

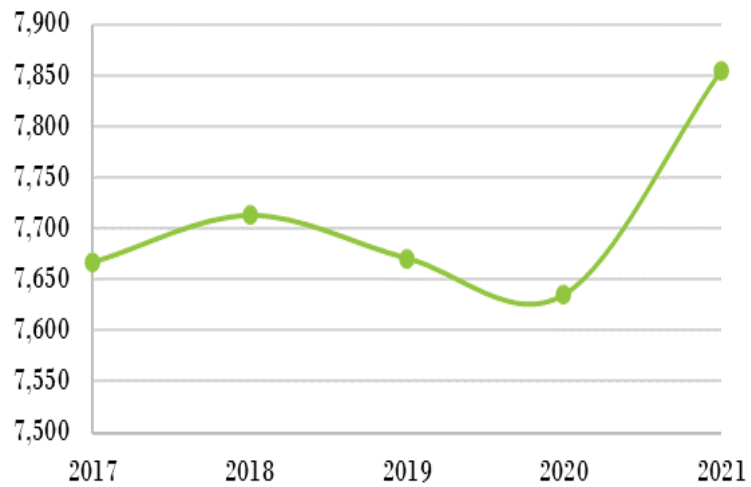


# POWER COUNTY

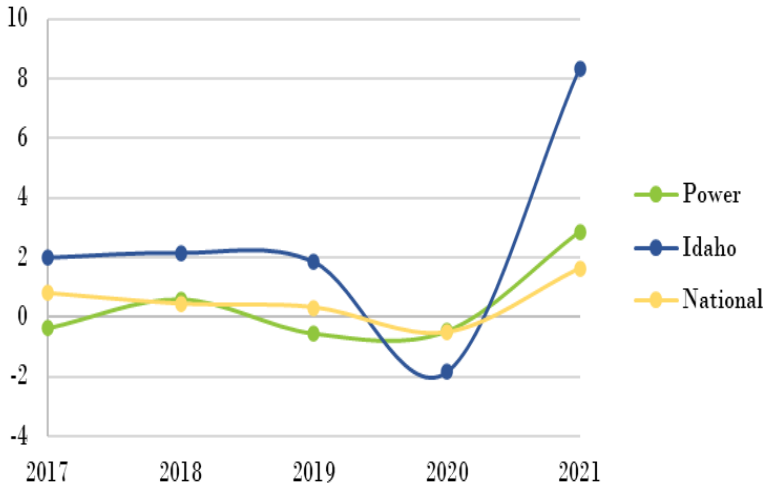
**Population**  
**7,854**

SOURCE: VisitIdaho.com - Photo credit-Sara Sheeh, Massacre Rocks State Park

Population

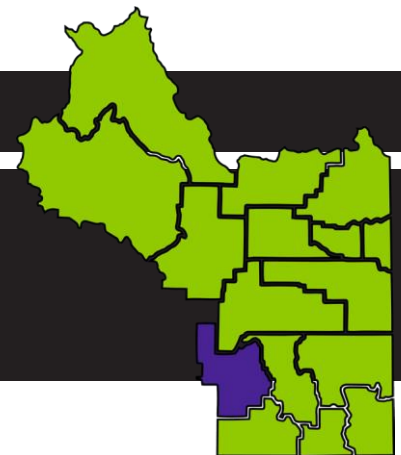


Population Percentage Change



SOURCE: United States Census Bureau American Community Survey

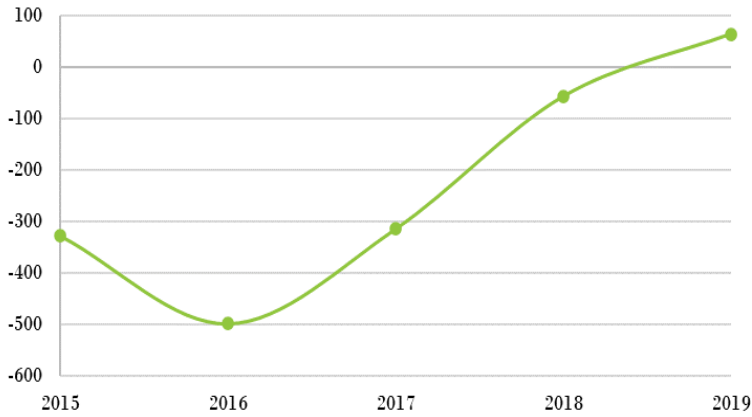
Power County has experienced declines in growth over the past 4 years. However, in 2021 Power County experienced a 2.87% increase in the previous year.



**POWER COUNTY - POWER OF PLACE!**

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

## Net Migration Flow



## NET MIGRATION FLOW

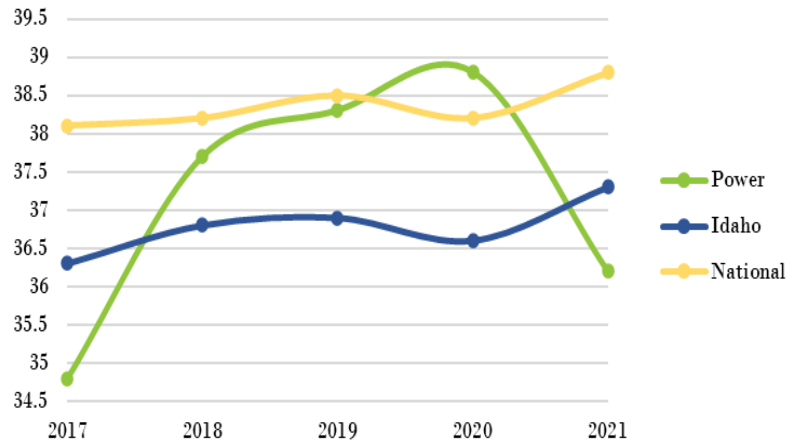
Power County has experienced negative net migration over the last 4 years losing more residents a year from out-migration versus in-migration



SOURCE: United States Census Bureau American Community Survey

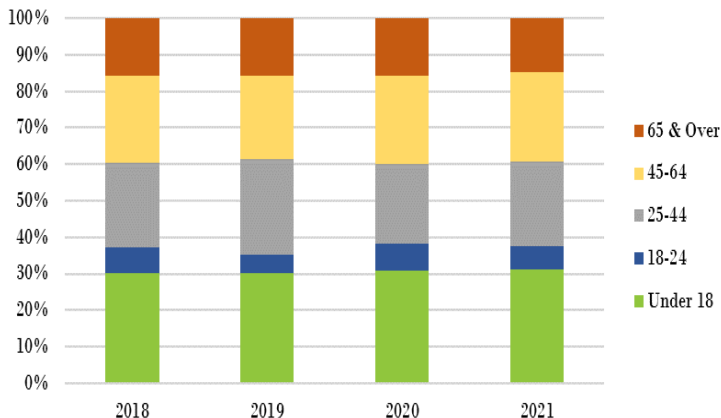


## Median Age



SOURCE: United States Census Bureau American Community Survey

## Age Distribution



SOURCE: United States Census Bureau American Community Survey

## AGE DISTRIBUTION

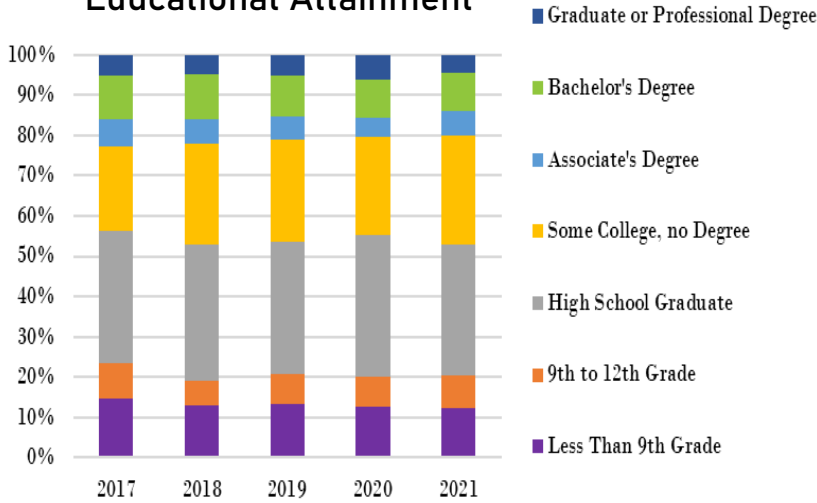
Power County experienced strong growth in the age range of 25-44 in 2021. The median age has decreased 1.5 years since 2018 but is well below the national and state averages.

Power County residents make up 61% of the under 45 age range meaning long term labor output of the county should be growing throughout the next two decades.

The working age population, defined as those 18-64 accounted for 54.2% of Power County's 2021 population.

The population that is over 65 years of age is 4% less than it was in 2018.

## Educational Attainment



## EDUCATION

In 2021, 20% of Power County's residents over 25 had a college degree. This is a 3% decrease compared to 2017.

Power County had 6 more people with bachelor's degrees and 71 less with graduate degrees in 2021.

Those with bachelor's degrees have decreased by 9% since 2017 - moving from 502 residents to 455 residents.

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

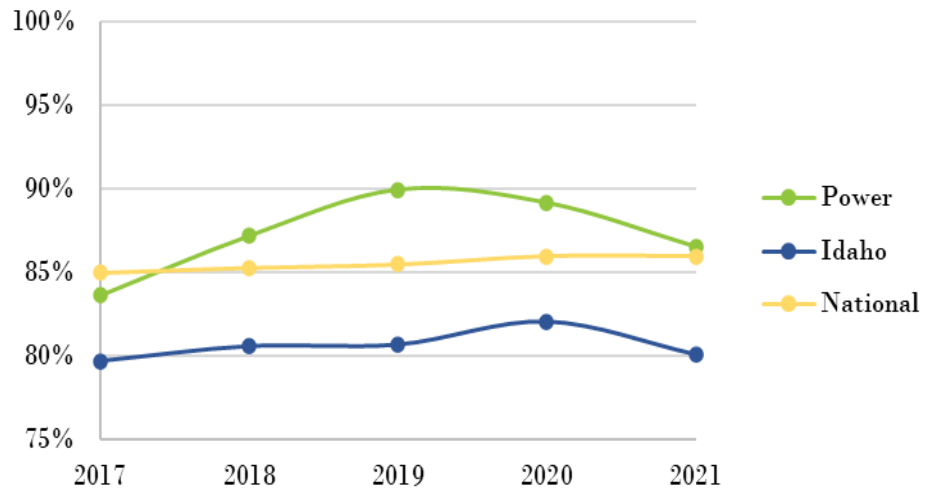


## HIGH SCHOOL GRADUATION RATES

The high school graduation rate was calculated with the weighted averages of the graduation rates for all districts within Power County.

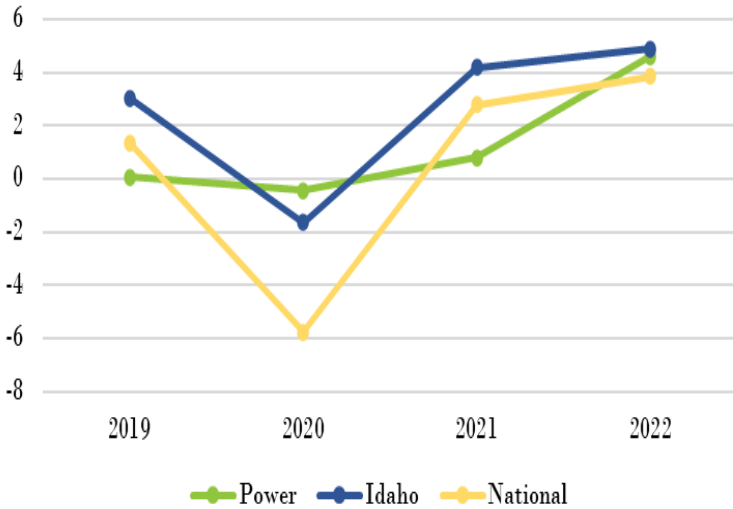
The significance of these data points is it reflects the ability to train workers in new skills or jobs. Highly educated populations are easily trained to be productive parts of the modern workforce.

## High School Graduation Rate



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

## Job Growth



Source: Bureau of Labor Statistics

## JOB GROWTH

Power County had a decline in growth during the pandemic in 2020, but has since rebounded well averaging 2.69% growth annually in the following years since the pandemic. This is slightly above the national average and on par with the state.

Increasing job growth allows there to be more openings for new residents and those entering the workforce from high school and college. It also shows expanding growth in local companies and chains in the region.



**20.4%**  
**Agriculture  
& Forestry**

## KEY INDUSTRIES

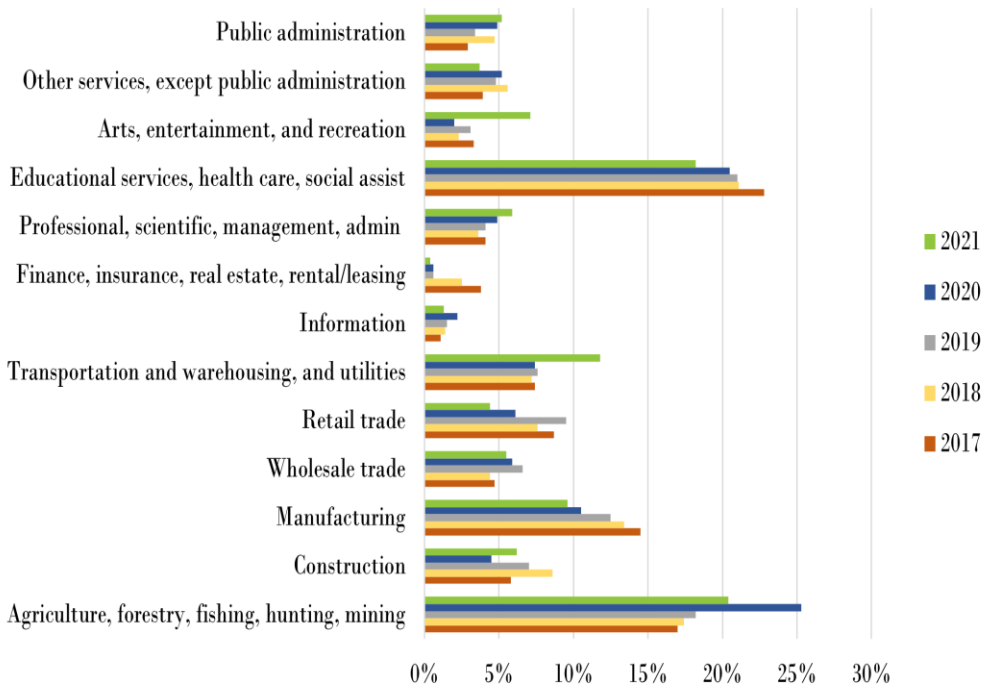
Agriculture, Health Care/Education, Trade/Transportation, and Manufacturing top the charts as some of the key industries for Power County.

Key Industries allow us to see what sustains the region and provides employment opportunities. It helps us to understand more deeply the activities and growth areas of the county. The information also allows us to track if the county is growing in areas such as tourism, production, or new business. Additionally, this list of top employers examines where those industry breakdowns are moving – on a company level – the types of industries and tangible products produced.

## Top Employers

EMPLOYER	OWNERSHIP	RANGE
Lamb Weston	Private	500 - 999
American Falls Joint School District	Local Government	250 - 499
J R Simplot	Private	250 - 499
Lance & Lisa Funk Partnership	Private	100 - 249
Power County Hospital District	Local Government	100 - 249
Power County	Local Government	50 - 99
City of American Falls	Local Government	10 - 49
E and R Transportation	Private	10 - 49
Greenline Equipment	Private	10 - 49
Rockland School District	Local Government	10 - 49

## Employment by Sector



## EMPLOYMENT BY SECTOR

Each sector is represented by its share of total employment for each given year.

In 2021, Agriculture, Health Care/Education, and Retail Trade did see a notable decline from the previous year. In the same year, Arts/Recreation, Construction, and Transportation and Warehousing saw notable increases.

The Agriculture/Forestry sector is still the largest employing 20.4% of Power County's population.

SOURCE: US Bureau of Labor Statistics

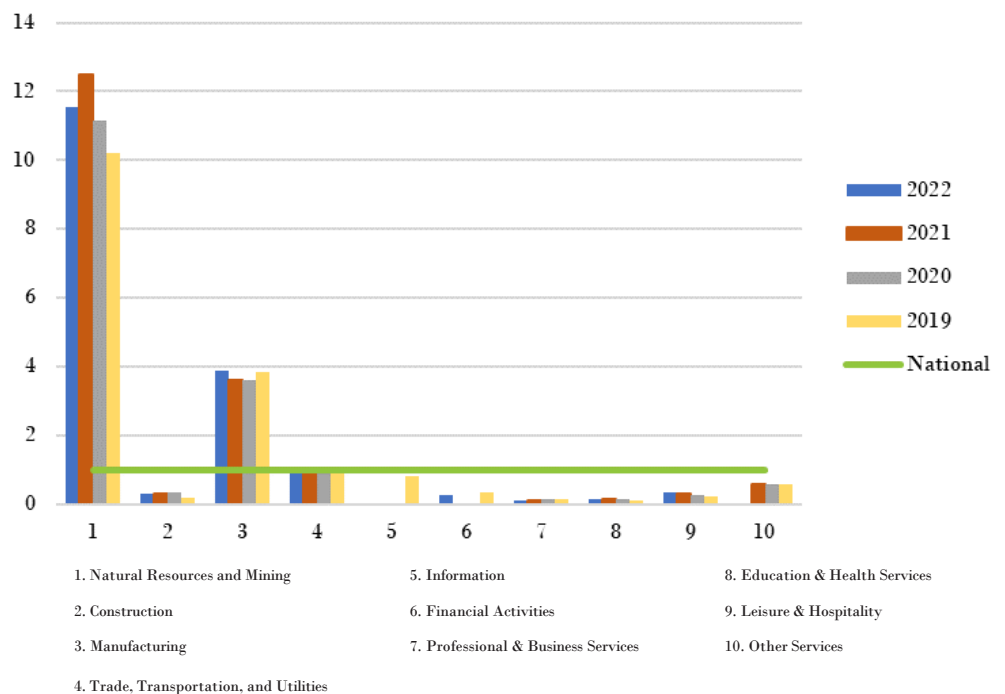
## LOCATION QUOTIENT

Location quotient represents the share of an industries need for employees in an area compared to its national average. For example, Power County's Trade, Transportation, and Utilities industry has a location quotient of 1.01 meaning it employs 1% more than the national average within the industry.

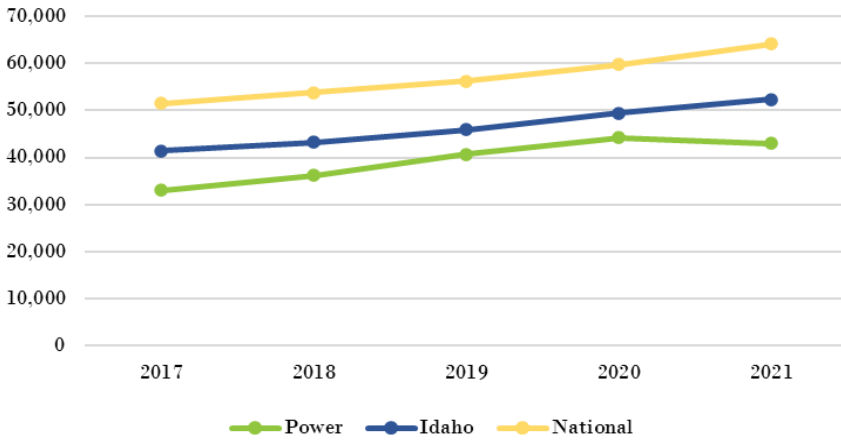
In contrast, the location quotient for the Financial Activities industry has fallen to .28 meaning Power County's share of employment in the industry is about a quarter of the national average.

SOURCE: US Bureau of Labor Statistics

## Location Quotient



## Per Capita Personal Income



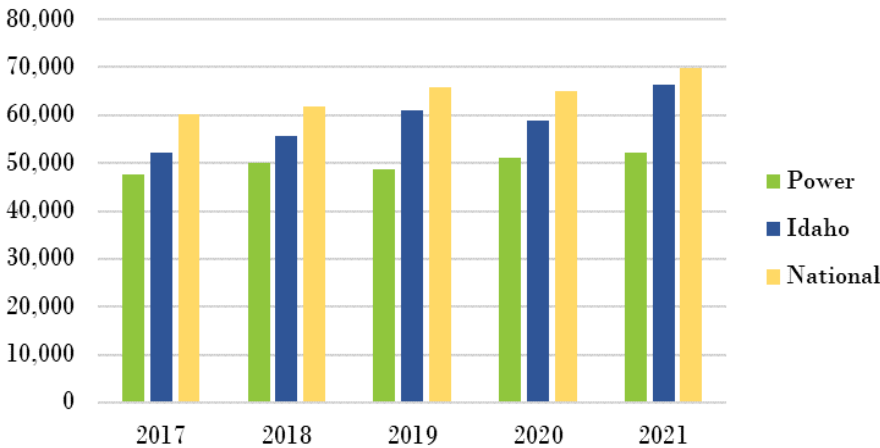
## INCOME PER CAPITA

In 2019, the per capita income of Power County was \$40,650. It has risen by almost \$3,000 dollars since then and was \$43,031 in 2021.

This increase is due to a shortening of the labor market making companies in the County pay their employees more to compete with others in the open market.

SOURCE: United States Census Bureau American Community Survey

## Median Household Income



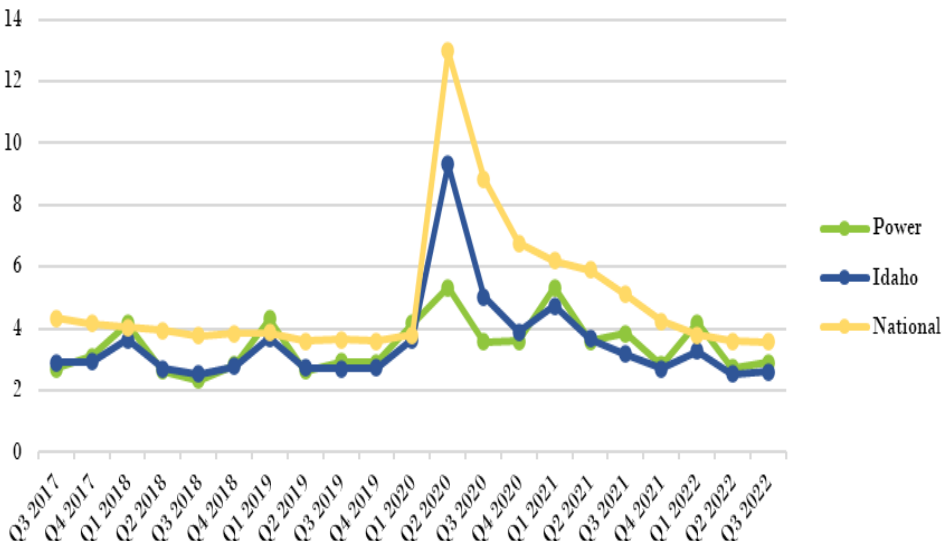
## MEDIAN HOUSEHOLD INCOME

Median household income has remained steady the last 5 years in Power County. In 2021, Power County saw a slight increase compared to previous years with a 9.8% increase in household income between 2020 and 2021.

The new median household income in Power County is \$52,116.

SOURCE: US Bureau of Labor Statistics

## Unemployment Rate



## UNEMPLOYMENT RATE

Unemployment spiked in the nation in early 2020. Power County saw a peak of 5.3% in the 2nd quarter of that year.

After the spike, Power County experienced a return to pre-pandemic levels and the County's unemployment rate is now at 2.9%.

SOURCE: Federal Reserve Economic Data

## Living Wage

HOUSEHOLD SIZE	LIVING WAGE	POVERTY WAGE	MINIMUM WAGE
1 Adult	\$16.05	\$6.19	\$7.25
1 Adult 1 Child	\$30.11	\$8.38	\$7.25
1 Adult 2 Children	\$36.77	\$10.56	\$7.25
1 Adult 3 Children	\$47.82	\$12.74	\$7.25
2 Adults (1 Working)	\$24.78	\$8.38	\$7.25
2 Adults (1 Working) 1 Child	\$30.55	\$10.56	\$7.25
2 Adults (1 Working) 2 Children	\$36.31	\$12.74	\$7.25
2 Adults (1 Working) 3 Children	\$39.36	\$14.92	\$7.25
2 Adults	\$12.39	\$4.19	\$7.25
2 Adults 1 Child	\$16.87	\$5.28	\$7.25
2 Adults 2 Children	\$21.35	\$6.37	\$7.25
2 Adults 3 Children	\$24.47	\$7.46	\$7.25



## COST OF LIVING

Cost of living is decreasing in Power County. In 2021, the cost of living was 84.3 meaning when the average American spends \$100 on normal goods those in Power County only spend \$84.30. 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 Bureau

## POVERTY

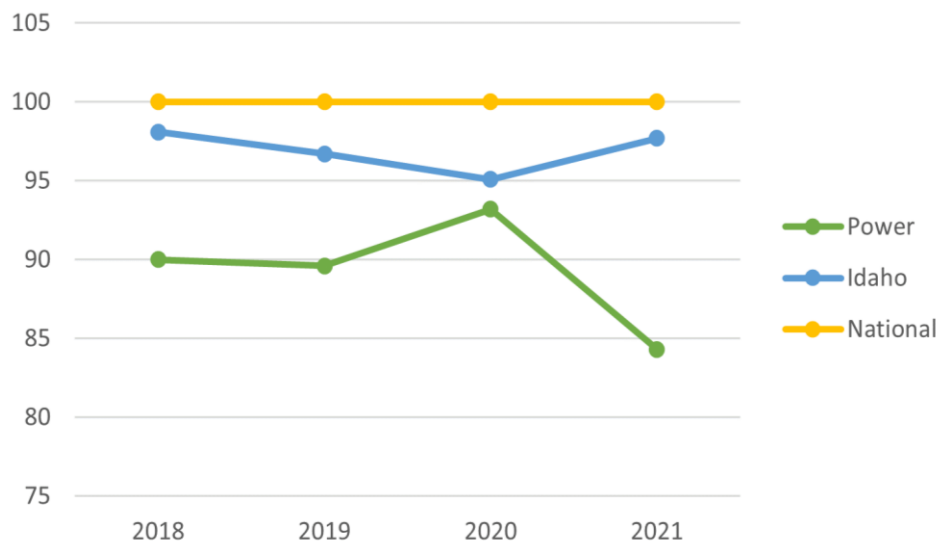
Power County had 3,651 people living below the poverty level. This is 17% lower than the previous year showing a sign of improvement in helping the community.

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

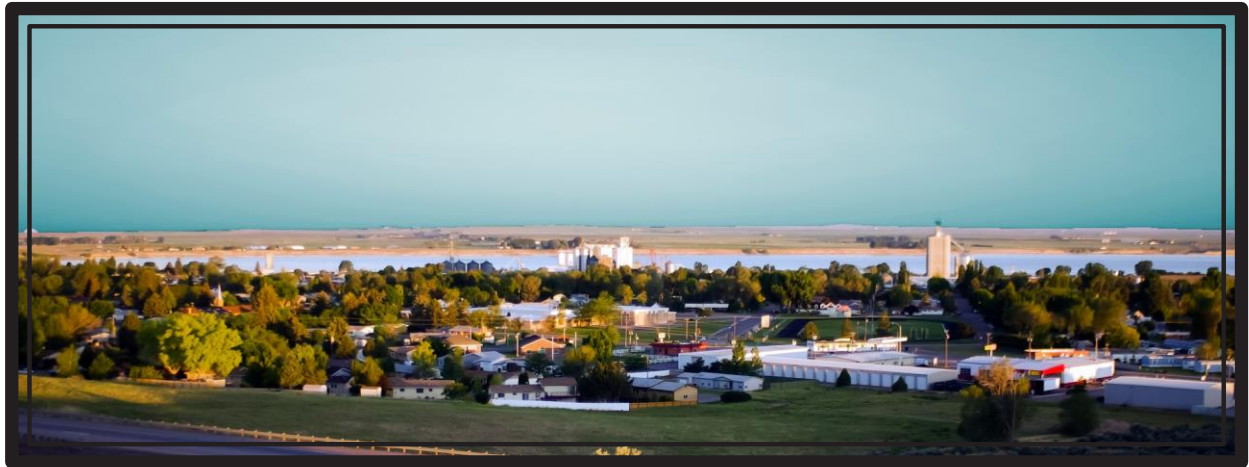
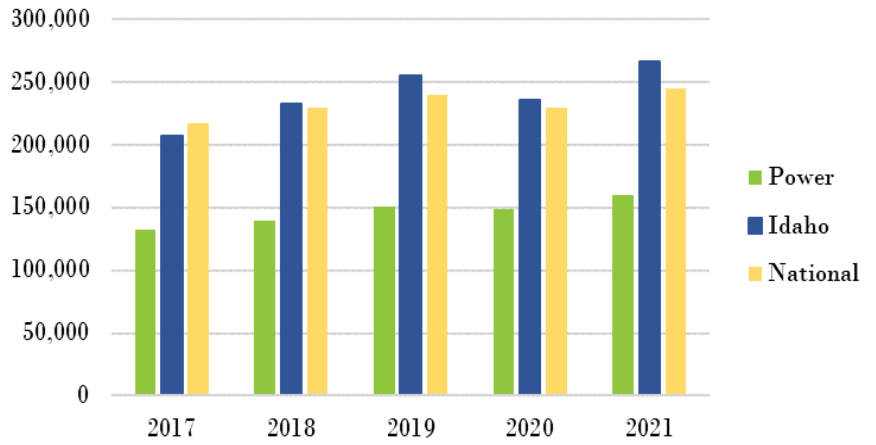
Median home values have been steadily increasing over the last 5 years. In 2021, Power County experienced a slight increase at 7.3% from the previous year. Home values have been appreciating well for long-time homeowners in the area.

SOURCE: American Community Survey US Census



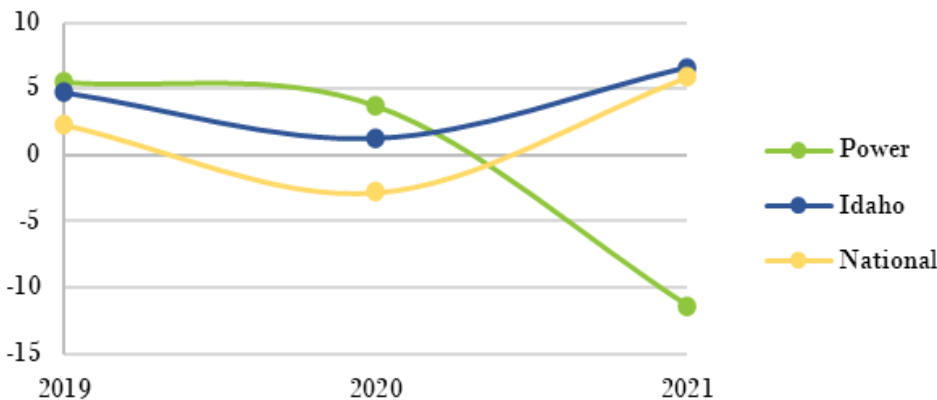
**\$160,000**  
**Median Home Value**

## Median Home Value



SOURCE: Cityofamericanfalls.com\_gallery

## GDP Growth



## GROSS DOMESTIC PRODUCT

Power County has experienced decreases in growth from the pandemic and has not recovered since. In 2021, Power's GDP declined 11% from the year before.

They ranked 43rd out of the 44 counties in the state in GDP growth in 2021.

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