

Idaho Economy and Wage Survey

December 2015

Executive Summary

- More than seven in 10 Idaho residents describe the current business climate as either “excellent” (8 percent) or “good” (65 percent), while only 27 percent give it ratings of “fair” or “poor.”
- When given the choice between the State Legislature or local leaders, 60 percent of residents say the State Legislature is the best place to decide minimum wage policy for Idaho, while 40 percent say local leaders should be allowed to set minimum wage policy for their own community.
- When given the choice between having a single minimum wage for Idaho or allowing the minimum wage to vary by community, 68 percent of residents say there should only be a single minimum wage for Idaho, while 32 percent think the minimum wage should be allowed to vary by community.

Methodology

- The survey was fielded as part of an online omnibus study conducted by ORC International among a demographically representative sample of 505 adults ages 18 or older, comprising 255 males and 250 females living in the state of Idaho. This survey was live on December 1-6, 2015.
- Detailed survey results are on the following pages.

Majority of Idaho Residents Have a Favorable Opinion About the State's Business Climate

- A strong majority of Idaho residents have a positive opinion about the business climate in the state. More than seven in 10 Idaho residents describe the current business climate as either “excellent” (8 percent) or “good” (65 percent), while only 27 percent give it ratings of “fair” or “poor.”
- A majority of residents across all demographic categories describe the state's business climate in positive terms.

How would you describe the current business climate in the state of Idaho?

	Excellent / Good (net)	Excellent	Good	Only Fair / Poor (net)	Only Fair	Poor
All Adults	73%	8%	65%	27%	24%	3%
Sex						
Male	79	10	70	21	17	3
Female	66	6	61	34	32	2
Age Group						
18 to 24	*	*	*	*	*	*
25 to 34	67	7	60	33	32	1
35 to 44	79	10	69	21	16	5
45 to 54	67	8	59	33	29	4
55 to 64	71	7	64	29	26	3
65 or older	72	10	62	28	25	3
Household Income						
Less than \$35,000	57	8	49	43	38	4
\$35,000 to \$49,999	72	10	62	28	25	3
\$50,000 to \$74,999	80	5	75	20	18	2
\$75,000 to \$99,999	77	5	72	23	20	3
\$100,000 or more	77	10	67	23	23	1
Race						
White only (Non-Hispanic)	72	7	65	28	25	3
Black only (Non-Hispanic)	*	*	*	*	*	*
Hispanic (Any race)	*	*	*	*	*	*
Education						
High school graduate or less	62	10	53	38	34	4
College incomplete	76	4	72	24	21	3
College graduate	74	10	64	26	24	2

*Small sample size

Idaho Residents Are Generally Positive About the State Legislature’s Role in Promoting a Positive Business Climate

- When asked how good a job the Idaho State Legislature is doing to foster a climate that is good for business in the state, responses were generally positive. Three percent of residents say the State Legislature is doing an “excellent” job in this area, while 54 percent give it a rating of “good.”
- In comparison, 32 percent say the Idaho State Legislature is only doing a “fair” job fostering a good business climate in the state, while 11 percent say it is doing a “poor” job.

How good a job is the Idaho State Legislature doing to foster a climate that is good for business in the state?

	Excellent / Good (net)	Excellent	Good	Only Fair / Poor (net)	Only Fair	Poor
All Adults	57%	3%	54%	43%	32%	11%
Sex						
Male	63	3	60	37	24	13
Female	51	2	49	49	40	9
Age Group						
18 to 24	*	*	*	*	*	*
25 to 34	44	2	42	56	41	15
35 to 44	68	0	68	32	25	6
45 to 54	53	5	48	47	36	11
55 to 64	52	1	51	48	33	15
65 or older	60	6	54	40	26	14
Household Income						
Less than \$35,000	46	2	44	54	43	11
\$35,000 to \$49,999	59	1	58	41	32	10
\$50,000 to \$74,999	61	2	58	39	30	10
\$75,000 to \$99,999	57	2	55	43	29	14
\$100,000 or more	62	6	56	38	29	10
Race						
White only (Non-Hispanic)	57	3	54	43	32	10
Black only (Non-Hispanic)	*	*	*	*	*	*
Hispanic (Any race)	*	*	*	*	*	*
Education						
High school graduate or less	51	5	46	49	43	6
College incomplete	67	3	64	33	24	9
College graduate	50	2	48	50	36	14

*Small sample size

Six in Ten Idaho Residents Say the State Legislature Should Decide Minimum Wage Policy

- When given the choice between the State Legislature or local leaders, a majority of Idaho residents say the State Legislature is the best place to decide minimum wage policy for Idaho.
- Sixty percent of residents say the State Legislature is the best place to decide minimum wage policy for Idaho, while 40 percent say local leaders should be allowed to set minimum wage policy for their own community.
- A majority of Idaho residents across all demographic categories think the State Legislature should decide minimum wage policy for the state.

Do you think the State Legislature is the best place to decide minimum wage policy for Idaho, or should local leaders be allowed to set minimum wage policy for their own community?

	State Legislature is the best place to decide minimum wage policy for Idaho	Local leaders should be allowed to set minimum wage policy for their own community
All Adults	60%	40%
Sex		
Male	68	32
Female	53	47
Age Group		
18 to 24	*	*
25 to 34	60	40
35 to 44	51	49
45 to 54	60	40
55 to 64	51	49
65 or older	60	40
Household Income		
Less than \$35,000	61	39
\$35,000 to \$49,999	57	43
\$50,000 to \$74,999	72	28
\$75,000 to \$99,999	51	49
\$100,000 or more	55	45
Race		
White only (Non-Hispanic)	63	37
Black only (Non-Hispanic)	*	*
Hispanic (Any race)	*	*
Education		
High school graduate or less	59	41
College incomplete	63	37
College graduate	58	42

*Small sample size

Two-Thirds of Idaho Residents Think There Should be a Single Minimum Wage for the State

- When given the choice between having a single minimum wage for Idaho or allowing the minimum wage to vary by community, a solid majority of Idaho residents believe there should only be a single minimum wage for the state.
- Sixty-eight percent of residents say there should only be a single minimum wage for Idaho, while 32 percent think the minimum wage should be allowed to vary by community.
- A majority of residents across all demographic groups think there should only be a single minimum wage for the state of Idaho.

Do you think there should be a single minimum wage for the state of Idaho, or should the minimum wage be allowed to vary by community?

	There should only be a single minimum wage for Idaho	Minimum wage should be allowed to vary by community
All Adults	68%	32%
Sex		
Male	73	27
Female	63	37
Age Group		
18 to 24	*	*
25 to 34	75	25
35 to 44	54	46
45 to 54	66	34
55 to 64	69	31
65 or older	60	40
Household Income		
Less than \$35,000	74	26
\$35,000 to \$49,999	66	34
\$50,000 to \$74,999	76	24
\$75,000 to \$99,999	62	38
\$100,000 or more	57	43
Race		
White only (Non-Hispanic)	67	33
Black only (Non-Hispanic)	*	*
Hispanic (Any race)	*	*
Education		
High school graduate or less	71	29
College incomplete	72	28
College graduate	63	37

*Small sample size

