



# Market Profile

Myra Rd Business District: Home Depot Area  
 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>			
2010 Total Population	42,498	66,343	72,459
2020 Total Population	44,870	69,677	75,771
2020 Group Quarters	2,905	5,464	5,552
2023 Total Population	45,664	69,742	75,816
2023 Group Quarters	2,790	4,918	5,004
2028 Total Population	46,120	70,134	76,181
2023-2028 Annual Rate	0.20%	0.11%	0.10%
2023 Total Daytime Population	48,927	68,888	74,176
Workers	23,718	31,242	33,317
Residents	25,209	37,646	40,859
<b>Household Summary</b>			
2010 Households	16,589	24,646	27,110
2010 Average Household Size	2.43	2.51	2.50
2020 Total Households	17,520	25,998	28,488
2020 Average Household Size	2.40	2.47	2.46
2023 Households	17,961	26,467	29,004
2023 Average Household Size	2.39	2.45	2.44
2028 Households	18,310	26,851	29,395
2028 Average Household Size	2.37	2.43	2.42
2023-2028 Annual Rate	0.39%	0.29%	0.27%
2010 Families	10,213	16,060	17,708
2010 Average Family Size	3.04	3.06	3.05
2023 Families	10,960	16,996	18,663
2023 Average Family Size	2.99	3.01	3.00
2028 Families	11,213	17,265	18,937
2028 Average Family Size	2.95	2.97	2.96
2023-2028 Annual Rate	0.46%	0.31%	0.29%
<b>Housing Unit Summary</b>			
2000 Housing Units	16,135	24,106	26,923
Owner Occupied Housing Units	57.7%	60.5%	60.4%
Renter Occupied Housing Units	35.2%	32.4%	31.8%
Vacant Housing Units	7.1%	7.1%	7.8%
2010 Housing Units	17,939	26,658	29,571
Owner Occupied Housing Units	54.9%	57.8%	58.0%
Renter Occupied Housing Units	37.6%	34.6%	33.7%
Vacant Housing Units	7.5%	7.5%	8.3%
2020 Housing Units	19,054	28,166	31,191
Owner Occupied Housing Units	55.9%	59.3%	59.2%
Renter Occupied Housing Units	36.0%	33.0%	32.1%
Vacant Housing Units	7.8%	8.0%	8.9%
2023 Housing Units	19,475	28,661	31,698
Owner Occupied Housing Units	58.2%	61.6%	61.3%
Renter Occupied Housing Units	34.0%	30.8%	30.2%
Vacant Housing Units	7.8%	7.7%	8.5%
2028 Housing Units	19,790	29,023	32,072
Owner Occupied Housing Units	60.1%	63.1%	62.8%
Renter Occupied Housing Units	32.5%	29.4%	28.9%
Vacant Housing Units	7.5%	7.5%	8.3%

**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:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2023 Households by Income</b>			
Household Income Base	17,960	26,461	28,998
<\$15,000	10.6%	9.7%	9.7%
\$15,000 - \$24,999	8.6%	8.2%	8.2%
\$25,000 - \$34,999	8.2%	8.5%	8.3%
\$35,000 - \$49,999	14.9%	13.2%	13.0%
\$50,000 - \$74,999	16.8%	17.7%	17.6%
\$75,000 - \$99,999	13.6%	14.7%	14.5%
\$100,000 - \$149,999	15.3%	15.4%	15.7%
\$150,000 - \$199,999	6.7%	7.1%	7.0%
\$200,000+	5.3%	5.7%	6.0%
Average Household Income	\$85,126	\$87,958	\$89,255
<b>2028 Households by Income</b>			
Household Income Base	18,309	26,845	29,389
<\$15,000	9.7%	8.9%	8.8%
\$15,000 - \$24,999	6.8%	6.4%	6.4%
\$25,000 - \$34,999	6.9%	7.1%	6.9%
\$35,000 - \$49,999	12.9%	11.4%	11.2%
\$50,000 - \$74,999	15.9%	16.5%	16.5%
\$75,000 - \$99,999	13.7%	14.9%	14.7%
\$100,000 - \$149,999	17.8%	17.8%	18.3%
\$150,000 - \$199,999	9.2%	9.7%	9.5%
\$200,000+	7.0%	7.4%	7.7%
Average Household Income	\$100,280	\$103,344	\$104,616
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	11,332	17,639	19,411
<\$50,000	5.4%	5.2%	5.2%
\$50,000 - \$99,999	3.9%	5.1%	5.2%
\$100,000 - \$149,999	5.3%	6.6%	6.7%
\$150,000 - \$199,999	9.6%	9.2%	9.7%
\$200,000 - \$249,999	11.3%	9.8%	9.6%
\$250,000 - \$299,999	13.7%	12.1%	12.4%
\$300,000 - \$399,999	24.1%	23.1%	22.6%
\$400,000 - \$499,999	11.0%	12.2%	12.2%
\$500,000 - \$749,999	12.3%	12.5%	12.1%
\$750,000 - \$999,999	2.8%	2.6%	2.5%
\$1,000,000 - \$1,499,999	0.7%	1.1%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.3%	0.3%
Average Home Value	\$335,876	\$345,000	\$344,453
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	11,885	18,320	20,127
<\$50,000	2.6%	3.1%	3.2%
\$50,000 - \$99,999	1.3%	3.2%	3.4%
\$100,000 - \$149,999	1.0%	3.4%	3.8%
\$150,000 - \$199,999	1.9%	3.3%	4.2%
\$200,000 - \$249,999	3.6%	3.7%	4.0%
\$250,000 - \$299,999	7.3%	6.6%	7.2%
\$300,000 - \$399,999	24.0%	21.5%	21.0%
\$400,000 - \$499,999	17.3%	17.2%	17.0%
\$500,000 - \$749,999	27.1%	24.9%	23.6%
\$750,000 - \$999,999	9.9%	8.3%	7.8%
\$1,000,000 - \$1,499,999	3.6%	3.6%	3.7%
\$1,500,000 - \$1,999,999	0.4%	0.7%	0.7%
\$2,000,000 +	0.1%	0.5%	0.5%
Average Home Value	\$505,671	\$489,374	\$479,838

**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.

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<b>Median Household Income</b>			
2023	\$59,154	\$62,376	\$63,132
2028	\$70,310	\$74,474	\$75,283
<b>Median Home Value</b>			
2023	\$303,917	\$308,632	\$305,336
2028	\$448,201	\$430,466	\$419,253
<b>Per Capita Income</b>			
2023	\$33,846	\$33,763	\$34,502
2028	\$40,177	\$39,943	\$40,719
<b>Median Age</b>			
2010	35.8	36.6	37.3
2020	38.8	39.4	39.9
2023	38.5	38.9	39.5
2028	39.6	39.8	40.4
<b>2020 Population by Age</b>			
Total	44,870	69,677	75,771
0 - 4	5.1%	5.1%	5.1%
5 - 9	5.9%	5.9%	5.9%
10 - 14	6.2%	6.3%	6.3%
15 - 24	16.9%	15.2%	14.9%
25 - 34	11.6%	12.1%	11.9%
35 - 44	11.2%	11.8%	11.8%
45 - 54	10.2%	10.8%	10.9%
55 - 64	12.1%	12.6%	12.9%
65 - 74	11.3%	11.4%	11.6%
75 - 84	6.0%	5.9%	6.0%
85 +	3.5%	2.9%	2.9%
18 +	79.2%	78.9%	79.0%
<b>2023 Population by Age</b>			
Total	45,663	69,742	75,813
0 - 4	5.5%	5.5%	5.5%
5 - 9	5.7%	5.8%	5.7%
10 - 14	5.7%	5.9%	5.8%
15 - 24	15.9%	14.6%	14.3%
25 - 34	13.4%	13.7%	13.5%
35 - 44	10.9%	11.4%	11.4%
45 - 54	9.9%	10.6%	10.6%
55 - 64	11.6%	12.0%	12.2%
65 - 74	11.1%	11.1%	11.4%
75 - 84	6.7%	6.3%	6.5%
85 +	3.7%	3.1%	3.1%
18 +	79.7%	79.4%	79.5%
<b>2028 Population by Age</b>			
Total	46,122	70,134	76,180
0 - 4	5.5%	5.6%	5.5%
5 - 9	5.5%	5.7%	5.6%
10 - 14	5.7%	5.9%	5.9%
15 - 24	15.5%	14.2%	13.8%
25 - 34	11.8%	12.3%	12.2%
35 - 44	11.8%	12.4%	12.4%
45 - 54	10.1%	10.6%	10.6%
55 - 64	10.3%	10.8%	11.0%
65 - 74	11.2%	11.3%	11.6%
75 - 84	8.3%	7.9%	8.0%
85 +	4.0%	3.4%	3.4%
18 +	80.0%	79.6%	79.7%
<b>2020 Population by Sex</b>			

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Males	21,725	35,210	38,252
Females	23,145	34,467	37,519
<b>2023 Population by Sex</b>			
Males	22,290	35,113	38,169
Females	23,374	34,629	37,647
<b>2028 Population by Sex</b>			
Males	22,426	35,202	38,244
Females	23,695	34,931	37,936
<b>2010 Population by Race/Ethnicity</b>			
Total	42,499	66,342	72,460
White Alone	84.1%	83.4%	83.7%
Black Alone	1.1%	1.6%	1.5%
American Indian Alone	0.9%	1.0%	1.4%
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%	8.9%
Two or More Races	3.4%	3.0%	3.1%
Hispanic Origin	21.2%	21.3%	20.2%
Diversity Index	52.3	53.1	51.9
<b>2020 Population by Race/Ethnicity</b>			
Total	44,870	69,677	75,771
White Alone	72.5%	72.1%	72.8%
Black Alone	1.2%	1.5%	1.4%
American Indian Alone	1.0%	1.1%	1.5%
Asian Alone	1.8%	1.4%	1.4%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	11.6%	12.2%	11.7%
Two or More Races	11.7%	11.3%	11.0%
Hispanic Origin	23.5%	23.6%	22.6%
Diversity Index	64.5	64.9	63.9
<b>2023 Population by Race/Ethnicity</b>			
Total	45,665	69,742	75,817
White Alone	70.9%	70.6%	71.3%
Black Alone	1.4%	1.6%	1.5%
American Indian Alone	1.0%	1.2%	1.5%
Asian Alone	1.9%	1.6%	1.5%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	12.2%	13.0%	12.4%
Two or More Races	12.3%	11.8%	11.6%
Hispanic Origin	24.9%	25.1%	24.0%
Diversity Index	66.6	66.9	65.8
<b>2028 Population by Race/Ethnicity</b>			
Total	46,120	70,134	76,181
White Alone	67.8%	67.7%	68.5%
Black Alone	1.4%	1.7%	1.6%
American Indian Alone	1.1%	1.2%	1.6%
Asian Alone	2.3%	1.8%	1.7%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	13.5%	14.3%	13.7%
Two or More Races	13.6%	13.0%	12.7%
Hispanic Origin	26.8%	26.9%	25.8%
Diversity Index	69.7	69.9	68.8

**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.

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<b>2020 Population by Relationship and Household Type</b>			
Total	44,870	69,677	75,771
In Households	93.5%	92.2%	92.7%
Householder	39.1%	37.3%	37.6%
Opposite-Sex Spouse	17.0%	17.4%	17.6%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	2.6%	2.5%	2.5%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	23.8%	24.1%	24.1%
Adopted Child	0.6%	0.7%	0.7%
Stepchild	1.0%	1.0%	1.1%
Grandchild	1.9%	2.0%	2.0%
Brother or Sister	1.0%	0.9%	0.9%
Parent	0.9%	0.9%	0.9%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.4%	0.4%	0.4%
Other Relatives	1.0%	1.0%	1.0%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	3.7%	3.4%	3.3%
In Group Quarters	6.5%	7.8%	7.3%
Institutionalized	1.7%	4.5%	4.2%
Noninstitutionalized	4.8%	3.3%	3.1%
<b>2023 Population 25+ by Educational Attainment</b>			
Total	30,718	47,569	52,073
Less than 9th Grade	4.3%	4.7%	4.6%
9th - 12th Grade, No Diploma	5.7%	6.3%	6.2%
High School Graduate	16.4%	17.8%	18.2%
GED/Alternative Credential	3.8%	4.7%	4.9%
Some College, No Degree	22.7%	23.8%	23.8%
Associate Degree	13.4%	13.4%	13.4%
Bachelor's Degree	19.3%	17.2%	17.0%
Graduate/Professional Degree	14.5%	12.2%	11.8%
<b>2023 Population 15+ by Marital Status</b>			
Total	37,955	57,762	62,882
Never Married	35.5%	34.2%	33.5%
Married	48.5%	49.2%	49.7%
Widowed	5.4%	5.4%	5.5%
Divorced	10.6%	11.2%	11.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	21,958	32,245	35,241
Population 16+ Employed	94.3%	94.7%	94.7%
Population 16+ Unemployment rate	5.7%	5.3%	5.3%
Population 16-24 Employed	19.3%	17.7%	17.3%
Population 16-24 Unemployment rate	11.5%	10.7%	10.7%
Population 25-54 Employed	56.9%	57.5%	57.4%
Population 25-54 Unemployment rate	4.2%	4.2%	4.1%
Population 55-64 Employed	15.9%	16.5%	17.0%
Population 55-64 Unemployment rate	2.9%	3.1%	3.4%
Population 65+ Employed	7.9%	8.3%	8.3%
Population 65+ Unemployment rate	6.2%	5.6%	5.6%

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<b>2023 Employed Population 16+ by Industry</b>			
Total	20,710	30,523	33,378
Agriculture/Mining	4.2%	5.4%	5.8%
Construction	6.0%	6.0%	6.2%
Manufacturing	7.5%	8.4%	8.3%
Wholesale Trade	1.5%	1.4%	1.4%
Retail Trade	10.8%	10.8%	10.8%
Transportation/Utilities	3.7%	3.9%	4.2%
Information	1.7%	1.7%	1.7%
Finance/Insurance/Real Estate	4.0%	3.5%	3.5%
Services	54.3%	51.9%	50.8%
Public Administration	6.2%	7.0%	7.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	20,710	30,521	33,378
White Collar	55.7%	54.8%	54.8%
Management/Business/Financial	13.7%	14.0%	13.9%
Professional	24.1%	23.2%	23.4%
Sales	8.7%	8.2%	8.3%
Administrative Support	9.1%	9.4%	9.3%
Services	24.3%	23.4%	22.7%
Blue Collar	20.0%	21.8%	22.5%
Farming/Forestry/Fishing	2.3%	2.7%	2.8%
Construction/Extraction	3.8%	4.1%	4.2%
Installation/Maintenance/Repair	1.7%	2.2%	2.5%
Production	5.2%	5.3%	5.3%
Transportation/Material Moving	6.9%	7.5%	7.7%
<b>2020 Households by Type</b>			
Total	17,520	25,998	28,488
Married Couple Households	43.9%	47.1%	47.2%
With Own Children <18	15.0%	16.2%	16.1%
Without Own Children <18	28.9%	30.9%	31.1%
Cohabiting Couple Households	7.0%	7.0%	7.0%
With Own Children <18	2.6%	2.6%	2.6%
Without Own Children <18	4.4%	4.3%	4.3%
Male Householder, No Spouse/Partner	19.5%	18.7%	18.8%
Living Alone	13.8%	13.0%	13.1%
65 Years and over	4.8%	4.7%	4.8%
With Own Children <18	1.5%	1.5%	1.5%
Without Own Children <18, With	2.3%	2.4%	2.5%
No Relatives Present	2.0%	1.8%	1.8%
Female Householder, No Spouse/Partner	29.6%	27.2%	27.0%
Living Alone	18.3%	16.4%	16.2%
65 Years and over	10.1%	9.2%	9.2%
With Own Children <18	4.9%	4.8%	4.7%
Without Own Children <18, With	5.0%	4.9%	4.9%
No Relatives Present	1.4%	1.2%	1.2%
<b>2020 Households by Size</b>			
Total	17,520	25,998	28,488
1 Person Household	32.1%	29.4%	29.3%
2 Person Household	34.3%	34.8%	34.9%
3 Person Household	12.8%	13.5%	13.5%
4 Person Household	10.5%	11.1%	11.0%
5 Person Household	5.7%	6.1%	6.0%
6 Person Household	2.8%	3.1%	3.1%
7 + Person Household	1.9%	2.1%	2.1%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	17,520	25,998	28,488
Owner Occupied	60.8%	64.3%	64.8%
Owned with a Mortgage/Loan	38.2%	40.0%	40.0%
Owned Free and Clear	22.6%	24.2%	24.8%
Renter Occupied	39.2%	35.7%	35.2%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	77	81	83
Percent of Income for Mortgage	30.9%	29.7%	29.1%
Wealth Index	77	82	84
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	19,054	28,166	31,191
Urban Housing Units	95.5%	82.7%	75.3%
Rural Housing Units	4.5%	17.3%	24.7%
<b>2020 Population By Urban/ Rural Status</b>			
Total	44,870	69,677	75,771
Urban Population	95.3%	83.4%	77.3%
Rural Population	4.7%	16.6%	22.7%

**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>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$31,669,473	\$47,359,811	\$52,477,818
Average Spent	\$1,763.24	\$1,789.39	\$1,809.33
Spending Potential Index	80	81	82
Education: Total \$	\$25,678,599	\$37,417,282	\$41,324,489
Average Spent	\$1,429.69	\$1,413.73	\$1,424.79
Spending Potential Index	80	79	79
Entertainment/Recreation: Total \$	\$54,369,605	\$84,812,911	\$94,650,140
Average Spent	\$3,027.09	\$3,204.48	\$3,263.35
Spending Potential Index	80	85	86
Food at Home: Total \$	\$98,725,871	\$150,532,000	\$167,433,728
Average Spent	\$5,496.68	\$5,687.54	\$5,772.78
Spending Potential Index	81	84	85
Food Away from Home: Total \$	\$53,308,894	\$80,617,254	\$89,389,057
Average Spent	\$2,968.04	\$3,045.95	\$3,081.96
Spending Potential Index	80	82	83
Health Care: Total \$	\$107,699,385	\$168,455,850	\$188,419,288
Average Spent	\$5,996.29	\$6,364.75	\$6,496.32
Spending Potential Index	81	86	88
HH Furnishings & Equipment: Total \$	\$42,261,500	\$64,577,755	\$71,842,323
Average Spent	\$2,352.96	\$2,439.93	\$2,476.98
Spending Potential Index	80	83	84
Personal Care Products & Services: Total \$	\$13,904,999	\$20,860,073	\$23,130,126
Average Spent	\$774.18	\$788.15	\$797.48
Spending Potential Index	81	82	83
Shelter: Total \$	\$357,736,897	\$535,634,160	\$594,061,475
Average Spent	\$19,917.43	\$20,237.81	\$20,482.05
Spending Potential Index	80	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total	\$45,499,290	\$70,526,958	\$78,689,474
Average Spent	\$2,533.23	\$2,664.71	\$2,713.06
Spending Potential Index	81	85	87
Travel: Total \$	\$31,831,949	\$48,740,970	\$54,225,877
Average Spent	\$1,772.28	\$1,841.58	\$1,869.60
Spending Potential Index	79	82	83
Vehicle Maintenance & Repairs: Total \$	\$19,193,420	\$29,704,907	\$33,076,251
Average Spent	\$1,068.62	\$1,122.34	\$1,140.40
Spending Potential Index	82	86	87

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

December 22, 2023