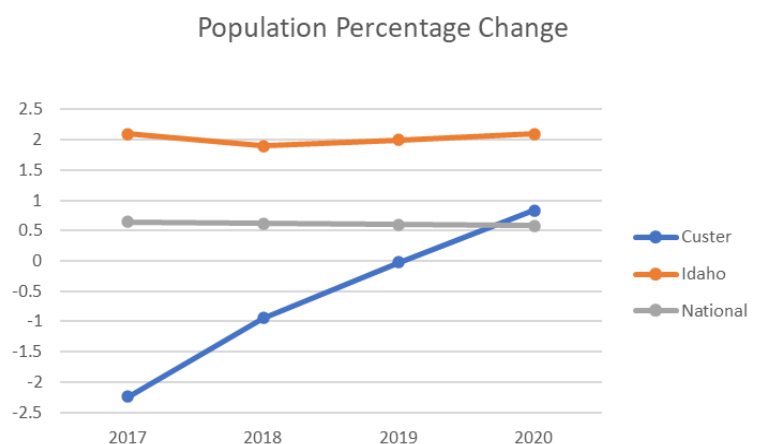
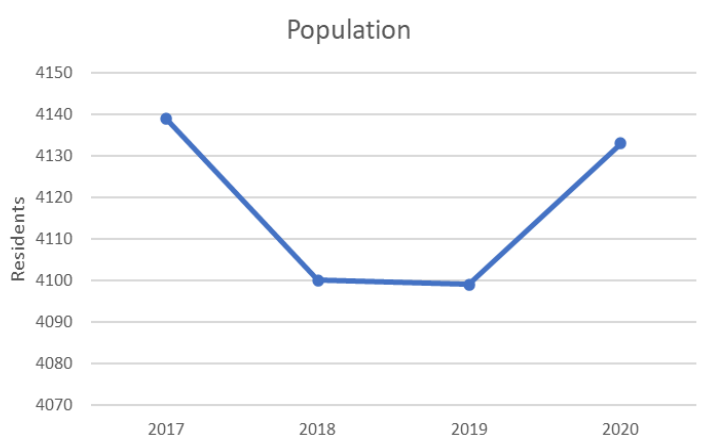




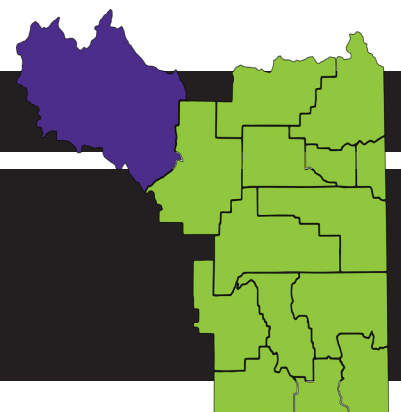
# CUSTER COUNTY

SOURCE: facebook.com-Images of Custer County -Evan Fisher

Population  
4,133

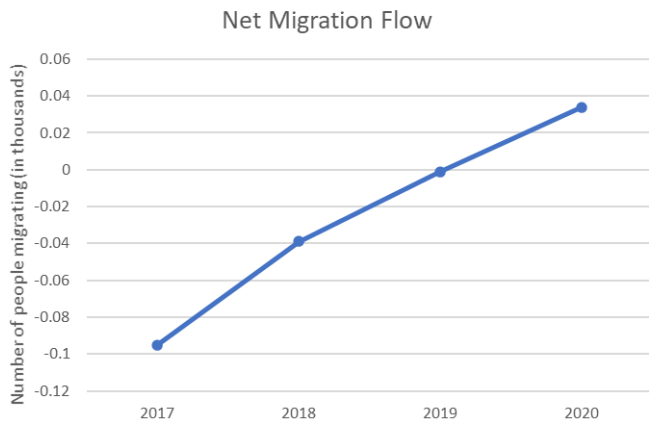


SOURCE: United States Census Bureau American Community Survey



Custer County’s population has decreased on average by 0.66% over the last decade. Custer County’s population peaked in 2016, at 4,234 residents.





## NET MIGRATION FLOWS

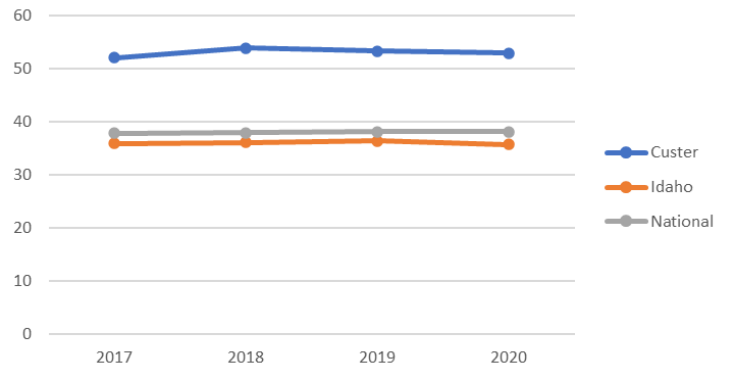
In 2020, 34 new residents entered Custer County. Over the last four years it has lost an average of 25.25 residents per year.



SOURCE: United States Census Bureau American Community Survey

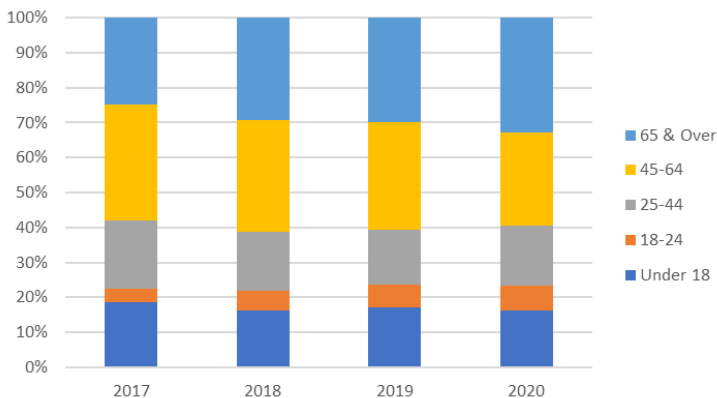


### Median Age



SOURCE: United States Census Bureau American Community Survey

### Age Distribution

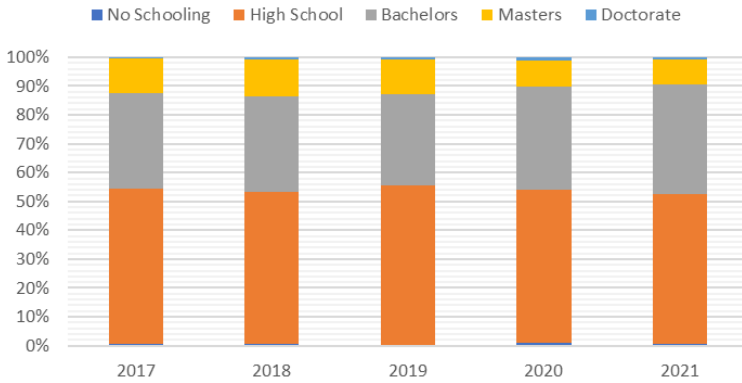


## AGE DISTRIBUTION

The age distribution in Custer County is skewed towards the highest age ranges. Custer Counties population is significantly older than most of Idaho and the oldest in Eastern Idaho. Since 2017, the population of those 18-44 increased by 0.8% and those who are 65+ increased by 8%.

SOURCE: United States Census Bureau American Community Survey

## Education Attainment



## EDUCATION

As of 2021, 45% of the population over 25 had some type of a college degree.

From 2017 to 2021, the percentage of people with an advanced degree remained around 11%.

While the population without a high school diploma or with a high school diploma was 52.4% in 2021, compared to 54.2% in 2017. As the percentage is decreasing this is showing a shift towards higher education in the county.

SOURCE: Cohort Grad Rate 4-year public Idaho State Department of Education



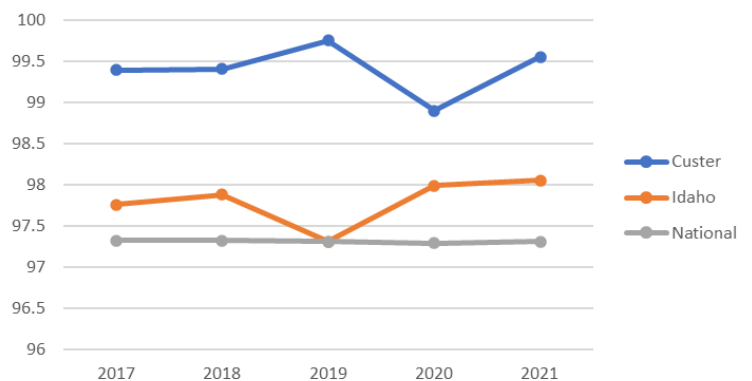
## HIGH SCHOOL GRADUATION RATES

Rates were calculated by using weighted averages of graduation rates for all schools within the county.



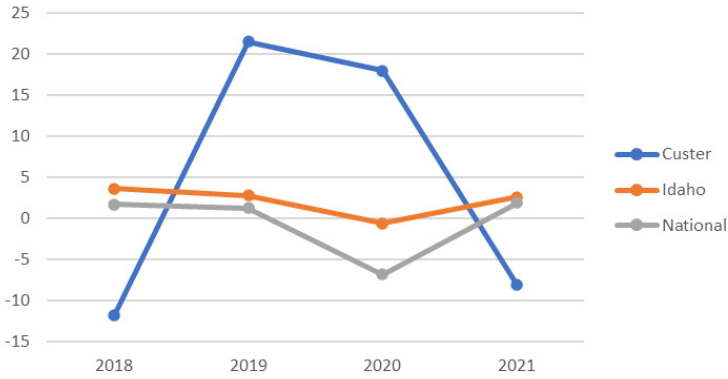
SOURCE: Bing -insulation.org

## High School Graduation Rate



SOURCE: Cohort Grad Rate 4-year public Idaho State Department of Education

Job Growth



Source: Bureau of Labor Statistics

**23.6%**  
Accommodation &  
Food Service  
IN 2021



## JOB GROWTH

Job growth has been sporadic in Custer County. Since 2017, the economy has added 108 jobs. In 2019, the largest swing was seen with the addition of 127 jobs - a 4.875% growth. The average job growth over 4 years was 12.6% or an average of 27 additional jobs per year. In March of 2021, 950 positions were filled in the Custer County labor market.

## KEY INDUSTRIES

Custer County's top 5 industries are: Retail Trade, Healthcare and Social Assistance, Finance and Insurance, Accommodation and Food Services, and Construction. These industries employ the largest percentage of the work force in the county.

Other notable industries not in the top 5 are Mining, Information and Transportation and Warehousing.

## TOP COMPANIES

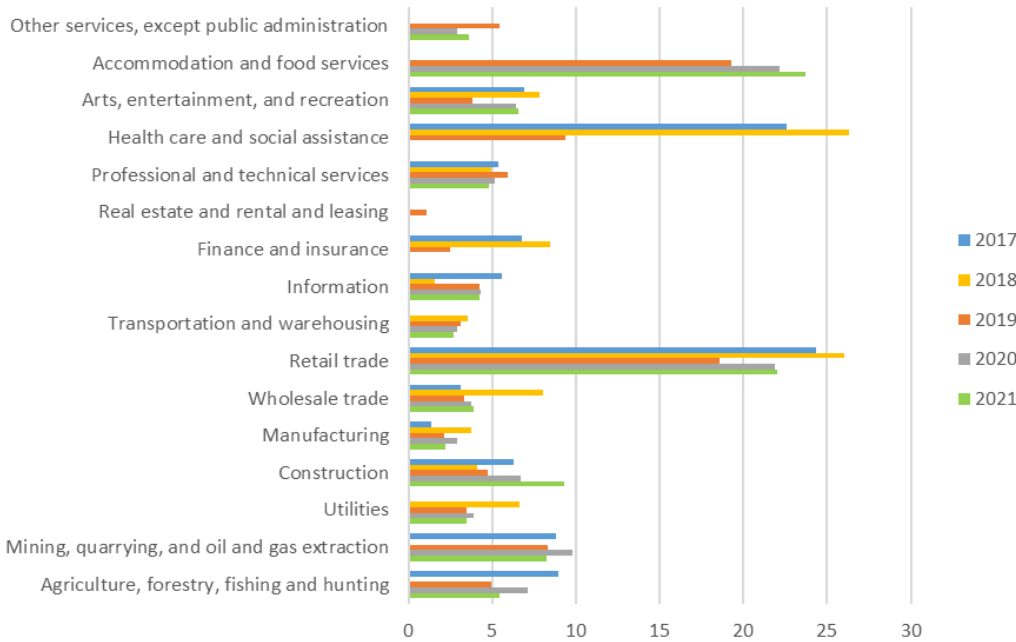
EMPLOYER	OWNERSHIP	RANGE
U.S. Forest Service	Federal Gov	100-249
Challis Joint School District	Local Gov	50-99
Personal Home Care	Private	50-99
Thompson Creek Mining	Private	50-99
Custer County	Local Gov	50-99
Mackay Joint School District	Local Gov	10-49
Redfish Lake Lodge	Private	10-49
Idaho Department of Fish & Game	State Gov	10-49
Lamb's Market	Private	10-49
Mountain Village Resort	Private	10-49

Note: Only employers that have given the Department permission to release employment range data are listed.

Source: Idaho Department of Labor

# EMPLOYMENT BY SECTOR

Employment by Sector



## EMPLOYMENT BY SECTOR

Each sector is represented by its share of total employment for each given year. The following sectors have been declining in terms of share of total employment: Arts, Entertainment and Recreation, Retail Trade, Professional and Technical Services, Finance and Insurance, Agriculture, Forestry, Fishing and Hunting, Health Care and Social Assistance, and Information.

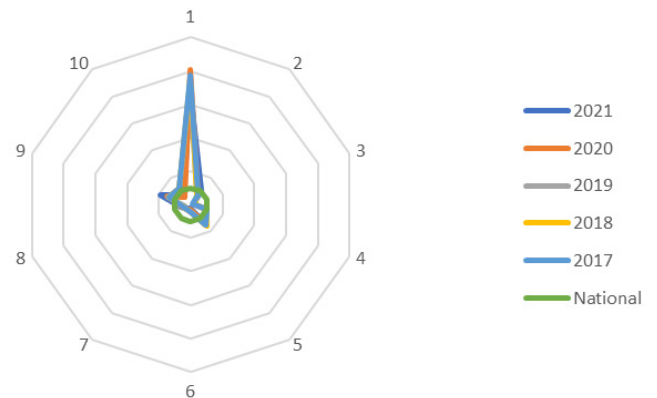
The following represents sectors growing within Custer County: Accommodation and Food Services, Real Estate and Rental Leasing, and Construction. The Accommodation and Food Services sectors are the largest within the county employing 186 people or 23.68% of the workforce as of 2021.

SOURCE: US Bureau of Labor Statistics

## LOCATION QUOTIENT

Location quotient represents the share of an industries need for employees in an area compared to its national average. For example, Custer County’s Natural Resources and Mining Industry has a location quotient of 6.83 meaning it employs nearly seven times the national average within the industry. In contrast, the location quotient for the Manufacturing Industry has fallen to .15 meaning Custer’s share of employment in the industry is 15% of the national average.

Location Quotient

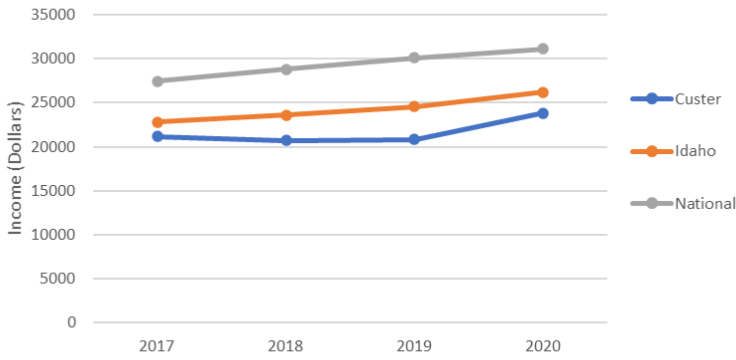


SOURCE: US Bureau of Labor Statistics,

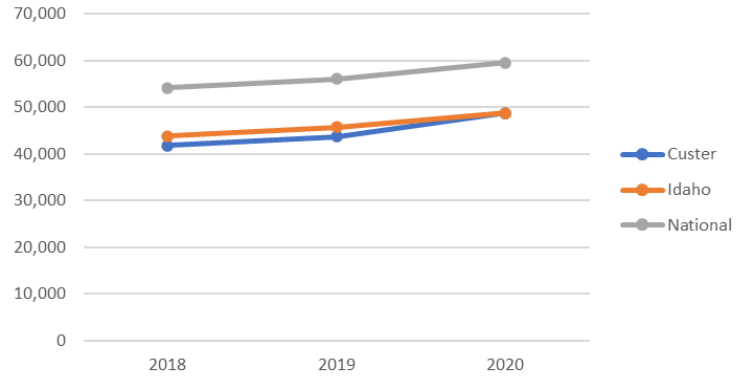
- 1. Natural Resource and Mining
- 2. Construction
- 3. Manufacturing
- 4. Trade, Transportation, and Utilities
- 5. Information
- 6. Financial Activities
- 7. Professional & Business Services
- 8. Education & Health Services
- 9. Leisure & Hospitality
- 10. Other Services



### Median Income

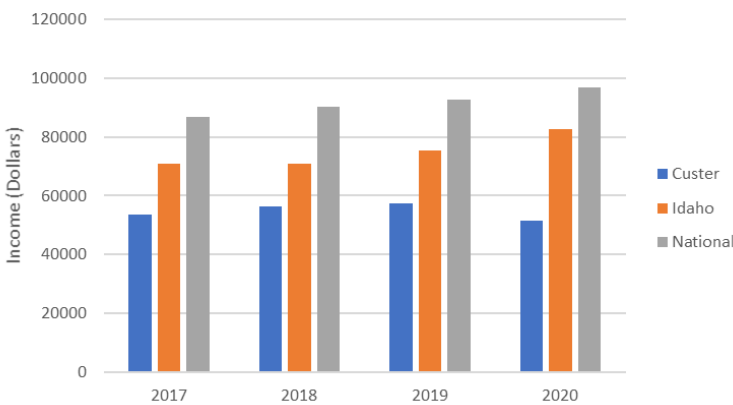


### Per Capita Personal Income



SOURCE: United States Census Bureau American Community Survey

### Household Income



SOURCE: US Bureau of Labor Statistics

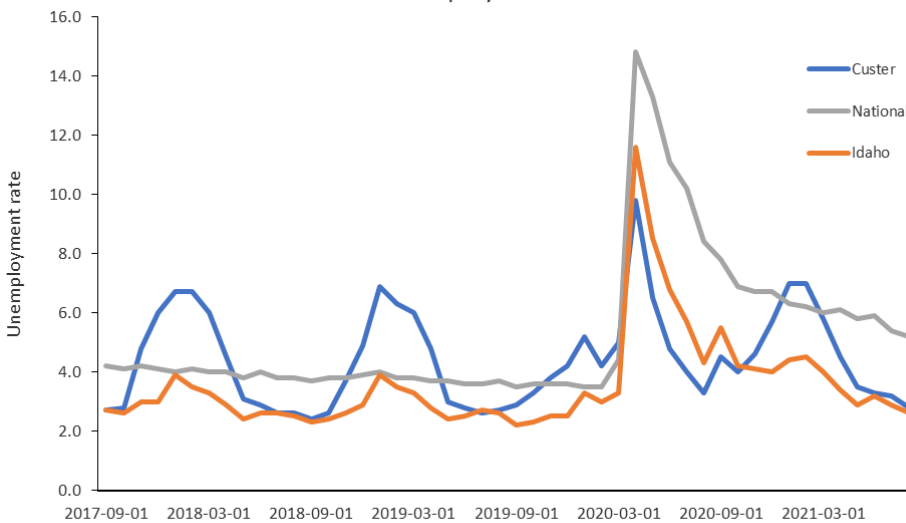
## INCOME PER CAPITA

Custer County’s average resident makes more than the average Idahoan but less than the average American. Custer County’s per capita personal income grew by 11.5% to \$48,718 in 2020. Meaning that forty-eight thousand dollars of income were earned per county resident. The large gap in Custer County’s household income from the state and nation is due to the high percentage of non-family households in the county that are on a fixed government income.

## MEDIAN HOUSEHOLD INCOME

As of 2020, half of the population earned an annual income above \$23,805 and the other half earned an annual income below \$23,805. This number has grown by 12.37% since 2017. Custer County’s median income is growing at an average rate of 4.2% per year. It was below the state and national income levels as of 2020.

### Unemployment



SOURCE: Federal Reserve Economic Data

## UNEMPLOYMENT RATE

Unemployment spiked in the nation in early 2020. Custer County’s unemployment peaked in April 2020, at 11.6% then two months later in June unemployment fell below 5% returning the County to full employment. In Custer County’s employment is highly cyclical - every January unemployment spikes to around 7%. Unemployment is now below pre-lockdown levels and is currently 2.8%.



# LIVING WAGE

HOUSEHOLD SIZE	LIVING WAGE	POVERTY WAGE	MINIMUM WAGE
1 Adult	\$ 10.58	\$ 5.84	\$ 7.25
1 Adult 1 Child	\$ 23.15	\$ 7.91	\$ 7.25
1 Adult 2 Children	\$ 28.07	\$ 9.99	\$ 7.25
1 Adult 3 Children	\$ 35.72	\$ 12.07	\$ 7.25
2 Adults (1 Working)	\$ 17.96	\$ 7.91	\$ 7.25
2 Adults (1 Working) 1 Child	\$ 22.11	\$ 9.99	\$ 7.25
2 Adults (1 Working) 2 Children	\$ 24.88	\$ 12.07	\$ 7.25
2 Adults (1 Working) 3 Children	\$ 28.12	\$ 14.14	\$ 7.25
2 Adults (1 Working Part-Time) 1 Child	\$ 25.09	\$ 12.20	\$ 7.25
2 Adults	\$ 8.98	\$ 3.69	\$ 7.25
2 Adults 1 Child	\$ 12.83	\$ 5.00	\$ 7.25
2 Adults 2 Children	\$ 15.49	\$ 6.03	\$ 7.25
2 Adults 3 Children	\$ 18.38	\$ 7.07	\$ 7.25

SOURCE: U.S. Census Bureau

## LIVING WAGE

Cost of living is increasing within Custer County. In 2021, the cost of living was 93.9 meaning when the average American spends \$100 on normal goods those in Custer County only spent \$93.90. One of the main drivers for the low cost of living is the abundance of wind and hydroelectric generation helping to bring down utility costs.

## POVERTY

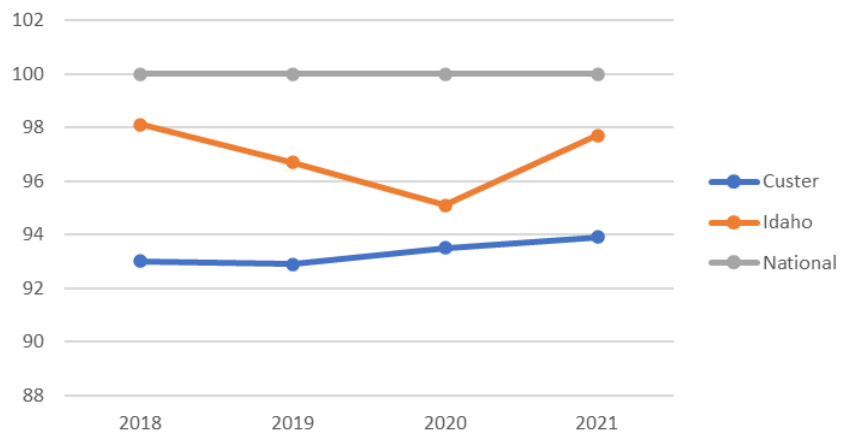
The poverty rate in Custer County has fallen from 20.6% in 2017, to 18.4% in 2020. Poverty has been decreasing in Custer County since 2017, when it peaked at 20.6%.

SOURCE: Consumer Price Index, West Region November 2021 (bls.gov)



SOURCE: Pixabay

Cost of Living



SOURCE: Consumer Price Index, West Region - November 2021 (bls.gov)



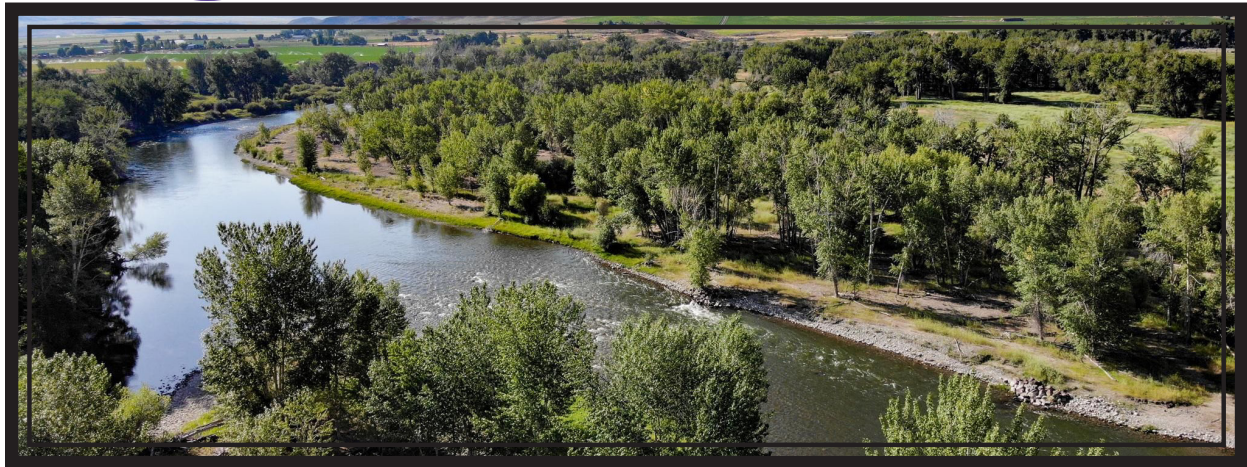
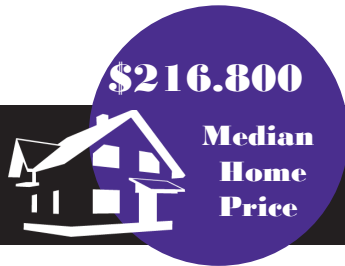
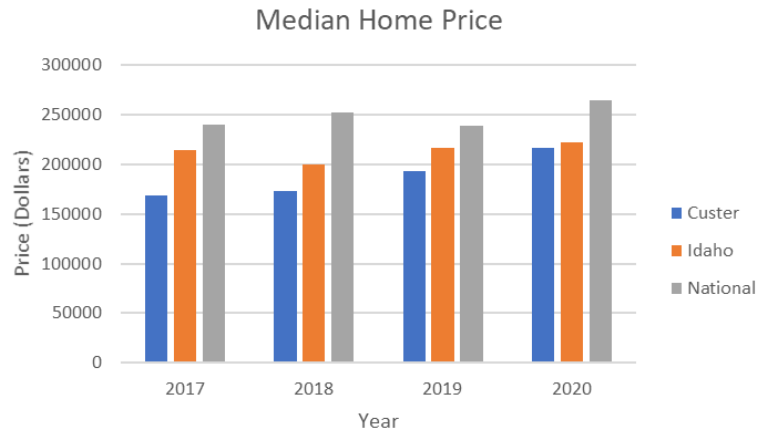
## MEDIAN HOME PRICE

Home prices in Custer County are lower than the state and the nation by a small margin.

In 2020, the median home price was \$216,800.

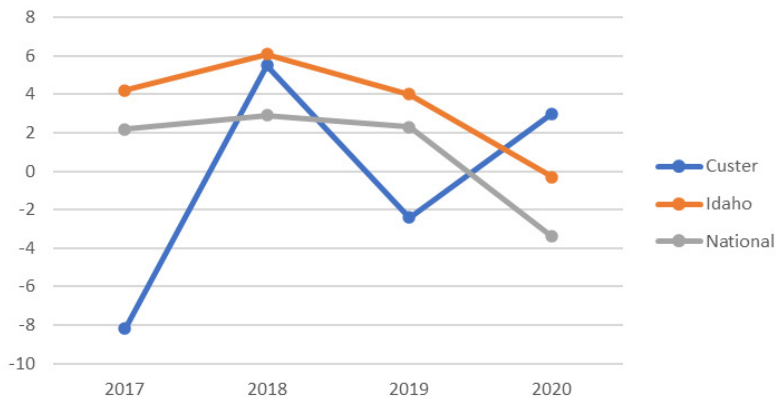
Across the nation there has been a sharp increase in home prices, Custer County's home price has risen at a 28% rate over four years where the national rate increase was 10.4%.

SOURCE: American Community Survey US Census



SOURCE: Landwatch.com

## GDP Growth



## GROSS DOMESTIC PRODUCT

Custer County's gross domestic product has grown in 2020, at a rate of 3%. The four-year average was negative 2.7%. If this rate is maintained, the economy will be half the size in 27 years. The total GDP for Custer County was just over \$1 billion dollars in 2020, accounting for 0.25% of the states GDP and 1.23% of the GDP in Eastern Idaho.

SOURCE: U.S. Bureau of Economic Analysis (BEA)