



Fruitland, Idaho Recognized by NerdWallet for Strong Economic Performance in 2014

Consumer finance site considers local homeownership and employment opportunities

San Francisco, CA (December 18, 2014) – NerdWallet, a consumer advocacy and financial literacy website, recognized Fruitland for its high performance in economic prosperity and employment analyses.

In NerdWallet's *Cities on the Rise in Idaho*, Fruitland ranked 12th. With its picturesque landscapes and community focused on offering rich experiences for families, business owners and all residents, the city is poised for further growth, and economic progress. Residents experienced an 8.04% growth in median income from 2009 to 2012.

Fruitland also ranked 11th in NerdWallet's *Best Places for Homeownership in Idaho* study. An 82.2% rate of homeownership and a median home value of \$129,900 makes Fruitland an attractive community.

A healthy labor market, affordable homes and a high quality of life make the state of Idaho a great place to call home. Idaho's population has increased every year over the past decade, with a 2.8% rate of growth from 2010 to 2013, according to the U.S Census Bureau.

NerdWallet is a consumer finance website that helps people build better lives through financial education and empowerment. Visit NerdWallet to learn more about credit card offers, insurance and more. NerdWallet has been featured in the *Wall Street Journal*, *The New York Times* and *Reuters*.

For more NerdWallet Idaho analysis, [click here](#).

Media Contact

Julia Baily | Julia@NerdWallet.com