

COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 42.90589/-112.4607

Hurley Dr & US-91

Pocatello, ID

5 Miles 10 Miles 20 Miles 30 Miles

Population

Estimated Population (2010)	64,226		73,924		91,874		118,773	
Census Population (1990)	52,627		59,471		74,645		98,172	
Census Population (2000)	59,362		68,068		85,271		110,959	
Projected Population (2015)	66,473		77,392		95,550		123,448	
Forecasted Population (2020)	70,405		82,551		101,232		130,349	
Historical Annual Change (1990-2000)	6,735	1.3%	8,597	1.4%	10,625	1.4%	12,787	1.3%
Historical Annual Change (2000-2010)	4,865	0.8%	5,856	0.9%	6,604	0.8%	7,814	0.7%
Projected Annual Change (2010-2015)	2,247	0.7%	3,468	0.9%	3,675	0.8%	4,675	0.8%
Est. Population Density (2010)	818.23	<i>psm</i>	235.42	<i>psm</i>	73.14	<i>psm</i>	42.02	<i>psm</i>
Trade Area Size	78.49	<i>sq mi</i>	314.02	<i>sq mi</i>	1,256.06	<i>sq mi</i>	2,826.26	<i>sq mi</i>

Households

Estimated Households (2010)	23,782		27,048		32,973		42,214	
Census Households (1990)	19,060		21,295		26,061		33,612	
Census Households (2000)	21,795		24,657		30,169		38,693	
Projected Households (2015)	25,007		28,758		34,846		44,622	
Forecasted Households (2020)	26,770		31,012		37,415		47,880	
Historical Annual Change (1990-2000)	2,735	1.4%	3,362	1.6%	4,107	1.6%	5,081	1.5%
Projected Annual Change (2000-2015)	3,211	1.0%	4,101	1.1%	4,677	1.0%	5,930	1.0%

Average Household Income

Est. Average Household Income (2010)	\$56,514		\$58,327		\$57,531		\$58,144	
Census Average Hhld Income (1990)	\$29,605		\$30,546		\$30,373		\$30,541	
Census Average Hhld Income (2000)	\$44,896		\$46,578		\$46,301		\$46,186	
Proj. Average Household Income (2015)	\$60,244		\$62,809		\$62,095		\$62,945	
Historical Annual Change (1990-2000)	\$15,290	5.2%	\$16,032	5.2%	\$15,928	5.2%	\$15,645	5.1%
Projected Annual Change (2000-2015)	\$15,348	2.3%	\$16,231	2.3%	\$15,795	2.3%	\$16,759	2.4%

Median Household Income

Est. Median Household Income (2010)	\$44,611		\$46,211		\$46,219		\$46,036	
Census Median Hhld Income (1990)	\$26,036		\$26,612		\$26,456		\$26,304	
Census Median Hhld Income (2000)	\$36,989		\$38,484		\$38,297		\$37,957	
Proj. Median Household Income (2015)	\$47,176		\$49,240		\$49,309		\$49,173	
Historical Annual Change (1990-2000)	\$10,952	4.2%	\$11,871	4.5%	\$11,841	4.5%	\$11,652	4.4%
Projected Annual Change (2000-2015)	\$10,188	1.8%	\$10,756	1.9%	\$11,013	1.9%	\$11,216	2.0%

Per Capita Income

Est. Per Capita Income (2010)	\$21,576		\$22,020		\$21,218		\$21,167	
Census Per Capita Income (1990)	\$10,722		\$10,937		\$10,604		\$10,456	
Census Per Capita Income (2000)	\$16,456		\$16,885		\$16,366		\$16,066	
Proj. Per Capita Income (2015)	\$23,416		\$24,116		\$23,302		\$23,326	
Historical Annual Change (1990-2000)	\$5,733	5.3%	\$5,947	5.4%	\$5,762	5.4%	\$5,610	5.4%
Projected Annual Change (2000-2015)	\$6,961	2.8%	\$7,232	2.9%	\$6,935	2.8%	\$7,259	3.0%

Other Income

Est. Median Disposable Income (2010)	\$38,092		\$39,233		\$39,300		\$39,218	
Proj. Median Disposable Income (2015)	\$40,068		\$41,518		\$41,619		\$41,576	
Est. Average Household Net Worth (2010)	\$371,040		\$382,479		\$382,930		\$393,582	

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5 Miles

10 Miles

20 Miles

30 Miles

Household Income Distribution (2010)

	5 Miles	10 Miles	20 Miles	30 Miles
HH Income \$200,000 or More	358 1.5%	455 1.7%	506 1.5%	725 1.7%
HH Income \$150,000 to 199,999	303 1.3%	358 1.3%	408 1.2%	555 1.3%
HH Income \$125,000 to 149,999	579 2.4%	745 2.8%	949 2.9%	1,254 3.0%
HH Income \$100,000 to 124,999	1,403 5.9%	1,683 6.2%	2,023 6.1%	2,552 6.0%
HH Income \$75,000 to 99,999	2,738 11.5%	3,307 12.2%	4,162 12.6%	5,093 12.1%
HH Income \$50,000 to 74,999	4,759 20.0%	5,430 20.1%	6,579 20.0%	8,510 20.2%
HH Income \$35,000 to 49,999	3,884 16.3%	4,302 15.9%	5,258 15.9%	6,793 16.1%
HH Income \$25,000 to 34,999	3,087 13.0%	3,395 12.6%	4,215 12.8%	5,535 13.1%
HH Income \$15,000 to 24,999	3,256 13.7%	3,549 13.1%	4,205 12.8%	5,220 12.4%
HH Income \$10,000 to 14,999	1,924 8.1%	2,178 8.1%	2,595 7.9%	3,217 7.6%
HH Income \$0 to 9,999	1,490 6.3%	1,645 6.1%	2,073 6.3%	2,759 6.5%
HH Income \$35,000+	14,024 59.0%	16,280 60.2%	19,885 60.3%	25,483 60.4%
HH Income \$50,000+	10,140 42.6%	11,978 44.3%	14,627 44.4%	18,690 44.3%
HH Income \$75,000+	5,381 22.6%	6,549 24.2%	8,048 24.4%	10,180 24.1%

Race & Ethnicity (2010)

	5 Miles	10 Miles	20 Miles	30 Miles
Total Population	64,226	73,924	91,874	118,773
White	59,874 93.2%	68,089 92.1%	83,199 90.6%	108,294 91.2%
Black or African American	621 1.0%	698 0.9%	806 0.9%	990 0.8%
American Indian & Alaska Native	1,420 2.2%	2,562 3.5%	4,867 5.3%	5,933 5.0%
Asian	902 1.4%	1,003 1.4%	1,119 1.2%	1,308 1.1%
Hawaiian & Pacific Islander	124 0.2%	143 0.2%	149 0.2%	160 0.1%
Other Race	669 1.0%	744 1.0%	976 1.1%	1,242 1.0%
Two or More Races	617 1.0%	687 0.9%	758 0.8%	846 0.7%
Not Hispanic or Latino Population	59,839 93.2%	69,003 93.3%	83,903 91.3%	106,083 89.3%
Non Hispanic: White	55,691 93.1%	63,482 92.0%	75,834 90.4%	96,410 90.9%
Non Hispanic: Black or African American	598 1.0%	671 1.0%	772 0.9%	950 0.9%
Non Hispanic: Amer Indian & AK Native	1,321 2.2%	2,367 3.4%	4,412 5.3%	5,323 5.0%
Non Hispanic: Asian	850 1.4%	947 1.4%	1,043 1.2%	1,198 1.1%
Non Hispanic: Hawaiian & Pacific Island	121 0.2%	139 0.2%	145 0.2%	156 0.1%
Non Hispanic: Other Race	669 1.1%	744 1.1%	976 1.2%	1,242 1.2%
Non Hispanic: Two or More Races	589 1.0%	656 0.9%	722 0.9%	804 0.8%
Hispanic or Latino Population	4,387 6.8%	4,921 6.7%	7,971 8.7%	12,691 10.7%
Hispanic: White	4,183 95.3%	4,608 93.6%	7,366 92.4%	11,884 93.6%
Hispanic: Black or African American	23 0.5%	27 0.5%	34 0.4%	40 0.3%
Hispanic: American Indian & Alaska Nat	99 2.2%	195 4.0%	455 5.7%	610 4.8%
Hispanic: Asian	52 1.2%	56 1.1%	76 1.0%	110 0.9%
Hispanic: Hawaiian & Pacific Islander	3 0.1%	4 0.1%	4 0.1%	4 -
Hispanic: Other Race	- -	- -	- -	- -
Hispanic: Two or More Races	28 0.6%	31 0.6%	36 0.5%	42 0.3%
Not of Hispanic Origin Population (1990)	50,250 95.5%	56,795 95.5%	70,474 94.4%	91,888 93.6%
Hispanic Origin Population (1990)	2,377 4.5%	2,677 4.5%	4,172 5.6%	6,284 6.4%
Not Hispanic or Latino Population (2000)	56,303 94.8%	64,645 95.0%	79,490 93.2%	101,594 91.6%
Hispanic or Latino Population (2000)	3,059 5.2%	3,424 5.0%	5,781 6.8%	9,365 8.4%
Not Hispanic or Latino Population 5yr (2015)	61,213 92.1%	71,483 92.4%	86,237 90.3%	108,683 88.0%
Hispanic or Latino Population 5yr (2015)	5,260 7.9%	5,910 7.6%	9,313 9.7%	14,765 12.0%
Historical Annual Change (1990-2000)	682 2.9%	747 2.8%	1,610 3.9%	3,081 4.9%
Projected Annual Change (2000-2015)	2,202 4.8%	2,486 4.8%	3,532 4.1%	5,400 3.8%

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Age Distribution (2010)

Total Population	64,226		73,924		91,874		118,773	
Age 0 to 4 yrs	6,136	9.6%	6,881	9.3%	8,541	9.3%	10,958	9.2%
Age 5 to 9 yrs	5,478	8.5%	6,218	8.4%	7,743	8.4%	9,869	8.3%
Age 10 to 14 yrs	4,457	6.9%	5,245	7.1%	6,778	7.4%	8,885	7.5%
Age 15 to 19 yrs	4,493	7.0%	5,240	7.1%	6,626	7.2%	8,755	7.4%
Age 20 to 24 yrs	5,817	9.1%	6,442	8.7%	7,697	8.4%	9,542	8.0%
Age 25 to 29 yrs	5,645	8.8%	6,266	8.5%	7,456	8.1%	9,245	7.8%
Age 30 to 34 yrs	4,466	7.0%	5,058	6.8%	6,116	6.7%	7,665	6.5%
Age 35 to 39 yrs	3,722	5.8%	4,308	5.8%	5,309	5.8%	6,691	5.6%
Age 40 to 44 yrs	3,305	5.1%	3,929	5.3%	4,933	5.4%	6,442	5.4%
Age 45 to 49 yrs	3,480	5.4%	4,173	5.6%	5,258	5.7%	7,007	5.9%
Age 50 to 54 yrs	3,713	5.8%	4,487	6.1%	5,704	6.2%	7,520	6.3%
Age 55 to 59 yrs	3,603	5.6%	4,307	5.8%	5,518	6.0%	7,193	6.1%
Age 60 to 64 yrs	3,057	4.8%	3,563	4.8%	4,435	4.8%	5,869	4.9%
Age 65 to 69 yrs	2,197	3.4%	2,526	3.4%	3,152	3.4%	4,194	3.5%
Age 70 to 74 yrs	1,574	2.5%	1,804	2.4%	2,284	2.5%	3,081	2.6%
Age 75 to 79 yrs	1,176	1.8%	1,347	1.8%	1,726	1.9%	2,343	2.0%
Age 80 to 84 yrs	908	1.4%	1,033	1.4%	1,299	1.4%	1,756	1.5%
Age 85 yrs plus	999	1.6%	1,098	1.5%	1,299	1.4%	1,760	1.5%
Median Age	30.1 yrs		30.7 yrs		30.9 yrs		31.3 yrs	
Age 19 yrs or less	20,564	32.0%	23,584	31.9%	29,689	32.3%	38,467	32.4%
Age 20 to 64 years	36,807	57.3%	42,532	57.5%	52,426	57.1%	67,173	56.6%
Age 65 years Plus	6,855	10.7%	7,808	10.6%	9,760	10.6%	13,133	11.1%

Female Age Distribution (2010)

Female Population	32,434	50.5%	37,175	50.3%	46,237	50.3%	59,694	50.3%
Age 0 to 4 yrs	2,992	9.2%	3,349	9.0%	4,167	9.0%	5,335	8.9%
Age 5 to 9 yrs	2,665	8.2%	3,027	8.1%	3,783	8.2%	4,843	8.1%
Age 10 to 14 yrs	2,147	6.6%	2,541	6.8%	3,299	7.1%	4,320	7.2%
Age 15 to 19 yrs	2,298	7.1%	2,662	7.2%	3,313	7.2%	4,329	7.3%
Age 20 to 24 yrs	2,963	9.1%	3,259	8.8%	3,887	8.4%	4,775	8.0%
Age 25 to 29 yrs	2,696	8.3%	2,986	8.0%	3,573	7.7%	4,439	7.4%
Age 30 to 34 yrs	2,156	6.6%	2,446	6.6%	2,980	6.4%	3,751	6.3%
Age 35 to 39 yrs	1,902	5.9%	2,208	5.9%	2,762	6.0%	3,483	5.8%
Age 40 to 44 yrs	1,715	5.3%	2,042	5.5%	2,588	5.6%	3,350	5.6%
Age 45 to 49 yrs	1,777	5.5%	2,120	5.7%	2,667	5.8%	3,548	5.9%
Age 50 to 54 yrs	1,893	5.8%	2,270	6.1%	2,882	6.2%	3,821	6.4%
Age 55 to 59 yrs	1,874	5.8%	2,217	6.0%	2,835	6.1%	3,650	6.1%
Age 60 to 64 yrs	1,557	4.8%	1,781	4.8%	2,197	4.8%	2,932	4.9%
Age 65 to 69 yrs	1,113	3.4%	1,278	3.4%	1,595	3.4%	2,130	3.6%
Age 70 to 74 yrs	838	2.6%	941	2.5%	1,189	2.6%	1,600	2.7%
Age 75 to 79 yrs	649	2.0%	727	2.0%	935	2.0%	1,265	2.1%
Age 80 to 84 yrs	529	1.6%	596	1.6%	741	1.6%	993	1.7%
Age 85 yrs plus	670	2.1%	724	1.9%	845	1.8%	1,131	1.9%
Female Median Age	30.9 yrs		31.4 yrs		31.6 yrs		32.1 yrs	
Age 19 yrs or less	10,102	31.1%	11,580	31.1%	14,562	31.5%	18,827	31.5%
Age 20 to 64 years	18,532	57.1%	21,330	57.4%	26,371	57.0%	33,748	56.5%
Age 65 years Plus	3,800	11.7%	4,266	11.5%	5,304	11.5%	7,119	11.9%

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Male Age Distribution (2010)

Male Population	31,792	49.5%	36,749	49.7%	45,637	49.7%	59,080	49.7%
Age 0 to 4 yrs	3,144	9.9%	3,532	9.6%	4,374	9.6%	5,622	9.5%
Age 5 to 9 yrs	2,813	8.8%	3,190	8.7%	3,960	8.7%	5,026	8.5%
Age 10 to 14 yrs	2,309	7.3%	2,705	7.4%	3,479	7.6%	4,565	7.7%
Age 15 to 19 yrs	2,195	6.9%	2,578	7.0%	3,313	7.3%	4,426	7.5%
Age 20 to 24 yrs	2,853	9.0%	3,184	8.7%	3,810	8.3%	4,767	8.1%
Age 25 to 29 yrs	2,949	9.3%	3,279	8.9%	3,883	8.5%	4,806	8.1%
Age 30 to 34 yrs	2,310	7.3%	2,612	7.1%	3,136	6.9%	3,914	6.6%
Age 35 to 39 yrs	1,820	5.7%	2,100	5.7%	2,546	5.6%	3,207	5.4%
Age 40 to 44 yrs	1,590	5.0%	1,887	5.1%	2,345	5.1%	3,093	5.2%
Age 45 to 49 yrs	1,704	5.4%	2,053	5.6%	2,591	5.7%	3,459	5.9%
Age 50 to 54 yrs	1,821	5.7%	2,217	6.0%	2,823	6.2%	3,699	6.3%
Age 55 to 59 yrs	1,729	5.4%	2,089	5.7%	2,683	5.9%	3,543	6.0%
Age 60 to 64 yrs	1,499	4.7%	1,782	4.8%	2,238	4.9%	2,937	5.0%
Age 65 to 69 yrs	1,084	3.4%	1,248	3.4%	1,557	3.4%	2,063	3.5%
Age 70 to 74 yrs	737	2.3%	863	2.3%	1,095	2.4%	1,481	2.5%
Age 75 to 79 yrs	527	1.7%	620	1.7%	791	1.7%	1,078	1.8%
Age 80 to 84 yrs	379	1.2%	437	1.2%	558	1.2%	763	1.3%
Age 85 yrs plus	329	1.0%	374	1.0%	454	1.0%	630	1.1%
Male Median Age	29.4 yrs		30.2 yrs		30.3 yrs		30.6 yrs	
Age 19 yrs or less	10,462	32.9%	12,005	32.7%	15,127	33.1%	19,640	33.2%
Age 20 to 64 years	18,275	57.5%	21,203	57.7%	26,055	57.1%	33,425	56.6%
Age 65 years Plus	3,055	9.6%	3,542	9.6%	4,455	9.8%	6,015	10.2%

Males per 100 Females (2010)

Overall Comparison	98		99		99		99	
Age 0 to 4 yrs	105	51.2%	105	51.3%	105	51.2%	105	51.3%
Age 5 to 9 yrs	106	51.3%	105	51.3%	105	51.1%	104	50.9%
Age 10 to 14 yrs	108	51.8%	106	51.6%	105	51.3%	106	51.4%
Age 15 to 19 yrs	96	48.9%	97	49.2%	100	50.0%	102	50.6%
Age 20 to 24 yrs	96	49.1%	98	49.4%	98	49.5%	100	50.0%
Age 25 to 29 yrs	109	52.2%	110	52.3%	109	52.1%	108	52.0%
Age 30 to 34 yrs	107	51.7%	107	51.6%	105	51.3%	104	51.1%
Age 35 to 39 yrs	96	48.9%	95	48.7%	92	48.0%	92	47.9%
Age 40 to 44 yrs	93	48.1%	92	48.0%	91	47.5%	92	48.0%
Age 45 to 49 yrs	96	48.9%	97	49.2%	97	49.3%	97	49.4%
Age 50 to 54 yrs	96	49.0%	98	49.4%	98	49.5%	97	49.2%
Age 55 to 59 yrs	92	48.0%	94	48.5%	95	48.6%	97	49.3%
Age 60 to 64 yrs	96	49.0%	100	50.0%	102	50.5%	100	50.0%
Age 65 to 69 yrs	97	49.3%	98	49.4%	98	49.4%	97	49.2%
Age 70 to 74 yrs	88	46.8%	92	47.8%	92	48.0%	93	48.1%
Age 75 to 79 yrs	81	44.8%	85	46.0%	85	45.8%	85	46.0%
Age 80 to 84 yrs	72	41.8%	73	42.3%	75	43.0%	77	43.4%
Age 85 yrs plus	49	32.9%	52	34.1%	54	34.9%	56	35.8%
Age 19 yrs or less	104	50.9%	104	50.9%	104	51.0%	104	51.1%
Age 20 to 39 yrs	102	50.6%	103	50.6%	101	50.3%	101	50.4%
Age 40 to 64 yrs	95	48.6%	96	49.0%	96	49.1%	97	49.2%
Age 65 years Plus	80	44.6%	83	45.4%	84	45.6%	84	45.8%

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Household Type (2010)

Total Households	23,782		27,048		32,973		42,214	
Households with Children	8,545	35.9%	9,805	36.3%	12,165	36.9%	15,766	37.3%
Average Household Size	2.63		2.66		2.72		2.75	
Est. Household Density	302.97	<i>psm</i>	86.13	<i>psm</i>	26.25	<i>psm</i>	14.94	<i>psm</i>
Population Family	52,228	81.3%	60,350	81.6%	76,365	83.1%	100,109	84.3%
Population Non-Family	10,404	16.2%	11,549	15.6%	13,243	14.4%	16,041	13.5%
Population Group Qtrs	1,594	2.5%	2,025	2.7%	2,267	2.5%	2,624	2.2%
Family Households	15,950	67.1%	18,393	68.0%	22,896	69.4%	29,794	70.6%
<i>Married Couple Hhlds</i>	12,477	78.2%	14,478	78.7%	18,098	79.0%	23,795	79.9%
<i>Other Family Hhlds</i>	3,473	21.8%	3,915	21.3%	4,798	21.0%	5,999	20.1%
Family Households With Children	8,474	53.1%	9,727	52.9%	12,074	52.7%	15,664	52.6%
<i>Married Couple With Children</i>	6,099	72.0%	7,051	72.5%	8,751	72.5%	11,450	73.1%
<i>Other Family Hhlds With Children</i>	2,375	28.0%	2,676	27.5%	3,323	27.5%	4,215	26.9%
Family Households No Children	7,476	46.9%	8,667	47.1%	10,822	47.3%	14,130	47.4%
<i>Married Couple No Children</i>	6,378	85.3%	7,427	85.7%	9,347	86.4%	12,345	87.4%
<i>Other Family Households No Children</i>	1,098	14.7%	1,239	14.3%	1,476	13.6%	1,785	12.6%
Average Family Household Size	3.27		3.28		3.34		3.36	
Average Family Income	\$65,221		\$67,441		\$66,149		\$67,158	
Median Family Income	\$53,978		\$55,538		\$55,424		\$55,094	
Non-Family Households	7,832	32.9%	8,654	32.0%	10,077	30.6%	12,421	29.4%
Non-Family Hhlds With Children	71	0.9%	78	0.9%	91	0.9%	102	0.8%
Non-Family Hhd No Children	7,761	99.1%	8,576	99.1%	9,986	99.1%	12,318	99.2%
<i>N-F Hhd Lone Person No Children</i>	6,311	80.6%	6,948	80.3%	8,200	81.4%	10,265	82.6%
Lone Male Householder	2,808	44.5%	3,137	45.1%	3,701	45.1%	4,620	45.0%
Lone Female Householder	3,503	55.5%	3,811	54.9%	4,499	54.9%	5,644	55.0%
<i>N-F Hhd 2+ Persons No Children</i>	1,450	18.5%	1,628	18.8%	1,785	17.7%	2,054	16.5%
Average Non-Family Hhd Size	1.33		1.33		1.31		1.29	

Marital Status (2010)

(15 Years or Older)	48,136		55,565		68,798		89,043	
Never Married	12,507	26.0%	14,360	25.8%	17,315	25.2%	21,455	24.1%
Now Married	26,249	54.5%	30,497	54.9%	38,344	55.7%	50,846	57.1%
Previously Married	9,380	19.5%	10,708	19.3%	13,139	19.1%	16,742	18.8%
Separated	2,119	22.6%	2,601	24.3%	3,155	24.0%	3,806	22.7%
Widowed	2,511	26.8%	2,787	26.0%	3,461	26.3%	4,665	27.9%
Divorced	4,750	50.6%	5,320	49.7%	6,523	49.6%	8,271	49.4%

Educational Attainment (2010)

Adult Population (25 Years or Older)	37,845		43,898		54,489		70,765	
Elementary (0 to 8)	1,042	2.8%	1,264	2.9%	2,170	4.0%	3,559	5.0%
Some High School (9 to 11)	2,478	6.5%	2,842	6.5%	3,703	6.8%	5,012	7.1%
High School Graduate (12)	8,817	23.3%	10,206	23.2%	13,342	24.5%	18,805	26.6%
Some College (13 to 16)	11,064	29.2%	12,639	28.8%	15,430	28.3%	19,745	27.9%
Associate Degree Only	3,539	9.4%	4,019	9.2%	4,905	9.0%	6,248	8.8%
Bachelor Degree Only	7,723	20.4%	8,953	20.4%	10,356	19.0%	12,154	17.2%
Graduate Degree	3,184	8.4%	3,974	9.1%	4,582	8.4%	5,243	7.4%
Any College + (Some College or higher)	25,510	67.4%	29,586	67.4%	35,273	64.7%	43,389	61.3%
College Degree + (Bachelor Degree or higher)	10,907	28.8%	12,927	29.4%	14,938	27.4%	17,397	24.6%

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5 Miles

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20 Miles

30 Miles

Housing (2010)

Total Housing Units	25,901		29,491		36,005		46,175	
Housing Units, Occupied	23,782	91.8%	27,048	91.7%	32,973	91.6%	42,214	91.4%
Housing Units, Owner-Occupied	15,922	67.0%	18,569	68.7%	23,361	70.8%	30,678	72.7%
Housing Units, Renter-Occupied	7,860	33.0%	8,478	31.3%	9,612	29.2%	11,537	27.3%
Housing Units, Vacant	2,119	7.6%	2,444	7.7%	3,032	7.8%	3,961	7.9%
Total Housing Units (2000)	23,197		26,275		32,236		41,501	
Historical Annual Change (2000-2010)	2,704	1.2%	3,216	1.2%	3,768	1.2%	4,674	1.1%

Household Size (2010)

Total Households	23,782		27,048		32,973		42,214	
1 Person Household	6,311	26.5%	6,948	25.7%	8,200	24.9%	10,265	24.3%
2 Person Households	7,393	31.1%	8,475	31.3%	10,229	31.0%	13,087	31.0%
3 Person Households	3,682	15.5%	4,228	15.6%	5,118	15.5%	6,523	15.5%
4 Person Households	3,388	14.2%	3,903	14.4%	4,795	14.5%	6,126	14.5%
5 Person Households	1,761	7.4%	2,035	7.5%	2,577	7.8%	3,401	8.1%
6 Person Households	818	3.4%	942	3.5%	1,271	3.9%	1,725	4.1%
7+ Person Households	429	1.8%	516	1.9%	783	2.4%	1,087	2.6%

Household Stability (2010)

Total Households	23,782		27,048		32,973		42,214	
In current residence < 1 year	5,285	22.2%	5,886	21.8%	6,870	20.8%	8,648	20.5%
In current residence 1-2 years	5,859	24.6%	6,545	24.2%	8,022	24.3%	10,179	24.1%
In current residence 3-5 years	3,357	14.1%	3,910	14.5%	4,789	14.5%	6,039	14.3%
In current residence 6-10 years	3,696	15.5%	4,273	15.8%	5,350	16.2%	6,982	16.5%
In current residence > 10 years	5,584	23.5%	6,434	23.8%	7,942	24.1%	10,367	24.6%
Turnover (% Annual Residential Turnover)		22.2%		21.8%		20.8%		20.5%
Stability (% In Current Residence 5+ Years)		39.0%		39.6%		40.3%		41.1%
Median Years in Residence		3.8 yrs		3.9 yrs		4.0 yrs		4.1 yrs

Household Vehicles (2010)

Total Vehicles Available	49,905		57,746		71,991		94,030	
Household: 0 Vehicles Available	992	4.2%	1,059	3.9%	1,249	3.8%	1,605	3.8%
Household: 1 Vehicles Available	6,693	28.1%	7,416	27.4%	8,731	26.5%	10,736	25.4%
Household: 2 Vehicles Available	9,652	40.6%	10,812	40.0%	12,695	38.5%	15,777	37.4%
Household: 3+ Vehicles Available	6,444	27.1%	7,761	28.7%	10,298	31.2%	14,095	33.4%
Average Per Household	2.1	Vehicles	2.1	Vehicles	2.2	Vehicles	2.2	Vehicles
Owner Occupied Hhlds Vehicles	36,998	74.1%	43,694	75.7%	56,216	78.1%	75,178	80.0%
Average Per Owner Household	2.3	Vehicles	2.4	Vehicles	2.4	Vehicles	2.5	Vehicles
Renter Occupied Hhlds Vehicles	12,907	25.9%	14,051	24.3%	15,775	21.9%	18,851	20.0%
Average Per Renter Household	1.6	Vehicles	1.7	Vehicles	1.6	Vehicles	1.6	Vehicles

Travel Time (2000)

Worker Base (16 Years or Older)	28,685		32,584		39,623		50,978	
Travel to Work in 14 Minutes or Less	17,078	59.5%	18,768	57.6%	21,782	55.0%	27,035	53.0%
Travel to Work in 15 to 29 Minutes	7,788	27.2%	9,384	28.8%	11,489	29.0%	14,007	27.5%
Travel to Work in 30 to 59 Minutes	1,790	6.2%	2,080	6.4%	3,373	8.5%	5,758	11.3%
Travel to Work in 60 Minutes or More	1,281	4.5%	1,498	4.6%	1,817	4.6%	2,412	4.7%
Work at Home	748	2.6%	855	2.6%	1,161	2.9%	1,765	3.5%
Average Travel Time to Work		15.2 mins		15.6 mins		16.3 mins		17.0 mins

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Transportation To Work (2000)

Work Base	28,685		32,584		39,623		50,978	
Drive to Work Alone	22,614	78.8%	25,776	79.1%	31,111	78.5%	39,483	77.5%
Drive to Work in Carpool	3,645	12.7%	4,091	12.6%	5,133	13.0%	6,884	13.5%
Travel to Work - Public Transportation	497	1.7%	565	1.7%	699	1.8%	935	1.8%
Drive to Work on Motorcycle	47	0.2%	58	0.2%	58	0.1%	59	0.1%
Bicycle to Work	203	0.7%	210	0.6%	215	0.5%	220	0.4%
Walk to Work	860	3.0%	929	2.9%	1,123	2.8%	1,465	2.9%
Other Means	72	0.3%	100	0.3%	122	0.3%	167	0.3%
Work at Home	748	2.6%	855	2.6%	1,161	2.9%	1,765	3.5%

Daytime Demos (2010)

Total Number of Businesses	2,622		2,857		3,227		4,370	
Total Number of Employees	29,073		32,972		36,728		48,807	
Company Headqtrs: Businesses	-	-	1	-	1	-	2	-
Company Headqtrs: Employees	8	-	16	-	16	-	31	0.1%
Employee Population per Business	11.1 to 1		11.5 to 1		11.4 to 1		11.2 to 1	
Residential Population per Business	24.5 to 1		25.9 to 1		28.5 to 1		27.2 to 1	
Est. Adj. Daytime Demographics (Age16+)	46,674		53,636		62,870		82,501	

Labor Force (2010)

Labor: Population Age 16+	47,230		54,503		67,448		87,261	
Unemployment Rate		5.4%		5.4%		5.3%		4.9%
Labor Force Total: Males	23,079	48.9%	26,796	49.2%	33,146	49.1%	42,964	49.2%
<i>Male civilian employed</i>	15,776	68.4%	18,077	67.5%	22,384	67.5%	29,484	68.6%
<i>Male civilian unemployed</i>	1,341	5.8%	1,583	5.9%	1,955	5.9%	2,366	5.5%
<i>Males in Armed Forces</i>	35	0.2%	38	0.1%	40	0.1%	40	0.1%
<i>Males not in labor force</i>	5,927	25.7%	7,098	26.5%	8,766	26.4%	11,075	25.8%
Labor Force Total: Females	24,150	51.1%	27,707	50.8%	34,303	50.9%	44,297	50.8%
<i>Female civilian employed</i>	13,818	57.2%	15,725	56.8%	18,882	55.0%	24,043	54.3%
<i>Female civilian unemployed</i>	1,191	4.9%	1,356	4.9%	1,621	4.7%	1,949	4.4%
<i>Females in Armed Forces</i>	-	-	-	-	-	-	-	-
<i>Females not in labor force</i>	9,141	37.9%	10,626	38.4%	13,799	40.2%	18,305	41.3%
Employment Force Change (2000-2010)	984	3.4%	1,296	4.0%	1,729	4.4%	2,655	5.2%
Male Change (2000-2010)	712	4.7%	915	5.3%	1,309	6.2%	2,029	7.4%
Female Change (2000-2010)	272	2.0%	381	2.5%	420	2.3%	626	2.7%

Occupation (2000)

Occupation: Population Age 16+	28,610		32,505		39,537		50,872	
Occupation Total: Males	15,064	52.7%	17,161	52.8%	21,075	53.3%	27,455	54.0%
Occupation Total: Females	13,546	47.3%	15,344	47.2%	18,462	46.7%	23,417	46.0%
Mgmt, Business, & Financial Operations	2,771	9.7%	3,298	10.1%	4,069	10.3%	5,525	10.9%
Professional and Related	6,265	21.9%	7,278	22.4%	8,454	21.4%	10,154	20.0%
Service	4,674	16.3%	5,276	16.2%	6,286	15.9%	8,071	15.9%
Sales and Office	8,343	29.2%	9,194	28.3%	10,725	27.1%	12,972	25.5%
Farming, Fishing, & Forestry	108	0.4%	145	0.4%	555	1.4%	1,138	2.2%
Construction, Extraction, & Maintenance	2,729	9.5%	3,128	9.6%	3,984	10.1%	5,257	10.3%
Production, Transport, & Material Moving	3,720	13.0%	4,187	12.9%	5,464	13.8%	7,755	15.2%
White Collar		60.7%		60.8%		58.8%		56.3%
Blue Collar		39.3%		39.2%		41.2%		43.7%

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Pocatello, ID

5 Miles

10 Miles

20 Miles

30 Miles

Units In Structure (2000)

	5 Miles		10 Miles		20 Miles		30 Miles	
Total Units	23,197		26,275		32,236		41,501	
1 Detached Unit	14,740	63.5%	16,751	63.8%	21,128	65.5%	27,607	66.5%
1 Attached Unit	843	3.6%	1,008	3.8%	1,056	3.3%	1,159	2.8%
2 Units	1,480	6.4%	1,567	6.0%	1,684	5.2%	1,974	4.8%
3 to 4 Units	1,442	6.2%	1,492	5.7%	1,677	5.2%	1,977	4.8%
5 to 9 Units	652	2.8%	719	2.7%	823	2.6%	943	2.3%
10 to 19 Units	699	3.0%	723	2.8%	757	2.3%	814	2.0%
20 to 49 Units	478	2.1%	500	1.9%	525	1.6%	625	1.5%
50 or more Units	680	2.9%	699	2.7%	705	2.2%	751	1.8%
Mobile Home or Trailer	2,160	9.3%	2,781	10.6%	3,841	11.9%	5,605	13.5%
Other Structure	24	0.1%	35	0.1%	41	0.1%	45	0.1%

Homes Built By Year (2000)

Homes Built 1999 to 2000	383	1.7%	481	1.8%	563	1.7%	819	2.0%
Homes Built 1995 to 1998	1,505	6.5%	1,840	7.0%	2,319	7.2%	2,989	7.2%
Homes Built 1990 to 1994	1,297	5.6%	1,562	5.9%	1,928	6.0%	2,429	5.9%
Homes Built 1980 to 1989	2,231	9.6%	2,628	10.0%	3,370	10.5%	4,409	10.6%
Homes Built 1970 to 1979	5,915	25.5%	7,053	26.8%	8,629	26.8%	11,335	27.3%
Homes Built 1960 to 1969	2,922	12.6%	3,318	12.6%	4,136	12.8%	5,219	12.6%
Homes Built 1950 to 1959	3,541	15.3%	3,743	14.2%	4,457	13.8%	5,373	12.9%
Homes Built 1940 to 1949	2,531	10.9%	2,655	10.1%	3,059	9.5%	3,701	8.9%
Homes Built Before 1939	2,872	12.4%	2,995	11.4%	3,775	11.7%	5,227	12.6%

Median Age of Homes 35.2 yrs 33.9 yrs 33.3 yrs 32.5 yrs

Home Values (2000)

	5 Miles		10 Miles		20 Miles		30 Miles	
Owner Specified Housing Units	12,164		13,868		16,956		21,436	
Home Values \$1,000,000 or More	-	-	6	-	8	-	10	-
Home Values \$750,000 to \$999,999	-	-	-	-	-	-	-	-
Home Values \$500,000 to \$749,999	-	-	7	0.1%	16	0.1%	17	0.1%
Home Values \$400,000 to \$499,999	1	-	9	0.1%	12	0.1%	12	0.1%
Home Values \$300,000 to \$399,999	23	0.2%	54	0.4%	68	0.4%	107	0.5%
Home Values \$250,000 to \$299,999	103	0.8%	187	1.3%	220	1.3%	232	1.1%
Home Values \$200,000 to \$249,999	335	2.8%	514	3.7%	630	3.7%	742	3.5%
Home Values \$175,000 to \$199,999	319	2.6%	442	3.2%	528	3.1%	626	2.9%
Home Values \$150,000 to \$174,999	535	4.4%	691	5.0%	866	5.1%	1,146	5.3%
Home Values \$125,000 to \$149,999	1,070	8.8%	1,444	10.4%	1,657	9.8%	2,080	9.7%
Home Values \$100,000 to \$124,999	1,720	14.1%	1,937	14.0%	2,370	14.0%	2,948	13.8%
Home Values \$90,000 to \$99,999	1,456	12.0%	1,612	11.6%	1,948	11.5%	2,419	11.3%
Home Values \$80,000 to \$89,999	1,993	16.4%	2,099	15.1%	2,396	14.1%	2,943	13.7%
Home Values \$70,000 to \$79,999	1,549	12.7%	1,619	11.7%	1,973	11.6%	2,525	11.8%
Home Values \$60,000 to \$69,999	1,487	12.2%	1,564	11.3%	1,952	11.5%	2,484	11.6%
Home Values \$50,000 to \$59,999	781	6.4%	838	6.0%	1,125	6.6%	1,456	6.8%
Home Values \$35,000 to \$49,999	555	4.6%	591	4.3%	800	4.7%	1,155	5.4%
Home Values \$25,000 to \$34,999	131	1.1%	135	1.0%	204	1.2%	301	1.4%
Home Values \$10,000 to \$24,999	71	0.6%	83	0.6%	136	0.8%	178	0.8%
Home Values \$0 to \$9,999	35	0.3%	35	0.3%	48	0.3%	55	0.3%
Owner Occupied Median Home Value	\$93,289		\$97,652		\$95,802		\$93,993	
Renter Occupied Median Rent	\$276		\$273		\$265		\$253	
Average Property Value (2010)	\$138,773		\$141,052		\$134,459		\$127,089	

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Consumer Expenditure (Annual Total)

Total Household Expenditure (2010)	\$1.12 B	\$1.30 B	\$1.58 B	\$2.03 B
<i>Total Non-Retail Expenditures (2010)</i>	\$645 M	\$749 M	\$905 M	\$1.17 B
<i>Total Retail Expenditures (2010)</i>	\$479 M	\$555 M	\$671 M	\$867 M
Apparel (2010)	\$53.5 M	\$62.1 M	\$75.1 M	\$97.0 M
Contributions (2010)	\$38.7 M	\$45.2 M	\$54.5 M	\$70.6 M
Education (2010)	\$24.8 M	\$29.0 M	\$34.8 M	\$44.9 M
Entertainment (2010)	\$62.3 M	\$72.4 M	\$87.6 M	\$113 M
Food And Beverages (2010)	\$176 M	\$203 M	\$246 M	\$317 M
Furnishings And Equipment (2010)	\$48.0 M	\$56.0 M	\$67.7 M	\$87.3 M
Gifts (2010)	\$28.1 M	\$32.8 M	\$39.4 M	\$51.0 M
Health Care (2010)	\$71.4 M	\$82.3 M	\$99.6 M	\$128 M
Household Operations (2010)	\$38.4 M	\$44.8 M	\$54.1 M	\$69.9 M
Miscellaneous Expenses (2010)	\$19.1 M	\$22.0 M	\$26.6 M	\$34.3 M
Personal Care (2010)	\$16.4 M	\$19.0 M	\$23.0 M	\$29.6 M
Personal Insurance (2010)	\$10.9 M	\$12.8 M	\$15.4 M	\$19.9 M
Reading (2010)	\$3.66 M	\$4.25 M	\$5.13 M	\$6.61 M
Shelter (2010)	\$215 M	\$250 M	\$302 M	\$391 M
Tobacco (2010)	\$7.99 M	\$9.16 M	\$11.1 M	\$14.3 M
Transportation (2010)	\$228 M	\$265 M	\$320 M	\$413 M
Utilities (2010)	\$81.6 M	\$94.2 M	\$114 M	\$147 M

Consumer Expenditure (per Household per Month)

Total Household Expenditure (2010)	\$3,938		\$4,018		\$3,984		\$4,016	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,259	57.4%	\$2,307	57.4%	\$2,287	57.4%	\$2,306	57.4%
<i>Total Retail Expenditures (2010)</i>	\$1,679	42.6%	\$1,711	42.6%	\$1,696	42.6%	\$1,711	42.6%
Apparel (2010)	\$188	4.8%	\$191	4.8%	\$190	4.8%	\$191	4.8%
Contributions (2010)	\$136	3.4%	\$139	3.5%	\$138	3.5%	\$139	3.5%
Education (2010)	\$87	2.2%	\$89	2.2%	\$88	2.2%	\$89	2.2%
Entertainment (2010)	\$218	5.5%	\$223	5.6%	\$221	5.6%	\$223	5.6%
Food And Beverages (2010)	\$615	15.6%	\$626	15.6%	\$621	15.6%	\$626	15.6%
Furnishings And Equipment (2010)	\$168	4.3%	\$173	4.3%	\$171	4.3%	\$172	4.3%
Gifts (2010)	\$98	2.5%	\$101	2.5%	\$100	2.5%	\$101	2.5%
Health Care (2010)	\$250	6.3%	\$254	6.3%	\$252	6.3%	\$254	6.3%
Household Operations (2010)	\$134	3.4%	\$138	3.4%	\$137	3.4%	\$138	3.4%
Miscellaneous Expenses (2010)	\$67	1.7%	\$68	1.7%	\$67	1.7%	\$68	1.7%
Personal Care (2010)	\$57	1.5%	\$59	1.5%	\$58	1.5%	\$59	1.5%
Personal Insurance (2010)	\$38	1.0%	\$39	1.0%	\$39	1.0%	\$39	1.0%
Reading (2010)	\$13	0.3%	\$13	0.3%	\$13	0.3%	\$13	0.3%
Shelter (2010)	\$755	19.2%	\$771	19.2%	\$764	19.2%	\$771	19.2%
Tobacco (2010)	\$28	0.7%	\$28	0.7%	\$28	0.7%	\$28	0.7%
Transportation (2010)	\$799	20.3%	\$815	20.3%	\$809	20.3%	\$815	20.3%
Utilities (2010)	\$286	7.3%	\$290	7.2%	\$288	7.2%	\$290	7.2%

This report was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.