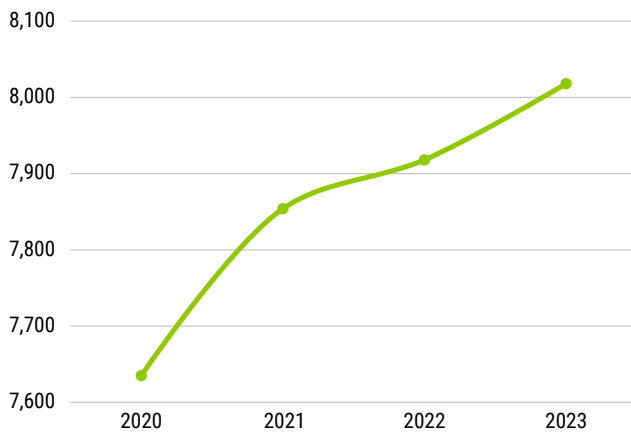


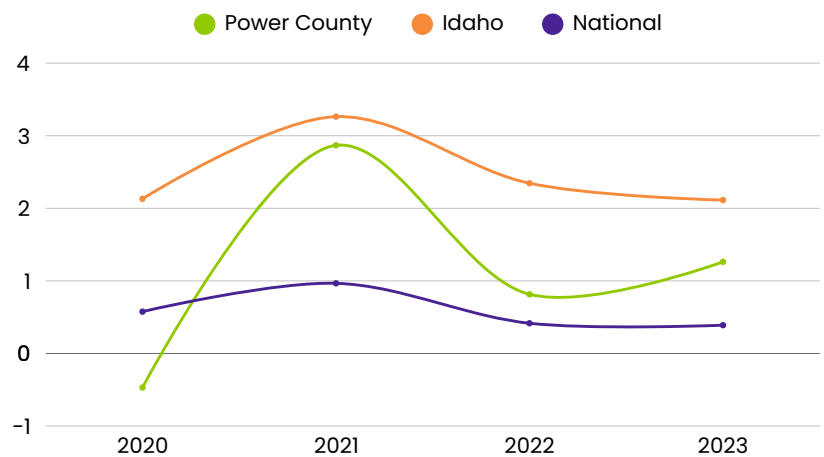
POWER
COUNTYPopulation
8,018

SOURCE: VISITIDAHO.COM - PHOTO CREDIT-SARA SHEEH, MASSACRE ROCKS STATE PARK

POPULATION



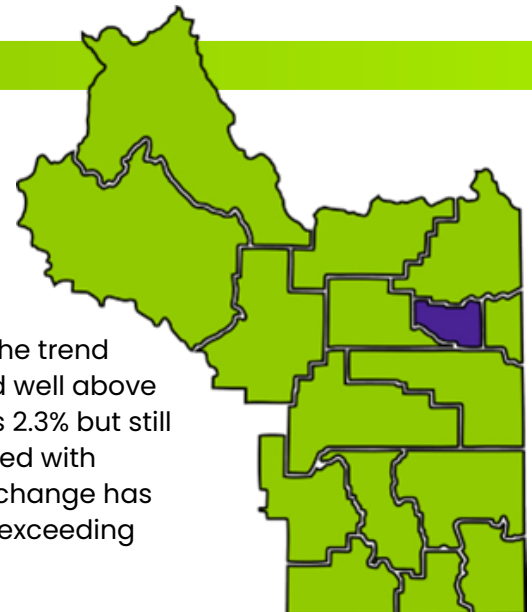
POPULATION PERCENTAGE CHANGE



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?t=Populations+and+People&g=050XX00US16077>. Accessed on 11 Sep 2025.

POWER COUNTY'S POPULATION SHIFTS

Between 2020 and 2023, Power County, Idaho experienced modest but steady population change. In 2020, the county declined slightly by about 0.5%, in contrast to Idaho's 2.1% growth and the national increase of 0.6%. The trend reversed in 2021, with Power County growing 2.9%, close to Idaho's 3.3% and well above the U.S. rate of 1.0%. Growth slowed in 2022 to 0.8%, again trailing the state's 2.3% but still double the national pace of 0.4%. In 2023, the county grew by 1.3%, compared with Idaho's 2.1% and the U.S. figure of 0.4%. Overall, Power County's population change has been moderate, consistently falling below statewide growth but generally exceeding national trends.

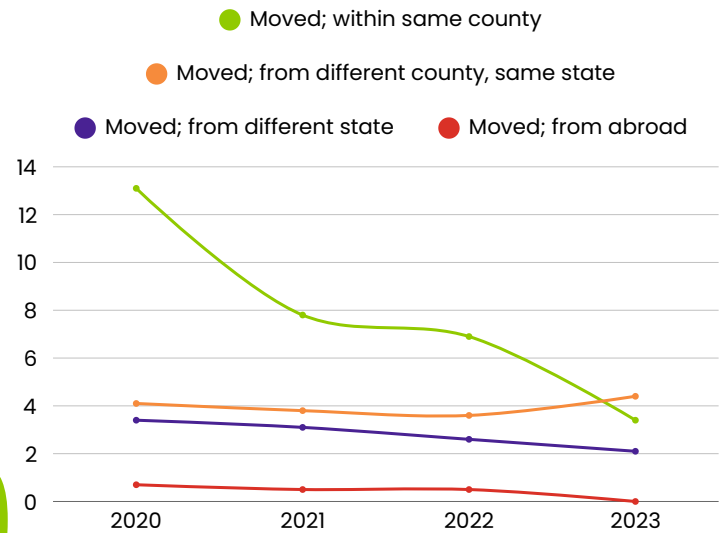


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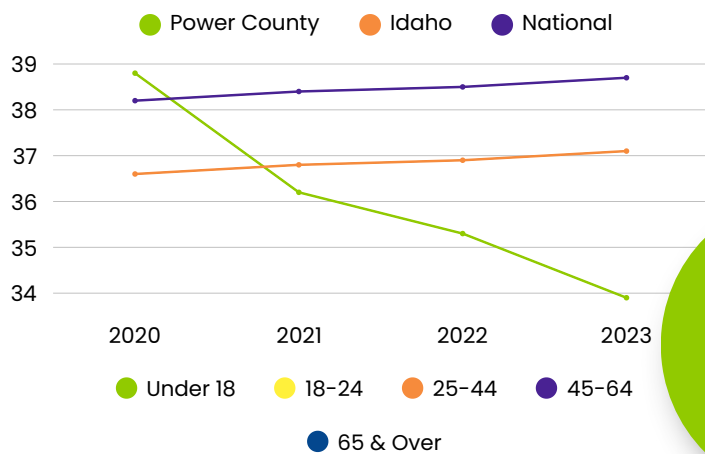
GEOGRAPHIC MOBILITY IN POWER COUNTY

From 2020 to 2023, Power County's geographic mobility reflects a trend toward greater stability and a declining share of residents moving locally. Moves within the county dropped significantly, from 13.1% in 2020 to just 3.4% in 2023, showing a sharp decline in short-distance relocations. Migration from other counties in Idaho stayed relatively consistent, ranging between 3.6% and 4.4%, and by 2023 became the county's most prominent source of movers. Out-of-state migration also declined over the period, falling from 3.4% in 2020 to 2.1% in 2023, suggesting fewer people are arriving from beyond Idaho compared with earlier years. International migration remained very limited, decreasing from 0.7% in 2020 to zero by 2023. Overall, Power County's mobility patterns highlight a population that is becoming less mobile within the county, while modest inflows from elsewhere in Idaho and the nation provide the main sources of new residents.

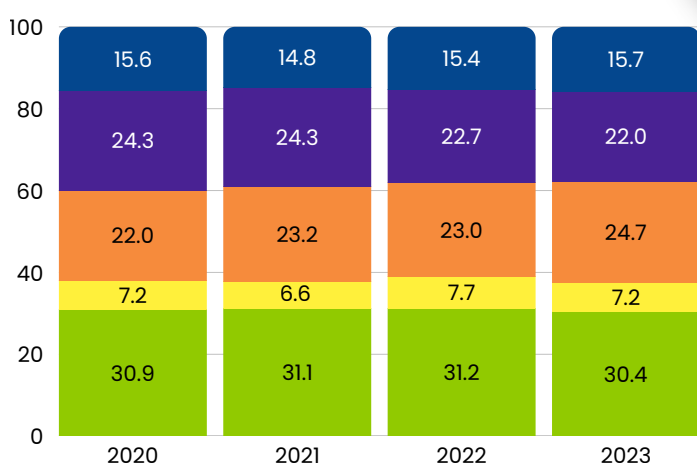


U.S. Census Bureau, U.S. Department of Commerce. "Geographic Mobility by Selected Characteristics in the United States." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S0701, <https://data.census.gov/table/ACSST5Y2023.S0701?q=migration&g=050XX00US16077>. Accessed on 11 Sep 2025.

MEDIAN AGE



25.1%
are between 18
and 44 years old



AGE STRUCTURE TRENDS IN POWER COUNTY

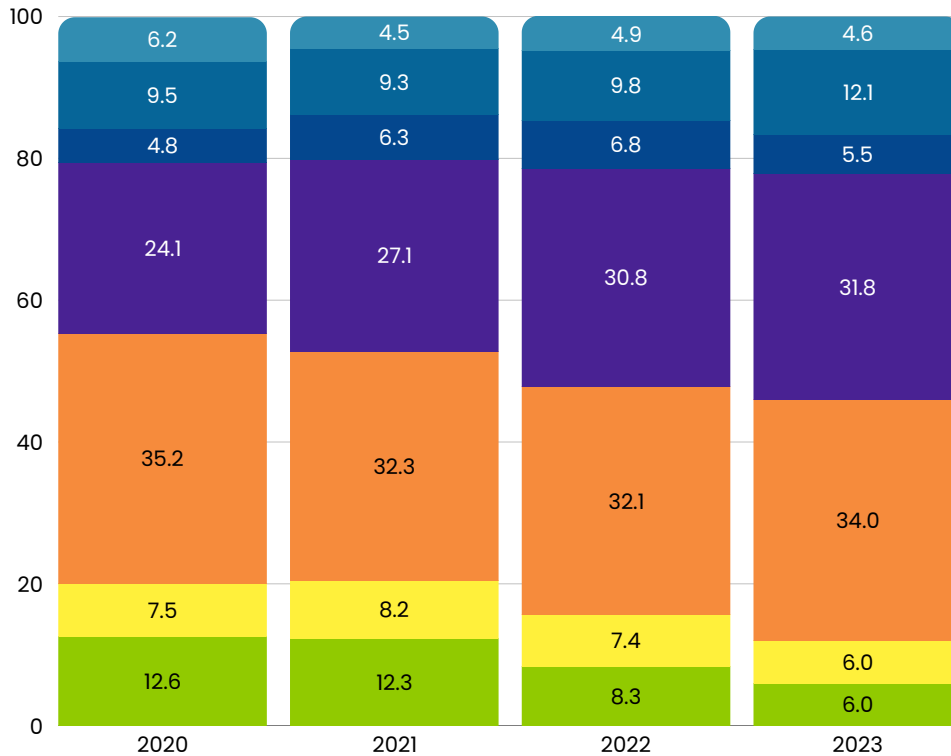
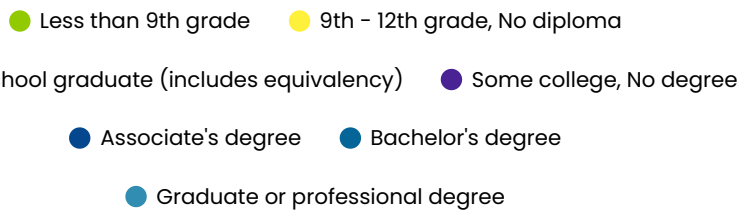
From 2020 to 2023, Power County's age distribution reflects a balanced mix of younger families, working-age adults, and older residents. The share of children under 18 remained relatively high, ranging from 30.9% in 2020 to 30.4% in 2023, consistently above state and national averages. The 18-24 group was comparatively small, fluctuating between 6.6% and 7.7%, reflecting the absence of a large university presence in the county. Adults ages 25-44 grew from 22.0% in 2020 to 24.7% in 2023, becoming the fastest growing segment and highlighting the role of young and mid-career households in shaping the community. Meanwhile, the 45-64 age group declined from 24.3% to 22.0%, suggesting a gradual shift away from older working-age residents. The share of those 65 and over held steady, ranging from 14.8% to 15.7%, pointing to a stable but aging senior population. Overall, Power County's demographics suggest a family-oriented community with a strong youth presence, modest growth among mid-career adults, and a steady proportion of older residents.

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?t=Populations+and+People&g=050XX00US16077>. Accessed on 11 Sep 2025.

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EDUCATIONAL ATTAINMENT



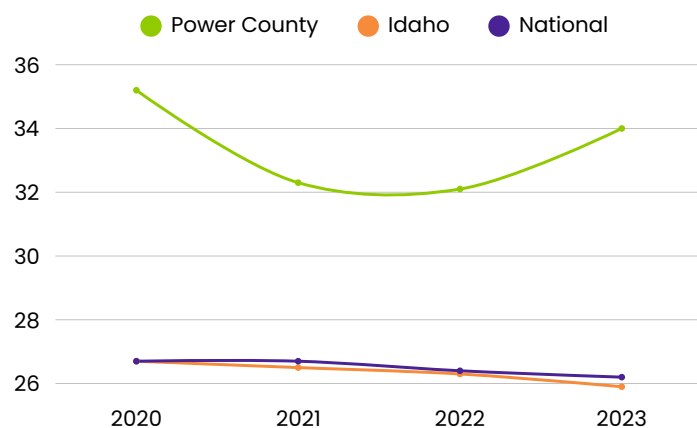
Between 2020 and 2023, Power County's educational attainment among residents 25 and older showed meaningful shifts. The share of adults with less than a 9th-grade education declined sharply from 12.6% to 6.0%, while those with some high school but no diploma fell from 7.5% to 6.0%. High school graduates remained the largest group, fluctuating between 32% and 35% over the period. The share with some college but no degree increased from 24.1% to 31.8%, becoming the second-largest category by 2023. Associate's degree attainment remained fairly stable, peaking at 6.8% in 2022 before ending at 5.5%. Bachelor's degrees rose from 9.5% to 12.1%, while graduate or professional degrees dipped slightly from 6.2% to 4.6%. Overall, Power County reflects declining lower educational attainment alongside gradual gains in higher education, particularly in bachelor's degrees and college experience.



U.S. Census Bureau, U.S. Department of Commerce. "Educational Attainment." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501, <https://data.census.gov/table/ACSST5Y2023.S1501?t=Educational+Attainment&g=050XX00US16077>. Accessed on 11 Sep 2025.

HIGH SCHOOL GRADUATION RATES

Between 2020 and 2023, Power County's high school graduation rates remained strong, consistently exceeding both state and national averages. The rate began at 35.2% in 2020, dipped to 32.1% in 2022, and rose again to 34.0% in 2023. Over the same period, Idaho's average slipped from 26.7% to 25.9%, while the national figure edged down from 26.7% to 26.2%. These results show that, despite minor fluctuations, Power County has maintained steady success in helping students reach high school completion. The consistently elevated graduation rates strengthen pathways to postsecondary education, workforce readiness, and community development. Overall, Power County's performance underscores an educational environment that supports persistence through high school and contributes to the county's long-term strength.



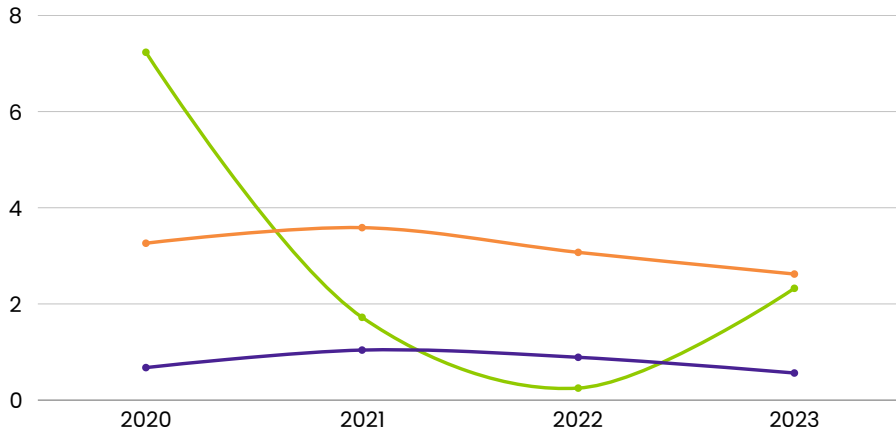
U.S. Census Bureau, U.S. Department of Commerce. "Educational Attainment." American Community Survey, ACS 5-Year Estimates Subject Tables, Table S1501, <https://data.census.gov/table/ACSST5Y2023.S1501?t=Educational+Attainment&g=050XX00US16059>. Accessed on 9 Sep 2025.

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JOB GROWTH

● Power County ● Idaho ● National



Between 2020 and 2023, Power County's job growth showed sharp swings, starting with unusually high gains before slowing. In 2020, employment rose 7.2%, more than double Idaho's 3.3% and far above the national 0.7%.

Growth dropped to 1.7% in 2021, trailing the state's 3.6% but close to the U.S. pace of 1.0%. Expansion nearly stalled in 2022 at 0.2%, well below both state and national averages.

By 2023, the county rebounded with 2.3% growth, just under Idaho's 2.6% but well ahead of the national 0.6%. Overall, Power County's employment trends highlight a small but dynamic economy, with strong gains at times but less stability compared with statewide growth.

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=Employment+and+Labor+Force+Status&g=010XX00US_040XX00US16_050XX00US16077. Accessed on 11 Sep 2025.



KEY EMPLOYERS

Power County's workforce is supported by a mix of private, healthcare, and government employers. The largest employers are Lamb Weston, J.R. Simplot, and the American Falls Joint School District, with 250 to 999 employees, highlighting the importance of food processing and public education. Mid-sized employers in the 100 to 249 range include Double L Apache River, Power County Hospital District, and Treasure Valley Farms, reflecting both healthcare and private enterprise. Smaller employers such as Power County government, Greenline Equipment, Direct Communications, and the Rockland School District, each with 15 to 99 employees, provide additional support across the community. Together, these organizations illustrate Power County's diverse employment base, where private industry, healthcare, and public services combine to support a stable local economy.

Top Employers	Ownership	Employment Range
Lamb Weston	Private	500-999
J.R. Simplot	Private	250-499
American Falls Joint School District	Local Government	250-499
Double L Apache River	Private	100-249
Power County Hospital District	Local Government	100-249
Treasure Valley Farms	Private	100-249
Power County	Local Government	50-99
Greenline Equipment	Private	50-99
Direct Communications	Private	15-49
Rockland School District	Local Government	15-49

Idaho Department of Labor. Power County Labor Force and Economic Profile. June 2025, <https://lmi.idaho.gov/wp-content/uploads/2025/06/PowerProfile.pdf>. Accessed 11 Sep. 2025.

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EMPLOYMENT BY SECTOR

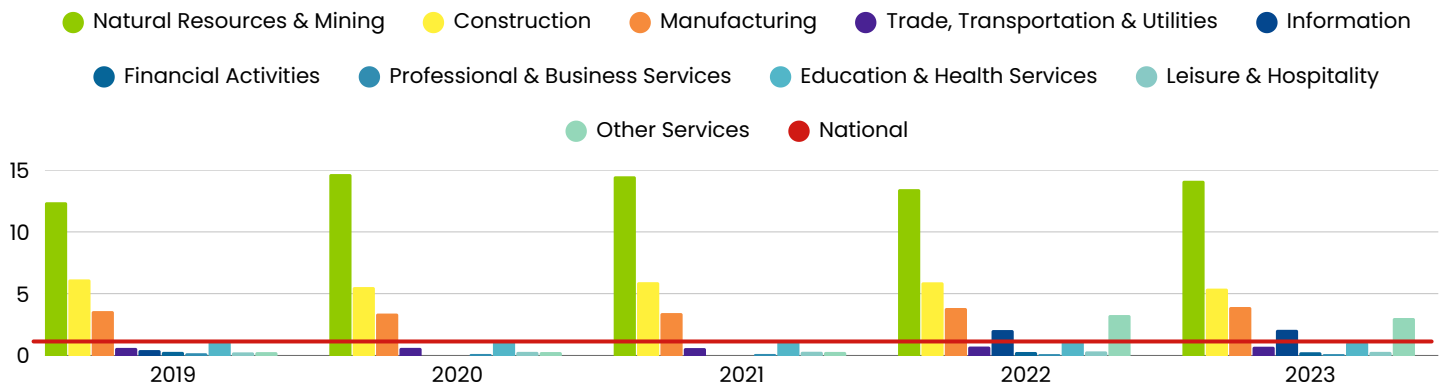
Power County's employment base is diverse, spanning agriculture, manufacturing, healthcare, and private services. In 2023, the largest share of jobs was in agriculture, forestry, fishing, hunting, and mining (27.1%), followed by educational services, health care, and social assistance (18.0%) and transportation, warehousing, and utilities (10.7%).

Manufacturing accounted for 10.3%, while retail trade contributed 6.2%. Construction made up 5.8%, with arts, entertainment, recreation, accommodation, and food services at 6.0%. Finance, insurance, real estate, rental, and leasing represented 2.9%, wholesale trade 2.7%, public administration 3.1%, professional, scientific, management, administrative, and waste management services 3.8%, other services 2.4%, and information 0.9%. Overall, Power County's economy reflects a strong foundation in agriculture and healthcare, supported by manufacturing, transportation, and a variety of service sectors, creating a balanced and resilient employment landscape.



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=Employment+and+Labor+Force+Status&g=050XX00US16077>. Accessed on 11 Sep 2025.

LOCATION QUOTIENT



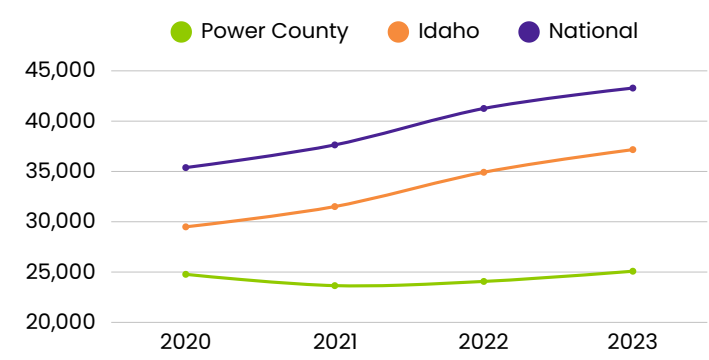
Location quotient (LQ) measures how concentrated local employment is within an industry compared with the national average of 1.0. In Power County, Natural Resources & Mining is highly specialized, with LQs from 12.40 in 2019 to 14.14 in 2023, reflecting the county's strong reliance on agriculture, mining, and resource-based industries. Construction shows moderate concentration, slightly declining from 6.16 to 5.41. Manufacturing remains well above national levels, while Education & Health Services is near parity around 1.0. Trade, Transportation & Utilities and Leisure & Hospitality are near national levels, and Information, Financial Activities, and Professional & Business Services remain below parity. Overall, Power County's economy is strongly anchored in natural resources, supported by construction and manufacturing, with other sectors contributing to a modestly diversified employment base.

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.

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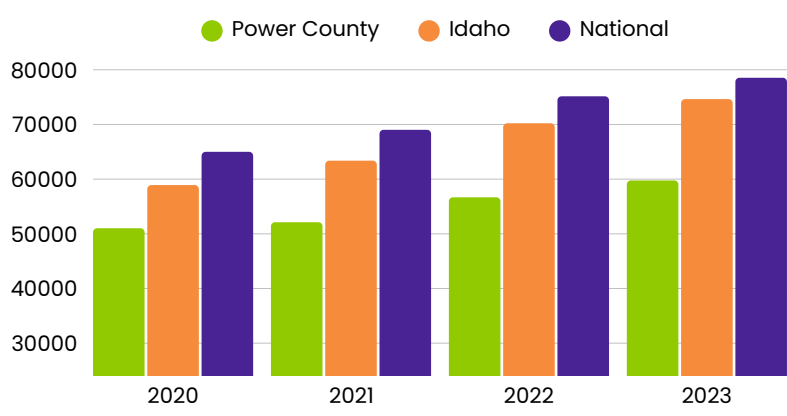
INCOME PER CAPITA



Between 2020 and 2023, Power County's per capita income showed modest growth, rising from \$24,775 to \$25,083. Despite this increase, the county remained below both the state and national averages, which reached \$37,169 and \$43,289, respectively, in 2023. The steady gains reflect gradual economic improvement for residents, though income levels continue to lag broader benchmarks. Overall, Power County shows a positive trend in per capita income, suggesting incremental progress in local earning capacity and the potential for continued economic growth.

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=010XX00US_040XX00US16_050XX00US16077. Accessed on 11 Sep 2025.

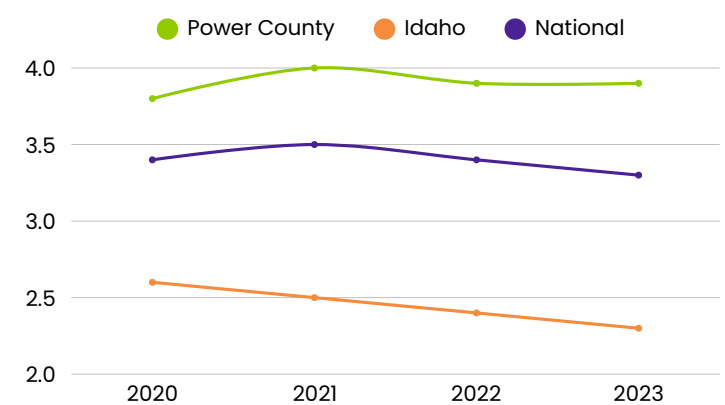
MEDIAN HOUSEHOLD INCOME



Between 2020 and 2023, Power County's median household income steadily increased, rising from \$51,014 to \$59,760. Despite this growth, the county remained below both the state and national averages, which reached \$74,636 and \$78,538, respectively, in 2023. The gains reflect gradual economic improvement for households, though income levels continue to trail broader benchmarks. Overall, Power County shows a positive trend in median household income, indicating incremental progress in financial well-being and the potential for continued local economic growth.

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=010XX00US_040XX00US16_050XX00US16077. Accessed on 11 Sep 2025.

UNEMPLOYMENT RATE



Between 2020 and 2023, Power County maintained a relatively low unemployment rate, ranging from 3.8% in 2020 to 3.9% in 2023. Throughout this period, the county's unemployment remained above the state rate, which declined to 2.3% in 2023, but was close to the national rate of 3.3%. These levels reflect a generally stable local labor market with consistent employment opportunities for residents. Overall, Power County's unemployment trends indicate steady workforce participation and resilience relative to broader economic conditions.

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=010XX00US_040XX00US16_050XX00US16077. Accessed on 11 Sep 2025.

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COST OF LIVING

Household Size	Living Wage	Poverty Wage	Minimum Wage
1 Adult	\$20.75	\$7.52	\$7.25
1 Adult 1 Child	\$34.82	\$10.17	\$7.25
1 Adult 2 Child	\$42.00	\$12.81	\$7.25
1 Adult 3 Child	\$53.57	\$15.46	\$7.25
2 Adult (1 Work)	\$29.99	\$10.17	\$7.25
2 Adult (1 Work) 1 Child	\$36.48	\$12.81	\$7.25
2 Adult (1 Work) 2 Child	\$40.81	\$15.46	\$7.25
2 Adult (1 Work) 3 Child	\$47.12	\$18.10	\$7.25
2 Adult	\$15.00	\$5.08	\$7.25
2 Adult 1 Child	\$20.15	\$6.41	\$7.25
2 Adult 2 Child	\$24.08	\$7.73	\$7.25
2 Adult 3 Child	\$28.71	\$9.05	\$7.25

Power County’s cost of living highlights the gap between household needs and the federal minimum wage of \$7.25 per hour. A single adult requires \$20.75 per hour to meet basic expenses, while a single parent with three children needs \$53.57 per hour. In two-adult households with only one working adult, the living wage ranges from \$29.99 to \$47.12 per hour, depending on family size. Even in dual-income households, both adults must earn significantly more than minimum wage—between \$15.00 and \$28.71 per hour—to achieve financial stability. These figures underscore the economic pressures on working families and the importance of higher-wage employment, workforce development, and community support to ensure household security and quality of life in Power County.

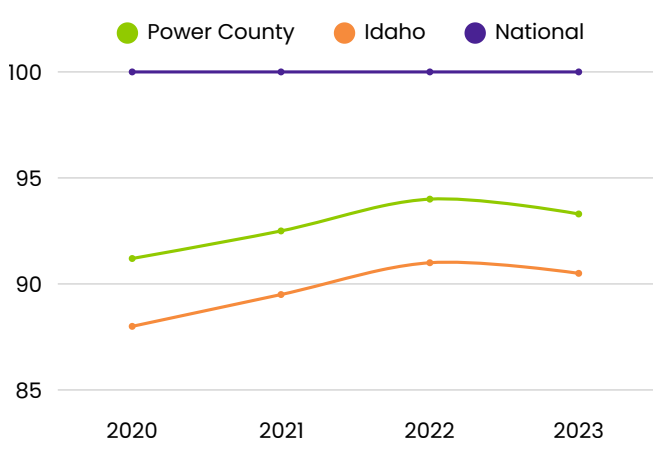
POVERTY

In 2023, Power County’s poverty rate was 8.1%, below both the state and national averages. Despite moderate living costs, most households maintain incomes above the poverty threshold. Contributing factors include agriculture, manufacturing, local government and healthcare employment, and proximity to regional labor markets such as Pocatello and Idaho Falls. While individual circumstances vary, the county’s rate reflects generally stable employment and economic conditions supporting household incomes.

Living Wage Calculation for Power County, Idaho. Living Wage Calculator, Massachusetts Institute of Technology, 10 Feb. 2025, livingwage.mit.edu/counties/16077. Accessed 11 Sep. 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=050XX00US16077>. Accessed on 11 Sep 2025.

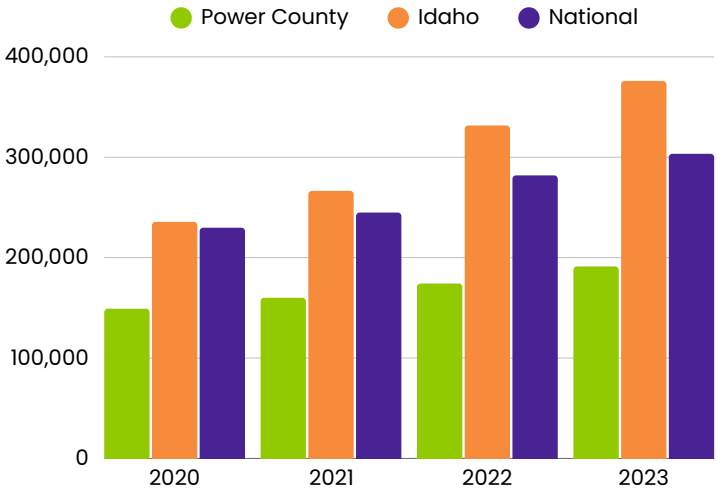
Power County’s cost of living from 2020 to 2023 is estimated to range between 91.2 and 93.3, consistently above Idaho’s statewide average of 88.0 to 90.5 but remaining below the national benchmark of 100. This suggests that households in Power County generally face higher living costs than the state overall, yet still enjoy relative affordability compared to the U.S. average. Contributing factors include the county’s agricultural and manufacturing base, proximity to larger labor markets such as Pocatello and Idaho Falls, and rising housing and utility costs that mirror broader regional trends. These estimates, based on data from the Bureau of Economic Analysis, BestPlaces, and related sources, should be viewed as approximations, as individual household expenses for housing, transportation, and healthcare can vary significantly.



"Cost of Living Data for Power County, Idaho, Idaho State, and U.S. National Average (2020–2023)." Economic Research Institute; BestPlaces; City-Data; Missouri Economic Research and Information Center; U.S. Bureau of Labor Statistics; U.S. Bureau of Economic Analysis Regional Price Parities; World Population Review, 2025. Accessed 10 Sept. 2025.

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MEDIAN HOME VALUE



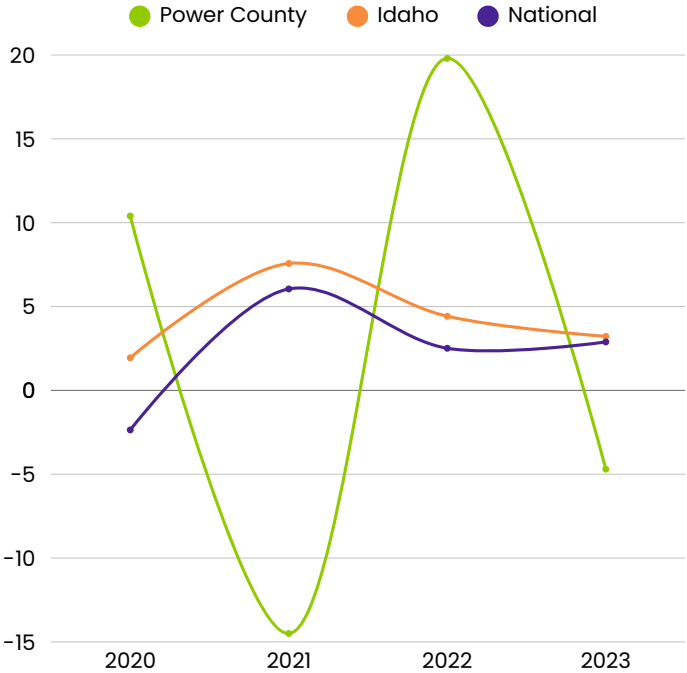
Between 2020 and 2023, Power County's median home value increased steadily, rising from \$149,100 to \$191,200. Despite this growth, home values remained below both the state and national medians, which reached \$376,000 and \$303,400, respectively, in 2023. The increase reflects rising housing demand, regional economic activity, and broader market trends, while still maintaining relative affordability compared with statewide and national benchmarks. Overall, Power County's housing market shows steady appreciation, supporting property investment while remaining more accessible than many other areas in Idaho and across the U.S.

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_050XX00US16077. Accessed on 11 Sep 2025.



POWER COUNTY GDP

Power County's GDP fluctuated sharply between 2020 and 2023, reflecting local economic dynamics alongside broader state and national trends. In 2020, the county's economy grew by 10.4%, well above Idaho's 1.9% and the national contraction of -2.4%. The following year saw a sharp decline, with GDP falling -14.5% in 2021, contrasting with continued growth at the state (7.6%) and national (6.1%) levels. In 2022, the economy rebounded strongly, expanding 19.8%, well above both Idaho's 4.4% and the national 2.5%. However, in 2023, Power County experienced another contraction of -4.7%, while Idaho and the U.S. continued to grow at 3.2% and 2.9%, respectively. These swings underscore the volatility of Power County's economy, which is highly sensitive to shifts in local industries, seasonal and agricultural cycles, and broader market pressures, illustrating both its potential for rapid growth and vulnerability to economic downturns.



U.S. Bureau of Economic Analysis. Gross Domestic Product by County and Metropolitan Area, 2023. BEA 24-57, Dec. 2024, <https://www.bea.gov/sites/default/files/2024-12/lagdp1224.pdf>. Accessed 11 Sep 2025.

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