

A scenic view of a river with a waterfall and a modern building at dusk. The river flows over a series of rocks, creating a waterfall effect. In the background, a modern, multi-story building with large windows and balconies is illuminated, set against a sky with soft, colorful clouds. The overall atmosphere is serene and modern.

EASTERN IDAHO

■ MARKET OVERVIEW



**IDAHO FALLS
RANKED
#3 BEST
PERFORMING
SMALL CITY
ECONOMY**

-Milken Institute

**COLLEGE OF
EASTERN IDAHO
RANKED AS TOP
OPPORTUNITY
COLLEGE &
UNIVERSITY**

*-Carnegie Classification of
Institutions of Higher Education*

**IDAHO FALLS
NAMED ONE OF
THE "100 BEST
ADVENTURE
TOWNS" IN
THE U.S.**

-National Geographic

WELCOME TO THE
EASTERN IDAHO MSA

Eastern Idaho, encompassing six counties with Idaho Falls as its largest city, serves as a key economic and cultural hub for the region. The area is strategically located, providing access to all of eastern Idaho and much of western Wyoming. Idaho Falls, situated along the Snake River, is known for its scenic river greenbelt, outdoor recreation, and proximity to Yellowstone National Park, Grand Teton National Park, and Jackson Hole. National Geographic has named Idaho Falls one of the "100 Best Adventure Towns" in the U.S.

The Eastern Idaho Metropolitan Statistical Area (MSA) has a population of more than 380,000 and continues to experience growth driven by its strong economy, affordable quality of life, and abundant natural resources. The region supports a diverse workforce through local institutions such as Idaho National Laboratory, Battelle Energy Alliance, Melaleuca, and Idaho Steel, as well as higher education providers and healthcare systems.

Tourism and recreation also play a central role in the economy. Eastern Idaho boasts world-class fishing along the Snake River, extensive hiking and outdoor opportunities, and year-round access to national parks and ski resorts. The area is consistently recognized as one of the best places in the country to live and do business, combining small-town accessibility with big opportunities.

The economy is highly diversified, with strong sectors in advanced technology, energy research, healthcare, manufacturing, agriculture, education, transportation, retail, and tourism. Idaho National Laboratory is the largest employer in the region, with additional major employers including Idaho State University, Mountain View Hospital, and Eastern Idaho Regional Medical Center.

TOK

COMMERCIAL

**EASTERN IDAHO'S VIBRANT POPULATION IS ANCHORED
BY ITS HIGH QUALITY OF LIFE AND RICH MIX OF AMENITIES**



380,002

**TOTAL
POPULATION**

EASTERN IDAHO MSA

2025



31.6

MEDIAN AGE

EASTERN IDAHO MSA

2025



\$76,023

**MEDIAN
HH INCOME**

EASTERN IDAHO MSA

2025

EASTERN IDAHO MSA

POPULATION

TOP-TIER INSTITUTIONS SUPPLY EASTERN IDAHO WITH A STEADY STREAM OF EDUCATED PROFESSIONALS, STRENGTHENING THE REGION'S WORKFORCE ADVANTAGE



4

**COLLEGES &
UNIVERSITIES**

EASTERN IDAHO MSA
H1 2025



33%

**POPULATION HOLDING
BACHELOR'S DEGREE
OR HIGHER**

EASTERN IDAHO MSA
2025



31,600

STUDENTS

EASTERN IDAHO MSA
FALL 2024

EASTERN IDAHO MSA

EDUCATION

TOK

COMMERCIAL

SEAMLESS TRANSPORTATION POSITIONS EASTERN IDAHO AS A STRATEGIC HUB FOR BUSINESS AND RECREATION



10M

**I-15 TRAFFIC
(ANNUAL)**

EASTERN IDAHO MSA

H1 2025

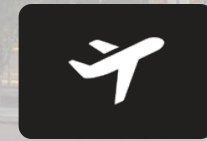


610,641

**TRAVELERS
PER YEAR**

IDAHO FALLS REGIONAL AIRPORT

2024



12

**NON-STOP
DESTINATIONS**

IDAHO FALLS REGIONAL AIRPORT

H1 2025

EASTERN IDAHO MSA

TRANSPORTATION



COMMERCIAL

ROBUST ENERGY, EDUCATION, AND HEALTHCARE SECTORS PROVIDE ABUNDANT EMPLOYMENT OPPORTUNITIES AND SPECIALIZED TALENT



177,817

LABOR FORCE

EASTERN IDAHO MSA

JULY 2025



\$28.05

**AVG. HOURLY
WAGE**

IDAHO FALLS

MAY 2024



3.0%

**UNEMPLOYMENT
RATE**

EASTERN IDAHO MSA

JULY 2025

EASTERN IDAHO MSA

TALENT SNAPSHOT

TECHNICAL INDUSTRIES SUCH AS ENERGY, HEALTHCARE, AND ADVANCED MANUFACTURING DRIVE THE THRIVING ECONOMY AND WORKFORCE



5,200+

**ENERGY SECTOR
EMPLOYEES**

IDAHO NATIONAL LABORATORY

2025



Idaho National Laboratory
Idaho State University
Bonneville Joint School District
Mountain View Hospital
Eastern Idaho Regional Medical Center

TOP EMPLOYERS

EASTERN IDAHO MSA

2025



6,000+

**HEALTHCARE
EMPLOYEES**

EASTERN IDAHO MSA

2025

EASTERN IDAHO MSA

KEY INDUSTRIES