4%	5.8%	5.2%
1 Vehicle Available	30.0%	27.8%	26.7%
2+ Vehicles Available	63.5%	66.3%	68.0%
Average Vehicles Per Household	2.04	2.14	2.23
Total Vehicles Available	22,896	28,779	122,137

### 2010 Demographics:

Total Population	25,039	30,887	131,102
Total Households	10,562	12,695	53,381
Female Population	12,614	15,453	64,877
% Female	50.3%	50.0%	49.4%
Male Population	12,425	15,434	66,225
% Male	49.6%	49.9%	50.5%
Population Density (per Sq. Mi.)	72.95	26.39	11.78

### Age:

Age 0 - 4	7.5%	7.6%	6.5%
Age 5 - 14	13.1%	13.6%	12.3%
Age 15 - 19	6.9%	7.0%	7.7%
Age 20 - 24	6.7%	6.2%	8.4%
Age 25 - 34	13.0%	12.5%	11.5%
Age 35 - 44	11.3%	11.5%	10.1%
Age 45 - 54	14.5%	14.8%	14.0%
Age 55 - 64	11.5%	11.5%	12.1%
Age 65 - 74	7.1%	7.2%	7.9%
Age 75 - 84	5.0%	5.0%	5.8%
Age 85 +	2.7%	2.5%	3.0%
Median Age	37.2	37.5	38.3

### Housing Units

Total Housing Units	11,438	13,858	63,068
Occupied Housing Units	92.3%	91.5%	84.6%
Vacant Housing Units	7.6%	8.4%	15.3%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Housing Units by Tenure</b>			
Owner Occupied Housing Units	10,562	12,695	53,381
Owner Occupied free and clear	21.9%	24.0%	31.9%
Owner Occupied with a mortgage or loan	44.4%	45.4%	39.3%
Renter Occupied Housing Units	33.5%	30.5%	28.7%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	2.0%	1.7%	3.8%
Asian	0.4%	0.4%	0.8%
Black	0.3%	0.3%	0.3%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	95.0%	95.4%	92.7%
Other	0.6%	0.7%	0.8%
Multi-Race	1.3%	1.2%	1.2%
Hispanic Ethnicity	1.7%	1.7%	1.8%
Not of Hispanic Ethnicity	98.2%	98.2%	98.1%
<b>Race of Hispanics</b>			
Hispanics	426	530	2,367
American Indian	6.8%	5.6%	4.8%
Asian	0.0%	0.1%	0.1%
Black	1.1%	0.9%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	43.1%	39.7%	40.3%
Other	39.0%	43.9%	44.7%
Multi-Race	9.7%	9.5%	8.9%
<b>Race of Non Hispanics</b>			
Non Hispanics	24,613	30,357	128,736
American Indian	2.0%	1.7%	3.8%
Asian	0.4%	0.4%	0.8%
Black	0.3%	0.3%	0.3%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	96.0%	96.4%	93.7%
Other	0.0%	0.0%	0.0%
Multi-Race	1.1%	1.1%	1.1%

**Marital Status:**

	10 mile(s)	20 mile(s)	60 mile(s)
Age 15 + Population	19,860	24,297	106,235
Divorced	11.6%	10.5%	8.6%
Never Married	27.9%	27.0%	30.8%
Now Married	53.7%	55.8%	53.6%
Now Married - Separated	1.3%	1.2%	0.9%
Widowed	6.7%	6.4%	6.8%
<b>Educational Attainment:</b>			
Total Population Age 25+	16,420	20,199	84,938
Grade K - 8	3.8%	4.1%	4.9%
Grade 9 - 12	5.1%	4.9%	4.8%
High School Graduate	34.8%	35.7%	36.1%
Associates Degree	11.2%	11.1%	10.1%
Bachelor's Degree	20.4%	19.2%	17.6%
Graduate Degree	5.0%	5.0%	6.2%
Some College, No Degree	18.0%	18.6%	19.1%
No Schooling Completed	1.2%	1.0%	0.7%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	7.2%	6.8%	7.7%
Income \$ 10,000 - \$14,999	7.3%	6.8%	6.9%
Income \$ 15,000 - \$24,999	13.1%	12.8%	12.5%
Income \$ 25,000 - \$34,999	11.8%	11.5%	11.9%
Income \$ 35,000 - \$49,999	14.9%	15.3%	16.4%
Income \$ 50,000 - \$74,999	21.7%	22.3%	21.9%
Income \$ 75,000 - \$99,999	10.7%	10.9%	10.8%
Income \$100,000 - \$124,999	6.7%	6.7%	5.8%
Income \$125,000 - \$149,999	2.8%	2.8%	2.4%
Income \$150,000 +	3.2%	3.5%	3.2%
Average Household Income	\$60,635	\$61,879	\$57,288
Median Household Income	\$44,725	\$45,950	\$44,555
Per Capita Income	\$25,730	\$25,583	\$23,844
<b>Vehicles Available</b>			
0 Vehicles Available	6.5%	6.0%	5.2%
1 Vehicle Available	29.7%	27.5%	26.7%
2+ Vehicles Available	63.7%	66.4%	68.0%
Average Vehicles Per Household	2.04	2.13	2.23
Total Vehicles Available	21,579	27,137	119,197



	10 mile(s)	20 mile(s)	60 mile(s)
<b>2000 Census Demographics:</b>			
Total Population	23,739	29,502	132,315
Total Households	9,553	11,597	52,018
Female Population	11,988	14,831	65,908
% Female	50.5%	50.2%	49.8%
Male Population	11,751	14,671	66,413
% Male	49.5%	49.7%	50.1%
<b>Age:</b>			
Age 0 - 4	7.0%	7.0%	5.9%
Age 5 - 14	14.4%	15.0%	14.0%
Age 15 - 19	8.6%	8.6%	8.6%
Age 20 - 24	7.0%	6.5%	7.8%
Age 25 - 34	12.4%	12.1%	10.4%
Age 35 - 44	15.5%	15.6%	14.4%
Age 45 - 54	12.6%	12.6%	12.5%
Age 55 - 64	7.7%	7.9%	8.6%
Age 65 - 74	6.6%	6.8%	7.9%
Age 75 - 84	5.5%	5.4%	6.5%
Age 85 +	2.1%	2.0%	2.8%
Median Age	35.2	35.3	37.2
<b>Housing Units Trend</b>			
Total Housing Units	10,445	12,714	60,547
Owner Occupied Housing Units	62.8%	65.2%	62.2%
Renter Occupied Housing Units	28.5%	26.0%	23.6%
Vacant Housing Units	8.5%	8.7%	14.0%
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	1.4%	1.3%	3.2%
Asian	0.3%	0.2%	0.5%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.1%
Black	0.1%	0.1%	0.3%
White	96.5%	96.9%	94.5%
Other	0.6%	0.5%	0.3%
Two or More Races	0.8%	0.8%	0.7%
Hispanic Ethnicity	1.1%	1.0%	0.8%
Not of Hispanic Ethnicity	98.8%	98.9%	99.1%

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Marital Status:</b>			
Age 15 + Population	18,606	22,977	105,760
Divorced	8.1%	7.5%	6.7%
Never Married	25.2%	24.1%	26.7%
Now Married	57.5%	58.1%	55.4%
Separated	2.7%	2.5%	3.2%
Widowed	7.5%	7.3%	8.2%
<b>Educational Attainment:</b>			
Total Population Age 25+	15,158	18,533	84,359
Grade K - 9	7.1%	7.5%	9.7%
Grade 9 - 11, No diploma	7.0%	7.0%	7.5%
High School Graduate	37.4%	38.7%	36.8%
Associates Degree	7.6%	7.6%	6.6%
Bachelor's Degree	14.1%	13.5%	12.7%
Graduate Degree	5.0%	4.6%	5.1%
Some College, No Degree	20.8%	20.4%	20.8%
No Schooling Completed	0.5%	0.4%	0.4%
Public School Enrollment	87.0%	88.3%	93.5%
Private School Enrollment	12.9%	11.6%	6.4%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	10.6%	9.9%	11.5%
Income \$ 10,000 - \$14,999	7.2%	7.1%	8.7%
Income \$ 15,000 - \$24,999	17.0%	16.5%	16.9%
Income \$ 25,000 - \$34,999	14.0%	14.1%	15.5%
Income \$ 35,000 - \$49,999	19.3%	19.8%	19.2%
Income \$ 50,000 - \$74,999	20.4%	20.4%	17.9%
Income \$ 75,000 - \$99,999	5.7%	5.5%	5.6%
Income \$100,000 - \$124,999	3.0%	2.7%	2.1%
Income \$125,000 - \$149,999	1.7%	1.6%	0.9%
Income \$150,000 - \$199,999	0.3%	0.3%	0.6%
Income \$200,000 or More	1.2%	1.2%	0.8%
Average Household Income	\$46,859	\$45,958	\$41,878
Median Household Income	\$35,994	\$36,348	\$33,203
Per Capita Income	\$18,857	\$18,065	\$16,464

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Vehicles Available</b>			
0 Vehicles Available	6.8%	6.2%	5.9%
1 Vehicle Available	30.3%	27.9%	28.7%
2 Vehicles Available	41.6%	40.8%	38.8%
3+ Vehicles Available	22.2%	24.4%	26.6%
Average Vehicles Per Household	1.70	1.80	1.70
Total Vehicles Available	18,067	22,499	104,173
<b>Population Trend</b>			
2000	23,739	29,502	132,315
2010	25,039	30,887	131,102
Change 2000 to 2010	5.4%	4.6%	0.9%
2013A	25,536	31,450	132,020
2018	26,240	32,262	132,902
Change 2013A to 2018	2.7%	2.5%	0.6%
<b>Household Trend</b>			
2000	9,553	11,597	52,018
2010	10,562	12,695	53,381
Change 2000 to 2010	12.9%	11.7%	3.4%
2013A	10,790	12,956	53,830
2018	11,186	13,432	54,603
Change 2013A to 2018	3.6%	3.6%	1.4%
<b>Average Household Size Trend</b>			
2000	2.4	2.5	2.4
2010	2.3	2.3	2.3
Change 2000 to 2010	-4.7%	-4.6%	-2.7%
2013A	2.3	2.3	2.3
2018	2.3	2.3	2.3
Change 2013A to 2018	0.6%	0.6%	0.4%
<b>Median Age Trend</b>			
2000	35.2	35.3	37.2
2010	37.2	37.5	38.3
2013A	37.4	37.8	38.2
2018	37.7	38.1	38.2
<b>Housing Units Trend</b>			

	10 mile(s)	20 mile(s)	60 mile(s)
<b>Total Housing Units</b>			
Change 2000 to 2010	9.5%	9.0%	4.1%
Change 2013A to 2018	3.4%	3.5%	1.7%
<b>Owner Occupied Housing Units</b>			
Change 2000 to 2010	6.8%	6.4%	0.9%
Change 2013A to 2018	3.9%	3.8%	1.3%
<b>Renter Occupied Housing Units</b>			
Change 2000 to 2010	18.7%	16.7%	6.9%
Change 2013A to 2018	3.1%	3.1%	1.5%
<b>Vacant Housing Units</b>			
Change 2000 to 2010	-1.5%	4.1%	13.5%
Change 2013A to 2018	1.3%	2.3%	3.2%
<b>Race and Ethnicity Trend</b>			
<b>American Indian, Eskimo, Aleut</b>			
Change 2000 to 2010	48.8%	44.1%	17.0%
Change 2013A to 2018	5.9%	6.2%	3.0%
<b>Asian and Native Hawaiian/Other Pacific Islander</b>			
Change 2000 to 2010	51.4%	54.0%	33.2%
Change 2013A to 2018	18.8%	17.8%	12.0%
<b>Black</b>			
Change 2000 to 2010	171.2%	161.5%	8.8%
Change 2013A to 2018	25.6%	25.6%	17.3%
<b>White</b>			
Change 2000 to 2010	3.8%	3.0%	-2.8%
Change 2013A to 2018	2.2%	2.1%	0.1%
<b>Other</b>			
Change 2000 to 2010	15.9%	53.6%	142.5%
Change 2013A to 2018	7.0%	9.1%	3.2%
<b>Two or More Races</b>			
Change 2000 to 2010	58.8%	61.1%	58.2%
Change 2013A to 2018	10.2%	9.8%	9.5%
<b>Hispanic Ethnicity</b>			
Change 2000 to 2010	59.2%	73.7%	114.8%
Change 2013A to 2018	9.4%	12.1%	11.9%
<b>Not of Hispanic Ethnicity</b>			
Change 2000 to 2010	4.8%	3.9%	-1.8%
Change 2013A to 2018	2.6%	2.4%	0.4%

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