



# Hispanic Buying Power 2012

Hispanic Cultural Center of Idaho: <http://hccidaho.org>

## Economic Influence of Idaho's Largest Minority in 2012

Fall 2013

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## Hispanic Economic Power Edged Up Slightly

The economic influence of Idaho’s Hispanic population edged up in 2012, tempered by the continued fallout from the Great Recession.

Estimates developed by the Selig Center for Economic Growth at the University of Georgia showed the buying power of Hispanics rose 5.9 percent from 2011 to 2012 while the increase for the rest of the population was 3.2 percent.

It was the slowest growth since the depths of the recession in 2009. The Selig Center also significantly lowered previous buying power estimates to reflect the recession’s impact on the Idaho economy and the effect of the sluggish recovery through 2011.

Buying power is the after-tax personal income people have to spend on virtually everything from necessities like food, clothing and housing to luxuries like recreation equipment and vacations. It does not include money that has been borrowed or that is saved from previous years.

The more modest gains made by Idaho Hispanics in 2012 boosted their share of overall state buying power to 6.2 percent, but that one-tenth of a point increase from 2011 was the smallest year-to-year gain since the last recession in 2001. Even so, the Hispanic influence on the Idaho economy ranked 14<sup>th</sup> among the states. New Mexico led the nation with Hispanics there accounting for just over 32 percent of total buying power. Texas Hispanics were second at 21.4 percent.

Per capita buying power in 2012 – the buying power attributable to every man, woman and child in Idaho – rose 2.6 percent for both the total population and non-Hispanics while population growth for each was under 1 percent. That was slightly higher than the rate of inflation in 2012 at 2.1 percent.

Idaho’s Hispanic population grew about three times faster at over 2 percent, and per capita income was up 3.7 percent, accommodating the population growth while staying well ahead of inflation to

Idaho Buying Power			
	2011	2012	% Chg
<b>Dollar Amount</b>			
<b>Total</b>	\$47,724,995,000	\$49,328,012,000	3.4%
<b>Non-Hispanics</b>	\$44,834,184,004	\$46,266,132,650	3.2%
<b>Hispanics</b>	\$2,890,810,996	\$3,061,879,350	5.9%
<b>Percent of Total Buying Power</b>			
<b>Total</b>	\$1	\$1	0.0%
<b>Non-Hispanics</b>	93.90%	93.80%	-0.1%
<b>Hispanics</b>	6.10%	6.20%	1.6%
<b>Per Capita Buying Power</b>			
<b>Total</b>	\$30,134	\$30,913	2.6%
<b>Non-Hispanics</b>	\$31,969	\$32,800	2.6%
<b>Hispanics</b>	\$15,943	\$16,536	3.7%
<b>Median Household Income</b>			
<b>Total</b>	\$43,341	\$45,489	5.0%
<b>Non-Hispanics</b>	\$45,122	\$46,970	4.1%
<b>Hispanics</b>	\$32,353	\$33,323	3.0%

Source: Selig Center for Economic Growth, University of Georgia; U.S. Census Bureau one-year American Community Survey estimates.

generate that real gain in economic influence in 2012. About 11.6 percent of Idaho's population is Hispanic.

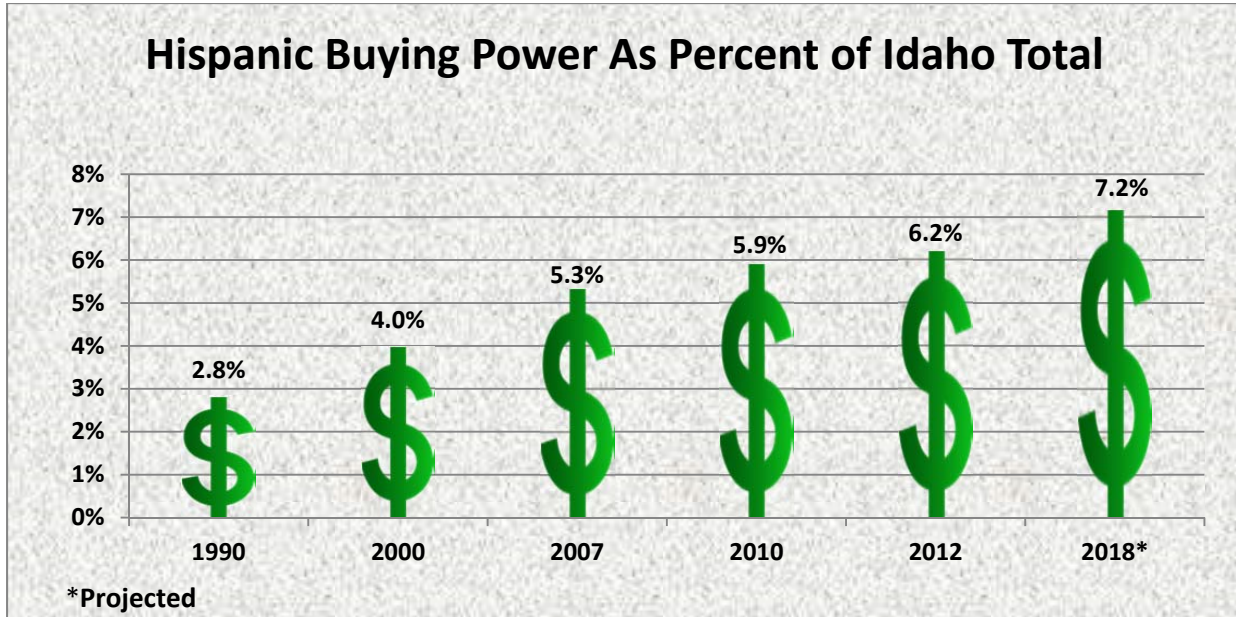
But even with the gain in 2012, Hispanic per capita buying power is still just half that of non-Hispanics, underscoring how the household income gap between the two has widened. Median income in Hispanic households was 70.9 percent of non-Hispanic households, down from 71.7 percent in 2011.

Hispanics households have also been slower in recovering, reflecting the structure of the Great Recession and the recovery since. Median Hispanic household income in 2012 was less than 91 percent of its prerecession peak while the non-Hispanic median had recovered to more than 96 percent of the previous high. The majority of jobs claimed by the recession were in construction, manufacturing and associated occupations, where 36 percent of Hispanic workers were employed in 2007. By 2012, that was below 31 percent. The bulk of the jobs generated during the recovery have been in services including sales. The percentage of Hispanic workers employed in sales rose from 16 percent in 2007 to nearly 22 percent in 2012. The average wage for production and construction jobs in 2007 was \$42,000 while the average in sales was under \$30,000, and that gap had not closed by 2012. Production and construction wages averaged \$46,500 while sales averaged \$31,600.

Essentially 5 percent of the Hispanic workforce lost the good-paying jobs they held before the recession and wound up in post-recession jobs paying an average of \$15,000 a year less.

While the percentage of non-Hispanic workers in construction and manufacturing also declined during the recession, the loss was not as great and the shift to lower-paying sectors not as marked.

The poverty rate among Hispanics also changed little from the depths of the recession, when it hit 29 percent in 2009. It was 28.6 percent in 2012, according to the Census Bureau's American Community Survey. That was still almost twice the non-Hispanic rate of 14.9 percent, up from 12.3 percent in 2009 and 10.2 percent in 2007 before the recession began. The Hispanic poverty rate in 2007 was still nearly 25 percent.



The revised buying power estimates showed Hispanics also losing ground in 2009 but only a fractional 0.2 percent. They made it up and more with 7 percent growth in 2010. Non-Hispanics saw buying power fall 3.7 percent in 2009, and they posted only a 3.6 percent gain the next year.

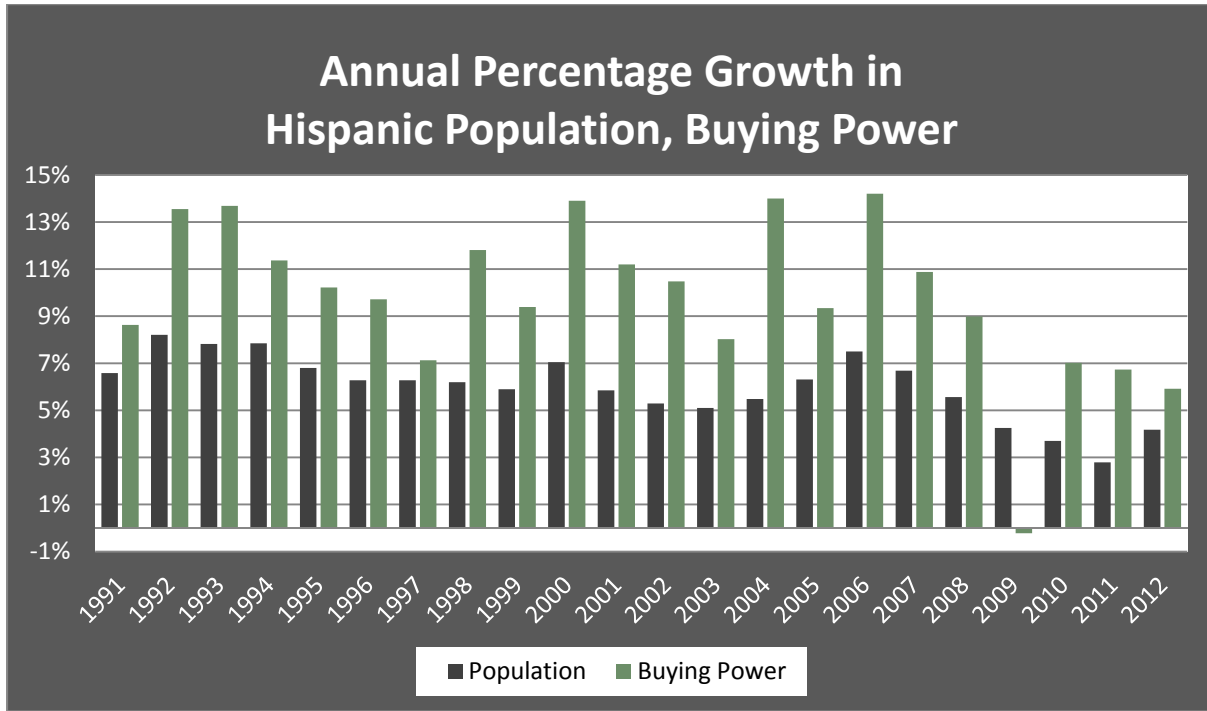
As a percentage of total Idaho buying power, Hispanics still claim less than their percentage of the population. But their economic impact of 6.2 percent brought them across the \$3 billion reflecting the shift in the kinds of jobs Hispanics have held over the last two decades. In 1990, 7 percent of Hispanic workers were in management jobs, 6 percent in production and 2 percent in construction – all comparatively good-paying jobs. In 2012, over 10 percent of Hispanics workers were in management, and even after the recession declines 10 percent were in production and 8 percent in construction. During Idaho’s expansion between 2002 and 2007, the number of Hispanic-owned businesses jumped 40 percent to nearly 3,900.

Idaho’s Hispanic population has also made gains in education. Hispanic adults without high school diplomas dropped markedly since 2000 to under 40 percent in 2012, but it remained dramatically higher than non-Hispanics at just over 7 percent.

Education Attainment - 1990, 2000, 2010, 2012								
	Hispanic				Non-Hispanic			
	1990	2000	2010	2012	1990	2000	2010	2012
<b>Population 25 and Older</b>	20,520	44,496	81,400	87,136	444,772	713,381	866,909	882,251
<b>Less than High School Diploma</b>	55.1%	55.6%	46.3%	39.4%	13.5%	12.6%	12.6%	7.2%
<b>High School Diploma or Equivalent</b>	19.2%	20.5%	23.9%	26.6%	31.7%	29.1%	29.1%	28.0%
<b>Some College or Associate Degree</b>	17.9%	17.4%	22.8%	25.6%	34.8%	35.7%	35.7%	37.7%
<b>Bachelor's Degree and Higher</b>	7.8%	6.7%	7.0%	8.5%	20.1%	22.6%	22.6%	27.1%

Source: Census Bureau's American Community Survey

Still improving educational attainment and the steady shift toward higher-paying employment and business ownership have, in part, increased Hispanic buying power faster than both the Hispanic population and non-Hispanic buying power every year since 1990.



The Selig Center forecasts that the economic influence of Hispanics will continue growing faster than non-Hispanics as the post-recession recovery gains traction. Hispanic buying power should pick up two more tenths to hit 6.4 percent of total Idaho buying power in 2013 and exceed 7 percent by 2018 when it is more than \$4.6 billion of a total \$64.5 billion.

In 2010, the most recent year for which data are available, Hispanic households nationally spent two-thirds of their income on essentials – food, clothing, shelter and transportation – while non-Hispanic households spent an average of less than 61 percent. That was a decrease of eight percentage point for Hispanics from the recession peak in 2008 and five points for non-Hispanics. Lower costs in all four areas, but especially housing and transportation, were responsible for the decline in necessity spending.

## Household Spending as a Percentage of Income

Item	Hispanic	% of Total	Non-Hispanic	% of Total
<b>Total Median Household Income</b>	<b>\$35,271</b>	<b>--</b>	<b>\$48,607</b>	<b>--</b>
Food at Home	\$3,421	9.7%	\$3,548	7.3%
Food Away From Home	\$2,116	6.0%	\$2,479	5.1%
Housing	\$13,121	37.2%	\$16,575	34.1%
Apparel and Services	\$1,693	4.8%	\$1,653	3.4%
Transportation	\$5,643	16.0%	\$7,777	16.0%
Health Care	\$1,552	4.4%	\$3,305	6.8%
Entertainment	\$1,411	4.0%	\$2,576	5.3%
Personal Care	\$494	1.4%	\$583	1.2%
Reading	\$35	0.1%	\$97	0.2%
Education	\$670	1.9%	\$1,118	2.3%
Alcoholic Beverages	\$212	0.6%	\$437	0.9%
Tobacco Products	\$141	0.4%	\$389	0.8%
Miscellaneous	\$423	1.2%	\$875	1.8%
Cash Contributions	\$917	2.6%	\$1,701	3.5%
Personal Insurance and Pensions	\$3,421	9.7%	\$5,493	11.3%

Source: Percentages were calculated by the Selig Center for Economic Growth using U.S. Bureau of Labor Statistics' 2010 U.S. Consumer Expenditure Survey and applied to Idaho household incomes estimated by the Census Bureau.

Still as a percentage of their income, Hispanic households spent 27 percent more on food, both at home and away; 41 percent more on clothing and 9 percent more on housing than non-Hispanics. At the same time, Hispanics spent 35 percent less on health care, 24 percent less on entertainment, 17 percent less on education and 14 percent less on personal insurance and pensions.

Fourteen counties saw a decline from 2011 to 2012 in both Hispanic buying power and the total share of buying power held by Hispanics. In only three – Fremont, Gem and Oneida – did the Hispanic population also decline from 2011. Two other counties – Minidoka and Franklin – saw the Hispanic share of buying power decline even though the total Hispanic buying power rose despite small losses in Hispanic population.

Counties Where Buying Power Declined	
Hispanic	Non-Hispanic
Ada	Boise
Adams	Boundary
Bannock	Butte
Custer	Camas
Fremont	Clark
Gem	Elmore
Lemhi	Madison
Lewis	Owyhee
Lincoln	Valley
Oneida	
Payette	
Twin Falls	
Valley	
Washington	

Non-Hispanic buying power fell in nine counties. Valley County, hit hard by the demise of the Tamarack resort development, was the only county where both Hispanic and non-Hispanic buying power declined. Of the other eight, Boise County was the only one where the decline in non-Hispanic buying power was more than offset by an increase in Hispanic buying power. The loss in non-Hispanic buying power in the others resulted in a drop in overall buying power from 2011.

Even with the dramatic gains Hispanics have made in their economic status over the past two decades, their share of buying power remains barely half their share of the population. Shoshone County – rural with comparatively small population overall – was the only one where Hispanic economic influence was greater than the Hispanic share of the population.

The economic strength of Hispanics remains in the southern part of the state, concentrated the most in heavily agricultural south central Idaho around Twin Falls. In the rest of the state, Hispanic influence tracks the density of the population. Bonner County, just miles from the Canadian border, has the smallest concentration of Hispanics in its population at 2.4 percent. Hispanic buying power there is just 1.7 percent of total buying power.

In Clark County, Idaho’s smallest with fewer than 1,000 residents, Hispanics made up 41 percent of the population and accounted for nearly 30 percent of the buying power in 2012, up over three percentage points from 2011 despite a modest decline in the Hispanic population.

Minidoka County was the only other county where Hispanics influence was over 20 percent in 2012 although Jerome and Owyhee counties were close at well over 19 percent each.

<b>Hispanic Buying Power By County, 2011-2012</b>							
County	2012 Buying Power	% of Total Buying Power	% of 2012 Population	2011 Buying Power	% of Total Buying Power	2011-12 Buying Power Chg	2011-12 Population Change
<b>State</b>	<b>\$3,061,879,350</b>	<b>6.2%</b>	<b>11.6%</b>	<b>\$2,890,810,996</b>	<b>6.1%</b>	<b>5.9%</b>	<b>2.1%</b>
<b>Ada</b>	\$590,327,185	4.0%	7.4%	\$605,389,247	4.1%	-2.5%	3.7%
<b>Adams</b>	\$436,643	0.4%	3.0%	\$1,232,603	1.1%	-64.6%	10.2%
<b>Bannock</b>	\$90,533,727	3.6%	7.3%	\$92,459,985	3.8%	-2.1%	4.1%
<b>Bear Lake</b>	\$5,891,550	3.0%	4.0%	\$4,080,568	2.3%	44.4%	3.5%
<b>Benewah</b>	\$3,705,427	1.4%	3.0%	\$3,282,801	1.3%	12.9%	5.8%
<b>Bingham</b>	\$160,495,923	13.2%	17.5%	\$127,089,476	10.8%	26.3%	-1.2%
<b>Blaine</b>	\$122,877,872	11.8%	20.3%	\$103,185,312	10.7%	19.1%	0.1%
<b>Boise</b>	\$3,807,516	1.5%	3.6%	\$3,451,659	1.3%	10.3%	5.5%
<b>Bonner</b>	\$25,130,015	1.7%	2.4%	\$17,829,084	1.4%	40.9%	0.1%
<b>Bonneville</b>	\$211,746,227	6.3%	12.1%	\$184,565,165	5.6%	14.7%	4.1%
<b>Boundary</b>	\$8,331,565	3.1%	4.2%	\$7,860,643	2.7%	6.0%	13.5%
<b>Butte</b>	\$2,162,054	2.9%	4.5%	\$1,828,913	2.3%	18.2%	-6.8%
<b>Camas</b>	\$2,142,221	6.3%	6.7%	\$1,215,087	3.2%	76.3%	-1.4%
<b>Canyon</b>	\$704,844,241	14.3%	24.3%	\$657,220,245	13.5%	7.2%	1.9%
<b>Caribou</b>	\$5,299,422	2.2%	5.4%	\$3,668,987	1.8%	44.4%	7.6%
<b>Cassia</b>	\$83,999,528	15.4%	25.9%	\$74,674,234	13.8%	12.5%	2.4%



<b>Hispanic Buying Power By County, 2011-2012</b>							
<b>County</b>	<b>2012 Buying Power</b>	<b>% of Total Buying Power</b>	<b>% of 2012 Population</b>	<b>2011 Buying Power</b>	<b>% of Total Buying Power</b>	<b>2011-12 Buying Power Chg</b>	<b>2011-12 Population Change</b>
<b>Clark</b>	\$6,932,072	29.5%	40.7%	\$6,568,807	26.2%	5.5%	-9.9%
<b>Clearwater</b>	\$7,068,814	2.5%	3.4%	\$5,186,248	1.9%	36.3%	0.7%
<b>Custer</b>	\$1,313,431	0.9%	4.4%	\$1,616,182	1.1%	-18.7%	9.1%
<b>Elmore</b>	\$77,834,427	10.2%	15.8%	\$73,686,140	9.5%	5.6%	-0.2%
<b>Franklin</b>	\$17,933,016	5.1%	6.7%	\$17,514,887	5.3%	2.4%	-1.0%
<b>Fremont</b>	\$21,719,679	6.2%	12.4%	\$23,574,198	7.0%	-7.9%	-1.3%
<b>Gem</b>	\$18,395,554	3.5%	7.8%	\$26,146,580	5.3%	-29.6%	-5.1%
<b>Gooding</b>	\$66,678,166	16.7%	28.7%	\$59,529,988	16.3%	12.0%	1.4%
<b>Idaho</b>	\$4,913,166	1.1%	3.0%	\$4,430,643	1.1%	10.9%	8.5%
<b>Jefferson</b>	\$44,337,769	5.6%	10.3%	\$35,473,863	4.8%	25.0%	0.8%
<b>Jerome</b>	\$105,698,717	19.7%	32.8%	\$100,767,353	19.2%	4.9%	2.9%
<b>Kootenai</b>	\$156,346,593	3.2%	4.1%	\$133,195,867	3.0%	17.4%	3.2%
<b>Latah</b>	\$25,503,814	2.4%	3.8%	\$22,353,120	2.3%	14.1%	2.7%
<b>Lemhi</b>	\$1,037,035	0.4%	2.7%	\$1,307,410	0.6%	-20.7%	4.5%
<b>Lewis</b>	\$1,360,901	1.3%	3.8%	\$2,694,824	2.6%	-49.5%	8.8%
<b>Lincoln</b>	\$20,804,736	14.5%	28.8%	\$24,582,503	17.8%	-15.4%	0.1%
<b>Madison</b>	\$26,998,311	4.4%	6.3%	\$23,509,633	3.5%	14.8%	0.4%
<b>Minidoka</b>	\$111,027,695	20.9%	32.6%	\$110,610,078	21.5%	0.4%	-0.7%
<b>Nez Perce</b>	\$20,221,528	1.5%	3.1%	\$16,651,976	1.3%	21.4%	4.4%
<b>Oneida</b>	\$881,661	0.7%	3.2%	\$1,651,934	1.4%	-46.6%	-5.7%
<b>Owyhee</b>	\$44,365,576	19.5%	25.9%	\$43,803,009	18.1%	1.3%	2.4%
<b>Payette</b>	\$36,744,786	5.3%	15.5%	\$42,059,698	6.6%	-12.6%	3.2%
<b>Power</b>	\$36,219,225	18.3%	30.7%	\$34,739,801	18.2%	4.3%	1.6%
<b>Shoshone</b>	\$14,802,706	3.7%	3.3%	\$11,646,565	3.2%	27.1%	-1.4%
<b>Teton</b>	\$38,379,072	10.5%	16.9%	\$22,441,693	6.5%	71.0%	-2.4%
<b>Twin Falls</b>	\$181,776,772	8.2%	14.4%	\$191,642,741	8.8%	-5.1%	2.9%
<b>Valley</b>	\$5,746,262	1.5%	4.2%	\$10,057,022	2.5%	-42.9%	2.3%
<b>Washington</b>	\$24,809,052	8.9%	17.3%	\$27,544,244	10.5%	-9.9%	0.1%

Source: Selig Center for Economic, University of Georgia and U.S. Census Bureau, Idaho Department of Labor

Non-Hispanic Buying Power by County				
County	2012	2011	Percent Change	Population Change
State	\$46,266,132,650	\$44,834,184,004	3.2%	0.6%
Ada	\$14,261,849,112	\$11,812,434,088	20.7%	1.9%
Adams	\$114,668,861	\$144,123,440	-20.4%	-2.2%
Bannock	\$2,389,610,252	\$2,441,399,211	-2.1%	0.0%
Bear Lake	\$184,551,244	\$187,117,896	-1.4%	-1.2%
Benewah	\$262,941,530	\$316,435,852	-16.9%	-0.7%
Bingham	\$1,095,221,745	\$1,093,598,290	0.1%	-0.7%
Blaine	\$952,793,270	\$645,418,724	47.6%	0.2%
Boise	\$250,574,660	\$243,161,253	3.0%	-3.0%
Bonner	\$1,402,302,782	\$1,409,532,261	-0.5%	-0.9%
Bonneville	\$3,154,917,854	\$2,820,151,930	11.9%	0.5%
Boundary	\$257,667,554	\$360,935,951	-28.6%	-0.5%
Butte	\$72,847,743	\$91,425,955	-20.3%	-2.5%
Camas	\$32,912,413	\$38,979,410	-15.6%	-2.0%
Canyon	\$4,299,355,610	\$4,417,805,849	-2.7%	1.1%
Caribou	\$233,890,589	\$210,037,120	11.4%	-1.2%
Cassia	\$487,296,164	\$521,705,104	-6.6%	-0.2%
Clark	\$18,449,196	\$20,828,054	-11.4%	-8.0%
Clearwater	\$260,639,695	\$301,881,309	-13.7%	-0.7%
Custer	\$142,994,561	\$158,092,456	-9.6%	-0.5%
Elmore	\$689,880,436	\$761,436,839	-9.4%	-0.2%
Franklin	\$325,776,922	\$325,469,707	0.1%	0.0%
Fremont	\$326,218,024	\$339,940,603	-4.0%	-1.3%
Gem	\$497,728,091	\$517,020,883	-3.7%	0.0%
Gooding	\$328,722,276	\$379,840,128	-13.5%	-1.3%
Idaho	\$442,537,929	\$563,779,446	-21.5%	-1.1%
Jefferson	\$718,868,763	\$630,696,887	14.0%	1.4%
Jerome	\$432,358,668	\$496,360,123	-12.9%	-1.3%
Kootenai	\$4,622,353,144	\$4,422,490,070	4.5%	0.8%
Latah	\$1,017,643,731	\$1,198,909,613	-15.1%	0.7%
Lemhi	\$267,344,022	\$294,854,977	-9.3%	-2.9%
Lewis	\$104,059,800	\$135,591,466	-23.3%	1.9%
Lincoln	\$118,946,273	\$114,512,472	3.9%	3.1%
Madison	\$586,334,858	\$846,923,870	-30.8%	-1.1%
Minidoka	\$421,777,503	\$457,213,420	-7.8%	-0.4%
Nez Perce	\$1,300,008,189	\$1,334,835,667	-2.6%	0.1%
Oneida	\$123,034,943	\$126,724,905	-2.9%	0.0%
Owyhee	\$194,037,615	\$278,711,144	-30.4%	-0.6%
Payette	\$630,591,597	\$624,172,437	1.0%	0.1%
Power	\$164,911,452	\$176,578,399	-6.6%	-0.4%
Shoshone	\$386,261,156	\$460,308,352	-16.1%	0.4%
Teton	\$328,417,783	\$272,855,868	20.4%	-0.7%
Twin Falls	\$2,010,086,460	\$2,183,181,533	-7.9%	0.3%
Valley	\$376,442,766	\$357,339,138	5.3%	-0.8%
Washington	\$260,744,077	\$299,371,904	-12.9%	-0.7%

Source: Selig Center for Economic, University of Georgia and U.S. Census Bureau and the Idaho Department of Labor

## Methodology

The Selig Center for Economic Growth at the University of Georgia calculated buying power for various races and ethnicities including Hispanics and non-Hispanics for the nation and each of the 50 states. These estimates were calculated using national and regional economic models, univariate forecasting techniques and data from various federal government sources. The model developed by the Selig Center integrates statistical methods used in regional economics with those of market research. In general, the process has two parts: estimating disposable personal income and allocating that estimate by race or ethnicity based on both population estimates and variances in per capita income. The estimates of disposable personal income, or the total buying power of all groups regardless of race or ethnicity, for 1990, 2000 and 2010 equal disposable personal income as reported in the National Income and Product Accounts tables by the U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System in September 2011. Based on that data, the Selig Center prepared estimates of total buying power for 2011 and 2012 as well as projections for 2013 through 2018.

Buying power based on disposable personal income is not the same as money income values from the Census Bureau, which are lower because they rely on a different definition and because people tend to underreport income in survey responses. The Selig Center buying power estimates are also not equivalent to aggregate consumer expenditures in the government's annual Consumer Expenditure Survey.

Buying power is not the equivalent of aggregate money income as defined by the Census Bureau. Because the Selig Center's estimates are based on disposable personal income data obtained from the Commerce Department rather than money income values issued by the Census Bureau, the result is significantly higher estimates of buying power. The difference primarily results from the fact that the Census Bureau data are gathered through a nationwide survey sample of households and respondents tend to underreport their incomes. It should also be emphasized that the Selig Center's estimates are not equivalent to aggregate consumer expenditures as reported in the Consumer Expenditure Survey that is conducted each year by the U.S. Bureau of Labor Statistics.

The Selig Center's estimates of total buying power were allocated to each racial group and Hispanics based on Census Bureau population estimates and variances in per capita personal income by race or ethnicity. A relative income adjustment factor was estimated for each group for each geographic area to compensate for the variation in per capita personal income and disposable income that is accounted for by race or ethnicity. These factors were calculated using Census Bureau summary file data on income by race and Hispanic origin from the 2000 census and per capital money income data by race for local areas from the 1990 Census of Population and Housing augmented for more recent years by data from the 2007-2009 American Community Survey.

The absence of current detailed data at the state and sub-state level clearly makes the buying power estimates and projections for all of the racial or ethnic groups less precise, increasing their statistical error.

The center's buying power estimates for Idaho were allocated among the counties based on their 2012 population share for each category and then adjusted by the ratio that the median household income for each group in each county had to the median household incomes of those groups statewide. The county median household income data came from the 2011 American Community Survey that averages data over the previous five years so estimates can be made for small geographic areas like Clark County, which has fewer than 1,000 residents. In cases with excessive margins of error, adjustments were made based on data from the 2000 census adjusted for wage inflation for disposable income.