



### Market Metrics

57,152

POCATELLO  
POPULATION

\$311,000

AVERAGE  
HOME PRICE

+1.4%

SINCE 2024

↑ 2%

YOY

## ECONOMIC HIGHLIGHTS

### LABOR MARKET



Employment growth from  
**39,633** to **39,707**

Modest but Meaningful Improvement in  
Unemployment Rate;  
decreasing from 4.1% to 3.8%.

### MAJOR EMPLOYERS



Idaho State  
University

2,500+ employees

Portneuf  
MEDICAL CENTER

1,400+ employees

onsemi™

1,000+ employees

Pocatello School  
District

1,000+ employees

Healthcare, education, and advanced manufacturing drive  
Pocatello's economic base, providing stability and attracting  
educated workers to the region.



### Apartment Rental Rates\*

\$761

1 BED

\$976

2 BED

\$1,262

3 BED

\*AVERAGE



### OPPORTUNITIES

**Affordable homeownership:** Median home prices remain accessible relative to regional peers, supporting household formation and rental demand from aspiring buyers.



### CHALLENGES

**Retention pressure:** 64.6% retention rate means one-third of tenants turn annually, requiring active leasing and potential concessions in a softer market.

## Why Pocatello?

- Lower cost of living than neighboring metros. Household debt-to-income ratio of 43.8% compares favorably to the 55.1% national average, indicating residents have greater financial capacity.
- High education levels and stable credit profile. FICO score of 701 and strong educational attainment (32% hold bachelor's degrees or higher) make Pocatello attractive for employers seeking skilled talent.
- Strategic location as Southeast Idaho's hub. Pocatello serves as the regional center for healthcare (Portneuf Medical Center), education (Idaho State University), and commerce, drawing residents from surrounding rural areas.
- Gateway to outdoor recreation. Proximity to world-class skiing, hiking, and national forests appeals to remote workers and families seeking an outdoor-centric lifestyle at a fraction of Boise's cost.
- The market benefits from economic diversification across healthcare, education, and manufacturing, reducing reliance on any single sector and providing recession-resistant employment stability.



### JOB GROWTH

The labor force has seen a 2.04% increase from 2024 to 2025.



### HOUSING SUPPLY

Pocatello is seeing a sharp rise in multifamily development, up 103% year over year. Nearly all of the growth comes from multifamily projects, signaling strong developer confidence but potential near-term supply pressure.



### RENTAL MARKET

Pocatello's multifamily market remains resilient, with average rent sitting at 3.4%. High turnover allows landlords to reset rents, though asking rents have recently cooled after a sharp year-over-year spike.



### CAP RATE

Regional comparables in similar Idaho markets suggest multifamily assets are trading in the 6.0-6.5% range as of late 2025.