CUSTER COUNTY

Population 4,428

Population

Population Percentage Change

- Custer
- Idaho
- National

Custer County's population increased on an average of 2.38% year-over-year for the last decade. The population growth rate has been positive since 2021, and peaked in 2021 at 3.79%.

CUSTER COUNTY - POWER OF PLACE!
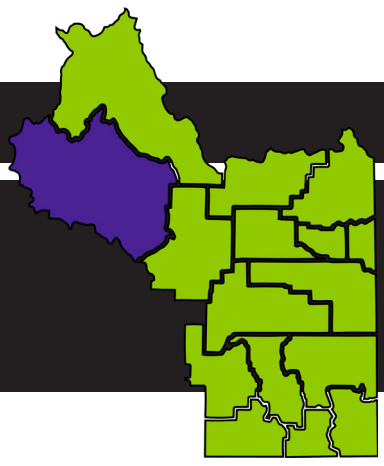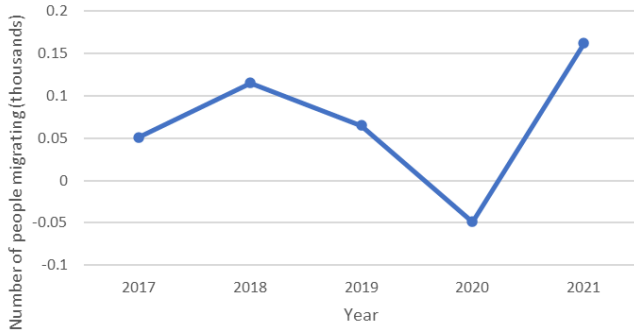
Net Migration Flow
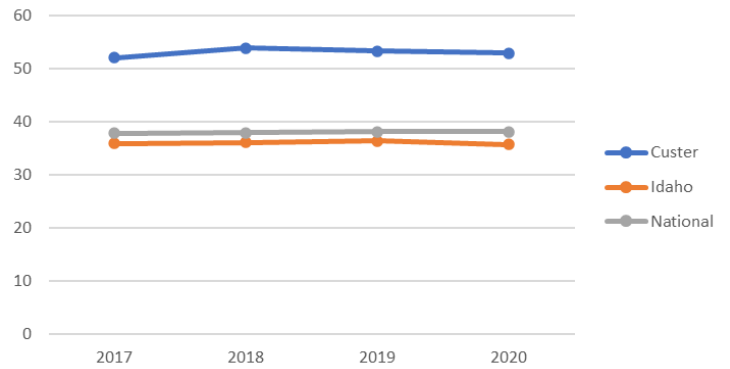

NET MIGRATION FLOW

In 2021, more than 150 people moved to Custer County. Since 2017, the average number of new residents was nearly 70 per year.

SOURCE: United States Census Bureau American Community Survey

24.2%
are between
18 and 44

Median Age

SOURCE: United States Census Bureau American Community Survey

Age Distribution

- 65 & Over
- 45-64
- 25-44
- 18-24
- Under 18
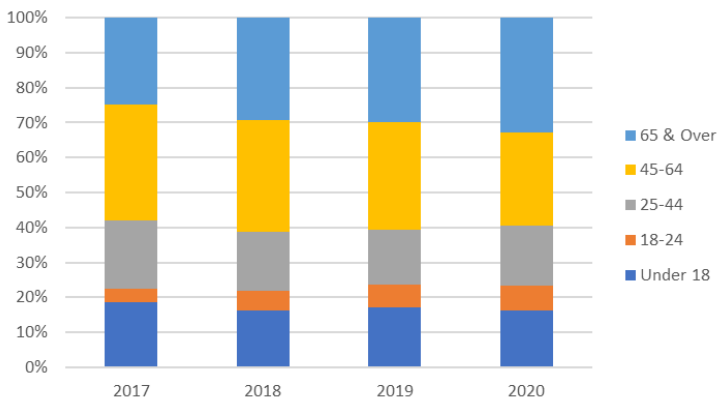
AGE DISTRIBUTION

The age distribution in Custer County is skewed towards the highest age ranges. Custer County's 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

Legend: No Schooling, High School, Bachelors, Masters, Doctorate

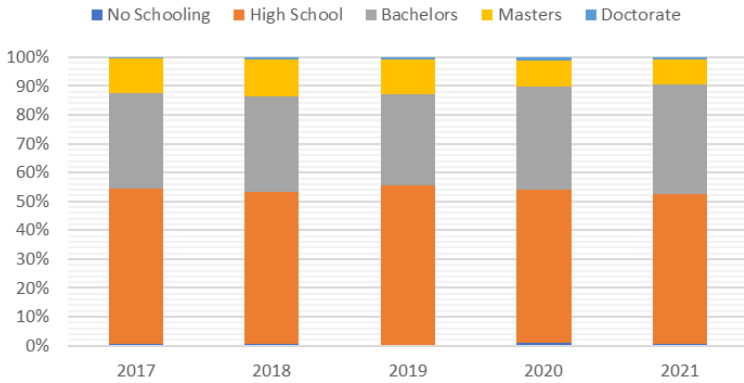(Bar chart showing education attainment percentages from 0% to 100% for years 2017, 2018, 2019, 2020, 2021)

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
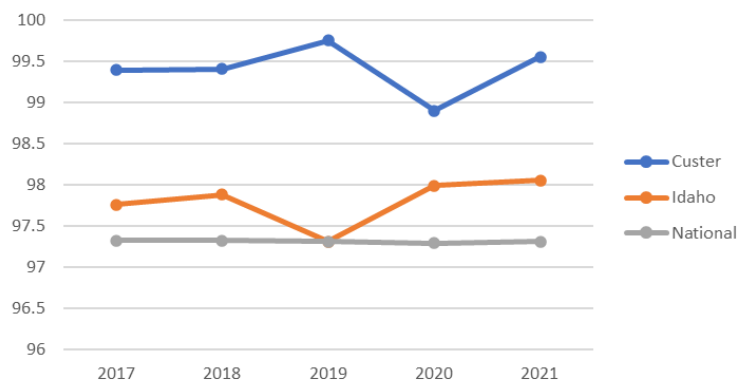

HIGH SCHOOL GRADUATION RATES

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

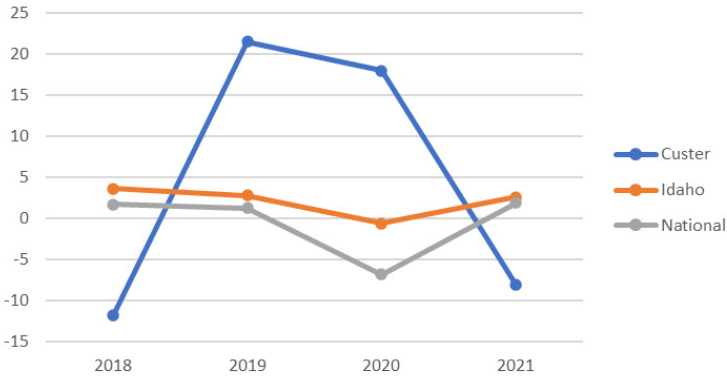**SOURCE:** Bing -insulation.org

High School Graduation Rate

(Line chart showing graduation rates from 96 to 100 for years 2017–2021 for Custer, Idaho, and National)

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

Job Growth

Source: Bureau of Labor Statistics

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 or 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.

23.6%
Accommodation & Food Service In 2021

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.
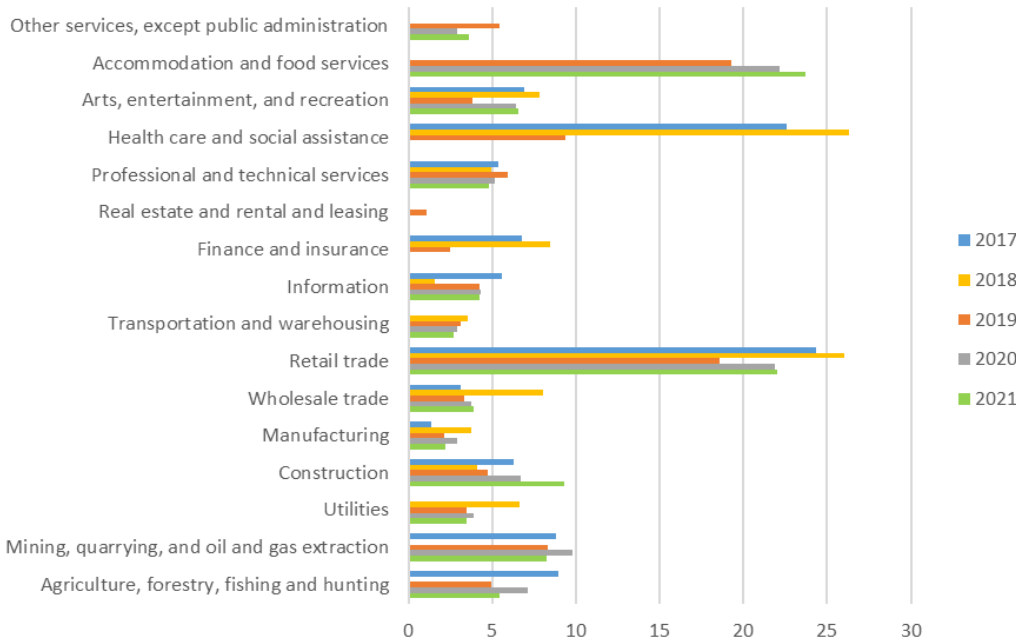
SOURCE: Clipart.com

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

Categories (top to bottom):
- Other services, except public administration
- Accommodation and food services
- Arts, entertainment, and recreation
- Health care and social assistance
- Professional and technical services
- Real estate and rental and leasing
- Finance and insurance
- Information
- Transportation and warehousing
- Retail trade
- Wholesale trade
- Manufacturing
- Construction
- Utilities
- Mining, quarrying, and oil and gas extraction
- Agriculture, forestry, fishing and hunting

Legend: 2017, 2018, 2019, 2020, 2021

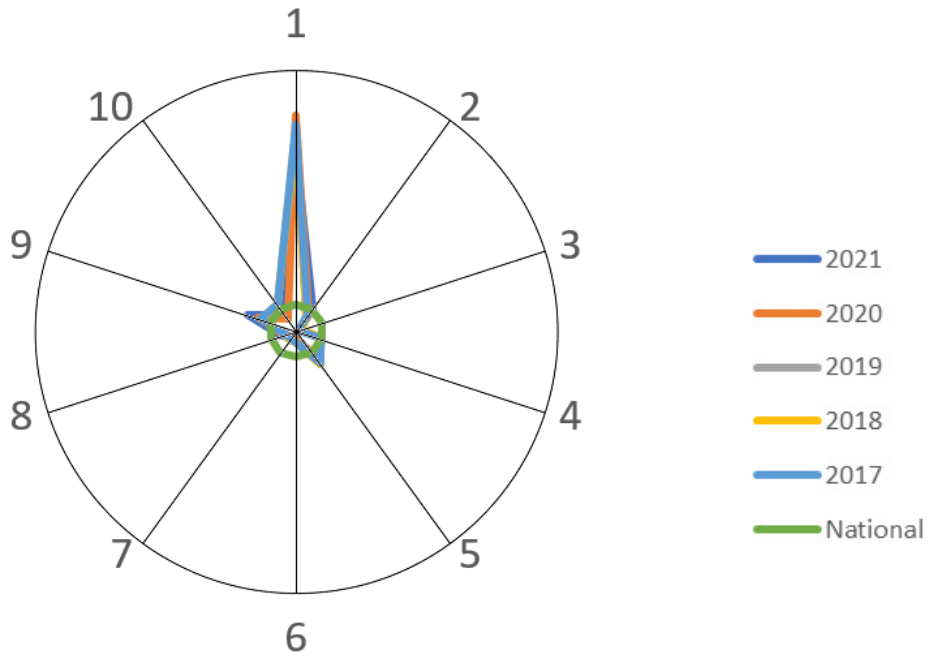**SOURCE:** US Bureau of Labor Statistics

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 219 people or 23.68% of the workforce as of 2021.
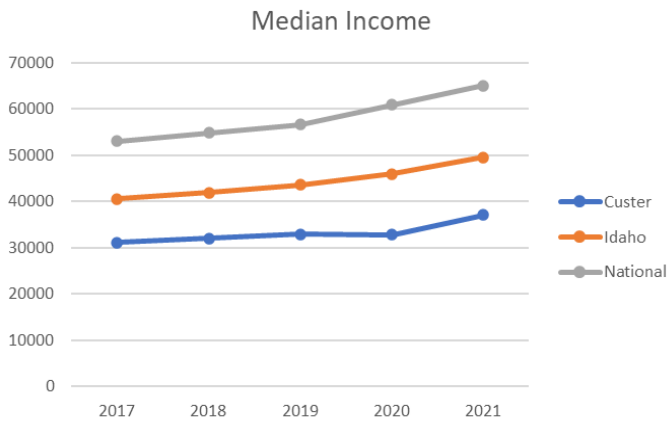
LOCATION QUOTIENT

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.
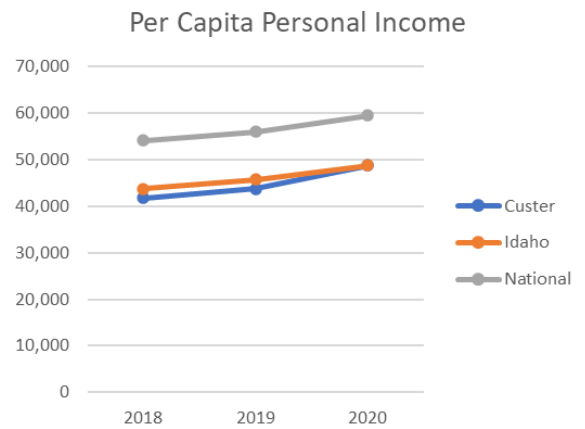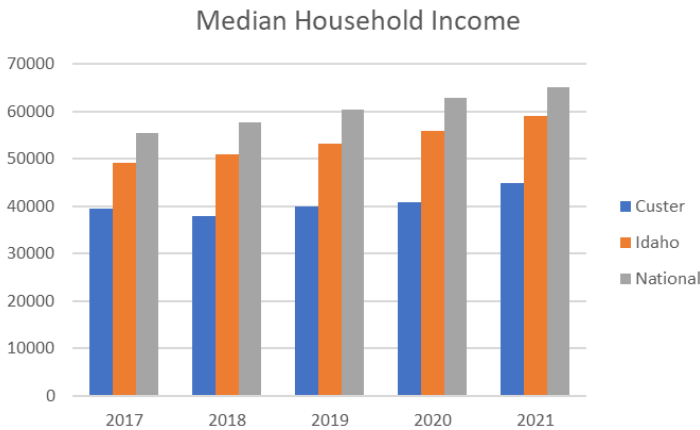
SOURCE: US Bureau of Labor Statistics,

Legend: 2021, 2020, 2019, 2018, 2017, National

1. Natural Resources 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

Median Household Income

SOURCE: US Bureau of Labor Statistics

INCOME PER CAPITA

In 2018, the per capita income of Custer County was $41,773. It rose by nearly $7,000 dollars since then and was $48,718 in 2020.

MEDIAN HOUSEHOLD INCOME

Median household income has risen across the nation since 2017. Households in Custer County are earning 13.31% more than they did in 2017. Median household income was $44,757 in 2021.

Unemployment

SOURCE: Federal Reserve Economic Data
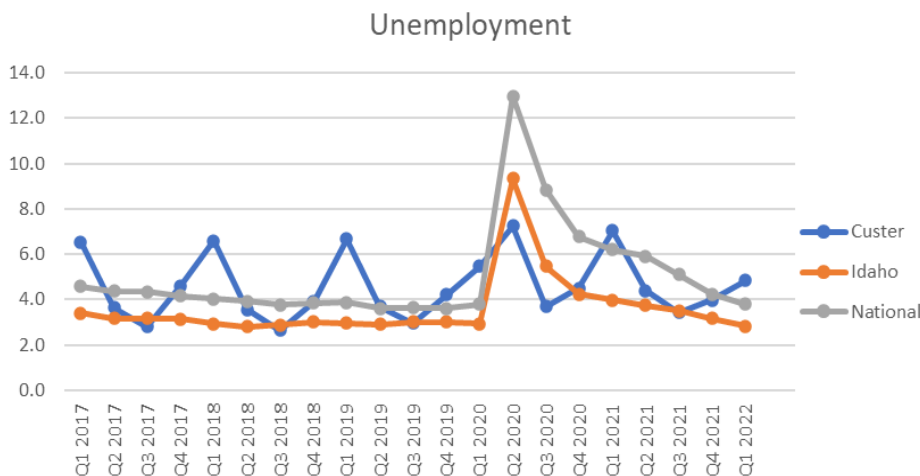
UNEMPLOYMENT RATE

Unemployment spiked in the nation in early 2020. Custer County's unemployment peaked in April 2020, at 9.8% then two months later in June unemployment fell below 5% returning the county to full employment. Unemployment is now below pre-lockdown levels and is currently 4.9%.

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: Massachusetts Institute of Technology

POVERTY

The poverty rate in Custer County has fallen from 20.6% in 2017, to 16.9% in 2021. Poverty has been decreasing since 2014, when it peaked at 20.7%.

COST OF LIVING

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.

SOURCE: U.S. Census

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

SOURCE: Pixabay

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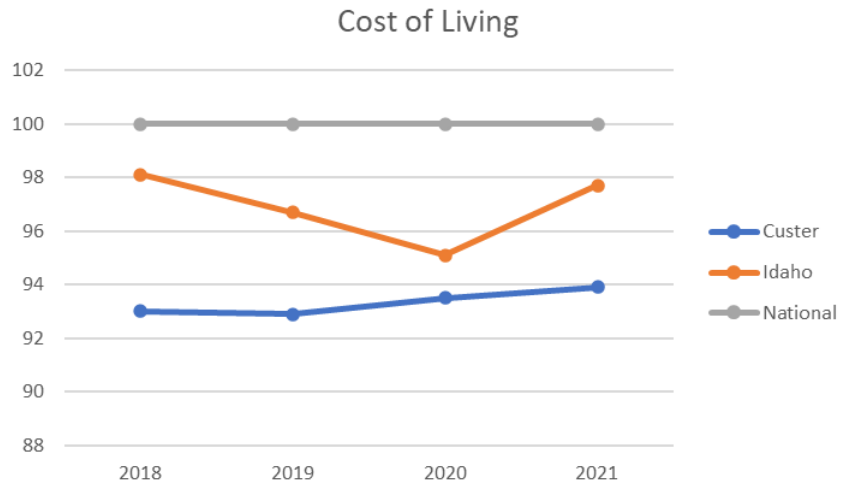
**SOURCE:** Consumer Price Index, West Region - November 2021 (bls.gov)

MEDIAN HOME VALUE

The median home value in Custer County was lower than the nation with a value of $217,500 in 2021. There has been a sharp increase in the value of homes across the nation. Since 2017, homes in Custer County have appreciated by 28.70%.

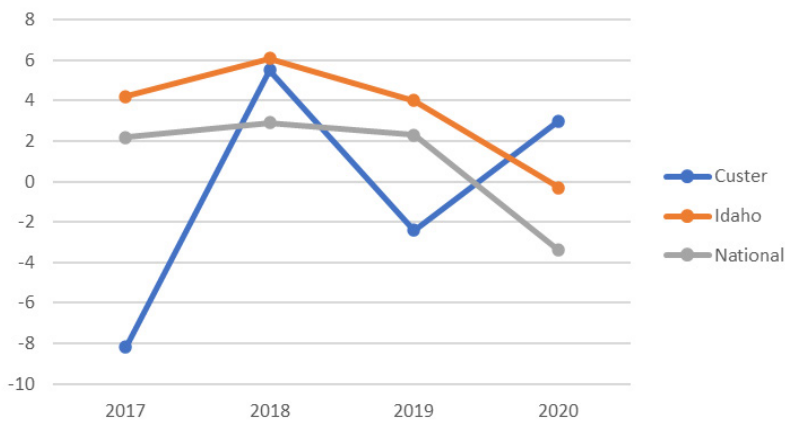**SOURCE:** American Community Survey US Census

Median Home Value

Legend: Custer, Idaho, National — 2017, 2018, 2019, 2020, 2021

$217,500

Median Home Value
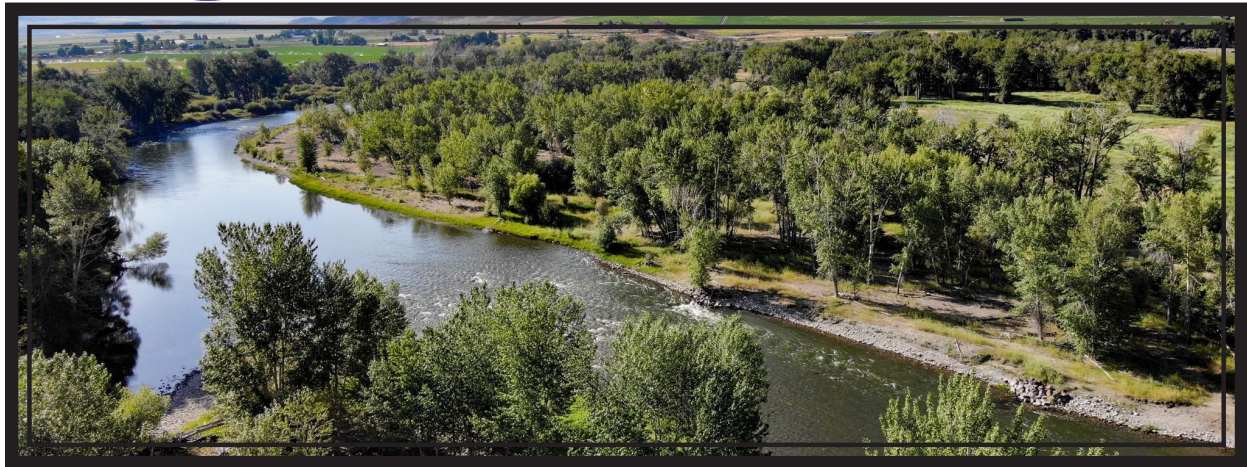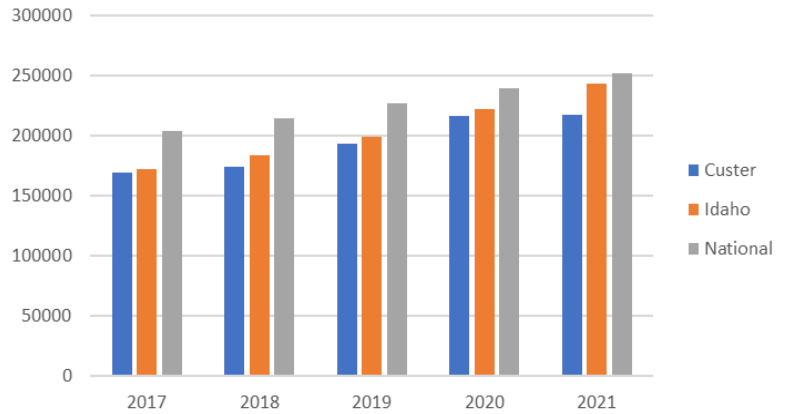
SOURCE: Landwatch.com

GDP Growth

Legend: Custer, Idaho, National — 2017, 2018, 2019, 2020

GROSS DOMESTIC PRODUCT

Custer County's Gross Domestic Product rose at a rate of 3% in 2020. The total GDP of Custer County was $186.4 million in 2020. This accounts for 0.25% of the state's GDP and 1.23% of the GDP within Eastern Idaho.

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