

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202	1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Population</b>								
Estimated Population (2024)	8,542		59,701		86,095		102,653	
Projected Population (2029)	8,932		62,122		89,468		106,862	
Census Population (2020)	8,118		55,739		81,927		98,247	
Census Population (2010)	7,732		52,610		77,898		93,926	
Projected Annual Growth (2024-2029)	390	0.9%	2,421	0.8%	3,373	0.8%	4,209	0.8%
Historical Annual Growth (2020-2024)	424	1.3%	3,962	1.8%	4,168	1.3%	4,406	1.1%
Historical Annual Growth (2010-2020)	387	0.5%	3,129	0.6%	4,029	0.5%	4,321	0.5%
Estimated Population Density (2024)	2,720 <i>psm</i>		2,112 <i>psm</i>		274 <i>psm</i>		82 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		314.0 <i>sq mi</i>		1,256.5 <i>sq mi</i>	
<b>Households</b>								
Estimated Households (2024)	3,422		23,029		33,030		38,877	
Projected Households (2029)	3,657		24,372		34,907		41,192	
Census Households (2020)	3,232		21,049		30,486		35,983	
Census Households (2010)	3,044		19,611		28,794		34,094	
Projected Annual Growth (2024-2029)	235	1.4%	1,343	1.2%	1,876	1.1%	2,315	1.2%
Historical Annual Change (2010-2024)	378	0.9%	3,417	1.2%	4,236	1.1%	4,783	1.0%
<b>Average Household Income</b>								
Estimated Average Household Income (2024)	\$72,542		\$87,564		\$86,421		\$87,429	
Projected Average Household Income (2029)	\$74,257		\$90,334		\$89,297		\$90,391	
Census Average Household Income (2010)	\$43,222		\$50,039		\$52,129		\$52,395	
Census Average Household Income (2000)	\$38,227		\$44,915		\$46,500		\$46,322	
Projected Annual Change (2024-2029)	\$1,716	0.5%	\$2,770	0.6%	\$2,875	0.7%	\$2,962	0.7%
Historical Annual Change (2000-2024)	\$34,315	3.7%	\$42,649	4.0%	\$39,922	3.6%	\$41,107	3.7%
<b>Median Household Income</b>								
Estimated Median Household Income (2024)	\$58,131		\$71,396		\$69,173		\$69,311	
Projected Median Household Income (2029)	\$58,689		\$72,711		\$70,446		\$70,670	
Census Median Household Income (2010)	\$37,160		\$42,185		\$43,270		\$43,744	
Census Median Household Income (2000)	\$33,622		\$37,472		\$38,355		\$38,222	
Projected Annual Change (2024-2029)	\$558	0.2%	\$1,314	0.4%	\$1,273	0.4%	\$1,359	0.4%
Historical Annual Change (2000-2024)	\$24,509	3.0%	\$33,925	3.8%	\$30,818	3.3%	\$31,089	3.4%
<b>Per Capita Income</b>								
Estimated Per Capita Income (2024)	\$29,203		\$33,864		\$33,346		\$33,278	
Projected Per Capita Income (2029)	\$30,537		\$35,525		\$35,023		\$35,003	
Census Per Capita Income (2010)	\$17,017		\$18,661		\$19,271		\$19,021	
Census Per Capita Income (2000)	\$14,887		\$16,179		\$16,721		\$16,339	
Projected Annual Change (2024-2029)	\$1,334	0.9%	\$1,660	1.0%	\$1,677	1.0%	\$1,725	1.0%
Historical Annual Change (2000-2024)	\$14,316	4.0%	\$17,685	4.6%	\$16,625	4.1%	\$16,938	4.3%
Estimated Average Household Net Worth (2024)	\$601,865		\$791,433		\$817,695		\$837,130	

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RFULL9

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

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Race and Ethnicity</b>									
Total Population (2024)		8,542		59,701		86,095		102,653	
White (2024)		7,168	83.9%	51,000	85.4%	72,827	84.6%	85,905	83.7%
Black or African American (2024)		103	1.2%	647	1.1%	956	1.1%	1,058	1.0%
American Indian or Alaska Native (2024)		185	2.2%	925	1.5%	1,991	2.3%	2,522	2.5%
Asian (2024)		194	2.3%	1,206	2.0%	1,669	1.9%	1,804	1.8%
Hawaiian or Pacific Islander (2024)		20	0.2%	170	0.3%	198	0.2%	203	0.2%
Other Race (2024)		301	3.5%	1,882	3.2%	2,717	3.2%	4,198	4.1%
Two or More Races (2024)		570	6.7%	3,871	6.5%	5,737	6.7%	6,963	6.8%
Population < 18 (2024)		2,186	25.6%	15,633	26.2%	21,345	24.8%	26,014	25.3%
White Not Hispanic		1,579	72.2%	11,702	74.9%	15,787	74.0%	18,923	72.7%
Black or African American		25	1.1%	200	1.3%	243	1.1%	286	1.1%
Asian		47	2.2%	320	2.0%	386	1.8%	425	1.6%
Other Race Not Hispanic		170	7.8%	1,121	7.2%	1,815	8.5%	2,185	8.4%
Hispanic		366	16.7%	2,290	14.6%	3,115	14.6%	4,195	16.1%
Not Hispanic or Latino Population (2024)		7,502	87.8%	53,245	89.2%	76,941	89.4%	90,625	88.3%
Not Hispanic White		6,771	90.3%	48,547	91.2%	69,217	90.0%	81,479	89.9%
Not Hispanic Black or African American		101	1.3%	605	1.1%	889	1.2%	989	1.1%
Not Hispanic American Indian or Alaska Native		134	1.8%	674	1.3%	1,629	2.1%	2,118	2.3%
Not Hispanic Asian		187	2.5%	1,169	2.2%	1,624	2.1%	1,757	1.9%
Not Hispanic Hawaiian or Pacific Islander		17	0.2%	153	0.3%	178	0.2%	183	0.2%
Not Hispanic Other Race		20	0.3%	156	0.3%	274	0.4%	400	0.4%
Not Hispanic Two or More Races		272	3.6%	1,941	3.6%	3,130	4.1%	3,700	4.1%
Hispanic or Latino Population (2024)		1,040	12.2%	6,455	10.8%	9,154	10.6%	12,028	11.7%
Hispanic White		396	38.1%	2,453	38.0%	3,610	39.4%	4,426	36.8%
Hispanic Black or African American		2	0.2%	43	0.7%	67	0.7%	69	0.6%
Hispanic American Indian or Alaska Native		52	5.0%	251	3.9%	362	4.0%	403	3.4%
Hispanic Asian		7	0.7%	37	0.6%	45	0.5%	47	0.4%
Hispanic Hawaiian or Pacific Islander		3	0.2%	16	0.3%	20	0.2%	21	0.2%
Hispanic Other Race		281	27.0%	1,726	26.7%	2,443	26.7%	3,798	31.6%
Hispanic Two or More Races		299	28.7%	1,930	29.9%	2,608	28.5%	3,263	27.1%
Not Hispanic or Latino Population (2020)		7,177	88.4%	49,927	89.6%	73,879	90.2%	87,048	88.6%
Hispanic or Latino Population (2020)		941	11.6%	5,812	10.4%	8,048	9.8%	11,199	11.4%
Not Hispanic or Latino Population (2010)		7,088	91.7%	48,630	92.4%	72,191	92.7%	85,168	90.7%
Hispanic or Latino Population (2010)		644	8.3%	3,979	7.6%	5,707	7.3%	8,758	9.3%
Not Hispanic or Latino Population (2029)		7,801	87.3%	54,784	88.2%	79,060	88.4%	93,544	87.5%
Hispanic or Latino Population (2029)		1,131	12.7%	7,338	11.8%	10,408	11.6%	13,318	12.5%
Projected Annual Growth (2024-2029)		92	1.8%	882	2.7%	1,254	2.7%	1,290	2.1%
Historical Annual Growth (2010-2020)		297	4.6%	1,832	4.6%	2,341	4.1%	2,441	2.8%

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RFULL9

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

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Total Age Distribution (2024)</b>									
Total Population		8,542		59,701		86,095		102,653	
Age Under 5 Years	605	7.1%	3,874	6.5%	5,253	6.1%	6,340	6.2%	
Age 5 to 9 Years	619	7.2%	4,466	7.5%	6,048	7.0%	7,320	7.1%	
Age 10 to 14 Years	610	7.1%	4,545	7.6%	6,191	7.2%	7,587	7.4%	
Age 15 to 19 Years	589	6.9%	4,464	7.5%	6,566	7.6%	8,010	7.8%	
Age 20 to 24 Years	609	7.1%	4,102	6.9%	6,578	7.6%	7,622	7.4%	
Age 25 to 29 Years	704	8.2%	4,509	7.6%	6,386	7.4%	7,355	7.2%	
Age 30 to 34 Years	710	8.3%	4,505	7.5%	6,217	7.2%	7,167	7.0%	
Age 35 to 39 Years	614	7.2%	4,422	7.4%	6,066	7.0%	7,042	6.9%	
Age 40 to 44 Years	600	7.0%	4,215	7.1%	5,904	6.9%	7,031	6.8%	
Age 45 to 49 Years	457	5.3%	3,387	5.7%	4,951	5.8%	5,954	5.8%	
Age 50 to 54 Years	386	4.5%	2,932	4.9%	4,441	5.2%	5,296	5.2%	
Age 55 to 59 Years	337	3.9%	2,743	4.6%	4,060	4.7%	4,902	4.8%	
Age 60 to 64 Years	395	4.6%	2,912	4.9%	4,507	5.2%	5,464	5.3%	
Age 65 to 69 Years	412	4.8%	2,917	4.9%	4,452	5.2%	5,356	5.2%	
Age 70 to 74 Years	334	3.9%	2,360	4.0%	3,600	4.2%	4,341	4.2%	
Age 75 to 79 Years	256	3.0%	1,685	2.8%	2,489	2.9%	3,005	2.9%	
Age 80 to 84 Years	160	1.9%	942	1.6%	1,336	1.6%	1,606	1.6%	
Age 85 Years or Over	145	1.7%	722	1.2%	1,050	1.2%	1,255	1.2%	
Median Age	32.9		33.6		34.5		34.5		
Age 19 Years or Less	2,423	28.4%	17,348	29.1%	24,058	27.9%	29,257	28.5%	
Age 20 to 64 Years	4,811	56.3%	33,727	56.5%	49,110	57.0%	57,832	56.3%	
Age 65 Years or Over	1,308	15.3%	8,626	14.4%	12,927	15.0%	15,564	15.2%	
<b>Female Age Distribution (2024)</b>									
Female Population	4,284	50.1%	29,855	50.0%	42,037	48.8%	50,223	48.9%	
Age Under 5 Years	278	6.5%	1,898	6.4%	2,591	6.2%	3,114	6.2%	
Age 5 to 9 Years	310	7.2%	2,214	7.4%	3,018	7.2%	3,665	7.3%	
Age 10 to 14 Years	291	6.8%	2,206	7.4%	2,987	7.1%	3,706	7.4%	
Age 15 to 19 Years	289	6.7%	2,134	7.1%	3,046	7.2%	3,708	7.4%	
Age 20 to 24 Years	303	7.1%	2,020	6.8%	2,929	7.0%	3,427	6.8%	
Age 25 to 29 Years	350	8.2%	2,233	7.5%	3,024	7.2%	3,496	7.0%	
Age 30 to 34 Years	351	8.2%	2,279	7.6%	3,089	7.3%	3,551	7.1%	
Age 35 to 39 Years	308	7.2%	2,205	7.4%	2,944	7.0%	3,439	6.8%	
Age 40 to 44 Years	295	6.9%	2,085	7.0%	2,899	6.9%	3,455	6.9%	
Age 45 to 49 Years	232	5.4%	1,722	5.8%	2,456	5.8%	2,954	5.9%	
Age 50 to 54 Years	183	4.3%	1,484	5.0%	2,237	5.3%	2,660	5.3%	
Age 55 to 59 Years	174	4.1%	1,392	4.7%	2,028	4.8%	2,475	4.9%	
Age 60 to 64 Years	232	5.4%	1,500	5.0%	2,272	5.4%	2,749	5.5%	
Age 65 to 69 Years	224	5.2%	1,538	5.2%	2,299	5.5%	2,752	5.5%	
Age 70 to 74 Years	176	4.1%	1,229	4.1%	1,799	4.3%	2,143	4.3%	
Age 75 to 79 Years	125	2.9%	879	2.9%	1,255	3.0%	1,512	3.0%	
Age 80 to 84 Years	81	1.9%	489	1.6%	669	1.6%	798	1.6%	
Age 85 Years or Over	83	1.9%	348	1.2%	499	1.2%	620	1.2%	
Female Median Age	33.7		34.1		35.0		35.0		
Age 19 Years or Less	1,168	27.3%	8,452	28.3%	11,641	27.7%	14,192	28.3%	
Age 20 to 64 Years	2,427	56.7%	16,920	56.7%	23,876	56.8%	28,207	56.2%	
Age 65 Years or Over	688	16.1%	4,483	15.0%	6,520	15.5%	7,824	15.6%	

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Male Age Distribution (2024)</b>									
Male Population	4,258	49.9%	29,846	50.0%	44,058	51.2%	52,430	51.1%	
Age Under 5 Years	327	7.7%	1,976	6.6%	2,663	6.0%	3,226	6.2%	
Age 5 to 9 Years	309	7.3%	2,252	7.5%	3,030	6.9%	3,656	7.0%	
Age 10 to 14 Years	319	7.5%	2,339	7.8%	3,205	7.3%	3,881	7.4%	
Age 15 to 19 Years	300	7.0%	2,330	7.8%	3,520	8.0%	4,302	8.2%	
Age 20 to 24 Years	307	7.2%	2,082	7.0%	3,649	8.3%	4,195	8.0%	
Age 25 to 29 Years	354	8.3%	2,276	7.6%	3,362	7.6%	3,859	7.4%	
Age 30 to 34 Years	358	8.4%	2,226	7.5%	3,129	7.1%	3,615	6.9%	
Age 35 to 39 Years	306	7.2%	2,217	7.4%	3,122	7.1%	3,603	6.9%	
Age 40 to 44 Years	305	7.2%	2,130	7.1%	3,006	6.8%	3,576	6.8%	
Age 45 to 49 Years	225	5.3%	1,665	5.6%	2,495	5.7%	3,000	5.7%	
Age 50 to 54 Years	202	4.8%	1,448	4.9%	2,205	5.0%	2,636	5.0%	
Age 55 to 59 Years	163	3.8%	1,351	4.5%	2,032	4.6%	2,427	4.6%	
Age 60 to 64 Years	164	3.8%	1,412	4.7%	2,235	5.1%	2,715	5.2%	
Age 65 to 69 Years	188	4.4%	1,379	4.6%	2,152	4.9%	2,604	5.0%	
Age 70 to 74 Years	158	3.7%	1,131	3.8%	1,801	4.1%	2,199	4.2%	
Age 75 to 79 Years	131	3.1%	806	2.7%	1,234	2.8%	1,494	2.8%	
Age 80 to 84 Years	79	1.9%	453	1.5%	667	1.5%	809	1.5%	
Age 85 Years or Over	62	1.5%	374	1.3%	551	1.3%	635	1.2%	
Male Median Age	32.1		33.1		34.0		34.1		
Age 19 Years or Less	1,256	29.5%	8,896	29.8%	12,417	28.2%	15,065	28.7%	
Age 20 to 64 Years	2,384	56.0%	16,807	56.3%	25,234	57.3%	29,625	56.5%	
Age 65 Years or Over	619	14.5%	4,143	13.9%	6,407	14.5%	7,740	14.8%	
<b>Males per 100 Females (2024)</b>									
Overall Comparison	99		100		105		104		
Age Under 5 Years	118	54.1%	104	51.0%	103	50.7%	104	50.9%	
Age 5 to 9 Years	100	49.9%	102	50.4%	100	50.1%	100	49.9%	
Age 10 to 14 Years	110	52.3%	106	51.5%	107	51.8%	105	51.2%	
Age 15 to 19 Years	104	51.0%	109	52.2%	116	53.6%	116	53.7%	
Age 20 to 24 Years	101	50.3%	103	50.8%	125	55.5%	122	55.0%	
Age 25 to 29 Years	101	50.3%	102	50.5%	111	52.7%	110	52.5%	
Age 30 to 34 Years	102	50.5%	98	49.4%	101	50.3%	102	50.4%	
Age 35 to 39 Years	99	49.8%	101	50.1%	106	51.5%	105	51.2%	
Age 40 to 44 Years	103	50.9%	102	50.5%	104	50.9%	104	50.9%	
Age 45 to 49 Years	97	49.2%	97	49.2%	102	50.4%	102	50.4%	
Age 50 to 54 Years	110	52.5%	98	49.4%	99	49.6%	99	49.8%	
Age 55 to 59 Years	93	48.3%	97	49.2%	100	50.1%	98	49.5%	
Age 60 to 64 Years	71	41.4%	94	48.5%	98	49.6%	99	49.7%	
Age 65 to 69 Years	84	45.6%	90	47.3%	94	48.4%	95	48.6%	
Age 70 to 74 Years	90	47.4%	92	47.9%	100	50.0%	103	50.6%	
Age 75 to 79 Years	105	51.3%	92	47.8%	98	49.6%	99	49.7%	
Age 80 to 84 Years	98	49.5%	93	48.1%	100	49.9%	101	50.3%	
Age 85 Years or Over	75	42.8%	108	51.8%	111	52.5%	102	50.6%	
Age 19 Years or Less	108	51.8%	105	51.3%	107	51.6%	106	51.5%	
Age 20 to 39 Years	101	50.2%	101	50.2%	111	52.5%	110	52.3%	
Age 40 to 64 Years	95	48.7%	98	49.5%	101	50.2%	100	50.1%	
Age 65 Years or Over	90	47.3%	92	48.0%	98	49.6%	99	49.7%	

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RFULL9

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

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Household Type (2024)</b>									
Total Households		3,422		23,029		33,030		38,877	
Households with Children		1,156	33.8%	8,070	35.0%	11,044	33.4%	13,301	34.2%
Average Household Size		2.5		2.6		2.5		2.6	
Household Density per Square Mile		1,090		815		105		31	
Population Family		6,707	78.5%	48,510	81.3%	67,432	78.3%	81,702	79.6%
Population Non-Family		1,746	20.4%	10,718	18.0%	16,312	18.9%	18,546	18.1%
Population Group Quarters		89	1.0%	473	0.8%	2,350	2.7%	2,405	2.3%
Family Households		2,064	60.3%	14,983	65.1%	20,785	62.9%	24,924	64.1%
Married Couple Households		1,425	69.0%	11,252	75.1%	15,476	74.5%	18,688	75.0%
Other Family Households with Children		639	31.0%	3,731	24.9%	5,309	25.5%	6,236	25.0%
Family Households with Children		1,154	55.9%	8,057	53.8%	11,019	53.0%	13,271	53.2%
Married Couple with Children		748	64.9%	5,673	70.4%	7,645	69.4%	9,297	70.1%
Other Family Households with Children		405	35.1%	2,383	29.6%	3,374	30.6%	3,974	29.9%
Family Households No Children		911	44.1%	6,927	46.2%	9,766	47.0%	11,653	46.8%
Married Couple No Children		677	74.3%	5,579	80.5%	7,831	80.2%	9,391	80.6%
Other Family Households No Children		234	25.7%	1,348	19.5%	1,935	19.8%	2,262	19.4%
Non-Family Households		1,357	39.7%	8,045	34.9%	12,245	37.1%	13,953	35.9%
Non-Family Households with Children		2	0.2%	13	0.2%	26	0.2%	31	0.2%
Non-Family Households No Children		1,355	99.8%	8,032	99.8%	12,220	99.8%	13,923	99.8%
Average Family Household Size		3.2		3.2		3.2		3.3	
Average Family Income		\$85,537		\$106,652		\$107,142		\$107,808	
Median Family Income		\$72,063		\$86,768		\$86,195		\$85,949	
Average Non-Family Household Size		1.3		1.3		1.3		1.3	
<b>Marital Status (2024)</b>									
Population Age 15 Years or Over		6,707		46,816		68,602		81,406	
Never Married		2,006	29.9%	13,897	29.7%	21,466	31.3%	25,281	31.1%
Currently Married		2,801	41.8%	22,319	47.7%	30,817	44.9%	37,234	45.7%
Previously Married		1,900	28.3%	10,600	22.6%	16,319	23.8%	18,891	23.2%
Separated		406	21.3%	1,511	14.3%	2,688	16.5%	3,194	16.9%
Widowed		434	22.8%	2,787	26.3%	4,147	25.4%	4,842	25.6%
Divorced		1,061	55.8%	6,303	59.5%	9,484	58.1%	10,855	57.5%
<b>Educational Attainment (2024)</b>									
Adult Population Age 25 Years or Over		5,509		38,251		55,459		65,774	
Elementary (Grade Level 0 to 8)		68	1.2%	462	1.2%	884	1.6%	1,468	2.2%
Some High School (Grade Level 9 to 11)		253	4.6%	1,814	4.7%	2,725	4.9%	3,463	5.3%
High School Graduate		1,473	26.7%	9,194	24.0%	13,819	24.9%	17,194	26.1%
Some College		1,703	30.9%	10,735	28.1%	14,769	26.6%	17,257	26.2%
Associate Degree Only		625	11.3%	4,294	11.2%	5,886	10.6%	7,049	10.7%
Bachelor Degree Only		875	15.9%	8,160	21.3%	11,462	20.7%	12,816	19.5%
Graduate Degree		512	9.3%	3,592	9.4%	5,914	10.7%	6,526	9.9%
Any College (Some College or Higher)		3,715	67.4%	26,781	70.0%	38,031	68.6%	43,648	66.4%
College Degree + (Bachelor Degree or Higher)		1,386	25.2%	11,752	30.7%	17,376	31.3%	19,342	29.4%

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 11/2024, TIGER Geography - RFULL9

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

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Housing</b>									
Total Housing Units (2024)		3,612		24,356		34,978		41,113	
Total Housing Units (2020)		3,472		22,404		32,559		38,423	
Historical Annual Growth (2020-2024)		140	1.0%	1,952	2.2%	2,419	1.9%	2,690	1.8%
Housing Units Occupied (2024)		3,422 94.7%		23,029 94.6%		33,030 94.4%		38,877 94.6%	
Housing Units Owner-Occupied		2,097 61.3%		15,133 65.7%		21,700 65.7%		26,228 67.5%	
Housing Units Renter-Occupied		1,325 38.7%		7,896 34.3%		11,330 34.3%		12,650 32.5%	
Housing Units Vacant (2024)		190	5.3%	1,327	5.4%	1,948	5.6%	2,236	5.4%
<b>Household Size (2024)</b>									
Total Households		3,422		23,029		33,030		38,877	
1 Person Households		1,088	31.8%	6,252	27.1%	9,481	28.7%	10,840	27.9%
2 Person Households		1,138	33.3%	8,140	35.3%	11,462	34.7%	13,496	34.7%
3 Person Households		427	12.5%	3,214	14.0%	4,552	13.8%	5,329	13.7%
4 Person Households		364	10.6%	2,543	11.0%	3,555	10.8%	4,250	10.9%
5 Person Households		232	6.8%	1,552	6.7%	2,119	6.4%	2,576	6.6%
6 Person Households		108	3.2%	835	3.6%	1,131	3.4%	1,443	3.7%
7 or More Person Households		64	1.9%	493	2.1%	730	2.2%	943	2.4%
<b>Household Income Distribution (2024)</b>									
HH Income \$200,000 or More		83	2.4%	1,179	5.1%	1,811	5.5%	2,067	5.3%
HH Income \$150,000 to \$199,999		216	6.3%	1,812	7.9%	2,584	7.8%	2,983	7.7%
HH Income \$125,000 to \$149,999		172	5.0%	1,662	7.2%	2,192	6.6%	2,719	7.0%
HH Income \$100,000 to \$124,999		233	6.8%	2,144	9.3%	3,045	9.2%	3,557	9.1%
HH Income \$75,000 to \$99,999		425	12.4%	3,360	14.6%	4,567	13.8%	5,543	14.3%
HH Income \$50,000 to \$74,999		715	20.9%	4,062	17.6%	5,636	17.1%	6,745	17.3%
HH Income \$35,000 to \$49,999		671	19.6%	3,366	14.6%	4,655	14.1%	5,398	13.9%
HH Income \$25,000 to \$34,999		341	10.0%	1,821	7.9%	2,634	8.0%	3,277	8.4%
HH Income \$15,000 to \$24,999		248	7.2%	1,784	7.7%	2,782	8.4%	3,043	7.8%
HH Income \$10,000 to \$14,999		211	6.2%	932	4.0%	1,491	4.5%	1,623	4.2%
HH Income Under \$10,000		105	3.1%	906	3.9%	1,634	4.9%	1,923	4.9%
<b>Household Vehicles (2024)</b>									
Households 0 Vehicles Available		254	7.4%	1,314	5.7%	1,887	5.7%	2,192	5.6%
Households 1 Vehicle Available		1,109	32.4%	6,332	27.5%	9,132	27.6%	10,280	26.4%
Households 2 Vehicles Available		1,156	33.8%	8,841	38.4%	11,998	36.3%	13,970	35.9%
Households 3 or More Vehicles Available		903	26.4%	6,541	28.4%	10,012	30.3%	12,435	32.0%
Total Vehicles Available		6,493		47,177		68,412		82,110	
Average Vehicles per Household		1.9		2.0		2.1		2.1	
Owner-Occupied Household Vehicles		4,482 69.0%		34,931 74.0%		50,573 73.9%		61,915 75.4%	
Average Vehicles per Owner-Occupied Household		2.1		2.3		2.3		2.4	
Renter-Occupied Household Vehicles		2,011 31.0%		12,247 26.0%		17,838 26.1%		20,195 24.6%	
Average Vehicles per Renter-Occupied Household		1.5		1.6		1.6		1.6	
<b>Travel Time (2024)</b>									
Worker Base Age 16 years or Over		4,280		29,600		41,832		49,568	
Travel to Work in 14 Minutes or Less		2,284	53.4%	15,063	50.9%	20,215	48.3%	22,842	46.1%
Travel to Work in 15 to 29 Minutes		1,201	28.1%	8,021	27.1%	12,209	29.2%	14,384	29.0%
Travel to Work in 30 to 59 Minutes		269	6.3%	2,242	7.6%	3,518	8.4%	5,558	11.2%
Travel to Work in 60 Minutes or More		190	4.4%	1,610	5.4%	2,215	5.3%	2,595	5.2%
Work at Home		336	7.9%	2,665	9.0%	3,675	8.8%	4,189	8.5%
Average Minutes Travel to Work		13.2		13.3		13.7		14.5	

# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Transportation To Work (2024)</b>									
Worker Base Age 16 years or Over		4,280		29,600		41,832		49,568	
Drive to Work Alone		3,245	75.8%	22,837	77.1%	32,291	77.2%	38,416	77.5%
Drive to Work in Carpool		533	12.5%	2,736	9.2%	3,622	8.7%	4,433	8.9%
Travel to Work by Public Transportation		22	0.5%	306	1.0%	484	1.2%	552	1.1%
Drive to Work on Motorcycle		28	0.7%	140	0.5%	157	0.4%	167	0.3%
Bicycle to Work		9	0.2%	150	0.5%	220	0.5%	223	0.5%
Walk to Work		65	1.5%	505	1.7%	1,052	2.5%	1,246	2.5%
Other Means		42	1.0%	261	0.9%	330	0.8%	342	0.7%
Work at Home		336	7.9%	2,665	9.0%	3,675	8.8%	4,189	8.5%
<b>Daytime Demographics (2024)</b>									
Total Businesses		465		2,042		2,854		3,120	
Total Employees		5,161		17,834		27,482		29,822	
Company Headquarter Businesses		16	3.4%	71	3.5%	106	3.7%	115	3.7%
Company Headquarter Employees		443	8.6%	1,376	7.7%	2,455	8.9%	3,080	10.3%
Employee Population per Business		11.1	to 1	8.7	to 1	9.6	to 1	9.6	to 1
Residential Population per Business		18.4	to 1	29.2	to 1	30.2	to 1	32.9	to 1
Adj. Daytime Demographics Age 16 Years or Over		7,455		34,069		52,864		59,951	
<b>Labor Force</b>									
Labor Population Age 16 Years or Over (2024)		6,589		45,888		67,290		79,773	
Labor Force Total Males (2024)		3,242	49.2%	22,795	49.7%	34,492	51.3%	40,827	51.2%
Male Civilian Employed		2,251	69.4%	15,554	68.2%	22,455	65.1%	26,767	65.6%
Male Civilian Unemployed		102	3.1%	778	3.4%	1,125	3.3%	1,254	3.1%
Males in Armed Forces		14	0.4%	50	0.2%	66	0.2%	66	0.2%
Males Not in Labor Force		875	27.0%	6,412	28.1%	10,846	31.4%	12,740	31.2%
Labor Force Total Females (2024)		3,347	50.8%	23,093	50.3%	32,798	48.7%	38,946	48.8%
Female Civilian Employed		2,029	60.6%	14,049	60.8%	19,386	59.1%	22,811	58.6%
Female Civilian Unemployed		23	0.7%	312	1.3%	586	1.8%	665	1.7%
Females in Armed Forces		-	-	-	-	-	-	-	-
Females Not in Labor Force		1,295	38.7%	8,733	37.8%	12,826	39.1%	15,470	39.7%
Unemployment Rate		125	1.9%	1,090	2.4%	1,711	2.5%	1,919	2.4%
<b>Occupation (2024)</b>									
Occupation Population Age 16 Years or Over		4,280		29,600		41,832		49,568	
Occupation Total Males		2,251	52.6%	15,551	52.5%	22,446	53.7%	26,757	54.0%
Occupation Total Females		2,029	47.4%	14,049	47.5%	19,386	46.3%	22,811	46.0%
Management, Business, Financial Operations		670	15.7%	4,854	16.4%	6,781	16.2%	7,844	15.8%
Professional, Related		982	22.9%	6,722	22.7%	9,583	22.9%	10,916	22.0%
Service		790	18.5%	5,070	17.1%	7,441	17.8%	8,688	17.5%
Sales, Office		866	20.2%	6,265	21.2%	8,459	20.2%	9,842	19.9%
Farming, Fishing, Forestry		12	0.3%	50	0.2%	152	0.4%	578	1.2%
Construction, Extraction, Maintenance		451	10.5%	2,929	9.9%	4,272	10.2%	5,223	10.5%
Production, Transport, Material Moving		509	11.9%	3,710	12.5%	5,144	12.3%	6,478	13.1%
White Collar Workers		2,518	58.8%	17,842	60.3%	24,823	59.3%	28,602	57.7%
Blue Collar Workers		1,762	41.2%	11,758	39.7%	17,009	40.7%	20,967	42.3%



# Complete Profile

2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		3 mi radius		10 mi radius		20 mi radius	
<b>Units In Structure (2024)</b>									
Total Units		3,422		23,029		33,030		38,877	
1 Detached Unit		1,909	55.8%	14,993	65.1%	21,278	64.4%	26,048	67.0%
1 Attached Unit		248	7.2%	1,565	6.8%	2,330	7.1%	2,413	6.2%
2 Units		36	1.1%	621	2.7%	957	2.9%	1,021	2.6%
3 to 4 Units		470	13.7%	2,310	10.0%	2,988	9.0%	3,192	8.2%
5 to 9 Units		67	1.9%	368	1.6%	551	1.7%	609	1.6%
10 to 19 Units		218	6.4%	973	4.2%	1,282	3.9%	1,296	3.3%
20 to 49 Units		41	1.2%	440	1.9%	751	2.3%	763	2.0%
50 or More Units		149	4.4%	615	2.7%	776	2.3%	783	2.0%
Mobile Home or Trailer		276	8.1%	1,029	4.5%	1,972	6.0%	2,605	6.7%
Other Structure		8	0.2%	115	0.5%	145	0.4%	146	0.4%
<b>Homes Built By Year (2024)</b>									
Homes Built 2020 or later		112	3.1%	848	3.5%	1,063	3.0%	1,095	2.7%
Homes Built 2010 to 2019		343	9.5%	2,062	8.5%	2,788	8.0%	3,251	7.9%
Homes Built 2000 to 2009		460	12.7%	2,470	10.1%	3,487	10.0%	4,118	10.0%
Homes Built 1990 to 1999		192	5.3%	1,963	8.1%	3,223	9.2%	3,857	9.4%
Homes Built 1980 to 1989		243	6.7%	1,734	7.1%	2,524	7.2%	2,937	7.1%
Homes Built 1970 to 1979		748	20.7%	4,416	18.1%	6,420	18.4%	7,715	18.8%
Homes Built 1960 to 1969		445	12.3%	2,711	11.1%	3,781	10.8%	4,304	10.5%
Homes Built 1950 to 1959		552	15.3%	3,383	13.9%	4,341	12.4%	5,033	12.2%
Homes Built 1940 to 1949		188	5.2%	1,678	6.9%	2,533	7.2%	2,973	7.2%
Homes Built Before 1939		137	3.8%	1,763	7.2%	2,870	8.2%	3,593	8.7%
Median Age of Homes		46.3	yrs	48.3	yrs	48.7	yrs	49.1	yrs
<b>Home Values (2024)</b>									
Owner Specified Housing Units		2,097		15,133		21,700		26,228	
Home Values \$1,000,000 or More		30	1.4%	319	2.1%	450	2.1%	525	2.0%
Home Values \$750,000 to \$999,999		44	2.1%	432	2.9%	816	3.8%	1,081	4.1%
Home Values \$500,000 to \$749,999		391	18.7%	1,994	13.2%	3,283	15.1%	3,991	15.2%
Home Values \$400,000 to \$499,999		263	12.5%	2,357	15.6%	3,313	15.3%	3,700	14.1%
Home Values \$300,000 to \$399,999		377	18.0%	4,211	27.8%	5,645	26.0%	6,414	24.5%
Home Values \$250,000 to \$299,999		173	8.2%	1,442	9.5%	1,952	9.0%	2,340	8.9%
Home Values \$200,000 to \$249,999		187	8.9%	1,642	10.9%	2,255	10.4%	2,718	10.4%
Home Values \$175,000 to \$199,999		75	3.6%	494	3.3%	654	3.0%	917	3.5%
Home Values \$150,000 to \$174,999		80	3.8%	376	2.5%	523	2.4%	760	2.9%
Home Values \$125,000 to \$149,999		18	0.9%	114	0.8%	162	0.7%	335	1.3%
Home Values \$100,000 to \$124,999		92	4.4%	407	2.7%	560	2.6%	736	2.8%
Home Values \$90,000 to \$99,999		11	0.5%	87	0.6%	139	0.6%	203	0.8%
Home Values \$80,000 to \$89,999		5	0.3%	32	0.2%	65	0.3%	136	0.5%
Home Values \$70,000 to \$79,999		6	0.3%	25	0.2%	39	0.2%	88	0.3%
Home Values \$60,000 to \$69,999		36	1.7%	157	1.0%	197	0.9%	255	1.0%
Home Values \$50,000 to \$59,999		2	-	32	0.2%	65	0.3%	111	0.4%
Home Values \$35,000 to \$49,999		24	1.1%	141	0.9%	256	1.2%	340	1.3%
Home Values \$25,000 to \$34,999		41	2.0%	157	1.0%	240	1.1%	270	1.0%
Home Values \$10,000 to \$24,999		62	3.0%	271	1.8%	373	1.7%	486	1.9%
Home Values Under \$10,000		177	8.5%	442	2.9%	711	3.3%	826	3.1%
Owner-Occupied Median Home Value		\$306,618		\$336,144		\$343,449		\$336,752	
Renter-Occupied Median Rent		\$931		\$841		\$829		\$817	



# Complete Profile



2010-2020 Census, 2024 Estimates with 2029 Projections  
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202	1 mi radius	3 mi radius	10 mi radius	20 mi radius
<b>Total Annual Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$280.16 M	\$2.11 B	\$3 B	\$3.55 B
Total Non-Retail Expenditure	\$129.9 M	\$1 B	\$1.43 B	\$1.68 B
Total Retail Expenditure	\$150.27 M	\$1.11 B	\$1.58 B	\$1.87 B
Alcoholic Beverages	\$1.71 M	\$12.94 M	\$18.3 M	\$21.62 M
Apparel	\$5.32 M	\$39.81 M	\$56.29 M	\$66.53 M
Contributions	\$8.26 M	\$64.73 M	\$91.63 M	\$108.16 M
Education	\$6.07 M	\$46.91 M	\$66.38 M	\$78.39 M
Entertainment	\$16.55 M	\$123.62 M	\$174.83 M	\$206.63 M
Food Away From Home	\$12.54 M	\$94.25 M	\$133.26 M	\$157.47 M
Grocery	\$21.58 M	\$152.95 M	\$215.88 M	\$255.51 M
Health Care	\$21.49 M	\$145.84 M	\$209.65 M	\$248.5 M
Household Furnishings and Equipment	\$7.5 M	\$56.6 M	\$80.05 M	\$94.59 M
Household Operations	\$5.46 M	\$40.54 M	\$57.36 M	\$67.79 M
Miscellaneous Expenses	\$4.86 M	\$36.59 M	\$51.73 M	\$61.14 M
Personal Care	\$4.1 M	\$29.43 M	\$41.55 M	\$49.17 M
Shelter	\$48.1 M	\$349.02 M	\$493.46 M	\$580.5 M
Tax and Retirement	\$50.42 M	\$432.43 M	\$616.4 M	\$725.26 M
Tobacco and Related	\$1.97 M	\$12.95 M	\$18.27 M	\$21.66 M
Transportation	\$48.67 M	\$366.23 M	\$524.2 M	\$624.68 M
Utilities	\$15.58 M	\$109.87 M	\$155.07 M	\$183.55 M
<b>Monthly Household Consumer Expenditure (2024)</b>				
Total Household Expenditure	\$6,823	\$7,652	\$7,580	\$7,612
Total Non-Retail Expenditure	\$3,164 46.4%	\$3,628 47.4%	\$3,598 47.5%	\$3,600 47.3%
Total Retail Expenditures	\$3,660 53.6%	\$4,024 52.6%	\$3,982 52.5%	\$4,012 52.7%
Alcoholic Beverages	\$42 0.6%	\$47 0.6%	\$46 0.6%	\$46 0.6%
Apparel	\$130 1.9%	\$144 1.9%	\$142 1.9%	\$143 1.9%
Contributions	\$201 3.0%	\$234 3.1%	\$231 3.0%	\$232 3.0%
Education	\$148 2.2%	\$170 2.2%	\$167 2.2%	\$168 2.2%
Entertainment	\$403 5.9%	\$447 5.8%	\$441 5.8%	\$443 5.8%
Food Away From Home	\$306 4.5%	\$341 4.5%	\$336 4.4%	\$338 4.4%
Grocery	\$526 7.7%	\$553 7.2%	\$545 7.2%	\$548 7.2%
Health Care	\$523 7.7%	\$528 6.9%	\$529 7.0%	\$533 7.0%
Household Furnishings and Equipment	\$183 2.7%	\$205 2.7%	\$202 2.7%	\$203 2.7%
Household Operations	\$133 1.9%	\$147 1.9%	\$145 1.9%	\$145 1.9%
Miscellaneous Expenses	\$118 1.7%	\$132 1.7%	\$131 1.7%	\$131 1.7%
Personal Care	\$100 1.5%	\$106 1.4%	\$105 1.4%	\$105 1.4%
Shelter	\$1,171 17.2%	\$1,263 16.5%	\$1,245 16.4%	\$1,244 16.3%
Tax and Retirement	\$1,228 18.0%	\$1,565 20.4%	\$1,555 20.5%	\$1,555 20.5%
Tobacco and Related	\$48 0.7%	\$47 0.6%	\$46 0.6%	\$46 0.6%
Transportation	\$1,185 17.4%	\$1,325 17.3%	\$1,323 17.4%	\$1,339 17.6%
Utilities	\$379 5.6%	\$398 5.2%	\$391 5.2%	\$393 5.2%