



Market Metrics

68,523

IDAHO FALLS
POPULATION

+5.9%

SINCE 2020

\$382,000

AVERAGE
HOME PRICE

↑1.3%

YOY

\$1,507
avg. rent



Rental Rates

\$1,292
1 BED

\$1,577
2 BED

\$1,885
3 BED



OPPORTUNITIES

Price appreciation with a projected 8-9% gain through mid-2026.



CHALLENGES

Rent growth sustainability depends on continued income growth and controlled supply.

ECONOMIC HIGHLIGHTS

LABOR MARKET



Employment growth from 80,604 to 82,609

Stable Unemployment Rate, at times decreasing to as low as 2.8%

MAJOR EMPLOYERS



6,400+ employees



3,000-4,000 employees



1,000+ employees

OTHER NOTABLE EMPLOYERS:

Melaleuca
Walmart
City of Idaho Falls

Idaho National Laboratory, healthcare systems, and technology firms continue to drive growth and outpace state and national averages for employment expansion

Why Idaho Falls?

- Lower cost of living than neighboring areas. Household debt-to-income ratios improved to 44.58% vs the 55.06% national average.
- High education score and a low crime profile, making our city family-friendly and attractive for remote workers and families seeking affordable, outdoor-centric lifestyles.
- Strategic location as the hub for Eastern Idaho.
- Regional healthcare hub with EIRMC, Mountain View and IFCH.
- Gateway for Jackson Hole and Yellowstone National Park
- The market has earned recognition as the #1 Best-Performing Small City in the Milken Institute rankings for two consecutive years, validating its leadership position.



JOB GROWTH

The labor force has seen a 2.48% increase from 2024 to 2025.



HOUSING SUPPLY

Idaho Falls is adding housing at over twice the national rate, with a 2.04% annual supply growth—1.05 points above the 0.99% national average—making it one of the fastest-growing small metros in the Mountain West.



RENTAL MARKET

After peaking in spring 2025, Idaho Falls' multifamily market shows moderating demand. Fundamentals remain stronger than last year, but landlords face a tougher leasing environment heading into 2026.



CAP RATE

As of late 2025, multifamily cap rates in Idaho Falls range from 5.5–6.5%, with most stabilized assets near 6.0–6.5%, roughly 50–100 basis points above national averages.