

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 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		5 mi radius		10 mi radius		20 mi radius	
Population								
Estimated Population (2023)	8,900		73,573		85,243		101,582	
Projected Population (2028)	9,695		79,553		93,016		111,188	
Census Population (2020)	8,118		70,777		81,927		98,247	
Census Population (2010)	7,732		67,248		77,898		93,926	
Projected Annual Growth (2023-2028)	795	1.8%	5,980	1.6%	7,773	1.8%	9,606	1.9%
Historical Annual Growth (2020-2023)	782	3.2%	2,796	1.3%	3,316	1.3%	3,335	1.1%
Historical Annual Growth (2010-2020)	387	0.5%	3,529	0.5%	4,029	0.5%	4,321	0.5%
Estimated Population Density (2023)	2,834 psm		937 psm		271 psm		81 psm	
Trade Area Size	3.1 sq mi		78.5 sq mi		314.0 sq mi		1,256.5 sq mi	
Households								
Estimated Households (2023)	3,519		27,973		32,286		38,082	
Projected Households (2028)	3,856		30,343		35,375		41,870	
Census Households (2020)	3,232		26,581		30,486		35,983	
Census Households (2010)	3,044		25,073		28,794		34,094	
Projected Annual Growth (2023-2028)	337	1.9%	2,370	1.7%	3,089	1.9%	3,787	2.0%
Historical Annual Change (2010-2023)	475	1.2%	2,901	0.9%	3,493	0.9%	3,988	0.9%
Average Household Income								
Estimated Average Household Income (2023)	\$67,853		\$88,675		\$88,968		\$90,330	
Projected Average Household Income (2028)	\$66,001		\$87,706		\$87,125		\$88,142	
Census Average Household Income (2010)	\$43,222		\$49,847		\$52,129		\$52,395	
Census Average Household Income (2000)	\$38,227		\$44,909		\$46,500		\$46,322	
Projected Annual Change (2023-2028)	-\$1,851	-0.5%	-\$969	-0.2%	-\$1,843	-0.4%	-\$2,188	-0.5%
Historical Annual Change (2000-2023)	\$29,626	3.4%	\$43,766	4.2%	\$42,468	4.0%	\$44,008	4.1%
Median Household Income								
Estimated Median Household Income (2023)	\$54,324		\$65,660		\$66,520		\$67,129	
Projected Median Household Income (2028)	\$54,959		\$66,990		\$67,522		\$68,245	
Census Median Household Income (2010)	\$37,160		\$41,480		\$43,270		\$43,744	
Census Median Household Income (2000)	\$33,622		\$36,853		\$38,355		\$38,222	
Projected Annual Change (2023-2028)	\$635	0.2%	\$1,330	0.4%	\$1,002	0.3%	\$1,116	0.3%
Historical Annual Change (2000-2023)	\$20,701	2.7%	\$28,807	3.4%	\$28,165	3.2%	\$28,907	3.3%
Per Capita Income								
Estimated Per Capita Income (2023)	\$26,952		\$33,955		\$33,971		\$34,101	
Projected Per Capita Income (2028)	\$26,367		\$33,675		\$33,386		\$33,408	
Census Per Capita Income (2010)	\$17,017		\$18,587		\$19,271		\$19,021	
Census Per Capita Income (2000)	\$14,887		\$16,384		\$16,721		\$16,339	
Projected Annual Change (2023-2028)	-\$585	-0.4%	-\$281	-0.2%	-\$585	-0.3%	-\$693	-0.4%
Historical Annual Change (2000-2023)	\$12,065	3.5%	\$17,571	4.7%	\$17,250	4.5%	\$17,762	4.7%
Estimated Average Household Net Worth (2023)	\$403,519		\$574,342		\$599,138		\$606,441	

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Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		5 mi radius		10 mi radius		20 mi radius	
Race and Ethnicity									
Total Population (2023)		8,900		73,573		85,243		101,582	
White (2023)		7,571	85.1%	62,119	84.4%	71,043	83.3%	83,701	82.4%
Black or African American (2023)		90	1.0%	1,165	1.6%	1,483	1.7%	1,622	1.6%
American Indian or Alaska Native (2023)		197	2.2%	1,426	1.9%	2,166	2.5%	2,863	2.8%
Asian (2023)		155	1.7%	2,271	3.1%	2,386	2.8%	2,515	2.5%
Hawaiian or Pacific Islander (2023)		19	0.2%	156	0.2%	180	0.2%	189	0.2%
Other Race (2023)		300	3.4%	2,083	2.8%	2,503	2.9%	3,918	3.9%
Two or More Races (2023)		569	6.4%	4,353	5.9%	5,483	6.4%	6,774	6.7%
Population < 18 (2023)		2,238	25.1%	17,982	24.4%	20,422	24.0%	24,626	24.2%
White Not Hispanic		1,890	84.4%	15,408	85.7%	17,275	84.6%	20,375	82.7%
Black or African American		32	1.4%	246	1.4%	263	1.3%	286	1.2%
Asian		50	2.2%	372	2.1%	401	2.0%	447	1.8%
Other Race Not Hispanic		83	3.7%	725	4.0%	1,020	5.0%	1,376	5.6%
Hispanic		184	8.2%	1,231	6.8%	1,462	7.2%	2,142	8.7%
Not Hispanic or Latino Population (2023)		7,780	87.4%	65,880	89.5%	76,226	89.4%	89,616	88.2%
Not Hispanic White		7,140	91.8%	59,111	89.7%	67,572	88.6%	79,414	88.6%
Not Hispanic Black or African American		84	1.1%	1,119	1.7%	1,412	1.9%	1,544	1.7%
Not Hispanic American Indian or Alaska Native		117	1.5%	952	1.4%	1,616	2.1%	2,196	2.5%
Not Hispanic Asian		143	1.8%	2,221	3.4%	2,335	3.1%	2,458	2.7%
Not Hispanic Hawaiian or Pacific Islander		16	0.2%	126	0.2%	143	0.2%	150	0.2%
Not Hispanic Other Race		27	0.3%	196	0.3%	308	0.4%	393	0.4%
Not Hispanic Two or More Races		252	3.2%	2,155	3.3%	2,840	3.7%	3,460	3.9%
Hispanic or Latino Population (2023)		1,121	12.6%	7,693	10.5%	9,017	10.6%	11,966	11.8%
Hispanic White		430	38.4%	3,008	39.1%	3,471	38.5%	4,287	35.8%
Hispanic Black or African American		6	0.5%	46	0.6%	71	0.8%	78	0.6%
Hispanic American Indian or Alaska Native		80	7.2%	474	6.2%	550	6.1%	666	5.6%
Hispanic Asian		12	1.0%	50	0.6%	51	0.6%	57	0.5%
Hispanic Hawaiian or Pacific Islander		3	0.3%	30	0.4%	36	0.4%	40	0.3%
Hispanic Other Race		273	24.4%	1,887	24.5%	2,195	24.3%	3,525	29.5%
Hispanic Two or More Races		317	28.3%	2,198	28.6%	2,643	29.3%	3,314	27.7%
Not Hispanic or Latino Population (2020)		7,177	88.4%	63,610	89.9%	73,879	90.2%	87,048	88.6%
Hispanic or Latino Population (2020)		941	11.6%	7,167	10.1%	8,048	9.8%	11,199	11.4%
Not Hispanic or Latino Population (2010)		7,088	91.7%	62,294	92.6%	72,191	92.7%	85,168	90.7%
Hispanic or Latino Population (2010)		644	8.3%	4,954	7.4%	5,707	7.3%	8,758	9.3%
Not Hispanic or Latino Population (2028)		8,478	87.4%	71,229	89.5%	83,127	89.4%	98,082	88.2%
Hispanic or Latino Population (2028)		1,217	12.6%	8,324	10.5%	9,889	10.6%	13,106	11.8%
Projected Annual Growth (2023-2028)		96	1.7%	631	1.6%	872	1.9%	1,139	1.9%
Historical Annual Growth (2010-2020)		297	4.6%	2,213	4.5%	2,341	4.1%	2,441	2.8%

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Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		5 mi radius		10 mi radius		20 mi radius	
Total Age Distribution (2023)									
Total Population		8,900		73,573		85,243		101,582	
Age Under 5 Years	623	7.0%	4,709	6.4%	5,174	6.1%	6,077	6.0%	
Age 5 to 9 Years	638	7.2%	5,110	6.9%	5,768	6.8%	6,923	6.8%	
Age 10 to 14 Years	623	7.0%	5,067	6.9%	5,882	6.9%	7,223	7.1%	
Age 15 to 19 Years	512	5.8%	5,391	7.3%	6,114	7.2%	7,274	7.2%	
Age 20 to 24 Years	638	7.2%	6,290	8.5%	7,018	8.2%	8,079	8.0%	
Age 25 to 29 Years	765	8.6%	5,879	8.0%	6,487	7.6%	7,391	7.3%	
Age 30 to 34 Years	670	7.5%	5,672	7.7%	6,311	7.4%	7,321	7.2%	
Age 35 to 39 Years	645	7.2%	5,430	7.4%	6,203	7.3%	7,334	7.2%	
Age 40 to 44 Years	582	6.5%	4,876	6.6%	5,810	6.8%	6,945	6.8%	
Age 45 to 49 Years	475	5.3%	4,026	5.5%	4,792	5.6%	5,783	5.7%	
Age 50 to 54 Years	423	4.8%	3,659	5.0%	4,421	5.2%	5,375	5.3%	
Age 55 to 59 Years	405	4.6%	3,482	4.7%	4,244	5.0%	5,107	5.0%	
Age 60 to 64 Years	470	5.3%	3,702	5.0%	4,603	5.4%	5,716	5.6%	
Age 65 to 69 Years	445	5.0%	3,557	4.8%	4,423	5.2%	5,520	5.4%	
Age 70 to 74 Years	375	4.2%	2,959	4.0%	3,585	4.2%	4,245	4.2%	
Age 75 to 79 Years	291	3.3%	1,859	2.5%	2,200	2.6%	2,639	2.6%	
Age 80 to 84 Years	172	1.9%	1,044	1.4%	1,217	1.4%	1,444	1.4%	
Age 85 Years or Over	146	1.6%	862	1.2%	991	1.2%	1,187	1.2%	
Median Age	34.1		33.3		34.4		34.8		
Age 19 Years or Less	2,397	26.9%	20,276	27.6%	22,938	26.9%	27,498	27.1%	
Age 20 to 64 Years	5,075	57.0%	43,017	58.5%	49,890	58.5%	59,049	58.1%	
Age 65 Years or Over	1,429	16.1%	10,279	14.0%	12,415	14.6%	15,035	14.8%	
Female Age Distribution (2023)									
Female Population	4,514	50.7%	36,783	50.0%	42,482	49.8%	50,652	49.9%	
Age Under 5 Years	311	6.9%	2,319	6.3%	2,567	6.0%	3,033	6.0%	
Age 5 to 9 Years	307	6.8%	2,555	6.9%	2,881	6.8%	3,456	6.8%	
Age 10 to 14 Years	289	6.4%	2,392	6.5%	2,788	6.6%	3,495	6.9%	
Age 15 to 19 Years	269	6.0%	2,634	7.2%	2,954	7.0%	3,519	6.9%	
Age 20 to 24 Years	324	7.2%	3,096	8.4%	3,418	8.0%	3,910	7.7%	
Age 25 to 29 Years	367	8.1%	2,883	7.8%	3,172	7.5%	3,611	7.1%	
Age 30 to 34 Years	320	7.1%	2,821	7.7%	3,128	7.4%	3,640	7.2%	
Age 35 to 39 Years	306	6.8%	2,610	7.1%	2,997	7.1%	3,585	7.1%	
Age 40 to 44 Years	276	6.1%	2,399	6.5%	2,886	6.8%	3,445	6.8%	
Age 45 to 49 Years	217	4.8%	1,950	5.3%	2,327	5.5%	2,812	5.6%	
Age 50 to 54 Years	228	5.0%	1,876	5.1%	2,253	5.3%	2,718	5.4%	
Age 55 to 59 Years	213	4.7%	1,779	4.8%	2,148	5.1%	2,569	5.1%	
Age 60 to 64 Years	256	5.7%	1,902	5.2%	2,343	5.5%	2,897	5.7%	
Age 65 to 69 Years	250	5.5%	1,842	5.0%	2,262	5.3%	2,812	5.6%	
Age 70 to 74 Years	224	5.0%	1,545	4.2%	1,832	4.3%	2,140	4.2%	
Age 75 to 79 Years	158	3.5%	996	2.7%	1,181	2.8%	1,403	2.8%	
Age 80 to 84 Years	92	2.0%	604	1.6%	693	1.6%	829	1.6%	
Age 85 Years or Over	106	2.4%	578	1.6%	651	1.5%	780	1.5%	
Female Median Age	35.4		34.0		34.9		35.2		
Age 19 Years or Less	1,177	26.1%	9,900	26.9%	11,190	26.3%	13,503	26.7%	
Age 20 to 64 Years	2,507	55.5%	21,317	58.0%	24,674	58.1%	29,186	57.6%	
Age 65 Years or Over	830	18.4%	5,566	15.1%	6,619	15.6%	7,963	15.7%	

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Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		5 mi radius		10 mi radius		20 mi radius	
Male Age Distribution (2023)									
Male Population	4,386	49.3%	36,790	50.0%	42,761	50.2%	50,930	50.1%	
Age Under 5 Years	313	7.1%	2,390	6.5%	2,607	6.1%	3,044	6.0%	
Age 5 to 9 Years	331	7.5%	2,555	6.9%	2,887	6.8%	3,468	6.8%	
Age 10 to 14 Years	334	7.6%	2,675	7.3%	3,094	7.2%	3,728	7.3%	
Age 15 to 19 Years	243	5.5%	2,757	7.5%	3,160	7.4%	3,755	7.4%	
Age 20 to 24 Years	314	7.2%	3,195	8.7%	3,600	8.4%	4,169	8.2%	
Age 25 to 29 Years	398	9.1%	2,996	8.1%	3,315	7.8%	3,779	7.4%	
Age 30 to 34 Years	350	8.0%	2,851	7.7%	3,183	7.4%	3,682	7.2%	
Age 35 to 39 Years	339	7.7%	2,820	7.7%	3,206	7.5%	3,749	7.4%	
Age 40 to 44 Years	307	7.0%	2,477	6.7%	2,924	6.8%	3,500	6.9%	
Age 45 to 49 Years	258	5.9%	2,076	5.6%	2,465	5.8%	2,971	5.8%	
Age 50 to 54 Years	196	4.5%	1,782	4.8%	2,168	5.1%	2,656	5.2%	
Age 55 to 59 Years	193	4.4%	1,703	4.6%	2,095	4.9%	2,538	5.0%	
Age 60 to 64 Years	215	4.9%	1,799	4.9%	2,260	5.3%	2,819	5.5%	
Age 65 to 69 Years	194	4.4%	1,715	4.7%	2,162	5.1%	2,708	5.3%	
Age 70 to 74 Years	151	3.4%	1,413	3.8%	1,754	4.1%	2,105	4.1%	
Age 75 to 79 Years	133	3.0%	863	2.3%	1,019	2.4%	1,236	2.4%	
Age 80 to 84 Years	80	1.8%	439	1.2%	523	1.2%	615	1.2%	
Age 85 Years or Over	40	0.9%	284	0.8%	339	0.8%	408	0.8%	
Male Median Age	32.8		32.8		33.9		34.4		
Age 19 Years or Less	1,220	27.8%	10,377	28.2%	11,748	27.5%	13,995	27.5%	
Age 20 to 64 Years	2,568	58.5%	21,700	59.0%	25,216	59.0%	29,863	58.6%	
Age 65 Years or Over	598	13.6%	4,714	12.8%	5,797	13.6%	7,072	13.9%	
Males per 100 Females (2023)									
Overall Comparison	97		100		101		101		
Age Under 5 Years	101	50.2%	103	50.7%	102	50.4%	100	50.1%	
Age 5 to 9 Years	108	51.8%	100	50.0%	100	50.1%	100	50.1%	
Age 10 to 14 Years	115	53.6%	112	52.8%	111	52.6%	107	51.6%	
Age 15 to 19 Years	90	47.4%	105	51.1%	107	51.7%	107	51.6%	
Age 20 to 24 Years	97	49.2%	103	50.8%	105	51.3%	107	51.6%	
Age 25 to 29 Years	108	52.0%	104	51.0%	104	51.1%	105	51.1%	
Age 30 to 34 Years	109	52.3%	101	50.3%	102	50.4%	101	50.3%	
Age 35 to 39 Years	111	52.5%	108	51.9%	107	51.7%	105	51.1%	
Age 40 to 44 Years	111	52.6%	103	50.8%	101	50.3%	102	50.4%	
Age 45 to 49 Years	119	54.2%	106	51.6%	106	51.4%	106	51.4%	
Age 50 to 54 Years	86	46.2%	95	48.7%	96	49.0%	98	49.4%	
Age 55 to 59 Years	91	47.6%	96	48.9%	98	49.4%	99	49.7%	
Age 60 to 64 Years	84	45.6%	95	48.6%	96	49.1%	97	49.3%	
Age 65 to 69 Years	78	43.7%	93	48.2%	96	48.9%	96	49.1%	
Age 70 to 74 Years	67	40.3%	91	47.8%	96	48.9%	98	49.6%	
Age 75 to 79 Years	85	45.8%	87	46.4%	86	46.3%	88	46.8%	
Age 80 to 84 Years	87	46.4%	73	42.1%	75	43.0%	74	42.6%	
Age 85 Years or Over	38	27.4%	49	32.9%	52	34.2%	52	34.3%	
Age 19 Years or Less	104	50.9%	105	51.2%	105	51.2%	104	50.9%	
Age 20 to 39 Years	106	51.5%	104	51.0%	105	51.1%	104	51.0%	
Age 40 to 64 Years	98	49.5%	99	49.8%	100	49.9%	100	50.1%	
Age 65 Years or Over	72	41.9%	85	45.9%	88	46.7%	89	47.0%	

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Household Type (2023)									
Total Households		3,519		27,973		32,286		38,082	
Households with Children		1,313	37.3%	9,991	35.7%	10,966	34.0%	13,020	34.2%
Average Household Size		2.5		2.6		2.6		2.6	
Household Density per Square Mile		1,121		356		103		30	
Population Family		7,341	82.5%	60,372	82.1%	70,101	82.2%	84,503	83.2%
Population Non-Family		1,469	16.5%	11,360	15.4%	12,896	15.1%	14,773	14.5%
Population Group Quarters		90	1.0%	1,841	2.5%	2,246	2.6%	2,306	2.3%
Family Households		2,315	65.8%	18,927	67.7%	21,955	68.0%	26,188	68.8%
Married Couple Households		1,657	71.6%	14,335	75.7%	16,588	75.6%	19,925	76.1%
Other Family Households with Children		658	28.4%	4,592	24.3%	5,367	24.4%	6,263	23.9%
Family Households with Children		1,300	56.2%	9,894	52.3%	10,857	49.5%	12,904	49.3%
Married Couple with Children		919	70.7%	7,373	74.5%	7,902	72.8%	9,438	73.1%
Other Family Households with Children		381	29.3%	2,520	25.5%	2,955	27.2%	3,466	26.9%
Family Households No Children		1,015	43.8%	9,034	47.7%	11,098	50.5%	13,284	50.7%
Married Couple No Children		738	72.7%	6,962	77.1%	8,686	78.3%	10,487	78.9%
Other Family Households No Children		278	27.3%	2,072	22.9%	2,412	21.7%	2,796	21.1%
Non-Family Households		1,203	34.2%	9,046	32.3%	10,331	32.0%	11,894	31.2%
Non-Family Households with Children		13	1.1%	97	1.1%	109	1.1%	116	1.0%
Non-Family Households No Children		1,190	98.9%	8,949	98.9%	10,222	98.9%	11,778	99.0%
Average Family Household Size		3.2		3.2		3.2		3.2	
Average Family Income		\$72,532		\$99,687		\$100,240		\$102,823	
Median Family Income		\$75,203		\$81,437		\$82,001		\$82,272	
Average Non-Family Household Size		1.2		1.3		1.2		1.2	
Marital Status (2023)									
Population Age 15 Years or Over		7,015		58,687		68,419		81,358	
Never Married		2,089	29.8%	18,894	32.2%	21,543	31.5%	25,333	31.1%
Currently Married		2,954	42.1%	26,125	44.5%	30,539	44.6%	37,078	45.6%
Previously Married		1,972	28.1%	13,668	23.3%	16,336	23.9%	18,948	23.3%
Separated		410	20.8%	2,189	16.0%	2,714	16.6%	3,238	17.1%
Widowed		448	22.7%	3,463	25.3%	4,144	25.4%	4,838	25.5%
Divorced		1,114	56.5%	8,016	58.6%	9,479	58.0%	10,871	57.4%
Educational Attainment (2023)									
Adult Population Age 25 Years or Over		5,865		47,006		55,287		66,006	
Elementary (Grade Level 0 to 8)		54	0.9%	632	1.3%	960	1.7%	1,526	2.3%
Some High School (Grade Level 9 to 11)		317	5.4%	2,403	5.1%	2,823	5.1%	3,507	5.3%
High School Graduate		1,466	25.0%	11,178	23.8%	13,685	24.8%	17,206	26.1%
Some College		1,801	30.7%	12,869	27.4%	14,544	26.3%	17,123	25.9%
Associate Degree Only		669	11.4%	5,296	11.3%	6,015	10.9%	7,188	10.9%
Bachelor Degree Only		1,034	17.6%	9,950	21.2%	11,472	20.7%	12,872	19.5%
Graduate Degree		524	8.9%	4,678	10.0%	5,789	10.5%	6,583	10.0%
Any College (Some College or Higher)		4,028	68.7%	32,794	69.8%	37,819	68.4%	43,766	66.3%
College Degree + (Bachelor Degree or Higher)		1,558	26.6%	14,628	31.1%	17,260	31.2%	19,454	29.5%

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 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		5 mi radius		10 mi radius		20 mi radius	
Housing									
Total Housing Units (2023)	3,683		29,292		33,830		39,957		
Total Housing Units (2020)	3,472		28,405		32,559		38,423		
Historical Annual Growth (2020-2023)	211	2.0%	887	1.0%	1,272	1.3%	1,534	1.3%	
Housing Units Occupied (2023)	3,519 95.5%		27,973 95.5%		32,286 95.4%		38,082 95.3%		
Housing Units Owner-Occupied	2,311 65.7%		18,666 66.7%		21,659 67.1%		25,983 68.2%		
Housing Units Renter-Occupied	1,207 34.3%		9,307 33.3%		10,628 32.9%		12,099 31.8%		
Housing Units Vacant (2023)	165	4.5%	1,318	4.5%	1,544	4.6%	1,875	4.7%	
Household Size (2023)									
Total Households	3,519		27,973		32,286		38,082		
1 Person Households	1,021	29.0%	7,202	25.7%	8,303	25.7%	9,710	25.5%	
2 Person Households	1,155	32.8%	9,202	32.9%	10,834	33.6%	12,855	33.8%	
3 Person Households	529	15.0%	4,415	15.8%	5,003	15.5%	5,792	15.2%	
4 Person Households	404	11.5%	3,697	13.2%	4,143	12.8%	4,790	12.6%	
5 Person Households	245	7.0%	1,982	7.1%	2,290	7.1%	2,761	7.2%	
6 Person Households	103	2.9%	1,002	3.6%	1,131	3.5%	1,415	3.7%	
7 or More Person Households	62	1.8%	474	1.7%	582	1.8%	758	2.0%	
Household Income Distribution (2023)									
HH Income \$200,000 or More	71	2.0%	1,451	5.2%	1,821	5.6%	2,203	5.8%	
HH Income \$150,000 to \$199,999	204	5.8%	1,842	6.6%	2,235	6.9%	2,530	6.6%	
HH Income \$125,000 to \$149,999	211	6.0%	1,594	5.7%	1,899	5.9%	2,412	6.3%	
HH Income \$100,000 to \$124,999	275	7.8%	2,708	9.7%	3,089	9.6%	3,684	9.7%	
HH Income \$75,000 to \$99,999	408	11.6%	4,026	14.4%	4,462	13.8%	5,345	14.0%	
HH Income \$50,000 to \$74,999	705	20.0%	5,120	18.3%	5,927	18.4%	6,998	18.4%	
HH Income \$35,000 to \$49,999	795	22.6%	3,840	13.7%	4,316	13.4%	5,069	13.3%	
HH Income \$25,000 to \$34,999	273	7.8%	2,270	8.1%	2,640	8.2%	3,145	8.3%	
HH Income \$15,000 to \$24,999	259	7.4%	2,473	8.8%	2,768	8.6%	3,152	8.3%	
HH Income \$10,000 to \$14,999	229	6.5%	1,551	5.5%	1,730	5.4%	1,881	4.9%	
HH Income Under \$10,000	86	2.5%	1,099	3.9%	1,399	4.3%	1,663	4.4%	
Household Vehicles (2023)									
Households 0 Vehicles Available	223	6.3%	1,321	4.7%	1,663	5.2%	1,971	5.2%	
Households 1 Vehicle Available	978	27.8%	8,088	28.9%	9,062	28.1%	10,423	27.4%	
Households 2 Vehicles Available	1,375	39.1%	10,314	36.9%	11,770	36.5%	13,701	36.0%	
Households 3 or More Vehicles Available	943	26.8%	8,250	29.5%	9,791	30.3%	11,988	31.5%	
Total Vehicles Available	6,973		57,663		67,128		80,142		
Average Vehicles per Household	2.0		2.1		2.1		2.1		
Owner-Occupied Household Vehicles	5,224 74.9%		43,099 74.7%		50,484 75.2%		61,250 76.4%		
Average Vehicles per Owner-Occupied Household	2.3		2.3		2.3		2.4		
Renter-Occupied Household Vehicles	1,750 25.1%		14,563 25.3%		16,644 24.8%		18,892 23.6%		
Average Vehicles per Renter-Occupied Household	1.4		1.6		1.6		1.6		
Travel Time (2023)									
Worker Base Age 16 years or Over	4,460		36,523		41,848		49,549		
Travel to Work in 14 Minutes or Less	2,229	50.0%	18,145	49.7%	20,056	47.9%	22,755	45.9%	
Travel to Work in 15 to 29 Minutes	1,294	29.0%	10,582	29.0%	12,713	30.4%	14,693	29.7%	
Travel to Work in 30 to 59 Minutes	314	7.0%	2,001	5.5%	2,489	5.9%	4,417	8.9%	
Travel to Work in 60 Minutes or More	158	3.5%	1,556	4.3%	1,778	4.2%	2,050	4.1%	
Work at Home	465	10.4%	4,238	11.6%	4,812	11.5%	5,635	11.4%	
Average Minutes Travel to Work	13.0		12.8		13.2		14.0		

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 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		5 mi radius		10 mi radius		20 mi radius	
Transportation To Work (2023)								
Worker Base Age 16 years or Over	4,460		36,523		41,848		49,549	
Drive to Work Alone	3,317	74.4%	27,605	75.6%	31,668	75.7%	37,554	75.8%
Drive to Work in Carpool	512	11.5%	3,113	8.5%	3,555	8.5%	4,338	8.8%
Travel to Work by Public Transportation	26	0.6%	304	0.8%	351	0.8%	398	0.8%
Drive to Work on Motorcycle	8	0.2%	32	-	32	-	37	-
Bicycle to Work	13	0.3%	233	0.6%	278	0.7%	280	0.6%
Walk to Work	69	1.6%	778	2.1%	860	2.1%	988	2.0%
Other Means	49	1.1%	221	0.6%	293	0.7%	319	0.6%
Work at Home	465	10.4%	4,238	11.6%	4,812	11.5%	5,635	11.4%
Daytime Demographics (2023)								
Total Businesses	468		2,608		2,815		3,077	
Total Employees	5,197		25,260		27,289		29,595	
Company Headquarter Businesses	16	3.5%	90	3.5%	105	3.7%	115	3.7%
Company Headquarter Employees	450	8.7%	2,162	8.6%	2,448	9.0%	3,081	10.4%
Employee Population per Business	11.1 to 1		9.7 to 1		9.7 to 1		9.6 to 1	
Residential Population per Business	19.0 to 1		28.2 to 1		30.3 to 1		33.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,634		46,284		52,540		59,818	
Labor Force								
Labor Population Age 16 Years or Over (2023)	6,916		57,645		67,197		79,872	
Labor Force Total Males (2023)	3,367	48.7%	28,653	49.7%	33,546	49.9%	39,929	50.0%
Male Civilian Employed	2,282	67.8%	19,042	66.5%	21,861	65.2%	26,165	65.5%
Male Civilian Unemployed	98	2.9%	1,016	3.5%	1,215	3.6%	1,375	3.4%
Males in Armed Forces	19	0.6%	90	0.3%	90	0.3%	90	0.2%
Males Not in Labor Force	968	28.8%	8,505	29.7%	10,379	30.9%	12,299	30.8%
Labor Force Total Females (2023)	3,549	51.3%	28,993	50.3%	33,651	50.1%	39,943	50.0%
Female Civilian Employed	2,178	61.4%	17,489	60.3%	19,995	59.4%	23,394	58.6%
Female Civilian Unemployed	25	0.7%	537	1.9%	713	2.1%	797	2.0%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	1,346	37.9%	10,967	37.8%	12,944	38.5%	15,752	39.4%
Unemployment Rate	123	1.8%	1,552	2.7%	1,928	2.9%	2,172	2.7%
Occupation (2023)								
Occupation Population Age 16 Years or Over	4,460		36,523		41,848		49,549	
Occupation Total Males	2,282	51.2%	19,037	52.1%	21,856	52.2%	26,159	52.8%
Occupation Total Females	2,178	48.8%	17,486	47.9%	19,992	47.8%	23,390	47.2%
Management, Business, Financial Operations	484	10.8%	4,164	11.4%	4,793	11.5%	5,802	11.7%
Professional, Related	1,068	24.0%	9,559	26.2%	11,029	26.4%	12,428	25.1%
Service	925	20.7%	7,132	19.5%	8,120	19.4%	9,443	19.1%
Sales, Office	938	21.0%	8,035	22.0%	9,048	21.6%	10,517	21.2%
Farming, Fishing, Forestry	3	-	29	-	69	0.2%	425	0.9%
Construction, Extraction, Maintenance	391	8.8%	3,038	8.3%	3,535	8.4%	4,421	8.9%
Production, Transport, Material Moving	651	14.6%	4,567	12.5%	5,254	12.6%	6,513	13.1%
White Collar Workers	2,490	55.8%	21,758	59.6%	24,870	59.4%	28,746	58.0%
Blue Collar Workers	1,970	44.2%	14,765	40.4%	16,978	40.6%	20,803	42.0%

Complete Profile



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Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius		5 mi radius		10 mi radius		20 mi radius	
Units In Structure (2023)									
Total Units		3,519		27,973		32,286		38,082	
1 Detached Unit		2,180	61.9%	18,865	67.4%	21,782	67.5%	26,434	69.4%
1 Attached Unit		208	5.9%	1,496	5.3%	1,692	5.2%	1,766	4.6%
2 Units		108	3.1%	1,492	5.3%	1,757	5.4%	1,837	4.8%
3 to 4 Units		305	8.7%	2,132	7.6%	2,266	7.0%	2,451	6.4%
5 to 9 Units		191	5.4%	1,353	4.8%	1,436	4.4%	1,584	4.2%
10 to 19 Units		115	3.3%	433	1.5%	531	1.6%	554	1.5%
20 to 49 Units		33	0.9%	389	1.4%	419	1.3%	429	1.1%
50 or More Units		91	2.6%	487	1.7%	520	1.6%	544	1.4%
Mobile Home or Trailer		287	8.2%	1,326	4.7%	1,882	5.8%	2,481	6.5%
Other Structure		-	-	-	-	-	-	3	-
Homes Built By Year (2023)									
Homes Built 2014 or later		3	-	74	0.3%	78	0.2%	80	0.2%
Homes Built 2010 to 2013		356	9.7%	2,280	7.8%	2,577	7.6%	2,960	7.4%
Homes Built 2000 to 2009		478	13.0%	2,918	10.0%	3,364	9.9%	4,041	10.1%
Homes Built 1990 to 1999		374	10.2%	3,207	10.9%	4,053	12.0%	4,643	11.6%
Homes Built 1980 to 1989		350	9.5%	2,963	10.1%	3,672	10.9%	4,259	10.7%
Homes Built 1970 to 1979		754	20.5%	5,396	18.4%	6,413	19.0%	7,732	19.3%
Homes Built 1960 to 1969		428	11.6%	2,814	9.6%	3,094	9.1%	3,640	9.1%
Homes Built 1950 to 1959		458	12.4%	3,127	10.7%	3,392	10.0%	3,989	10.0%
Homes Built 1940 to 1949		139	3.8%	1,864	6.4%	2,038	6.0%	2,359	5.9%
Homes Built Before 1939		178	4.8%	3,330	11.4%	3,606	10.7%	4,380	11.0%
Median Age of Homes		45.7 yrs		50.1 yrs		49.3 yrs		49.6 yrs	
Home Values (2023)									
Owner Specified Housing Units		2,311		18,666		21,659		25,983	
Home Values \$1,000,000 or More		29	1.3%	278	1.5%	330	1.5%	405	1.6%
Home Values \$750,000 to \$999,999		34	1.5%	322	1.7%	475	2.2%	612	2.4%
Home Values \$500,000 to \$749,999		258	11.1%	1,535	8.2%	1,974	9.1%	2,400	9.2%
Home Values \$400,000 to \$499,999		172	7.4%	1,789	9.6%	2,154	9.9%	2,543	9.8%
Home Values \$300,000 to \$399,999		443	19.2%	4,402	23.6%	4,941	22.8%	5,537	21.3%
Home Values \$250,000 to \$299,999		291	12.6%	2,457	13.2%	2,785	12.9%	3,234	12.4%
Home Values \$200,000 to \$249,999		281	12.2%	2,783	14.9%	3,174	14.7%	3,592	13.8%
Home Values \$175,000 to \$199,999		79	3.4%	702	3.8%	769	3.6%	999	3.8%
Home Values \$150,000 to \$174,999		152	6.6%	1,100	5.9%	1,220	5.6%	1,592	6.1%
Home Values \$125,000 to \$149,999		112	4.9%	772	4.1%	859	4.0%	1,079	4.2%
Home Values \$100,000 to \$124,999		49	2.1%	336	1.8%	384	1.8%	714	2.7%
Home Values \$90,000 to \$99,999		19	0.8%	151	0.8%	171	0.8%	273	1.1%
Home Values \$80,000 to \$89,999		31	1.4%	247	1.3%	295	1.4%	389	1.5%
Home Values \$70,000 to \$79,999		15	0.6%	100	0.5%	112	0.5%	180	0.7%
Home Values \$60,000 to \$69,999		12	0.5%	95	0.5%	124	0.6%	196	0.8%
Home Values \$50,000 to \$59,999		7	0.3%	74	0.4%	88	0.4%	141	0.5%
Home Values \$35,000 to \$49,999		79	3.4%	468	2.5%	513	2.4%	593	2.3%
Home Values \$25,000 to \$34,999		56	2.4%	298	1.6%	352	1.6%	385	1.5%
Home Values \$10,000 to \$24,999		110	4.7%	507	2.7%	591	2.7%	638	2.5%
Home Values Under \$10,000		84	3.6%	252	1.3%	347	1.6%	481	1.9%
Owner-Occupied Median Home Value		\$251,019		\$277,017		\$283,918		\$276,862	
Renter-Occupied Median Rent		\$729		\$707		\$703		\$686	

Complete Profile



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 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 42.9059/-112.4607

Hurley Dr & Hwy 91 Pocatello, ID 83202		1 mi radius	5 mi radius	10 mi radius	20 mi radius
Total Annual Consumer Expenditure (2023)					
Total Household Expenditure		\$188.78 M	\$1.8 B	\$2.08 B	\$2.48 B
Total Non-Retail Expenditure		\$99.31 M	\$947.06 M	\$1.1 B	\$1.31 B
Total Retail Expenditure		\$89.47 M	\$850.84 M	\$982.65 M	\$1.17 B
Apparel		\$6.58 M	\$63.34 M	\$73.23 M	\$87.31 M
Contributions		\$5.9 M	\$57.62 M	\$66.97 M	\$80 M
Education		\$5.13 M	\$52.38 M	\$61.1 M	\$72.7 M
Entertainment		\$10.5 M	\$101.33 M	\$117.31 M	\$140 M
Food and Beverages		\$28.07 M	\$266.12 M	\$307.09 M	\$366.38 M
Furnishings and Equipment		\$6.55 M	\$62.92 M	\$72.84 M	\$86.96 M
Gifts		\$4.39 M	\$43.04 M	\$50.06 M	\$59.87 M
Health Care		\$16.31 M	\$152.63 M	\$176.13 M	\$210.42 M
Household Operations		\$7.31 M	\$70.17 M	\$81.22 M	\$96.91 M
Miscellaneous Expenses		\$3.56 M	\$33.8 M	\$39.11 M	\$46.69 M
Personal Care		\$2.53 M	\$24.11 M	\$27.86 M	\$33.24 M
Personal Insurance		\$1.28 M	\$12.48 M	\$14.5 M	\$17.33 M
Reading		\$409.36 K	\$3.9 M	\$4.51 M	\$5.38 M
Shelter		\$39.94 M	\$379.5 M	\$438.47 M	\$522.66 M
Tobacco		\$1.23 M	\$11.14 M	\$12.76 M	\$15.21 M
Transportation		\$34.69 M	\$329.37 M	\$380.16 M	\$453.86 M
Utilities		\$14.41 M	\$134.07 M	\$154.35 M	\$184.21 M
Monthly Household Consumer Expenditure (2023)					
Total Household Expenditure		\$4,471	\$5,356	\$5,363	\$5,425
Total Non-Retail Expenditure		\$2,352 52.6%	\$2,821 52.7%	\$2,826 52.7%	\$2,858 52.7%
Total Retail Expenditures		\$2,119 47.4%	\$2,535 47.3%	\$2,536 47.3%	\$2,567 47.3%
Apparel		\$156 3.5%	\$189 3.5%	\$189 3.5%	\$191 3.5%
Contributions		\$140 3.1%	\$172 3.2%	\$173 3.2%	\$175 3.2%
Education		\$122 2.7%	\$156 2.9%	\$158 2.9%	\$159 2.9%
Entertainment		\$249 5.6%	\$302 5.6%	\$303 5.6%	\$306 5.6%
Food and Beverages		\$665 14.9%	\$793 14.8%	\$793 14.8%	\$802 14.8%
Furnishings and Equipment		\$155 3.5%	\$187 3.5%	\$188 3.5%	\$190 3.5%
Gifts		\$104 2.3%	\$128 2.4%	\$129 2.4%	\$131 2.4%
Health Care		\$386 8.6%	\$455 8.5%	\$455 8.5%	\$460 8.5%
Household Operations		\$173 3.9%	\$209 3.9%	\$210 3.9%	\$212 3.9%
Miscellaneous Expenses		\$84 1.9%	\$101 1.9%	\$101 1.9%	\$102 1.9%
Personal Care		\$60 1.3%	\$72 1.3%	\$72 1.3%	\$73 1.3%
Personal Insurance		\$30 0.7%	\$37 0.7%	\$37 0.7%	\$38 0.7%
Reading		\$10 0.2%	\$12 0.2%	\$12 0.2%	\$12 0.2%
Shelter		\$946 21.2%	\$1,131 21.1%	\$1,132 21.1%	\$1,144 21.1%
Tobacco		\$29 0.7%	\$33 0.6%	\$33 0.6%	\$33 0.6%
Transportation		\$821 18.4%	\$981 18.3%	\$981 18.3%	\$993 18.3%
Utilities		\$341 7.6%	\$399 7.5%	\$398 7.4%	\$403 7.4%