

# Fruitland Named a Top City on the Rise in Idaho

*NerdWallet considers population, employment and income growth*

**San Francisco, CA (August 19, 2014)** – NerdWallet, a consumer advocacy website, recently conducted a study to find the fastest-growing cities in Idaho – and Fruitland ranked 12th.

To find Idaho's fastest-growing communities, NerdWallet evaluated 46 cities, towns and census-designated places and examined the following variables:

- Population growth
- Employment growth
- Income growth

Fruitland makes our list with picturesque landscapes all over the city and a community focused on offering rich experiences for families, business owners and all residents. Experiencing an 8.04%% growth in median income during 2009 to 2012, Fruitland is poised for further growth and economic progress.

"Idaho is showcasing a diverse landscape of industries apart from the traditional agricultural sector, including seasonal tourism and large-scale manufacturing," said Kamran Rosen, an analyst with NerdWallet. "Southern Idaho areas in particular are showing significant growth, specifically around Twin Falls and Pocatello," said Rosen.

Other places in the top 20 include St. Anthony and Star. See the full study [here](#).

For more information about NerdWallet, visit [nerdwallet.com/cities](http://nerdwallet.com/cities).

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## **About NerdWallet**

NerdWallet is a consumer-friendly financial literacy website that helps consumers make better decisions about their personal finances and more. We have been featured in The New York Times, Wall Street Journal, and Reuters; consumer advocates Liz Weston and Clark Howard have recommended our products.

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