

# Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections  
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91 Pocatello, ID 83202								
	5 mi radius		10 mi radius		20 mi radius		30 mi radius	
Population								
Estimated Population (2022)	71,752		83,491		101,766		131,119	
Projected Population (2027)	73,345		85,285		103,614		133,331	
Census Population (2020)	70,273		81,861		99,592		127,821	
Census Population (2010)	66,768		77,835		95,234		122,193	
Projected Annual Growth (2022-2027)	1,593	0.4%	1,794	0.4%	1,848	0.4%	2,212	0.3%
Historical Annual Growth (2020-2022)	1,479	1.1%	1,630	1.0%	2,174	1.1%	3,298	1.3%
Historical Annual Growth (2010-2020)	3,504	0.5%	4,026	0.5%	4,358	0.5%	5,629	0.5%
Estimated Population Density (2022)	914	psm	266	psm	81	psm	46	psm
Trade Area Size	78.5	sq mi	314.0	sq mi	1,256.5	sq mi	2,827.1	sq mi
Households								
Estimated Households (2022)	26,970		31,081		37,273		47,178	
Projected Households (2027)	27,752		31,973		38,335		48,575	
Census Households (2020)	26,405		30,461		36,471		45,975	
Census Households (2010)	24,901		28,770		34,573		43,617	
Projected Annual Growth (2022-2027)	782	0.6%	892	0.6%	1,062	0.6%	1,396	0.6%
Historical Annual Change (2010-2022)	2,069	0.7%	2,311	0.7%	2,701	0.7%	3,561	0.7%
Average Household Income								
Estimated Average Household Income (2022)	\$65,819		\$66,655		\$67,721		\$68,704	
Projected Average Household Income (2027)	\$78,362		\$77,719		\$79,020		\$78,777	
Census Average Household Income (2020)	\$49,765		\$52,078		\$52,366		\$52,921	
Census Average Household Income (2010)	\$44,778		\$46,478		\$46,236		\$46,172	
Projected Annual Change (2022-2027)	\$12,543	3.8%	\$11,064	3.3%	\$11,299	3.3%	\$10,073	2.9%
Historical Annual Change (2010-2022)	\$21,040	2.1%	\$20,177	2.0%	\$21,486	2.1%	\$22,533	2.2%
Median Household Income								
Estimated Median Household Income (2022)	\$56,365		\$57,233		\$57,741		\$58,935	
Projected Median Household Income (2027)	\$68,875		\$69,823		\$70,412		\$71,993	
Census Median Household Income (2020)	\$41,420		\$43,218		\$43,689		\$43,540	
Census Median Household Income (2010)	\$36,763		\$38,321		\$38,173		\$37,876	
Projected Annual Change (2022-2027)	\$12,510	4.4%	\$12,590	4.4%	\$12,671	4.4%	\$13,058	4.4%
Historical Annual Change (2010-2022)	\$19,602	2.4%	\$18,912	2.2%	\$19,568	2.3%	\$21,059	2.5%
Per Capita Income								
Estimated Per Capita Income (2022)	\$24,967		\$25,073		\$25,025		\$24,926	
Projected Per Capita Income (2027)	\$29,873		\$29,390		\$29,453		\$28,902	
Census Per Capita Income (2020)	\$18,563		\$19,252		\$19,012		\$18,891	
Census Per Capita Income (2010)	\$16,355		\$16,711		\$16,314		\$16,041	
Projected Annual Change (2022-2027)	\$4,906	3.9%	\$4,317	3.4%	\$4,428	3.5%	\$3,976	3.2%
Historical Annual Change (2010-2022)	\$8,612	2.4%	\$8,362	2.3%	\$8,712	2.4%	\$8,885	2.5%
Estimated Average Household Net Worth (2022)	\$525,433		\$554,210		\$561,573		\$571,291	

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Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91									
Pocatello, ID 83202									
	5 mi radius			10 mi radius		20 mi radius		30 mi radius	
Race and Ethnicity									
Total Population (2022)	71,752		83,491		101,766		131,119		
White (2022)	59,154	82.4%	67,552	80.9%	81,195	79.8%	103,869	79.2%	
Black or African American (2022)	1,017	1.4%	1,312	1.6%	1,387	1.4%	1,658	1.3%	
American Indian or Alaska Native (2022)	1,473	2.1%	2,596	3.1%	3,442	3.4%	4,007	3.1%	
Asian (2022)	1,971	2.7%	2,065	2.5%	2,128	2.1%	2,257	1.7%	
Hawaiian or Pacific Islander (2022)	214	0.3%	220	0.3%	228	0.2%	256	0.2%	
Other Race (2022)	2,503	3.5%	2,865	3.4%	3,504	3.4%	4,224	3.2%	
Two or More Races (2022)	5,420	7.6%	6,881	8.2%	9,881	9.7%	14,849	11.3%	
Population < 18 (2022)	18,927	26.4%	21,920	26.3%	27,396	26.9%	36,178	27.6%	
White Not Hispanic	14,053	74.2%	15,871	72.4%	19,391	70.8%	25,299	69.9%	
Black or African American	156	0.8%	164	0.7%	177	0.6%	214	0.6%	
Asian	196	1.0%	201	0.9%	206	0.8%	241	0.7%	
Other Race Not Hispanic	1,825	9.6%	2,681	12.2%	3,327	12.1%	3,785	10.5%	
Hispanic	2,697	14.3%	3,002	13.7%	4,295	15.7%	6,639	18.4%	
Not Hispanic or Latino Population (2022)	64,356	89.7%	75,055	89.9%	89,924	88.4%	113,168	86.3%	
Not Hispanic White	56,294	87.5%	64,367	85.8%	76,359	84.9%	95,749	84.6%	
Not Hispanic Black or African American	976	1.5%	1,248	1.7%	1,314	1.5%	1,562	1.4%	
Not Hispanic American Indian or Alaska Native	902	1.4%	1,880	2.5%	2,480	2.8%	2,733	2.4%	
Not Hispanic Asian	1,842	2.9%	1,899	2.5%	1,952	2.2%	2,059	1.8%	
Not Hispanic Hawaiian or Pacific Islander	142	0.2%	147	0.2%	153	0.2%	165	0.1%	
Not Hispanic Other Race	831	1.3%	1,064	1.4%	1,311	1.5%	1,512	1.3%	
Not Hispanic Two or More Races	3,368	5.2%	4,451	5.9%	6,356	7.1%	9,389	8.3%	
Hispanic or Latino Population (2022)	7,396	10.3%	8,436	10.1%	11,842	11.6%	17,951	13.7%	
Hispanic White	2,861	38.7%	3,185	37.8%	4,836	40.8%	8,120	45.2%	
Hispanic Black or African American	41	0.5%	64	0.8%	74	0.6%	96	0.5%	
Hispanic American Indian or Alaska Native	572	7.7%	717	8.5%	962	8.1%	1,274	7.1%	
Hispanic Asian	128	1.7%	166	2.0%	177	1.5%	198	1.1%	
Hispanic Hawaiian or Pacific Islander	71	1.0%	73	0.9%	75	0.6%	91	0.5%	
Hispanic Other Race	1,672	22.6%	1,801	21.4%	2,193	18.5%	2,712	15.1%	
Hispanic Two or More Races	2,052	27.7%	2,430	28.8%	3,525	29.8%	5,461	30.4%	
Not Hispanic or Latino Population (2020)	63,127	89.8%	73,840	90.2%	88,135	88.5%	110,412	86.4%	
Hispanic or Latino Population (2020)	7,145	10.2%	8,021	9.8%	11,457	11.5%	17,409	13.6%	
Not Hispanic or Latino Population (2010)	61,848	92.6%	72,128	92.7%	86,248	90.6%	107,815	88.2%	
Hispanic or Latino Population (2010)	4,921	7.4%	5,707	7.3%	8,986	9.4%	14,378	11.8%	
Not Hispanic or Latino Population (2027)	65,792	89.7%	76,684	89.9%	91,614	88.4%	115,117	86.3%	
Hispanic or Latino Population (2027)	7,553	10.3%	8,601	10.1%	12,000	11.6%	18,214	13.7%	
Projected Annual Growth (2022-2027)	157	0.4%	165	0.4%	159	0.3%	264	0.3%	
Historical Annual Growth (2010-2020)	2,225	4.5%	2,314	4.1%	2,471	2.7%	3,032	2.1%	

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Total Age Distribution (2022)											
Total Population	71,752			83,491			101,766			131,119	
Age Under 5 Years	5,581	7.8%		6,276	7.5%		7,721	7.6%		10,068	7.7%
Age 5 to 9 Years	5,492	7.7%		6,297	7.5%		7,822	7.7%		10,289	7.8%
Age 10 to 14 Years	5,062	7.1%		6,004	7.2%		7,592	7.5%		10,028	7.6%
Age 15 to 19 Years	5,031	7.0%		5,853	7.0%		7,133	7.0%		9,238	7.0%
Age 20 to 24 Years	6,052	8.4%		6,736	8.1%		7,688	7.6%		9,209	7.0%
Age 25 to 29 Years	6,065	8.5%		6,683	8.0%		7,753	7.6%		9,472	7.2%
Age 30 to 34 Years	5,539	7.7%		6,164	7.4%		7,374	7.2%		9,337	7.1%
Age 35 to 39 Years	4,282	6.0%		4,928	5.9%		5,987	5.9%		7,649	5.8%
Age 40 to 44 Years	3,601	5.0%		4,286	5.1%		5,230	5.1%		6,745	5.1%
Age 45 to 49 Years	3,238	4.5%		3,879	4.6%		4,822	4.7%		6,251	4.8%
Age 50 to 54 Years	3,769	5.3%		4,559	5.5%		5,680	5.6%		7,342	5.6%
Age 55 to 59 Years	4,124	5.7%		5,022	6.0%		6,129	6.0%		8,032	6.1%
Age 60 to 64 Years	3,877	5.4%		4,785	5.7%		5,886	5.8%		7,636	5.8%
Age 65 to 69 Years	3,206	4.5%		3,933	4.7%		4,942	4.9%		6,498	5.0%
Age 70 to 74 Years	2,789	3.9%		3,344	4.0%		4,139	4.1%		5,532	4.2%
Age 75 to 79 Years	1,851	2.6%		2,170	2.6%		2,711	2.7%		3,622	2.8%
Age 80 to 84 Years	1,132	1.6%		1,324	1.6%		1,622	1.6%		2,154	1.6%
Age 85 Years or Over	1,058	1.5%		1,247	1.5%		1,532	1.5%		2,010	1.5%
Median Age	32.0			33.1			33.4			33.7	
Age 19 Years or Less	21,167	29.5%		24,430	29.3%		30,268	29.7%		39,624	30.2%
Age 20 to 64 Years	40,548	56.5%		47,041	56.3%		56,550	55.6%		71,672	54.7%
Age 65 Years or Over	10,036	14.0%		12,018	14.4%		14,946	14.7%		19,816	15.1%
Female Age Distribution (2022)											
Female Population	35,840	50.0%		41,558	49.8%		50,612	49.7%		64,943	49.5%
Age Under 5 Years	2,669	7.4%		3,015	7.3%		3,722	7.4%		4,870	7.5%
Age 5 to 9 Years	2,672	7.5%		3,045	7.3%		3,781	7.5%		4,951	7.6%
Age 10 to 14 Years	2,407	6.7%		2,864	6.9%		3,669	7.2%		4,788	7.4%
Age 15 to 19 Years	2,492	7.0%		2,871	6.9%		3,491	6.9%		4,532	7.0%
Age 20 to 24 Years	3,087	8.6%		3,398	8.2%		3,854	7.6%		4,579	7.1%
Age 25 to 29 Years	2,954	8.2%		3,247	7.8%		3,775	7.5%		4,635	7.1%
Age 30 to 34 Years	2,700	7.5%		2,996	7.2%		3,580	7.1%		4,541	7.0%
Age 35 to 39 Years	2,086	5.8%		2,422	5.8%		2,942	5.8%		3,751	5.8%
Age 40 to 44 Years	1,789	5.0%		2,141	5.2%		2,620	5.2%		3,357	5.2%
Age 45 to 49 Years	1,637	4.6%		1,958	4.7%		2,434	4.8%		3,133	4.8%
Age 50 to 54 Years	1,902	5.3%		2,301	5.5%		2,846	5.6%		3,654	5.6%
Age 55 to 59 Years	2,085	5.8%		2,511	6.0%		3,053	6.0%		3,967	6.1%
Age 60 to 64 Years	1,919	5.4%		2,355	5.7%		2,891	5.7%		3,748	5.8%
Age 65 to 69 Years	1,640	4.6%		1,998	4.8%		2,517	5.0%		3,277	5.0%
Age 70 to 74 Years	1,530	4.3%		1,798	4.3%		2,177	4.3%		2,877	4.4%
Age 75 to 79 Years	982	2.7%		1,149	2.8%		1,431	2.8%		1,905	2.9%
Age 80 to 84 Years	634	1.8%		736	1.8%		905	1.8%		1,173	1.8%
Age 85 Years or Over	656	1.8%		754	1.8%		923	1.8%		1,207	1.9%
Female Median Age	32.7			33.7			34.0			34.2	
Age 19 Years or Less	10,239	28.6%		11,795	28.4%		14,663	29.0%		19,141	29.5%
Age 20 to 64 Years	20,159	56.2%		23,329	56.1%		27,996	55.3%		35,364	54.5%
Age 65 Years or Over	5,442	15.2%		6,434	15.5%		7,953	15.7%		10,438	16.1%

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Hurley Dr & Hwy 91									
Pocatello, ID 83202									
		5 mi radius		10 mi radius		20 mi radius		30 mi radius	
Male Age Distribution (2022)									
Male Population	35,910	50.0%	41,931	50.2%	51,152	50.3%	66,168	50.5%	
Age Under 5 Years	2,913	8.1%	3,261	7.8%	3,999	7.8%	5,198	7.9%	
Age 5 to 9 Years	2,820	7.9%	3,252	7.8%	4,042	7.9%	5,338	8.1%	
Age 10 to 14 Years	2,655	7.4%	3,140	7.5%	3,923	7.7%	5,241	7.9%	
Age 15 to 19 Years	2,539	7.1%	2,981	7.1%	3,642	7.1%	4,707	7.1%	
Age 20 to 24 Years	2,964	8.3%	3,337	8.0%	3,834	7.5%	4,630	7.0%	
Age 25 to 29 Years	3,111	8.7%	3,436	8.2%	3,978	7.8%	4,837	7.3%	
Age 30 to 34 Years	2,840	7.9%	3,168	7.6%	3,794	7.4%	4,795	7.2%	
Age 35 to 39 Years	2,196	6.1%	2,506	6.0%	3,045	6.0%	3,899	5.9%	
Age 40 to 44 Years	1,812	5.0%	2,144	5.1%	2,610	5.1%	3,388	5.1%	
Age 45 to 49 Years	1,601	4.5%	1,921	4.6%	2,388	4.7%	3,118	4.7%	
Age 50 to 54 Years	1,867	5.2%	2,259	5.4%	2,834	5.5%	3,688	5.6%	
Age 55 to 59 Years	2,039	5.7%	2,511	6.0%	3,076	6.0%	4,065	6.1%	
Age 60 to 64 Years	1,958	5.5%	2,430	5.8%	2,995	5.9%	3,888	5.9%	
Age 65 to 69 Years	1,566	4.4%	1,936	4.6%	2,425	4.7%	3,221	4.9%	
Age 70 to 74 Years	1,259	3.5%	1,546	3.7%	1,962	3.8%	2,655	4.0%	
Age 75 to 79 Years	869	2.4%	1,022	2.4%	1,280	2.5%	1,717	2.6%	
Age 80 to 84 Years	498	1.4%	588	1.4%	717	1.4%	982	1.5%	
Age 85 Years or Over	402	1.1%	493	1.2%	609	1.2%	802	1.2%	
Male Median Age	31.4		32.5		32.9		33.2		
Age 19 Years or Less	10,927	30.4%	12,635	30.1%	15,605	30.5%	20,483	31.0%	
Age 20 to 64 Years	20,389	56.8%	23,712	56.6%	28,554	55.8%	36,307	54.9%	
Age 65 Years or Over	4,594	12.8%	5,584	13.3%	6,993	13.7%	9,378	14.2%	
Males per 100 Females (2022)									
Overall Comparison	100		101		101		102		
Age Under 5 Years	109	52.2%	108	52.0%	107	51.8%	107	51.6%	
Age 5 to 9 Years	106	51.4%	107	51.6%	107	51.7%	108	51.9%	
Age 10 to 14 Years	110	52.5%	110	52.3%	107	51.7%	109	52.3%	
Age 15 to 19 Years	102	50.5%	104	50.9%	104	51.1%	104	50.9%	
Age 20 to 24 Years	96	49.0%	98	49.5%	99	49.9%	101	50.3%	
Age 25 to 29 Years	105	51.3%	106	51.4%	105	51.3%	104	51.1%	
Age 30 to 34 Years	105	51.3%	106	51.4%	106	51.5%	106	51.4%	
Age 35 to 39 Years	105	51.3%	103	50.8%	104	50.9%	104	51.0%	
Age 40 to 44 Years	101	50.3%	100	50.0%	100	49.9%	101	50.2%	
Age 45 to 49 Years	98	49.4%	98	49.5%	98	49.5%	100	49.9%	
Age 50 to 54 Years	98	49.5%	98	49.5%	100	49.9%	101	50.2%	
Age 55 to 59 Years	98	49.4%	100	50.0%	101	50.2%	102	50.6%	
Age 60 to 64 Years	102	50.5%	103	50.8%	104	50.9%	104	50.9%	
Age 65 to 69 Years	96	48.9%	97	49.2%	96	49.1%	98	49.6%	
Age 70 to 74 Years	82	45.1%	86	46.2%	90	47.4%	92	48.0%	
Age 75 to 79 Years	88	46.9%	89	47.1%	89	47.2%	90	47.4%	
Age 80 to 84 Years	79	44.0%	80	44.4%	79	44.2%	84	45.6%	
Age 85 Years or Over	61	38.0%	65	39.5%	66	39.7%	66	39.9%	
Age 19 Years or Less	107	51.6%	107	51.7%	106	51.6%	107	51.7%	
Age 20 to 39 Years	103	50.6%	103	50.8%	104	50.9%	104	50.9%	
Age 40 to 64 Years	99	49.9%	100	50.0%	100	50.1%	102	50.4%	
Age 65 Years or Over	84	45.8%	87	46.5%	88	46.8%	90	47.3%	

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Pocatello, ID 83202									
Household Type (2022)									
Total Households	26,970		31,081		37,273		47,178		
Households with Children	9,216	34.2%	10,622	34.2%	13,071	35.1%	16,831	35.7%	
Average Household Size	2.6		2.6		2.7		2.7		
Household Density per Square Mile	344		99		30		17		
Population Family	57,298	79.9%	67,218	80.5%	83,531	82.1%	109,449	83.5%	
Population Non-Family	12,633	17.6%	14,024	16.8%	15,901	15.6%	18,919	14.4%	
Population Group Quarters	1,821	2.5%	2,250	2.7%	2,334	2.3%	2,751	2.1%	
Family Households	17,811	66.0%	20,867	67.1%	25,579	68.6%	33,082	70.1%	
Married Couple Households	13,339	74.9%	15,662	75.1%	19,385	75.8%	25,508	77.1%	
Other Family Households with Children	4,472	25.1%	5,205	24.9%	6,193	24.2%	7,574	22.9%	
Family Households with Children	9,187	51.6%	10,590	50.8%	13,038	51.0%	16,792	50.8%	
Married Couple with Children	6,314	68.7%	7,228	68.3%	9,017	69.2%	11,875	70.7%	
Other Family Households with Children	2,873	31.3%	3,362	31.7%	4,021	30.8%	4,917	29.3%	
Family Households No Children	8,624	48.4%	10,276	49.2%	12,541	49.0%	16,290	49.2%	
Married Couple No Children	7,025	81.5%	8,434	82.1%	10,368	82.7%	13,633	83.7%	
Other Family Households No Children	1,599	18.5%	1,843	17.9%	2,173	17.3%	2,657	16.3%	
Non-Family Households	9,159	34.0%	10,214	32.9%	11,695	31.4%	14,096	29.9%	
Non-Family Households with Children	29	0.3%	32	0.3%	33	0.3%	39	0.3%	
Non-Family Households No Children	9,130	99.7%	10,183	99.7%	11,662	99.7%	14,057	99.7%	
Average Family Household Size	3.2		3.2		3.3		3.3		
Average Family Income	\$74,503		\$75,046		\$76,518		\$77,738		
Median Family Income	\$70,469		\$70,905		\$70,737		\$71,321		
Average Non-Family Household Size	1.4		1.4		1.4		1.3		
Marital Status (2022)									
Population Age 15 Years or Over	55,617		64,914		78,631		100,734		
Never Married	17,709	31.8%	20,390	31.4%	24,439	31.1%	29,311	29.1%	
Currently Married	26,440	47.5%	30,950	47.7%	37,633	47.9%	50,330	50.0%	
Previously Married	11,468	20.6%	13,574	20.9%	16,559	21.1%	21,092	20.9%	
Separated	1,667	14.5%	1,968	14.5%	2,566	15.5%	3,326	15.8%	
Widowed	2,095	18.3%	2,595	19.1%	3,438	20.8%	4,739	22.5%	
Divorced	7,706	67.2%	9,012	66.4%	10,555	63.7%	13,027	61.8%	
Educational Attainment (2022)									
Adult Population Age 25 Years or Over	44,532		52,324		63,807		82,279		
Elementary (Grade Level 0 to 8)	906	2.0%	1,205	2.3%	1,747	2.7%	2,798	3.4%	
Some High School (Grade Level 9 to 11)	2,360	5.3%	2,786	5.3%	3,477	5.4%	4,419	5.4%	
High School Graduate	11,675	26.2%	14,144	27.0%	18,195	28.5%	24,045	29.2%	
Some College	12,618	28.3%	14,289	27.3%	17,029	26.7%	21,983	26.7%	
Associate Degree Only	4,765	10.7%	5,485	10.5%	6,703	10.5%	8,612	10.5%	
Bachelor Degree Only	8,418	18.9%	9,763	18.7%	11,221	17.6%	13,796	16.8%	
Graduate Degree	3,790	8.5%	4,651	8.9%	5,436	8.5%	6,626	8.1%	
Any College (Some College or Higher)	29,591	66.4%	34,189	65.3%	40,389	63.3%	51,018	62.0%	
College Degree + (Bachelor Degree or Higher)	12,209	27.4%	14,414	27.5%	16,657	26.1%	20,423	24.8%	

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91										
Pocatello, ID 83202										
			5 mi radius		10 mi radius		20 mi radius		30 mi radius	
Housing										
Total Housing Units (2022)	28,976		33,377		40,052		50,936			
Total Housing Units (2020)	28,216		32,534		38,930		49,221			
Historical Annual Growth (2020-2022)	759	1.3%	843	1.3%	1,122	1.4%	1,715	1.7%		
Housing Units Occupied (2022)	26,970	93.1%	31,081	93.1%	37,273	93.1%	47,178	92.6%		
Housing Units Owner-Occupied	17,832	66.1%	21,164	68.1%	26,125	70.1%	33,872	71.8%		
Housing Units Renter-Occupied	9,138	33.9%	9,918	31.9%	11,149	29.9%	13,306	28.2%		
Housing Units Vacant (2022)	2,006	6.9%	2,296	6.9%	2,779	6.9%	3,758	7.4%		
Household Size (2022)										
Total Households	26,970		31,081		37,273		47,178			
1 Person Households	7,143	26.5%	8,011	25.8%	9,300	25.0%	11,391	24.1%		
2 Person Households	9,509	35.3%	11,071	35.6%	13,228	35.5%	16,845	35.7%		
3 Person Households	4,089	15.2%	4,740	15.2%	5,682	15.2%	7,036	14.9%		
4 Person Households	3,247	12.0%	3,743	12.0%	4,532	12.2%	5,742	12.2%		
5 Person Households	1,718	6.4%	2,024	6.5%	2,572	6.9%	3,445	7.3%		
6 Person Households	881	3.3%	1,027	3.3%	1,326	3.6%	1,833	3.9%		
7 or More Person Households	383	1.4%	466	1.5%	634	1.7%	886	1.9%		
Household Income Distribution (2022)										
HH Income \$200,000 or More	620	2.3%	844	2.7%	1,051	2.8%	1,375	2.9%		
HH Income \$150,000 to \$199,999	1,172	4.3%	1,400	4.5%	1,636	4.4%	2,102	4.5%		
HH Income \$125,000 to \$149,999	1,381	5.1%	1,612	5.2%	1,988	5.3%	2,495	5.3%		
HH Income \$100,000 to \$124,999	2,221	8.2%	2,600	8.4%	3,147	8.4%	4,119	8.7%		
HH Income \$75,000 to \$99,999	3,777	14.0%	4,271	13.7%	5,304	14.2%	6,871	14.6%		
HH Income \$50,000 to \$74,999	5,794	21.5%	6,641	21.4%	8,000	21.5%	10,373	22.0%		
HH Income \$35,000 to \$49,999	3,983	14.8%	4,467	14.4%	5,352	14.4%	6,713	14.2%		
HH Income \$25,000 to \$34,999	2,487	9.2%	2,898	9.3%	3,449	9.3%	4,317	9.2%		
HH Income \$15,000 to \$24,999	2,699	10.0%	3,061	9.8%	3,524	9.5%	4,343	9.2%		
HH Income \$10,000 to \$14,999	1,377	5.1%	1,554	5.0%	1,822	4.9%	2,186	4.6%		
HH Income Under \$10,000	1,460	5.4%	1,733	5.6%	2,001	5.4%	2,284	4.8%		
Household Vehicles (2022)										
Households 0 Vehicles Available	1,538	5.7%	1,768	5.7%	2,031	5.4%	2,274	4.8%		
Households 1 Vehicle Available	8,180	30.3%	9,022	29.0%	10,274	27.6%	12,320	26.1%		
Households 2 Vehicles Available	9,842	36.5%	11,265	36.2%	13,456	36.1%	16,782	35.6%		
Households 3 or More Vehicles Available	7,410	27.5%	9,026	29.0%	11,513	30.9%	15,802	33.5%		
Total Vehicles Available	53,632		63,157		77,651		101,716			
Average Vehicles per Household	2.0		2.0		2.1		2.2			
Owner-Occupied Household Vehicles	40,149	74.9%	48,397	76.6%	60,871	78.4%	81,411	80.0%		
Average Vehicles per Owner-Occupied Household	2.3		2.3		2.3		2.4			
Renter-Occupied Household Vehicles	13,483	25.1%	14,760	23.4%	16,781	21.6%	20,305	20.0%		
Average Vehicles per Renter-Occupied Household	1.5		1.5		1.5		1.5			
Travel Time (2022)										
Worker Base Age 16 years or Over	31,156		35,596		43,468		56,471			
Travel to Work in 14 Minutes or Less	17,162	55.1%	18,945	53.2%	21,823	50.2%	26,651	47.2%		
Travel to Work in 15 to 29 Minutes	7,753	24.9%	9,220	25.9%	11,247	25.9%	14,124	25.0%		
Travel to Work in 30 to 59 Minutes	2,411	7.7%	2,987	8.4%	5,070	11.7%	8,756	15.5%		
Travel to Work in 60 Minutes or More	1,855	6.0%	2,164	6.1%	2,568	5.9%	3,441	6.1%		
Work at Home	1,975	6.3%	2,279	6.4%	2,759	6.3%	3,498	6.2%		
Average Minutes Travel to Work	12.5		12.9		14.1		15.6			

## Complete Profile

2010-2020 Census, 2022 Estimates with 2027 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91									
Pocatello, ID 83202									
	5 mi radius			10 mi radius		20 mi radius		30 mi radius	
Transportation To Work (2022)									
Worker Base Age 16 years or Over	31,156			35,596			43,468		56,471
Drive to Work Alone	24,358	78.2%		27,862	78.3%		33,767	77.7%	43,429 76.9%
Drive to Work in Carpool	3,182	10.2%		3,647	10.2%		4,772	11.0%	6,506 11.5%
Travel to Work by Public Transportation	352	1.1%		402	1.1%		533	1.2%	912 1.6%
Drive to Work on Motorcycle	41	0.1%		41	0.1%		46	0.1%	49 -
Bicycle to Work	288	0.9%		312	0.9%		316	0.7%	321 0.6%
Walk to Work	788	2.5%		825	2.3%		1,010	2.3%	1,379 2.4%
Other Means	171	0.5%		228	0.6%		266	0.6%	377 0.7%
Work at Home	1,975	6.3%		2,279	6.4%		2,759	6.3%	3,498 6.2%
Daytime Demographics (2022)									
Total Businesses	2,622			2,844			3,095		4,101
Total Employees	25,174			27,442			29,946		41,513
Company Headquarter Businesses	117	4.4%		131	4.6%		142	4.6%	187 4.6%
Company Headquarter Employees	2,060	8.2%		2,348	8.6%		2,999	10.0%	4,258 10.3%
Employee Population per Business	9.6	to 1		9.6	to 1		9.7	to 1	10.1 to 1
Residential Population per Business	27.4	to 1		29.4	to 1		32.9	to 1	32.0 to 1
Adj. Daytime Demographics Age 16 Years or Over	48,565			55,482			63,523		83,702
Labor Force									
Labor Population Age 16 Years or Over (2022)	54,626			63,716			77,128		98,744
Labor Force Total Males (2022)	27,016	49.5%		31,654	49.7%		38,425	49.8%	49,383 50.0%
Male Civilian Employed	16,111	59.6%		18,511	58.5%		22,964	59.8%	30,510 61.8%
Male Civilian Unemployed	706	2.6%		821	2.6%		947	2.5%	1,120 2.3%
Males in Armed Forces	79	0.3%		79	0.2%		81	0.2%	83 0.2%
Males Not in Labor Force	10,120	37.5%		12,242	38.7%		14,433	37.6%	17,671 35.8%
Labor Force Total Females (2022)	27,610	50.5%		32,062	50.3%		38,702	50.2%	49,361 50.0%
Female Civilian Employed	15,044	54.5%		17,085	53.3%		20,504	53.0%	25,962 52.6%
Female Civilian Unemployed	435	1.6%		570	1.8%		642	1.7%	948 1.9%
Females in Armed Forces	-	-		1	-		1	-	1 -
Females Not in Labor Force	12,130	43.9%		14,406	44.9%		17,555	45.4%	22,450 45.5%
Unemployment Rate	1,141	2.1%		1,391	2.2%		1,589	2.1%	2,068 2.1%
Occupation (2022)									
Occupation Population Age 16 Years or Over	31,156			35,596			43,468		56,471
Occupation Total Males	16,111	51.7%		18,511	52.0%		22,964	52.8%	30,510 54.0%
Occupation Total Females	15,044	48.3%		17,085	48.0%		20,504	47.2%	25,962 46.0%
Management, Business, Financial Operations	2,942	9.4%		3,459	9.7%		4,560	10.5%	6,097 10.8%
Professional, Related	8,460	27.2%		9,553	26.8%		10,903	25.1%	13,286 23.5%
Service	5,915	19.0%		6,756	19.0%		8,118	18.7%	10,347 18.3%
Sales, Office	6,450	20.7%		7,269	20.4%		8,777	20.2%	11,194 19.8%
Farming, Fishing, Forestry	305	1.0%		375	1.1%		848	2.0%	1,791 3.2%
Construction, Extraction, Maintenance	2,577	8.3%		2,983	8.4%		3,846	8.8%	5,176 9.2%
Production, Transport, Material Moving	4,507	14.5%		5,201	14.6%		6,417	14.8%	8,581 15.2%
White Collar Workers	17,851	57.3%		20,281	57.0%		24,240	55.8%	30,577 54.1%
Blue Collar Workers	13,304	42.7%		15,315	43.0%		19,228	44.2%	25,895 45.9%



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Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91									
Pocatello, ID 83202									
	5 mi radius			10 mi radius		20 mi radius		30 mi radius	
Units In Structure (2022)									
Total Units	26,970		31,081		37,273		47,178		
1 Detached Unit	17,181	63.7%	20,030	64.4%	25,076	67.3%	32,355	68.6%	
1 Attached Unit	1,036	3.8%	1,215	3.9%	1,258	3.4%	1,463	3.1%	
2 Units	1,227	4.6%	1,307	4.2%	1,400	3.8%	1,595	3.4%	
3 to 4 Units	1,792	6.6%	1,845	5.9%	2,032	5.5%	2,385	5.1%	
5 to 9 Units	1,221	4.5%	1,282	4.1%	1,418	3.8%	1,548	3.3%	
10 to 19 Units	441	1.6%	470	1.5%	473	1.3%	485	1.0%	
20 to 49 Units	631	2.3%	637	2.1%	664	1.8%	684	1.4%	
50 or More Units	439	1.6%	449	1.4%	483	1.3%	557	1.2%	
Mobile Home or Trailer	2,671	9.9%	3,400	10.9%	4,020	10.8%	5,644	12.0%	
Other Structure	329	1.2%	447	1.4%	448	1.2%	462	1.0%	
Homes Built By Year (2022)									
Homes Built 2014 or later	798	2.8%	931	2.8%	1,073	2.7%	1,231	2.4%	
Homes Built 2010 to 2013	495	1.7%	554	1.7%	709	1.8%	987	1.9%	
Homes Built 2000 to 2009	2,877	9.9%	3,325	10.0%	3,832	9.6%	4,978	9.8%	
Homes Built 1990 to 1999	3,068	10.6%	3,884	11.6%	4,656	11.6%	6,003	11.8%	
Homes Built 1980 to 1989	3,132	10.8%	3,816	11.4%	4,473	11.2%	5,399	10.6%	
Homes Built 1970 to 1979	6,563	22.7%	7,764	23.3%	9,358	23.4%	12,164	23.9%	
Homes Built 1960 to 1969	2,085	7.2%	2,234	6.7%	2,722	6.8%	3,795	7.5%	
Homes Built 1950 to 1959	2,835	9.8%	3,056	9.2%	3,761	9.4%	4,519	8.9%	
Homes Built 1940 to 1949	1,588	5.5%	1,726	5.2%	2,054	5.1%	2,354	4.6%	
Homes Built Before 1939	3,529	12.2%	3,791	11.4%	4,634	11.6%	5,748	11.3%	
Median Age of Homes	42.2	yrs	41.3	yrs	41.6	yrs	41.4	yrs	
Home Values (2022)									
Owner Specified Housing Units	17,832		21,164		26,125		33,872		
Home Values \$1,000,000 or More	11	-	30	0.1%	53	0.2%	67	0.2%	
Home Values \$750,000 to \$999,999	45	0.2%	97	0.5%	128	0.5%	134	0.4%	
Home Values \$500,000 to \$749,999	239	1.3%	382	1.8%	537	2.1%	653	1.9%	
Home Values \$400,000 to \$499,999	669	3.8%	907	4.3%	1,114	4.3%	1,380	4.1%	
Home Values \$300,000 to \$399,999	1,580	8.9%	2,000	9.4%	2,413	9.2%	3,155	9.3%	
Home Values \$250,000 to \$299,999	1,637	9.2%	1,978	9.3%	2,517	9.6%	3,432	10.1%	
Home Values \$200,000 to \$249,999	2,814	15.8%	3,366	15.9%	3,962	15.2%	5,224	15.4%	
Home Values \$175,000 to \$199,999	1,570	8.8%	1,787	8.4%	2,119	8.1%	2,642	7.8%	
Home Values \$150,000 to \$174,999	2,888	16.2%	3,281	15.5%	3,911	15.0%	4,908	14.5%	
Home Values \$125,000 to \$149,999	1,557	8.7%	1,726	8.2%	2,176	8.3%	2,713	8.0%	
Home Values \$100,000 to \$124,999	2,203	12.4%	2,348	11.1%	3,010	11.5%	3,679	10.9%	
Home Values \$90,000 to \$99,999	336	1.9%	364	1.7%	571	2.2%	827	2.4%	
Home Values \$80,000 to \$89,999	204	1.1%	238	1.1%	378	1.4%	589	1.7%	
Home Values \$70,000 to \$79,999	172	1.0%	204	1.0%	321	1.2%	535	1.6%	
Home Values \$60,000 to \$69,999	26	0.1%	47	0.2%	91	0.3%	156	0.5%	
Home Values \$50,000 to \$59,999	135	0.8%	172	0.8%	238	0.9%	296	0.9%	
Home Values \$35,000 to \$49,999	224	1.3%	263	1.2%	332	1.3%	534	1.6%	
Home Values \$25,000 to \$34,999	109	0.6%	148	0.7%	196	0.7%	311	0.9%	
Home Values \$10,000 to \$24,999	435	2.4%	500	2.4%	576	2.2%	779	2.3%	
Home Values Under \$10,000	978	5.5%	1,329	6.3%	1,482	5.7%	1,859	5.5%	
Owner-Occupied Median Home Value	\$179,537		\$184,481		\$184,310		\$183,436		
Renter-Occupied Median Rent	\$589		\$580		\$573		\$566		



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Lat/Lon: 42.9082/-112.4587

Hurley Dr & Hwy 91 Pocatello, ID 83202		5 mi radius	10 mi radius	20 mi radius	30 mi radius
<b>Total Annual Consumer Expenditure (2022)</b>					
Total Household Expenditure		\$1.41 B	\$1.64 B	\$1.99 B	\$2.54 B
Total Non-Retail Expenditure		\$741.49 M	\$861.98 M	\$1.04 B	\$1.34 B
Total Retail Expenditure		\$668.88 M	\$777.32 M	\$943.27 M	\$1.21 B
Apparel		\$49.16 M	\$57.16 M	\$69.32 M	\$88.66 M
Contributions		\$44 M	\$51.43 M	\$62.46 M	\$80.08 M
Education		\$38.81 M	\$45.48 M	\$55.01 M	\$70.17 M
Entertainment		\$78.58 M	\$91.53 M	\$111.11 M	\$142.32 M
Food and Beverages		\$210.05 M	\$243.84 M	\$295.68 M	\$378.14 M
Furnishings and Equipment		\$48.93 M	\$56.97 M	\$69.15 M	\$88.56 M
Gifts		\$32.7 M	\$38.21 M	\$46.4 M	\$59.4 M
Health Care		\$121.66 M	\$141.3 M	\$171.54 M	\$219.63 M
Household Operations		\$54.53 M	\$63.5 M	\$77.03 M	\$98.59 M
Miscellaneous Expenses		\$26.45 M	\$30.77 M	\$37.32 M	\$47.75 M
Personal Care		\$18.9 M	\$21.97 M	\$26.64 M	\$34.07 M
Personal Insurance		\$9.5 M	\$11.12 M	\$13.52 M	\$17.35 M
Reading		\$3.05 M	\$3.54 M	\$4.3 M	\$5.5 M
Shelter		\$297.94 M	\$345.92 M	\$418.96 M	\$535.37 M
Tobacco		\$9.24 M	\$10.65 M	\$12.88 M	\$16.42 M
Transportation		\$259.18 M	\$301.09 M	\$365.54 M	\$468.2 M
Utilities		\$107.7 M	\$124.8 M	\$151.35 M	\$193.5 M
<b>Monthly Household Consumer Expenditure (2022)</b>					
Total Household Expenditure		\$4,358	\$4,395	\$4,445	\$4,493
Total Non-Retail Expenditure		\$2,291 52.6%	\$2,311 52.6%	\$2,336 52.6%	\$2,360 52.5%
Total Retail Expenditures		\$2,067 47.4%	\$2,084 47.4%	\$2,109 47.4%	\$2,133 47.5%
Apparel		\$152 3.5%	\$153 3.5%	\$155 3.5%	\$157 3.5%
Contributions		\$136 3.1%	\$138 3.1%	\$140 3.1%	\$141 3.1%
Education		\$120 2.8%	\$122 2.8%	\$123 2.8%	\$124 2.8%
Entertainment		\$243 5.6%	\$245 5.6%	\$248 5.6%	\$251 5.6%
Food and Beverages		\$649 14.9%	\$654 14.9%	\$661 14.9%	\$668 14.9%
Furnishings and Equipment		\$151 3.5%	\$153 3.5%	\$155 3.5%	\$156 3.5%
Gifts		\$101 2.3%	\$102 2.3%	\$104 2.3%	\$105 2.3%
Health Care		\$376 8.6%	\$379 8.6%	\$384 8.6%	\$388 8.6%
Household Operations		\$168 3.9%	\$170 3.9%	\$172 3.9%	\$174 3.9%
Miscellaneous Expenses		\$82 1.9%	\$82 1.9%	\$83 1.9%	\$84 1.9%
Personal Care		\$58 1.3%	\$59 1.3%	\$60 1.3%	\$60 1.3%
Personal Insurance		\$29 0.7%	\$30 0.7%	\$30 0.7%	\$31 0.7%
Reading		\$9 0.2%	\$10 0.2%	\$10 0.2%	\$10 0.2%
Shelter		\$921 21.1%	\$927 21.1%	\$937 21.1%	\$946 21.0%
Tobacco		\$29 0.7%	\$29 0.6%	\$29 0.6%	\$29 0.6%
Transportation		\$801 18.4%	\$807 18.4%	\$817 18.4%	\$827 18.4%
Utilities		\$333 7.6%	\$335 7.6%	\$338 7.6%	\$342 7.6%