

DEMOGRAPHICS

TRADE AREA BY BLOCK GROUPS

TREASURE VALLEY MARKETPLACE

	PRIMARY TRADE AREA	SECONDARY TRADE AREA
Population	144,022	81,349
Households	48,527	28,699
Household Growth (5yr Projection)	+2.2%	+1.8%
Median Age	30.3	31.3
Average Household Income	\$52,748	\$55,186
Median Household Income	\$45,217	\$44,955
Any College +	49.3%	45.4%
Total Employees	43,401	25,948
White Collar	55.6%	52.4%