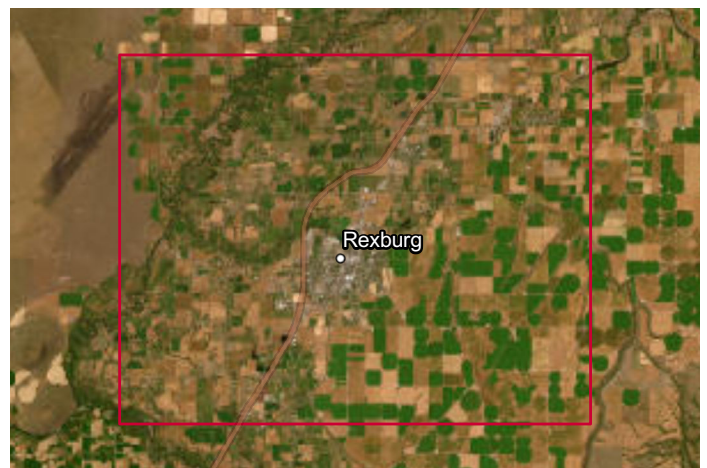
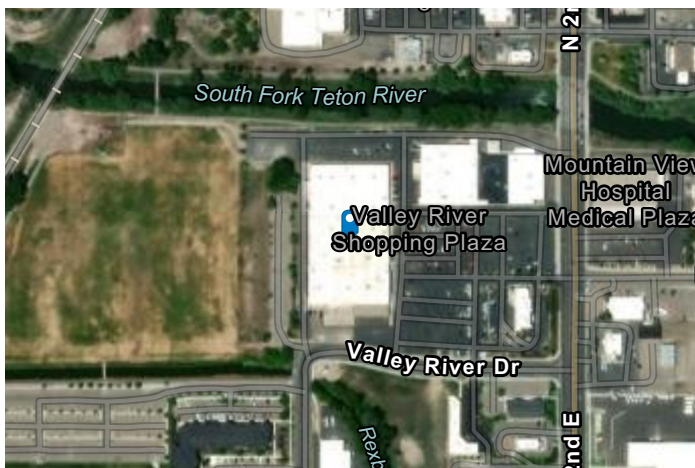
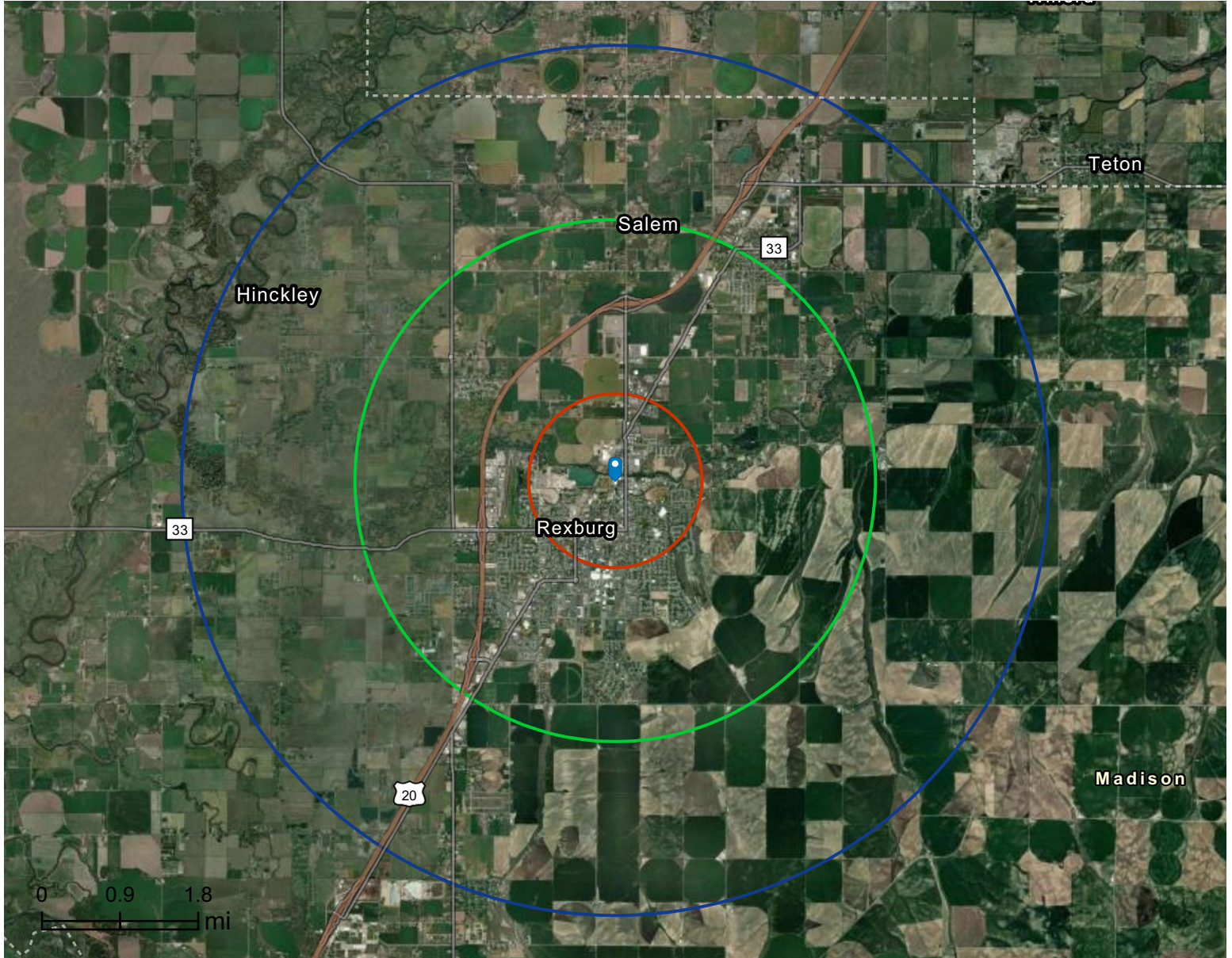


Site Map

125 Valley River Dr, Rexburg, Idaho, 83440 2
125 Valley River Dr, Rexburg, Idaho, 83440
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.83432
Longitude: -111.78045



Executive Summary

125 Valley River Dr, Rexburg, Idaho, 83440 2

125 Valley River Dr, Rexburg, Idaho, 83440

Rings: 1, 3, 5 mile radii



Population	1 mile	3 miles	5 miles
2010 Population	7,612	28,306	32,888
2020 Population	11,130	42,723	47,871
2025 Population	11,972	45,145	50,782
2030 Population	12,312	46,618	52,705
2010-2020 Annual Rate	3.87%	4.20%	3.83%
2020-2025 Annual Rate	1.40%	1.06%	1.13%
2025-2030 Annual Rate	0.56%	0.64%	0.75%

Age	1 mile	3 miles	5 miles
2025 Median Age	23.3	23.2	23.3
U.S. median age is 39.1			

Race and Ethnicity	1 mile	3 miles	5 miles
White Alone	84.3%	83.4%	84.1%
Black Alone	1.9%	1.8%	1.6%
American Indian Alone	0.7%	0.6%	0.6%
Asian Alone	2.2%	2.4%	2.2%
Pacific Islander Alone	0.5%	0.6%	0.5%
Some Other Race Alone	5.3%	5.4%	5.1%
Two or More Races	5.0%	5.9%	5.8%
Hispanic Origin	10.9%	10.8%	10.4%
Diversity Index	42.3	43.2	42.0

Households	1 mile	3 miles	5 miles
2010 Total Households	2,212	8,023	9,242
2020 Total Households	2,441	9,767	11,185
2025 Total Households	2,773	11,000	12,573
2030 Total Households	2,955	11,742	13,474
2010-2020 Annual Rate	0.99%	1.99%	1.93%
2020-2025 Annual Rate	2.46%	2.29%	2.25%
2025-2030 Annual Rate	1.28%	1.31%	1.39%
2025 Average Household Size	2.73	2.76	2.86
Wealth Index	58	51	57

Mortgage Income	1 mile	3 miles	5 miles
2025 Percent of Income for Mortgage	43.0%	50.5%	49.1%
Median Household Income			
2025 Median Household Income	\$57,066	\$52,805	\$56,419
2030 Median Household Income	\$63,666	\$59,209	\$63,598
2025-2030 Annual Rate	2.21%	2.32%	2.42%
Average Household Income			
2025 Average Household Income	\$90,635	\$77,608	\$81,405
2030 Average Household Income	\$99,388	\$85,568	\$90,155
Per Capita Income			
2025 Per Capita Income	\$21,968	\$19,569	\$20,857
2030 Per Capita Income	\$24,725	\$22,171	\$23,733
2025-2030 Annual Rate	2.39%	2.53%	2.62%
Income Equality			
2025 Gini Index	51.1	47.4	46.7
Socioeconomic Status			
2025 Socioeconomic Status Index	46.5	47.3	47.9
Housing Unit Summary			
Housing Affordability Index	57	49	51
2010 Total Housing Units	2,349	8,506	9,793
2010 Owner Occupied Hus (%)	39.1%	36.3%	42.7%
2010 Renter Occupied Hus (%)	60.9%	63.7%	57.3%
2010 Vacant Housing Units (%)	5.8%	5.7%	5.6%
2020 Housing Units	2,712	11,028	12,499
2020 Owner Occupied HUs (%)	31.9%	30.9%	37.8%
2020 Renter Occupied HUs (%)	68.0%	69.1%	62.3%
Vacant Housing Units	9.6%	11.4%	10.5%
2025 Housing Units	3,107	12,500	14,138
Owner Occupied Housing Units	34.8%	32.3%	39.0%
Renter Occupied Housing Units	65.2%	67.7%	61.0%
Vacant Housing Units	10.8%	12.0%	11.1%
2030 Total Housing Units	3,372	13,450	15,284
2030 Owner Occupied Housing Units	1,069	3,958	5,466
2030 Renter Occupied Housing Units	1,885	7,785	8,008
2030 Vacant Housing Units	417	1,708	1,810

Business Summary Report (NAICS)

125 Valley River Dr, Rexburg, Idaho, 83440 2
 125 Valley River Dr, Rexburg, Idaho, 83440
 Rings: 1, 3, 5 mile radii



Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	644	1,235	1,358
Total Employees	6,233	14,855	15,939
Total Population	11,972	45,145	50,782
Employee/Population Ratio (per 100)	52.1	32.9	31.4

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	2	0.3%	5	0.1%	5	0.4%	71	0.5%	9	0.7%	214	1.3%
Mining (21)	1	0.2%	3	0.1%	1	0.1%	5	0.0%	1	0.1%	6	0.0%
Utilities (22)	2	0.3%	25	0.4%	2	0.2%	26	0.2%	2	0.1%	26	0.2%
Construction (23)	23	3.6%	110	1.8%	57	4.6%	328	2.2%	78	5.7%	471	3.0%
Building Construction	10	1.6%	37	0.6%	21	1.7%	107	0.7%	31	2.3%	181	1.1%
Heavy/Civil Eng Construction	3	0.5%	15	0.2%	8	0.7%	63	0.4%	9	0.7%	66	0.4%
Specialty Trade Contractor	10	1.6%	57	0.9%	28	2.3%	158	1.1%	38	2.8%	224	1.4%
Manufacturing (31-33)	20	3.1%	297	4.8%	39	3.2%	769	5.2%	44	3.2%	787	4.9%
Wholesale Trade (42)	16	2.5%	172	2.8%	33	2.7%	339	2.3%	38	2.8%	377	2.4%
Durable Goods	11	1.7%	96	1.5%	24	1.9%	197	1.3%	26	1.9%	230	1.4%
Nondurable Goods	5	0.8%	77	1.2%	9	0.7%	129	0.9%	10	0.7%	134	0.8%
Trade Broker	0	0.0%	0	0.0%	1	0.1%	13	0.1%	1	0.1%	13	0.1%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (NAICS)

125 Valley River Dr, Rexburg, Idaho, 83440 2
 125 Valley River Dr, Rexburg, Idaho, 83440
 Rings: 1, 3, 5 mile radii



by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Retail Trade (44-45)	92	14.3%	1,004	16.1%	169	13.7%	2,047	13.8%	188	13.8%	2,206	13.8%
Motor Vehicle & Parts Dealers	11	1.7%	52	0.8%	26	2.1%	479	3.2%	29	2.1%	492	3.1%
Furniture & Home Furnishing Stores	5	0.8%	19	0.3%	10	0.8%	48	0.3%	13	1.0%	63	0.4%
Electronics & Appliance Stores	7	1.1%	24	0.4%	8	0.7%	29	0.2%	9	0.7%	30	0.2%
Building & Garden Equipment	10	1.6%	84	1.4%	18	1.5%	177	1.2%	22	1.6%	209	1.3%
Food & Beverage Stores	8	1.2%	235	3.8%	17	1.4%	288	1.9%	19	1.4%	348	2.2%
Health & Personal Care Stores	11	1.7%	94	1.5%	16	1.3%	129	0.9%	17	1.3%	132	0.8%
Gasoline Stations	6	0.9%	74	1.2%	12	1.0%	121	0.8%	14	1.0%	138	0.9%
Clothing, Shoe and Jewellery Stores	11	1.7%	49	0.8%	16	1.3%	63	0.4%	18	1.3%	67	0.4%
Sporting Goods, Hobby & Music Stores	17	2.6%	122	2.0%	32	2.6%	242	1.6%	33	2.4%	256	1.6%
General Merchandise Stores	5	0.8%	251	4.0%	13	1.1%	472	3.2%	13	1.0%	472	3.0%
Transportation & Warehousing (48-49)	9	1.4%	77	1.2%	21	1.7%	228	1.5%	29	2.1%	270	1.7%
Truck Transportation	4	0.6%	31	0.5%	6	0.5%	51	0.3%	9	0.7%	77	0.5%
Information (51)	9	1.4%	40	0.6%	23	1.9%	165	1.1%	24	1.8%	166	1.0%
Finance & Insurance (52)	37	5.8%	197	3.2%	60	4.9%	369	2.5%	61	4.5%	372	2.3%
Central Bank/Credit & Related Activities	17	2.6%	117	1.9%	25	2.0%	220	1.5%	25	1.8%	220	1.4%
Securities & Commodity Contracts	4	0.6%	14	0.2%	10	0.8%	52	0.3%	11	0.8%	55	0.3%
Funds, Trusts & Other Financial	16	2.5%	67	1.1%	24	1.9%	97	0.7%	24	1.8%	97	0.6%
Real Estate, Rental & Leasing (53)	39	6.1%	134	2.1%	94	7.6%	302	2.0%	97	7.1%	310	1.9%
Professional, Scientific & Tech Services (54)	56	8.7%	404	6.5%	90	7.3%	749	5.0%	98	7.2%	791	5.0%
Legal Services	13	2.0%	71	1.1%	19	1.5%	91	0.6%	20	1.5%	96	0.6%



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Business Summary Report (NAICS)

125 Valley River Dr, Rexburg, Idaho, 83440 2
 125 Valley River Dr, Rexburg, Idaho, 83440
 Rings: 1, 3, 5 mile radii



by NAICS Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Management of Companies (55)	3	0.5%	8	0.1%	3	0.2%	9	0.1%	3	0.2%	10	0.1%
Administrative, Support & Waste Mgmt (56)	15	2.3%	685	11.0%	42	3.4%	1,323	8.9%	50	3.7%	1,405	8.8%
Educational Services (61)	16	2.5%	275	4.4%	77	6.2%	3,235	21.8%	88	6.5%	3,547	22.3%
Health Care & Social Assistance (62)	92	14.3%	1,279	20.5%	141	11.4%	1,923	12.9%	143	10.5%	1,929	12.1%
Amulatory Health Care	78	12.1%	962	15.4%	112	9.1%	1,371	9.2%	112	8.3%	1,373	8.6%
Hospital	1	0.2%	213	3.4%	2	0.2%	299	2.0%	2	0.1%	299	1.9%
Nursing/Residential Care	4	0.6%	63	1.0%	6	0.5%	106	0.7%	6	0.4%	106	0.7%
Social Assistance	8	1.2%	41	0.7%	22	1.8%	147	1.0%	23	1.7%	151	0.9%
Arts, Entertainment & Recreation (71)	12	1.9%	45	0.7%	36	2.9%	372	2.5%	38	2.8%	389	2.4%
Accommodation & Food Services (72)	55	8.5%	834	13.4%	103	8.3%	1,605	10.8%	107	7.9%	1,635	10.3%
Accommodation	5	0.8%	29	0.5%	18	1.5%	130	0.9%	20	1.5%	145	0.9%
Food & Drinking Places	51	7.9%	804	12.9%	85	6.9%	1,476	9.9%	87	6.4%	1,490	9.3%
Other Services Except Public Admin (81)	64	9.9%	266	4.3%	129	10.4%	550	3.7%	141	10.4%	580	3.6%
Repair & Maintenance	20	3.1%	64	1.0%	38	3.1%	136	0.9%	43	3.2%	145	0.9%
Auto Repair & Maintenance	15	2.3%	55	0.9%	29	2.4%	119	0.8%	32	2.4%	124	0.8%
Personal & Laundry Service	23	3.6%	148	2.4%	46	3.7%	290	1.9%	48	3.5%	294	1.8%
Civic and Other Orgs	21	3.3%	54	0.9%	45	3.6%	124	0.8%	50	3.7%	140	0.9%
Public Administration (92)	45	7.0%	369	5.9%	52	4.2%	435	2.9%	55	4.0%	444	2.8%
Unclassified Establishments (99)	37	5.8%	4	0.1%	59	4.8%	4	0.0%	63	4.6%	5	0.0%
Total (11-99)	644	100.0%	6,233	100.0%	1,235	100.0%	14,855	100.0%	1,358	100.0%	15,939	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025). Data note: Not all NAICS subcategories for a 2 digit major category are being shown.

Business Summary Report (SIC)

125 Valley River Dr, Rexburg, Idaho, 83440 2
 125 Valley River Dr, Rexburg, Idaho, 83440
 Rings: 1, 3, 5 mile radii



Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	644	1,235	1,358
Total Employees	6,233	14,855	15,939
Total Population	11,972	45,145	50,782
Employee/Population Ratio (per 100)	52.1	32.9	31.4

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	5	0.8%	27	0.4%	19	1.5%	209	1.4%	27	2.0%	419	2.6%
Construction (15-17)	22	3.4%	104	1.7%	54	4.4%	317	2.1%	75	5.5%	460	2.9%
Manufacturing (20-39)	14	2.2%	262	4.2%	32	2.6%	731	4.9%	35	2.6%	747	4.7%
Transportation (40-47)	14	2.2%	173	2.8%	38	3.1%	351	2.4%	46	3.4%	393	2.5%
Communication (48)	5	0.8%	21	0.3%	10	0.8%	49	0.3%	10	0.7%	49	0.3%
Utility (49)	3	0.5%	33	0.5%	3	0.2%	34	0.2%	3	0.2%	34	0.2%
Wholesale Trade (50-51)	16	2.5%	172	2.8%	33	2.7%	339	2.3%	38	2.8%	377	2.4%
Retail Trade Summary (52-59)	148	23.0%	1,836	29.5%	260	21.1%	3,555	23.9%	282	20.8%	3,731	23.4%
Home Improvement	10	1.6%	84	1.4%	18	1.5%	177	1.2%	22	1.6%	209	1.3%
General Merchandise Stores	2	0.3%	245	3.9%	6	0.5%	421	2.8%	6	0.4%	421	2.6%
Food Stores	13	2.0%	272	4.4%	24	1.9%	337	2.3%	26	1.9%	397	2.5%
Auto Dealers & Gas Stations	15	2.3%	116	1.9%	35	2.8%	577	3.9%	41	3.0%	607	3.8%
Apparel & Accessory Stores	8	1.2%	33	0.5%	11	0.9%	41	0.3%	12	0.9%	44	0.3%
Furniture & Home Furnishings	15	2.3%	57	0.9%	23	1.9%	94	0.6%	27	2.0%	112	0.7%
Eating & Drinking Places	49	7.6%	790	12.7%	82	6.6%	1,454	9.8%	84	6.2%	1,468	9.2%
Miscellaneous Retail	34	5.3%	239	3.8%	61	4.9%	454	3.1%	64	4.7%	473	3.0%

Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).

Business Summary Report (SIC)

125 Valley River Dr, Rexburg, Idaho, 83440 2
 125 Valley River Dr, Rexburg, Idaho, 83440
 Rings: 1, 3, 5 mile radii



by SIC Codes	1 mile				3 miles				5 miles			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Finance, Insurance, Real Estate (60-67)	72	11.2%	332	5.3%	140	11.3%	650	4.4%	142	10.5%	656	4.1%
Banks, Savings & Lending	16	2.5%	115	1.9%	24	1.9%	218	1.5%	24	1.8%	218	1.4%
Securities Brokers	4	0.6%	14	0.2%	10	0.8%	52	0.3%	11	0.8%	55	0.3%
Insurance Carriers & Agents	16	2.5%	67	1.1%	24	1.9%	97	0.7%	24	1.8%	97	0.6%
Real Estate, Investment Offices	36	5.6%	137	2.2%	81	6.6%	283	1.9%	82	6.0%	285	1.8%
Services Summary (70-89)	261	40.5%	2,901	46.5%	535	43.3%	8,180	55.1%	581	42.8%	8,625	54.1%
Hotels & Lodging	5	0.8%	29	0.5%	18	1.5%	130	0.9%	20	1.5%	145	0.9%
Automotive Services	21	3.3%	81	1.3%	44	3.6%	180	1.2%	49	3.6%	191	1.2%
Movies & Amusements	13	2.0%	48	0.8%	36	2.9%	403	2.7%	39	2.9%	427	2.7%
Health Services	79	12.3%	1,120	18.0%	114	9.2%	1,650	11.1%	114	8.4%	1,652	10.4%
Legal Services	12	1.9%	49	0.8%	18	1.5%	69	0.5%	19	1.4%	74	0.5%
Education Inst. & Libraries	14	2.2%	278	4.5%	72	5.8%	3,231	21.8%	83	6.1%	3,537	22.2%
Other Services	117	18.2%	1,295	20.8%	233	18.9%	2,517	16.9%	257	18.9%	2,599	16.3%
Government (91-97)	45	7.0%	369	5.9%	52	4.2%	435	2.9%	55	4.0%	444	2.8%
Unclassified Establishments (99)	37	5.8%	4	0.1%	59	4.8%	4	0.0%	63	4.6%	5	0.0%
Totals (01-99)	644	100.0%	6,233	100.0%	1,235	100.0%	14,855	100.0%	1,358	100.0%	15,939	100.0%



Source: This infographic contains data provided by Esri-Data Axle (2025), Esri (2025).