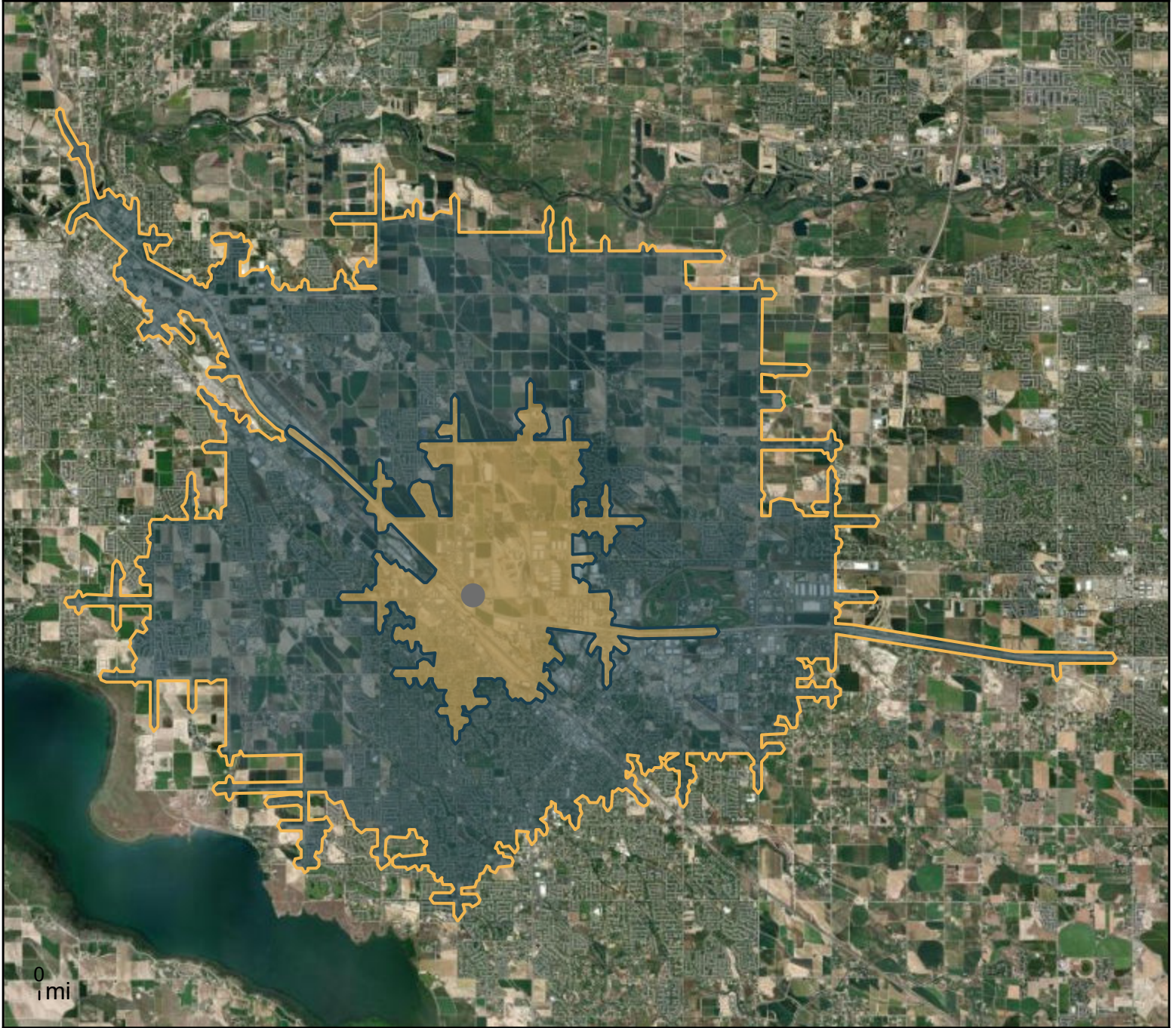


16000-16004 N Merchant Way  
16000-16004 N Merchant Way, Nampa, Idaho, 83687  
Drive time: 5, 10 minute radii

Prepared by Esri  
Latitude: 43.60537  
Longitude: -116.58852





# Executive Summary

16000-16004 N Merchant Way  
16000-16004 N Merchant Way, Nampa, Idaho, 83687  
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	5 minutes	10 minutes
<b>Population</b>		
2010 Population	9,038	73,038
2020 Population	10,728	93,887
2023 Population	12,064	105,622
2028 Population	13,333	117,113
2010-2020 Annual Rate	1.73%	2.54%
2020-2023 Annual Rate	3.68%	3.69%
2023-2028 Annual Rate	2.02%	2.09%
2020 Male Population	47.7%	49.4%
2020 Female Population	52.3%	50.6%
2020 Median Age	36.1	32.9
2023 Male Population	48.8%	49.6%
2023 Female Population	51.2%	50.4%
2023 Median Age	34.8	32.7

In the identified area, the current year population is 105,622. In 2020, the Census count in the area was 93,887. The rate of change since 2020 was 3.69% annually. The five-year projection for the population in the area is 117,113 representing a change of 2.09% annually from 2023 to 2028. Currently, the population is 49.6% male and 50.4% female.

### Median Age

The median age in this area is 32.7, compared to U.S. median age of 39.1.

### Race and Ethnicity

2023 White Alone	70.0%	70.4%
2023 Black Alone	0.8%	0.9%
2023 American Indian/Alaska Native Alone	1.1%	1.2%
2023 Asian Alone	0.9%	1.0%
2023 Pacific Islander Alone	0.3%	0.4%
2023 Other Race	14.0%	12.8%
2023 Two or More Races	12.9%	13.3%
2023 Hispanic Origin (Any Race)	30.3%	28.6%

Persons of Hispanic origin represent 28.6% 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 68.6 in the identified area, compared to 72.1 for the U.S. as a whole.

### Households

2023 Wealth Index	49	66
2010 Households	3,349	24,488
2020 Households	4,014	31,905
2023 Households	4,520	35,934
2028 Households	5,025	40,010
2010-2020 Annual Rate	1.83%	2.68%
2020-2023 Annual Rate	3.72%	3.73%
2023-2028 Annual Rate	2.14%	2.17%
2023 Average Household Size	2.62	2.90

The household count in this area has changed from 31,905 in 2020 to 35,934 in the current year, a change of 3.73% annually. The five-year projection of households is 40,010, a change of 2.17% annually from the current year total. Average household size is currently 2.90, compared to 2.90 in the year 2020. The number of families in the current year is 25,942 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.



# Executive Summary

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	5 minutes	10 minutes
<b>Mortgage Income</b>		
2023 Percent of Income for Mortgage	28.8%	32.4%
<b>Median Household Income</b>		
2023 Median Household Income	\$55,487	\$63,991
2028 Median Household Income	\$61,189	\$74,198
2023-2028 Annual Rate	1.98%	3.00%
<b>Average Household Income</b>		
2023 Average Household Income	\$70,042	\$84,957
2028 Average Household Income	\$79,756	\$98,861
2023-2028 Annual Rate	2.63%	3.08%
<b>Per Capita Income</b>		
2023 Per Capita Income	\$25,632	\$28,962
2028 Per Capita Income	\$29,357	\$33,828
2023-2028 Annual Rate	2.75%	3.15%
<b>GINI Index</b>		
2023 Gini Index	38.2	38.4

Current median household income is \$63,991 in the area, compared to \$72,603 for all U.S. households. Median household income is projected to be \$74,198 in five years, compared to \$82,410 for all U.S. households

Current average household income is \$84,957 in this area, compared to \$107,008 for all U.S. households. Average household income is projected to be \$98,861 in five years, compared to \$122,048 for all U.S. households

Current per capita income is \$28,962 in the area, compared to the U.S. per capita income of \$41,310. The per capita income is projected to be \$33,828 in five years, compared to \$47,525 for all U.S. households

<b>Housing</b>		
2023 Housing Affordability Index	85	76
2010 Total Housing Units	3,700	26,963
2010 Owner Occupied Housing Units	2,196	16,449
2010 Renter Occupied Housing Units	1,153	8,038
2010 Vacant Housing Units	351	2,475
2020 Total Housing Units	4,170	33,113
2020 Owner Occupied Housing Units	2,621	22,150
2020 Renter Occupied Housing Units	1,393	9,755
2020 Vacant Housing Units	163	1,182
2023 Total Housing Units	4,682	37,303
2023 Owner Occupied Housing Units	3,100	25,826
2023 Renter Occupied Housing Units	1,420	10,108
2023 Vacant Housing Units	162	1,369
2028 Total Housing Units	5,128	41,371
2028 Owner Occupied Housing Units	3,405	29,638
2028 Renter Occupied Housing Units	1,619	10,372
2028 Vacant Housing Units	103	1,361

<b>Socioeconomic Status Index</b>		
2023 Socioeconomic Status Index	44.6	46.6

Currently, 69.2% of the 37,303 housing units in the area are owner occupied; 27.1%, renter occupied; and 3.7% 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 33,113 housing units in the area and 3.6% vacant housing units. The annual rate of change in housing units since 2020 is 3.73%. Median home value in the area is \$344,752, compared to a median home value of \$308,943 for the U.S. In five years, median value is projected to change by 2.25% annually to \$385,283.

**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

16000-16004 N Merchant Way  
 16000-16004 N Merchant Way, Nampa, Idaho, 83687  
 Drive time: 5, 10 minute radii

Prepared by Esri  
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Data for all businesses in area	5 minutes				10 minutes			
	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	839		3,313					
Total Employees:	12,883		41,568					
Total Residential Population:	12,064		105,622					
Employee/Residential Population Ratio (per 100 Residents)	107		39					
<b>by SIC Codes</b>								
Agriculture & Mining	19	2.3%	148	1.1%	79	2.4%	564	1.4%
Construction	68	8.1%	664	5.2%	318	9.6%	2,626	6.3%
Manufacturing	31	3.7%	2,105	16.3%	117	3.5%	6,596	15.9%
Transportation	26	3.1%	306	2.4%	102	3.1%	951	2.3%
Communication	13	1.5%	96	0.7%	37	1.1%	287	0.7%
Utility	1	0.1%	46	0.4%	10	0.3%	195	0.5%
Wholesale Trade	40	4.8%	521	4.0%	140	4.2%	1,872	4.5%
<b>Retail Trade Summary</b>	264	31.5%	5,352	41.5%	788	23.8%	11,157	26.8%
Home Improvement	15	1.8%	645	5.0%	50	1.5%	1,113	2.7%
General Merchandise Stores	11	1.3%	671	5.2%	29	0.9%	1,183	2.8%
Food Stores	23	2.7%	557	4.3%	89	2.7%	1,271	3.1%
Auto Dealers & Gas Stations	38	4.5%	286	2.2%	141	4.3%	1,562	3.8%
Apparel & Accessory Stores	11	1.3%	73	0.6%	21	0.6%	125	0.3%
Furniture & Home Furnishings	24	2.9%	213	1.7%	56	1.7%	367	0.9%
Eating & Drinking Places	84	10.0%	1,860	14.4%	222	6.7%	3,709	8.9%
Miscellaneous Retail	59	7.0%	1,048	8.1%	181	5.5%	1,826	4.4%
<b>Finance, Insurance, Real Estate Summary</b>	71	8.5%	418	3.2%	284	8.6%	1,590	3.8%
Banks, Savings & Lending Institutions	28	3.3%	180	1.4%	78	2.4%	499	1.2%
Securities Brokers	9	1.1%	28	0.2%	39	1.2%	148	0.4%
Insurance Carriers & Agents	16	1.9%	66	0.5%	56	1.7%	287	0.7%
Real Estate, Holding, Other Investment Offices	18	2.1%	145	1.1%	111	3.4%	655	1.6%
<b>Services Summary</b>	254	30.3%	3,030	23.5%	1,146	34.6%	12,802	30.8%
Hotels & Lodging	3	0.4%	114	0.9%	17	0.5%	293	0.7%
Automotive Services	32	3.8%	167	1.3%	141	4.3%	560	1.3%
Movies & Amusements	17	2.0%	125	1.0%	69	2.1%	523	1.3%
Health Services	62	7.4%	1,276	9.9%	215	6.5%	4,353	10.5%
Legal Services	10	1.2%	39	0.3%	42	1.3%	198	0.5%
Education Institutions & Libraries	12	1.4%	256	2.0%	74	2.2%	3,028	7.3%
Other Services	117	13.9%	1,052	8.2%	587	17.7%	3,847	9.3%
<b>Government</b>	11	1.3%	174	1.4%	93	2.8%	2,740	6.6%
<b>Unclassified Establishments</b>	41	4.9%	22	0.2%	200	6.0%	188	0.5%
<b>Totals</b>	839	100.0%	12,883	100.0%	3,313	100.0%	41,568	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.



# Business Summary

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by NAICS Codes	Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	2	0.2%	39	0.3%	18	0.5%	183	0.4%
Mining	0	0.0%	1	0.0%	3	0.1%	13	0.0%
Utilities	1	0.1%	41	0.3%	8	0.2%	174	0.4%
Construction	71	8.5%	675	5.2%	327	9.9%	2,663	6.4%
Manufacturing	33	3.9%	2,122	16.5%	131	4.0%	6,576	15.8%
Wholesale Trade	40	4.8%	521	4.0%	140	4.2%	1,872	4.5%
Retail Trade	174	20.7%	3,385	26.3%	539	16.3%	7,240	17.4%
Motor Vehicle & Parts Dealers	35	4.2%	275	2.1%	127	3.8%	1,438	3.5%
Furniture & Home Furnishings Stores	13	1.5%	79	0.6%	29	0.9%	148	0.4%
Electronics & Appliance Stores	8	1.0%	124	1.0%	18	0.5%	186	0.4%
Building Material & Garden Equipment & Supplies Dealers	12	1.4%	570	4.4%	45	1.4%	881	2.1%
Food & Beverage Stores	18	2.1%	458	3.6%	68	2.1%	1,082	2.6%
Health & Personal Care Stores	19	2.3%	231	1.8%	45	1.4%	504	1.2%
Gasoline Stations & Fuel Dealers	3	0.4%	11	0.1%	15	0.5%	125	0.3%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	16	1.9%	288	2.2%	33	1.0%	359	0.9%
Sporting Goods, Hobby, Book, & Music Stores	33	3.9%	661	5.1%	99	3.0%	1,227	3.0%
General Merchandise Stores	17	2.0%	690	5.4%	61	1.8%	1,290	3.1%
Transportation & Warehousing	18	2.1%	285	2.2%	83	2.5%	866	2.1%
Information	21	2.5%	259	2.0%	60	1.8%	739	1.8%
Finance & Insurance	53	6.3%	275	2.1%	174	5.3%	942	2.3%
Central Bank/Credit Intermediation & Related Activities	28	3.3%	181	1.4%	78	2.4%	504	1.2%
Securities & Commodity Contracts	9	1.1%	28	0.2%	40	1.2%	150	0.4%
Funds, Trusts & Other Financial Vehicles	16	1.9%	66	0.5%	56	1.7%	287	0.7%
Real Estate, Rental & Leasing	36	4.3%	204	1.6%	162	4.9%	788	1.9%
Professional, Scientific & Tech Services	39	4.6%	395	3.1%	217	6.5%	1,446	3.5%
Legal Services	11	1.3%	51	0.4%	49	1.5%	266	0.6%
Management of Companies & Enterprises	1	0.1%	5	0.0%	3	0.1%	11	0.0%
Administrative, Support & Waste Management Services	24	2.9%	196	1.5%	114	3.4%	759	1.8%
Educational Services	15	1.8%	269	2.1%	86	2.6%	2,957	7.1%
Health Care & Social Assistance	78	9.3%	1,556	12.1%	287	8.7%	5,362	12.9%
Arts, Entertainment & Recreation	10	1.2%	73	0.6%	54	1.6%	438	1.1%
Accommodation & Food Services	87	10.4%	1,974	15.3%	244	7.4%	4,017	9.7%
Accommodation	3	0.4%	114	0.9%	17	0.5%	293	0.7%
Food Services & Drinking Places	84	10.0%	1,860	14.4%	226	6.8%	3,724	9.0%
Other Services (except Public Administration)	83	9.9%	413	3.2%	370	11.2%	1,596	3.8%
Automotive Repair & Maintenance	25	3.0%	138	1.1%	105	3.2%	448	1.1%
Public Administration	11	1.3%	174	1.4%	93	2.8%	2,740	6.6%
Unclassified Establishments	41	4.9%	22	0.2%	200	6.0%	188	0.5%
<b>Total</b>	<b>839</b>	<b>100.0%</b>	<b>12,883</b>	<b>100.0%</b>	<b>3,313</b>	<b>100.0%</b>	<b>41,568</b>	<b>100.0%</b>

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