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Idaho Economy

Economic Impact of Idaho's Hispanic Population 2018

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Snapshot of Idaho's Hispanic Population

Hispanics continue increasing their influence on Idaho's economic and social fabric. For the past 29 years, the Hispanic population has increased at a faster rate than Idaho's overall population, and 2018 was no different.

Idaho's overall population has increased since the recession making it one of the fastest growing states, with 2.1 percent growth in 2018, while the state's Hispanic population increased 3.5 percent during that time.

The Hispanic labor force between the ages of 16 and 64 years old grew to nearly 95,000 in 2018, with a higher concentration of workers in more occupations and industries than ever before. More Hispanics in Idaho are earning high school, associate and bachelor's degrees. Poverty rates are decreasing while incomes are rising, influencing a growth in Hispanic buying power.

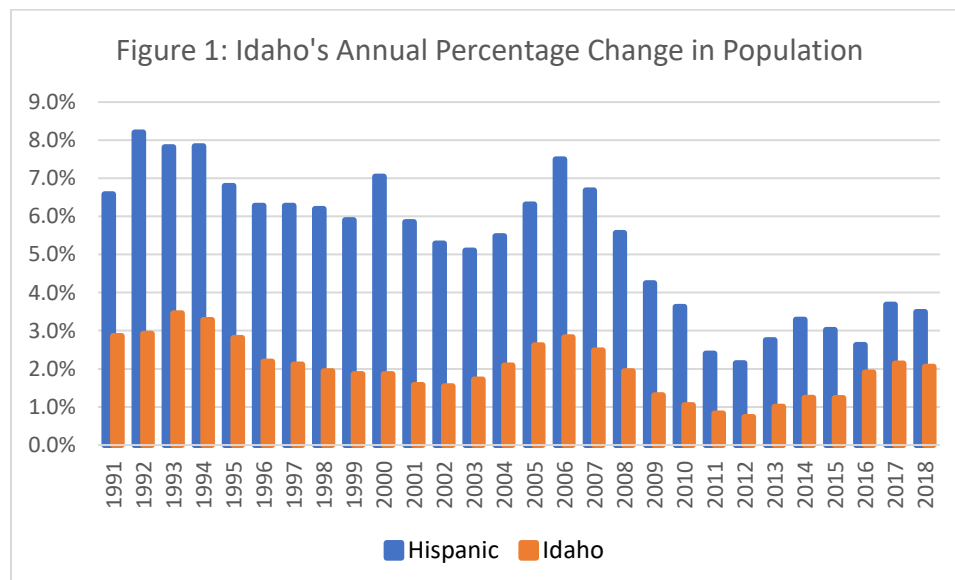
In the 1990s Idaho's Hispanic population increased by more than 6 percent per year, peaking in 1992 at 8.2 percent, though it still increased by 7.8 percent in 1993 and 1994. In 2006, just prior to the recession, the percent increase jumped to 7.5 percent. This growth compares to a total statewide population growth rate of 2 percent a year, with the largest increases being 3.3 percent in 1993 and 3.5 percent in 1994.

Since 1990, Idaho's Hispanic population has increased 320 percent, while total population increased 73 percent.

According to the U.S. Census Bureau, the increase of Idaho's Hispanic population in the last decade mostly results from births rather than immigration.

In 1990, Idaho's Hispanic population of 52,914 made up 5.2 percent of Idaho's population. It grew to 7.9 percent of the state's population in 2000 and then to 11.3 percent in 2010. The 2018 data available from the Census Bureau reports that one in eight — 12.7 percent — Idahoans are Hispanic.

Idaho's Hispanic population totaled 222,464 in 2018, while the state's total population was 1,754,208.



When compared with the other 49 states in 2018, Idaho's percent of population that was Hispanic ranked 16th at 12.7 percent. In 2018 New Mexico ranked No.1 with nearly 49.1 percent of its population being Hispanic, up from ninth in 2010. California ranked first in 2010 but dropped to third in 2018. The neighboring states of Nevada, Utah, Oregon and Washington ranked higher than Idaho in 2018 at fifth, 13th, 14th and 15th respectively as their percent of Hispanic population ranged from 29 percent to 12.9 percent.

The American Community Survey (ACS) one year estimates for 2018 report that 71 percent of Idaho's Hispanic population were native born. Of the 29 percent who were foreign born, 10 percent were naturalized citizens and the remaining 19 percent were not U.S. citizens.

Of the 12.7 percent of Idaho's population that is Hispanic, 10.7 percent (188,000) identify themselves as of Mexican heritage. The other groups are Puerto Rican (0.4 percent), Cuban (0.1 percent) and the remaining 1.5 percent are other Hispanic.

Canyon County is home to Idaho's largest Hispanic population, and between 2010 and 2018 it grew by 11,886 — the largest numerical change among Idaho's 44 counties — to a total of 57,144, more than 25 percent of Idaho's total Hispanic population. Ada County has the second largest Hispanic population with 39,076 growing by 10,989. Bonneville County's Hispanic population totaled 15,492 in 2018, while Twin Falls' Hispanic population totaled 14,557 in 2018 with respective increases over the past nine years of 3,450 and 3,849. These four counties account for the largest increases and account for two-thirds of Idaho's Hispanic population increase.

Camas County continues to have the smallest Hispanic population with 73 in 2018 and 71 in 2010.

Adams County experienced the fastest percentage increase in Hispanic population between 2010 and 2018 at 94.6 percent, although that was only an increase of 87 people. Four other counties - Oneida, Boundary, Bonner and Boise - experienced percentage increases of 50 percent or more. Of the four only Bonner County had a Hispanic population in excess of 1,400.

Clark County had the largest percentage of population that was Hispanic — 40.8 percent in 2010 and 44.5 percent in 2018. The total population in Clark County is less than 1,000 so when the Hispanic population is just under 400, the percentage is very high.

Four counties experienced a loss in the number of Hispanics between 2010 and 2018: Washington decreased by two, Butte decreased by 13, Clark by 21 and Fremont by 50.

Idaho’s Hispanic population growth is reflected in changes in the state’s labor force. The working age population is generally defined as 16 to 64 years old and makes up the majority of Idaho’s labor force. The ACS five-year data estimates that in 2018 the Hispanic working age population was nearly 128,500. Figure 2 shows from 2010 to 2018 the Hispanic labor force grew 34.3 percent to nearly 95,000. Unemployment for Idaho Hispanics reached 10.3 percent in the 2010-2014 estimate, reflecting effects from the recession. Idaho’s unemployment rate during that time was 8.18 percent.

Figure 2: Hispanic Labor Force Data

	2014-18	2010-14	2006-10	Percent Change From	
				2010-14	2006-18
Hispanic Population 16 to 64 years old	128,404	111,952	96,200	14.7%	33.5%
Civilian Labor Force	94,819	80,801	70,591	17.3%	34.3%
Unemployed	5,366	8,361	7,186	-35.8%	-25.3%
Percent of Labor Force Unemployed	5.7	10.3	10.2		
Total Employed	89,453	72,440	63,405	23.5%	41.1%

SOURCE: U.S. Census Bureau, American Community Survey 5-Year Estimates: 2006-2010, 2010-2014 and 2014-2018

Hispanic workers for the most part were divided evenly among the five occupation groups provided in the ACS data. Figure 3 shows the percentage of Hispanic workers in each group and the basic occupation categories within each. The occupations range from executives to farmworkers and everything in between.

Figure 3: Hispanic Occupations: 2018

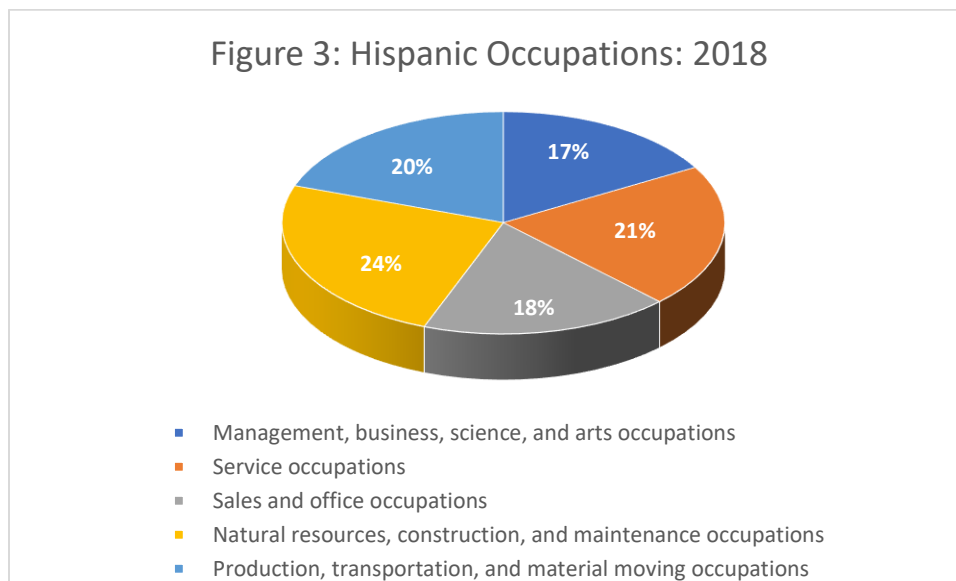
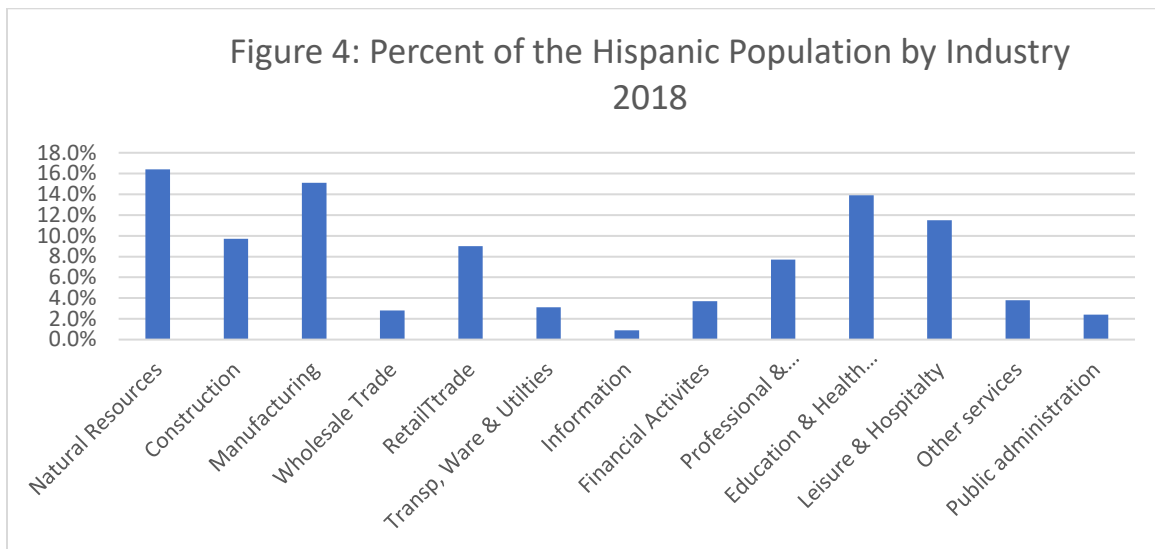


Figure 4 shows the distribution of Hispanic workers by industry. Natural resources — includes the agriculture, forestry and mining sectors — continued to have the largest percentage of workers. However, the percentage increased to 16.4 percent in 2018 compared with 15.9 percent in 2014. Information had the lowest percentage of workers at 0.9 percent, up from previous years.



Business Ownership

The 2012 Census Survey of Business found Hispanics owned 6,265 businesses in Idaho — about 4.3 percent of all Idaho businesses.¹ Published data provides information in three areas — number of firms with employees, number with paid employees and the number of employees. Only 14 percent of those firms had paid employees, but they employed nearly 3,800 workers. Some most likely had unpaid family members as unreported employees.

“Other services” industries — including repair, hair and nail care, laundry and other personal services — and construction had the largest number of firms owned by Hispanics — 960 and 944 respectively. Construction employed the largest number of workers — 900 — nearly one worker per firm. Other services overall had less than one worker per firm. Food service had the second largest number of workers.²

Increasingly more Hispanic entrepreneurs have branched out on their own. According to the Census Bureau’s Survey of Business Owners, between 2007 and 2012 the number of Hispanic businesses increased by 61 percent to nearly 6,300, with payroll increasing by \$105 million to exceed \$465 million during that time. This has translated into a substantial increase in Hispanic buying power across the state.

Language

Sometimes language can be a barrier to education attainment and employment. The ACS five-year data shows the number of Idaho Hispanics speaking English only is increasing. In 2010, 36 percent of the population spoke English only and 39.3 percent by 2018. The percentage of those who spoke Spanish dropped from 64 percent in 2010 to 60 percent in 2018. More than one-third of the Spanish-speaking Hispanic population also speaks English very well, while less than 5 percent do not speak English at all.

¹ The Census Survey of Business is conducted every five years and 2017 data will not be available until 2020.

² See Appendix 2 for further details.

Education

In 2005, more than half of Idaho adult Hispanics did not have a high school diploma. However, by 2018 that measure dropped to 36.2 percent. At the same time, Hispanics with a college or higher degree rose from 7.6 percent to 9.7 percent. Those with associate degrees, or some college but no degree, also rose from 13.7 percent to 23.2 percent, the largest increase in education attainment. As Hispanics continue to increase in educational attainment, their economic well-being will likely grow faster than it has in the past decade and to the benefit of Idaho.

Figure 5: Hispanic Education Attainment

	2018	2014	2009	2005
Population 25 and Older	111,099	93,318	75,848	62,005
Less than High School Diploma	36.2%	42.1%	48.0%	54.0%
High School Diploma or Equivalent	30.9%	27.5%	26.0%	21.5%
Some College or Associate Degree	23.2%	22.1%	14.7%	13.7%
Bachelor's Degree	7.0%	6.1%	4.8%	5.2%
Graduate or Professional Degree	2.7%	2.3%	2.1%	2.4%

Source: U.S. Census Bureau American Community Survey 1-Year Estimates

Income

The poverty rate for Idaho's Hispanic population fell dramatically, from 28.8 percent in 2010 to 20.7 percent in 2018. The poverty rate for Hispanic families also dropped significantly, from 26.5 percent in 2010 to 18.1 percent in 2018. With poverty rates falling, it is only logical that income would increase. Median household, median family income and per capita income all grew in the past eight years. Per capita income is income from all sources divided by population. Unlike household or family income, per capita income is the average income per each person. The percentages of the Hispanic population receiving Social Security Income rose between 2010 and 2018, while the percentage receiving food stamp benefits fell sharply.

Figure 6: Hispanic Poverty & Income Data

	2018	2014	2010
Poverty Rate			
All Families	18.1%	19.0%	26.5%
All People	20.7%	24.0%	28.8%
Income			
Median Household	\$47,062	\$39,070	\$34,552
Median Family	\$48,648	\$41,916	\$36,402
Per Capita	\$18,502	\$12,720	\$11,192
Social Security Income	14.6%	12.5%	13.6%
Food Stamp Benefits (SNAP)	15.6%	19.6%	31.9%

Source: American Community Survey 1-Year Estimates: 2018, 2014 and 2010

Buying Power Rises

Idaho offers in-migrating people numerous economic opportunities. In recent years as employment opportunities have grown with new businesses launching and existing businesses expanding, the state's unemployment level has been driven to record lows.

Once just a small fraction of the population, Hispanics today make up nearly 13 percent of Idaho's population, and their impact on the economy has soared in many areas. Their buying power as a percent of total buying power in Idaho increased from 2.9 percent in 1990 to 6.9 percent in 2018.

According to the Selig Center for Economic Growth at the University of Georgia, this growth is making the Idaho consumer market more diverse, creating new opportunities for businesses that reach out to this expanding economic bloc through product line and advertising.

The Selig Center estimates the buying power of Hispanics in Idaho at \$4.5 billion in 2018, accounting for nearly 7 percent of the total buying power in Idaho. That was up 67 percent from \$2.7 billion in 2010. By comparison spending power for all Idaho residents rose only 42 percent in the same period. That was fifth highest increase in overall spending power among all the states behind Colorado, Utah, Washington and California.

Figure 7: Idaho Buying Power

	2010	2018	% Chg
Population			
Total	1,571,010	1,718,199	9.4%
Non-Hispanics	1,393,975	1,499,571	7.6%
Hispanics	177,035	218,627	23.5%
Dollar Amount (in billions)			
Total	\$45.8	\$65.1	42.1%
Non-Hispanics	\$43.1	\$60.6	40.6%
Hispanics	\$2.7	\$4.5	66.7%
Percent of Total Buying Power			
Total	100%	100%	0.0%
Non-Hispanics	94.1%	93.1%	-1.1%
Hispanics	5.9%	6.9%	17.3%
Per Capita Buying Power			
Total	\$29,174	\$37,908	29.9%
Non-Hispanics	\$30,921	\$40,430	30.8%
Hispanics	\$15,409	\$20,606	33.7%
Median Household Income			
Total	\$43,490	\$52,225	20.1%
Non-Hispanics	\$44,726	\$53,280	19.1%
Hispanics	\$34,552	\$45,231	30.9%

Source: Selig Center for Economic Growth, University of Georgia, Multicultural Economy 2018
U.S. Census Bureau 2017 American Community Survey 1-Year Estimates

Buying power is the total personal income of residents available after taxes for spending on virtually everything that people buy, from necessities like food, clothing and housing to luxuries like recreation equipment and vacations. It does not include money that has been borrowed or saved from previous years.

Median income of Hispanic households was only about 87 percent of median income all Idaho households, and the household spending patterns reflect that difference. Hispanic households spent 73 percent of their income on essentials – food, housing, clothing and transportation – while non-Hispanic households in general spent an average of 64 percent.

Figure 8: Distribution of Household Income by Percentage 2016-17

Item	Hispanic	Non-Hispanic
Food at Home	8.6%	6.9%
Food Away From Home	5.8%	5.6%
Housing	36.9%	32.6%
Apparel and Services	4.3%	2.9%
Transportation	17.5%	15.6%
Health Care	5.6%	8.4%
Entertainment	3.7%	5.2%
Personal Care	1.4%	1.2%
Reading	0.1%	0.2%
Education	1.6%	2.4%
Alcoholic Beverages	0.6%	0.9%
Tobacco Products	0.3%	0.6%
Miscellaneous	1.5%	1.6%
Cash Contributions	1.9%	3.8%
Personal Insurance and Pensions	10.2%	12.1%

Source: Selig Center for Economic Growth, University of Georgia, Multicultural Economy 2018

Hispanic households made up more than 10 percent of total buying power in 10 counties. These ranged from small counties like Clark, with a total population of 873 and a 23.35 percent buying power, to the larger counties like Canyon, with a total population of 216,699 and a buying power of 13.88 percent. Bonner and Lemhi counties had the lowest buying power at 1.7 percent each.

As Idaho's Hispanic population continues to grow, its buying power will also grow and so will the number of businesses Hispanics own. That expanding Hispanic contribution will continue to add to Idaho's diverse and vibrant economy.

Appendix 1

County Hispanic Population 2010 & 2018

Area	2018 Hispanic Population	2010 Hispanic Population	# Change from 2010	% Change from 2010	% of 2018 Total Population	2017 Total Population	% of 2010 Total Population	2010 Total Population
State of Idaho	222,908	177,014	45,894	25.9%	12.7%	1,754,208	11.3%	1,570,912
Ada	39,076	28,087	10,989	39.1%	8.3%	469,966	7.1%	393,446
Adams	179	92	87	94.6%	4.2%	4,250	2.3%	3,962
Bannock	7,647	5,646	2,001	35.4%	8.8%	87,138	6.8%	83,024
Bear Lake	252	221	31	14.0%	4.2%	6,050	3.7%	5,969
Benewah	342	244	98	40.2%	3.7%	9,226	2.6%	9,290
Bingham	8,374	7,936	438	5.5%	18.1%	46,236	17.3%	45,768
Blaine	5,091	4,251	840	19.8%	22.5%	22,601	20.0%	21,299
Boise	375	250	125	50.0%	4.9%	7,634	3.6%	7,006
Bonner	1,421	918	503	54.8%	3.2%	44,727	2.2%	40,908
Bonneville	15,492	12,042	3,450	28.6%	13.3%	116,854	11.5%	104,678
Boundary	620	393	227	57.8%	5.2%	11,948	3.6%	10,999
Butte	118	131	-13	-9.9%	4.5%	2,611	4.5%	2,915
Camas	73	71	2	2.8%	6.5%	1,127	6.4%	1,116
Canyon	57,144	45,258	11,886	26.3%	25.6%	223,499	23.9%	189,366
Caribou	401	340	61	17.9%	5.7%	7,060	4.9%	6,974
Cassia	6,541	5,775	766	13.3%	27.4%	23,864	25.0%	23,072
Clark	379	400	-21	-5.3%	44.5%	852	40.8%	980
Clearwater	388	276	112	40.6%	4.4%	8,758	3.2%	8,728
Custer	203	173	30	17.3%	4.7%	4,280	4.0%	4,358
Elmore	4,738	4,122	616	14.9%	17.4%	27,259	15.2%	27,123
Franklin	919	829	90	10.9%	6.7%	13,726	6.5%	12,781
Fremont	1,645	1,695	-50	-2.9%	12.5%	13,168	12.8%	13,225
Gem	1,476	1,339	137	10.2%	8.4%	17,634	8.0%	16,688
Gooding	4,482	4,359	123	2.8%	29.5%	15,196	28.2%	15,462
Idaho	570	418	152	36.4%	3.5%	16,513	2.6%	16,309
Jefferson	3,126	2,644	482	18.2%	10.6%	29,439	10.1%	26,220
Jerome	8,731	6,976	1,755	25.2%	36.4%	24,015	31.1%	22,460
Kootenai	7,734	5,322	2,412	45.3%	4.8%	161,505	3.8%	138,856
Latah	1,803	1,340	463	34.6%	4.5%	40,134	3.6%	37,252
Lemhi	278	190	88	46.3%	3.5%	7,961	2.4%	7,952
Lewis	180	128	52	40.6%	4.7%	3,861	3.4%	3,820
Lincoln	1,627	1,470	157	10.7%	30.4%	5,360	28.2%	5,206
Madison	3,083	2,236	847	37.9%	7.8%	39,304	5.9%	37,595
Minidoka	7,462	6,523	939	14.4%	35.8%	20,825	32.5%	20,091
Nez Perce	1,635	1,121	514	45.9%	4.0%	40,408	2.9%	39,319
Oneida	210	126	84	66.7%	4.7%	4,488	2.9%	4,288
Owyhee	3,077	2,984	93	3.1%	26.3%	11,693	26.0%	11,474
Payette	4,094	3,404	690	20.3%	17.4%	23,551	15.0%	22,638
Power	2,706	2,354	352	15.0%	34.8%	7,768	29.9%	7,868
Shoshone	463	387	76	19.6%	3.6%	12,796	3.0%	12,755
Teton	1,958	1,721	237	13.8%	16.8%	11,640	17.0%	10,151
Twin Falls	14,557	10,708	3,849	35.9%	16.9%	86,081	13.8%	77,556
Valley	520	394	126	32.0%	4.7%	11,041	4.0%	9,788
Washington	1,718	1,720	-2	-0.1%	16.9%	10,161	16.9%	10,177

SOURCE: U.S. Bureau of Census, Annual Estimates of the Residential Population by Sex, Age, Race and Hispanic Origin, April 1, 2010 - July 1, 2018

Appendix 2

Hispanic Owned Businesses			
	2012	2012	2012
Industry	No. of Firms With or Without Paid Employees	No. of Firms With Paid Employees	No. of Paid Employees for Pay Period March 12
Total all Industries	6,265	923	3,792
Agriculture	172	16	19
Mining	3	0	0
Utilities	6	0	0
Construction	944	292	900
Manufacturing	92	17	68
Wholesale Trade	72	35	*
Retail Trade	533	65	325
Transportation & Warehousing	566	104	303
Information	31	10	*
Finance & Insurance	145	17	61
Real Estate & Rental & Leasing	296	29	29
Professional, Scientific & Technical Services	517	51	262
Management of Companies & Enterprises	1	1	*
Administrative & Support & Waste Management & Remediation Services	725	104	396
Educational Services	97	2	*
Health Care & Social Assistance	680	38	*
Arts, Entertainment & Recreation	206	3	*
Accommodation & Food Services	222	107	832
Other Services (except Public Administration)	960	33	132
* Not Available			
SOURCE: U.S. Bureau of Census, Survey of Business			

Appendix 3

Hispanic Buying Power By County, 2017

County	2017 Buying Power*	% of Total Buying Power	% of 2017 Population	2016 Buying Power*	% of Total Buying Power	2016-17 Buying Power Chg	% of 2016 Population
State	\$4,251,000,000	6.87%	12.55%	\$3,799,000,000	6.58%	11.90%	12.37%
Ada	\$782,893,127	4.51%	8.22%	\$772,739,822	4.25%	1.31%	8.04%
Adams	\$2,357,324	2.10%	3.83%	\$2,020,986	1.72%	16.64%	3.37%
Bannock	\$120,483,253	4.77%	8.71%	\$120,571,912	4.57%	-0.07%	8.50%
Bear Lake	\$4,269,411	2.31%	4.21%	\$4,671,530	2.42%	-8.61%	4.21%
Benewah	\$5,027,009	1.96%	3.58%	\$4,761,359	1.78%	5.58%	3.45%
Bingham	\$148,305,308	9.88%	18.03%	\$156,720,483	9.98%	-5.37%	17.98%
Blaine	\$99,358,032	11.87%	21.65%	\$108,233,369	12.36%	-8.20%	21.57%
Boise	\$5,725,777	2.69%	4.91%	\$5,114,022	2.30%	11.96%	4.25%
Bonner	\$21,315,460	1.71%	4.61%	\$19,888,996	1.53%	7.17%	4.65%
Bonneville	\$284,732,082	7.19%	13.11%	\$281,225,782	6.79%	1.25%	12.88%
Boundary	\$8,593,982	2.80%	5.12%	\$8,918,195	2.78%	-3.64%	5.12%
Butte	\$1,564,490	2.32%	4.23%	\$1,717,191	2.43%	-8.89%	4.59%
Camas	\$1,271,427	4.13%	7.53%	\$1,260,212	3.91%	0.89%	7.10%
Canyon	\$882,921,640	13.88%	25.32%	\$873,885,462	13.14%	1.03%	25.13%
Caribou	\$8,211,210	3.08%	5.62%	\$8,378,642	3.00%	-2.00%	5.44%
Cassia	\$108,591,228	15.17%	27.68%	\$82,907,778	11.08%	30.98%	27.33%
Clark	\$4,326,004	23.35%	42.61%	\$5,459,179	28.18%	-20.76%	42.86%
Clearwater	\$5,025,993	2.23%	4.07%	\$5,334,176	2.27%	-5.78%	4.11%
Custer	\$2,847,504	2.64%	4.82%	\$3,048,098	2.70%	-6.58%	4.40%
Elmore	\$72,659,373	9.31%	16.99%	\$79,249,586	9.71%	-8.32%	16.43%
Franklin	\$16,664,159	3.72%	6.78%	\$16,532,011	3.53%	0.80%	6.72%
Fremont	\$29,413,601	6.87%	12.53%	\$25,120,091	5.61%	17.09%	12.43%
Gem	\$21,480,023	4.63%	8.45%	\$21,975,871	4.53%	-2.26%	8.44%
Gooding	\$64,238,287	15.94%	29.09%	\$63,921,778	15.17%	0.50%	28.87%
Idaho	\$7,849,478	1.90%	3.46%	\$10,651,819	2.46%	-26.31%	3.34%
Jefferson	\$58,546,075	5.75%	10.50%	\$47,373,847	4.45%	23.58%	10.66%
Jerome	\$134,583,553	19.58%	35.73%	\$153,099,448	21.30%	-12.09%	34.69%
Kootenai	\$132,825,227	2.53%	4.61%	\$111,747,171	2.03%	18.86%	4.48%
Latah	\$25,720,898	2.37%	4.33%	\$22,044,386	1.94%	16.68%	4.31%
Lemhi	\$3,179,429	1.77%	3.24%	\$3,505,040	1.87%	-9.29%	3.23%
Lewis	\$2,348,512	2.42%	4.43%	\$2,858,552	2.82%	-17.84%	4.48%
Lincoln	\$25,122,851	16.22%	29.60%	\$19,435,735	12.00%	29.26%	29.81%
Madison	\$35,070,101	4.04%	7.38%	\$49,094,964	5.41%	-28.57%	7.35%
Minidoka	\$121,573,651	19.42%	35.43%	\$132,785,612	20.28%	-8.44%	34.88%
Nez Perce	\$28,057,637	2.14%	3.91%	\$24,116,141	1.76%	16.34%	3.79%
Oneida	\$2,851,682	2.43%	4.43%	\$2,504,387	2.04%	13.87%	4.51%
Owyhee	\$38,328,110	14.48%	26.42%	\$51,587,117	18.64%	-25.70%	26.71%
Payette	\$66,620,728	9.60%	17.52%	\$69,015,103	9.51%	-3.47%	17.51%
Power	\$43,510,040	18.89%	34.46%	\$37,480,551	15.56%	16.09%	33.82%
Shoshone	\$5,936,995	1.93%	3.52%	\$9,221,246	2.87%	-35.62%	3.62%
Teton	\$39,456,375	9.11%	16.62%	\$31,127,526	6.87%	26.76%	16.60%
Twin Falls	\$228,559,195	9.02%	16.45%	\$249,617,697	9.42%	-8.44%	16.08%
Valley	\$9,675,646	2.58%	4.71%	\$6,477,530	1.65%	49.37%	4.66%
Washington	\$23,567,365	9.48%	17.30%	\$23,532,188	9.05%	0.15%	17.33%

* Does not add due to rounding.

Sources: Selig Center for Economic Growth; Idaho Department of Labor