



COMMERCIAL

Eastern Idaho's  
**Opportunities**



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Eastern Idaho  
**A region typically  
associated with  
agricultural prowess is  
generating breakout  
growth.**

**Eastern Idaho** - The Eastern Idaho MSA consists of six counties and has a population of 375,325. Idaho Falls is the largest city in eastern Idaho and serves as an economic hub to all of eastern Idaho and much of western Wyoming. Idaho Falls is known for the Snake River greenbelt that flows through the center of the city. The city boasts world class fishing on the Snake River, and was named by National Geographic as one of the "100 Best Adventure Towns" in the US. Idaho Falls is surrounded by nearby Yellowstone National Park, Grand Teton National Park, and Jackson Hole.

Although Idaho is famous for agriculture, it has an equally vibrant economic environment for high-tech, healthcare, education, transportation, service, tourism, and retail industries. Many nationally and globally recognized corporations have a home in Eastern Idaho, including: Idaho National Laboratory, Melaleuca, Battelle Energy Alliance, CenturyLink and Idaho Steel.

Eastern Idaho is consistently recognized as one of the top places in the country to do business, featuring a high quality of life, and offering numerous opportunities for entertainment and recreation.

Top Public & Private

## Employers

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Idaho National Laboratory

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Bonneville Joint School District

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Melaleuca

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Eastern Idaho Regional Medical Center

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Idaho Falls School District 91 Ctr.

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Wal-Mart

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City of Idaho Falls

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Mountain View Hospital

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Idaho Falls Community Hospital

Source Idaho Department of Labor

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Eastern Idaho  
**Idaho Falls Ranked  
#1 Best Performing  
Small City Economy by  
Milken Institute.**

# 3.2%

Unemployment Rate:  
**Bonneville County** (Dec 2024)

# 3.8%

Unemployment Rate:  
**State of Idaho** (Dec 2024)

# 183,386

No. of Employed:  
**Job Strength** (E. Idaho MSA 2024)



# 375,325

Eastern Idaho MSA:  
**Population Base** (2024)

# 1.2%

Bonneville County:  
**Est. Ann. Pop. Growth** (2024)

# \$77,605

Bonneville County:  
**Med. Household Income** (2024)

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Eastern Idaho  
**An unmatched quality  
of life paired with  
a vibrant business  
community.**



The background of the entire page is a photograph of a modern office interior. Large floor-to-ceiling windows on the right side of the frame offer a view of a bright blue sky with scattered white clouds and a large, multi-story brick building with many windows. The office interior shows a portion of a beige office chair and a patterned carpet. On the left side, there is a semi-transparent blue vertical bar that serves as a background for the text.

# Tok

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Eastern Idaho  
**As a regional hub for  
industry and tech firms,  
residential real estate  
enjoys strong metrics.**

# 1,316

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Single Family:  
**Homes Sold** (Bonneville MLS, 2024)

# 210

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Single Family:  
**Condos Sold** (Bonneville MLS, 2024)

# \$385,000

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Median:  
**Home Prices** (Bonneville MLS, 2024)