



Pocatello, Idaho





“Best Small Place for Business”

Pocatello was recognized by Forbes as the best small place for business “6 years in a row”.

Pocatello, Idaho, is the county seat of Bannock County and one of the state’s most steadily growing communities, with an estimated 2024 population of about 58,000 residents. The city offers a balanced blend of affordability, opportunity, and quality of life, supported by a median household income of \$60,418, a median home value of \$271,000, and a median age of 33.1 years. Its youthful population contributes to a strong labor force and long-term workforce potential. Pocatello’s location places it within easy reach of some of the most iconic outdoor destinations in the American West, including Yellowstone National Park, Grand Teton National Park, Jackson Hole in Wyoming, Park City in Utah, and Sun Valley in Idaho, making it a natural hub for recreation and adventure. The community combines small-city comfort with amenities such as Idaho State University, diverse employment sectors, and a business-friendly environment, creating a welcoming place for families, professionals, and businesses alike. Pocatello’s population reflects a rich mix of backgrounds, with approximately 81% White (non-Hispanic), 9–10% identifying as two or more races, around 9.6% Hispanic or Latino residents, and smaller but meaningful Asian, American Indian, Alaska Native, Black or African American, and Pacific Islander communities. Together, these characteristics make Pocatello a vibrant, accessible, and opportunity-filled city where people can live well, work productively, and enjoy the best of the Intermountain West.

Unemployment

3.8 %

Unemployment RATE
Pocatello, ID

3.7%

Unemployment Rate
Idaho

4.4 %

Unemployment RATE
National



Unemployment Rate of 3.8%
Bannock County has a labor force of 45,469 people.

Top Employers

- Idaho State University
- School District #25
- Portneuf Medical Center
- Idaho Central Credit Union (ICCU)
- Amy's Kitchen
- City of Pocatello Government
- Union Pacific Railroad
- Allstate Contact Center
- Wal-Mart Retail Stores



Pocatello has a total of 3,294 businesses.

The leading industries in Bannock County are retail, education, health care & social services, & food services.

Population

58,200

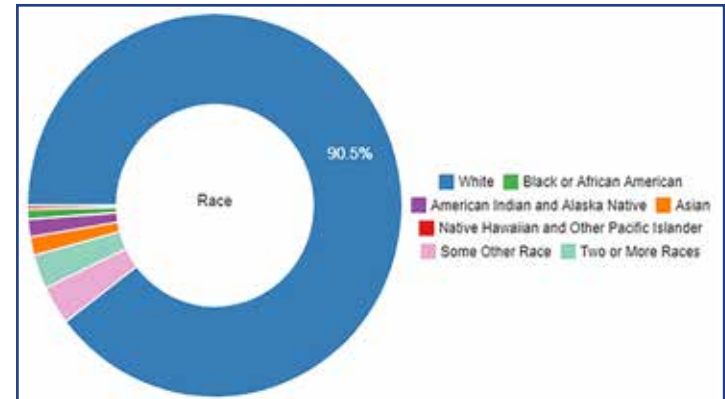
Population Rate
Pocatello

17,000

Population Rate
Chubbuck

185,000

MSA Population
Regional Draw



Housing Market

\$415,000

National Home **Value**
National

\$335,000

Home **Value**
Pocatello

+0.75%

Home Value **YoY**
Pocatello



Pocatello Housing Market Ranks 6th Overvalued in US

Pocatello is one of four Idaho cities ranking among the top six most overvalued housing markets in the U.S., according to recently released national housing data.



The Median age in Pocatello is 35 years
50.2% males and 49.8% females.

Industrial Sales	Office Sales	Retail Sales
6% Average Cap Rate Pocatello	5% Average Cap Rate Pocatello	6% Average Cap Rate Pocatello
\$6-8 Average Price/SF Pocatello	\$10-18 Average Price/SF Pocatello	\$12-18 Average Price/SF Pocatello
4-8% Avg. Vacancy Pocatello	8-12% Avg. Vacancy Pocatello	10-14% Avg. Vacancy Pocatello



New Developments in Eastern Idaho

New commercial construction underway
(10,800+ SF building at S. Yew St.).

Target confirmed for Pine Ridge Mall redevelopment
Connections Credit Union.

Clubhouse under construction at Riverside Golf
Course.

Local business expansions: Mo'Bettahs, Glean Coffee
Roasters, Fisher's Technology Retail hubs like Alameda
Plaza remain active with new leasing opportunities.

Residential growth (new townhomes) supports
expanding commercial demand

Holt Arena Seats Close to 12,000.

Hosts events like the Simplot Games, Concerts, Monster Truck,
USA Wrestling's West Kids & Cadet Regional Championships