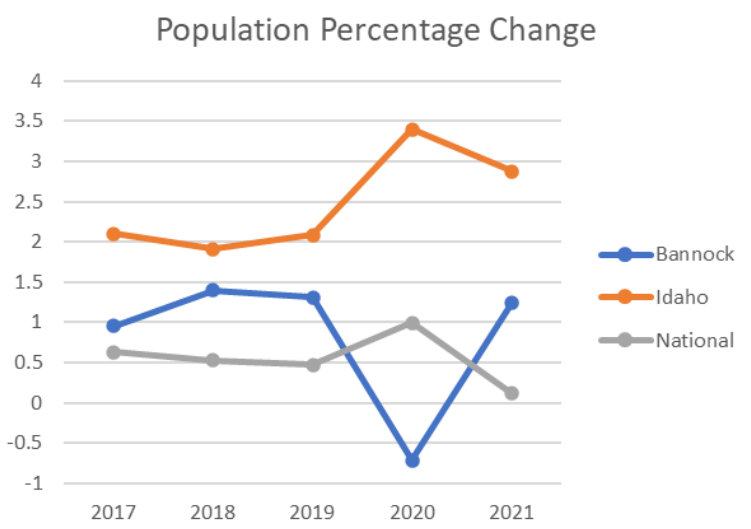
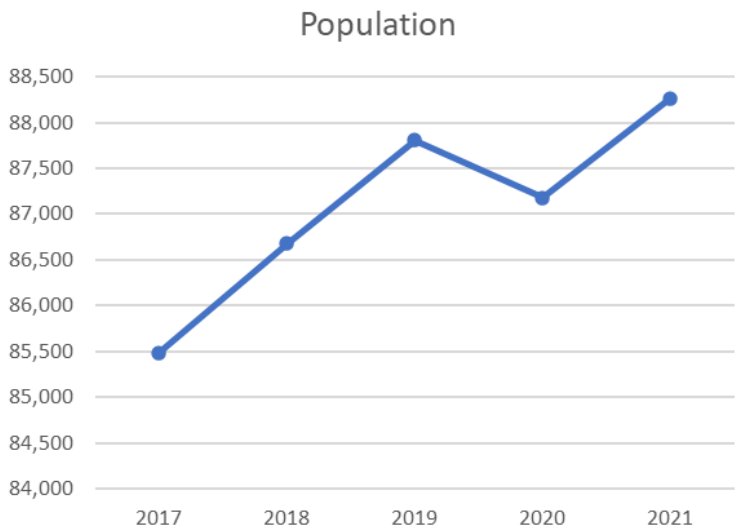




# BANNOCK COUNTY

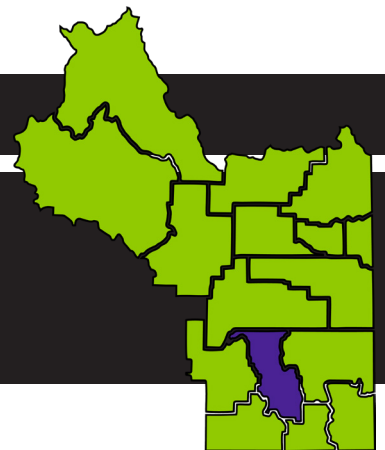
SOURCE: [uidaho.edu/extension/county/bannock](http://uidaho.edu/extension/county/bannock)

Population  
88,263



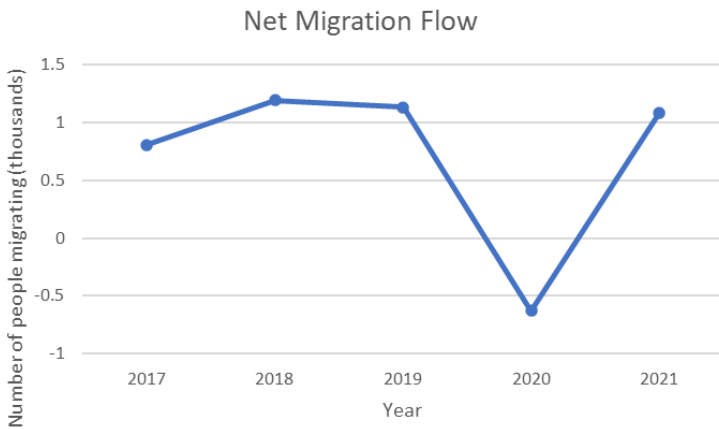
SOURCE: United States Census Bureau American Community Survey

Bannock County's population has increased on average of 0.36% year-over-year in the last decade. The growth rate reached a peak of 1.39% in 2018.



**BANNOCK COUNTY - POWER OF PLACE!**

[www.rediconnects.org](http://www.rediconnects.org)

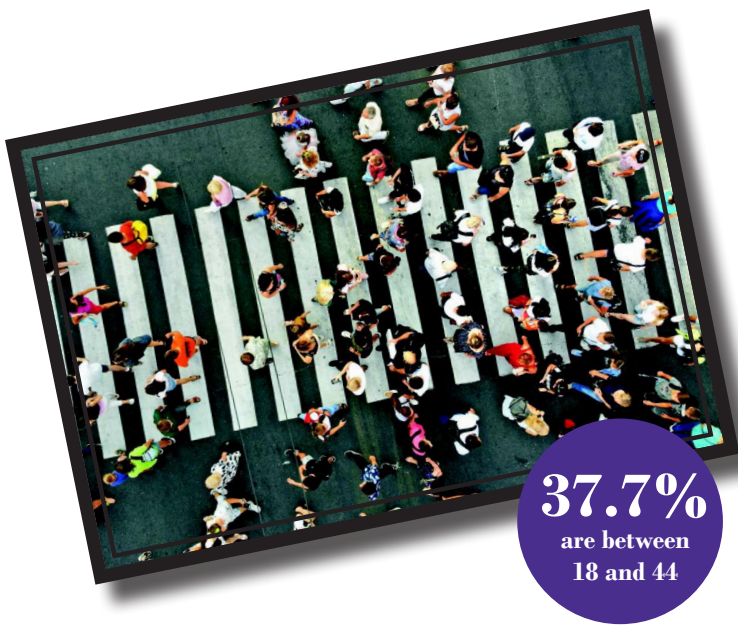


## NET MIGRATION FLOWS

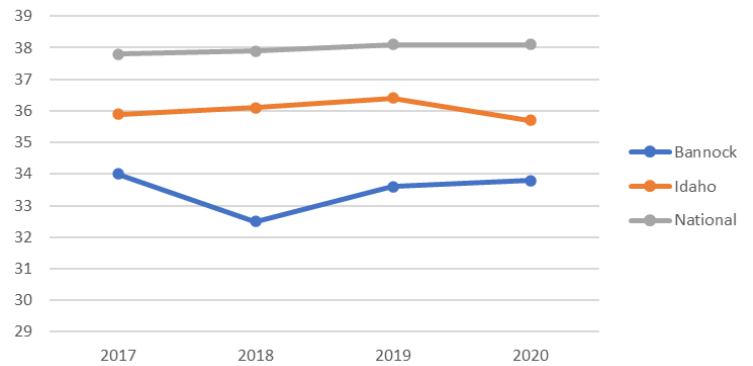
In 2018, more than 1,100 people moved to Bannock County. Since 2017, the average number of new residents was over 700 per year.



SOURCE: United States Census Bureau American Community Survey

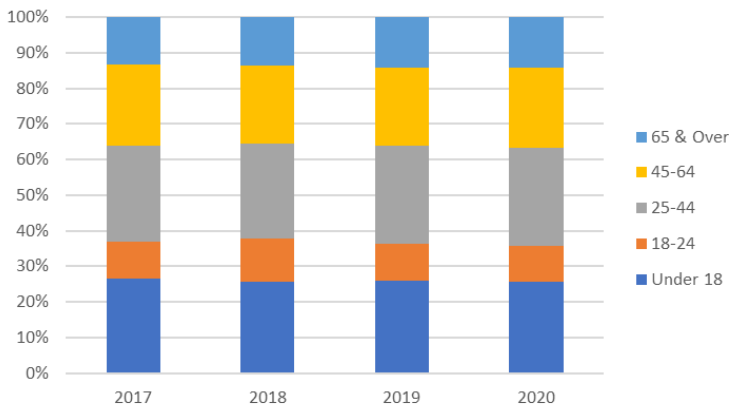


### Median Age



SOURCE: United States Census Bureau American Community Survey

### Age Distribution



## AGE DISTRIBUTION

Bannock Counties age distribution is stable and slowly getting younger. The median age is decreasing in the county by .2 years in comparison to 2017. A younger population indicates a strong labor supply and future work force growth.

The growth in the over 65 years of age measured to be a .6% increase over the same period.

SOURCE: United States Census Bureau American Community Survey

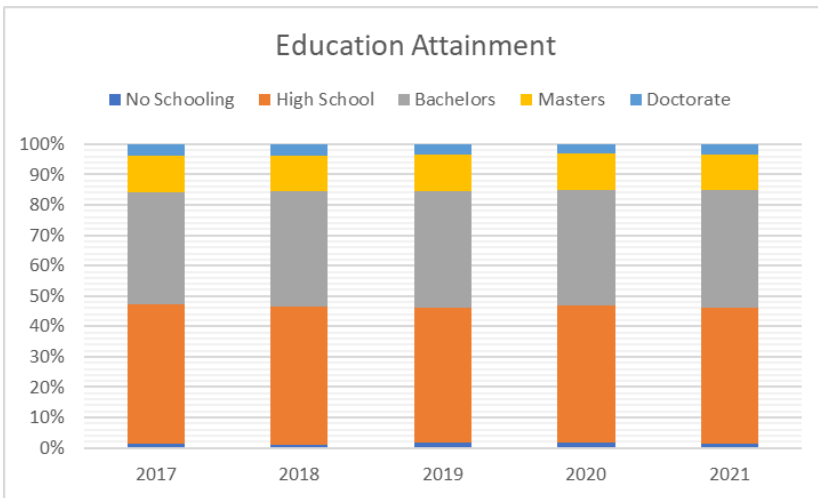
## EDUCATION

As of 2021, 54% of the population over 25 had a college degree.

From 2017 to 2021, the percentage of people with an advanced degree remained at around 15%.

While the population that did not graduate high school or only had a high school diploma was 46.1% in 2021, compared to 48% in 2017. The percentage is decreasing showing an increased shift towards higher education within the county.

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

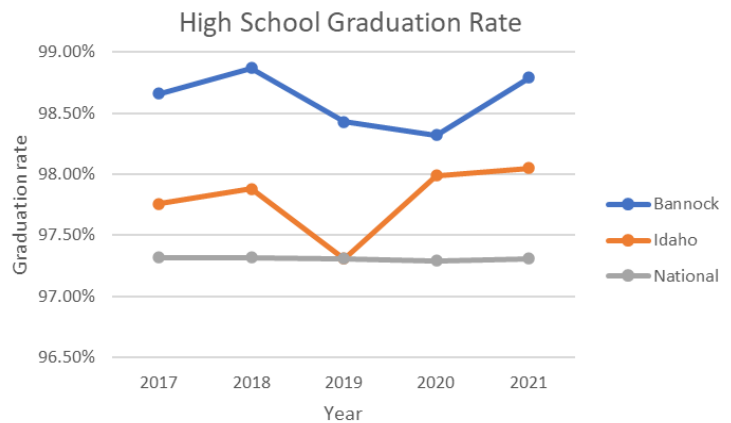


## HIGH SCHOOL GRADUATION RATES

The high school graduation rates from 2017 to 2021, were calculated by taking the weighted average of graduation rates for school districts within Bannock County.

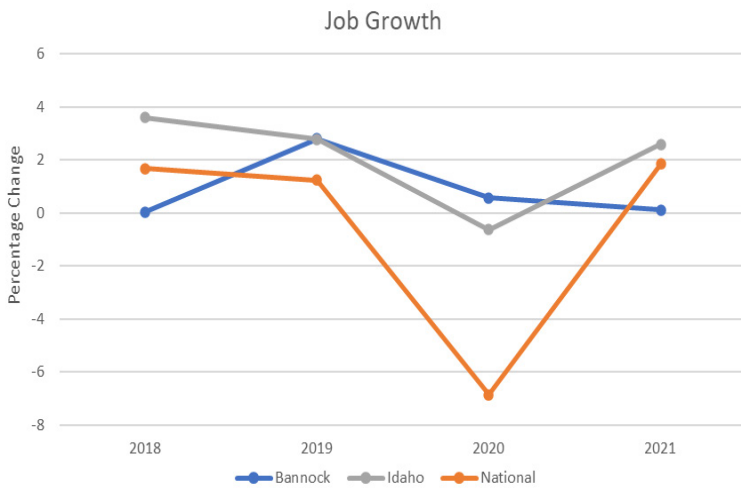


SOURCE: Bing -insulation.org



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





Source: Bureau of Labor Statistics

## JOB GROWTH

Job numbers within Bannock County have been steadily increasing. In March of 2021, 27,000 positions were filled in the Bannock County labor market.



**22.3%**  
HEALTH CARE AND  
SOCIAL ASSISTANCE  
IN 2020

## KEY INDUSTRIES

Bannock County's Top 5 industries are: Healthcare, Social Assistance, Manufacturing, Accommodation, Food Services, Retail Trade, and Administrative Services. Other notable industries not in the Top 5 are: Finance & Insurance, Management of Companies & Enterprises, Construction, and Information\*\*. The rise in the industries classified under Management of Enterprises has grown by 79% since 2017. This reflects small businesses and entrepreneurs are increasing their share of employment in the county's market.

## TOP COMPANIES

EMPLOYER	OWNERSHIP	RANGE
Idaho State University	State Gov	1,000+
Pocatello/Chubbuck School District	Local Gov	1,000+
Portneuf Medical Center	Private	1,000+
Idaho Central Credit Union	Private	500-999
Amy's Kitchen	Private	500-999
City of Pocatello	Local Gov	500-999
On Semiconductor	Private	500-999
Allstate Insurance Co.	Private	500-999
Bannock County	Local Gov	250-499
Wal-Mart	Private	250-499

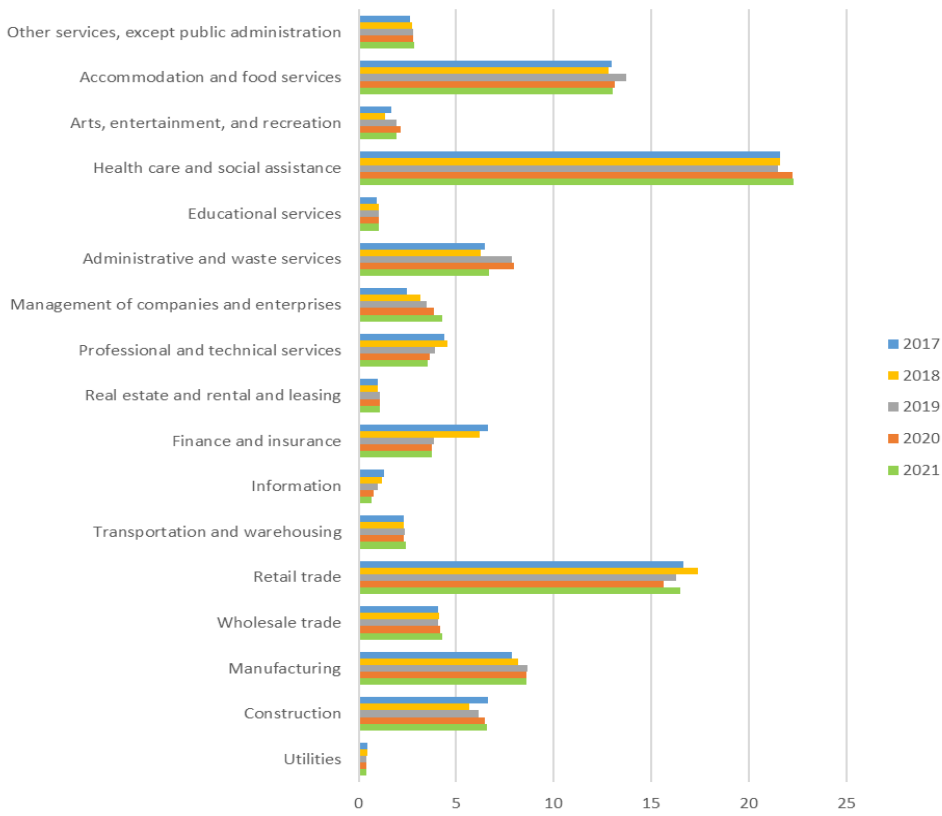
Note: Only employers that have given the Department permission to release employment range data are listed.

SOURCE: Idaho Department of Labor

SOURCE: US Bureau of Labor Statistics, Quarterly census of Employment and Wages \*\*According to the Bureau of Labor Statistics companies that are engaged in producing and distributing information and cultural products or provide the means to distribute or transmit those products, and process data are included in this percentage.

# EMPLOYMENT BY SECTOR

Employment By Sector



## EMPLOYMENT BY SECTOR

Each sector is represented by its share of total employment for each given year. Bannock County's sectors that have been declining in terms of share of total employment are: Professional and Technical services, Finance and Insurance, and Information.

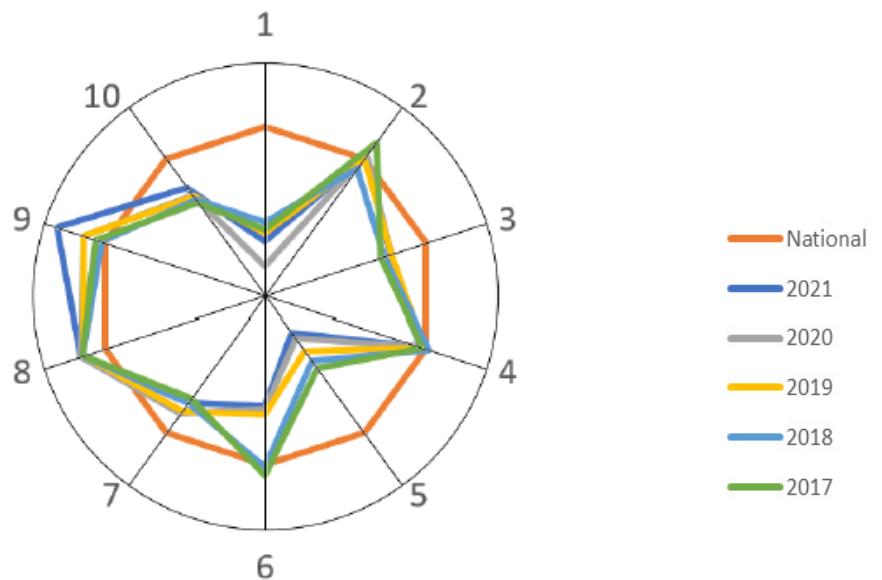
The sectors which are growing within Bannock County are: Health Care and Social Assistance, Management of Companies and Enterprises, and Manufacturing.

The Health Care and Social Assistance sector is the largest within the county and employs 6,029 people or 22.3% of the workforce as of 2021.

SOURCE: US Bureau of Labor Statistics

## LOCATION QUOTIENT

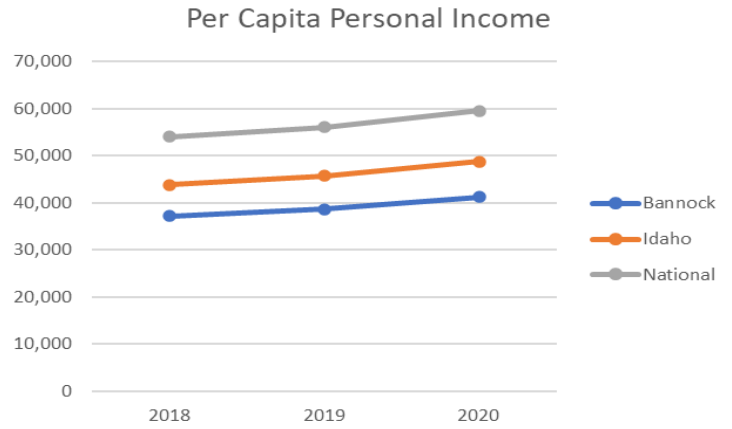
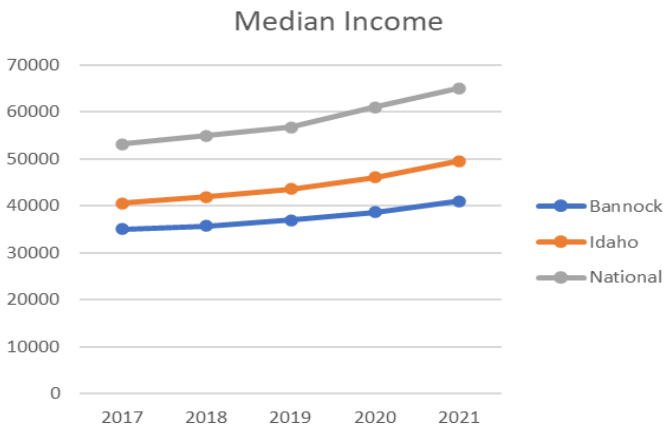
Location quotient represents the share of an industries need for employees in an area compared to its national average. For example, Bannock County's Leisure and Hospitality industry has a location quotient of 1.3 meaning it employs 30% over the national average within the industry. This could be attributed to students holding part-time jobs at the local restaurants, since Bannock County is home to Idaho State University. In contrast, the location quotient for the information industry has fallen to .27 meaning Bannock County's share of employment in the industry is a quarter of the national average.



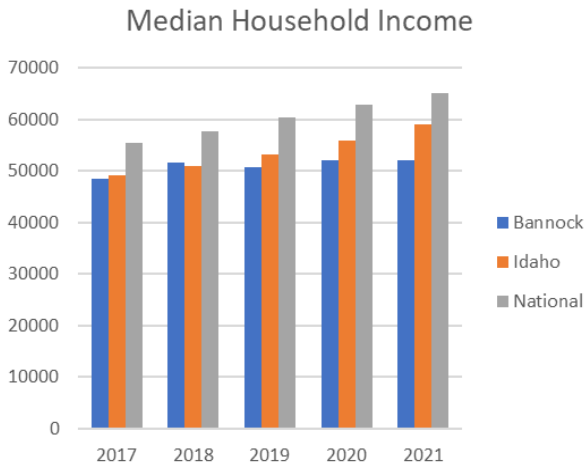
- 1. Natural Resources and Mining
- 2. Construction
- 3. Manufacturing
- 4. Trade, Transportation, and Utilities
- 5. Information
- 6. Financial Activities
- 7. Professional & Business Services
- 8. Education & Health Services
- 9. Leisure & Hospitality
- 10. Other Services

SOURCE: US Bureau of Labor Statistics





SOURCE: United States Census Bureau American Community Survey



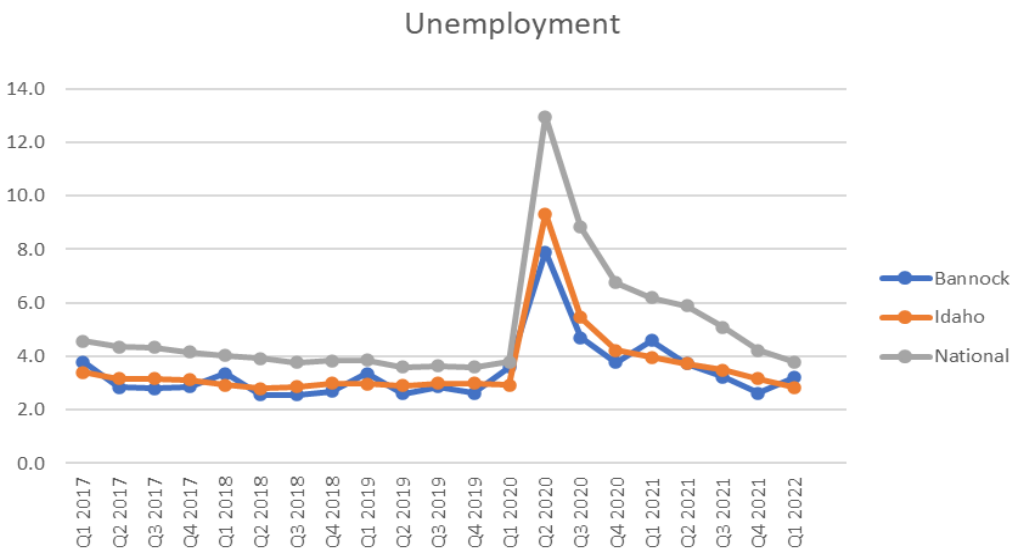
## INCOME PER CAPITA

The difference in incomes can be attributed to college students within the work force who may not be able to work full-time or year-round, bringing down wages.

## MEDIAN HOUSEHOLD INCOME

Median household income has risen across the nation since 2017. Households in Bannock County are earning 7.32% more than they did in 2017. Median household income was \$51,977 in 2021.

SOURCE: US Bureau of Labor Statistics



## UNEMPLOYMENT RATE

Unemployment spiked in the nation in early 2020. Bannock County's unemployment peaked in April 2020, at 9.6% then four months later in August unemployment fell below 5% returning the county to full employment. Unemployment is now below pre-lockdown levels and is currently 3.2%.

SOURCE: Federal Reserve Economic Data

# LIVING WAGE

HOUSEHOLD SIZE	LIVING WAGE	POVERTY WAGE	MINIMUM WAGE
1 Adult	\$ 10.89	\$ 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	\$ 34.95	\$ 12.07	\$ 7.25
2 Adults (1 Working)	\$ 17.92	\$ 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	\$ 27.35	\$ 14.14	\$ 7.25
2 Adults (1 Working Part-Time) 1 Child	\$ 25.09	\$ 12.17	\$ 7.25
2 Adults	\$ 8.96	\$ 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	\$ 17.99	\$ 7.07	\$ 7.25

SOURCE: Massachusetts Institute of Technology

## POVERTY

The poverty rate in Bannock County has fallen from 18.3% in 2017, to 14% in 2021. Poverty has been decreasing since 2015, when it peaked at 18.8%.

## COST OF LIVING

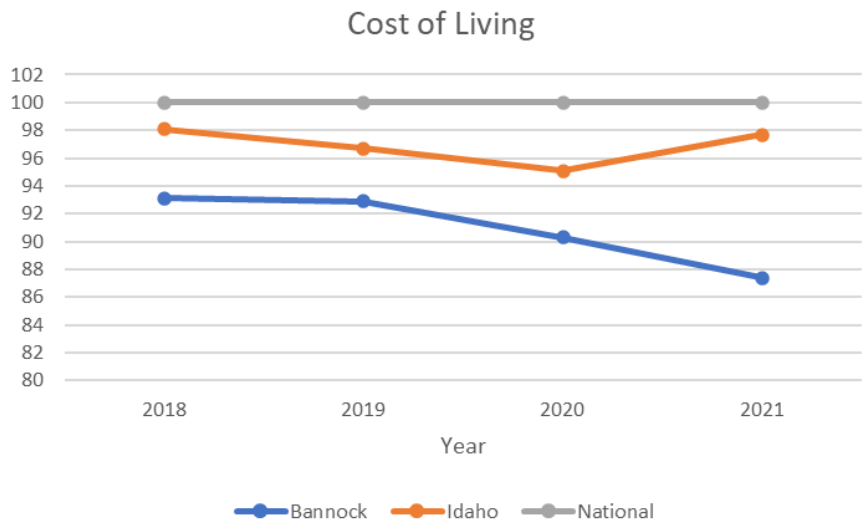
Cost of living is decreasing in Bannock County. In 2021, the cost of living was 87.4 meaning when the average American spends \$100 on normal goods those in Bannock County only spend \$87.40. One of the main drivers for the low cost of living is the abundance of wind and hydroelectric generation that brings down utility costs.

SOURCE: U.S. Census Bureau

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



SOURCE: Pixabay



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



## MEDIAN HOME VALUE

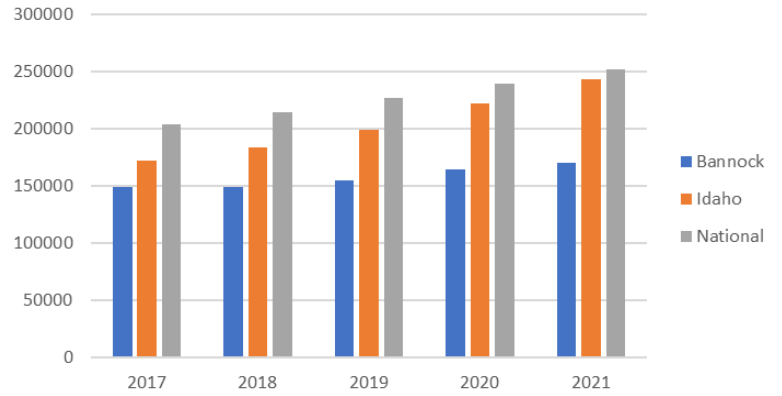
The median home value in Bannock County was lower than both the state and the nation with a value of \$170,500 in 2021. There has been a sharp increase in the value of homes across the nation. Since 2017, homes in Bannock County have appreciated by 14.73%.

SOURCE: American Community Survey US Census



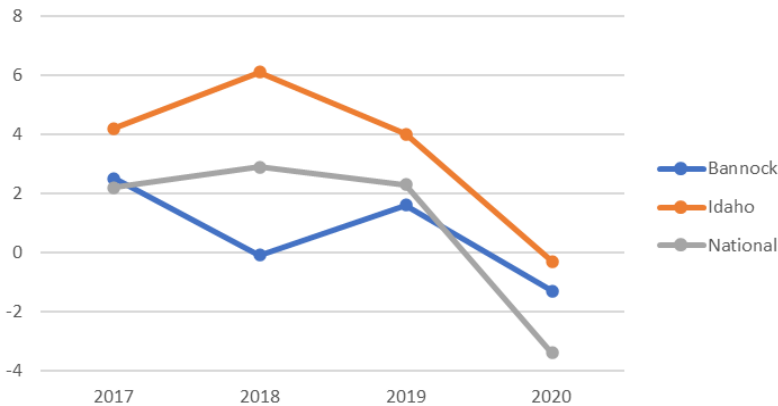
**\$170,500**  
**Median Home Value**

Median Home Value



SOURCE: Google Images - Pocatello Facebook

GDP Growth



## GROSS DOMESTIC PRODUCT

Bannock County's Gross Domestic Product fell at a rate of 1.3% in 2020. The total GDP of Bannock County was \$2.57 billion in 2020. This accounts for 3.49% of the state's GDP and 16.88% of the GDP within Eastern Idaho.

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