



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

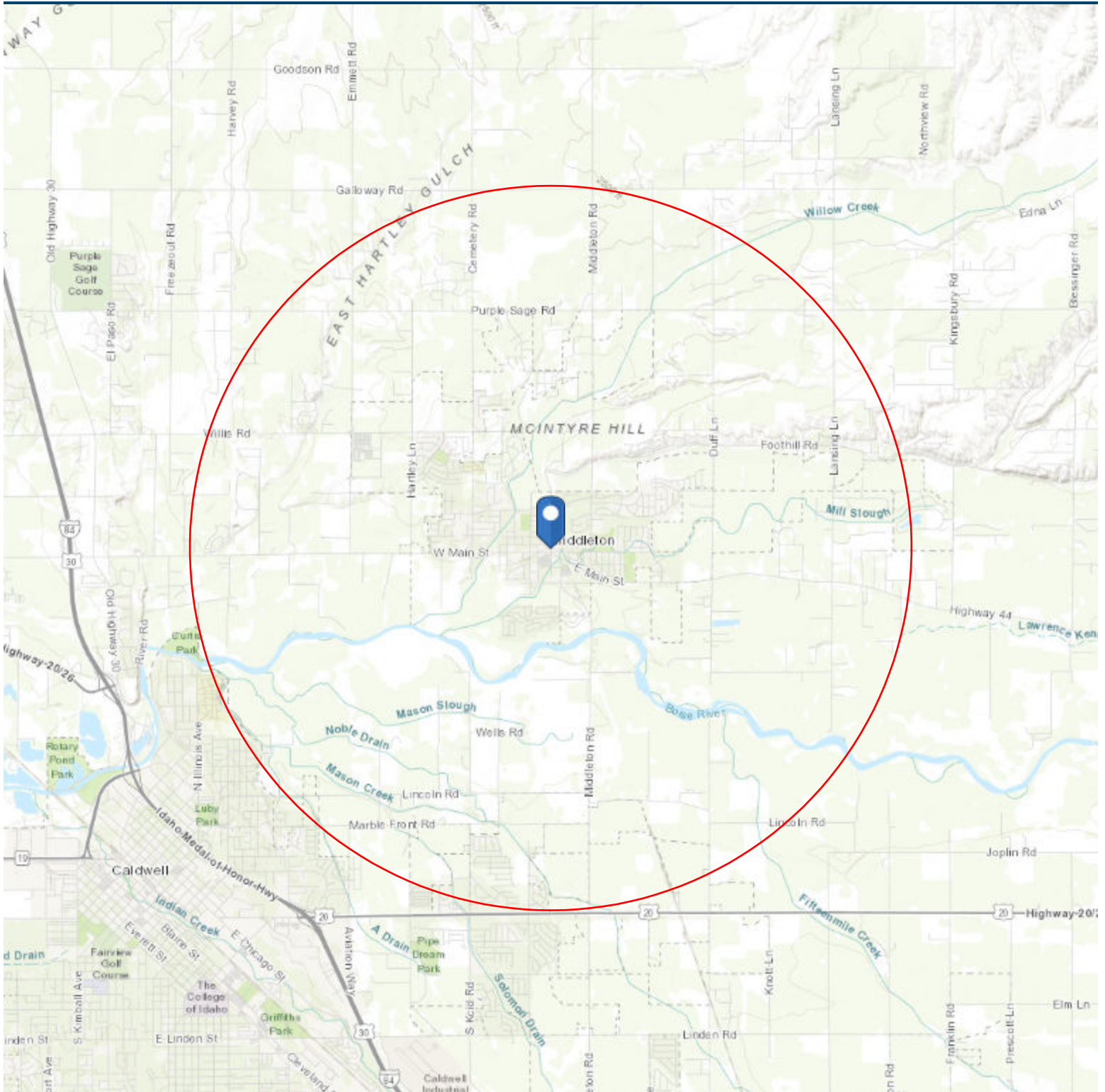
Latitude: 43.70696
 Longitude: -116.61964

2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	4,988	3,141	39	1.2%	63.8%	63	
16-24	840	588	18	3.0%	72.1%	70	
25-54	2,643	1,891	19	1.0%	72.3%	72	
55-64	704	568	2	0.4%	81.0%	81	
65+	800	94	0	0.0%	11.8%	12	

Industry	Employed	Percent	US Percent	Location Quotient
Total	3,141	100.0%	100.0%	-
Agriculture/Forestry/Fishing	87	2.8%	1.2%	2.33
Mining/Quarrying/Oil & Gas	17	0.5%	0.4%	1.25
Construction	543	17.3%	7.1%	2.44
Manufacturing	331	10.5%	9.6%	1.09
Wholesale Trade	78	2.5%	2.5%	1.00
Retail Trade	346	11.0%	10.8%	1.02
Transportation/Warehousing	161	5.1%	5.5%	0.93
Utilities	3	0.1%	0.8%	0.12
Information	8	0.3%	1.9%	0.16
Finance/Insurance	130	4.1%	4.8%	0.85
Real Estate/Rental/Leasing	1	0.0%	2.0%	0.00
Professional/Scientific/Tech	119	3.8%	8.0%	0.47
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	233	7.4%	3.8%	1.95
Educational Services	117	3.7%	9.0%	0.41
Health Care/Social Assistance	380	12.1%	14.5%	0.83
Arts/Entertainment/Recreation	21	0.7%	1.8%	0.39
Accommodation/Food Services	270	8.6%	6.5%	1.32
Other Services (Excluding Public)	130	4.1%	4.7%	0.87
Public Administration	165	5.3%	4.9%	1.08

Occupation	Employed	Percent	US Percent	Location Quotient
Total	3,141	100.0%	100.0%	-
White Collar	1,641	52.2%	61.8%	0.85
Management	360	11.5%	11.5%	1.00
Business/Financial	162	5.2%	6.0%	0.87
Computer/Mathematical	73	2.3%	3.7%	0.62
Architecture/Engineering	57	1.8%	1.9%	0.95
Life/Physical/Social Sciences	32	1.0%	1.0%	1.00
Community/Social Service	93	3.0%	1.9%	1.58
Legal	16	0.5%	1.1%	0.45
Education/Training/Library	94	3.0%	5.9%	0.51
Arts/Design/Entertainment	42	1.3%	2.0%	0.65
Healthcare Practitioner	90	2.9%	6.5%	0.45
Sales and Sales Related	166	5.3%	9.2%	0.58
Office/Administrative Support	456	14.5%	11.1%	1.31
Blue Collar	947	30.1%	22.3%	1.35
Farming/Fishing/Forestry	56	1.8%	0.6%	3.00
Construction/Extraction	306	9.7%	5.2%	1.87
Installation/Maintenance/Repair	75	2.4%	3.0%	0.80
Production	200	6.4%	5.4%	1.19
Transportation/Material Moving	310	9.9%	8.1%	1.22
Services	552	17.6%	15.9%	1.10
Healthcare Support	73	2.3%	3.4%	0.68
Protective Service	45	1.4%	2.0%	0.70
Food Preparation/Serving	229	7.3%	5.0%	1.46
Building Maintenance	167	5.3%	3.6%	1.47
Personal Care/Service	38	1.2%	1.9%	0.63

Source: Esri, Esri-Data Axle, U.S. Census





2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.70696
Longitude: -116.61964

2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	14,603	8,758	149	1.7%	61.0%	60	
16-24	2,134	1,179	88	6.9%	59.4%	55	
25-54	7,344	5,645	47	0.8%	77.5%	77	
55-64	2,333	1,685	15	0.9%	72.9%	72	
65+	2,794	249	0	0.0%	8.9%	9	

Industry	Employed	Percent	US Percent	Location Quotient
Total	8,758	100.0%	100.0%	-
Agriculture/Forestry/Fishing	207	2.4%	1.2%	2.00
Mining/Quarrying/Oil & Gas	22	0.3%	0.4%	0.75
Construction	1,231	14.1%	7.1%	1.99
Manufacturing	738	8.4%	9.6%	0.88
Wholesale Trade	215	2.5%	2.5%	1.00
Retail Trade	939	10.7%	10.8%	0.99
Transportation/Warehousing	565	6.5%	5.5%	1.18
Utilities	52	0.6%	0.8%	0.75
Information	158	1.8%	1.9%	0.95
Finance/Insurance	366	4.2%	4.8%	0.88
Real Estate/Rental/Leasing	80	0.9%	2.0%	0.45
Professional/Scientific/Tech	369	4.2%	8.0%	0.53
Management of Companies	0	0.0%	0.1%	0.00
Admin/Support/Waste Management	433	4.9%	3.8%	1.29
Educational Services	523	6.0%	9.0%	0.67
Health Care/Social Assistance	1,122	12.8%	14.5%	0.88
Arts/Entertainment/Recreation	112	1.3%	1.8%	0.72
Accommodation/Food Services	573	6.5%	6.5%	1.00
Other Services (Excluding Public)	556	6.3%	4.7%	1.34
Public Administration	499	5.7%	4.9%	1.16

Occupation	Employed	Percent	US Percent	Location Quotient
Total	8,758	100.0%	100.0%	-
White Collar	4,864	55.5%	61.8%	0.90
Management	982	11.2%	11.5%	0.97
Business/Financial	419	4.8%	6.0%	0.80
Computer/Mathematical	241	2.8%	3.7%	0.76
Architecture/Engineering	137	1.6%	1.9%	0.84
Life/Physical/Social Sciences	75	0.9%	1.0%	0.90
Community/Social Service	229	2.6%	1.9%	1.37
Legal	47	0.5%	1.1%	0.45
Education/Training/Library	367	4.2%	5.9%	0.71
Arts/Design/Entertainment	125	1.4%	2.0%	0.70
Healthcare Practitioner	384	4.4%	6.5%	0.68
Sales and Sales Related	600	6.9%	9.2%	0.75
Office/Administrative Support	1,258	14.4%	11.1%	1.30
Blue Collar	2,590	29.6%	22.3%	1.33
Farming/Fishing/Forestry	95	1.1%	0.6%	1.83
Construction/Extraction	722	8.2%	5.2%	1.58
Installation/Maintenance/Repair	427	4.9%	3.0%	1.63
Production	527	6.0%	5.4%	1.11
Transportation/Material Moving	819	9.4%	8.1%	1.16
Services	1,304	14.9%	15.9%	0.94
Healthcare Support	219	2.5%	3.4%	0.74
Protective Service	205	2.3%	2.0%	1.15
Food Preparation/Serving	488	5.6%	5.0%	1.12
Building Maintenance	241	2.8%	3.6%	0.78
Personal Care/Service	151	1.7%	1.9%	0.89

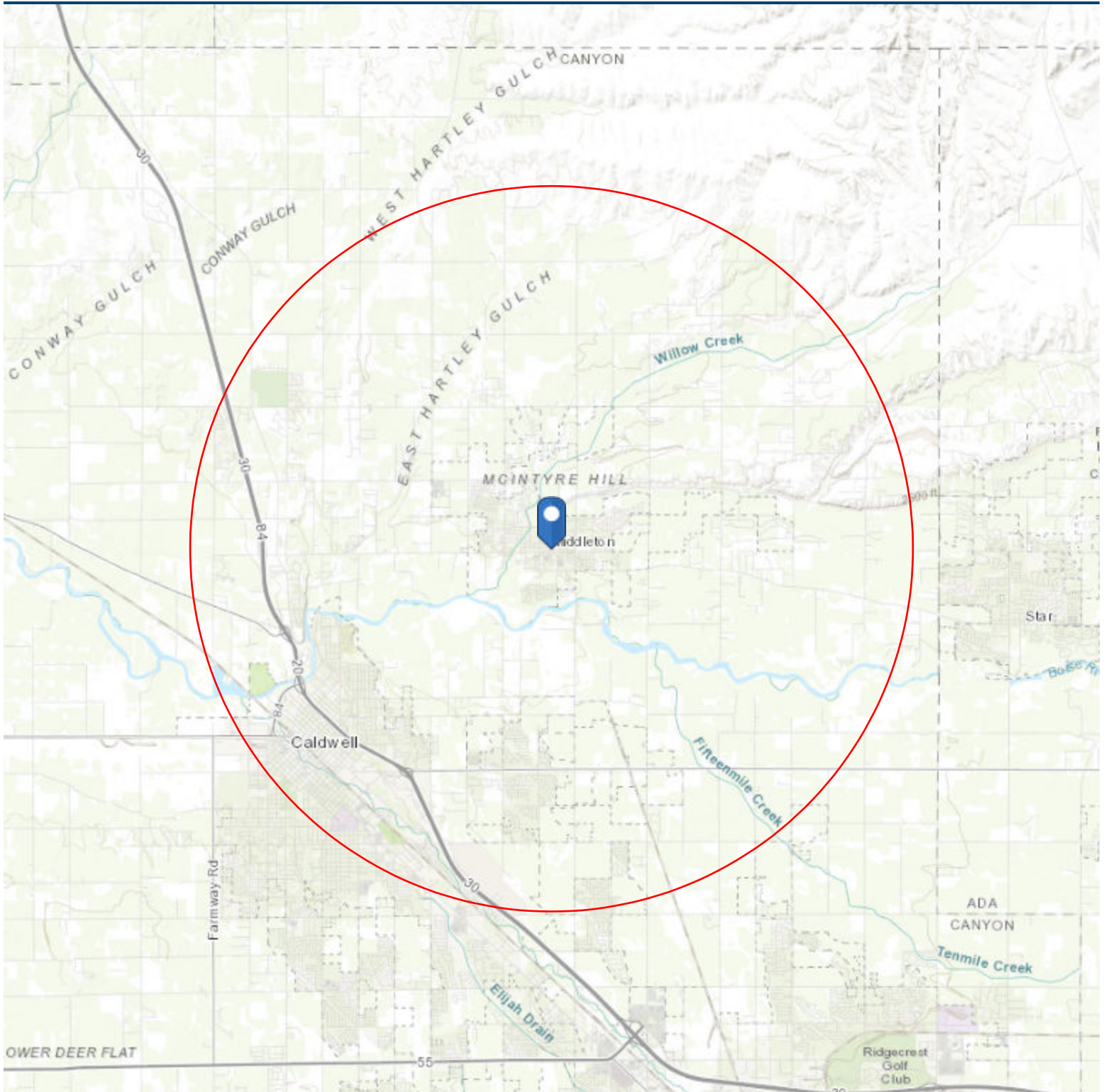
Source: Esri, Esri-Data Axle, U.S. Census



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
Latitude: 43.70696
Longitude: -116.61964



Source: Esri, Esri-Data Axle, U.S. Census



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.70696
 Longitude: -116.61964

2023 Labor Force							
Age Group	Population	Employed	Unemployed	Unemployment Rate	Labor Force Participation Rate	Employment-Population Ratio	
16+	40,173	24,110	543	2.2%	61.4%	60	
16-24	6,875	3,811	253	6.2%	59.1%	55	
25-54	20,551	16,062	238	1.5%	79.3%	78	
55-64	5,633	3,693	51	1.4%	66.5%	66	
65+	7,113	544	1	0.2%	7.7%	8	

Industry	Employed	Percent	US Percent	Location Quotient
Total	24,110	100.0%	100.0%	-
Agriculture/Forestry/Fishing	560	2.3%	1.2%	1.92
Mining/Quarrying/Oil & Gas	91	0.4%	0.4%	1.00
Construction	3,110	12.9%	7.1%	1.82
Manufacturing	2,825	11.7%	9.6%	1.22
Wholesale Trade	450	1.9%	2.5%	0.76
Retail Trade	2,354	9.8%	10.8%	0.91
Transportation/Warehousing	1,281	5.3%	5.5%	0.96
Utilities	470	1.9%	0.8%	2.38
Information	510	2.1%	1.9%	1.11
Finance/Insurance	713	3.0%	4.8%	0.62
Real Estate/Rental/Leasing	292	1.2%	2.0%	0.60
Professional/Scientific/Tech	1,016	4.2%	8.0%	0.53
Management of Companies	28	0.1%	0.1%	1.00
Admin/Support/Waste Management	1,219	5.1%	3.8%	1.34
Educational Services	1,619	6.7%	9.0%	0.74
Health Care/Social Assistance	3,353	13.9%	14.5%	0.96
Arts/Entertainment/Recreation	323	1.3%	1.8%	0.72
Accommodation/Food Services	1,396	5.8%	6.5%	0.89
Other Services (Excluding Public)	1,226	5.1%	4.7%	1.09
Public Administration	1,273	5.3%	4.9%	1.08

Occupation	Employed	Percent	US Percent	Location Quotient
Total	24,110	100.0%	100.0%	-
White Collar	11,463	47.5%	61.8%	0.77
Management	2,317	9.6%	11.5%	0.83
Business/Financial	897	3.7%	6.0%	0.62
Computer/Mathematical	646	2.7%	3.7%	0.73
Architecture/Engineering	422	1.8%	1.9%	0.95
Life/Physical/Social Sciences	238	1.0%	1.0%	1.00
Community/Social Service	443	1.8%	1.9%	0.95
Legal	162	0.7%	1.1%	0.64
Education/Training/Library	957	4.0%	5.9%	0.68
Arts/Design/Entertainment	379	1.6%	2.0%	0.80
Healthcare Practitioner	829	3.4%	6.5%	0.52
Sales and Sales Related	1,490	6.2%	9.2%	0.67
Office/Administrative Support	2,683	11.1%	11.1%	1.00
Blue Collar	8,346	34.6%	22.3%	1.55
Farming/Fishing/Forestry	305	1.3%	0.6%	2.17
Construction/Extraction	2,540	10.5%	5.2%	2.02
Installation/Maintenance/Repair	1,115	4.6%	3.0%	1.53
Production	2,093	8.7%	5.4%	1.61
Transportation/Material Moving	2,293	9.5%	8.1%	1.17
Services	4,302	17.8%	15.9%	1.13
Healthcare Support	1,068	4.4%	3.4%	1.29
Protective Service	670	2.8%	2.0%	1.40
Food Preparation/Serving	1,179	4.9%	5.0%	0.98
Building Maintenance	836	3.5%	3.6%	0.97
Personal Care/Service	549	2.3%	1.9%	1.21

Source: Esri, Esri-Data Axle, U.S. Census



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.70696
 Longitude: -116.61964

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Businesses:	139		273		1,336							
Total Employees:	920		1,764		12,926							
Total Residential Population:	6,748		19,158		54,099							
Employee/Residential Population Ratio (per 100)	14		9		24							
by NAICS Codes												
Agriculture, Forestry, Fishing & Hunting	0	0.0%	3	0.3%	3	1.1%	19	1.1%	15	1.1%	65	0.5%
Mining	0	0.0%	0	0.0%	1	0.4%	6	0.3%	2	0.1%	14	0.1%
Utilities	1	0.7%	3	0.3%	1	0.4%	3	0.2%	7	0.5%	68	0.5%
Construction	12	8.6%	36	3.9%	36	13.2%	117	6.6%	136	10.2%	795	6.2%
Manufacturing	2	1.4%	16	1.7%	7	2.6%	177	10.0%	67	5.0%	1,850	14.3%
Wholesale Trade	2	1.4%	5	0.5%	9	3.3%	43	2.4%	53	4.0%	615	4.8%
Retail Trade	16	11.5%	153	16.6%	32	11.7%	231	13.1%	162	12.1%	1,309	10.1%
Motor Vehicle & Parts Dealers	2	1.4%	12	1.3%	4	1.5%	22	1.2%	31	2.3%	300	2.3%
Furniture & Home Furnishings Stores	1	0.7%	3	0.3%	3	1.1%	14	0.8%	8	0.6%	42	0.3%
Electronics & Appliance Stores	1	0.7%	4	0.4%	3	1.1%	9	0.5%	8	0.6%	34	0.3%
Bldg Material & Garden Equipment &	0	0.0%	0	0.0%	1	0.4%	3	0.2%	13	1.0%	115	0.9%
Food & Beverage Stores	4	2.9%	91	9.9%	7	2.6%	117	6.6%	32	2.4%	444	3.4%
Health & Personal Care Stores	2	1.4%	16	1.7%	3	1.1%	22	1.2%	10	0.7%	78	0.6%
Gasoline Stations	0	0.0%	0	0.0%	1	0.4%	4	0.2%	7	0.5%	65	0.5%
Clothing & Clothing Accessories Stores	0	0.0%	1	0.1%	1	0.4%	2	0.1%	10	0.7%	27	0.2%
Sport Goods, Hobby, Book, & Music Stores	1	0.7%	5	0.5%	3	1.1%	14	0.8%	23	1.7%	81	0.6%
General Merchandise Stores	4	2.9%	21	2.3%	6	2.2%	26	1.5%	20	1.5%	121	0.9%
Miscellaneous Store Retailers												
Nonstore Retailers												
Transportation & Warehousing	3	2.2%	11	1.2%	8	2.9%	33	1.9%	39	2.9%	232	1.8%
Information	2	1.4%	4	0.4%	3	1.1%	10	0.6%	16	1.2%	84	0.6%
Finance & Insurance	8	5.8%	34	3.7%	11	4.0%	42	2.4%	65	4.9%	320	2.5%
Central Bank/Credit Intermediation & Related	3	2.2%	19	2.1%	4	1.5%	23	1.3%	36	2.7%	180	1.4%
Securities, Commodity Contracts & Other	1	0.7%	3	0.3%	2	0.7%	5	0.3%	11	0.8%	58	0.4%
Insurance Carriers & Related Activities;	4	2.9%	12	1.3%	5	1.8%	13	0.7%	18	1.3%	82	0.6%
Real Estate, Rental & Leasing	8	5.8%	40	4.3%	17	6.2%	62	3.5%	67	5.0%	270	2.1%
Professional, Scientific & Tech Services	10	7.2%	48	5.2%	17	6.2%	69	3.9%	81	6.1%	366	2.8%
Legal Services	3	2.2%	12	1.3%	4	1.5%	14	0.8%	22	1.6%	104	0.8%
Management of Companies & Enterprises	0	0.0%	0	0.0%	1	0.4%	1	0.1%	2	0.1%	3	0.0%
Administrative & Support & Waste Management	5	3.6%	19	2.1%	12	4.4%	92	5.2%	50	3.7%	309	2.4%
Educational Services	8	5.8%	199	21.6%	12	4.4%	357	20.2%	41	3.1%	1,460	11.3%
Health Care & Social Assistance	17	12.2%	161	17.5%	24	8.8%	229	13.0%	97	7.3%	902	7.0%
Arts, Entertainment & Recreation	5	3.6%	16	1.7%	9	3.3%	26	1.5%	33	2.5%	165	1.3%
Accommodation & Food Services	14	10.1%	108	11.7%	18	6.6%	134	7.6%	85	6.4%	1,040	8.0%
Accommodation	0	0.0%	0	0.0%	2	0.7%	5	0.3%	7	0.5%	64	0.5%
Food Services & Drinking Places	14	10.1%	107	11.6%	17	6.2%	128	7.3%	78	5.8%	976	7.6%
Other Services (except Public Administration)	18	12.9%	39	4.2%	29	10.6%	63	3.6%	155	11.6%	614	4.8%
Automotive Repair & Maintenance	2	1.4%	4	0.4%	3	1.1%	5	0.3%	27	2.0%	132	1.0%
Public Administration	2	1.4%	23	2.5%	4	1.5%	40	2.3%	86	6.4%	2,368	18.3%
Unclassified Establishments	6	4.3%	2	0.2%	18	6.6%	10	0.6%	78	5.8%	75	0.6%

Source: Esri, Esri-Data Axle, U.S. Census



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 43.70696
 Longitude: -116.61964

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	425	9%	547	8%	565	8%
5 - 9	475	10%	564	8%	601	9%
10 - 14	429	9%	546	8%	605	9%
15 - 19	348	8%	528	8%	495	7%
20 - 24	219	5%	415	6%	426	6%
Total	670	15%	858	13%	1,001	14%
35- 44	658	14%	972	14%	891	13%
45 - 54	562	12%	813	12%	869	12%
55 - 64	374	8%	704	10%	711	10%
65 - 74	200	4%	502	7%	520	7%
75 - 84	109	2%	239	4%	299	4%
85 +	39	1%	59	1%	78	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	2,324	3,366	3,505
2010 Female Population	2,336	3,382	3,556



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 43.70696
 Longitude: -116.61964

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	855	8%	1,350	7%	1,622	7%
5 - 9	966	10%	1,450	8%	1,730	8%
10 - 14	935	9%	1,470	8%	1,815	8%
15 - 19	790	8%	1,373	7%	1,529	7%
20 - 24	439	4%	1,046	5%	1,176	5%
Total	1,319	13%	2,321	12%	2,950	13%
35- 44	1,476	15%	2,628	14%	3,044	13%
45 - 54	1,370	13%	2,395	13%	2,824	12%
55 - 64	1,027	10%	2,333	12%	2,631	11%
65 - 74	478	5%	1,795	9%	2,243	10%
75 - 84	265	3%	804	4%	1,217	5%
85 +	93	1%	195	1%	292	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	5,221	9,595	11,509
2010 Female Population	5,196	9,563	11,565



2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 43.70696
 Longitude: -116.61964

POPULATION BY AGE	CENSUS 2010		2023		2028	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	3,543	9%	4,351	8%	5,108	8%
5 - 9	3,442	9%	4,448	8%	5,147	8%
10 - 14	3,123	8%	4,333	8%	5,166	8%
15 - 19	3,124	8%	4,140	8%	4,678	8%
20 - 24	2,643	7%	3,529	7%	3,939	6%
Total	5,447	14%	7,238	13%	8,395	13%
35- 44	4,750	13%	7,422	14%	8,513	14%
45 - 54	4,454	12%	5,891	11%	6,901	11%
55 - 64	3,553	9%	5,633	10%	5,830	9%
65 - 74	1,716	5%	4,489	8%	5,092	8%
75 - 84	1,011	3%	2,071	4%	2,796	4%
85 +	364	1%	553	1%	719	1%

POPULATION BY SEX	2010	2023	2028
2010 Male Population	19,665	27,261	31,283
2010 Female Population	19,266	26,838	31,000

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	4,147	12,468	33,299
Less than 9th Grade	2.1%	2.7%	4.8%
9th - 12th Grade, No Diploma	5.9%	4.0%	8.4%
High School Graduate	25.0%	19.4%	22.5%
GED/Alternative Credential	3.5%	5.4%	7.9%
Some College, No Degree	27.7%	25.8%	22.5%
Associate Degree	10.0%	13.0%	11.0%
Bachelor's Degree	18.4%	20.6%	16.3%
Graduate/Professional Degree	7.5%	9.3%	6.6%

POPULATION 15+ BY MARITAL STATUS 2023

Total	5,091	14,888	40,968
Never Married	27.0%	27.4%	28.8%
Married	55.5%	57.4%	55.3%
Widowed	3.8%	4.1%	4.3%
Divorced	13.6%	11.0%	11.7%

HOUSEHOLDS BY INCOME

Household Income Base	2,282	6,045	17,502
<\$15,000	7.8%	5.7%	9.1%
\$15,000 - \$24,999	6.0%	6.7%	8.2%
\$25,000 - \$34,999	7.1%	4.4%	5.5%
\$35,000 - \$49,999	16.2%	11.0%	10.6%
\$50,000 - \$74,999	20.8%	17.2%	18.2%
\$75,000 - \$99,999	17.5%	17.7%	17.1%
\$100,000 - \$149,999	19.1%	23.0%	19.6%
\$150,000 - \$199,999	2.3%	6.4%	5.0%
\$200,000+	3.2%	7.8%	6.7%
Average Household Income	\$79,644	\$102,235	\$92,623

HOUSEHOLDS BY TYPE

Total	1,549	3,345	12,096
Households with 1 Person	20.3%	17.8%	20.0%
Households with 2+ People	79.7%	82.2%	80.0%
Family Households	75.1%	77.9%	74.2%
Husband-wife Families	54.1%	61.3%	54.9%
With Related Children	31.8%	32.1%	29.1%
Other Family (No Spouse Present)	21.0%	16.6%	19.3%
Other Family with Male Householder	7.2%	5.9%	6.2%
With Related Children	5.5%	4.3%	4.2%
Other Family with Female Householder	13.8%	10.6%	13.1%
With Related Children	10.5%	7.7%	9.9%
Nonfamily Households	4.6%	4.3%	5.8%
All Households with Children	48.3%	44.6%	43.8%
Multigenerational Households	4.1%	4.2%	5.2%
Unmarried Partner Households	8.1%	6.7%	7.7%
Male-female	7.4%	6.2%	7.2%
Same-sex	0.6%	0.5%	0.5%

HOUSEHOLD BY SIZE

Total	1,551	3,346	12,094
1 Person Household	20.2%	17.8%	20.0%
2 Person Household	28.7%	32.7%	30.7%
3 Person Household	16.6%	15.8%	15.5%
4 Person Household	16.2%	15.5%	14.5%
5 Person Household	11.0%	10.3%	10.2%
6 Person Household	4.8%	4.9%	5.1%
7 + Person Household	2.5%	3.0%	3.9%



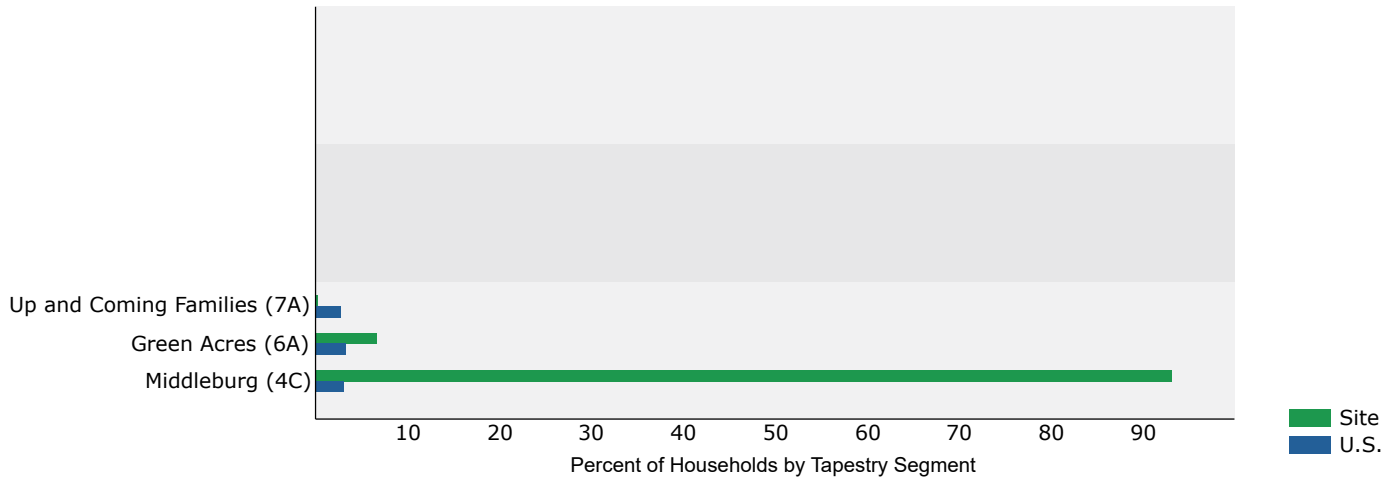
2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 43.70696
 Longitude: -116.61964

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Middleburg (4C)	93.1%	93.1%	3.1%	3.1%	3050
2	Green Acres (6A)	6.7%	99.7%	3.3%	6.3%	205
3	Up and Coming Families (7A)	0.3%	100.0%	2.8%	9.1%	9
Subtotal		100.1%		9.2%		
Total		100.0%		9.1%		1100

Top Ten Tapestry Segments Site vs. U.S.



Source: Esri, Esri-Data Axle, U.S. Census



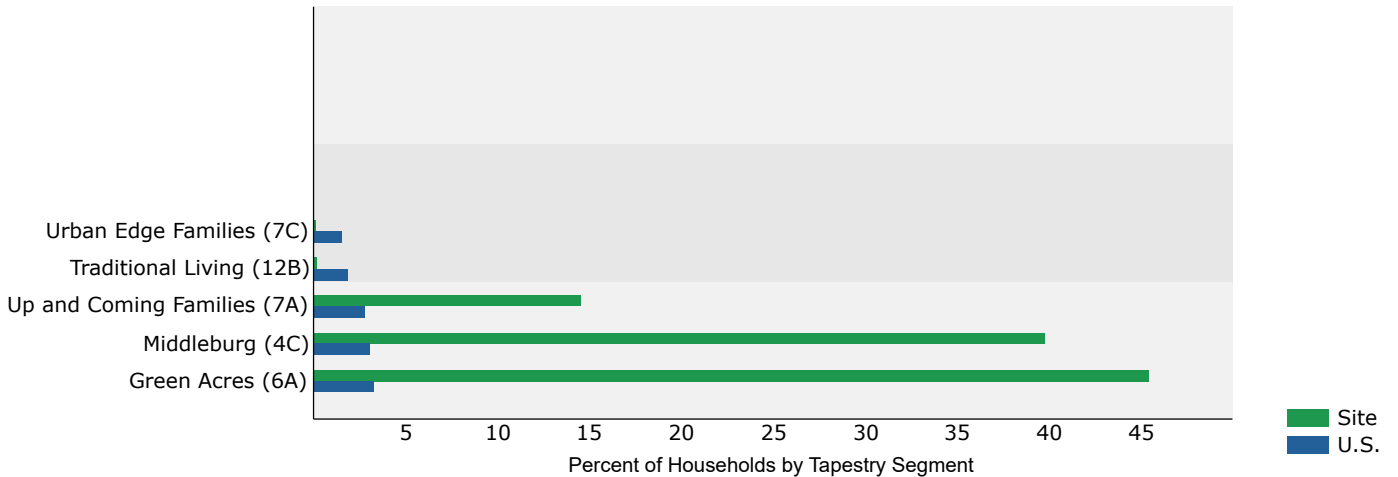
2023 Industrial Specialty Report (Esri 2023)

Middleton, Idaho
 Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business
 Latitude: 43.70696
 Longitude: -116.61964

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Green Acres (6A)	45.5%	45.5%	3.3%	3.3%	1398
2	Middleburg (4C)	39.8%	85.3%	3.1%	6.3%	1,305
3	Up and Coming Families (7A)	14.6%	99.8%	2.8%	9.1%	523
4	Traditional Living (12B)	0.1%	100.0%	1.9%	11.0%	8
5	Urban Edge Families (7C)	0.0%	100.0%	1.5%	12.5%	1
Subtotal		100.0%		12.6%		
Total		100.0%		12.5%		801

Top Ten Tapestry Segments Site vs. U.S.





2023 Industrial Specialty Report (Esri 2023)

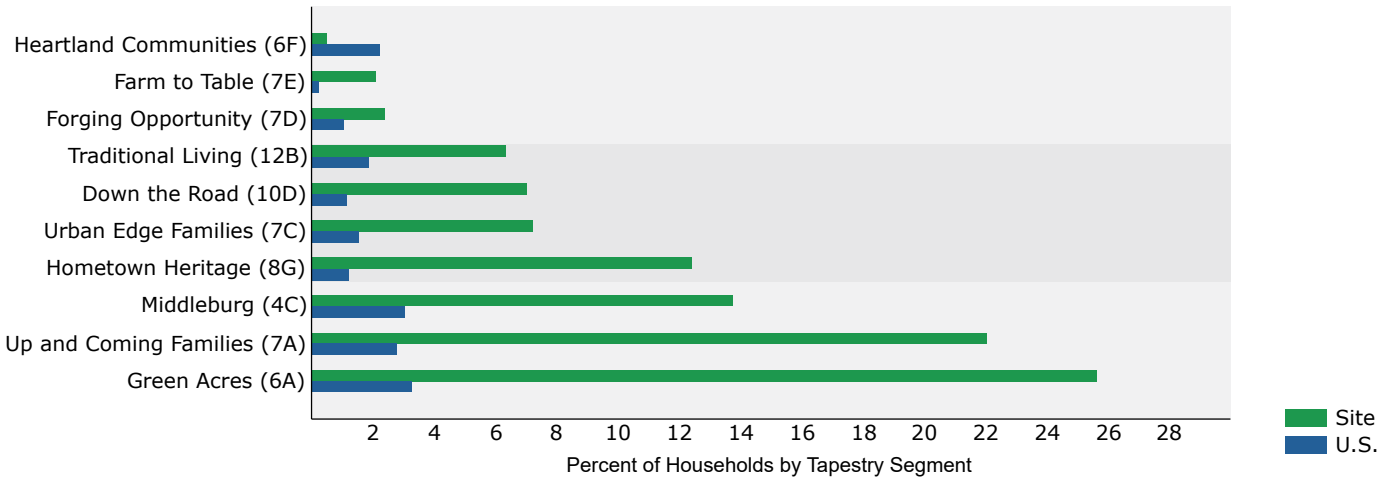
Middleton, Idaho
Ring: 1, 3, 5 mile radii

Prepared by Site To Do Business

Latitude: 43.70696
Longitude: -116.61964

Rank	Tapestry Segment	2023 Households Cumulative		2023 U.S. Households Cumulative		Index
		Percent	Percent	Percent	Percent	
1	Green Acres (6A)	25.6%	25.6%	3.3%	3.3%	788
2	Up and Coming Families (7A)	22.0%	47.7%	2.8%	6.0%	791
3	Middleburg (4C)	13.8%	61.4%	3.1%	9.1%	451
4	Hometown Heritage (8G)	12.4%	73.8%	1.2%	10.3%	1,056
5	Urban Edge Families (7C)	7.2%	81.0%	1.5%	11.8%	476
Subtotal		81.0%		11.9%		
6	Down the Road (10D)	7.0%	88.0%	1.2%	12.9%	607
7	Traditional Living (12B)	6.3%	94.4%	1.9%	14.8%	337
8	Forging Opportunity (7D)	2.4%	96.8%	1.0%	15.9%	227
9	Farm to Table (7E)	2.1%	98.8%	0.2%	16.1%	869
10	Heartland Communities (6F)	0.5%	99.3%	2.2%	18.3%	23
Subtotal		18.3%		6.5%		
11	Small Town Sincerity (12C)	0.4%	99.8%	1.8%	20.1%	25
12	Salt of the Earth (6B)	0.2%	100.0%	2.8%	22.9%	8
Subtotal		0.6%		4.6%		
Total		100.0%		22.9%		437

Top Ten Tapestry Segments Site vs. U.S.



Source: Esri, Esri-Data Axle, U.S. Census