2026 Poverty Realities in Rapid City Sources

Poverty Indicators

Indicator	South Dakota	Pennington County	Rapid City	Source	Year	Link
Percent in Poverty (>100% of poverty line)	11.90%	11.00%	12.50%	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1703?q=rapid+city+south+dakota&g=050XX00US46103_040XX00US46
People in Extreme Poverty (<50% of poverty line)	5.70%	5.10%	5.70%	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1703?q=rapid+city+south+dakota&g=050XX00US46103_040XX00US47
Single Mothers in Poverty	32.90%	28.80%	28.70%	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1703?q=rapid+city+south+dakota&g=050XX00US46103_040XX00US48
Single Mothers in Extreme Poverty	17.50%	15.90%	16.10%	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1703?q=rapid+city+south+dakota&g=050XX00US46103_040XX00US49
Children Under 6 in Poverty	14.30%	15.20%	18.10%	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S0901?q=rapid+city+south+dakota&g=050XX00US46103_040XX00US46

Income Indicators

Indicator	South Dakota	Pennington County	Rapid City	Source	Year	Link
Median Household Income	$75,081	$74,517	$70,870	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1903?q=household+income&g=050XX00US46103_160XX00US4652980_040XX00US46
Median Household Income – Single Mothers	$39,019	$42,563	$41,510	U.S. Census American Community Survey (5-Year)	2024	https://data.census.gov/table/ACSST5Y2024.S1903?q=household+income&g=050XX00US46103_160XX00US4652980_040XX00US47

Workforce Participation (Families)

Indicator	South Dakota	Pennington County	Rapid City	Source	Year	Link
Children under 6 with all parents in workforce	76.60%	76%	70.10%	U.S. Census American Community Survey	2024	https://data.census.gov/cedsci/table?q=employment&g=0400000US46_0500000US46103_1600000US4652980
Children age 6–17 with all parents in workforce	81.60%	77.20%	77.40%	U.S. Census American Community Survey	2024	https://data.census.gov/cedsci/table?q=employment&g=0400000US46_0500000US46103_1600000US4652981

Housing Affordability

Indicator	South Dakota	Pennington County	Rapid City	Source	Year	Link
Median Housing Cost (Mortgage)	$1,680	$1,803	$1,743	U.S. Census American Community Survey	2024	https://data.census.gov/table/ACSDP5Y2024.DP04?q=rapid+city+south+dakota+housing+cost&g=050XX00US46103_040XX00US46
Homeowners in Unaffordable Housing (>30% income on housing)	23.20%	28.50%	28.70%	U.S. Census American Community Survey	2024	https://data.census.gov/table/ACSDP5Y2024.DP04?q=rapid+city+south+dakota+housing+cost&g=050XX00US46103_040XX00US47
Median Rent	$946	$1,120	$1,109	U.S. Census American Community Survey	2024	https://data.census.gov/table/ACSDP5Y2024.DP04?q=rapid+city+south+dakota+housing+cost&g=050XX00US46103_040XX00US48
Renters in Unaffordable Housing (>30% income to rent)	39.80%	48.70%	50.40%	U.S. Census American Community Survey	2024	https://data.census.gov/table/ACSDP5Y2024.DP04?q=rapid+city+south+dakota+housing+cost&g=050XX00US46103_040XX00US49

School & Youth Indicators

Indicator	South Dakota	Rapid City	Source	Year	Link
Economically Disadvantaged (Free/Reduced Lunch)	38.12%	43.64%	Rapid City Area School District Report Card	2024-2025	https://sdschools.sd.gov/Nimble/asp/Main.aspx
Homeless Students	2%	3.99%	Rapid City Area School District Report Card	2024-2025	https://sdschools.sd.gov/Nimble/asp/Main.aspx

Homelessness

Indicator	South Dakota	Rapid City	Date	Link
Homeless Individuals (HUD Point-in-Time Count)	1,450	422	28-Jan-25	https://www.sdhousing.org/housing-partners/housing-for-the-homeless/homeless-count

Public Assistance Programs

Medicaid

Indicator	South Dakota	Pennington County	Source	Date
Adults Enrolled in Medicaid	65,419	9,038	SD Dept. of Social Services	Dec-25
Children Enrolled in Medicaid	75,854	8,951	SD Dept. of Social Services	Dec-25
Children 0-5 Eligible for Medicaid	91,127	3,800	SD Dept. of Social Services	Apr-22
Children 6-13 Eligible for Medicaid	39,670	5,005	SD Dept. of Social Services	Apr-22
Children 14-18 Eligible for Medicaid	22,135	2,825	SD Dept. of Social Services	Apr-22

Source:
https://dss.sd.gov/keyresources/statistics.aspx

SNAP (Food Assistance)

Indicator	South Dakota	Pennington County	Source	Date
Average Monthly SNAP Benefit	$401.83	$383.43	SD Dept. of Social Services	Dec-25
Households Receiving SNAP	35,869	5,161	SD Dept. of Social Services	Dec-25
Children Under 18 Receiving SNAP	30,997	4,330	SD Dept. of Social Services	Dec-25

Source:
https://dss.sd.gov/keyresources/statistics.aspx

TANF (Temporary Assistance for Needy Families)

Indicator	South Dakota	Pennington County	Source	Date
Average Monthly TANF Benefit	$442.59	$484.81	SD Dept. of Social Services	Dec-25
TANF Families	2,326	343	SD Dept. of Social Services	Dec-25
TANF Children	4,184	705	SD Dept. of Social Services	Dec-25

Source:
https://dss.sd.gov/keyresources/statistics.aspx

According to DSS, in 2025 the average time receiving TANF benefits was 4.6 months for parents applying for TANF and 9.3 months for caretakers relatives that apply for TANF.

Assistance Program Eligibility References

Medicaid Eligibility
https://dss.sd.gov/medicaid/generalinfo/medicalprograms.aspx

Childcare Assistance Eligibility
https://dss.sd.gov/childcare/childcareassistance/eligible.aspx

SNAP Eligibility
https://dss.sd.gov/economicassistance/snap/faqs.aspx

TANF Eligibility
https://dss.sd.gov/economicassistance/tanf.aspx

Other References & Data Tools

Family Budget Calculator (Economic Policy Institute)
https://www.epi.org/resources/budget/

SNAP Use County Data
https://dss.sd.gov/docs/statistics/snap_data/2025/June.pdf

Child Care Market Rate Study
https://dss.sd.gov/docs/childcare/state_plan/2025-2027/Market_Rate_Full_Report.pdf

Work Hours per Month Calculator
https://www.miraclesalad.com/webtools/work_hours_per_month.php

Kids Count Data Center (Annie E. Casey Foundation)
https://datacenter.aecf.org/

South Dakota Kids Count
https://sdkidscount.org/sd-child-care-assistance

SD Kids Count Childcare Assistance Data
https://sdkidscount.org/child-care-assistance-an-updated-look-at-the-data