

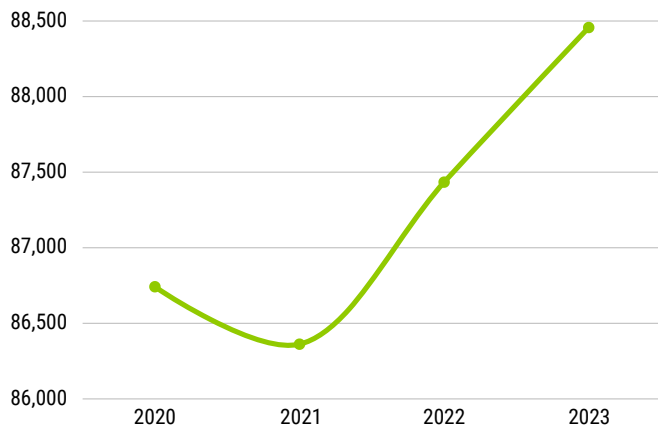
BANNOCK COUNTY

Population
91,010

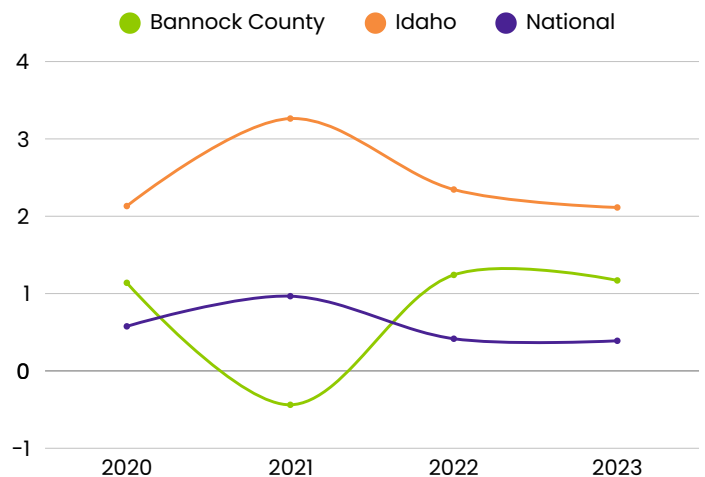


SOURCE: Photo by Dan Kendall | Bannock County Facebook Page

POPULATION



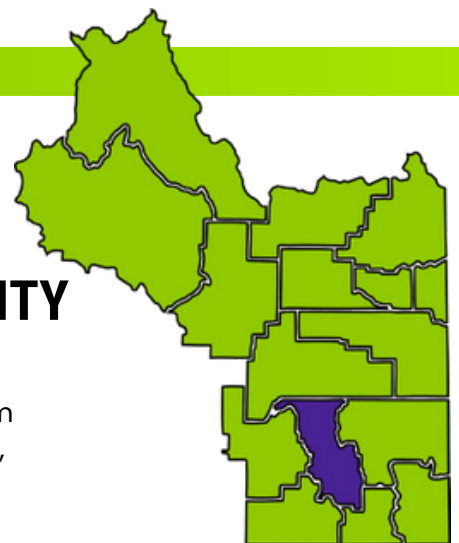
POPULATION PERCENTAGE CHANGE



U.S. Census Bureau. "TOTAL POPULATION." American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B01003, 2020, <https://data.census.gov/table/ACSDT5Y2020.B01003?t=Population+Total&g=050XX00US16005>. Accessed on June 4, 2025.

GROWTH CONTINUES ACROSS BANNOCK COUNTY

Bannock County has seen steady population growth between 2020 and 2023. Based on U.S. Census Bureau estimates, Bannock County's population grew from 86,742 in 2020 to 88,457 in 2023, a 1.97% increase. Despite a slight decline in 2021, the county saw rebounds with growth rates of 1.24% in 2022 and 1.17% in 2023. This consistent rise highlights the county's ongoing stability and resilience.

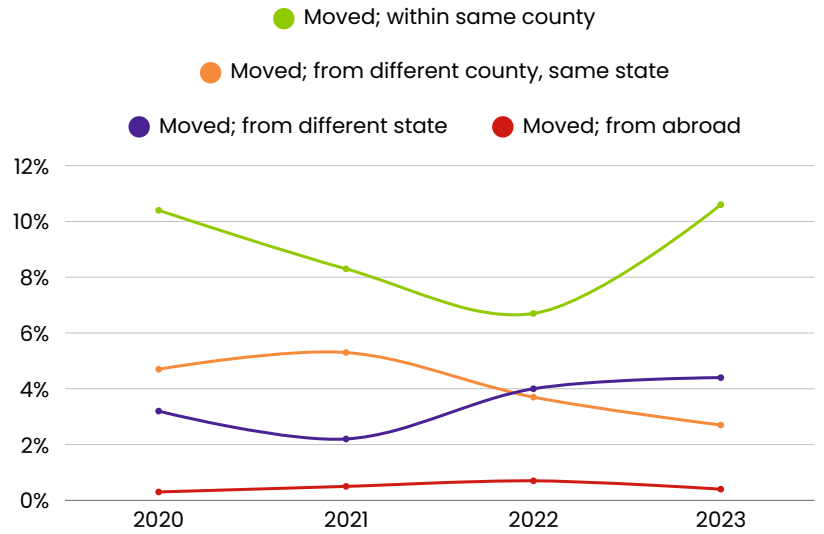


BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

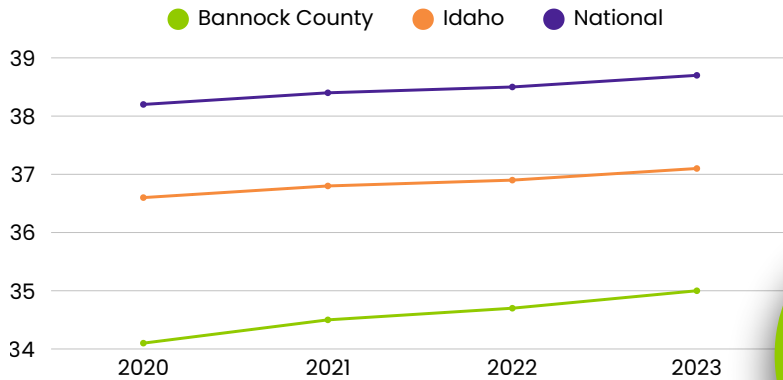
GEOGRAPHIC MOBILITY IN BANNOCK COUNTY

Local moves within the county dropped from 8.3% in 2021 to 6.7% in 2022, before rising sharply to 10.6% in 2023. In-migration from other Idaho counties steadily declined from 5.3% to 2.7%, while in-migration from other states doubled from 2.2% to 4.4%. Although the data doesn't track out-migration directly, the trends suggest a growing share of new residents are arriving from out of state, while fewer are relocating from nearby areas.



U.S. Census Bureau, U.S. Department of Commerce. "Geographic Mobility by Selected Characteristics in the United States." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0701, <https://data.census.gov/table/ACSST1Y2023.S0701?q=Migration&g=050XX00US16005>. Accessed on 21 Jul 2025.

MEDIAN AGE



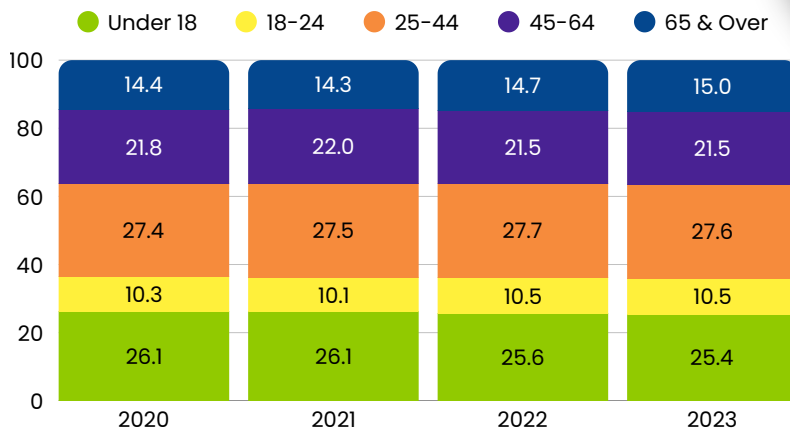
BANNOCK COUNTY: A YOUNG, VIBRANT, AND GROWING WORKFORCE

In 2023, Bannock's median age was 35.0, compared to 37.1 in Idaho and 38.7 nationally.

This younger demographic is partly driven by the presence of Idaho State University, which draws students and young professionals to the area.

The result is a strong pipeline of talent, long-term workforce stability, and a community well-positioned for growth. It's just one more reason Bannock County is a great place to work, play, learn, and live.

38.2%
are between 18
and 44 years old

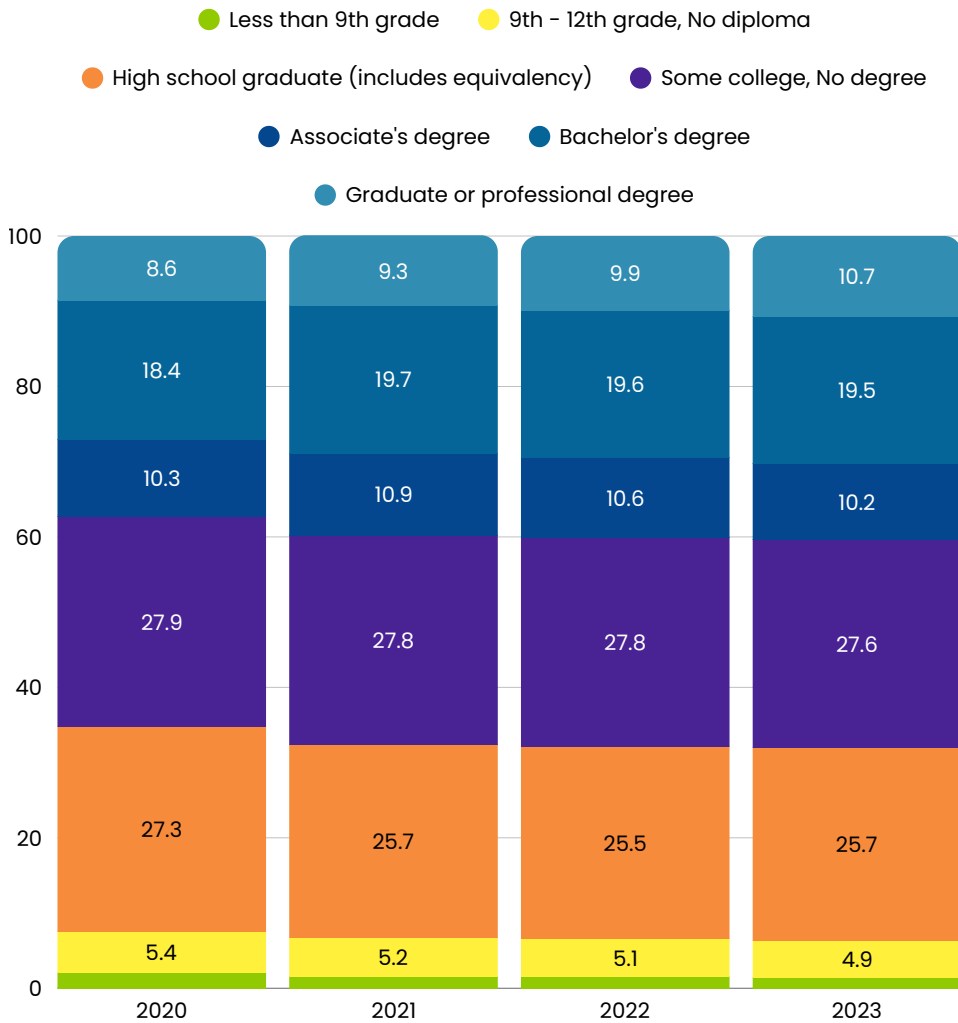


U.S. Census Bureau, U.S. Department of Commerce. "Age and Sex." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0101, https://data.census.gov/table/ACSST5Y2023.S0101?q=age&g=010XX00US_040XX00US16_050XX00US16005. Accessed on 10 Jun 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

EDUCATIONAL ATTAINMENT



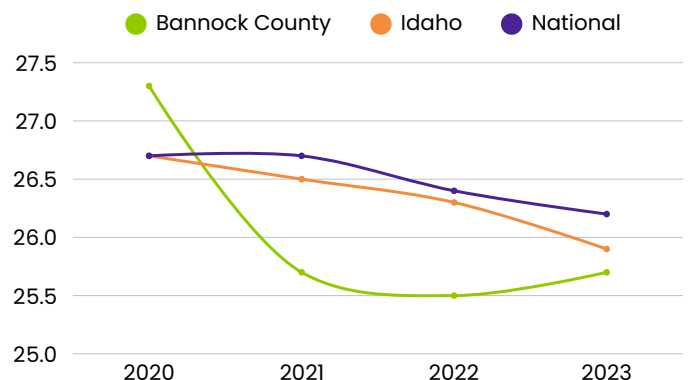
Between 2020 and 2023, educational attainment among adults 25 and older in Bannock County showed gradual but notable changes. The share of residents without a high school diploma declined, with those having less than a 9th-grade education falling from 2.1% to 1.4% and those with some high school but no diploma decreasing from 5.4% to 4.9%. High school graduates remained relatively stable, around 25–27%, while the share with some college but no degree also stayed consistent near 27–28%. Associate's degree attainment fluctuated slightly, ranging from 10.2% to 10.9%, and bachelor's degree holders increased modestly from 18.4% to 19.5%. Graduate or professional degree attainment grew from 8.6% to 10.7%. Overall, Bannock County reflects a trend of declining lower educational attainment alongside steady gains in higher education, indicating a slowly strengthening educational profile among adults.



U.S. Census Bureau, U.S. Department of Commerce. "Selected Social Characteristics in the United States." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP02, https://data.census.gov/table/ACSDP5Y2023.DP02?t=Educational+Attainment&g=010XX00US_040XX00US16_050XX00US16005&d=ACS+5-Year+Estimates+Data+Profiles. Accessed on 16 Jun 2025.

HIGH SCHOOL GRADUATION RATES

From 2020 to 2023, Bannock County's high school graduation rates remained close to, but slightly below, the state and national averages. In 2020, roughly 27.3% of residents had completed high school, compared with 26.7% in Idaho and the United States. Rates dipped to 25.7% in 2021 and 25.5% in 2022 before returning to 25.7% in 2023, while Idaho and national rates declined only modestly over the same period. Overall, Bannock County's high school completion rates have remained relatively stable, reflecting a steady educational profile among adults in the county.

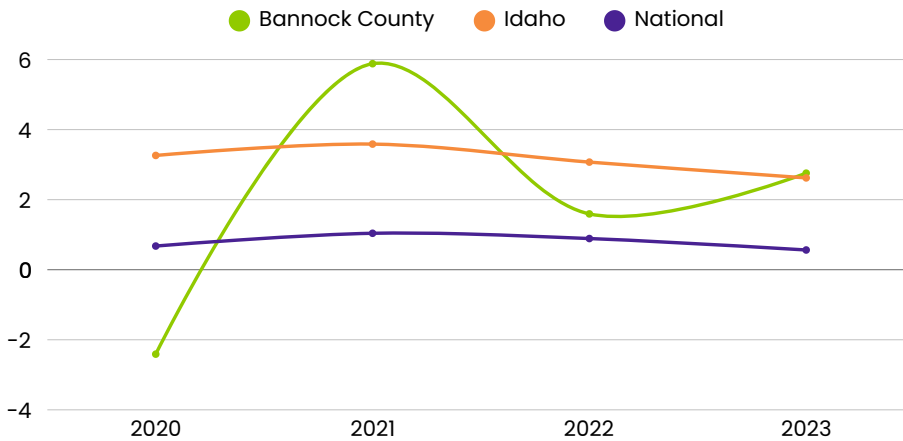


U.S. Census Bureau. "EDUCATIONAL ATTAINMENT." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501, <https://data.census.gov/table/ACSST5Y2020.S1501?t=Education&g=050XX00US16005>. Accessed on 16 Jun 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

JOB GROWTH



Bannock County has shown steady job growth in recent years, outpacing both state and national trends in multiple years. After a 2.4% decline in 2020, likely driven by pandemic-related impacts, the county rebounded strongly with a 5.9% increase in 2021—well above the national growth rate of 1.0%. Job growth continued in 2022 and 2023 at 1.6% and 2.8% respectively, consistently surpassing the national average. Bannock County's resilience and economic momentum highlight its strong labor market and stable business environment.

U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 1-Year Estimates Data Profiles, Table DP03, https://data.census.gov/table/ACSDP1Y2023.DP03?t=Employment+and+Labor+Force+Status&g=010XX00US_040XX00US16_050XX00US16005. Accessed on 24 Jun 2025.



KEY EMPLOYERS

Education, health care, financial services, food manufacturing, and local government are key sources of employment in Bannock County. Idaho State University is the largest employer with 2,500–4,999 workers, while the Pocatello/Chubbuck School District, Portneuf Medical Center, and Idaho Central Credit Union each provide between 1,000 and 2,499 jobs. Mid-sized employers such as Amy's Kitchen and the City of Pocatello support 500–999 employees, and Bannock County, Wal-Mart, VTCU Corporation, and LA Semiconductor each employ between 250 and 499. Together, these organizations reflect a diverse mix of industries that drive Bannock County's economy, highlighting the balance between public and private sector employment.

Top Employers

Ownership

Employment Range

Idaho State University	State Government	2500-4999
Pocatello/Chubbuck School District	Local Government	1000-2499
Portneuf Medical Center	Private	1000-2499
Idaho Central Credit Union	Private	1000-2499
Amy's Kitchen	Private	500-999
City of Pocatello	Local Government	500-999
Bannock County	Local Government	250-499
Wal-mart	Private	250-499
VTCU Corporation	Private	250-499
LA Semiconductor	Private	250-499

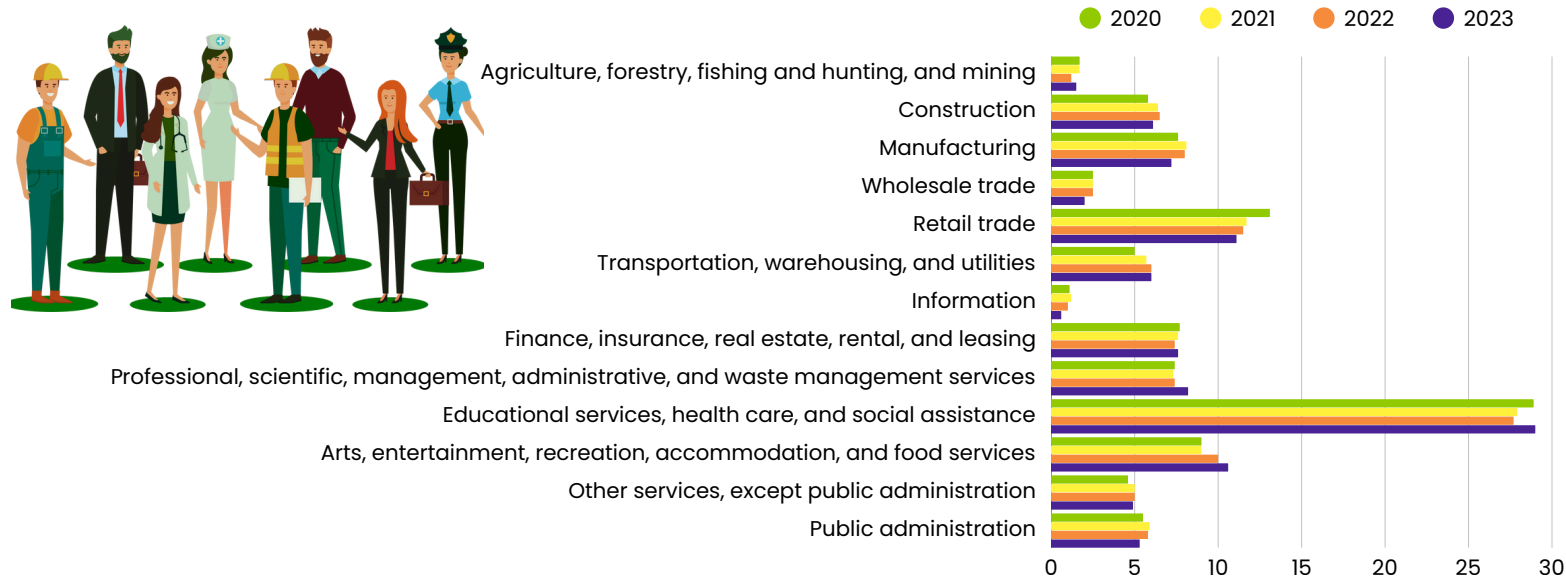
Idaho Department of Labor. Bannock County Economic Profile. Dec. 2024, <https://lmi.idaho.gov/wp-content/uploads/2024/12/BannockProfile.pdf?v=1750182119596>. Accessed 17 June 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

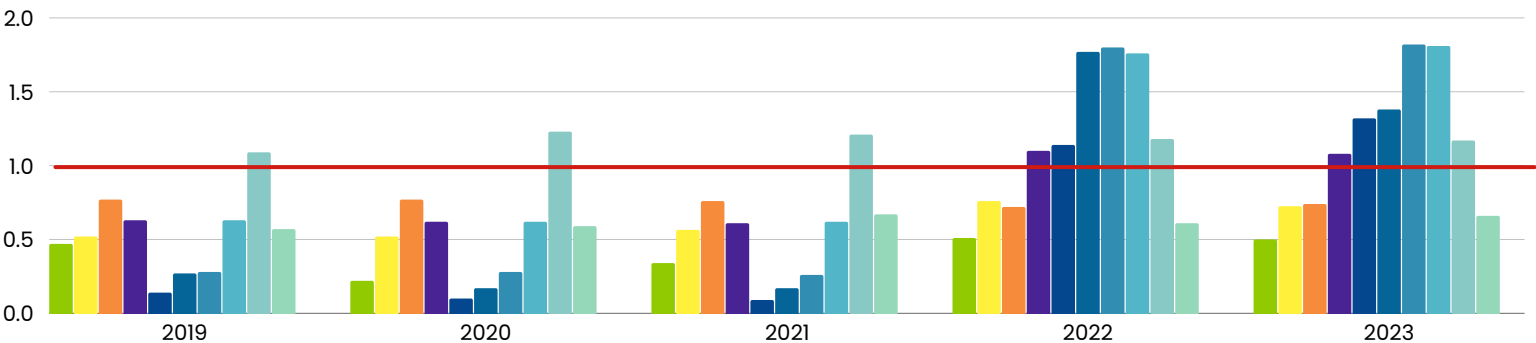
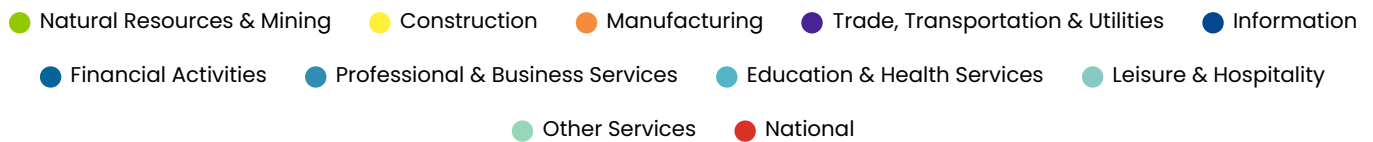
EMPLOYMENT BY SECTOR

From 2020 to 2023, Education and Health Services consistently represented the largest share of employment in Bannock County, increasing slightly to 29.0% in 2023. Retail Trade declined from 13.1% to 11.1%, while Arts, Entertainment, and Food Services grew steadily, reaching 10.6%. Professional and Administrative Services also rose up to 8.2% in 2023. Sectors such as Construction, Manufacturing, and Finance/Real Estate remained relatively stable, each accounting for 6–8% of jobs. Meanwhile, industries like Information, Agriculture, and Wholesale Trade held smaller shares, each under 2%. These trends highlight a strong service-oriented economy with gradual sector-level shifts.



U.S. Census Bureau, U.S. Department of Commerce. "Selected Economic Characteristics." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, <https://data.census.gov/table/ACSDP5Y2023.DP03?t=Industry&g=050XX00US16005>. Accessed on 16 Jun 2025.

LOCATION QUOTIENT



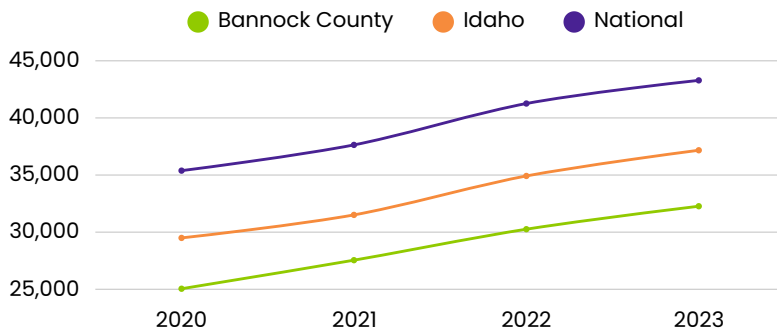
Location quotient measures how concentrated an industry's employment is in a region compared to the national average. In Bannock County, Education & Health Services and Professional & Business Services had the highest location quotients in 2023 at 1.81 and 1.82 respectively—indicating strong regional specialization. Construction also remained above the national average at 0.73. In contrast, sectors like Information (1.32 in 2023) have grown but remain relatively modest in concentration, while Natural Resources & Mining continues to sit below the national average at 0.50. These figures help identify key regional strengths and emerging sectors.

Bureau of Labor Statistics. QCEW Data Files – Quarterly Census of Employment and Wages. U.S. Bureau of Labor Statistics, May 2024, www.bls.gov/cew/downloadable-data-files.htm.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

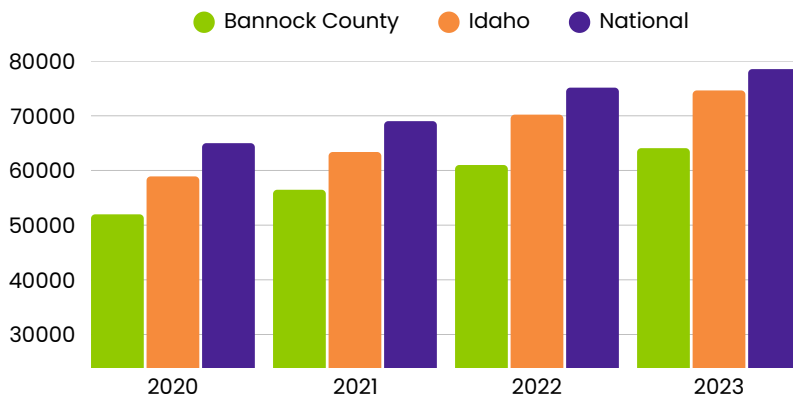
INCOME PER CAPITA



Between 2020 and 2023, per capita income in Bannock County rose from \$25,044 to \$32,268—an increase of over \$7,000. While still trailing behind Idaho’s 2023 average of \$37,169 and the national average of \$43,289, Bannock County has seen steady growth. This increase reflects broader economic trends, including a competitive labor market that has pushed wages upward across many industries.

U.S. Census Bureau. "SELECTED ECONOMIC CHARACTERISTICS." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, <https://data.census.gov/table/ACSDP5Y2020.DP03?t=Industry&g=010XX00US>. Accessed on 17 Jun 2025.

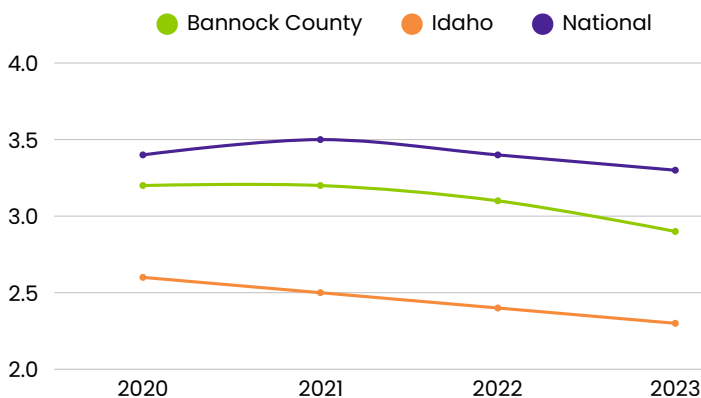
MEDIAN HOUSEHOLD INCOME



Bannock County’s median household income rose steadily from \$51,977 in 2020 to \$64,080 in 2023—an increase of over \$12,000 in just three years. While still trailing behind the state and national averages, the consistent year-over-year growth points to a strengthening local economy. This upward trend may reflect a combination of wage increases, population growth, and a diversifying job market that brings new income opportunities into the county.

U.S. Census Bureau. "INCOME IN THE PAST 12 MONTHS (IN 2020 INFLATION-ADJUSTED DOLLARS)." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1901, <https://data.census.gov/table/ACSST5Y2020.S1901?q=median+household+income&g=050XX00US16005>. Accessed on 17 Jun 2025.

UNEMPLOYMENT RATE



Among the population aged 16 years and over, Bannock County’s unemployment rate has consistently remained above the state average but below the national average from 2020 to 2023. In 2020, the county’s rate was 3.2%, slightly higher than Idaho’s 2.6% but lower than the national rate of 3.4%. Over the following three years, Bannock County experienced a gradual decline in unemployment, reaching 2.9% in 2023. This steady improvement reflects continued labor market recovery in the region and mirrors broader national trends.

U.S. Census Bureau. "SELECTED ECONOMIC CHARACTERISTICS." American Community Survey, ACS 5-Year Estimates Data Profiles, Table DP03, <https://data.census.gov/table/ACSDP5Y2020.DP03?q=unemployment&g=050XX00US16005>. Accessed on 18 Jun 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

COST OF LIVING

Household Size	Living Wage	Poverty Wage	Minimum Wage
1 Adult	\$20.65	\$7.52	\$7.25
1 Adult 1 Child	\$34.93	\$10.17	\$7.25
1 Adult 2 Child	\$41.84	\$12.81	\$7.25
1 Adult 3 Child	\$53.69	15.46	\$7.25
2 Adult (1 Work)	\$29.83	\$10.17	\$7.25
2 Adult (1 Work) 1 Child	\$36.33	\$12.81	\$7.25
2 Adult (1 Work) 2 Child	\$40.47	\$15.46	\$7.25
2 Adult (1 Work) 3 Child	\$47.07	\$18.10	\$7.25
2 Adult	\$14.92	\$5.08	\$7.25
2 Adult 1 Child	\$20.08	\$6.41	\$7.25
2 Adult 2 Child	\$23.91	\$7.73	\$7.25
2 Adult 3 Child	\$28.68	\$9.05	\$9.05

Bannock County's cost of living illustrates the significant gap between household needs and the federal minimum wage of \$7.25 per hour. A single adult requires \$20.65 per hour to meet basic living expenses, while a single parent with three children needs \$53.69 per hour. In two-adult households with only one working adult, the living wage ranges from \$29.83 to \$47.07 per hour, depending on family size. Even in dual-income households, both adults must earn well above minimum wage—between \$14.92 and \$28.68 per hour—to maintain financial stability. These figures highlight the economic challenges for families and underscore the need for access to higher-wage jobs, workforce development opportunities, and strong community support systems to sustain household security and quality of life in Bannock County.

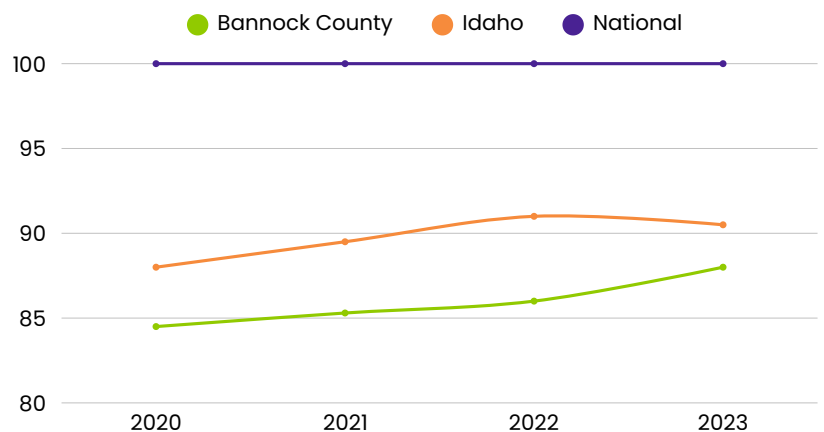
POVERTY

In 2023, approximately 12.2 percent of Bannock County residents were included in the population for whom poverty status is determined. This rate is above both state and national averages, underscoring the need for continued focus on economic development, workforce training, and social support services. Strengthening access to housing, healthcare, and education can help reduce poverty levels and promote greater long-term stability and quality of life for families across the county.

Glasmeier, Amy K. Living Wage Calculator: Bannock County, Idaho. Massachusetts Institute of Technology, 2024, U.S. Bureau of Economic Analysis. Regional Price Parities by State and Metro Area. U.S. Department of Commerce, <https://www.bea.gov/data/prices-inflation/regional-price-parities-state-and-metro-area>. Accessed 25 June 2025.. Accessed 9 July 2025.

U.S. Census Bureau, U.S. Department of Commerce. "Poverty Status in the Past 12 Months." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1701, <https://data.census.gov/table/ACSST5Y2023.S1701?q=poverty&g=050XX00US16005>. Accessed on 18 Jun 2025.

From 2020 to 2023, Bannock County's cost of living index remained consistently below both the Idaho state average and the national average. Starting at 84.5 in 2020, the index gradually increased to 88.0 by 2023. Over the same period, Idaho's state index rose from 88.0 to around 90.5, while the national average remained constant at 100. This indicates that Bannock County offers a lower overall cost of living compared to both the state and the nation, making it a relatively affordable place to live.

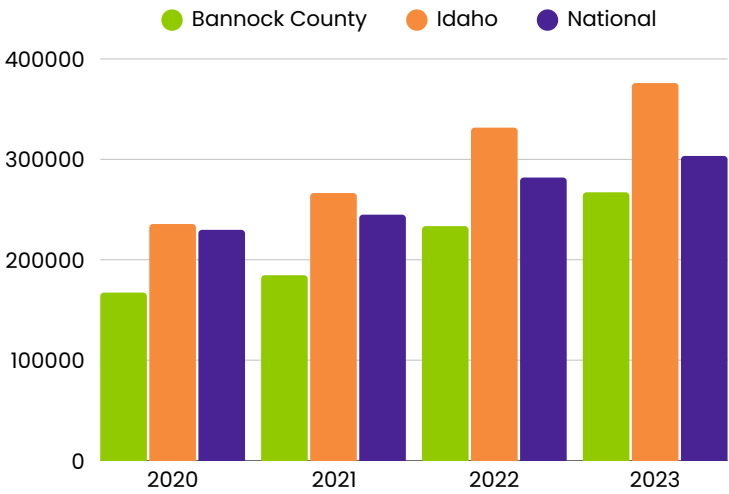


Idaho Department of Labor. Idaho Economic and Labor Market Information: Cost of Living and Regional Economic Data. 2023, <https://lmi.idaho.gov/>. Accessed 10 July 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!

www.rediconnects.org

MEDIAN HOME VALUE

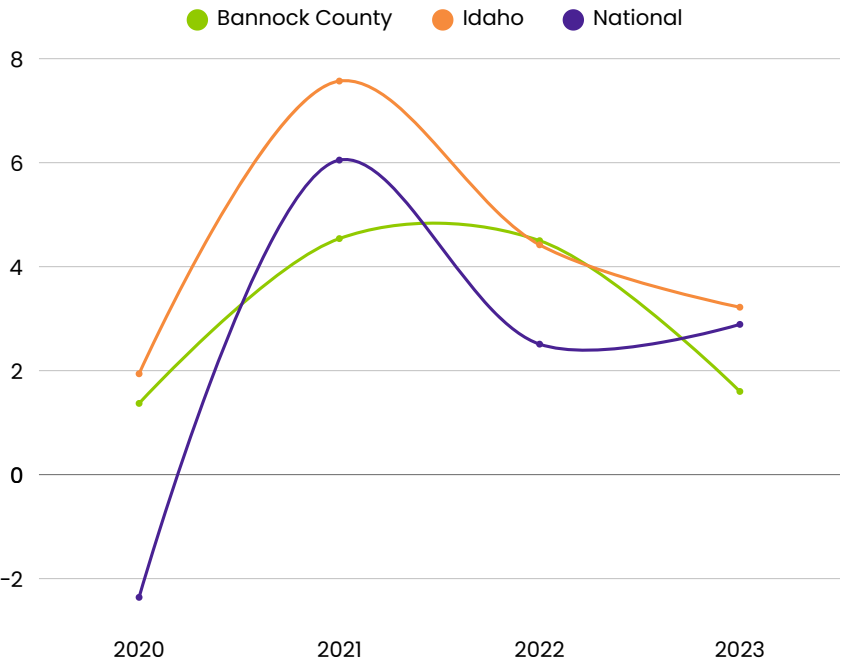


In Bannock County, median home values have risen steadily in recent years, increasing from \$167,300 in 2020 to \$267,200 in 2023—a 60% increase over just four years. While home values continue to climb, Bannock County remains more affordable than both the Idaho state median of \$376,000 and the national median of \$303,400 as of 2023. This relative affordability, paired with strong appreciation, makes Bannock County an appealing choice for homebuyers looking for long-term value and investment potential.

U.S. Census Bureau, U.S. Department of Commerce. "Median Value (Dollars)." American Community Survey, ACS 5-Year Estimates Detailed Tables, Table B25077, https://data.census.gov/table/ACSDT5Y2023.B25077?t=Housing+Value+and+Purchase+Price&g=010XX00US_040XX00US16_050XX00US16005,16007. Accessed on 3 Jul 2025.



Bannock County experienced steady GDP growth from 2019 to 2023, with notable increases of about 4.5% in both 2021 and 2022. Growth slowed in 2023 but remained positive at around 1.6%. Similarly, Idaho's GDP showed strong growth, especially in 2021 with over 7.5% growth, followed by moderate increases in the following years. National GDP dipped slightly in 2020 but rebounded with over 6% growth in 2021 and steady gains thereafter. Overall, Bannock County's consistent growth reflects a resilient local economy amid broader state and national trends.



U.S. Bureau of Economic Analysis. Gross Domestic Product by County and Metropolitan Area, 2023. BEA Regional Facts, December 4 2024, U.S. Department of Commerce, <https://www.bea.gov/sites/default/files/2024-12/lagdp1224.pdf>. Accessed July 3 2025.

BANNOCK COUNTY - YOU BELONG IN EASTERN IDAHO!