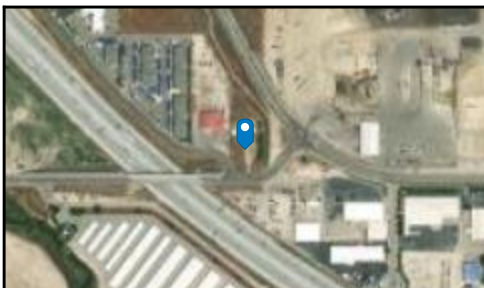
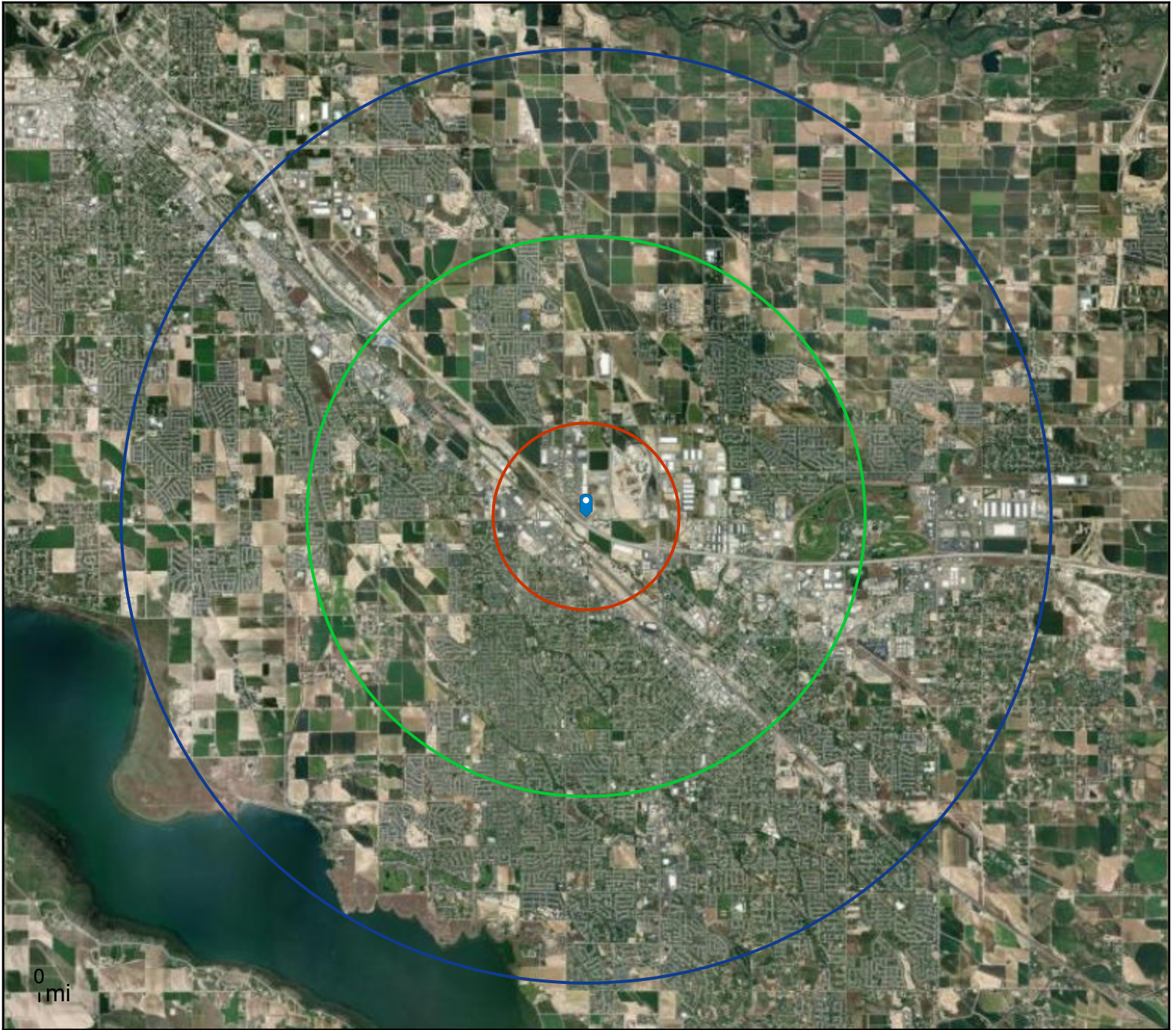


16000-16004 N Merchant Way
16000-16004 N Merchant Way, Nampa, Idaho, 83687
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.60537
Longitude: -116.58852





Executive Summary

16000-16004 N Merchant Way
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	1 mile	3 miles	5 miles
Population			
2010 Population	3,906	49,601	107,776
2020 Population	4,614	60,599	136,075
2023 Population	4,872	67,213	151,429
2028 Population	5,458	72,879	165,055
2010-2020 Annual Rate	1.68%	2.02%	2.36%
2020-2023 Annual Rate	1.69%	3.24%	3.34%
2023-2028 Annual Rate	2.30%	1.63%	1.74%
2020 Male Population	46.2%	49.1%	49.2%
2020 Female Population	53.8%	50.9%	50.8%
2020 Median Age	36.7	33.2	32.9
2023 Male Population	48.3%	49.4%	49.3%
2023 Female Population	51.7%	50.6%	50.7%
2023 Median Age	38.7	32.8	32.5

In the identified area, the current year population is 151,429. In 2020, the Census count in the area was 136,075. The rate of change since 2020 was 3.34% annually. The five-year projection for the population in the area is 165,055 representing a change of 1.74% annually from 2023 to 2028. Currently, the population is 49.3% male and 50.7% female.

Median Age

The median age in this area is 32.5, compared to U.S. median age of 39.1.

Race and Ethnicity

2023 White Alone	65.6%	71.0%	70.8%
2023 Black Alone	0.6%	0.9%	0.8%
2023 American Indian/Alaska Native Alone	1.1%	1.2%	1.2%
2023 Asian Alone	0.9%	1.0%	1.0%
2023 Pacific Islander Alone	0.4%	0.4%	0.4%
2023 Other Race	18.9%	12.2%	12.5%
2023 Two or More Races	12.5%	13.2%	13.3%
2023 Hispanic Origin (Any Race)	36.1%	27.6%	28.2%

Persons of Hispanic origin represent 28.2% of the population in the identified area compared to 19.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.1 in the identified area, compared to 72.1 for the U.S. as a whole.

Households

2023 Wealth Index	42	60	66
2010 Households	1,564	17,144	36,309
2020 Households	1,837	21,114	46,137
2023 Households	1,992	23,373	51,498
2028 Households	2,254	25,428	56,427
2010-2020 Annual Rate	1.62%	2.10%	2.42%
2020-2023 Annual Rate	2.52%	3.18%	3.44%
2023-2028 Annual Rate	2.50%	1.70%	1.84%
2023 Average Household Size	2.37	2.83	2.90

The household count in this area has changed from 46,137 in 2020 to 51,498 in the current year, a change of 3.44% annually. The five-year projection of households is 56,427, a change of 1.84% annually from the current year total. Average household size is currently 2.90, compared to 2.91 in the year 2020. The number of families in the current year is 37,383 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



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	1 mile	3 miles	5 miles
Mortgage Income			
2023 Percent of Income for Mortgage	16.0%	33.3%	31.7%
Median Household Income			
2023 Median Household Income	\$50,596	\$60,258	\$65,292
2028 Median Household Income	\$56,243	\$68,654	\$75,514
2023-2028 Annual Rate	2.14%	2.64%	2.95%
Average Household Income			
2023 Average Household Income	\$61,776	\$79,478	\$85,684
2028 Average Household Income	\$70,692	\$91,998	\$99,295
2023-2028 Annual Rate	2.73%	2.97%	2.99%
Per Capita Income			
2023 Per Capita Income	\$23,980	\$27,758	\$29,170
2028 Per Capita Income	\$27,628	\$32,321	\$33,986
2023-2028 Annual Rate	2.87%	3.09%	3.10%

GINI Index			
2023 Gini Index	37.5	38.3	38.3

Households by Income

Current median household income is \$65,292 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$75,514 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$85,684 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$99,295 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$29,170 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$33,986 in five years, compared to \$47,525 for all U.S. households

Housing			
2023 Housing Affordability Index	153	75	78
2010 Total Housing Units	1,733	18,956	39,806
2010 Owner Occupied Housing Units	947	11,071	24,539
2010 Renter Occupied Housing Units	617	6,073	11,769
2010 Vacant Housing Units	169	1,812	3,497
2020 Total Housing Units	1,915	21,905	47,849
2020 Owner Occupied Housing Units	1,101	14,177	32,290
2020 Renter Occupied Housing Units	736	6,937	13,847
2020 Vacant Housing Units	86	783	1,728
2023 Total Housing Units	2,078	24,298	53,384
2023 Owner Occupied Housing Units	1,360	16,288	37,112
2023 Renter Occupied Housing Units	632	7,085	14,386
2023 Vacant Housing Units	86	925	1,886
2028 Total Housing Units	2,315	26,286	58,191
2028 Owner Occupied Housing Units	1,445	18,080	41,721
2028 Renter Occupied Housing Units	809	7,349	14,707
2028 Vacant Housing Units	61	858	1,764

Socioeconomic Status Index			
2023 Socioeconomic Status Index	45.0	45.8	46.8

Currently, 69.5% of the 53,384 housing units in the area are owner occupied; 26.9%, renter occupied; and 3.5% are vacant. Currently, in the U.S., 58.5% of the housing units in the area are owner occupied; 31.7% are renter occupied; and 9.8% are vacant. In 2020, there were 47,849 housing units in the area and 3.6% vacant housing units. The annual rate of change in housing units since 2020 is 3.43%. Median home value in the area is \$344,864, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.01% annually to \$381,008.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.
Source: U.S. Census Bureau. Esri forecasts for 2023 and 2028. Esri converted Census 2010 into 2020 geography and Census 2020 data.



Business Summary

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Data for all businesses in area	1 mile		3 miles		5 miles							
Total Businesses:	593		2,250		3,914							
Total Employees:	9,667		28,005		47,439							
Total Residential Population:	4,872		67,213		151,429							
Employee/Residential Population Ratio (per 100 Residents)	198		42		31							
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	13	2.2%	93	1.0%	45	2.0%	377	1.3%	101	2.6%	683	1.4%
Construction	36	6.1%	331	3.4%	199	8.8%	1,583	5.7%	388	9.9%	2,995	6.3%
Manufacturing	17	2.9%	1,477	15.3%	67	3.0%	4,356	15.6%	129	3.3%	6,481	13.7%
Transportation	18	3.0%	245	2.5%	65	2.9%	671	2.4%	116	3.0%	994	2.1%
Communication	10	1.7%	76	0.8%	24	1.1%	175	0.6%	42	1.1%	325	0.7%
Utility	1	0.2%	36	0.4%	7	0.3%	171	0.6%	11	0.3%	195	0.4%
Wholesale Trade	22	3.7%	215	2.2%	89	4.0%	1,181	4.2%	156	4.0%	1,951	4.1%
Retail Trade Summary	209	35.2%	4,632	47.9%	567	25.2%	8,155	29.1%	902	23.0%	12,538	26.4%
Home Improvement	11	1.9%	540	5.6%	33	1.5%	911	3.3%	59	1.5%	1,205	2.5%
General Merchandise Stores	9	1.5%	648	6.7%	22	1.0%	777	2.8%	34	0.9%	1,276	2.7%
Food Stores	15	2.5%	473	4.9%	63	2.8%	959	3.4%	108	2.8%	1,509	3.2%
Auto Dealers & Gas Stations	24	4.0%	167	1.7%	87	3.9%	686	2.4%	150	3.8%	1,653	3.5%
Apparel & Accessory Stores	11	1.9%	71	0.7%	17	0.8%	105	0.4%	21	0.5%	151	0.3%
Furniture & Home Furnishings	18	3.0%	183	1.9%	45	2.0%	315	1.1%	67	1.7%	412	0.9%
Eating & Drinking Places	72	12.1%	1,673	17.3%	159	7.1%	2,794	10.0%	250	6.4%	4,131	8.7%
Miscellaneous Retail	49	8.3%	878	9.1%	140	6.2%	1,609	5.7%	214	5.5%	2,201	4.6%
Finance, Insurance, Real Estate Summary	50	8.4%	332	3.4%	207	9.2%	1,084	3.9%	328	8.4%	1,775	3.7%
Banks, Savings & Lending Institutions	24	4.0%	159	1.6%	57	2.5%	376	1.3%	92	2.4%	591	1.2%
Securities Brokers	6	1.0%	17	0.2%	31	1.4%	95	0.3%	40	1.0%	154	0.3%
Insurance Carriers & Agents	8	1.3%	35	0.4%	45	2.0%	189	0.7%	62	1.6%	317	0.7%
Real Estate, Holding, Other Investment Offices	13	2.2%	121	1.3%	74	3.3%	424	1.5%	133	3.4%	713	1.5%
Services Summary	178	30.0%	2,066	21.4%	798	35.5%	8,591	30.7%	1,409	36.0%	17,002	35.8%
Hotels & Lodging	2	0.3%	92	1.0%	9	0.4%	203	0.7%	17	0.4%	274	0.6%
Automotive Services	20	3.4%	114	1.2%	95	4.2%	383	1.4%	165	4.2%	674	1.4%
Movies & Amusements	13	2.2%	108	1.1%	49	2.2%	318	1.1%	81	2.1%	726	1.5%
Health Services	46	7.8%	860	8.9%	158	7.0%	3,373	12.0%	277	7.1%	6,255	13.2%
Legal Services	7	1.2%	25	0.3%	29	1.3%	131	0.5%	46	1.2%	221	0.5%
Education Institutions & Libraries	6	1.0%	80	0.8%	45	2.0%	1,503	5.4%	99	2.5%	4,114	8.7%
Other Services	84	14.2%	788	8.2%	413	18.4%	2,679	9.6%	723	18.5%	4,737	10.0%
Government	9	1.5%	149	1.5%	54	2.4%	1,571	5.6%	83	2.1%	2,289	4.8%
Unclassified Establishments	28	4.7%	15	0.2%	128	5.7%	89	0.3%	249	6.4%	210	0.4%
Totals	593	100.0%	9,667	100.0%	2,250	100.0%	28,005	100.0%	3,914	100.0%	47,439	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.



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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.2%	16	0.2%	8	0.4%	137	0.5%	24	0.6%	231	0.5%
Mining	0	0.0%	0	0.0%	2	0.1%	8	0.0%	3	0.1%	11	0.0%
Utilities	1	0.2%	35	0.4%	6	0.3%	160	0.6%	7	0.2%	161	0.3%
Construction	39	6.6%	340	3.5%	207	9.2%	1,610	5.7%	405	10.3%	3,053	6.4%
Manufacturing	18	3.0%	1,521	15.7%	76	3.4%	4,351	15.5%	146	3.7%	6,484	13.7%
Wholesale Trade	22	3.7%	215	2.2%	89	4.0%	1,181	4.2%	156	4.0%	1,951	4.1%
Retail Trade	132	22.3%	2,861	29.6%	392	17.4%	5,213	18.6%	620	15.8%	8,166	17.2%
Motor Vehicle & Parts Dealers	23	3.9%	165	1.7%	81	3.6%	649	2.3%	135	3.4%	1,528	3.2%
Furniture & Home Furnishings Stores	10	1.7%	65	0.7%	25	1.1%	131	0.5%	36	0.9%	178	0.4%
Electronics & Appliance Stores	7	1.2%	111	1.1%	14	0.6%	161	0.6%	21	0.5%	196	0.4%
Building Material & Garden Equipment & Supplies Dealers	10	1.7%	518	5.4%	30	1.3%	750	2.7%	54	1.4%	973	2.1%
Food & Beverage Stores	10	1.7%	377	3.9%	49	2.2%	818	2.9%	85	2.2%	1,298	2.7%
Health & Personal Care Stores	17	2.9%	150	1.6%	38	1.7%	448	1.6%	56	1.4%	581	1.2%
Gasoline Stations & Fuel Dealers	1	0.2%	2	0.0%	6	0.3%	37	0.1%	15	0.4%	125	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	14	2.4%	272	2.8%	26	1.2%	329	1.2%	33	0.8%	384	0.8%
Sporting Goods, Hobby, Book, & Music Stores	26	4.4%	539	5.6%	79	3.5%	1,039	3.7%	113	2.9%	1,505	3.2%
General Merchandise Stores	14	2.4%	664	6.9%	44	2.0%	850	3.0%	73	1.9%	1,399	2.9%
Transportation & Warehousing	12	2.0%	229	2.4%	49	2.2%	609	2.2%	98	2.5%	917	1.9%
Information	17	2.9%	190	2.0%	42	1.9%	557	2.0%	67	1.7%	782	1.6%
Finance & Insurance	38	6.4%	212	2.2%	136	6.0%	666	2.4%	199	5.1%	1,077	2.3%
Central Bank/Credit Intermediation & Related Activities	24	4.0%	160	1.7%	58	2.6%	380	1.4%	94	2.4%	602	1.3%
Securities & Commodity Contracts	6	1.0%	17	0.2%	32	1.4%	97	0.3%	42	1.1%	158	0.3%
Funds, Trusts & Other Financial Vehicles	8	1.3%	35	0.4%	45	2.0%	189	0.7%	62	1.6%	317	0.7%
Real Estate, Rental & Leasing	26	4.4%	163	1.7%	111	4.9%	519	1.9%	184	4.7%	836	1.8%
Professional, Scientific & Tech Services	26	4.4%	296	3.1%	142	6.3%	970	3.5%	270	6.9%	1,725	3.6%
Legal Services	8	1.3%	36	0.4%	34	1.5%	171	0.6%	53	1.4%	290	0.6%
Management of Companies & Enterprises	0	0.0%	0	0.0%	2	0.1%	10	0.0%	5	0.1%	16	0.0%
Administrative, Support & Waste Management Services	16	2.7%	130	1.3%	72	3.2%	497	1.8%	130	3.3%	828	1.7%
Educational Services	8	1.3%	91	0.9%	54	2.4%	1,424	5.1%	112	2.9%	4,045	8.5%
Health Care & Social Assistance	58	9.8%	1,076	11.1%	215	9.6%	4,064	14.5%	372	9.5%	7,590	16.0%
Arts, Entertainment & Recreation	7	1.2%	54	0.6%	34	1.5%	254	0.9%	65	1.7%	642	1.4%
Accommodation & Food Services	75	12.6%	1,765	18.3%	170	7.6%	2,999	10.7%	273	7.0%	4,431	9.3%
Accommodation	2	0.3%	92	1.0%	9	0.4%	203	0.7%	17	0.4%	274	0.6%
Food Services & Drinking Places	72	12.1%	1,673	17.3%	160	7.1%	2,796	10.0%	256	6.5%	4,157	8.8%
Other Services (except Public Administration)	62	10.5%	310	3.2%	262	11.6%	1,115	4.0%	446	11.4%	1,996	4.2%
Automotive Repair & Maintenance	16	2.7%	94	1.0%	73	3.2%	316	1.1%	123	3.1%	545	1.1%
Public Administration	9	1.5%	149	1.5%	54	2.4%	1,571	5.6%	82	2.1%	2,286	4.8%
Unclassified Establishments	28	4.7%	15	0.2%	128	5.7%	89	0.3%	249	6.4%	210	0.4%
Total	593	100.0%	9,667	100.0%	2,250	100.0%	28,005	100.0%	3,914	100.0%	47,439	100.0%

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