



# Market Profile

Myra Rd Business District  
 Drive Time: 10, 30, 45 minute radii

Prepared by Esri  
 Latitude: 46.05303  
 Longitude: -118.37406

	10 minutes	30 minutes	45 minutes
<b>Population Summary</b>			
2000 Total Population	39,721	62,292	68,727
2010 Total Population	42,750	66,437	72,637
2021 Total Population	45,468	70,345	76,688
2021 Group Quarters	2,220	4,637	4,709
2026 Total Population	46,808	72,045	78,429
2021-2026 Annual Rate	0.58%	0.48%	0.45%
2021 Total Daytime Population	47,822	68,078	75,433
Workers	25,173	33,683	37,685
Residents	22,649	34,395	37,748
<b>Household Summary</b>			
2000 Households	15,168	22,449	24,891
2000 Average Household Size	2.43	2.53	2.53
2010 Households	16,772	24,692	27,173
2010 Average Household Size	2.42	2.51	2.50
2021 Households	17,870	26,236	28,791
2021 Average Household Size	2.42	2.50	2.50
2026 Households	18,424	26,935	29,510
2026 Average Household Size	2.42	2.50	2.50
2021-2026 Annual Rate	0.61%	0.53%	0.49%
2010 Families	10,348	16,091	17,756
2010 Average Family Size	3.02	3.06	3.05
2021 Families	10,919	16,903	18,593
2021 Average Family Size	3.02	3.06	3.05
2026 Families	11,227	17,294	18,991
2026 Average Family Size	3.02	3.06	3.05
2021-2026 Annual Rate	0.56%	0.46%	0.42%
<b>Housing Unit Summary</b>			
2000 Housing Units	16,271	24,141	27,001
Owner Occupied Housing Units	58.0%	60.6%	60.4%
Renter Occupied Housing Units	35.2%	32.4%	31.8%
Vacant Housing Units	6.8%	7.0%	7.8%
2010 Housing Units	18,081	26,691	29,644
Owner Occupied Housing Units	55.2%	57.9%	58.0%
Renter Occupied Housing Units	37.6%	34.6%	33.7%
Vacant Housing Units	7.2%	7.5%	8.3%
2021 Housing Units	19,343	28,439	31,465
Owner Occupied Housing Units	60.8%	62.9%	62.5%
Renter Occupied Housing Units	31.6%	29.4%	29.0%
Vacant Housing Units	7.6%	7.7%	8.5%
2026 Housing Units	19,980	29,290	32,355
Owner Occupied Housing Units	61.7%	63.7%	63.4%
Renter Occupied Housing Units	30.5%	28.2%	27.8%
Vacant Housing Units	7.8%	8.0%	8.8%
<b>Median Household Income</b>			
2021	\$54,532	\$56,918	\$57,088
2026	\$62,103	\$64,705	\$64,760
<b>Median Home Value</b>			
2021	\$283,120	\$284,141	\$280,604
2026	\$533,435	\$514,172	\$491,442
<b>Per Capita Income</b>			
2021	\$28,483	\$28,657	\$29,042
2026	\$32,838	\$32,988	\$33,336
<b>Median Age</b>			
2010	35.8	36.6	37.3
2021	37.5	38.0	38.7
2026	38.7	39.0	39.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Households by Income</b>			
Household Income Base	17,869	26,231	28,786
<\$15,000	13.2%	12.1%	12.1%
\$15,000 - \$24,999	8.7%	8.8%	8.9%
\$25,000 - \$34,999	9.0%	8.9%	8.8%
\$35,000 - \$49,999	14.5%	13.2%	13.2%
\$50,000 - \$74,999	18.5%	18.9%	18.7%
\$75,000 - \$99,999	11.7%	12.0%	12.1%
\$100,000 - \$149,999	15.2%	15.8%	15.9%
\$150,000 - \$199,999	5.7%	5.9%	5.9%
\$200,000+	3.5%	4.2%	4.4%
Average Household Income	\$72,719	\$76,333	\$76,851
<b>2026 Households by Income</b>			
Household Income Base	18,423	26,930	29,505
<\$15,000	11.3%	10.1%	10.1%
\$15,000 - \$24,999	7.6%	7.5%	7.5%
\$25,000 - \$34,999	7.6%	7.7%	7.6%
\$35,000 - \$49,999	12.8%	12.0%	12.1%
\$50,000 - \$74,999	18.4%	18.8%	18.6%
\$75,000 - \$99,999	12.5%	12.6%	12.6%
\$100,000 - \$149,999	17.9%	18.4%	18.5%
\$150,000 - \$199,999	7.6%	7.8%	7.7%
\$200,000+	4.3%	5.1%	5.2%
Average Household Income	\$83,751	\$87,739	\$88,094
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	11,761	17,880	19,675
<\$50,000	6.0%	6.0%	5.9%
\$50,000 - \$99,999	4.3%	4.5%	5.0%
\$100,000 - \$149,999	3.9%	6.3%	6.8%
\$150,000 - \$199,999	6.8%	6.8%	7.6%
\$200,000 - \$249,999	17.0%	15.1%	14.7%
\$250,000 - \$299,999	17.9%	16.5%	16.3%
\$300,000 - \$399,999	10.1%	11.0%	11.3%
\$400,000 - \$499,999	6.1%	6.1%	6.2%
\$500,000 - \$749,999	20.1%	20.5%	19.3%
\$750,000 - \$999,999	5.3%	4.7%	4.5%
\$1,000,000 - \$1,499,999	2.0%	1.6%	1.6%
\$1,500,000 - \$1,999,999	0.3%	0.5%	0.5%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$374,938	\$375,597	\$367,787
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	12,330	18,668	20,503
<\$50,000	3.1%	2.8%	2.8%
\$50,000 - \$99,999	1.8%	1.7%	2.1%
\$100,000 - \$149,999	0.9%	2.6%	3.0%
\$150,000 - \$199,999	1.2%	2.1%	2.9%
\$200,000 - \$249,999	5.6%	6.1%	6.3%
\$250,000 - \$299,999	10.3%	10.7%	11.1%
\$300,000 - \$399,999	11.7%	12.4%	13.0%
\$400,000 - \$499,999	10.5%	9.7%	9.6%
\$500,000 - \$749,999	36.5%	35.0%	32.9%
\$750,000 - \$999,999	12.3%	10.8%	10.2%
\$1,000,000 - \$1,499,999	5.2%	4.2%	4.1%
\$1,500,000 - \$1,999,999	0.8%	1.3%	1.2%
\$2,000,000 +	0.1%	0.7%	0.8%
Average Home Value	\$551,085	\$543,631	\$529,290

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Age</b>			
Total	42,749	66,438	72,637
0 - 4	6.3%	6.2%	6.2%
5 - 9	6.3%	6.4%	6.4%
10 - 14	6.1%	6.4%	6.5%
15 - 24	18.4%	16.8%	16.3%
25 - 34	12.0%	12.4%	12.1%
35 - 44	10.7%	11.4%	11.4%
45 - 54	12.4%	13.1%	13.3%
55 - 64	11.6%	11.9%	12.2%
65 - 74	7.1%	7.2%	7.5%
75 - 84	5.6%	5.3%	5.3%
85 +	3.3%	2.8%	2.8%
18 +	77.4%	77.0%	76.9%
<b>2021 Population by Age</b>			
Total	45,469	70,346	76,688
0 - 4	5.8%	5.7%	5.7%
5 - 9	5.9%	5.9%	5.8%
10 - 14	5.8%	5.9%	5.9%
15 - 24	15.9%	14.6%	14.3%
25 - 34	13.9%	14.3%	14.0%
35 - 44	11.0%	11.4%	11.4%
45 - 54	10.0%	10.6%	10.7%
55 - 64	11.6%	12.1%	12.4%
65 - 74	10.6%	10.6%	10.9%
75 - 84	6.0%	5.7%	5.9%
85 +	3.6%	3.1%	3.1%
18 +	79.2%	79.1%	79.3%
<b>2026 Population by Age</b>			
Total	46,809	72,046	78,430
0 - 4	5.8%	5.7%	5.6%
5 - 9	5.8%	5.8%	5.8%
10 - 14	5.9%	6.0%	6.0%
15 - 24	15.4%	14.1%	13.7%
25 - 34	12.3%	12.9%	12.8%
35 - 44	12.2%	12.6%	12.5%
45 - 54	10.1%	10.5%	10.6%
55 - 64	10.4%	11.0%	11.3%
65 - 74	10.9%	11.0%	11.3%
75 - 84	7.5%	7.2%	7.4%
85 +	3.6%	3.1%	3.1%
18 +	79.3%	79.2%	79.3%
<b>2010 Population by Sex</b>			
Males	20,705	33,582	36,676
Females	22,045	32,855	35,961
<b>2021 Population by Sex</b>			
Males	22,172	35,719	38,898
Females	23,296	34,626	37,791
<b>2026 Population by Sex</b>			
Males	22,844	36,597	39,803
Females	23,964	35,448	38,626

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	42,751	66,437	72,636
White Alone	84.1%	83.4%	83.6%
Black Alone	1.1%	1.6%	1.5%
American Indian Alone	0.9%	1.0%	1.5%
Asian Alone	1.5%	1.2%	1.2%
Pacific Islander Alone	0.2%	0.2%	0.2%
Some Other Race Alone	8.8%	9.4%	8.8%
Two or More Races	3.4%	3.0%	3.1%
Hispanic Origin	21.3%	21.3%	20.2%
Diversity Index	52.9	53.7	52.6
<b>2021 Population by Race/Ethnicity</b>			
Total	45,469	70,345	76,689
White Alone	81.5%	80.8%	81.0%
Black Alone	1.3%	1.9%	1.8%
American Indian Alone	1.0%	1.1%	1.6%
Asian Alone	1.9%	1.6%	1.5%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	10.0%	10.6%	10.1%
Two or More Races	4.0%	3.7%	3.7%
Hispanic Origin	24.0%	24.0%	23.0%
Diversity Index	57.8	58.5	57.6
<b>2026 Population by Race/Ethnicity</b>			
Total	46,807	72,044	78,430
White Alone	80.3%	79.7%	79.9%
Black Alone	1.4%	2.0%	1.9%
American Indian Alone	1.0%	1.2%	1.6%
Asian Alone	2.1%	1.7%	1.7%
Pacific Islander Alone	0.3%	0.3%	0.3%
Some Other Race Alone	10.4%	11.1%	10.5%
Two or More Races	4.4%	4.0%	4.0%
Hispanic Origin	25.6%	25.6%	24.5%
Diversity Index	60.0	60.7	59.7
<b>2010 Population by Relationship and Household Type</b>			
Total	42,750	66,437	72,637
In Households	94.9%	93.2%	93.6%
In Family Households	75.7%	76.7%	77.3%
Householder	24.1%	24.2%	24.5%
Spouse	18.1%	18.5%	18.7%
Child	27.9%	28.4%	28.5%
Other relative	3.1%	3.1%	3.1%
Nonrelative	2.5%	2.6%	2.6%
In Nonfamily Households	19.3%	16.4%	16.4%
In Group Quarters	5.1%	6.8%	6.4%
Institutionalized Population	0.9%	4.1%	3.8%
Noninstitutionalized Population	4.1%	2.7%	2.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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<b>2021 Population 25+ by Educational Attainment</b>			
Total	30,311	47,739	52,408
Less than 9th Grade	4.9%	5.1%	5.1%
9th - 12th Grade, No Diploma	5.6%	6.2%	6.2%
High School Graduate	13.5%	15.4%	15.9%
GED/Alternative Credential	4.5%	5.3%	5.4%
Some College, No Degree	24.5%	25.4%	25.4%
Associate Degree	12.9%	12.7%	13.0%
Bachelor's Degree	20.1%	17.9%	17.5%
Graduate/Professional Degree	14.0%	12.0%	11.6%
<b>2021 Population 15+ by Marital Status</b>			
Total	37,521	58,027	63,354
Never Married	34.4%	33.5%	32.7%
Married	47.4%	48.8%	49.4%
Widowed	5.7%	5.6%	5.7%
Divorced	12.4%	12.2%	12.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	24,118	35,495	38,680
Population 16+ Employed	95.1%	95.2%	95.1%
Population 16+ Unemployment rate	4.9%	4.8%	4.9%
Population 16-24 Employed	18.5%	16.6%	16.2%
Population 16-24 Unemployment rate	7.6%	7.7%	8.1%
Population 25-54 Employed	57.2%	57.7%	57.5%
Population 25-54 Unemployment rate	4.0%	4.1%	4.2%
Population 55-64 Employed	15.8%	17.0%	17.4%
Population 55-64 Unemployment rate	2.7%	2.4%	2.6%
Population 65+ Employed	8.5%	8.7%	8.9%
Population 65+ Unemployment rate	8.8%	8.6%	7.9%
<b>2021 Employed Population 16+ by Industry</b>			
Total	22,936	33,779	36,772
Agriculture/Mining	4.4%	5.9%	6.1%
Construction	6.9%	6.6%	6.8%
Manufacturing	7.0%	7.2%	7.3%
Wholesale Trade	2.4%	2.2%	2.3%
Retail Trade	10.0%	10.0%	9.9%
Transportation/Utilities	2.7%	3.3%	3.6%
Information	1.3%	1.6%	1.6%
Finance/Insurance/Real Estate	4.0%	3.8%	3.8%
Services	53.3%	51.0%	50.2%
Public Administration	8.1%	8.4%	8.4%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	22,936	33,778	36,772
White Collar	59.4%	58.7%	58.5%
Management/Business/Financial	14.7%	14.7%	14.7%
Professional	26.6%	26.2%	25.8%
Sales	7.4%	7.3%	7.4%
Administrative Support	10.6%	10.5%	10.6%
Services	20.3%	19.7%	19.3%
Blue Collar	20.3%	21.6%	22.1%
Farming/Forestry/Fishing	2.8%	3.7%	3.7%
Construction/Extraction	5.3%	4.9%	5.0%
Installation/Maintenance/Repair	2.0%	2.1%	2.4%
Production	3.6%	3.8%	3.8%
Transportation/Material Moving	6.5%	7.0%	7.4%

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<b>2010 Households by Type</b>			
Total	16,771	24,692	27,173
Households with 1 Person	31.1%	28.4%	28.3%
Households with 2+ People	68.9%	71.6%	71.7%
Family Households	61.7%	65.2%	65.3%
Husband-wife Families	46.3%	49.7%	49.9%
With Related Children	18.9%	20.5%	20.3%
Other Family (No Spouse Present)	15.4%	15.4%	15.4%
Other Family with Male	4.5%	4.8%	4.8%
With Related Children	2.7%	2.9%	3.0%
Other Family with Female	10.9%	10.6%	10.6%
With Related Children	7.2%	7.1%	7.1%
Nonfamily Households	7.2%	6.5%	6.3%
All Households with Children	29.4%	31.2%	31.0%
Multigenerational Households	2.9%	3.1%	3.1%
Unmarried Partner Households	6.1%	6.3%	6.4%
Male-female	5.6%	5.7%	5.8%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	16,771	24,691	27,173
1 Person Household	31.1%	28.4%	28.3%
2 Person Household	34.1%	34.8%	35.1%
3 Person Household	13.3%	13.9%	13.9%
4 Person Household	11.1%	11.6%	11.6%
5 Person Household	6.1%	6.6%	6.5%
6 Person Household	2.5%	2.8%	2.8%
7 + Person Household	1.7%	1.9%	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	16,772	24,692	27,173
Owner Occupied	59.5%	62.6%	63.2%
Owned with a Mortgage/Loan	37.9%	40.0%	40.0%
Owned Free and Clear	21.6%	22.5%	23.2%
Renter Occupied	40.5%	37.4%	36.8%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	107	108
Percent of Income for Mortgage	21.8%	20.9%	20.6%
Wealth Index	74	81	82
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	18,081	26,691	29,644
Housing Units Inside Urbanized Area	95.9%	83.2%	75.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	4.7%
Rural Housing Units	4.1%	16.8%	20.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	42,750	66,437	72,637
Population Inside Urbanized Area	95.8%	83.9%	76.9%
Population Inside Urbanized Cluster	0.0%	0.0%	4.0%
Rural Population	4.2%	16.1%	19.0%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Old and Newcomers (8F)	Midlife Constants (5E)
2.	Old and Newcomers (8F)	Midlife Constants (5E)	Old and Newcomers (8F)
3.	Retirement Communities (9E)	Exurbanites (1E)	The Great Outdoors (6C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$30,164,747	\$45,956,677	\$50,674,072
Average Spent	\$1,688.01	\$1,751.66	\$1,760.07
Spending Potential Index	80	83	83
Education: Total \$	\$24,436,969	\$36,012,254	\$39,458,651
Average Spent	\$1,367.49	\$1,372.63	\$1,370.52
Spending Potential Index	79	80	79
Entertainment/Recreation: Total \$	\$45,896,270	\$71,974,977	\$79,764,275
Average Spent	\$2,568.34	\$2,743.37	\$2,770.46
Spending Potential Index	79	85	86
Food at Home: Total \$	\$77,842,590	\$120,985,452	\$133,834,478
Average Spent	\$4,356.05	\$4,611.43	\$4,648.48
Spending Potential Index	80	85	85
Food Away from Home: Total \$	\$53,652,960	\$82,261,141	\$90,711,784
Average Spent	\$3,002.40	\$3,135.43	\$3,150.70
Spending Potential Index	79	83	83
Health Care: Total \$	\$89,966,288	\$142,114,607	\$157,888,101
Average Spent	\$5,034.49	\$5,416.78	\$5,483.94
Spending Potential Index	81	87	88
HH Furnishings & Equipment: Total \$	\$31,796,324	\$49,198,665	\$54,392,943
Average Spent	\$1,779.31	\$1,875.23	\$1,889.23
Spending Potential Index	79	83	84
Personal Care Products & Services: Total \$	\$12,857,396	\$19,648,694	\$21,684,775
Average Spent	\$719.50	\$748.92	\$753.18
Spending Potential Index	80	83	84
Shelter: Total \$	\$286,083,456	\$432,673,837	\$476,635,184
Average Spent	\$16,009.15	\$16,491.61	\$16,555.01
Spending Potential Index	79	82	82
Support Payments/Cash Contributions/Gifts in Kind: Total	\$33,955,574	\$54,375,896	\$60,395,624
Average Spent	\$1,900.14	\$2,072.57	\$2,097.73
Spending Potential Index	79	87	88
Travel: Total \$	\$35,173,517	\$54,252,472	\$59,975,475
Average Spent	\$1,968.30	\$2,067.86	\$2,083.13
Spending Potential Index	78	82	82
Vehicle Maintenance & Repairs: Total \$	\$16,016,456	\$25,127,447	\$27,823,491
Average Spent	\$896.28	\$957.75	\$966.40
Spending Potential Index	81	86	87

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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