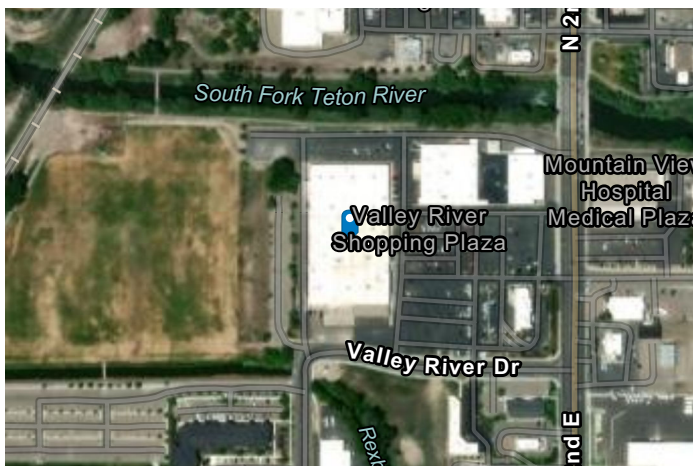
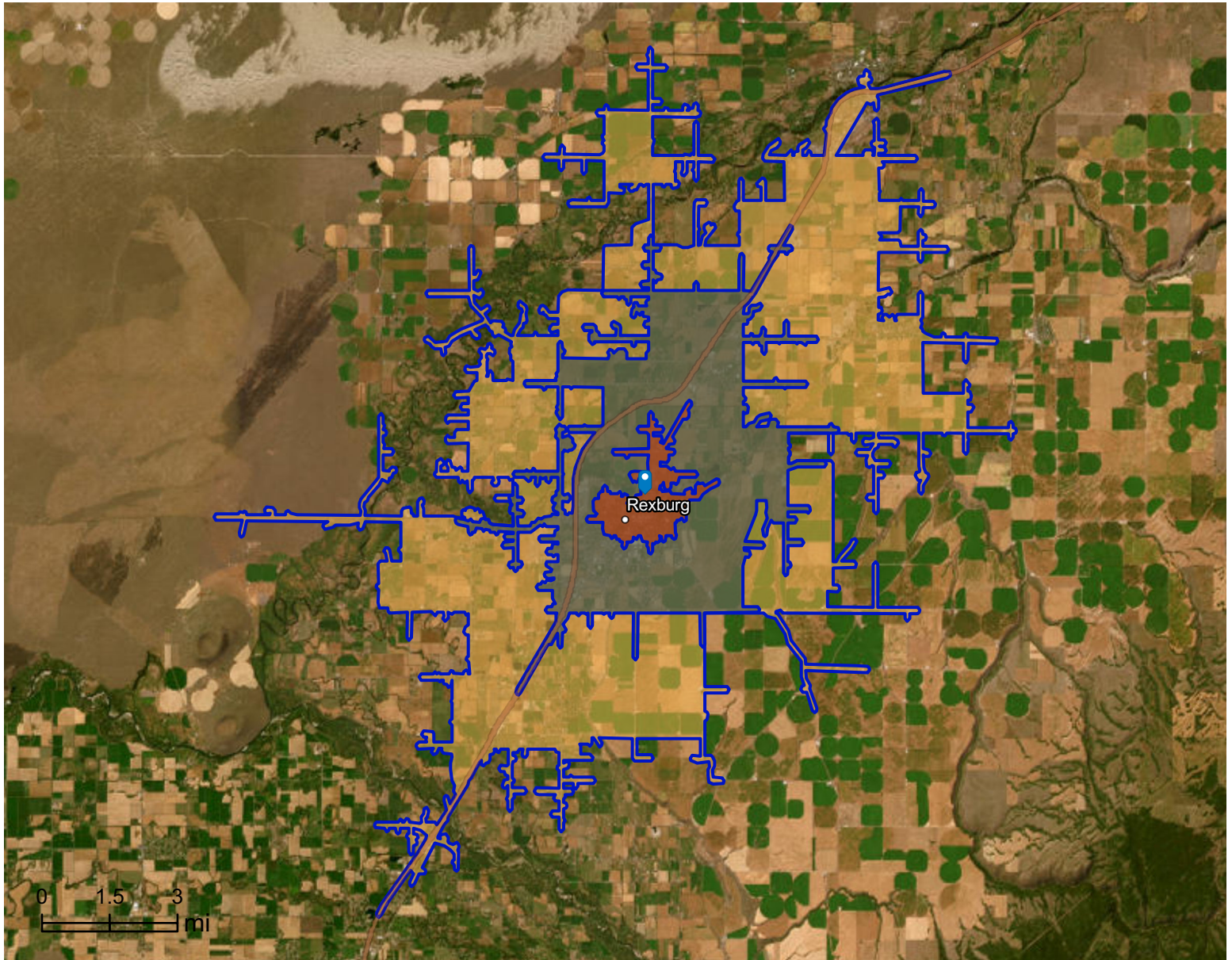


# Site Map

125 Valley River Dr, Rexburg, Idaho, 83440 2  
125 Valley River Dr, Rexburg, Idaho, 83440  
Drive time: 5, 10, 15 minute 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

Drive time: 5, 10, 15 minute radii




Population	5 minutes	10 minutes	15 minutes
2010 Population	10,258	28,560	37,730
2020 Population	15,028	42,672	52,951
2025 Population	15,873	44,525	56,256
2030 Population	16,238	45,782	58,456
2010-2020 Annual Rate	3.89%	4.10%	3.45%
2020-2025 Annual Rate	1.05%	0.81%	1.16%
2025-2030 Annual Rate	0.46%	0.56%	0.77%

Age	5 minutes	10 minutes	15 minutes
2025 Median Age	23.2	23.2	23.5
U.S. median age is 39.1			

Race and Ethnicity	5 minutes	10 minutes	15 minutes
White Alone	83.7%	83.1%	84.0%
Black Alone	2.1%	1.8%	1.5%
American Indian Alone	0.8%	0.6%	0.6%
Asian Alone	2.3%	2.4%	2.0%
Pacific Islander Alone	0.6%	0.6%	0.5%
Some Other Race Alone	5.6%	5.6%	5.5%
Two or More Races	5.1%	5.9%	5.9%
Hispanic Origin	11.0%	11.0%	10.8%
Diversity Index	43.2	43.9	42.4

Households	5 minutes	10 minutes	15 minutes
2010 Total Households	2,974	8,058	10,720
2020 Total Households	3,170	9,719	12,788
2025 Total Households	3,512	10,777	14,307
2030 Total Households	3,722	11,450	15,311
2010-2020 Annual Rate	0.64%	1.89%	1.78%
2020-2025 Annual Rate	1.97%	1.99%	2.16%
2025-2030 Annual Rate	1.17%	1.22%	1.37%
2025 Average Household Size	2.77	2.76	2.90
Wealth Index	59	50	58

 **Source:** Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

<b>Mortgage Income</b>	<b>5 minutes</b>	<b>10 minutes</b>	<b>15 minutes</b>
2025 Percent of Income for Mortgage	40.2%	50.7%	45.4%
<b>Median Household Income</b>			
2025 Median Household Income	\$60,449	\$51,848	\$58,944
2030 Median Household Income	\$66,528	\$57,491	\$65,840
2025-2030 Annual Rate	1.93%	2.09%	2.24%
<b>Average Household Income</b>			
2025 Average Household Income	\$90,552	\$76,472	\$81,870
2030 Average Household Income	\$99,541	\$83,883	\$90,553
<b>Per Capita Income</b>			
2025 Per Capita Income	\$20,845	\$19,313	\$21,484
2030 Per Capita Income	\$23,497	\$21,772	\$24,369
2025-2030 Annual Rate	2.42%	2.43%	2.55%
<b>Income Equality</b>			
2025 Gini Index	49.4	47.3	45.5
<b>Socioeconomic Status</b>			
2025 Socioeconomic Status Index	45.3	47.1	47.9
<b>Housing Unit Summary</b>			
Housing Affordability Index	61	49	55
2010 Total Housing Units	3,137	8,540	11,366
2010 Owner Occupied Hus (%)	37.3%	36.4%	48.3%
2010 Renter Occupied Hus (%)	62.7%	63.5%	51.7%
2010 Vacant Housing Units (%)	5.2%	5.6%	5.7%
2020 Housing Units	3,523	10,985	14,197
2020 Owner Occupied HUs (%)	33.2%	30.4%	43.0%
2020 Renter Occupied HUs (%)	66.8%	69.5%	57.0%
Vacant Housing Units	10.0%	11.5%	10.0%
2025 Housing Units	3,940	12,257	15,973
Owner Occupied Housing Units	35.5%	30.9%	44.2%
Renter Occupied Housing Units	64.5%	69.1%	55.8%
Vacant Housing Units	10.9%	12.1%	10.4%
2030 Total Housing Units	4,256	13,125	17,230
2030 Owner Occupied Housing Units	1,377	3,674	6,985
2030 Renter Occupied Housing Units	2,345	7,776	8,326
2030 Vacant Housing Units	534	1,675	1,919

# Business Summary Report (NAICS)

125 Valley River Dr, Rexburg, Idaho, 83440 2  
 125 Valley River Dr, Rexburg, Idaho, 83440  
 Drive time: 5, 10, 15 minute radii



Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses	652	1,248	1,537
Total Employees	6,444	14,964	17,471
Total Population	15,873	44,525	56,256
Employee/Population Ratio (per 100)	40.6	33.6	31.1

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	2	0.3%	7	0.1%	6	0.5%	85	0.6%	18	1.2%	337	1.9%
Mining (21)	1	0.1%	4	0.1%	1	0.1%	5	0.0%	2	0.1%	8	0.1%
Utilities (22)	2	0.3%	25	0.4%	2	0.2%	26	0.2%	3	0.2%	29	0.2%
Construction (23)	25	3.8%	114	1.8%	57	4.6%	297	2.0%	105	6.8%	691	4.0%
Building Construction	11	1.7%	38	0.6%	21	1.7%	90	0.6%	40	2.6%	219	1.3%
Heavy/Civil Eng Construction	4	0.6%	17	0.3%	8	0.6%	63	0.4%	10	0.7%	69	0.4%
Specialty Trade Contractor	10	1.5%	59	0.9%	28	2.2%	144	1.0%	56	3.6%	403	2.3%
Manufacturing (31-33)	20	3.1%	335	5.2%	39	3.1%	771	5.2%	54	3.5%	908	5.2%
Wholesale Trade (42)	16	2.5%	168	2.6%	34	2.7%	342	2.3%	46	3.0%	476	2.7%
Durable Goods	12	1.8%	101	1.6%	24	1.9%	199	1.3%	30	1.9%	248	1.4%
Nondurable Goods	5	0.8%	68	1.1%	9	0.7%	130	0.9%	14	0.9%	215	1.2%
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

Drive time: 5, 10, 15 minute radii



by NAICS Codes	5 minutes				10 minutes				15 minutes			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Retail Trade (44-45)	97	14.9%	1,110	17.2%	169	13.5%	2,035	13.6%	214	13.9%	2,472	14.2%
Motor Vehicle & Parts Dealers	11	1.7%	54	0.8%	27	2.2%	487	3.3%	36	2.3%	565	3.2%
Furniture & Home Furnishing Stores	6	0.9%	22	0.3%	10	0.8%	44	0.3%	14	0.9%	68	0.4%
Electronics & Appliance Stores	6	0.9%	24	0.4%	8	0.6%	28	0.2%	9	0.6%	35	0.2%
Building & Garden Equipment	11	1.7%	92	1.4%	18	1.4%	168	1.1%	27	1.8%	280	1.6%
Food & Beverage Stores	9	1.4%	237	3.7%	17	1.4%	290	1.9%	22	1.4%	424	2.4%
Health & Personal Care Stores	12	1.8%	97	1.5%	16	1.3%	129	0.9%	19	1.2%	136	0.8%
Gasoline Stations	6	0.9%	76	1.2%	13	1.0%	125	0.8%	17	1.1%	149	0.8%
Clothing, Shoe and Jewellery Stores	12	1.8%	51	0.8%	16	1.3%	62	0.4%	19	1.2%	68	0.4%
Sporting Goods, Hobby & Music Stores	18	2.8%	147	2.3%	31	2.5%	230	1.5%	37	2.4%	271	1.6%
General Merchandise Stores	5	0.8%	309	4.8%	13	1.0%	472	3.1%	14	0.9%	476	2.7%
Transportation & Warehousing (48-49)	8	1.2%	83	1.3%	25	2.0%	255	1.7%	37	2.4%	322	1.8%
Truck Transportation	4	0.6%	34	0.5%	9	0.7%	72	0.5%	12	0.8%	112	0.6%
Information (51)	10	1.5%	46	0.7%	24	1.9%	166	1.1%	25	1.6%	226	1.3%
Finance & Insurance (52)	37	5.7%	203	3.1%	60	4.8%	369	2.5%	62	4.0%	377	2.2%
Central Bank/Credit & Related Activities	18	2.8%	124	1.9%	25	2.0%	220	1.5%	25	1.6%	224	1.3%
Securities & Commodity Contracts	4	0.6%	12	0.2%	10	0.8%	51	0.3%	12	0.8%	55	0.3%
Funds, Trusts & Other Financial	16	2.5%	68	1.1%	24	1.9%	97	0.7%	25	1.6%	98	0.6%
Real Estate, Rental & Leasing (53)	43	6.6%	153	2.4%	95	7.6%	305	2.0%	105	6.8%	327	1.9%
Professional, Scientific & Tech Services (54)	53	8.1%	379	5.9%	91	7.3%	770	5.2%	107	7.0%	835	4.8%
Legal Services	13	2.0%	70	1.1%	20	1.6%	95	0.6%	21	1.4%	99	0.6%



**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  
 Drive time: 5, 10, 15 minute radii



by NAICS Codes	5 minutes				10 minutes				15 minutes			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Management of Companies (55)	2	0.3%	7	0.1%	3	0.2%	9	0.1%	5	0.3%	20	0.1%
Administrative, Support & Waste Mgmt (56)	16	2.5%	793	12.3%	42	3.4%	1,314	8.8%	59	3.8%	1,441	8.3%
Educational Services (61)	15	2.3%	252	3.9%	81	6.5%	3,339	22.3%	91	5.9%	3,598	20.6%
Health Care & Social Assistance (62)	85	13.0%	1,193	18.5%	141	11.3%	1,920	12.8%	149	9.7%	1,988	11.4%
Ambulatory Health Care	72	11.0%	873	13.6%	111	8.9%	1,370	9.2%	117	7.6%	1,417	8.1%
Hospital	1	0.1%	217	3.4%	2	0.2%	299	2.0%	2	0.1%	299	1.7%
Nursing/Residential Care	4	0.6%	62	1.0%	6	0.5%	106	0.7%	6	0.4%	106	0.6%
Social Assistance	8	1.2%	40	0.6%	21	1.7%	145	1.0%	24	1.6%	166	0.9%
Arts, Entertainment & Recreation (71)	13	2.0%	50	0.8%	34	2.7%	357	2.4%	40	2.6%	404	2.3%
Accommodation & Food Services (72)	61	9.4%	883	13.7%	103	8.3%	1,604	10.7%	113	7.3%	1,691	9.7%
Accommodation	6	0.9%	30	0.5%	17	1.4%	122	0.8%	23	1.5%	160	0.9%
Food & Drinking Places	55	8.4%	853	13.2%	86	6.9%	1,482	9.9%	91	5.9%	1,531	8.8%
Other Services Except Public Admin (81)	65	10.0%	274	4.3%	128	10.3%	550	3.7%	158	10.3%	653	3.7%
Repair & Maintenance	20	3.1%	67	1.0%	36	2.9%	133	0.9%	51	3.3%	174	1.0%
Auto Repair & Maintenance	15	2.3%	58	0.9%	28	2.2%	117	0.8%	37	2.4%	148	0.8%
Personal & Laundry Service	25	3.8%	155	2.4%	48	3.9%	294	2.0%	50	3.3%	302	1.7%
Civic and Other Orgs	20	3.1%	52	0.8%	44	3.5%	123	0.8%	57	3.7%	177	1.0%
Public Administration (92)	44	6.8%	361	5.6%	54	4.3%	443	3.0%	78	5.1%	661	3.8%
Unclassified Establishments (99)	36	5.5%	4	0.1%	58	4.7%	4	0.0%	67	4.4%	6	0.0%
<b>Total (11-99)</b>	<b>652</b>	<b>100.0%</b>	<b>6,444</b>	<b>100.0%</b>	<b>1,248</b>	<b>100.0%</b>	<b>14,964</b>	<b>100.0%</b>	<b>1,537</b>	<b>100.0%</b>	<b>17,471</b>	<b>100.0%</b>



**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  
 Drive time: 5, 10, 15 minute radii



Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses	652	1,248	1,537
Total Employees	6,444	14,964	17,471
Total Population	15,873	44,525	56,256
Employee/Population Ratio (per 100)	40.6	33.6	31.1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	7	1.1%	37	0.6%	21	1.7%	215	1.4%	42	2.7%	572	3.3%
Construction (15-17)	23	3.5%	107	1.7%	54	4.3%	286	1.9%	102	6.6%	680	3.9%
Manufacturing (20-39)	15	2.3%	300	4.7%	32	2.6%	733	4.9%	43	2.8%	863	4.9%
Transportation (40-47)	14	2.1%	180	2.8%	43	3.5%	378	2.5%	56	3.6%	460	2.6%
Communication (48)	6	0.9%	24	0.4%	10	0.8%	49	0.3%	11	0.7%	108	0.6%
Utility (49)	3	0.5%	31	0.5%	3	0.2%	34	0.2%	6	0.4%	41	0.2%
Wholesale Trade (50-51)	16	2.5%	168	2.6%	34	2.7%	342	2.3%	46	3.0%	476	2.7%
Retail Trade Summary (52-59)	158	24.2%	1,992	30.9%	261	20.9%	3,549	23.7%	315	20.5%	4,043	23.1%
Home Improvement	11	1.7%	92	1.4%	18	1.4%	168	1.1%	27	1.8%	280	1.6%
General Merchandise Stores	3	0.5%	301	4.7%	6	0.5%	421	2.8%	7	0.5%	425	2.4%
Food Stores	15	2.3%	281	4.4%	24	1.9%	339	2.3%	31	2.0%	476	2.7%
Auto Dealers & Gas Stations	16	2.5%	118	1.8%	37	3.0%	589	3.9%	49	3.2%	690	4.0%
Apparel & Accessory Stores	8	1.2%	35	0.5%	11	0.9%	41	0.3%	13	0.8%	45	0.3%
Furniture & Home Furnishings	16	2.5%	59	0.9%	22	1.8%	89	0.6%	31	2.0%	126	0.7%
Eating & Drinking Places	53	8.1%	834	12.9%	83	6.7%	1,460	9.8%	88	5.7%	1,509	8.6%
Miscellaneous Retail	36	5.5%	271	4.2%	60	4.8%	443	3.0%	70	4.5%	492	2.8%

**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  
 Drive time: 5, 10, 15 minute radii



by SIC Codes	5 minutes				10 minutes				15 minutes			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Finance, Insurance, Real Estate (60-67)	77	11.8%	357	5.5%	140	11.2%	650	4.3%	148	9.6%	679	3.9%
Banks, Savings & Lending	17	2.6%	122	1.9%	24	1.9%	218	1.5%	24	1.6%	222	1.3%
Securities Brokers	4	0.6%	12	0.2%	10	0.8%	51	0.3%	12	0.8%	55	0.3%
Insurance Carriers & Agents	16	2.5%	68	1.1%	24	1.9%	97	0.7%	25	1.6%	98	0.6%
Real Estate, Investment Offices	41	6.3%	156	2.4%	81	6.5%	283	1.9%	87	5.7%	303	1.7%
Services Summary (70-89)	254	39.0%	2,883	44.7%	538	43.1%	8,281	55.3%	624	40.6%	8,882	50.8%
Hotels & Lodging	6	0.9%	30	0.5%	17	1.4%	122	0.8%	23	1.5%	160	0.9%
Automotive Services	20	3.1%	85	1.3%	44	3.5%	181	1.2%	57	3.7%	218	1.3%
Movies & Amusements	14	2.1%	54	0.8%	35	2.8%	389	2.6%	42	2.7%	447	2.6%
Health Services	73	11.2%	1,032	16.0%	113	9.1%	1,649	11.0%	117	7.6%	1,681	9.6%
Legal Services	12	1.8%	48	0.7%	19	1.5%	73	0.5%	20	1.3%	77	0.4%
Education Inst. & Libraries	13	2.0%	254	3.9%	76	6.1%	3,336	22.3%	85	5.5%	3,587	20.5%
Other Services	116	17.8%	1,380	21.4%	233	18.7%	2,531	16.9%	280	18.2%	2,713	15.5%
Government (91-97)	44	6.8%	361	5.6%	54	4.3%	443	3.0%	78	5.1%	661	3.8%
Unclassified Establishments (99)	36	5.5%	4	0.1%	58	4.7%	4	0.0%	67	4.4%	6	0.0%
Totals (01-99)	652	100.0%	6,444	100.0%	1,248	100.0%	14,964	100.0%	1,537	100.0%	17,471	100.0%



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