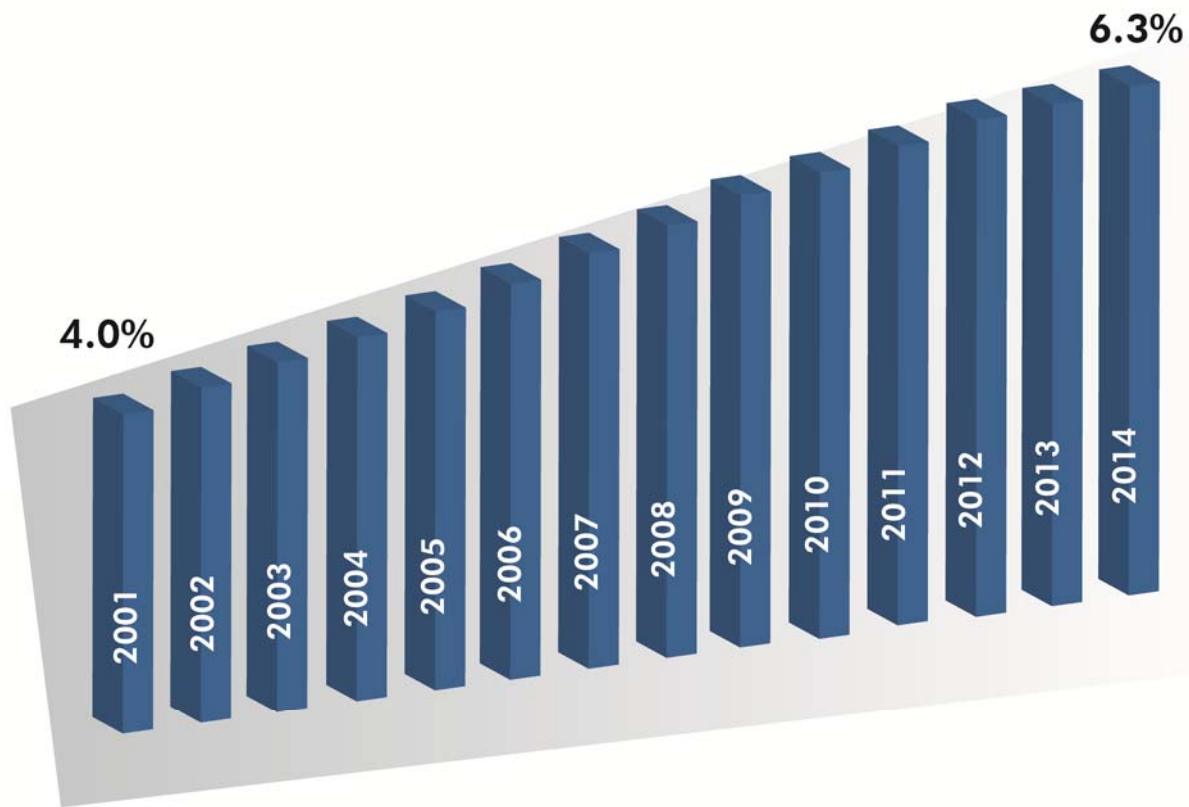


## Economic Influence of Idaho's Largest Minority Continues to Rise

Fall 2014



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Guillermo Ordorica, Mexican Consul to Idaho

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## Hispanic Economic Power Continued Expanding Even as Overall Growth Slowed

The economic influence of Idaho's largest minority continued to increase in 2013 even as the growth of buying power overall slowed in the postrecession expansion.

Estimates developed by the Selig Center for Economic Growth at the University of Georgia showed the buying power of Hispanics rose 4.9 percent from 2012 to 2013, nearly twice the growth rate for the state overall.

Still it was the slowest growth since the depth of the recession in 2009. The Selig Center also revised upward its buying power estimates for 12 of the previous 13 years while lowering the estimates for 2008, the first year of the recession.

Buying power is the after-tax personal income people have to spend on virtually everything

### Idaho Buying Power

	2012	2013	% Chg
<b>Dollar Amount</b>			
<b>Total</b>	\$50,272,469,000	\$51,721,975,000	2.88%
<b>Non-Hispanics</b>	\$47,183,133,000	\$48,480,704,000	2.75%
<b>Hispanics</b>	\$3,089,336,000	\$3,241,271,000	4.92%
<b>Percent of Total Buying Power</b>			
<b>Total</b>	100%	100%	0.00%
<b>Non-Hispanics</b>	93.85%	93.73%	-0.13%
<b>Hispanics</b>	6.15%	6.27%	1.98%
<b>Per Capita Buying Power</b>			
<b>Total</b>	\$29,908	\$32,083	7.27%
<b>Non-Hispanics</b>	\$31,784	\$34,096	7.27%
<b>Hispanics</b>	\$15,613	\$17,037	9.12%
<b>Median Household Income</b>			
	2011	2012	
<b>Total</b>	\$46,890	\$47,015	0.27%
<b>Non-Hispanics</b>	\$48,607	\$48,625	0.04%
<b>Hispanics</b>	\$35,271	\$35,284	0.04%

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

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 2013 boosted their share of overall state buying power to 6.3 percent, a two-tenths of a point increase from 2012 and 2011. But that was not enough to hold Idaho's ranking nationally, which slipped from 14<sup>th</sup> to 15<sup>th</sup>. New Mexico led the nation with Hispanics there accounting for over 32 percent of total buying power. Texas Hispanics were second at nearly 22 percent.

Per capita buying power for Hispanics – the buying power attributable to every man, woman and child in Idaho – rose 9.1 percent, well ahead of inflation at 1.4 percent and more than three times the Hispanic population growth to generate a real gain in economic influence in 2013. Per capita buying power was up 7.3 percent for both the total population and non-Hispanics, while population growth was 1 percent overall and under 1 percent for non-Hispanics.

Idaho’s Hispanic population grew 2.7 percent. To make up 11.8 percent of the state’s population, two-tenths of a percentage point higher than in 2012. Since 2000, Idaho’s Hispanic population has nearly doubled from under 102,000 to over 190,000.

Although still only half the per capita buying power of non-Hispanics, the gain for Hispanics in 2013 closed the gap by nearly a full percentage point – from 49.1 percent of non-Hispanic per capita buying power in 2012 to 50 percent in 2013. Median household income for both Hispanics and non-Hispanics rose just four-hundredths of a percent from 2011 to 2012, the most recent years for which county income estimates were available. Hispanic household median income remained 72.6 percent of non-Hispanic households.

The poverty rate among Hispanics dropped dramatically in 2013 from 28.9 in 2012 – nearly the same rate as during the depth of the recession in 2009 – to 24 percent in 2013, according to the Census Bureau’s American Community Survey. That was still almost twice the statewide rate of 13 percent, which was down nine-tenths of a point from 2012.

As a percentage of total Idaho buying power, Hispanics still claim less than their percentage of the population. But their economic impact of 6.3 percent brought them to over \$3.2 billion in 2013. Hispanic buying power has more than doubled since 1990, reflecting the shift in the kinds of jobs Hispanics have held over the last two decades. In 1990, 13 percent of Hispanic workers were in management, business, science and arts occupations – most comparatively good paying jobs. That had risen to 18 percent in 2013.

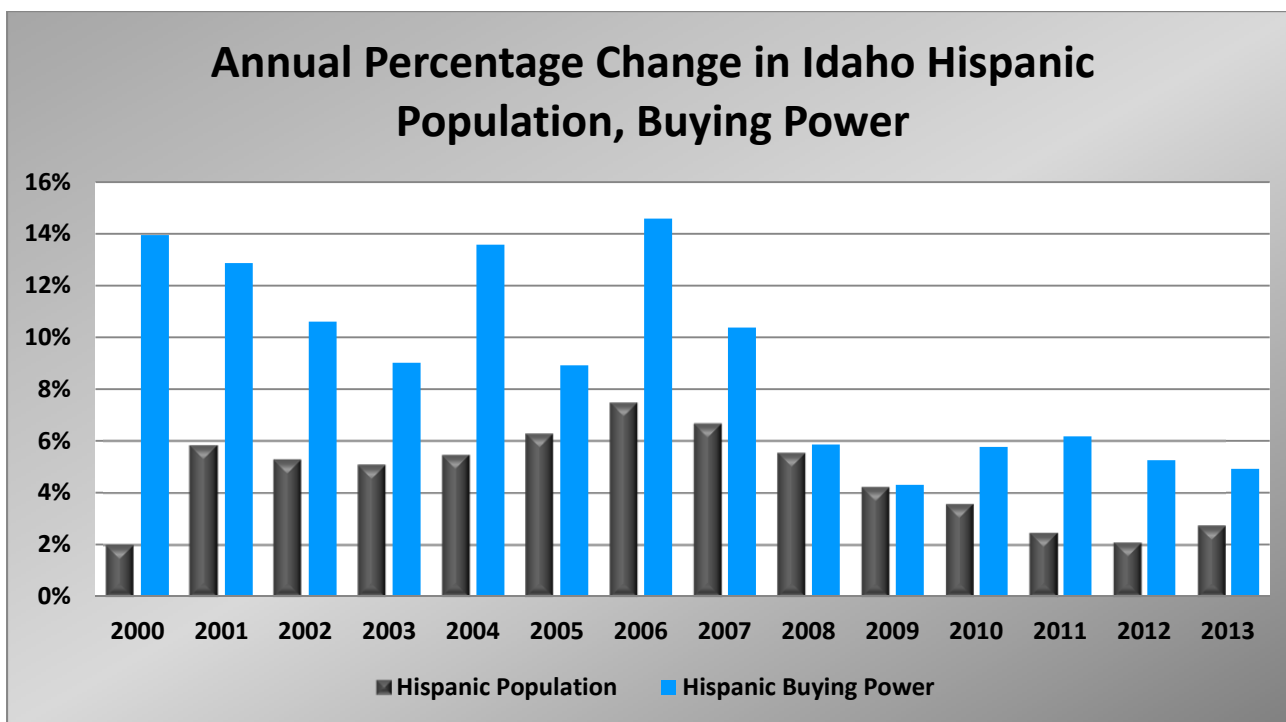
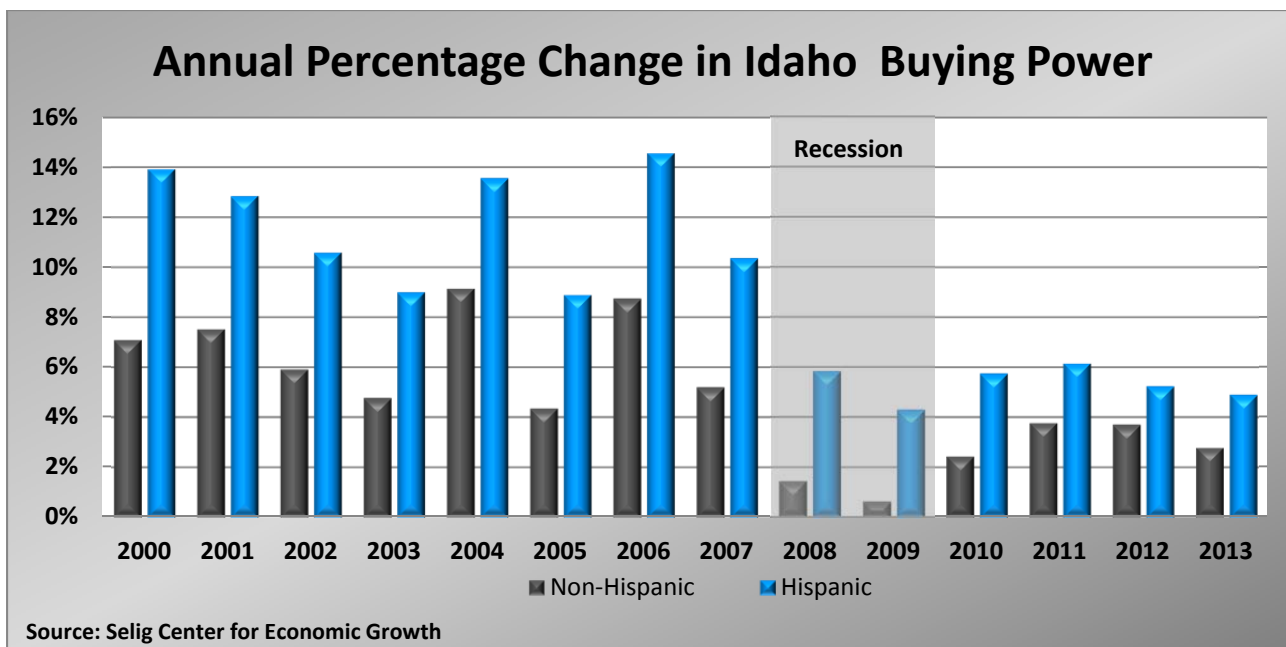
Idaho’s Hispanic population has also made gains in education. Hispanic adults without high school diplomas dropped markedly since 2000 to 42.6 percent in 2013, but it remained dramatically higher than non-Hispanics at just over 7 percent.

### Education Attainment - 1990, 2000, 2010,2012

	Hispanic				Non-Hispanic			
	1990	2000	2010	2013	1990	2000	2010	2013
<b>Population 25 and Older</b>	20,520	44,496	81,400	88,914	444,772	713,381	866,909	893,397
<b>Less than High School Diploma</b>	55.1%	55.6%	46.3%	42.6%	13.5%	12.6%	12.6%	7.1%
<b>High School Diploma or Equivalent</b>	19.2%	20.5%	23.9%	26.1%	31.7%	29.1%	29.1%	27.7%
<b>Some College or Associate Degree</b>	17.9%	17.4%	22.8%	20.8%	34.8%	35.7%	35.7%	37.3%
<b>Bachelor's degree and Higher</b>	7.8%	6.7%	7.0%	10.4%	20.1%	22.6%	22.6%	27.9%

Source: Census Bureau's American Community Survey

But 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.



The Selig Center forecasts that the economic influence of Hispanics will continue growing faster than non-Hispanics by about two percentage points a year as the post-recession recovery continues. Hispanic buying power should pick up another tenth to hit 6.4 percent of total Idaho buying power in 2014 and exceed 7 percent by 2019 when it is more than \$4.7 billion of nearly \$67 billion overall.

In 2012-2013, Hispanic households nationally spent almost 70 percent of their incomes on essentials – food, clothing, shelter and transportation – while non-Hispanic households spent an average of less than 65 percent, a reflection of the persisting income disparity. Spending on necessities was up from 2012 for both groups as the share of income going to food and transportation rose and was not offset by lower housing costs.

## Household Spending as a Percentage of Income (2012-2013)

Item	Hispanic	% of Total	Non-Hispanic	% of Total
<b>Total Median Household Income</b>	\$35,284	--	\$48,625	--
<b>Food at Home</b>	\$3,493	9.9%	\$3,550	7.3%
<b>Food Away From Home</b>	\$2,117	6.0%	\$2,529	5.2%
<b>Housing</b>	\$12,632	35.8%	\$15,949	32.8%
<b>Apparel and Services</b>	\$1,658	4.7%	\$1,556	3.2%
<b>Transportation</b>	\$6,810	19.3%	\$8,412	17.3%
<b>Health Care</b>	\$1,552	4.4%	\$3,452	7.1%
<b>Entertainment</b>	\$1,411	4.0%	\$2,577	5.3%
<b>Personal Care</b>	\$494	1.4%	\$584	1.2%
<b>Reading</b>	\$35	0.1%	\$97	0.2%
<b>Education</b>	\$423	1.2%	\$1,216	2.5%
<b>Alcoholic Beverages</b>	\$282	0.8%	\$438	0.9%
<b>Tobacco Products</b>	\$141	0.4%	\$340	0.7%
<b>Miscellaneous</b>	\$353	1.0%	\$681	1.4%
<b>Cash Contributions</b>	\$706	2.0%	\$1,945	4.0%
<b>Personal Insurance and Pensions</b>	\$3,246	9.2%	\$5,349	11.0%

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.

As a percentage of their income, Hispanic households spend more on clothing, housing and food, both at home and away, while non-Hispanics spend more on health care, entertainment, education and personal insurance and pensions.

## Counties Where Buying Power Declined

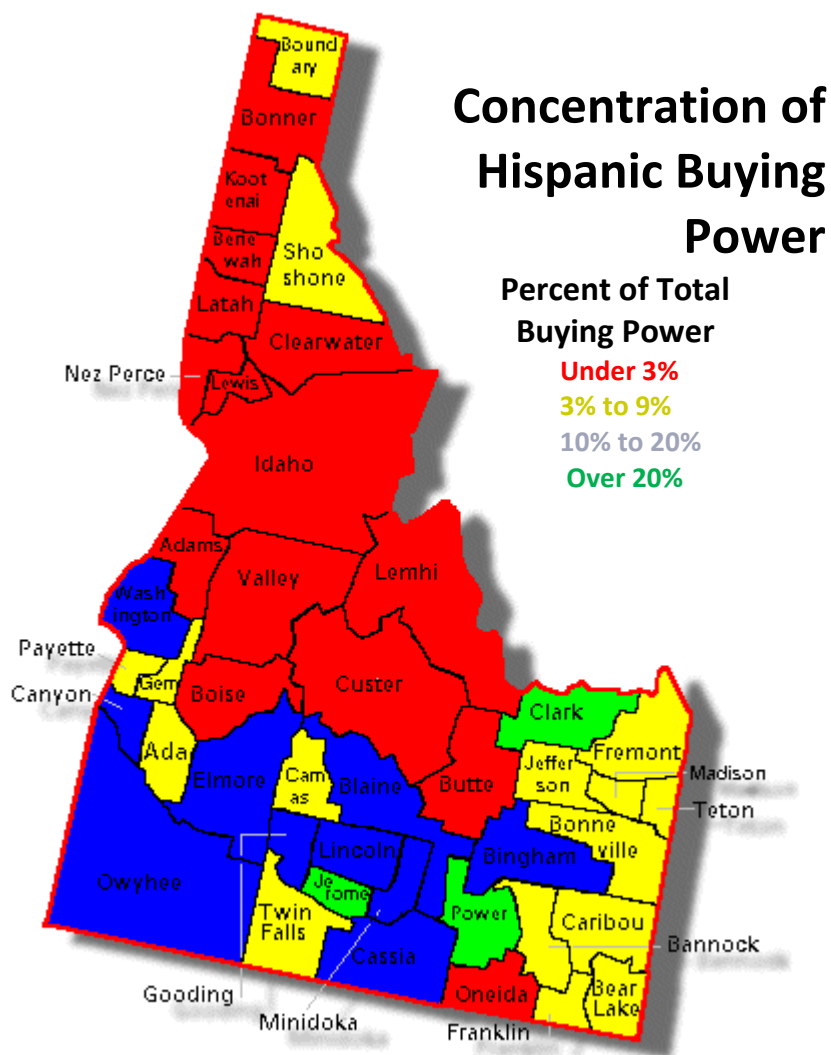
Hispanic	Non-Hispanic
Adams	Adams
Beneweh	Bear Lake
Bonner	Blaine
Butte	Boise
Camas	Bonner
Canyon	Camas
Clearwater	Clark
Kootenai	Gem
Latah	Lemhi
Lemhi	Lincoln
Madison	Payette
Minidoka	Valley
Nez Perce	Washington
Teton	
Twin Falls	
Valley	

Sixteen counties saw a decline from 2012 to 2013 in both Hispanic buying power and the total share of buying power held by Hispanics. And while total buying power increased in Ada, Owyhee and Cassia counties, it was not enough to stop their share of statewide Hispanic buying power from shrinking. There were only fractional declines in Hispanic population in nine counties.

Non-Hispanic buying power fell in 13 counties. Adams, Camas, Lemhi and Valley counties – all with very small Hispanic populations – saw both Hispanic and non-Hispanic buying power decline.

Shoshone County in northern Idaho – rural with comparatively small population overall – was the only one where Hispanic economic influence at 4.6 percent was greater than the Hispanic share of the population at 3.3 percent.

The economic strength of Hispanics remains in the southern part of the state, concentrated in heavily agricultural southwestern and south central Idaho. 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 900 residents, Hispanics made up 42 percent of the population and accounted for over 38 percent of the buying power in 2013, up over three percentage points from 2011 despite a modest decline in the Hispanic population.

Power and Jerome counties, where Hispanics accounted for over 30 percent of the population, were the only others with Hispanic buying power at more than 20 percent. Minidoka County, which had been in that category in the past, saw Hispanic buying power slip to 19.9 percent in 2013. Hispanics made up 33 percent of the county’s population.



## Hispanic Buying Power By County, 2012-2013

County	2013 Buying Power*	% of Total Buying Power	% of 2013 Population	2012 Buying Power*	% of Total Buying Power	2012-13 Buying Power Chg	2012-13 Population Change
State	\$3,241,271,000	6.3%	11.8%	\$3,089,336,000	6.1%	4.9%	2.7%
Ada	\$611,358,157	3.9%	7.5%	\$595,620,799	3.9%	2.6%	3.6%
Adams	\$402,744	0.3%	3.3%	\$440,558	0.4%	-8.6%	5.9%
Bannock	\$108,945,600	4.1%	7.6%	\$91,345,566	3.6%	19.3%	2.7%
Bear Lake	\$6,645,500	3.5%	4.2%	\$5,944,381	3.0%	11.8%	5.5%
Benewah	\$3,664,256	1.3%	3.1%	\$3,738,654	1.4%	-2.0%	1.4%
Bingham	\$184,816,486	14.2%	17.6%	\$161,935,131	13.0%	14.1%	0.4%
Blaine	\$138,582,310	13.1%	20.1%	\$123,979,749	11.7%	11.8%	0.7%
Boise	\$5,183,773	2.0%	3.6%	\$3,841,659	1.5%	34.9%	-0.4%
Bonner	\$24,648,763	1.7%	2.6%	\$25,355,363	1.7%	-2.8%	10.1%
Bonneville	\$225,162,930	6.4%	12.4%	\$213,645,009	6.2%	5.4%	2.5%
Boundary	\$13,371,347	4.7%	4.2%	\$8,406,276	3.0%	59.1%	-0.7%
Butte	\$2,023,930	2.4%	5.3%	\$2,181,442	2.9%	-7.2%	5.2%
Camas	\$2,101,344	6.1%	7.2%	\$2,161,431	6.2%	-2.8%	4.2%
Canyon	\$708,521,541	13.8%	24.4%	\$711,164,759	14.1%	-0.4%	3.0%
Caribou	\$7,740,023	3.0%	5.4%	\$5,346,943	2.2%	44.8%	4.8%
Cassia	\$93,853,907	15.0%	26.3%	\$84,752,773	15.2%	10.7%	2.3%
Clark	\$7,721,850	38.2%	42.2%	\$6,994,233	29.2%	10.4%	1.7%
Clearwater	\$6,126,377	2.1%	3.3%	\$7,132,202	2.5%	-14.1%	-3.7%
Custer	\$3,321,437	2.2%	4.2%	\$1,325,209	0.9%	150.6%	-3.7%
Elmore	\$81,710,491	10.2%	16.1%	\$78,532,388	10.1%	4.0%	1.7%
Franklin	\$19,136,188	5.2%	6.8%	\$18,093,826	5.1%	5.8%	3.2%
Fremont	\$25,951,277	6.9%	12.5%	\$21,914,445	6.2%	18.4%	0.1%
Gem	\$31,210,640	6.0%	8.2%	\$18,560,512	3.5%	68.2%	5.1%
Gooding	\$73,229,343	18.3%	28.8%	\$67,276,086	16.5%	8.8%	-0.3%
Idaho	\$5,326,894	1.1%	3.0%	\$4,957,223	1.1%	7.5%	-1.0%
Jefferson	\$51,377,352	6.3%	10.4%	\$44,735,357	5.6%	14.8%	1.7%
Jerome	\$122,071,497	21.1%	33.5%	\$106,646,544	19.5%	14.5%	2.5%
Kootenai	\$139,411,259	2.7%	4.2%	\$157,748,593	3.2%	-11.6%	4.0%
Latah	\$21,496,865	1.9%	3.9%	\$25,732,514	2.4%	-16.5%	4.1%
Lemhi	\$351,479	0.1%	2.9%	\$1,046,334	0.4%	-66.4%	9.7%
Lewis	\$2,135,865	1.8%	4.0%	\$1,373,105	1.3%	55.6%	4.7%
Lincoln	\$24,318,852	17.5%	28.4%	\$20,991,297	14.3%	15.9%	-0.5%
Madison	\$25,300,179	3.9%	6.6%	\$27,240,411	4.4%	-7.1%	3.8%
Minidoka	\$111,676,492	19.9%	33.0%	\$112,023,308	20.7%	-0.3%	2.0%
Nez Perce	\$10,407,956	0.7%	3.3%	\$20,402,860	1.5%	-49.0%	6.2%
Oneida	\$2,741,304	2.1%	3.2%	\$889,567	0.7%	208.2%	6.3%
Owyhee	\$45,723,558	18.4%	26.0%	\$44,763,413	19.3%	2.1%	0.6%

Payette	\$39,568,539	5.9%	16.4%	\$37,074,286	5.3%	6.7%	3.5%
Power	\$40,787,419	20.0%	31.1%	\$36,544,012	18.1%	11.6%	-1.0%
Shoshone	\$19,420,199	4.6%	3.3%	\$14,935,445	3.6%	30.0%	3.7%
Teton	\$35,176,142	8.9%	17.3%	\$38,723,226	10.4%	-9.2%	2.7%
Twin Falls	\$182,937,572	8.1%	14.7%	\$183,406,811	8.2%	-0.3%	4.0%
Valley	\$2,925,071	0.8%	4.0%	\$5,797,790	1.5%	-49.5%	0.3%
Washington	\$33,098,130	12.0%	17.3%	\$25,031,521	8.8%	32.2%	-2.9%

\* Does not add due to rounding.

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

## Non-Hispanic Buying Power by County 2012-2013

County	2013*	2012*	Percent Change	
			Buying Power	Population
State	\$48,480,704,000	\$47,183,133,000	2.8%	0.8%
Ada	\$15,106,005,569	\$14,544,520,688	3.9%	1.7%
Adams	\$114,956,814	\$116,941,612	-1.7%	-2.5%
Bannock	\$2,518,473,277	\$2,436,972,617	3.3%	-0.9%
Bear Lake	\$177,026,166	\$188,209,072	-5.9%	0.4%
Benewah	\$277,960,909	\$268,153,063	3.7%	-0.9%
Bingham	\$1,144,742,382	\$1,116,929,172	2.5%	-0.6%
Blaine	\$956,948,353	\$971,677,748	-1.5%	0.9%
Boise	\$249,242,393	\$255,541,080	-2.5%	-0.6%
Bonner	\$1,358,168,931	\$1,430,096,593	-5.0%	0.3%
Bonneville	\$3,293,566,798	\$3,217,448,708	2.4%	0.5%
Boundary	\$264,003,903	\$262,774,556	0.5%	0.5%
Butte	\$84,310,007	\$74,291,594	13.5%	-4.0%
Camas	\$32,407,133	\$33,564,741	-3.4%	-3.8%
Canyon	\$4,468,628,772	\$4,384,569,359	1.9%	2.4%
Caribou	\$265,604,064	\$238,526,329	11.4%	0.1%
Cassia	\$545,700,197	\$496,954,433	9.8%	-0.3%
Clark	\$15,441,524	\$18,814,861	-17.9%	-1.6%
Clearwater	\$273,909,073	\$265,805,605	3.0%	0.0%
Custer	\$146,052,320	\$145,828,731	0.2%	-1.8%
Elmore	\$705,233,273	\$703,553,950	0.2%	-0.6%
Franklin	\$348,897,775	\$332,233,860	5.0%	0.3%
Fremont	\$353,432,210	\$332,683,705	6.2%	-0.3%
Gem	\$490,735,562	\$507,593,122	-3.3%	-0.3%
Gooding	\$346,734,660	\$335,237,591	3.4%	-1.8%
Idaho	\$460,959,010	\$451,309,084	2.1%	-1.2%
Jefferson	\$744,820,079	\$733,116,829	1.6%	0.8%

Jerome	\$461,358,589	\$440,928,069	4.6%	-1.1%
Kootenai	\$4,982,508,849	\$4,713,968,743	5.7%	1.2%
Latah	\$1,084,694,357	\$1,037,813,553	4.5%	-0.4%
Lemhi	\$257,030,532	\$272,642,813	-5.7%	-0.9%
Lewis	\$117,400,402	\$106,122,278	10.6%	0.2%
Lincoln	\$114,275,827	\$121,303,803	-5.8%	1.2%
Madison	\$620,983,310	\$597,956,086	3.9%	-0.3%
Minidoka	\$454,135,920	\$430,137,184	5.6%	0.9%
Nez Perce	\$1,379,076,960	\$1,325,774,509	4.0%	0.8%
Oneida	\$127,569,548	\$125,473,510	1.7%	1.3%
Owyhee	\$206,452,341	\$197,883,464	4.3%	0.2%
Payette	\$628,049,415	\$643,089,999	-2.3%	-0.8%
Power	\$173,921,228	\$168,180,017	3.4%	-0.7%
Shoshone	\$403,493,495	\$393,916,899	2.4%	-0.2%
Teton	\$356,352,694	\$334,927,063	6.4%	2.1%
Twin Falls	\$2,082,782,654	\$2,049,926,617	1.6%	1.3%
Valley	\$351,384,407	\$383,903,907	-8.5%	0.7%
Washington	\$247,701,186	\$265,912,056	-6.8%	-1.2%

\* Does not add due to rounding.

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 March 2014. Based on that data, the Selig Center prepared estimates of total buying power for 2012 and 2013 as well as projections for 2014 through 2019.

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 2013 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 2012 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 900 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.