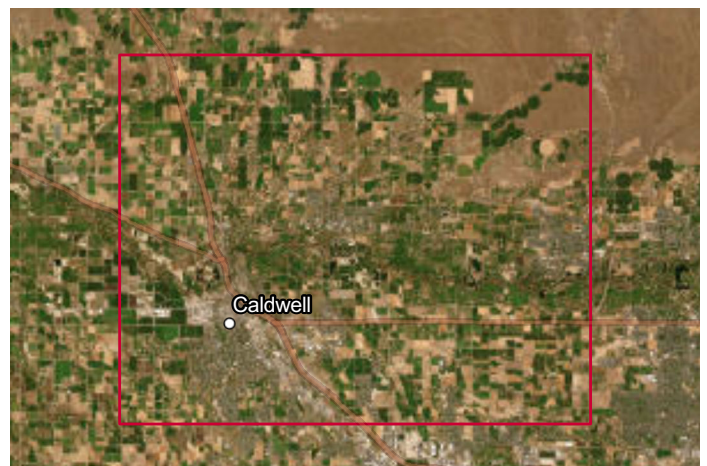
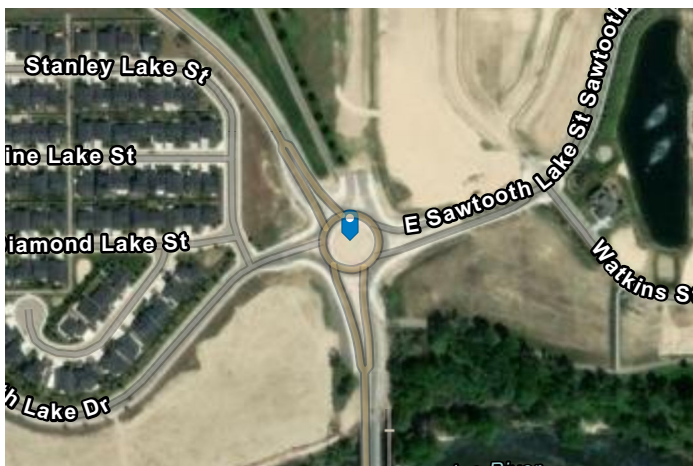
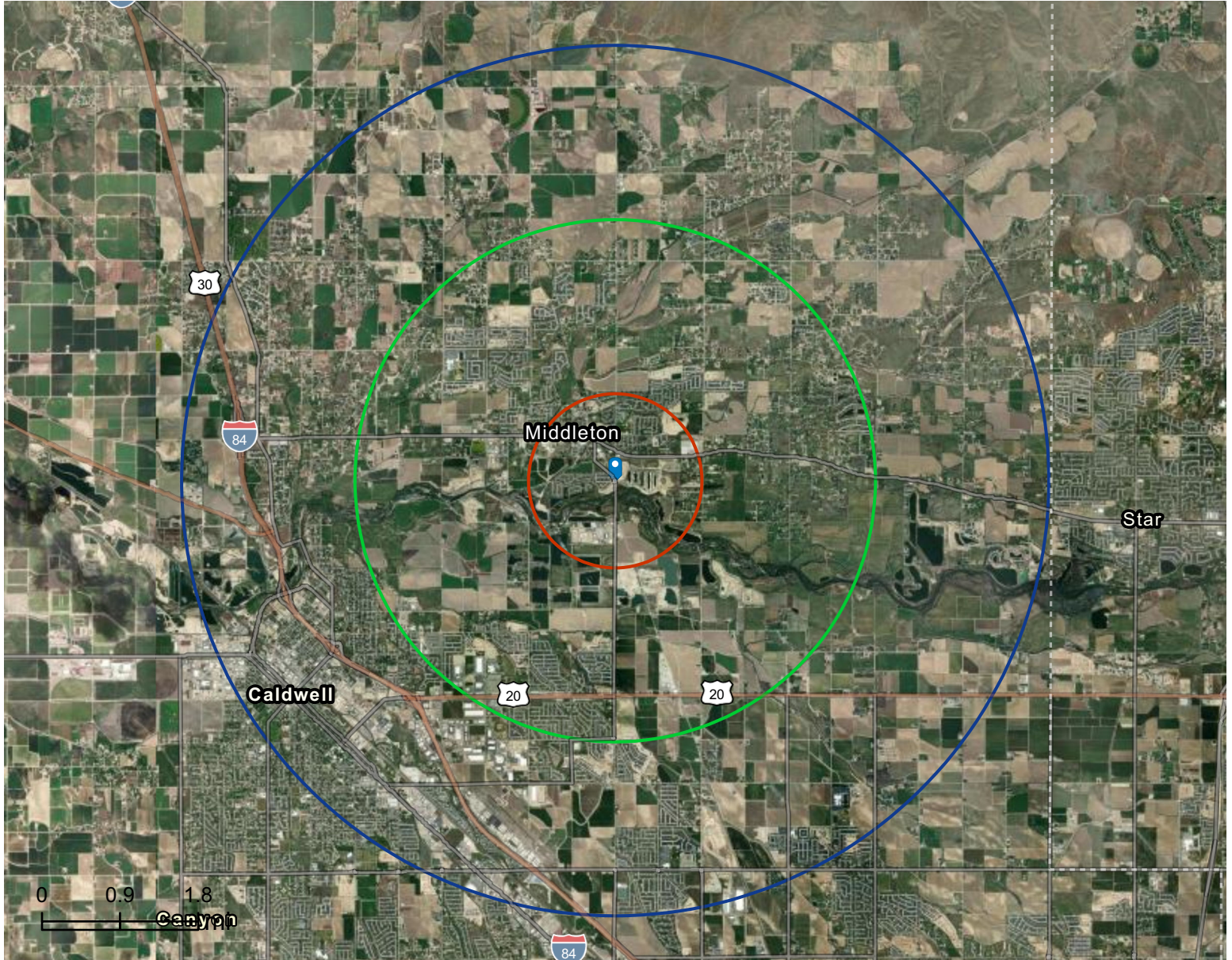


Site Map

Middleton Rd
Middleton Rd, Middleton, Idaho, 83644
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 43.69882
Longitude: -116.61308



Executive Summary

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Rings: 1, 3, 5 mile radii



Population	1 mile	3 miles	5 miles
2010 Population	3,150	12,028	41,831
2020 Population	4,215	18,712	53,556
2025 Population	4,464	25,472	67,313
2030 Population	5,376	30,262	77,327
2010-2020 Annual Rate	2.96%	4.52%	2.50%
2020-2025 Annual Rate	1.10%	6.05%	4.45%
2025-2030 Annual Rate	3.79%	3.51%	2.81%

Age	1 mile	3 miles	5 miles
2025 Median Age	34.5	34.2	34.7
U.S. median age is 39.1			

Race and Ethnicity	1 mile	3 miles	5 miles
White Alone	80.4%	77.2%	71.0%
Black Alone	0.4%	0.6%	0.9%
American Indian Alone	0.9%	1.0%	1.3%
Asian Alone	0.8%	0.8%	1.0%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	6.1%	8.9%	12.7%
Two or More Races	11.2%	11.5%	13.0%
Hispanic Origin	14.1%	19.7%	27.4%
Diversity Index	49.8	57.8	67.6

Households	1 mile	3 miles	5 miles
2010 Total Households	1,110	3,870	13,477
2020 Total Households	1,483	5,864	17,169
2025 Total Households	1,610	8,109	21,840
2030 Total Households	1,960	9,771	25,431
2010-2020 Annual Rate	2.94%	4.24%	2.45%
2020-2025 Annual Rate	1.58%	6.37%	4.69%
2025-2030 Annual Rate	4.01%	3.80%	3.09%
2025 Average Household Size	2.77	3.14	3.03
Wealth Index	55	80	79

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

Mortgage Income	1 mile	3 miles	5 miles
2025 Percent of Income for Mortgage	44.7%	36.1%	37.2%
Median Household Income			
2025 Median Household Income	\$62,236	\$78,620	\$74,335
2030 Median Household Income	\$66,806	\$87,961	\$83,489
2025-2030 Annual Rate	1.43%	2.27%	2.35%
Average Household Income			
2025 Average Household Income	\$78,970	\$99,197	\$95,809
2030 Average Household Income	\$85,915	\$111,208	\$107,700
Per Capita Income			
2025 Per Capita Income	\$27,268	\$31,931	\$31,443
2030 Per Capita Income	\$30,063	\$36,324	\$35,802
2025-2030 Annual Rate	1.97%	2.61%	2.63%
Income Equality			
2025 Gini Index	39.5	39.2	40.9
Socioeconomic Status			
2025 Socioeconomic Status Index	53.8	52.5	45.4
Housing Unit Summary			
Housing Affordability Index	56	69	67
2010 Total Housing Units	1,229	4,257	14,799
2010 Owner Occupied Hus (%)	71.5%	77.4%	69.1%
2010 Renter Occupied Hus (%)	28.4%	22.6%	30.9%
2010 Vacant Housing Units (%)	9.7%	9.1%	8.9%
2020 Housing Units	1,527	6,050	17,895
2020 Owner Occupied HUs (%)	77.7%	84.3%	73.8%
2020 Renter Occupied HUs (%)	22.3%	15.7%	26.2%
Vacant Housing Units	2.6%	2.6%	3.9%
2025 Housing Units	1,653	8,330	22,664
Owner Occupied Housing Units	79.3%	88.3%	78.3%
Renter Occupied Housing Units	20.8%	11.7%	21.7%
Vacant Housing Units	2.6%	2.6%	3.6%
2030 Total Housing Units	2,030	10,083	26,369
2030 Owner Occupied Housing Units	1,618	8,786	20,381
2030 Renter Occupied Housing Units	342	985	5,050
2030 Vacant Housing Units	70	312	938

Business Summary Report (NAICS)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Rings: 1, 3, 5 mile radii



Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	131	322	1,646
Total Employees	910	2,155	14,591
Total Population	4,464	25,472	67,313
Employee/Population Ratio (per 100)	20.4	8.5	21.7

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	1	0.8%	2	0.2%	6	1.9%	25	1.2%	22	1.3%	183	1.3%
Mining (21)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	0.1%	11	0.1%
Utilities (22)	1	0.8%	3	0.3%	1	0.3%	3	0.1%	6	0.4%	62	0.4%
Construction (23)	14	10.7%	35	3.9%	52	16.1%	143	6.6%	187	11.4%	970	6.7%
Building Construction	2	1.5%	4	0.4%	15	4.7%	47	2.2%	54	3.3%	420	2.9%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	1	0.3%	5	0.2%	15	0.9%	82	0.6%
Specialty Trade Contractor	12	9.2%	31	3.4%	36	11.2%	91	4.2%	118	7.2%	468	3.2%
Manufacturing (31-33)	1	0.8%	44	4.8%	9	2.8%	253	11.7%	80	4.9%	1,602	11.0%
Wholesale Trade (42)	2	1.5%	8	0.9%	11	3.4%	44	2.0%	63	3.8%	733	5.0%
Durable Goods	2	1.5%	5	0.6%	7	2.2%	19	0.9%	40	2.4%	321	2.2%
Nondurable Goods	0	0.0%	2	0.2%	3	0.9%	20	0.9%	19	1.1%	361	2.5%
Trade Broker	0	0.0%	0	0.0%	1	0.3%	5	0.2%	4	0.2%	51	0.3%



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)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 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)	14	10.7%	139	15.3%	37	11.5%	248	11.5%	211	12.8%	1,698	11.6%
Motor Vehicle & Parts Dealers	1	0.8%	9	1.0%	3	0.9%	17	0.8%	45	2.7%	386	2.6%
Furniture & Home Furnishing Stores	1	0.8%	3	0.3%	3	0.9%	14	0.7%	9	0.6%	51	0.3%
Electronics & Appliance Stores	1	0.8%	2	0.2%	3	0.9%	6	0.3%	9	0.6%	22	0.1%
Building & Garden Equipment	1	0.8%	3	0.3%	2	0.6%	24	1.1%	18	1.1%	240	1.6%
Food & Beverage Stores	4	3.0%	86	9.4%	10	3.1%	121	5.6%	44	2.7%	485	3.3%
Health & Personal Care Stores	2	1.5%	16	1.8%	2	0.6%	17	0.8%	11	0.7%	73	0.5%
Gasoline Stations	1	0.8%	3	0.3%	2	0.6%	9	0.4%	14	0.8%	103	0.7%
Clothing, Shoe and Jewellery Stores	0	0.0%	0	0.0%	1	0.3%	3	0.1%	10	0.6%	30	0.2%
Sporting Goods, Hobby & Music Stores	1	0.8%	6	0.7%	5	1.6%	20	0.9%	31	1.9%	124	0.8%
General Merchandise Stores	3	2.3%	12	1.3%	6	1.9%	17	0.8%	21	1.3%	183	1.3%
Transportation & Warehousing (48-49)	3	2.3%	13	1.4%	9	2.8%	35	1.6%	51	3.1%	319	2.2%
Truck Transportation	0	0.0%	0	0.0%	3	0.9%	5	0.2%	17	1.0%	70	0.5%
Information (51)	2	1.5%	4	0.4%	3	0.9%	12	0.6%	24	1.5%	101	0.7%
Finance & Insurance (52)	7	5.3%	37	4.1%	11	3.4%	50	2.3%	70	4.3%	337	2.3%
Central Bank/Credit & Related Activities	2	1.5%	8	0.9%	4	1.2%	18	0.8%	37	2.3%	167	1.1%
Securities & Commodity Contracts	1	0.8%	2	0.2%	2	0.6%	4	0.2%	13	0.8%	68	0.5%
Funds, Trusts & Other Financial	5	3.8%	27	3.0%	5	1.6%	29	1.4%	20	1.2%	103	0.7%
Real Estate, Rental & Leasing (53)	8	6.1%	60	6.6%	21	6.5%	91	4.2%	80	4.9%	331	2.3%
Professional, Scientific & Tech Services (54)	12	9.2%	40	4.4%	24	7.5%	103	4.8%	99	6.0%	485	3.3%
Legal Services	4	3.0%	8	0.9%	4	1.2%	10	0.5%	26	1.6%	107	0.7%



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Business Summary Report (NAICS)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 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)	0	0.0%	1	0.1%	1	0.3%	4	0.2%	2	0.1%	6	0.0%
Administrative, Support & Waste Mgmt (56)	4	3.0%	11	1.2%	15	4.7%	83	3.9%	60	3.6%	320	2.2%
Educational Services (61)	7	5.3%	153	16.8%	16	5.0%	346	16.1%	51	3.1%	1,385	9.5%
Health Care & Social Assistance (62)	15	11.4%	140	15.4%	29	9.0%	272	12.6%	125	7.6%	1,233	8.4%
Ambulatory Health Care	11	8.4%	104	11.4%	19	5.9%	168	7.8%	72	4.4%	649	4.5%
Hospital	0	0.0%	0	0.0%	0	0.0%	11	0.5%	9	0.6%	183	1.3%
Nursing/Residential Care	1	0.8%	7	0.8%	2	0.6%	22	1.0%	9	0.6%	107	0.7%
Social Assistance	3	2.3%	29	3.2%	7	2.2%	71	3.3%	35	2.1%	294	2.0%
Arts, Entertainment & Recreation (71)	3	2.3%	16	1.8%	9	2.8%	42	1.9%	39	2.4%	660	4.5%
Accommodation & Food Services (72)	11	8.4%	103	11.3%	16	5.0%	167	7.8%	102	6.2%	1,338	9.2%
Accommodation	0	0.0%	4	0.4%	2	0.6%	22	1.0%	7	0.4%	78	0.5%
Food & Drinking Places	11	8.4%	100	11.0%	14	4.3%	145	6.7%	95	5.8%	1,259	8.6%
Other Services Except Public Admin (81)	18	13.7%	44	4.8%	33	10.3%	78	3.6%	214	13.0%	895	6.1%
Repair & Maintenance	3	2.3%	7	0.8%	6	1.9%	15	0.7%	66	4.0%	276	1.9%
Auto Repair & Maintenance	1	0.8%	2	0.2%	3	0.9%	8	0.4%	49	3.0%	205	1.4%
Personal & Laundry Service	7	5.3%	18	2.0%	11	3.4%	25	1.2%	62	3.8%	196	1.3%
Civic and Other Orgs	8	6.1%	19	2.1%	16	5.0%	37	1.7%	86	5.2%	423	2.9%
Public Administration (92)	3	2.3%	56	6.2%	7	2.2%	154	7.2%	90	5.5%	1,873	12.8%
Unclassified Establishments (99)	3	2.3%	0	0.0%	13	4.0%	2	0.1%	68	4.1%	50	0.3%
Total (11-99)	131	100.0%	910	100.0%	322	100.0%	2,155	100.0%	1,646	100.0%	14,591	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)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Rings: 1, 3, 5 mile radii



Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	131	322	1,646
Total Employees	910	2,155	14,591
Total Population	4,464	25,472	67,313
Employee/Population Ratio (per 100)	20.4	8.5	21.7

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	7	5.3%	23	2.5%	22	6.8%	81	3.8%	62	3.8%	368	2.5%
Construction (15-17)	14	10.7%	35	3.9%	49	15.2%	138	6.4%	179	10.9%	953	6.5%
Manufacturing (20-39)	1	0.8%	44	4.8%	9	2.8%	254	11.8%	72	4.4%	1,560	10.7%
Transportation (40-47)	4	3.0%	13	1.4%	14	4.3%	44	2.0%	56	3.4%	323	2.2%
Communication (48)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	15	0.9%	68	0.5%
Utility (49)	1	0.8%	3	0.3%	2	0.6%	11	0.5%	8	0.5%	77	0.5%
Wholesale Trade (50-51)	2	1.5%	8	0.9%	11	3.4%	44	2.0%	63	3.8%	733	5.0%
Retail Trade Summary (52-59)	25	19.1%	239	26.3%	51	15.8%	394	18.3%	316	19.2%	3,010	20.6%
Home Improvement	1	0.8%	3	0.3%	2	0.6%	24	1.1%	18	1.1%	240	1.6%
General Merchandise Stores	2	1.5%	9	1.0%	2	0.6%	10	0.5%	9	0.6%	156	1.1%
Food Stores	4	3.0%	86	9.4%	10	3.1%	121	5.6%	53	3.2%	530	3.6%
Auto Dealers & Gas Stations	2	1.5%	12	1.3%	4	1.2%	23	1.1%	57	3.5%	481	3.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%	1	0.3%	3	0.1%	6	0.4%	22	0.1%
Furniture & Home Furnishings	2	1.5%	5	0.6%	6	1.9%	20	0.9%	20	1.2%	83	0.6%
Eating & Drinking Places	11	8.4%	100	11.0%	14	4.3%	145	6.7%	92	5.6%	1,250	8.6%
Miscellaneous Retail	4	3.0%	25	2.8%	11	3.4%	47	2.2%	61	3.7%	248	1.7%

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

Business Summary Report (SIC)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 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)	14	10.7%	95	10.4%	25	7.8%	130	6.0%	139	8.4%	664	4.5%
Banks, Savings & Lending	2	1.5%	8	0.9%	4	1.2%	18	0.8%	39	2.4%	167	1.1%
Securities Brokers	1	0.8%	2	0.2%	2	0.6%	4	0.2%	12	0.7%	57	0.4%
Insurance Carriers & Agents	5	3.8%	27	3.0%	5	1.6%	29	1.4%	20	1.2%	103	0.7%
Real Estate, Investment Offices	6	4.6%	58	6.4%	14	4.3%	80	3.7%	69	4.2%	337	2.3%
Services Summary (70-89)	57	43.5%	395	43.4%	120	37.3%	903	41.9%	578	35.1%	4,913	33.7%
Hotels & Lodging	0	0.0%	4	0.4%	2	0.6%	22	1.0%	7	0.4%	78	0.5%
Automotive Services	3	2.3%	5	0.6%	9	2.8%	19	0.9%	67	4.1%	254	1.7%
Movies & Amusements	2	1.5%	14	1.5%	10	3.1%	46	2.1%	36	2.2%	657	4.5%
Health Services	12	9.2%	111	12.2%	21	6.5%	187	8.7%	88	5.3%	918	6.3%
Legal Services	4	3.0%	8	0.9%	4	1.2%	10	0.5%	23	1.4%	72	0.5%
Education Inst. & Libraries	8	6.1%	155	17.0%	14	4.3%	341	15.8%	46	2.8%	1,374	9.4%
Other Services	28	21.4%	97	10.7%	60	18.6%	279	12.9%	311	18.9%	1,560	10.7%
Government (91-97)	3	2.3%	56	6.2%	7	2.2%	154	7.2%	90	5.5%	1,873	12.8%
Unclassified Establishments (99)	3	2.3%	0	0.0%	13	4.0%	2	0.1%	68	4.1%	50	0.3%
Totals (01-99)	131	100.0%	910	100.0%	322	100.0%	2,155	100.0%	1,646	100.0%	14,591	100.0%



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