

2024 Migration Trends: The Continued Draw of Mountain States

Find out how affordable living, economic opportunities, and lifestyle appeal are transforming Idaho, Nevada, and Wyoming into top relocation destinations.

- Mountain States Attract High Migration:** Idaho, Nevada, and Cheyenne are continuing to draw significant inbound migration, with newcomers likely attracted to the economic opportunities and lifestyle appeal.
- Idaho's Metro Hubs on the Rise:** Migration to Idaho is becoming more concentrated around key metro areas, with Coeur d'Alene emerging as a major hub.
- Suburban Growth Dominates Nevada:** In the Las Vegas-Henderson CBSA, suburban areas like Enterprise and Henderson are experiencing significant inbound migration, emphasizing a preference among new Nevadans for suburban living over urban centers.
- Cheyenne's Urban Appeal:** In Wyoming – and in Cheyenne in particular – a rising share of new residents are relocating to the city, likely attracted by its amenities and economic opportunities.

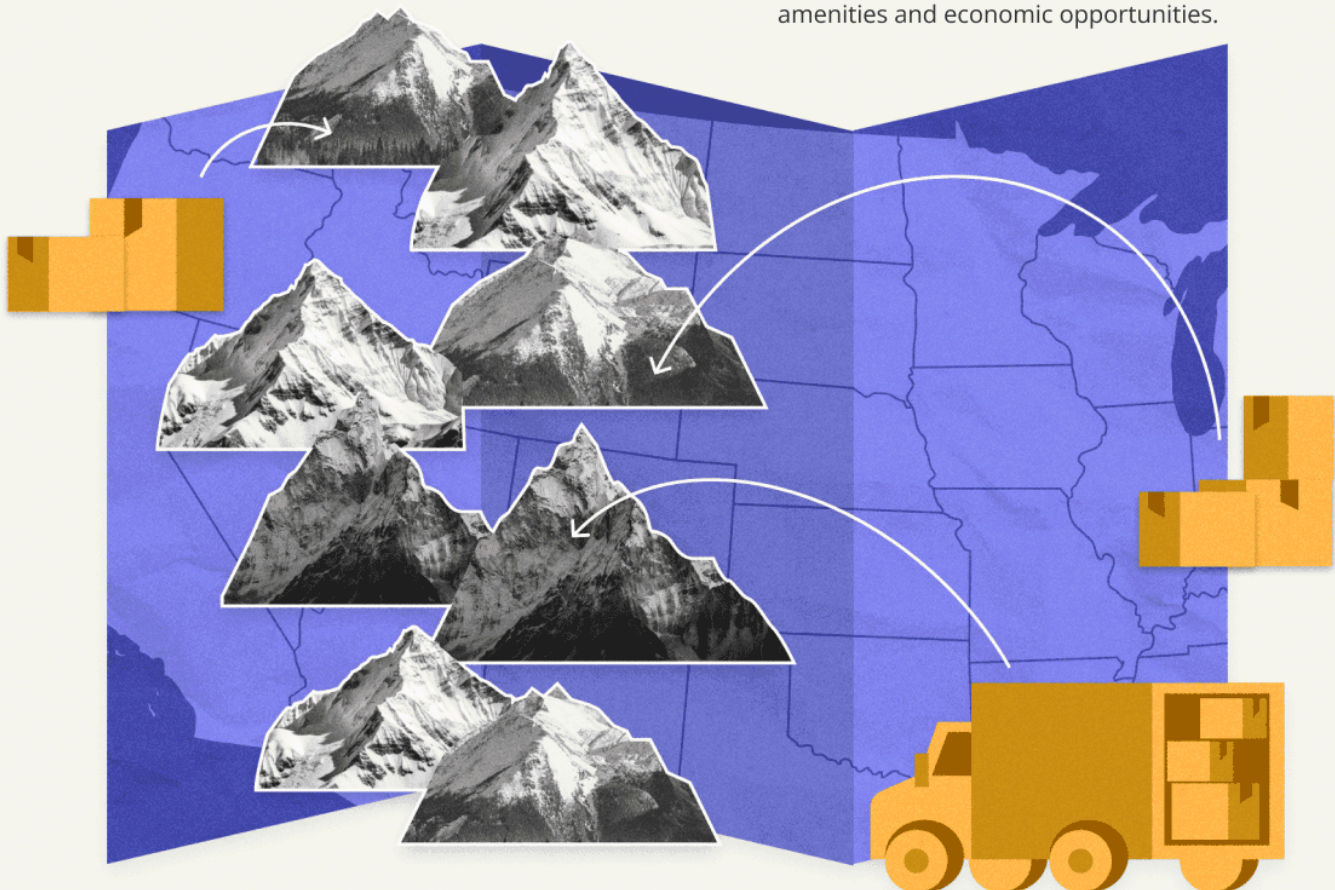


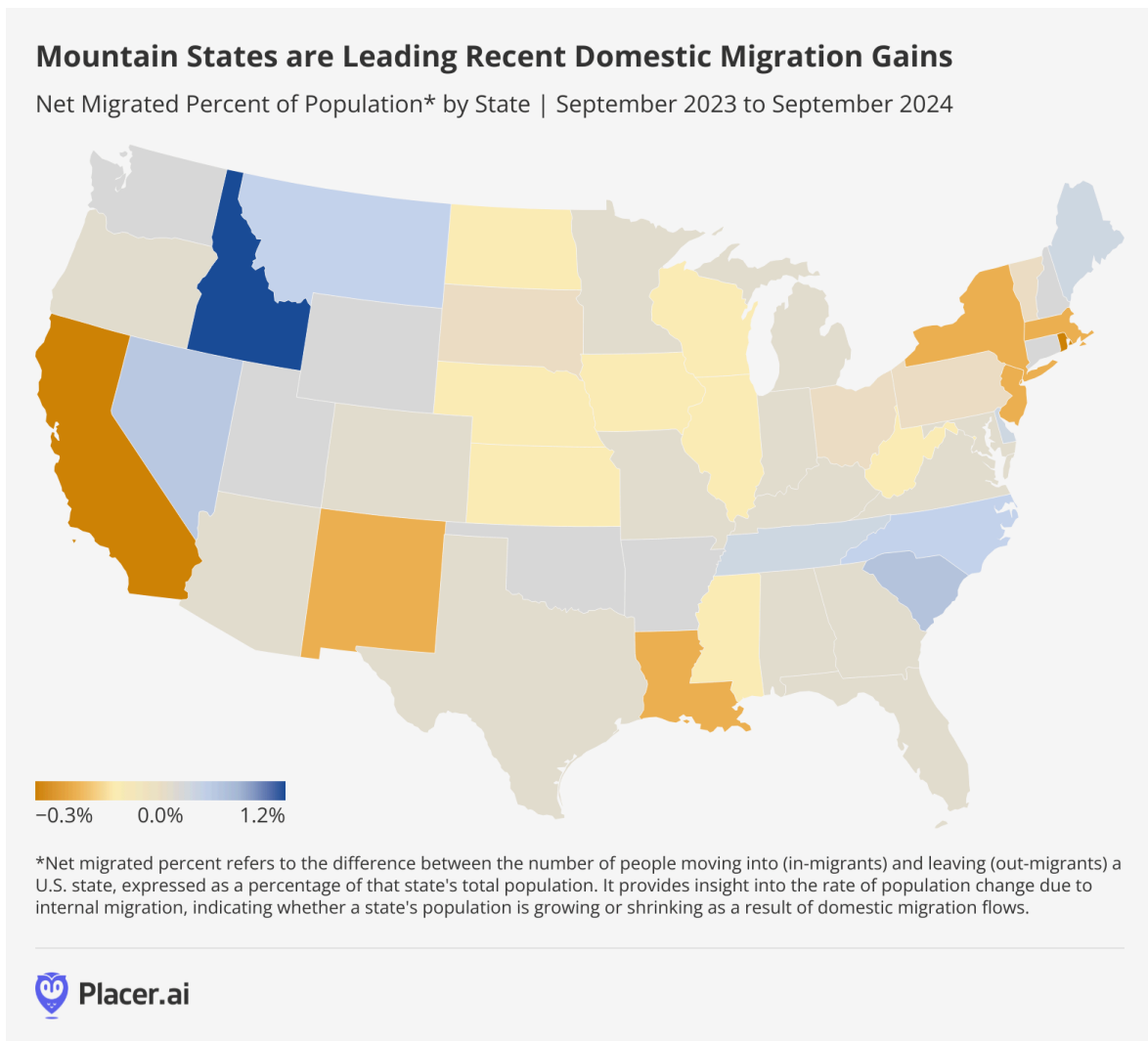
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Mountain States Emerge as Key Migration Hubs

Mountain States Are On The Rise

The [Mountain](#) region offers [employment opportunities](#), [affordable housing](#), [outdoors recreation](#), and a [relatively low cost of living](#) – which could explain why these states are emerging as major domestic migration hubs. Idaho, Nevada and Wyoming in particular have consistently attracted inbound domestic migration in recent years, as Americans continue leaving higher density regions in search of greener – and calmer – pastures.



This report uses various datasets from the [Placer.ai Migration Trends Report](#) to analyze domestic migration to Idaho, Nevada, and Wyoming. Where are people coming from? And how is recent migration impacting local population centers in these states? Keep reading to find out.

Idaho: A Magnet for Regional Migration

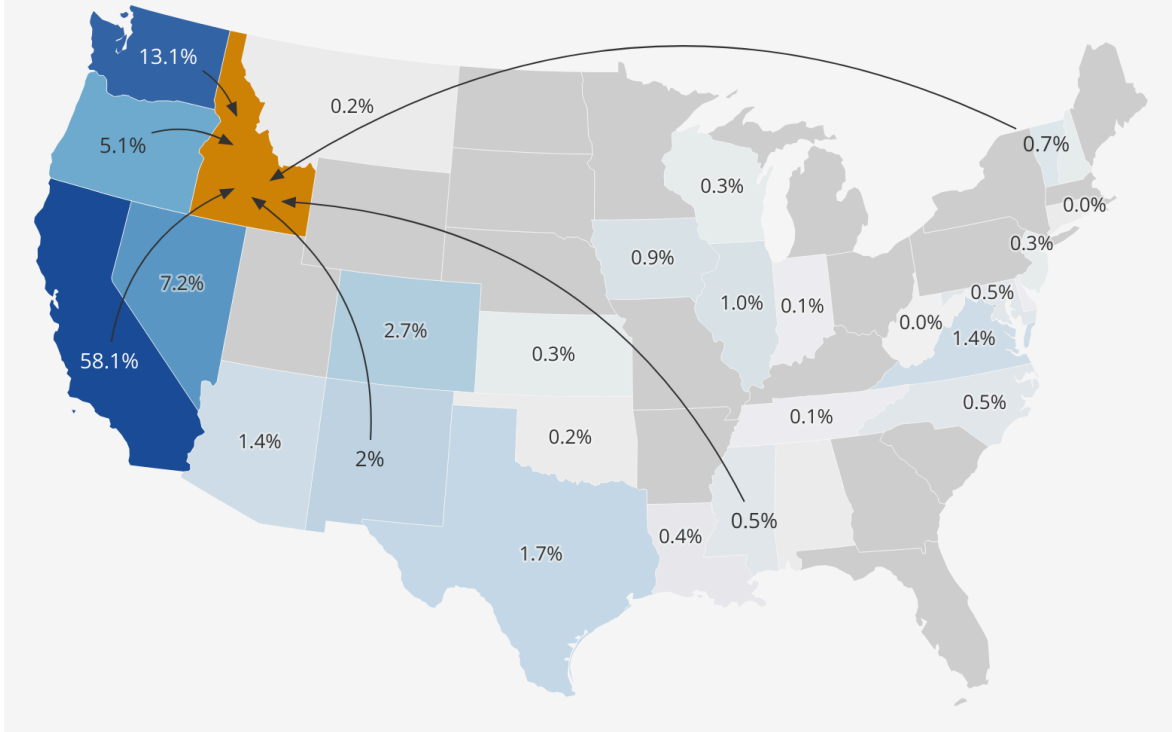
Regional Migration Reshapes Idaho's Demographic Landscape

Idaho emerged as a domestic migration hotspot over the [pandemic](#), as many Americans freed from the obligation of in-person work relocated to the Gem State. Between June 2020 and June 2024, Idaho saw positive net migration of 4.7%, more than any other state in the U.S. (This metric measures the number of people moving to a state minus the number of people leaving – expressed as a percentage of the state's total population.) And between 2023 and 2024, Idaho remained the nation's top domestic migration performer (see map above).

Diving into the data reveals that though people moved to Idaho from across the U.S., most of Idaho's influx over the past four years came from neighboring West Coast and Mountain States – especially California. Former residents of the Golden State accounted for a whopping 58.1% of inbound migrants to Idaho over the analyzed period.

Idaho Gains a Significant Share of Movers from West Coast States

Share of Inbound Net Migration to Idaho by State | June 2020 - June 2024



California's position as the top feeder of relocators to Idaho during the analyzed period may come as no surprise, given the state's recent [population outflow](#) and the many former California residents who have settled in the [Mountain](#) region. But Washington, Oregon, and Nevada – where inbound and outbound migration remained relatively even in recent years – have also been seeing shifts to Idaho.

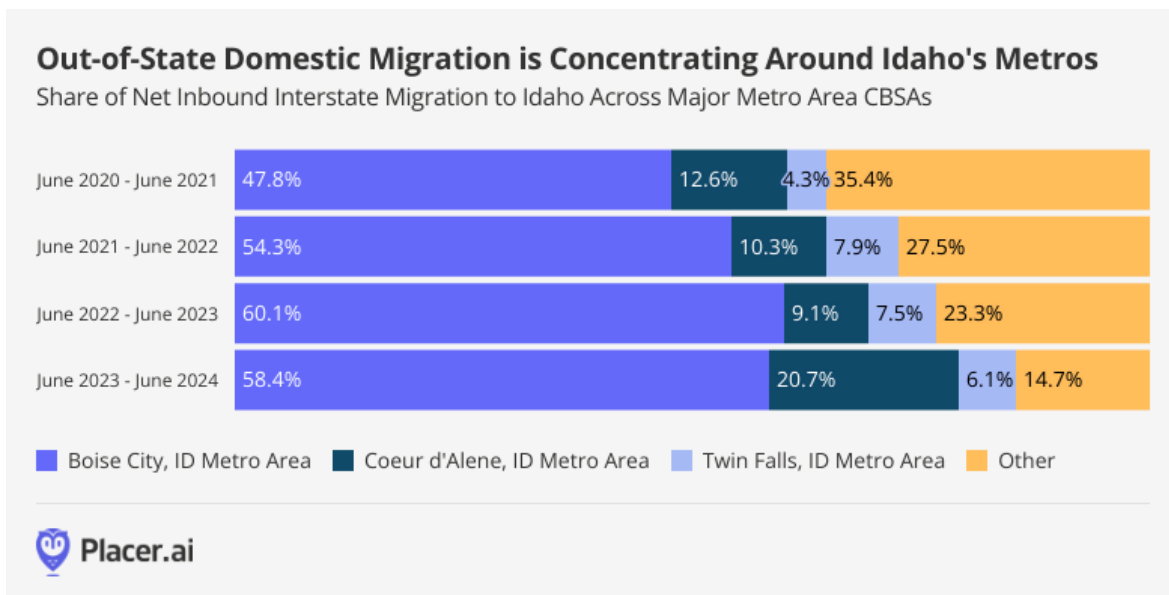
Idaho has a lower [tax burden](#), robust [employment opportunities](#), and greater overall [affordability](#) than its top four feeder states. So some of the recent relocators likely moved to the Gem State to enjoy better economic opportunities while staying relatively close to their states of origin. And these recent Idahoans may be reshaping Idaho's demographic and economic landscape in the process.

Coeur d'Alene Emerges as a Growing Migration Hub

Most inbound migration to Idaho is concentrated in the state's [metro areas](#), with Boise – the capital of Idaho and the major city closest to California – consistently absorbing the highest share of net inbound migration.

But recently, other CBSAs have emerged as key destinations for new Idahoans. The location of two emerging domestic relocation hubs in particular suggests that many new Idaho residents may be looking to stay close to their areas of origin: Coeur d'Alene, located near the border with Washington, attracts its largest contingent of new residents from the Spokane, WA metro area, while Twin Falls' top feeder area is the Elko CBSA in northern Nevada.

Twin Falls in southern Idaho has a [strong job market](#) – and has received a substantial share of inbound domestic migration over the past three years. Coeur d'Alene is also flush with [economic opportunities](#), and after declining steadily for several years, the share of relocators heading to the metro area increased to 20.7% between June 2023 and 2024.



The chart above also reveals that the share of inbound migration heading to Boise declined slightly between June 2023 and June 2024 – following a period of consistent

growth between June 2020 and June 2023 – even as the share of migration to Coeur d’Alene ballooned. This may mean that, although the state’s largest metro area may have reached its saturation point, other areas in the state are still primed to receive inbound migration.

Nevada: Suburban Growth Takes Center Stage

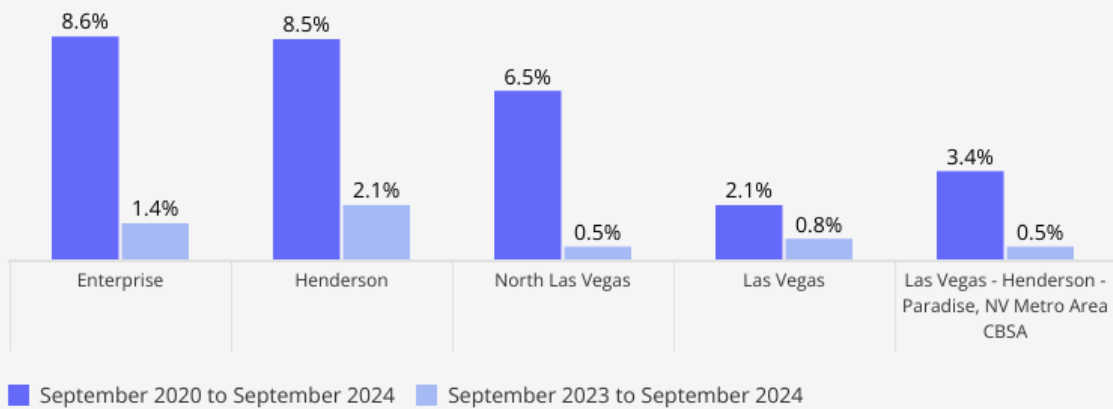
Las Vegas Suburbs Thrive Amid Migration Surge

While Nevada is losing some of its population to nearby Idaho, the Silver State is also gaining new residents of its own: Between September 2020 and September 2024, the Silver State experienced positive net migration of 3.3%. And the data indicates that many new Nevadans are choosing to settle in the state's rapidly growing suburban centers.

Zooming into the Las Vegas-Henderson CBSA reveals that much of the growth is concentrated outside the main city of Las Vegas. Instead, the more suburban cities of [Enterprise](#), [Henderson](#), and [North Las Vegas](#) received the largest migration bump – with Henderson and North Las Vegas’ population now surpassing that of [Reno](#). And while year-over-year migration trends suggest that the growth is beginning to stabilize, Enterprise and Henderson are still growing significantly faster than the CBSA as a whole – indicating that the suburbs continue to draw Nevada newcomers.

Domestic Migration Significantly Impacts Cities Around Las Vegas

Year-over-Four-Year and Year-over-Year Change in Net Migration Across Major Cities in Nevada



Enterprise Attracts Movers with Promising Opportunities

Analyzing the inbound domestic migration to Enterprise – one of the [fastest growing](#) areas in the country – may shed light on the aspects of suburban Las Vegas that are driving population growth.

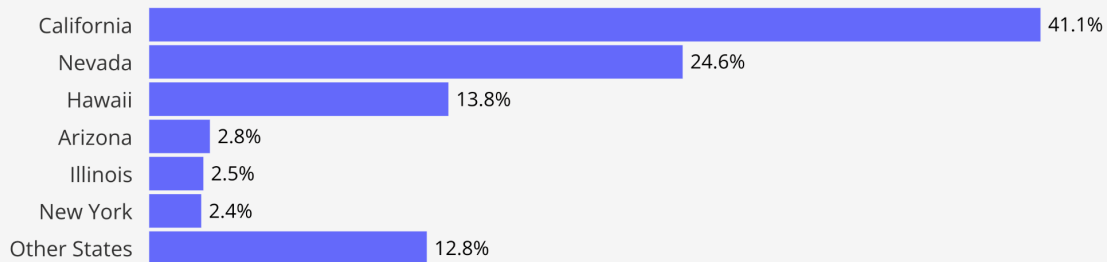
Many new Enterprise residents moved to the city from elsewhere in Nevada, while most out-of-state newcomers came from California or Hawaii – mirroring the migration patterns for Nevada as a whole. And according to the [Niche Neighborhood Grades](#) dataset, Enterprise is a good fit for retirees and young professionals alike, with the city ranking higher than its feeder areas with regard to a range of factors – from jobs and commute to weather.

What Are the Top Draw Factors for People Moving to Enterprise, NV?

June 2020 to June 2024 | Based on Niche Neighborhood Scores Combined with Placer.ai Migration Data

Draw Factors	Areas of Origins	Enterprise, NV
Jobs	B ⁻	B ⁺
Fit for Retirees	B	A ⁻
Weather	A	A ⁺
Fit for Young Professionals	B ⁺	A ⁻
Commute	B	B ⁺

Share of Inbound Net Migration by State of Origin



Like with migration to the rest of the Mountain region, domestic migration to Nevada – particularly to suburban areas like Enterprise and Henderson – is likely driven by newcomers looking for more economic opportunities along with higher quality of life.

Wyoming: Shifting Preferences Redefine Migration Landscape

Wyoming – currently the [least populous](#) state in the country – is another Mountain region state where [inbound migration](#) is [driving up](#) the population numbers. But in the Cowboy State, urban areas – as opposed to suburban ones – seem to be the main magnets for population growth.

Cheyenne's Urban Appeal Grows Amid Shifting Migration Trends

The Cheyenne, Wyoming CBSA – home to Wyoming's capital – is the largest metro area in the state. And analyzing the CBSA's population trends over the past six years reveals a recent shift in Wyoming's inbound migration patterns.

Cheyenne's population is mostly suburban, and the CBSA's suburban areas remain popular with newcomers – suburban Cheyenne has also seen steady population growth since January 2018. But when the CBSA became a popular relocation destination [over the pandemic](#), many newcomers to the Cheyenne region chose to move to metro area's more rural areas: By April 2022, Cheyenne's rural population had jumped by 10.8% compared to a January 2018 baseline, compared to a 5.9% and 3.9% increase in the CBSA's suburban and urban populations, respectively.

As the country opened back up, however, the number of rural Cheyenne residents dropped back down – and by September 2024, Cheyenne's rural population was only 0.1% bigger than it had been in January 2018. The population growth in suburban Cheyenne also slowed down, with the September 2024 suburban population numbers more or less on par with the April 2022 figures.

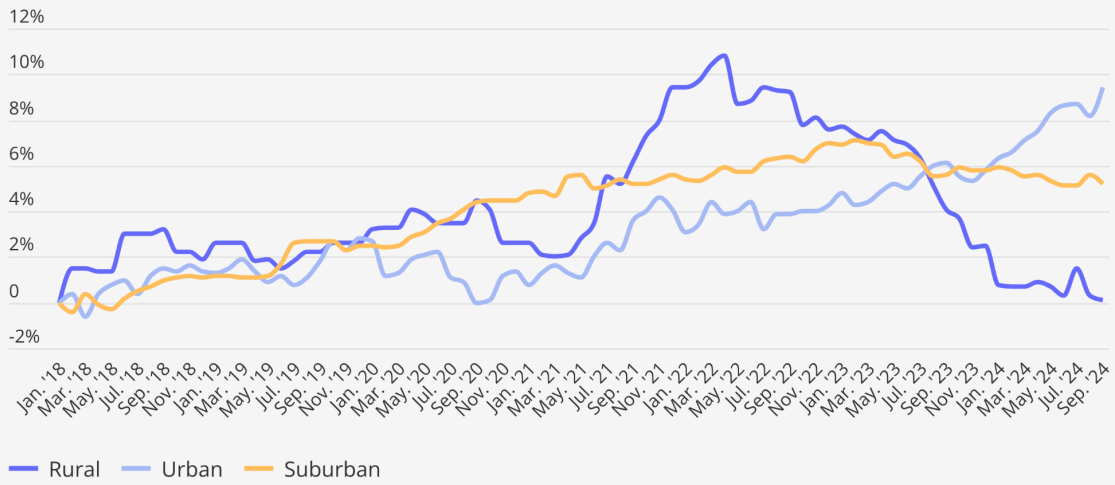
Now, Cheyenne's urban areas have overtaken both rural and suburban areas in terms of population growth: In September 2024, Cheyenne's urban population was 9.4% bigger than in January 2018, compared to 5.2% and 0.1% growth for the suburban

and urban areas, respectively.

Cheyenne's Urban Areas See Significant Population Growth in 2024

Population Change & Share of Urbanicity | Cheyenne, WY Metro Area CBSA

Pop. Change Compared to Jan. '18 Baseline

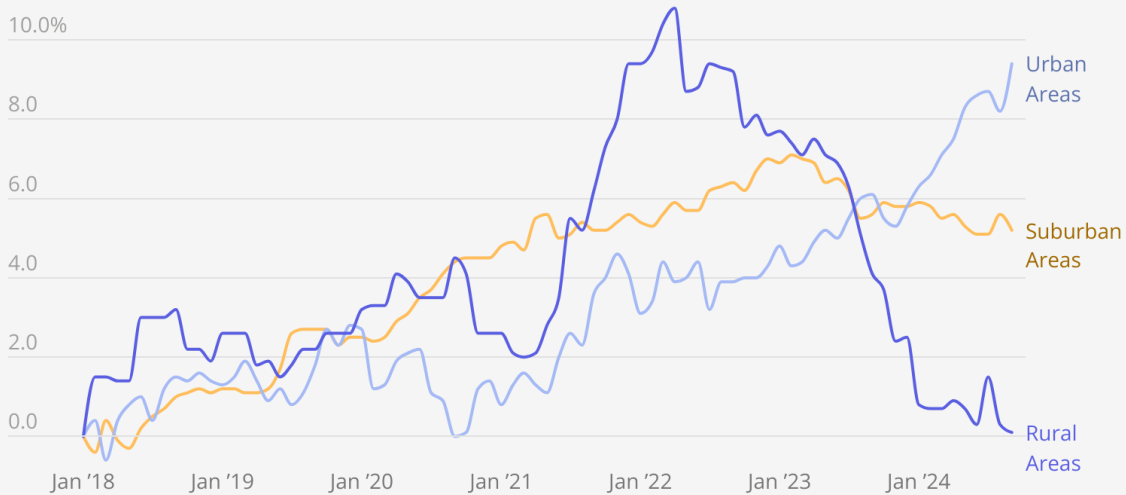


Share of Population by Urbanicity Level, September 2024



Cheyenne's Urban Areas See Significant Population Growth in 2024

Population Change by Area Rurality Level Compared to a Jan. '18 Baseline | Cheyenne, WY CBSA



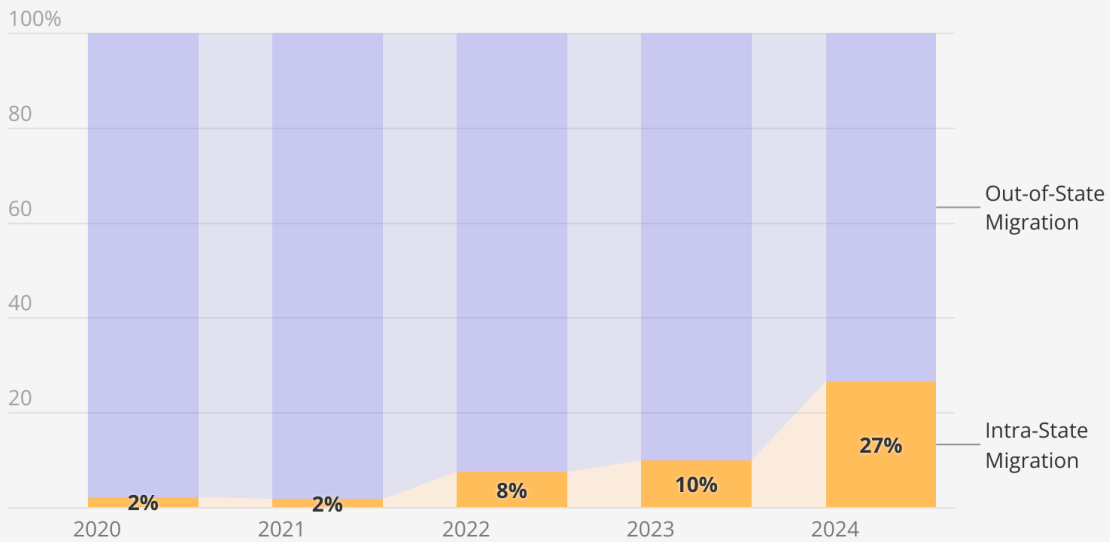
Despite the growth in Cheyenne's urban population, the suburbs still remain the most populous – as of September 2024, 71.2% of the CBSA's population resided in suburban areas. But the continued growth of Cheyenne's urban population may reflect a rising demand among Wyomingites for amenities and economic opportunities unavailable elsewhere in the state, mirroring the trend in Idaho's urban CBSAs such as Boise and Coeur d'Alene.

Increasing Intra-State Migration Highlights Cheyenne's Urban Appeal

Cheyenne's urban growth could be partially due to shifts in migration patterns. At the height of the pandemic, most newcomers to Cheyenne were coming from out of state, perhaps drawn by the quiet and spaciousness of rural Wyoming. But since 2022, the share of migration to Cheyenne from within Wyoming has grown – coinciding with the population increase in its urban areas and suggesting that Cheyenne's amenities are attracting more residents statewide.

Growing Share of Cheyenne's Inbound Migration is from Within Wyoming

Breakdown of Q2 Inter-State and Intra-State Total Inbound Migration to Cheyenne, WY Metro Area



This growing intra-state migration to Cheyenne's urban areas underscores the city's evolving role as a hub within Wyoming, appealing not just to newcomers from outside the state but increasingly to Wyoming residents seeking the benefits of a more urban lifestyle relative to the rest of the state.

Mountain Region on the Rise

The Mountain States are solidifying their status as key migration hubs in the U.S., driven by economic opportunities, affordable living, and lifestyle appeal. Between September 2023 and September 2024, Idaho, Nevada, and Wyoming all experienced significant population growth due to inbound domestic migration. In Idaho, newcomers from neighboring states are boosting the population of the Gem State's major metro areas. Meanwhile the Cheyenne, Wyoming, CBSA is emerging as a focal point for intra-state migration, with urban Cheyenne seeing particularly pronounced growth. And in Nevada, suburban hubs like Henderson and Enterprise are welcoming new arrivals seeking a balance of suburban comfort and economic potential. With the cost of living [continuing to increase](#) – and the Mountain region offering something for

everyone through its various states – Idaho, Nevada, and Wyoming are likely to remain top migration destinations in 2025 and beyond.