

# Driving Idaho's Economy

## Annual Contribution of Idaho's New-Car Dealers

Numbers reflect annual economic activity during 2020.



**97**

**DEALERSHIPS**

(new car)



**11,867**

**TOTAL JOBS**

(created by dealerships)

Includes 6,043 direct jobs and  
5,824 indirect and induced jobs.



**62**

**EMPLOYEES**

(average per  
dealership)



**\$4B**

**TOTAL SALES**

(all dealerships)



**\$363M**

**PAYROLL**

**\$60,255**

Average Annual  
Earnings

**\$89M**

State and Federal  
Income Taxes Paid

Includes income taxes paid for direct,  
indirect and induced jobs.



**0.4%**

**REGISTRATIONS**

Idaho's Share of Total  
U.S. New-Vehicle Registrations

**\$240M**

**STATE SALES  
TAX PAID**

Source: Center for Automotive  
Research, IHS Markit, NADA,  
Taxfoundation.org, U.S. Bureau of  
Labor Statistics, U.S. Census Bureau



### NATIONAL AUTOMOBILE DEALERS ASSOCIATION

NADA Industry Analysis | 8484 Westpark Drive, Suite 500, Tysons, VA 22102 | 800.557.6232 | [economics@nada.org](mailto:economics@nada.org)  
NADA Legislative Affairs | 412 First St. SE | Washington, DC 20003 | 800.563.5500 | [legislative@nada.org](mailto:legislative@nada.org)