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## Eastern Idaho's Opportunities





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Eastern Idaho  
A region typically  
associated with agricultural  
prowess is generating  
breakout growth.

**Eastern Idaho** - The Eastern Idaho MSA consists of six counties and has a population of 343,905. Idaho Falls is the largest city in eastern Idaho and serves as an economic hub to all of eastern Idaho and much of western Wyoming. Idaho Falls is known for the Snake River greenbelt that flows through the center of the city. The city boasts world class fishing on the Snake River, and was recently named by National Geographic as one of the "100 Best Adventure Towns" in the US. Idaho Falls is surrounded by nearby Yellowstone National Park, Grand Teton National Park, and Jackson Hole.

Although Idaho is famous for agriculture, it has an equally vibrant economic environment for high-tech, healthcare, education, transportation, service, tourism, and retail industries. Many nationally and globally recognized corporations have a home in Eastern Idaho, including: Idaho National Laboratory, Melaleuca, Battelle Energy Alliance, CenturyLink and Idaho Steel.

Eastern Idaho is consistently recognized as one of the top places in the country to do business, featuring a high quality of life, and offering numerous opportunities for entertainment and recreation.

## Top Public & Private Employers

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Idaho National Laboratory

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Melaleuca

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Eastern Idaho Regional Medical Ctr.

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Wal-Mart

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Idaho Falls School District 91 Ctr.

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Bonneville Joint School District 93

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City of Idaho Falls

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HAS Inc.

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Bonneville County

Source Cappex



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Eastern Idaho  
Idaho Falls Ranked #1  
Best Performing Small  
City Economy by Milken  
Institute.



## 2.3%

Unemployment Rate:  
Bonneville County (August 2021)

## 2.9%

Unemployment Rate:  
State of Idaho (August 2021)

## 174,183

No. of Employed:  
Job Strength (E. Idaho MSA 2021)

# 343,905

Eastern Idaho MSA:  
Population Base (2021)

# 2.4%

Bonneville County:  
Est. Ann. Pop. Growth (2021)

# \$65,544

Bonneville County:  
Med. Household Income (2021)

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Eastern Idaho  
An unmatched quality of  
life paired with a vibrant  
business community.





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Eastern Idaho  
As a regional hub for  
industry and tech firms,  
residential real estate  
enjoys strong metrics.

2,055

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Single Family:  
Homes Sold (Bonneville MLS, 2020)

179

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Single Family:  
Condos Sold (Bonneville MLS, 2020)

\$246,054

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Median:  
Home Prices (Bonneville Zillow, 2020)