



RESEARCH & BUSINESS
DEVELOPMENT CENTER

Eastern Idaho Report | May 23, 2022

Platinum Sponsors



Annual Sponsorship Levels

Bronze (\$499 or Less)

Listed as Bronze Sponsor with company name on RBDC economic report website using normal website font

Silver (\$500 - \$999)

Listed as Silver Sponsor with company name on economic report website using large website font

Gold (\$1,000 - \$2,999)

Listed as Gold Sponsor with company name and logo on economic report website using large website font.

Platinum (\$3,000+)

Listed as Platinum Sponsor with company name and logo on economic report website using large website font. Company logo will also be listed on a Platinum Sponsor PowerPoint slide at the beginning of each new addition of the published economic report.



- [Energy Demand Bonneville County 2022](#)
- [Energy Demand Jefferson County 2022](#)
- [Energy Demand Madison County 2022](#)
- [Traffic Volume Bonneville County](#)
- [Traffic Volume Bingham County](#)
- [Traffic Volume Madison County](#)
- [Traffic Volume Fremont County](#)
- [Electrical/Plumbing Permits Idaho Falls](#)
- [Electrical/Plumbing Permits Rigby](#)
- [Electrical/Plumbing Permits Rexburg](#)
- [Building Permits by County](#)
- [Idaho Population Analysis](#)
- [Idaho Population by Region and County](#)
- [Population Growth](#)
- [Population Growth Bannock County](#)
- [Population Growth Bingham County](#)
- [Population Growth Bonneville County](#)
- [Population Growth Jefferson County](#)
- [Population Growth Madison County](#)
- [Retail Employment in Idaho](#)
- [Retail Sales Percent Change](#)
- [Total Retail Percent Change in Idaho](#)
- [General Merchandise Sales in Idaho](#)
- [Clothing Sales in Idaho](#)
- [Electronic Sales in Idaho](#)
- [Health and Personal Care Sales in Idaho](#)
- [Average Wages Idaho](#)
- [Average Wages Boise](#)
- [Average Wages Pocatello](#)
- [Average Wages Idaho Falls](#)
- [Top Employers Bannock County](#)
- [Top Employers Bingham County](#)
- [Top Employers Bonneville County](#)
- [Top Employers Jefferson County](#)
- [Top Employers Madison County](#)
- [Top Employers Fremont County](#)
- [Unemployment](#)
- [Unemployment Rates Idaho Falls](#)
- [Unemployment Rates Pocatello](#)
- [Nonfarm Jobs](#)
- [Idaho Falls Nonfarm Jobs](#)
- [Pocatello Nonfarm Jobs](#)
- [Professional and Business Idaho Falls](#)
- [Professional and Business Pocatello](#)



RBDC

Energy Demand - Bonneville County 2022 Year

Bonneville County saw a 11.32% rise in the amount of power produced by wind turbines around the county.

Bonneville County generates 52.86% of their electricity from hydroelectric power, roughly 1,063,934 megawatt hours each year.

Findenergy: Energy Provider Facts and Statistics. Find Energy. (n.d.). Retrieved June 2, 2022, from <https://findenergy.com/>

ENERGY CONSUMPTION

Total Consumption	1,697,879 MWh
Consumption per Capita	13.7 MWh

ENERGY PRODUCTION

Total Production	2,012,844 MWh
Production from Renewable Energy	2,012,844 MWh
Production per Capita	16.24 MWh



RBDC

Energy Demand - Jefferson County 2022 Year

Jefferson County uses 29949.73% more electricity than it produces each year.

By megawatt hours sold, the largest electricity supplier in Jefferson County is PacifiCorp.

The county is the 34th highest generator of electricity out of 44 counties in the state, producing 1,408 megawatt hours.

ENERGY CONSUMPTION

Total Consumption	423,100 MWh
Consumption per Capita	13.7 MWh

ENERGY PRODUCTION

Total Production	1,408 MWh
Production from Renewable Energy	1,408 MWh
Production per Capita	0.05 MWh

EMISSIONS

CO2 Emissions	52,232,057 kg
CO2 Emissions per Capita	1,690.85 kg

Findenergy: Energy Provider Facts and Statistics. Find Energy. (n.d.). Retrieved June 2, 2022, from <https://findenergy.com/>



Energy Demand - Madison County 2022 Year

Madison County uses 1773.55% more electricity than it produces each year.

PacifiCorp is the largest provider in Madison County when calculated by megawatt hours sold.

With total production of 38,682 megawatt hours, Madison County is the 25th highest generator of electricity in the state out of 44 counties.

Findenergy: Energy Provider Facts and Statistics. Find Energy. (n.d.). Retrieved June 2, 2022, from <https://findenergy.com/>

ENERGY CONSUMPTION

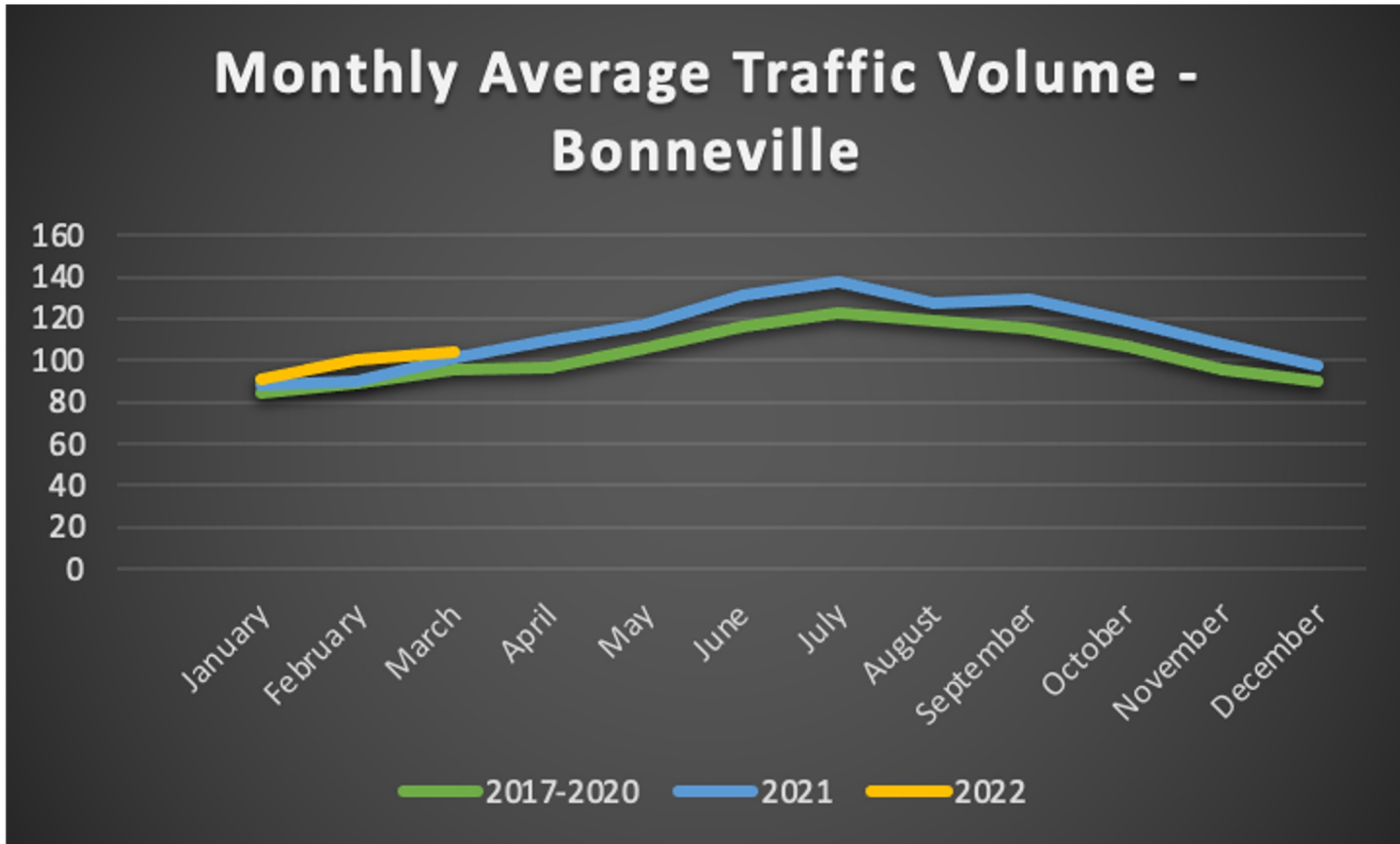
Total Consumption	724,726 MWh
Consumption per Capita	13.7 MWh

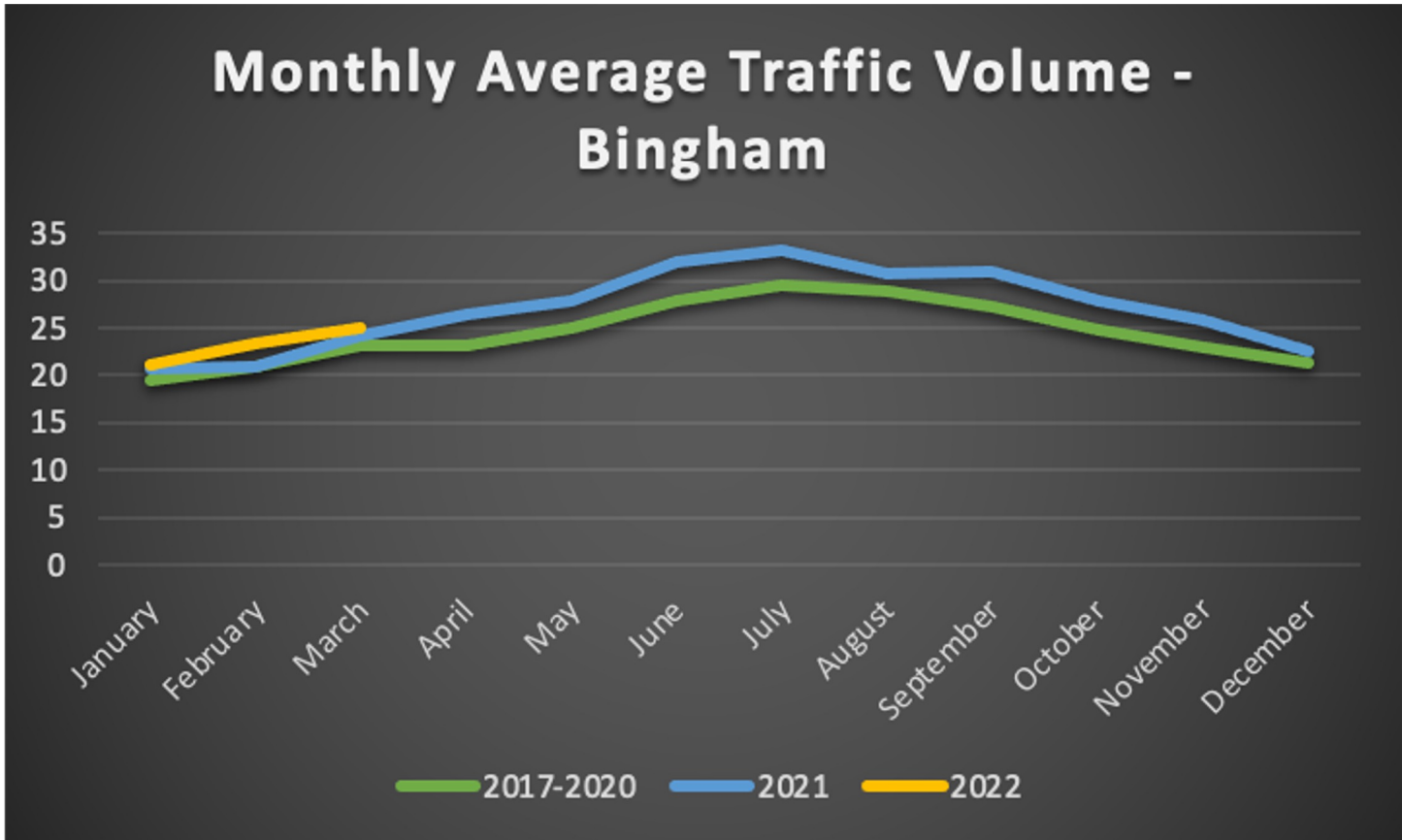
ENERGY PRODUCTION

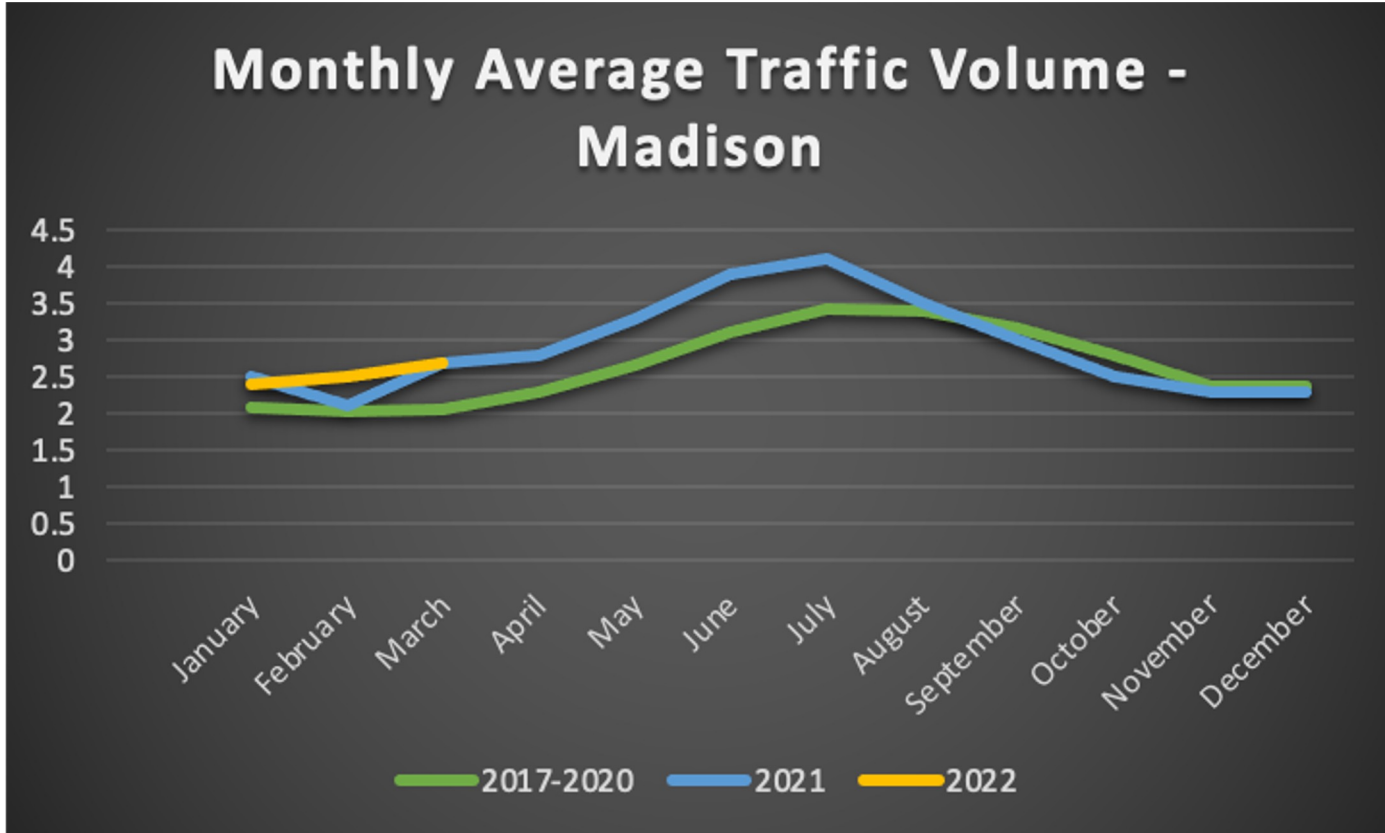
Total Production	38,682 MWh
Production from Non-Renewable Energy	38,682 MWh
Production per Capita	0.73 MWh

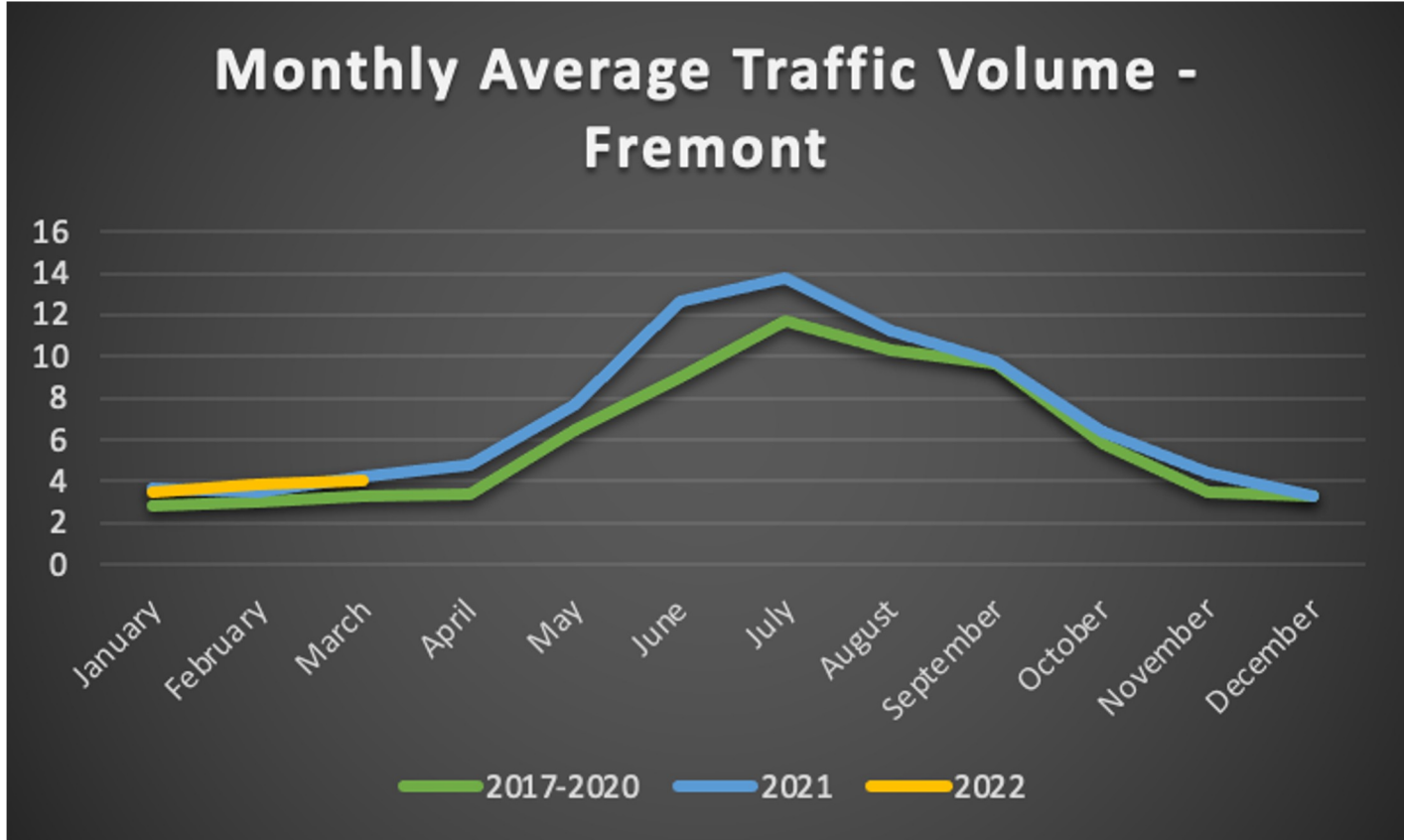
EMISSIONS

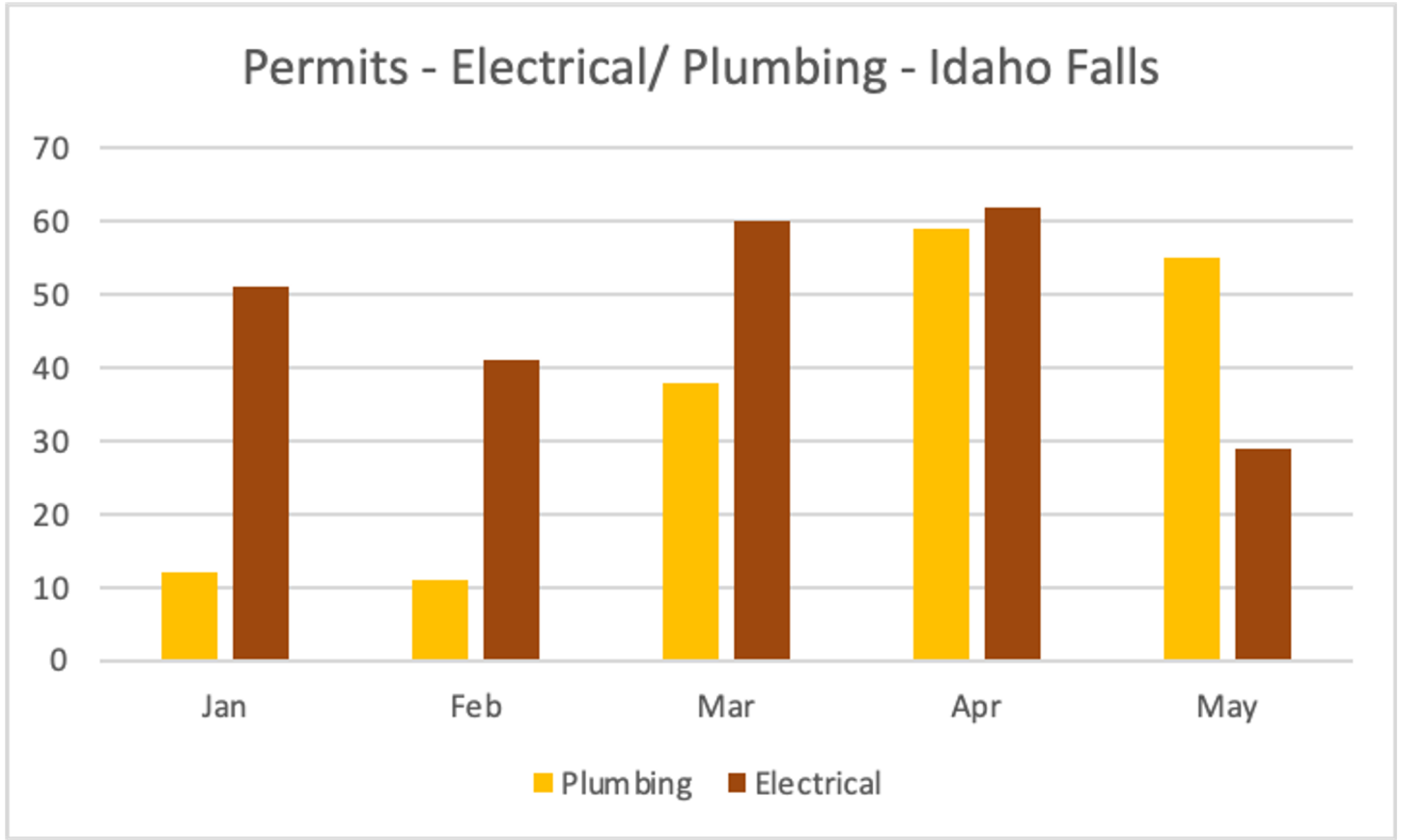
CO2 Emissions	93,341,912 kg
CO2 Emissions per Capita	1,764.06 kg

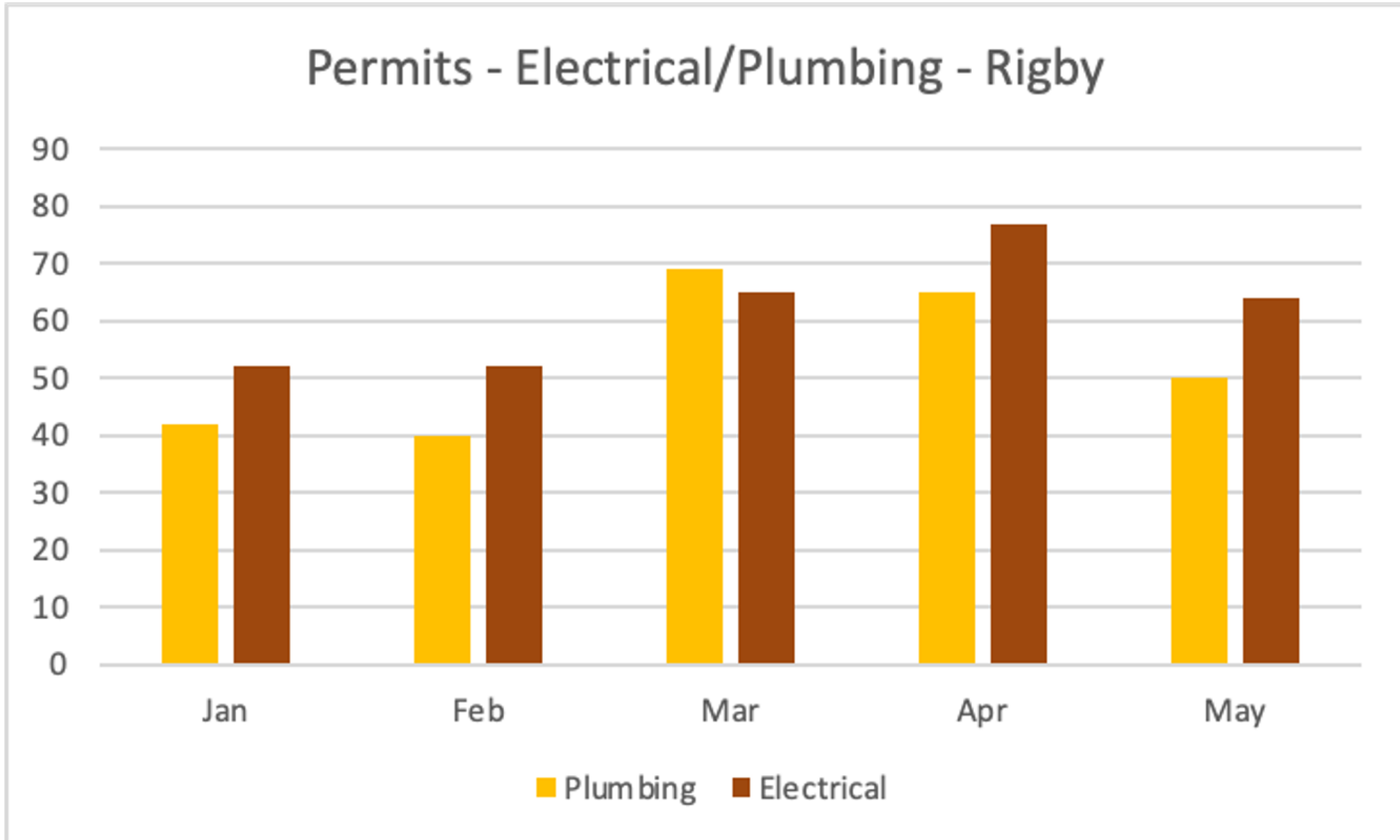


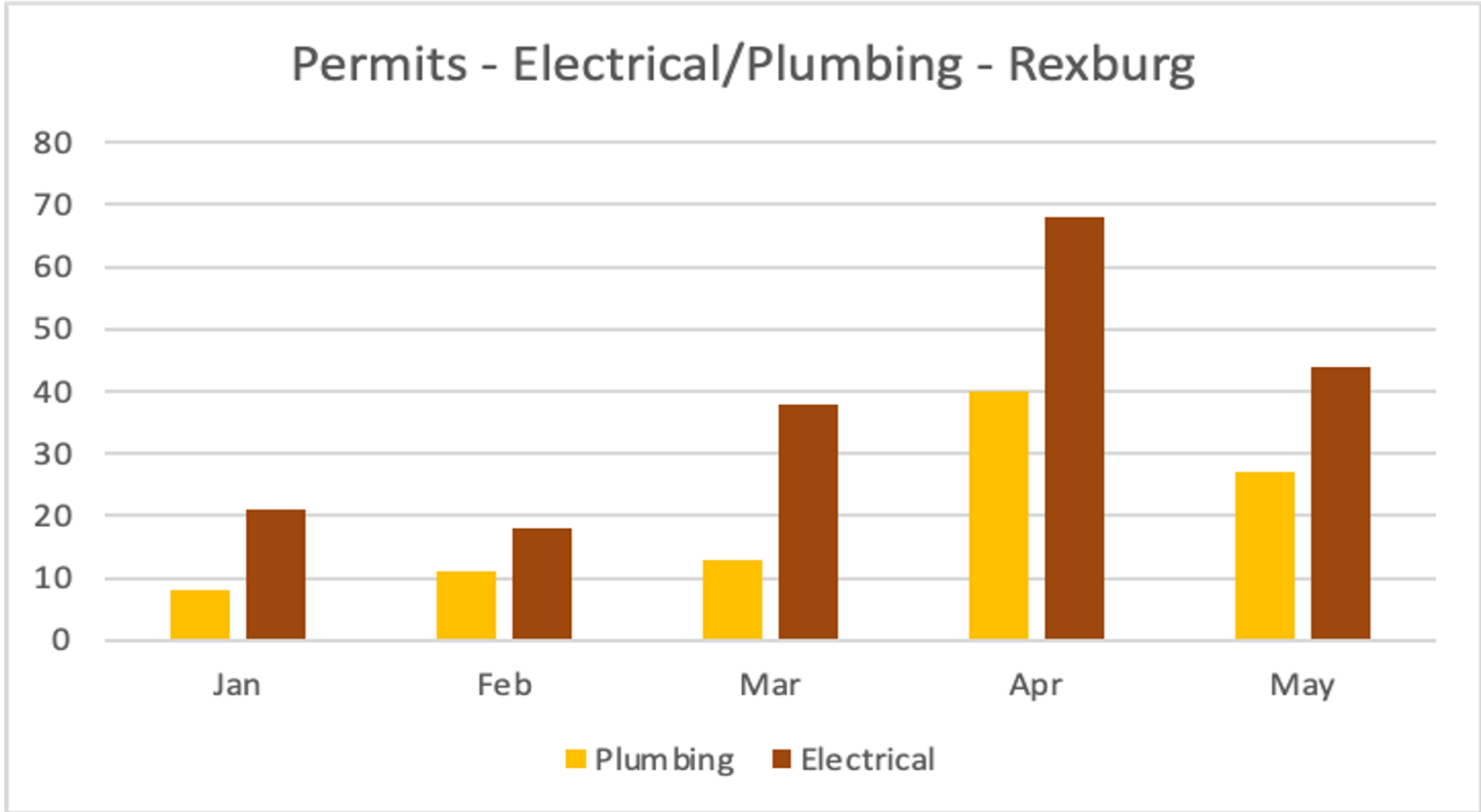


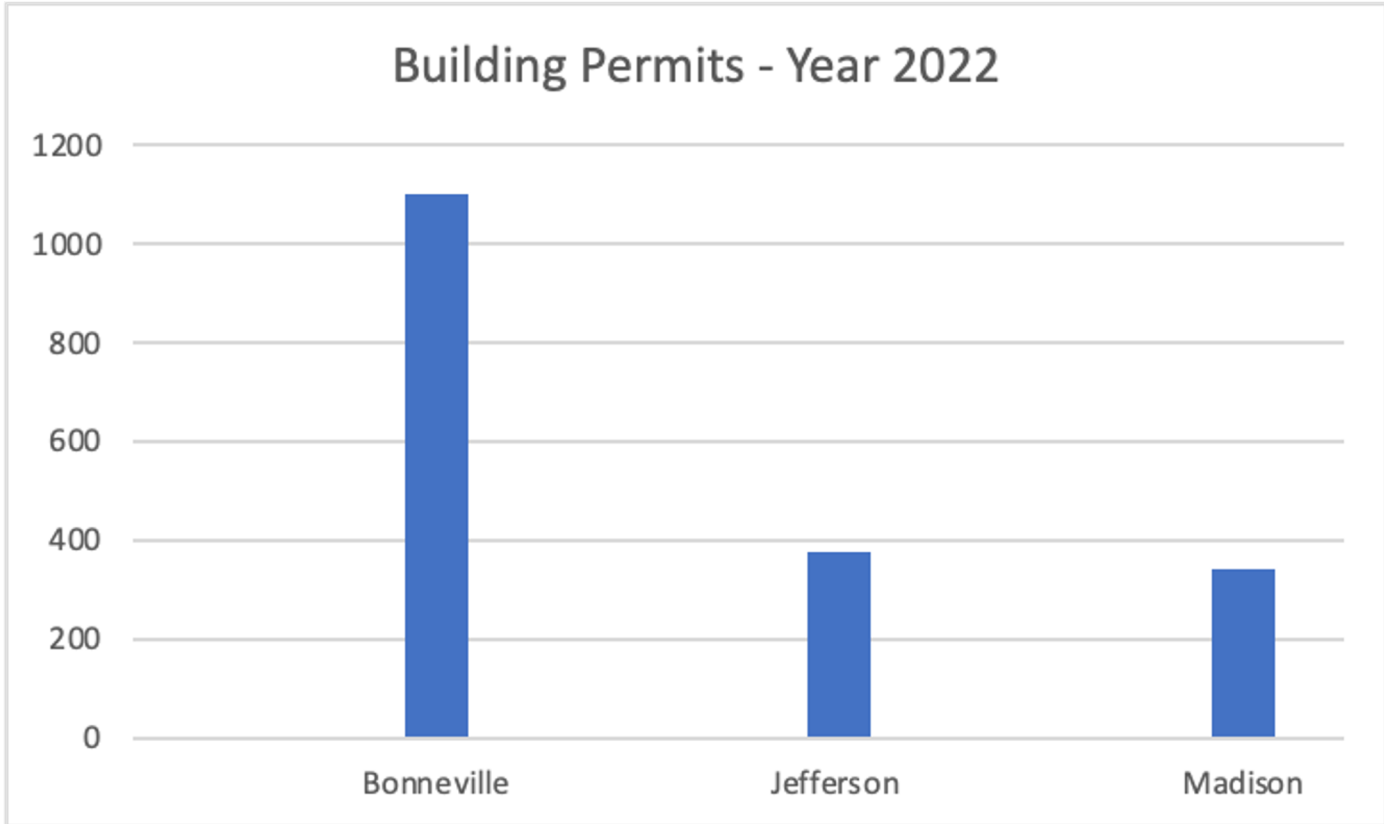










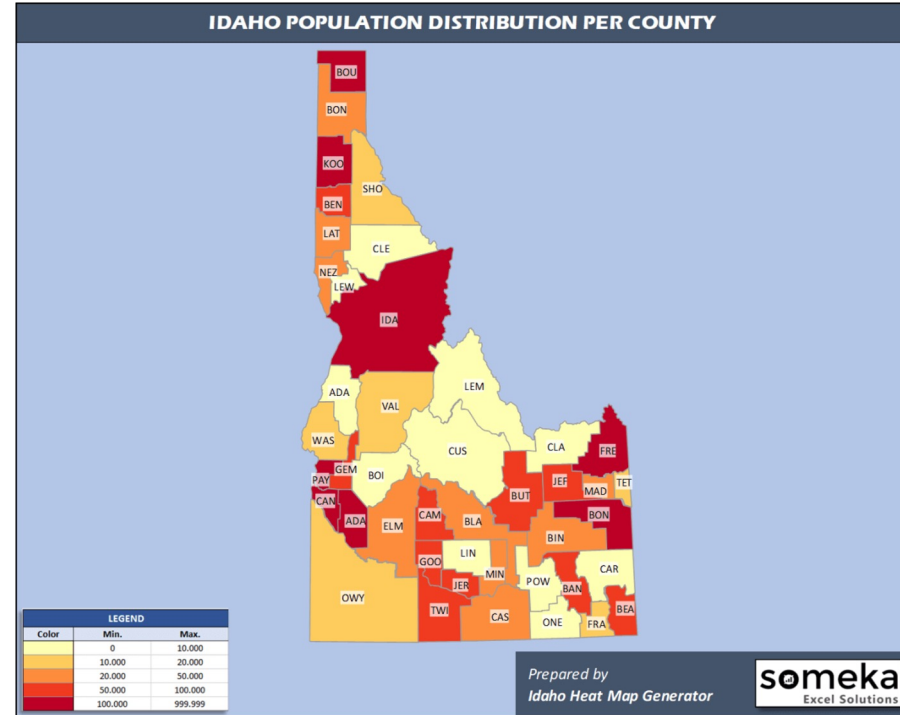
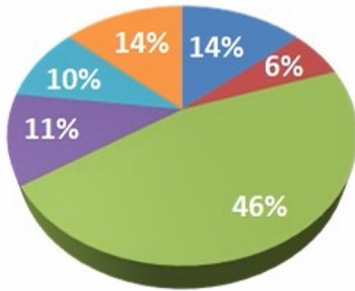


- Population of Idaho has grown by 17.3% since 2010 Census
- It has the second fastest growing rate behind Utah

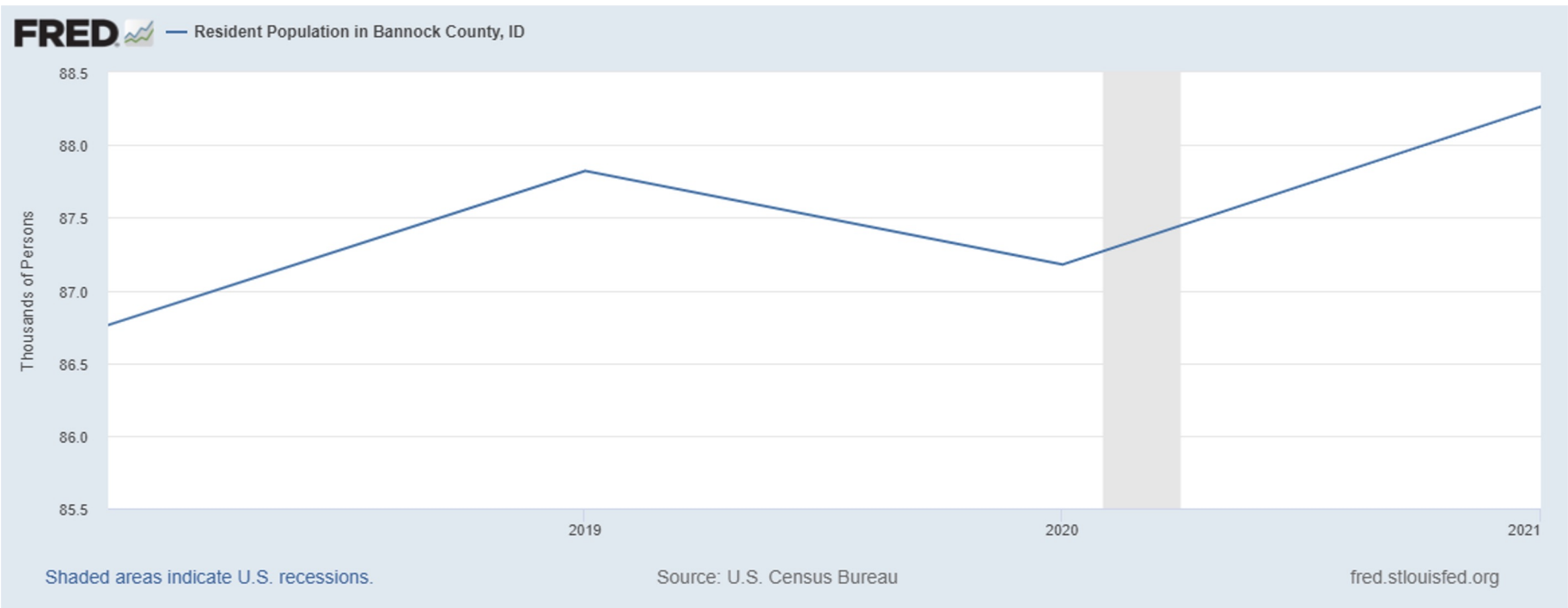
Top 10 Cities by Growth 2010-2020		
Town	Change	Growth Rate
Star	5,324	91.9%
Stanley	53	84.1%
Hamer	35	72.9%
Middleton	3,901	70.6%
Donnelley	97	63.8%
Franklin	384	59.9%
Clifton	154	59.5%
Kuna	8,801	57.9%
Meridian	42,543	56.7%
Rexburg	13,925	54.6%
75,217		

Idaho Population by Region

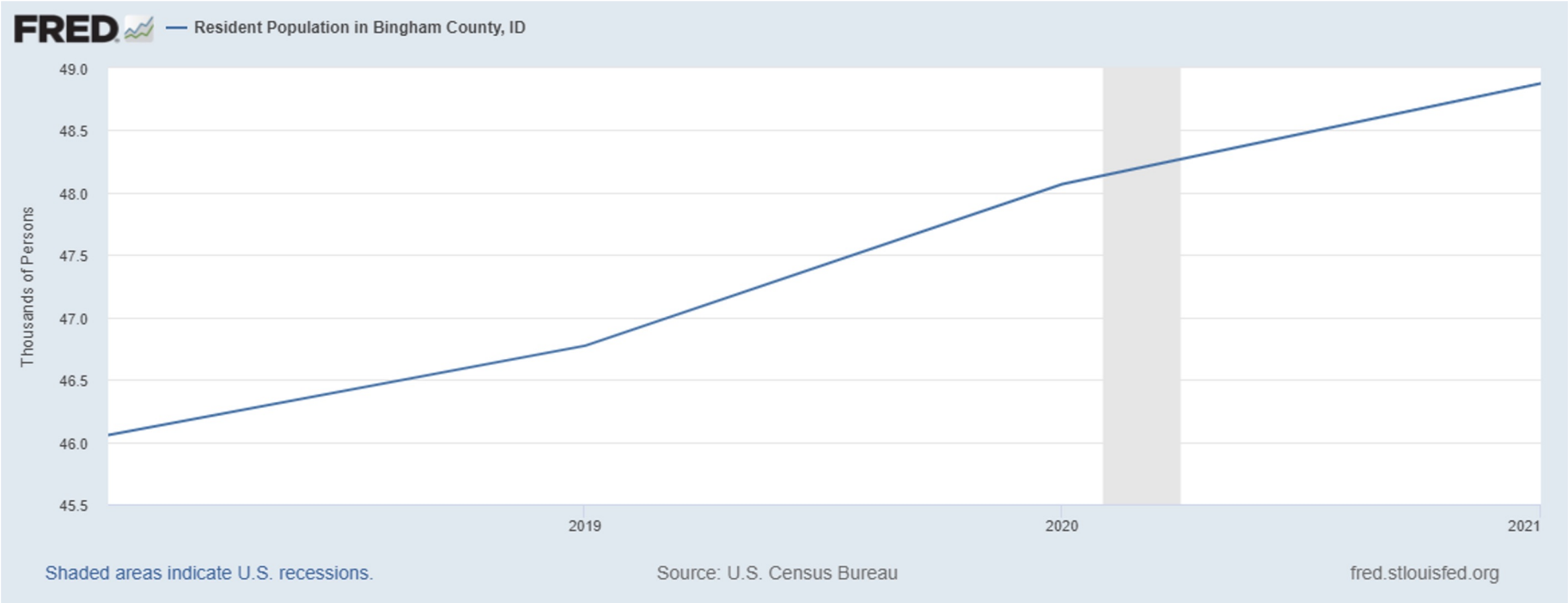
- Northern
- North Central
- Southwestern
- South Central
- Southeastern
- Eastern

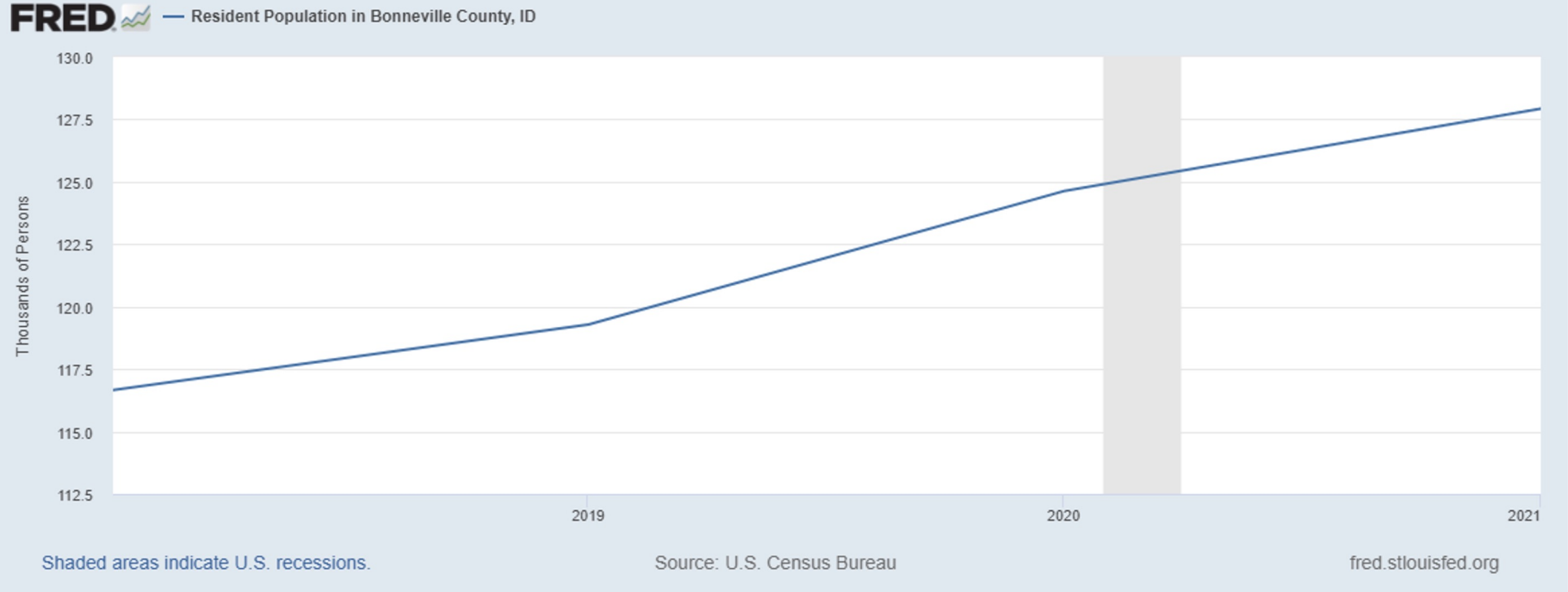


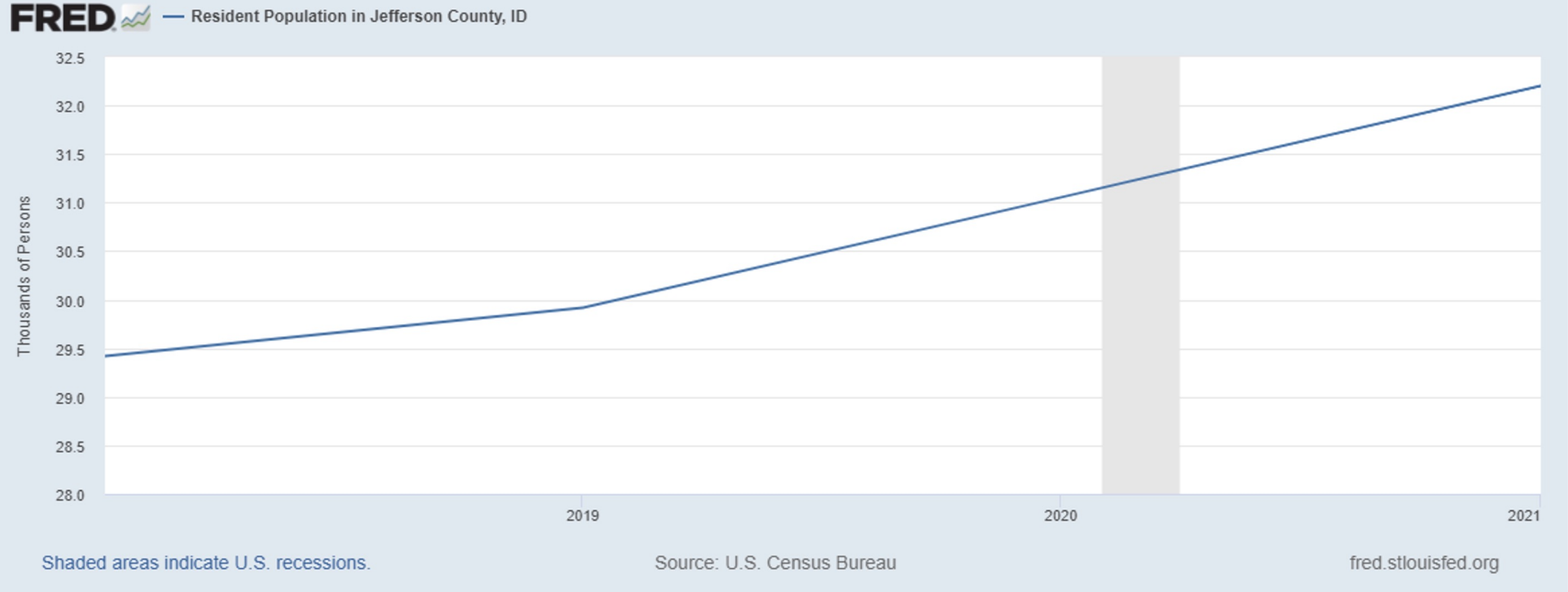
County	Average Yearly Growth Rate (2019-2021)
Bingham	2.22%
Bannock	0.25%
Bonneville	3.56%
Jefferson	3.75%
Madison	15.77%



U.S. Census Bureau, Resident Population in Bannock County, ID [IDBANN5POP], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/IDBANN5POP>







FRED — Resident Population in Madison County, ID

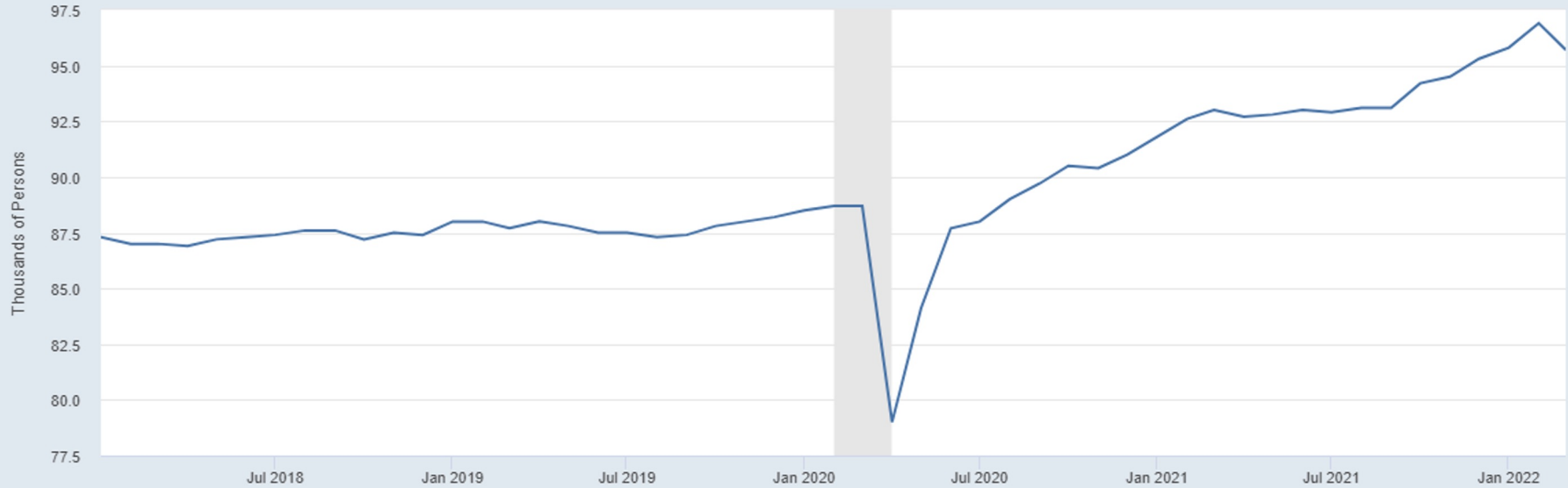


Shaded areas indicate U.S. recessions.

Source: U.S. Census Bureau

fred.stlouisfed.org

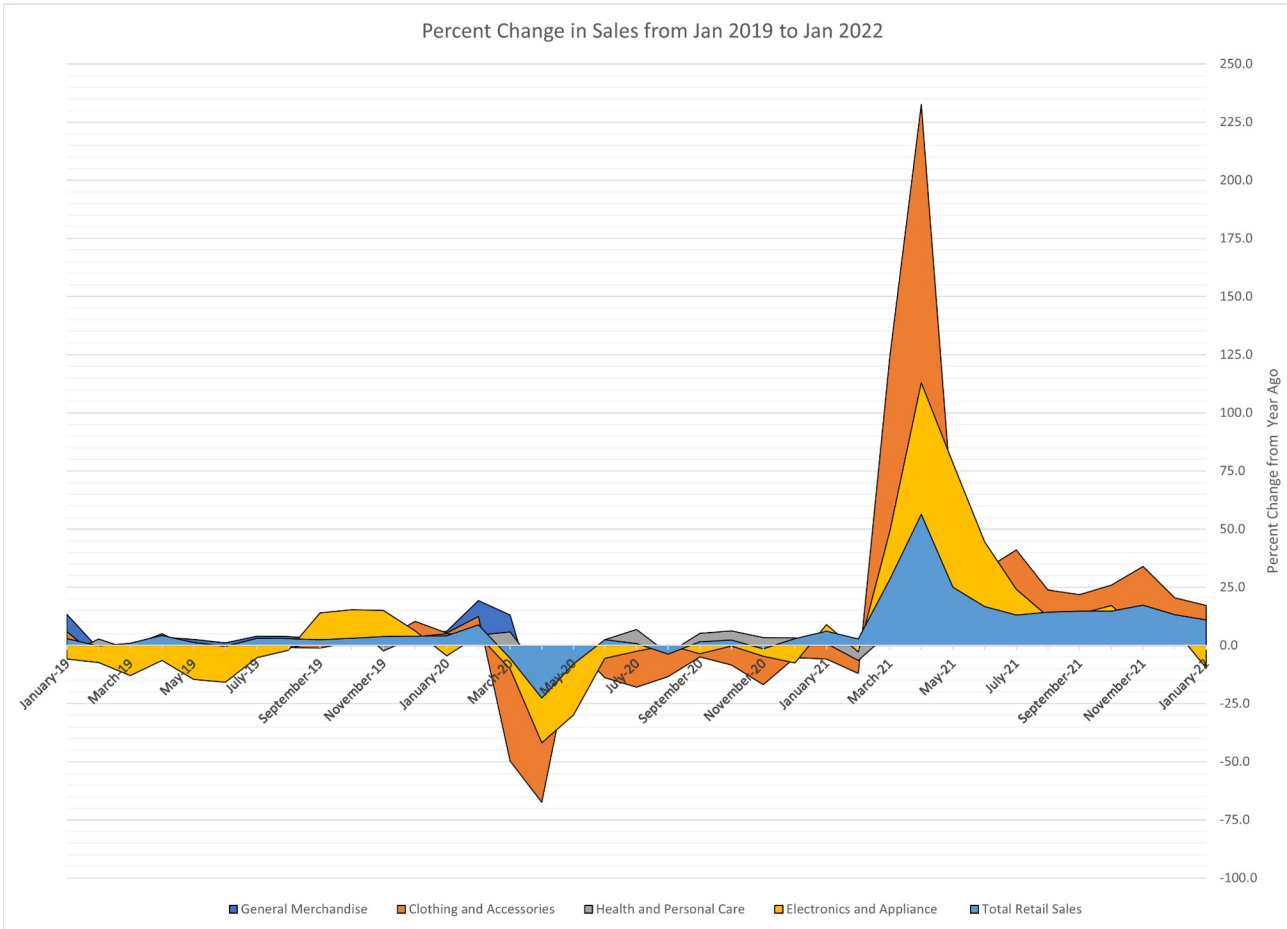
FRED — All Employees: Retail Trade in Idaho

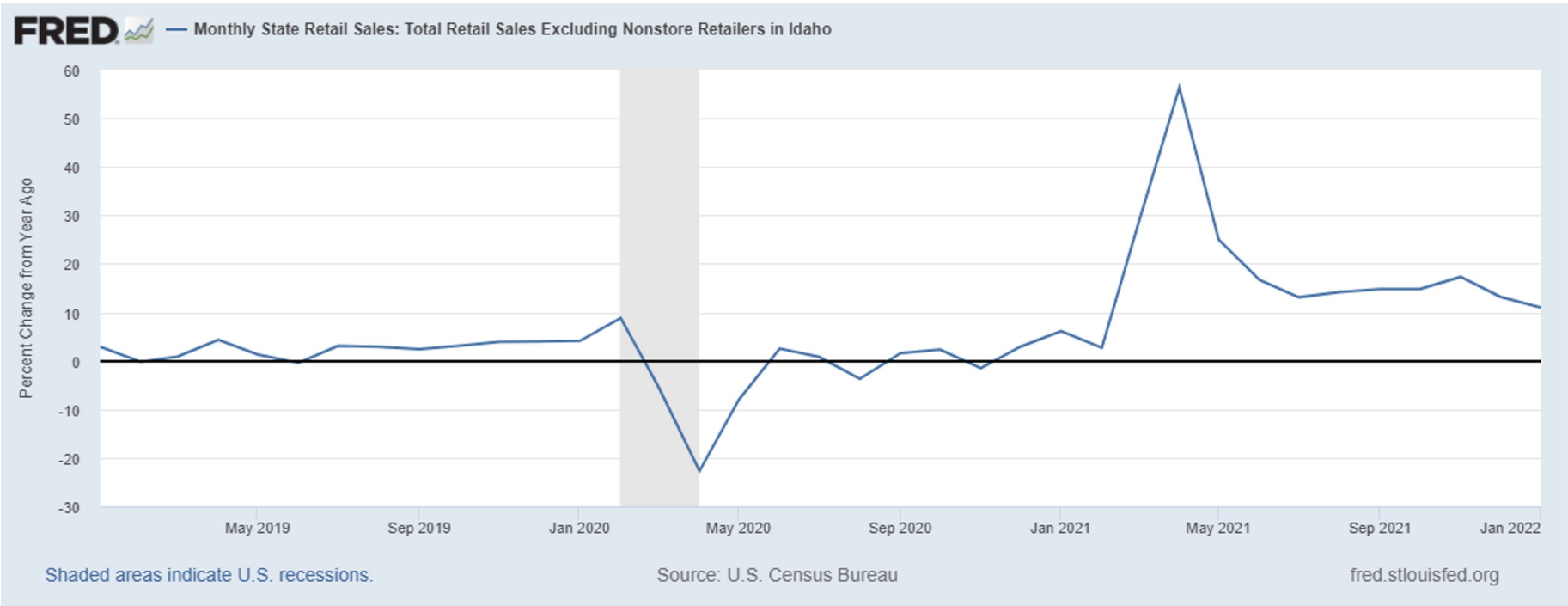


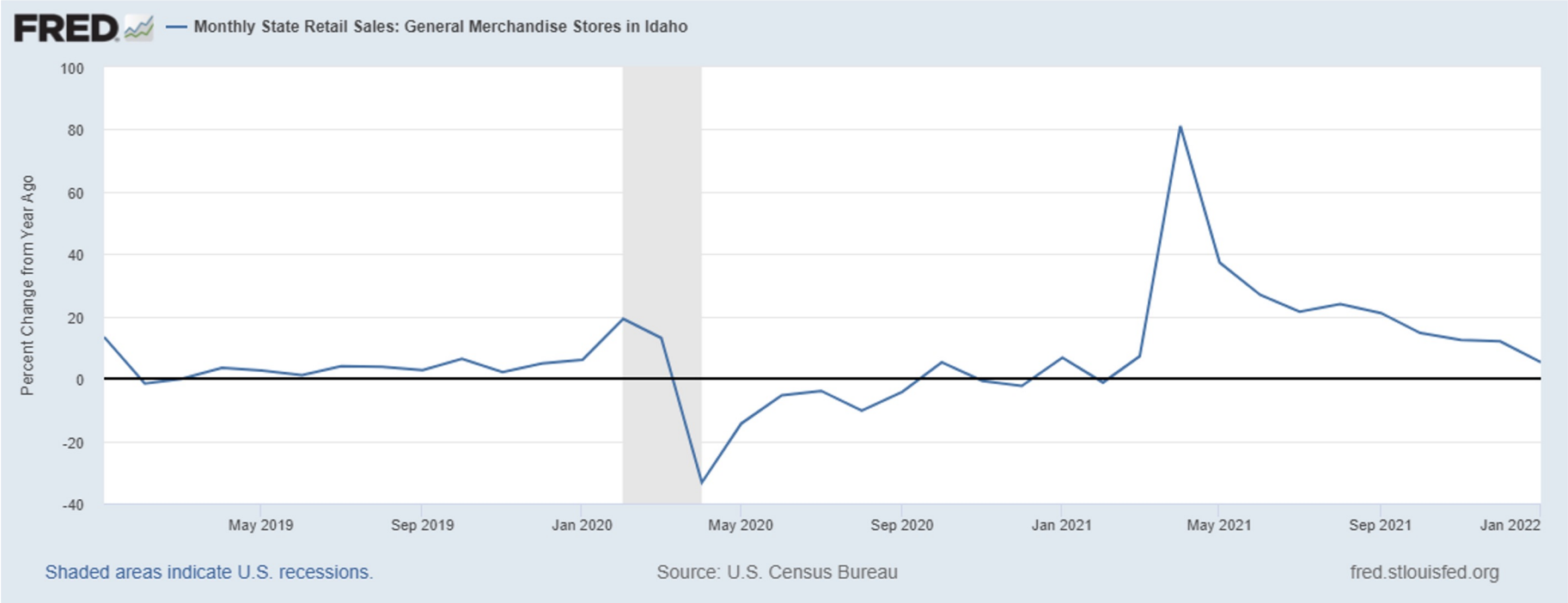
Shaded areas indicate U.S. recessions.

Sources: BLS; St. Louis Fed

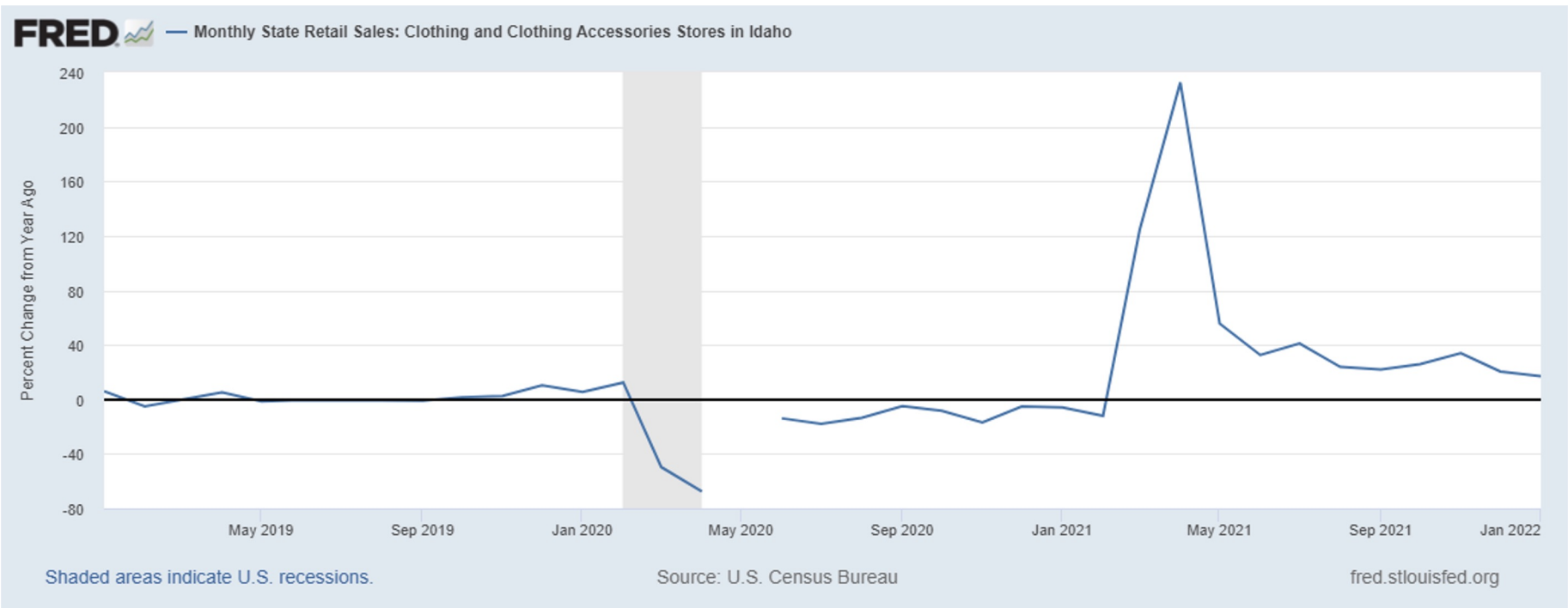
fred.stlouisfed.org



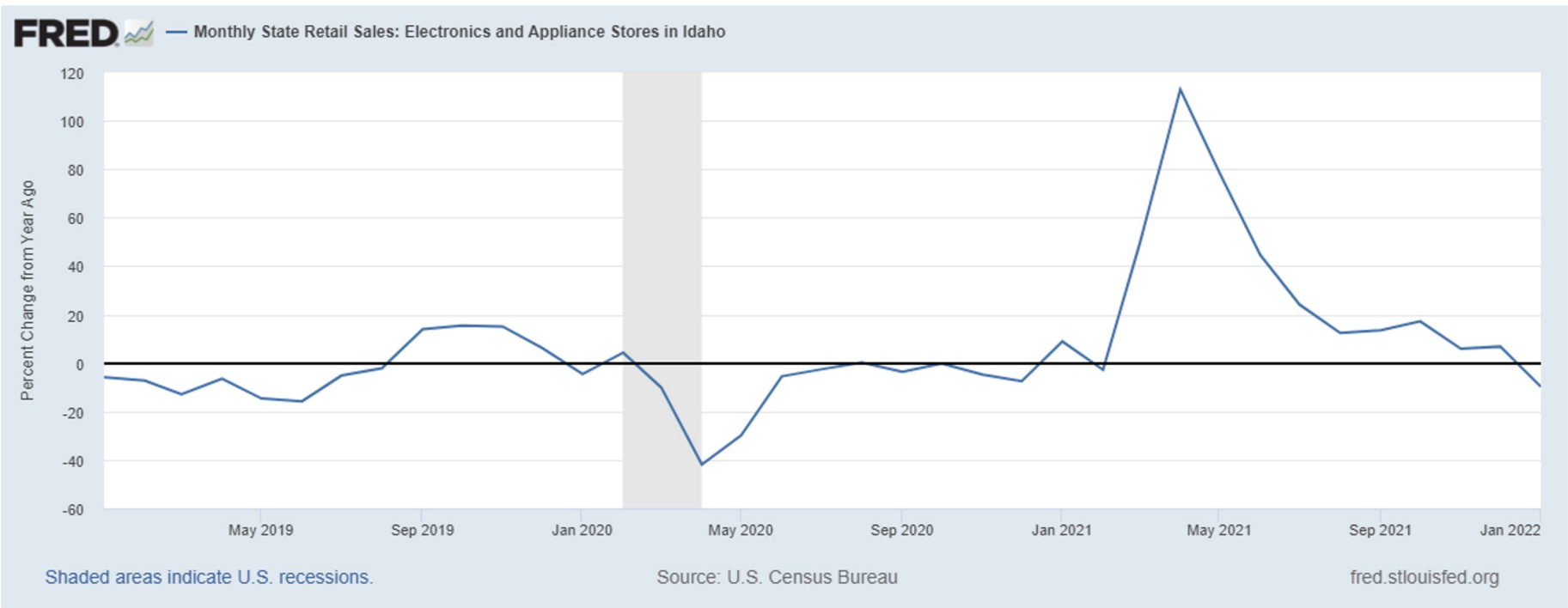




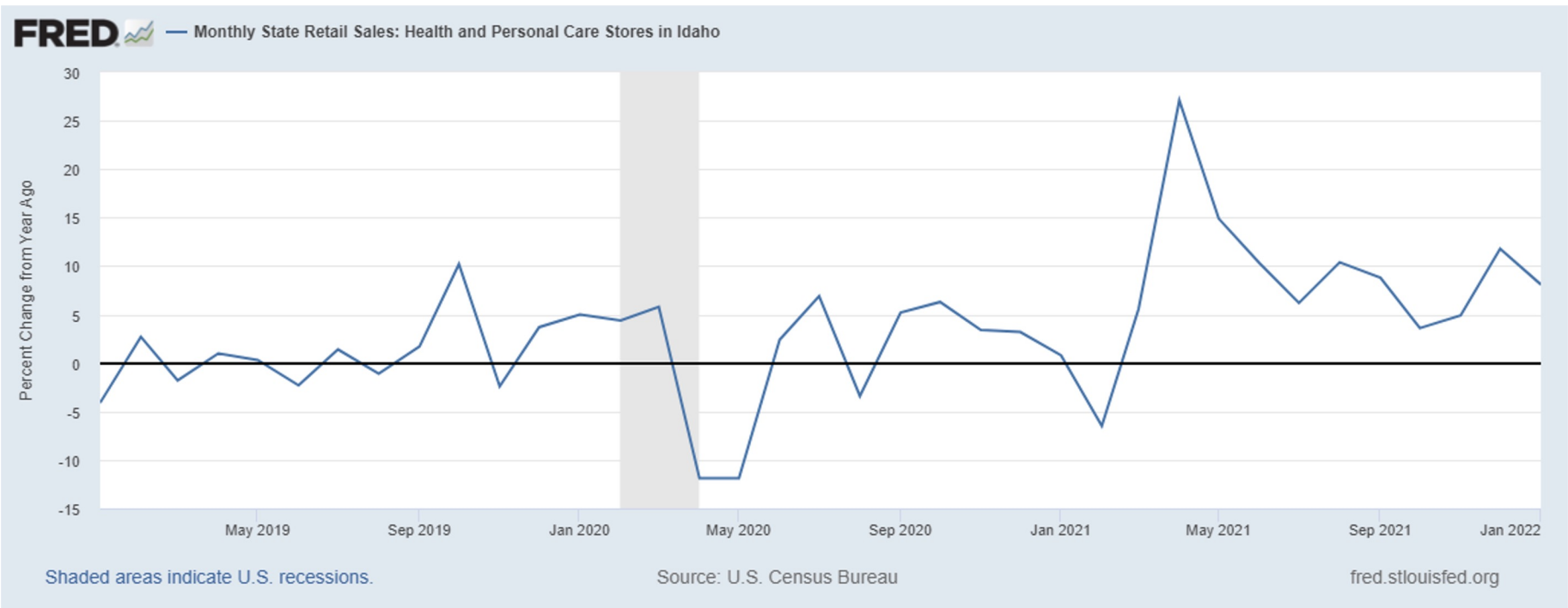
U.S. Census Bureau, Monthly State Retail Sales: General Merchandise Stores in Idaho [MSRSID452], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/MSRSID452>



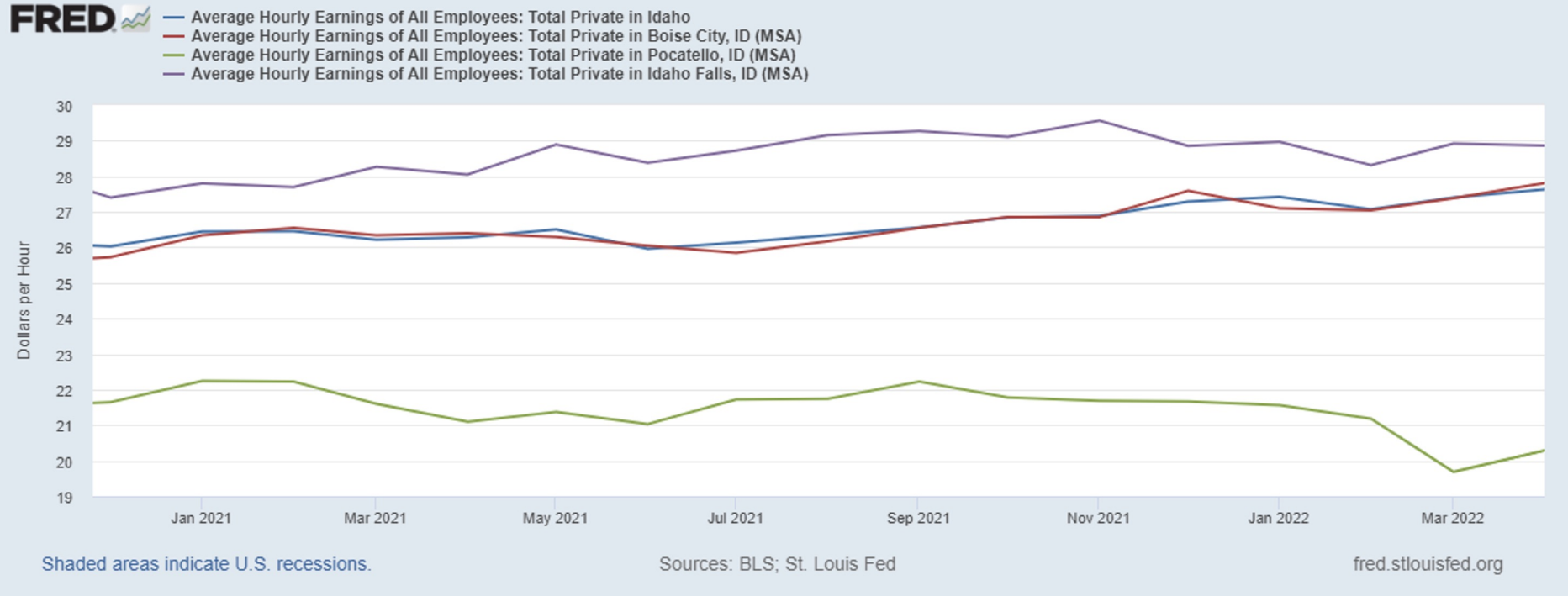
U.S. Census Bureau, Monthly State Retail Sales: Clothing and Clothing Accessories Stores in Idaho [MSRSID448], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/MSRSID448>



U.S. Census Bureau, Monthly State Retail Sales: Electronics and Appliance Stores in Idaho [MSRSID443], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/MSRSID443>



- U.S. Census Bureau, Monthly State Retail Sales: Health and Personal Care Stores in Idaho [MSRSID446], retrieved from FRED, Federal Reserve Bank of St. Louis; <https://fred.stlouisfed.org/series/MSRSID446>

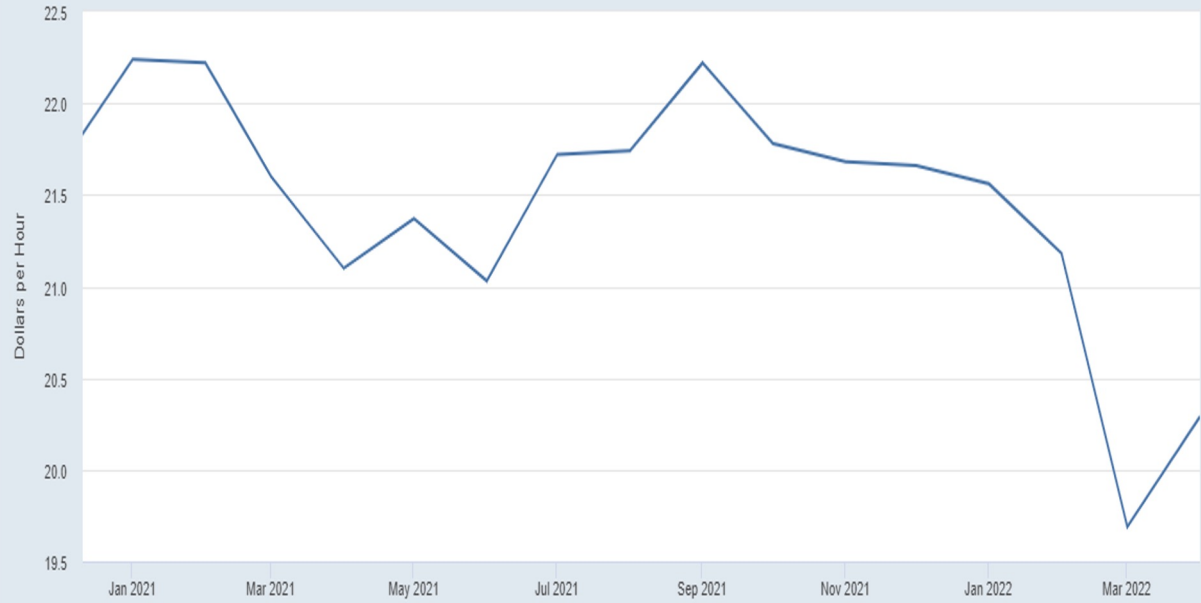




3 Month Average Wage

Month	Wage
February	\$27.04
March	\$27.38
April	\$27.81
Average	\$27.41

FRED — Average Hourly Earnings of All Employees: Total Private in Pocatello, ID (MSA)



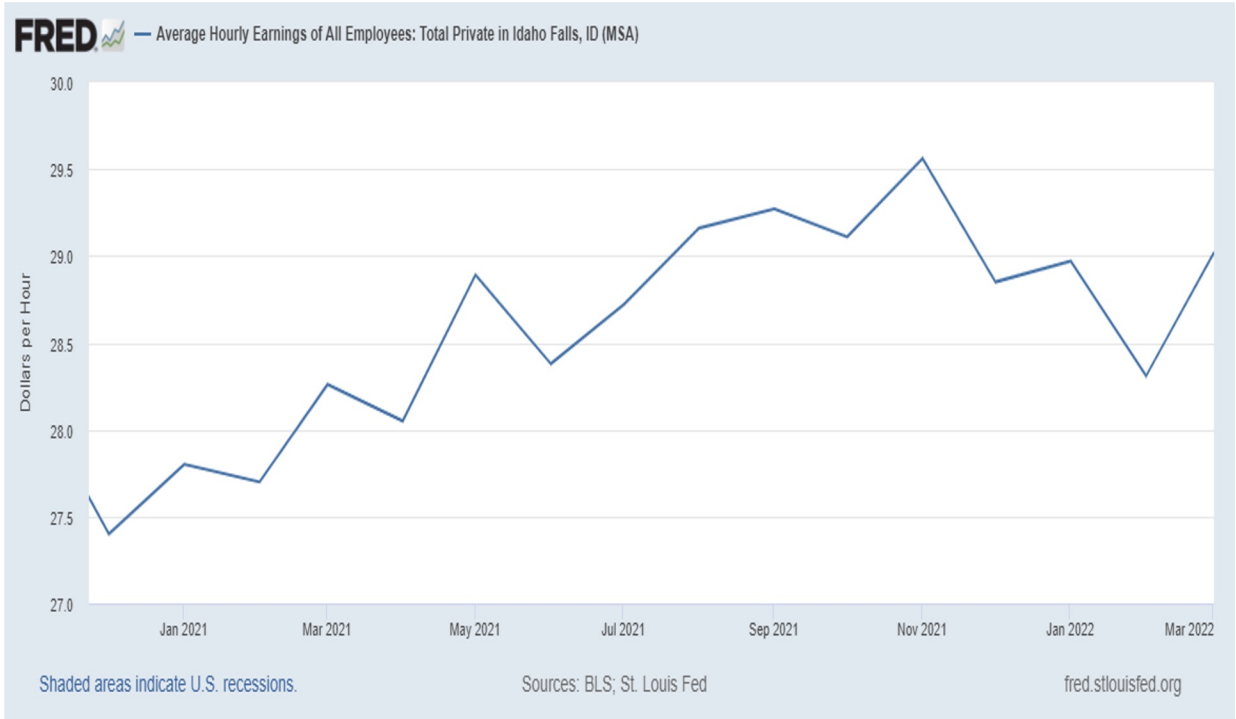
Shaded areas indicate U.S. recessions.

Sources: BLS; St. Louis Fed

fred.stlouisfed.org

3 Month Average Wage

Month	Wage
February	\$21.18
March	\$19.69
April	\$20.29
Average	\$20.39



3 Month Average Wage

Month	Wage
February	\$28.31
March	\$28.92
April	\$28.86
Average	\$28.70

Top Employers - Bannock County

Employer	Ownership	Number of Employees
Idaho State University	State Government	1,000+
Pocatello/Chubbuck School District	Local Government	1,000+
Portneuf Medical Center	Private	1,000+
Idaho Central Credit Union	Private	1,000+
Amy's Kitchen	Private	500-999
City of Pocatello	Local Government	500-999
On Semiconductor	Private	500-999
Bannock County	Local Government	250-499
Walmart	Private	250-499
Allstate Insurance Company	Private	250-499

Top Employers - Bingham County

Employer	Ownership	Number of Employees
Basic American Foods	Private	500-999
Shoshone Bannock Tribes	Local Government	500-999
Bingham Memorial Hospital	Private	500-999
Blackfoot School District	Local Government	250-499
Idaho Department of Health and Welfare	State Government	250-499
Shelley Joint School District	State Government	250-499
Premier Technology	Local Government	250-499
Golden Valley Natural LLC	Private	250-499
Walmart	Private	250-499
Shoshone Bannock Tribes Gaming	Private	250-499

Top Employers - Bonneville County

Employer	Ownership	Number of Employees
Bonneville Joint School District	Local Government	1,000+
Melaleuca	Private	1,000+
Eastern Idaho Regional Medical Center	Private	1,000+
Idaho Falls School District	Local Government	1,000+
Walmart	Private	1,000+
City of Idaho Falls	Local Government	1,000+
Bonneville County	Local Government	500-999
Has	Private	500-999
Idaho Falls Community Hospital LLC	Private	250-499
College of Eastern Idaho	State Government	250-499

Top Employers - Jefferson County

Employer	Ownership	Number of Employees
Jefferson County School District	Local Government	500-999
Idahoan Foods	Private	250-499
Broulim's Foodtown	Private	250-499
Idaho Gold Corporation	Private	250-499
Jefferson County	Local Government	100-249
West Jefferson School District	Local Government	100-249
Idaho Transportation Department	State Government	100-249
Heise Hot Springs Inc.	Private	100-249
District	Local Government	100-249
Taylor Rigby Chevrolet Inc.	Private	100-249

Top Employers - Madison County

Employer	Ownership	Number of Employees
Brigham Young University-Idaho	Private	1,000+
Madison School District	Local Government	500-999
Madison Memorial Hospital	Local Government	500-999
Walmart	Private	500-999
Melaleuca	Private	250-499
Progrexion	Private	250-499
City of Rexburg	Local Government	250-499
Sugar-Salem School District	Local Government	250-499
Madison County	Local Government	100-249
The Homestead Assisted Living Center	Private	100-249

Top Employers - Fremont County

Employer	Ownership	Number of Employees
Fremont County Joint School District	Local Government	250-499
Fremont County	Local Government	100-249
Idaho Department of Juvenile Correction	State Government	100-249
Ashton Memorial	Private	050-099
Idaho Department of Corrections	State Government	050-099
Broulim's Foodtown	Private	050-099
U.S. Forest Service	Federal Government	050-099
Trouthunter LLC	Private	010-049
Sunroc Corporation	State Government	010-049
Fall River Rural Elec Coop Inc.	Private	010-049



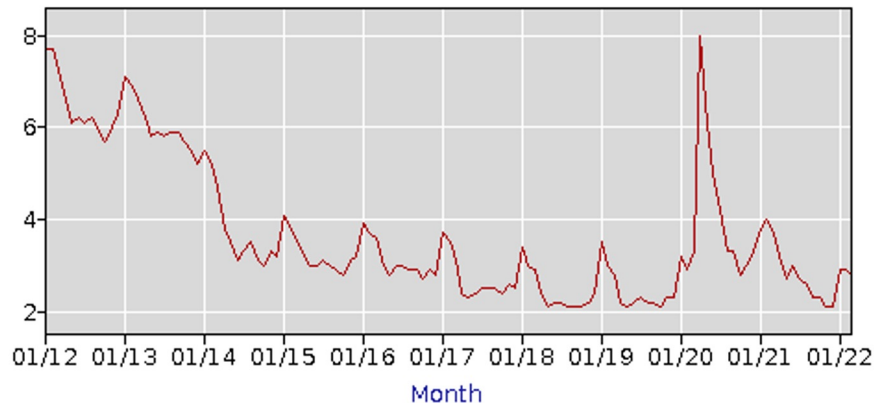
In spite of the current Russo-Ukrainian war and high inflation rates, unemployment has been kept significantly low in the state of Idaho. The expansionary gap that took off once COVID restrictions were eased has kept momentum and high employment still persists, even amid global economic uncertainty.

On April, inflation in the state was 2.6%, running below national unemployment, which was 3.6% in the same period.

<https://www.usnews.com/news/best-states/idaho/articles/2022-05-20/idaho-unemployment-rate-continues-with-historic-lows>

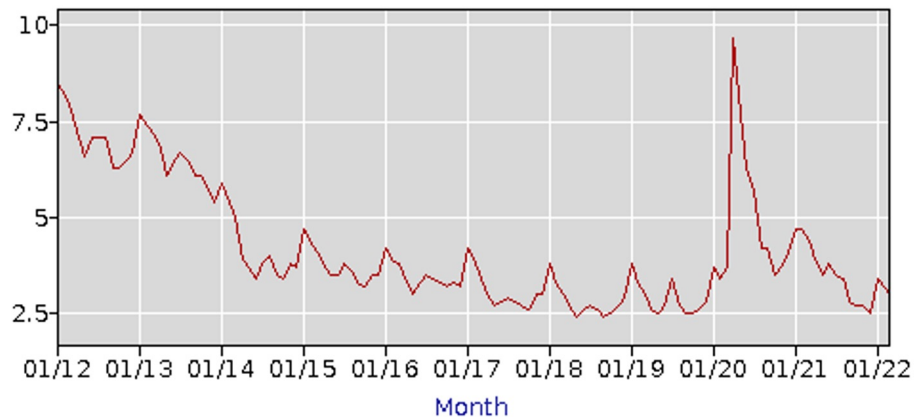
Year	Period	Unemployment Rate
2021	Mar	3.7
2021	Apr	3.2
2021	May	2.7
2021	Jun	3
2021	Jul	2.7
2021	Aug	2.6
2021	Sep	2.3
2021	Oct	2.3
2021	Nov	2.1
2021	Dec	2.1
2022	Jan	2.9
2022	Feb	2.9
2022	Mar	2.8

unemployment rate



Year	Period	Unemployment Rate
2021	Mar	4.4
2021	Apr	3.9
2021	May	3.5
2021	Jun	3.8
2021	Jul	3.5
2021	Aug	3.4
2021	Sep	2.8
2021	Oct	2.7
2021	Nov	2.7
2021	Dec	2.5
2022	Jan	3.4
2022	Feb	3.2
2022	Mar	3.0

unemployment rate



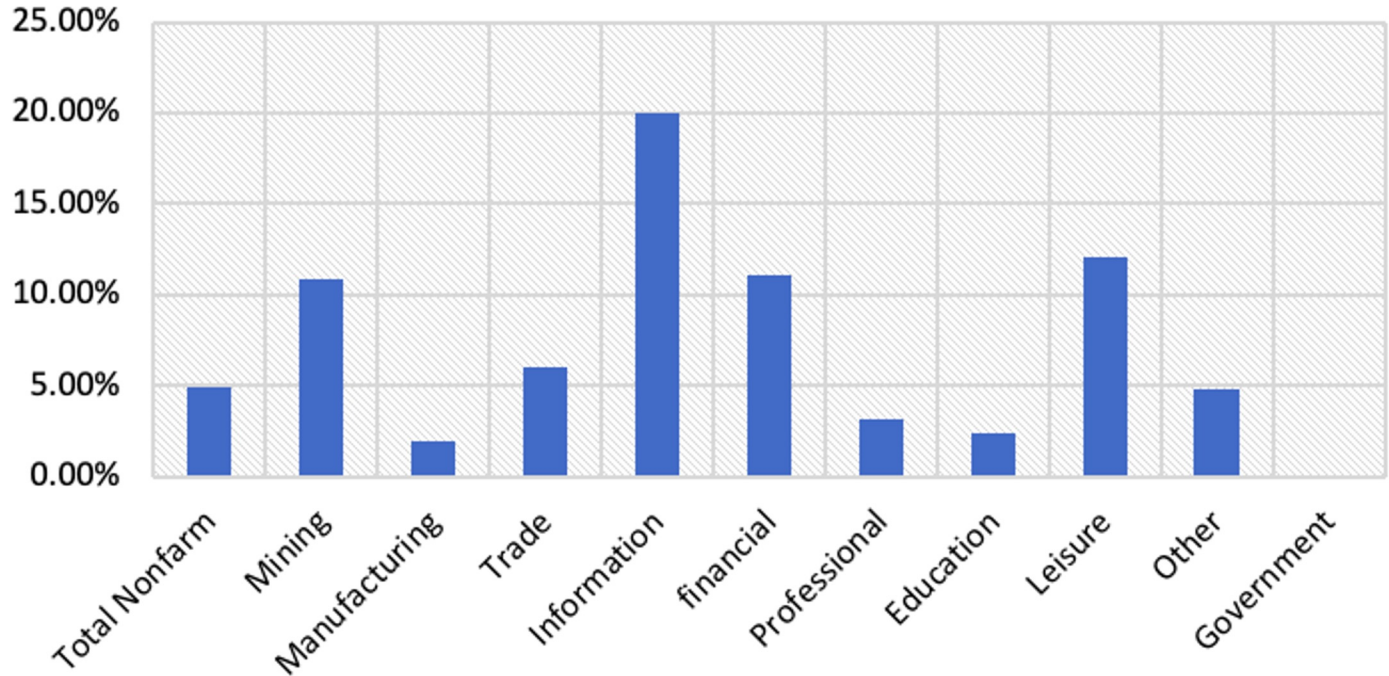
- It can be observed the dramatic spike in unemployment that came during 2020 due to the pandemic
- Rapid recovery that has lead to all time lows statewide;
- In Idaho Falls and Pocatello, rates under the natural rate of unemployment.
- Idaho Falls presents lower rates of unemployment than Pocatello in almost every period. This can be attributed to the size of the city, that allows a more diversified economy
- Both urban areas benefit from the economic recovery and influx of labor from neighboring states and other countries.

- Idaho is a state relatively rural when compared with more densely populated states. The major urban areas in Eastern Idaho present an optimal performance when it comes to attracting or creating nonfarm jobs.
- In the state during the month of April, 3,000 new nonfarm jobs were created.

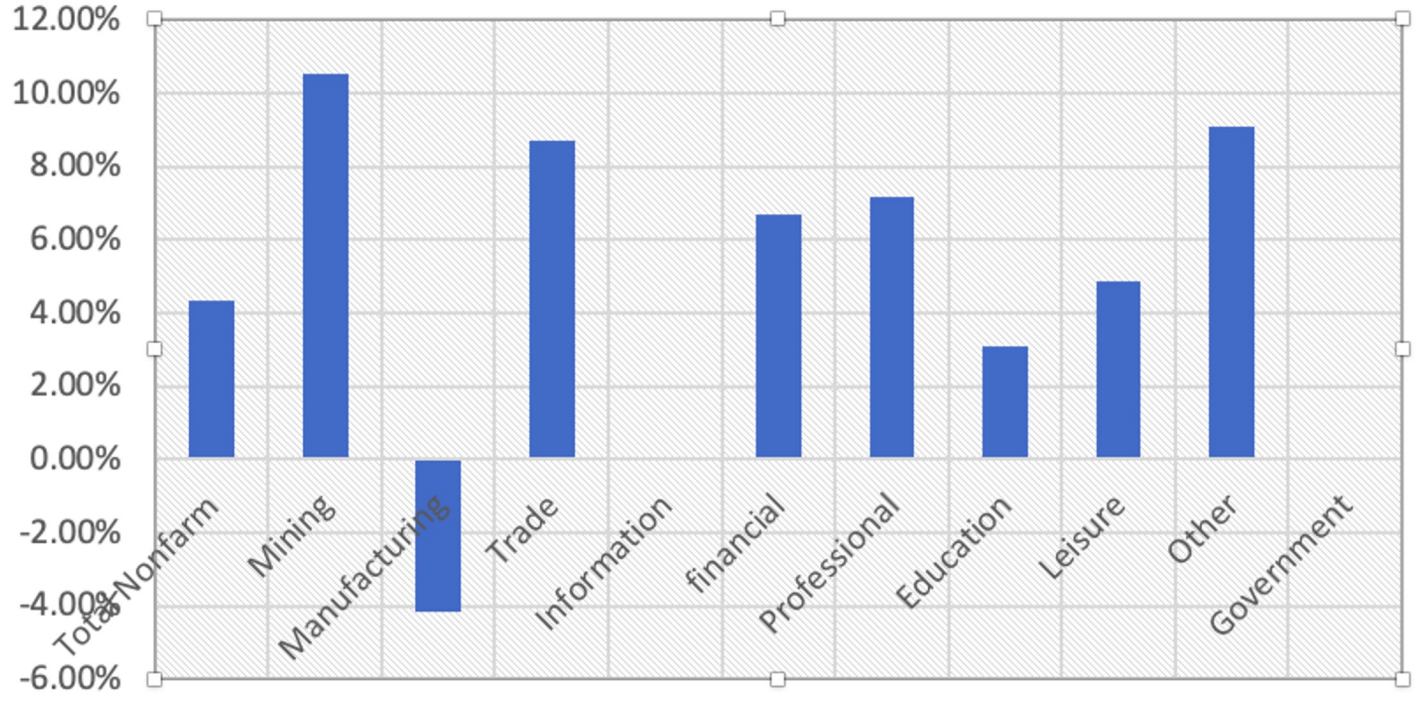
- The Bureau of Labor Statistics lists nonfarm jobs and groups them into 10 categories.
- Following, we present the percentage change of number of employees in each sector.
- It can be seen that in Idaho Falls Information and Leisure and Hospitality experienced substantial growth.
- Professional and Business Services experienced remarkable growth (3.21%). Its net contribution (approximately 500 new employees) causes it to be the largest contributor, therefore we will analyze such nonfarm job in more detail.
- Growth rates in Pocatello are bigger due to its low population, causing any minor increase to contribute substantially.

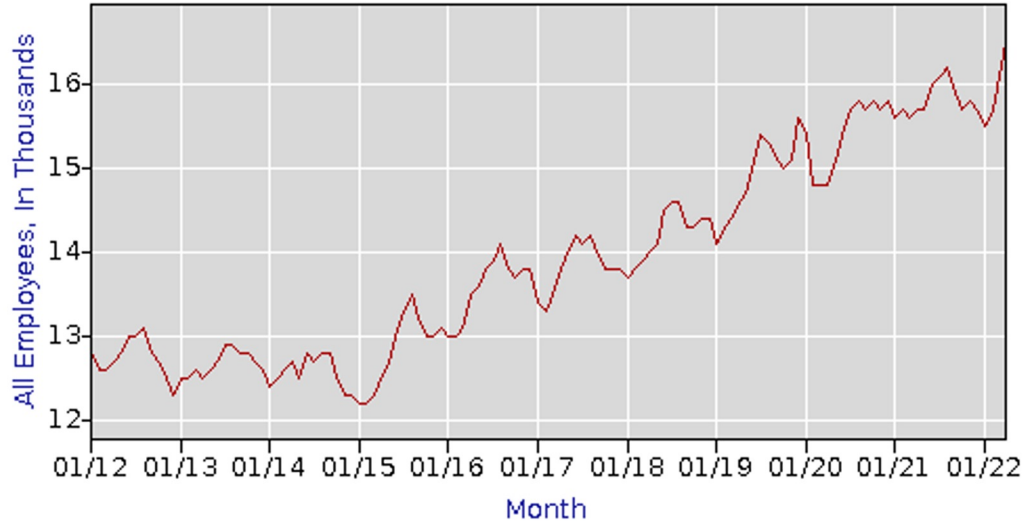
Mining, Logging and Construction
Manufacturing
Trade, Transportation, and Utilities
Information
Financial Activities
Professional and Business Services
Education and Health Services
Leisure and Hospitality
Other Services
Government

Idaho Falls Nonfarm Jobs Growth Rates



Pocatello Nonfarm Jobs Growth Rates



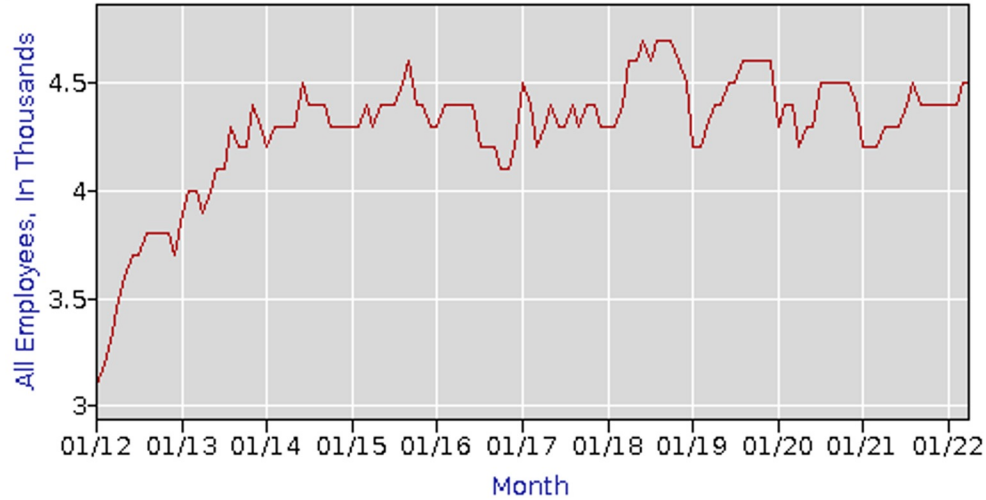


Area:Idaho Falls, ID

Supersector:Professional and Business Services

Industry:Professional and Business Services

Data Type:All Employees, In Thousands



Area:Pocatello, ID

Supersector:Professional and Business Services

Industry:Professional and Business Services

Data Type:All Employees, In Thousands

- Idaho Falls has experienced sustained growth in the last decade, becoming a catalyst for economic development in the region.
- Pocatello has maintained a relatively constant number of Professional and Business Services workers, however, considering the low demographic growth in the area it is not a concerning fact.
- Both cities have the capacity to provide employment for those interested in staying, moving to, or investing in Eastern Idaho.