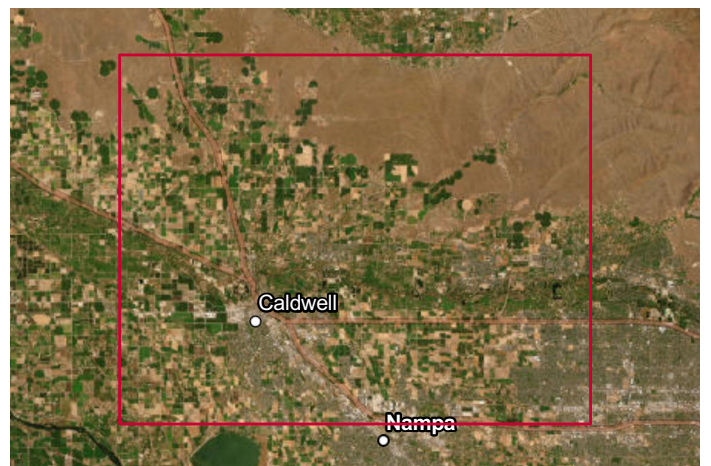
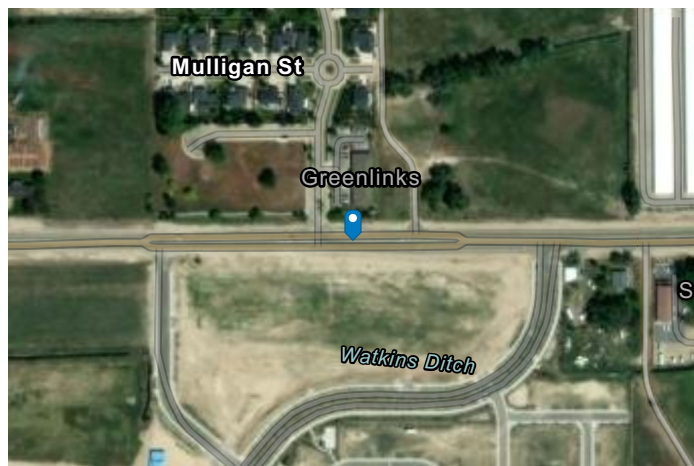
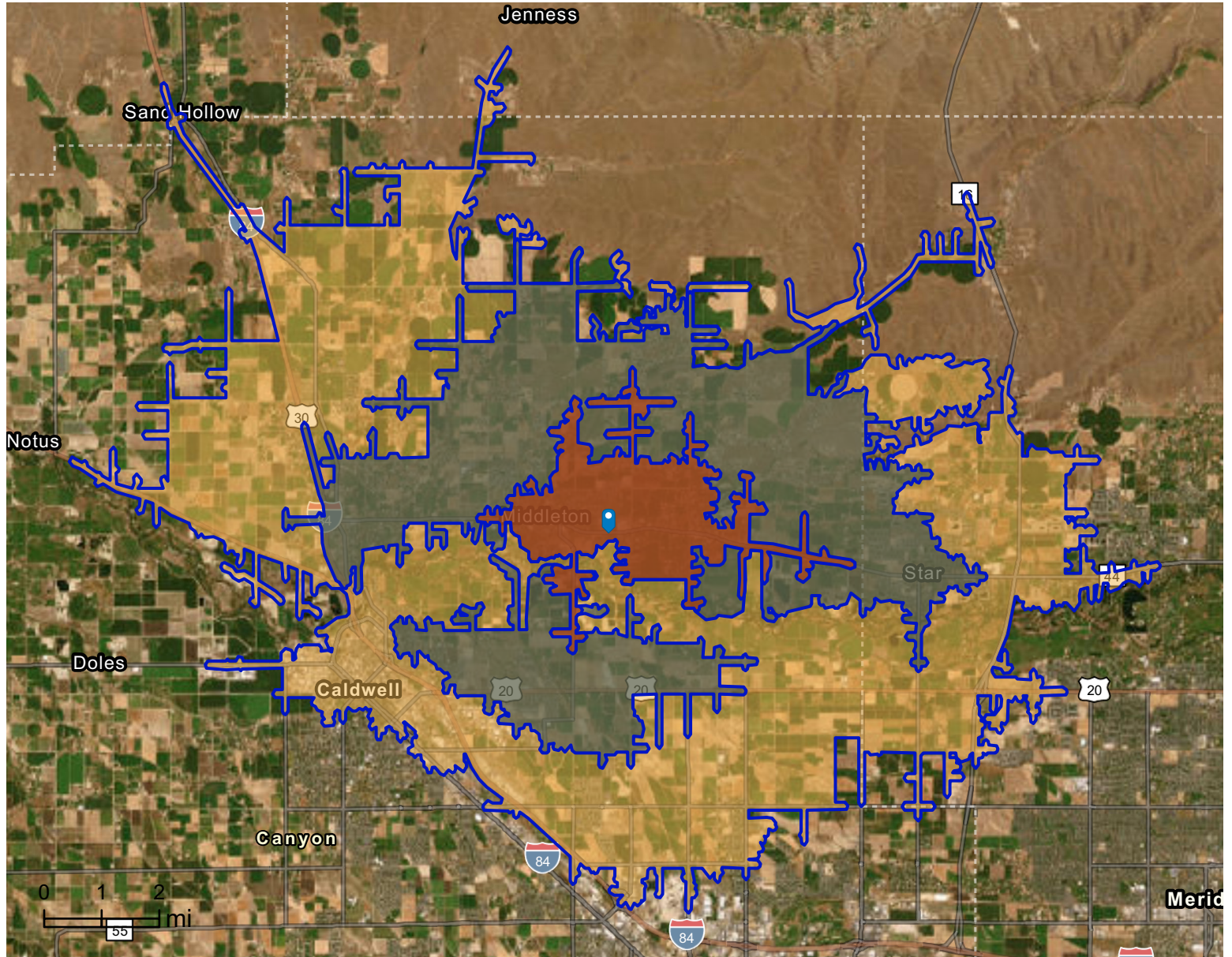


Site Map

Highway
Highway 44, Middleton, Idaho, 83644
Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.70290
Longitude: -116.60093



Executive Summary



Highway
 Highway 44, Middleton, Idaho, 83644
 Drive time: 5, 10, 15 minute radii

Population	5 minutes	10 minutes	15 minutes
2010 Population	5,077	21,234	46,158
2020 Population	7,155	32,440	64,575
2025 Population	8,368	42,711	90,249
2030 Population	10,510	49,682	102,938
2010-2020 Annual Rate	3.49%	4.33%	3.41%
2020-2025 Annual Rate	3.03%	5.38%	6.58%
2025-2030 Annual Rate	4.66%	3.07%	2.67%


Age	5 minutes	10 minutes	15 minutes
2025 Median Age	36.3	36.0	37.0
U.S. median age is 39.1			

Race and Ethnicity	5 minutes	10 minutes	15 minutes
White Alone	82.5%	78.4%	76.4%
Black Alone	0.3%	0.5%	0.7%
American Indian Alone	0.8%	0.9%	0.9%
Asian Alone	0.7%	0.8%	1.1%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	5.1%	7.9%	9.0%
Two or More Races	10.3%	11.2%	11.7%
Hispanic Origin	12.0%	18.3%	20.7%
Diversity Index	45.2	55.5	59.3

Households	5 minutes	10 minutes	15 minutes
2010 Total Households	1,703	6,958	14,897
2020 Total Households	2,361	10,503	21,097
2025 Total Households	2,794	14,053	30,049
2030 Total Households	3,545	16,558	34,719
2010-2020 Annual Rate	3.32%	4.20%	3.54%
2020-2025 Annual Rate	3.26%	5.70%	6.97%
2025-2030 Annual Rate	4.88%	3.34%	2.93%
2025 Average Household Size	2.99	3.04	2.98
Wealth Index	79	90	100

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	38.8%	35.6%	37.5%
Median Household Income			
2025 Median Household Income	\$77,181	\$85,537	\$86,534
2030 Median Household Income	\$87,603	\$96,950	\$99,145
2025-2030 Annual Rate	2.57%	2.54%	2.76%
Average Household Income			
2025 Average Household Income	\$96,904	\$106,738	\$112,634
2030 Average Household Income	\$109,441	\$118,902	\$125,168
Per Capita Income			
2025 Per Capita Income	\$32,977	\$35,185	\$37,798
2030 Per Capita Income	\$37,823	\$39,702	\$42,548
2025-2030 Annual Rate	2.78%	2.45%	2.40%
Income Equality			
2025 Gini Index	39.9	38.1	40.5
Socioeconomic Status			
2025 Socioeconomic Status Index	53.7	52.5	49.1
Housing Unit Summary			
Housing Affordability Index	64	70	67
2010 Total Housing Units	1,882	7,589	16,297
2010 Owner Occupied Hus (%)	76.0%	78.1%	72.0%
2010 Renter Occupied Hus (%)	24.0%	21.9%	28.0%
2010 Vacant Housing Units (%)	9.5%	8.3%	8.6%
2020 Housing Units	2,440	10,821	21,975
2020 Owner Occupied HUs (%)	83.0%	84.7%	79.2%
2020 Renter Occupied HUs (%)	17.0%	15.3%	20.8%
Vacant Housing Units	2.6%	2.9%	3.8%
2025 Housing Units	2,873	14,433	31,287
Owner Occupied Housing Units	85.4%	88.3%	82.8%
Renter Occupied Housing Units	14.6%	11.7%	17.2%
Vacant Housing Units	2.8%	2.6%	4.0%
2030 Total Housing Units	3,684	17,074	36,158
2030 Owner Occupied Housing Units	3,122	14,849	29,296
2030 Renter Occupied Housing Units	423	1,709	5,423
2030 Vacant Housing Units	139	516	1,439

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

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses	176	603	1,970
Total Employees	1,108	3,994	17,999
Total Population	8,368	42,711	90,249
Employee/Population Ratio (per 100)	13.2	9.4	19.9

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	2	1.1%	6	0.5%	11	1.8%	75	1.9%	29	1.5%	204	1.1%
Mining (21)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	3	0.1%	11	0.1%
Utilities (22)	1	0.6%	3	0.3%	2	0.3%	10	0.3%	8	0.4%	93	0.5%
Construction (23)	26	14.8%	63	5.7%	96	15.9%	315	7.9%	251	12.7%	1,519	8.4%
Building Construction	6	3.4%	14	1.3%	33	5.5%	97	2.4%	81	4.1%	692	3.8%
Heavy/Civil Eng Construction	0	0.0%	0	0.0%	5	0.8%	26	0.7%	18	0.9%	122	0.7%
Specialty Trade Contractor	20	11.4%	48	4.3%	58	9.6%	193	4.8%	152	7.7%	704	3.9%
Manufacturing (31-33)	2	1.1%	47	4.2%	20	3.3%	328	8.2%	82	4.2%	1,906	10.6%
Wholesale Trade (42)	4	2.3%	12	1.1%	17	2.8%	80	2.0%	66	3.4%	866	4.8%
Durable Goods	3	1.7%	9	0.8%	11	1.8%	36	0.9%	42	2.1%	300	1.7%
Nondurable Goods	0	0.0%	3	0.3%	5	0.8%	30	0.8%	21	1.1%	521	2.9%
Trade Broker	0	0.0%	1	0.1%	2	0.3%	14	0.3%	3	0.1%	45	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)



Highway
 Highway 44, 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)	20	11.4%	157	14.2%	72	11.9%	621	15.6%	240	12.2%	2,491	13.8%
Motor Vehicle & Parts Dealers	1	0.6%	10	0.9%	7	1.2%	37	0.9%	34	1.7%	290	1.6%
Furniture & Home Furnishing Stores	2	1.1%	6	0.5%	5	0.8%	18	0.5%	14	0.7%	59	0.3%
Electronics & Appliance Stores	2	1.1%	4	0.4%	4	0.7%	9	0.2%	10	0.5%	30	0.2%
Building & Garden Equipment	1	0.6%	3	0.3%	4	0.7%	43	1.1%	14	0.7%	179	1.0%
Food & Beverage Stores	4	2.3%	88	7.9%	18	3.0%	300	7.5%	49	2.5%	715	4.0%
Health & Personal Care Stores	2	1.1%	16	1.4%	4	0.7%	87	2.2%	20	1.0%	209	1.2%
Gasoline Stations	1	0.6%	3	0.3%	3	0.5%	23	0.6%	13	0.7%	97	0.5%
Clothing, Shoe and Jewellery Stores	0	0.0%	1	0.1%	5	0.8%	13	0.3%	20	1.0%	90	0.5%
Sporting Goods, Hobby & Music Stores	3	1.7%	11	1.0%	12	2.0%	39	1.0%	41	2.1%	281	1.6%
General Merchandise Stores	3	1.7%	13	1.2%	10	1.7%	53	1.3%	26	1.3%	541	3.0%
Transportation & Warehousing (48-49)	4	2.3%	16	1.4%	16	2.6%	69	1.7%	55	2.8%	506	2.8%
Truck Transportation	0	0.0%	1	0.1%	4	0.7%	8	0.2%	21	1.1%	179	1.0%
Information (51)	2	1.1%	5	0.5%	7	1.2%	31	0.8%	27	1.4%	125	0.7%
Finance & Insurance (52)	8	4.5%	40	3.6%	18	3.0%	70	1.8%	83	4.2%	365	2.0%
Central Bank/Credit & Related Activities	2	1.1%	10	0.9%	6	1.0%	26	0.7%	41	2.1%	186	1.0%
Securities & Commodity Contracts	1	0.6%	3	0.3%	4	0.7%	9	0.2%	18	0.9%	77	0.4%
Funds, Trusts & Other Financial	5	2.8%	27	2.4%	8	1.3%	34	0.8%	24	1.2%	103	0.6%
Real Estate, Rental & Leasing (53)	10	5.7%	65	5.9%	32	5.3%	115	2.9%	90	4.6%	368	2.0%
Professional, Scientific & Tech Services (54)	15	8.5%	55	5.0%	44	7.3%	194	4.9%	125	6.3%	610	3.4%
Legal Services	4	2.3%	8	0.7%	6	1.0%	12	0.3%	29	1.5%	116	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)



Highway
 Highway 44, 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%	3	0.1%	11	0.1%
Administrative, Support & Waste Mgmt (56)	6	3.4%	16	1.4%	32	5.3%	173	4.3%	77	3.9%	375	2.1%
Educational Services (61)	9	5.1%	212	19.1%	24	4.0%	529	13.2%	58	2.9%	1,392	7.7%
Health Care & Social Assistance (62)	18	10.2%	159	14.3%	53	8.8%	432	10.8%	172	8.7%	1,694	9.4%
Ambulatory Health Care	13	7.4%	110	9.9%	35	5.8%	270	6.8%	103	5.2%	863	4.8%
Hospital	0	0.0%	0	0.0%	0	0.0%	17	0.4%	14	0.7%	385	2.1%
Nursing/Residential Care	1	0.6%	13	1.2%	3	0.5%	47	1.2%	11	0.6%	147	0.8%
Social Assistance	4	2.3%	36	3.3%	15	2.5%	98	2.5%	43	2.2%	299	1.7%
Arts, Entertainment & Recreation (71)	5	2.8%	22	2.0%	15	2.5%	61	1.5%	44	2.2%	680	3.8%
Accommodation & Food Services (72)	12	6.8%	114	10.3%	36	6.0%	442	11.1%	131	6.7%	1,867	10.4%
Accommodation	0	0.0%	4	0.4%	3	0.5%	24	0.6%	9	0.5%	100	0.6%
Food & Drinking Places	12	6.8%	110	9.9%	33	5.5%	418	10.5%	122	6.2%	1,766	9.8%
Other Services Except Public Admin (81)	22	12.5%	51	4.6%	62	10.3%	164	4.1%	239	12.1%	1,029	5.7%
Repair & Maintenance	4	2.3%	9	0.8%	15	2.5%	41	1.0%	66	3.4%	307	1.7%
Auto Repair & Maintenance	1	0.6%	3	0.3%	11	1.8%	31	0.8%	45	2.3%	205	1.1%
Personal & Laundry Service	7	4.0%	19	1.7%	19	3.1%	59	1.5%	75	3.8%	252	1.4%
Civic and Other Orgs	11	6.3%	23	2.1%	28	4.6%	64	1.6%	97	4.9%	470	2.6%
Public Administration (92)	3	1.7%	65	5.9%	14	2.3%	274	6.9%	91	4.6%	1,823	10.1%
Unclassified Establishments (99)	6	3.4%	0	0.0%	32	5.3%	6	0.1%	97	4.9%	64	0.4%
Total (11-99)	176	100.0%	1,108	100.0%	603	100.0%	3,994	100.0%	1,970	100.0%	17,999	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)



Highway
 Highway 44, Middleton, Idaho, 83644
 Drive time: 5, 10, 15 minute radii

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses	176	603	1,970
Total Employees	1,108	3,994	17,999
Total Population	8,368	42,711	90,249
Employee/Population Ratio (per 100)	13.2	9.4	19.9

by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture & Mining (01-14)	10	5.7%	34	3.1%	37	6.1%	166	4.2%	83	4.2%	426	2.4%
Construction (15-17)	25	14.2%	62	5.6%	90	14.9%	302	7.6%	238	12.1%	1,471	8.2%
Manufacturing (20-39)	2	1.1%	47	4.2%	22	3.6%	335	8.4%	77	3.9%	1,884	10.5%
Transportation (40-47)	5	2.8%	18	1.6%	23	3.8%	83	2.1%	66	3.4%	522	2.9%
Communication (48)	0	0.0%	0	0.0%	0	0.0%	0	0.0%	12	0.6%	66	0.4%
Utility (49)	1	0.6%	3	0.3%	3	0.5%	19	0.5%	12	0.6%	111	0.6%
Wholesale Trade (50-51)	4	2.3%	12	1.1%	17	2.8%	80	2.0%	66	3.4%	866	4.8%
Retail Trade Summary (52-59)	31	17.6%	266	24.0%	107	17.7%	1,045	26.2%	371	18.8%	4,293	23.9%
Home Improvement	1	0.6%	3	0.3%	4	0.7%	43	1.1%	15	0.8%	182	1.0%
General Merchandise Stores	2	1.1%	9	0.8%	5	0.8%	43	1.1%	13	0.7%	511	2.8%
Food Stores	4	2.3%	88	7.9%	19	3.1%	304	7.6%	57	2.9%	763	4.2%
Auto Dealers & Gas Stations	2	1.1%	14	1.3%	9	1.5%	54	1.4%	45	2.3%	379	2.1%
Apparel & Accessory Stores	0	0.0%	1	0.1%	4	0.7%	11	0.3%	15	0.8%	75	0.4%
Furniture & Home Furnishings	4	2.3%	10	0.9%	9	1.5%	28	0.7%	25	1.3%	94	0.5%
Eating & Drinking Places	12	6.8%	110	9.9%	33	5.5%	418	10.5%	121	6.1%	1,752	9.7%
Miscellaneous Retail	6	3.4%	31	2.8%	23	3.8%	144	3.6%	80	4.1%	538	3.0%

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

Business Summary Report (SIC)



Highway
 Highway 44, 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	9.1%	100	9.0%	39	6.5%	164	4.1%	160	8.1%	733	4.1%
Banks, Savings & Lending	2	1.1%	10	0.9%	6	1.0%	25	0.6%	43	2.2%	190	1.1%
Securities Brokers	1	0.6%	3	0.3%	4	0.7%	9	0.2%	17	0.9%	66	0.4%
Insurance Carriers & Agents	5	2.8%	27	2.4%	8	1.3%	34	0.8%	24	1.2%	103	0.6%
Real Estate, Investment Offices	7	4.0%	60	5.4%	21	3.5%	96	2.4%	77	3.9%	375	2.1%
Services Summary (70-89)	71	40.3%	501	45.2%	220	36.5%	1,520	38.1%	696	35.3%	5,739	31.9%
Hotels & Lodging	0	0.0%	4	0.4%	3	0.5%	24	0.6%	9	0.5%	100	0.6%
Automotive Services	4	2.3%	9	0.8%	18	3.0%	48	1.2%	61	3.1%	249	1.4%
Movies & Amusements	5	2.8%	22	2.0%	16	2.6%	67	1.7%	44	2.2%	684	3.8%
Health Services	13	7.4%	117	10.6%	37	6.1%	314	7.9%	126	6.4%	1,367	7.6%
Legal Services	4	2.3%	8	0.7%	6	1.0%	12	0.3%	25	1.3%	78	0.4%
Education Inst. & Libraries	9	5.1%	213	19.2%	22	3.6%	526	13.2%	54	2.7%	1,391	7.7%
Other Services	35	19.9%	128	11.6%	119	19.7%	530	13.3%	378	19.2%	1,871	10.4%
Government (91-97)	3	1.7%	65	5.9%	14	2.3%	274	6.9%	91	4.6%	1,823	10.1%
Unclassified Establishments (99)	6	3.4%	0	0.0%	32	5.3%	6	0.1%	97	4.9%	64	0.4%
Totals (01-99)	176	100.0%	1,108	100.0%	603	100.0%	3,994	100.0%	1,970	100.0%	17,999	100.0%



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