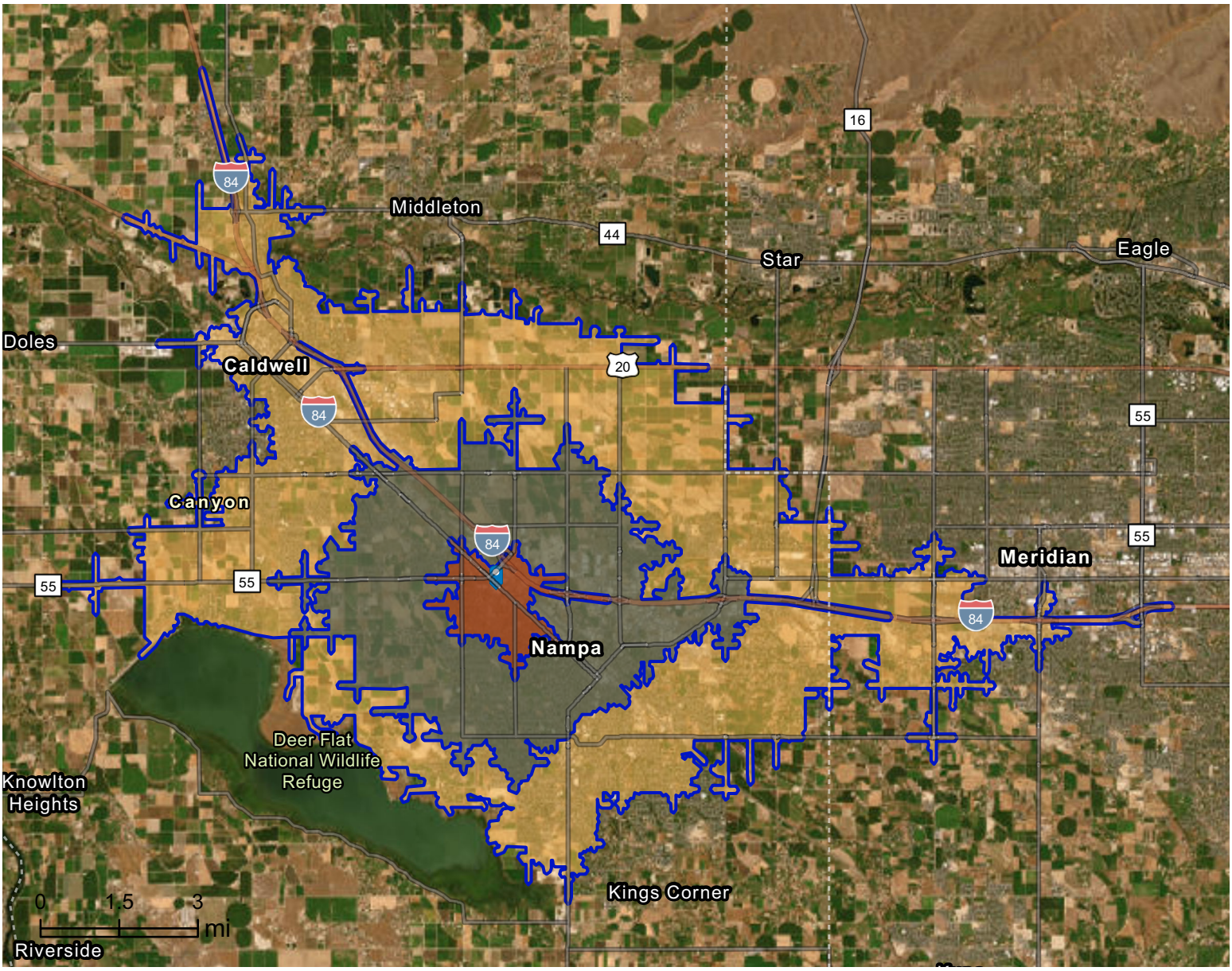
Site Map

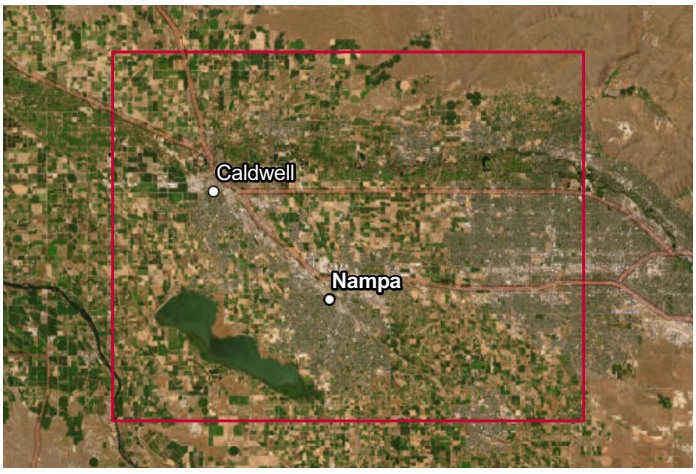
U S Factory Outlet

Drive time: 5, 10, 15 minute radii

Prepared by Esri
Latitude: 43.60205
Longitude: -116.60024







© 2026 Esri

Executive Summary

U S Factory Outlet

Drive time: 5, 10, 15 minute radii

Population	5 minutes	10 minutes	15 minutes
2020 Population	9,663	68,839	168,304
2020 Male Population	46.6%	49.0%	49.4%
2020 Female Population	53.4%	51.0%	50.6%
2026 Population	12,119	85,061	211,432
2026 Male Population	47.7%	49.6%	50.0%
2026 Female Population	52.3%	50.4%	50.0%
2031 Population	13,319	95,097	238,499
2031 Male Population	47.8%	49.5%	49.8%
2031 Female Population	52.3%	50.5%	50.2%
2010-2020 Annual Rate	2.46%	2.34%	2.21%
2020-2026 Annual Rate	3.69%	3.44%	3.72%
2026-2031 Annual Rate	1.91%	2.26%	2.44%

In the identified area, the current year population is **211,432**. In 2020, the Census count in the area was **168,304**. The rate of change since 2020 was **3.72%** annually. The five-year projection for the population in the area is **238,499** representing a change of **2.44%** annually from 2026 to 2031. Currently, the population is **50.0%** male and **50.0%** female.

Median Age			
2026 Median Age	38.0	34.8	34.7

The median age in this area is **34.7**, compared to U.S. median age of **39.6**.

Race and Ethnicity			
2026 White Alone	66.2%	68.9%	69.7%
2026 Black Alone	1.3%	1.2%	1.1%
2026 American Indian Alone	1.2%	1.1%	1.1%
2026 Asian Alone	1.3%	1.4%	1.3%
2026 Pacific Islander Alone	0.3%	0.4%	0.3%
2026 Some Other Race Alone	16.2%	13.2%	13.1%
2026 Two or More Races	13.3%	13.9%	13.4%
2026 Hispanic Origin	32.2%	29.0%	28.6%
2026 Diversity Index	72.8	69.9	69.2

Persons of Hispanic origin represent **28.6%** of the population in the identified area compared to **19.9%** of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is **69.2** in the identified area, compared to **73.0** for the U.S. as a whole.

Source: This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

© 2026 Esri

Households	5 minutes	10 minutes	15 minutes
2026 Wealth Index	63	74	78
2010 Total Households	3,037	18,823	45,377
2020 Total Households	3,878	23,801	57,120
2026 Total Households	4,931	30,101	73,765
2031 Total Households	5,483	34,093	84,267
2010-2020 Annual Rate	2.47%	2.37%	2.33%
2020-2026 Annual Rate	3.92%	3.83%	4.18%
2026-2031 Annual Rate	2.14%	2.52%	2.70%
2026 Average Household Size	2.41	2.80	2.82

The household count in this area has changed from **57,120** in 2020 to **73,765** in the current year, a change of **4.18%** annually. The five-year projection of households is **84,267**, a change of **2.70%** annually from the current year total. Average household size is currently **2.82**, compared to **2.89** in the year 2020. The number of families in the current year is **53,012** in the specified area.

Mortgage Income			
2026 Percent of Income for Mortgage	27.4%	29.5%	28.7%

Median Household Income			
2026 Median Household Income	$73,300	$82,465	$86,975
2031 Median Household Income	$80,755	$93,344	$100,245
2026-2031 Annual Rate	1.96%	2.51%	2.88%

Average Household Income			
2026 Average Household Income	$89,794	$102,263	$106,736
2031 Average Household Income	$100,288	$116,397	$121,747
2026-2031 Annual Rate	2.24%	2.62%	2.67%

Per Capita Income			
2026 Per Capita Income	$36,190	$36,192	$37,307
2031 Per Capita Income	$40,798	$41,695	$43,061
2026-2031 Annual Rate	2.43%	2.87%	2.91%

Income Equality			
2026 Gini Index	39.3	39.6	39.6



Source: This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

© 2026 Esri

Households by Income

Current median household income is **$86,975** in the area, compared to **$85,893** for all U.S. households. Median household income is projected to be **$100,245** in five years, compared to **$100,053** all U.S. households.

Current average household income is **$106,736** in this area, compared to **$122,692** for all U.S. households. Average household income is projected to be **$121,747** in five years, compared to **$138,579** for all U.S. households.

Current per capita income is **$37,307** in the area, compared to the U.S. per capita income of **$48,241**. The per capita income is projected to be **$43,061** in five years, compared to **$55,073** for all U.S. households.

Housing Unit Summary	5 minutes	10 minutes	15 minutes
2026 Housing Affordability Index	91	84	87
2010 Total Housing Units	3,366	20,735	49,814
2010 Owner Occupied	2,101	12,413	30,531
2010 Renter Occupied	936	6,410	14,846
2010 Vacant	329	1,912	4,437
2020 Housing Units	4,049	24,711	59,834
2020 Owner Occupied	2,563	16,349	39,452
2020 Renter Occupied	1,315	7,452	17,668
2020 Vacant	159	883	2,598
2026 Housing Units	5,162	31,614	77,963
2026 Owner Occupied	3,049	20,980	52,178
2026 Renter Occupied	1,882	9,121	21,587
2026 Vacant	231	1,513	4,198
2031 Total Housing Units	5,791	35,985	89,453
2031 Owner Occupied	3,382	23,633	59,959
2031 Renter Occupied	2,100	10,460	24,309
2031 Vacant	308	1,892	5,186

Socioeconomic Status

2026 Socioeconomic Status Index	44.0	47.3	47.1

Currently, **59.1%** of the **77,963** housing units in the area are owner occupied; **36.5%** renter occupied; and **4.5%** are vacant. Currently, in the U.S., **57.6%** of the housing units are owner occupied; **32.4%** are renter occupied; and **10.0%** are vacant. In 2020, there were **59,834** housing units in the area and **159** vacant housing units. The annual rate of change in housing units since 2020 is **4.33%**. Median home value in the area is **$424,389**, compared to a median home value of **$376,272** for the U.S. In five years, median home value is projected to change by **8.58%** annually to **$515,104.**

Source: This infographic contains data provided by U.S. Census (2010, 2020), Esri (2026, 2031). U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography.

© 2026 Esri

Business Summary Report (NAICS)

U S Factory Outlet

Drive time: 5, 10, 15 minute radii

Data for all businesses in area	5 minutes	10 minutes	15 minutes
Total Businesses	618	2,866	5,635
Total Employees	7,153	32,261	59,529
Total Population	12,119	85,061	211,432
Employee/Population Ratio (per 100)	59.0	37.9	28.2

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Agriculture, Forestry, Fishing & Hunting (11)	1	0.2%	3	0.0%	15	0.5%	163	0.5%	41	0.7%	378	0.6%
Mining (21)	0	0.0%	0	0.0%	2	0.1%	5	0.0%	6	0.1%	22	0.0%
Utilities (22)	1	0.2%	22	0.3%	5	0.2%	148	0.5%	10	0.2%	213	0.4%
Construction (23)	51	8.3%	254	3.5%	320	11.2%	2,655	8.2%	639	11.3%	4,839	8.1%
Building Construction (236)	18	2.9%	77	1.1%	103	3.6%	718	2.2%	206	3.7%	1,699	2.9%
Heavy/Civil Eng Construction (237)	1	0.2%	26	0.4%	12	0.4%	299	0.9%	34	0.6%	436	0.7%
Specialty Trade Contractor (238)	32	5.2%	151	2.1%	204	7.1%	1,638	5.1%	398	7.1%	2,704	4.5%
Manufacturing (31-33)	17	2.8%	912	12.8%	112	3.9%	4,898	15.2%	224	4.0%	6,928	11.6%
Wholesale Trade (42)	19	3.1%	115	1.6%	110	3.8%	1,407	4.4%	197	3.5%	2,516	4.2%
Durable Goods (423)	14	2.3%	78	1.1%	86	3.0%	712	2.2%	147	2.6%	1,290	2.2%
Nondurable Goods (424)	5	0.8%	38	0.5%	23	0.8%	681	2.1%	45	0.8%	1,134	1.9%
Wholesale Trade Broker (425)	0	0.0%	0	0.0%	1	0.0%	14	0.0%	5	0.1%	91	0.1%

Source: This infographic contains data provided by Esri-Data Axle (2026), Esri (2026). Data note: Not all NAICS subcategories for a 2 digit major category are being shown. Business summaries are based on primary NAICS assignment by Data Axle.

© 2026 Esri

Business Summary Report (NAICS)

U S Factory Outlet

Drive time: 5, 10, 15 minute radii

	5 minutes				10 minutes				15 minutes			
	Businesses		Employees		Businesses		Employees		Businesses		Employees	
by NAICS Codes	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Retail Trade (44-45)	120	19.4%	1,861	26.0%	482	16.8%	5,588	17.3%	802	14.2%	8,535	14.3%
Motor Vehicle & Parts Dealers (441)	20	3.2%	160	2.2%	120	4.2%	1,096	3.4%	174	3.1%	1,815	3.0%
Furniture & Home Furnishings (4491)	11	1.8%	45	0.6%	29	1.0%	106	0.3%	41	0.7%	158	0.3%
Electronics & Appliance Retailers (4492)	5	0.8%	29	0.4%	15	0.5%	187	0.6%	26	0.5%	234	0.4%
Building & Garden Equipment (444)	7	1.1%	215	3.0%	30	1.1%	556	1.7%	63	1.1%	881	1.5%
Food & Beverage Retailers (445)	12	1.9%	189	2.6%	58	2.0%	728	2.3%	121	2.1%	1,490	2.5%
Pharmacy & Personal Care Retailers (456)	14	2.3%	160	2.2%	46	1.6%	415	1.3%	73	1.3%	597	1.0%
Gasoline and Other Fuel Dealers (457)	4	0.7%	17	0.2%	17	0.6%	98	0.3%	42	0.8%	255	0.4%
Clothing, Shoe, & Jewelry Retailers (458)	12	1.9%	257	3.6%	30	1.1%	350	1.1%	44	0.8%	428	0.7%
Sports, Hobby, & Music Retailers (459)	25	4.0%	407	5.7%	92	3.2%	1,029	3.2%	140	2.5%	1,277	2.1%
General Merchandise Retailers (455)	11	1.8%	382	5.3%	45	1.6%	1,025	3.2%	78	1.4%	1,400	2.4%
Transportation & Warehousing (48-49)	9	1.5%	121	1.7%	68	2.4%	742	2.3%	146	2.6%	1,310	2.2%
Truck Transportation (484)	4	0.7%	104	1.4%	31	1.1%	414	1.3%	58	1.0%	614	1.0%
Information (51)	17	2.8%	125	1.8%	58	2.0%	766	2.4%	99	1.8%	1,162	1.9%
Finance & Insurance (52)	47	7.6%	284	4.0%	152	5.3%	780	2.4%	276	4.9%	1,550	2.6%
Central Bank, Credit & Related (521-522)	25	4.0%	191	2.7%	66	2.3%	452	1.4%	132	2.3%	905	1.5%
Securities & Commodity Contracts (523)	6	1.0%	16	0.2%	33	1.1%	103	0.3%	55	1.0%	209	0.3%
Funds, Trusts & Other Financial (524-525)	17	2.8%	78	1.1%	53	1.9%	225	0.7%	89	1.6%	436	0.7%
Real Estate, Rental & Leasing (53)	26	4.2%	149	2.1%	142	5.0%	625	1.9%	288	5.1%	1,228	2.1%
Professional, Scientific & Tech Services (54)	34	5.5%	307	4.3%	185	6.5%	1,213	3.8%	377	6.7%	2,308	3.9%
Legal Services (5411)	7	1.1%	23	0.3%	32	1.1%	189	0.6%	70	1.2%	393	0.7%
Management of Companies (55)	0	0.0%	0	0.0%	1	0.0%	2	0.0%	6	0.1%	17	0.0%
Admin, Support & Waste Mgmt (56)	12	1.9%	46	0.6%	94	3.3%	570	1.8%	209	3.7%	1,172	2.0%

Source: This infographic contains data provided by Esri-Data Axle (2026), Esri (2026). Data note: Not all NAICS subcategories for a 2 digit major category are being shown. Business summaries are based on primary NAICS assignment by Data Axle.

© 2026 Esri

Business Summary Report (NAICS)

U S Factory Outlet

Drive time: 5, 10, 15 minute radii

	5 minutes				10 minutes				15 minutes			
by NAICS Codes	Businesses	%	Employees Number	%	Businesses	%	Employees Number	%	Businesses	%	Employees Number	%
Educational Services (61)	16	2.6%	247	3.5%	61	2.1%	1,863	5.8%	155	2.8%	5,148	8.7%
Health Care & Social Assistance (62)	67	10.8%	870	12.2%	290	10.1%	4,243	13.2%	580	10.3%	7,801	13.1%
Ambulatory Health Care (621)	40	6.5%	473	6.6%	181	6.3%	2,497	7.7%	369	6.5%	4,458	7.5%
Physicians & Doctors (6211)	13	2.1%	178	2.5%	57	2.0%	1,076	3.3%	110	1.9%	1,770	3.0%
Dentists (6212)	3	0.5%	20	0.3%	25	0.9%	243	0.8%	66	1.2%	558	0.9%
Specialty Health Practitioners (6213)	12	1.9%	113	1.6%	56	1.9%	335	1.0%	102	1.8%	572	1.0%
Outpatient & Urgent Care (6214)	1	0.2%	9	0.1%	7	0.2%	32	0.1%	19	0.3%	243	0.4%
Medical & Diagnostic Labs (6215)	1	0.2%	2	0.0%	3	0.1%	16	0.1%	8	0.1%	73	0.1%
Home Health Care Services (6216)	2	0.3%	89	1.2%	9	0.3%	547	1.7%	18	0.3%	620	1.0%
Other Ambulatory Health (6219)	8	1.3%	62	0.9%	24	0.8%	248	0.8%	46	0.8%	621	1.0%
Hospital (622)	6	1.0%	212	3.0%	22	0.8%	498	1.5%	34	0.6%	787	1.3%
Nursing/Residential Care Facilities (623)	5	0.8%	53	0.7%	23	0.8%	600	1.9%	48	0.8%	1,228	2.1%
Social Assistance (624)	15	2.4%	1.2%	1.9%	64	2.2%	1.7%	2.0%	128	2.3%	1.0%	2.2%
Arts, Entertainment & Recreation (71)	7	1.1%	41	0.6%	42	1.5%	307	0.9%	100	1.8%	1,307	2.2%
Accommodation & Food Services (72)	66	10.7%	1,304	18.2%	212	7.4%	3,190	9.9%	386	6.8%	5,584	9.4%
Accommodation (721)	1	0.2%	15	0.2%	14	0.5%	160	0.5%	29	0.5%	308	0.5%
Food & Drinking Places (722)	65	10.5%	1,289	18.0%	198	6.9%	3,029	9.4%	358	6.3%	5,276	8.9%
Other Services Except Public Admin (81)	77	12.5%	337	4.7%	338	11.8%	1,398	4.3%	678	12.0%	2,984	5.0%
Repair & Maintenance (811)	26	4.2%	114	1.6%	126	4.4%	528	1.6%	227	4.0%	958	1.6%
Auto Repair & Maintenance (8111)	19	3.1%	95	1.3%	99	3.5%	428	1.3%	172	3.0%	752	1.3%
Personal & Laundry Service (812)	29	4.7%	136	1.9%	94	3.3%	432	1.3%	197	3.5%	921	1.6%
Civic and Other Orgs (813)	22	3.6%	88	1.2%	118	4.1%	437	1.4%	254	4.5%	1,105	1.9%
Public Administration (92)	10	1.6%	153	2.1%	58	2.0%	1,692	5.2%	161	2.9%	4,505	7.6%
Unclassified Establishments (99)	20	3.2%	1	0.0%	118	4.1%	4	0.0%	255	4.5%	22	0.0%
Total (11-99)	618	100.0%	7,153	100.0%	2,866	100.0%	32,261	100.0%	5,635	100.0%	59,529	100.0%

Source: This infographic contains data provided by Esri-Data Axle (2026), Esri (2026). Data note: Not all NAICS subcategories for a 2 digit major category are being shown. Business summaries are based on primary NAICS assignment by Data Axle.

© 2026 Esri