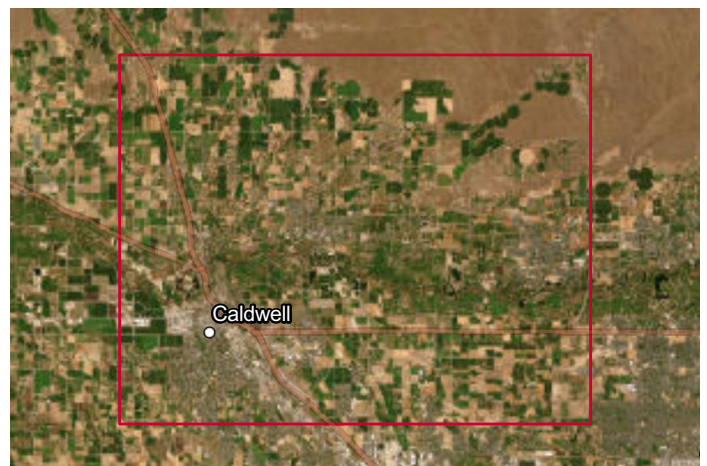
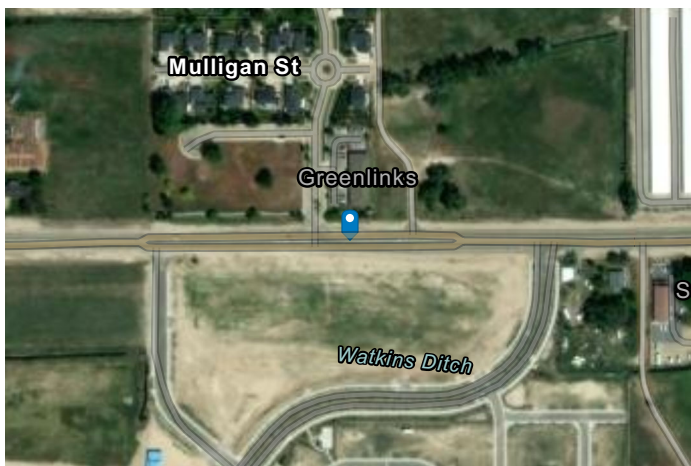
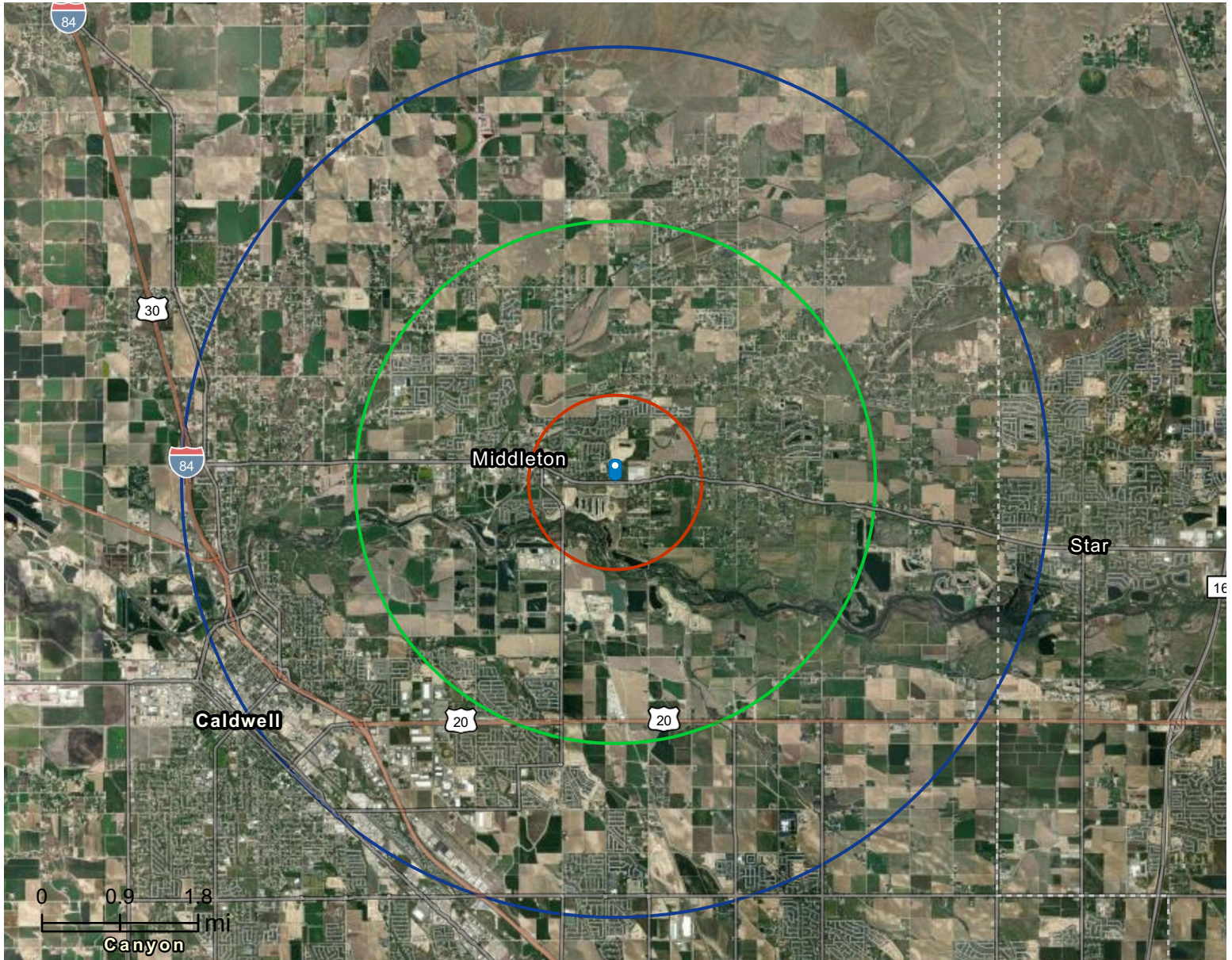


# Site Map

Highway  
Highway 44, Middleton, Idaho, 83644  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 43.70290  
Longitude: -116.60093



# Executive Summary



Highway  
 Highway 44, Middleton, Idaho, 83644  
 Rings: 1, 3, 5 mile radii

Population	1 mile	3 miles	5 miles
2010 Population	2,500	9,829	32,407
2020 Population	3,508	15,505	44,872
2025 Population	3,877	20,711	58,639
2030 Population	4,641	24,902	67,861
2010-2020 Annual Rate	3.45%	4.66%	3.31%
2020-2025 Annual Rate	1.92%	5.67%	5.23%
2025-2030 Annual Rate	3.66%	3.75%	2.96%


Age	1 mile	3 miles	5 miles
2025 Median Age	33.9	36.1	35.4
U.S. median age is 39.1			

Race and Ethnicity	1 mile	3 miles	5 miles
White Alone	82.0%	80.7%	73.8%
Black Alone	0.2%	0.4%	0.7%
American Indian Alone	0.9%	0.9%	1.1%
Asian Alone	0.7%	0.7%	0.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	5.1%	6.5%	11.0%
Two or More Races	10.9%	10.6%	12.3%
Hispanic Origin	12.3%	15.0%	23.7%
Diversity Index	46.0	50.3	63.5

Households	1 mile	3 miles	5 miles
2010 Total Households	850	3,217	10,317
2020 Total Households	1,192	4,893	14,284
2025 Total Households	1,362	6,627	18,984
2030 Total Households	1,669	8,079	22,260
2010-2020 Annual Rate	3.44%	4.28%	3.31%
2020-2025 Annual Rate	2.57%	5.95%	5.57%
2025-2030 Annual Rate	4.15%	4.04%	3.24%
2025 Average Household Size	2.85	3.12	3.07
Wealth Index	63	90	88

**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>1 mile</b>	<b>3 miles</b>	<b>5 miles</b>
2025 Percent of Income for Mortgage	41.7%	35.7%	35.9%
<b>Median Household Income</b>			
2025 Median Household Income	\$69,646	\$84,164	\$81,312
2030 Median Household Income	\$78,287	\$95,429	\$91,450
2025-2030 Annual Rate	2.37%	2.54%	2.38%
<b>Average Household Income</b>			
2025 Average Household Income	\$85,799	\$105,011	\$103,909
2030 Average Household Income	\$96,578	\$117,689	\$116,140
<b>Per Capita Income</b>			
2025 Per Capita Income	\$28,707	\$34,413	\$33,819
2030 Per Capita Income	\$32,774	\$39,128	\$38,295
2025-2030 Annual Rate	2.69%	2.60%	2.52%
<b>Income Equality</b>			
2025 Gini Index	39.2	40.0	39.6
<b>Socioeconomic Status</b>			
2025 Socioeconomic Status Index	56.0	53.1	49.0
<b>Housing Unit Summary</b>			
Housing Affordability Index	60	70	70
2010 Total Housing Units	945	3,539	11,283
2010 Owner Occupied Hus (%)	76.2%	77.8%	74.4%
2010 Renter Occupied Hus (%)	23.8%	22.2%	25.6%
2010 Vacant Housing Units (%)	10.1%	9.1%	8.6%
2020 Housing Units	1,225	5,039	14,764
2020 Owner Occupied HUs (%)	82.5%	85.1%	79.8%
2020 Renter Occupied HUs (%)	17.4%	14.9%	20.2%
Vacant Housing Units	1.8%	2.6%	3.3%
2025 Housing Units	1,393	6,811	19,557
Owner Occupied Housing Units	84.5%	88.6%	84.1%
Renter Occupied Housing Units	15.5%	11.4%	15.9%
Vacant Housing Units	2.2%	2.7%	2.9%
2030 Total Housing Units	1,729	8,346	22,969
2030 Owner Occupied Housing Units	1,445	7,294	19,090
2030 Renter Occupied Housing Units	224	785	3,170
2030 Vacant Housing Units	60	267	709

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

# Business Summary Report (NAICS)



Highway  
 Highway 44, Middleton, Idaho, 83644  
 Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	80	302	1,104
Total Employees	549	1,878	10,005
Total Population	3,877	20,711	58,639
Employee/Population Ratio (per 100)	14.2	9.1	17.1

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	0	0.0%	0	0.0%	5	1.7%	20	1.1%	18	1.6%	171	1.7%
Mining (21)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	6	0.1%
Utilities (22)	0	0.0%	0	0.0%	1	0.3%	3	0.2%	3	0.3%	33	0.3%
Construction (23)	13	16.3%	31	5.7%	51	16.9%	132	7.0%	159	14.4%	575	5.8%
Building Construction	3	3.8%	6	1.1%	17	5.6%	45	2.4%	48	4.3%	166	1.7%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	1	0.3%	5	0.3%	12	1.1%	70	0.7%
Specialty Trade Contractor	11	13.8%	26	4.7%	33	10.9%	81	4.3%	99	9.0%	339	3.4%
Manufacturing (31-33)	0	0.0%	1	0.2%	7	2.3%	133	7.1%	63	5.7%	1,355	13.5%
Wholesale Trade (42)	2	2.5%	5	0.9%	9	3.0%	31	1.6%	45	4.1%	433	4.3%
Durable Goods	2	2.5%	5	0.9%	6	2.0%	15	0.8%	27	2.5%	205	2.0%
Nondurable Goods	0	0.0%	0	0.0%	3	1.0%	15	0.8%	13	1.2%	180	1.8%
Trade Broker	0	0.0%	0	0.0%	1	0.3%	2	0.1%	4	0.4%	48	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)



Highway  
 Highway 44, 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)	9	11.3%	90	16.4%	35	11.6%	239	12.7%	125	11.3%	1,073	10.7%
Motor Vehicle & Parts Dealers	1	1.3%	6	1.1%	3	1.0%	17	0.9%	24	2.2%	200	2.0%
Furniture & Home Furnishing Stores	1	1.3%	4	0.7%	3	1.0%	12	0.6%	7	0.6%	32	0.3%
Electronics & Appliance Stores	1	1.3%	2	0.4%	3	1.0%	7	0.4%	5	0.5%	15	0.1%
Building & Garden Equipment	0	0.0%	0	0.0%	2	0.7%	23	1.2%	11	1.0%	187	1.9%
Food & Beverage Stores	2	2.5%	54	9.8%	9	3.0%	119	6.3%	26	2.4%	346	3.5%
Health & Personal Care Stores	1	1.3%	11	2.0%	2	0.7%	17	0.9%	5	0.5%	34	0.3%
Gasoline Stations	0	0.0%	1	0.2%	1	0.3%	7	0.4%	8	0.7%	76	0.8%
Clothing, Shoe and Jewellery Stores	0	0.0%	0	0.0%	1	0.3%	3	0.2%	8	0.7%	26	0.3%
Sporting Goods, Hobby & Music Stores	1	1.3%	6	1.1%	5	1.7%	18	1.0%	16	1.4%	64	0.6%
General Merchandise Stores	1	1.3%	6	1.1%	5	1.7%	16	0.8%	15	1.4%	94	0.9%
Transportation & Warehousing (48-49)	2	2.5%	8	1.5%	8	2.6%	37	2.0%	37	3.4%	157	1.6%
Truck Transportation	0	0.0%	0	0.0%	2	0.7%	5	0.3%	12	1.1%	47	0.5%
Information (51)	1	1.3%	2	0.4%	3	1.0%	12	0.6%	11	1.0%	45	0.5%
Finance & Insurance (52)	4	5.0%	23	4.2%	11	3.6%	50	2.7%	31	2.8%	129	1.3%
Central Bank/Credit & Related Activities	1	1.3%	5	0.9%	4	1.3%	17	0.9%	15	1.4%	55	0.6%
Securities & Commodity Contracts	1	1.3%	2	0.4%	2	0.7%	4	0.2%	6	0.5%	18	0.2%
Funds, Trusts & Other Financial	2	2.5%	16	2.9%	5	1.7%	29	1.5%	11	1.0%	56	0.6%
Real Estate, Rental & Leasing (53)	4	5.0%	24	4.4%	18	6.0%	85	4.5%	53	4.8%	200	2.0%
Professional, Scientific & Tech Services (54)	6	7.5%	30	5.5%	24	8.0%	100	5.3%	64	5.8%	268	2.7%
Legal Services	2	2.5%	3	0.6%	5	1.7%	10	0.5%	13	1.2%	36	0.4%



**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)



Highway  
 Highway 44, 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%	0	0.0%	1	0.3%	2	0.1%	1	0.1%	4	0.0%
Administrative, Support & Waste Mgmt (56)	3	3.8%	7	1.3%	13	4.3%	72	3.8%	51	4.6%	277	2.8%
Educational Services (61)	6	7.5%	147	26.8%	14	4.6%	325	17.3%	39	3.5%	1,048	10.5%
Health Care & Social Assistance (62)	7	8.8%	51	9.3%	25	8.3%	238	12.7%	73	6.6%	744	7.4%
Ambulatory Health Care	6	7.5%	38	6.9%	17	5.6%	147	7.8%	44	4.0%	452	4.5%
Hospital	0	0.0%	0	0.0%	0	0.0%	11	0.6%	4	0.4%	99	1.0%
Nursing/Residential Care	0	0.0%	1	0.2%	2	0.7%	22	1.2%	5	0.5%	28	0.3%
Social Assistance	1	1.3%	12	2.2%	6	2.0%	57	3.0%	20	1.8%	165	1.6%
Arts, Entertainment & Recreation (71)	2	2.5%	9	1.6%	9	3.0%	36	1.9%	29	2.6%	606	6.1%
Accommodation & Food Services (72)	6	7.5%	56	10.2%	15	5.0%	153	8.2%	66	6.0%	934	9.3%
Accommodation	0	0.0%	0	0.0%	1	0.3%	12	0.6%	7	0.6%	75	0.8%
Food & Drinking Places	6	7.5%	56	10.2%	14	4.6%	141	7.5%	59	5.3%	858	8.6%
Other Services Except Public Admin (81)	9	11.3%	23	4.2%	33	10.9%	79	4.2%	123	11.1%	400	4.0%
Repair & Maintenance	2	2.5%	4	0.7%	6	2.0%	14	0.8%	38	3.4%	125	1.3%
Auto Repair & Maintenance	0	0.0%	0	0.0%	3	1.0%	7	0.4%	27	2.5%	87	0.9%
Personal & Laundry Service	3	3.8%	7	1.3%	10	3.3%	25	1.3%	33	3.0%	100	1.0%
Civic and Other Orgs	5	6.3%	12	2.2%	17	5.6%	39	2.1%	52	4.7%	175	1.8%
Public Administration (92)	2	2.5%	38	6.9%	6	2.0%	128	6.8%	65	5.9%	1,507	15.1%
Unclassified Establishments (99)	3	3.8%	0	0.0%	14	4.6%	2	0.1%	48	4.3%	41	0.4%
<b>Total (11-99)</b>	<b>80</b>	<b>100.0%</b>	<b>549</b>	<b>100.0%</b>	<b>302</b>	<b>100.0%</b>	<b>1,878</b>	<b>100.0%</b>	<b>1,104</b>	<b>100.0%</b>	<b>10,005</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)



Highway  
 Highway 44, Middleton, Idaho, 83644  
 Rings: 1, 3, 5 mile radii

Data for all businesses in area	1 mile	3 miles	5 miles
Total Businesses	80	302	1,104
Total Employees	549	1,878	10,005
Total Population	3,877	20,711	58,639
Employee/Population Ratio (per 100)	14.2	9.1	17.1

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	4	5.0%	13	2.4%	19	6.3%	71	3.8%	55	5.0%	342	3.4%
Construction (15-17)	13	16.3%	31	5.7%	48	15.9%	128	6.8%	150	13.6%	557	5.6%
Manufacturing (20-39)	0	0.0%	1	0.2%	7	2.3%	135	7.2%	62	5.6%	1,346	13.4%
Transportation (40-47)	2	2.5%	9	1.6%	12	4.0%	44	2.3%	43	3.9%	163	1.6%
Communication (48)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	4	0.4%	17	0.2%
Utility (49)	0	0.0%	0	0.0%	1	0.3%	5	0.3%	4	0.4%	42	0.4%
Wholesale Trade (50-51)	2	2.5%	5	0.9%	9	3.0%	31	1.6%	45	4.1%	433	4.3%
Retail Trade Summary (52-59)	15	18.8%	146	26.6%	48	15.9%	380	20.2%	188	17.0%	1,949	19.5%
Home Improvement	0	0.0%	0	0.0%	2	0.7%	23	1.2%	11	1.0%	187	1.9%
General Merchandise Stores	1	1.3%	5	0.9%	2	0.7%	10	0.5%	6	0.5%	73	0.7%
Food Stores	2	2.5%	54	9.8%	9	3.0%	119	6.3%	30	2.7%	361	3.6%
Auto Dealers & Gas Stations	1	1.3%	6	1.1%	4	1.3%	21	1.1%	31	2.8%	267	2.7%
Apparel & Accessory Stores	0	0.0%	0	0.0%	1	0.3%	3	0.2%	7	0.6%	24	0.2%
Furniture & Home Furnishings	2	2.5%	6	1.1%	6	2.0%	19	1.0%	13	1.2%	52	0.5%
Eating & Drinking Places	6	7.5%	56	10.2%	14	4.6%	141	7.5%	58	5.3%	854	8.5%
Miscellaneous Retail	3	3.8%	18	3.3%	10	3.3%	43	2.3%	32	2.9%	131	1.3%

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

# Business Summary Report (SIC)



Highway  
 Highway 44, 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)	7	8.8%	46	8.4%	23	7.6%	124	6.6%	71	6.4%	301	3.0%
Banks, Savings & Lending	1	1.3%	5	0.9%	4	1.3%	17	0.9%	18	1.6%	63	0.6%
Securities Brokers	1	1.3%	2	0.4%	2	0.7%	4	0.2%	6	0.5%	18	0.2%
Insurance Carriers & Agents	2	2.5%	16	2.9%	5	1.7%	29	1.5%	11	1.0%	56	0.6%
Real Estate, Investment Offices	3	3.8%	22	4.0%	12	4.0%	74	3.9%	37	3.4%	165	1.6%
Services Summary (70-89)	31	38.8%	259	47.2%	115	38.1%	831	44.3%	368	33.3%	3,306	33.0%
Hotels & Lodging	0	0.0%	0	0.0%	1	0.3%	12	0.6%	7	0.6%	75	0.8%
Automotive Services	1	1.3%	2	0.4%	8	2.6%	19	1.0%	41	3.7%	122	1.2%
Movies & Amusements	1	1.3%	8	1.5%	9	3.0%	39	2.1%	28	2.5%	608	6.1%
Health Services	6	7.5%	39	7.1%	18	6.0%	166	8.8%	51	4.6%	562	5.6%
Legal Services	2	2.5%	3	0.6%	5	1.7%	10	0.5%	13	1.2%	36	0.4%
Education Inst. & Libraries	7	8.8%	149	27.1%	13	4.3%	321	17.1%	35	3.2%	1,036	10.3%
Other Services	14	17.5%	57	10.4%	60	19.9%	262	13.9%	194	17.6%	867	8.7%
Government (91-97)	2	2.5%	38	6.9%	6	2.0%	128	6.8%	65	5.9%	1,507	15.1%
Unclassified Establishments (99)	3	3.8%	0	0.0%	14	4.6%	2	0.1%	48	4.3%	41	0.4%
Totals (01-99)	80	100.0%	549	100.0%	302	100.0%	1,878	100.0%	1,104	100.0%	10,005	100.0%



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