Wealth Profile Report

DMA: Idaho Falls-Pocatello

Source: U.S. Census Bureau, American Community Survey
National Ranking: 152/210 │ States: ID: 94% 374.1K WY: 6% 23.4K

For the first time, you have access to carefully curated economic indexes at the community level that are founded on the same data the nation relies upon for measures such as GDP or Unemployment. Thanks to our data science team's expertise with federal data sets, we have created easy to understand indexes that instantly give you deeper economic insights into a county or Designated Market Area (DMA). By compiling data variables from trusted sources such as the Federal Reserve, U.S. Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, and others, EMMA has developed several proprietary indexes tha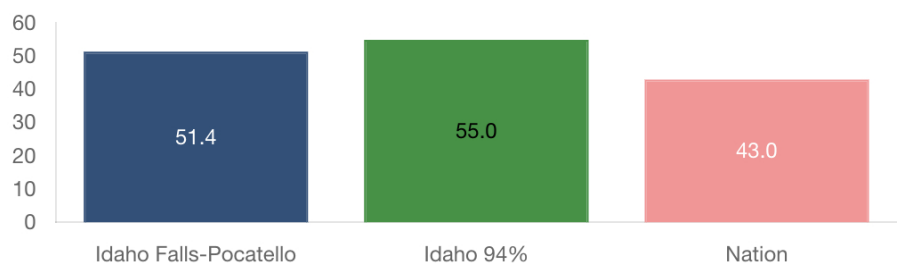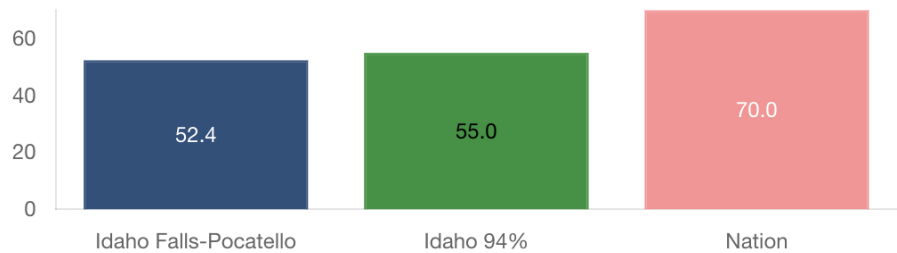t give you a better understanding of local economic activity. We provide reliable indexes on Total Wealth, Economic Activity, Wealth Accumulation, and Housing.

	Idaho Falls-Pocatello	Idaho 94%	Nation
EMMA Total Wealth Index	**51.4**	**55.0**	**43.0**
EMMA Economic Activity Index	**52.4**	**55.0**	**70.0**
Jobs Per Capita	0.669	0.614	0.637
Avg Earnings per Job	$55,037	$59,290	$71,586
Per capita GDP	$60,564	$57,179	$77,243
EMMA Capital Accumulation Index	**50.4**	**49.0**	**37.0**
Per capita Retirement	$8,963	$9,429	$10,591
Per Capita Capital Rents	$26,505	$12,828	$12,917
Housing Cost Burden	22.6%	24.4%	25.6%
Free & Clear Housing Burden, Other	7.9%	8.8%	12.7%
Rental Cost Burden	36.4%	40.2%	44.5%
EMMA Housing Wealth Index	**51.4**	**63.0**	**37.0**
Median Home Value	$321,774	$331,600	$281,900
Owned Free and Clear	27.2%	26.2%	24.9%
Owned vs Rental Housing	69.8%	71.9%	64.8%

EMMA — Every Market Matters In America

EMMA Total Wealth Index

Idaho Falls-Pocatello	Idaho 94%	Nation
51.4	55.0	43.0

EMMA Economic Activity Index

Idaho Falls-Pocatello	Idaho 94%	Nation
52.4	55.0	70.0

Idaho Falls-Pocatello ●   **Idaho 94%** ●   **National** ●

Jobs Per Capita

0.100   0.200   0.300   0.400   0.500   0.600   0.700   0.800   0.900

Job Earnings

$20,000 $30,000 $40,000 $50,000 $60,000 $70,000 $80,000

Per Capita GDP

$0 $50,000 $100,000 $150,000 $200,000 $250,000 $300,000

EMMA Every Market Matters In America

EMMA Capital Accumulation Index

Idaho Falls-Pocatello	50.4
Idaho 94%	49.0
Nation	37.0

Idaho Falls-Pocatello ●   Idaho 94% ●   National ●
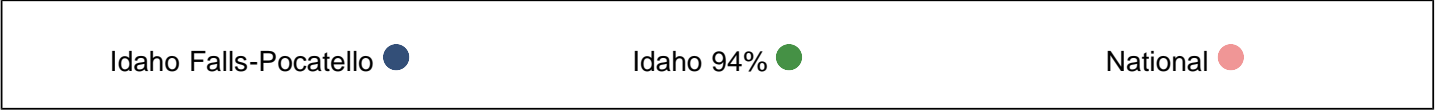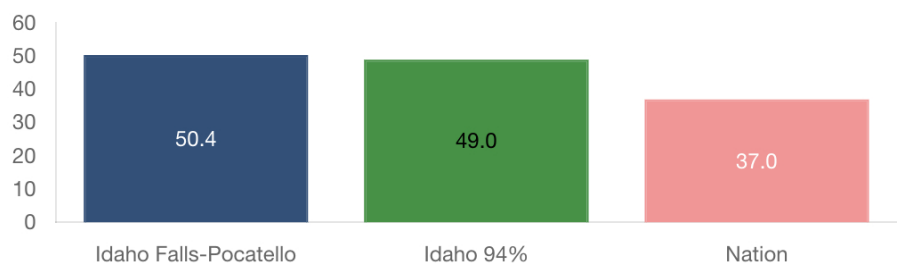
Per Capita Retirement Income

Per Capita Capital Rents

Housing Cost Burden
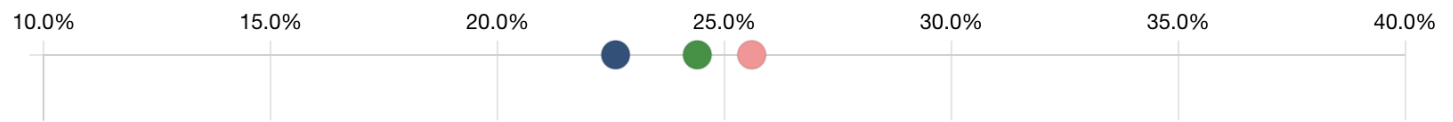
Free & Clear Housing Poor, Other
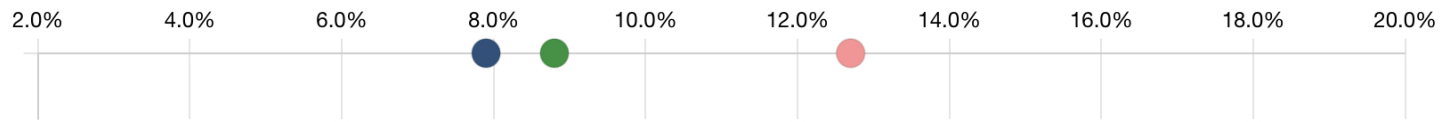
Rental Cost Burden

EMMA Every Market Matters In America

EMMA Housing Wealth Index

Idaho Falls-Pocatello	51.4
Idaho 94%	63.0
Nation	37.0

Idaho Falls-Pocatello ●   Idaho 94% ●   National ●

Median Home Value

$50,000 $100,000 $150,000 $200,000 $250,000 $300,000 $350,000 $400,000 $450,000

Owned Free and Clear

15.0% 20.0% 25.0% 30.0% 35.0% 40.0% 45.0% 50.0% 55.0%

Owned vs Rental Housing

55.0% 60.0% 65.0% 70.0% 75.0% 80.0% 85.0% 90.0%
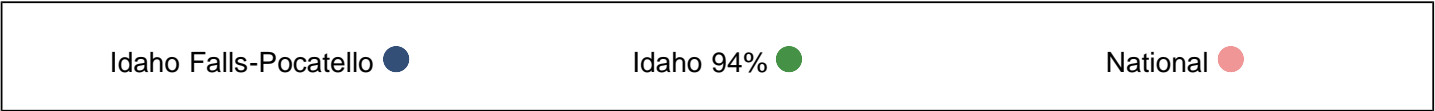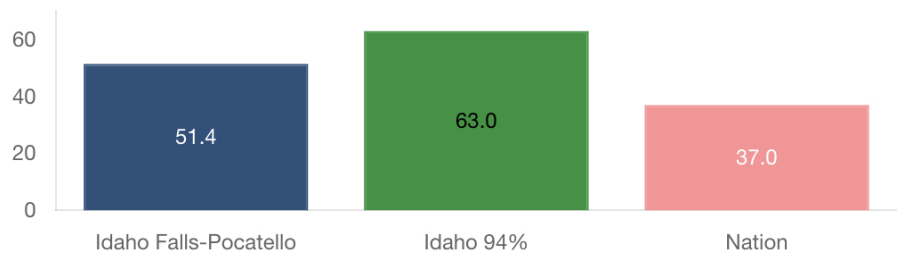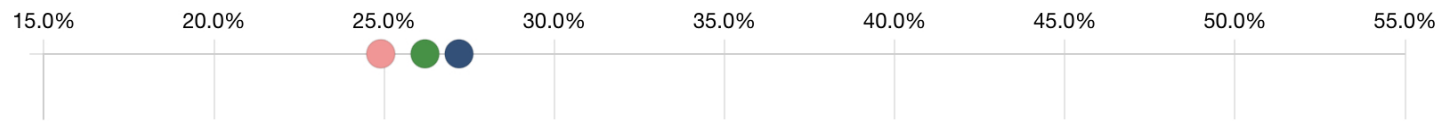
Counties in DMA

Bonneville County, ID (29% 116,970)

Bannock County, ID (22% 86,742)

Bingham County, ID (12% 46,246)

Madison County, ID (10% 39,725)

Jefferson County, ID (7% 29,238)

Teton County, WY (6% 23,356)

Fremont County, ID (3% 13,111)

Teton County, ID (3% 11,776)

Lemhi County, ID (2% 7,929)

Power County, ID (2% 7,635)

Caribou County, ID (2% 7,028)

Custer County, ID (1% 4,193)

Butte County, ID (1% 2,603)

Clark County, ID (0% 885)

EMMA TOTAL WEALTH INDEX

Americans every month use national statistics to describe the state of the American economy, such as GDP or the unemployment rate. Finding similar economic data for your community is much more of a challenge, one that EMMA has solved. By compiling data variables, EMMA has several proprietary indexes that give you a better understanding of local economic activity. The Total Wealth Index combines data from federal sources (Census Bureau, Bureau of Labor Statistics, Bureau of Economic Analysis, and other) to paint an overall picture of a locality's tendency to accumulate wealth. It averages three sub-indexes:

ECONOMIC ACTIVITY INDEX

The Economic Activity Index has three components combined that provide insights into a local economic environment's capacity to offer residents the opportunity to accumulate wealth through work and investment. It has three components:

Jobs Per Capita

The number of jobs available for the total local population indicates economic activity as experienced by job seekers. Where job seekers have more jobs to choose from, they can seek higher wages and have more secure employment, both leading to an easier time accumulating wealth through income and savings.

Average Earnings per Job

Mean earnings per job indicates the quality of economic activity, whether high value-add or low, as experienced by job seekers and the employed. It suggests directly whether workers have an easier or more difficult time accumulating wealth through income and savings.

Per Capita Gross Domestic Product (GDP)

Total economic activity (GDP) in an area per person indicates the overall level of buying, building, growing, or selling in a geography, controlled for population. Areas with high per-person economic activity represent areas with more potential opportunities as experienced by businesses.

CAPITAL ACCUMULATION INDEX

Wealth is generally the result of long term savings and investment. The "Capital Accumulation index" pairs evidence of past accumulation (two components) with indicators of current barriers to accumulation (three indicators), averaged into one measure.

Per Capita Retirement/Other Income

The per-capita income from retirement accounts and other related sources provides a nearly direct indicator of accumulated wealth in the form of retirement savings.

Per Capita Dividends, Interest & Rent

Per capita dividends, interest, and rent, provide are strong indicators of accumulated wealth in the form of stock holdings, savings or other interest bearing securities, or rent-paying capital.

HOUSING COST MEASURES

Other family expenses reduce the ability of residents to accumulate wealth through savings or investment, as a greater proportion of income must go towards covering expenses that are high relative to income. In most families the largest of these is the cost of one's home, whether owned or rented. Housing expense has three sub-components, which the housing expense index averages.

Housing Cost Burden

Housing cost burden measures the proportion of households in an area who own a house with a mortgage, and whose mortgage payment, taxes, and other housing expenses exceeds 30% of household income.

Free & Clear Housing Burden

Free and clear housing costs burden" measures the proportion of households in an area who own a house free and clear (without a mortgage) but whose real estate taxes, insurance, and other housing expenses exceeds 30% of household income.

Rental Cost Burden

"Rental costs burden" measures the proportion of households in an area who rent housing whose rent exceeds 30% of household income.

HOUSING WEALTH INDEX

Homeownership is the primary source of wealth creation among families and results in many economic and societal benefits. Housing wealth is mainly built by price appreciation gains. Its 3 components are fairly direct.

Median Value (Dollars)

Housing values directly indicate wealth in the form of residential real estate.

Percent Owned Free & Clear

The percentage of households living in owned-housing without a mortgage directly indicates wealth in the form of paid-for housing.

Percent Owned Housing

The percentage of households inhabiting owned households with a mortgage directly indicates wealth in the form of equity in the home.

Our data science presentation lead is a PhD data science lecturer who has taught data visualization best practices. Our EMMA project lead formerly worked at the U.S. Census Bureau overseeing decennial outreach, the website, and data dissemination. Both have worked with a variety of clients for more than a decade surfacing data insights and identifying trends in federal data sets and client data. Our database and IT architecture team of software engineers have decades of experience in building and maintaining E-commerce platforms and websites for both private and public sector clients. If you are interested in more of our products or services, reach out at newbiz@teamavoq.com.