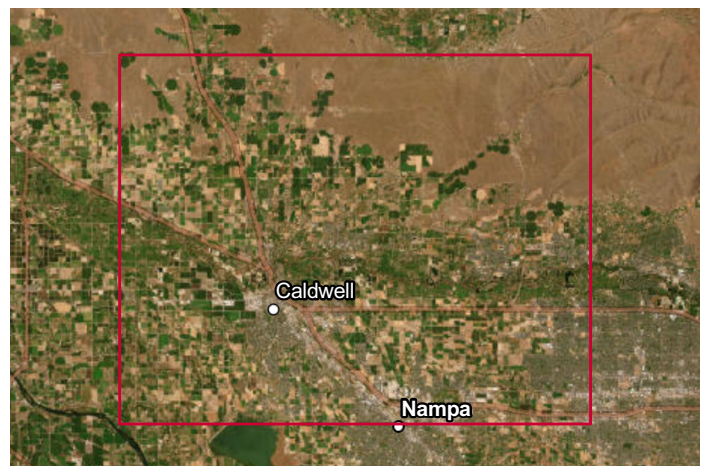
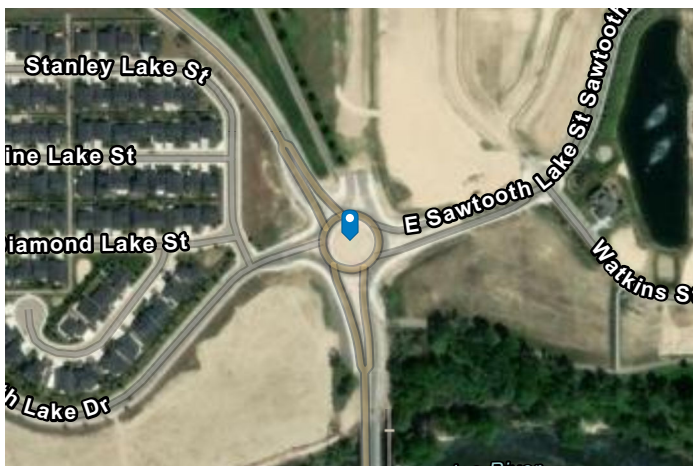
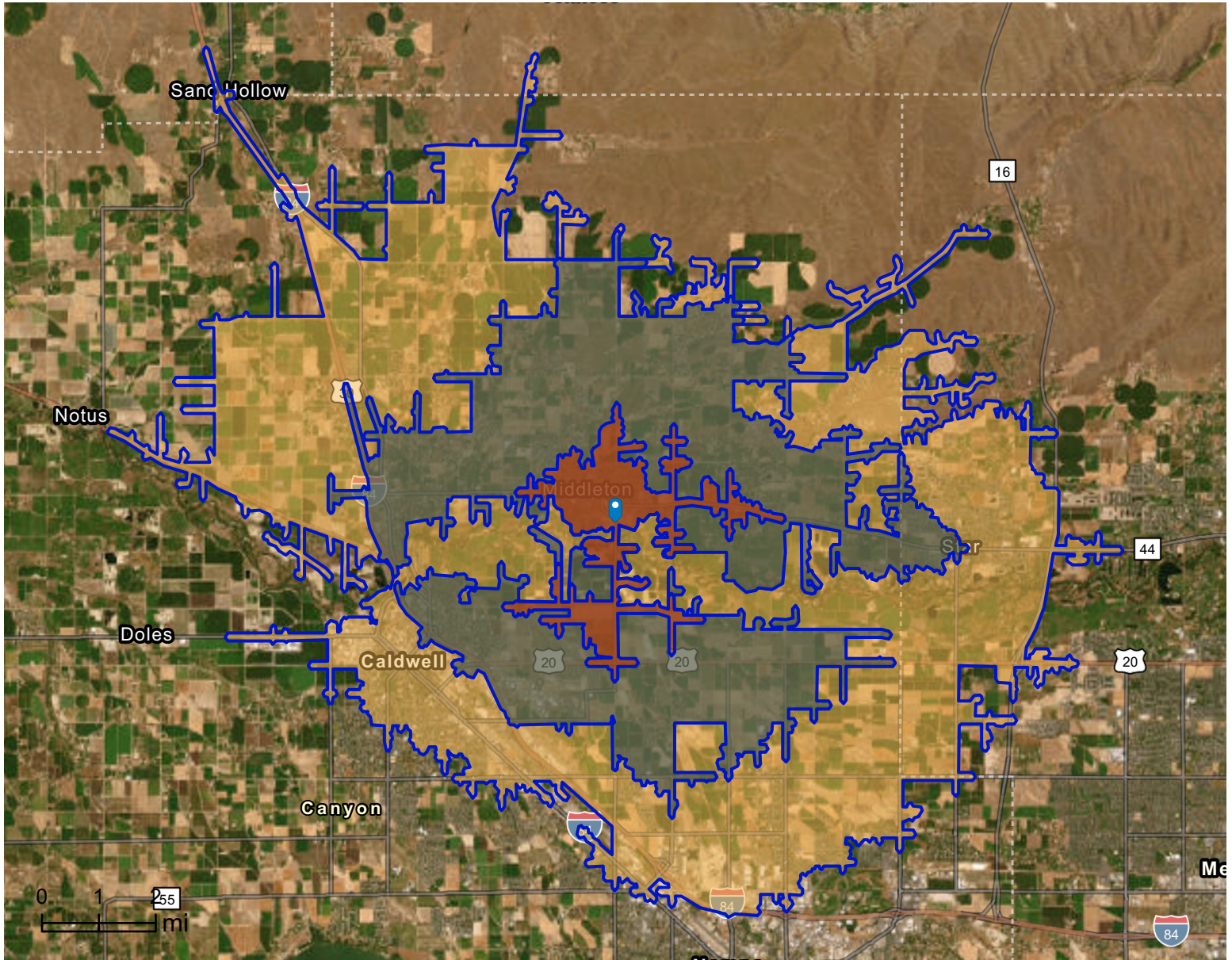


Site Map

Middleton Rd
Middleton Rd, Middleton, Idaho, 83644
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.69882
Longitude: -116.61308



Executive Summary

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Drive time: 5, 10, 15 minute radii



| Population | 5 minutes | 10 minutes | 15 minutes |
|-----------------------|-----------|------------|------------|
| 2010 Population | 4,161 | 23,225 | 60,193 |
| 2020 Population | 5,908 | 33,847 | 79,321 |
| 2025 Population | 6,620 | 45,577 | 105,902 |
| 2030 Population | 7,844 | 53,165 | 120,641 |
| 2010-2020 Annual Rate | 3.57% | 3.84% | 2.80% |
| 2020-2025 Annual Rate | 2.19% | 5.83% | 5.66% |
| 2025-2030 Annual Rate | 3.45% | 3.13% | 2.64% |

| Age | 5 minutes | 10 minutes | 15 minutes |
|-------------------------|-----------|------------|------------|
| 2025 Median Age | 34.6 | 35.2 | 36.0 |
| U.S. median age is 39.1 | | | |

| Race and Ethnicity | 5 minutes | 10 minutes | 15 minutes |
|------------------------|-----------|------------|------------|
| White Alone | 79.5% | 75.2% | 74.2% |
| Black Alone | 0.4% | 0.7% | 0.8% |
| American Indian Alone | 0.9% | 1.1% | 1.0% |
| Asian Alone | 0.7% | 0.9% | 1.1% |
| Pacific Islander Alone | 0.2% | 0.2% | 0.2% |
| Some Other Race Alone | 6.9% | 9.8% | 10.5% |
| Two or More Races | 11.4% | 12.2% | 12.2% |
| Hispanic Origin | 15.4% | 21.8% | 23.2% |
| Diversity Index | 52.0 | 61.1 | 62.9 |

| Households | 5 minutes | 10 minutes | 15 minutes |
|-----------------------------|-----------|------------|------------|
| 2010 Total Households | 1,420 | 7,550 | 19,690 |
| 2020 Total Households | 1,980 | 10,792 | 26,115 |
| 2025 Total Households | 2,300 | 14,786 | 35,526 |
| 2030 Total Households | 2,753 | 17,463 | 41,005 |
| 2010-2020 Annual Rate | 3.38% | 3.64% | 2.86% |
| 2020-2025 Annual Rate | 2.89% | 6.18% | 6.04% |
| 2025-2030 Annual Rate | 3.66% | 3.38% | 2.91% |
| 2025 Average Household Size | 2.87 | 3.08 | 2.95 |
| Wealth Index | 65 | 88 | 89 |

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

| Mortgage Income | 5 minutes | 10 minutes | 15 minutes |
|-------------------------------------|------------------|-------------------|-------------------|
| 2025 Percent of Income for Mortgage | 40.1% | 34.8% | 37.7% |
| Median Household Income | | | |
| 2025 Median Household Income | \$69,520 | \$83,015 | \$79,872 |
| 2030 Median Household Income | \$76,981 | \$93,882 | \$90,964 |
| 2025-2030 Annual Rate | 2.06% | 2.49% | 2.63% |
| Average Household Income | | | |
| 2025 Average Household Income | \$88,507 | \$104,349 | \$104,548 |
| 2030 Average Household Income | \$97,974 | \$116,482 | \$116,971 |
| Per Capita Income | | | |
| 2025 Per Capita Income | \$30,359 | \$33,843 | \$35,264 |
| 2030 Per Capita Income | \$34,092 | \$38,265 | \$39,982 |
| 2025-2030 Annual Rate | 2.35% | 2.49% | 2.54% |
| Income Equality | | | |
| 2025 Gini Index | 40.0 | 38.7 | 40.9 |
| Socioeconomic Status | | | |
| 2025 Socioeconomic Status Index | 52.6 | 51.3 | 47.4 |
| Housing Unit Summary | | | |
| Housing Affordability Index | 62 | 72 | 66 |
| 2010 Total Housing Units | 1,581 | 8,247 | 21,486 |
| 2010 Owner Occupied Hus (%) | 72.9% | 76.9% | 69.6% |
| 2010 Renter Occupied Hus (%) | 27.1% | 23.1% | 30.4% |
| 2010 Vacant Housing Units (%) | 10.2% | 8.4% | 8.4% |
| 2020 Housing Units | 2,057 | 11,128 | 27,134 |
| 2020 Owner Occupied HUs (%) | 80.6% | 82.9% | 75.8% |
| 2020 Renter Occupied HUs (%) | 19.4% | 17.1% | 24.3% |
| Vacant Housing Units | 2.7% | 2.9% | 3.7% |
| 2025 Housing Units | 2,368 | 15,201 | 36,806 |
| Owner Occupied Housing Units | 82.8% | 86.1% | 80.2% |
| Renter Occupied Housing Units | 17.2% | 13.9% | 19.8% |
| Vacant Housing Units | 2.9% | 2.7% | 3.5% |
| 2030 Total Housing Units | 2,857 | 17,987 | 42,490 |
| 2030 Owner Occupied Housing Units | 2,345 | 15,305 | 33,528 |
| 2030 Renter Occupied Housing Units | 408 | 2,158 | 7,477 |
| 2030 Vacant Housing Units | 104 | 524 | 1,485 |

Business Summary Report (NAICS)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 Drive time: 5, 10, 15 minute radii



| Data for all businesses in area | 5 minutes | 10 minutes | 15 minutes |
|-------------------------------------|-----------|------------|------------|
| Total Businesses | 164 | 642 | 2,559 |
| Total Employees | 1,116 | 4,809 | 26,690 |
| Total Population | 6,620 | 45,577 | 105,902 |
| Employee/Population Ratio (per 100) | 16.9 | 10.6 | 25.2 |

| by NAICS Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
|---|------------|-------|-----------|------|------------|-------|-----------|------|------------|-------|-----------|-------|
| | Number | % | Number | % | Number | % | Number | % | Number | % | Number | % |
| Agriculture, Forestry, Fishing & Hunting (11) | 2 | 1.2% | 7 | 0.6% | 13 | 2.0% | 109 | 2.3% | 31 | 1.2% | 308 | 1.1% |
| Mining (21) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 4 | 0.2% | 17 | 0.1% |
| Utilities (22) | 1 | 0.6% | 3 | 0.3% | 2 | 0.3% | 22 | 0.5% | 9 | 0.3% | 121 | 0.5% |
| Construction (23) | 20 | 12.2% | 51 | 4.6% | 108 | 16.8% | 350 | 7.3% | 301 | 11.8% | 1,981 | 7.4% |
| Building Construction | 3 | 1.8% | 9 | 0.8% | 34 | 5.3% | 119 | 2.5% | 93 | 3.6% | 749 | 2.8% |
| Heavy/Civil Eng Construction | 0 | 0.0% | 0 | 0.0% | 6 | 0.9% | 40 | 0.8% | 21 | 0.8% | 158 | 0.6% |
| Specialty Trade Contractor | 17 | 10.4% | 42 | 3.8% | 68 | 10.6% | 191 | 4.0% | 187 | 7.3% | 1,074 | 4.0% |
| Manufacturing (31-33) | 2 | 1.2% | 71 | 6.4% | 29 | 4.5% | 475 | 9.9% | 112 | 4.4% | 4,314 | 16.2% |
| Wholesale Trade (42) | 3 | 1.8% | 11 | 1.0% | 22 | 3.4% | 146 | 3.0% | 95 | 3.7% | 1,154 | 4.3% |
| Durable Goods | 2 | 1.2% | 7 | 0.6% | 14 | 2.2% | 58 | 1.2% | 61 | 2.4% | 464 | 1.7% |
| Nondurable Goods | 1 | 0.6% | 4 | 0.4% | 6 | 0.9% | 54 | 1.1% | 29 | 1.1% | 638 | 2.4% |
| Trade Broker | 0 | 0.0% | 0 | 0.0% | 2 | 0.3% | 35 | 0.7% | 4 | 0.2% | 51 | 0.2% |



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
 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) | 18 | 11.0% | 156 | 14.0% | 71 | 11.1% | 614 | 12.8% | 350 | 13.7% | 3,724 | 13.9% |
| Motor Vehicle & Parts Dealers | 1 | 0.6% | 10 | 0.9% | 8 | 1.3% | 52 | 1.1% | 65 | 2.5% | 555 | 2.1% |
| Furniture & Home Furnishing Stores | 1 | 0.6% | 5 | 0.5% | 5 | 0.8% | 18 | 0.4% | 22 | 0.9% | 94 | 0.3% |
| Electronics & Appliance Stores | 1 | 0.6% | 3 | 0.3% | 4 | 0.6% | 11 | 0.2% | 12 | 0.5% | 47 | 0.2% |
| Building & Garden Equipment | 1 | 0.6% | 6 | 0.5% | 6 | 0.9% | 91 | 1.9% | 24 | 0.9% | 322 | 1.2% |
| Food & Beverage Stores | 5 | 3.0% | 90 | 8.1% | 17 | 2.6% | 281 | 5.8% | 61 | 2.4% | 881 | 3.3% |
| Health & Personal Care Stores | 2 | 1.2% | 16 | 1.4% | 3 | 0.5% | 27 | 0.6% | 32 | 1.3% | 289 | 1.1% |
| Gasoline Stations | 1 | 0.6% | 4 | 0.4% | 4 | 0.6% | 38 | 0.8% | 18 | 0.7% | 122 | 0.5% |
| Clothing, Shoe and Jewellery Stores | 0 | 0.0% | 1 | 0.1% | 5 | 0.8% | 12 | 0.3% | 26 | 1.0% | 125 | 0.5% |
| Sporting Goods, Hobby & Music Stores | 2 | 1.2% | 8 | 0.7% | 10 | 1.6% | 39 | 0.8% | 56 | 2.2% | 447 | 1.7% |
| General Merchandise Stores | 3 | 1.8% | 13 | 1.2% | 10 | 1.6% | 46 | 1.0% | 34 | 1.3% | 842 | 3.1% |
| Transportation & Warehousing (48-49) | 4 | 2.4% | 15 | 1.3% | 20 | 3.1% | 80 | 1.7% | 71 | 2.8% | 695 | 2.6% |
| Truck Transportation | 0 | 0.0% | 1 | 0.1% | 5 | 0.8% | 12 | 0.3% | 27 | 1.1% | 280 | 1.1% |
| Information (51) | 2 | 1.2% | 5 | 0.5% | 6 | 0.9% | 25 | 0.5% | 39 | 1.5% | 203 | 0.8% |
| Finance & Insurance (52) | 8 | 4.9% | 40 | 3.6% | 15 | 2.3% | 63 | 1.3% | 101 | 4.0% | 456 | 1.7% |
| Central Bank/Credit & Related Activities | 2 | 1.2% | 10 | 0.9% | 6 | 0.9% | 24 | 0.5% | 49 | 1.9% | 225 | 0.8% |
| Securities & Commodity Contracts | 1 | 0.6% | 2 | 0.2% | 3 | 0.5% | 8 | 0.2% | 22 | 0.9% | 94 | 0.3% |
| Funds, Trusts & Other Financial | 5 | 3.0% | 28 | 2.5% | 6 | 0.9% | 30 | 0.6% | 31 | 1.2% | 137 | 0.5% |
| Real Estate, Rental & Leasing (53) | 10 | 6.1% | 67 | 6.0% | 31 | 4.8% | 117 | 2.4% | 115 | 4.5% | 464 | 1.7% |
| Professional, Scientific & Tech Services (54) | 14 | 8.5% | 48 | 4.3% | 45 | 7.0% | 197 | 4.1% | 153 | 6.0% | 757 | 2.8% |
| Legal Services | 4 | 2.4% | 9 | 0.8% | 6 | 0.9% | 15 | 0.3% | 32 | 1.3% | 122 | 0.5% |



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
 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) | 0 | 0.0% | 1 | 0.1% | 1 | 0.2% | 4 | 0.1% | 4 | 0.2% | 12 | 0.0% |
| Administrative, Support & Waste Mgmt (56) | 6 | 3.7% | 18 | 1.6% | 37 | 5.8% | 210 | 4.4% | 92 | 3.6% | 510 | 1.9% |
| Educational Services (61) | 9 | 5.5% | 195 | 17.5% | 29 | 4.5% | 787 | 16.4% | 67 | 2.6% | 1,622 | 6.1% |
| Health Care & Social Assistance (62) | 18 | 11.0% | 172 | 15.4% | 50 | 7.8% | 484 | 10.1% | 269 | 10.5% | 3,699 | 13.9% |
| Ambulatory Health Care | 13 | 7.9% | 118 | 10.6% | 35 | 5.5% | 322 | 6.7% | 175 | 6.8% | 1,902 | 7.1% |
| Hospital | 0 | 0.0% | 2 | 0.2% | 1 | 0.2% | 43 | 0.9% | 28 | 1.1% | 1,196 | 4.5% |
| Nursing/Residential Care | 1 | 0.6% | 13 | 1.2% | 3 | 0.5% | 26 | 0.5% | 14 | 0.6% | 205 | 0.8% |
| Social Assistance | 4 | 2.4% | 39 | 3.5% | 11 | 1.7% | 92 | 1.9% | 52 | 2.0% | 395 | 1.5% |
| Arts, Entertainment & Recreation (71) | 4 | 2.4% | 22 | 2.0% | 17 | 2.6% | 99 | 2.1% | 50 | 1.9% | 738 | 2.8% |
| Accommodation & Food Services (72) | 12 | 7.3% | 117 | 10.5% | 33 | 5.1% | 399 | 8.3% | 169 | 6.6% | 2,482 | 9.3% |
| Accommodation | 0 | 0.0% | 6 | 0.5% | 4 | 0.6% | 33 | 0.7% | 12 | 0.5% | 128 | 0.5% |
| Food & Drinking Places | 12 | 7.3% | 111 | 9.9% | 29 | 4.5% | 367 | 7.6% | 156 | 6.1% | 2,354 | 8.8% |
| Other Services Except Public Admin (81) | 21 | 12.8% | 51 | 4.6% | 65 | 10.1% | 178 | 3.7% | 315 | 12.3% | 1,395 | 5.2% |
| Repair & Maintenance | 3 | 1.8% | 9 | 0.8% | 15 | 2.3% | 39 | 0.8% | 102 | 4.0% | 487 | 1.8% |
| Auto Repair & Maintenance | 1 | 0.6% | 3 | 0.3% | 9 | 1.4% | 24 | 0.5% | 71 | 2.8% | 325 | 1.2% |
| Personal & Laundry Service | 8 | 4.9% | 20 | 1.8% | 18 | 2.8% | 51 | 1.1% | 95 | 3.7% | 365 | 1.4% |
| Civic and Other Orgs | 10 | 6.1% | 22 | 2.0% | 32 | 5.0% | 89 | 1.9% | 118 | 4.6% | 544 | 2.0% |
| Public Administration (92) | 3 | 1.8% | 67 | 6.0% | 18 | 2.8% | 442 | 9.2% | 99 | 3.9% | 1,976 | 7.4% |
| Unclassified Establishments (99) | 5 | 3.0% | 0 | 0.0% | 30 | 4.7% | 8 | 0.2% | 116 | 4.5% | 64 | 0.2% |
| Total (11-99) | 164 | 100.0% | 1,116 | 100.0% | 642 | 100.0% | 4,809 | 100.0% | 2,559 | 100.0% | 26,690 | 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
 Drive time: 5, 10, 15 minute radii



| Data for all businesses in area | 5 minutes | 10 minutes | 15 minutes |
|-------------------------------------|-----------|------------|------------|
| Total Businesses | 164 | 642 | 2,559 |
| Total Employees | 1,116 | 4,809 | 26,690 |
| Total Population | 6,620 | 45,577 | 105,902 |
| Employee/Population Ratio (per 100) | 16.9 | 10.6 | 25.2 |

| by SIC Codes | Businesses | | Employees | | Businesses | | Employees | | Businesses | | Employees | |
|------------------------------|------------|-------|-----------|-------|------------|-------|-----------|-------|------------|-------|-----------|-------|
| | Number | % | Number | % | Number | % | Number | % | Number | % | Number | % |
| Agriculture & Mining (01-14) | 9 | 5.5% | 32 | 2.9% | 43 | 6.7% | 232 | 4.8% | 95 | 3.7% | 632 | 2.4% |
| Construction (15-17) | 20 | 12.2% | 49 | 4.4% | 102 | 15.9% | 339 | 7.0% | 286 | 11.2% | 1,947 | 7.3% |
| Manufacturing (20-39) | 2 | 1.2% | 71 | 6.4% | 29 | 4.5% | 478 | 9.9% | 103 | 4.0% | 4,284 | 16.1% |
| Transportation (40-47) | 5 | 3.0% | 16 | 1.4% | 26 | 4.0% | 92 | 1.9% | 80 | 3.1% | 704 | 2.6% |
| Communication (48) | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 1 | 0.0% | 22 | 0.9% | 122 | 0.5% |
| Utility (49) | 1 | 0.6% | 5 | 0.5% | 3 | 0.5% | 31 | 0.6% | 14 | 0.6% | 144 | 0.5% |
| Wholesale Trade (50-51) | 3 | 1.8% | 11 | 1.0% | 22 | 3.4% | 146 | 3.0% | 95 | 3.7% | 1,154 | 4.3% |
| Retail Trade Summary (52-59) | 30 | 18.3% | 267 | 23.9% | 102 | 15.9% | 989 | 20.6% | 518 | 20.2% | 6,137 | 23.0% |
| Home Improvement | 1 | 0.6% | 6 | 0.5% | 6 | 0.9% | 91 | 1.9% | 26 | 1.0% | 343 | 1.3% |
| General Merchandise Stores | 2 | 1.2% | 9 | 0.8% | 4 | 0.6% | 32 | 0.7% | 17 | 0.7% | 806 | 3.0% |
| Food Stores | 5 | 3.0% | 90 | 8.1% | 19 | 3.0% | 289 | 6.0% | 74 | 2.9% | 970 | 3.6% |
| Auto Dealers & Gas Stations | 2 | 1.2% | 14 | 1.3% | 11 | 1.7% | 82 | 1.7% | 81 | 3.2% | 669 | 2.5% |
| Apparel & Accessory Stores | 0 | 0.0% | 1 | 0.1% | 4 | 0.6% | 10 | 0.2% | 19 | 0.7% | 104 | 0.4% |
| Furniture & Home Furnishings | 3 | 1.8% | 7 | 0.6% | 8 | 1.3% | 28 | 0.6% | 36 | 1.4% | 151 | 0.6% |
| Eating & Drinking Places | 12 | 7.3% | 111 | 9.9% | 29 | 4.5% | 367 | 7.6% | 153 | 6.0% | 2,324 | 8.7% |
| Miscellaneous Retail | 5 | 3.0% | 27 | 2.4% | 22 | 3.4% | 89 | 1.9% | 113 | 4.4% | 769 | 2.9% |

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

Business Summary Report (SIC)

Middleton Rd
 Middleton Rd, Middleton, Idaho, 83644
 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) | 16 | 9.8% | 103 | 9.2% | 37 | 5.8% | 162 | 3.4% | 194 | 7.6% | 882 | 3.3% |
| Banks, Savings & Lending | 2 | 1.2% | 10 | 0.9% | 6 | 0.9% | 24 | 0.5% | 50 | 1.9% | 224 | 0.8% |
| Securities Brokers | 1 | 0.6% | 2 | 0.2% | 3 | 0.5% | 8 | 0.2% | 20 | 0.8% | 82 | 0.3% |
| Insurance Carriers & Agents | 5 | 3.0% | 28 | 2.5% | 6 | 0.9% | 30 | 0.6% | 31 | 1.2% | 137 | 0.5% |
| Real Estate, Investment Offices | 8 | 4.9% | 63 | 5.7% | 21 | 3.3% | 99 | 2.1% | 93 | 3.6% | 440 | 1.6% |
| Services Summary (70-89) | 69 | 42.1% | 494 | 44.3% | 229 | 35.7% | 1,889 | 39.3% | 938 | 36.6% | 8,644 | 32.4% |
| Hotels & Lodging | 0 | 0.0% | 6 | 0.5% | 4 | 0.6% | 33 | 0.7% | 12 | 0.5% | 128 | 0.5% |
| Automotive Services | 4 | 2.4% | 8 | 0.7% | 17 | 2.6% | 40 | 0.8% | 96 | 3.8% | 396 | 1.5% |
| Movies & Amusements | 4 | 2.4% | 21 | 1.9% | 18 | 2.8% | 106 | 2.2% | 50 | 1.9% | 743 | 2.8% |
| Health Services | 14 | 8.5% | 128 | 11.5% | 37 | 5.8% | 377 | 7.8% | 214 | 8.4% | 3,261 | 12.2% |
| Legal Services | 4 | 2.4% | 9 | 0.8% | 6 | 0.9% | 15 | 0.3% | 27 | 1.1% | 82 | 0.3% |
| Education Inst. & Libraries | 9 | 5.5% | 197 | 17.6% | 26 | 4.0% | 778 | 16.2% | 61 | 2.4% | 1,616 | 6.0% |
| Other Services | 35 | 21.3% | 126 | 11.3% | 120 | 18.7% | 540 | 11.2% | 479 | 18.7% | 2,418 | 9.1% |
| Government (91-97) | 3 | 1.8% | 67 | 6.0% | 18 | 2.8% | 442 | 9.2% | 99 | 3.9% | 1,976 | 7.4% |
| Unclassified Establishments (99) | 5 | 3.0% | 0 | 0.0% | 30 | 4.7% | 8 | 0.2% | 116 | 4.5% | 64 | 0.2% |
| Totals (01-99) | 164 | 100.0% | 1,116 | 100.0% | 642 | 100.0% | 4,809 | 100.0% | 2,559 | 100.0% | 26,690 | 100.0% |



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